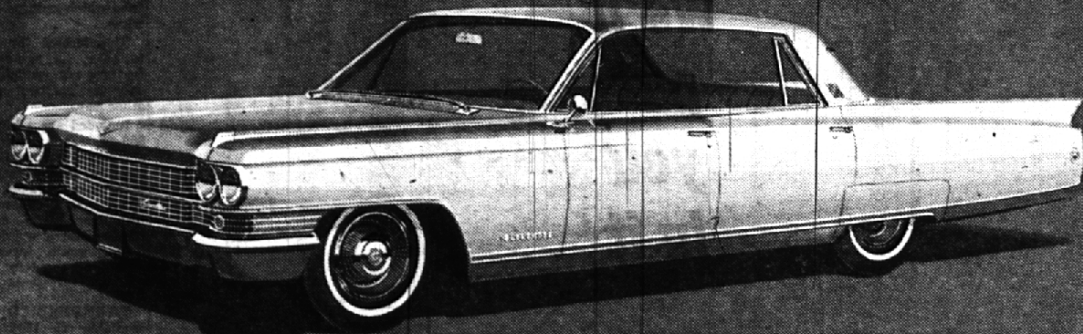


# See Cadillac's 1963 Standard of Excellence



## ...AT THE NATIONAL AUTOMOBILE SHOW

Cobo Hall, October 20 through 28

Cadillac's new, luxurious motor cars for 1963 are on elegant display at Detroit's National Automobile Show . . . surpassing by far the famous cars they supersede.

Embracing more than 150 major advancements in styling and engineering, the 1963 Cadillac invites your most critical inspection.

You will see a selection of ten of Cadillac's twelve 1963 models, including two dramatically styled coupes, the distinguished Fleetwood Sixty Special and the world-renowned Eldorado Biarritz. This is by far the widest choice of body styles in the luxury car field.

You will discover a breath-taking new world of highly personalized

motoring luxury with the widest choice of colors, fabrics, leathers and options in Cadillac's history.

And for sheer motoring grandeur, we invite you to inspect an Eldorado Biarritz Convertible created especially for this exhibit. This custom-built example of Fleetwood craftsmanship features four bucket seats, front center console with special instrumentation and gear shift, hand-tooled leather trim, New Zealand lambskin carpeting and silver-plated interior appointments, in addition to distinctive exterior styling.

We suggest that you call on your Cadillac dealer for an hour behind the wheel of 1963's New Standard of Excellence.

VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER

**WILSON PONTIAC-CADILLAC, INC.**

1350 NORTH WOODWARD AVENUE • BIRMINGHAM, MICHIGAN

While in Detroit, see the Standard of the World being crafted . . . Factory Tours, Monday through Friday, 10:00 A. M. and 2:00 P. M.