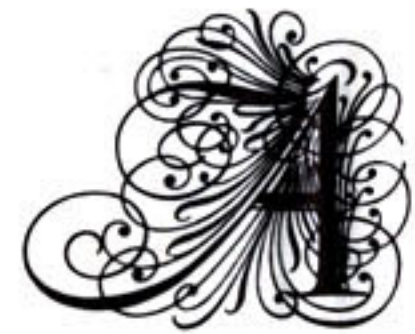




1969
CADILLAC



MASTERPIECE FROM THE MASTER CRAFTSMEN

For 1969, Cadillac introduces its all-time masterpiece—beautifully new and distinctively Cadillac. Completely restyled with new grille, longer hood and contemporary rear deck, the 1969 Cadillac unites its traditional dignity with youthful new styling that is unique in the luxury car field. While every line and contour have been redesigned for a longer, sleeker look, there is no mistaking that its luxurious beauty is the art of Cadillac stylists. Cadillac's 472 V-8 engine—the largest production V-8 ever to power a passenger car—has been refined for even more impressive smoothness, dependability and quiet. Cadillac's power brake system for 1969 includes front disc brakes as standard equipment on all models, and pedal effort has been noticeably reduced. New for 1969 is a General Motors-developed, theft-deterrent steering, ignition and transmission lock system. When the ignition key is removed, the car can be neither started nor steered—and a buzzer warns you if you leave the car without removing the key. A new ventilation system eliminates the need for vent windows, permitting a longer and sleeker look for Cadillac's new

roof design. Automatic Climate Control, ordered by more than nine out of ten Cadillac buyers, has undergone major revision for 1969. Both air-flow and heating and cooling capacity are significantly increased, yet air movement is barely perceptible, even at peak setting. Cooling system improvements permit prolonged idling in congested traffic or parking with Automatic Climate Control on, without overheating the engine. Interiors are the most luxurious in Cadillac history, with opulent new fabric patterns and leather textures. A new instrument panel makes dials and controls more convenient to the driver and gives front-seat passengers more room. A new Dual Comfort front seat on the Brougham provides for adjustment of the driver's portion of the seat, plus separate adjustment of the wider, right-side portion for two passengers. (Available as an option on most other models.) And Cadillac offers the widest selection of models in the luxury field—five Sedans, two Coupes, a Brougham, a Convertible, a Limousine and the front-wheel-drive Fleetwood Eldorado. Whichever model you choose, you own the world's standard of excellence in motoring.



Fleetwood Eldorado in Sapphire Blue Firemist and distinctive padded vinyl roof with centered French seam. Background: Rubens, Portrait of Thomas Howard, Earl of Arundel. Reproduction courtesy of Penn Print Company and Shorewood Publishers.

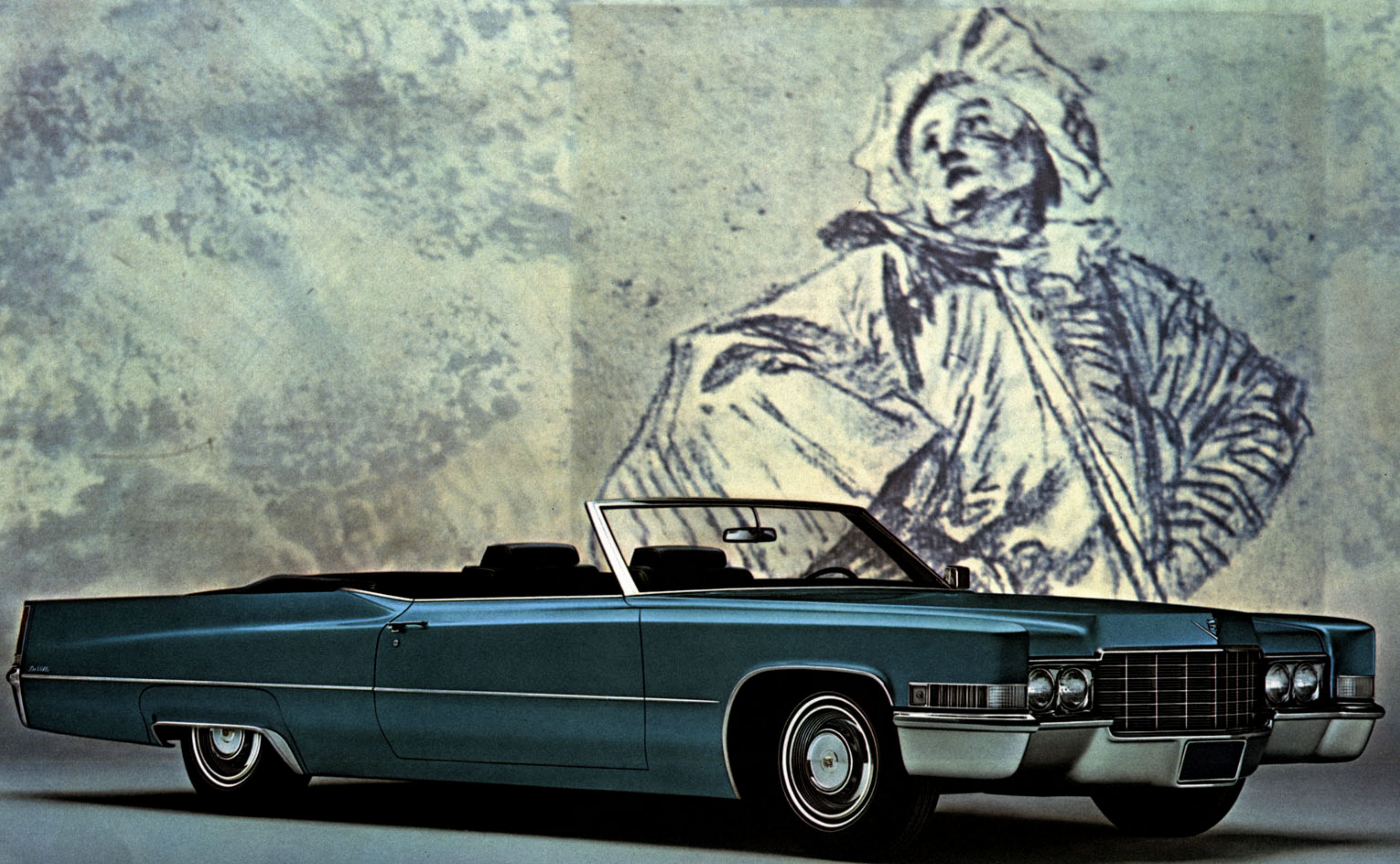
FLEETWOOD ELDORADO

The Fleetwood Eldorado for 1969 is the third edition of a motor car already a classic in its time. The Eldorado has been refined in styling, yet retains the dramatic lines that have made it the most desired new luxury car in history. The quiet, soft-riding Fleetwood Eldorado is the only car in the world to combine, as standard equipment, the precision of front-wheel drive, the maneuverability of variable-ratio power steering, the balance of Automatic Level Control, and the fidelity of front disc brakes. Among Cadillac's many exclusive features for 1969 is a new front-seat receptacle (shown below) for storing safety belts when not in use.



Seat shown is in
Dark Blue Dubonnet cloth.
Seventeen other interiors
are available.





DeVille Convertible in Biscay Aqua Firemist. Background: Watteau, Studies of Italian Comedians. Reproduction courtesy of Penn Print Company and Shorewood Publishers.

DEVILLE CONVERTIBLE

*For the youthful zest of top-down motor-
ing, Cadillac has no peer among luxury
cars. Long, low and sleek, featuring
handsome, new ostrich-grain leather
interiors, the DeVille Convertible
fulfills in every way all the action its
new beauty suggests. The new theft-
deterrent steering, ignition and transmis-
sion lock system (a feature on all
Cadillacs) is especially important when
the car is parked with the top down.
With its many power assists and per-
sonal conveniences, its abundant selection
of interiors (exemplified by the door
panel, below) and its wide offering of
options and accessories, the DeVille
Convertible is one of the world's most
exciting motor cars.*



Seat shown is in
Black ostrich-grain leather.
Ten other interiors
are available.





No car in the luxury field can be made more personally yours

Cadillac offers an unexcelled variety of options and accessories. All are designed and built to Cadillac's standard of excellence. Shown here are some of the most popular. Your Cadillac dealer can show you a wide selection of special equipment available and will be happy to demonstrate options and accessories that can make your driving more enjoyable. Consult him for suggestions that will tailor your Cadillac exactly to your personal pleasure.



Power door locks

An electric control located on each front door (except Limousine) locks and unlocks all doors, for peace of mind when driving with children and as protection against intruders. In all Coupes equipped with this option, the seat back lock releases automatically when the door is opened.

Automatic Climate Control

This combined heating and cooling unit lets you select and maintain, with a single setting of the thermostat dial, the interior temperature of your choice. No resetting is needed from season to season, regardless of outside temperature.



Tilt and Telescope steering wheel

Adjustable in four directions—up and down or in and out—for maximum personal comfort. Swings up for easier entry and exit.

Remote-control trunk release

An electric control convenient to the driver and front-seat passenger releases and raises the trunk lid for attendants outside the car. When trunk lid is brought down to a nearly closed position, the power trunk lock takes over and latches it securely. A red light on the instrument panel warns when the lid is unlocked.



Cruise Control

Maintains any preselected speed without using the accelerator pedal. Vacuum-operated on the Eldorado, electrically operated on other models.



Twilight Sentinel

Turns driving lights on and off automatically as required by light conditions. It also lets you leave headlamps and either cornering light on for up to 90 seconds to light your way from the car at night.



Motoring's finest music

Cadillac's three radios (AM, AM-FM and AM-FM Stereo) and eight-track stereo tape player rival the fidelity of the finest home sound systems. Two speakers are provided with AM or AM-FM radio, and four speakers with stereo radio.



Dual Comfort Seat —power assists

Convenient six-way controls are available for the driver's side only, or for the driver and passenger's side of the Dual Comfort seat. Provides independent horizontal, vertical and angle adjustment for both driver and passengers. Six-way controls also available on other seats.





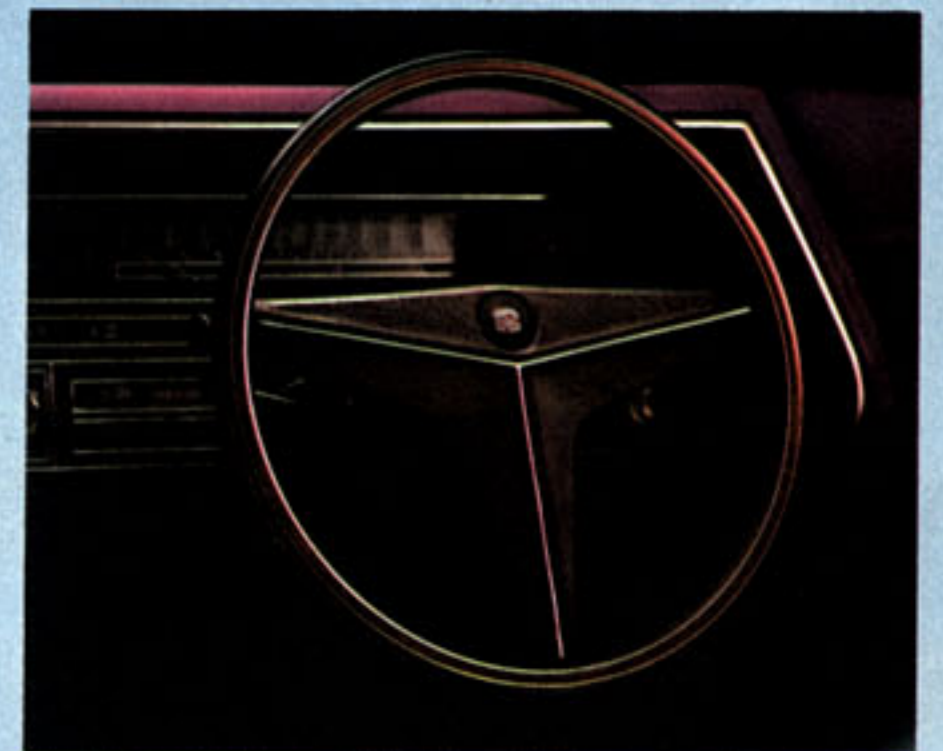
Coupe de Ville in Chateau Mauve Firemist and vinyl roof with "halo" molding. Background: Watteau, Studies of Women and Men. The Louvre Museum, Paris.

COUPE DEVILLE

For those who prefer the informality of a coupe, the DeVille, with its new beauty and grace, is an ideal choice. The Coupe deVille is roomier than most sedans of other makes, and provides the most attractive selection of colors and interiors in its field. This selection, plus Cadillac's unsurpassed array of options and accessories, offers the DeVille buyer an excellent opportunity to personalize his motor car. That's one of the reasons why the Coupe deVille can be expected to return a higher percentage of its original cost at trade than any other car built in the land. A new steering wheel (shown below), standard on all 1969 Cadillacs, lets you sound the horn by squeezing the inner side of any part of the wheel.



Seat shown is in Dark Mauve Delphine cloth with leather. Sixteen other interiors are available.





FLEETWOOD BROUGHAM

No automobile in years has so captured the admiration of luxury car buyers as the magnificent Cadillac Fleetwood Brougham. Its padded vinyl roof, with the distinctive chrome "halo" effect, is available in six colors. Elegant interiors of cloth and sierra-grain leather, the rich look of rare wood accents and its long 133-inch wheelbase give the Brougham distinction all its own. Carpeted footrests (shown below) are standard. Whatever the occasion, there is no more gracious way to arrive than in the Fleetwood Brougham—luxurious on the grand Cadillac scale and outstanding, even among Cadillacs.



Pictured here is the new Dual Comfort seat with optional six-way control. Shown is Gold Devereaux cloth with Antique Medium Gold leather. Eighteen other interiors are available.





Fleetwood Sixty Special in Nutmeg Brown Firemist. Background: Rubens, Young Woman with an Ostrich Fan. Reproduction courtesy of Penn Print Company and Shorewood Publishers.

FLEETWOOD SIXTY SPECIAL SEDAN

This magnificent Sedan, impressive in both size and luxury, is one of the most respected of all Cadillacs. Exclusive rear and side styling lend special distinction to the Fleetwood series. Interiors are truly gracious in their luxury and good taste. Wood paneling (shown below) enhances the dignity of the Sixty Special's many upholstery fabrics and colors. Automatic Level Control is standard on all Fleetwood models, along with a wide array of other convenience features. From every standpoint, the Fleetwood Sixty Special Sedan is a truly majestic motor car and a genuine compliment to the discernment of its owner.



Seat shown is in
Light Flax Dubonnet cloth.
Eighteen other interiors
are available.






Fleetwood Seventy-Five Sedan and Limousine in Sable Black. Background: Rubens, Self Portrait. The Louvre Museum, Paris.

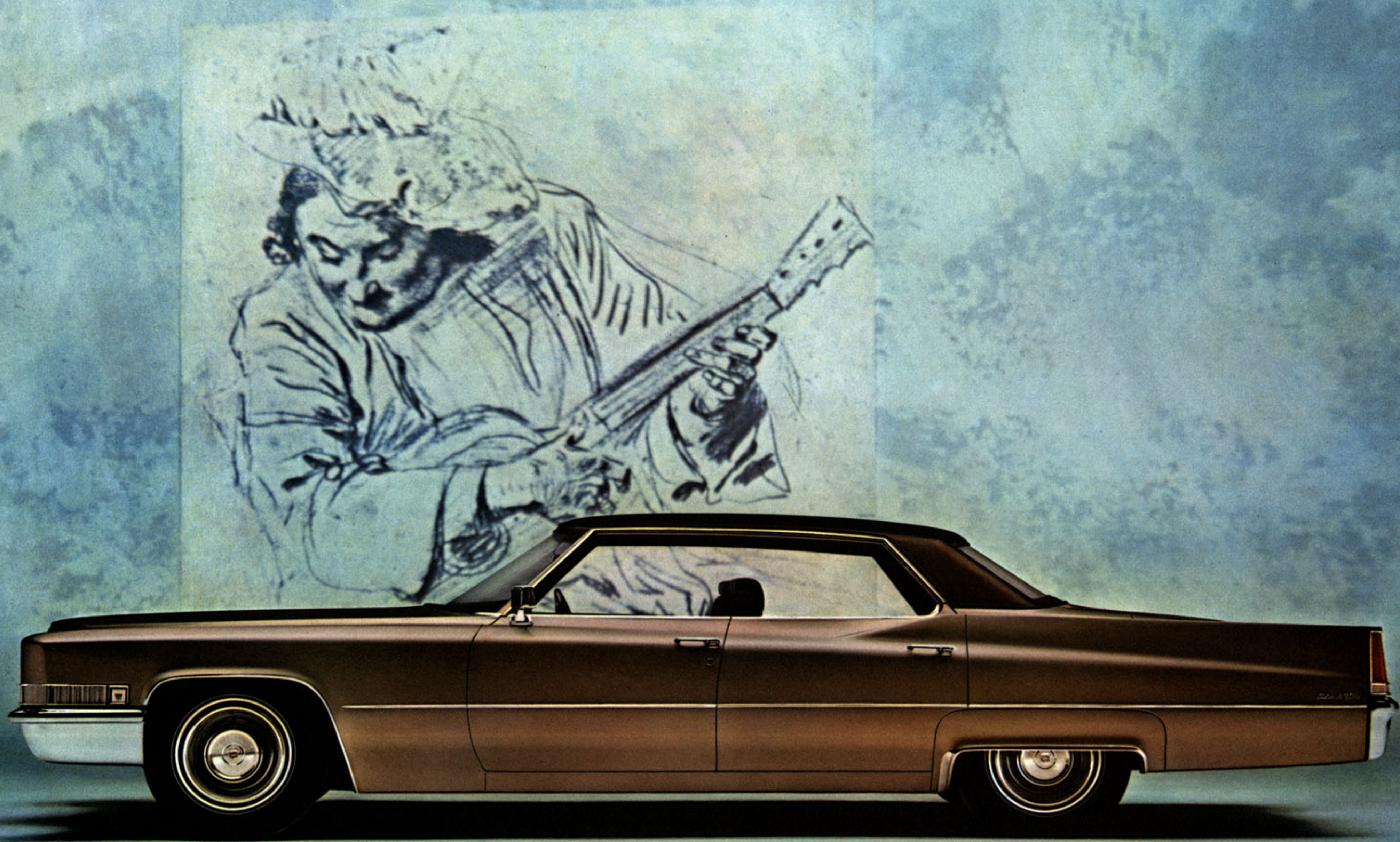
FLEETWOOD SEVENTY-FIVE

Among the world's fine cars, none are more respected than the Cadillac Fleetwood Seventy-Five Limousine and nine-passenger Sedan. The full-width auxiliary seats (below) in both models provide space for three additional passengers. Automatic Climate Control and Automatic Level Control are standard, in addition to Cadillac's other conveniences. With its passenger privacy and unusual roominess, the Fleetwood Limousine is appreciated by businessmen as a virtual conference room on wheels, and by people from all walks of life as the aristocrat of motor cars.



Seat shown is in
Medium Gray Dumont cloth.
Four other interiors are available.
Limousine front compartment
is black leather.





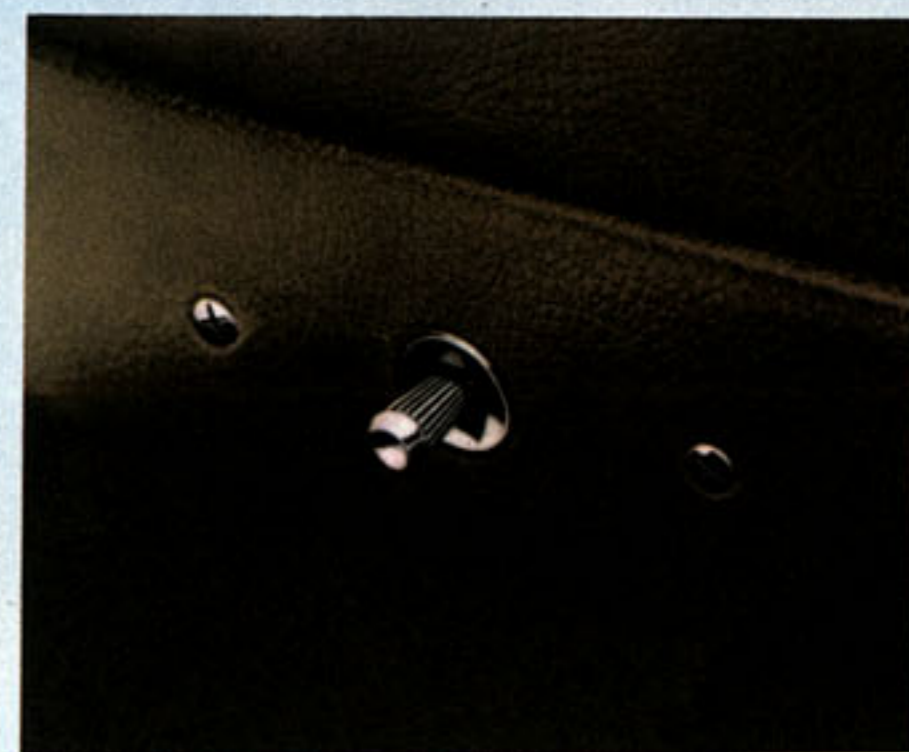
Hardtop Sedan deVille in Cameo Beige and vinyl roof. Background: Watteau, *Studies of a Man Playing a Guitar*. Reproduction courtesy of Penn Print Company and Shorewood Publishers.

HARDTOP SEDAN DEVILLE

The most popular of Cadillac's eleven models, the Hardtop Sedan deVille attracts more buyers than any other single luxury car in the world. With its brilliant new styling, its famed Cadillac luxury, its remarkably quiet comfort and handling ease, the Hardtop Sedan deVille is truly a masterpiece. The unusual choice of interiors and body colors, plus its numerous power assists, such as the power-operated adjustable front seat, (shown below) make it outstanding among fine cars. With its many personal conveniences, including power windows and a full complement of courtesy lights, the DeVille marks its owner as a sound judge of value and distinction.



Seat shown is in optional
Light Flax ostrich-grain
leather. Fifteen other
interiors are available.





Sedan de Ville in Rampur Green. Background: Watteau, Studies of Women and Men. The Louvre Museum, Paris.

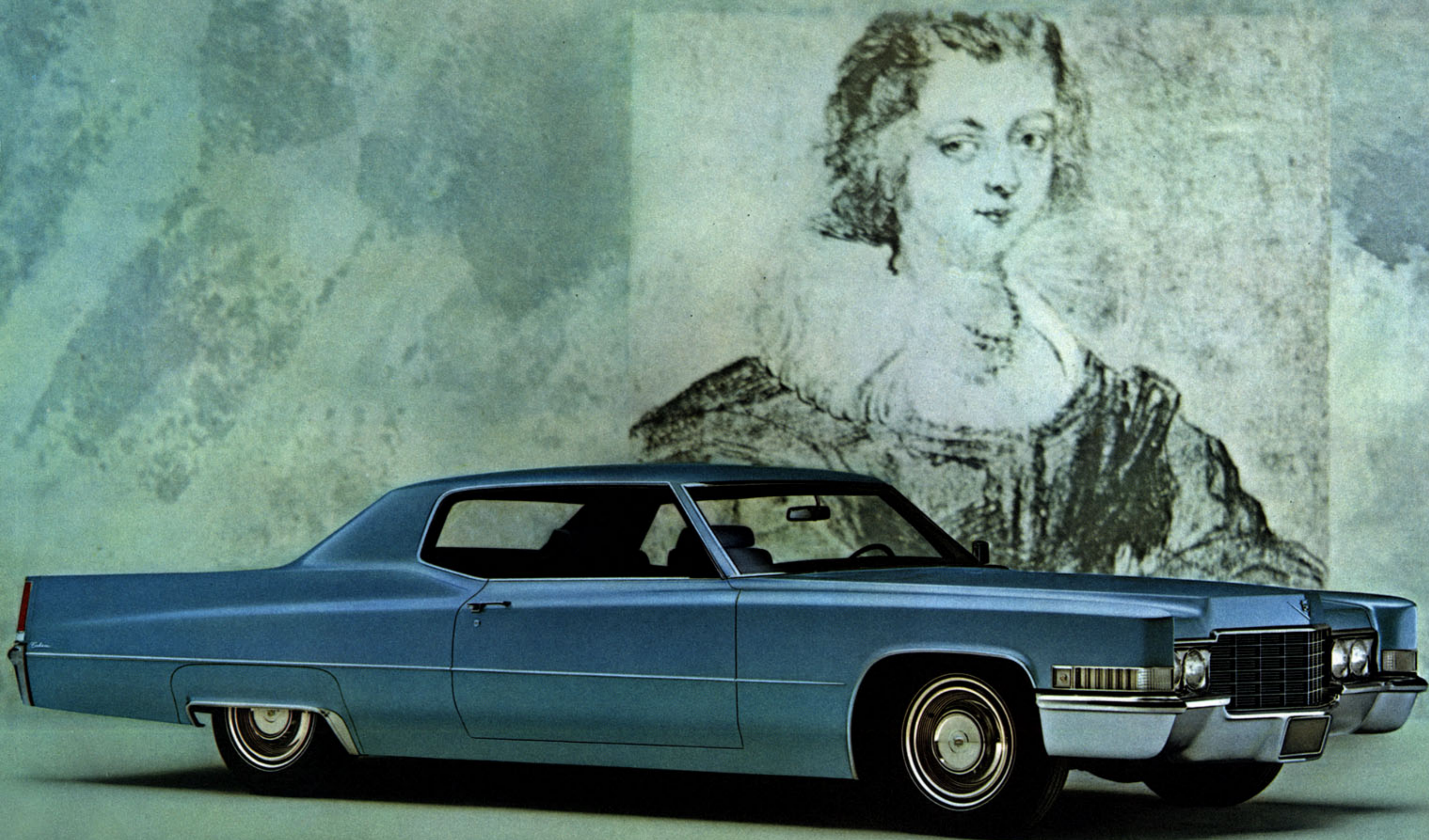
SEDAN DEVILLE

The spirited performance so unique to Cadillac in the luxury field is yours, with spacious six-passenger roominess, in the popular Sedan deVille. Typical of its luxury are the wide, soft, seat armrests (shown below), and the newly styled high-backed seats. Like all Cadillacs, the Sedan deVille for 1969 features new horizontal headlamps, new bumper design and more luxurious interiors of fine fabrics and leathers. A power-operated front seat is standard. The only way for you to fully appreciate the unusual comfort and the many appointments the DeVille provides is to enjoy a revealing demonstration drive.



Seat shown is in
Dark Green Dardanelle cloth
with leather. Thirteen other
interiors are available.





Calais Coupe in Persian Aqua. Background: Rubens, Portrait of a Young Woman. The Louvre Museum, Paris.

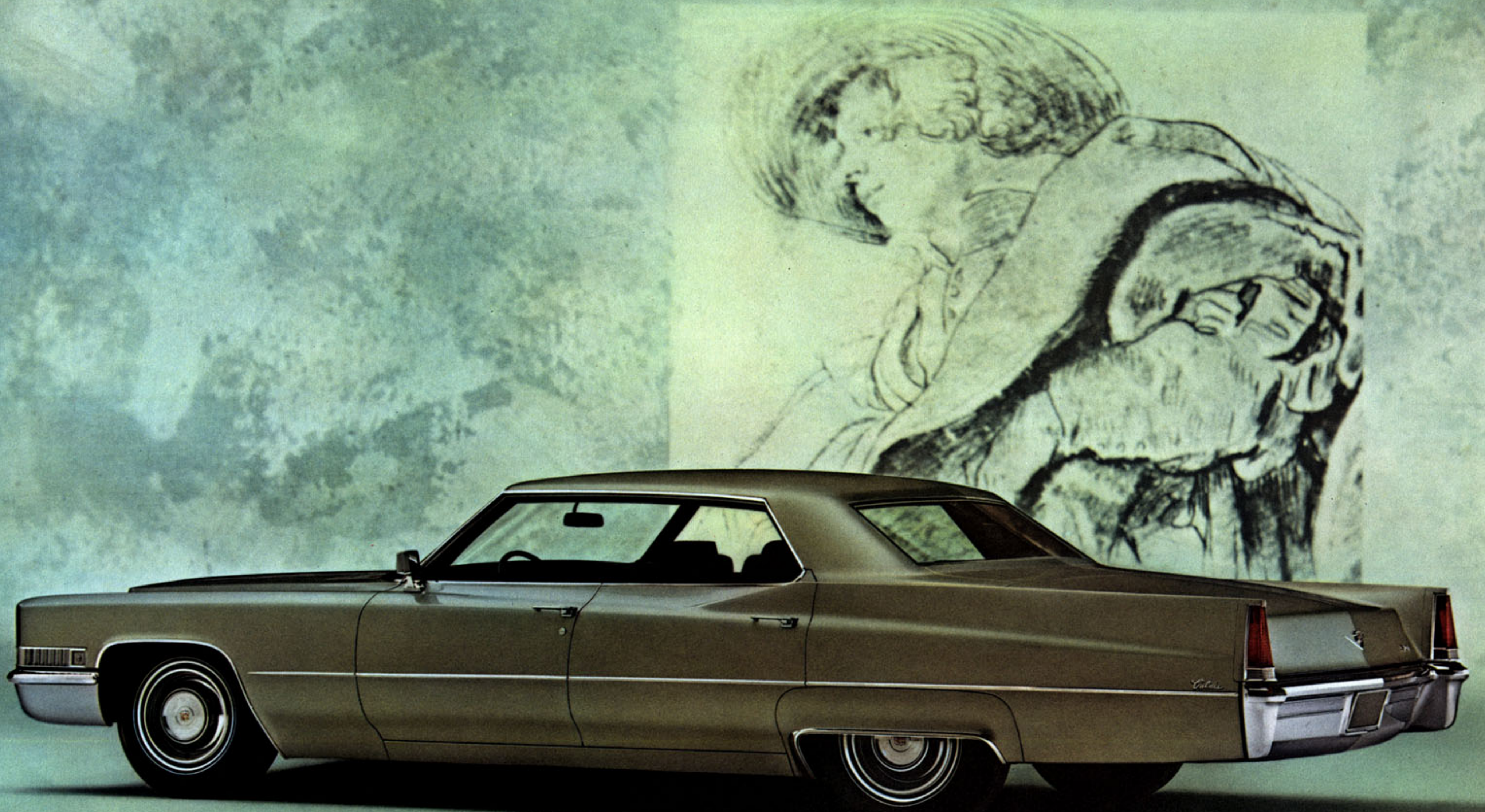
CALAIS COUPE

The Calais Coupe is your easiest step to the pleasures of Cadillac ownership. It displays the same distinctive new styling as other Cadillacs. Improved Turbo Hydra-Matic transmission, power steering and power brakes with front disc brakes are standard. Cadillac's new tandem windshield wiper and washer system provides much greater cleaning coverage and offers a more accessible control at the driver's left (below). The Calais Coupe, like its companion Sedan, provides power windows; electric clock; glove box, map, trunk, courtesy, cornering and backup lights; remote-control outside mirror; trip odometer and many other Cadillac conveniences. When you inspect and drive the Calais, you will discover that in every way it is uniquely Cadillac.



Seat shown is in
Aqua Decameron cloth
with leather-textured vinyl trim.
Seven other interiors
are available.





Calais Hardtop Sedan in Palmetto Green. Background: Rubens, A Young Man Walking. Fodor Collection, Municipal Museum, Amsterdam.

CALAIS HARDTOP SEDAN

The most modestly priced of Cadillac's three series, the Calais makes no compromise with Cadillac's basic excellence. Calais models have the same wheelbase and overall length as the DeVille series. Like all Cadillacs, the Calais Hardtop Sedan is available in sixteen standard and five optional Firemist colors. Interiors display typical Cadillac luxury. For example, shown below is the standard-equipment, power window control that regulates all windows from the driver's side. In addition, each window has its own control. In original cost, in economy of operation and in long-lasting value, the Calais Hardtop Sedan is an outstanding investment.



Seat shown is optional
Black leather-textured vinyl.
Seven other interiors
are available.





SAFETY FEATURES

In 1969, all Cadillacs feature an impressive array of General Motors safety, theft-deterrent and convenience equipment items. Notable among these are:

Energy absorbing steering column □ Seat belts with pushbutton buckles for *all* passenger positions □ Shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles) □ Two front-seat head restraints □ Passenger-guard door locks with forward-mounted lock buttons □ Four-way hazard warning flasher □ Dual master cylinder brake system with warning light and corrosion-resistant

brake lines □ Folding front seatback latches □ Three-speed windshield wipers and washers □ Dual-action safety hood latches □ Remote-control outside rear-view mirror □ Backup lights □ Side marker lights and parking lamps that illuminate with headlamps □ Energy absorbing instrument panel □ Padded sun visors □ Reduced-glare instrument panel top, inside windshield moldings, steering wheel hub and windshield wiper arms and blades □ Longer inside day-night

mirror with deflecting base □ Directional signal control with lane-change feature □ Safety armrests □ Thick laminate windshield □ Soft, low-profile coat hooks, dome lamp □ Padded front and intermediate seatback tops □ Anti-theft ignition key warning buzzer □ Theft-deterrent ignition, steering and transmission lock □ Starter safety switch on all transmissions □ Tire safety rim □ Safety door latches and hinges □ Snag-resistant steering wheel hardware.

STANDARD EQUIPMENT

Your Cadillac provides, as standard equipment, a number of items offered only at extra charge on most other cars. Among them are:

CADILLAC TURBO HYDRA-MATIC TRANSMISSION provides instant, smooth response at all speeds, with proven dependability.

CADILLAC VARIABLE-RATIO POWER STEERING affords almost effortless parking and cornering and in highway travel retains a reassuring feel of the road. (Not included on the Seventy-Five models.)

CADILLAC DUAL POWER BRAKES for smooth, straight stops; now improved and require less pedal effort. Front disc brakes standard.

CADILLAC POWER WINDOWS for greater driver and passenger comfort and convenience.

CADILLAC HEATER AND DEFROSTER directs an even flow of controlled warm air to both front and rear passengers, helps keep windshield free of fog and ice. (Automatic climate control and rear-window defogger are standard on the Seventy-Five Sedan and Limousine.)

AIR CLEANER, dry-pack.

ARMRESTS, center, front and rear on DeVille models and Fleetwood Sedans; front only on Convertible, Eldorado and Calais models; rear only on Fleetwood Limousine.

ASHTRAYS, two front and two rear all models, except Seventy-Five models, which have four rear, two in each armrest.

AUTOMATIC LEVEL CONTROL, standard on all Fleetwood models.

CIGARETTE LIGHTERS, front, two.

CIGARETTE LIGHTERS, rear, two (except Calais models). One in rear of each Eldorado door armrest.

CLOCK, electric.

FRONT SEAT ADJUSTMENT, two-way power-operated, horizontal only (except Calais), plus driver's side only on Brougham Dual Comfort seat.

GLOVE BOX with new positive opening and locking feature that eliminates pushbutton.

LIGHT, front ash receiver.

LIGHTS, backup, dual except Eldorado, one in fuel filler door.

LIGHTS, cornering.

LIGHTS, rear compartment.

LIGHTS, reading, Brougham (adjustable).

LIGHTS, courtesy (automatic).

LIGHTS, directional indicators.

LIGHTS, front and rear side markers, "on" with headlamps.

LIGHT, glove box (automatic), map.

LIGHT, luggage compartment (automatic).

LIGHTS, in door panels for safety warning when door is opened. (Reflectors only in Calais models.)

MIRROR, inside two-way, padded-rim with break-away feature, shatter-resistant, glare-reducing, now two inches wider.

MIRROR, outside, with inside remote control on left. Provides improved visibility and minimizes vibration at highway speed. (Right side, manual, on Seventy-Five models, optional on other models.)

OIL FILTER, full-flow.

PADDED INSTRUMENT PANEL.

SEAT BELTS, front and rear, retractable on front outboard sides.

SHOULDER BELTS, for driver and right front passenger, except Convertible.

REAR VENT WINDOWS, power-operated rear quarter windows on Eldorado.

VISOR VANITY MIRROR, right side.

WINDSHIELD WASHER AND WIPERS, concealed, three-speed with glare-reducing wiper arms, tandem articulated on driver's side for greater wiping area, four jet washer streams.

SPECIFICATIONS

ENGINE: Eight-cylinder, 375-HP overhead, 90° V-type; bore 4.30, stroke 4.06, displacement 472 cu. in. Max. torque 525 ft.-lbs. Engine mounted in rubber at three points. Compression ratio 10.5 to 1.

PISTONS: Aluminum alloy, slipper-type cam, ground to reduce friction surfaces and permit nesting between crankshaft counterweights. One wide oil ring with expander; top compression ring molybdenum-filled to minimize wear on cylinder walls. Contoured piston head increases turbulence for fast, complete burning of fuel-air mixture.

CARBURETOR: Quadrajets four-barrel downdraft with equalized manifold, mechanical fuel pump, dry-type air filter, improved automatic choke. Air-injection reactor system to reduce hydrocarbons in exhaust.

LUBRICATION: Full-pressure. Full-flow oil filter.

ELECTRICAL SYSTEM: 12-volt. 15-plate battery. High-capacity, 42-amp. generator (55-amp., air cond. cars).

GASOLINE TANK CAPACITY: Approximately 26 gallons. Eldorado, approximately 24.

TURBO HYDRA-MATIC: Fully automatic, torque-converter type with fixed stator. Converter multiplies engine torque for increased driving thrust to drive wheels during acceleration in any gear (low, intermediate or high).

REAR AXLE: Hypoid. Differential housing offset to provide straight-line drive. Heavier, stronger rear axle and differential, designed for the unusually high torque of the new 472 V-8 engine. Ratio is 2.94 to 1 (3.07 to 1 on Eldorado), 3.21 to 1 axle ratio on Seventy-Five models. Available (except Eldorado) is the Controlled Differential, which directs power to the rear wheel having better traction.

FRONT SUSPENSION: Spherical joint with independent, helical-coil-type springs. Rubber-mounted strut rods and rubber bushings absorb impacts and isolate road noise. (Torsion bar suspension on Eldorado.)

REAR SUSPENSION: Four-link drive. Rear springs are helical-coil-type. Rubber bushings for quieter, softer ride. (Single-leaf springs with two horizontal and two vertical shock absorbers on Eldorado.)

BRAKES: Cadillac power brakes with self-adjusting feature; composite finned rear drums; disc front. Split hydraulic master cylinder provides for front and rear brakes.

PARKING BRAKE: True auxiliary brake . . . will not lock in position with engine running and car in gear . . . can be operated as a foot emergency brake while car is in motion. Automatically releases when transmission is in any drive range with engine running.

STEERING: Cadillac variable-ratio power steering is standard equipment (except Seventy-Five models). Energy absorbing steering column and padded steering wheel hub. Overall steering ratio of 16.6 to 1 (except 18.2 to 1 on Seventy-Five models and 16.3 to 1 on Eldorado). 38.5° turning angle provides fast response and short turning diameter.

FRAME: New, longer perimeter frame is boxed in its entire length, and has hidden bulkheads for additional torsional rigidity. Eldorado has a frame especially designed for its front-wheel drive and front and rear suspension systems.

TIRES: Low-pressure, 2-ply, 4-ply rate, tubeless, size 9.00 x 15 on all models except the Fleetwood Seventy-Fives, on which the size is 8.20 x 15, 4-ply. Black sidewalls are standard on all models. White sidewalls are optional. Higher mileage, heavy-duty tires available on Eldorado.

CORNERING LIGHTS: On the side of front fenders, activated by directional signal lever when headlamp switch is on. They project a beam of light from the side of the car, thus illuminating roadside and road signs for convenience at night.

TREAD: Front and rear, 63". (Eldorado 63.5", front; 63", rear.)

WHEELBASE: 129.5". (Fleetwood Sixty Special and Brougham, 133"; Fleetwood Seventy-Five, 149.8"; Eldorado, 120".)

OVERALL LENGTH: 225". (Fleetwood Sixty Special and Brougham, 228.5"; Fleetwood Seventy-Five, 245.3"; Eldorado, 221".)

ADDITIONAL BODY COLORS not shown on cars illustrated include: Patina Silver, Cotillion White, Phantom Gray, Astral Blue, Athenian Blue, Colonial Yellow, Shalimar Gold, Cordovan, Wisteria, San Mateo Red and Empire Maroon.

NOTE: Richly textured vinyl is provided in certain areas of leather-trimmed Fleetwood and DeVille models.

CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION

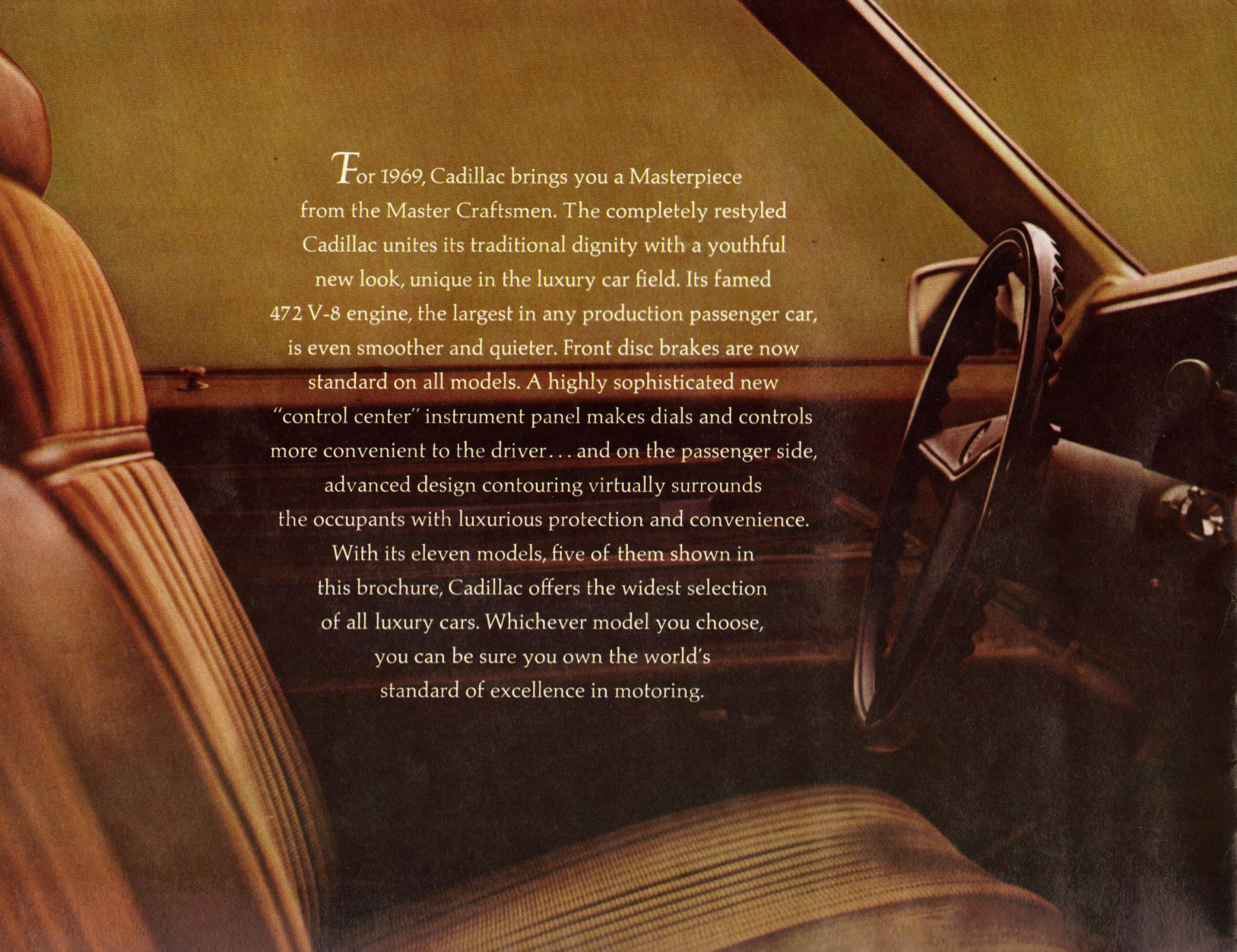
Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models and also to discontinue models.

Litho in U.S.A. MARK OF EXCELLENCE



1969
CADILLAC



The background of the advertisement is a photograph of the interior of a 1969 Cadillac. The image is taken from the driver's perspective, looking towards the passenger side. The leather seats have a prominent vertical ribbed texture. The dashboard and instrument panel are visible in the distance, and the steering wheel is partially seen on the right side of the frame. The lighting is warm and focused, highlighting the textures of the leather and the contours of the car's interior.

For 1969, Cadillac brings you a Masterpiece from the Master Craftsmen. The completely restyled Cadillac unites its traditional dignity with a youthful new look, unique in the luxury car field. Its famed 472 V-8 engine, the largest in any production passenger car, is even smoother and quieter. Front disc brakes are now standard on all models. A highly sophisticated new "control center" instrument panel makes dials and controls more convenient to the driver... and on the passenger side, advanced design contouring virtually surrounds the occupants with luxurious protection and convenience.

With its eleven models, five of them shown in this brochure, Cadillac offers the widest selection of all luxury cars. Whichever model you choose, you can be sure you own the world's standard of excellence in motoring.



Cadillac

*A masterpiece
that could come only
from Cadillac*

No car in years has so captured the admiration of luxury car buyers as the Fleetwood Brougham. Elegant interiors of cloth and sierra-grain leather, its rich, rare wood interior trim and its long, 133-inch wheelbase, give the Brougham a distinction all its own. A new Dual Comfort front seat provides for adjustment of the driver's portion of the seat, plus separate adjustment of the wider right-side portion for two passengers. Whatever the occasion, there is no more gracious way to arrive than in the Fleetwood Brougham—luxurious on the grand Cadillac scale and outstanding even among Cadillacs. Other models in the Fleetwood series include the Sixty Special Sedan, the magnificent Seventy-Five nine-passenger Sedan and Limousine and the front-wheel drive Eldorado.



Pictured here is the new Dual Comfort front seat with available six-way control. Shown is Gold Devereaux cloth with Antique Medium Gold leather. Eighteen other interiors are offered.



Fleetwood Brougham in Chalice Gold Firemist. Background: Rubens, A Young Woman. Reproduction courtesy of Penn Print Company and Shorewood Publishers.

World's finest personal car

Rarely does an automobile become a classic in its own time. The Fleetwood Eldorado has been accorded this status both by automotive critics and by the affection and respect of the motor-ing public. This new edition of the Eldorado has been refined in styling, yet it retains the dramatic lines that have made it the most wanted luxury car in history. The quiet, softer riding Fleetwood Eldorado is the only car in the world to combine, as stand-ard equipment, the precision of front-wheel drive, the maneuverability of variable-ratio power steering, the bal-ance of automatic level control and the fidelity of front disc brakes. Its lavish new interiors are the finest in any luxury personal car. By any meas-ure, the front-wheel drive Fleetwood Eldorado has earned its recognition as the world's finest personal car.



Seat shown is in

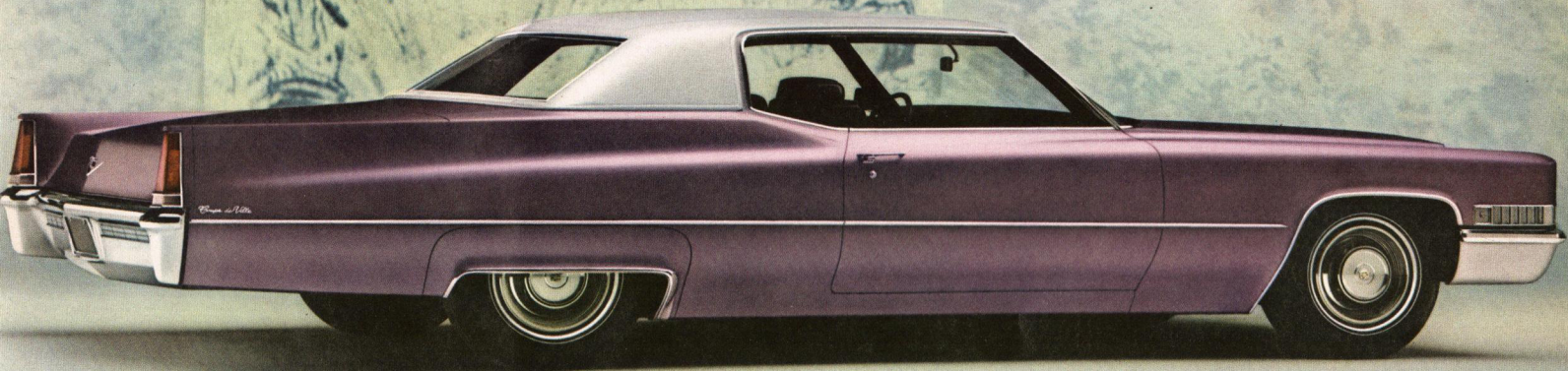


Most popular car in the luxury field

The outstanding popularity of the DeVille series can be attributed to much more than its distinctive beauty. The wide selection of DeVille models and interiors—plus its many options and accessories—provide an unusual opportunity for personalized motoring pleasure. The DeVille is rich in power assists, conveniences and appointments—and lavish in its elegant fabrics, leathers and the look of fine wood accents. Among the DeVille's many standard features are power steering, power brakes (front disc brakes, standard on all Cadillacs), power windows, power front seat and Turbo Hydra-matic transmission. A new steering wheel, standard on all Cadillacs, lets you sound the horn by squeezing the inner side of the wheel. Included in the DeVille series are the Coupe, shown opposite, the Sedan, the Hardtop Sedan and the Convertible, illustrated on the next page. Which-ever model you choose, you can look forward to a rare combination of motoring luxury and performance.



Seat shown is in Dark Mauve Delphine cloth with leather. Sixteen other interiors are available.



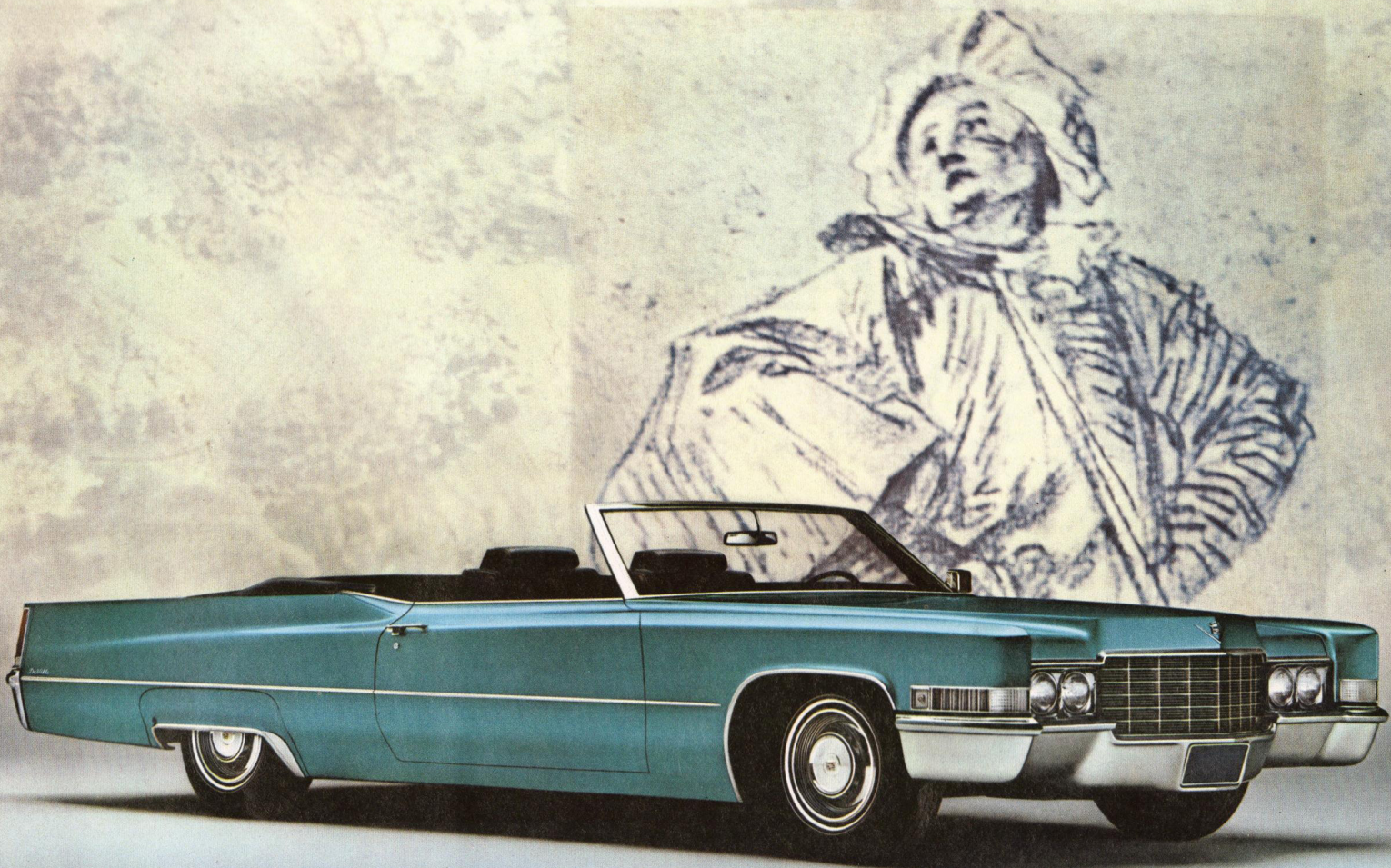
Coupe deVille in Chateau Mauve Firemist and vinyl roof with "halo" molding. Background: Watteau, Studies of Women and Men. The Louvre Museum, Paris.

Overwhelming choice of luxury convertible buyers

For the youthful zest of top-down motoring, the DeVille Convertible has no peer. Long, low and sleek, the DeVille Convertible fulfills in every way all the action its spirited new beauty suggests. The new General Motors-developed steering, ignition and transmission lock system, a feature of all Cadillac models, is especially important when the Convertible is parked with the top down. With its handsome new ostrich-grain leather interiors and its many power assists and personal conveniences, the DeVille Convertible provides open-air motoring at its finest. Its unsurpassed offering of special equipment and accessories and wide choice of colors and interiors lets you tailor your car to your own taste. From any standpoint, the DeVille Convertible is one of the world's most exciting motor cars.



Seat shown is in
Black ostrich-grain leather.
Ten other interiors
are available.



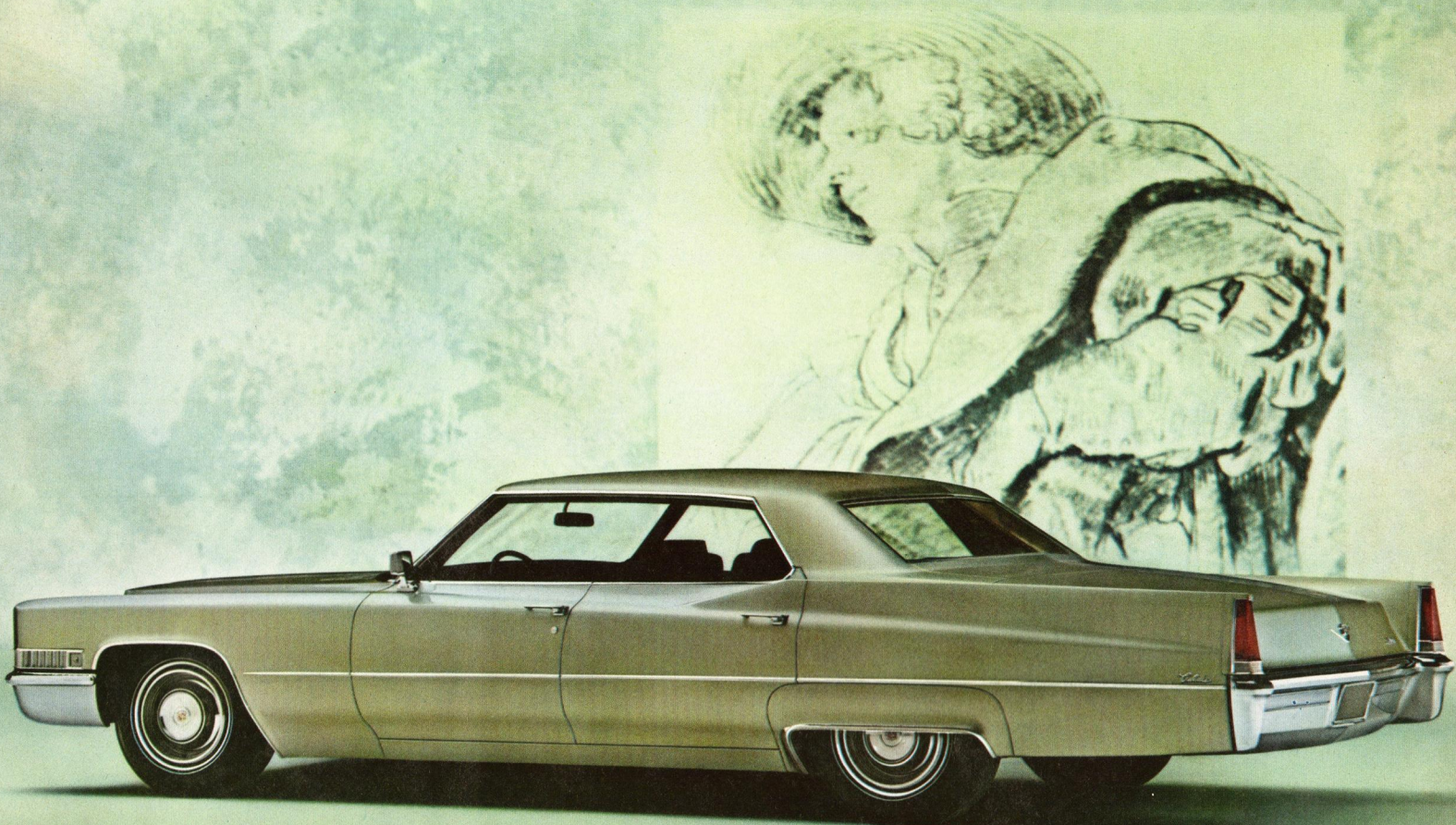
DeVille Convertible in Biscay Aqua Firemist, Background; Watteau, Studies of Italian Comedians. Reproduction courtesy of Penn Print Company and Shorewood Publishers.

Elegant way to enter the world of luxury motoring

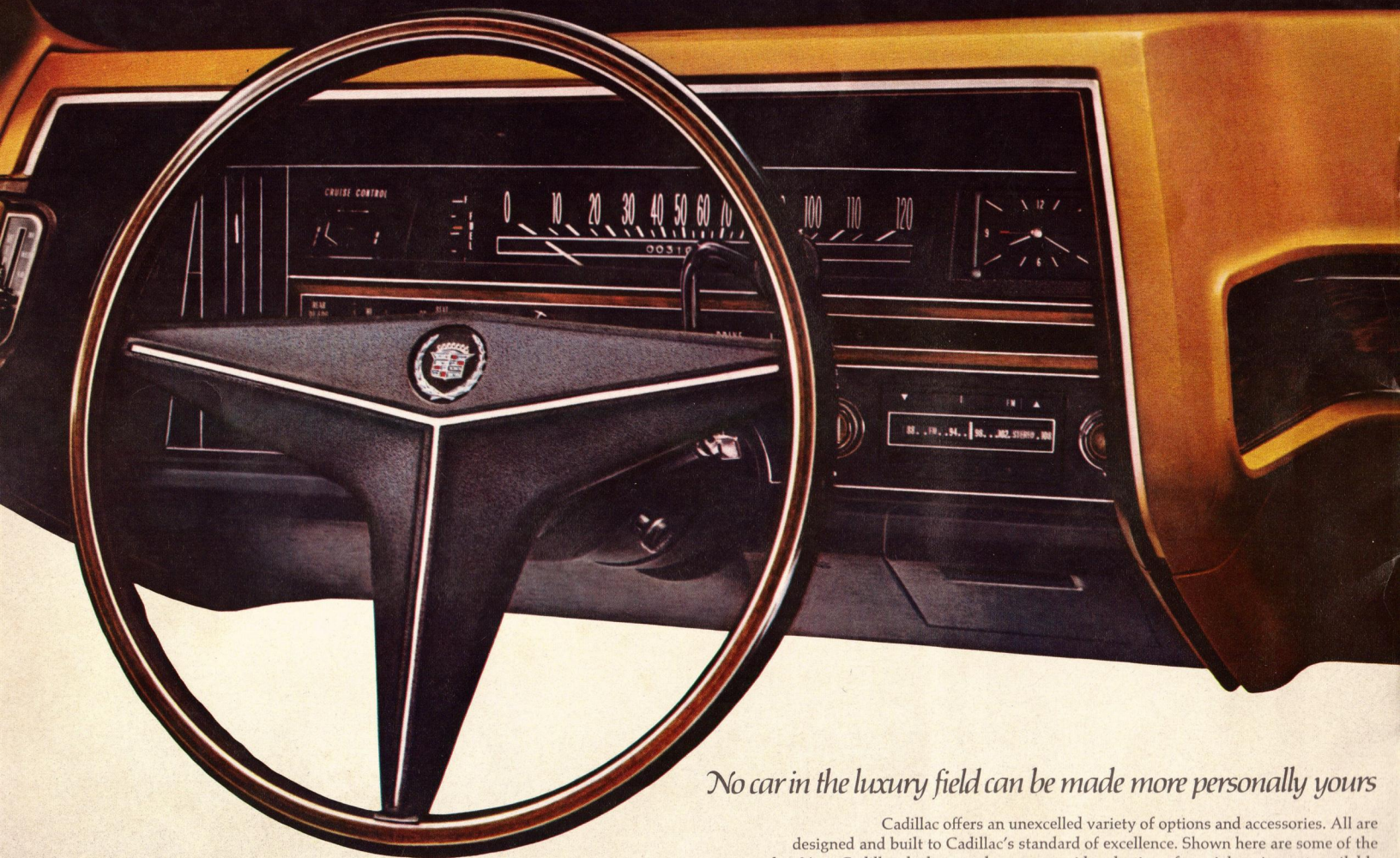
The Calais series is your easiest step to the pride of Cadillac ownership. Priced favorably with cars of far less stature, the Calais provides full Cadillac distinction and beauty. Both Calais models—the Coupe and the Hardtop Sedan—offer, as standard equipment, typical Cadillac conveniences that cost extra on most other cars: Turbo Hydra-matic transmission, variable-ratio power steering, power brakes with front discs, power windows and cornering lights. Other appointments include such Cadillac luxuries as an electric clock, trip odometer and remote-control outside mirror, to name a few. The Calais is powered by the same great engine that powers all Cadillacs—the 472 V-8, largest V-8 in any production passenger car . . . smooth, quiet and responsive almost beyond belief. And when you consider Cadillac's historically high resale value, you'll see why it's your best motoring investment.



Seat shown is available in
Black leather-textured vinyl.
Seven other interiors
are offered.



Calais Hardtop Sedan in Palmetto Green. Background: Rubens, A Young Man Walking. Fodor Collection, Municipal Museum, Amsterdam.



No car in the luxury field can be made more personally yours

Cadillac offers an unexcelled variety of options and accessories. All are designed and built to Cadillac's standard of excellence. Shown here are some of the most popular. Your Cadillac dealer can show you a wide selection of special equipment available and will be happy to demonstrate options and accessories that can make your driving more enjoyable. Consult him for suggestions that will tailor your Cadillac exactly to your personal pleasure.

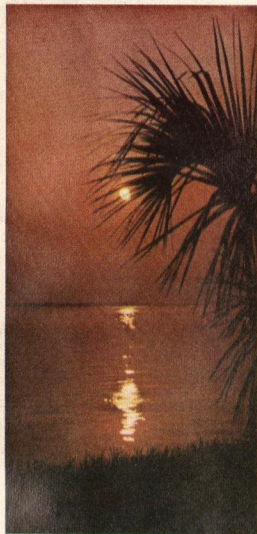


ELECTRIC DOOR LOCKS

A control located on each front door (except Limousine) locks and unlocks all doors, for peace of mind when driving with children and as protection against intruders. In all Coupes equipped with this option, the seat back lock releases automatically when the door is opened.

AUTOMATIC CLIMATE CONTROL

This heating and cooling unit lets you select and maintain, with a single setting of the thermostat dial, the interior temperature of your choice. No resetting is needed from season to season.



DUAL COMFORT SEAT—POWER ASSISTS

Convenient six-way controls are available for the driver's side only, or for the driver's and passengers' side of the Dual Comfort front seat. Provides independent horizontal, vertical and angle adjustment for both driver and passengers. Six-way controls also available on other seats.



TILT AND TELESCOPE STEERING WHEEL

Adjustable in four directions—up and down or in and out—for maximum personal comfort. Swings up for easier entry and exit.



MOTORING'S FINEST MUSIC

Cadillac's three radios (AM, AM-FM and AM-FM Stereo) and eight-track stereo tape player rival the fidelity of the finest home sound systems. Two speakers are provided with AM or AM-FM radio, and four speakers with stereo radio.

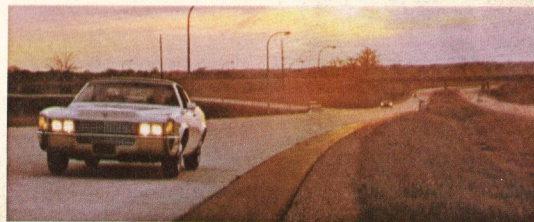
REMOTE-CONTROL TRUNK RELEASE

An electric control, convenient to the driver and front-seat passenger, releases and raises the trunk lid for attendants outside the car. When trunk lid is brought down to a nearly closed position, the power trunk lock takes over and latches it securely. A red light on the instrument panel warns when the lid is unlocked.



CRUISE CONTROL

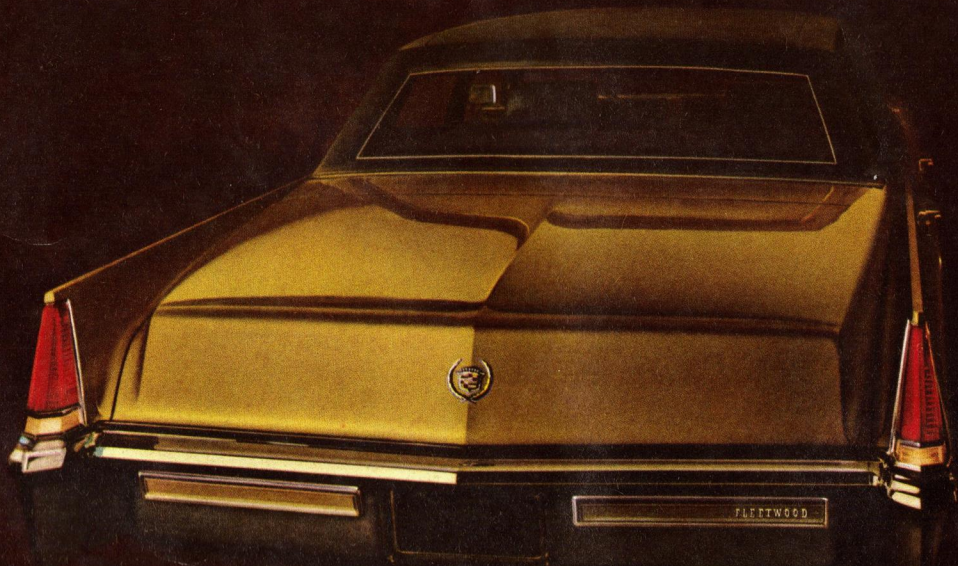
Maintains preselected speed without using the accelerator pedal. Vacuum-operated on the Eldorado, electrically operated on other models.



TWILIGHT SENTINEL

Turns driving lights on and off automatically as required by light conditions. It also lets you leave headlamps and either cornering light on for up to 90 seconds to light your way from the car at night.

Included previously in illustrations or text are the following items of equipment, which are available at extra charge, depending on model selection: Firemist finishes, white sidewall tires, vinyl and leather interiors, Automatic Level Control, six-way seat control and vinyl tops. Other popular options are described on this page. See your Cadillac dealer for complete availabilities and prices.



MARK OF EXCELLENCE



See your authorized dealer and drive Cadillac for 1969—a masterpiece from the master craftsmen.

MADISON CADILLAC, INC.
341 Union Avenue
MEMPHIS, TENNESSEE



An album of the world's finest cars



1968 Sedan deVille

1968 This is the year Cadillac introduced the largest V-8 engine ever put into a production passenger car. The new Cadillac 472 V-8 is standard in all models. It is the smoothest, quietest Cadillac engine ever developed, and it introduces a whole new standard of performance to the field of luxury motoring. In addition, Cadillac has more built-in comfort, and there are more standard luxury features than ever before.



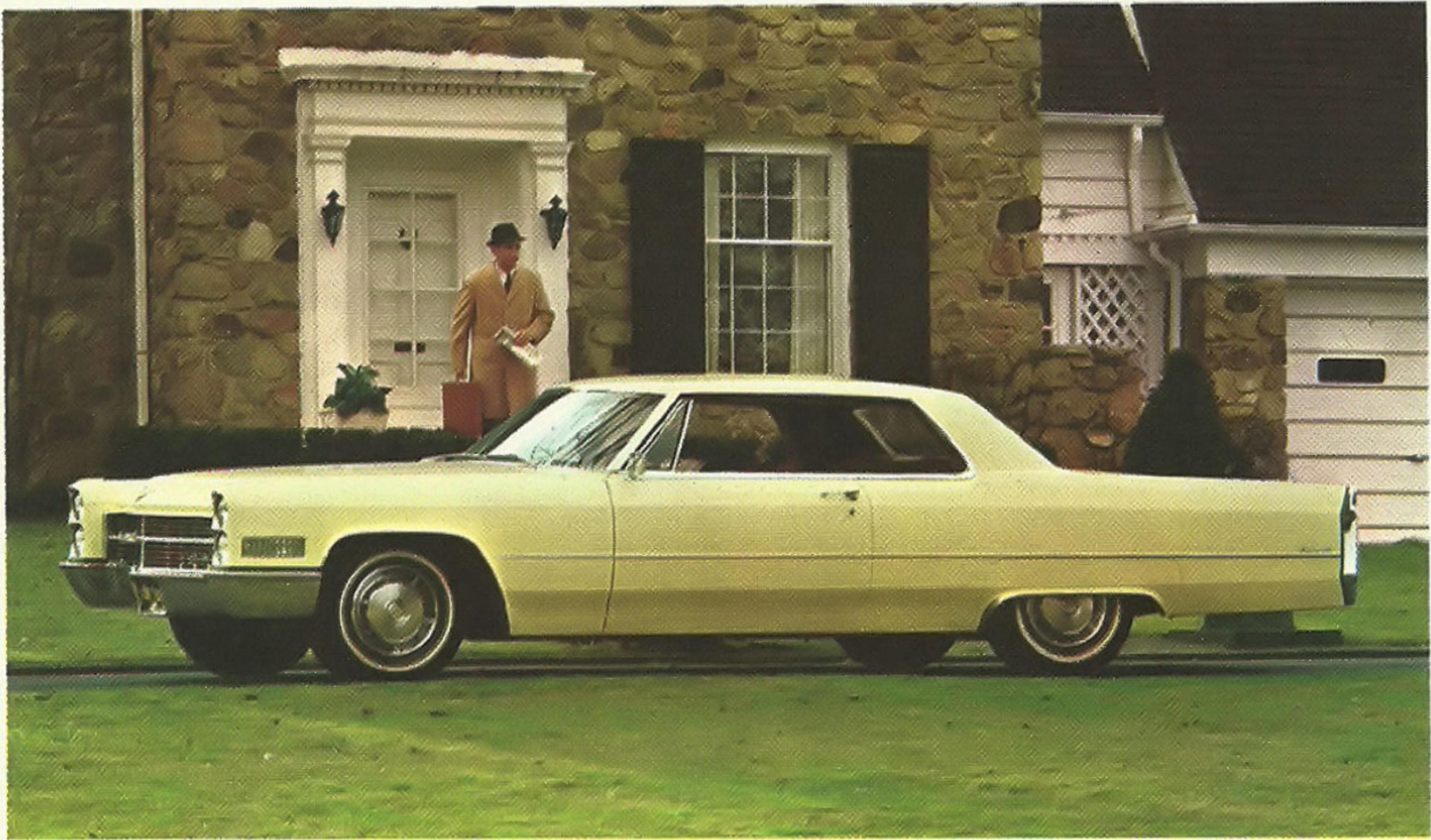
1968 Fleetwood Eldorado

1968 There is no better way to add new drama and excitement to your motoring than by selecting the Fleetwood Eldorado, world's finest personal car. Its distinctive appearance, advanced engineering and sparkling performance have already made it the most desired of all luxury cars. And in every respect, Eldorado interiors offer the comfort and luxurious appointments that are so much a part of the Cadillac tradition.



Foreground: 1967 Coupe deVille; background: 1967 Fleetwood Eldorado

1967 A major styling change in the traditional Cadillac models, many new safety features and the introduction of the Fleetwood Eldorado marked this as one of the most significant years in Cadillac history. The DeVille series, most popular of all Cadillacs, was even more luxuriously appointed than ever before. You will enjoy, with any Cadillac, an unequalled pride of ownership. For a Cadillac is a Cadillac, regardless of its year of manufacture.



1966 Coupe deVille

1966 Styling refinements and rich new fabrics, leathers and interior appointments highlighted the 1966 Cadillac. Performance was superb, and variable-ratio power steering (now standard on all Cadillacs) introduced a new kind of precision control. Recognized superiority and a continual improvement of the product are two of the many reasons a Cadillac historically holds its worth better than any car built in the land.



1965 Fleetwood Brougham

1965 A longer, lower silhouette characterized the new styling of the 1965 Cadillacs. Automatic Level Control was introduced, and a new frame design and front and rear suspension made this one of the smoothest, steadiest Cadillacs built up to that time. The superb craftsmanship and advanced engineering of every Cadillac help to assure your complete motoring satisfaction for years to come.



1964 Sedan deVille

1964 Two major Cadillac features were introduced this year—the Turbo Hydra-Matic transmission, which is now standard on all Cadillacs, and the automatic control of both heating and air conditioning with a single setting of the thermostat dial.

You will find that practically all previously owned Cadillac models, whatever the year, provide more comfort and driving conveniences than most higher priced new cars.

First choose Cadillac ... then choose the year.

When you think of value, luxury and distinction, the one car that comes first to mind is Cadillac.

With a new or previously owned Cadillac, you can look forward to driving pleasure that is unsurpassed at the price. As the Standard of the World in used cars, too, Cadillac provides a host of power and comfort conveniences in the true Cadillac manner. We can accommodate you with a well-cared-for, previously owned Cadillac, priced for almost any budget. Our current selection is wide. Stop in now for an unusually attractive choice.

