



# Cadillac



*The word for it is... "Masterful!"*

"Superb" . . . "luxurious" . . . "beautiful" . . . "brilliant"—there are many words that might be used to describe the illustrious new 1962 Cadillac car.

But if we were to select from the Cadillac vocabulary the one word that most completely captures the essence of this latest "car of cars"—we would choose "masterful".

For here is a motor car that has already established its mastery in everything that makes an automobile good and desirable.

In appearance, it is clearly a masterpiece—graceful, clean-lined and elegant.

In performance, it is a revelation. Its new engine is a vast reservoir of silken power—and the car rides and handles with an almost instinctive ease and sureness.

In safety, it is in a class of its own—with a host of exclusive features, including new side cornering lights.

In craftsmanship, it is simply without rival. Every 1962 Cadillac will undergo

more than 1400 inspections to assure its quality and goodness.

On and on the list could go. But however lengthy, that list could never substitute for the experience of inspecting the car and driving it.

Your dealer will happily let you do both at any time.

Once you have, you'll understand why the word has gone out so quickly that this is the finest Cadillac ever.

VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER

**WILSON PONTIAC - CADILLAC, INC.**

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