



CADILLAC OWNERS DON'T ALWAYS AGREE about why they bought the car. A great many report that unexcelled craftsmanship and quality led them to the "car of cars". Others say the size and solidity of the car, its silence and smoothness in motion, convinced them to make the move. Still another group state their selection stemmed from the confidence and pride they experience at the wheel of a Cadillac. The reasons are legion. But there is one thing upon which all Cadillac owners unanimously agree: the new 1963 car is, in every way, the most rewarding possession a man can have.

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