



Painted by Carl Chapman

It would be difficult to recount *all* the wonderful things that a Cadillac car indicates about its owner. But it is readily apparent, we think, that it now speaks more eloquently than ever of his good taste and judgment. Cadillac's new beauty, for instance, is graceful and inspiring as never before. This new Cadillac refinement is equally evident in the car's interiors—in the rare quality of its fabrics, leathers and appointments . . . and in the care and skill of its Fleetwood tailoring and craftsmanship. And then, of course, there is the car's marvelous new performance and handling ease. We suggest you visit your Cadillac dealer soon. You'll quickly see why the new "car of cars" has been accorded the most brilliant reception in Cadillac history.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION
EVERY WINDOW OF EVERY CADILLAC IS SAFETY GLASS

The world's most eloquent possession...

Cadillac



The Cadillac car has always been looked upon as the standard by which the world's motor cars should be judged. Yet never before has Cadillac represented such a high standard of excellence as it does for 1959. For here is a motor car that bears the unmistakable stamp of greatness, not only in the way it looks and rides and handles, but also in the pleasure and satisfaction it renders. Its styling is elegant and graceful and majestic almost beyond description . . . its new Fleetwood interiors are luxurious and beautifully appointed as never before. And its new, high-performance engine is superbly alert and responsive. To see it, to inspect it, and to drive it is to understand a new criterion of greatness in motor cars. We suggest that you do all three soon at your authorized Cadillac dealer's.

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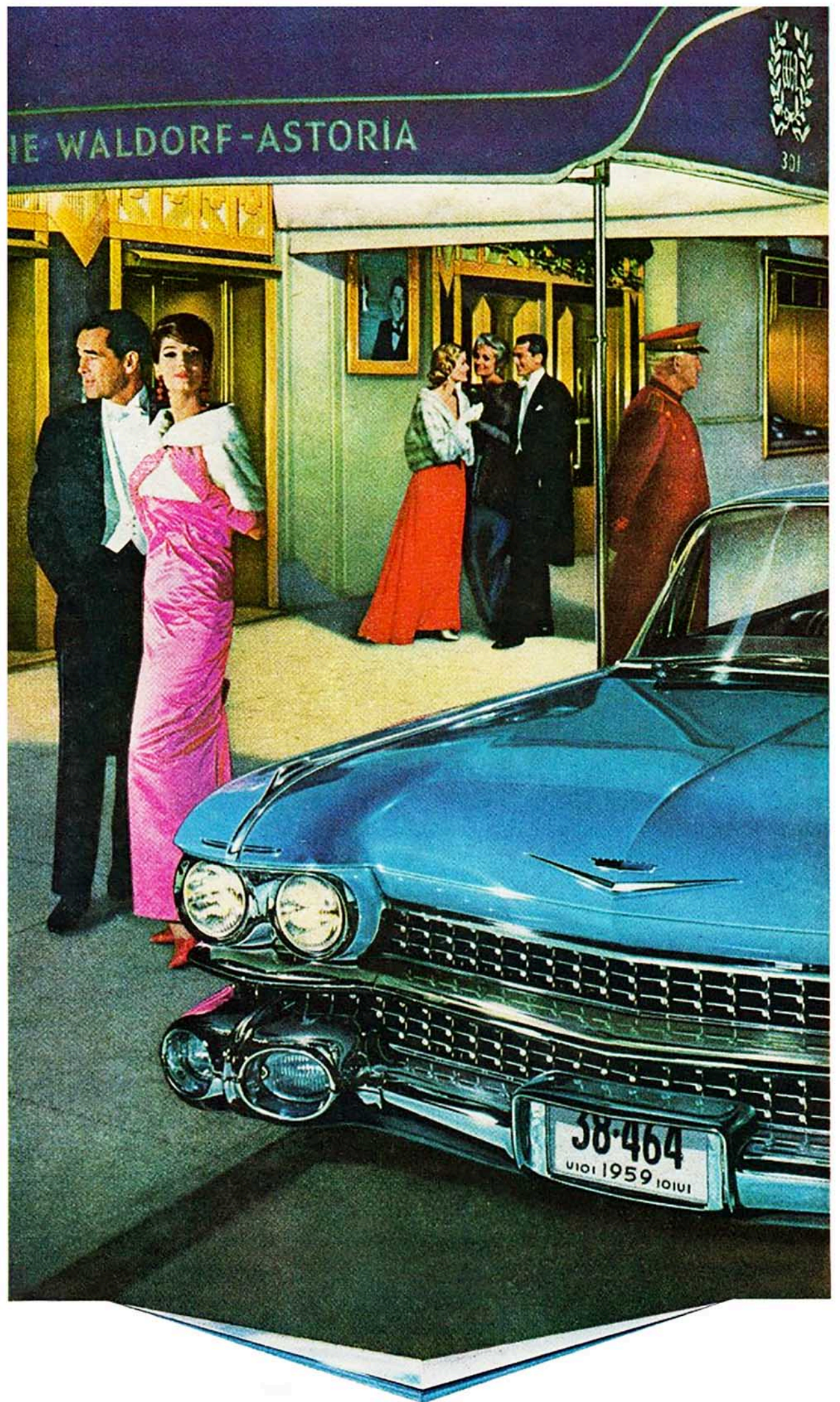
Cadillac ... the new measurement of greatness



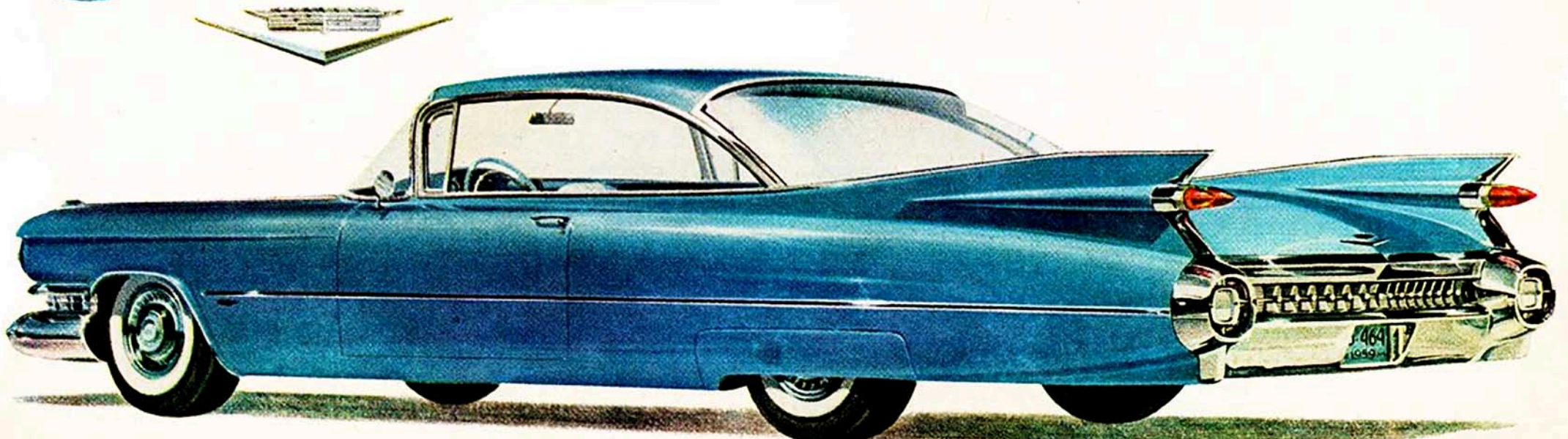
Furs by Revillon

Wherever automobiles are seen and appreciated, the Cadillac name has, over the years, become an accepted synonym for "quality". Yet never before has the Cadillac car represented such a *high* standard of excellence as it does today. In its great beauty and majesty . . . in its fineness of performance . . . in the elegance of its Fleetwood interiors . . . and in the skill of its craftsmanship . . . it is far and away the finest fruit of Cadillac's unending quest for quality. We believe that a personal inspection will convince you of this fact—and that an hour at the wheel will add certainty to conviction. Why not accept your Cadillac dealer's invitation to pay him an early visit—for both a ride and a revelation?

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Cadillac ...world's best synonym for quality!



gown by Elizabeth Arden

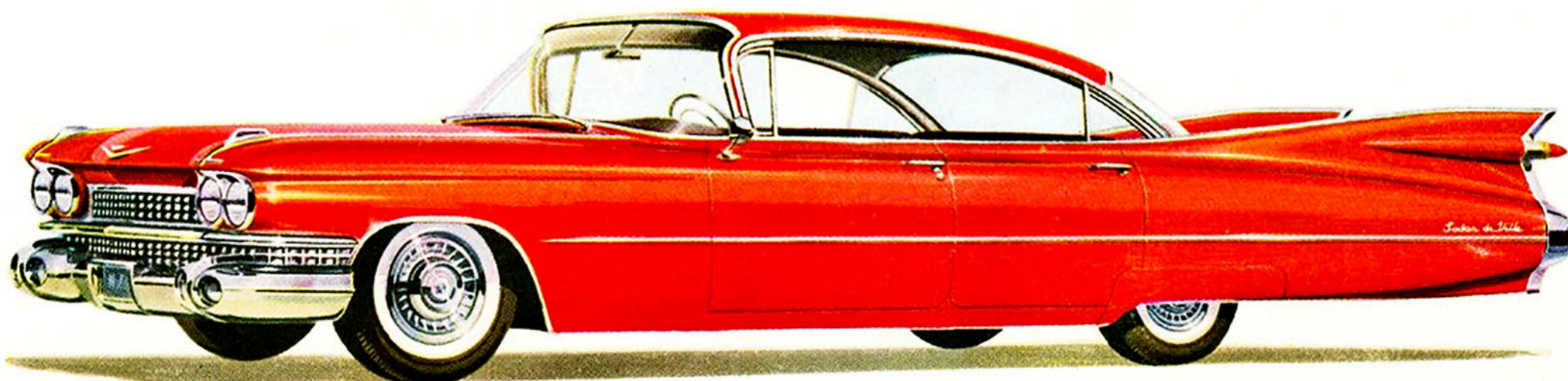


In all the world of commerce, there are a few products for which there are no acceptable substitutes. And among these, most certainly, must be counted the great Cadillac car. For in beauty and elegance . . . in luxury and comfort . . . in value and practicality . . . in everything that contributes to making a motor car supreme—Cadillac is in a realm all its own. To see it and to drive it is to discover a new measure of fulfillment in modern motoring. Your Cadillac dealer will be most happy to demonstrate this fact to you at any time—and to explain why Cadillac is now such an unusually sound investment for such a surprisingly wide group of motorists. We hope you will accord him the opportunity—soon.

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In a realm all its own...

Cadillac



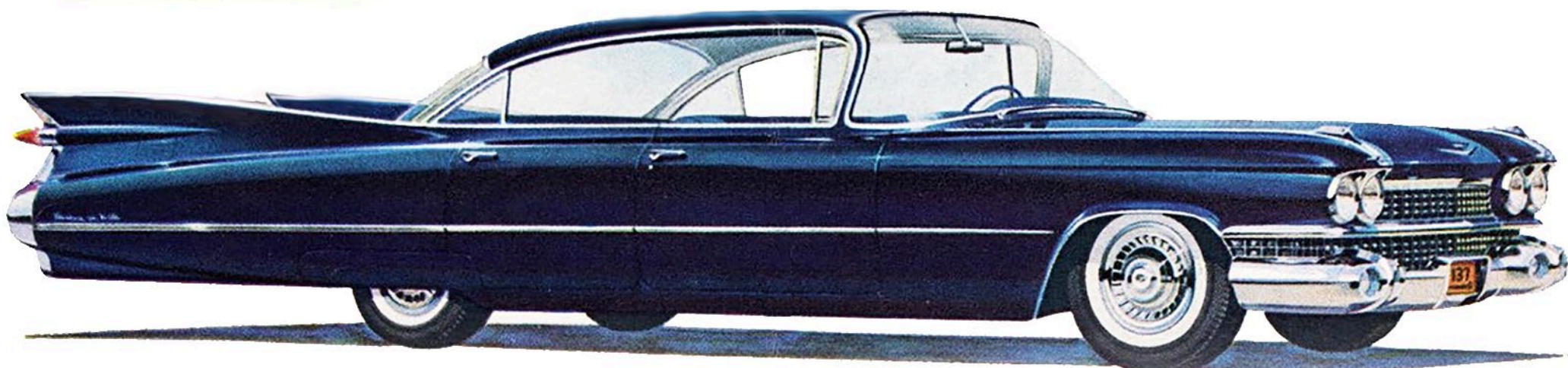


gowns by Countess Alexander

In every part of the world where highways exist and quality is recognized, Cadillac has become the accepted symbol of automotive goodness. And certainly, this international affection for Cadillac has never been more soundly based—or more richly deserved—than it is at the present time. For the Cadillac car has never before been so bountiful in all those things which command respect and admiration in a motor car. In styling, in performance, in craftsmanship, and in practicality—it is the Standard of the World. We believe that an inspection and demonstration will prove this fact beyond question. Visit your dealer soon and learn for yourself why Cadillac is first in the world's esteem.

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Cadillac ...first in the world's esteem!



gowns by John Carter

The 1959 Cadillac car speaks so eloquently—in so many ways—of the man who sits at its wheel. Simply because it is a Cadillac, for instance, it indicates his high level of personal achievement. Because it is so beautiful and so majestic, it bespeaks his fine sense of taste. And because it is so economical to own and to operate, it testifies to his great practical wisdom. Why not visit your dealer tomorrow—and arrange to let a new Cadillac tell its wonderful story about you? In fact, the car's extraordinary reception has made it imperative that you place your order at an early date.

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Cadillac...universal symbol of achievement

