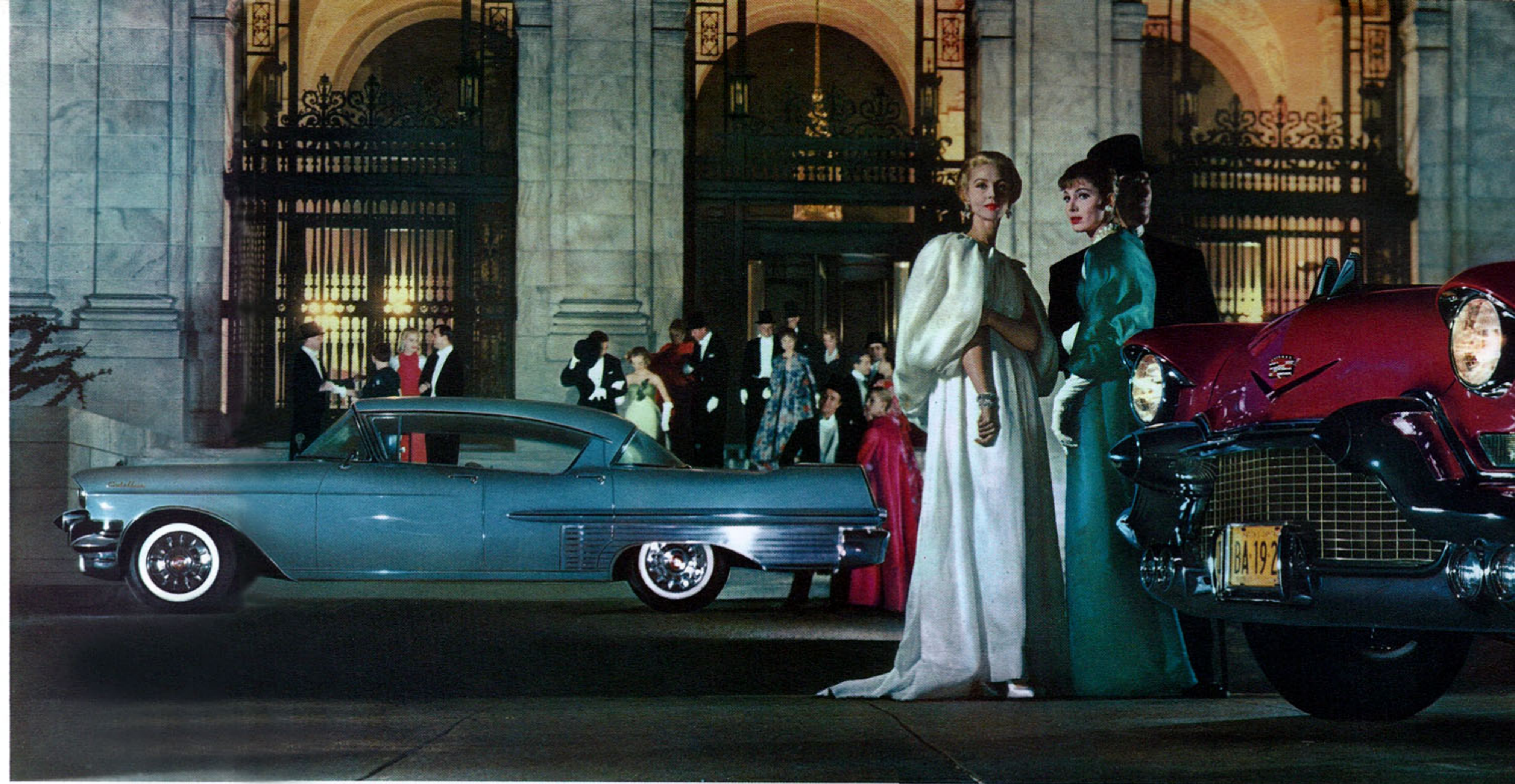


You and your Cadillac





If you could follow the average Cadillac car through the course of a whole year's activities, you would understand, we think, how much the car could add to your *own* satisfaction and happiness. For no other motor car leads so interesting and vital a life—or brings its owner so many happy and memorable moments. Whether it be a visit to some noteworthy happening of the day . . . or a journey to one of the season's leading social events . . . or simply a routine family outing—a Cadillac car is always an inspiring companion and a source of wondrous comfort and pleasure. And wherever journey's end might find its owner, he knows that his Cadillac introduces him with rare eloquence—and represents him as a man of substance and character. Certainly then, there can be no conjecture as to why Cadillac owners regard their motor cars with such deep and abiding affection. It is simply that a Cadillac brings a man a measure of contentment and satisfaction and pleasure that he can find in no other material possession.

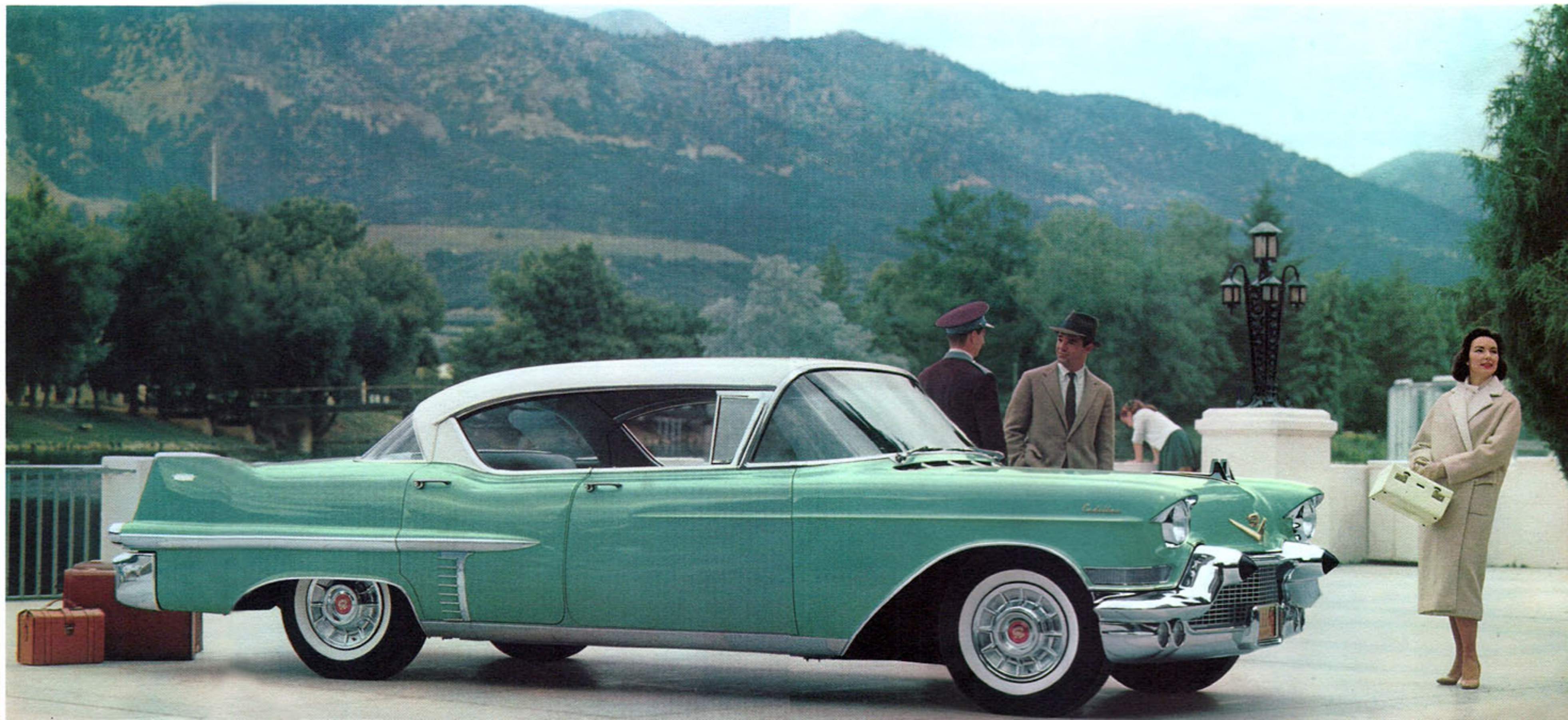


You will add so much to your personal happiness!



You will provide such wonderful comfort and safety for your family!

Take a new 1957 Cadillac—give it a home with a fine American family—and, in no time at all, the car will become one of its best-loved members. For a Cadillac does so many things to enhance the joy of family living. Its luxurious Fleetwood coachcrafting, for instance, provides truly extraordinary comfort and convenience through even the longest journey. Its marvelous safety and dependability assure perfect peace of mind through every mile. And as far as the head of the household is concerned—well, it's a pleasure just to take the wheel. The car is so eager and agile, so smooth and responsive that it almost challenges belief. Certainly, a new Cadillac would make a wonderful addition to *your* family's happiness—and serve as a revealing tribute to your thoughtfulness.





You will make motordom's soundest investment!

It is a generally recognized and accredited fact that when a motorist purchases a Cadillac he makes one of the soundest of all automotive investments. The reasons for this are readily apparent. There is Cadillac's modest purchase price, for instance—actually rivalling that of far less accepted cars. There is the Cadillac's marvelous economy of operation—and its extraordinary dependability and longevity. And, to be sure, there is Cadillac's phenomenal resale value—traditionally the finest in all motordom. Certainly, this extraordinary combination of virtues illuminates an important and significant truth—that Cadillac ownership is as wise as it is wonderful . . . and as practical as it is pride-inspiring.





SERIES SIXTY SPECIAL FLEETWOOD SEDAN



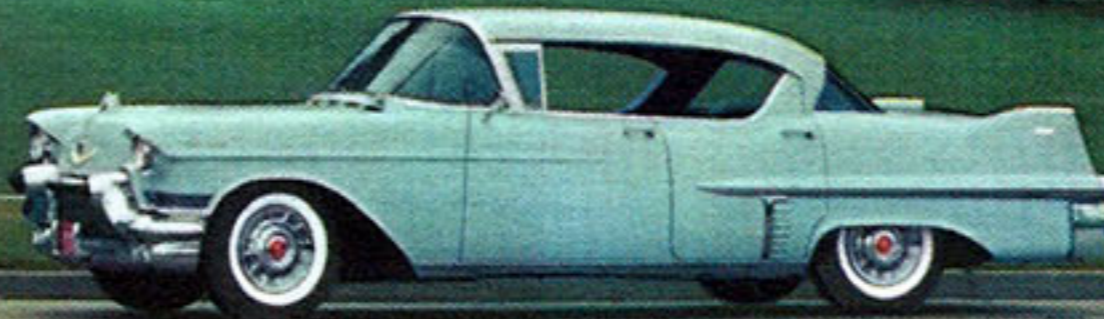
SERIES SIXTY-TWO COUPE



SERIES SIXTY-TWO SEDAN



SERIES SIXTY-TWO COUPE DE VILLE



SERIES SIXTY-TWO SEDAN DE VILLE



SERIES SIXTY-TWO CONVERTIBLE



ELDORADO SEVILLE



ELDORADO BIARRITZ



SERIES SEVENTY-FIVE FLEETWOOD SEDAN . . . OR LIMOUSINE

Take a minute and select your new Cadillac ...then visit your authorized Cadillac dealer!

In the panels you see here are pictured the beautiful Cadillac models for 1957. Among them, unquestionably, is a Cadillac that has a special place in your heart—and which could *easily* have a special place in your driveway. The odds are, however, that you will not know *how* easily until you obtain the full

facts about Cadillac economy today. We suggest that you pay us a visit—that you take the time for a personal demonstration on the highway—and that you let us tell you of our advantageous trade-in allowance on your present car. You'll be delighted to learn how readily this could be *your* new Cadillac year.

Coachcraft by Fleetwood



ELDORADO BROUGHAM

CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION

LOS ANGELES BRANCHES
1076 WEST SEVENTH STREET, LOS ANGELES
5151 WILSHIRE BOULEVARD, LOS ANGELES

CADILLAC DEALERS
BEWLEY ALLEN CO.
801 EAST MAIN, ALHAMBRA
BUFFINGTON MOTORS
204 N. LA BREA, INGLEWOOD

CASA DE CADILLAC
14401 VENTURA BLVD., SHERMAN OAKS

CLARENCE DIXON CADILLAC, INC.
1440 NORTH VINE ST., HOLLYWOOD

HELMS PONTIAC-CADILLAC
1212 SAN FERNANDO RD., SAN FERNANDO

HILLCREST MOTOR COMPANY
9230 WILSHIRE BLVD., BEVERLY HILLS

R. H. MCALLISTER AND SON
191 S. GREENLEAF AVE., WHITTIER

MARTIN MOTORS COMPANY, INC.
1115 WILSHIRE BLVD., SANTA MONICA

MODERN MOTORS CO., INC.
1225 S. BRAND BLVD., GLENDALE

RONALD E. MORAN, INC.
25 PACIFIC COAST HIGHWAY, HERMOSA BEACH

RIDINGS MOTORS
1501 AMERICAN AVENUE, LONG BEACH

SPREEN OLDSMOBILE CADILLAC
6000 PACIFIC BLVD., HUNTINGTON PARK

JACK SYMES MOTORS, INC.
655 EAST GREEN STREET, PASADENA

CECIL L. THOMAS & SONS
339 SOUTH PACIFIC AVE., SAN PEDRO