



It has been rightly said that the only logical substitute for a new Cadillac motor car is a Cadillac of greater vintage, like the popular white 1961 coupe shown above.

With sales of the new 1963 Cadillac at an alltime high-an exciting world of used Cadillacs awaits you at your authorized dealer right now.

If you have long looked forward to ownership of the Standard of the World, we believe this is a most opportune time to achieve that dream.

Countless thousands of proud and happy owners will tell you that a well-cared-for used Cadillac is a sounder, longer-lasting investment than many new cars of less distinction.

In most dealers' current attractive selections of used Cadillacs you will find a wide choice of models, colors and equipment to economically provide you with the superb motoring luxury reserved for Cadillac owners alone.

Visit your dealer right now while his stock of Quality-Value used Cadillacs is at its finest.

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