



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.



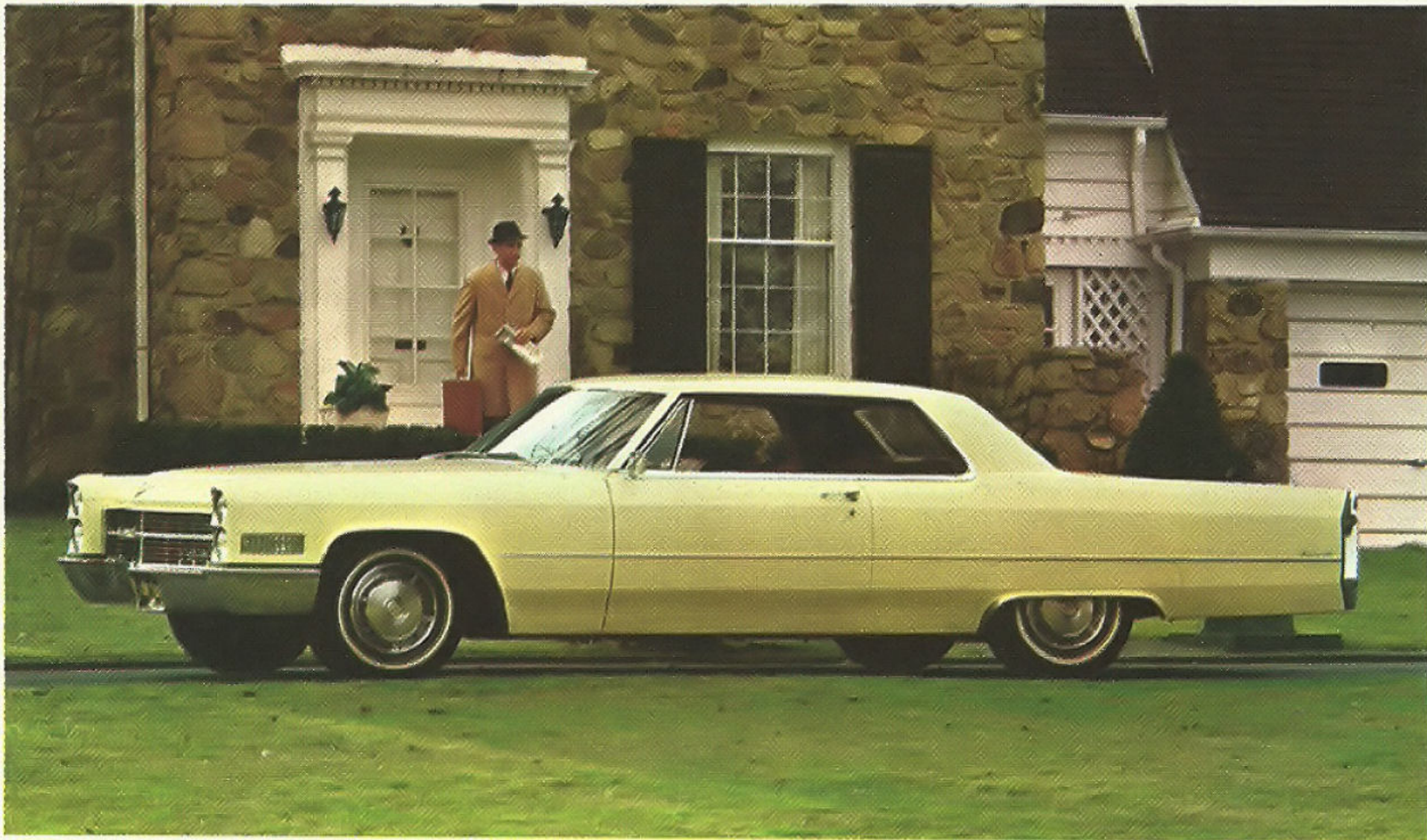
1968 Fleetwood Eldorado

**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.

