



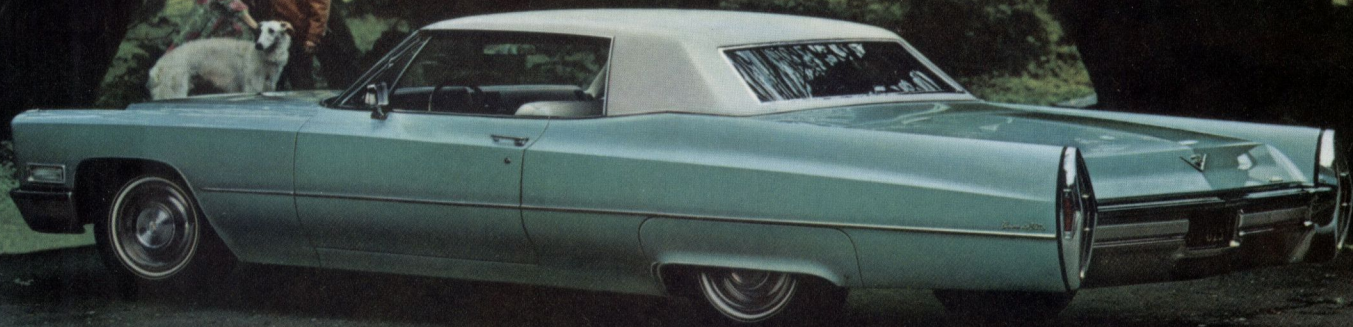
Your Cadillac dealer invites you to come in for a "Command Performance" test drive of the 1968 Cadillac. You'll be welcomed and given the opportunity to enjoy a wonderful motoring experience.

Inside, you'll see some of the star performers.



The elegant Fleetwood Brougham consistently receives top billing wherever it appears.

An extra-long wheelbase and overall length helps set the Brougham apart. Its impressive appearance is further distinguished by a padded roof, available in five colors. Handsome rosewood paneling accents the rich fabrics and leathers used in the exceptionally spacious interior. Exclusive to the Brougham are carpeted footrests and large storage pockets in the rear compartment. If you are seeking uncompromising motoring luxury, ask your authorized Cadillac dealer for a "Command Performance" test drive of the Fleetwood Brougham.



One of the most popular members of the "Command Performance" cast is the gracious Cadillac Coupe deVille. A wide choice of models, interiors and options gives the DeVille series special appeal to buyers

who seek to individualize their motor cars. And like all Cadillacs, the Coupe deVille (shown here), the Sedan deVille, Hardtop Sedan deVille and the DeVille Convertible offer the stirring performance of Cadillac's big, new 472 V-8 engine, largest V-8 ever to power a production passenger car. Also, all DeVilles provide the smooth, quiet ride and the luxurious interiors for which Cadillac is so renowned.



Eldorado's distinctive characteristics enable it to excel in even the most challenging roles.

The superb traction and control provided by Eldorado's front-wheel drive, combined with the impressive power of Cadillac's new 472 V-8 engine, would alone make the Fleetwood Eldorado one of the most outstanding performers on the American road. But when you also consider the precise maneuverability of variable-ratio power steering, the exceptional balance of automatic level control and the positive stopping action of front disc brakes, Eldorado offers driving pleasure without equal. All of these features are standard on the world's finest personal car, and you can enjoy them in an inspiring "Command Performance" test drive at your authorized dealer now.



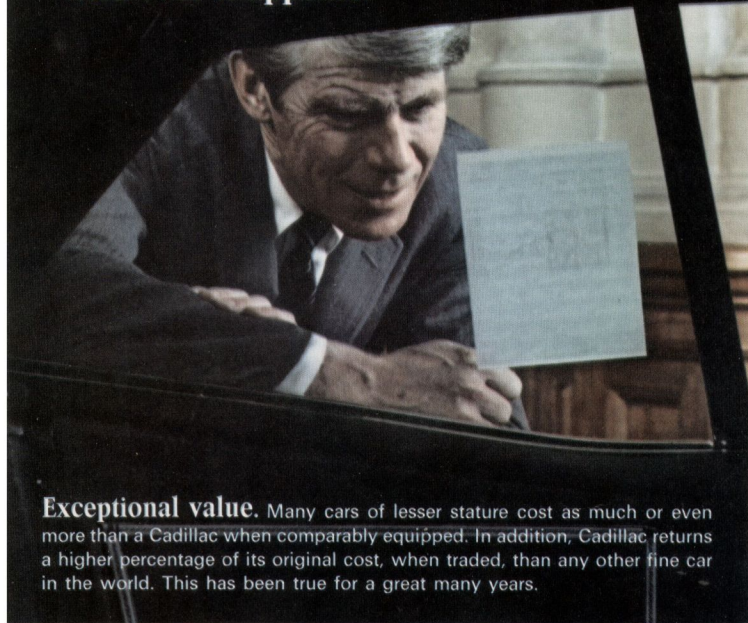
A "Command Performance" test drive often can best be enjoyed in the company of the spirited DeVille Convertible.

Those who desire the exhilaration of open-air motoring, but require the spaciousness and comfort of a luxury car, will find the DeVille Convertible a perfect answer. Its abundant stretch-out room and huge trunk make it one of the few convertibles particularly well-suited for long trips. By far the most popular luxury convertible in the world, the DeVille Convertible can be ordered with a host of Cadillac options to make driving even more pleasurable. Twilight Sentinel, Cruise Control, Remote-control Trunk Lock and Automatic Level Control are only a few. Ask your authorized dealer about others that are available for any Cadillac.

Outstanding road performance. Not only is Cadillac's new 472 V-8 engine the largest V-8 available in any production passenger car, it is also the quietest and smoothest running engine Cadillac has ever developed. Owners say they are barely aware of its presence, even in the most demanding driving situations. The new engine provides more than ample power for sparkling acceleration and smooth, effortless highway cruising, plus a substantial reserve for operating Cadillac's many power conveniences. Be prepared to discover a new pleasure and confidence when you take a "Command Performance" test drive.



Why Cadillac inspires audiences wherever it appears:



Exceptional value. Many cars of lesser stature cost as much or even more than a Cadillac when comparably equipped. In addition, Cadillac returns a higher percentage of its original cost, when traded, than any other fine car in the world. This has been true for a great many years.




Superb craftsmanship. All Cadillacs are built in one of the most modern, efficient plants in the automotive industry. Extraordinary precision and attention to detail characterize the workmanship of each model. The Cadillac level of quality requires time, dedication and painstaking effort.



Unsurpassed comfort. One of the most highly praised features of a Cadillac is its wonderfully smooth, quiet ride. Wide, deep-cushioned seats, abundant spaciousness and many thoughtful conveniences add to the incomparable pleasure of riding in the world's finest motor car.



A wealth of driving conveniences. Many of the driving assists that are extra-cost options on other cars are standard on all Cadillac models. Among these are power brakes, power steering, Turbo Hydra-Matic transmission and power windows.



A seat has been reserved for you at the greatest "Command Performance" in the history of luxury motoring. Be the guest of your Cadillac dealer and discover how easily Cadillac ownership can be attained . . . particularly right now, when your present car is probably worth more in trade than it will ever be again. Your authorized dealer is willing to go out of his way to help you stay within your new-car budget. See him soon.

Cadillac 

Some of the equipment illustrated or described herein is optional at extra cost. See your authorized Cadillac dealer for complete details and prices.



MARK OF EXCELLENCE
Cadillac Motor Car Division