



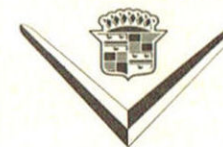
*Cadillac*

**FOR NINETEEN HUNDRED AND FIFTY**



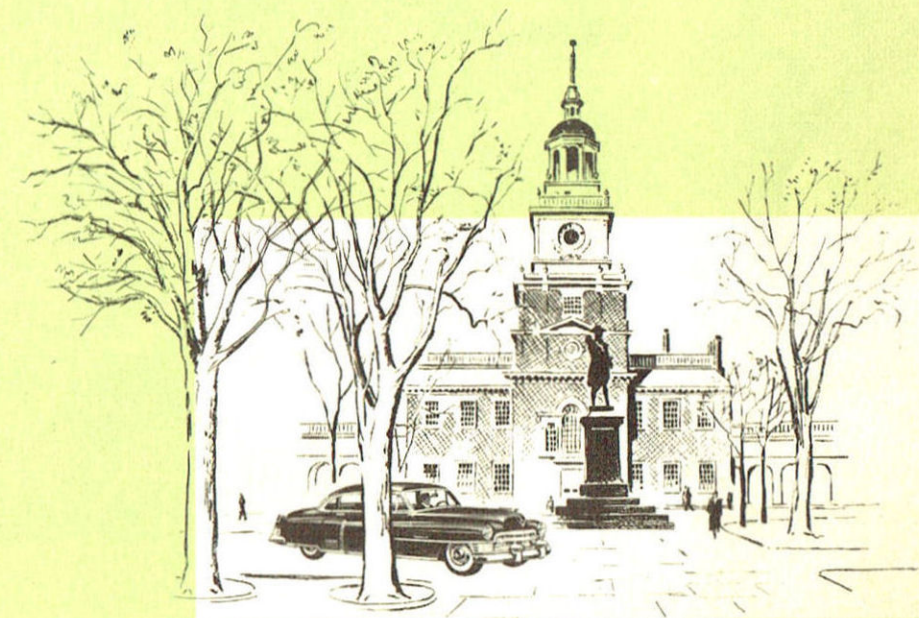


1950



# *Cadillac* — DISTINGUISHED BEYOND ALL OTHERS!

When the word "Distinction" is used in connection with a motor car, it calls Cadillac so quickly to mind that the two words are all but synonymous. Cadillac has long since stood so completely apart in the way it looks, in the way it performs, and in the prestige it bestows upon its owners, that the public has reserved a special place for it in the world of motor cars. And this year of 1950 is destined to see Cadillac's measure of leadership lengthened and strengthened in every respect. Cadillac cars this year come in four distinguished new series, each designed to meet the particular requirements of a particular group of owners. On the following pages are illustrated and described the features which individualize each series. After you have studied them, see the cars in the showroom of your Cadillac dealer. Only a personal inspection can reveal the full measure of their superiority.

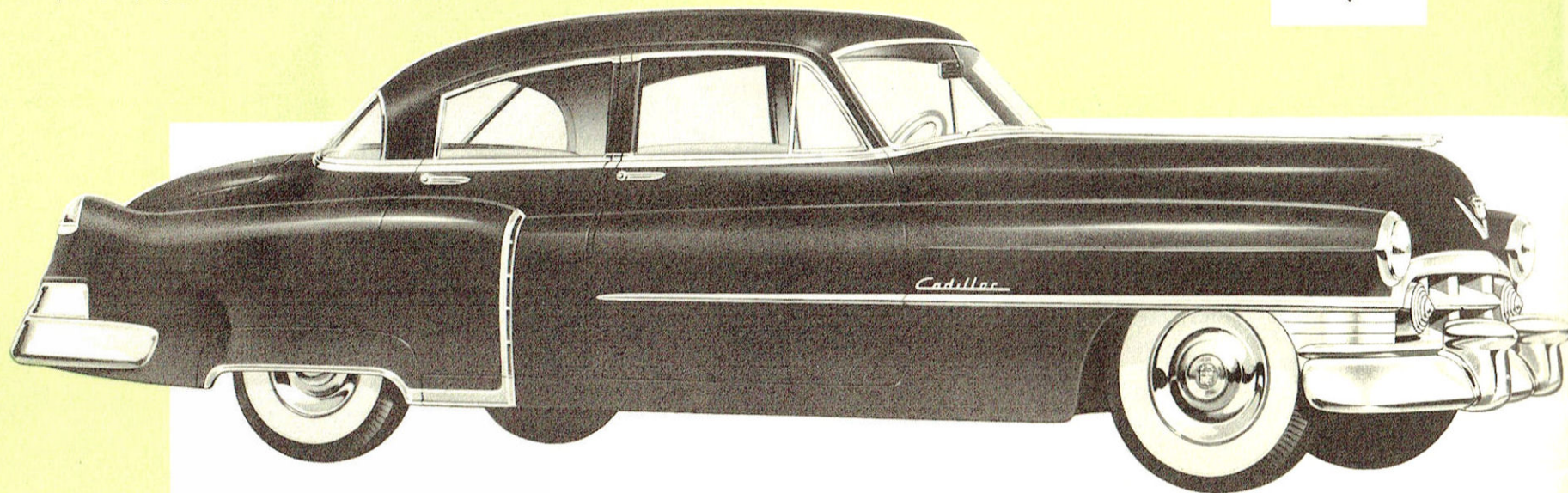


IN ITS 48TH YEAR AS STANDARD OF THE WORLD



The new Series 61 Sedan, here illustrated, is similar in general appearance and design to all other 1950 Cadillac models. It is a big car—built for comfort—with a wide, roomy interior. A splendid performer—economical to operate.

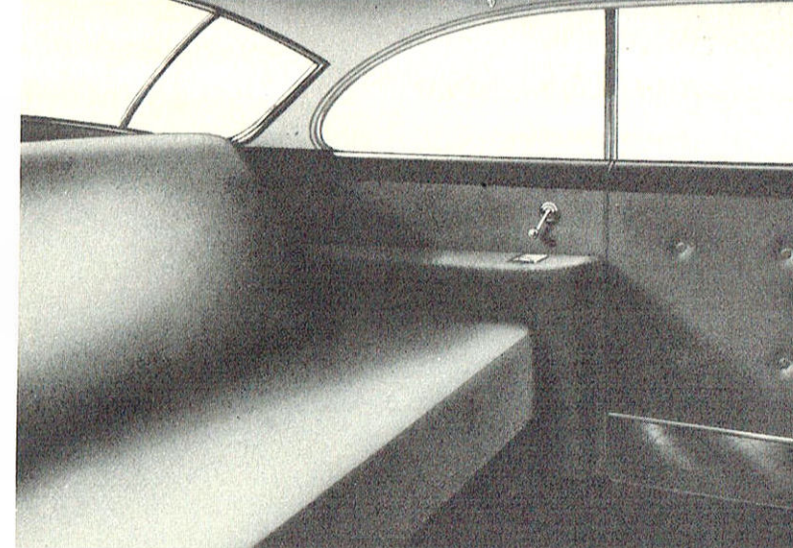
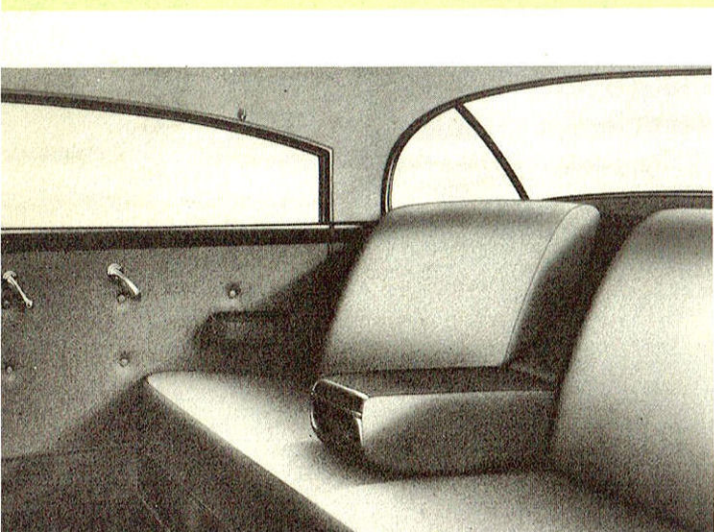
# SERIES SIXTY-ONE SEDAN



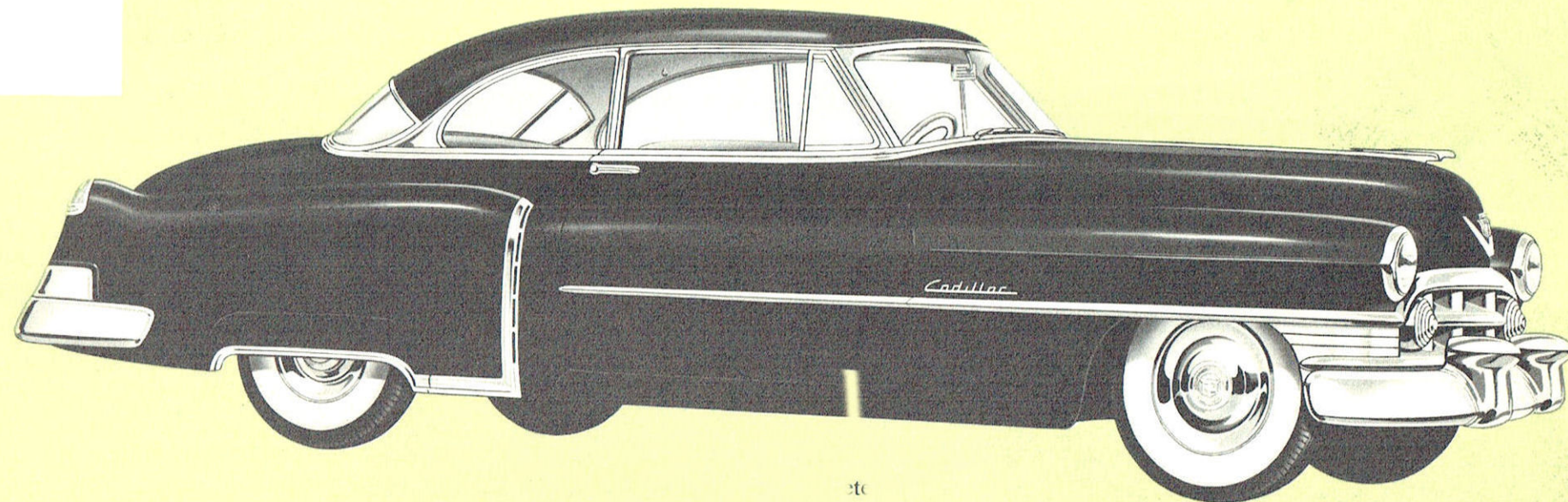
## The New Cadillac Series Sixty-One

In basic mechanical design and quality there is only one standard for Cadillac. All Cadillacs offer the same incomparable performance—the same standards of operating economy—the same long life and dependability. That's why the Cadillac Series Sixty-One—illustrated here—is such a great favorite with Cadillac buyers everywhere—for it offers all the basic Cadillac virtues at an extremely moderate price. Like other Cadillac models for 1950, the Series 61 is dramatically new in appearance and powered by the great Cadillac overhead valve engine.

The 61 Sedan interior, here illustrated, is tailored in fine-quality gray two-tone fabrics. Door trim panels and window moldings are in Morocco brown. A center arm rest assures luxurious comfort.



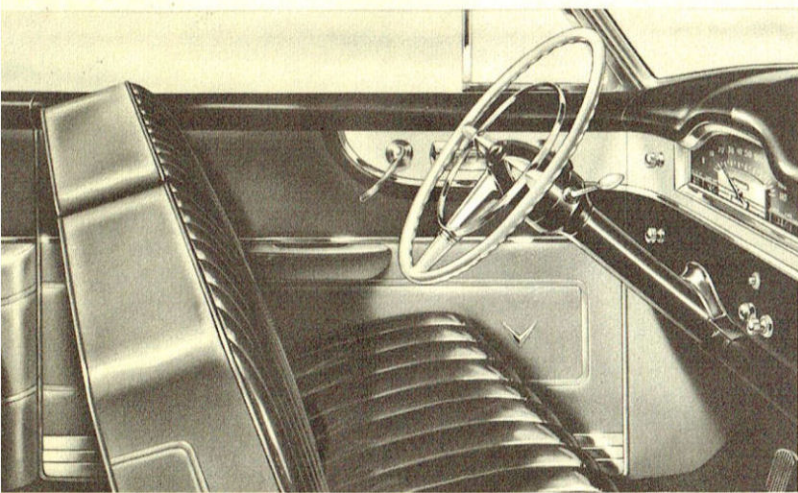
Seats and seat backs of this coupe are upholstered in a light-tone fabric with door panels and seat cushion edges in darker material. Ash trays are inset in both wide box-type arm rests.



# SERIES SIXTY-ONE COUPE

Here is a completely new "sport-type" model for the 61 Series. New one-piece windshield and full-width rear window provide maximum vision. Rear quarter window and pillar pivot out of sight, giving a pleasing open-car effect.

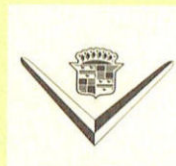




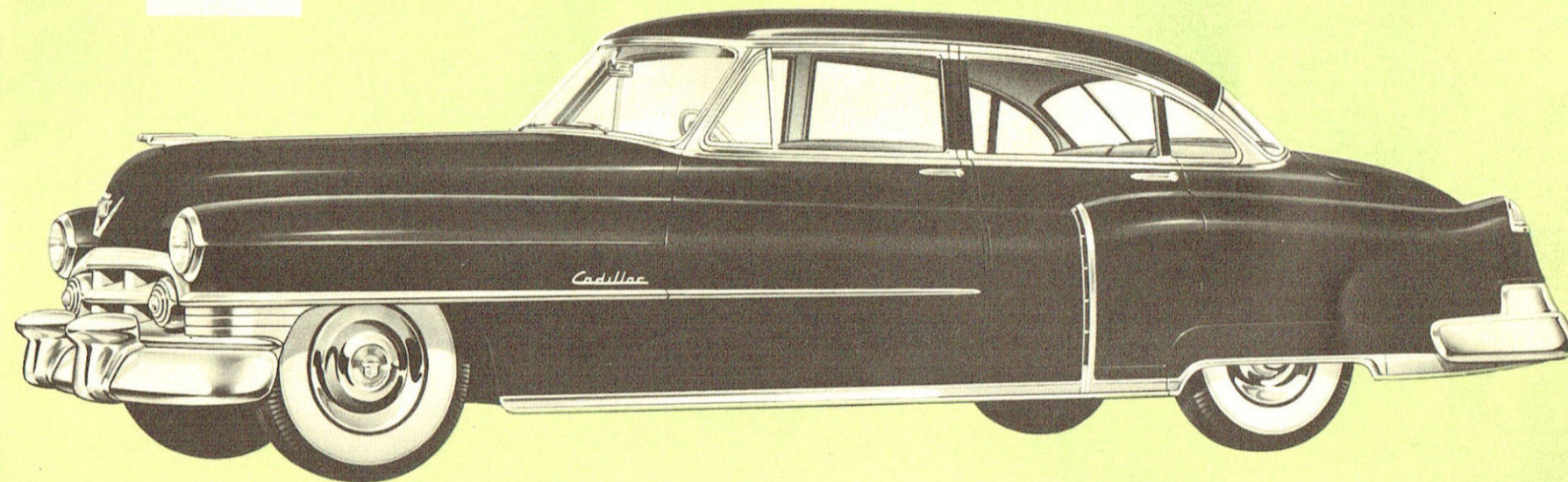
*Convertible interiors are trimmed in all leather, with five individual color, or two two-tone options. Bright chrome hardware and hydraulic controls are mounted in a light-toned insert in the front door.*

## *The New Cadillac Series Sixty-Two*

Four beautiful models, all refreshingly new in design and appearance, constitute the Cadillac Series 62 for 1950. Built to Cadillac's highest standards of quality throughout, these popular models blend the true ingredients of luxurious motoring with practicality and moderate price. There is a body type offered in this series to meet practically every taste and requirement. Whether your preference is for a convertible, a semi-sport enclosed car, or for a commodious four-door sedan—you will find in this series a car distinguished for its exquisite Fisher coachwork, as well as its exclusive interior Fleetwood styling.



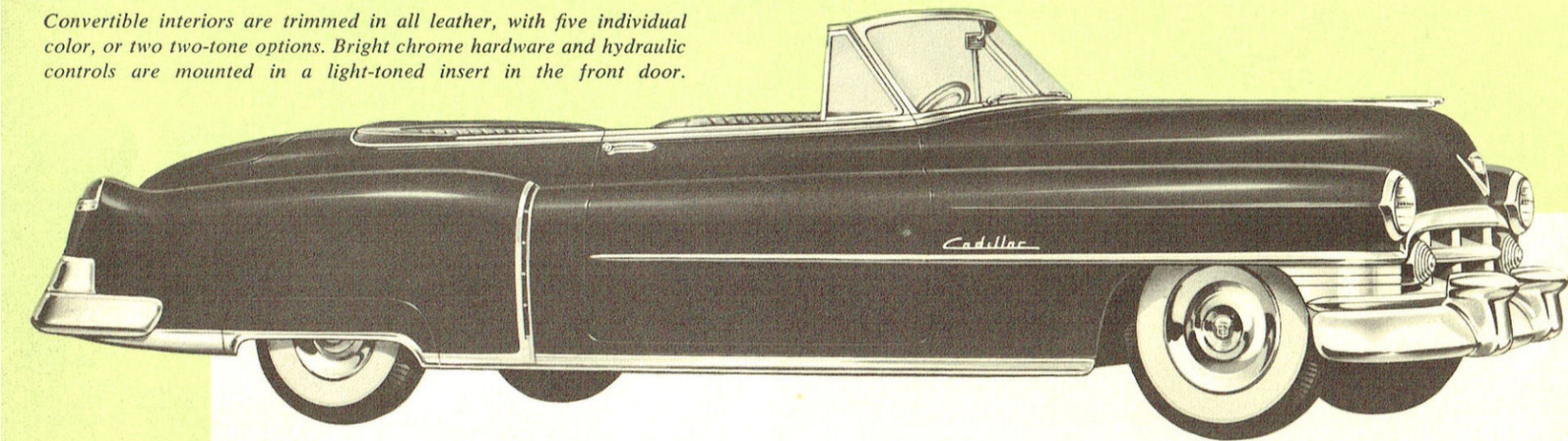
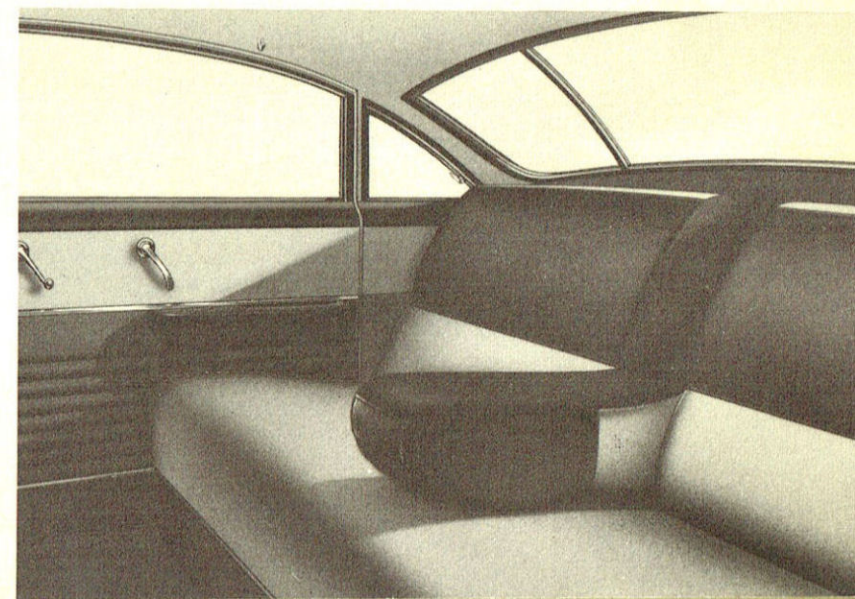
IN ITS 48TH YEAR AS STANDARD OF THE WORLD



### THE SEDAN

The Series 62 Sedan has long been one of the most popular models in the entire Cadillac line. In roomy comfort, in performance, in safety and ease of handling, as well as in over-all economy of operation, this is an ideal car for either city use or cross-country touring. Like all other models, it is powered by the sensational new Cadillac V-type, high-compression, overhead valve engine. Available in a wide range of color options.

*The striking interior design, by Fleetwood, is beautifully done in a two-tone color combination with a heavy, dark wool-pile carpet to match the upholstery. Hydraulic window control is available at extra cost.*

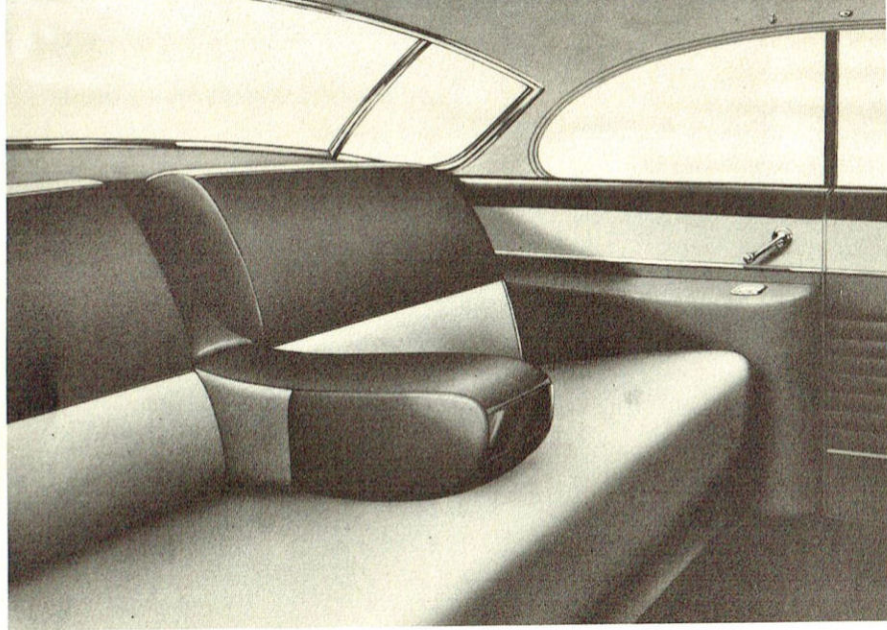


### THE CONVERTIBLE

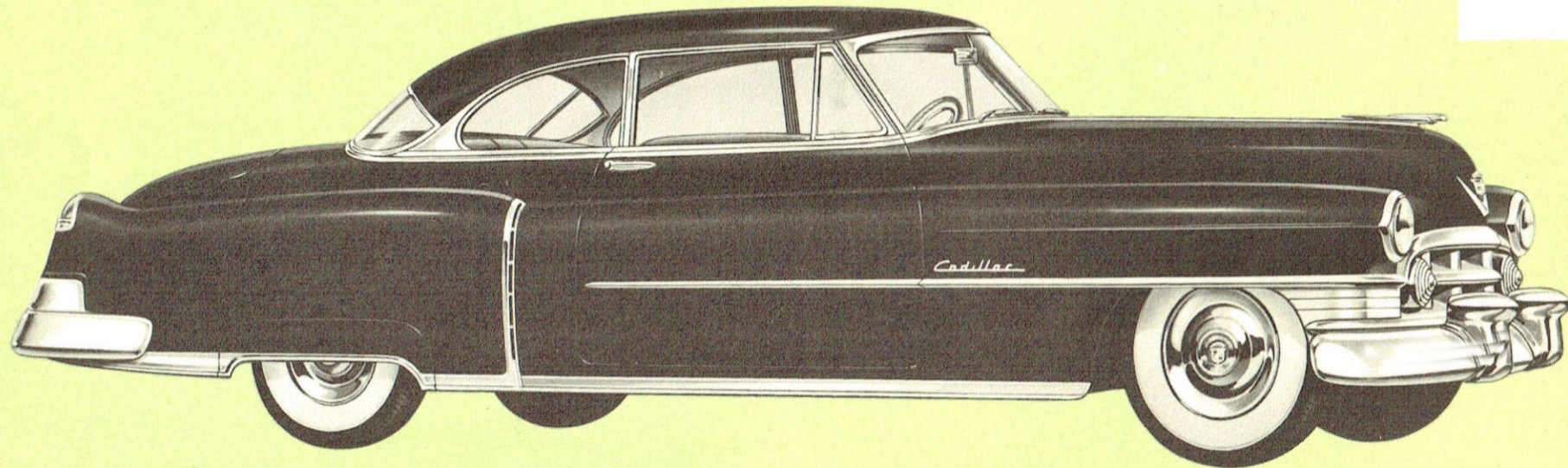
A long, low contour and an exceptionally long rear deck and fender line feature this truly sport model convertible. The power-operated top is available in either black or tan and folds neatly into the rear deck well. Rear quarter

and side windows which lower completely out of sight, as well as the front seat adjustment are all hydraulically operated. As are all the 1950 Cadillac models, the Convertible is equipped with a new one-piece curved-glass windshield.





*Upholstery of the Series 62 Coupe model, here illustrated, is in two-tone cloth with exaggerated bolster effect. Body sides, both front and rear, are trimmed with a horizontal pleat motif, set off with narrow chrome trim moldings. Ash trays are located in side arm rests. Hydraulically operated window and front seat adjustment are available at extra cost.*

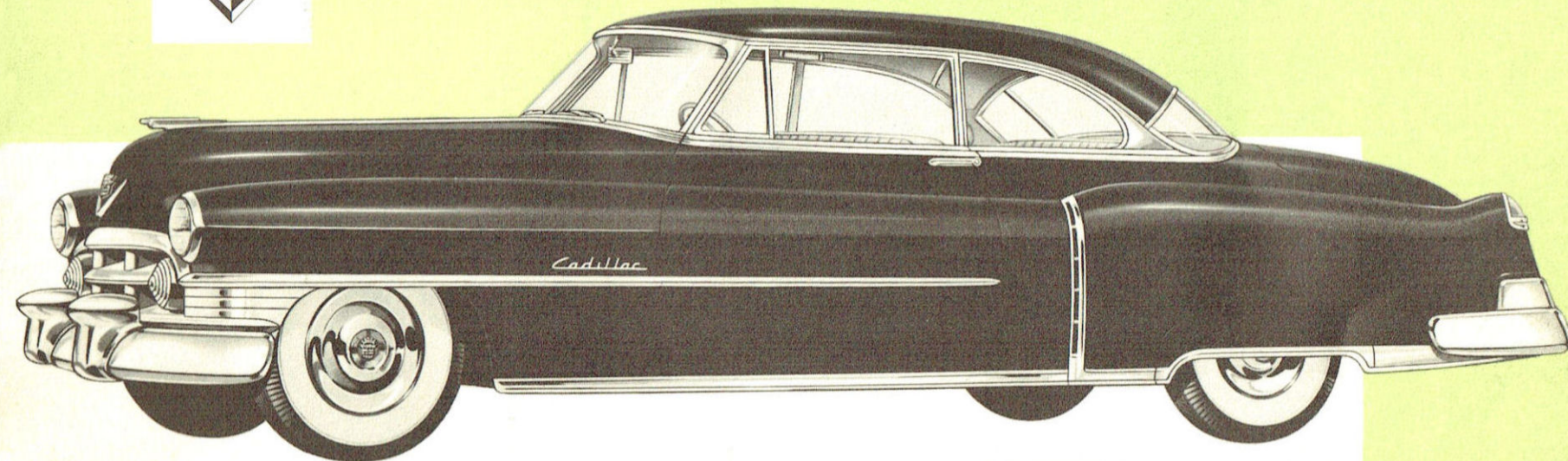


#### THE SIXTY-TWO COUPE

With the trim, dashing lines of a convertible, this new hard-top coupe design offers closed-car comfort and protection wherever motor cars are driven. Its smooth, sleek contour is emphasized by the extraordinarily long lines of the rear deck and fenders. Rear quarter windows pivot completely out of sight for maximum ventilation. An ideal choice for those who prefer the most modern thing in motor cars.

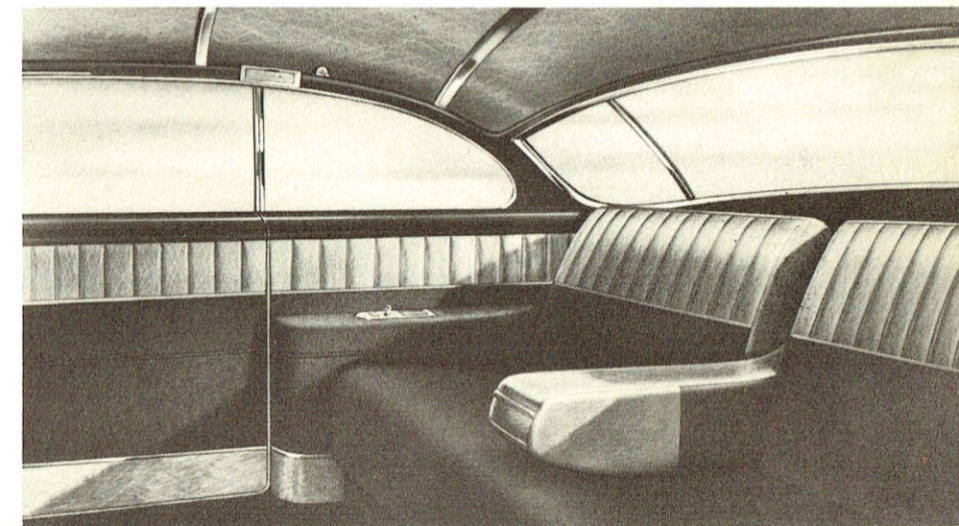


IN ITS 48TH YEAR AS STANDARD OF THE WORLD

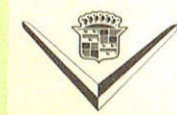
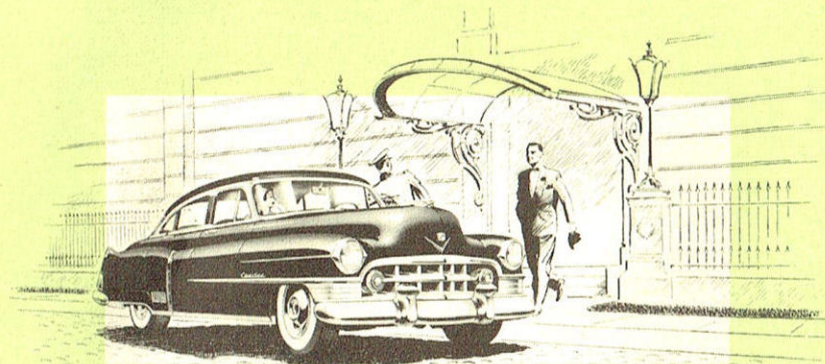


#### THE SERIES SIXTY-TWO COUPE DE VILLE

The Sport Coupe Motif is carried to its highest degree of perfection in the Series 62 Coupe de Ville—a model that is equally at home on the Polo Grounds or under some famous marquee. In general appearance and contour this car has the same design characteristics as the coupe described on opposite page. It differs in that it carries chrome drip molding above door windows. The interior, however, features a deluxe handling throughout. Upholstery is a striking two-tone leather and cloth combination, with a dark tone carpet to match. It is brightened by a lavish use of chrome trim including chrome simulated convertible top bows. Hydraulically operated windows and front seat adjustment are standard equipment.

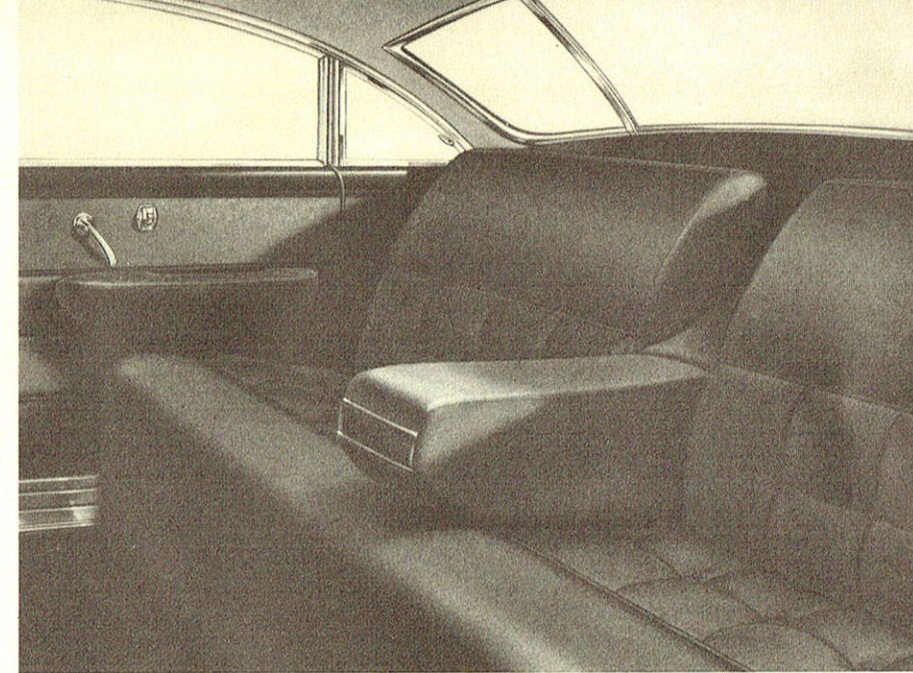




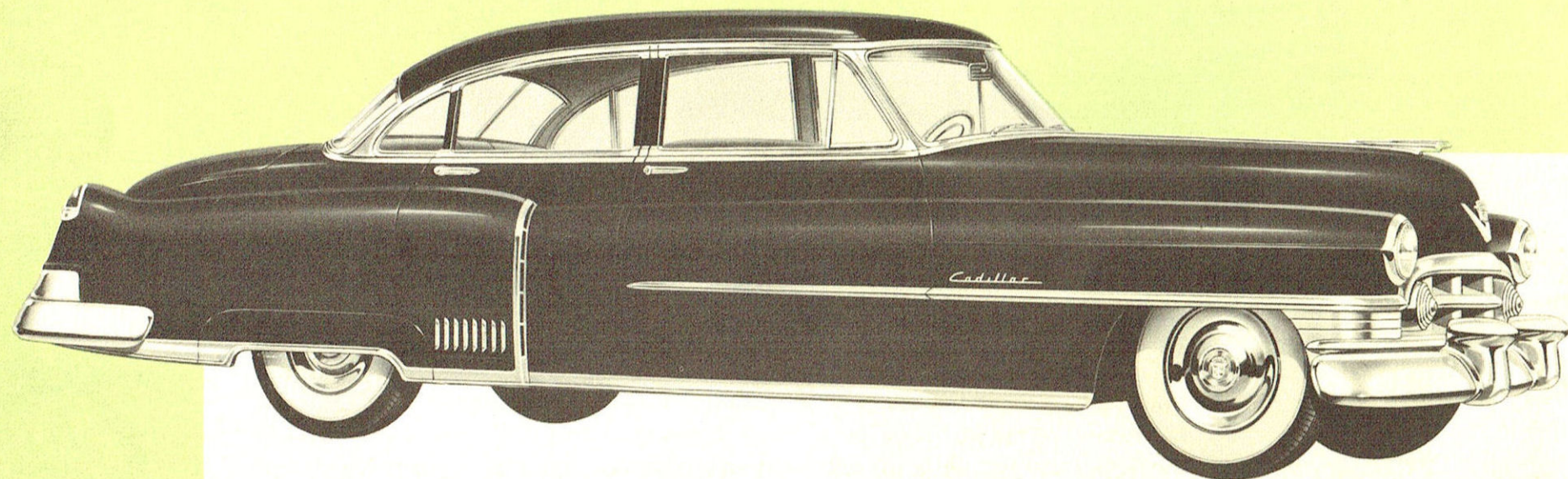


IN ITS 48TH YEAR AS STANDARD OF THE WORLD

THE NEW *Cadillac* SERIES SIXTY SPECIAL

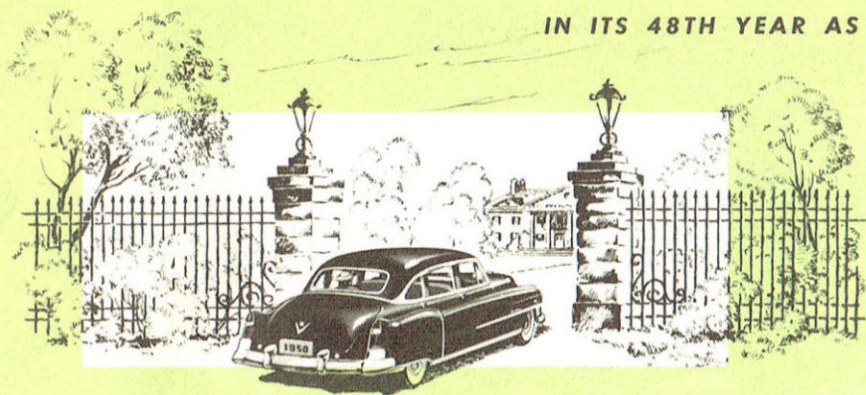


There is only one Cadillac-Fleetwood 60 Special model—a beautiful four-door sedan, whose extra length and graceful full-flowing lines distinguish it as the aristocrat of the highways. In every contour and appointment, emphasis is upon *luxury*. It is the natural and logical choice of fine-car owners who want the most distinguished owner-driven car the industry affords. Rear deck, rear fender and wheelbase are all considerably longer than on the lower-priced Cadillac Sedan models, giving it marked individuality of appearance. Interior design is a charming expression of advanced coachcraft by Fleetwood, featuring superb taste, roominess and consummate comfort. The 60 Special offers a choice of rich upholstery in four color tones, either in plain or patterned materials. In each instance, trim, including carpets and moldings, is in beautifully harmonizing colors. Included among the features of the 60 Special are hydraulically operated window controls and the front seat adjustment—and, as in all other models, a large, one-piece curved-glass windshield.

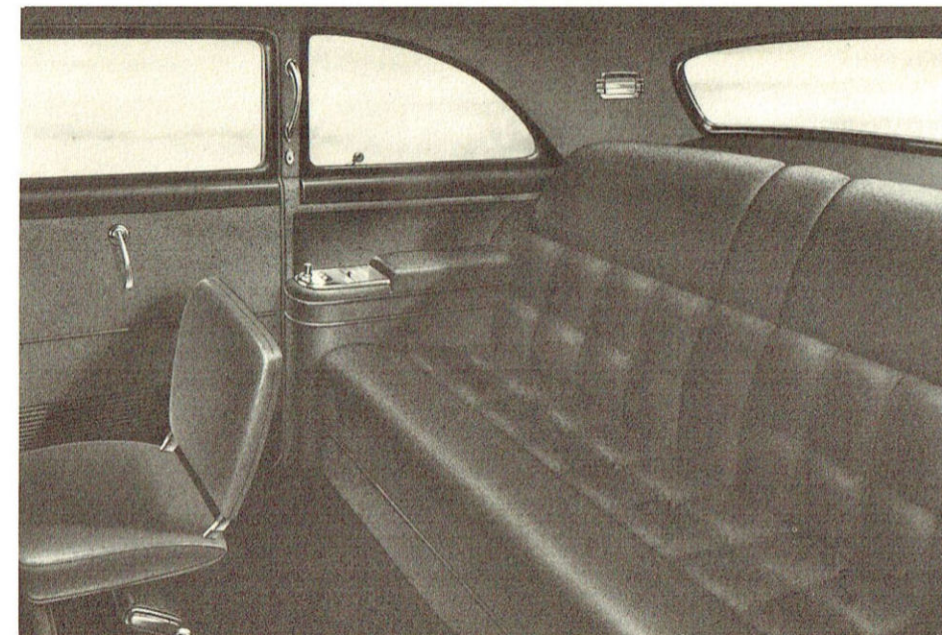
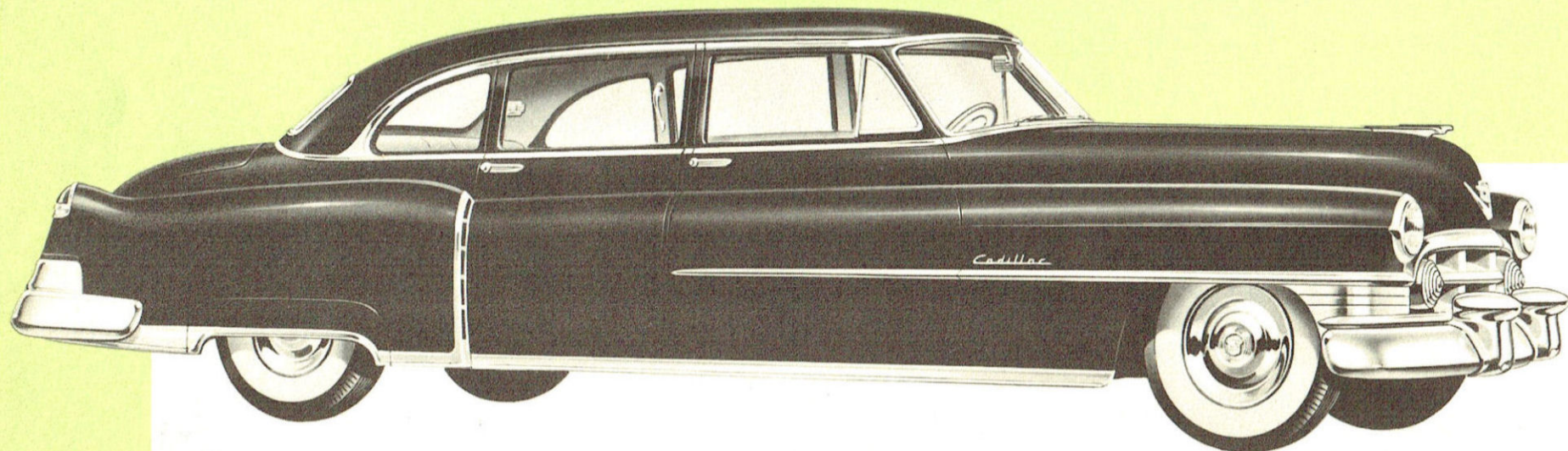




IN ITS 48TH YEAR AS STANDARD OF THE WORLD



THE NEW *Cadillac* SERIES SEVENTY-FIVE

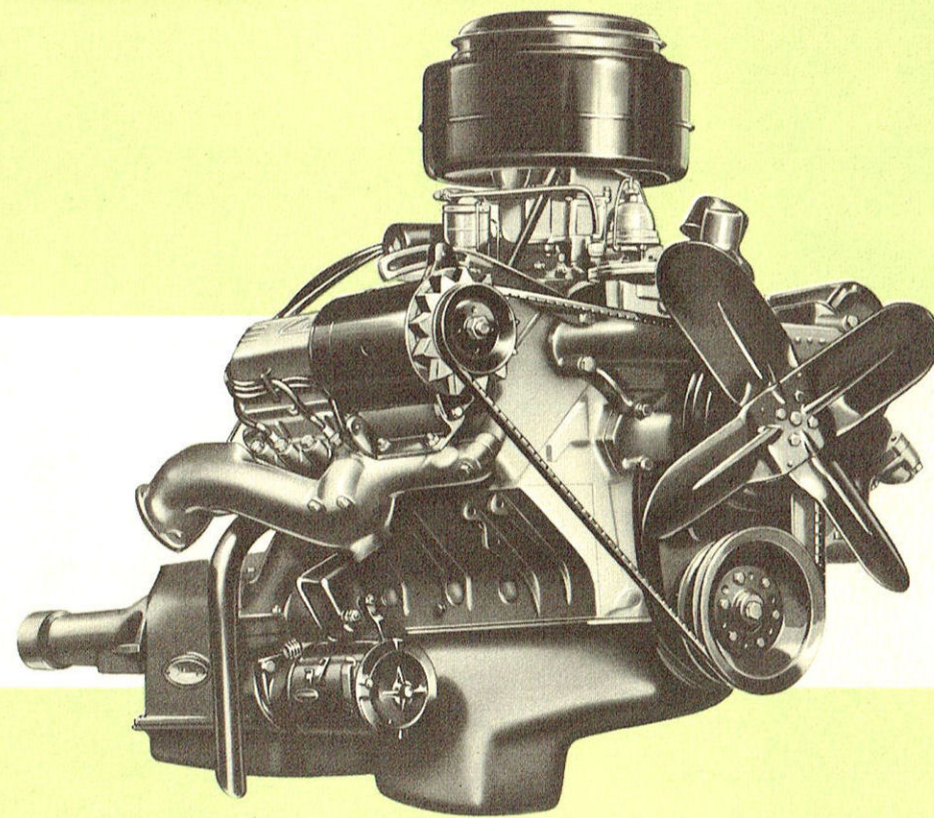


*Interiors of the Series 75 models are unusually commodious, accented by luxurious fabrics and trim. As illustrated, the rear seat cushion and seat back are in a tufted motif, accentuated by wide, plain bolsters. A choice of either Bedford Cord or Broadcloth is optional in pleasing shades of tan or gray. Garnish mouldings, door panels and floor carpets are in harmonizing colors with bright chrome hardware and trim. Equipment includes rear compartment clock, center arm rest and robe cord. Lighters and ash trays are located in the front seat back and in both side arm rests.*

**AMERICA'S MOST DISTINGUISHED MOTOR CAR**

This newly-designed Cadillac-Fleetwood Series 75 for 1950 is *new* throughout. Long and low, its modern exterior appearance strikes a completely new note in cars of this exclusive type and character. The Series 75 is available either as a luxurious seven-passenger sedan, or as a limousine with dividing front partition. To provide the utmost in roomy comfort for every passenger, including those occupying the wide auxiliary seats, the chassis wheelbase has been increased to the extraordinary length of 146 inches. Highly appropriate for the most formal function, the Series 75 models are likewise superb and roomy road cars which provide thrilling, economical performance and unusual comfort for cross-country travel.





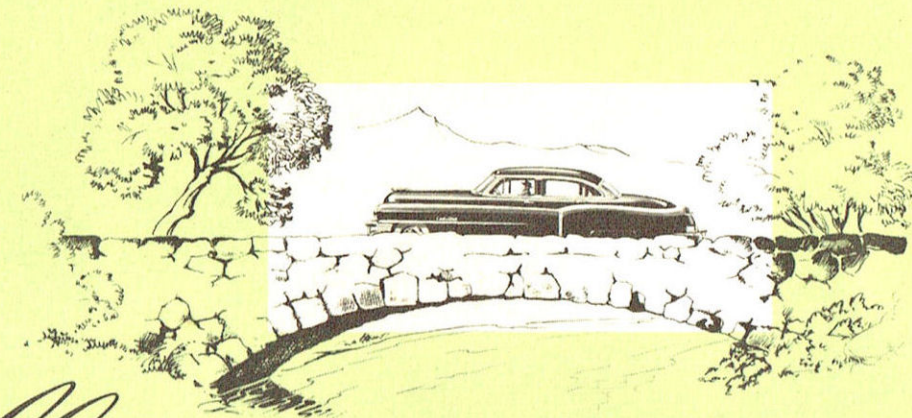
## CADILLAC'S GREAT V-TYPE EIGHT-CYLINDER ENGINE

Now in its second year, Cadillac's V-type, overhead valve engine has proved itself the greatest automotive power plant ever built. Although this particular design was under development for several years, much of its success must be attributed to its famous predecessors—the V-type engines which Cadillac pioneered in this country and developed for more than 35 years. Thus, it is obvious, that no other motor car builder can approach the problem of building a modern V-type, high-compression engine with the knowledge, the background and the millions of miles of experience which Cadillac possessed. This new engine has already proved its great superiority in the hands of nearly 100,000 owners.

*At left, the Cadillac engine undergoes a gruelling dynamometer endurance test under the watchful eyes of engineers.*

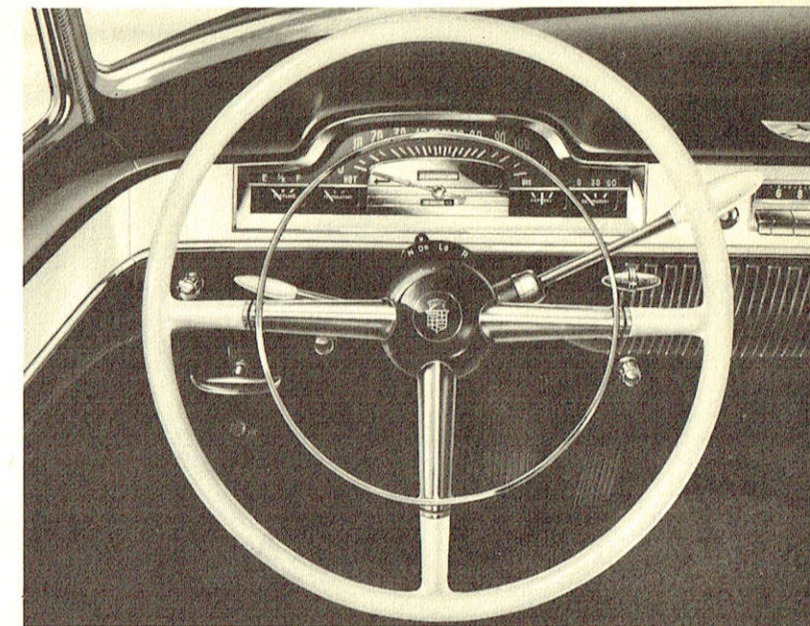


IN ITS 48TH YEAR AS STANDARD OF THE WORLD



*Cadillac* ENGINEERED AND TESTED HYDRA-MATIC DRIVE

The 1950 Cadillac reaches its highest approach to perfection when its famous new engine performance is augmented by General Motors Hydra-Matic operation. With this combination you experience a smooth flow of power that transcends anything you have ever imagined. The scientifically-tuned gear changes occur so smoothly, so quietly—without effort of any kind on your part—that you are not even conscious of them. With a gentle touch, you simply set the Hydra-Matic control lever to "Drive" position (DR) and there it remains for all normal driving—in and out of traffic or rolling over the highways. To reverse you merely move the lever to "R" and press the accelerator. "Low" (LO) position is used for extra engine braking power on steep hills, or on those very rare driving occasions when continuous heavy pulling is essential.





IN ITS 48TH YEAR AS STANDARD OF THE WORLD



*Cadillac* SERVICE...

## YOUR DIVIDEND OF CADILLAC OWNERSHIP

WHEN YOU purchase a Cadillac, you are acquiring a treasured possession. Naturally, you want to care for it as you would any fine belonging. Your own dealer and every other Cadillac dealer in America is enrolled in the job of keeping your car in its finest condition. Wherever you may be, genuine Cadillac service is within easy driving distance. And, while most of your service requirements are likely to be of a routine or preventive nature, we think you will find that authorized Cadillac dealer service is one of the finest dividends of Cadillac ownership.

## SPECIFICATIONS

**ENGINE:** Designed and precision-built by Cadillac. Eight cylinder, overhead 90° V-type, bore  $3\frac{1}{8}$ ", stroke  $3\frac{3}{8}$ ", displacement 331 cu. in. Engine mounted in rubber at three points. Brake horsepower 160 at 3800 RPM.

**PISTONS:** Aluminum alloy—slipper-type to reduce friction surfaces and permit nesting between crankshaft counter-weights. Two compression and one oil ring; piston surfaces are stannate treated for better wearing qualities and scuff resistance.

**CARBURETION:** Dual downdraft with equalized manifolding; mechanical fuel pump; oil bath type air cleaner; intake silencer; automatic choke.

**GASOLINE TANK:** Cap. 20 gals.

**GENERATOR:** Delco-Remy—New design for increased output.

**STANDARD TRANSMISSION:** Cadillac-pioneered Syncro-Mesh type.

**CLUTCH:** Semi-centrifugal, single-plate torbend disc— $10\frac{1}{2}$ " outside diameter (Series 75-11").

**HYDRA-MATIC DRIVE:** (Standard on Series 62 and 60 Special—optional, at extra cost, on Series 61 and 75). Fully automatic, eliminates clutch pedal and gearshift lever. Consists of a fluid coupling and three automatically actuated gear sets giving four forward speeds and reverse.

**REAR AXLE:** Hypoid, semi-floating type. Differential housing offset to provide for straight-line drive. Ratio with standard transmission 3.77 to 1 (4.27 to 1 on Series 75). Ratio with Hydra-Matic Drive 3.36 to 1 (3.77 to 1 on Series 75).

**DIRECTIONAL SIGNALS:** Standard equipment.

**FRONT SUSPENSION:** Independent Knee-Action pioneered by Cadillac.

**SPRINGS:** Front: independent helical coil type; rear: semi-elliptic  $54\frac{1}{2}$ " long, 2" wide (Series 75:  $56\frac{1}{2}$ " long, 2" wide).

**BRAKE:** 4 wheel hydraulic with 224.5 sq. in. braking area (Series 75: 258.5 sq. inches).

**STEERING GEAR:** Recirculating ball type, over-all ratio 25.47 to 1.

**FRAME:** New rigid X-type, reinforced side members with deep X-member junction.

**TIRES:** Low pressure 4 ply 8.00 x 15 (Series 75: 6 ply, 8.20 x 15).

**WHEEL BASE:** 60 Special, 130"; Series 61, 122"; Series 62, 126"; Series 75, 146 $\frac{3}{4}$ "

**OVER-ALL LENGTH:** Bumper to bumper, 60 Special, 224 $\frac{1}{2}$ "; Series 61, 211 $\frac{1}{2}$ " Series 62, 215 $\frac{1}{8}$ "; Series 75, 236 $\frac{3}{8}$ ".

Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment specifications and models, and also to discontinue models.

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