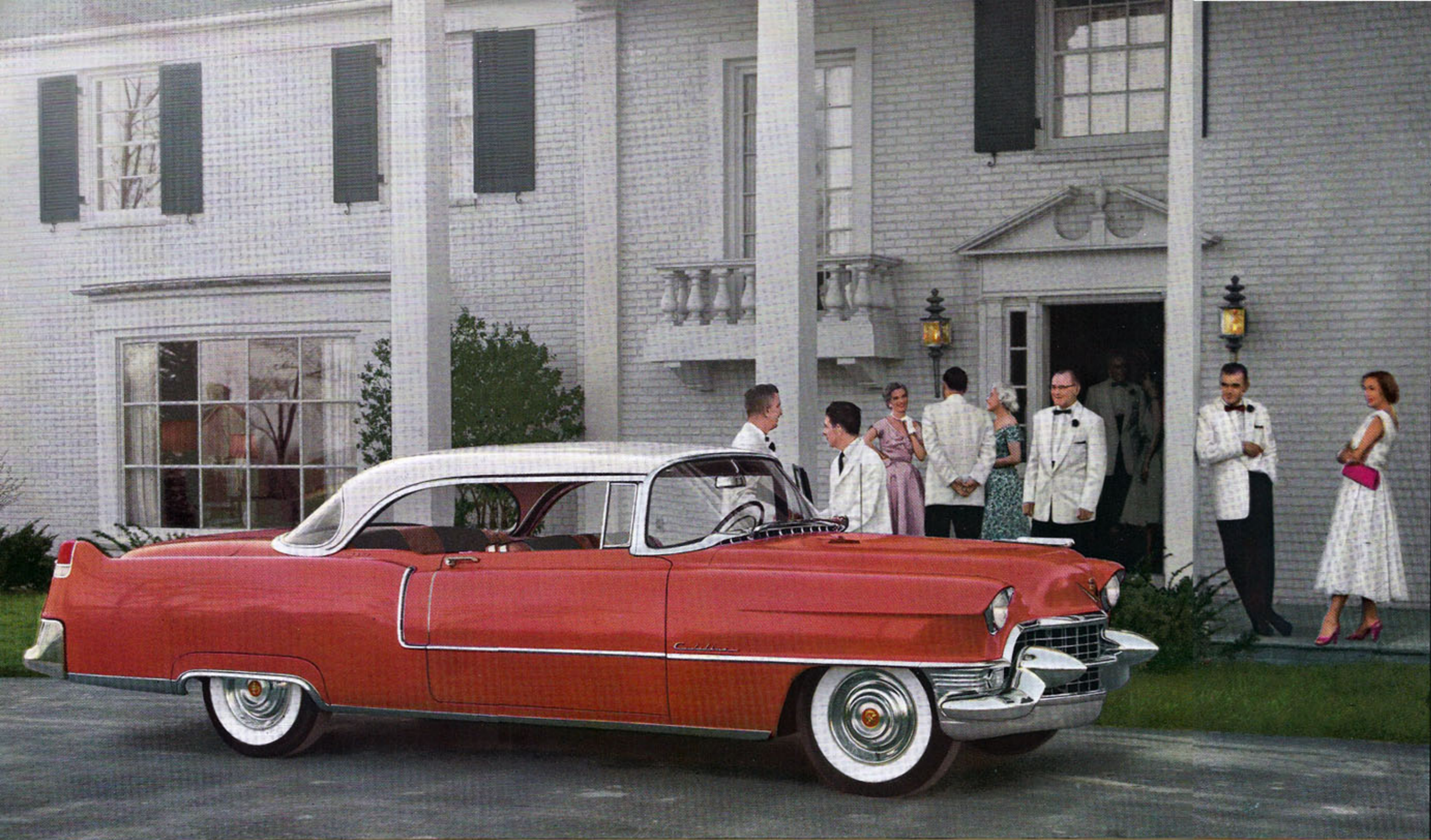


Just imagine it's yours!





How proud and happy you'd be!



As you journey with us through the pages of this booklet, we would like you to imagine yourself the owner of a new 1955 Cadillac. For we would like you to experience some of the wonderful and extraordinary things that await you at its wheel.

First among these, quite naturally, is the deep sense of personal pride and happiness you would find in owning the "car of cars".

Imagine, for instance, the thrill of your first journey home. How proud you'd be as you turned into that familiar driveway—and how inspired by that wonderful welcome from family and friends!

And there would be the ever-deepening pride which you would find in the car's magnificent beauty and performance. Every time you took to the highway, you would enjoy that marvelous sense of well-being that only a Cadillac owner can experience.

And, of course, there would be your profound satisfaction in being able to surround your family with Cadillac's incomparable comfort and safety. And there would be your keen awareness of membership in the world's most distinguished fraternity of new-car owners.

Yes, how very proud and happy you'd be! But this is only *one* of the innumerable rewards a new Cadillac car would bring you—as you are about to see.





*Just imagine it's yours!*

How wonderful it would be at the wheel!

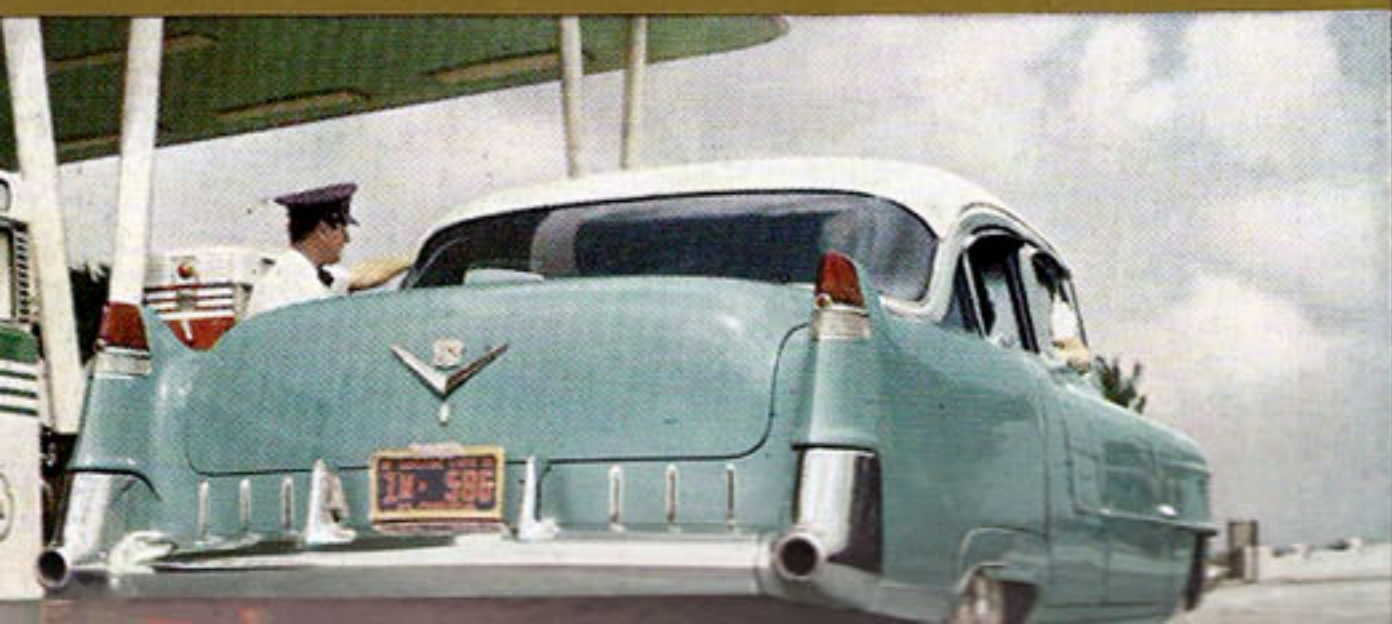
And now imagine yourself at the wheel—out on the highway in your new 1955 Cadillac!

What's it like? First of all, there's the car's incredible smoothness and quietness of operation. Its ride is so level that you are almost never conscious of irregularities in the highway. The car has a solid, substantial feel to it—and it is so silent in motion that you can actually whisper and be heard!

And what a joy a 1955 Cadillac is to drive! Steering seems little more than a wish—with the mere weight of your hand carrying you around the curves and corners. The slightest touch of your toe on the accelerator puts that mighty Cadillac engine into instant and obedient action. And braking requires only the gentlest pressure on the pedal.

You just sit there in the deepest comfort, with your hand resting on the wheel and your toe on the accelerator—and the car does all the rest. The shortest journey and the longest day's drive are one and the same insofar as pleasure and relaxation are concerned.

Owners everywhere call it the finest automotive performance of all time. And this we can say with absolute certainty: to take the wheel is a thrill and a revelation and an education—all rolled into one!







And how much it would add  
to the joy of living!

One of the first things you would notice about your new Cadillac, after it had come into active family service, would be the wonderful way it adds to your daily happiness and contentment.

There's something about starting the day, just knowing that you are going to spend an hour at the wheel. And once you slip into the driver's seat—well, what could be more enjoyable. Every journey is an occasion for pleasure and rest . . . and every ride is a wonderful memory.

And how grand it is to reach your destination in the "car of cars". For Cadillac is so universally admired and respected, that its owner becomes an automatic "guest of honor"—wherever he goes!

Of course, the satisfaction you would find in Cadillac ownership would, by no means, be confined to your hours on the highway. In fact, the car would be a constant and unending source of inspiration. Even parked in the driveway of your home, it would serve as a continuing reminder of your position in your own world of affairs . . . and as an eloquent tribute to your wisdom and taste and judgment.







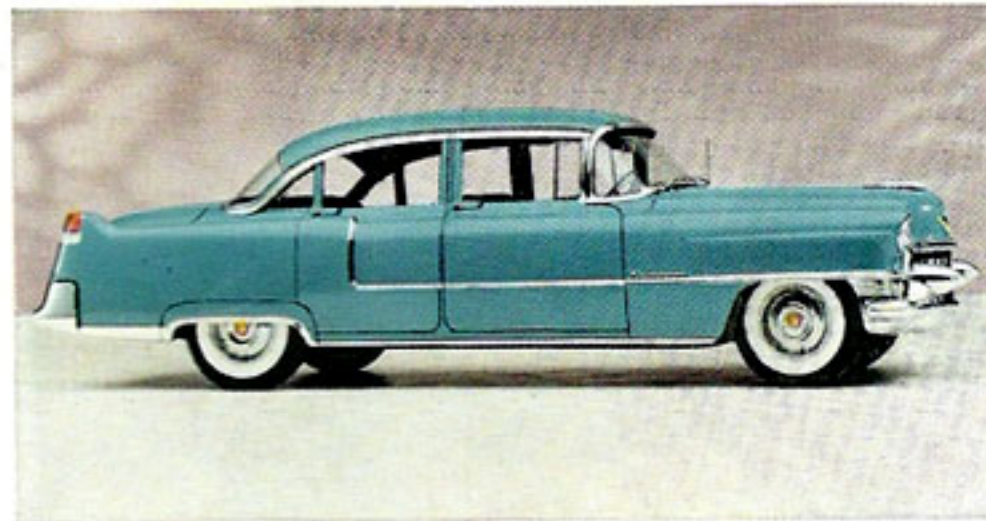
# Perhaps it's time to stop dreaming about a Cadillac ... and start enjoying one!

We hope you have enjoyed your imaginary visit with the 1955 Cadillac. And we also hope that, out of it, you have gained new incentive to make your dreams of a Cadillac come true. Certainly, the reasons for doing so have never been as numerous—or as compelling—as they are today.

The car is now far more beautiful to behold . . . and thrilling to drive . . . and rewarding to possess. And it is also more economical to own and operate.

Its original cost is surprisingly low—far less than most motorists realize. Its dependability and gasoline economy rival any motor car in the land. And Cadillac's phenomenal resale value establishes it as the finest investment in all motordom.

Yes, maybe the time has come to stop *dreaming* about a Cadillac—and start *enjoying* one! Why not come in soon and see? You'll be welcome at any time.



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