



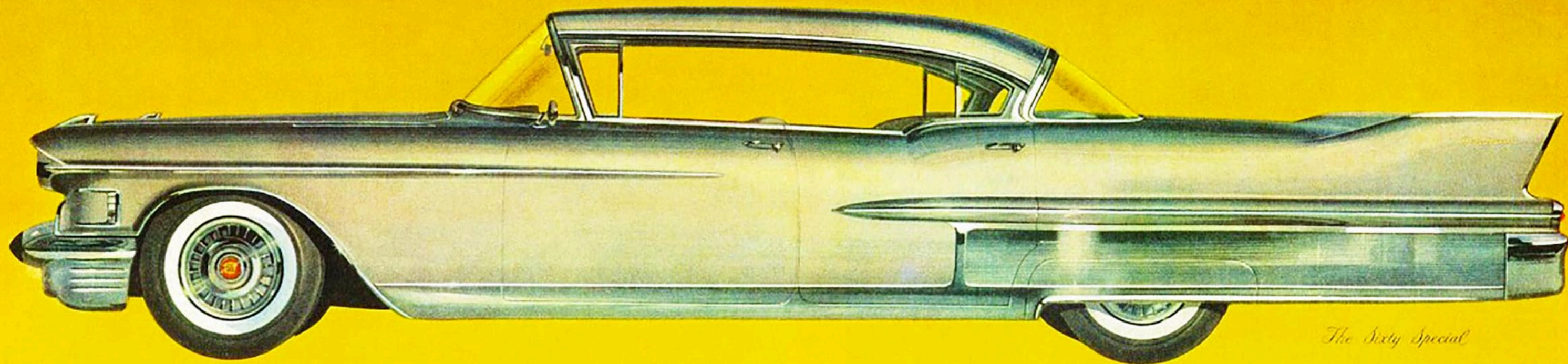
*The Sedan de Ville*



*The Eldorado Seville*

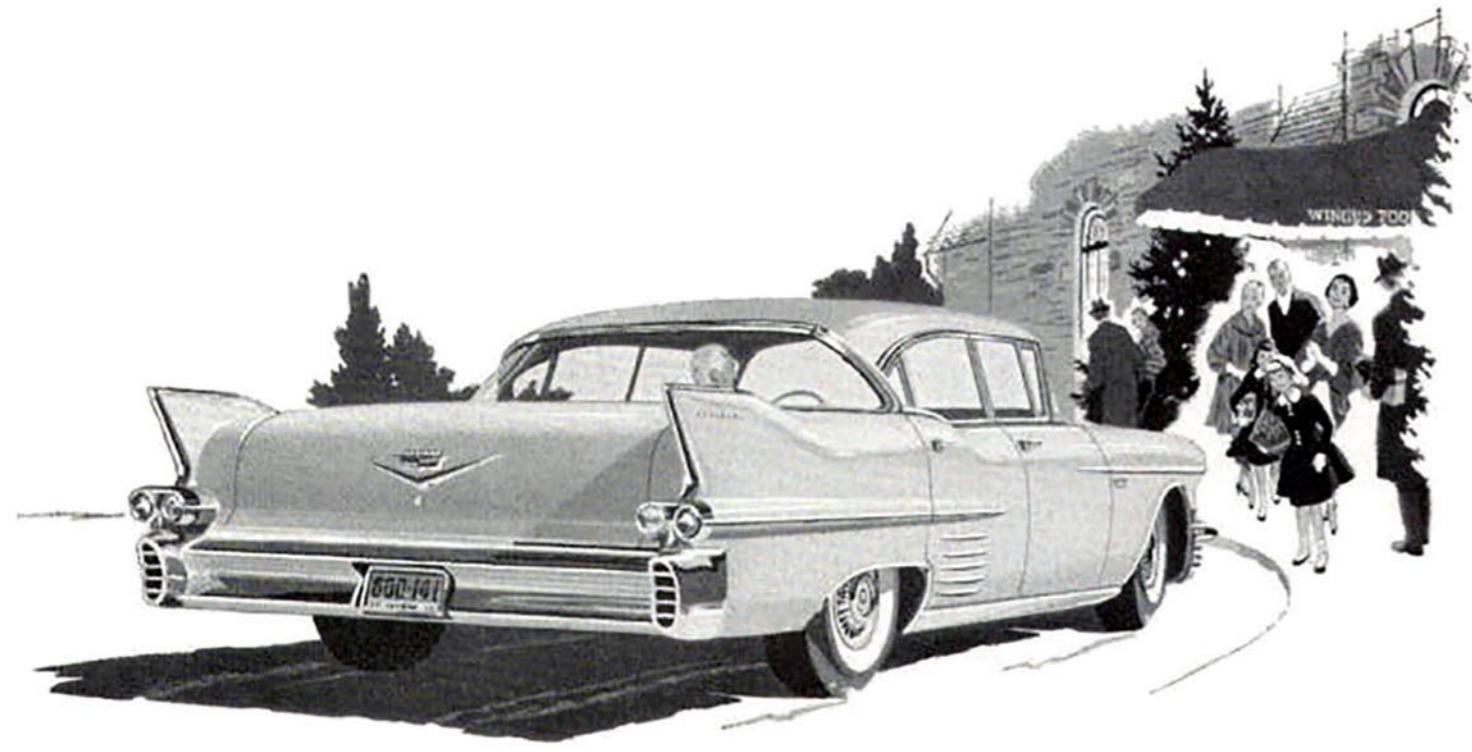


CADILLAC  
...MOTORDOM'S MASTERPIECE  
FOR 1958!



*The Sixty Special*





# For the most glorious days of your life!

We would like to make a promise to the man who will own and drive the magnificent motor car pictured on these pages.

Stated in the briefest possible terms, it is this: that he will find it the most deeply satisfying and the most richly rewarding motor car he has ever owned.

We feel we can make this promise in the fullest confidence—even to those who have enjoyed possession of the Cadillacs of the past. For never before has a Cadillac offered so many wonderful virtues—in such great abundance—as does Cadillac for 1958!

To make its owner proud and happy, for instance, there is its surpassing new beauty, its greater sweep and majesty of styling, and its wonderful new elegance and refinement of line.

To attend his comfort, there is the added interior luxury and convenience of its Fleetwood coachcrafting, its still

greater quietness of operation, and its improved qualities of ride... especially when he selects Cadillac's air suspension, now available as an option at extra cost on every model.

To enhance his driving pleasure, there is its great new Cadillac engine, its smoother, more responsive Hydra-Matic Drive, its improved Cadillac Power Steering, and its even finer balance in motion.

In summary, this is motordom's masterpiece in all the things that make a motor car a joy to own and to utilize—and in everything that makes a Cadillac... a Cadillac!

We cordially invite you to see and to drive this new Standard of the World soon at your Cadillac dealer's. It's waiting for you now—waiting to bring you the most glorious days of your motoring life!

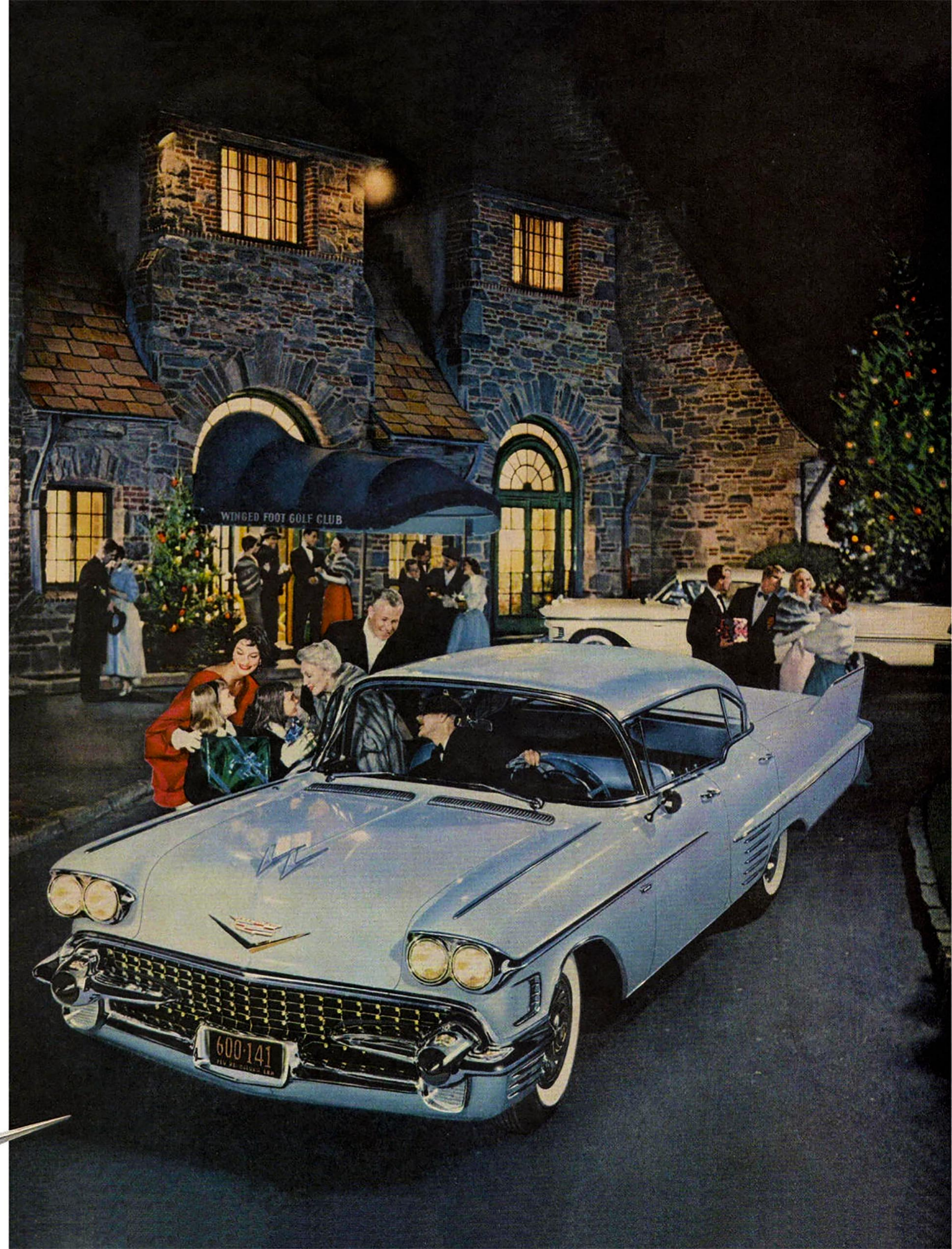
CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



Cadillac



"THE HOLIDAY FESTIVITIES"  
Furs by Robert, Detroit



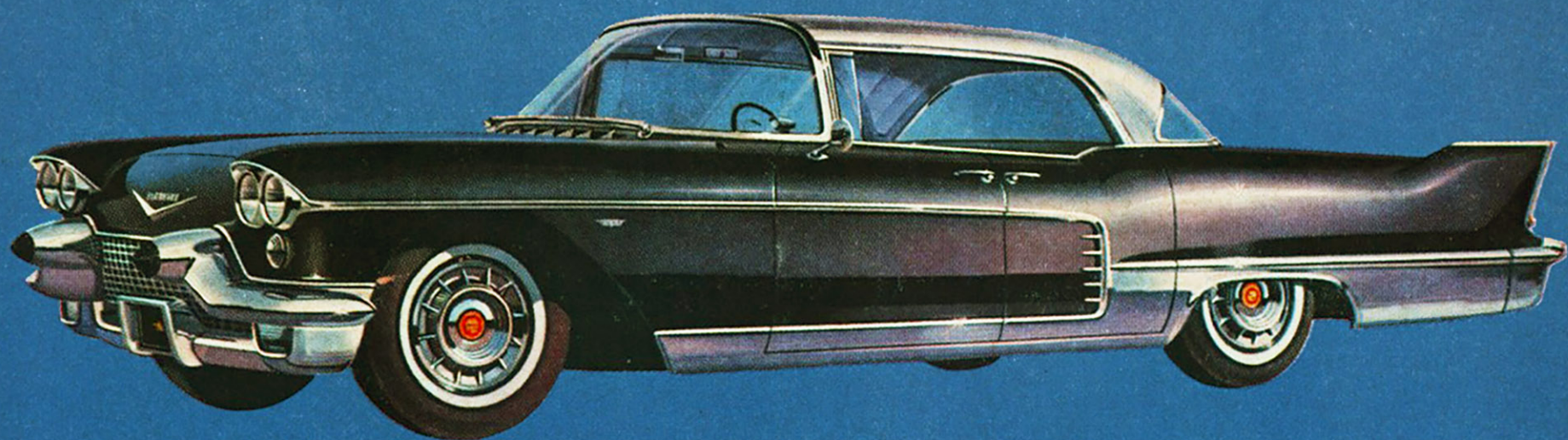


THE DISTINGUISHED

# Eldorado Brougham

BY

# Cadillac



This is the Eldorado Brougham—designed, styled and custom-crafted to create a new standard of automotive excellence. Now available in limited numbers, it is, in every way, the finest and most admired motor car ever to bear the Cadillac name.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION





## IT OUTSTEPS ITS OWN GREAT TRADITIONS!



The statement above represents the finest compliment that could be paid a Cadillac car. Yet, we feel it is a compliment that is richly deserved. For in every way, this newest "car of cars" represents a step beyond its own high standards of excellence. Most certainly, it deserves your

personal appraisal. We suggest that you let your dealer introduce you to Cadillac's exclusive Fleetwood coachcrafting—and bring you up to date on all the new models, including the distinguished new Eldorado Brougham.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION  
Every Window of Every Cadillac is Safety Plate Glass

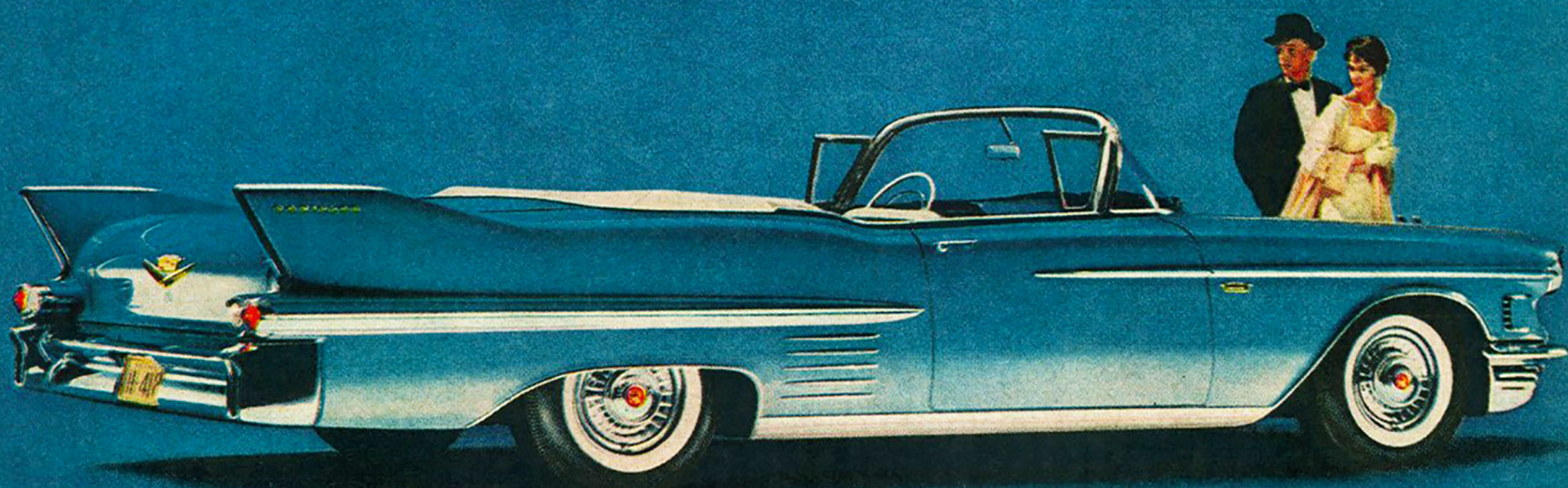


# Cadillac





# LEADERSHIP



## From Great Achievements... An Inspiring Tradition!

Cadillac's many and varied contributions to the cause of automotive progress have, over the years, represented one of the most important and inspiring traditions in all motordom. And in styling, in design and in engineering, the latest "car of cars" has added dramatic emphasis to this fact of Cadillac leadership. If you have not yet inspected its

marvelous new Fleetwood coachcrafting—or experienced its brilliant new performance—you should do so soon. Your Cadillac dealer will be most happy to introduce you to all the new models, including the distinguished Eldorado Brougham.

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Every Window of Every Cadillac is Safety Plate Glass



# Cadillac

*Standard of the World for more than half a century*



## OUT OF A BRILLIANT PAST . . . A SUPREME TRIUMPH!



Only from the great traditions of Cadillac could there come a motor car as surpassingly fine as the creation you see here. It's the Cadillac car for 1958—a brilliant achievement in all the qualities that make it the Standard of the World. And paramount among these is the *practical* satisfaction it renders. From every standpoint, the

Cadillac car has become an even wiser purchase for an even wider group of motorists. Whether your favorite is the Sixty-Two Coupe or the Eldorado Brougham, we invite you to inspect its Fleetwood coachcrafting and to spend an hour at the wheel.



CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

FORWARD FROM FIFTY

Light the Way to Safety—Aim Your Headlights • Every Window of Every Cadillac is Safety Plate Glass

# Cadillac







gowns by Nan Duskin

Not long after a motorist takes possession of his new Cadillac, he discovers that the car introduces him in a unique manner. Its new beauty and elegance, for instance, speak eloquently of his taste and judgment. Its new Fleetwood luxury indicates his consideration for his passengers. And its association with the world's leading citizens acknowledges his standing in his world of affairs. Incidentally, this is a wonderful year to let a Cadillac tell its story on your behalf! We suggest you see your dealer—and that you place your order for early delivery.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

"THE DEBUT"

*Cadillac*





Furs by Robert, Detroit

Never before has the Cadillac car offered so many wonderful virtues—in such great abundance—as it does for 1958!

There is surpassing new beauty, greater sweep and majesty of styling, and wonderful new elegance and refinement of line.

There is added Fleetwood luxury, still greater quietness of operation, and improved qualities of ride.

There is a great new Cadillac engine, a smoother, more responsive Hydra-Matic Drive, and a refined Cadillac Power Steering. In summary, this is a rare masterpiece in all the things that make a Cadillac . . . a Cadillac!

See and drive this magnificent new Standard of the World soon.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION  FORWARD FROM 1911



"THE HOLIDAY FESTIVITIES"

*Cadillac*



## A CROWNING ACHIEVEMENT...FROM EVERY STANDPOINT!



You need only to behold this newest of Cadillacs to understand that it represents motordom's crowning achievement in beauty. And it is equally advanced in *all* the things that make a Cadillac a Cadillac—in the magnificence of its Fleetwood coachcrafting . . . in the

wonders of its performance . . . and in the practical aspects of its ownership. We suggest you investigate these virtues as they apply to all the Cadillac models, including the Eldorado Brougham.



CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION  
Every window of every Cadillac is Safety Plate glass • Aim your headlights twice a year

# Cadillac





# S U P R E M A C Y



In no other field of commerce has a single product stood so pre-eminently alone—for so long a time—as has the Cadillac car. For more than half a century, its name has been a living symbol of automotive goodness. And the Cadillac of 1958 has underscored this supremacy with revealing emphasis. To inspect it is to behold a motor car of incredible beauty. To drive it is to command the very

finest in automotive performance. And to own it is to possess the most rewarding of personal possessions. This is a wonderful time to do all three—and your dealer is waiting with details on each of Cadillac's Fleetwood-crafted models, including the Eldorado Brougham.

Every Window of Every Cadillac is Safety Plate Glass • Gown by Henri Bendel



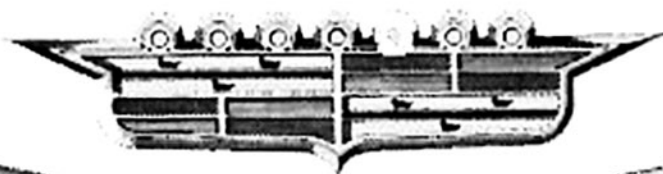
CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

*Cadillac*





# Cadillac



## *Meeting Ground for 40 Million Dreams!*

It has been authoritatively estimated that over forty million people hope some day to own and drive a Cadillac car of their own.

And how wonderful it is to reflect on the number of those dreams that have *already* come true.

For it is a matter of record that—over the past decade alone—more than a million new Cadillacs were delivered to their proud and happy owners.

But the wonder should not be that Cadillac has proved a wise investment for so many—but that it would be a sound purchase for so many more.

In original cost, it is the rival of automobiles that make no pretension to Cadillac's eminence.

In upkeep, it is a source of constant satisfaction. And in resale value, it is simply without counterpart. So if one of those forty million dreams is yours—you ought to visit your dealer soon.

He'll be happy to show you Cadillac's new Fleetwood coachcrafting—and to tell you about all the models, including the Eldorado Brougham.

You'll be surprised to find what an easy step it is from *dreaming* of a Cadillac—to *driving one!*

**VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER**

