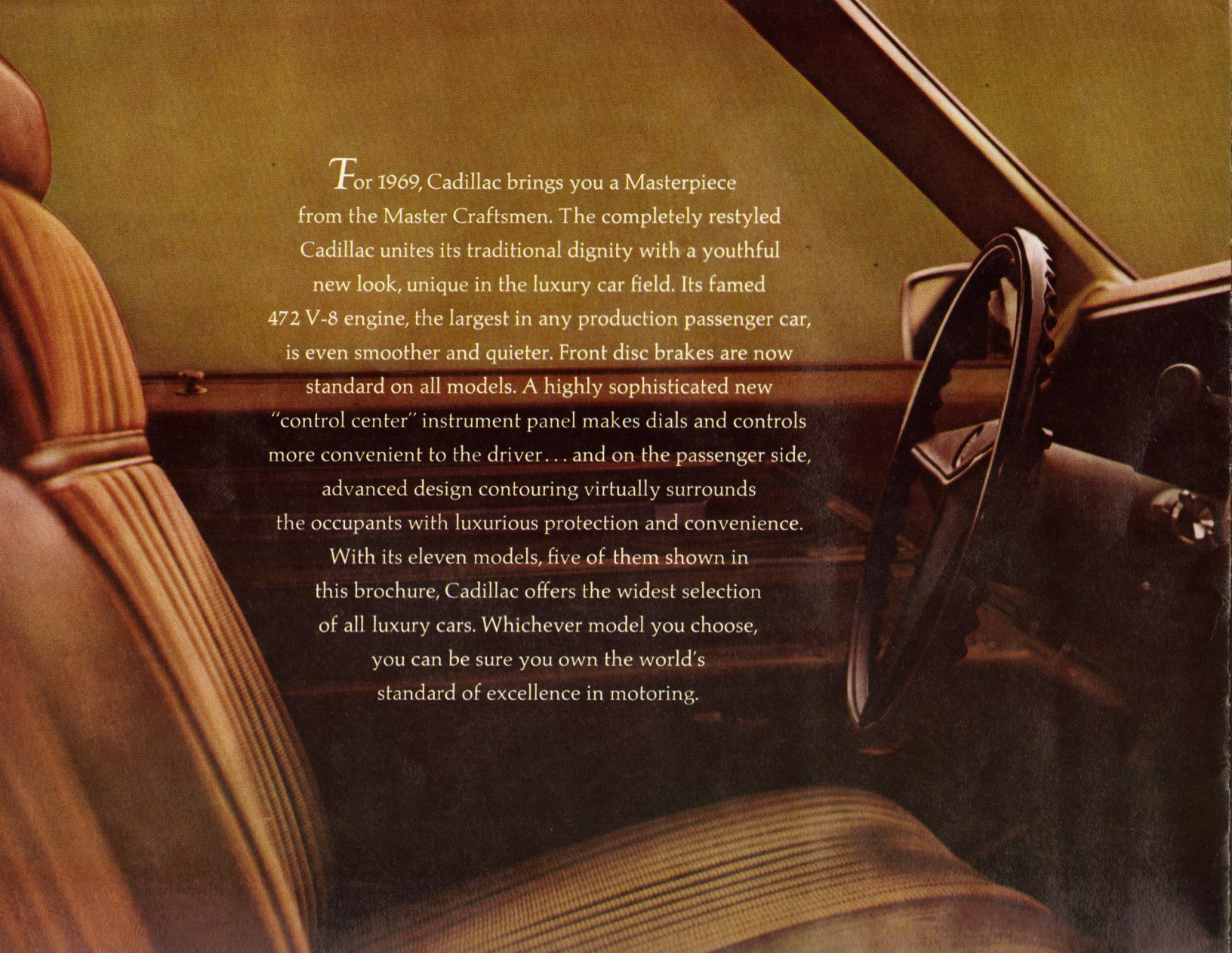


1969
CADILLAC



A photograph of the interior of a 1969 Cadillac, showing the driver's seat, steering wheel, and dashboard. The text is overlaid on the image.

For 1969, Cadillac brings you a Masterpiece from the Master Craftsmen. The completely restyled Cadillac unites its traditional dignity with a youthful new look, unique in the luxury car field. Its famed 472 V-8 engine, the largest in any production passenger car, is even smoother and quieter. Front disc brakes are now standard on all models. A highly sophisticated new "control center" instrument panel makes dials and controls more convenient to the driver... and on the passenger side, advanced design contouring virtually surrounds the occupants with luxurious protection and convenience.

With its eleven models, five of them shown in this brochure, Cadillac offers the widest selection of all luxury cars. Whichever model you choose, you can be sure you own the world's standard of excellence in motoring.



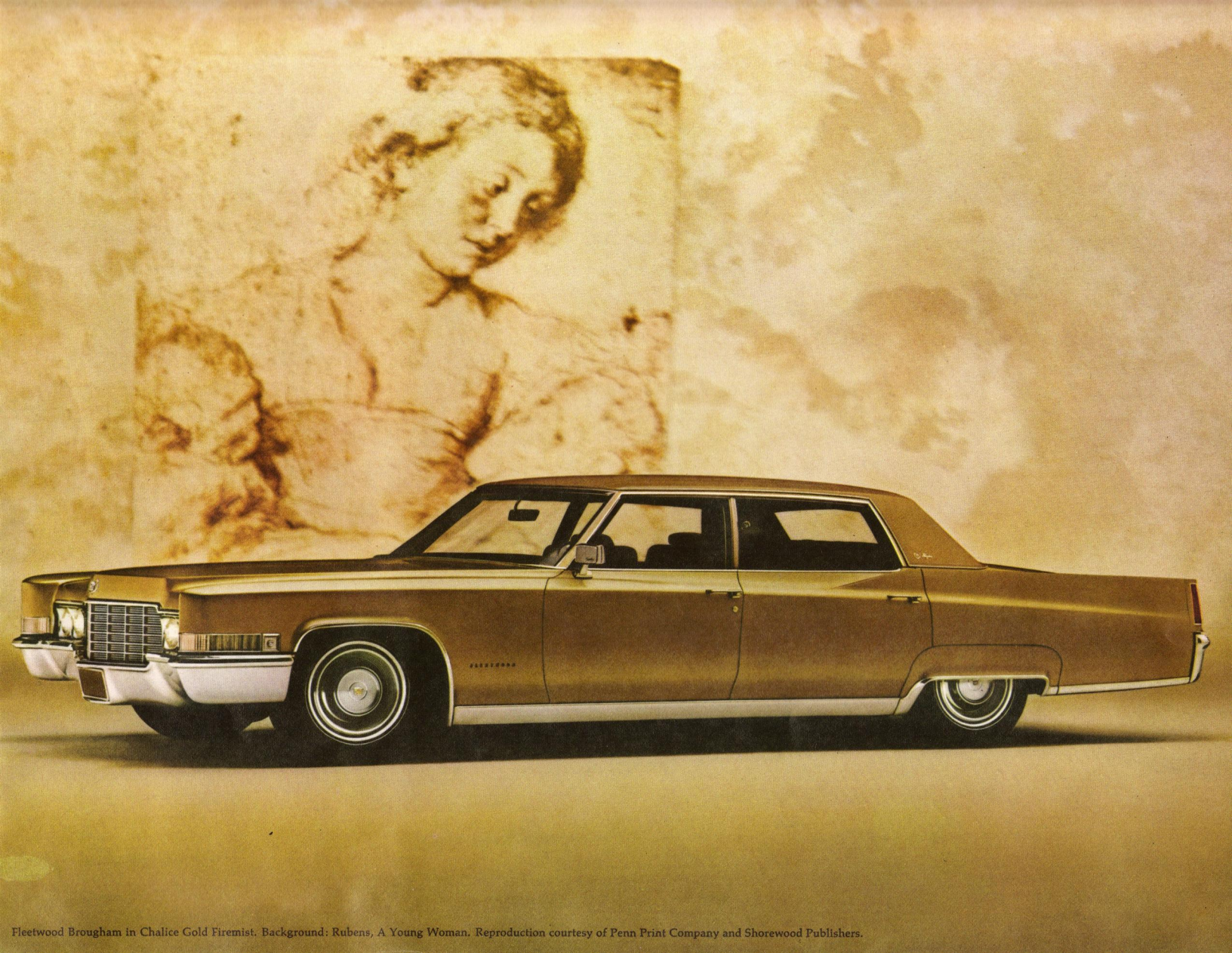
Cadillac

*A masterpiece
that could come only
from Cadillac*

No car in years has so captured the admiration of luxury car buyers as the Fleetwood Brougham. Elegant interiors of cloth and sierra-grain leather, its rich, rare wood interior trim and its long, 133-inch wheelbase, give the Brougham a distinction all its own. A new Dual Comfort front seat provides for adjustment of the driver's portion of the seat, plus separate adjustment of the wider right-side portion for two passengers. Whatever the occasion, there is no more gracious way to arrive than in the Fleetwood Brougham—luxurious on the grand Cadillac scale and outstanding even among Cadillacs. Other models in the Fleetwood series include the Sixty Special Sedan, the magnificent Seventy-Five nine-passenger Sedan and Limousine and the front-wheel drive Eldorado.



Pictured here is the new Dual Comfort front seat with available six-way control. Shown is Gold Devereaux cloth with Antique Medium Gold leather. Eighteen other interiors are offered.



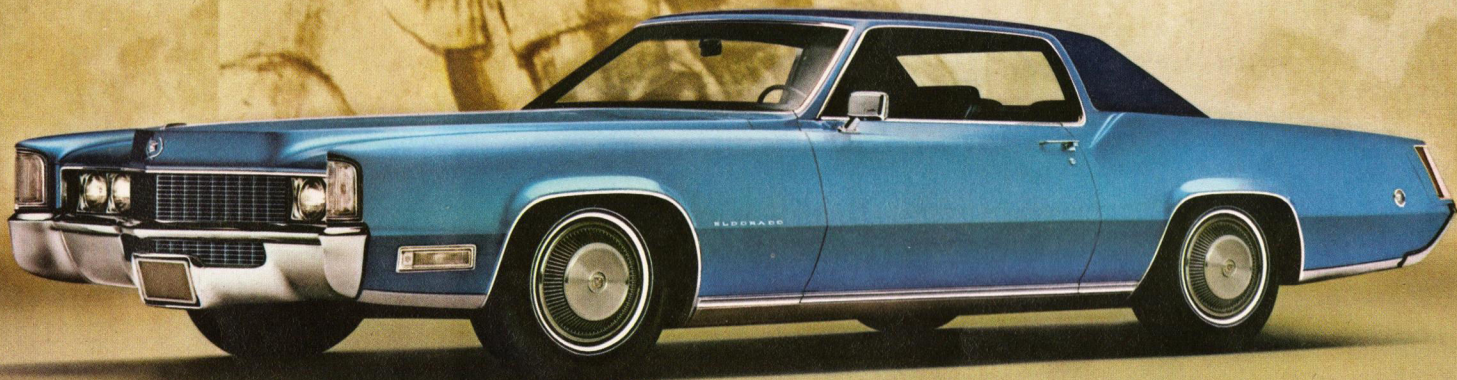
Fleetwood Brougham in Chalice Gold Firemist. Background: Rubens, A Young Woman. Reproduction courtesy of Penn Print Company and Shorewood Publishers.

World's finest personal car

Rarely does an automobile become a classic in its own time. The Fleetwood Eldorado has been accorded this status both by automotive critics and by the affection and respect of the motor-ing public. This new edition of the Eldorado has been refined in styling, yet it retains the dramatic lines that have made it the most wanted luxury car in history. The quiet, softer riding Fleetwood Eldorado is the only car in the world to combine, as standard equipment, the precision of front-wheel drive, the maneuverability of variable-ratio power steering, the balance of automatic level control and the fidelity of front disc brakes. Its lavish new interiors are the finest in any luxury personal car. By any measure, the front-wheel drive Fleetwood Eldorado has earned its recognition as the world's finest personal car.



Seat shown is in
Dark Blue, Fleetwood Eldorado



Most popular car in the luxury field

The outstanding popularity of the DeVille series can be attributed to much more than its distinctive beauty. The wide selection of DeVille models and interiors—plus its many options and accessories—provide an unusual opportunity for personalized motoring pleasure. The DeVille is rich in power assists, conveniences and appointments—and lavish in its elegant fabrics, leathers and the look of fine wood accents. Among the DeVille's many standard features are power steering, power brakes (front disc brakes, standard on all Cadillacs), power windows, power front seat and Turbo Hydra-matic transmission. A new steering wheel, standard on all Cadillacs, lets you sound the horn by squeezing the inner side of the wheel. Included in the DeVille series are the Coupe, shown opposite, the Sedan, the Hardtop Sedan and the Convertible, illustrated on the next page. Whichever model you choose, you can look forward to a rare combination of motoring luxury and performance.



Seat shown is in Dark Mauve Delphine cloth with leather. Sixteen other interiors are available.



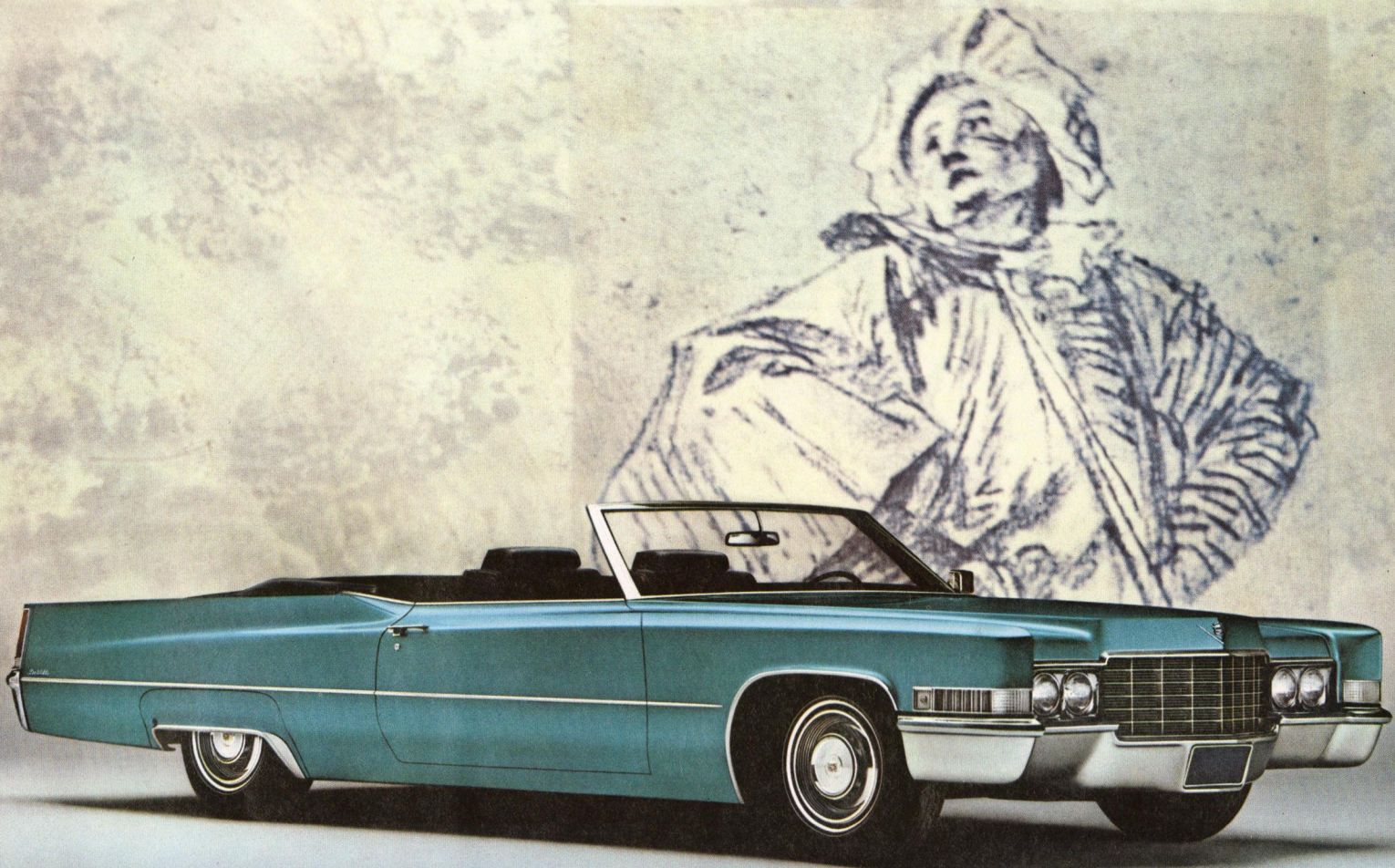
Coupe deVille in Chateau Mauve Firemist and vinyl roof with "halo" molding. Background: Watteau, Studies of Women and Men. The Louvre Museum, Paris.

Overwhelming choice of luxury convertible buyers

For the youthful zest of top-down motoring, the DeVille Convertible has no peer. Long, low and sleek, the DeVille Convertible fulfills in every way all the action its spirited new beauty suggests. The new General Motors-developed steering, ignition and transmission lock system, a feature of all Cadillac models, is especially important when the Convertible is parked with the top down. With its handsome new ostrich-grain leather interiors and its many power assists and personal conveniences, the DeVille Convertible provides open-air motoring at its finest. Its unsurpassed offering of special equipment and accessories and wide choice of colors and interiors lets you tailor your car to your own taste. From any standpoint, the DeVille Convertible is one of the world's most exciting motor cars.



Seat shown is in
Black ostrich-grain leather.
Ten other interiors
are available.



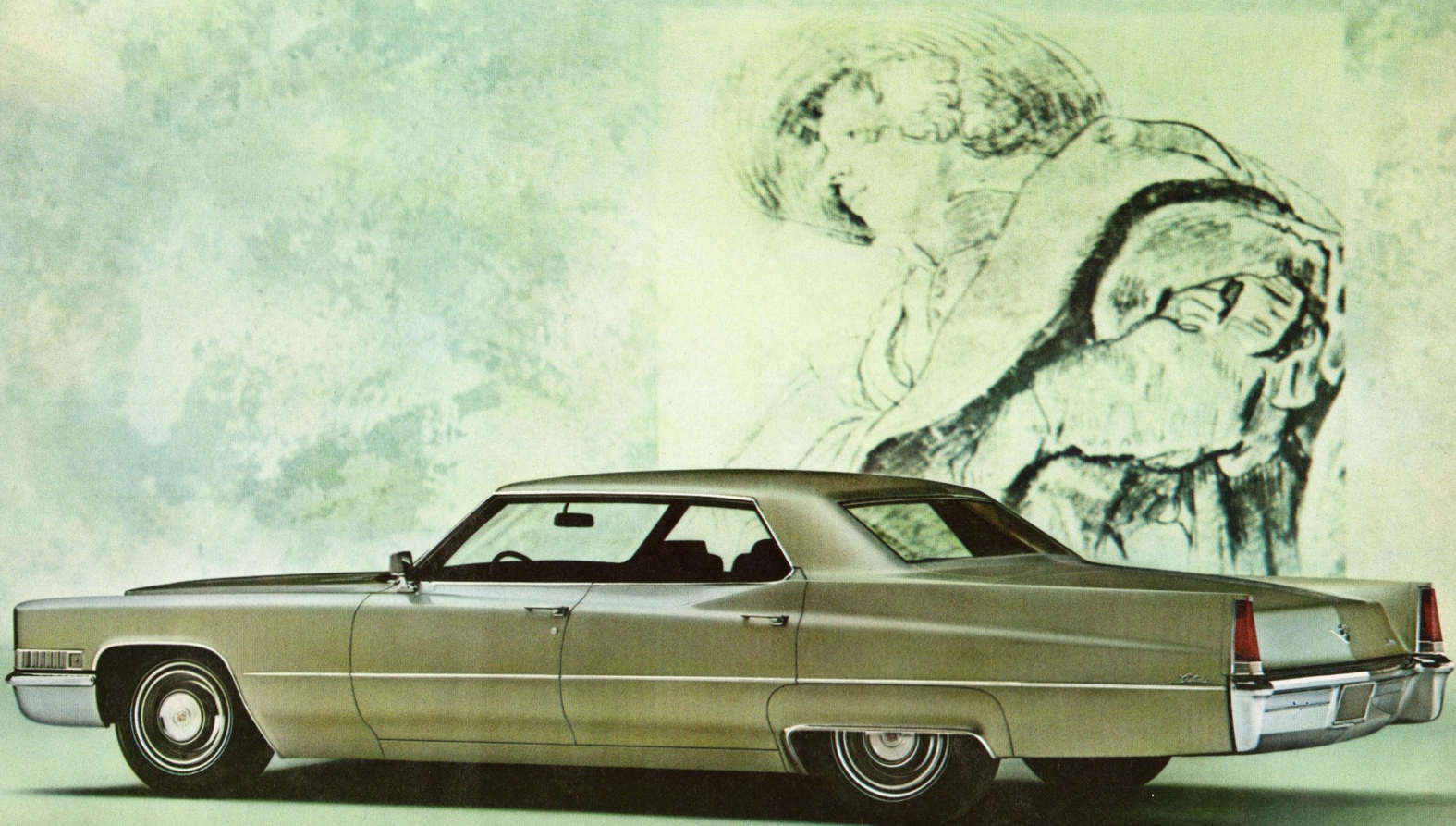
DeVille Convertible in Biscay Aqua Firemist. Background; Watteau, Studies of Italian Comedians. Reproduction courtesy of Penn Print Company and Shorewood Publishers.

Elegant way to enter the world of luxury motoring

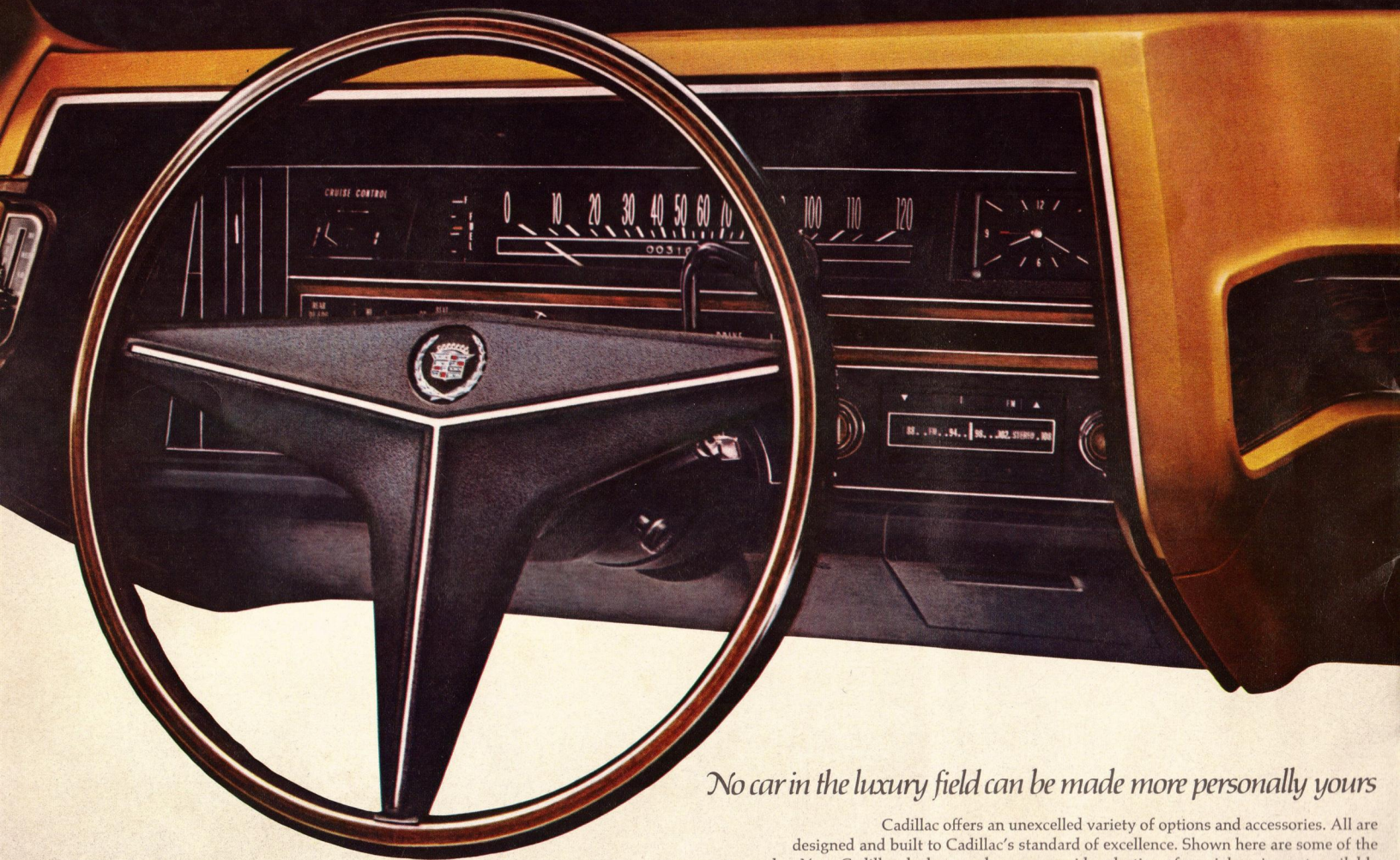
The Calais series is your easiest step to the pride of Cadillac ownership. Priced favorably with cars of far less stature, the Calais provides full Cadillac distinction and beauty. Both Calais models—the Coupe and the Hardtop Sedan—offer, as standard equipment, typical Cadillac conveniences that cost extra on most other cars: Turbo Hydra-matic transmission, variable-ratio power steering, power brakes with front discs, power windows and cornering lights. Other appointments include such Cadillac luxuries as an electric clock, trip odometer and remote-control outside mirror, to name a few. The Calais is powered by the same great engine that powers all Cadillacs—the 472 V-8, largest V-8 in any production passenger car . . . smooth, quiet and responsive almost beyond belief. And when you consider Cadillac's historically high resale value, you'll see why it's your best motoring investment.



Seat shown is available in
Black leather-textured vinyl.
Seven other interiors
are offered.



Calais Hardtop Sedan in Palmetto Green. Background: Rubens, A Young Man Walking. Fodor Collection, Municipal Museum, Amsterdam.



No car in the luxury field can be made more personally yours

Cadillac offers an unexcelled variety of options and accessories. All are designed and built to Cadillac's standard of excellence. Shown here are some of the most popular. Your Cadillac dealer can show you a wide selection of special equipment available and will be happy to demonstrate options and accessories that can make your driving more enjoyable. Consult him for suggestions that will tailor your Cadillac exactly to your personal pleasure.

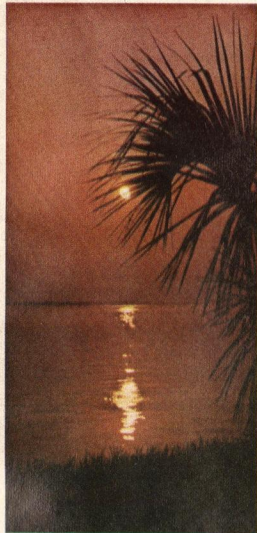


ELECTRIC DOOR LOCKS

A control located on each front door (except Limousine) locks and unlocks all doors, for peace of mind when driving with children and as protection against intruders. In all Coupes equipped with this option, the seat back lock releases automatically when the door is opened.

AUTOMATIC CLIMATE CONTROL

This heating and cooling unit lets you select and maintain, with a single setting of the thermostat dial, the interior temperature of your choice. No resetting is needed from season to season.



DUAL COMFORT SEAT—POWER ASSISTS

Convenient six-way controls are available for the driver's side only, or for the driver's and passengers' side of the Dual Comfort front seat. Provides independent horizontal, vertical and angle adjustment for both driver and passengers. Six-way controls also available on other seats.



TILT AND TELESCOPE STEERING WHEEL

Adjustable in four directions—up and down or in and out—for maximum personal comfort. Swings up for easier entry and exit.



MOTORING'S FINEST MUSIC

Cadillac's three radios (AM, AM-FM and AM-FM Stereo) and eight-track stereo tape player rival the fidelity of the finest home sound systems. Two speakers are provided with AM or AM-FM radio, and four speakers with stereo radio.

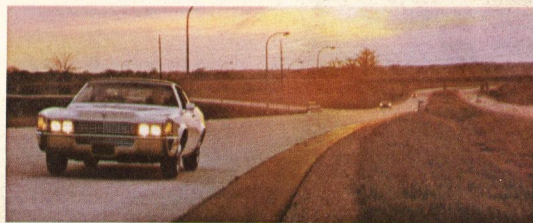
REMOTE-CONTROL TRUNK RELEASE

An electric control, convenient to the driver and front-seat passenger, releases and raises the trunk lid for attendants outside the car. When trunk lid is brought down to a nearly closed position, the power trunk lock takes over and latches it securely. A red light on the instrument panel warns when the lid is unlocked.



CRUISE CONTROL

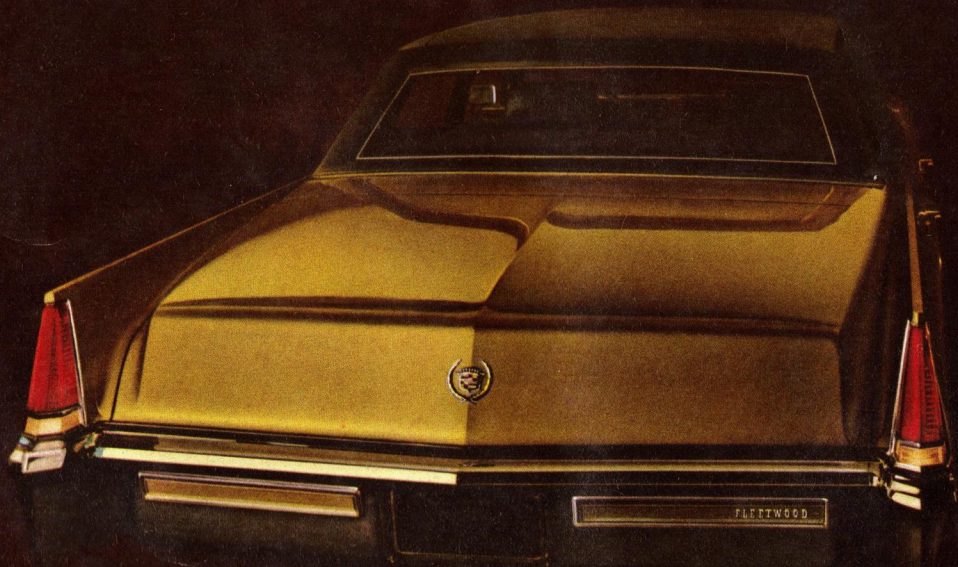
Maintains preselected speed without using the accelerator pedal. Vacuum-operated on the Eldorado, electrically operated on other models.



TWILIGHT SENTINEL

Turns driving lights on and off automatically as required by light conditions. It also lets you leave headlamps and either cornering light on for up to 90 seconds to light your way from the car at night.

Included previously in illustrations or text are the following items of equipment, which are available at extra charge, depending on model selection: Firemist finishes, white sidewall tires, vinyl and leather interiors, Automatic Level Control, six-way seat control and vinyl tops. Other popular options are described on this page. See your Cadillac dealer for complete availabilities and prices.



MARK OF EXCELLENCE



See your authorized dealer and drive Cadillac for 1969—a masterpiece from the master craftsmen.

MADISON CADILLAC, INC.
341 Union Avenue
MEMPHIS, TENNESSEE