

**We advise you to
accept the first**



which your dealer can give you

Please credit your Cadillac dealer with sincerity when he warns you not to lose your "place in line."

Many Cadillac dealers have reported sales of the entire number of cars which have been allotted to them for the 1912 season. Others have only a limited number yet to sell.

Your dealer may be confronting a similar situation.

At any rate, nothing he can tell you concerning the conditions in your own city can begin to do justice to the profound impression created throughout the world by the new Cadillac.

Prior to this year, the public has rightly looked upon the principle of automatic starting and lighting as speculative and theoretical.

But this same public remembered, when it learned of the perfection of the Cadillac system, that the Cadillac Company had never promised what it could not perform.

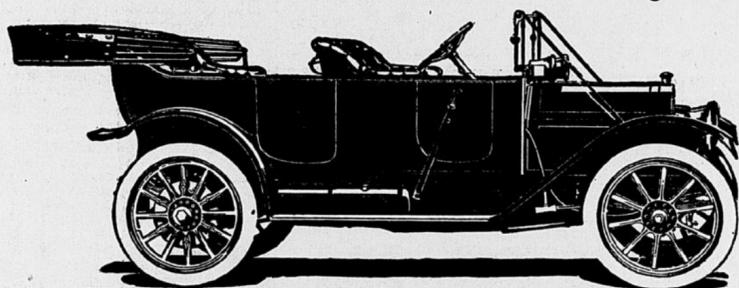
Indifference immediately gave way to eagerness, interest and enthusiasm.

The new advance rumor that the Cadillac Company was about to announce its achievement made such an appeal to the public that the paramount problem confronting other cars is that which has ceased to be a problem in the Cadillac.

No one, now, is wasting any time or thought in debating the question as to whether the Cadillac electrical system is the correct and dependable system of starting and lighting.

Three thousand of the new cars, revealing the luxury of the Delco system, are stimulating the normal Cadillac demand to such an extraordinary extent that we advise you, again, to accept the first delivery your dealer can give you.

**You who have not grasped their full significance—
stop and consider these new comforts created
by the Cadillac Electrical System**



TOURING CAR, \$1900

It has no crank.

Its "cranking" is done by an electric motor.

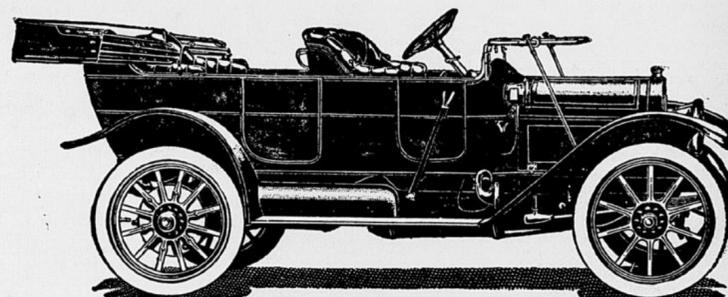
It has no gas nor oil lamps.

It makes its own electric light.

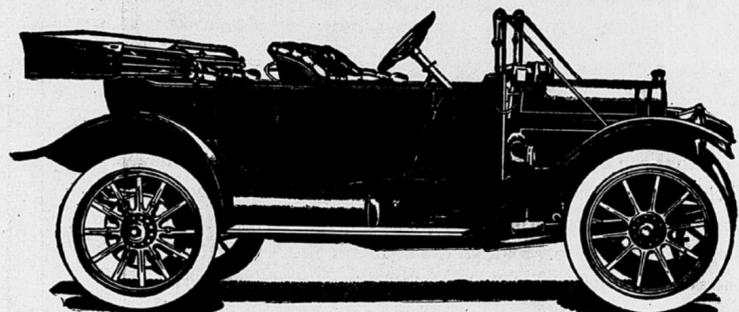
It has two complete systems of ignition, either of which is efficient for operation the car independently of the other.

But, best of all,—the three functions, starting, lighting and igniting, are all performed by one compact system, a system which is not obtainable, either whole or in part, on any other car.

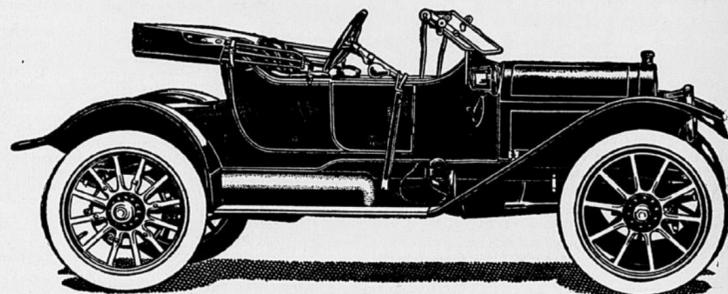
The dynamo charges a strong battery.



TORPEDO, \$1900



PHAETON, \$1800



ROADSTER, \$1800

The dynamo is temporarily transformed into a motor and, acting as a motor, it automatically starts the engine.

Then—it reverts again to a dynamo and generates current for lighting and for ignition.

You—press a button and push forward the clutch pedal. The engine starts.

Nothing for you to think of—except the luxury of no cranking. Reliable as the motors which drive the trolley cars.

Nothing for you to think of—except the luxury of no lamps to light; and the brilliant, steady glow of lights instead. Reliable as the electric lights which illuminate your home.

1912 Model on Exhibition Friday the 17th

Horton Motor Company

Distributors North Dakota and Eastern Montana.

Devils Lake, North Dakota