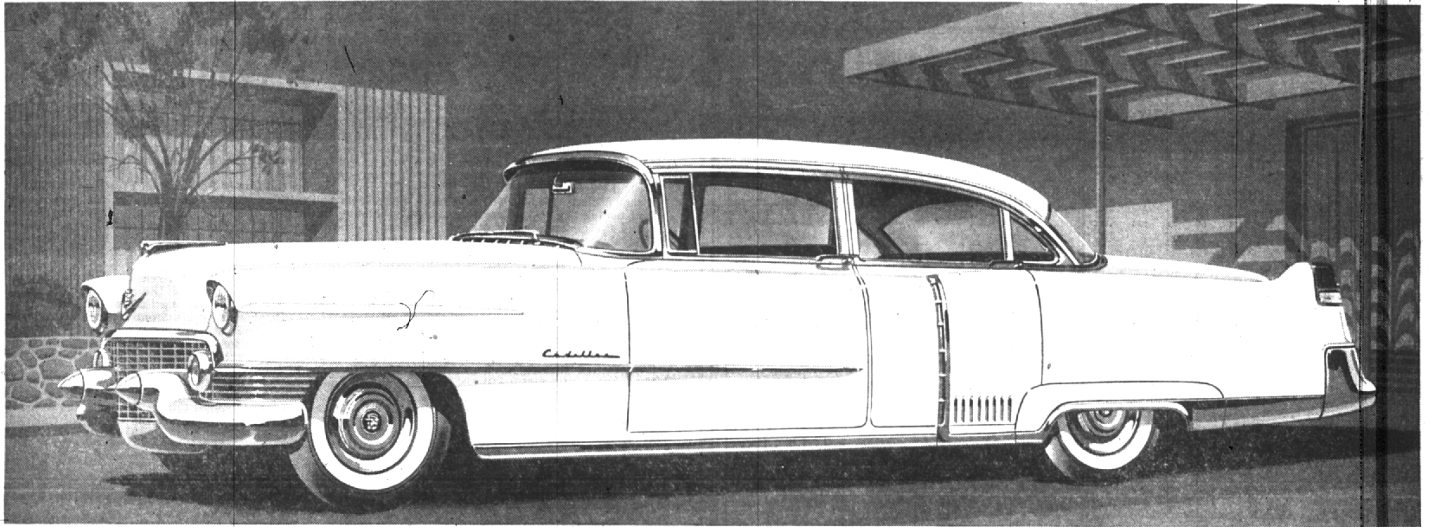


**SEE THE NEW STANDARD OF THE WORLD
IN A BRILLIANT NEW SETTING!**



Together with a special showing of the fabulous

Cadillac

Park Avenue



The opening of the beautiful new showrooms of Wilson Pontiac-Cadillac, Inc., offers the motorists of the Birmingham-Bloomfield Hills area an opportunity to witness three outstanding events.

First, you'll see the grand opening of the finest new facilities for the sale and servicing of Cadillac cars in the entire North Woodward section. Nothing has been overlooked in providing maximum convenience for the

Cadillac owner and the very finest of care for his car.

Second, you'll thrill to the arresting display of 1954 Cadillac cars . . . brilliantly new in their styling . . . completely re-engineered throughout . . . and with performance that leaves literally nothing to be desired.

And third, you'll see on display during this grand opening the fabulous Cadillac show car, the "Park

Avenue" . . . a glamorous 6-passenger sedan whose magnificent beauty dramatically highlighted the 1954 General Motors Motorama from coast to coast.

Please consider this your personal invitation to attend the grand opening of your new Cadillac headquarters Friday and Saturday, July 16 and 17. You will be most cordially welcome at any time.

WILSON PONTIAC-CADILLAC, INC.

**1350 North Woodward Avenue
BIRMINGHAM, MICHIGAN**