



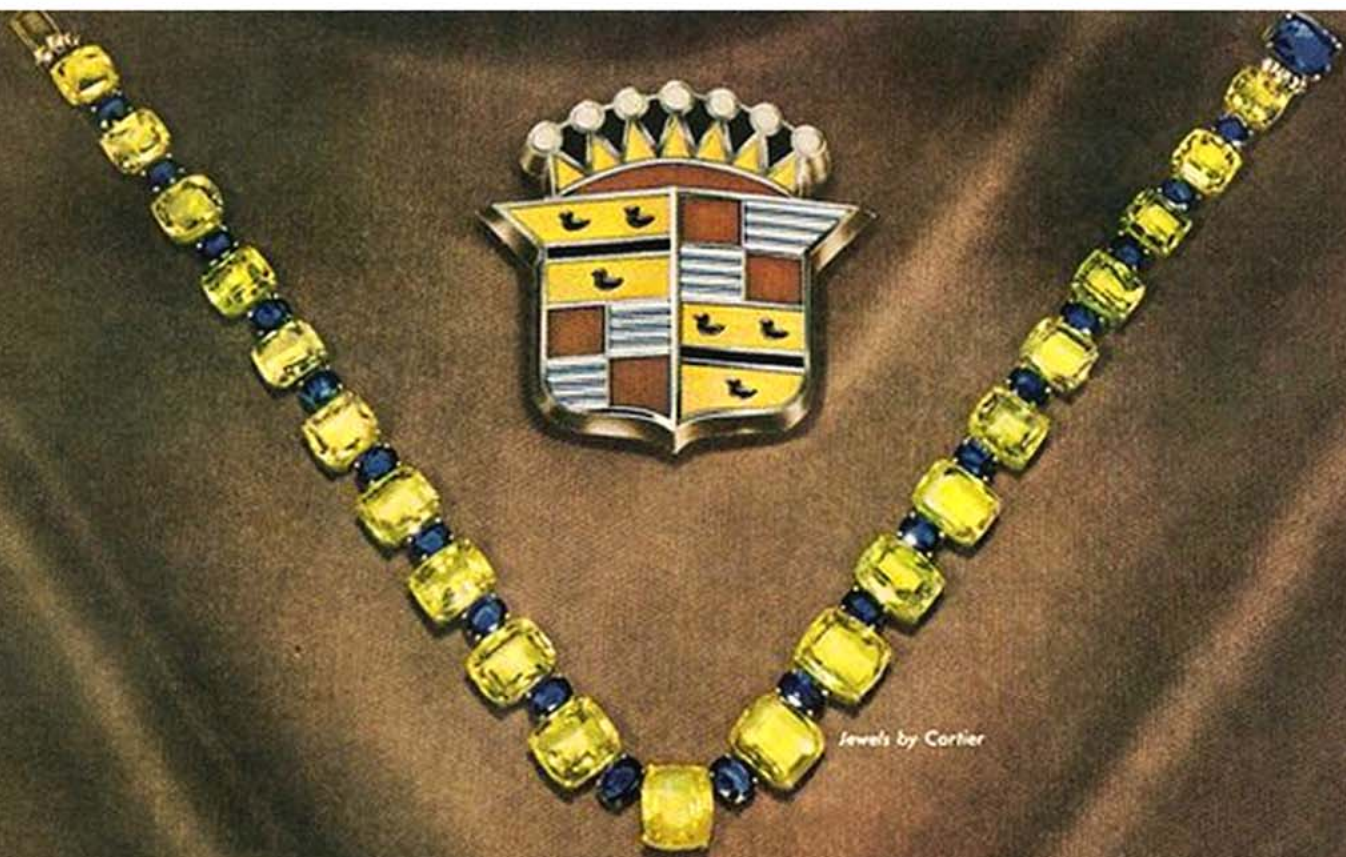
Jewels by Harry Winston

Cadillac



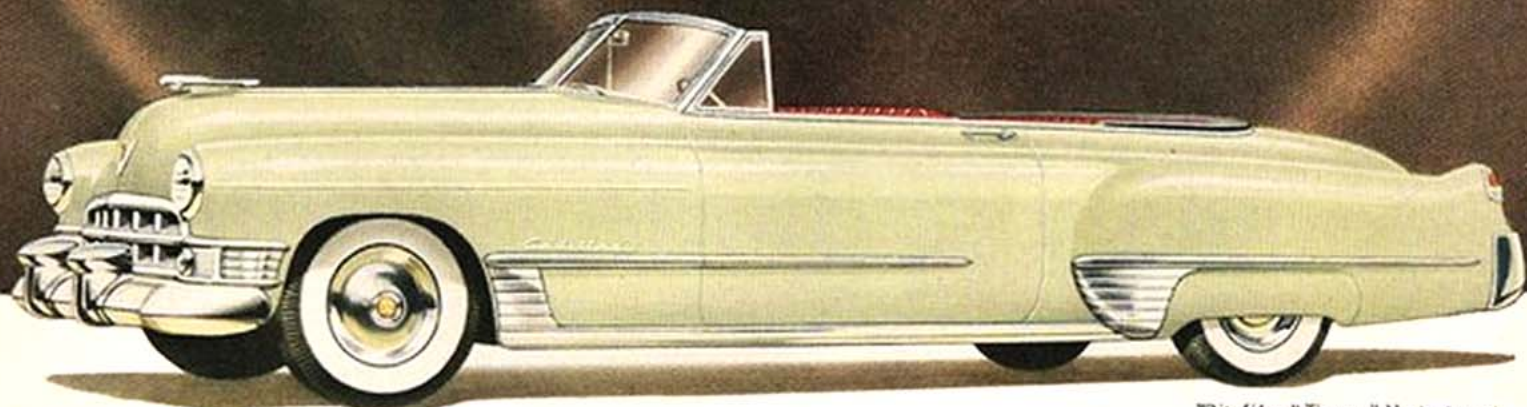
It is almost impossible for a person who has owned and driven a Cadillac to find complete satisfaction at the wheel of any other motor car. A Cadillac is one of the most difficult material possessions in the world for which to find a completely acceptable substitute.

CADILLAC MOTOR CAR DIVISION ★ GENERAL MOTORS CORPORATION



Jewels by Cartier

Cadillac



White Sidewall Tires available at extra cost.



FOR SPARKLING BEAUTY of style, for perfection of taste in every detail of design, the 1949 Cadillac stands alone among motor cars. But this is hardly a new experience for Cadillac. Every car which has ever borne this distinguished name has, in its time, set the world's standard for automotive beauty. . . . The truly unique story of the 1949 Cadillac

is a story of performance—performance which extends the world's conception of what an automobile can do. In large measure, this wholly new idea of motor car performance is the result of Cadillac's remarkable new power plant—a V-type, high-compression engine of completely new design. The effortless flow of power from this new engine is so silken smooth at any speed, so silent, so eagerly respon-

sive in every driving situation that most people—even those who have driven it many, many miles—can compare it only to automatic propulsion. . . . We feel the 1949 Cadillac represents such a significant advance in motoring that anyone planning to buy any new car owes it to himself to see and examine this wonderful automobile. It affords an entirely new basis upon which to judge motor car value.



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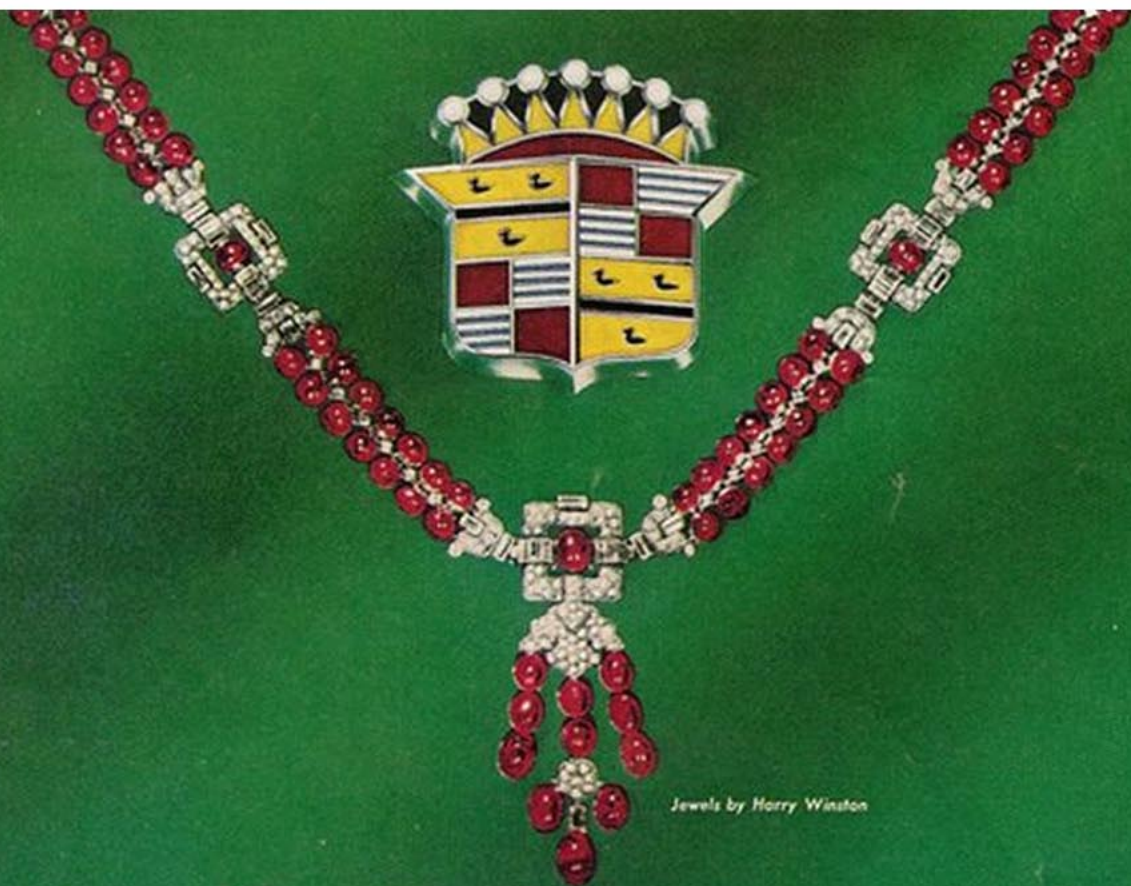


ILLUSTRATED HERE is the Coupe de Ville—a smart new Cadillac body type, designed for those who seek the low-swept lines and open-airiness of a convertible—combined with the comfort, convenience and safety of a closed car. It is a classic example of modernity and practi-

cality—one of the most desirable and most useful models ever to issue from the boards of Cadillac designers. Yet—smart and beautiful as it is—its greatest superiority lies in the chassis on which it is built. For like all Cadillacs, the core of its goodness is found in its performance—in the wonderful capacity of its new V-type engine; in the

soft, even, restful manner in which it rolls over the highway; in the easy, effortless response to steering wheel and brakes. It is, truly, a symphony in motion. Your Cadillac dealer will welcome an opportunity to give you full details about this wonderful new body type—as well as the other beautiful models which grace his showroom.

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NEVER BEFORE have Cadillac cars been so distinguished for beauty and smartness as they are today. In every line and contour, they bespeak the matchless quality upon which Cadillac's reputation has been so solidly built. Yet—beautiful as these new models are—the

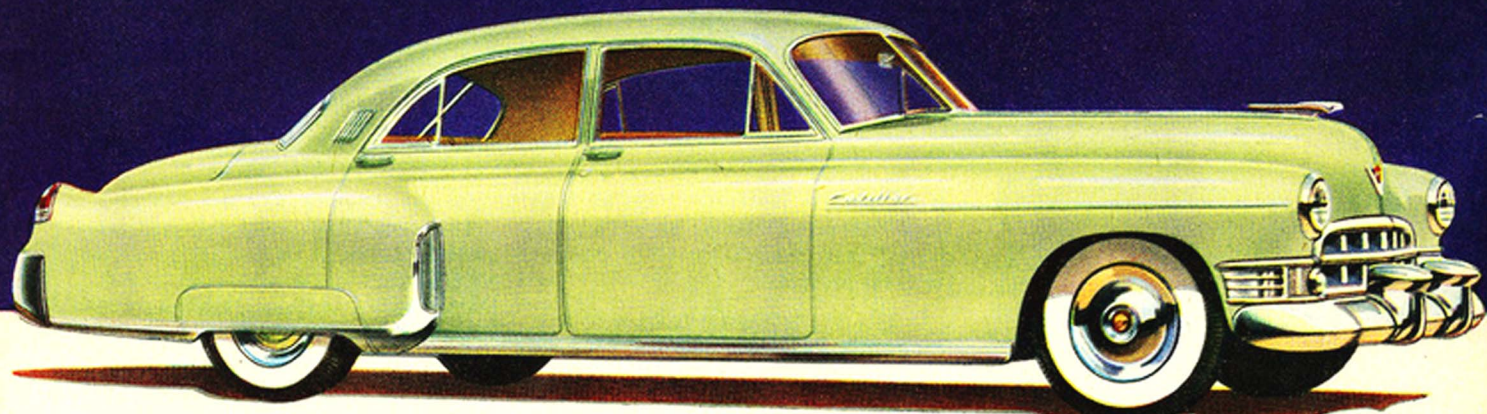
most notable Cadillac advancement is found in performance. For, with its 1949 models, Cadillac presents a wholly new, history-making engine which is changing the current conceptions as to what an automotive power plant can do. This new V-type, overhead valve engine—of high-compression design—is a superlative per-

former. It is extremely powerful and flexible; it is silken smooth and unbelievably responsive; and the power flow is so smooth that the car seems almost to move by automatic propulsion. You will never know how wonderful performance can be until you drive a 1949 Cadillac. Your dealer will gladly arrange for a trial demonstration.



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Cadillac



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IT TAKES A LONG, long time for an automobile to attain true distinction—because the service it renders, over the years, is the basic ingredient in its reputation. In the case of Cadillac, it has taken half a century of ceaseless adherence to the highest ideals of engineer-

ing and production to bring the car to its present position of eminence. Throughout all these years, the Cadillac crest has been reserved for cars of the very highest quality. Not once has its prestige been lent to a lesser car for the sake of a wider market. And so long as Cadillac's builders adhere to this policy—Cadillac's reputa-

tion is certain to remain supreme. For *time*—to employ an ancient phrase—"is of the essence." No surplus of investment or outpouring of energy can fill the void that is left by an insufficient background. In the future, as in the past, if you want America's most distinguished automobile, your choice of a Cadillac will be inevitable.

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IT SEEMS safe to say that, among all material possessions, none speaks more eloquently of its owner than a Cadillac motor car. Wherever it is driven, it offers authentic testimony as to its owner's good taste, his standing in his community, his success in the world of

affairs, and his concern for the comfort and safety of his family and friends. Indeed, if a complete list were published of those who own and drive this distinguished car—it would be obvious that it has become a hallmark of achievement in almost every walk of life. That this should have happened is entirely logical—for

Cadillac cars have been built, for almost half a century, to the most uncompromising standards of excellence. The 1949 Cadillacs are the grandest of all, in every way. We feel sure you would enjoy a careful inspection of these great automobiles—the standard by which the whole world measures the goodness of motor cars.

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Cadillac



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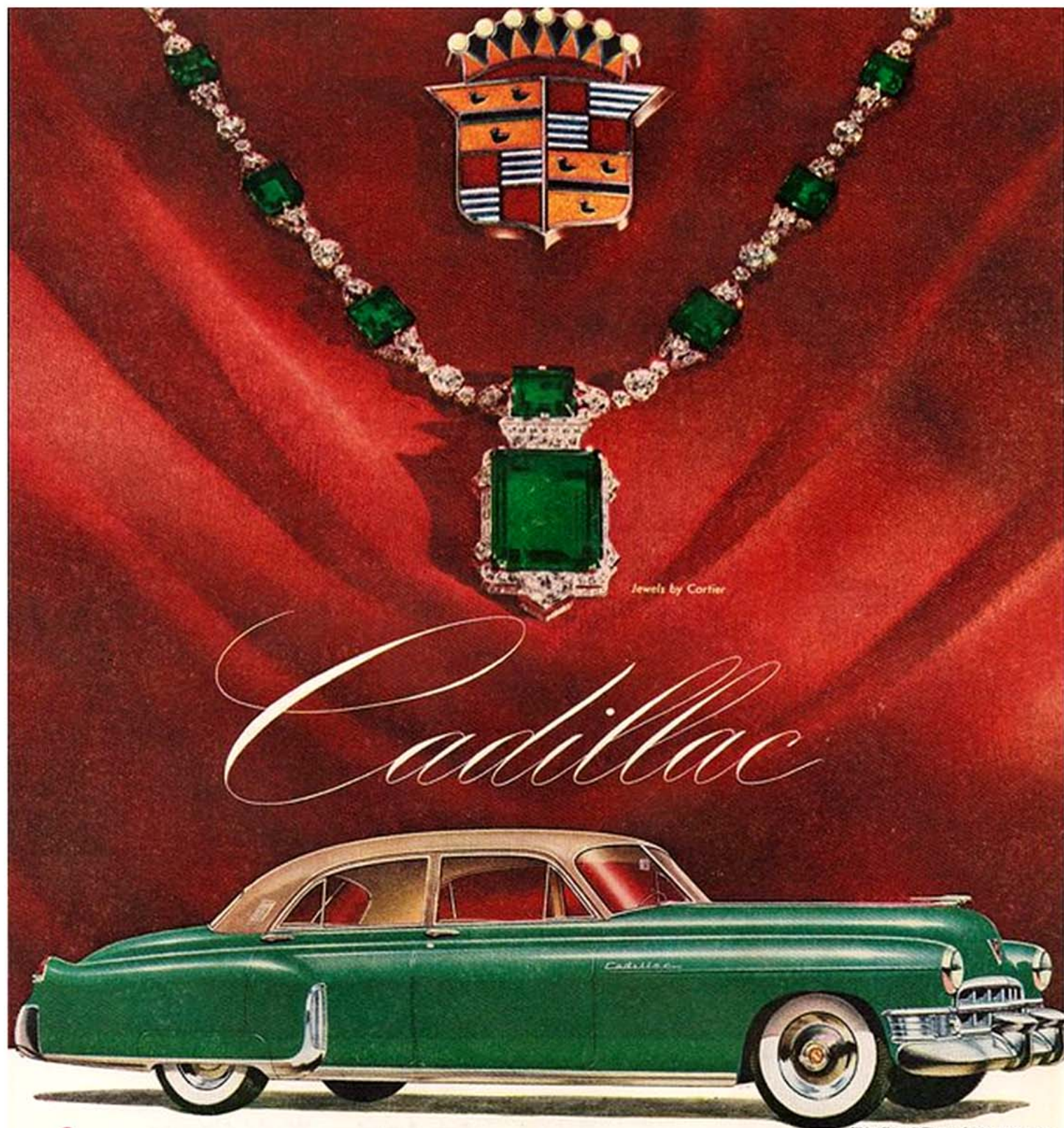
White sidewall tires available at extra cost.



IT IS A HAPPY experience for a Cadillac dealer when he delivers a car into the hands of an owner who is moving up to Cadillac for the first time. For, in most cases, it means the fulfillment of a long-cherished hope. There are few indeed who are not aware that the person who sits behind the wheel of a Cadillac is enjoying

many advantages which Cadillac alone provides. And it is only natural to wish for the best. This great preference for Cadillac goes on and on, year after year—without any relationship to a current model or to any particular series of cars. It is rooted, rather, in Cadillac's past—and in the great promise which this past implies for the future. During almost half a century, Cadillac cars

have been built to the most inflexible standards of automotive goodness—and it is obvious that to these standards they will continue to be built. If you are among the many who are tired of compromise with any of the basic motor car virtues—we invite you to go visit your Cadillac dealer. He considers it a special privilege to welcome new owners into the Cadillac group.



Jewels by Cartier

Cadillac

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*I*N THE illustration shown above, the famous Alexander II Emerald Necklace is photographed with the Cadillac crest, in a position to resemble the renowned Cadillac "V". This matchless jewel—from the vaults of Cartier—is symbolic in its rarity with Cadillac's unique standing among the world's motor cars. For almost half a century, Cadillac

has had but a single manufacturing purpose: to build as fine a motor car as it is practical to produce. The fruits of this unparalleled policy have never been so golden as they are today. The new Cadillac is not only the world's most beautiful and distinguished motor car—but its performance is a challenge to the imagination. For it is powered

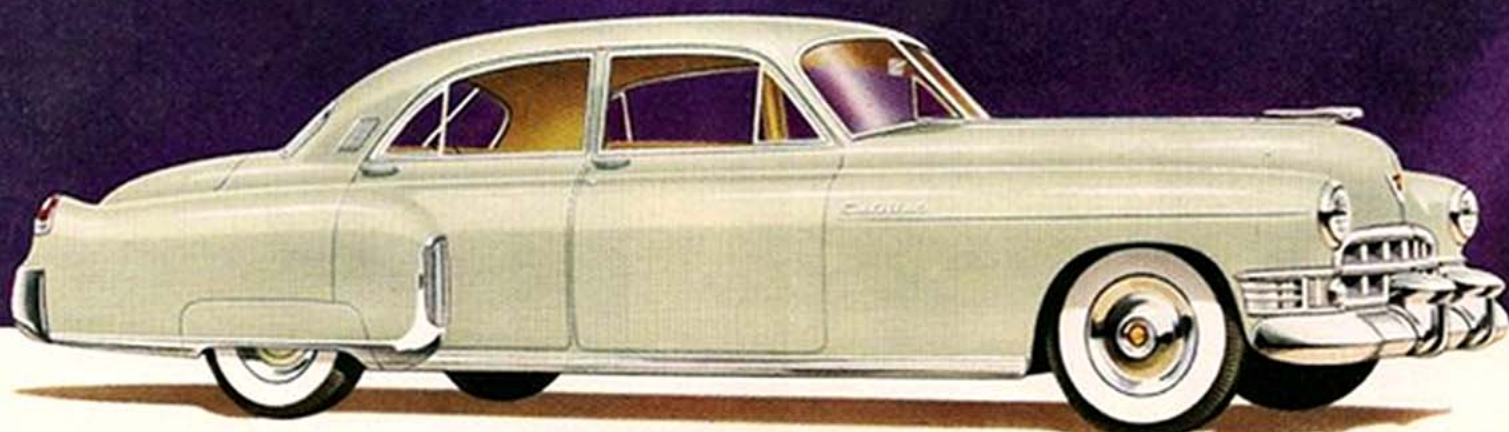
by Cadillac's creative masterpiece—a wholly new, V-type, eight-cylinder engine. From silken start to silken stop—the car performs almost as if it had automatic propulsion. Regardless of the price class from which you expect your next car to come, you owe it to yourself to see and inspect the new Cadillac. It is now on display in your dealer's showroom.

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