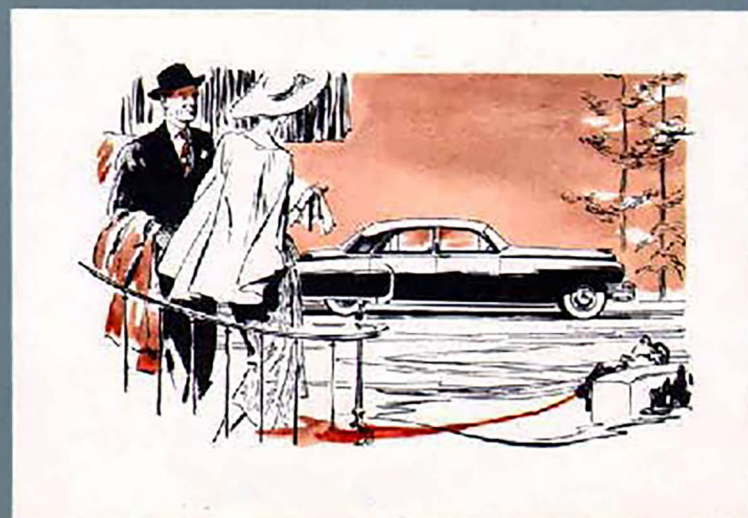




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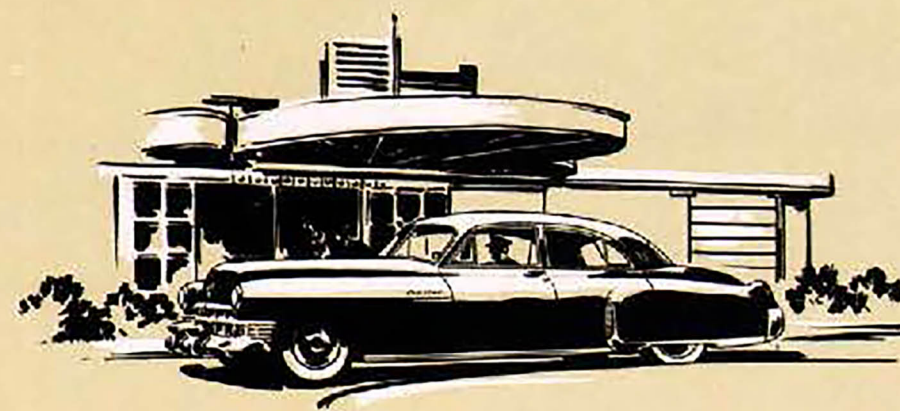




Cadillac

FOR 1949

THE WORLD'S MOST DISTINGUISHED MOTOR CAR

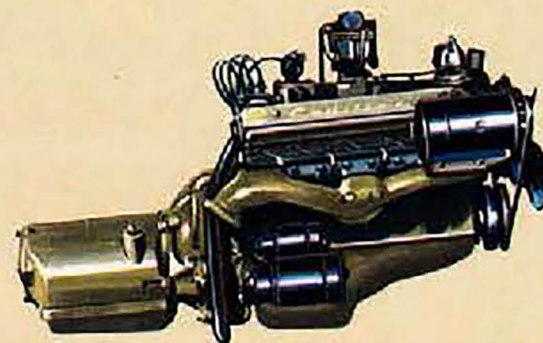
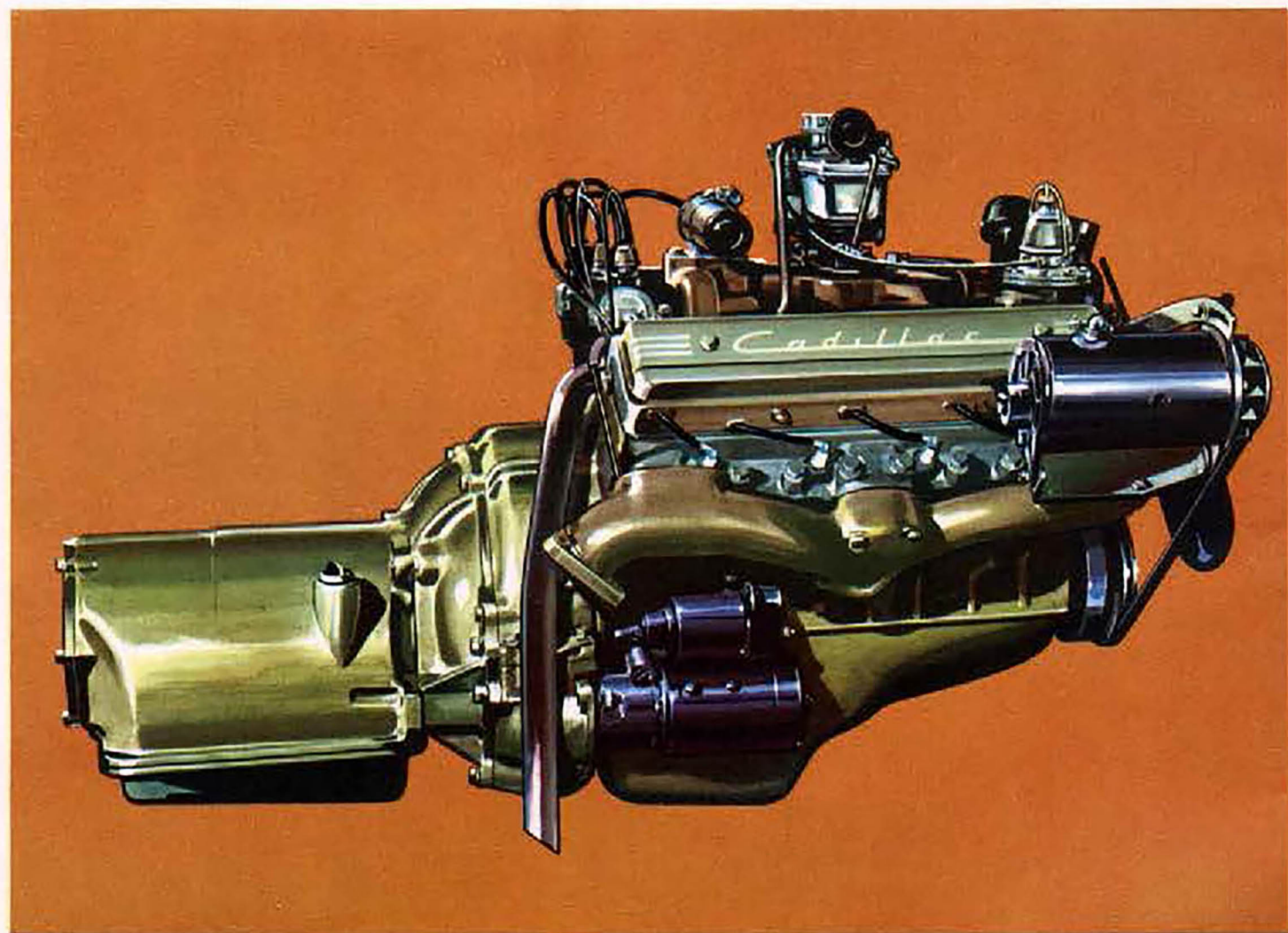


THE STANDARD OF THE WORLD

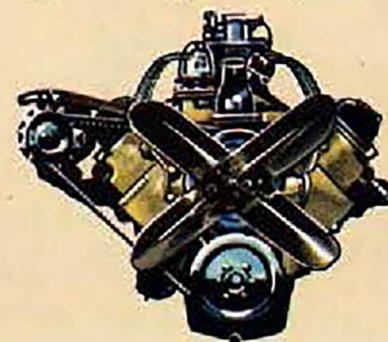


Cadillac PRESENTS ITS GREATEST ENGINEERING ACHIEVEMENT

IN 45 YEARS



This modern, compact engine is designed to take full advantage of the improved fuels now becoming available. It offers increased power with greater economy.



Note the simplicity and clean-cut appearance of this completely new V-8 design. The valve-in-head mechanism is designed for quiet efficiency.

IN KEEPING with its 45-year tradition of seeking always for the ultimate—Cadillac presents, this year, a new motor car engine, totally new in design and performance—the highest development yet attained in automotive power plants . . . This new engine is designed to give exceptionally high power output; strikingly better road performance; smoother, quieter operation; longer life; and increased fuel economy . . . The new 160 horsepower Cadillac power plant is a compact, V-type, 8-cylinder engine—of valve-in-head design, with relatively large bore and short stroke. Basically, this new, simpler, lighter engine is designed to take full advantage of the higher octane fuels which are expected in the years immediately ahead . . . After years of research in the laboratory and on the road, Cadillac presents this basic achievement in better motor-ing as a worthy successor to the finest performing motor car engine in the world. A few minutes—with your own foot on the accelerator—will prove to you that Cadillac has given the world a new standard for automotive engines.

THE STANDARD OF THE WORLD



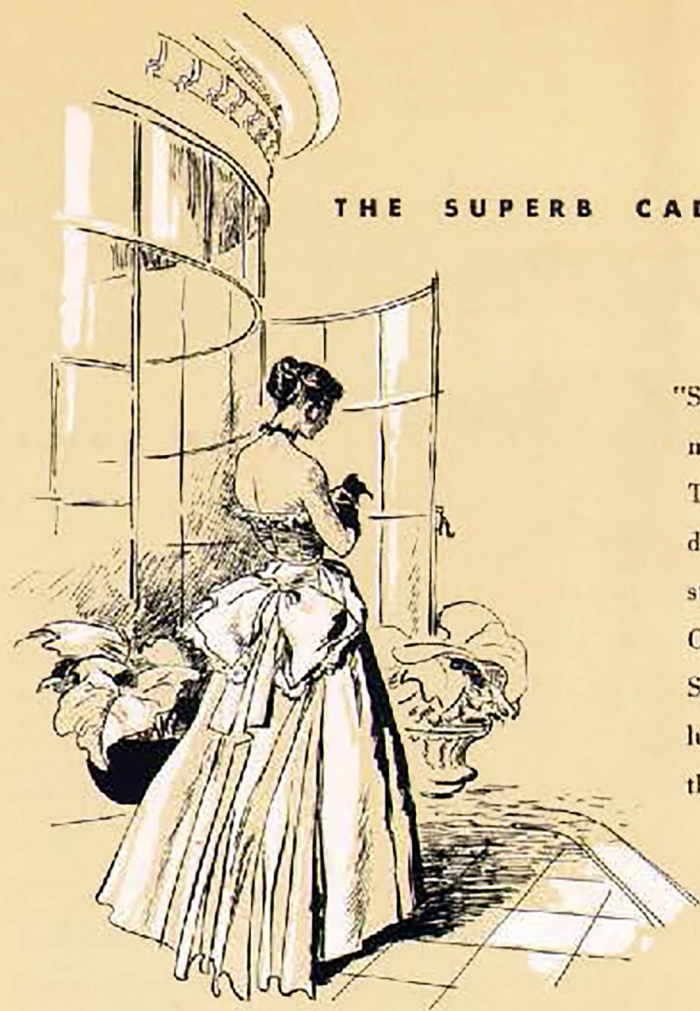
THE MOST BEAUTIFUL *Cadillac* EVER BUILT



THE 1949 Cadillac is truly a motor car apart from all others. For once again Cadillac has given the world a new standard of automobile beauty . . . The new Cadillac brings important refinements to an already famous design. It combines, even more than before, the most eloquent external beauty with the finest interior comfort, convenience and luxury . . . Whenever you see a new Cadillac flash by on the highway you will be impressed by its fleet grace—the smooth flow of body lines into the graceful upward sweep of the rear fenders. You will notice, too, the new massive beauty of the front grille work. . . . Inside the car, other important refinements have been added—the newly designed instrument panel, for example, with its beautiful, practical arrangement of controls . . . As always, one glance is enough to know that Cadillac is supreme among motor cars—this year, more than ever, Cadillac supremacy is something you should experience for yourself.

THE STANDARD OF THE WORLD

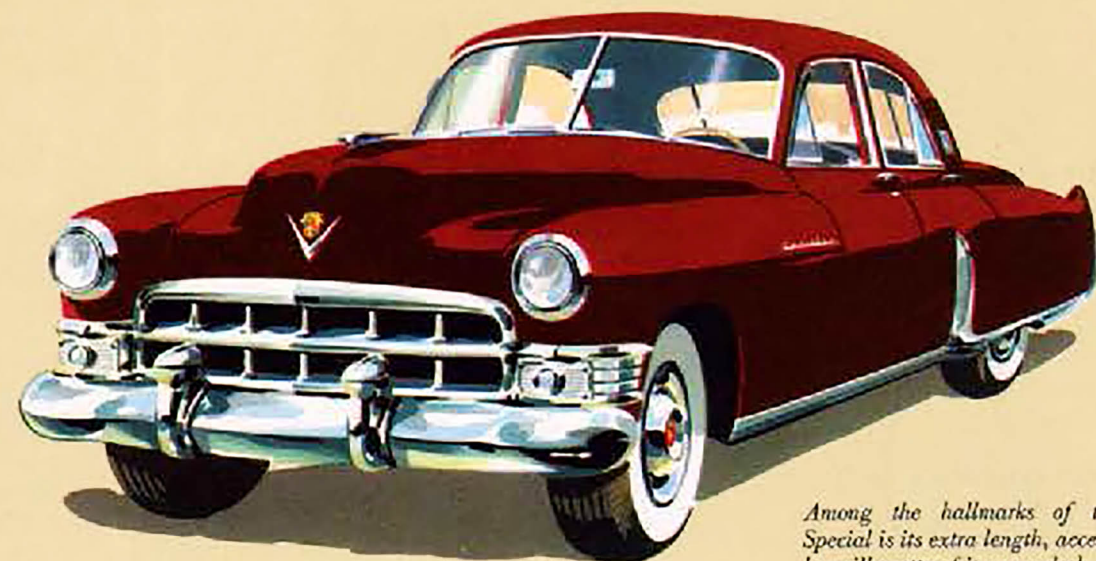
THE SUPERB CADILLAC-FLEETWOOD SIXTY SPECIAL



"SUPERB" is the only proper word for this magnificent automobile—the crowning achievement of Cadillac for 1949. The new Series Sixty Special offers, literally, everything desirable in a motor car—striking beauty of line, custom-styled coachcraft by Fleetwood, performance in the finest Cadillac tradition. . . . The Cadillac Sixty Special Touring Sedan gives you extra length—226 inches overall—more luxurious riding comfort and appointments. It is, truly, the one motor car for those whose choice is unrestricted.



The Cadillac-Fleetwood Sixty Special Touring Sedan



Among the hallmarks of the Cadillac Sixty Special is its extra length, accentuated by the long, low silhouette of its rear deck, which blends beautifully into the graceful, flowing fender line.

Every possible passenger comfort and convenience has been anticipated in the beautiful interiors of the Cadillac Sixty Special. Windows and front seat adjustment are hydraulically operated in this model. Leather and cloth or all cloth upholstery is optional.



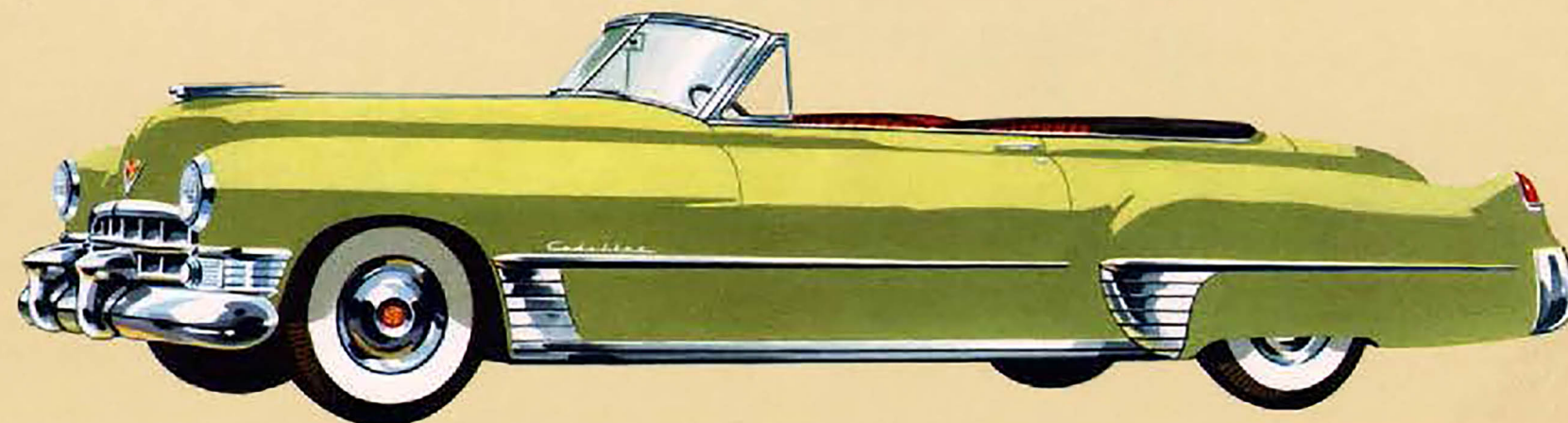
THE BRILLIANT CADILLAC

SERIES SIXTY-TWO

THESE distinctive automobiles are the most popular in the Cadillac line—because they are a fine blend of typical Cadillac luxury and motoring practicality. Series Sixty-Two includes three body styles—a smart Convertible, a five-passenger Touring Sedan and a Club Coupe. Each is distinguished by beautiful Fisher coachcraft, handsome interiors designed and styled by Fleetwood, and, of course—performance of the brilliant Cadillac order.



The Cadillac Convertible—available only in Series Sixty-Two—may be had with either black or tan top. Top, windows and front seat adjustment are hydraulically operated. The interiors are upholstered in leather—available in any one of five attractive colors.



THE STANDARD OF THE WORLD

SUPERLATIVE STYLE IN EVERY LINE...

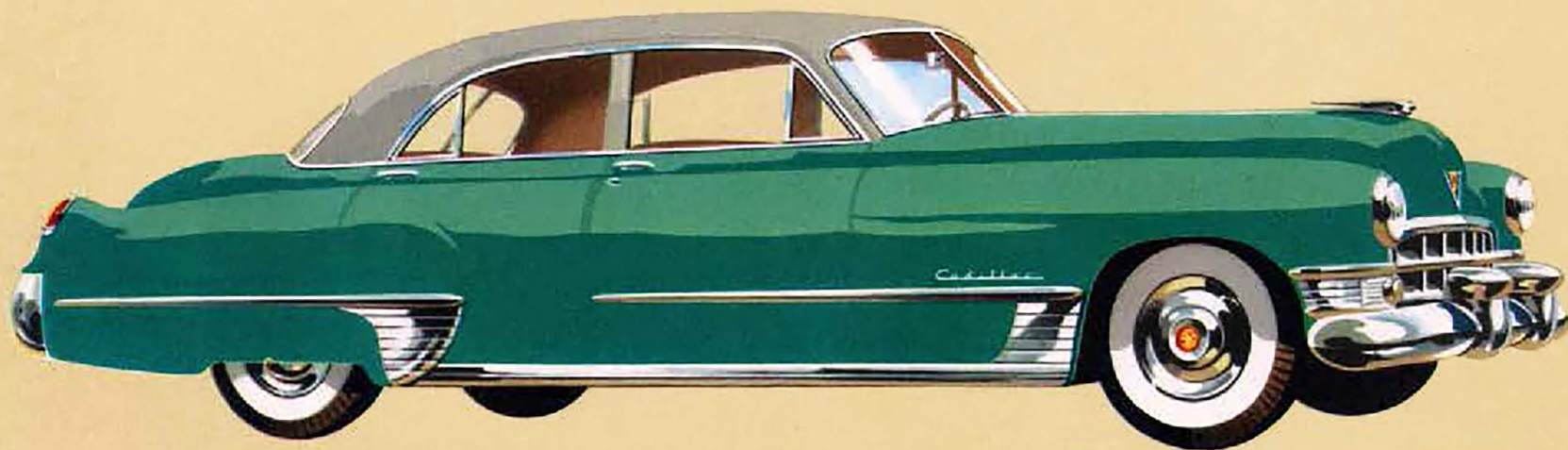
THE SERIES SIXTY-TWO SEDAN

AND CLUB COUPE

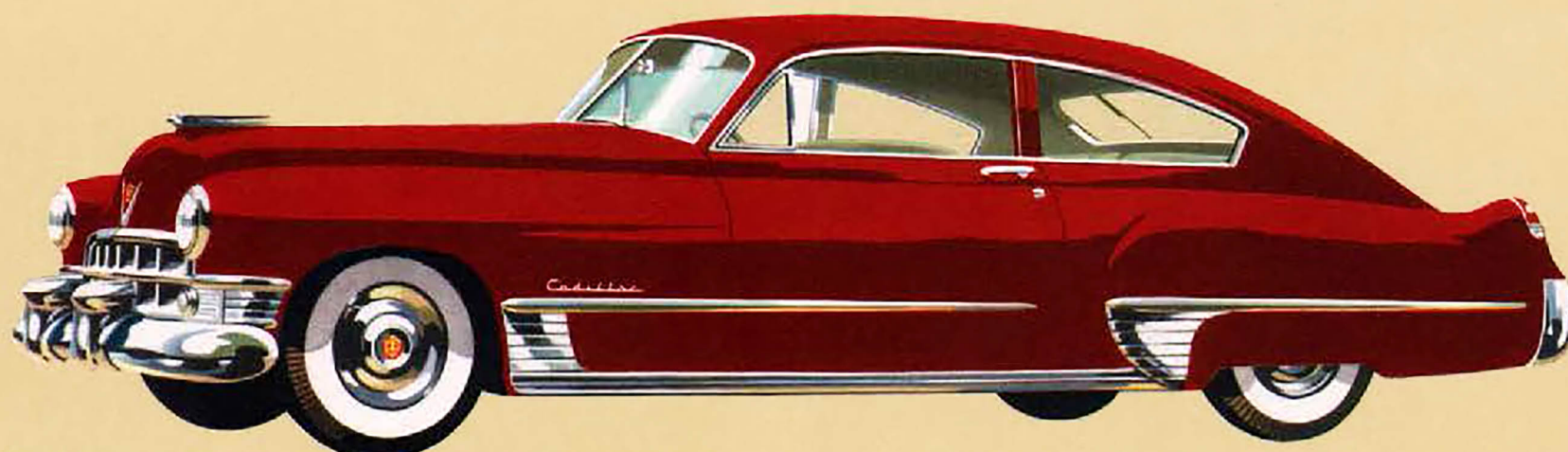
THE two closed models in Cadillac Series Sixty-Two—the Touring Sedan and Club Coupe—are available in a full range of colors and optional upholstery combinations. Distinguishing marks of these famous Cadillac models are the sparkling touches of chrome which highlight their exteriors. Inside, of course, you will find the good taste, comfort and convenience which are synonymous with the word Cadillac.



Interiors of the Series Sixty-Two closed models, designed by Fleetwood, offer new selections of Broadcloth and Bedford Cord. The trim motif is horizontal in feeling—with every possible touch of smartness, convenience and comfort. Both coupe and sedan have center arm rests.



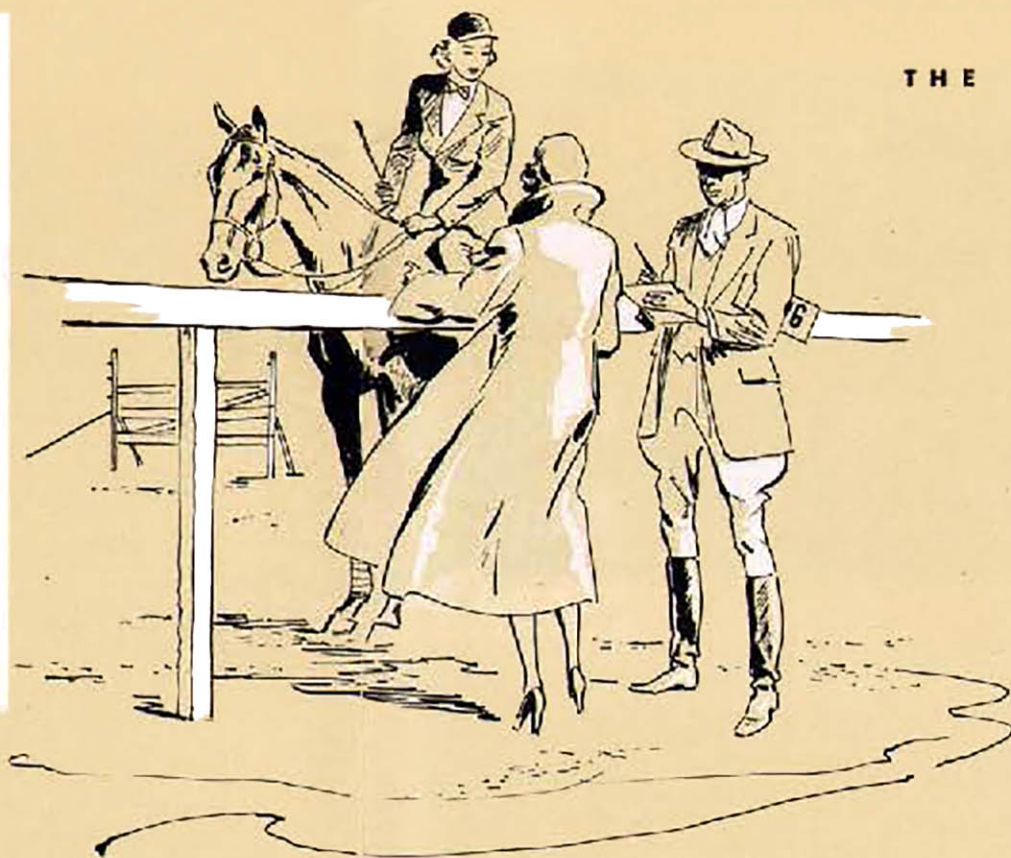
The Series Sixty-Two Touring Sedan



The Series Sixty-Two Club Coupe



Smartly tailored interiors feature rich Dualtone Cord upholstery on seats and seat-backs. A wide, comfortable center arm rest is provided in sedan models. Interiors are styled by Fleetwood.

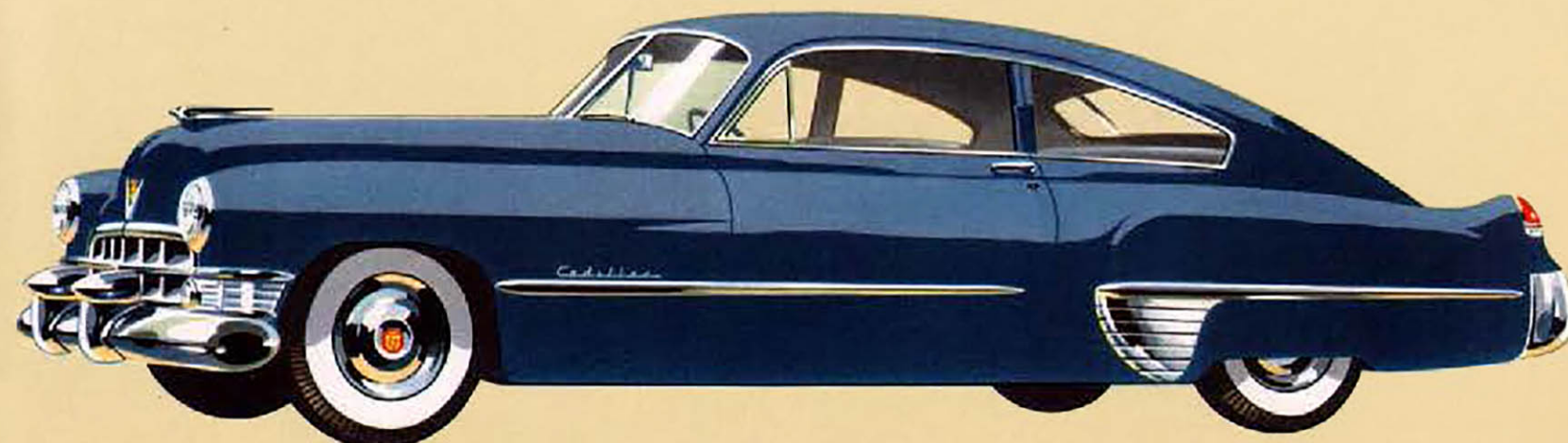


THE SMART CADILLAC SERIES SIXTY-ONE

THE popular Series Sixty-One—offering two body styles, a Four-Door Sedan or Coupe—is the lowest priced Cadillac for 1949. All the superb performance, beauty and convenience of Cadillac have been built into these great motor cars and made available at moderate cost. Both body types are in the characteristic Cadillac style—interior and exterior. Both cars, of course, are powered by the magnificent new Cadillac engine.



The Series Sixty-One Touring Sedan



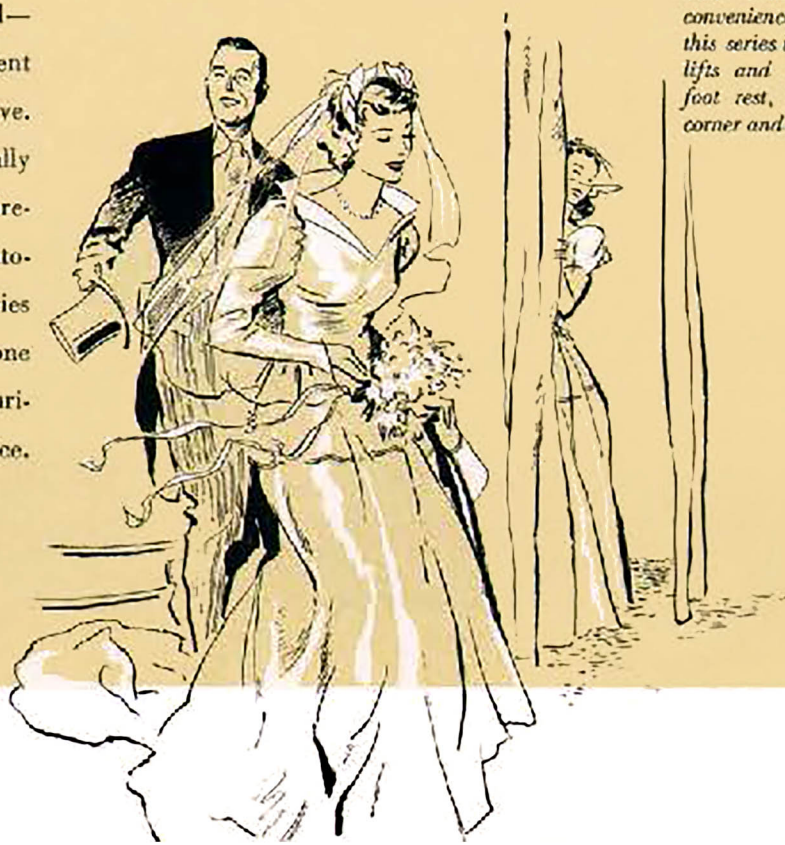
The Series Sixty-One Coupe

THE LUXURIOUS
CADILLAC
SERIES
SEVENTY-FIVE

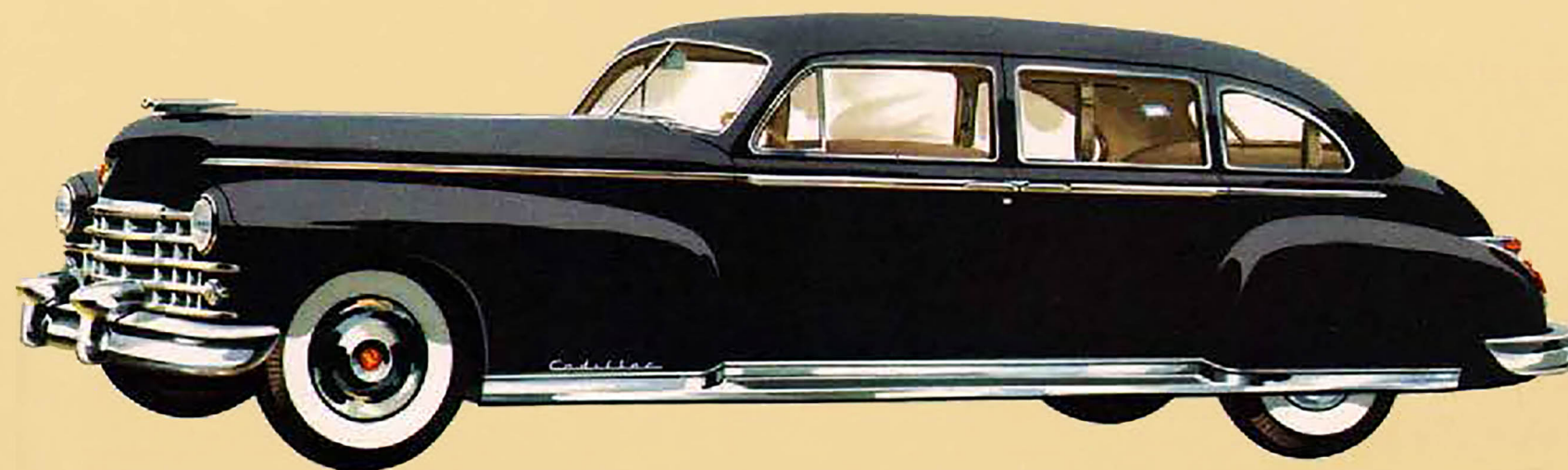


Series Seventy-Five, seven-passenger sedan interiors are similar to the five-passenger model but also include two comfortable folding seats. Sling-type arm rests are an added feature. Available as a limousine with hydraulically operated glass partition and leather upholstery in the front compartment.

DIGNITY, distinguished appearance and appointments, luxury in every detail—these are the hallmarks of the magnificent Cadillac-Fleetwood Series Seventy-Five. Here is a motor car created especially for an exacting clientele whose requirements can be satisfied by no other automobile. The Cadillac-Fleetwood Series Seventy-Five is constructed with but one idea in mind—to create the most luxurious automobile it is practical to produce.



Series Seventy-Five, five-passenger sedan is replete with interior features contributing to luxury and convenience. Standard equipment in this series includes hydraulic window lifts and seat adjustment, folding foot rest, arm rest pockets, dome, corner and door-actuated floor lights.



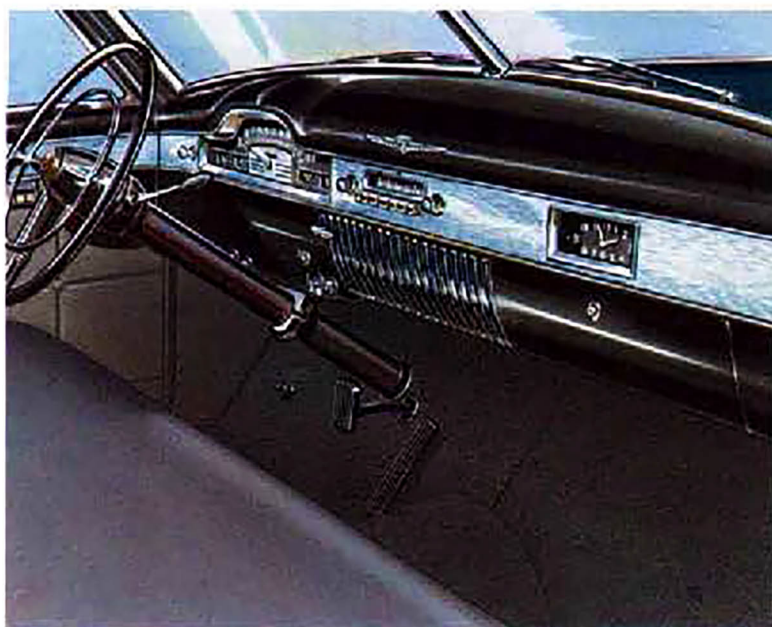
The Cadillac-Fleetwood Series Seventy-Five Seven-Passenger Sedan.

COMFORT • CONVENIENCE

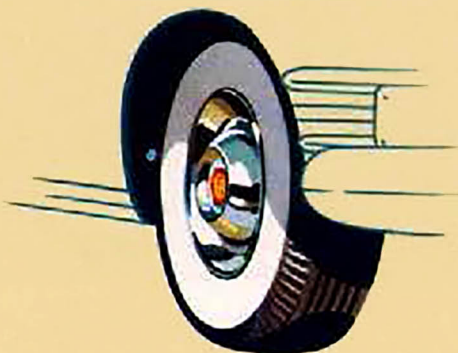
BEAUTY • SAFETY IN THE

CADILLAC TRADITION

At right is shown the front compartment and attractive new instrument panel of the new series "60 Special," Hydra-Matic Drive, here illustrated, radio and optional heating and ventilating systems are available on all models at extra cost.



All series "60 Special," "62" and "61" Cadillac cars come equipped with 8.20" low pressure tires on 6" rims. These tires "absorb" road shock, adding to riding comfort.



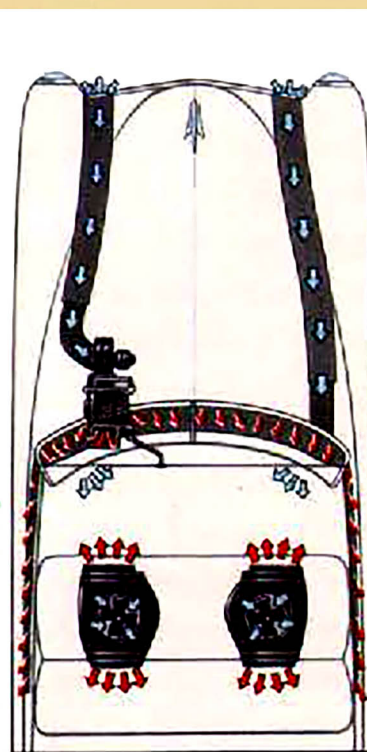
To BUILD the finest motor car it is practicable to produce has always been Cadillac's primary objective. This applies not only to basic design, but to the thorough engineering of all secondary features contributing to comfort, convenience, safety and refinement. Thus, complete satisfaction contributes measurably to innate pride of Cadillac ownership. Many features, including low-pressure tires and large, clear-vision glass area, are in-built into every series "60 Special," "62" and "61" Cadillac car. Others, such as Hydra-Matic Drive, Cadillac's heating and ventilating systems are optional, at extra cost, on all models according to owner preference. But, regardless of which Cadillac you choose, or the equipment you select, you are assured that your 1949 Cadillac will come to you as the finest car you ever owned.



Illustrated here is the clear vision of the series "62" sedan. Nearly 3500 square inches of safety glass, including large curved glass windshield and rear window make the Cadillac a safer and more desirable motor car to own and drive.

This all-weather heating and ventilating system includes one heater-defroster and two undersat heating units for the even distribution of heat. Windshield defroster ducts extend across both front door windows to provide clear side vision.

Hydraulic window lifts are standard on the series "60 Special," the "62" Convertible and the series "75" sedans. Optional, at extra cost, on other Series 62 models.



OPTIONAL* NEW CAR EQUIPMENT

YOUR NEW Cadillac will come to you equipped just as you order it.

Available for Factory Installation: Hydra-Matic Drive • Automatic Heating & Defrosting • Heater Defroster units • Radio • Rear Compartment Radio (Series 75 only) • Special Steering Wheel Chrome Wheel Discs • Trim Rings • Glare Proof Mirror • Back-up Lights • Windshield Washers • Fog Lights. *Available for Dealer Installation:* Rear Compartment Radio Speaker • Spotlight and Rear View Mirror • Fleetwood Robe • Seat Covers • License Frames • Outside Mirror

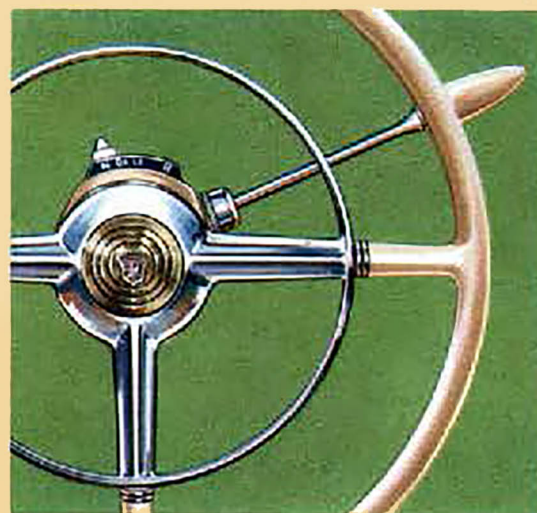
*At Extra Cost.

Cadillac

ENGINEERING LEADERSHIP



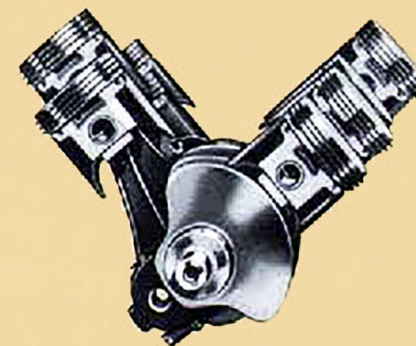
EFFORTLESS DRIVING WITH GM HYDRA-MATIC DRIVE



FROM the moment you touch your foot to the accelerator of a Cadillac with GM Hydra-Matic Drive, until you apply your brakes to stop, everything except steering is fully automatic! You need have no thought of clutch or gear operation—for there is no clutch pedal, no gearshift lever. 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 the indicated position (R) and press the accelerator. "Low" (LO) position is used only for extra engine braking power on steep hills or, on those very rare driving occasions when continuous heavy pulling is essential.



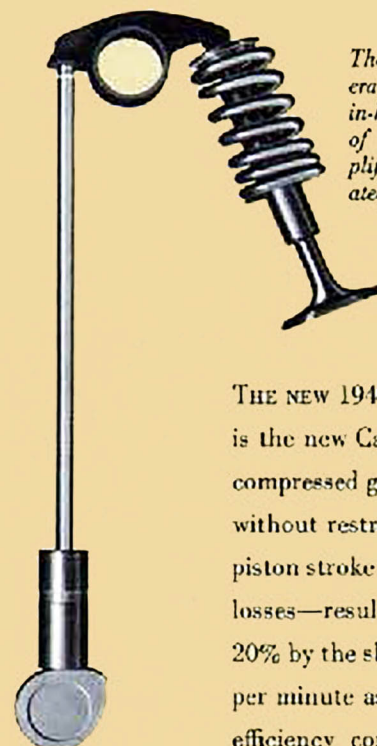
AMERICA'S NEWEST, FINEST MOTOR CAR ENGINE



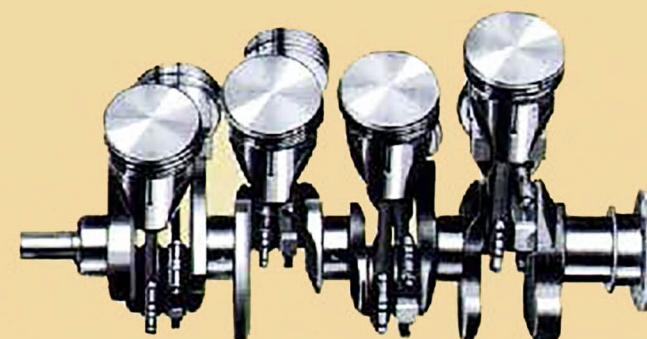
Piston skirts are shaped to nest between crankshaft counterweights resulting in compact design giving reduced weight, lower reciprocating forces, and less rotating inertia.



Five-bearing camshaft and crankshaft materially reduce weight yet greatly increase rigidity of these units in operation.



The amazingly quiet, efficient operation of Cadillac's new valve-in-head mechanism is the result of the scientific design of simplified, light-weight parts actuated by hydraulic valve lifters.



THE NEW 1949 Cadillac engine is a revelation in automotive design and efficiency. Among its advances is the new Cadillac valve-in-head combustion chamber design which assures controlled burning of the compressed gas to create a smooth power thrust, and which permits the use of higher compression ratios without restricting the flow of the gases in and out of the cylinder. A larger cylinder bore and shorter piston stroke combination increases thermal efficiency by exposing 12% less cylinder bore area to flame losses—resulting in markedly lower heat loss, greater cooling efficiency. Piston velocity has been reduced 20% by the shorter stroke, reducing friction power losses—at 4000 RPM the pistons travel at 2400 feet per minute as against 3000 feet per minute in previous engines. Thus, high mechanical and thermal efficiency contribute materially to increased performance at all speeds and to greater economy.

CADILLAC SERVICE—A 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. Every Cadillac dealer is enrolled in the job of keeping your Cadillac in its finest condition. This is true of your own dealer and every Cadillac dealer in America.

Wherever you may be, genuine Cadillac service is at your disposal offering just the right expert knowledge, just the right Cadillac equipment to serve you best. While most of your service with a Cadillac is 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: Newly designed and precision-built by Cadillac. Eight cylinder, valve-in-head 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 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. Series 75: 24 gals.

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

STANDARD TRANSMISSION: Cadillac-pioneered Synchro-Mesh type.

CLUTCH: Semi-centrifugal, single-plate torbend disc—10 $\frac{1}{4}$ " outside diameter (Series 75-11").

HYDRA-MATIC DRIVE: (Optional at extra cost) fully automatic, eliminates clutch pedal and gear-shift lever. Consists of a fluid coupling and three automatically actuated gear sets giving four forward speeds and reverse.

REAR AXLE: Hypoid, semi-floating type. 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 220 sq. in. braking area (Series 75: 233 sq. inches).

STEERING GEAR: Recirculating ball type, overall ratio 25.6 to 1.

FRAME: Rigid X-type, reinforced side members with deep X-member junction; maximum depth 6 $\frac{1}{2}$ " ; maximum width 2" (Series 75: maximum depth 7 $\frac{3}{8}$ " ; maximum width 2 $\frac{1}{4}$ ").

RISE STABILIZERS: Front: torsion bar type; Rear: cross link type.

TIRES: Low pressure 4 ply 8.20 x 15 (Series 75: 6 ply, 7.50 x 16).

WHEEL BASE: 60 Special, 133"; Series 61 and 62, 126"; Series 75: 136".

OVERALL LENGTH: Bumper to bumper, 60 Special, 226"; Series 61 and 62, 215"; Series 75, 225".

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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