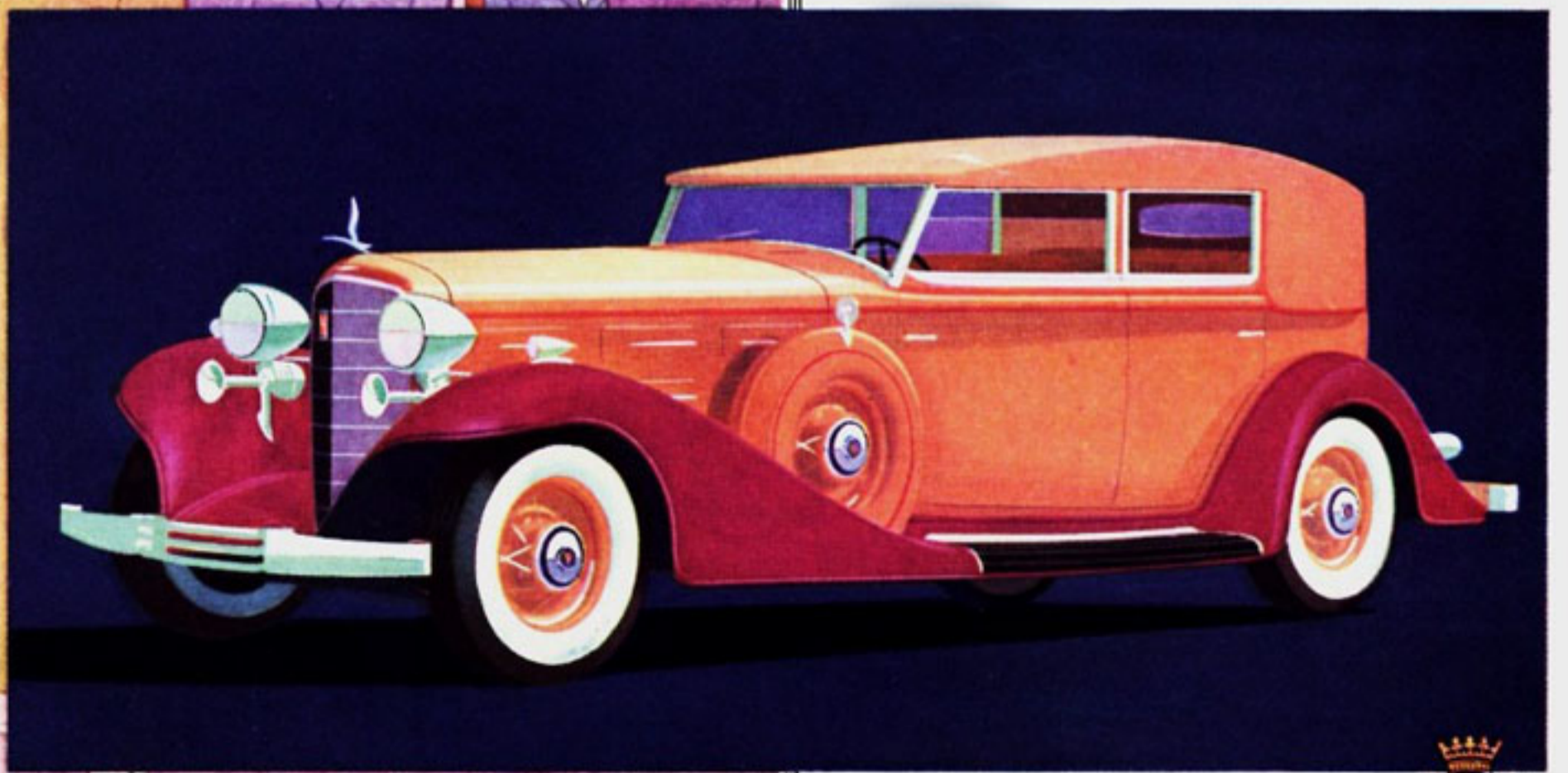





JUST as certain types of habiliment are made practically obligatory by the occasion, so does the event of unquestioned refinement dictate a motor car of unquestioned prestige. . . . For years, it has been Cadillac's privilege to build for the select occasions of American society a motor car eminently befitting the need. Indeed, it is doubtful if any commercial commodity is more eloquent of its owner's position in life than a Cadillac automobile. . . . Such prestige, of course, can be born of one thing only—a well-nigh universal agreement that Cadillac cars represent the highest attainable perfection in every phase of their excellence. And this agreement, in turn, has likewise grown from a single circumstance—a long period of undeviating adherence to the highest ideals in design and manufacture. . . . You see, undoubtedly, the finest exemplification of this in the three magnificent motor cars which now bear the Cadillac crest: the new V-8, the new V-12, and the incomparable V-16—the last now limited in its production to 400 cars for 1933. Here, surely, are the superb creations of motordom—not only in what they *are* and *do*, but in the general impression of elegance they impart to any surroundings in which they find themselves. . . . Please feel free to accept a demonstration from your Cadillac dealer—for he will be more than glad to acquaint you with these magnificent cars, regardless of the degree of your interest. Cadillac list prices begin at \$2695, f.o.b. Detroit.



CADILLAC 
12 16
GENERAL MOTORS VALUES

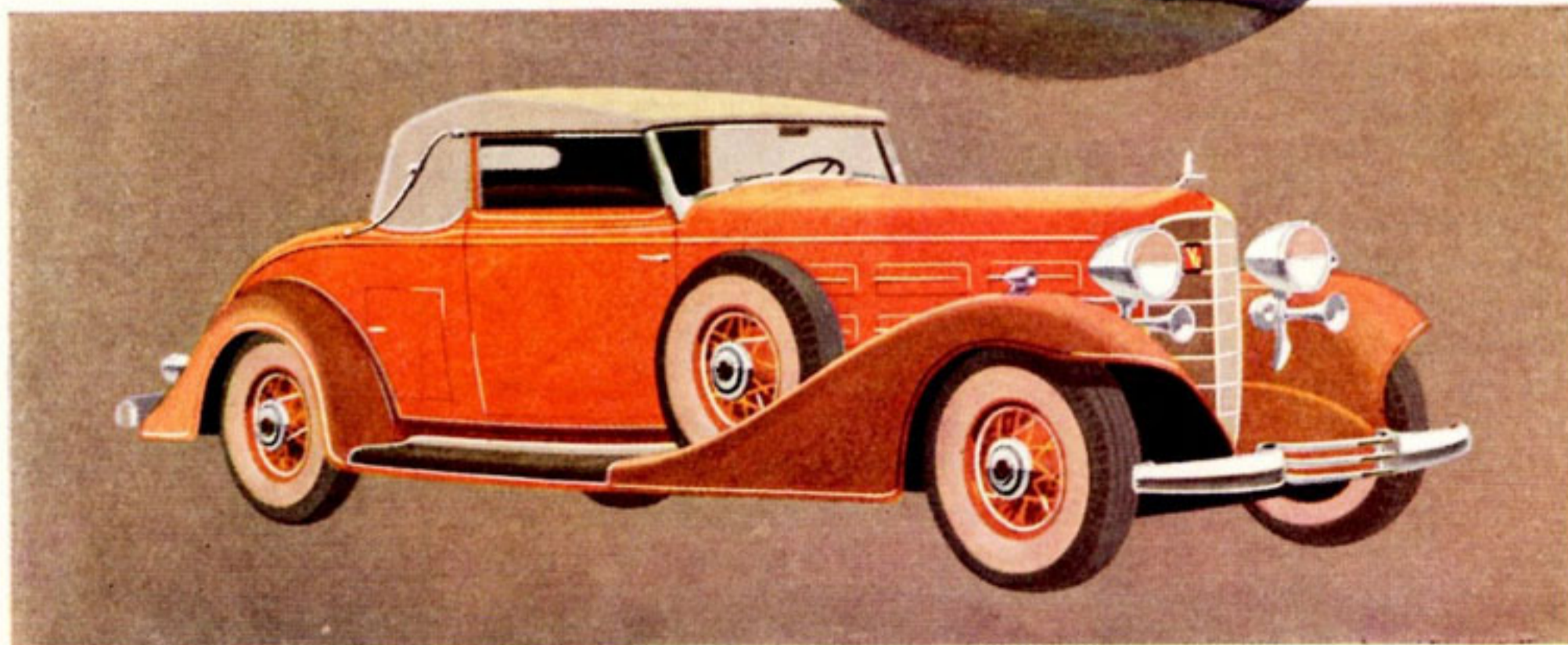
LEADERSHIP RESTS ON ACHIEVEMENT

Cadillac WAS
first TO USE THE 90 DEGREE
V-TYPE ENGINE

Nowhere has Cadillac's leadership been more consistently maintained than in the design and construction of its engines. . . . Nineteen years ago, Cadillac committed itself to the V-type engine principle by introducing the first 90-degree V-type power plant ever used in an automobile. During all the years since, Cadillac has held to this principle without a single interruption—and has become, by virtue of this experience, the acknowledged authority on the V-type engine. . . . This fact becomes of the utmost significance when it is recalled that engines with more than eight cylinders are impractical with any other design. Thus, in the multi-cylinder field, Cadillac obviously stands alone in its ability to design and construct power plants. . . . You sense this leadership the moment you drive a modern Cadillac or LaSalle. For in no other cars are the engines so smooth, so quiet, or so generally satisfactory in their performance. LaSalle list prices begin at \$2245, Cadillac at \$2695, f. o. b. Detroit. Liberal G. M. A. C. terms may be arranged on any model.



MARCO POLO
OF VENICE -
FAMOUS TRAVELER
AND EXPLORER



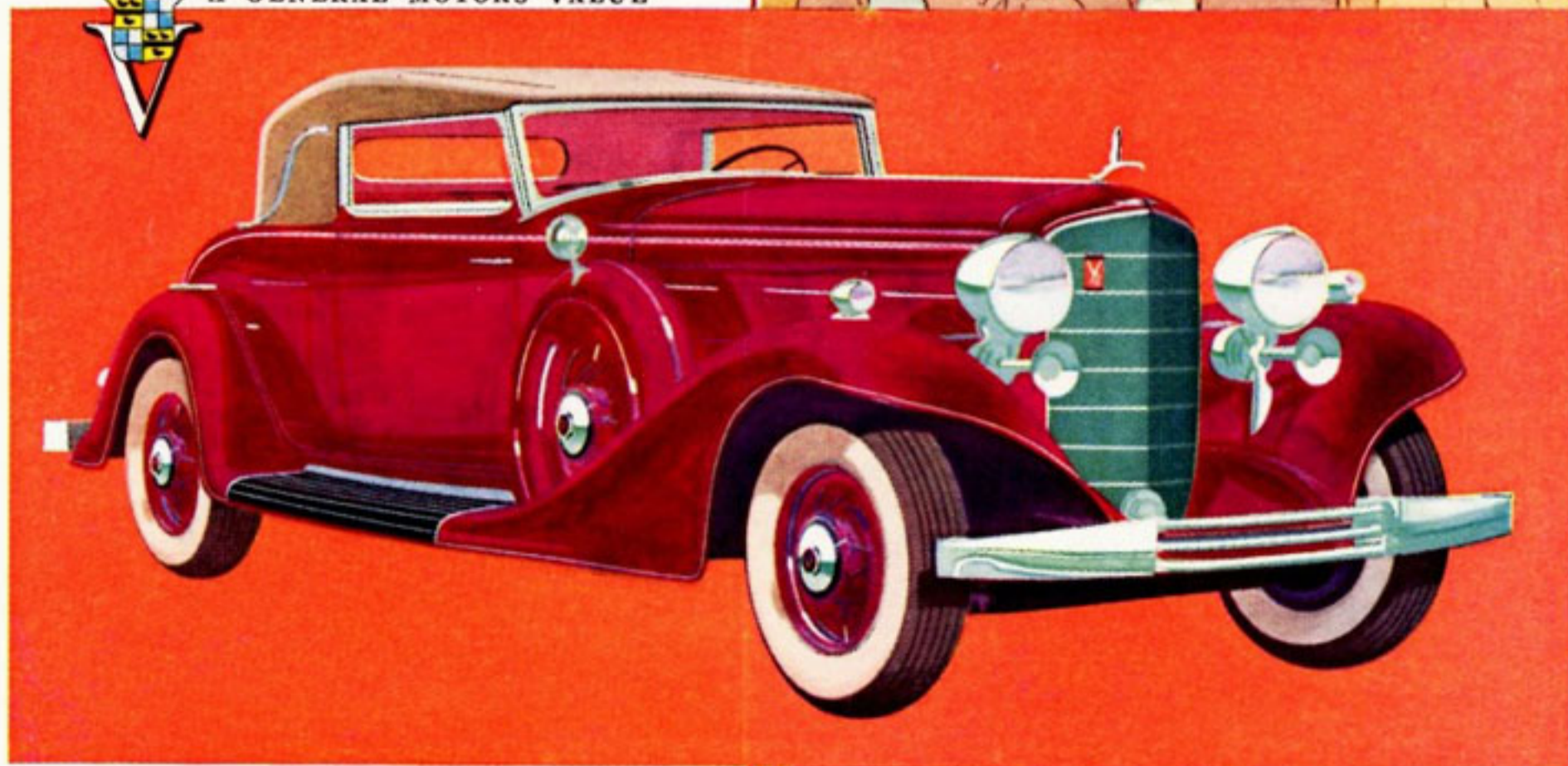
CADILLAC V-12 CONVERTIBLE COUPE . . . A GENERAL MOTORS VALUE

*I*T IS doubtful whether the standard which Cadillac has set for itself has ever been quite so far removed from the contemporary as it is today. . . . For this, there is logical explanation. Cadillac, with the aid and the inspiration of General Motors, has used the past three years to make the very greatest advancements in its history. Centering around the origination and perfection of the 16-cylinder V-type motor, this progress has embraced every car in the Cadillac family—and has affected every phase of chassis and body. At the normal pace of advancement, we could not logically have expected today's Cadillacs before 1935. . . . The public has been quick to sense this, and Cadillac's share of the fine-car response has gone progressively upward, with scarcely a pause. . . . Such, of course, might be expected—for people who choose from Cadillac's field are people of discrimination, and buy their cars for genuine merit and basic evaluation. . . . Your dealer will gladly acquaint you with the three new Cadillacs—the new V-8, the new V-12 and the magnificent V-16—the last now limited in production to 400 cars for 1933.

Cadillac list prices begin at \$2695, f. o. b. Detroit. Thirty-two Fisher and Fleetwood body types. Convenient G. M. A. C. terms may be utilized.




A GENERAL MOTORS VALUE



CADILLAC

LEADERSHIP RESTS ON ACHIEVEMENT

Cadillac WAS FIRST WITH SYNCRO - MESH TRANSMISSION

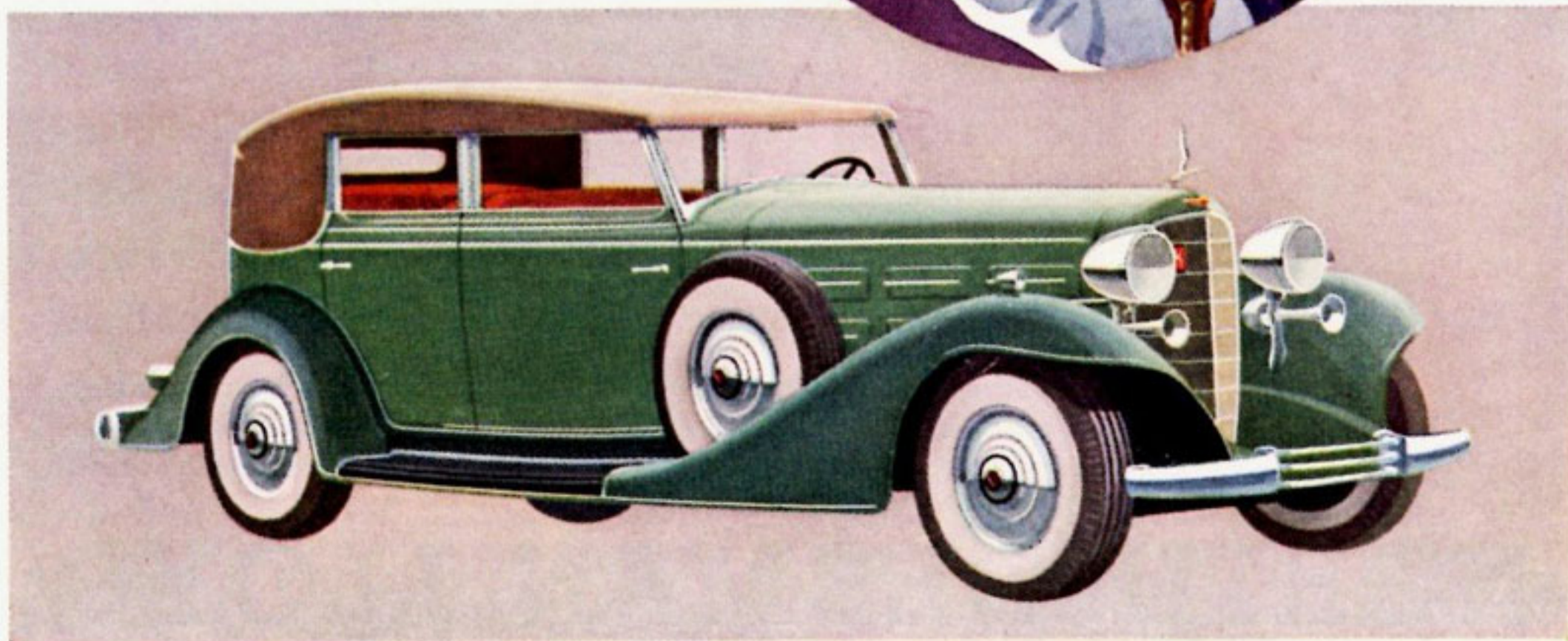
 It was a significant day, indeed, when the Cadillac Motor Car Company announced that it had perfected a non-clashing transmission—one that would enable the driver to shift without reducing his speed, and without noise or grinding of gears! . . . This great advancement, called then and now the Syncro-Mesh Transmission, has resulted in a complete transformation of the act of gear-shifting—and made motoring infinitely safer and more enjoyable. . . . The same spirit of pioneering which enabled Cadillac to produce the Syncro-Mesh Transmission is kept endlessly alive in the Cadillac laboratories, and is evident everywhere in the new Cadillacs and LaSalles. In fact, among many other advancements, these new cars reveal an improvement in the transmission itself, for the Cadillac-LaSalle Syncro-Mesh is now silent in operation in *all* forward speeds—low, second and high. . . . This constant pioneering has caused many persons to hold to Cadillac and LaSalle during year after year without so much as considering the purchase of other cars—for they know that every practical advancement will be given them in these two distinguished creations. . . . Your Cadillac-LaSalle dealer will gladly acquaint you with today's Cadillacs and LaSalles—now, as always, foremost examples of the finest automotive craftsmanship. LaSalle list prices start at \$2245, Cadillac at \$2695, f. o. b. Detroit.



The Syncro-Mesh Transmission, one of the great developments in the history of the automobile, was introduced by Cadillac in August, 1928. It was, and is, a marked example of Cadillac's leadership in the fundamental advancement of the motor car



MAGELLAN.
FIRST TO
CIRCUMNAVIGATE
THE GLOBE



THE CADILLAC V-12 ALL-WEATHER PHAETON