

*Presenting a New*

# CADILLAC

## America's Greatest Motoring Gift to the World

THE past twenty-five years have witnessed the advent of the motor car, the radio, the trans-oceanic telephone, the aeroplane, the moving picture, and a score of other North American contributions to the world's well-being. Cadillac has contributed its modest share to this galaxy of gifts advancing the comfort, convenience and happiness of mankind, by dedicating all of its resources to the higher and higher refinement of motor car manufacture. Never, however, has Cadillac or any other company even approximated the perfection of performance and the breath-taking beauty which will be apparent at a single glance and revealed by a single ride in this new Cadillac. New it is, in every essential sense—new in design, new in construction, new in performance ability, new in comfort—though following the same assured manufacturing procedure which has characterized all of the V-type Cadillac cars which have gone before. It is new not only as that newness relates to previous Cadillacs, but new in attaining a measure

of aristocratic distinction no fine car has achieved before, in this or any other country. In an entirely different but equally distinctive way, this new Cadillac is as startlingly beautiful and eye-compelling as its companion car, the La Salle—establishing by its unique design a vogue which is neither American nor European, but fixes a new criterion of elegance for both. The matchless V-type engine has been carried far beyond its previous uttermost—the car throughout keeping step in power, responsiveness, luxurious riding ease, and security, with the increasingly progressive demands of this continent's most conservative and substantial clientele. Nothing like it in fine cars—nothing even remotely approximating the aristocratic design, richness of appearance and appointment of its more than 50 exclusive custom body styles by Fisher and Fisher-Fleetwood—has ever been seen, as your first view will instantly bear witness. Cadillac confidently and proudly awaits your approval of these new cars now on display at Cadillac dealers' showrooms.

*A Notable Product*



*of General Motors*

CADILLAC MOTOR CAR COMPANY OF CANADA, LIMITED

*Subsidiary of General Motors of Canada, Limited*

OSHAWA, CANADA

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