



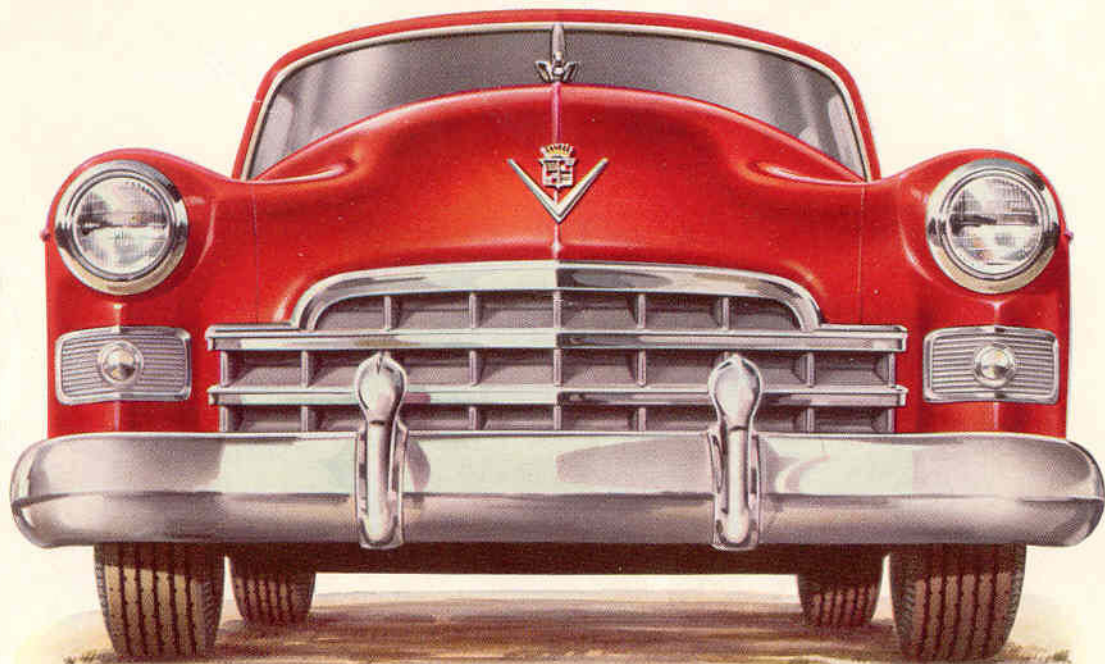
Symbol of Supremacy...

Cadillac

Presents The New Standard of The World

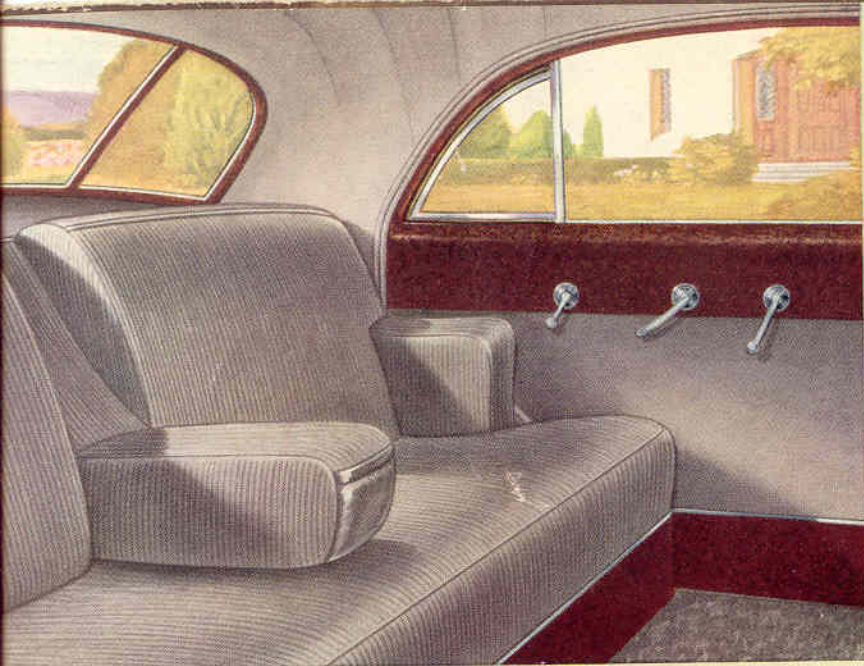
Dramatically and completely new in its distinguished appearance and in its luxurious comfort—Cadillac again gives the world a new standard in all the things that make a motor car a pleasure to drive and a joy to possess. Brilliant new design—the finest interpretation of the ultra-modern—sets this Cadillac apart more completely than ever. Each series bears its own exclusive characteristics, yet all continue to share a gratifying and unmistakable Cadillac family resemblance. Accentuating the effect of low-lying grace are the broad, new hood, the continuous flowing body line, and the smart, new “rudder-type” rear fenders. Here is the highest expression of the Cadillac tradition. Powered by the great Cadillac V-type engine and General Motors Hydra-Matic Drive, the 1948 Cadillac achieves once again the full measure of progress the world expects from the accepted leader in motor car quality.

America's Most Distinguished Motor Car



The Popular Series *61*...Cadillac Prestige and Quality at Moderate Cost

Fleet of line and handsome in styling, the popular Series Sixty-One is the lowest-priced Cadillac for 1948. From the tips of its projectile-like front bumper guards to the tail lamps recessed into its smart, aircraft-type rear fenders, the new Series Sixty-One is every inch a Cadillac. All of the superb performance inherent in every Cadillac, plus a wealth of new beauty and comfort, are yours in this attractive car at moderate cost. Available as a Sedan and a five-passenger Coupe.



The artistry of Fisher coachcraft is strikingly applied in the newly designed rear compartment of the Series Sixty-One. Here is smartness in beautiful taste; luxurious comfort in keeping with the great Cadillac tradition.

The Popular Series 61.

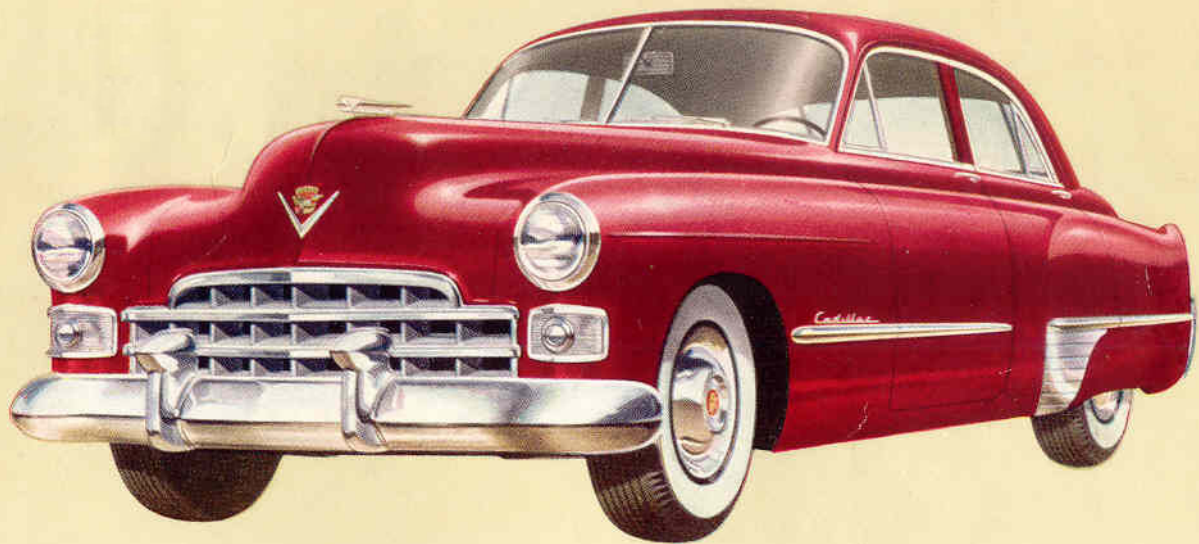
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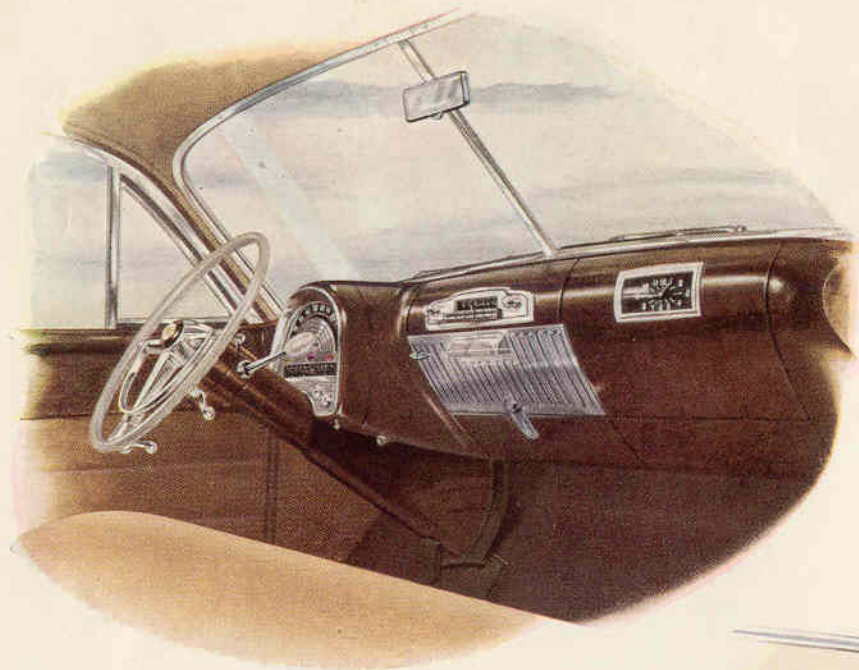
A car of genuine distinction, the Series Sixty-One Sedan features, for the first time, the clear-cut deck treatment previously reserved only for the more expensive Cadillac series.



The Series Sixty-One Coupe presents a sweepingly streamlined new side view, with the smoothly tapered lines characteristic of this body type and the dramatic new continuous fender treatment.

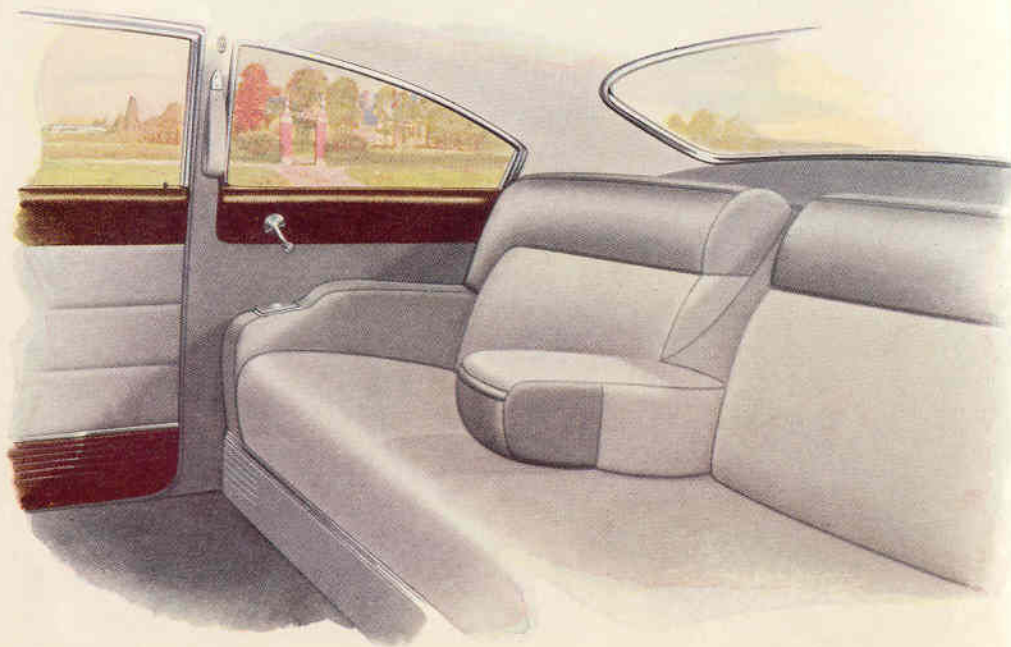


A greatly increased effect of lowness and breadth has been achieved in the new Cadillac front-end design for 1948. New features include the graceful forward slope of the hood, the heavier and more massive bumper, and the lower grille.

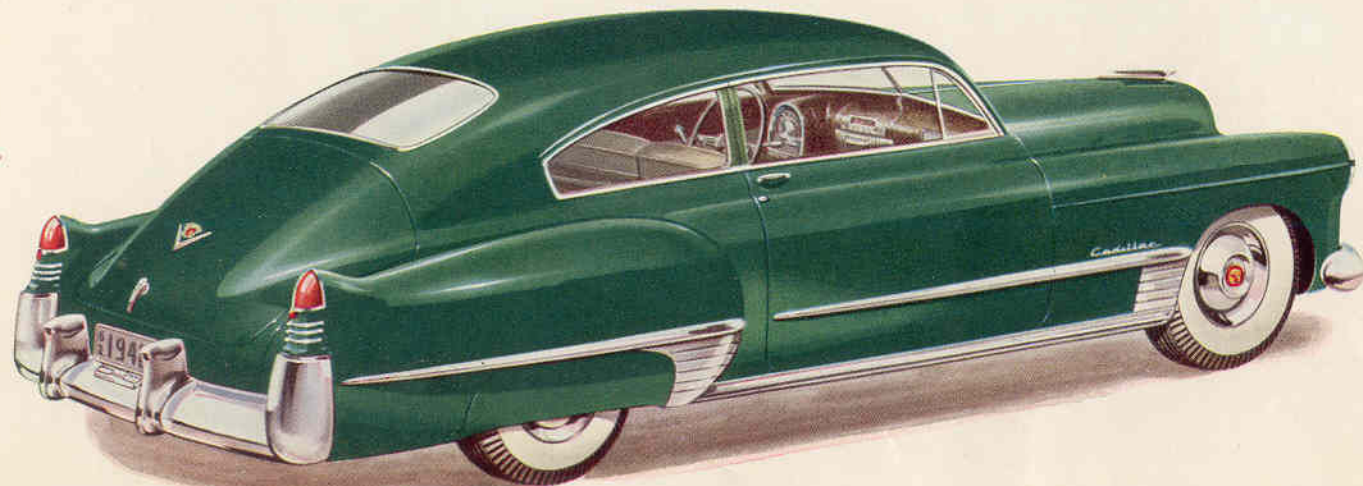
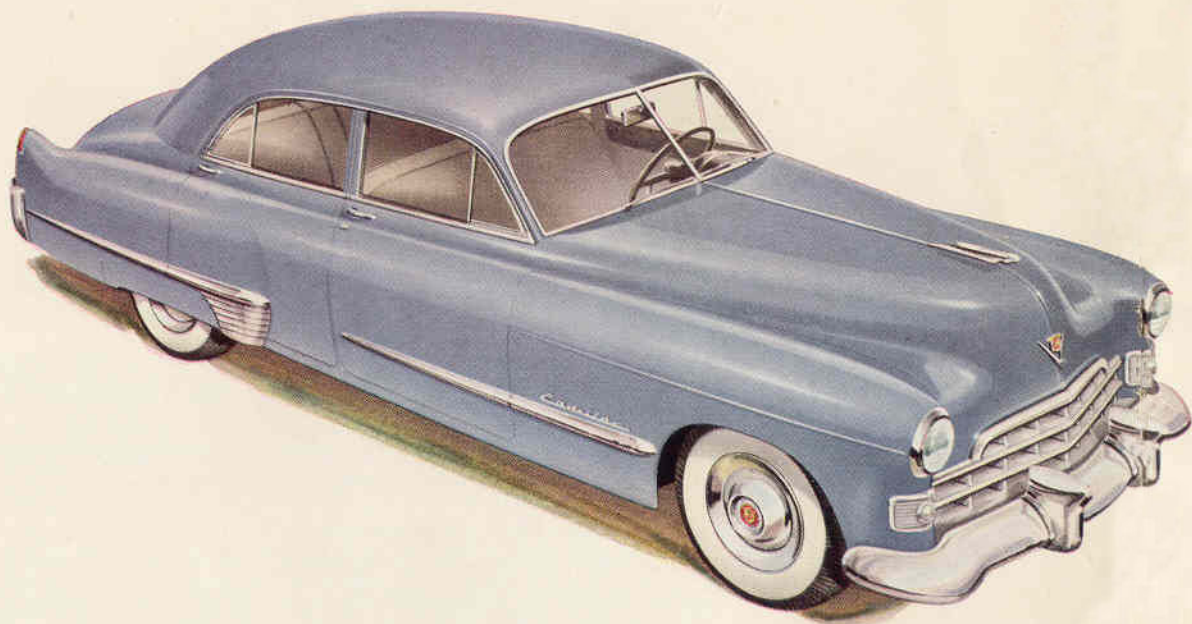


The superb performance of the great Cadillac V-type engine attains its nearest approach to perfection in combination with General Motors Hydra-Matic Drive, available on all models. Completely and silently automatic, this proved Cadillac-quality development offers smoothness and convenience without equal, entirely eliminating clutch and gear operation. From the moment you set the car in motion, until you bring it to a stop, every operation except steering is performed automatically.

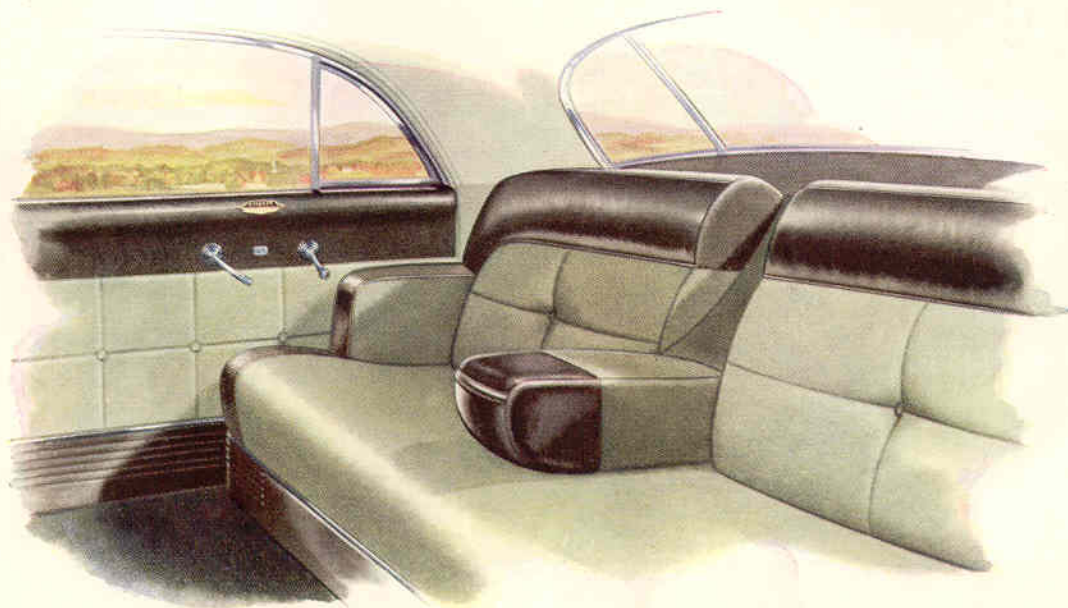
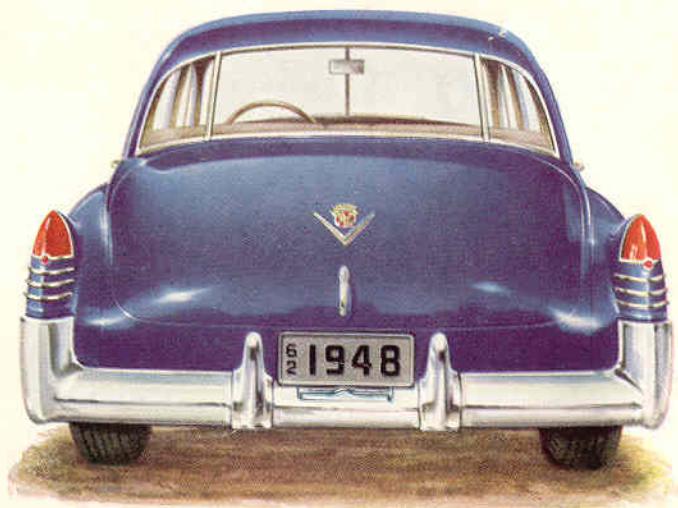
A completely new conception of interior construction and finish is expressed in the front compartments of all 1948 series. The molded contour of the instrument panel, in burl walnut finish in the Series 75 and leather grain finish in all other series, flows smoothly down to join the carpeted floor. This provides a degree of smartness, safety and comfort without precedent, concealing all wiring and equipment behind the attractive new forward wall. The same modern mood is carried out in the rear compartments, in luxurious upholstery and trim which emphasize horizontal lines.



Whatever the optical angle, Cadillac for 1948 presents a dramatic picture of fleetness, of smartness, of luxurious modern design. The broad sweep of its new flowing lines, emphasized by horizontal chrome elements and relieved by interesting vertical accents, creates a fresh and stimulating visual effect. Each of the distinctive body types may be had in a wide variety of colors, with tastefully harmonizing upholstery fabrics in handsome new styles.



Newly accentuated lowness is a predominant design theme of the 1948 series, a trend especially effective in the rear view. The broad, low appearance is pleasantly intensified by the charming manner in which the sedan deck nestles between the smart, aircraft-inspired "rudder-type" fenders. Unique for appearance, comfort, safety and economy are the special, new, lower-pressure tires now used on the Series 61, 62 and 60 Special.



The incomparable Fleetwood touch is everywhere apparent in the brilliant new Sixty Special interior. Every resource of the world's outstanding custom coach-maker has been called into play to create this unique blend of ultra-modern smartness and sumptuous comfort. Upholstery in six choices of shadow broadcloth and Bedford cord, and in combinations of leather and cloth high-lighted with chrome moldings, sets the mood of this exclusive interior. Equipment includes hydraulically-operated window lifts. Added comfort is gained through increased front and rear seat widths.

The Brilliant Series *62*...Ideal Blend of Luxury and Practicality

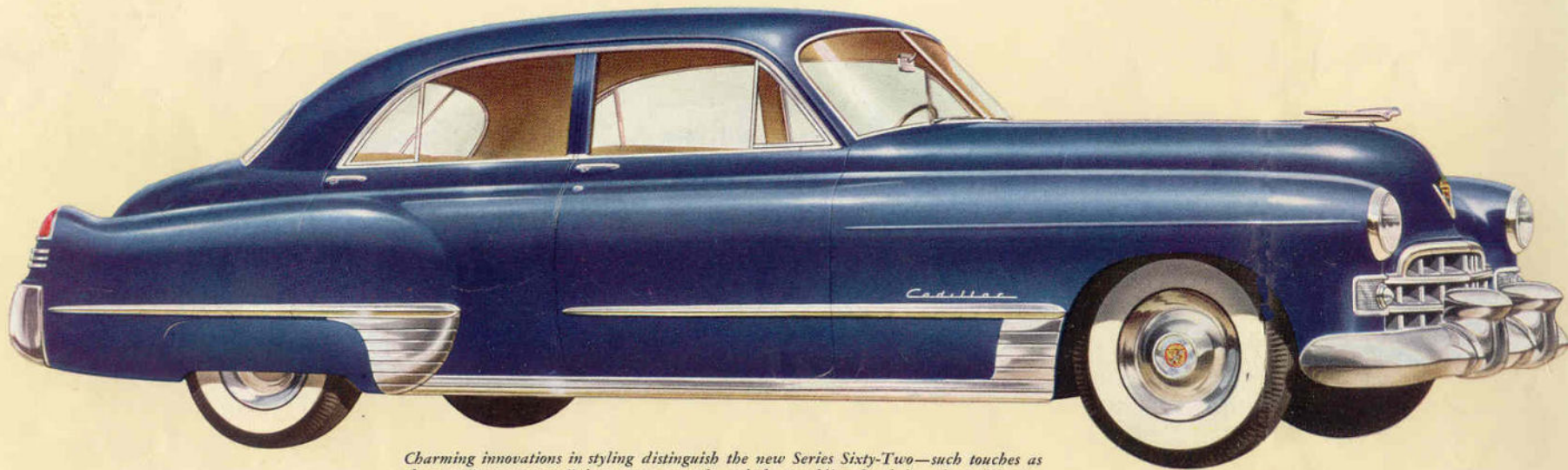
The car that strikes the ideal balance between luxury and practicality—the Series Sixty-Two. Available in three distinctive body types, a five-passenger Touring Sedan, a Club Coupe, and a Convertible, the Series Sixty-Two offers for 1948 a wholly new interpretation of Cadillac performance, convenience and quality. More impressively than ever before, the new Sixty-Two displays the body building genius which has made the Fisher name world-famous. The Fleetwood-designed interiors complete the picture of richness and style.



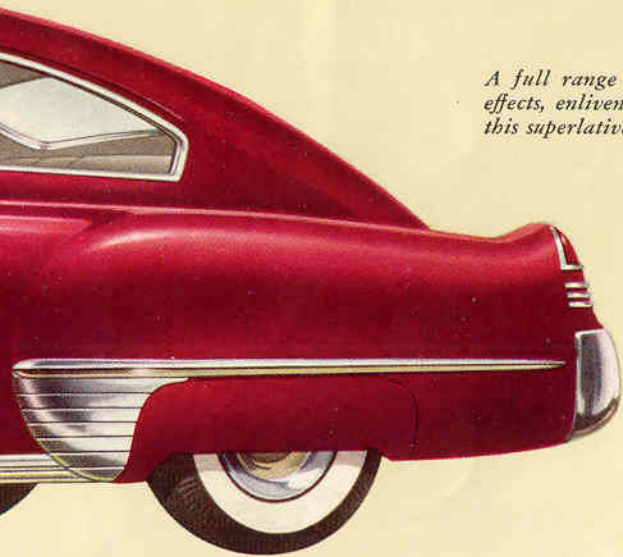
Only Fleetwood could achieve the supreme harmony of luxury and smartness in the Series Sixty-Two rear compartment. New selections of broadcloth and Bedford cord are available in the closed models; and leather and cord in the Convertible.

The Brilliant Series 62...Ideal Blend of Luxury

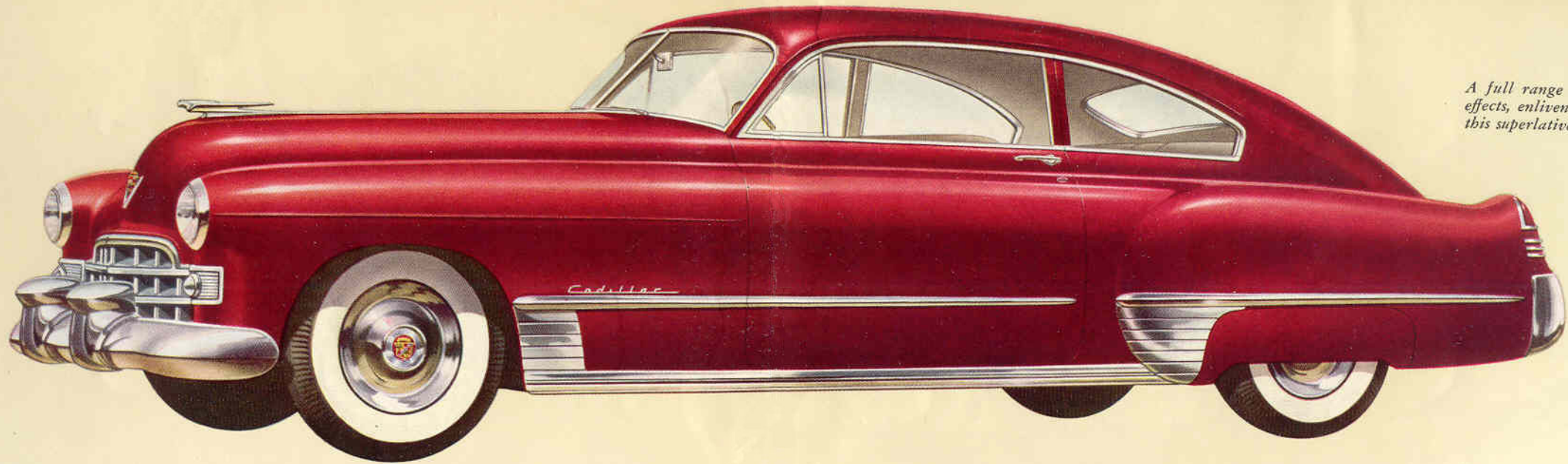
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Charming innovations in styling distinguish the new Series Sixty-Two—such touches as the new "pennant-type" front stone guards and the sparkling fins below the tail lamps.

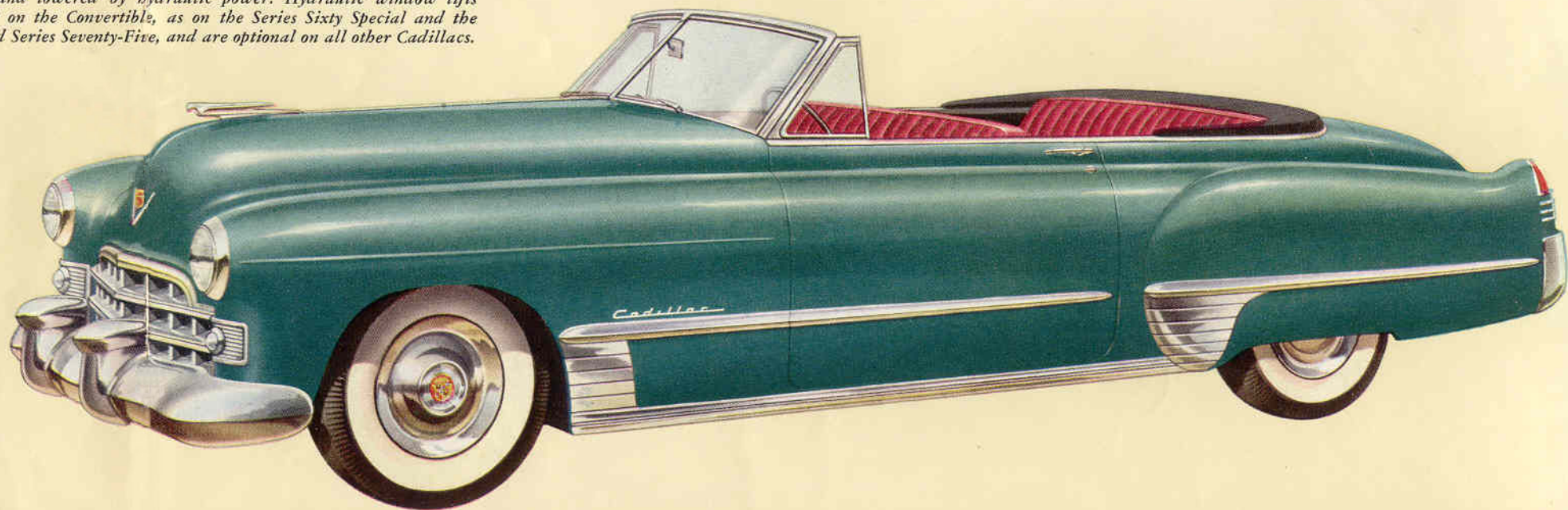


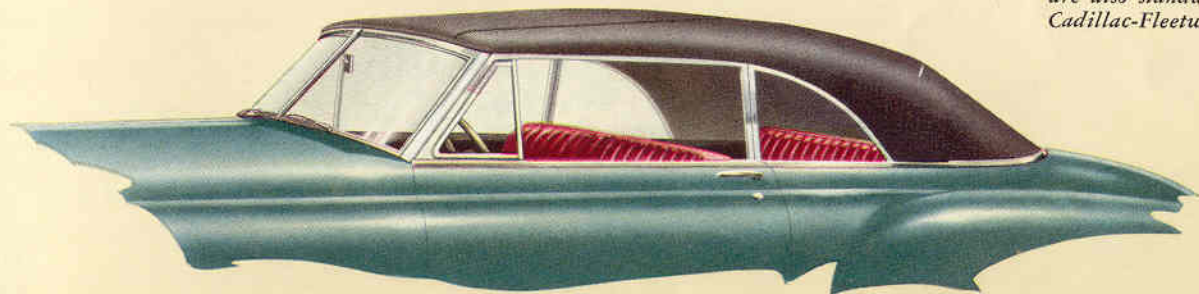
A full range of colors and upholstery combinations, in striking new two-tone effects, enlivens the Series Sixty-Two, expressing anew the distinctive character of this superlative motor car. The selection is ample to satisfy every individual taste.



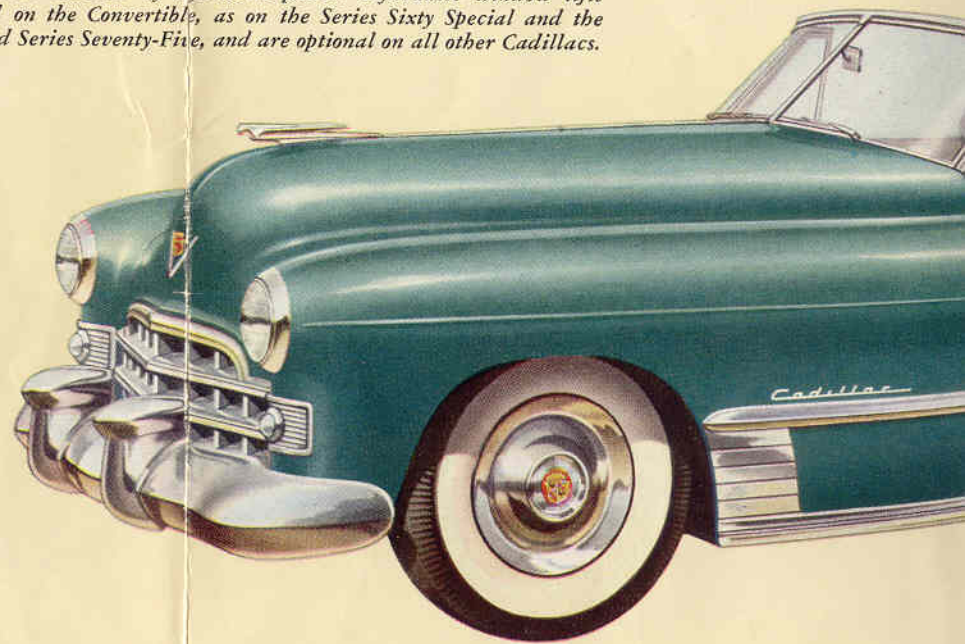
*A full range of color
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The Series Sixty-Two Convertible top, available in either tan or black, is automatically raised and lowered by hydraulic power. Hydraulic window lifts are also standard on the Convertible, as on the Series Sixty Special and the Cadillac-Fleetwood Series Seventy-Five, and are optional on all other Cadillacs.





The Series Sixty-Two Convertible top, available in either tan or black, is automatically raised and lowered by hydraulic power. Hydraulic window lifts are also standard on the Convertible, as on the Series Sixty Special and the Cadillac-Fleetwood Series Seventy-Five, and are optional on all other Cadillacs.



A Quality Tradition is Apparent in Every Graceful Line of the New Cadillac-Fleetwood Series *Sixty Special*



The most advanced motor car ever to bear the honored Cadillac name. True to its tradition, the new Series Sixty Special stands as the crowning design achievement of Cadillac for 1948. In every eloquent line, this

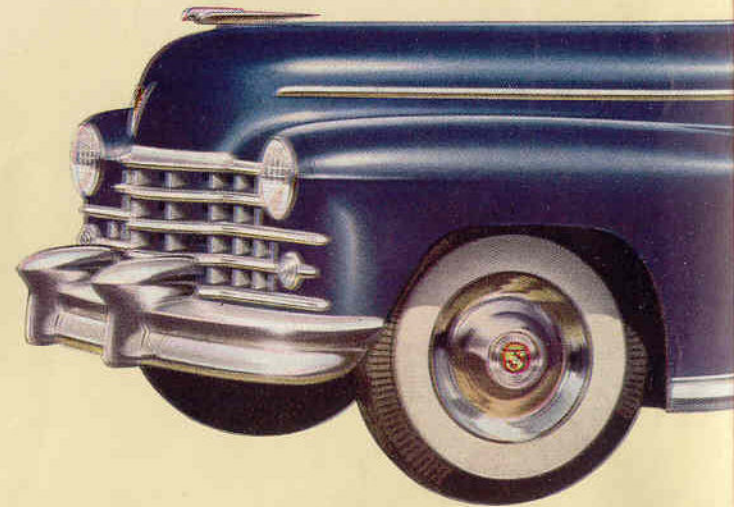
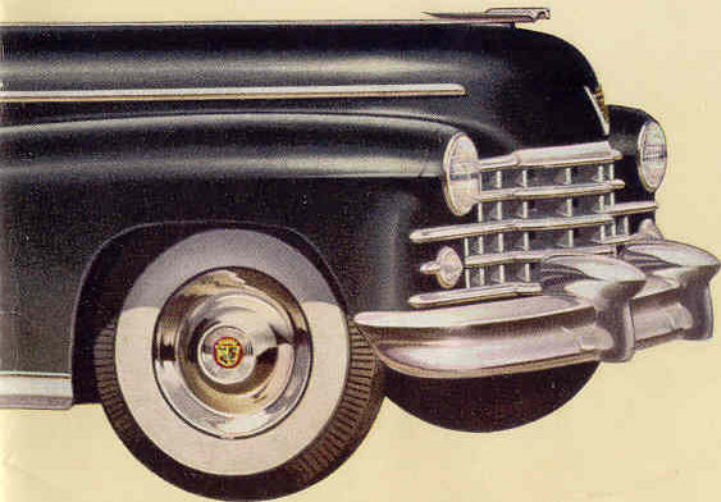
motor car bespeaks the finest art of custom-style coachcraft. From the sophisticated simplicity of its bold, new lines to the richness of its beautiful, new interior, this is personal transportation for those who require the finest.

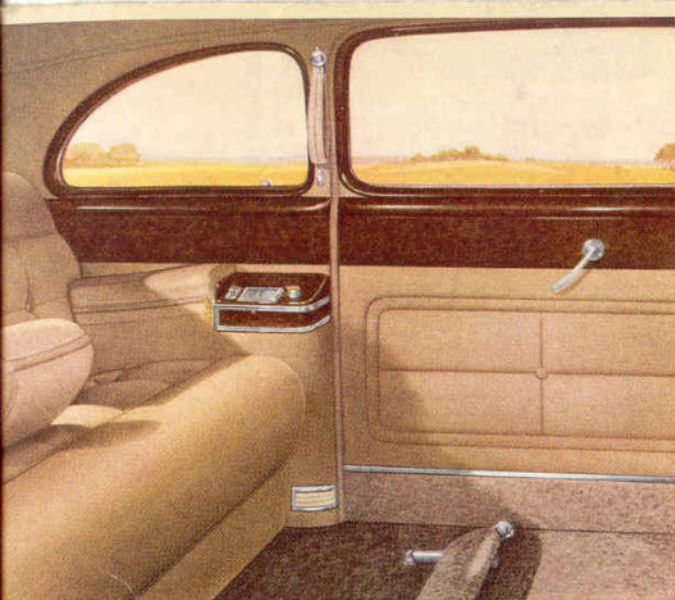
The Distinguished Cadillac-Fleetwood Series *75*...

Supreme Masterpiece of Uncompromising Luxury

Dignified and distinguished in appearance and appointments, the great Cadillac-Fleetwood Series Seventy-Five provides once again the epitome of luxury for an exacting clientele whose requirements no other car can satisfy.

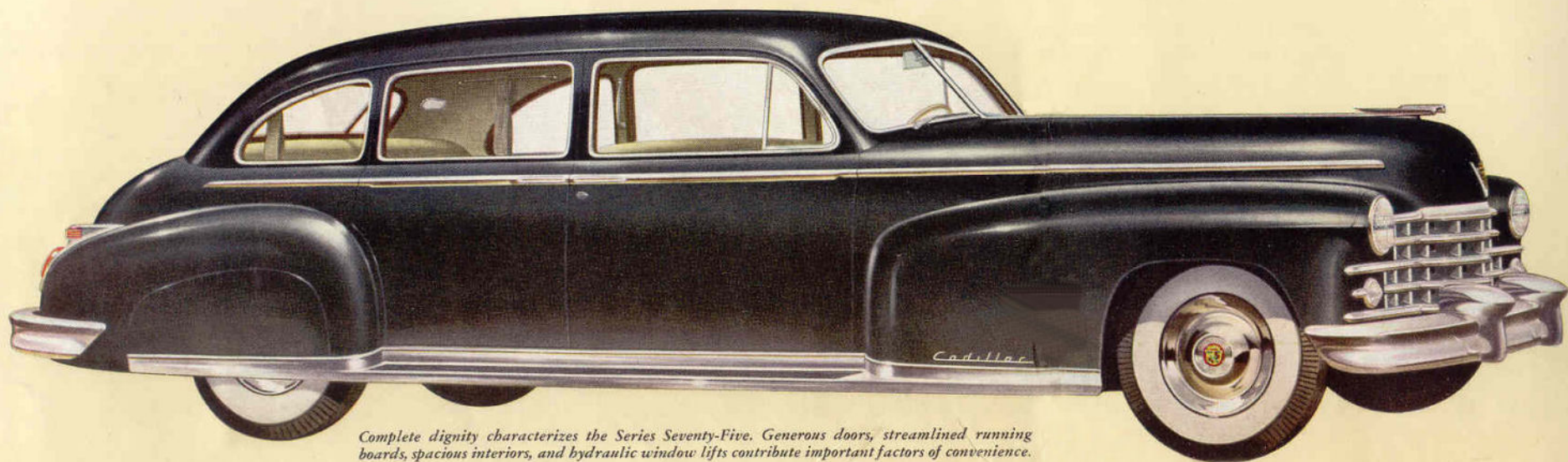
The Series Seventy-Five offers the ultimate in Cadillac craftsmanship and quality, in a setting of incomparable Fleetwood coachwork. Constructed with no objective other than to create the most luxurious motor car it is practical to produce, the Cadillac-Fleetwood Seventy-Five incorporates for 1948 every refinement for comfort and elegance. It is, indeed, a superb motor car.



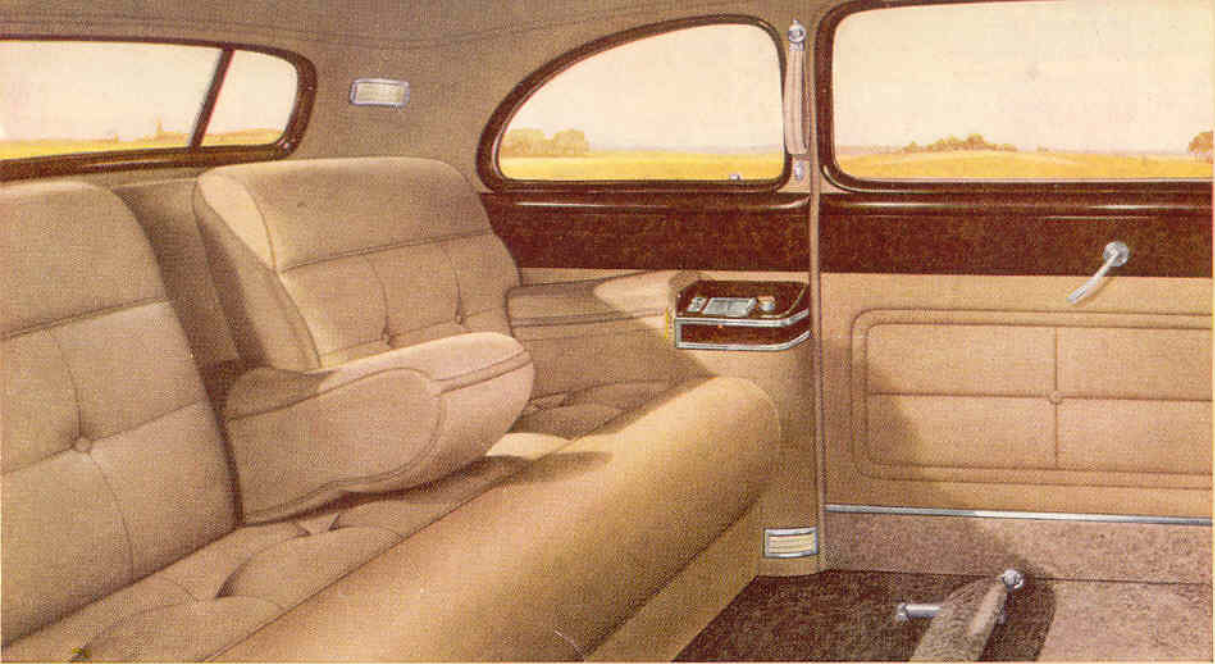


The Distinguished Cadillac-Fleetwood Sup

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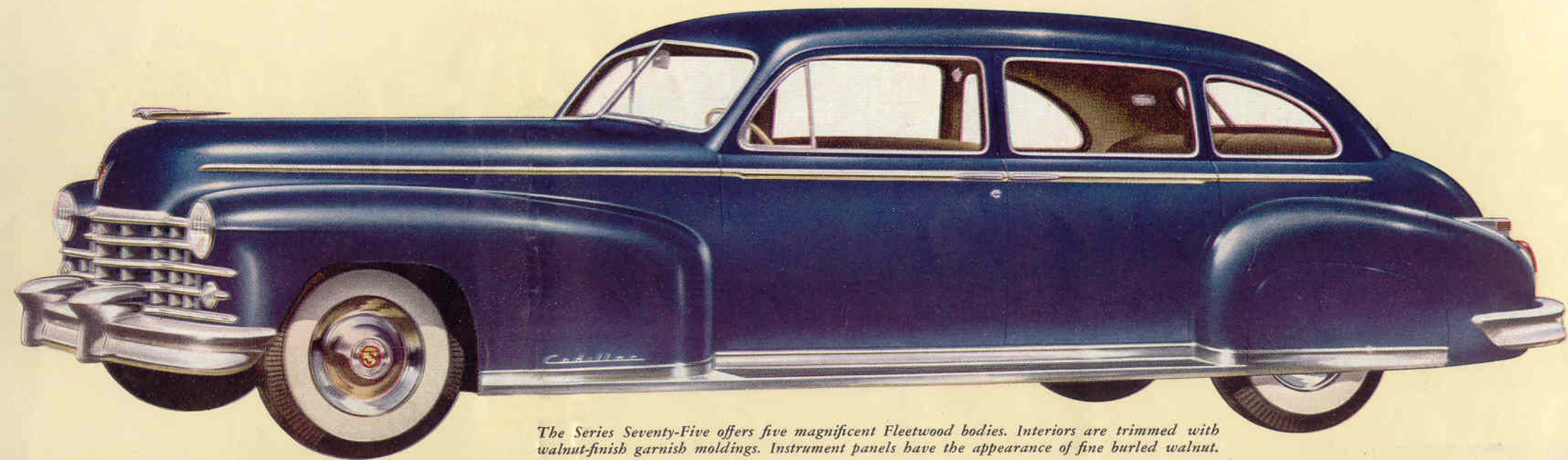
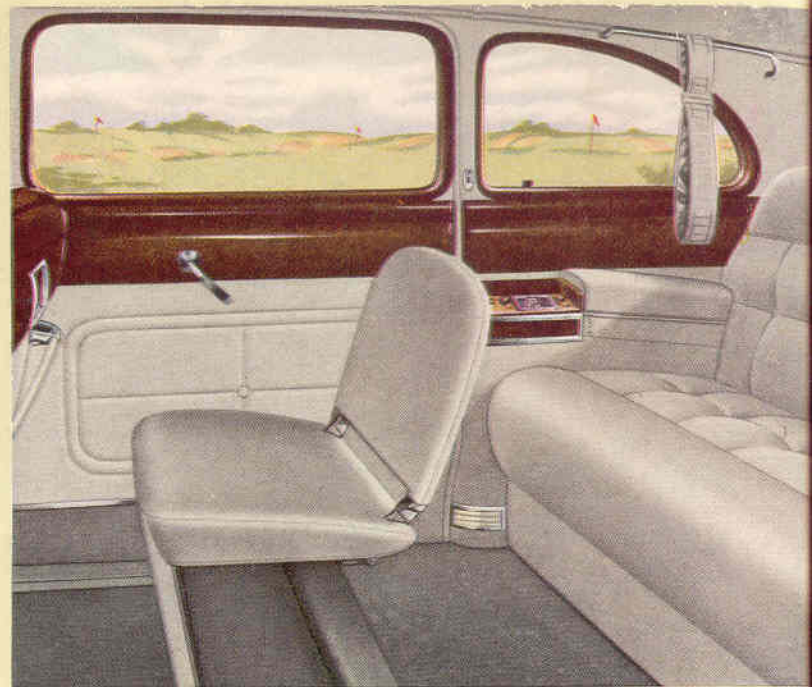
Complete dignity characterizes the Series Seventy-Five. Generous doors, streamlined running boards, spacious interiors, and hydraulic window lifts contribute important factors of convenience.



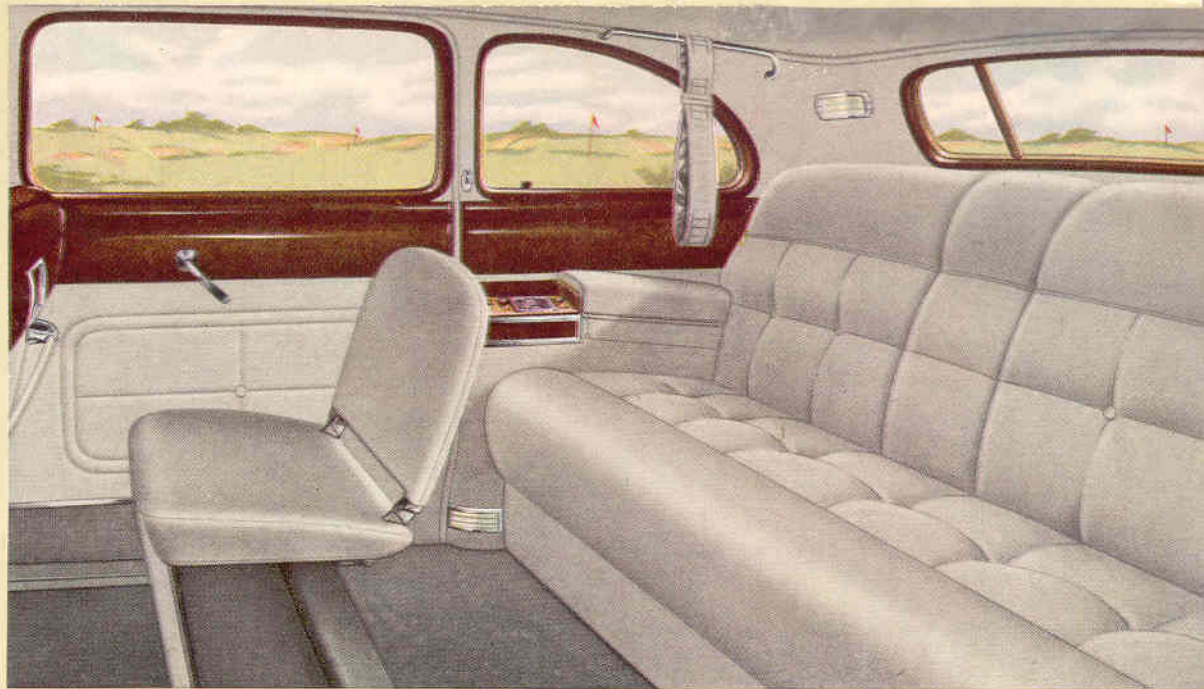
75...

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The Series Seventy-Five offers five magnificent Fleetwood bodies. Interiors are trimmed with walnut-finish garnish moldings. Instrument panels have the appearance of fine burled walnut.



S P E C I F I C A T I O N S

ENGINE: Cadillac precision-built 90° V-type 8 design, L-head, bore 3½, stroke 4½, displacement 346 cu. in. Engine mounted in rubber at three points. Taxable horsepower 39.20—brake horsepower 150 at 3,400 r.p.m.

PISTONS: Lightweight, precision—manufactured to Cadillac quality standards. Surface treated to prevent scuffing. Pistons fitted with two compression rings and one oil ring which are surface treated with ferrous oxide for durability.

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

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

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

CLUTCH: 10½" outside diameter semi-centrifugal single-plated torbend disc; Series 75: 11" outside diameter semi-centrifugal single dry plate torbend disc. Permanently lubricated ball throwout bearing reduces service expense.

TRANSMISSION: SYNCRO-MESH—Cadillac pioneered and built with pin type synchronizers, sliding low and reverse gears and constant-mesh second gear. Helical transmission gears fully carburized for hard use and long life.

HYDRA-MATIC transmission consists of 2 planetary gear units—fully automatic, thus eliminating clutch and need for manual shifting.

LIGHTING: Sealed-Beam safety lighting system insures brilliant road illumination, accurate lamp adjustment and lasting reflector polish.

DIRECTIONAL SIGNALS: New, exclusive type which signals driver's intention to turn by flashing lights in parking and rear lamps. Operated by a lever located under left side of steering wheel which automatically returns to off position after turn is made.

FRONT SUSPENSION: Independent Knee-Action front wheels, simple and sturdy with large, helical coil springs for smoother riding comfort and effortless driving control. Thoroughly proven by thirteen years' use and millions of miles of testing.

SPRINGS: Independent helical coil type, front suspension, rear springs semi-elliptic type; spring leaves lubricated by wax-impregnated liners; 54½" long, 2" wide; Series 75: 56½" long, 2" wide.

BRAKE: Super-Safe hydraulic brakes operate in composite drums with 208 square inches braking area; Series 75: 233 square inches braking area.

DRIVE SHAFT: Two universal joints of the needle roller bearing type permanently packed with lubricant requiring no service attention.

REAR AXLE: Hypoid rear axle, Cadillac design and manufacture. Semi-floating type, insuring quiet, dependable performance. Gear ratio, with standard transmission, 3.77 to 1; Series 75: 4.27 to 1. Gear ratio, with Hydra-Matic transmission, 3.36 to 1; Series 75—3.77 to 1.

STEERING GEAR: Recirculating Ball type—exceptionally smooth and practically frictionless. Design provides steering accuracy at all times.

FRAME: Tread—front 59"; rear, 63". Series 75: Tread—front 58½"; rear 62½". Rigid frame, X-type, with deep X-member junction and reinforced side members. Maximum depth 6¾", flange width 2", thickness ¾". Series 75: Maximum depth 7¾", flange width Series 75, 2¼"; thickness, Series 60 Special, 75: ¾".

RIDE STABILIZER: Double ride stabilizers—torsion bar-type front, cross link-type rear—hold car to level position and promote roadability and safety.

TIRES AND WHEELS: Slotted steel disc wheels with low pressure, 4-ply tires, 8.20 x 15. Series 75: Low pressure, 6-ply tires, 7.50 x 16.

FENDERS: Fenders and other sheet metal parts are treated with a rustproofing paint.

WHEELBASE: Series 61, 126". Series 62, 126". Series 60 Special, 133". Series 75, 136".

BODY TYPES: Series 61—Two, Series 62—Three, Series 60 Special—One, Series 75—Five. No-Draft ventilation and Turret-Top construction on closed models. Wide selection of color and upholstery options. Cadillac All-Weather Ventilation standard equipment on all models.

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.