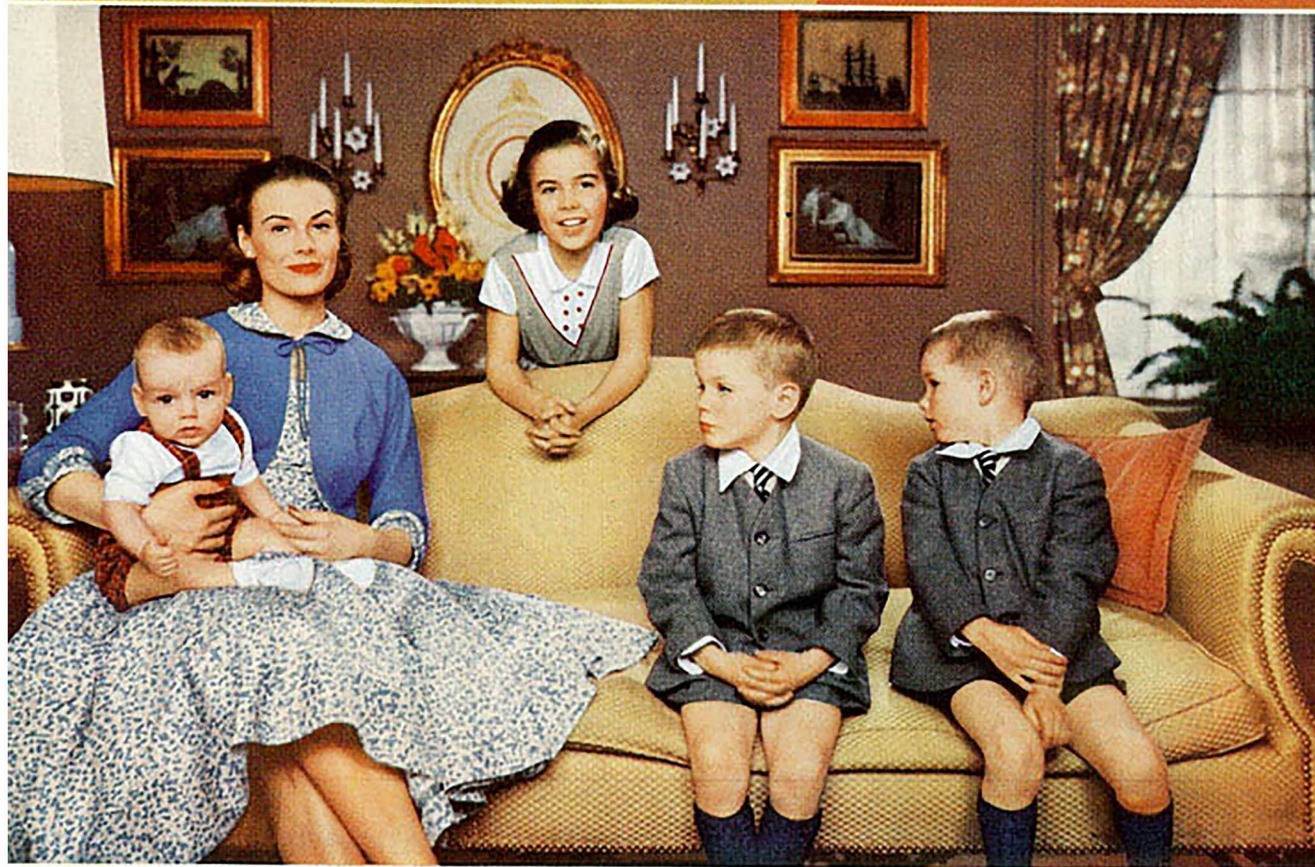


Cadillac



World's Best Reason for Ordering a Cadillac !

As almost any Cadillac owner can tell you, his family represents the finest of all reasons for making the move to the "car of cars."

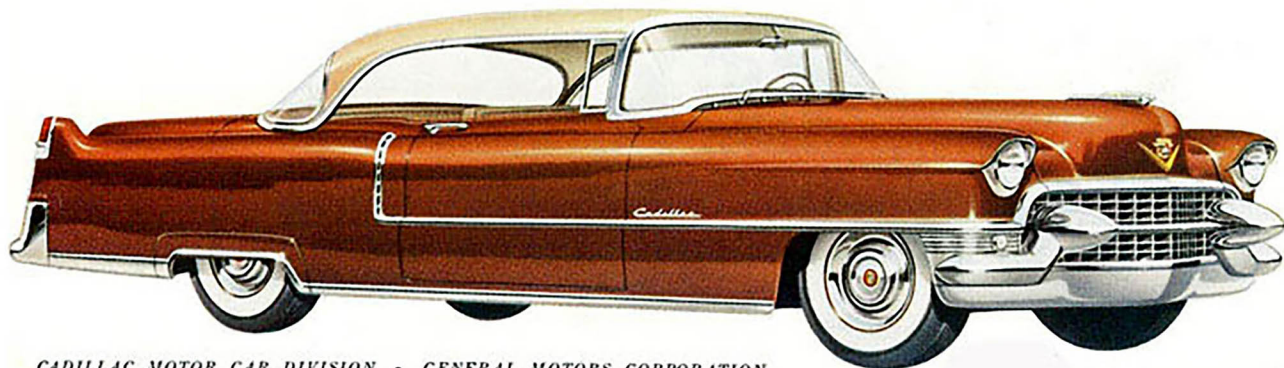
How wonderful it is, for instance, to be able to surround your loved ones with Cadillac's superlative comfort and safety. Every luxury and convenience and motoring safeguard known to automotive science rides with them through every mile.

And how much the car adds to a family's daily

happiness! As a source of family pride and pleasure . . . it is, truly, a thing apart.

And a Cadillac is even friendly to the family exchequer. In fact, the car is surprisingly economical in every phase of cost and operation and upkeep.

If you think the time has come for *your* family to enjoy the countless benefits of Cadillac ownership, visit your Cadillac dealer today. He'll be happy to see you—and your family—at any time.



CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac



They'll Take The Cadillac Tonight !

This, as you can see, is a very special occasion. And so we feel certain that—having a choice—they'll take the Cadillac tonight!

And what a happy choice it will be!

Imagine, for instance, how *proud* they'll be when they arrive in the "car of cars"—and find themselves the subject of admiring glances on every hand.

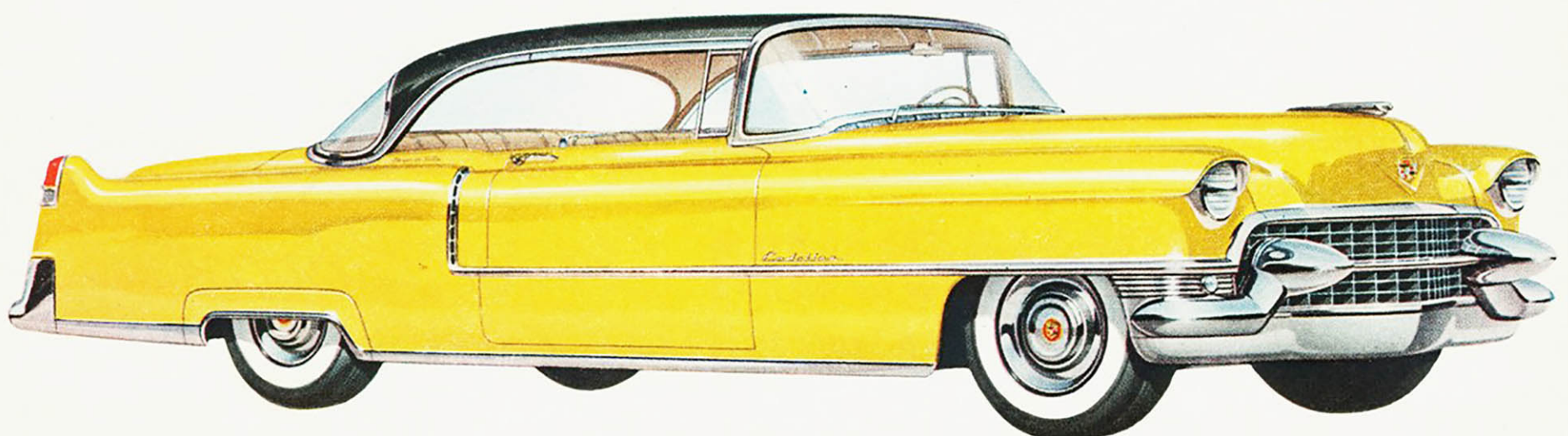
And how rested and relaxed! For a Cadillac is so wonderful to ride in and drive that they are certain to reach their

destination refreshed . . . and eager for the evening's activities.

Yes, they'll take the Cadillac tonight. But this is not to imply that a Cadillac gets the call only for special occasions. On the contrary, the car is such a joy to utilize that it is invariably the family favorite for *every* journey.

We think you'll understand the reasons for this—once you've spent an hour with a new 1955 Cadillac. Why not accept your dealer's invitation to do so—soon?

CADILLAC MOTOR CAR DIVISION ★ GENERAL MOTORS CORPORATION



Cadillac



Meeting of... Cadillac Owners!

Through all the higher phases of business and finance and industry, Cadillac is the overwhelming favorite.

It is not at all unusual, in fact, for a fine American corporation to have its entire board membership represented on the Cadillac owner list.

Needless to say, a motor car must offer many wonderful and exceptional qualities in order to win the favor of so distinguished a group of motorists.

And never have these qualities been more clearly evident than they are in today's great Cadillac car.

There is its inspiring beauty, for instance . . . its magnificent performance . . . its brilliant luxury . . . and its extraordinary operating economy.

Of course, you don't have to be a member of a Board of Directors in order to enjoy a new Cadillac car.

In fact, a Cadillac is actually one of motordom's greatest values—the ideal car, economically, for a very wide group of American motorists.

Why not visit your nearest Cadillac dealer soon—and confirm this for yourself?

CADILLAC MOTOR CAR DIVISION ★ GENERAL MOTORS CORPORATION



Cadillac



Favorite of All Nations !

At a conservative estimate, fifty per cent of all the motorists in America would rather own a Cadillac than any other automobile.

But what is equally important, this desire to own and drive the "car of cars" is shared by people throughout the civilized world.

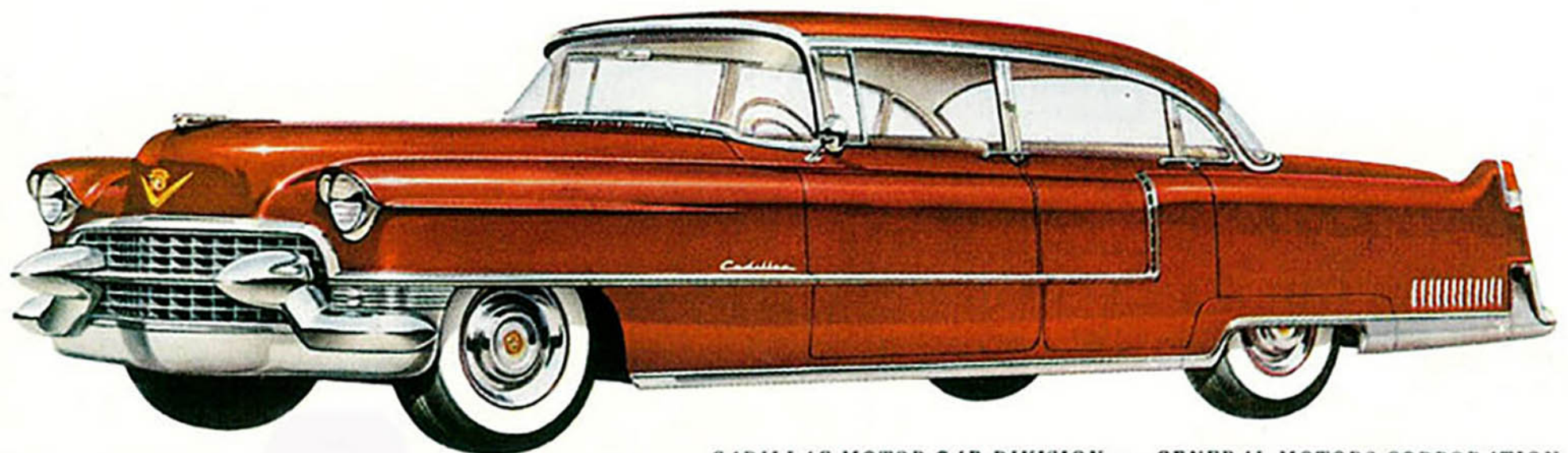
In virtually every nation where the Cadillac car is seen and driven, it is the overwhelming favorite!

This is, we think, entirely logical. For Cadillac's

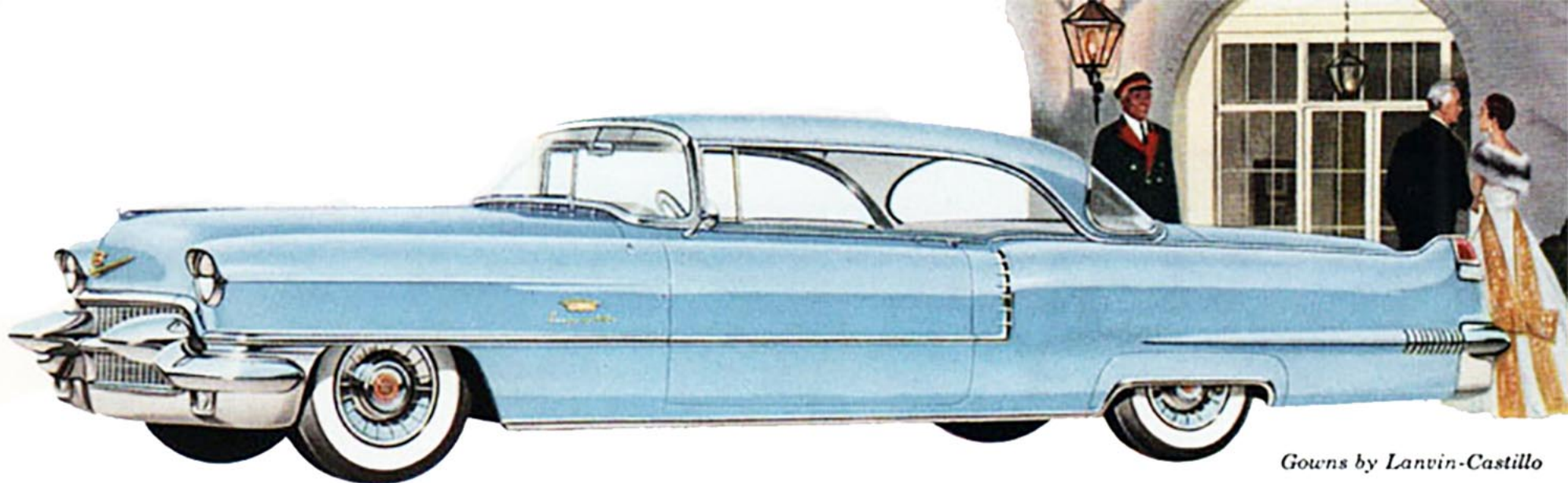
virtues are too apparent to be overlooked anywhere.

The car's inspiring beauty . . . its marvelous distinction . . . its magnificent performance . . . and its extraordinary luxury . . . simply have no counterpart on the world's highways.

Why not visit your Cadillac dealer soon—and discover these remarkable qualities for yourself in the 1955 Cadillac. We know you'll agree that it is, indeed, the "Standard of the World"!



CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



Gowns by Lanvin-Castillo

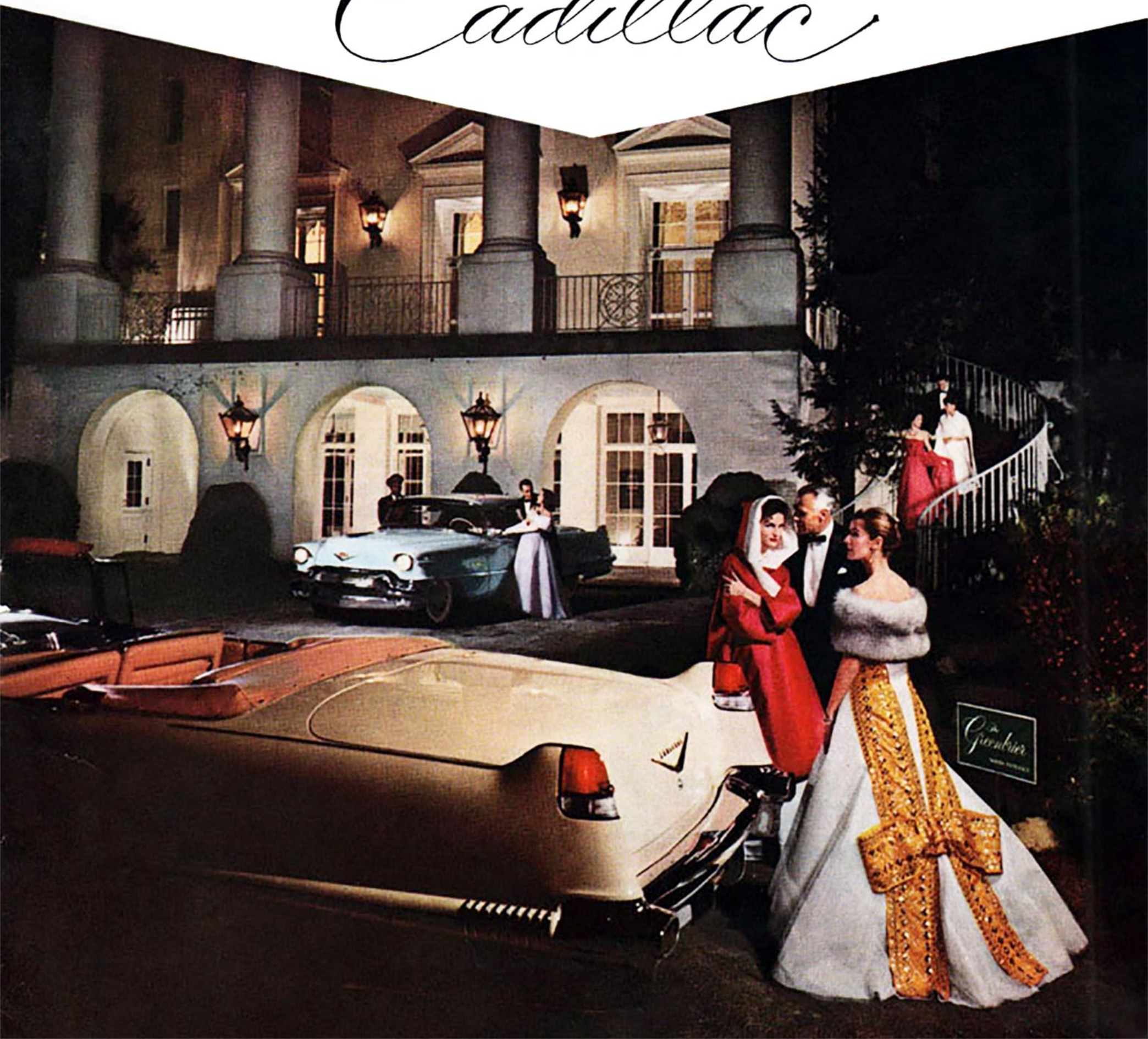


When a motorist makes the move to Cadillac, the odds are overwhelming that he has made his *last* move insofar as motor car preference is concerned. There are, we think, many logical reasons why this should be so—Cadillac's inspiring beauty . . . its marvelous comfort . . . its magnificent performance . . . its ex-

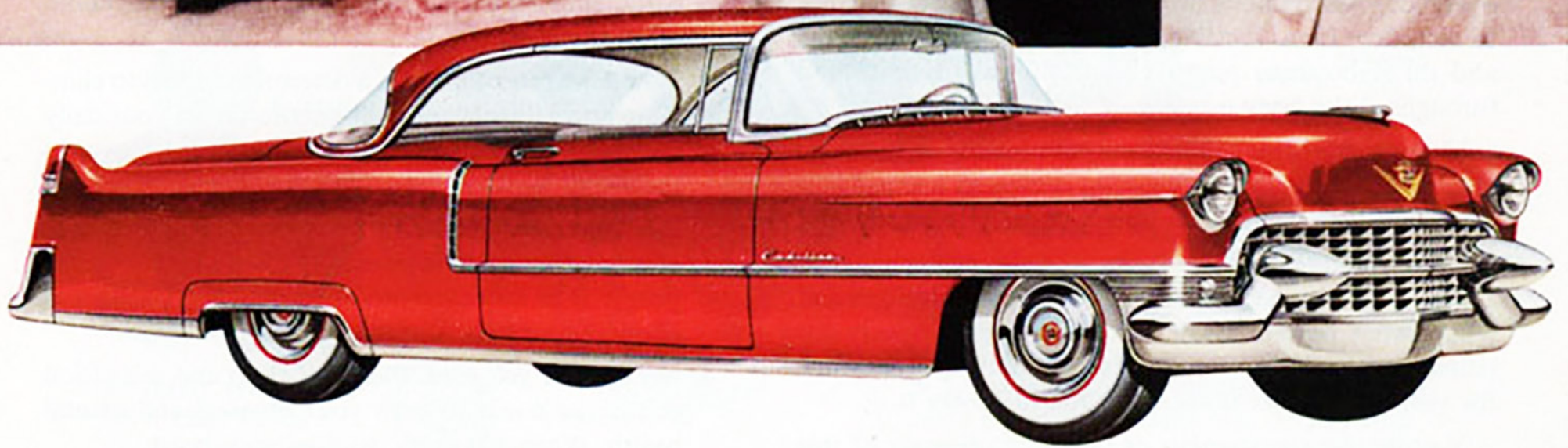
traordinary economy of upkeep . . . and, of course, the personal satisfaction of Cadillac ownership. Why not visit your dealer soon and investigate these Cadillac virtues? We think you will be delighted to learn how quickly and easily you can now join the happy fraternity of Cadillac owners.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac



Cadillac



Maybe This Will Be The Year!

The handsome couple you see in the beautiful picture above have just made a very wise decision.

They have decided to get the facts about Cadillac—to see if, perhaps, the time has come for them to make the move to the “car of cars.”

And we hope sincerely that 1955 *will* be their Cadillac year. For this, beyond any question, is the *perfect* year to discover the joys of Cadillac ownership!

Never before has the car offered so much by way of

beauty, or luxury, or performance. It is inspiring to behold . . . and thrilling to drive . . . and wonderful to own . . . and practical to operate—to a degree unprecedented even by Cadillac.

If a new Cadillac is high on your list of hopes for the new year, you should give careful consideration to these facts. And we suggest that you make a “resolution” now—to drive the 1955 Cadillac!

Your dealer will be happy to see you at any time!