



*...Cadillac
is the quality car
that makes sense for today.*



The way it starts.

You begin to sense it as soon as you take the wheel . . . this could be the start of something great. And it is! Fast, dependable starting that comes from such advancements as Cadillac's new combustion chamber, new camshaft, choke reindexer and a snorkel to send outside air to the engine. Just one reason why the '74 Cadillac is making a lot of sense these days to value-conscious buyers—like yourself.



*What long-time Cadillac owners
are saying about the
mileage and
performance of their
1974 Cadillacs.*

Peter I. Hurtig
Atlanta, Georgia



My '74 Sedan deVille drives as good as any car I've ever had . . . in spite of the emissions control . . . in spite of the fact I use regular gas. It just performs beautifully. I think the engine, especially, is smoother this year. And the pickup seems a little better. To my mind, it's ridiculous to look at another make if you're in this particular price range."

James Roth
Oak Brook, Illinois



Yes, I'm happy with Cadillac's fuel economy. While I'm not a garage man, I just know this '74 Coupe deVille runs better than previous Cadillacs we've had. It starts better and it's noticeably quieter. Value for value, when you're spending that kind of money I think Cadillacs are on top."

H. Davidson
Los Angeles, California



"I believe Cadillac has made considerable progress in the performance of their '74 cars. The handling of my Coupe deVille is just beautiful. Very simple, very easy driving. And surprising as it may seem—and I'm saying this sincerely—I'm receiving better performance mileage-wise than I have on my other cars. I certainly don't refill my tank as frequently as I did before."

Mrs. Erias R. Byrd
Dallas, Texas



"I'm very satisfied with the fuel economy I get with my '74 Sedan deVille. I can fill up on Monday morning and ride all week . . . and not fill up until the next Monday morning. And that includes driving back to the school where I teach for meetings and things. If I buy another car, I'll buy a Cadillac."

Oscar B. Abbott
Lawndale, California



"I'm like a few other Cadillac owners I've talked to . . . when I see my car needs gas, I pull in and buy some. But I think I can say we're getting better gas mileage with the '74 than with our previous Cadillacs. And we've owned Cadillacs straight through from 1959. We've noticed a smoother ride this year . . . the car just performs beautifully."

Lawrence A. Lentol
Huntington Station, New York



"I hesitated in purchasing my '74 Coupe deVille because I had a '70 Cadillac Brougham and, needless to say, anyone who's driven a Brougham knows it's a very good riding car. But I was surprised at the steady, solid ride of the Coupe. It responds very well. And I think it handles much better. We're driving to Florida soon and I have no hesitation at all. Cadillac is the only car to take."

Sol Blumenthal
Atlanta, Georgia



"This is my 12th Cadillac and I think the performance of this '74 Eldorado is noticeably better than any previous ones I've owned. Acceleration is very good. It's amazingly quiet, considering the power it has. And I feel it's as comfortable and luxurious a car as is offered on the American market."

Sam S. Novarro
Covina, California



"I haven't put too many miles on it yet, but right now I think this Eldorado Coupe is by far the best Cadillac I've ever had. It's beautiful. It's my first Eldorado and I've noticed an improvement in handling with the front-wheel drive. And I get as much mileage with my Cadillac as I do with another full-size car I own."

Joan Mendelsohn
Northbrook, Illinois



"It starts easily. You don't have to pump the gas pedal. You don't have to start and restart it. And the acceleration is nice and even. It's great."

Ben Fingar
Lynbrook, New York



"I've owned Cadillacs since 1947 and I think I would say this '74 Eldorado Coupe is one of the smoothest and best performing cars I've ever had. It starts fast. Hugs the road well. And I like the way the car accelerates—absolutely smoother than last year's. We're very happy with it."

James Wallace
Lisle, Illinois



"When I get off from work, I like to be comfortable. So I find my '74 Cadillac very enjoyable. It has a lot of power . . . if you want to pass, you can do so very easily. I think it handles better than in previous years. And you don't really get tired on trips."

Norbert Flores
Sunland, California



"Taking everything into consideration, I think it's worth sacrificing a little bit of mileage you might get from a smaller car for the ride and the comfort and the quietness of a Cadillac. The performance of my '74 Coupe deVille thus far has been very good. It runs just fine mechanically . . . no problems."

Sol Blecher
Des Plaines, Illinois



"I recently drove this car from Chicago to St. Louis and back, and I tell you I set it on Cruise Control . . . and I came home and I didn't even feel tired. It's a very smooth riding, easy handling car. The pickup is good. And I want to tell you, this car you can't even hear the motor!"

John G. Greggo, Jr.
Franklin Square, New York



"We went upstate with the car not long ago . . . we have the '74 Coupe deVille . . . and it handled beautifully. Acceleration was very good. Also, I used regular gas and found it performs just as well."

Rev. Hoyt Thomas
Atlanta, Georgia



"I had a chance of getting a Cadillac or another luxury car. But after test driving them both, I took the Cadillac. I liked the performance of it better. It's got plenty of power and it idles good. In fact, one fellow got in with me recently and said the motor wasn't running—he couldn't hear it. But it was."

The way it performs.

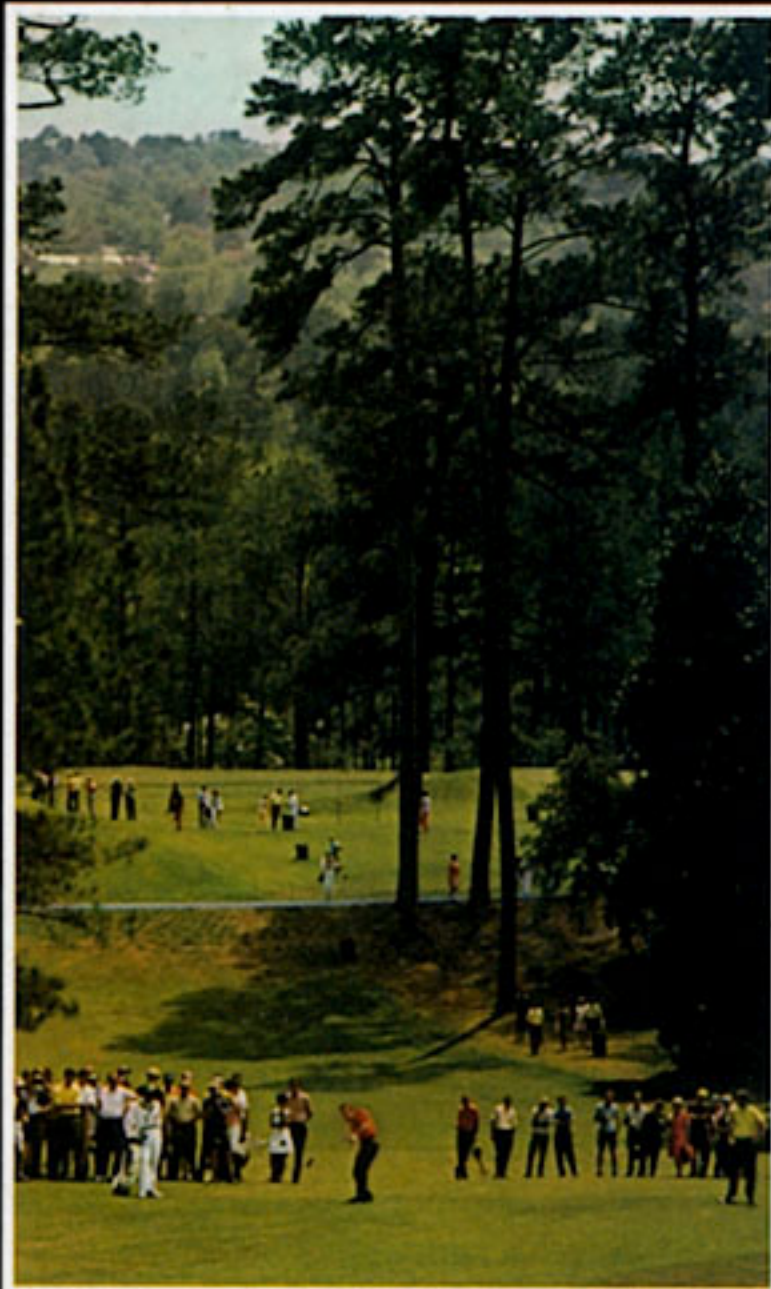
The response at driveaway: sure and smooth. The handling: easy, true to the road. And if you judge a car's efficiency by the number of passengers it carries in comfort and security, the '74 Cadillac is impressive. On low-lead or no-lead fuels, too.



The way it rides.

Experience it once and you'll know why some feel this is the smoothest riding car in Cadillac history. Quiet, too. Thanks in part to a virtual network of acoustical materials inside the car—including double seals on the doors.

*Cadillac brings you
the finest in viewing, too.*



The Masters

For the sixth straight year, Cadillac is proud to bring you the most awaited golf event of them all — live and in color from the Augusta National Golf Club, April 13, 14 on CBS-TV.



The Triple Crown

Can last year's amazing Triple Crown feat by Secretariat be duplicated? Watch the Kentucky Derby, May 4; the Preakness, May 18; and the Belmont Stakes, June 8 on CBS-TV and find out. Brought to you by Cadillac.



The Network News

To keep you informed, Cadillac brings you the CBS Evening News with Walter Cronkite; the ABC News with Howard K. Smith and Harry Reasoner; and the NBC Nightly News with John Chancellor.

*One visit . . . and you'll know
why we're so anxious
to have you drive the '74*



Cadillac

