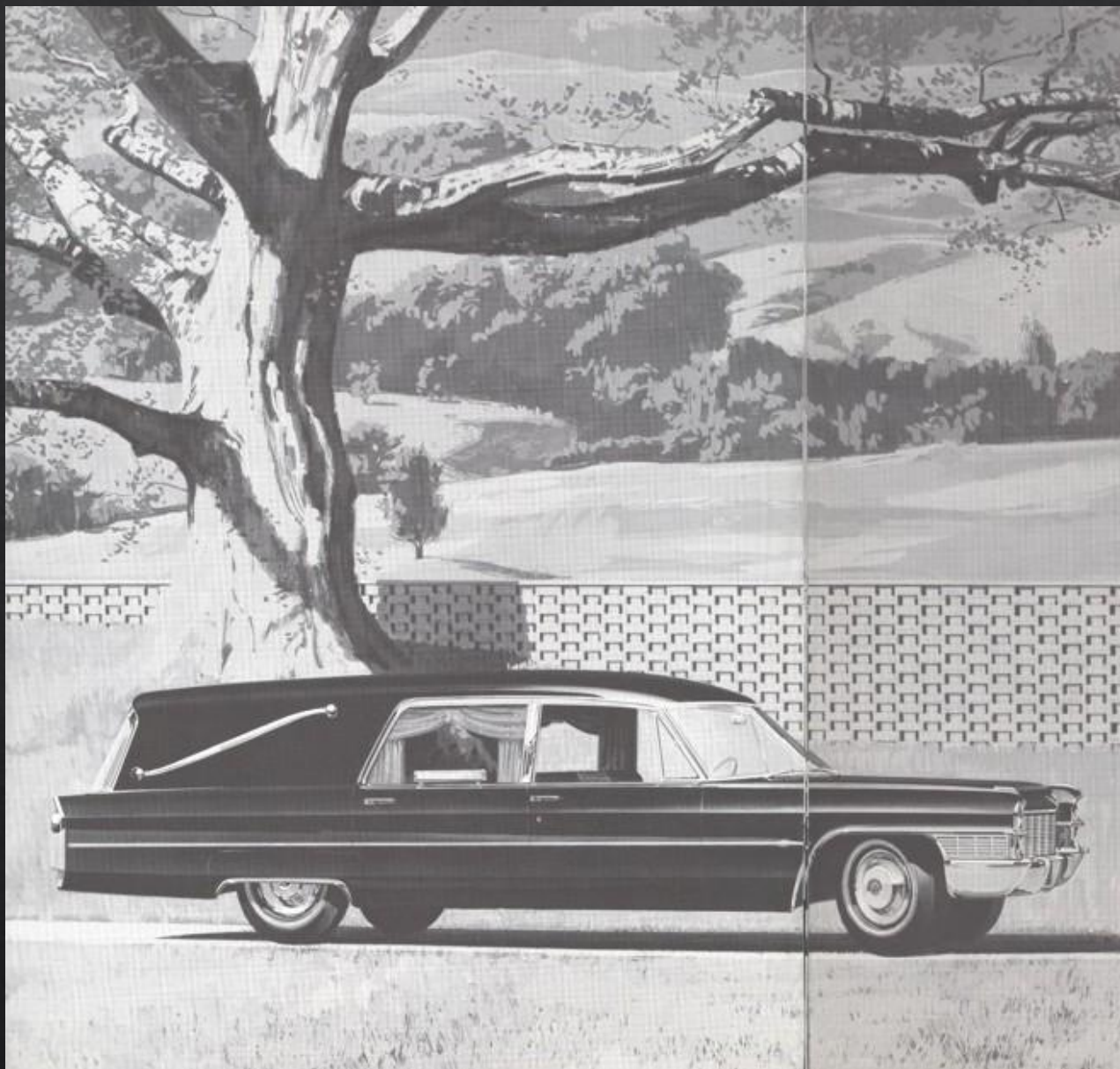


PRESENTING

THE 1965 *Cadillac* CHASSIS

FOR FUNERAL CARS & AMBULANCES





CADILLAC—THE ONE NAME IN
PROFESSIONAL CARS THAT
ENHANCES YOUR INVESTMENT
WITH BOTH PRIDE & DIGNITY

The dignity and respect a Cadillac professional car—sedan, limousine, hearse or ambulance—bestows upon your entire business operation is unsurpassed by any other automobile.

No other profession requires so much propriety in a car. And no other car has met these demands so well, and so consistently, over the years. Indeed, Cadillac has become a symbol of success, stability and stature for funeral directors everywhere.

Cadillac is quietly beautiful . . . it is formal without ostentation . . . and consoling to your clientele in its name alone.

But a Cadillac funeral car does much more than build prestige for its professional owner.

The experienced professional man who invests in a Cadillac Fleetwood Seventy-Five Sedan or Limousine, or a hearse built on a Cadillac chassis, knows he has made a sound investment.

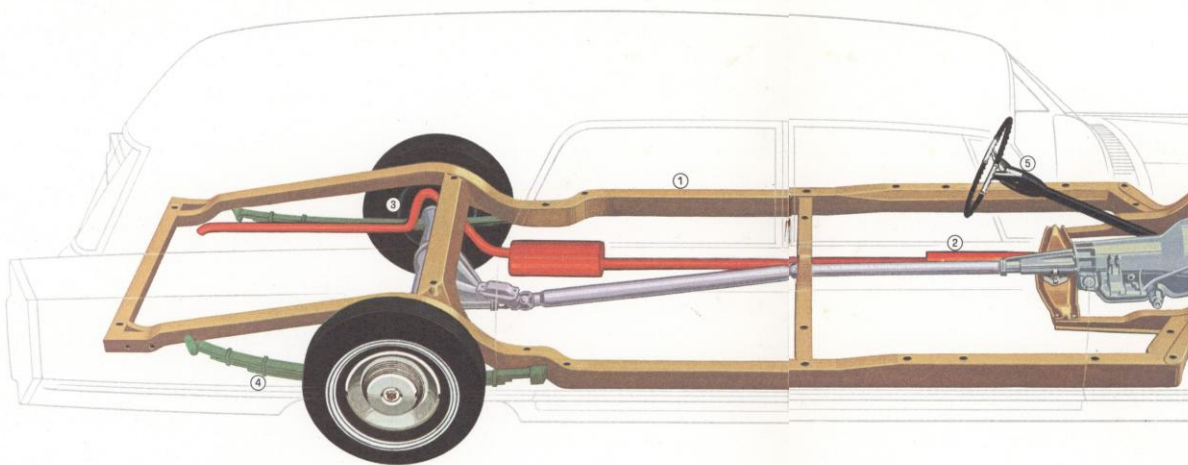
He knows his Cadillac will serve him dependably for as long as he wishes to own it.

He knows it will provide for him and his business the finest of long-term automotive investments.

For experience has proved to many Cadillac professional car owners, too, that when it comes time to invest in a new Cadillac, his previous one will have held its value remarkably well.

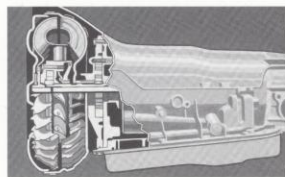
The 1965 Cadillac invites your most critical inspection. See your authorized Cadillac dealer for a sedan or limousine. Contact one of the fine custom body builders represented on the back cover for a funeral car or ambulance.

THE COMPLETELY NEW CADILLAC COMMERCIAL CHASSIS



WHEN YOU CHOOSE YOUR NEXT PROFESSIONAL CAR

The Cadillac Commercial Chassis—only chassis built especially for funeral car and ambulance use—starts with an all-new perimeter frame for 1965. Thanks to this new design, door sills are lower and transmission hump is noticeably reduced.

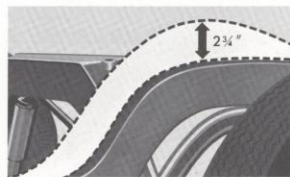


TURBO HYDRA-MATIC TRANSMISSION—fully automatic torque converter type. Converter multiplies engine torque for increased driving thrust at rear wheels during acceleration in any gear (low, intermediate or high).

Cadillac's high-performance engine is smoother and quieter than its famed predecessor.

New this year is the highly efficient and proved Turbo Hydra-Matic transmission.

From drawing board to manufacture, the



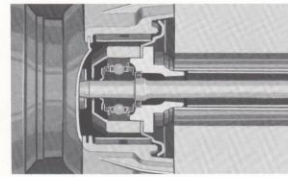
LOWER FRAME — LOWER FLOOR—Cadillac's frame at the rear axle is 2 3/4" lower than passenger car conversion units. This lower loading height is an exclusive Cadillac Commercial Chassis feature.

SPECIFICATIONS

- ENGINE.** Precision-engineered and built by Cadillac. 90° V-type eight-cylinder overhead valve. Bore 4.13", stroke 4.0", displacement 429 cu. in. Engine mounted in rubber at three points for maximum riding smoothness. Taxable horsepower 34.6, brake horsepower 340 at 4600 r.p.m., compression ratio 10.5 to 1. Torque, 480 foot pounds at 3000 r.p.m.
- PISTONS.** Lightweight aluminum alloy, slippert-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, seal type. Top compression ring molybdenum lined to minimize wear on cylinder walls.
- CARBURETOR.** Four-barrel down-draft carburetor, dry-pack type air cleaner, with paper element, automatic choke, manifold heat control valve for faster warm-up. Separate idle air system.
- COOLING SYSTEM.** Centrifugal water pump insuring efficient water circulation. Cross flow radiator. Blocking-type thermostat insures quicker engine warm-up and faster operation of heater.
- GENERATOR.** 55 Ampere. High output, high performance, at low car speed protects against excessive battery drain.
- ELECTRICAL AND IGNITION SYSTEM.** 12-volt system assures consistent high voltage at spark plugs, faster, more positive starting and provides an ample reserve of electrical energy for all standard accessories. System is fully waterproofed. Sealed generator regulator completes the positive waterproofing which assures dependable engine operation in adverse weather.
- BATTERY.** 12-volt, 13-plate, 73 ampere hours at 20-hour rating.
- TURBO HYDRA-MATIC DRIVE.** Standard equipment. New converter type with step gear shifts, fully automatic 4-speed transmission, provides "park," "reverse," "neutral," two "drive" positions, and "low." All shifting operations are automatically controlled by car speed and throttle opening. Designed for heavy duty.
- OIL COOLER—TRANSMISSION.** Standard equipment.
- FRAME.** New perimeter-type frame is engineered specifically for the commercial chassis. The frame center side rails are positioned parallel to and just inboard of the vehicle body rocker sills. The frame side rails are completely boxed from front to rear with 3 welded crossmembers for maximum strength. An additional front crossmember with diagonal reinforcements is used to insure greater stability.
- 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 extended service. Large diameter individual coil springs with shock absorbers mounted inside.
- REAR STABILIZER.** Torsion-bar type—front only.
- REAR SUSPENSION.** Rear, 2 1/2" wide, 360" long rear springs provide a softer ride with greater resistance to lateral or sideways movement of the car. This type of rear suspension contributes to a lower vehicle floor. Spring leaves lubricated with a plastic liner. Lubrication and other operating service attention are eliminated.
- SHOCK ABSORBERS.** The shock absorbers prevent aeration of hydraulic fluid, 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. The shock absorbers in the rear are mounted in an inverted "V" fashion, further contributing to ride stability.
- BRAKES—POWER.** Standard equipment. Duo-Servo self-adjusting type with 1 1/2" diameter, 2 1/2" wide lined drums with riveted linings. Split 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. Power booster with self-contained vacuum reservoir, provides faster response; eliminates connecting lines, thus minimizing possible leaks. Flange on the front backing plates better protects drums and linings from water, dust or dirt. Drums are located inboard into the air-stream for maximum brake cooling. 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.
- STEERING GRAB—POWER.** Standard equipment. Recirculating ball type with 18.2 over-all ratio. Power steering retains 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.
- DRIVE SHAFT.** Three universal joints of the needle roller-bearing type permanently packed with lubricant. Straight drive shaft serves to minimize vibration.
- REAR AXLE.** Cadillac designed and manufactured heavy-duty axle and bearings. Quiet, dependable, semi-floating type. Gear ratio 3.77 to 1.
- EXHAUST SYSTEM.** Consists of new single coaxial resonator exhaust system constructed of heavy-gauge material and designed for maximum silence and reduced back pressure. Exhaust pipe, tailpipe, and re-positioned muffler are floated on rubber mountings to prevent transmission of vibration.
- WHEELBASE.** 156"—Over-all length with bumpers 249.5".
- TRAIL.** Front 62.5" combines with 65.0" rear and provides maximum stability and steadier steering. Offers more interior width at rear wheel housing than any other professional unit.
- TIRES AND WHEELS.** 8.90 x 15 low pressure, black, 8-ply rating tubular tires, heavy-duty slotted steel wheel discs—6" rims. Recommended pressure—front 24 lbs., rear 32 lbs.
- TURNING RADIUS.** Turning radius 27'8"—road clearance—normal load 8.56" to frame at centerline of wheelbase.
- GASOLINE TANK.** 20-gallon capacity. Electrically operated fuel gauge on instrument panel.
- FENDERS.** Fenders and other sheet metal parts are phosphate coated to prevent rust.
- LIGHTING.** Dual headlamps with sealed-beam safety lighting system insure brilliant road illumination. Right headlight beam indicator in instrument cluster. Backup lamps are built into the tail and stoplight assembly.
- COVERING LIGHTS.** Standard equipment. Located on the side of front fenders, are activated by directional signal switch when headlamp switch is on. Projects a fan-shaped beam, perpendicular to the side of the car, thus illuminating roadside and road signs for extra nighttime driving safety.
- WINDSHIELD WIPERS.** Standard equipment. Electric 3-speed.
- WINDSHIELD WASKERS.** Standard equipment.
- INSTRUMENT PANEL.** Top and edge covered with glare-proof fabric. Instruments and controls grouped for convenience. Electric clock, light for ignition lock, with cigarette lighter concealed under dual center mounted ashtray door. Glove compartment, located in center of instrument panel, has an automatic light which operates when door is open. Low oil pressure and low generator rate are indicated by red light on instrument cluster.

—BE SURE IT'S CADILLAC-CHASSIS

Cadillac Commercial Chassis is tailored to the rugged service and dependability requirements of your profession. It is especially engineered to handle the wide variety of driving stresses encountered in professional use.

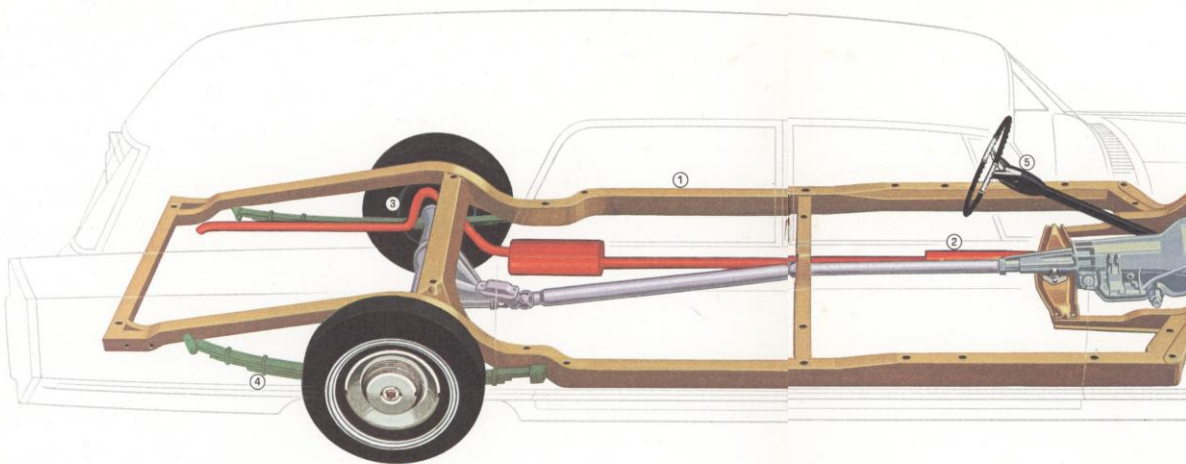


HEAVY-DUTY REAR WHEEL BEARINGS have an outside diameter of 3.937", an inside diameter of 1.771". This extra size contributes to long life and trouble-free operation . . . keeps maintenance at a minimum.

COMMERCIAL DEPARTMENT • CADILLAC MOTOR CAR DIVISION

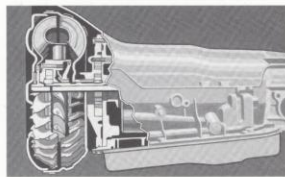
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THE COMPLETELY NEW CADILLAC COMMERCIAL CHASSIS



WHEN YOU CHOOSE YOUR NEXT PROFESSIONAL CAR

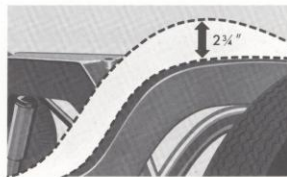
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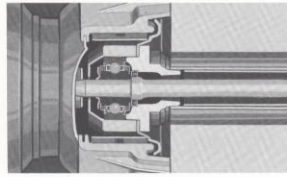
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PISTONS. Lightweight aluminum alloy, slipper-type skirt. Recessed contour in piston head increases turbulence, thus assuring fast, complete burning of fuel-air mixture. Pistons are fitted with heavy-duty piston rings, two compression, one oil, side seal type. Top compression ring molybdenum filled to minimize wear on cylinder walls.

CARBURETION. Four-barrel down-draft carburetor, dry-pack type air cleaner, with paper element, automatic choke, manifold heat control valve for faster warm-up. Separate idle air system.

POSITIVE CRACKBACK VENTILATION SYSTEM. Standard equipment.

COOLING SYSTEM. Centrifugal water pump insuring efficient water circulation. Cross flow radiator. Blocking-type thermostat insures quicker engine warm-up and faster operation of heater.

GENERATOR. 55 Ampere. High output, high performance, 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 and provides an ample reserve of electrical energy for all standard accessories. System is fully waterproofed. Sealed generator regulator completes the positive waterproofing which assures dependable engine operation in adverse weather.

BATTERY. 12-volt, 13-plate, 73 ampere hours at 20-hour rating.

TURBO HYDRA-MATIC DRIVE. Standard equipment. New converter type with step gear shift, fully automatic, 4-speed transmission, provides "park," "reverse," "neutral," two "drive" positions, and "low." All shifting operations are automatically controlled by car speed and throttle opening. Designed for heavy duty.

OIL COOLER—TRANSMISSION. Standard equipment.

FRAME. New perimeter-type frame is engineered specifically for the commercial chassis. The frame center side rails are positioned parallel to and just inboard of the vehicle body rocker sills. The frame side rails are completely boxed from front to rear with 2 welded crossmembers for maximum strength. An additional front crossmember with diagonal reinforcements is used to insure greater stability.

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 extended service. Large diameter individual coil springs with shock absorbers mounted inside.

RISE STABILIZER. Torsion-bar type—front only.

REAR SUSPENSION. 8-leaf, 2 1/2" wide, 56 1/2" long rear springs provide a softer ride with greater resistance to lateral or sideways movement of the car. This type of rear suspension contributes to a lower vehicle floor. Spring leaves lubricated with a plastic liner. Lubrication and other operating service situations are eliminated.

SHOCK ABSORBERS. The shock absorbers prevent seepage of hydraulic fluid, 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. The shock absorbers in the rear are mounted in an inverted "V" fashion, further contributing to ride stability.

BRAKES—POWER. Standard equipment. Duo-Servo self-adjusting type with 12" diameter, 2 1/2" wide finned drums with riveted linings. Split 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. Power booster with self-contained vacuum reservoir, provides faster response; eliminates connecting lines, thus minimizing possible leaks. Flange on the front backing plates better protects drums and linings from water, dust and dirt. Drums are located inboard into the air-stream for maximum brake cooling. Lower brake pedal position for faster brake application. Braking area: 229 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.

STEERING GEAR—POWER. Standard equipment. Recirculating ball type with 18.2 over-all ratio. Power steering retains 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.

DRIVE SHAFT. Three universal joints of the needle roller-bearing type permanently packed with lubricant. Straight drive shaft serves to minimize vibration.

REAR AXLE. Cadillac designed and manufactured heavy-duty axle and bearings. Quiet, dependable, semi-floating type. Gear ratio 3.77 to 1.

EXHAUST SYSTEM. Consists of new single coaxial resonator exhaust system constructed of heavy-gauge material and designed for maximum silence and reduced back pressure. Exhaust pipe, tailpipe, and re-positioned muffler are floated on rubber mountings to prevent transmission of vibration.

WHEELBASE. 156"—Over-all length with bumpers 249.5".

TREAD. Front 62.5" combines with 65.0" rear and provides maximum stability and steadier steering. Offers more interior width at rear wheel housing than any other professional unit.

TIRES AND WHEELS. 8.90 x 15 low pressure, black, 8-ply rating tubeless tires, heavy-duty slotted steel wheel discs—6" rims. Recommended pressure—front 24 lbs.; rear 32 lbs.

TUNING RAYES. Turning radius 27°8"—road clearance—normal load 8.56" to frame at center-line of wheelbase.

GASOLINE TANK. 20-gallon capacity. Electrically operated fuel gauge on instrument panel.

FENDERS. Fenders and other sheet metal parts are phosphate coated to prevent rust.

LIGHTING. Dual headlights with sealed-beam safety lighting system insure brilliant road illumination. Bright headlight beam indicator in instrument cluster. Backup lamps are built into the tail and stoplight assembly.

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 convenience. Electric clock, light for ignition lock, with cigarette lighter concealed under dual center mounted subway door. Glove compartment, located in center of instrument panel, has an automatic light which operates when door is open. Low oil pressure and low generator rate are indicated by red light on instrument cluster.

COMMERCIAL DEPARTMENT • CADILLAC MOTOR CAR DIVISION

Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, materials, equipment, specifications and models.

1 **NEW PERIMETER FRAME** on the Cadillac Commercial Chassis gives the car better balance, a lower center of weight and greater torsional control. Wide 65-inch rear tread assures maximum stability and contributes to steady steering.

2 **NEW COAXIAL RESONATOR EXHAUST** is an exclusive 1965 Cadillac feature. It utilizes an entirely new system of sound baffling and is remarkably effective in cancelling out exhaust noise.

3 **TRIPLE-BRAKING SYSTEM** — Self-adjusting power brakes operate independently front and rear. The foot-operated parking brake additionally serves as a true emergency brake, since it can be applied without locking when the engine is running and the transmission is in drive gear. Fitted front and rear drums provide, cooling. Rear drums protrude 2" into airstream for extra cooling. Front drums are splash protected.

4 **REAR SUSPENSION** — Long, 8-leaf rear springs soften the ride and, at the same time, provide efficient resistance to lateral movement. This provides more flat, usable floor space than any other professional unit.

5 **CADILLAC POWER STEERING** — standard equipment on the Commercial Chassis, as on all Cadillacs, has an 18.2 over-all ratio. It retains an exceptional feel of the road and return to straight-ahead position is virtually automatic. Turning radius is remarkably small.

6 **FRONT SUSPENSION**—Cadillac's advanced front suspension efficiently absorbs road shocks and severe bumps and, at the same time, reduces road noise. Ride is more level with firm fore and aft alignment.

FOR RUGGED GOING AND
24-HOUR DEPENDABILITY
CHOOSE AN AMBULANCE
THAT'S CADILLAC-CHASSISED

No vehicle is called upon for more demanding service than an ambulance.

And no ambulance meets—or indeed surpasses—these requirements with greater mastery than one built on a Cadillac Commercial Chassis.

Because it is the only chassis designed specifically for ambulance use, it provides special heavy-duty features not offered by ordinary passenger car chassis or adaptations.

Because the Cadillac Commercial Chassis is specially designed, the coach crafters who build on it can provide many important conveniences. These include maximum head room, adequate space for attendants' seats, low loading height, more space for medicine cabinet and other equipment and all-around interior spaciousness.

Cadillac's high-performance 340-horsepower engine takes rough going in easy stride. The lightning-quick response of Turbo Hydra-Matic transmission is especially suitable to the emergency demands of ambulance use.

An ambulance built on a Cadillac Commercial Chassis is a sound investment—because it traditionally finds a ready demand on the resale market after serving you economically and dependably for thousands of miles.

As an asset to your business—and for prestige as well as pride of ownership—choose an ambulance built on a Cadillac chassis. One of the fine custom body builders listed on the back cover can fit your needs exactly.



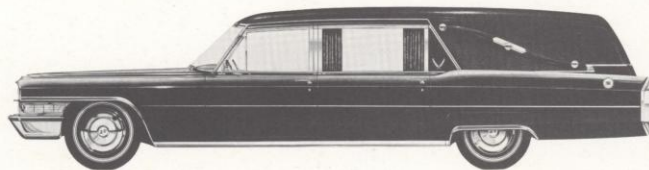
THESE MASTER COACH BUILDERS MATCH THEIR CRAFTSMANSHIP
TO THE HIGHEST CADILLAC STANDARDS

The same high degree of pride and skill that goes into the design and manufacture of the Cadillac Commercial Chassis is evidenced in the craftsmanship of these body builders.

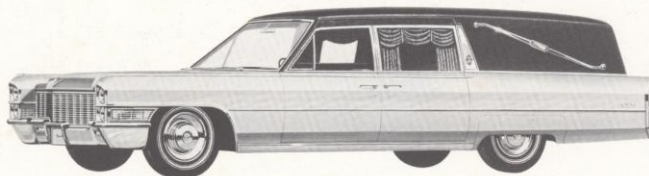
They build to the highest professional standards

and their custom designs are backed by many years of professional endorsement.

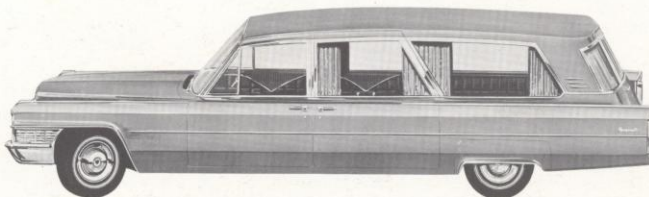
They invite you to discuss with them the body best suited to your personal and professional requirements. You will find them most helpful.



Hess & Eisenhardt Company, Rossmoyne, Cincinnati, Ohio



Miller-Meteor Division, Divco-Wayne Corporation, Piqua, Ohio



Superior Coach Corporation, Lima, Ohio

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION