

DEALER MUST SHARE OWNER'S INTERESTS

Overland Branch Manager Gives Definition for Best Automobile Service.

HE MUST MAKE FRIENDS

"The best definition of service, as applied to my automobile business, is the making of satisfied users," said J. R. Jamison, branch manager of the Willys-Overland company, incorporated. "The average car owner demands nothing more than courteous treatment from the man of whom he purchases his machine, and if his needs are taken care of quickly and economically he will in almost every case continue to favor the dealer with his patronage."

"In many respects automobile service is no different from that of hotel service. A hotel may boast of the best chef in the world, but if the service is poor the guests will soon become dissatisfied and the chances are that the next time those people visit the town they will select a different place. The relations between car owner and dealer are very much the same. The owner will continue to do business with a dealer as long as he receives proper treatment at his hands, but if the dealer's interest in his customer ends with the sale of a car he has little chance of selling him again when the time rolls around for the owner to invest in a new machine."

"That is why it is good business policy for the dealer to pay strict attention to the wants of the car owner. And if a stranger drops in the salesroom to inquire about some mechanical feature of the car you are handling, make him feel before he leaves that it is a pleasure for you to render such service. A little attention and courtesy on your part may mean the sale of a car later on."

"The same treatment should be accorded the car owner when he drives in for any needed repairs or replacements. See that his wants are taken care of promptly and efficiently and that he is charged only a fair price for the service rendered. By doing so you will make of him a friend for life."

Packard Expert to Make Business Trip To South America

Fred Cardway, who for many years has been interested in promoting business intercourse between nations both in Europe and America, will leave early in September for an extended tour of South America. His visit to the principal countries of the southern continent will be in the interest of the Packard Motor Car company.

He will sail from New York for Rio de Janeiro, taking with him a twin-six motor carriage and a Packard chainless truck. An expert driver and mechanic will accompany him. In South America overland travel will be the rule wherever practicable.

Mr. Cardway carries letters of introduction from the highest United States government officials to federal officials in the several countries he plans to visit. He is possessed of an excellent command of the various languages needed in establishing friendly foreign relations.

Speaking of his trip, he said: "Trade relations between North and South America are daily becoming closer and more friendly. The United States Department of Foreign and Domestic Commerce, in connection with the consular staff, is accomplishing much in the way of pointing out trade opportunities to local manufacturers."

This information, supplemented by personal investigation, is expected to give us the accurate knowledge we need.

So many applicants for Packard dealerships in South America have written letters to the factory during the last six months that Mr. Cardway will make it one of his chief duties to get acquainted with these applicants, and thus make it possible to select those best equipped to become Packard dealers.

Stook Cole Eight Breaks Record in Pacific Coast Run

After covering a route from the edge of the Pacific to a mile into the sky, and combating almost every conceivable sort of road conditions, two Long Beach, Cal., men drove into the camp at Pine Crest, in the San Bernardino mountains, on a recent Sunday morning after smashing many mountain road records. Driving a stock Cole Eight, the two pilots, H. B. Palms and H. H. Hunter, covered the ninety-five miles from Long Beach to the mountain camp in the time of three hours and three and one-half minutes.

Reduced to minutes, their time for the performance was 183½ minutes over a route of 94.7 miles long, or an average over both mountain and valley roads of a mile every time the second hand of the watch ticked to sixty twice.

Commenting on the showing of the Cole Eight, Mr. Palms said: "I consider this particular performance of the Cole Eight as being without a peer in the southland. It was not our performance—the credit belongs to the car, because of its splendid record for both endurance and speed. The car used on the trip was simply a stock car, the kind that you and John Jones buy when you walk into our salesroom and decide to let a Cole take you home. On the whole trip we never used low gear, making the mazy grades of the switchback on 'intermediate or high.'"

Green Makes Long Trip In His New Automobile

A. G. Green, who purchased a Paige 5-38 from the Murphy-O'Brien Auto company, has just returned from a trip to New York, covering a distance of 2,600 miles. Went through Iowa and Michigan and. He averaged fourteen miles to the gallon and did not have a minute's trouble the entire distance. This is what he asserts was a very fair test for the car and he is a very proud owner.

PAIGE

The Standard of Value and Quality

The New Series Fairfield "Six-46" Breaks All Our Records

We have been selling motor cars at retail a good many years. For years it has been our business to KNOW motor cars of all makes, all prices, all styles and all kinds. It has been our business to KNOW the advantages, the appeal, the popularity of every American-made motor car, whether we were selling it or our competitor was selling it.

And we want to go on record right now by saying frankly, and sincerely, that never in our business experience have we encountered a motor car that so quickly and completely established itself in this city as has the New Series Fairfield "Six-46" in the few days that we have had it on exhibition.

We want to say right now that never have we known a motor car of any class, or price, or make, so quickly and completely to captivate every man, woman or child who has seen it.

We have not only been gratified. We have been utterly amazed at the reception given this car right here in our show rooms.

For us it has been an absolutely unique experience in years of motor car selling. We believed the factory's assurance that the Supreme Car of the year was coming. But we were not prepared for the magnificent value and quality we found.

And yet, it isn't so very remarkable—this instantaneous recognition of the Six Supreme—after you have seen the car, ridden in it, driven it, gone all over it from motometer to tire-carrier, as we have done and hundreds of amazed buyers have done.

Here is what they have all done—without our urging. They have looked first at the long, rangy, roomy seven-passenger car and its beautiful lines; at the exquisite new color scheme; at the new smartness and distinction of the whole car.

They have looked inside the car—into the big, roomy tonneau with its luxurious new upholstery of plaited hand-buffed

French leather. They have looked into the driver's deep compartment with its mahogany instrument board, with all the pedals and levers in full nickel.

Then they looked at the new over-sized tires, the motor-driven tire pump, the motometer, the score of features that mean ease and comfort and safety to motorists.

Then they again—still incredulous—asked the price—\$1375.

After that they generally followed our advice. That advice was to go away and compare the New Series Fairfield "Six-46" with other motor cars—any other motor cars—cars costing \$1800 or \$2000, cars of any price whatever.

Then invariably they have come back to us—voluntarily—and said: "You haven't overstated it a bit. This New Series Fairfield is, without question, the most completely equipped motor car on the American market—absolutely irrespective of price."

Then they have bought the New Series Fairfield. We haven't had to "sell" them. They have bought the cars themselves, because they had themselves removed every vestige of doubt as to the impressive superiority of this car over any other car within this price-field.

We want to say, in conclusion, that this overwhelming demand for the New Series Fairfield will probably embarrass the factory as well as ourselves. In the past we have been forced to disappoint patrons. Paige cars are always oversold. That condition now will be more acute than ever with this new astounding value. The factory is working night and day. But some purchasers will be disappointed, we fear. We urge you to place your order NOW.

In any event, come, see and convince yourself before you consider any other motor car on the American market. It means not only dollar-saving, but a new experience in motoring satisfaction.

NEW SERIES FAIRFIELD—SEVEN-PASSENGER—\$1375 f. o. b. Detroit

NEW SERIES FLEETWOOD—FIVE-PASSENGER—\$1090 f. o. b. Detroit

See Paige Exhibit at Lincoln State Fair

Murphy-O'Brien Auto Co.

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Paige-Detroit Motor Car Co. Detroit, Michigan

