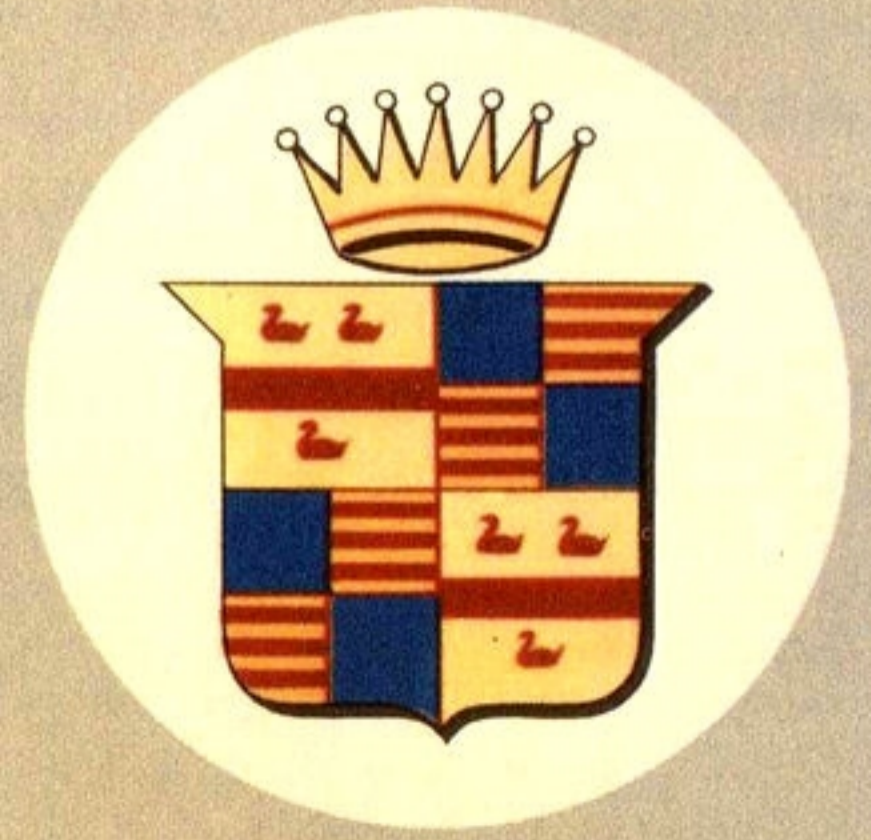


CADILLAC

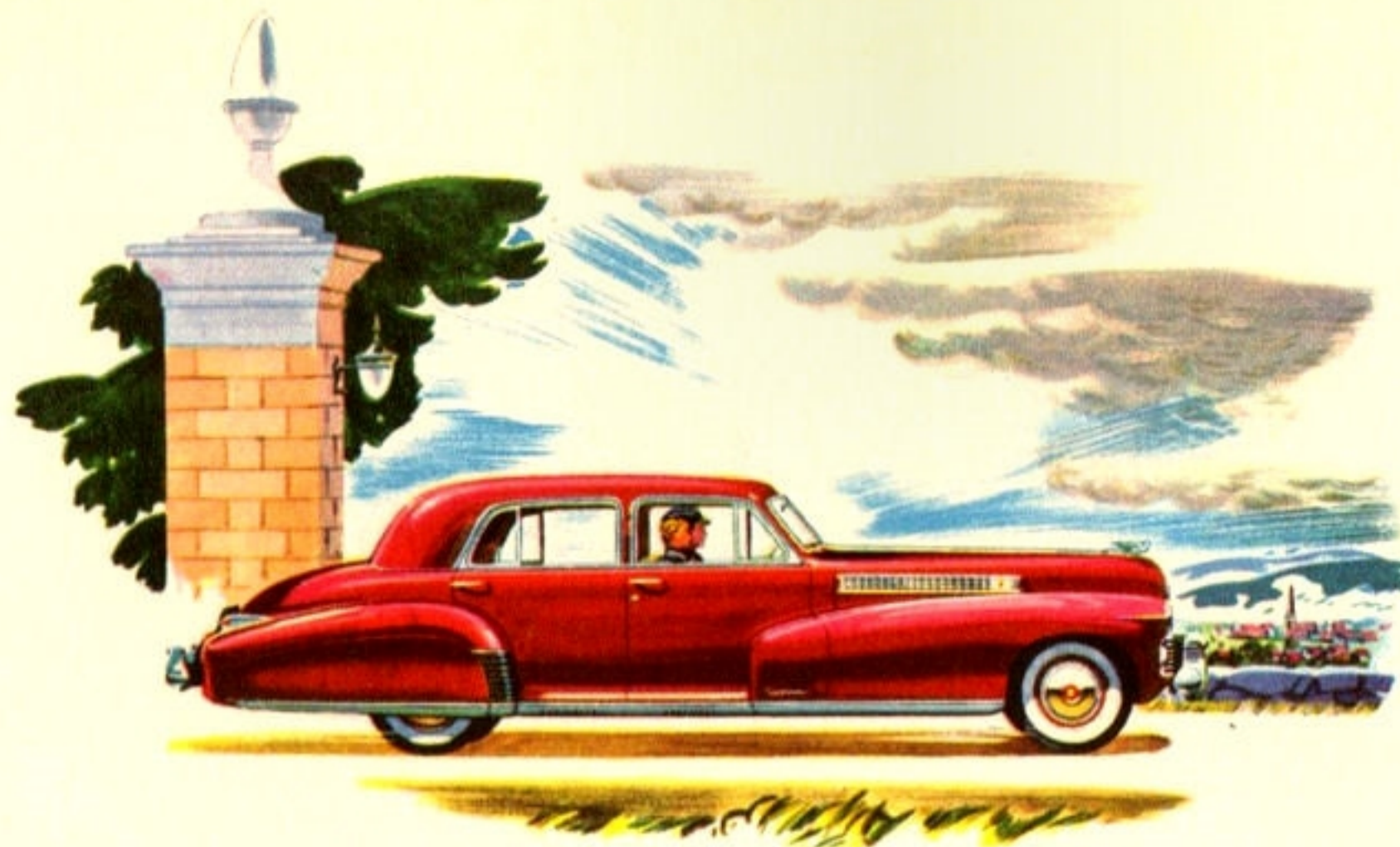
FLEETWOOD FOR 1941

... AND CADILLAC



39 YEARS

WITHOUT A COMPROMISE



Brings a Rich Reward

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

This organization, at its inception, decided to give its name only to the finest motor cars it was possible to produce. *That ideal has never changed.* Today, as always, the sole preoccupation of Cadillac engineers and craftsmen is with perfection.

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

Owners enjoy the happy privilege of driving motor cars which the world esteems above all others, and—as experience confirms—rightly so. For there is no attribute of a motor car in

which Cadillacs and Cadillac-Fleetwoods do not brilliantly excel.

And to Cadillac has come a reward as great as that accruing to its owners. *In the field above two thousand dollars, approximately two-thirds of all motorists make Cadillac their choice.*

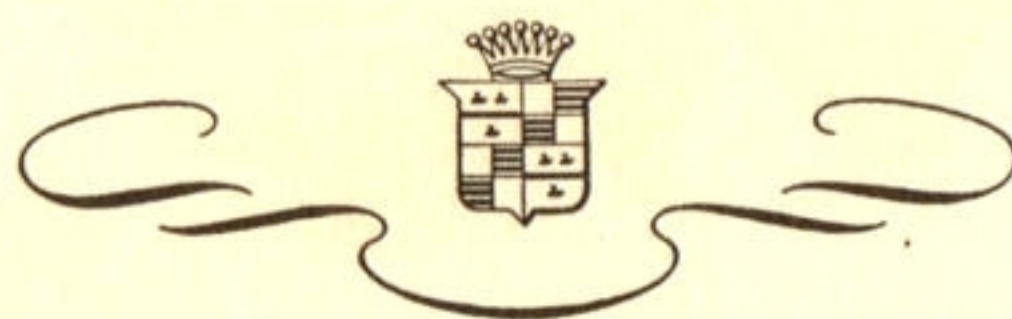
To these benefits of Cadillac's policy of perfection can now be added another. Cadillac's domination of its field has brought about the familiar industrial paradox: *Over the years increased demand has substantially decreased prices.*

A striking example is the new Cadillac Sixty-One—added this year to the Cadillac line. This beautiful motor car ranks with the

greatest Cadillacs ever built. With true fine-car luxury, comfort, safety, and performance, it combines economy superior to that of any but the smaller cars. Yet it is priced so low that any one who pays above a thousand dollars for a car should plan on owning a Cadillac.

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

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



ONLY CADILLAC PROVIDES THE MATCHLESS

Luxury and Comfort

OF COACHCRAFT BY FLEETWOOD

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

Almost from the start of the automotive industry, the fine originality and faultless taste of Fleetwood designers, and the matchless workmanship of Fleetwood craftsmen, made this name the greatest in its field.

All this is true today—but with one important difference. *The superb handiwork of the Fleetwood shops is now reserved exclusively for Cadillac.* Cadillac, sixteen years ago, arranged to take over the entire Fleetwood output. The two greatest automotive names have been inseparably linked ever since.

As you leaf through this book, you will find countless reasons to applaud this union. For

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

The bodies designed by Fleetwood exhibit a grace of line and contour that has never before been achieved in cars so spacious. And in the interiors of all Cadillac bodies, Fleetwood designers have achieved their greatest triumphs to date.

These sumptuous "rooms" are truly designed for living. Fabrics are the richest

examples of the weaver's art. The chromium and plastic fittings are authentic masterpieces of design. And Fleetwood's experienced thoughtfulness has provided appointments that anticipate virtually every idea an owner might have about comfort and convenience.

Never have there been bodies so roomy, so luxurious, so comfortable, and so *safe*. They are perfect mirrors of the inbuilt quality of all cars by Cadillac—quality which has no serious rival anywhere.

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



GENERAL MOTORS'

FINEST MOTOR CARS

PRESENTING

FOUR BRILLIANT NEW

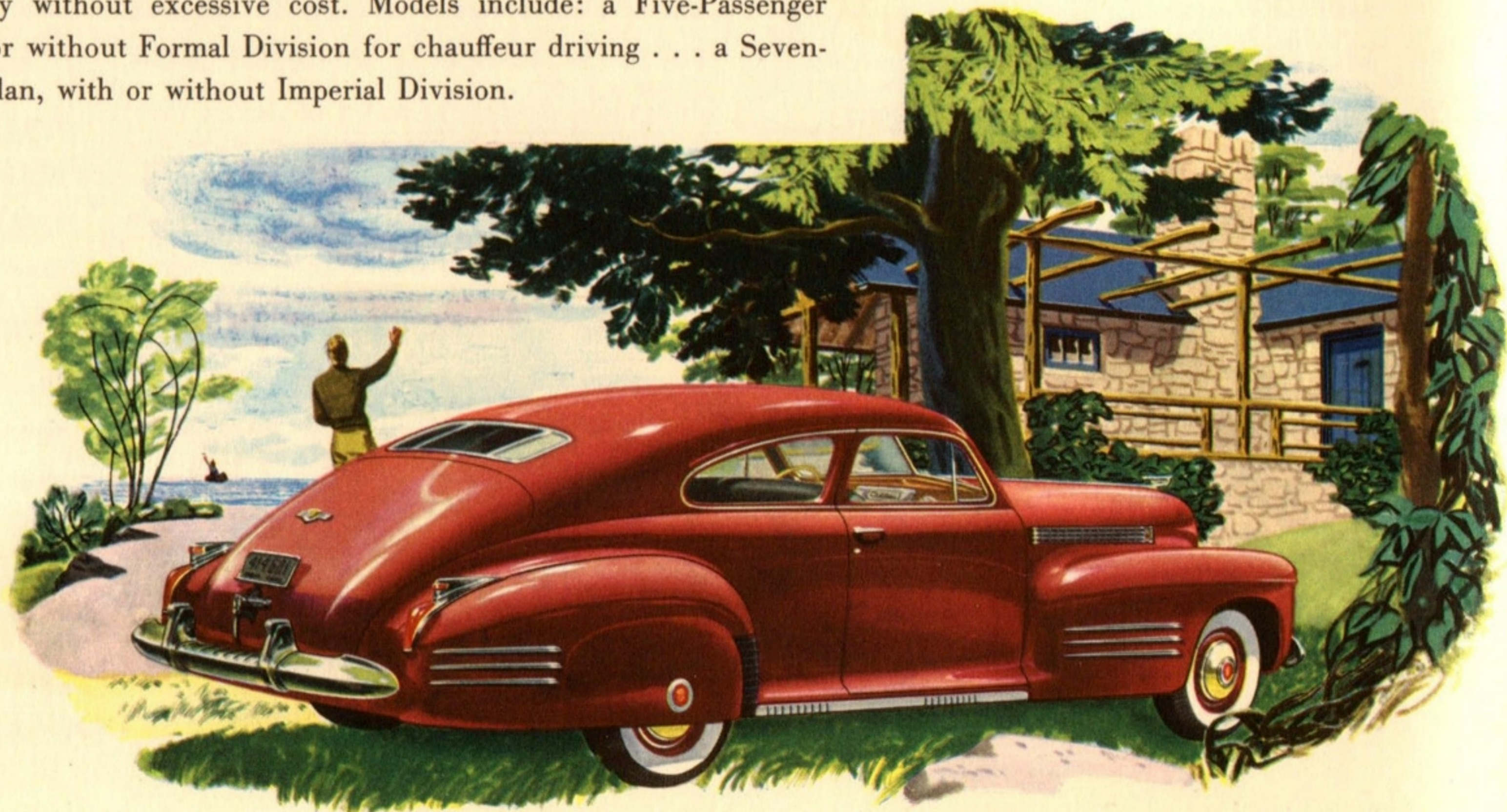
Cadillacs

THE CADILLAC SIXTY-ONE is one of the finest and most powerful Cadillacs ever built—yet it is priced in the medium-price range, and challenges small cars for economy. Models (available with or without De Luxe equipment) include: a Five-Passenger Touring Sedan . . . a Five-Passenger Coupe.

THE CADILLAC SIXTY-TWO is the Cadillac version of popular "Torpedo" styling. Its cost is moderate and economy is remarkable. Models include: a Five-Passenger Touring Sedan . . . a Four-Passenger Coupe (both available with or without De Luxe equipment) . . . a Convertible Coupe . . . a Convertible Sedan.

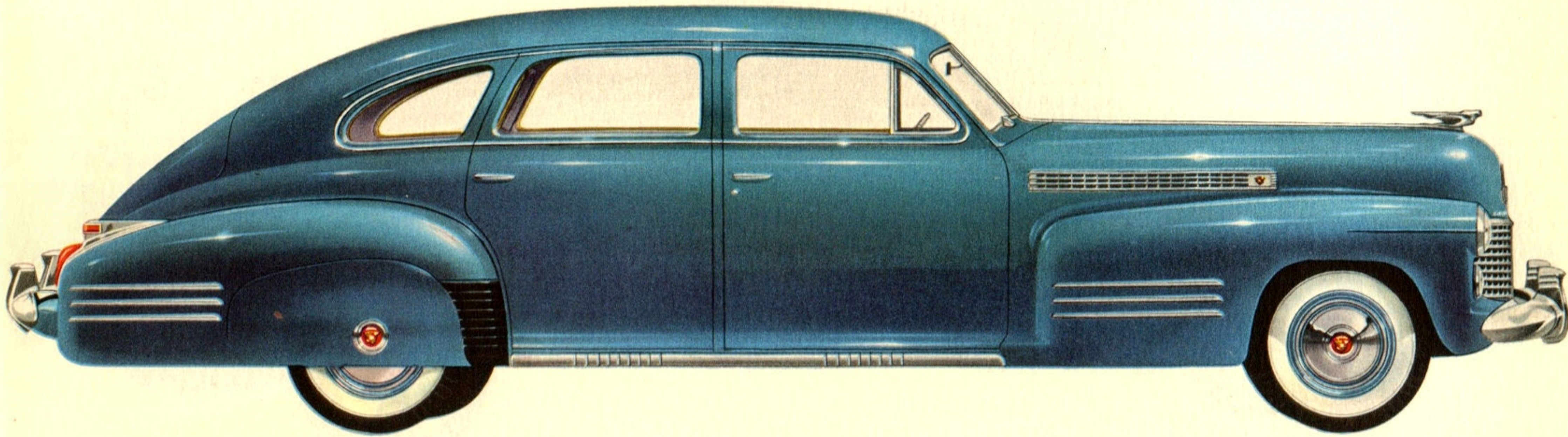
THE CADILLAC SIXTY-THREE—available only as a Five-Passenger Touring Sedan—is a completely new and exclusive body design. With matchless beauty it combines unusual economy. It is the "Sixty Special" of its field.

THE CADILLAC SIXTY-SEVEN is built specifically for motorists who want exceptional size and luxury without excessive cost. Models include: a Five-Passenger Touring Sedan, with or without Formal Division for chauffeur driving . . . a Seven-Passenger Touring Sedan, with or without Imperial Division.

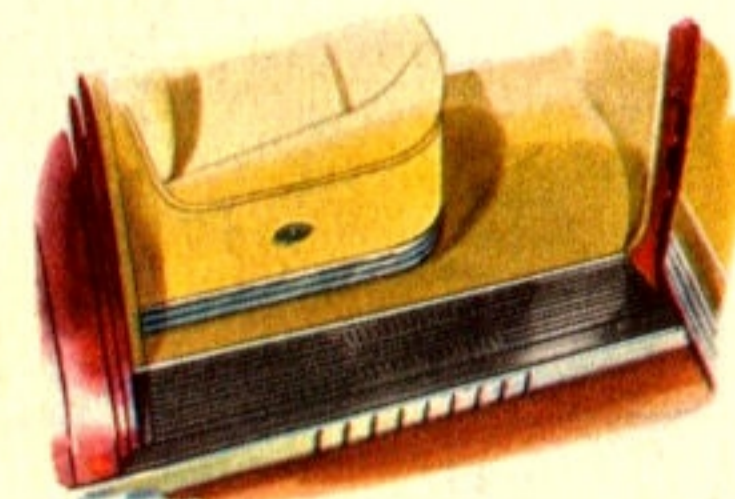


THE CADILLAC *Series Sixty-One* FIVE-PASSENGER TOURING SEDAN

(DE LUXE MODEL ILLUSTRATED AND DESCRIBED)



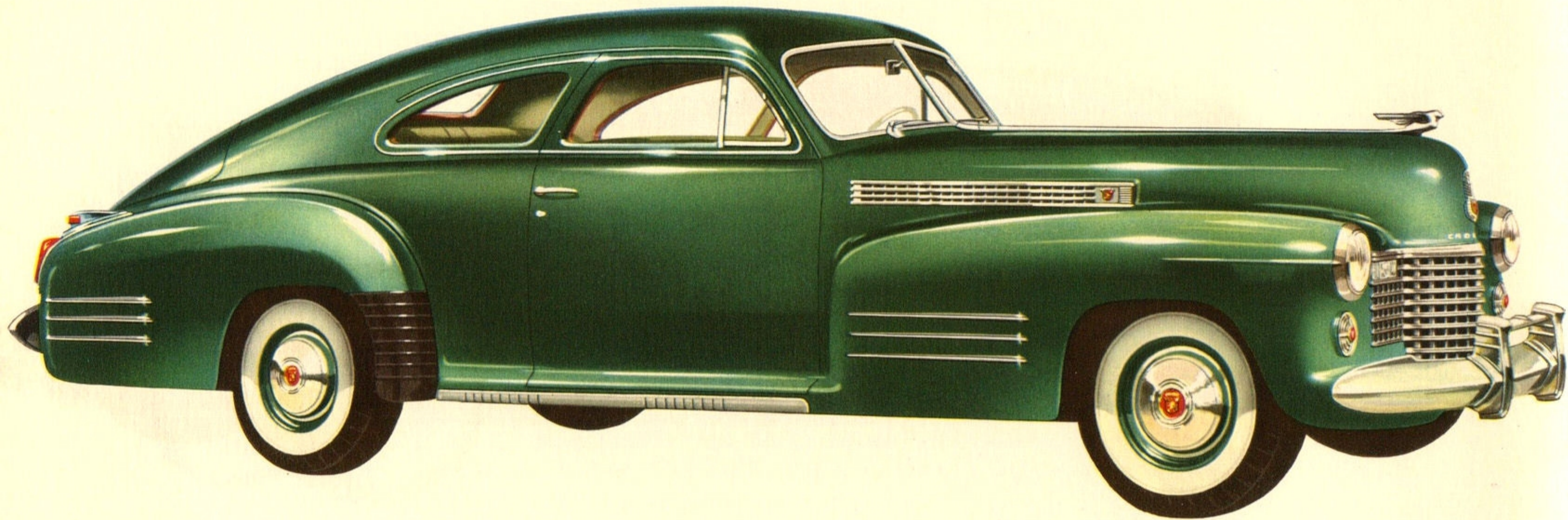
THE SPACIOUS INTERIOR IS UPHOLSTERED IN YOUR CHOICE OF SIX FINE FABRICS



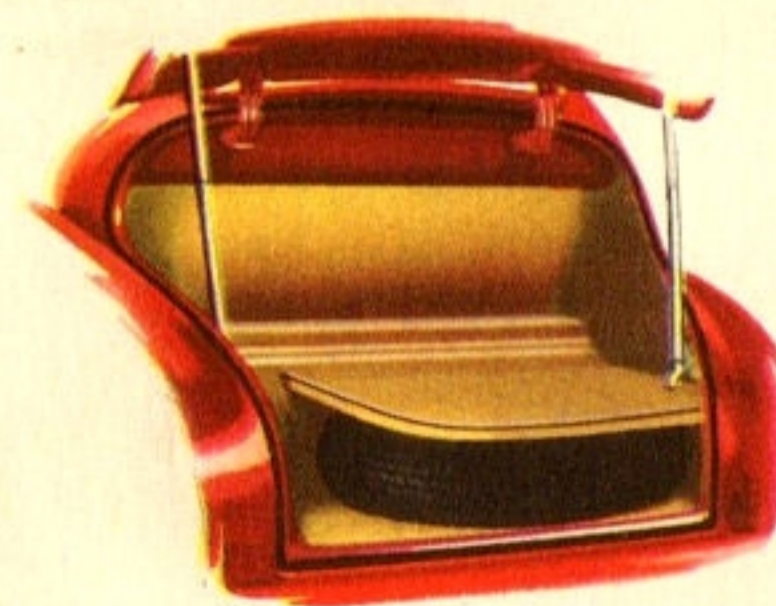
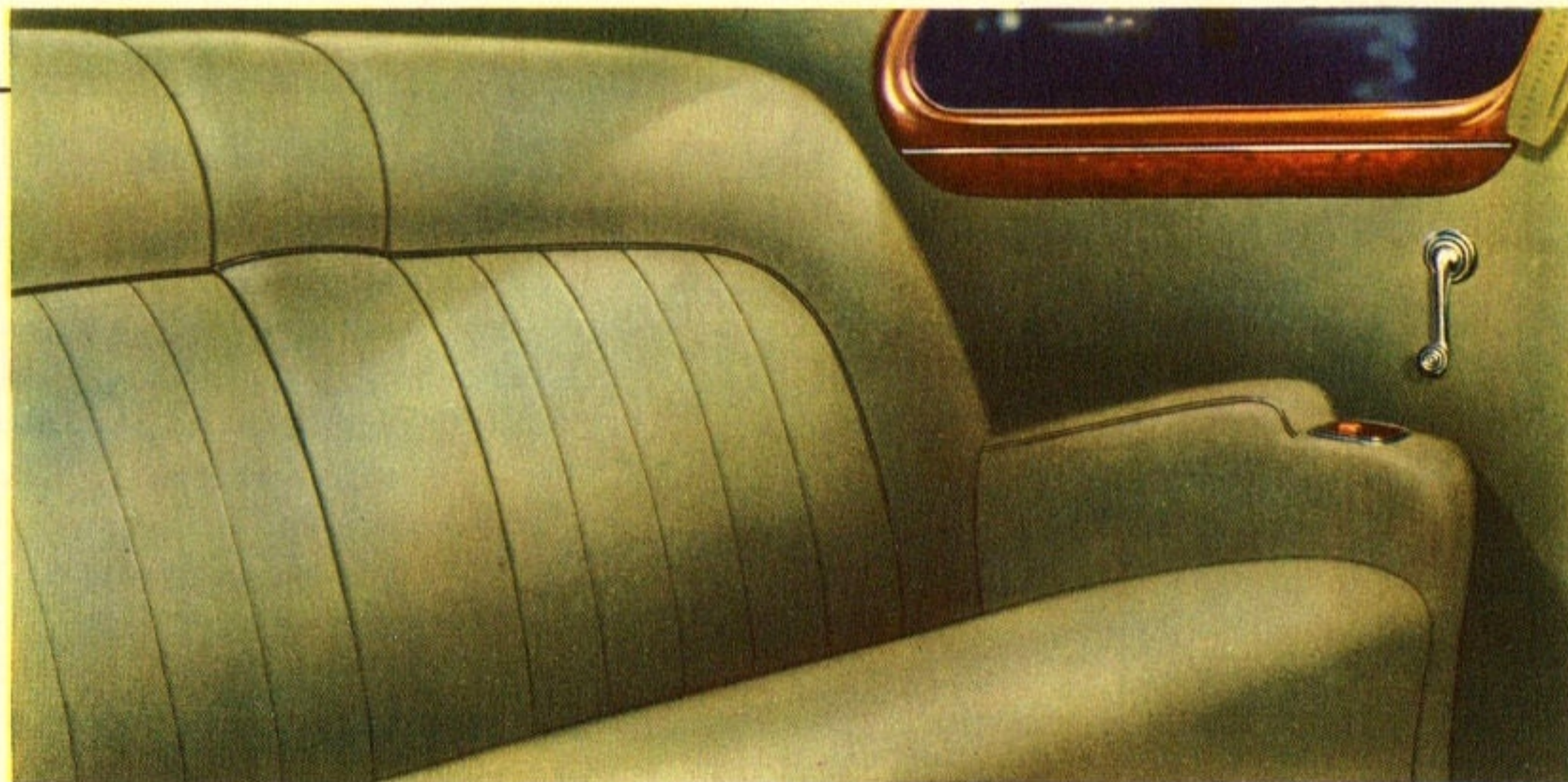
Illustrated is concealed running board. Front compartment appointments include: Ash tray and automatic cigar lighter . . . electric clock . . . glove compartment . . . two sliding sun visors . . . pull-to armrests on doors. Tonneau appointments include: Built-in footrest . . . lace-covered robe cord . . . folding center armrest . . . ash trays and lighters in side armrests . . . assist straps . . . automatic dome light which operates when any door is opened.

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

(DE LUXE MODEL ILLUSTRATED AND DESCRIBED)



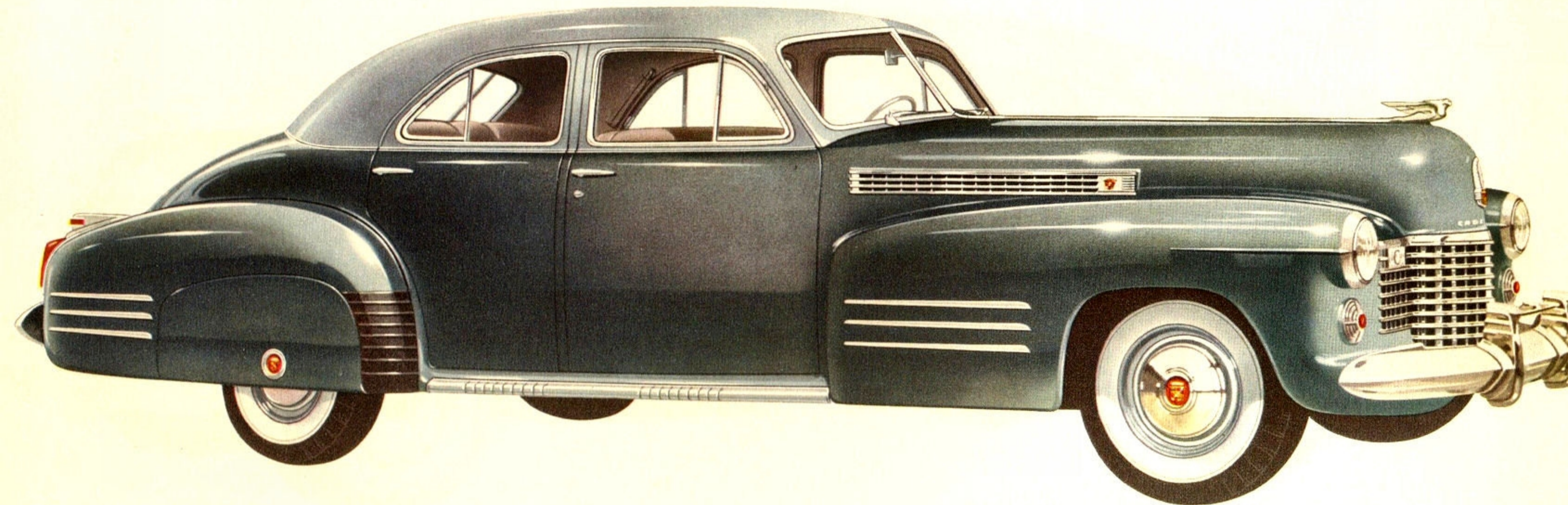
A FULL-WIDTH AUXILIARY SEAT DOUBLES THE CAPACITY OF THIS BEAUTIFUL COUPE



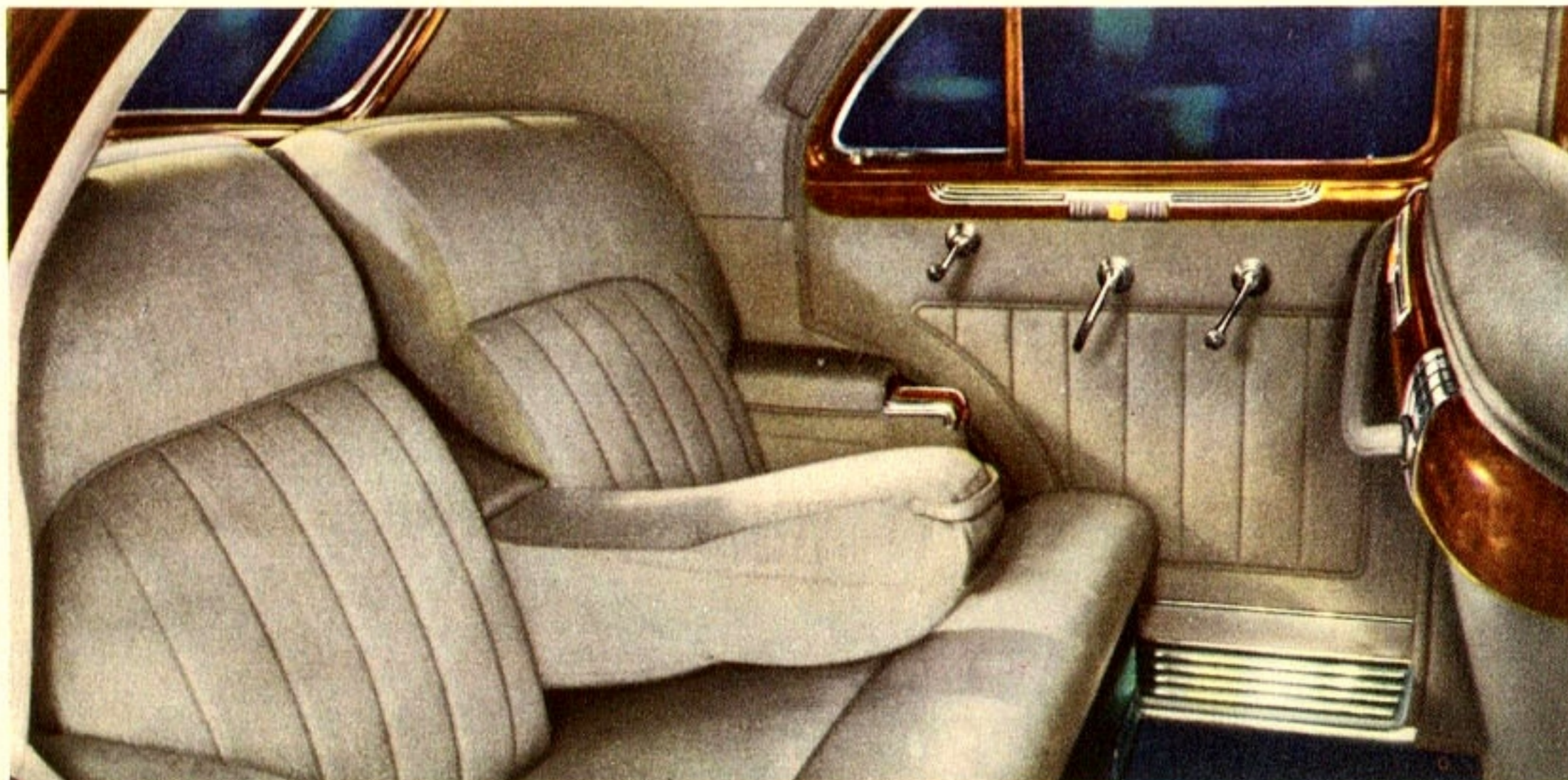
Illustrated is the exceptionally large luggage compartment. Interior appointments include: Glove compartment . . . ash tray, cigar lighter and electric clock on instrument panel . . . two sliding sun visors . . . pull-to armrests on both doors . . . automatic dome light . . . robe cord on both sections of split front seat back . . . folding center armrest in full-width rear seat . . . ash tray in each rear seat armrest. Concealed running boards. Choice of six fine upholstery fabrics.

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

(DE LUXE MODEL ILLUSTRATED AND DESCRIBED)

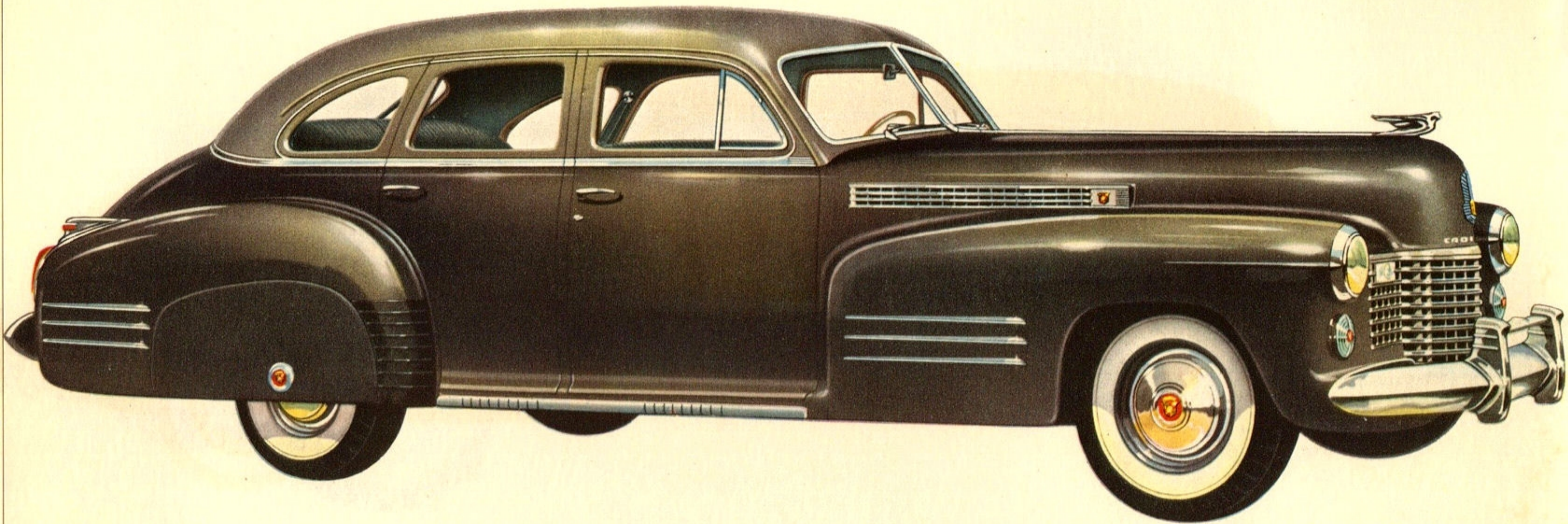


THE SIX UPHOLSTERY SELECTIONS INCLUDE FABRICS IN TAN, BLUE-GRAY, AND GREEN

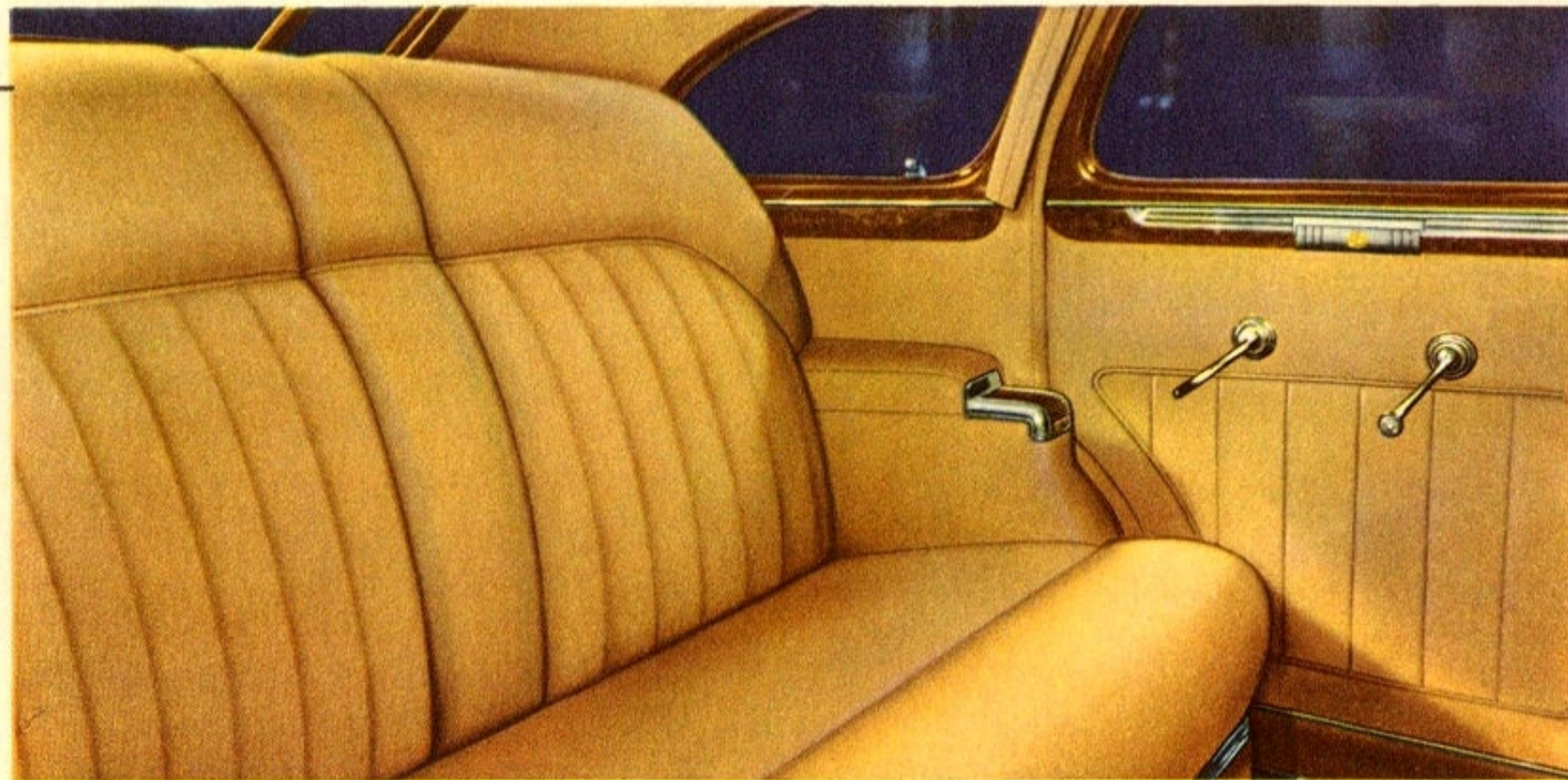


Illustrated are the handsome steering wheel, and conveniently arranged controls. Appointments of driver's compartment include: Sliding sun visors . . . glove compartment . . . ash tray, lighter and electric clock . . . armrests on doors. Rear compartment appointments include: Lace-covered robe cord . . . built-in footrests . . . automatic dome light . . . assist straps . . . folding center armrest . . . ash tray and lighter in each armrest. Running boards are optional.

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



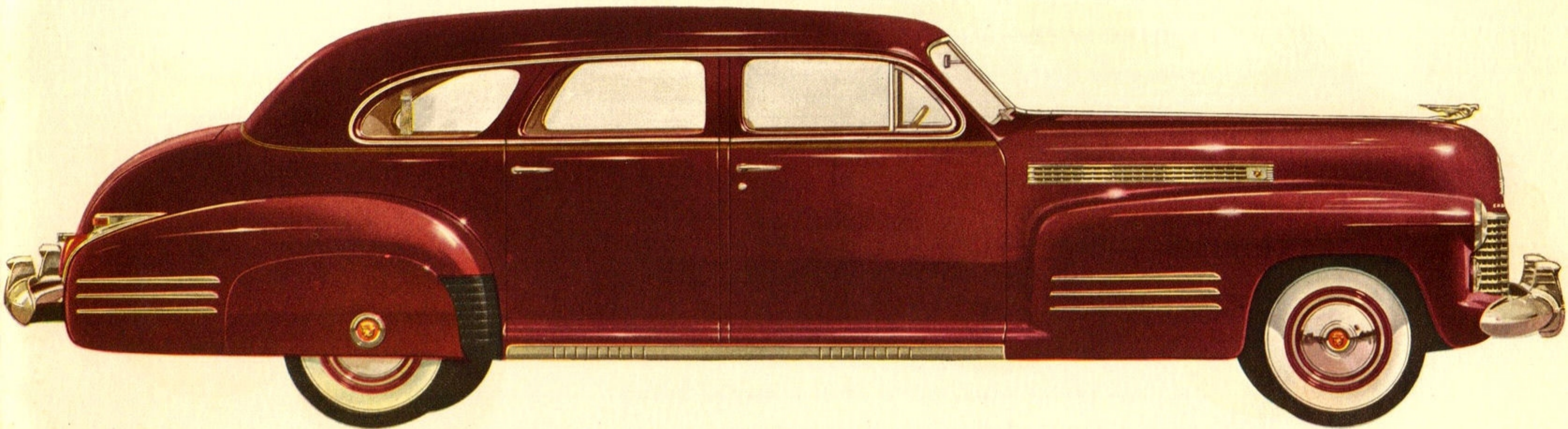
A SELECTION OF SIX FINE FABRICS GIVES INDIVIDUAL TASTES WIDE SCOPE



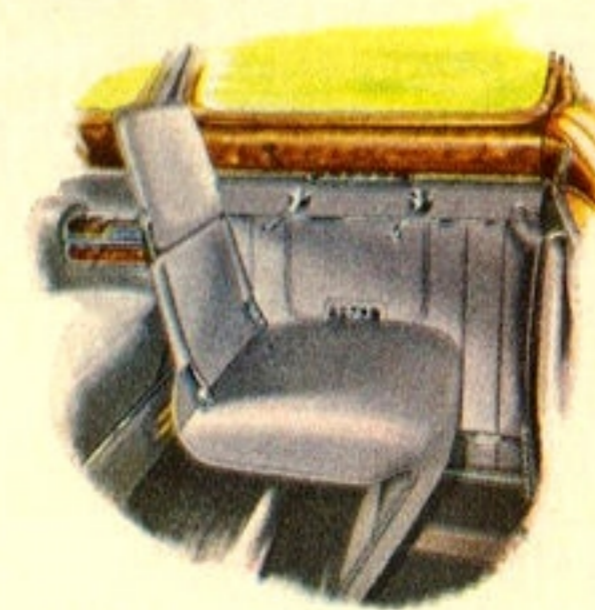
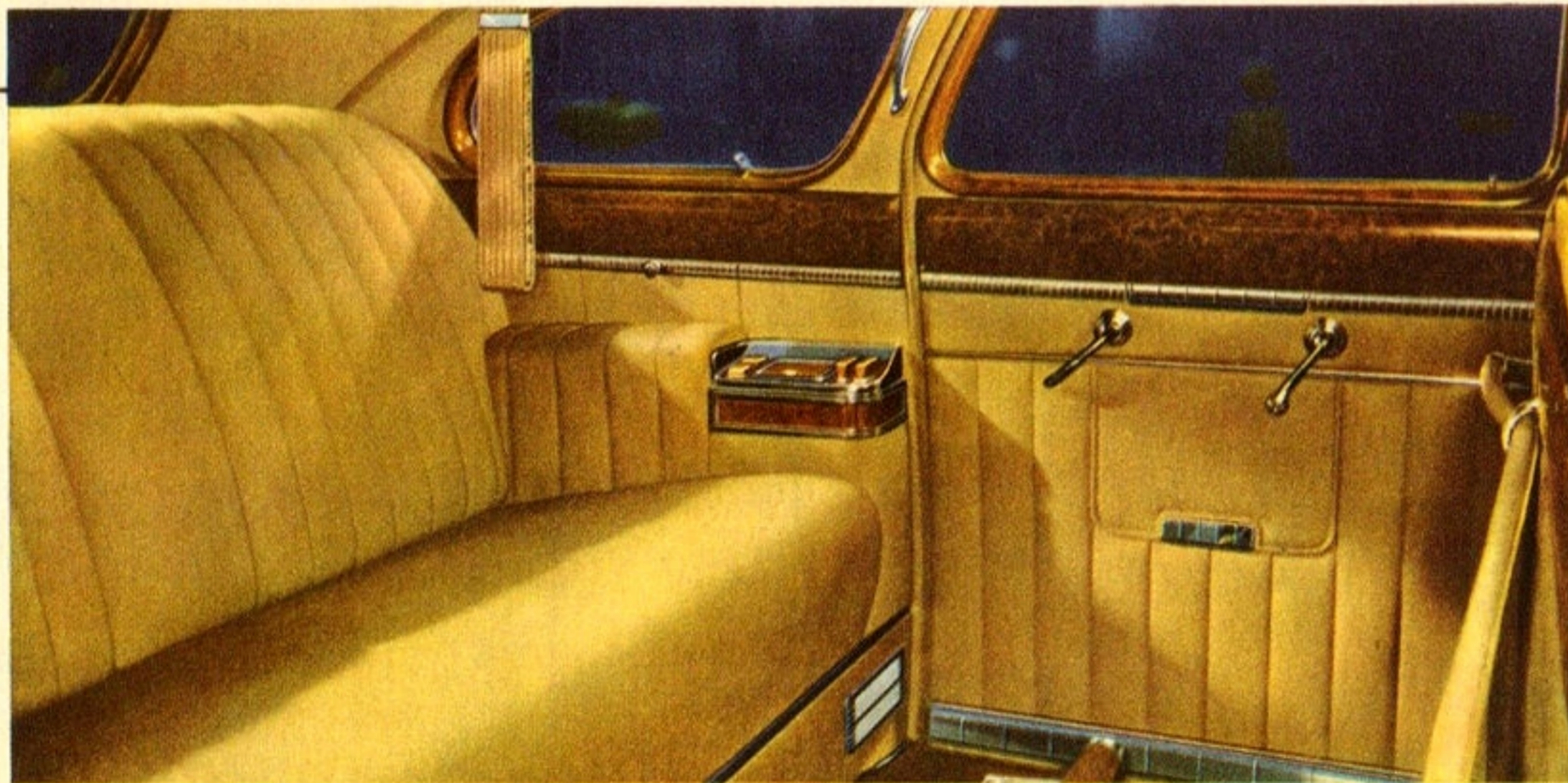
Illustrated are some of the conveniences of this exclusive model, including the smoking set in both side armrests. Rear compartment appointments include: Automatic dome light . . . robe cord . . . folding center armrest . . . assist straps . . . built-in footrest. Driver's compartment appointments include: Ash tray, cigar lighter and electric clock . . . fabric-lined glove compartment . . . sliding sun visors . . . pull-to armrests on doors. Concealed running boards revealed when doors are opened.

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

(AVAILABLE WITH IMPERIAL DIVISION FOR CHAUFFEUR DRIVING)



APPOINTMENTS OF THE FLEETWOOD INTERIOR ARE COMPLETE TO THE LAST DETAIL



Illustrated is one of two auxiliary seats. Appointments include: Vanity and smoking case in rear seat side armrests . . . folding center armrest . . . dome light . . . courtesy lights . . . lull straps . . . assist grips . . . footrest . . . robe cord . . . package compartments in both rear quarters. Six upholstery choices. Imperial Division, for chauffeur driving, and available on special order, is raised and lowered electrically by controls in each rear side armrest. With Division, chauffeur's compartment is trimmed in black leather.

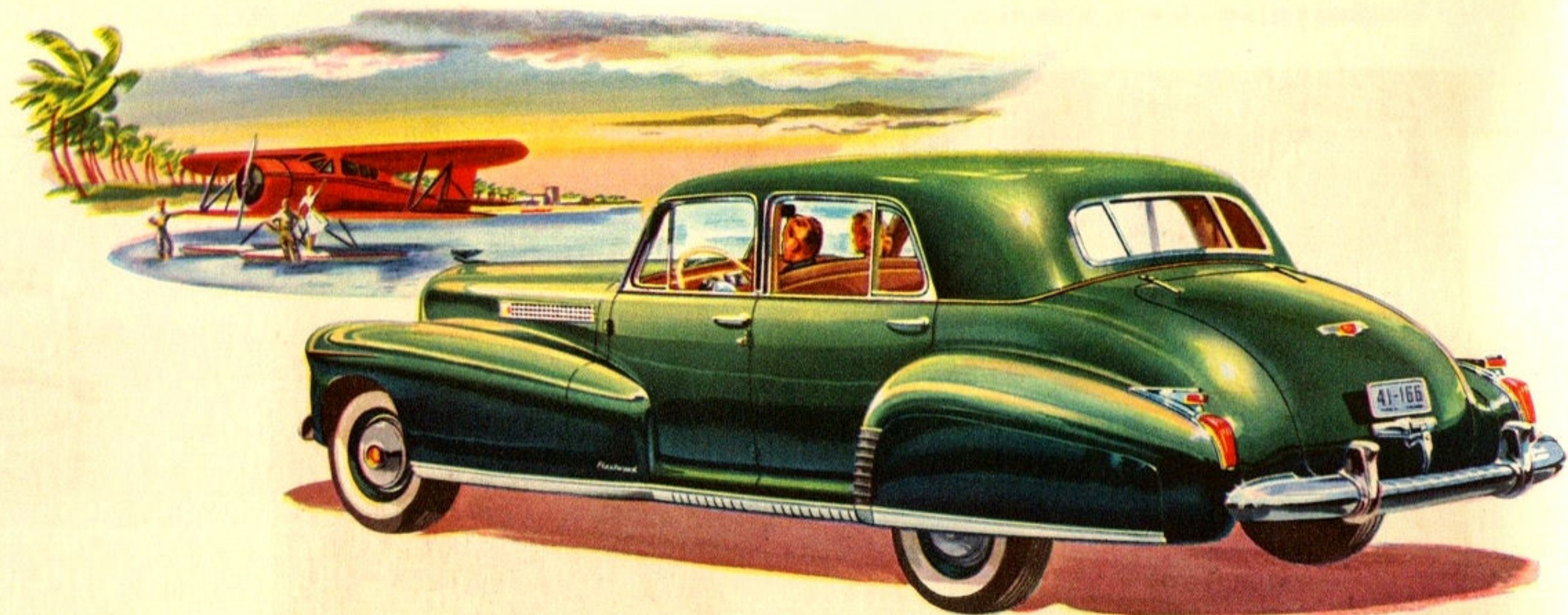
PRESENTING

TWO SPLENDID NEW

Cadillac-Fleetwoods

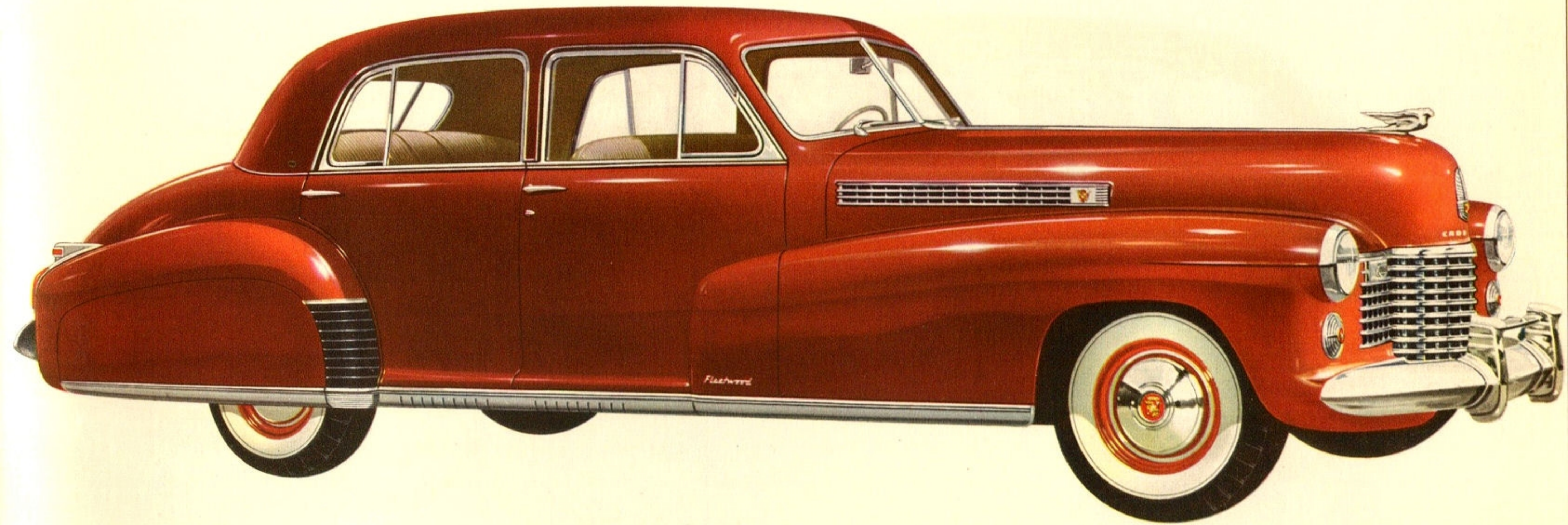
THE CADILLAC-FLEETWOOD SIXTY-SPECIAL is built especially for those who seek appearance and performance distinct from those of any other motor car. In design and engineering it is truly "special," in every sense of the word. And that includes its remarkably low gas and oil consumption. This car may be ordered, at extra cost, with the Sunshine Turret-Top roof, which slides back to leave the front compartment open to the sky. A glass division for chauffeur driving is also available on special order.

THE CADILLAC-FLEETWOOD SEVENTY-FIVE is the finest personal transportation the world affords. Both in its luxury and in the completeness of its appointments it is incomparably superior even to previous Cadillac-Fleetwoods. Body styles available include: a Five-Passenger Touring Sedan, with or without Formal Division . . . a Seven-Passenger Touring Sedan, with or without Imperial Division . . . a Five-Passenger Formal Sedan . . . a Seven-Passenger Formal Sedan.

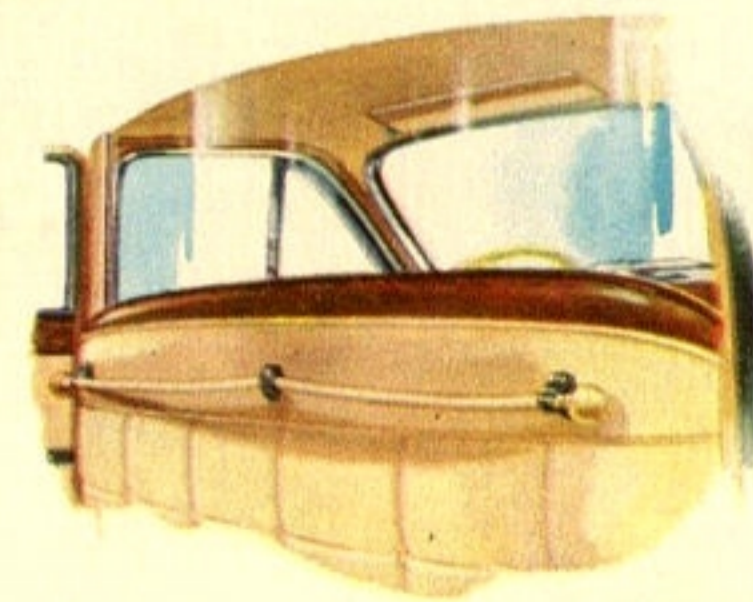
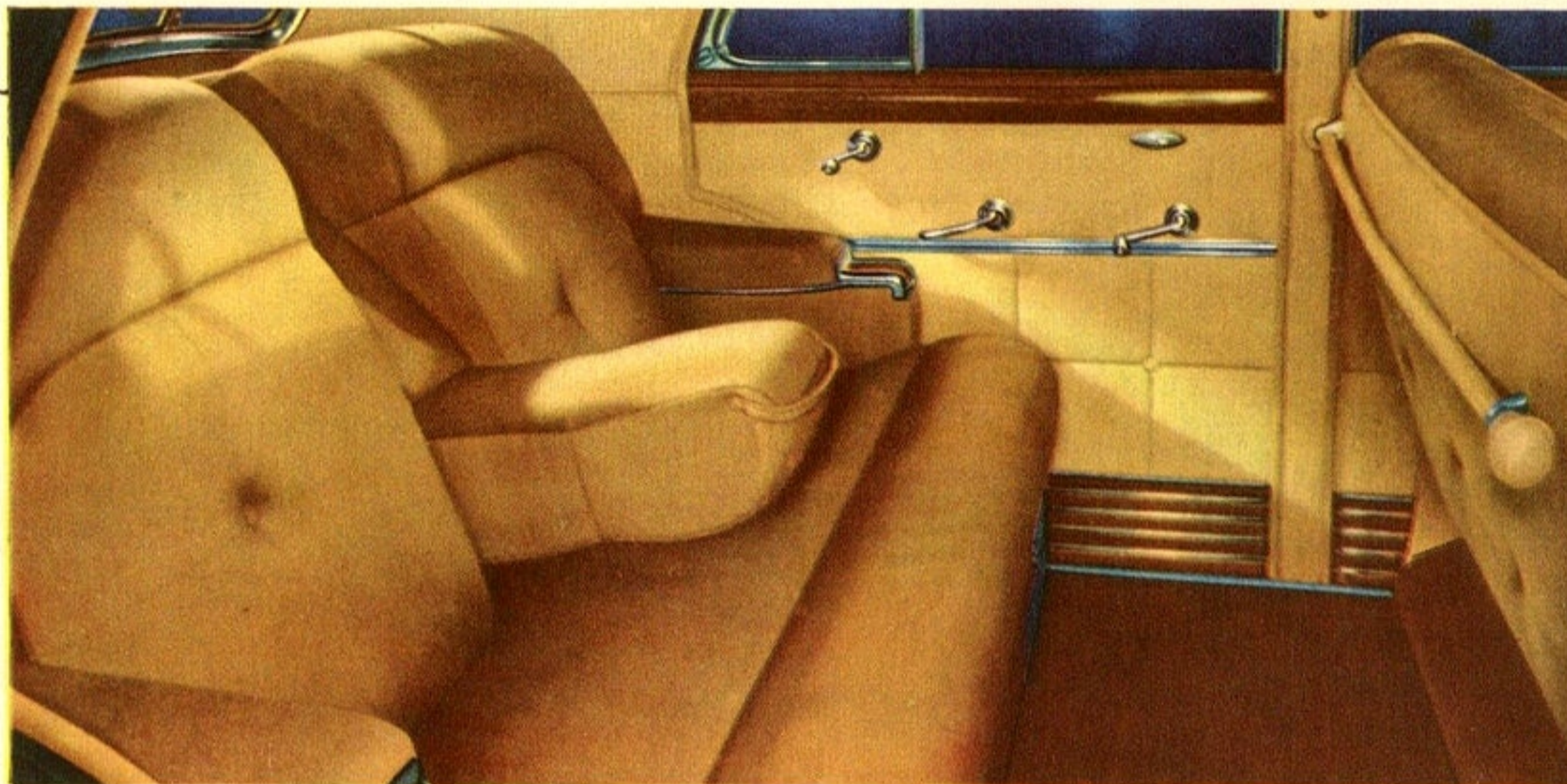


THE CADILLAC-FLEETWOOD *Series Sixty Special* FIVE-PASSENGER TOURING SEDAN

(AVAILABLE WITH FORMAL DIVISION FOR CHAUFFEUR DRIVING)



WALNUT MOULDING AND LEATHER TRIM ADD DISTINCTION TO THE SPACIOUS BODY

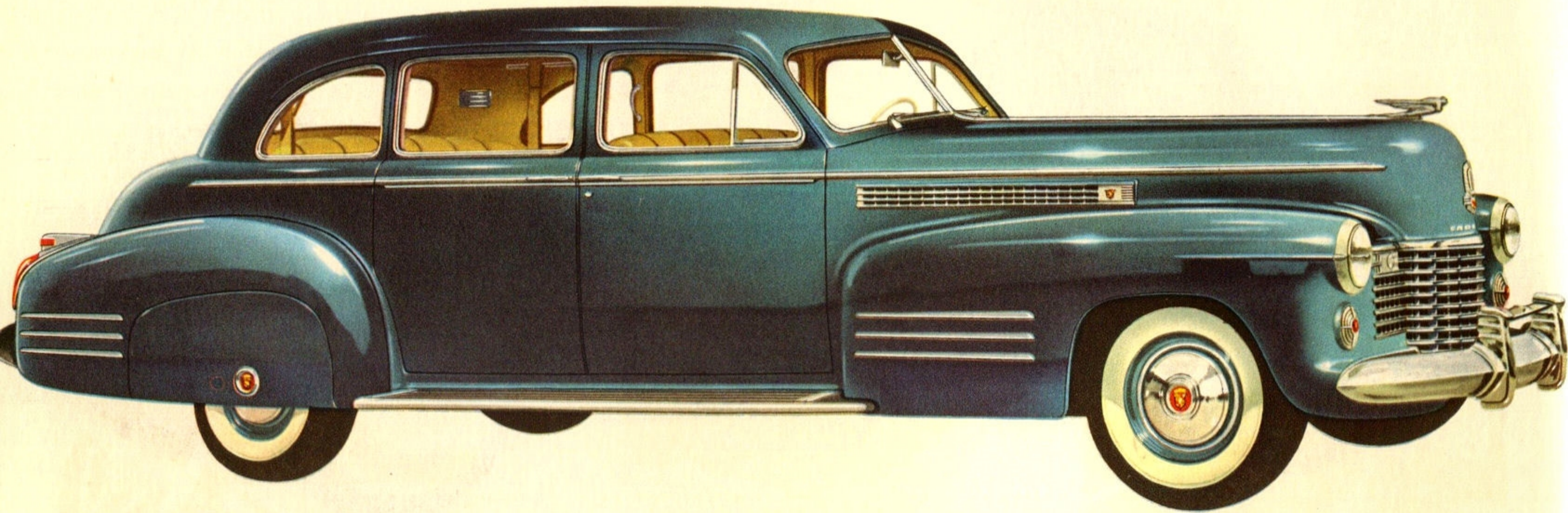


Illustrated is the formal glass division, raised and lowered electrically by controls in each rear side armrest, and available if desired. Appointments include: Complete smoking cases in side armrests . . . dome light . . . automatic courtesy lights . . . built-in footrest . . . folding center armrest . . . ash tray and lighter in instrument panel.

Rear wheel shields illustrated are standard equipment. Trunk, with automatic light, carries spare wheel upright at one side of compartment.

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

(AVAILABLE WITH IMPERIAL DIVISION FOR CHAUFFEUR DRIVING)



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



Illustrated is one of two auxiliary seats which join in center to provide full-width seating accommodations. Other appointments include: Vanity and smoking cases in side armrests . . . provision for rear seat radio controls . . . dome light . . . automatic courtesy lights . . . lull straps . . . assist grips . . . package compartments above side armrests . . . heater grilles and clock. When ordered with Imperial Division, electric controls for raising and lowering glass are provided in side armrests, and chauffeur's compartment is trimmed in black leather.

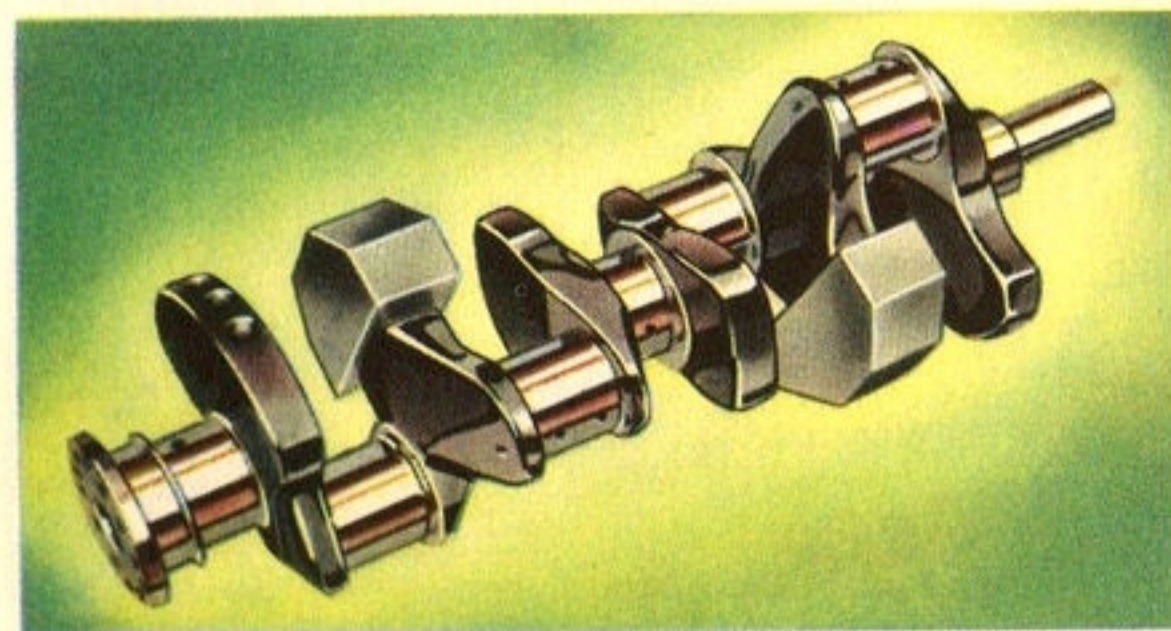
Standard of the World

FOR PERFORMANCE AND HANDLING EASE

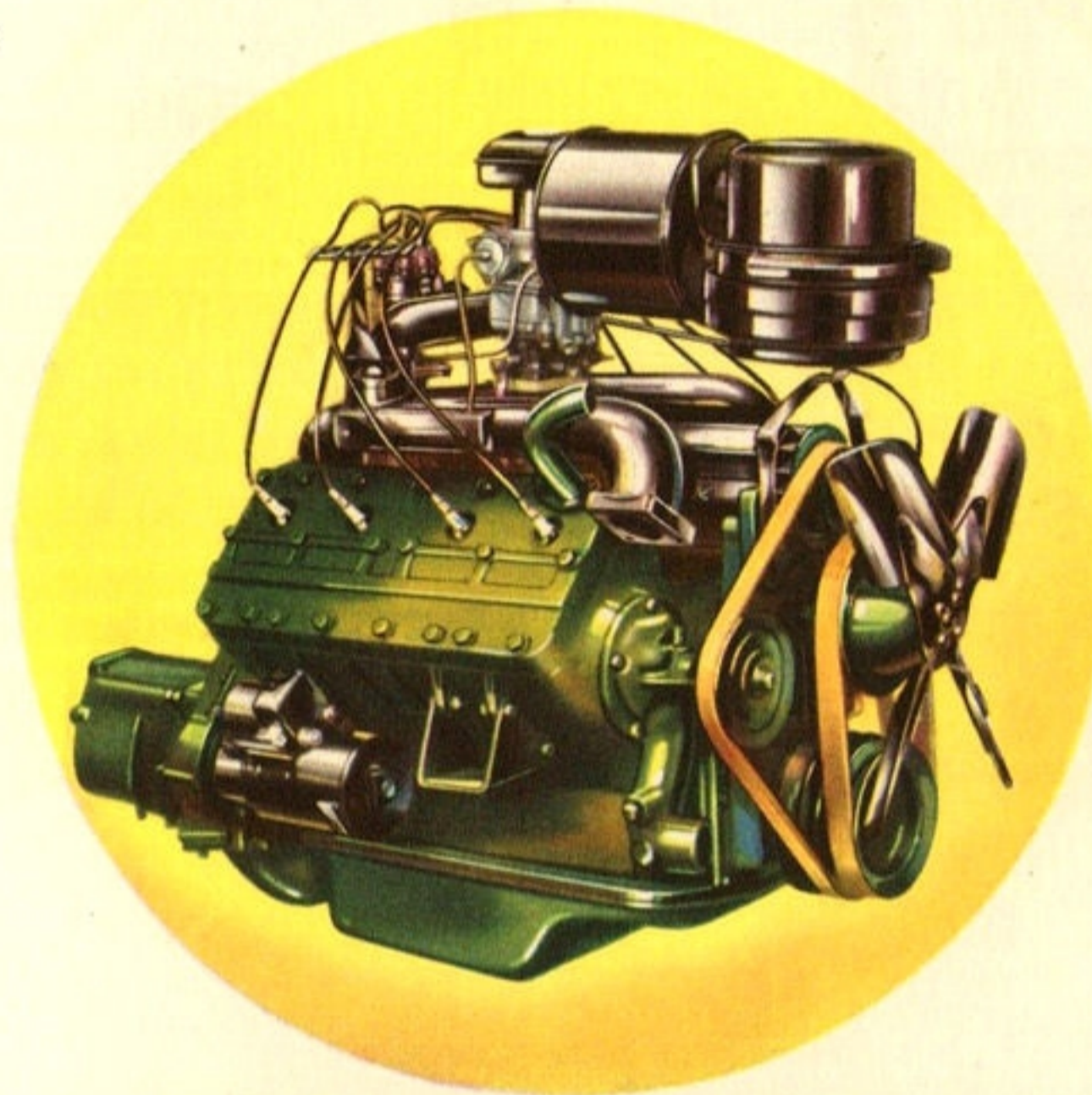
The Cadillac V-8 engine has long been established as the ablest power plant in the world. This year, hundreds of improvements make it even more smooth, quiet, and responsive. And driving a Cadillac requires scarcely more effort



Cadillac's Syncromatic Shift is the smoothest and easiest manually operated gearshift in use on any car today.



This short 90-degree crankshaft is largely responsible for the outstanding smoothness of the Cadillac V-8 engine.

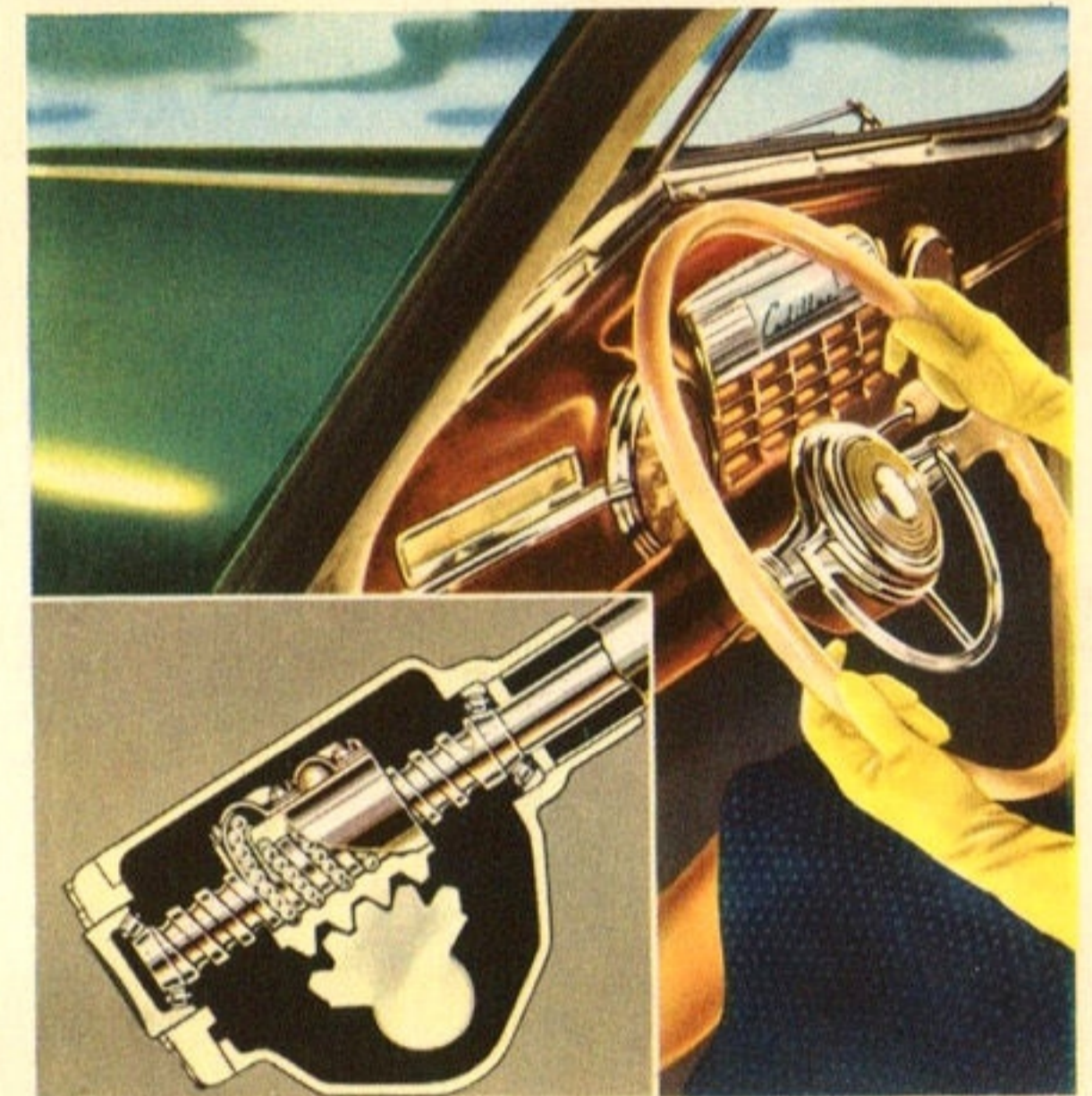


A higher compression ratio increases the power of Cadillac's V-8 engine. Acceleration is greatly improved—particularly in the lower speed ranges where instant response counts most.



Engines are run continuously for many hours. Smoothness, quietness, and compression are checked and rechecked by accurate machines.

than merely riding in it, thanks to the finest steering gear and easiest controls in use today. Even if Cadillacs possessed no other points of superiority, their performance and handling ease would make them unrivalled among motor cars.



The ball bearing steering gear, stronger than conventional assemblies, gives Cadillac cars unexcelled steering ease.



The charted speedometer illustrates how quickly a Cadillac accelerates from a standstill to cruising speeds.

Standard of the World

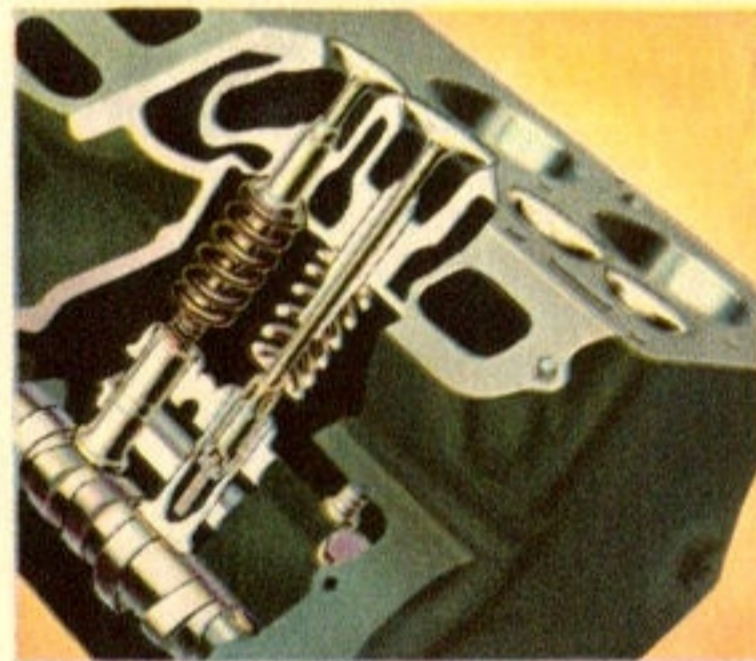
FOR ALL-AROUND ECONOMY

The low operating and upkeep costs you can expect when you own a Cadillac would be remarkable in any car. But when you consider that they are combined with matchless spaciousness and performance, they become nothing less than phenomenal. Strict tests prove the Cadillac Sixty-One capable of delivering fourteen miles to the gallon—far and

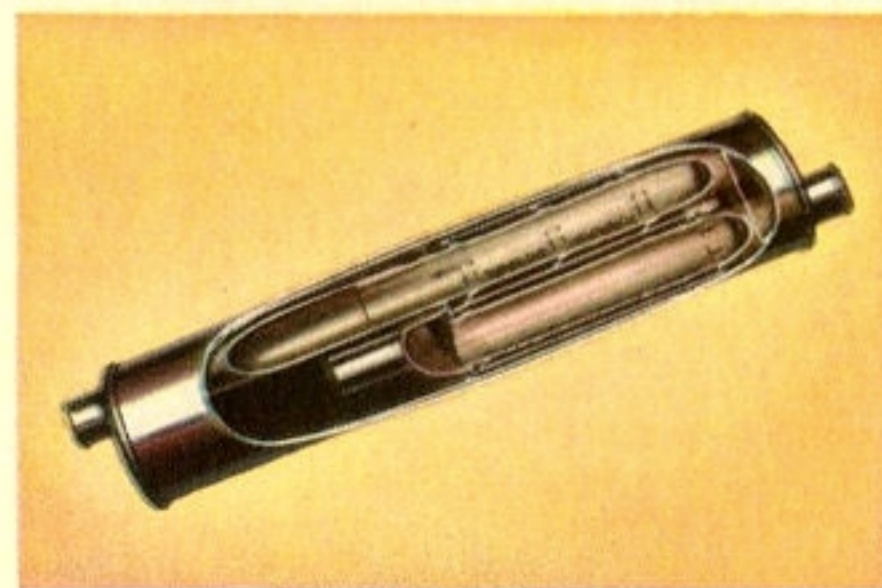
away the best proven economy record in its field. Oil savings are even more striking. No other car can match the oil economy of the new Cadillac. And finer engineering and craftsmanship naturally make Cadillacs as nearly immune to wear and trouble as motor cars can be. Plainly—a Cadillac is one of the *thriftiest* investments you can make.



Automatic radiator shutters maintain higher underhood temperatures. Gasoline vaporizes more completely.



Hydraulic valve silencers assure efficient fuel consumption by maintaining accurate valve seating.

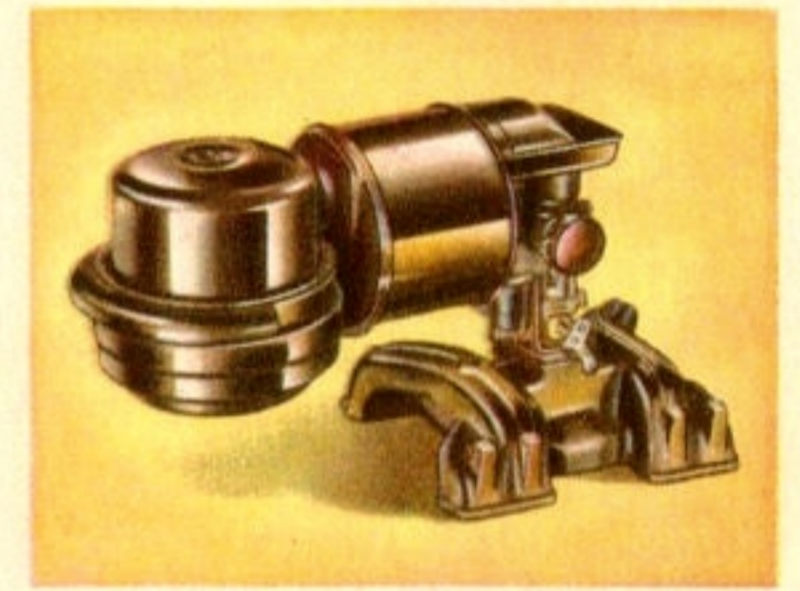


Advanced design and costlier materials make the Cadillac muffler many times more durable than conventional types.

Proving Ground tests establish that the 1941 Cadillac V-8 engine is 15% more economical.



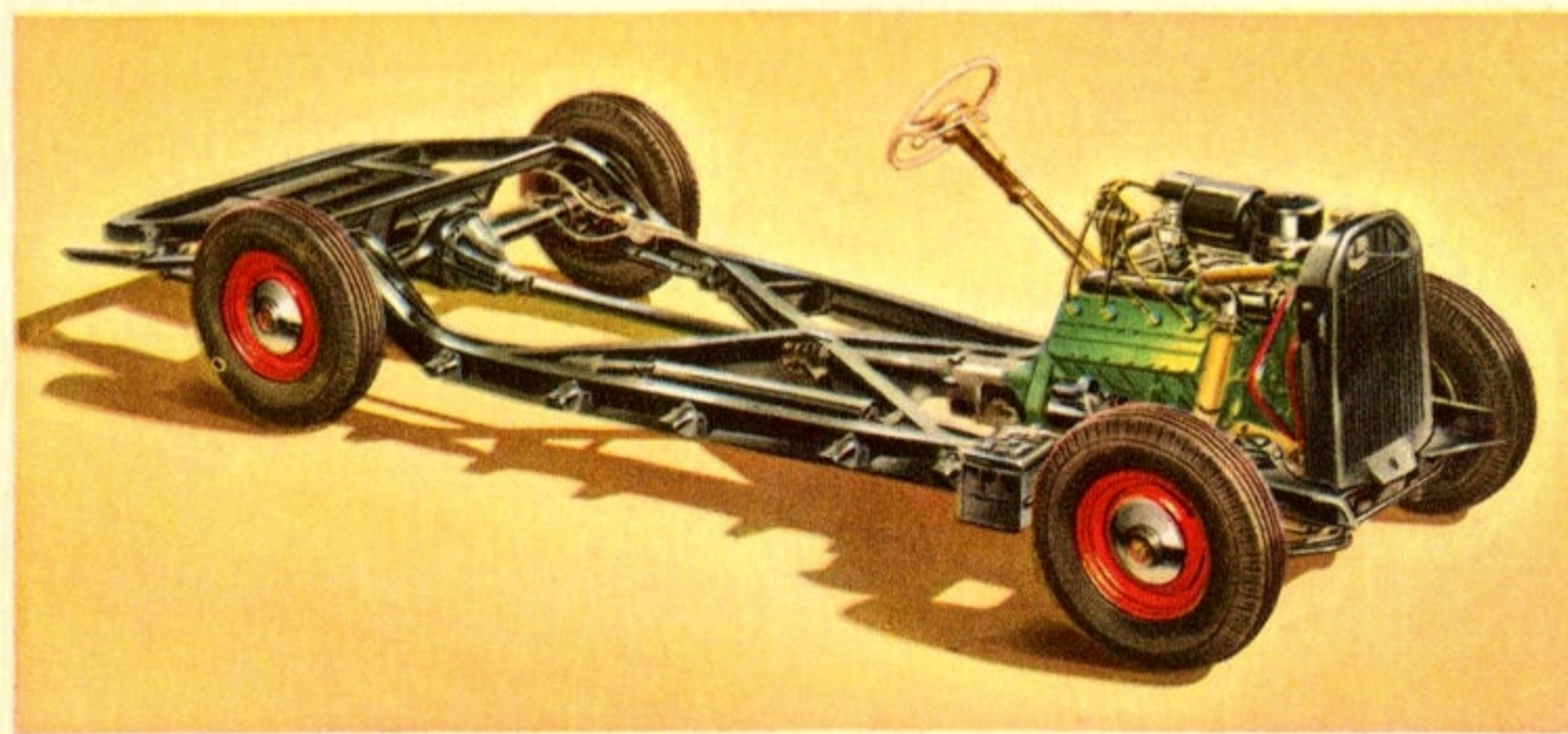
Because Cadillac's bigger engine makes fewer revolutions per mile, wear is decreased.



Dual intake manifolds reduce gasoline condensation and assure equal fuel distribution to all cylinders.



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



As the massive chassis shows, Cadillacs are built to run better for a longer time at less upkeep cost than other cars. The new frame is 40% stronger. An economy axle, optional without charge, and especially beneficial in flat country, further increases economy.



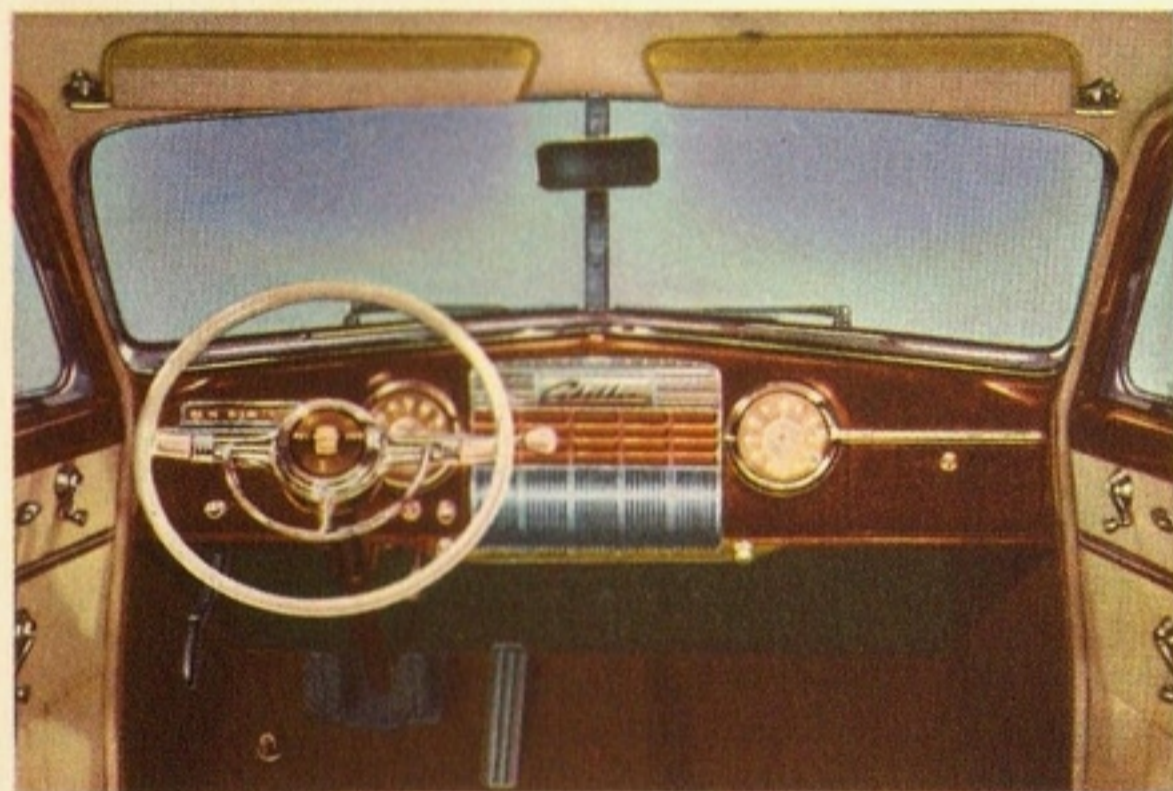
Given the gas the 1941 Cadillac requires to cross the continent, the 1940 model runs dry 400 miles short of New York.

Standard of the World

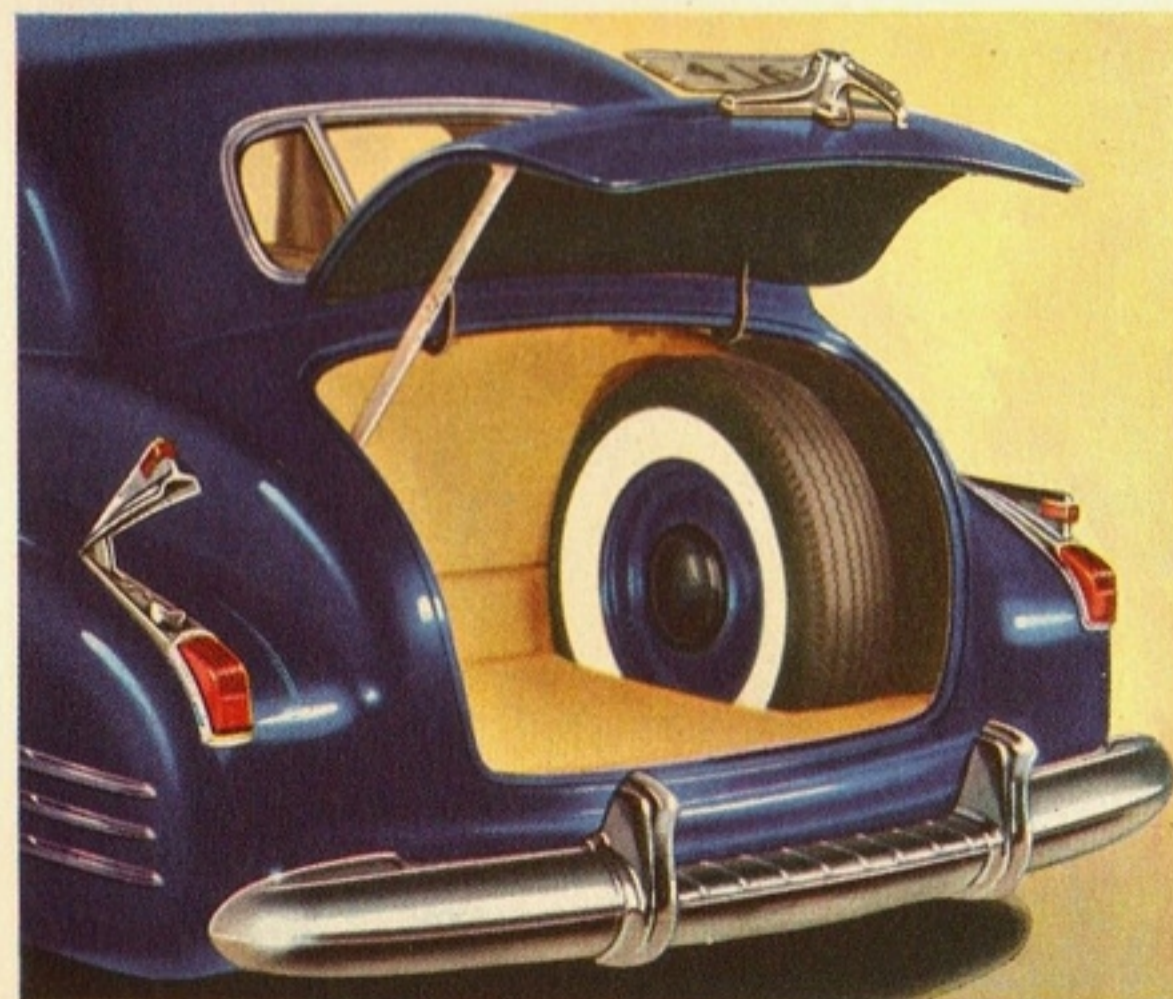
FOR COMFORT AND SAFETY

Owners of Cadillacs and Cadillac-Fleetwoods enjoy the most restful and secure personal transportation it is possible to obtain. Not only are the exceptionally large interiors equipped with every conceivable convenience; the entire chassis, too, is built to keep you

safer and more comfortable than you have ever been in a motor car before. Knowing, as you do, that Cadillac's body and chassis are the strongest now built, you can fully enjoy the superlative pleasures of Cadillac performance.



For greater driving ease, controls for each driving operation are grouped at conveniently reached points.

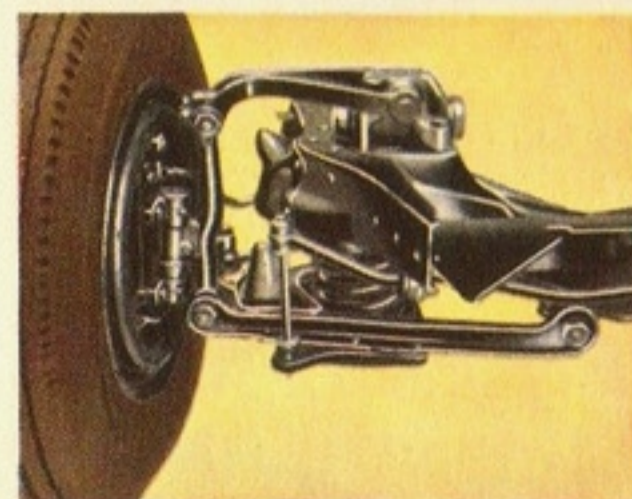


Pictured is the spare wheel mounting in trunk and the concealed gas tank filler cap under left tail light.

Here is the first and only fully automatic car heater. The owner sets the controls at the desired temperature—thereafter operation is automatic. This accessory soon justifies its extra cost by the air-conditioned comfort it supplies.



The Cadillac directional signal, operated from a lever on the steering column, is standard equipment. Pulling down on lever signals a left-hand turn. Pushing up on lever signals a right-hand turn. When turn is completed lights go out automatically.



Improvements this year make Cadillac's Knee-Action even sturdier and easier to adjust.



Auxiliary rear spring bumpers prevent possible shock caused by springs striking through.



Body insulation, further improved this year, results in a noticeably quieter body. Six insulating materials are used.



Cadillac's combination rubber and cloth padding seat construction makes for exceptional softness and coolness.

Standard of the World

FOR QUALITY OF SERVICE

Cadillac Service is as superlative, in its own way, as Cadillac luxury, comfort, and performance. And it is as different in its conception as Cadillac appearance. For Cadillac dealers believe that the finest service they can give is that of keeping owners' cars constantly delivering peak performance. Thus, dealers offer regular inspections, without charge. And, when adjustments are found necessary, they are made by mechanics trained in the factory tradition of precision craftsmanship, using factory-designed equipment. This splendid type of service is available the country over. It is administered by dealers

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

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



Specifications

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

PISTONS: T-slot design Lo-Ex aluminum alloy—fitted with two compression rings and two oil rings, surface treated with ferrous oxide.

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

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

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

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

TRANSMISSION: Cadillac Syncro-Mesh with pin type synchronizers, sliding low and reverse gears and constant-mesh second gear. Carbureted helical transmission gears. Syncromatic control.

LIGHTING: Sealed-Beam safety lighting system. Headlamp beam indicator in speedometer face.

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

FRONT SUSPENSION: Independent Knee-Action front wheels with large, helical coil springs.

REAR SPRINGS: Semi-elliptic type; spring leaves lubricated by wax-impregnated liners; 54½" long, 2" wide; Series 67 and 75: 56½" long, 2" wide.

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

DRIVE SHAFT: Two universal joints of the needle roller bearing type permanently packed with lubricant.

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

STEERING GEAR: New ball bearing worm and nut gear.

FRAME: Tread—front 59"; rear, 63". Series 67 and 75: Tread—front, 58½"; rear, 62½". Rigid frame, X-type, with very deep X-member junction and reinforced side members. Maximum depth 6⅝", flange width 2", thickness ⅝". Series 67 and 75: Maximum depth 7⅞", flange width Series 67, 2½"; Series 75, 2¼"; thickness Series 67 and 75: ⅝".

RIDE STABILIZER: Double ride stabilizers—torsion bar-type front, cross link-type rear.

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

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

WHEELBASE: 126". Series 67, 139". Series 75, 136".

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

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