

AUTO AGENT MUST BE HONEST

Misrepresentation Does Not Go Very Far in Sale of a Car.

SHOULD BELIEVE IN PRODUCT

General Manager of Carter Car Company Tells Salesmen that They Have to Be Steadfast to Own Make.

That the successful motor car agent must believe absolutely in the car he is selling, is the opinion of H. R. Radford, vice-president and general manager of the Cartercar company, Pontiac, Mich.

Mr. Radford, in a recent bulletin, told his agents that if they did not believe every word they told their prospects they must either quit such talking or get busy and sell themselves.

"It is one of the most important things," said Mr. Radford, "that the agent be enthusiastic and a real booster for his car. He must be able to make strong statements, but unless he feels that he is telling the truth he cannot make others believe him. The old way of selling your goods to others and then going across the street to buy for yourself is past. The agent who is trying to sell a certain car, wishing all the time that he had the agency for another, will never be a success.

"In going over the results obtained by our own agents I find that the fellows who are most sincere and most enthusiastic in their statements always sell the greatest number of cars. I remember once overhearing one of our representatives tell a prospect that the fiber filler on the gearless transmission would wear for 15,000 miles, even when the car were driven up fifty degree hills, which any driver can do, and of course the listener would not believe it. If the man had said from 5,000 to 7,000 miles, which is true, the prospect would have believed him, and at that, the advantage over the cost of oil in the gear transmission would have been apparent.

"The motor car agent, like every other business man," continued Mr. Radford, "is coming to the point where he must be absolutely on the square, and I am glad to say that very few agents are today even trying to misrepresent their cars."

EVERY DAY IS A PAY DAY AT THE FORD AUTO PLANT

The man who sighed in the song for every day to be the pay day should have been employed in the Ford Motor company plant at Detroit, because every day is pay day there, with the exception of Saturday and Sunday.

It would be utterly impossible for any accounting force to handle the payment of the 16,000 employees in the plant and office on any one day, so the men are paid off in battalions, each man receiving his wages every two weeks.

Just now the number of men employed in the factory is close to 15,000 and there are in addition between 600 and 700 workers in the general offices.

The monthly payroll is around \$680,000 and averages about \$40,000 per day.

Customs of Love and Marriage in Mexico



Mexico is a Land of Beautiful Women



Playing the Bear Dancing La Coca El Sarabe

MEXICO CITY.—This letter is written for the dear "little chickens" of the United States. I mean chickens in the Mexican sense. The young women and girls of this country are affectionately called "chickens." If they are under 15, they go by the name of "pollitas," or little chickens, and if over that they are called "pollas," or grown-up or big chickens. The comparison is even carried out as to the men. If young and marriageable they are known as "gallinos," or younger roosters. If old and tough they are called "gallos," or old cocks.

I am writing this for our girls rather than for the boys, but I doubt not it will form good feed for our old roosters as well. It is about the women of Mexico—how they look, how they love and how they are courted and wedded.

Mexico's Beautiful Girls.

I wish I could take you with me through the Alameda here at the capital or around any of the big plazas of the interior cities when the band plays Sunday evenings. The girls are then out en masse, and the boys as well. The girls walk by themselves and the boys by themselves. Each sex goes double file, and so that they face as they pass. The men stare hard at the girls. It is not improper here for a man to look at a woman, and if he ogles her she thinks it a compliment. This ogling goes on even in the business streets during shopping hours, and it flies from carriage to carriage along the fashionable drives. The amorous glances, however, come from only the men. The girls are so watched that it takes a sly maiden indeed who can sneak a love-look



Dancing the La Sitala en la Sota

out of the fall of her eye without the knowledge of the mother, aunt or duenna,

who always goes with her to keep her in order.

Not many years ago it was the rule for the girls to have their faces half hidden by their mantillas, and even now this is done somewhat by the sevillana or little mantilla, a small shawl of black lace which they drape over the head on going to church. The Mexican custom forbids one going to church to show her clothes. She cannot wear a hat or bonnet in worship, and she must go clad in black, with her head draped in black lace.

No Wonder They Oggle the Girls.

I do not blame the men for admiring the girls. Mexico is a land of beautiful women, and the pollitas especially seem good to my eyes. The girls mature here much sooner than Uncle Sam's maidens. At 12 they are as old as our girls of 16, and at 14 they are ready for marriage. A great many girls marry at 15 and 16, and the girl who has no husband by the time she is 20 is on the road to old maidenhood.

After that her beauty begins to decline. At 25 or 26 her sedentary life has turned her plumpness to fatness, and after 20 she needs some anti-fat remedy. The young girls here have complexions of a brunette order, with rosy cheeks and dark eyes and hair. The hair is often as black as midnight in the tropics and it grows so luxuriantly that it falls to the waist. It is seldom tortured with curling irons and it has a good wash every week.

(Continued on Page Ten.)

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