



STANDARD OF THE WORLD

*Comparison gives first honor  
to the three great*  
CADILLACS

It is always wise, in buying anything as important as a motor car, to make a thoroughgoing comparison between all the cars in the field. Cadillac invites such comparisons, knowing full well what the outcome will be. Even when the comparison is a casual one, Cadillac is accustomed to being awarded first place in beauty of exterior and in richness of interior treatment. And when a study of relative merits includes performance trials, Cadillac's superiority is more than ever evident; for there is no car produced today which is powered by the equal of Cadillac's eight, twelve and sixteen cylinder engines. Let us suggest that, when you are planning to purchase a car, you make Cadillac—"Standard of the World"—the basis of your comparisons. Cadillac prices range from \$2795, f. o. b. Detroit.

CADILLAC

*V*<sub>8</sub>  
<sub>12</sub>  
<sub>16</sub>



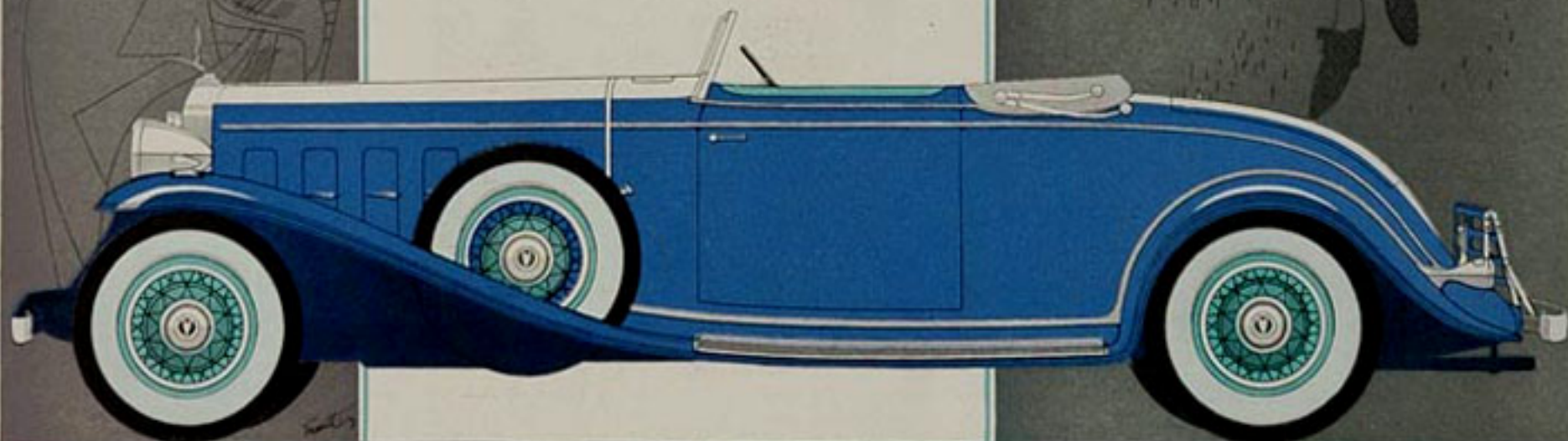
*The Cadillac V-12 Five-Passenger Town Sedan*  
Product of General Motors

Standard  of the World

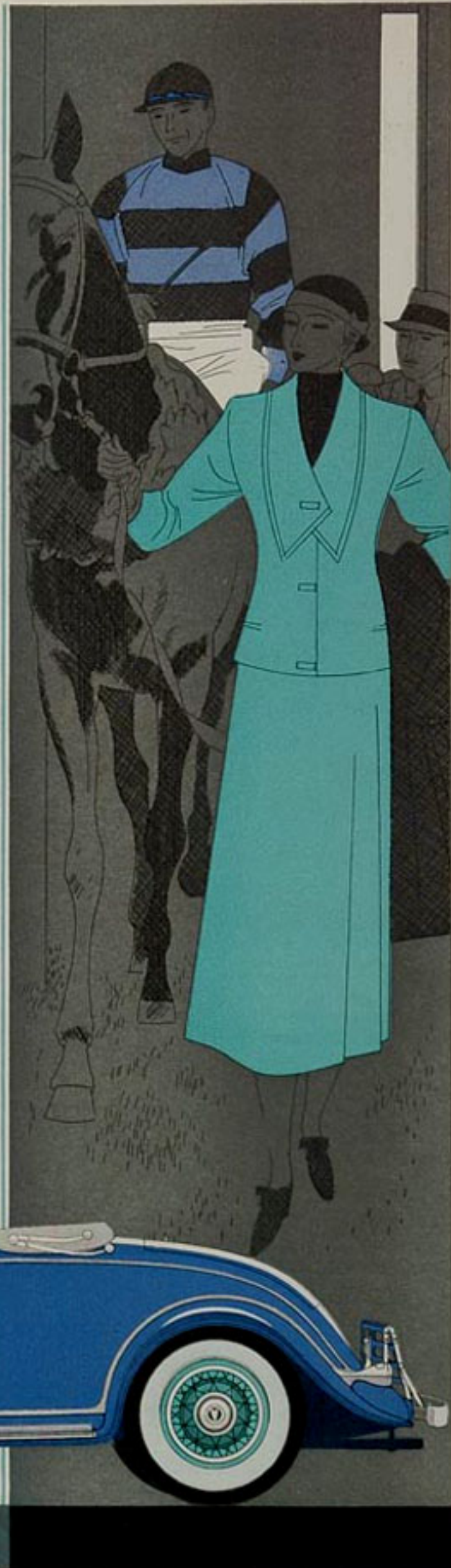
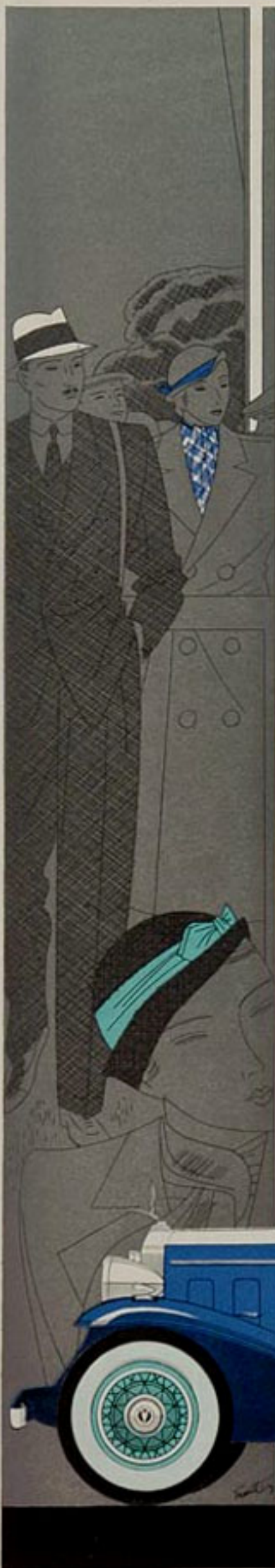
*Your motor car reflects  
your Discrimination*

In modern life, it has become almost axiomatic that the measure of a man is his motor car. For, wittingly or unwittingly, we are all prone to judge even our acquaintances by the cars they drive. It is indeed fortunate, then, that there is one car whose possession reflects a keen sense of discrimination on the part of its owners. That car, of course, is Cadillac. Cadillac first won the favor of an exacting clientele many years ago when names meant nothing and merit had to be proved. Since then, Cadillac quality has been so jealously guarded and so consistently enhanced that today the Cadillac name is the symbol of all that is fine in motoring. When you own a Cadillac, no one can ever question the wisdom of your selection, for your choice of a Cadillac bears witness to your discrimination. Cadillac prices range from \$2795, f. o. b. Detroit.

CADILLAC  
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The Cadillac 4-9 Convertible Coupe



*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. You are cordially invited to verify this at your Cadillac-LaSalle dealer's—today. LaSalle prices range from \$2395, Cadillac from \$2795, f.o.b. Detroit.



CADILLAC

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*The V-16 Seven-Passenger Sedan with DeLuxe Equipment*