



Cadillac



Jewels by Van Cleef & Arpels

*Unstinted Praise
from its Severest
Critics!*

A Cadillac owner is, understandably, a most severe critic of motor cars. For, through the years, he has grown accustomed to nothing but the finest in personal transportation. . . . It is of particular significance, therefore, that these experienced Cadillac owners should be—as they are—so unqualified in their praise of the new 1950

Cadillacs. For nowhere could there be found more convincing evidence that these new creations are simply "out of this world". . . . If you are not yet acquainted with the magnificent new Cadillacs, make arrangements to visit your dealer soon. Now, in his showroom, is visual proof that Cadillac remains—the Standard of the World.

CADILLAC MOTOR CAR DIVISION ★ GENERAL MOTORS CORPORATION



Cadillac



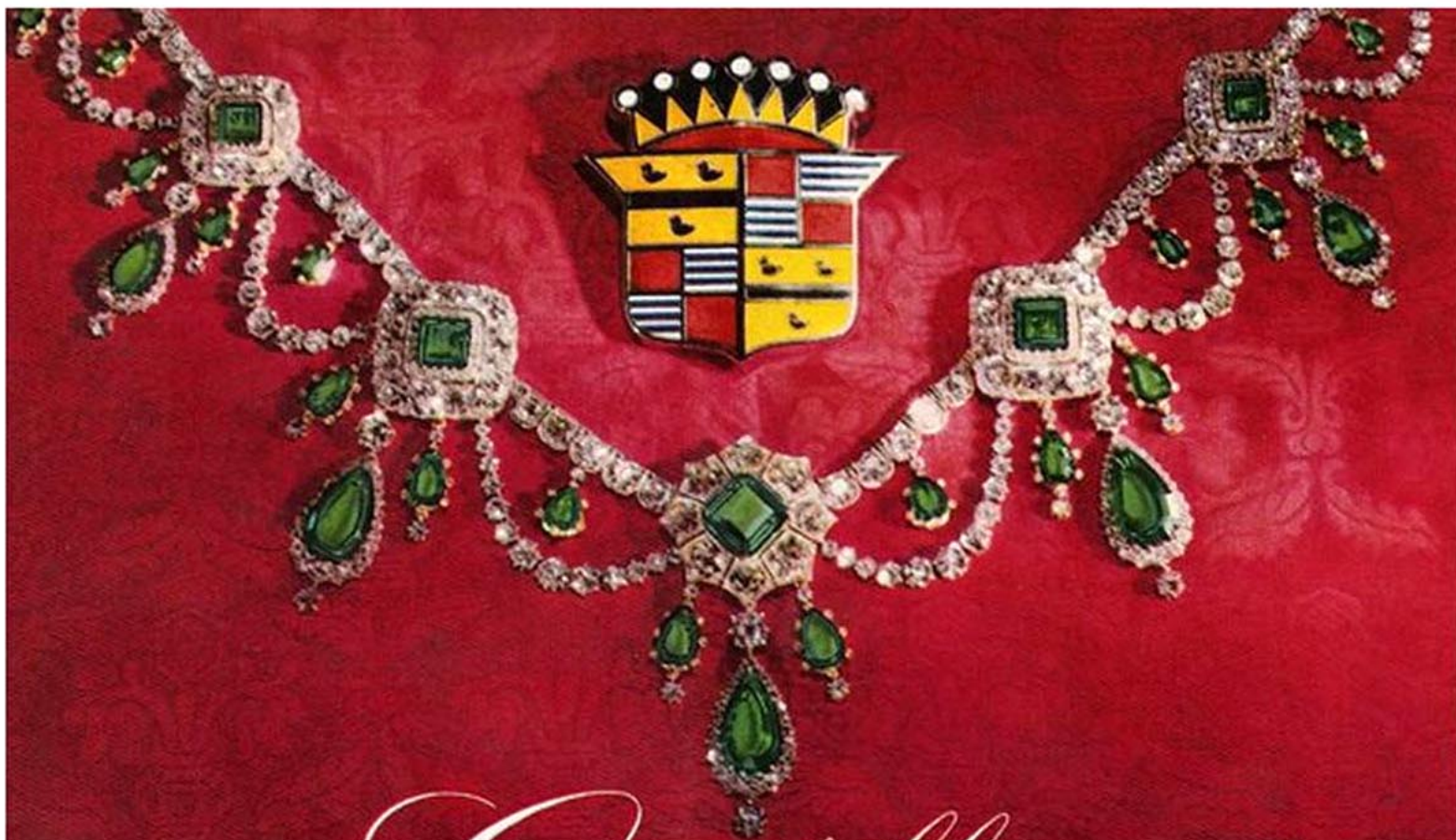
Jewels by Von Cleef & Arpels

*Its Owner
is Entitled to
Dual Respect!*

The man who owns a 1950 Cadillac should be respected as much for his practical wisdom as for his good taste. He has, of course, one of the world's most distinguished personal possessions. Yet, if he has one of the lower-priced Cadillacs—he actually paid *less* for it than he would have to pay for certain models of numerous other makes of cars. He also has

an extremely economical car—both to operate and maintain. Gasoline mileage in a Cadillac actually approaches that of the lowest-priced popular cars. And the car's endurance and dependability are, of course, traditional. Have you driven a 1950 Cadillac? If not, better see your Cadillac dealer today. He will gladly arrange for the driving thrill of a lifetime.

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Jewels by Harry Winston

**Now Awaiting
Your Critical
Inspection!**

Almost everyone in America is interested in motor cars—and that's why almost everyone in America should be interested in seeing the new Cadillacs. For here, in these gorgeously beautiful creations, are embodied all the good and wonderful things a motor car can currently provide. To see them, is to be a sharper judge of every phase of motor car

value. In beauty, in comfort, in safety and in performance—they are the new yardstick by which to measure all other cars. They are now on display at your dealer's. Why not go see them today? We are sure your visit would prove interesting—and you'll be entirely welcome, regardless of the price class from which you expect your next car to come.

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*Add It to
Your Happiness!*

If, for some reason or another, you find yourself hesitating to move up to Cadillac—we think you might ask yourself what finer investment you could make toward your personal happiness. Consider, if you will, what a Cadillac costs. The lovely Cadillac 61, for example, is actually priced competitively with numerous other makes of cars. In fact, you might even be surprised to find it costs less than

the car you now drive! And then consider what wonderful things will be yours with a Cadillac—performance that will thrill you every mile . . . comfort that will leave you rested and at ease after a full day's drive . . . and of course, the great pride you'll know at its wheel. Yes, we think a man never does so much for himself—so easily—as when he takes that delightful step up to Cadillac.

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Jewels by Trobert & Hoeller—Moskovsin

*Where Cadillacs
Outnumber
Them All!*

At the height of the season, did you ever count the Cadillacs on Lincoln Road, in Miami Beach—or at the Homestead, in Virginia—or on the approaches to any of America's most exclusive vacation spots? If you have, you must already know that the Cadillacs frequently outnumber them all! . . . Here is statistical testimony that people whose means permit them to choose their motor cars without restriction—make

Cadillac their overwhelming choice.... And yet—the lower-priced Cadillacs actually cost less to buy than the highest-priced models of numerous other cars. And Cadillac's service and operating economy compare most favorably with that of any car you would care to buy.... Have you driven a 1950 Cadillac? If not, your dealer will gladly arrange for the most thrilling road demonstration you have ever known.

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Jewels by Van Cleef & Arpels

*Greatest Challenge
a Motor Car
Ever Faced!*

Tens of thousands of times each year, Cadillac cars go into the hands of people who have never before owned and driven the "Standard of the World." And each time this happens, it poses for Cadillac the most serious challenge a motor car ever faced. For when a man moves up to Cadillac, he does so expecting extraordinary things. He expects performance unlike anything he has previously experienced . . . an entirely new measure of motoring

satisfaction and happiness . . . and a wholly new and surpassing sense of pride. And he expects all these new added virtues without any sacrifice in operating economy. How well the car answers these expectations is reflected in the unrestricted enthusiasm demonstrated by new Cadillac owners. Yes, when you move up to Cadillac—you can with confidence look forward to the ownership thrill of your life. For Cadillac *more* than meets its challenge.

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Cadillac



Jewels by Harry Winston

*Amazing Facts
about a
Cadillac!*

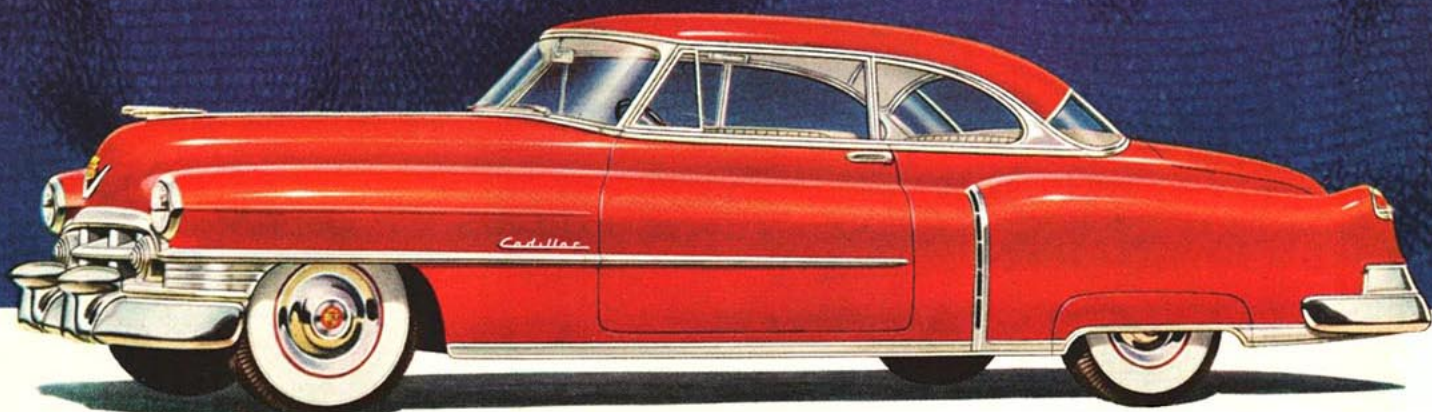
Listen to this amazing combination of facts—and we think you'll understand why so many are turning to Cadillac . . . *Fact number one:* Cadillac stands uniquely alone in prestige and distinction! *Fact number two:* The lowest-priced Cadillac actually costs less than the highest-priced models of numerous other makes of cars! *Fact number three:* A Cadillac is

built so well that its lifespan has never been fully measured! *Fact number four:* Three Cadillacs of the 1950 Series recently averaged better than 22 miles to the gallon in an official economy test of 751 miles! . . . *When they can enjoy such prestige, economy, long life—at such comparatively low cost—is it any wonder so many are turning to Cadillac?*

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Cadillac



Jewels by Van Cleef & Arpels

*A
Double Surprise
Awaits You!*

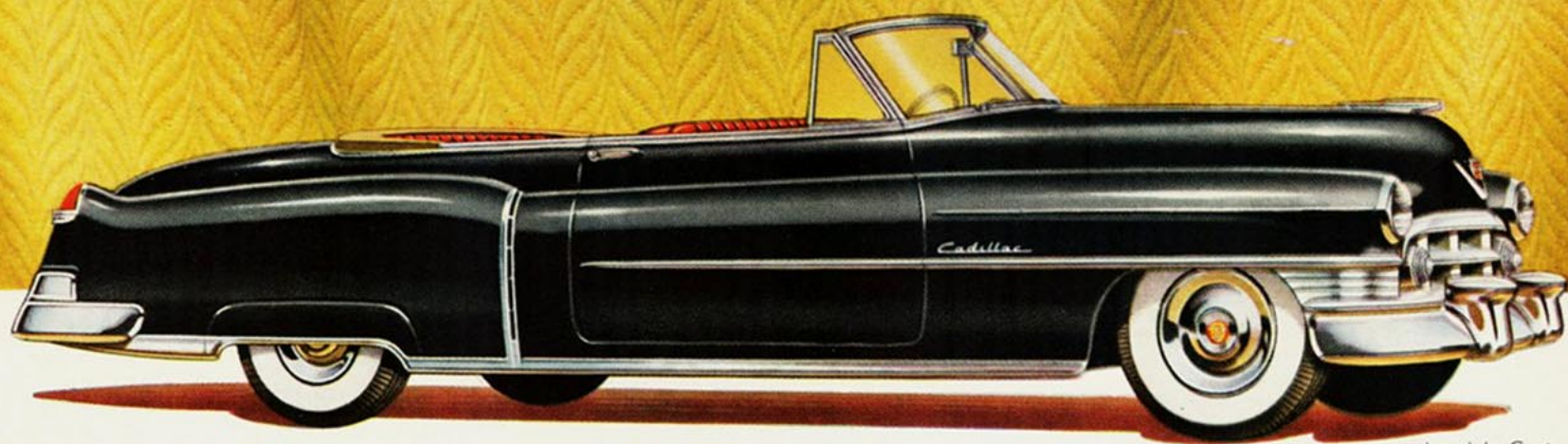
The man who takes possession of a new Cadillac is in for a *double* surprise. First of all, he will find riding in his Cadillac thrilling and delightful beyond even his fondest expectations. And then, as the miles mellow the thrill of his first ride into a deep appreciation of the car's basic goodness—he will discover its *economy*! He will learn how

dependable the car is—and how *very* long it is between refueling stops. If you are one of the many motorists who have been thinking of moving up to Cadillac—why not see your dealer today? We think you'll be surprised and delighted when you find out how easy and practical it has become to own—"The Standard of the World."

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Jewels by Cartier

*No Finer
List of Names
on Earth!*

If you had in your hand a list of all the people in the world who own and ride in Cadillacs, we think you could search in vain for another list of equal size—and similar distinction . . . Cadillac is the great common meeting ground for the world's most distinguished people. . . . Naturally, only long-continued goodness could have placed Cadillac in such

an enviable position. Its owners are too numerous, too varied and too intelligent to have been won and held by anything save quality alone. . . . And never has Cadillac quality stood so completely apart as it does today. In fact, this would be a wonderful year for adding your name to the distinguished list of Cadillac owners. . . . Why not visit your dealer today?

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Jewels by Van Cleef & Arpels

*What Are
You
Waiting For?*

If you are one of the tens of thousands of motorists who have been thinking of taking the step up to Cadillac—*what are you waiting for?* . . . Here, in the 1950 Cadillac, is everything you could ask for in an automobile: breath-taking beauty . . . performance that is a never-ending delight . . . and prestige that is unapproached in the field of personal transportation. . . . Here, too, is endurance so great that

the car's lifespan has never been fully measured . . . economy which approaches that of the lowest-priced popular cars . . . and, most amazing of all, prices so modest that certain Cadillac models actually cost less than the highest-priced models of numerous other cars. . . . Yes—what are you waiting for? Especially, in view of the fact that each day you delay is costing its price in pleasure and satisfaction!

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