

Successful Omaha Men Who Own the Best Automobile on the Market

H. SWANSON

"Motoring in the country in a Cadillac 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 Nebraska Clothing Company says of his Cadillac car. The 1912 model, with its self starting device and electric lights, is the ultimate of motor car building.

FRANK SKRUPA

Frank Skrupa has been running two cars since last September in Omaha without a cent for repairs. That is the way Cadillac cars have served Mr. Skrupa. He states that he does not get 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 made.

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. McManus & Co. Before purchasing a car Mr. McManus's business necessitated riding in various cars and thereby had an excellent opportunity 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 is his ultimate choice and he is highly pleased with it.

J. H. MORTON

James H. Morton, secretary of the James Morton & Son Co., one of the oldest and best known hardware concerns in Omaha, is a recent purchaser of a Cadillac car. Mr. Morton has driven more than 4,000 miles, but during that time he has not had a penny's worth of repairs and he is highly pleased with the car. Mr. Morton is a man familiar with the materials that go into the manufacture of this car and recognizes their worth.

E. W. ARTHUR

Mr. Arthur is perhaps the best known Merchandise Broker and Manufacturer's agent in Nebraska, Iowa and South Dakota, and is recognized as a very keen business man. He has been possessor of a Cadillac car for over three years. "I consider my Cadillac car far superior to any other car on the market, taking into consideration its cost. The engine is now every bit as good as when I first purchased the car," said Mr. Arthur.

J. A. DAVIES

In Kansas 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 mine. 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

Secretary and treasurer of perhaps the largest and wealthiest Wholesale Dry Goods 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 car has been most satisfactory and its care in the Cadillac Garage has been perfect. The car itself has certainly made a most excellent record."

CHAS. B. McDONALD

The city of Omaha has for its deputy comptroller, one of the most promising of the young men in public life. Mr. McDonald is the man who has been successful in all his efforts. 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 always bring him back.

G. L. SCHANTZ

The general manager of The Bennett Co., is an enthusiastic Cadillac driver. Mr. Schantz 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 country roads before night.

G. W. JOHNSTON

The largest electrical supply house in the west is the Johnston Electric company, and one of the most progressive and hardest working men in the west is G. W. Johnston, its president and general manager. For a man so familiar with the quality of materials that go to make automobiles, their mechanism and their construction, the fact that Mr. Johnston selected a Cadillac car for his own use is a mighty strong testimony as to its worth.

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 conditions. 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

Attorney Wells has driven his Cadillac car several thousand miles without the least bit of trouble. His miles per gallon of gasoline consumed, has shown an excellent average. Mr. Wells, besides being one of Omaha's leading attorneys, is prominent for his effective efforts launched against the work of thugs and holdup men early in the spring.

K. C. BARTON

Of the families connected with the advancement of Omaha, the one of Barton holds a distinctive place. Through rare foresight and wise investment the families early confidence in the city met success. K. 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 contractor, has driven a Cadillac car for over a year now and this is the way he speaks of it at this time: "I 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 as 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 to go.

N. P. DODGE

Of the younger business men but few are better known than N. P. Dodge, Jr. Successful as a real estate operator, interested in all civic moves and ex-member of the Nebraska legislature, the opinion of Mr. Dodge carries weight when he is heard. Speaking of his friend Mr. Dodge said: "Were I to purchase another car it would be none other than a new model Cadillac. We have operated our old Cadillac car for business purposes and have been particularly well pleased with the low cost of up-keep."

GILBERT E. CARPENTER

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 in connection with his work as city salesman that he gets such valuable service from his Cadillac car.

SOME 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 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 self-starter 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 mechanism 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.

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 Cadillac car, one of which I own, I think is the most reliable car and the greatest automobile value offered to the public since automobiles have been made."

S. B. DOYLE

S. B. Doyle, the 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 tire puncture, the only one encountered.

W. H. BUCHOLZ

The vice president of the Omaha National bank and a man looked up to in 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: "I wouldn't trade it for any other car so matter what make. After months of investigation before buying I was convinced that the Cadillac had the good points of them all and the weak spots of none. Now I know I was right."

H. A. WAGGENER, M. D.

"My Cadillac car has never failed me 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 heavy mud.

R. J. TATE

Successful and extensive operator in western lands is the Tate-Emhardt company with offices in the City National Bank building. Mr. Tate, senior member of the firm, has been the possessor of a Cadillac car long enough to know what it will do. "It is the most satisfactory purchase I ever made and has fulfilled all my requirements," said Mr. Tate.

ROME MILLER

Proprietor of the Hotel Rome, the Millard 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 banker of the National Corn Exposition and a man foremost in any interest that benefits Omaha is Rome Miller. He owns a Cadillac and says he is getting sixteen miles from each gallon of gasoline, has had no repairs and "naturally feels satisfied with his car."

L. J. ROHRBOUGH

When L. J. Rohrbough made up his mind to own a car, the Cadillac was not the only one he investigated, but the only one he examined into thoroughly. That it was, however, the final choice of Mr. Rohrbough is worth noting for he was earnestly seeking the very best car that his money would buy. And he bought a Cadillac.

JOSEPH M. BALDRIDGE

Think of the insurance business and one name 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 are a praise indeed strong ones.

B. D. SHERWOOD

One of the largest and strongest lumber concerns in the city is the Walrath & Sherwood Lumber company. The scope of their business extends throughout the west. B. D. 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

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

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

W. H. HARPER

Mr. Harper is an engineer by profession. It is his life work and success has met his efforts. The ordinary individual may purchase an automobile and his choice will have been entirely influenced by the publicity given the car. However, a man with the technical engineering skill possessed by Mr. Harper 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.

W. L. BURGESS

W. L. Burgess, president of the Burgess-Granden Co., has not always owned a Cadillac. He previously had experience with other cars but at the present time, just after completing an automobile trip to Denver, he has selected what he is prouder in his praise than ever and it is a 1909 model he is driving. He says: "George Raim gives intelligent advice about the car he sells and you can depend upon his word and one always receives courteous attention and good service at his place."

C. M. GARVEY

"Charles" Garvey. That name sounds familiar. It certainly should for only a few people don't know "Charles" Garvey, proprietor 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

Harry Thompson, one of the most popular and widely known men of Council Bluffs and western Iowa, says: "The Cadillac is a perfect car. I have driven it fourteen months with a cost only for gasoline and lubricating oil."

L. M. COHN

"I do not care to own any other machine, no matter at what price, so long as I may have a Cadillac." is the way L. M. Cohn, of the M. Spiesberger & Son Wholesale Millinery Co. talks of the car he has possessed since September, 1910.

L. S. CLARK

Fifteen thousand miles has "Louis" Clark driven his Cadillac car, and has yet to be laid up on the road. Mr. Clark is well known in the brokerage business, and has given his car some vigorous usage. As a popular club man as well as a successful business man, one can usually find Clark's machine loaded to capacity with his friends and striking a pretty fair rate of speed.

H. E. PATTERSON

The Peoples Ice and Cold Storage, with a capital of \$200,000, is managed by its treasurer, H. E. Patterson. It is only since May first that Mr. Patterson has driven a Cadillac, but during that time he has traveled 6,000 miles and used six gallons of fuel. The brokerage business, and has given his car some vigorous usage. As a popular club man as well as a successful business man, one can usually find Clark's machine loaded to capacity with his friends and striking a pretty fair rate of speed.

S. A. HOUSER

Of course every one knows that in the Auto Livery business cars receive the most severe treatment, operated as they are by drivers who are none too anxious to minimize cost of up-keep and drive to all sorts of places under every conceivable disadvantage. It is surprising that Cadillac 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 45,000 miles and it is today as powerful and as perfect in every part as the day I purchased it. I run the car the year around, whether December or June, snow or torrid heat, and it costs me only \$150 per year, which includes oil and gasoline," says Mr. Needham, who is a real estate man, and in connection 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

Mr. Spiesberger is general manager of the M. Spiesberger & Son Wholesale Millinery Co., the largest concern of its kind west of Chicago. This gentleman is happily possessed of beautiful twin daughters and they constantly drive his Cadillac car, having covered thousands of miles since its purchase with a total absence of any cost for repairs or car trouble of any description.

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 is devoted to ignition and to charging the storage battery. 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 requires more than a second or two. In fact, the Cadillac engine so frequently starts on the spur 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 speedometer light. The dynamo also supplies current for ignition. For ignition 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. In addition to the ignition before described, the Cadillac is provided with the auxiliary Delco system, with its own set of spark plugs and its own set of contact points, 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 with 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.