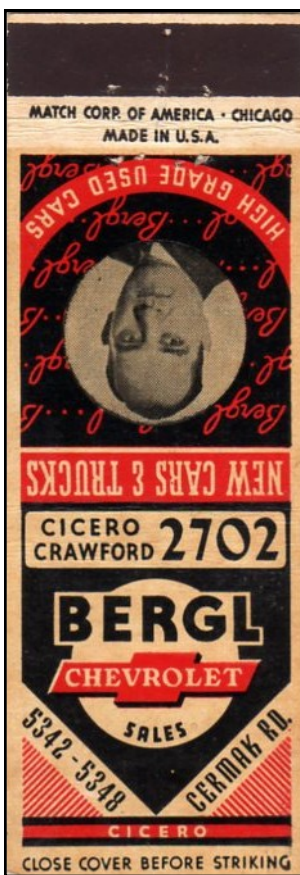


# Auto Dealers

by Mike Prero

The early cars were sold by automakers to customers directly, or through a variety of channels that included mail order, department stores, and traveling representatives. The first dealership in the United States was



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Made in U.S.A. THE DIAMOND MATCH CO. N.Y.C.

Texas  
Memphis

**FOXHALL  
MOTOR COMPANY**

*It's FORD for '40*



*It's  
FORD  
for '40*

CLOSE COVER BEFORE STRIKING MATCH

Made in U.S.A. THE DIAMOND MATCH CO. CHICAGO, ILL.

**Johnson Motor Co.**  
601 W. ADAMS  
PHOENIX, ARIZONA

Everything points to

**G.M.C.  
TRUCKS**

1938  
**PONTIAC**  
THE PERFECT CHOICE

CLOSE COVER BEFORE STRIKING MATCH

Made in U.S.A. THE DIAMOND MATCH CO. N.Y.C.

ANY CAR!  
WITH  
**DODGE**  
THE 1940  
*Match*  
Match THE 1940  
**DODGE**

**SEE THE  
1940 DODGE  
Ludlow Finer**

**KRIEGER MOTORS**  
Dodge - Plymouth - Dodge Trucks  
1901 Milam HOUSTON  
Dial C4-1744

CLOSE COVER BEFORE STRIKING MATCH

Made in U.S.A. THE DIAMOND MATCH CO. N.Y.C.

AUBURN, CALIF.  
984 Lincoln Way  
**JANSEN CHEVROLET**

1st in Sales  
1st in Value

*Chevrolet*

**CHEVROLET**

*Drive the*  
★ **1941** ★  
**CHEVROLET**

CLOSE COVER BEFORE STRIKING MATCH

LION MATCH CO. DETROIT, MICH.

**SHOWERS BROS.**  
679 SO. FRONT ST.  
MILTON, PA.



**Aerodynamic Styled  
'56 PLYMOUTH**


*The car that's  
Going Places with  
the YOUNG IN HEART!*

CLOSE COVER BEFORE STRIKING

LION MATCH CO. DETROIT, MICH.

**POLK BROTHERS  
MOTOR CO.**  
PHONE 39  
CLANTON, ALABAMA

**PLYMOUTH**



CLOSE COVER BEFORE STRIKING

UNIVERSAL MATCH CO. ST. LOUIS

*I for '41  
Chevrolet's  
the*

*Thank you  
with a PLATE*

**SINK'S  
CHEVROLET  
COMPANY**  
Phone 165  
WALNUT RIDGE,  
ARK.

CLOSE COVER BEFORE STRIKING

UNIVERSAL MATCH CO. ST. LOUIS

LITTLE ROCK, ARK.  
Phone 6292  
114-22 BROADWAY  
**CHEVROLET  
CO.**  
**BALE**

**CHEVROLET**

*For Economical  
Transportation Choose*

**CHEVROLET**  
*for 1939*

CLOSE COVER BEFORE STRIKING



established in 1898 by William E. Metzger. Direct sales by an automaker to consumers are now limited by most states in the U.S. through franchise laws that require new cars be sold only by licensed and bonded, independently owned dealerships.

Car dealerships are typically franchised to sell and service vehicles by specific companies. They are often located on properties offering enough room to have buildings housing a showroom, mechanical service, and body repair facilities, as well as to provide storage for used and new vehicles. Many dealerships are located out of town or on the edge of town centers. An example of a traditional single proprietorship car dealership is Collier Motors in North Carolina. Many modern dealerships are now part of corporate-owned chains such as AutoNation with over 300 franchises. Dealership profits in the US mainly come from servicing, some from used cars, and little from new cars.

Most automotive manufacturers have shifted the focus of their franchised retailers to branding and technology. New or refurbished facilities are required to have a standard look for its dealerships and have product experts to liaise with customers. Audi has experimented with a hi-tech showroom that allows customers to configure and experience cars on 1:1 scale digital screens. In markets where it is permitted, Mercedes-Benz opened city centre brand stores.

Tesla has opened city centre galleries where prospective customers can view cars that can only be ordered online. These stores were inspired by the Apple Stores. Tesla's model was the first of its kind, and has given them unique advantages as a new car company. [[https://en.wikipedia.org/wiki/Car\\_dealership](https://en.wikipedia.org/wiki/Car_dealership)]

Greg Lund, MD, had 17,827 Auto Dealers covers in his collection as of November 2005.

