



1930 Cadillac V-16 Model 452A Town Cabriolet

Cecil B. DeMille's Spectacular V-16



Perhaps no other name conjures up the grandeur and spectacle of Hollywood as much as Cecil B. DeMille. Director, producer actor, and innovator, he knew big-time movie making and was at the heart of what was to become the Golden Age of Hollywood. He co-founded Paramount Pictures. He produced and directed 70 films from 1914 to 1958. He even starred in a few. His name on the marquee was virtually a guarantee that the audience would be entertained with a great and spectacular epic. From 1936 to 1945 he hosted and directed the hour-long "Lux Radio Theater", which brought the actors and stories of many movies to the airwaves and further established DeMille as the symbol of Hollywood. He appeared as himself in "Sunset Boulevard" (1950) with Gloria Swanson playing the forgotten star,

Norma Desmond. When you are the genius behind the biggest and most costly films of the era, you deserve the biggest and most costly automobile. And so DeMille purchased this 1930 Cadillac V-16 Model 452A Town Cabriolet. This one is body style 4225, chassis 702029. It was the most stylish of the brand-new V-16 offering from Cadillac, and only six of this model were built. Its graceful curved "coach" sill is reminiscent of the sweeping lines of the most elegant horse drawn carriages. The car has large auxiliary seats, glass partition between the front and rear compartments, leather roof covering, imitation landau bows, and the driver's roof can be folded back (a chauffeur-be-damned design). As to the cost of this grand automobile, it set Mr. DeMille back a whopping \$8750. To put that in perspective, the average yearly salary in 1930 was \$1250, and a new four bedroom house could be purchased for \$10,000. Apparently, this grand V-16 was one of DeMille's favorite cars (he owned many over the years). He



One of the 1930 advertisements that announced Cadillac's new 16 cylinder offerings. The ad states, "To the Cadillac V-16 has come the rare honor of universal acceptance as the last word in motoring". Apparently Mr. DeMille agreed -- this car was one of his favorites

enjoyed being driven around in such style, but he was a car man, and he also enjoyed getting behind the wheel and driving the car himself. This car is currently in the care of The Nethercutt Collection, Sylmar, California. It came with a letter of authenticity from the Cecil B. DeMille Trust. DeMille died in 1959 at the age of 78.