

V-63

EXPECT GREAT THINGS
in the NEW CADILLAC

Even the superb quality which you have long associated with the name Cadillac is no adequate measure of the merits of the New V-63.

The simple truth is that Cadillac has advanced its own standards and achieved, in this car, heights of quality which are strictly *new*.

Your attention is directed, particularly, to these three elements:—

The New Cadillac V-Type 90°, 8-cylinder engine—harmonized and balanced by entirely new principles of design to a degree of smoothness unapproached in automotive manufacture.

New Body Styles—destined by their graceful, symmetrical design, distinctive

finish and exquisite appointments, to be the center of admiration in any company.

Cadillac 4 Wheel Brakes—a safety factor developed with the care and thoroughness characteristic of Cadillac engineering.

New delights await you also in enhanced dependability, ease of control, riding restfulness and, indeed, in every phase of car performance.

It is entirely logical that Cadillac, pioneer leader of eight-cylinder manufacture in America, should now raise multi-cylinder practice to an even higher pitch of excellence.

This is exactly what has happened in the New V-63, and Cadillac urges you to approach this fine car with *great expectations*.

Fairmont Garage Company
Fairmont, N. C.

V. TYPE EIGHT CYLINDER ENGINE
CADILLAC



STANDARD OF THE WORLD