

Cadillac is offering 12 models in 1961 as compared to 13 last year. A short-deck sedan with seven inches removed from the rear deck has been added to the Sixty-Two series while the Eldorado Brougham and Eldorado Seville have been dropped from the line.

The new models feature sculptured side metal, an outward flare in the lower sections of the doors and rear quarter panels, and distinctive upper structures.

Cadillac's symbolic tail fin design with readily identifiable taillamps in the trailing edge are retained, but horizontal rear taillamps in the bumper ends have been added

greater absorption of road bumps and use of rubber isolators at all chassis points, eliminating the need for lubrication.

THE OVERALL length is 222 inches for all models except the series Seventy-Five's which are 242.3 inches. Widths remain unchanged while the heights have increased from .1 to 1.7 inches.

The engineering advancements include a wider and shallower frame in the front section for

A new type single exhaust system which has twice the life of the former dual system also has been developed.

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THE CLEAN LOOK of action

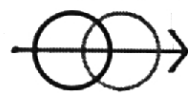
NOW! FULL-SIZE LIVING IN 2 NEW-SIZE SURPRISES

the full-size
'61 BUICK
 AS FINE, AS NEW, AS YOU CAN GO



TRIMMER ON THE OUTSIDE, ROOMIER ON THE INSIDE, the '61 Buick is all new all around. Its big new Comfort Zone gives you more head, leg and shoulder room — more allover room for comfort. Even your feet discover a long-forgotten freedom, thanks to its new Hide-Away drive shaft. The new Safety-X frame allows lower door sills, easier exit and entry. As for go! Buick's new Turbine Drive, standard equipment on every full-size Buick, and new Wildcat V-8 combine to bring you a whole new source of go-power and gas savings. And, this beauty looks as good as it acts. Nothing dips, nothing bends, nothing bulges—it's one lean, low Clean Look of action. Whatever you see at the show, don't miss Buick!

the special-size
BUICK SPECIAL
 THE BEST OF BOTH WORLDS



MEET THE BUICK SPECIAL, SCENE-STEALER OF THE SHOW! Bumper to bumper it's new-size . . . and, in between, the living's all full-size. You get the room, ride, go, pride of the costliest cars plus the savings and ease of the small. Its zippy new aluminum V-8 and aluminum transmission* give you big car go. The roomy Comfort Zone gives you stretchout space for 6 bruisers. And, new Control Arm suspension (the same type as on full-size '61 Buicks!) gives you an "all-day" ride made for long hopping—not just quick shopping. Add many other advances . . . gift-wrap them all in Buick's sleek Clean Look of action and you have the Special. Special in price, too! For it's all yours for just a whisper more than the compacts. See it today!

*Aluminum Dual-Pull Turbine Drive—optional at extra cost.



Smaller than big



Bigger than small

(Auto Show Place and Date Go Here)

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