

## Nert Best Thing to a New Road!

You must undersand, of course, that nothing in the moinhayy tal
-stretching so enticingly out into the open country, and all but beseeching you to come for $\mathbf{x}$ ride But under the happiest auspices, you will have to do much of your driving, for years to come, dird-
highways that leave something to be desired ? a th soill is sou rid th 1950 Cadillact
In recent years, Cadillac has carried out a tremendous program of rescarch and improvement to achieve a finer "rough-road" ride. The development work has covered steering, springs, shock absorbers, frame, wheels, tires,
shackles-and all the engineering problems involved.

In the 1950 Cadillas, this great prorgam has some to first, you get wonderfull balanee, The car "stays pur"
 - and you have a reassuring fecling
when the going's uncommonly rough. And your ride is amazingly lecel. You "float" over the
bumps and the depressions, ever so gently. Only a road bumps and the depressions, ever so gently. Only a road
so bad that it deserves condenning can make itself so bad that it deserves conder passengers.
obvious to either the driver or And, of course, the remarkable quietmess, of both body
and chassis, shows up most dramatically on the roughest roads. For quality tells its finest story when the pressure
and
is greatest. Why not come in and get acquainted with this
wonderful car? Wed be happy to see you any time.


## * Cadreac

ROSEBURG MOTOR COMPANY

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