

EXTRA**GREEN LINE****EXTRA**

New Cure for an Old Habit

When it comes to purchasing an automobile, there's no question that habit plays a great part in the selection of make.

So much so, that "repeat" buyers are among the most eagerly sought-after, most avidly wooed market in the automobile business.

TAKE CADILLAC, FOR INSTANCE

It is obvious that Cadillac advertising has courted not only new buyers — but it has traditionally gone out of its way to get "repeat" business with a pat on the back for Cadillac owners.

Both buyer and owner were told, in effect, of Cadillac's "carriage trade" appeal, of its exclusive and unique appearance. And for many years, this approach worked. "Once an owner, always an owner" might easily have been the motto.

THEN LOOK WHAT HAPPENED!

But as living standards rose, so did Cadillac ownership. And, as more Cadillacs appeared on the streets, some of the Cadillac glamour began to wear off.

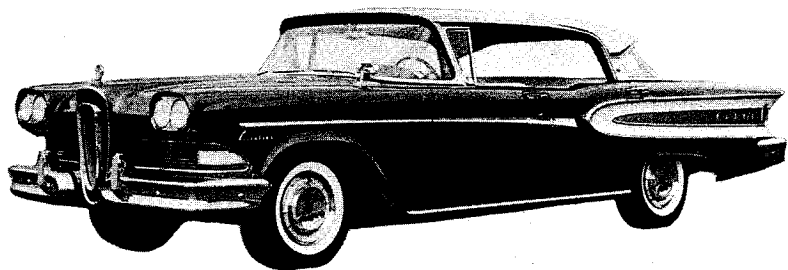
Then used Cadillacs — both "sharp" ones and "rough" ones began to hit the market place.

The net result? Cadillac's "exclusive-ness" became less and less a fact, more and more a memory of a faded era. And to make matters worse, Cadillac adopted highly conservative styling policies, changing only slightly from one year to the next.

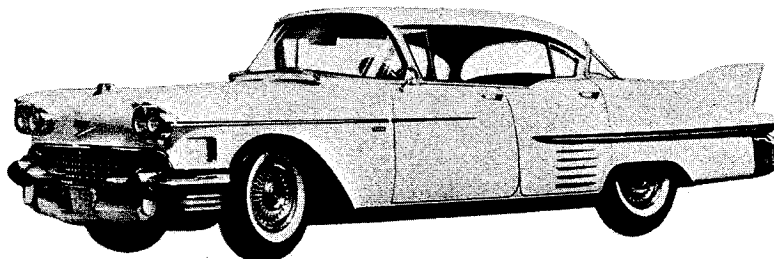
This is the case with Cadillac for 1958! For just as it was hard to tell the '57 from the '56, many observers will have to take a "second look" to establish the year of the latest Cadillac — a fact well demonstrated by the pictures on this and the following pages.

THE CURE FOR THE HABIT

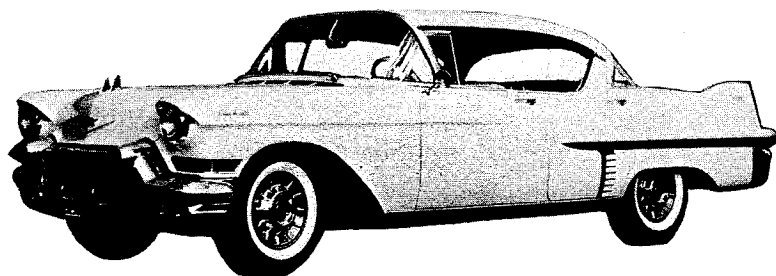
Traditional Cadillac owners have little to persuade them to keep up their "habit" in 1958. Those buyers who desire fresh and exclusive form, and a unique kind of driving pleasure can look to the Edsel Citation — a "fine car" in its own right — at a substantially lower price!



1958 Edsel



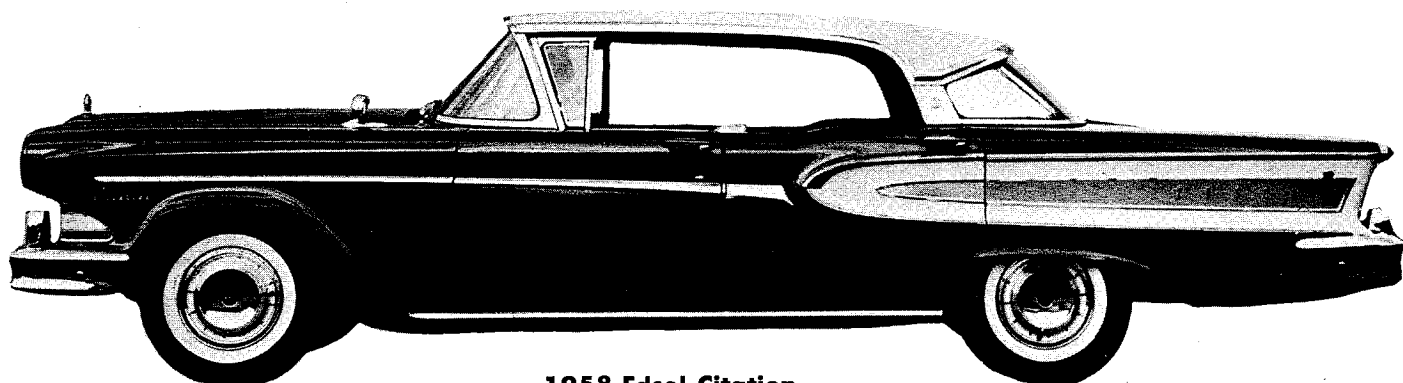
1958 Cadillac



1957 Cadillac

WHAT'S MORE . . .

This Green Line Extra shows you facts and figures of the Edsel Citation's advantages over Cadillac for 1958. It shows how the Edsel Citation provides more for the money — even when compared with the self-styled "Standard of the World"!



1958 Edsel Citation

Edsel is Longer, Lower, More

A QUICK LOOK AT STYLING

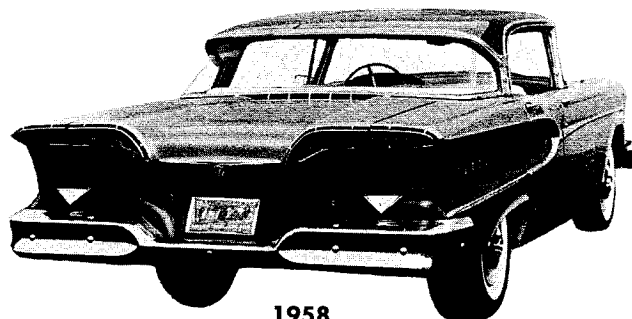
Since Cadillac for 1958 is apparently using last year's body shell and sheet metal (see graph below) it is no surprise that it will be confused with 1957 models by the ordinary observer — despite a few changes in its exterior.

However, even the most casual observer will not fail to note differences when Cadillac is compared with the Edsel Citation!

For example, Cadillac's new "lacework" grille is relatively unprotected, despite its oversized, rubber-tipped bumper guards. In the Edsel Citation, however, rubber-faced bumper guards and concave bumper surfaces flank the solid vertical Impact Ring for protection where it counts most.

Cadillac's new dual headlight may remind some buyers of the "tacked on" treatment used in the 1958 Buick and Pontiac. But the Edsel Citation's exclusive Dual Headlamp design appears more integrated and cannot be mistaken for any other style.

At the rear, Cadillac retains a "jagged" fin structure, compared with the Edsel Citation's flat, crisp flight deck — another of Edsel's exclusive style-marks.



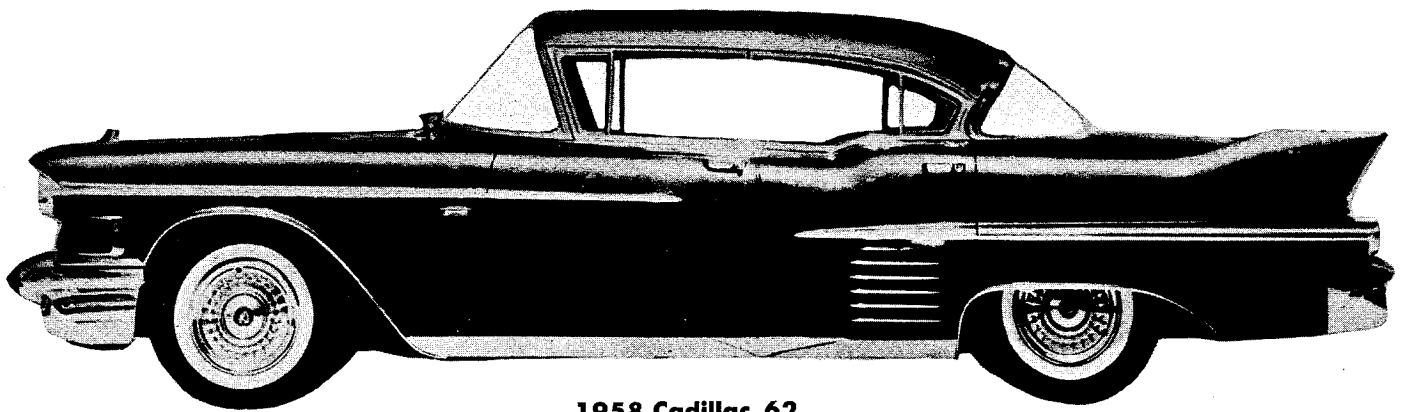
1958

Cadillac still retains its fuel filler in the left taillight housing as well as its exposed pods — subject to damage and discoloration which may prove annoying to many owners. In the Edsel Citation, however, the fuel filler is concealed behind the license plate and located more conveniently in the center of the car. Exhaust outlets in the Citation are where they belong — out of sight, under the car.

HOW DO THEY SIZE UP?

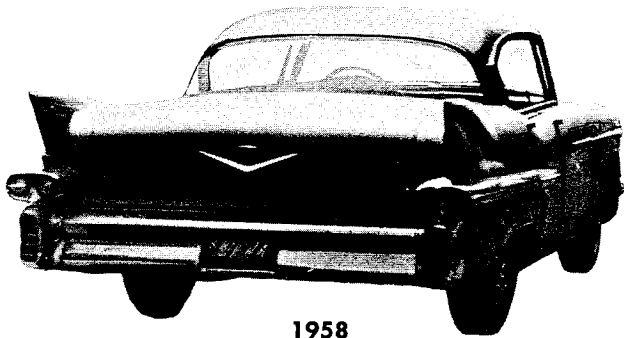
In the matter of dimensions, the Edsel

Dimension	1958 Edsel Citation	1958 Cadillac	1957 Cadillac
Overall Width	79.8"	80"	80"
Overall Length	218.9"	216.8"	215.9"
Overall Height	56.8"	59.1"	59.1"
Maximum Trunk Length	60.0"	49.1"*	49.1"
*Based on 1957 Data			

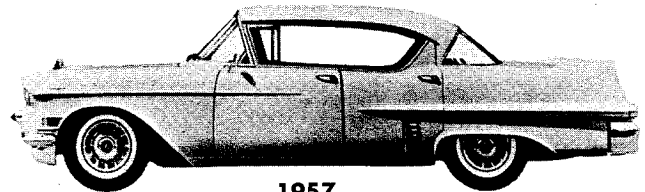


1958 Cadillac 62

e Distinctive than Cadillac!

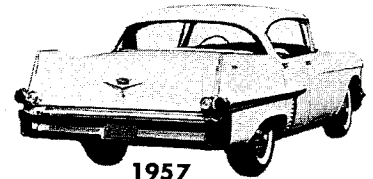


1958



1957

Two revealing views of the 1957 Cadillac provide the "tip-off" . . . for Cadillac "newness" in 1958 seems confined to trim only!



1957

Citation proves itself more of a fine car than Cadillac! As the chart shows, the Citation is longer and lower than Cadillac and nearly as wide.

Also important in any luxury car is its usable cargo area and here, the Edsel Citation surpasses Cadillac's trunk depth by nearly a foot!

WHAT ABOUT CONVENIENCE?

When it comes to true fine car convenience, the Edsel Citation again tops the 1958 Cadillac. For example, Cadillac continues to offer a conventional "stick" transmission control. This requires the driver to remove his right hand from the wheel in gear selection and his eyes from the road to check the selector quadrant.

However, in the Edsel Citation, Automatic Drive is controlled by sure, smooth electric touch buttons. Conveniently located in the steering wheel hub, they allow the driver to select gears by touch with his eyes on the road, and his hands on the wheel at all times.

CITATION ROOMIER, TOO

Although comparing favorably with Cadillac in interior spaciousness, Edsel's Citation 2-door hardtops have special advantages over their Cadillac counterparts. As the graph shows, where Cadillac is superior, the advantage is less than 2 inches. But Edsel's Citation advantages range up to 6.2 inches in the dimensions that count most — hip room and leg room!

Dimension	Edsel Citation	Cadillac 62
Head room, front	33.9"	34.2"
Head room, rear	33.7"	34.0"
Leg room, front	44.2"	44.6"
Leg room, rear	43.4"	41.0"
Hip room, front	63.5"	65.2"
Hip room, rear	63.5"	57.3"

Edsel Citation's Fine Car Performance

Dimension	Edsel Citation	Cadillac 62
Brake Lining Area	212.8 sq. in.	210.3 sq. in.
Wheel Size	8.50 x 14	8.00 x 15
Ground Clearance	6.3"	6.4"
Frame, Type	Ladder, flared side rails	Tubular X*
*Based on 1957 Data		

IN THE CHASSIS

The Citation's chassis provides more proof of Edsel's thorough-going design that's worthy of "fine car" rating. For instance the Citation surpasses Cadillac in total brake lining area — an advantage that's even more powerful when related to car weight.

And while the Citation is lower than Cadillac by nearly 2-1/2 inches, ground clearance is almost equal to that of Cadillac. This is a result of Edsel's unique Guard Rail Frame, which makes possible a depressed floor. This allows a lower silhouette without sacrificing either interior spaciousness or ground clearance.

Still another important Citation feature is found in its 8.50 x 14 wheels. This size makes possible lower tire pressures (for soft riding), a wider "grip" area (for safety), and a lower silhouette (for appearance) — than is offered by Cadillac's conventional 8.00 x 15 wheels.

IN THE POWER LINE

Edsel's Citation E-475 engines easily outdistance Cadillac in every measurement. More horsepower and torque (for safety's sake), greater size — plus outstanding durability and efficiency features, are standard in the Citation E-475.

This engine, for instance, offers tempered carburetor air-induction for a more efficient and economical fuel-air "charge". 3-Stage Cooling provides an intermediary cooling step so that engine warm-up is more gradual and performance more efficient.

The graph below shows all this — and more!

Feature	Edsel Citation	Cadillac 62
Capacity (cu. in.)	410	365
Compression Ratio	10.5:1	10.25:1
Bore x Stroke	4.20 x 3.70	4.0 x 3.625
Standard Horsepower	345	310
Torque (lb. ft.)	475	400
Tempered Air Induction	Yes	No
3-Stage Cooling	Yes	No
Torque Converter in Automatic Transmission	Yes	No

In "Capsule" Form . . . Here's the Cure for the Cadillac Habit!

- Edsel's Totally New Styling Concept
- Edsel Is Longer, Lower, Nearly as Wide as Cadillac
- Edsel Teletouch Buttons More Convenient than Cadillac Selector Arm
- Edsel Roomier in Rear Compartment of 2-door Hardtops
- Edsel Has Larger Brake Lining Area than Cadillac
- Edsel Has Wide 14-inch Wheels; Cadillac Uses Narrow 15-inch Wheels
- Edsel E-475 Has Greater Horsepower, Torque than Cadillac
- Only Edsel Has Tempered Carburetor Air Induction
- Only Edsel Has 3-Stage Cooling
- Edsel Has Smooth Torque Converter Transmission, Cadillac Does Not