


SERIES  
60-65



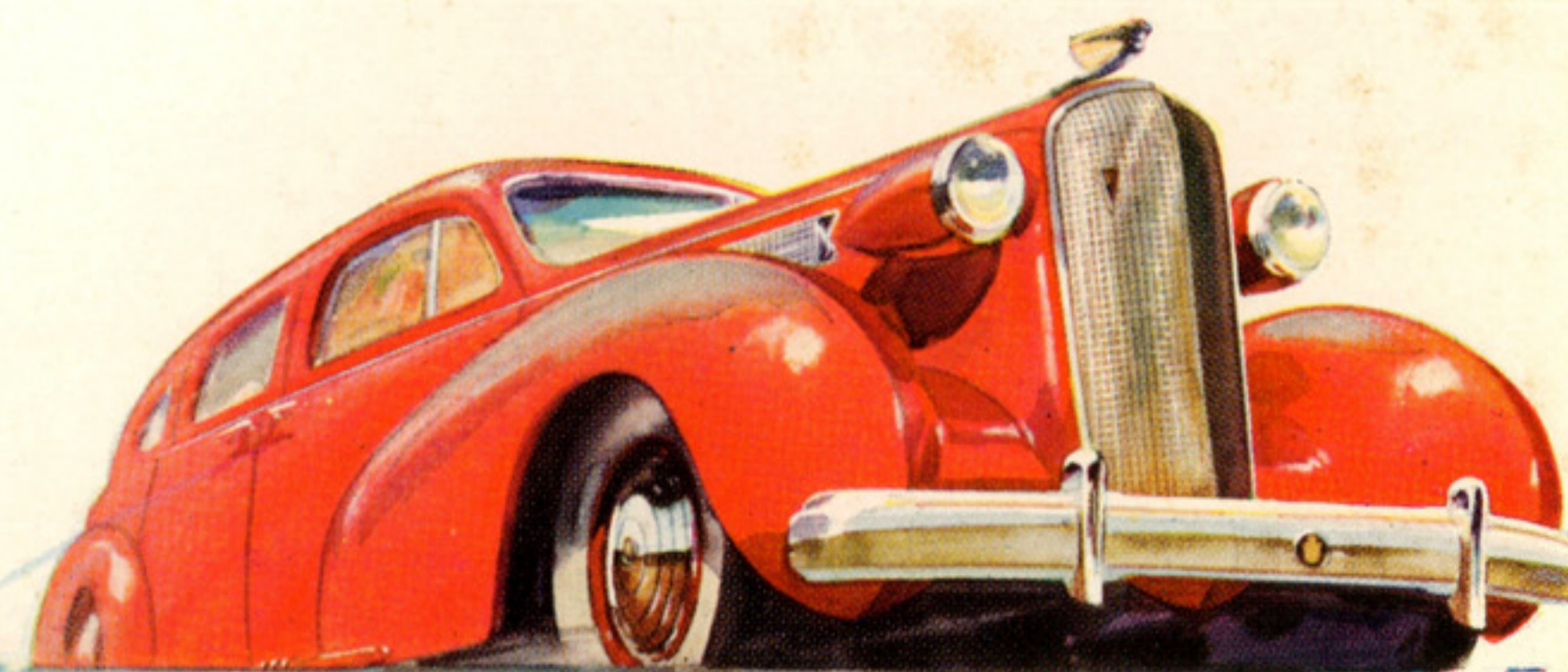
CADILLAC  
FROM THE ROYAL FAMILY OF MOTORDOM



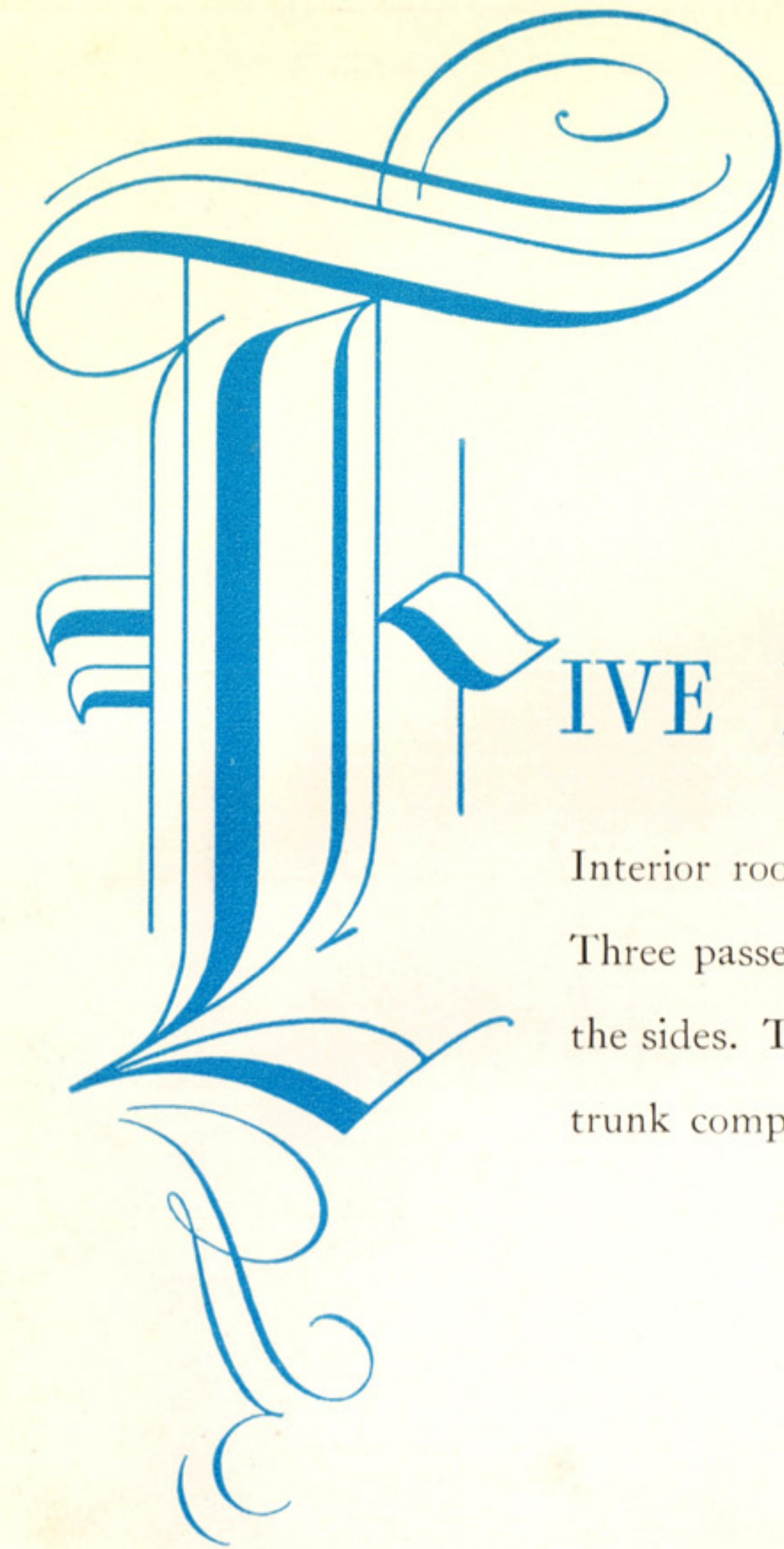
 *CADILLAC BEAUTY*  
*CADILLAC PERFORMANCE*  
*CADILLAC DISTINCTION*

*AT THE LOWEST PRICE IN TWENTY FIVE YEARS*

Only three years ago, Cadillac ownership cost almost *twice as much* as it does today. Yet, as prices have been reduced, Cadillac beauty, quality and performance have been remarkably advanced . . . The new Series 60 offers even greater value than its predecessor. Its V-8 engine develops 135 horsepower—a substantial increase over last year. Its wheelbase has been lengthened to 124 inches. Its Bodies by Fisher are not only roomier, but safer—a result of new “Unisteel” Turret-Top construction. Numerous chassis improvements are described on the following pages . . . Its companion, the Series 65, is a new member of the Royal Family of Motordom. It is offered on a wheelbase of 131 inches. For roominess, appointments, and fine coachcraft, its Custom Fisher Bodies must be compared with cars costing considerably more . . . Both the Series 60 and Series 65 are low in price, due entirely to economies in manufacturing efficiency. They are Cadillac in *quality as well as in name!*







## FIVE PASSENGER TOURING SEDAN

## Series 60

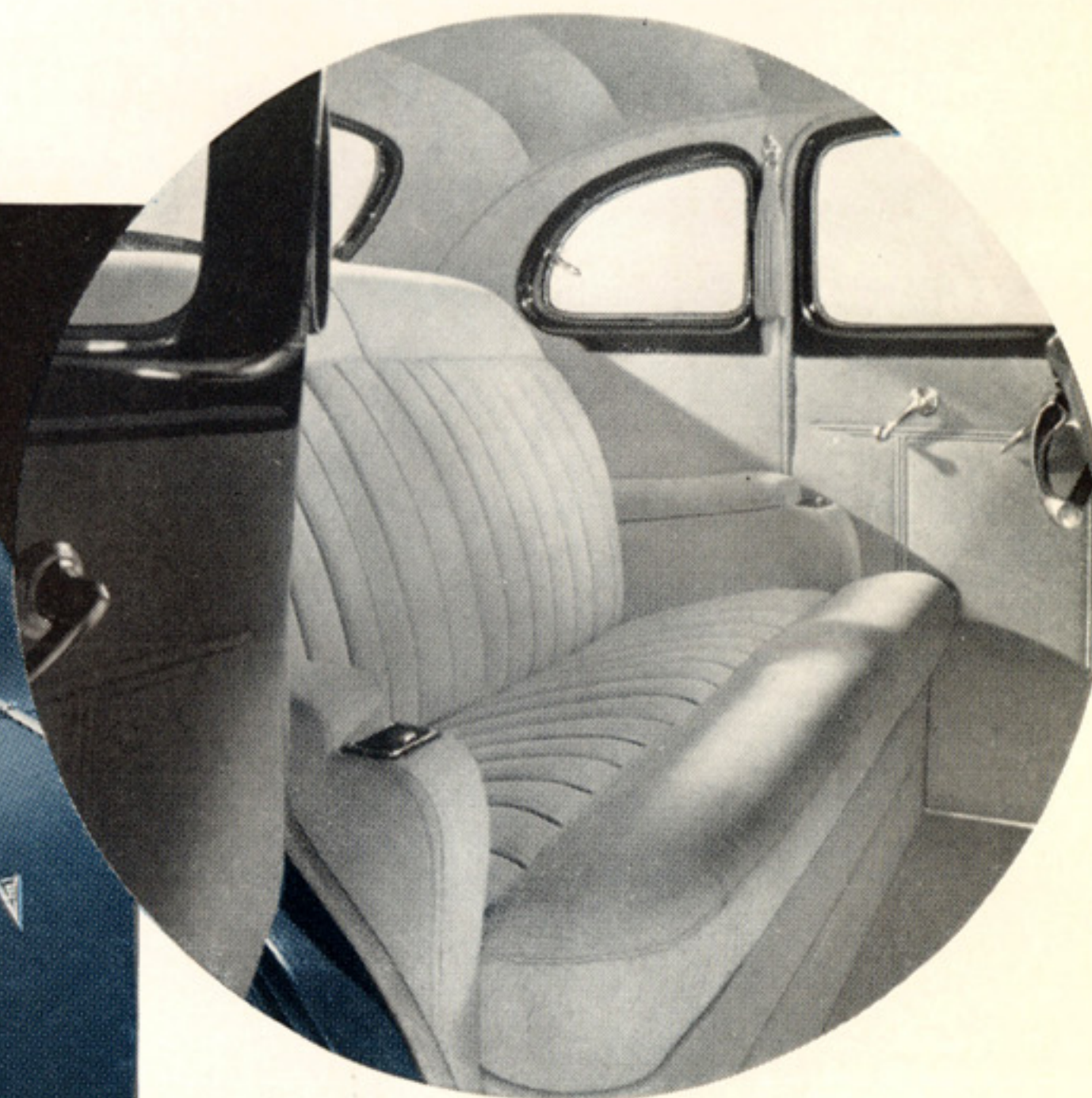


Cadillac beauty is unmistakably *modern*. Every line has the curving grace so essential to correct streamline design.

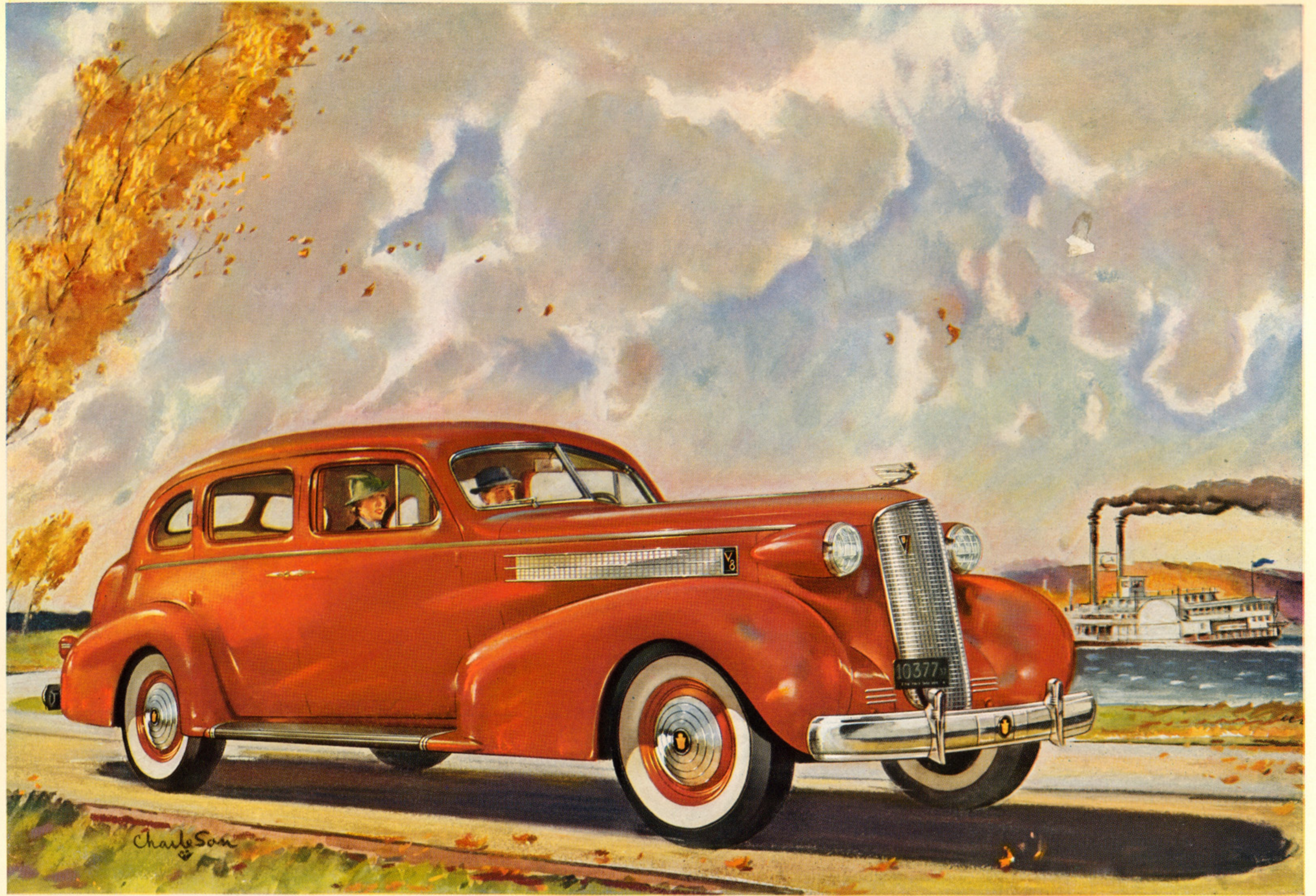
Interior roominess of the new Series 60 has been substantially increased. Its bodies are longer and wider, with lower floors. Three passengers may occupy the wide front seat with all the roomy comfort of the rear seat. Both seats have padded arm rests at the sides. The center panel of the rear seat is, in reality, a disappearing arm rest which may be lowered when needed. A built-in trunk compartment at the rear provides liberal storage space for luggage on long tours. It also carries the concealed spare tire.

*At left*—The Cadillac "Turret-Top" is all steel for safety, seamless for beauty. It is a feature offered exclusively by Cadillac in the fine car field.

*At right*—Upholstery selection may be made from numerous cloths and shades. The rear arm rests are both equipped with built-in ash receivers.



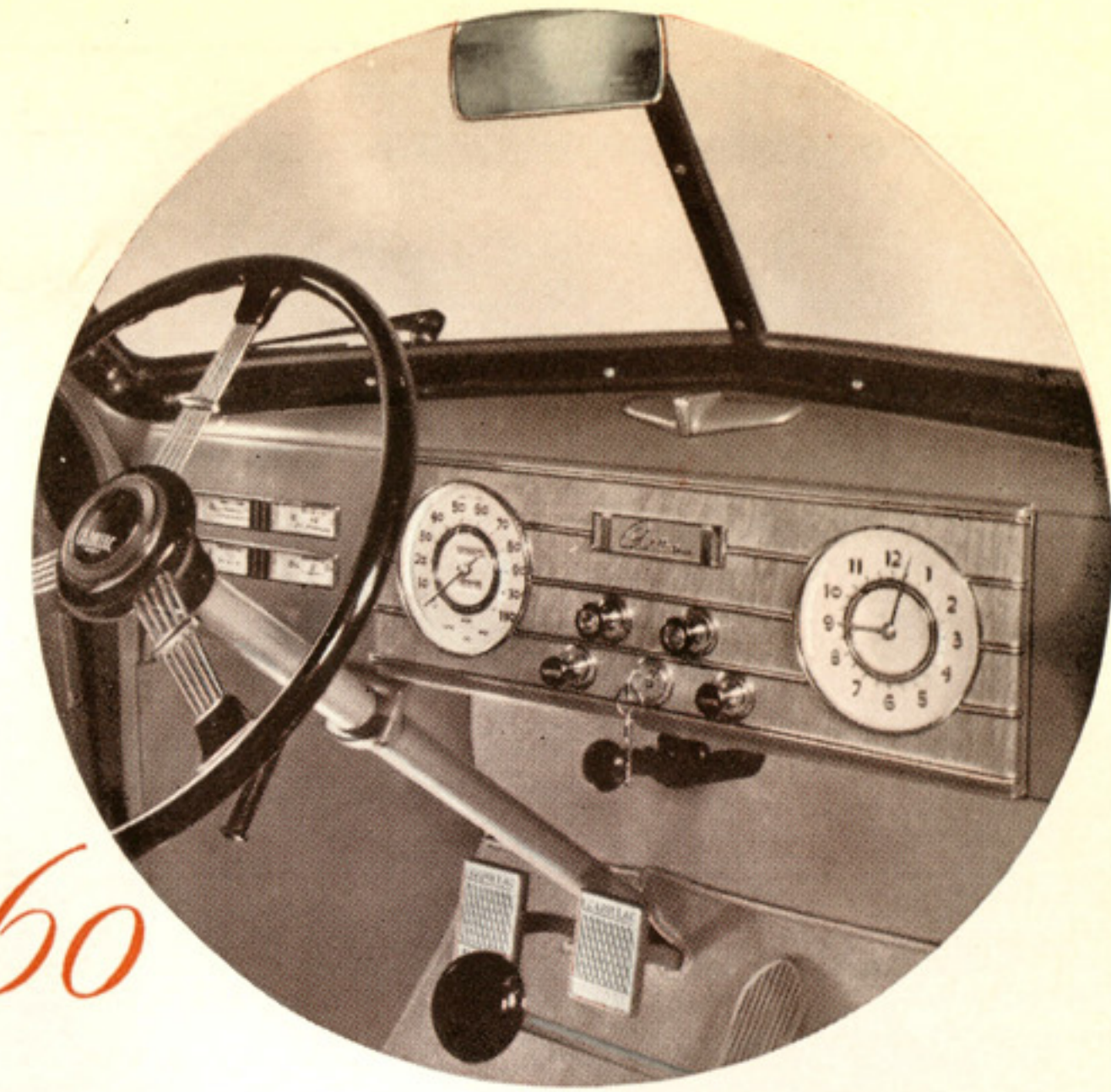




Charles S. ...



The beauty of the Cadillac instrument panel is matched by its conveniences. Among these are a built-in ashtray, locking glove compartment, and special provision in the center for radio controls.

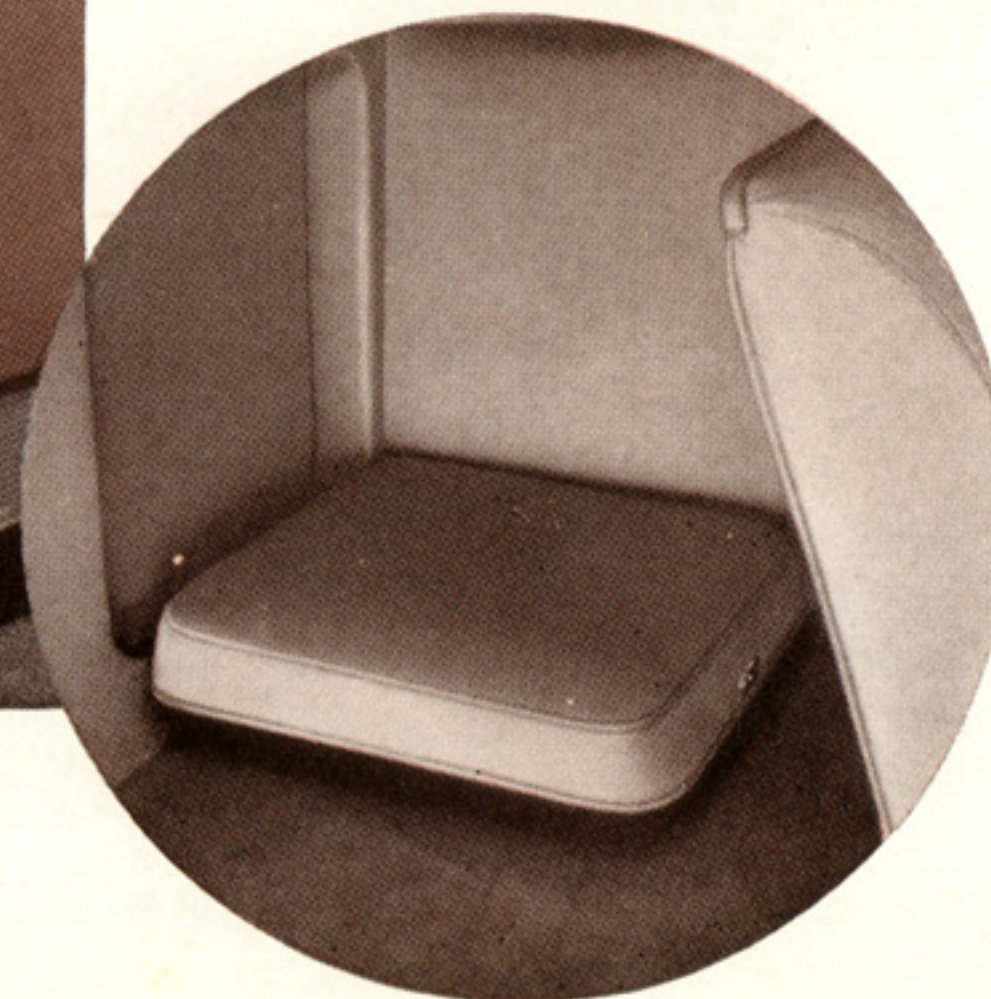


# TWO PASSENGER COUPE *Series 60*

Actually, the Series 60 Coupe will seat five passengers comfortably—and all inside the car. The exceptionally wide front seat offers ample room for three, while two opera seats are available when needed. The front seat is adjustable to suit the driver's height and reach. The cushion rises as the seat is moved forward. The luggage compartment at the rear provides so much space that it will seldom be used to capacity. The compartment cover opens upward for easy removal of the concealed spare tire.

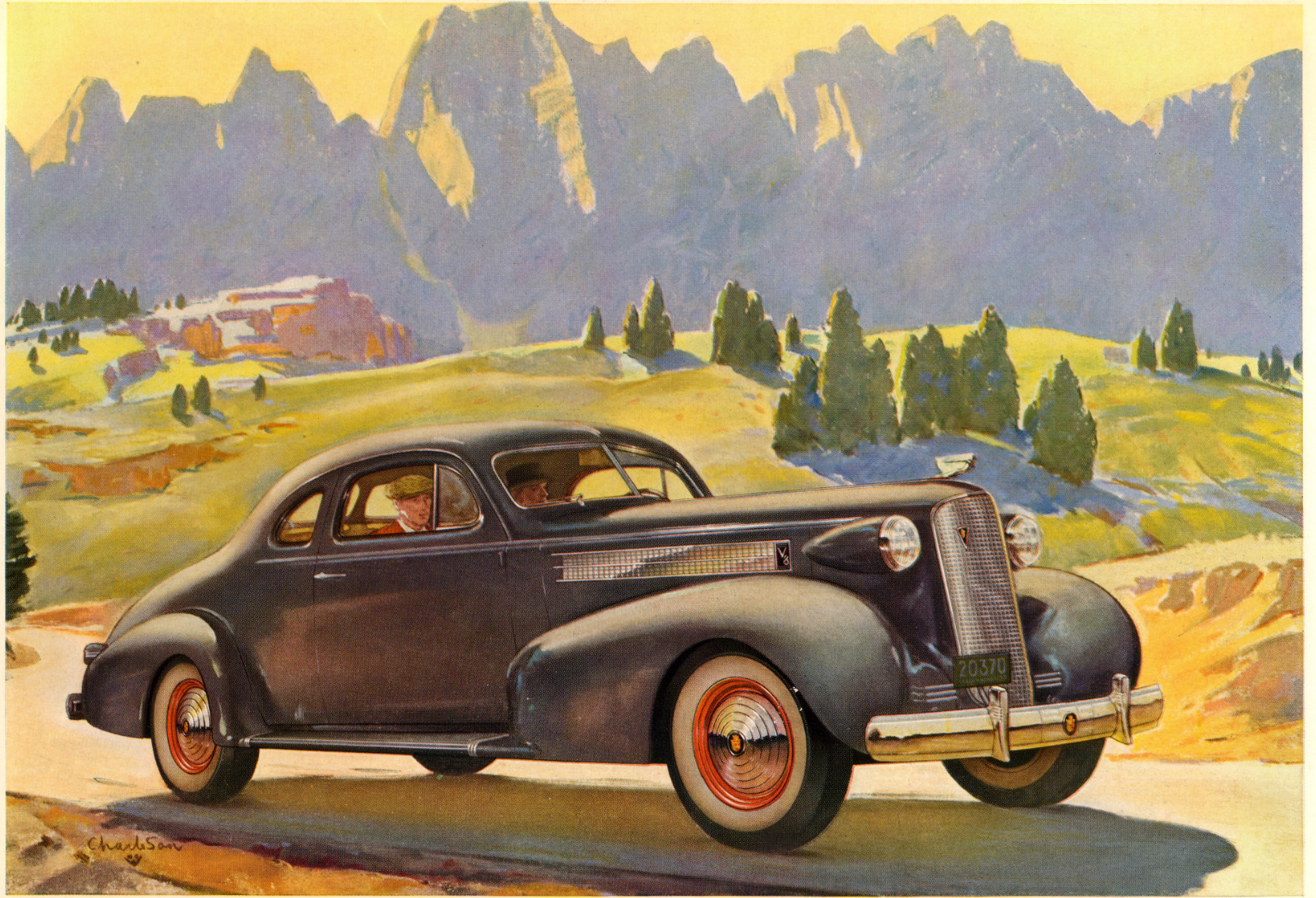


*At left:* Cadillac contours are not only distinctive, but pleasingly new. Rounded contours offer a minimum of resistance, with a proportional reduction in wind noise at cruising speeds.

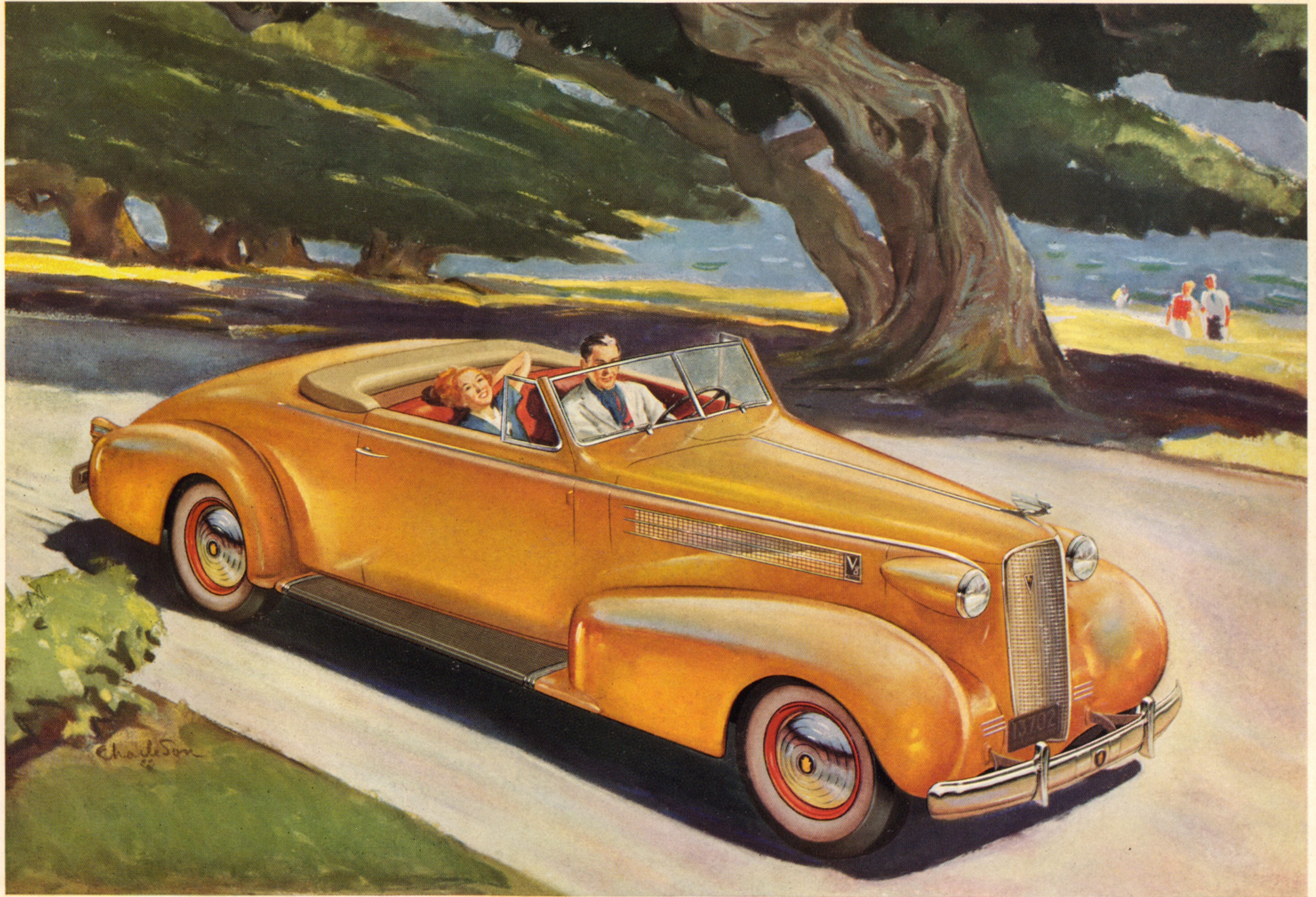


The generous space behind the seat of the Coupe is utilized for two cushioned opera seats. When not in use, the seats swing neatly out of sight, permitting the space to be used for parcels or luggage.





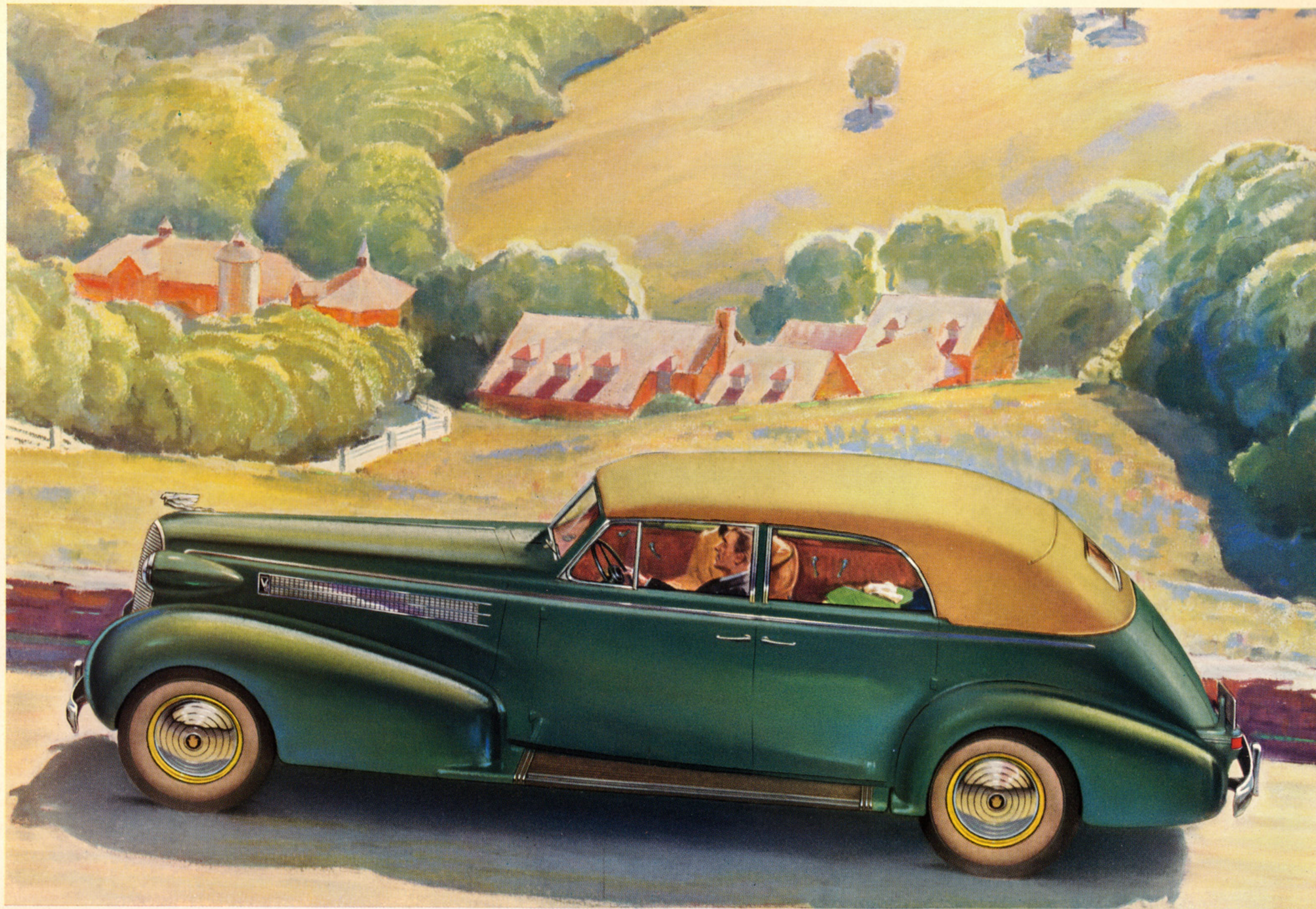




*Convertible Coupe*

SERIES 60 • A natural choice for those who enjoy cool, healthful, invigorating motoring—open to the sun, sheltered by Fisher No-Draft Ventipanes. The spare tire is easy to reach—concealed under the rumble seat in a compartment of its own.

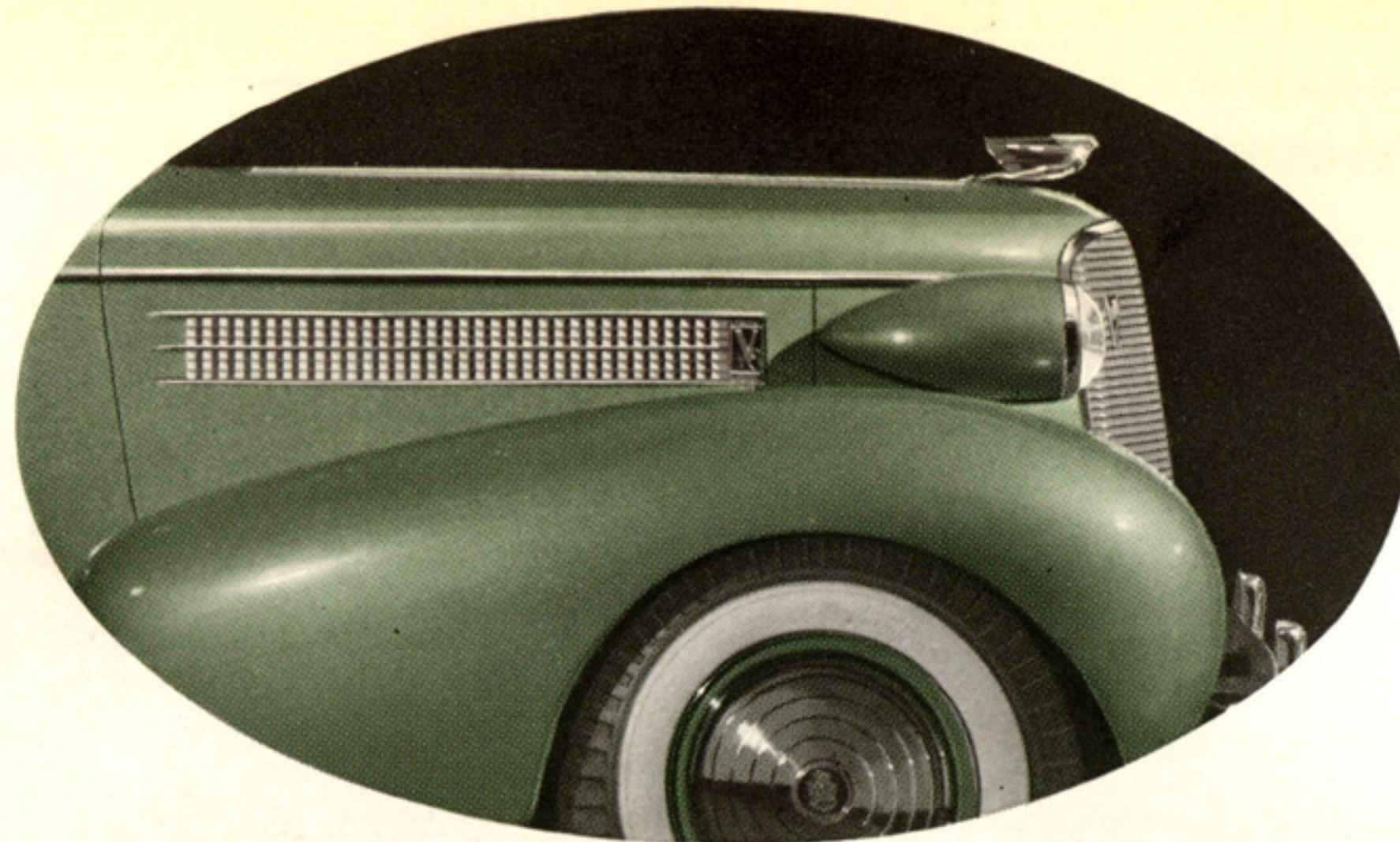
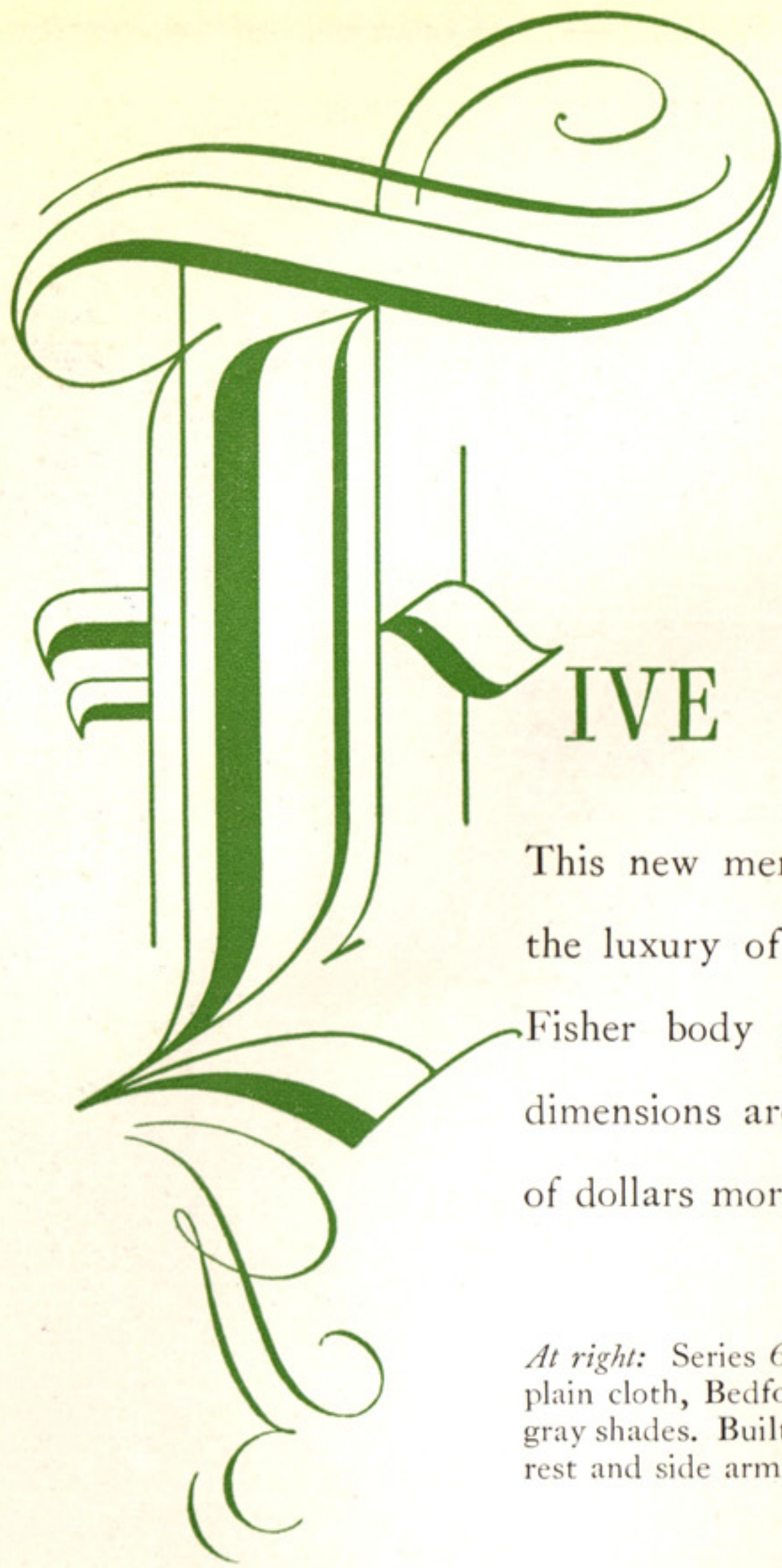




*Convertible Sedan*

SERIES 60 • Cadillac convertible models are always in season. Their tops are snugly fitted and sealed for year-round comfort. Luggage for all five passengers may be stowed in a spacious rear compartment. The spare tire is side-mounted in a fender well.





Only a Cadillac V-8 engine with 135 horsepower could offer performance worthy of the Series 65!

# FIVE PASSENGER TOURING SEDAN *Series 65*

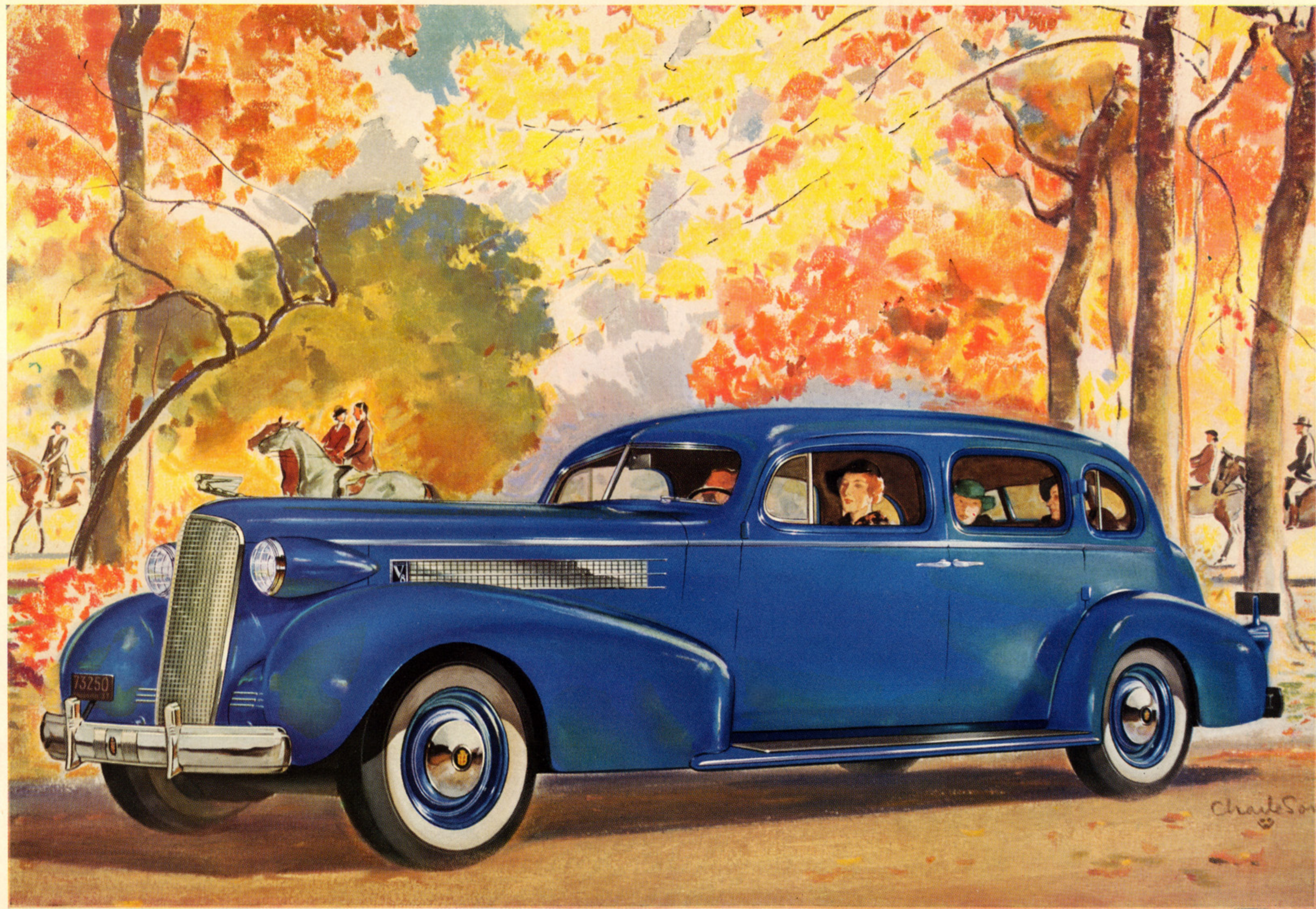
This new member of the Royal Family of Motordom—available in the Five-Passenger Touring Sedan—was created to bring the luxury of a big, extra-size Cadillac to a larger group of people. Its wheelbase of 131 inches permits the use of a custom Fisher body of exceptional roominess. The front seat, for instance, is almost four and a half feet in width—while all other dimensions are in equally generous proportions. In fact, the Series 65 deserves to rank with custom creations costing hundreds of dollars more. Yet it is priced at such a moderate figure that it ranks in economy with cars far below it in prestige and quality.

*At right:* Series 65 upholstery may be selected from a choice of plain cloth, Bedford Cord, or ribbed broadcloth—each in tan or gray shades. Built-in conveniences include a concealed center arm rest and side arm rests equipped with lighters and ash receivers.

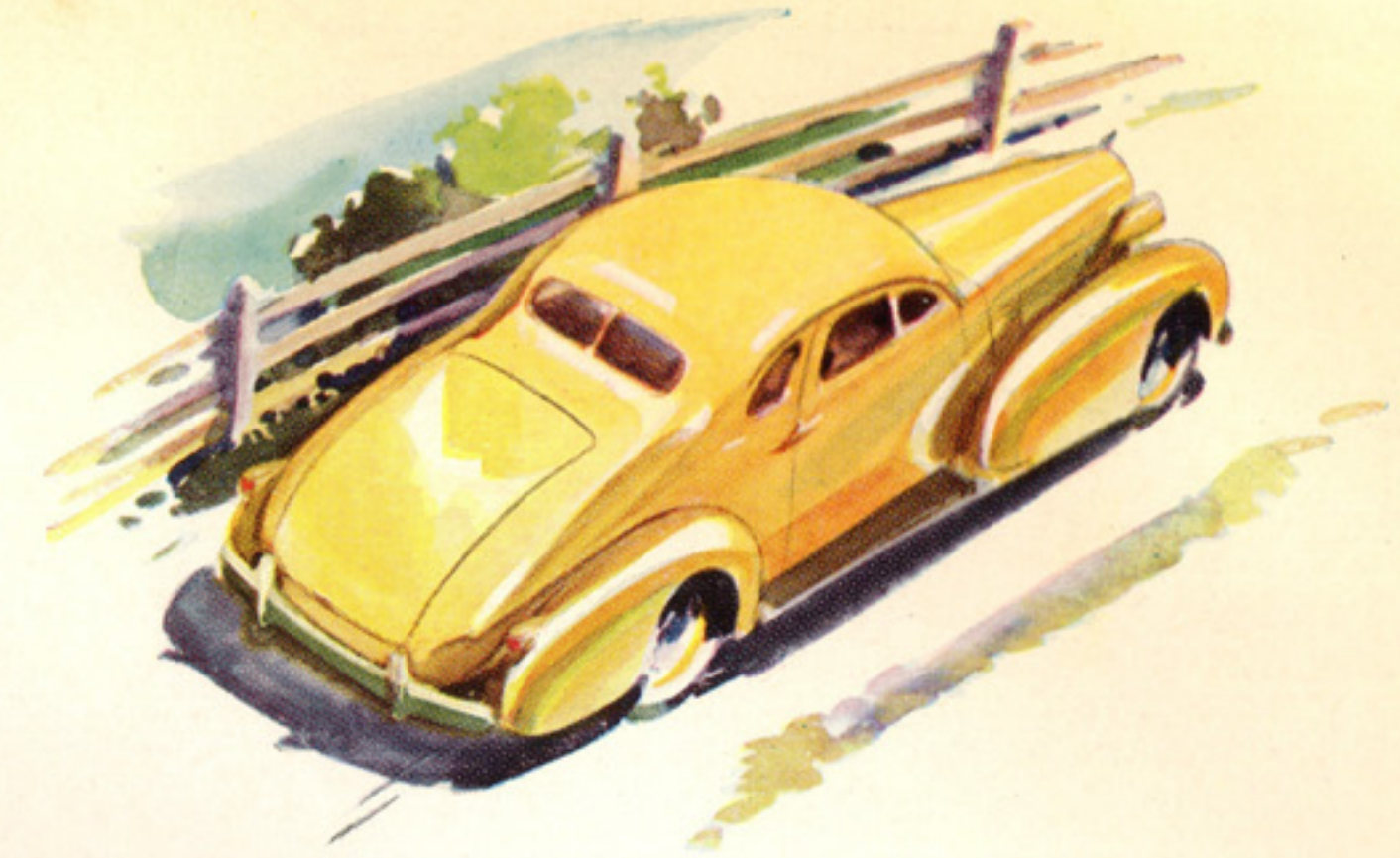
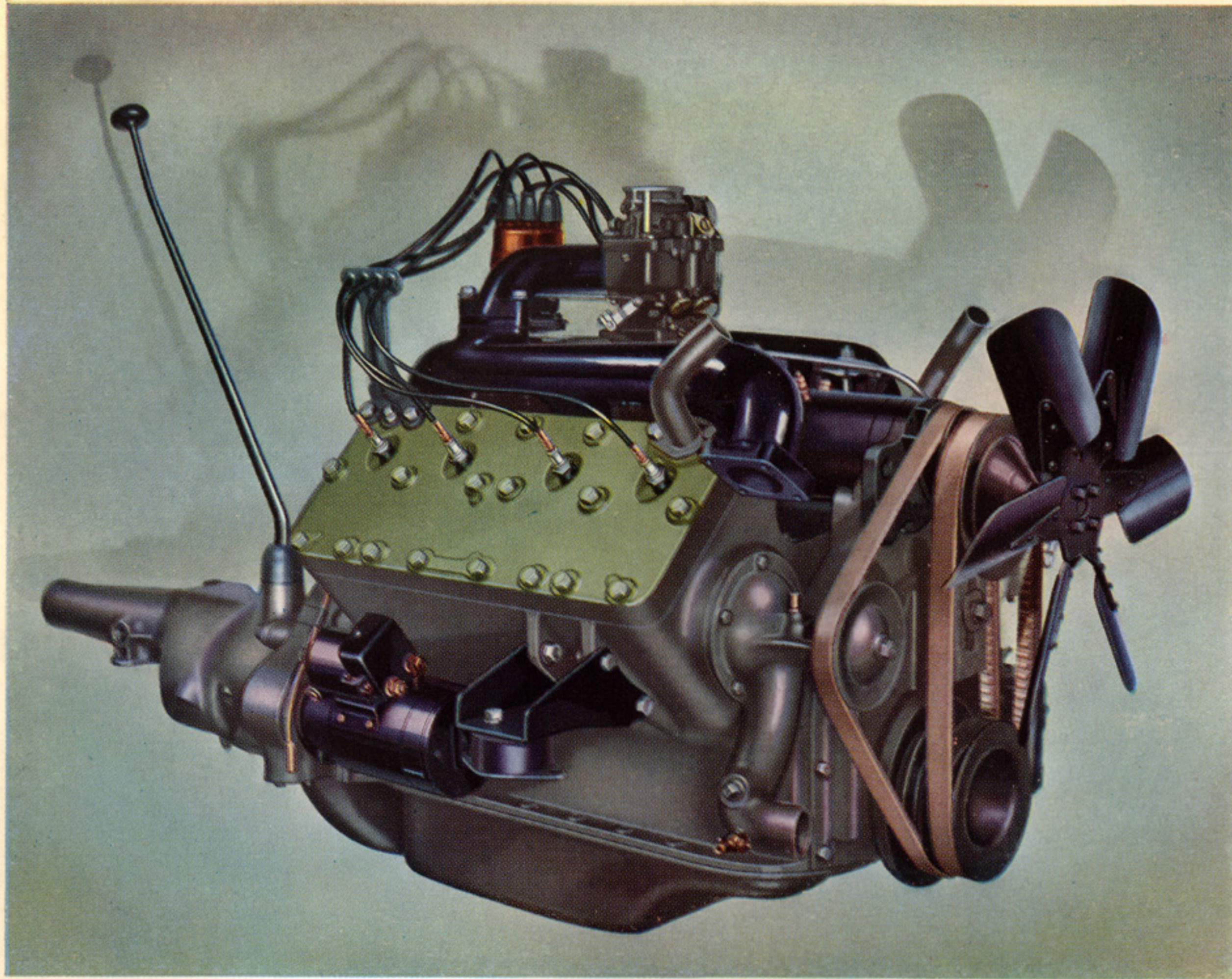


The built-in luggage compartment is deep and roomy, providing ample space for luggage in addition to the concealed spare tire. The compartment is sealed against moisture and dust.









## CADILLAC PERFORMANCE

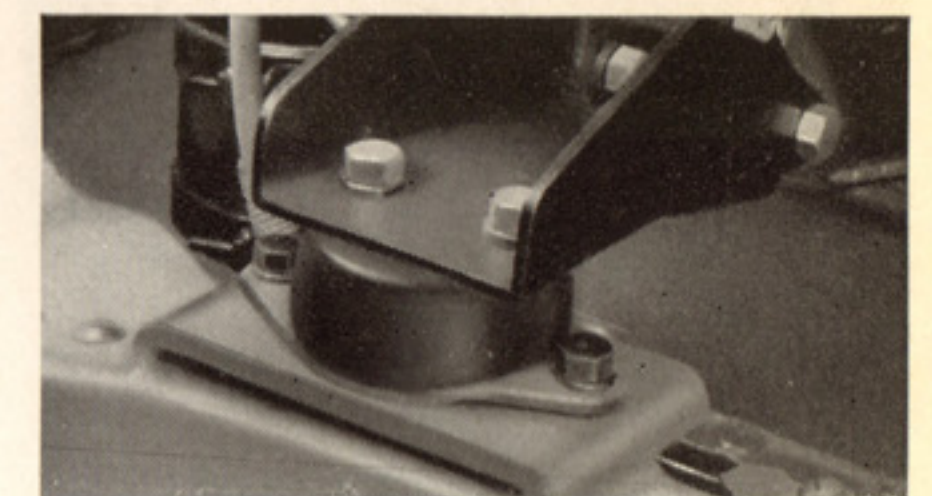
*... is a never-ending thrill*

Expect a great surprise when you first drive the new Cadillac V-8, for here is a car built to exceed your highest hopes. Its 135-horsepower acceleration, offered with a new high ratio of power to weight, cannot be matched in any passenger car today. Quietly, easily, free from all feeling of strain, the new Cadillac V-8 responds to the touch of your foot as no car has ever responded before.

The new Cadillac V-8 power plant, due to its 135-horsepower capacity, operates at low engine speeds. Savings on engine wear are estimated at 20 per cent over normal rotation. Gasoline and oil mileages are remarkably high—far higher than is usual for an engine providing such abundant power.



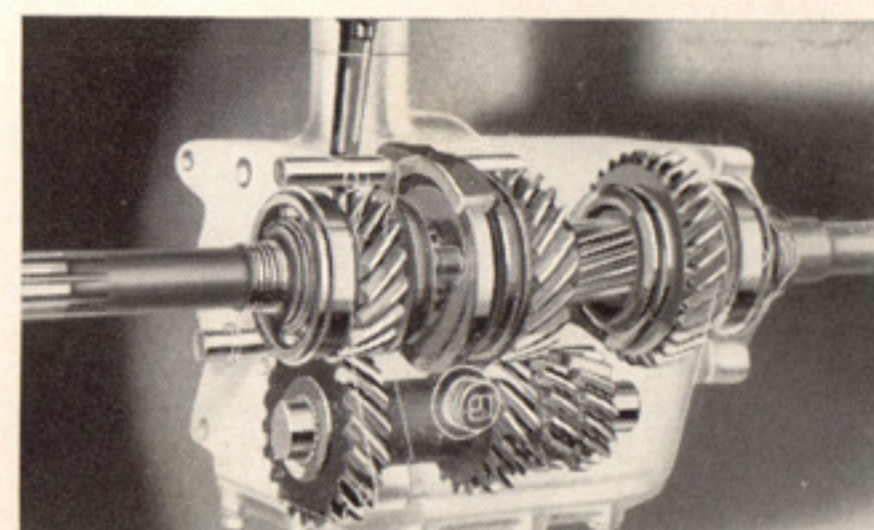
Valve tappet adjustment is automatic. Hydraulic control assures the proper setting for quiet operation.



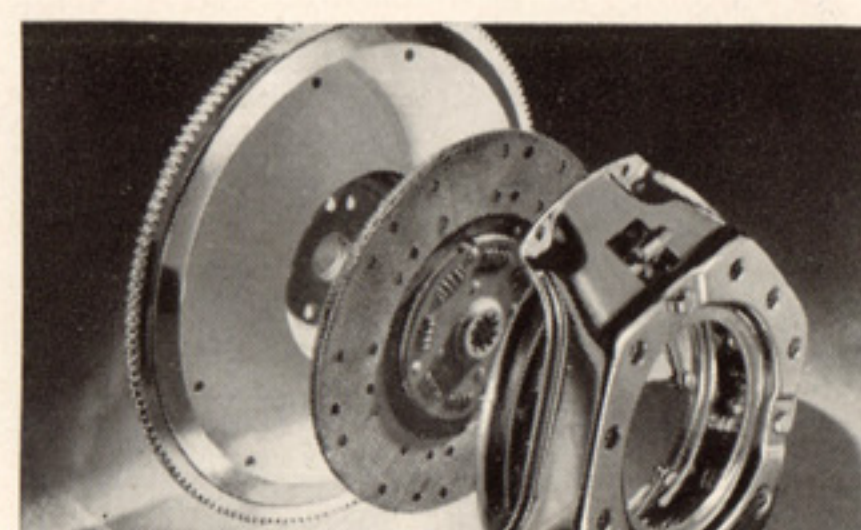
The Cadillac V-8 engine is firmly mounted and insulated from the frame by three rubber cushions.



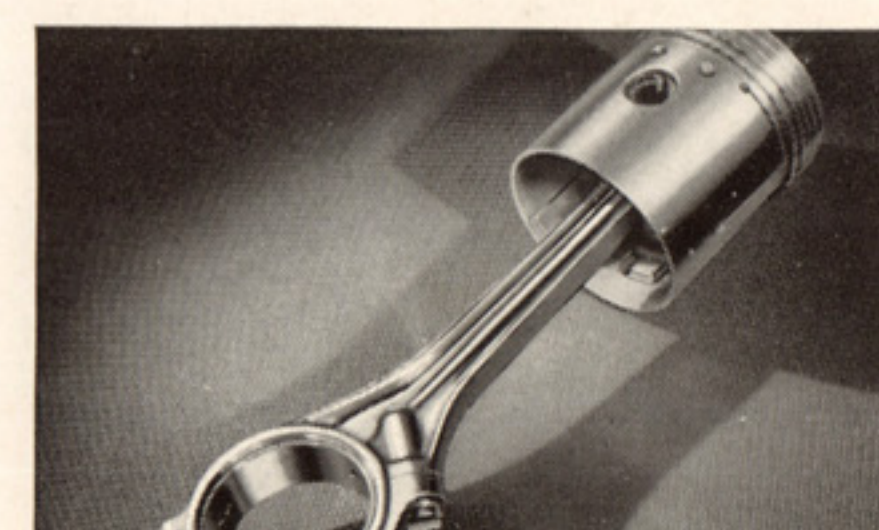
Cadillac V-8 crankshafts are short and rigid. They are balanced to the most precise limits in use today.



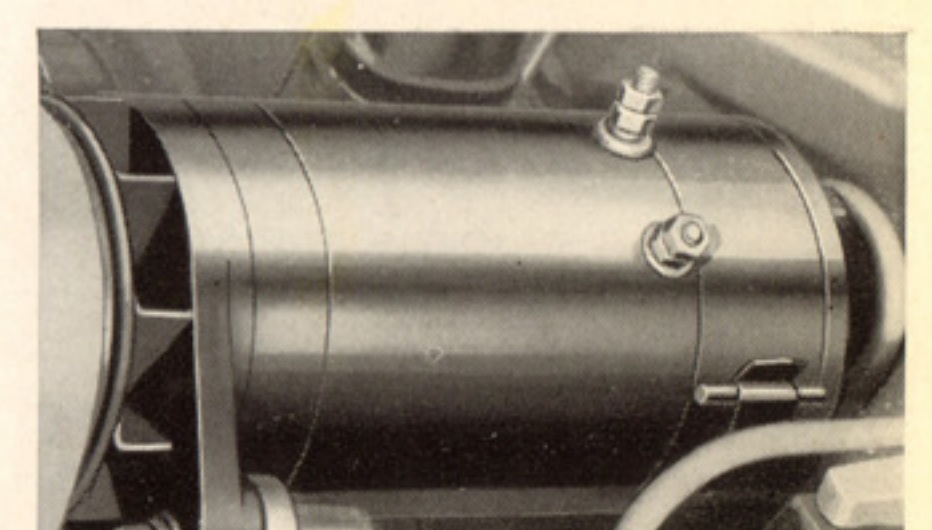
The new Cadillac non-clashing transmission is virtually soundless in all speeds, including reverse.



Slight pressure is ample to operate the Cadillac clutch—improved for smoother, quieter action.



A special anodizing process hardens the surface of Cadillac light-weight pistons to prevent scuffing and scoring.



The generator charging rate is automatically regulated to meet radio, heater, lighting, and other electrical needs.

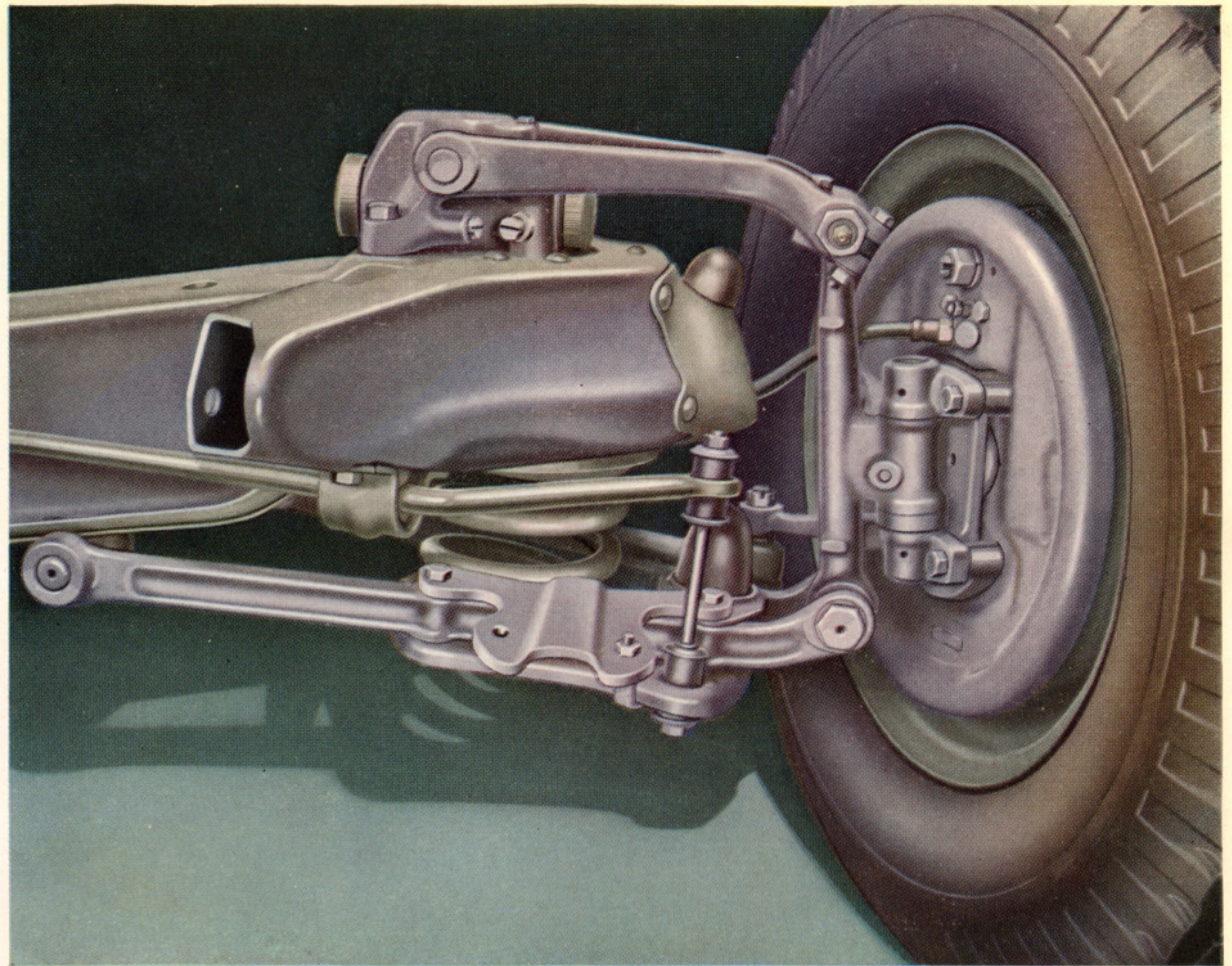




## CADILLAC COMFORT AND SAFETY

*... a constant source of satisfaction*

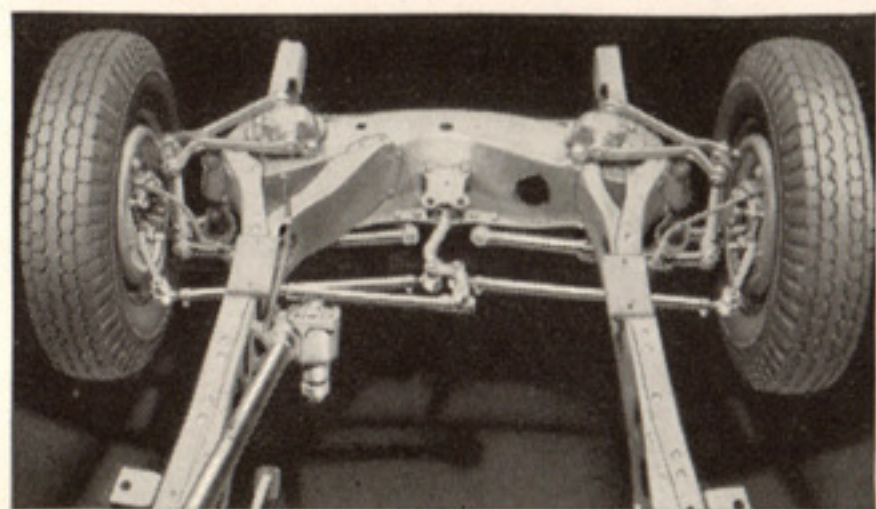
No expense has been spared to provide the new Cadillac Series 60 and 65 with every modern feature for comfort and safety. As a family car, the new Cadillac is worth its cost for safety alone. Nothing has been overlooked. Nothing has been omitted. As a result, these cars offer an *exclusive* combination of features not available on other makes of cars at an equal or higher price.



Cadillac, first of all fine cars to provide Knee-Action, introduced this feature in a highly perfected form. It is now regarded as the most important contribution to riding comfort in automotive history. Without it, no car can hope to duplicate the smooth, restful ride of the new Cadillac.



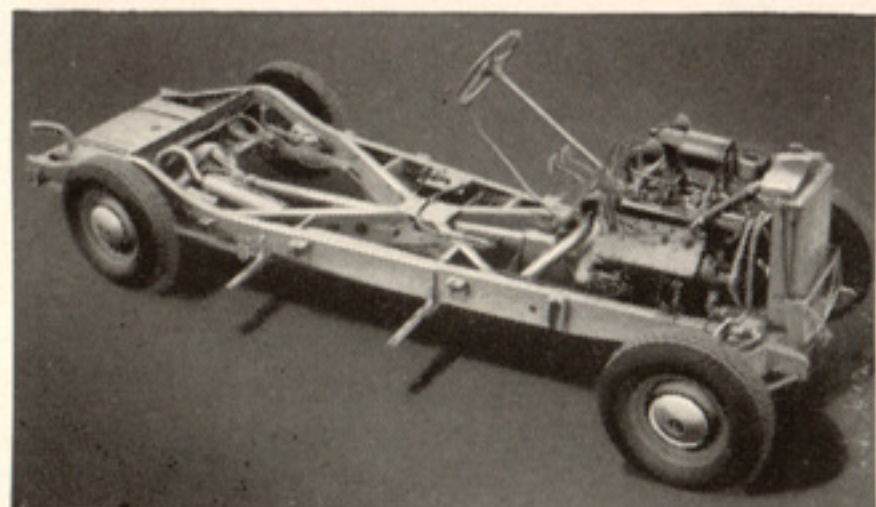
A special passing beam illuminates the road for a safe distance, without blinding drivers in approaching cars.



Cadillac center-point steering seldom requires more than a light finger pressure for complete control.



The "Turret-Top" of Cadillac Fisher Bodies is all steel and seamless—a feature essential for safety.



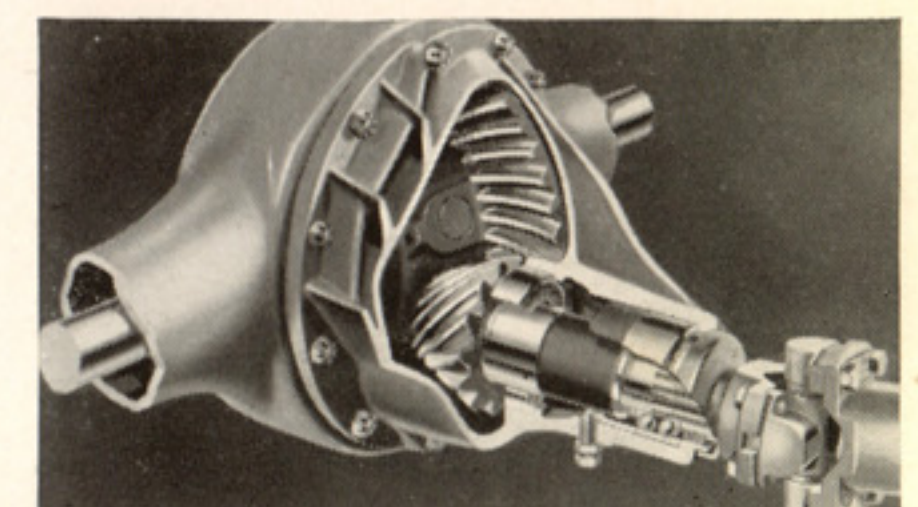
The rugged Cadillac chassis is built to give the long life and trouble-free service that Cadillac owners expect of their cars.



Cadillac hydraulic brakes for 1937 are larger, safer and longer wearing, with new moisture-proof moulded linings.



Adjustable Fisher No-Draft Ventilation circulates fresh air in any weather, free from disturbing drafts.



The new Series 60 hypoid rear axle is the strongest axle for its weight in use today. Its gears are exceptionally quiet.



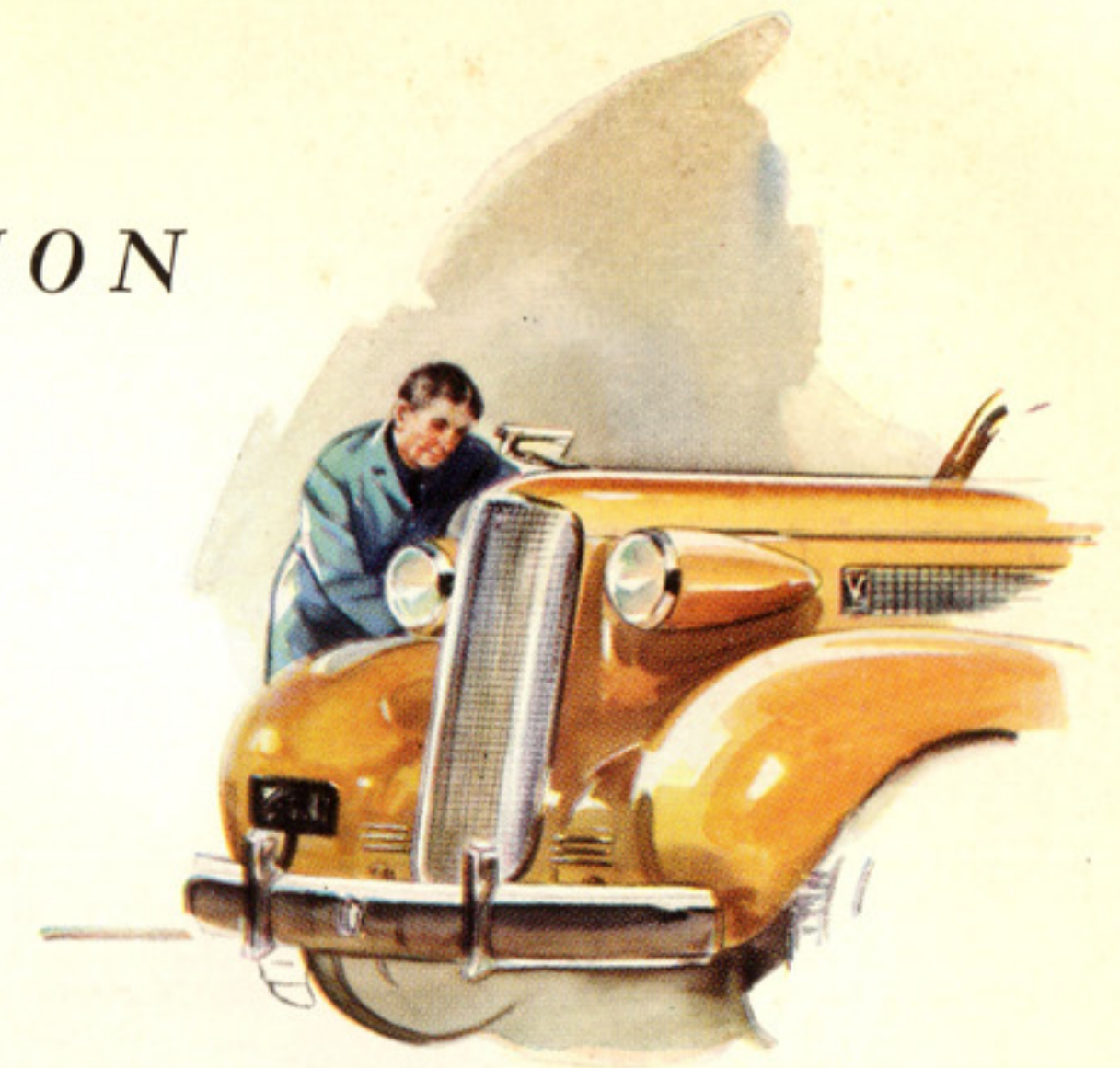


YOUR COMPLETE SATISFACTION

as a

CADILLAC OWNER

is guarded in two ways



by

CADILLAC STANDARDS OF WORKMANSHIP

... the highest in the automobile industry

Nearly 25,000 different testing gauges and rigid regulations are included in the Cadillac inspection system. Measurements to one-thousandth part of an inch are common. One instrument is capable of indicating one-twenty five millionth part of an inch. Because of such extreme accuracy in manufacture, Cadillac dependability and long life have become traditional with Cadillac owners.

by

CADILLAC STANDARDS OF SERVICE

... performed at low cost by Certified Craftsmen

Cadillac maintenance costs are exceptionally low. In fact, Cadillac owners may avail themselves of a contract plan whereby all maintenance is furnished at a fraction of a cent per mile. By special training and the development of the Certified Craftsman's League, Cadillac assures its owners of service standards that measure up to the high quality of the car itself—and at a gratifyingly low cost.



## SPECIFICATIONS

**Engine**—8 cylinders, V-type, "L" head valve arrangement. Bore 3½-inch; stroke 4½-inch. Piston displacement, 346 cu. in. Maximum brake horsepower 135 at 3,400 r.p.m. Taxable horsepower 39.2.

**Crankshaft**—Large diameter statically and dynamically balanced with six counterweights.

**Pistons**—T-slot design aluminum alloy for uniform expansion. Special anodizing process hardens wearing surfaces to prevent scuffing and scoring. Fitted with two compression rings and two oil rings.

**Cooling System**—Harrison radiator, simplified water circulation system. Automatically adjusted water pump packing. Thermostatic radiator shutters.

**Carburetion**—Stromberg dual down-draft with equalized manifold. Fuel pump. Air cleaner. Intake silencer. Electric choke. Gasoline tank Series 60, 22 gal.; Series 65, 25 gal.

**Generator**—The Delco-Remy Peak Load generator maintains charging rate, even while headlamps, radio and heater are being used.

**Transmission**—Synchro-Mesh with three forward speeds and reverse. Reverse gears as well as low and second gears are helical for extreme quietness. All gears fully carburized for hard use and long life. Pin type synchronizers assure easy shifting.

**Lighting**—Visible headlamp beam indicator in the speedometer shows which of three headlamp beams is being used. Controls rearranged for added safety.

**Front Wheels**—Independent "Knee-Action" front wheels with large resilient coil springs for smoother riding comfort and effortless driving control. Thoroughly proven by three years of use and millions of miles of testing.

**Clutch**—Single plate 6½ inches x 11 inches—124 square inches of area. Semi-centrifugal to give low pedal pressure at low speeds.

**Brakes**—Bendix Duo-Servo Super-Hydraulic brakes operate in centrifuse brake drums. Mechanical hand brake operates independently of the hydraulic system and can be used for parking or emergency purposes.

**Frame**—(Series 60): Tread, front 58 inches, rear 59 inches. Rigid frame X-type with reinforced side members. The frame is 8¼ inches deep, ¼ inch thick and has a 2¾ inch flange width. (Series 65): Tread, 60 inches front, 60½ inches rear. Extremely rigid X-type frame with very heavy reinforcements at center of X. Reinforced side members. The frame is 7 ⅜ inches deep, ¼ inch thick and has a flange width of 3¾ inches.

**Drive Shaft**—Hotchkiss drive. Two universal joints mounted on needle roller bearings permanently packed with lubricant requiring no service attention.

**Rear Axle**—Cadillac design and manufacture. Exceptionally sturdy and rugged. (Series 60): Semi-floating type with hypoid gears, ratio 3.69 to 1. (Series 65): Semi-floating type with spiral bevel gears, ratio 4.30 to 1.

**Steering Gear**—Center-point steering with sturdy worm and double roller type. Can be turned or parked in much smaller space than many cars of the same or lesser wheelbase. Ratio Series 60, 23.2 to 1; Ratio Series 65, 22.9 to 1.

**Ride Stabilizer**—Two stabilizers, one front and one rear for better roadability and to keep car on even keel.

**Tires and Wheels**—(Series 60): Low pressure 4-ply tires, 7:00 x 16, carrying 26 lbs. air pressure; 5 steel disc wheels with large chrome disc hub caps. (Series 65): low pressure, 7.50 x 16. Steel disc wheels with large chrome hub caps.

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

**Turning Radius**—(Series 60): right, 20 feet; left, 20 feet. (Series 65): right, 23 feet; left, 22½ feet.

**Body Types**—Fisher all-steel bodies with No-Draft Ventilation and Turret-Top roofs. Optional upholstery and color selection. Trunks standard equipment on four-door touring sedans. Large trunk storage space.

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