

GET ACQUAINTED WITH THESE MEN AND THEIR POLICIES

When You Att

OMAHA'S AUTOMO



CHARLES R. FARNHAM, JR.

A brief outline of our BUSINESS CREED

THE KEYNOTE of our business creed is "a fair square deal to everyone", and our object has been since the day we signed the Chalmers contract, to adhere to this even to the most minute detail.

When we signed a contract with the Chalmers company it was with a definite knowledge that we were not going in on a "small basis," but on a big, broad basis with a generous slice of territory. Our finances are more than sufficient to do business in a big way, and there will be no "narrow-minded" policies. We believe absolutely that a broad, honest policy is the one which will win, and we are going in to win. In the matter of service, which is an all important feature of the present day motor industry, we will maintain a rigid respect for every Chalmers owner's rights. Every buyer of a motor car has a right to expect reasonable attention along this line, and every Chalmers owner who buys a car from us will find us ready and willing to give him prompt, efficient and honest service. Nothing more can be asked.

In the Chalmers warehouse a complete stock of parts will be carried, and it will be unnecessary to ask owners to wait for parts. We can deliver them on a moment's notice. We trust that this frank declaration of our policies will meet with approval among motorists, and above all, we want everyone to consider the above a sincere expression, backed by the personnel of the Western Motor Car Company to the last ditch.



E. V. ABBOTT



WALTER S. JOHNSON

Chas. R. Farnham, Jr.
President.

E. V. Abbott
Vice Pres. and Gen. Mgr.

Walter S. Johnson
Sec'y. and Sales Mgr.



The monogram on the radiator stands for all you can ask in a motor car.

BRANCHES
LINCOLN, NEB.
Ray Kasterson, Mgr.
HASTINGS, NEB.
Roy Alley, Mgr.
HOOPER, NEB.
Bernard Mennich, Mgr.

WESTERN MOTOC

OMAHA, NE

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