

CADILLAC

AND CADILLAC

FLEETWOOD FOR 1941







Presenting

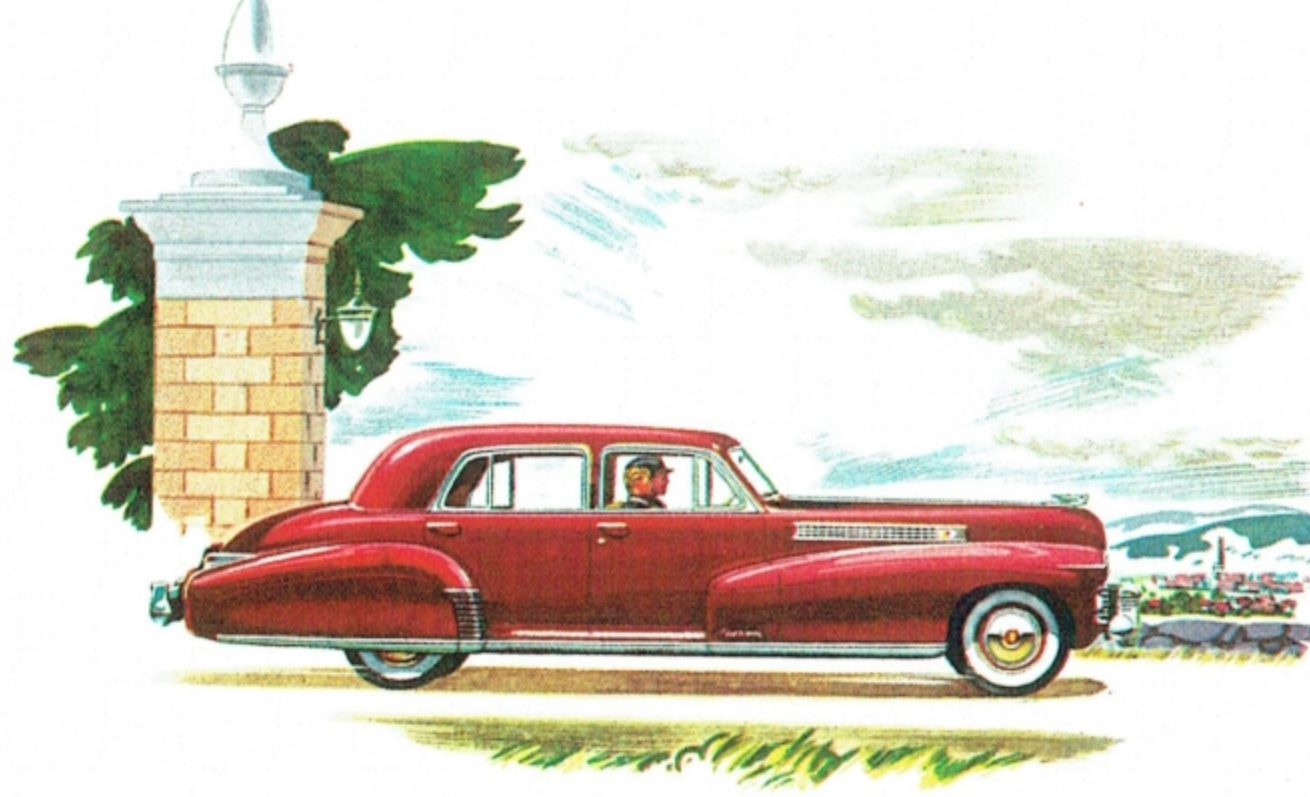
AMERICA'S FINEST MOTOR CARS

TWO NEW CADILLAC-FLEETWOODS • FOUR NEW CADILLACS

INCLUDING

THE LOWEST-PRICED CADILLAC V-8 EVER BUILT

39 YEARS
WITHOUT A COMPROMISE



Brings a Rich Reward

FOR THIRTY-NINE YEARS, Cadillac's manufacturing policy has remained one of the few certain things in an uncertain world.

Believing firmly that public preference eventually gravitates to that which is best, this organization, at its inception, decided to give its name only to the finest motor cars it was possible to produce.

In fidelity to its original purpose, Cadillac is without a counterpart in the automotive industry. As in the beginning, Cadillac designers, engineers, and craftsmen are still unhampered by rigid restrictions on research and production costs. Today, as always, their sole preoccupation is with perfection. No compromise with quality has ever been allowed.

And Cadillac and Cadillac owners have thereby gained a rich reward.

Owners enjoy the happy privilege of driving motor

cars which the world esteems above all others, and—as experience confirms—rightly so. For there is no single attribute of a motor car in which Cadillacs and Cadillac-Fleetwoods do not brilliantly excel. In all phases of performance, luxury, comfort, and safety, they represent the furthest advance that automotive progress has made.

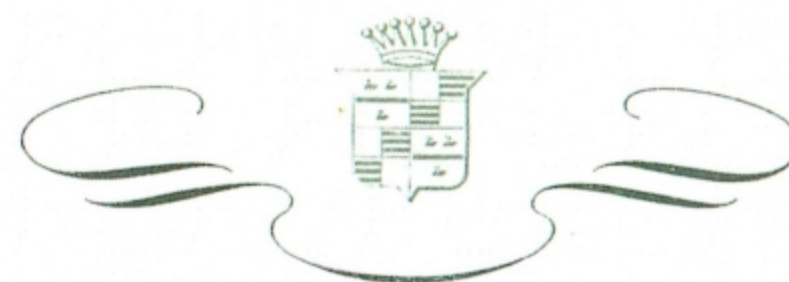
And to Cadillac has come a reward as great as that accruing to its owners. Cadillac has won a preference never before equalled among fine motor cars. *In the field above two thousand dollars, approximately two-thirds of all motorists invariably make Cadillac their choice.*

To these benefits of Cadillac's policy of perfection can now be added still another. Cadillac's steadily growing domination of the fine-car field has brought about the familiar industrial paradox: *Over the years increased demand has substantially decreased prices.*

A striking example is the Cadillac Sixty-One—added this year to the Cadillac line. This beautiful new motor car ranks with the greatest Cadillacs ever built. With true fine-car luxury, comfort, safety, and performance, it combines economy far superior to that of any but the smaller cars. Yet it is priced so low that any one who expects to pay above a thousand dollars for a car should now plan on owning a Cadillac.

All of the foregoing statements are, of course, susceptible of proof. You will find much of the evidence on the following pages. You will discover more by conversation with owners. But you will learn most by arranging with your Cadillac dealer for a ride in one of these splendid cars.

That is really the easiest and pleasantest method of all to find your way to the ultimate in motor car satisfaction.



ONLY CADILLAC PROVIDES THE MATCHLESS

Luxury and Comfort

OF COACHCRAFT BY FLEETWOOD

EXACTLY LIKE Cadillac, the Fleetwood organization has, from the beginning, been dedicated exclusively to the pursuit of perfection.

Almost from the start of the automotive industry, the world turned to Fleetwood for the ultimate in coachcraft. The fine originality and faultless taste of Fleetwood designers, and the matchless workmanship of Fleetwood craftsmen, made this name the greatest in its field.

All this is true today—but with one important difference. *The superb handiwork of the Fleetwood shops is now reserved exclusively for Cadillac.* Because it was early apparent that both organizations were working toward the same ends, Cadillac, sixteen years ago, arranged to take over the entire Fleetwood output. The two greatest automotive names have been inseparably linked ever since.

As you leaf through the pages of this book, you will find countless reasons to applaud this union. For Cadillac's co-worker in producing the world's finest

motor cars has again created something entirely new in beauty, luxury, comfort, and safety.

The bodies designed by Fleetwood exhibit a grace of line and contour that has never before been achieved in cars so spacious.

They are considerably lower than before, and adroit use of horizontal lines makes them look even closer to the road. Chromium, used with consummate art, gives added life to their sweeping lines. And windows are planned for genuine "sightseeing." Behind their safety plate glass, owners enjoy vision nearly as wide and free as that of open cars.

In the interiors of all Cadillac bodies, Fleetwood

designers have achieved their greatest triumphs to date.

These sumptuous "rooms" are truly designed for living. Wide, deep-cushioned seats invite repose. Fabrics are the richest examples of the weaver's art. The chromium and plastic fittings are authentic masterpieces of design. And Fleetwood's experienced thoughtfulness has provided appointments that anticipate every idea an owner might have about comfort and convenience.

Not in all the history of motoring have there been bodies so roomy, so luxurious, so comfortable, and so *safe*. They are perfect mirrors of the inbuilt quality of all cars by Cadillac—quality which has no serious rival anywhere.

We suggest that you follow your perusal of the following pages with a personal investigation of Fleetwood bodies and interiors, as displayed by your Cadillac dealer. We promise you that reality far transcends anything a picture can show.



GENERAL MOTORS'

FINEST MOTOR CARS

FOR 1941

CADILLAC AND FLEETWOOD

EXTEND THEIR LEADERSHIP TO

THE MEDIUM-PRICE FIELD



STANDARD OF THE WORLD

THERE is no longer any reason for accepting less than the Cadillac standard of comfort, luxury, safety, performance, and economy. For now there is a Cadillac in every field from the medium price range on up. A brief resumé of the six new series is given here. Complete information and detailed descriptions of the body styles available in each series will be found on the pages that follow.

THE CADILLAC SIXTY-ONE . . .

In every respect this handsome newcomer to the Cadillac family is the most sensational motor car presented in many years. It offers a full measure of the luxury, comfort, and performance which distinguish Cadillacs from all other cars. Yet its price is the lowest ever placed on a Cadillac V-8. And its economy is the envy of owners of even smaller cars.

THE CADILLAC SIXTY-TWO . . .

This strikingly beautiful motor car is the 1941 version of the Cadillac which started the new trend in body design visible in so many new cars. It is again a year ahead in styling and performance—thanks to exclusive innovations in design and engineering. Its mightier engine sets a new economy standard for cars of its price—and the price is still one of the lowest in the fine-car field.

THE CADILLAC SIXTY-THREE . . .

For sheer smartness this entirely new and exclusive luxury car stands completely alone, even among Cadillacs. Only one body style is offered, but it is unquestionably the most distinctive of its type visible today. And performance is just as unusual. With unsurpassed responsiveness the Cadillac V-8 engine combines economy unequalled elsewhere in the field of the Sixty-Three.

THE CADILLAC SIXTY-SEVEN . . .

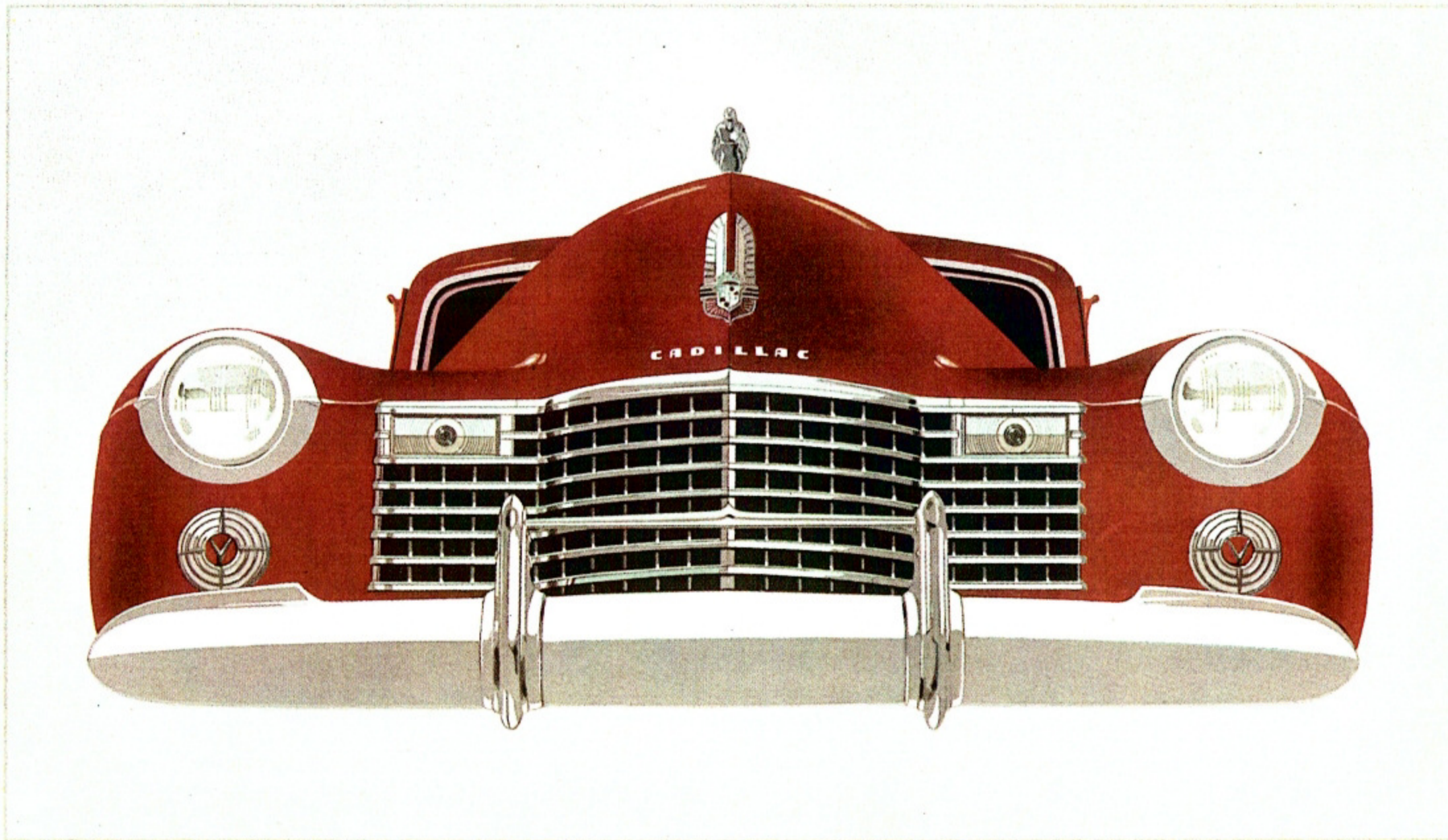
This spacious motor car has been designed specifically for people who want exceptional size and luxury without excessive first cost. It is a completely new addition to the Cadillac line, and, hence, is completely unprecedented in comfort and performance. And in the richness of its appointments, it takes rank above all other motor cars—excepting only the Cadillac-Fleetwood Seventy-Five.

THE CADILLAC-FLEETWOOD SIXTY SPECIAL . . .

Cadillac builds this dynamic series especially for those who seek appearance and performance distinct from those of any other motor car. While it is the most imitated of all motor cars, it is still unrivalled. In design and engineering it is altogether unique—truly "special" in every sense of the word. And that includes its remarkably low gas and oil consumption.

THE CADILLAC-FLEETWOOD SEVENTY-FIVE . . .

The Cadillac-Fleetwood Seventy-Five is the finest personal transportation the world affords. In this regal motor car Cadillac and Fleetwood have summed up everything their special experience has taught them. Both in its luxury and in the completeness of its appointments it is incomparably superior to any previous Cadillac-Fleetwood. There is virtually nothing left to ask for.



P R E S E N T I N G

F O U R B R I L L I A N T N E W S E R I E S

O F *Cadillac*

THE *Cadillac* SERIES SIXTY-ONE

THE COMPLETELY NEW Cadillac Sixty-One is both the *lowest-priced* and the *most economical* Cadillac V-8 ever built.

Its cost is so modest that every buyer in the medium-price range should now plan on owning a Cadillac. And its operating and upkeep economy is so superior to that of any car in its field that substantial savings can be expected from the first day of ownership.

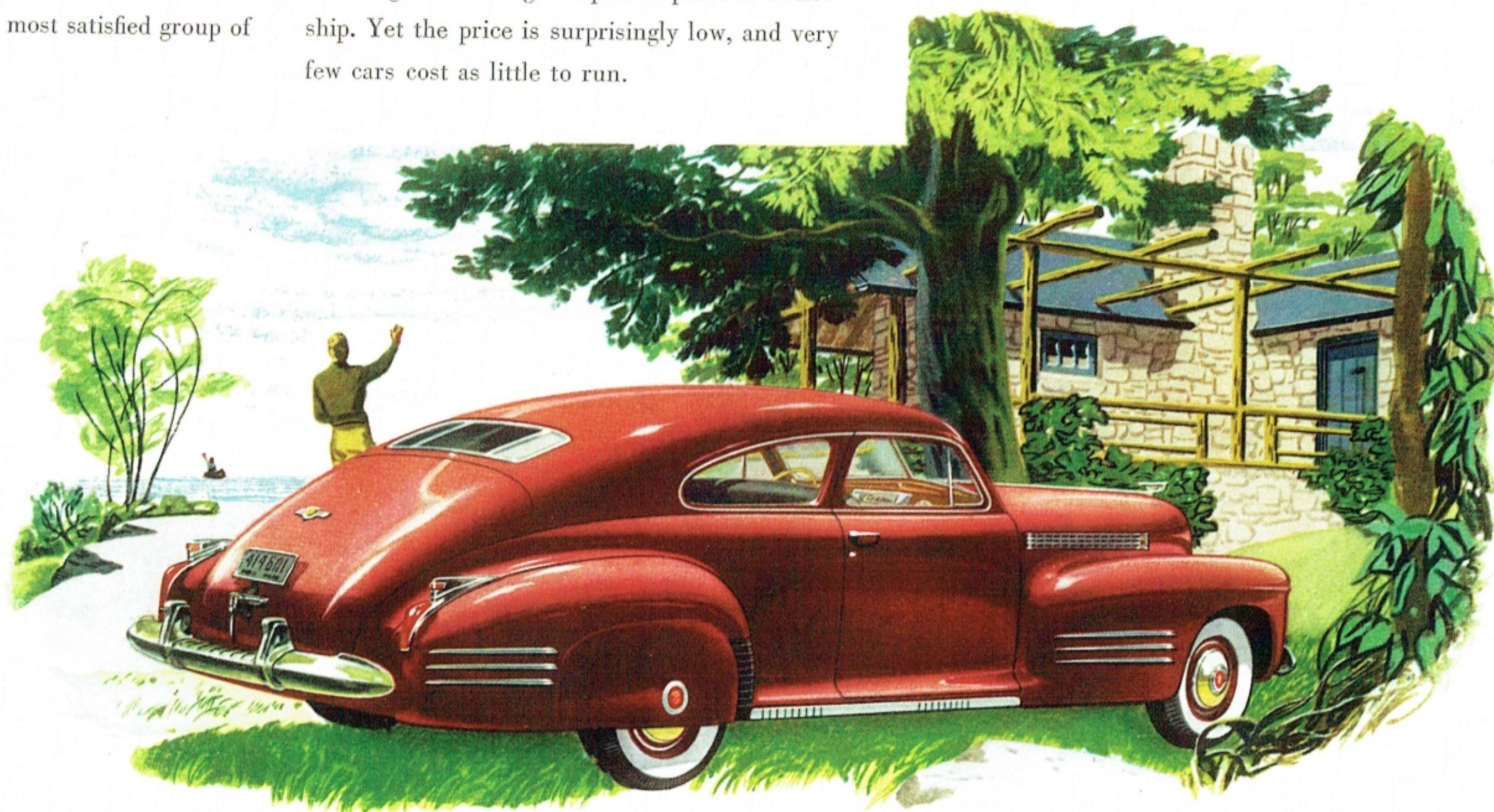
Yet the Sixty-One ranks with the greatest motor cars ever built. In looks, luxury, comfort, and performance it is completely a Cadillac.

Its distinctive front end, and beautifully modeled streamlines, identify the car immediately as a member of the first family of motordom—and its owners as members of the most satisfied group of motorists in the world.

Its distinguished pedigree is just as apparent inside. Fleetwood has endowed the spacious interiors with every luxury that can add to your comfort and convenience. The Sixty-One is one of the most beautiful possessions you can acquire.

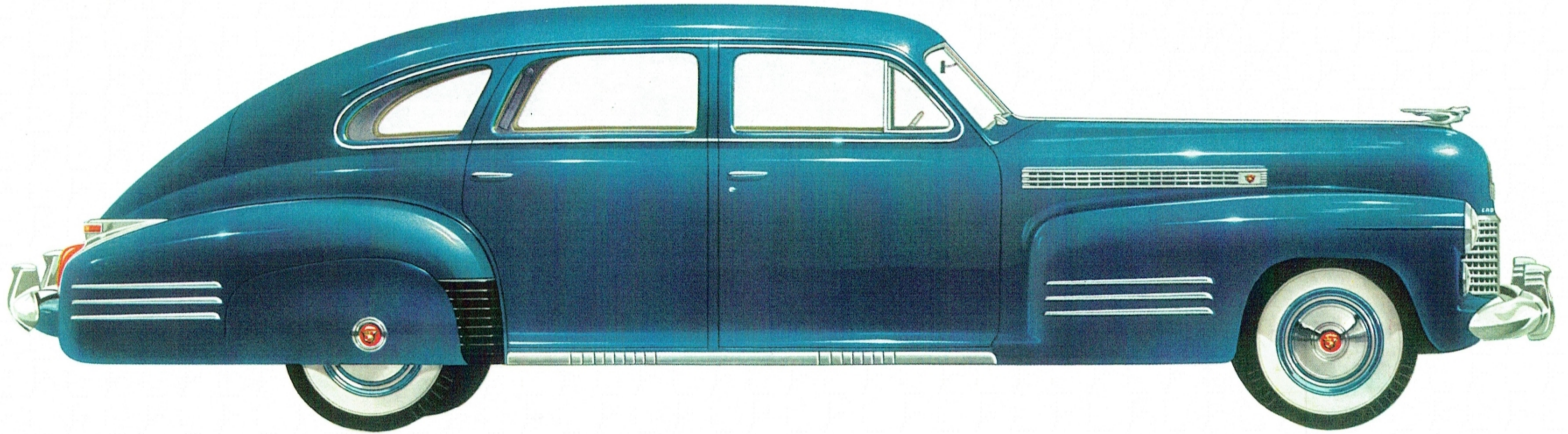
And performance is in the same splendid key. A more powerful Cadillac V-8 engine responds to every command as quickly and quietly as thought. There isn't a car in its field that can travel with the Sixty-One.

This remarkable new car is available in four body styles, which include a sedan and a coupe priced slightly lower than those illustrated. All four body styles provide every important Cadillac advantage—including unequalled pride of ownership. Yet the price is surprisingly low, and very few cars cost as little to run.

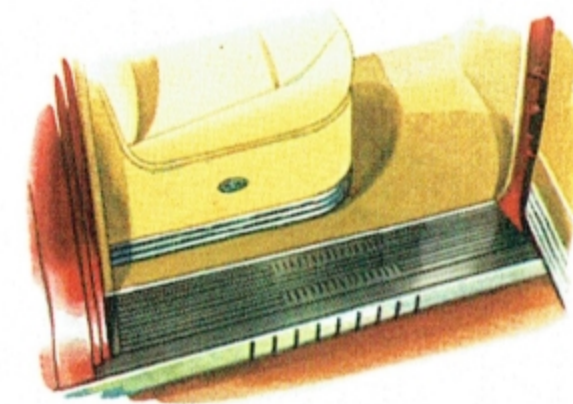
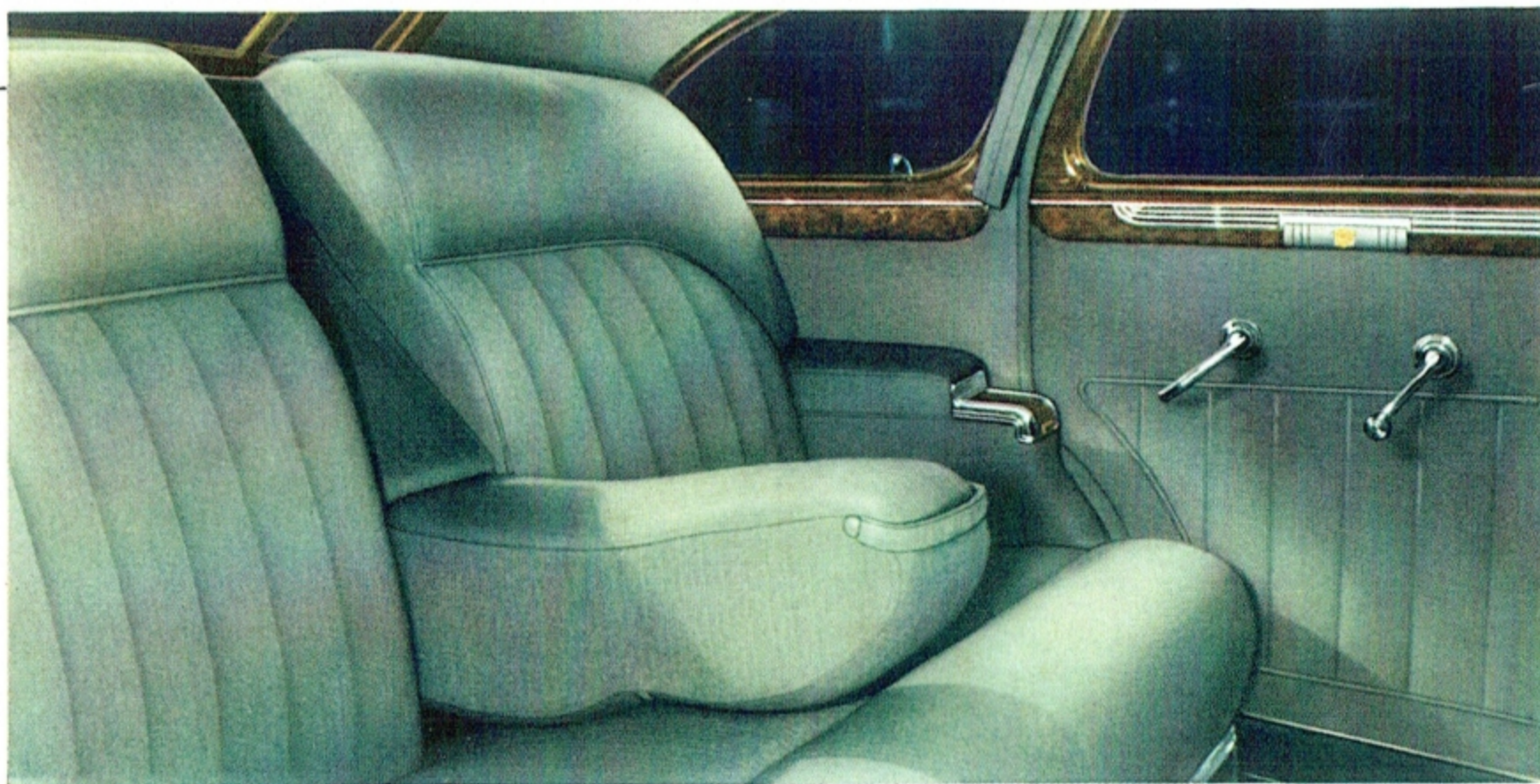


THE CADILLAC *Series Sixty-One* FIVE-PASSENGER TOURING SEDAN

(DE LUXE MODEL ILLUSTRATED AND DESCRIBED)



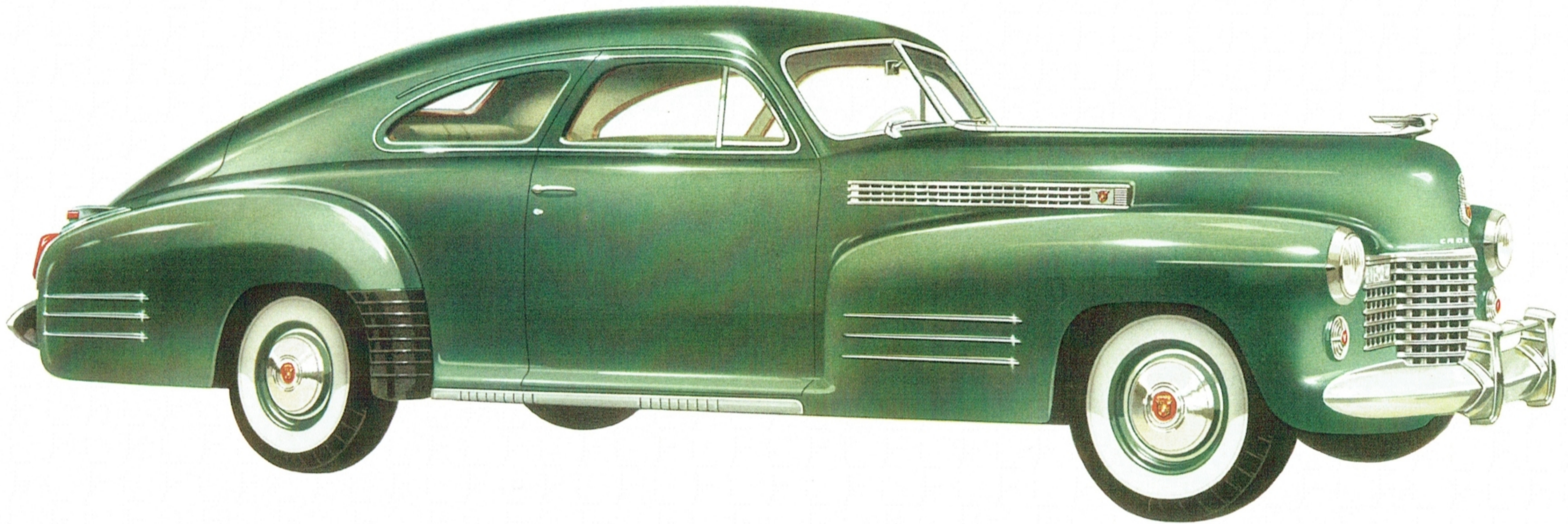
THE SPACIOUS INTERIOR IS UPHOLSTERED IN YOUR CHOICE OF SIX FINE FABRICS



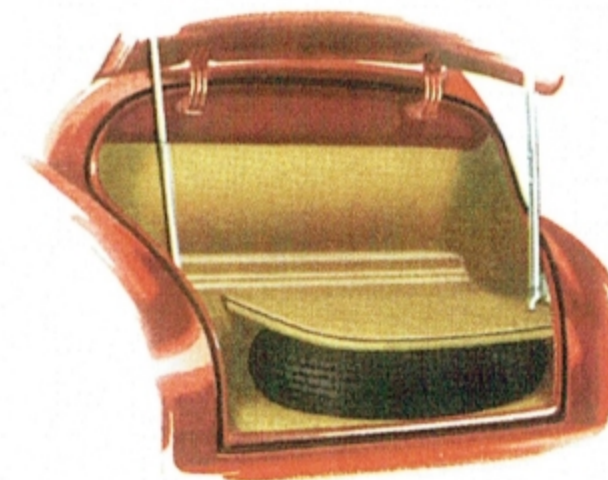
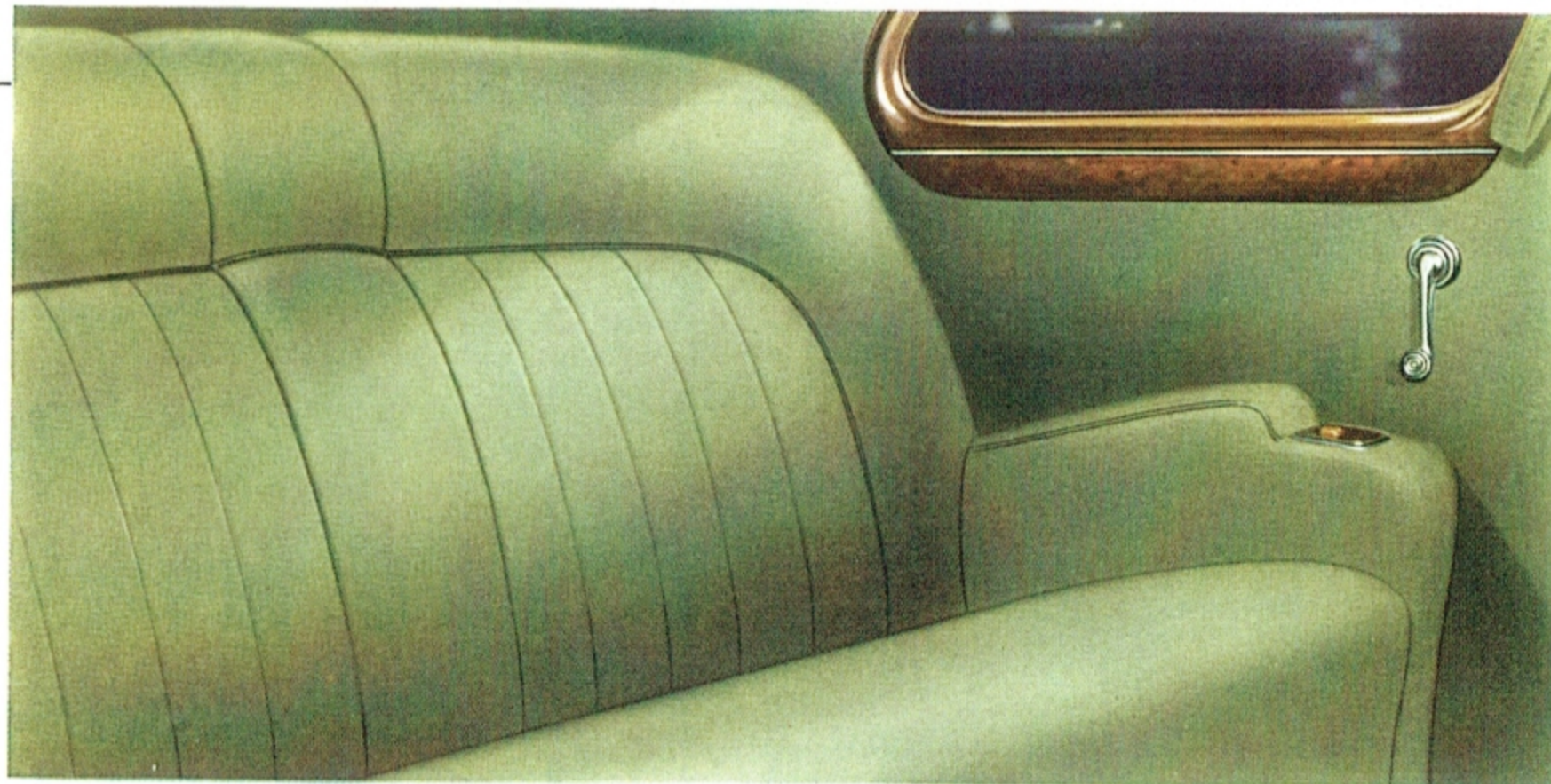
Illustrated is the new concealed running board. Front-compartment appointments include: Ash tray and automatic cigar lighter on instrument panel . . . fabric-lined glove compartment with automatic light . . . two sliding sun visors . . . leather-covered pull-to armrests on both doors. Tonneau appointments include: Built-in footrest . . . lace-covered robe cord . . . folding center armrest . . . ash tray and lighter in each side armrest . . . assist straps . . . automatic dome light operating when any door is opened. Other special features include: Spacious rear trunk compartment with automatic light . . . upright mounting of spare wheel on side of rear trunk compartment.

THE CADILLAC *Series Sixty-One* FIVE-PASSENGER COUPE

(DE LUXE MODEL ILLUSTRATED AND DESCRIBED)



A FULL-WIDTH AUXILIARY SEAT DOUBLES THE CAPACITY OF THIS BEAUTIFUL COUPE



Illustrated is the exceptionally large luggage compartment with an automatic light, and with spare wheel mounted flat on floor. Interior appointments of the roomy body include: Fabric-lined glove compartment with automatic light . . . ash tray, lighter and electric clock on instrument panel . . . built-in radio grille . . . two sliding sun visors . . . leather-covered pull-to armrests on both doors . . . folding center armrest in rear seat . . . automatic dome light which operates when either door is opened . . . lace-covered robe cord on both sections of split front seat back . . . ash tray in each rear seat side armrest. Other special features include concealed running boards, and a choice of six fine upholstery fabrics.

THE *Cadillac* SERIES SIXTY-TWO

THIS NEW VERSION of the Cadillac Sixty-Two is again America's finest example of the practical and beautiful body design popularly called "Torpedo" styling.

The low, wide Cadillac front-end ensemble makes a particularly happy combination with the low, wide "Torpedo" bodies. Chrome louvres on the fenders, and chrome molding along the base of the body, accentuate the long sweep of the road-hugging lines. No handsomer car exists.

With this outward distinction go luxury and comfort new to the world. Fleetwood designers have used all their skill to make the interiors as restful and beautiful as a perfectly appointed living room. Among all motor cars, only the higher-priced Cadillacs can compete with the richness and roominess of the Sixty-Two.

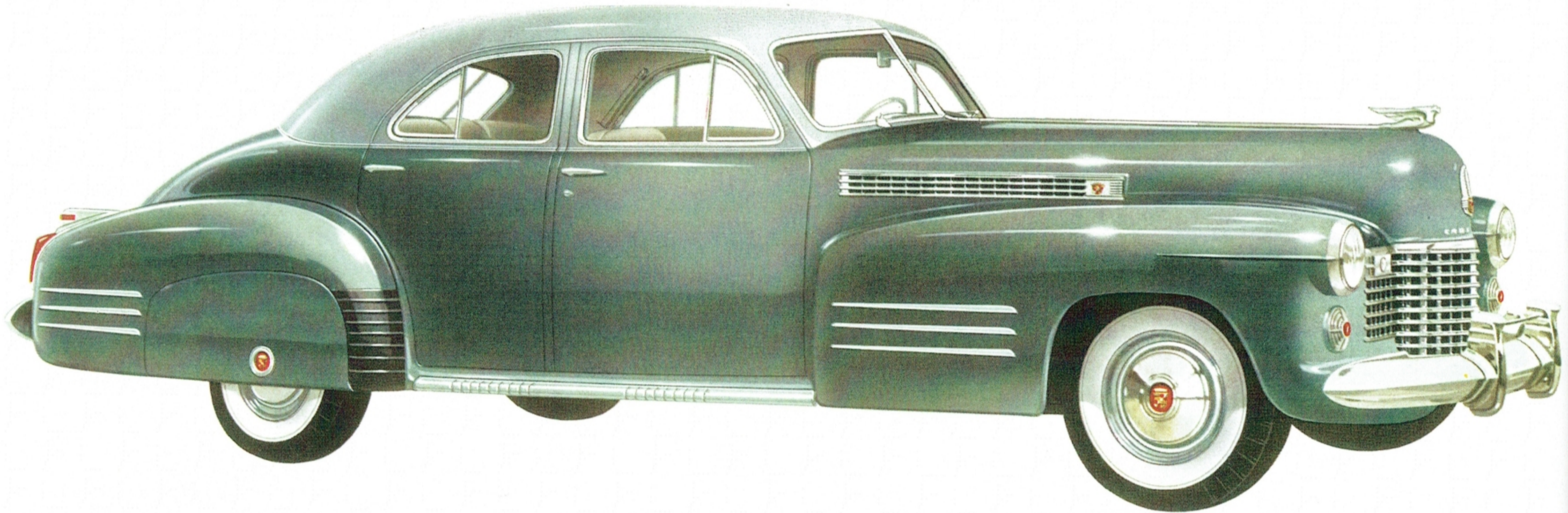
And, in addition, owners enjoy the might of the most efficient Cadillac V-8 engine ever built. Many improvements in design and manufacture have stepped up power and lowered gasoline consumption. This mightier motor makes the Sixty-Two the *performance* and *economy* star of its field by a wide margin.

To the other special virtues of this fine motor car can be added a moderate price. Each of the four body styles described on the following pages is an outstanding example of Cadillac's ability to give more quality at less cost. Both of the closed models illustrated are also available, with certain interior changes, at even smaller cost. You can depend on it—no other cars of comparable price can so much as compare with the Cadillac Series Sixty-Two for looks, luxury, performance and economy.



THE CADILLAC *Series Sixty-Two* FIVE-PASSENGER TOURING SEDAN

(DE LUXE MODEL ILLUSTRATED AND DESCRIBED)



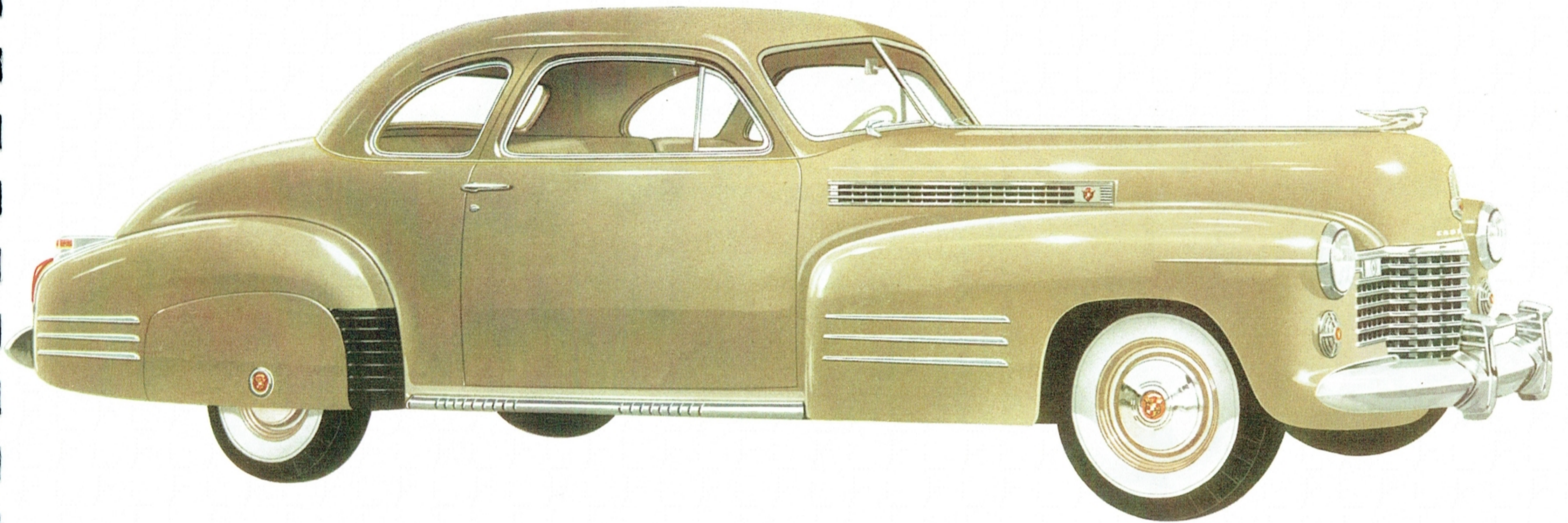
THE SIX UPHOLSTERY SELECTIONS INCLUDE FABRICS IN TAN, BLUE-GRAY, AND GREEN



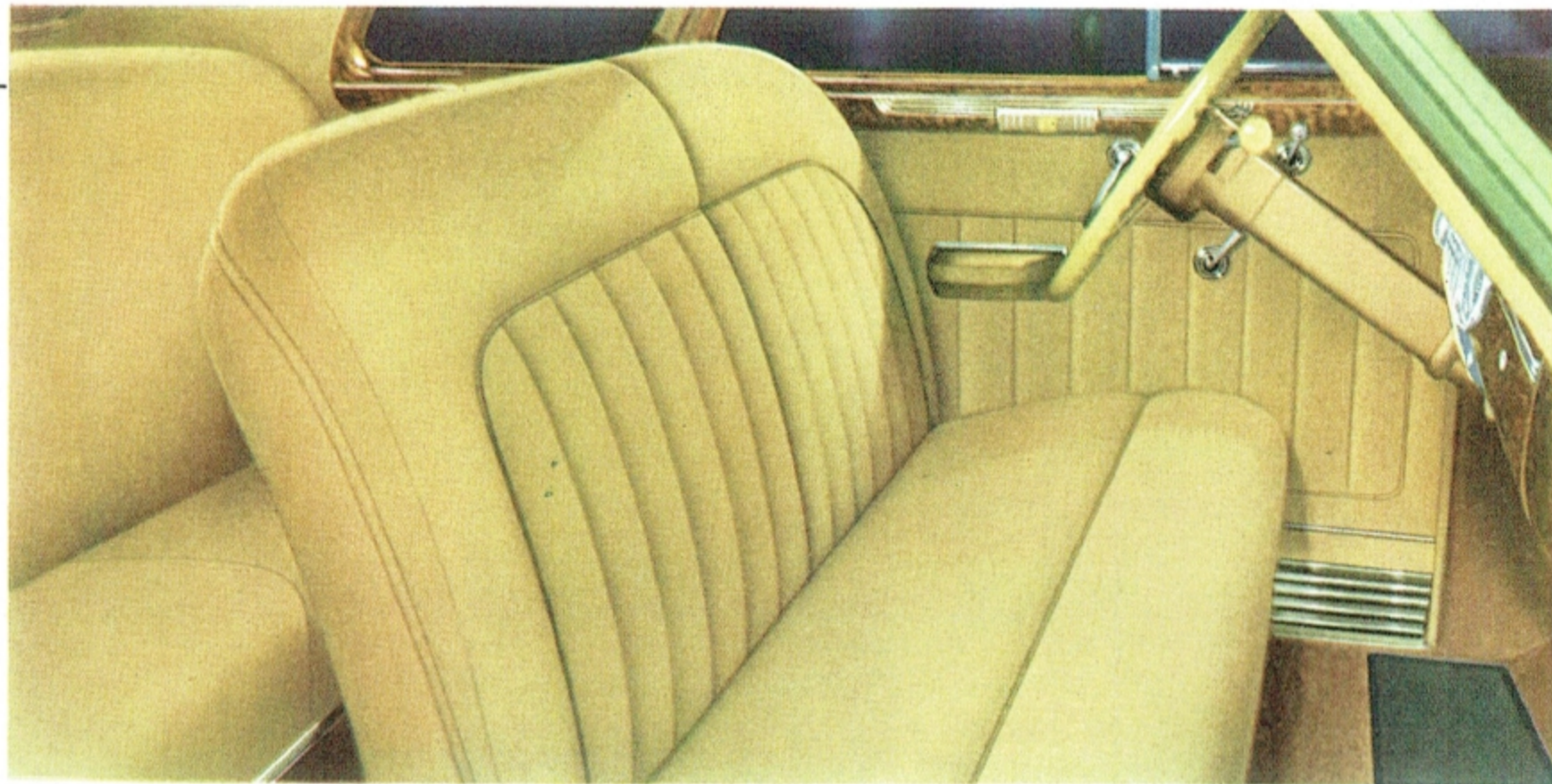
Illustrated are the handsome plastic and chrome steering wheel, and the conveniently arranged controls. Special features include optional running boards, and a large, automatically lighted trunk with spare wheel mounted upright on the side. Appointments of the driver's compartment include: sliding sun visors . . . fabric-lined, lighted glove compartment . . . electric clock . . . built-in radio grille . . . ash tray and automatic lighter . . . leather-covered armrests on doors. Rear compartment appointments include: lace-covered robe cord . . . built-in footrest . . . automatic dome light which operates when any door is opened . . . two assist straps . . . folding center armrest . . . ash tray and lighter in each armrest.

THE CADILLAC *Series Sixty-Two* FOUR-PASSENGER COUPE

(DE LUXE MODEL ILLUSTRATED AND DESCRIBED)



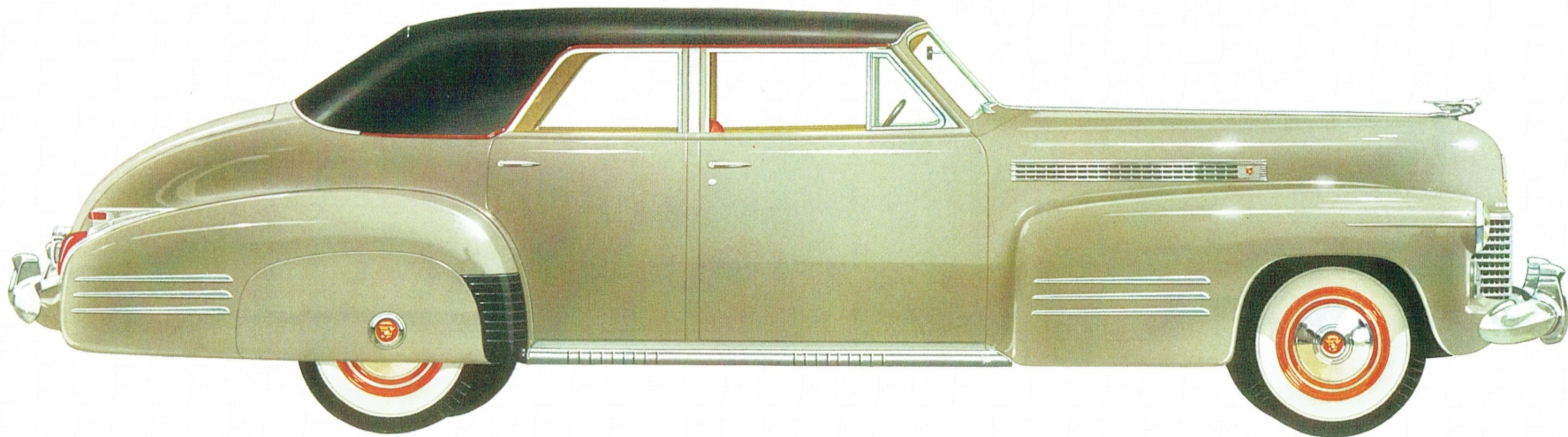
YOU MAY CHOOSE FROM A SELECTION OF SIX LUXURIOUS UPHOLSTERY FABRICS



Illustrated is the exceptional roominess of the full-width auxiliary seat. The back of the front seat tips forward for easy entrance—and each section is indented for extra knee space. Other body features include: Automatic dome light which operates when either door is opened . . . ash tray and automatic lighter in instrument panel . . . fabric-lined glove compartment . . . electric clock . . . two sliding sun visors . . . pull-to armrests on both doors . . . built-in

radio grille . . . ash tray in each rear seat side armrest. The spare wheel is carried flat on the floor of the spacious rear deck. Running boards are optional. Unless running boards are specified the base of the body is decorated with a wide stainless steel molding.

THE CADILLAC *Series Sixty-Two* CONVERTIBLE SEDAN



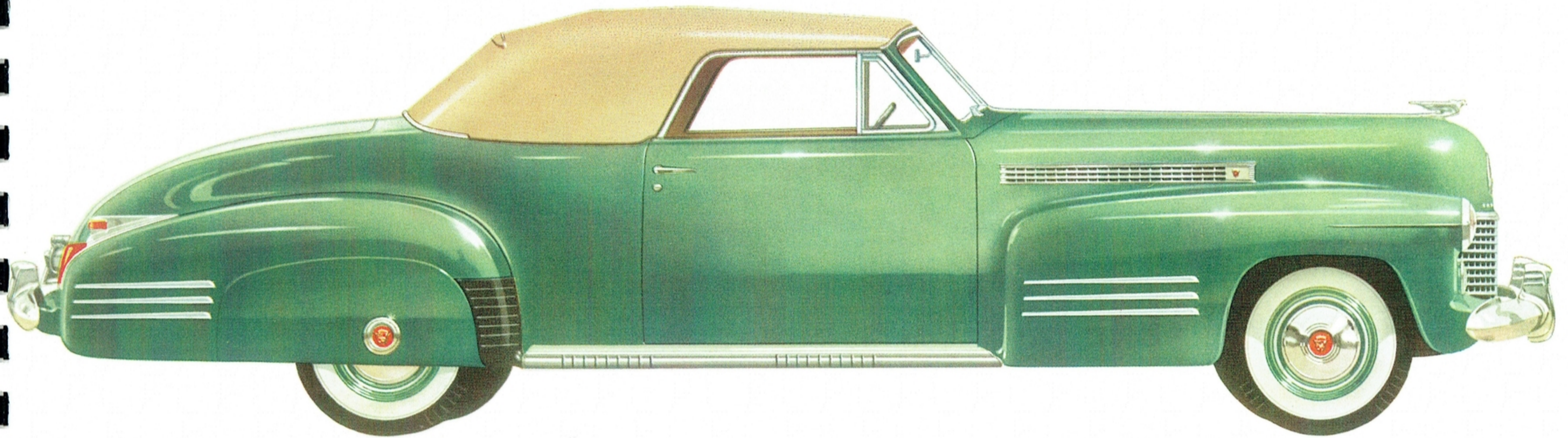
THREE TWO-TONE, AND FIVE SINGLE-TONE, LEATHER UPHOLSTERY OPTIONS ARE AVAILABLE



Illustrated is the smart interior of this spacious convertible model. Three different top colors are offered to harmonize with upholstery choices. The trim boot into which the lowered top fits is furnished in the same fabric as the top. Appointments include: Automatic courtesy lamps . . . leather-covered robe cord . . . lighter and ash tray in both front and rear compartments . . . folding center armrest in rear seat

. . . two adjustable sun visors . . . built-in footrest . . . fabric-lined glove compartment with automatic light . . . built-in radio grille. Running boards optional. The large trunk, with automatic light, carries the spare wheel mounted flat on compartment floor.

THE CADILLAC *Series Sixty-Two* CONVERTIBLE COUPE



AVAILABLE IN YOUR CHOICE OF EIGHT LEATHER UPHOLSTERY OPTIONS



Illustrated is the operation of the vacuum-actuated mechanism which automatically raises and lowers the top. Control is on instrument panel. Top, and the boot in which it is concealed, are offered in three colors. Appointments include: Side-mounted rear-vision mirror . . . fabric-lined glove compartment with automatic light . . . full-width rear seat with ash trays in both side quarters . . . pull-to arm-rests on both doors . . . dome light . . . large, automatically lighted rear deck with floor-mounted spare wheel . . . two wind-deflecting adjustable sun visors . . . radio grille, ash tray and automatic lighter in instrument panel. Running boards are optional.

THE *Cadillac* SERIES SIXTY-THREE

THE Cadillac Sixty-Three—another newcomer to the Cadillac family—is a decided departure from conventional design.

Because of the originality of its exterior styling, and the wealth of special interior details, it might well be called the Sixty Special of its field.

Indeed, like that unique motor car, it offers in a single body the advantages of the varied body styles available in other lines.

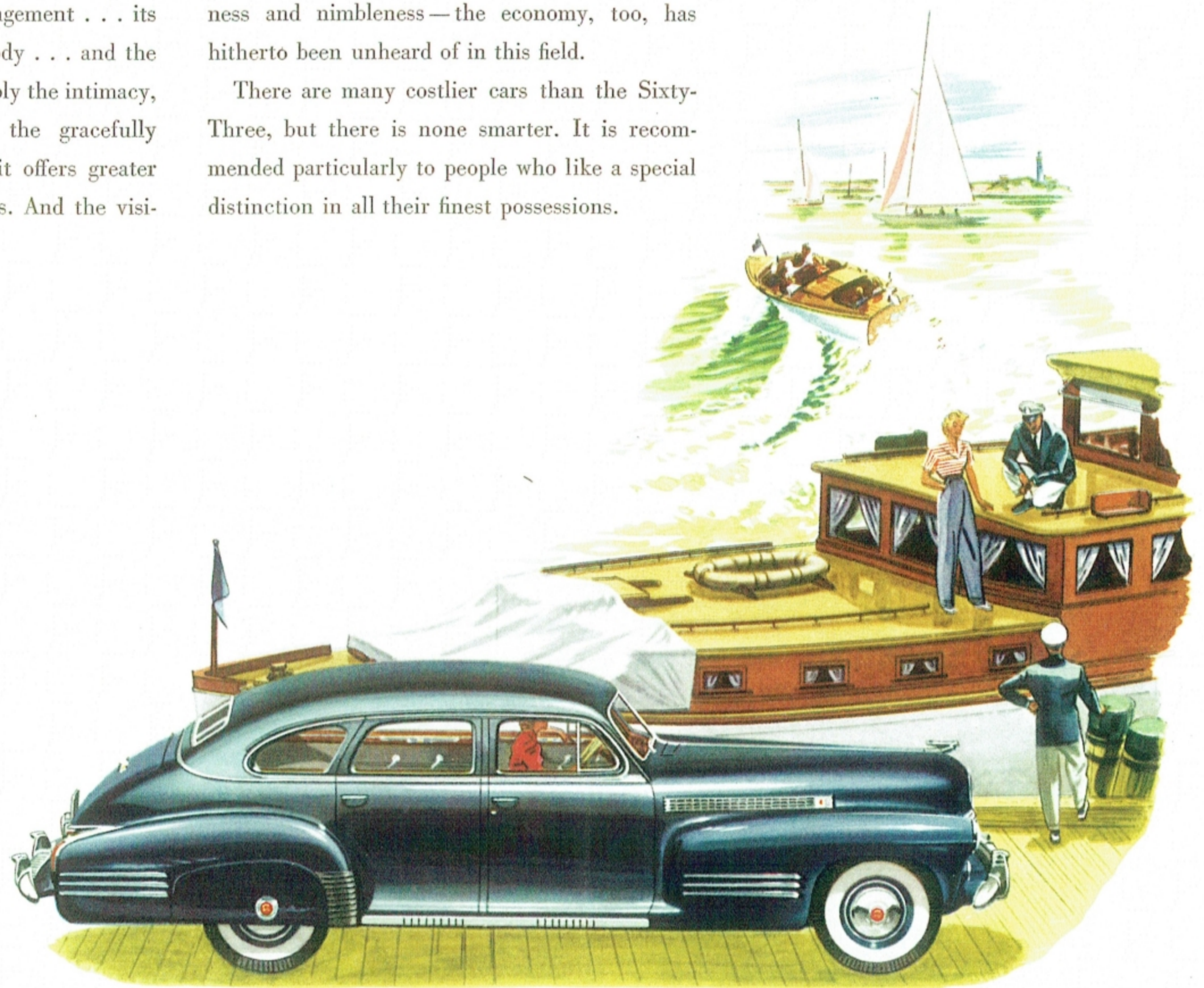
Its close-coupled interior arrangement . . . its smooth blending of trunk and body . . . and the exceptional size of the trunk, supply the intimacy, the extra luggage space, and the gracefully sweeping lines of a coupe. Yet it offers greater seating comfort than most sedans. And the visi-

bility open to drivers and passengers is remarkable.

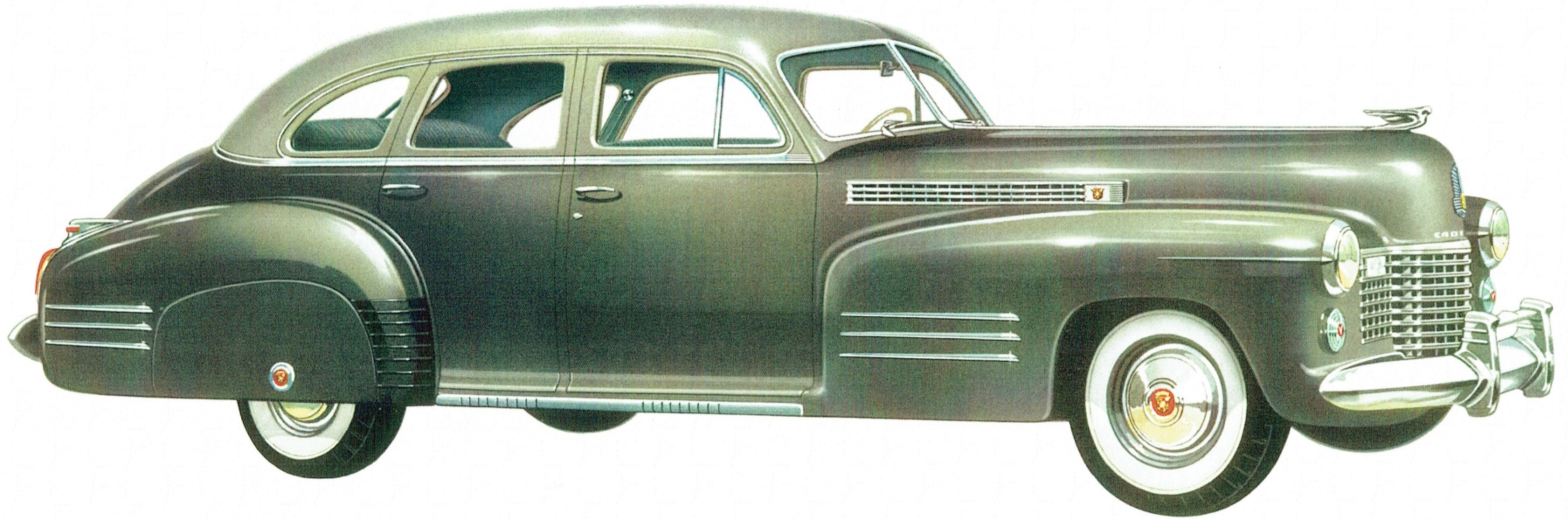
The interior is a veritable jewel case. Its luxury would be unusual even in cars of considerably greater cost. Fine fabrics line the walls, ceiling and seats. Chromium beading sets off their rich beauty. Never have Fleetwood designers wrought to better purpose.

And performance, of course, is beyond comparison. Not only do owners enjoy unusual alertness and nimbleness—the economy, too, has hitherto been unheard of in this field.

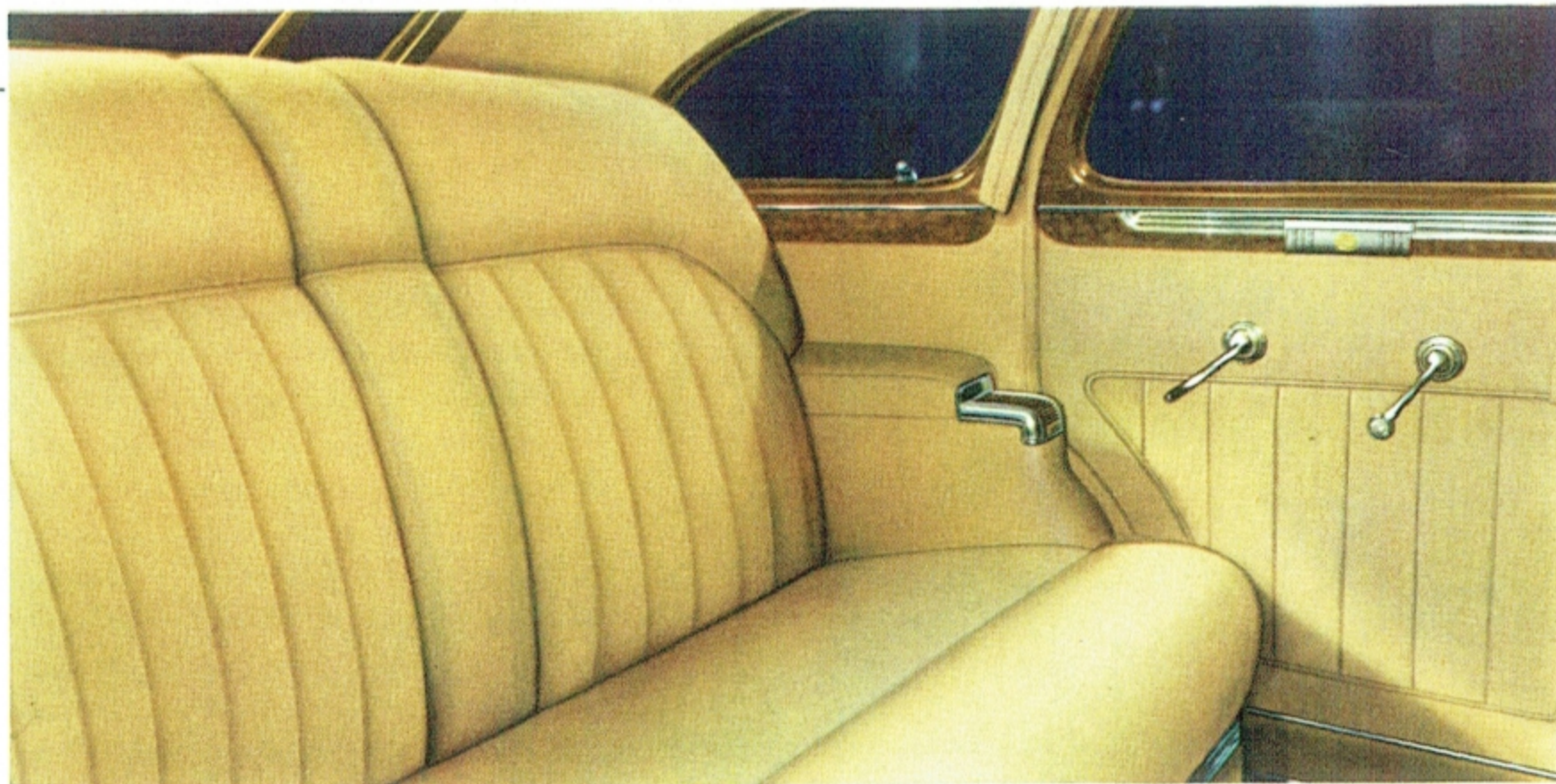
There are many costlier cars than the Sixty-Three, but there is none smarter. It is recommended particularly to people who like a special distinction in all their finest possessions.



THE CADILLAC *Series Sixty-Three* FIVE-PASSENGER TOURING SEDAN



A SELECTION OF SIX FINE FABRICS GIVES INDIVIDUAL TASTES WIDE SCOPE

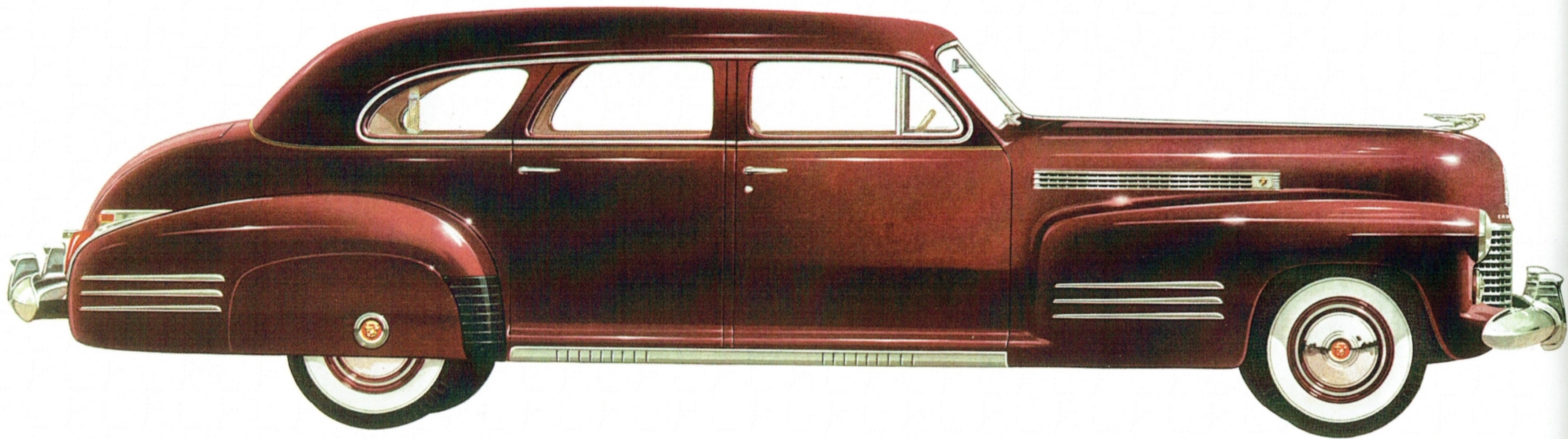


Illustrated are some of the many conveniences of this exclusive body style, including the smoking set with which both rear seat side armrests are equipped. In addition, rear compartment appointments include: Automatic dome light . . . lace-covered robe cord . . . folding center armrest . . . two assist straps . . . built-in footrest. Appointments of driver's compartment include: Ash tray, electric clock and lighter in instrument panel . . . fabric-lined glove compartment with automatic light . . . two sliding sun visors . . . leather-covered pull-to armrests on doors. The spacious trunk with automatic light provides generous luggage space. Concealed running boards revealed when doors are opened.

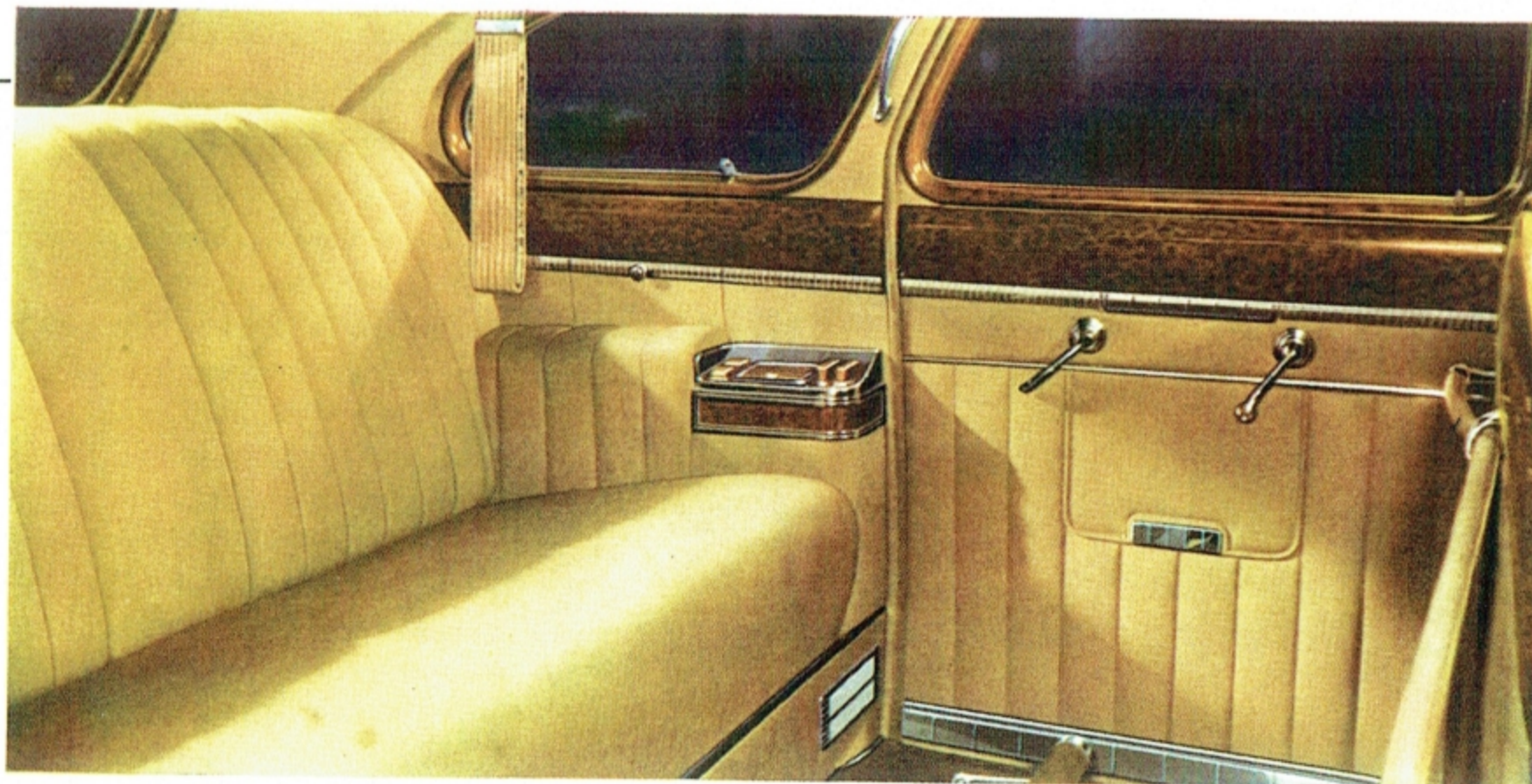
The spacious trunk with automatic light provides generous luggage space. Concealed running boards revealed when doors are opened.

THE CADILLAC *Series Sixty-Seven* SEVEN-PASSENGER TOURING SEDAN

(AVAILABLE WITH IMPERIAL DIVISION FOR CHAUFFEUR DRIVING)

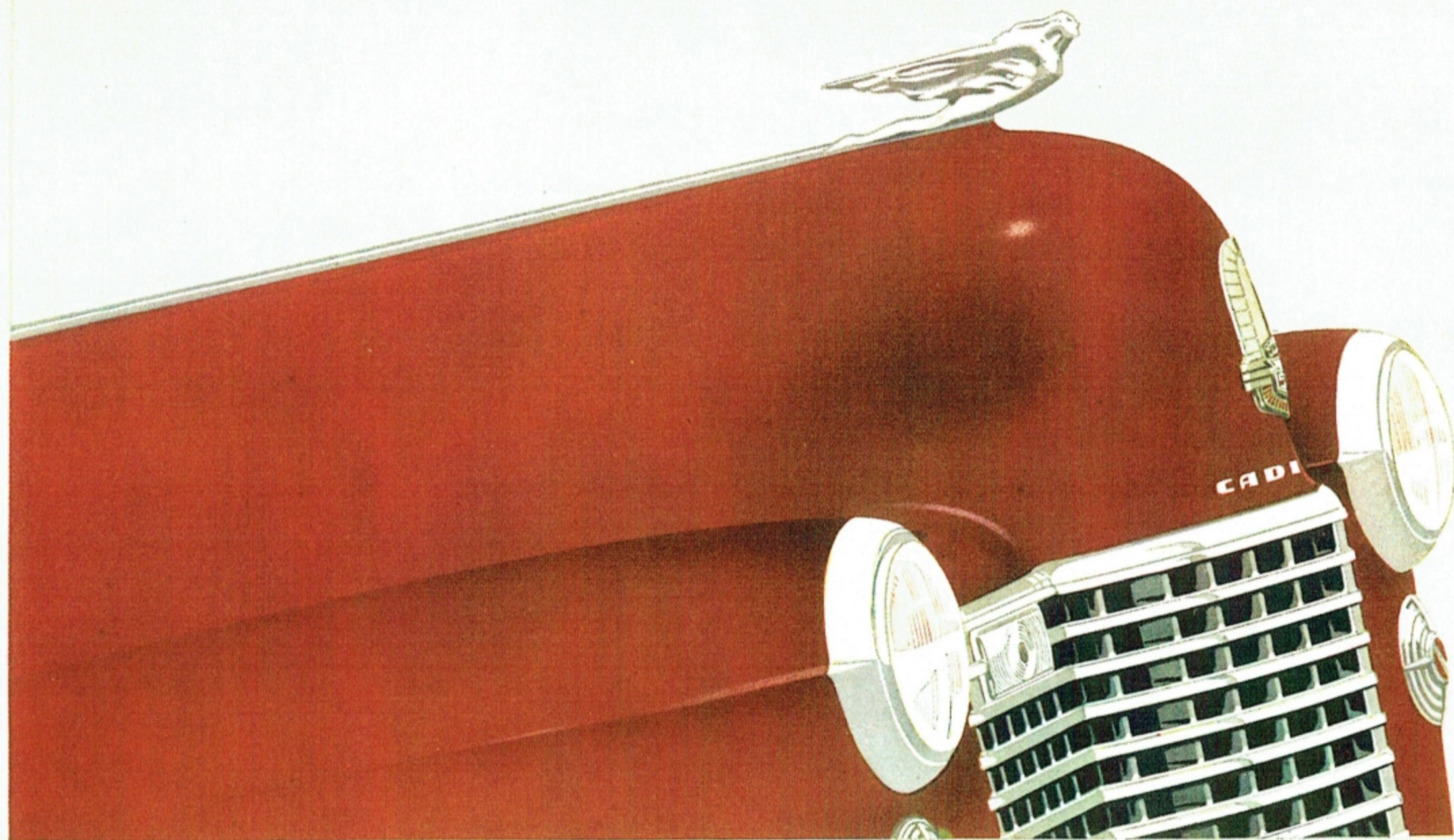


APPOINTMENTS OF THE FLEETWOOD INTERIOR ARE COMPLETE TO THE LAST DETAIL



Illustrated is one of the two luxurious auxiliary seats which fold neatly into the back of the front seat. Other interior appointments include: ash tray, and lighter in each rear seat side armrest . . . folding center armrest . . . dome light . . . courtesy lights which operate when doors open . . . lull straps . . . assist grips . . . carpet-covered footrest . . . fabric-covered robe cord . . . heater grilles in back of front seat . . . package compartments in sides of rear quarters above armrests . . . and tonneau

clock in Imperial Sedan only. There are six upholstery choices. The Imperial Division, available on special order, is raised and lowered electrically by controls in each rear side armrest. With this option chauffeur's compartment is trimmed in black leather.



PRESENTING

TWO SUPERB NEW SERIES OF

Cadillac-Fleetwoods

THE

Cadillac-Fleetwood SIXTY SPECIAL

BUILT FOR THE avowed purpose of being different from all other motor cars, the Sixty Special embodies, each year, the most advanced ideas of the automotive industry's ablest group of engineers.

As a result, it has become the natural pace-maker of the automotive world—annually shadowing forth innovations in styling, luxury, comfort, safety, and performance that will not be common property for some time to come.

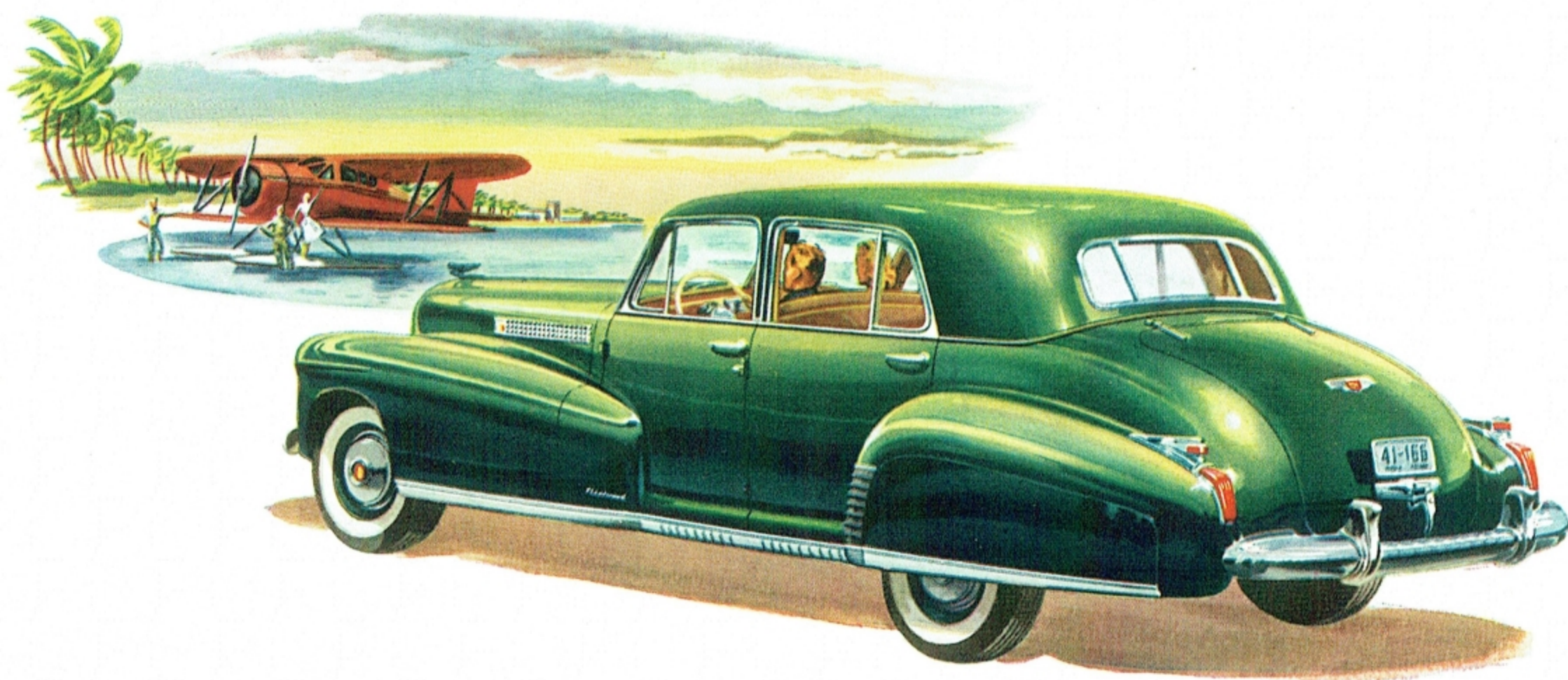
And this year is no exception. The dynamic quality of its performance has been further enhanced. Again nothing on the highway responds, handles, or rides quite like it. Driving a Sixty Special is the most exhilarating experience offered by a motor car.

With this electrifying performance comes styling just as new. Longer fenders extend over

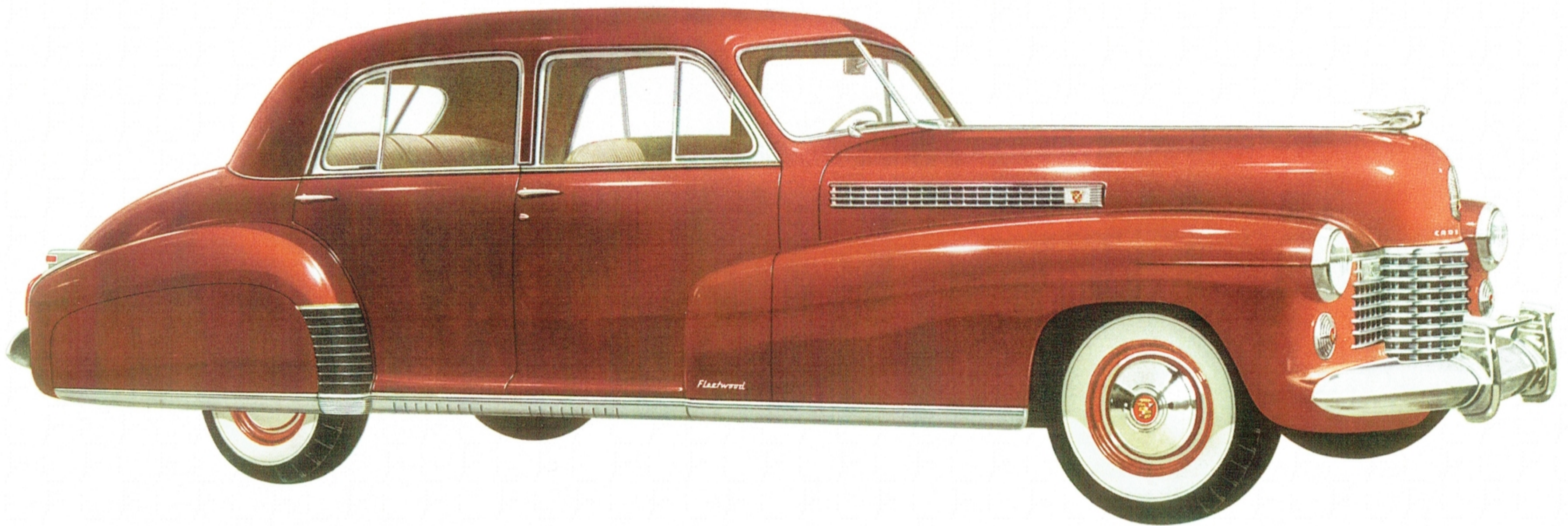
the front doors. Smart new molding at the base of the body runs from the skirts of the front fenders through the new rear wheel shields. The Sixty Special, in fact, *looks* exactly like what it is—the most distinctive of all motor cars.

If you prefer a car that is one *in* a million, rather than one *of* a million, here, beyond question, is the natural choice.

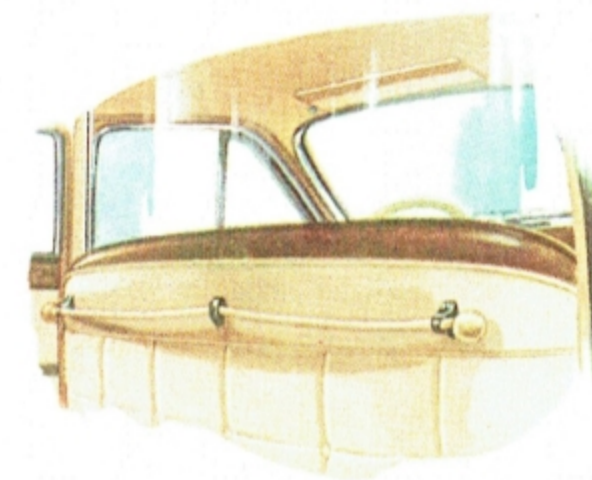
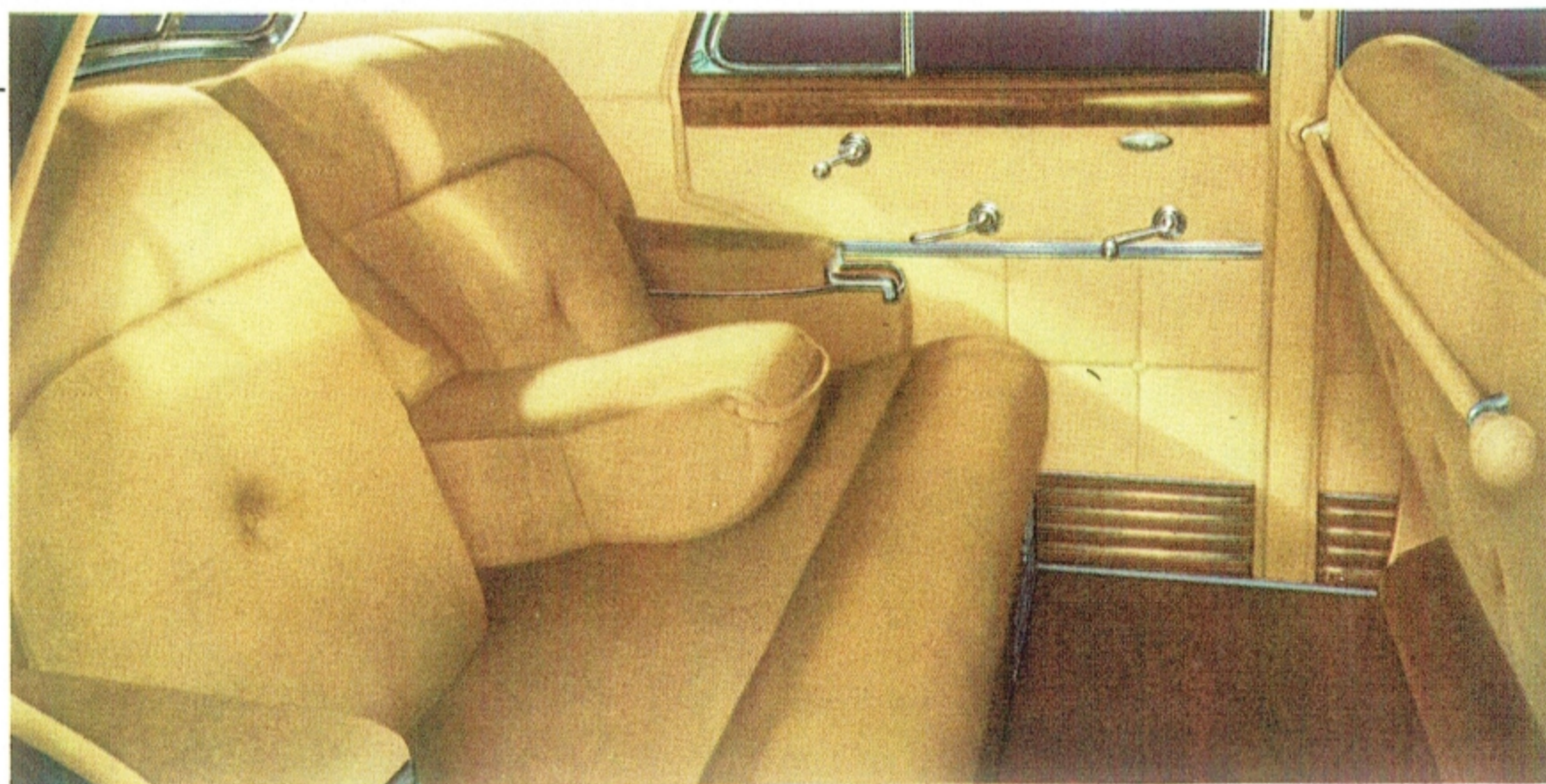
On special order you may have your Sixty Special equipped with still another unique feature—the Sunshine Turret-Top Roof. This roof consists of a steel panel which slides back to leave the front compartment open to the sky. It locks securely in both open and closed positions, and does not detract from the structural strength of the body. This desirable extra feature adds surprisingly little to the cost of the car.



THE CADILLAC-FLEETWOOD *Series Sixty Special* FIVE-PASSENGER TOURING SEDAN
(AVAILABLE WITH FORMAL DIVISION FOR CHAUFFEUR DRIVING)



WALNUT MOLDING AND LEATHER TRIM ADD DISTINCTION TO THE SPACIOUS BODY



Illustrated is the formal glass division, raised and lowered electrically by controls in each rear side armrest, and available if desired. Fleetwood-designed appointments include: Complete smoking cases in each rear side armrest . . . dome light . . . automatic courtesy lights on both sides of the rear seat cushion near floor . . . built-in footrest . . . cloth-covered robe cord . . . heater grilles in floor of rear compartment when glass division is selected . . . folding center armrest . . . ash tray and lighter in instrument panel. The large trunk with automatic light carries the spare wheel mounted upright at one side of the trunk compartment. The rear wheel shields illustrated are standard equipment.

THE

Cadillac-Fleetwood SEVENTY-FIVE

THE NEW Cadillac-Fleetwood Seventy-Five is designed to be the superior of any motor car ever built. It sets a new standard—even for Cadillac. It is the epitome of beauty, luxury, comfort, and performance.

The dignified beauty of its long, low lines exemplifies the finest trends in modern design. There is no smarter motor car extant.

The lovely interiors are appointed with an artistry and completeness entirely new to motor-ing. Virtually every appointment an owner might request has been foreseen and supplied.

Its spaciousness is astonishing, even for a car of such impressive length. There is room for every passenger to be entirely at ease. Even the auxiliary seats invite relaxation.

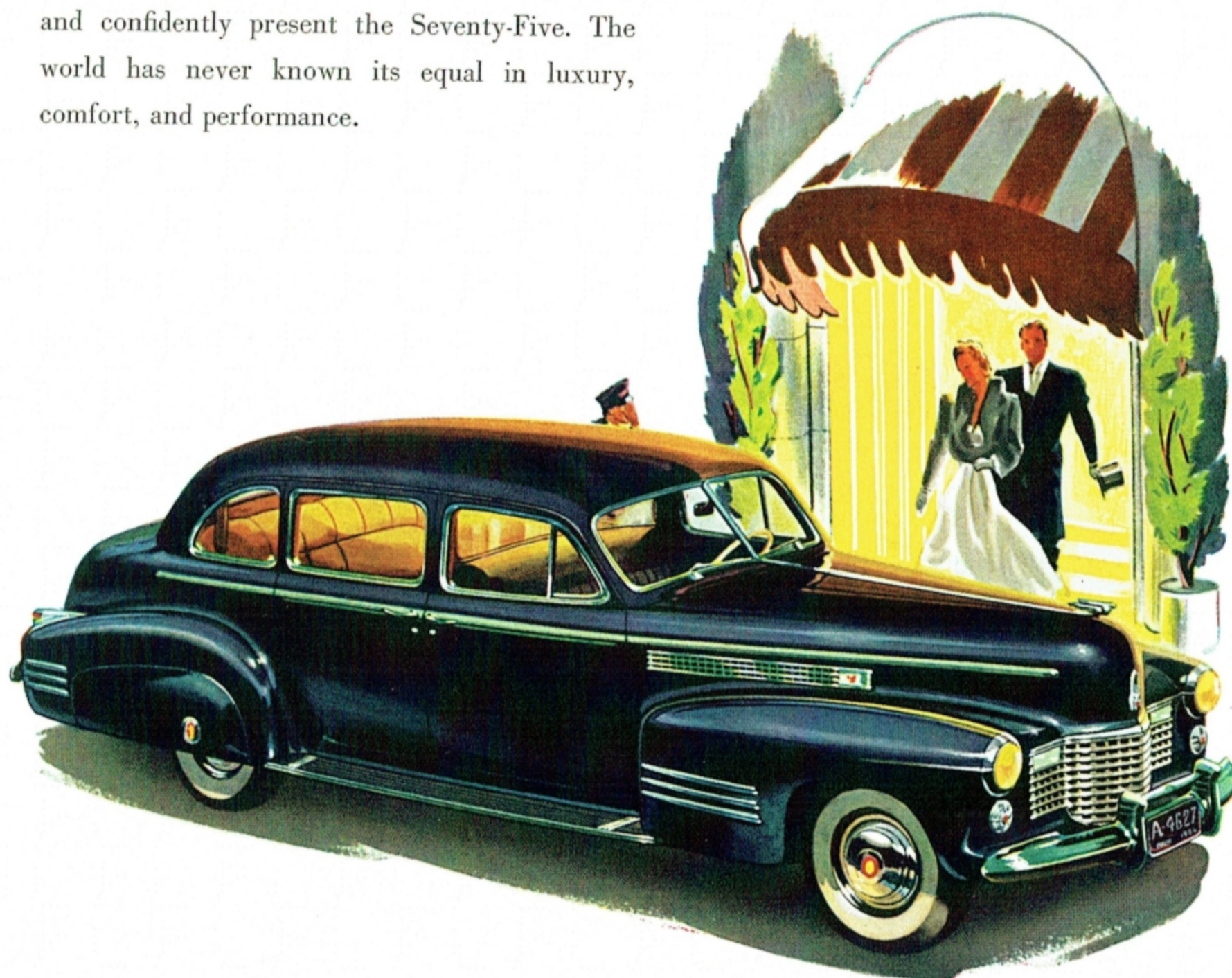
And performance matches its other superlative qualities. There is no counterpart on the highway

to the smoothness, fleetness, and restfulness of travel via the Cadillac-Fleetwood Seventy-Five.

Withal, this magnificent motor car is highly practical. It turns, parks, and handles with no greater expenditure of effort than many smaller cars require.

This truly astonishing handling facility is nowhere else available in the field of the Cadillac-Fleetwood Seventy-Five. For it results from a combination of advantages exclusive with Cadillac—the exceptional responsiveness of the Cadillac V-8 engine, and a special steering mechanism without an equal for operating ease.

To those who seek the ultimate in luxurious transportation, Cadillac and Fleetwood proudly and confidently present the Seventy-Five. The world has never known its equal in luxury, comfort, and performance.



THE CADILLAC-FLEETWOOD *Series Seventy-Five* FIVE-PASSENGER TOURING SEDAN

(AVAILABLE WITH FORMAL DIVISION FOR CHAUFFEUR DRIVING)



THE MOST LUXURIOUS INTERIOR EVER CREATED BY FLEETWOOD DESIGNERS

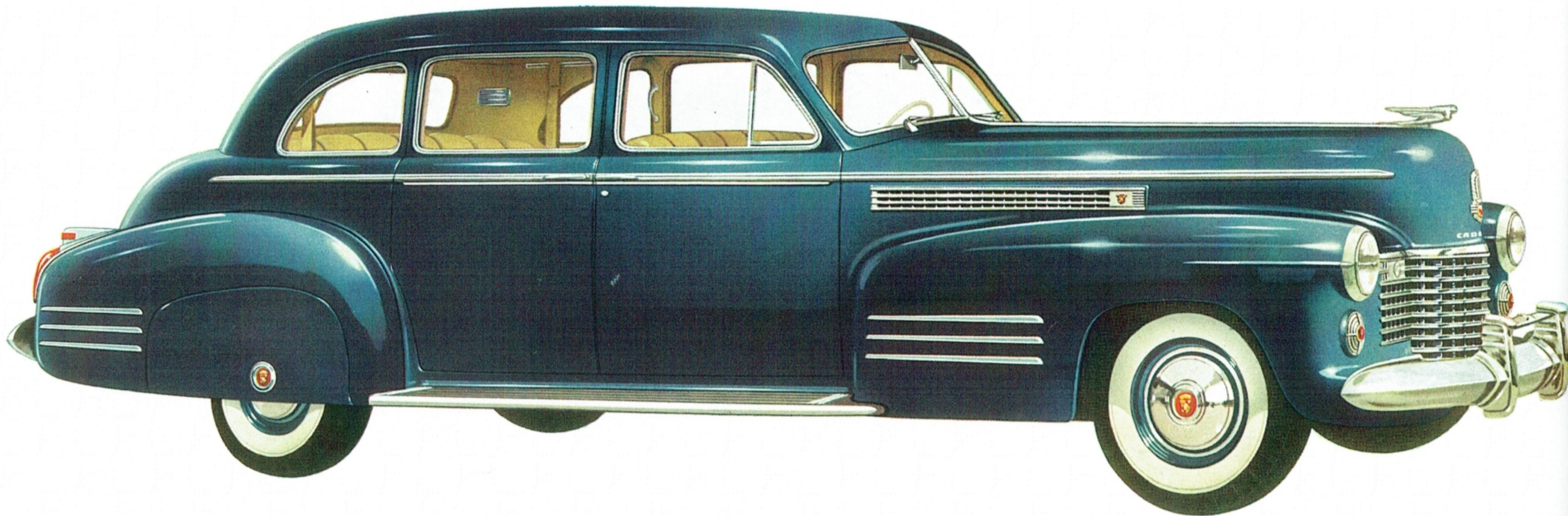


Illustrated is the Formal Division, supplied if desired. The glass is raised or lowered automatically from controls located in each rear seat armrest. Fleetwood appointments include: Dome light, corner lamps, and courtesy lamps . . . combined vanity and smoking cases in side armrests—one containing ash tray, lighter and mirror; other with ash tray, lighter and memo pad . . . provision for rear radio control . . .

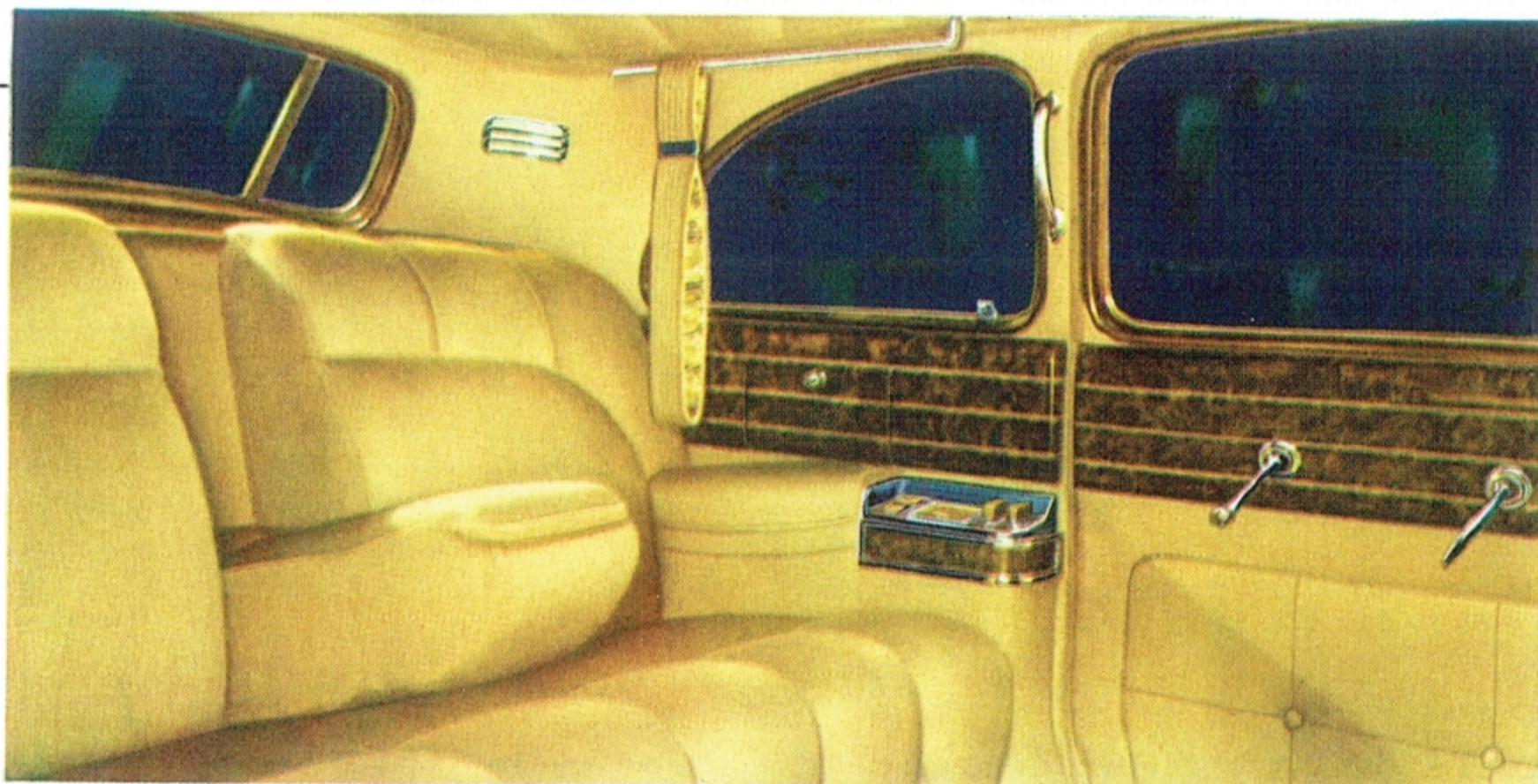
package compartments in each rear quarter and back of front seat . . . tonneau clock . . . fabric-covered robe cord . . . folding footrest . . . heater grilles in back of front seat . . . assist straps. The upholstery selection consists of eight luxurious fabrics.

THE CADILLAC-FLEETWOOD *Series Seventy-Five* SEVEN-PASSENGER TOURING SEDAN

(AVAILABLE WITH IMPERIAL DIVISION FOR CHAUFFEUR DRIVING)



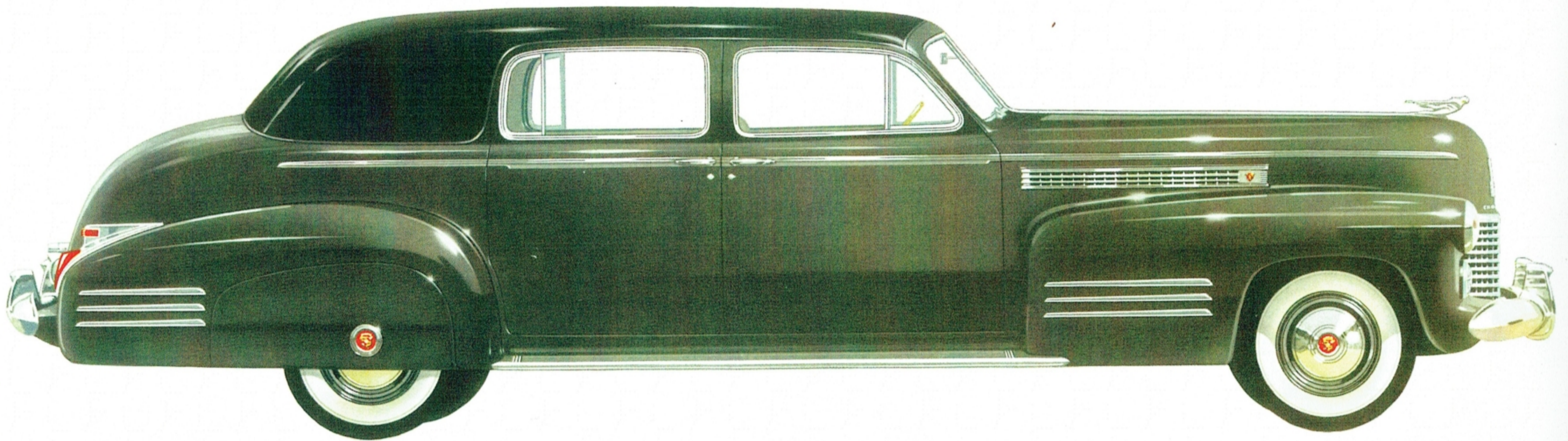
THE RICH INTERIOR IS UPHOLSTERED IN YOUR CHOICE OF EIGHT LUXURIOUS FABRICS



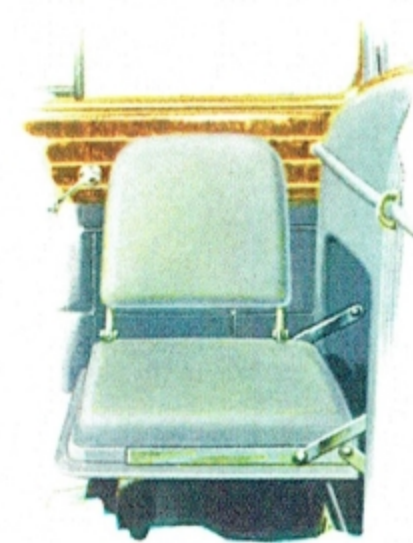
Illustrated is one of the two comfortable auxiliary seats which join in the center to provide full-width seating accommodations. Other tonneau appointments include: Combination vanity and smoking cases in each side armrest, with ash tray and lighter . . . provision for rear seat radio controls in right side armrest . . . manually controlled corner lights . . . dome light . . . courtesy lights automatically operated when either rear door is opened . . . lull straps . . . assist grips . . . package compartments above both side armrests . . . heater grilles and clock in back of front seat . . . folding footrest. When ordered with Imperial Division, electric controls for raising and lowering glass are provided in each side armrest. If Division is selected, chauffeur's compartment is trimmed in black leather.

THE CADILLAC-FLEETWOOD *Series Seventy-Five* FORMAL SEDAN

(AVAILABLE WITH A FIVE- OR SEVEN-PASSENGER BODY)



CLOSED REAR QUARTERS ASSURE COMPLETE PRIVACY FOR TONNEAU PASSENGERS



Illustrated is one of the two opera seats in the five-passenger body. The other opera seat faces toward the rear. Front compartment is upholstered in cloth. Auxiliary seats in the seven-passenger body face forward and join in the center to provide full-width seating accommodations . . . the front compartment is leather-trimmed. Tonneau appointments include: Folding center armrest . . . lull straps . . . assist grips . . . slash pockets and package compartments in both rear quarters . . . combination vanity and smoking cases with ash tray, lighter, and controls for raising and lowering Division glass . . . provision for rear seat radio controls . . . tonneau clock in the back of the front seat . . . corner lamps . . . courtesy lamps automatically operated when either rear door is opened . . . fabric-covered robe cord . . . folding footrest. Upholstery choice includes eight fine fabrics.

MATCHLESS ENGINEERING AND CRAFTSMANSHIP

MAKE CADILLAC MOTOR CARS

Standard of the World

THE HISTORY of the Cadillac organization is studded with great achievements. No other company has so greatly affected the course of the automobile industry.

It was Cadillac that originated the idea of interchangeable parts—perhaps the biggest reason for the low cost of the automobile today. It was Cadillac that devised the self-starter—certainly, from the feminine viewpoint, the most important advancement of all. From Cadillac, too, came the synchronized transmission, the closed body, the V-type engine, the—but the list is too long for inclusion here. Suffice it to say that Cadillac has pioneered more basic developments in design and manufacture than any other organization in the automotive field.

Yet, to Cadillac engineers and craftsmen these epochal advancements are but by-products. Their main concern has always been the perfection of detail. It is because they strive to make every single part of all Cadillacs the finest that money can build or buy that Cadillac motor



cars are acknowledged the Standard of the World in beauty, comfort, safety, performance, and economy.

Maintaining this standard requires an attitude and methods decidedly different from those usually employed in building motor cars.

Cadillac engineers, for example, are free of rigid restrictions on production and research costs. This open-minded attitude

has, naturally, attracted the finest engineers in the automotive field to the Cadillac staff. Indeed it is safe to say that no industry can present as able a group.

This pre-eminence is shared by Cadillac craftsmen. Many of the key men in the manufacturing division of the Cadillac factory have spent from ten to twenty-five years in mastering their techniques. There is no more skillful group in the automobile industry.

To these engineers and craftsmen the Cadillac system allows a priceless advantage—that of adequate time to per-

fect and manufacture the fine products they devise.

While some of the Cadillac manufacturing processes are employed by other builders, none are so carefully or meticulously performed. Where seconds might be devoted to a given operation in another plant, Cadillac devotes minutes, and even hours. This slowness is not due to any lack of equipment, for the efficiency of the Cadillac plant is also the Standard of the World. Rather, it is an illustration of what precision manufacturing really means. It is simply impossible, without sufficient time, to maintain precision standards like those in force at Cadillac.

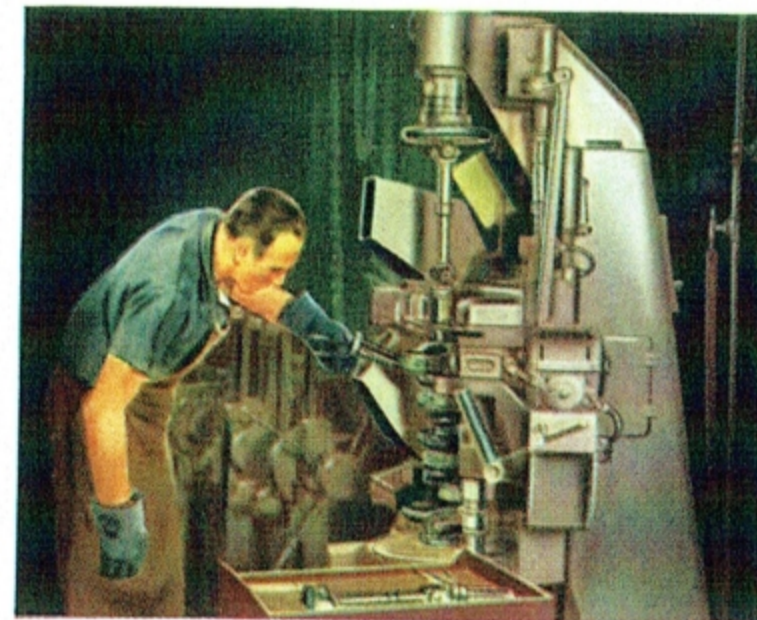
You, of course, are interested in the results of all this meticulous care. And an adequate answer can only be gained by comparing a Cadillac with any other car. If you will do that, you will find that in every way Cadillac motor cars are head-and-shoulders above the field. From the new Cadillac Sixty-One to the Cadillac-Fleetwood Seventy-Five, they supply a type of beauty, comfort, luxury, safety, and performance not available elsewhere at any price. They are the finest motor cars the world affords.



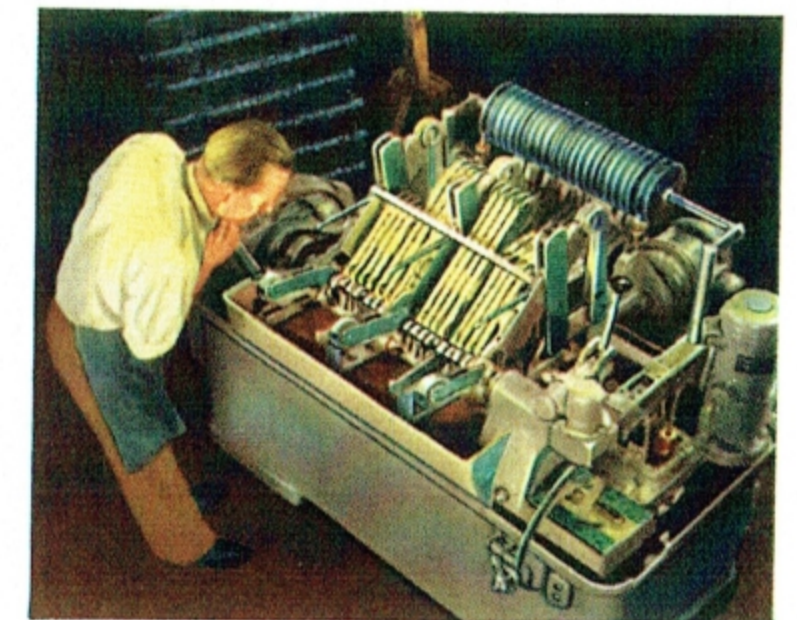
In a special room kept constantly at 72 degrees F., every Cadillac piston is weighed and graded to afford a selective bore fitting within 7/100,000 inches maximum variation—about 1/40 the width of human hair. Wrist pin holes are "bearingized" to a four-millionth inch surface finish.



In a secluded booth, every transmission gear is checked for exactness of tooth contours. Johansson gauge blocks, shown in the foreground, maintain a constant check on the accuracy of the production gauge. They are the basis for the matchless precision of Cadillac manufacturing.



Cadillac crankshafts are not permitted to have a weight variation of more than 1/16 of an ounce inch. After going through the precise balancing operation illustrated above, the crankshaft, with the clutch and the flywheel attached, is balanced again to within a 1/2 ounce inch limit.



Developed for, and first used by, Cadillac, this remarkable machine polishes all the lobes of the camshaft at once to a four-millionth inch finish. A special testing device maintains a constant check on accurate machine operation by measuring these slight irregularities on the cam surface.

Standard of the World

FOR ALL-AROUND ECONOMY

THE LOW OPERATING and upkeep costs you can expect when you own a Cadillac would be remarkable in any car. But when you consider that they are combined with matchless spaciousness and performance, they become nothing less than phenomenal.

The new Cadillac Sixty-One, for example, has proved itself, by the strictest tests, to be capable of delivering fourteen miles to the gallon of gasoline. And that is far and away the best proven economy record of any car in its field.

Oil economy is even more striking. No other car—not even the lowest price car you could buy

—can match the oil economy of the new Cadillac.

And in the matter of long life and freedom from repairs, Cadillacs naturally have a decided edge on other cars. Finer engineering and craftsmanship make them as nearly immune to wear and trouble as motor cars can be.

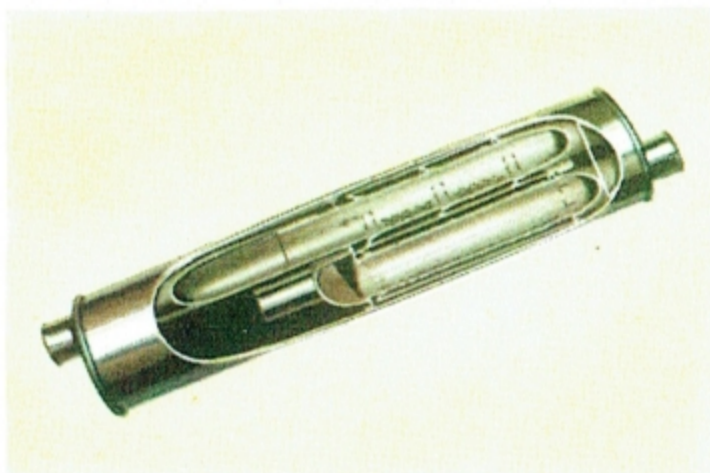
You may not have economy in mind when you buy your Cadillac—but you will quickly be reminded of it. For if your experience parallels that of other Cadillac owners, you will find that your motoring costs have taken a sudden and gratifying drop. A Cadillac is really one of the thriftiest investments you can make.



Automatic radiator shutters maintain higher winter underhood temperatures. Gas vaporizes better and sludge formation is checked.



Hydraulic valve silencers assure efficient fuel consumption, and trouble free engine operation by maintaining accurate valve seating.



The muffler typifies the quality built into Cadillac cars. Advanced design and costlier materials make it many times more durable than conventional mufflers.

Rigidly supervised Proving Ground tests establish that the 1941 Cadillac V-8 engine is 15% more economical than last year—and 25% more economical than the Cadillac V-8 engines of previous years.

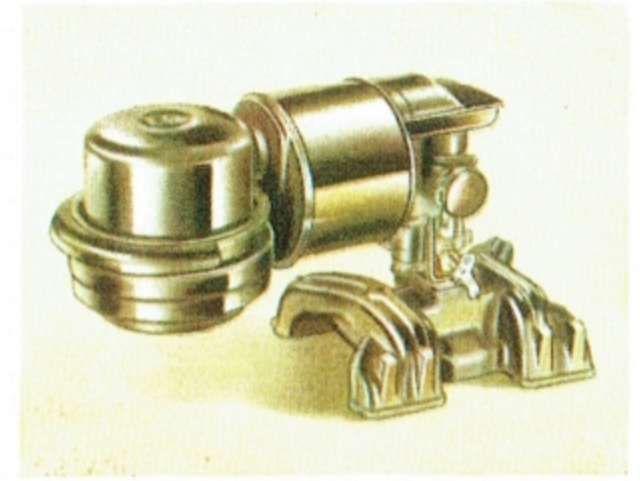


Endurance runs at the Proving Ground show how the extra size of the Cadillac engine adds to durability. Because this bigger engine makes fewer revolutions per mile, wear on parts is naturally decreased.



As this massive chassis shows, Cadillacs are built to run better for a longer time at less upkeep cost than other cars. The new frame is 40% stronger. Brakes, clutch, and other

parts are proportionately sturdy and long-lived. An economy axle, especially beneficial in level country and optional without charge, further increases over-all economy.



Dual intake manifolds increase fuel efficiency by reducing condensation of vaporized gas and assuring equal distribution to all cylinders.



Matchless oil economy and stamina result from anodized aluminum pistons, specially designed rings, and bearingized wrist pin holes.



Here's what 15% greater economy means: Given the gas the 1941 Cadillac requires to cross the continent, the 1940 model runs dry 400 miles from New York.

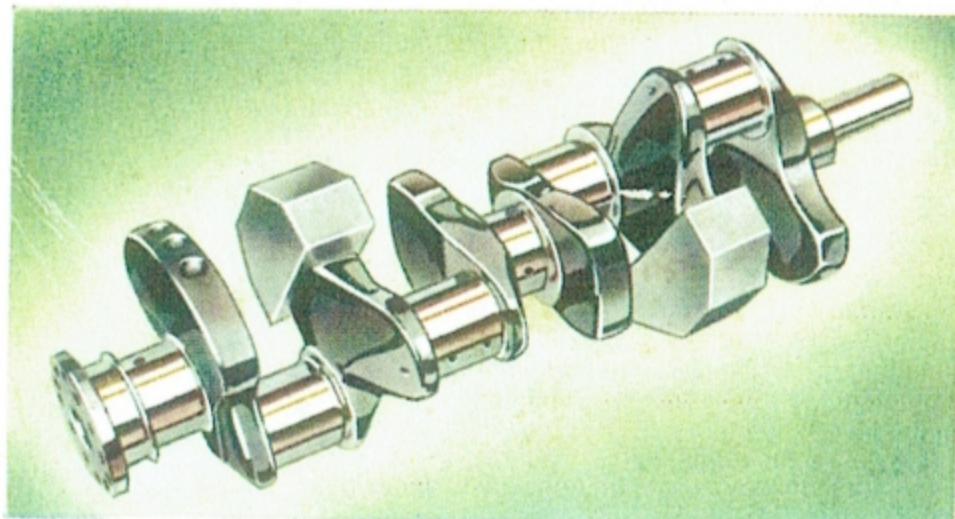
Standard of the World

FOR PERFORMANCE AND HANDLING EASE

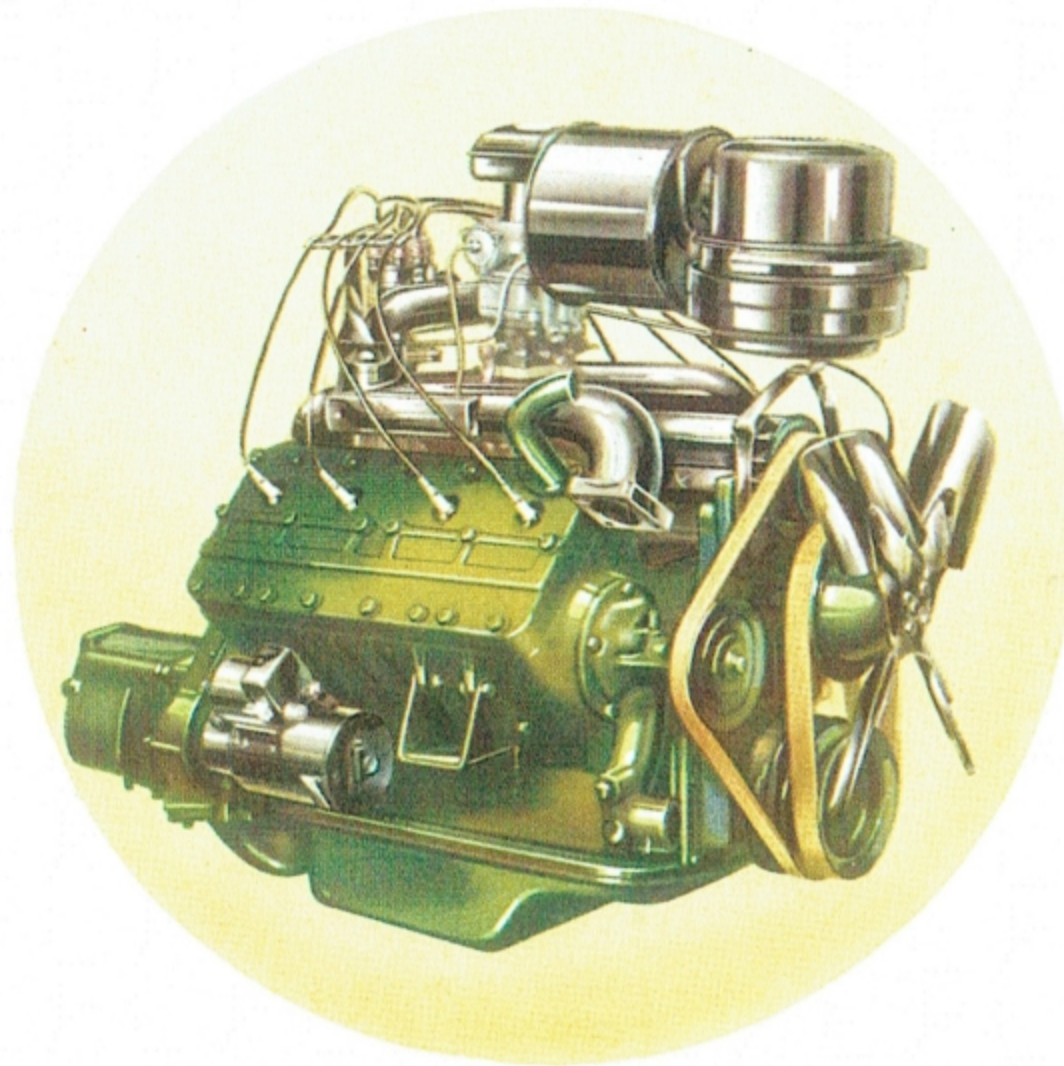
If you were an engineer you would not need records to prove that Cadillac performance is the finest in the world. You would expect it from the design and construction of the Cadillac V-8 engine. It has long been established as the ablest power-plant in the world. And this year hundreds of improvements make it even more smooth, quiet, and responsive. In the combined attributes of performance, Cadillacs



The Synchronomatic Shift developed by Cadillac is the smoothest and easiest manually operated gearshift in use today. The clutch and brake pedals, too, require the very minimum of effort to operate.



This short 90-degree crankshaft is largely responsible for the outstanding smoothness of the Cadillac V-8 engine. Together with the harmonic balancer and synchronomatic flywheel it virtually ends vibration.



A new higher compression ratio for 1941 has considerably increased the power of the Cadillac V-8 engine. Acceleration has been greatly improved—particularly in the lower traffic speed ranges where instant response counts most.



The block test given to every Cadillac engine serves a double purpose. Engines are run continuously for many hours, thereby thoroughly breaking them in. Meanwhile, smoothness, quietness, and compression are checked and rechecked by accurate machines.

again bow to none. You'll find the same thing true of handling ease. Driving a Cadillac requires scarcely more effort than merely riding in it, thanks to the finest steering gear and the smoothest, easiest controls available in a motor car.

Even if Cadillacs possessed no other points of superiority their performance and handling ease would make them unrivalled among today's motor cars.



The ball bearing steering gear was pioneered by Cadillac. This important new advancement, shown in inset, is not only stronger than conventional assemblies, it also gives Cadillac cars unexcelled steering ease.



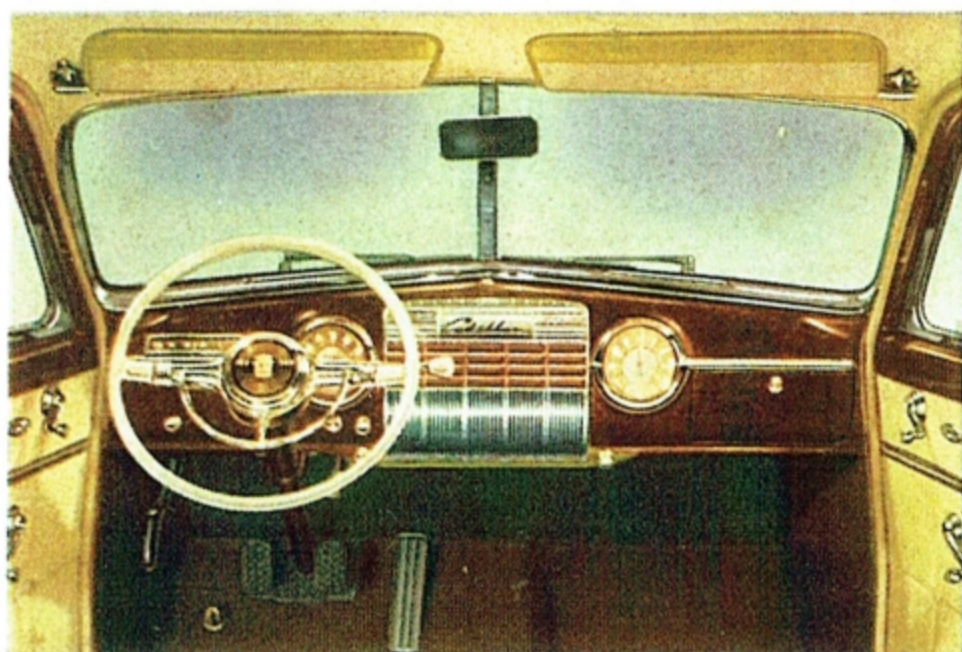
Cadillac's unequalled performance includes lightning acceleration achieved without strain. The charted speedometer illustrates how quickly a Cadillac moves from a standing start to cruising speeds.

Standard of the World

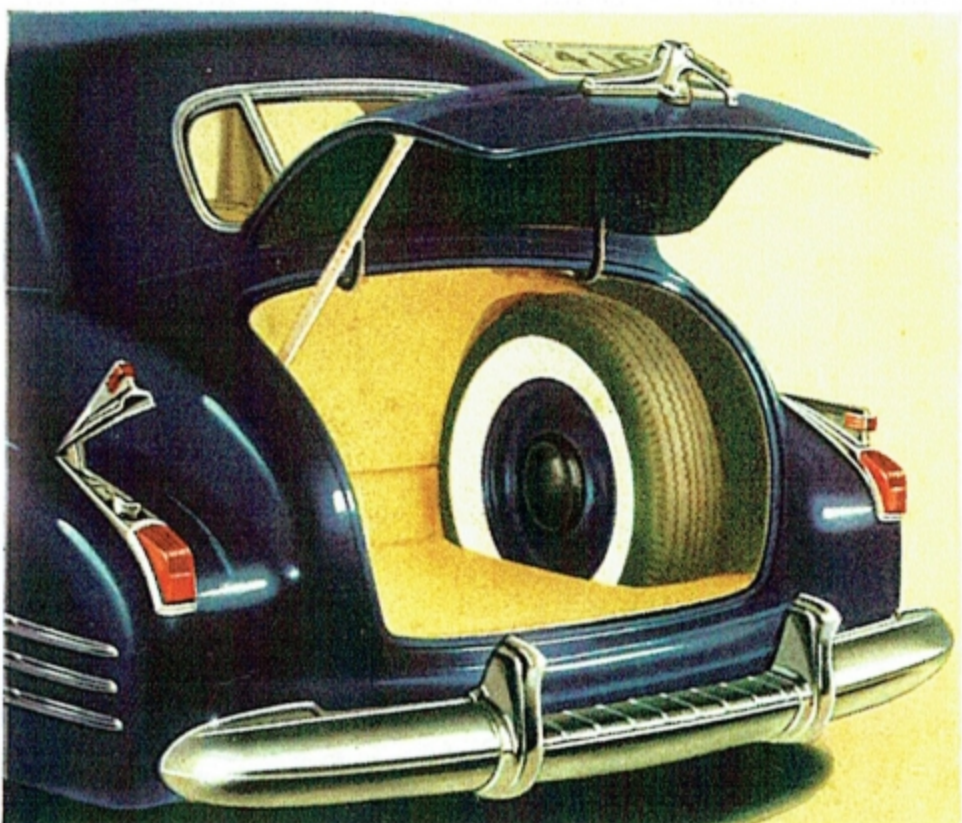
FOR COMFORT AND SAFETY

OWNERS OF Cadillacs and Cadillac-Fleetwoods enjoy the most restful and secure personal transportation it is possible to obtain. Not only are the exceptionally large interiors equipped with every conceivable convenience; the entire chassis, too, is built to keep you safer and more comfortable than you have ever been in a motor car before. One fine result is matchless

physical ease. Your progress is smooth and steady on any kind of road. A day-long drive is little more fatiguing than a run across town. Another result is a complete *mental* ease. Knowing, as you do, that body and chassis are the strongest now built, and that brakes and other controls are wholly reliable, you can fully enjoy the superlative pleasures of Cadillac performance.



A new arrangement makes the instrument panel as efficient as it is beautiful. For greater driving ease, controls for radio and each driving operation are grouped together at conveniently reached points.

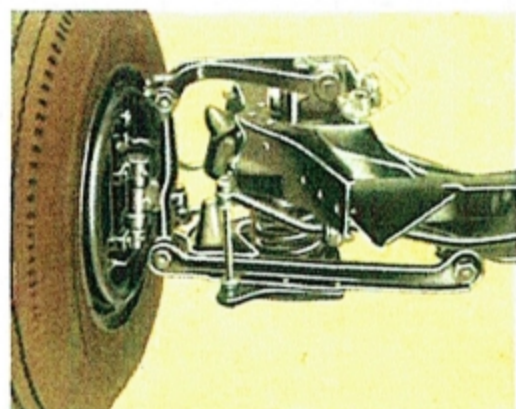


Closed sedan models carry the spare wheel mounted upright on the side of the spacious, automatically lighted rear compartment. On all Cadillacs the gas tank filler cap is concealed under the left tail light.

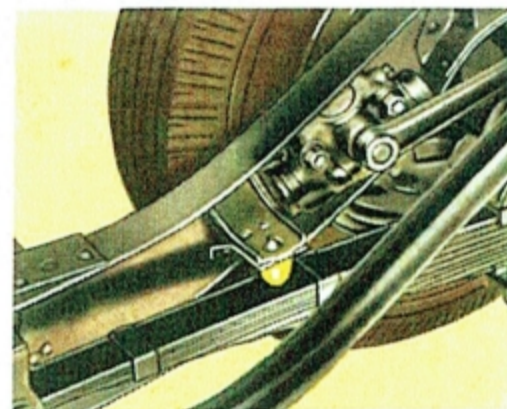
Here is the first and only fully automatic car heater. The owner sets the controls at the desired temperature—thereafter operation is completely automatic. Combined with it is a defrosting unit and fresh air intake. This fine accessory soon justifies its extra cost by the air-conditioned comfort it supplies.



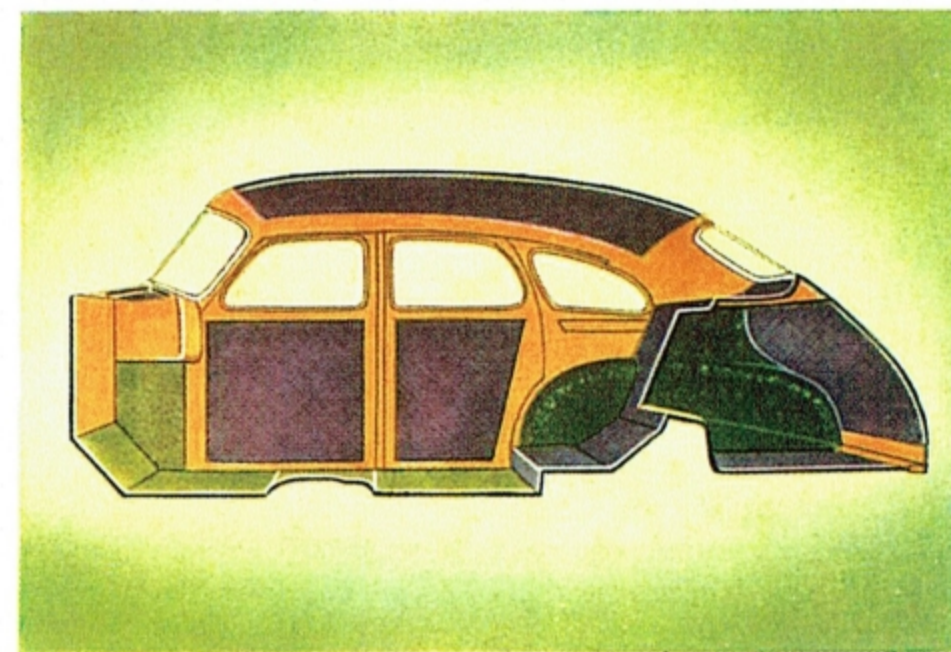
The Cadillac directional signal is standard equipment on all models. This fine safety feature is operated from a lever on the steering column, as shown in the center illustration above. Pulling down on the lever signals a left-hand turn by lighting the left tail light and the signal lamp in the left side of the radiator grille. Pushing up on the lever lights similar lamps on the right-hand side to signal a right-hand turn. When turn is completed and wheels straightened, signal lights go out automatically.



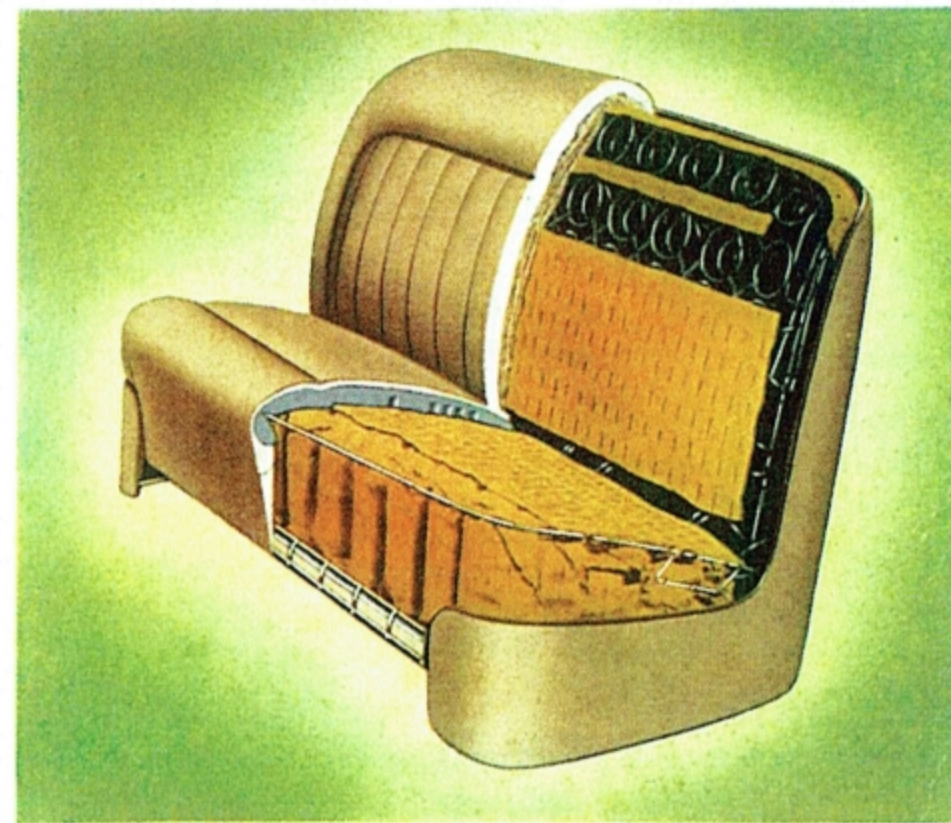
Eight years' use proves the superior ride obtainable with Cadillac's Knee-Action front suspension. Improvements this year make it even sturdier.



A new rear spring advancement improves Cadillac's matchless ride. Auxiliary bumpers prevent possible shock from springs striking through.



Body insulation, already carried to a high point by Cadillac, has been further improved this year. Six different insulating materials are employed. The result is a noticeable improvement in body quietness.



Cadillac's scientifically contoured seats feature the finest of springs, overlaid with a foam rubber pad, covered with a cotton or wool padding. This construction makes for exceptional softness and coolness.

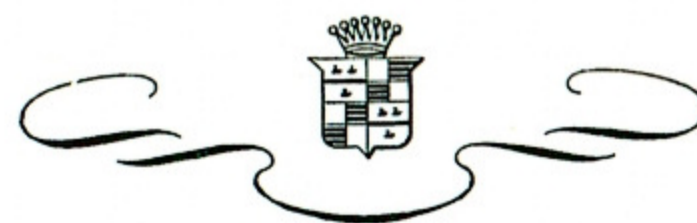
Standard of the World

FOR QUALITY OF SERVICE

NOT THE LEAST of the pleasures and economics of Cadillac ownership is Cadillac Service. It is as superlative, in its own way, as Cadillac luxury, comfort, and performance. And it is as different in its conception as Cadillac appearance. For Cadillac dealers believe that the finest service they can give a Cadillac owner is that of keeping his car constantly at the peak of its performance capabilities. Thus they offer regular inspections, without charge, to all owners. And, when adjustments are found necessary, they are made by mechanics trained in the factory tradition of precision craftsmanship, who utilize tools and equipment designed by the factory. This splendid type of service is available the length and breadth of the country. It

is administered by dealers who, by and large, are outstanding men in their communities. They have a vital interest in keeping Cadillac purchasers happy with their choice and some thousands of satisfied owners will gladly testify that they do.

Now that you know the facts about Cadillac ownership, talk to your Cadillac dealer. You will discover that a Cadillac is remarkably easy to buy. Not only are prices surprisingly low; your dealer can arrange terms practically to suit your convenience. Financing charges are very reasonable and include insurance with a strong and dependable company. Just tell your Cadillac dealer that you would like to avail yourself of the GMAC Instalment Plan.



ENGINE: Cadillac precision-built 90° Vee 8 design, L-head, bore 3½, stroke 4½, displacement 346 cu. in. Engine mounted in rubber at three points. Taxable horsepower is 39.20 with brake horsepower 150 at 3400 r.p.m.

PISTONS: T-slot design Lo-Ex aluminum alloy for uniform expansion. A special anodizing process hardens wearing surface to prevent scuffing and scoring. Pistons are fitted with two compression rings and two oil rings, surface treated with ferrous oxide for durability.

CARBURETION: Dual down-draft with equalized manifolding, mechanical fuel pump, oil bath type air cleaner, intake silencer, fully automatic choke.

GASOLINE TANK: Capacity 20 gallons; Series 75—24 gallons.

GENERATOR: The Delco-Remy peak load current controlled generator maintains charging rate even when headlamps, radio, and heater are being used. It eliminates worry concerning battery condition.

CLUTCH: 10½" semi-centrifugal single-plate torbend disc; Series 67 and 75: 11" diameter semi-centrifugal single dry plate torbend disc. Permanently lubricated ball throwout bearing reduces service expense.

TRANSMISSION: Cadillac pioneered and built Syncro-Mesh with pin type synchronizers, sliding low and reverse gears and constant-mesh second gear. Syncromatic control clears front compartment. Helical transmission gears are fully carburized for hard use and long life.

LIGHTING: Sealed-Beam safety lighting system insures brilliant road illumination, accurate lamp adjustment and lasting reflector polish. Headlamp beam indicator in speedometer face.

DIRECTIONAL SIGNALS: New, exclusive type which signal the

Specifications

driver's intention to turn by flashing lights in parking and rear lamps. Operated by a lever located under the left side of the steering wheel which automatically returns to neutral position after turn is made. Flasher in speedometer face indicates when signal is in use.

FRONT SUSPENSION: Independent Knee-Action front wheels, simple and sturdy with large, helical coil springs for smoother riding comfort and effortless driving control. Thoroughly proven by eight years' use and millions of miles of testing.

SPRINGS: Independent helical type, front suspension, rear springs semi-elliptic type; spring leaves lubricated by wax-impregnated liners; 54½" long, 2" wide; Series 67 and 75: 56½" long, 2" wide.

BRAKES: Bendix super-hydraulic brakes operate in composite drums with 208 square inches braking area; Series 67 and 75: Bendix super-hydraulic brakes operate in composite drums with 233 square inches braking area.

DRIVE SHAFT: Two universal joints of the needle roller bearing type

permanently packed with lubricant requiring no service attention.

REAR AXLE: Hypoid rear axle, Cadillac design and manufacture. Semi-floating type, insuring quiet, dependable performance. Gear ratio 3.77 to 1; Series 67 and 75: Gear ratio 4.27 to 1. Optional economy axle ratio, for Series 61, 62, 63, 60 Special only, 3.36 to 1.

STEERING GEAR: New ball bearing worm and nut gear—exceptionally smooth and practically frictionless. Design provides steering accuracy at all times.

FRAME: Tread—front 59"; rear, 63". Series 67 and 75: Tread—front, 58½"; rear, 62½". Rigid frame, X-type, with very deep X-member junction and reinforced side members. Maximum depth 6½", flange width 2", thickness ¾". Series 67 and 75: Maximum depth 7⅞", flange width Series 67, 2½"; Series 75, 2¼"; thickness Series 67 and 75: ⅝".

RIDE STABILIZER: Double-ride stabilizers—torsion bar-type front, cross link-type rear—hold car to level position and promote roadability and safety.

TIRES AND WHEELS: Steel disc wheels with large chrome disc hub caps. Low pressure, 4-ply tires, 7.00 x 15. Series 67 and 75: Low pressure, 6-ply tires, 7.50 x 16.

FENDERS: Fenders and other sheet metal parts are bonderized to prevent rust.

WHEELBASE: 126". Series 67, 138". Series 75, 136".

BODY TYPES: Series 61—Four, Series 62—Six, Series 63—One, Series 60 Special—Two, Series 67—Four, Series 75—Six. No-draft ventilation and Turret-Top construction on closed models. Wide selection of color and upholstery options.

The right is reserved to change specifications, colors, prices or equipment at any time without incurring any responsibility with regard to cars already sold.



