

No. 4 of a series of
Advertising
articles by
the Automobile, Truck, Tire
and Accessory dealers of Omaha.

Do You Know Who Got the Bottom Price?

"Every customer alike" is the theory upon which all successful businesses have been built. It is the only practice that is satisfactory to you

Suppose you went into one of the big Omaha clothing stores to buy a suit. The salesman brought out one that you liked very much, but the price was \$35 and that was a little more than you wanted to pay.

And suppose you asked the salesman if \$35 was the best he could do, and as a "personal favor" to you he let you have the suit for \$30.

Then, to continue the supposition, you met your neighbor the next day and noticed he was wearing another of those \$35 suits, and he told you he got his for \$28.50,

What would you think?

You would wonder if you couldn't have bought that suit for \$25 if you had held out long enough, wouldn't you? And you would know positively that IT WAS NOT A \$35 SUIT.

The chances are you would never go back to that clothing store unless it was to tell them what you thought of them.

If you wouldn't trust the clothing store which did not maintain its prices why should you deal with the price cutter who offers you automobiles, trucks, tires or accessories at less than the standard price.

No reputable dealer, handling a car or an accessory of established reputation, will cut his prices. HE CAN'T AFFORD TO DO IT! If the article he sells is honestly priced by the maker, the dealer cannot divide his legitimate profit with the customer and remain in business.

The dealer who maintains his prices is selling you more than an automobile or an accessory. HE IS SELLING YOU SERVICE! He makes the legitimate profit which enables him to remain in business and serve his customers. When trouble arrives he's "on the job" ready to make good.

How about the cut-rate man? He's in business to "make hay while the sun shines." He sells you at his so-called "cut rate" and then it's up to you to get along as best you can. His promise of service amounts to nothing. His guarantee is only a scrap of paper, and if something goes wrong with your purchase after four or five months you may find him ready to make good—provided you find him at all—and you may not. The average cut-rate dealer is a "fly-by-night" merchant with little capital invested and his term of business life is short.

The reputable dealer in standard automobiles, trucks, tires and accessories at standard prices maintains a convenient business place, and a competent staff of employes. A large part of his profit on the car he sells goes back into his business in order that he may be better fitted to serve you.

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

Jones-Opper Co.
Reo, Denby and Dearborn

Standard Motor Car Co.
Allen, Wescott and Indiana

Omaha Chandler Co.
Chandler

Studebaker-Wilson, Inc.
Studebaker

Haarmann-Locke Motor Co.
Little Giant, Lexington & Maibohm

Nash Sales Co.
Jeffery

Noyes-Killy Motor Co.
Saxon, King and Peerless

Western Motor Car Co.
Chalmers, Harroun and Redden

C. W. Francis Truck Co.
Service, Stewart and Phenix

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.
Bull and Stronghold

Cadillac Company of Omaha
Cadillac

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

Linger Implement Co.
Grant and Commercial Truckmobile

Orr Motor Sales Co.
Packard

Nebraska Glide Auto Co.
Glide

Hupmobile Co. of Nebraska
Hupmobile