

The 1939 Chrysler Royal, four-door sedan. This car has 100 horse power and a wheel

CLEANING UP BAD TRADE PRACTICES

Better Business Bureau Reports Accomplishment

BY W. DAN BELL

Manager Automotive Division of Cleveland Better Business Bureau

Cleveland automobile dealers may well be proud, even in these times, of the strides taken toward cleaning up bad practices, unfair competition and greater public confidence in the industry in the past two or three years.

When violations of the rules for used car classified advertising have fallen from 25 per day to an average of two or three a week; when complaints from members of the public of unfair dealings have fallen off 90 per cent.; when "packing" of finance charges has been practically eliminated; when deception in f. o. b. advertising of new cars has been corrected; when professional "gypsters" steer clear of our city; when bait advertising has been reduced to a minimum; when all of these accomplishments have been brought about in the space of two years in a city the size of Cleveland, the industry as a whole can appreciate why the Automobile Division of the Cleveland Better Business Bureau is considered one of the foremost operations of this kind in the country.

Credit, however, does not go to the Better Business Bureau alone for these accomplishments, but to the majority of automobile dealers in the city who feel that only by conducting their business on a high ethical plane can unfair competition be kept to a minimum, and public confidence result in the highest returns for their investment and efforts. The Better Business Bureau has only acted in the capacity of co-ordinating and policing the wishes of the majority of the legitimate dealers in these accomplishments.

Requests Reports

Above facts are brought to the dealers' attention in an effort to show them that while they are beset by many troubles, at the present time, they are in many ways better off than dealers in many other cities in the United States. We know this to be true because of the many inquiries that we receive from bureaus and organizations of other cities describing general demoralization among their own dealers.

There still remains, however, much work to be done. A very few dealers are still inclined to cast reflections not only upon themselves, but the whole industry by greatly exaggerated claims, overstatements, misstatements and deceptive layout in their advertising.

Advertising of this kind creates the same ill will among the public as a mishandled complaint does.

This division of the bureau is supported by and for the automobile dealers. Its purpose is to prevent fraud, eliminate unfair competition and build greater public confidence in the automobile business. It desires, at all times, to co-operate with the dealers in the city toward making this city the safest and best in which to buy a new or used car.

Chrysler for 1939