

SIXTEEN CYLINDERS

Performance such as the world has never witnessed . . . The most highly individualized of all motor cars



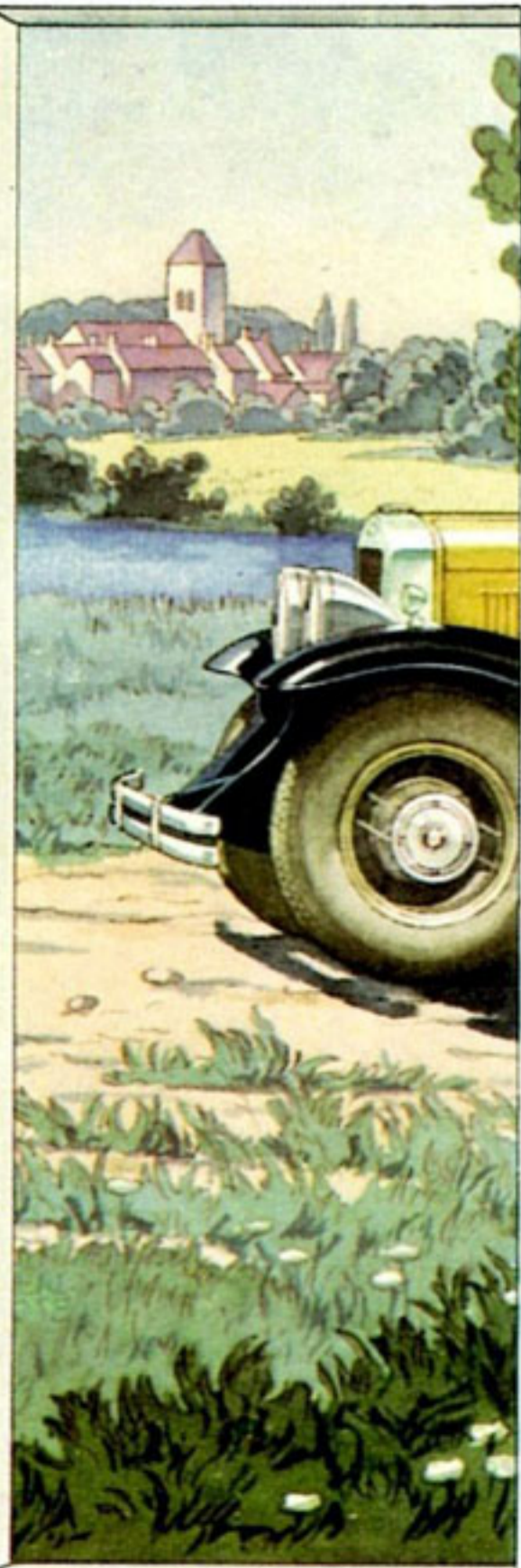
CADILLAC MOTOR CAR COMPANY DIVISION OF GENERAL MOTORS

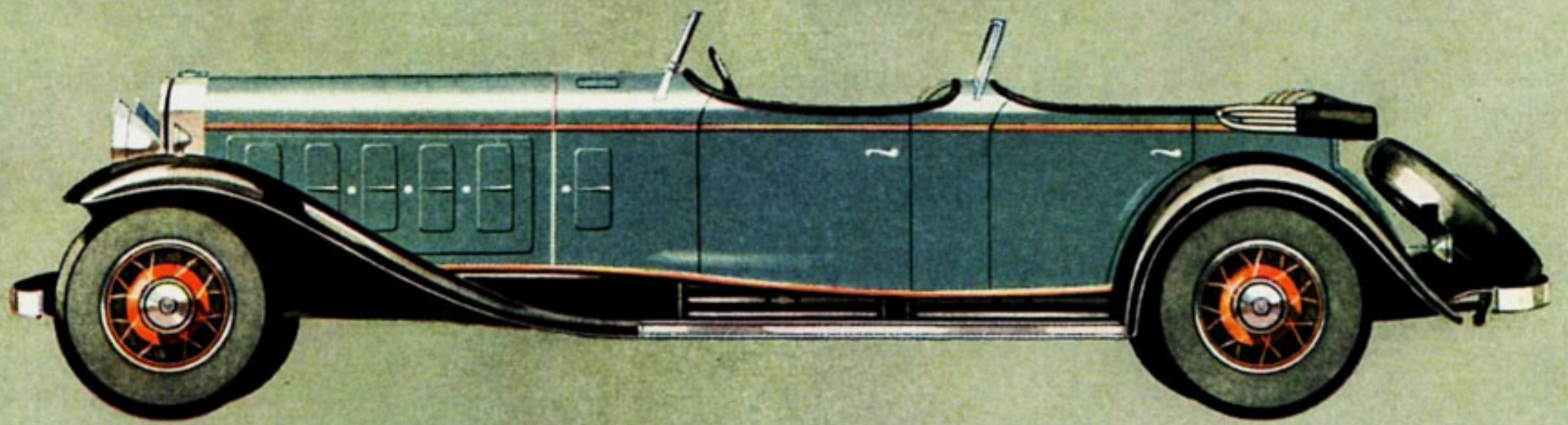
Brilliant New Models

The most casual study of the lustrous new Cadillacs just recently announced will reveal two very striking and impressive facts . . . The first is that Cadillac's great social and reputation value is expressed—in these new models—in price values that are far and away the most generous offerings in Cadillac's own exclusive fine car field . . . The second is that these new Cadillacs are characterized by a meticulous regard for completeness of detail that surpasses even Cadillac's finest previous creations . . . The result is a closer approach to flawless motor-car performance, dependability, durability, comfort and beauty than had heretofore, in all likelihood, been thought possible of achievement . . . In short, the whole significance of these magnificent new triumphs of Cadillac engineering and manufacturing genius lies in the fact that they are, in all probability, the most highly perfected and completely appointed motor-cars in the world today . . . Cadillac Motor Car Company, Detroit, Michigan.

CADILLAC

PRODUCT OF GENERAL MOTORS





SIXTEEN CYLINDERS

For the most highly individualized of all motor cars, Cadillac has designed a super-chassis, so that the full potentialities of power and speed may be enjoyed as never before



CADILLAC MOTOR CAR COMPANY

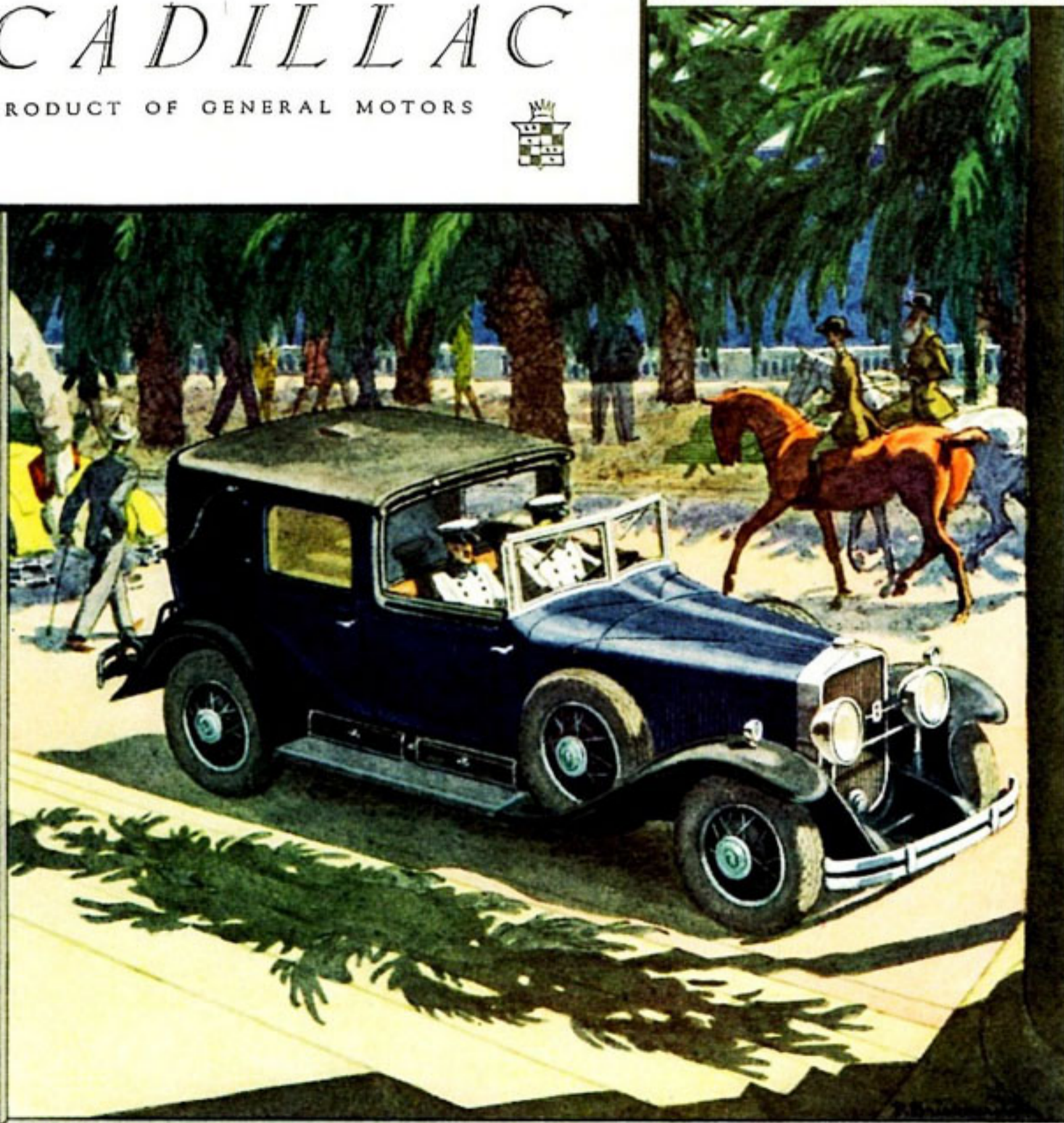
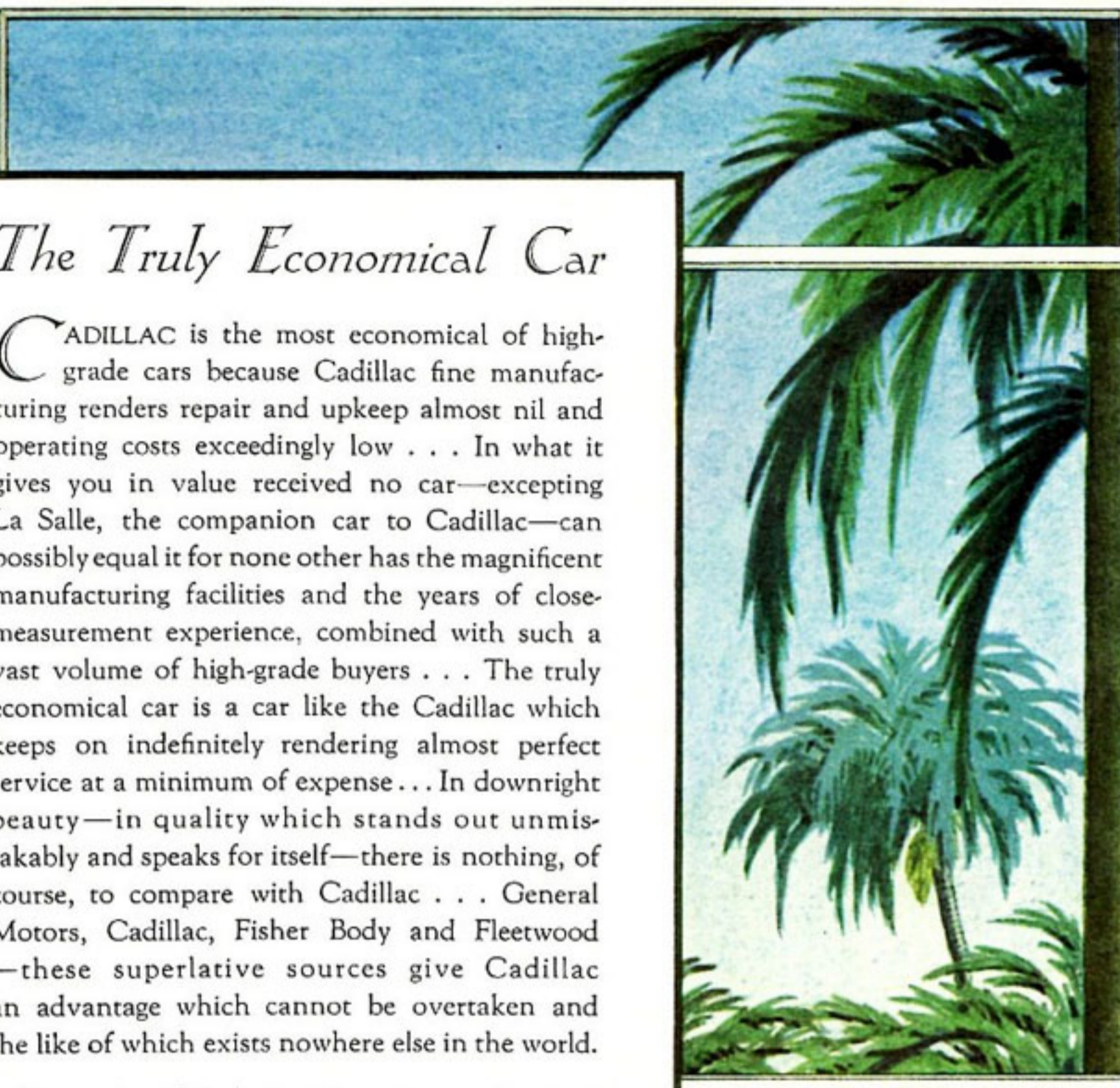
DIVISION OF GENERAL MOTORS

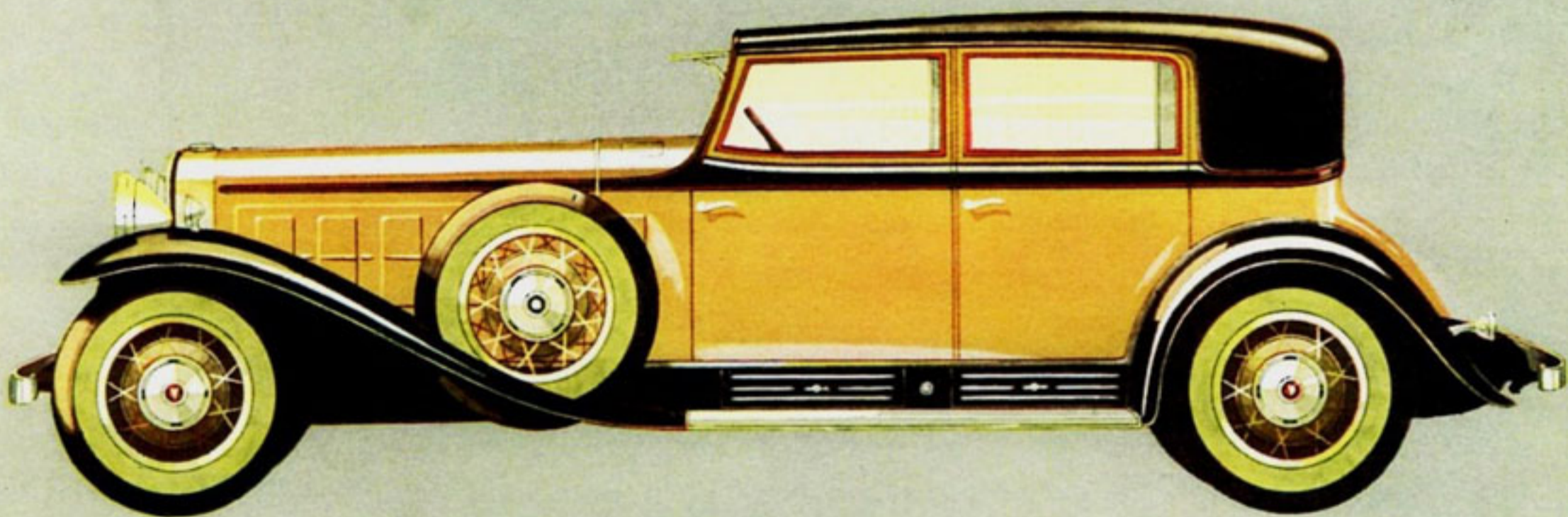
The Truly Economical Car

CADILLAC is the most economical of high-grade cars because Cadillac fine manufacturing renders repair and upkeep almost nil and operating costs exceedingly low . . . In what it gives you in value received no car—excepting La Salle, the companion car to Cadillac—can possibly equal it for none other has the magnificent manufacturing facilities and the years of close-measurement experience, combined with such a vast volume of high-grade buyers . . . The truly economical car is a car like the Cadillac which keeps on indefinitely rendering almost perfect service at a minimum of expense . . . In downright beauty—in quality which stands out unmistakably and speaks for itself—there is nothing, of course, to compare with Cadillac . . . General Motors, Cadillac, Fisher Body and Fleetwood—these superlative sources give Cadillac an advantage which cannot be overtaken and the like of which exists nowhere else in the world.

CADILLAC

PRODUCT OF GENERAL MOTORS






SIXTEEN CYLINDERS

In the Cadillac V-16, personal preferences, affecting even the major features of styling, may have free and distinctive expression . . . The bodies are of many types, custom-built and elaborately finished, and all highly individualized

CADILLAC MOTOR CAR COMPANY



DIVISION OF GENERAL MOTORS



Greater Luxury & Lower Prices

As to price, the new Cadillacs are offered in a lower and wider range than the models they supplanted . . . As to quality, these impressively beautiful examples of today's utmost luxury in motoring are far finer than anything Cadillac has hitherto produced . . . There is in no other car, performance of the kind that Cadillac gives you . . . Only in Cadillac-built cars is control so easy, simple, complete . . . In no others do gears shift so easily, quickly, silently, for no others have the Syncro-Mesh Transmission . . . Powerful, positive, quick-acting Safety-Mechanical Brakes and Security-Plate Glass in all windows, doors and windshields add to your peace of mind . . . The incomparably beautiful Fisher and Fleetwood bodies increase your contentment . . . All these advantages, plus Cadillac prestige, are yours at no price penalty—for the cost is now as low as \$3195 f. o. b. Detroit.

CADILLAC

PRODUCT OF GENERAL MOTORS

