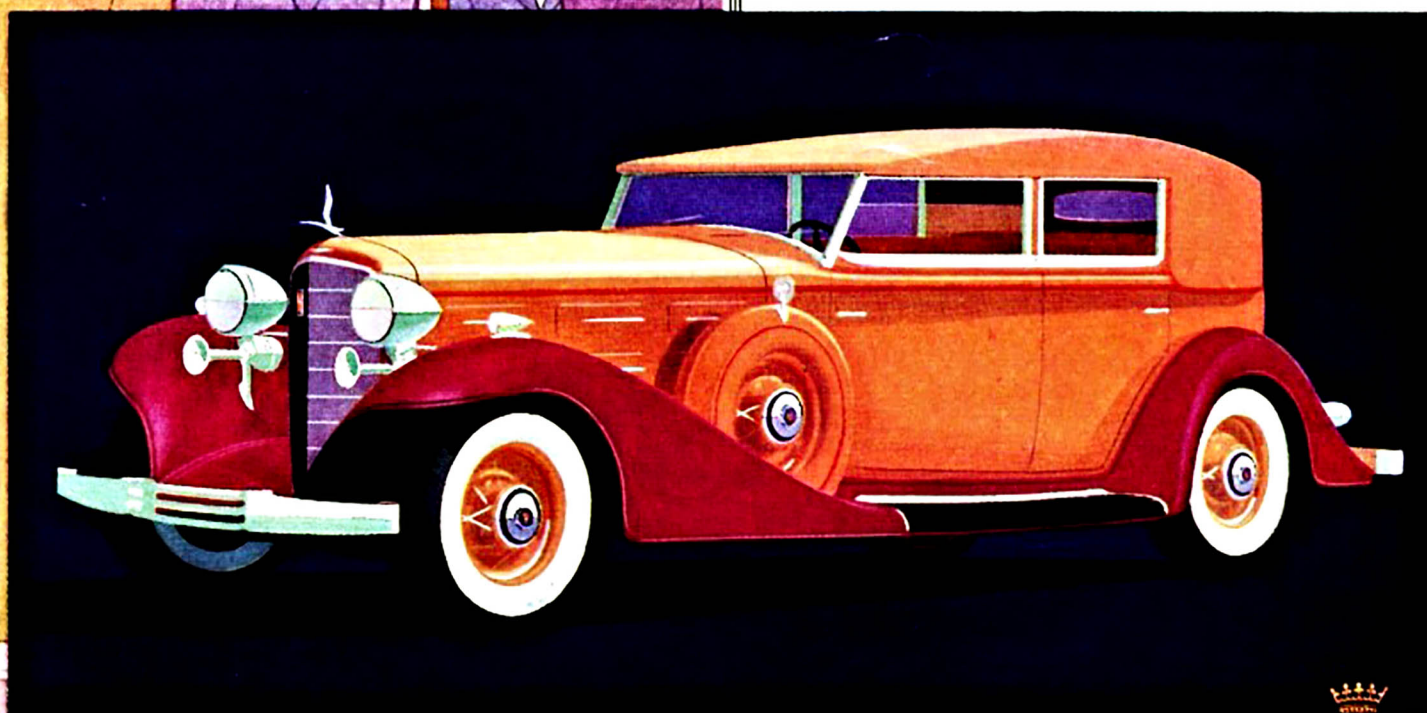


JUST as certain types of habiliment are made practically obligatory by the occasion, so does the event of unquestioned refinement dictate a motor car of unquestioned prestige. . . . For years, it has been Cadillac's privilege to build for the select occasions of American society a motor car eminently befitting the need. Indeed, it is doubtful if any commercial commodity is more eloquent of its owner's position in life than a Cadillac automobile. . . . Such prestige, of course, can be born of one thing only—a well-nigh universal agreement that Cadillac cars represent the highest attainable perfection in every phase of their excellence. And this agreement, in turn, has likewise grown from a single circumstance—a long period of undeviating adherence to the highest ideals in design and manufacture. . . . You see, undoubtedly, the finest exemplification of this in the three magnificent motor cars which now bear the Cadillac crest: the new V-8, the new V-12, and the incomparable V-16—the last now limited in its production to 400 cars for 1933. Here, surely, are the superb creations of motordom—not only in what they *are* and *do*, but in the general impression of elegance they impart to any surroundings in which they find themselves. . . . Please feel free to accept a demonstration from your Cadillac dealer—for he will be more than glad to acquaint you with these magnificent cars, regardless of the degree of your interest. Cadillac list prices begin at \$2695, f.o.b. Detroit.



CADILLAC



GENERAL MOTORS VALUES