

MOTOR CAR DESIGNER BECOMES SALESMAN

Engineer Likes Distributing Department Well Enough, but Finds That Prospects Are Not Anxious to Write Checks.

You have heard of Louis Chevrolet, automobile race driver and automobile engineer.

But have you heard of Louis Chevrolet, automobile salesman?

That's what he is now; an automobile salesman in the employ of the William Small Company, state distributors for the Chevrolet, which car he designed to a great extent, including its motor.

Chevrolet passed up motor racing for engineering and now he has taken a temporary vacation from engineering problems and is investigating the fine art of salesmanship for the Small Company in the distribution of Chevrolets.

Likes Being Salesman.

"I like selling," said Chevrolet, "like it very much, but it is so different from what I thought it was—very much different. I used to think all the troubles in the automobile business were in designing and manufacturing them; that all the salesman had to do was to tell the prospect how good his car was and then show it and he would write a check."

"But sometimes they are rather slow with the check-writing act. That thing they call 'closing' is a tough thing. My work has been done on the six-cylinder car, there being no occasion for salesmanship in the four, as the demand is bigger than the factory production. I like to sell, but I guess the manufacturing end is my end."

William Small says that Chevrolet learns rapidly as an automobile salesman and that he has aided much in placing the Chevrolet Sixes. Small and his wife spent the week in Detroit on a vacation trip, Small deviating far enough to slip over to the factory at Flint.