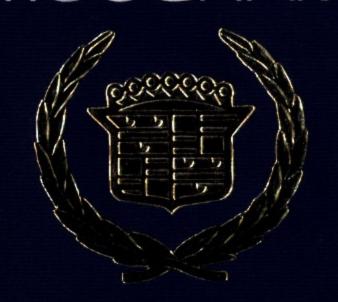
CADILLAC
REAR-WHEEL-DRIVE
DE VILLES AND
FLEETWOOD
BROUGHAMS







THE DE VILLE ENVIRONMENT

Inside De Ville, there is generous interior room to seat six adults in Cadillac comfort. Then, there are those Cadillac conveniences that make every drive a pleasure. Electronic climate control, power windows and door locks, six-way power

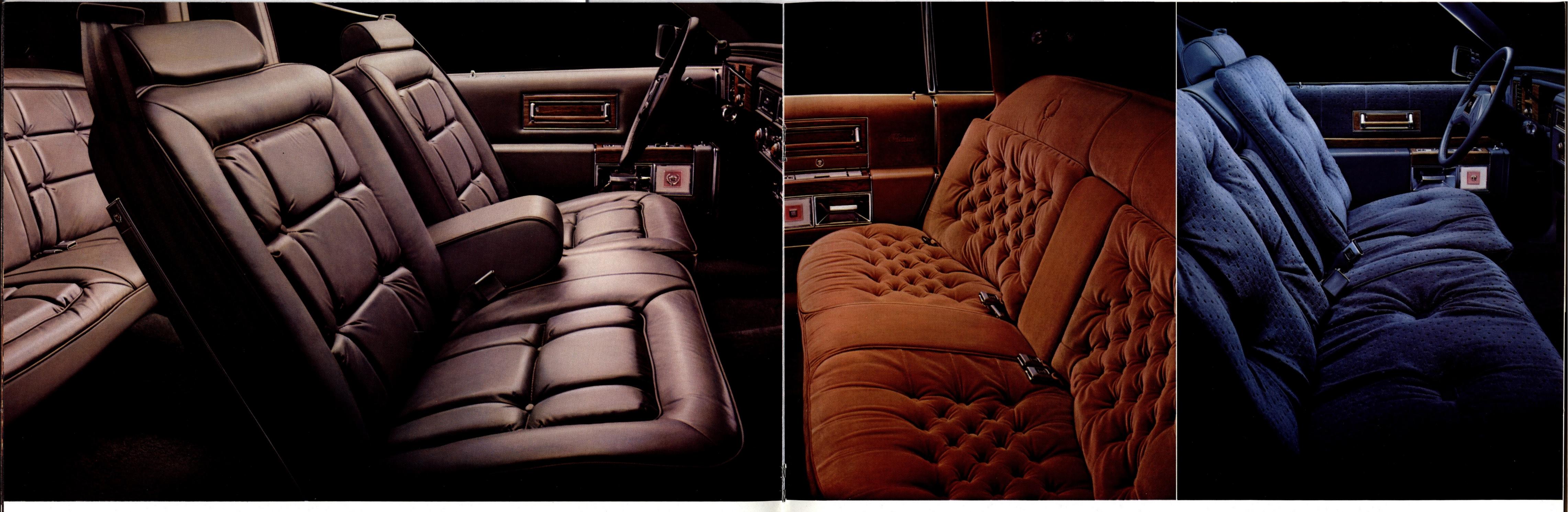
seat adjuster for the driver and a center armrest, front and rear.

De Ville seats are richly upholstered in a soft, velour-like texture of Heather knit cloth, accented with inserts of Dundee cloth, an elegant ribbed fabric. Shown here in Dark Brown. Also offered are Dark Blue, Grayfern, Saddle and Dark Maroon.

Or choose the luxury of available leather seating areas offered in 10 colors.







# THE FLEETWOOD BROUGHAM INTERIOR

The Fleetwood Brougham touch is evident everywhere. From the elegance of the special seat trim design to the convenience of 55/45 Dual Comfort front seats (three passengers). Not to mention six-way power seat adjusters for driver and front passenger and the Fleetwood Brougham touch of adjustable rear seat

reading lamps.

Here you see the richness of available leather seating areas in Sand Gray, one of ten tasteful selections. Or you may select the handsome good looks of Heather cloth offered in five colors.

### FLEETWOOD BROUGHAM D'ELEGANCE

Available for Coupe or Sedan, the Fleetwood Brougham d'Elegance rewards you with the pure elegance of tufted seating in your choice of plush Heather cloth (shown) or available leather seating areas. Please see page 11 for additional special equipment.

### DE VILLE D'ELEGANCE

Here is the ultimate in De Ville luxury for Coupe or Sedan. This special edition includes pillow-style seating in Venetian velour in two color selections. Please see page 11 for additional special equipment.

### STANDARD FEATURES FOR DE VILLES AND FLEETWOOD BROUGHAMS

COMFORT AND CONVENIENCE Armrest, Center-Front and Rear. Armrests, Doors-Front and Rear (Standard

on Sedan de Ville and Fleetwood Brougham Sedan).

Armrests, Front Door and Rear Quarter-

(Standard on Coupe de Ville and Fleetwood Brougham Coupe). Ash Receivers—Two Front, Two Rear.

Assist Handles-Front Seatback. Audible Reminders-for Headlights on,

Key in Ignition, Seat Belts. Cigarette Lighters—Two Front and

Two Rear.

Clock, Digital Display (in radio). Door Locks, Electrically Powered. Door Pull Straps. (De Villes only).

Electronic Climate Control—with Outside Temperature Digital Display.

Fuel Data Panel-Including Digital Display of Instantaneous and Average Fuel Economy, Fuel Used, Estimated Driving Range. With HT 4100 Engine Only. Gold Key Delivery System-See page 16

for Details. Headlamp Dimmer Switch, Column-

Mounted.

Headrests, Front Seat-Adjustable. Lamp Monitors—Front and Rear, Indicate Whether Major and Secondary Outside Lights are Functioning.

Lights, Exterior-Including Front Cornering Lights and Tungstèn Halogen High Beam Headlamps.

Lights, Interior–Underhood, Glove Compartment, Front Ash Receivers, Sunshade Support, Door Courtesy and Warning, Sail Panel Courtesy (Standard on De Villes and Fleetwood Brougham Coupe), Luggage Compartment.

Litter Receptacle—Carpeted.

Low Fuel Indicator.

Mirrors, Right and Left, Outside Rearview, Remote Controlled—Right Convex.

Pockets, Front Seatback.

Seat, Notch Bench, Front (Three Passenger)—(De Villes only).

Seat Adjuster, 6-Way Power-Driver's Side. Soft Ray Tinted Glass.

Trip Odometer—Push-to-Reset.

Visor Vanity Mirror—Passenger. Visors, Padded Dual Sun.

Windows, Electrically Powered.

Windshield Washer Fluid Low Level Indicator.

Windshield Wipers, Three-Speed-With Fluidic Windshield Washer System (Standard on De Villes).

SOUND SYSTEM

Antenna, Power.

Radio, AM/FM Stereo Signal Seeking with Scanner and Digital Display (ETR)-High Performance Front Speakers and Extended Frequency Range Rear Speakers. Plus Crystal Controlled Frequency Synthesizer for Drift-Free Reception.

APPEARANCE AND PROTECTION

Bumper Guards-Front. Bumper Rub Strip-Front and Rear.

Crest Ornamentation-Including Hood,

Deck Lid, Wheel Discs, Steering Wheel (De Villes only).

Door Sill Plates.

Floor Carpet.

Luggage Compartment-Carpeted. Moldings-Including Body Side (Car Color), Rocker Panel, Wheel Opening.

Roof, Metal, Painted (De Villes only).

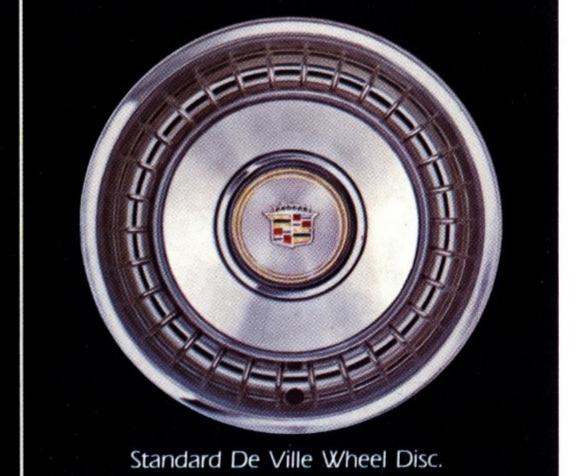
Front Cornering Lights and Lamp Monitors.

Wheel Discs.





Standard Fleetwood Brougham Wheel Disc.



Electronic Level Control. (Available Features Also Shown.)

OUTSIDE TEMP

Electronic Climate Control.

**ENGINE/CHASSIS** 

Battery-Delco-GM Freedom® II.

Brakes, Power-Front Disc. Electronic Level Control—Automatically Adjusts to Changing Loads to Help Keep

Car Level. Engine, Exclusive Cadillac HT 4100 Digital

Fuel Injection Power System (4.1 Liters)— Combines DFI and Automatic Overdrive with a Smooth V8 Engine. Includes On-

Board Computer Diagnostics.

ADDITIONAL STANDARD FEATURES FOR FLEETWOOD BROUGHAMS

COMFORT AND CONVENIENCE Controlled Cycle Wipers-With Fluidic Windshield Washer System. Door Pull Swing Handles. Illuminated Entry System. Lamps, Rear Reading (Adjustable).

Recliner, Manual-Front Passenger Seat. Seat Adjuster, 6-Way Power (Front

Passenger Seat). Seats, Front-Dual Comfort 55/45 (Three Passenger).

Trunk Lid Release and Pull-Down-Power.

APPEARANCE AND PROTECTION

Accent Molding.

Accent Striping (Side and Deck Lid). Moldings, Wide Rocker Panel.

Opera Lamps. Roof-Padded Cabriolet Vinyl-Standard on Fleetwood Brougham Coupe; Padded Full Vinyl-Standard on Fleetwood Brougham Sedan (Includes Closed-In Rear Window Treatment).

Seat Trim, Special Fleetwood Brougham

Wreath and Crest Ornamentation— Including Hood, Deck Lid, Wheel Discs, Steering Wheel.

ADDITIONAL STANDARD FEATURES FOR DE VILLE D'ELEGANCE

COMFORT AND CONVENIENCE Assist Handles—Three Roof-Mounted

(Sedan only).

Generator, 80 Amp. High Energy Ignition. Parking Brake Release, Automatic. Spare Tire, Compact High Pressure Type. Spare Tire Cover. Steering, Power. Tires, Steel-Belted Radial, Wide Whitewall. Transmission, Automatic—4-Speed (Includes Overdrive and Torque Converter Clutch). Wheels and Tires, Computer Match-

Door Pull Swing Handles. Seat Adjuster-6-Way Power (Front Passenger Seat). Seats, Front-Dual Comfort 50/50 (Three Passenger).

Mounted.

APPEARANCE AND PROTECTION Accent Striping—Side and Deck Lid. D'Elegance Identification. Floor Carpet-Deluxe Tampico Carpeting. Floor Mats-Deluxe Tampico Carpeted Rubber, Front and Rear. Opera Lamps. Seat Trim, Pillow-Style Design.

ADDITIONAL STANDARD FEATURES FOR FLEETWOOD BROUGHAM **D'ELEGANCE** 

COMFORT AND CONVENIENCE Assist Handles-Three Roof-Mounted (Sedan only).

Seats, Front-Dual Comfort 50/50 (Three Passenger).

APPEARANCE AND PROTECTION D'Elegance Identification.

Floor Carpet-Deluxe Tampico Carpeting. Floor Mats-Deluxe Tampico Carpeted Rubber, Front and Rear. Seat Trim, Tufted Multi-Button Design. Wheel Discs-Incorporate Matching

Body Color.

NOTE. In some of the pictures, available features are also shown.

### FEATURES AVAILABLE FOR DE VILLES AND FLEETWOOD BROUGHAMS

#### COMFORT AND CONVENIENCE

Astroroof-Electrically Powered. With Adjustable Sunscreen. (Reduces Headroom Slightly).

Controlled Cycle Wiper System (Standard on Fleetwood Broughams). (Available on De Villes).

Cruise Control.

Defogger, Rear Window-Includes Heated Outside Rearview Mirrors.

Door Locks, Automatic.

Garage Door Opener.

Headlamp Control, Guidematic.

Illuminated Entry System (Standard on Fleetwood Broughams). (Available on De Villes).

Memory Seat-(Optional with Dual Comfort Front Seats).

Mirrors, Electric Power Outside Rearview.

Recliner, Power-Driver Seat (Optional with Dual Comfort front seats).

Recliner, Power–Front Passenger Seat/Seatback.

Seat Adjuster, 6-Way Power-Front Passenger (Standard on Fleetwood Broughams and De Ville d'Elegance). (Available on De Villes with Dual Comfort front seats).

Seats, Front Dual Comfort-(Standard on Fleetwood Broughams and De Ville d'Elegance). (Available on De Villes).

Steering Wheel, Tilt and Telescope.

Trumpet Horn.

Trunk Lid Release and Pull-down-Power (Standard on Fleetwood Broughams). (Available on De Villes). Twilight Sentinel.

Visor Vanity Mirrors, Illuminated—Driver and Passenger.

#### SOUND SYSTEMS

Antenna, Tri-Band-AM/FM/CB.

Radio-AM/FM Stereo Signal Seeking and Scanner with Digital Display and Cassette Player (ETR).

Radio-AM/FM Stereo Signal Seeking and Scanner with Digital Display, Cassette Player and Citizens Band (ETR). -Includes Integral 40-Channel CB Transceiver and Tri-Band Antenna.

#### APPEARANCE AND PROTECTION.

Accent Striping (Standard on Fleetwood Broughams and De Ville d'Elegance). (Available on De Villes). Door Edge Guards.

Floor Mats, Carpeted Rubber, Front and/or Rear (Deluxe Tampico Carpeted Mats Standard on Fleetwood Brougham d'Elegance and De Ville d'Elegance). Front License Plate Mounting Provisions-(No charge).

Fuel Filler Door, Remote Locking.

General Motors Continuous Protection Plan-Additional service protection beyond that provided by GM's limited new vehicle warranty. U.S. and Canada only. See your Cadillac dealer for details.

Leather Seating Areas—(Not available on De Ville d'Elegance).

License Frame-Rear.

License Frames-Front and Rear.

Opera Lamps—(Standard on Fleetwood Broughams and De Ville d'Elegance). (Available on De Villes).

Paint, Firemist.

Paint, Two-Tone-(Available for De Villes only). Roof, Padded Cabriolet Vinyl-(Standard on Fleetwood

Brougham Coupe). (Available on Coupe de Ville). Roof, Padded Full Vinyl-(Standard on Fleetwood Brougham Sedan). (Available on Sedan de Ville). Steering Wheel Rim, Leather-Trimmed. Theft-Deterrent System.

Trunk Mat.

Wheel Discs, Turbine-Vaned-(Available for De Villes only). Wheel Discs, Wire.

Wheels, Wire.

#### ENGINE/CHASSIS.

Battery, Heavy Duty-Delco-GM Freedom® III (Not available on Diesel).

Emission System, Altitude-(No charge).

Emission System, California-(Not available on Diesel).

Emission System, Federal—(No charge).

Engine Block Heater-(Included with Diesel).

Engine, Diesel-5.7 Liter V8 (No charge). (Not available

in California).

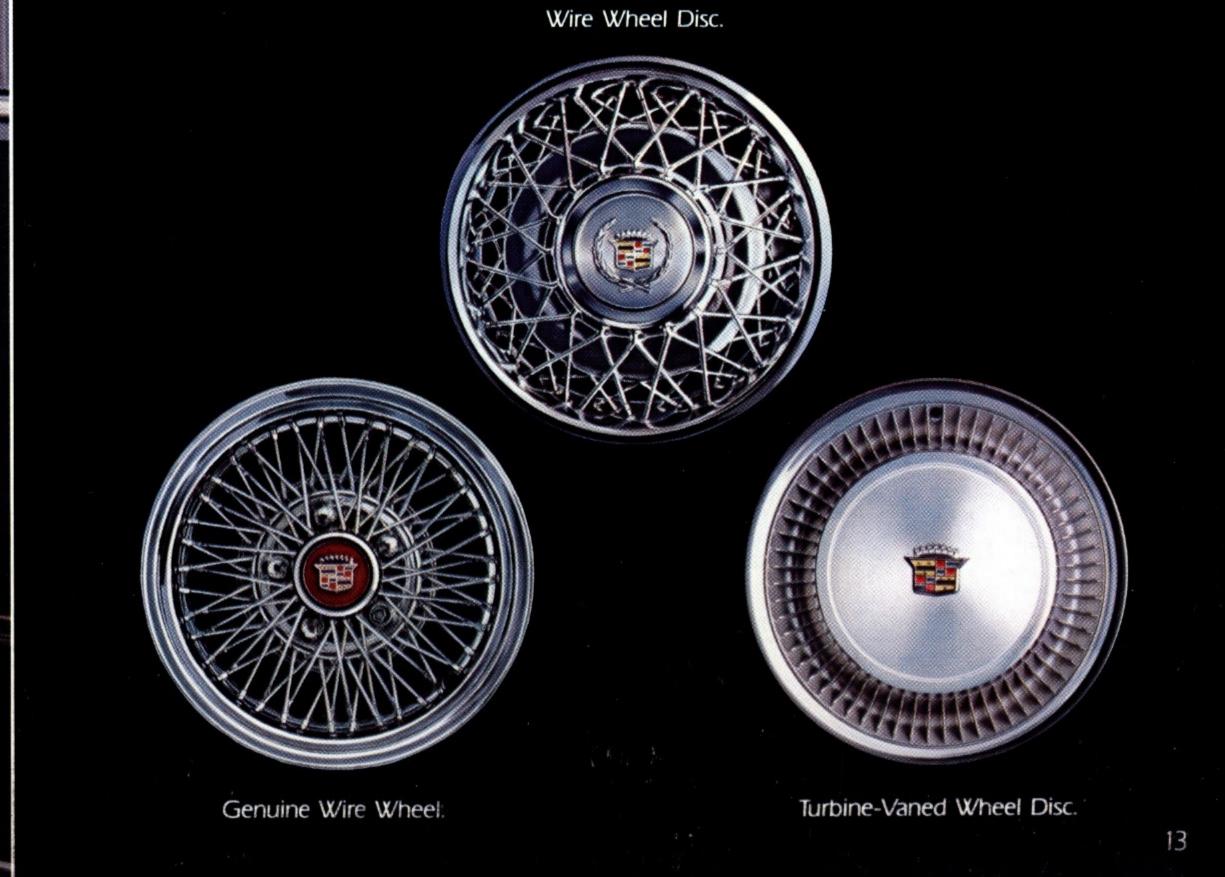
Generator, 100 Amp.

Heavy-Duty Ride Package.

Tires, Puncture Sealing.











Inside this private world is seating of Heather cloth in either Dark Blue (shown) or Black. The front compartment of the Fleetwood Formal Limousine always has Black leather in seating areas. In addition, a sliding glass privacy partition separates chauffeur and rear seat passengers on the Fleetwood Formal Limousine.

## THE CADILLAC LEGACY OF QUALITY (and what it can mean to you)

#### THE FACTS SPEAK FOR THEMSELVES.

For 35 consecutive years, more Americans have chosen to own Cadillac than any other luxury car. One explanation for this remarkable record is our commitment to quality. After all, quality is why there's a Cadillac in the first place.

#### ANTI-CORROSION PROTECTION IN OVER 100 AREAS.

The 1984 Cadillacs incorporate extensive anti-corrosion measures. Advanced rustfighting technology helps protect over 100 specially treated areas.

For instance, Cadillac car bodies are immersed in an electron-charged dip that bonds paint and metal with magnetic-like adhesion. Even the bumpers are tripleplated with three types of metal (copper, nickel and chrome) to protect against corrosion.

#### ADVANCED TECHNOLOGY.

Innovation not for innovation's sake-but your sake. That's the criterion we use at Cadillac in evaluating new ideas. It's a policy that has resulted in advances such as On-Board Computer Diagnostics, standard with the HT4100 engine. This spaceage feature alerts you to certain service requirements with "Service Now" or "Service Soon" indicator lights on the instrument panel. Then, there's the Fuel

Data Panel, also standard with the HT4100 engine. Among other things, it shows you how you can adjust your driving habits to get the most out of every gallon.

CADILLAC'S GOLD KEY

As the name implies, Cadillac has inaugu-

program in our 82-year history. It includes

a thorough inspection of your vehicle, an

a tape cassette with a thorough explana-

fuel. Plus two sets of Gold Keys and your

CADILLAC'S COMPLETE CUSTOMER

We have also begun a new step-by-step

service excellence system with complete

we're now certifying participating Cadillac

we believe will set a new service standard

dealers nationwide for this system which

customer satisfaction as our goal. And

tion of your Cadillac and a full tank of

own Gold Key Identification Card. But

that's not all. You'll also receive a 1,000

mile inspection—at no charge.

SATISFACTION SYSTEM.

for the world.

orientation drive with your sales consultant,

rated the most comprehensive delivery

DELIVERY SYSTEM.

#### THOSE "LITTLE THINGS."

Soon after you become a Cadillac owner, you'll wonder how you ever managed without all those thoughtful touches. Like an electronic climate control system so precise you can adjust the temperature setting to a single degree. A plush driver's seat with six-way power adjuster that conforms to you-not vice versa. Down to reminder chimes that politely persuade you to get it together and buckle up

#### 1984 SAFETY FEATURES FOR DE VILLES, FLEETWOOD BROUGHAMS AND FLEETWOOD LIMOUSINES

#### OCCUPANT PROTECTION

Manual lap/shoulder belts with pushbutton buckles for driver and right front passenger (driver side includes visual and audible warning system). Manual lap belt at center position, when applicable.

Manual lap belts with push-button buckles at rear passenger positions including center, when applicable.

Energy-absorbing steering column. Passenger-guard inside door lock handles. Safety interlocking door latches.

Inertia-type folding front seatback latches (Coupes only).

Energy-absorbing instrument panel and front seatback tops.

Laminated safety glass windshield/ tempered safety glass side and rear windows.

Safety armrests.

Front seat head restraint for driver and right front passenger (adjustable). Glove box door latch.

Smooth contoured door and window regulator handles.

Pressure lock radiator cap.

#### ACCIDENT AVOIDANCE

Side marker lights and reflectors. Parking lamps that illuminate with headlamps.

Four-way hazard warning flasher. Backup lights.

Lane change feature in direction signal control.

Windshield defrosters, washer and threespeed wipers. (Controlled-cycle wiper system standard on Fleetwood Broughams; available on De Villes and Fleetwood Limousines.)

Vinyl-bonded inside rearview mirror glass. Outside left and right rearview mirrors.

Dual master cylinder brake system with warning light.

Starter safety switch.

Dual-action safety hood latch.

Low glare finish on instrument panel top, inside windshield moldings, wiper arms and blades and steering wheel metallic surfaces.

Safety road wheel rims.

Front disc brakes with audible wear indicators.

Self-adjusting brakes.

Illumination of heater and defroster controls on instrument panel.

Illumination of windshield wiper and washer controls.

Pressure relief fuel cap.

Tread-wear indicators on tires.

#### ANTI-THEFT

Audible anti-theft ignition key reminder. Anti-theft steering column lock.

Inside hood release.

Anti-theft key system (one key for ignition only, second key for doors, trunk and glove compartment).

Visible vehicle identification number.

AVAILABLE ANTI-THEFT FEATURE Theft-Deterrent System.

Let's Get It Together...Buckle Up.



#### 1984 DE VILLES, FLEETWOOD BROUGHAMS

AND FLEETWOOD LIMOUSINES Engines
HT 4100 V8 with Digital Fuel Injection (DFI) on De Villes & Fleetwood Broughams Diesel with Fuel Injection (Not available for Limousines or in California) Displacement V8-6-4 Fuel Injection Standard on Limousines Fuel Tank Capacities De Villes & Fleetwood Broughams with HT 4100 Power System (24.5 gallons approx.) De Villes & Fleetwood Broughams with available Diesel. (26 gallons approx.) 92.7 liters (24.5 gallons approx.) Freedom® II Batteryside terminals. No filler/vent caps. With Diesel: Two Delco-GM Freedom® II Batteries De Villes & Fleetwood Broughams with HT 4100 Power System or available Diesel automatic with overdrive and torque converter clutch Limousines with V8-6-4. Three-speed automatic Hypoid Type Rear Axle Differential De Villes & Fleetwood Broughams with HT 4100 Power System . . . 3.42:1 (3.73:1 Altitude) De Villes & Fleetwood Broughams 3.08:1 Link Type Hydraulic, Direct Action Shock Absorbers Four-link Rear Suspension Hydraulic, Direct Action Electronic Level Control Power disc-drum self-adjusting Dual hydraulic

### A WORD ABOUT ASSEMBLY, COMPONENTS AND OPTIONAL EQUIPMENT IN THESE CADILLAC PRODUCTS.

The Cadillacs described in this brochure are assembled at facilities of General Motors Corporation operated by Cadillac Division or GM Assembly Division. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Cadillac products with different components or differently

sourced components than initially scheduled. All such components have been approved for use in Cadillac products and will provide the quality performance associated with the Cadillac name.

Fleetwood Broughams

Tandem vacuum.

Hydraulic for Diesel

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest that you verify that your car includes the optional equipment you ordered or if there are changes, that they are acceptable to you.

#### **SPECIFICATIONS**

0, 20, 1	
nt	Overall Height Coupe de Ville 1387 mm (54.6 Sedan de Ville 1411 mm (55.6 Fleetwood Brougham Coupe 1387 mm (54.6 Fleetwood Brougham Sedan 1441 mm (56.7 Fleetwood Limousine 1445 mm (56.9 Formal Limousine 1445 mm (56.9
Prums—De Villes and Fleetwood Broughams 279.4 x 50.8 mm (11" x 2") Composite cast iron/steel amousines 304.8 x 63.5 mm (12" x 2½") Composite cast iron/steel king Brake Foot pedal with vacuum release Action Mechanical on rear brakes tale Light Indicates hydraulic malfunction or parking brake applied. Also indicates low vacuum on gasoline engines. ngs Audible wear indicators (on disc brakes) ering Power	Body Width Coupe de Ville 1914 mm (75.4 Sedan de Ville 1912 mm (75.3 Fleetwood Brougham Coupe 1914 mm (75.4 Fleetwood Brougham Sedan 1912 mm (75.3 Fleetwood Limousine 1912 mm (75.3 Formal Limousine 1912 mm (75.3 Curb Weight (with standard engine) Coupe de Ville 1787.6 kg (3941 lbs Sedan de Ville 1806.5 kg (3983 lbs Fleetwood Brougham Coupe 1810.4 kg (3991 lbs
ar Ratios De Villes, Fleetwood Broughams 15-13:1 Imousines 17.5:1 Perall Ratios De Villes, Fleetwood Broughams 17-15:1 Imousines 20.0-20.6:1	Fleetwood Brougham Sedan 1830.0 kg (4034 lbs) Fleetwood Limousine 2161.5 kg (4765 lbs) Formal Limousine 2202.1 kg (4855 lbs)  Seating Capacities (front and rear) De Villes and Fleetwood Brougham 3/Fleetwood Limousine 3/2/Formal Limousine 2/2/
leel & Column  (Std. on Fleetwood Formal Limousine, available on De Villes, Fleetwood Broughams and Fleetwood Limousine.)  eels & Tires  GM Specification Steel-Belted Radial Wide white stripe	Headroom Front Coupe de Ville 967 mm (38.1 Sedan de Ville 991 mm (39.0 Fleetwood Brougham Coupe 967 mm (38.1 Fleetwood Brougham Sedan 991 mm (39.0 Fleetwood Limousine 990 mm (39.0 Formal Limousine 991 mm (39.0 Pormal
PDe Villes & Fleetwood  roughams P215/75R15  imousines HR78-15/D  eels-Except Limousines 15 x 6 JJ  Limousines 15 x 6 JJ Heavy-duty  erall Sizes  read Width 1568 mm Front (61.7")	Headroom RearCoupe de Ville961 mm (37.8Sedan de Ville967 mm (38.1Fleetwood Brougham Coupe961 mm (37.8Fleetwood Brougham Sedan967 mm (38.1Fleetwood Limousine986 mm (38.8Formal Limousine986 mm (38.8
Urning Diameter (wall-to-wall) De Villes & Fleetwood Broughams 13.4 M (44.1') Limousines 15.6 M (51.1') Wheelbase De Villes 3085 mm (121.5") Bleetwood Broughams 3085 mm (121.5")	Legroom Front  De Villes, Fleetwood Broughams and Fleetwood Limousine  Legroom Rear Coupe de Ville Sedan de Ville Fleetwood Brougham Coupe 1032 mm (40.6) Fleetwood Brougham Sedan 1047 mm (41.7)
imousines	ENGINE AVAI FLEETWOOD BROUGHAMS, DE V

6206 mm (244.3"

Fleetwood Limousine	
Hip Room Front Coupe de Ville Sedan de Ville	1405 mm (55
Fleetwood Brougham Coupe Fleetwood Brougham Sedan Fleetwood Limousine	1405 mm (55 1405 mm (55 1405 mm (55
Formal Limousine	1406 mm (55
Hip Room Rear Coupe de Ville Sedan de Ville Fleetwood Brougham Coupe Fleetwood Brougham Sedan Fleetwood Limousine Formal Limousine	1408 mm (55 1410 mm (55 1408 mm (55 1450 mm (57
Shoulder Room Front De Villes, Fleetwood Broughams and Limousines	1508 mm (59
Shoulder Room Rear Coupe de Ville Sedan de Ville Fleetwood Brougham Coupe	1488 mm (58 1508 mm (59
Fleetwood Brougham Sedan Fleetwood Limousine Formal Limousine	1508 mm (59 1485 mm (58
ALL GASOLINE-POWERED MODE	LS

Unleaded Fuel...Use only unleaded gasoline meeting Federal government regulations. The Federal government specifies the minimum octane number of unleaded gasoline. Unleaded gasoline must be used for proper emission control system operation. It will also minimize spark plug fouling. The use of leaded gasoline can damage the emission control system, and could result in loss of warranty coverage.

#### ALL MACDELS ON BACE

ALL MODELS ON PAGE	
Headlamps	4 Rectangular
Cornering Lamps	Integral;
	with side marker lamps
Lamp Monitors	Standard front and rear
	Specifications as of 7-15-83

#### AILABILITY FOR 1984 VILLES AND FLEETWOOD LIMOUSINES

ENGINE	ORDER CODE	AVAILABILITY
4.1 Liter V8 HT 4100 DFI (A)	LT8	Standard for Fleetwood Broughams and De Villes
5.7 Liter Fuel-Injected Diesel V8 (B)	LF9	No-charge option for Fleetwood Broughams and De Villes (Not available in California)
6.0 Liter V8-6-4 Digital Fuel Injection (C)	L62	Standard for Fleetwood Limousines

A WORD ABOUT ENGINES: Some Cadillacs are equipped with engines produced by other GM divisions, subsidiaries or affiliated companies worldwide. See your dealer for details.



#### THE CADILLAC COMMITMENT

We believe that when you buy or lease a Cadillac, you deserve to be treated like a Cadillac owner. And when you take your car in for service, you have the right to expect the type of consideration traditionally reserved for Cadillac owners. We intend to keep that tradition alive.

BEST OF ALL. . IT'S A CADILLAC.

CADILLAC
REAR-WHEEL-DRIVE
DE VILLES AND
FLEETWOOD
BROUGHAMS



BEST OF ALL. . IT'S A CADILLAC.