

The New Cadillac emerges triumphant in every contrast

Paraphrasing Kipling:—"A Six is a Six and an Eight is an Eight, and never these twain shall meet."

You cannot get Six riding and driving qualities in a Four; nor Eight riding and driving qualities in a Six.

Nor, by the same token, can you secure Cadillac Eight riding and driving qualities in any other car but the new 90-degree Cadillac.

Is this mere say-so or braggadocio?

As you well know, Cadillac has never indulged in either.

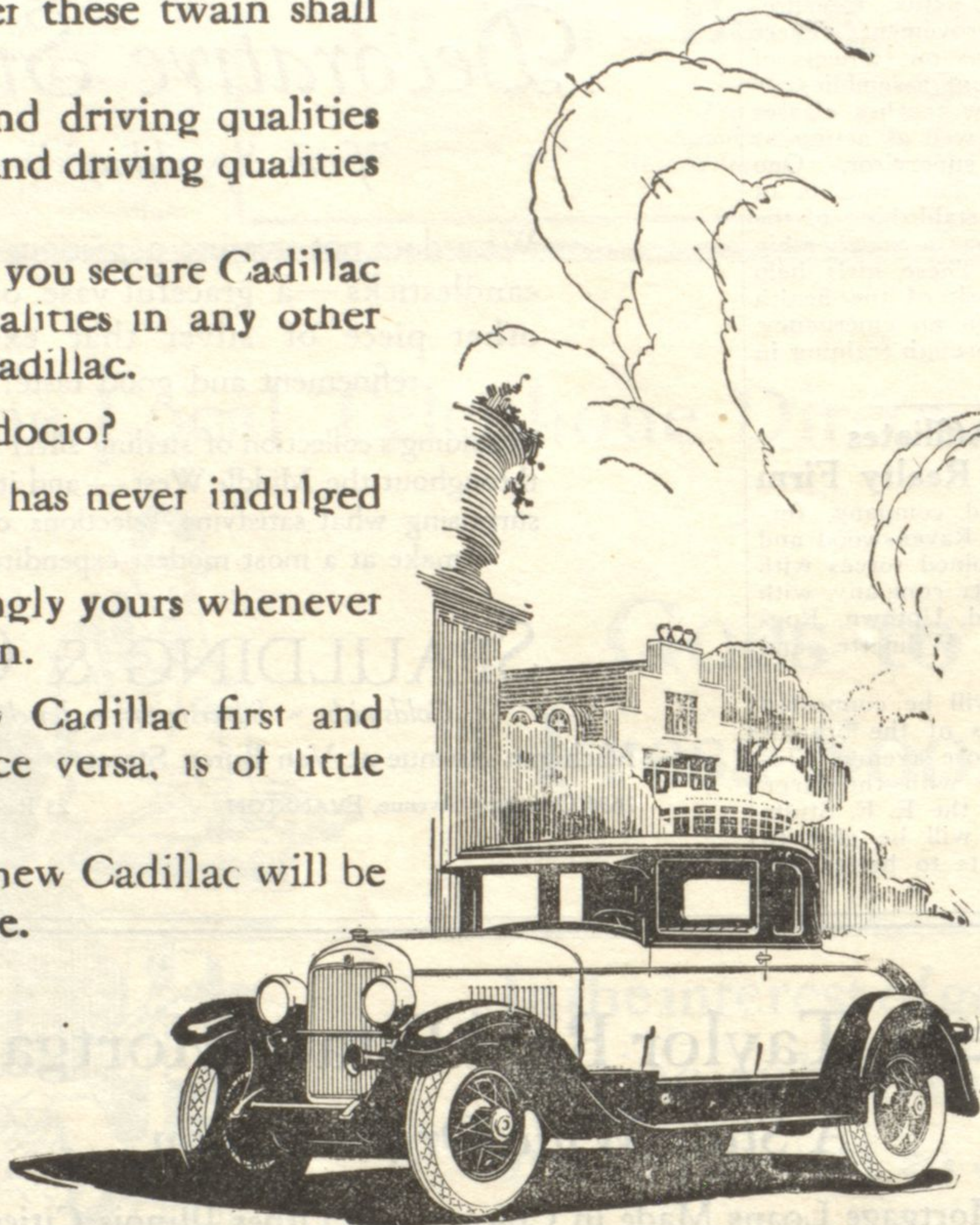
The evidence is overwhelmingly yours whenever you care to make comparison.

Whether you drive the new Cadillac first and the others afterward, or vice versa, is of little consequence.

The contrast in favor of the new Cadillac will be equally striking in either case.

Prices range from \$2995 for the Brougham to \$4485 for the Custom Imperial. F. O. B. Detroit. Tax to be added.

General Motors' own time payment plan (GMAC) furnishes purchasers with the most economical way of buying a Cadillac on time.



New 90 degree

C A D I L L A C

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