



## *The Truly Economical Car*

CADILLAC is the most economical of high-grade cars because Cadillac fine manufacturing renders repair and upkeep almost nil and operating costs exceedingly low . . . In what it gives you in value received no car—excepting La Salle, the companion car to Cadillac—can possibly equal it for none other has the magnificent manufacturing facilities and the years of close-measurement experience, combined with such a vast volume of high-grade buyers . . . The truly economical car is a car like the Cadillac which keeps on indefinitely rendering almost perfect service at a minimum of expense . . . In downright beauty—in quality which stands out unmistakably and speaks for itself—there is nothing, of course, to compare with Cadillac . . . General Motors, Cadillac, Fisher Body and Fleetwood—these superlative sources give Cadillac an advantage which cannot be overtaken and the like of which exists nowhere else in the world.

# CADILLAC

PRODUCT OF GENERAL MOTORS

