



*Festival Offers
Photographic
Opportunities*

ONE EXAMPLE of the photographic opportunities offered by the Fall Festival was this scene captured last year by the Observer Newspaper's Chief photographer, Bob Wooding.

**Why
settle for
a car
when you
can own
a Cadillac?**

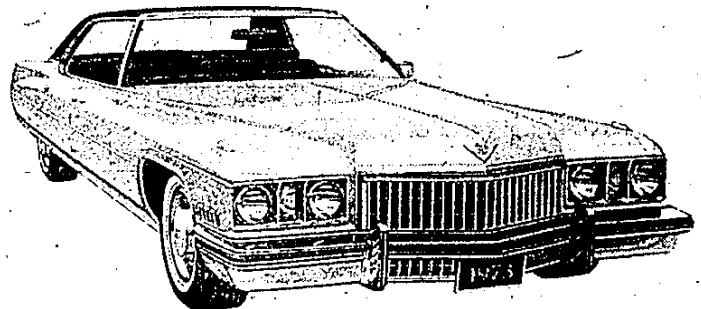
The facts are these:

Cadillac is winding up the greatest sales year in its history. Which means we now can afford to be especially generous on a '73 Cadillac for you. Further, your present car is probably worth more to us now than it ever will be again.

The conclusion:

It's a great time to buy the luxury leader. Not only because you'll probably end up paying little more than what you would for many lesser makes. But also because Cadillac is a consistently wise investment—with traditionally the highest resale of all U.S. car makes.

So why settle for a car . . . when you can own a Cadillac? Why go anywhere else when you can get a history-making buy from us?



**B EGLINGER-MASSEY
CADILLAC**

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When second best isn't good enough.