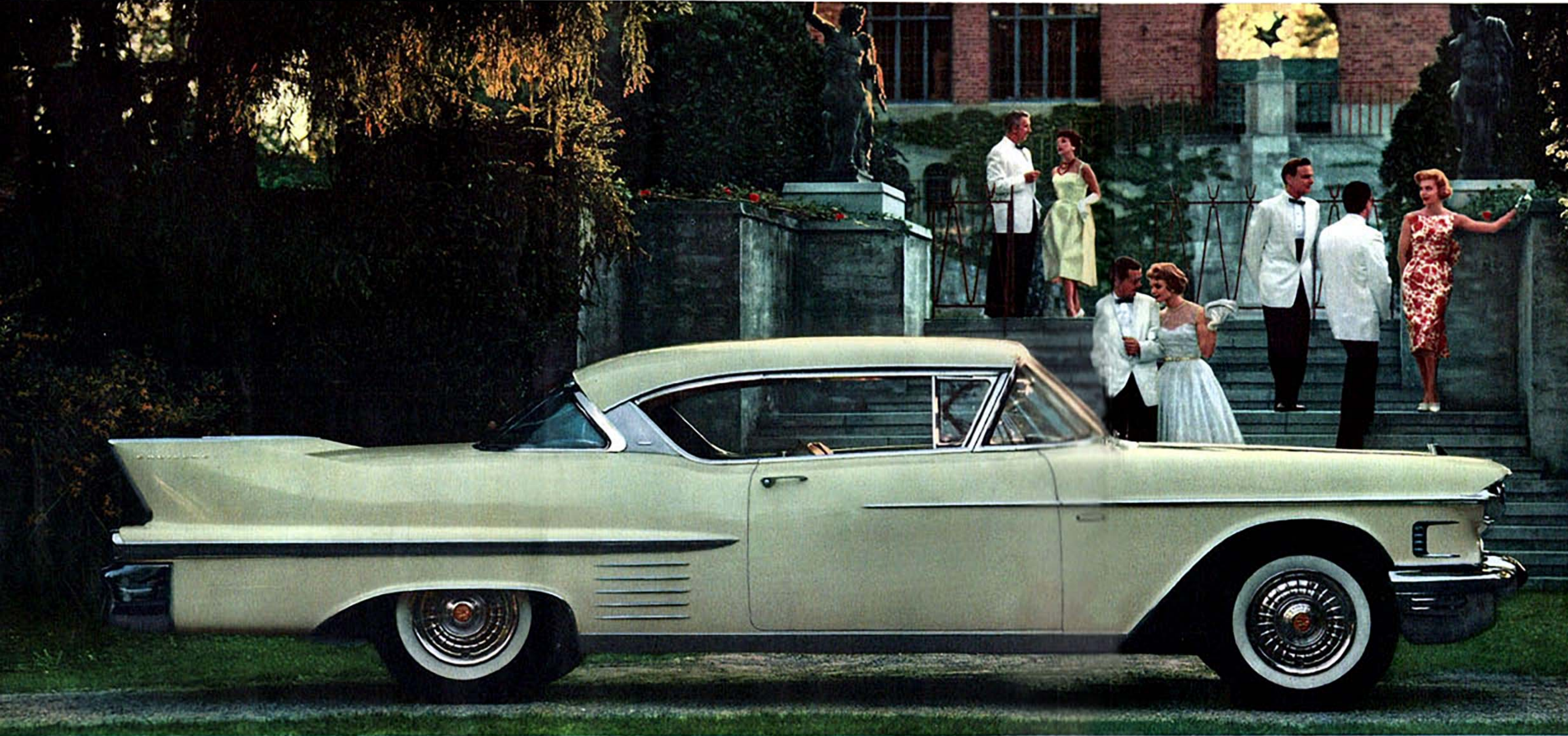


The keys to a new Cadillac...





...introduce you to a new realm of pleasure and satisfaction!



FASHIONS BY SAKS FIFTH AVENUE



When a man or woman comes into possession of the keys to a new 1958 Cadillac—and of the beautiful motor car they accompany—he introduces himself to a new world of personal satisfaction. For there is something about the “car of cars”—completely aside and apart from its great virtues as a motor car—that gives a new lift to his spirit and to his pride. There is, for instance, his sheer *joy* of ownership—and of having such a widely admired possession as his daily companion. And there is the sense of fulfillment he discovers in his membership in the world’s most honored and respected motoring family. It has been said that this would, in itself, be reward enough for an investment in Cadillac—were it not for the other matchless pleasures of owning and driving so magnificent a motor car.



...turn every journey into a memorable experience!



The journey that begins with a turn of the Cadillac keys is always an inspiring and memorable experience. From silken start to silken stop—and through every glorious mile they embrace—the man at the wheel enjoys the very finest in automotive performance. Steering is wonderfully light and sure and responsive . . . braking is incredibly soft and safe and positive . . . and the car moves with a nimbleness and agility that belie its impressive size and stature. And when both driver and passengers are cradled by the marvelous luxury of Cadillac's exclusive Fleetwood coachcrafting—well, journey's end is reached almost with a sense of reluctance. In fact, it should occasion little surprise that Cadillac owners regard their hours at the wheel as the finest of the twenty-four.

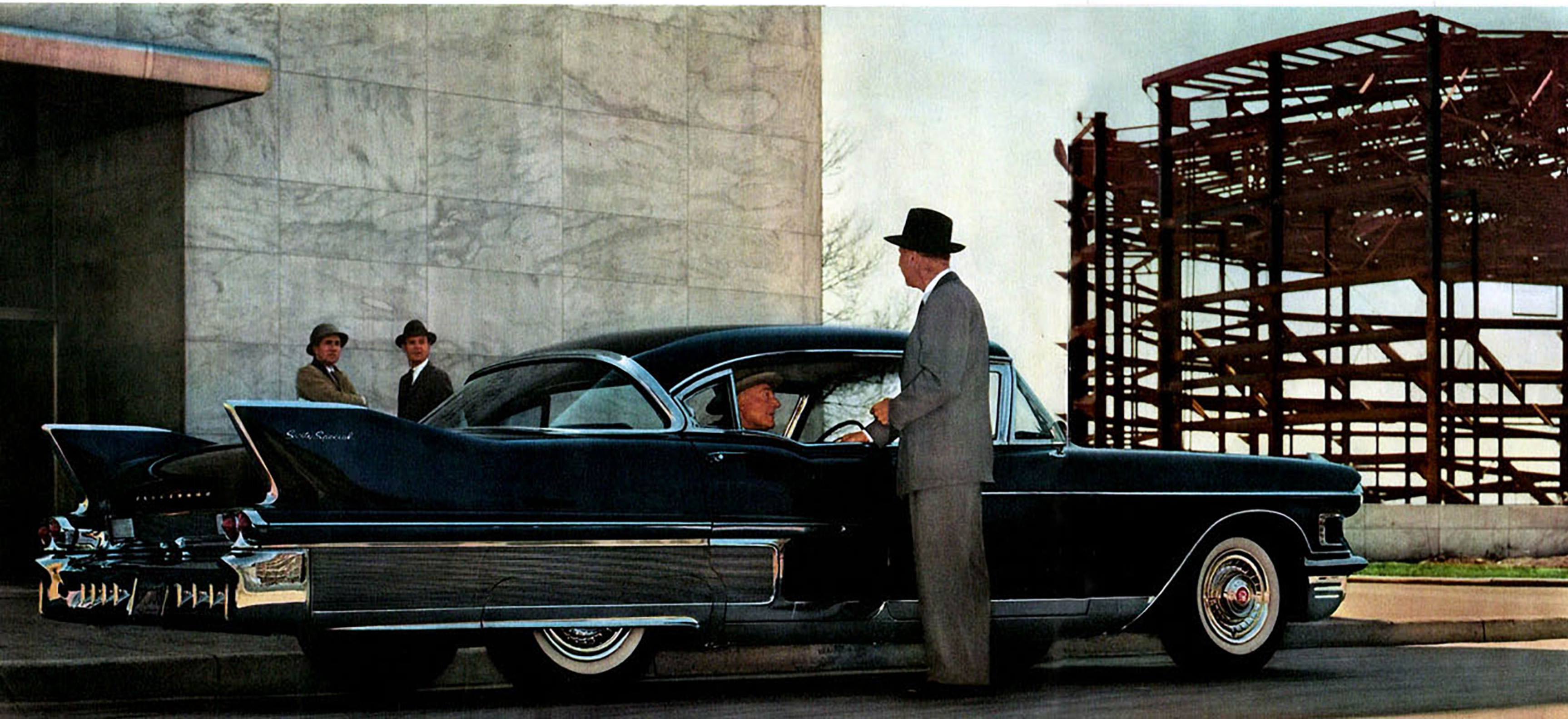




...represent motordom's most enduring investment!



Whoever holds the keys to the "car of cars" enjoys the ever-present satisfaction of having made a wonderfully sound investment. For a Cadillac car—in addition to its many other virtues—is also uniquely practical. In terms of original cost, a Cadillac is actually the rival of motor cars that do not even aspire to Cadillac's quality and goodness. In economy of maintenance, a Cadillac is a source of constant gratification and delight. And when it comes to resale value—well, authenticated records reveal that Cadillac is without peer in the manner in which it holds its value. This triumvirate of practicalities means, of course, that a Cadillac is just as economical as it is tempting—and that it represents an unusually wise choice for a surprisingly large number of motorists.



The keys to your favorite Cadillac
may be easily within your reach!

If there is a Cadillac in your dreams, we invite you to study the pictures below and select your favorite model. And then we hope you will accept our invitation to pay us a visit—and to inspect and drive the Cadillac of your choice. We have all the facts waiting for you—and we think you will be surprised to find how easily and economically the keys could be yours. We will be looking forward to seeing you.



SIXTY-TWO COUPE

FLEETWOOD SIXTY SPECIAL SEDAN

SIXTY-TWO SEDAN

SIXTY-TWO SEDAN. EXTENDED DECK

SIXTY-TWO CONVERTIBLE



ELDORADO SEVILLE

ELDORADO BIARRITZ

COUPE DE VILLE

FLEETWOOD SEVENTY-FIVE SEDAN AND LIMOUSINE

ELDORADO BROUGHAM

SEDAN DE VILLE