

Cadillac

FOR 1954



AS ALWAYS—THE STANDARD OF THE WORLD!

■ As you study the new 1954 Cadillacs, we know you will find them the most beautiful motoring creations of all time. Many automotive authorities, in fact, have proclaimed Cadillac's new styling the greatest step forward in the history of motor car design. And, what is equally remarkable, the 1954 Cadillacs are as thrilling to *drive* as to *see*. The improvements in performance are legion . . . and encompass virtually every phase of automotive operation. This new Cadillac beauty . . . and this new Cadillac performance . . . are offered in three entirely new series. They are described in complete detail in this portfolio—and we hope that you will give each your careful attention and consideration.

THE GREATEST YEAR

IN THE HISTORY OF **A Great**
American Motor Car





THE SERIES

Sixty Special

IS ALWAYS THE STANDARD OF THE WORLD!



■ Of all the series of motor cars that Cadillac has produced through the years, none has ever attained greater stature in the public mind than the Series 60 Special. Traditionally, there is but one motor car in this series—a four-door sedan built with a specially crafted body, and incorporating every fine feature of performance, styling and comfort which Cadillac offers within the single year. Immediately identifiable by its extra-long wheelbase, the distinctive louvers on its rear fenders, and the famous "Fleetwood" script on the rear deck, the Series 60 Special is always a standout motor car—even in the distinguished company of other Cadillacs. It is, beyond any question, the one logical choice for the motorist who insists on the very finest personal transportation the automobile industry can provide.



Fleetwood

The Cadillac
SERIES

60

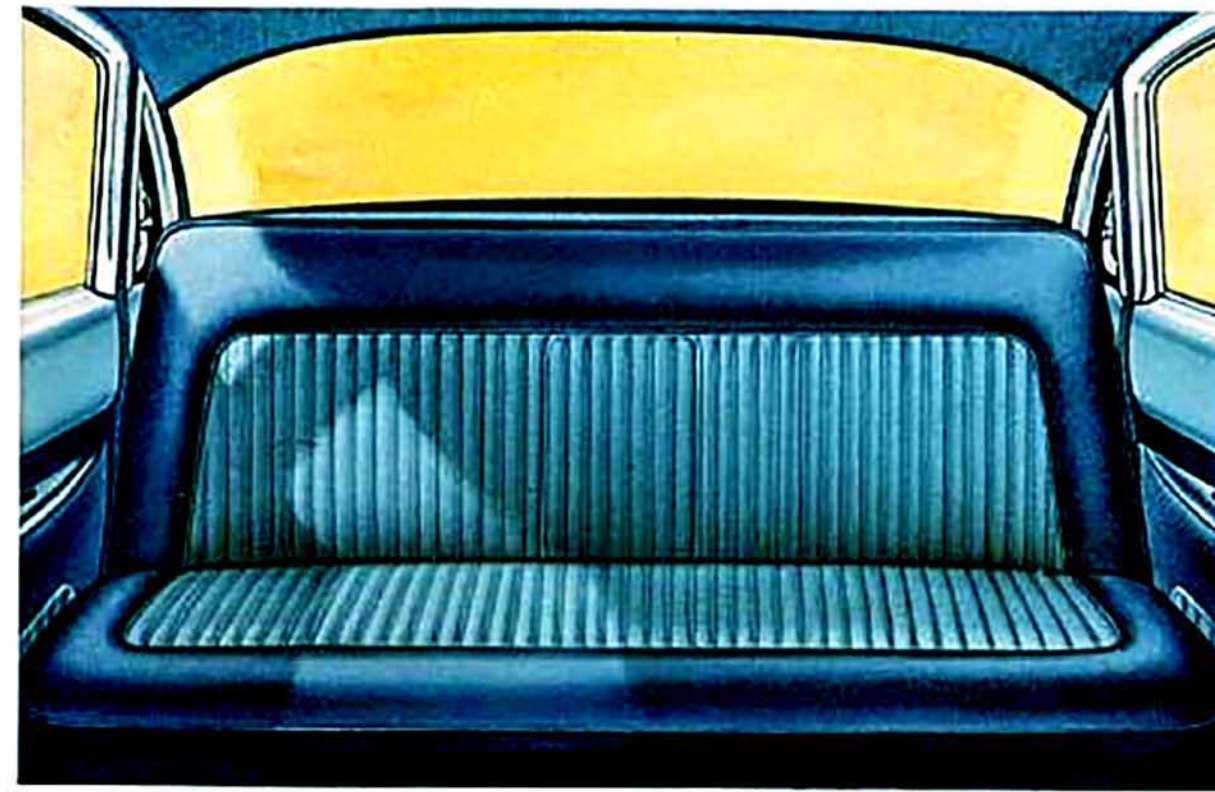
SPECIAL

for 1954



The door moldings and other door trim are in color tones which correspond to fabric and leather tones. Electric window controls and the two-way seat adjustment are standard equipment. Four-way seat adjustment is available at extra cost.

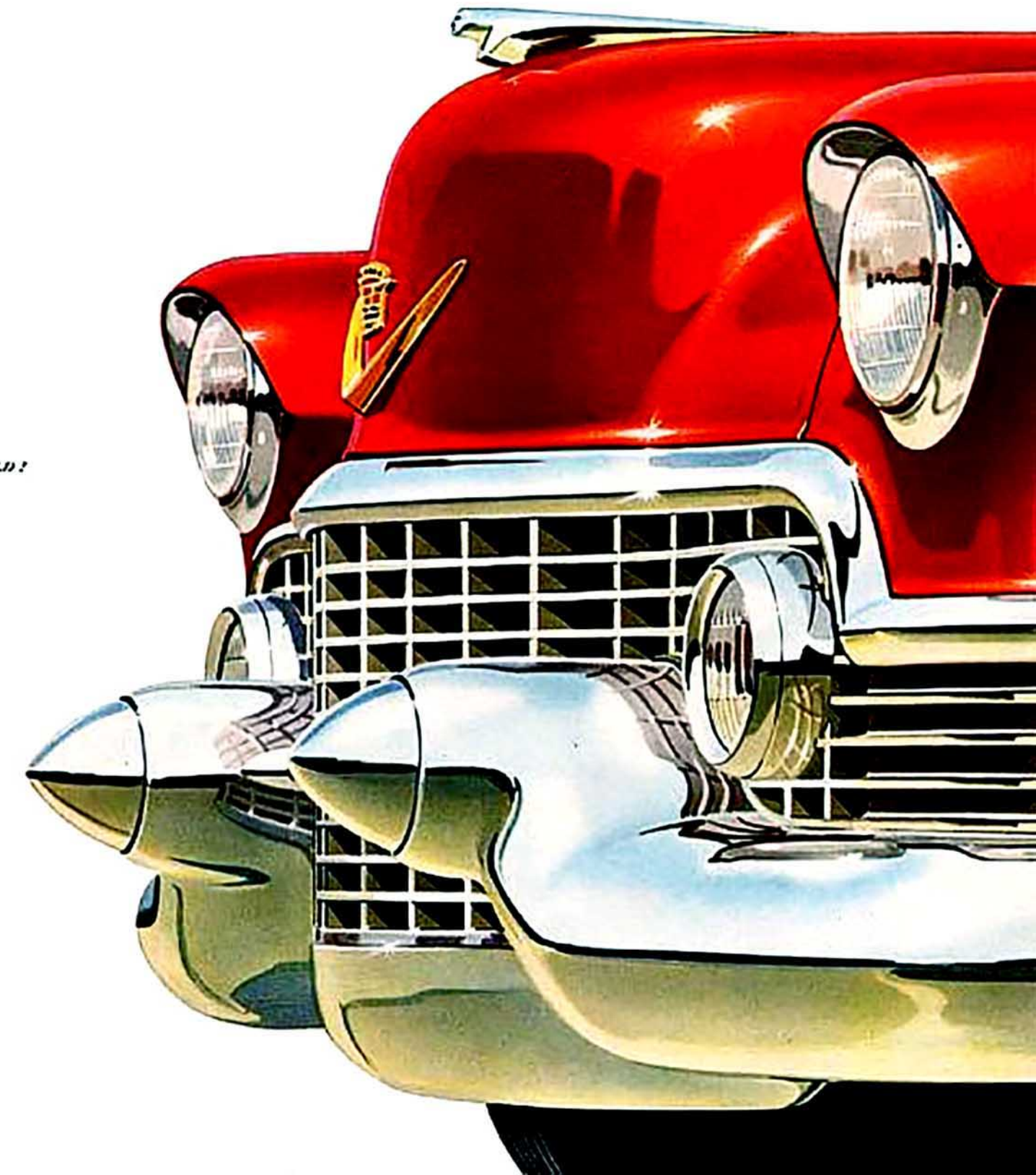
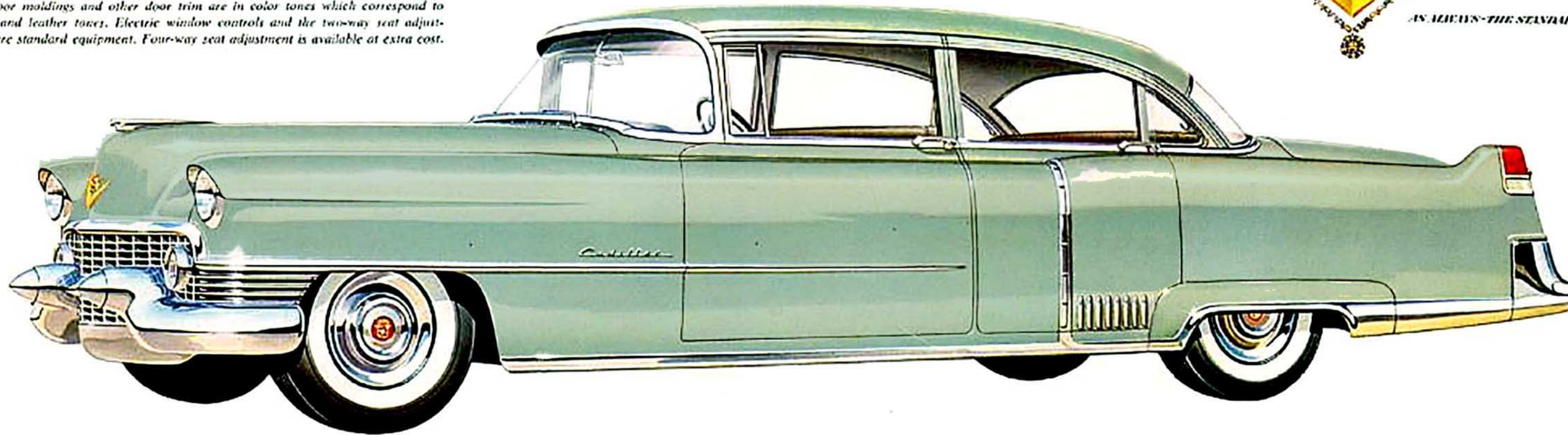
■ The styling of the Series 60 Special for 1954 is completely new—both in its exterior beauty and in its interior graciousness. With Cadillac's increase of three inches in wheelbase, this magnificent motor car is longer and lower than ever. Its lines are more graceful and trim . . . and every detail, from the new grille to the new rear deck, is far more beautiful. A one-piece panoramic windshield, together with generous side and rear windows, provides vastly improved vision. Improved body construction and a lower center of gravity have introduced wonderful new safety. And its new 230-h.p. engine, improved Hydra-Matic Drive and Advanced Cadillac Power Steering have raised the car's performance to unprecedented heights. In all that it looks and does and represents . . . it is as fine a motor car as it is practical to produce.



Twelve new interiors—tailored in light pattern nylon, all-wool broadcloth or V-Crest pattern nylon—feature light-tone side wall and seat cushions with darker fabrics of harmonizing hues. The seat cushions, done in 1 1/4" piping, are deep and luxurious as never before. The extra-wide rear center arm rest and side arm rests provide an additional note of luxury. Color combinations are in gray, blue, brown or green.



AS ALWAYS—THE STANDARD OF THE WORLD!





AS ALWAYS—THE STANDARD OF THE WORLD!

THE SERIES Sixty Two

■ The Cadillac Series 62 has long been the favorite of the great majority of Cadillac owners—and understandably so. For within this series can be found a motor car that suits to perfection the needs of almost any motorist. If you choose for glamour and distinction—well, you will find here some of the most strikingly beautiful Cadillacs ever built. If you choose for practicality and moderate cost—here, too, you will find models which are not only modestly priced, but which are unusually economical to maintain and operate as well. Of course, while the various motor cars in this series differ in their appearance, in their mood and in their purpose, each is like the others in its brilliant performance, its soundness of design and construction, and its marvelous comfort and handling ease. Whatever your personal motoring requirements, we think you should give careful consideration to the four models in this extraordinary Cadillac series.



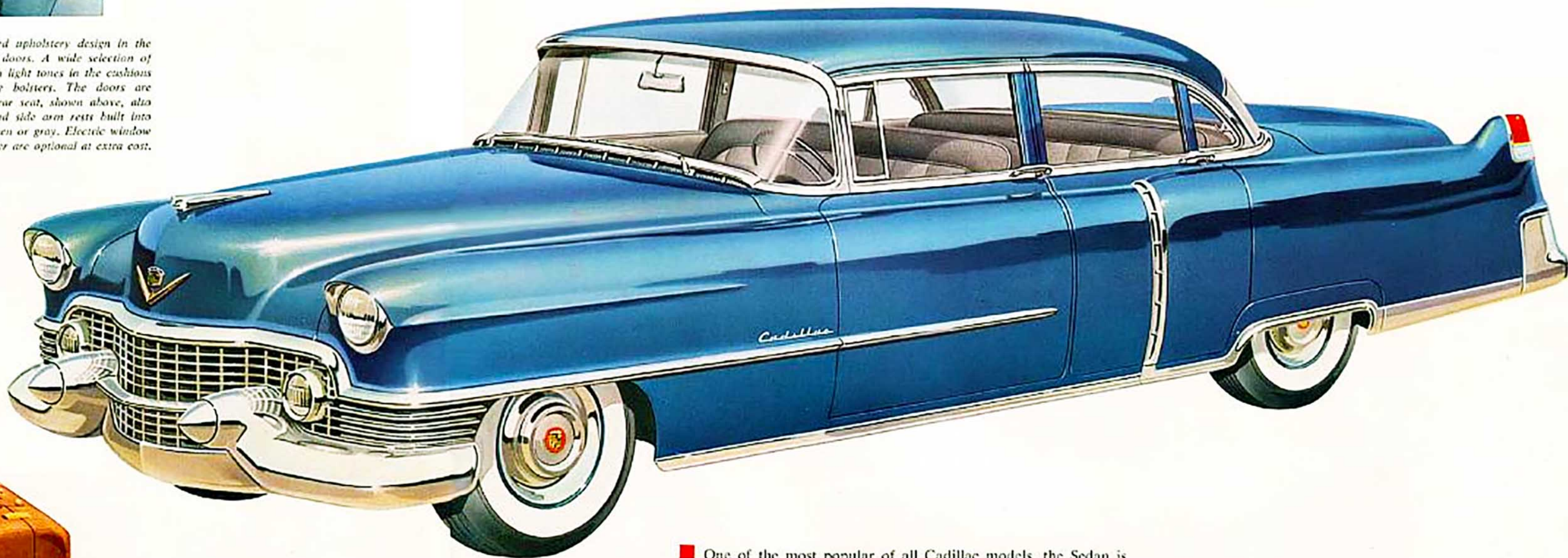
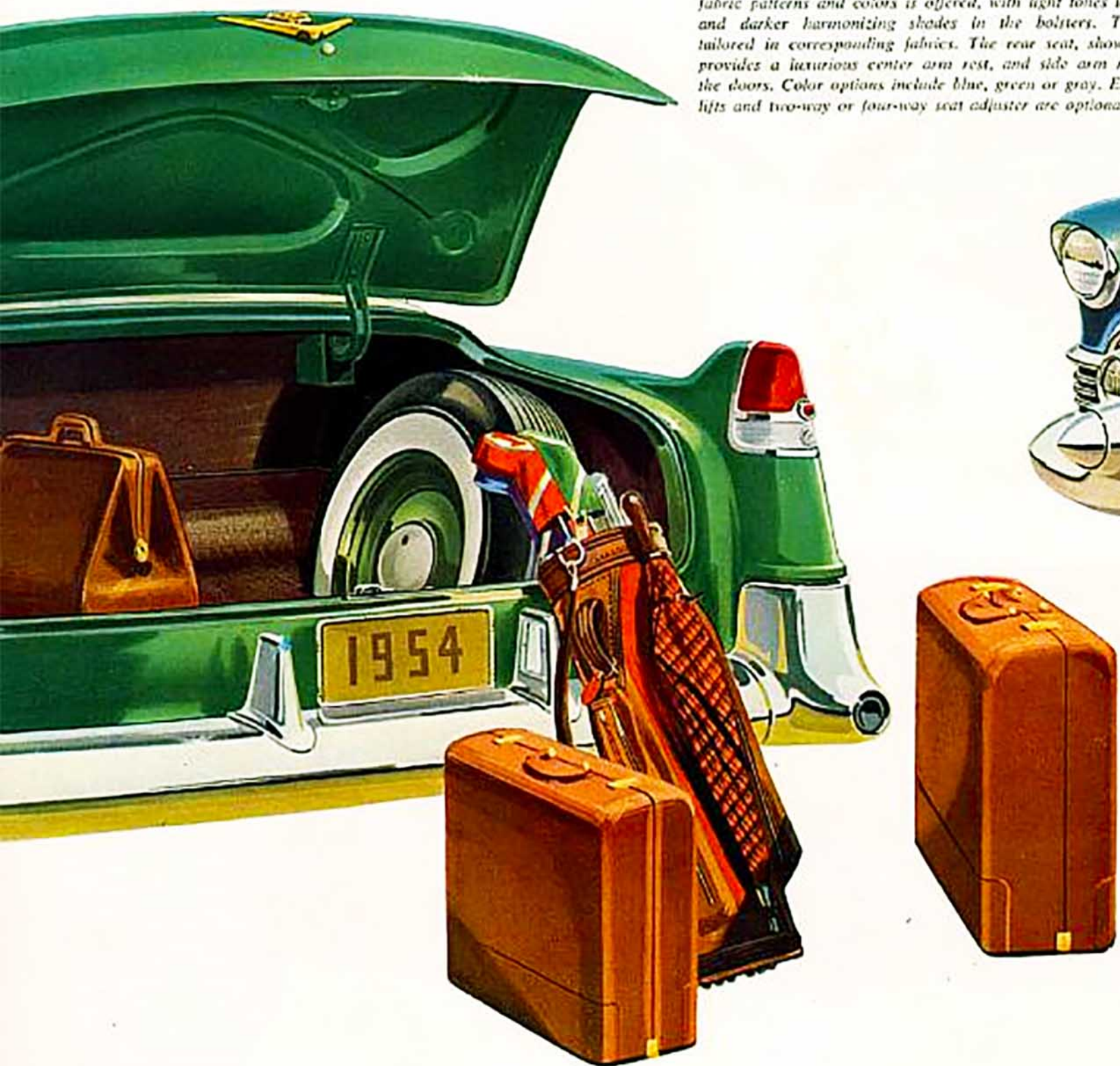


The Cadillac **SERIES**

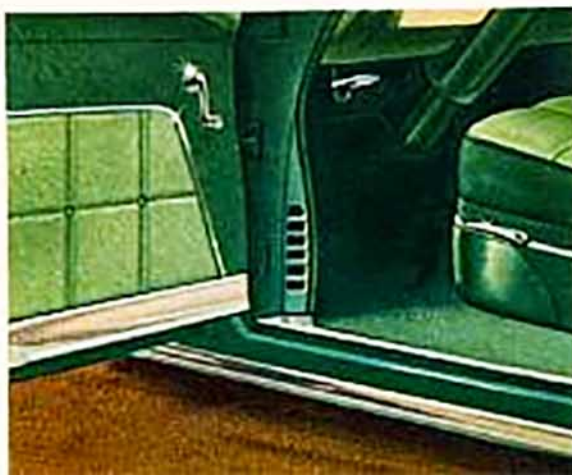
62

SEDAN
for 1954

The new Sedan interiors feature a tufted upholstery design in the seat cushions, the seat back and in the doors. A wide selection of fabric patterns and colors is offered, with light tones in the cushions and darker harmonizing shades in the bolsters. The doors are tailored in corresponding fabrics. The rear seat, shown above, also provides a luxurious center arm rest, and side arm rests built into the doors. Color options include blue, green or gray. Electric window lifts and two-way or four-way seat adjuster are optional at extra cost.



■ One of the most popular of all Cadillac models, the Sedan is completely new in beauty and in performance for 1954. This model has been restyled throughout—and features such innovations as the panoramic windshield, the visor-type roof overhang, cowl air intake and many other dramatic advancements in functional motor car design. Its interiors are more generously proportioned, more beautifully appointed and more luxuriously executed than ever . . . while a wide selection of new body colors and upholstery fabrics brings the Sedan's new styling and luxury to full stature. Like all 1954 Cadillacs, of course, the Series 62 Sedan offers the greatest power, responsiveness, handling ease and riding comfort in the car's history.



AS ALWAYS—THE STANDARD OF THE WORLD!



AS ALWAYS—THE STANDARD OF THE WORLD!

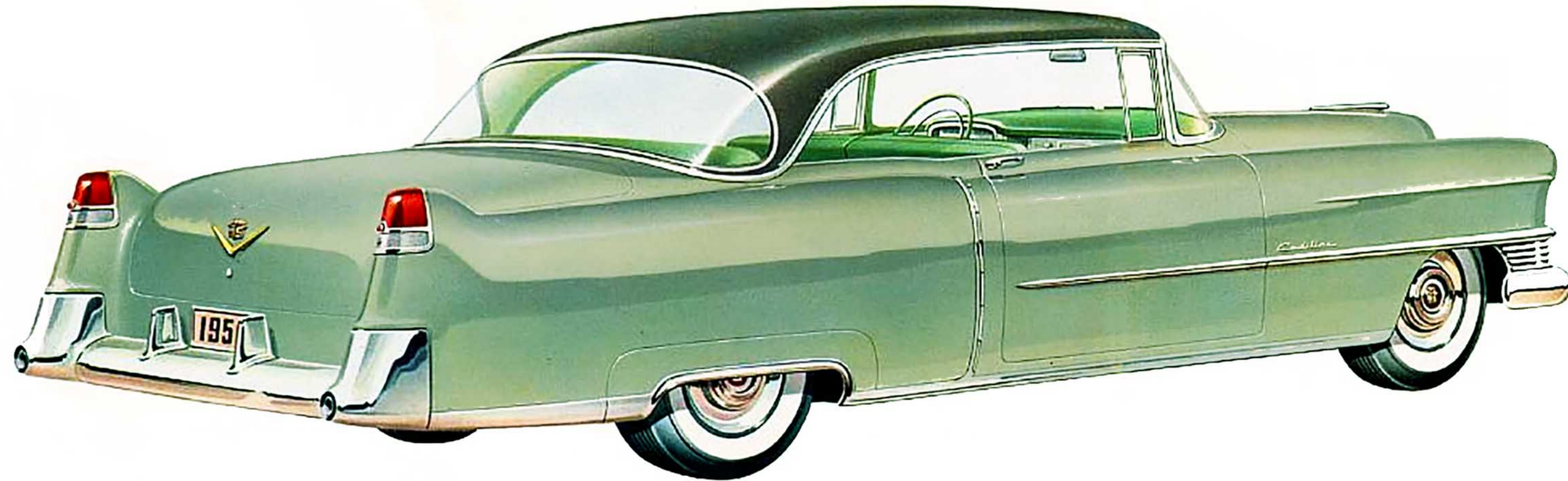


The Coupe for 1954 offers the most luxurious interior in the history of this popular model. Available in six different interior combinations, the new Coupe interiors, like those of the Sedan, feature a tufted motif in the seat cushions and doors. Seat and seat-back cushion inserts are tailored in plain all-wool gabardine or pattern nylon of light lines, while bolsters are in darker gabardine of harmonizing tones. The floor carpets are in a rich, textured weave and color-toned to match the rest of the interior. Color options include gray, blue or green.

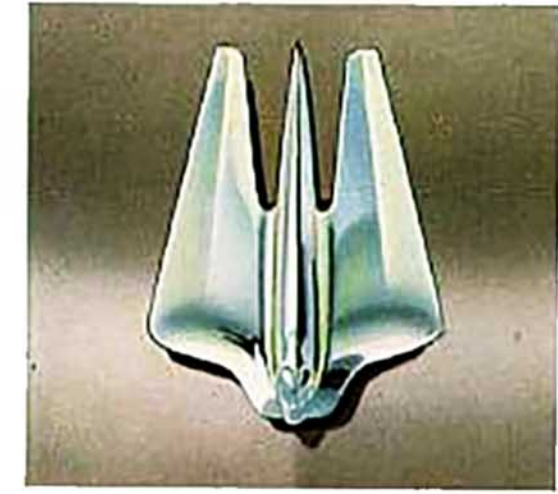
The Cadillac
SERIES

62

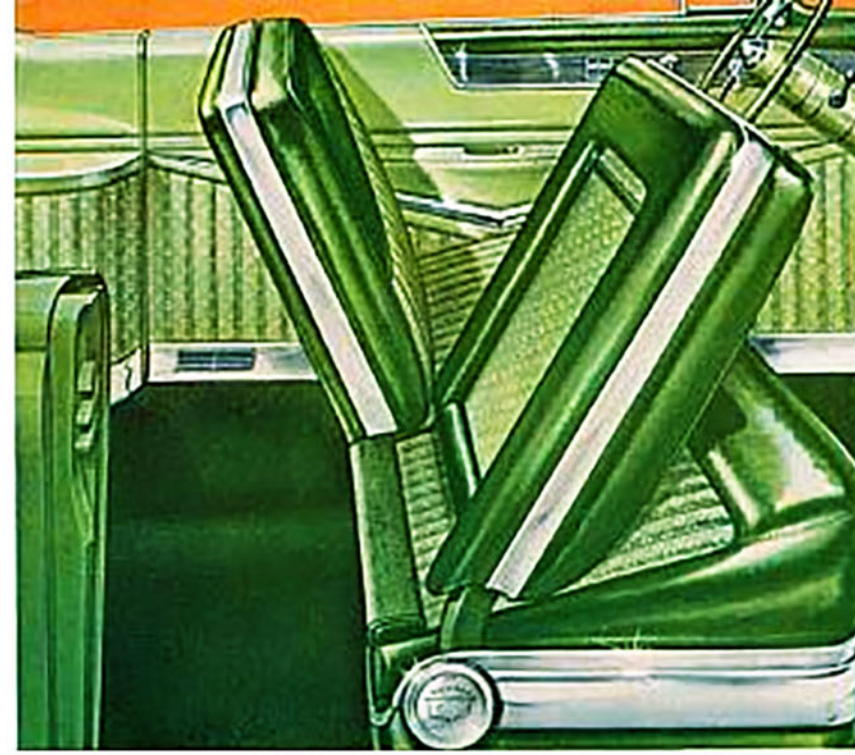
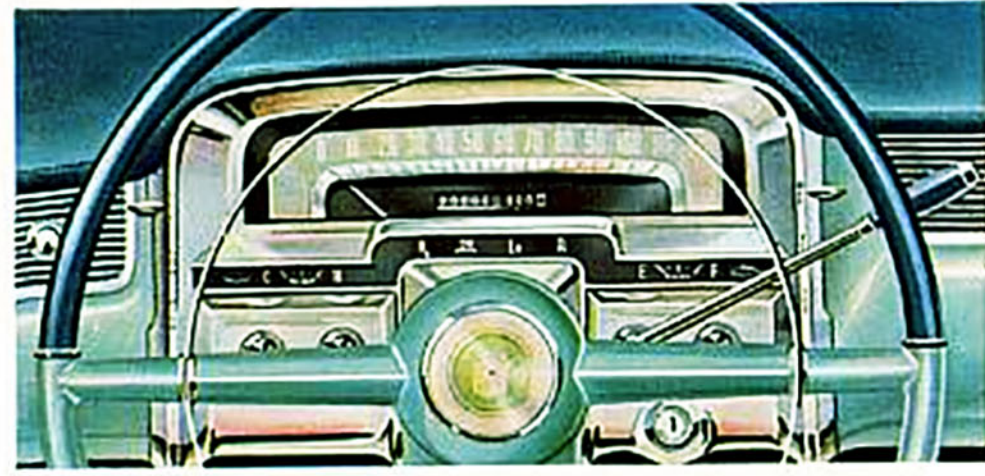
COUPE
for 1954



■ Regarded by many as an ideal selection for motorists first moving up to Cadillac, the Series 62 Coupe combines great beauty and luxury and performance with unusual economy. The Coupe offers the same wonderful qualities of operation and styling which mark the entire Cadillac line. Yet it is the lowest priced Cadillac for 1954—and offers truly marvelous gasoline mileage, remarkable dependability and exceptional longevity. Lower and longer than any Cadillac Coupe ever before offered, this dramatic model features a completely new grille design, new artistry in its body styling, and a new, longer rear deck. Its interiors, too, have been completely redesigned . . . with greater roominess and luxury than ever before. The 1954 Cadillac Coupe is, in every way, an achievement in Cadillac quality . . . and a revelation in motor car practicality.



One of the most striking interior features on all 1954 Cadillacs is the beautiful new instrument panel. Covered with Elacofab, a vinyl material, the top of the panel reduces glare to an absolute minimum. A rubber strip has been mounted on the extended edge of the panel for greater safety. The radio and clock are mounted in a chrome-striped insert panel which runs from the right edge of the instrument cluster to the right end of the panel and continues into the doors. The cluster itself circumscribes the steering column. The steering wheel features plastic handgrips for additional beauty and driving convenience.



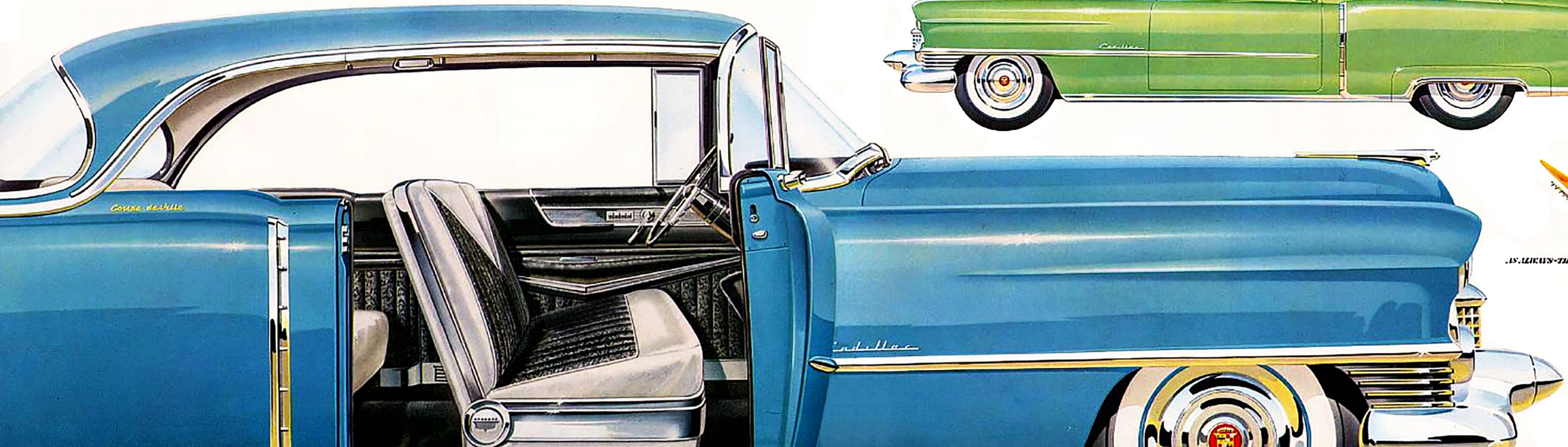
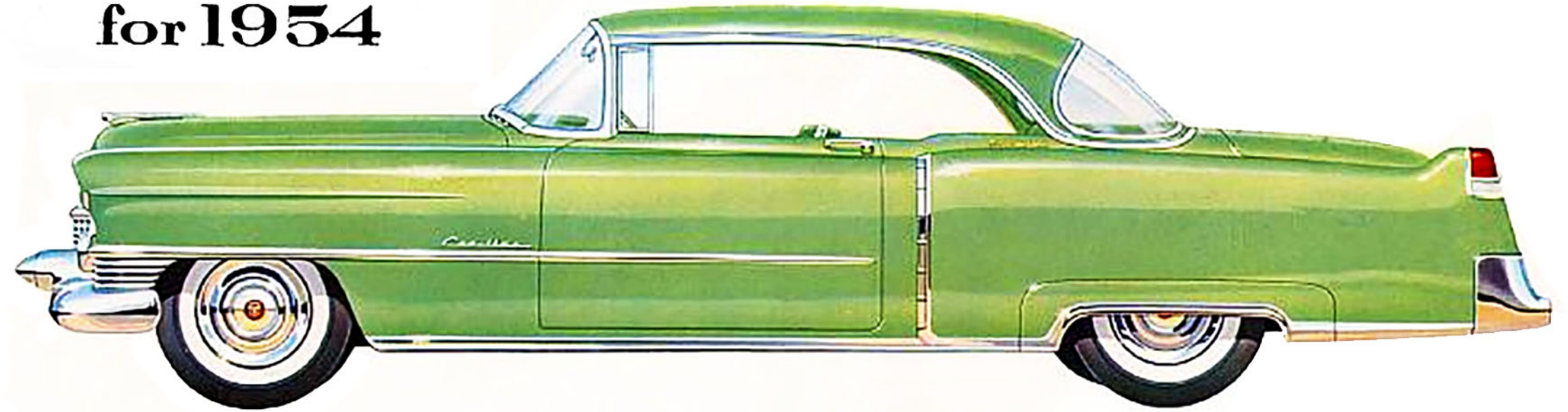
■ Offering the comfort and safety of a closed car, and yet fashioned with the spirit and feel of a convertible, the Cadillac Coupe de Ville has taken its place as one of the most dramatic and inspiring motor cars in the entire Cadillac line. Immediately identifiable by the distinctive Coupe de Ville lettering on the rear quarter panels, the Coupe de Ville for 1954 is particularly noteworthy for its magnificent interior beauty. Featuring combinations of light nylon, including the special V-Crest fabrics, and darker leathers, these interiors are beautifully designed . . . carefully tailored . . . luxuriously appointed . . . and simply breath-taking to behold. A generous use of chrome in the roof bows and in the front seat moldings provides an additional note of luxury. Interior color combinations are green, blue or gray. A new combination of white leather and metallic silver-gray floral tapestry is also offered. The 1954 Cadillac Coupe de Ville is easily the fashion car of the year.

The Cadillac
SERIES



COUPE de VILLE

for 1954



AS LUXURY - THE STANDARD OF THE WORLD!

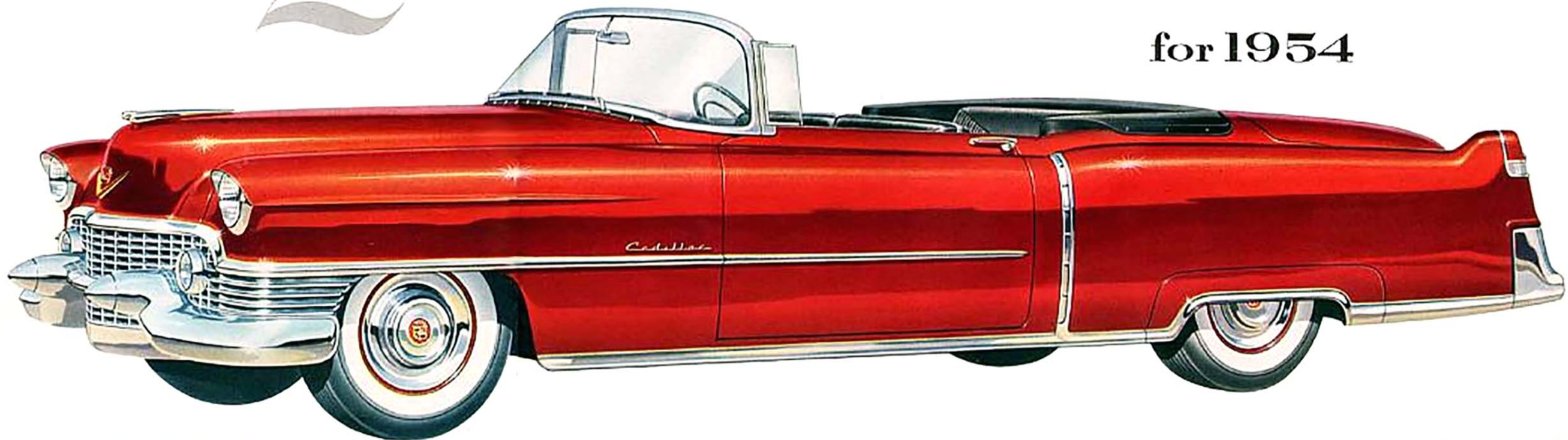


The Cadillac
SERIES

62

CONVERTIBLE

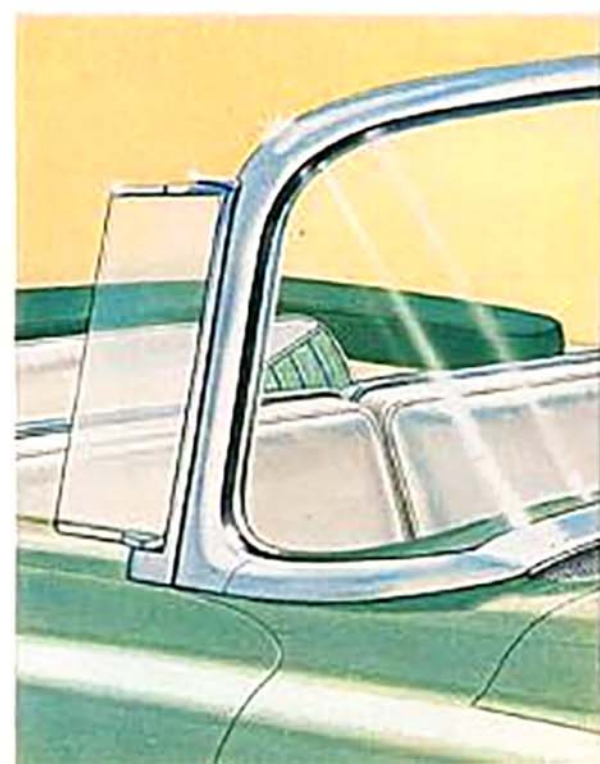
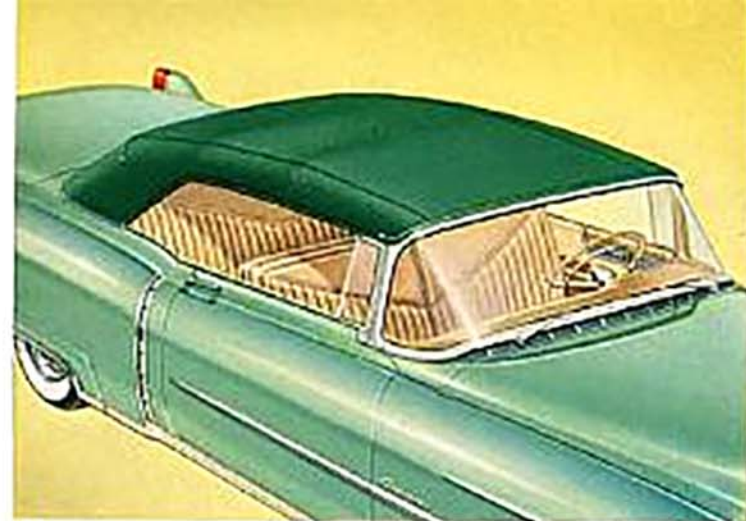
for 1954



AS ALWAYS—THE STANDARD OF THE WORLD!

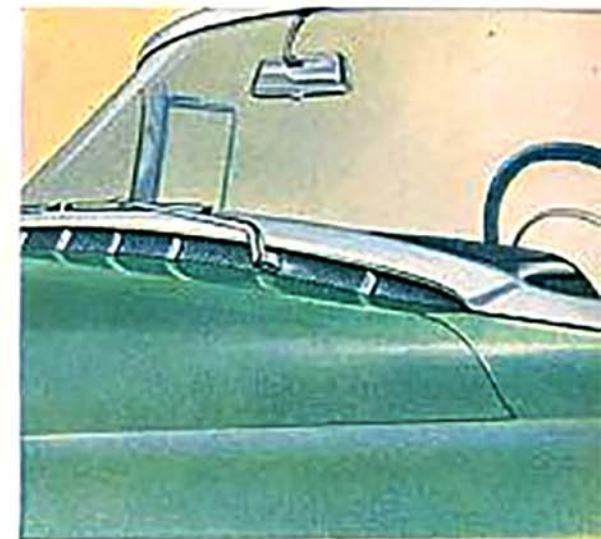


Convertible tops are available in tan, black, blue or green. The entire top assembly is constructed with an inner layer of rubber for added insulation and waterproofing. Top material is a durable, high-count rayon and cotton.

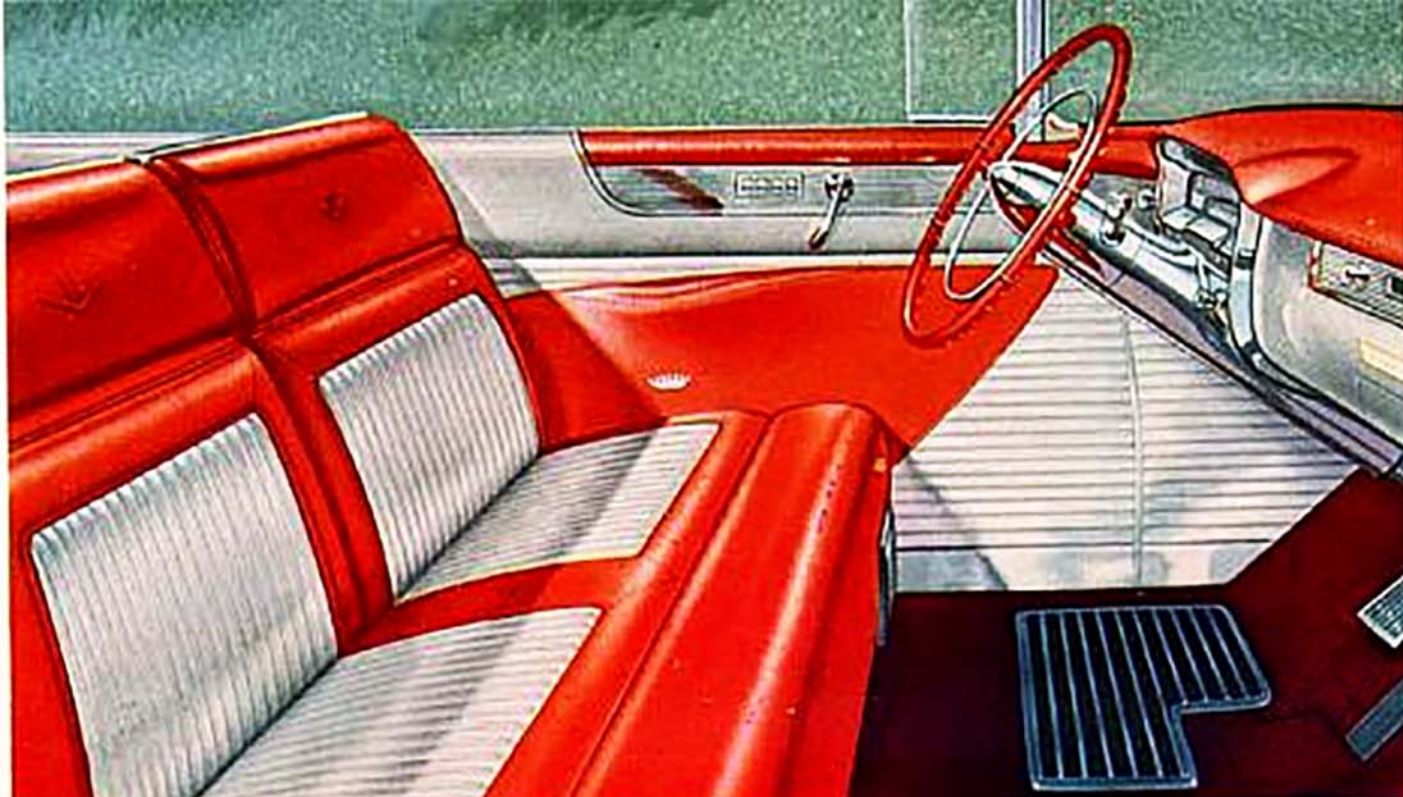


The Series 62 Convertible features the panoramic windshield, which completely eliminates corner posts and provides virtually unlimited driver vision. The window lifts and seat adjuster are electrically operated.

■ One of the best loved motor cars in all the world, the Cadillac Convertible this year is new in styling, finer in performance and more glamorous than ever in its interior decor. Three inches longer in wheelbase and over two inches lower in silhouette, the 1954 Convertible features the dramatic "dropped door" silhouette, new panoramic windshield, new cowl air intake, new dual exhaust ports, new grille and new styling lines and trim throughout. Its all-leather interiors have been completely restyled—and are offered in combinations of dark and light leather. Interior color options include two-tone green or blue, green or blue with white, and solid red, black or tan. Here, most certainly, is one of the most beautiful and dramatic Cadillac cars ever designed.

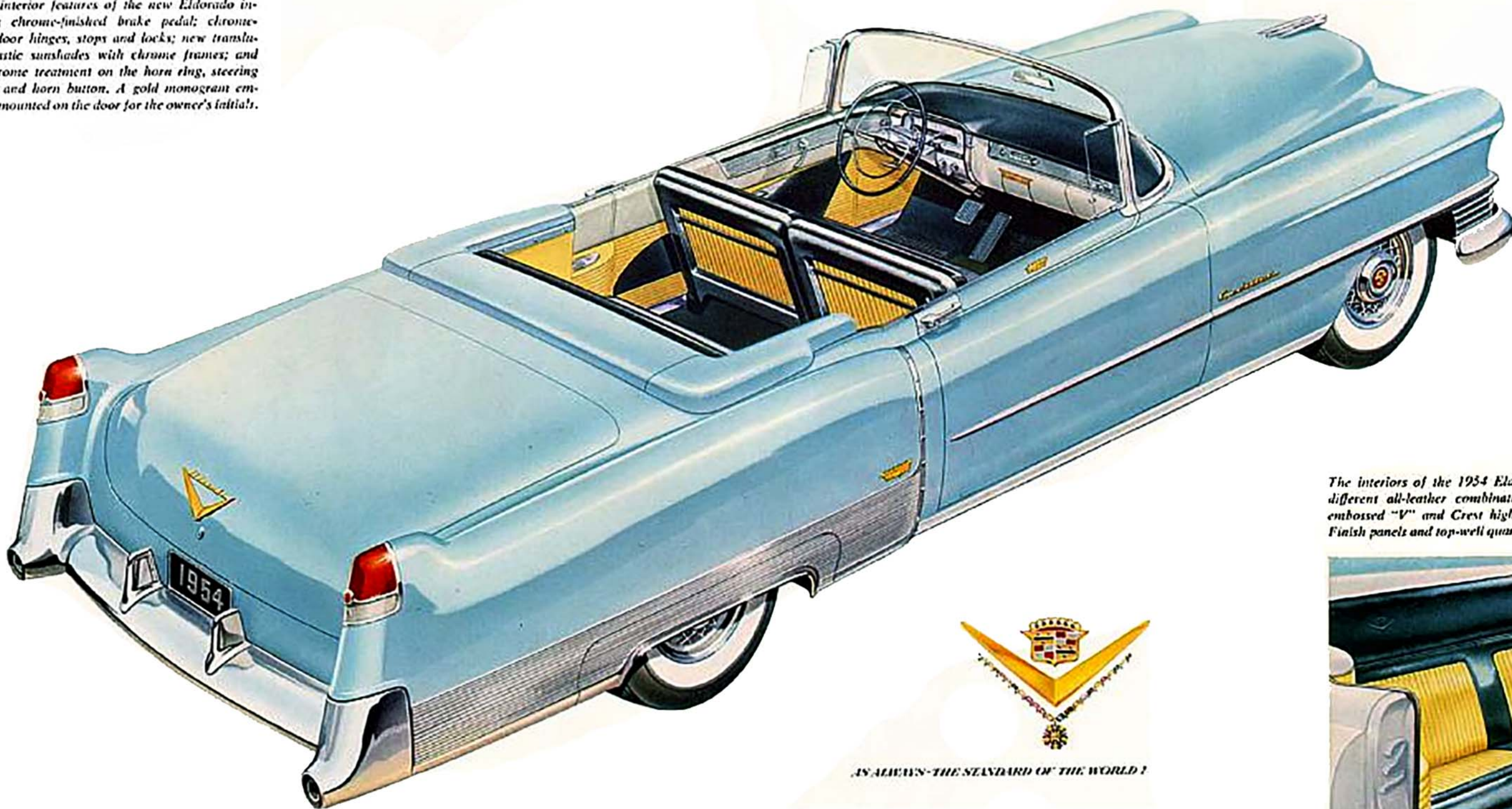


As do all 1954 Cadillacs, the convertible features a new cowl air intake extending across the base of the windshield. This feature, a fresh note in Cadillac styling, provides increased ventilation to the interior.



Special interior features of the new Eldorado include a chrome-finished brake pedal; chrome-plated door hinges, stops and locks; new translucent plastic sunshades with chrome frames; and new chrome treatment on the horn ring, steering column and horn button. A gold monogram emblem is mounted on the door for the owner's initials.

The following equipment is standard at no extra cost on the Eldorado Special Convertible: Cadillac Power Steering • Cadillac Power Brakes • Hydra-Matic Transmission • Heater • Radio • Wire Wheels • White-wall Tires • Electrically-operated Front Seat Adjustment • Electrically-operated Window Lifts • Fog Lamps • Windshield Washers • Directional Signal Lights • Dual Back-Up Lights • Plastic Sun Visors • Glare-proof Rear-view Mirror • Automatic Glove Box Light • Automatic Luggage Compartment Light • Automatic Courtesy Lights • Parking Brake Warning Signal • Cigarette Lighters (front and rear) • Oil-Bath Air Cleaner • Oil Filter • License Plate Frames.



The Cadillac ELDORADO

for 1954

The interiors of the 1954 Eldorado are entirely new, and are offered in eight different all-leather combinations of red, yellow, black, blue or white. An embossed "V" and Crest highlight both the front and rear seat-back bolsters. Finish panels and top-well quarter panels are in a blue and silver diamond pattern.



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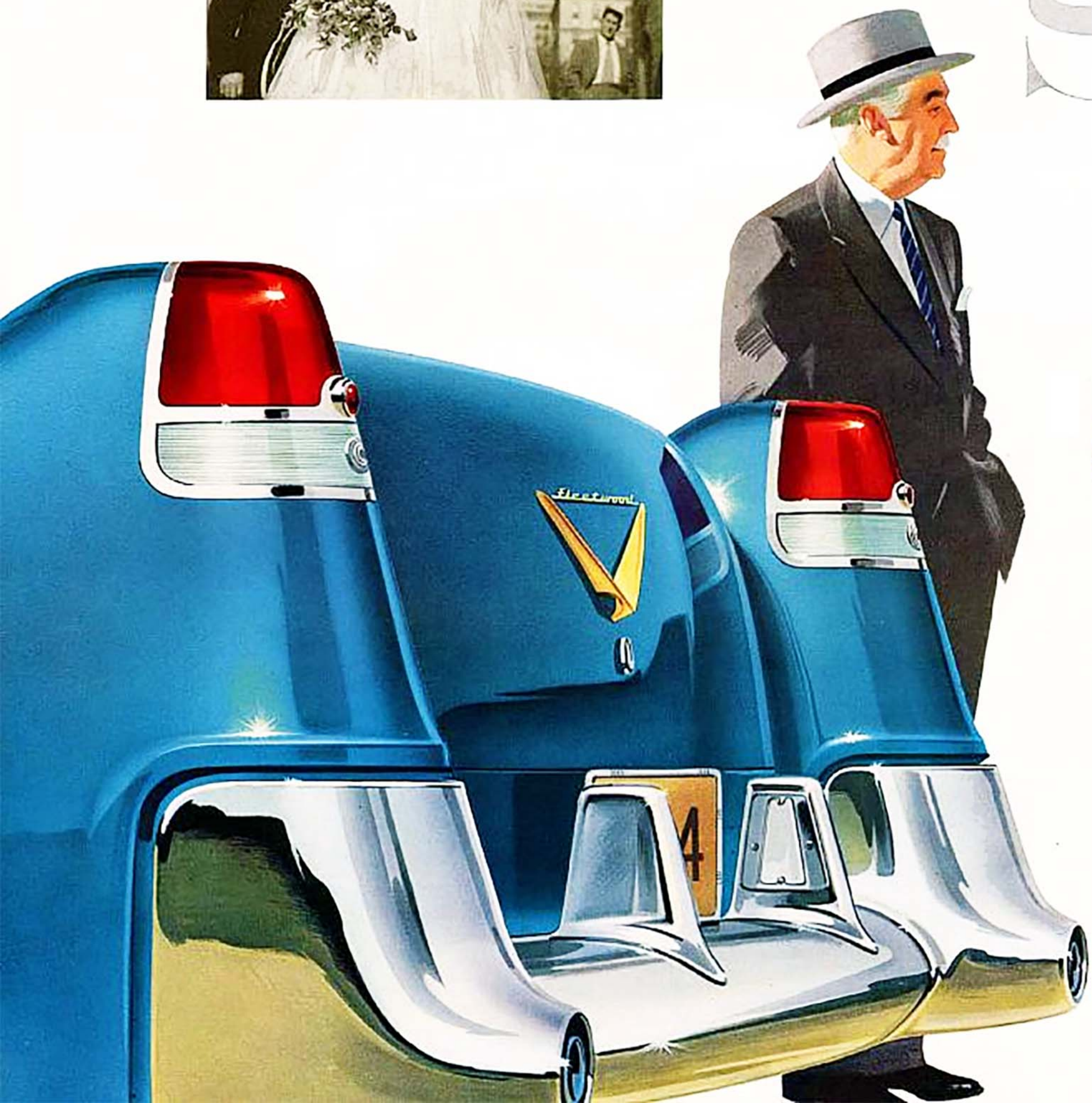
■ The most recent addition to the Cadillac family, the Eldorado blends the beauty and excitement of contemporary sports design with the basic soundness and excellence of the industry's finest engineering. Its remarkable "dropped door" design gives the Eldorado an unusually low silhouette—while its panoramic windshield, Fiberglass top cover, chrome panels and gold-plated crests on the rear fenders, wire wheels, and many other unusual styling features give the Eldorado a character all of its own. Four special body colors, Aztec Red, Azure Blue, Alpine White and Apollo Gold, match the brilliance of the car's interiors. Admirers of the Eldorado will be delighted to learn that this magnificent Cadillac creation is considerably lower in price for 1954. Far more beautiful . . . vastly improved in performance . . . and more practical to own and operate . . . it is, most certainly, a motorist's dream come true.



IS ALWAYS THE STANDARD OF THE WORLD!

THE SERIES

Seventy Five



■ Nowhere could you find more convincing evidence of Cadillac's ability to create motor cars of great dignity and character than in the Series 75. Primarily built for many years as a formal, chauffeur-driven vehicle, the Series 75 has been a great favorite with a limited, exclusive clientele. But in recent years, Cadillac's advancements in styling, in economy and, particularly, in performance have greatly widened the usefulness of this extraordinary motor car. More and more motorists are discovering that it is a splendid choice as an owner-driven vehicle for everyday use. Its unusually spacious interior, capable of carrying as many as eight persons in complete comfort, makes it ideal for large families. Its trim, graceful styling fits easily into an atmosphere of family living. And its great responsiveness, wonderful steering and handling ease, and quick, easy grace on the highways, make it an inspiration to drive. And so, to Series 75's position as the world's most distinguished motor car, must now be added its title as one of America's most useful family cars. And that, we are sure you will agree, is an unbeatable combination.



AS ALWAYS—THE STANDARD OF THE WORLD!



The Cadillac

SERIES

75

for 1954



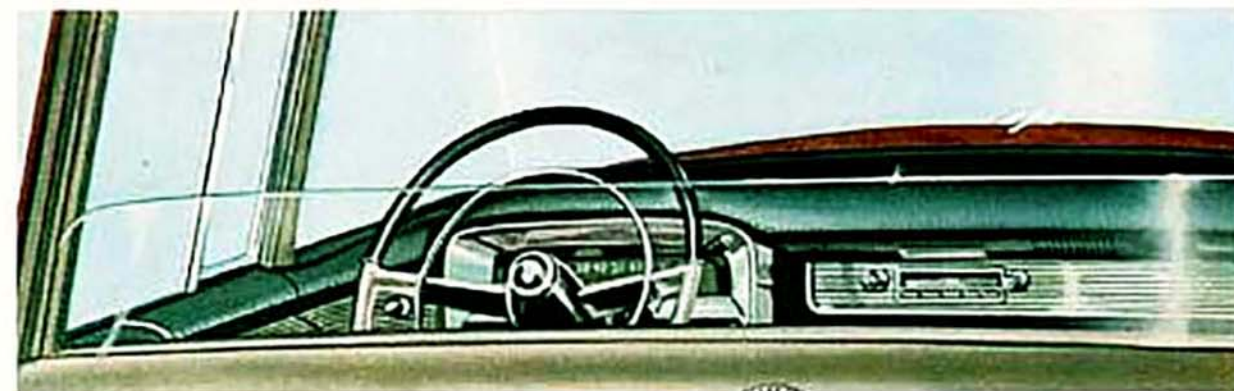
The interiors of the Series 75, in both the Sedan and the Limousine, feature light-tinted Bedford cord or broadcloth upholstered in a tufted motif. New patterns are available in gray, tan or blue in either fabric. The front compartment of the Limousine is executed in either blue or black leather. The extra-wide center arm rest and side arm rests with lighters and ash receivers provide an added note of luxury in the rear compartment.



The two auxiliary seats in the Series 75 rear compartment fold flush into the seat-back panel when not in use. Other features of the rear compartment include the electric clock which is mounted in the center of the front seat-back molding, the robe cord and assist handles.

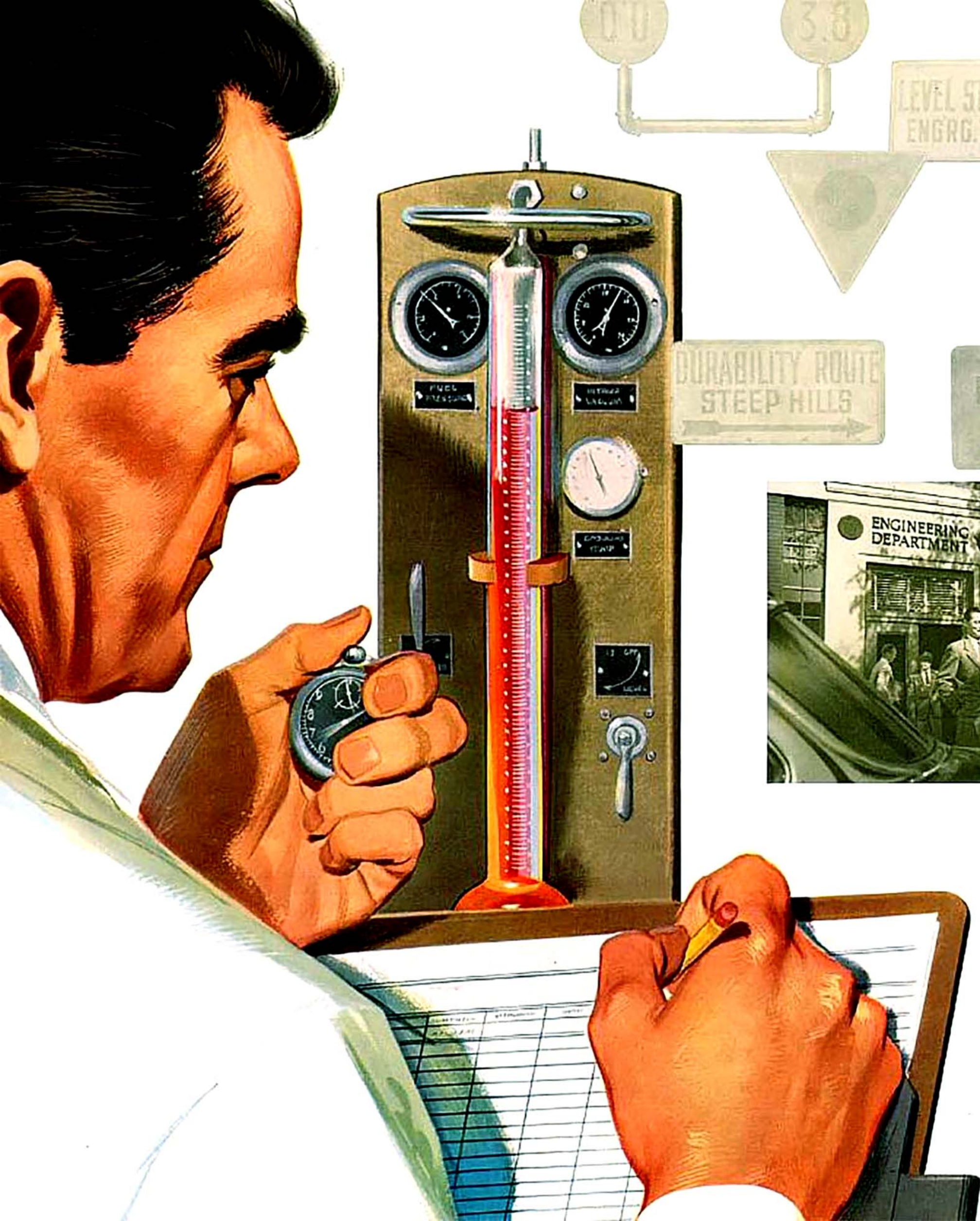


■ The many styling advancements which you have seen in the other 1954 Cadillac series are, perhaps, brought to their fullest stature in the Series 75. The biggest and roomiest of all Cadillacs, the new Series 75 is 149¾ inches in wheelbase. New dignity and bearing are apparent throughout its exterior styling . . . its more massive grille; its longer, lower lines; its increased areas of vision; its new rear-end assembly; and countless other new details of design. The car's interiors—long regarded as the standard of luxury in motor car travel—are roomier and more beautifully appointed than ever before. And this new Series 75—despite its added size and luxury—is vastly more responsive and powerful, and far easier to drive and handle. This distinguished motor car is available as an eight-passenger Limousine with a glass-dividing partition or as an eight-passenger Sedan. Either is a tribute to its owner's fine taste . . . and a compliment to his practical wisdom.



The dividing glass in the Series 75 Limousine is lowered and raised electrically from the rear compartment.



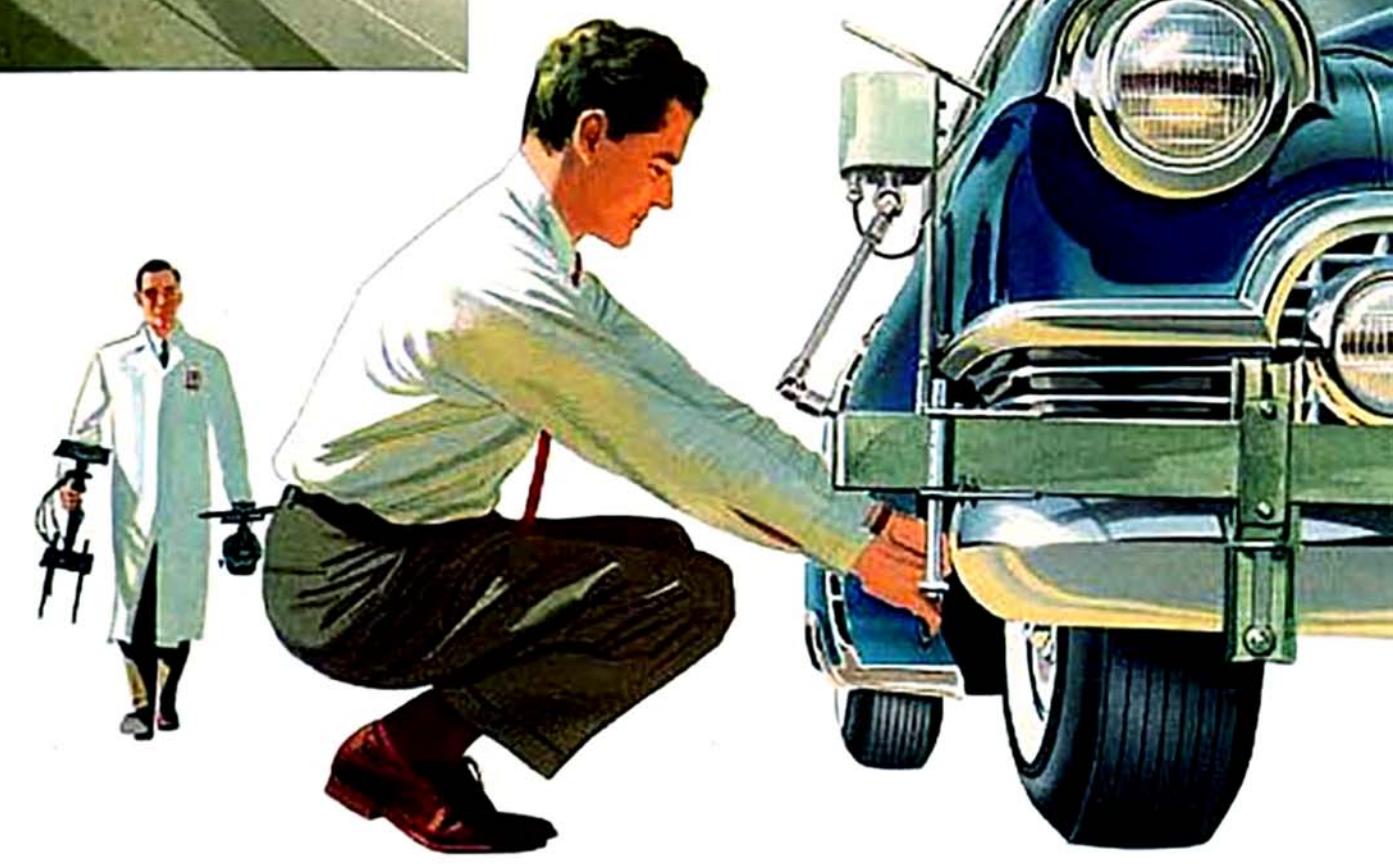


AS ALWAYS—THE STANDARD OF THE WORLD!



Advancements in CADILLAC PERFORMANCE

■ Cadillac's leadership among the world's motor cars is the product of many things. It has come, in part, from Cadillac's leadership in styling. It has come, too, from Cadillac's pioneering in motor car luxury and comfort. And it has come—in perhaps even greater measure—from the car's pacesetter performance. In fact, the list of Cadillac's achievements in automotive performance reads like a chronology of the industry's development. Cadillac, for example, was the first to offer electric starting to the motoring public . . . as it was with electric lighting and ignition. Cadillac, too, introduced the first V-8 engine to America, inaugurated Knee Action and Ball Bearing Steering, and introduced the great Hydra-Matic Drive to the fine car field. Through the years, countless other performance features which motorists now accept as standard motor car equipment were made available first in the Cadillac car. 1954 is no exception to this great Cadillac tradition. For, as you will see, Cadillac has this year brought forth some of its most significant and important performance advancements—and has proved, once again, that the introduction of a Cadillac car is the measure of the industry's progress.



NEW 230 HORSEPOWER ENGINE

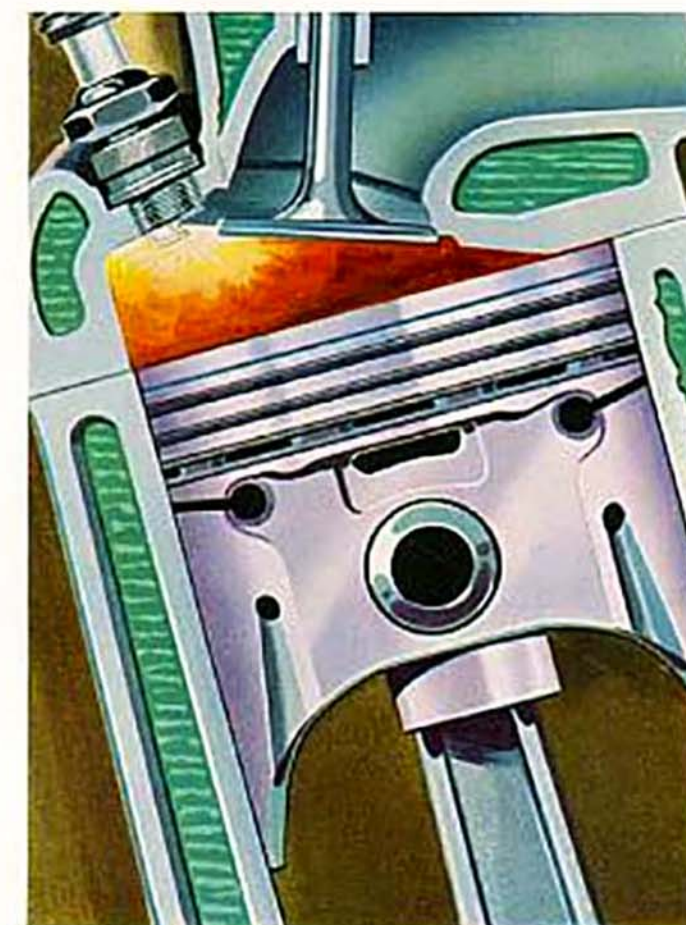
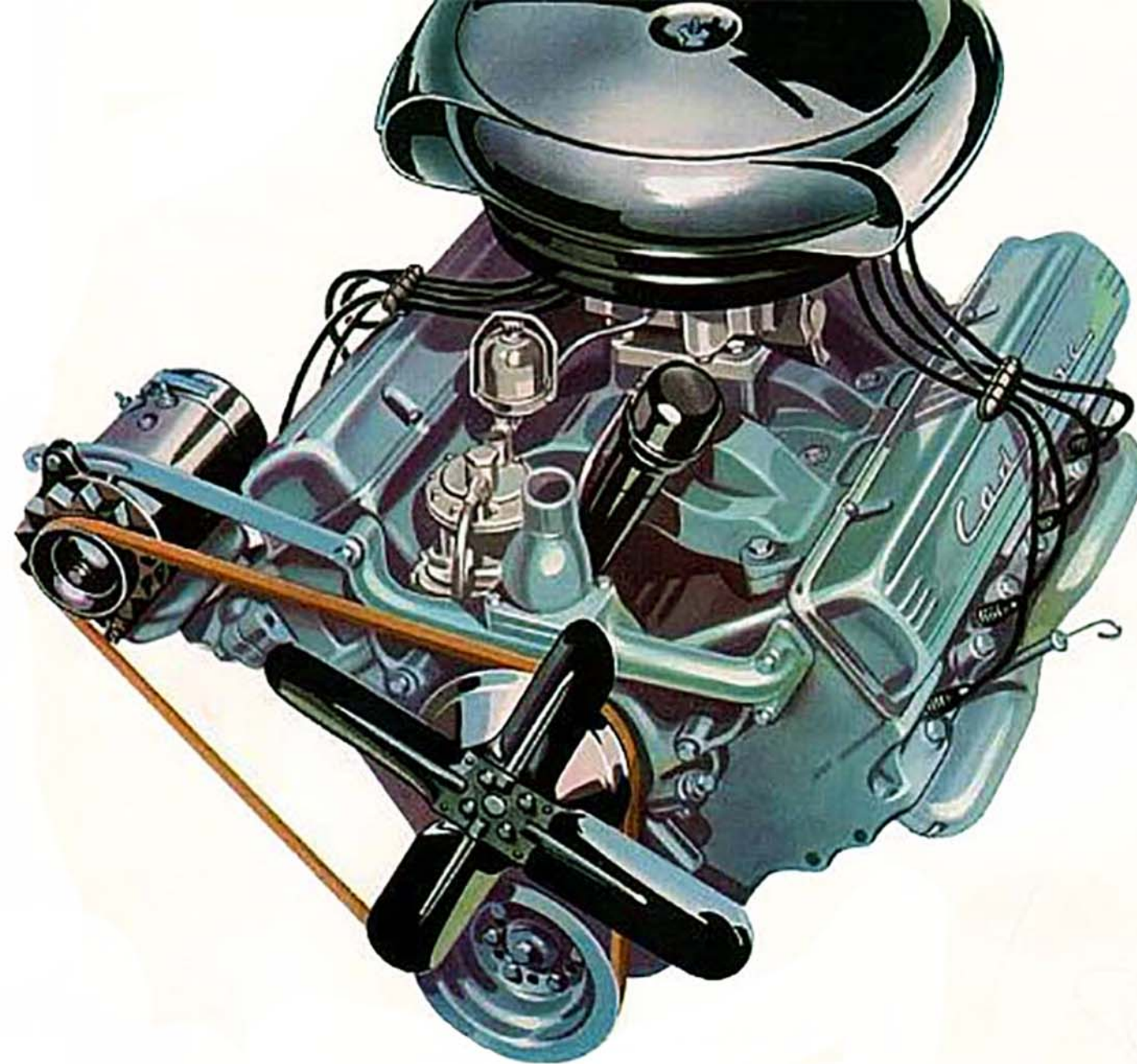
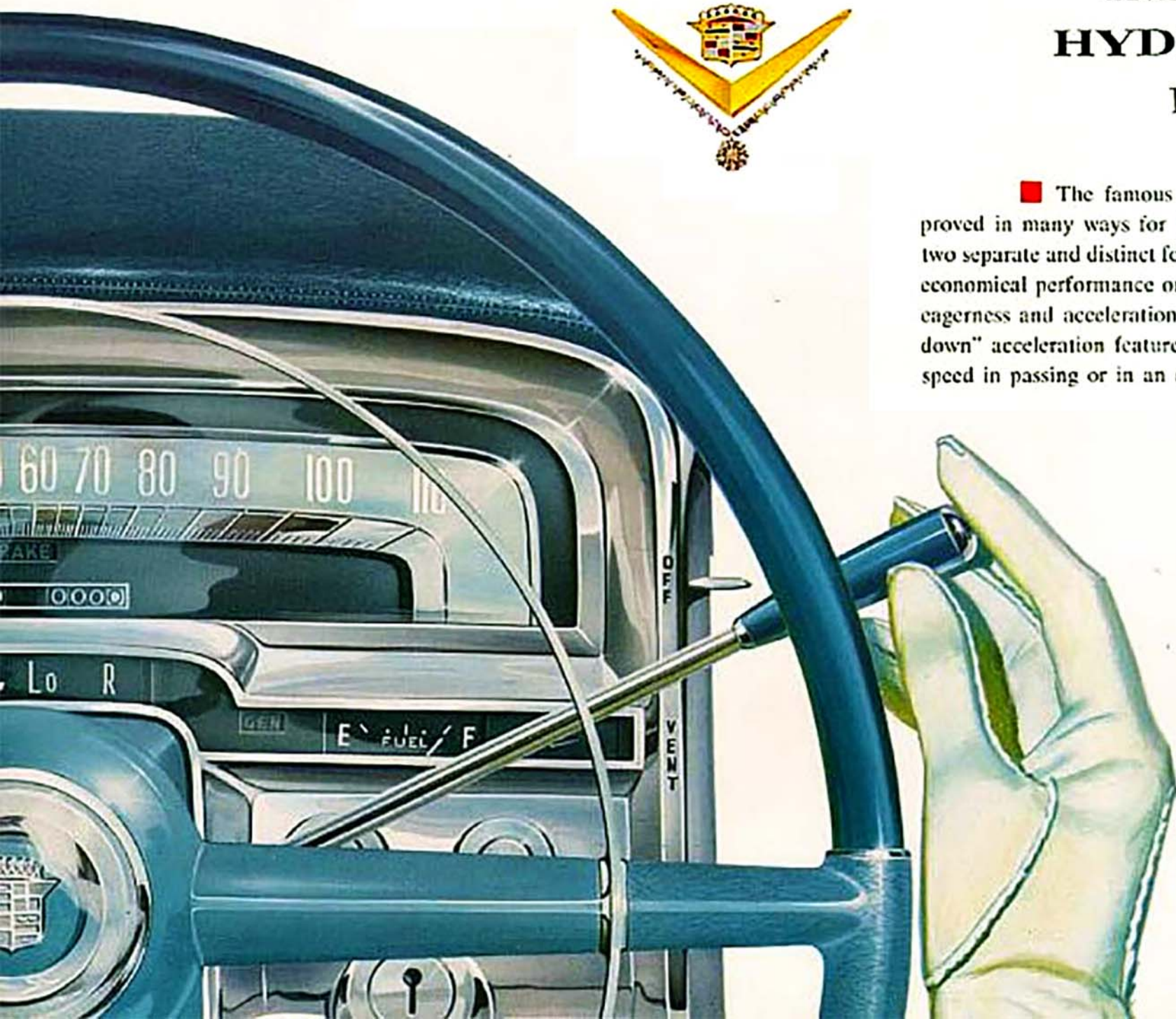
Just as Cadillac introduced the V-8 engine to America, so Cadillac has remained, through the years, the master builder of this great power plant. With the introduction of the 1954 Cadillac engine, Cadillac once again reaffirms its position. Featuring an increase of almost 10% in horsepower, this new Cadillac overhead valve V-8 engine is more responsive and eager in traffic, more dependable and economical in operation, and even smoother and quieter in performance. With an 8.25 to 1 compression ratio, the new Cadillac power plant naturally retains many of the features which have been proven during the past year, including the four-barrel carburetor and the dual exhaust system. A multitude of refinements and advancements, however, has been introduced, including a new twelve-volt distributor and regulator, and a new starting motor. One ride in a new 1954 Cadillac will demonstrate, beyond any question, that this new Cadillac power plant sets a new world's standard for performance and efficiency.

AS ALWAYS—THE STANDARD OF THE WORLD!

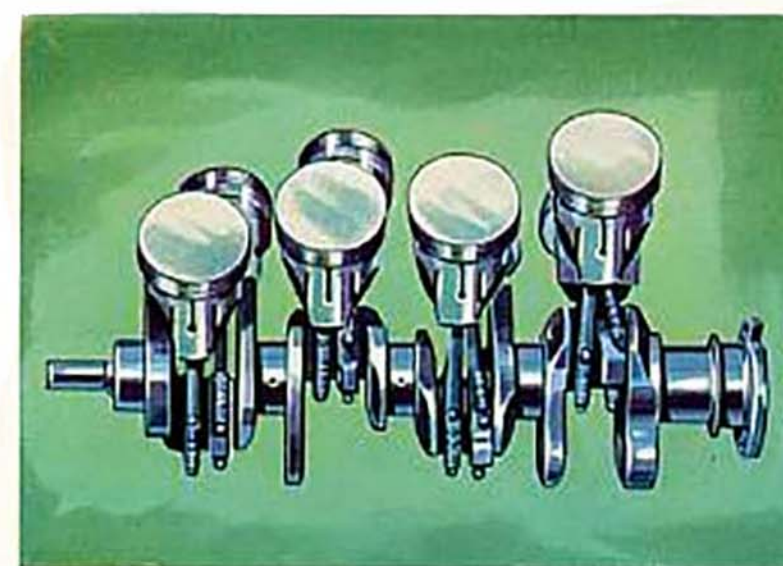


IMPROVED HYDRA-MATIC DRIVE

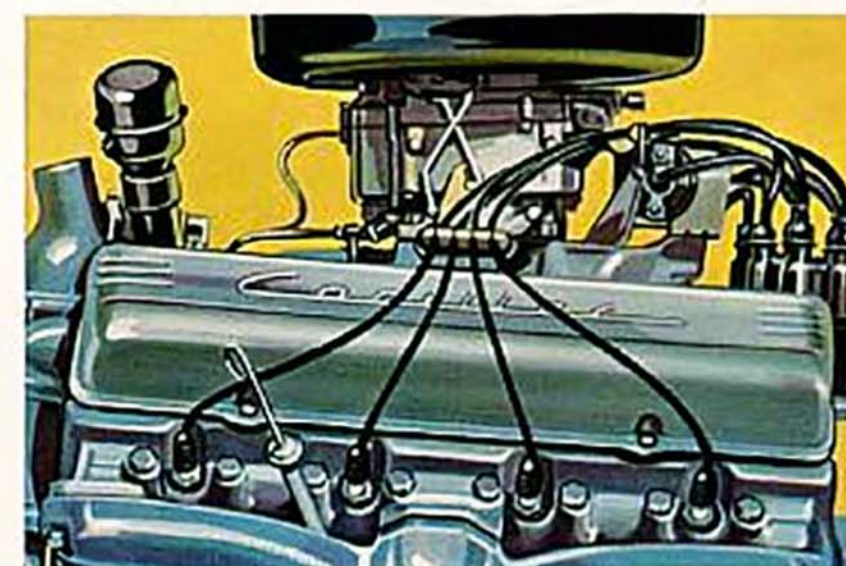
The famous General Motors Hydra-Matic Drive is improved in many ways for 1954. This renowned transmission provides two separate and distinct forward driving ranges—one for smooth, quiet, economical performance on the open road . . . and another for greater eagerness and acceleration during city and mountain driving. A "step down" acceleration feature is also provided for an additional burst of speed in passing or in an emergency. Numerous refinements of design and construction have made the Hydra-Matic Drive smoother, more responsive and more dependable than ever before. Gear changing is now so easy and quiet that the driver is conscious only of a continuous flow of power . . . and operation is so ideal that the driver feels complete mastery over every motoring situation. This improved Hydra-Matic Drive—teamed with the great new Cadillac engine—provides a performance combination that is unexampled in all motor car history.



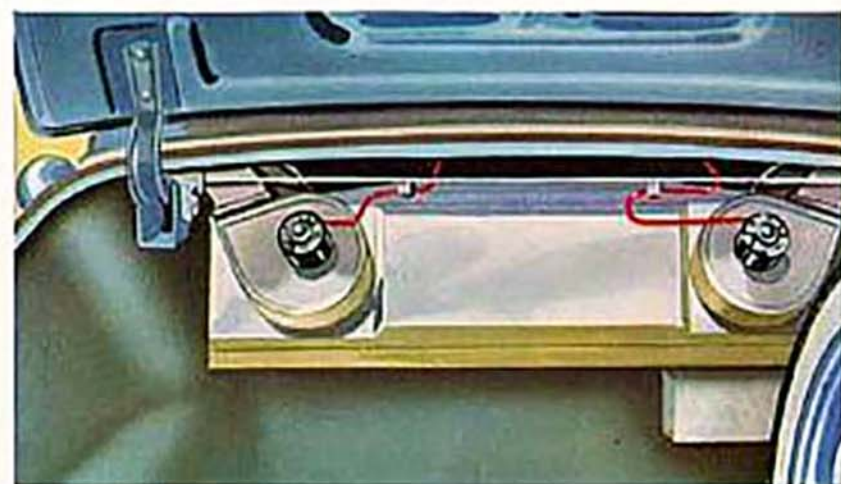
Large, high-lift intake and exhaust valves, large valve ports, twin exhaust manifolds, tailpipes and mufflers contribute to efficient breathing, which is a major factor in the exceptional power and performance of the 230-horsepower Cadillac engine.



The Cadillac crankshaft, connecting rod and piston assembly are scientifically designed to minimize friction and reduce weight. The use of a new chromed top piston ring and a piston head of larger diameter adds to the performance and the longevity of this world famous engine.



Cadillac's advanced 12-volt electrical system contributes to high-compression performance and sure, quick, positive starting. Splash-proof distributor and waterproof ignition wiring assure dependable engine operation regardless of the weather. These features are standard equipment on all 1954 Cadillac models.



Improved Cadillac AIR CONDITIONER

■ Not in recent years has an automotive innovation been received with such praise as the Cadillac Air Conditioner. Amazingly simple to operate, the Cadillac Air Conditioner will lower the car's interior temperature to any comfortable point desired . . . while both recirculating existing air and introducing fresh air into the car. This wonderful Cadillac feature will also keep the car free from dust and pollen. The system consists of a compressor, condenser, refrigerant, evaporator and two blowers. The outlets are located either on each side of the package shelf or beneath the headlining of the car. Especially popular in the warmer sections of the country, the Cadillac Air Conditioner is also gaining great favor over the rest of America . . . and is now becoming accepted as a welcome and valuable addition to motoring. We sincerely urge you to ask for a demonstration of the Cadillac Air Conditioner before you place your order. It's available at extra cost on all 1954 closed models.



AS ALWAYS—THE STANDARD OF THE WORLD!

Refined POWER STEERING

■ The popularity of Cadillac Power Steering during past years is a telling indication of its contribution to driving ease. And for 1954, Cadillac Power Steering provides greater steering assistance than ever before. Hydraulically operated, it eliminates up to 75% of all normal steering effort. The steering ratio has been lowered, thereby reducing the amount of "wheeling" necessary to turn and park. Yet, because its assistance is "graduated," Cadillac Power Steering does not interfere with the driver's steering habits—or eliminate any of his "feel" of the highway. Cadillac Power Steering is standard equipment on all models.



New Auxiliary POWER BRAKING

■ The introduction of Cadillac Auxiliary Power Braking is an important step in the development of greater safety and driving ease for Cadillac owners. This remarkable unit . . . standard equipment on the Eldorado and optional at extra cost on all other models . . . gives power assistance for braking and enables the driver to make even the severest stops with ease. Cadillac Auxiliary Power Braking also facilitates faster brake action, and assures complete driving safety. Should the unit become inoperative, the regular braking system remains in operation. Ask for a demonstration of Cadillac Auxiliary Power Braking before you order. You'll find it a substantial contributor to your motoring contentment.

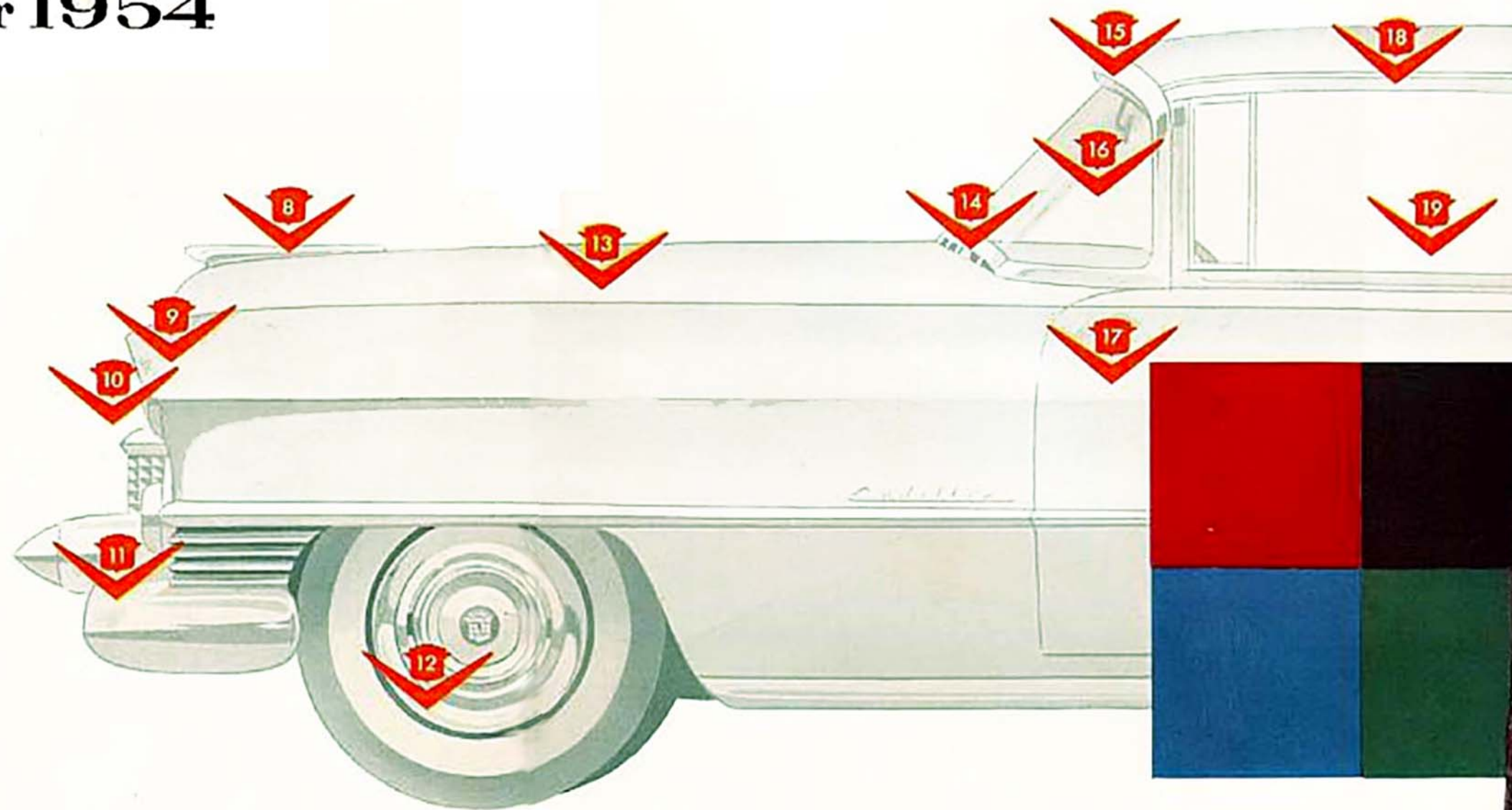
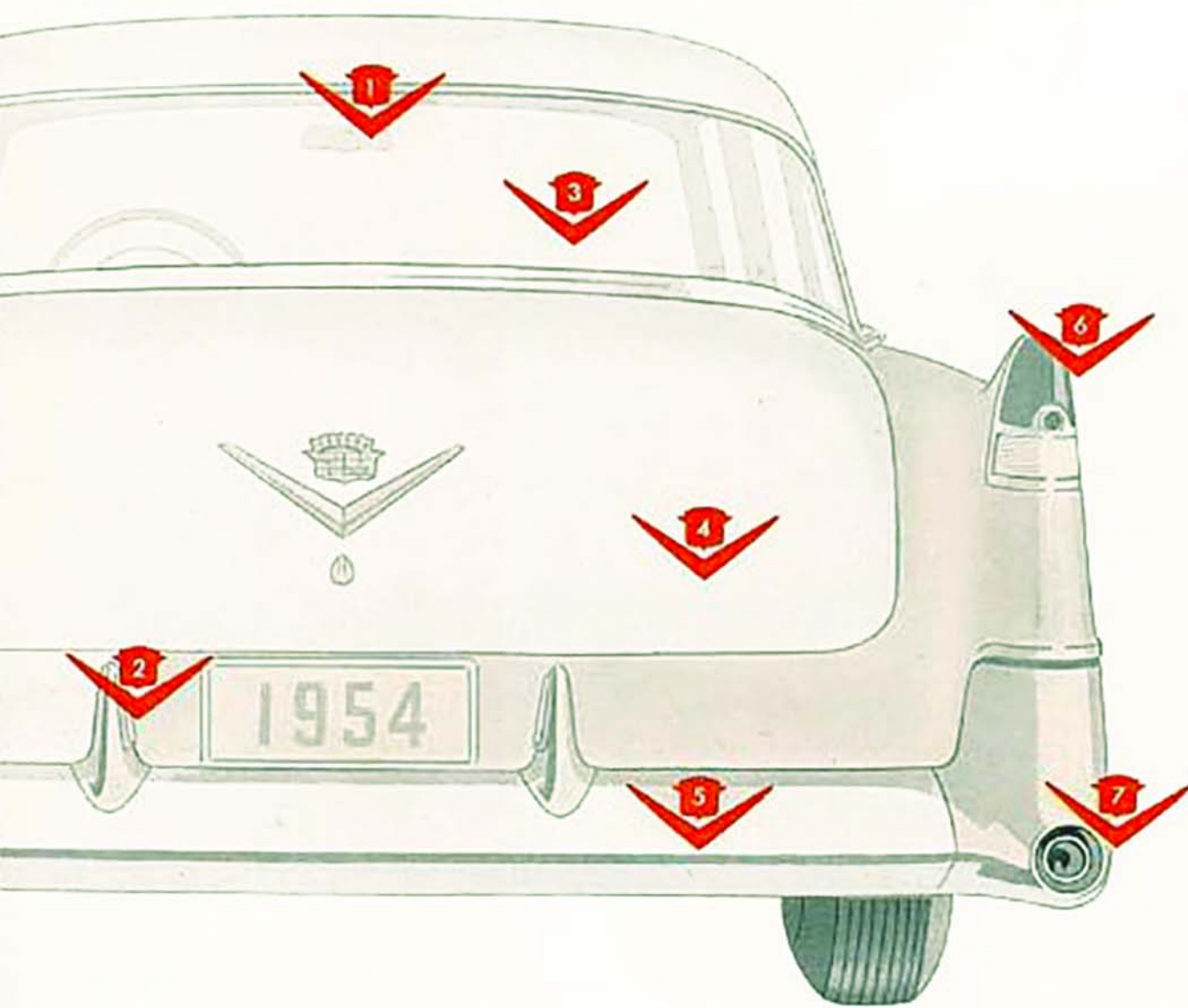




Advancements in
CADILLAC STYLING
 for 1954

■ Having already studied the various series and models that Cadillac offers for 1954, you certainly know that this is one of Cadillac's great years in styling. The car has been completely redesigned—with a longer, lower silhouette . . . with cleaner, more graceful lines . . . with greater majesty and bearing in every detail. And the car's completely new interiors—beautifully appointed and executed in a dazzling array of gorgeous fabrics and fine leathers—are, beyond any question, the most gracious and glamorous ever offered. These advancements in Cadillac styling are highlighted on this page. We hope you will study them carefully—for in doing so, you will gain a better understanding of the styling features that will inspire the industry for years to come.

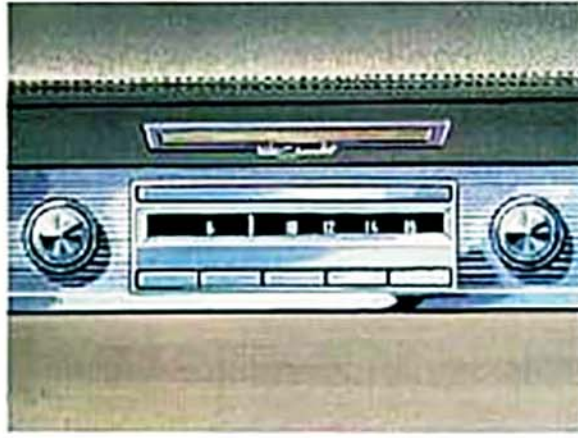
1. New low roof silhouette.
2. New license plate lights.
3. New wider rear window.
4. New deck lid.
5. New rear bumper and guards.
6. New rear fender, tail-light fins.
7. New circular exhaust ports.
8. New hood ornament.
9. New headlamp visors.
10. New grille styling.
11. New front bumper and guards.
12. New wheel discs.
13. New lower hood and fender lines.
14. New cowl air intake.
15. New roof overhang.
16. New panoramic windshield.
17. New door styling.
18. New overhanging door reveal-moldings.
19. New all-around visibility.





FOG LAMPS* for 1954 are an integral part of the grille assembly. When fog lamps are selected, the parking and turn-signal lights are incorporated in the unit.

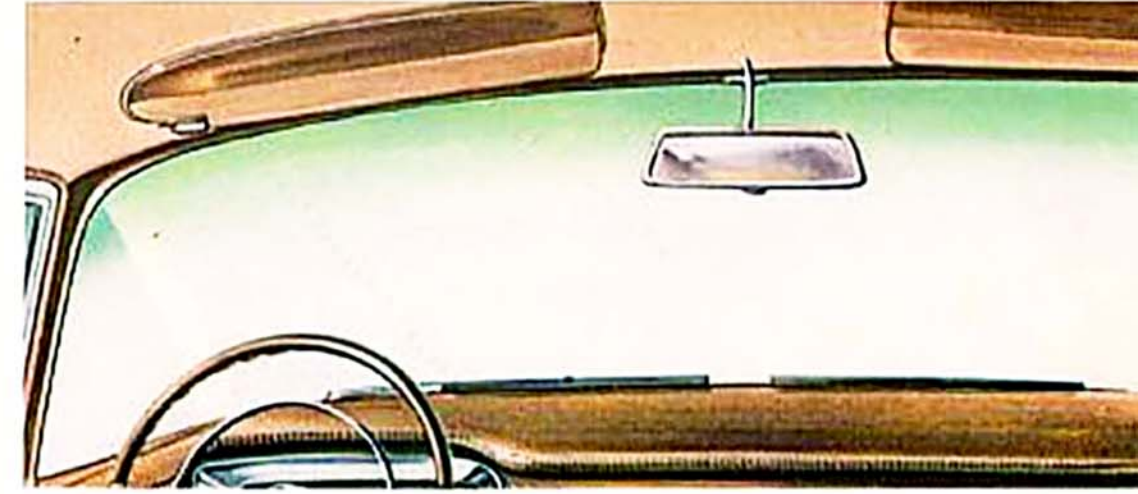
SIGNAL-SEEKING PRE-SELECTOR RADIO* automatically selects the strongest signals in the area at the touch of the selector bar. In addition, five push buttons can be set for favorite stations.



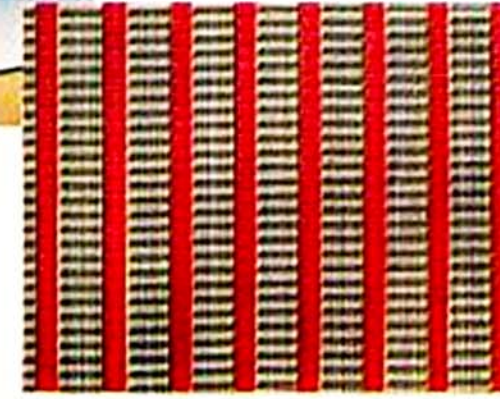
VISOR VANITY MIRROR is among the most useful of all Cadillac accessories. Decorated with the Cadillac script, it is of highest quality construction. Standard equipment on all 1954 models.



CADILLAC AUTRONIC-EYE* automatically dims the Cadillac's lights when a car is approaching, raises them after it has passed. An unusually popular feature, the Autronic-Eye takes much of the guesswork out of night driving.



E-Z-EYE GLASS* consists of a tinted green plastic, set between layers of plate glass. Because the tinted area is "graduated," it protects the driver from sun without interfering, in any way, with vision. Available for all window areas.

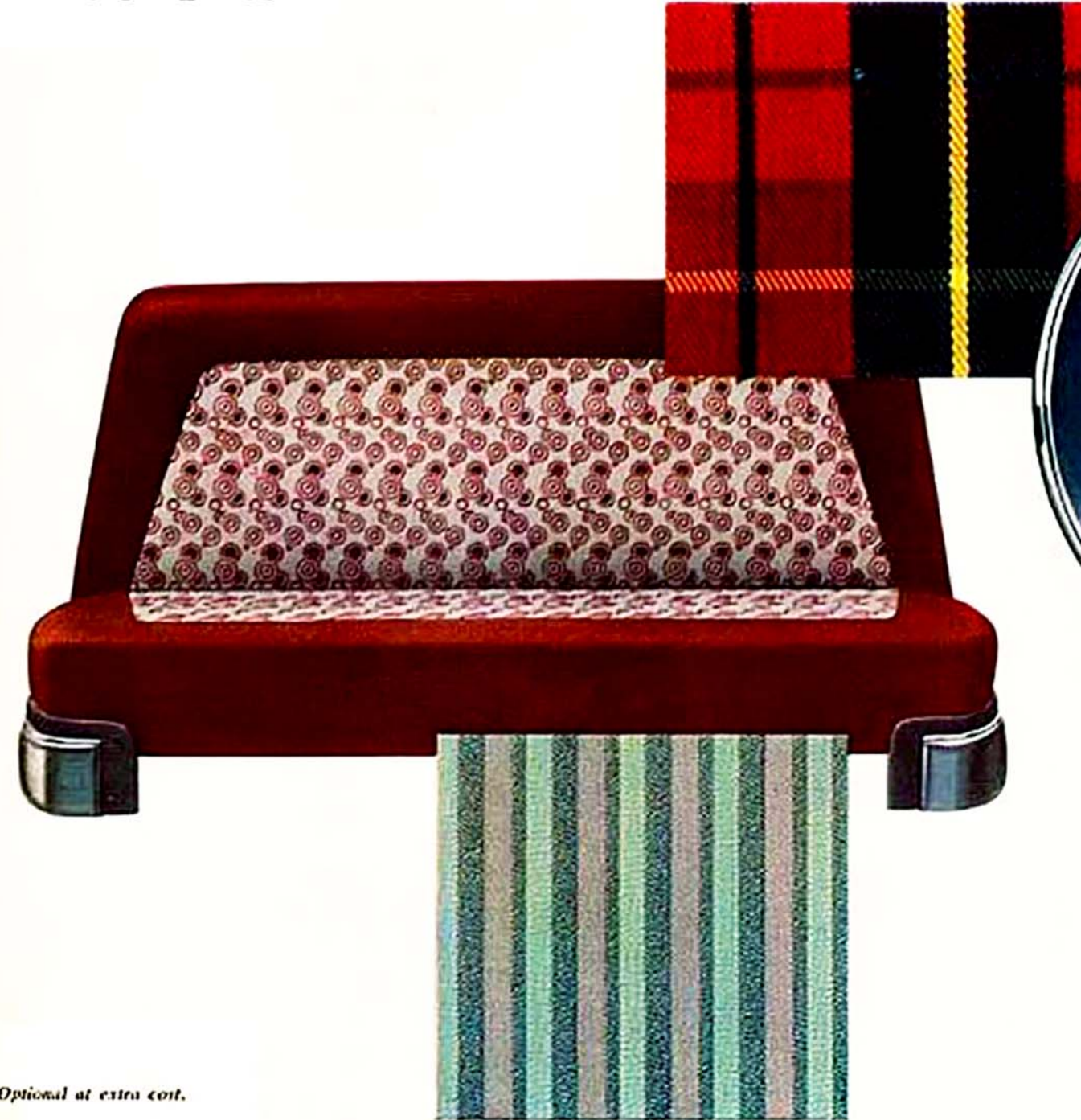
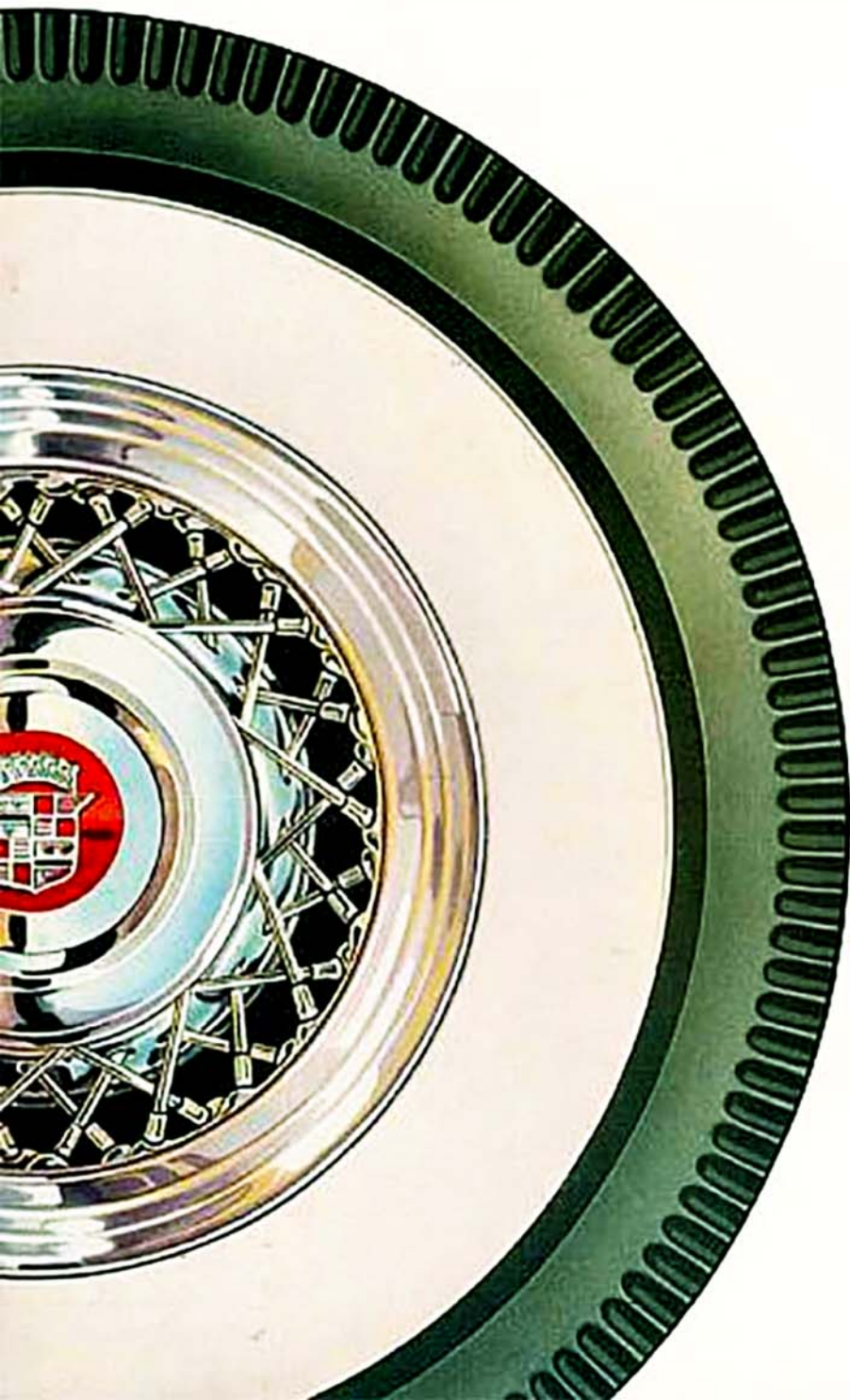


Cadillac Standard and Optional

ACCESSORIES for 1954

■ While the Cadillac car is always designed for maximum comfort, beauty and convenience, it is, quite naturally, impossible to incorporate all of the varied and individual wants of every motorist in the car's design. For this reason, Cadillac makes available each year a wide selection of accessories which enables each Cadillac owner to personalize his own motor car exactly as he wishes. We feel that the accessory selection for 1954 is the finest we have ever offered. Many of the more important accessories are presented here for your study and consideration—but a great many others are also available. We suggest that you go over the complete accessory list with your dealer at the time you order your new Cadillac. We are certain you will find almost any feature of convenience, comfort or styling that you desire.

WHEEL ACCESSORIES include standard wheel discs, styled with the Cadillac crest; and wire wheels,* which not only add beauty to the car, but improve brake cooling as well.



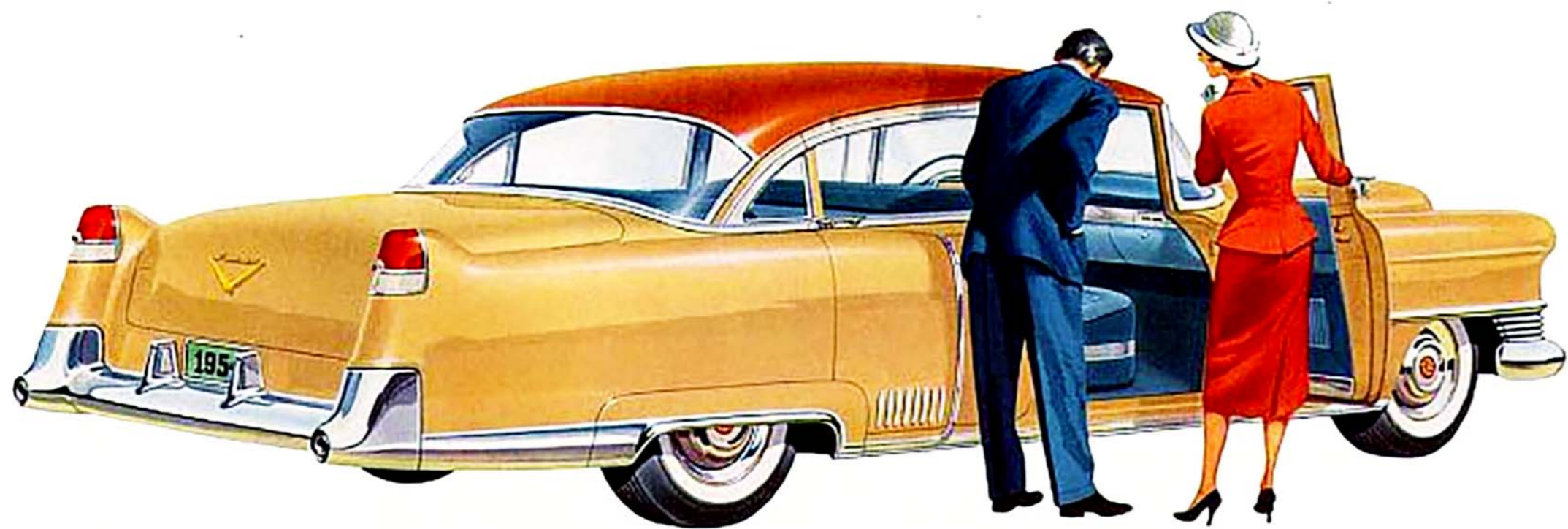
*Optional at extra cost.



OUTSIDE MIRROR, constructed of special plate glass, assures greater driving safety. Standard equipment on all Cadillac models for 1954.

We invite your
personal inspection and
demonstration of these
magnificent new motor cars

■ We hope that you have enjoyed looking through this portfolio of the new 1954 Cadillacs—and that you have sensed, in at least some measure, what a truly great year 1954 is for Cadillac. We would like to emphasize, however, that the new Cadillac must actually be *seen* and *driven* to be fully appreciated. Only by making a personal inspection of the car—and taking your own demonstration ride—will you understand how markedly advanced it is in styling, in luxury and in performance. And so, we sincerely urge you to visit our showroom at your very earliest convenience. We'll be delighted to see you at any time—and we are certain you will find your visit both interesting and educational.



1954 CADILLAC SPECIFICATIONS

ENGINE: Designed and precision-built by Cadillac. Eight-cylinder, overhead 90° V-type, bore 3 1/16", stroke 3 1/2", displacement 331 cu. in. Engine mounted in rubber at three points. Brake horsepower 230 at 4400 RPM. Compression ratio 8.25 to 1.

PISTONS: Aluminum alloy—flapper-type to reduce friction surfaces and permit nesting between crankshaft counterweights. Two compression and one oil ring; top compression ring chrome-plated to minimize wear on cylinder walls; piston surfaces are stellite treated for better wearing qualities and scuff resistance.

CARBURETION: Four-barrel downdraft with equalized manifolding; mechanical fuel pump; oil-bath type air cleaner, intake silencer, automatic choke.

LUBRICATION: Full pressure, OE filter, standard equipment.

GASOLINE TANK: Cap, 20 gallons.

ELECTRICAL SYSTEM: 12 volt lighting and ignition.

HYDRA-MATIC DRIVE: Fully automatic, eliminates clutch pedal and gearshift lever. Consists of a fluid coupling and automatically actuated gear sets providing two driving ranges, a low-speed range and reverse.

REAR AXLE: Hypoid, semi-floating. Differential housing offset to provide for straight-line drive. Ratio 3.07 to 1 on Series 60 Special and Series 62 with 3.26 to 1 optional (standard on Air Conditioner equipped cars). Series 75 is 3.77 to 1.

DIRECTIONAL SIGNALS: Standard equipment.

BACK-UP LIGHTS: Standard equipment.

FRONT SUSPENSION: Cadillac Independent Knee-Action.

SPRINGS: Front independent helical coil type; rear 5-leaf semi-elliptic 59 1/2" long, 2 1/2" wide (Series 75 6-leaf).

BRAKES: 4-wheel hydraulic with 21 1/2 sq. in. braking area. Power Brake*, optional at extra cost.

STEERING: Hydraulic Power, over-all ratio 21.5 to 1.

FRAME: X-type, reinforced side bars with deep X-member junction.

TIRES: Low pressure 4-ply rating 8.00 x 15 (Series 75); 6-ply rating 8.20 x 13L White Sidewall Tires*, optional at extra cost.

WIRE WHEELS: Heavy-gauge steel, chrome plated. Optional at extra cost.

WHEELBASE: 60 Special, 133"; Series 62, 129"; Series 75, 149 1/2".

OVER-ALL LENGTH: Super to bumper, 60 Special, 227 1/2"; Series 62 Sedan, 216 1/4"; Coupes and Convertibles, 223 1/2"; Series 75, 227 1/4".

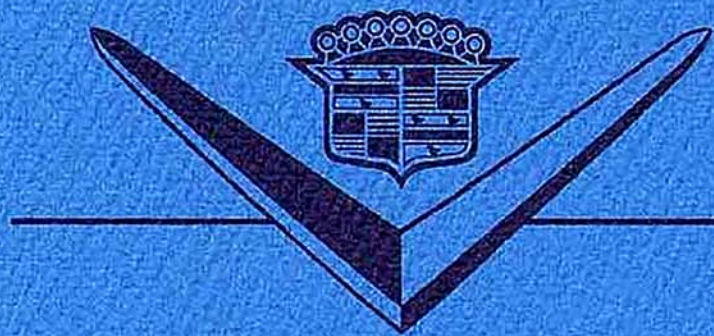
*Excluded on Eldorado.

AS ALWAYS—THE STANDARD OF THE WORLD!



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