



The choice you'll want  
to make...sooner or later.

Do it today...not "someday."

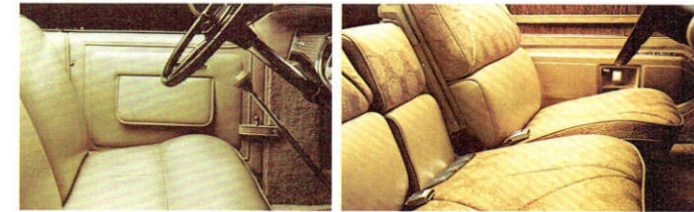




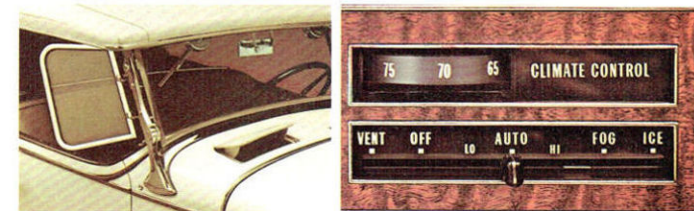


Fleetwood Brougham in Regency Bronze with Black Vinyl Padded Roof. 1931 Cadillac V-12 Phaeton in background.

Throughout its sixty-eight years of automotive pioneering, Cadillac has attracted the most loyal group of owners in the world of luxury motoring. With Cadillac, classics are a tradition, as you shall see here. A case in point: the stately Cadillac Phaeton of 1931, shown (left) with the magnificent 1970 Fleetwood Brougham. Each reflects total dedication to excellence, and provides a measure of style, comfort and engineering advancement unmatched by other luxury motor cars of its time.



**Seating Luxury.** The Phaeton's beautifully tailored leather upholstery exemplifies the skill and care of the dedicated craftsmen long associated with Cadillac. So too, does the richly fashioned cloth-and-leather Dual Comfort seat you'll find as standard equipment in the 1970 Brougham. The Dual Comfort seat permits separate adjustment for the driver and front-seat passengers, and is available on several 1970 models!



**Interior Comfort.** Cowl ventilators designed for the Phaeton provided a flow of outside air for the occupants of this grand Cadillac, and were considered a true advance in those days. In 1970, the Cadillac owner can order Automatic Climate Control, and enjoy year-round comfort with the setting of a convenient control dial. Over 95% of modern Cadillacs are equipped with this feature.



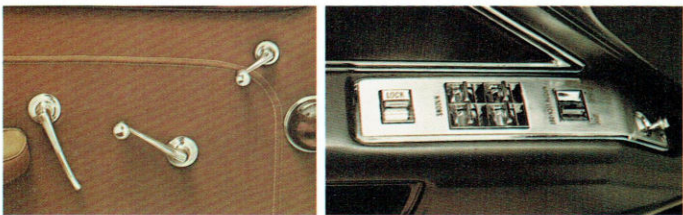
**Luggage Space.** Another generation remembers the task of fitting the luggage trunk on the rear (or on the running board) of the family conveyance. How simple it all seems now. Particularly, with the spaciousness of the 1970 Brougham's luggage area. And the latest model Cadillac makes access to this compartment even simpler. A remote-control trunk lock is available on all 1970 Cadillacs. A button in the glove compartment releases the trunk-lid lock, a welcome feature in inclement weather.



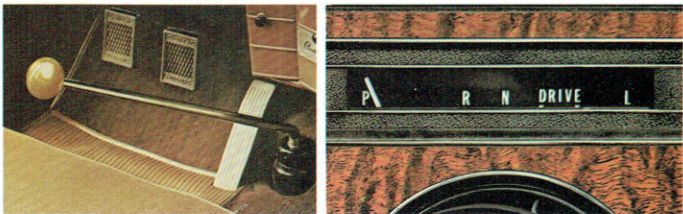
**P**erhaps your family was one of the many proud owners of our 1935 Cadillac 4-door Sedan. If so, you're in a better position to evaluate Cadillac progress through the years and to understand why loyalty to the Standard of the World grows with each succeeding model. For superiority evident in the 1935 model is even more apparent in the 1970 Coupe deVille. With its many conveniences, it represents an even greater quality investment than its 35-year-old counterpart. Is it any wonder Cadillac owners continue to return to Cadillac when they trade . . . year after year?



**Sounds—Old and New.** Mantovani . . . the Boston "Pops" Orchestra . . . the Rolling Stones? No matter which your choice of programming, whether popular or classical music, the 1970 Cadillac offers exclusive AM/FM Signal-seeking Stereo Radio with its 4-speaker fidelity. A superb 8-track Stereo Tape Player is also available to provide a complete range of musical preference.



**Power Conveniences.** The interior door panel of the 1935 Sedan was truly elegant in its day. However, consider the power console pictured here on the 1970 Coupe deVille. The modern Cadillac owner can open and lock windows, lock and unlock all doors and adjust his outside rearview mirror from this one central control panel located within convenient reach of the driver.



**Shifting Gears.** Yes, even Cadillac had a "stick shift" in its 1935 model! Though to purists it is a thing of beauty, Cadillac owners have long been convinced that the manual shift is no substitute for the smoothness of Cadillac's Turbo Hydra-matic, standard on all 1970 models. Coupled with Cadillac's magnificent 472 V-8 engine, the 1970 Cadillac transmission system provides the easiest, quietest ride ever.



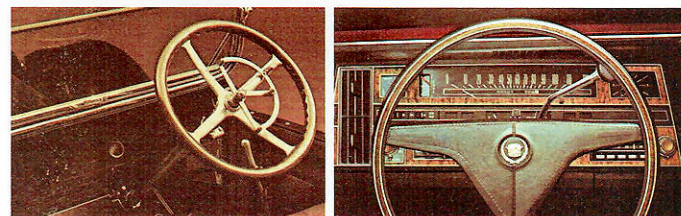
*Coupe deVille in Patina Silver with Black Vinyl Roof. 1935 Cadillac 4-door Sedan in background.*



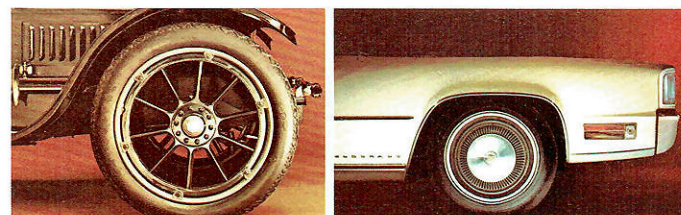


*Fleetwood Eldorado in Cotillion White with Black Vinyl Padded Roof. 1913 Cadillac Open Touring Car in background.*

Cadillac's reputation for innovation is unmatched throughout the world. And two premier examples of that reputation can be seen at left: the 1913 open touring model and the 1970 Fleetwood Eldorado, world's finest personal car. The 1913 Cadillac was fitted with the electric starter, a historic engineering achievement pioneered by Cadillac. And just as the 1913 model was first in its class, the 1970 Eldorado is the one luxury car to provide the unique combination of front-wheel drive, power front disc brakes, variable-ratio power steering and Automatic Level Control.



**Steering Ease.** Who can help but admire the natural wood steering wheel with its bright metal controls provided for the driver of the 1913 touring car! It was as distinctive in its day as the Eldorado is today . . . with its elegant coordinated control center, standard power steering and the GM-developed energy-absorbing steering column. Available also, is the Cadillac-pioneered Tilt and Telescope steering wheel.

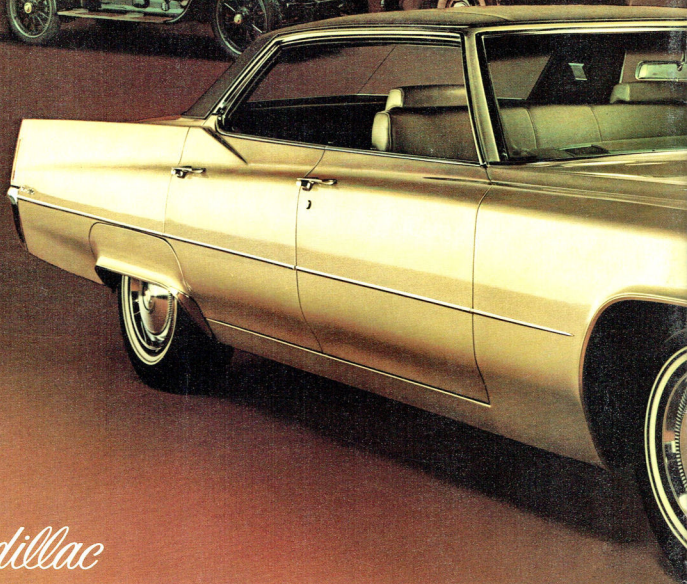


**Handling Ability.** The owner of the 1913 touring car could be just as proud of his car's handling as an owner of the 1970 Eldorado. Stout, artillery-type wheels were especially strong to meet highway conditions of those times. And so are the 15" Eldorado wheels with their rugged bias-belted fiberglass tires. And, of course, the 1970 driver can depend also on the near effortless action of power front disc braking.



**Lighting.** Traffic conditions have changed dramatically in sixty years. Though our 1913 model provided ample lighting for the touring conditions of those times, the Eldorado shows what progress has been made through the years. The frontal area houses an amazing number of lighting fixtures: cornering lights (pioneered by Cadillac, incidentally), running lights and twin sealed beams for nighttime illumination.





*Cadillac*