



“Cadillac---Standard of the World”

---a phrase or a fact?

IS THE Cadillac, in fact, the Standard of the World?
 Is it the one car which is accepted as a pattern of excellence and efficiency?
 Look back over the past twelve years and ask yourself what other car has wielded so wide an influence over the industry.
 Ask yourself if motor cars, as a whole, are not better cars today because of Cadillac progressiveness and Cadillac initiative.
 You recall that the first Cadillac was also the first practical, enduring motor car.
 You remember the period in which the Cadillac inaugurated the thorough standardization of parts.
 You remember that the Cadillac accomplished also the first production in large quantities of a really high-grade car at a moderate price.
 The introduction by the Cadillac of electric starting and lighting is still fresh in your memory.
 And you know, finally, that the Cadillac, as a climax to its other constructive contributions to the industry, brought forth the high-speed, high-efficiency V-type engine.
 Around the world that V-type multi-cylinder engine is admittedly at the zenith of design and of efficiency.
 And the Cadillac has pushed the process of perfecting the V-type engine to the highest point yet attained.
 Upon its first appearance, the Cadillac Eight received the unique tribute of a larger purchase on the part of other makers than any other car has probably ever known.
 Its scientific design and superb workmanship compelled their most intense admiration—its performance was pronounced nothing short of marvelous.
 If the Cadillac had not been the standard of the world before, the V-type multi-cylinder Cadillac would have made it so.
 It has become the standard of the world in smoothness and in swift acceleration, in flexibility and in hill-climbing power.
 It is the world's standard in its incomparable roadability, its luxury, its ease of operation and control, and in absence of fatigue after long journeys.
 These characteristics, added to its world-wide reputation for dependable and enduring service, have furnished for the industry new inspirations—new incentives—new goals for ambitions.
 Is not the Cadillac deserving of the title it has so long and honorably held?
 Is not the Cadillac, in fact, the Standard of the World?

Styles and Prices

Standard seven passenger car, Five passenger Salon and Roadster, \$2120. Three passenger Victoria, \$1800. Four passenger Coupe, \$2850. Five passenger Brougham, \$3000. Seven passenger Limousine, \$3500. Berlin, \$3650.
 PRICES INCLUDE Standard Equipment F. O. B. Bridgeport.

We Are Now Making Schedule Deliveries.

Detroit Cadillac Motor Car Co.

Bridgeport Branch

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