

*This is the seventh 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.*

# Even the Locomotive Needs Service

Even the mighty locomotive, powerfully built to run on even trackage under most favorable conditions, is taken to the roundhouse for inspection, repairs and adjustment after every run of 100 miles or more.

The automobile, a lighter machine, subjected to greater strain because of the rough roads and uneven surface over which it travels, needs careful inspection and adjustment in much greater measure.

Frequent examination and slight repairs whenever needed make bad breaks unlikely and reduce the chance of accident. Also, they cut down repair bills. New parts cost money.

Service is no reflection on a car's ability to "stand up." It is a common sense necessity.

Service increases the value of a car. It makes it last longer, do better work and minimizes repair bills.

The prudent man, when he buys a car, buys service with it. He would no more buy a car without service than he would a car without a windshield or an emergency brake.

He is not fooled by the cut-price offer. Cut prices mean skimping somewhere, probably in service, and he looks with suspicion on the dealer who promises him a car "at cost."

The car "at cost" costs more than the standard priced car which carries with it the reputable dealer's guarantee of service. A \$1,250 car at \$1,250, and with the service guarantee of a reputable dealer, will cost you less and give you better results than the same car at \$1,000 with no service.

When service doesn't come with the car little ailments are often neglected until they become big ailments, the car is impaired, sometimes an unnoticed break or a missing bolt endangers lives.

The locomotive engineer never runs this risk. His engine is inspected thoroughly before every trip. Without service such as this railway wrecks would be more frequent and locomotives would not last half as long.

Buy your car of the reputable dealer who guarantees you service. Cut prices are costly.

**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 Motors Co.**  
Little Giant, Lexington & Maibohm

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

**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

**Lininger Implement Co.**  
Grant and Commercial Truckmobile

**Orr Motor Sales Co.**  
Packard

**Nebraska Glide Auto Co.**  
Glide

**Hupmobile Co. of Nebraska**  
Hupmobile