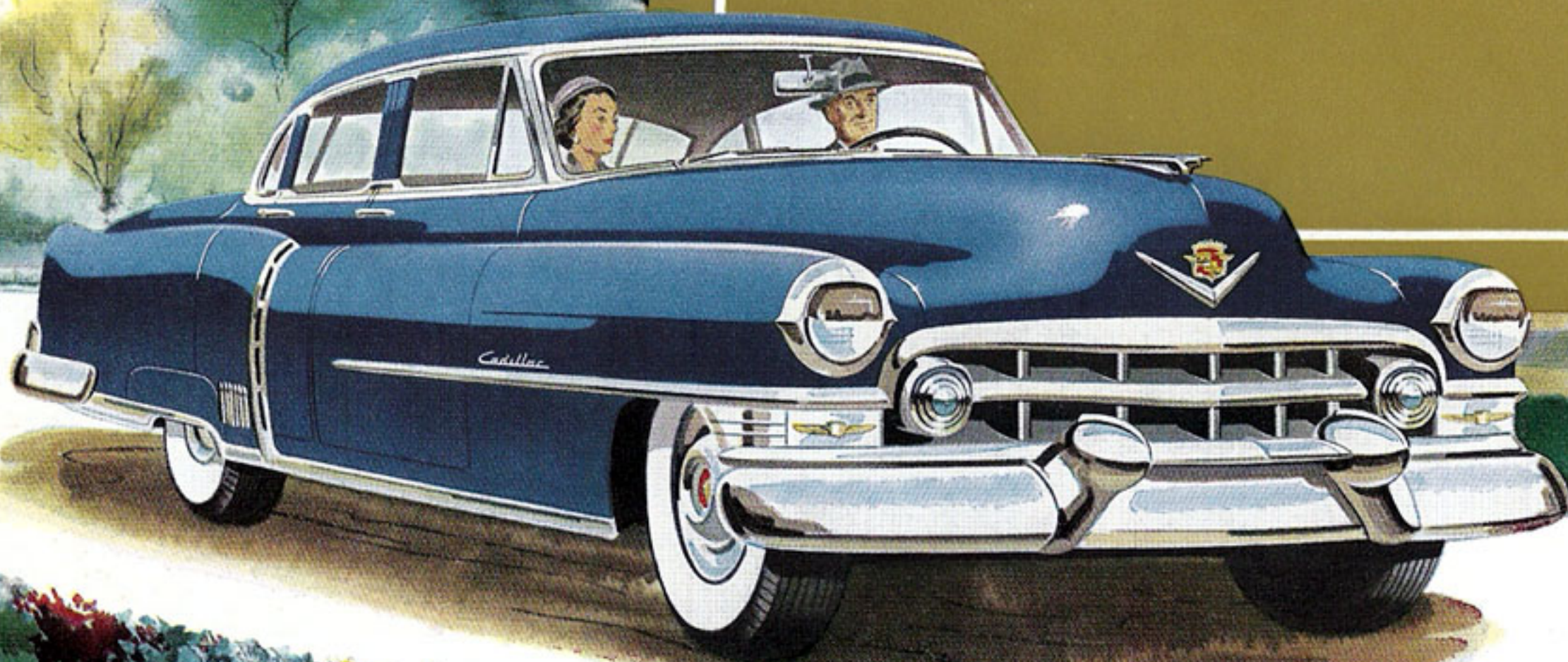




THE
NINETEEN HUNDRED AND FIFTY-TWO

GOLDEN
ANNIVERSARY

Cadillac



FROST MOTORS, Inc.
399 Washington St.
NEWTON Tel. Las. 6525



THE MOTOR CAR THAT MARKS A HALF-CENTURY OF AUTOMOTIVE SUPREMACY

The motor cars that Cadillac presents for your consideration this year mark an important milestone in automotive history. For not only do they introduce wholly new standards of automotive goodness, but they represent a *full* half-century of continued progress in the building of fine motor cars. Cadillac's crusade for quality began with the introduction of the first Cadillac car in 1902. And since that time, each succeeding year has, by superior styling, engineering and craftsmanship, seen Cadillac's margin of leadership among motor cars lengthened and strengthened—until today it has become universally recognized as the Standard of the World. So consistently and unflinching have the good things come from Cadillac during these

fifty years, that the motoring public has come to look to Cadillac, almost without question, for its standards of motor car quality. In celebration of this 50th year, Cadillac now presents a motor car whose design and engineering are destined to influence the building of automobiles for years to come—the Golden Anniversary Cadillac. Available in three separate series, the Golden Anniversary Cadillac offers seven distinct body styles. After you have studied them in this folder, we sincerely hope that you will visit your dealer for a thorough personal inspection and demonstration. For only in seeing them, examining them, and driving them, can you appreciate how truly magnificent these Golden Anniversary Cadillacs really are.





Presenting the Golden Anniversary Cadillac

Series Sixty Special

NOW IN ITS FIFTIETH YEAR AS STANDARD OF THE WORLD

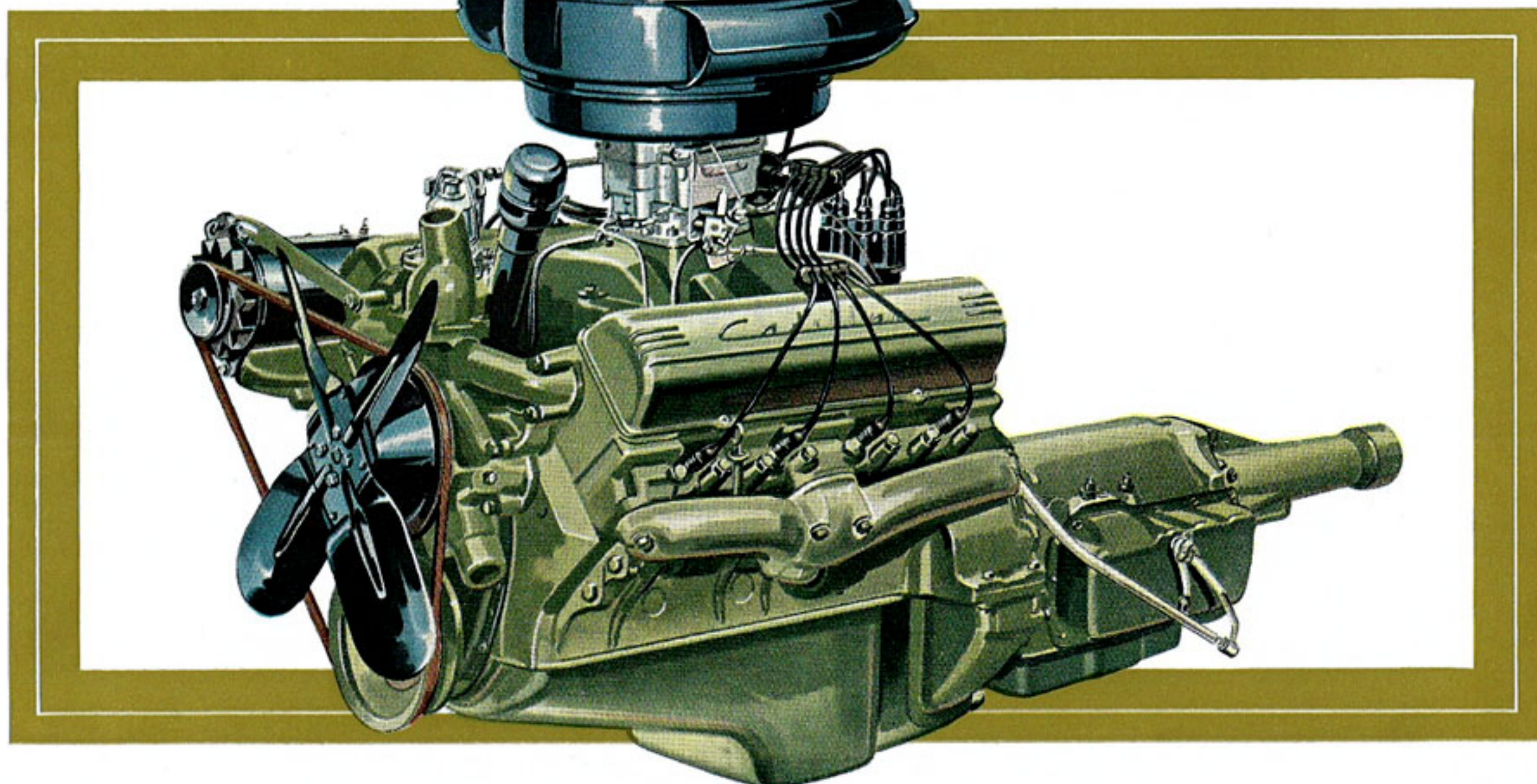
If it were necessary to designate the one conventional motor car that stood supreme among all others, the Series 60 Special would be the almost unanimous choice of motorists everywhere. It is instantly recognizable by its extra long rear deck, rear fender and wheelbase. In general handling ease, smoothness on the highway and open-road power, it knows no peer. Its interior, designed and executed throughout by Fleetwood, is strikingly beautiful, exceptionally roomy, and appointed for consummate comfort. There is but one model in this Series 60 Special—a model that has played a major role in bringing to Cadillac its worldwide recognition as the Standard of the World. It is the logical and natural choice of motorists who want the finest owner-driven automobile available.



Interiors of the Golden Anniversary Cadillac Series 60 Special are, indeed, masterpieces. Seats and seat back inserts are trimmed either in light cord or in light tone plain broadcloth. Light tone metallic leather is tailored into the heavily padded door piping to contrast with the door sidewall broadcloth which is of a harmonizing shade. The light and dark tone motif is repeated in the 2" cushion and seat back pipes which harmonize with light tone body cloth. Lower rear seat bottoms and seat sides are faced in dark leather. Lower front seat sides are faced in cloth of dark tone. Jewel-like front hardware grouped in a panel insert, window mouldings of sparkling chrome, integral arm rests in the door panels, a dark leather robe cord, ash receivers and assist handles complete these gorgeous interiors. Eight beautiful interior two-tone combinations are offered. In selecting the one which best suits your taste and needs, consult your dealer's color and fabric book.



... FEATURING THE FINEST PERFORMANCE OF ALL TIME !



THE NEW 190-HORSEPOWER ENGINE

Cadillac, this year, is proud to present the greatest of all its V-type engines—a new, 190-horsepower, high-compression overhead valve engine that is, without reservation, the most powerful, the most durable and the most efficient Cadillac has ever offered its discriminating clientele. Its many engineering advancements are listed on the back of this folder, but a true appreciation of this great engine cannot be gained by a mere cataloging of these mechanical changes. You must actually take to the highway and experience for yourself the greater smoothness and quiet, the literally unheard-of power that normally carries you uphill without the slightest loss of speed, the extra responsiveness that enables you to move through traffic with ease, and the even greater economy and efficiency—almost unbelievable for a car so big and luxurious. Once you have experienced the magnificent performance of this great new engine, we know you'll agree with us when we say—*this is the finest engine Cadillac has ever built.*

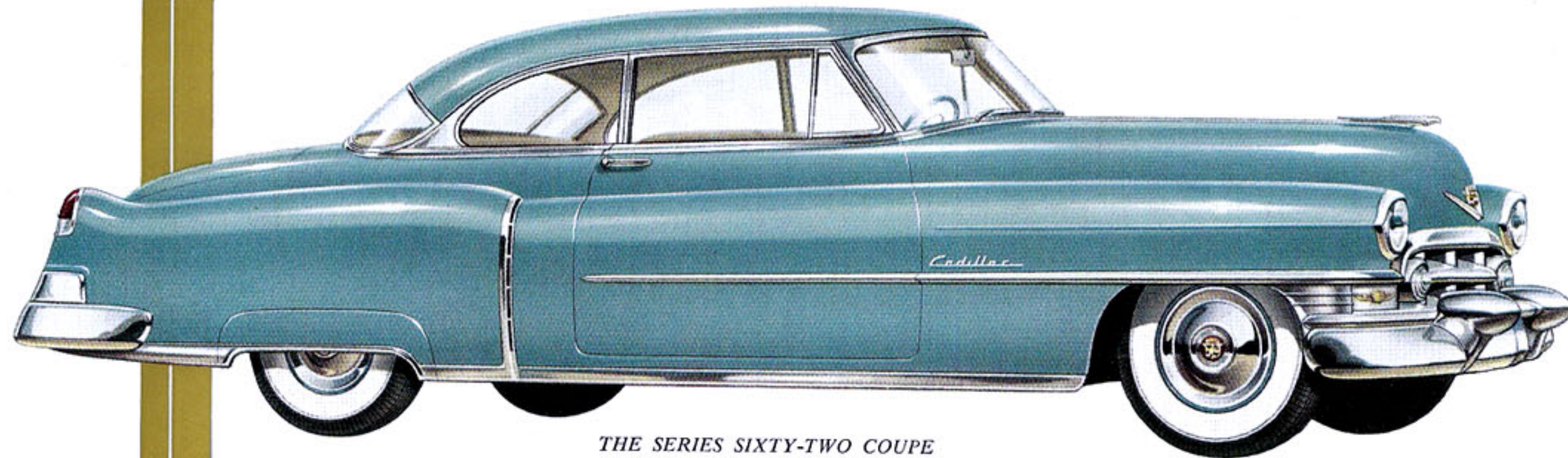
THE NEW HYDRA-MATIC DRIVE

The Golden Anniversary Cadillac introduces, too, a new automatic transmission—Cadillac's new Hydra-Matic Drive. This new Hydra-Matic offers not only greater quietness, smoothness and economy, but two different forward driving ranges instead of one. For normal open road driving, it provides four separate gear ratio changes—automatic and virtually unnoticeable in operation. For city and mountain driving, you can switch the transmission into three gear ratios—providing better acceleration, faster “step-down” action, and all-around better responsiveness at slower speeds. As before, a “LO” position is provided for steep grades and for severe downhill braking. The reverse position is reached merely by pulling the Hydra-Matic lever all the way down. “Reverse” position can be engaged without pausing, thus permitting freedom to gently “rock” the car, on snow or ice. This wonderful new Hydra-Matic is the perfect companion to the great new Cadillac engine—a power team that is without equal on the highway.

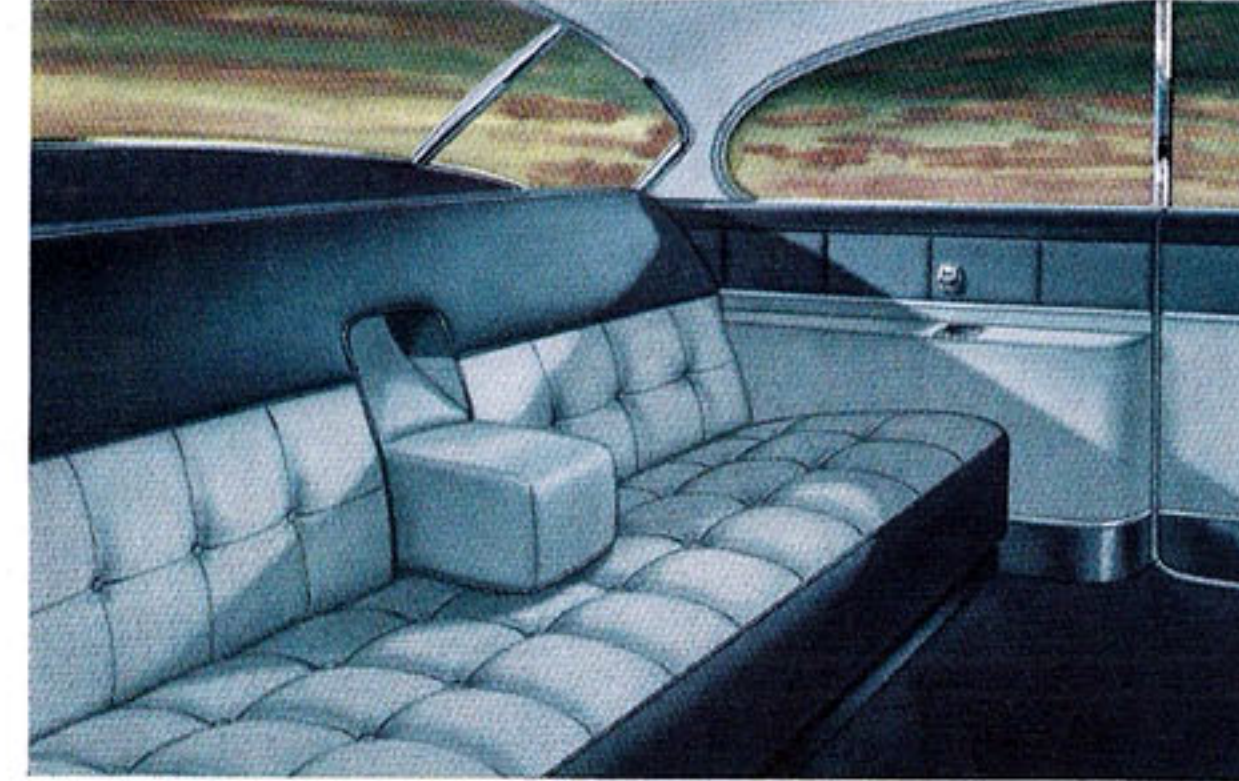


Presenting the Golden Anniversary Cadillac Series Sixty Two

The four models in this Series 62 offer a body style to satisfy almost any motorist's requirements. The keynote of this series is *beauty*—in appearance, interior execution, and performance. The styling of these four motor cars is among the most striking of all Cadillac designs; while the interiors, ranging from the boldness of the convertible to the quiet beauty of the sedan, are tastefully executed throughout. In performance, each is a true master of the highway—smooth, powerful and easy to handle. Anyone who desires luxurious motoring, combined with practicality and moderate cost, should give this series careful consideration.



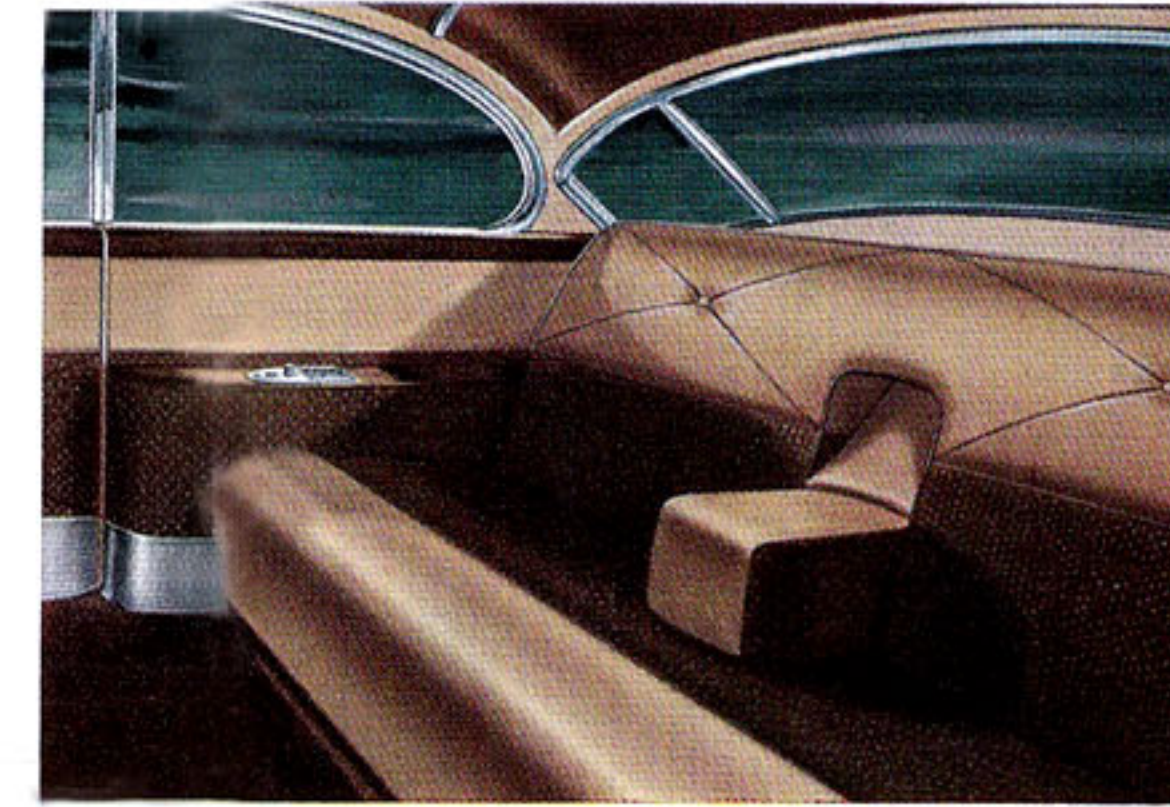
THE SERIES SIXTY-TWO COUPE



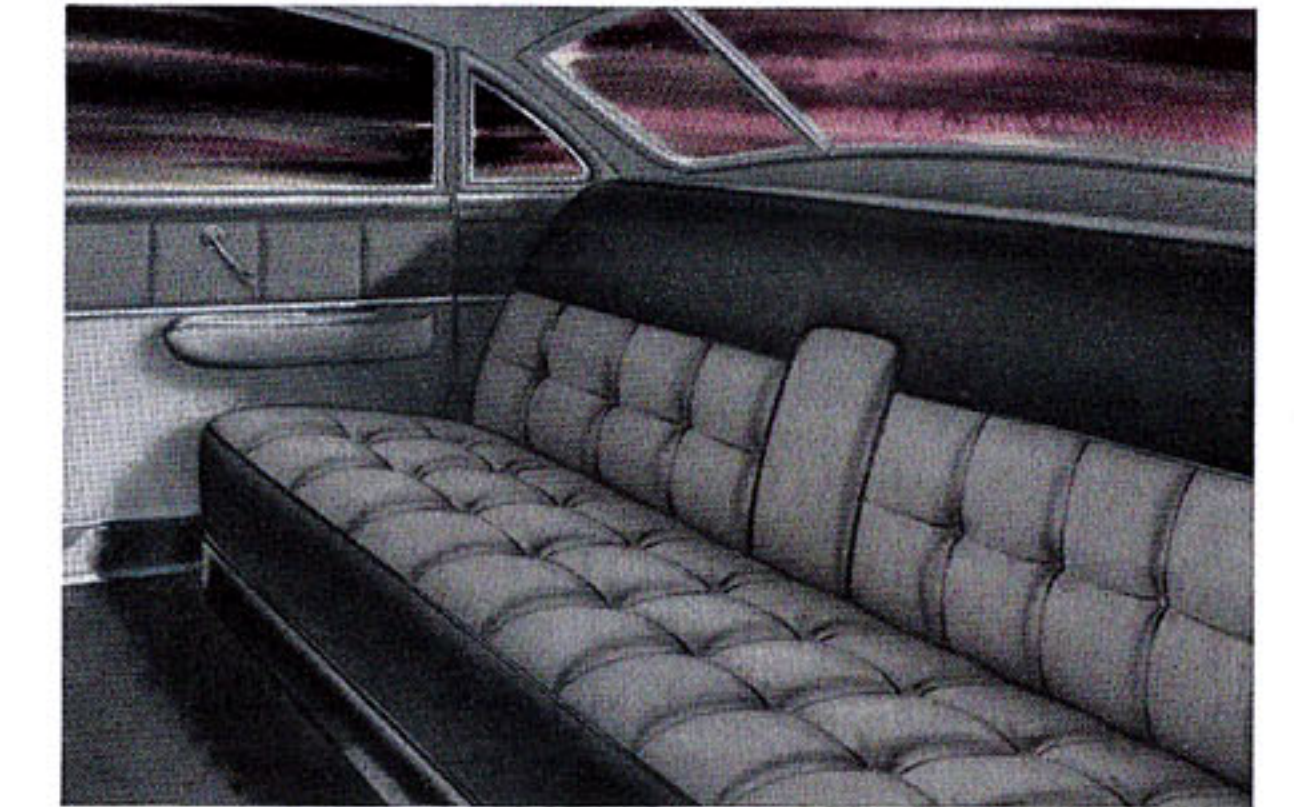
The interior of the Series 62 Coupe features contrasting light and dark-toned pattern broadcloth or cord. Cushions and seat backs are distinguished by a deep tufting in light-toned material. Door panels are trimmed in six-inch pipes of light broadcloth and sidewall cloth of light tone. The extreme lower seat facings are protected by simulated leather. Four color schemes—green, blue, brown and gray—are available.



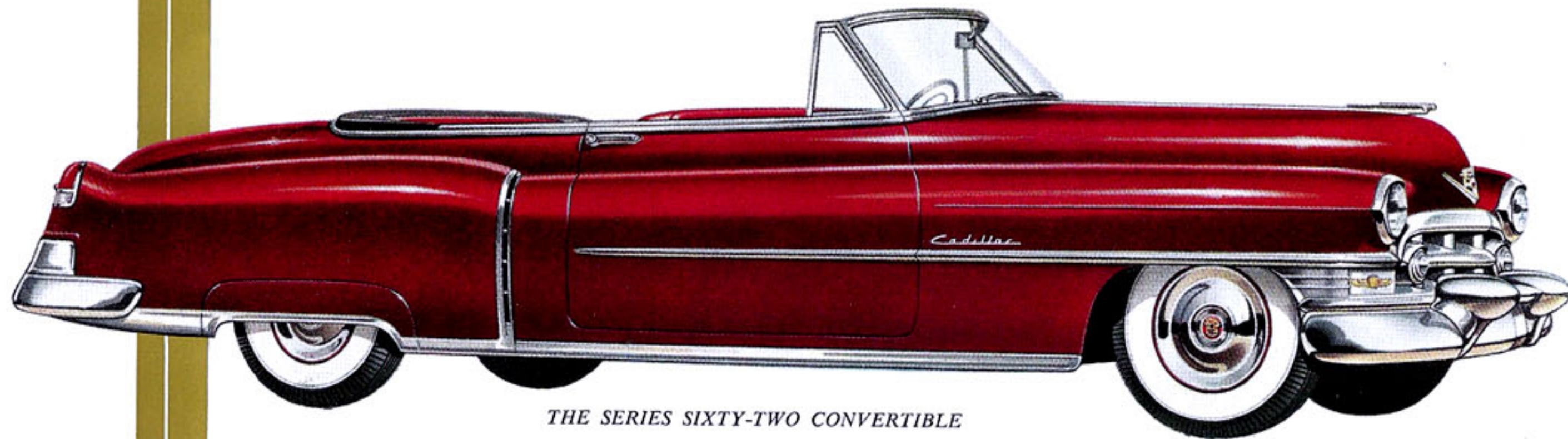
The Series 62 Convertible is tailored in either two-tone or solid leather. When a two-tone leather combination is selected, the seat back and cushion inserts are trimmed with leather of fine metallic light tones. Back bolsters and seat front bolsters are in rich dark leathers while the door panel inserts are two-tone. A wide selection of interior colors—including greens, browns, blues, red and black—is offered in various combinations.



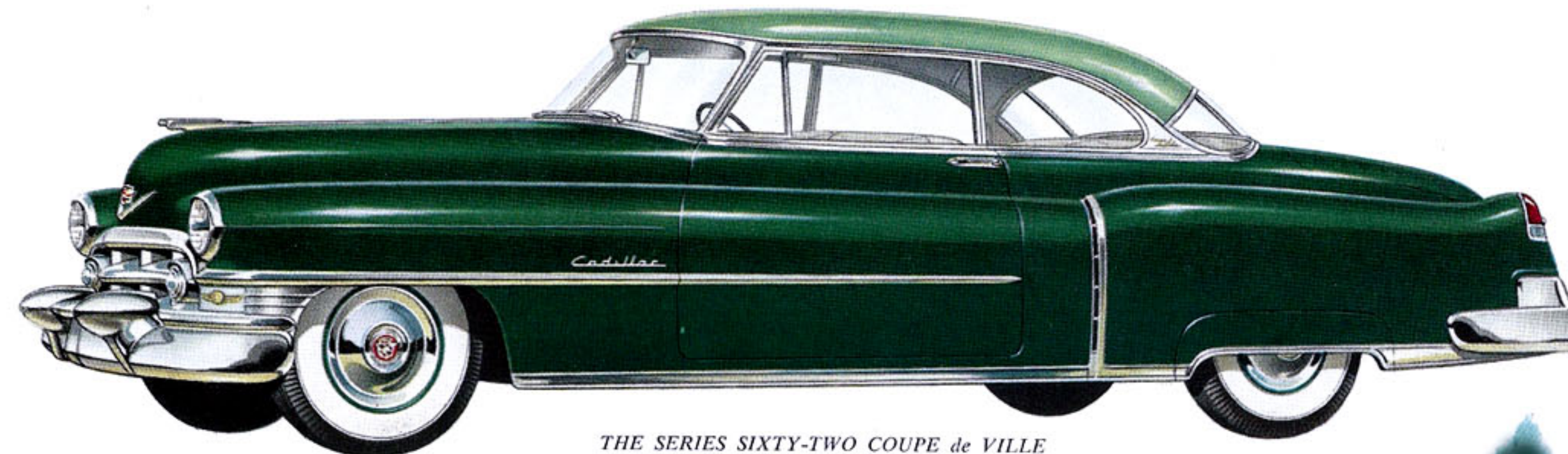
The Series 62 Coupe de Ville interior features leather combinations of light matching tones. Leather bolsters and door panels contrast with a choice of classic dark cord body cloths. Chrome roof bows, chrome garnish mouldings and bright hardware provide additional beauty. The door and kick pads are in patterned chrome metal. As in the convertible, a beautiful chrome Cadillac crest is centrally mounted in each door panel.



Again in the Series 62 Sedan, the interior is upholstered in two-tone combinations of dark broadcloth and either cord or patterned cloth of lighter color. Seat back inserts and cushions are deeply tufted and the top door panels are trimmed with dark broadcloth in six inch squares. Door bottoms are in a lighter tone, while the wool carpet is of a harmonizing shade. The two-tone color options are in gray, brown, green and blue.



THE SERIES SIXTY-TWO CONVERTIBLE



THE SERIES SIXTY-TWO COUPE de VILLE



THE SERIES SIXTY-TWO SEDAN



NOW IN ITS FIFTIETH YEAR AS STANDARD OF THE WORLD



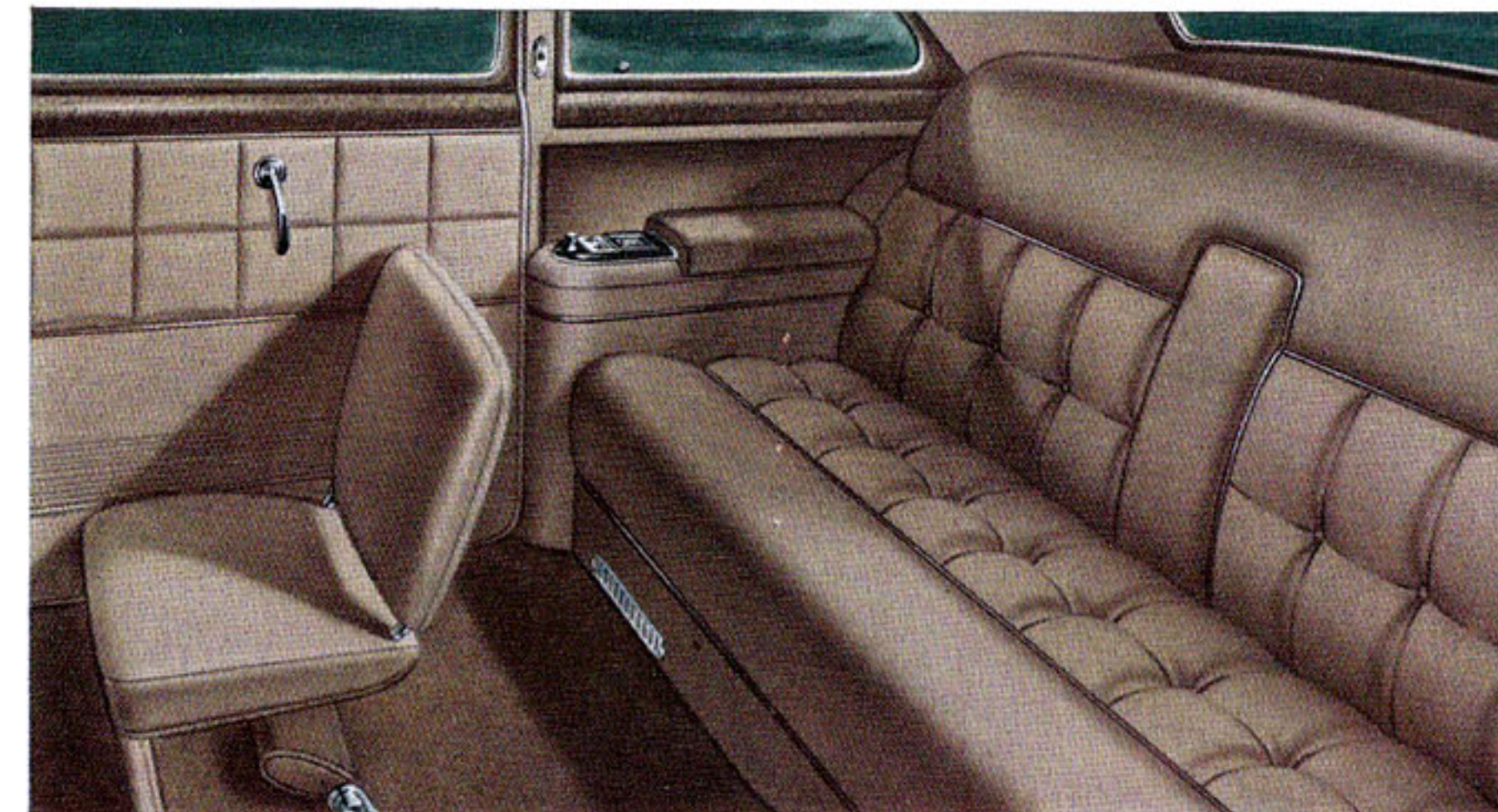
OUTSTANDING FEATURES OF THE GOLDEN ANNIVERSARY

Cadillac

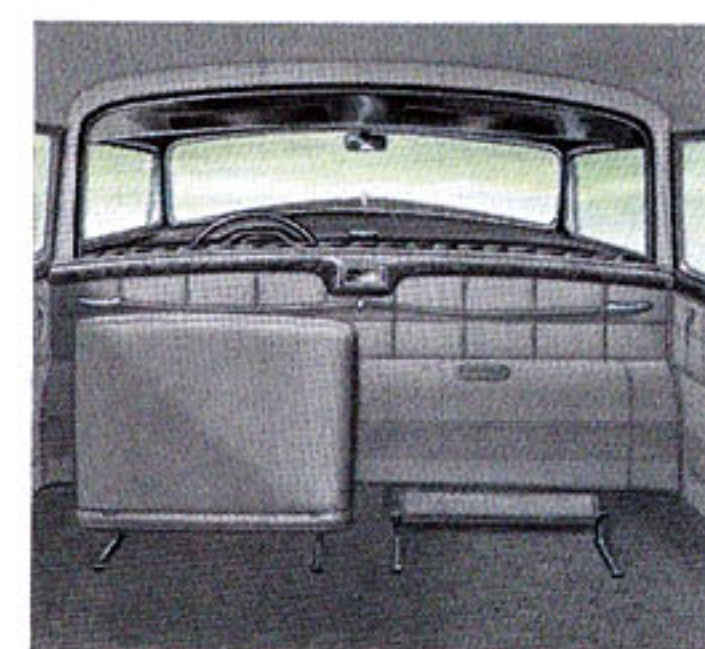
Presenting the Golden Anniversary Cadillac Series Seventy Five

To satisfy the demand for a truly luxurious, distinctive and dignified automobile, Cadillac offers this Series 75. In all the world, there is nothing that can approach it for luxury appointments, dignified styling and comfort. The exceptionally long wheelbase of 147" provides unusual roominess and makes possible the inclusion of the extra-wide utility seats. Its interiors are formal in appearance and incorporate every

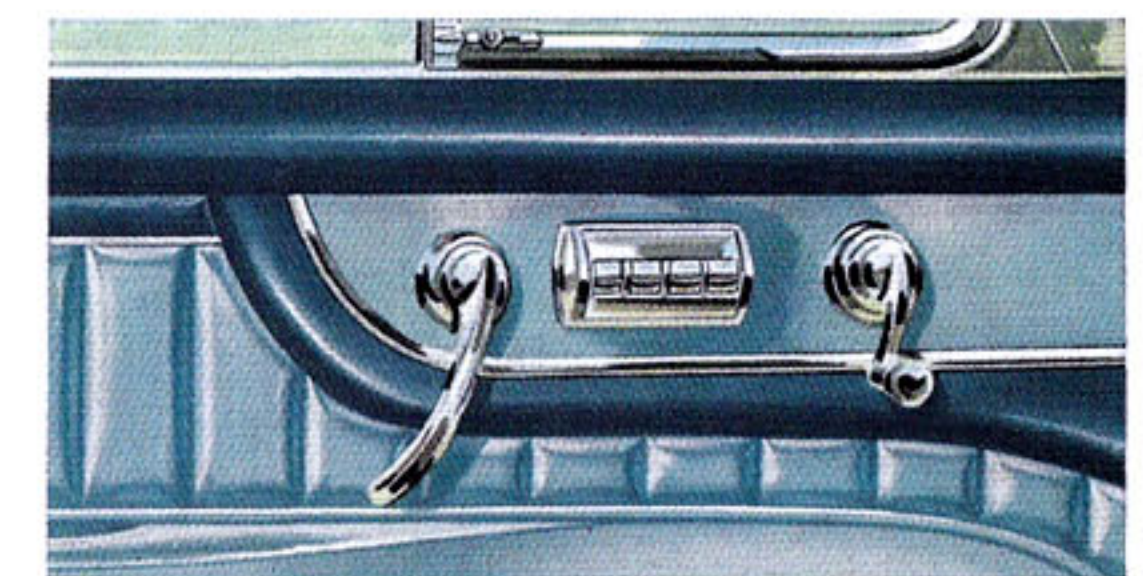
imaginable comfort and convenience feature. While appropriate for the most formal functions, the Series 75 is also perfect for open road and cross-country travel—providing magnificent performance, wonderful handling ease, and remarkable economy. Available either as an eight-passenger sedan or as a limousine with a glass dividing partition, this Series 75 is built to serve the world's most discriminating clientele.



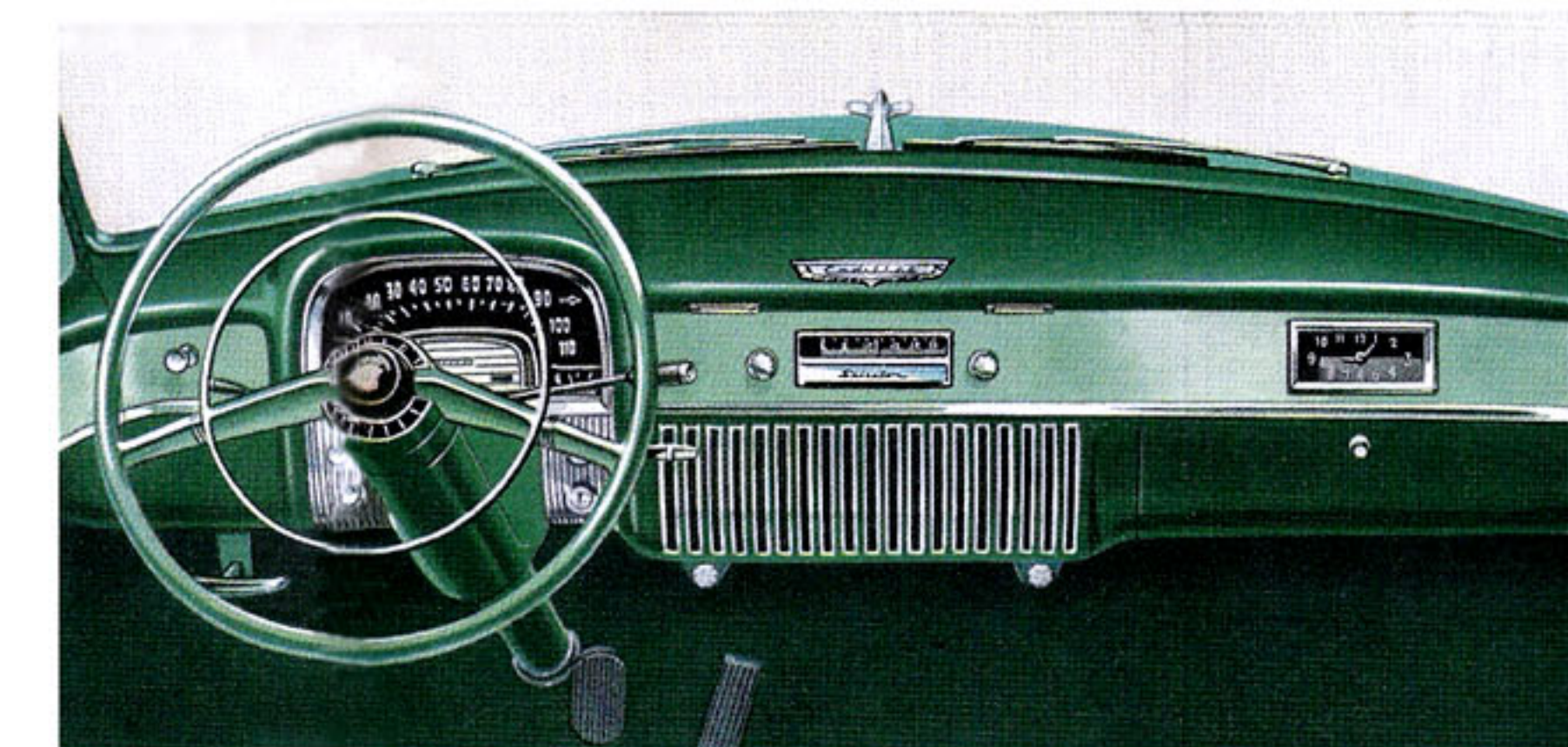
The rear compartment of the Imperial and the 8-passenger sedan are trimmed alike. The rear seat cushions and seat backs are in a tufted motif, accentuated by wide plain bolsters and harmonizing leather welts. A choice of either bedford cord or broadcloth is offered in shades of light tan or light grey. Garnish mouldings, door panels and floor carpets are in harmonizing pattern with bright chrome hardware and decorative trim. The limousine division, pictured at the left, is upholstered in broadcloth and incorporates innumerable comfort and convenience features. The lower portion of the division glass can be lowered and raised hydraulically.



Cadillac quality is evidenced in every phase of the car's construction—even down to the smallest details and features. The exterior Cadillac features account in large measure for the car's functional beauty, while its interior features attend the complete comfort and convenience of both driver and passengers. One piece, curved windshield, extra-wide rear windows, deluxe low pressure tires, signal direction indicator, Hydra-Matic drive (optional in the Series 75 at extra cost), glare-proof rear view mirror, back-up lights . . . these and many other features are standard equipment on every Cadillac car. Features at extra cost include the heating and ventilating system, signal seeking and standard radios, fog lamps, spotlights, and many others. You should go over a complete list of accessories with your dealer when you order your Cadillac, and select the optional equipment which best suits your motoring needs.



Hydraulic window lifts, standard equipment of the Series 75, 60 Special, 62 Convertible and Coupe de Ville, have individual operating controls on each window, and a master control on the driver's door. The seat control is also hydraulically operated. Hydraulic equipment is optional at extra cost on other 62 models.



Functionally designed and beautiful in appearance, the instrument panel of the Golden Anniversary Cadillac features "tell-tale" gauges, a flashing "brake-on" warning signal, automatic ignition starter, and hand-operated gauge housing circumscribing the steering column cover. Radio, ash receiver, lighter, self-winding clock and glove compartment are also integral parts of the design. All features of the panel are designed for instant recognition and located for maximum convenience in operation.



Rear view of car reveals bold, rugged bumper lines, tail-light directional signal lamps and back-up light in a single unit, and new, wider "V" and crest. The Series 60 Special substitutes the inscription "Fleetwood" for the Cadillac crest on the rear deck. All models feature roomy rear trunks and the Series 62 Sedan incorporates a higher rear deckline.

