

There Are Some Secrets a Man Can't Keep ...



... when he is seen in the driver's seat of a new 1957 Cadillac. And not the least among these is the fact that he is a man of unusual practical wisdom. For it is widely recognized that when a motorist selects the "car of cars", he selects one of the soundest of all motor car purchases. Its modest original cost, its marvelous economy of operation, its remarkable

dependability and its great resale value combine to make Cadillac a truly extraordinary investment. If you would like to enjoy these many practical benefits in *your* next motor car—then you are looking for Cadillac! The car is waiting for you now in your dealer's showroom—and this is the perfect moment to make the move quickly and economically. CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

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