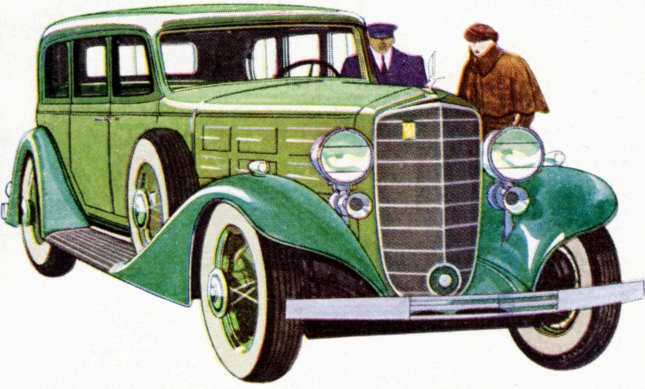
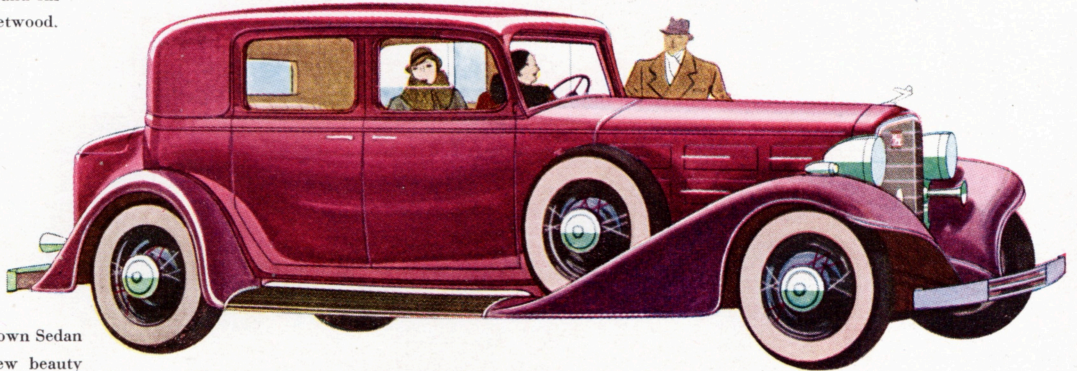


PRESENTING FOUR SUPERB NEW MOTOR CARS BY CADILLAC

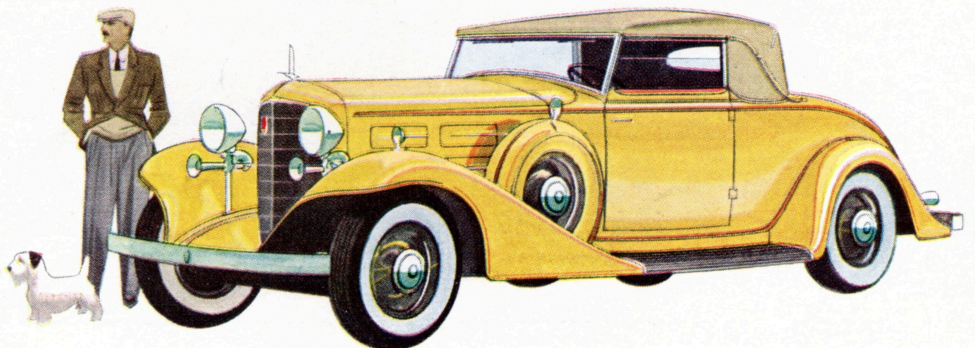


THE NEW Cadillac V-8 offers ten luxurious bodies by Fisher, and six custom creations from Fleetwood.



THIS NEW Cadillac V-12 Town Sedan epitomizes the engaging new beauty of Fisher and Fleetwood designing.

Today a brilliant new chapter is being written into the records of Cadillac's accomplishments—for today Cadillac is displaying four superb new motor cars. There is the new Cadillac V-16, strictly limited in production to 400 cars, custom-built to individual order. There are the new Cadillac V-8's and V-12's, more splendidly beautiful, more completely smooth and silent than they have ever been. Then there is the new La Salle V-8, strikingly modern in styling, thrillingly swift and powerful in action, motordom's youthful aristocrat. Each is a signal achievement in advanced engineering—each features eminently distinctive new coachcraft with Fisher's latest development, No-Draft Ventilation.



THIS DEBONAIR new La Salle Convertible Coupe reflects the unusual competence of its V-8 power plant.

CADILLAC V-8 • V-12 • V-16 • LA SALLE V-8