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SON FINDS HIS FATHER
AFTER THIRTY-SIX YEARS

## 99 out of 100 Automobile buyers if they investigate motor cars will buy a

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Their investigation will prove that a motor car, in order to give undivided service. must be manufactured accurate, of the best of material and finest workmanship.
They are not contented with mere talk about a car, but they are educated up to a point of wanting to be SHOWN
The Cadillac Car has a world wide reputation of being the finest specimen of standardization. interchangeability and perfect alignment.
The Cadillac Company has always practiced the principle that in building motor cars it costs less to do work that is clean, close and accurate than it does to do work that is poor and slovenly, but in order to do work that is clean, close and accurate, you must have the right equipment and the right organization.
The Cadillac practice is held in world wide esteem by engineering experts, and their shop is admired as a model in men, machinery, methods and management.

In proof of this it is only necessary to point to the 40,000 Cadillacs in use all over the world.
Of course we know you are confronted with representatives from MUSHROOM sprung up factories, or assembled cars, and their first point is to put a BUG in your ear that they can save you some money. Their story is either to introduce their car, or that they are in other business and only handling the automobile as a side issue. Investigate those conditions and you will always find that the BUG they are putting in your ear is used as a BAIT; and when you look for them again they are either handling some other make or have gone out of business.
All we ask of you is to investigate the Cadillac car, Cadillac factory, Cadillac methods and Cadillac principles.

## We are at your service.

Price F. O. B. Detroit. \$1,700, in Standard Touring Car or Demi-tonneau.

## Cadillac Company of Omaha

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