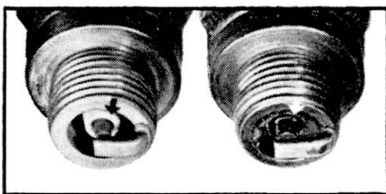




*Giving a Lift
to Cadillac's La Espada*

La Espada, Cadillac's brilliant experimental fibreglass sports convertible, is only 51.7 inches high and is powered by Cadillac's 230-hp V-8 engine, sparked by AC Spark Plugs, as every Cadillac has been for 40 years.

Your car's performance, too,
will soar with a new set of ACs



**ACs burn away
plug-fouling carbon deposits**

Unretouched photographs show how AC's extra-strong, patented insulation material permits AC to use longer, thinner, recessed insulator tips (see black arrow at left) which heat up rapidly to burn away oil and wet carbon deposits, which can interfere with performance when they form on ordinary short, thick types, as shown by white arrow at right.

The AC Spark Plugs which keep La Espada's performance as keen and flashing as its appearance are also available for *your* car. They have the wonderful AC self-cleaning patented insulator which maintains new car power and saves on fuel. ACs stay cleaner longer and this freedom from fouling enables them to keep on firing smoothly. This means easier starting, smoother acceleration and gas savings ranging up to one gallon in ten. Yes, the spark plug that sparks the engine of the sports car of tomorrow can be just as efficient in your car today! The next time you change plugs, ask the attendant to install ACs with the patented insulator which has made all other types outmoded.

AC SPARK PLUG DIVISION  GENERAL MOTORS CORPORATION

STANDARD FACTORY EQUIPMENT ON CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • GMC