



Smart . . . swift . . .
safe . . .

Here in three simple words . . . stripped of all embellishment . . . is resented the open secret of the excellence of Cadillac. Whether they drive the spirited Cadillac-Fleetwood roadster or a more conservative closed model, men and women are above all else conscious of Cadillac's smartness . . . swiftness . . . and safety . . . Smart! . . . It is no simple matter to do justice to Cadillac's



beauty of line and color . . . a quiet beauty that pervades interior and exterior alike, extending to the minutest fitting. Smart! . . . You are conscious of a smooth, effortless flow of power the moment you take the wheel of

Cadillac



a V-16 Cadillac. And if the wheel be that of the great sixteen-cylinder Cadillac you immediately sense a type of performance that has hitherto lain outside your experience, and can, indeed, be enjoyed in no other car. Smart! . . . The security of Cadillac acts as a sedative . . . banishing every cause of anxiety. For not only is Cadillac easily and quickly controlled, but all Cadillacs are equipped with non-shutterable Security Plate Glass . . . a protection you should never be without. Cadillac Motor Car Company of Canada Limited, Subsidiary of General Motors of Canada, Limited, Oshawa, Ontario.