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At the outset we promised 10,000 cars by January 1, 1910. This is how the record stands at the present writing:

## Six thousand owners are now operating the <br> 

and six buyers wait for every car delivered

So far this season the American people have expend ed more than eight and one half millions of dollars in buying one type of car-the Cadillac "Thirty."
They will buy all the cars we can build from now till next July-working 3,400 men, night and day.
In delivering this output of 6,000 cars our records show that for every hundred cars shipped there have been at least 600 buyers waiting
There are perhaps not more than 10,000 dealers handling all makes of cars in the country
Yet more than 6,500 have pleaded and urged to be allowed to regresent the Cadillac. Their ap plications are on file at our office.
In spite of the fact that we have carried out our manufacturing and delivery promises of a year ago-many Cadillac dealers who oversold their allotments said to the buyers:-
We'll gladly give you your money back.
We don't want the monreply.
Unpleasant-but tremendously significant.
Here is a car achieving things that were never achieved before-transforming the automobile sales period, for instance, from a short six months' season into a staple, stable, all-the-yeararound demand
You will remember that we said a year ago that the Cadillac "Thirty" would establish a new standard of automobile values-a prediction that is being gloriously realized.
For-we repeat-the American people will absorb every Cadillac "Thirty" we can build from now until next July.

How has this come about? Let us stop and study this trade evolution for a minute and see what it means.
In nearly every city the Cadillac dealer has his cars sold before they get into his hands; and snapped up the hour they arrive.
n other cities the dealers have had their cars sold several months ahead.
In such cases customers grow impatient and say. can't wait till September'- or October, November or December, as the case may be.

You can't?'' says the dealer quietly. "You can't wait to get a $\$ 3,000$ car for $\$ 1,400$ ?' The customer always waits.
And that's the answer to above:-"How has this come about?"


You've never heard of another car from highest to lowest that wasn't criticised some time by some one for some weakness.
But-have you ever heard an honest criticism aimed at the Cadilla "Thirty?'
Stop and think. You've heard the car discussed hundreds, perhaps thousands of times.
Have you ever heard one single, solitary complaintor any comment from anyone-agents, owners or other manufacturers, that wasn't couched in the most eulogistic terms? That's the answer. The Cadillac "Thirty" is a $\$ 3,000$ car for $\$ 1,400$ That's why you should be willing to wait a week or two-or even a month if you have to. That's why no consideration should swerve you from your choice--because the Cadillac "Thirty" is a $\$ 3,000$ car for $\$ 1,400$.

Cadillac standards, Cadillac methods and Cad:llac policies--in manufacturing and selling--have made possible this greatest of achievements in automobile history. The same Cadillac standards, Cadillac methods and Cadillac policies, in both manufacturing and selling, will continue to be scrupulously maintained and vigorously developed.

## Cadillac Motor Car Company

## Detroit, Michigan

Omaha--R. R. KIMBALL, 2026 Farnam Street.

