

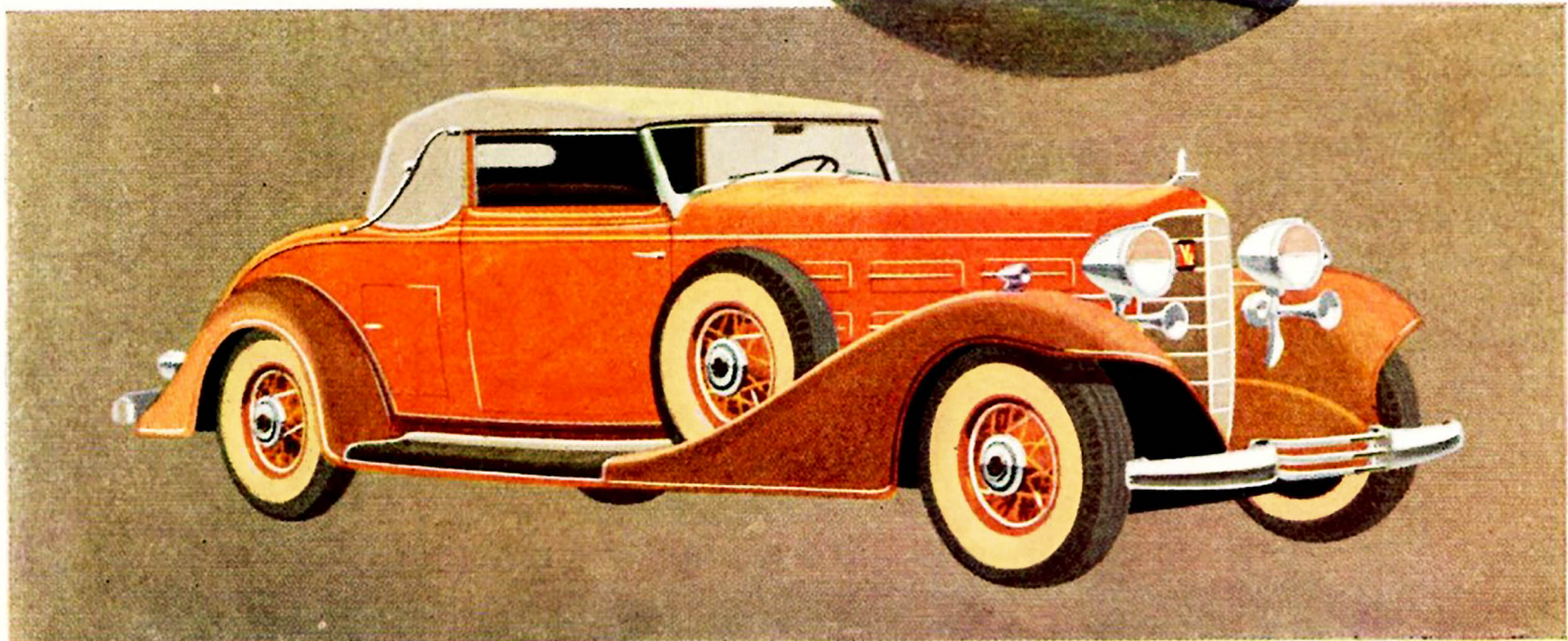
LEADERSHIP RESTS ON ACHIEVEMENT

Cadillac WAS
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V-TYPE ENGINE

Nowhere has Cadillac's leadership been more consistently maintained than in the design and construction of its engines. . . . Nineteen years ago, Cadillac committed itself to the V-type engine principle by introducing the first 90-degree V-type power plant ever used in an automobile. During all the years since, Cadillac has held to this principle without a single interruption—and has become, by virtue of this experience, the acknowledged authority on the V-type engine. . . . This fact becomes of the utmost significance when it is recalled that engines with more than eight cylinders are impractical with any other design. Thus, in the multi-cylinder field, Cadillac obviously stands alone in its ability to design and construct power plants. . . . You sense this leadership the moment you drive a modern Cadillac or La Salle. For in no other cars are the engines so smooth, so quiet, or so generally satisfactory in their performance. La Salle list prices begin at \$2245, Cadillac at \$2695, f. o. b. Detroit. Liberal G. M. A. C. terms may be arranged on any model.



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