

## Cadillac

„Die Überlegenheit, die ihn zum Standard-Wagen der Welt machte, ist heute begründeter denn je“

## Cadillac

“The supremacy which made it standard of the world is now more pronounced than ever”

## Buick

„Und sollte es einmal bessere Wagen geben, dann wird Buick sie bauen“

Ein anderes Schlagwort:  
„Hollywood, das Schöpfungsland des guten Stiles, wählte den Buick“

(Außerhalb Amerikas wird der Inhalt dieses Schlagwortes stark angezweifelt werden.)

## Buick

“When better automobiles are built — Buick will build them”  
Another slogan:

“Hollywood — Creator of style — chooses Buick for its own”

(Outside of America the contents of this slogan will be very much doubted in any case.)



*The supremacy which made it  
STANDARD OF THE WORLD  
is now More Pronounced than ever*

Today, the supremacy which has so long made Cadillac the Standard of the World is more pronounced than ever. . . . In the past, people have been drawn to Cadillac for extremely definite reasons. Take, for instance, the matter of comfort. For years, every search for the utmost in comfort has led to Cadillac. And this is precisely the case today—for there is now a greater difference than ever between comfort in a Cadillac and in any other car. Cadillac's new front-end construction results in such a ride that only a demonstration can reveal how

wonderful it is. . . . In the past, every search for finest performance has, likewise, terminated with Cadillac. The same is true today. In fact, Cadillac has actually widened the spread between its own performance and that of other cars. . . . Too, every search for a car to be

proud of has led to Cadillac. Today, Cadillac prestige is at its highest—for the Cadillac family is headed by what is unquestionably the car of cars—the magnificent V-16. Yet, Cadillac has narrowed the difference in cost between itself and other cars. The new V-8, for instance, now sells for only \$2395, at Detroit—the lowest price at which a Cadillac closed car was ever offered. . . . Your Cadillac dealer awaits the opportunity to prove to you that this splendid new V-8, at this new price, is the greatest value ever offered in a fine motor car.

## C A D I L L A C

Priced from \$2395 f.o.b. Detroit



IF THIS BE MAGIC MAKE THE MOST OF IT

PIERCE ARROW

There is something magical which can be explained in simple mechanical terms about the smooth response of the new Pierce-Arrow to any driver's needs. And there's a very satisfying magic in its unsurpassed riding com-

To suggest that you measure both by actual time, it's new Pierce-Arrow is waiting... until you drive it!



Hollywood—Creator of Style—  
Chooses BUICK for Its Own

In brilliant Hollywood, where picture directors and stars create the styles for a nation—Buick plays the star style part. A world once built by Buick now looks to Hollywood, and there Buick is the favored car. In production after production, for the big pictures of the past, Buick is chosen. . . . just as it is chosen by those who value the prestige of modish modern design. You have ever known or heard of Buick and continue to do so. . . . of Buick quality and dependability. . . . luxury, performance and

economy. . . . is now surprised. To see Buick riding in on from your very open atmosphere, sparkling style. To drive it is to greatly prize combustion, for unexpected performances and to super the surprise, dash and elegance of the newest automatic operating features. To ride in the front of all the economy. To know the beauty of all the styling. To know the beauties of Buick's four popular price groups: \$795 to

\$1175. See prices at Your Michigan Buick agent or change without notice. Special equipment extra. Assembly G. M. A. C. terms

795

WHEN BETTER AUTOMOBILES ARE BUILT—BUICK WILL BUILD THEM



1936 SUGGESTION

LOOK AT ALL FOUR

With model-builders' imagination, for a moment, the popular place of number three car manufacturer.  
But "the four" in this case are of four distinct, and the most popular, types. And each offers something you have never imagined in a car.  
All four have fine Buicks, with their power of the older, conventional, television-style eight-cylinder.  
All four have the integrity of manufacture which is part and parcel of Buick that since enough in the very words from which these are seen.  
All four have the extraordinary, year-round cycle which makes them the most comfortable cars.  
And all four have the incomparably soft and of class driving advantages which include the solid chassis, independent spring, soft air suspension, smooth ride, quietness, and noiseless running.  
The only difference between four cars are in their equipment and in the fact that one will cost considerably more than a range of others that anyone could afford to buy a Buick—and yet one need not go beyond a Buick to find driving performance in spacious quarters, luxury or beauty.

We invite what your imagination, therefore, take this 100 suggestion. "Look at All Four."

BUICK  
FIRST OF THE GENERAL MOTORS CARS

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