



CADILLAC FOR '57 IS ALL NEW BUT STILL UNMISTAKABLY CADILLAC. EVOLUTIONARY CHANGE WAS NOT AS RADICAL AS EXPECTED.



INTERIOR features are very lush and somewhat dazzling to many people. Instruments are grouped in front of the driver and hooded to prevent glare. Radio speaker is mounted below dash in the center.



WARM AIR for rear seat heater is ducted through the doors, as can be seen here. This is making the most of waste space, in the lower portion of the doors, which is most generally left unused.

CADILLAC ROAD TEST...

THE 1957 Cadillac is paradoxical in many respects. In the first place, it's a brand-new car with practically nothing left over from 1956 except the engine and transmission.

Yet the Cadillac tradition of evolutionary change has been followed so closely that many people won't recognize the real newness of the car!

The Cadillac used for test purposes was a 62 series four-door hardtop. As is true of most Caddys these days, it had a full complement of accessories.

Among them were power brakes and steering and Hydra-Matic, all standard non-extra cost items, plus power seats and windows, signal seeking radio with rear speaker. In short, everything but air conditioning.

With this type of load aboard, a full tank of gas and the driver, the performance turned in was about what you would expect—good, but not outstanding. That's as it should be, since most Cadillac buyers are more interested in the car's comfort and prestige than blinding acceleration.

Performance figures were just about the same as those of the 1956 test car; even slightly slower at the low end of the range, in fact. This is due to the fact that the engine displacement was unchanged and, although 15 hp was added, there was no increase in peak torque. In addition, rear axle ratio went from 3.36 to 3.07. This shows up in slightly better economy and top speed, but hurts acceleration.

Ride and handling of the '57 Cadillac are noticeably better than last year, however. Riding comfort isn't actually much smoother under straight-ahead, smooth road conditions—Cadillac has long been outstanding here.

Major ride improvement is noticed in turns; the current model feels more stable and sway has been reduced, adding to passenger comfort.

Credit for this can go to the new chassis design and resultant lower center of gravity.

As everyone interested in cars should know by now, Cadillac has ditched the traditional side-member-type frame in favor

of a huge X-shaped affair. Outriggers extending from this frame help support the body.

Elimination of side frame rails permits floor height to be lowered and Cadillac claims the X-shaped design has more pound-for-pound rigidity than the "cow-belly" frames with swept-out side rails used by most other makes which were lowered drastically for 1957.

If Cadillac had any important quality problems with its all-new car this year they were licked by the time the test car was produced. All switches, gages and accessories did their job properly and finish details, interior and exterior left nothing to be desired.

Two accessories the car had which were especially appreciated were the six-way power seat and the side view mirror controlled from inside the car.

The first is the only type of power seat which really makes sense. It seems ridiculous to go to the extent of adding power just to move a seat fore and aft a few inches. The six-way seat, which can be adjusted to an almost infinite number of positions, is a different matter.

It is of particular benefit on a trip of any length because the driver can change his seating position—up, down, forward or back—easily and quickly. And it's surprising how slight variations every so often will help reduce fatigue and muscle strain.

The side view mirror is nearly a necessity with a seat of this type since it permits the outside mirror to be adjusted easily to conform to the new driving position. In fact, this type of mirror is a boon in any car and, since it can be adjusted without opening the window, is always at the correct angle for providing optimum vision to side and rear.

A driver getting into a new Cadillac for the first time will likely have trouble locating all the instrument switches immediately. Not all are in the conventional position directly in front of the driver.

Light switches are in the corner angle where the left side

of the cowl wraps around—directly under the left wraparound section of the windshield.

Windshield wiper and washer controls are even more around at the left side; just a few inches from the separation point between A-post and door, in fact.

These controls are all easy to reach, however; easier than when in the conventional location, actually, once you get used to them.

Cadillac uses flashing generator and oil pressure warning lights, following the current trend. A feature retained from the past which is useful surprisingly often is the trip mileage indicator.

This gadget is helpful not only on long trips, but in checking gas mileage, etc. Salesmen and others paid expenses on a per-mile basis should find it especially valuable!

Speaking of gas mileage, the Cadillac turned in averages just about on a par with other cars in its class. City driving under varied traffic conditions resulted in an 11 mpg average. Highway cruising average was about 16-17 mpg at steady speeds of 50-65 mph. Overall average was just under 14 mpg.

Another point noted about the '57 Cadillac was that its radio was up to the consistently excellent standard of recent years. The test crew hi-fi fan remarked that few test cars have equalled Cadillac in this respect since 1955.

As far as styling is concerned this year, about all you can say is that it's still definitely Cadillac! You would never confuse this new model with any other make, even if you were seeing a '57 Caddy for the first time.

This was demonstrated by the number of people who asked: "Is this the 1956 or 1957 model?"

This surely proves the success of Cadillac's efforts to be evolutionary rather than revolutionary.

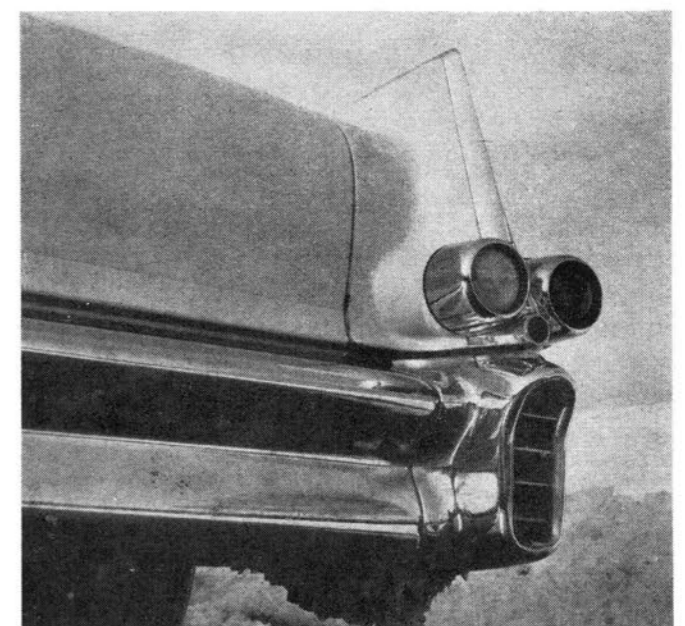
How much longer it can hew so closely to this policy is problematical, however. It appears even now that the radically re-styled 1957 Chrysler is taking away a few Cadillac customers. All of the new customers Lincoln was won in the past year and a half can't be former medium-priced buyers moving up a notch, either.

On the other hand, Cadillac's policy is one of the big reasons for the terrific resale value of its cars. This has become one of its most important sales weapons.

When you combine Cadillac's almost unequalled prestige value, the comfort it offers, relatively low depreciation, high quality and very acceptable all-round performance, it isn't hard to figure why the car has been so successful. •

CADILLAC TEST DATA

Test Car: 1957 Cadillac 62 four-door hardtop
 Basic Price: \$4780.96
 Engine: 365-cubic-inch ohv V-8
 Compression Ratio: 10-to-1
 Horsepower: 300 @ 4800 rpm
 Torque: 400 @ 2800 rpm
 Dimensions: Length 221 inches, width 80, height 59,
 tread 61 front and rear, wheelbase 129.5
 Dry Weight: 4600 lbs.
 Transmission: Hydra-Matic
 Acceleration: 0-30 mph 4 seconds, 0-45 mph 6.9, 0-60
 mph 10.9
 Gas Mileage: 13.9 average
 Speedometer Corrections: Indicated 30, 45 and 60 mph are
 actual 32, 45 and 58.5



TAILLIGHTS on all Cadillac models have now been moved down (from their former position at the top of the fender fin) to a spot just above the bumper tip exhaust. Bumper is simple, efficient.