

Cadillac



THE CADILLAC "V" AND CREST interpreted in Gold and Diamonds BY C. D. PEACOCK

*Unrivaled for
enduring worth!*

It is no secret, to be sure, that Cadillac stands alone in the brilliance of its styling . . . and the graciousness of its interiors . . . and the excellence of its performance. But there is another, less apparent measurement of Cadillac greatness that is equally real and equally rewarding: its unrivaled resale value. Year after year, Cadillac continues to realize for its owners a higher return on their original investments than any other motor car built in the land. And this is, we believe, the final compliment to Cadillac's leadership in craftsmanship and design. We hope you will visit your dealer soon—and let him explain why the move to Cadillac is as *logical* as it is *tempting*!

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION