



HOW MUCH DOES A CADILLAC COST? *Take a guess —and then check it with your authorized Cadillac dealer. Odds are you'll have guessed too high—for a Cadillac can be remarkably modest in cost. And this is one year you ought to be sure—for the 1963 "car of cars" is simply too beautiful and too fine to miss because of a misunderstanding about price. Better pay your authorized Cadillac dealer a visit soon—and learn firsthand why more motorists than ever have moved up to the Cadillac car this year. What are you doing tomorrow?*



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