

Cadillac

from the Royal Family of Motordom



The New Cadillac Series 60 *... designed expressly for the owner's personal use*

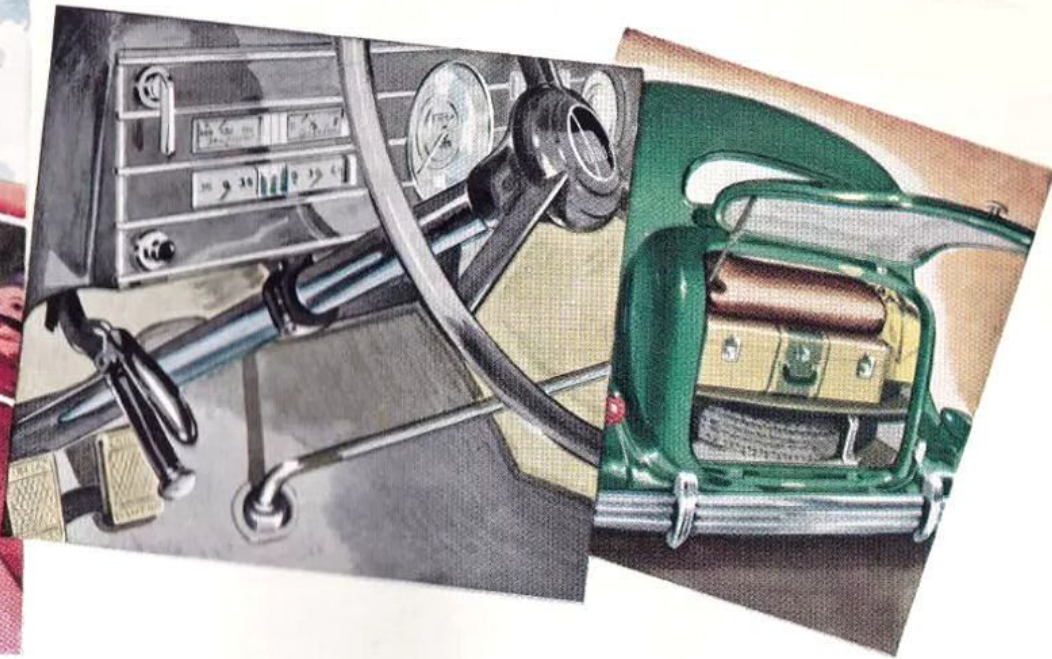
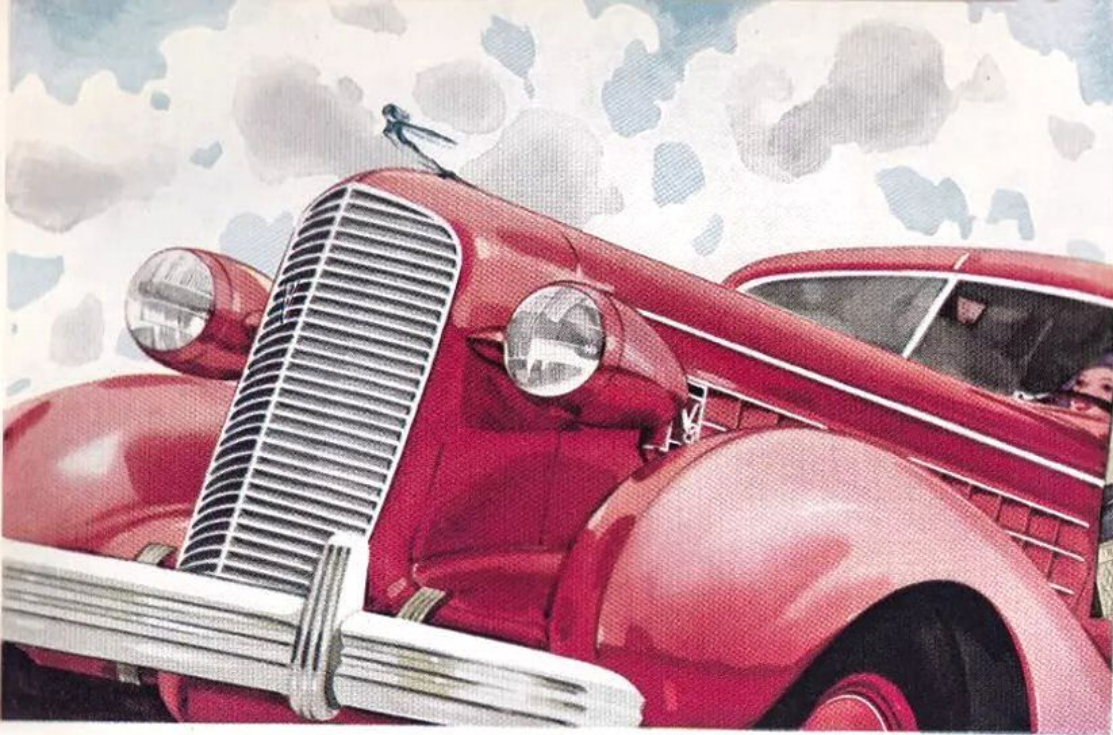
IT IS scarcely too much to say that every man or woman who relishes the niceties and real refinements of motoring has at some time or another cherished the hope to attain, some day, the acme of comfort and contentment through ownership of a Cadillac. . . . Just to own an expensive car is not the general ambition—to drive a Cadillac with all of the added enjoyment which that implies has become, through the years, almost a national aspiration. . . . The passage of time and the never-ceasing effort of Cadillac to do better and better things and give them to the public at more and more attractive prices, has culminated this year in what is practically a new type of Cadillac for a larger audience—a new type, but with all of the time-tried and proven Cadillac traditions and principles inbuilt and ingrained throughout the car. . . . Cadillac's public has asked

for this car for years—circumstances have now made it possible to answer that insistent request. . . . Here, therefore, you have a new Cadillac V-8 which is typically Cadillac through and through, with all of the Cadillac high virtues and values preserved and improved—at the lowest Cadillac prices since the four-cylinder days. . . . It is a highly personalized Cadillac—an individual car—a man or a woman's car—beautiful enough and fine enough to be chauffeur driven—but flexible enough and obedient enough to be owner driven . . . whether the owner be mother, father, son or daughter. More will be told as we turn the pages of this catalog about this car's truly phenomenal performance. . . . For the moment suffice it to say that here is a great new Cadillac—for a great new market—of which the Cadillac Motor Car Company is supremely proud.

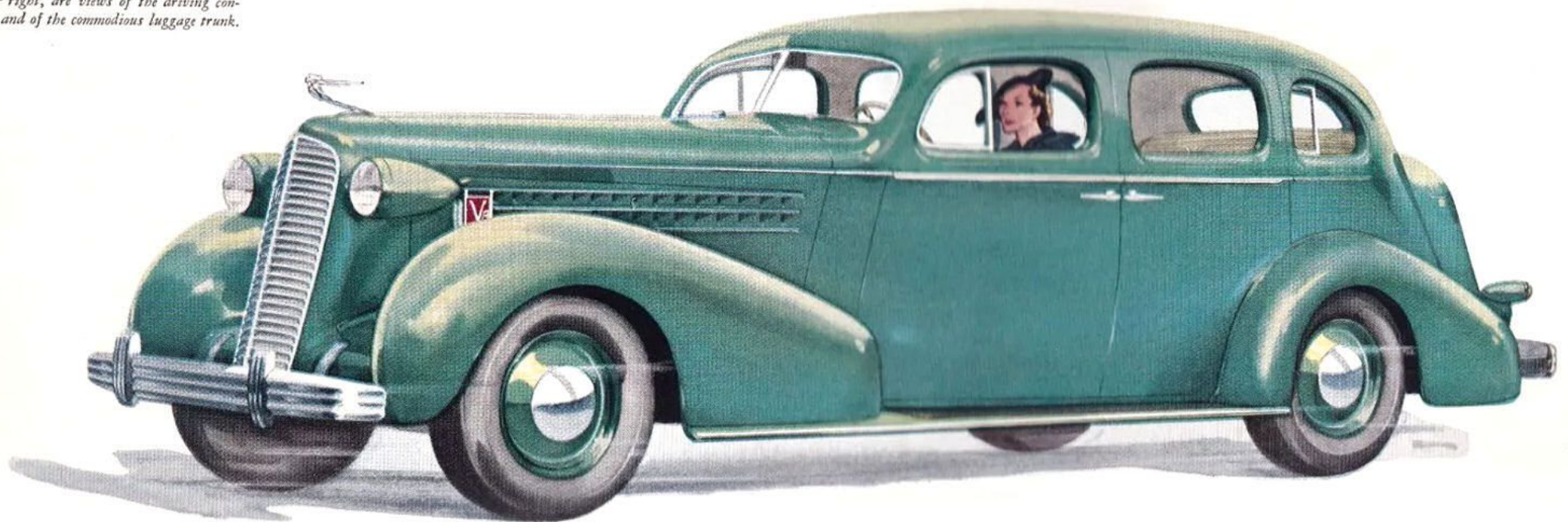


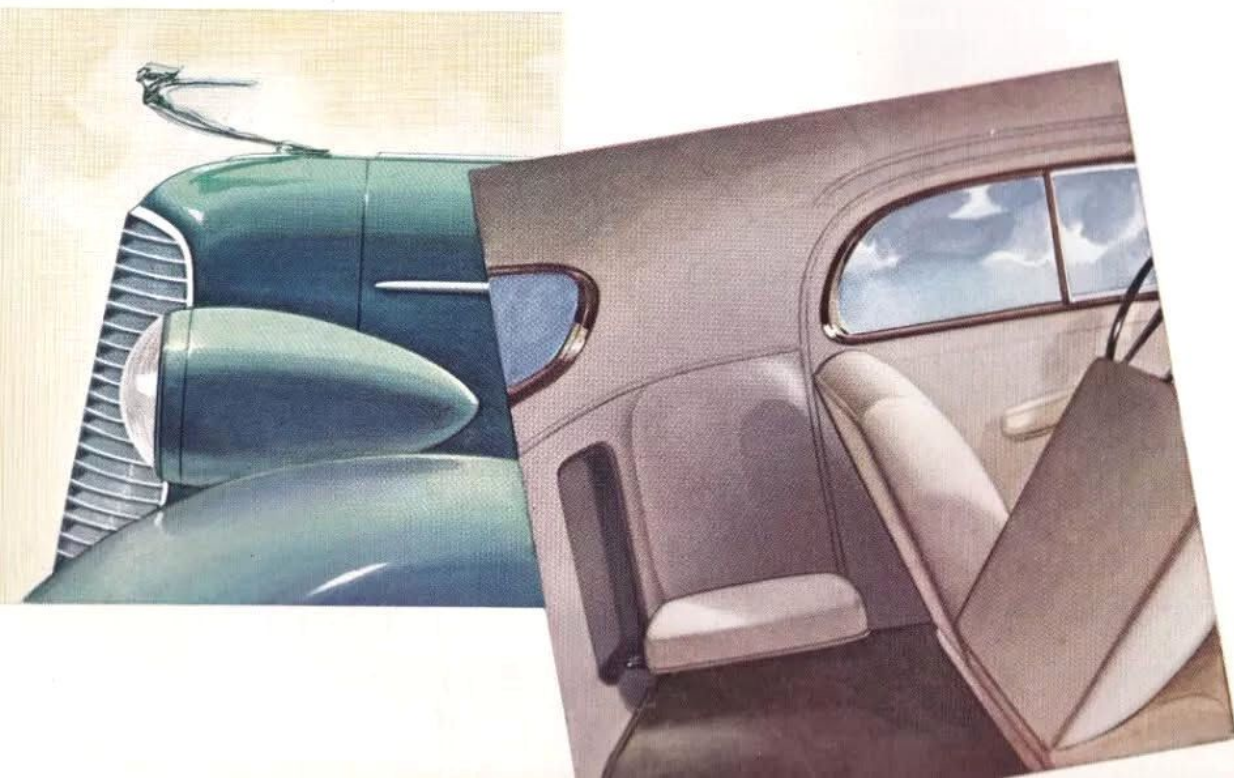
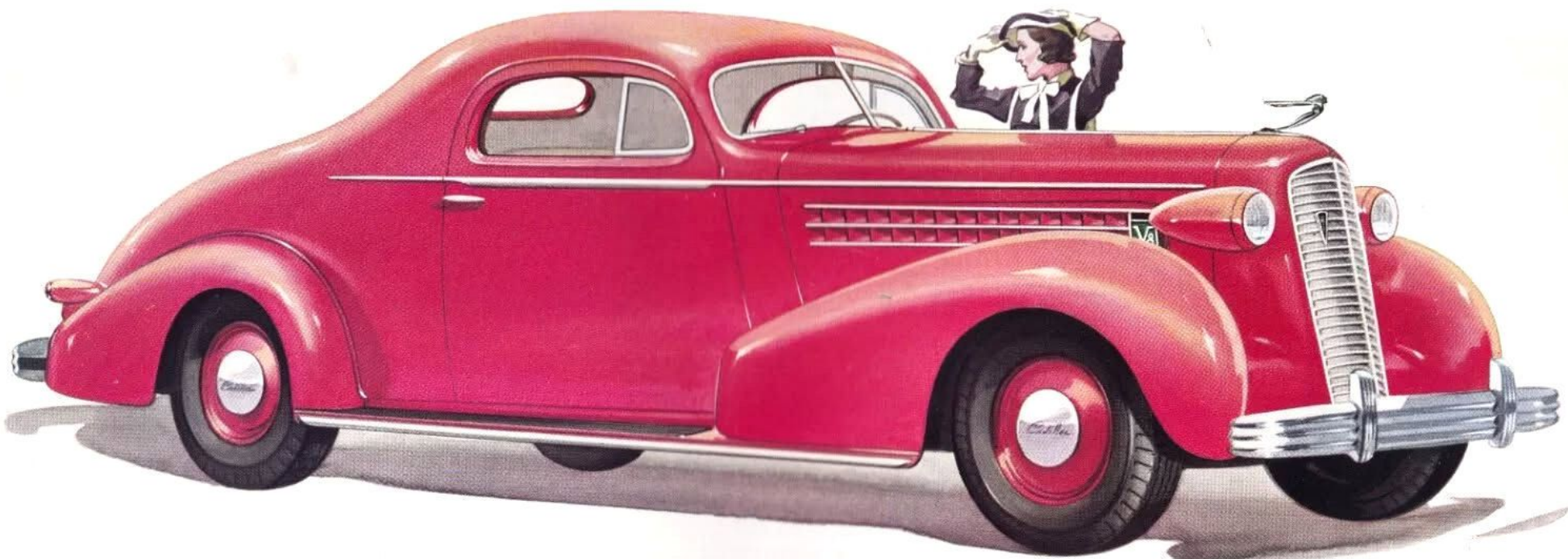
Cadillac Series 60 *Five Passenger Touring Sedan*

The new Cadillac V-8 Five-Passenger Touring Sedan is streamlined primarily for beauty, with the curves and contours of the steel "Turret-Top" Body by Fisher completing an ensemble of great attractiveness. To step into the interior of the Sedan is like entering a comfortable, well-appointed room. Handsome fabrics of fine quality are used throughout. Rear seats are tailored with three panels, two buttons and three risers; relaxing seat cushions are built on Marshall springs and wool pads. Hardware of new design provides an additional touch of beauty. Fisher No-Draft Ventilation is, of course, an invaluable feature. The spare wheel



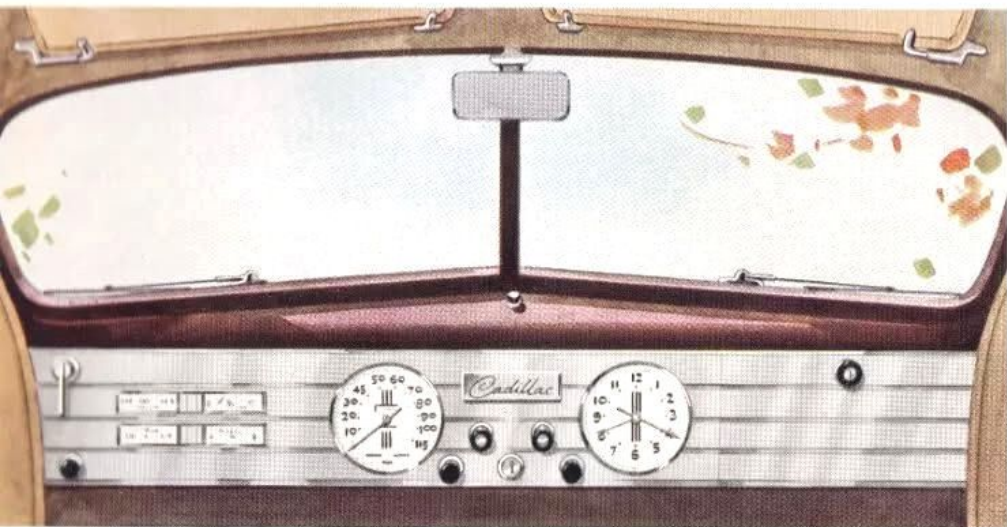
Above is illustrated the beautiful front-end ensemble of the new Cadillac V-8. At the upper right, are views of the driving controls and of the commodious luggage trunk.





The illustrations below show, from left to right, a side view of the front end; the extra seat in position; and a bird's-eye view of the Coupe in action. On the opposite page are two interior views.

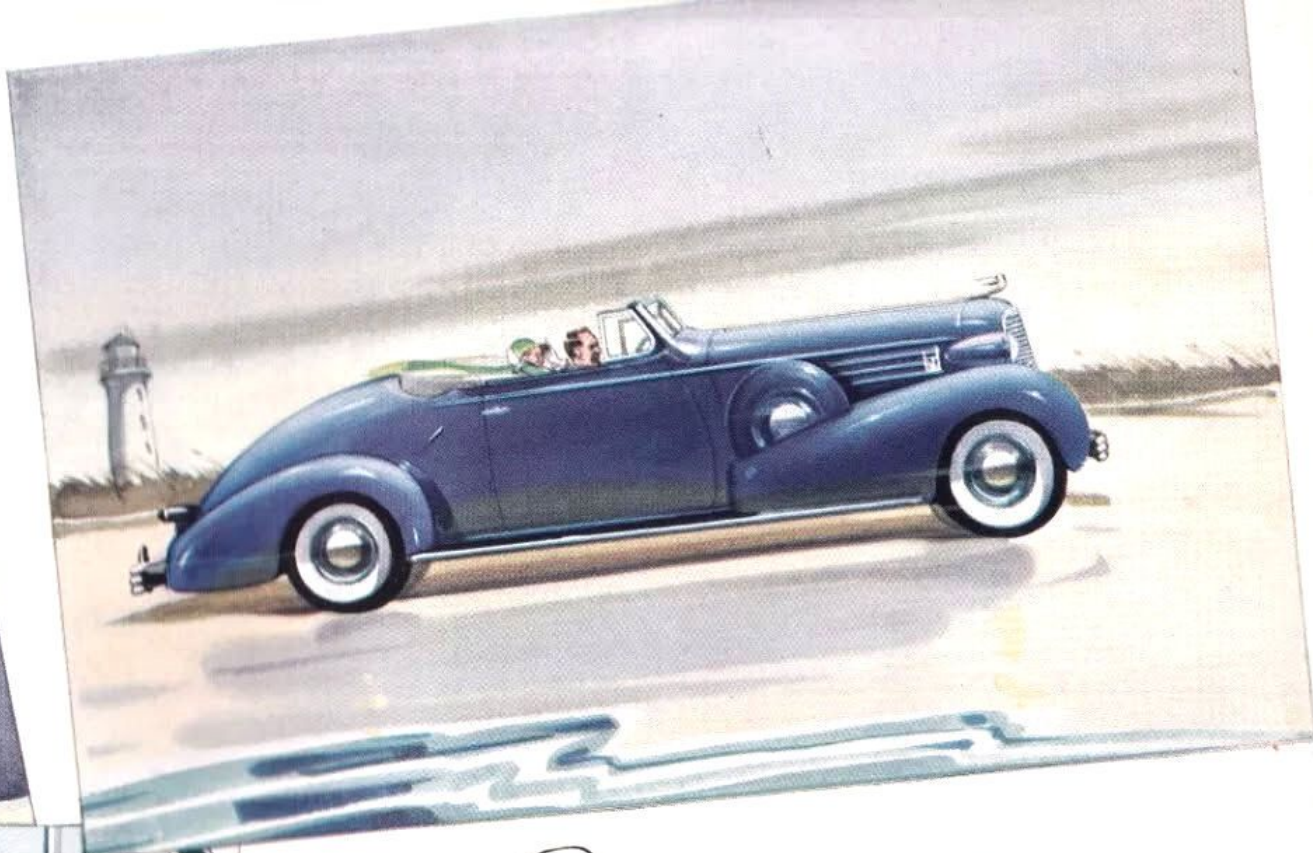
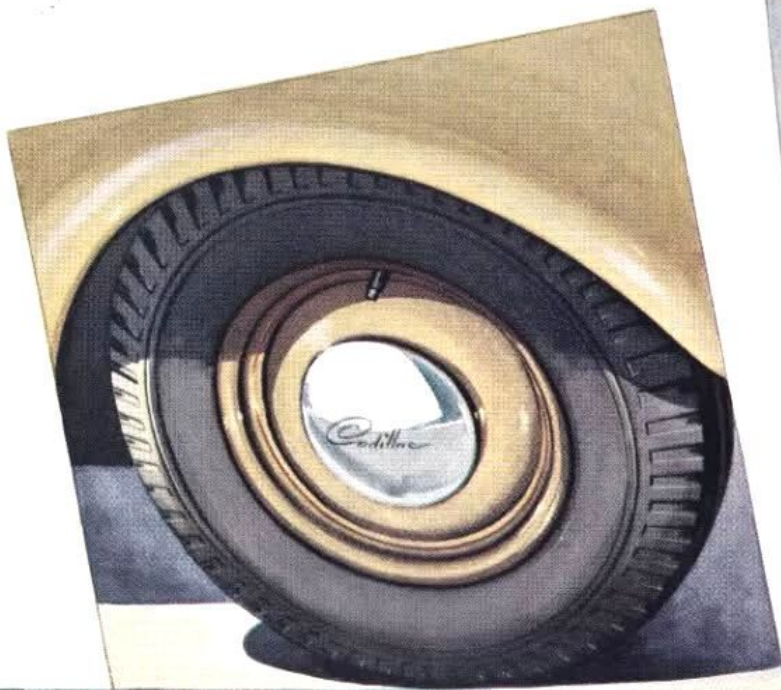




Cadillac Series 60 *Two Passenger Coupe*

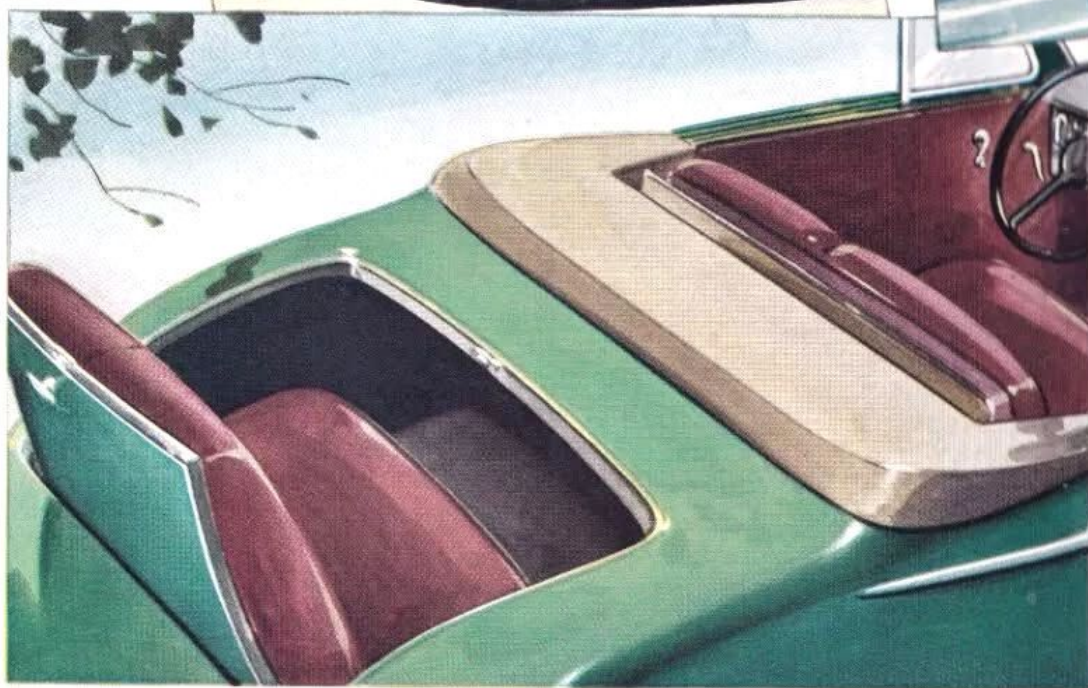
The Two-Passenger Coupe, pictured on these pages, is a notable example of Cadillac styling. This model is provided with a convenient and serviceable extra seat. The instrument board is of new design and the instruments themselves are new—with all controls scientifically placed for the driver's convenience. Headlights are dimmed by a foot switch. The headlight beam indicator is on the instrument panel. All parts of the front of the body have been welded into a single unit—an important factor of safety. The spare tire is carried beneath the rear deck lid. Ample luggage space is provided behind the seat. All in all, it would be difficult to imagine a model more admirably adapted to the owner's personal use.





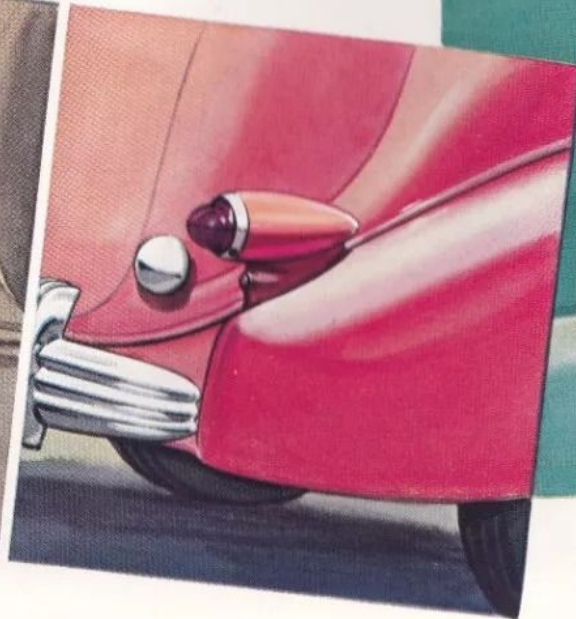
Cadillac Series 60 *Convertible Coupe*

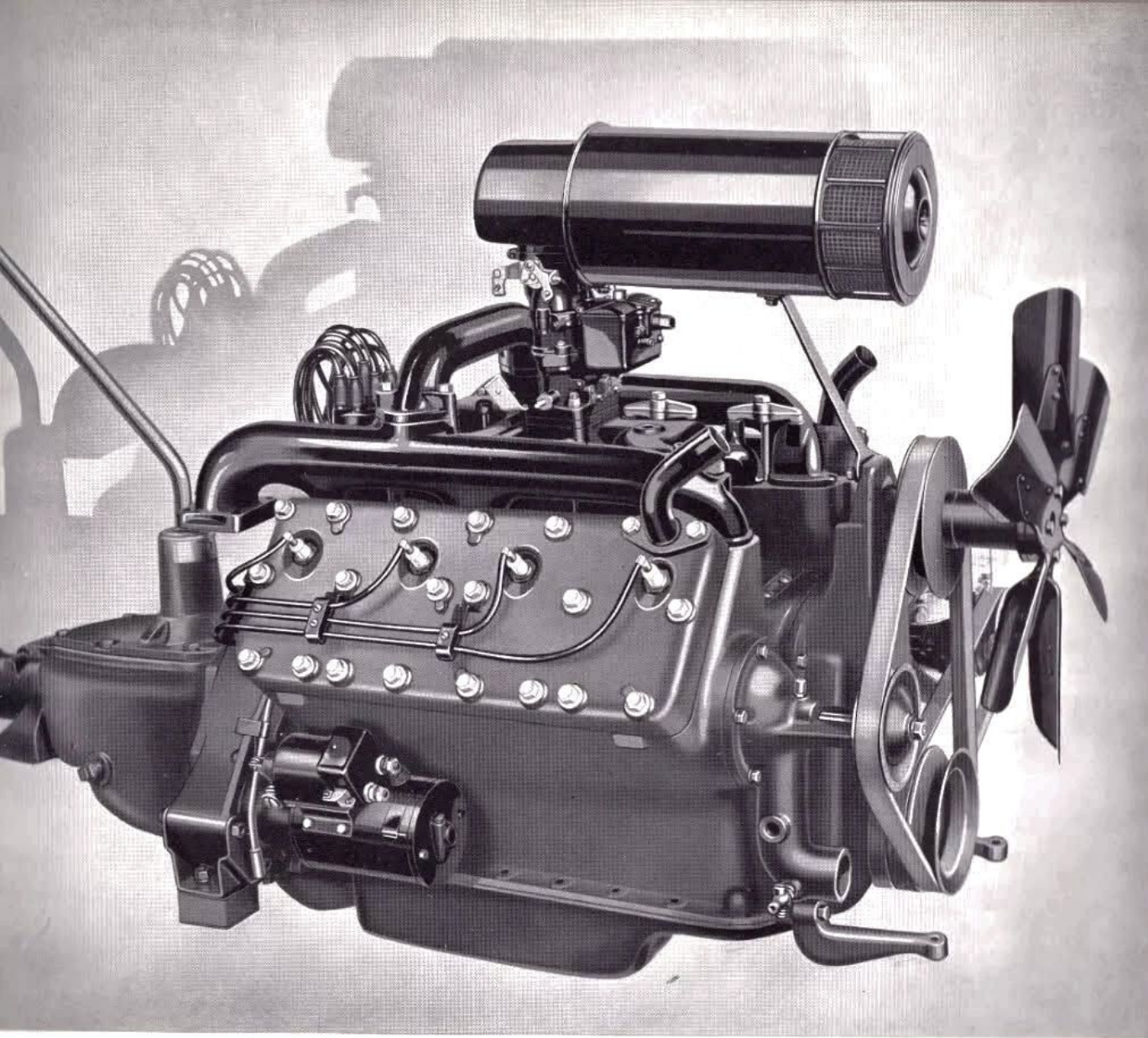
The Cadillac V-8 Convertible Coupe, with top up or down, is a thing of beauty and a joy to every mile—a car any man or woman would be proud to claim as a personal possession. Purchasers of this convertible model have the choice of three varieties of whipcord upholstery and four of leather. The Convertible Coupe has a commodious and comfortable rumble seat for the use of additional passengers. The spare tire is carried in the right-hand fenderwell. Several of the features of beauty, comfort and convenience—features that also contribute to the car's magnificent performance and riding ease—are illustrated on these pages. They are worth a personal examination and a test while the car is in action.



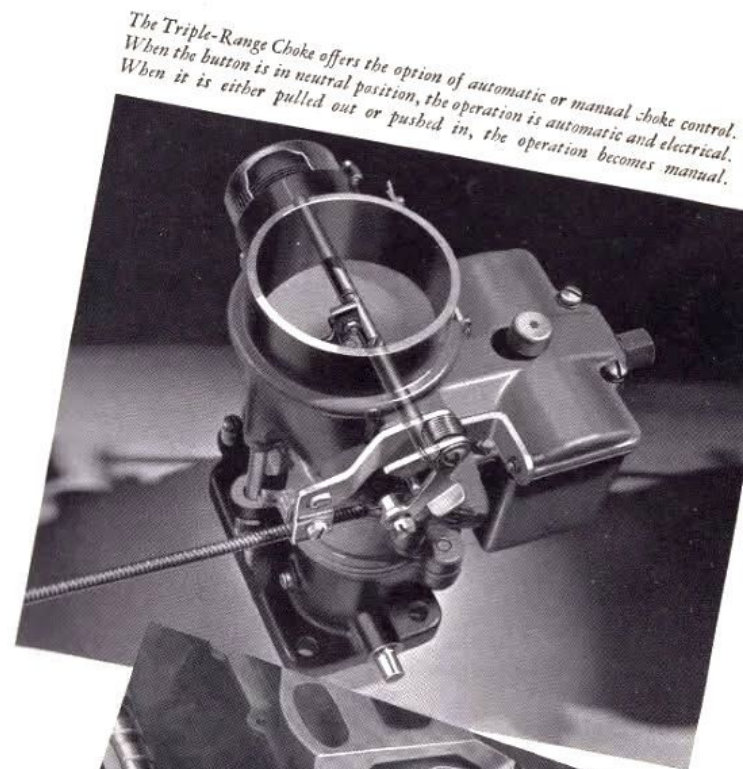


Shown below are the new steering wheel; the new seat-adjustment control device; the tail-light and rear fender grouping; and a close-up of the new emblem and hood ports.

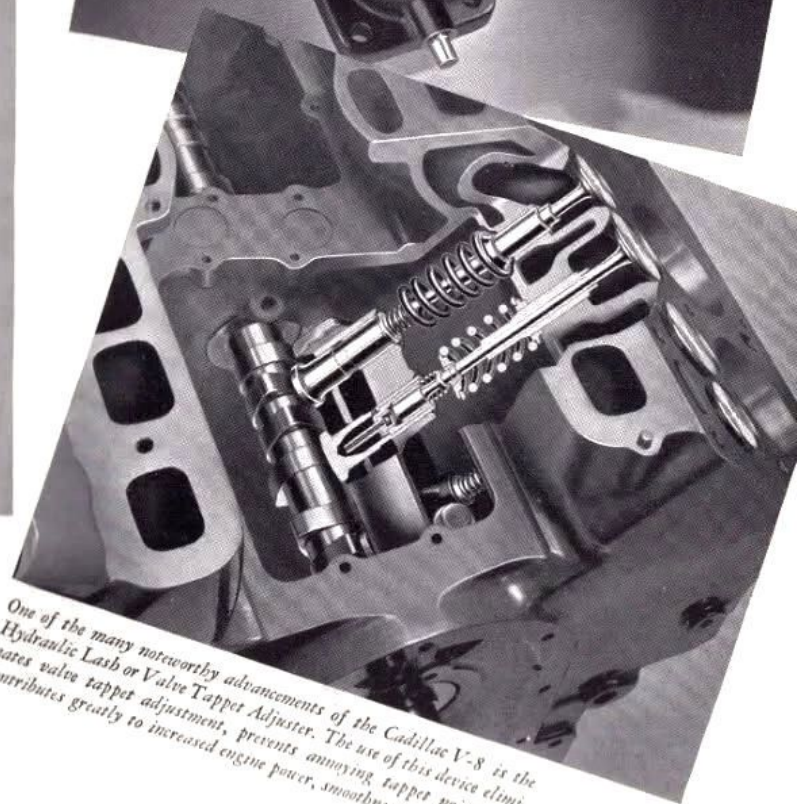




developing the new Cadillac V-8 power plant, Cadillac engineers had in mind the special requirements of the individual driver. They sought power and speed, but they also sought incomparable smoothness. The result is a power plant large and powerful for the car's weight, with bore of $3\frac{3}{8}$ inches and stroke of $4\frac{1}{2}$ inches—322 cubic inches displacement. With the design employed and the ratio of power to weight, the higher maximum speeds are attained with fewer engine revolutions. The piston travel of the previous Cadillac V-8 was 2575 feet per mile, while in the new Series 60 it is 2190 feet. This means that the car's maximum speed is reached without racking effort and with a minimum of wear on motor parts.



The Triple-Range Choke offers the option of automatic or manual choke control. When the button is in neutral position, the operation is automatic and electrical. When it is either pulled out or pushed in, the operation becomes manual.



One of the many noteworthy advancements of the Cadillac V-8 is the Hydraulic Lash or Valve Tappet Adjuster. The use of this device eliminates valve tappet adjustment, prevents annoying tappet noises and contributes greatly to increased engine power, smoothness and quietness.



The new type of Semi-Centrifugal Single-Plate Clutch is shown at the left. Directly above is a view of the "Peak Load" Generator that automatically keeps your battery at its peak, regardless of radio, headlights or other withdrawals.



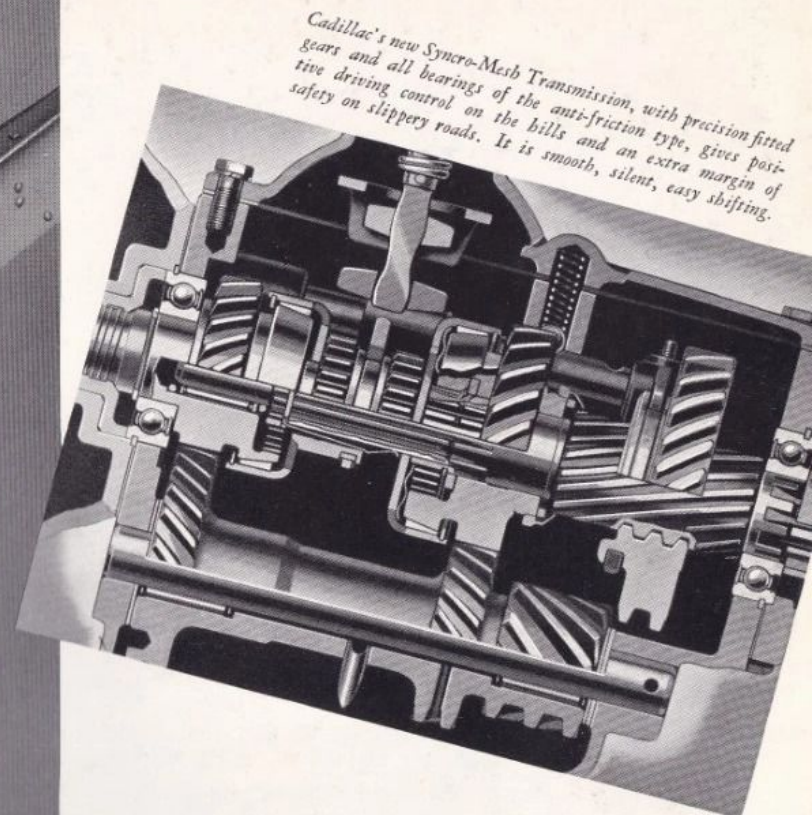
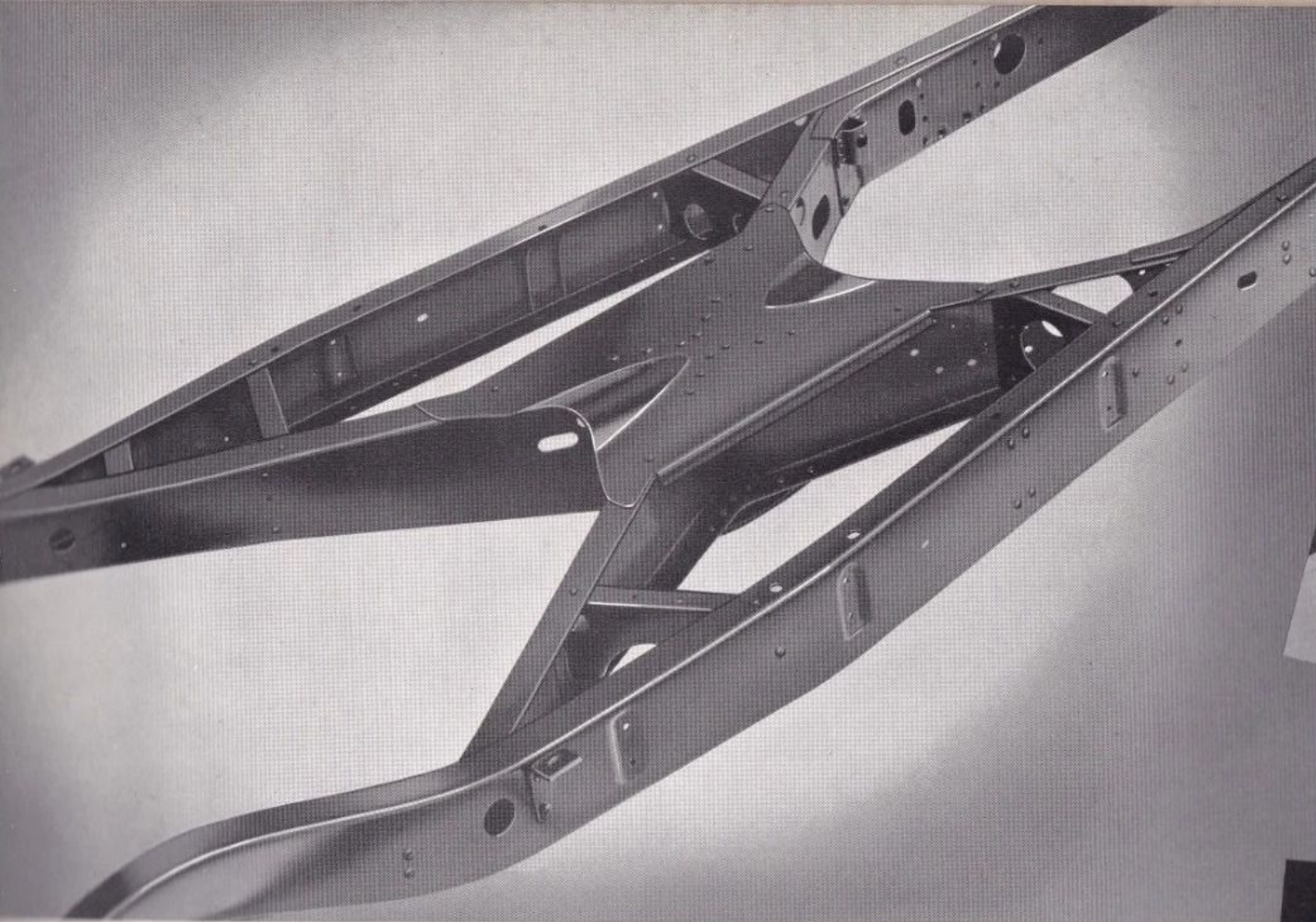
Above is pictured the mechanism of Cadillac's Knee-Action Wheels which contribute so largely to relaxed riding comfort on every kind of road and eliminate the pitch and bounce of the conventional rear seat ride. A truly marvelous feature.



Cadillac's stabilizers, shown above, are stiff torsion rods that keep the car on a level keel when rounding curves or traveling on uneven roads. At the right is a view of the new hydraulic brakes. Always equalized; operate with minimum pedal effort. Important features: self-energizing action, weatherproof protection, protected fluid lines and double brake pistons.

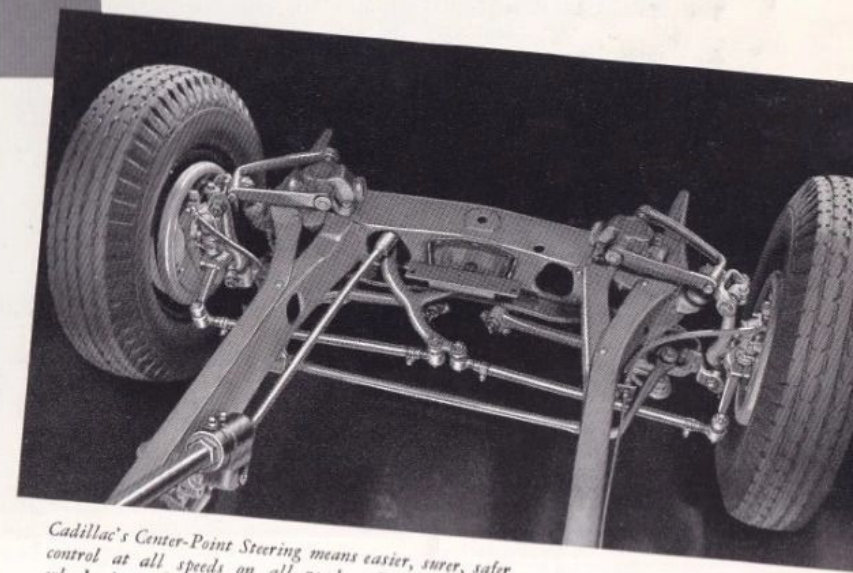


THE satisfaction enjoyed in driving and riding in the new Cadillac V-8 is the complete satisfaction of perfect all-phase performance. It is the direct result of Cadillac engineering, experience and thoroughness, and Cadillac mechanical advantages. They assure greater riding comfort, easier operation, added safety. The Cadillac Knee-Action development eliminates road shocks, improves roadability, increases tire life and is also an important measure of safety in case of tire blowouts. Cadillac has also greatly improved riding stability, comfort and safety with front and rear stabilizers. They provide improved roadability and a smooth, level ride at all times. Another feature of importance is Cadillac's new Duo-Servo Hydraulic Brakes which give a smooth, positive braking action at all times and maximum braking safety. Simplified construction reduces the need for service attention. The system includes centrifuse drums for longer life. With Cadillac's "Peak Load" Generator, battery worries are over. This ingenious control automatically steps up the charging rate to offset current withdrawals and prevents the battery from being either overcharged or undercharged.



Cadillac's new Synchro-Mesh Transmission, with precision fitted gears and all bearings of the anti-friction type, gives positive driving control on the hills and an extra margin of safety on slippery roads. It is smooth, silent, easy shifting.

IT IS extremely doubtful whether any motor car has ever been developed which so snugly holds the ground, either on sharp curves or the straightaway, as the new Cadillac V-8. ***** There is sufficient weight in this new Cadillac to contribute to that safety result—and power enough in the motor to give quick control over that weight. ***** But there are sound engineering reasons other than weight and superabundant power for this safety and ease of control. ***** The rigidity of the frame in this new Cadillac is $2\frac{3}{4}$ times as great as heretofore—a vast improvement which prevents body shake and provides infinitely greater riding comfort. There is independent front wheel action and center-point steering—which not only practically eliminates steering wheel vibration, but is independent of the braking system and accurately returns the car to a straight-ahead on corners and curves. ***** All of this, of course, contributes immeasurably to comfort—but perhaps its most valuable function is certainty of driving control and a high degree of safety which is invaluable.



Cadillac's Center-Point Steering means easier, surer, safer control at all speeds on all roads. Reduces steering wheel whip; is always accurate; independent of braking system; returns to straight-ahead on corners and curves.

