



Follow the Masters
with Cadillac



The Masters Tournament, traditionally one of the most brilliant sports events of the year, brings together most of the world's finest golfers to compete for the treasured Masters Trophy. The tournament is conducted at the Augusta National Golf Club in Augusta, Georgia, and participation is by invitation only. The contestants—a carefully selected group of top professionals and amateurs—hold or have held all of golf's major titles. Laid out by the renowned golfer, Bobby Jones, and the Scottish architect, Dr. Alistair MacKenzie, the Augusta National ranks high

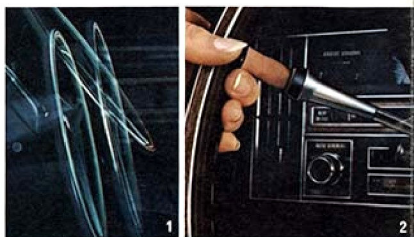
among the world's great courses, in its natural beauty, challenging design and superb conditioning. Every ingredient for a colorful, dramatic sports event is present in the Masters Tournament. You are invited to follow the television broadcast of the Masters Tournament, presented live and in color by Cadillac and your authorized Cadillac dealer, on Saturday and Sunday, April 11 and 12, on CBS-TV. You are also invited to look over another presentation of your authorized Cadillac dealer: the brilliant 1970 Cadillacs. This brochure is a good place to start.



The gallery of spectators at the Masters Tournament is among the most enthusiastic and courteous in all of golfdom.



Famous for its natural beauty, the Augusta National has many tall pines and flowering trees, including an abundance of dogwood.



1. Tilt and Telescope Steering Wheel (available on all Cadillacs). Adjusts up and down and in and out for your personal driving comfort. Swings up at the touch of a lever for easier entrance and exit.

2. Cruise Control (available on all Cadillacs). A touch on the fingertip control and your Cadillac will automatically maintain your preselected speed without need for keeping your foot on the accelerator.

3. Eldorado nameplate and 8.2 litre engine symbol are proudly displayed on the grille of the world's finest personal car.

The Fleetwood Eldorado

With the 1970 Fleetwood Eldorado, you'll enjoy performance as brilliant as its bold styling. The only luxury car that combines front-wheel drive, variable-ratio power steering, front disc brakes and Automatic Level Control, Eldorado expresses the spirit of the seventies most vividly with its exclusive new 8.2 litre V-8 engine (500 cubic inches of displacement). Together they respond to your driving demands with the vitality, the precision and the smoothness you'd expect from the world's finest personal car, by Cadillac.



Fleetwood Eldorado in Nottingham Green Firemist with White Vinyl Padded Roof.

The Fleetwood Brougham

Renowned for its unsurpassed luxury, the Brougham's extra-long wheelbase provides riding comfort to match its majestic Cadillac beauty. The interior surrounds you with plush fabrics and sierra grain leathers accented by the rich look of oriental tamo wood. All this, together with such luxury features as Automatic Level Control, padded vinyl roof, carpeted footrests and individually adjustable reading lamps, will convince you that the Fleetwood Brougham is the supreme achievement in motoring luxury.



Fleetwood Brougham in Patina Silver with Black Vinyl Padded Roof.



1



2

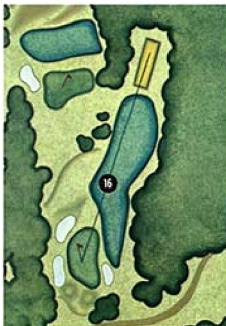
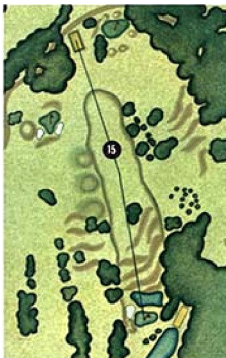


3

1. Dual Comfort Seat (standard on Brougham, available on other models). Provides individual adjustment for the driver's section and the wider passengers' section.

2. AM/FM Signal-seeking Stereo Radio (available on all models except Limousine). A touch of the signal-seeking tuning bar brings in the next station within range. The antenna is now concealed within the windshield.

3. Twilight Sentinel (available on all models). Turns driving lights on and off automatically, as required; lets you leave headlights and either cornering light on for up to 90 seconds after leaving the car.



Each of the 18 holes at Augusta National is named after a tree, flower or shrub. Hole No. 15 (520 yards, par 5) is called *Fire Thorn*. It can be reached in two shots by many Masters golfers. The exciting TV coverage includes this hole. Hole No. 16 (190 yards, par 3) is named *Red Bud*. It requires a long iron shot over the pond to a large but closely guarded green. TV coverage is spectacular on this lovely golf hole.



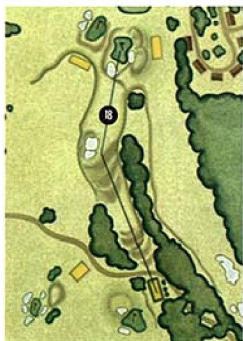
In addition to many trees, a great variety of beautiful shrubs and flowering plants, such as those shown near the clubhouse (upper), help give the Augusta National its distinctive charm.

The par 5 No. 2 green (lower) is guarded by two bunkers. Unless the tee shot is long and accurate, players have a difficult carry over the right-hand bunker to reach the green in two shots.



Strategically located television cameras provide dramatic coverage of some of the play of the exciting Masters Tournament. Shown (upper) are the camera towers near the 18th green.

Field scoreboards (lower) have been provided at most of the vantage points, so that spectators may keep up with play on all parts of the course.



Hole No. 17 (400 yards, par 4) is known as Nandina. If the flag is on the left side, it takes a precise approach shot with a lot of stop on it. When the flag is on the right, club selection depends on the wind.

Hole No. 18 (420 yards, par 4) is named Holly. Positioning a long drive down the middle is important on this hole. The play on the last few exciting holes will be telecast during the Masters Tournament.



1. Automatic Climate Control (available on all models) lets you enjoy the ultimate in motor car heating and cooling. With a single setting, your Cadillac will remain uniformly comfortable regardless of the outside temperature.

2. Power Door Locks (available on all models). Electric control switch on each front door (rear door on Limousine) locks and unlocks all doors. When Coupes are equipped with Power Door Locks, folding seatback locks release automatically when either door is opened.

The Sedan deVille

It's unmistakably Cadillac in the youthful beauty of its lines, the elegance of its interior, and the responsiveness of its 472 V-8 engine. And, like all DeVille series cars, you can personalize it with such available accessories as Tilt and Telescope Steering Wheel, Cruise Control and Automatic Climate Control, plus the widest selection of colors and interiors in its field. Clearly, it's understandable why the DeVille continues to be the most popular luxury car among the world's discriminating motorists.



Sedan deVille in Adriatic Turquoise with White Vinyl Roof.

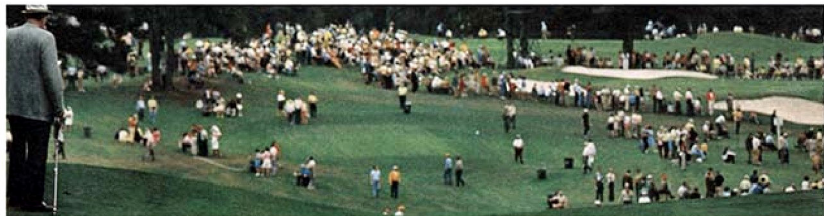
The DeVille Convertible

The only luxury convertible built in America, it combines Cadillac's brilliant styling, an interior of rich sierra grain leather (in ten color and carpet combinations) and spirited performance that's surprising for a car of such magnificence. The theft-deterrent steering column lock (a feature of all Cadillacs) is especially important to convertible lovers. Add the Dual Comfort front seat, stereo radio and the new rear-window defogger, and you'll enjoy luxury motoring with a bright, youthful flair.

DeVille Convertible in Cotillion White with White Top.



Remote-control Trunk Lock (available on all models). Releases and raises the trunk lid, latches and locks it when lid is lowered.



Cadillac

