

WHEN CHAUFFEURS TALK OF CADILLACS, the talk is all good. For few men have the opportunity for such firsthand knowledge of fine cars—or for such constant appraisal of motor car quality. And this year these men, like everyone who sits at its wheel, have formed a special affection for the 1963 Cadillac. Its new performance, its new luxury, and its new beauty make this the most pleasure-provoking automobile of all time. See your authorized dealer and the new Cadillac car. You won't need a chauffeur. Taking the wheel yourself is nine points of the pleasure.

