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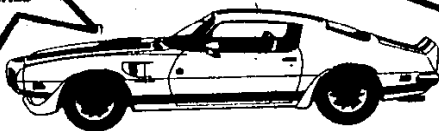
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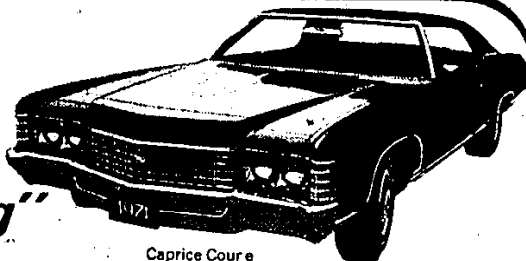
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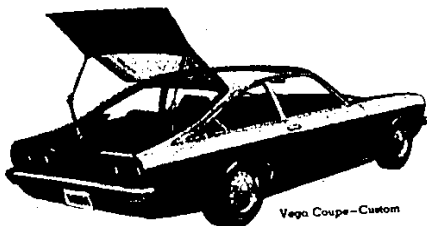
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Should A Lady Sell A Gentleman An Auto?



Betty Jane Girgenti doesn't believe in the current Women's Liberation movement, but then, why should she? She's holding her own in the man's world of auto sales.

She still doesn't believe that she is a full-fledged member of Claborn-American, Inc., 20255 Grand River, Detroit, although she has sold on the average of 13 cars each month since she has been there to prove it.

"I certainly couldn't have done it without Jim Chandler," she said. Chandler trained Miss Girgenti who adds, "I enjoy car sales more than anything I have ever done—it's beautiful—I love it."

MISS GIRGENTI is a former secretary, but switched to auto sales when she found a secretarial career lacked interest and challenge.

"I must have been interviewed a million times," she said about her search for a sales position that would provide a challenge.

How does the auto-buying public feel about Betty Jane?

"The public has accepted me very well. The men are gentlemen and the women take my side. I have had some feminine customers who bought a car from me just because I am a woman."

"People should like their salesman, but basically they're interested in the price and the service they'll get after they buy a car," she said.

MISS GIRGENTI has found that although men will shop, they seldom buy a car without their wives.

"Sometimes the men are uncomfortable because they assume they can't discuss specific information about the cars with me, as they would with a salesMAN, but when it comes to bargaining about cost, they forget that I'm a woman," she said.

As a saleswoman, Miss Girgenti sends the usual "come in and browse around" postcards and mailers. One man refused to believe that she actually sold cars and said, "I thought it was just another gimmick to get me into the show room."

Betty Jane Girgenti is no gimmick—she's real, and heartily recommends her new career to any woman who is able to deal with people.

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