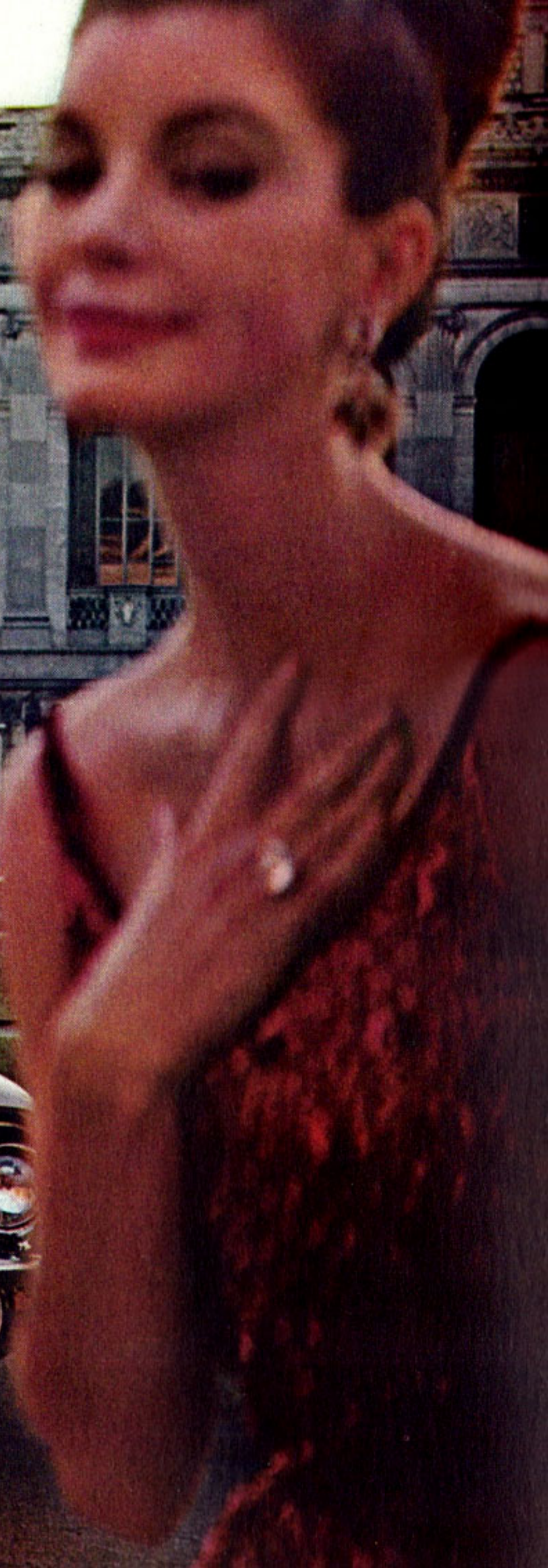
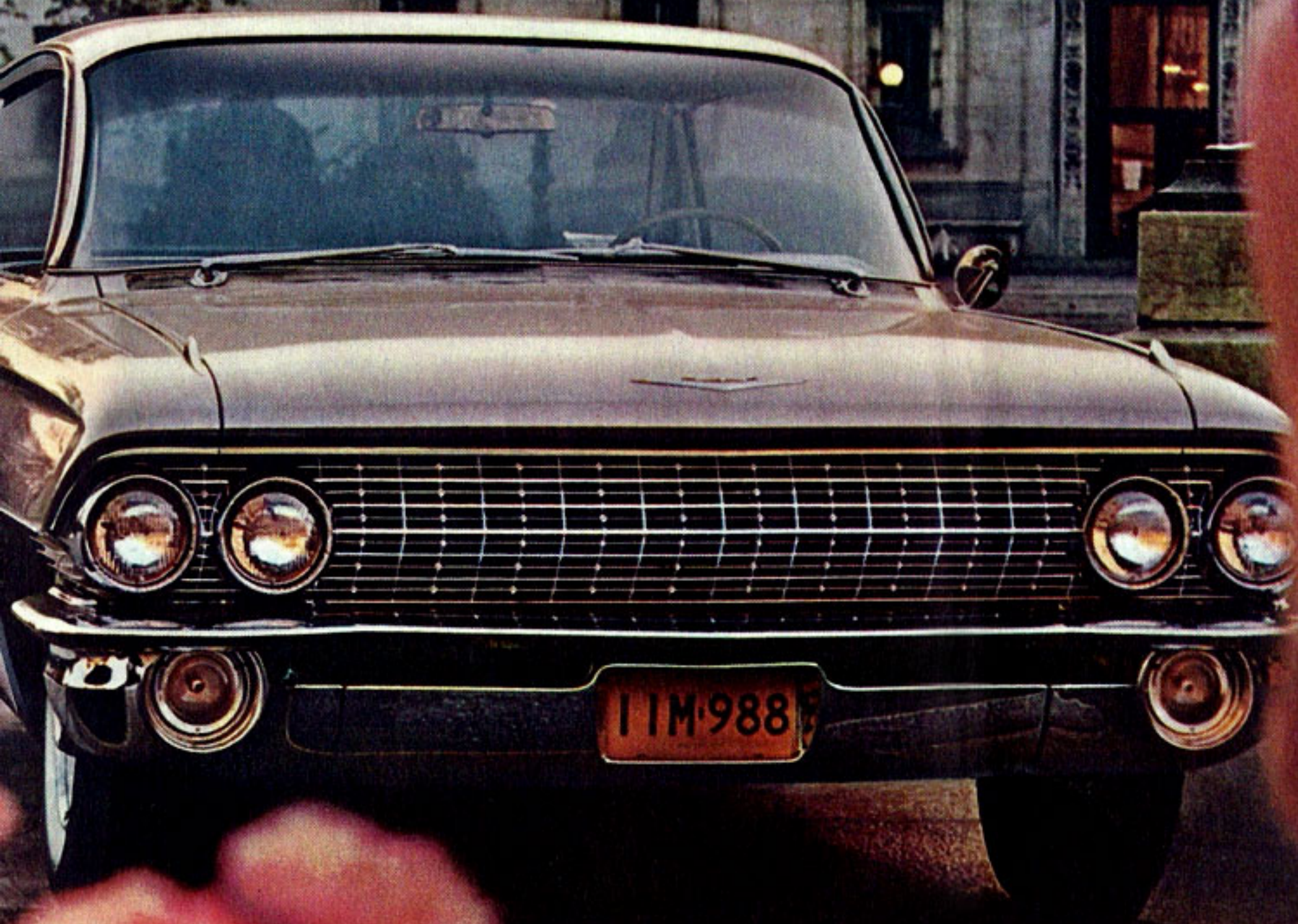


The Master Touches of Cadillac Quality



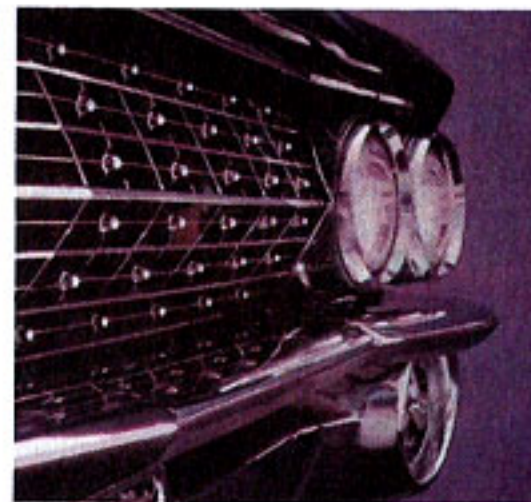
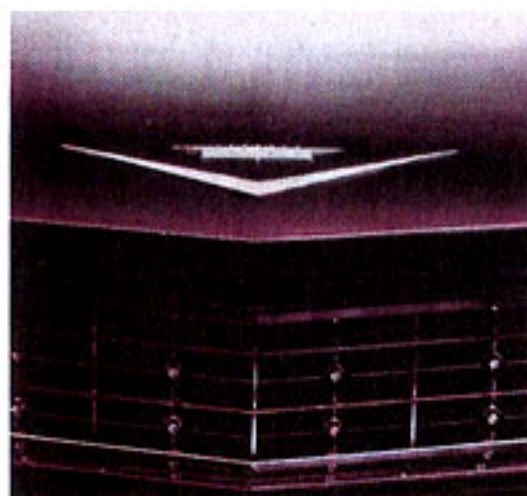




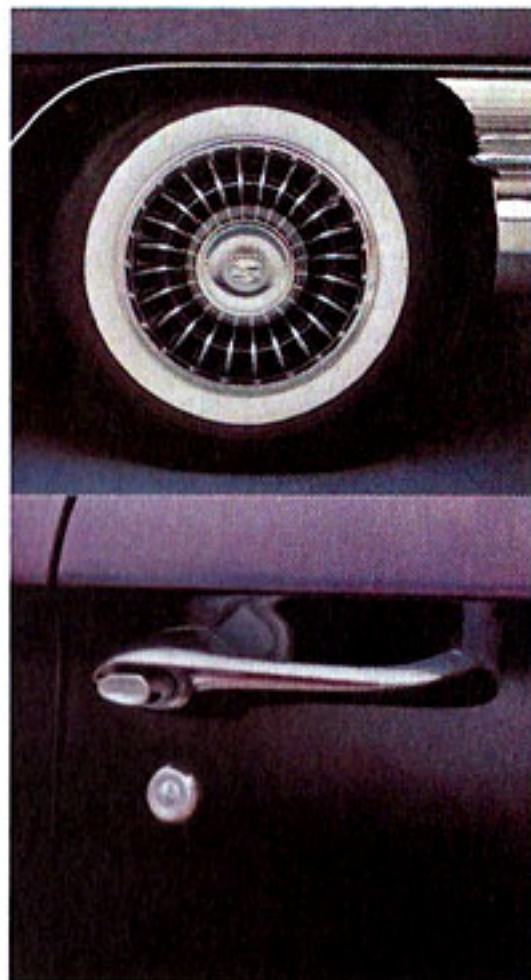


## Brilliant Design in every line . . . Masterful Craftsmanship in every detail

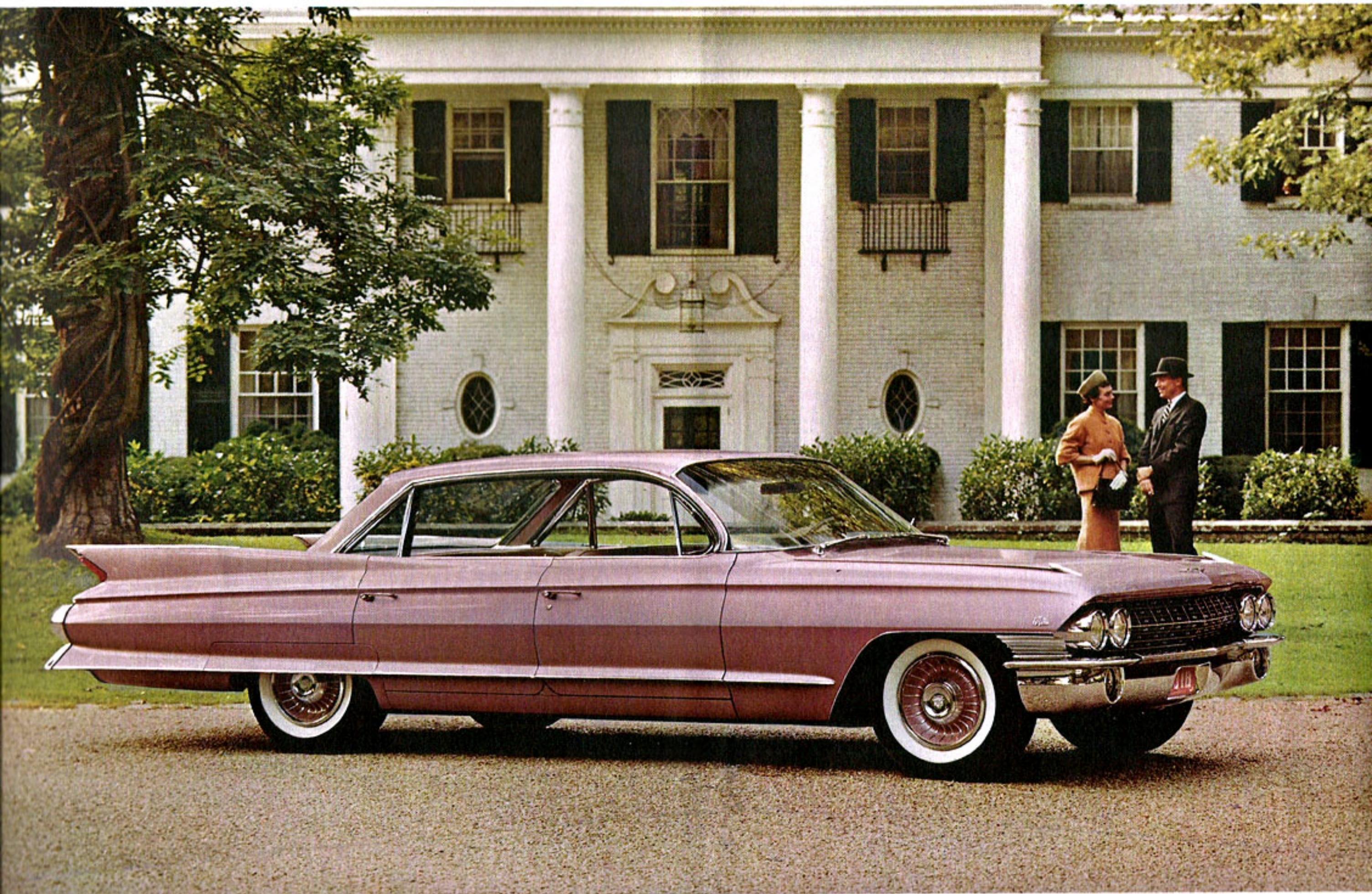
In any company—in any land—there is one word that is instantly recognized and understood. The word is Cadillac—and the meaning, of course, is quality. Indeed, so well established is this concept that the highest praise that can be accorded any product is to call it the Cadillac of its kind. There are obvious reasons for this unique reputation. Cadillac designers, engineers and craftsmen plan and work with only one objective—to produce the very finest motor car of its time. They plan from an unapproached background of experience. And finally, the quality of the automobile they create is safeguarded by fourteen hundred separate inspections. As these pages portray, every contour, every proportion, every detail—and every attribute of performance—of the new “car of cars” advances the Cadillac ideal in the fullest measure. The car assures not only enduring pride of ownership, but extraordinary luxury, comfort, handling ease and endurance as well.



*The horizontal sweep of the narrow grille, the custom jewelry design of the "V" and Crest, the fine lines of chrome against the repeated body color in the wheels, the sculptured door handles, the crisp, unified styling of the rear fenders and lights all echo exactly the slim, trim elegance of the 1961 Cadillac profile.*



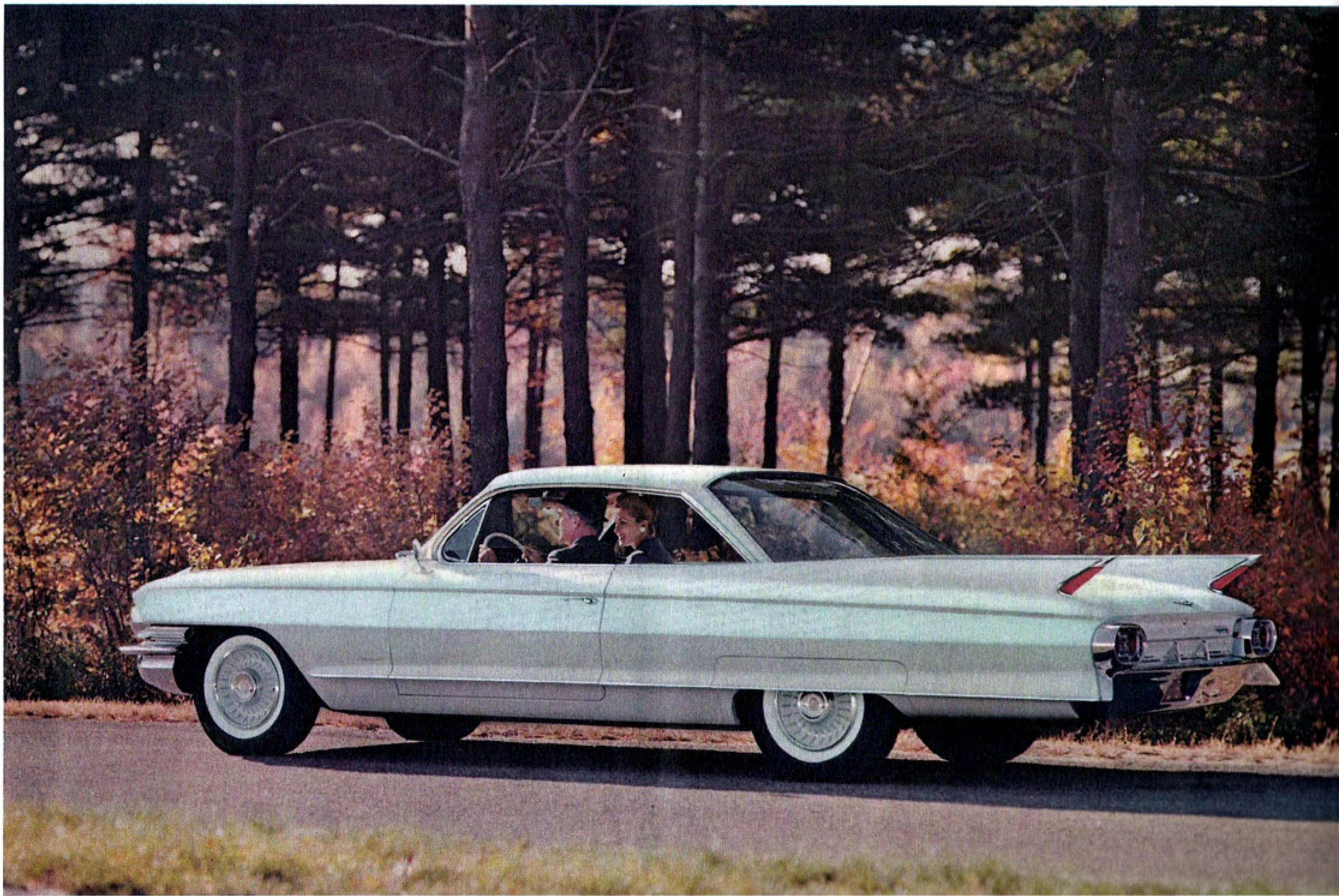




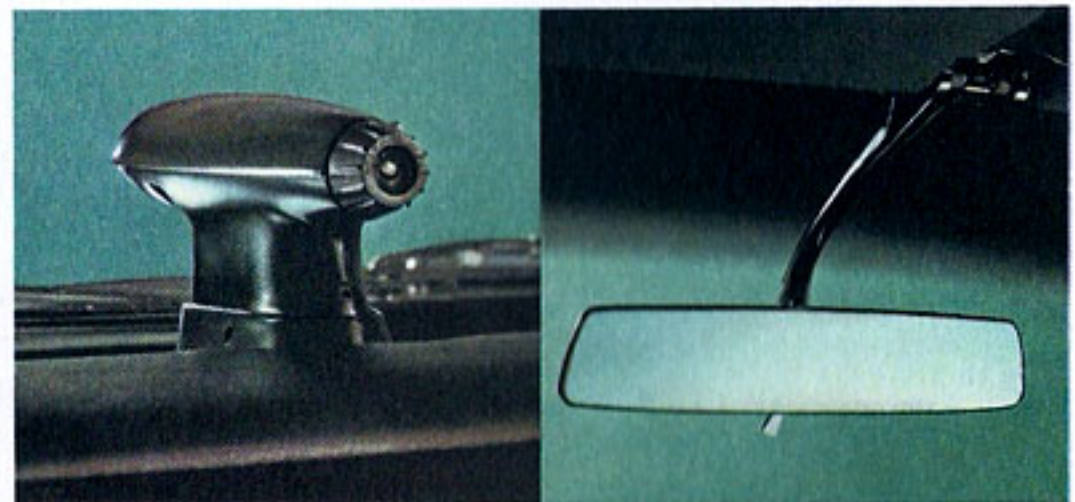
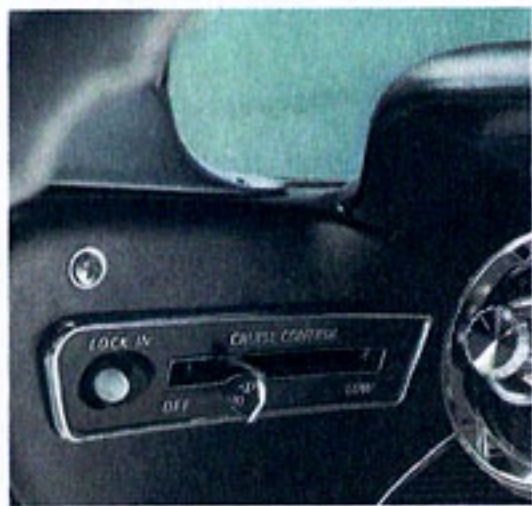
Performance that transcends  
the past . . . a unique  
assembly of driving aids

Across country or across town, a drive in a 1961 Cadillac is the most pleasurable experience in the world of motoring. For everything that made Cadillac performance great in other years has now been wonderfully enhanced. A shorter turning radius brings even better maneuverability. Engine refinements mean an even more alert response to the lightest touch on the accelerator. Power controls—many of them standard equipment—take virtually all effort from driving. New front springing reduces road shock and road noise to the vanishing point. And then there is that special Cadillac quality—smoothness and silence so complete that, even at highway speeds, a whisper in the rear seat is easily heard up front.





*Cadillac Master Touches include (from left) Cruise Control, an extra-cost option which lets you maintain a constant speed effortlessly; the smaller, more attractive steering wheel; Guide-Matic (optional at additional cost) which controls headlights, and the two-way mirror to reduce nighttime glare.*

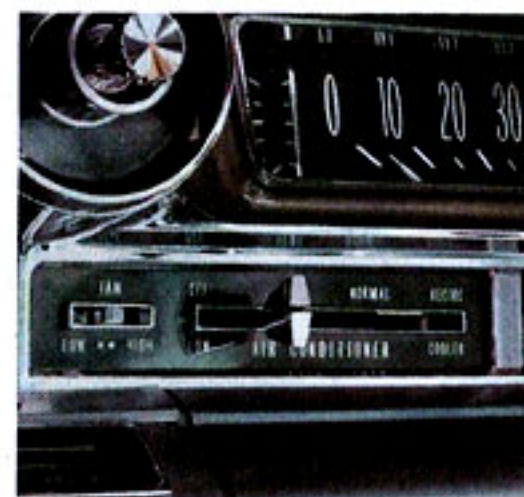






## Newly enlarged interiors... superb fabrics, leathers and appointments

Front seat or rear, the 1961 Cadillac is the epitome of luxury and comfort. Increased headroom, seat-height and entrance room are advancements you will appreciate anew every time you drive. For your further pleasure, Cadillac designers have searched the world for fabrics and leathers to endow these spacious interiors with superlative beauty. Appointments include every convenience you could desire. And the twelve body styles and the myriad color combinations permit the widest latitude in personalizing the Cadillac model of your choice.



*Special Cadillac luxury, comfort and convenience features include (from top left) power window controls convenient to your hand, unsurpassed Air Conditioner, seat assist handles, deep pile carpets—in some models as standard equipment, in others as extra-cost options. Front and rear center armrests (lower right) are standard on most models.*









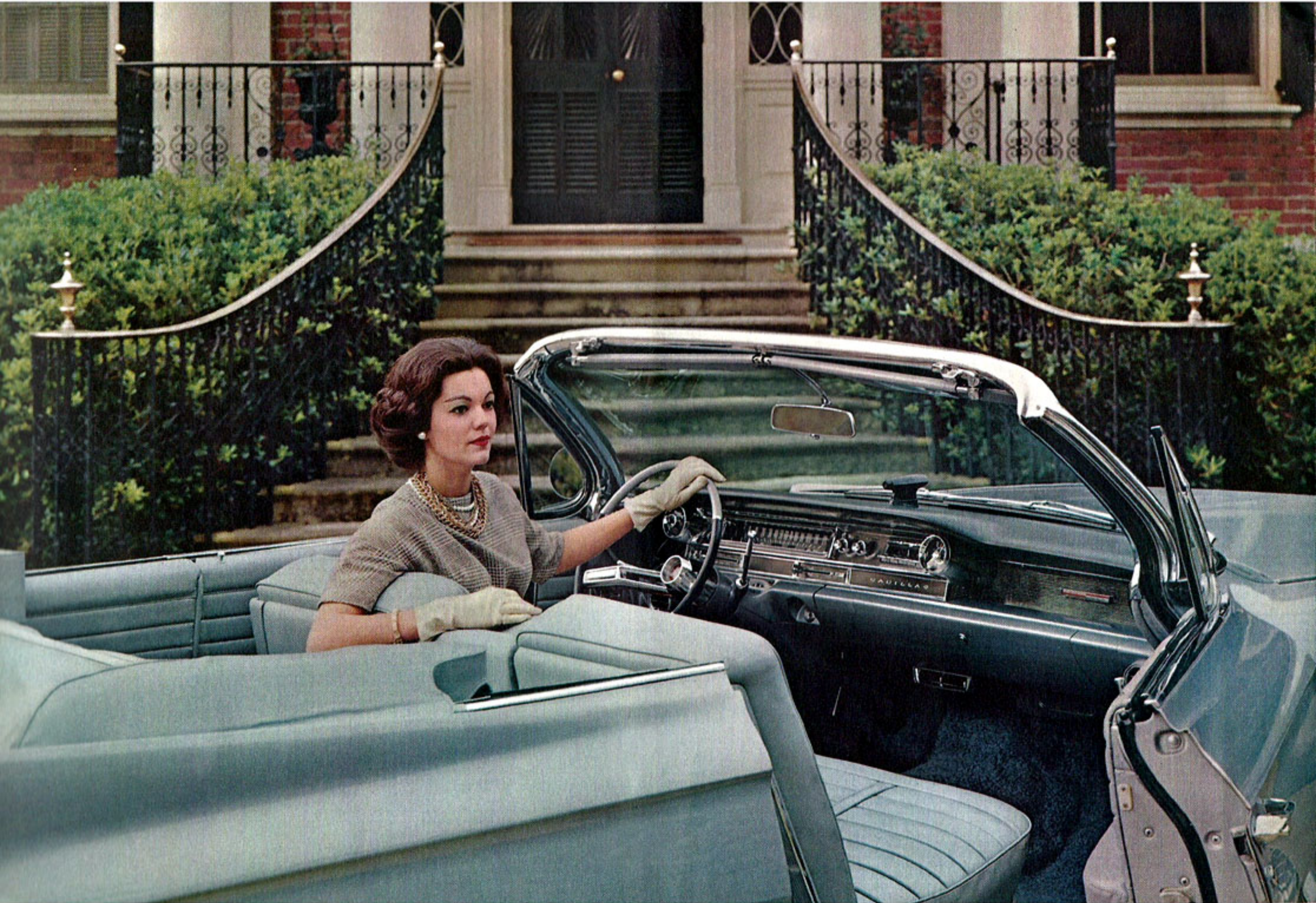


*Top row: Six-Window Sedan de Ville, Town Sedan, Sixty-Two Convertible, Four-Window Sixty-Two Sedan, Sixty-Two Coupe.*

*Center row: Coupe de Ville, Four-Window Sedan de Ville, Eldorado Biarritz Convertible, Fleetwood Sixty Special Sedan.*

*Bottom row: Six-Window Sixty-Two Sedan. Immediately below—the Fleetwood Seventy-Five, available as a Sedan or Limousine.*





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GENERAL MOTORS CORPORATION

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