

SPECIAL REPORT! HOW FORD'S FALCON WAS STYLED

IND

SEPTEMBER 1959 35c

Motor Trend

"THE AUTOMOTIVE TESTING MAGAZINE"



DETROIT'S plans for **YOU** in **1960!**

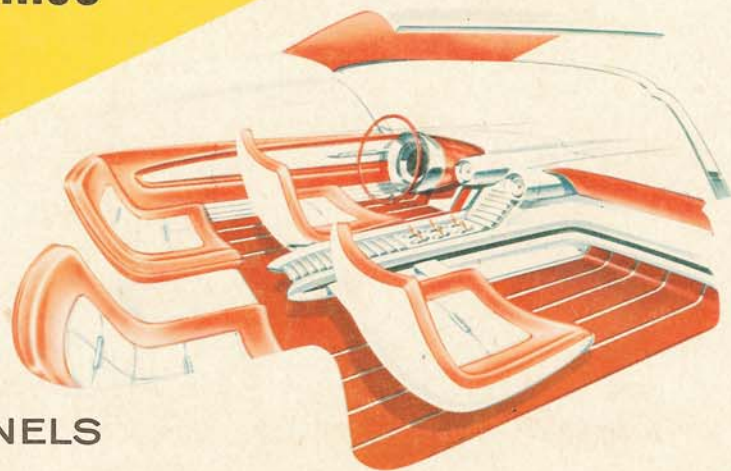
Hotter performance, Better mileage

Aluminum and aircooled engines

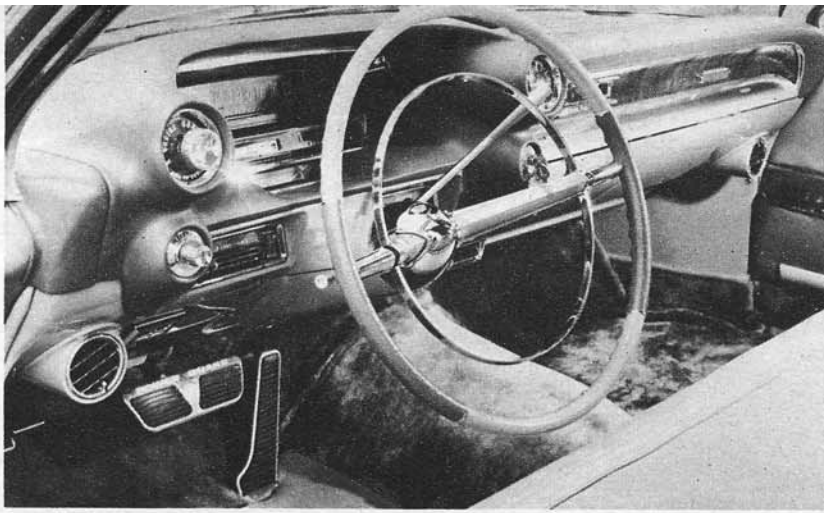
Choice of big or small cars

More unit bodies

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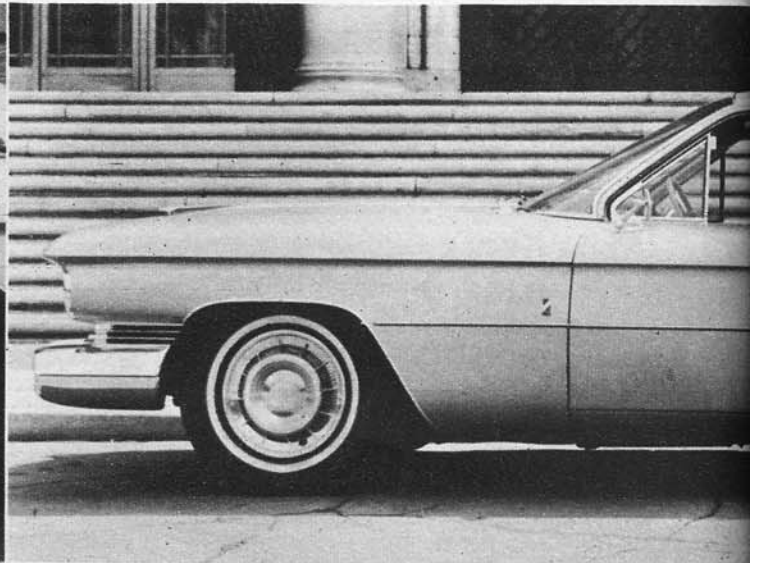
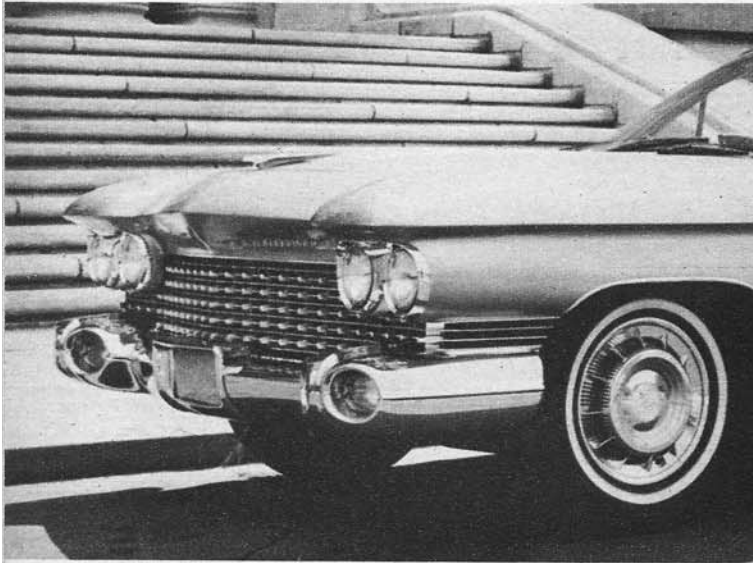


ALSO
NEW INTERIORS
AND INSTRUMENT PANELS



"Quiet elegance" is the way Cadillac describes the instrument panel of the Eldorado Brougham. Instruments are well clustered, recessed, raised closer to eye level. All equipment is powered and is standard, including windows, ventipanes, steering, brakes, seats and door locks. Other standard features include "cruise control" and air conditioning.

ELEGANT

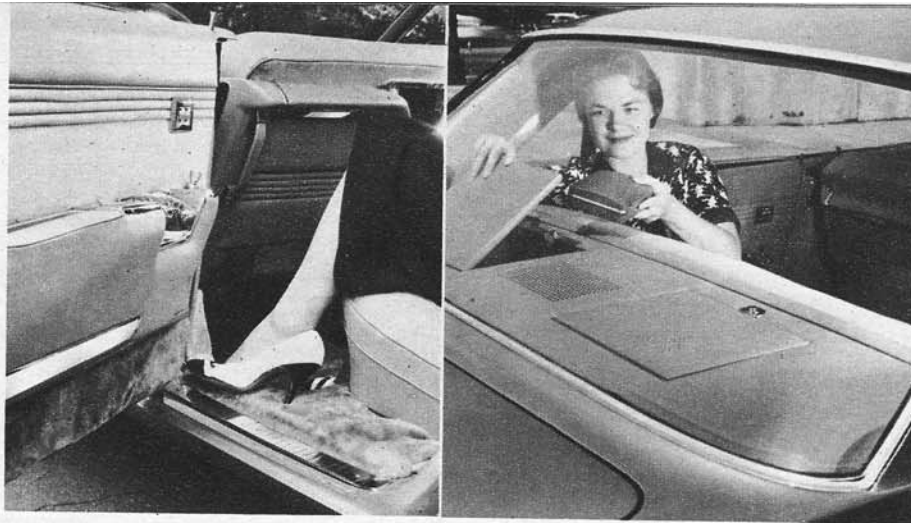


Custom-designed and custom-built, Cadillac's Eldorado Brougham continues as a limited production car—for the "not-so-limited" few.

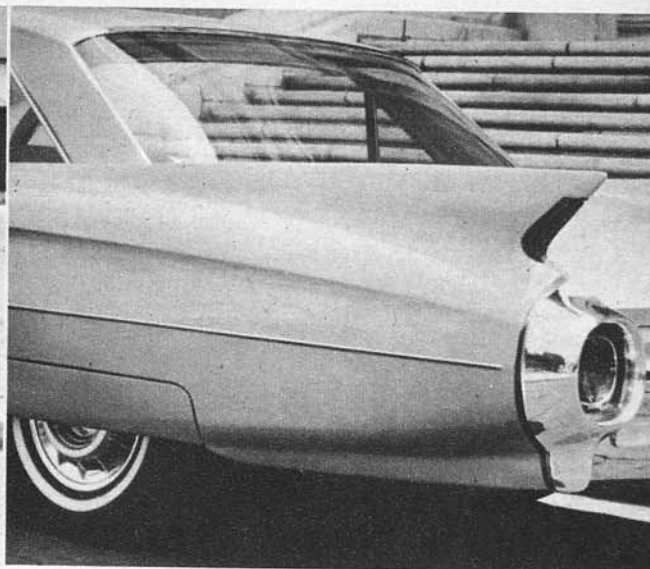
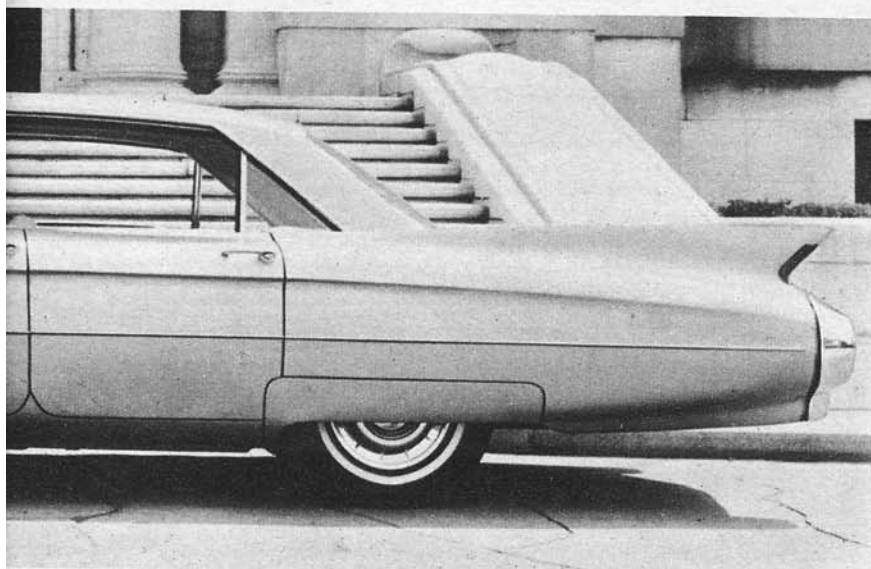


A new (and necessary) innovation is in the rear quarter panel window. As the rear door is opened, the window slides into a recess for easier passenger entry. As the door is closed, it returns to its original position. The window can also be operated in the normal manner from the inside.

Interior appointments of the Brougham shout quality, from the mouton carpeting, to the broadcloth upholstery, to the courtesy lights, to the way that the car is finished. Extra storage for small, valuable items is possible in two lockable compartments in the package shelf behind the rear seat. (It's a safety feature, too.)



ELDORADO



IN STYLING, CRAFTSMANSHIP, interior luxury and attention to every detail, the Brougham has no peer. It is the true monarch in Cadillac's realm of motoring majesty for 1959." So said James M. Roche, general manager of Cadillac, when this GM division introduced the car at the Chicago International Auto Show in January of this year.

Until recently, we had to take him at his word, for these \$13,075 luxury cars were as scarce as the proverbial hen's teeth. Now, however, we have been able to look over a virtual bevy of them that were being prepared for customers in the special shop set aside for this purpose in Detroit. And we'll have to admit: styling, craftsmanship and interior luxury are all far better than on most any car we've seen.

The cars get their beginning at Cadillac, where the parts are built, pre-assembled, crated and shipped off to Italy. There, Pinin Farina drops on the body he has built for it, installs the interior, finishes it off and sends it back to Detroit. Final touch-up, including finish painting, polishing and tune, is given to the cars and then they're whisked away to dealers for delivery to lucky customers.



The entire trunk of the Eldorado Brougham is covered with a nylon frieze material, including the decklid, the spare tire (laid horizontally) and the fold-down cover over the battery. Though the trunk is not as great in cubic space as some cars, it still holds ample luggage.