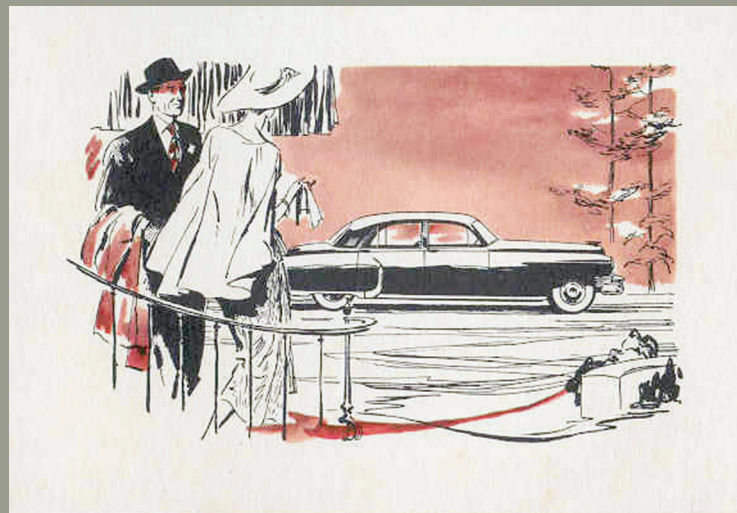


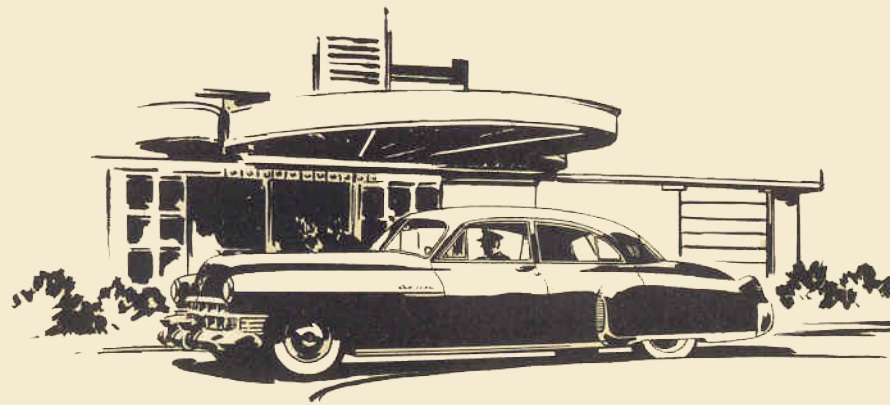
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Cadillac

FOR 1949

THE WORLD'S MOST DISTINGUISHED MOTOR CAR





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.

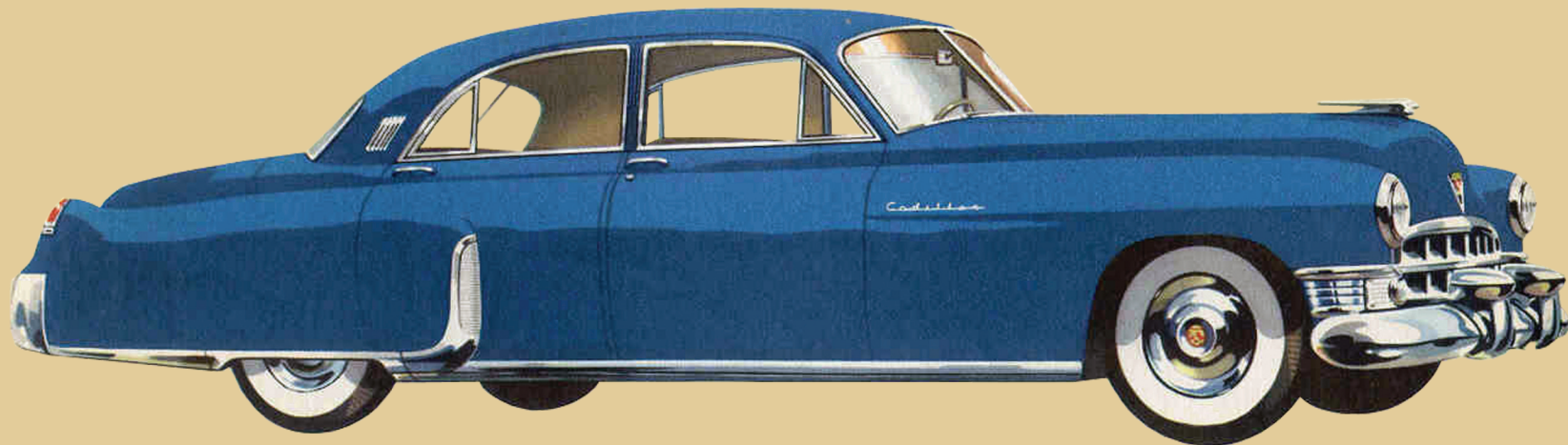


...Inside the car, other important refinements have been added—the newly designed instrument panel, for example, with its beautiful, practical arrangement of controls...As always, on glance is enough to know that Cadillac is supreme among motor cars—this year, more than ever, Cadillac supremacy is something 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 coach craft by Fleetwood, performance in the finest Cadillac tradition... The Cadillac Sixty Special Touring Sedan gives you extra—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

THE BRILLIANT CADILLAC

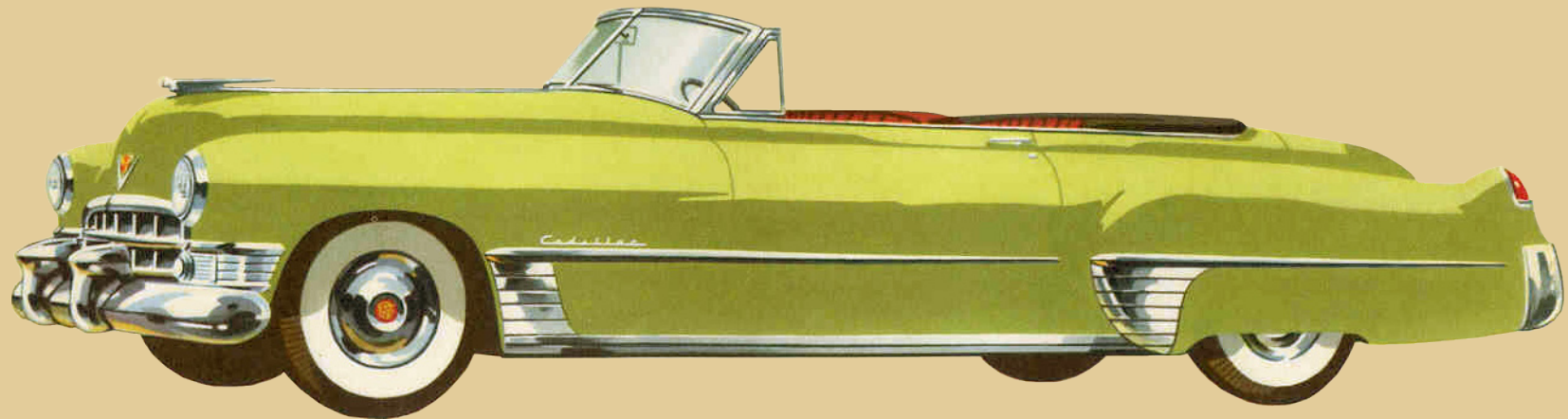
SERIES SIXTY-TWO

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





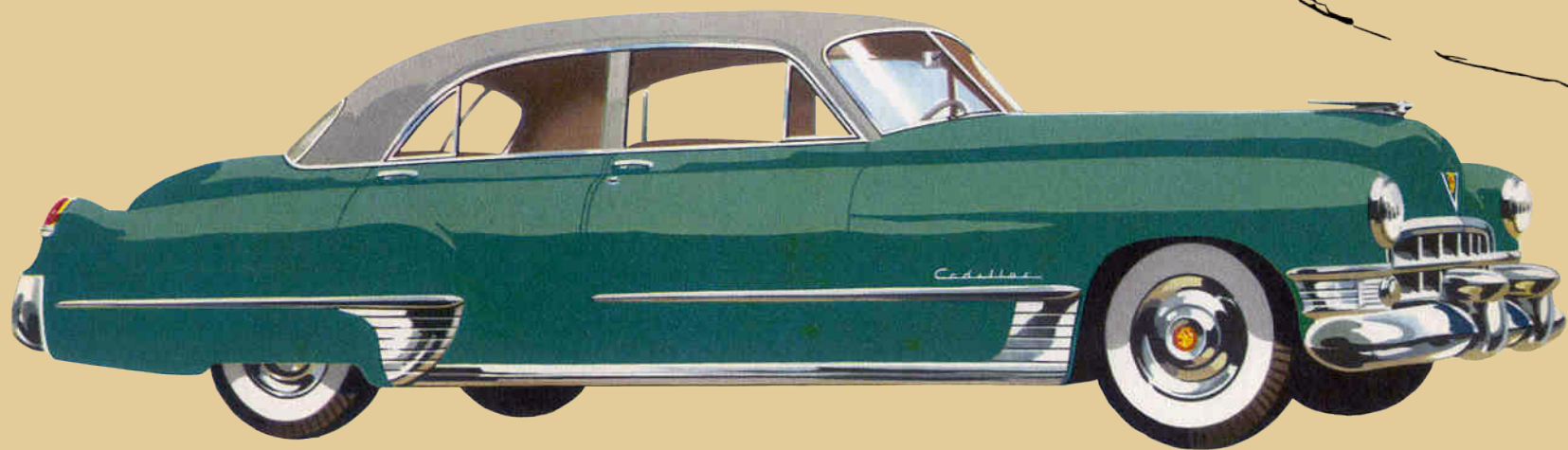
The Cadillac Convertible — available only in Series Sixty-Two—may be had with either black or tan top. Top, windows and front seat adjustment are hydraulically operated. The interiors are upholstered in leather—available in any of five attractive colors.



THE STANDARD OF THE WORLD

SUPERLATIVE STYLE IN EVERY LINE...
THE SERIES SIXTY-TWO SEDAN AND
CLUB COUPE

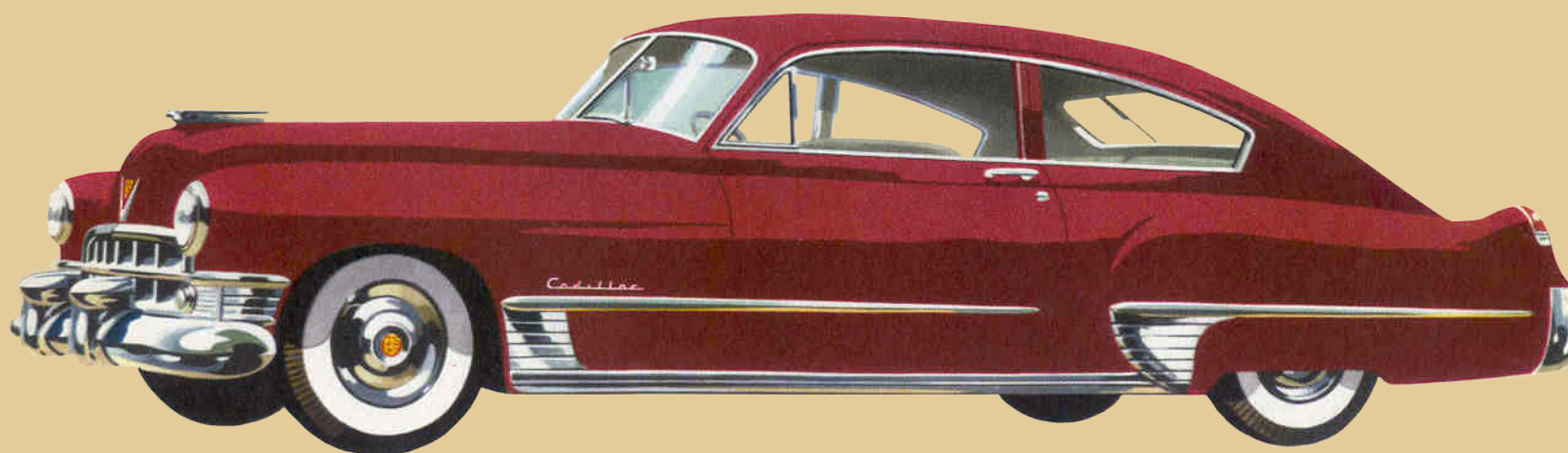
The two closed models in Cadillac Series Sixty-Two--the Touring Sedan and Club Coupe--are available in a full ranger of colors and optional upholstery combinations. Distinguishing marks of these famous Cadillac model are the sparkling touches of chrome which highlight their exteriors. Inside, of course,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



The Series Sixty-Two Touring Sedan



Interiors of the Series Sixty-Two closed models, designed by Fleetwood, offer new selection of Bradcloth 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.

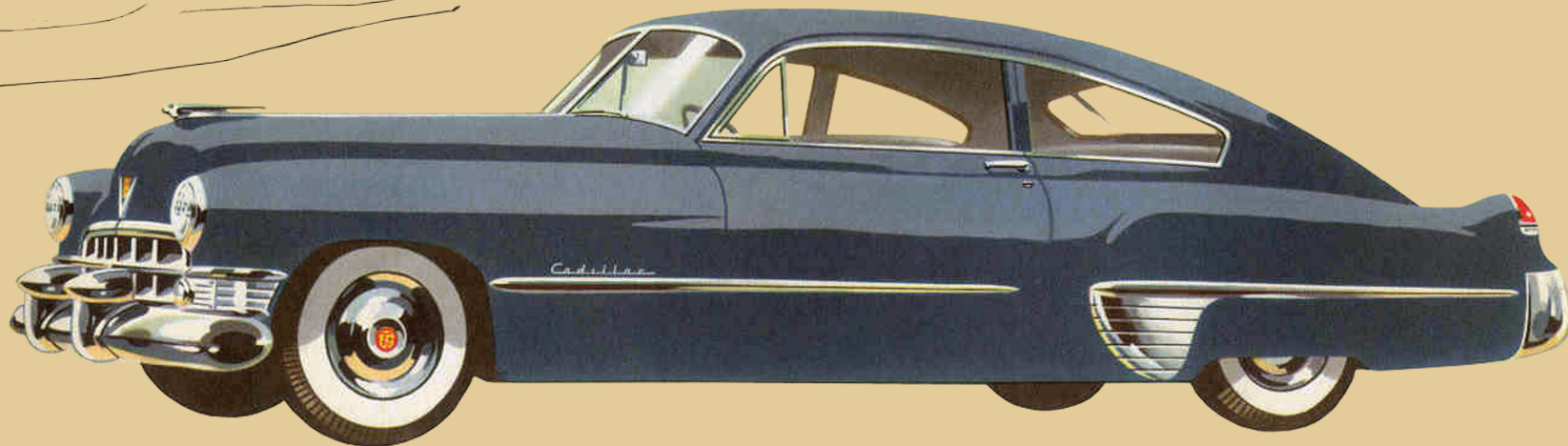


The Series Sixty-Two Club Coupe

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.



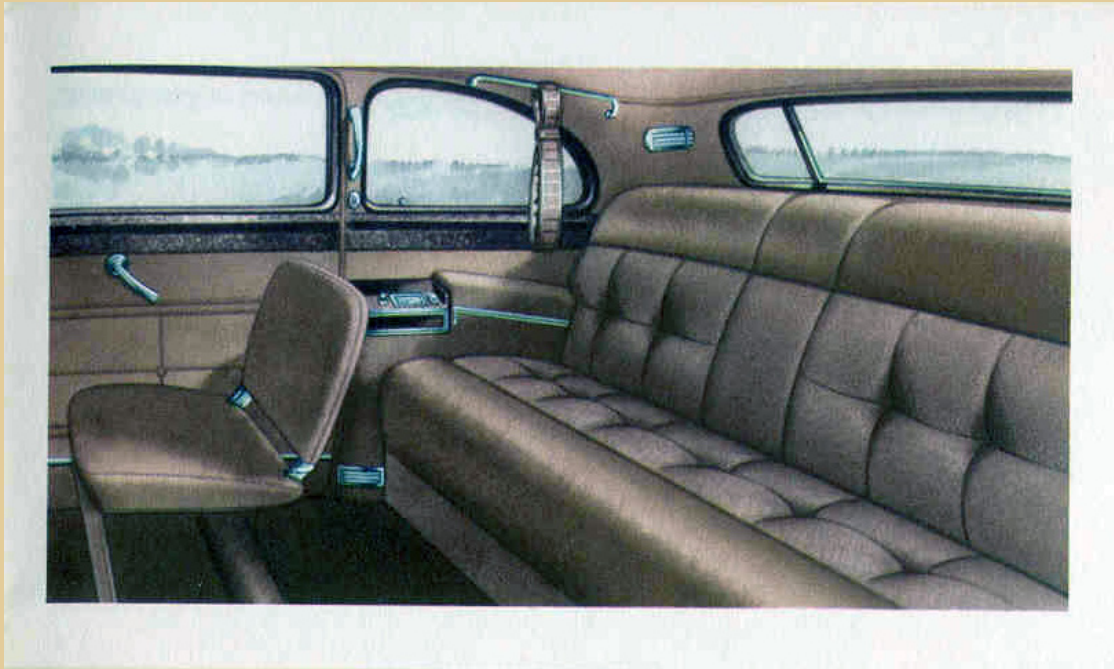
The Series Sixty-One Coupe



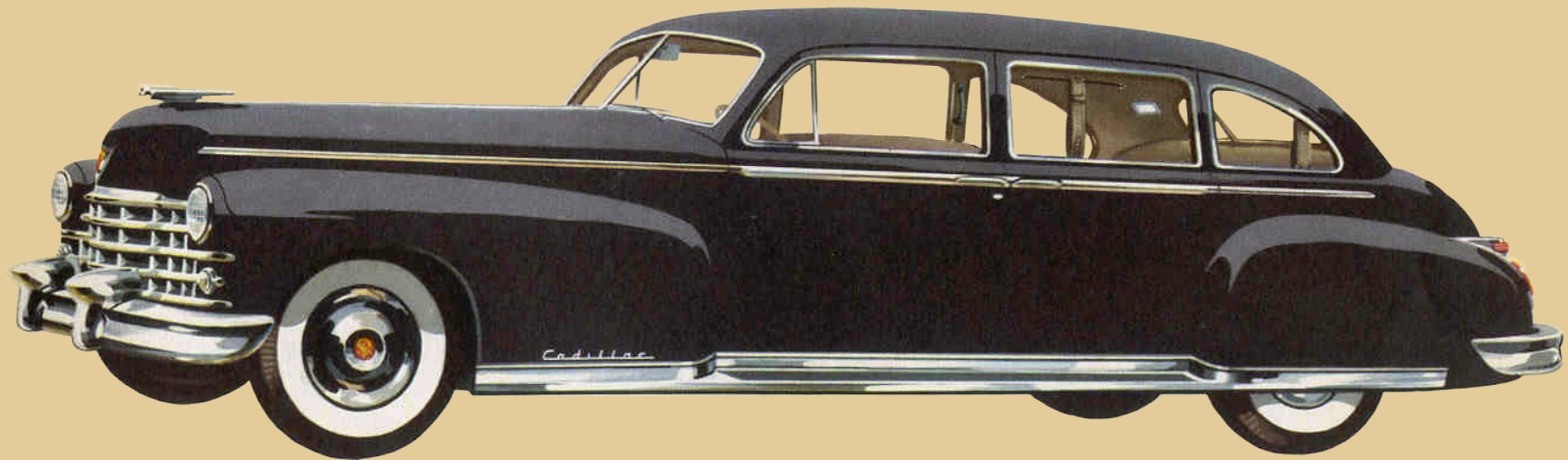
Smartly tailored interiors feature rich Dualton Cord upholstery on seat and seat backs. A wide, comfortable center arm rest is provided in sedan models. Interiors are styled by Fleetwood.



The Series Sixty-One Touring Sedan



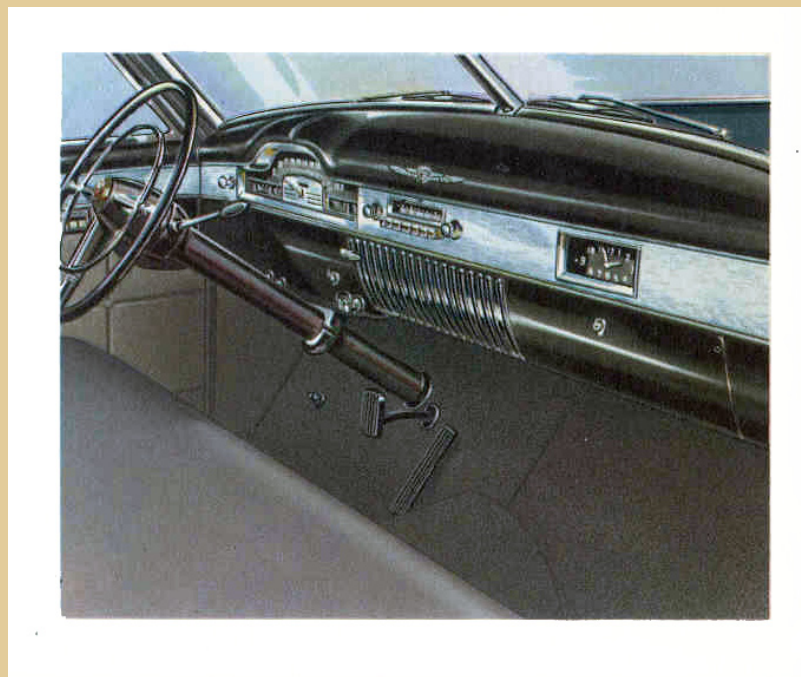
Series Seventy-Five, seven passenger sedan interiors are similar to the five passenger model but also include two comfortable folding seats. Sling-type arm rests are an added feature. Available as a limousine with hydraulically glass partition and leather upholstery in the front compartment.



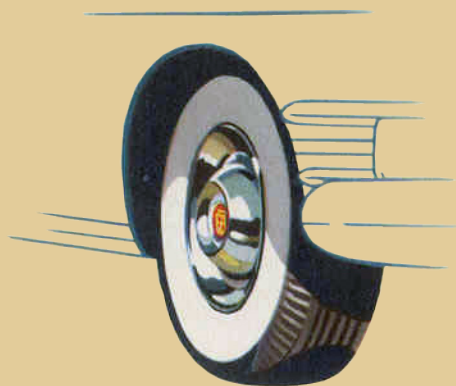
The Cadillac-Fleetwood Series Seventy-Five Seven Passenger

COMFORT CONVENIENCE BEAUTY SAFETY IN THE CADILLAC TRADITION

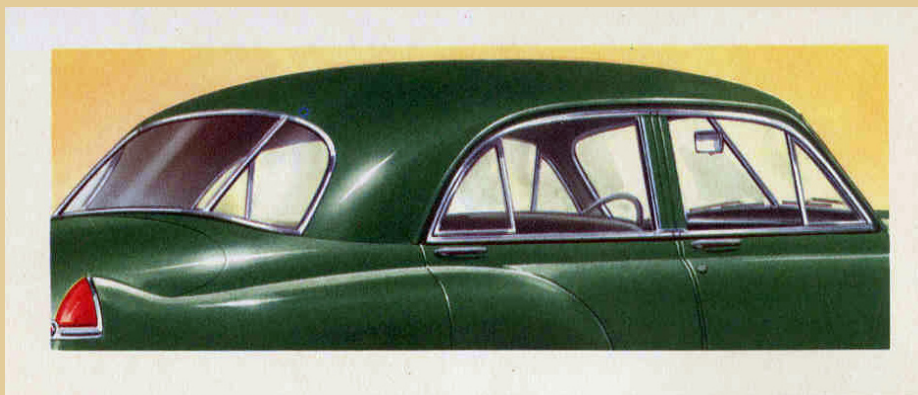
At right is shown the front compartment and attractive new instrument panel of the new series "60 Special," Hydra-Matic Drive, here illustrated, radio and optional heating and ventilating systems are available on all models at extra cost.



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.



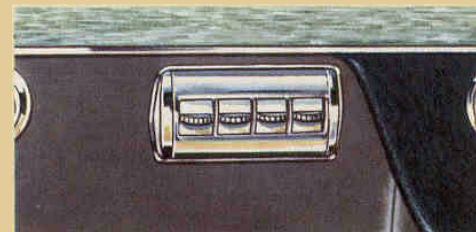
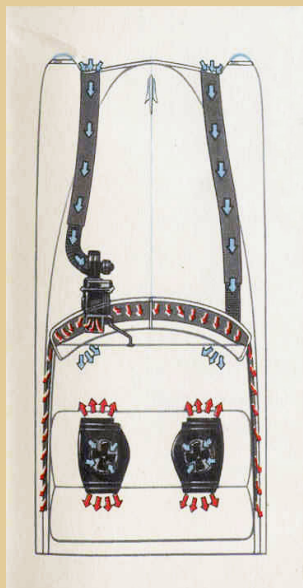
To build the finest motor car it is practicable to produce has always been Cadillac's primary objective. This applies not only to basic design, but to the thorough engineering of all secondary features contributing to comfort, convenience, safety and refinement. Thus, complete satisfaction contributes 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 safer and more desirable motor car to own and drive.

This all-weather heating and ventilating system includes one heater-defroster and two underseat 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.

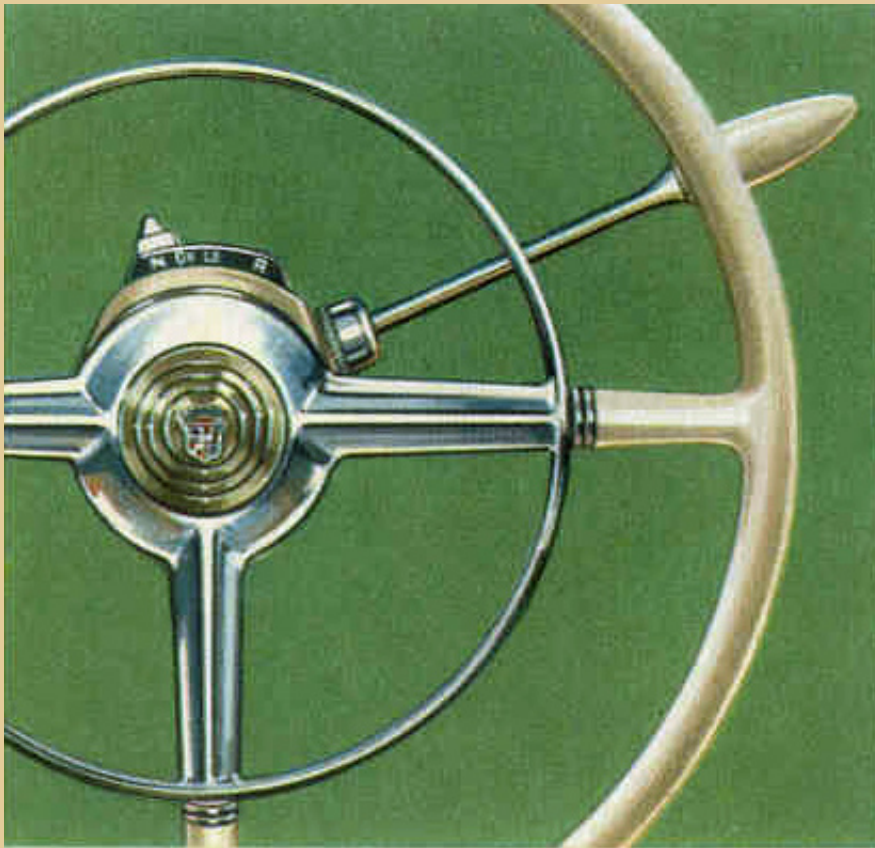
Available for factory installation: Hyrda-Matic Drive • Automatic Heating and Defrosting • Heater Defrosted units • Radio • Rear Compartment Radio (Series 75 only) • Special Steering Wheel • Chrome Wheel Discs • Trim Rings • Glare Proof Mirror • Back-up Lights • Windshield Washers • Fog Lights *Available for dealer installation:* Rear Compartment Radio Speaker • Spotlight and Rear View Mirror • Fleetwood Robe • Seat Cover • License Frames • Outside MirrorS.* At extra cost

Cadillac

ENGINEERING LEADERSHIP



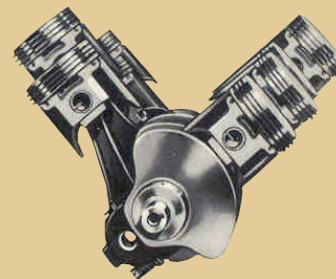
EFFORTLESS DRIVING WITH GM HYDRA-MATIC DRIVE



From the moment you touch your foot to the accelerator of a Cadillac with GM Hydra-Matic Drive, until you apply your brake 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 gear-shift 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 AND FINEST MOTOR CAR ENGINE

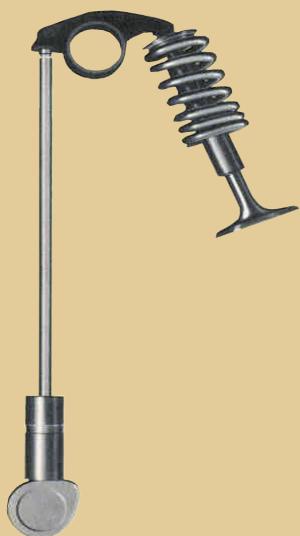


Piston skirts are shaped to nest between crankshaft counter weights resulting in compact design giving reduced weight, lower reciprocating forces, and less rotating inertia.



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 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.

