WHEN YOU BUY A CAR

Beware of the Big Trade-in Allowance and the Service Graft, Says Gus

By MARTIN BUNN

"G'wan! You don't know what you're talking about!" came another equally heated voice.

"More grief!" whispered Gus, after peeping out the office window. "It's my cousins from up Winchester way. Another morning shot to pieces! Hello, folks!" he called out as he snapped the last buckle on his overalls and stepped out into view. "What's all the row about?"

"Well, you see it's this way, Gus," began one of the two as he fished a bundle of automobile catalogues and circulars out of his pocket. "Ben and I have decided to buy a new car this spring and I've been trying to get Ben to take my advice but he's so darn pig-headed he won't do it."

"Pig-headed, am I!" exclaimed Ben. "Maybe I am—because I know I'm right—but your dome sure is made of solid concrete."

"That's no way to start a visit," interrupted Gus, "but I suppose the argument is what brought you here, so let's go in the office and get it settled."

"I gather," he continued when they had settled themselves around the table with the literature spread out before them, "that you've each chosen a different make. What cars are you thinking of buying?"

"I could pretty near have guessed right on both of you," Gus smiled after they had belligerently announced their choices. "You still working in the tool room at the Manley works, Hank?" he inquired, turning to the man who was wearing the flannel shirt.

"You bet," Hank replied. "I'm foreman now."

"And you, Ben, I suppose, are still holding your legal light of Winchester?"

"I'm still practising law," Ben corrected him.

"Have it your own way," grinned Gus. "Anyway, each of you is an expert in one particular line. But you've driven all the way down here just to get my opinion on a line that neither of you is expert in—automobiles."

"The car you've picked, Hank, is fast. It's got lots of pep on the hills. It doesn't ride any too easy unless you fit it with shock absorbers and keep them adjusted just right. The motor will give good service if it gets just the proper care, and there are a number of other things about the car that require touching up every now and then if you want good service. But, balancing the advantages against the disadvantages, I'd say it was a mighty fine car."

Hank grinned triumphantly. "Told you so!" he snickered.

"On the other..." (Continued on page 138)
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When You Buy a Car
(Continued from page 72)

hand," Gus went on, "the car you're fixing to buy, Ben, is not so good. It isn't much as a hill climber. It's sluggish on the pickup. It needs overhaulin' perhaps a little more often than other cars in the same price class. And it needs quite a lot of servicing. Judged strictly on merits as a car, I'd say it was inferior to a number of others I could name."

"Humph!" muttered Ben. "Then I suppose you'll say I ought to follow Hank's advice, eh?"

"Not at all," said Gus. "The quality of a car—any car—is only a part of the story—and sometimes a mighty small part at that. As a matter of fact you fellows could have saved yourselves the trip down here. You're both right! Each of you has picked out the car that I would have recommended."

"I don't see how that can be," argued Hank.

"You've practically told Ben he's picked a lemon and yet you tell him to buy it. What's the big idea?"

"Well," said Gus, "the point is, I know you both. You're a bug on machinery, Hank. You'd take care of a car so well there wouldn't be a chance for any real trouble, and if you do have a breakdown you'll fix it yourself. Chances are you've once bought a car you'll never go near the dealer again."

"Now, Ben, you're a lawyer. You don't give a whig-doodle about anything mechanical. You don't know what goes on under the hood of a car and you probably don't care. All you want is a good-looking bus that will stay on the job and get you from place to place without worry."

"But why shouldn't I take Hank's advice?" questioned Ben.

"Two good reasons, Ben," Gus replied. "The dealer who handles the car Hank favors is, as I happen to know, a slick article. He'd stick you for a wash of money every time you poked your nose in his door looking for a little service. That doesn't make the slightest difference to Hank, because he'll never have occasion to go near him. The second reason is that the dealer who handles the car you've picked out wouldn't sooner go out of business than take advantage of anybody. Maybe his car isn't quite so good, but he'll keep it on the job for you and that's what counts!

"When you're buying a car," Gus summed up, "don't let a high-trade-in offer stampede you into buying a car you really don't want. Pick your car solely on the basis of mechanical merit, if you expect to do all the work on yourself; but if you expect to let somebody else do the work for you, choose the car that is represented by a dealer who is able and willing to give you honest service."

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Figures, not speculation, are the basis for recent statements that progress of the war against disease is more hopeful than ever before. John K. Gore, Vice President and Actuary of the Prudential Insurance Company, finds that in the last quarter century science has saved 453,000 lives each year, and has prolonged life in thirty-two countries.

The Surgeon General of the United States, Dr. Hugh S. Chamberlain, recently reported that during the year ended June 30, 1927, there was a general decrease in the number of communicable diseases, and that America was free from epidemics and plagues. Research work for control of cancer, gout, influenza, leprosy and malaria especially has shown encouraging results.

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