

The Cadillac Owner Sees Nothing In Any Other Car Which He Envies

More impressive than anything we might say about the car, is the complete contentment of the Cadillac owner.

If he felt that another car possessed some qualifications which his Cadillac lacked, it would be only human nature for him to experience a little twinge of envy; even if the other car cost twice as much money.

But you may experiment with the first Cadillac owner whom you encounter; and you will find that he is not conscious of the slightest deprivation.

He is more apt, on the contrary, to ask you to point out, how it would profit him to own a costlier car.

And, if you follow him in the analysis of internal as well as external construction, you will be puzzled for an answer.

He will begin by pointing out to you that the service which a car renders, and the comfort which its owner enjoys, is entirely dependent upon the integrity of its mechanical construction.

And he will gently remind you, in that connection, that Cadillac practice is held in world wide esteem by engineering experts that the—

Cadillac "shop" is admired as a model—in men, machinery, methods and management.

Pleasant evidence of the extent to which the Cadillac reputation has traveled was given in England recently during the visit of the American Society of Mechanical Engineers to Great Britain.

The wonderful standardization



test, in which three Cadillacs were torn down and reconstructed from a haphazard pile of parts, and for which the Dewar Trophy was awarded, was evidently fresh in the minds of British engineers and journalists.

The tribute that was paid by London journalists to the Cadillac Standard, elicited an inquiry and an answer which were illuminating;

and which are both of interest to Cadillac owners, present and prospective.

Quite frankly it was asked, how the Cadillac Company could build a car which won the World's Trophy for standardization, and profitably manufacture it to sell at so low a price?

The gist of the explanation given can be gathered from a single

statement made in reply, to wit: "That the Cadillac Company had 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 close and accurate, you must have the right equipment and the right organization.

When your Cadillac owner tells

you that he is perfectly content—that he can't see anything in any other car, at any price, which he does not have in his car at \$1700—he bears witness to the fact that the Cadillac policy of close, fine, conscientious workmanship is the correct policy from every standpoint.

The Cadillac was awarded the Dewar Trophy precisely because of the pursuit of this principle.

The Cadillac owner is content with his car because it exemplifies the Dewar Trophy.

Every Cadillac ever built is a Dewar Trophy Cadillac.

In other words, it is the finest specimen of standardization, interchangeability and perfect alignment in existence.

When you have said these things you have said that it is the best motor car value—because upon the qualities which we have specified depends—and depends entirely and exclusively—the kind and the extent of the service you get out of your car.

For your own enlightenment—test the complete satisfaction of the first Cadillac owner you encounter.



Toy Tonneau, \$1700



Five Passenger Touring Car, \$1700



Touring Car, \$1700



Roadster, \$1700



Torpedo Body, \$1850

Prices include the following equipment: Bosch magneto and Delco ignition system. One pair gas lamps and generator, one pair side oil lamps and tail lamp. One horn and set of tools, pump and repair kit for tires, 60 mile season and trip Standard speedometer, robe rail, full foot rail in tonneau and half foot rail in front. Tire holders.

GILBERT-VAUGHAN IMPLEMENT COMPANY

THAT'S ALL—THAT'S ENOUGH