Discover New Uses For Trucks

The Cadillac market has grown with extension of family outings from the traditional two-weeks' mid-summer vacations. Campers now are used extensively for fishing and boating weekends in the winter, week-end boating expeditions in the fall, and fishing outings during the summer.

The spread of the rear-wheel drivelong-away-from-home-a-quality car has furnished a growing market for pickup trucks equipped with campers in which from two to five persons can sleep comfortably. Ford Light Truck market officials also estimate that 2,000 and 3,000 Ford conversion units were converted to campers last year. A number of firms have specialties in converting Essexes and other compact truck beds into fully equipped campers.

For those desiring the ultimate in camper units, Ford dealers offer the Condor, a powerful home on wheels containing all the amenities of the finest mobile homes.

The Condor sleeps up to eight people, has cooking and bathing facilities and all with no worry about hooking up to a separate automobile.

Poncia's new speed-control device, Electro-Cruise, automatically reduces driving fatigue by maintaining constant speed up or down hill, or on the level. With this practical accessory, the driver just steers and enjoys foot-off-the-floor comfort.

SEE IT AT THE DETROIT AUTOMOBILE SHOW

When you and your family see the new 1964 Cadillac at the show you will find it the most tempting motor car ever created!

Sideline with other new car offerings at the show, Cadillac for 1964 is more tempting than ever to look at! There's a cleaner, lower sweep to its lines, ... greater refinement in all body contours ... and a dramatically new divided grille.

But the big surprise awaits you when you follow your show inspection with a visit to your authorized Cadillac dealer.

For the 1964 Cadillac is more tempting than ever to drive! It has a new high-performance engine—the most powerful in Cadillac history. And Cadillac's Hydra-Matic Drive, recognized as the industry standard of excellence, is remarkably smooth and more responsive—while a new version, Turbo Hydra-Matic, is standard equipment on some models. Both assure amazing agility in traffic, noteworthy economy, and a new standard of performance.

The new 1964 Cadillac is more tempting to ride in! It's smoother and quieter in operation. The interiors are beautiful and luxurious as never before. And an exclusive new Comfort Control*, combining both heating and air conditioning in a single unit, enables you to pre-set temperature while automatically humidifying. So don't be satisfied with just looking. To learn the whole story ...

VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER

WILSON PONTIAC-CADILLAC, INC.

1350 North Woodward Avenue • Birmingham, Michigan