



DATA BOOK

J. W. DUNIVAN

The 1941 **CADILLAC DATA BOOK**



● Presenting a story in pictures of the new Cadillacs, their advanced engineering, their precision craftsmanship and their many innovations, which explain how Cadillac continues, in 1941, its policy of building in each successive year the world's finest motor cars.

All information contained herein has been carefully checked with the most reliable sources, but responsibility for the absolute authenticity of this information cannot be assumed. The right is reserved to change any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change.



**SALES PROMOTION DEPARTMENT
CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS SALES CORPORATION • DETROIT, MICH.**

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THE *One* FACTORY
WHERE ONLY THE
HIGHEST STANDARDS
OF MOTOR CAR EXCELLENCE
ARE MAINTAINED



● If it were possible for salesmen to take every prospect personally through the Cadillac factory, every one of these prospects would be indelibly impressed with the facts that

FIRST, Cadillac products are built from one grade of materials to one standard of workmanship.

SECOND, this one grade of materials and one standard of workmanship are above comparison to the manufacture of any other motor car.

Such precision in building means enduring mechanical excellence to every Cadillac owner.

Constant

RESEARCH, DEVELOPMENT— INSPECTION AND TESTING PROVIDE—



RESEARCH



TESTING



INSPECTION



FINAL O.K.

Research at Cadillac is a composite of a great many special studies for the purpose of discovering new and better motor car designs. Knee Action front suspension and steering post gear shift are examples. These are typical of long range programs of several years' duration before practical usefulness advocates adoption. In the meantime, Cadillac research is also concerned with the improvement and refinement of every mechanical unit on the car throughout the model year.

The chemical and metallurgical laboratories and all kinds of special testing devices, such as wind tunnels and dynamometers are involved in the research programs. Many of these techniques are unique to Cadillac.

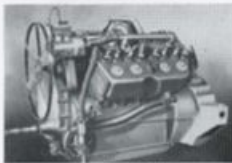
Road tests are rigorously made as new designs begin to take finished form. These are made on the highways throughout the United States as well as at the General Motors Proving Ground where every facility is available for thorough inspection and testing. After acceptance for production, thorough tests are again made to insure uniformity in manufacture. Every new design improvement must prove itself to function satisfactorily before incorporation in Cadillac cars.

ENGINEERING ADVANCEMENTS AND MECHANICAL PERFECTION *Equalled* BY NONE

Cadillac has reason to be proud of its engineering leadership in the motor car industry for it has contributed more than any other manufacturer to the advancement of the automobile from the "horseless carriage" era to the present stage of utility, comfort, performance and beauty.

A few highlights of Cadillac's thirty-eight years devoted to the engineering and mechanical perfection of the automobile are:

1905-Cadillac pioneered multi-cylinder engines with the first "Four"
. . . 1912-Introduced electric starting and headlighting . . . 1914-Built the first high powered 90 degree V-type engine, recognized today as the only engineeringly correct design for 8-cylinder engines . . . 1917-Cadillac was adopted as the Standard Officer's Car by the U. S. Army . . . 1928-Cadillac developed the clashless Synchro-Mesh Transmission . . . 1931-Introduced hydraulic valve silencers which materially reduce engine maintenance expense . . . 1934-Cadillac pioneered Knee Action, one of the greatest contributions to riding comfort and driving safety . . . 1941-Cadillac engineers continue their search for and testing of innovations to be introduced in the Cadillacs of tomorrow.



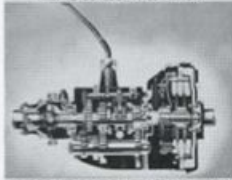
FIRST CADILLAC V-8 ENGINE



FIRST TO USE HYDRAULIC VALVE SILENCERS



FIRST TO DEVELOP KNEE ACTION



FIRST TO USE SYNCHRO MESH TRANSMISSION

A CONCRETE *Example* OF CADILLAC LEADERSHIP IN PRECISION MANUFACTURE



STEEL ANALYSIS



NORMALIZING



HOBING



SHAVING

The rigid standards of quality control enforced at the Cadillac factory for every vital mechanical part are exemplified in the manufacture of transmission gears. Cadillac gears are noted for their extraordinary strength and extreme operating quietness.

First step in the gear making process is the selection of steel. Cadillac specifications are purposely higher than the finest grade obtainable as a constant incentive to the vendor to improve his product. Upon receiving the material, every steel forging is analyzed under a special microscope for uniformity of grain flow to insure accurate response of the material to the operations that follow.

Acceptable steel forgings are then prepared for machining in a cycle furnace. Here absolute control of temperature heats the steel rapidly to 1875 degrees Fahrenheit and cools it gradually back to normal through specified stages. This process, called "normalizing," seasons the metal for uniform grain structure as wood is seasoned before it is used.

The forging is now ready to be hobbed and to be cut into the shape and form of the finished product.

CADILLAC TRANSMISSION GEARS ARE ACKNOWLEDGED THE *World's Best*

The next process is shaving and requires all of the delicacy of a barber's touch. Tiny variations are shaved off the surface of each gear tooth. The profile, helical angle and spacing of each tooth must be dimensionally accurate within .0003 inches variation.

While carburizing is practiced by a limited few in the industry, the care and control exercised by Cadillac craftsmen is unique. Eleven hours are required in 1675 degree heat treatment to transform .04 inches of the outer layer of the gear into a hard case of carbon. Gears are then quenched in oil and tempered in a special oven.

The final finishing process, called lapping, smooths off all irregularities and shapes the gear tooth contours correctly. Cadillac laps gears more thoroughly than any other manufacturer.

Gears are now ready to be matched by hand into sets and tested for quietness in a sound-proof room. Rejected gears return to the lap machine. If they fail to meet the silence test a second time they are scrapped. Assembled into complete transmissions they are again tested for quietness.

Such care in gear manufacture is typical of every vital part and is indicative of how Cadillac builds to insure its customers a maximum of low cost operation and refined driving comfort.



CARBURIZING



LAPPING



CHECKING HELIX ANGLE



FINISHED GEAR

CADILLAC SERVICE *Preserves* CADILLAC QUALITY

The Authorized Cadillac Service Sign is the symbol of dependable service for the Cadillac owner, either at home or on tour. Emphasize the value of Authorized Service to your prospects and owners, to help Cadillac servicemen retain owner good-will for you.

The Owner Service Policy Certificate explains the Cadillac Warranty and Policy in terms of the owner's benefits. Familiarity with these benefits will bring owners in and start them in the habit of coming back for service.

Throughout the country, Cadillac service is based upon standard methods and procedures, and service operations are sold at standard prices for both labor and parts. Touring owners can visit Authorized Service Stations in strange cities with confidence.

Standardized service methods depend upon the use of specialized tools and equipment, designed for the exclusive use of Authorized Service Stations by the factory Service Department. This equipment assures rapid yet thorough and accurate service.

Most fundamental in good service is a trained personnel. Cadillac provides continuous training exclusively for Cadillac Servicemen by means of periodicals and special bulletins, service clinics, and reviews and tests conducted under the Cadillac Certified Craftsman's League.



GENERAL MOTORS



THE *Bulwark* BEHIND CADILLAC PROGRESS

The General Motors Corporation provides Cadillac with a great many services and facilities for the expressed purpose of constantly increasing Cadillac price value. The Research Laboratory, headed by C. F. Kettering, and the Proving Ground give Cadillac engineers greater latitude for new developments than is available to other makes of cars. The Customer Research Staff, unique in the industry, represents a Proving Ground of Public Opinion on new styling and devices. Cadillac is thus designed by and for the American motoring public.



In addition, the General Motors Acceptance Corporation makes it possible for more people to enjoy Cadillac ownership by purchasing these cars out of income. GMAC is an outstanding pioneer in the automobile instalment purchase field. It has done most to broaden insurance coverage and to lower the combined cost of financing and insurance. Today a more inexpensive and stable plan of Cadillac instalment purchasing cannot be found.



Tradition Lives IN THE BIRTH



Cadillac has adhered to the policy set forth by its founder. "We are not going to build," he said, "merely another automobile. We are going to build the finest car it is possible to produce." In fidelity to its original purpose, Cadillac has brought

forth, in every year since its inception, outstanding achievements in motoring. For these contributions Cadillac was long ago acclaimed the Standard by which all cars have since been judged.

The penalty of this leadership falls upon Cadillac designers, engineers and craftsmen. For them it is really no penalty at all. They have every facility for research and no rigid restrictions on production costs. They have been steeped in and make live today the Cadillac tradition of quality motor car manufacture.

A value minded and fine car loving public has been most appreciative of these craftsmen's efforts. Over the years their reward has been a steadily growing preference for the product of their handiwork. Cadillac today has over 225,000 loyal owners and is the majority choice of all people who pay \$1500 or more for their motor cars.

OF SIX GREAT NEW *Cadillacs*

This popular acceptance, based upon thirty-nine years of uncompromised quality car building, brings a rich reward in 1941. The finest motor cars ever to be designed in the Cadillac factory are offered. Each is bred in the richest tradition of the automobile industry. They bring Cadillac within the reach of hundreds of thousands of people who have long aspired to its ownership and renew a pledge to the limited few who crave perfection that the World's most luxurious motor cars will always bear the name of Cadillac.



HISTORY OF THE CADILLAC MOTOR CAR DIVISION

An Impressive Record of Advanced Progress

Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
1902	—	—	—	—	Detroit Automobile Co., established 1899, reorganized as "Cadillac Automobile Co."
1903	1,698	1 cyl. "A"	\$ 850	76"	Cadillac Automobile Co. and Leland & Faulstich consolidate as "Cadillac Motor Car Company" with Henry M. Leland, grand old man of the industry, as General Manager. First Four Cylinder establishes Cadillac as the pioneer of multi-cylinder motor cars.
1904	2,457	1 cyl. "B"	900	76"	
1905	3,942	1 cyl. "F"	950	76"	
1906	4,059	4 cyl. "D"	2,800	100"	Famous Johanson gauges, First imported into United States by Cadillac, enable Cadillac to become the following year the— First American Car to be awarded the Dewar Trophy by Royal Automobile Club of London for being First to achieve interchangeability through standardization of parts Cadillac purchased by General Motors Corporation. Four cylinder production increases six times over 1908 production. First to offer Closed Bodies as standard equipment. Less than 10% of cars then produced had closed bodies.
		1 cyl. "M"	950	76"	
		4 cyl. "H"	2,500	102"	
1907	2,884	4 cyl. "M"	2,500	102"	Custom Coachcraft by Fleetwood Body Company begins. First to equip cars with Electric Starting. Lighting, ignition, for which Cadillac again was awarded the Dewar Trophy. First and only car in the world to win this award twice.
		1 cyl. "G"	950	76"	
		4 cyl. "H"	2,500	102"	
1908	2,377	1 cyl. "I"	1,000	82"	First in this country to build a V-type water-cooled eight cylinder engine. This engineeringly correct engine type is now used by every fine car manufacturer. First to use thermostatic control of cooling system. First to use Tilt-Beam Headlights for night driving safety. Cadillac becomes "Division of General Motors." Cadillac adopted as Standard Officers' car by U. S. Army after grueling tests at Marfa, Texas. Cadillac supplied 2,850 cars and 1,157 V-8 artillery tractor engines to U. S. Army.
		4 cyl. "H"	2,500	102"	
		4 cyl. "J"	1,400	106"	
1909	2,868	4 cyl. "J"	1,400	106"	First to equip cars with Electric Starting. Lighting, ignition, for which Cadillac again was awarded the Dewar Trophy. First and only car in the world to win this award twice.
1910	10,044	4 cyl. "J"	1,600	106"	
		4 cyl. "J"	1,600	106"	
1911	10,166	4 cyl. "J"	1,800	116"	First in this country to build a V-type water-cooled eight cylinder engine. This engineeringly correct engine type is now used by every fine car manufacturer. First to use thermostatic control of cooling system. First to use Tilt-Beam Headlights for night driving safety. Cadillac becomes "Division of General Motors." Cadillac adopted as Standard Officers' car by U. S. Army after grueling tests at Marfa, Texas. Cadillac supplied 2,850 cars and 1,157 V-8 artillery tractor engines to U. S. Army.
1912	12,547	4 cyl. "J"	3,250	116"	
		4 cyl. "J"	3,250	116"	
1913	17,790	4 cyl. "1913"	3,250	120"	First in this country to build a V-type water-cooled eight cylinder engine. This engineeringly correct engine type is now used by every fine car manufacturer. First to use thermostatic control of cooling system. First to use Tilt-Beam Headlights for night driving safety. Cadillac becomes "Division of General Motors." Cadillac adopted as Standard Officers' car by U. S. Army after grueling tests at Marfa, Texas. Cadillac supplied 2,850 cars and 1,157 V-8 artillery tractor engines to U. S. Army.
1914	7,823	4 cyl. "1914"	2,800	120"	
		V-8 "51"	2,800	122"	
1915	13,000	V-8 "53"	2,950	122"	First in this country to build a V-type water-cooled eight cylinder engine. This engineeringly correct engine type is now used by every fine car manufacturer. First to use thermostatic control of cooling system. First to use Tilt-Beam Headlights for night driving safety. Cadillac becomes "Division of General Motors." Cadillac adopted as Standard Officers' car by U. S. Army after grueling tests at Marfa, Texas. Cadillac supplied 2,850 cars and 1,157 V-8 artillery tractor engines to U. S. Army.
1916	18,000	V-8 "53"	2,950	122"	
1917	18,002	V-8 "55"	3,110	125"	
1918	20,285	V-8 "57"	3,535	125"	First in this country to build a V-type water-cooled eight cylinder engine. This engineeringly correct engine type is now used by every fine car manufacturer. First to use thermostatic control of cooling system. First to use Tilt-Beam Headlights for night driving safety. Cadillac becomes "Division of General Motors." Cadillac adopted as Standard Officers' car by U. S. Army after grueling tests at Marfa, Texas. Cadillac supplied 2,850 cars and 1,157 V-8 artillery tractor engines to U. S. Army.
1919	20,678	V-8 "57"	4,090	125"	

1920	19,628	V-8	"59"	4,750	125"	Cadillac completes new Clark Ave. plant, Detroit, most modern in the industry. Retail stores opened at Detroit and Chicago.
1921	5,250	V-8	"59"	4,950	132"	First to use Thermostatic Carburetor Control.
1922	26,296	V-8	"61"	4,100	132"	First to build the inherently balanced 90° V-type eight cylinder engine. First to use the Compensated Crankshaft. Four wheel brakes featured.
1923	14,707	V-8	"61"	4,150	136"	First to provide wide choice of Duo Exterior Finishes as standard equipment.
1924	18,827	V-8	"V-63"	3,835	132"	First to use Crankcase Ventilation. \$5,000,000 expansion program started. Cadillac contracts for entire output of Fleetwood Custom Body Co.
1925	16,673	V-8	"V-63"	3,195	132"	First to develop a comprehensive Service Policy and place it on a nationwide basis.
1926	20,732	V-8	"314"	3,250	132"	First to develop and use the Glassless Synco-Mesh Transmission.
1927	30,641	V-8	"303"	2,685	125"	First to install Security Plate Glass as standard equipment. First to adopt Chrome Plating as standard.
1928	36,037	V-8	"341-A"	2,250	140"	First to build a Sixteen Cylinder Automobile engine. Later in the year the V-12 Cadillac was introduced. First to offer a complete line of multi-cylinder cars—all of V-type design.
1929	40,965	V-8	"341-B"	3,895	140"	First to use Hydraulic Valve Silencers.
1930	25,991	V-8	"341-B"	3,950	148"	First to introduce Super-Safe Headlights, Air-Cooled Generator, Completely Silent Transmission and Pull Range Ride Regulator.
1931	29,779	V-16	"452"	2,295	134"	First to provide fine cars with No-Draft Ventilation.
1932	8,084	V-8	"345-A"	2,795	140"	First to introduce Today's Mode of Streamlining. First American Car with spare tire concealed within body.
1933	6,655	V-8	"345-B"	2,895	140"	First to develop and use Knee Action Wheels.
1934	13,021	V-12	"345-C"	2,245	128"	First and only fine cars equipped with one-piece solid steel Turrier Top. For five years, more Cadillacs purchased than any other make of fine car.
1935	12,279	V-12	"345-D"	2,895	140"	
		V-12	"345-E"	2,895	140"	
		V-12	"345-F"	2,895	140"	
		V-12	"345-G"	2,895	140"	
		V-12	"345-H"	2,895	140"	
		V-12	"345-I"	2,895	140"	
		V-12	"345-J"	2,895	140"	
		V-12	"345-K"	2,895	140"	
		V-12	"345-L"	2,895	140"	
		V-12	"345-M"	2,895	140"	
		V-12	"345-N"	2,895	140"	
		V-12	"345-O"	2,895	140"	
		V-12	"345-P"	2,895	140"	
		V-12	"345-Q"	2,895	140"	
		V-12	"345-R"	2,895	140"	
		V-12	"345-S"	2,895	140"	
		V-12	"345-T"	2,895	140"	
		V-12	"345-U"	2,895	140"	
		V-12	"345-V"	2,895	140"	
		V-12	"345-W"	2,895	140"	
		V-12	"345-X"	2,895	140"	
		V-12	"345-Y"	2,895	140"	
		V-12	"345-Z"	2,895	140"	

HISTORY OF THE CADILLAC MOTOR CAR DIVISION—Continued

Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
1936	25,905	Ser. "8" "16-50" V-8 "60" V-8 "70" V-8 "75" V-12 "80" V-12 "85" V-12 "90" V-16 "90" V-8 "37-50" V-8 "37-60" V-8 "37-65" V-8 "37-70" V-8 "37-75" V-12 "37-85" V-16 "37-90" V-8 "38-50" V-8 "38-60" V-8 "38-66" V-8 "38-68" V-8 "38-65" V-8 "38-75" V-16 "38-90" V-8 "39-50" V-8 "39-61" V-8 "39-66" V-8 "39-75" V-16 "39-90" V-8 "40-50" V-8 "40-52" V-8 "40-62" V-8 "40-66" V-8 "40-72" V-8 "40-75" V-16 "40-90" V-8 "41-61" V-8 "41-62" V-8 "41-63" V-8 "41-60" V-8 "41-67" V-8 "41-75"	\$1,225 1,695 2,445 2,645 3,145 3,345 2,345 2,750 1,260* 1,660* 2,090* 2,595* 2,815* 2,835* 2,750* 1,385* 1,775* 2,085* 2,285* 3,075* 3,265* 1,320* 1,680* 2,090* 2,995* 5,140* 1,320* 1,440* 1,745* 2,090* 2,670* 2,995* 5,140*	121" 121" 131" 138" 131" 131" 138" 124" 124" 131" 131" 138" 138" 124" 124" 127" 132" 141" 141" 120" 126" 127" 141" 123" 123" 129" 127" 138" 141" 141" 126" 126" 126" 126" 139" 136"	48.1% of all cars sold above \$1,500 were Cadillacs. Cadillac-built V-8 proves stamina, dependability and speed of present day stock car by breaking all previous stock car records at Indianapolis Speedway. Deliveries at retail hit all-time peak in all Cadillac history. First to create and introduce a practical motor car of advanced styling. First to engineer and build the 135 V-type sixteen cylinder engine. A majority public recognition of Cadillac Merit and Advanced Progress is definitely established. First to develop and introduce Controlled-Action, greatest advancement in riding comfort and safety since Knee-Action. More than half of all fine cars sold above \$2,000 are Cadillacs. First to offer custom car interiors at medium price. First to equip passenger cars with Ball Bearing Steering. First to introduce an ULTRA-MODERN large, luxurious motor car—The Cadillac Fleetwood 72. During first six months, 1939, Cadillac outsold all makes combined with series having 5 touring sedans priced at or above \$1,400. First to introduce to the medium price field a motor car of unquestioned prestige without a compromise in quality.
1937	46,153				
1938	24,950				
1939	36,611				
1940	37,162				
1941					

*Advised Delivered Price at Detroit. State and local taxes extra.

1941 Program



Progress . . .

YOUR TRADITION

In 1941 Cadillac is providing the finest sales organization in the industry with the finest line of cars it has ever built. Your past sales accomplishments show clearly that just as Cadillac has consistently improved its products, so have you improved and increased your selling efforts. Cadillac sales leadership over the years has been due to the fact that sales progress has been your tradition. With this record behind you, you may be confident of your ability to make Cadillac in 1941 the volume car of its price fields and to secure for yourself the largest earnings you have made.

THERE IS A NEW *Cadillac*

FOR EVERY BUYER IN THE MARKET ABOVE \$1000

The 1941 Cadillac Program embraces six brilliant new series of motor cars. Each has been designed to far exceed the expectations and desires of the people for whom these Cadillacs have been priced. Now there is a Cadillac—the unquestioned leader in the automotive field—for every person who spends more than \$1000 for his motor car. There is the newest member in the Cadillac family, the Aerodynamic, Series 61, which places Cadillac for the first time in the lower range of the medium price field. Covering the upper medium price market are the Series 62 with its popular torpedo styling, and the new and *exclusive* Series 63. Two inimitable new Fleetwoods, the Sixty Special and Series 75, and now another ultra-modern large, fine Cadillac—the Series 67—offer assurance that Cadillac dominance of the high price field will be maintained in 1941.

All Cadillacs are built to one standard of quality. They vary only in size and refinement to accommodate the differing tastes and requirements of discriminating car buyers.

Model	Body Style	Wheelbase
Series 61.....	5 Touring Sedan (Also available with De Luxe Equipment)	126"
	5 Coupe (Also available with De Luxe Equipment)	
Series 62.....	5 Touring Sedan (Also available with De Luxe Equipment)	126"
	2-4 Coupe (Also available with De Luxe Equipment)	
	2-4 De Luxe Convertible Coupe	
	5 De Luxe Convertible Sedan	
Series 63.....	5 Touring Sedan	126"
Series 60 Spec. (Sixty Special)	5 Touring Sedan (Also available with Sunshine Roof)	126"
	5 Touring Sedan, Division	
Series 67.....	5 Touring Sedan	139"
	5 Touring Sedan, Division	
	7 Touring Sedan	
	7 Touring Imperial Sedan	
Series 75.....	5 Touring Sedan	136"
	5 Touring Sedan, Division	
	7 Touring Sedan	
	7 Touring Imperial Sedan	
	5 Formal Sedan	
	7 Formal Sedan	

THESE 6 COMPLETE LINES OF CADILLACS FEATURE

FOUR MAJOR *Improvements*

Over 1100 mechanical improvements have been incorporated into the new 1941 Cadillacs. Every phase of car operation has received its share of design and constructional betterment. Every one of these six new models is safer, sturdier, easier to handle, more comfortable and longer lived than any of its Cadillac predecessors. Most important of all are four outstanding achievements which lift these new Cadillacs above and beyond comparison with any other make of car:

- 1 DYNAMIC STYLING.** It has always been customary for Cadillac to set the style standard for others to imitate the following year. The long, low, gracefully modern lines of the new Cadillacs testify to a continuation of Cadillac style leadership in 1941.
- 2 INCOMPARABLE LUXURY.** Cadillac has always laid stress on interior luxury but the new interiors fashioned by Fleetwood for all new 1941 series have no counterpart with any Cadillac built heretofore. Tasteful design and refinement distinguish them from other cars.
- 3 INCREASED PERFORMANCE.** Each new series employs the most powerful V-8 engine Cadillac has ever built. Faster acceleration, quicker hill climbing ability and higher top speed are achieved by a new 150 horsepower 90 degree V-8 engine. Cadillac now has an unexcelled power reserve throughout the entire speed range.
- 4 UNBELIEVABLE ECONOMY.** Everyone can now afford to drive a Cadillac. Gasoline mileage, oil economy and service charges are now comparable to even the low priced cars. Maintenance costs have been scaled downward and a new Economy Rear Axle secures constant low engine speeds irrespective of car speeds.

Honestly presented, every fair minded 1941 car buyer will readily agree that the new Cadillacs represent the most exceptional values that have ever been offered on the motor car market.

MAJOR POINTS

OF 1941 CADILLAC *Comparison*

All Cadillacs are Built to One Standard of Highest Quality

ENGINE

Design	90 degree V-type 8
Displacement—piston	346 cu. in.
Bore and stroke	3½" x 4½"
Taxable horsepower	39.20
Brake horsepower	150 @ 3400 R.P.M.
Compression ratio	7.25 to 1
Syncro-Flex flywheel	Yes
Torsional vibration dampener	Yes
Hydraulic valve silencers	Yes
Cast iron alloy camshaft	Yes
Fan blades	61, 62, 63, 60 Special—4 67, 75—5
Cooling system capacity	25 quarts
Automatic radiator shutters	Yes
Fuel tank capacity	61, 62, 63, 60 Special, 67 20 gallons 75—24 gallons
Oil reservoir capacity	7 quarts
Carburetor size	1½"
Radiator core	Tube and fin
Clutch—diameter	61, 62, 63, 60 Special— 10½" 67, 75—11"
Main bearings	3

ELECTRICAL SYSTEM

Battery	17 plates—115 amps.
Location	Under hood outside right frame sidebar
Econo-Vacuum spark advance	Yes
Current and voltage regulated generator	Yes
Peak charging speed	27 M.P.H. up

MAJOR POINTS OF COMPARISON—Continued

CHASSIS

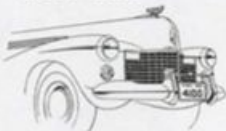
	Series 41, 42, 43 and 44 Special	Series 47	Series 75
Wheelbase.....	126"	139"	136"
Tread—front.....	59"	58½"	58"
—rear.....	63"	62½"	62"
Tires—size.....	7.00 x 15	7.50 x 16	7.50 x 16
—plies.....	4	6	6
Inflation pressure—front.....	28½	24½	24½
—rear.....	28½	32½	32½
Minimum axle clearance.....	8"	9"	9"
Frame—type.....	Girder	Girder	Girder
—width.....	2'	2½'	2¼'
—depth.....	6½'	7½'	7½'
First serial number.....	61—5,340,001 62—8,340,001 63—7,340,001 60 Spec.—6,340,001	9,340,001	3,340,001
Knee Action coils.....	Enclosed by frame sidebars	Enclosed by frame sidebars	Enclosed by frame sidebars
Steering gear type.....	Recirculating ball	Recirculating ball	Recirculating ball
Steering gear ratio.....	23.6-1	23.6-1	23.6-1
Car turning radius—right and left..	19.6	22.3	22.0
Rear axle ratio.....	3.77-1	4.27-1	4.27-1
Optional economy ratio.....	3.36-1	—	—
Total foot braking area.....	208 sq. in.	233 sq. in.	233 sq. in.
Braking ratio—front.....	54½%	54½%	54½%
—rear.....	45½%	45½%	45½%
Shock absorbers—front and rear...	End to end discharge type	End to end discharge type	End to end discharge type
Front stabilizer.....	Torsion rod	Torsion rod	Torsion rod
Rear stabilizer.....	Cross link	Cross link	Cross link
Rear springs—length.....	54½"	56½"	56½"
—width.....	2"	2"	2"
—number of leaves.....	8	10	10
—shackles, type.....	Compression link	Compression link	Compression link

MAJOR POINTS OF COMPARISON—Continued

BODY

	Series 61, 62 and 63	Series 60 Special	Series 67	Series 75
Types.....	61—2 62—4 63—1	2	4	6
Construction.....	Fisher Unisteel	Fleetwood steel	Fisher steel	Fleetwood steel
Trim options.....	61 & 62—3 De Luxe 61 & 62—6 63—6	3	6	6
Exterior color options.....	14	14	14	14
Running boards....	61 & 63— Concealed 62—Optional	None	Concealed	Conventional
Headroom—rear..	61-63—36½" 62—35½"	36½"	35¼"	35½"
Leg room.....	40¼"	41½"	56¼"	58¼"
Seat width—front:				
Hip.....	61-63—60½" 62—60¾"	59"	61"	60¾"
Shoulder.....	61-63—57" 62—57½"	58"	57½"	58"
Seat width—rear:				
Hip.....	61-63—52" 62—51"	51"	54¼"	50¼"
Shoulder.....	61-63—54¼" 62—55¼"	57"	54¼"	57½"
Ground to car floor	61-63—12¾" 62—13½"	13"	13¾"	16¼"
Total glass areas..	61-63— 1396 sq. in. 62—1238 sq. in.	1585 sq. in.	—	1915 sq. in.
Overall length of bumpers.....	61-63—18' 62—18'	18'	19'	19'
Overall width—				
front.....	75"	75"	75"	75"
Rear.....	61-63—79½" 62—80"	76½"	82"	82½"

The New **CADILLACS** FOR 1941



● In four resplendent series the new Cadillacs for 1941 with Bodies by Fisher and Interiors by Fleetwood offer to a style-wise motoring public the advanced beauty of tomorrow. There is the new Aerodynamic Series 61 with its sweeping roof line from windshield to rear bumper and the new Series 63, the only wholly exclusive style offering in the medium price field. Both are Cadillacs to be imitated in 1942. For those who were captivated by the unique nicety of balanced design in the Cadillac 62 of last year, this model is continued and freshened by innumerable smart, new style features. Culminating this style parade is Cadillac's second offering of modernity to the large fine car field, the Series 67. These four new Cadillacs are companion cars to the new Fleetwood Series 60 Special and 75.



THE NEW CADILLAC FEATURES



THE NEW SERIES 41



MASSIVE BUMPER AND VALANCE
PROVISION FOR FOG LIGHTS
BENEATH HEADLAMPS



PARKING LAMP AND TURN LIGHT



HOOD LOUVRE



MASSIVE FENDER AND LOUVRES



IMPRESSIVELY POWERFUL FRONT ENSEMBLE

SMARTNESS AND STYLE

CADILLAC
Series 61, 62, 63



CHROME WINDOW REVEALS SERIES 61



SERIES 61

DISTINGUISHED REAR QUARTER STYLING

SERIES 62

SERIES 63



GASOLINE FILLER CONCEALED ABOVE LEFT TAIL LAMP

REAR FENDER—WHEEL SHIELD
(DE LUXE EQUIPMENT)



DISTINCTIVE REAR VIEW—SERIES 61

REAR BUMPER
AND GRAVEL DEFLECTOR

Ease OF ENTRANCE



SERIES 61 AND 63

Concealed Running Board



SERIES 62

Optional Running Board

It is characteristic of Cadillac's highly advanced styling to be utilitarian. The first of these features is the ease with which passengers may enter and leave the car. Over a period of years Cadillac engineers have steadily improved this important feature by bringing floor levels closer to the ground through the employment of hypoid rear axles and double drop frames. For 1941 these new Cadillacs are again an inch lower due to smaller 7.00 x 15 inch tires and other design changes. The step into the car is only 12¾ inches. However, the most important advancement of all in entrance ease is the new feature of running boards completely enclosed within the body. While the Series 62 has no running boards, they may be specially ordered at no additional charge.

ROOMY . . INTERIORS



There are $40\frac{1}{4}$ inches of legroom in the new Cadillac rear compartments—more than ample for tall persons. Even a top hat is permitted by the 36 inches of headroom.

Both the front and rear seats are exceptionally wide. The rear seat has a hip width of $51\frac{1}{2}$ inches and, even more important from a comfort standpoint, a shoulder width of 55 inches. The front seat has the extraordinary width of a full five feet! If it were not contrary to motor vehicle laws, four persons could ride in comfort on the front seat of the new Cadillacs.



Clear Vision INSTRUMENT PANEL



Highlighting the interior of all 1941 Cadillacs is a new instrument panel richly finished in burl walnut. The panel has been especially designed for maximum readability in the day or at night. Controls have been grouped so that they may be easily operated by the driver. Similar provision is made for all accessory controls. A headlamp beam indicator and directional signal indicator are in the upper left and right portions of the speedometer face. All instrument pointers, including the electric clock (standard equipment), are white so that they may be easily seen. Graduated instrument panel lighting is effected by rotating the knob of the headlight switch. The illuminated ignition lock, the starter button, speedometer reset and cowl ventilator control knobs are located beneath the speedometer where they may be easily reached by the driver.



All engine temperature, gasoline, oil and ammeter gauges may be quickly read through the wide spoked steering wheel.

Comfort...



INSTRUMENT PANEL ASH RECEIVER

FEATURES OF THE NEW SERIES 61, 62 and 63—Cont'd

. . . Floor carpeting in color harmony with selected fabric. . . . Robe cord. . . . Recessed foot rest. . . . Foam rubber padded cushions.

FRONT INTERIORS—Burled walnut grained instrument panel. . . . Ash tray concealed in right side of instrument panel grille. . . . Automatic cigar lighter. . . . Cloth lined glove compartment with automatic light. . . . Directional signal switch with automatic shut-off. . . . "Pull-to" type front door arm rests. . . . Wide, fully adjustable sun visors. . . . Large, non-glare rear view mirror. . . . Floor carpeting colored to match trim, leather heel pad.



ILLUMINATED GLOVE COMPARTMENT



DIRECTIONAL SIGNAL CONTROL



FULLY ADJUSTED SUN VISORS

Luxury AND . . .



SPACIOUS INTERIOR, SERIES 61 DE LUXE AND 63



ASSIST STRAP AND COAT HOOK



HARDWARE AND "PULL-TO" FRONT DOOR ARM REST



SEAT CUSHION AND BACK CONSTRUCTION

SPECIAL FEATURES OF SERIES 61 DE LUXE, 62 DE LUXE and 63

Exclusive trimming style. . . . Six luxurious Duo-tone fabric options in blue-grey, tan or green heather cord and heather broadcloth. . . . Polished burled walnut finish garnish and front seat back paneling bearing Cadillac identifications in gold. . . . Colored imitation leather trim pads and fluted chrome scuff plates on lower portion of doors and seat cushions. . . . Special steering wheel with horn ring. . . . Rear wheel shields.

Comfort...



REAR INTERIOR—SERIES 62

SPECIAL FEATURES OF SERIES 61 AND 62 CADILLACS

Exclusive trimming style. . . .
Three ribbed cloth options in blue,
grey, tan or green. . . . Burled
walnut finish garnish moulding and
front seat back paneling bearing
Cadillac identifications in gold.
. . . . Imitation leather scuff pads on
lower portion of doors colored to
match trim. . . . Widely spoked
steering wheel with horn button.



ATTRACTIVE FRONT SEAT BACK



"PULL-DOWN" FRONT DOOR ARM REST



FRONT FLOOR CARPETING

Clear Vision INSTRUMENT PANEL



Highlighting the interior of all 1941 Cadillacs is a new instrument panel richly finished in burl walnut. The panel has been especially designed for maximum readability in the day or at night. Controls have been grouped so that they may be easily operated by the driver. Similar provision is made for all accessory controls. A headlamp beam indicator and directional signal indicator are in the upper left and right portions of the speedometer face. All instrument pointers, including the electric clock (standard equipment), are white so that they may be easily seen. Graduated instrument panel lighting is effected by rotating the knob of the headlight switch. The illuminated ignition lock, the starter button, speedometer reset and cowl ventilator control knobs are located beneath the speedometer where they may be easily reached by the driver.



All engine temperature, gasoline, oil and ammeter gauges may be quickly read through the wide spoked steering wheel.

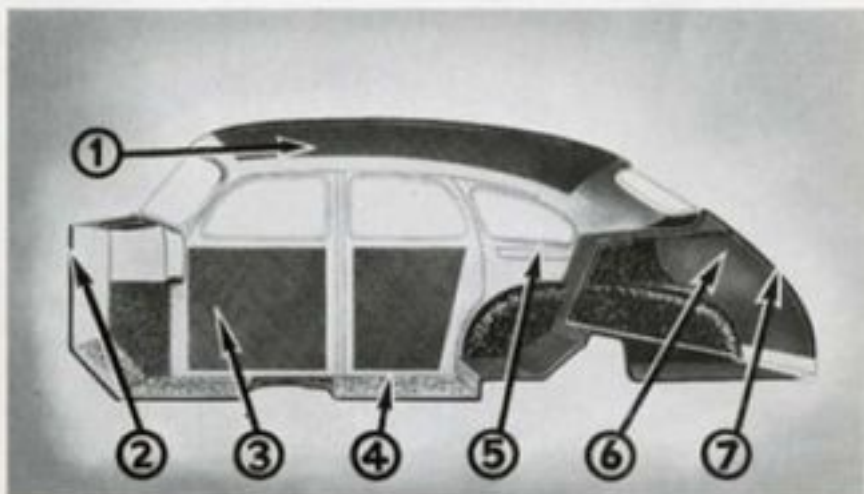
AND *Insulation*

SCIENTIFICALLY INSULATED AT EVERY POINT FOR QUIETNESS AND COMFORT

1. Turret top has finest combination of heat, cold and sound insulation available: thick pad of asphalt impregnated felt; large dead air space; heavy wool headlining matches upholstery.
2. Dash covered with thick jute pad and celotex board; *cowl quarters packed with rock wool* to insure freedom from engine heat and sound; insulating seals around clutch pedal.
3. Door panels lined with asphalt impregnated felt.
4. One-piece steel floor scientifically indented to deaden sound. Floor tightly fitted with heavy layer of impregnated felt and $\frac{1}{2}$ inch layer of *additional insulating material* to which is added a thick pile carpet.
5. Rear quarter panels lined with asphalt impregnated felt. Dead air space provided. Interior side wall of heavy wool cloth matching upholstery.
6. Inner sides and back of trunk lined with heather cloth.
7. Trunk lid covered with thick pad of felt impregnated with asphalt.

In addition, heavy insulating rubber pads interposed around body bolts prevent any metal-to-metal contact between body and frame, thus eliminating body rumbling inherent in cars with single unit frames.

Note—Italics indicate new 1941 insulation features.



Features OF THE COUPES



Two long, low, smartly styled Series 61 and 62 Coupes are available. Five passengers are comfortably accommodated by five foot wide front and full across rear seats. Front seat backs tilt forward for ease of entrance into the rear compartment. Rear seat side arm rests and sliding quarter windows are provided.



Cadillac Aerodynamic Series 61 5-Pass. Coupe

The Deluxe Series 61 has a rear seat center arm rest. The rear decks afford an extraordinary carrying capacity. They are neatly lined with carpeting and are automatically illuminated when the deck lid is raised and the headlighting system in operation. Tools are carried in an enclosed compartment in the floor behind the rear seat back. The spare tire lies flat on the deck floor, covered by a shelf. Six wheel equipment is not available.



Cadillac Series 62 2-4-Pass. Coupe

AND 62 *Convertible* TYPES



The Convertible Coupe features an All-Weather Power Top which may be raised or lowered automatically by pushing or pulling the control knob located on the instrument panel at the driver's left.



Both the convertible coupe and sedan interiors are fashioned by Fleetwood in a choice of eight trim options. In three of these options, red, blue or green leathers may be combined with buff leather. These three colors as well as tan and black are also available for single tone interiors. Floor carpeting is in a blending shade of the color selected. Additional appointments of the coupe are a dome light on the rear roof bow, rear ash receivers and an extra outside rear view mirror. The sedan features a rear seat center arm rest, ash receiver with automatic lighter in front seat back, courtesy lights and a large trunk like the closed sedan.

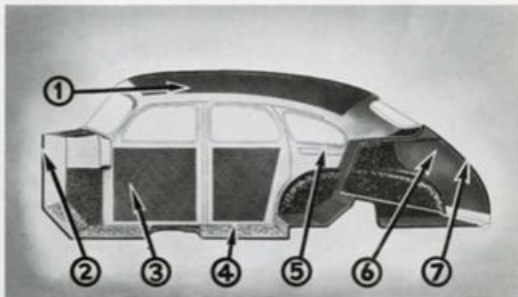
AND *Insulation*

SCIENTIFICALLY INSULATED AT EVERY POINT FOR QUIETNESS AND COMFORT

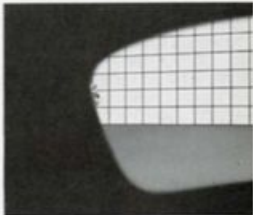
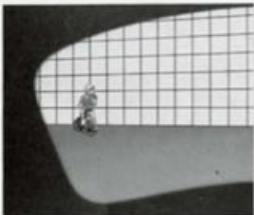
1. Turret top has finest combination of heat, cold and sound insulation available: thick pad of asphalt impregnated felt; large dead air space; heavy wool headlining matches upholstery.
2. Dash covered with thick jute pad and celotex board; *cowl quarters packed with rock wool* to insure freedom from engine heat and sound; insulating seals around clutch pedal.
3. Door panels lined with asphalt impregnated felt.
4. One-piece steel floor scientifically indented to deaden sound. Floor tightly fitted with heavy layer of impregnated felt and $\frac{3}{4}$ inch layer of *additional insulating material* to which is added a thick pile carpet.
5. Rear quarter panels lined with asphalt impregnated felt. Dead air space provided. Interior side wall of heavy wool cloth matching upholstery.
6. Inner sides and back of trunk lined with heather cloth.
7. Trunk lid covered with thick pad of felt impregnated with asphalt.

In addition, heavy insulating rubber pads interposed around body bolts prevent any metal-to-metal contact between body and frame, thus eliminating body rumbling inherent in cars with single unit frames.

Note—Italics indicate new 1941 insulation features.



Vision AND SAFETY GLASS



To insure extensive outward vision for driving safety and riding enjoyment, all Cadillacs have large glass areas. The Series 61 and 63 windshields have 672 sq. in. of glass; the Series 62, 744 sq. in. An actual comparison of what can be seen discloses Cadillac's vision superiority over other cars.



The large 479 sq. in. rear window makes possible unusual rearward vision in the non-glare rear view mirror.

Visibility from the side of the car is provided by 1396 sq. in. of glass in the Series 61 and 63; 1238 sq. in. in the Series 62.



Cadillac provides Safety Plate Glass, ground and polished for perfect clarity.

A layer of tough plastic is sandwiched between two panes of plate glass for extraordinary resistance to heavy impacts.



BONDERIZING, PAINTING, *Weatherproofing*



Twelve coats of lustrous lacquer are checked with a special gauge for uniform thickness. Bonderite rustproofs in event of scratches.

Drip shields over each front ventipane and drip mouldings welded to the sides of the Turret Top and windshield pillar posts prevent water from dripping on passengers entering or leaving the car in wet weather.

A screened cowl ventilator scoops in large volumes of fresh air. When closed it is tightly sealed against rain. Its control handle has an overcenter locking mechanism to prevent leakage and drafts and to render anti-theft protection.

Doors, sills, windows and ventilators have rubber lacings and heavy weatherstripping. Tubular wind seals used in the door frames assure draft-free interiors during cold weather.



DRIP MOULDING AND VENTIPANE SHIELD



LARGE COWL VENTILATOR



DOOR WEATHERPROOFING

1941 CADILLAC BODY DIMENSIONS

All dimensions in inches unless otherwise specified.	Series 81 and 83— 5-Pass. Touring Sedan	Series 81—5 Pass. Coupe	Series 82—5 Pass. Touring Sedan	Series 82—2-4 Pass. Coupe	Series 82—5 Pass. Convertible Sedan	Series 82—2-4 Pass. Convertible Coupe
FRONT SEAT:						
Width (hips).....	60 3/4	58 3/4	60 3/4	60 3/4	60 1/2	60 3/4
Width (shoulders).....	57	55	57 1/2	57 1/2	57 1/4	57 3/4
Cushion to floor.....	14	14	14	14	14 1/2	14
Cushion depth.....	18 1/4	18 1/4	18 1/4	18 1/4	18	18 1/4
Cushion to roof.....	37 1/2	37 1/2	37 1/2	37 1/2	36	37 1/2
Cushion to dash.....	26 1/2*	26 1/2	26 1/2*	26 1/2*	27 1/2*	26 1/2*
Cushion to clutch.....	18 1/2*	18 1/2	18 1/4	18 1/4	19*	18 1/4
Cushion to steering wheel.....	5 3/4*	5 3/4	5 3/4	5 3/4	5 3/4*	5 3/4*
Seat back to steering wheel.....	13 1/2*	13 1/2*	13 1/2	13 1/2*	13 1/2	13 1/2*
REAR SEAT:						
Width (hips).....	52	54	51	60	46 1/2	49
Width (shoulders).....	54 3/4	51	55 1/4	56 1/4	48	49
Cushion to floor.....	12 3/4	12 1/4	13	12 1/4	12 1/2	12 1/4
Cushion depth.....	20	18 1/2	20	17	20	17
Cushion to roof.....	36 1/2	36 1/4	35 1/2	35 1/2	36 1/2	35
Cushion to front seat back.....	13 1/2*	10 1/2*	13 1/2*	8 1/2*	14 1/2*	8 1/2*
Seat back to base of front seat back.....	40 1/4	34	40 1/4	33 1/2	40 1/2	33
EXTERIOR:						
Front door (width).....	37 3/4	48 1/2	40	47 1/4	40	47 1/4
Rear door (width).....	30 3/4	—	35 1/2	—	28 1/4	—
Overall height (loaded).....	65 1/2	65 1/2	64 1/2	64 1/2	64 1/2	64 1/2
Overall length (bumper to bumper).....	215	215	216	216	216	216
Overall width (front).....	74 3/4	74 3/4	75	75	75	75
Overall width (rear).....	79 1/2**	79 1/2**	80**	80**	80**	80**
Ground to floor (not loaded).....	12 1/2	12 1/2	13 1/2	13 1/2	13 1/2	13 1/2
Trunk capacity, cu. ft.—5 wheel.....	17.9	21.4	17.2	24.2	18.2	21.6
Trunk capacity, cu. ft.—6 wheel.....	14.9	None	14.2	None	15.2	None

* With front seat in full rearward position. Front seat back rises 3/4"; with 4 1/2" forward movement.

** With 1 1/4" wheel shields on fenders.

CADILLAC'S SECOND ULTRA FINE CAR OFFERING

LONG LOW CLASSIC
STYLING

REAR FENDER GUARD AND CHROME BODY
SILL MOULDING

CHROME MOULDINGS ENCRICLE
ALL WINDOW AREAS

THE CREST OF 1936 MOTOR CAR DISTINCTION

SYMMETRY IN REAR APPEARANCE

CADILLAC
Series 67

Ease OF ENTRANCE



Concealed
Running Boards

	Rear	Front
Length	30"	37"
Width	5"	5"



Through doors 44½ inches high and 32¼ inches wide, passengers enter easily and gracefully into the new Series 67. This newest Cadillac large, fine car is also extraordinarily low to the ground. This lowness achieves sweepingly modern styling and, equally important, a short 13¾ inch step from the ground to the car floor. Particularly noteworthy are the wide running boards completely concealed by the doors. The smart appearance of "no-running boards" is now available for the first time in a luxurious motor car of generous proportions.

ROOMY *Interiors*

Spacious LUXURY



The new Series Sixty-Seven is one of the roomiest motor cars ever built by Cadillac. Drawing upon its vast and incomparable experience, Cadillac has incorporated every known interior feature contributing to comfort. There are 35 $\frac{1}{4}$ inches of headroom, 59 $\frac{1}{2}$ inches of legroom and 50 $\frac{1}{4}$ inches of seat width in the 5-passenger sedan rear compartment. In 7-passenger types the auxiliary seats fit flush together, affording a total width of fifty inches. This is as much as the 3-passenger rear seat of some cars. Auxiliary seat entrance space and legroom are also unusually ample. See page 46.



Beautiful INTERIORS

Luxury AND Comfort



REAR INTERIOR—1-PASS. TYPE



WIDE 1-PASS. AUXILIARY SEAT



AUTOMATIC COURTESY LIGHT



VANITY CASE

FEATURES OF THE SERIES 67

Trimming style exclusive to this series.
... Six fabric options in blue, tan or green Heather broadcloth or Cord. ... Imperial front compartment trimmed in black down leather. ... Walnut finish window and rear quarter mouldings. ... Burlled walnut finish door and front seat back paneling. ... Modern chrome hardware. ... Plunger type inner door locks convenient to driver. ... Thickly padded center arm rest. ... Wide arm rests.

Walnut finished vanity cases in side arm rests contain:

- Roll top ash tray.
- Automatic cigar lighter.
- Memo pad.
- Vanity mirror.
- Electric glass division controls (Sedan with division and Imperial)

Fashioned BY FLEETWOOD



FRONT COMPARTMENT—7-PASS. IMPERIAL

Controls for rear radio when ordered are placed in right vanity case. . . . Slash pockets in side arm rests. . . . Compartment in both rear quarter panels. . . . Foam rubber padded seat cushions. . . . Modernistic courtesy lamps automatically operated by rear doors. . . . Dome light automatically operated by rear doors and manually operated by left pillar switch. . . . Front compartment light in windshield header (Imperial). . . . Foot hassocks (5-passenger types). . . . Carpet covered foot rest (7-passenger types). . . . Thick pile carpeted floors. . . . Fully adjustable sun visors. . . . "Pull-to" front door arm rests.



FLOOR AND DIVISION WALL—7-PASS. TYPE



HARDWARE AND DOOR TRIMMING



REAR PACKAGE COMPARTMENT

1941 CADILLAC BODY DIMENSIONS

All dimensions in inches unless otherwise specified.		Series E1-3 Pass. Touring Sedan	Series E1-5 Pass. Sedan, Division	Series E1-3 Pass. Touring Sedan	Series E1-3 Pass. Touring Imperial Sedan
FRONT SEAT:					
Width (hips).....	61	61	61	57 1/2	61
Width (shoulders).....	57 1/2	57 1/2	57 1/2	57 1/2	57 1/2
Cushion to floor.....	13	13	13	13	13
Cushion depth.....	18	18	18	18	17 1/2
Cushion to roof.....	38 1/4	38 1/4	38 1/4	38 1/4	38 1/4
Cushion to dash.....	26 3/4	26 3/4	26 3/4	26 3/4	26 3/4
Cushion to clutch.....	18 1/4	18 1/4	18 1/4	18 1/4	18 1/4
Cushion to steering wheel.....	6 1/2	6 1/2	6 1/2	6 1/2	6 1/2
Seat back to steering wheel.....	13 3/4	13 3/4	13 3/4	13 3/4	13 3/4
REAR SEAT:					
Width (hips).....	50 1/4	50 1/4	50 1/4	50 1/4	50 1/4
Width (shoulders).....	54 1/4	54 1/4	54 1/4	54 1/4	54 1/4
Cushion to floor.....	14 3/4	14 3/4	14 3/4	14 3/4	14 3/4
Cushion depth.....	21	21	21	21	21
Cushion to roof.....	35 1/2	35 1/2	35 1/2	35 1/2	35 1/2
Cushion to front seat back.....	21 1/2	21 1/2	24 1/2	32 1/2	32 1/2
Seat back to base of front seat back.....	47	47	47	56 1/4	56 1/4
EXTERIOR:					
Front door (width).....	40	40	40	40	40
Rear door (width).....	32 1/2	32 1/2	32 1/2	32 1/2	32 1/2
Overall height (loaded).....	67	67	67	67	67
Overall length (bumper to bumper).....	228	228	228	228	228
Overall width (front).....	75	75	75	75	75
Overall width (rear).....	82	82	82	82	82
Ground to floor (not loaded).....	13 3/4	13 3/4	13 3/4	13 3/4	13 3/4
Trunk capacity, cu. ft.—5 wheel.....	17.9	17.9	17.9	19.4	19.4
Trunk capacity, cu. ft.—6 wheel.....	14.2	14.2	14.2	15.7	15.7
AUXILIARY SEATS:					
Cushion (width).....	—	—	—	25	25
Cushion (depth).....	—	—	—	15 1/2	15 1/2
Seat back height.....	—	—	—	18 1/2	18 1/2
Rear seat back to raised auxiliary seat back.....	—	—	—	29	29

* With front seat in full rearward position. Front seat back rises 3/4"; with 4 1/2" forward movement. ** With rear wheel shield.

THE NEW
Cadillac
FLEETWOODS FOR 1941

● For those who desire the ultimate in smart, luxurious and modern styling, Cadillac presents a new, more dynamic version of its inimitable Sixty Special. No fine car has ever received such popular acclaim as greeted the Cadillac Sixty Special upon its first introduction. In no other car have the three salient qualities of performance, comfort and beauty been so perfectly blended. The 1941 Sixty Special is offered in two custom types, a touring sedan and touring sedan with division.

To meet the meticulous tastes of those people who have the privilege of selecting the world's finest motor car, Cadillac offers the most luxurious of a long line of fine car editions, the Series Seventy-Five. Outwardly a symbol of dignity and impressiveness—inwardly a veritable drawing-room for gracious motoring, this new and largest Cadillac represents the Standard of the World in motor car design. There are six custom types which include for either five or seven passengers a touring sedan, a touring sedan with division, an Imperial touring sedan and a Formal sedan.

Both the Sixty Special and the Seventy-Five are exclusive creations for Cadillac by Fleetwood.



COACHWORK BY FLEETWOOD FOR



DESIGNING



CONVERTIBLE TOP CONSTRUCTION



FITTING HARDWARE



TRIMMING INTERIOR

To complement the mechanical excellence of its chassis, Cadillac employs the services of Fleetwood custom body craftsmen to provide exclusive and distinctive coachwork creations for two of its finest lines of cars. Since the days of horse-drawn carriages Fleetwood has had one of the proudest names and has occupied a position of world renown in the coachwork building field. Each year Fleetwood is privileged to initiate and create personalized coachwork designs for the world's most notable personages.

Following the advent of the motor car Fleetwood history until 1925 was one of intimate association with Rolls Royce, Hispano-Suiza, Isotta-Fraschini and all American fine car builders. Since then Fleetwood craftsmen have worked exclusively for Cadillac to provide the most luxurious coachwork obtainable.

Corporately, Fleetwood is a wholly separate unit of the Fisher Body Division of the General Motors Corporation. Actually, it is a self-contained shop where many of the same skilled craftsmen work unhurriedly and

AMERICA'S FINEST OF FINE CARS

painstakingly as they have for a great many years.

The term "custom coachwork" means the employment of the highest quality of materials and craftsmanship obtainable for the fabrication of a few bodies, either to order or in anticipation of sales with a wide latitude for individualized customer preferences. Into this specialized field Fleetwood has introduced many advanced coachwork design features—the one-piece steel Turret Top and steel body construction. Today wood is used only in body sills, rear door and trunk lid frames. Every structural member contributing to strength, rigidity and safety is of highest grade steel. Heavy rubber molds, asphalt treated felt and rock wool are applied to this steel body framework for the most thorough weather and sound insulation. Only genuine walnut veneer is employed for interior paneling and imported long fibre wool is specially woven under controlled conditions to secure the most lustrous upholstery fabrics. Thus, Fleetwood duplicates Cadillac standards of excellence to build the finest coachwork for the most luxurious of fine cars.



SHADING FABRIC



CUTTING FABRIC



TYING MARSHALL CUSHION SPRINGS



DETAILED DOOR FINISHING

THE *Fleetwood* 60 SPECIAL



LONG, LOW, DYNAMIC STYLING

SWEEPING FRONT FENDER

FRONT FENDER WITH DOOR OPEN

DISTINGUISHED
FRONT ENSEMBLE

GROUND HUGGING REAR APPEARANCE

THE *Fleetwood* 75



GRACEFULLY PROPORTIONED REAR DESIGN



DIGNIFIED STREAMLINED APPEARANCE



SMOOTHLY BLENDED
QUARTER CONTOUR



DOOR HANDLES IN BELT MOULDING



FRONTAL APPEARANCE THAT IDENTIFIES ALL CADILLACS

Fleetwood EASE OF ENTRANCE

SIXTY SPECIAL REAR DOOR

Width..... $35\frac{3}{4}$ "
Height..... $44\frac{1}{2}$ "



One of the many practical features which has appealed strongly to Cadillac owners is the extreme ease of entering or leaving the car. The absence of running boards, the low 13 inch step from the ground into the car and high and wide doors furnish the new 1941 Sixty Special with bountiful entrance ease. The Series 75 with its new, roomier coachwork and wide running boards make possible a dignified entrance into the car.



SEVENTY-FIVE REAR DOOR

Width.....34"
Height.....45"

Fleetwood ROOMY INTERIORS



The 60 Special

In addition to entrance and exit ease, the extraordinary width and length of the modern Fleetwood coachwork provide all the interior roominess that is to be desired. Either the Sixty Special or Seventy-Five will accommodate six persons easily. In Series 75 7-passenger types, an exclusive design of the auxiliary seats secures $35\frac{1}{2}$ inches of legroom. These seats afford a hip width of 63 inches and since they are flush at the center, 3-passenger comfort is assured.

The Luxurious 75



FLEETWOOD *Luxury*



60 SPECIAL REAR COMPARTMENT FEATURES

Trim styling exclusive to this series. . . Three duo-tone fabric options—Blue-Gray Bedford Cord, Tan Bedford Cord, Green Bedford Cord, headlining, leather trim and floor carpeting in color harmony with fabric. . . Bolster roll at top of seat backs and on cushion. . . Folding center arm rest. . . Foam rubber padded cushions. . . Assist straps. . . Genuine walnut veneer garnish panels. . . Smoking cases recessed in each side arm rest. . . Safety locks on door window ventipanes. . . Robe cord with Pom-Pom ends. . . Automatic courtesy lights. . . Sliding locks on door panels. . . Imitation leather scuff pads on base of doors and cushions.



COURTESY LIGHTS



DISTINCTIVE ROBE CORD

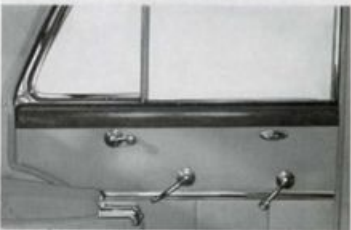
AND *Comfort*

FRONT COMPARTMENT FEATURES

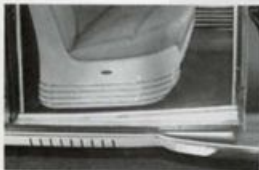
Clear vision, burl walnut instrument panel, . . . De Luxe steering wheel with horn ring. . . . Concealed ash tray with automatic lighter. . . . Automatically illuminated glove compartment. . . . "Pull-to" type door arm rests. . . . Chrome windshield moulding. Sun visors adjustable to any position. Non-glare rear view mirror. . . . Luxurious floor carpeting with heel pad. . . . Foam rubber padded cushions.



INVITING FRONT COMPARTMENT



REAR ASH RECEIVER AND HARDWARE



NEATLY FINISHED DOOR SILL



"PULL-TO" FRONT DOOR ARM REST

Fleetwood SERIES 75



Here is a motor car fit for a king. In fact, for the interiors of the finest Cadillac, Fleetwood actually has emulated the design treatments its craftsmen have fashioned for royal customers.

6 EXCLUSIVE FABRICS FROM WHICH TO CHOOSE!



These soft Weise fabrics in patterns exclusive to the Series 75 represent the very finest of upholstery cloths. Their lustrous appearance, fast color and wearing qualities are due to the use of 100% Australian wool and greatest care in fabrication.

THE MOST *Luxurious* CADILLAC EVER BUILT



AUXILIARY SEATS—7-PASS. TYPE

APPOINTMENT AND COMFORT FEATURES

Unique and distinctive trim styling. . . . Plush carpeting. . . . Veneer, foot hassocks (5 Pass.), Double throw foot rest (7 Pass.). . . . Deep, genuine walnut veneer interior paneling. . . . Chrome and gold leaf hardware. . . . Chrome scuff plates. . . . Electric clock in center of front seat back panel. . . . Fabric covered robe cord. . . . Assist grips. . . . Roomy compartment in front seat back (5 sedan and sedan-division). . . . Burled walnut finished combination vanity and smoking cases in each side arm rest. . . . Electrically operated glass division (division and Imperial types only). . . . Provision for rear radio controls in right side arm rest. . . . Quarter corner lamps. . . . Dome lamp operated manually and automatically by rear doors. . . . Courtesy lights automatically controlled by rear doors.



NEW GOLD INLAID HARDWARE

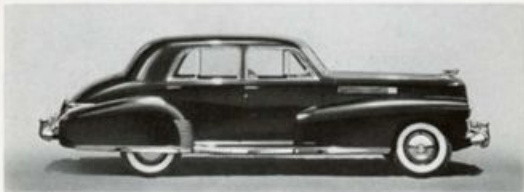


REAR QUARTER APPOINTMENTS



UMBRELLA COMPARTMENT ON SPECIAL ORDER

Additional FLEETWOOD



60 Special WITH DIVISION

The Fleetwood Sixty Special 5-passenger touring sedan with division affords the versatility of either an owner driven or chauffeur driven car. The division glass is electrically operated by two buttons installed in both side arm rests. Registers are provided on either side of the division so that the underseat heater may be more easily incorporated. The front compartment is trimmed in harmony with the rear compartment.

A Sunshine Turret Top is also available on the Sixty Special sedan without division at small additional charge. This design combines the open-air features of a convertible type with the safety of a steel roof. The easily operated sliding panel is effectively sealed from rain and draft and may be locked in any desired position.



Custom Built TYPES



THE 75 *Formal* SEDANS

● The desirability for a motor car of unusual distinction and formality is fulfilled by Cadillac in two Fleetwood sedan types with enclosed rear quarters and English landau leather covered steel roofs. These cars have individually controlled ventipanes in the rear as well as front door windows, electrically operated divisions between the front and rear compartments and motor-phones. Other special features for each type are:

FOR FIVE PASSENGERS: Two folding opera seats, the left seat with lazy back facing the right side, the right seat facing rearward, are carried concealed in the division wall when not in use. Two triangular shaped spring cushioned foot hassocks are provided.

FOR SEVEN PASSENGERS: There are two forward facing auxiliary seats with double-throw backs and Marshall spring cushions. The foot rest is of the oval, double adjustment, sponge rubber filled type and covered with plush carpeting.



FLEETWOOD *Vision*



One of the most obvious features of the Sixty Special and Series 75 is the extraordinary breadth and height of all glass areas. Such vision means driving safety and riding pleasure. In the Sixty Special this vision is made possible by narrow chrome window frames and a two-piece door construction which affords narrow center body and windshield pillars. The windshield area is 765 square inches. Of extreme size and slope, the Series 75 windshield has 745 square inches area. Both series have Hi-Test Safety Plate Glass throughout.



Rearward vision is highly important to safe driving. The 60 Special has 327 sq. in. of glass; the Series 75 a divided curved pane of 428 sq. in.



An expansive view is provided in the 75 by 1915 sq. in. of glass. A glass area of 1585 sq. in. liken the 60 Special to an open car.

SPACIOUS FLEETWOOD *Trunks*



With either five- or six-wheel equipment, spare tires are mounted upright in the trunk of the Series 75. This permits more graceful and streamlined front fender styling and much easier spare tire accessibility.

Through clever design, the smoothly blended rear quarter body lines make no restraint on roominess within the Fleetwood trunks. With 5-wheel equipment the Sixty Special has 18.1 cubic feet and the Series 75, 21 cu. feet of luggage space. All trunks are richly tailored with carpeting.

The spare tire of the Sixty Special is vertical at the extreme right side of the trunk. Tools are carried between it and the trunk wall. A hub cover prevents marring of luggage. If a second spare is desired it lies flat on the floor covered by a shelf for luggage.

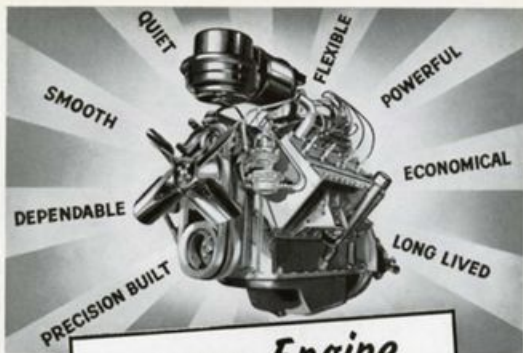


TABLE OF DIMENSIONS

All dimensions in inches unless otherwise specified.		48 Special 5-Door Touring Sedan	48 Special 5-Door Touring Sedan Division	50 Series 75 5-Door Touring Sedan	50 Series 75 5-Door Formal Sedan	50 Series 75 5-Door Touring Sedan	50 Series 75 5-Door Formal Sedan	50 Series 75 5-Door Touring Sedan	50 Series 75 5-Door Formal Sedan	50 Series 75 5-Door Touring Sedan	50 Series 75 5-Door Formal Sedan
FRONT SEAT:											
Width (hips).....		59	59	60 3/4	60 3/4	60 3/4	60 3/4	60 3/4	60 3/4	60 3/4	60 3/4
Width (shoulders).....		58	58	58	58	58	58	58	58	58	58
Cushion to floor.....		13 1/2	12 1/2	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2
Cushion depth.....		18	18	18	18	18	18	18	18	18	18
Cushion to roof.....		36 1/4	37	37 1/2	37	37	37	37	37	37	37
Cushion to dash.....		27*	25 3/4*	26 3/4*	26 3/4*	26 3/4*	26 3/4*	26 3/4*	26 3/4*	26 3/4*	26 3/4*
Cushion to clutch.....		19*	18 1/2*	18 1/2*	18 1/2*	18 1/2*	18 1/2*	18 1/2*	18 1/2*	18 1/2*	18 1/2*
Cushion to steering wheel.....		5 1/2*	6*	6 1/2*	6 1/2*	6 1/2*	6 1/2*	6 1/2*	6 1/2*	6 1/2*	6 1/2*
Seat back to steering wheel.....		14*	12 3/4*	14*	14*	14*	14*	14*	14*	14*	14*
REAR SEAT:											
Width (hips).....		51	51	50 1/4	50 1/4	50 1/4	50 1/4	50 1/4	50 1/4	50 1/4	50 1/4
Width (shoulders).....		57	57	57 1/2	57 1/2	57 1/2	57 1/2	57 1/2	57 1/2	57 1/2	57 1/2
Cushion to floor.....		13 1/4	13 1/2	15	15	15	15	15	15	15	15
Cushion depth.....		20	20	20	20	20	20	20	20	20	20
Cushion to roof.....		36 1/2	36 1/2	35 1/2	35 1/2	35 1/2	35 1/2	35 1/2	35 1/2	35 1/2	35 1/2
Cushion to front seat back.....		14 1/4*	12*	24 1/4*	24 1/4*	24 1/4*	24 1/4*	24 1/4*	24 1/4*	24 1/4*	24 1/4*
Seat back to base of front seat back.....		42 1/2	41 1/2	48 1/4	49 1/2	53	58 1/4	58 1/4	58 1/4	58 1/4	58 1/4
AUXILIARY SEATS:											
Cushion (width).....		—	—	—	—	—	—	—	—	—	—
Cushion (depth).....		—	—	—	—	—	—	—	—	—	—
Seat back height.....		—	—	—	—	—	—	—	—	—	—
Rear seat back to raised auxiliary seat back.....		—	—	—	—	—	—	—	—	—	—
EXTERIOR:											
Front door (width).....		38 1/4	38 1/4	40	40	40	40	40	40	40	40
Rear door (width).....		35 1/4	35 1/4	33 1/2	33 1/2	33 1/2	33 1/2	33 1/2	33 1/2	33 1/2	33 1/2
Overall height (loaded).....		64 1/2	64 1/2	68 1/2	68 1/2	68 1/2	68 1/2	68 1/2	68 1/2	68 1/2	68 1/2
Overall length (bumper to bumper).....		18*	18*	19*	19*	19*	19*	19*	19*	19*	19*
Overall width (front).....		75	75	75	75	75	75	75	75	75	75
Overall width (rear).....		78 1/2	78 1/2	80 1/2	80 1/2	80 1/2	80 1/2	80 1/2	80 1/2	80 1/2	80 1/2
Ground to floor (not loaded).....		13	13	16 1/4	16 1/4	16 1/4	16 1/4	16 1/4	16 1/4	16 1/4	16 1/4
Trunk capacity, cu. ft.—5 wheel.....		18.1	18.1	20.9	20.9	20.9	20.9	20.9	20.9	20.9	20.9
Trunk capacity, cu. ft.—6 wheel.....		15.1	15.1	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8

* With front seat in full rearward position. Front seat back rises 3/4"; with 4" forward movement.

V.8 ENGINE
Electrical, Cables, Trans.



V-TYPE *Engine* ALL 1941 CADILLACS

For twenty-seven years Cadillac has been identified in peoples' minds everywhere as the builder of great V-type engines, and especially of a 90 degree V-8.

The greatness of this engine has been measured by hundreds of thousands of meticulous owners from every standpoint an engine can be measured and in every respect has been found unwanting. Its mechanical excellence, comparable to the jeweled movement of the finest watch, is deeply rooted in advanced engineering, highest grade materials and skilled craftsmanship. Today Cadillac is the only fine car builder of V-8 engines. Their superb combination of performance, smoothness, quietness and economy is unrivalled by any other motor car engine.

V-8

THE *Most Powerful* V-8 ENGINE

ONE HUNDRED FIFTY HORSEPOWER

Designed for...

QUICKER ACCELERATION

•

FASTER HILL CLIMBING

•

HIGHER TOP SPEED

•

These brilliant new performance achievements with the 1941 Cadillac V-8 engine of 150 horsepower are not due to radical redesigning. Cadillac engineers have brought a time-tested and fully proved engine to a new high peak of development and efficiency. In addition, they have stepped up the compression ratio to 7.25 to 1, thus squeezing out the last ounce of power from the fuel.

Cadillac HAS EVER BUILT



FROM A STANDING START TO 60 MILES PER HOUR IN 14 SECONDS!



TO THE TOP OF A 1400 FT., 11.6% GRADE FROM 10 M. P. H. IN 32 SECONDS!

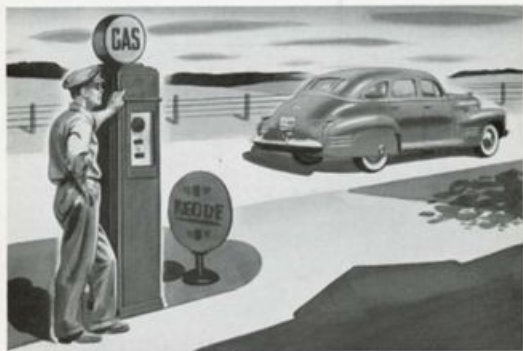


A MAXIMUM SPEED OF 100 MILES PER HOUR!

Another reason for the record breaking getaway of the 1941 Cadillacs is their new higher speed rear axles. Series 61, 62, 63 and 60 Special have a standard ratio of 3.77 to 1 and an optional ratio of 3.36 to 1; Series 67 and 75, 4.27 to 1. These lower axle ratios and 90 degree V-type engine design make possible incomparable performance, high speed smoothness, quietness.

... *And*

Unbelievable SMALL CAR

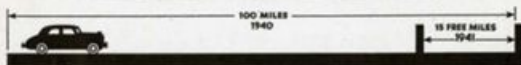


- 20% Improvement in gasoline mileage with Economy 3.36 to 1 axle!
- Oil economy unequalled by even the low priced cars!
- Service charges for the man of moderate means!

EXHAUSTIVE ENGINEERING TESTS SHOW THAT THE NEW CADILLACS GIVE

	At 20 M.P.H.	At 30 M.P.H.	At 40 M.P.H.	At 50 M.P.H.	At 60 M.P.H.	At 70 M.P.H.
3.77 to 1 axle.....	21.2	19	17.4	15.8	13	11.9
3.36 to 1 axle.....	22.2	20.2	19	17.3	15.2	12.7

MILES TO THE GALLON



Gasoline Mileage Saving with New 3.77 to 1 Axle

Economy

Most of the 1100 mechanical improvements made this year increase Cadillac durability and reduce maintenance and operation cost for new Cadillac owners. These improvements are in addition to Cadillac precision manufacture which reduces the frequency of service attention below that of any other comparably priced car. Most important of all, the new Cadillacs are *easier to service, making possible reductions in service charges.*

COMPARISON OF SERVICE CHARGES

OPERATION	THE AVERAGE OF LOW PRICES "Y"	1941 CADILLAC
ADJUST STEERING GEAR	\$ 2.27	\$ 1.80
ADD FLUID TO SHOCK ABSORBERS	2.67	2.00
CLEAN CARBURETOR	2.07	4.25
ADJUST CASTER, CAMBER AND TOE-IN	3.80	3.35
CLEAN GAS LINES AND STRAINERS	1.13	1.35
ALIGN HEADLAMP BEAMS73	.65
CHANGE FLUID IN BRAKE LINES	1.33	1.10
TUNE-UP ENGINE COMPLETE	4.38	4.95
CLEAN OIL PAN	6.09	5.30
ADJUST BRAKES	1.00	1.10
CLEAN CARBON	5.20	6.46
TOTAL PARTS AND LABOR	30.60	32.31



Superior
on
**LAND, SEA
and in the AIR**



**90 DEGREE
V-TYPE
ENGINE**



INERTIA FORCES ON STRAIGHT 8 CRANKSHAFT

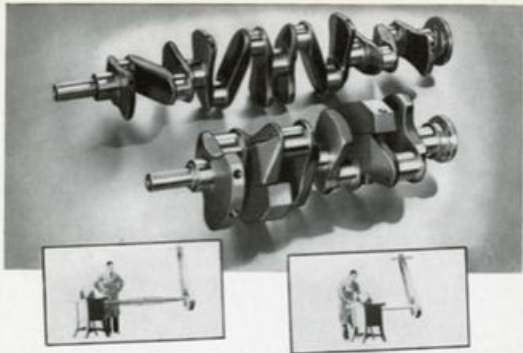


CANCELLATION OF INERTIA, 90° V-TYPE DESIGN

The 90 degree V-8 engine has five inherent advantages over all engines of straight 8 design:

SMOOTH OPERATION—In a V-8 with cylinders paired at 90 degrees, or at right angles to each other, inertia force built up within one cylinder is completely offset by the equal inertia force of the opposite cylinder and by the crankshaft counterweight. When these forces meet at the crankshaft they neutralize or counteract one another.

Cylinders of a straight 8 engine are not paired. The forward cylinders must balance the rearward cylinders. Therefore, to cancel each other, inertia forces must be transmitted through the crankshaft. This increases crankcase stress and work of the crankshaft and main bearings, causing noticeable high speed vibration.



A LONG SHAFT HAS FAR MORE WHIP AND VIBRATION THAN A SHORT SHAFT

Cadillac's V-8 crankshaft, being short, rigid and compact, is better able to withstand strain of explosive forces within cylinders and centrifugal forces set up by crankshaft revolutions.

Explosive forces within any engine tend to make the crankshaft bend, but the short ruggedness of the V-8 resists this bending tendency far more than a straight 8 crankshaft.

Due to the inherent cancellation of forces and shortness of crankshaft the Cadillac 90 degree V-8 engine is smoother and quieter and provides longer, more dependable engine life than any straight 8 engine.

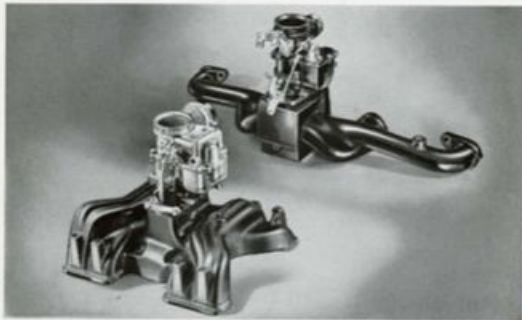


Hold a ruler on a table with one-half of its length projecting over the edge. Note how rigid it is when attempts are made to snap it.



Extend the overhang of the ruler until much of its length projects off the table. Its end may be snapped much more easily.

EFFICIENT *Carburetion*



A factory is logically heated from a central source.



Much of the heat to this factory would be wasted.

The V-type designed engine, because of its compactness, permits a centralized carburetor location above and between the cylinder blocks. As a result of this central location of the carburetor, equal amounts of fuel mixture pass to every one of the 8 cylinders.

The farthest cylinder in the V-8 is approximately half the corresponding distance from the carburetor that it is in the straight 8 engine. Fuel vapor condenses in a long intake manifold. The shorter distance in the Cadillac equalized manifold minimizes condensation and secures better fuel distribution to all cylinders.

The Cadillac manifold, consisting of two separate intake manifolds cast into one unit, provides far more complete combustion, greater power, faster starting when cold and greater fuel economy than is obtainable in a straight 8 unequal manifold.

V-8 *Compactness...*

MORE POSITIVE

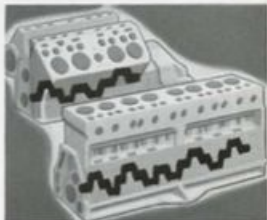
Cooling

The V-type designed block is so compact that the shorter distance cooling water must travel decreases front-to-rear engine temperature variation to less than half that of a straight 8. Greater oil economy and longer engine life are obtained.



Better LUBRICATION

The short V-8 crankcase and short oil lines assure positive lubrication. On steep grades the oil pump inlet is always immersed in oil. The greater length of a straight 8 minimizes these inherent V-8 lubrication advantages.



CONSERVES BODY ROOM: Cadillac V-type design permits an engine of greater size and power than a straight 8 to be placed under a much shorter hood length, providing for greater interior body room. The Cadillac V-8 engine is approximately six inches shorter than a straight 8 engine of equal size. To obtain this economy of chassis length with a straight 8 engine it would be necessary to increase the wheelbase or overall length. Added length impairs turning and parking ease.



Cadillac V-8



Typical Straight 8

FEATURES OF *Construction*



ENBLOC CYLINDER CRANKCASE



CHECKING CYLINDER WALL THICKNESS



MEASURING BORES FOR SIZE

The Cadillac cylinder block is cast in one mold from a hard alloy of steel and iron. This special prepared alloy seasoned by slow cooling to normal temperature in an "equalizing oven," holds its original dimensions permanently. Other manufacturers use soft, less-expensive material, necessitating steel sleeves and valve seat inserts.

Cylinder wall thicknesses are carefully checked in all directions with a magnetic gauge. The walls are carefully honed, imparting a smooth, glasslike finish. This increases piston and ring life, minimizes scoring possibilities, promotes even cooling, engine efficiency and long life.

Each bore is inspected with an expanding gauge to insure perfect concentricity and parallelism, and to grade them into a selective size. Pistons are likewise graded to permit an exact fit of piston-to-bore to 7/100,000 inch variation in clearance. Such precision insures maximum operating efficiency of the engine.

Counterbalanced CRANKSHAFT



The Cadillac crankshaft is a carbon steel forging with a length of 27 inches and weight of 90 lbs. Each shaft is carefully balanced to $\frac{1}{8}$ ounce inch limit and again with flywheel and clutch attached to $\frac{1}{2}$ ounce inch limit. Such accuracy in balance contributes to exceptional engine smoothness. A torsional vibration dampener is provided solely as a luxurious refinement in engine smoothness.

A Cadillac First—The Synchro-Flex Flywheel provides a flexible disc that connects a cast iron flywheel rim to the crankshaft. Shaft vibrations are absorbed by this disc, permitting the flywheel rim to run in a true circle. To eliminate deflections of the shaft, plates rub against the flexible disc, dampening the motion of the shaft just as the vibration of a violin string is dampened when the finger is placed on it. This feature gives to the Cadillac engine incomparable quietness and smoothness of performance.



BALANCING CRANKSHAFT



SYNCHRO-FLEX FLYWHEEL

Pistons AND RINGS



• ANODIZED, LIGHT WEIGHT ALUMINUM ALLOY

• FOUR FERROX TREATED RINGS, TWO OIL AND TWO COMPRESSION

• NEW "BEARINGIZED" WRIST PIN HOLE

• T SLOT FOR UNIFORM EXPANSION AND CONTRACTION

Anodizing is an electro-chemical bath treatment producing permanent surface hardness on the light weight aluminum. Wear and scuffing are practically eliminated when starting and running a cold engine.



FITTING WRIST PINS BY HAND

Wrist pins are precision made, checked to 1/100,000 inch variation in diameter and are hand mated to each piston. Bearingizing produces an extremely smooth finish on the pin hole surface to lengthen pin life.



BEARINGIZING WRIST PIN HOLE

Pistons are individually weighed and graded under controlled temperature to correspond exactly with the cylinder bores. Such precision in engine building is exclusive to Cadillac. Four ferrox treated rings are used to assure maximum compression and extraordinary oil economy.

Connecting RODS



Connecting rods are made of a strong, light weight carbon steel. They are rifle drilled for positive wrist pin lubrication. The rod is angle split, permitting quick removal through top of cylinder bore. Each assembly of piston, connecting rod, bearings and wrist pin is precision balanced to closest limits of $\frac{1}{32}$ of an ounce. This assures perfect running balance and smoothness. Newly designed babbitt bearings have 50% longer life at high speeds.

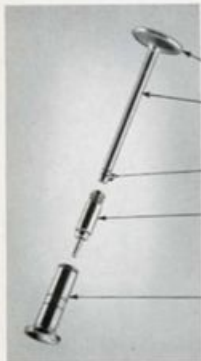


Camshaft

A silent, chain driven camshaft of new cast iron alloy reduces scoring possibilities. Cam contours are carefully inspected against very slight surface irregularities.



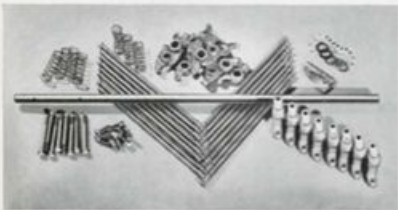
Valves



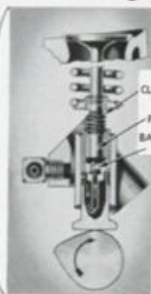
- L-HEAD VALVE DESIGN
- NEW AUSTENITIC STEEL EXHAUST VALVE HEAD
- NEW BEARING MATERIAL FOR EXHAUST VALVE STEM
- CHROME NICKEL STEEL INTAKE VALVES
- DOUBLE, POSITIVE VALVE STEM LOCK
- NEW HYDRAULIC VALVE SILENCER
- FERROX TREATED TAPPET BODY

A new heat resistant material for exhaust valve stems greatly reduces the possibility of scoring and pitting. Lower maintenance expense and longer valve life are secured.

The great efficiency, simplicity and economy of L-head valve design can be appreciated in the number of extra parts required in an overhead valve system. There are over 100 push rods, rocker arms, springs, bolts and other miscellaneous parts. The Cadillac valve system is quieter, smoother and needs less frequent service attention.



HYDRAULIC VALVE *Silencers*



When the valve is closed oil is forced by the engine's lubricating system in around the ball check valve. This oil pressure holds the tappet firmly against the valve stem. Clearance is zero and the valve is in accurate adjustment.



When the valve opens the ball check valve prevents oil from escaping again insuring zero clearance. A controlled oil bleed around the tappet plunger compensates for valve expansion maintaining accurate adjustment.

All 16 valves are maintained in constant correct adjustment by hydraulic valve silencers. These costly instruments have a precise accuracy equivalent to the finest watches. A redesigned tappet plunger of case hardened steel affords even closer tolerances, greater durability and longer life for the silencer. Silencers prevent any tappet noise, eliminate virtually all cause for valve grinding and increase engine power.

The entire tappet body, which encloses the silencer unit, is ferrox treated. This is a chemical process involving steam at high temperature which changes the outer layer of metal to ferrous oxide. Such a corrosion resistant surface preserves the finely machined and polished surfaces of the cam lobes. No other manufacturer completely ferrox treats tappet bodies.

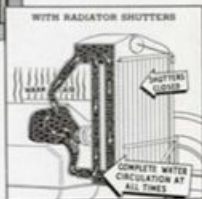
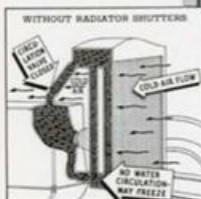


Cooling SYSTEM

THERMOSTATIC CONTROL

AUTOMATIC RADIATOR SHUTTERS

STURDY RADIATOR CRADLE



Unrestricted flow of cold air to carburetor requires richer fuel mixture—decreasing economy.

Warm air under hood improves carburetion and crankcase ventilation.

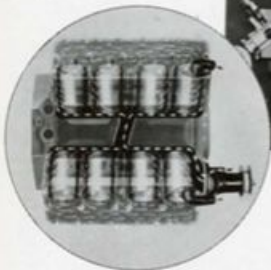
The exclusive tube and fin construction of Cadillac's radiator core is exceptionally sturdy. It is more nearly "leakproof" than

any core yet designed for pleasure cars. With a thickness of $3\frac{3}{8}$ " and $9\frac{1}{2}$ tubes per inch greater cooling efficiency is assured. The core's thoroughly tested ability to carry a high internal pressure of 8 lbs. per square inch, which raises the boiling point to 235 degrees F., prevents loss of cooling fluid and anti-freeze.



FULL-LENGTH WATER JACKETS

Cylinder barrels are completely encircled for their entire length by water areas for cooler engine operation. Greater operating efficiency and better lubrication are secured than with short jacketing.



A more complete and uniform water circulation is permitted in the Cadillac V-8 engine than in a straight engine because the

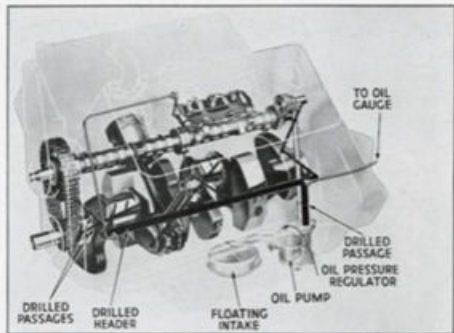
V-8 cylinder block is shorter, reducing circulating lengths. Also equal quantities of water are distributed to right and left cylinder blocks. An impeller type water pump, featuring automatically adjusted packing, forces water into the blocks and upward to the cylinder heads, providing uniform cooling.

POSITIVELY COOLED VALVES



Water pressure directly cools valve seats. This pressure, provided by size and location of holes in the cylinder block, eliminates additional piping. Thorough cooling of valve seats and hard block material make valve seat inserts unnecessary.

ENGINE *Lubrication* SYSTEM



Cadillac full pressure lubrication includes wrist pins and cylinder walls, points lubricated by splash in some engines. A screened intake floats on the surface and draws only clean oil. Because of the size of the intake and inherent shortness of the engine, thickness of the oil and steepness of grades have no effect on thoroughness of lubrication. Oil pan capacity is seven quarts.

Crankcase VENTILATION



The Cadillac designed velocity suction type of crankcase ventilation is more thorough than all other road draft types. Damaging unburned fuel vapors which would otherwise score cylinder walls, bearing surfaces and dilute lubricating quality of the oil, are positively sucked out at all car speeds.

Fuel SYSTEM



The fuel system includes a large capacity oil bath air cleaner and silencer, a dual downdraft carburetor with automatic choke and a unique Cadillac designed manifold. This manifold in combination with one centrally located dual carburetor above and between the engine vee, provides equal fuel distribution to all cylinders. The actual distance between the carburetor and each of the eight cylinders is approximately seven inches. Greater economy and smoother engine operation are obtained than is possible in a straight 8 engine. An effort to overcome the unequal fuel distribution inherent with a long straight 8 manifold would be to use two carburetors. Equal fuel distribution would then depend upon accurate adjustment of both carburetors and their constantly proper synchronization.

MUFFLERS

The 3-pass muffler is supported at each end by sound deadening insulators. The double layer, steel outer shell is treated with corrosion resisting material. These three exclusive Cadillac features provide a much quieter exhaust tone and lengthen muffler life many times over all other types.



Electrical SYSTEM



EASY-TO-REACH
UNDERHOOD BATTERY



DEPENDABLE PEAK LOAD GENERATOR



NEW WIRING—ECONO-VACUUM
SPARK ADVANCE



SEALED BEAM HEADLIGHTS—PASSING



SEALED BEAM HEADLIGHTS—DRIVING

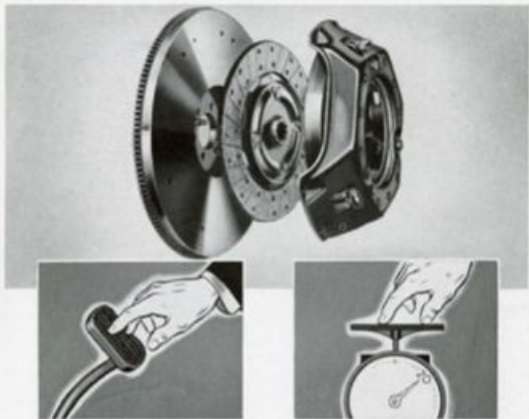
The battery is now mounted in front of the dash on the right side. This new cool location is easily accessible when the hood is raised. New non-overflow filler plugs prevent the addition of too much water.

The Peak Load Generator, voltage regulated and current controlled, maintains the battery in a constant state of full charge above a car speed of 27 m.p.h. regardless of heavy electrical drains.

A revised high tension wiring system minimizes electrical interaction between the wires, reduces the need for spark plug cleaning or replacement and gives a stronger spark at the plugs. The Econo-Vacuum advance on the distributor, operating from the intake manifold, advances or retards the spark automatically according to the amount of acceleration desired. Complete fuel combustion and economy are obtained.

Sealed Beam headlights, consisting of bulbs, reflectors and lens sealed as a unit, are submerged in the fenders.

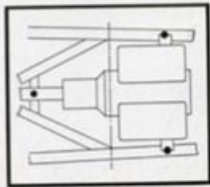
Clutch



A semi-centrifugal, single dry plate clutch is used. Eight coil spring vibration dampeners insulate the drive line from engine pulsations. The throw-out bearing is permanently lubricated and carefully designed to prevent its rotation when the car is in motion to assure extremely long bearing life. A driven disc of special spring steel cut into wavy segments acts as a cushion to give smooth clutch engagement. Several new improvements contributing to easier, quieter clutch operation include the addition of three needle bearings and anti-friction washers at the release lever.

Engine Mountings

The engine is mounted at three points in live rubber in a manner which permits it to align itself with the frame like a 3-legged stool. The engine rocks freely yet its weight is utilized to steady the frame. Both exceptional smoothness and car stability are achieved.



Syncro-Mesh Transmission



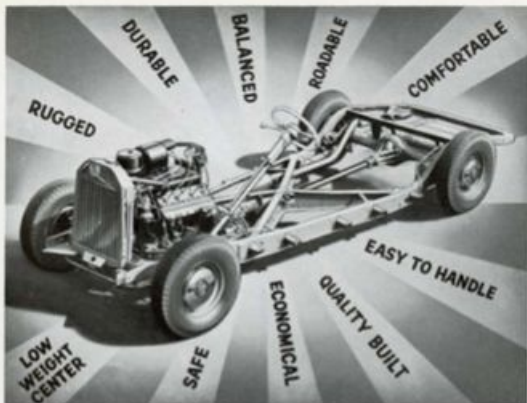
Silent

HELICALLY CUT GEARS,
INDIVIDUALLY CHECKED
AND MATED BY HAND,
INSURE LONG, QUIET
TRANSMISSION LIFE



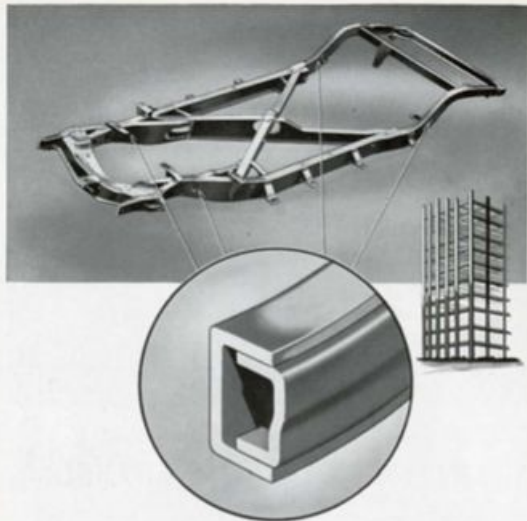
Easy to Shift. Synchromatic Shift, first introduced by Cadillac, is exclusive in its mechanical simplicity and operating efficiency. It provides faster, quieter, easier handling yet has a sturdier feel than any other type of steering post gearshift.

Shifting is accomplished by a short lever which actuates either of two shafts, one within the other and parallel to the steering column. They are covered by a new shroud for neat, finished appearance. The shafts connect with levers which in turn engage shifter rods passing to the transmission. One shaft operates for low and reverse gears, the other for second and high. The transmission itself is built to the highest standards of precise craftsmanship and is many times more durable, according to actual fatigue test, than any other transmission. (See Page 8.)



THE 1941 *Cadillac* CHASSIS

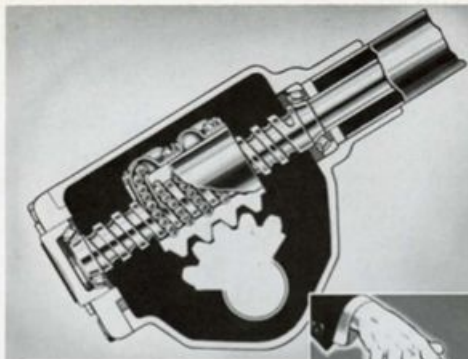
● The desire to own a Cadillac is, in largest measure, based upon confidence in Cadillac to build to the highest standard of quality that the industry affords. To reward Cadillac owners for their faith, the best engineering talent is constantly employed in re-designing, improving and refining every structural part of Cadillac cars. The Cadillac chassis is thus maintained at maximum mechanical perfection. And since there is but one standard of quality, the three Cadillac chassis for 1941 differ only in size and detail construction. This policy has built the Cadillac reputation of offering the finest motor car chassis in the world.



THE 1941 CADILLAC *Girder Frame*

Built like the girder construction of skyscrapers and large bridges, the new Cadillac frames have a channel section reinforcement securely welded to the frame sidebar and extending along the side bar from the rear of the X-member to the fuel tank cross member. This reinforces the kick-up over the rear axle. Sidebars themselves are one-half inch deeper. Heavy Z-section reinforcements at the two rear corners of the frame provide additional strength where load is directly applied. At the front, rigidity is increased by joining the sidebars to the X-member arms farther to the rear. A long channel extension forms a strong box section with the side bar from this junction to the front cross member.

These improvements provide greater rigidity and a 40% increase in frame stiffness, resulting in better roadability, body stability and safety than Cadillac has ever achieved.



Ball Bearing STEERING

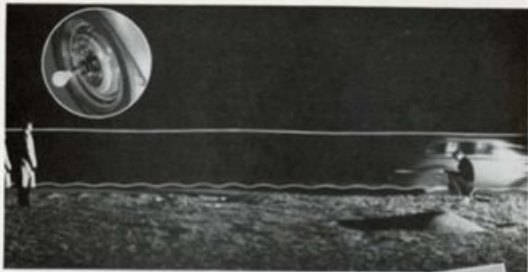
An improved design of the recirculating ball type worm and nut steering gear which when introduced in the Series 72 last year became still another Cadillac "First," is employed in all 1941 Cadillacs. A large number of ball bearings are interposed between the worm and the nut which encircles it providing a practically frictionless rolling contact. The balls work their way up and down the steering shaft and are recirculated at top and bottom by either of two return chambers. This steering gear is largely responsible for the incomparable handling ease of these new cars.



Almost as free as a rolling ball but a minimum of friction is purposely retained in the gear to lend a solid and secure steering "feel."



Turning radius has been reduced on all series by as much as $3\frac{1}{2}$ feet (See P. 21). All 126 in. wheelbase Cadillacs turn around in a 40 ft. street.

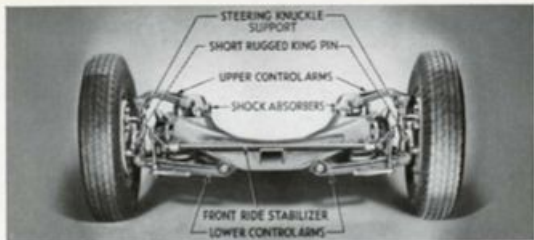


Photographic chart of one of Cadillac's many ride tests. Light on roof shows body stability and light on wheel hub shows pounding of wheels over the extremely rough road.



CADILLAC *Riding* COMFORT

Cadillac employs a corps of the industry's ablest ride engineers who are specialists on the contributory factors in riding comfort. Among these factors are the front suspension, rear suspension, shock absorbers, stabilizers, frame, body mountings and weight distribution. Years of research and development have been devoted to the improvement of each factor and to their proper coordination in order to provide the safest and most comfortable ride possible. Cadillac's reputation as the Standard of car riding comfort is thus preserved.



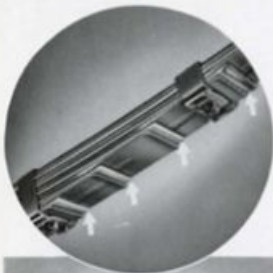
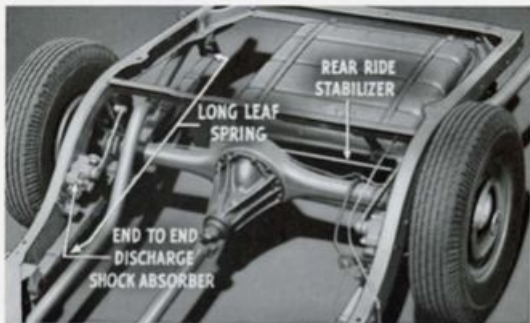
CADILLAC PIONEERED *Knee Action*

One of the most durable of Cadillac's many ride developments is Knee Action front suspension, introduced in 1934. Unlike other cars with independent front suspension, Cadillac Knee Action adheres to fundamental principles governing correct springing of car weight. The front suspension should be slightly softer than the rear suspension. Then, as the car moves over road irregularities, spring action front to rear is uniform. Shock is absorbed by the springs. This is one important reason for the unequalled Cadillac ride. In Cadillac Knee Action each front wheel is fastened directly to the frame by two heavy steel arms which hold the wheels in perfect alignment. The upper arm is forked and is attached to the shock absorbers which dampen excessive spring action. The lower arms are fastened with shaft supports to the frame. Between the lower arms and the frame are helical coil springs of heavy steel. Their purpose is to allow the wheels to roll over road holes and bumps freely so that these shocks will not be transferred to the chassis.

In Knee Action, movement of either wheel has no effect on the steering. Hence, car wander, shimmy and effect of tire blow-out are negligible. Safety is a paramount feature.



Rear SUSPENSION

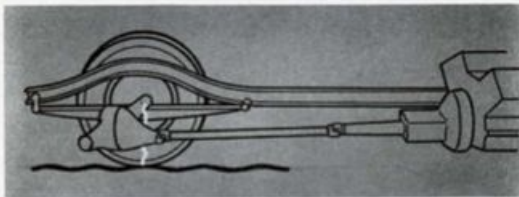


Cadillac's exclusive rear suspension is the most expensive design in use today. Interposed between the leaves of the long, semi-elliptic springs are wax impregnated liners which govern exactly the amount of spring friction. Friction is essential to control axle movement over rough roads. Coil type springs are frictionless and are ideally suited only to Knee Action where there are no heavy parts, such as an axle, to control.

New, heavy rubber bumpers cushion spring action for a soft ride under the most severe road conditions.

End-to-end shock absorbers are used front and rear. These have more powerful control over spring action and their characteristics may be more accurately predetermined for best riding results than all other types.

Hotchkiss DRIVE



The power developed by an automobile engine is conducted through the transmission and propeller shaft to the rear axle where it is harnessed to the rear wheels. The rear wheels "push" the car. Hotchkiss Drive is a method of conducting this pushing effort into the frame of the car by cushioning the pulsating driving forces and absorbing a greater amount of road shock than any other method of propulsion.

In Cadillac Hotchkiss Drive pushing effort is through the springs into the frame. Triple insulation, consisting of rubber pads between the springs and axle, the springs themselves with exclusive waxed liners between the leaves, and rubber shackles all prevent road shock from reaching the frame and body. The engine is not involved as in torque tube drive, hence rubber engine supports are entirely suited to their primary purpose of insulating the engine.

Hotchkiss Drive is possible only with leaf type rear springs. Since these springs absorb driving forces and since the suspension supports virtually all of the car weight, Hotchkiss Drive is recognized as the best design by comfort engineers.



In the torque arm type of drive used by some other cars, road shock is transmitted through rigid members into the frame and body of the car. Coil rear springs can only be used with this or with torque tube drive.



With a rigid torque tube road shock is also transmitted directly to the engine, thence into the frame. Engine supports must be stiff to hold the rear axle in position, hence are less effective insulators of engine vibration.

DRIVE LINE AND REAR AXLE



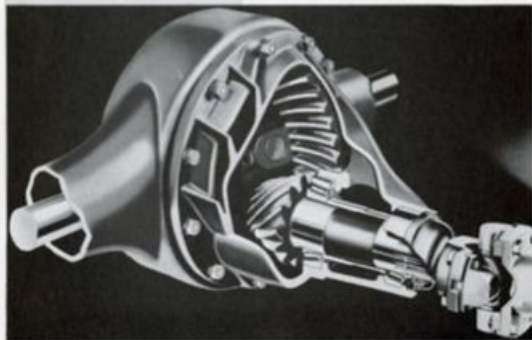
NEW PROPELLER SHAFT, SLIDING SPLINE JOINT



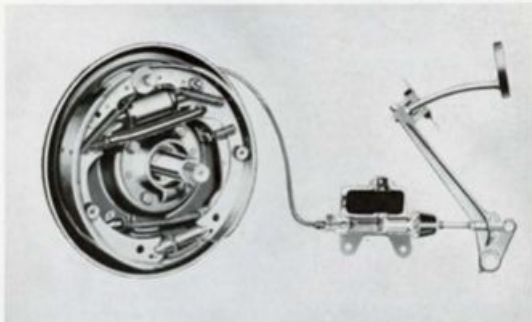
UNIVERSAL JOINT

A redesigned propeller shaft encloses the sliding spline joint in the transmission extension. It is constantly lubricated by transmission oil. This design is a major step in longer chassis life and reduced maintenance expense. The short, thick shaft ($41'' \times 2\frac{3}{4}''$) is balanced dynamically and statically to $\frac{1}{2}$ oz. inch limit at 4200 r.p.m. for high speed smoothness. Two large, durable universal joints have eight permanently lubricated needle bearings and are sealed against dirt and water.

The new high speed hypoid axles are precision built for long life and quiet operation. Several exclusive and incomparably durable construction features are (1) an extremely heavy hand mated ring gear and pinion, (2) tapered roller bearings completely encircled by the differential housing, and (3) a gear case especially manufactured for its own set of gears. With ordinary care the axle should never require mechanical attention.



CADILLAC *Hydraulic* BRAKES



Expensive composite drums consist of a wear and score resisting, heat radiating surface of cast iron moulded to a strong steel back plate. These drums, in addition to self-energization, permit the use of hard, durable linings. On all models extra large brake lining area (see page 21) provides long brake life and stopping power.

All Cadillacs employ extremely large self-energizing hydraulic brakes. This design makes possible hard, moulded linings of longer wearing life and provides greater ease of brake operation than is possible in hydraulic brakes with a small amount of self-energization. The principle involves conversion of car motion whether forward or in reverse, into additional braking energy. When applied, brake shoes tend to wrap themselves into tighter contact with the drums, thereby securing maximum braking energy with minimum pedal pressure. Both brake shoes are interconnected so that each can adjust itself with equal pressure to the drum. Both shoes therefore are effective in stopping the car in forward or reverse speed. The entire brake lining contacts the drum wearing evenly and prolongs its life.

Cadillac HYDRAULIC BRAKES



In another method of hydraulic braking which claims little self-energization, both shoes are anchored to the brake support plate. Only one shoe is effective in stopping the car in either direction of travel. Brake lining area is reduced by half, wear increased and more foot pressure is required to stop the car. Also, the location of this anchor relative to the drum must be precisely maintained. This is difficult, if not impossible, resulting in localized lining wear and inaccurate judgment of the amount of foot pressure required to bring the car to a smooth, easy stop.

THE HAND BRAKES



The hand brake lever is located to the left of the steering column close to the driver. A roller clutch locks the lever quietly in any position and has an easily operated thumb release.

An independent mechanical system operates the rear brake shoes for parking or emergency stops. A triangular equalizer is provided to insure maximum dependability and safety. Operated by the hand lever, individual cables run from the equalizer to each rear brake shoe. Should one cable become inoperative, the equalizer will operate the other brake shoe insuring brake action. In cars where the hand brake operates upon the propeller shaft, the braking load is dangerously applied to the drive line and rear axle gears.

The 1941 CADILLAC *Accessories*

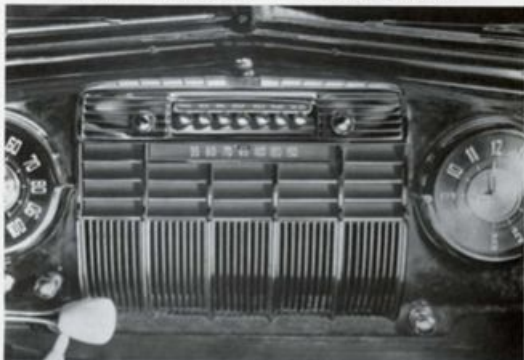


• The new 1941 Cadillacs incorporate as standard equipment all of the luxury features customarily obtainable only at additional charge on most other cars.

However, personal preferences and individual requirements vary widely on certain items of specialized equipment. To assist every owner in personalizing his new car, Cadillac offers an extensive range of the finest accessories at nominal charge.

Cadillac Accessory equipment is unique among motor cars because each item is especially designed and carefully developed under the supervision of Cadillac engineers for Cadillac cars. The superior operation and dependability of this equipment is due in large measure to Cadillac design and standards of construction. Cadillac owners may be confident of utmost satisfaction when they select Cadillac Accessories.

NEW RADIO *Features*



INSTRUMENT PANEL CONTROLS



COMPACT UNIT CONSTRUCTION



VACUUM OPERATED AERIAL

The new 1941 Cadillac Radios have four outstanding design improvements for easier push button tuning, more mellow tone quality, attractive appearance and convenience of operating the controls. The instrument panel has been expressly designed to accommodate the single unit, 7 tube set behind the panel's center grille. Above this dial are five station selector buttons, tone control and on-off switch. At the left is the manual station selector knob and to the right the volume control. The station call letters, above the selector buttons, are illuminated. When a station is tuned in, its call letters are more brilliantly lighted. The volume control knob also serves to raise and lower the telescoping antenna. A new 8 inch dynamic speaker with a larger permanent magnet greatly improves tone quality.

Power AND Rich Tone QUALITY



REAR COMPARTMENT CONTROLS

A most attractive rear compartment radio is available for the Series 67 and 75. It has been completely re-designed to give excellent tone, greater volume and increased sensitivity. The radio consists of three parts: the control unit mounted in the vanity case recessed in the right rear side arm rest; a new speaker mounted beneath a screen on the shelf behind the rear seat; and the chassis located in the trunk between the spare wheel and the right trunk wall. A vacuum-operated telescopic antenna is mounted on the right side of the trunk near the body. It is controlled by a separate knob in the control unit. This unit also contains the manual station selector, five push buttons and volume control, all finished in dark brown plastic to harmonize with the walnut finished interior paneling.

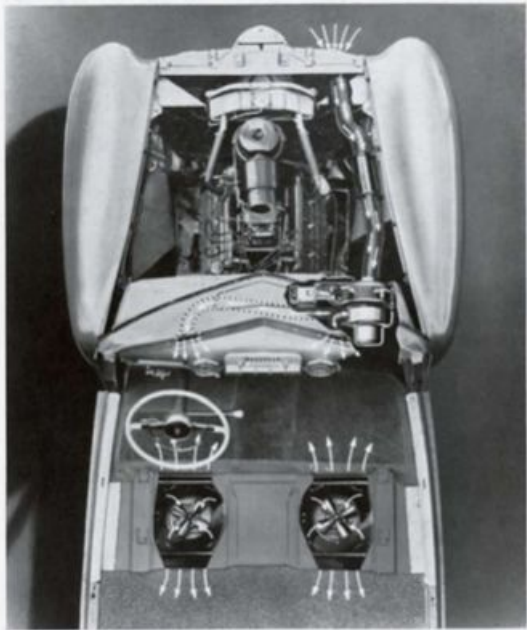


REAR COMPARTMENT RADIO UNITS



REAR VACUUM AERIAL

NEW *Cadillac* HEATING AND VENTILATING SYSTEMS PROVIDE



The new Cadillac Automatic Heating System is the first completely automatic heating system ever offered for automobiles. It provides automatic temperature controlled heating with separate defroster and fresh air ventilation and is available for all Cadillac body types. A thermostatic control automatically regulates the amount of water flow and governs the speed of the fans according to the temperature selected.

THE *Ultimate* IN WINTER DRIVING COMFORT

The Automatic Heating System will heat and ventilate both front and rear compartments without a single control being touched! Just as you set the thermostat for a home heating system, you set the Automatic Heating System's control in the autumn—and never touch it for the rest of the winter.



The Cadillac Ventilating Defrosting Heater is also available for all new Cadillac models. This unit provides greater heat output than any other single unit type of car heater. Yet, if so desired, this is a pleasant diffused heat, not a localized blast on front seat passengers. Indirect heating is accomplished by turning the single switch to the defrosting position. Interior ventilation is obtained by introducing fresh air into the heater core through a concealed inlet. The Cadillac Defrosting Heater, similar to the Ventilating Defrosting Heater but without the fresh air feature, is also available for all 1941 Cadillacs. Heating capacity is less of course than the Ventilating Defrosting Heater.



ACCESSORIES ESPECIALLY DESIGNED FOR GREATER DRIVING SAFETY



FOG LIGHTS RECESSED IN FENDERS



FULLY ADJUSTABLE SPOTLIGHT



NoRoL FOR STOPPING ON INCLINED ROADS



WINDSHIELD WASHER

The new Fog Lights are another Cadillac "First," for they are designed to become an integral part of the car. Under even the most severe rain, fog or snow conditions they will provide 75 to 125 feet of visibility.

The Cadillac Spotlight is a powerful light designed for night highway driving and for convenience in locating street addresses, sign posts, etc. Fully controlled from inside the car, this light is an important addition to motoring safety.

Adding immeasurably to driving convenience and mental ease, the Cadillac NoRoL holds the car on an upward incline. With the clutch depressed the driver's right foot is free to operate the accelerator. NoRoL is almost indispensable in hilly sections.

The Cadillac Windshield Washer is one of the most important safety accessories yet developed. Water, supplied from a reservoir beneath the hood, is sprayed onto the windshield by intake manifold pressure. The wipers then clean away accumulated dirt and road spray.

DETAILED ENGINE SPECIFICATIONS

ENGINE

ALL SERIES

No. of cylinders.....	8
Valve arrangement.....	L-head
Bore and stroke.....	3½" x 4½"
Engine mounted on: front and rear.....	Vulcanized rubber
Rubber mounting used at.....	All points
No. of points of suspension.....	3
Engine make.....	Own
Engine model.....	41-61, 41-62, 41-63, 41-608, 41-67, 41-75
Cylinder arrangement.....	90° V-8
Cylinder head material.....	Cast iron
Piston displacement.....	346 cu. in.
Taxable horsepower.....	39.20
Maximum brake horsepower at R.P.M.....	150 at 3400
Standard compression ratio.....	7.25 to 1
Standard compression pressure (lbs.).....	182 at 1000 R.P.M.

PISTONS AND RINGS

Piston material.....	Lo-Ex aluminum alloy
Piston features.....	T-slot anodized finish
Piston weight, oz. (without rings, pin or locking rings).....	18.30
Piston weight, oz. (with rings, pin and locking rings).....	25.01
Piston length.....	4½"
Piston clearance.....	.0017" to .0021"
No. of oil rings used per piston.....	2
No. of compression rings used per piston.....	2

RODS AND PINS

Wrist pin length.....	3½"
Wrist pin diameter.....	⅞"
Is wrist pin locked in piston or floating?.....	Floating
Wrist pin clearance.....	.00005-.0001 @ 70° F.
Wrist pin hole finish.....	Diamond bore in rod, Bearingized in piston
Connecting rod length, center to center.....	8¾"
Connecting rod material.....	1035 steel
Connecting rod weight, ounces.....	37.472
Crankpin journal diameter and length.....	2.460" x 2½"
Connecting rod bearing material.....	Steel backed babbit
Connecting rod bearing clearance.....	.0015"
Connecting rod bearing end play.....	.003-.006"
Connecting rod bearing poured, spun or separate.....	Separate
Rods and pistons removed from.....	Above

CRANKSHAFT

Vibration dampener used.....	Yes
Crankshaft counterweights used. Number of.....	6
Torsional vibration dampener type.....	Laminated springs
Bending vibration dampener type.....	Flywheel

DETAILED ENGINE SPECIFICATIONS—Continued

CRANKSHAFT—Continued

ALL SERIES

Which main bearing takes thrust?	Center (#2)
Crankshaft end play	.001-.005"
Main bearing material	Steel backed babbitt
Main bearing clearance	.0015"
Main bearing type	Slip-in
No. 1 main bearing journal, diameter and length	2½" x 1½"
No. 2 main bearing journal, diameter and length	2½" x 1½"
No. 3 main bearing journal, diameter and length	2½" x 1½"

TIMING CHAIN

Timing chain make	Link belt
Timing chain model	Type J3766—TWC-19
Timing chain length	23¼"
Timing chain, number of links	62
Timing chain width	1⅞" side guide
Timing chain pitch	⅝"
Timing chain adjustment	None

VALVES

Intake valve head actual overall diameter	1.876-1.886"
Intake valve angle of seat	45°
Insert used?	No
Valve seat cooled by	Directed water circulation
Intake valve stem to guide clearance	.0023"
Intake valve lift	.335"
Intake valve spring pressure and length—	
With valve closed	63½ lbs.—1.926"
With valve open	145 lbs.—1.581"
Is tappet clearance automatically adjusted?	Yes
Exhaust valve angle of seat	45 degrees
Exhaust valve head actual overall diameter	1.626-1.636"
Insert used?	No
Valve seat cooled by	Directed water circulation
Exhaust valve stem to guide clearance	.0033"
Exhaust valve lift	.345"
Exhaust valve spring pressure and length—	
With valve closed	63½ lbs.—1.926"
With valve open	145 lbs.—1.581"
Is tappet clearance automatically adjusted?	Yes
Valve timing—	
Intake opens	T.D.C.
Intake closes	42 degrees A.B.C.
Exhaust opens	52 degrees B.B.C.
Exhaust closes	10 degrees A.T.C.

LUBRICATION

Valve lubrication method	Pressure
Lubricating system type	Pressure
Oil pressure to main bearings	Yes

DETAILED ENGINE SPECIFICATIONS—Continued

LUBRICATION—Continued

ALL SERIES

Oil pressure to connecting rod bearings.....	Yes
Oil pressure to wrist pins.....	Yes
Oil pressure to camshaft bearings.....	Yes
Timing gear lubrication.....	Positive
Oil pump type.....	Helical gear
Oil grade recommended—S.A.E. viscosity.....	Lowest Temperature +32° F.,—20W or S.A.E. 20 +10° F.,—20W —10° F.,—10W Below —10° F.,—10W and 10% kerosene
Normal oil pressure lbs. at M.P.H.....	25 $\frac{1}{2}$ at 30 M.P.H.
Pressure at which relief valve opens.....	30 lbs.
Capacity of oil reservoir.....	7 quarts
Drain oil.....	2000 miles
Type of oil drain.....	Threaded plug
Oil reservoir gauge type.....	Dip stick
Chassis lubrication type.....	High pressure
Crankcase ventilating system.....	Yes

FUEL

Gasoline tank capacity.....	61, 62, 63, 608 and 67— 20 gallons 75—24 gallons
Fuel feed type.....	Camshaft pump
Carburetor make.....	Stromberg and Carter
Carburetor size.....	1 $\frac{1}{4}$ "
Carburetor type.....	Plain tube
Up or down draft.....	Down draft
Single or dual.....	Dual
Heat adjustment.....	None
Automatic choke type.....	Thermostatic
Automatic choke make.....	Stromberg or Carter
Air cleaner make.....	A.C.
Intake silencer make.....	A.C.

COOLING

Cooling circulation, type of.....	Pump
Water pump, type.....	Centrifugal
Water pump drive.....	Vee belt
Radiator shutter make and control.....	Own—thermostatic
Radiator core type.....	Tube and fin
Radiator core make.....	Harrison
Cooling capacity.....	25 quarts
Water jackets full length of cylinder.....	Yes
Fan belt type.....	1—Vee belt
Fan belt length (pitch circumference).....	34 $\frac{1}{4}$ "
Fan belt width, maximum.....	1 $\frac{3}{4}$ "
Fan drive ratio.....	.95 to 1

DETAILED ENGINE SPECIFICATIONS—Continued

IGNITION

ALL SERIES

Ignition unit make.....	Delco-Remy 1110806
Manual advance.....	20 degrees
Maximum automatic advance.....	21 to 24 degrees
Vacuum advance.....	18 degrees
Distributor breaker gap.....	.0125-.0175"
Timing, breaker points open at.....	5 degrees B.T.C.
Firing order.....	Front $\frac{2-4-6-8}{1-3-5-7}$ 1-8-7-3-6-5-4-2
Ignition coil make.....	Delco-Remy 1115128
Amperage draw of coil with engine stopped.....	4.4
Amperage draw of coil with engine idling.....	2.2
Spark plug thread.....	10 mm.
Spark plug model.....	#104
Spark plug make.....	A.C.
Spark plug gap.....	.025-.030"

BATTERY

Battery make.....	Delco
Battery number.....	17 K.2W
Battery capacity—ampere hours.....	115
Battery bench charging rate—start.....	10
Battery bench charging rate—finish.....	8
Which battery terminal is grounded?.....	Positive
Location of battery.....	Under hood outside right frame sidebar

STARTING MOTOR

Starting motor make.....	Delco-Remy #1107923
	4 pole
Starting motor drive.....	Solenoid shifted gear
Automatic starting device.....	Delco-Remy push button
Starting motor pinion meshes flywheel.....	Front
Flywheel teeth, integral or steel ring.....	Steel ring
Gear ratio between starter armature and flywheel.....	17 to 1 approx.

GENERATOR

Generator make.....	Delco-Remy 1102661
Generator driven by.....	Belt
Is generator air cooled?.....	Yes
Voltage at cutout closing.....	6.3-6.6
Amperes to open cutout.....	0-2
Generator normal charging rate.....	32 amps. min. peak. Due to voltage regulation actual charging rate is controlled by state of charge of battery.
Cut speed for minimum peak charging rate.....	27 M.P.H.
Generator belt.....	Vee— $\frac{7}{8}$ "

DETAILED ENGINE SPECIFICATIONS—Continued

LAMPS

ALL SERIES

Lighting switch make.....	Delco-Remy 1995015
Are double or triple filament bulbs used?.....	Double
How are headlamps dimmed?.....	Depressed beam foot switch
Headlight make.....	Guide sealed beam
Headlight cover glass diameter.....	6 $\frac{1}{2}$ "
Parking light make.....	Guide
Tail light make.....	Guide
Horn type.....	Airtone
Horn make.....	Delco-Remy K-33-II
Amperage draw of horns.....	16-18

CLUTCH

Clutch make.....	Long
Operated dry or in oil.....	Dry
Clutch vibration insulator or neutralizer.....	Coil spring type
No. of clutch driven discs.....	1
Clutch facing material.....	Woven
Clutch facing inside diameter.....	7"
Clutch facing outside diameter.....	Series 61, 62, 63, 69 Spec. —10 $\frac{1}{4}$ " • 67, 75—11"
Clutch facing thickness.....	.137"
Number of clutch facing used.....	2
Facing area.....	Series 61, 62, 63, 69 Spec. —96.16 sq. in. 67, 75—103.4 sq. in.

TRANSMISSION

Transmission make.....	Own
No. of forward speeds.....	3
Control—on steering column.....	Manual
Gear ratio in high.....	"61", "62"—3.77 "63", "608"—3.77 "67", "75"—4.27
Transmission ratio in second.....	1.53 to 1
Transmission ratio in low and reverse.....	2.39 to 1
Type of gears—1st.....	Sliding-helical
Type of gears—2nd.....	Constant mesh helical
Type of gears—reverse.....	Sliding-helical
Synchronous meshing 2nd and 3rd gears.....	Yes
Transmission oil capacity.....	2 $\frac{1}{2}$ pints
Transmission oil grade recommended—S.A.E. viscosity.....	S.A.E. 90 E.P.
Universal make.....	Mechanics
Universal model.....	/3-C
Universal type.....	Needle bearing
Universal joints lubricated.....	Permanently
Drive and torque taken through.....	Rear springs

DETAILED CHASSIS SPECIFICATIONS

REAR AXLE

Series "W", "W", "W", "W Spc."

Series "W" and "W"

Rear axle make	Own	Own
Rear axle type	Semi-floating	Semi-floating
Minimum road clearance under center of rear axle, tires inflated	8"	9"
Differential gear make	Own	Own
Rear axle oil capacity	5 pints	5 pints
Rear axle oil grade recommended—S.A.E. viscosity	90 Hypoid	90 Hypoid
Type of final gearing	Hypoid	Hypoid
Gear ratio, standard 5-pass. sedan	3.77	4.27
Optional gear ratio	3.36	—
No. of teeth in ring gear	49	47
No. of teeth in pinion	13	11
Pinion adjustment	No adjustment	No adjustment
Pinion bearing adjustment	None	None
Are pinion bearings in sleeve?	No	No
Backlash between pinion and ring gear	.004-.010"	.004-.010"
Are pinion bearings preloaded?	Yes	Yes

TIRES AND WHEELS

Tire make	U. S. and Firestone	U. S. and Firestone
Tire size	7.00-15	7.50-16
Number of plies	4	6
Inflation pressure—front and rear	28 $\frac{1}{2}$	Front 24 $\frac{1}{2}$ Rear 32 $\frac{1}{2}$
Rim diameter	15"	16"
Rim width	5.50"	5.00"
Axle clearance, for jack, tires inflated, front	Rim type jack	Rim type jack
Axle clearance, for jack, tires inflated, rear	Rim type jack	Rim type jack
Wheel type	Slotted disc	Slotted disc
Wheel make	Kelsey-Hayes	Kelsey-Hayes

SPRINGS

Front, suspension, independent or conventional	Independent	Independent
Front spring type	Helical coil	Helical coil
Front spring material	GM #9260 steel	GM #9260 steel
Rear spring type	Semi-elliptic	Semi-elliptic
Rear spring material	GM #9260 steel	GM #9260 steel
Rear spring length	54 $\frac{1}{2}$ "	56 $\frac{1}{2}$ "
Rear spring width	2"	2"
Rear spring, number of leaves—5-pass. sedan	8	10
Spring leaves lubricated with	Wax impregnated liners	Wax impregnated liners
Spring shackles type, rear	Compression link	Compression link
Spring bushings type	Rubber	Rubber
Stabilizers	Front and rear	Front and rear

STEERING

Steering gear type	Recirculating ball	Recirculating ball
Steering gear make	Saginaw	Saginaw
Caster angle	Neg. 1 $\frac{3}{4}$ " to Neg. 2 $\frac{3}{4}$ "	Neg. 1 $\frac{3}{4}$ " to Neg. 2 $\frac{3}{4}$ "
Camber angle	- $\frac{3}{4}$ " to + $\frac{3}{4}$ "	- $\frac{3}{4}$ " to + $\frac{3}{4}$ "
Toe-in inches	$\frac{1}{16}$ " to $\frac{1}{16}$ "	$\frac{1}{16}$ " to $\frac{1}{16}$ "

DETAILED CHASSIS SPECIFICATIONS—Continued

STEERING—Continued

	Series "41", "42", "43", "44 Spn."	Series "47" and "75"
Crosswise inclination of kingpin, degrees	5° 51' to 0° camber	5° 51' to 0° camber
Front suspension type	Forked arms	Forked arms
Front suspension make	Own	Own
Forked arm bearings, type	Threaded	Threaded
Overall steering ratio	24.4	24.4

BRAKES

No. of complete brakes	4	4
Foot brakes, make	Bendix	Bendix
Foot brakes, type of mechanism	Hydraulic	Hydraulic
Vacuum booster make	None	None
Brake lining molded or woven	Molded	Molded
Brake drum material	Composite	Composite
Rear brake drum diameter	12"	12"
Rear brake internal or external	Internal	Internal
Rear brake lining, length per wheel—		
Forward shoe	11 ¹⁷ / ₁₆ "	11 ¹⁷ / ₁₆ "
Reverse shoe	12 ¹¹ / ₁₆ "	12 ¹¹ / ₁₆ "
Total	24 ¹ / ₂ "	24 ¹ / ₂ "
Rear brake lining width	2"	2 ¹ / ₄ "
Rear brake lining thickness	¹ / ₁₆ "	¹ / ₁₆ "
Rear brake clearance010"	.010"
Front brake drum diameter	12"	12"
Front brake drum material	Composite	Composite
Front brake drum internal or external	Internal	Internal
Front brake lining, length per wheel—		
Forward shoe	11 ¹⁷ / ₁₆ "	11 ¹⁷ / ₁₆ "
Reverse shoe	12 ¹¹ / ₁₆ "	12 ¹¹ / ₁₆ "
Total	24 ¹ / ₂ "	24 ¹ / ₂ "
Front brake lining width	2 ¹ / ₄ "	2 ¹ / ₄ "
Front brake lining thickness	¹ / ₁₆ "	¹ / ₁₆ "
Front brake clearance010"	.010"
Total foot braking area	208 sq. in.	233 sq. in.
Per cent braking power on rear wheels	45 ¹ / ₂	45 ¹ / ₂
Hand brake location	Under dash on left side	Under dash on left side
Hand brake lever operates on	Rear service brakes	Rear service brakes

FRAME

Frame make	A. O. Smith	A. O. Smith
Frame depth, maximum	6 ³ / ₄ "	7 ⁷ / ₈ "
Frame thickness, maximum	¹ / ₁₆ "	¹ / ₁₆ "
Width, maximum	2"	"67"—2 ³ / ₄ "
		"75"—2 ³ / ₄ "
Wheelbase	126"	"67"—139"
		"75"—136"
Tread front	59"	58 ¹ / ₂ "
Tread rear	63"	62 ¹ / ₂ "
First serial number	"61"—5,340,000	"67"—9,340,001
	"63"—7,340,000	"75"—3,340,001
	"62"—8,340,001	
	"608"—6,340,001	

DETAILED CHASSIS SPECIFICATIONS—Continued

FRAME—Continued

	Series "41", "42", "43", "44 Spec."	Series "47" and "75"
Serial number location.....	On crankcase behind left cylinder block and parallel to the body dash and also on left frame sidebar	
Overall length with bumpers.....	"61"—"63"—215" "62"—216" "60 Spec."—217½"	"67"—228" "75"—226½"

BEARINGS

	In cast iron frame	In cast iron frame
Starter motor commutator end bearing—type.....	Bronze bushing	Bronze bushing
Starter motor drive end bearing type.....	¾" x 1½" x 1½"	¾" x 1½" x 1½"
Starter motor drive end bearing size.....	Bronze bushing	Bronze bushing
Starter motor outboard bearing type.....	¾" x 3/8" x 3/4"	¾" x 3/8" x 3/4"
Starter motor outboard bearing size.....	Bronze bushing	Bronze bushing
Generator commutator end bearing type..	¾" x 3/8" x 3/4"	¾" x 3/8" x 3/4"
Generator commutator end bearing size or number.....	N.D. Ball	N.D. Ball
Generator drive end bearing make or type..	903203	903203
Generator drive end bearing size or number	Bearings Co. of America	Bearings Co. of America
Clutch throwout bearing make or type.....	C.T.D.S.—56	C.T.D.S.—56
Clutch throwout bearing size or number...	Hyatt Roller	Hyatt Roller
Transmission pocket or spigot bearing make or type.....	1294780	1294780
Transmission pocket or spigot bearing size or number.....	N.D. Ball	N.D. Ball
Clutch pilot bearing make or type.....	Steel backed babbit	Steel backed babbit
Transmission reverse idler bearing.....	N.D. Ball	N.D. Ball
Transmission main shaft front bearing make or type.....	N.D. Ball	N.D. Ball
Transmission main shaft rear bearing make or type.....	Needle bearing	Needle bearing
Transmission countershaft front bearing make or type.....	Needle bearing	Needle bearing
Transmission countershaft rear bearing make or type.....	Timken Tapered Roller	Timken Tapered Roller
Rear axle pinion shaft front bearing make or type.....	Timken Tapered Roller	Timken Tapered Roller
Rear axle pinion shaft rear bearing make or type.....	Timken Tapered Roller	Timken Tapered Roller
Differential bearing right make or type....	Timken Tapered Roller	Timken Tapered Roller
Differential bearing left make or type.....	Timken Tapered Roller	Timken Tapered Roller
Rear wheel bearing make or type.....	N.D. Ball	N.D. Ball
Front wheel inner bearing make or type..	N.D. Ball	N.D. Ball
Front wheel outer bearing make or type..	N.D. Ball	N.D. Ball
Kingpin upper bearing make or type.....	Steel backed bronze bushing	Steel backed bronze bushing
Kingpin lower bearing make or type.....	Steel backed bronze bushing	Steel backed bronze bushing
Rear spring front bushing.....	Rubber	Rubber
Rear spring rear bushing.....	Rubber	Rubber
Rear spring shackle bolt—upper.....	Rubber	Rubber
Rear spring shackle bolt—lower.....	Rubber	Rubber