

A Plain Talk to Automobile Buyers and Owners

SERVICE—

No. 2 of a series of Advertising articles by the Automobile Truck, Tire and Accessory Dealers of Omaha.

Does not Necessarily mean giving something for nothing. It Does mean giving prompt and efficient attention at as low a cost as possible.

WHEN you buy an Automobile, a Truck, a Tire or an accessory of any kind—you rightfully expect the dealer to be responsible and in a position to render you service if required.

YOU expect the dealer to maintain a convenient place of business. You expect him to have a competent staff of employees who will be ever ready to serve you.

—and if anything goes wrong you look to the dealer to make an adjustment.

YOU buy not simply an automobile or a tire, but service as well. Some people, thoughtlessly, consider the dealer's commission as all "velvet."—Far from it.

AS a matter of fact, the largest portion of the average Omaha dealer's commission on every sale goes to pay the overhead expense of the organization and for rendering service to customers.

RETAIL prices of all standard automobiles, trucks, tires and the various accessories are established, not by the dealer, but by the manufacturer.

IF a dealer is handling an automobile, a truck, a tire or an accessory, that is honestly built and listed at an honest price, the discount he gets from the maker is no more than sufficient to allow him the legitimate margin of profit to which he is entitled and to enable him to render the purchaser the service which any automobile owner requires.

WE suggest that you can best serve your own interests by buying standard motor cars, trucks, tires and accessories at the maker's fixed retail price from a reliable dealer.

THE automobile dealer who gets only the legitimate discount cannot divide it with the customer and stay in business.

WE automobile, truck, tire and accessory dealers are in business for the same purpose that other successful Omaha business men are—to make money.

TO be able to continue in business we must sell our merchandise at a profit. If we were not going to remain in business our cars, tires and other merchandise would be a mighty poor investment for you at any price.

THE motto of the "cut price" dealer is "make hay while the sun shines." He usually has but a small investment in his business, if any. He seldom has an organization worthy of the name. He has no reputation to maintain, neither can he expect to build one. After he has made the sale at the so-called "cut price," the buyer must get along as best he can. No service, no assistance in case of trouble—the buyer must shift for himself, and make the best of his bargain.

WE automobile men have invested our money in substantial buildings in Omaha, so that we may better serve motor car owners—we have built up strong organizations to serve you—we are aiming to conduct our business along the most modern lines.

"Customers will no longer seek the advice of the man who knows the most about his business, and then purchases from a man who will shave a percentage off the selling price. The maintained price places brains at a premium. The cut price fosters trickiness and the lowest ideals of business. The maintained price makes the dealer and the manufacturer alike feel a responsibility for the customer. The cut price tends to the feeling, 'a bargain's a bargain, let the customer beware'."—Ward Macauley.

Nebraska Buick Auto Co.
Buick and G.M.C.

Jones-Oppor Co.
Reo and Dearborn

Standard Motor Car Co.
Allen, Wescott and Indiana

Omaha Chandler Co.
Chandler

Studebaker-Wilson, Inc.
Studebaker

Haarmann-Locke Motor Co.
Little Giant and Maibohm

Nash Sales Co.
Jeffery

Noyes-Killy Motor Co.
Saxon and King

Western Motor Car Co.
Chalmers and Harroun

C. W. Francis Truck Co.
Service and Stewart

Dorris Motor Car Co.
Dorris

De Brown Auto Sales Co.
Cole

McIntyre Hayward Motor Co.
Stearns-Knight and Regal

Omaha Tire Repair Co.
Goodrich and Diamond

Toozer-Gerspacher Motor Co.
Dort, Moon and Pathfinder

T. G. Northwall Co.
National, Pullman and Hollier

L. E. Doty, Inc.
Velle and Monroe

Murphy-O'Brien Auto Co.
Dodge, Paige and Locomobile

Midwest Motor & Supply Co.
Maxwell

Wheeler Rubber Co.
Goodyear, Michelin

Cadillac Company of Omaha
Cadillac

J. T. Stewart Motor Co.
Mitchell and Pierce-Arrow

Lininger Implement Co.
Grant and Commercial Truckmobile

Orr Motor Sales Co.
Packard

Nebraska Glide Auto Co.
Glide

Hupmobile Co. of Nebraska
Hupmobile