



EXPRESSING a fresh flowering of genius in motor car design, the New Cadillac is the very spirit of fleetness, poise, power and luxury, caught in lines that reveal no compromise with the past. Built upon a highly developed chassis and powered by the proven 90-degree, V-type, eight-cylinder engine, its

performance and riding qualities are nothing less than a revelation. Here, in truth, is a combination of excellence that exceeds anything hitherto offered in the fine car field—a fact that is impressively emphasized by the sales of the new Cadillac which already exceed sixty per cent of all cars in its price class.

More than 50 exclusive body styles by Fisher and Fisher-Fleetwood

CADILLAC

A NOTABLE PRODUCT OF GENERAL MOTORS