



MASTERWORK OF THE MOTORING AGE

DIGNITY AND DISTINCTION FROM

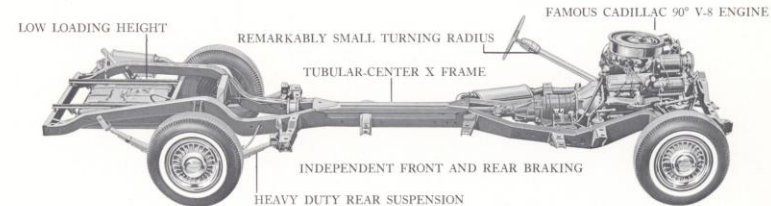
CADILLAC FOR 1962

Prestige is the hallmark of the majestic Cadillac Seventy-Five, shown on the cover. Available as a nine-passenger sedan or limousine, the Seventy-Five lends to your profession the dignity so essential for funeral car or ambulance use. And with all its prestige and dignity, Cadillac for 1962 presents the most highly perfected motor car ever built. Never in its sixty years as the Standard of the World has Cadillac offered a motor car so abundantly endowed with safety, luxury, comfort and engineering advancements . . . or so refined in styling. Surely it is destined to inspire many cars yet to come. Cadillac's famed quiet is even more remarkable in 1962—with a smoother, quieter power plant . . . greater and more effective use of insulation . . . more finely crafted coachwork. Its safety is enhanced by a new Cadillac-developed, independently operating front and rear braking system . . . exclusive new cornering lamps that light your way around turns . . . a revolutionary new rear light system . . . and by many other advancements. Wherever prestige and confidence serve as business assets, there can be no sounder investment than a Cadillac commercial car. This distinguished motor car



will help you gain the respect of both your clientele and your community. You are most cordially invited to give the illustrious 1962 Cadillac your most critical professional inspection. And we suggest, too, that you give serious consideration to the "Car of Cars" for your personal use. There is no more rewarding driving in all motordom . . . or a car that so magnificently reflects the achievement and good judgment of its owner.

## World's only chassis exclusively designed . . . engineered . . . and built for professional use



### COMMERCIAL CHASSIS SPECIFICATIONS

**ENGINE**—Precision-engineered and built by Cadillac. 90° V-type eight-cylinder overhead valve. Bore 4.0", stroke 3 1/4", displacement 390 cu. in. Engine mounted in rubber at three points. Taxable horsepower 51.2, brake horsepower 325 at 4,800 r.p.m., compression ratio 10.5 to 1. Torque, 430 foot pounds at 3,100 r.p.m. **PISTONS**: Lightweight aluminum alloy, slipper-type skirt. Recessed contour in piston head increases turbulence, thus assuring fast, complete burning of fuel-air mixture. Pistons are fitted with heavy-duty piston rings, two compression, one oil, side seal type. Top compression ring chrome-plated to minimize wear on cylinder walls. **CARBURETION**: Four-barrel down-draft carburetor, dry-pack type air cleaner with polyurethane element, automatic choke, manifold heat control valve for faster warm-up. Separate idle air system. **COOLING SYSTEM**: Centrifugal water pump insuring efficient water circulation. Tube and center type radiator. Blocking-type thermostat insures quicker engine warm-up and faster operation of heaters. **GASOLINE TANK**: 20 Gallon Capacity. Electrically operated fuel gauge on instrument panel. **GENERATOR**: Air-cooled, 45 ampere. High output at low car speeds protects against excessive battery drain. **ELECTRICAL AND IGNITION SYSTEM**: 12-volt system assures consistent high voltage at spark plugs, faster, more positive starting in cold or wet weather, and provides an ample reserve of electrical energy for all standard accessories. **HYDRA-MATIC DRIVE** (Standard Equipment)—Improved "Controlled Coupling", fully automatic 4-speed transmission provides for "park", "neutral", two "drive" positions, "low" and "reverse", consisting of high efficiency fluid coupling and three gear sets. All operations of shifting are automatically controlled by car speed and throttle opening. Designed for heavy duty. Modified shift points improve smoothness of operation.

1st.	2nd.	3rd.	4th.	Reverse
3.9666 to 1	2.5532 to 1	1.5536 to 1	1.0000 to 1	3.740 to 1

**OIL COOLER-TRANSMISSION**—Standard Equipment.

**LIGHTING**—Dual Headlamps with sealed-beam safety lighting system insure brilliant road illumination. Bright headlight beam indicator in instrument cluster.

**CORNERING LIGHTS** (Standard Equipment)—On the side of front fenders, located behind the headlamps, activated by directional signal switch when headlamp switch is on. Projects a 30° fan shaped 50-candle power beam perpendicular to the side of the car, thus illuminating roadside and road signs for extra nighttime driving safety.

**FRONT SUSPENSION**—Front Suspension consists of a single lower control arm, and an adjustable strut rod, extending from lower control arm to a front frame crossmember. The strut rod, mounted in rubber, allows absorption of road shocks, reduces impact and road noise, yet at the same time holds the front wheels in fore and aft alignment. The pivot bushings are lubrication free. The spherical joints provide smoother steering and are grease-packed for a year of service. Large diameter individual coil springs with shock absorbers mounted inside. The shock absorbers prevent aeration of hydraulic fluid, thus assuring consistent ride control. Ample provision for wheel travel on both compression and rebound, thus enabling the front suspension unit to absorb even the most severe bumps.

**REAR SUSPENSION**—8-leaf, 2 1/2"-wide, 5616"-long rear springs provide a softer ride with greater resistance to lateral or sideways movement. The shock absorbers in the rear are mounted in an inverted "V" fashion, further contributing to ride stability. Spring leaves lubricated with impregnated liner. Lubrication and other operating service attention are eliminated.

**BRAKES**—POWER (Standard Equipment)—Duo-Servo self-adjusting type with 12" diameter, 2 1/2"-wide finned drums with riveted linings. New dual hydraulic master cylinder provides independent piston and fluid reservoir for front brakes and another for rear brakes, thus assuring one set working in the event of failure of either set. New power booster with self-

contained vacuum reservoir provides faster response; eliminates connecting lines, minimizing possible leaks. New flange on backing plates better protects drums and linings from water, dust, or dirt. Drums are located inboard into the airstream for maximum brake cooling. New lower brake pedal position for faster brake application. Braking area 259 square inches. **EMERGENCY BRAKE**—Vacuum-operated, releases automatically when transmission shift lever is placed in any drive position. Permits use as an auxiliary service brake.

**DRIVE SHAFT**—Three universal joints of the needle roller-bearing type permanently packed with lubricant, requiring no service attention. Straight drive shaft serves to minimize vibration. **REAR AXLE**—Cadillac designed and manufactured. Quiet, dependable, semi-floating type. Gear Ratio 3.77 to 1. Axle Tubes reinforced. Rear Wheel Bearings—outside diameter 3.937", inside diameter 1.771".

**STEERING GEAR**—POWER (Standard Equipment)—Recirculating ball type with 18.2 over-all ratio and a special pump with a higher pressure for greater steering ease. Power steering relieves feel of road, while eliminating all but a minimum of steering effort. The steering linkage and all pivot joints are factory lubricated for maximum service. **TREAD**—Front 61.0" combines with 65.0" rear and provides maximum stability and steadier steering. Cadillac offers more interior width at rear wheel housing than any other professional unit.

**FRAME**—The Cadillac Tubular-Center X-Type Frame, engineered especially for the Commercial Chassis, is more rigid than previous frame. The longitudinal channel members form an "X" and are reinforced with inner channels that form a box section the full length of the frame. At the inner section of the "X" or tunnel, a 3/4" top and bottom plate is securely welded. The frame is further reinforced by six crossmembers. The dimensions are 3/4" thick for the inner and outer longitudinal channels, the maximum width is 45 1/4" and the maximum depth is 7". The tunnel is 7" deep and 8" wide. An additional front crossmember with diagonal reinforcements insures greater rigidity.

**RIDE STABILIZER**—Torsion-Bar Type—front only.

**TIRES AND WHEELS**—8.90 X 15 low pressure, black, 8-Ply Rating tubeless tires, slotted steel wheel discs—6" rims. Recommended pressure—front 24 lbs.—rear 30 lbs.

**FENDERS**—Fenders and other sheet metal parts are bonderized to prevent rust.

**WHEELBASE**—156"—Over-all length with bumpers 248 1/2".

**BATTERY**—12-volt, 11-plate, 70 ampere hours at 20-hour rating.

**EXHAUST SYSTEM**—Single exhaust muffler with resonator and tailpipe constructed of heavy-gauge material and designed for maximum silence and minimum back pressure. Exhaust pipe, muffler and tailpipe are floated on rubber mountings to prevent transmission of vibration. **WATERPROOF IGNITION SYSTEM**—Ignition system fully waterproofed. Sealed generator regulator completes the positive waterproofing which assures dependable engine operation in any adverse weather.

**WINDSHIELD WIPERS** (Standard Equipment)—Electric 3-Speed.

**WINDSHIELD WASHERS**—Standard Equipment.

**INSTRUMENT PANEL**—Top and edge covered with glare-proof fabric. Instruments and controls grouped for maximum convenience. Electric clock, light for ignition lock and cigarette lighters concealed under each ash tray door, are provided. Glove compartment, located in center of instrument panel, has an automatic light which operates when door is open. Low oil pressure, low generator rate are indicated by red light on instrument cluster.

**TURNING RADIUS**—Turning radius 27"—Road Clearance—normal load 8 1/4" to frame at centerline of wheelbase.

**CHASSIS SHIPPING WEIGHT**—3,500 lbs.—with 5-wheel equipment.

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.

## Choose from body styles by four Master Coachcrafters

From drawing board to road, the Cadillac Commercial Chassis is engineered and built for funeral car and ambulance use only. You get safety, ruggedness and dependability not found in adaptations of passenger car chassis.

For example, the Cadillac Commercial frame is especially designed to provide a wider, flatter loading area. Other special features include  $8\frac{9}{16}$  inches of road clearance . . . heavy duty springs, brakes, axle shafts and wheel bearings . . . wide 65-inch rear tread for maximum width between wheel housings.

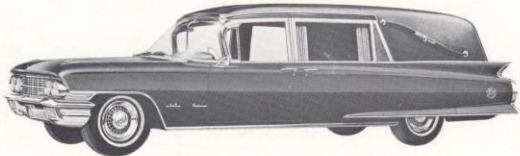
And for 1962, Cadillac features an independent front and rear braking system. New dual hydraulic brake master cylinder provides separate piston and fluid reservoirs for front and rear brakes, assuring one working set in case of failure of either.

And you can choose body models and styling from four master coachcrafters. Each body is crafted and engineered to the very highest standards of quality.

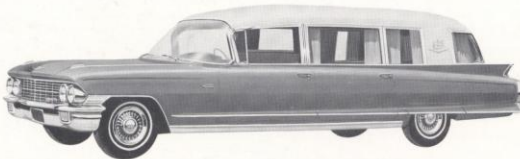
For additional information, contact any of the Cadillac-authorized master coach builders listed below.



THE EUREKA CO.,  
Rock Falls, Illinois



HESS & EISENHARDT CO.,  
Rossmoyne, Cincinnati, Ohio



MILLER-METEOR MOTOR CAR DIVISION,  
DIVCO-WAYNE CORPORATION  
Piqua, Ohio



SUPERIOR COACH CORPORATION,  
Lima, Ohio

COMMERCIAL DEPARTMENT, CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION  
Only Manufacturer of Commercial Chassis for Funeral Car and Ambulance Use