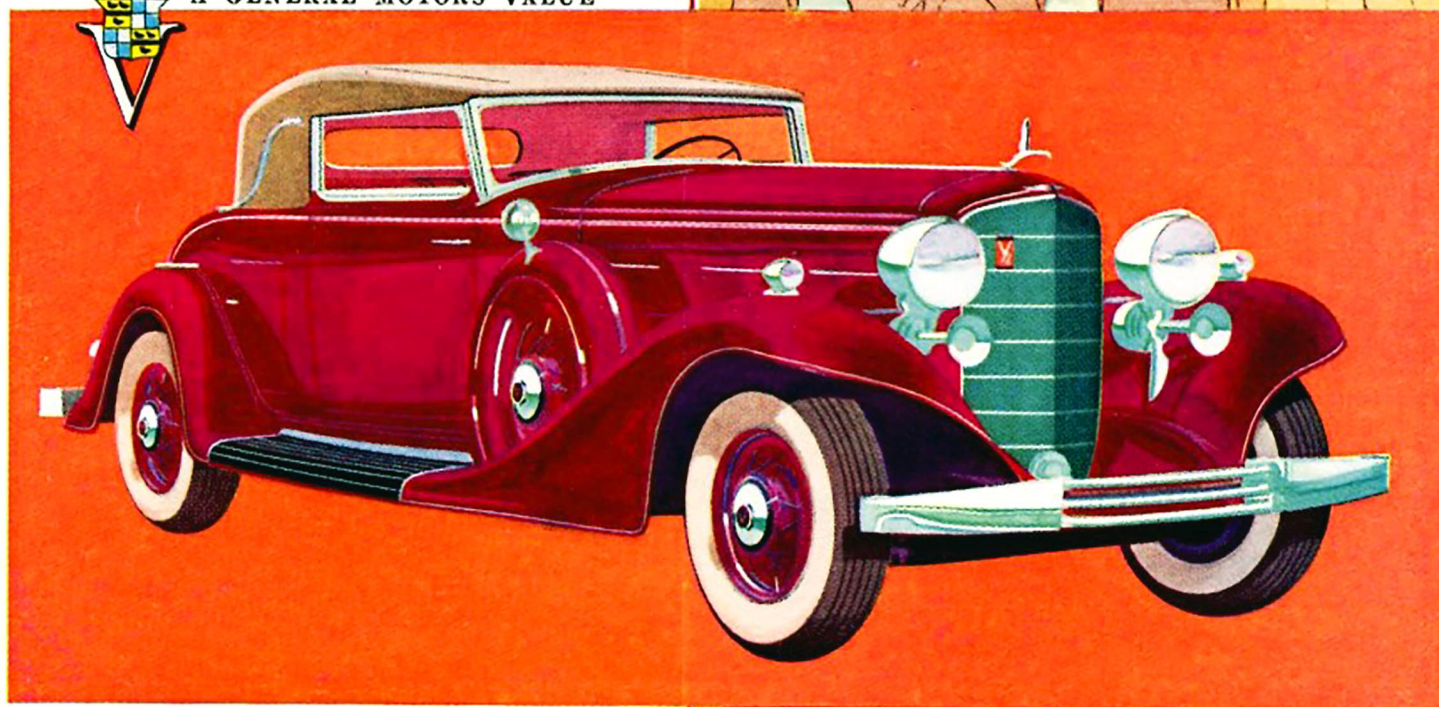


*I*T IS doubtful whether the standard which Cadillac has set for itself has ever been quite so far removed from the contemporary as it is today. . . . For this, there is logical explanation. Cadillac, with the aid and the inspiration of General Motors, has used the past three years to make the very greatest advancements in its history. Centering around the origination and perfection of the 16-cylinder V-type motor, this progress has embraced every car in the Cadillac family—and has affected every phase of chassis and body. At the normal pace of advancement, we could not logically have expected today's Cadillacs before 1935. . . . The public has been quick to sense this, and Cadillac's share of the fine-car response has gone progressively upward, with scarcely a pause. . . . Such, of course, might be expected—for people who choose from Cadillac's field are people of discrimination, and buy their cars for genuine merit and basic evaluation. . . . Your dealer will gladly acquaint you with the three new Cadillacs—the new V-8, the new V-12 and the magnificent V-16—the last now limited in production to 400 cars for 1933.

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