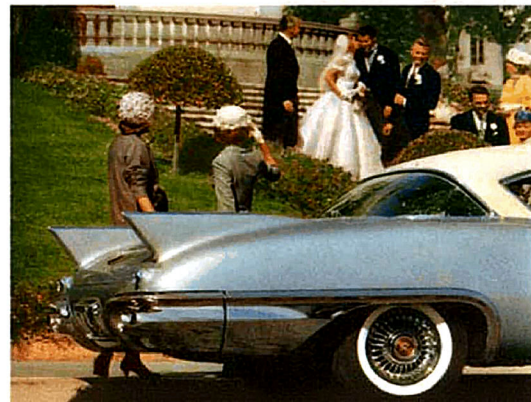


*A lady
and her Cadillac*





A thrilling companion for those very special occasions!



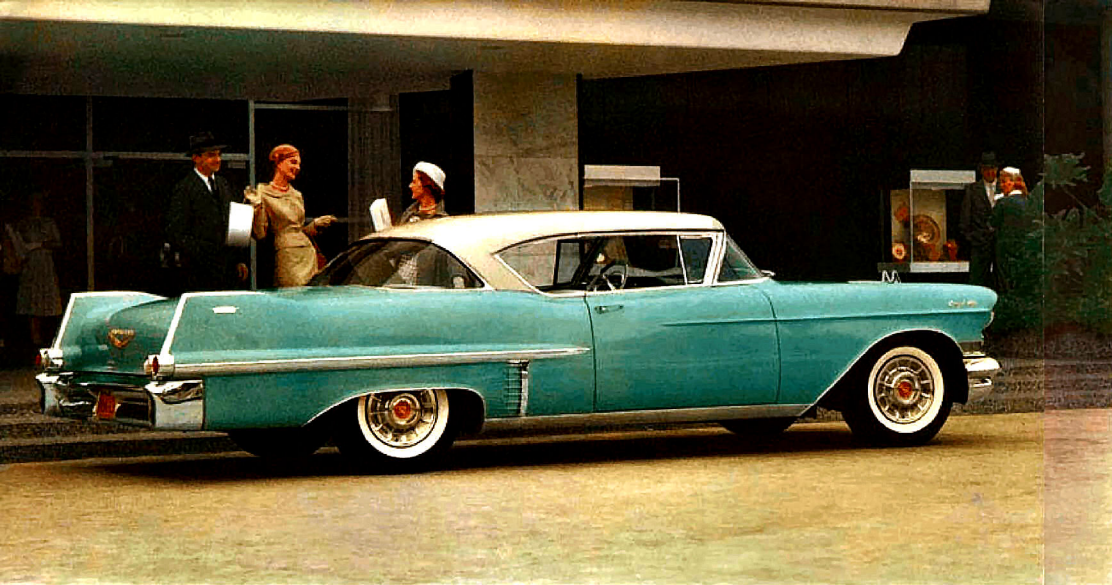
When a new Cadillac car comes into the family, it becomes a source of great pride and pleasure to every family member. But it is also true, we think, that the car assumes a very special role in the life of the lady of the house. For, whether it might be a routine journey at the wheel or a majestic arrival at one of the season's leading events, the car contributes in a very unique sense to her personal satisfaction and enjoyment. Imagine, for instance, how regal she feels in the "car of cars" . . . surrounded by Cadillac's great luxury and beauty and glamour. Imagine the peace of mind she enjoys . . . knowing that every possible motoring safeguard is at hand. Consider how wonderful she looks . . . framed in the elegance and majesty of the car's magnificent styling. And, finally, think of how proud and happy she is when she reaches her destination. For she knows that, in any company, her Cadillac speaks most eloquently in her behalf. In fact, the truth to tell—her Cadillac makes every journey seem like a special occasion . . . an event to be happily anticipated and most pleasantly remembered.



*A wonderful participant
in her everyday activities!*

The joys which a new Cadillac car bestows on its lady are many. But perhaps the greatest of these is the pleasure she finds in driving the "car of cars". In fact, we have heard it said by the ladies of a great many Cadillac families that their journeys at the wheel highlight the whole day's activities. Certainly, this is understandable—for it is a unique and satisfying experience to take the wheel of a 1957 Cadillac. First of all, it is restful and relaxing . . . for the car is wonderfully comfortable and smooth and quiet in operation. And it is so incredibly easy to handle. From journey's start to journey's end, it asks only the gentlest touch of her toe and hand. And how inspiring it is to look out through that broad windshield and into the beckoning highway! For distance was never more enchanting than when seen over the hood of a new Cadillac car! Little wonder that she regards her daily sojourn in the driver's seat so highly . . . or that she finds such deep daily pleasure in ownership of the "car of cars".





A brilliant helpmate for her family budget!



Before the first Cadillac car makes its debut into the family circle, the lady of the house rarely suspects that a motor car so beautiful and pride-inspiring could also be practical to own and to operate. Her introduction to Cadillac's practicality usually comes with her discovery of the car's relatively modest initial cost. She finds, to her delight, that the car represents an extraordinary bargain in terms of value received. Then, as the miles and the months go by, she finds how dependable the car is—and how unusually free from the needs of service. And, as if this were not sufficient, she finds—when the time comes to surrender her Cadillac for a newer version of the "car of cars"—how well and how long the car has retained its value. In fact, Cadillac traditionally returns a far greater share of its owner's original investment than any other motor car built and sold in America. All in all, she learns that Cadillac ownership is, in every way, as wise as it is wonderful. And this remarkable knowledge adds to the satisfaction of every mile she drives.



Ten beautiful Cadillacs...each waiting for a lady!

In order to fully understand what a new Cadillac car might contribute to your own pleasure and satisfaction, you must pay us a visit and take the wheel for yourself. It's the one way you can realize the true brilliance of this latest Standard of the World. This message is also addressed, of course, to any gentleman who might be listening in on our little story. If you have a lovely lady whom you like to see at her best and whose comfort and happiness you attend—then, you, too, should pay us a visit soon. You'll be most welcome at any time—and we'll be waiting with the car and the keys.



SERIES SIXTY SPECIAL FLEETWOOD SEDAN



SERIES SIXTY-TWO SEDAN



SERIES SIXTY-TWO COUPE



SERIES SIXTY-TWO SEDAN DE VILLE



SERIES SIXTY-TWO COUPE DE VILLE



SERIES SIXTY-TWO CONVERTIBLE



ELDORADO SEVILLE



ELDORADO BIARRITZ



SERIES SEVENTY-FIVE FLEETWOOD SEDAN OR LIMOUSINE