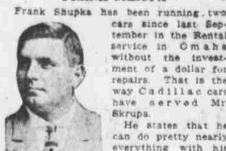
Successful Omaha Men Who Own the Best



car is certainly a pleasure, for it climbs the steepest hills with perfect ease. I have driven nearly 5,000 miles without a minute's delay and up to the present time my car has cost me not one cent for repairs." That is what E. H. Swanson, proprietor of the Women's Cloth-

ing Department of the Nebraska Clothing Company says of his Cadillac car. The 1912 model, with its self starting device and electric lights, in the ultimate of motor car building.

FRANK SKRUPA



cars since last Sep tember in the Renta service in Omaha without the investment of a dollar for repairs. That is the way Cadillac cars have served Mr Skrupa.

He states that he can do pretty nearly everything with his Cadillac cars except to break them; that

they are the easiest cars on the market to operate and he is anxious to secure some additional Cadillac cars of the 1912 model to use in his rapidly growing Rental business as soon as the deliveries can be

OWEN J. McMANUS



In Council Bluffs Mr. O. J. McManus is in the Real Estate, Loan and Investment business, doing business under the firm name of O. J. Mo Manus & Co. Before ever purchasing a car Mr. Mc-

Manus's business necessitated riding in various cars and thereby had an exopportunity to familiarize himself

with the performance of various machines. He deals extensively in Canadian lands. Mr. McManus is getting good services out of his Cadillac car . It was his ultimate choice and he is highly pleased

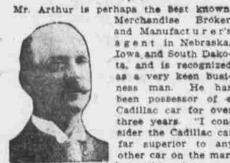
J. H. MORTON



James Morton & Son Co. one of the oldest and best known hardware concerns in Omaha, is a regent pur chaser of a Cadillac Mr. Morton has driven it more than 4,000 miles, but dur-

ing that time he has not had a penny's he is highly pleased with the car. Mr. Morton is a men familiar with the materials that go into the manufacturer of this car and recog-

E. W. ARTHUR



and Manufacturer's agent in Nebraska. Iowa and South Dako ta, and is recognized as a very keen business man. He has been possessor of a Cadillac car for over three years "I consider the Cadillac car far superior to any other car on the market, taking into con-

sideration its cost. The engine is now every bit as good as when I first purchased the car." said Mr. Arthur.

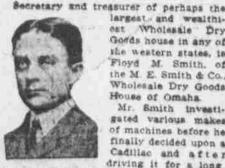
J. A. DAVIES



In Kausas City, in Denver and in Omaha Mr. J. A. Davies conducts the Western Railway Agency which supplies railroad help to most of the western railroads Speaking of his Cadillac car Mr. Davies stated: "If I could not secure another Cadillac car I would not accept twice the amount I paid for nine. It runs smoother

and better every time I take it out." This is not an unusual comment, but is valuable coming from one who travels much and rides in many makes of machines.

F. M. SMITH



largest, and wealthi est Wholesale Dry Gords house in any of the western states, is Floyd M. Smith, of the M. E. Smith & Co. Wholesale Dry Goods House of Omaha. Mr. Smith investigated various makes of machines before he finally decided upon a Cadillac and after

driving it for a long. while has this to say: "My Cadillac cal has been most satisfactory and its care in the Cadillac Garage has been perfect. The cur itself has certainly made a most

CHAS. B. McDONALD



comptroller one of most promising of the young men in public life Mr. Mc-Donald is the man and he has been suc censful in all his afforts. Since securing his Cadillac car. for, indeed, it was a Cadillac, after he had seen the others, Mr. McDonald has had much pleasure out

of long drives with a strong, sturdy handsome car and positive knowledge no matter where he drives the car will al-

Automobile on the Market G. L. SCHANTZ The general manager of The Bennett Co., is an enthusiastic

Cadillac driver. Mr. Shants has driven his car for several seasons now and probably takes more frequent long drives than most Omahans possessing machines. He thinks nothing of making an early morning start and covering three hundred miles over coun-

try roads, before night.

G. W. JOHNSTON electrical supply house



in the west is the Johnston company, and one of the most progressive and hardest working men in the west is G. W. Johnston, 1ts president and general manager. For a man so familiar with the quality of materials that go to make auto mobiles, their mechanism and their con-

struction, the fact that Mr. Johnston selected a Cadillac car for his own use is a mighty strong testimony as to

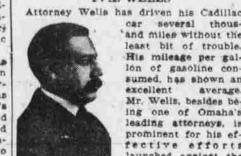
C. C. ALLISON, SURGEON



Throughout the entire west, and east too, for that matter the skill of Dr. Allison has made him famous as a surgeon. Operative cases have been brought more than , a thousand miles in order that they may benefit by his knowledge and ability. Dr. Allison is on the staff of each of the local

hospitals, and it is to this man that hundreds owe their return to health from certain fatal condi-The doctor's choice of automobile is the Cadillac and he and his family take many enjoyable trips, always sure of reaching their destination on time and without trouble with the car.

P. A. WELLS



car several thousand miles without the least bit of trouble. His mileage per gallon of gasoline con sumed, has shown an Mr. Wells, besides be ing one of Omaha's leading attorneys, is prominent for his effective efforts launched against the work of thugs and

K. C. BARTON

holdup men early in the spring.



vancement of Omaha holds a distinctive place. Through rare foresight and wise illes early confidence in the city met success. R. C. Barton is now trustee of the Barton estate. More or less familiar with all high priced cars, and

with any of the world's offerings of automobiles at his command. Mr. Barton selected a Cadillac car and it is safe to say he never regretted his purchase.

W. H. PARRISH



W. H. Parrish, the big building contructor, has driven a Cadillac car for over a year now and this is the way he speaks of it at this time: have run the Cadillac about 6,000 miles and still have three of the original tires on the wheels. Repair bills have been nothing. The car always has plenty of power and a hill climber it cannot be beaten." Mr. Parrish drives in all sorts of weather and sometimes under

trying conditions, but the car has yet to

fail to carry Mr. Parrish where he desires

N. P. DODGE Of the younger business men but few

Cadillac.

are better known than N. P. Dodge, Jr. Succesaful as a real estate operator, intermoves and ex-member of the Nebraska legis lature, the opinion of Mr. Dodge carries weight wherever heard Speaking with a friend Mr. Dodge chase another car is ould be none other than a newer model We have operated our old Cadillac car for business purposes and have

GILBERT E. CARPENTER

been particularly well pleased with the low



The above name sounds misleading to most people who call this popular young business man by the shorter name of Bert." It is as "Bert" Carpenter that he is known throughout the city. Mr. Carpenter is interested in the Carpenter Paper Co. the largest house of that character in the entire west, and it is

his work as city salesman that he gets valuable service from his Cadillac

COME of these men have driven the same car for four years, some just for the past season, while others, not mentioned here, are placing orders for the 1912 model of this interesting automobile. Each is thoroughly satisfied and each has a different comment or expression of praise for the car he drives. Many of these men are known throughout the entire west, while all are prominent through active association with the welfare and growth of the community.

The good judgment of such men as these is worthy of consideration.

So many solid business men would NEVER acquire the same make of machine were it not unquestionably the greatest value to be had.

The judgment of all these wise business heads IS of value. It DOES tell a story. It DOES say, "no other automobile in the world equals this machine, price considered, for speed, endurance, comfortable riding, hill climbing and minimum cost repairs and "naturally feels satuated with of up keep-that is the reason we have selected this car above all others.

The manufacturers of this automobile have the greatest factory and are far in the lead of all others producing a moderately priced car.

In the 1912 model the two greatest and most sought after improvements in recent years, known to the automobile industry, have been added; an electrical self starting device, making it wholly unnecessary ever to crank the engine by hand and electric lights throughout.

For owners of these cars there will be no broken wrists and arms from the treacherous "kick back."

The turn of a switch and the engine starts. The selfstarter is never affected by heat or cold, is automatically operated and it is virtually impossible for it to fail or get out of order.

The name of this remarkable car is the Cadillac. So long have these improvements been waited for that the Cadillac car is an object of curiosity wherever it stops. Crowds marvel at its simplicity and beauty of design and its mechan-

ism is the talk of the automobile world.

The car is really worth seeing and any one who can possibly spare the time should go to the Cadillac agency at twenty fifty Farnam street and see this exponent of the longest stride in automobile improvement.

W. H. BUCHOLZ

F. S. KNAPP



At the head of one of Omaha's prominent industries in the capacity of secretary and manager is F. S Knapp of the Omaha Box company. Mr. Knapp says: "The Cadillae car, one of which I own. I think is the most reliable oar and the greatest automobile value offered to the public since automobiles have been made."

S. B. DOYLE wealthy railroad contractor, who has the magnificent home at Thirty-eighth and California streets, is the owner of a Cadillac car and for the five thousand miles he has driven it the cost was only fifty cents and that for a puncture, the only one encountered.

The vice president of the Omaha Na-

tional bank and man looked up to the west is W. H. Bucholz. He is in everything that helps Omaha and always fills a leading role. To have such a man the owner of a Cadillac, is not only a compliment paid the car, but a valuable estimate of its merits.

C. F. SHEPARD Mr. Shepard is a wealthy and retired



monument dealer Here is the way Mr Shepard speaks of his Cadillac car: wouldn't trade it for any other car no matter what make After months of investigation before buying I was convinced that the Cadillac had the good points of them and the weak spots of none. Now I know I was right.

H. A. WAGGENER, M. D.



and I consider it a most excellent car for a physician's use," said Doctor Waggener, house physician for both the Hotel Rome and Millard Hotel, member of the Field Club and various other organizations.

L. W. SCHEIBEL



At the present time Mr. Scheibel. Asst Cashier of the Nebraska National Bank, is on a trip to Canada. He sent word that although his party has two other makes of cars the Cadillac is the only one giving perfect service in spite of rain and

Interesting Features of the Electric Self-Starting, Lighting and Ignition System

The Delco electric plant in the new Cadillac consists of a compact and powerful dynamo operated by the engine of the car. The dynamo charges the storage battery.

Starting the engine, the dynamo is temporarily and automatically transformed into a motor, the current to operate is as a motor being furnished by the storage battery.

To start the engine, the operator after taking his seat in the car, simply retards the spark lever and pushes forward on the clutch pedal. This automatically engages a gear of the electric motor with gear teeth in the fly wheel of the engine, causing the latter to "turn over," thereby producing the same effect as by the old method of cranking. As soon as the engine takes in charges of gas from the carburetor and commences to run on its own power, the operator releases the pressure on the clutch pedal, the electric motor gear disengages its connection with the fly-wheel and the car is ready to be driven. The electric motor then again becomes a dynamo or generator and its energy devoted to ignition and to charging the storage

The storage battery has a capacity of 80 ampere hours and as soon as that capacity is reached, the charging automatically ceases.

Practical tests have shown that the storage battery is of sufficient capacity to operate the starting device and "turn over" the engine about twenty minutes, although it seldom require more than a second or two. In fact, the Cadallic engine so frequently starts on the spark that the use of the electric starter is not always required.

The storage battery also supplies the current for lighting. The car is equipped with two especially designed Gray & Davis electric head-lights with adjustable focus, two front side lights, tail light and speedo-

The dyname also supplies current for ignition. For gnition purposes the dynamo performs not only all the functions of the most highly developed magneto, but possesses even greater efficiency, having more flexibility and a greater range of action. With the Cadillac system, if it becomes necessary to drive so slowly that sufficient current is not generated the battery automatically cuts in and the engine never chokes and stalls. When the speed is increased the dynamo again automatically takes hold. It wholly obviates the necessity of the driver's keeping constantly on the alert to prevent stalling the motor.

alert to prevent staining the motor.

In addition to the ignition before described, the Caquitac is provided with the auxiliary Deico system, with dry cell current which has proven an satisfactory in the past. The extra system is separate and distinct, with its own set of spark plugs and in itself is thoroughly efficient for running the car entirely independent of the main system.

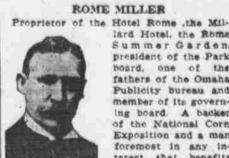
The entire electrical plant has been designed with a view to compactness and efficiency. It is designed the the idea of simplicity and positiveness. It is designed to obviate to the greatest possible degree, the necessity of attention. Above all, it does what it is designed to do.



Successful and extensive operator in western lands is the Tate-Ehrhardt company with offices in the City National Bank building. Mr. R. J. Tate. senior member of the firm. has been the possessor of a Cadillac car long enough to know what it will do. is the most satisfactory purchase I ever

requirements," said Mr

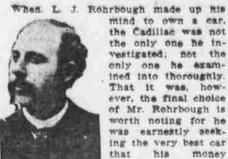
ROME MILLER



lard Hotel, the Rome Summer Garden. president of the Park board, one of the fathers of the Omaha Publicity bureau and member of its governing board. A backer of the National Corn Exposition and a man foremost in any interest that benefits Omaha is Rome Milier. He owns a Cad-

illac and says he is getting sixteen miles from each gallon of gasoline, has had no

L. J. ROBERBOUGH

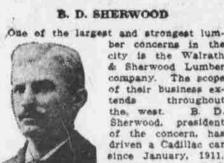


ever, the final choice of Mr. Rehrbough is worth noting for he was earnestly seeking the very best car would buy. And he bought a Cadillac.

JOSEPH M. BALDRIDGE



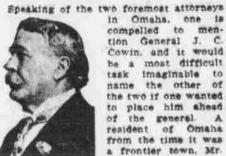
Think of the insurance business and one thinks of "Joe" Baldridge as he is so familiarly known. Mr. Baldridge and his family all take a turn at driving his Cadillac car and each one says "the Cadillac has always lived up to its guarantee," and inasmuch as their guarantee means perfection, these words



ber concerns in the city is the Walrath & Sherwood Lumber company. The scope of their business exthroughout Sherwood, president of the concern, has driven a Cadillac car since January, 1911. without even so much trouble as a puncture. He says: "I

consider the Cadillac exceptional value and am satisfied beyond expectations." Mr. Walrath, the other member of the firm is a satisfied Cadillac owner.

GEN. J. C. COWIN



in Omaha, one is compelled to mention General J. C. Cowin, and it would be a most difficult task imaginable name the other of the two if one wanted to place him shead of the general. resident of Omaha from the time it was frontier town, Mr. Cowin's influence has

helped to make it what it is. When the general first came to Omaha the city had no paved streets whatever. Today the general secures much pleasure through riding in his Cadillac car over the city's excellent pavements.

CHARLES E. SMITH, D. D. S.



a beautiful 1911 Cadillac car with which he and his family se cure immense pleasure motoring to near by towns and exploring country roads After a summer spent in the mountains motoring will again be he pastime. Cadillac car has more than fulfilled every promise of the Cadillac agent in Omaha satisfactory in every manner," said the doctor in referring to

an engineer by profes-

sion. It is his life

work and success has

met his efforts. The

ordinary individual may purchase an

automobile and his

choice will have been

W. H. HARPER

entirely influenced by the publicity given the car. However, a men with the technical angineering skill possessed by Mr. Maror is swayed entirely by the mechanical fitness of the machine

he is about to buy. It must measure up to the standard he thinks necessary Now that Mr. Harper has driven a Cadillac car for more than a year and is doing better work today than he expected of it when new no further comment is needed. | description.

W. L. Burgess, president of the Burgess



1989 model he is He says: driving. "George Reim gives intelligent advice about the car ne sells and you can depend upon his word and one always receives courteous attention and good service at his place.

C. M. GARVEY



'Charlie' Garvey. That name sounds familiar. It certainly should for only a few don't knows Charlie' Garvey, pro prietor of the Puritan Laundry. He knows what he is about at all times and it has been said he is the hardest man in Omaha to make a sale to because he so thoroughly investigates whatever he thinks

of buying. Perhaps that is why he bought a Cadillac and has never regretted it Ask Garvey what he thinks of his car

HARRY THOMPSON



lar and widely known says: Cadillac is a perfect car. I have driven it fourteen months with a cost only for gasoline and lubricating oil."

L. M. COHN



may have a Cadil-M. Cohn. of the M Speisberger & Son Wholesale Millinery Co. talks of the car he has possessed since September, 1910

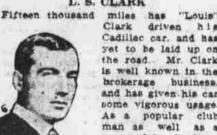
driven his

Cadillac car, and has

yet to be laid up on the road. Mr. Clark

L. S. CLARK

Clark



brokerage business. and has given his car some vigorous usage As a popular club successful business man, one can usually find Clark's machine

loaded to capacity

rate of speed.

with his friends and striking a pretty fair



a capital of \$200,000 is managed by its treasurer, H. E. Patsince May first that Mr. Patterson has driven a Cadillac, but during that time he has traveled 6,000 miles and used six gallons of lubricating oil, and run fifteen miles on each gallon

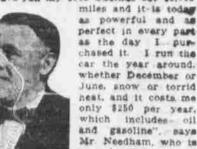
S. A. HOUSER

of gasoline.



cars have seen service with the Omaha Taxicab and Auto Livery Co. two years and four of the Cadillacs they own have never cost a penny to operate except for oil, gasoline and tires. Sam Houser owns the concern and this is what he will tell any one who inquires.

E. R. NEEDHAM "I have run my 1909 Cadillac car 25,000



Mr. Needham, who is a real estate man. and in . onnection with his business covers all sorts of roads and every trying condition and at this time his engine runs as noiselessly as a perfectly-new one.

N. A. SPIESBERGER Spiesberger is general manager &



possessed of beautiful twin daughters and they constantly drive his Cadillac carry having covered thousands of miles since its purchase with a total absence of any

cost for repairs or car trouble of any