

RELAX!

at
TJ's Happy Hour
1/2 Price Drinks 4-7 p.m.
(Mon.-Fri.)



**RESTAURANT
AND
CLUB**

696-0388
707 Complex on Texas Ave.

To: ACCOUNTING MAJORS
From: ACCOUNTING SOCIETY and
BETA ALPHA PSI

Subject: GAAP IS HERE!

Greater Annual Accountant's Playday ~
(and banquet)

Thursday April 16, 1981

Events awards
5-K RUN banquet*
TENNIS following
GOLF

Students, compete with professors and professionals!
*More information available at the ticket sales booth in front of the old Hospital Building. Tickets for the banquet are on sale now!

Features

High-pressure selling is door-to-door staple

Buyers lose patience or money

By CAROLYN TILLER
Battalion Reporter
A college student buys an 18-piece set of cookware for \$500; that is nine pans, five lids and four accessory items such as a food masher.

A housewife buys a "revolutionary" new vacuum cleaner for only \$5 a week; at 108 weeks, the total is \$540.

A man goes to a dance studio for a free lesson and dances away with \$6,250 worth to pay for.

What do all these people have in common? They've been taken by a fast-talking salesman.

People buy things at extreme prices or of bad quality that they don't need or can't afford because

of poorly placed trust in a strange salesman. The salesman, like a snake with hypnotic power, con-

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vinces people to sign outrageous contracts.

But the people falling under his trance aren't stupid; rather they

are naive and unprepared.

"People are gullible and they think they're going to get something for nothing," said LeRoy Balmain, executive director for the Better Business Bureau of Brazos Valley. "They usually get burned."

It's easier to trust a reassuring, smiling, neatly-dressed, complimentary and intelligent person and the salesman knows it. He's not stupid either; he's done his homework and planned everything for his favor.

The presentation is meticulously planned, right down to the salesperson's appearance, gestures, and even jokes," said Stephen A. Newman and Nancy

Kramer, authors of Getting What You Deserve, A Handbook for the Assertive Consumer.

They said one sales manual even told the seller how far he should stand from the door after ringing the doorbell.

"It explains that when a woman opens the door and sees someone that far back, she will instinctively open the door wider," they said.

The salesman is polished and the consumer is at a disadvantage. It is impossible to prepare and know about every product sold door-to-door. But it is possible to know what to be suspicious of—to know a deceptive salesman's moves.

The deceiving salesman begins with door-openers — ways to get his foot in the door.

Two common ones are misrepresenting the presentation length and making a free offer. Another is

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to pretend to conduct a survey or test.

A U.S. Department of Justice bulletin said,

The consumer may also be told that he has been "specially selected."

A BBB consumer pamphlet said salesmen using this line are usually "buttering-you-up" for what they will sell to anyone who will buy.

Once inside, some salesmen make it a rule to stay until a contract is signed or he is thrown out, whichever comes first. People will buy something just to get the salesman to leave — that's his idea.

"Whether out of timidity, or a sense of politeness and hospitality, few people threaten to have him physically removed," Newman and Kramer said.

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Balmain said it would be to hurt these kind of salesmen's feelings. "It's been said before so many times, door-to-door salesmen, that they hurt their feelings," he said.

"They forget about you as they get to the next house," he said.

But while he's still at the house, the salesman is like a family friend, a psychiatrist, mother-figure rolled into one.

Salesmen usually try to contract signed immediately. They may offer a one-time day-only deal.

"If they say now or never, main said, "you better "Friend, it will be never."

The Department of Justice letin said, "Never allow a saleson to pressure or rush you signing a contract... think take it home and reread it."

"It is always better to wait at least one day," Newman and Kramer said.

"Fast-talking door-to-door don't give their victims a chance to reflect. Their carefully rehearsed chatter is designed to produce ill-considered, immediate emotional response."

The salesman is not going up — if he did, the person find time to think.

The salesman's next step is to add the "only pennies a day" These breakdowns in cost are leading. "Pennies a day" can up to a bundle and pay stretch for longer time periods.

The best rule is to never anything without knowing about the product.

People usually don't pay attention to or are not concerned with deceptive salesmen until they have been had by one.

"Hindsight is a lot better foresight," Belmain said. "Whether out of timidity, or a sense of politeness and hospitality, few people threaten to have him physically removed," Newman and Kramer said.

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ATTN: Chemists and Physicists

Students and faculty members are invited to a demonstration of our equipment for solar simulation, high intensity illumination, and monochromatic light handling.

Date: Wednesday, March 25
Time: 9:30 A.M. to Noon
Place: Old State Chemists Building

KRATOS Schoeffel Instruments

ART AWARENESS DAY
WED., MARCH 25th 1981

10AM to 4PM
in MSC

FEATURING:

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See schedule, posted by TV Monitor in MSC Lounge, Serpentine Lounge or Health Center.

BUSINESS WEEK 1981

Visiting Executive Speaker: Mr. Oscar Newton
Sr. V.P., American General Life Ins. Co.

Monday, March 30 - 7:00pm
Harrington 108

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AGGIE CON 81
Thursday-Sunday
March 26-29, 1981

Guest of Honor
JOE HALDEMAN

DEALERS' ROOM, ART EXHIBITS, WRITERS' WORKSHOP, AUTOGRAPH PARTY, SPEECHES, PANELS, MASQUERADE, DAYTIME FILM PROGRAM, BANQUET, AND MORE!

The year is 2024... a future you'll probably live to see.

THURSDAY
Barbarella-7:30p.m.,
A Boy and His Dog-9:20p.m.

FRIDAY: ANIMATION NIGHT
Watership Down-7p.m., Wizards-8:50p.m.,
Allegro Non Troppo-10:40p.m., Fantastic Planet-12:30a.m.

SATURDAY
Close Encounters-7p.m., 2001-9:20p.m., Sleeper-11:45p.m.,
The Day the Earth Stood Still-1:30a.m.

TICKETS NOW ON SALE AT THE M.S.C. BOX OFFICE

	ONE DAY	FULL CON
A&M Students	\$2.50	\$4.50
Non-students	\$3.75	\$7.50

Sponsored by MSC Cepheid Variable

1st ANNUAL CHARITY CHILI COOK-OFF
sponsored by
TEXAS A&M KRUEGER DORM —
Behind TEXAS HALL OF FAME grounds
to benefit
BRAZOS COUNTY HUMANE SOCIETY

Attention all gourmets and Chili lovers! Krueger Dorm is sponsoring a CHARITY CHILI COOK-OFF on Sunday, April 5 for 8-5! Proceeds benefit the Brazos County Humane society to build an animal shelter. HOW TO ENTER: All entry forms may be picked up at the following locations:

- Court's Western Wear Locations
- Commons Front Desk
- Hall of Fame
- Student Programs Office — 2nd floor MSC

Entry fees are \$10.00. Rules will be supplied with entry forms. All entries must be mailed to the following address, postmarked no later than March 26.

Charity Chili Cook-off
Krueger Dorm #6
College Station, Texas
77840

Come on out and join the fun!
Tickets are 1.00 in advance,
\$1.50 at the gate.

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Sun. 12-6

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