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C A D I L L A C

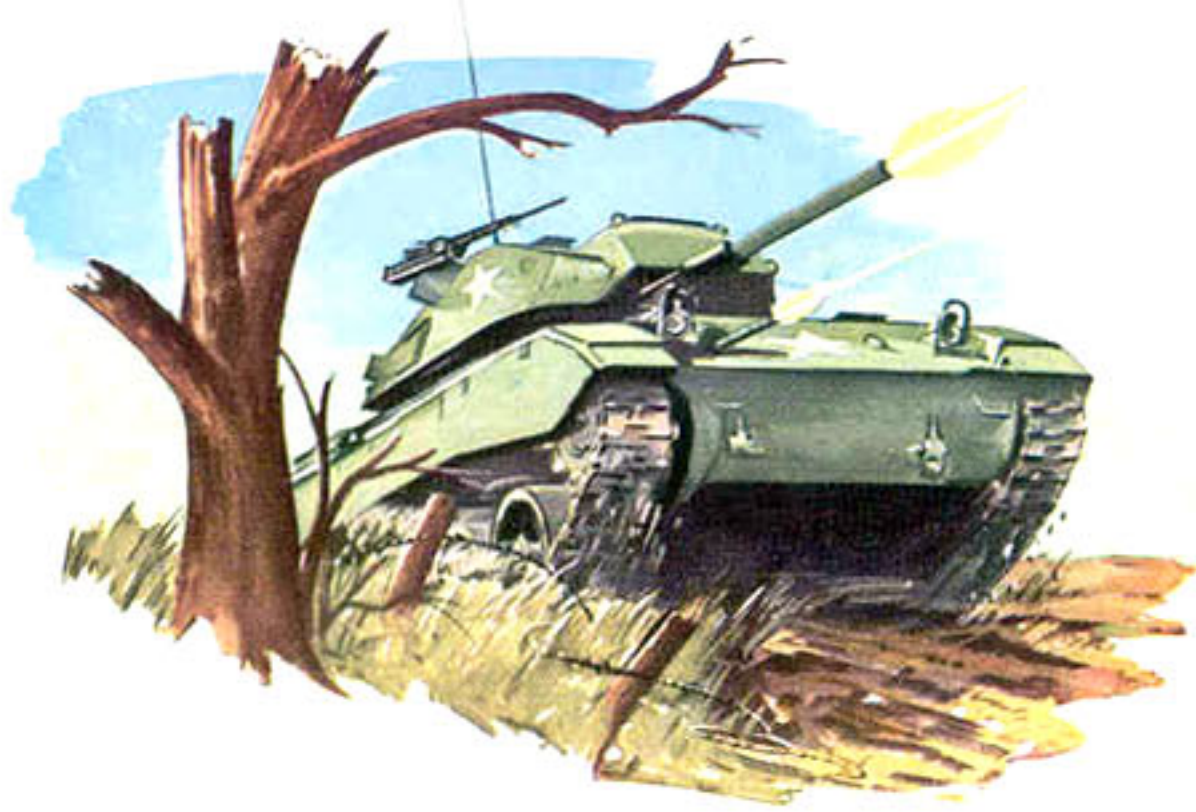
Standard of the World



AMERICA'S FINEST MOTOR CAR

THE 1946 *CADILLAC*

NEW IN APPEARANCE . . . NEW IN PERFORMANCE



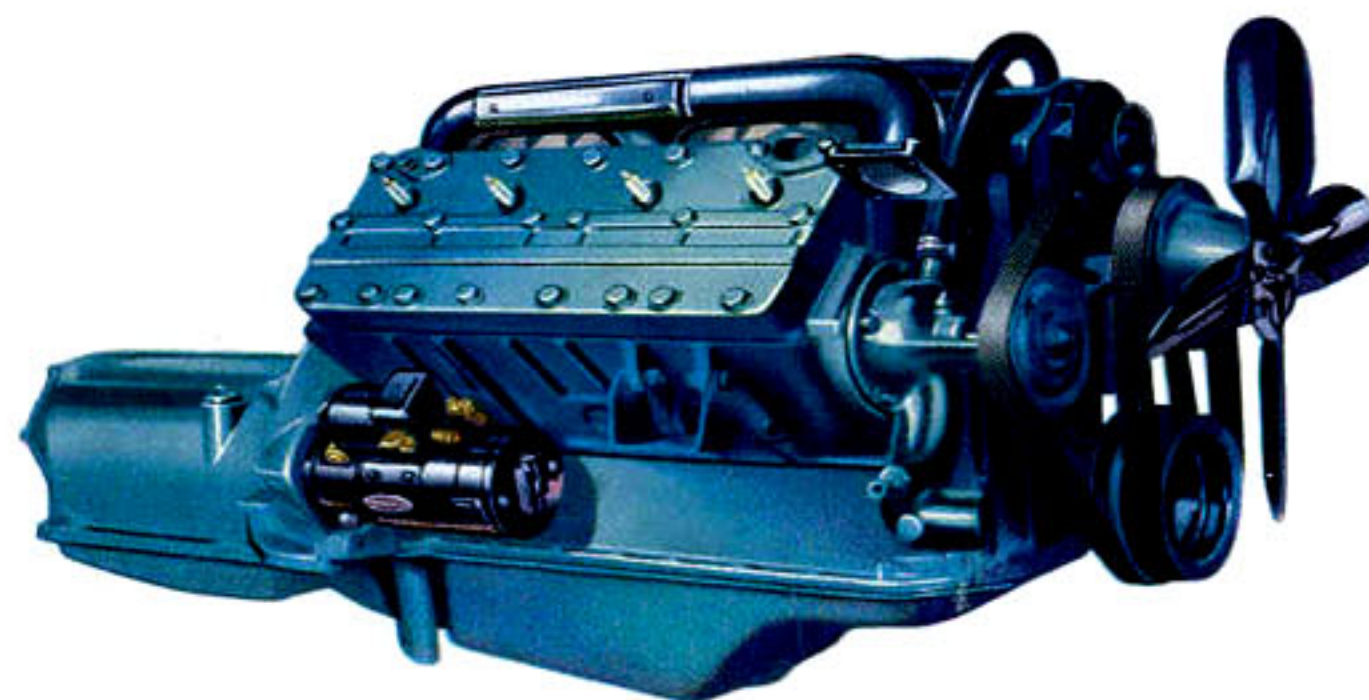
From Victory on the Battlefield

The heart of Cadillac supremacy is found in the chassis—for it is in the chassis that Cadillac engineering and Cadillac craftsmanship

find their highest expression. And the *heart* of the Cadillac chassis is the famous Cadillac V-type engine—and its companion unit, the Cadillac Hydra-Matic transmission, available on all series as optional equipment at extra cost. These are the units that have given Cadillac such a tremendous advance for 1946—for both the engine and transmission were built for the armed services right through the war—built to power tanks and other motorized weapons. The Cadillac engine and transmission assembly lines never stopped. . . . Think what that means! It means that our skilled workmen stayed on their peacetime jobs—doing, in war, the thing they were doing in peace—actually improving their skills as the war years went by. And it means, too, that our engineering advancement went steadily ahead. *In fact, we improved the Cadillac engine and transmission more in four years of war than would*

. . . to Victory on the Highway

have been possible in four years of peace! Not only did we have the world's battlefields for a testing ground—where our equipment had to perform duties far more arduous than were ever before expected of any automotive power units—but we had the constant advice and counsel of the



great technical staffs of the Army and Navy. . . . What an engine this is now! And what a transmission! Together, they make a "power train" so far superior to anything the automotive industry has known that only a trial drive, with the wheel in your own hands, can give you any idea what the performance is like. . . . So, when you have looked through this catalog, and selected the particular Cadillac that best meets your requirements—arrange for a demonstration. You'll learn, in the first mile, why we say—"From Victory on the Battlefield . . . to Victory on the Highway!"

Matchless Beauty and Performance in Four Distinguished Series

61 The Series "61" is the lowest-priced Cadillac for 1946. It is designed to bring Cadillac's incomparable performance, comfort and safety to the widest possible group of owners. Smart new styling and interior design characterize this model. Anyone who plans to spend as much as a thousand dollars for a new motor car, should see the Series 61. Available as a Sedan and a five-passenger Coupe.

62 The Series "62" is built on a longer wheelbase than the "61" and is designed to provide additional interior luxury and roominess. It is available in three body types, and offers a wide opportunity to the purchaser to express his individual preference as to both the exterior and interior styling. This popular series provides a splendid blending of luxury and practicality.

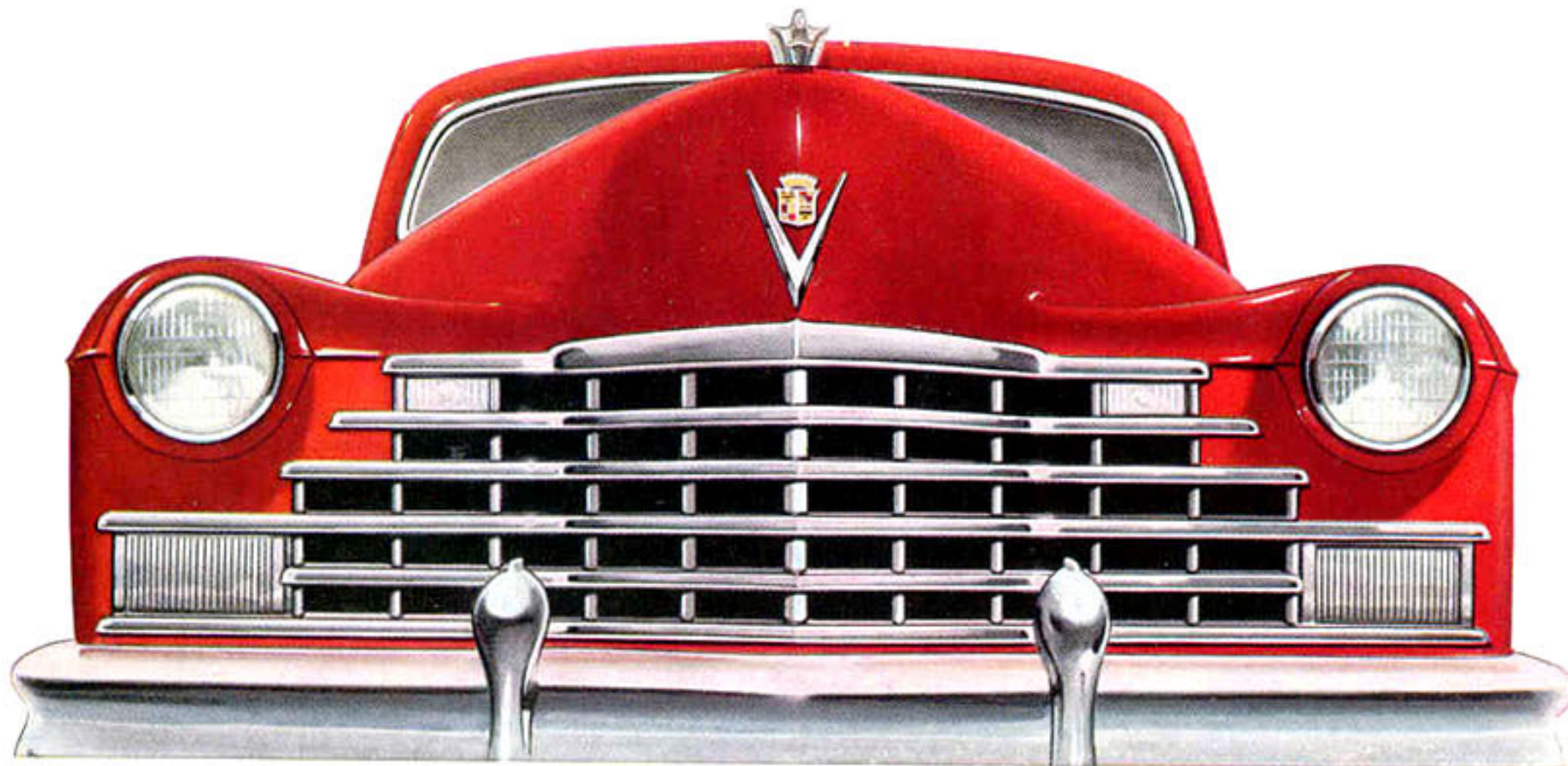
60 SPECIAL The new version of the famed Cadillac "60-Special" is the smartest and finest in this distinguished car's sensational history. Designed to combine all of Cadillac's traditional luxury and performance—with the most advanced of ultra-smart styling—the "Sixty Special" brings its owner a type of motor car which is available nowhere else in the world.

75 The Series "75"—the supreme combination of the Cadillac chassis and Body by Fleetwood—is, of course, the world's most luxurious automotive creation. In this distinguished series—available in a wide variety of body types, either for personal driving or for chauffeur operation—the art of motor car building reaches its zenith. An inevitable choice for those who want the finest.

Standard of the World

Only of an occasional product can the statement be made that it has no serious rival—that it stands alone, as the highest expression of all that is good and desirable in its particular field. One such product is certainly Cadillac. For more than forty years, the Cadillac crest has been universally recognized as the symbol of supreme automotive quality. But today, as a result of circumstances outlined on the following pages, the

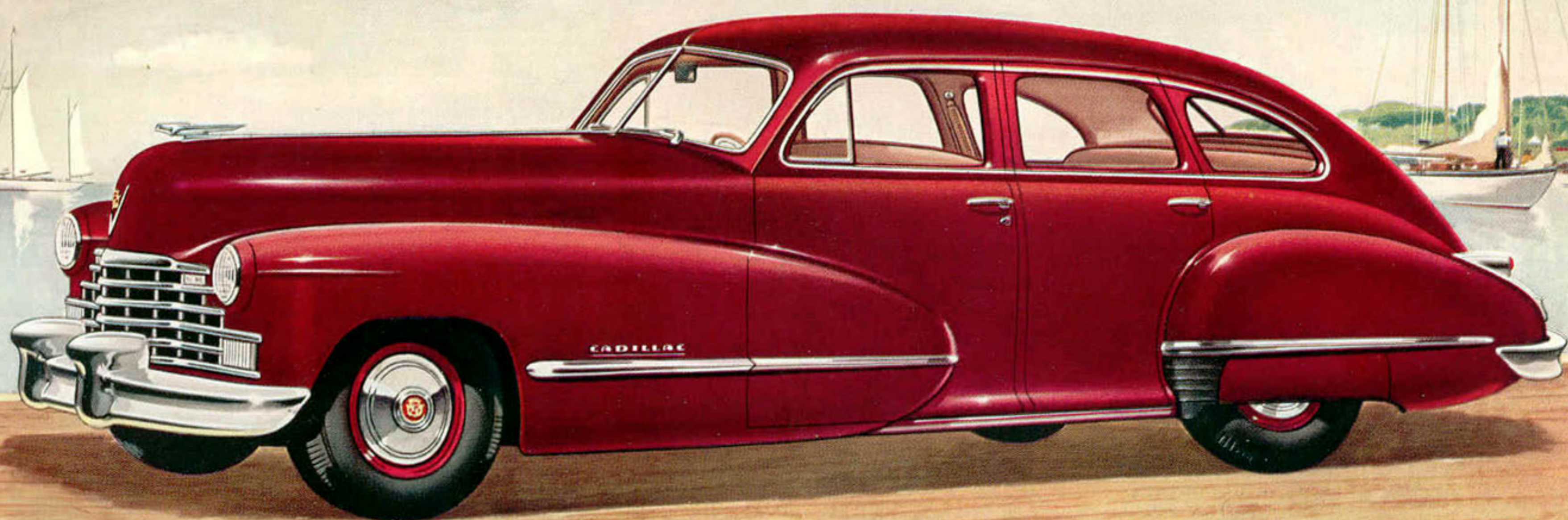
distance that separates Cadillac from all other cars in the world is the greatest in history. For this there is a definite and measurable reason. Cadillac is the one motor car that has made more progress in war than would have been possible in peace. More significantly than ever, it is the *Standard of the World*. On succeeding pages of this catalog, Cadillac invites your attention to the facts and features which make this statement true.



SERIES

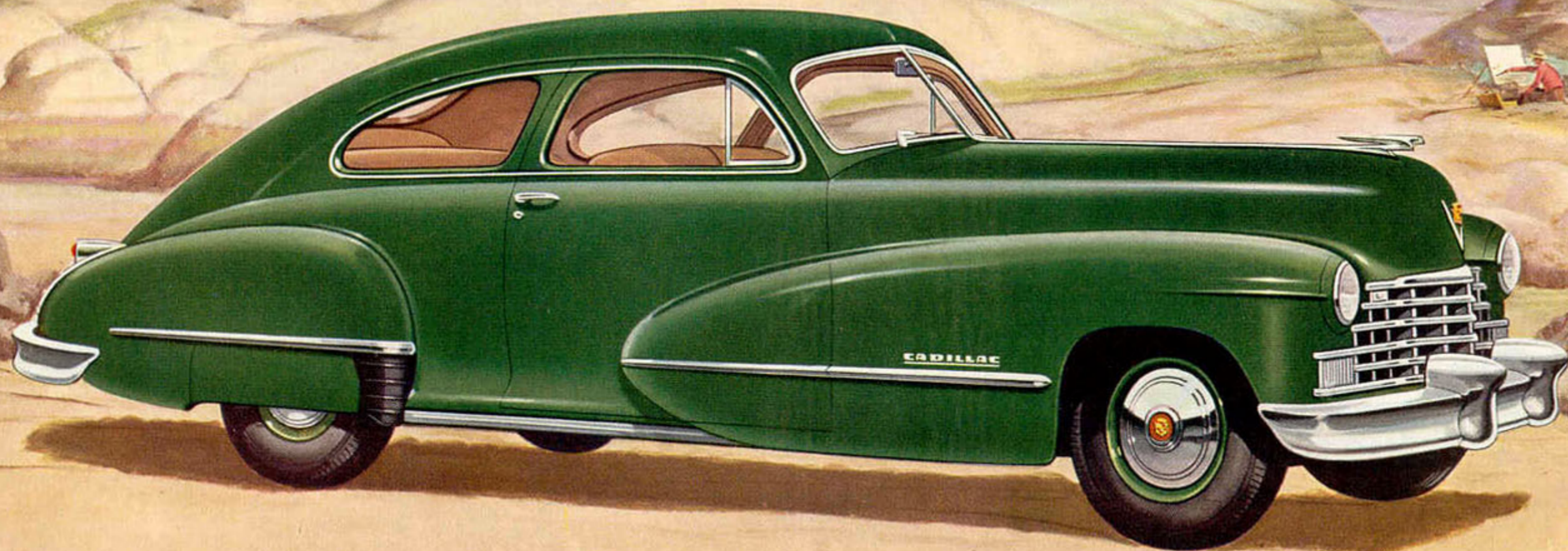
SIXTY-ONE

FIVE - PASSENGER TOURING SEDAN



THE NEW

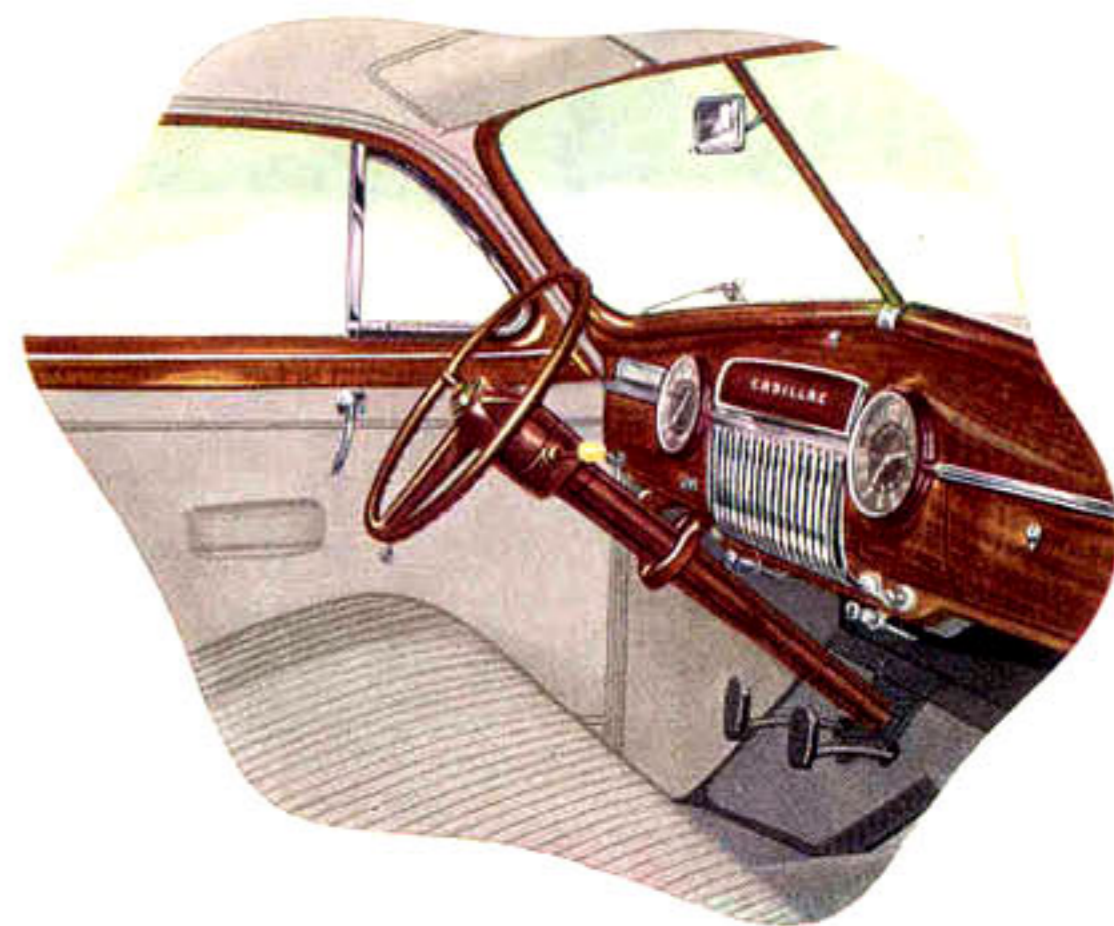
CADILLAC



. . . SERIES

SIXTY - ONE

FIVE - PASSENGER CLUB COUPE

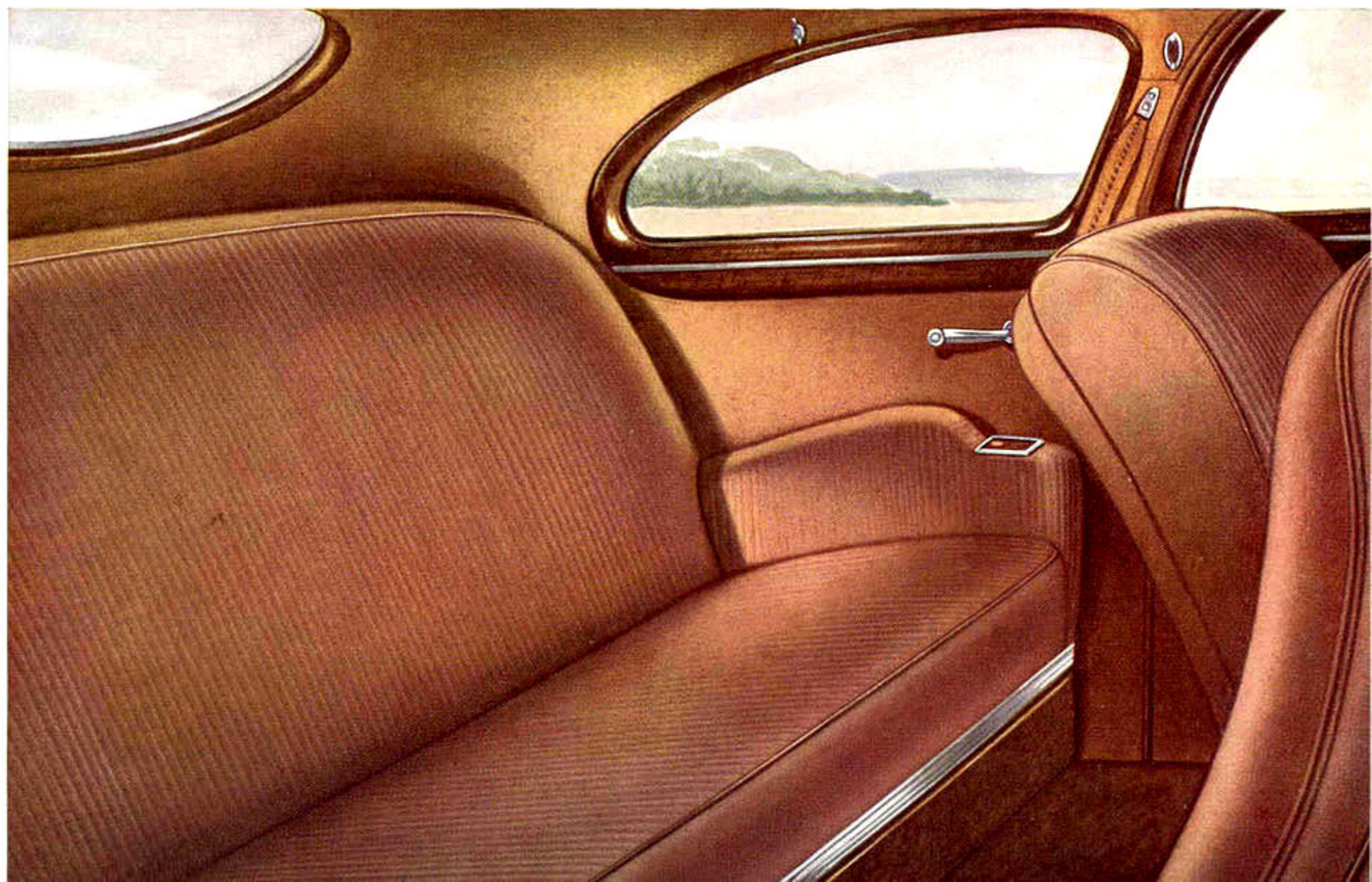


Here—with gorgeous styling which makes it a stand-out in any company—is the lowest-priced Cadillac for 1946 . . . the beautiful five-passenger Club Coupe. Designed for personal driving by the owner—it still has such ample seating capacity that five people can ride in comfort on the longest trips.

Interior trim creations are by Fleetwood—the body itself by Fisher. Trim options are blue-gray, tan and green upholstery. In general, this body contains the interior features listed for the 61 Sedan.

Features unusual in a body of this type include: full-across rear seat—54½" wide; exceptional leg room—34"; robe cords on both front seat backs; ash tray in each side arm rest; rear quarter window crank handles—and many others.

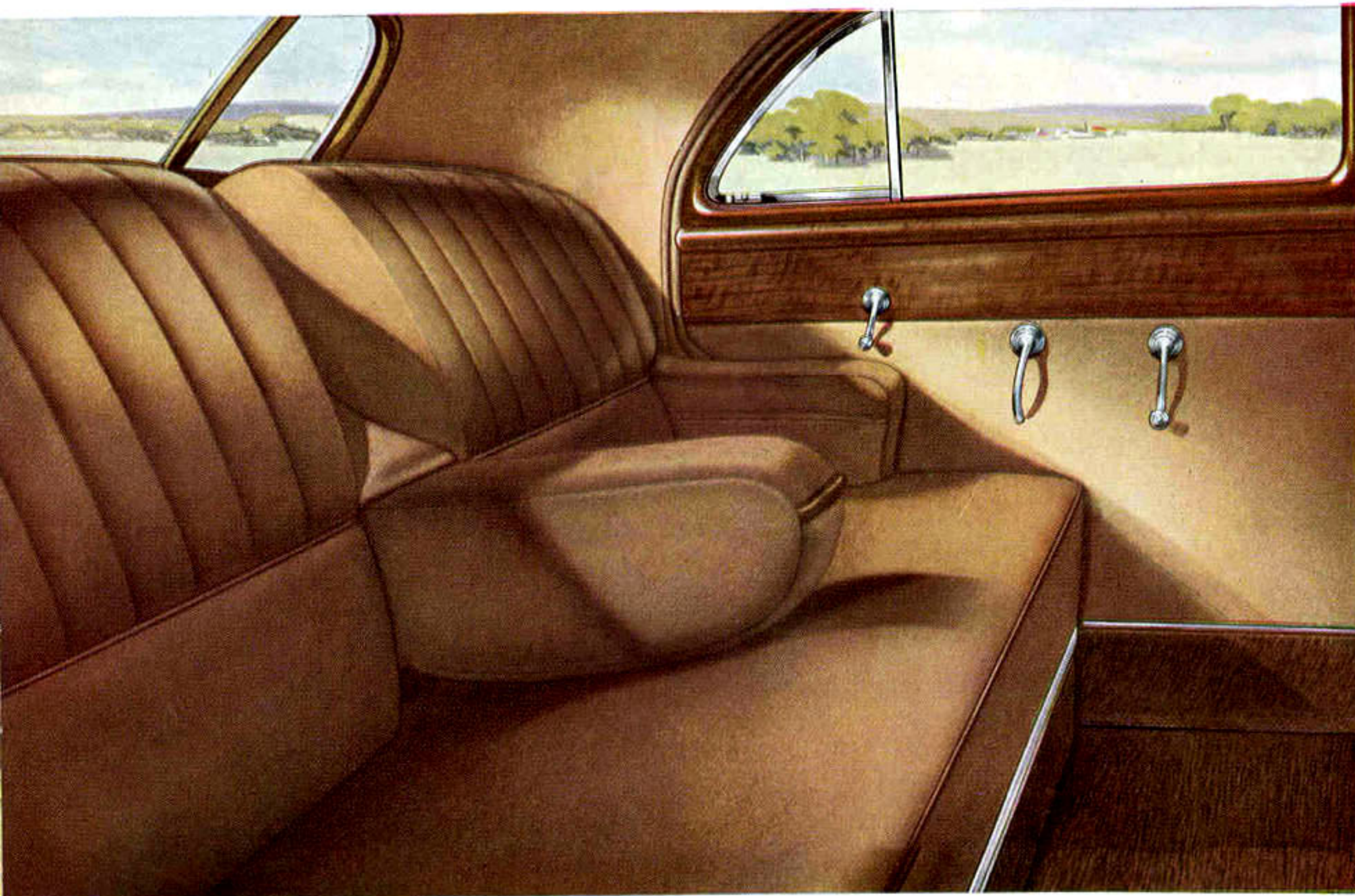
The body lines are exceptionally beautiful—because the ample wheelbase has permitted the graceful "sweep" which this type of coachcraft demands. Because of a remarkable "weight-to-power" ratio, performance is outstanding.





THE NEW

CADILLAC



Practicality, luxury and beauty are reflected in this moderately priced, five-passenger Touring Sedan. Longer than the 61, there is "leg and elbow room" to spare. Increased comfort comes from the use to which Cadillac engineering skill has put the extra inches of the 62 Series.

Again Fleetwood has contributed to the interior styling. There not only is rich oriental walnut finish as window trimming but the same paneling has been extended across the back of the front seat, lending a new touch of distinction to interior design. In upholstery, owners have a choice of blue-gray Dual-Tone cord and tan Dual-Tone cord and blue-gray or tan Heather broadcloth.

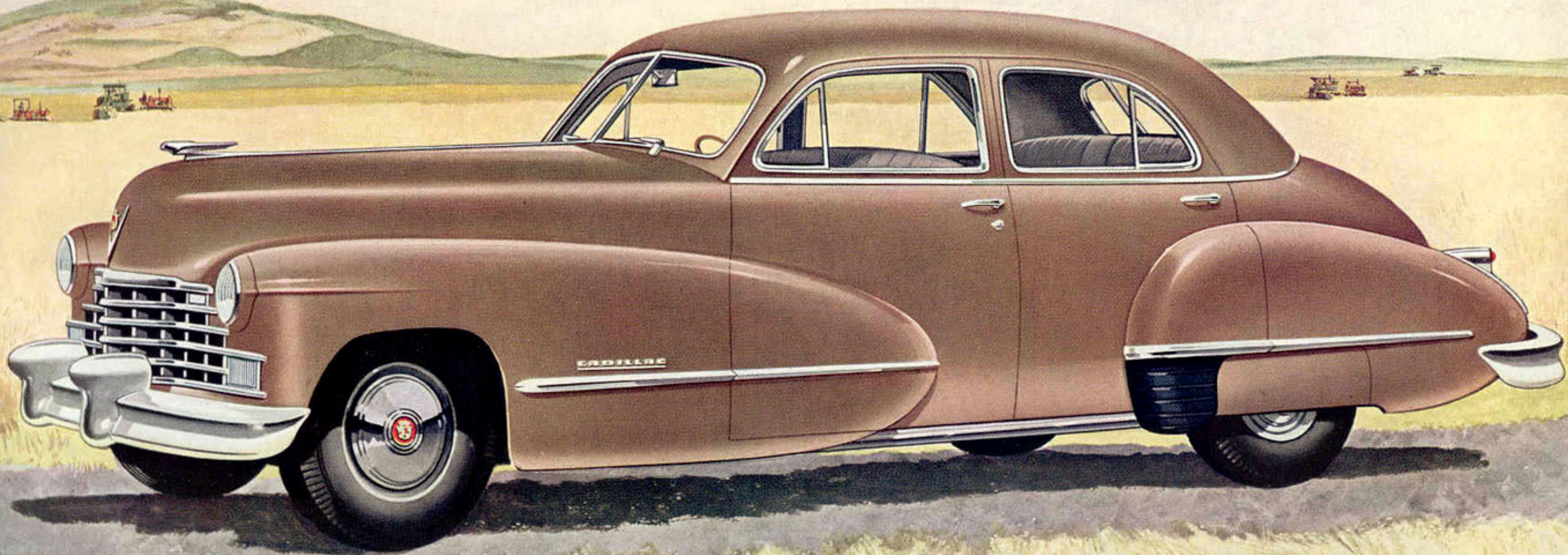
There are many improvements and features which make this Touring Sedan the complete expression of a new ideal in motoring comfort and pleasure. Prominent among these are: new, easy-to-read, airplane type instruments . . . instrument cowling which curves into the front doors . . . fully carpeted floor and a carpet scuff pad . . . scientifically contoured seats for full riding pleasure . . . All-Weather ventilation system . . . Ventipane sliding locks . . . "Pull-to" front door arm rests.

Moderately priced, the Sixty-two series of Cadillac cars not only gives a wide range of body types but provides owners with the opportunity to express their personal taste in styling the car of their choice.

SERIES

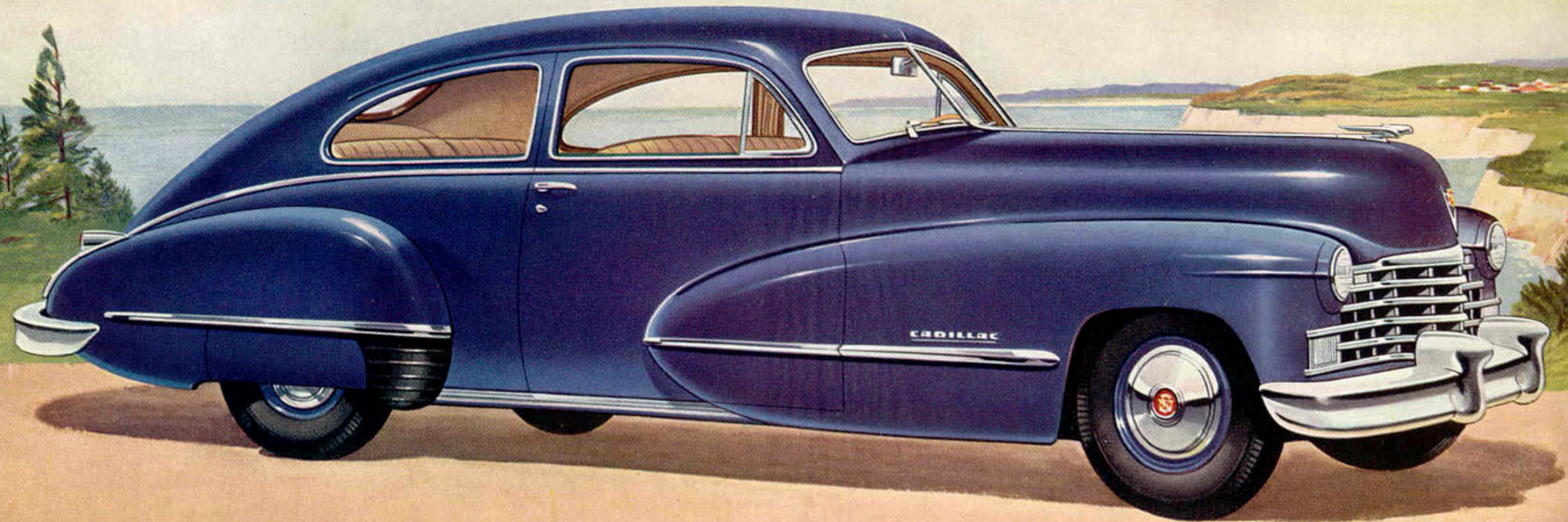
SIXTY-TWO

FIVE - PASSENGER TOURING SEDAN



THE NEW

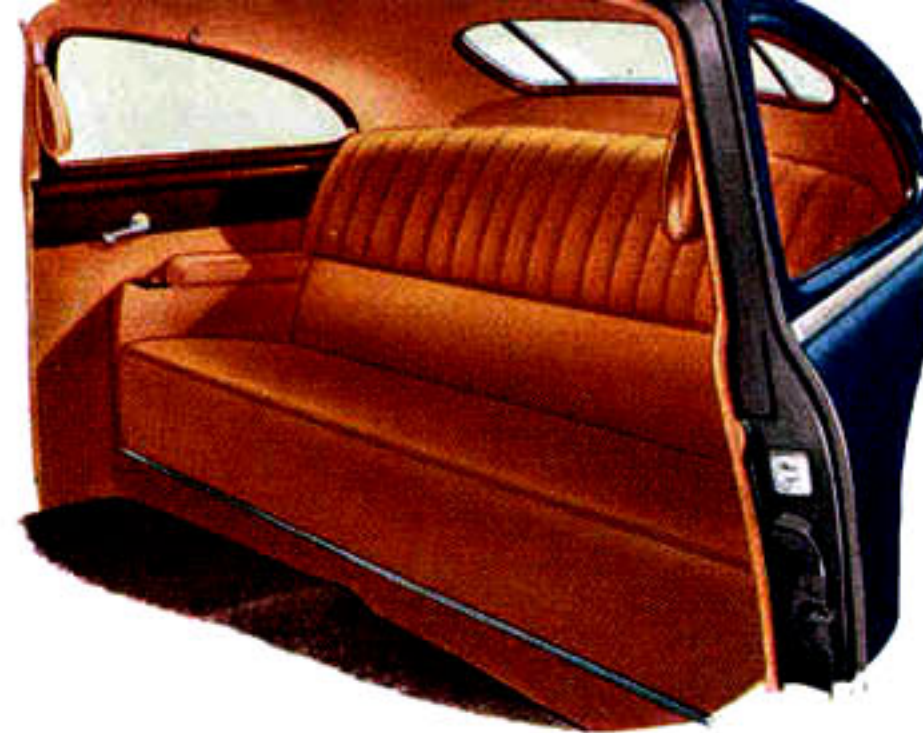
CADILLAC



SERIES

SIXTY-TWO

FIVE - PASSENGER CLUB COUPE

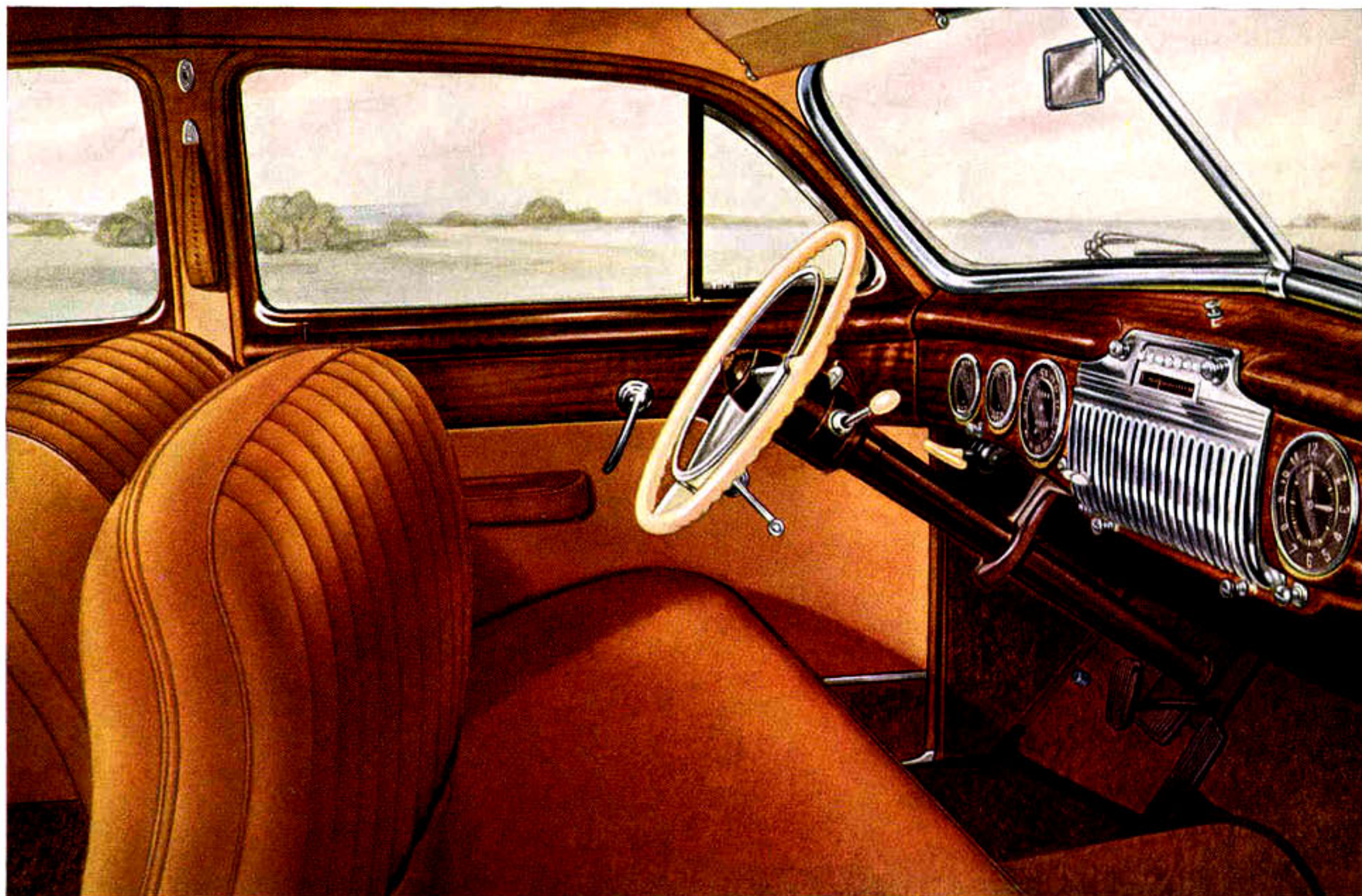


Again in this five-passenger Club Coupe, the 62 line reflects the perfect combination of dignity and style. One glance at this beautiful coupe will convince you that this is a car of outstanding performance and intrinsically fine workmanship.

Like the Touring Sedan on the preceding pages, the Club Coupe has Fleetwood styling. It presents the same range of selection in upholstery and body colors.

Measuring 220 inches from bumper to bumper, the 62 is a spacious car. Cadillac engineering skill has utilized its great length for new contributions to motoring comfort. A wide front door permits easy access to either front or rear seats. Both seats are wide and comfortable with 33 inches of leg room in the rear.

The luxury and comfort of the 62 line is enhanced by the year-around ventilation system, the restfulness of its scientifically contoured seats, the appointments which emphasize its luxury. Cadillac presents the finest of cars built for all-around utility.

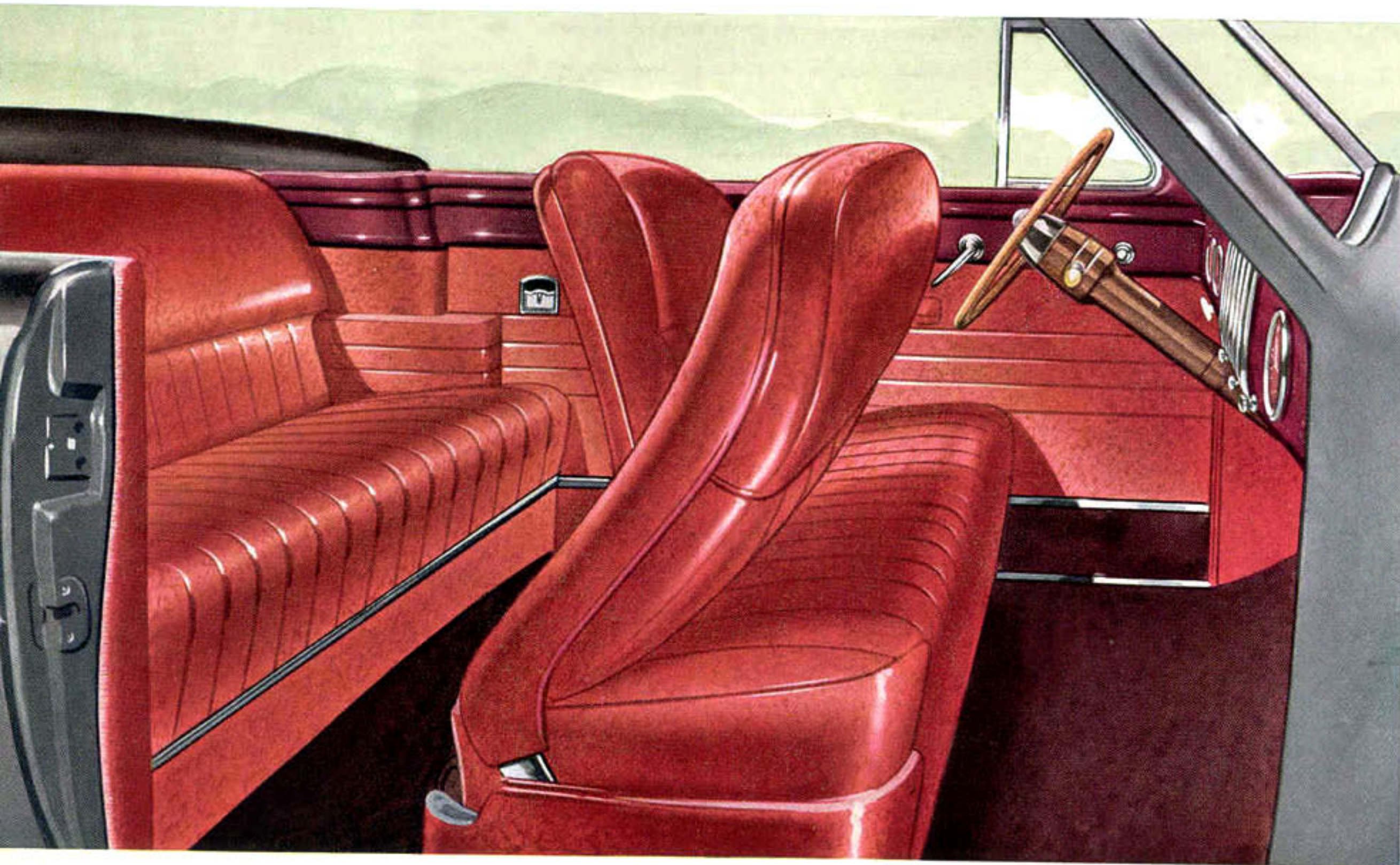


Special Steering Wheel, Hydra-Matic Drive, Radio and Heater shown above are optional on all models at extra cost.



THE NEW

CADILLAC



There is a touch of jauntiness . . . a dash of glamour . . . in this new Series 62 Convertible Coupe. But you can tell at a glance that, for quality, it is a Cadillac throughout.

Its interior is spacious . . . 32 inches of leg room in the rear compartment. All of the luxury of the 62 Series is here. For this gay car the leather upholstery options are widely ranged . . . black, tan, or red, green with buff, blue with buff, or red with buff. The selection of upholstery, combined with a choice of body colors, allows owners of the Convertible Coupe a satisfying expression of individual taste.

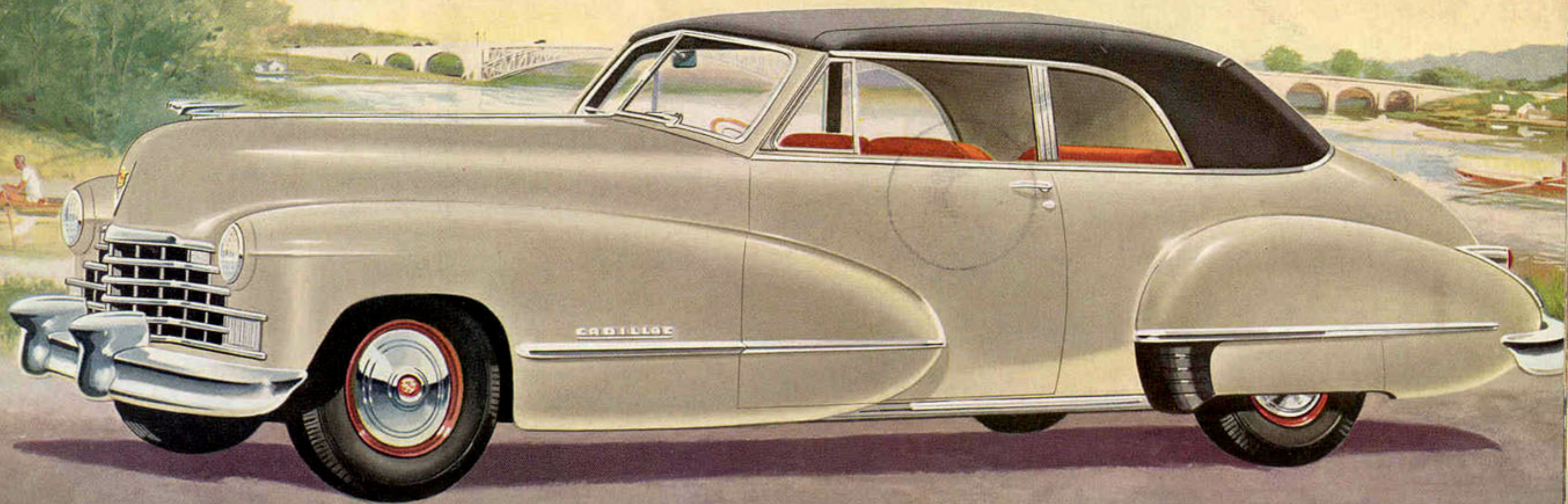
In addition to the previously mentioned features, the Convertible Coupe gives you an open or closed car at the touch of a finger . . . controls on the instrument panel hydraulically raise or lower the top . . . adjust the front seat . . . raise or lower the door windows.

This distinguished car surrenders none of its Cadillac character or quality in meeting "the young idea."

SERIES

SIXTY-TWO

CONVERTIBLE CLUB COUPE



THE NEW *CADILLAC - FLEETWOOD*



. SERIES

SIXTY-SPECIAL

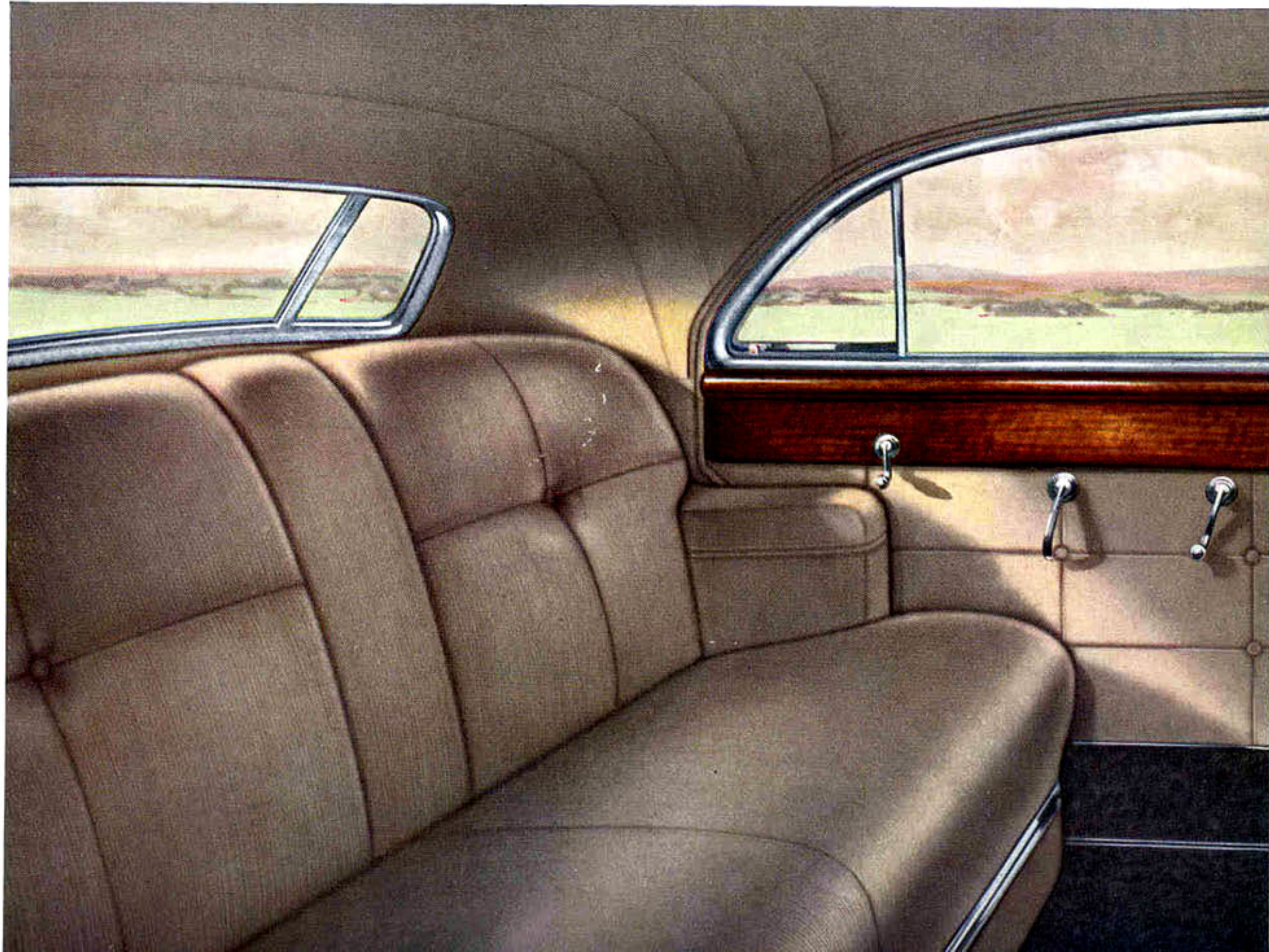
FIVE - PASSENGER TOURING SEDAN

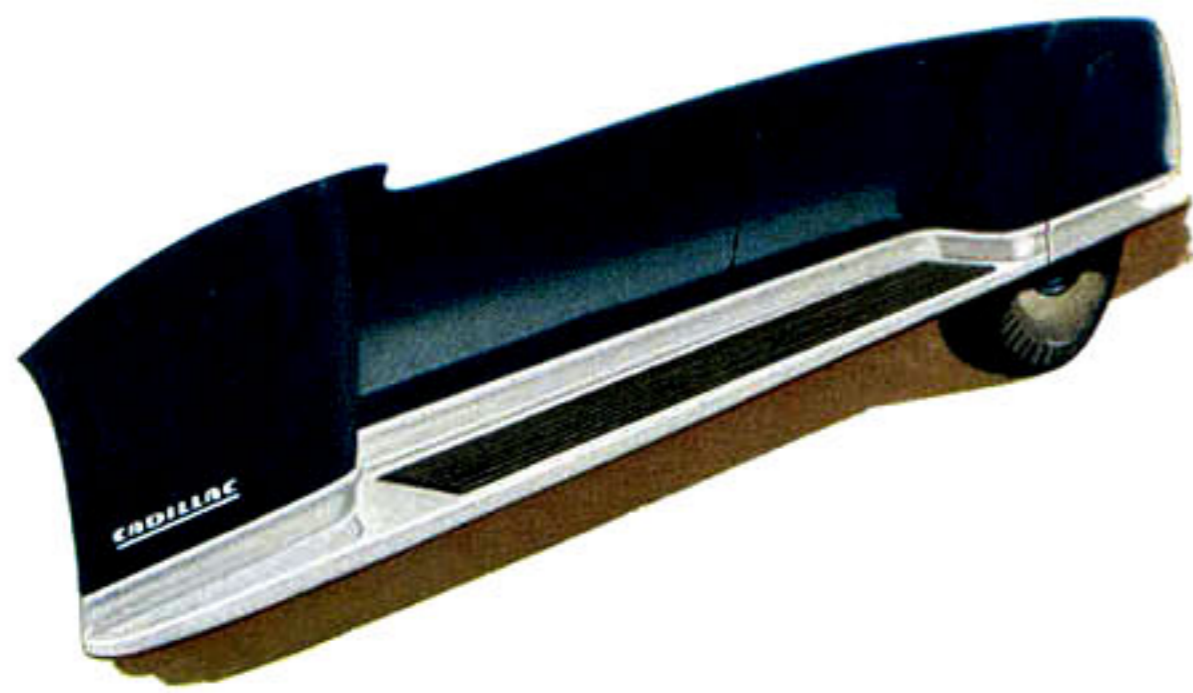


Fleetwood design and Cadillac craftsmanship merge in this Sixty-Special to provide a matchless car. It combines advanced styling . . . the ultra-smartness of Fleetwood coachwork . . . with the improved qualities of all Cadillac cars to set this five-passenger Touring Sedan beyond comparison.

The oriental walnut trim of the instrument panel is extended as a paneling motif throughout the interior, bringing an harmonious flow of line and color. Its upholstery options are blue-gray, tan or green Bedford Cord or striped broadcloth.

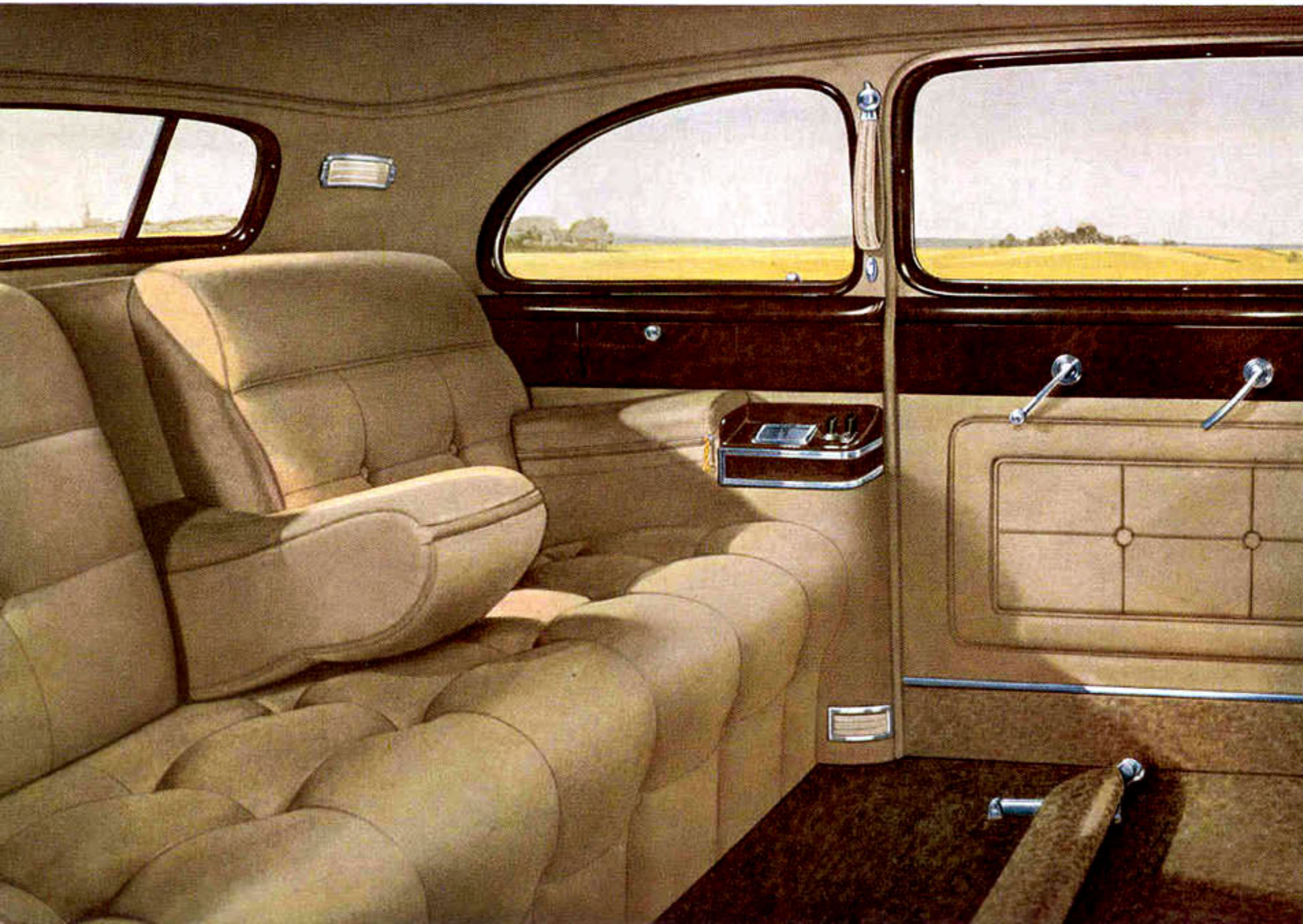
Motoring comfort and pleasure, naturally, follow Cadillac styling and luxury to a new peak in the Sixty-Special. Contributing to greater motoring enjoyment than ever are . . . individually wrapped and tied Marshall springs, the finest in seat cushions . . . a smart ash tray set in the back of the front seat . . . instrument faces designed for the maximum in visibility . . . electric clock recessed in the glove compartment . . . flicker signal in the speedometer for directional indicator . . . All-Weather ventilation system . . . and many other extraordinary features. Here in the Sixty-Special, Cadillac perfectly combines the maximum in automobile styling, performance and luxury.





THE NEW

CADILLAC —



Here again in its 75 Series, Cadillac stands alone . . . the world's finest motor car.

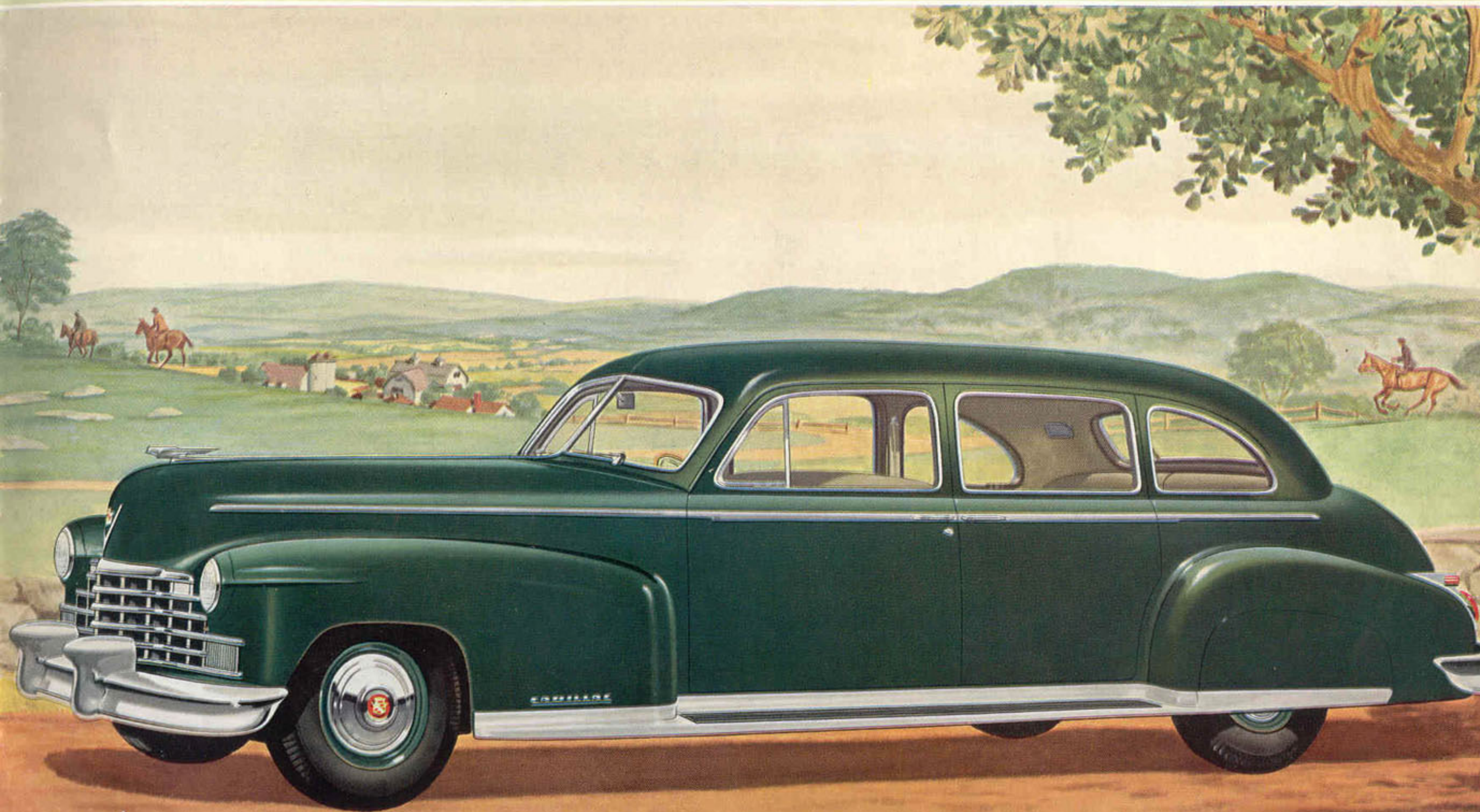
In providing the ultimate in fine car creation, Cadillac presents the exclusive coachwork of Fleetwood . . . matchless styling reserved only for Cadillac owners. In this five-passenger Touring Sedan are found the interior appointments which add so much to the distinction and pleasure of motoring . . . a choice of fabrics in exclusive patterns . . . luxurious trim styling . . . wide French walnut garnish mouldings . . . rich, soft Kinkomo floor carpeting.

But Cadillac in this 75 Series provides even greater convenience and luxury . . . arm rest vanity cases containing lighters, ash trays and memo pads . . . provision in right hand case for radio controls . . . courtesy lights operated by the doors . . . slash pockets with zippers . . . electric clock . . . and other contributions which make this one of the world's most distinguished cars.

Shown above is the gleaming, stainless steel, full-length running board which lends new distinction to the 75 Series.

*F*LEETWOOD . . . SERIES *S*EVENTY - *F*IVE

FIVE - PASSENGER TOURING SEDAN

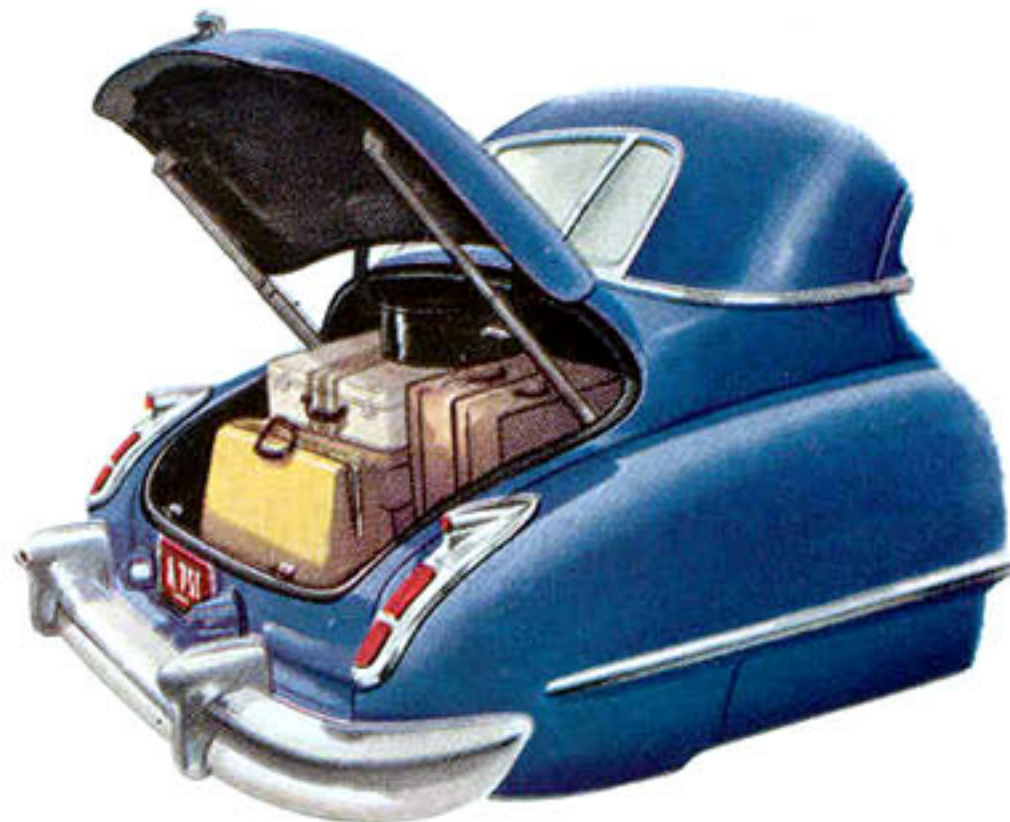


Luxury, Comfort and Convenience . . . apparent in every detail



The matchless satisfaction which a Cadillac provides is, of course, the result of many things—but outstanding among them are certainly the luxury, comfort and convenience incorporated in every Cadillac body type. First of all, perhaps, is the way you relax. Seats are designed and built to encourage you to sit at ease, as in a favorite living room chair—whether you're at the wheel, or riding as a passenger. There is plenty of room . . . room to stretch, to lounge, to be comfortable.

Cushions are deep, scientifically contoured, and pitched at the proper angle. Appointments of every nature show care and thought in their design and execution. Upholsteries and trim are not only beautiful as to material, but carefully tailored in conformity with the individual body type. It could all be summarized, perhaps, by saying that Cadillac cars are meant to be "livable"—to offer all the comfort and convenience it is possible to have in your "home on wheels." Nowhere else is motor-ing pleasure brought to such completeness as in Cadillac cars.



Ample trunk compartment space is characteristic of all 1946 Cadillacs. The compartments range from 34 to 38 inches in depth in the various series. All trunks are completely carpeted and weather proofed. Light is provided automatically when the lids are raised.



The massive heavily chromed bumpers not only add to the beauty of the car but because they are mounted direct to the frame provide added strength and protection. Curved around the fender edges they protect against denting, scraping, or locking bumpers while parking.



Passenger riding comfort is enhanced by the use of Marshall springs in both seats and seat backs on the series 60 Special and 75. All Marshall springs are individually wrapped and tied to keep them in a vertical position, providing the utmost in scientifically contoured seating.

Improved

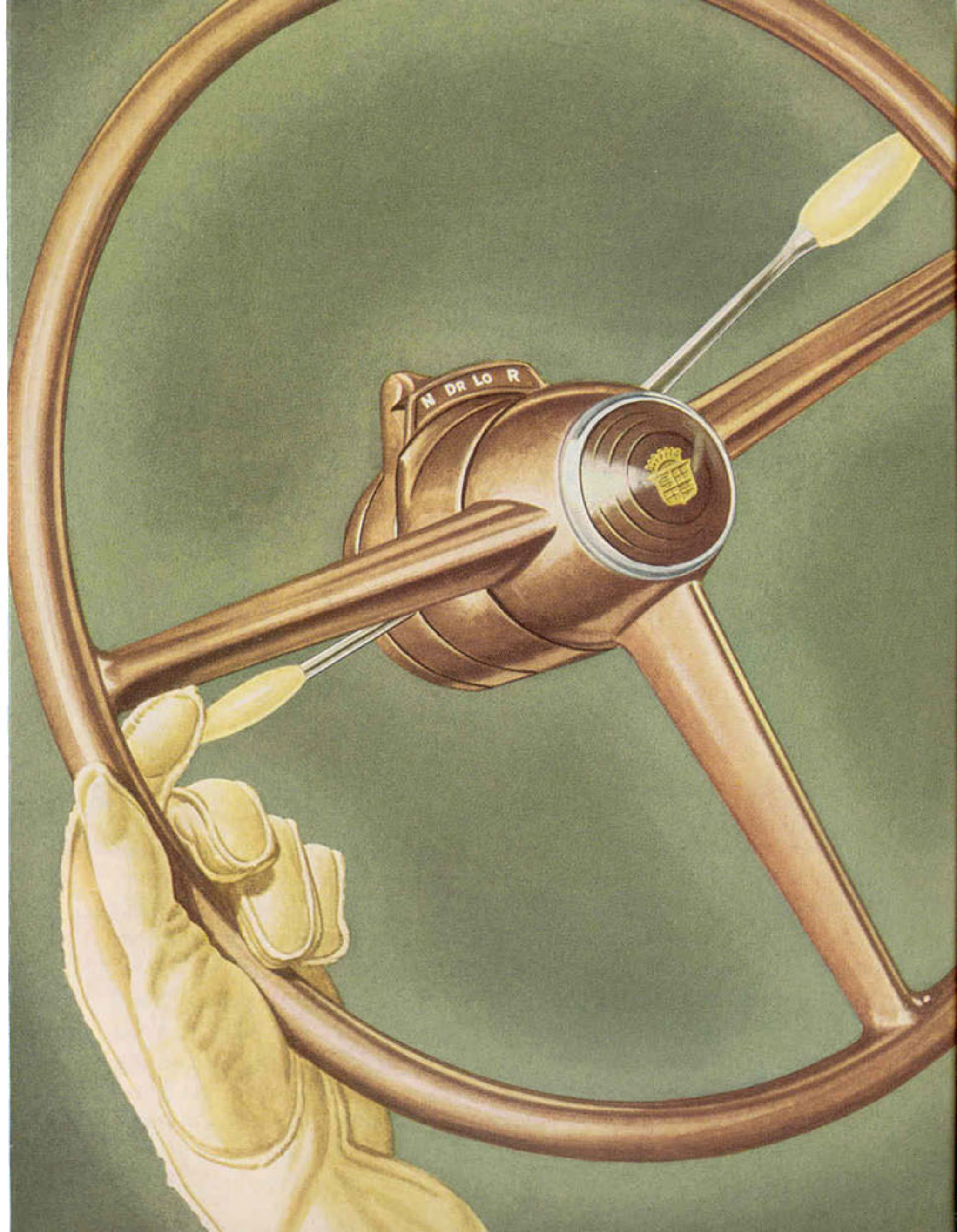
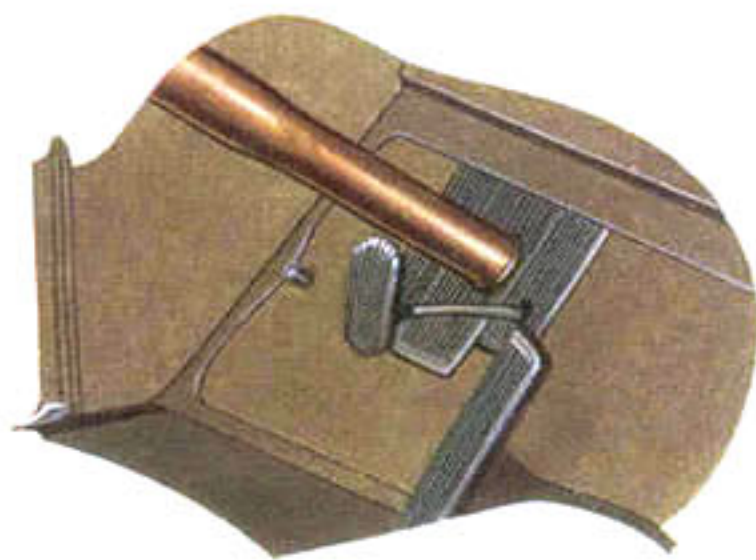
HYDRA-MATIC DRIVE

adds a final touch to

Cadillac's Incomparable

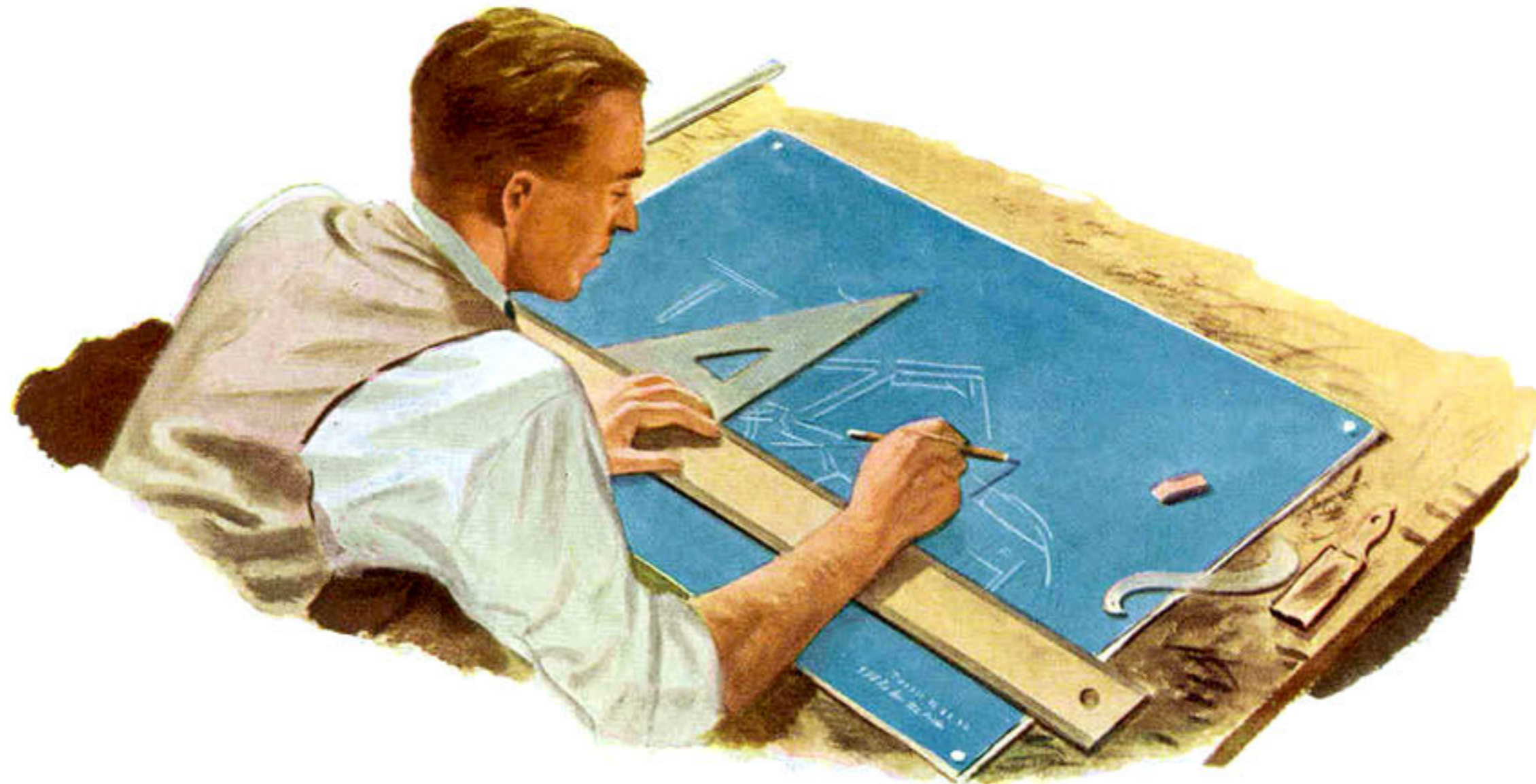
Performance

The Cadillac engine—standing alone and by itself—is, of course, a masterpiece. It is the world's finest automotive power plant. There is simply nothing to compare with it. But the ultimate joy and luxury of Cadillac performance is found only when this incomparable engine is teamed with Cadillac's *improved* Hydra-Matic transmission. There is no clutch pedal—for the Hydra-Matic is *fully* automatic. You can drive from New York to San Francisco without touching a lever—except to start the engine or to back up. You just *drive*—and oh, so smoothly, so effortlessly, and so quietly! Gears shift themselves, as the pull on the engine requires. Your car is always in the proper mesh for every situation. Your left foot does no work *at all*—and your right merely alternates between accelerator and brake pedal. Try the Cadillac Hydra-Matic just *once*—and you'll be a Cadillac Hydra-Matic fan forever! . . . Available on any model of any series, at additional price.



Forty Years of Engineering Leadership

Climaxed in the New Cadillac



The founder of the Cadillac Motor Car Company had but a single instruction for his engineering staff, when he outlined the job he wished them to do. "Design the best car that can be built," he said. "Do this without regard to cost; and when you have designed the best car that can be built, we will then devise a way to offer it at a reasonable price." These instructions, insofar as they represent the spirit in which Cadillac cars are built, have never been changed. Cadillac still designs to *quality*—and depends upon scientific manufacturing to hold down the price. Working in such an atmosphere, it is not surprising that Cadillac's engineering department should have been responsible for the most impressive array of really great advancements in the automotive industry.

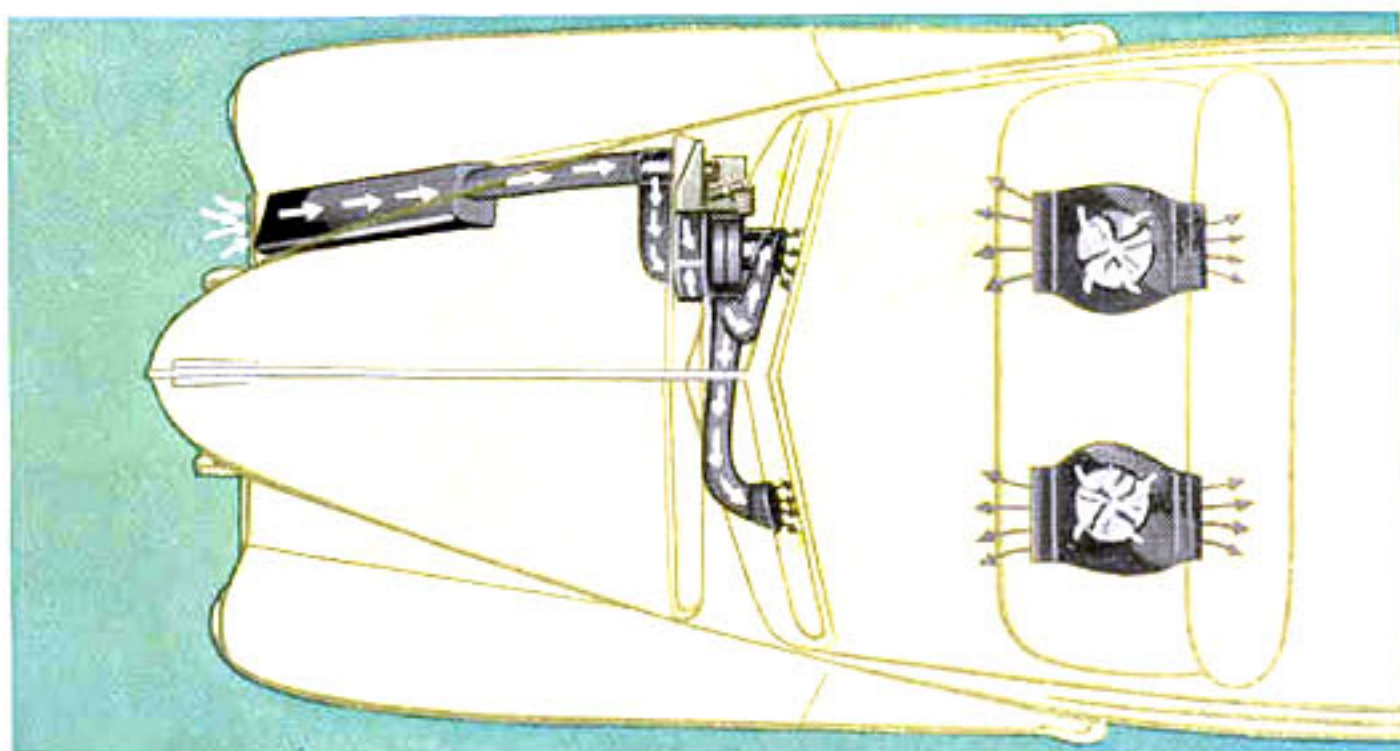
Cadillac was *first* to produce a multi-cylinder engine; *first* to achieve complete interchangeability of parts—for which it was awarded the famous Dewar Trophy; *first* to offer closed bodies as standard equipment; *first* to develop and use knee-action wheels; and *first* to use the synchromesh transmission. But impressive as these achievements are, the *greatest* Cadillac advancements have come as a result of the past four years. While building for war, Cadillac's engineering staff has been the most productive in its career. Advancements improve every aspect of the car. The Hydra-Matic drive is remarkably improved. And the car's overall performance is finer. Truly, the 1946 Cadillac is the climax to forty years of engineering leadership—the *greatest Cadillac of all!*

Added Comfort and Pleasure . . .

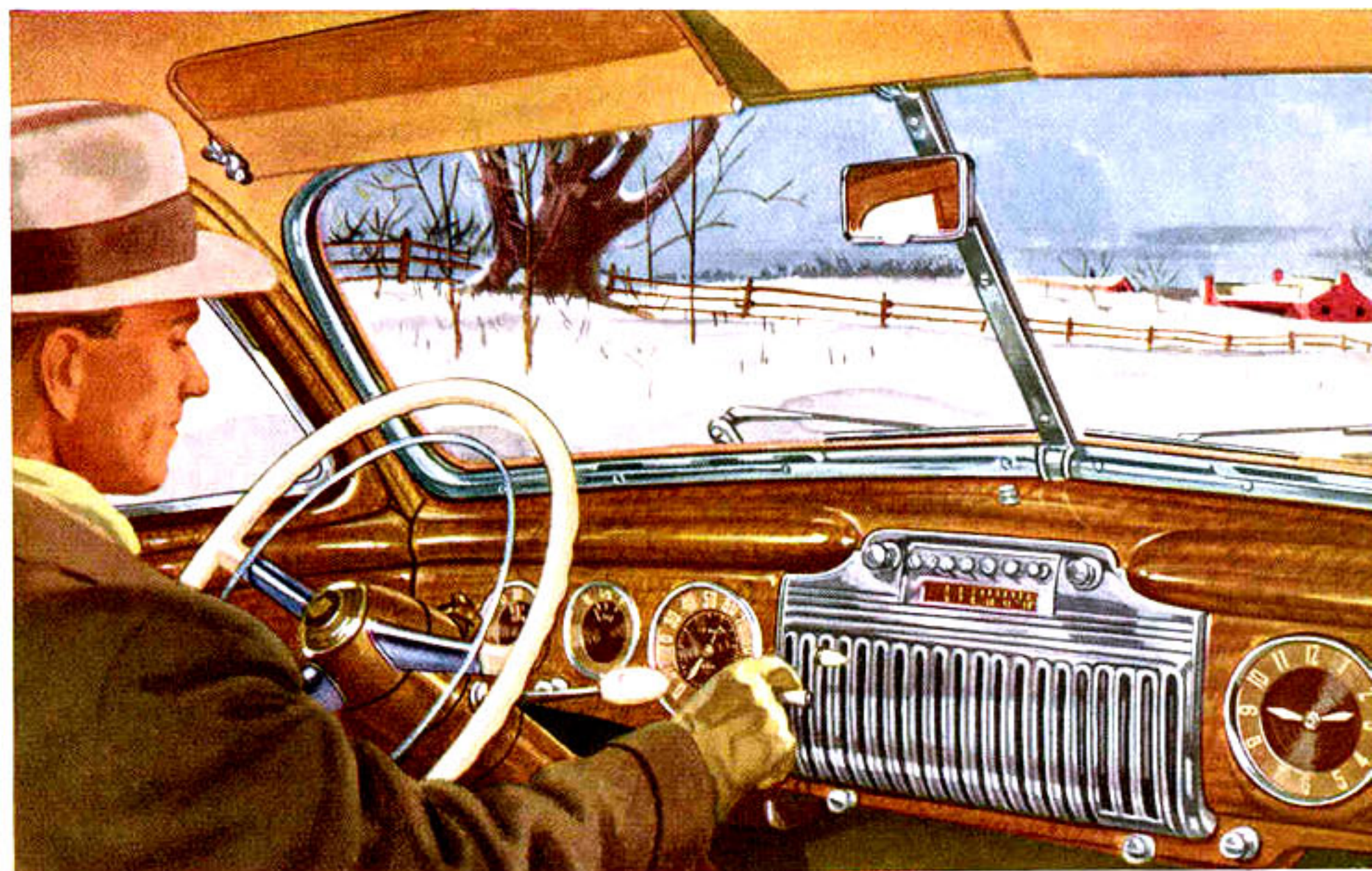
for Cadillac Owners



All Cadillac cars are alike in respect to their basic goodness. Every car built by Cadillac is built in a factory where *craftsmanship is a creed and accuracy a law*. Fundamentally, there is no variation in Cadillac quality. But Cadillac cars do differ with respect to their size, type, and the nature and completeness of their appointments. For owners do not all want the same degree of elegance. Choosing from Cadillac's unmatched groupings of features which add to convenience, the purchaser may, therefore, individualize his car to any degree desired. Every accessory—from radio . . . to heater . . . to fog lights—is designed and built to standards worthy of the world's finest motor car. Your dealer will gladly assist you in making a proper selection for your car.



Illustrated above is the Cadillac Automatic Heating System. Two large heaters installed under the front seat are thermostatically controlled for the desired temperature. Fresh air enters the system through the right hand All-Weather Ventilator. A separate defrosting unit with its own heating core is mounted on the dash providing maximum defrosting capacity.



The 1946 Cadillac radio provides the finest in motor car radio reception . . . unequalled range, tone and selectivity . . . both push button and manual tuning . . . push button control of treble, medium and bass . . . vacuum operated aerial . . . ignition switch control for safeguard against leaving the radio in operation and many other perfections.

CADILLAC ACCESSORIES

Below are listed Cadillac accessories available for your selection. They are built to the same fine standards as are the cars themselves.

AUTOMATIC HEATING SYSTEM . . . RADIO . . . VENTILATING DEFROSTING HEATER . . . SEAT COVERS . . . SPECIAL STEERING WHEEL . . . GLARE-PROOF MIRROR . . . FLEETWOOD ROBE . . . BACK-UP LIGHT . . . SPOTLIGHT . . . WHEEL DISCS . . . TRIM RINGS . . . LICENSE PLATE FRAMES . . . WINDSHIELD WASHER . . . GAS-CAP LOCK . . . OUTSIDE REAR VIEW MIRROR . . . FOG LIGHTS.

Quality Service... in keeping with the World's Finest Motor Car

Naturally, service would not seem—at first thought—to be of primary concern to a Cadillac owner. He is driving the world's finest and most dependable motor car. But Cadillac service is primarily preventive service. It is aimed at keeping the owner's car always at the peak of its operating efficiency. Through careful periodic inspection, checking, and adjustment—it is the intention to *prevent* trouble. Every Cadillac dealer is enrolled in this service. He wants every Cadillac owner, regardless of the locale of his residence, to have the fullest possible enjoyment from his car—with the minimum of cost and inconvenience. As a result, you can drive your Cadillac into any Cadillac service station in America



—two thousand miles from home, if you happen to be that far—and have it checked and inspected free of charge, so long as it is not necessary to dismantle any parts. When you purchase a Cadillac, you don't just purchase a motor car. You come into possession of the world's finest medium of personal transportation. And it is the purpose of every

Cadillac service organization to help you get maximum satisfaction from your investment. Cadillac owners who have owned no other make of car for more than a quarter of a century bear testimony that Cadillac *service* is one of the finest dividends of Cadillac ownership. It is, truly, the world's finest service for the world's finest car.