

HESITANT MOTOR CAR BUYERS

There are only **FOUR** factors which could probably cause a **REDUCTION** IN PRICE OF MOTOR CARS during the next half year

ANALYZE THEM FOR YOURSELF

1—Will the price of Materials decrease?

ANSWER: The **MATERIALS** for the next season's production must be **CONTRACTED FOR AT ONCE** and at **PRESENT PRICES**. Steel is high—Part makers are swamped with orders—Material cost can not be reduced at this time.

2—Will the Cost of Labor be Lowered?

ANSWER: The cost of **LABOR** will not decline until the high cost of living is reduced. It will be months before the supply of labor equals the demand. Until then labor cost will not come down.

3—Can Quality be Reduced?

ANSWER: Emphatically **NO!** Past standards must be maintained. Cheaper materials or less efficient labor cannot be used. This will not remedy the situation

4—Have Motor Cars Prices Increased **OUT OF PROPORTION** to the Increased Cost of Manufacturing?

ANSWER: In **SOME** cases this is true and those cars are now adjusting their prices downward to an **EQUITABLE FIG-URE**; but those cars which were **PRICED RIGHT** during the war cannot be reduced in price until manufacturing costs are reduced.

We wish that conditions were different and that we could promise lower prices in the near future; but **THESE ARE FACTS THAT CANNOT BE REFUTED**. There is nothing to be **GAINED** by waiting, except the **LOSS** of the comfort, convenience and utility of a car during Winter and Spring..

Alliance Dealers:

Chandler-Hupmobile Agency
CHANDLER AND HUPMOBILE CARS

Sturgeon Garage
BUICK AND PAIGE CARS

Lowry & Henry
STUDEBAKER AND DODGE CARS

Overton Garage
HUDSON AND NASH CARS

Coursey & Miller
FORD GARAGE

Ruiner Motor Company
JACKSON AND ELCAR DISTRIBUTORS