

A Single Glance Tells the Story...



... when it reveals a gentleman and his lady in the company of a new Cadillac car. It tells you, for instance, that they are probably the kind of people you would enjoy knowing—for Cadillac owners, taking them by and large, are *fine* people, who have come to Cadillac out of their personal standards of taste and judgment. It tells you that they are likely to be people of character and substance—for

Cadillac owners represent the higher phases in almost every field of human endeavor. And it tells you of their practical wisdom—for Cadillac owners, in selecting the "car of cars", make the soundest investment in all motordom. Why not visit your dealer—spend an hour at the wheel—and discover for yourself the wonders of Cadillac ownership? He'll be happy to show you what a revealing picture *you* and *your* Cadillac would present!

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac

