



*Come Here During the Ak-Sar-Ben Festival*

# CADILLAC SPIRIT

The invisible, yet unmistakable, air of confidence in us and our visible willingness to serve every trifling requirement of Cadillac owners is what we are pleased to call the "*Cadillac Spirit*." Wherever you find a Cadillac owner, wherever you find a mechanic, and wherever you find automobile fans, you will find that the Cadillac is known and recognized as the "*Standard of the World*." You will find a spirit of loyalty to its goodness which extends far beyond the circle of Cadillac owners and Cadillac co-workers.

Could you visit the Cadillac factory or our own service station and mingle with the men, many of whom have known this car intimately for over 17 years, you would soon recognize that invisible thing called "*Cadillac Spirit*." Though many of the Cadillac representatives are hundreds of miles from a Cadillac factory, you will find the same loyalty toward the Cadillac and the same warm welcome to all Cadillac owners. Ownership of a Cadillac automobile seems to form a fraternal feeling which is recognized the world over.

This spirit is apparent the minute you enter a Cadillac service station. It is like a good influence that penetrates and enlightens within. The men make you feel that whole-hearted welcome—they tell you of Cadillac ideals and performances, for they are as proud of the product as the makers.

They show you clearly the many points of Cadillac excellence. Their enthusiasm gives you a worthy impression of Cadillac perfection, for they are certain that it is the highest type of motor car—"*Standard of the World*."

There is no direct persuasion to induce purchase. Cadillac co-workers are content with the mere opportunity of pointing out Cadillac individualities. These in themselves, make the Cadillac stand out from all others. Psychology does the rest. Once you are convinced of the wonderful value offered in all Cadillac models, you are certain at least to desire one of these cars. Once you become a Cadillac owner, your enthusiasm will take shape in "*Cadillac Spirit*" which will radiate in good measure.

The unquestioned stability of the Cadillac Motor Car Company, the known *permanency* of our own organization, and the number of future orders now on hand, both wholesale and retail, prompt us to urge you to anticipate in advance the type of car you will want and place your order immediately to insure against disappointment.

We wish to take this opportunity to extend a cordial invitation to all Ak-Sar-Ben visitors to come to our show room. We want you to know what "*Cadillac Spirit*" is. You will enjoy it we are sure, and you will know to what extent "*Cadillac Spirit*" enters into all of our endeavors. You will also see something very unique in the automobile world.

*"In times like these isn't it best to buy a car of unquestionable character and known permanency from a safe concern?"*

J. H. Hansen Cadillac Company  
 OMAHA ————— Distributor ————— LINCOLN