

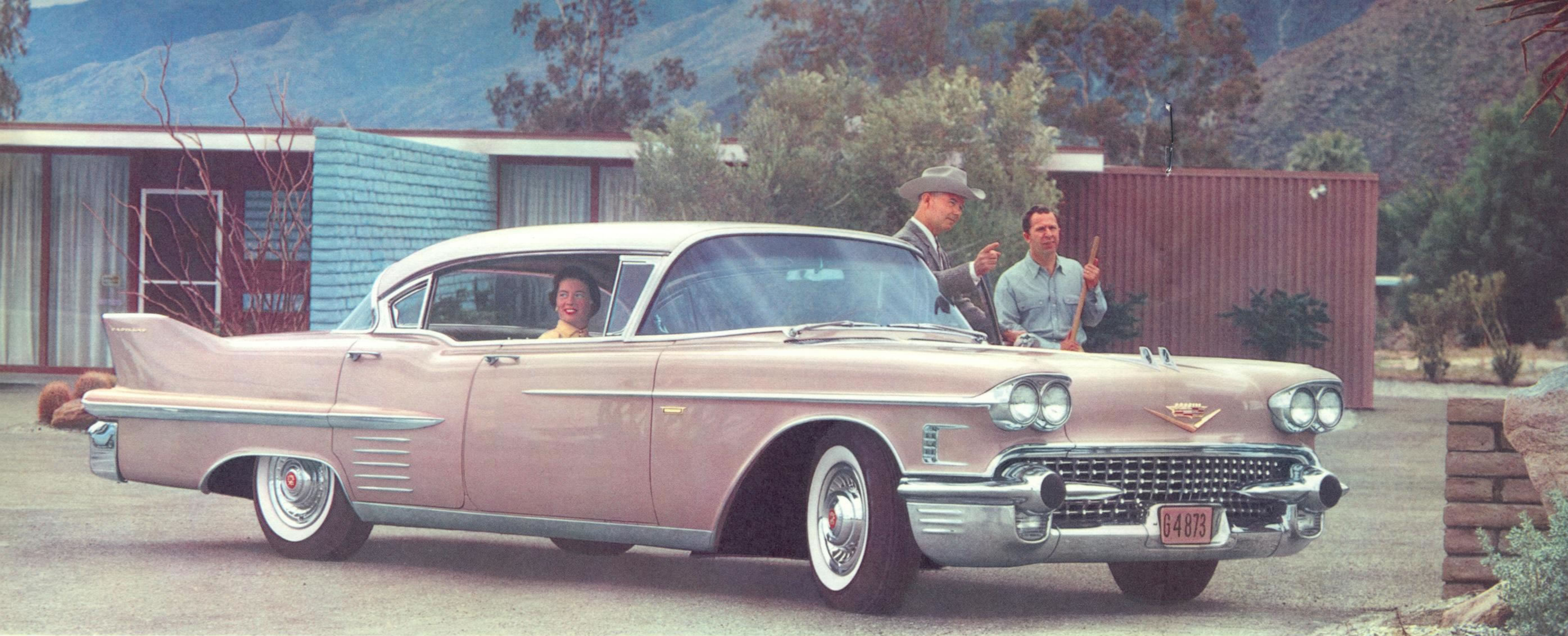
The moment you take the wheel...



...you will discover a motor car unexcelled in craftsmanship and heritage!

From the very first moment you enter a 1958 Cadillac, you will know that you are surrounded by a motor car that is rich in the traditions of quality. You will see it in the car's finely wrought appointments . . . you will sense it in the solid and safe sound of its closing door . . . and you will feel it in the richness of its fine fabrics and leathers. And this, of course, will be only the *visible* evidence of Cadillac's great and painstaking craftsmanship. If you could also study the *unseen* aspects of the car's goodness, you would discover an equal care of workmanship and quality of materials. For a Cadillac is a Cadillac in every detail—the Standard of the World in all the things that make a motor car good and fine and desirable.



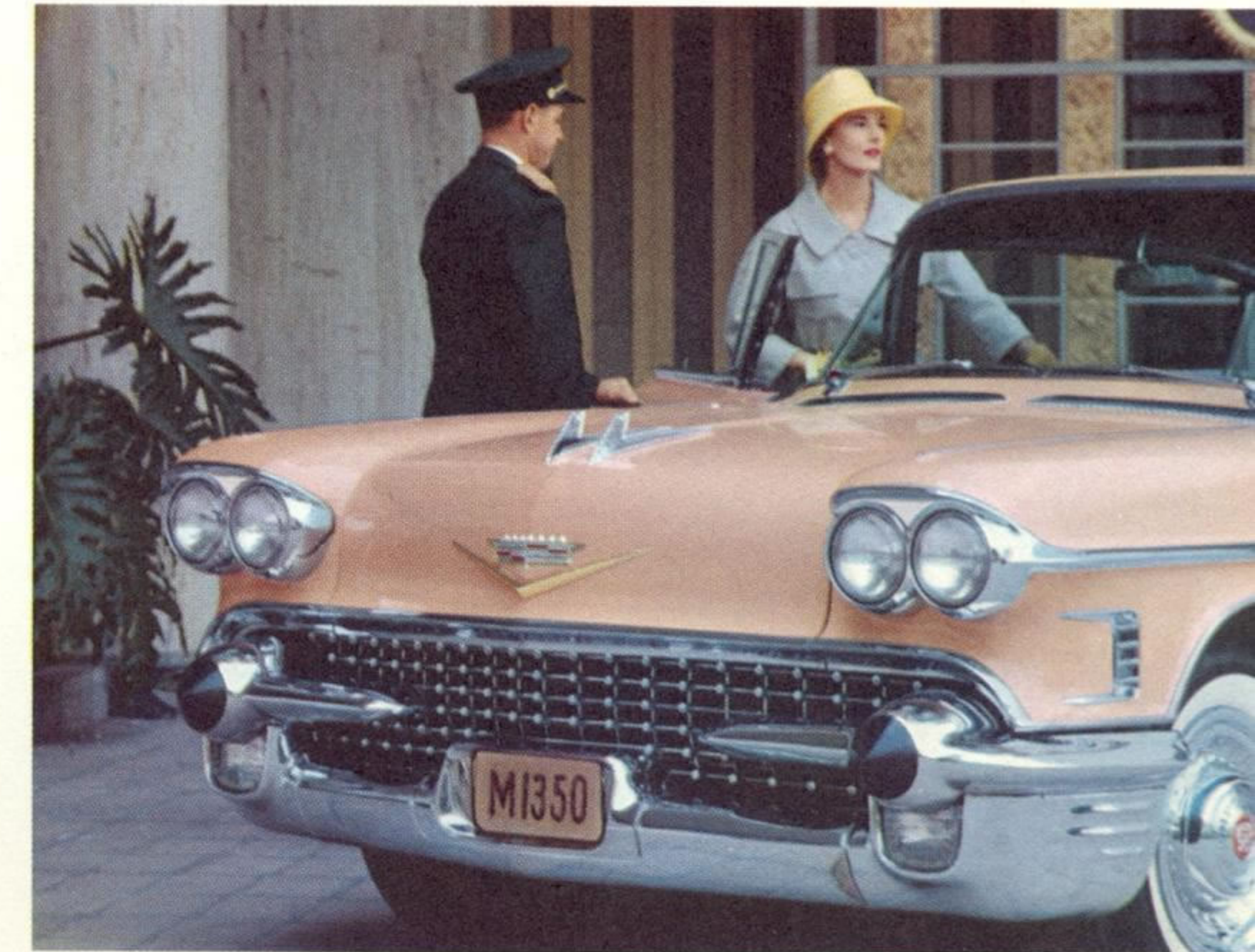
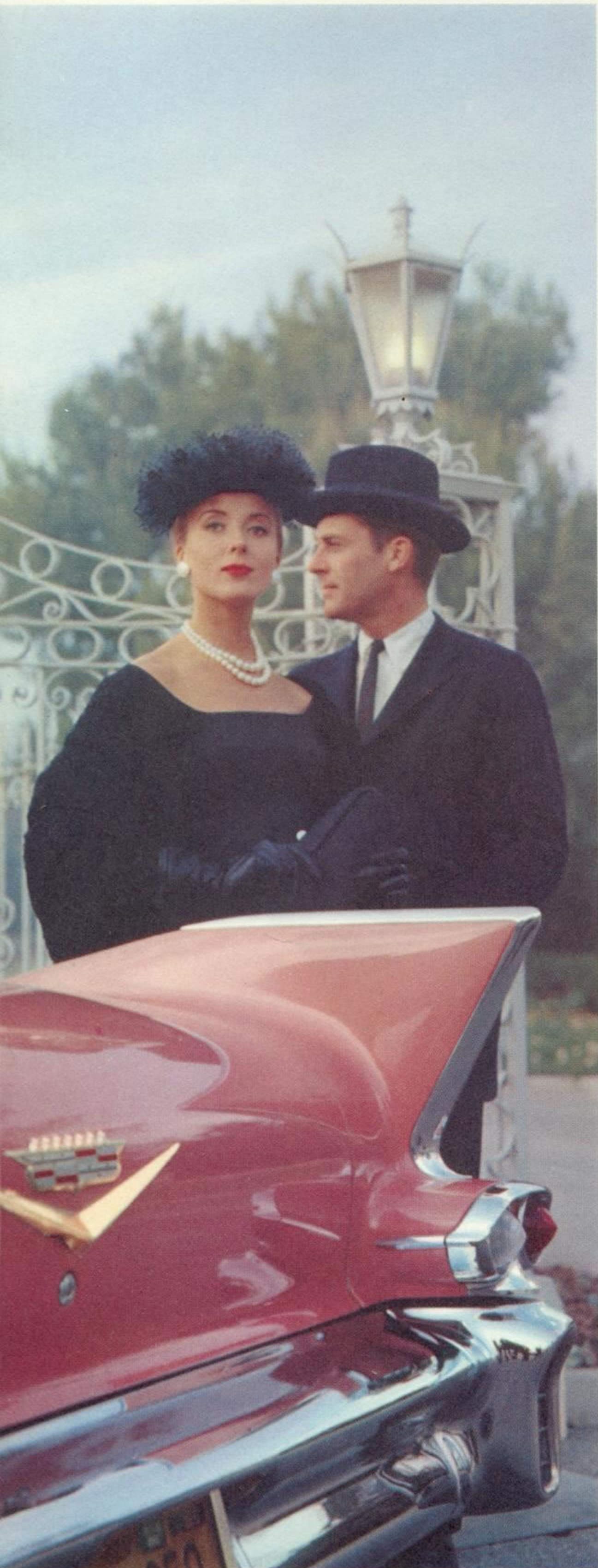


...you will find a wonderful new world of motor car performance!

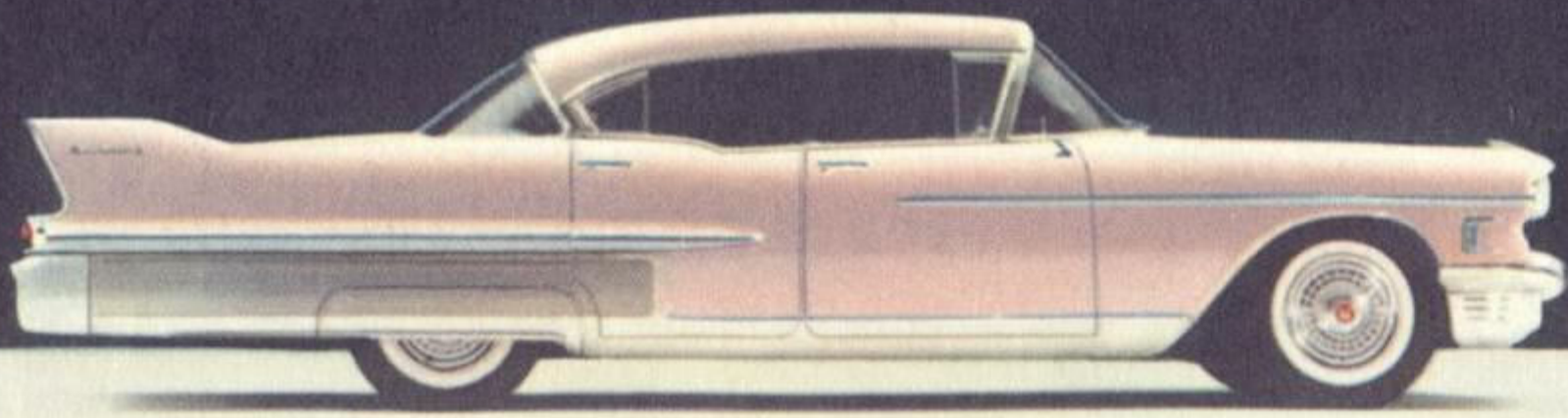
When you turn the ignition key and that great, powerful Cadillac engine comes to life—you will sense instantly that something very special awaits you in the miles ahead. An ever so gentle nudge of the accelerator, and the car will be in quiet, effortless motion. And you will travel with such incredible smoothness and solidity that there will be only the passing scenery and the onrushing highway to give you a sense of movement. And as you relax in its deep, buoyant cushions, you will find how effortless this great car is to handle . . . and how light the foot that brings it to a silken stop. Within the first few miles you will know that this is, beyond any question, automotive performance at its masterful best!



...you will experience a new dimension of pride and pleasure!



Finally, there is that indefinable, yet very real sense of pride and well-being you will find as you sit in command of the "car of cars". What a priceless satisfaction it is to ride—here where the world's leading citizens ride—and catch the admiring glances of your fellow motorists. And how wonderful it is to know that such unique driving pleasures could be yours with so sound an investment. For it is a matter of recognized and established fact that Cadillac's relatively modest original cost . . . its marvelous dependability and economy of upkeep . . . and its extraordinary resale value . . . make a new Cadillac one of the wisest purchases in all motordom.



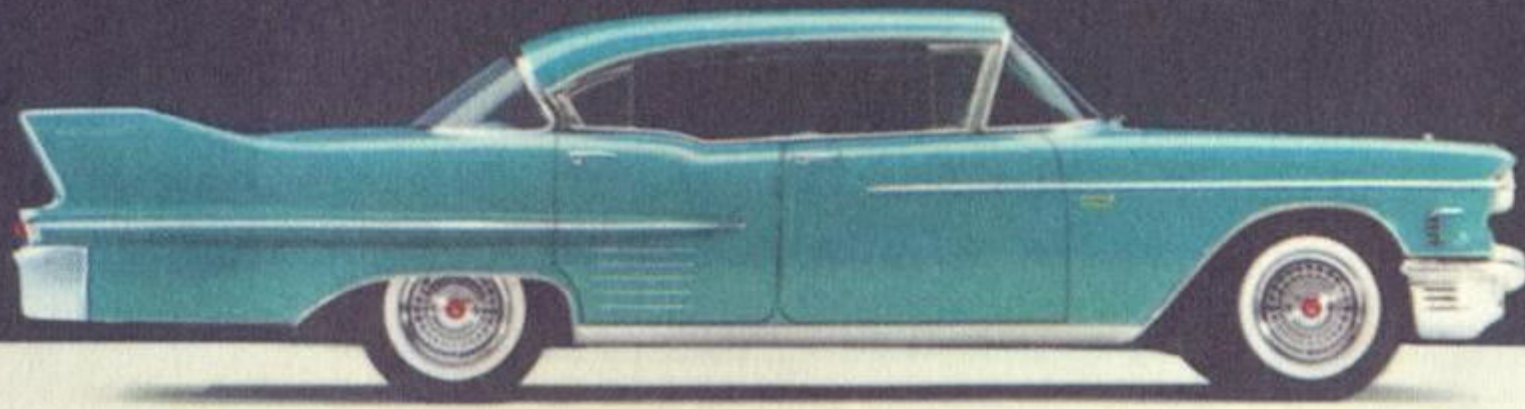
FLEETWOOD SIXTY SPECIAL SEDAN



SIXTY-TWO COUPE



SIXTY-TWO SEDAN



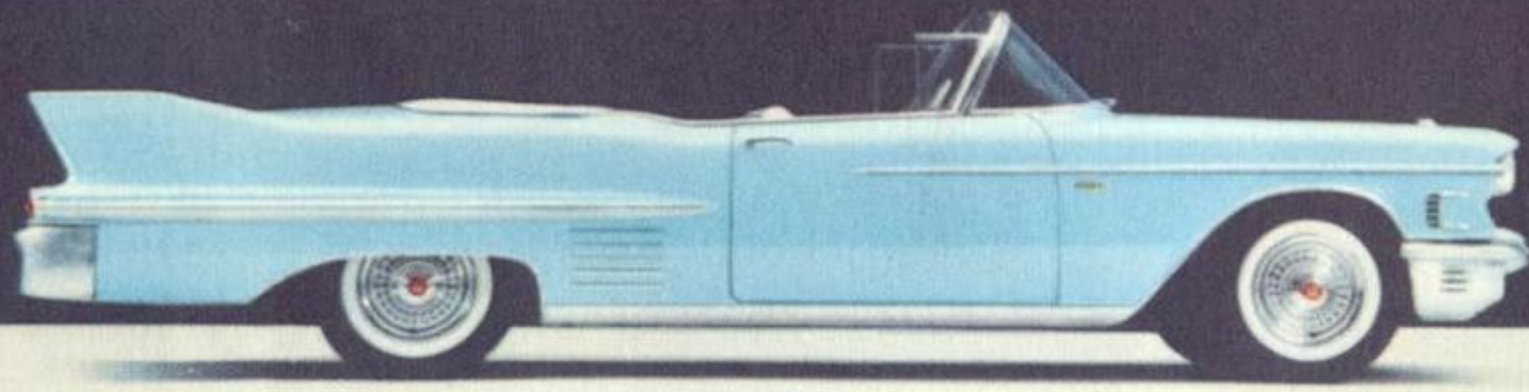
SIXTY-TWO SEDAN, EXTENDED DECK



COUPE DE VILLE



SEDAN DE VILLE



SIXTY-TWO CONVERTIBLE



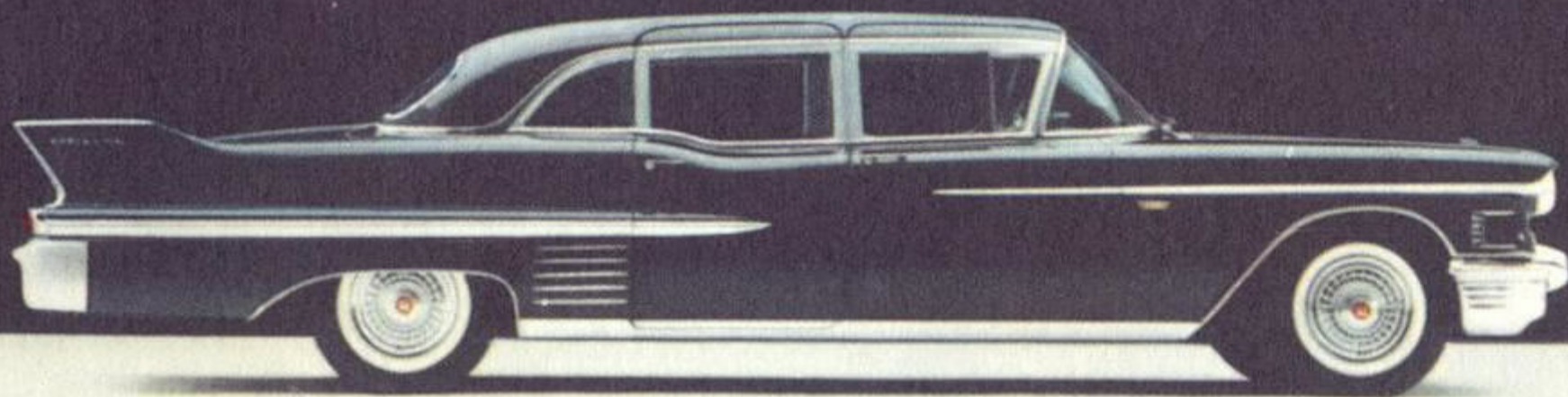
ELDORADO SEVILLE



ELDORADO BIARRITZ

For an unforgettable motoring experience...

... we cordially invite you to spend an hour at the wheel of your favorite 1958 Cadillac at your very earliest opportunity. We are certain you will agree that there can be no adequate substitute for the things a new Cadillac provides—and that there is no time like the present to make them all yours!



FLEETWOOD SEVENTY-FIVE SEDAN AND LIMOUSINE



ELDORADO BROUGHAM

CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION
IN DETROIT

6001 CASS AVENUE

3180 E. JEFFERSON AVENUE

CHARLIE'S OLDSMOBILE-CADILLAC, INC.
10225 GRAND RIVER, DETROIT

PRIEHS SALES COMPANY
103 MACOMB STREET, MT. CLEMENS

SHORE-SEVERS COMPANY
13939 LIVERNOIS AVENUE, DETROIT

RUND'S FORT-CAMPBELL STORE
5635 WEST FORT STREET, DETROIT

KOTCHER OLDSMOBILE COMPANY
15554 E. WARREN AVENUE, DETROIT

S. RUND MOTOR SALES, INC.
3801 GRAND RIVER AVENUE, DETROIT

RINKE PONTIAC-CADILLAC COMPANY
25420 VAN DYKE AVENUE, CENTER LINE

O'LEARY CADILLAC, INC.
17153 E. JEFFERSON AVENUE, GROSSE POINTE

PRENTIS CADILLAC COMPANY
2151 EUREKA AVENUE, WYANDOTTE

CAL CONNELL CADILLAC CORPORATION
12330 JOSEPH CAMPAU, DETROIT

MATHEWS CADILLAC, INC.
14765 MICHIGAN AVENUE, DEARBORN

KLETT CADILLAC COMPANY
20455 GRAND RIVER, DETROIT

WILSON PONTIAC-CADILLAC, INC.
1350 NORTH WOODWARD AVENUE, BIRMINGHAM