

## In First Cost and After Cost, the World's Greatest Motor Car Value

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The Cadillac has always stood, and stands now, the world over, in a class all its own.

In Europe-England especially-no other American car is ever mentioned, or even considered, in comparison with the

And in America, you know the overwhelming preference in which it is held by owner and non-owner alike.
And yet, strangely enough, those cars which strive for com parison with the Cadillac have always been, and are nem higher in price.

So there is a double sense-a greater and a lesser sense-in which the Cadillac is clearly the most notable motor car value in the world today

The greater value of the Cadillac-on which its reputation ests-is its superior performance, and that immunity from the need of constant tinkering, adjustment, overhauling and repair which renders it unique among motor cars in economy.

This is the true value-test beside which the lower first price the Cadillac owner enjoys is of little or no consequence.
Nevertheless, it is pleasant for the Cadillac owner to know that in first cost, as well as after cost, he enjoys the greatest motor car value in the world today.


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C A D I L L A C

