



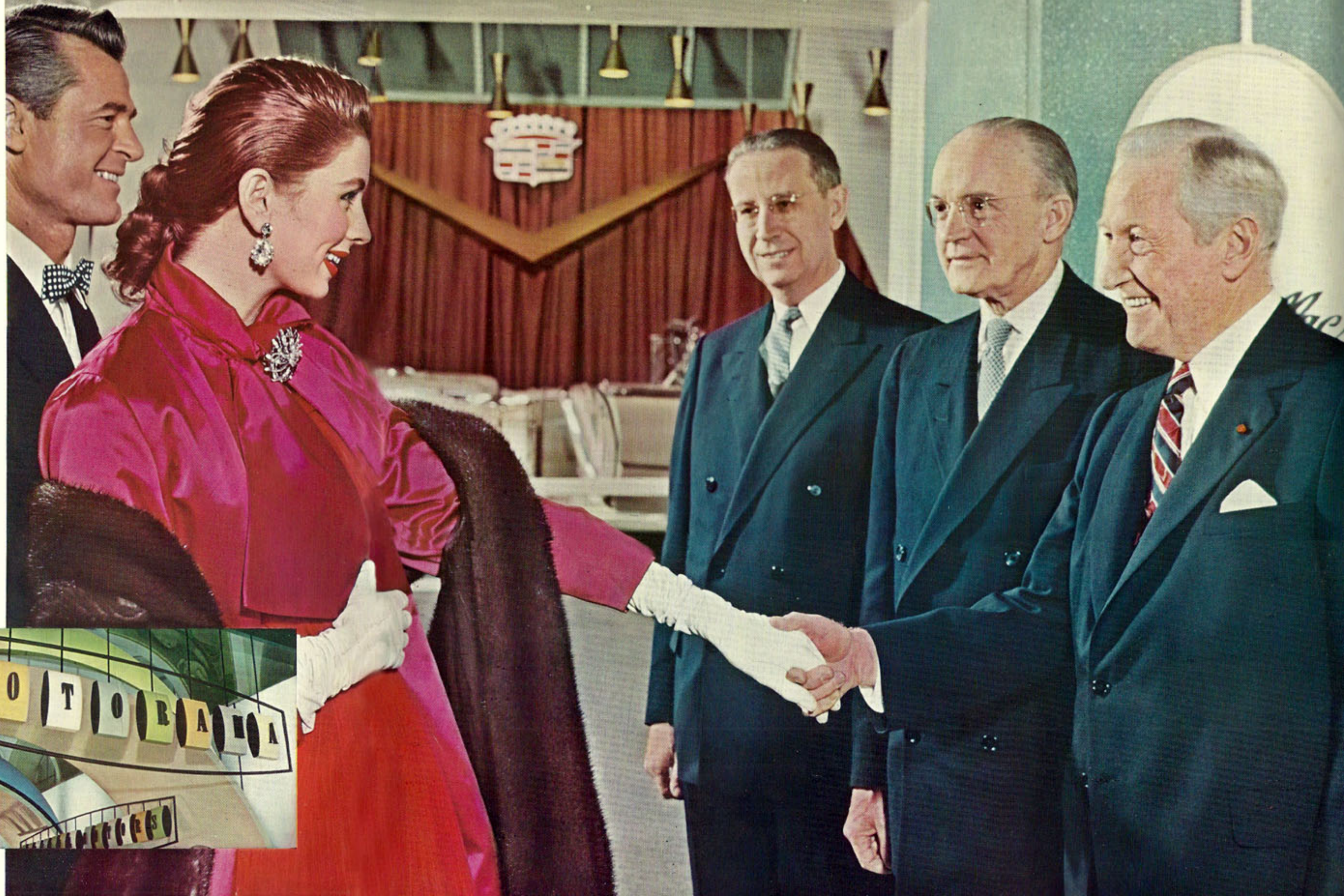
A TRIP TO THE

MOTORAMA...

Your Motorama Hosts, from right to left: Harlow H. Curtice, President, General Motors Corporation; Don E. Ahrens, General Manager, Cadillac Motor Car Division; James M. Roche, General Sales Manager, Cadillac Motor Car Division.

...TO SEE THE 1955 CADILLAC

The handsome couple whom you met on the cover of this booklet were among the some two million motorists who visited the great General Motors Motorama during its nationwide tour in 1955. And because the Motorama is such a unique and captivating spectacle, we thought you might like to join us as we follow them on their tour—and share with them some of the fascinating sights of the Motorama. Of course, like so many Motorama visitors, they came *especially* to see and inspect the full line display of 1955 Cadillacs—and found it to be a wonderful and exciting automobile show all in itself. We think you'll agree, once you've come with us into the Cadillac room—and seen these masterpieces of motor car design and engineering for yourself. Our couple is just outside the room now—being received by their Motorama hosts. Let's turn the page—and join them inside.





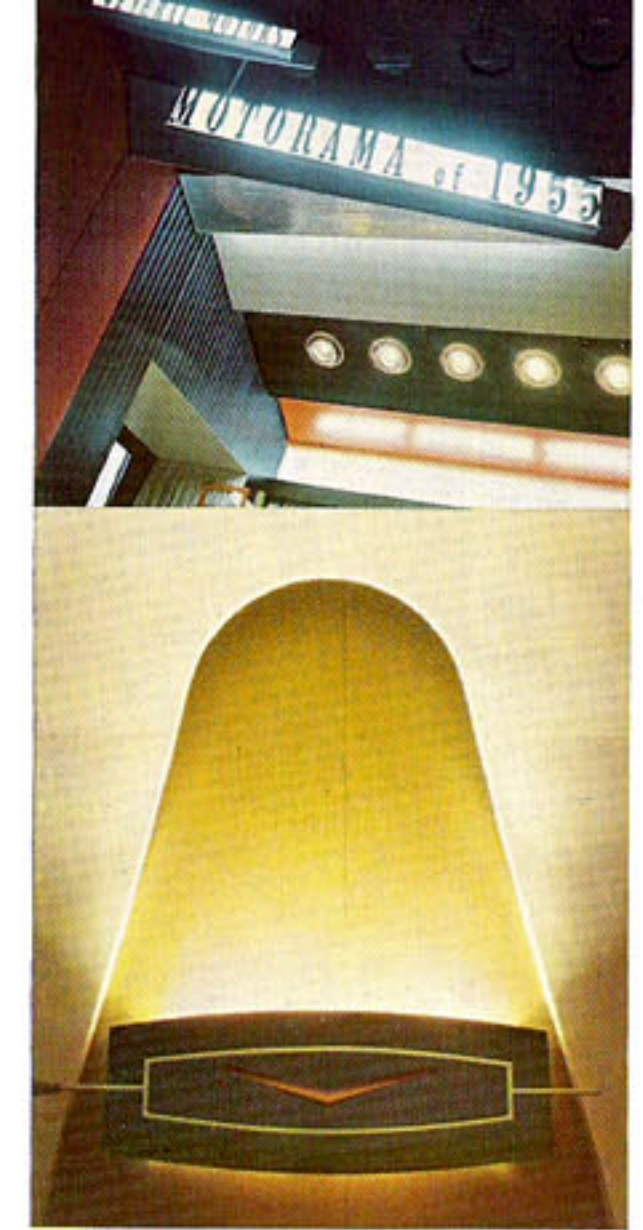
Here you are in the great Cadillac room—perhaps the most popular display area in the entire Motorama. And little wonder! For here you find yourself literally surrounded by the most beautiful motor cars ever built . . . the 1955 Cadillacs! First to catch your attention as you enter the door is the magnificent Cadillac Coupe de Ville . . . executed in a dazzling red body color and featuring a special red leather roof. A discerning look at this handsome creation reveals many of the new details of styling which make the 1955

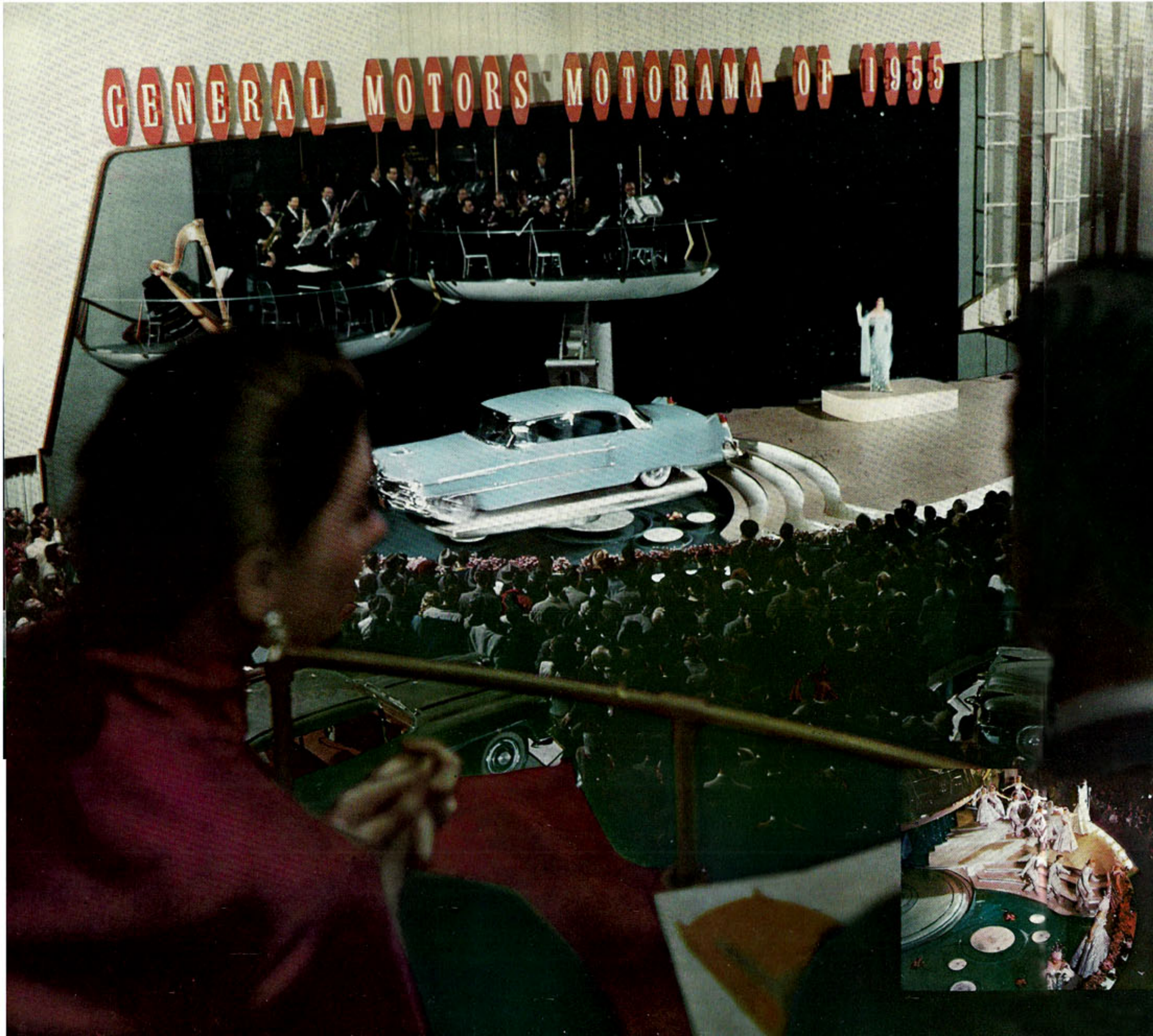
Cadillac so incomparably beautiful. There is its dramatically new, sculptured side styling, for instance . . . its new grille and front-end assembly . . . its new, lower hood line . . . and its new rear bumper detail. But your eye cannot linger too long on a single model. There are so many other breathtaking Cadillac creations to see and to inspect. And perhaps foremost among these is the new 1955 Cadillac Eldorado, with its unique and dramatic rear fender styling. So let's move along . . . and take a closer look on the following page.





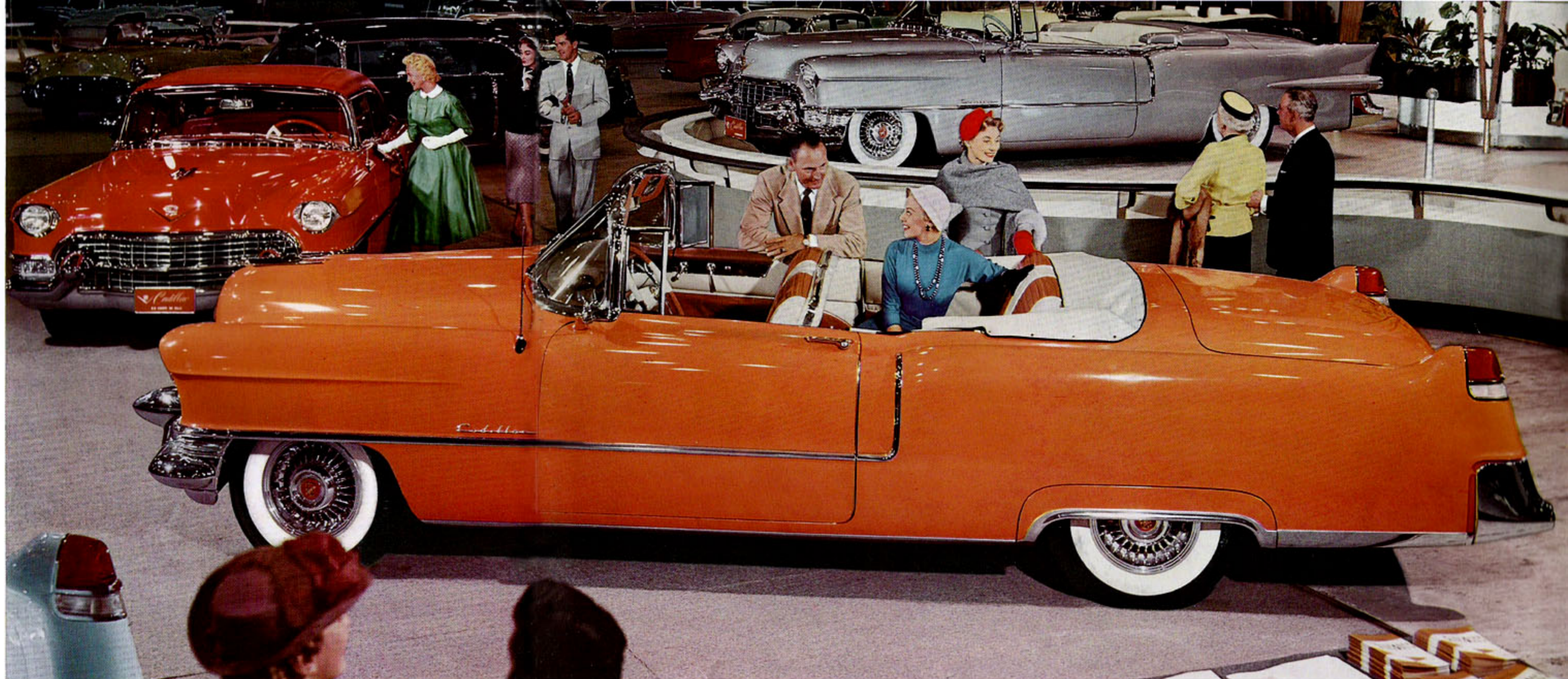
The motor car which you see at the left is, beyond any question, one of the most dramatic and inspiring interpretations of Cadillac's new styling. It is the 1955 Eldorado—with its distinctive rear fender treatment . . . its artistic use of chrome and color . . . its hand-crafted interiors . . . its disappearing top . . . and its unique "sabre-spoke" wheels. Equally enchanting, in its own way, is the distinguished 60 Special which you see next. Finished in a special Korina Gold with a black leather roof, it is typical of this model's beauty in any of its many new color combinations. Its new, slender center-post . . . its graceful new Florentine-curved roof line . . . and its many other new features of beauty and luxury place it among the most glamorous of all Cadillac body styles. But now, let's take leave of the Cadillac room . . . enter the main ballroom . . . and join our couple in the Cadillac box for a look at the great Motorama stage show!





It's the spectacular Motorama stage show . . . a gay, colorful, thirty-minute presentation that delights and enchants the Motorama crowds. And then . . . the highlight of the show. Cadillac on stage! Out through the golden curtains above the orchestra . . . slowly turning and descending until it hovers gracefully over the shimmering pond . . . its beauty brings an audible gasp of appreciation from the watching throng. Of course, as any 1955 Cadillac owner knows, this great motor car is quite accustomed to stealing the show . . . wherever it appears. In any setting . . . in any company . . . even in the glamour and glory of the great Motorama—it is, unmistakably, the "car of cars." And then, as magically as the car appeared, it returns into the golden curtains . . . and the Motorama crowds once again turn their attention to the display of 1955 motor cars.





Next on our Motorama tour is the sensational 1955 Cadillac Convertible . . . finished in a striking Pacific Coral. Its long, low, graceful look . . . its proud and regal bearing . . . and its perfect symmetry of line and contour . . . make it one of the most admired motor cars of the entire Motorama display. And, like all 1955 Cadillacs, it is as extraordinary in performance as it is in appearance. For this year,

Cadillac engineering has made some of its noblest advancements . . . and has brought to Cadillac owners a full new measure of motoring ease and enjoyment. This wonderful performance story can perhaps best be told by a visit to the Motorama's unique engineering exhibits, which graphically demonstrate many of the performance characteristics of the new 1955 Cadillacs. Come with us . . . and let's take a look.



One of the most popular features of the General Motors Motorama is always the display of engineering exhibits which surrounds the main showroom. And so it is only natural that our couple should pause in their tour to inspect these unique exhibits . . . and to examine some of the individual engineering achievements that make the 1955 Cadillac so wonderful to drive and so rewarding to own. The display of new colors . . . the power steering exhibit . . . the Hydra-Matic display . . . the air conditioning unit . . . and the power braking demonstrator . . . all add new understanding to the mechanical excellence of the 1955 Cadillac. And as finished evidence of Cadillac's thorough-going quality, you need only to glance at the beautiful Series 62 Coupe seen at the left. Executed in a handsome Alabaster Gray with an Atlantic Gray top, it is, truly, perfection on wheels. But there's still more to see . . . so let's continue with our Motorama tour!

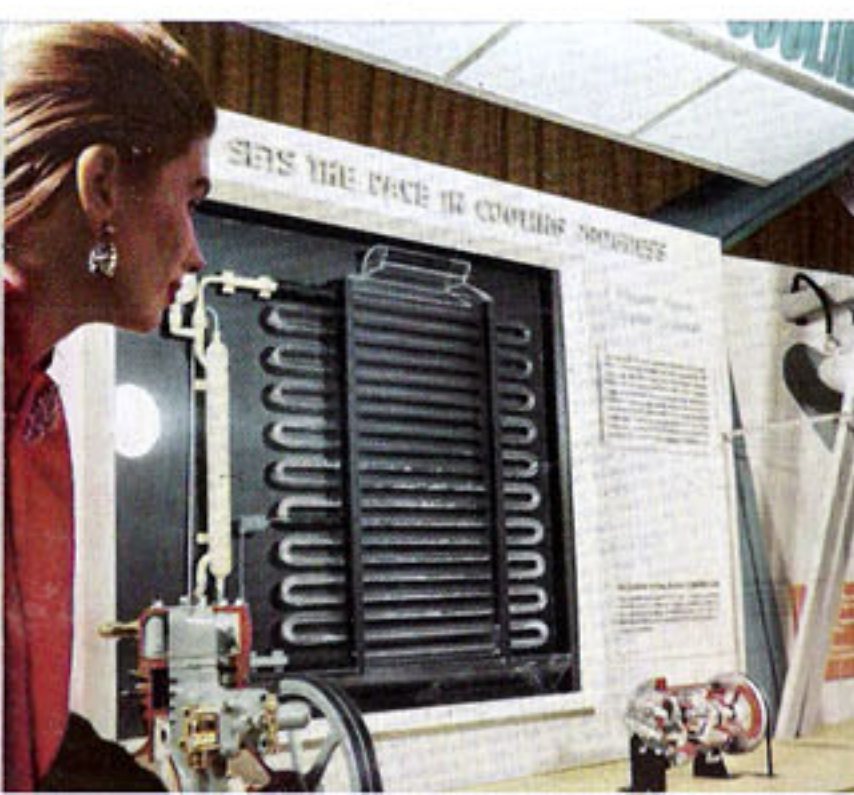
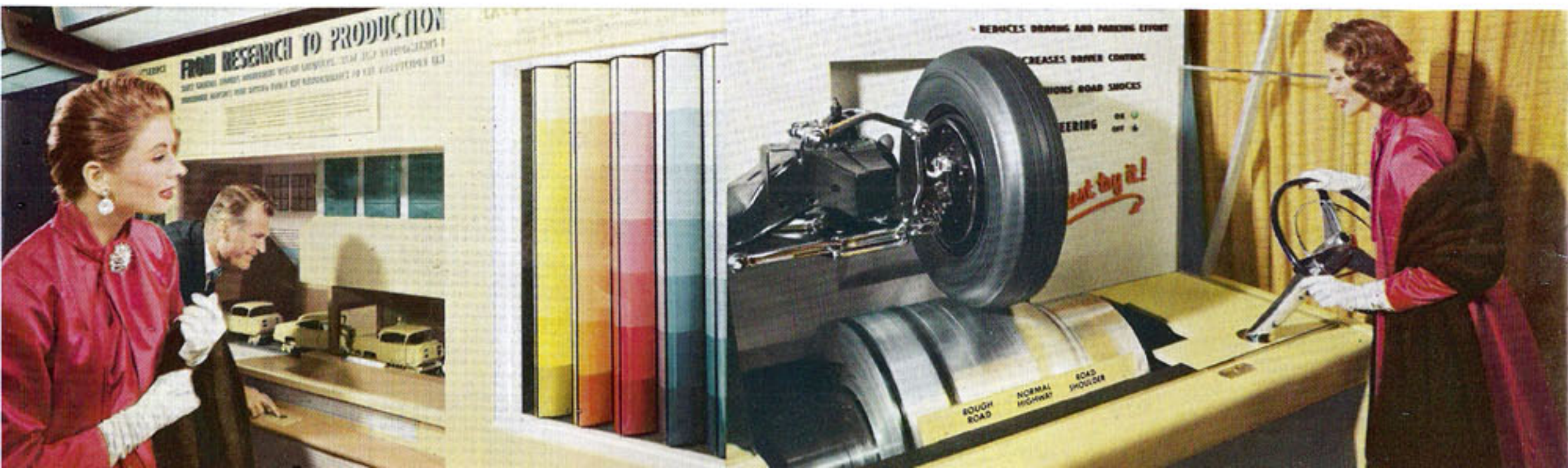
Color Display depicts the scientific application of Cadillac's beautiful new colors. In all, over 200 new and different color combinations are available on the 1955 Cadillacs.

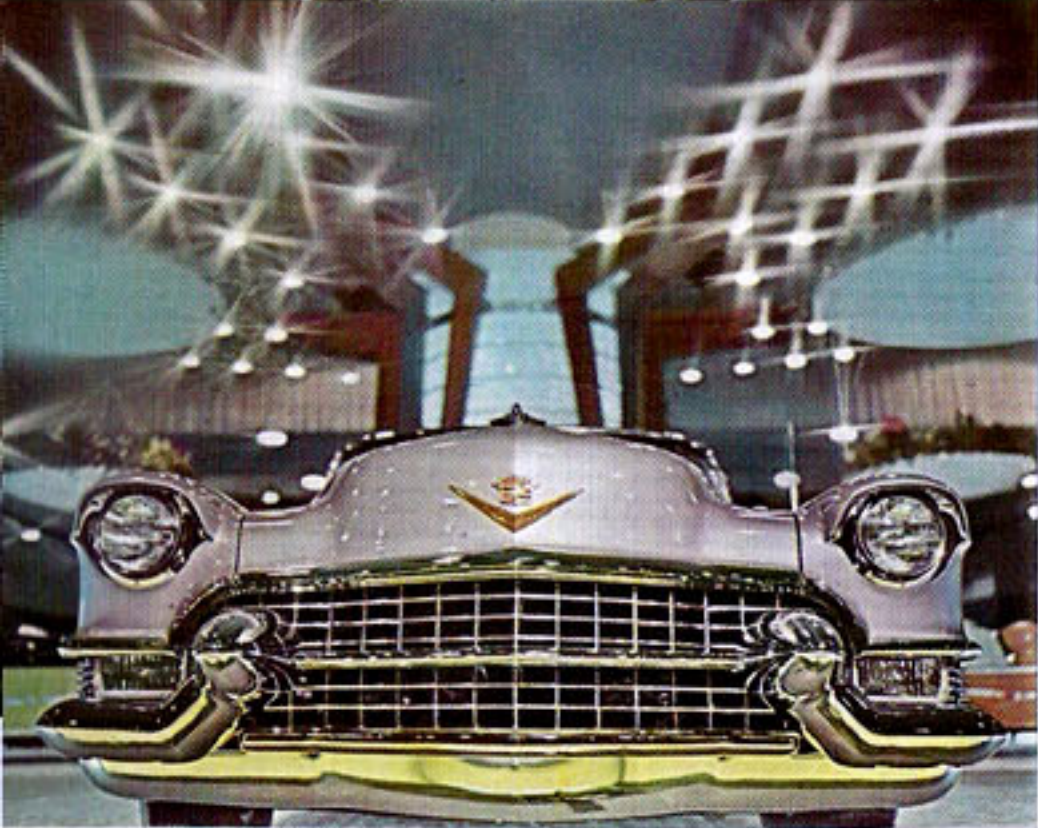
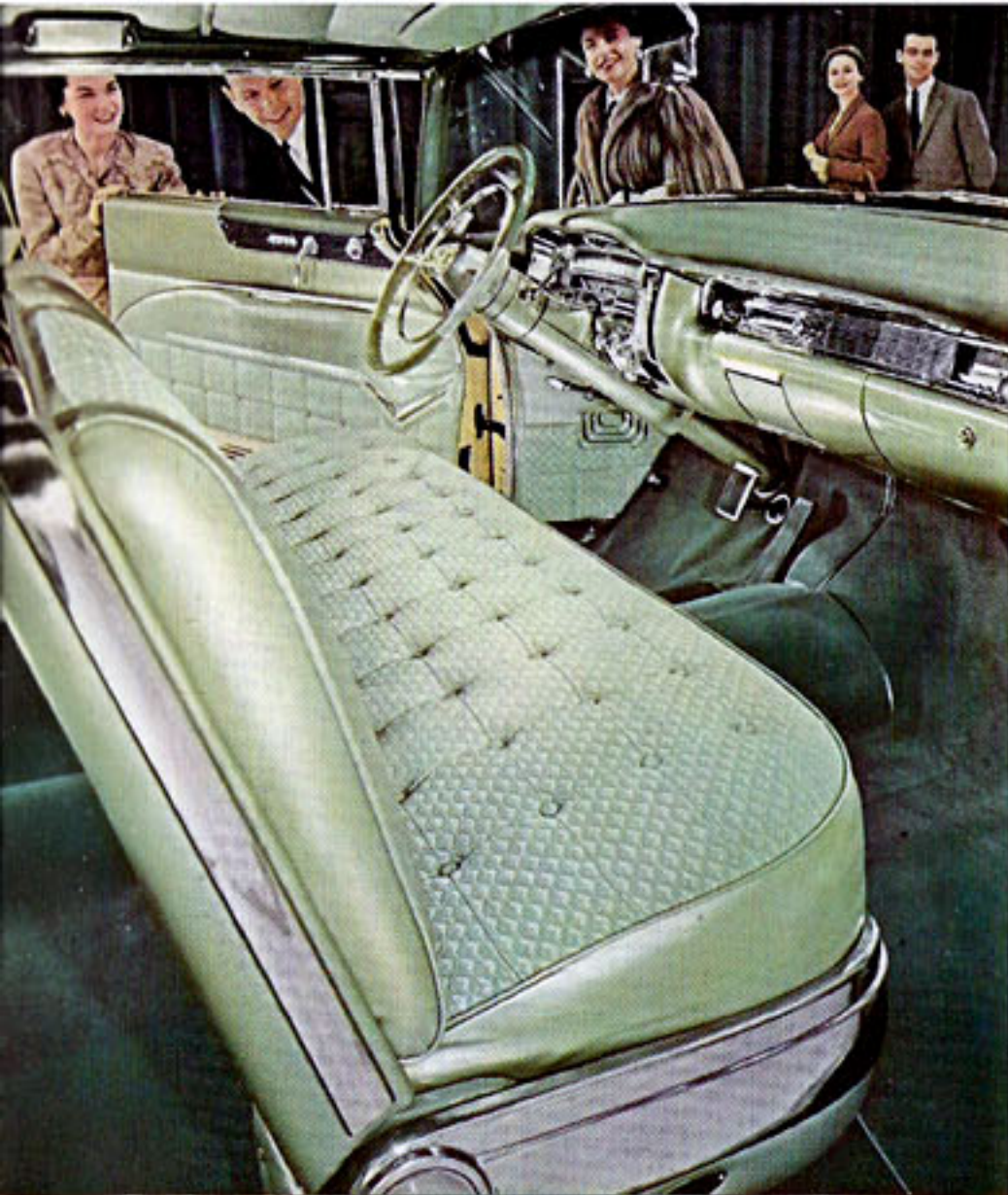
Cadillac Power Steering is dramatically demonstrated in this exhibit. This remarkable unit removes up to 80% of all steering effort . . . and is standard on all 1955 Cadillacs.

Cadillac's Hydra-Matic Drive, also standard on all 1955 models, is explained by a Motorama engineer. Together with Cadillac's new 250- and 270-h.p. engines, it provides the finest power team in Cadillac history.

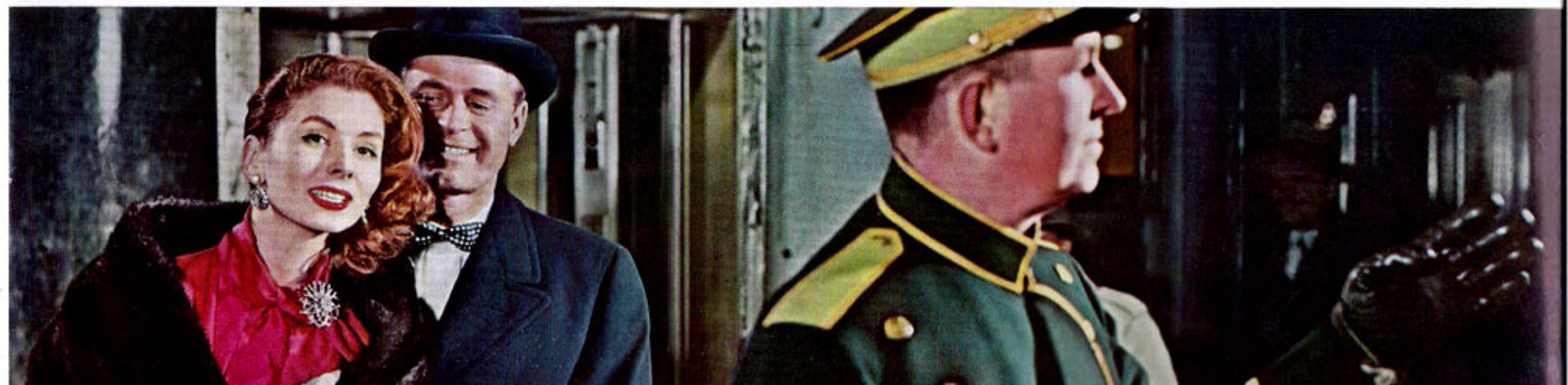
Cadillac Air Conditioning display demonstrates how this unit cools the car's interior, circulates fresh air, and makes possible dust-free, pollen-free motoring—in even the warmest weather. Optional at extra cost.

Cadillac Power Braking, standard equipment on the Eldorado and optional at extra cost on all other Cadillac models, is put to the test. This wonderful addition to Cadillac performance makes stopping surer, safer and easier.





Of course, no inspection of the new Cadillacs would be complete without a close examination of the cars' new interior luxury. And in whatever model you select, you find the same extraordinary qualities of interior graciousness . . . gorgeous new fabrics and leathers . . . unusual convenience and beauty of appointments . . . great spaciousness and comfort . . . and the very finest in tailoring and craftsmanship. As you look inside the Coupe de Ville, for instance, you find all of these qualities in abundance . . . a perfect complement to the car's brilliant exterior styling. But still another Cadillac model remains before our tour comes to an end . . . it's the beautiful Series 62 Sedan, finished in an eye-catching Mist Green—as majestic and as inspiring as the other distinguished Cadillac creations for 1955. And now our time is up . . . and our inspection completed. Thanks for joining us . . . we hope you have enjoyed your trip.



Even though you have seen the 1955 Cadillacs as they appeared in the fabulous Motorama, you still cannot fully appreciate the true beauty of these motor cars until you have stopped in at our showroom for a personal inspection. And certainly, you cannot understand how wonderful the car is to drive until you have actually taken the wheel. And so we urge you to accept our invitation to do so—soon. You might discover . . . as did the couple who guided us on our tour . . . that this is the perfect year to make the move to the “car of cars.”

AS ALWAYS—THE STANDARD OF THE WORLD!

FRANK BROWN CADILLAC, INC.
141 E. JEFFERSON STREET
JOLIET, ILLINOIS



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