

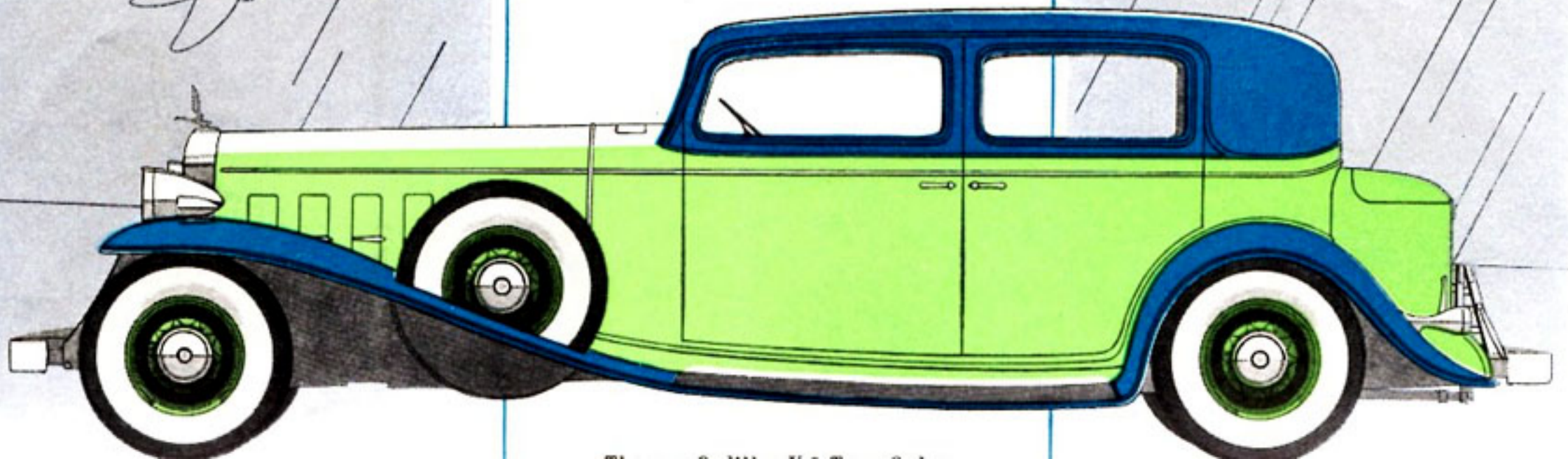
*It is really
Economical to own a*
CADILLAC

It is always well to remember that the practice of thrift begins with the purchase of value. The man who buys a Cadillac or La Salle, for instance, is certain to find his investment a most fortunate one—for he has secured real value in his original purchase. Built to the highest standards in every way, Cadillac and LaSalle continue to deliver the utmost satisfaction at an age when lesser cars would have ceased to satisfy. Moreover, a car produced to such exacting limits of precision requires the very minimum of maintenance. To these very practical reasons for owning a Cadillac-built car should be added the long-established prestige of the Cadillac name, and the deep-rooted pleasure of possessing anything so genuinely fine and satisfying. Why not inquire into Cadillac economy today? LaSalle prices start at \$2395, Cadillac at \$2795, f. o. b. Detroit.

Standard  *of the World's*

CADILLAC

*V*⁸₁₂₁₆



STANDARD OF THE WORLD

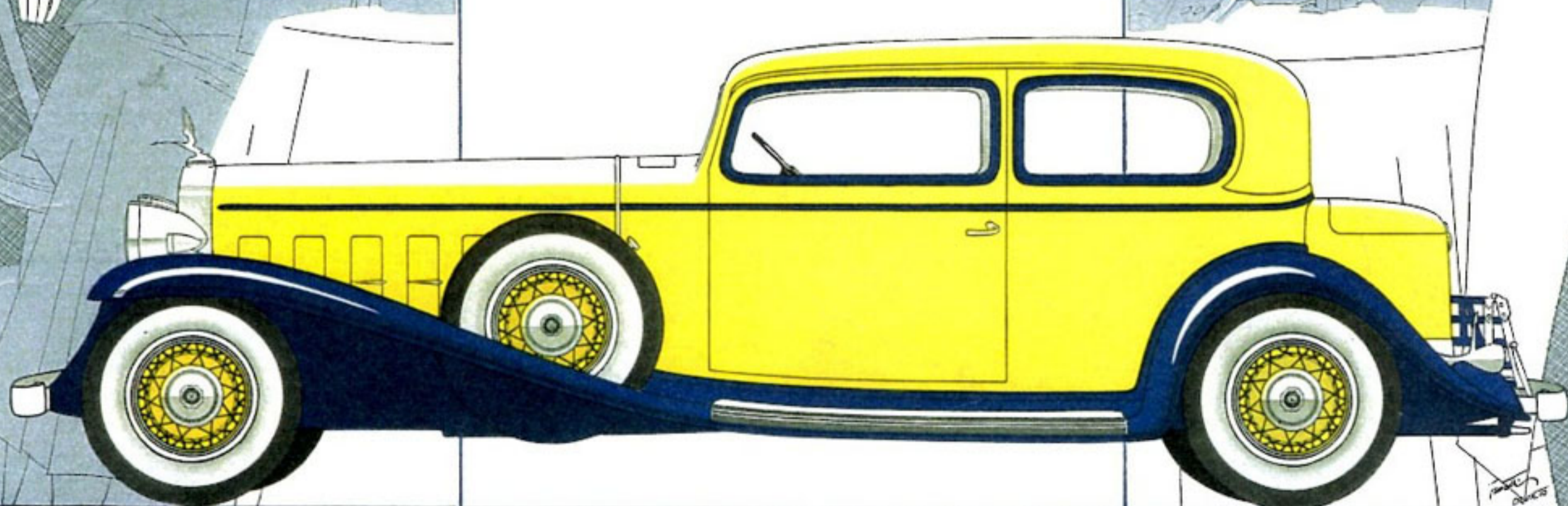


The **FINEST** *means*
of travel in the World

When you have ridden in or driven a new Cadillac V-16, you have enjoyed the most thoroughly luxurious type of transportation yet evolved. In the first place, the V-16 represents an entirely new idea of what motoring luxury can be. And in the second place, this idea has been executed with all the skill, the artistry and the experience which Cadillac commands. Naturally, only the choicest materials are used in building a V-16. Naturally, too, only the most highly skilled craftsmen are employed in fashioning these materials into the component parts of this extraordinary car. As a result, when you purchase a V-16, you obtain value for each dollar invested second to none offered by the automotive industry today.

CADILLAC

*V*⁸₁₂₁₆



The Cadillac V-16 Five-Passenger Town Coupé
Product of General Motors

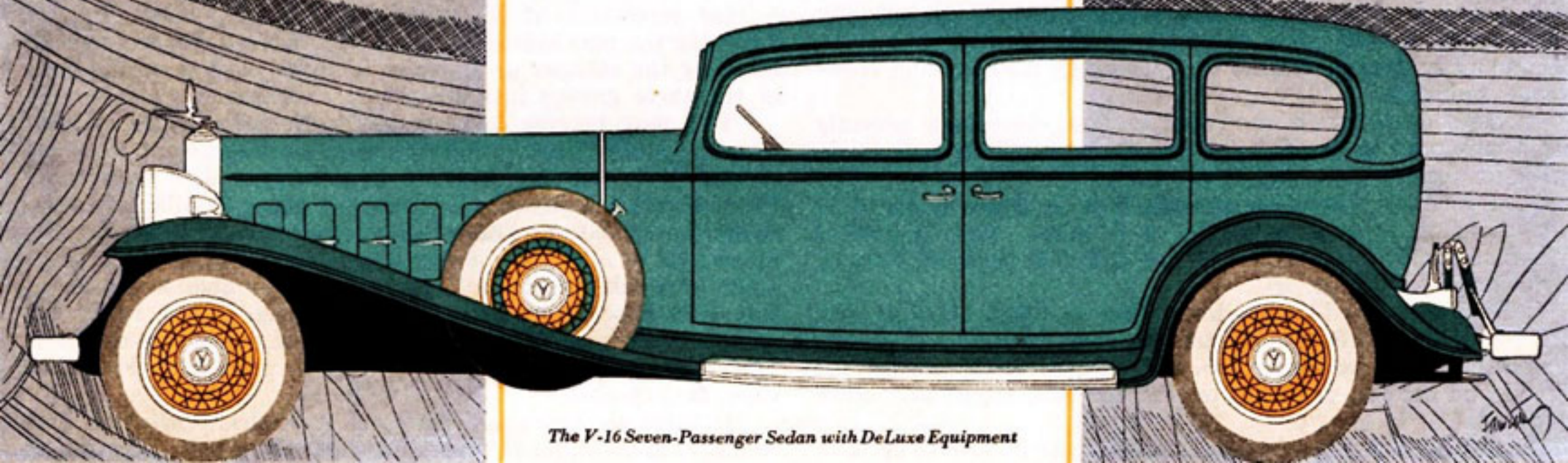
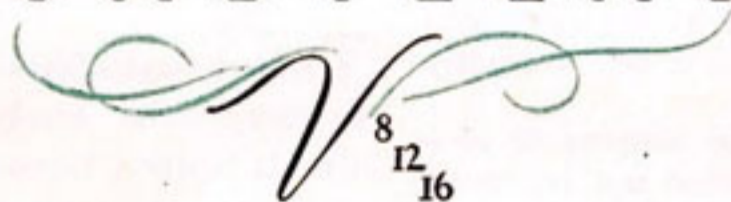
*A new interpretation
of the*

"STANDARD OF THE WORLD"

Twenty-seven years ago, the Cadillac Motor Car Company won the famous British Dewar Trophy for excellence in design, performance and precision manufacture. And with the award went the judges' citation—"Standard of the World." Not once in all the years that have intervened has Cadillac forgotten this premier ranking. Always, its products have been designed and built to offer everything which makes a motor car useful, as well as desirable. Today, in the four new cars which comprise its distinguished family, Cadillac has given its greatest emphasis to this established leadership. In fact, it is Cadillac's honest opinion that these four new creations represent the greatest general advancement ever effected since the automotive industry began. La Salle prices range from \$2395, Cadillac from \$2795, f. o. b. Detroit, Mich.



CADILLAC



The V-16 Seven-Passenger Sedan with DeLuxe Equipment