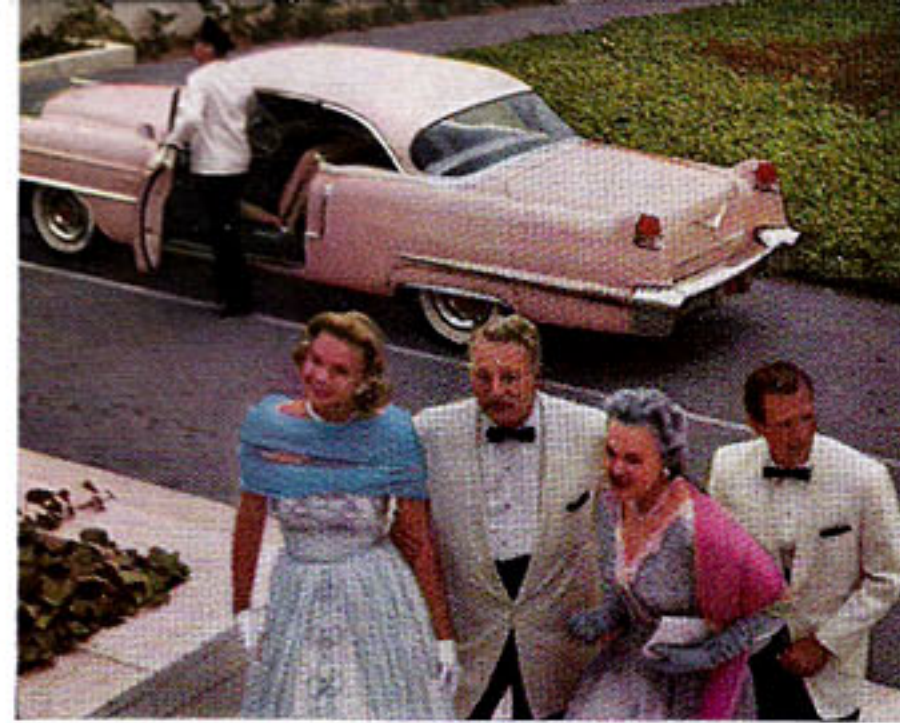


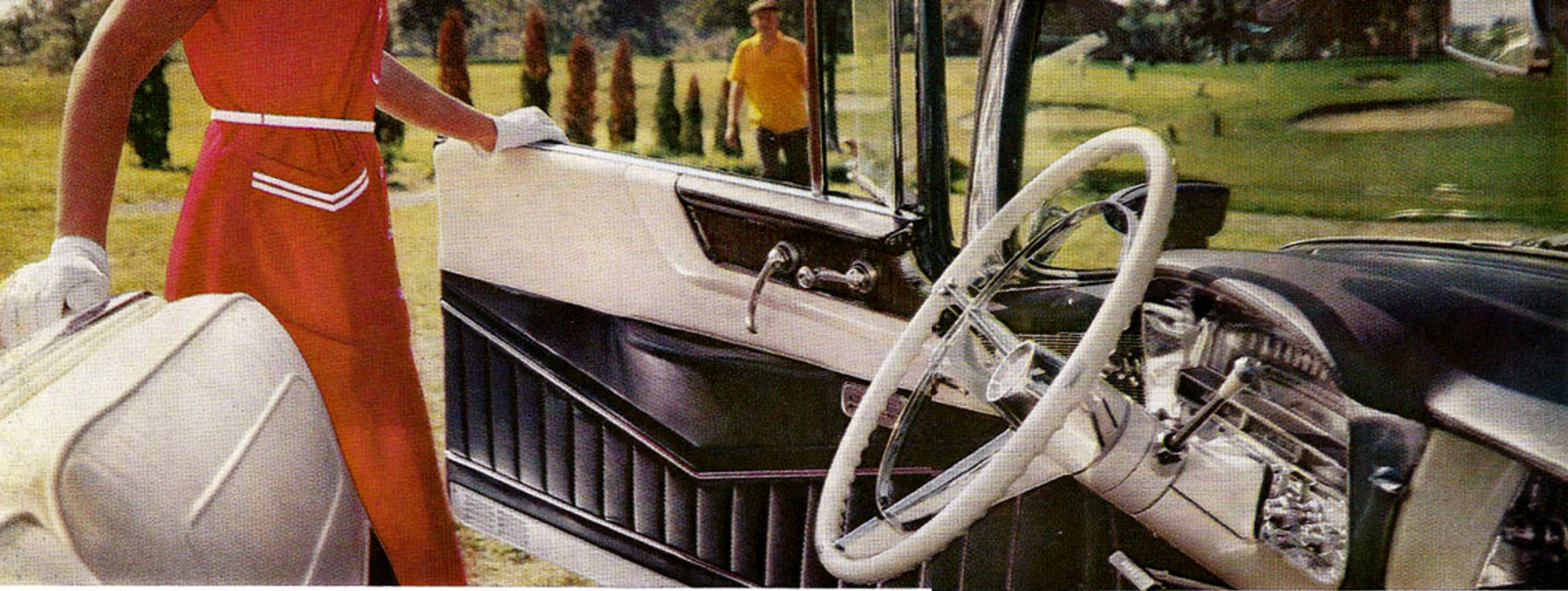
A little known story...



about a world-famous motor car!

When the average American motorist thinks of the Cadillac car, he usually considers it from the standpoint of its great beauty . . . and its brilliant luxury . . . and its magnificent performance. And this, we think, is as it should be. For over the years, Cadillac has become understandably famous for all of these very special motoring virtues. But there is still another aspect of the Cadillac car which is not so widely recognized—but which is, nevertheless, equally important in any consideration of the “car of cars”. We are referring to Cadillac’s unusual *practicality*. For it is a fact that Cadillac, with all its obvious quality and excellence, is one of the wisest and soundest purchases a motorist can make. On the following pages, we would like to acquaint you with some of the reasons why this is so. We hope you will come with us and examine this little-known story about a world-famous motor car.



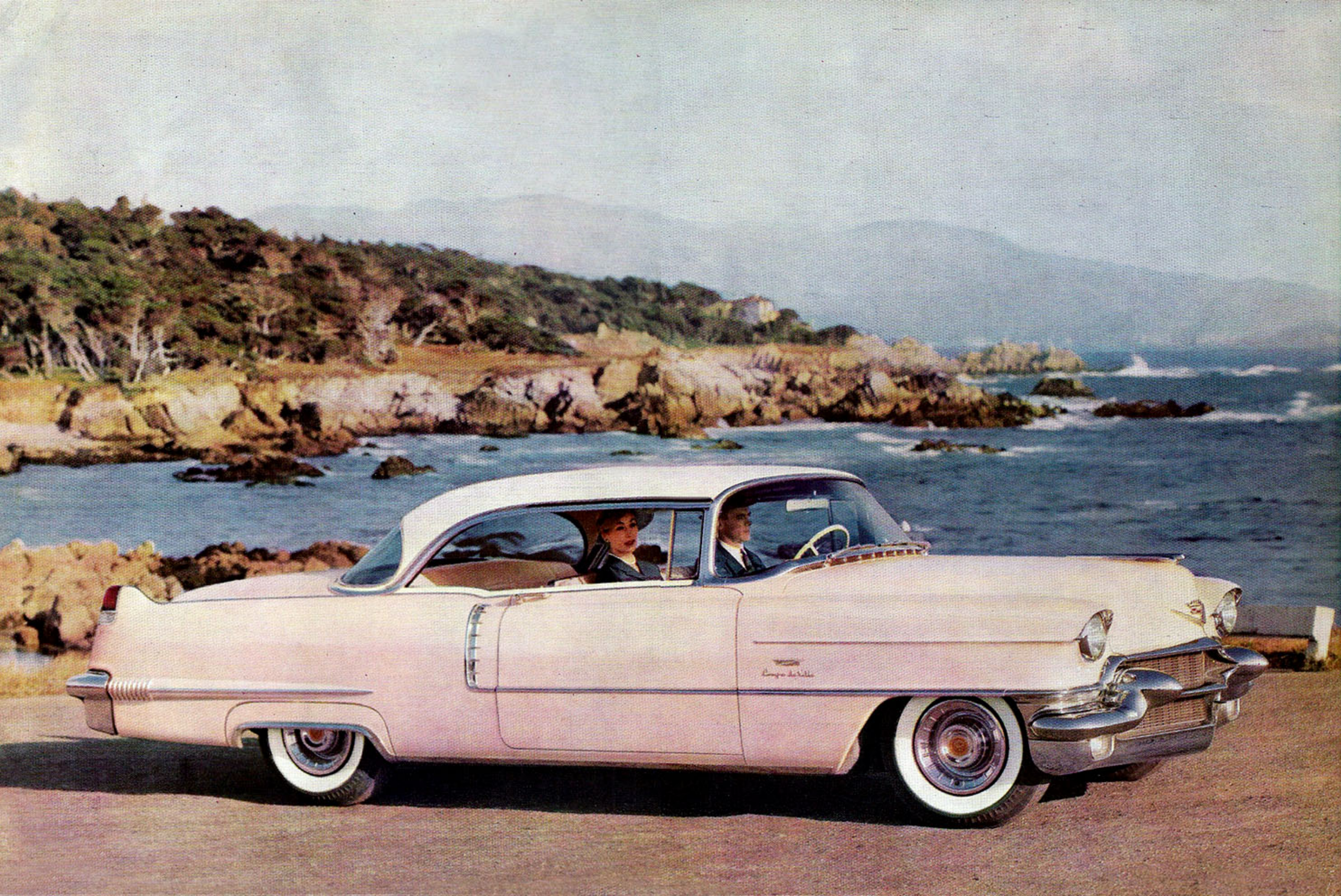


Initially... you find the cost for less than you might anticipate!

When a motorist first inquires as to the cost of a new Cadillac car, he is usually very pleasantly surprised. Ordinarily, he finds that it is far more modest in cost than he had anticipated. If his preference is for the beautiful Cadillac Series Sixty-Two Coupe, for example, he discovers that he can actually become a Cadillac owner for less than the cost of a great many models of other makes of cars. And whatever his favorite model, he finds that it represents an extraordinary investment in terms of value received. This, of course, is only his *introduction* to Cadillac economy. For there are many other wonderful surprises that await a new Cadillac owner at the wheel.







Next... you learn how economical it is to operate!

Not long after he takes possession, the owner of a new Cadillac makes his second important discovery about Cadillac's economy. He learns how remarkably economical it is to *operate*—especially for a motor car of its size and abilities.

Many new owners, in fact, report that they are continually amazed to discover that a motor car of Cadillac's stature . . . weight . . . and horsepower could be so frugal in its daily operation. And, as if this were not sufficient cause for delight in itself, he becomes gradually aware of another Cadillac phenomenon: the car's extraordinary freedom from the needs of service and maintenance. In those early days of ownership, it is a very rare occasion when a Cadillac car requires any service attention—save, of course, for the purely routine care that any automobile requires.



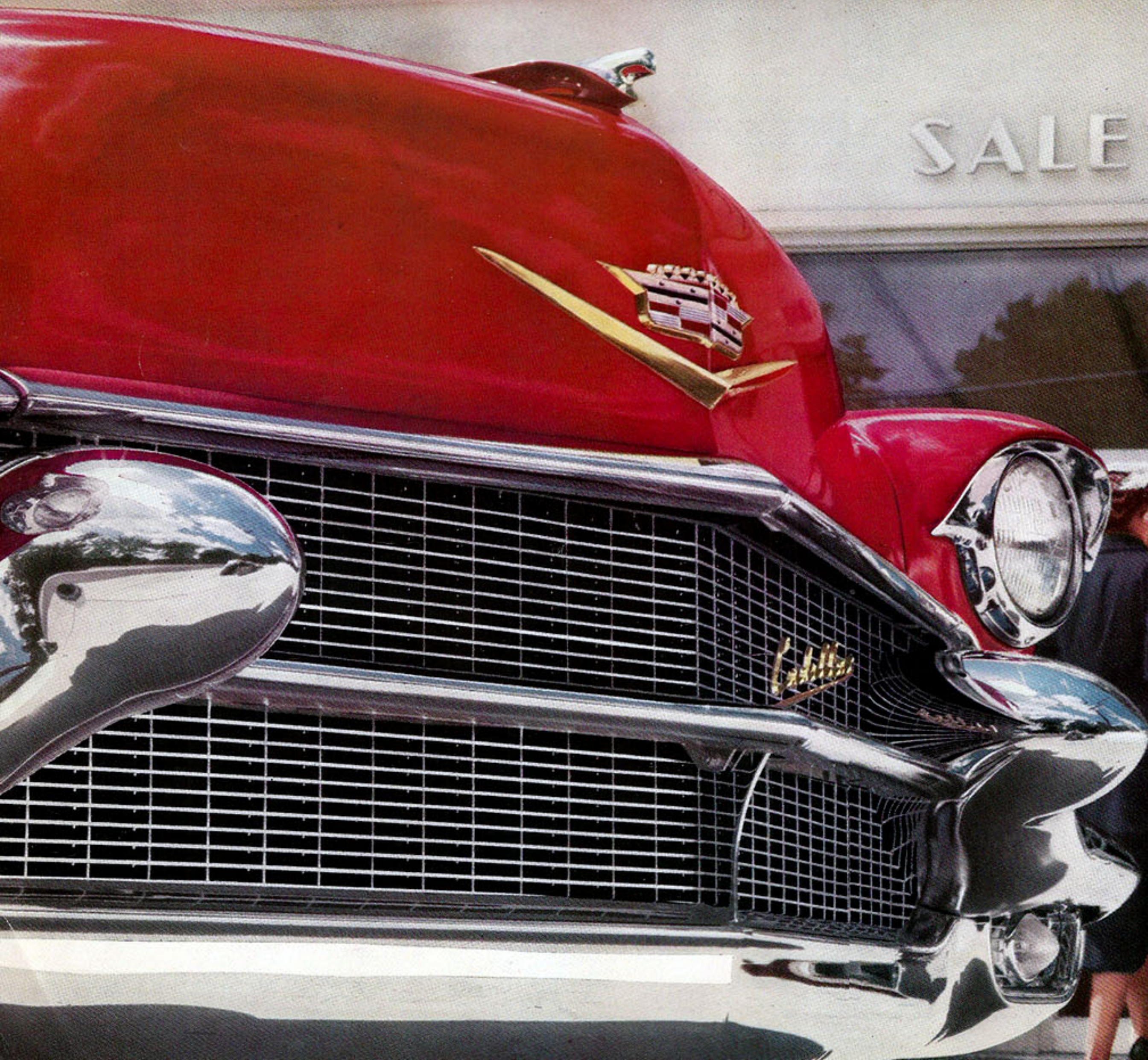


Then...you become aware of its amazing dependability!

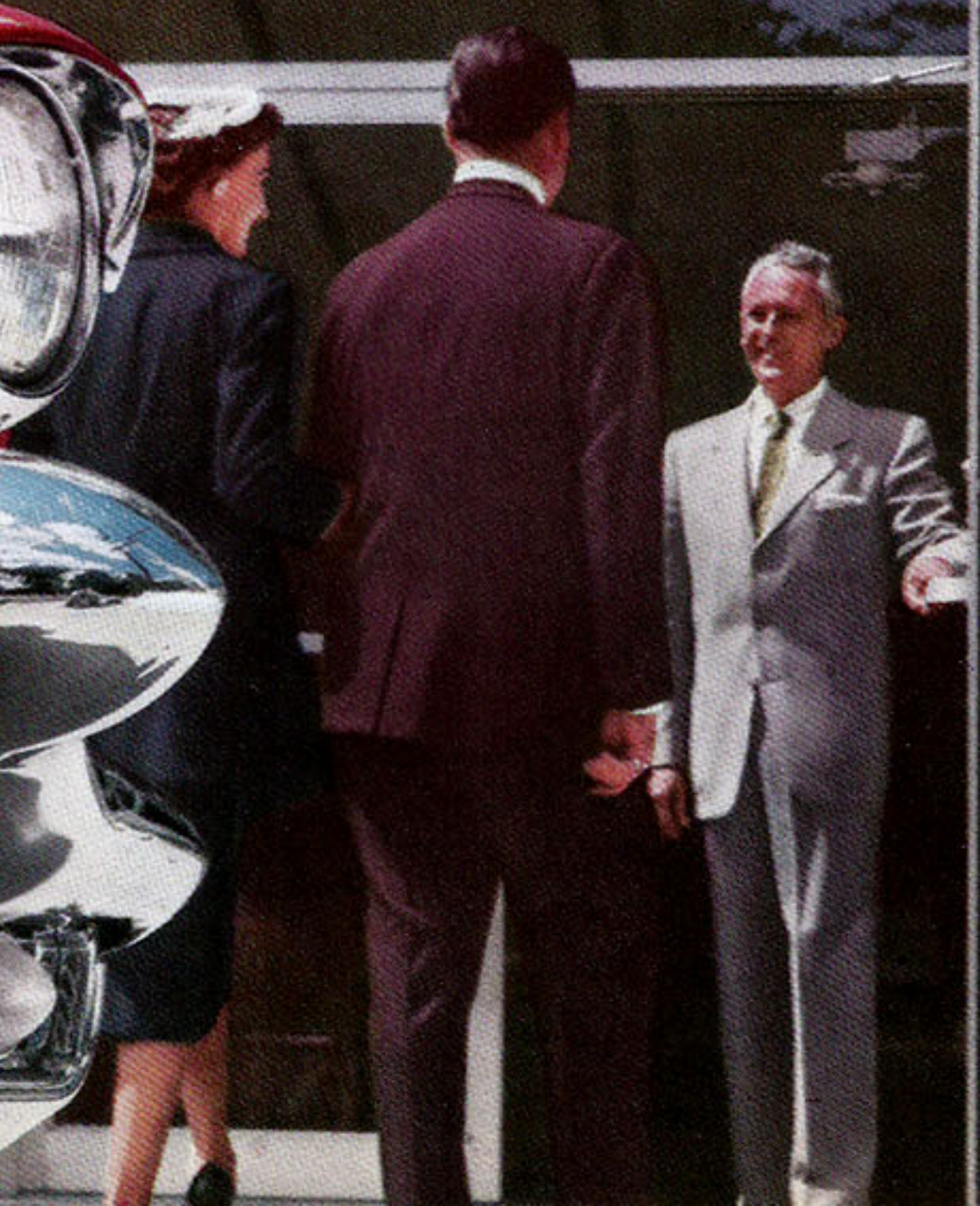


Ordinarily, a new Cadillac owner's respect for his car's dependability deepens with each passing mile. Many a motorist, in fact, has ridden out his entire period of ownership without a single interruption in the car's magnificent performance. By way of illustration, we might cite the experience of a great tire manufacturer who, some years ago, ran three Cadillac cars in its test fleet almost a million miles—and then retired them to active service on the highway. Given proper care and treatment, there is almost no practical limit to the life span of a Cadillac car. To be sure, most owners prefer to change models periodically in order to take advantage of Cadillac's continuing progress in design and engineering. But this great longevity holds forth a wonderful promise for whatever period he does elect to enjoy the car.





SALES AND SERVICE

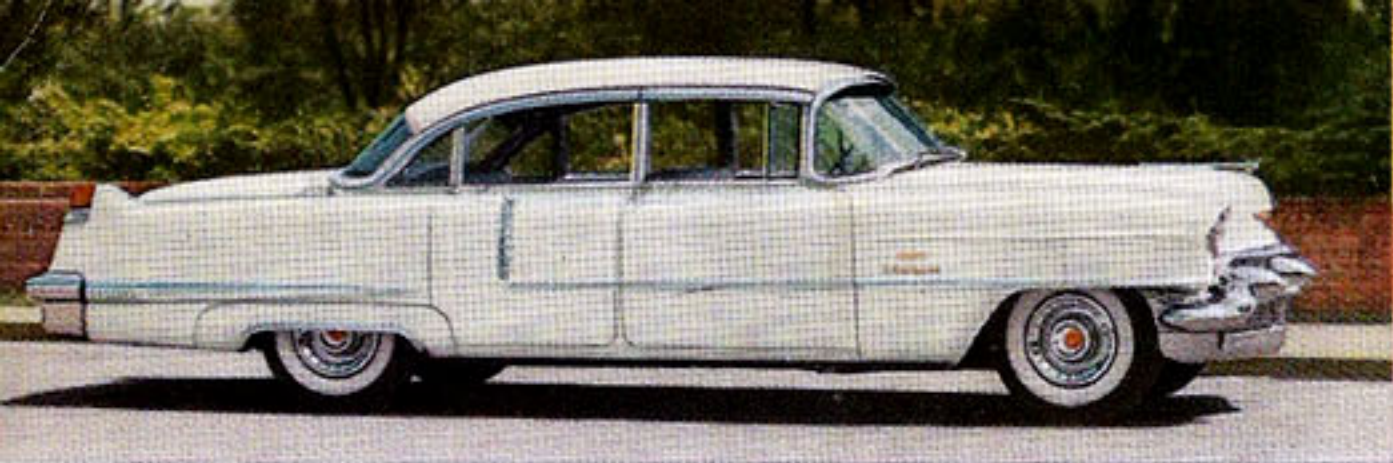


17153

Finally...you discover how well it retains its value through the years!



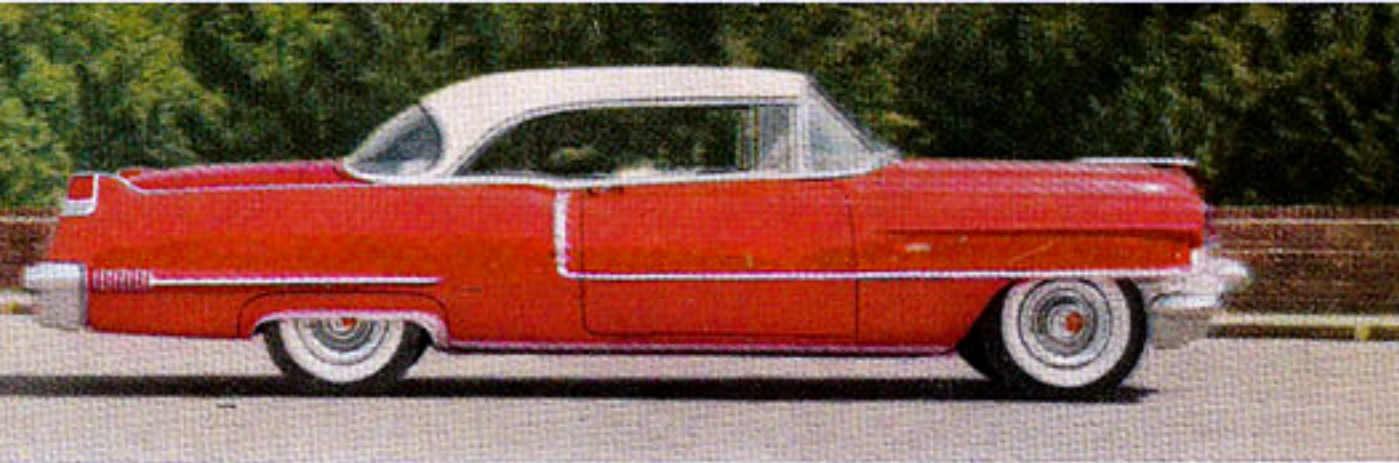
No Cadillac owner can fully realize how sound an investment he has made until the day comes to relinquish his motor car to its second owner. For it is then that he discovers the car's traditionally high resale value. Nation-wide surveys—based on statistics from resale markets all across the land—reveal that a Cadillac may be expected to return its owner a greater share of his original investment at the time of resale than any other automobile built in the land. There are several reasons for this. First of all, a Cadillac—regardless of age or previous usage—is *still* a Cadillac . . . and commands the respect of people everywhere. And secondly, the car is so soundly designed and built that, ordinarily, its first owner barely taps its great capacity to serve. Many Cadillac cars built as long as a decade ago are still in active demand among the nation's motorists.



SERIES SIXTY SPECIAL SEDAN



SERIES SIXTY-TWO SEDAN AND COUPE



SERIES SIXTY-TWO SEDAN DE VILLE AND COUPE DE VILLE



SERIES SIXTY-TWO CONVERTIBLE



SERIES SEVENTY-FIVE SEDAN OR LIMOUSINE



ELDORADO SEVILLE AND ELDORADO BIARRITZ

And today...you will find an added economy when you make the move to Cadillac!

The motorist who elects to purchase a new Cadillac this fall will find still another economy awaiting him.

For we are currently in a position to make him an especially attractive allowance on his present car. We invite you to stop in soon for the facts—and for a personal demonstration at the wheel. We think you'll find that this is the perfect time to move up to a 1956 Cadillac!

BEWLEY ALLEN CO.
801 East Main
ALHAMBRA, CALIFORNIA