

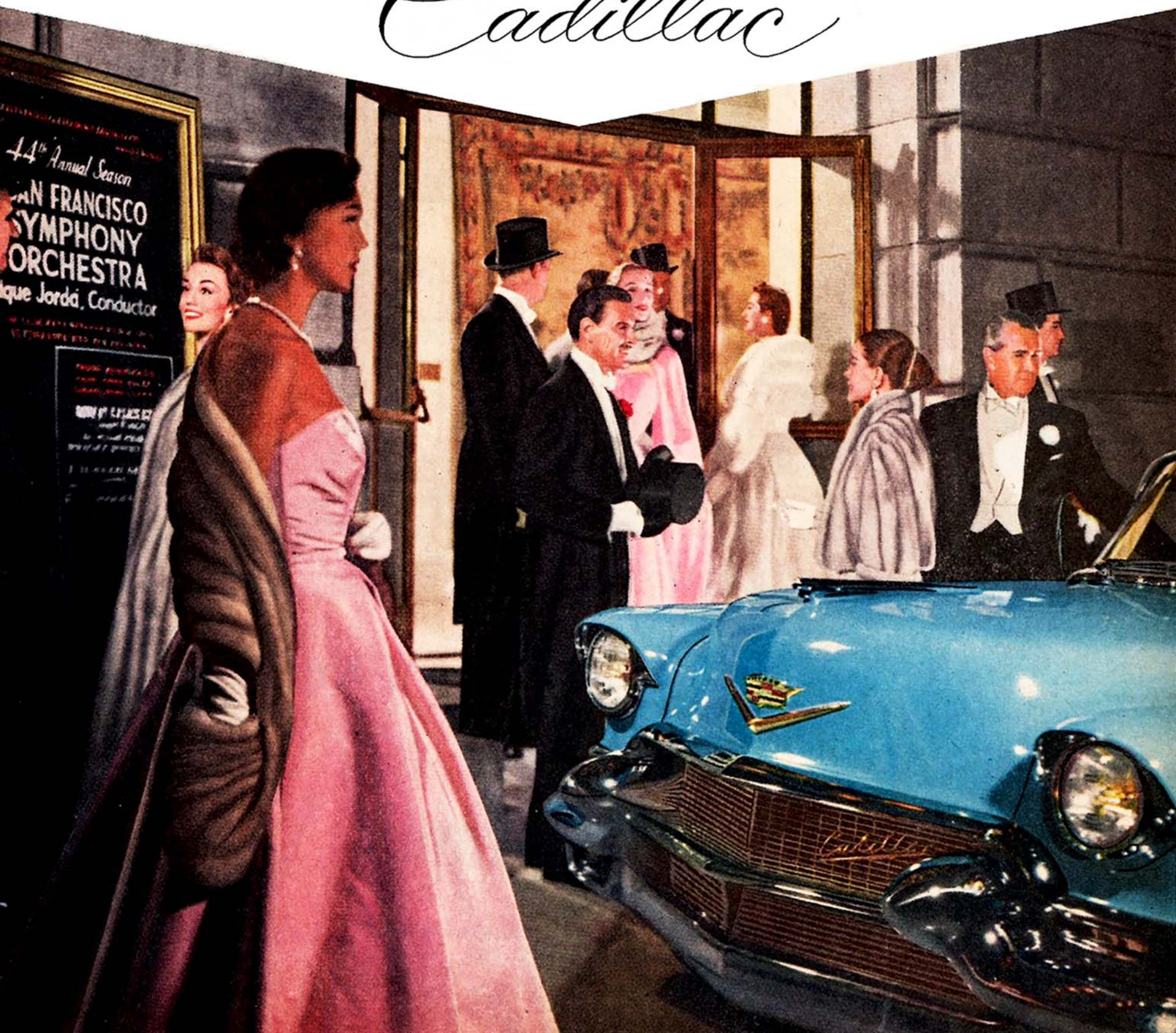
Gowns by Sophie, Saks Fifth Avenue



A great many people find it difficult to believe that any motor car could be as wonderful as a Cadillac is reputed to be. But how quickly their doubts vanish when they take the wheel for themselves. They discover performance that is smooth and powerful and responsive beyond their fondest expectations. They find comfort and handling ease that literally

challenge the imagination. And they experience motoring satisfaction beyond anything they have ever known before. We hope that you will visit your dealer soon and verify the facts for yourself. He will be most happy to acquaint you with the cost and delivery advantages of making this *your* Cadillac year! CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac

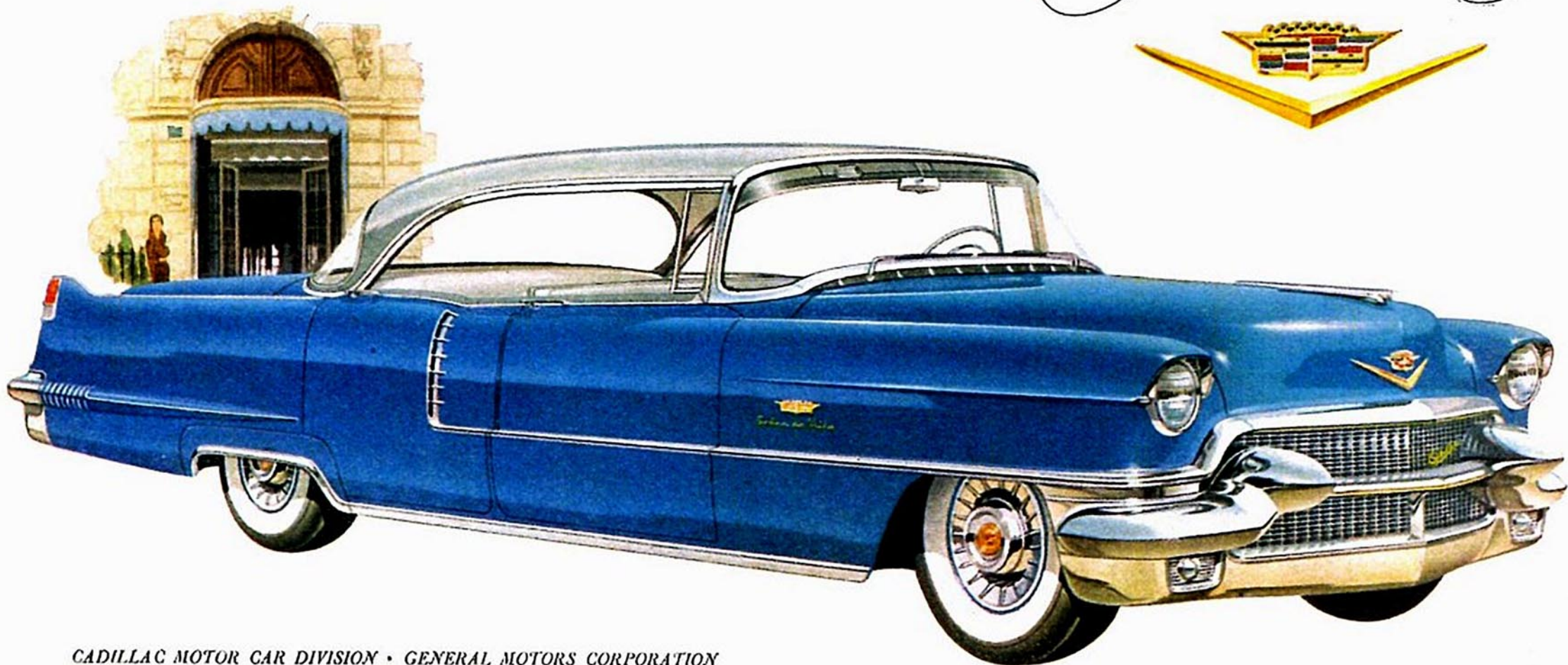




Private showing in Christian Dior's Paris Salon
photographed expressly for Cadillac

The Cadillac car has always been a *great* favorite with the ladies. And for 1956, we feel certain that it will etch itself even more deeply in their affections. Certainly, they will take it to their hearts all the more for its great new beauty. Surely, they will have an even higher regard for the car insofar as interior luxury is concerned. And once they have driven it, we know they will have even greater admiration for Cadillac's magnificent performance. If you have counted Cadillac as *your* favorite, we suggest that you see and drive this latest version of the "car of cars" soon. We think you'll find that you've *admired* Cadillac long enough—and that the time has come to start *enjoying* one!

Cadillac

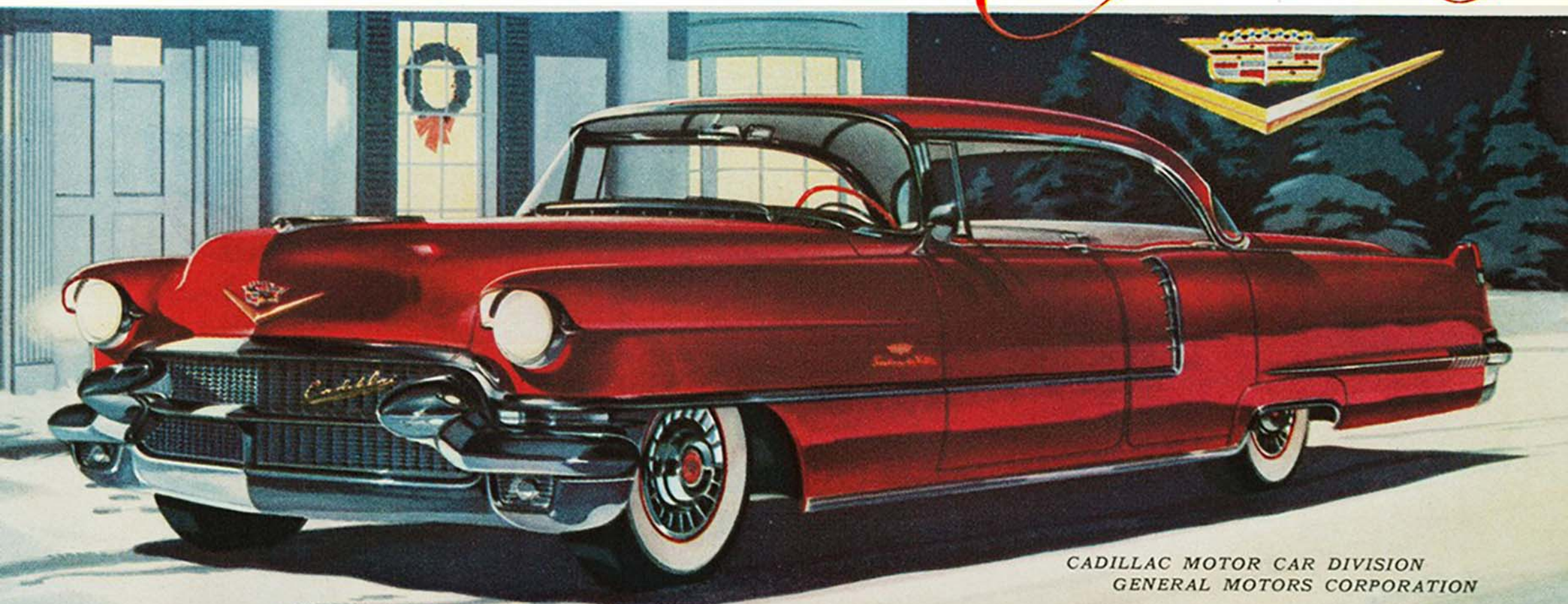


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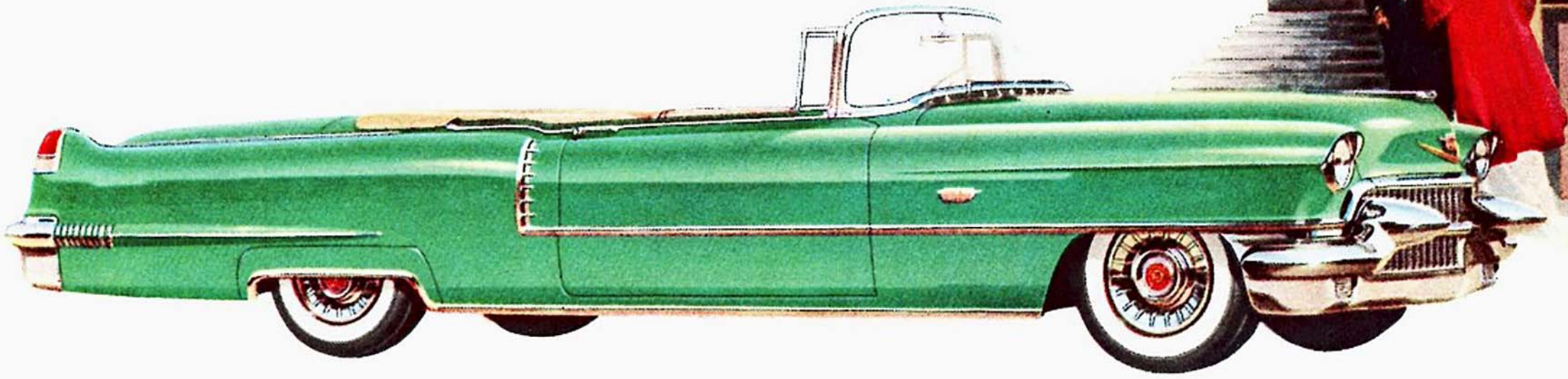


The Christmas They'll Never Forget!

Cadillac



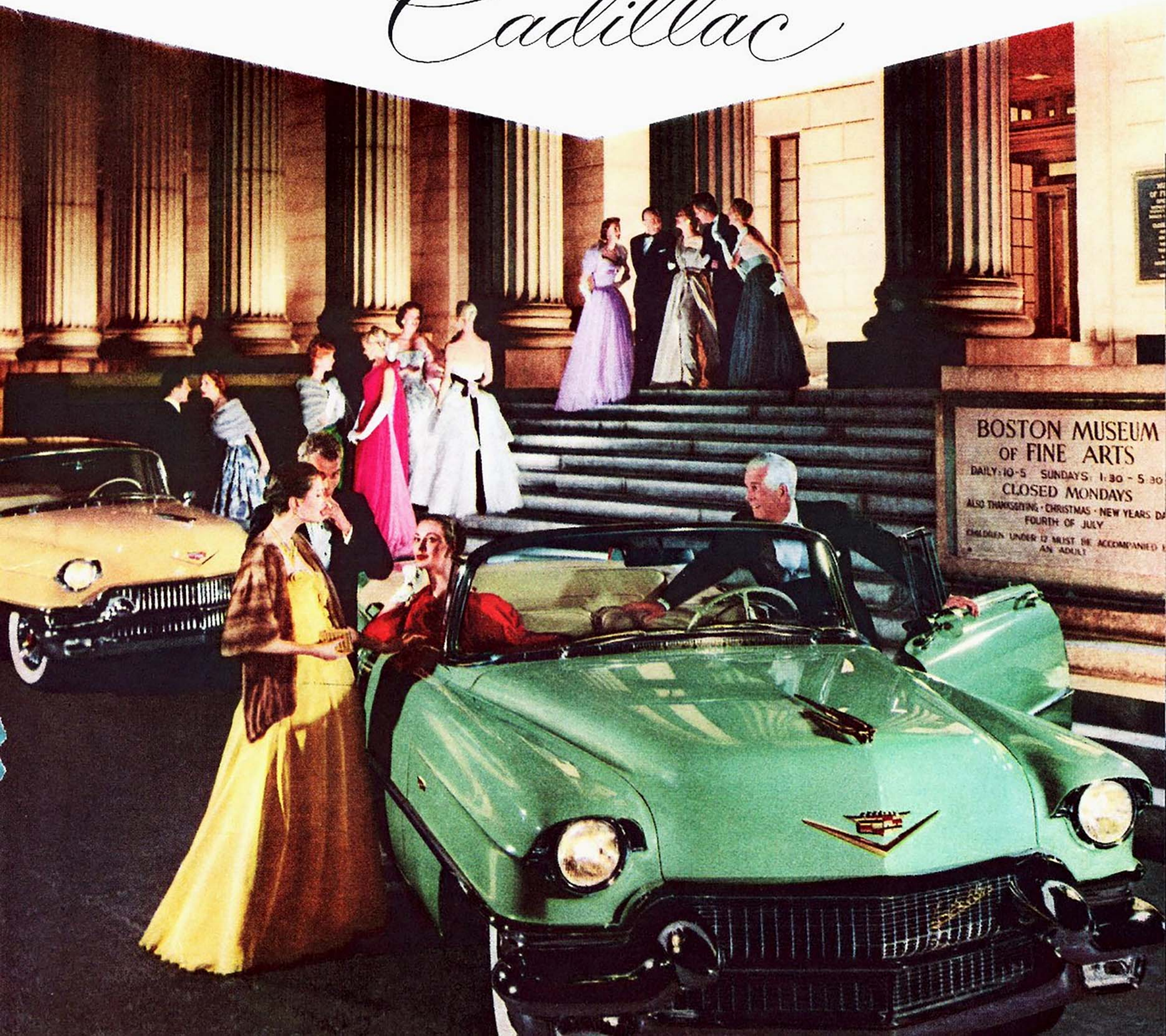
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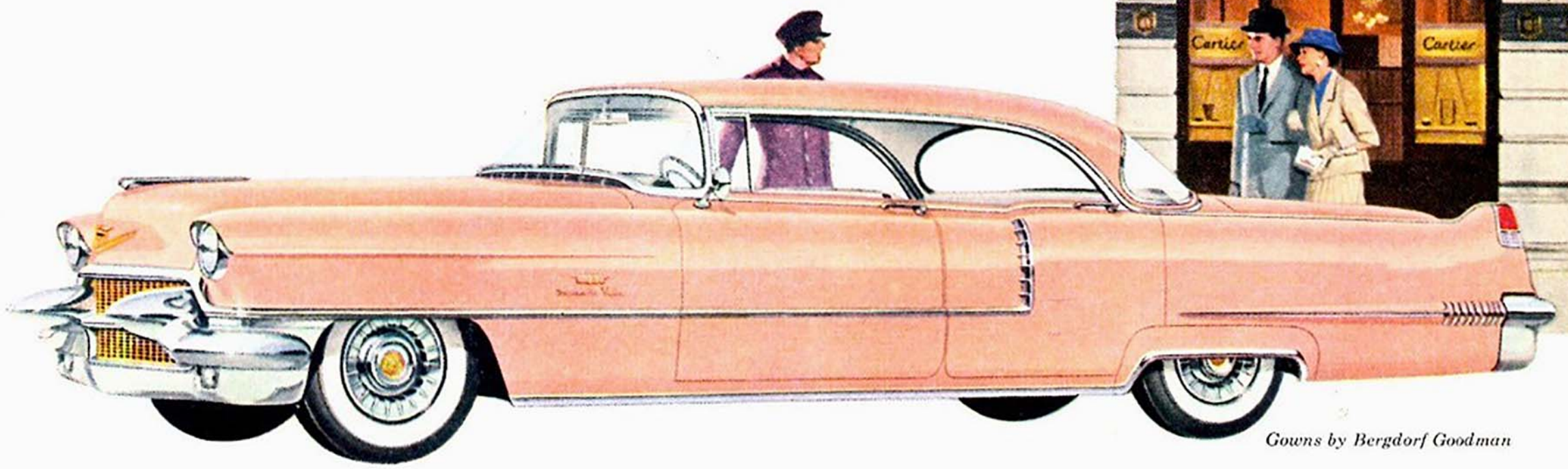


During the current year, Cadillac has welcomed a greater number of new owners to its motoring family than ever before in history. There are, we think, two basic reasons for this happy circumstance. To begin with, the car is beautiful . . . and luxurious . . . and fine in performance to an unprecedented degree. And, secondly, the facts about Cadillac's

practicality have never been so difficult to resist. For it has become increasingly apparent that a Cadillac is one of the soundest investments on the highways today. Why not visit your dealer soon? We think you'll be anxious to join that happy group of motorists who are making this their *first* Cadillac year. CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac





Gowns by Bergdorf Goodman



Ordinarily, when a motorist purchases a new Cadillac, he does so for pride and for satisfaction . . . and for the happiness the car will bring him. But it is reassuring to know that—if he preferred—he could choose the "car of cars" solely on the basis of economy. For it is a fact that Cadillac, with all its great beauty and

luxury and performance, is among the most practical of all motor cars to own and to operate. We suggest that you visit your Cadillac dealer for a demonstration of the 1956 Cadillac, and to see why this is such a wonderful time to make the move . . . both for pride *and* for practicality!

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Cadillac

