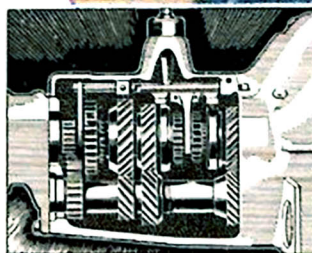


# LEADERSHIP RESTS ON ACHIEVEMENT

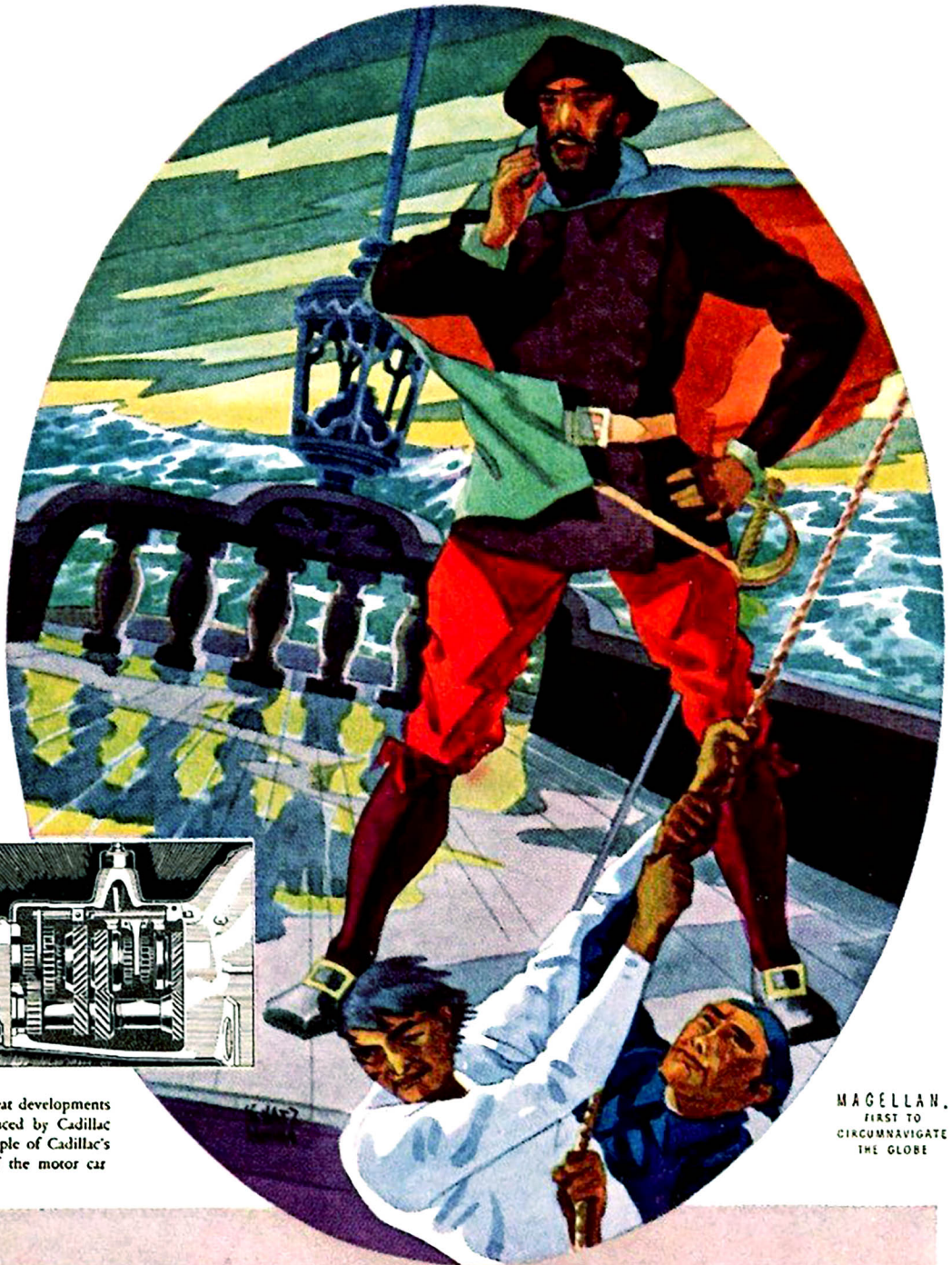
## *Cadillac* WAS FIRST WITH SYNCRO - MESH TRANSMISSION



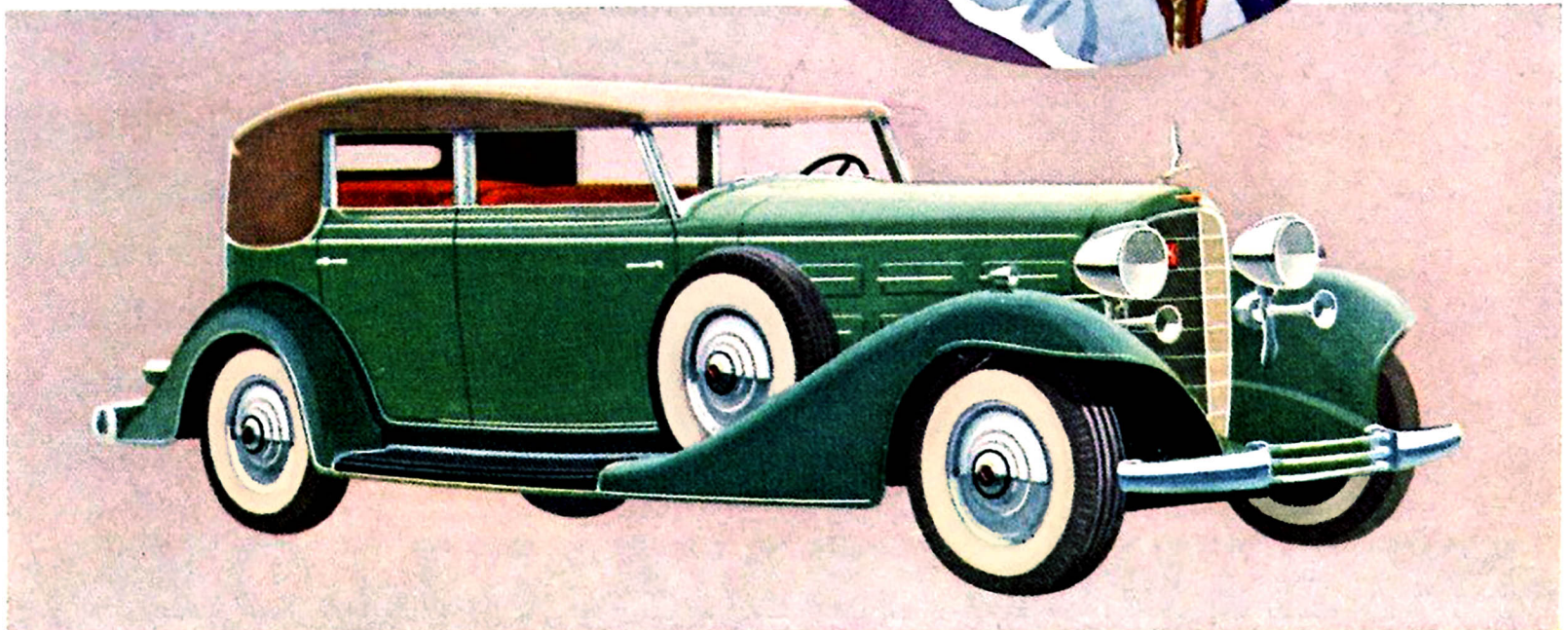
It was a significant day, indeed, when the Cadillac Motor Car Company announced that it had perfected a non-clashing transmission—one that would enable the driver to shift without reducing his speed, and without noise or grinding of gears! . . . This great advancement, called then and now the Syncro-Mesh Transmission, has resulted in a complete transformation of the act of gear-shifting—and made motoring infinitely safer and more enjoyable. . . . The same spirit of pioneering which enabled Cadillac to produce the Syncro-Mesh Transmission is kept endlessly alive in the Cadillac laboratories, and is evident everywhere in the new Cadillacs and LaSalles. In fact, among many other advancements, these new cars reveal an improvement in the transmission itself, for the Cadillac-LaSalle Syncro-Mesh is now silent in operation in *all* forward speeds—low, second and high. . . . This constant pioneering has caused many persons to hold to Cadillac and LaSalle during year after year without so much as considering the purchase of other cars—for they know that every practical advancement will be given them in these two distinguished creations. . . . Your Cadillac-LaSalle dealer will gladly acquaint you with today's Cadillacs and LaSalles—now, as always, foremost examples of the finest automotive craftsmanship. LaSalle list prices start at \$2245, Cadillac at \$2695, f. o. b. Detroit.



The Syncro-Mesh Transmission, one of the great developments in the history of the automobile, was introduced by Cadillac in August, 1928. It was, and is, a marked example of Cadillac's leadership in the fundamental advancement of the motor car



MAGELLAN,  
FIRST TO  
CIRCUMNAVIGATE  
THE GLOBE



THE CADILLAC V-12 ALL-WEATHER PHAETON