

This is the third of a series of articles which the Automobile, Truck, Tire and Accessory Dealers of Omaha are running in this paper for the purpose of informing the public regarding the Automobile business, that buyers may know why it is to their interest to purchase from the legitimate Automobile, Truck, Tire or Accessory dealer who maintains a place of business and who is in a position today, tomorrow and five years from now to render the service to which buyers are entitled upon the purchase which they make from him.

Why the Man Who Pays List Price Gets His Money's Worth

Legitimate Profits Necessary To Dealer If Buyer of Automobiles, Tires and Accessories Is to Receive Full Guaranteed Service He Expects

Number 3

The third of a series of talks to the automobile public appearing in The Bee.

A Story

ONE day a prominent business man in Omaha walked into an automobile show room and said to the dealer:

"I want to buy a car."

He looked over the various models and finally decided that he was very well satisfied with a 1917 seven-passenger touring car. At this point terms began to be discussed. The dealer told the business man his price.

"But that's the list price," said the business man.

"Certainly; the factory adds a legitimate profit to the manufacturing cost, which is our price, and to that they add a legitimate profit for us, which makes the list price. It is a fair price for this car, considering the workmanship, material, design, cost of other business and other things which I have explained to you."

"Oh, I'd never pay list price for a car," said the business man.

"Why?" asked the dealer.

"Because I can get lots of cars for less than list price."

And in spite of all the dealer could do through honest persuasion, backed by a thorough knowledge of his car and its many points of superiority, it was impossible for him to get this man to agree to buy the car at list price. The only reason being that he, a business man, wouldn't pay list price for an automobile because some other car had been offered him at a so-called "discount."

This same man is, of course, engaged in business himself. He sells merchandise in the regular way and has sold his merchandise to this automobile dealer many times. He is in an old-established line of business and there is never any question about the price he fixes. It is take it or leave it at that price.

His merchandise is all right, the profit is legitimate, and the list price should be had, but why should the list price be had for his line of goods and for practically every other line of goods and not list price for automobiles, trucks, tires and accessories?

Cut Throat Competition

There is, in the next block, a dealer who is not so fortunate as some of his neighbors; he doesn't have a car that he can absolutely back up; he doesn't have a car upon which he is willing to stake his reputation, and he cuts the price because he is not sure of himself—or he may be one of those fellows who must sell today or close his doors tomorrow. And, if he does go out of business where does the man who buys the car from him come in? This is a point overlooked by many purchasers.

One of the first things to consider when you consider buying a car is whether it is made by a responsible concern.

Dun, Bradstreet and other records give you a line on whether the firm who makes the car is responsible or not.

This is important to you because you are buying a car which you will probably use from three to five years, and during that time some automobile companies will go out of business. If you happen to have picked a "fade away" you are up against it.

But really, when you are buying a car, and you have satisfied yourself that the company which makes the car is all right, the most important thing in the whole transaction is the standing of the dealer from whom you buy your car.

Dealer's Responsibility Is Important

"Is the dealer reliable? Is he responsible? Will he be here next year, and the year after, and the year after that? Is he selling a car upon which he stakes his reputation?"

You should care even more about the reputation of the dealer from whom you buy the car than about the reputation of the firm who makes it, because it is to him that you place your dependence, and you are relying upon you have to go if there is anything wrong; it is upon him that you place your dependence, and you are relying upon his judgment in selecting that line of cars.

These are some of the reasons why it is important that you buy from a man of absolute responsibility when you buy. The man who sells you a car this year may be as kindly disposed as it is possible to be, but the man who handles the car next year, if he is not thoroughly responsible, may not be so much interested in you. He probably won't be, because he hasn't made the profit on the transaction.

Dealer Entitled to Legitimate Profit

These are some of the reasons why the dealer is entitled to a legitimate profit when he sells anything.

You must figure on these things when you buy a car, a truck, an accessory, or a tire at a reduced price. You will most likely lose some place along the line, and the fellow who cuts the price cuts it because he doesn't have enough confidence in his merchandise to uphold his price.

Some business men in Omaha would like to have their friends in the auto trade do business with them, but when it comes to supporting those who support them—the men who have made the automobile business in Omaha the second largest of its industries, the men who contribute at least second in amount to the support of the community in every respect—they scoff at the square dealer who demands a legitimate profit when they buy from him.

There is such a thing in this world as "Live and let live," but a stronger and more far-reaching sentiment is "Do unto others as you would be done by."

Pay the dealers a legitimate profit when you buy a car, a truck, tires or accessories and assure yourself of the service that you have a right to expect if you pay for it.

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

Jones-Opper 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.
Velie 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