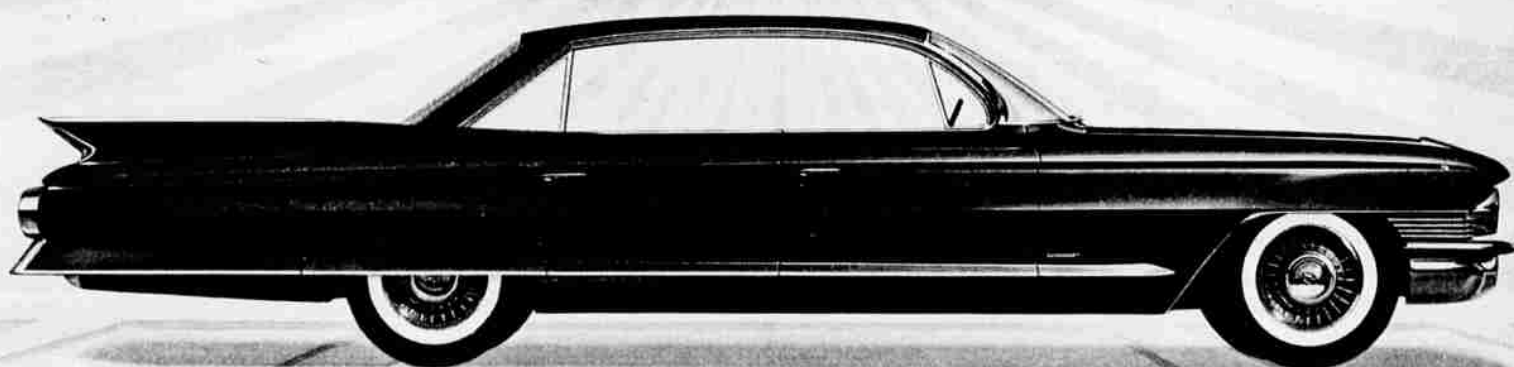


*A* NEW INSPIRATION FOR THE MOTORING WORLD



THE SIXTY-TWO SEDAN

*Cadillac* FOR NINETEEN SIXTY-ONE



THE FLEETWOOD SIXTY SPECIAL



THE SIXTY-TWO COUPE

You are looking at the completely new Cadillac for 1961—a motor car so advanced in outward and inward excellence that it will inspire the automotive world for years to come.

While unmistakably Cadillac in stature and in majesty, it represents a totally new concept in fine car design.

Its graceful silhouette reveals less over-all length and increased head room, seat height and entrance space. Its delicately formed roof lines provide an almost uninterrupted panorama of vision, while a crisp, new sculptural design of front, rear and sides confers distinction entirely new to motoring.

Beneath this visual elegance resides a host of dramatic en-

gineering advancements—an even finer, smoother-performing engine... an entirely new front suspension system... a lubrication-free chassis... and greatly increased maneuverability and handling ease, including a shorter turning radius.

This new world of motoring pleasure has been interpreted in eleven individual body styles—each with a wonderful selection of beautifully crafted and appointed interiors—and with an exceptional choice of colors, accessories and fabrics.

Your dealer will be proud and privileged to introduce you to this 1961 Cadillac at any time. We sincerely believe that you will find it an inspiration in motor car quality and goodness.

VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER