



Five 1962 Cadillac models feature this classic new roof design as shown on the four-window Sedan de Ville. From the new front cornering light to the carefully fitted tail lamp in the tail fin, the use of chrome is held to a minimum on the finely sculptured side metal.

Silhouette, Safety Cadillac Features

Beginning its sixtieth year in the automobile industry, Cadillac presents for 1962 the most complete and competitive line of new models in the division's history, according to Harold G. Warner, Cadillac general manager and vice president of General Motors.

The 1962 Cadillac is now in dealer showrooms across the country.

"A **DRAMATICALLY** new silhouette, outstanding engineering achievements and important safety features, new to any American motorcar, are combined in our anniversary automobile," Warner said.

"As the records show, safety always is of prime concern to Cadillac each year. This year is no exception. In fact, in 1962 there is even more emphasis on safety with a new dual braking system and six-point lighting developments. Both in the front and rear of the automobile," Warner points out.

IN THIS ANNIVERSARY year, Cadillac is offering 12 models, the same as last year. Five of the 12 will feature a classic new roof design giving an entirely new silhouette to the car and changing the over-all styling personality.

This sleek and low roof design which reflects the leadership of last year's Fleetwood Sixty Special Sedan appears on the four-window Sedan de Ville, the Coupe de Ville, Sixty-Two Coupe, Town Sedan and Park Avenue Sedan.

Styling and engineering combine to bring exciting new lighting developments to the industry. At the side of the headlamps is a new cornering light, which illuminates the way into a turn at night. The tail-light in the rear bumper also is completely new and houses a tail-lamp, stop lamp, turn signal light and back-up light. Yet under normal daytime operations the exterior lens appears white.

UNQUESTIONABLY the major contribution to safer driving is the new three-way brake system on the 1962 Cadillac, the first of its kind in the automobile industry. Heart of the system is a dual-type power

brake master cylinder with a separate piston and brake fluid reservoir for front and rear brakes.

With the parking brake, which again this year can be employed as a true auxiliary brake, the 1962 Cadillac has three separate brake systems in an emergency.

THE RELIABLE 390 cubic inch V-8 engine remains unchanged in specifications with 325 horsepower and a 10.5 to 1 compression ratio. However, it is quieter in operation and has still better durability through selective fittings of all main bearings.

The heater will be standard equipment on all 1962 Cadillacs. Air conditioned cars will be quieter due to the use of a newly designed fan clutch and a smaller, lighter yet higher output six-cylinder Freon compressor.

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Ford Falcon Sales To Reach 1,000,000

The Ford Falcon will reach another milestone before the end of 1961—the sale of the one millionth Falcon.

Ford dealers sold 778,086 Falcons in the first 21 months since the introduction of the compact car Oct. 8, 1959.

Pointing out that 1961 year-to-date sales are running well ahead of 1960, Lee A. Iacocca, 5654 Tall Oaks, Birmingham, Ford Motor Co. vice president and Ford Division general manager, stated "with the introduction of the 1962 Falcon models, we anticipate even greater sales gains by the industry's top-selling compact."

"WE EXPECT TO reach the 1,000,000 sales mark by late November or early December, giving the Falcon an unparalleled sales record in the automotive industry," Iacocca said.

Iacocca also said that the Falcon is not only the No. 1 selling compact in the industry, a position it has held since three months after its introduction, but is also the third best selling car in the industry.

The Falcon station wagon is the No. 1 compact station wagon in sales. The Falcon Futura, the luxury compact with bucket seats, has accounted for better than one of every five Falcons sold since its introduction in April, 1961.

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