



CADILLAC's program of 50 Body Styles and Types in 500 Color and Upholstery Combinations was the first genuinely new note in motor cars in five years. It made the motor car once again a thing of personal pride and individual distinction.

But color and body variety are not the only new and finer elements in

*All eyes are
focusing on the
great new*

CADILLAC

Priced from \$2995 upward, f. o. b. Detroit

this new Cadillac. In every performance detail; in speed and power; in value and dependability it surpasses any former Cadillac.

Proof of this is found in the fact that the demand for the new 90-degree, eight-cylinder Cadillac is far greater than that of all other cars at its price, or over, put together.

NEW 90 DEGREE

CADILLAC

DIVISION OF GENERAL



MOTORS CORPORATION