

CADILLAC SHOWS THE WORLD

.. how truly magnificent a motor car can be !



The new Cadillac-Fleetwood creations for 1937 are all that motor cars can be. When you go to inspect these cars—the new V-8, V-12 and V-16—we ask that you let your hopes run high. For these are easily the most magnificent cars ever conceived. They are sure to increase Cadillac's wide margin of leadership in the fine car field. List prices at factory \$2445 up.

Now available in thirteen Bodies by Fleetwood. Chassis by Cadillac on 131", 138", and 154" wheelbase. Individual custom designs prepared on request.

THE
NEW

CADILLAC • FLEETWOOD V 8-12-16

FROM THE ROYAL FAMILY OF MOTORDOM

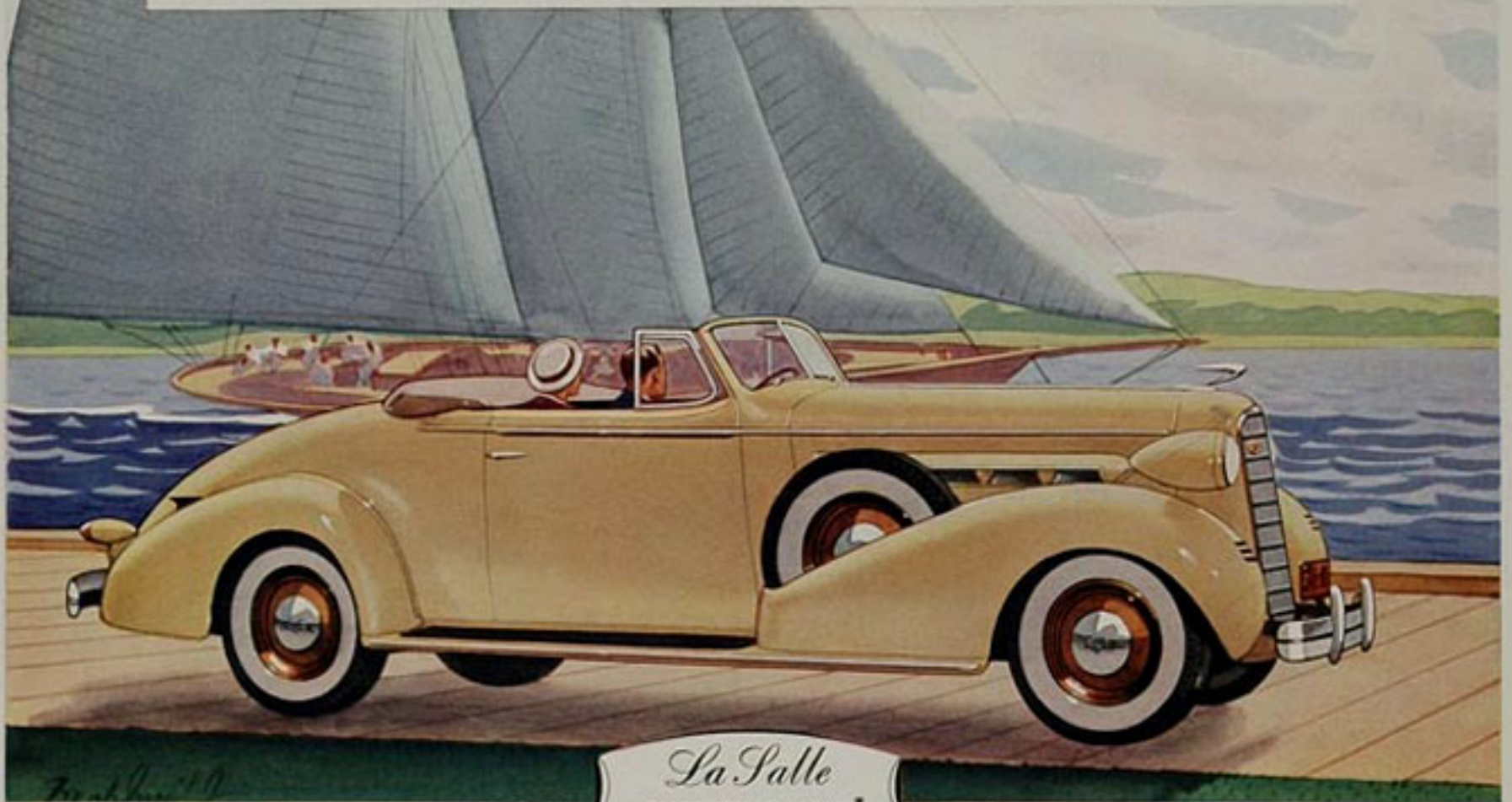


THE *Difference* IS MORE MARKED THAN EVER

Those who are not able to avail themselves of the rare privileges which Cadillac and La Salle owners enjoy, can still be better served than ever before by a number of excellent cars of lower price. . . . The whole industry has moved forward—mostly in the direction of massed demand and sprightly appearance and performance; but, of course, Cadillac has been, as always, in the forefront of that forward movement. . . . In fact, the difference and the distinction in Cadillac and La Salle have

become more marked than ever, for Cadillac has deliberately planned its 1936 creations to widen the gap between the Royal Family of Motordom and all other cars in the world. . . . Those who revel in the special ease and elegance and the pronounced distinction which Cadillac and La Salle provide for their owners, simply cannot satisfy themselves with anything else. . . . The briefest of experiences, either at the wheel or as a chauffeured passenger, will prove this to your entire satisfaction.

*Model illustrated \$1225. Monthly payments to suit your purse.
Prices list at Detroit, Michigan, subject to change without notice.
Special equipment extra.



La Salle
CONVERTIBLE COUPE*

Cadillac \$1645 *La Salle* \$1175

CADILLAC
Fleetwood \$2445

T H E R O Y A L F A M I L Y O F M O T O R D O M

THERE ARE NO DIFFERENCES OF
OPINION ABOUT

the Royal Family of Motordom



La Salle Convertible Coupe \$1255

La Salle . . . \$1175

Cadillac . . . \$1645

CADILLAC
Fleetwood . . . \$2445

You need not go outside of yourself—you need consult no salesman or other authority—to decide which cars, of all cars, are accorded first place in the respect and regard of American motorists. . . . The thoughts which you instantly think about Cadillac and La Salle are the spontaneous thoughts of those who seek to express a valuation which can go no higher. . . . There may be differences of opinion about other good cars—

arguments without end when owners get together; but there is no basis for a difference of opinion about a car by Cadillac. . . . Now, with prices starting at the lowest point in thirty progressive years, the unanimity of preferential opinion is more marked than ever. . . . For the Royal Family of Motordom offers not only the most remarkable motoring value in the world—but the greatest monetary value as well.

Prices list at Detroit, and subject to change without notice. Special equipment extra. Available on G.M.A.C.'s new 6% Time Payments. Every model a General Motors Value.

CADILLAC
Series 60 Coupe



TRUST THE INSTINCT WHICH IMPELS YOU TO CHOOSE FROM
the Royal Family of Motordom

The natural impulse and instinct of most progressive and ambitious Americans is to own and drive a car by Cadillac. . . They usually have the feeling that the stamp of Cadillac means the removal of the last motoring doubt—the purchase of endless hours and miles of the most flawless travel attainable. . . It is wise and safe to follow an instinct so strong and deep-rooted, so natural and impulsive. Such judgments on the part of great groups of people are to be trusted. . . This is especially true now that the privilege and pride of Cadillac ownership are possible at the lowest prices in more than two decades. . . The satisfaction of rising above the rank and file of the best of motor cars is yours, now, at figures which make the Royal Family of Motordom the paramount value of the time and the year.

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