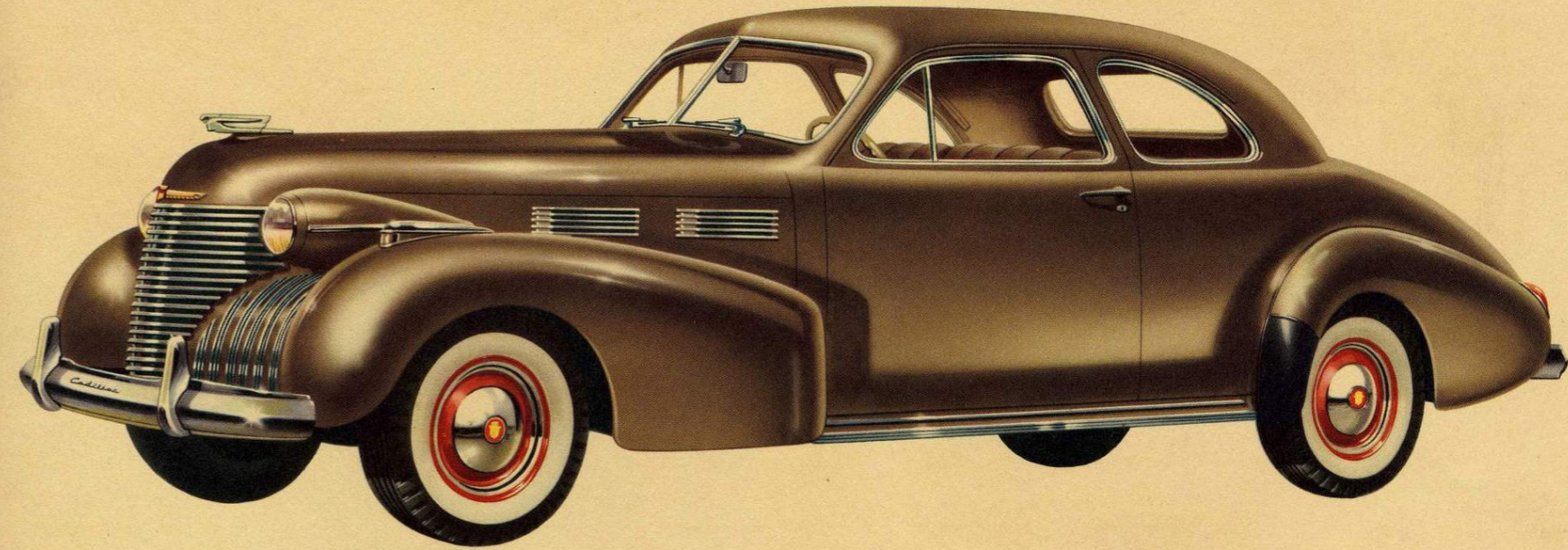


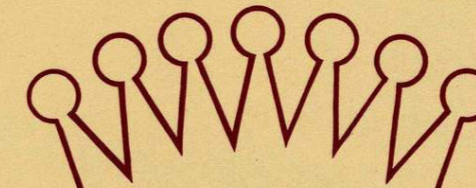
YOUR OBSERVATION will tell you that there has never been a smarter interpretation of the coupe body than the one pictured on the opposite page. And, furthermore, there has never been a more *practical* coupe! ¶ The interior is luxuriously comfortable. The front seat is wider by many inches than is usual in a car of this type. And back of this seat is a *full-width* auxiliary seat, with sufficient room for two. ¶ There is extraordinary vision, also. The doors and windows—of new Hi-Test safety-plate glass—are exceptional in area. ¶ The interior is beautifully executed—down to the smallest detail. The instrument panel, garnish mouldings and plastic accessories are finished in either gray or brown to blend with your choice of six fine fabrics. The seats and cushions are as deeply upholstered as the finest drawing room davenport. Hardware, of new design, is exceptionally beautiful. The rear-deck space is unusually large—and the trunk compartment is automatically lighted when the lid is raised. ¶ If your requirements call for a Coupe—choose the Cadillac Sixty-Two. It is the perfect choice.

Cadillac

SIXTY-TWO



THE COUPE FOR FOUR PASSENGERS



When a motorist comes into possession of a Coupe by Cadillac, he has a right to expect certain matchless characteristics—for he has purchased the world's finest personalized transportation. In beauty, in smartness, in comfort, in safety and in performance—he justly anticipates that his car will stand uniquely alone. But, even though armed with these exacting anticipations, the buyer of the new Cadillac Sixty-Two Coupe is due for a pleasant surprise. Even for Cadillac, this car is a remarkable achievement in smartness and performance and individuality. For the whole inspiring story, please turn the page.

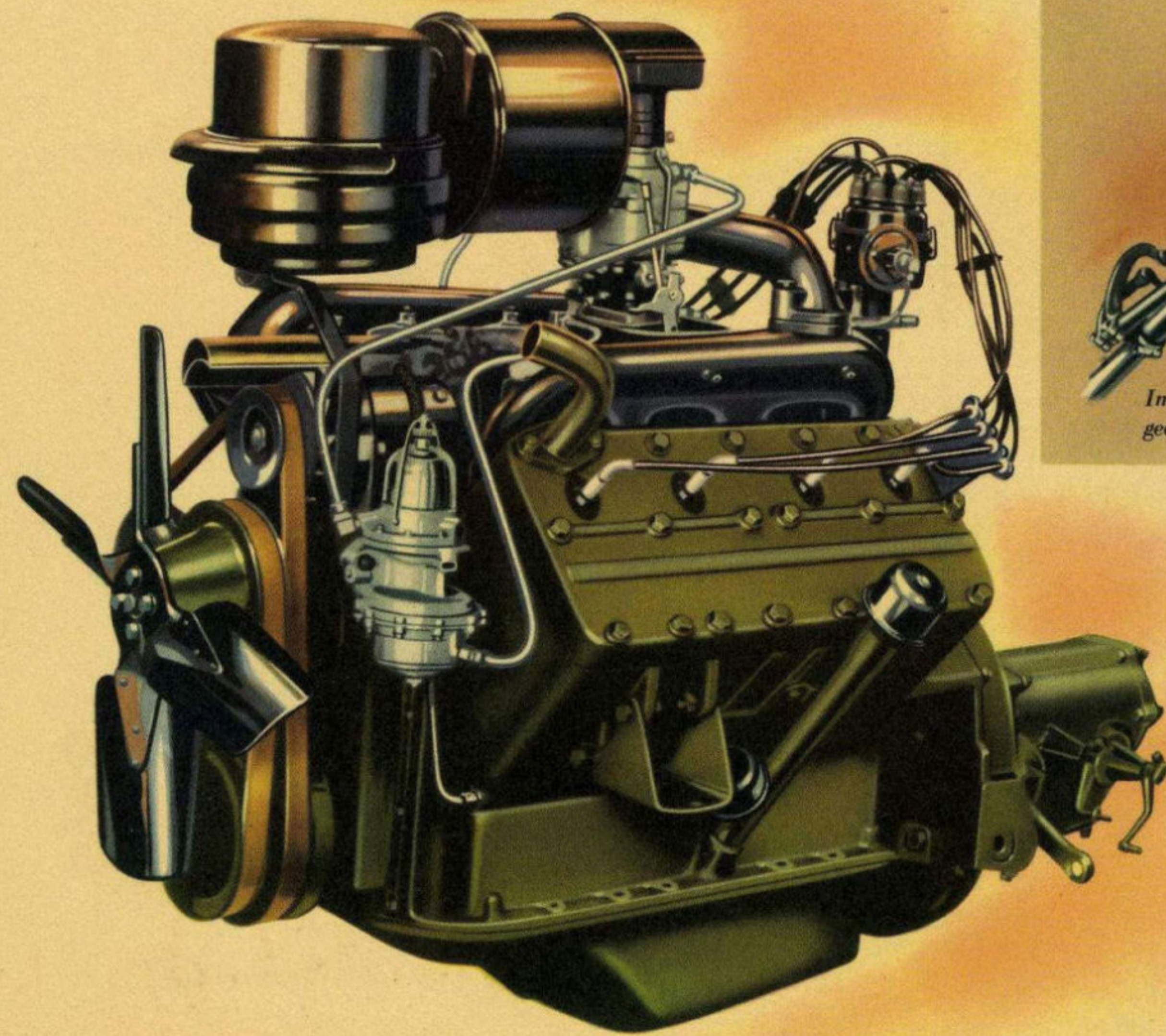
Cadillac

S I X T Y - T W O

Coupe for Four Passengers

Cadillac Engineering and Craftsmanship

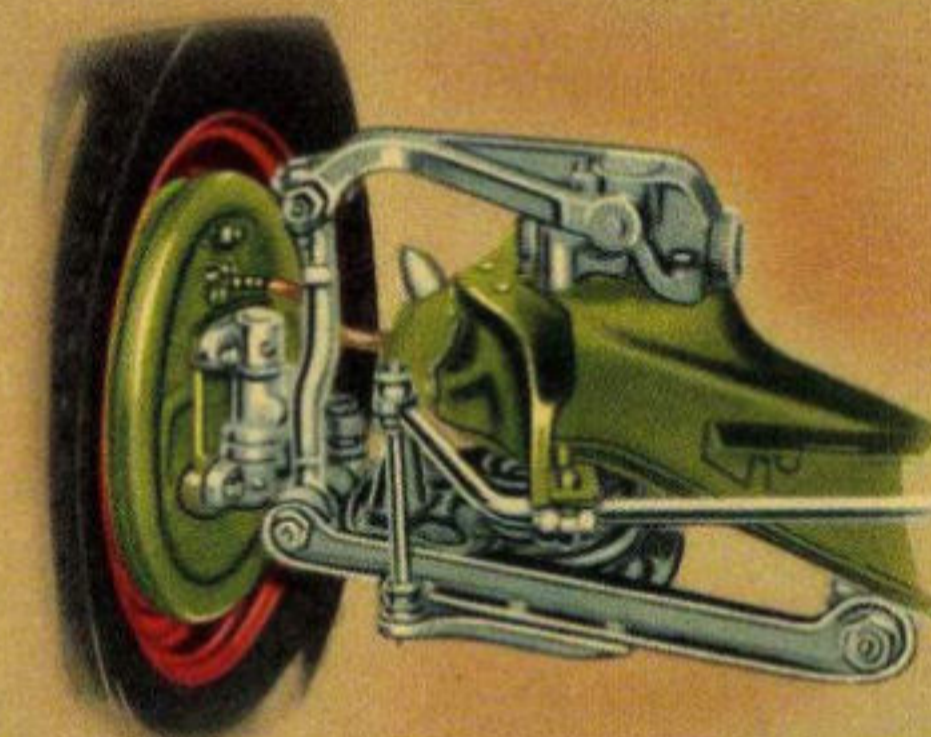
TELL THE STORY OF AUTOMOTIVE PROGRESS



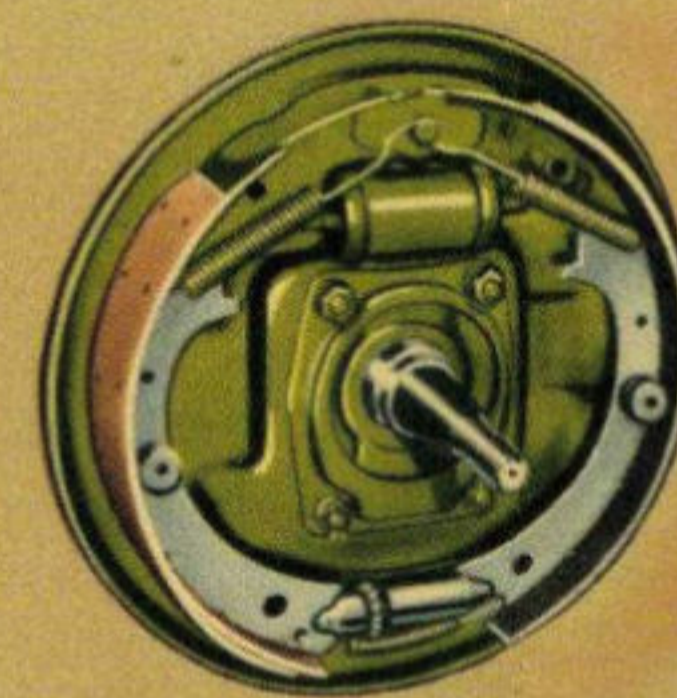
The Sixty-Two is powered by a Cadillac V-8 engine of 135 horsepower. It is the product of a quarter-century of consistent advancement in V-type design.



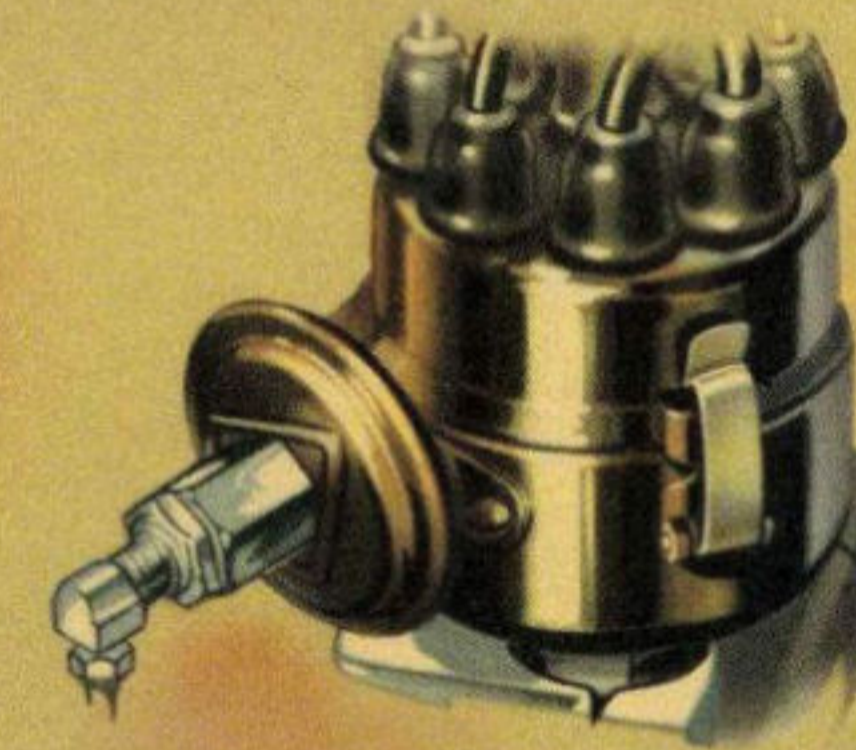
Improvements in Cadillac's Syncromatic gear shift make gear-shifting 50% easier.



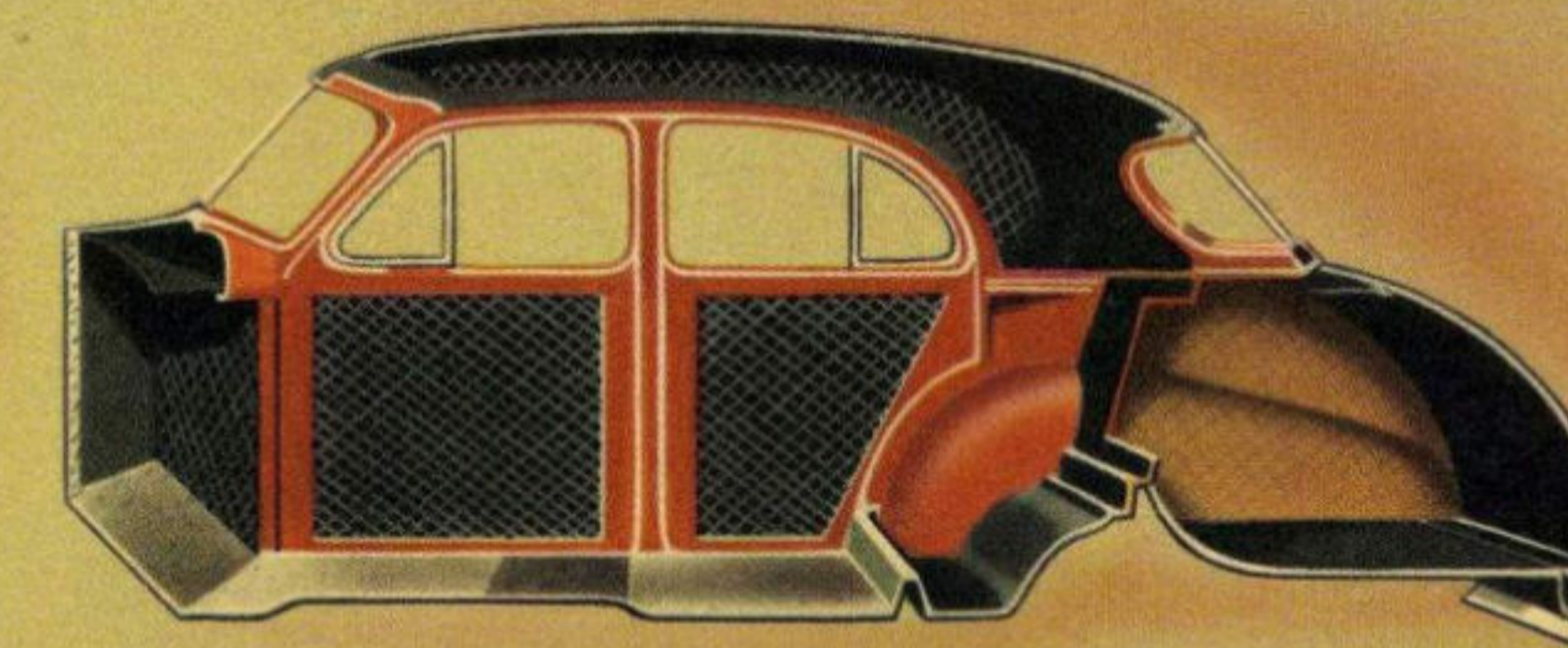
Improved Knee-Action makes Cadillac's Controlled-Action Ride even more remarkable for its steadiness.



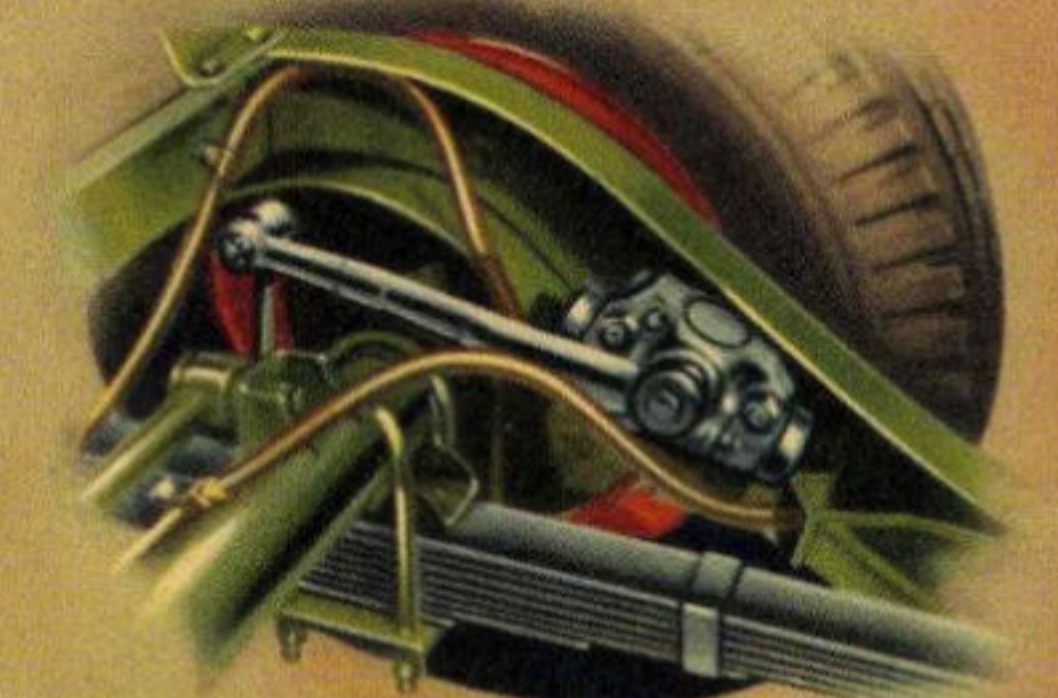
Cadillac's powerful brakes require only light pressure for quick, smooth stops.



A new vacuum advance distributor increases gasoline mileage as much as 10%.



Cadillac's All-Steel body, as shown in the above cut-away illustration, is heavily insulated against heat, cold, and noise—a remarkable contribution to comfort.



Softer, longer rear springs play an important part in Cadillac's unrivaled riding comfort.

YEAR AFTER YEAR, the world looks rightfully to Cadillac cars as the complete embodiment of automotive progress. Cadillac's place in the automotive world imposes this obligation. And never has this obligation been more eloquently met than in the Cadillac cars described in this catalog—the Sixty-Two Sedan and the Sixty-Two Coupe. ¶ These cars are powered by Cadillac's largest V-8 engine, generally admitted to be the finest power plant ever used in a passenger car. Product of over a quarter-century of consistent development, the Cadillac engine is so smooth and quiet that you can scarcely hear it. The soft ticking of the electric clock is easily audible as the engine idles. ¶ But touch the throttle—and action

is instant. You can drift as slowly as you like—or you can head the parade. The motor obediently does your bidding, as quickly as it is asked. There is nothing else like it in a motor car. ¶ The leadership of the Cadillac Sixty-Two in riding ease is just as pronounced. The ride is jolt-proof and sway-free. Passengers sit at ease over any road. ¶ The driver, too, has a better time in a Cadillac Sixty-Two. Syncromatic gear-shifting—that fine advancement which Cadillac introduced to the motor car—is as much as 50% easier this year. Steering is unbelievably easy, too—while the big brakes take hold instantly and with velvety smoothness. ¶ By all means, drive a Sixty-Two. Whichever model you choose, you'll have the car of the year.

CADILLAC CRAFTSMANSHIP

Craftsmanship a Creed—Accuracy a Law. These words guide every move of the highly-skilled craftsmen who translate the advanced ideas of Cadillac engineers into finished cars. Cadillac manufacturing standards are unbelievably strict. And to carry them out, Cadillac has the most experienced group of fine-car craftsmen in the world. From start to finish, cars that bear the Cadillac crest are built with consummate skill. Cadillac manufacturing, like Cadillac engineering, is truly the STANDARD OF THE WORLD.





YOUR CADILLAC DEALER . . .

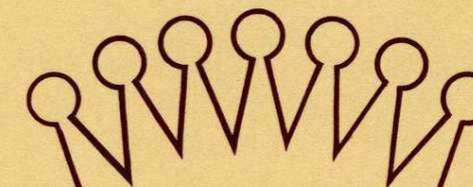
One of the pleasant surprises that comes to the man who moves up to a Cadillac has to do with his dealer, and the type of service he provides. ¶ Cadillac dealers are men of outstanding capabilities and rank as leaders in their respective communities. Their service organizations are made up of highly-trained men, thoroughly skilled in keeping Cadillac cars always

at the peak of their performance and operating efficiency. ¶ Throughout the nation, Cadillac dealers offer a systematic inspection and adjustment service which saves not only time and money—but which acts as a definite protection to the owner's car. ¶ Truly, Cadillac service—with its many exclusive benefits—is one of the finest advantages of Cadillac ownership.

Specifications

- **ENGINE**—Cadillac precision-built 90° Vee 8 design; L-head; bore, 3½"; stroke, 4½"; displacement, 346 cu. in. Taxable horsepower, 39.20 with brake horsepower 135 at 3400 r.p.m. Engine mounted in rubber at three points.
- **PISTONS**—T-slot design Lo-Ex aluminum alloy for uniform expansion. Special anodizing process hardens wearing surface to prevent scuffing and scoring; fitted with two compression rings and two oil rings. All rings have surface treatment of ferrous oxide greatly improving durability.
- **CARBURETION**—Dual down-draft with equalized manifolding, mechanical fuel pump, oil bath type air cleaner, intake silencer, fully automatic choke.
- **GASOLINE TANK**—Capacity, 22 gallons.
- **GENERATOR**—The new 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. Permanently lubricated ball throwout bearing reduces service cost.
- **TRANSMISSION**—Cadillac pioneered and built Syncro-Mesh with pin-type synchronizers, sliding low and reverse gears, constant mesh second gear. Syncromatic control clears front compartment. Transmission gears helical and fully carburized for long life.
- **LIGHTING**—New 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 driver's intention to turn by flashing lights in the parking and rear lamps. Operated by a lever conveniently located under left side of steering wheel. Indicator in lever tells 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. Proven by six years' use and millions of miles of testing.
- **REAR SUSPENSION**—The Hotchkiss Drive gives both excellent roadability and velvety-soft riding qualities. Rubber bushings and wax-impregnated spring liners eliminate need for lubrication or other service attention.
- **SPRINGS**—Front suspension independent helical type, rear springs semi-elliptic type, 54½" long, 2" wide, spring leaves lubricated by wax-impregnated liners.
- **BRAKES**—Bendix super-hydraulic brakes operate in composite drums with 208 square inches braking area. Mechanical hand brake operates independently.
- **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 3.92 to 1.
- **STEERING GEAR**—Sturdy worm and double roller type. Design provides steering accuracy at all times. Can be turned or parked in much smaller space than many shorter cars.
- **FRAME**—Tread: Front, 58"; rear, 59". Rigid frame, X-type; deep X-member junction, reinforced side members. Maximum depth 5½". Flange width, 2"; thickness, ⅝".
- **RIDE STABILIZER**—Double ride stabilizers, torsion bar-type front, cross link-type rear. Both designs hold car level and promote high speed roadability and safety.
- **TIRES AND WHEELS**—Low pressure, 4-ply tires, 7.00 x 16, steel disc wheels with large chrome disc hub caps. Wheels slotted for emergency chains.
- **FENDERS**—Fenders and other sheet metal parts are bonderized to prevent rust.
- **WHEELBASE**—129". Over-all length with bumpers, 215½".
- **BODY TYPES**—Two closed models with No-Draft Ventilation and Turret-Top construction. Each model has roomy luggage compartment.

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



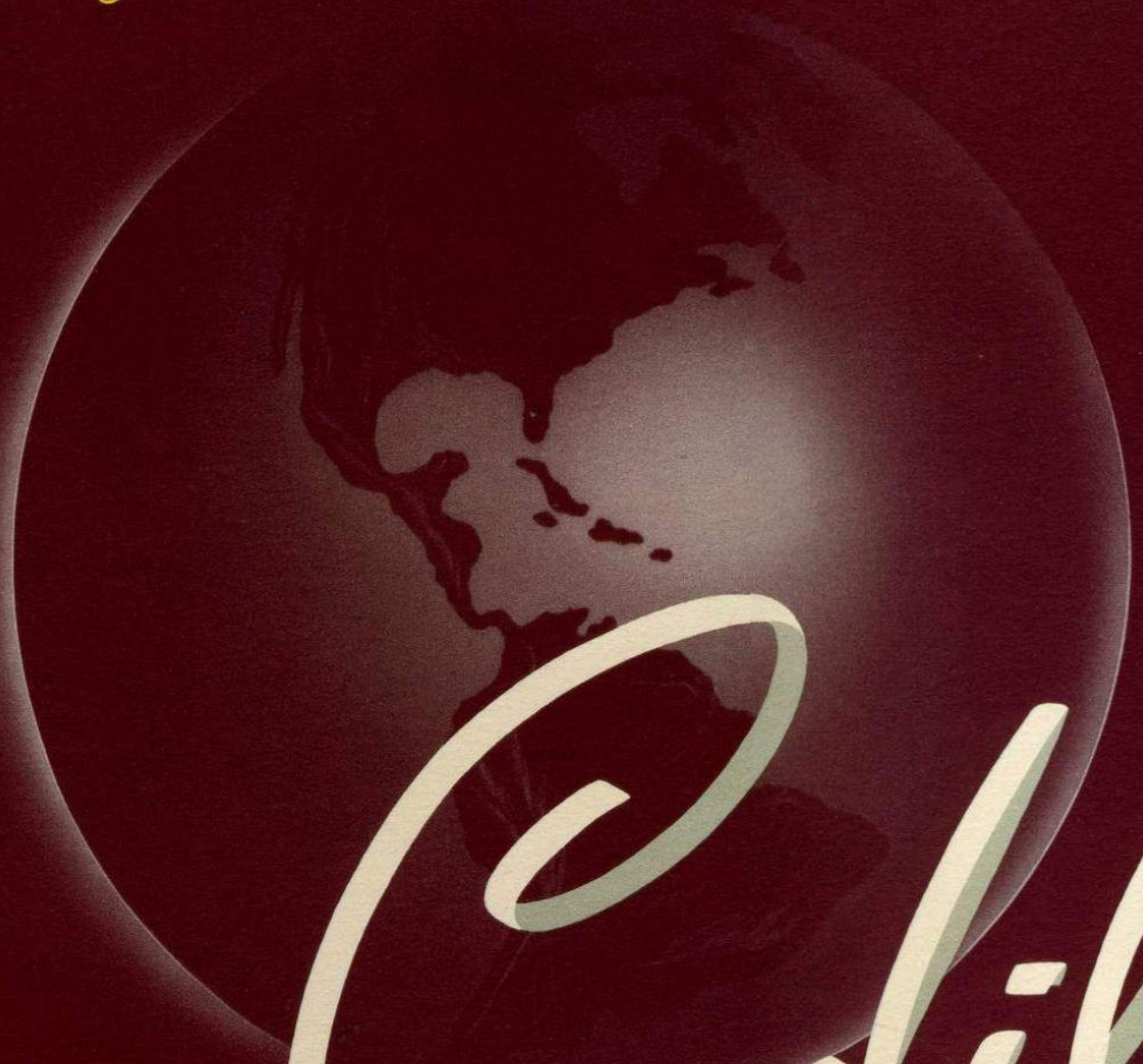
More than thirty-five years ago, a group of men sat around a conference table and imposed upon Cadillac the severest obligation known to the automotive industry. They were organizing the Cadillac Motor Car Company—and they wrote into the company's incorporating minutes that Cadillac would always be as fine a motor car as it is possible to produce. This has meant a tremendous responsibility—for to be the leader of an industry, you must also be its pioneer. But the result has been a distinction as unique as it is satisfying. Cadillac is known, wherever motor cars are owned, as the Standard of the World!

Cadillac


SIXTY-TWO

Engineering and Craftsmanship

Presenting THE NEWEST CAR IN THE WORLD



Cadillac



THE NEW CADILLAC SIXTY-TWO FOR 1940

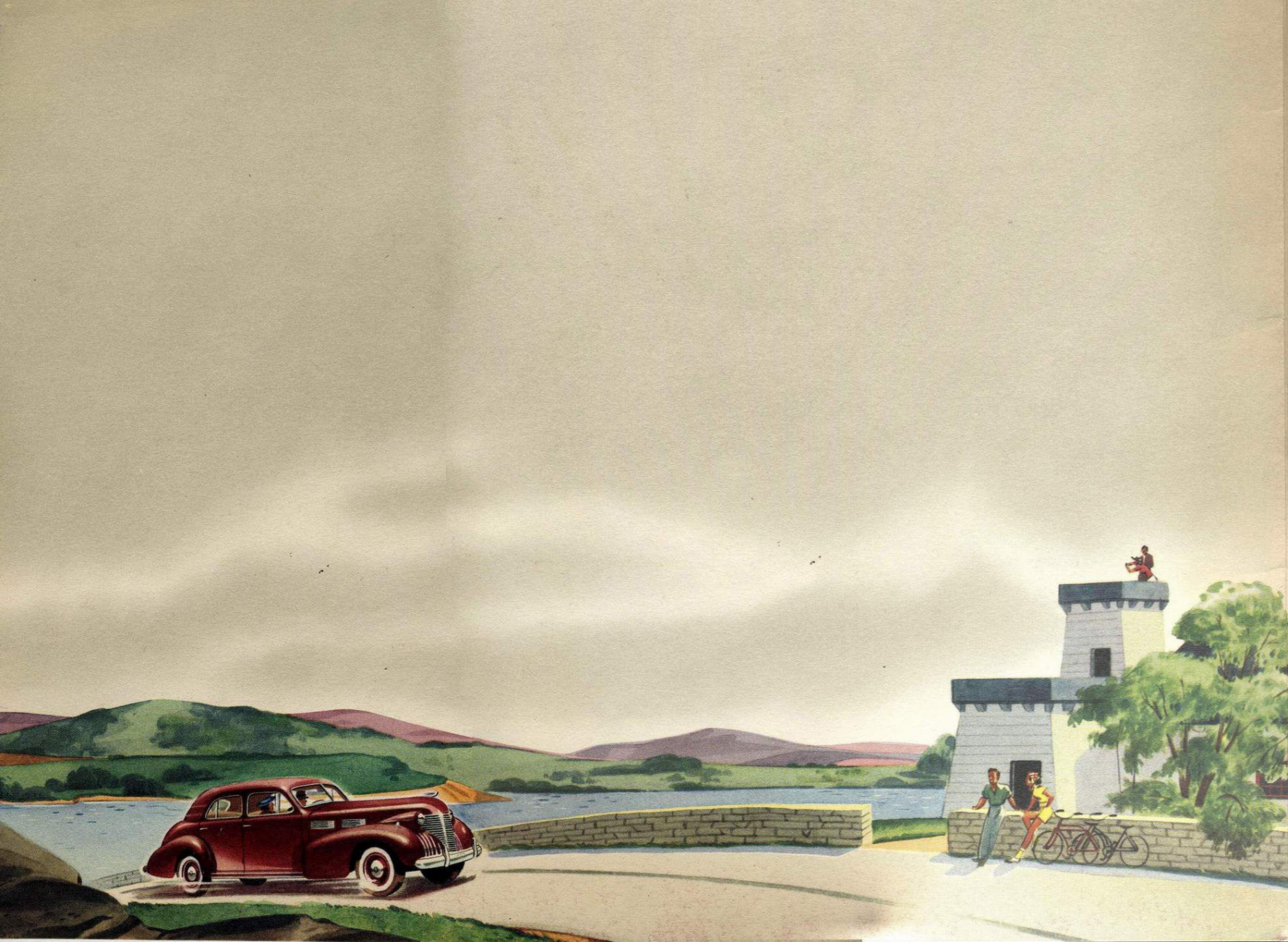


Presenting THE NEWEST CAR IN THE WORLD

Cadillac



THE NEW CADILLAC SIXTY-TWO FOR 1940



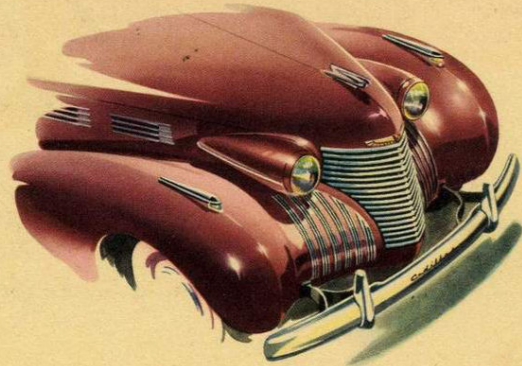
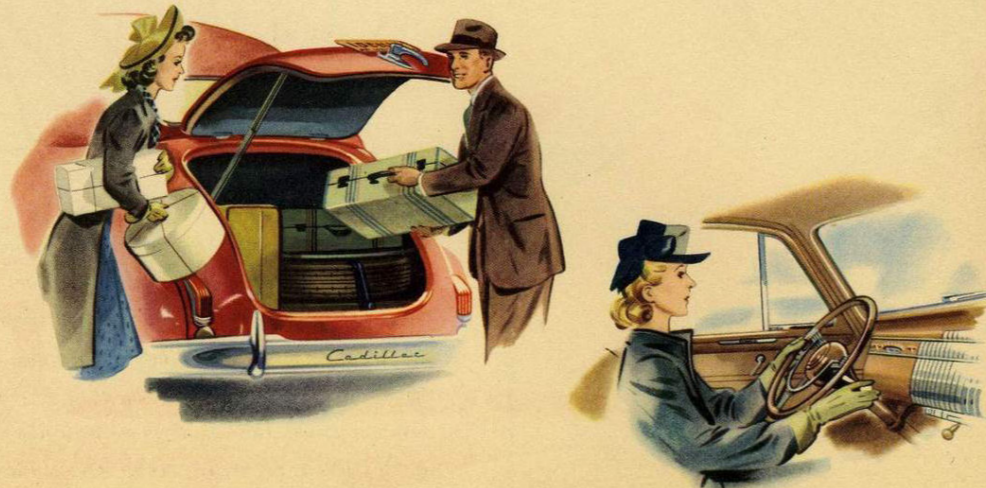
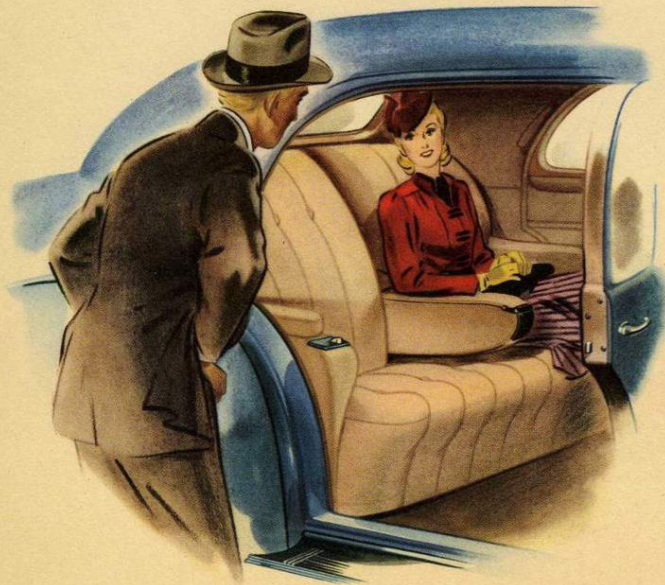
Cadillac

*Sixty
Two*

THE CADILLAC SIXTY-TWO may be truly described as an exceptional automobile. It is one of the most unusual cars now gracing the American highways. It is a model for luxury and comfort. It is one of the finest performers ever to bear the Cadillac name. Yet, it carries a remarkably moderate price—the lowest price placed on a Cadillac car for 1940. The following pages present some of the outstanding characteristics of the Sixty-Two. Study them carefully—for here is, undoubtedly, the car of the year.



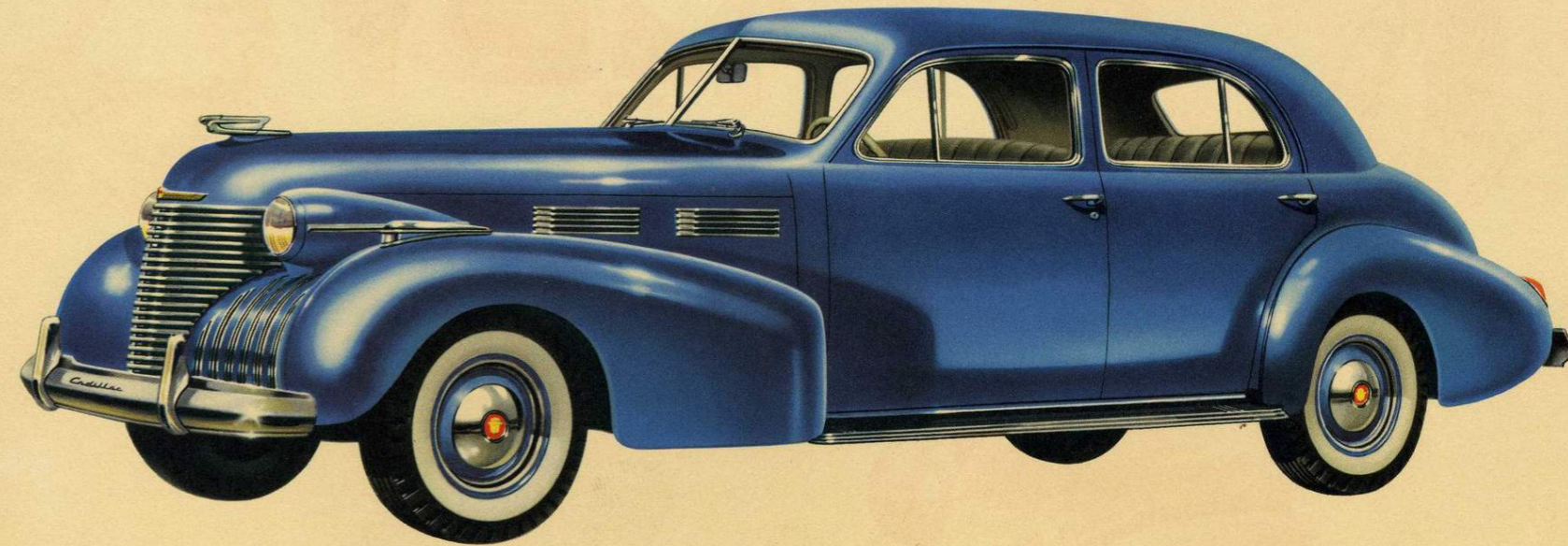
MADE IN U. S. A.



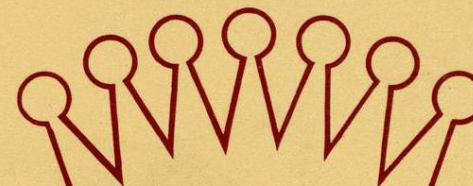
LOOK, FIRST, at the full-length view of this beautiful car. With its smartly-contoured radiator, its wide fenders, and streamlined rear deck—it is a picture of fleetness and grace. Even the rear window is curved and the lines of the large trunk flow smoothly into the body. ¶ The Sixty-Two Sedan has, of course, every proven safety feature known to the industry. The handsome headlamps, for example, are of the revolutionary Sealed Beam type. The glass in the exceptionally large windows and windshield is of a type which does not distort vision—and is also the safest glass in use in passenger cars today. The dash instruments and controls on the tastefully-styled instrument panel are carefully arranged for maximum convenience and legibility. ¶ Comfort and luxury are likewise outstanding. The front seat is six inches wider than that of most sedans. The roomy rear seat has a soft, center arm rest. And the interior, as a whole, is the roomiest and most comfortable ever offered in the Sixty-Two's field. If you want a Sedan—this car should be your choice. It has no equal for value or beauty.

Cadillac

SIXTY-TWO



THE TOURING SEDAN FOR FIVE PASSENGERS



Probably no other car in the world must be adaptable to so many distinctive uses as a Cadillac Five-Passenger Sedan. It must serve as the owner's personal car—as the family's general medium of transportation—and as a chauffeur-driven creation for the formal occasion. The car shown on the inside pages of this folder is the perfect answer to these unusual requirements. It is as smart and individual as a sports roadster. It has all the room that anyone could ask for in a family sedan. And it is a compliment to the most distinguished surroundings. For a more detailed description—please turn the page.

Cadillac

SIXTY-TWO

Touring Sedan for Five Passengers