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Cover; Contents; Preface; Introduction: The Cowboy and the Flapper; 1 Horse Trading: Duping the Buyer: Horses as Masculine Symbols: The Manly Art of Horse Trading: The Reputation of Horse Traders: The Horse Trading Business; Horse Trading as a Game; The Rules of the Game; Hiding Faults; Warranties; 2 Retailing: Satisfying the Buyer; Manufactured Transportation: Carriages and Bicycles; Negotiated (Discriminatory) Prices; Single (Democratic) Prices; Satisfaction Guaranteed or Your Money Cheerfully Refunded; 3 Cars: Joining the New Marketplace; Coachmen to Chauffeurs: The Male Lineage Cars in Stores One Posted Price to All; One-Price by Law; Advertising List Prices; 4 Used Cars: Undermining the New Marketplace; Origins; Trade-In Allowances and Over-Allowances; Controlling Over-Allowances; Cheating: "Buyers Are Liars"-And So Are Sellers; 5 The Triumph of the Price Pack: Selling the Deal; Price Padding with the Pack; After-Sales Packing: The 1950's: "... for Thieves to Sell to Mental Defectives"; Advertising and Blitz Marketing; Posting a Price; The Great Warranty War; 6 Bad Guys; The Car Seller's Career: Nasty, Brutish, and Short: The Sales Game: Tactics

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