

1961 CADILLAC

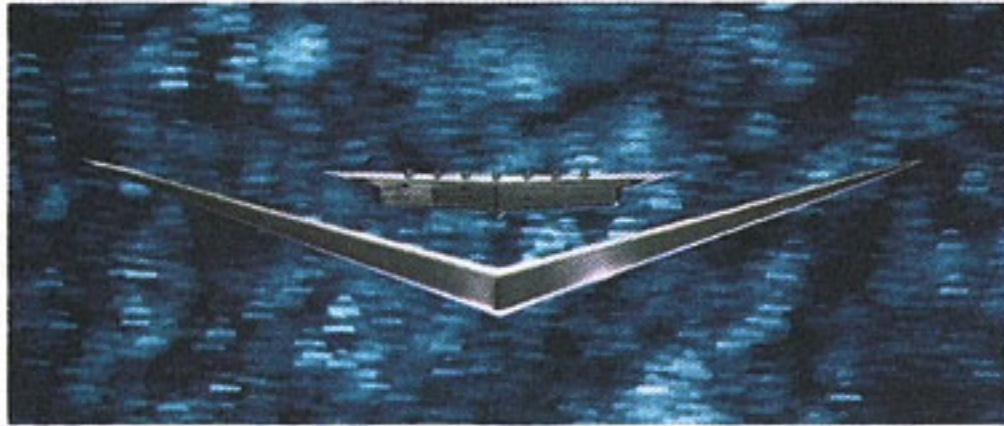
For 1961, Cadillac has truly created a new inspiration for all motordom . . . an automobile of such superb design, such precise craftsmanship and such universal appeal that—as even the briefest examination will reveal—it could have come from no other source but the builder of the accepted Standard of the World.

Never before has a motor car so visually exciting and, at the same time, so meticulously engineered been presented for your inspection and approval.

Unmistakably Cadillac in stature and majesty, it nevertheless represents a totally new concept in fine car design. Its graceful silhouette reveals a more integrated body and increased head room, interior spaciousness and entrance room. Vision is virtually unlimited. And the crisp, sculptured design of front, rear and sides confers a distinction entirely new to motoring.

Among the dramatic engineering advancements may be counted an even finer, smoother-performing engine . . . a miraculous new front-suspension system . . . a lubrication-free chassis . . . and greatly increased maneuverability and handling ease.

By any criterion, this is the finest automobile ever created—a motor car to inspire the automotive world for years to come. For the most rewarding experience in motoring, accept your Cadillac dealer's cordial invitation to see and drive the 1961 Cadillac.



Interiors as functional as they are luxurious make a vital contribution to the over-all impression of perfection which you receive on inspecting the 1961 Cadillac. The crisp, clean lines of the new instrument panel . . . the smaller, easier handling steering wheel . . . the lower front floor and tunnel . . . the new door safety lights . . . the new power window and seat controls . . . the incredibly beautiful colors and fabrics . . . all play key roles in making the 1961 Cadillac as delightful to drive as it is inspiring to behold.

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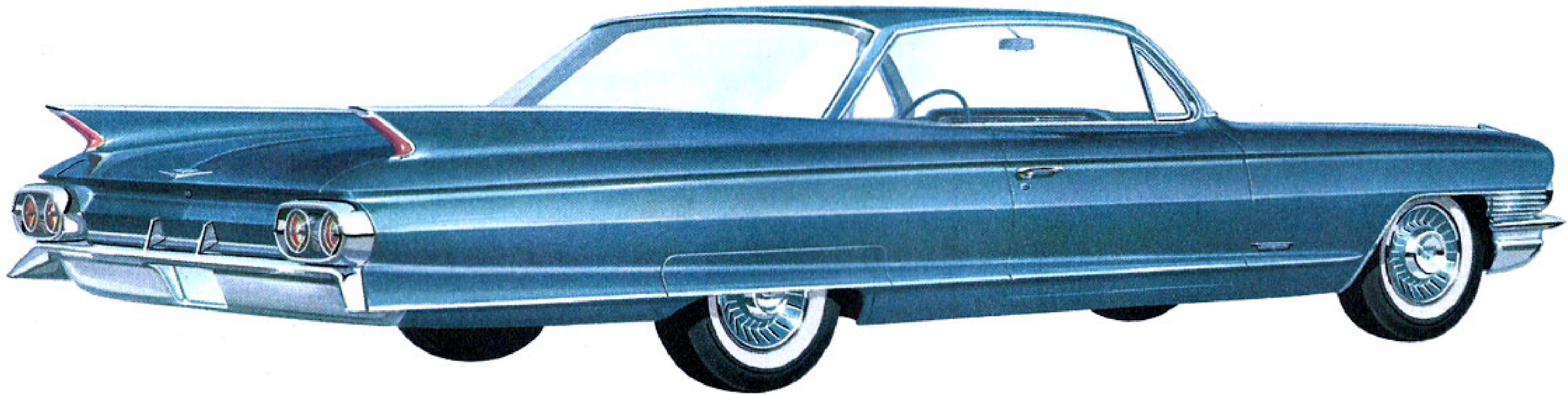
ENGINE & CHASSIS PAGE SIXTEEN



BLUE CANBERRA CLOTH AND FLORENTINE VINYL.

The heart-shaped enamel clock and four-colored gold thermometer watch are by Faberge and come from A La Vieille Russie, as does the 18th Century gold watch on a chatelaine. The standing barometer is from Town and Country Antiques, the ship's barometer from C. W. Lyon. The painting is a David from the Wildenstein Gallery. The barometer clock and the diamond-edged wrist watch are from Cartier. The fabric is from Scalamandré.

THE Sixty-Two Coupe



Brilliantly new in concept, the Sixty-Two Coupe offers an ideal introduction to the magnificently styled new Cadillac for 1961. A visual delight from its scintillating grille to the gracefully fluid lines of its rear deck and slim quarter panels, it is as rewarding to drive as it

is to behold. The most modestly priced Cadillac, it features a wide selection of interiors—in gray, green, blue, fawn or rose Canberra cloth, and in sandalwood, turquoise or black Chilton cloth. All have Florentine grained vinyl bolsters in smart complementary colors.



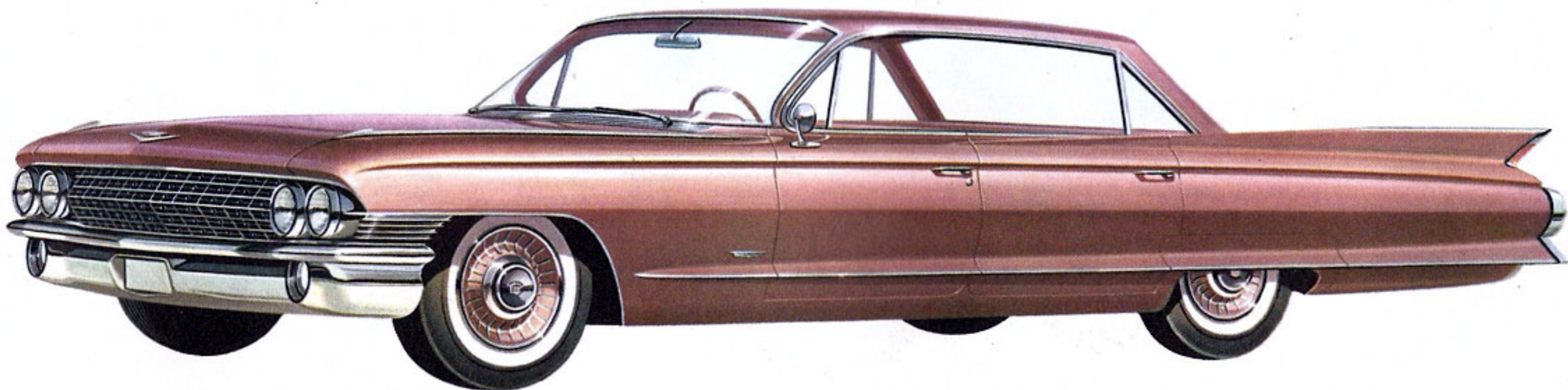


The silver-gilt ewer is a triumph of Roman craftsmanship, 17th C., and bears the inscription, "Materium superabat opus" ("The work transcends the material"). The chalice, a gift of J. P. Morgan to the Metropolitan Museum of Art, is of gold and enamel (German, about 1609). Pendant of Charles V is of gold enamel and heliotrope. It is Italian, about 1550. All these pieces are from the Metropolitan. Fabrics from Scalmandré Museum of Textiles.



ROSE CANBERRA CLOTH WITH FLORENTINE VINYL

THE SIX WINDOW **Sixty-Two Sedan**



Displayed to perfection in the elegant Series Sixty-Two Sedan, the crisp new Cadillac silhouette makes this an automobile of surpassing beauty. A masterpiece of styling and craftsmanship, its reliability, roominess and safety make it the perfect family motor car, as well. A

handsome new instrument panel, completely new exterior trim and many other improvements make vital contributions to its unquestioned appeal. The interior fabrics, conceived and crafted in the Fleetwood tradition of excellence, are identical with those in the Coupe.

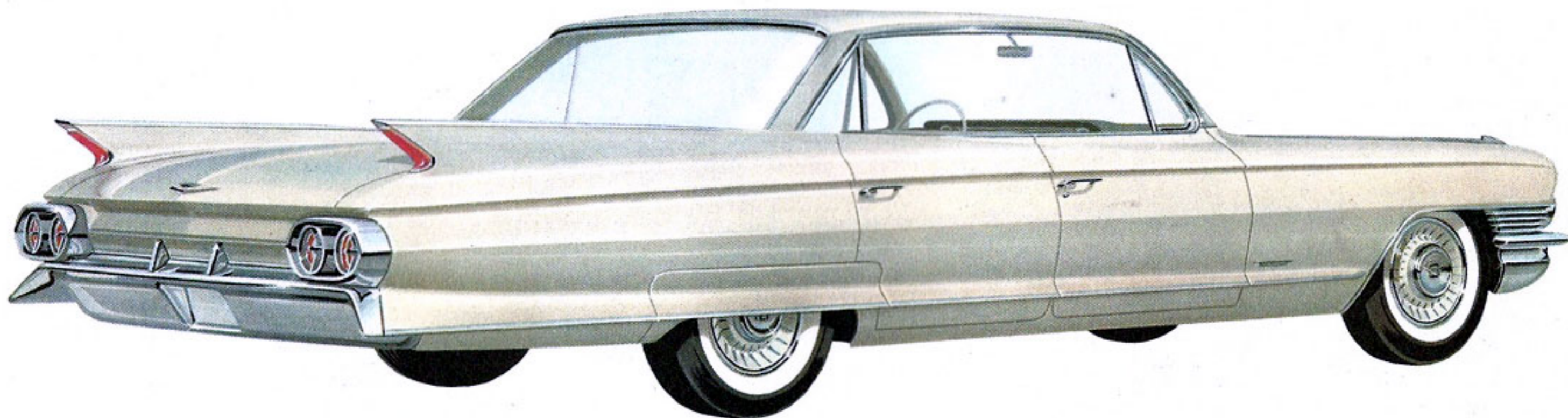


BLACK CHILTON CLOTH, WHITE FLORENTINE VINYL.

The B-flat trumpet is a 16th Century reproduction of one in the Museo Civico, Verona, Italy. The flute is porcelain and dates from about 1760. The instrument with peacock feathers is a Mayuri from Northern India. The wooden violin case is German and dates from the 18th Century. The portrait is by Francois Hubert Drouais. All of the pieces are from the Metropolitan Museum of Art. The fabrics are from the Scalmandré Museum of Textiles.

THE SHORT DECK

Sixty-Two Sedan



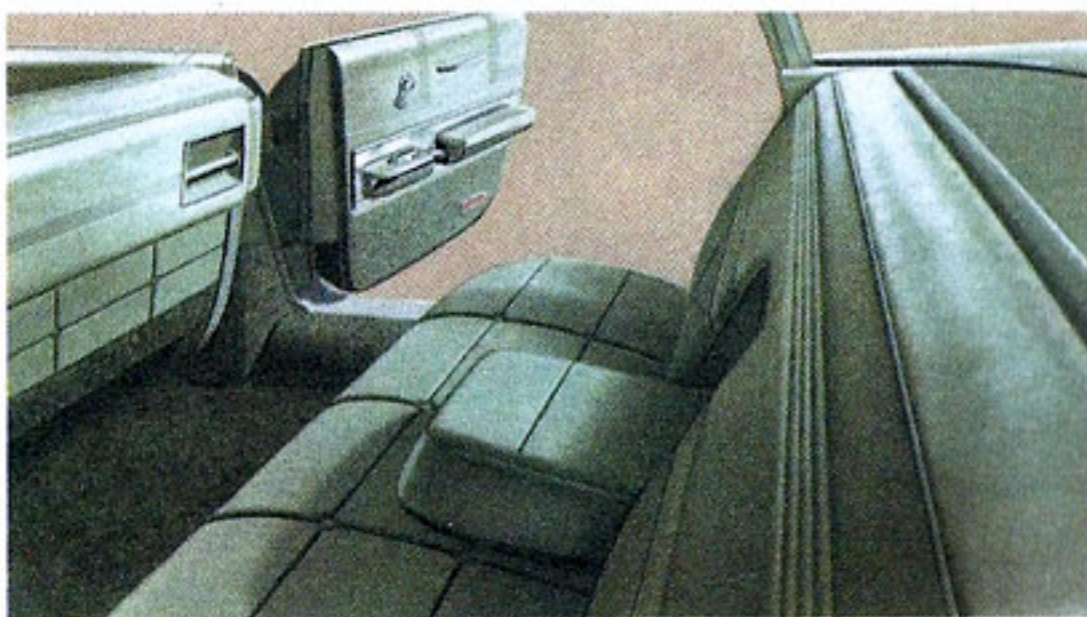
Another sparkling example of Cadillac craftsmanship at its finest is this new body style, a virtual twin of the Sixty-Two Sedan already described. Differing only in shorter over-all body length, it features the same trim lines and generously proportioned interior, the same

wonderful riding qualities. Alert and responsive to the final degree, it achieves a peak of maneuverability unequalled even among cars which do not approach it in size or distinction. Superbly favored in the luxury of its appointments, it is a radiant addition to the Cadillac family.





Gold-mounted moss agate bowl is thought to be North Italian, 17th C. It is from the Museum Silver Shop, as are the English agate goblets and the French agate knife. From A La Vieille Russie, the nautilus shell, mounted in gilded silver, and the smoky topaz vase. Lobmeyr covered dish is from A. J. van Dugteren. The Van Dyck portrait of Queen Henrietta Maria of England is from the Hammer Collection. The fabric comes from Scalmandré.



GREEN CANBERRA CLOTH WITH FLORENTINE VINYL

THE FOUR WINDOW Sixty-Two Sedan

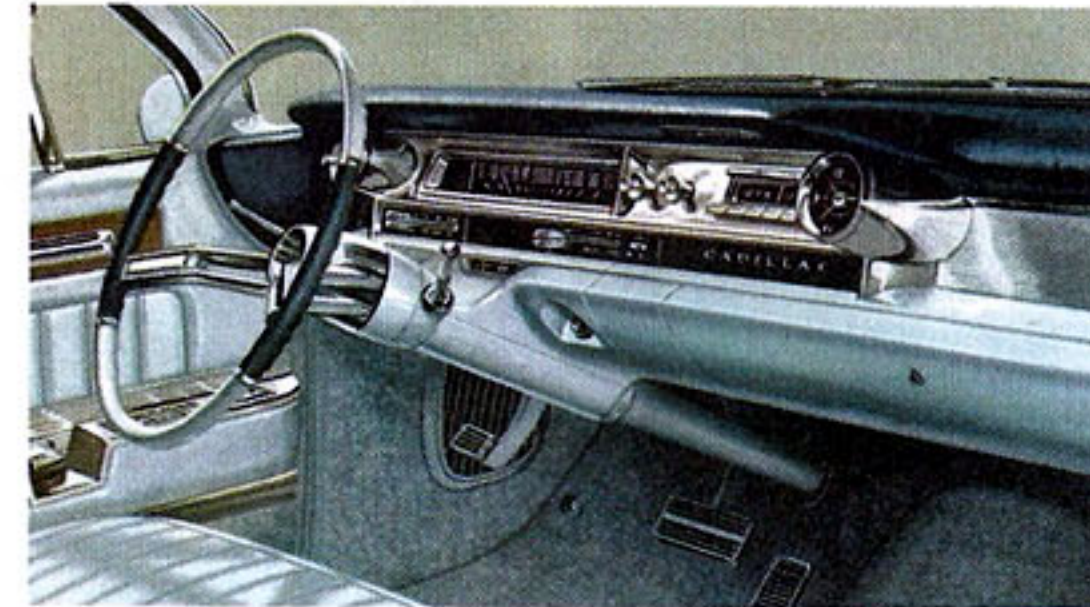


Virtually surrounded by crystal-clear glass, driver and passengers in this highly styled version of the Sixty-Two Sedan enjoy greater motoring pleasure than they have ever known before. With a gracefully curved rear window that literally envelops rear compartment riders, vision is

unexcelled, comfort complete. To own and drive this imaginatively conceived automobile is to enjoy a new experience in land transportation. And it is an exceptional value, as well, for it is as practical as it is beautiful. Interior fabrics are the same as those in other Sixty-Two models.

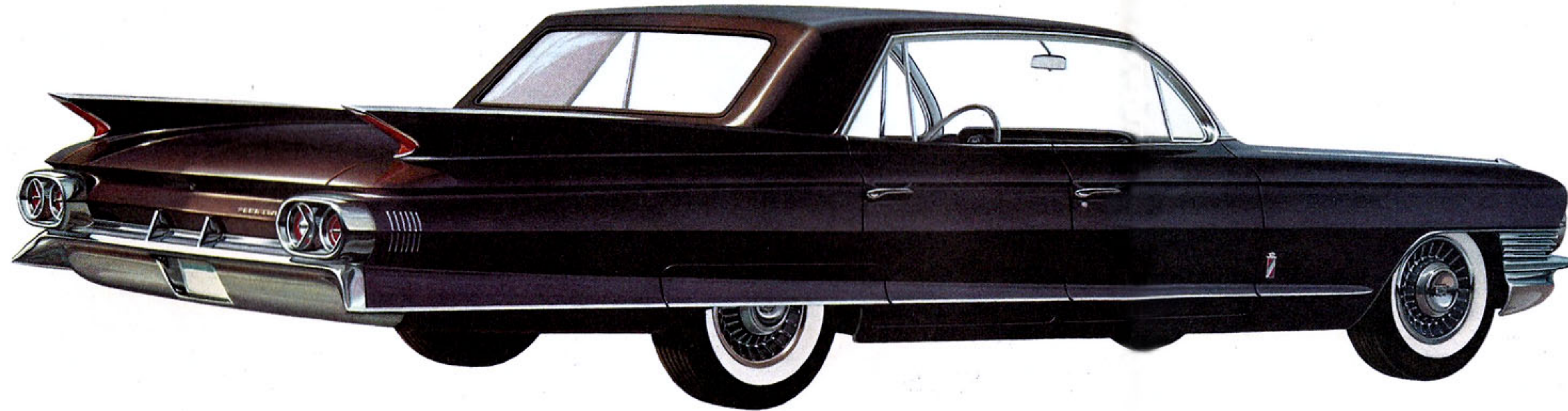


BLUE CAMBRIDGE CLOTH AND FLORENTINE LEATHER



The teapot, stand, cream pitcher, sugar bowl and urn are all by Paul Revere, Jr., about 1790. The coffee pot is by Ephraim Brasher of New York City. The pipe, by an unknown Dutch craftsman, is from the early 18th Century. The candlestick and snuffers were designed by Joseph Lownes, Philadelphia. The portrait, from the Metropolitan Museum of Art (as are other pieces shown), is by the American Mary Cassatt. Fabrics from Scalamandré.

THE Fleetwood Sixty Special Sedan



In the triumphant Fleetwood Sixty Special Sedan for 1961, Cadillac designers have achieved new luxury, spaciousness and good taste, combined in a supreme expression of the stylist's craft. The special treatment of the rear quarters lends this sumptuous automobile a

subtle aura of distinction never quite captured by any but Cadillac. Substantial beyond question, yet gracefully ethereal in aspect, the Sixty Special is an ideal blend of classical beauty and the performance characteristics of tomorrow. Interior fabrics include fine-textured

Cambridge cloth in blue, sandalwood or green with matching Florentine leather bolster trim; black Cambridge cloth with white Florentine leather bolster trim; gray, fawn, turquoise or rose Crestwood cloth with matching bolsters; or gray or fawn broadcloth throughout.

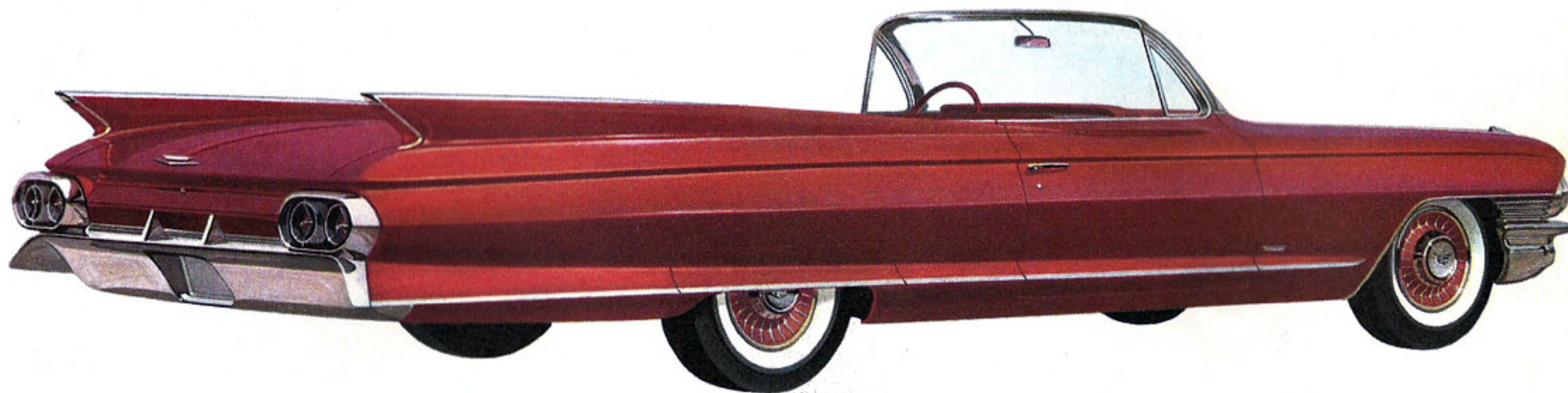




METALLIC RED FLORENTINE LEATHER

The parade helmet and shield of silver with chiseled mountings of bronze were created for Louis XIV. The tournament book, bound in tooled Morocco, is German and dates from 1529. The rapier is a composite piece, the blade being Italian (1585) and the hilt German (1600). Portrait is of Sir John Shurley, painter unknown (English, late 16th C.). Spur is French (1400). All are from the Metropolitan Museum of Art. Fabrics from Scalamandré.

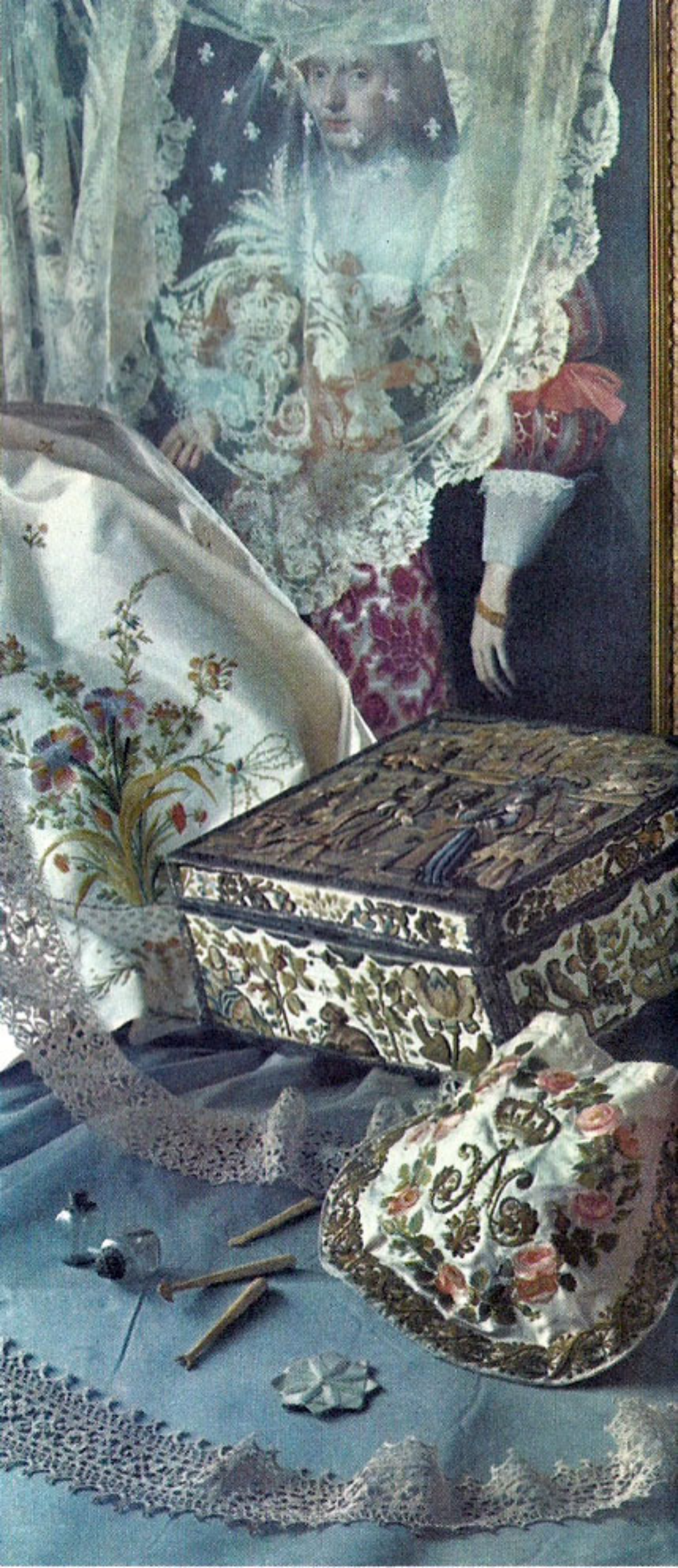
THE Sixty-Two Convertible



As fresh and stimulating as a sunlit summer day, the newest Sixty-Two Convertible is the perfect answer for those who would combine superb comfort and beauty with the spirit of adventure. Sleek, slim and graced with new sculptural side paneling, the Sixty-Two Convertible for 1961

is a true masterpiece of symmetry and balance . . . an invitation to the open highway that few are able to resist. Eight interior color selections, all with rich Florentine leather, include black, blue, sandalwood, saddle, green and red . . . plus white with either black or metallic red bolsters.



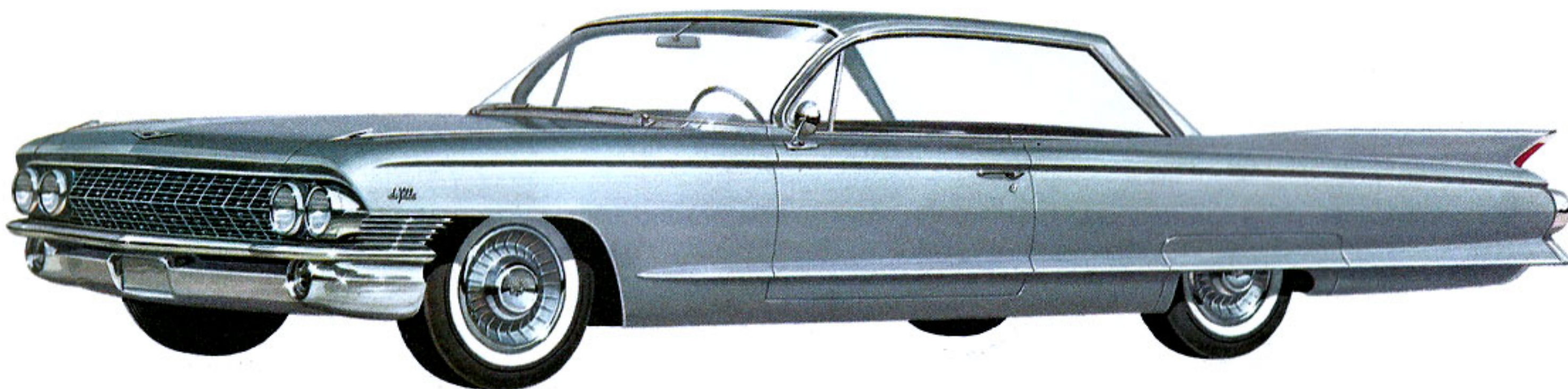


The lace flounce hanging over the portrait is Belgian and was worn by a cardinal at the coronation of Charles X of France in 1824. Embroidered dress panel is 18th Century French. Embroidered box is 17th Century English. Bag is French, 19th Century. Lace border and strip are Italian, 17th Century. Portrait is by the Dutch Michiel van Miereveld (1567-1641). All pieces are from the Metropolitan Museum of Art. Background fabric is from Scalamandré.



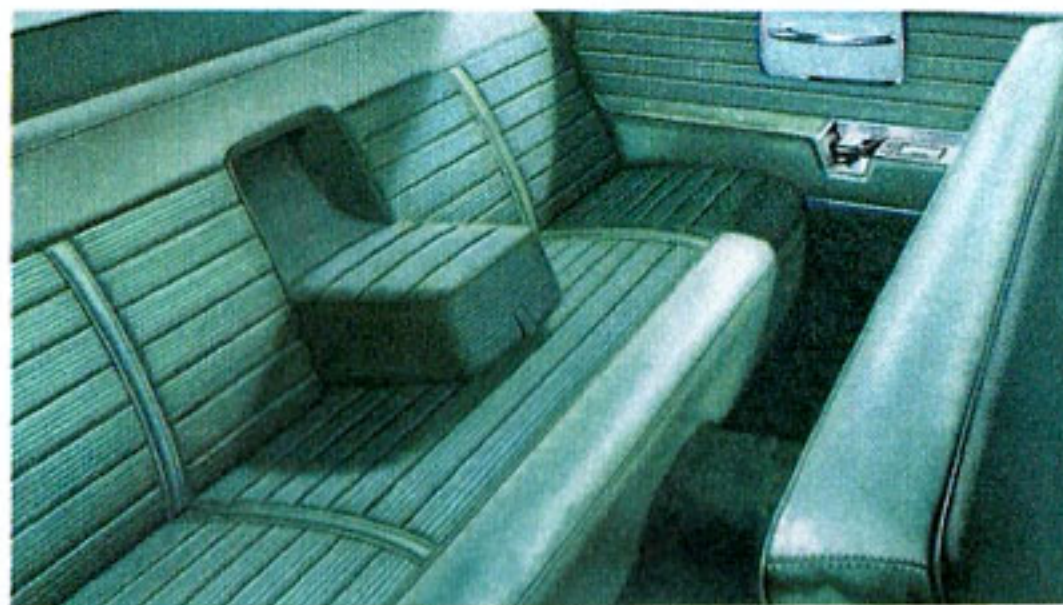
GRAY COVINGTON CLOTH AND FLORENTINE LEATHER

THE Coupe de Ville



Seeking new horizons in design for motion, the Cadillac Coupe de Ville for 1961 bespeaks an attention to craftsmanship that is unrivalled in the automotive field. Its extraordinary grace and charm are complemented by the marvelous Cadillac riding qualities and over-the-road comfort

which anticipate your every wish. The 1961 Coupe de Ville offers eight interior choices: gray, fawn or green Covington cloth; black or turquoise Coronel cloth; blue, sandalwood or rose Cromwell cloth . . . all with Florentine leather bolster trim of appropriate shades.

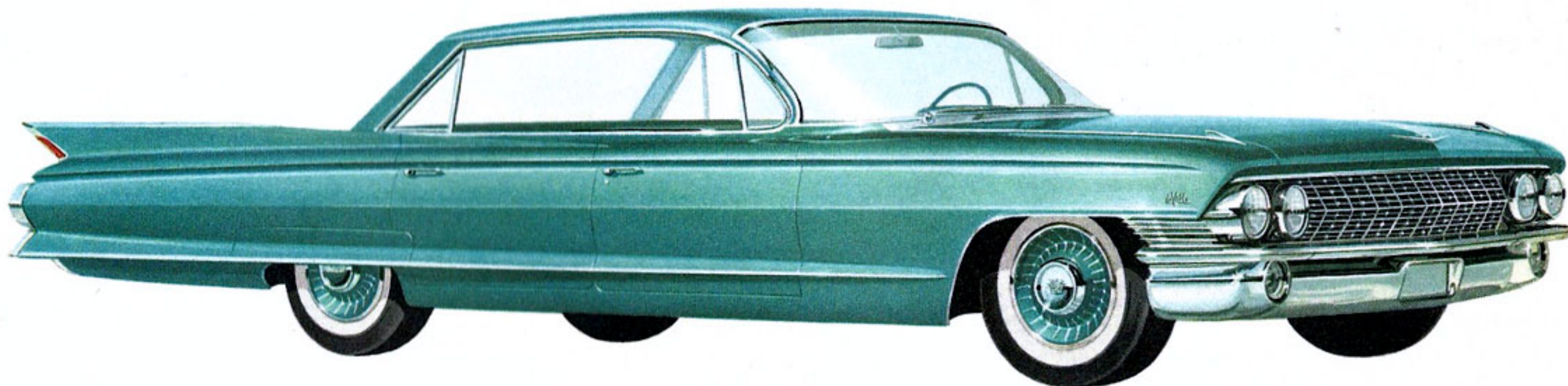


TURQUOISE CORONEL CLOTH AND FLORENTINE LEATHER

From the Metropolitan Museum of Art: The rearing bronze horse is by Degas. The smaller horse is Greek from the 8th Century B.C. The astronomical globe, a gift of J. P. Morgan, is by Gerhard Emmoser of Vienna (1579). The painting of horse and rider is Indian, 17th Century. The polo game manuscript is Persian, 16th Century. The bronze horse profile is 17th Century Florentine in the style of Antonio Susini. Fabrics are from Scalamandrè.

THE SIX WINDOW

Sedan de Ville



A brilliant new interpretation of a traditionally exciting Cadillac body style, the 1961 Sedan de Ville sets new standards for dramatic styling and elegance. Advanced engineering features . . . gracefully fluid lines . . . inspired fabric design . . . all contribute to a total concept of

automotive perfection. From the leading edge of the hood and front fenders—designed to form a single, crisp horizontal line—to the gently tapered rear fins, it is a car to win the admiration of the motoring world. Interior selections are the same as those in the Coupe de Ville.



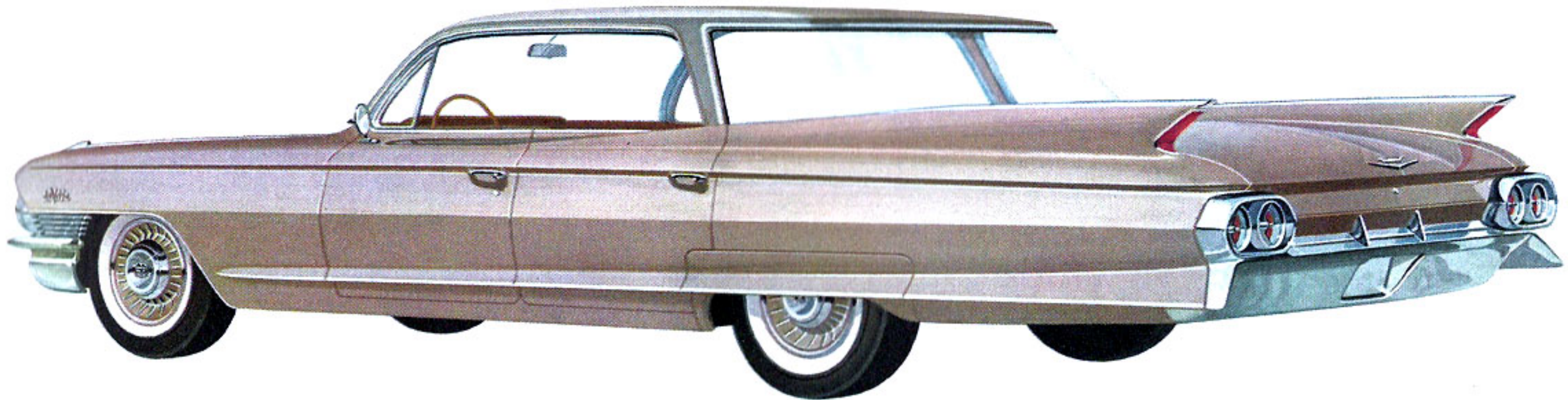


From the Museum Silver Shop comes the 18-karat gold coffee set, with gold and agate tray by Tiffany. The collection of antique Tiffany vases is from Lillian Nassau. The modern Lohmeyr glasses in gold are from A. J. van Dugteren. The portrait of Isobella Mary, Duchess of Rutland, was painted by Sir Joshua Reynolds and this work was produced from an engraving made in the year 1780. The fabric is from the Scala-mandré Museum of Textiles.



SANDALWOOD CROMWELL CLOTH AND FLORENTINE LEATHER

THE FOUR WINDOW Sedan de Ville



The deceptively simple styling approach employed in this version of the Sedan de Ville for 1961 has resulted in a motor car for devotees of perfectly ordered elegance. Just as no single superfluous line mars the pure beauty of its profile, neither does any one feature—exterior or

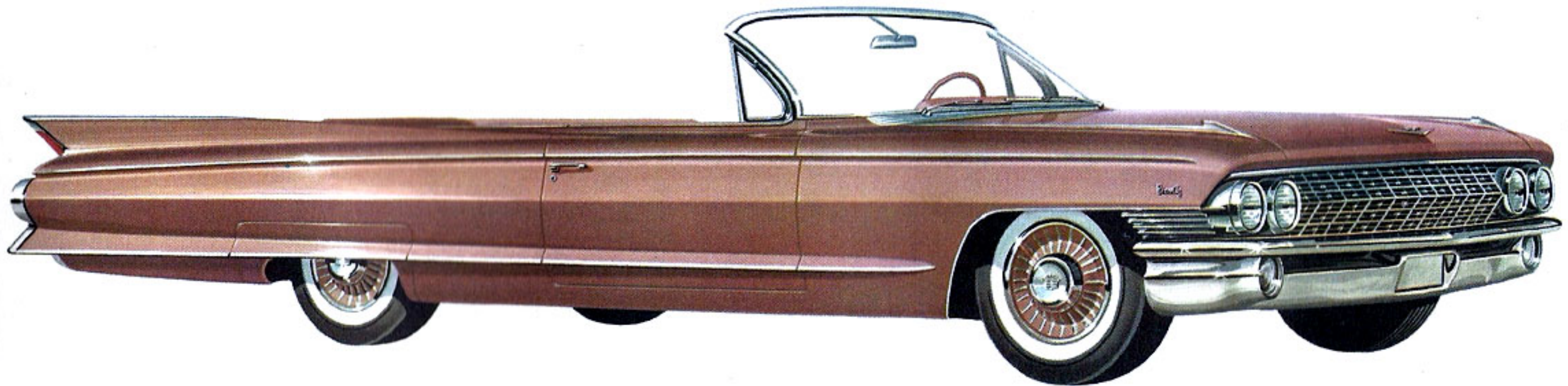
interior—fail to fit ideally into the over-all design and engineering scheme. An automobile of noble bearing, it has an aristocratic flair that sets it apart from all other motor cars. Interior selections are, of course, identical in all three of the distinguished de Ville creations.



TOPAZ OSTRICH GRAIN AND FLORENTINE LEATHER

The jewels in the foreground and the gold and diamond case are from Van Cleef and Arpels, as is the tiara of the Empress Marie Louise—a gift at the baptism of her son, the King of Rome, in 1811. The gold and yellow enamel snuffbox by Faberge and the antique gold pin are from A La Vieille Russie. The painting is by Elisabeth Vigee-Lebrun (1755-1842) and it comes from the Wildenstein Galleries. Fabric from Scalmandré Museum of Textiles.

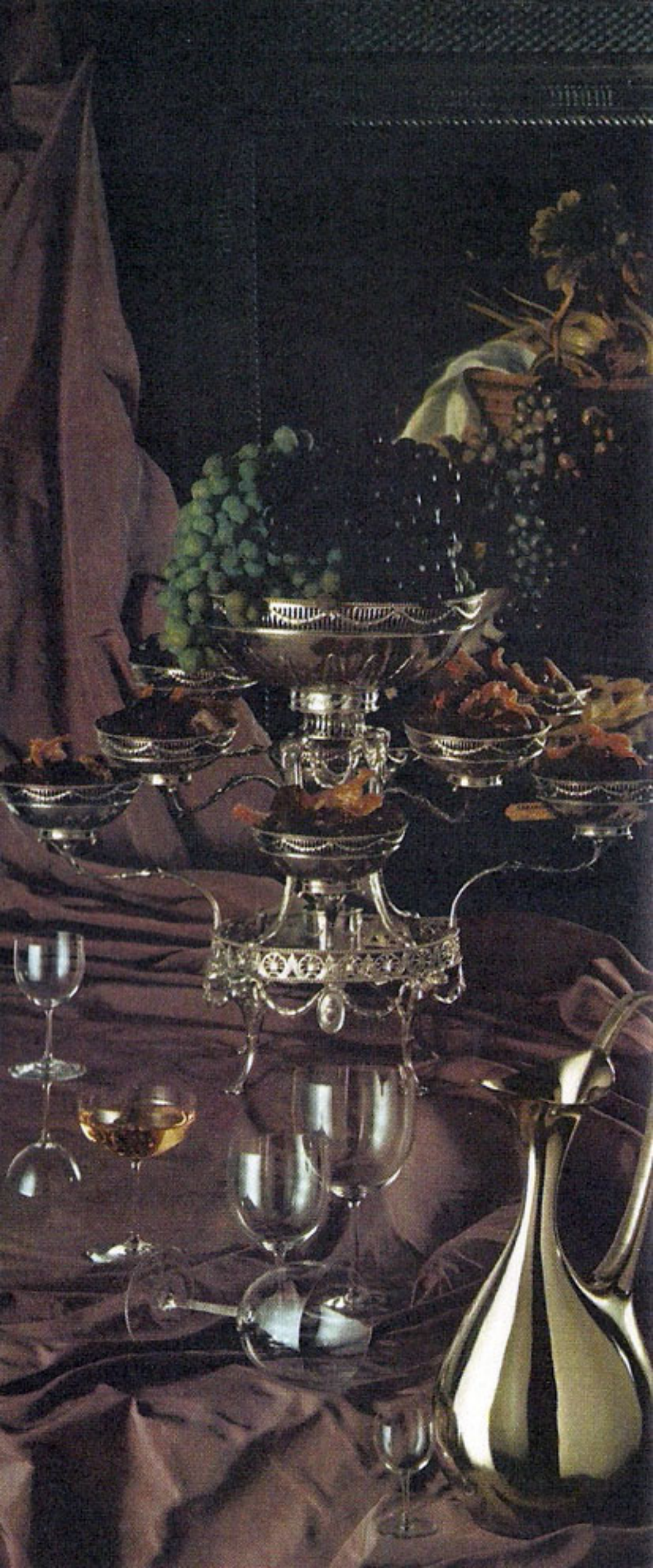
THE Eldorado Biarritz



Rarely, and only to a supremely fortunate few, there comes an automobile the very sight of which summons forth visions of distant mountains, pounding surf and soft Southern skies. Such a car is the 1961 Eldorado Biarritz, beyond question the most beautiful convertible ever

created. This superbly crafted motor car makes every journey memorable, every arrival a special occasion. Interiors, styled in ostrich grain leather with Florentine leather trim, are available in tones of sandalwood, nautilus blue, white, topaz, jade, mauve, black or metallic red.





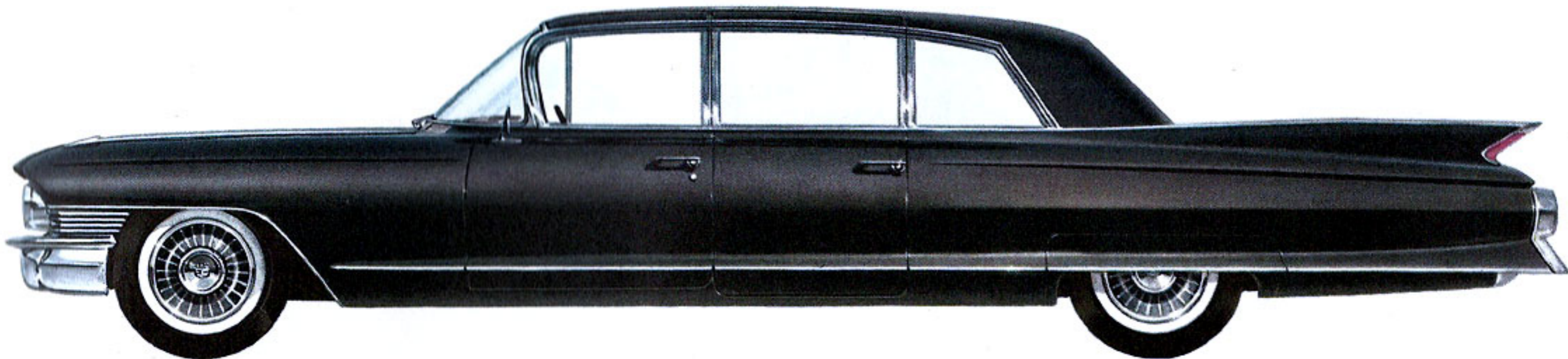
From the Museum Silver Shop comes the silver epergne, used as a centerpiece on distinguished tables during the period of George III. The exquisite set of "Brummel" glasses is from Baccarat and Porthault. The lovely silver pitcher in the foreground is an outstanding creation of Georg Jensen. The painting is by Abraham van Beyeren and it was loaned by the famed Hammer Collection. The silk fabric comes from the Scalamandré Museum of Textiles.



GRAY CALAIS CORD AND BROADCLOTH

THE Fleetwood Seventy-Five

SEDAN AND LIMOUSINE

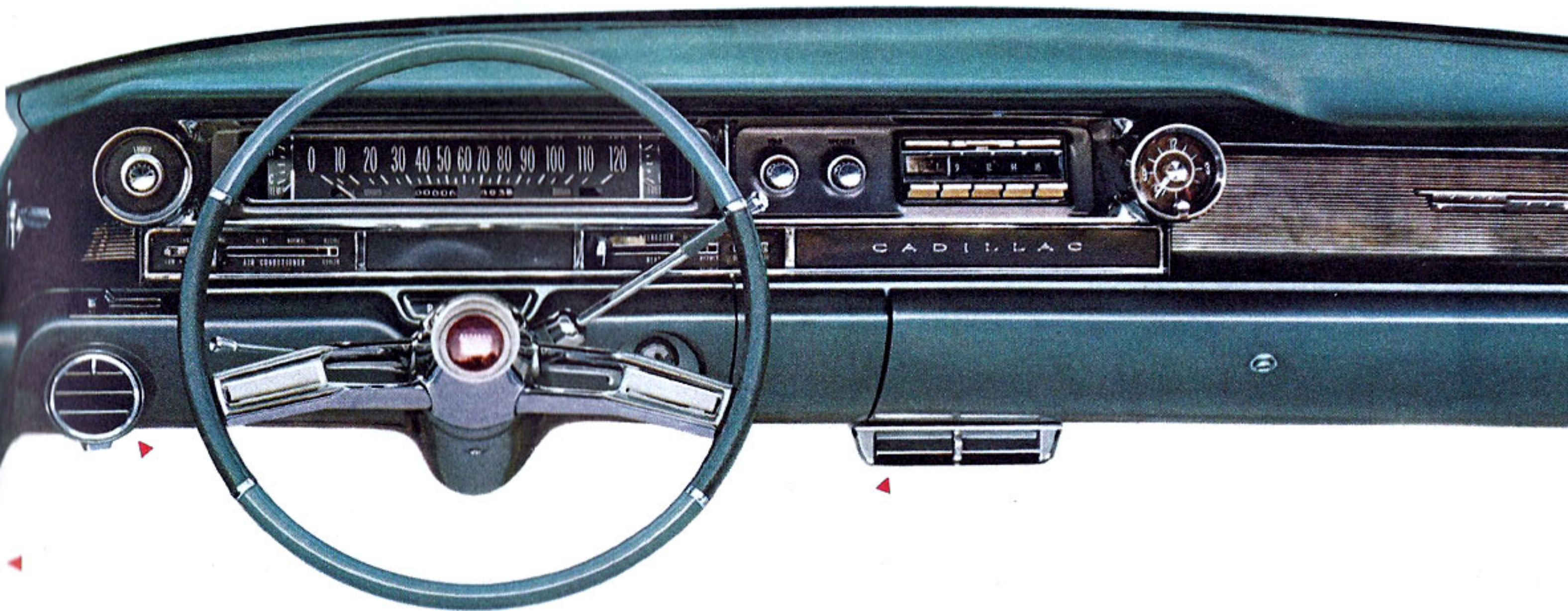


Justly famed as the most distinguished automobile on the American scene, the Fleetwood Seventy-Five achieves new heights of dignity and stature in 1961. Whether you choose the nine-passenger Sedan or the Limousine, you will possess a car that compliments your wisdom as

well as your taste. Passenger compartments are styled in gray or fawn wool broadcloth; gray, fawn or dark gray Calais cord with matching broadcloth bolsters and trim. The chauffeur's compartment of the Limousine may be trimmed in black, gray or fawn Florentine leather.



1961 Cadillac accessories



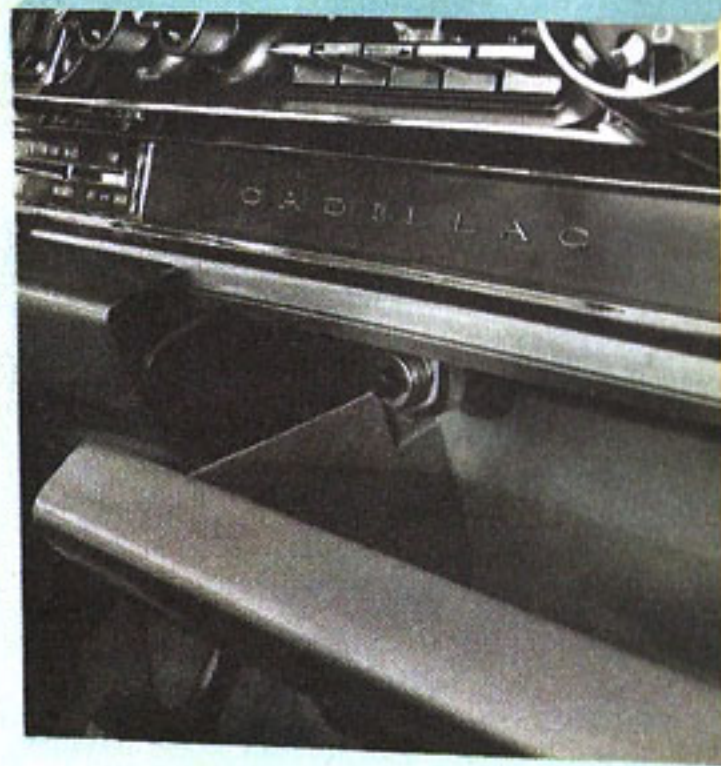
Most desirable of cars, the 1961 Cadillac can be made even more appealing with the addition of accessories illustrated on these and the following pages. To individualize your Cadillac—and further increase comfort, convenience and safety—you may select any or all of the Cadillac-approved items of optional equipment shown here. Ask your local Authorized Cadillac Dealer to explain how you can have your new Cadillac equipped to your precise personal taste.

Controlled from the front door next to the driver are ◀ Power Windows, standard equipment on all models except the Sixty-Two Series ◀ Power Ventipanes, standard only on the Eldorado Biarritz and Fleetwood Sixty Special ◀ Six-way Power Seat Adjustment, standard only on the Eldo-

rado Biarritz with regular front seat, and ◀ Power Door Lock, an option which permits locking and unlocking of all doors from a single master switch.

Also indicated are ◀ Cadillac Cruise Control lever and two outlets of the ◀ Cadillac Air Conditioning System, finest by far in the automotive field.

Cadillac Cruise Control makes a major contribution to safer, more relaxed, more economical motoring. With Cruise Control, you may set your Cadillac at the desired speed for open highway or expressway driving. A touch of your foot on the brake disengages the Cruise Control and returns you to normal operation. This accessory may also be set to serve as an automatic speed reminder. *The Power Deck Lid Lock* (switch inside the glove compartment) permits you to unlock and slightly raise your trunk lid without leaving the driver's seat. *Guide-Matic Power Headlight Control* automatically dims all four headlights of your car when another car approaches and returns them to bright when the other car has passed. *Cadillac Fog Lamps* send a beam of light which pierces fog, snow or sleet with a minimum of reflection back into the driver's eyes.



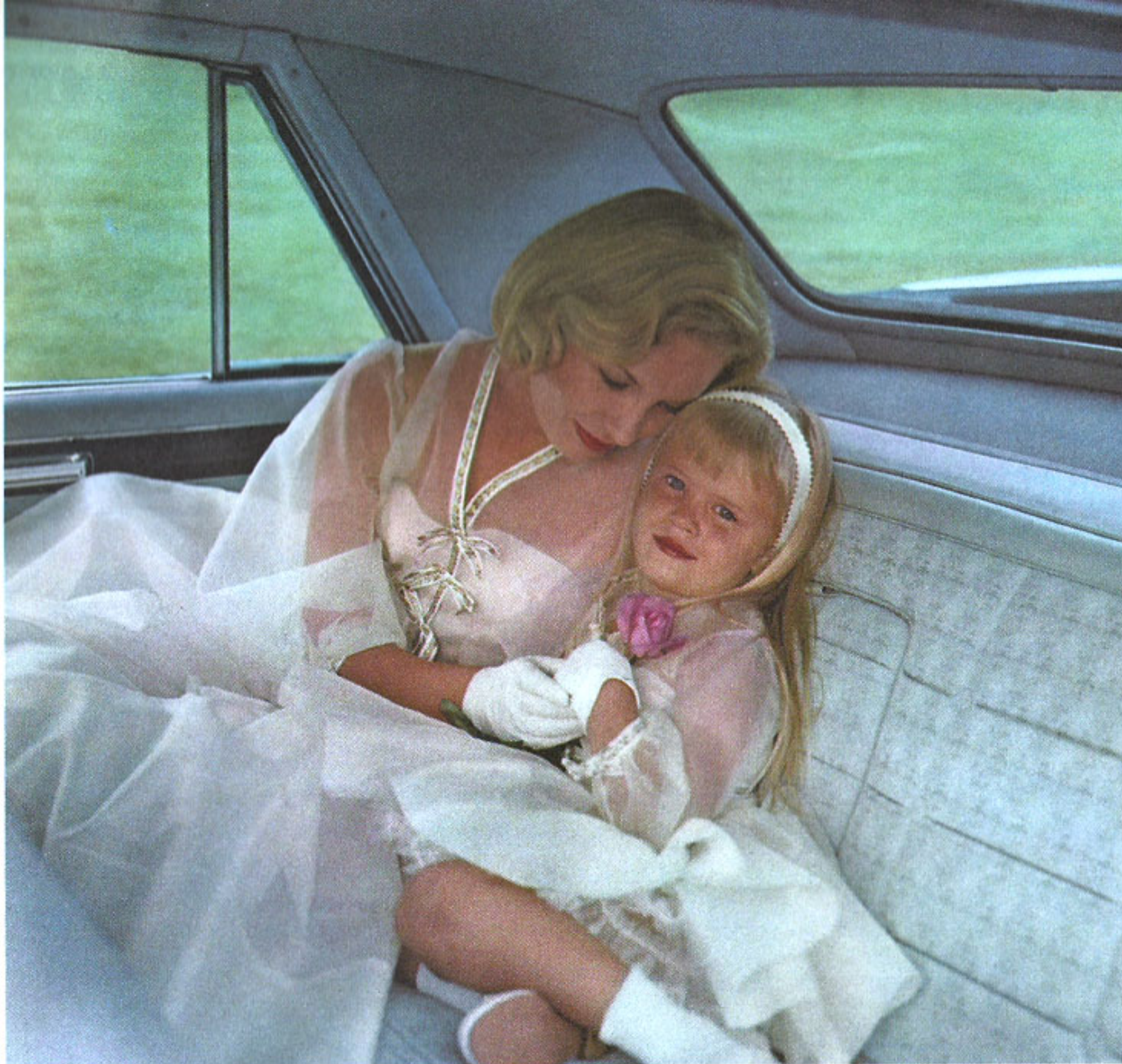
Others

Heater

Rear-Window De-Fogger

Signal-Seeking Pre-Selector Radio

E-Z-Eye Tinted Glass



Cadillac Air Conditioning

The new Cadillac Air Conditioner provides the finest air conditioning ever developed for automotive use. It keeps the air within your Cadillac cool and lets you enjoy dehumidified, dust-free, pollen-free breathing, no matter how hot the weather. The blower switch provides three fan speeds. Air outlets, at the center and each side of the instrument panel, permit you to direct the flow of air as desired—or they may be shut off individually. In all models except the Fleetwood Seventy-Five Sedan and Limousine, which have completely independent cooling systems, the Air Conditioner may be operated simultaneously with the heater. Thus, while the car is kept warm, cool air is provided at head level for more pleasant breathing. In addition, the Air Conditioner dehumidifies the air to increase passenger comfort and reduce window fogging. The Air Conditioner may be set either for normally hot weather or for special conditions of extreme humidity and severe dust.



Floor Mats

Cushion Topper

Seat Belts

Engine and Chassis

The highly refined Cadillac engine delivers brilliant performance and proven dependability. There is extra driving pleasure and extra safety, too, in the assured response which greets the lightest touch on the accelerator pedal. And there is equal satisfaction and wonderful peace of mind in the silent, effortless performance, hour after hour at turnpike speeds. The Cadillac chassis, for 1961, provides many new features certain to be a source of increased satisfaction and driving pleasure. There is improved steering for greater maneuverability. Newly refined braking for shorter, straighter stops and new suspension system advancements assure even greater quietness and comfort.

THOMSON BROTHERS, INC.
2820 Gilbert Avenue
CINCINNATI, OHIO

STANDARD POWER EQUIPMENT ON ALL MODELS

CADILLAC POWER STEERING makes parking . . . maneuvering in traffic . . . and highway travel an easy and effortless pleasure.

CADILLAC POWER BRAKES enable the driver to bring the car to a quick, safe stop with gentle pressure from either foot.

CADILLAC HYDRA-MATIC DRIVE provides eager, smooth response as it automatically shifts gears for the driver.

ACCESSORIES

CADILLAC CRUISE CONTROL permits the driver to maintain a constant speed of travel automatically . . . reduces fatigue and is an aid to increased fuel economy. It also serves as a speed warning device for restricted speed zones.

POWER WINDOWS AND SEATS (available on all models) are convenience items you will want to have on your favorite Cadillac. They are standard at no extra cost on most body styles.

THE CADILLAC GUIDE-MATIC power headlamp control dims all four headlights of your car as other cars approach thus reminding oncoming drivers to dim their own headlights in return. This automatic headlamp beam control is an additional aid to safe, nighttime motoring.

POWER DOOR LOCKS permit the driver and front seat passenger to lock and unlock all doors automatically at the touch of a switch.

CADILLAC AIR CONDITIONING lets you ride in the cool comfort you enjoy in your air-conditioned office or home. It also dehumidifies and removes dust, pollen and smoke.

E-Z-EYE GLASS reduces eyestrain by eliminating annoying glare. It filters out radiant heat, helping to keep the car interior cool.

THE CADILLAC RADIO produces rich, full tones and long-range reception unique in a motor car radio. Tuning is automatic at a finger touch. The two-speaker system is supplied at no extra cost. Antenna is electrically operated.

CADILLAC HEATING SYSTEM is unusually efficient and simple to operate. It provides warm air to both front and rear compartments, as well as heated air to the windshield for defrosting.

CADILLAC FOG LAMPS provide illumination close to the surface of the road. They contribute greatly to safer driving in adverse weather.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

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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