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(submit info to <contact@cadillaclasalleclubstl.org>)

Region Sponsor: ELCO Cadillac

15110 Manchester Road, Ballwin, Mo

Cadillac Sales Manager - Bill Pastor: 877-590-6609



JANUARY HOLIDAY MEETING

Date: Saturday, January 17th

Time: Noon

Where: Zia's on The Hill

Address: 5256 Wilson Avenue, St. Louis

Cost: \$31 per person. This includes an entree you order that day from the group menu, salad, bread, soft drink/coffee, cannoli, tax and tip

RSVP: EMAIL YOUR RSVP **ASAP** to David Baker at dkb9323@gmail.com

Payment: Please make your meal payment **ASAP**, payable to "St. Louis Region-CLC"

Mail Check To: David Baker, 3359 Drysdale Ct., Edwardsville, IL 62025

SECRETARY'S REPORT

First, I want to mention a new, vintage-Cadillac-themed Christmas movie. While it may not replace my favorites, "Christmas Vacation" and "A Christmas Story", I do like the subject matter! The movie is "Christmas On Wheels" and features a red 1964 Convertible De Ville. It recently aired on the Lifetime cable channel, but you can watch it online at <https://play.mylifetime.com/movies/christmas-on-wheels/full-movie>. Make this year a Cadillac Christmas!

Our final 2025 meeting was held on November 19th at Club Sponsor ELCO Cadillac. There was a great turnout with 31 members in attendance. We are particularly grateful to Bill Pastor at ELCO, as

its current showroom business hours end at 6 PM every day. Bill graciously hosted our meeting after hours, provided plenty of tasty pizza and beverages, and provided us with an update on Cadillac "happenings" which we all enjoyed. Thank you, Bill!

Cadillac/ELCO Update: Bill gave an overview of the current events at Cadillac and ELCO. Cadillac currently has four all-electric SUVs—the Escalade IQ, Vistiq, Lyric and Optiq. With federal EV tax credits recently ending, sales of EVs have been cut in half. So, look for good leasing offers in the future. Cadillac is #2 in EV sales, behind only Tesla.

Regarding ICE (internal combustion engine) cars, good news was received. The mid-size XT5 SUV that was slated to be cancelled at the end of this year will be continued. 2026 models are now arriving at the dealership, and there will be a redesigned version for 2027, which will likely continue through the end of the decade. The larger three-row XT6 SUV is being discontinued, but 2025 models should be available through March 2026. The smaller XT4 SUV was discontinued in early 2025.

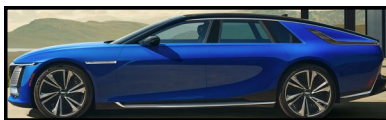
For 2026, Cadillac will start the year with four ICE vehicles available—the Escalade, the XT5, and the CT5/CT4 sedans. However, the CT4 sedan will be discontinued in June of 2026.

Bill noted that recently Cadillac has announced leadership changes to support the continued turnaround of the GM China business. John Roth,

vice president of Global Cadillac, will become GM senior vice president and president GM China. Roth had spearheaded Cadillac's return to the standard of the world, becoming the fastest growing luxury brand and the number one luxury EV brand in the United States. During his tenure, Cadillac secured entry into Formula 1 racing, starting in 2026. GM Canada president Kristian Aquilina will succeed Roth as vice president of Global Cadillac.

Bill stated that other Cadillac dealers in our area are now making the same Cadillac dealership building design changes that ELCO has already completed, so that all will have a similar look. Of the ~450 Cadillac dealers in the nation, about half of them have completed this design update.

ELCO has sold one of Cadillac's halo ultra-luxury Celestiq EV sedans, sold by inquiry only. This vehicle is hand-built, costing over \$350K, and only 10 to 20 are expected to be made each year. ELCO expects the car to arrive for delivery in the first quarter of 2026.



With the success of the Celestiq customization process, Cadillac has extended that customization ability to the CT5 Blackwing for exterior and interior options.

Bill stated that in the St. Louis area, Cadillac is #3 in luxury car sales, behind BMW and Lexus.

Bill mentioned that the GM factory that had built the discontinued CT6 sedan will now exclusively build the Escalade beginning in 2027. This dedicated factory should help to improve Escalade build quality. Previously, Cadillac and Chevrolet shared the same assembly plant for their large SUV's.

Fountains to Gateway Tour: Now that our October tour is completed, it bears repeating that we had excellent participation and a wonderful tour. We had 75 attendees from multiple clubs besides the CLC, including the Classic Car Club and Rolls Royce Club. In addition to the St. Louis area, we had attendees participating from Illinois, Iowa and Kansas.

Upon "cypherin" all the numbers for registration fees received, net of banquet costs, tour supplies (name tags and drivers' packets), the net receipts were \$830.27. Such receipts were allocated back to the participating clubs pro-rata based on their member participation. The distribution will be as follows:

CLC-STL	35%, \$288.05
CCCA-STL	31%, \$254.16
RROC-STL	10%, \$ 84.72
RROC-KC	10%, \$ 84.72
CLC-KC	8%, \$ 67.78
CCCA-KC	6%, \$ 50.83



In particular, everyone was wowed by the Hunter Collection, viewing the automotive treasures in all three buildings. Below is our group photo from that memorable day.

National Club Update: Kevin Williams, Central Regions Vice President, provided an update on national club events. Kevin will be attending the winter board meeting this January in Orlando, as will a few other members.

The national club is reviewing vendor selection for maintaining the national club's website and membership administration, as the current vendor has recently increased those fees.

After a one-year hiatus, the national club will be awarding a website of Excellence Award in 2026 and has asked that all regions update their websites by the end of the year.

Fleetwood Flyer: After many years of practice creating the newsletter, the editor finally had the courage to start posting the *Fleetwood Flyer* on the national club's website forum in the newsletter section. Starting in April of this year, I was astonished to see that monthly views of the newsletter have climbed from 7,000 views per month in April to 26,000 and 22,000 in September and October. Please consider submitting an article



in 2026—I know you have the ability to write a great article that members, both local and, dare I say, world-wide, will enjoy. I promise you that it will be a very rewarding experience.

2026 CLC-StL Dues: Still only \$15/year! Region dues are paid on a calendar-year basis. Please pay your dues timely, so your Club Treasurer and Secretary can direct their efforts to more enjoyable tasks. Please contact the Secretary if you are unsure whether you owe for 2026. A dues invoice is being distributed with this newsletter. **Reminder!** National CLC membership is required to join and maintain membership in the CLC-StL.

Member News: I am pleased to announce and welcome several new members to the Club. **Steve Davis**, who participated in our October tour, has joined our Club. Steve resides in Des Moines, IA, and becomes our third long-distance member. Steve is also a member of the Rolls Royce Club and drove a beautiful 1960 Rolls Royce on the tour. Welcome, Steve!

Our newest members are **Dave and Eileen Hunter** from St. Charles, MO. The Hunters do not currently own a Cadillac, but I believe they may be searching for a 1979 Coupe de Ville. I hope we hear more of that story at our January 17th luncheon. Welcome, Dave and Eileen!

DJ and Jann Meyers received an early Christmas present with the delivery of their “new” 1960 Series 62 Convertible, purchased from a California seller. Here is the Meyer’s green convertible posing with Lou Dauten’s 1960 Series 62 Convertible—a



very striking pair of cars, indeed. Congratulations,



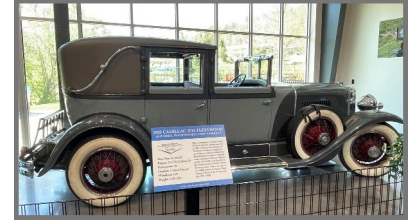
DJ and Jann, on your new beauty. May you have many miles of motoring pleasure!

Congratulations to **Jerry Wilson**, his 1970 Oldsmobile Delta 88 Custom Holiday Coupe W-33 displayed at the Muscle Car & Corvette Nationals in Rosemont, IL, brought home a Concours Silver Certified Award. The W-33 option was a 390 HP 455 CID engine with the M41 heavy duty 400 turbo-hydrumatic transmission. It is 1 of 518 Delta 88 Customs made in 1970. Jerry’s



car was restored at member Chris Doria’s Frisco Hill Auto restoration shop. Congratulations, Jerry and Chris!

Director **Todd Tobiasz** has made another acquisition. Todd has purchased the 1929 Transformable Town Cabriolet Limousine previously owned by former member and prolific automobile book and article author Jim Schild, who passed away last year. Many of you would have seen this car when it was on loan to the National Museum of Transportation several years ago as part of their special Cadillac Exhibit in the visitor center.



With this addition to the “Tobiasz Collection”, storage space was becoming, well, “like trying to park a Cadillac in a broom closet.” To remedy this state of affairs, Todd and Amber have purchased a building in Overland, MO, that should be able to handle their current (and future?) needs. Todd stated that the building needs a little TLC, but once fixed up and in use, it will make for an excellent Club meeting location, as needed. Congratulations, Todd and Amber on both of your acquisitions!

This month’s newsletter has another of **Doug Birk’s** excellent articles. This month’s article, “What’s in a Name” explains the origin and use of the distinctive and elegant model and option package names that Cadillac has used. Doug, GREAT article—very interesting and educational. THANK YOU!

Reminder, the next newsletter will be in February—no January newsletter. I get a month off!

As the year ends, I would like to thank all who participated in Club meetings and events in 2025, helping to make our Club vibrant and active. Thank you to members who helped plan and coordinate our events, and in particular, those of you who have contributed articles for the *Fleetwood Flyer*. Thank you all!!!

For those of you that want a Cadillac for Christmas, the Straight Talk Blues Band has the song for you: [Cadillac for Christmas](#).

To everyone, Cindy and I wish you all a Merry Christmas, Happy Hanukkah, a Joyous Kwanzaa, Happy Festivus, Happy Holidays, and a very Happy, HEALTHY, and Prosperous New Year!

Craig Masterson 

WHAT'S IN A NAME?

(By: Doug Birk)

What's In A Name—a subject that sounds fairly straightforward, but one does have a choice in how they (you) perceive it. Primarily, a name's meaning is defined by a dictionary, tech manual, history, or science book as the accepted norm. Other bases for interpretation include verbal meanings as passed down by family members, slang interpretations with both negative and/or positive connotations, or something personally seen or witnessed.

Cadillac

For “Cadillac,” it is the surname of a 17th century French explorer of “New France” (North America's Great Lakes region and Mississippi Valley), le Sieur Antoine de la Mothe Cadillac, most noted for being the founder of Fort Pontchartrain du Détroit, better known to us as the City of Detroit, in 1701. Henry Leland, engineer and inventor, appropriately named his car after the founder of the city which would become famous as the manufacturing capital of the horseless carriage, later fondly called Motown.

For most, Cadillac stirs the imagination as being an expensive, luxury vehicle, owned by well-to-do or downright-wealthy families. To others, it may conjure images of Hollywood movie stars, other entertainers, and athletes flaunting all the glitz and glamour of Vegas or South Beach. Maybe some associate a Cadillac with a mobster in his preferred make of transportation, or a black funeral coach and the procession of limousines for one's last ride.



Fleetwood

One of Cadillac's most recognized and honored names is “Fleetwood.” Yes, there is a town in Pennsylvania with such a name, where a family's carriage business flourished during the 1800s. By 1909, the Fleetwood Metal Body name was adopted. The company was renowned for custom coach building, with exceptional craftsmanship in design, styling, and fabrication, catering to wealthy and discriminating clientele. Fleetwood received abundant work that was subcontracted to them by Cadillac's Fisher Body Division. Fisher would later purchase Fleetwood Metal Body in 1925. “Fleetwood” would go on to become a standalone Cadillac model and/or series, enduring for over 70 years of production.

Many folks associate a Fleetwood model with success, such as a well attired businessman driving to and from the office, a young entrepreneur with his/her new successful product, and a car used for special occasions such as weddings, proms, and graduations. Or, maybe for the Lady of the Manor, out shopping at Sachs, Neiman's, or Tiffany's. Whatever novelties might be purchased, they would be easily accommodated in the trunk of her Fleetwood.



Brougham



A distinctive designation to further elevate the Fleetwood model is the “Brougham” name. Pronounced BROO-UM, not BRO-HAM, and not BROOM. As defined by automotive historians, a Brougham is a personal carriage designed by 19th century British politician Lord Brougham, featuring an enclosed passenger cabin covered with leather or heavy fabric and an open, outside, driver's seat, similar to a chauffeur-driven town car today.



Application of the Brougham name initially was on a small number of larger, primarily-Fleetwood-bodied cars, (not Fisher-bodied), of the 1920s and 1930s.

Cadillac resurrected this iconic name in association with "Fleetwood" in 1965 for a trim package offered on the 60 Special Sedan featuring a fully-padded vinyl roof and more richly-appointed interiors with distinctive features. The following year, 1966, Fleetwood Brougham would become a stand-alone model. The Brougham name continued through the 1996 model year.



Talisman

The name "Talisman," by definition, is any object that possesses special, magical powers intended to protect, heal, or bring good fortune to the one who owns it.

Now, how does one make a Fleetwood Brougham even more special? Just check the box with the optional Talisman trim package, (\$1,800 for cloth, \$2,450 for leather), which was only offered for the 1974 through 1976 Brougham models.

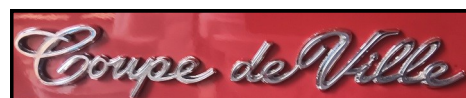
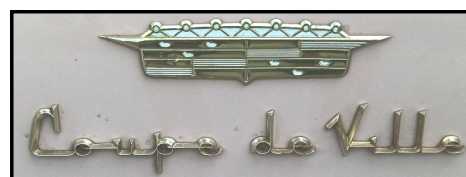


Say no more; Cadillac's version did bring good fortune to the owner via an automobile that incorporated the comfort and solitude of crushed Medici velour or subtle, soft leather seating, deep pile carpeting, full length center console divider (making it a true four-passenger car), illuminated writing desk, vanity mirrors, elk-grain-padded roof covering, veined wheel covers, and special badging. I will let you use your imagination as to who may own and drive a car like this and where they are going?

de Ville

Among the most popular models is the de Ville, a two-door coupe or four-door sedan. "De Ville," French for "of the town", was used in the 19th century to describe a small, horse-drawn carriage for in-city transportation.

Inspired by the de Ville name, Cadillac appropriately designated its new-for-1949, pillarless two-door hardtop, "Coupe de Ville". By 1956, Cadillac offered a beautifully-designed, pillarless four-door model, the "Sedan de Ville".



The de Ville name lasted 56 years, resulting in many fine cars and inspiring such songs as Chuck Berry's "Maybellene". Chuck's true love, Maybellene, was untrue, driving by in a Coupe de Ville, trying to outrun Chuck's V-8 Ford. But please do not associate de Ville with Cruella de Vil, the evil villainess of the movie "101 Dalmatians" who wanted to use the skins of Dalmatian puppies to create a spotted fur coat.



d'Elegance

The name "d'Elegance," is a French noun meaning "refined grace" and "restrained beauty and richness of design and style." To add a bit more flair to your Fleetwood or Brougham, order the optional d'Elegance package.

First introduced in 1974, this special trim package offered velour upholstery, deluxe door panels, storage pockets, and extra-deep pile carpet, and was outfitted with special d'Elegance badging.



Cabriolet

Another Cadillac trim package was the "Cabriolet", a French noun referring to an 18th century, light, two-wheeled, one-horse carriage, with a folding hood cover, now known as a convertible. Many examples sported exposed Landau bars supporting the folding top.

Cadillac's more modern adaptation of the cabriolet was a trim package first offered on the 1974 Coupe de Ville, sporting a simulated



convertible fabric top. The ultimate model choice would combine both the d'Elegance and Cabriolet options for a truly extraordinary automobile. It appears there was no special "Cabriolet" badging.

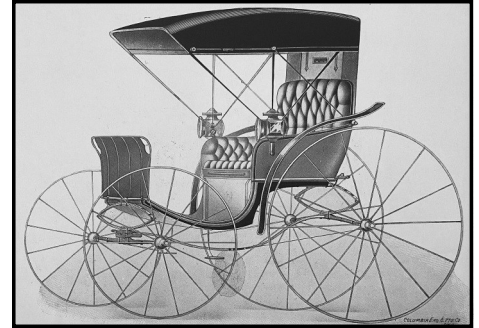
Phaeton

The origin of "Phaeton," pronounced FAY-ET-TON, stems from Greek mythology. Phaeton, the mortal son of Helios, the Sun God; Phaeton, upon wreaking havoc in the universe while driving his father's chariot, was mortally wounded by a bolt of lightning from Zeus.

A Phaeton was originally a light, open, four-wheel, horse-drawn carriage. Later, Phaeton became a generic term applied to any open, four-door touring car with or without side window glass.

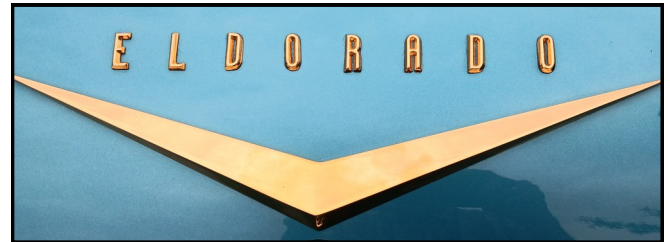
The name Phaeton appeared for the first time on the 1978 Coupe and Sedan de Ville models as an option package offering a simulated ribbed-fabric convertible top with special stitching, wire wheel covers, all leather upholstery, and Phaeton badging.

One appearance of a Cadillac Phaeton was in the movie "Goodfellas," where Ray Liotta (Henry) was driving a Firemist Saddle Tan Phaeton Coupe through the streets of New York, avoiding the feds on drug charges. Does anyone in New York drive as he did?



Eldorado

The name "Eldorado" is derived from the Spanish term "the gilded one" or "the golden one", based on an ancient Spanish legend where a Muisca Indian Chief (in Colombia, South America) covered himself in gold dust for a tribal ritual, plunging himself along with offerings of gold relics and emeralds into Lake Guatavita. Some attribute it to El Dorado, the mythical "lost" South American city paved with gold. Whatever its origination, Eldorado represents wealth.



What comes to mind when hearing the name Eldorado? Most of us relate it to the elegant convertibles of the 1950s. First introduced in 1953, the unique body style continued with the droptop through 1955. When a two-door coupe was later introduced, to differentiate the two models, the convertible was then called the Eldorado Biarritz, and the coupe was called the Eldorado Seville.

For Cadillac, Eldorados became the pinnacle of personal luxury, a status symbol of success with flair and tasteful opulence. Eldorado's future evolution consisted of several configurations—from large to downsized, RWD to FWD, and convertibles to coupes. Eldorado was a proud name that would carry the torch of personal luxury for 49 years.



Biarritz

The name "Biarritz" derives its iconic name from the city in the Basque region of the South of France, near the Bay of Biscay. The region is known for its pristine beaches, rich history, and ties with European royalty and celebrities from around the globe enjoying a glamorous lifestyle envied by so many.

How natural for Cadillac to adopt "Biarritz" for this incredibly luxurious automobile. Visualize a Biarritz convertible, top down on a sunny day, chrome glistening, while palm trees gently sway in the ocean breeze, along a white, sandy beach kissed by deep-blue waters. Oh, what a life; maybe someday?



After the discontinuation of the Eldorado Biarritz name used on convertibles from 1956-1963, (1964 was just "Eldorado"), the Eldorado could be elevated to an even-higher level of luxury with the optional Biarritz trim package for the Eldorado coupe from 1976 until 1991.



Seville

The name "Seville" was adopted by Cadillac from the Spanish city founded by the ancient Romans, known for inspired, multi-cultural architecture and a lifestyle of Islamic and Byzantine influence, festive celebrations for any and all occasions, and originating tapas-style cuisine for the hungry.

As mentioned previously, Seville was a name initially used on early two-door Eldorado coupes, being applied last to the 1960 Eldorado. The name was later resurrected for a new, smaller, "internationally-sized" model introduced in 1975 as a 1976 model. The intended Seville market was the younger customer who wanted all of the amenities of a full-size Cadillac—but not the stigma of a large, old person's mode of travel. Yes, you have arrived, just not at the retirement home.



Seville model evolution was as diversified as the city it was named after. Reintroduced as an "internationally-sized" vehicle, it next received a larger "humpback" (Hooper body style) configuration; then, once again downsized to a long-hood/short-deck configuration, eventually becoming an aerodynamic, sporty sedan with FWD.



Elegante

The word "Elegante" is Spanish/Portuguese, meaning something elegant, stylish, and graceful. Adding to the opulence of a Seville, the Seville Elegante model was first available for the 1978 model. This optional trim package cost \$2,600, or \$3,700 with Astro roof, which decidedly made this car unique. The Elegante option included a choice of two different two-tone paint finishes (sans vinyl top), divided front seat with locking console, perforated all-leather interior, authentic wire wheels, and burnished stainless-steel trim. This special package was available through the 1987 model. However you view the Seville Elegante, it was a great start for you to contemplate adding options, allowing you to complete your dreams of owning one of these beautiful cars.



Calais

How does one elevate the perception of the entry level Cadillac Series 62 to join the ranks of its "named" siblings? Give it an appropriate French name. "Calais" became the name adopted for the Series 62 model. Calais is a small French city, widely known for its lace industry; it borders the English Channel at its nearest point to England. Calais has been a major port and an important center for transport and trading with England. The name Calais appropriately represents an elegant car, affordable to a working-class man or woman. Owning a Calais demonstrated that hard work did pay off.



Allanté

Staying within the sphere of European influence, the name "Allanté" popped up on a newly-designed, sporty two-seat roadster by Cadillac for 1987. Having roots in the USA with its chassis and powertrain, it was mated with the Italian flair and style of a body designed by Pininfarina of Turin. The Allanté was developed in hopes of capturing buyers of the Mercedes SL series two-seat roadster.

Allanté by definition, connotes "forward" or "outgoing". It is not to be confused with the similar meaning Italian word, "Avanti", adopted by Studebaker with the introduction of its four-passenger, personal luxury coupe for 1963.



How do you perceive an Allanté? A wedge shaped, aerodynamic sports car? A modern-day version of Suzanne Sommers's 1956 T-bird, now a white Allanté, cruising the roads and towns of central California in 1962 (think the movie "*American Graffiti*"), or maybe as sporty vehicle for a refined gentleman headed to the country club for a round of golf? Maybe there is even one parked in your garage for use on a sunny Sunday drive. Whatever the perception, it is a nice ride for youthful-minded souls.

Escalade

Moving on to the big kahuna, kingpin, big man, the "Don", yes, I am referring to the "Escalade". Please do not confuse Escalade with Escadrille, which is a squadron of World War I French aircraft. The name

Escalade is derived from the French verb "to climb", defined as a military act of scaling a fortified wall with the aid of a ladder. You (me) may need an actual ladder to climb into the driver's seat; I guess that is what the magically disappearing running boards are for.

Owning an Escalade certainly describes one's climb to the top, the pinnacle of automotive stature. Cadillac's goal was to create a large, expensive luxury SUV reflecting a commanding presence and exhibiting an air of grandeur among its peers. Mission accomplished!

How do you personally envision an Escalade, or the individual owning/driving one of these magnificent machines—a fashionable and expensive people-mover owned by a wealthy suburban family, a notable government official's mode of transportation, (with a driver of course), a popular entertainer or sports figure, or even a person of questionable business interests (mob boss)? However, whatever you think, Escalade is a statement of mobility with authority.



LaSalle

Last, but not least, the "LaSalle," newly introduced in 1927 as Cadillac's companion car. The name of LaSalle is the surname of a 17th century French nobleman and explorer, René-Robert Cavelier, Sieur de La Salle, who, while exploring the new world, claimed the Louisiana territory for France in 1682, in honor of his King Louis the XIV.

Most all of us are too young to remember or relate to the LaSalle automobile. Surely you have heard the name mentioned many times, and it was even mentioned in the theme song of the popular show *"All in the Family"* where Archie and Edith Bunker are singing "Gee, our old LaSalle ran great, those were the days."

Maybe you have impressions of this 1920-1930s car, shown in advertisements and printed illustrations, as catering to a younger, carefree generation, enjoying freedom and independence on the open road. The LaSalle was an auto to be driven by the owner, all while having the attributes of style, engineering, and quality of a senior Cadillac at half the price.

LaSalle was originally created to fill the price gap between a high-priced Buick and a low-priced Cadillac in the General Motors car hierarchy of status and price. LaSalle did a fine job, ending its iconic run on a high note with the 1940 model. Replacing the LaSalle was Cadillac's entry level Series 61. LaSalle shall be fondly remembered, represented by the number of proud owners having one (or more) in their garages.



In summary, a name can mean many things to many people. A name gives an object a personality. Unfortunately, Cadillac and most other manufacturers have gone to naming vehicles with an alphabet soup of acronyms that sound like a Greek fraternal organization. Perhaps, car names will rise once again as a means of identification and a reflection of one's own self.





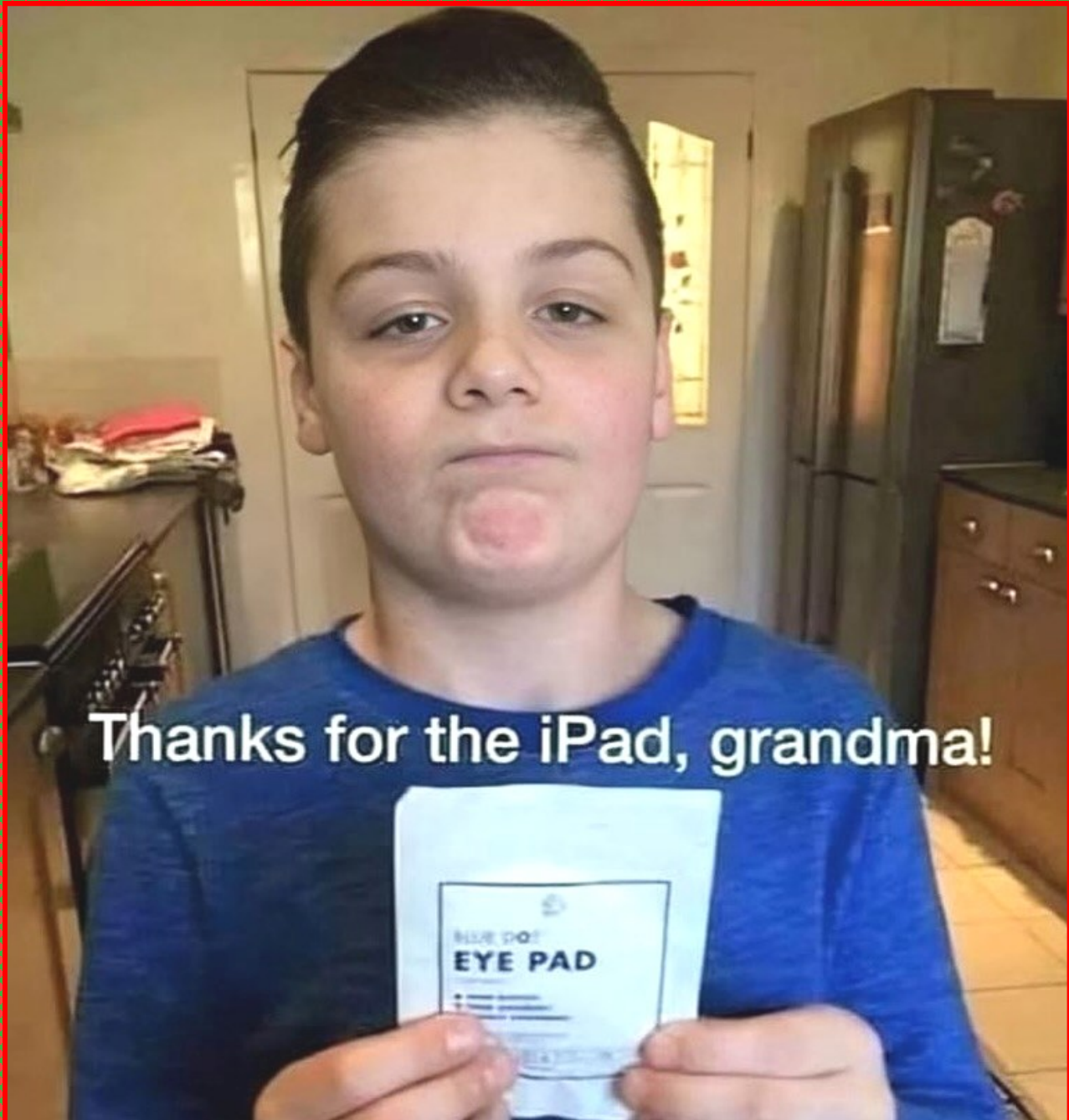
Cars for Sale



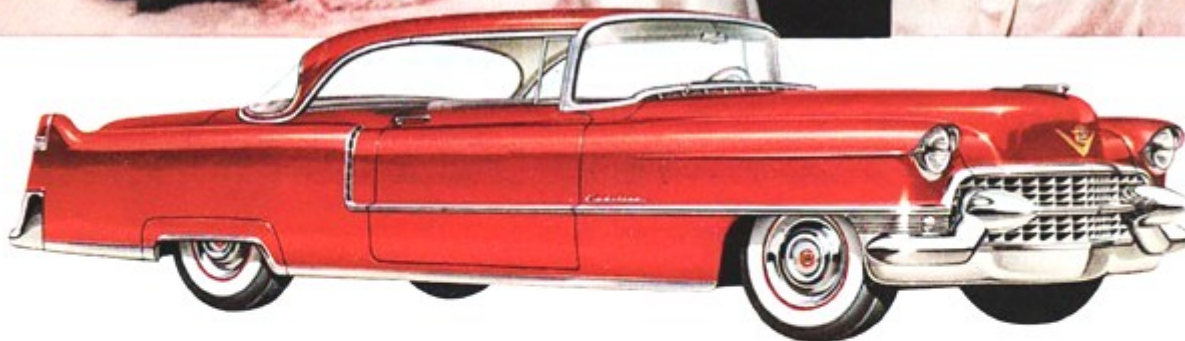
1971 Coupe deVille: Casablanca Yellow, Black vinyl top & Dunbar cloth interior. CLC Grand National and St. Louis HCCM award winner. 31,000 miles, \$20,000 or negotiable. For more information: call Mark Ellison at 618-830-3636, maellisonod80@gmail.com.



XMAS FUNNIES



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!

CADILLAC MOTOR CAR DIVISION ★ GENERAL MOTORS CORPORATION