



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



**T H E   N E W E S T   C A R S   I N   T H E   W O R L D**



**I**N 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 why.

C A D I L L A C

S  
I X T Y S P E C I A L



***THE CAR THAT STARTLED THE  
INDUSTRY LAST YEAR — EVEN  
FURTHER AHEAD FOR 1939!***

**W**HEN THE first Cadillac Sixty Specials rolled down America's highways in January of 1938, 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 . . . a car with luggage space sufficient for a transcontinental journey! And here was a

car so spectacular in performance—in its acceleration, its balance, its comfort and its general 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 car in America. *It is illustrated on the pages opposite.*



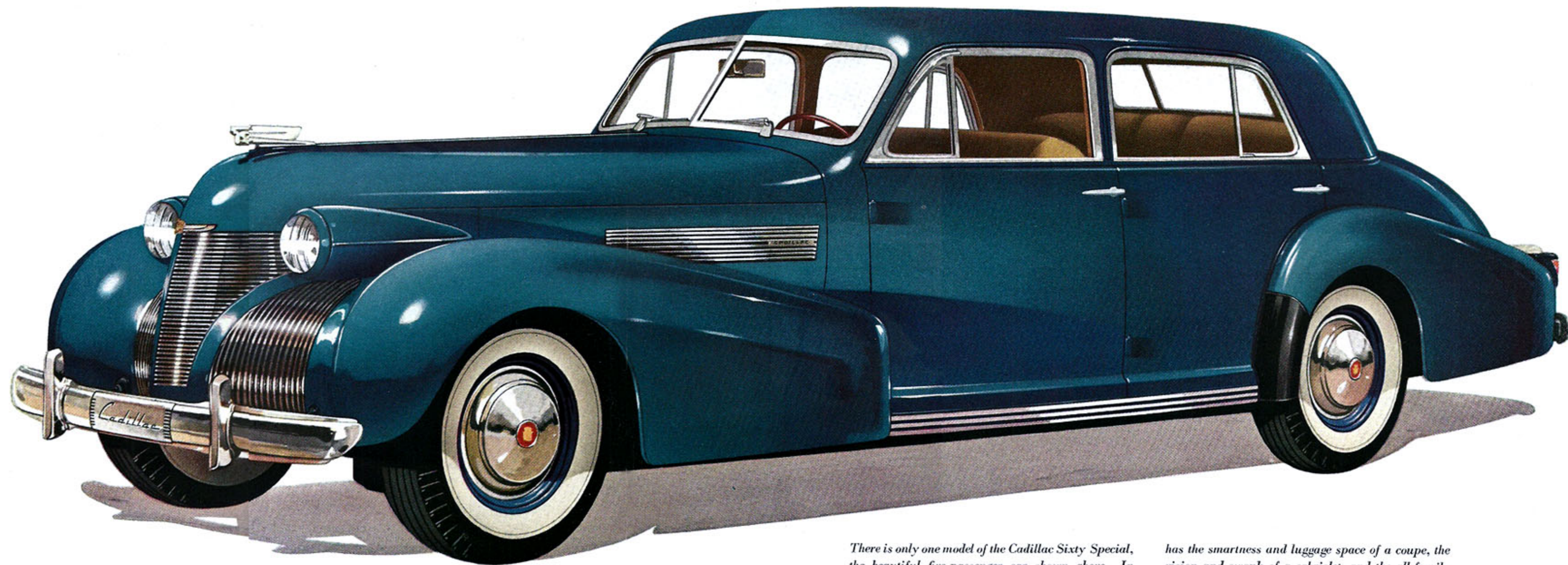
**YOU'LL GET THE BIGGEST THRILL IN  
MOTORDOM WHEN YOU TAKE THE WHEEL**

**D**O YOU REMEMBER the thrill you felt when you first took the wheel of an automobile? It was, if you're an average person, one of the big moments of your life . . . a moment you would surely like to recapture.

Well, the time has come when you can do so! Just settle down in the driver's seat of the beautiful car shown at the right—and head for the open spaces. Before you've driven a half-mile, you'll be getting the biggest kick you've had since you first shifted a gear.

This car just doesn't *act* like other cars. There's something about the way it rides . . . the way it handles . . . the way it hugs the road . . . 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 Cadillac Sixty Special, even for a short distance, he is more or less restless until he gets his hands on one for keeps. Try it and see for yourself!



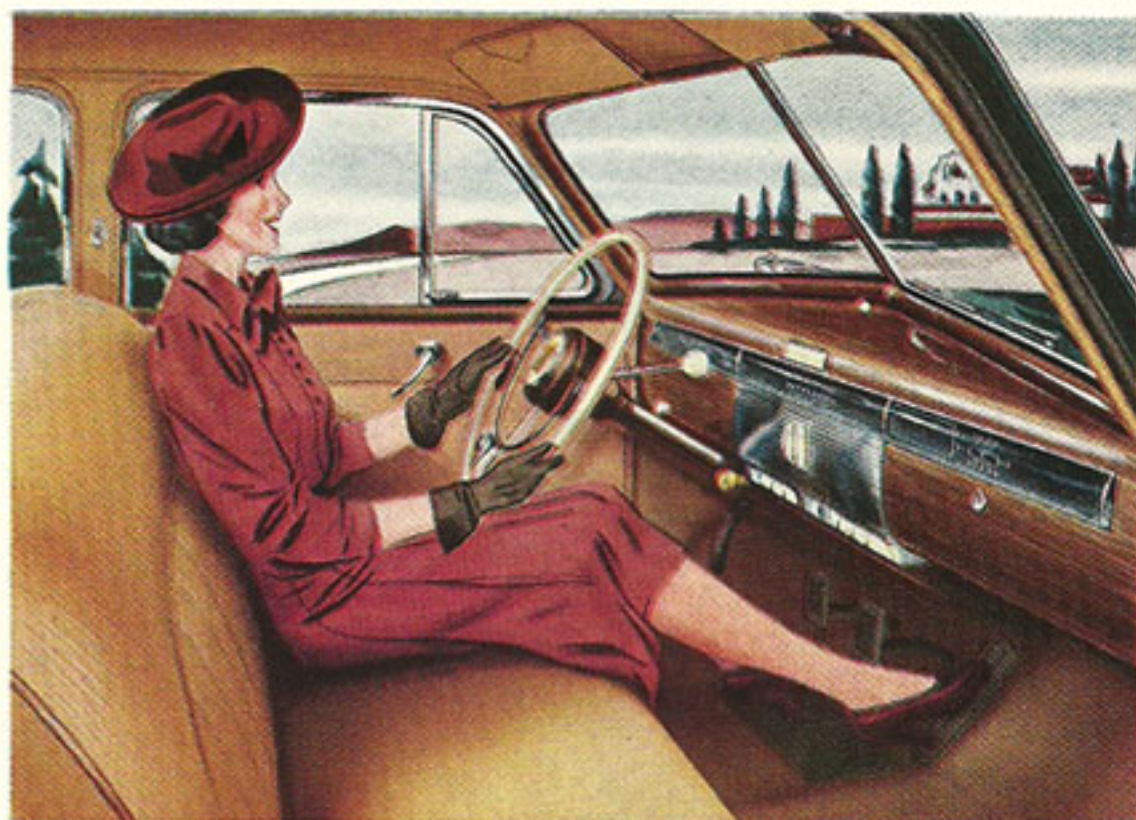
*There is only one model of the Cadillac Sixty Special, the beautiful five-passenger car shown above. In fact, there is no need for additional models—for this is the greatest "all-purpose" body ever designed. It*

*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, with upholstery shades to harmonize.*

**FEATURES UNDUPLICATED ANYWHERE ELSE IN THE WORLD**



*This inviting rear seat makes it a real pleasure to be a passenger in the Sixty Special. Three may relax in luxury, surrounded by every aid to their comfort and well-being. There are four attractive upholstery materials from which to choose.*



*The Syncromatic gearshift lever, conveniently located at your finger tips on the steering column, adds considerably to handling ease. Note, too, the large amount of glass area—the Sixty Special provides more vision than any other closed car.*



*Even the daintiest feminine passenger finds entrance or exit equally easy. There are no running boards on the Cadillac Sixty Special—you step directly into the tastefully appointed interiors through doors of unusually generous size.*



*The confirmed traveler will find the spacious trunk adequate for every touring need. This entire compartment, in which the spare wheel is stored, has a tailored lining of wearproof serge and is sealed to keep luggage free from dust and moisture.*

C A D I L L A C

*S*  
IXTY-ONE



***THE LOWEST-PRICED CAR  
BEARING THE CADILLAC NAME  
FOR NINETEEN THIRTY-NINE***

**T**HE 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 big V-8 engine so instantly responsive, that few cars can challenge it—either for quick acceleration on city streets, or for fast cruising speeds on the highway.

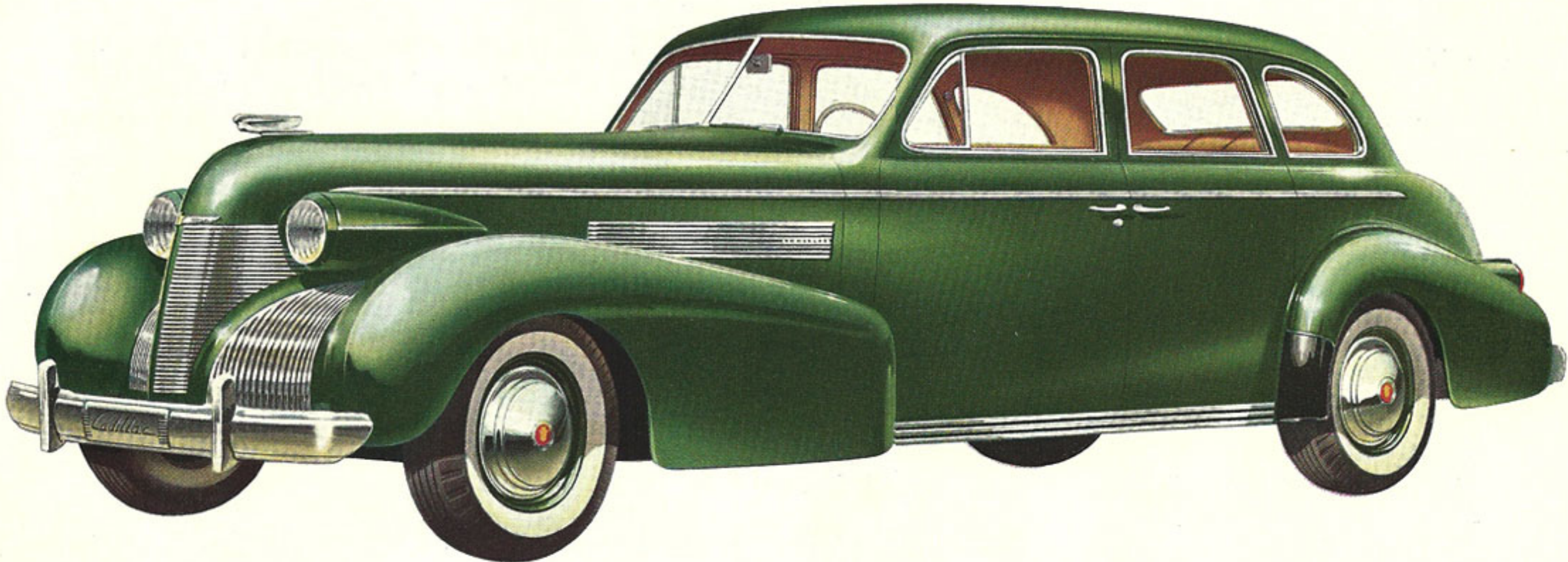
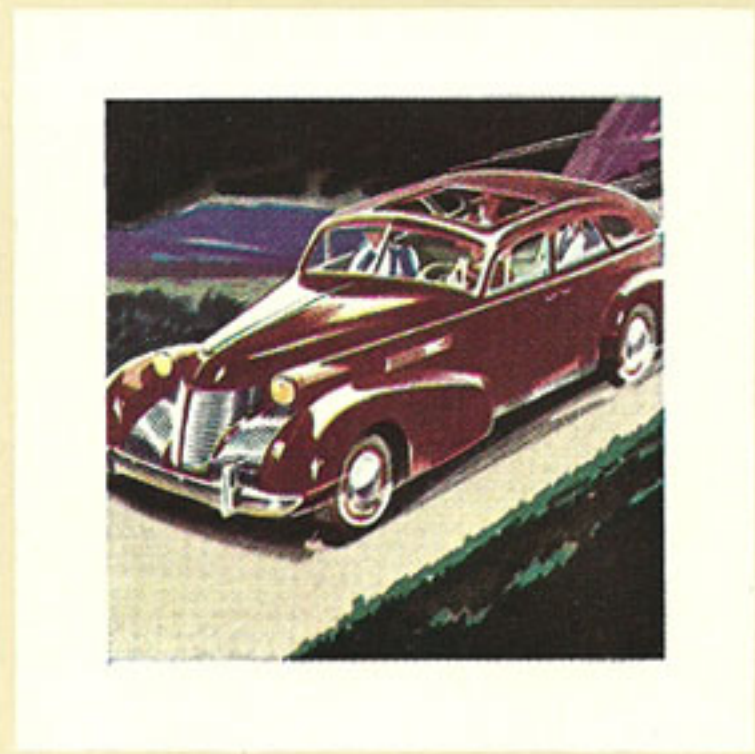
The Sixty-One is the lowest-priced of all Cadillacs for 1939. Indeed, it is priced SO low that there are actually numerous other manufacturers offering certain models which cost more than the Cadillac Sixty-One. It is really the great *practical-luxury* car of all time.

# 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. It is, indeed, a versatile motor car—an ideal body type for the use and enjoyment of the entire family.

*The new Sunshine Turret-Top roof (illustrated at the right) is optional at extra cost on both this body style and on the Cadillac Sixty Special. This innovation adds considerably to motoring pleasure by providing most of the advantages of a convertible car, yet retaining the structural strength and safety of a closed car.*

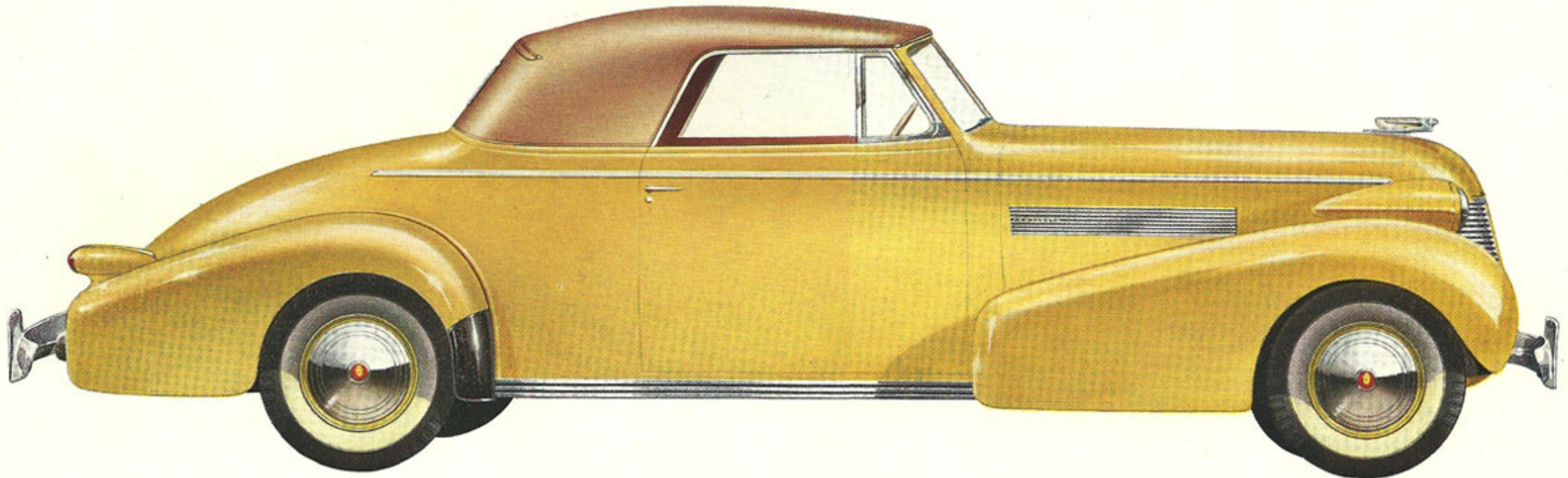


CADILLAC

SIXTY-ONE

**CONVERTIBLE COUPE**

Envious eyes will confirm your good judgment in choosing this smartly styled convertible. An admirable year-'round companion, it combines dash for youth and practicality for age. The trimly tailored top may be easily lowered (by yourself) into its special, concealed compartment. And on a moment's notice, this weather-resisting top can be raised to make this a snugly comfortable closed body style. Two inside opera-type auxiliary seats furnish accommodations for additional passengers. There is unusually generous luggage space under the rear deck.

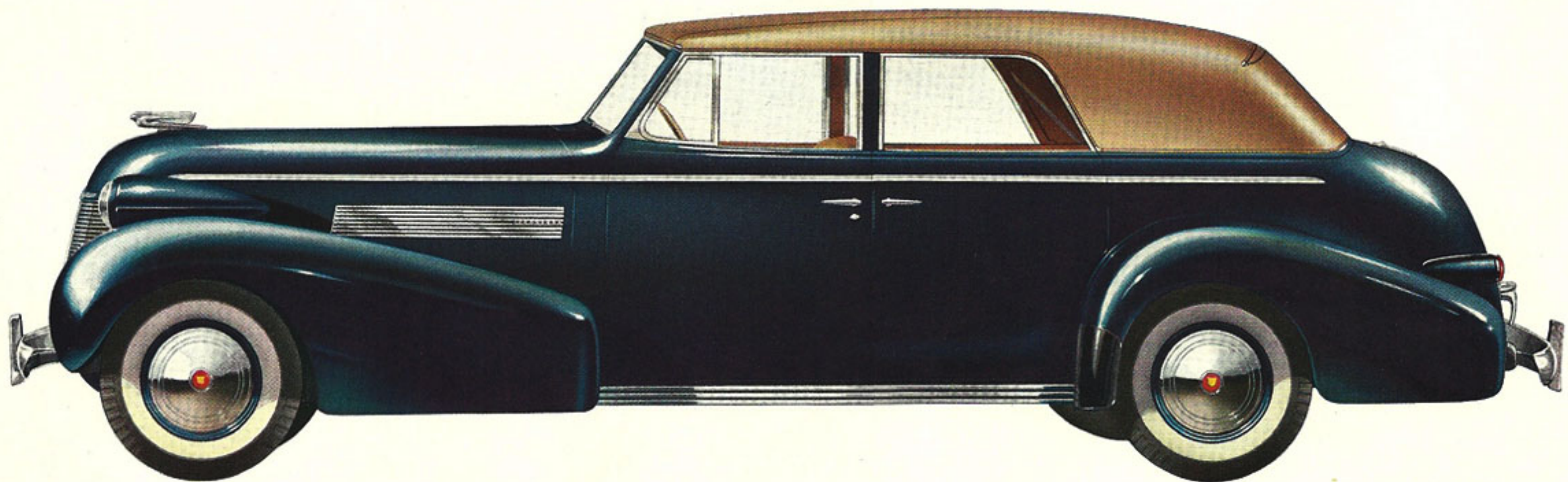




# CADILLAC *SIXTY-ONE*

## CONVERTIBLE SEDAN

If you desire an open car for the greater enjoyment of pleasant days (and many of us do) you will surely appreciate the practical, all-weather comfort of this sleek body style. For here is a convertible that meets *all* seasons efficiently. The attractively tailored top can be raised or lowered at will, by one person. Dual purpose sunshades serve as draft deflectors when the top is down. There are six leather and two cloth upholsteries from which to select. The spacious luggage trunk, neatly lined in wearproof serge, provides ample capacity for every traveling requirement.

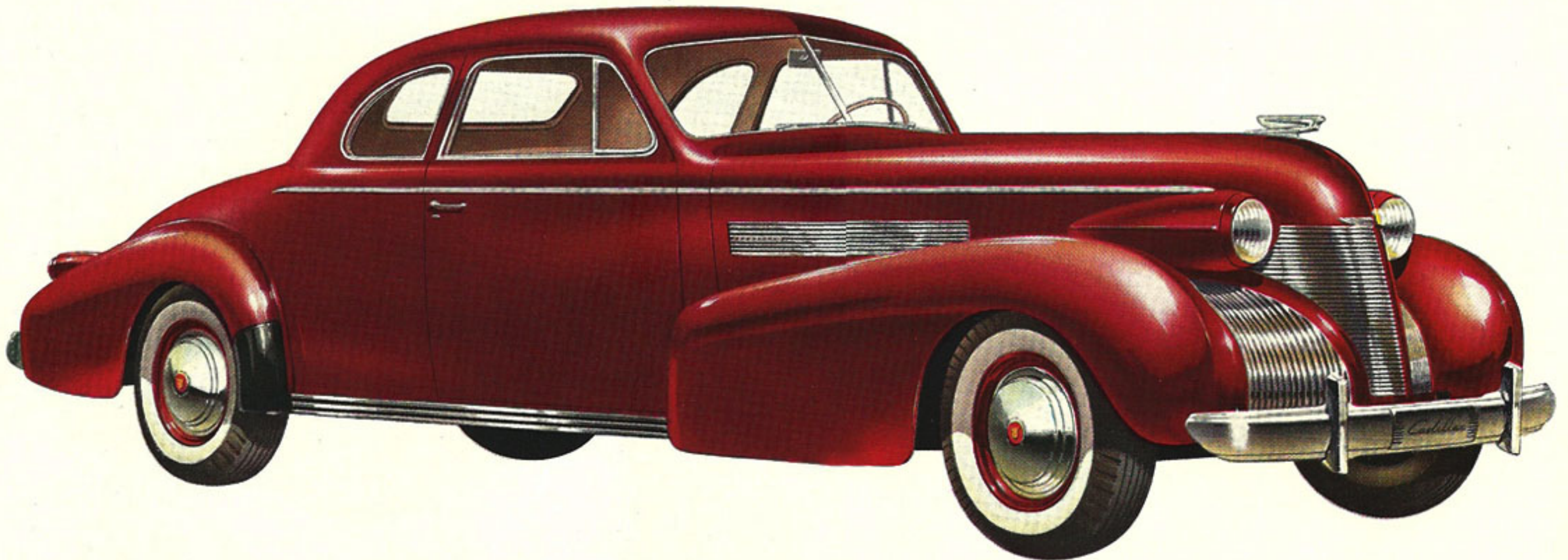


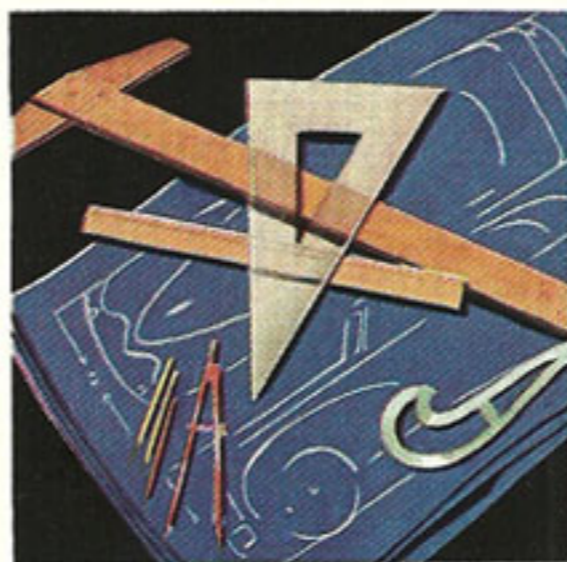
CADILLAC

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 passengers to ride in luxury. This front seat has a divided back which permits easy access to the comfortable opera-type seats in the rear compartment. When not in use, these seats fold up neatly giving valuable storage space. Four smart fabric upholsteries are available from which to select your trim style. A large capacity compartment, located under the rear deck, affords additional space for luggage.





**FOR 37 YEARS CADILLAC ENGINEERING HAS PACED**

**THE WORLD FOR PROGRESS**

**C**ADILLAC'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 automotive 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 every past year, they are the engineering yardstick of the industry.

Some of the current Cadillac engineering advancements are illustrated and described on the following pages of this book. Study them carefully—for they constitute some of the principal reasons why the new Cadillac cars are so outstanding in performance, riding comfort, safety and handling ease.

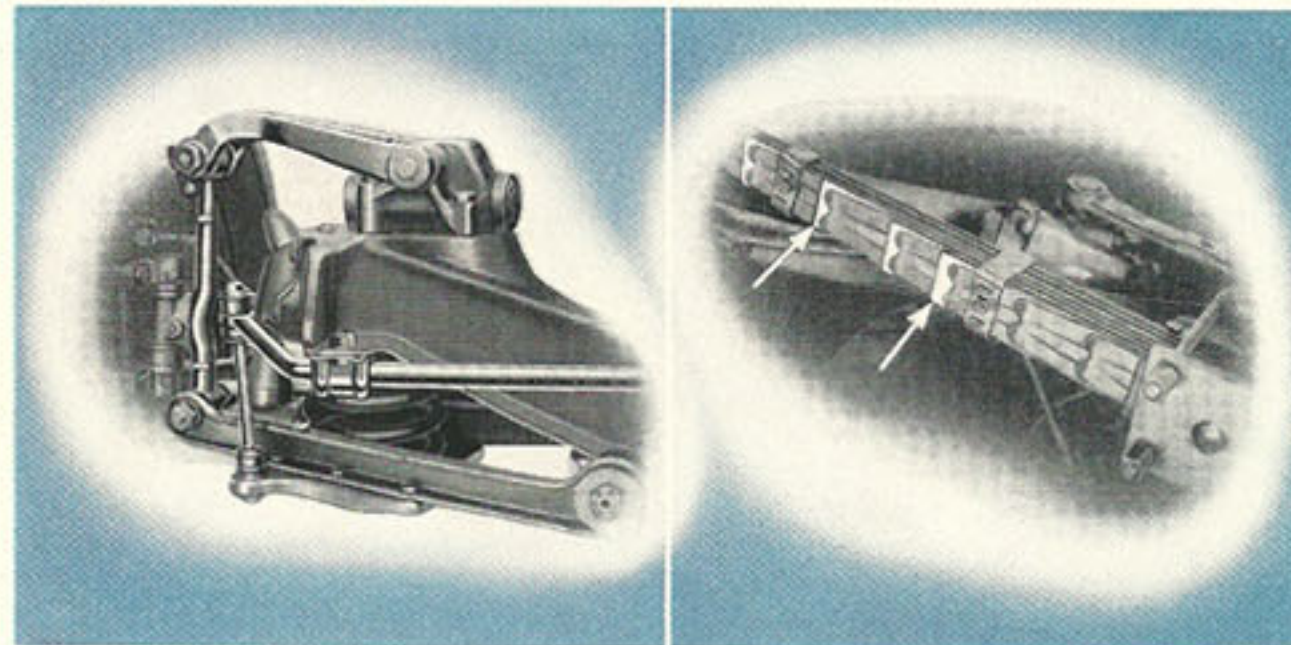


Highly skilled craftsmen, who translate the benefits of Cadillac engineering into final form, are largely responsible for maintaining Cadillac's unexcelled reputation. The combined experience of this veteran group, in the manufacture of fine cars exclusively, is unequalled anywhere else in the world. These specialists, schooled in the Cadillac tradition—Craftsmanship a Creed, Accuracy a Law—constitute the principal reason why Cadillac continues as Standard of the World.

**NO CAR RIDES LIKE A CADILLAC**

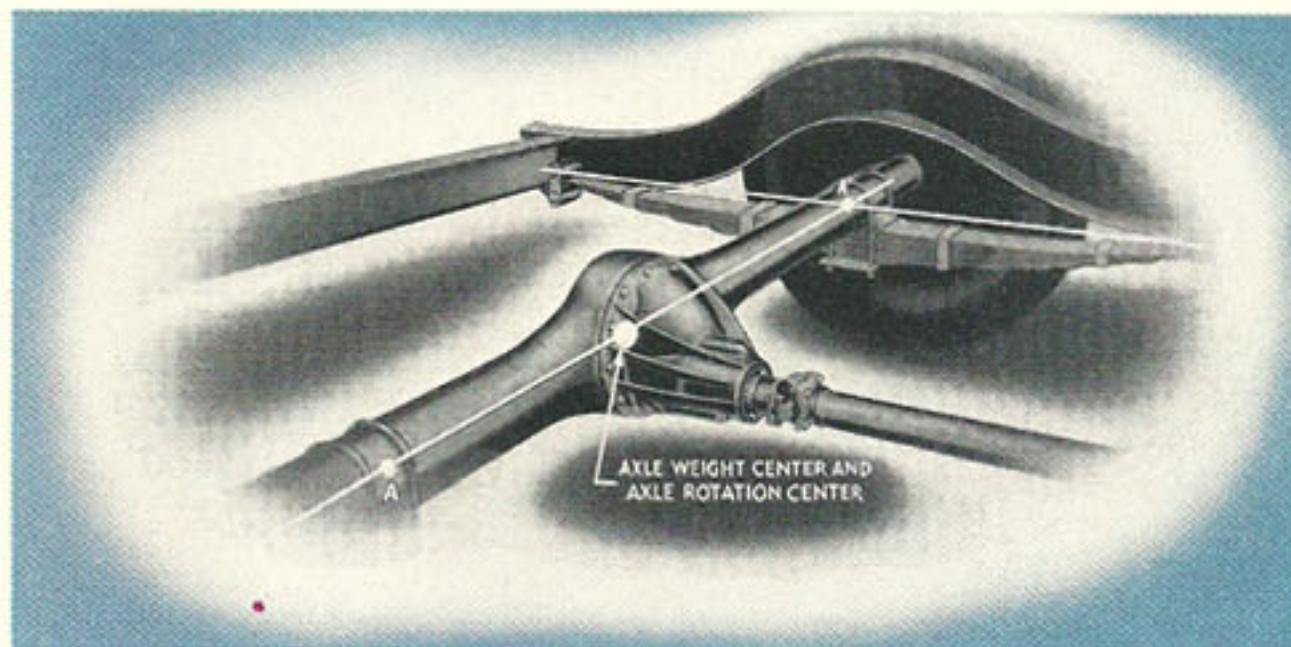
*... and here are the reasons why*

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.



*Knee-Action, pioneered by Cadillac in the fine-car field, assures a comfortable, restful ride under all road conditions.*

*Wax-impregnated liners, inserted between spring leaves, permanently eliminate the necessity of lubricating the rear springs.*

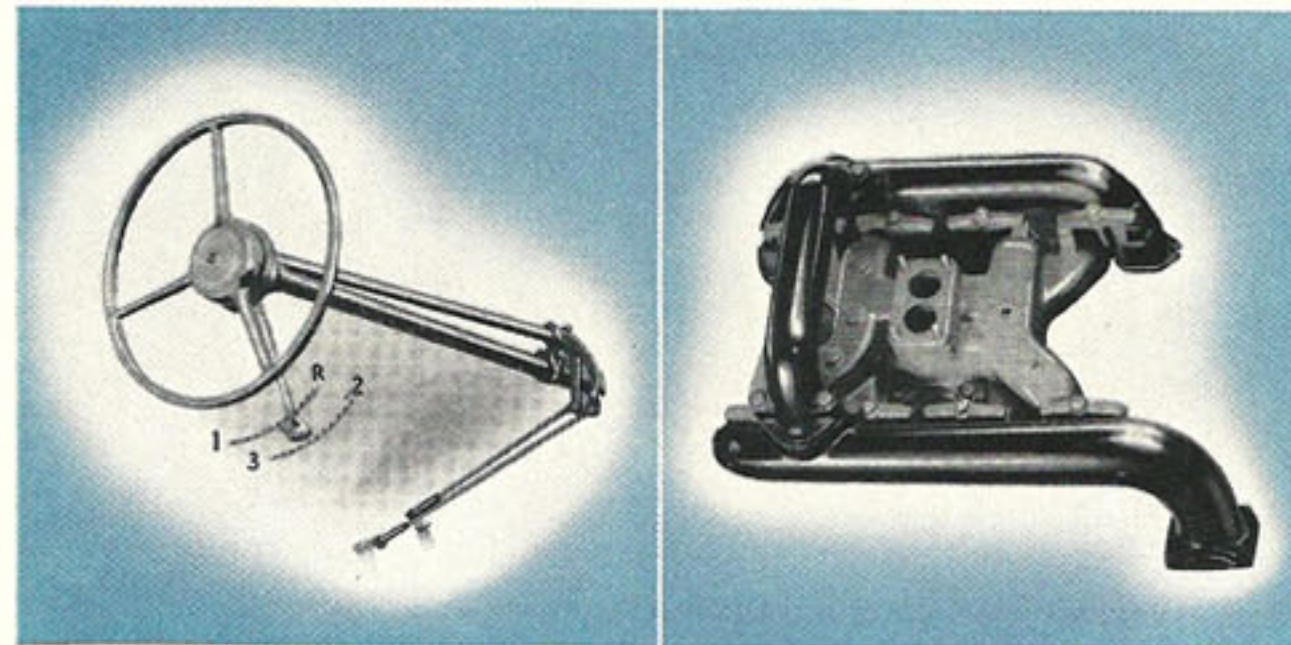


*Increased riding comfort has been combined with greater car control by the new Hi-Plane Hotchkiss Drive. Axle vibrations producing body-shake and loss of control are eliminated.*

**NO CAR PERFORMS LIKE A CADILLAC**

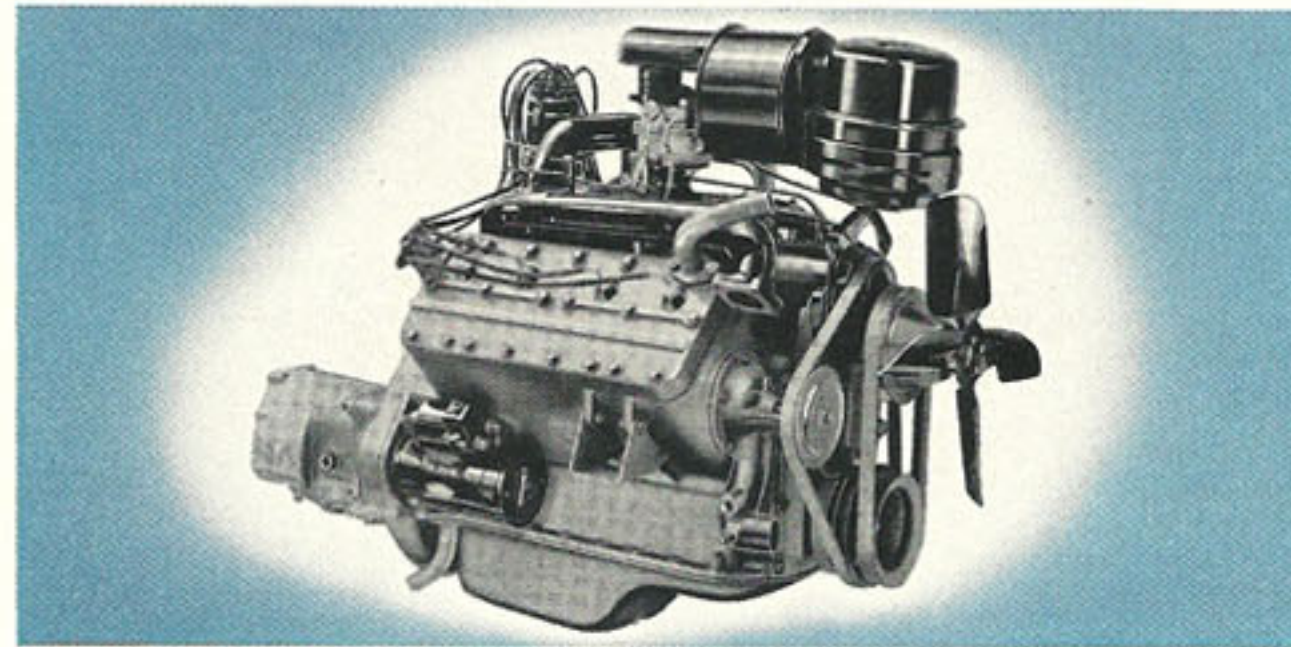
*... and here are the reasons why*

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.



*The Syncromatic gearshift provides fingertip handling ease. Shift is standard and all the lever positions are convenient.*

*Equal length manifolds make possible much greater fuel efficiency by a more uniform distribution of fuel to all cylinders.*

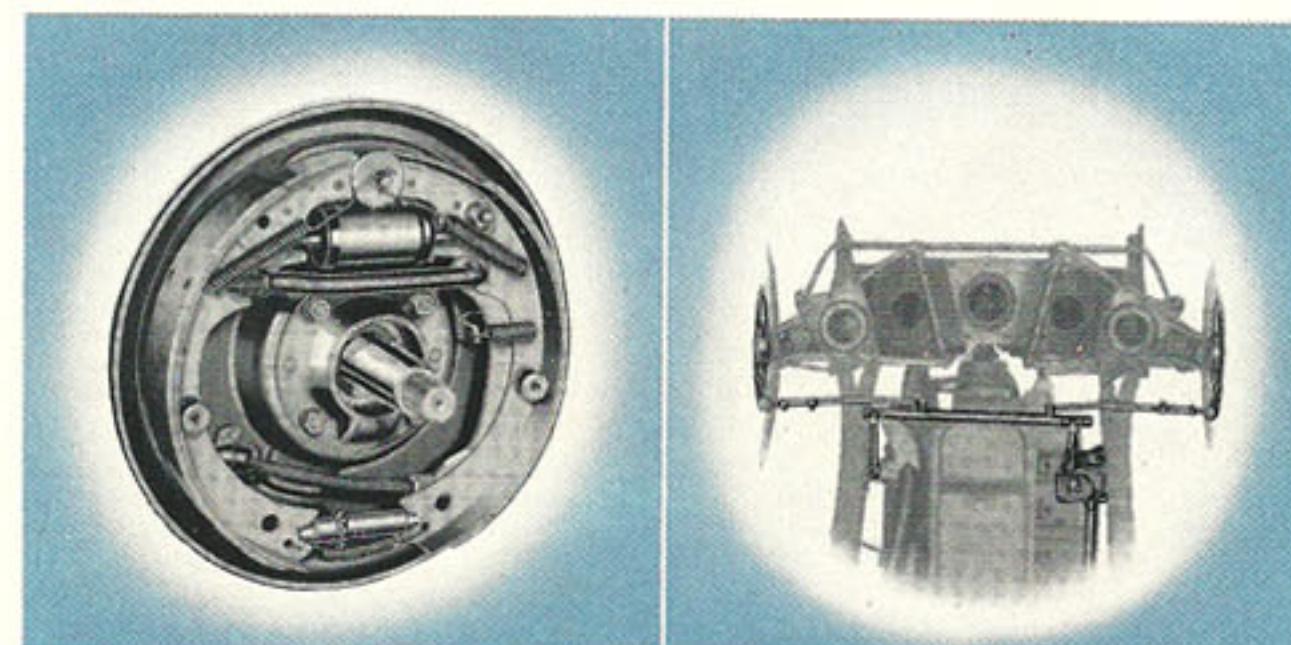


*Climaxing a quarter-century of progress in V-type engine design, this 135-horsepower Cadillac engine is unexcelled for its dependability, long life and efficiency of operation.*

**NO CAR IS AS SAFE AS A CADILLAC**

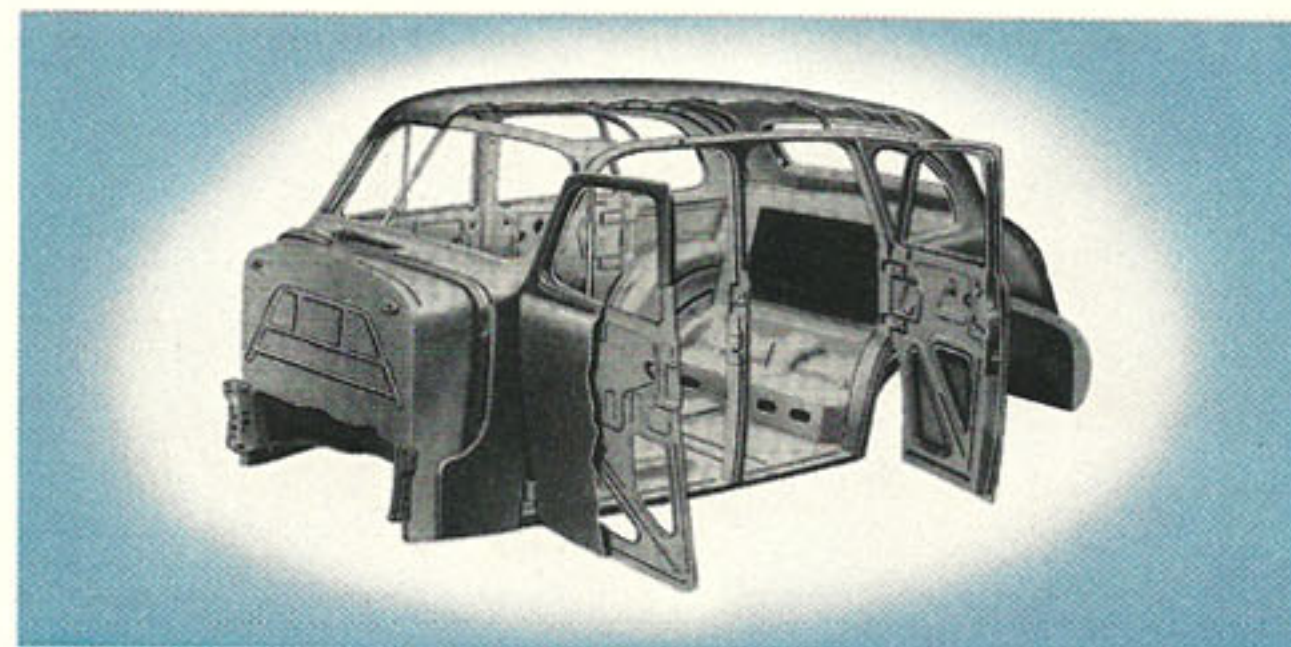
*... and here are the reasons why*

It has often been said that a Cadillac car 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.



*Powerful hydraulic brakes, with unusually large lining area, require only the minimum pedal pressure for safe, sure stops.*

*Accurate steering linkage provides unexcelled handling ease with positive control at all speeds and on any type of road.*



*Cadillac's rigid-steel body construction protects passengers on every side with a single, tube-like steel unit—heavily reinforced and insulated at all points for greater quietness and safety.*

## SERVICE THAT IS THE FINAL ASSURANCE OF SATISFACTION

Just as everything else about a Cadillac is different—so, too, is Cadillac service. Not only are Cadillac mechanics and workmanship of the highest known calibre—but 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.

## A PAYMENT PLAN THAT MAKES CADILLAC OWNERSHIP EASY

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. And the financing charges—which include insurance with a strong and dependable company—are exceptionally low. We think you will be agreeably surprised if you permit your dealer to give you the precise figures covering the purchase of a Cadillac—including, of course, an evaluation of your present car. Why not see him today—and own the car you have always wanted?

## SPECIFICATIONS

**ENGINE**—Cadillac precision-built 90° Vee 8 design; L-head; bore, 3½"; stroke, 4½"; displacement, 346 cu. in. Taxable horsepower, 39.20 with brake horsepower 135 at 3400 r.p.m. Engine mounted in rubber at three points.

**PISTONS**—T-slot design Lo-Ex aluminum alloy for uniform expansion. Special anodizing process hardens wearing surface to prevent scuffing and scoring; fitted with two compression rings and two oil rings. All rings have surface treatment of ferrous oxide greatly improving durability.

**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. It eliminates worry concerning battery.

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

**TRANSMISSION**—Cadillac pioneered and built Syncro-Mesh with the pin-type synchronizers, sliding low and reverse gears, constant mesh second gear. Syncromatic control clears front compartment. Transmission gears helical and fully carburized for hard use and long life.

**LIGHTING**—Three-beam asymmetrical system, double filament bulbs, instrument board and foot switch control. Headlamp beam indicator in speedometer face.

**FRONT SUSPENSION**—Independent "Knee-Action" front wheels, simple and sturdy with large, helical coil springs for smoother riding comfort and effortless driving control. Proven by five years' use and millions of miles of testing.

**REAR SUSPENSION (Sixty-One)**—The Hi-Plane Hotchkiss Drive gives both excellent roadability and velvety-soft riding qualities. Rubber bushings and wax-impregnated spring liners eliminate need for lubrication or other service attention.

**SPRINGS (Sixty Special)**—Front suspension independent helical type, rear springs semi-elliptic type, 54½" long, 2" wide, spring leaves lubricated by wax-impregnated liners.

**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*. Mechanical hand brake operates independently.

**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. Can be turned or parked in much smaller space than many shorter cars.

**FRAME (Sixty-One)**—Tread: Front, 58"; rear, 59". Rigid frame, X-type; deep X-member junction, reinforced side members. Maximum depth, 8½"; flange width, 2⅜"; thickness, ⅜". (*Sixty Special*)—Tread: Front, 58"; rear, 61". Maximum depth, 7¼"; flange width, 2"; thickness, ⅜".

**RIDE STABILIZER (Sixty-One)**—Torsion bar-type front ride stabilizer. (*Sixty Special*)—Double ride stabilizers, torsion bar-type front, cross link-type rear. Both designs hold car level and promote high speed roadability and safety.

**TIRES AND WHEELS**—Low pressure, 4-ply tires, 7.00 x 16, steel disc wheels with large chrome disc hub caps. Wheels slotted for emergency chains.

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

**WHEELBASE (Sixty-One)**—126". Over-all length with bumpers, 207¼". (*Sixty Special*)—127". Over-all length with bumpers, 214¼".

**BODY TYPES (Sixty-One)**—Four, all with Fisher No-Draft Ventilation. (*Sixty Special*)—One, a Five-Passenger Touring Sedan with Fisher No-Draft Ventilation. Both *Sixty-One* and *Sixty Special* offer plain, striped or ribbed broadcloth upholstery, and several colors, optional, at no extra charge. Roomy luggage compartments in all models.



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

