## Directory

MOVING AND EXPRESSING

Phones Highland Park 1435 - 91 A. E. SODMAN Motor Express

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CONTRACTORS

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388 Central Avenue STONEWALL For a REAL CPHOLSTERY JOB SLIP COVERS & WINDOW SHADES Mattress Benovating - Furniture Repairing Telephone Highland Park 578

## USELESS NOISES

THURSDAY, DECEMBER 2, 1926

DISCUSSED BY AN EXPERT

Great Difference Between Cars In This Respect; Simple **Precautions Will** Prevent

visor, New York City West Side Y. M. C. A. automobile school).

A new evidence of the increasing interest of the automobile industry in such a quality of salesmanship as will appeal to the buying public is seen in a series of addresses and open forum discussions of this subject now being given at the West Side Y. M. C. A. in New York City. Makers of automobiles are generally alert to every opportunity whereby the automotive public can receive better service. This is true not only in the realm of production and servicing but also in salesmanship. It is figured that considerable good will has been lost to the industry through a type of salesmanship which has not left a good taste with buyers and prospective

Primary Requisite

In this connection the matter comes up as to what a prospective purchaser of an automobile has a right to expect in dealing with a salesman. Perhaps a primary requisite is that the salesman should thoroughly know the car he is representing. It sometimes happens that a person will enter a sales room with the intention of purchasing a car and the salesman will fail to get the order simply because it is evident to the customer that he does not thoroughly know the machine he is expecting to sell. There is little doubt but that the customer has a right to receive from the salesman answers to any number of questions bearing upon the

technical aspects of the car. sonably expect a demonstration of the to become fully acquainted with the car, that is, he may expect to be taken car. As a matter of fact, the cusout for a drive in a machine and be tomer owes it to himself to find out taken up and down hills to indicate what for him is the best car and this especially how the braking facilities takes his time as well as a salesman's. work. Unlike the man who has vac- A customer, however, should be frank uum cleaners or phonographs for sale, with a salesman and by doing so will

for such methods in selling. It is too | cy. It is a poor policy. mobile, or in other words, too easily | Most salesmen want to give prostransported long distances. It is also pective buyers all the attention they too liable to breakage and damage desire but naturally they do not want and especially it is likely to be in- to waste time on uninterested perraise various complications.

Protection Against Defects The customer may expect protection against defects in material and workmanship. All cars are sold under a guarantee against defective parts. All this means is that the fac-(By H. Clifford Brokaw, technical ad- tory will give a new part in return for the defective part. However, un der the guarantee the car owner must have the old part removed and the new part installed at his own expense. As a matter of general prac tice though, sales agencies do bear ing these parts. It may be good business for them to do so yet the customer really has no right to demand more than the guarantee calls for.

The term of servicing a new automobile by the selling concern is quite generally misunderstood. The better established automobile companies are not giving free service. As a matter of good business they usually take good care of actual defects. Sometimes a salesman in a burst of enthusiasm will promise more free service than really can be delivered. The customer who gets full value for the money invested in a car has no justification for expecting free servicing lish a discriminating taste. Parents

over any considerable period. The customer can expect no guarantee against a reduction in prices. It sometimes happens that when prices are reduced the individual who has just purchased a car previous to the reduction feels that he has been unjustly treated. However, all commodities are subject to fluctuation prices and purchasers are required to take whatever chances may be involved in buying just before a lowering of prices.

The customer can expect courtesy from the salesman. He can expect undivided attention from the selling Of course the customer may rea- agent for any length of time required the customer can hardly expect to be fair to him. Many people who are

have an automobile in his possession really interested in buying cars pre- PUBLIC ACCOUNTING for thirty to sixty days for trial use. tend disinterestedness when they en-The automobile is too large an article ter a sales room as a matter of poli-

volved in an accident which would sons. It is difficult for a salesman to on commission and if the customer record of transactions." will be frank and help the salesman to give each individual prospect and the expense of removing and instail- the situation will be improved from the standpoint of both men.

> LOS ANGELES P. T. A. OPERATES THEATRE

Purpose Is to Provide Spoken Drama Giving Right Sort of Standards

Los Angeles Federation of Parent-Teacher asociations is successfully operating a children's theater. The purpose is to provide spoken drama which will give right standards and estabnay send their children and feel sure that they are getting wholesome, refreshing entertainment. An expert in educational dramatics manages the presentations. Costumes are designed and made by members of the federation associations. Music is furnish ed by orchestras from the schools. Tickets are sold through the schools, admission being 25 cents Since the children's theater movement began in this country in 1903, several cities have made experimental ventures, but Los Angeles is the first city in which the movement has been entirely foster by parent-teacher initiative: Expenses are met by sale of seats.

SYSTEM EXPLAINED

Different From Ordinary Bookkeeping, According to This Expert

judge just how much a prospect wants and accountancy has recently been has perfomed a public service in clarito be followed up. Some complain very clearly stated in an address by fying some of the common misinterbecause they are followed up too much George S. Jones before Rotary club pretations of the income tax laws. He court promises to become as intricate and others because they are not fol- organizations in Louisiana. He pre- has answered a question that has been as Einstein's theory of relativity. lowed up enough. The customer faced his remarks with the statement should tell the salesman when he that "accounting may be defined in a would like further information and general way as the record of a busishould help to conserve the salesman's ness and is thus distinguished from time. Practically all salesmen work bookkeeping, which may be called a

Public accounting is more or less of to conserve his time, the salesman a mystery to business men of the class who keep their books on the back of an envelope, and run their cash through checking accounts and by wads of bills carried in their coats,

J. A. Torstenson&Co.

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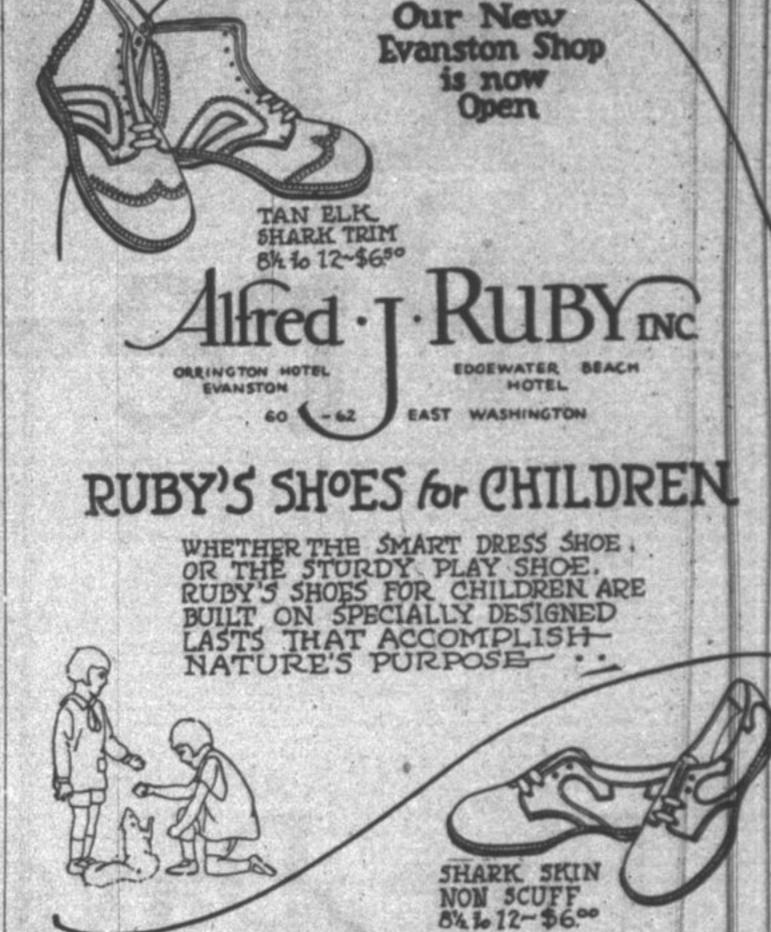
**DECORATING** IN ALL ITS BRANCHES

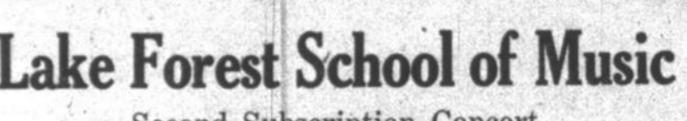
Imported and Domestic WALLPAPERS

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he graduated into a position as inter- and a lean year, so that profit from that he branched out into the ed over a period of three years. The difference between bookkeeping private practice of his profession. He

or pants pockets. Mr. Jones was uppermost in the minds of thousand farmerly one of the experts in ac- of business men in showing how in counting and income tax work in con- the business of buying and selling the nection with the corporation audit income tax law is so framed as to unit in Washington, from which place permit an adjustment between a fa nal revenue agent in the south, and loss, in certain cases, may be extend





Second Subscription Concert 1926-1927

RUTH BRETON, Violinist Saturday Evening, December 4th in the College Chapel

at a quarter after eight o'clock

Tickets \$2.50, obtainable at the School of Music - Telephone Lake Forest 999; or at Krafft's Drug Store



