



WHERE *Pride* IS A DIVIDEND !

It has been said, in song and in verse, that the best things in life are free.

And we must say that we side with this conjecture in at least one small regard. For we know that the finest reward of Cadillac ownership costs you nothing.

We have reference, quite naturally, to that wonderful feeling of pride that comes inevitably to new owners of new Cadillacs. It is, in the truest sense of the word, a dividend for your wisdom in choosing the "car of cars."

Of course, when a motorist takes title to his Cadillac, he *expects* to find great pride in his new possession. But we

doubt if ever he is fully prepared for the heart-lifting moments which await him.

There is, for instance, the unforgettable memory of his first journey home . . . and of that joyous welcome of family and friends.

There is his unending pride and joy in the car's great beauty and performance and mechanical perfection.

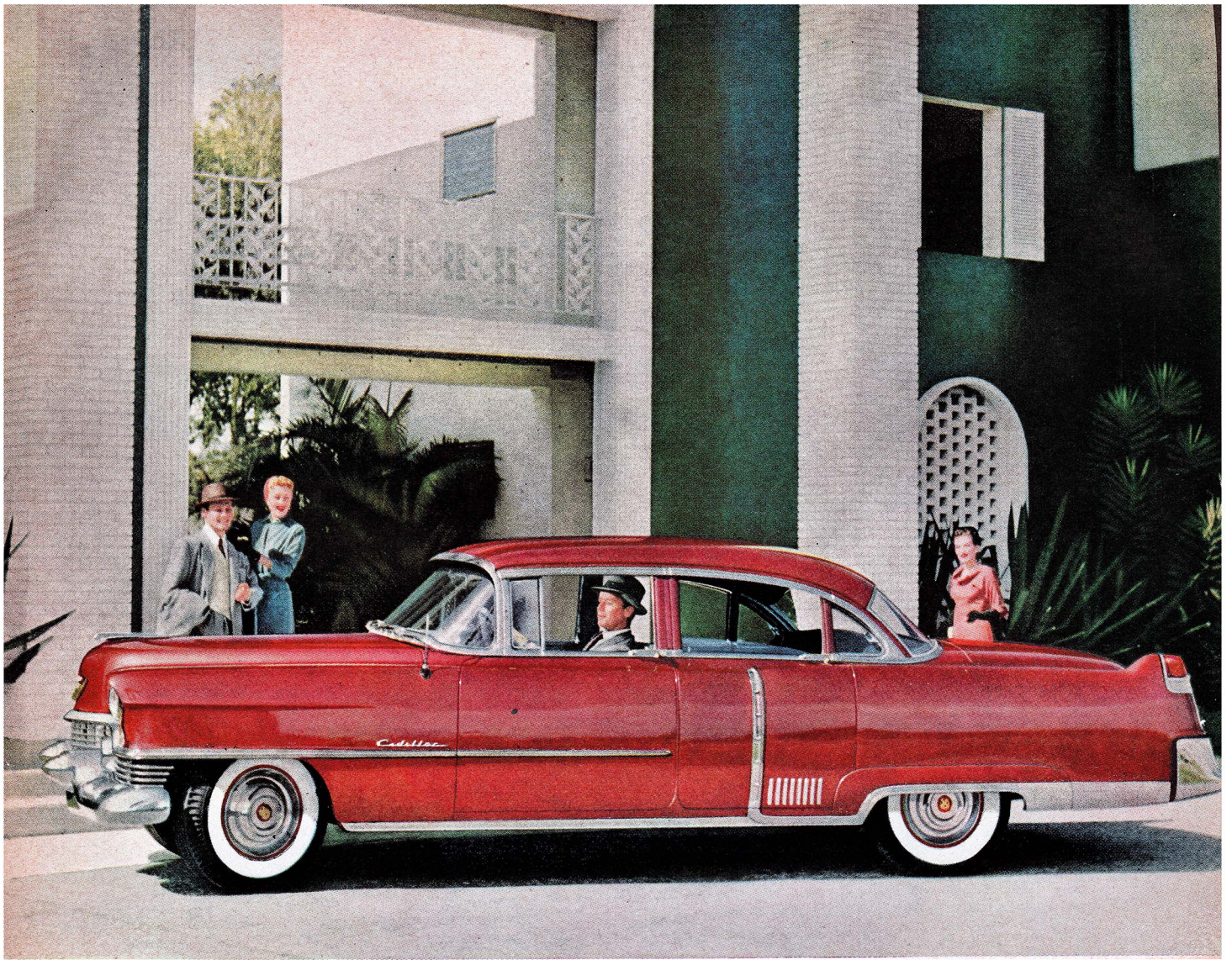
And there is his keen awareness of membership in the world's most distinguished fraternity of new car owners.

Won't you come in soon and let us give you a demonstration "preview" of these remarkable "Cadillac dividends"?



Cadillac

YOUR CADILLAC DEALER



Where a Man is Seen at His Best!

A man has many private moods—and plays, the poets say, as many secret parts.

But not when he sits at the wheel of his Cadillac and points its graceful hood at the inviting highway!

For then, to see him, is to read his mind. He's happy!

Pride shows in his face as he steps on the throttle and takes the powerful engine through its thrilling paces.

He is relaxed and at ease—for his driving is as effortless and as enjoyable as human skill and ingenuity can make it.

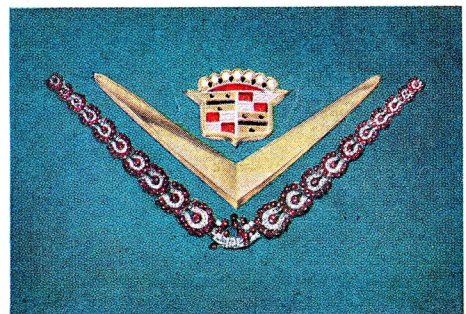
Confidence shows in his bearing—for he knows that, wherever he drives, he will be recognized as a member of the world's most distinguished motoring fraternity.

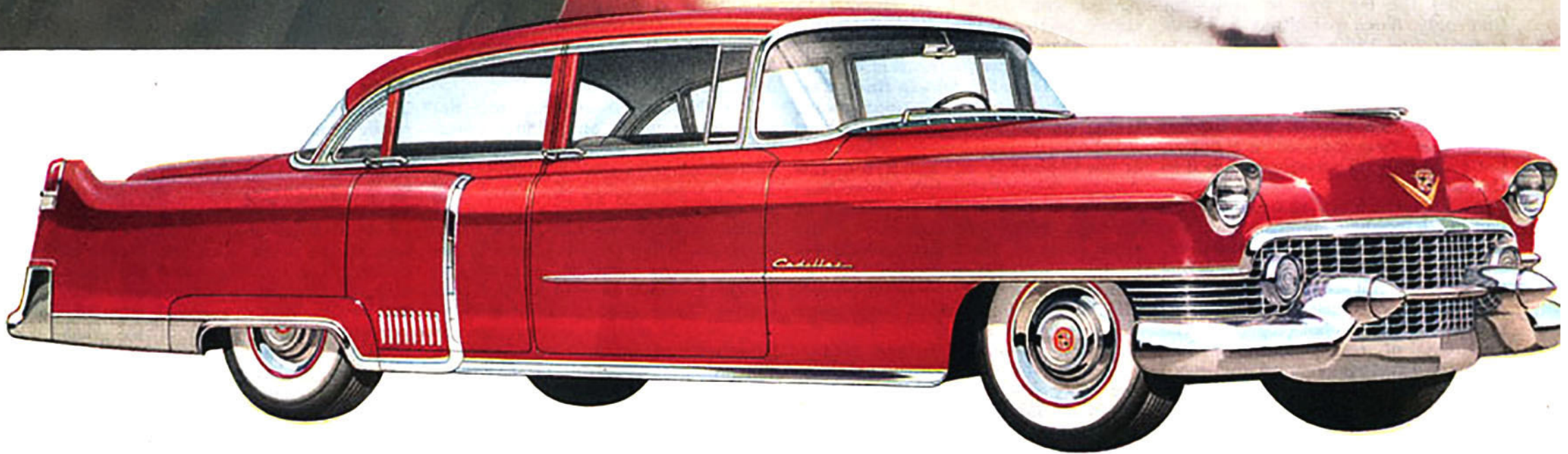
And he is gracious—halting for pedestrians, and to permit his fellow motorists to make their needed turns.

Yes, a man's mood is obvious at the wheel of his Cadillac. And it's one of his *finest* moods, and reveals him at his best.

Have you considered a 1954 Cadillac for yourself? We'll be delighted to show you how economically it can be arranged.

YOUR
Cadillac
DEALER





YOU COULD GUESS WHAT CAR THEY CAME IN!

Of course, you'd guess they came in a Cadillac.

And the chances are that you'd be right. Because it has long been an accepted truth that a vast majority of the outstanding people at outstanding events arrive . . . in Cadillacs.

The winning of this priceless approbation has been a long, slow process for Cadillac. It has taken fifty-two years of the strictest adherence to the highest ideals in design and manufacture—to convince the American people that Cadillac is the ultimate in motor cars.

Year after year, American motorists—as they might be expected to do—have taken increasing notice of this. Gradually, but surely, the impression has deepened that Cadillac stands alone in all the things that make a motor car a pleasure to own and utilize.

We pledge every conceivable effort to continue to merit this great public trust—so that into the unending future, the outstanding people at outstanding events may continue to arrive . . . in Cadillacs!

CADILLAC MOTOR CAR DIVISION ★ GENERAL MOTORS CORPORATION



The fortunate woman who enjoys possession of a 1954 Cadillac would find it difficult, indeed, to single out the one quality of the car which she finds most rewarding. Cadillac's new performance, for instance, is a constant joy through every mile . . . its great beauty is a source of unending pride and satisfaction . . . its marvelous luxury delights her every time she glances about the car's interior . . . and its remarkable economy is a continuing compliment to her practical wisdom. For, truly, this magnificent motoring creation is superlative in every respect. If you have not as yet discovered this for yourself, you should visit your Cadillac dealer without delay. You'll be welcome at any time.

* * *

Dress designed by Hallie Carnegie expressly for the Cadillac Convertible.



Cadillac



CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION