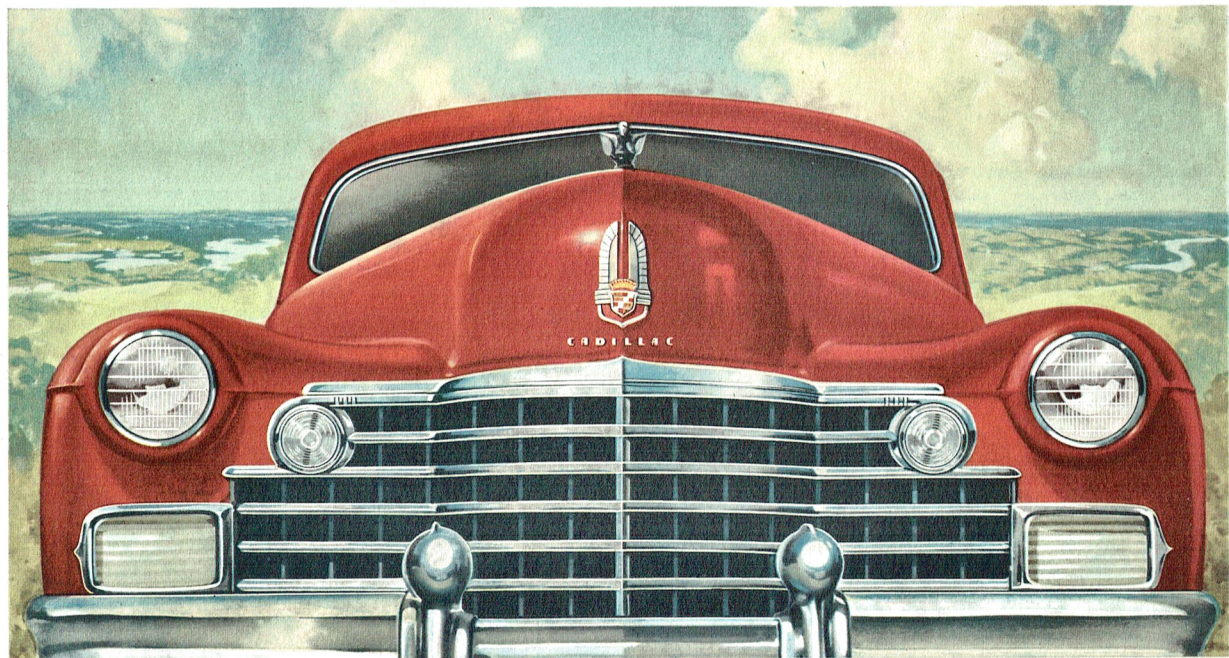


CADILLAC

A N D C A D I L L A C · F L E E T W O O D F O R 1 9 4 2



STANDARD OF THE WORLD

1942



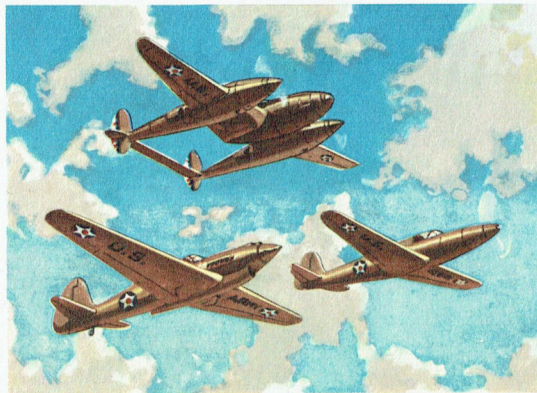
OUR FORTIETH YEAR
OF FINE-CAR BUILDING
OUR THIRD YEAR
OF DEFENSE PRODUCTION

NEARLY FOUR DECADES ago, the newly-formed Cadillac organization embarked on a course which it has followed undeviatingly to this day. *Cadillac decided to build only the finest motor cars that it was possible to produce.*

The years between have amply proved the wisdom of this high resolve. Cadillac has several times been awarded industry's highest honors. Cadillacs are everywhere accepted as Standard of the World in every attribute of a fine motor car. And Cadillac's present domination of its field far exceeds that ever attained by any other automotive organization.

Nor is that all. Two years ago, Cadillac was awarded an even more signal honor. Cadillac was selected for one of the most exacting and important manufacturing operations in all industry—the production of precision parts for the power plant of some of America's greatest military planes, the famed *Allison* engine.

Immediately accepted as Cadillac's major responsibility, production of these vital parts was soon underway, *and has exceeded schedule almost from*



the start. Already a considerable part of the Cadillac plant is devoted entirely to Allison production, and more men and facilities will be added as fast as the nation's need requires.

Meanwhile—and for as long as it can be done without interfering with National Defense—Cadillac will fulfill its obligation to the thousands who look to Cadillac for the ultimate in personal transportation. To this end, Cadillac again presents, as it has since 1902, America's finest motor cars.

As befits the representatives of so important an anniversary, they are incomparably the greatest of all Cadillacs. In beauty, comfort, safety, performance, economy and durability, you will find them everything a truly fine motor car *ought* to be.

The following pages depict them in detail. But even detailed descriptions cannot convey how far these splendid creations move motoring ahead. A ride is really the only way to appreciate the extent of their superiority over any previous motor cars ever built.

SIX SPLENDID NEW SERIES

UNRIVALLED FOR LUXURY, COMFORT AND PERFORMANCE

Cadillac Sixty-One

This new version of the most popular Cadillac ever built is again priced to bring Cadillac's matchless quality and all-around economy within the reach of all who spend above a thousand dollars for a car.

Cadillac Sixty-Two

Increased in length and completely restyled, this moderately-priced Cadillac is decidedly the most advanced car in its field in appearance and riding ease. Exceptional operating economy is an outstanding advantage.

Cadillac Sixty-Three

This unique motor car, available only as a sedan, is again the most distinguished example of that body style in its field. Ultra-smart appearance is combined with remarkable roominess, performance and economy.

Cadillac Sixty-Seven

Except for the Cadillac-Fleetwood Seventy-Five, there is no counterpart for the comfort of this spacious motor car. It is especially recommended to motorists who want exceptional size and richness at moderate cost.

Cadillac-Fleetwood Sixty Special

For 1942 the Sixty Special improves on its reputation as the most unusual of all motor cars. A longer wheelbase adds to its distinction, and increases the smoothness of its celebrated ride. Performance is again unparalleled.

Cadillac-Fleetwood Seventy-Five

Cadillac and Fleetwood have again made certain that this shall be the one unrivalled motor car. It is their supreme achievement—as close to perfection as the motor car has come in luxury, comfort and performance.

CADILLAC-ENGINEERED
HYDRA-MATIC DRIVE

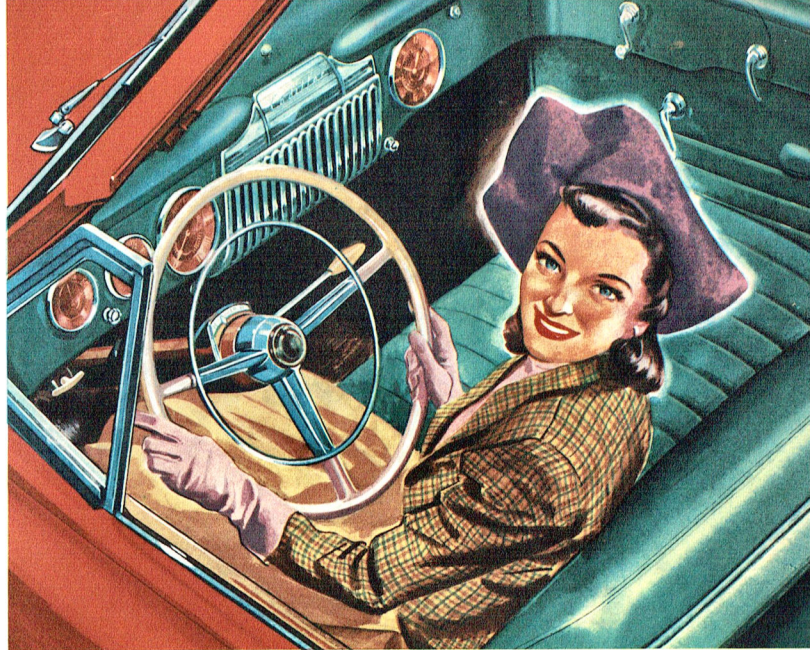
IS AVAILABLE ON
ALL MODELS

ANYONE INTERESTED in the history of automotive progress must necessarily devote most of his time to Cadillac. For not only has Cadillac manufactured motor cars almost since the industry's beginning, but from Cadillac has come nearly every basic advancement of permanent worth.



It is with the weight of this record of achievement and experience that Cadillac declares Hydra-Matic Drive to be the greatest automotive advancement of recent years, and important enough to stand beside that epochal Cadillac development, the self-starter.

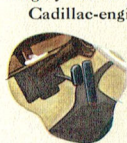
You will understand why when you drive a Cadillac equipped with Cadillac-engineered Hydra-Matic Drive. For Hydra-Matic Drive solves a problem that has occupied the industry for years. *It makes gearshifting in all forward speeds completely automatic. The clutch pedal is elimi-*



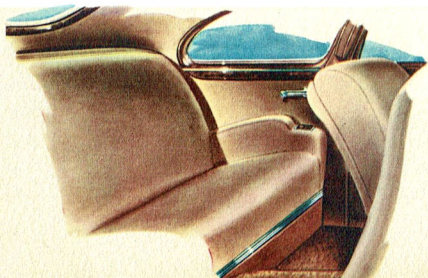
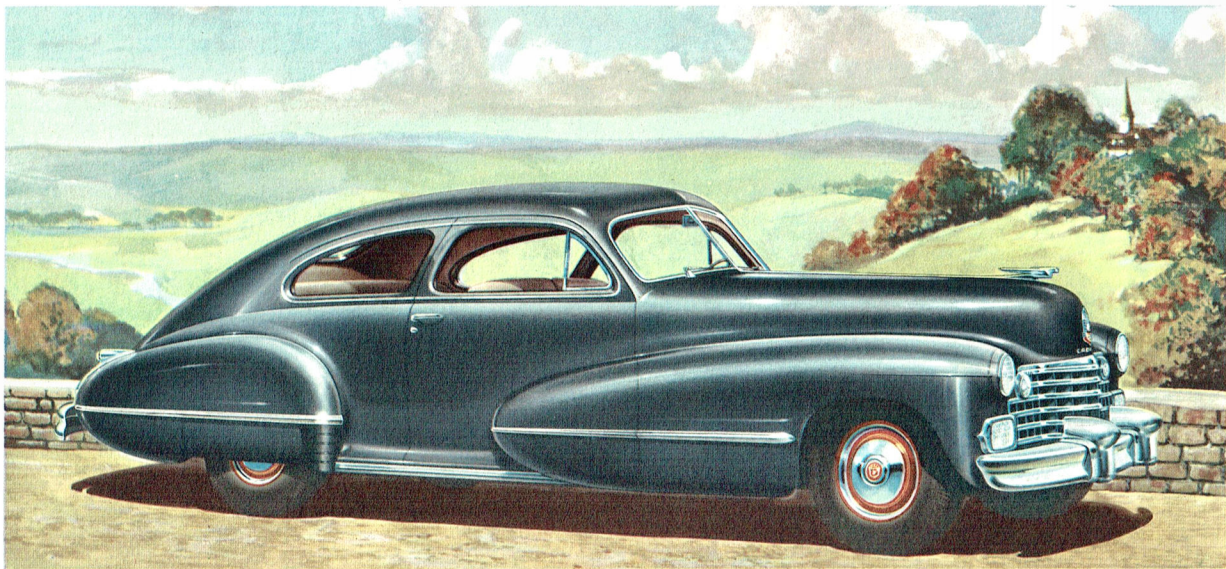
nated entirely. Driving is merely a matter of using your brakes and accelerator. With no thought or effort whatever on your part, gears change at exactly the right time to meet every situation. As a result, starting is easier and faster, pick-up is quicker, and performance is smoother from take-off to top speed.

In actual truth there has never been a perform-

ance thrill even approximating the combination of Cadillac-engineered Hydra-Matic Drive and the mighty 150 horsepower Cadillac V-8 engine.

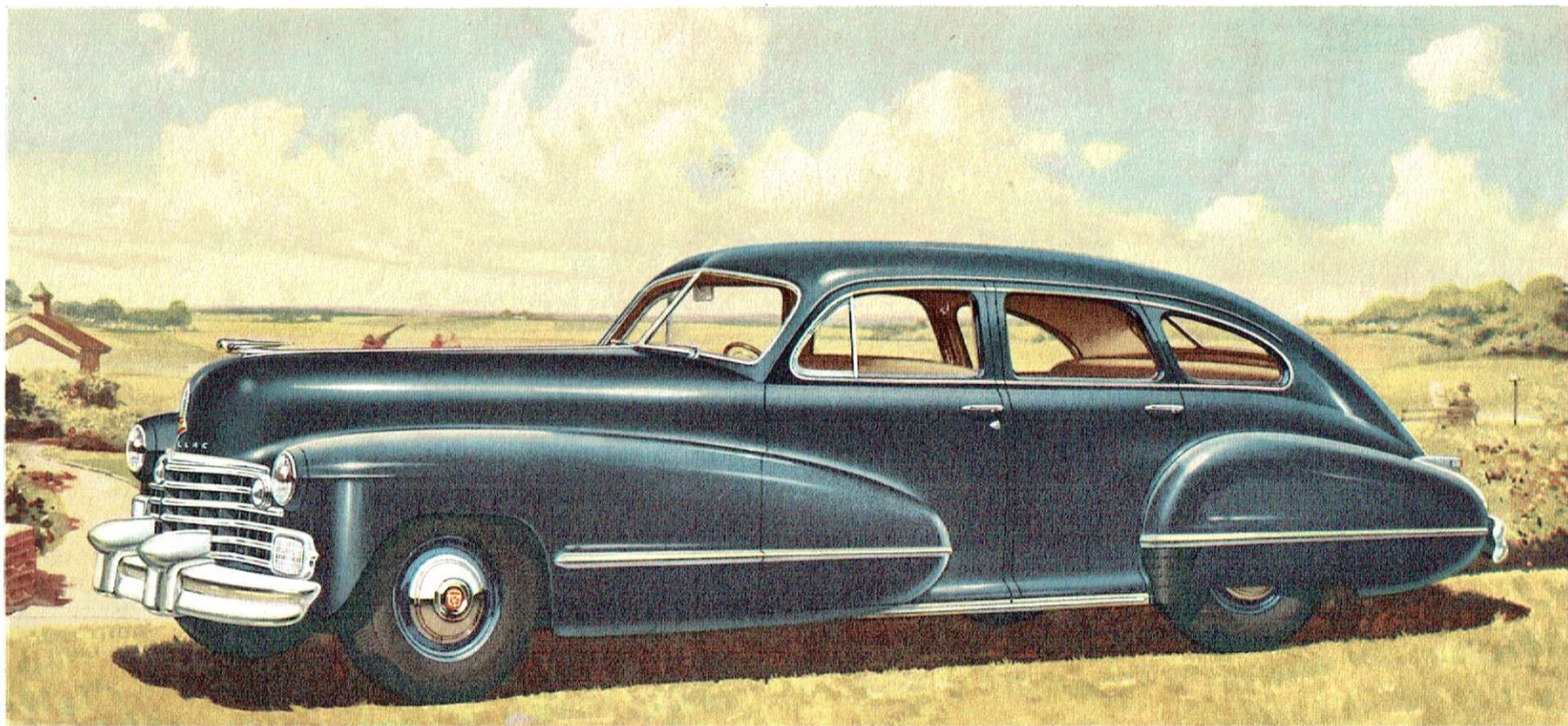


Cadillac-engineered Hydra-Matic Drive is optional equipment on all Cadillacs at extra cost. Just tell your Cadillac dealer when you place your order that you want the factory to install this wonder-working advancement.



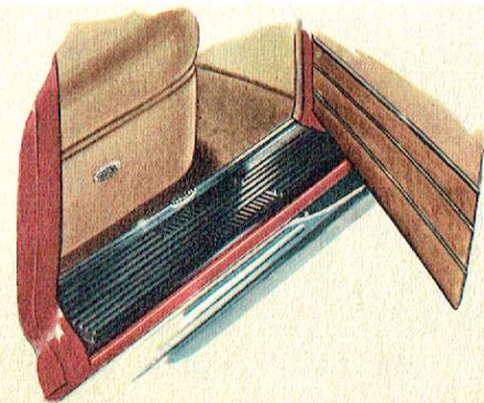
THE *CADILLAC* SERIES SIXTY-ONE FIVE-PASSENGER CLUB COUPE

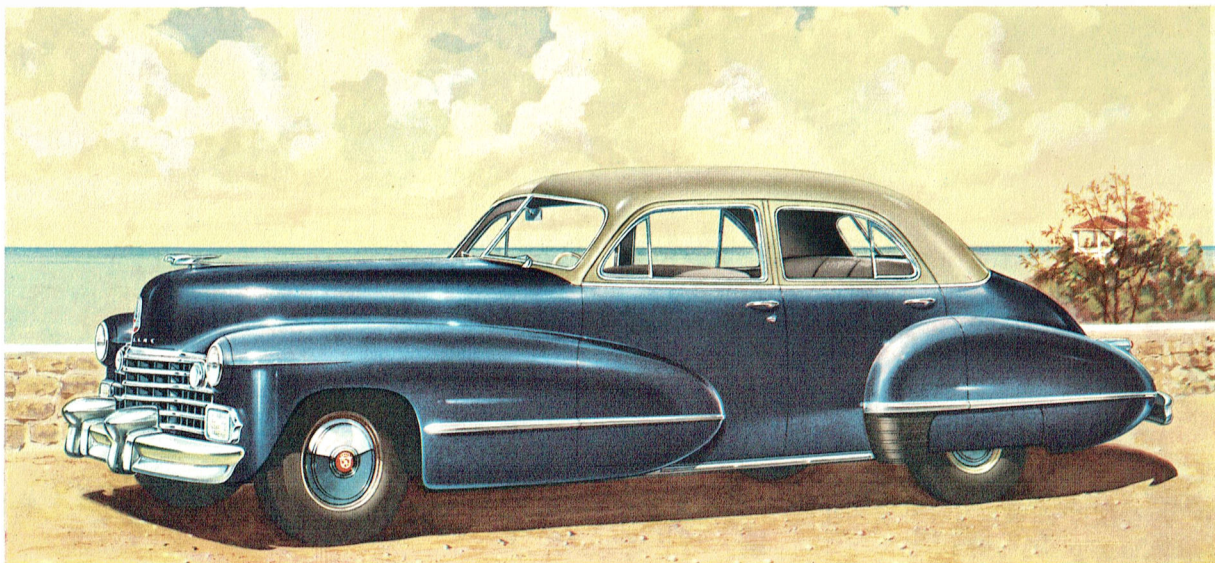
Illustrated is the roomy, full-width rear seat. Interior appointments of the Club Coupe include: new trim styling by Fleetwood . . . fabric-lined glove compartment with automatic light . . . ash tray, lighter and electric clock in instrument panel . . . new type emergency brake mounted on instrument panel . . . built-in radio grille . . . two sliding sun visors . . . leather-covered pull-to armrests on both doors . . . automatic dome light which operates when either door is opened . . . lace-covered robe cords on both sections of split front seat back . . . ash tray in each rear seat side armrest. Other special features include the new All-Weather Ventilation System and concealed running boards.



THE *CADILLAC* SERIES SIXTY-ONE FIVE-PASSENGER TOURING SEDAN

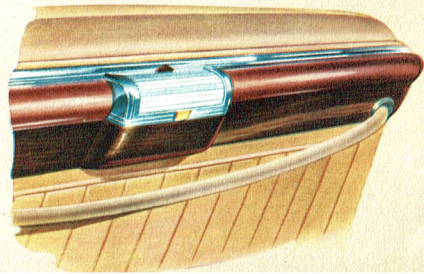
Illustrated is the concealed running board. Front compartment appointments include: new All-Weather Ventilation System . . . ash tray and automatic cigar lighter in instrument panel . . . new type emergency brake conveniently mounted on instrument panel . . . fabric-lined glove compartment with automatic light. Tonneau appointments include: built-in footrest . . . lace-covered robe cord . . . new seat back garnish moulding finished in walnut grain . . . folding center armrest . . . ash tray and lighter in each side armrest . . . assist straps . . . new rear door lock handles. Other special features include: interior styling by Fleetwood . . . spacious rear trunk compartment with automatic light . . . upright mounting of spare wheel at right side of rear trunk compartment.

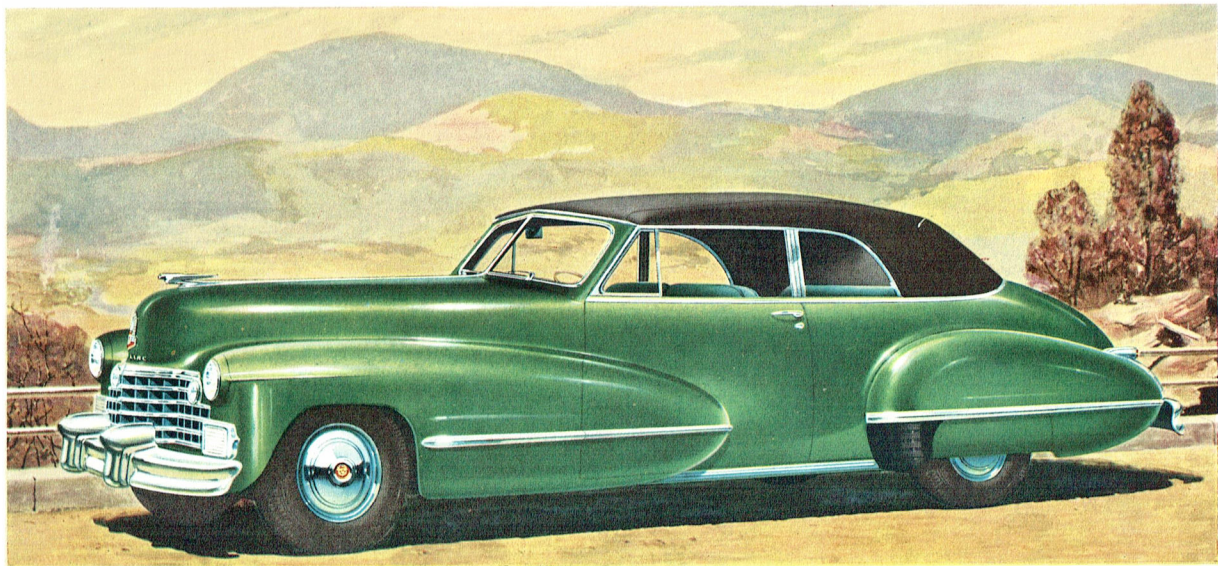




THE *CADILLAC* SERIES SIXTY-TWO FIVE-PASSENGER TOURING SEDAN

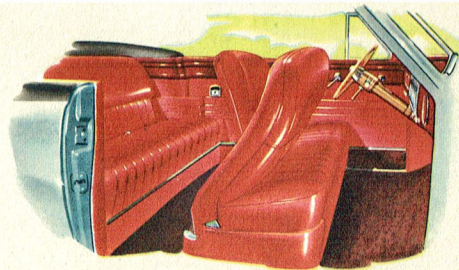
Illustrated is the convenient ash receiver located in the front-seat back in the Series 62-D Sedan. Special features include: Fleetwood interior styling and a large, automatically-lighted trunk with spare wheel mounted upright at the side. Appointments of the driver's compartment include: distinctive new instrument panel finished in pearl bronze and macassar ebony . . . All-Weather Ventilation . . . fabric-lined, lighted glove compartment . . . electric clock recessed in glove compartment door . . . ash tray and automatic lighter. Rear compartment appointments include: new automatic dome light which operates when any door is opened . . . new rear door lock handles . . . and folding center armrest.

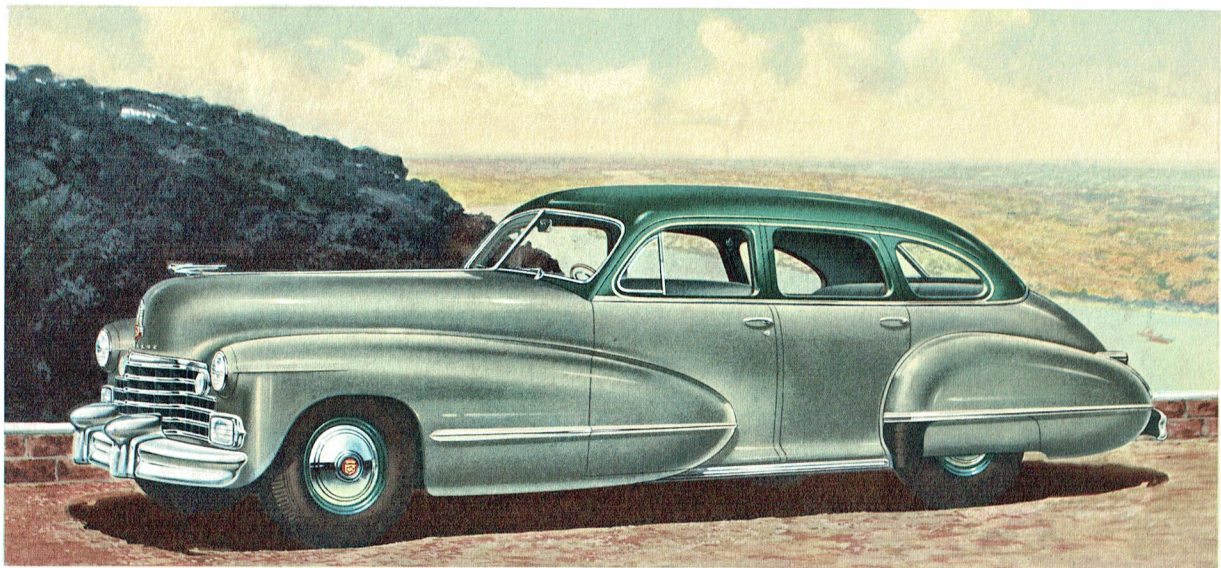




THE *CADILLAC* SERIES SIXTY-TWO CONVERTIBLE CLUB COUPE

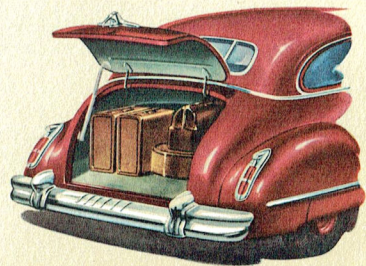
Illustrated is the attractive interior. Thirteen distinctive color harmonies are available to suit personal tastes. Instrument panel, mouldings and carpet match the color of the upholstery selected. When black leather is desired, the instrument panel and mouldings are finished in pearl bronze and macassar ebony. An electric mechanism automatically raises and lowers the top. Control is conveniently located below left end of instrument panel. Top and the boot in which it is concealed are offered in three colors. Large rear quarter windows add to the vision of the Club Coupe. A special feature is the full-width rear seat.

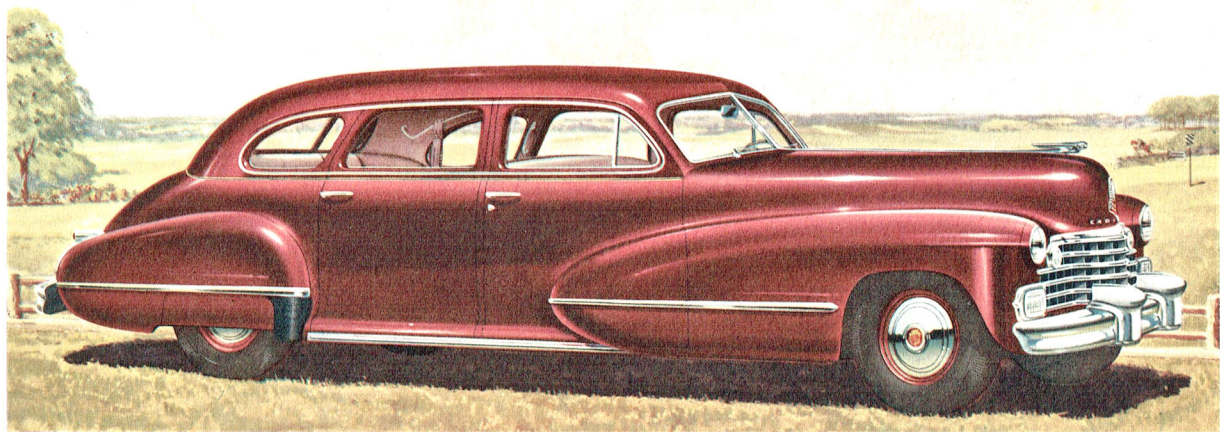




THE *CADILLAC* SERIES SIXTY-THREE FIVE-PASSENGER TOURING SEDAN

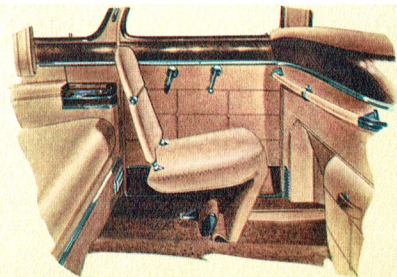
Illustrated is the generous capacity of the automatically-lighted luggage trunk. One of the many advantages of this exclusive body type is luxurious interior styling by Fleetwood with a choice of six upholstery options. Rear compartment appointments include: new style automatic dome light . . . lace-covered robe cord . . . folding center armrest . . . two assist straps with rubber hand grips . . . built-in footrest . . . new rear door lock handles . . . new French burl walnut seat back garnish moulding. Appointments of driver's compartment include: ash tray, electric clock and lighter in instrument panel . . . fabric-lined glove compartment with automatic light. The new All-Weather Ventilation System adds to passenger comfort. Running boards are concealed.

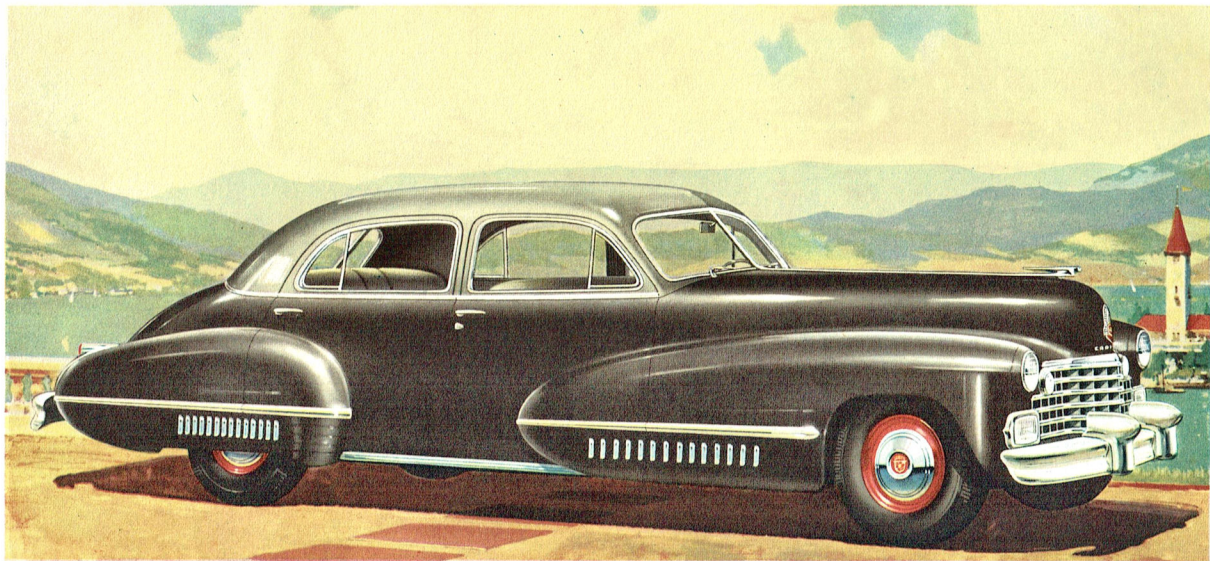




THE *CADILLAC* SERIES SIXTY-SEVEN SEVEN-PASSENGER TOURING SEDAN

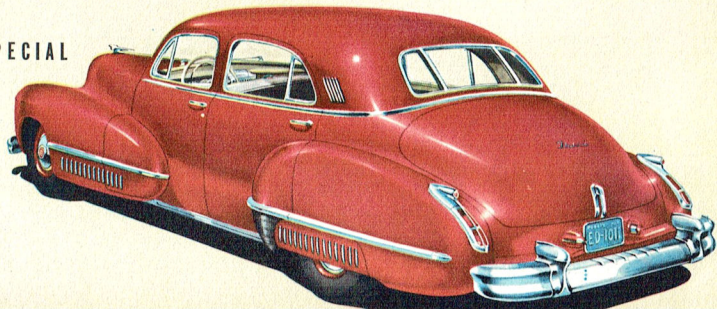
Illustrated is one of the two luxurious auxiliary seats which fold neatly into the back of the front seat. Other interior appointments include: ash tray and lighter in each rear seat side armrest . . . folding center armrest . . . lull straps which may be placed on rear package shelf when not in use . . . assist grips . . . carpet-covered, individually adjustable footrests . . . garnish mouldings finished in ribbon walnut grain . . . and tonneau clock in Imperial Sedan only. There are four attractive Fleetwood upholstery combinations. The Imperial Division is raised and lowered electrically by controls in each rear side armrest. With this option, chauffeur's compartment is trimmed in black leather. Running boards are concealed.

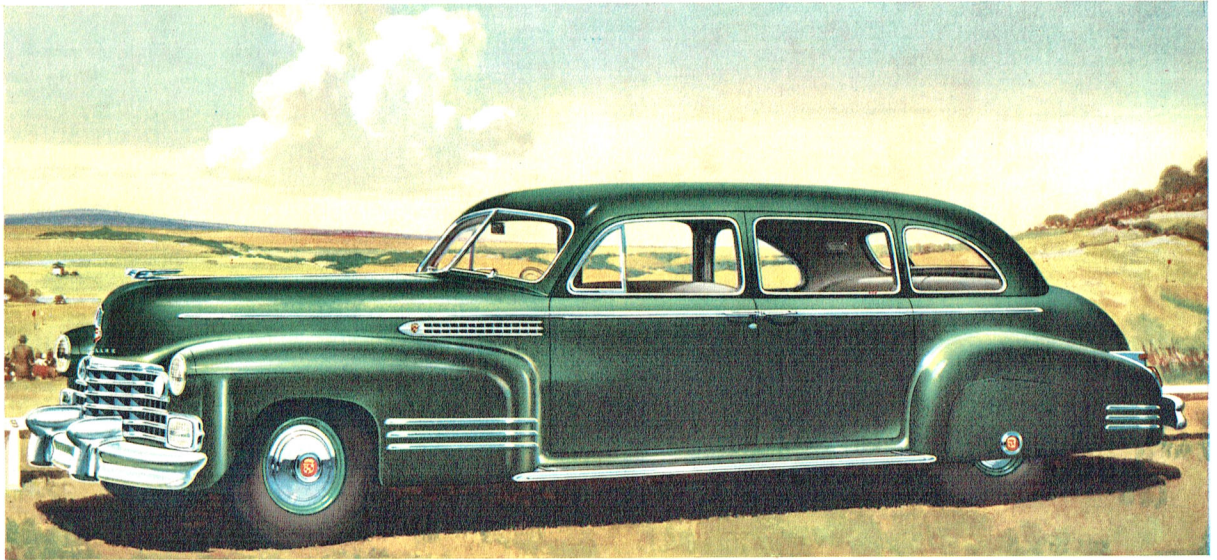




THE *CADILLAC-FLEETWOOD* SERIES SIXTY SPECIAL

The Sixty Special is available, if desired, with a Formal Division for chauffeur driving. The Division may be raised or lowered electrically by controls in each rear side armrest. Fleetwood-designed appointments include: complete smoking cases in each rear side armrest . . . two individually adjustable footrests . . . center armrest. The large trunk with automatic light carries the spare wheel mounted upright at one side of the trunk compartment. Six Fleetwood upholstery styles are offered.

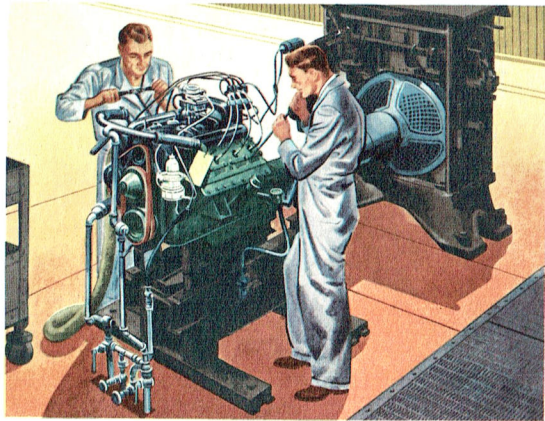




THE *CADILLAC-FLEETWOOD* SERIES SEVENTY-FIVE FIVE-PASSENGER TOURING SEDAN



Illustrated is the Formal Division, supplied if desired. The glass is raised or lowered automatically by controls located in each rear seat armrest. Fleetwood appointments include: new slash pocket with zipper in rear side armrests . . . combined vanity and smoking cases in side armrests—one containing ash tray, lighter and mirror; other with ash tray, lighter and memo pad . . . provision for rear radio control . . . package compartments in each rear quarter and back of front seat . . . tonneau clock . . . folding footrest . . . new straight grain walnut garnish mouldings. The upholstery selection consists of eight luxurious fabrics.



CADILLAC

LEADERSHIP EXTENDS
TO ALL PHASES
OF PERFORMANCE



Most of the pages of this catalog are necessarily used to portray the appearance of the many Cadillac body styles. But it would be a mistake to assume from this pictorial evidence that Cadillac is mainly concerned with motor car styling.

Actually, the appearance of these splendid cars is a secondary consideration. What chiefly concerns Cadillac engineers—because, in the long run, it is *your* chief concern—is Cadillac performance. They

have made it their life work to give you the finest performing motor car in all the world.

The key to Cadillac superiority is the 150 horsepower 90 degree V-8 engine. Because it works *with* instead of *against* natural laws—because its compactness permits a shorter crankshaft, more uniform circulation of coolants and oil, and more efficient fuel distribution—it starts faster, easily excels in quietness, smoothness, and acceleration, and delivers its brilli-



ant best for almost endless trouble-free miles.

As a result, there is no equivalent to a ride behind the Cadillac V-8 engine. Performance is completely effortless all around the dial. You can hear the ticking of the tiniest wrist watch at any engine speed. Power far exceeds any demand you are ever likely to make.

To prove it drive a Cadillac for a few miles and then drive any other car. You will need no further evidence that you ought to own a Cadillac.



CADILLAC

ECONOMY CHALLENGES THAT
OF CARS BUILT ESPECIALLY
FOR THRIFT



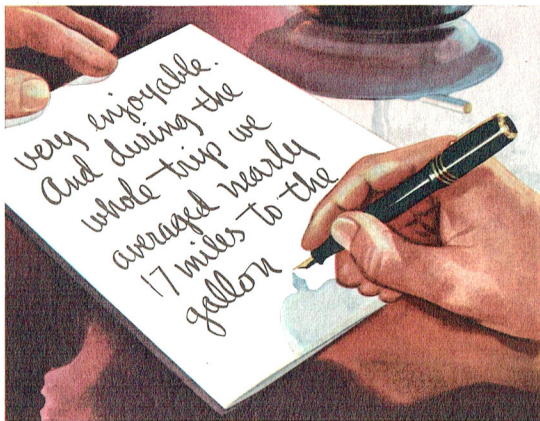
economy comparing favorably with that of small cars. Owners report "14 to 17 miles per gallon." You can expect peak oil economy. *It is a fact that no car uses less oil than a Cadillac.* And you can look forward to almost unlimited miles of trouble-

free driving. Precision-built Cadillacs are as immune to wear and trouble as cars can be.

free driving. Precision-built Cadillacs are as immune to wear and trouble as cars can be.

You can confidently expect all this because the all-around thrift of Cadillac motor cars has been established by strictly supervised factory tests, and is confirmed almost daily by unsolicited letters from Cadillac owners. Almost without exception these letters lay stress on the surprisingly low cost of operating a Cadillac.

They frequently mention, too, how much Cadillac service contributes to the economies of Cadillac ownership.



Service charges, they agree, are extremely moderate—and the Cadillac program of inexpensive periodic check-ups by experienced factory-trained mechanics effectively forestalls the need for extensive service operations.

In short, even if economy is your first consideration when you purchase a motor car, you will be well advised to buy a new Cadillac. Over the months and miles a 1942 Cadillac will prove to be an unusually wise investment in *thrift* as well as in luxury, comfort, safety and performance.



CADILLAC'S

SUPERLATIVE QUALITY

ASSURES MANY ADDED YEARS

OF PRIDEFUL OWNERSHIP



icated back in 1902. The Cadillac standard of quality remains today what it has always been—the highest in all industry. Every year the Cadillac motor car has been built of the finest materials

OVER THE YEARS Cadillac motor cars have been altered profoundly in appearance, equipment, and performance capabilities. But one thing has never changed since the first Cadillac was fabri-

known and available at the time of construction.

Indeed, so rigidly is Cadillac quality protected that a sale of raw material to Cadillac is regarded by suppliers as the supreme accolade on the products they sell. And well it may be, for the materials in Cadillac motor cars are subjected to every test known to science to establish their superiority beyond question of a doubt.

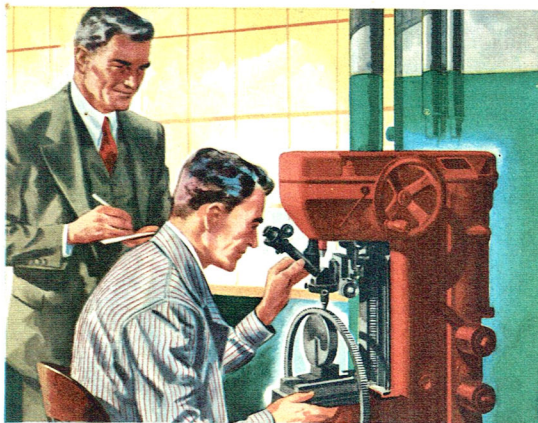
In addition to constant testing of known materials, Cadillac research engineers fol-

low a continuous program of development of new

and better materials. Cadillac's contributions in the field of metallurgy, for example, are actually as important as its work of perfecting the modern motor car.

This superlative standard of quality is the basis of Cadillac's superlative durability. It is the finest of guarantees that the splendid attributes which account for your choice of a Cadillac will continue to bring

you pleasure for almost endless miles.



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