



Cadillac



Jewels by Harry Winston

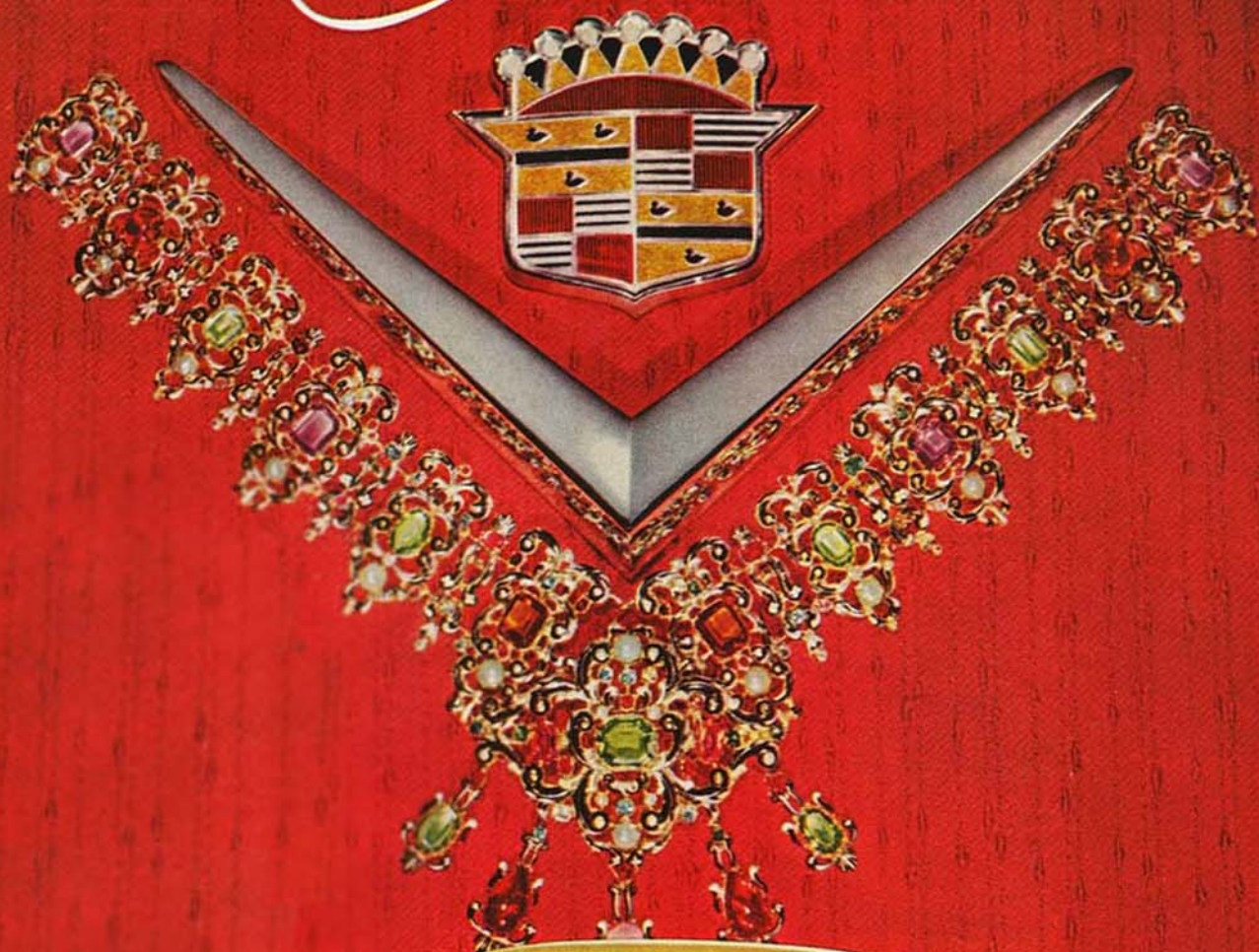
*Greatest Happiness
a Motorist
Can Know!*

Truly, there is no driving thrill that can rival a man's first ride in his *own* Cadillac—for, within the first few miles, he discovers more pleasure and satisfaction than he ever knew in all his motoring life before. All about him is new and exciting beauty. His comfort and ease of movement leave literally nothing to be desired. He has a feeling of absolute safety and peace of mind. And the car's

almost unbelievable performance and handling ease are a sheer delight. And above and beyond all this is a new and surpassing sense of pride—for he is master of one of the world's most perfect mechanisms, respected and sought after wherever highways lead. Yes, the years of compromise are behind him—and ahead lie untold miles of the greatest happiness a motorist can know.

CADILLAC MOTOR CAR DIVISION ★ GENERAL MOTORS CORPORATION

Cadillac

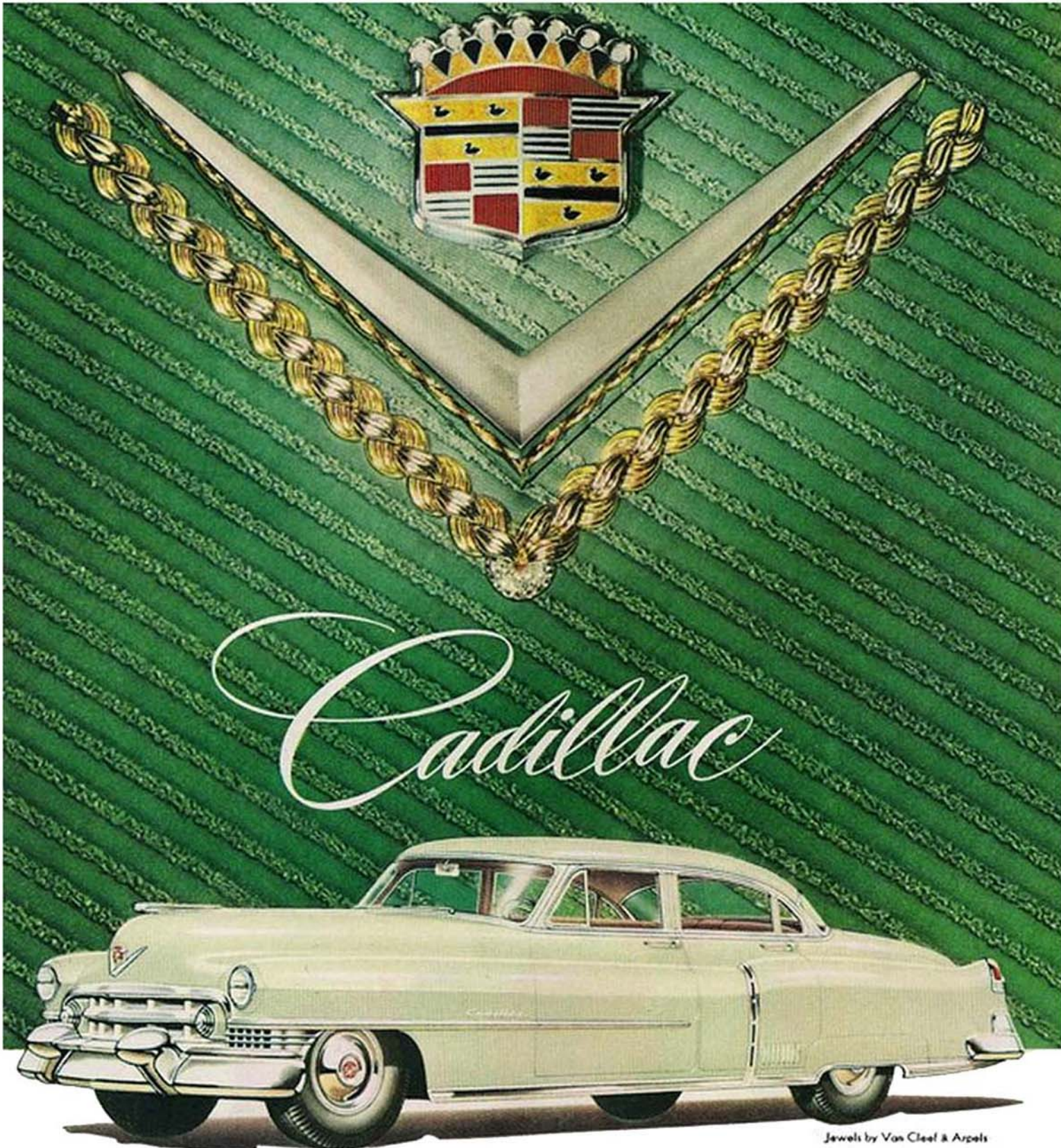


Jewels by Trubert & Hoeffler—Mauboussin

*A Big Step
Closer
to Perfection!*

Next time you get close to a 1951 Cadillac—take a look inside. You'll see interiors so rich and beautiful that you'll be impelled to step in and sit down. For here is, undoubtedly, the world's most inviting place to relax. . . . This is *visible* proof of the new Cadillac's quality. But hidden down in the chassis are advancements just as outstanding as the gorgeous new interiors. . . . The great engine is

finer in every aspect of its performance—smoother, quieter, longer-lived. There is even greater comfort—even finer handling ease—even more pronounced safety. . . . Perhaps the best way to express it is to say that the whole car goes a big step closer to perfection—and raises the world's standard from every standpoint. . . . For full particulars including that of availability, see your Cadillac dealer today.



Jewels by Van Cleef & Arpels

*No Greater
Vote of
Confidence!*

A recent nationwide survey, covering motorists who expect to purchase new cars in the near future, shows the owner-loyalty for Cadillac is without parallel in recorded automotive history! This great vote of confidence not only comes at a time when motorists are giving *special* consideration to the selection of their automobiles—but it comes from the people

who know the Cadillac car better than anyone else... its owners. They *know* what this great car means to them—the pride and satisfaction of commanding every available motoring virtue. And they know, from their own experience, that the things they currently enjoy in their motor cars can come again from but a single source—from Cadillac itself.

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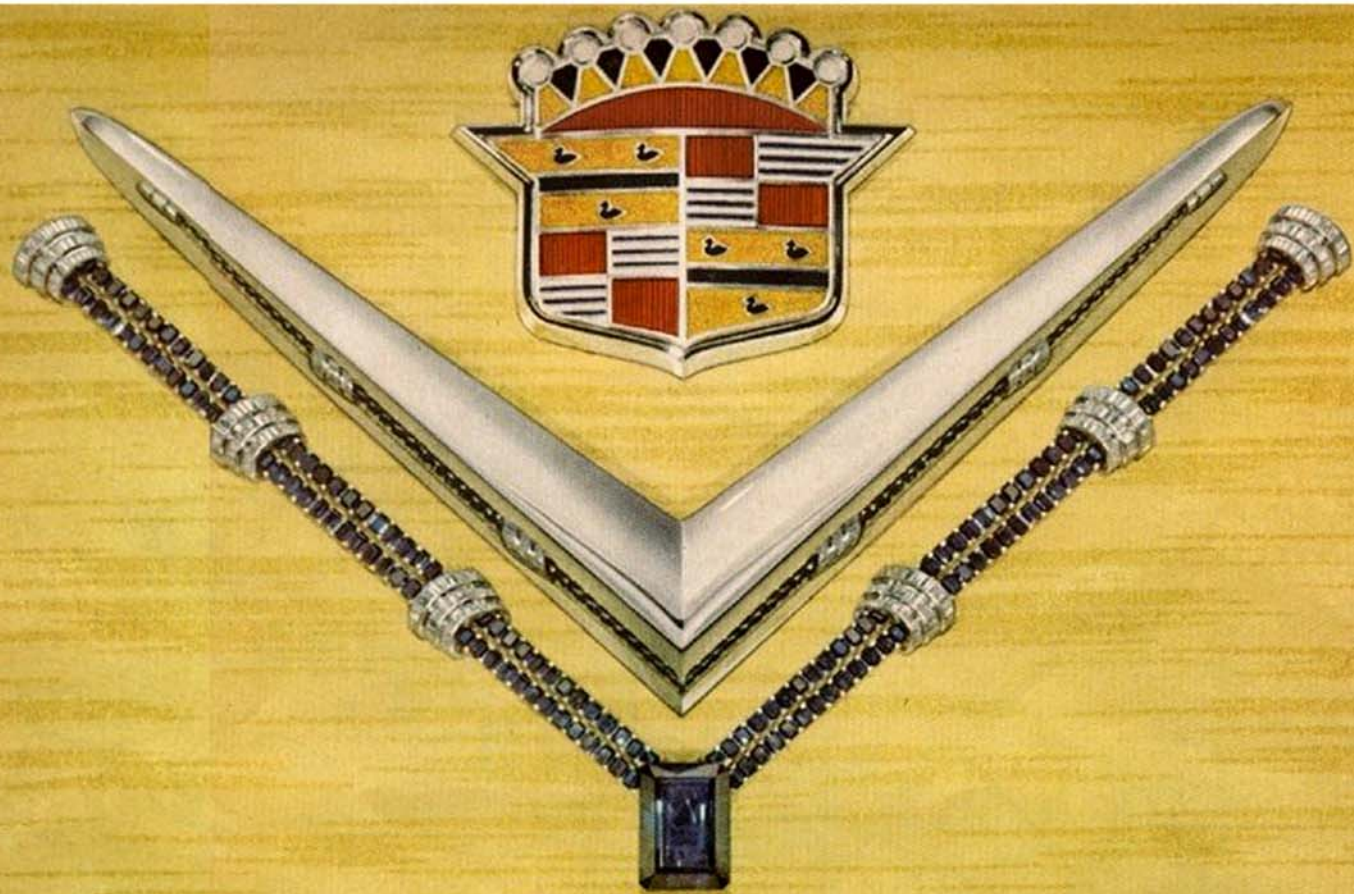
Jewels by Van Cleef & Arpels

*Don't be
swerved from
Your Purpose!*

If you have reached the point in your life where you feel you are entitled to a Cadillac, don't be swerved from your purpose because some delay in delivery is unavoidable . . . If you are offered quicker delivery on another car—ask yourself why. The answer must surely be obvious: *it is because so* CADILLAC MOTOR CAR DIVISION ★

many people, like yourself, want only Cadillac. And they are willing to wait, rather than compromise . . . So if you are ready for a Cadillac, see your dealer and place your order. And then be patient, until patience brings you the richest reward in the motor car world—the car you really want . . . a Cadillac!

GENERAL MOTORS CORPORATION



Cadillac



Jewels by Harry Winston

*Go see it...
for an
Inspiration!*

Regardless of the car you expect to purchase next, you ought to go see the new Cadillac—for it will give you new faith in America's industrial enterprise and ingenuity. . . . Just to look at its beautiful, flowing lines is to realize that America's artistry in metal is unsurpassed in all the world; to look at its gorgeous interior is to know that America's manufacturing genius is unapproached in bringing luxury into every-day living; and to look at the flawless execution of every engineering

and structural detail is to have comforting knowledge that America's industrial craftsmanship is in a class by itself. . . . But, even then, your greatest inspiration is still to come. For when you discover that this magnificent motor car is within the means of hundreds of thousands of American families—well, you'll know there is simply *nothing* to match this nation's ability to blend *quality* with *practicality*. Yes, it's an inspiration—just to see it. Why not arrange to do so sometime soon?

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Jewels by Van Cleef & Arpels

*Only Time
Tells the Full Story
of Its Economy!*

When a motorist first moves up to Cadillac, he is usually delighted to discover how surprisingly modest is its initial cost. But time quickly shows him that this is but an *introduction* to the car's economy. Soon, he learns how incredibly *far* his Cadillac travels on a gallon of gasoline. And then, as the miles roll into the thousands, he learns of

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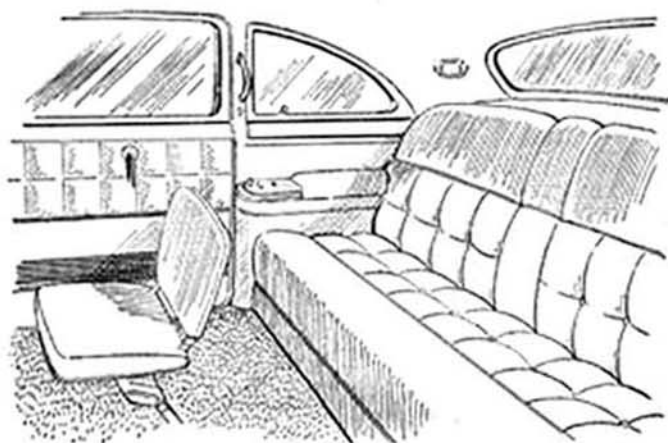
Cadillac's remarkable *dependability*. But it is only with the passage of the years that the final and most brilliant chapter in Cadillac economy unfolds itself. Only then does he learn about the car's *long life*—how, in its second, third, and even *fourth* years, it delivers the wonderful performance that thrilled him when he first took to the highway.

Cadillac 75

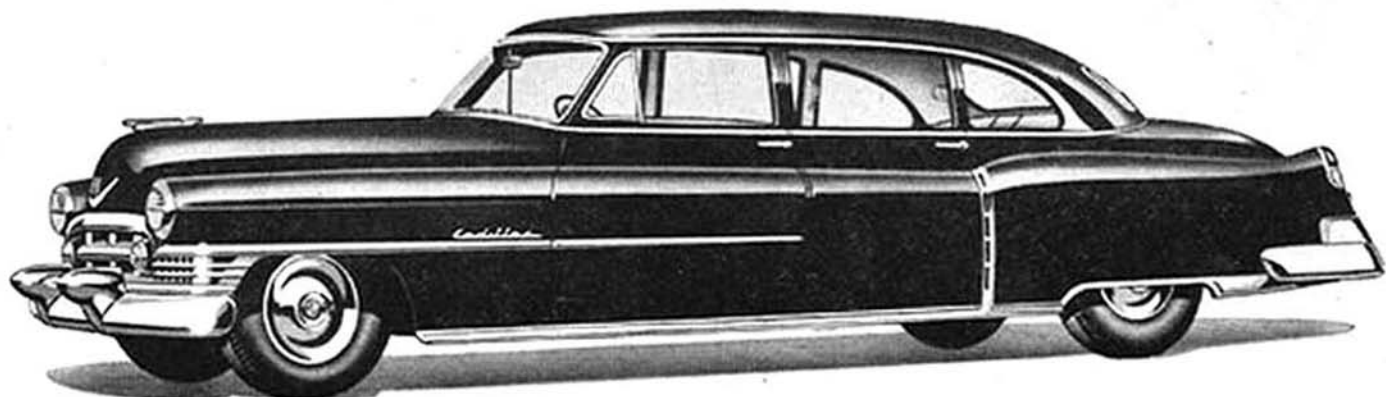
SERIES

Come Home To It...

AFTER YOUR VACATION!



If you're spending the late summer in the mountains—or going abroad—perhaps you can come home to something wonderful! If you place your order before you leave, it is likely a Cadillac Series "75" can be waiting for you upon your return. And what a welcome it will give you! Even among *Cadillacs*, it stands alone. There are two beautiful body types: the chauffeur-driven, glass-partitioned Imperial; and a luxurious, seven-passenger sedan—so expertly styled it looks like a trim, five-passenger car. Better come in and see us today. We should start *now* in order to complete the arrangements.



YOUR CADILLAC DEALER