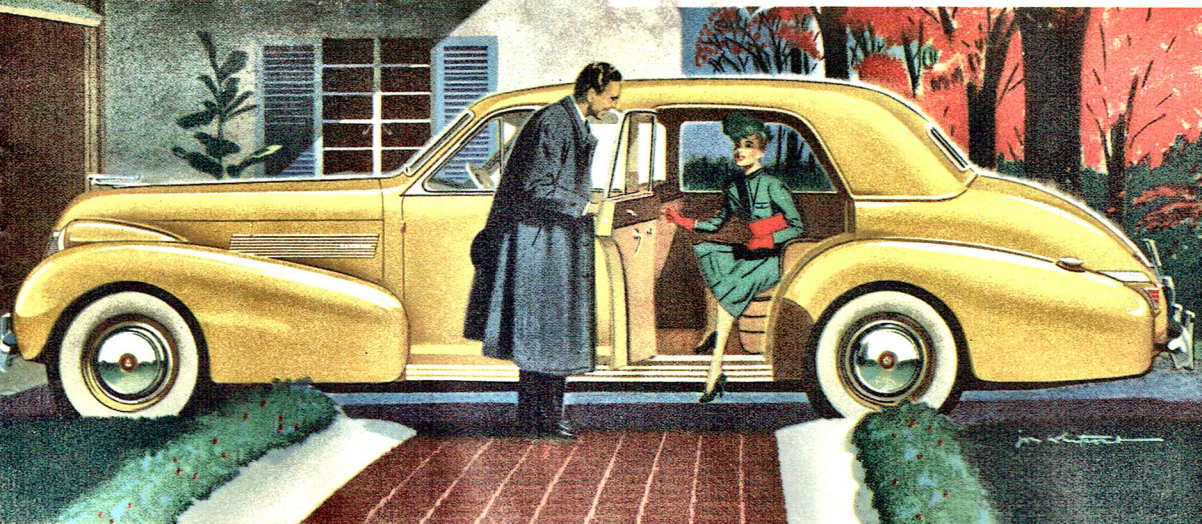
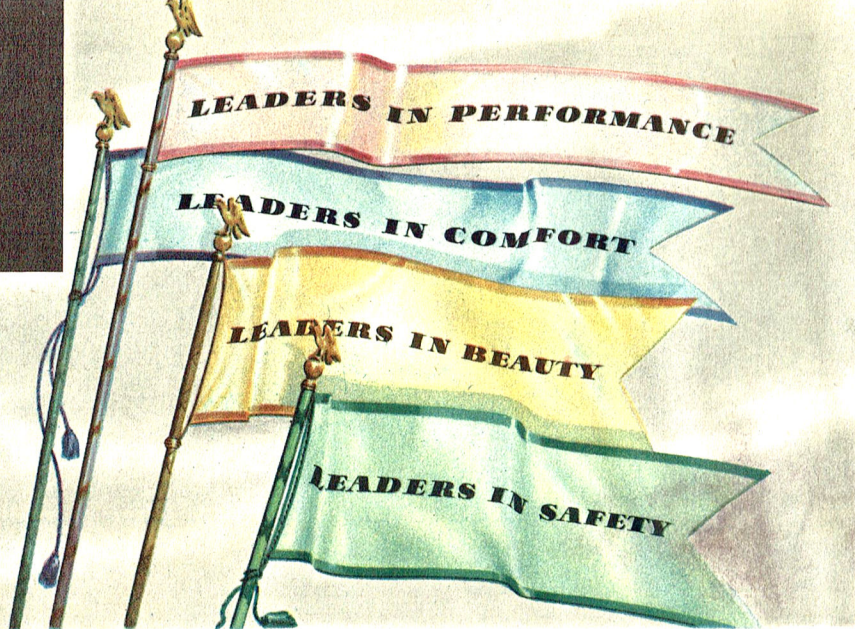


CADILLAC
Sixty
SPECIAL
AND
SIXTY-ONE



THE NEWEST CARS
IN THE WORLD



**CADILLAC SIXTY SPECIAL
AND
CADILLAC SIXTY-ONE**

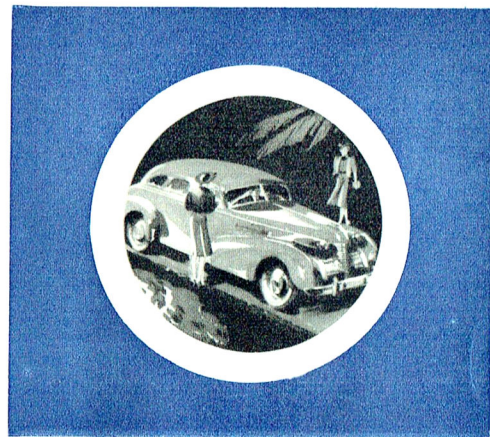
IN 1938, there were just *two* motor cars that showed an unmistakable advance over all previous standards in their field. And both those cars were Cadillacs—the Sixty Special and its companion car, the Sixty-One. ¶ It is but natural that these two cars should now have many imitators—just as the leaders will always have. But the length of their leadership is actually greater

today than it has ever been. Neither in how they look nor in how they perform do they have a serious competitor. ¶ If you want the beauty, performance, comfort and safety which these two cars provide—there is nowhere else to go. You must choose a Cadillac Sixty Special or a Cadillac Sixty-One. And the following pages, we believe, will tell you the reasons why.

C A D I L L A C

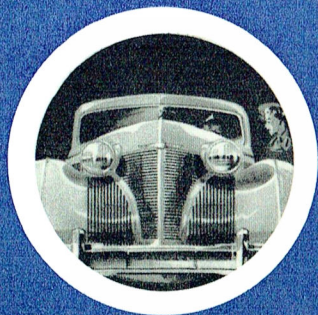
SIXTY SPECIAL

WHEN THE first Sixty Specials rolled down America's highways, startled motorists rubbed their eyes and looked—again and again. ¶ For here, indeed, was something different—a car so low that it seemed to spring right out of the pavement . . . a closed car with doors so wide and pillars so narrow that it looked, for all the world, like a cabriolet . . . a car whose seats were so wide that *every* passenger could ride in complete comfort. And here was a car so spectacular in performance—in its acceleration,



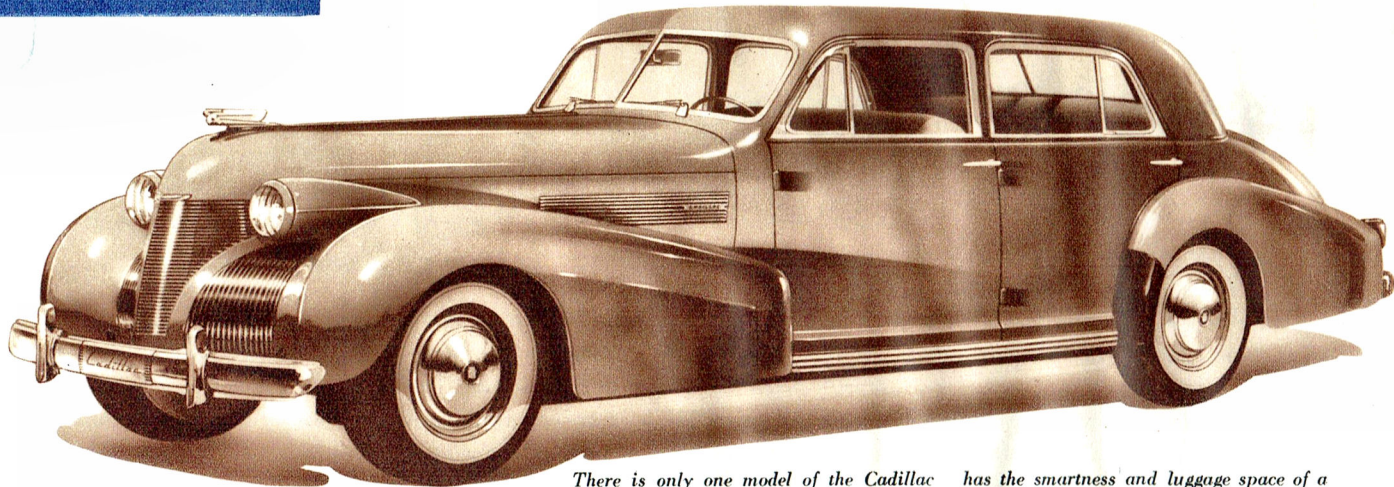
**THE MOST DISCUSSED CAR
IN 1938—EVEN FURTHER
AHEAD FOR 1939!**

its comfort and its handling ease—that to drive it was to know the biggest thrill in motordom. ¶ This year, everything about the Sixty Special is even more advanced. It is more beautiful than ever, more stylish, and more spectacular in its performance. It is last year's pioneer brought to perfection. ¶ Without question—the Cadillac Sixty Special is again the most sensational motor car in America.



CADILLAC *SIXTY SPECIAL*

DO YOU REMEMBER the thrill you felt when you first took the wheel of an automobile? ¶ Well, the time has come when you can duplicate it. Just settle down in the driver's seat of the Cadillac Sixty Special and head for the open spaces. ¶ There's something about the way it rides . . . the way it handles . . . the way it picks up and slows down . . . the way you snuggle down into it . . . the way you see out of it—well, it's just *different!* ¶ It's *SO* different, in fact, that few can resist it. Once the average person drives a Sixty Special he is more or less restless until he gets his hands on one for keeps. Try it and see for yourself!



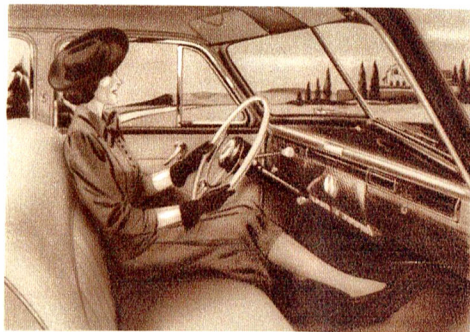
There is only one model of the Cadillac Sixty Special, the beautiful five-passenger car shown above. In fact, there is no need for additional models—for this is the greatest "all-purpose" body ever designed. It

has the smartness and luggage space of a coupe, the vision and swank of a cabriolet, and the all-family roominess of a sedan. The car can be had in a variety of colors, and with upholstery shades to harmonize.

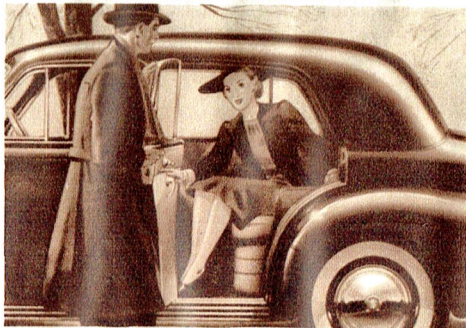
NO OTHER CAR OFFERS ALL THESE ADVANTAGES



This inviting rear seat makes it a real pleasure to ride in the Sixty Special. Three may relax in luxury, surrounded by every aid to their comfort and well-being.



The Syncromatic gearshift lever is conveniently located on the steering column. Note, too, the large amount of glass area—more vision than in any other closed car.



The daintiest feminine passenger finds entrance or exit equally easy. There are no running boards—you step directly in through doors of generous dimensions.



The confirmed traveler will find the spacious trunk adequate for every touring need. This compartment is lined with serge and sealed to protect luggage.



CADILLAC *SIXTY-ONE*

THE LOWEST-PRICED CAR BEARING THE CADILLAC NAME

THE CADILLAC Sixty-One is a slightly more conventional car than the Sixty Special—but is, in every way, its worthy running mate. ¶ It has the same distinguished front end ensemble, and the same remarkable handling ease. In its body designs, it departs from the Sixty Special, and is available with or without running boards, at the purchaser's option, and without extra cost. ¶ The outstanding characteristic of the Sixty-One, aside from its unusual beauty, is

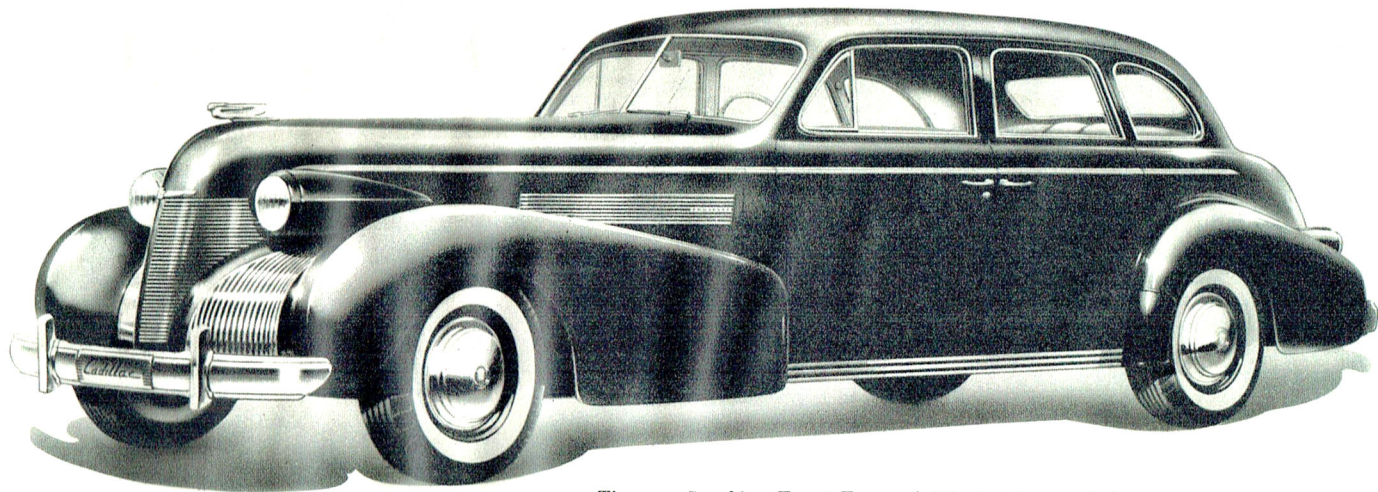
its dynamic performance. Its ratio of weight to horsepower is so low, and its V-8 engine so responsive that few cars can challenge it—either for quick acceleration on city streets, or for fast cruising speeds on the highway. ¶ The Sixty-One is the lowest-priced of all Cadillacs for 1939. Indeed, it is priced SO low that there are actually many other manufacturers offering models which cost more than the Sixty-One. It is really the great *practical-luxury* car of all time.

CADILLAC

SIXTY-ONE

**FIVE-PASSENGER FOUR-DOOR
TOURING SEDAN**

This popular body style richly merits the preference which its utility assures. It will proudly take you anywhere with the distinction that only a Cadillac can confer. Across town and country, as driver or passenger, you travel always in luxury, surrounded by every possible aid to your comfort and well-being.



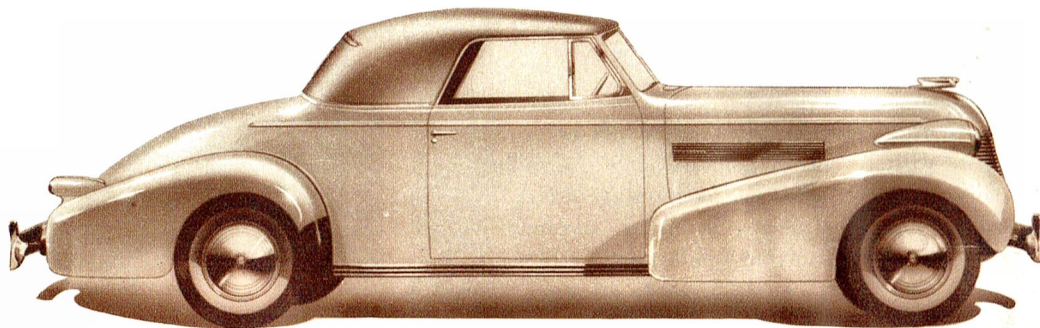
The new Sunshine Turret-Top roof (illustrated at top) is optional at extra cost on this body style and on the Sixty Special.



CADILLAC *SIXTY-ONE*

CONVERTIBLE COUPE

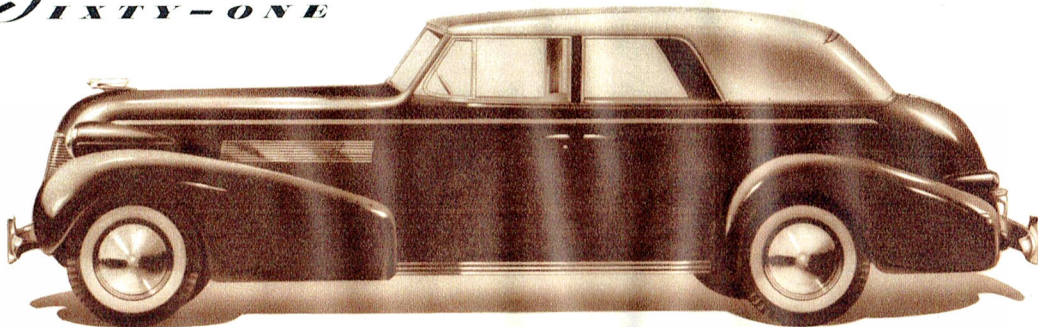
Envious eyes will confirm your good judgment in choosing this smartly styled convertible. The weather-resisting top may be easily lowered into its concealed compartment, on a moment's notice. Two inside opera-type auxiliary seats accommodate additional passengers.

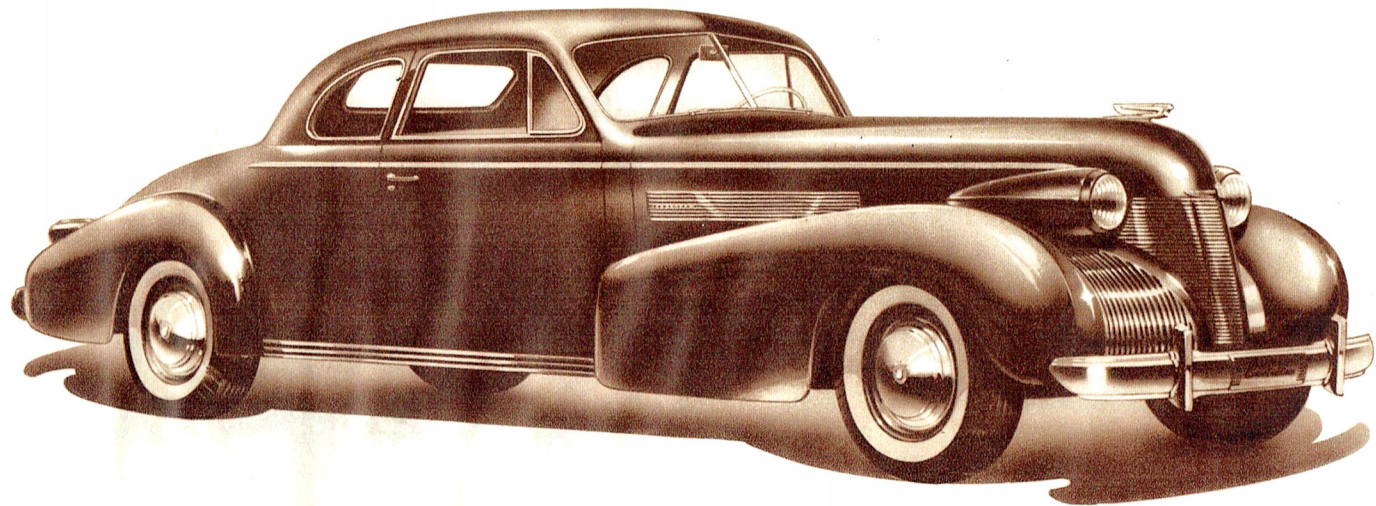


CADILLAC *SIXTY-ONE*

CONVERTIBLE SEDAN

If you desire an open car for the enjoyment of pleasant days you will appreciate this sleek body style. The tailored top may be easily raised or lowered to meet *all* seasons efficiently. The spacious luggage trunk provides ample capacity for every traveling requirement.





CADILLAC *SIXTY-ONE*

TWO-PASSENGER COUPE

For every social or business occasion this companionable coupe provides intimate, personalized transportation. There is adequate room in the front seat for three

adults to ride in comfort. Two opera-type seats in the rear compartment, which fold up neatly when not required, provide comfortable accommodations for extra passengers. A large compartment, under the rear deck, affords ample space for luggage.



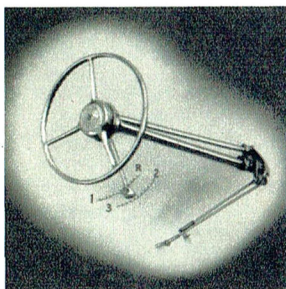
FOR 37 YEARS - CADILLAC ENGINEERING HAS PACED

CADILLAC'S dominance of the fine-car field has been predicated squarely on one thing—engineering leadership. Year in and year out, Cadillac has made the necessary expenditures and put forth the necessary effort to be a pioneer in every phase of motor car design. ¶ Cadillac's engineering cost per car is undoubtedly one of the highest in the industry. But it has been a wise expenditure, for in no other way could Cadillac have come to merit the unquestioned position it now occupies. From their mighty V-type engines to the latest control on the instrument panel—Cadillac cars stand alone in the soundness and completeness of their design. This year, as in the past,

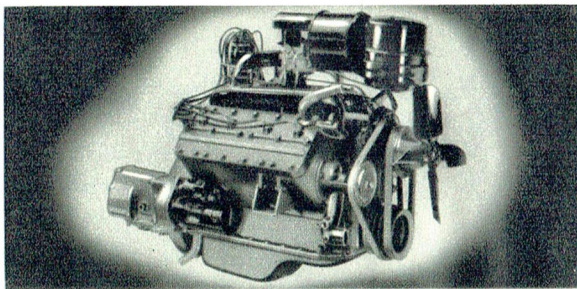
they are the engineering yardstick of the industry. ¶ Some of the current Cadillac engineering advancements are described on these pages. Study them carefully—for they constitute some of the principal reasons why the new Cadillacs are so outstanding in performance, comfort, safety and handling ease.

NO CAR PERFORMS LIKE CADILLAC

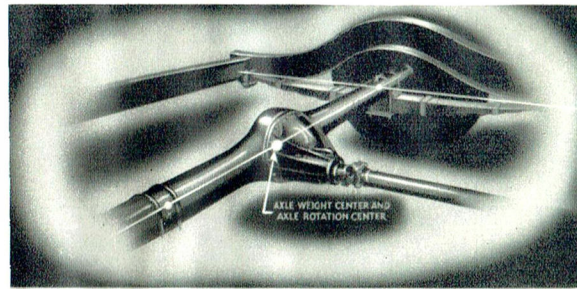
Cadillac performance, of course, means lightning acceleration and a tremendous speed reserve. It also means unrivaled smoothness, perfect balance on the road and outstanding handling ease. Below are a few of the engineering features that make Cadillac's performance so impossible of duplication.



Accurate steering linkage provides control at all speeds on any road.



Climaxing twenty-five years' progress in V-type design, this 135-horsepower engine is unexcelled for long life and efficiency.



Increased riding comfort is combined with greater car control by the Hi-Plane Hotchkiss Drive. Axle vibrations are eliminated.

THE WORLD FOR PROGRESS

NO CAR RIDES LIKE A CADILLAC

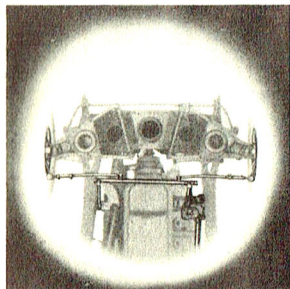
To ride in a Cadillac is to get a new meaning for the term comfort. And, this year, Cadillac is even further ahead in comfort than ever before. There is simply no comparison between the ride you get in a Cadillac and a ride in any other car. The features illustrated below indicate why this is true.

NO CAR IS AS SAFE AS A CADILLAC

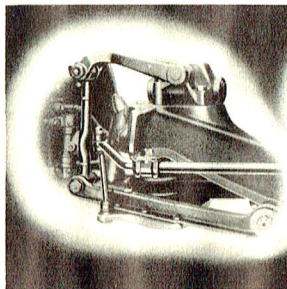
It has often been said that a Cadillac would be well worth its price in safety alone. Indeed, safety is constantly the foremost thought of Cadillac engineers. Everything they do is predicated on providing the utmost protection for both driver and passengers—as the features below will indicate.



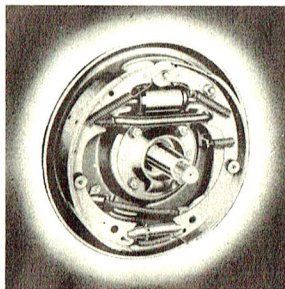
Skilled craftsmen, schooled in the Cadillac tradition—Craftsmanship a Creed, Accuracy a Law—constitute the main reason why Cadillac continues as Standard of the World.



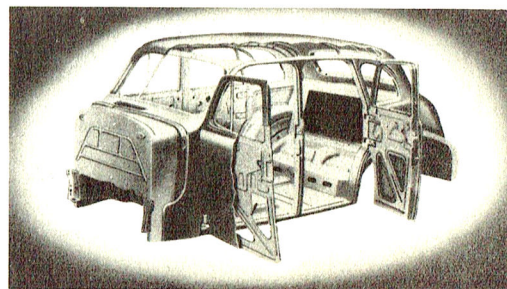
Accurate steering linkage provides control at all speeds on any road.



Knee-Action assures the most comfortable ride known to motordom.



Hydraulic brakes need minimum pedal pressure for safe, sure stops



All steel body construction protects passengers with a single steel unit—heavily reinforced for greater safety.

A CADILLAC IS EASY TO BUY AND ECONOMICAL TO OWN

Just as everything else about a Cadillac is different—so, too, the very concept of Cadillac service is different. Wherever it is agreeable with an owner, the Cadillac dealer, by a policy of systematic inspection and adjustment, strives to eliminate the possibility of failure anywhere in the car. This is an attitude toward service that saves the owner time, inconvenience, and money. Yes, Cadillac service is truly the final assurance of your satisfaction as a Cadillac owner.

It's easy to own a Cadillac—much easier, in fact, than most people believe. Not only are Cadillac's base prices unusually low for a truly fine car, but terms of payment can be arranged practically to suit the purchaser's convenience. We think you will be agreeably surprised if you permit your dealer to give you the precise figures covering the purchase of a new Cadillac—including, of course, an evaluation of your present car. Why not see him today—and own the car you have always wanted?

CONDENSED SPECIFICATIONS

ENGINE—Cadillac 90° V-8 design; L-head; bore, $3\frac{1}{2}$ " ; stroke, $4\frac{1}{2}$ " ; displacement, 346 cu. in. Taxable horsepower, 39.20 with brake horsepower 135 at 3400 r.p.m.

PISTONS—T-slot design Lo-Ex aluminum alloy for uniform expansion. Special anodizing process hardens wearing surface to prevent scuffing and scoring.

CARBURETION—Dual down-draft with equalized manifolding, mechanical fuel pump, oil bath type air cleaner, intake silencer, fully automatic choke.

GASOLINE TANK—Capacity, 22 gallons.

GENERATOR—The Delco-Remy peak load generator maintains charging rate, even when headlamps, radio, and heater are being used.

CLUTCH—11" semi-centrifugal single-plate disc. Permanently lubricated ball throwout bearing reduces service cost.

TRANSMISSION—Cadillac pioneered and built Synchro-Mesh with pin-type synchronizers, sliding low and reverse gears, constant mesh second gear.

LIGHTING—Three-beam asymmetrical system, double filament bulbs, instrument board and foot switch control.

FRONT SUSPENSION—Independent "Knee-Action" front wheels, simple and sturdy with large, helical coil springs for smoother riding comfort and effortless driving control.

REAR SUSPENSION (Sixty-One)—The Hi-Plane Hotchkiss Drive gives both excellent roadability and velvety-soft riding qualities.

SPRINGS—Front suspension independent helical type, rear springs semi-elliptic type, spring leaves lubricated by wax-impregnated liners. (Sixty Special)—Rear springs $54\frac{1}{2}$ " long, 2" wide. (Sixty-One)—52" long, 2" wide.

BRAKES—Bendix super-hydraulic brakes operate in composite drums with 196 square inches braking area on the Sixty-One and 208 square inches on the Sixty Special.

DRIVE SHAFT—Two universal joints of the needle roller bearing type permanently packed with lubricant, requiring no service attention.

REAR AXLE—Hypoid rear axle, Cadillac design and manufacture. Semi-floating type, insuring quiet, dependable performance. Gear ratio, 3.92 to 1.

STEERING GEAR—Sturdy worm and double

roller type. Design provides steering accuracy at all times.

FRAME (Sixty-One)—Tread: Front, 58"; rear, 59". Rigid frame, X-type; deep X-member junction, reinforced side members. Maximum depth, $8\frac{1}{8}$ " ; flange width, $2\frac{3}{8}$ " ; thickness, $\frac{1}{8}$ ". (Sixty Special)—Tread: Front, 58"; rear, 61". Maximum depth, $7\frac{1}{4}$ " ; flange width, 2"; thickness, $\frac{1}{8}$ ".

RIDE STABILIZER (Sixty-One)—Torsion bar-type front ride stabilizer. (Sixty Special)—Double ride stabilizers, torsion bar-type front, cross link-type rear.

TIRES AND WHEELS—Low pressure, 4-ply tires, 7.00 x 16, steel disc wheels with large chrome disc hub caps.

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

WHEELBASE (Sixty-One)—126". Over-all length, 207 $\frac{1}{4}$ ". (Sixty Special)—127". Over-all length, 214 $\frac{3}{4}$ ".

BODY TYPES (Sixty-One)—Four. (Sixty Special)—One, a Five-Passenger Touring Sedan. Both offer plain, striped or ribbed broadcloth upholstery, and several colors, optional, at no extra charge.

The right is reserved to change specifications, colors, prices or equipment at any time without incurring any responsibility with regard to cars previously sold.



CADILLAC V-8 FOR 1939

VIANO MOTOR COMPANY
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THOREAU ST.
CONCORD, MASS.