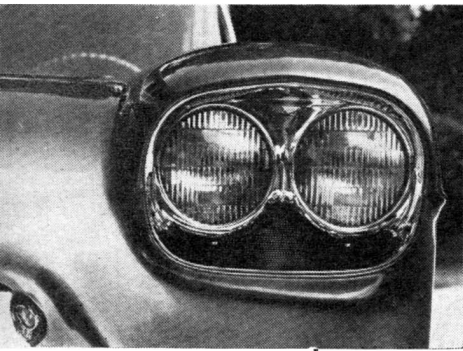


THE ELDORADO BROUGHAM—

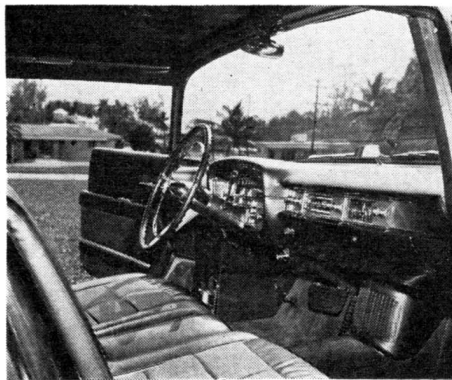
A NEW CADILLAC FOR 1956

The class of super-luxury cars, neglected since the 1930's, is on the way back, and this one is sure to be a style-setter in advanced features

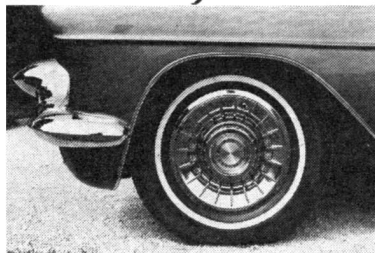
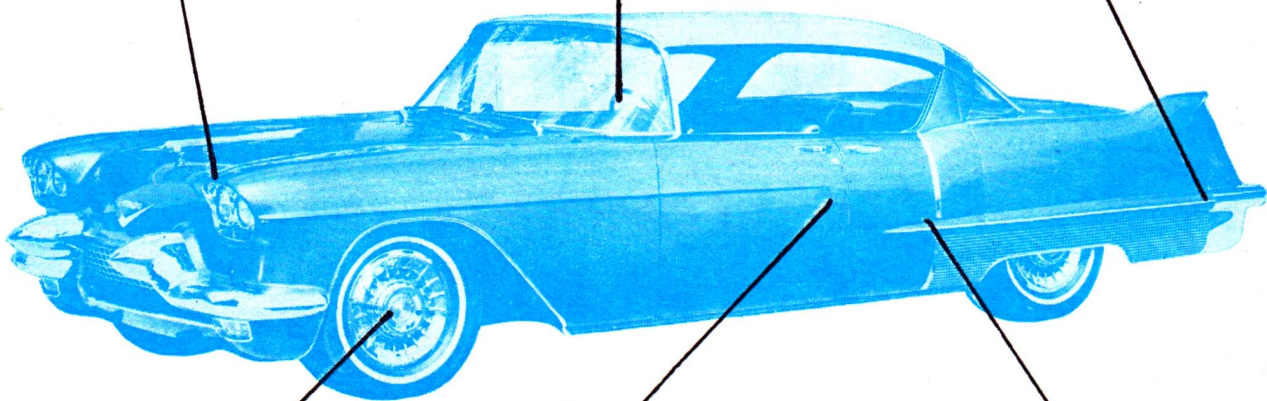
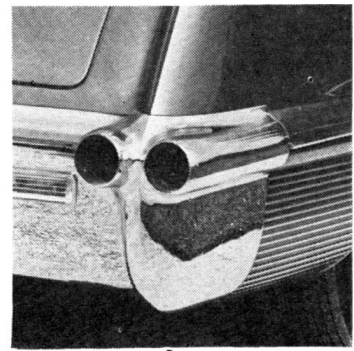
TWIN HEADLIGHTS at the front end of each fender have five-inch lenses. Outer lamps are flat-beam city lights; inner lamps are for highway use. An Autronic Eye will switch from one to the other as conditions on the road require.



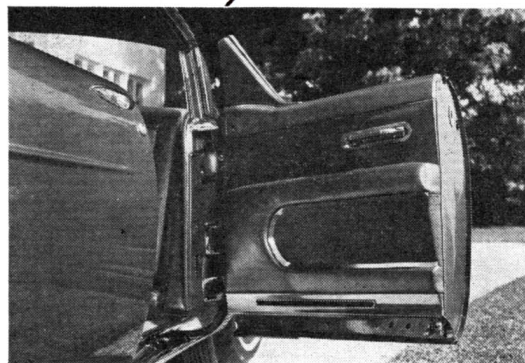
INTERIOR includes padded instrument panel with recessed controls. Driver's seat pivots outward for easy entry and exit, while center of both front and rear seats contains storage compartment. Note absence of small ventilator windows, considered unnecessary in car having air conditioner and heater as integral unit.



QUAD EXHAUST is what Cadillac is calling the system that has dual pipes issuing from rear fenders on each side of the car. This could be said to balance dual-dual headlights in front, but benefits in engine efficiency are unknown.



MAGNESIUM WHEELS simulate wire wheels, but obviously will be easier to clean and polish. Front bumper has been a Cadillac trademark for several years. Top of Brougham, incidentally, is tinted aluminum, forecasting more widespread use of non-rusting metal in cars to come.



REAR DOORS open into the wind (above), a characteristic of four-door hardtops. But Cadillac engineers say they have developed an adequate safety device to forestall mishaps. Note triangular section that forms upper rear of door. Only chromed strip on side of body (right) is vertical trim, another Cadillac trademark in recent years, which may point the way to more restraint in exterior treatments for the future. Significant item: the Brougham's wheelbase is 124 inches, five less than the current Cadillac 62 series. Are scaled-down cars coming from other U.S. auto manufacturers?

