



The Standard of the World

THERE is no possibility of a reduction in the price of Cadillac automobiles until it is possible for the Cadillac Motor Car Company to maintain the same degree of quality at a lower production cost.

So far there have been no reductions in either labor or material cost worthy of consideration, and, some things, such as freight rates, have advanced recently.

The Cadillac Motor Car Company has not been profiteering. Its product is honestly priced and consequently there can be no reduction in price.

After the World War when there was a slight improvement in labor conditions, the Cadillac price was reduced. Since then slight increases have been necessary to take care of improvements, refinements, producing new models and to offset advancing costs of labor and material.

Perhaps some of the recent reductions in motor car prices have been occasioned by over-production rather than a change in manufacturing conditions, material and labor costs. *There has been no over-supply of Cadillacs*

To maintain the high standard of workmanship and the quality which characterizes all Cadillac models in the minds of the people in every corner of the world, it is necessary to buy the best materials and employ the finest workmen.

Tens of thousands of owners—yes everyone knows that Cadillac cars represent a permanent (not fictitious or inflated) value.

"No car," says The Motor of London, **"is perfect, and none ever will be, but the Model 59 Cadillac approaches that ideal as closely as any other car on the market, regardless of price or size."**

("The Motor" is the National Motor Car Journal of Great Britain.)

"The workmanship on a Cadillac is simply perfect. There is no other word for it. It is far and away superior to anything I have seen elsewhere. The infinite pains taken over the infinitely small jobs are most impressive," says the distinguished English designer, Mr. Lawrence H. Pomeroy.

The most critical men and women here and everywhere have known this to be a fact for a long time. The *performance* of thousands of Cadillacs overseas finally proved this to our conservative foreign competitors. This fact is well recognized and even admitted by other manufacturers.

So—ish't it better to buy unquestioned quality and value in a motor car as in everything else? **Think of what your money brings you when you buy.** Cadillac cars give satisfaction long after the price is forgotten.

Isn't it better to recall "*Business as Usual*", so effectively worked out during the war period, and buy now what is needed? Buy value-giving articles.

And—think also of service. We are happy with the knowledge that our company has become known for the Permanency of its "*Real Service*." Our monthly inspection system has been a complete success from the start. Our garage is open until 11 p. m. for the convenience of owners and Sunday service is always available from 8 a. m. to 6 p. m. Our traveling expert calls on Cadillac owners outside of Omaha. Our shops employ none but the very finest workmen and they do their work effectively. We enjoy the confidence of an immense Cadillac clientele.

We have thousands of dollars invested in Cadillac parts, tools, machinery and shop equipment. Every department knows its business. We are permanently located and financially able to meet our obligations.

Our entire organization specializes in serving Cadillac buyers and distributors in a systematic, business-like manner. Our company has, in fact, become known as:

"A SAFE PLACE TO BUY"

J. H. Hansen Cadillac Company

Omaha

Distributors

Lincoln