

This is the sixth 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 it may be known why it is to your interest to purchase today 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 you are entitled upon the purchase which you make from him.

You Get Just What You Pay For

Whether you buy your car, truck, tire or accessories of a reputable dealer who maintains his prices, or from a cut-rate dealer who claims to sell at less than list price—you get just what you pay for!

"Why, then, should I not buy of the cut-rate man?" you say.

Let's suppose you do. You buy a car, we'll say—and Mr. Cut-Rate Dealer makes a "special concession" in the price to you—\$150 below the advertised price perhaps.

Things run along smoothly for a month or so, for six months, maybe. Then something goes wrong. You discover some mechanical ailments in your car which necessitate expert attention.

So you decide to drop in and have Mr. Cut-Rate Dealer make things right. You may not find your man. He may have moved on to greener fields and pastures new.

But we'll concede that business has been so good that Mr. Cut-Rate Dealer is still in business. Does he make good on your car? Not he!

He didn't sell you service. He didn't agree to maintain a mechanical organization capable of rendering efficient service. That isn't included in bargain prices. He merely sold you a car at a reduced price. And don't blame him. He can't afford to maintain a service organization unless his profits will allow him to absorb this cost.

He sold you a BARGAIN at a BARGAIN PRICE—and you got just what you paid for.

Cut prices and economy are not synonymous.

Bargain cars and bargain equipment skid down hill to the junk heap while the standard cars, backed by factory and dealer guarantees and efficient service, are going up hill on high.

The first cost of an automobile, truck, tire or accessory is not all you have to consider. A neglected car will soon encourage large repair bills. Expert, careful at-

tention is essential to the keeping in condition of any motor vehicle. Intelligent instruction, guidance and service cannot be maintained for you without cost.

Take your car to an expert repair man who works independent of an automobile agency. You will find that he has spent years in acquiring his knowledge. His advice and services find as ready a market as does the doctor's, lawyer's or dentist's.

Reliable dealers who make any pretense of giving service and advice, must employ these experts and pay them good salaries. This can't be done unless the margin of profit is fair and legitimate. A dealer doesn't get something for nothing any more than any one else.

Buying service from the dealer who sold you the car is cheaper than buying it from the repair man for several reasons:

1.—Dealers are usually better equipped than anyone else to render service on the car they sell. This insures your getting the best possible service and for such service as they are obliged to charge, you pay the minimum price.

2.—Responsible dealers are glad to give expert advice to people who own the make of car which they sell, or, if necessary, inspect your car occasionally. Expert advice and inspection often times help you to avoid expensive repair bills. The repair man who didn't sell you the car will charge you for this service.

3.—Many, many services are performed for you by the reliable dealer without charge because he is in business to stay and wants your good will.

So when you buy a car, pick out the one suited to your needs and your pocketbook. Pay the dealer the list price for the car in order that you may be in a position to go to him for his advice and service when you need it. Thus you will get it at the minimum price.

Remember, the automobile business is just like every other business.

You Get Just What You Pay For

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 & Malbohm

Nash Sales Co.
Nash

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.
Vellie and Monroe

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

Midwest Motor & Supply Co.
Maxwell

Wheeler Rubber Co.
Bull

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