

the 28th year of Cadillac triumphs

To our patrons and friends

this announcement and presentation of the

NEW CADILLAC
NEW LA SALLE
NEW FLEETWOOD
has utmost significance

Due to notable improvements and refinements
in these magnificent cars and to a

Distinctly Lower Range of Prices on All Body Styles

Cadillac's records year by year are at once an inspiration and a standing challenge to Cadillac executives, engineers and designers. Each year calls for greater effort. For obviously it is more difficult to improve very fine cars—than those less highly developed. Last year's Cadillacs, LaSalle's and Fleetwoods, with their fundamental improvements, leaped years ahead of the best current practice in mechanical construction and body design. But Cadillac determined to surpass them with this year's models—and has succeeded. Not merely with minor variations and refinements—but with basic advances both in mechanism and appearance. These improvements, so marked and so evident, cannot fail to convince you that Cadillac again has set the pace—has again widened the margin of leadership.

There is another announcement, equally

important, and especially significant when coupled with the presentation of these 50 new and distinctive models.

Prices have been lowered on all body types. This is the logical sequence to greater economies in production, which public demand has made possible.

And you, as a car owner, profit by this prosperity of the Cadillac Company. You receive your dividend of values immediately in the notable improvements *provided at still lower prices*. These new quotations are not merely lower prices "f. o. b. Detroit", but are actual and material reductions in delivered prices.

A representative showing of these new models is ready for your inspection. We cordially invite you to be present, if only to set up in your own mind the new standards of investment value which these cars create.

CADILLAC MOTOR CAR COMPANY

Evanston Branch

1810 RIDGE AVENUE

Highland Park Branch

108 No. FIRST STREET

SEE THESE GREATER VALUES NOW ON DISPLAY