



MORE TEMPTING THAN EVER
...AND JUST WAIT TILL YOU DRIVE IT!



YOU'LL
THRILL TO
CADILLAC'S NEW
MEASURE OF
PERFORMANCE

The agility of the 1964 Cadillac in traffic is nothing short of amazing. When you take the wheel for the first time, within a block or two you know beyond a doubt that here is something special in a car so grand. Its all-new 340-horsepower engine—the most powerful in Cadillac history—has been engineered to provide new split-second response in the important under-50 driving range. You pass, accelerate and maneuver with new ease and silence in today's metropolitan congestion. And when you reach the open road, Cadillac's tremendous reserve of power is equally alert at cruising speeds. Slow movers, trucks, even mountains, all succumb to the merest nudge of your accelerator. And you enjoy it all in the secure feeling that nothing you'll encounter will put the slightest strain on this magnificent motor car. If it sounds hard to believe, any doubts will vanish when you take command of the liveliest Cadillac—and the liveliest luxury car—of all time. Come in expecting a lot. You won't be disappointed. But just a word of caution—go easy on the accelerator until you get used to Cadillac's new kind of action. Even if you have known Cadillac for years, this one holds a bounty of surprises—every one wonderful.

① Improved Hydra-Matic and all-new Turbo Hydra-Matic, depending on model, are the smoothest and most responsive in Cadillac history. Teamed with an exclusive True-Center Drive Line, they provide the quietest, most vibration-free ride ever achieved.

② With Cadillac's highly perfected power steering you park, corner and turn this magnificent motor car with an ease that many a smaller car would boast of.



③ Cadillac's optional Cruise Control lets you set a predetermined cruising speed, then automatically holds it until you disengage it either manually or with a touch of your toe on the brake.

④ You get more than power brakes in a Cadillac. You enjoy the peace of mind of a true Triple Braking System, with fully functioning front and rear brakes and a true foot-operated emergency-parking brake.





Cadillac's renowned and unsurpassed conveniences and appointments . . . its almost unbelievable silence in motion . . . its wonderful comfort and relaxing ride . . . and its satisfying spaciousness—are combined in even greater abundance in 1964. And Cadillac's exclusive new optional Comfort Control, combining heating and air conditioning, lets you set exactly your favorite interior temperature and automatically hold it, regardless of weather changes and from season to season, with not as much as a thought on your part. Three highly sensitive "thermistors" anticipate temperature changes—even as you drive into a cloud bank or bright sun or approach sundown. Cool and warm air is mixed so gently (at the same time humidity is controlled) that comfort is electronically maintained at the determined thermostatic setting without a perceptible feeling of temperature change . . . even more quiet, unobtrusive and carefree than the system in your home or office.

YOU'LL RELAX
IN CADILLAC'S
NEW MEASURE
OF COMFORT



① Cadillac for 1964 provides a full range of power controls—windows, vents, seats, door locks and trunk lid lock. Consult your dealer about which are standard on your favorite model.

② When more than one member of the family drives the car, seven positions of Cadillac's extra-cost optional steering wheel enable adjustment of the wheel to individual comfort. This also permits you to vary position from time to time to reduce fatigue on long trips, even while the car is in motion. It can be raised instantly with a touch of a lever for easy entry and exit.





When you enter a Cadillac you enter a world of luxury and convenience unique in motoring. It's a rich world of flawlessly tailored fabrics . . . supple, hand-rubbed genuine leathers, perforated for extra comfort . . . contoured seats as invitingly cushioned as your favorite armchair . . . and appointments crafted with a jeweler's touch. Center armrests front and rear in most models, courtesy lights, reading lights, front and rear ashtrays and two or more lighters, glove box light, trunk light . . . make every moment in your Cadillac a brilliant one. The Twilight Sentinel, an extra-cost option that turns your headlamps on at dusk, off at sunrise, or turns them on under poor light conditions (even tunnels) and off when light improves. A simple fingertip control (above) incorporates an exclusive delayed-action switch which is adjustable up to a minute and a half to leave on lights to guide your way at night (below). And if you order Guide-Matic headlight control, which automatically lowers your headlamp beams for oncoming cars and raises them when they have passed, you'll find it neatly concealed in the left front fender ornament, another Cadillac touch. From the luxury of its thoroughly masculine power that responds so easily to a lady's touch—to its sumptuous interiors that so enhance a lady in masculine eyes—the world's most luxurious motoring awaits you in a Cadillac. And with its wide array of models, colors, interiors and options, this luxurious motoring is also the most *personal* motoring in the fine car field.



YOU'LL
DELIGHT
IN CADILLAC'S
NEW MEASURE
OF LUXURY
AND CONVENIENCE



ELEVEN MODELS
IN THREE SERIES . . .
AND ALL PRICED LESS
THAN YOU PROBABLY THINK!



Cadillac, alone among luxury cars, builds six sedans, two coupes, two convertibles and a limousine. When you inspect and drive any one of them, save the question about cost until last. Because chances are you'll happily discover you guessed Cadillac's price far too high. Actually, you can buy a Cadillac with Hydra-Matic, power steering, power brakes and a rich bounty of other standard equipment that costs extra on most cars, at a cost surprisingly close to that of many less desirable makes. Further, Cadillac saves you money with its remarkable

economy of operation, unsurpassed reliability and absolutely minimum routine maintenance. And, when it comes time to trade your Cadillac for a newer version, you'll find that the "car of cars" traditionally has held more of its original value than any other car in its class. This means that you actually pay little or nothing extra for the superb luxury, pride and distinction that is Cadillac's and Cadillac's alone. Before you buy any new car, get the heart-lifting dollars-and-cents facts from your Cadillac dealer.

YOUR DEALER WILL TELL YOU ABOUT CADILLAC'S WIDE CHOICE OF MODELS AND OPTIONS



J. L. FREED & SONS, INC.
Susquehanna Ave. and Vine St.
LANSDALE, PENNSYLVANIA

Litho in U.S.A.