

AUTO DEALER MUST BE GOOD MERCHANT

Motor Agent Must Not Only Make the Sale, but Must Keep His Customers Satisfied.

SERVICE IS A BIG FACTOR

By R. T. HODGKINS, Sales Manager of Studebaker Corporation.

In writing the history of the automobile business, the transformation of the dealer into a merchant deserves an important chapter, for this change has been a notable epoch.

Whether it is in selling goods over the counter or selling automobiles, good will, as well as goods, must be kept sold, which is another way of saying that good will must be established. And that is where the dealer of cars who is also a merchant comes in. He appreciates the importance not only of making a sale, but of keeping customers satisfied, of having them work for him by boosting his product to their friends.

People who buy motor cars are more and more, favoring those dealers in whom they have confidence, just as they prefer to patronize stores and shops of other kinds because they have confidence in these institutions.

Thing of Permanency.

The automobile industry is a thing of permanency. The motor car is entering our lives to a degree never before known. It is becoming a greater necessity than ever before. More people are becoming directly or indirectly dependent upon the motor car business than in any previous year.

Motor car buyers are showing their preference for those dealers who, appreciating the great present and future possibilities of the automobile industry, are developing and stabilizing their own business accordingly.

The extreme competition of the last season has driven the dealer to adopt methods that are in line with good merchandising. And, incidentally, competition has been largely furnished by the fact that merchants from other lines of business have seen in the automobile industry a great opportunity to display their merchandising ability and have entered this motor car industry.

The situation is different from what it was five or six years ago, and here is the difference: The problem then was one of manufacturing; the problem now is largely one of merchandising. Five or six years ago automobile factories found that they could not build anywhere near enough cars to take care of the obvious demand and cars were sold without much effort on the part of the dealer.

Today motor car purchasers form their opinion of a car to a considerable extent by the type of dealer who handles it. They appreciate doing business, for instance, with a dealer who has a bright, neat show room, keeps his product well displayed and evidences a spirit of courtesy and co-operation.

It is a fact that a large proportion of people buy cars upon the recommendations of their friends, just the same as they trade at this store or that one because of what their friends say. The best salesman a dealer can have are often the owners themselves, if these owners are pluggers.

The service that owners get from deal-

Gossip Heard at Auto Show

"Pa, what is a chassis?"

"Don't worry—got an automobile."

Ed Hald was seen looking at a racer with covetous eyes.

Hugh Mills, of the government secret service, was on the job.

"Here's where you shift the gears," explained one of the salesmen.

"That always was a classy car," remarked a sweet young maiden to her escort.

"Vanadium steel springs of the modern cantilever type" are regarded as nice words at the Auto show.

"That fan will draw 1,200 cubic feet of air every sixty seconds." And if you don't believe it, just count 'em.

"The pleasure cars are down this way," remarked a bright young man, as he led his companion to the truck exhibit in the basement.

"She looks like Mary Pickford," said the Careful Observer when the "Auto Girl," from a local theater entered the show. The young woman in question was Maude Heath.

Harry S. Byrne and Harry H. Mallou conducted a party of forty-eight county treasurers of the state through the Auto show. W. Lincoln Byrne acted as chaperon for the visitors.

Demonstrators had a tough time yesterday. The percentage of prospective buyers was large and that means a full load every minute for the demonstrating lads.

Omaha has one exhibit that no other show ever held in the United States has had. That is an automobile house. W. E. Weekly is the man who displays the house which was built expressly for the Omaha show.

Which is the heavier, a ton of wheat or a ton of hay? A ton of wheat, of course. Hear one of the demonstrators explain this in connection with the full-clutch spring which he defends. He says hay is a "live load," while wheat is a "dead load."

R. C. Terry, general manager of the International Gas Engine company, purchased before noon last Monday from Lou Traynor, an interstate touring car, Traynor claims this is some honor, to sell a car at a show before the show is officially opened.

The one Omaha-made car at the show is attracting the attention of Omaha boosters. The local machine is the Drummond. Both a four and a six are put out and stand right up with the best Detroit or Indianapolis or any other city manufactures. "Buy Omaha-made goods" is the Drummond slogan.

R. E. Crane, designing engineer for the Franklin Motor Car company and the man who designed the Franklin cars on display at the Auto show, is in Omaha with the exhibit. He gives lectures daily and his talks is one of the interesting features of the show. The Franklin cars shown here are the same machines which were displayed at the national shows in New York and Chicago.

ers is quite as important and means quite as much to them as the service they get from the cars. Cheerfulness, courtesy and a willingness to go more than half way at times are invaluable, because they make an indelible impression upon customers, service as an aid to building up and broadening out a dealer's business and bring more trade to him.

We have instituted a service plan which is entirely original with Studebaker and which, in my opinion, is bound to be adopted in time universally in the automobile business. The idea in mind is that of making it a service of prevention, not of cure. All of our branches, most of our large dealers and many of our smaller dealers have instituted our official plan of definite service, provid-

R. C. Crane is the man who explains all about direct air cooling. He gives lectures on the subject every so often at one of the booths and seems to have a firm grasp on his subject. When he remarks Tuesday evening, "There is no water-cooled motor, strictly speaking," there were a lot of upturned chins in other parts of the Auditorium. He will tell you what a strove fan is and has the happy faculty of making a technical subject quite interesting.

W. E. Young, factory representative for the Interstate, and Lou Traynor, the Omaha representative, were engaged in a most animated conversation. Young was doing the talking and Traynor was listening. An eavesdropper moved up to a more advantageous position and learned the startling news that the Interstate people will shortly make public a scheme which enables motorists to grind valves and clean carbons in thirty minutes. "Some dope," said Traynor when Young let the secret slip.

"Where's Killy?" is the opening inquiry at the Noyes-Killy booth. And Killy is generally found busily engaged in selling six prospects at the same time. He is the original speed boy of the show. Since the show opened Killy has been working eighteen hours a day and that means he's in his element for he's the most irrefragable dealer on the row. "Edison is right when he says that a man's sleep is enough for any man," says Killy. "If the Saxon company doesn't speed up I'll sell the entire output at the show this week."

"It looks good to me," said the prospective buyer at the Auto show, as he reached for his check book. "I get extra tires and windshield and top free, too, don't I?"

"Yes," answered the salesman. The prospective buyer was about to sign the check.

"Not only that," broke in the salesman, "but you get a quart of gasoline free."

The P. B. put his fountain pen and check book back into his pocket. "Nothing doing," he said. "It sounds too good to be true."

The Murphy-O'Brien company carded two feeds for the week. One is the Dodge Bros. luncheon at the Henshaw at noon today and the other is the Paige spread at the same hotel Thursday evening at 4:30. Pretty soft for the boys who labor for T. J. and Bert.

Guy Smith has a nifty exhibit at the show. Smith has four of the new super-six cars in the display and his crew of salesmen can spill more chin music about super-sixes than a press agent can about a musical comedy. The new super-six is proving popular and Smith's only fear is that he will be unable to get enough cars.

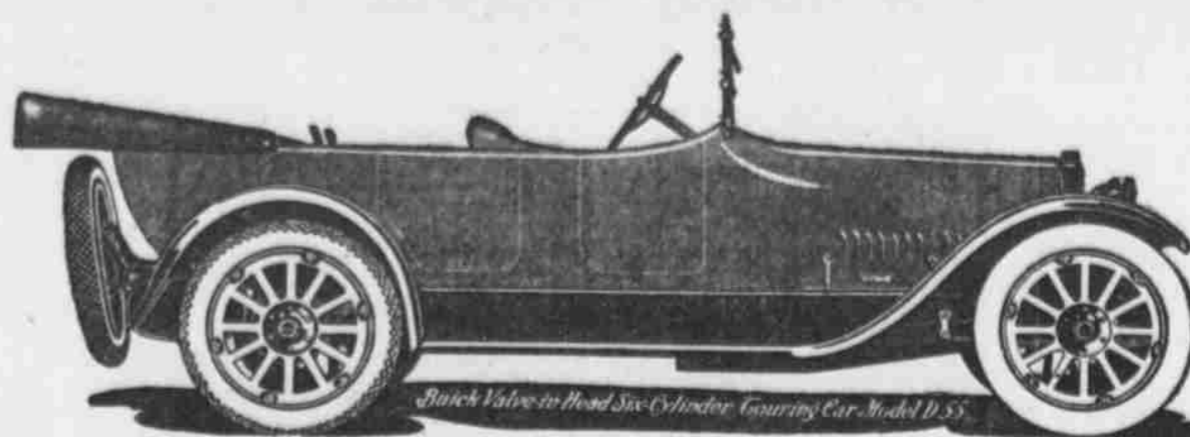
He tried to cross a roadway and was draped upon a fence. The motor car that whalloped him went sayly honking hence. Then put him in an ambulance and toted him away. And yet his heart was free from care, his voice was light and gay. "He may have bumped me on the spine and knocked me forty feet. He may have whalloped me today and, long as revenge is weak, He may have spilled me o'er the land," he chortled in his glee. "But I will get him yet—he buys his gasoline from me."

ing for regular systematic inspections of a thorough nature, twice during the first month and every month thereafter for the first six months.

Getting Even.

James, 4 years old, had been naughty to the point of evoking a whipping from his long-suffering mother, and all day long a desire for revenge racked in his little bosom.

At length bedtime came, and, kneeling beside her, he implored a blessing on each member of the family individually, his mother alone being conspicuous for her absence. Then, rising from his devout posture, the little suppliant fixed a keen, triumphant look upon her face, saying, as he turned to climb into bed: "I s'pose you noticed you wasn't in it." —Harpers Magazine.



SAFETY and COMFORT

Are both very essential from a standpoint of satisfaction. These two things depend largely on the location of the gasoline tank

First—The gasoline supply should be as far from the motor as possible for safety.

Second—The comfort of the driver is very important, and this means he must have ample leg room. This can not be obtained with the gasoline tank in the cowl dash.

Do Not Overlook This

The Buick has the gasoline tank where it should be—in the rear. It is equipped with the Stewart-Warner Vacuum system, which gives it a gravity feed to the carburetor—this being the most economical way to get it there.

"Investigate Before You Buy"

Fourteenth Season of Successful Manufacture

Nebraska Buick Auto Co.

OMAHA Lee Huff, Mgr.

LINCOLN H. E. Sidles, Gen'l Mgr.

SIoux CITY S. C. Douglas, Mgr.

Suppose You Were Hungry and Had No Way of Getting Food! Suppose You Were Scantily Clad and Homeless in the Midst of Winter!

Wouldn't you be grateful to some generous-hearted friend who would come to you with wholesome food, warm clothing and show you the way to a haven of refuge?

THERE ARE THOUSANDS OF WOMEN, CHILDREN AND AGED PEOPLE WHO TODAY ARE HUNGRY, HOMELESS AND HELPLESS

They Are the Refugees from Invaded and Devastated

SERBIA

Forced to flee for very life itself, these refugees found their way into Albania, Montenegro and Northern Greece. Hundreds of them have died from starvation and exposure.

Thomas Nelson Page, American Ambassador at Rome, has cabled that "the conditions are frightful."

Dr. Edward Ryan, of the American Red Cross, said in a recent cable message:

"The suffering in places visited is beyond description. People are dying by the hundreds and must be removed. I have seen myself hundreds lying by the roadside, and human life is of no more value than the dust in the street. Consider we are the only people who can relieve the situation by transporting the refugees."



A Way Has Been Opened for the Rescue of These People

The American Relief Clearing House in Paris has chartered a vessel to transport the Serbian refugees to the island of Corfu. The French Government has endorsed this plan and agreed to provide a safe convoy. The work of transferring the refugees has been in progress since the last week in January.

But funds are urgently needed to carry on the work: the Allied Nations are not in a position to bear the entire expense of caring for these refugees.

As Dr Ryan says: "we are the only people who can relieve the situation."

Won't You Help These Helpless Sufferers? WON'T YOU MAKE A GENEROUS CONTRIBUTION?

It will mean food and clothing and save them from persecution and death

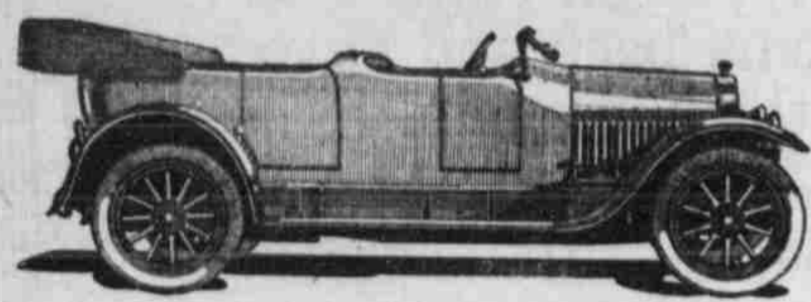
Every dollar contributed will be devoted to this purpose, no deductions being made for expenses. The National Allied Relief Committee appeals to you for funds for the Serbian refugees. All money received will be turned over to the War Relief Clearing House for France and Her Allies, which will purchase supplies or send cash under instructions from the American Relief Clearing House in Paris.

Cut this out and mail to the NATIONAL ALLIED RELIEF COMMITTEE 200 FIFTH AVENUE New York City

I hereby enclose check for \$_____ to be devoted to the immediate relief of the Serbian refugees. Please acknowledge receipt.

Name _____ Address _____

WHITE



IT is significant that for years past, none of the highest priced cars in this country have made any radical change in the type of their engine nor lowered their price. Conservatism in design and stability of value are marked characteristics of quality. They appeal to a class of owners who will pay the price of unfailing luxurious service and demand that it be proof against complication or experiment.

The White is a conservative product. Innovations have never been permitted to complicate its well known performance, nor price to limit the refinement of its custom made body.

H. PELTON GARAGE

2205 Farnam Street And at the Omaha Automobile Show