

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, in nine body styles, each designed to meet the particular requirements of a particular group of owners. On the following pages are illustrated and described the features of 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

Here is a completely new "sport-type" model for the 61 Series. New one-piece curved windshield and large full-width rear window provide maximum vision. Rear quarter window and pillar pivot out of sight, giving a pleasing open-car effect. Decorative yet functional chrome enhances its distinctive beauty and appearance.

SERIES SIXTY - ONE COUPE

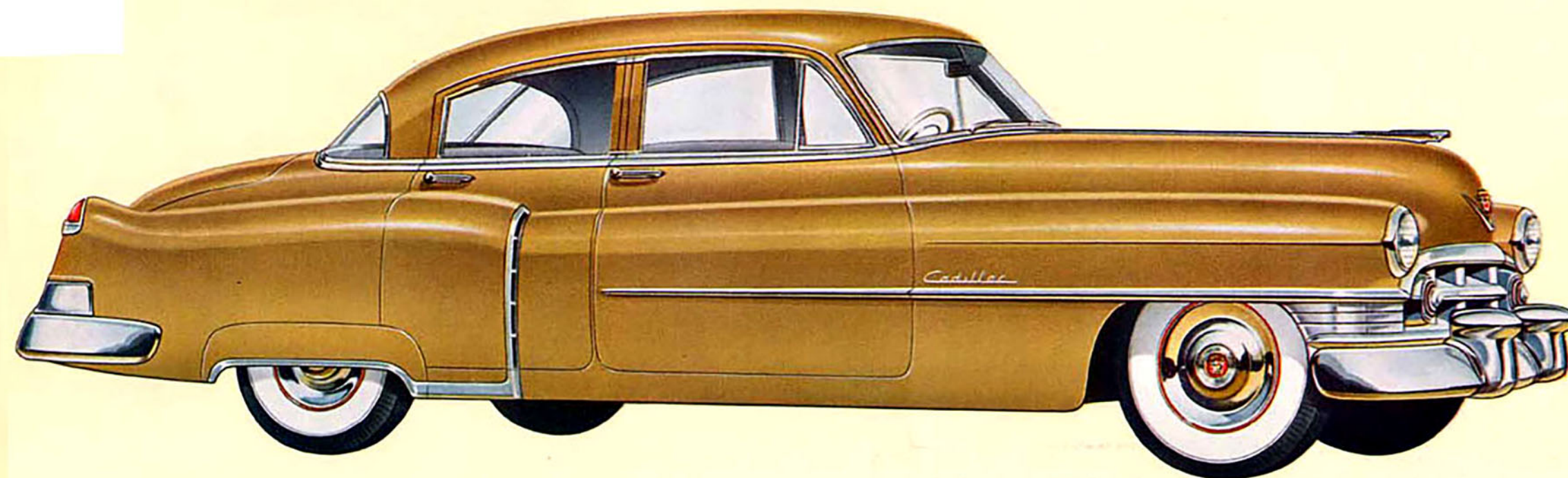


The 61 Sedan interior, here illustrated, is tailored in fine-quality gray two-tone fabrics. Door trim panels and window moldings are in Tudor gray color. A center arm rest assures luxurious comfort.

THE NEW *Cadillac* **SERIES SIXTY - ONE**

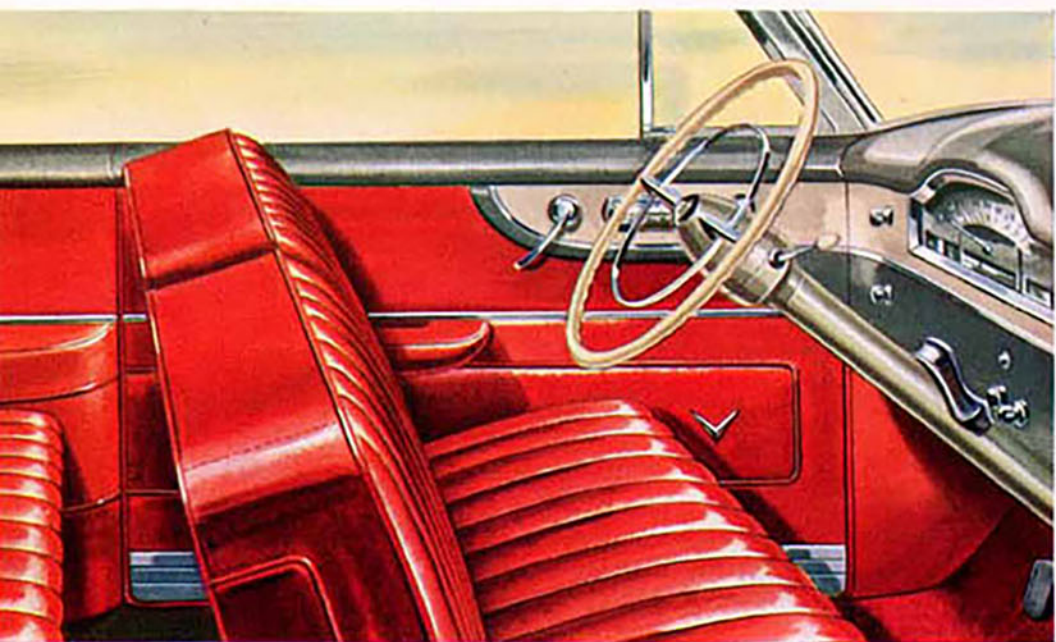
In basic mechanical design and quality there is only one standard for Cadillac. All Cadillacs offer the same incomparable performance—the same standards of operating economy—the same long life and dependability. That's why the Cadillac Series Sixty-One—illustrated here—is such a great favorite with Cadillac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

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 SEDAN

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. All of the superb performance, beauty and convenience of Cadillac has been built into this beautiful sedan. It offers the distinction of Cadillac ownership at the lowest cost consistent with Cadillac's traditionally high standards of quality.

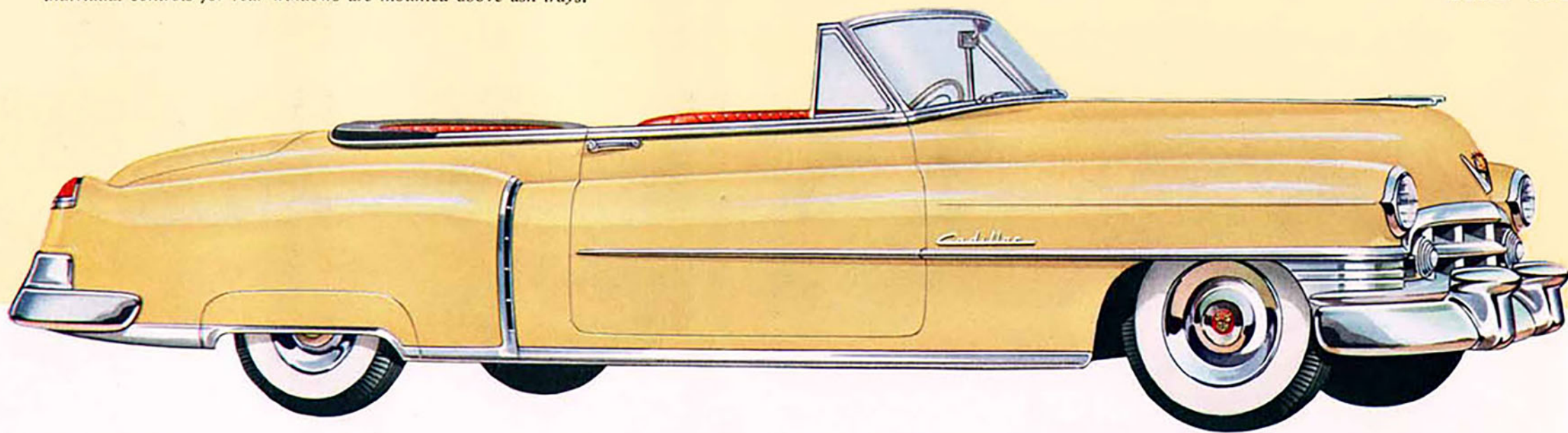


SERIES SIXTY - TWO CONVERTIBLE



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, sleek, dynamic and beautiful, 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. You owe it to yourself to give full consideration to this outstanding series in making your next selection.

Convertible interiors are trimmed in all leather, with three solid colors, and two two-tone options. Hydraulic window controls are mounted in a light-tone insert in each of the front door panels—individual controls for rear windows are mounted above ash trays.



A long, low contour and an exceptionally long rear deck and fender line are features of this truly sport model convertible. The power-operated top is available

in either black or tan and folds neatly into the rear deck well. Both the side and rear quarter windows, which lower completely out of sight, as well as the front seat

adjustment, are hydraulically controlled. As are all of the other 1950 Cadillac models, the Convertible is equipped with a new one-piece curved-glass windshield.

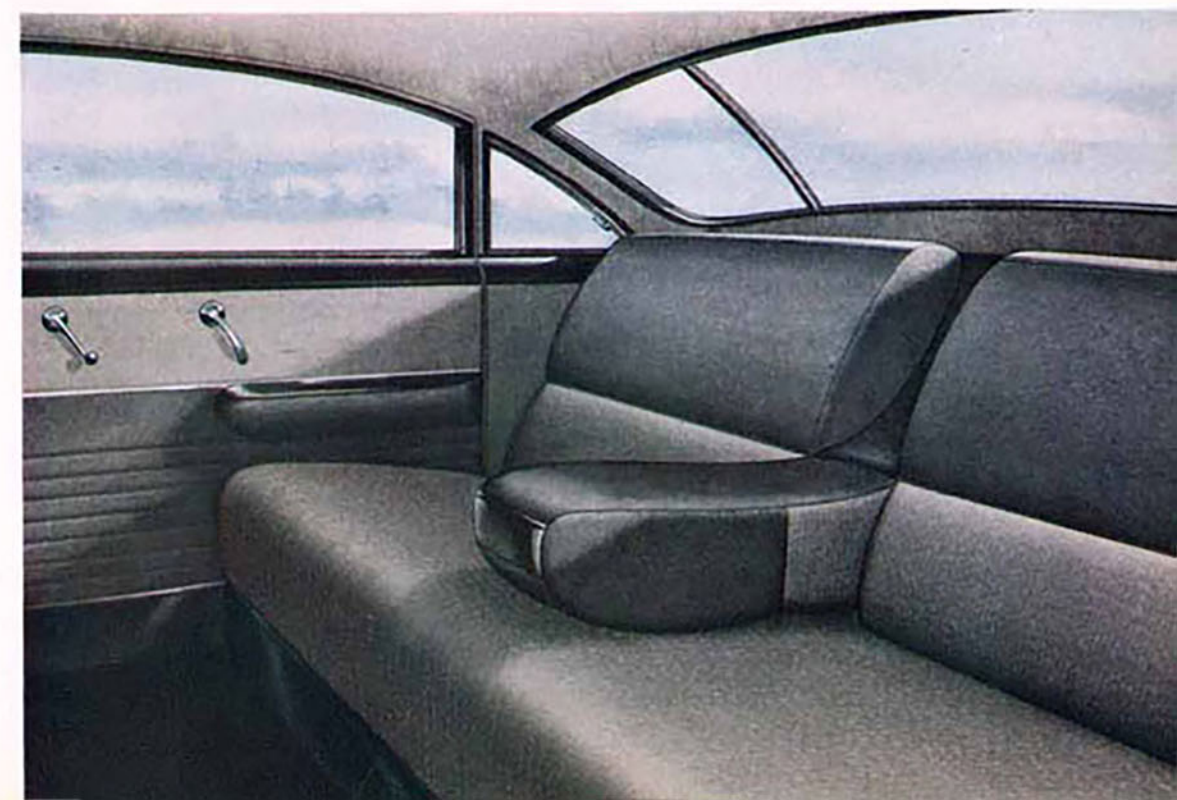


THE NEW *Cadillac* SERIES SIXTY - TWO

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 which has already proved itself so outstanding. The striking interior design is beautifully done in two-tone combination with molding and hardware designed to blend harmoniously. You may choose exterior finish from 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.

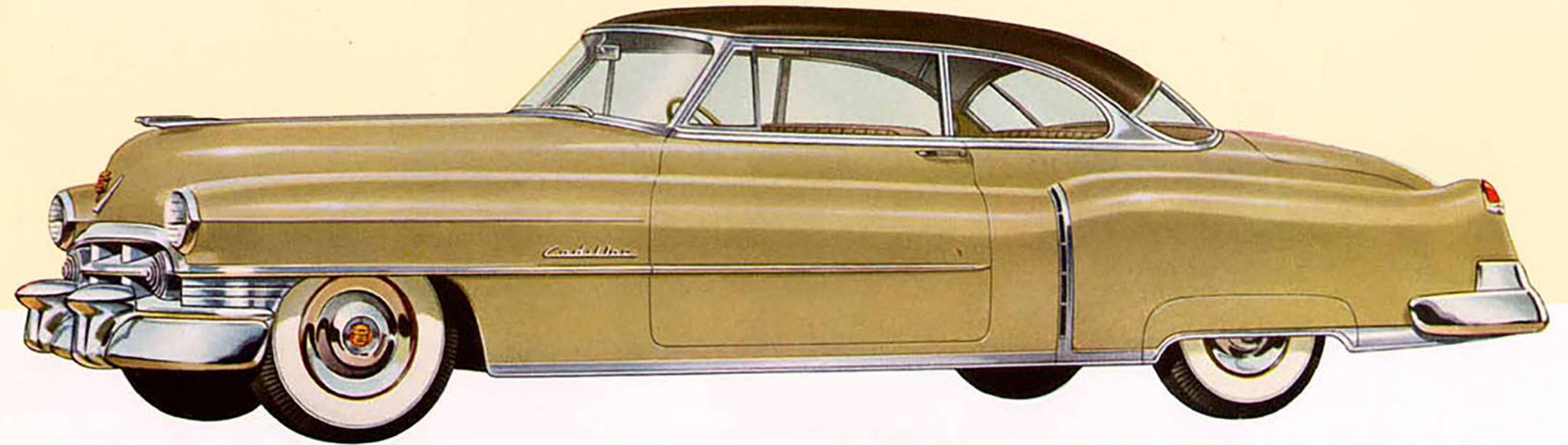




Upholstery of the Series 62 Coupe model, here illustrated, is in two-tone cloth with exaggerated bolster effect. Body sides, both front and rear, are trimmed with a horizontal pleat motif, set off with narrow chrome trim moldings. Ash trays are located in side arm rests. Hydraulically operated window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



IN ITS 48TH YEAR AS STANDARD OF THE WORLD



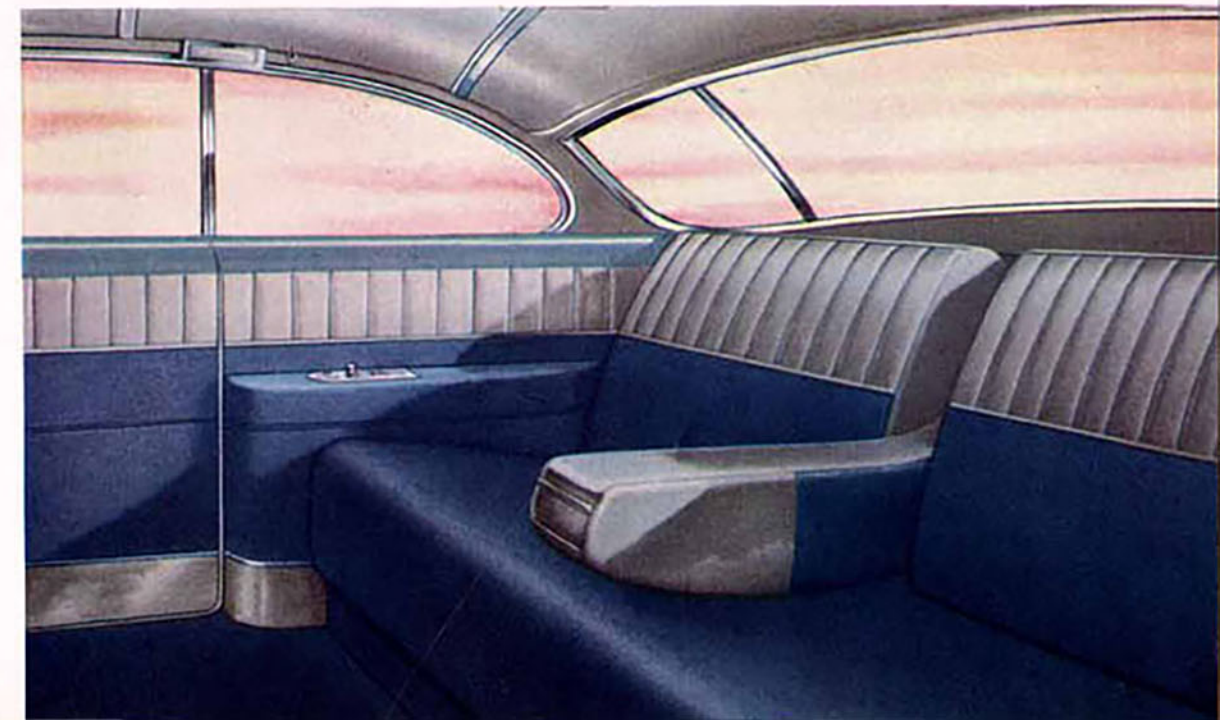
SERIES SIXTY - TWO COUPE DE VILLE



SERIES 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.

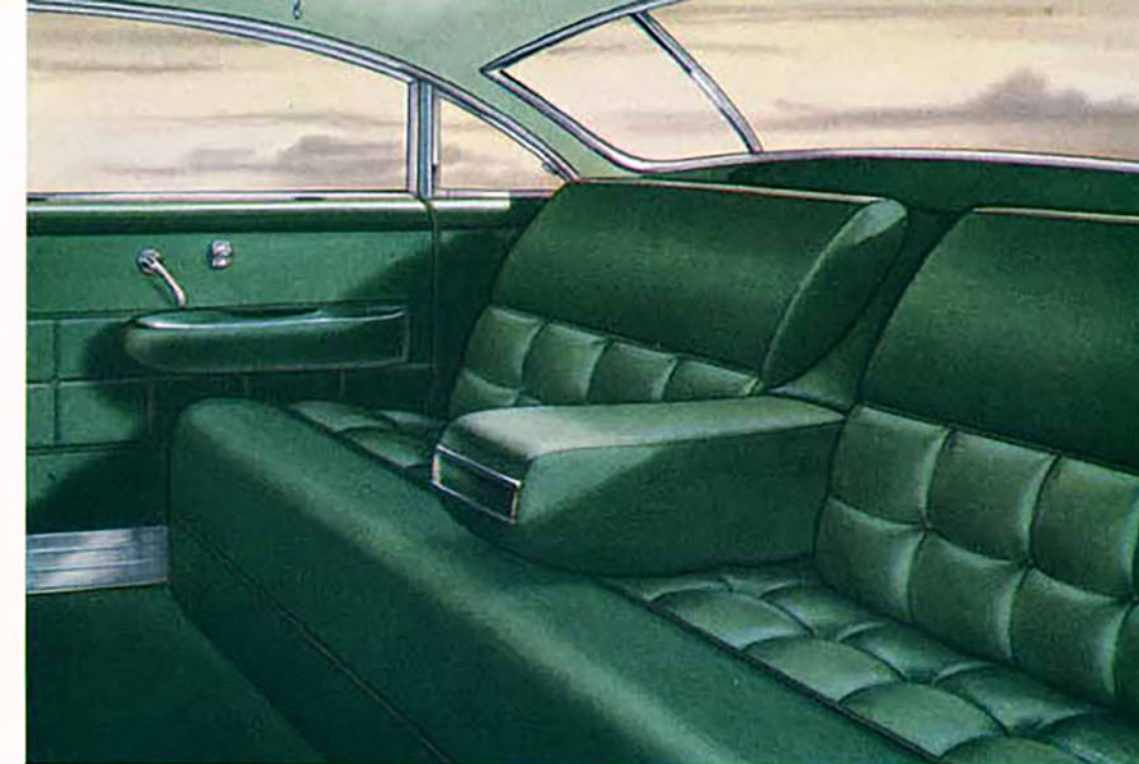
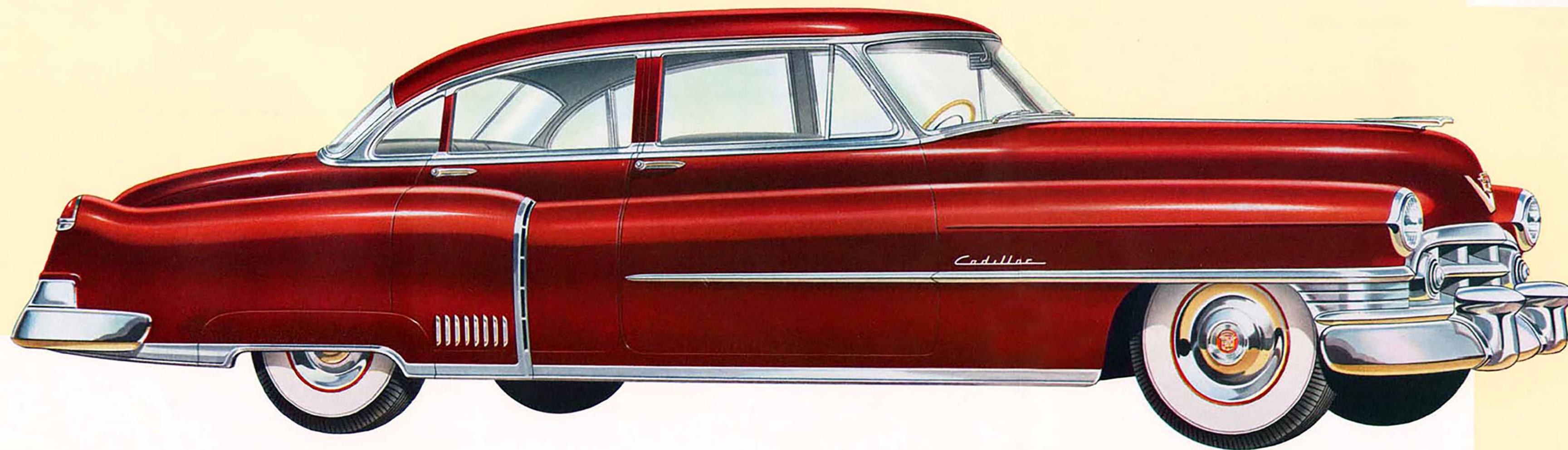
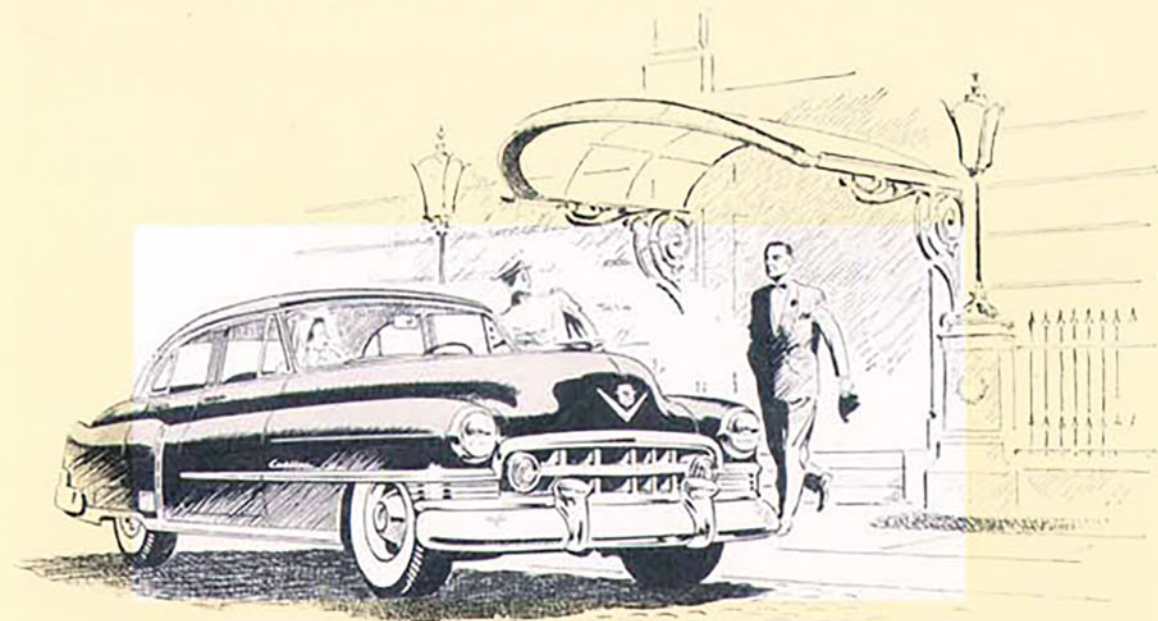
The Sport Coupe motif is carried to its highest degree of perfection in the Series 62 Coupe de Ville—a model that is equally at home on the polo grounds or under some famous marquee. In general appearance and contour this car has the same design characteristics as the coupe described on opposite page. 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. The headlining is in an artificial leather. Hydraulically operated windows and front seat adjustment are standard equipment.



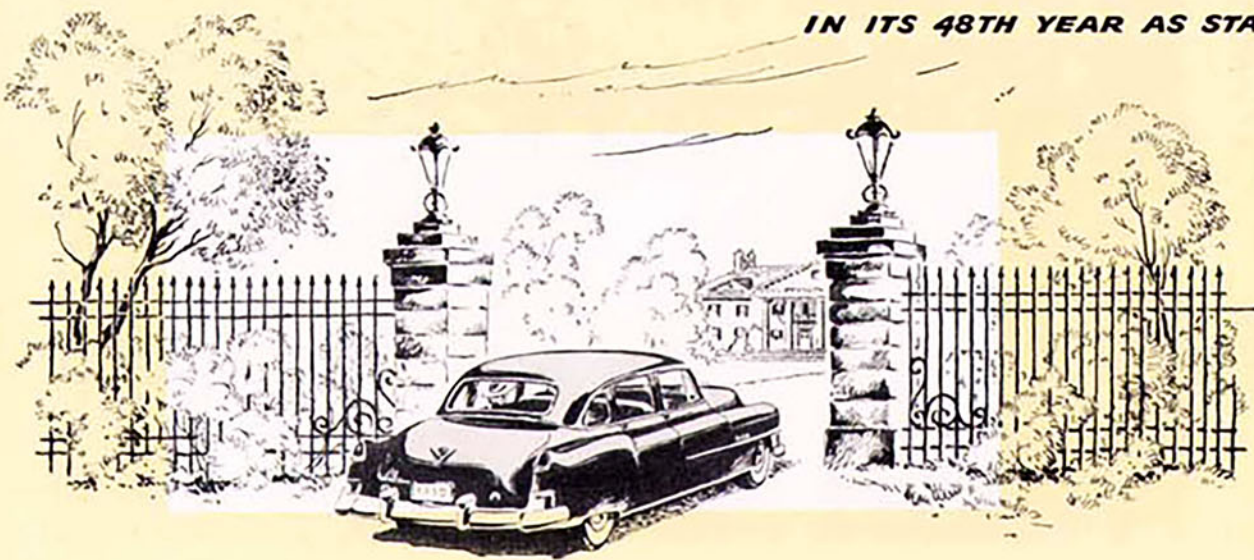


IN ITS 48TH YEAR AS STANDARD OF THE WORLD

THE NEW *Cadillac* SERIES SIXTY SPECIAL



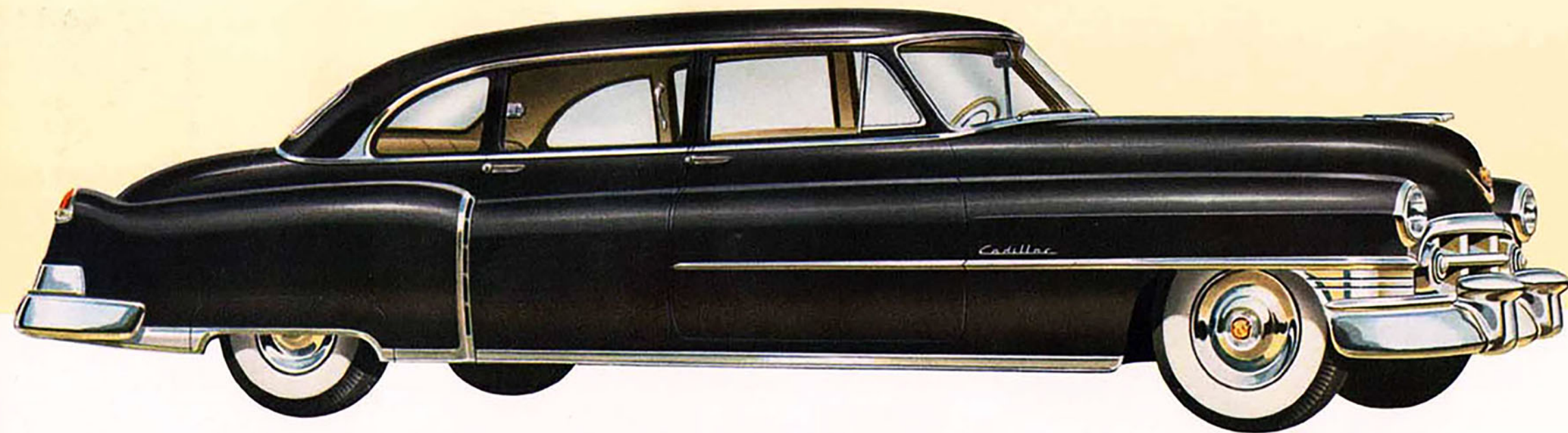
There is only one Cadillac Fleetwood 60 Special model—a beautiful four-door sedan, whose extra length and graceful full-flowing lines distinguish it as the aristocrat of the highways. In every contour and appointment, emphasis is upon *luxury*. It is the natural and logical choice of fine-car owners 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 broadcloth or Bedford cord. In each instance trim is in beautifully harmonizing colors. Included among the features of the 60 Special are hydraulically operated window controls and 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



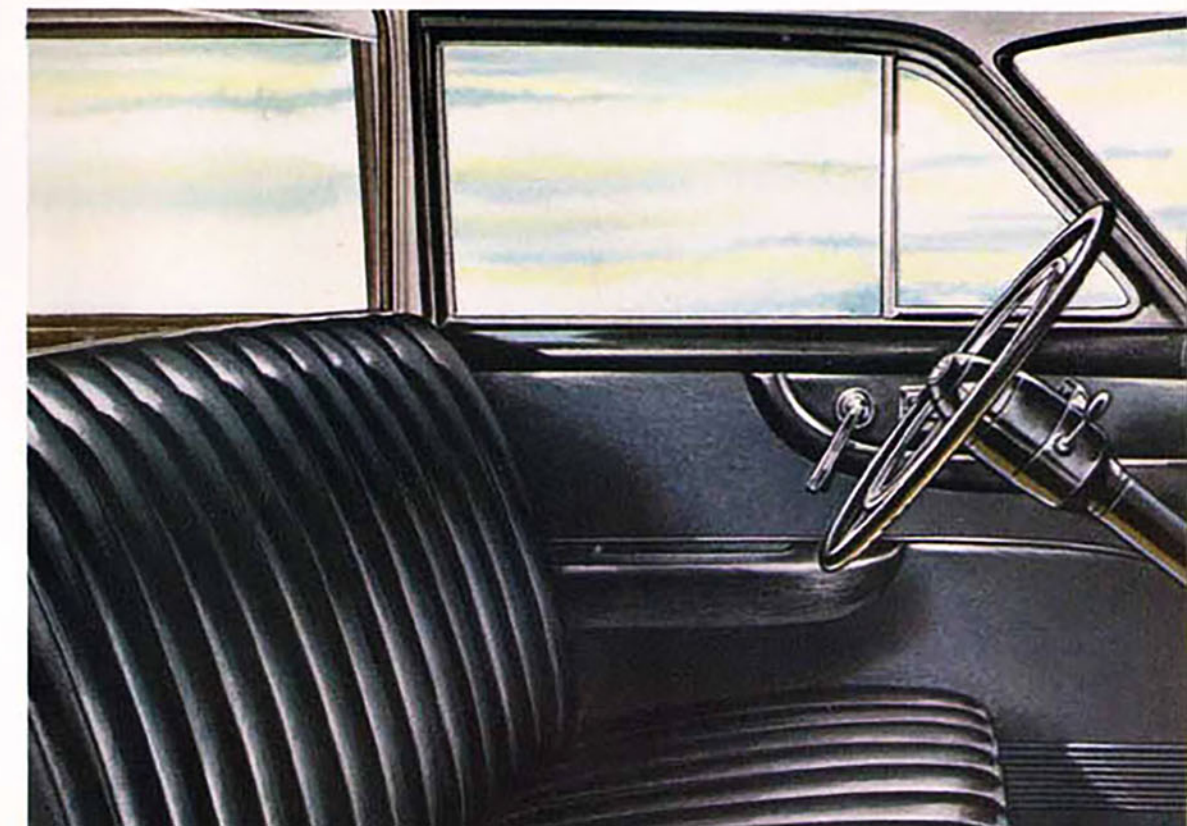
THE NEW *Cadillac* SERIES SEVENTY-FIVE ... AMERICA'S MOST DISTINGUISHED MOTOR CAR



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 extra wide auxiliary seats, the chassis wheelbase has been increased to the extraordinary length of 147 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 most unusual comfort for cross-country travel.



Interiors of the Series 75 models are unusually commodious accented by luxurious fabrics and trim. As illustrated at left, 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 both side arm rests. Illustrated below is the limousine front compartment. Seats and seat backs are trimmed entirely in black leather.



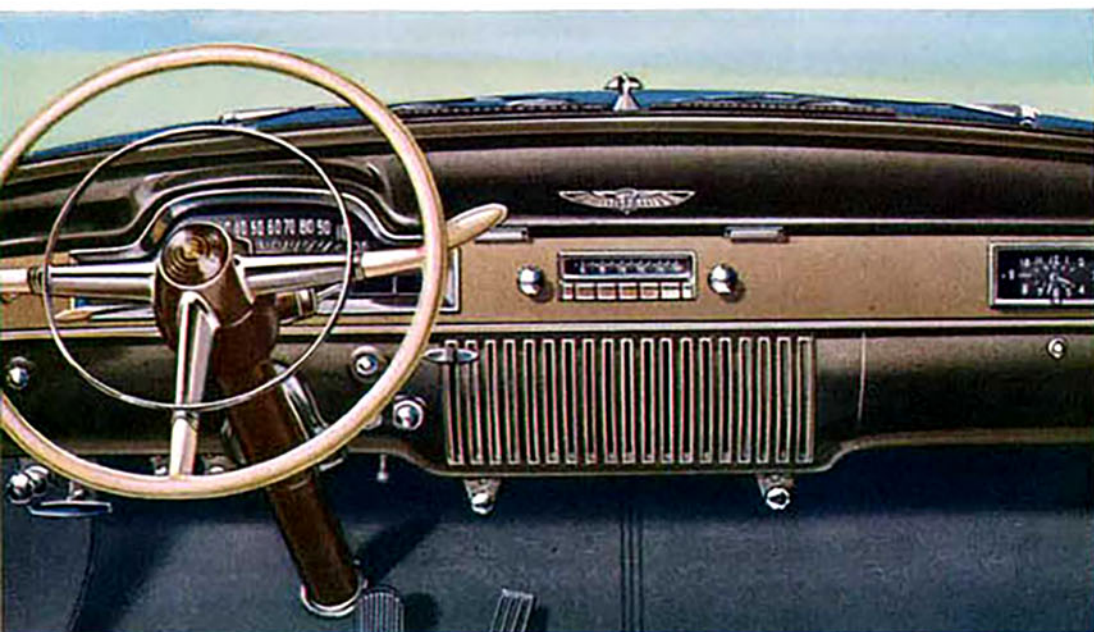
IN ITS 48TH YEAR AS STANDARD OF THE WORLD



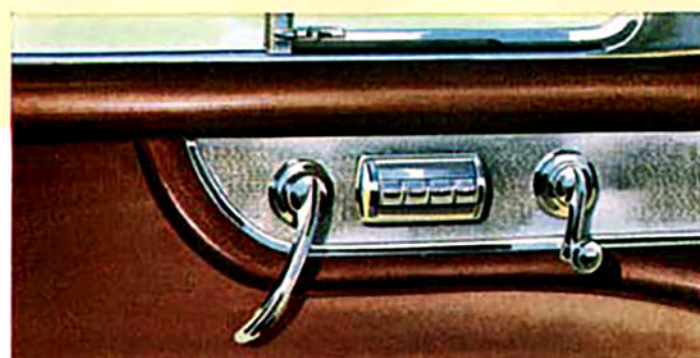
DISTINCTIVE FEATURES OF THE NEW 1950

Cadillac

Cadillac realizes that the basic goodness of a motor car is represented by the sum total of the care and attention that goes into the design and development of each individual detail. Performance, dependability and comfort you naturally expect from a Cadillac—in super-abundance. But there are also many lesser points about a motor car that can make it a joy to own and a pleasure to drive. In the 1950 Cadillac, many of these features—such as one-piece curved-glass windshield, extra large full width rear windows, deluxe low-pressure tires, glare-proof rear mirror, full horn ring and back-up lights—are standard equipment on all models. Other features, such as Cadillac's heating and ventilating system, fog lamps, spotlight and radios are optional at extra cost for those who want them. But, no matter what Cadillac model you buy, or how you have it equipped, you may be sure that when you get it, it will be in every detail the finest automobile you have ever owned.

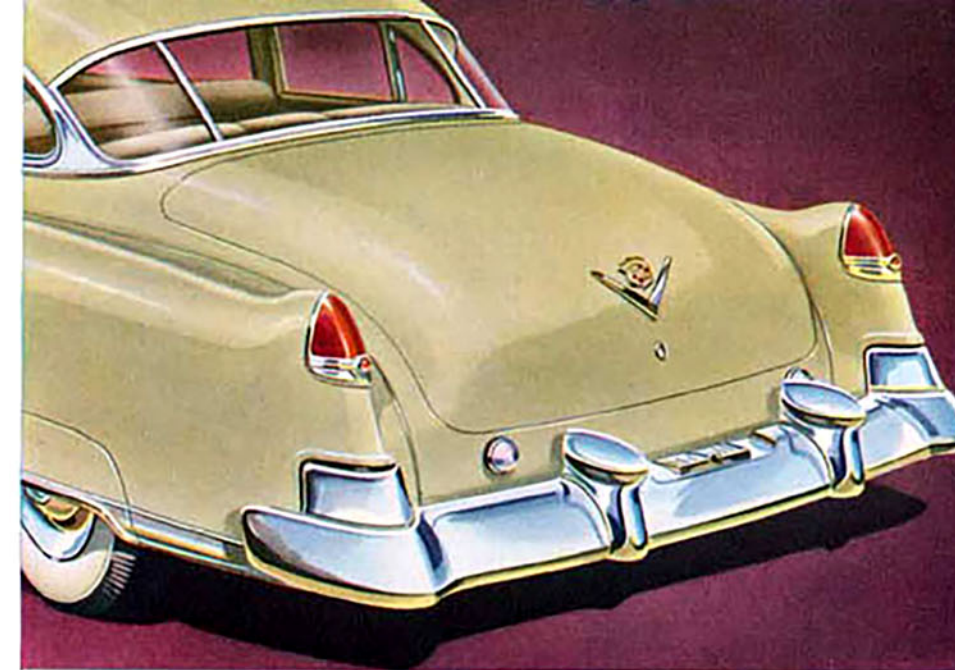


The attractive new instrument panel is beautifully finished in Tudor gray with light tone pattern design insert. Instruments are grouped in order of driver importance for greater visibility and convenience.



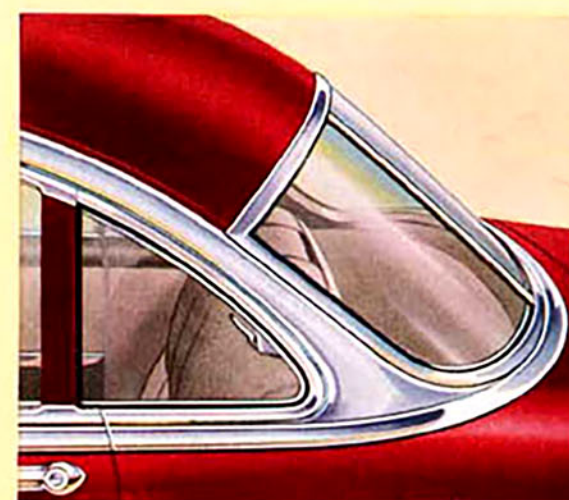
Hydraulic window lifts are standard on the Series 60 Special, 62 Coupe de Ville and Convertible and Fleetwood 75. Optional, at extra cost, on other 62 models.

The large curved one-piece windshield with narrow corner pillars has more than 7 square feet of glass area. Cadillacs contain more than 3500 square inches of glass area.



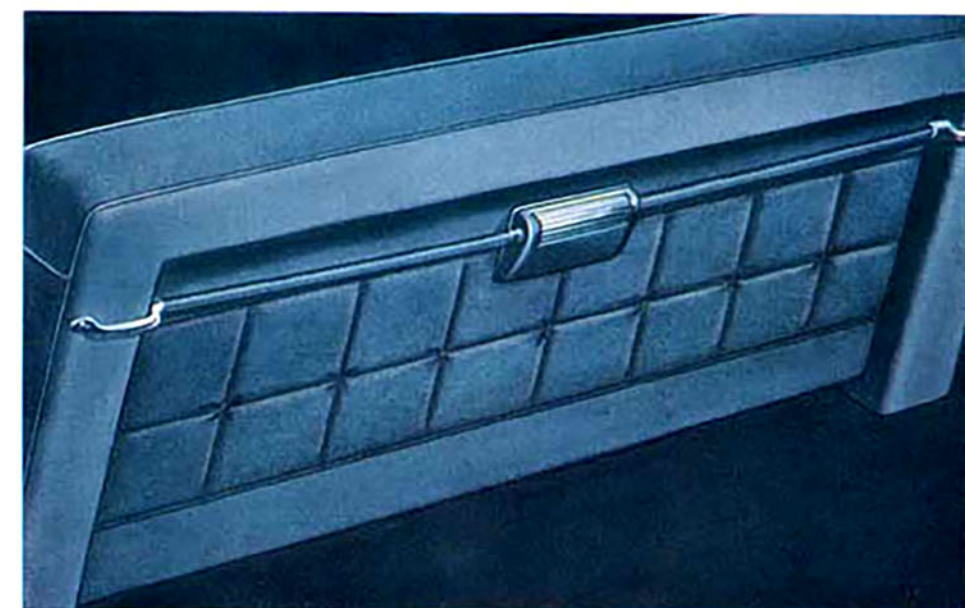
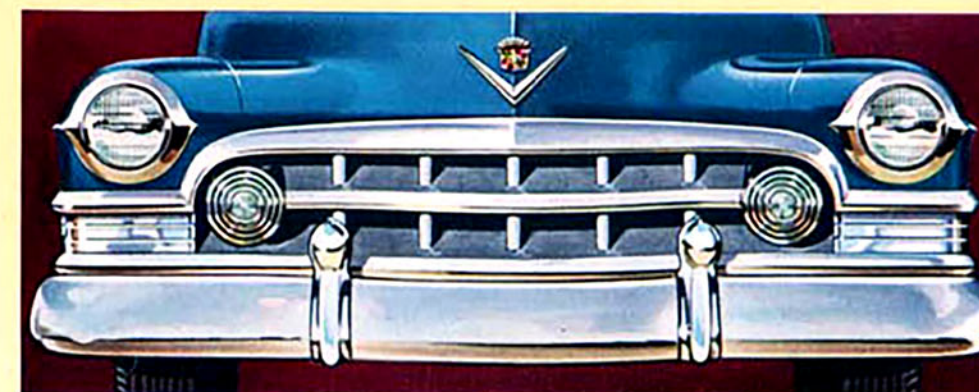
Characterizing Cadillac design is its long, low rear deck and its distinctive rear fender treatment with tail lamps in the up-sweep. The wide V with traditional Cadillac crest serves as decklid handle. Back-up lights are standard equipment on all models.

The seat back of the 60 Special, illustrated below, is dramatically styled with bolstered top and edges. The footrest is recessed in the bottom of the front seat back. A built-in ash receiver with cigar lighter and a robe cord are features of convenience.



Rear and side vision is greatly improved by the new narrow rear quarter panel which because of its construction greatly increases structural strength. The wide clear-across curved rear window frame and corner pillar are in bright chrome.

Illustrated below is the new Cadillac grille for 1950. The heavy chrome plated horizontal bars extend across the full width of the car. Directional signal and parking lights are incorporated in the grille as part of its basic design.



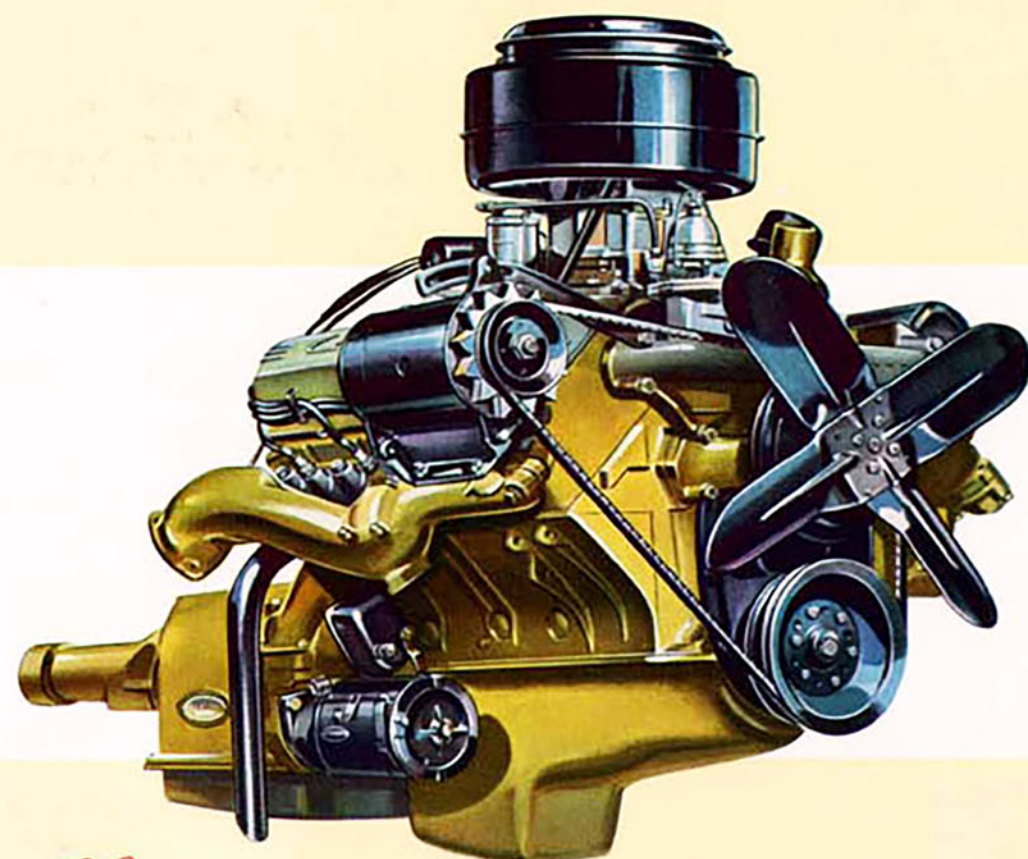
OPTIONAL *EQUIPMENT

You may order your new Cadillac equipped as you want it. Available for factory installation: Hydra-Matic Drive optional on Series 61 and 75 only. Automatic Heating and Ventilating System. Outside Mirror. Automatic Push-Button Radio. SynchroMatic Radio with rear compartment speaker. Chrome Wheel Discs. Wheel Trim Rings. Windshield Washers. Fog Lamps. Available for dealer installation: Combination Spotlight and Rear View Mirror. Fleetwood Robe. Seat Covers. License Frames.

*At extra cost.



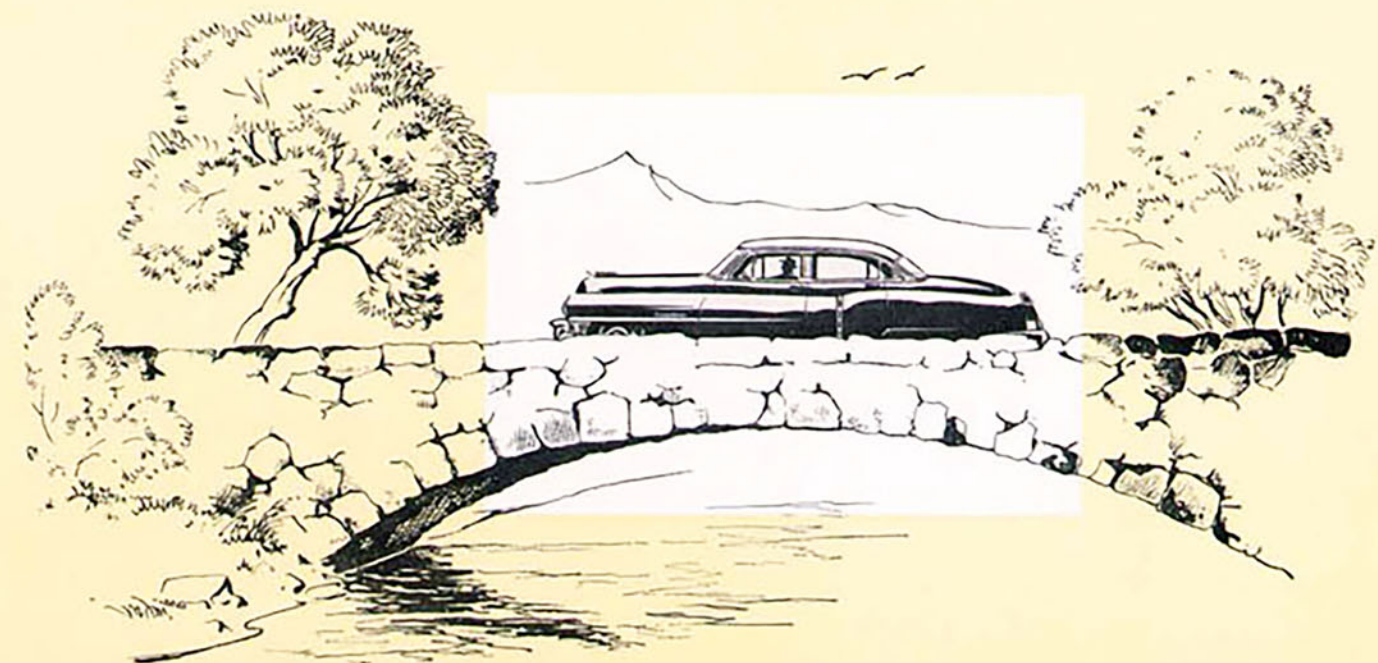
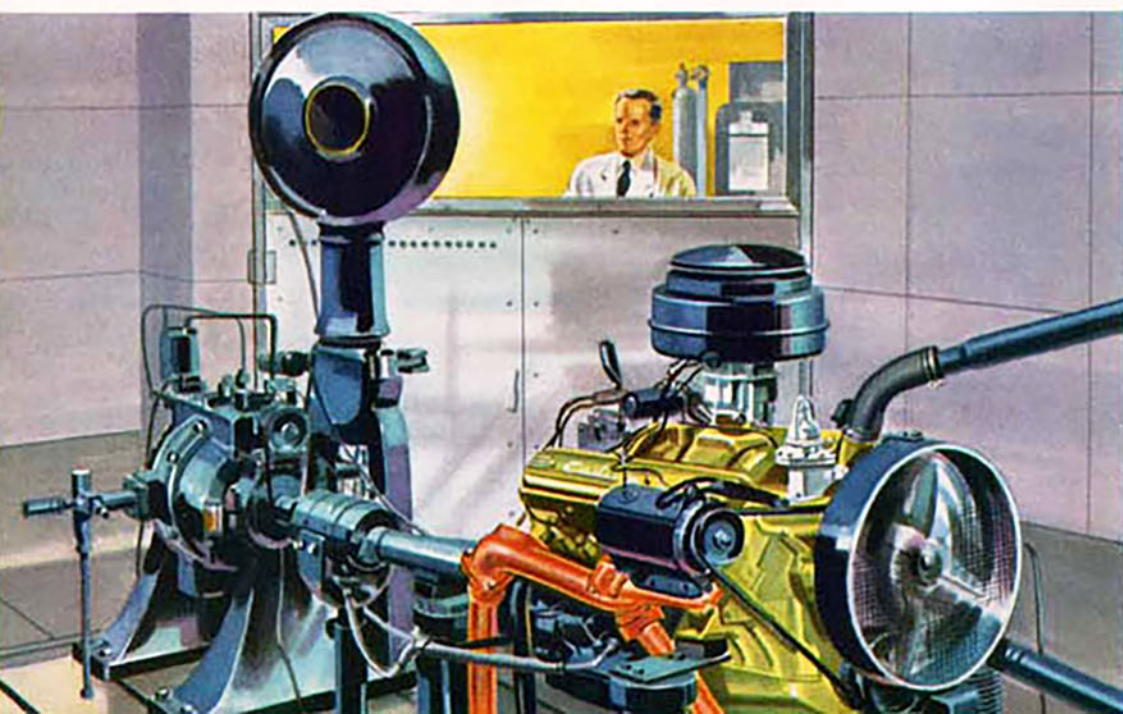
IN ITS 48TH YEAR AS STANDARD OF THE WORLD



Cadillac's GREAT V-TYPE 8 CYLINDER ENGINE

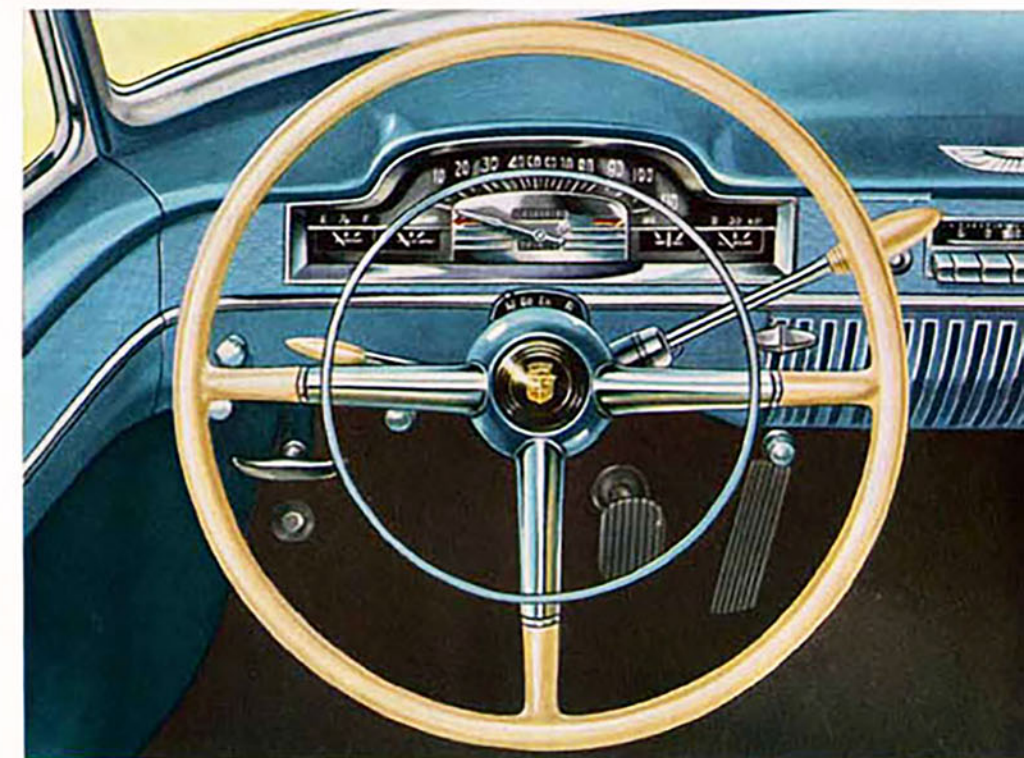
Now in its second year, Cadillac's V-type, overhead valve engine has proved itself the greatest automotive power plant ever built. Although this particular design was under development for several years, much of its success must be attributed to its famous predecessors—the V-type engines which Cadillac 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. Its economy of operation, which approaches that of even the lowest-priced cars, is most amazing. Its performance, its power and agility are finer in every way. Truly here is the greatest engine Cadillac has ever built.

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



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. From the moment the Cadillac is put in motion until it is brought to a complete stop, all operations of driving, except steering, are completely and smoothly automatic. 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.



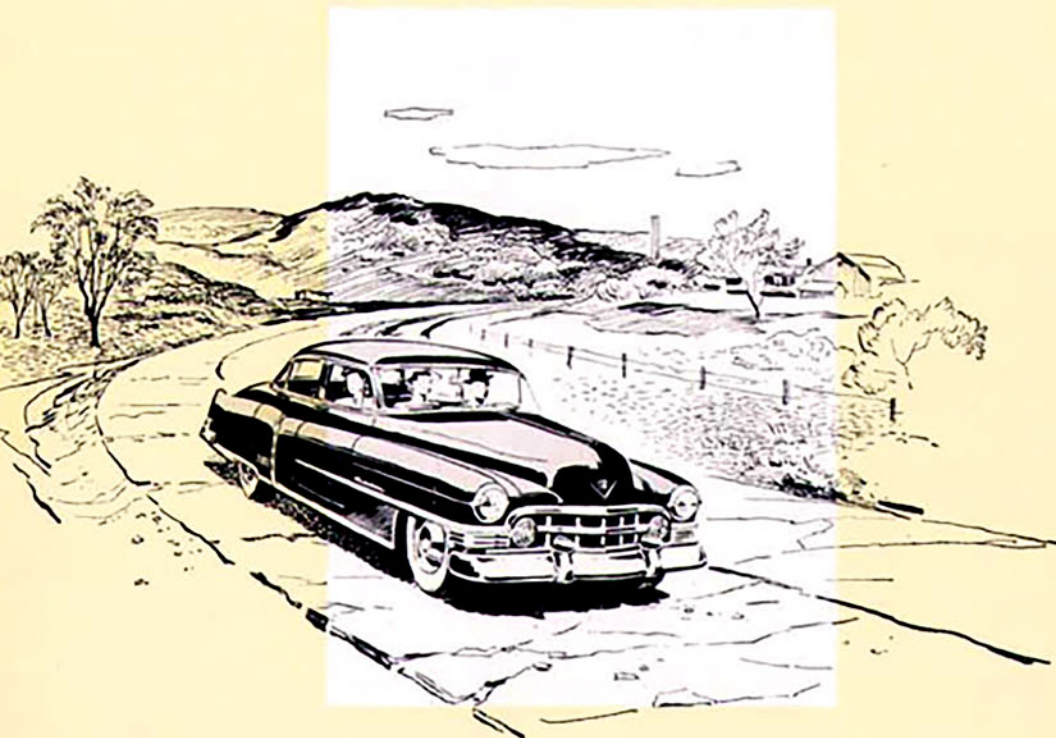
IN ITS 48TH YEAR AS STANDARD OF THE WORLD



Cadillac SERVICE

YOUR DIVIDEND OF CADILLAC OWNERSHIP!

When you purchase a Cadillac, you are doing more than simply buying a new motor car. You are acquiring a treasured possession. Naturally, you want to care for your Cadillac 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 offering just the right expert knowledge, and factory approved parts and equipment is within easy driving distance. And, while most of your service requirements with a Cadillac are likely to be of a routine or preventive nature, we think that you will find that authorized Cadillac dealer service is one of the finest dividends of Cadillac ownership.



1950 CADILLAC SPECIFICATIONS

ENGINE: Designed and precision-built by Cadillac. Eight-cylinder, overhead 90° V-type, bore $3\frac{1}{16}$ ", 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 counterweights. 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, increased output.

STANDARD TRANSMISSION: Cadillac-pioneered Syncro-Mesh type. Standard on Series 61 and 75.

CLUTCH: (with standard transmission) Semi-centrifugal, single-plate torbend disc—Series 61 $10\frac{1}{2}$ " 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. Differential housing offset to provide for straight-line drive. Ratio with standard transmission Series 61—3.77 to 1 (4.27 to 1 on "75"). Ratio with Hydra-Matic Drive 3.36 to 1 (3.77 to 1 on "75").

DIRECTIONAL SIGNALS: Standard equipment.

BACK-UP LIGHTS: 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. in.).

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).

WHEELBASE: 60 Special, 130"; Series 61, 122"; Series 62, 126"; Series 75, 147".

OVER-ALL LENGTH: Bumper to bumper, 60 Special, $224\frac{7}{8}$ "; Series 61, $211\frac{7}{8}$ "; Series 62, $215\frac{7}{8}$ "; Series 75, $236\frac{3}{4}$ ".