

LEADERSHIP RESTS ON ACHIEVEMENT

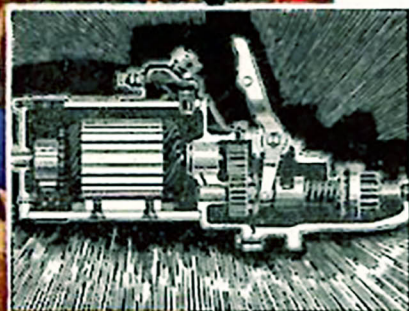
Cadillac WAS FIRST
TO USE THE SELF-STARTER



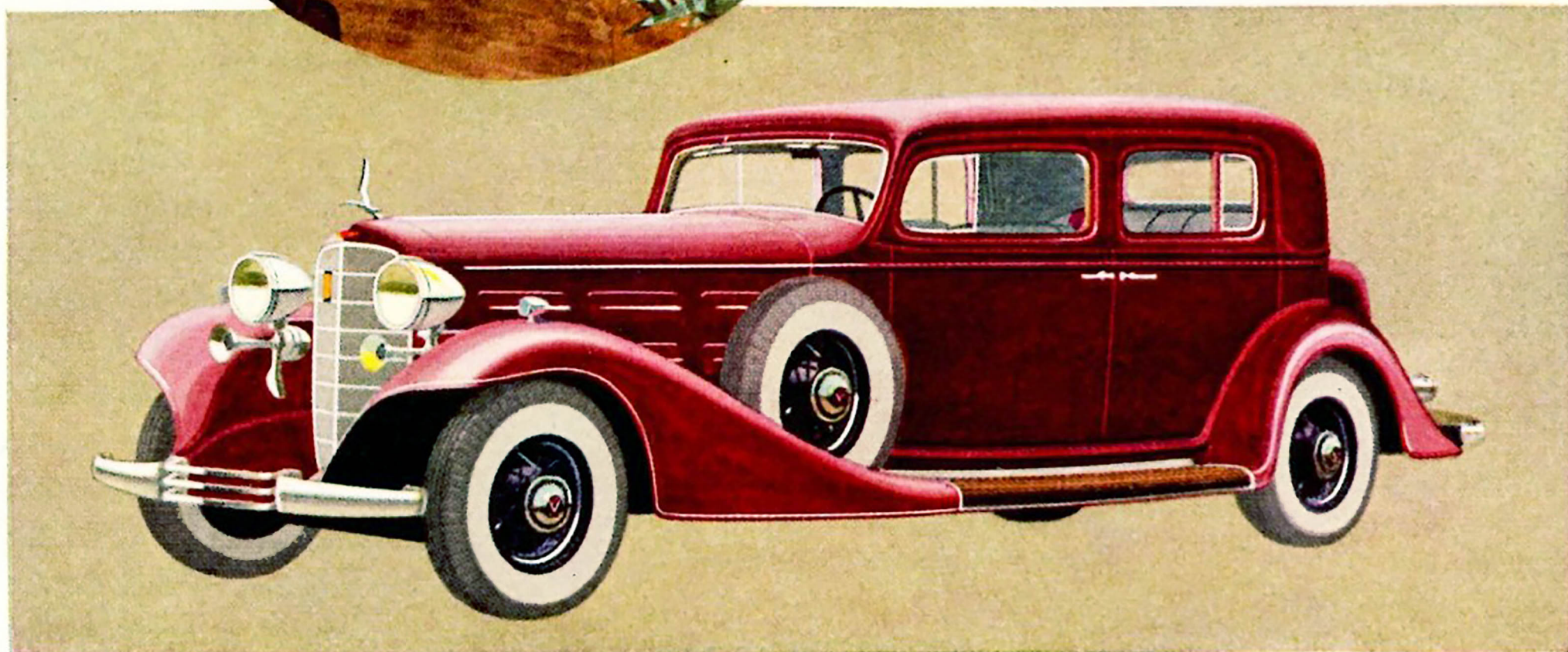
If there is one basic advancement which has had more to do with the success of the automobile than any other—that advancement is undoubtedly the self-starter. And, as has been the case with so many other fundamental improvements in the motor car, the self-starter was a Cadillac achievement. Not only did Cadillac introduce the self-starter, but it perfected it as well—and gave it to motordom as a never-ending source of convenience and satisfaction. . . . This is but a typical example of the pioneering which has carried Cadillac to world dominance as a motor car builder—and which is so admirably exemplified in today's great Cadillacs and La Salles. In their Fisher No Draft Ventilation, individually-controlled; their sensitive full-range ride regulators; their eight, twelve and sixteen cylinder engines; and their marvelous comfort and performance—the new Cadillacs and La Salles are in the finest tradition of Cadillac leadership. . . . These distinguished cars are now on display throughout America, and you are cordially invited to appraise them at any time. La Salle list prices start at \$2245, Cadillac at \$2695, f. o. b. Detroit.



RENÉ ROBERT CAVELIER,
- SIEUR de la SALLE -
EXPLOER of the MISSISSIPPI



The self-starter was first placed on an experimental Cadillac car in the spring of 1911, and soon thereafter was incorporated in all Cadillac cars as standard equipment—the first time it was so employed.



THE CADILLAC V-8 TOWN SEDAN