



## Why farmers are buying the Eight Cylinder Cadillac

**D**URING the past year, the farmers of America have bought more Cadillacs than during any previous year in our history.

It is interesting to know the reason for this.

First, they found the riding qualities of the Eight Cylinder Cadillac to be vastly better than in any car they had ever known.

They recognized at once that they had never ridden in a car so comfortable.

Usually, they had found it difficult to distinguish between the riding qualities of one ordinary car and another.

But before they had ridden a mile in the Cadillac, they realized that they could not choose any other car unless they were willing to content themselves with something much less luxurious than the Cadillac.

There was no chance for argument or discussion—the superior smoothness and steadiness of the Cadillac were immediately apparent.

In everything they expected of a motor car, the Cadillac "Eight" did more than any other car and did it better.

In other words, no matter how any other car performed—in hill climbing, in getting under way swiftly, in freedom from gear shifting, in lack of vibration, in quick, quiet change from one rate of travel to another,—the Cadillac performed so much better, that there was simply no comparison.

They realized, that the ownership of a Cadillac assured that they never would meet another car which was the equal in any requirement or in any condition they might encounter.

They realized that the difference between the ownership of a Cadillac "Eight" and being content with less than a Cadillac "Eight," was like owning a fine horse as against trying to be satisfied with a poor one.

Both horses would get over the ground: even the poor horse could be counted on to do a certain amount of work.

But it was not necessary to argue with them that the ownership of a fine horse was more satisfactory, and a better investment in every sense of the word.

Not once, but ten thousand times were they repaid, every time they drove it, for the possession of the better bred animal.

And so with a motor car. Any car will carry you from one place to another, but in none of them can you enjoy the same ease, the same comfort, the same continuous satisfaction that you can obtain in the Cadillac "Eight."

Viewed as an investment, the Cadillac "Eight" yields even a higher return than the fine horse.

This has always been true of the Cadillac. Its greater investment value, from the standpoint of long life, constant service, and higher market value after several seasons' use, is more pronounced than ever in the Cadillac "Eight," and the farmers are realizing it.

In the past, the farmers have been chiefly offered the less refined motor cars, and they have gotten exactly the same return that could be expected from the farm machine which is bought on a low price basis.

Many have paid the penalty of buying a silo, a separator or a plow, largely because the price was low.

And motor cars are no different in that respect from any other product.

Any motor car, no matter at what price, will give a certain amount of service, but it is only from the car which is universally known to give most, that it will be possible to derive the greatest amount of service.

The assurance you have in the Cadillac "Eight" is that there is nothing beyond or above it which can give you more in ease, in efficiency, in long life, or in continuous solid comfort.

And you have the further assurance that it is known

everywhere as the car of matchless reputation.

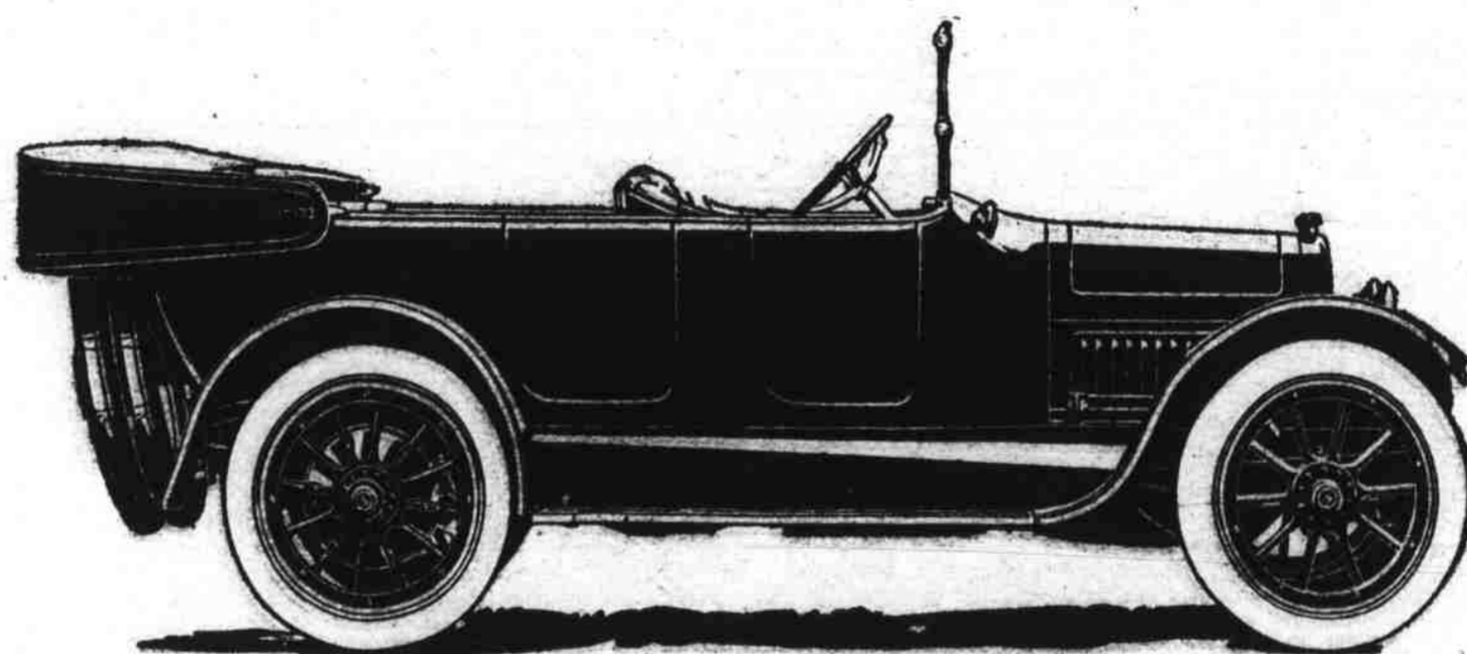
These are only a few of the reasons why more farmers than ever before are buying Cadillacs.

The experiences of those who have bought Cadillac "Eights" are bound to be the experiences of those who will buy them in greater numbers this year.

We have never heard of a farmer—or in fact anyone—who drove the Cadillac "Eight" or rode in it for ten minutes who did not want to become an owner.

And this is sure to be your experience, if you will weigh first cost and last cost, comfort, long life and real value.

Spend ten minutes, or an hour, or as long as you wish with a Cadillac dealer in an Eight Cylinder Cadillac, and let him demonstrate to you all the capabilities of this exceptional car.



CADILLAC EIGHT-CYLINDER SEVEN PASSENGER CAR, PRICE \$2980 F.O.B. DETROIT

If you are not acquainted with the Cadillac dealer in your locality, write to us for his name and address.

Cadillac Motor Car Co. Detroit, Mich.