



* Incomparable!

The master violinist, desiring the supreme instrument of his art, chooses no more confidently than the man or woman desiring the finest motor car manufactured today. The one selects a Stradivarius; the other, a new Cadillac V-8, V-12 or V-16. The one obtains a mastery of musical tone that is without parallel; the other, a mastery of motoring pleasure that is likewise unique and individual. . . . If this seems, in any way, an exaggeration, the most casual inspection of the new Cadillacs and the briefest test of their abilities will convince you it is but a simple statement of truth. For these new Cadillacs, built to form the new standard of the world, oversweep Cadillac's traditional margin of superiority and attain a leadership that will amaze and delight you. . . . Their beauty is the complete embodiment of their designer's art—unrestricted by any limits as to cost. Their performance so far transcends anything you have known that even long trips will find you reluctant to surrender the wheel. Their comfort, their ease of control, their safety, all unite to produce that *complete enjoyment* which makes Cadillac the supreme instrument of luxurious motoring! . . . Won't you promise yourself, now, to examine and ride in these new cars? You'll find but one word with which to describe them. They are simply *incomparable!*

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