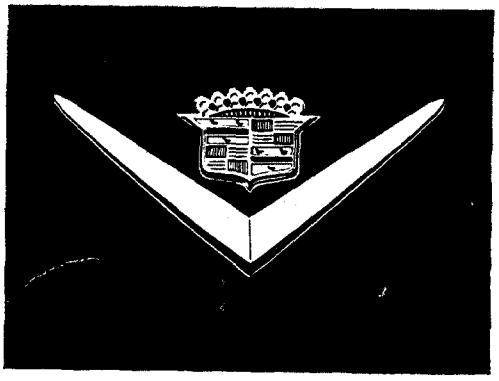


AS ALWAYS—THE STANDARD OF THE WORLD

Introduction

Seldom is the yearly introduction of any motor car greeted with such enthusiastic welcome as that habitually accorded the introduction of a new Cadillac. This is a tribute to the basic quality of a Cadillac, and to the constant and genuine efforts to improve it.

When a motor car manufacturer attempts to capitalize unduly on a minor style trend or unimportant feature, it may, for the moment, capture the public's fancy. For a short while, sales are stimulated . . . much boasting and quoting of sales records is heard . . . there is talk of overtaking the leader. And then suddenly, buyer interest dwindles, sales drop off and the car again takes its rightful place in the sales standings. Time and again it has been proved that success does not endure through these random attempts to excite the motoring public.

In this headlong rush to break sales records by winning temporary acclaim, Cadillac alone, of all motor cars, has remained aloof. Many years ago, Cadillac set its sights on a single goal—to be the standard of the world. It is this standard that promises and rewards Cadillac owners with the finest possible design, materials and craftsmanship. It is because of this standard that the Cadillac motor car enjoys a demand and prestige unprecedented in motor car history. For truly, never before has a motor car been longed for by so many. Once again it proves that there is no real or lasting substitute for quality.

The 1954 Cadillac, like all others before it, offers refreshing new style and mechanical advancements that will be copied in years to come. But above and beyond this, Cadillac offers superior quality—that all-important ingredient that so many of our competitors have, in their haste to succeed, overlooked.

This book tells the story of the 1954 Cadillac.

You will discover many improvements in the Data Book this year. Much has been done to make it an easier, quicker source of information. For example, the first section is:

STYLING

This section points out and explains all the new exterior style changes. This section is followed by:

BODY MODELS

Each body model in the 1954 Cadillac line is shown individually, with the basic specifications, interior dimensions, standard and optional equipment available on that particular model.

INTERIORS

All important interior style features, upholstery colors and fabrics are grouped in this section.

CHASSIS

The complete story of Cadillac chassis features, including Hydra-Matic.

ENGINE

An easily understood write-up of the Cadillac 230-horsepower engine and its benefits to Cadillac owners.

BODY CONSTRUCTION

The story of Cadillac body construction, and why it is America's most comfortable, safest and quietest automobile body.

SPECIAL EQUIPMENT

Includes special equipment standard at no extra cost, such as power steering and windshield washers, and all equipment optional at extra cost such as power brakes, radio, heater, air conditioning, etc. Contains a complete list of accessory groups.

SPECIFICATIONS

A complete reference of all data and specifications on the Cadillac motor car.

MILESTONES

A listing of Cadillac motor car advancements through the years.

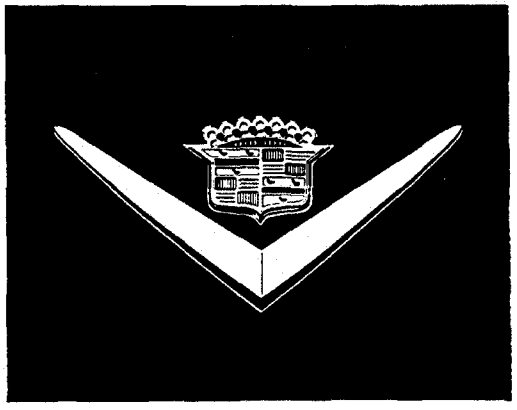
You will find many "firsts" among these accomplishments.

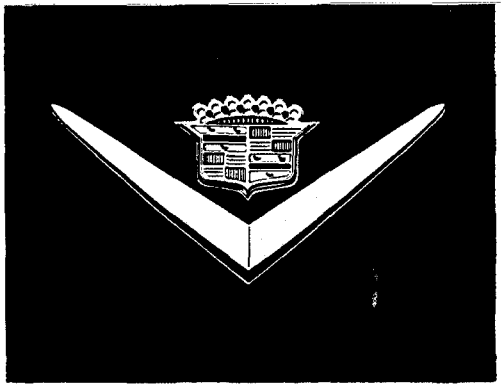
INDEX

A new, enlarged index that includes a thorough cross-reference to all information in the book.

Study this Data Book well. Keep it handy for reference. A well-informed salesman earns the respect and confidence of his customers. And they reward him with their patronage.

AS ALWAYS—THE STANDARD OF THE WORLD



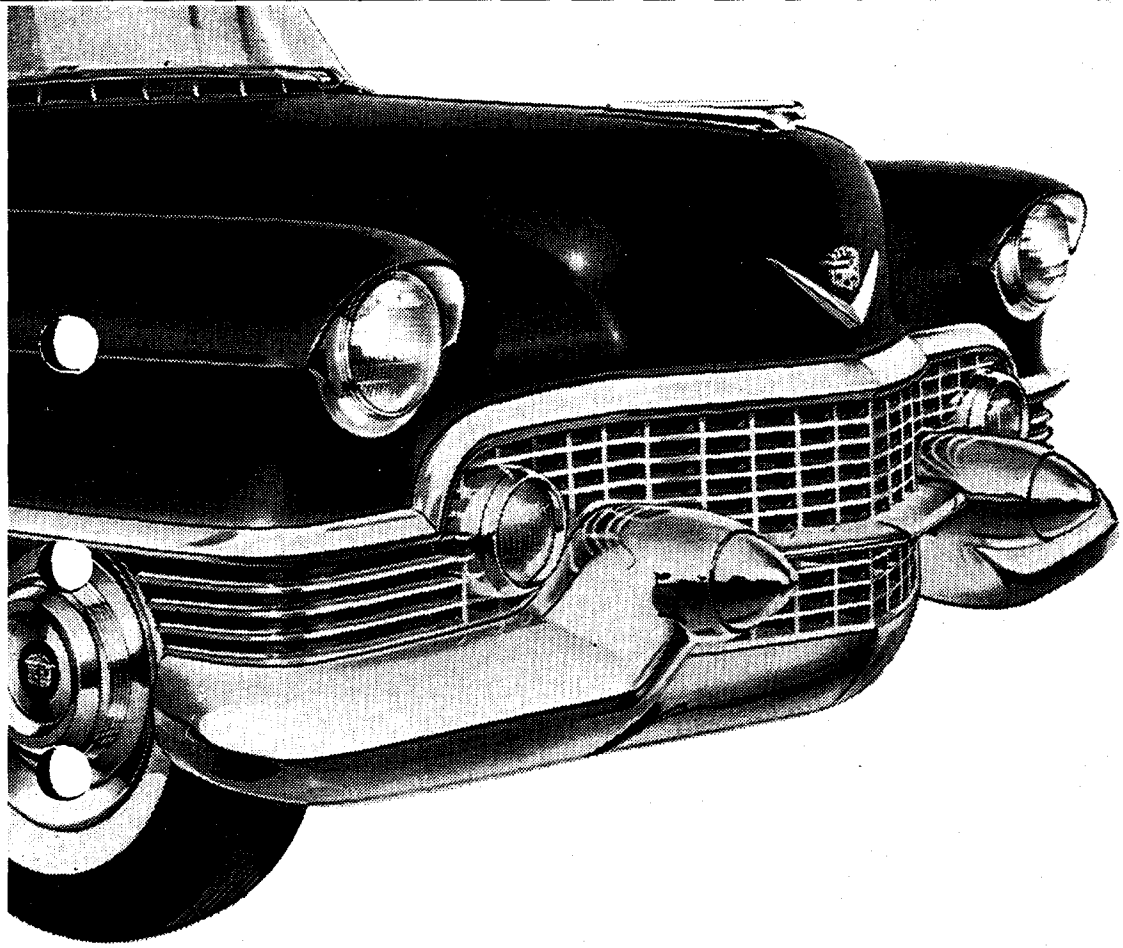


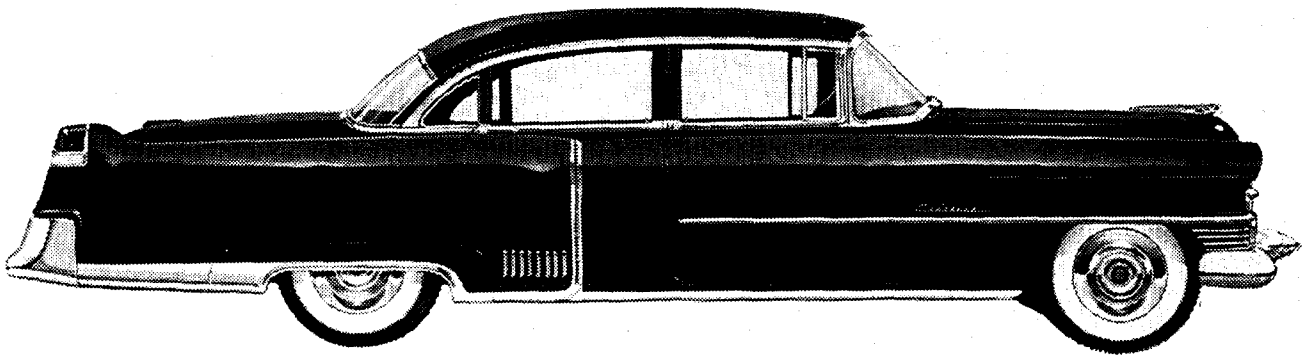
AS ALWAYS—THE STANDARD OF THE WORLD

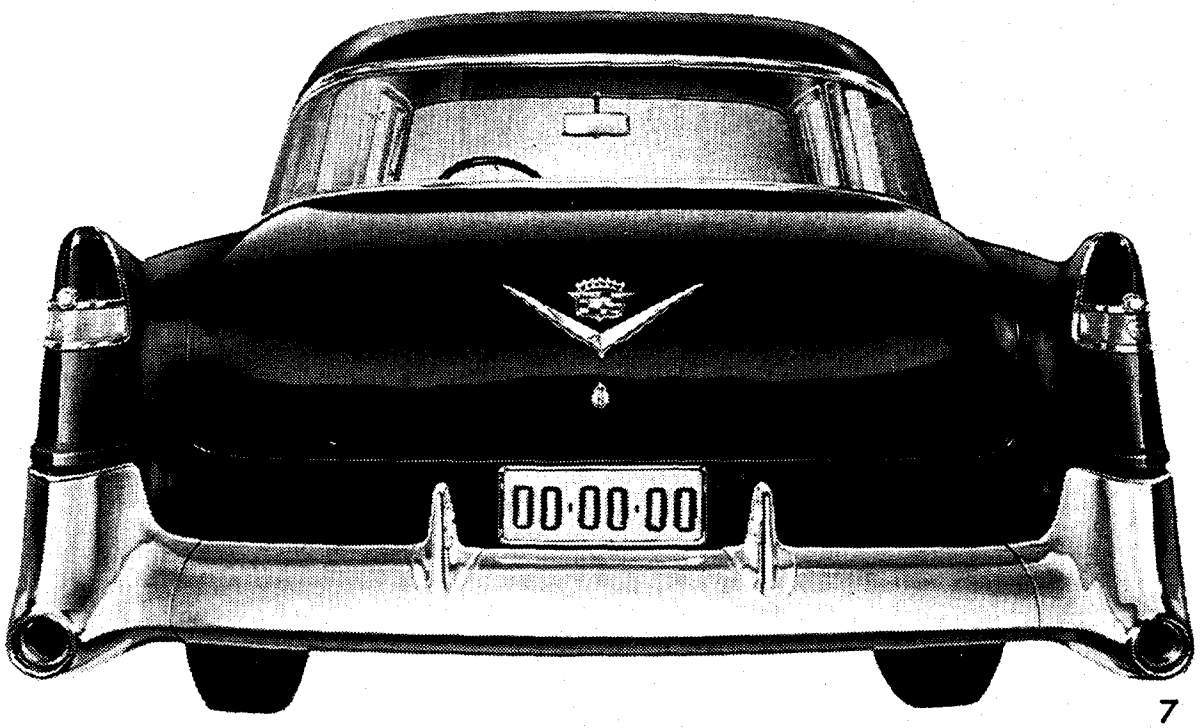
1954 CADILLAC

Styling

In the new 1954 Cadillac motor cars, every styling detail, from the new, gracefully contoured front bumper, bumper guards and new grille to the new circular exhaust ports in the rear bumper, has been designed to make them the most beautiful motoring creations ever to bear the distinguished Cadillac name. The 1954 Cadillac cars are longer and lower. They have a longer wheelbase and a wider front tread. The new panoramic windshield with vertical corner pillars and vertical front vent wings lends a striking continental air, and at the same time, vastly increases visibility. New, and almost certain to be copied, are the two-inch windshield visors on Sedans and the new overhanging reveal moldings across the top of each door on all models. The new lower hood features a newly designed hood ornament, a new "V" and crest. Fenders, front and rear, are styled with new, straighter, swifter lines. The rear fender tail-light fins break upward more sharply, accentuating this famous Cadillac style note. Smart in appearance, and functional as well, is the new cowl air intake extending across the top of the hood at the base of the windshield. These are but a few of the many styling features illustrated in this section of your Data Book. They are features that lend new distinction to the magnificent new Cadillac for 1954 . . . a car that is destined to set the pace in automotive styling for many years to come.



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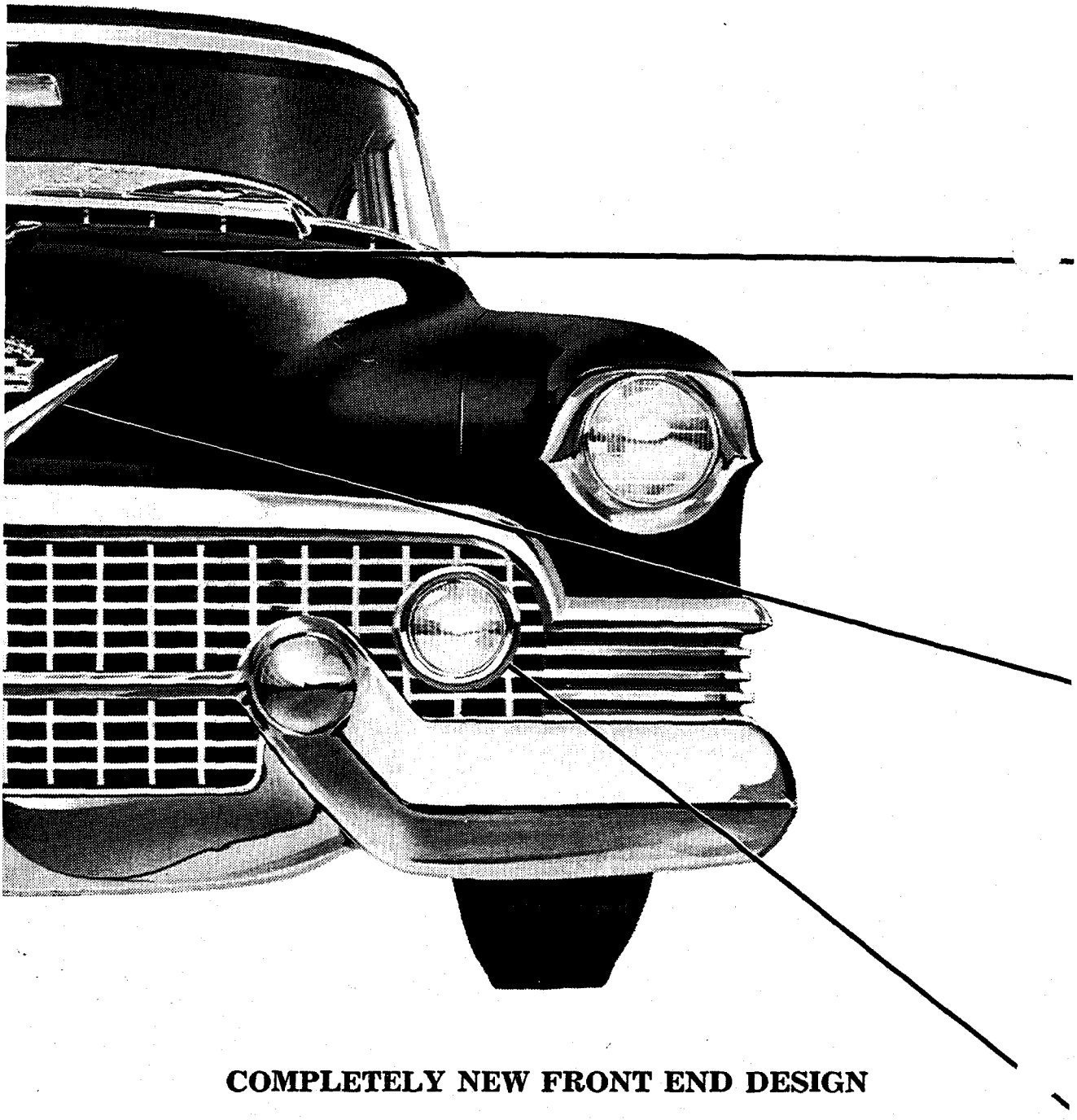
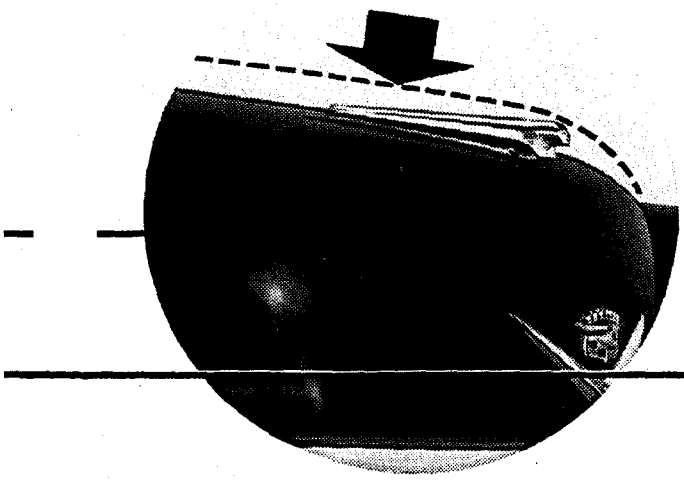
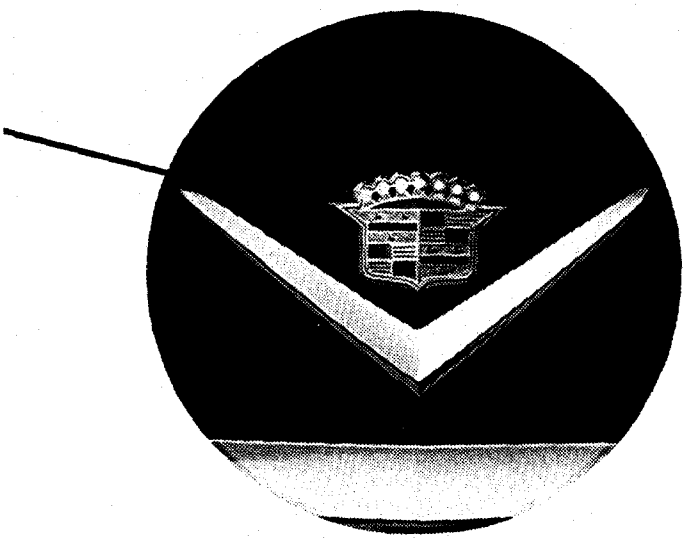


COMPLETELY NEW FRONT END DESIGN

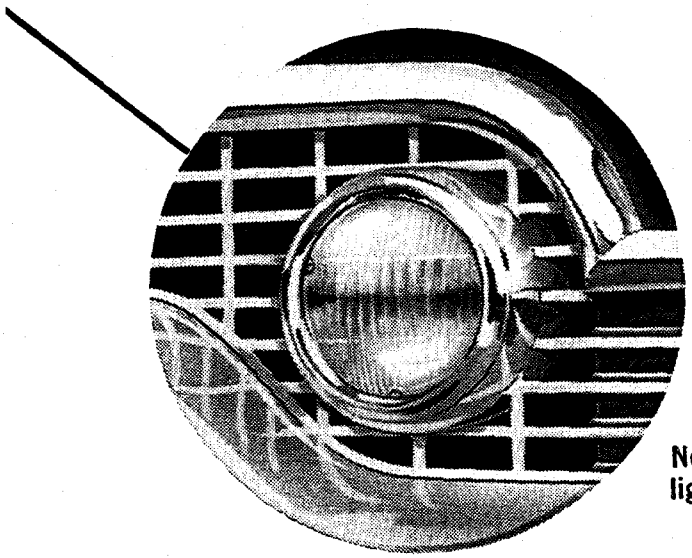
The new, front end design of the 1954 Cadillac tends to keep eye interest low, and thus suggests the exceptional, road-hugging stability which the 1954 Cadillac so ably provides. The hood itself is more than an inch lower. The new cellular-design grille features many horizontal lines which enhance the apparent width of the car. Note, too, that even the top bar of the grille is in a line which, if extended, would pass beneath the headlights. Further contributing to the distinctive front end styling of the 1954 Cadillac is a newly designed, chrome-goddess hood ornament, new "V", new crest, larger parking lights and directional signals, located within the framework of the grille, and "gull-wing" front bumper with integral, massive, chromed bumper guards.



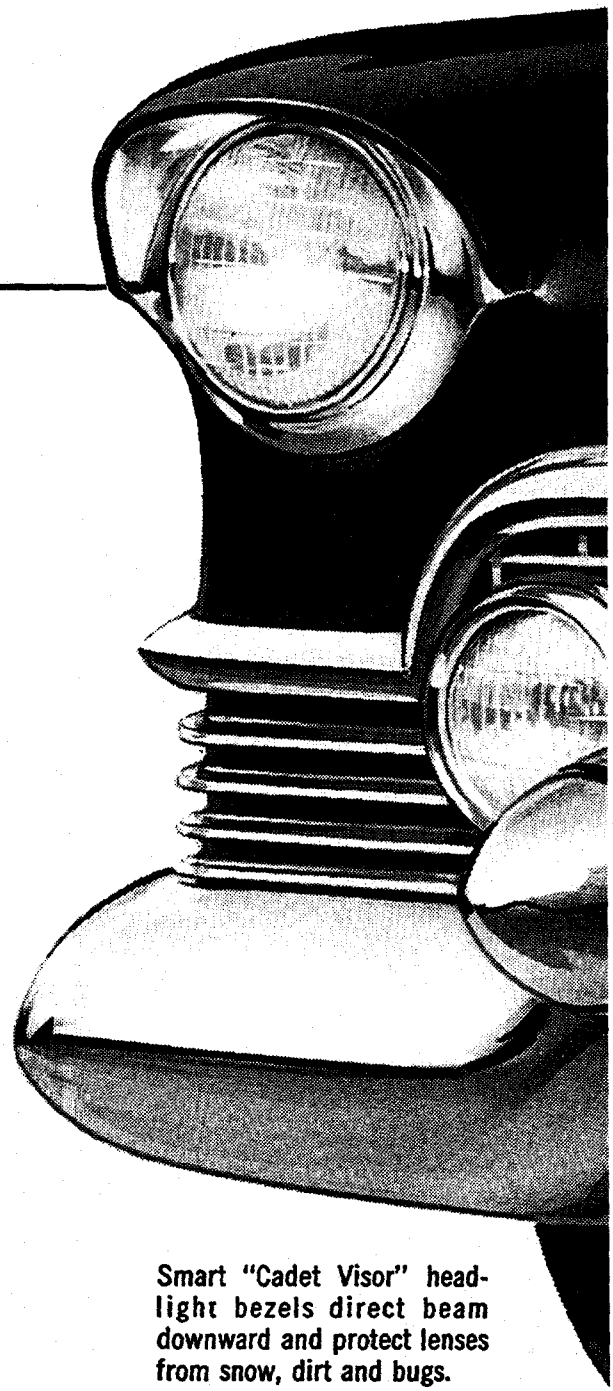
Lower hood line enhances lower over-all look of the 1954 Cadillac.



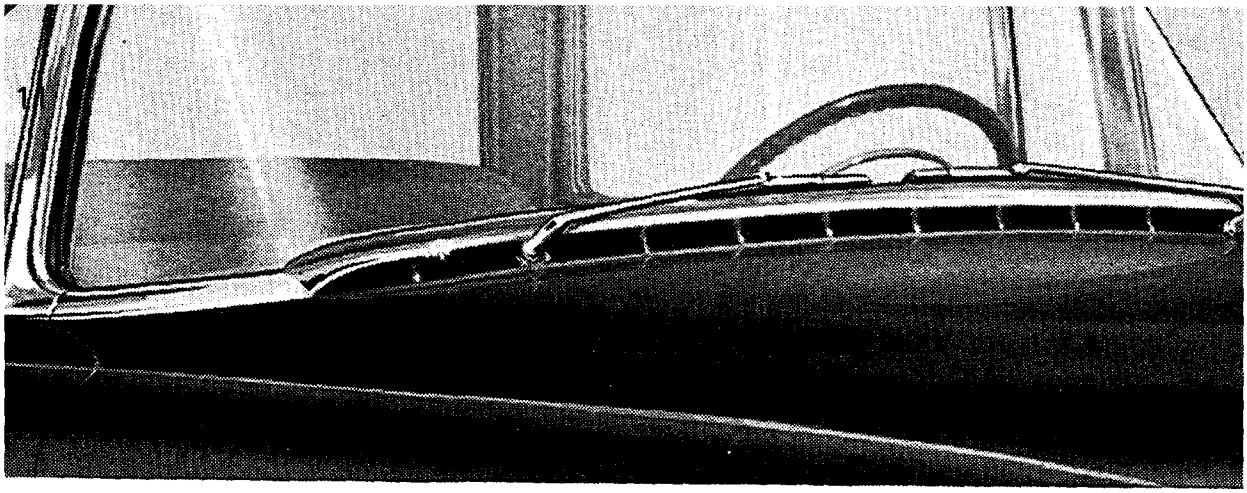
New, slim line styling of famous Cadillac "V" and crest harmonizes with finer spacing of grille openings.



New, larger parking and directional signal lights are circled by massive, chromed frames.



Smart "Cadet Visor" headlight bezels direct beam downward and protect lenses from snow, dirt and bugs.

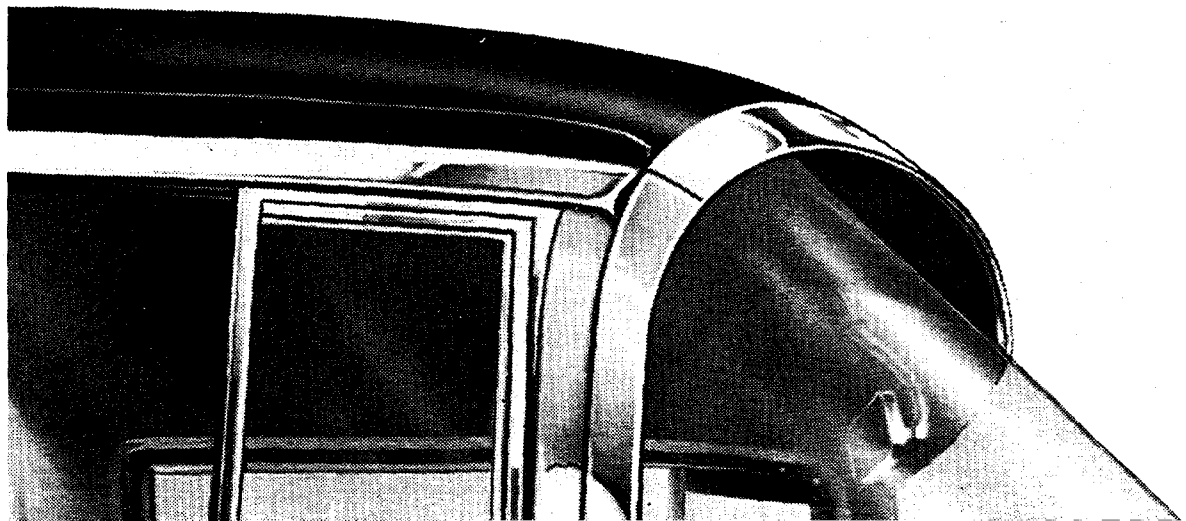


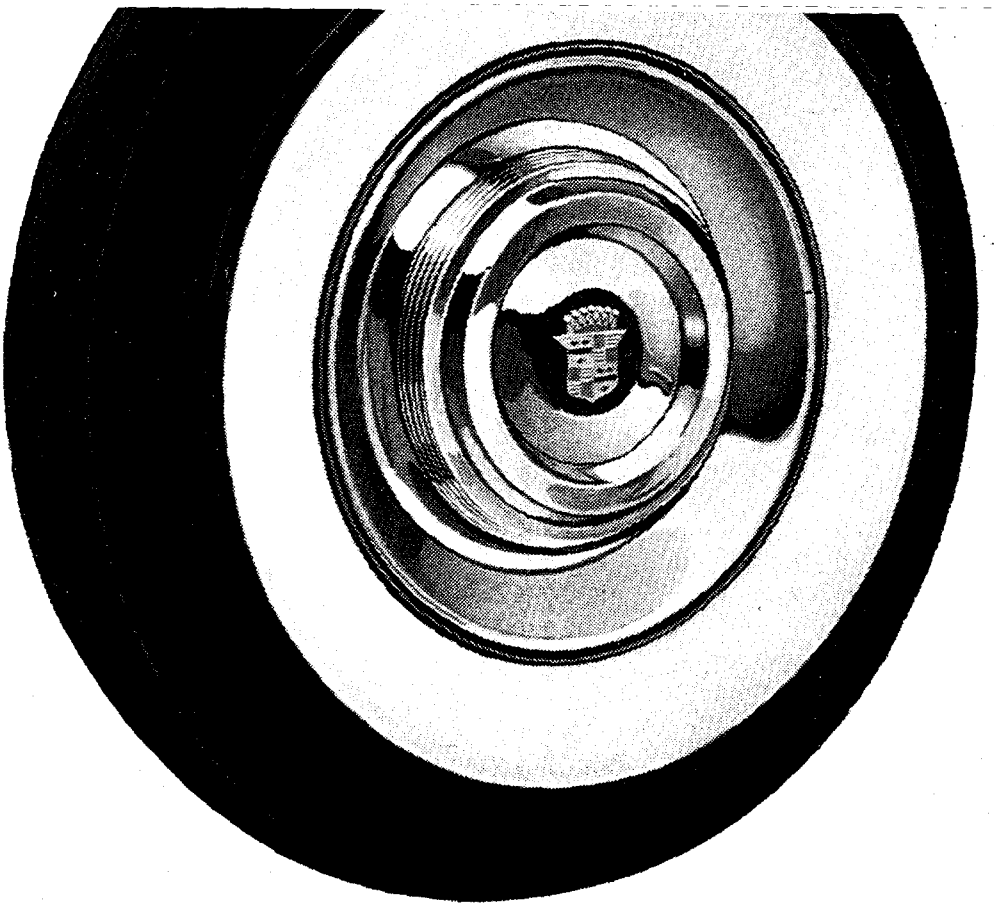
NEW COWL AIR INTAKE

One of the most distinctive, as well as most functional, features of the beautiful Cadillac for 1954 is the new hood-width cowl air intake. In conjunction with the new panoramic windshield, the wide design of the cowl air intake adds to the apparent width of the car. At the same time, it is an ideally located source of fresh, clean air for ventilation, or for heating and defrosting in cars equipped with the Cadillac Heater. The entrance of road dust or exhaust fumes into the ventilation system, an annoyance sometimes associated with underhood air inlets, is virtually eliminated with the new cowl air intake. A series of baffles prevents the entrance of rain water by trapping the water and permitting it to drain through a tube to the ground.

NEW WINDSHIELD VISOR

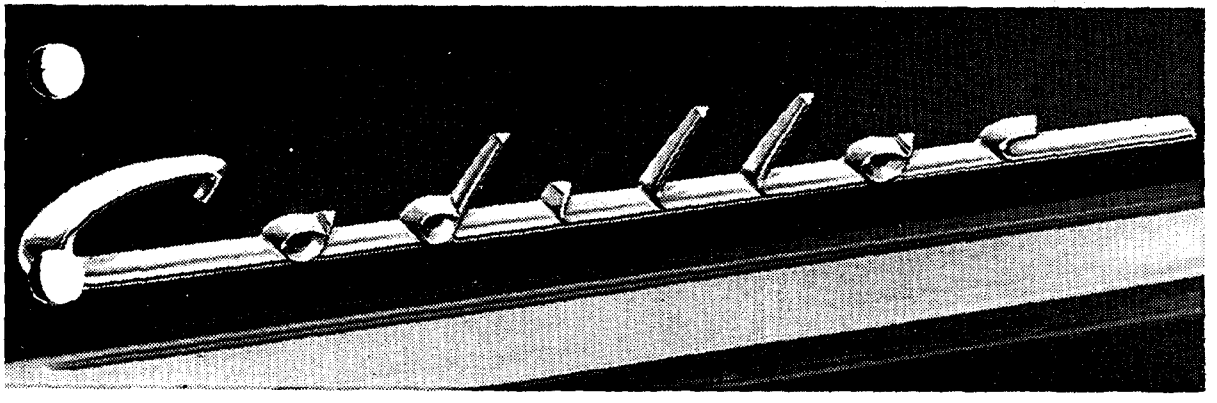
The new 1954 Cadillac sedan models have a visor-like, two-inch roof overhang extending across the entire windshield. It accentuates the low roof line of the car and the sweeping width of the new panoramic windshield. It prevents the accumulation of snow or ice across that part of the windshield farthest from the defrosters, and protects against excessive glare from sun and sky.





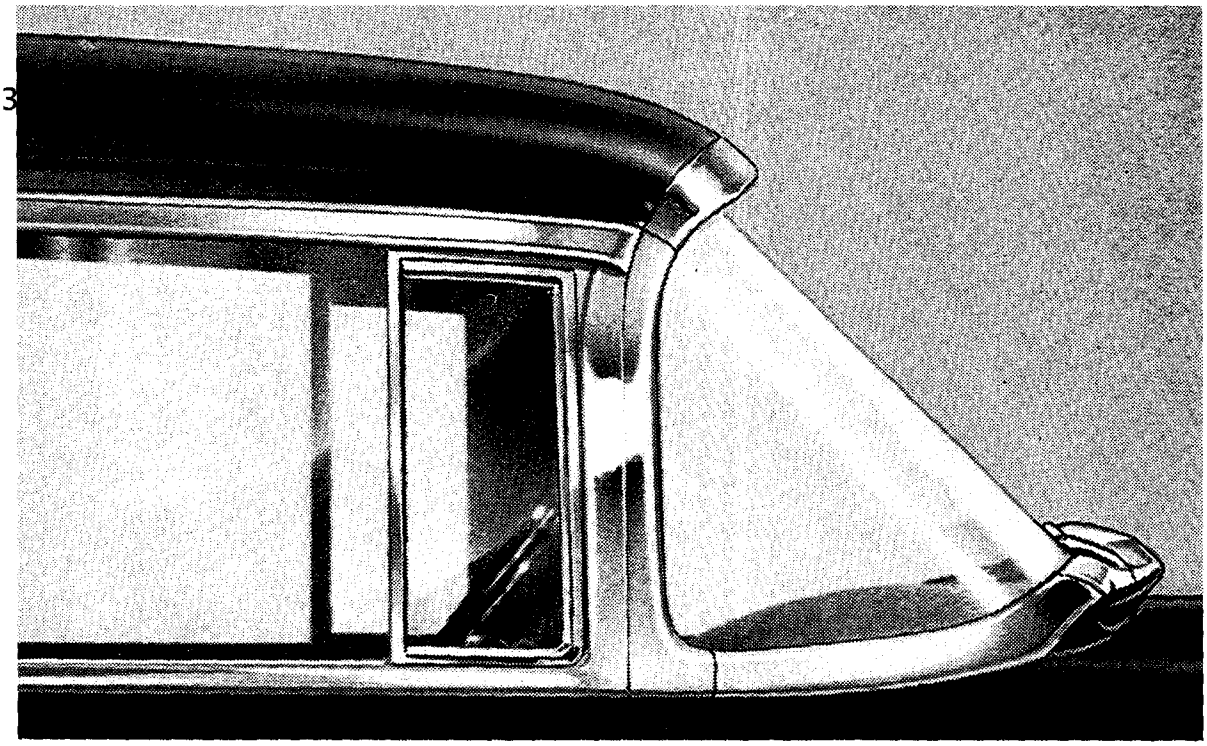
NEWLY STYLED WHEEL DISCS

New Cadillac wheel discs for 1954 are standard equipment at no extra cost. They are distinguished by a concave outer circle and a raised, flat-surfaced hub which proudly displays the famous Cadillac crest. Their gleaming chromed finish enhances the beauty of the car and keeps eye interest low.



CADILLAC SCRIPT

Symbolic of the high peaks of excellence achieved by the 1954 Cadillac is the distinctive Cadillac nameplate used on each front fender. Its chromed, block-lettered script is in keeping with the beauty and prestige of the car itself.

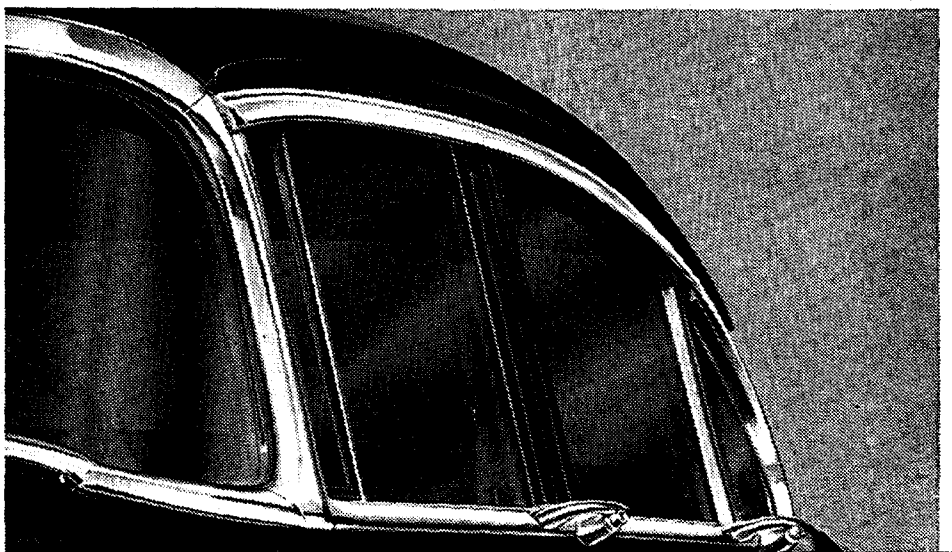


NEW CONTINENTAL-TYPE VENTI-PANES

One of the leading new style changes in the 1954 Cadillac, and one that is almost certain to be copied in the years ahead, is the new rectangular design of the chrome-framed vent wings. In conjunction with the vertical pillar posts, this type of construction provides exceptionally strong roof support. The newly designed vent wings, not only provide exactly the amount of draft-free ventilation desired, but contribute to the eye-catching beauty of the car as well.

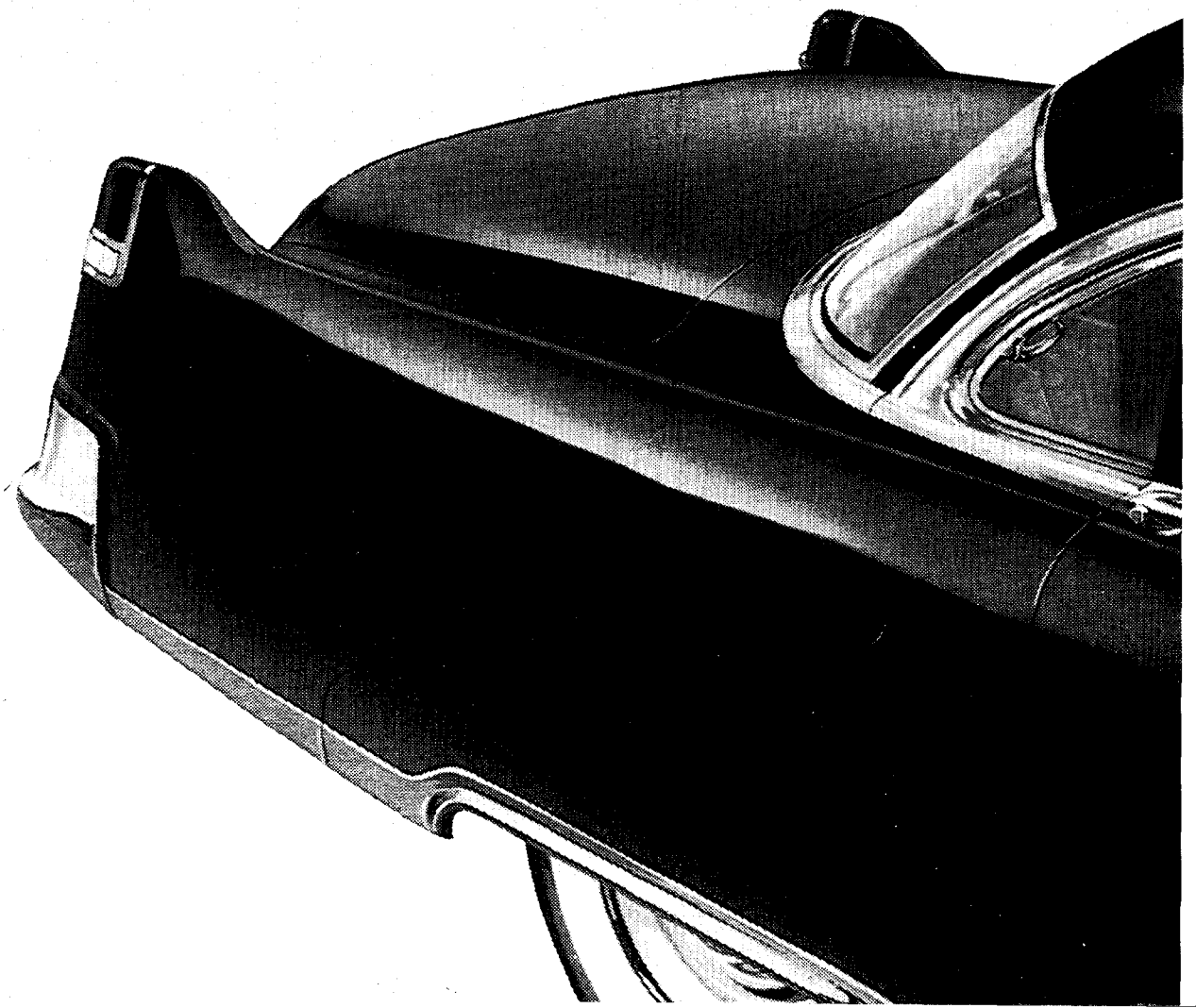
NEW DOOR REVEAL MOLDINGS

Another Cadillac style "first" is the new upper door reveal moldings which extend outward above the windows. This permits door windows to be opened slightly during rainy weather to give ventilation and to prevent window fogging.



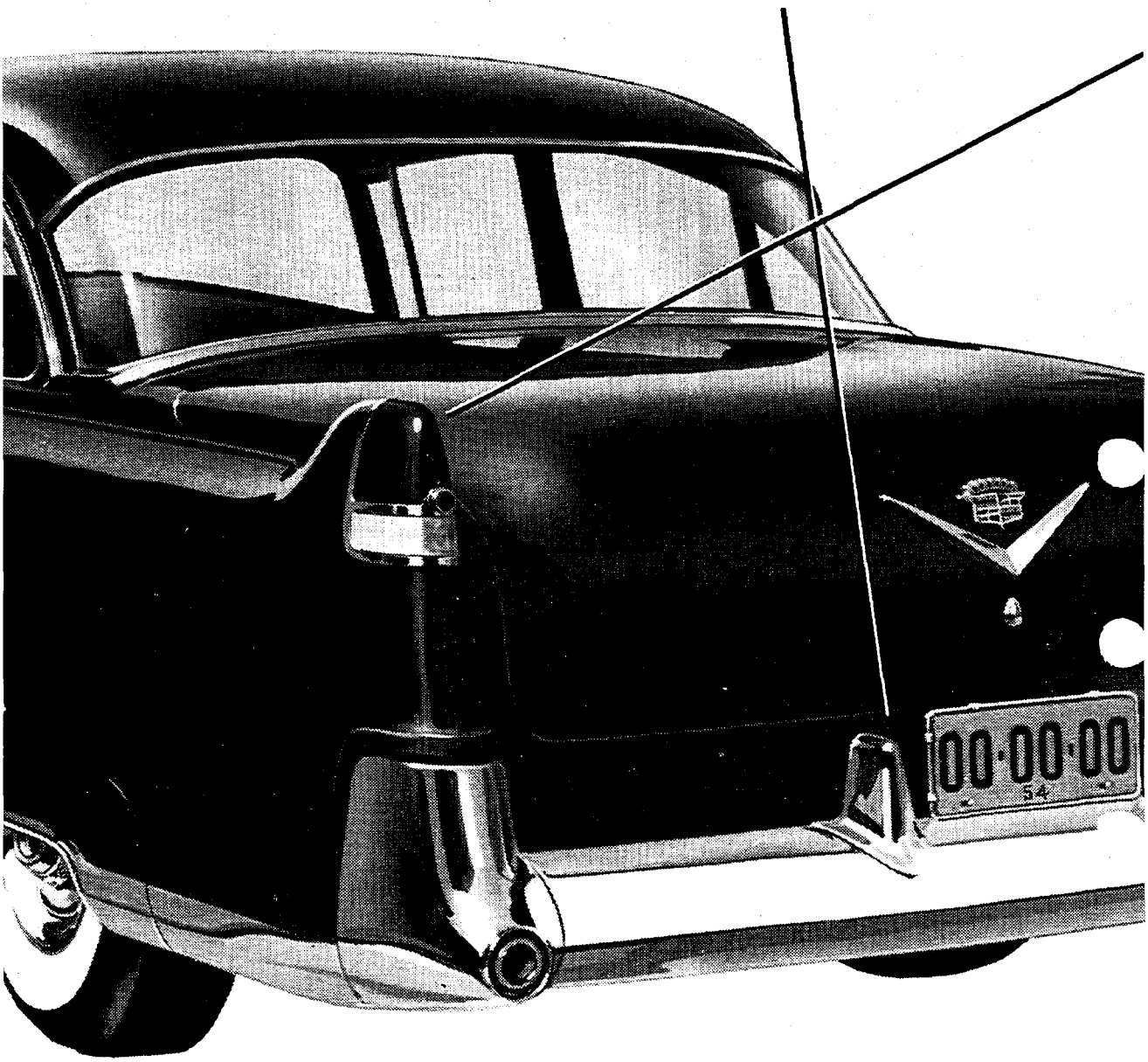
NEWLY STYLED, INTEGRAL REAR FENDERS

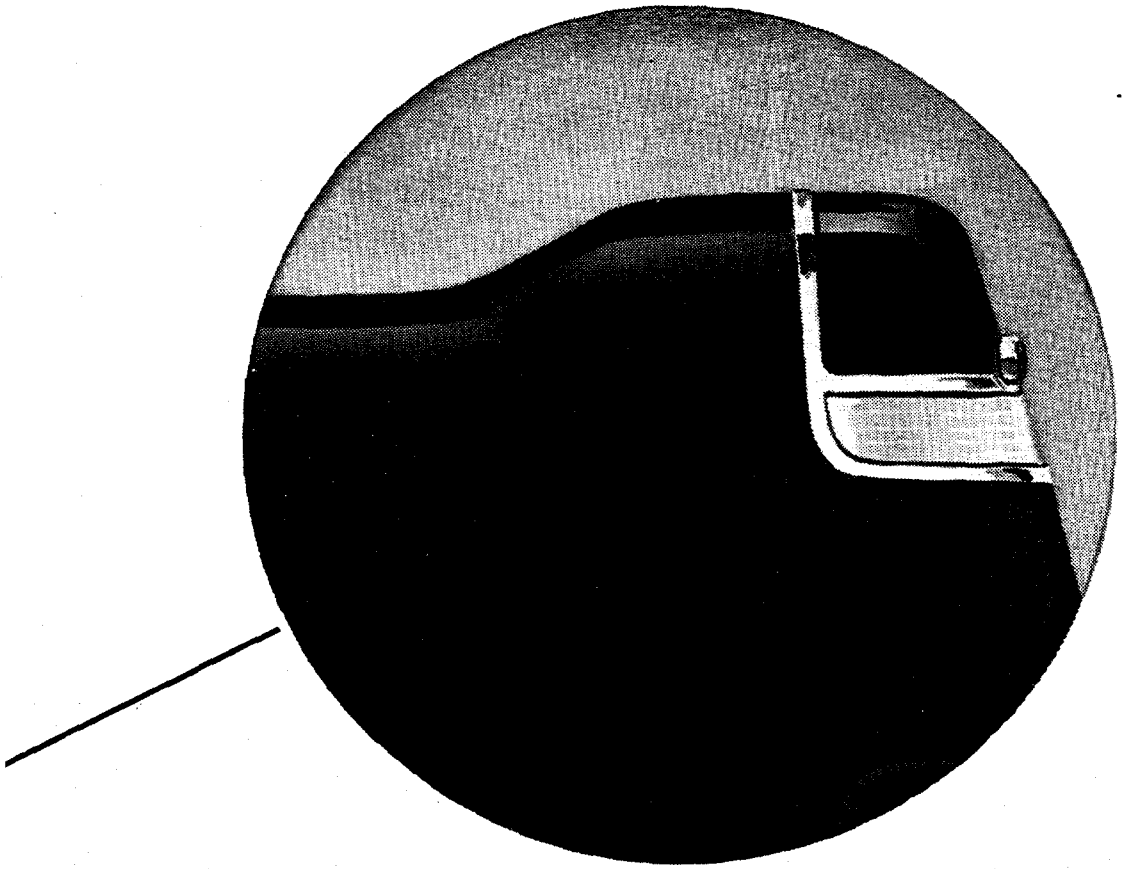
A style note that contributes greatly to the long, low, flowing lines of the 1954 Cadillac is the new, longer, straighter rear fenders. They combine with the low, wide rear deck to give the entire rear end ensemble an appearance of swift, sweeping grace. However, in addition to contributing a sense of motion and new beauty to the appearance of the 1954 Cadillac, the new fenders are now welded, integrally, with the rear quarter panels. As a result, the entire rear end structure is now a single rigid, rugged and rattle-free unit. This new rear fender design and construction, which blends greater beauty with increased safety and quietness, is typical of the inspired styling and sound engineering that make the 1954 Cadillac the finest luxury car in America.



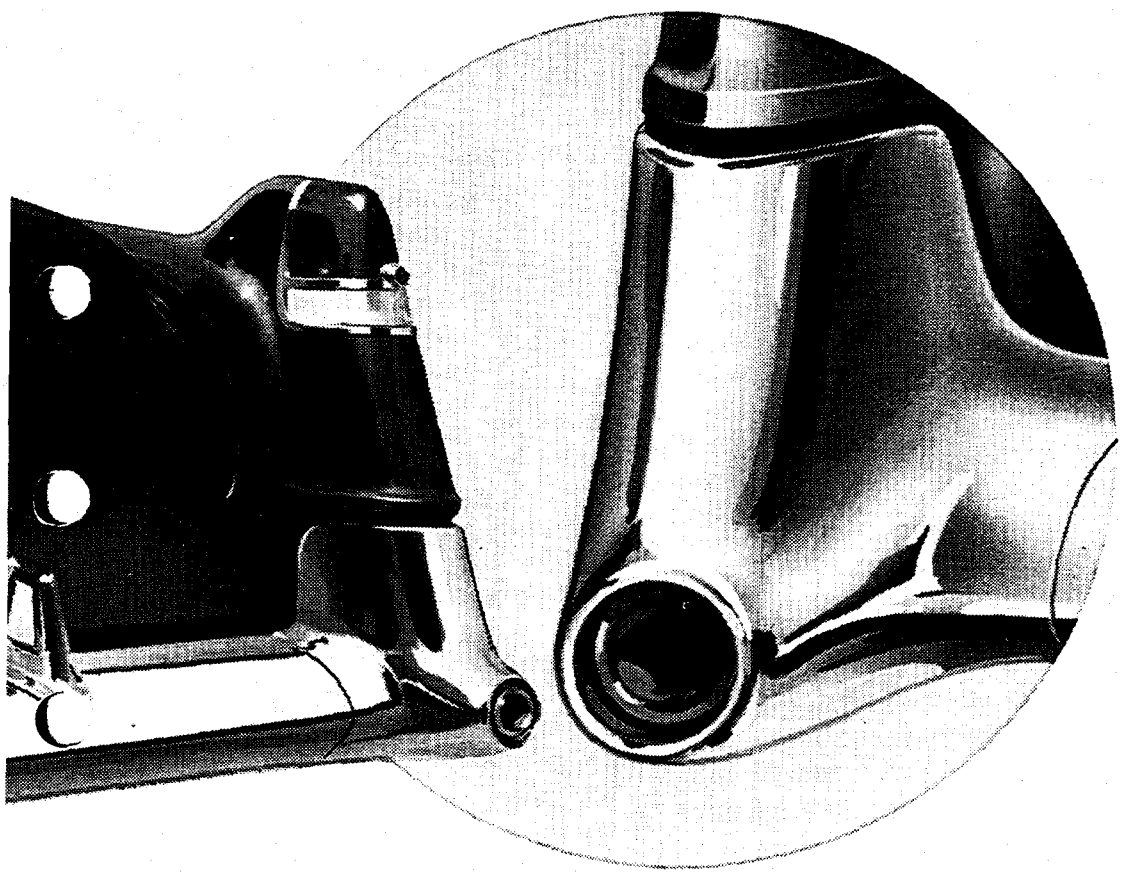
NEW REAR STYLING DETAILS

Viewed from the rear, the 1954 Cadillac presents many pleasing new style details. The famous rear fender tail-light fins are smarter than ever with a new, more abrupt upsweep from the fenders and a new, modish, squared-off design. The equally famous Cadillac twin tailpipe outlets in the rear bumper continue to remind of the Dual Exhaust system and its contribution to the tremendous power of the great Cadillac engine. However, they, too, have been given the fresh beauty of a new circular design. New bumper guards present pleasing style harmony with the vertical bumper extensions at the lower edge of each rear fender. New license plate lights, now located on the inside of each bumper guard, are better protected from dust, snow and ice.

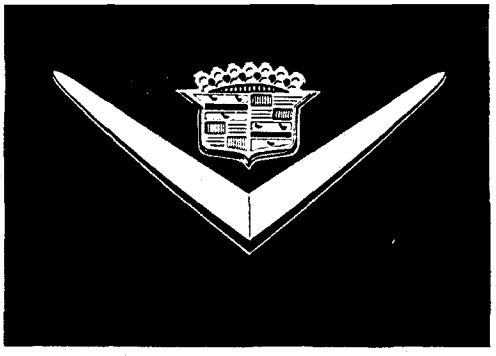




NEW SQUARED-OFF FENDER CONTOUR



NEW ROUND DUAL EXHAUST OUTLETS



AS ALWAYS—THE STANDARD OF THE WORLD

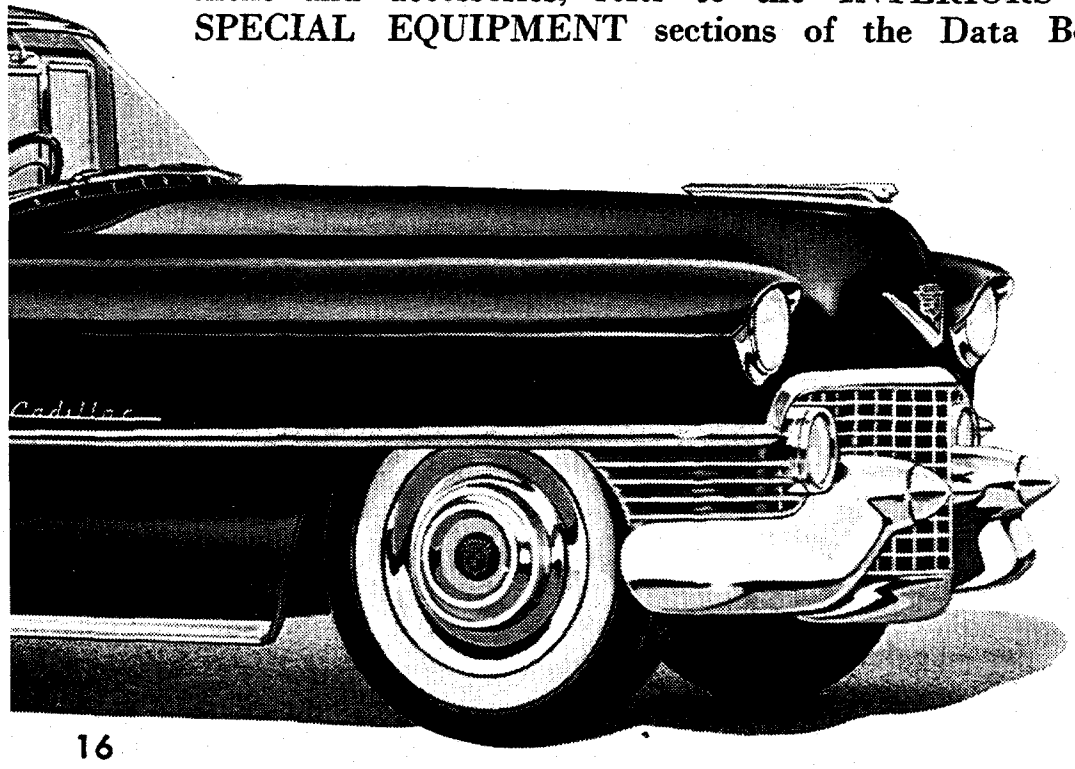
1954 CADILLAC

Body Models

This section of your Data Book contains the basic information which you will need in helping your prospects select exactly the Cadillac car most suited to their requirements.

For example, on the opposite page there is a brief description of each series of cars in the Cadillac line. Then, on the following pages, you will find illustrations of each BODY MODEL and INTERIOR DIMENSIONS of that model.

There is also a listing of STANDARD EQUIPMENT and finally, a listing of those OPTIONAL EQUIPMENT (extra cost) items most frequently ordered by Cadillac buyers. For upholstery choices and more detailed information on equipment and accessories, refer to the INTERIORS and SPECIAL EQUIPMENT sections of the Data Book.



CADILLAC SERIES 62

Here is the basic series in the beautiful Cadillac line of cars for 1954. It is also the series offering the widest selection of body models, each a masterpiece of motor car design.

BODY MODELS

CADILLAC ELDORADO

(SPECIAL CONVERTIBLE)

There is no other car that so well combines the thrill of open-air motoring, distinctiveness of body and trim, and luxury and completeness of equipment as the Cadillac Eldorado. It is uniquely "Special" from its sleek Orlon top to the gleaming spokes of its wire wheels. Luxurious, leather-upholstered interiors seat six passengers in fullest comfort. Steering, braking, seat or window adjustments, raising or lowering the top . . . all are power-assisted for maximum driving enjoyment with minimum effort. (*Page 26*)

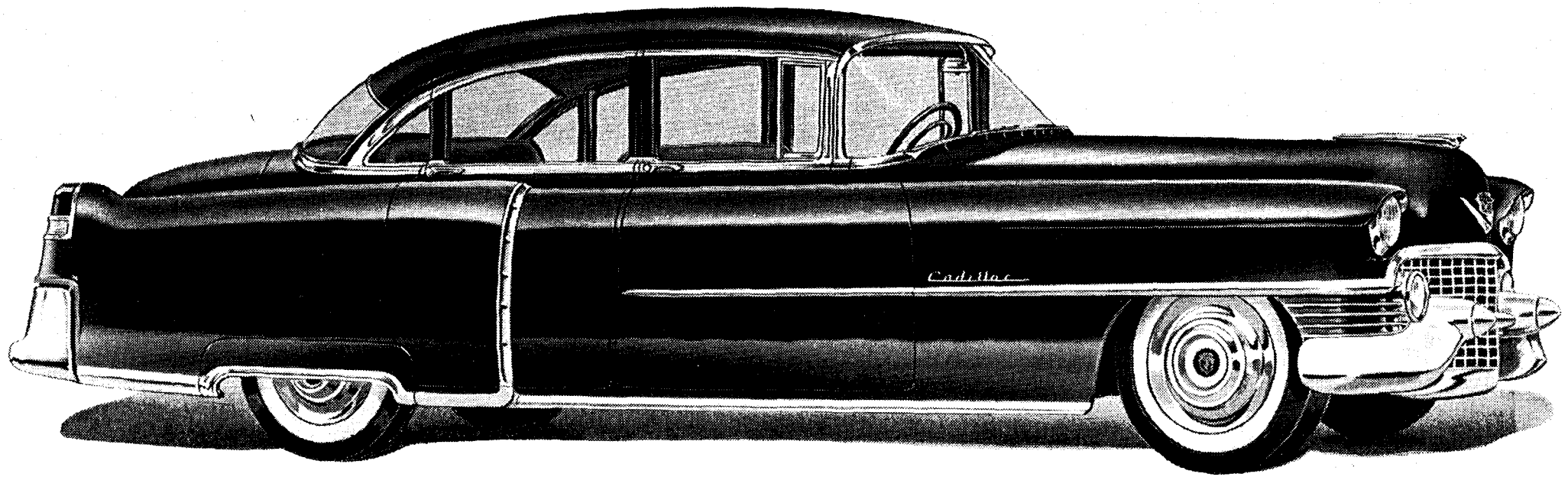
CADILLAC SERIES 60 SPECIAL

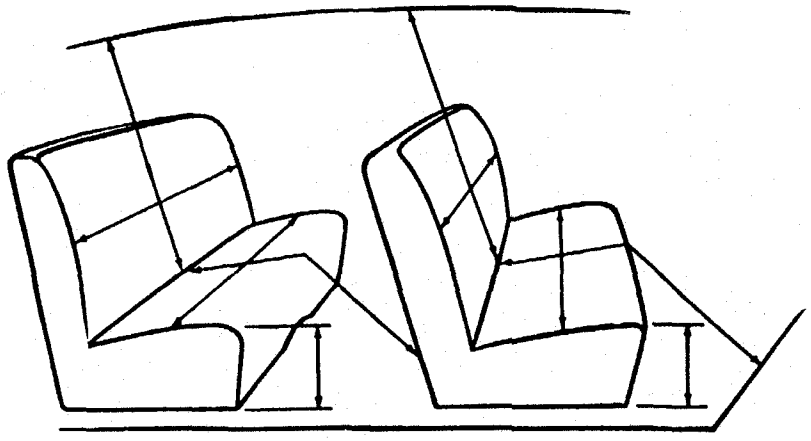
The Cadillac Series 60 Special Sedan has long been the symbol of Cadillac's leadership in building America's finest luxury cars. Its unrivalled exterior beauty is matched only by the wonderful appointments and elegant decor of its interiors. So deep is the affection this car has earned in the hearts of its owners that most would consider only one choice in a new car . . . another Series 60 Special. (*Page 30*)

CADILLAC SERIES 75

Impressively big and beautiful, the Cadillac Series 75 is the perfect choice for the large family or for executive use. It is available as a luxurious 8-passenger sedan or, with a glass dividing partition, as an 8-passenger limousine. (*Page 32*)

1954 CADILLAC SERIES 62 SEDAN





INTERIOR DIMENSIONS

	REAR	FRONT
Head room	35.6″	35.8″
Shoulder room	58.9″	59.4″
Hip room	65.2″	64.3″
Leg room	45.8″	43.3″
Seat height	12.3″	14.8″

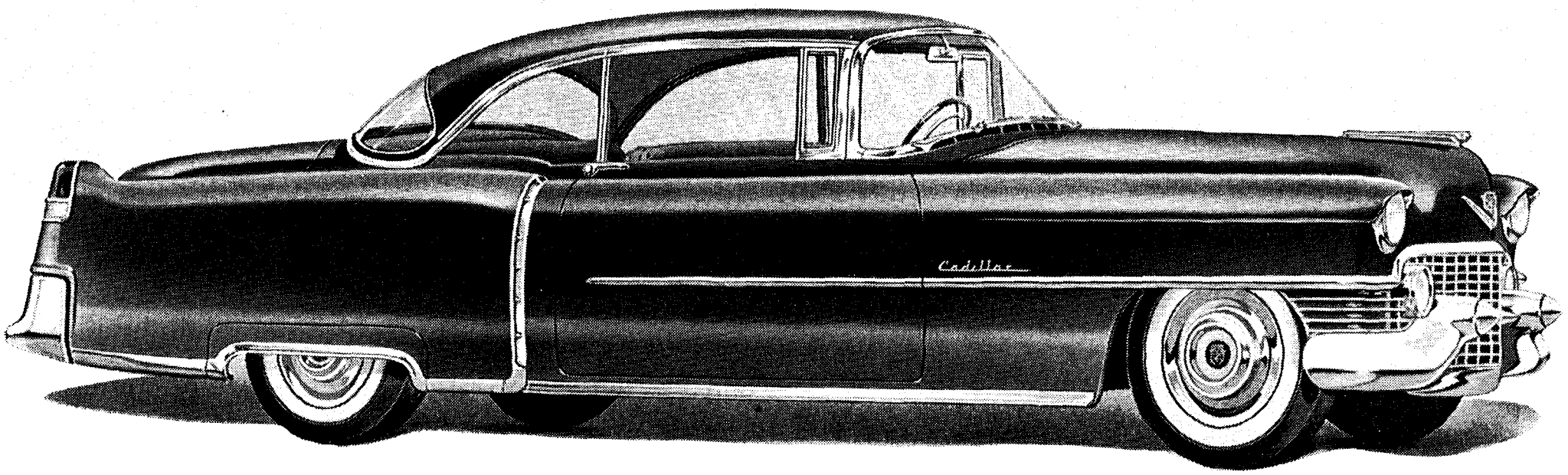
STANDARD EQUIPMENT

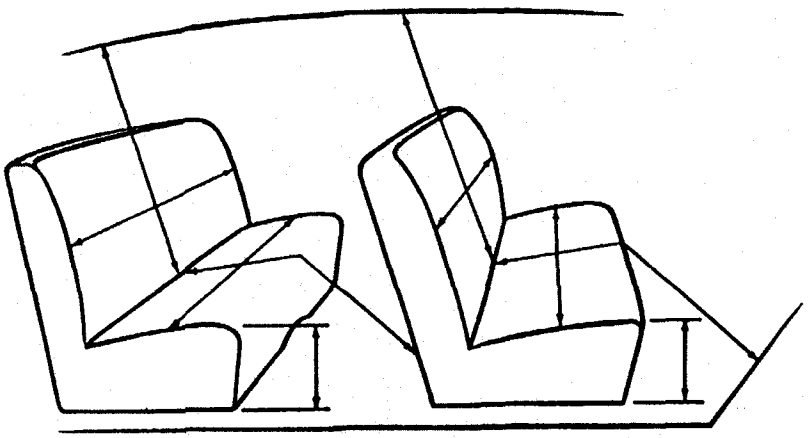
Air Cleaner, oil-bath type
Armrest, center-rear
Cadillac Power Steering
Cigarette Lighters, front and rear
Clock, Electric
Hydra-Matic Transmission
Lights, Back-up (dual)
Light, Courtesy or Map (automatic)
Lights, Directional Signal
Light, Glove Box (automatic)
Light, Luggage Compartment (automatic)
Mirror, Glare-proof, rear-view, flip-type
Oil Filter
Outside Mirror, left side
Paint, two-tone
Parking Brake Warning Signal
Robe Cord on back of front seat
Vanity Mirror
Visors, dual sun
Wheel Discs (set of four)
Windshield Washers

OPTIONAL EQUIPMENT (Extra Cost)

Cadillac Air Conditioner
Cadillac Power Brakes
E-Z-Eye Tinted Glass
Fog Lamps (pair)
Front Seat Adjustment (2-way), Electrically-operated
Front Seat Adjustment (4-way), Electrically-operated
Headlight Dimmer, automatic
Heater
License Frames
Radio
Window Lifts, Electrically-operated
Wire Wheels (set of five)
Whitewall Tires, 8.20 x 15 (set of five

1954 CADILLAC SERIES 62 COUPE





INTERIOR DIMENSIONS

	REAR	FRONT
Head room	34.4″	34″
Shoulder room	58.9″	59″
Hip room	56.4″	63.9″
Leg room	41.4″	43″
Seat height	12″	14.9″

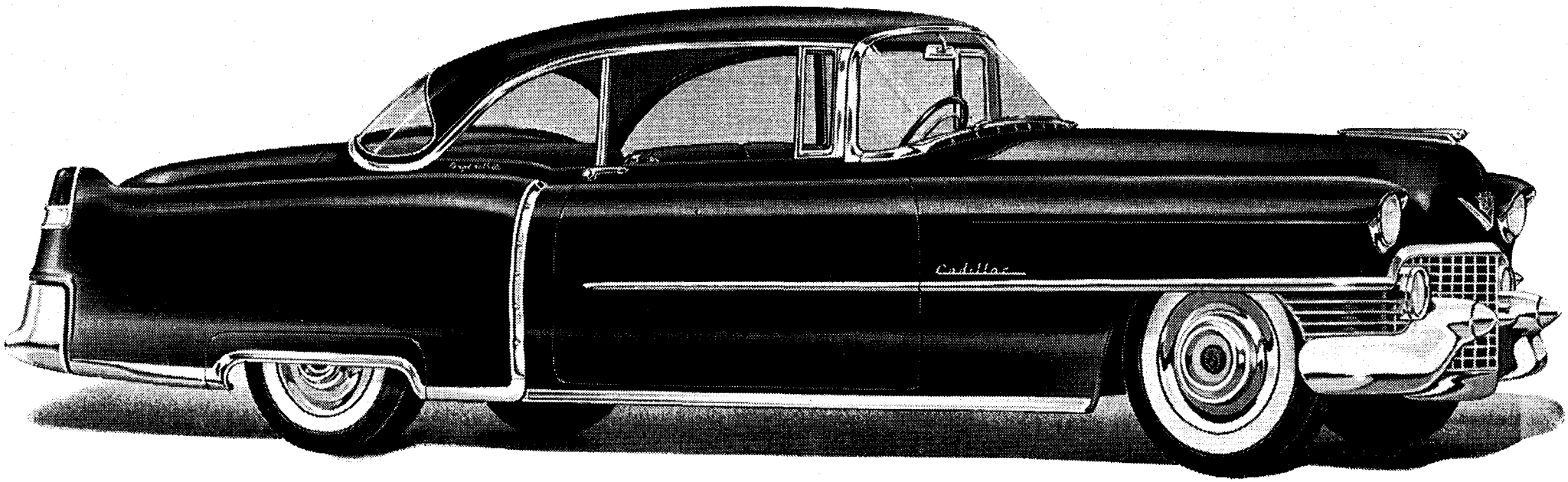
STANDARD EQUIPMENT

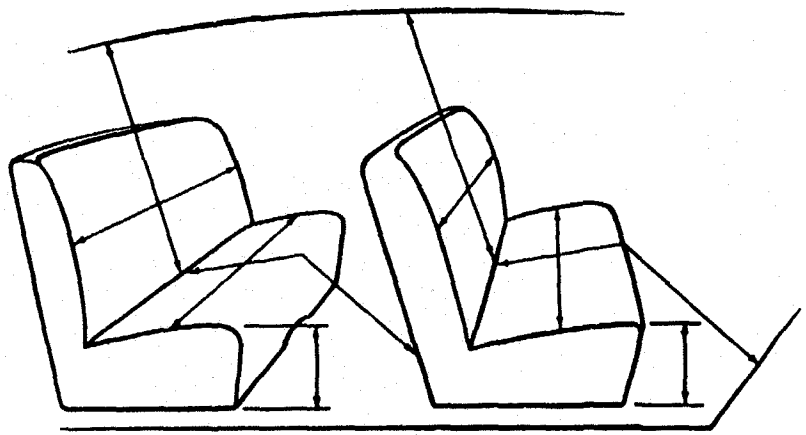
Air Cleaner, oil-bath type
Armrest, center-rear
Cadillac Power Steering
Cigarette Lighters, front and rear
Clock, Electric
Hydra-Matic Transmission
Lights, Back-up (dual)
Light, Courtesy or Map (automatic)
Lights, Directional Signal
Light, Glove Box (automatic)
Light, Luggage Compartment (automatic)
Mirror, Glare-proof, rear-view, flip-type
Oil Filter
Outside Mirror, left side
Paint, two-tone
Parking Brake Warning Signal
Robe Cords on front seat backs
Vanity Mirror
Visors, dual sun
Wheel Discs (set of four)
Windshield Washers

OPTIONAL EQUIPMENT (Extra Cost)

Cadillac Air Conditioner
Cadillac Power Brakes
E-Z-Eye Tinted Glass
Fog Lamps (pair)
Front Seat Adjustment (2-way), Electrically-operated
Front Seat Adjustment (4-way), Electrically-operated
Headlight Dimmer, automatic
Heater
License Frames
Radio
Window Lifts, Electrically-operated
Wire Wheels (set of five)
Whitewall Tires, 8.20 x 15 (set of five)

1954 CADILLAC SERIES 62 COUPE DE VILLE





INTERIOR DIMENSIONS

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Leg room	41.4″	43″
Seat height	12″	14.9″

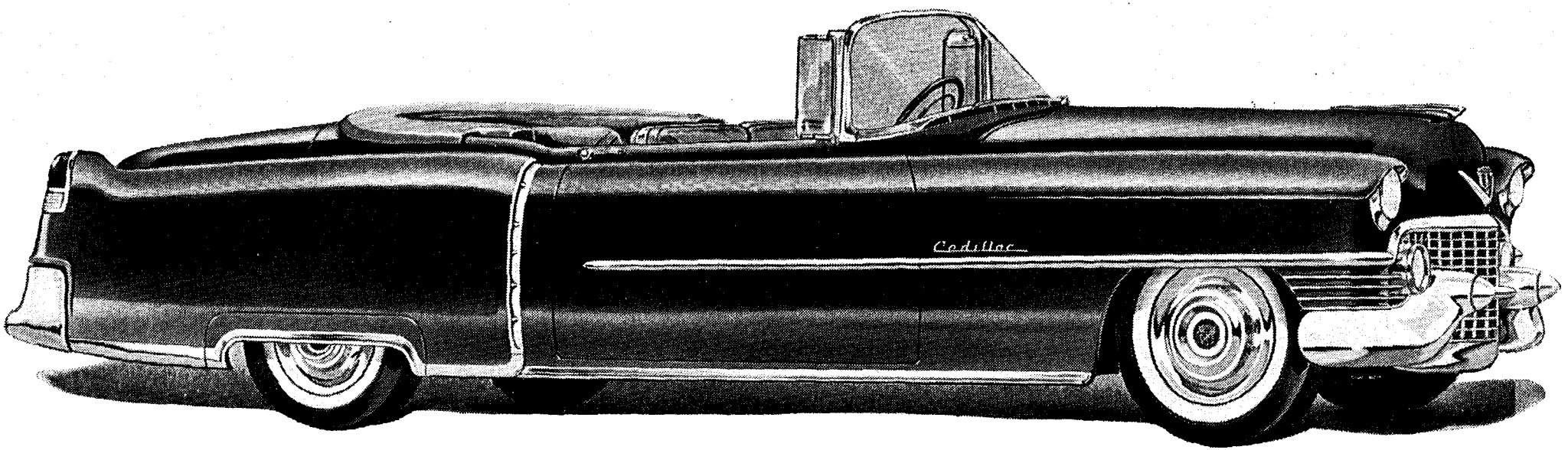
STANDARD EQUIPMENT

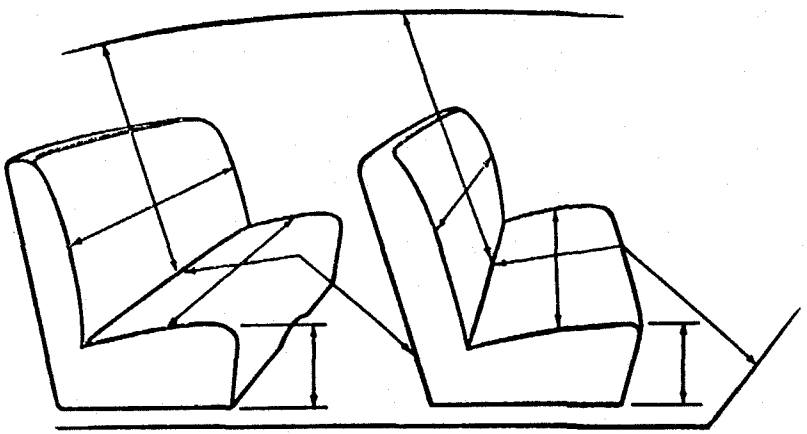
Air Cleaner, oil-bath type
Armrest, center-rear
Cadillac Power Steering
Cigarette Lighters, front and rear
Clock, Electric
Front Seat Adjustment (2-way), Electrically-operated
Hydra-Matic Transmission
Lights, Back-up (dual)
Light, Courtesy or Map (automatic)
Lights, Directional Signal
Light, Glove Box (automatic)
Light, Luggage Compartment (automatic)
Mirror, Glare-proof, rear-view, flip-type
Oil Filter
Outside Mirror, left side
Paint, two-tone
Parking Brake Warning Signal
Robe Cords on front seat backs
Vanity Mirror
Visors, dual sun
Wheel Discs (set of four)
Window Lifts, Electrically-operated
Windshield Washers

OPTIONAL EQUIPMENT (Extra Cost)

Cadillac Air Conditioner
Cadillac Power Brakes
E-Z-Eye Tinted Glass
Fog Lamps (pair)
Front Seat Adjustment (4-way), Electrically-operated
Headlight Dimmer, automatic
Heater
License Frames
Radio
Wire Wheels (set of five)
Whitewall Tires, 8.20 x 15 (set of five)

1954 CADILLAC SERIES 62 CONVERTIBLE COUPE





INTERIOR DIMENSIONS

	REAR	FRONT
Head room	34.2″	34.9″
Shoulder room	49.8″	59″
Hip room	53.3″	63.9″
Leg room	40.7″	43″
Seat height	12″	14.9″

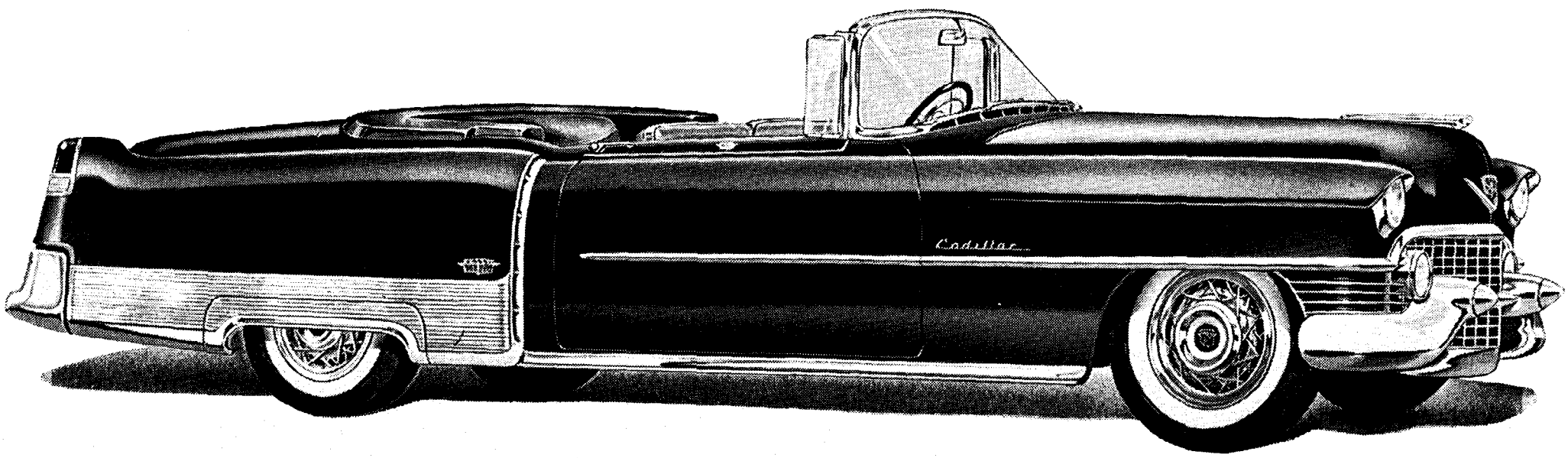
STANDARD EQUIPMENT

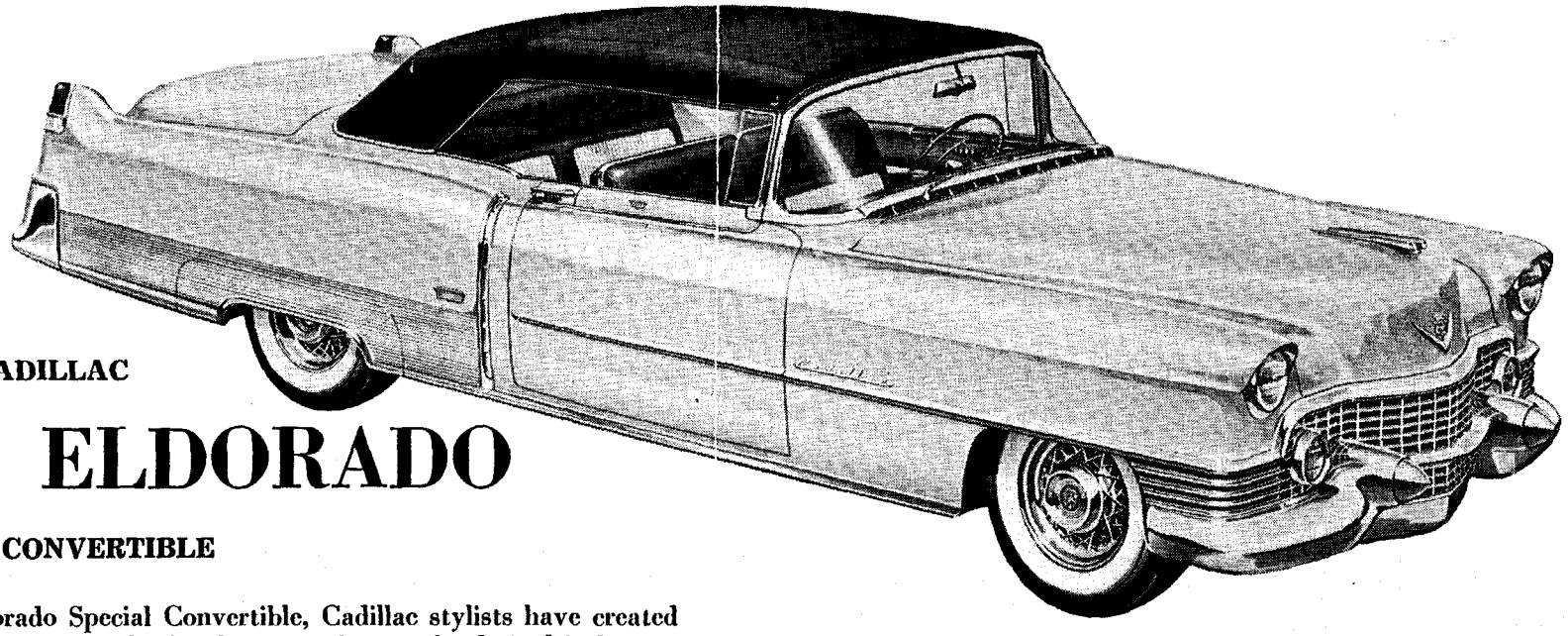
Air Cleaner, oil-bath type
Cadillac Power Steering
Cigarette Lighters, front and rear
Clock, Electric
Front Seat Adjustment (2-way), Electrically-operated
Hydra-Matic Transmission
Lights, Back-up (dual)
Light, Courtesy or Map (automatic)
Lights, Directional Signal
Light, Glove Box (automatic)
Light, Luggage Compartment (automatic)
Mirror, Glare-proof, rear-view, flip-type
Outside Mirror, left side
Oil Filter
Parking Brake Warning Signal
Robe Cords on front seat backs
Vanity Mirror
Visors, dual sun
Wheel Discs (set of four)
Window Lifts, Electrically-operated
Windshield Washers

OPTIONAL EQUIPMENT (Extra Cost)

Cadillac Power Brakes
E-Z-Eye Tinted Glass
Fog Lamps (pair)
Front Seat Adjustment (4-way), Electrically-operated
Headlight Dimmer, automatic
Heater
License Frames
Radio
Wire Wheels (set of five)
Whitewall Tires, 8.20 x 15 (set of five)

1954 CADILLAC ELDORADO
SPECIAL CONVERTIBLE



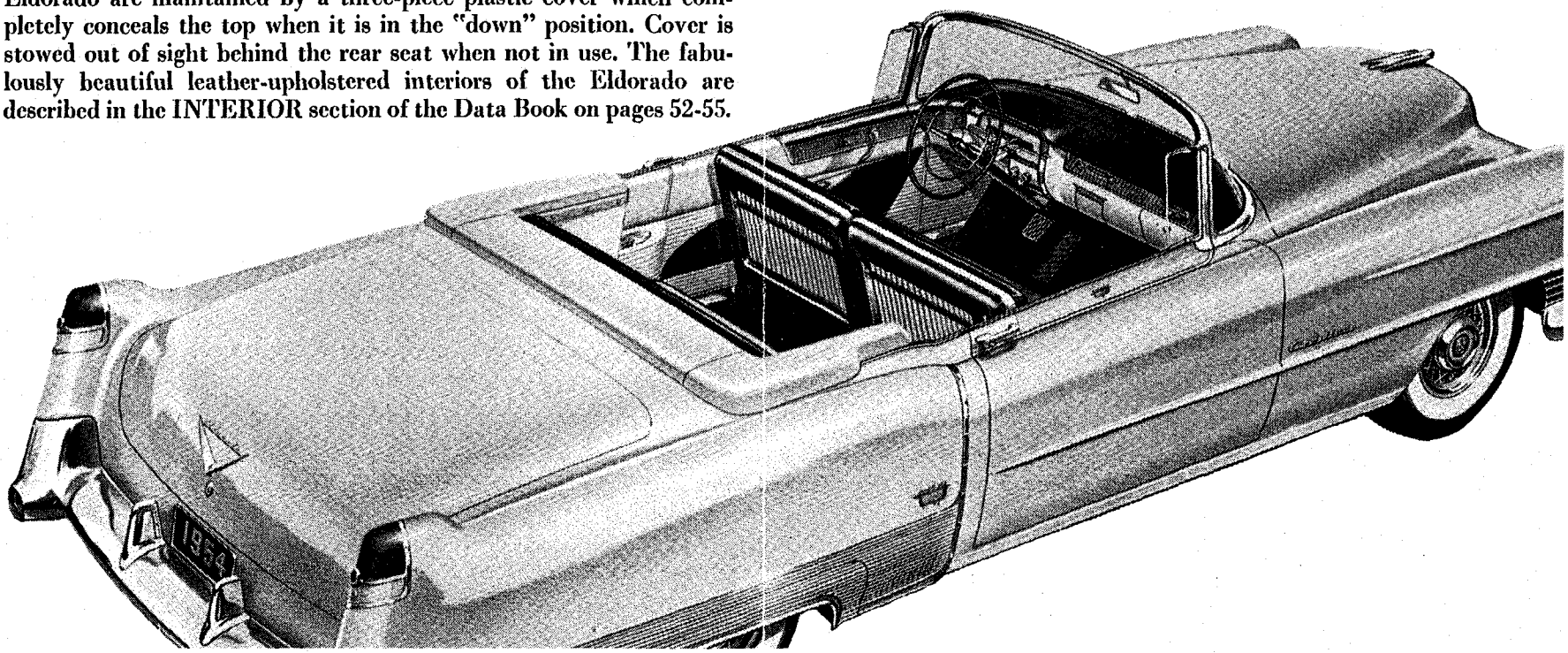


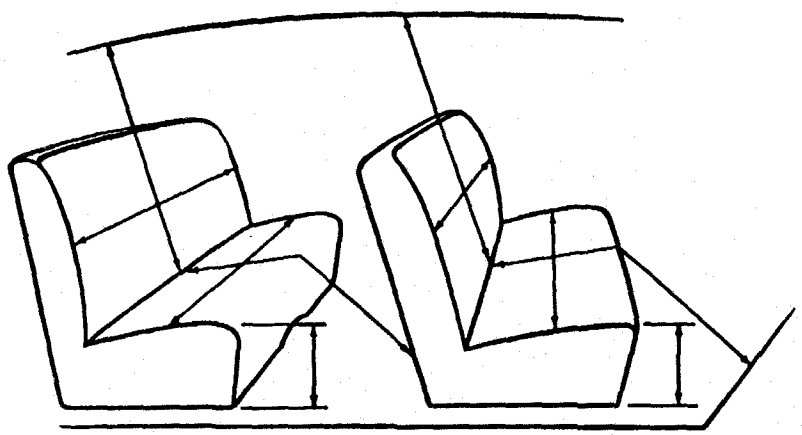
1954 CADILLAC

ELDORADO

SPECIAL CONVERTIBLE

In the Eldorado Special Convertible, Cadillac stylists have created a convertible body style that leaves nothing to be desired in beauty of trim and appointments, magnificent performance and handling ease, and the convenience that comes with power-assisted steering, braking, seat adjustments and window lifts. The rubber-lined Orlon top is also raised or lowered without manual effort. Clean lines of the Eldorado are maintained by a three-piece plastic cover which completely conceals the top when it is in the "down" position. Cover is stowed out of sight behind the rear seat when not in use. The fabulously beautiful leather-upholstered interiors of the Eldorado are described in the INTERIOR section of the Data Book on pages 52-55.





INTERIOR DIMENSIONS

	REAR	FRONT
Head room	34.2″	34.9″
Shoulder room	49.8″	59″
Hip room	53.3″	63.9″
Leg room	40.7″	43.2″
Seat height	12″	14.9″

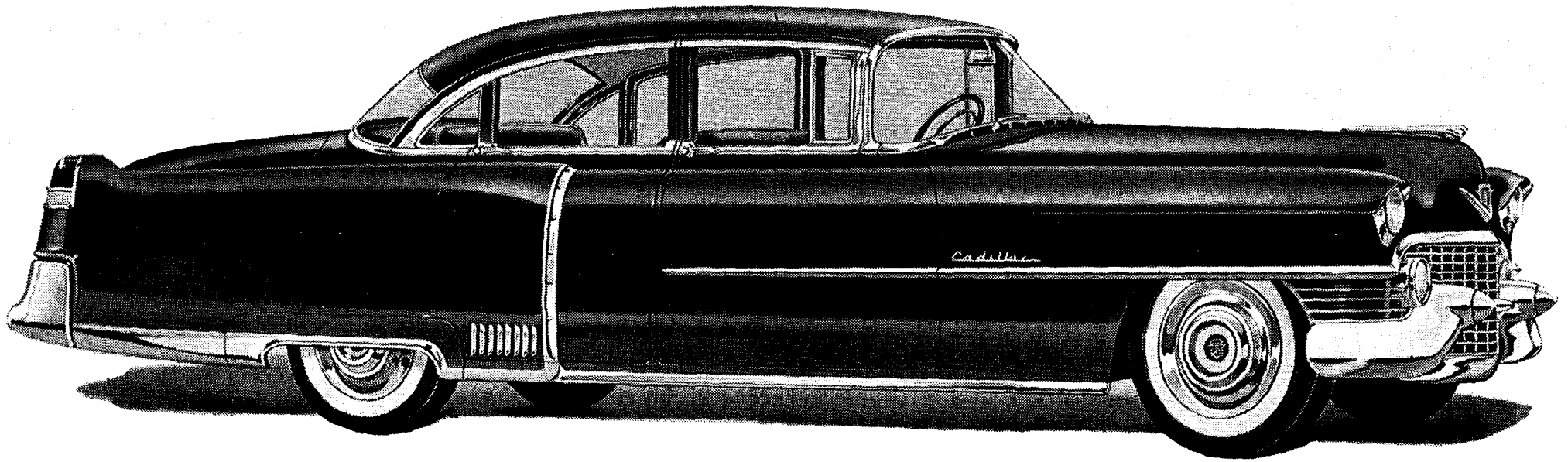
STANDARD EQUIPMENT

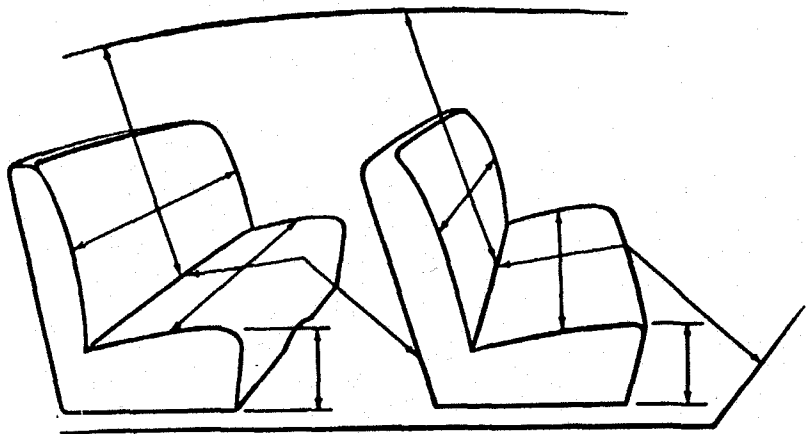
Air Cleaner, oil-bath type
Cadillac Power Brakes
Cadillac Power Steering
Cigarette Lighters, front and rear
Clock, Electric
Fog Lamps (pair)
Front Seat Adjustment (2-way), Electrically-operated
Heater
Hydra-Matic Transmission
License Frames
Lights, Back-up (dual)
Light, Courtesy or Map (automatic)
Lights, Directional Signal
Light, Glove Box (automatic)
Light, Luggage Compartment (automatic)
Mirror, Glare-proof, rear-view, flip-type
Outside Mirror, left side
Oil Filter
Parking Brake Warning Signal
Radio
Robe Cords on front seat backs
Visors, dual sun, translucent plastic, chrome frames
Window Lifts, Electrically-operated
Windshield Washers
Wire Wheels
Whitewall Tires 8.20 x 15 (6-ply)

OPTIONAL EQUIPMENT (Extra Cost)

E-Z-Eye Glass
Headlight Dimmer (automatic)
Front Seat Adjustment (4-way), Electrically-operated

1954 CADILLAC-FLEETWOOD SERIES 60 SPECIAL SEDAN





INTERIOR DIMENSIONS

	REAR	FRONT
Head room	35.6″	35.8″
Shoulder room	58.9″	59.4″
Hip room	65.2″	64.2″
Leg room	45.8″	43.3″
Seat height	12.3″	14.8″

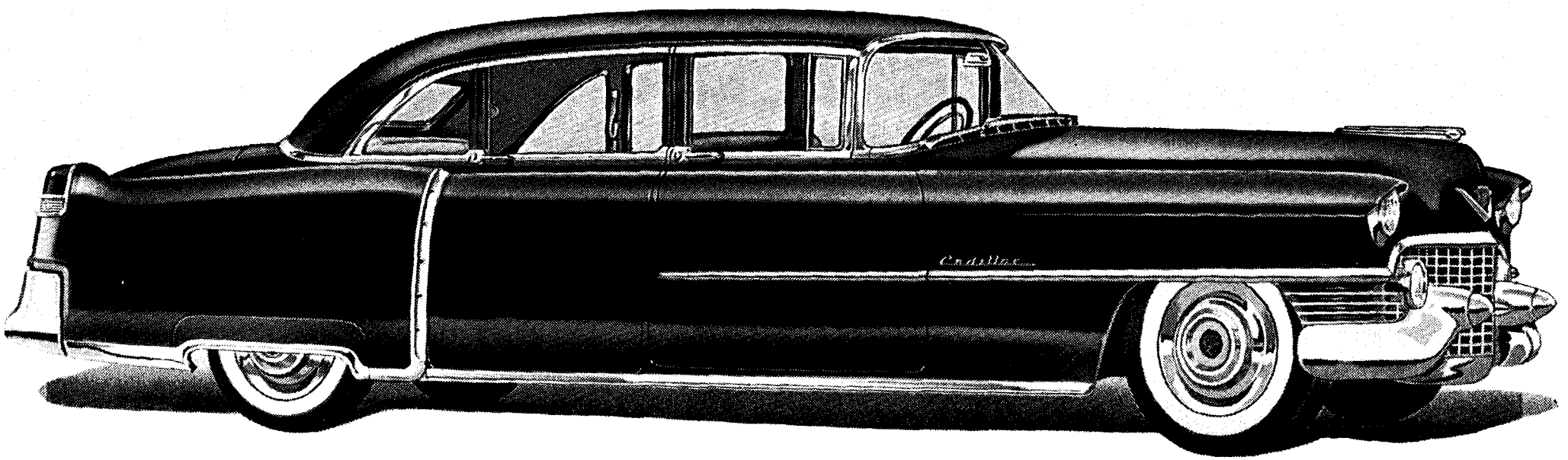
STANDARD EQUIPMENT

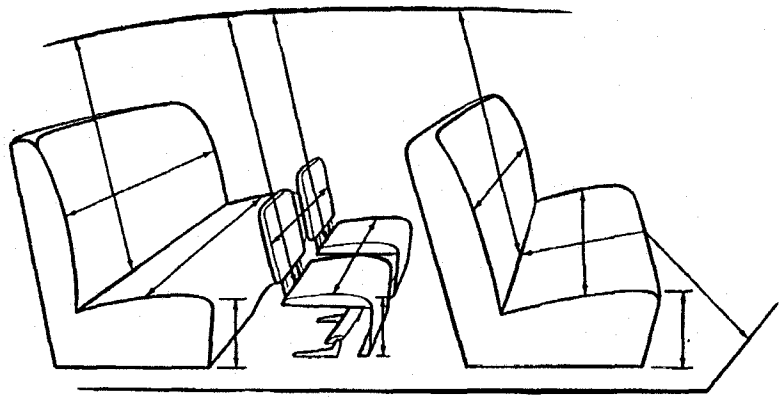
Air Cleaner, oil-bath type
Armrest, center-rear
Assist Handles (2)
Cadillac Power Steering
Cigarette Lighters, front and rear
Clock, Electric
Front Seat Adjustment (2-way), Electrically-operated
Hydra-Matic Transmission
Lights, Directional Signal
Light, Courtesy or Map (automatic)
Lights, Back-up (dual)
Light, Glove Box (automatic)
Light, Luggage Compartment (automatic)
Mirror, Glare-proof, rear-view, flip-type
Oil Filter
Outside Mirror, left side
Paint, two-tone
Parking Brake Warning Signal
Robe Cord on back of front seat
Vanity Mirror
Visors, dual sun
Wheel Discs (set of four)
Window Lifts, Electrically-operated
Windshield Washers

OPTIONAL EQUIPMENT (Extra Cost)

Cadillac Air Conditioner
Cadillac Power Brakes
E-Z-Eye Tinted Glass
Fog Lamps (pair)
Front Seat Adjustment (4-way), Electrically-operated
Headlight Dimmer, automatic
Heater
License Frames
Radio
Whitewall Tires, 8.20 x 15 (set of five)
Wire Wheels (set of five)

1954 CADILLAC-FLEETWOOD SERIES 75





INTERIOR DIMENSIONS

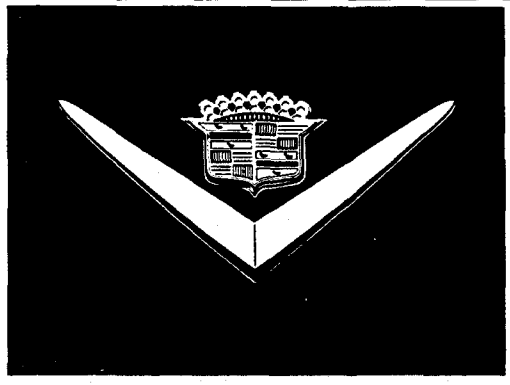
	REAR	AUXILIARY	FRONT
Head room	35.5″	37.2″	36.7″
Shoulder room	58.4″	58.9″	58.3″
Hip room	59.4″	65.3″	64.4″
Leg room	—	—	43.3″
Seat height	14.8″	12.8″	14.6″

STANDARD EQUIPMENT

Air Cleaner, oil-bath type
Armrest, center-rear
Assist Handles (2)
Cadillac Power Steering
Cigarette Lighters, front and rear
Clocks, Electric, front and rear compartments
Foot Rests, adjustable (2), rear compartment
Front Seat Adjustment (2-way), Electrically-operated
Hydra-Matic Transmission
Lights, Back-up (dual)
Light, Courtesy or Map (automatic)
Lights, Directional Signal
Light, Glove Box (automatic)
Light, Luggage Compartment (automatic)
Mirror, Glare-proof, rear-view, flip-type
Oil Filter
Outside Mirror, left side
Package Compartments in Side Armrests, rear (2)
Paint, two-tone
Parking Brake Warning Signal
Robe Cord on back of front seat
Vanity Mirror
Visors, dual sun
Wheel Discs (set of four)
Window Lifts, Electrically-operated
Windshield Washers

OPTIONAL EQUIPMENT (Extra Cost)

Cadillac Air Conditioner
Cadillac Power Brakes
E-Z-Eye Tinted Glass
Fog Lamps (pair)
Front Seat Adjustment (4-way), Electrically-operated
Headlight Dimmer, automatic
Heater, with two under-rear-seat units
License Frames
Radio, remote control
Wire Wheels (set of five)
Whitewall Tires, 8.20 x 15 (set of five)



AS ALWAYS—THE STANDARD OF THE WORLD

1954 CADILLAC

Interiors

The all-new styling and gorgeous exterior colors of 1954 Cadillac motor cars are matched by magnificently appointed interiors that literally leave nothing to be desired in spaciousness, luxury and comfort. In fact, never before has Cadillac offered interiors of such inspiring beauty and splendor. New, more glamorous upholstery fabrics and patterns include all-wool gabardine in solid colors; patterned nylon; patterned tapestry; all-wool, plain colored broadcloth; Bedford cord; and genuine natural and metallic leathers in single, as well as many two-tone combinations. Some Cadillac models offer as many as twelve upholstery choices . . . each distinctively different, and yet sharing a single standard of quality, character and beauty. Comfort is assured by front and rear seat cushions and seat backs that provide greater hip room and shoulder room than ever before. Seats and seat backs are fashioned in stylish biscuits with deeply recessed buttons or with smart piping. Both have contrasting bolsters offering pleasing color harmony. Carpeting of luxurious, deep, rich-textured wool pile, looped Frieze, Rox Point or Kinkomo offers a warm invitation to step into the elegant Cadillac interiors.

SIX COLOR AND FABRIC CHOICES

50. LIGHT GRAY WOOL GABARDINE cushions and seat backs . . . DARK GRAY WOOL GABARDINE seat bolsters and trim.

51. LIGHT GRAY PATTERN NYLON cushions and seat backs combined with DARK GRAY WOOL GABARDINE bolsters.

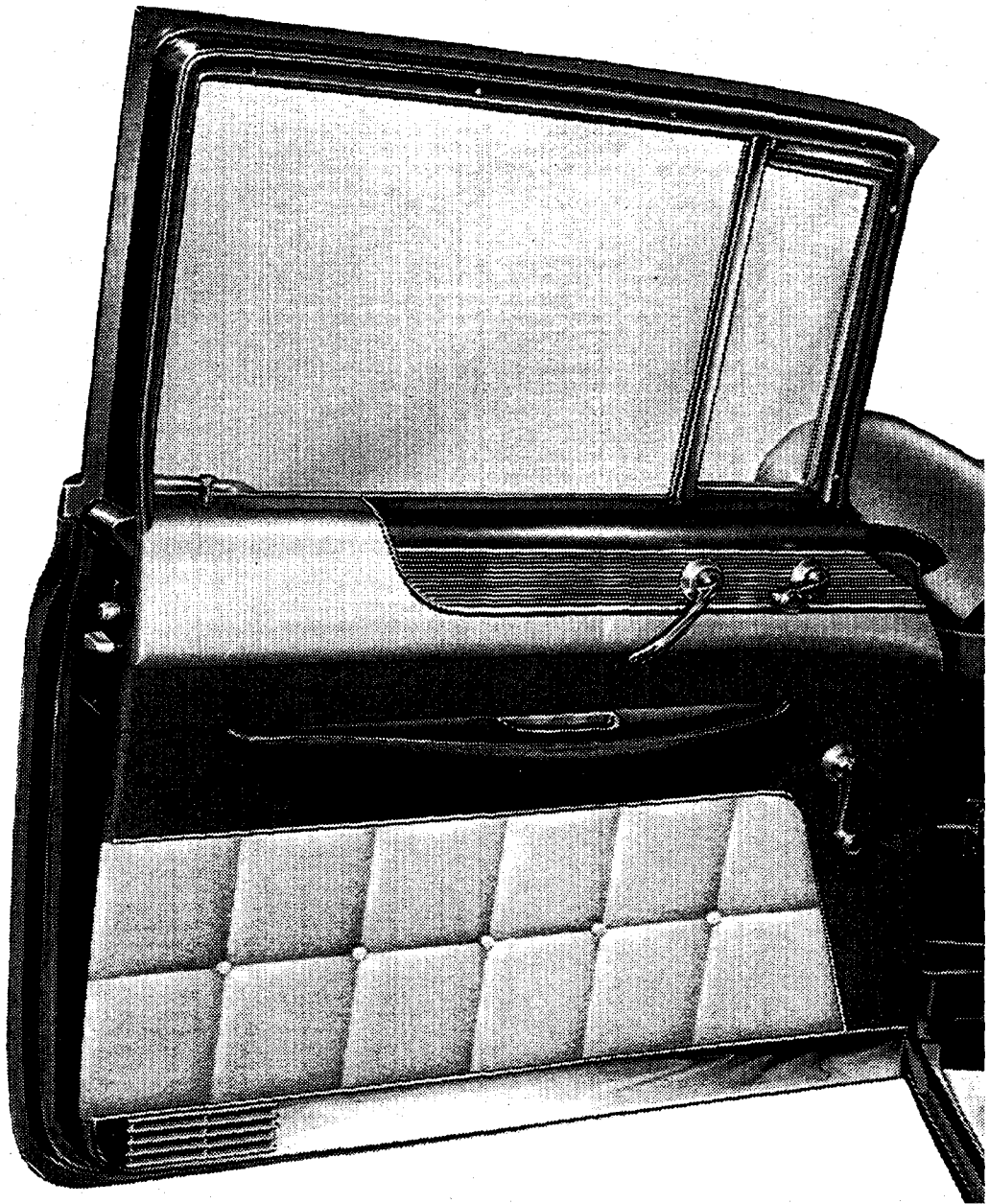
52. LIGHT BLUE WOOL GABARDINE cushions and backs with DARK BLUE WOOL GABARDINE bolsters and trim.

53. LIGHT BLUE PATTERN NYLON *cloth on seats and seat* backs with DARK BLUE WOOL GABARDINE bolsters and trim.

56. LIGHT GREEN WOOL GABARDINE cushions and backs with DARK GREEN WOOL GABARDINE trim and bolsters.

57. LIGHT GREEN PATTERN NYLON cushions and seat backs with DARK GREEN WOOL GABARDINE bolsters and trim.

37



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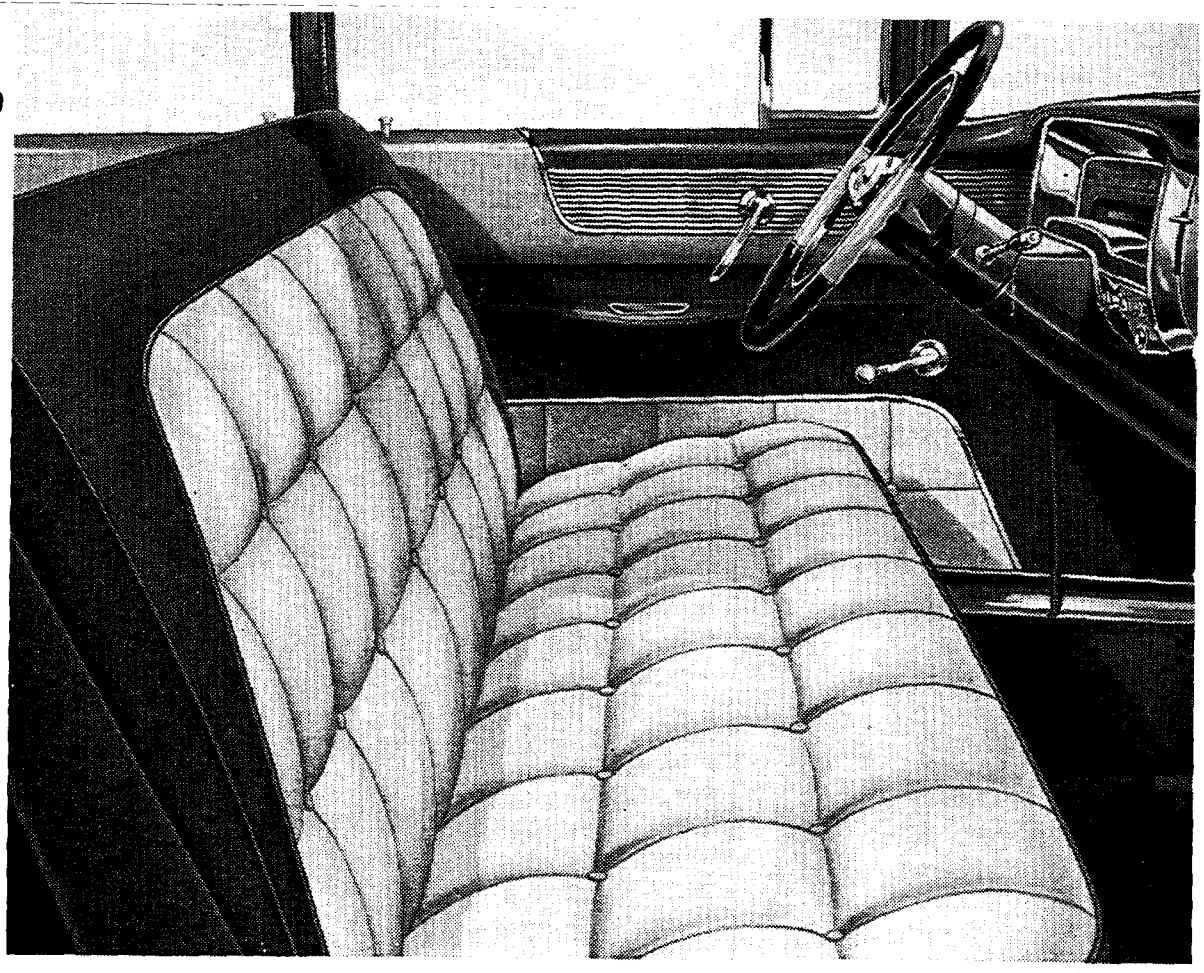
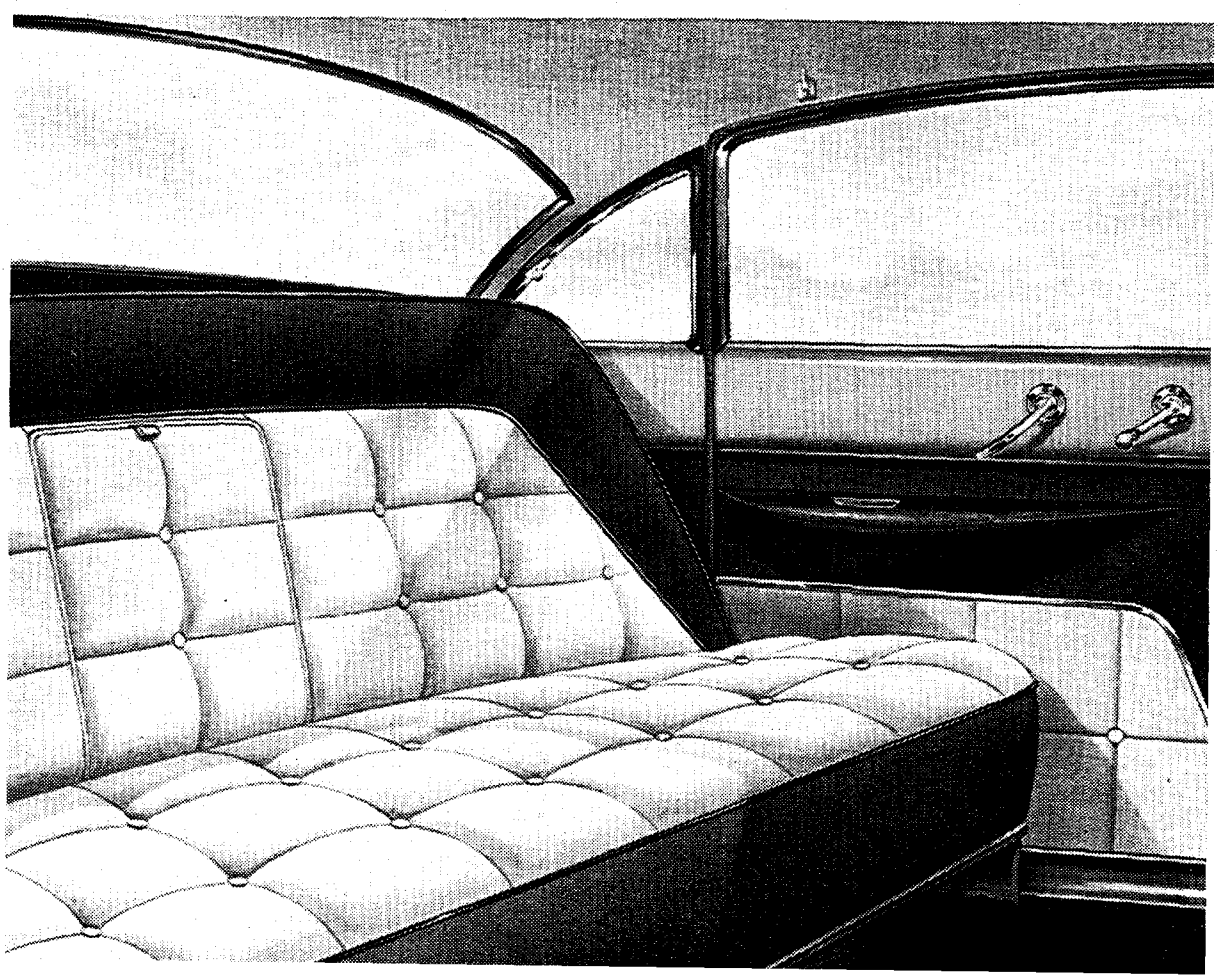
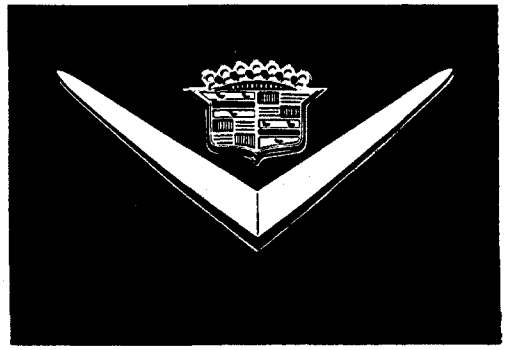


The front compartment of the Series 62 Sedan is designed to provide maximum riding comfort and driving convenience combined with beauty and luxury matched by no other fine car. Seat cushion and seat back inserts of light-tone all-wool gabardine or patterned nylon are styled with heavily padded biscuits and deeply recessed buttons. Bolsters and seat cushion sides are of smooth surfaced, dark-toned all-wool gabardine for pleasing contrast of color and style. Foam rubber in the seat cushions gives luxurious, easy-chair comfort, while the front seat height of almost 15 inches enables the driver to enjoy the full visibility provided by the new panoramic windshield. Brushed and bright chrome hardware and gleaming, stainless steel moldings add their highlights to the incomparable elegance of decor that distinguishes the front compartment of the Cadillac Series 62 Sedan.

Traditional Cadillac luxury and comfort are emphasized in every detail of the Cadillac Series 62 Sedan rear compartment. Divan-height rear seats, luxuriously tailored of all-wool gabardine or all-wool gabardine and patterned nylon, provide even greater hip room and shoulder room in 1954. Leg room, too, has been increased. Thick, wool pile floor carpeting, two side armrests and a wide, deeply cushioned center armrest add further to the living-room comfort enjoyed by rear-seat passengers. New beauty is provided by carrying the two-tone colors and tufted upholstery styling of the seat cushion and seat backs into the rear door panels. Leather-grained vinyl lends smartness and durability to door armrests and seat scuff pad. The convenient robe cord which extends across the rear of front seat back is covered in simulated leather. Framed in gleaming chrome, just above the robe cord, is a raised Cadillac "V" in gold against a background of brushed chrome.

AS ALWAYS—THE STANDARD OF THE WORLD





AS ALWAYS—THE STANDARD OF THE WORLD

THE CADILLAC SERIES 62 COUPE

The interior of the Cadillac Series 62 Coupe for 1954 is superbly tailored and beautifully appointed. Seats and seat backs, offering even greater hip room and shoulder room, are fashioned with inserts of deeply tufted biscuits and recessed buttons. This styling is continued across the lower door panels and on the rear of the front seat backs. Pleasing color harmony is provided by the smooth, dark-toned seat bolsters and sides and the center door panel. Six different color and fabric combinations, described on the opposite page, give the owner wide latitude in selecting exactly the interior to meet his preference. Ease of entrance to the rear compartment is provided by the split front seat back and by the pivot mounting of the front seat itself. Ample seat height, nearly 15 inches, combined with the new panoramic windshield assures exceptional visibility for maximum safety and greater motoring enjoyment. Careful attention to every styling detail is evident in the functional beauty of the instrument panel. Control knobs and levers of bright and brushed chrome are placed for maximum convenience. An insert panel of gleaming chromed horizontal lines relieved by satin-black grooves forms a jewel-like setting for radio dial and electric clock. The top and extended edge of the instrument panel are covered with glare-resistant Elascofab, a beautiful leather-like vinyl material.

SIX DISTINCTIVE CHOICES

50. LIGHT GRAY WOOL GABARDINE cushions and seat backs . . . DARK GRAY WOOL GABARDINE seat bolsters and trim.

51. LIGHT GRAY PATTERN NYLON cushions and seat backs combined with DARK GRAY WOOL GABARDINE bolsters.

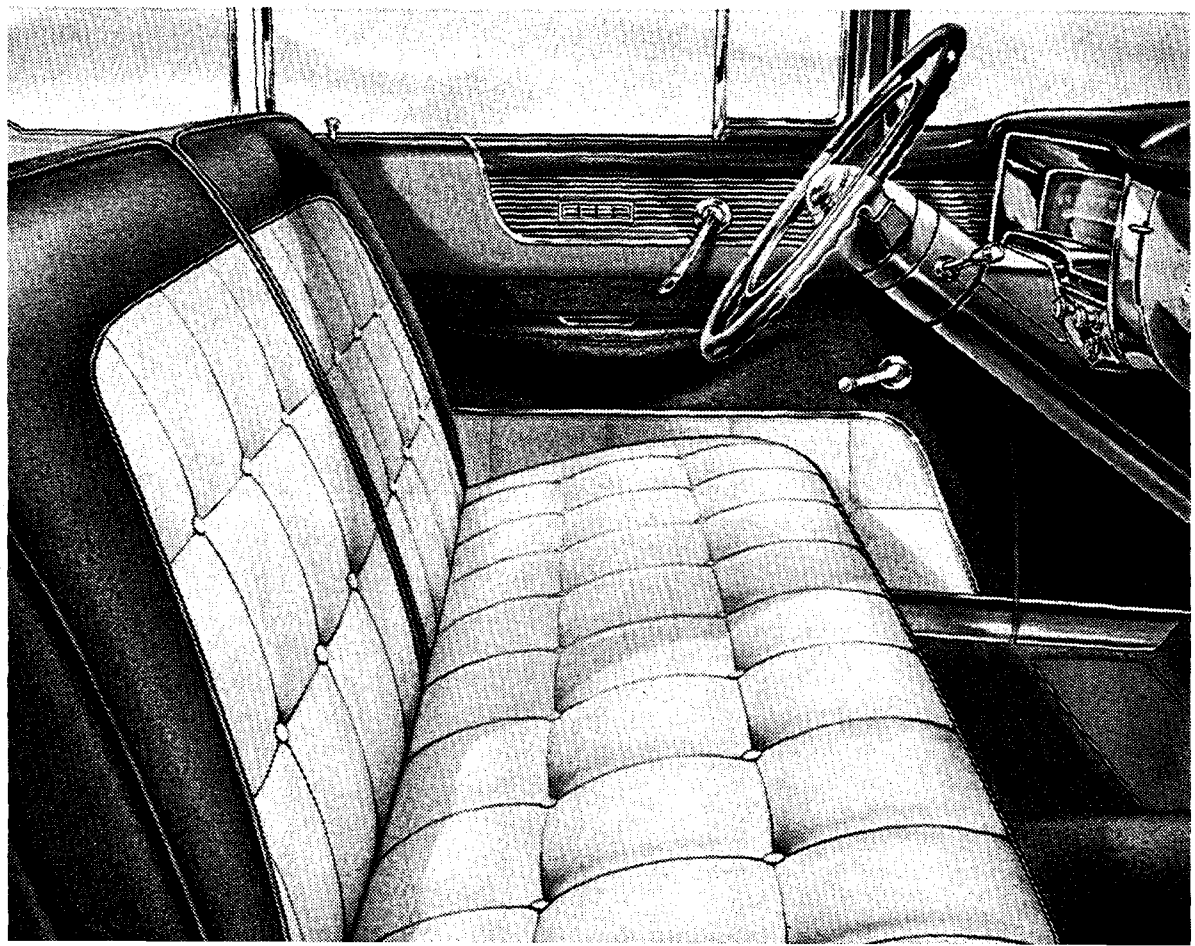
52. LIGHT BLUE WOOL GABARDINE cushions and backs with DARK BLUE WOOL GABARDINE bolsters and trim.

53. LIGHT BLUE PATTERN NYLON cloth on seats and seat backs with DARK GREEN WOOL GABARDINE bolsters and trim.

56. LIGHT GREEN WOOL GABARDINE cushions and backs with DARK GREEN WOOL GABARDINE trim and bolsters.

57. LIGHT GREEN PATTERN NYLON cushions and seat backs with DARK GREEN WOOL GABARDINE bolsters and trim.

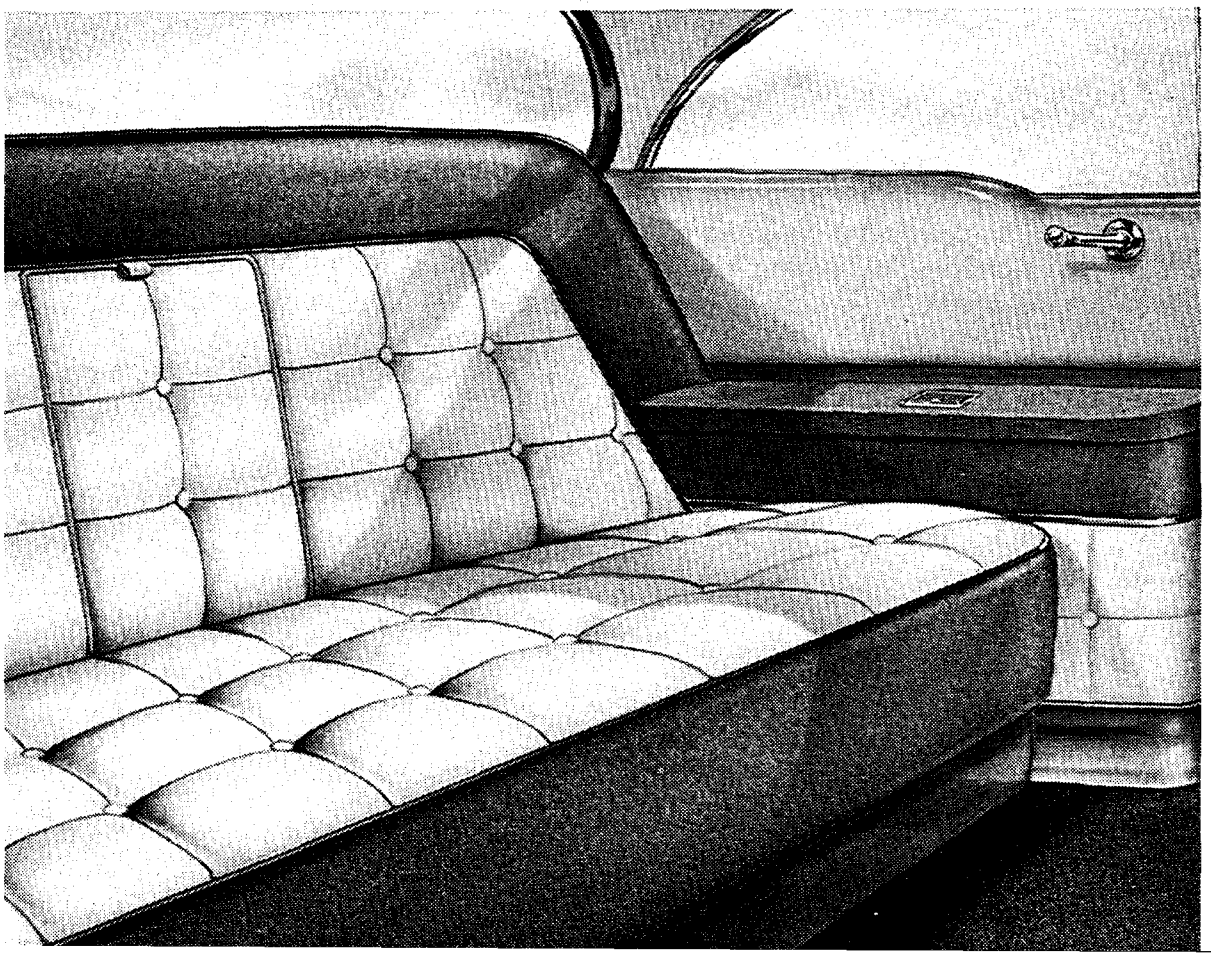
41

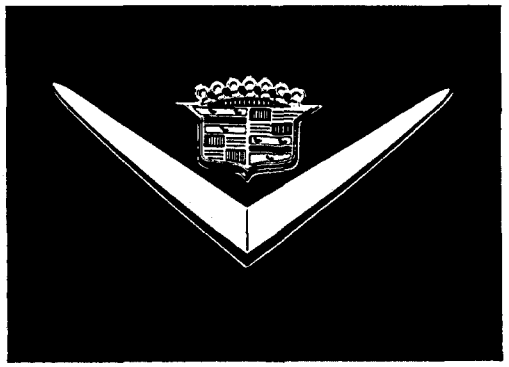


New, more beautiful door panel styling offers a fitting introduction and a warm invitation to the elegant interiors of the Series 62 Coupe. Light-toned upper and lower sections of the door panel provide pleasing contrast with the dark-toned center section with its vinyl-topped, built-in armrest and door pull. A narrow, stainless steel molding extends nearly across the door panel before gracefully curving down to meet the wide stainless steel kick-pad molding. Grille openings in this lower molding provide heater outlets for the rear compartment. Highlighting the new door panel styling is a new door and window control panel insert of alternating chromed and satin-black horizontal lines.

The Cadillac Series 62 Coupe provides greater comfort and luxury than ever before. In every important interior dimension, shoulder room, hip room, head room and leg room, rear-compartment passengers will find new spaciousness. A wide, center armrest folds forward from the seat back for added comfort and convenience. Seat cushion, seat back inserts and lower sidewalls are fashioned in light-toned fabrics with heavily padded biscuits and deeply recessed buttons. Seat cushion bolsters and the upper section of the sidewalls are in color-harmonizing dark tones. Carpeting of thick wool pile; vinyl seat welts and side armrests and simulated leather on robe cords and seat kick-pad combine smart, textured beauty with durability. Moldings of gleaming stainless steel and brushed and bright chromed hardware complete the elegance of decor that distinguishes the Series 62 Coupe.

AS ALWAYS—THE STANDARD OF THE WORLD

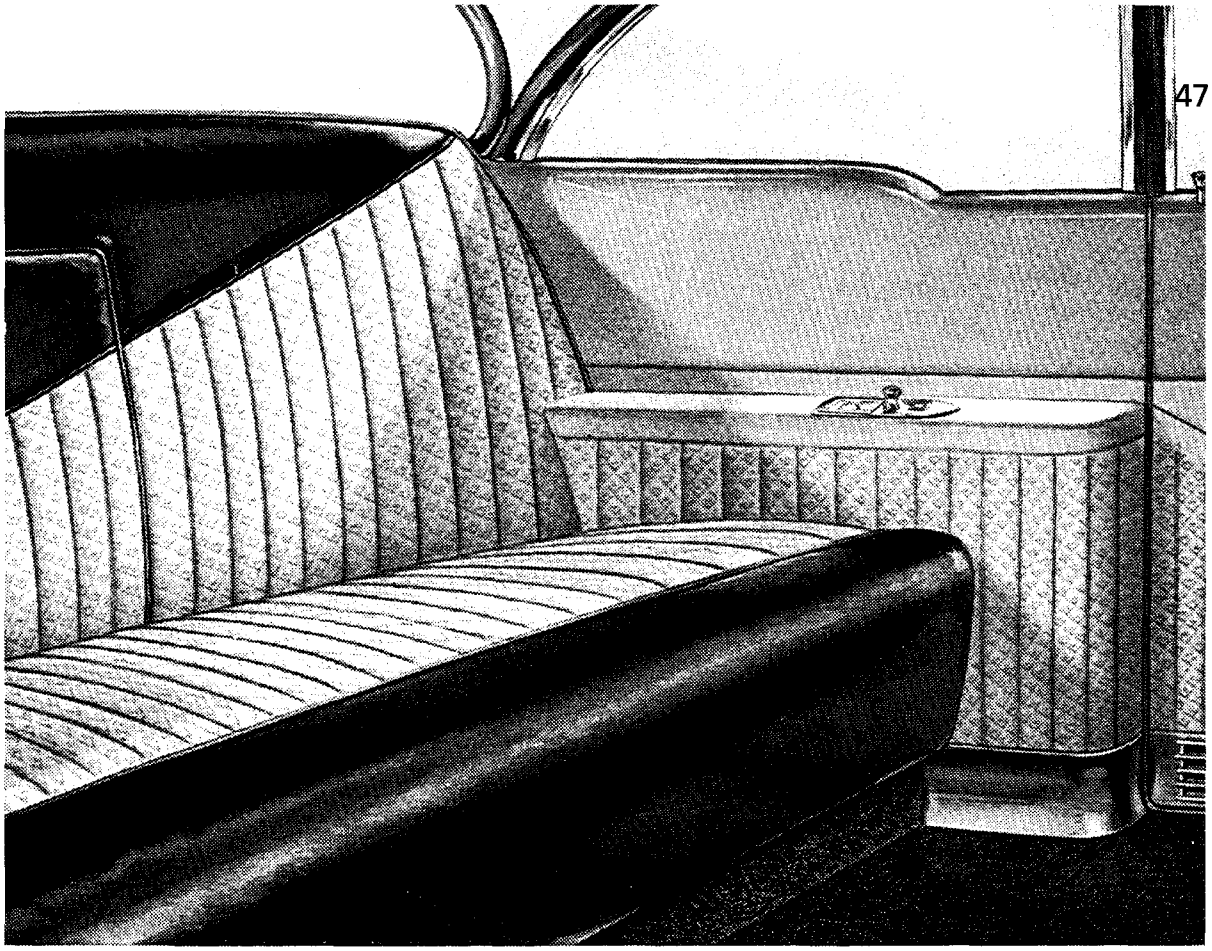




AS ALWAYS—THE STANDARD OF THE WORLD

THE CADILLAC SERIES 62 COUPE DE VILLE

Always one of the most lavishly appointed models in the entire Cadillac line, the Coupe de Ville in 1954 offers an enchanting interior decor that is as enduring as it is beautiful. The elegantly upholstered interiors offer a choice of V-Crest patterned nylon seat cushion and seat back inserts in light tones of gray, green or blue combined with dark-toned bolsters of genuine metallic leathers. Another exquisitely beautiful choice combines seat and seat back inserts of gray and silver metallic floral pattern tapestry with white leather bolsters. Enhancing the smart color contrast of the Coupe de Ville interior is the dark-tone, thick wool pile carpet on the floor and on the heel board across the bottom of the rear seat. Full comfort for rear-seat passengers is assured by even greater hip room, shoulder room and leg room, plus the armchair comfort provided by the wide, heavily cushioned center armrest and two convenient side armrests. Lower side walls are fashioned in the same smart piping as the seat cushion and seat back inserts. Genuine leather on side armrests and on the two convenient robe cords lends rich, durable beauty, while stainless steel moldings and bright and brushed chrome hardware add their highlights to the luxurious interior of the Coupe de Ville.



FOUR COLOR FASHIONS TO SELECT FROM

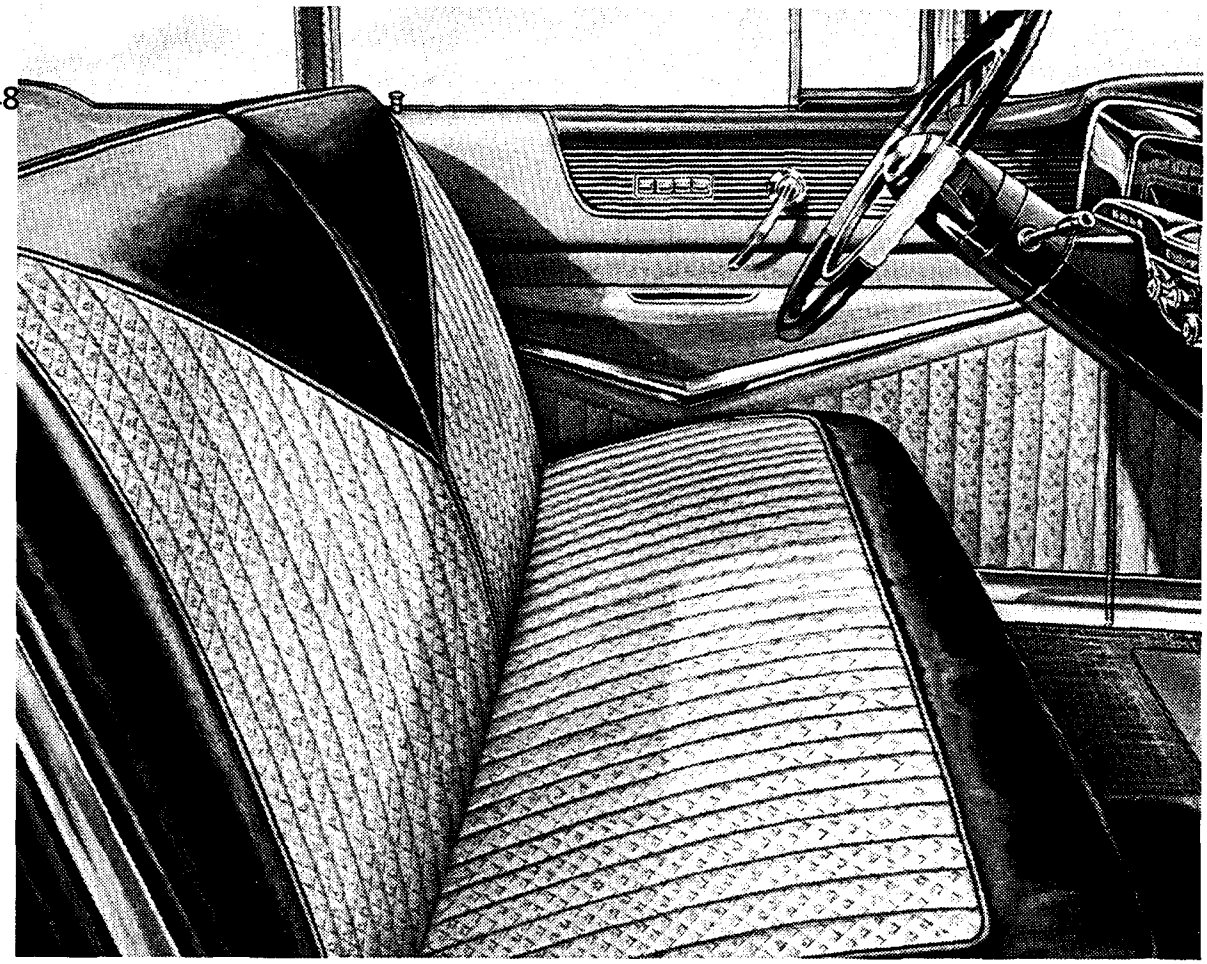
60. GRAY AND SILVER METALLIC FLORAL PATTERN TAPESTRY contrasted with genuine WHITE LEATHER bolsters.

61. LIGHT GRAY V-CREST PATTERN NYLON combined with DARK GRAY METALLIC LEATHER bolsters.

63. LIGHT BLUE V-CREST PATTERN NYLON together with bolsters of DARK BLUE METALLIC LEATHER.

67. LIGHT GREEN V-CREST PATTERN NYLON seats and seat backs; DARK GREEN METALLIC LEATHER bolsters.

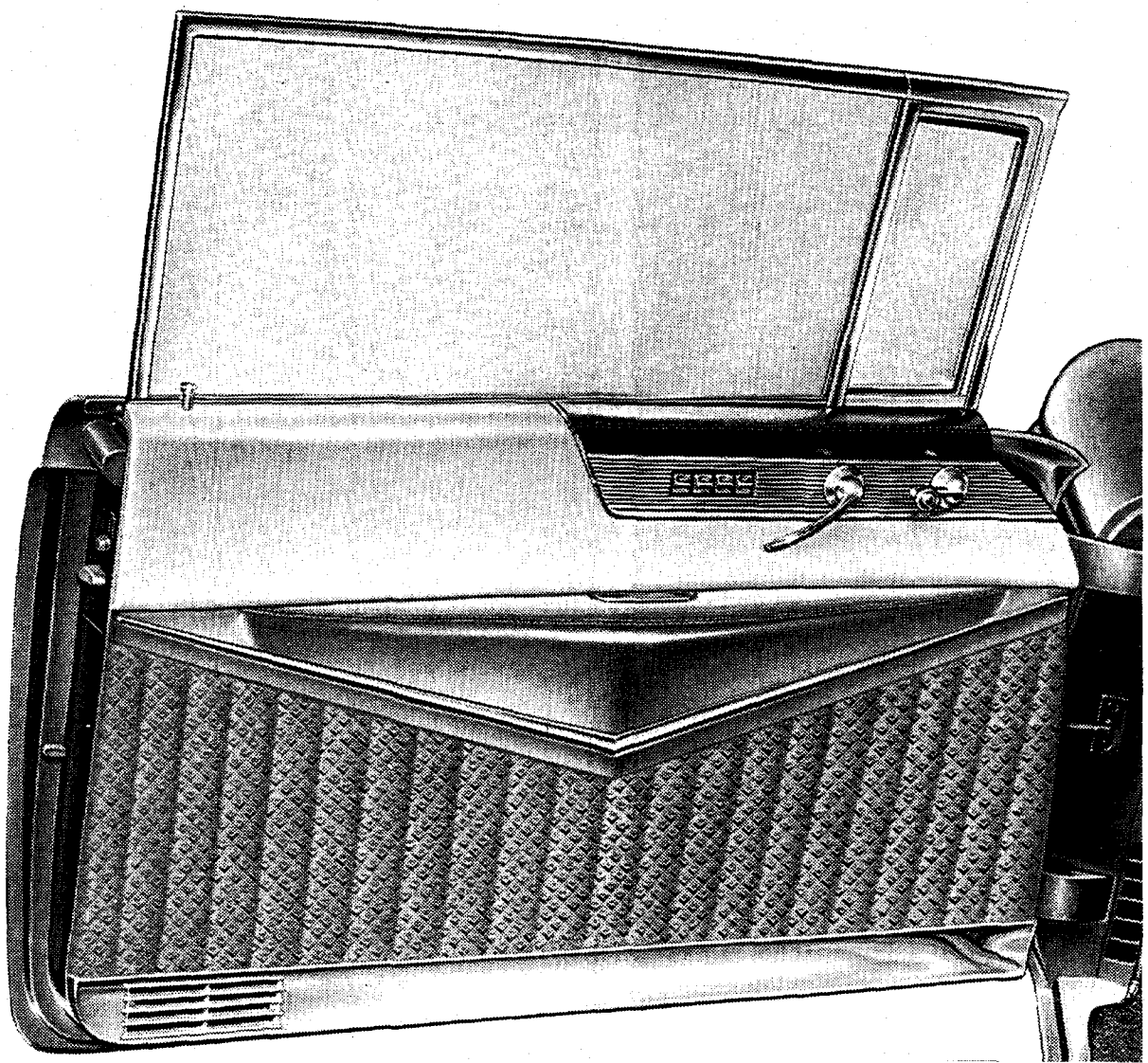
48

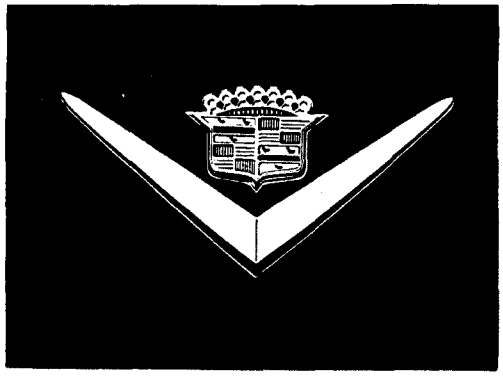


The front compartment of the Cadillac Series 62 Coupe de Ville provides every comfort and convenience to make driving safe, effortless, enjoyable. Here, for example, are electric window lifts that permit the driver to raise or lower any or all windows in the car with the touch of a finger to the convenient controls on the door panel. Seat adjustment, too, forward or back, is automatic at the touch of a control button on the front of the seat. Comfort and safety are provided by foam-rubber-cushioned seats. The front seat, nearly 15 inches high, enables the driver to take full advantage of the tremendous visibility of the panoramic windshield. Additional safety and new beauty are provided by the glare-proof, padded Elascofab cover across the top and around the extended edge of the instrument panel. The instrument panel itself combines new convenience of all control knobs and levers with new, smarter styling. A new panel insert of chromed horizontal lines with satin-black grooves provides a jewel-like background for radio controls and electric clock.

Door panel styling of the Coupe de Ville is distinctively new and different in 1954. Heavily padded, two-inch risers extend vertically from the gleaming stainless steel bottom molding to the rich, genuine leather V-shaped center molding. Just above the V-molding is a leather covered built-in armrest and door pull. The upper portion of the door panels above the armrests is painted in light tones to contrast with dark-toned leather trim or in black where white leather trim has been selected. A further distinguishing note for 1954 is the satin-black and chromed lines of the door panel insert which frames the bright and brushed chromed window and door controls. The door panel insert and the door risers continue into the instrument panel and cowl adding to the pleasing unity of style that is evident throughout the 1954 Coupe de Ville.

AS ALWAYS—THE STANDARD OF THE WORLD



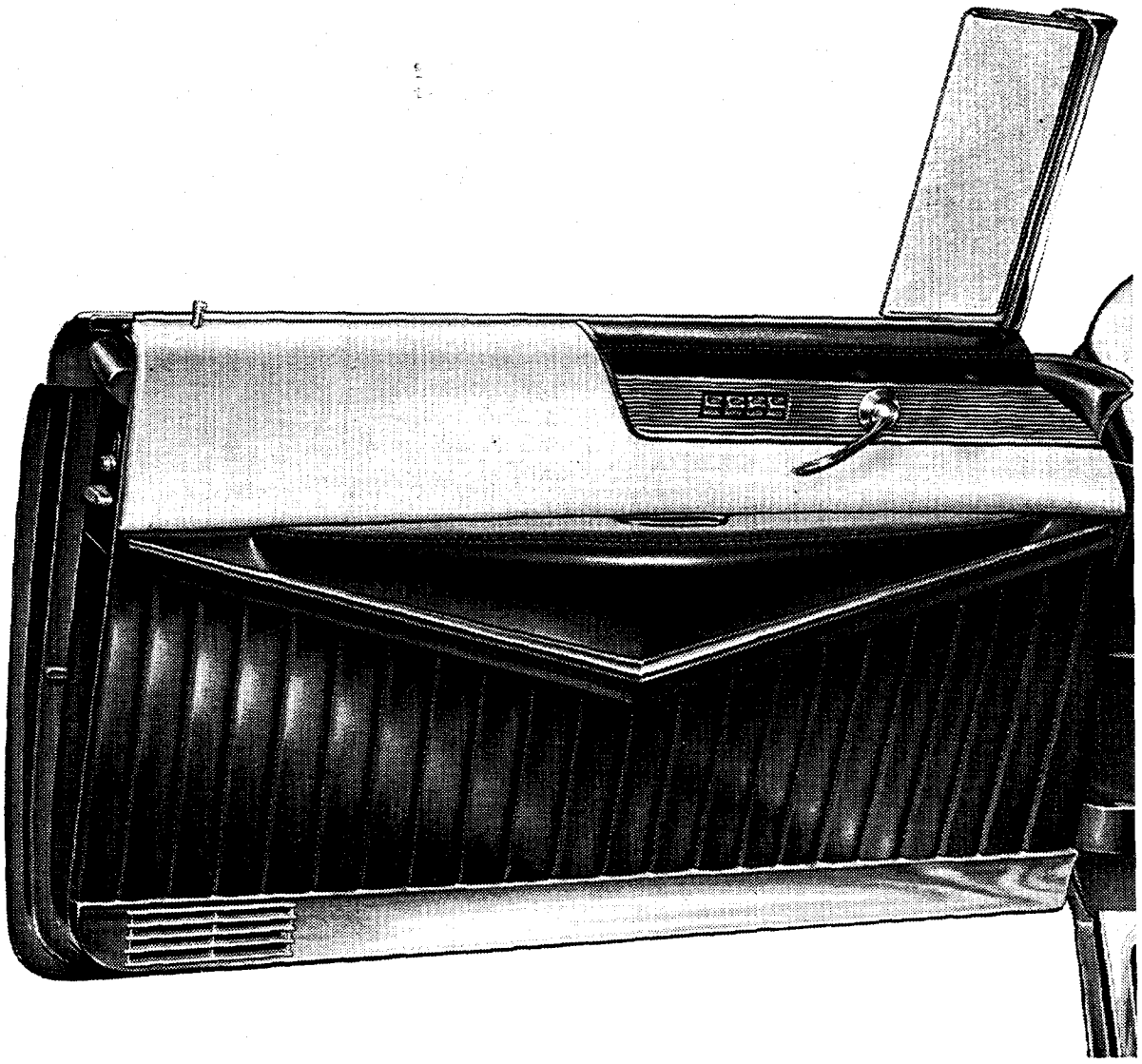


AS ALWAYS—THE STANDARD OF THE WORLD

THE CADILLAC SERIES 62

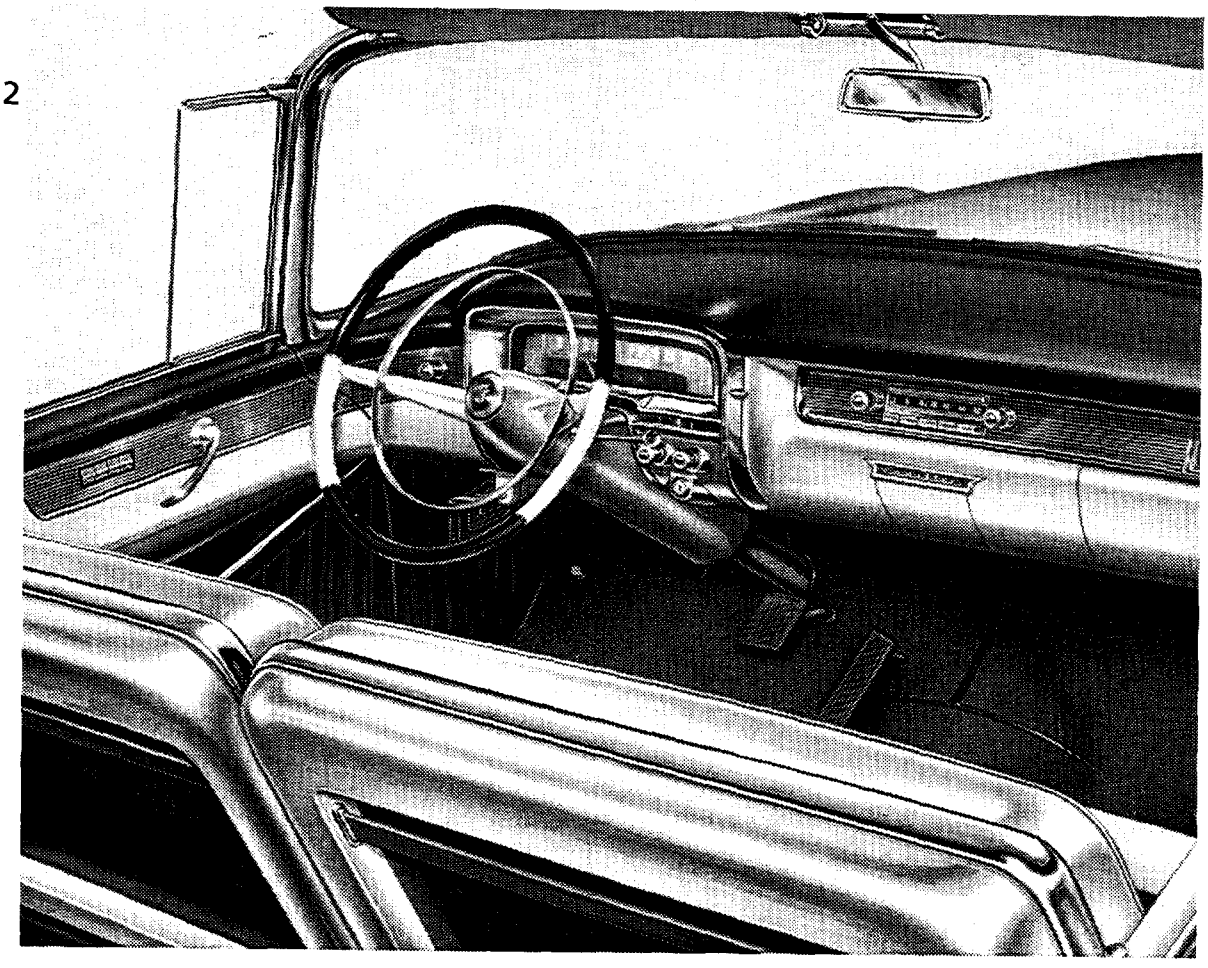
CONVERTIBLE

The buoyant, zestful way of life that is so much a part of those who prefer the thrill of open-air motoring is truly reflected in the gay, colorful, durable interiors of the beautiful Cadillac Series 62 Convertible. Here are interiors richly upholstered in genuine leathers whose beauty seems to increase with the years. And here are color choices from solid Red, Black or Natural to ultra-smart two-tones of Light Blue or Green Metallic Leathers for seat cushion and seat back inserts with White Leather bolsters and trim, or Dark Blue and Green Metallic Leathers with Light Blue and Green Metallic Leathers for bolsters and trim. Door panels and side walls, too, are finished in durable and beautiful leathers in dark-toned color below the distinctive V-shaped door panel molding and in light-toned colors above. Bright and brushed chrome hardware and gleaming stainless steel door moldings add sparkling highlights of enduring beauty. A new door panel insert with satin-black grooves between raised chromed lines frames the door handle and the automatic window controls which enable the driver to raise or lower any or all windows at a touch of his finger. Built-in leather-covered armrests afford convenience and comfort, yet blend smoothly into the door panels.



SEVEN SMART INTERIOR SELECTIONS

41. A complete interior fashioned of BLACK LEATHER.
42. WHITE LEATHER with LIGHT BLUE METALLIC LEATHER.
43. DARK BLUE METALLIC LEATHER seats with LIGHT BLUE METALLIC LEATHER bolsters and trim.
45. Genuine NATURAL LEATHERS throughout.
46. LIGHT GREEN METALLIC LEATHER seats and seat backs; WHITE LEATHER bolsters and trim.
47. DARK GREEN METALLIC LEATHER combined with LIGHT GREEN METALLIC LEATHER.
49. Complete interior of RED LEATHER.

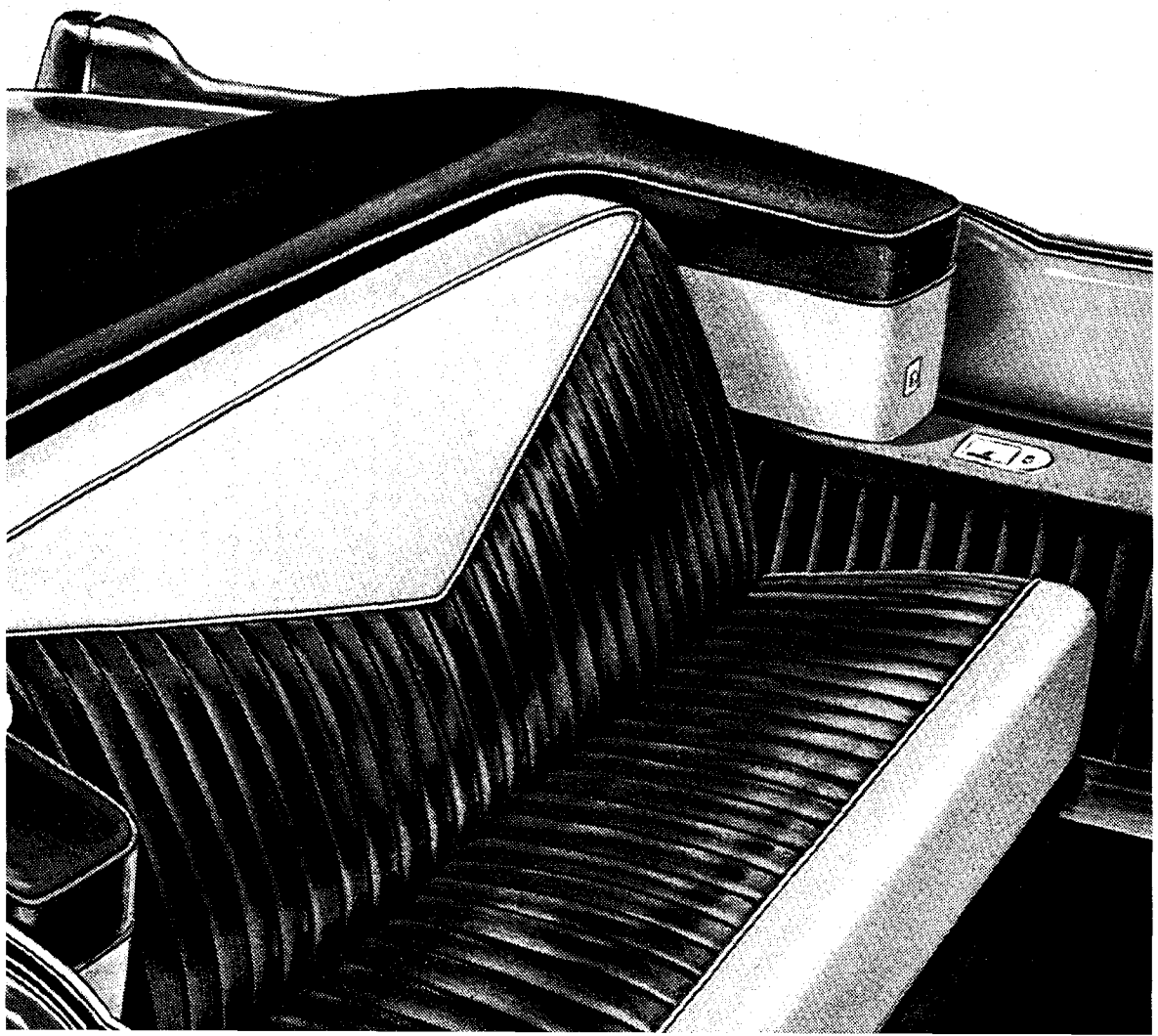


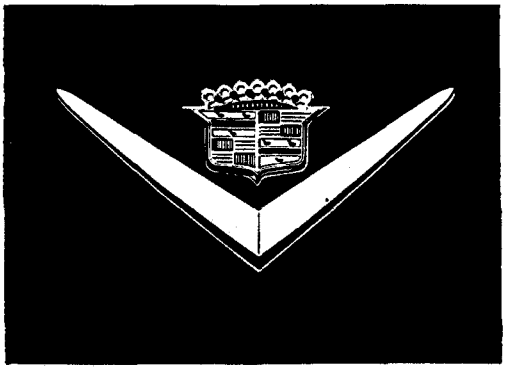
From any angle the interiors of the Cadillac Series 62 Convertible Coupe present an exceptionally trim, tailored beauty. Leather-upholstered seat cushion and seat back inserts, lower door panels and side walls are fashioned in full two-inch pipes in smart contrast to the smooth leathers of bolsters, seat cushion sides, upper side walls and door panels. Genuine leather welts and French seams are typical of the attention to styling details that is found in the Convertible interior.

The front seat provides even greater roominess in 1954 with more hip room and over three inches more shoulder room. The instrument panel offers new beauty and convenience and the safety of a new glare-proof, padded Elascofab covering across the top and over the extended edge. Instruments and control knobs and levers are all grouped directly ahead of the driver. Radio and electric clock are framed in the new satin-black and chromed insert at the right.

Rear-compartment passengers enjoy the increased comfort of more shoulder room, hip room and leg room in the 1954 Cadillac Series 62 Convertible. Here, too, is the luxury of completely leather-upholstered seats, seat backs and side walls in solid colors or in elegant two-tones. Dark-toned carpeting of luxurious, deep wool pile covers the entire floor and heel pad and protects the lower portion of the front seat back. Chromed ash trays located in the rear seat armrests and two leather-covered robe cords on the rear of the front seat back add to convenience. The ash receivers incorporate the chromed control buttons which permit raising or lowering rear windows at the touch of a finger. When the Convertible top is folded down, it is concealed behind the rear seat back beneath a beautifully tailored snap-on cover in colors of blue, black, tan or green to match the top color.

AS ALWAYS—THE STANDARD OF THE WORLD



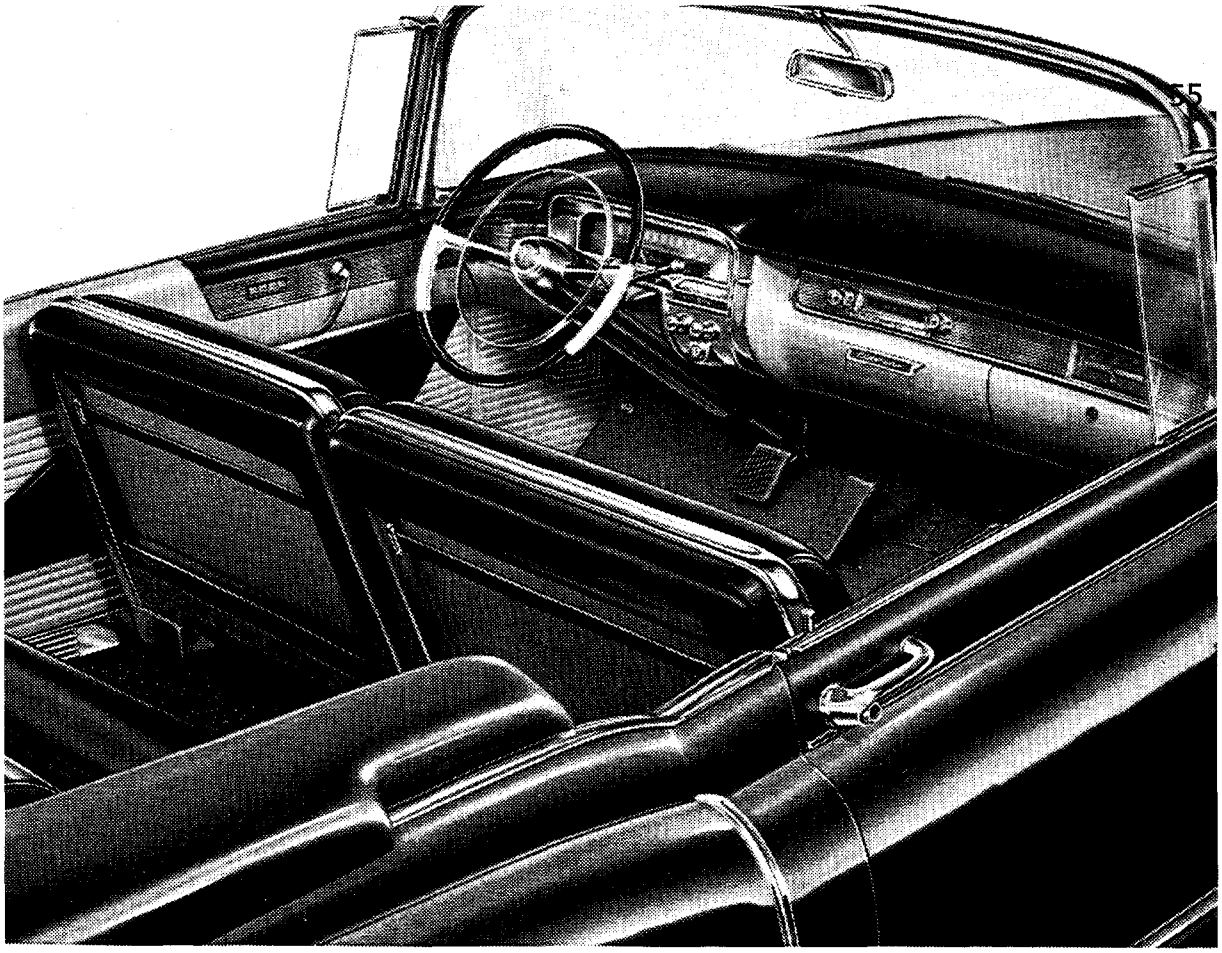


AS ALWAYS—THE STANDARD OF THE WORLD

THE CADILLAC ELDORADO

SPECIAL CONVERTIBLE

The interiors of the Cadillac Eldorado are as distinctive as might be expected of a car whose ultra-smart exterior beauty and completeness of equipment are unmatched by any other fine car. Precisely tailored of genuine leathers, the seat cushions and seat backs feature such details of the leather-worker's art as French seams, raised leather welts, saddle-stitched piping and embossed "V" and crown insignia. The front compartment provides breath-taking beauty combined with every convenience to make driving the Eldorado an effortless pleasure. Of course, steering, braking, seat adjustment, raising or lowering the windows or the sleek Orlon top are all power assisted. The instrument panel, across the top and around the extended edge, is covered with fine-grained Elascofab. It is padded, glare-proof and finished along the edge with a smart French seam. All instrument panel control knobs and, in fact, all hardware are finished in bright or brushed chrome. In the center of the panel an emblem bears the proud name Eldorado in 18-carat gold against a brushed chrome background. The lower portion of the instrument panel is finished in blue and silver diamond patterned Dinoc. New dual sun visors offer the beauty of translucent, smoke-gray color plastic panels in bright chromed frames.



EIGHT COLOR FASHIONS IN LEATHER

30. WHITE LEATHER seat and seat back inserts; BLACK LEATHER bolsters and trim.

31. Complete interior of solid BLACK LEATHER.

32. WHITE LEATHER inserts for cushion and seat back with BLUE LEATHER bolsters and trim.

33. BLUE LEATHER throughout the interior.

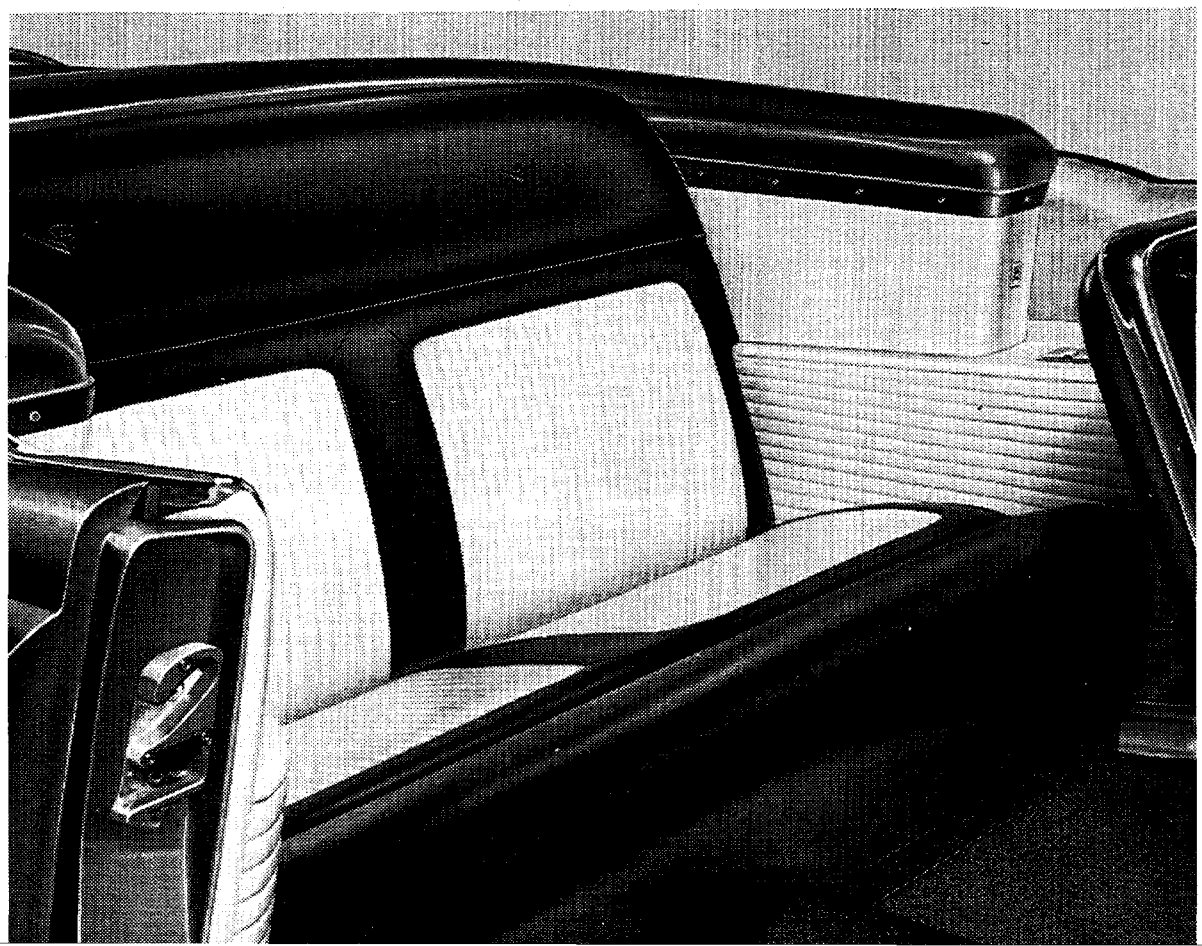
34. YELLOW LEATHER for cushion and seat back inserts with BLACK LEATHER bolsters and trim.

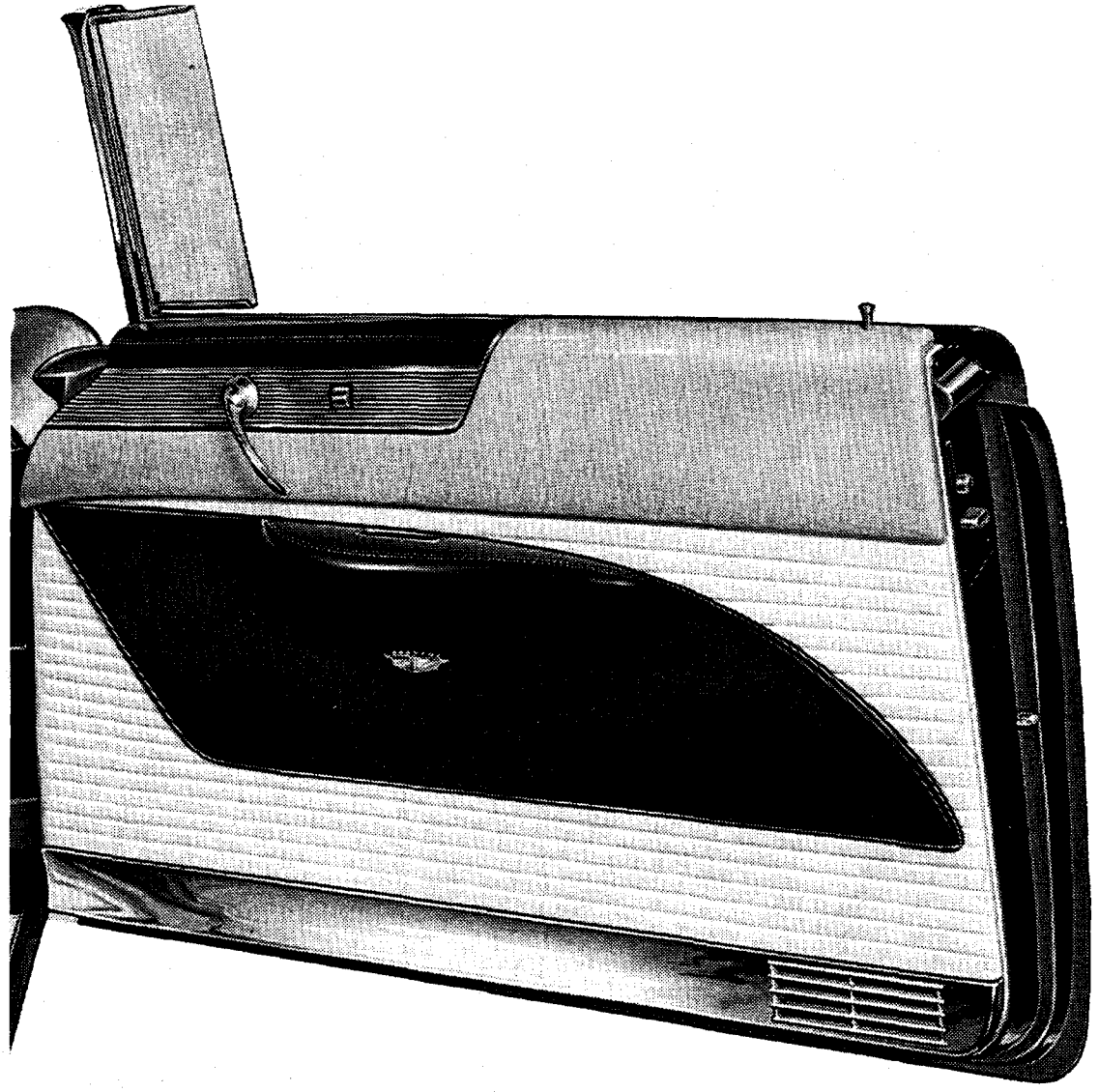
35. Genuine YELLOW LEATHER throughout.

38. WHITE LEATHER seat cushion and seat back inserts with RED LEATHER bolsters and trim.

39. Complete interior of genuine RED LEATHER.

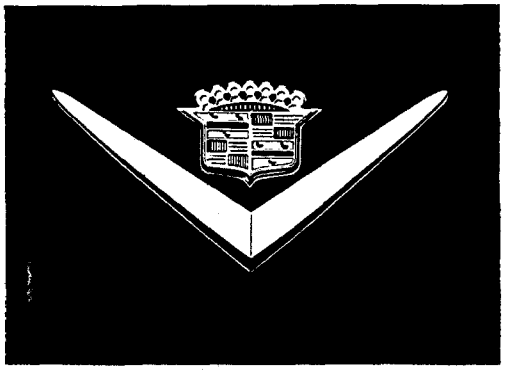
With all of their richly tailored beauty and gorgeous coloring, (see previous page) the foam-rubber-cushioned seats in the Eldorado offer even greater comfort and roominess. In fact, there is up to two inches more hip room, shoulder room and leg room in the rear compartment alone. Smartly modern are the contrasting color tones and plain and patterned finishes used throughout the 1954 Eldorado. Seat cushion and seat back inserts, for example, are fashioned with ¾-inch pipes in light tones in contrast to the smooth finish of dark-toned bolsters and seat cushion sides. Rear compartment side walls, too, combine a lower panel of ¾-inch risers with an upper panel of smooth finish leather around the top operating mechanism and a panel of diamond patterned Dinoc just above the armrests. The floor, heel pad and lower portion of the rear of the front seat back are covered in luxurious Rox Point carpeting in dark tones.





Door panel styling in the Eldorado is distinctively new and decidedly beautiful. Above the wide stainless steel bottom molding is a panel of ¾-inch horizontal risers of light-toned leather inset with a gracefully tapered panel of smooth finish dark-tone leather. The upper portion of the door panel is finished in diamond patterned Dinoc in blue and silver with a door and window control insert panel of satin-black grooves between raised chromed lines. Convenient armrests, extending smoothly out from the door panels, are finished with a smart French seam along their outer edge. The entire door panel treatment is continued into the cowl sides and into and across the instrument panel giving unity and beauty throughout the front compartment. Bright chromed frames around the windows and windshield add their glittering highlights to the fabulous beauty of the 1954 Cadillac Eldorado.

AS ALWAYS—THE STANDARD OF THE WORLD



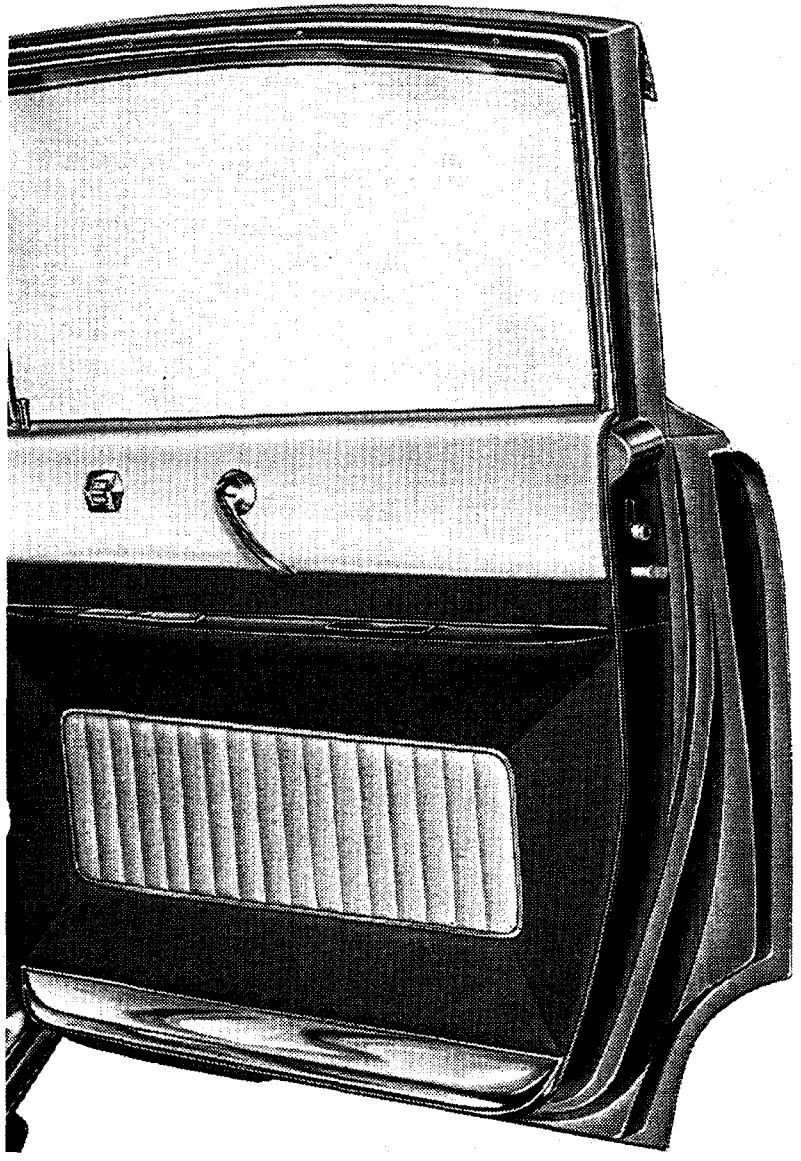
AS ALWAYS—THE STANDARD OF THE WORLD

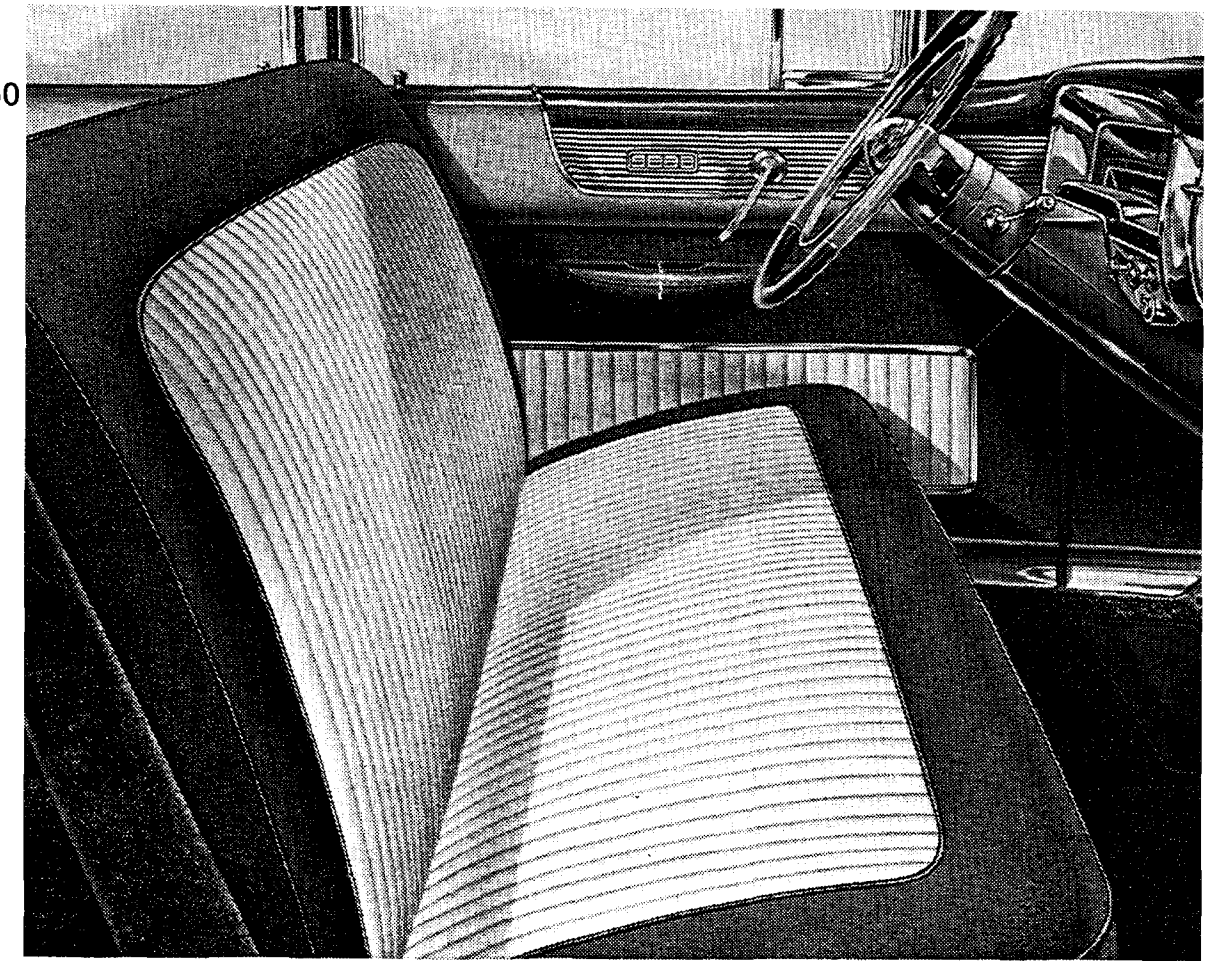
THE CADILLAC SERIES 60 SPECIAL

The interiors of the one and only Cadillac Series 60 Special are designed to please the world's most discriminating clientele. And for their selection Cadillac provides a choice of twelve tasteful trim options utilizing light pattern nylon, plain all-wool broadcloth or V-Crest pattern nylon superbly matched with luxurious, dark-toned plain all-wool broadcloth. Seat cushion and seat back styling of plain bolsters and cushion sides with inserts of heavily padded 1¼-inch pipes is continued into the trimly tailored door panels. Stainless steel door kick-pad moldings provide durable, long-lasting beauty. Another, finer, stainless steel molding frames and accents the elegant, heavily padded vertical risers which form a light-toned panel within a rectangle of dark-toned sidewall cloth. Built-in door armrests which taper smoothly outward from the center of the door panels are covered in genuine leather in dark tones. Above the armrests, door panels are finished in a light-toned painted finish with an insert panel of raised chromed lines with glossy satin-black grooves. In this panel are the automatic window controls, door handle and vent wing control, all in sparkling bright and brushed chrome finish.

TWELVE BEAUTIFUL TRIM STYLES

70. LIGHT GRAY PATTERN NYLON combined with DARK GRAY BROADCLOTH.
71. LIGHT GRAY BROADCLOTH combined with DARK GRAY BROADCLOTH.
81. LIGHT GRAY V-CREST PATTERN NYLON with DARK GRAY BROADCLOTH.
72. LIGHT BLUE PATTERN NYLON combined with DARK BLUE BROADCLOTH.
73. LIGHT BLUE BROADCLOTH combined with DARK BLUE BROADCLOTH.
83. LIGHT BLUE V-CREST PATTERN NYLON with DARK BLUE BROADCLOTH.
74. LIGHT TAN PATTERN NYLON combined with BROWN BROADCLOTH.
75. LIGHT TAN BROADCLOTH combined with BROWN BROADCLOTH.
85. LIGHT TAN V-CREST PATTERN NYLON with BROWN BROADCLOTH.
76. LIGHT GREEN PATTERN NYLON combined with DARK GREEN BROADCLOTH.
77. LIGHT GREEN BROADCLOTH combined with DARK GREEN BROADCLOTH.
87. LIGHT GREEN V-CREST PATTERN NYLON with DARK GREEN BROADCLOTH.

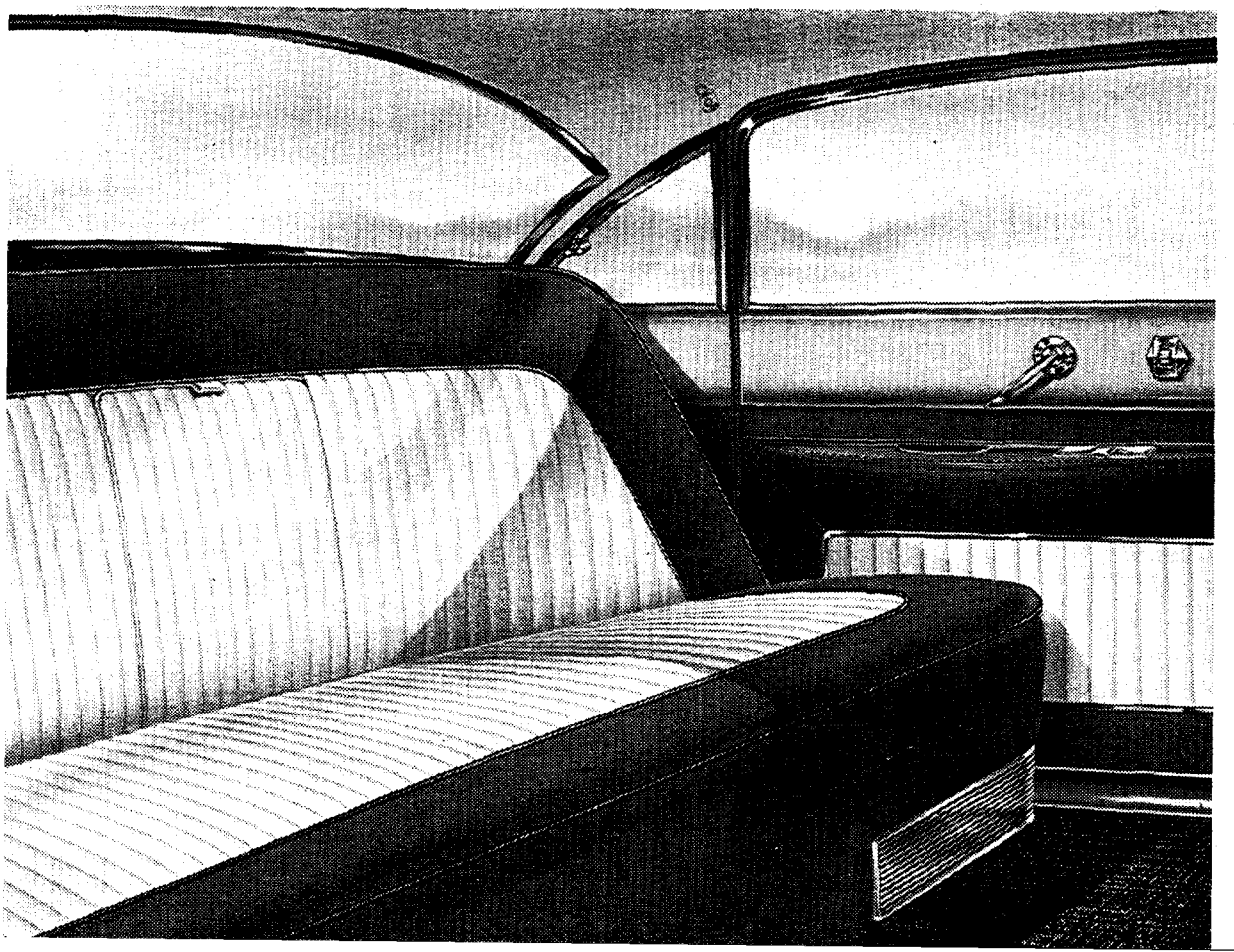


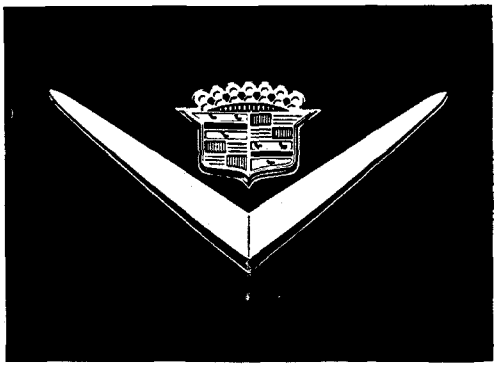


In the front compartment the driver and passengers will find themselves surrounded with features of beauty, comfort and convenience, new even to those well acquainted with the incomparable luxury of the Cadillac Series 60 Special. First, they will be aware of increased hip room and shoulder room. They will note, too, that the height of the foam-rubber-cushioned front seat, nearly 15 inches, is just right for comfort and to enable them to enjoy the tremendous visibility provided by the new panoramic windshield. And a glance at the instrument panel brings attention to its new glare-proof, padded Elascofab covering which extends not only across the top but around the edge as well. New, too, is the elegant instrument panel insert of glossy satin-black grooves between gleaming chromed horizontal lines. Framed in this panel are the radio controls and electric clock. All instruments and instrument panel control knobs and levers are conveniently located directly ahead of the driver. Centered on the instrument panel against a background of brushed chrome is the name Fleetwood in gold script.

Supreme luxury and comfort have long been a part of the full motoring enjoyment provided by the Cadillac Series 60 Special. In the rear compartment, for example, passengers enjoy the relaxing comfort provided by a divan-height, foam-rubber-padded seat cushion which boasts over sixty-five inches of hip room. Adding to this armchair comfort is a wide, heavily padded center armrest and two wide door armrests. The entire floor is covered with deep carpeting of looped Frieze in rich, dark tones. The elegant tailoring throughout the 60 Special is emphasized by the seam welts of dark-toned genuine leather or fine-grained Elascofab. Final contributions to passenger convenience are the automatic window lift controls on each rear door panel, bright chromed ash receivers in each door armrest and a leather-covered robe cord across the rear of the front seat back.

AS ALWAYS—THE STANDARD OF THE WORLD



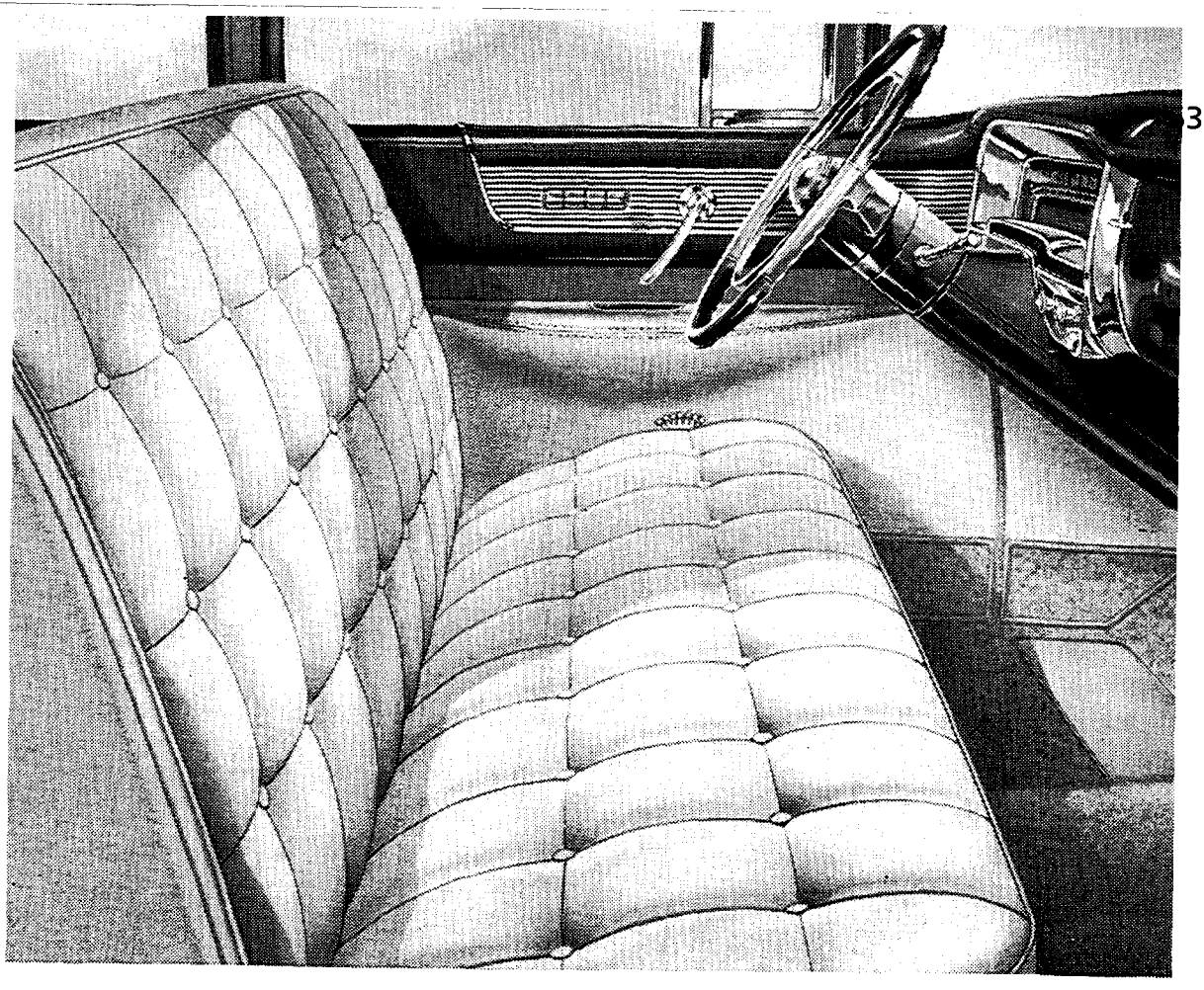


AS ALWAYS—THE STANDARD OF THE WORLD

THE CADILLAC SERIES 75

8-PASSENGER SEDAN

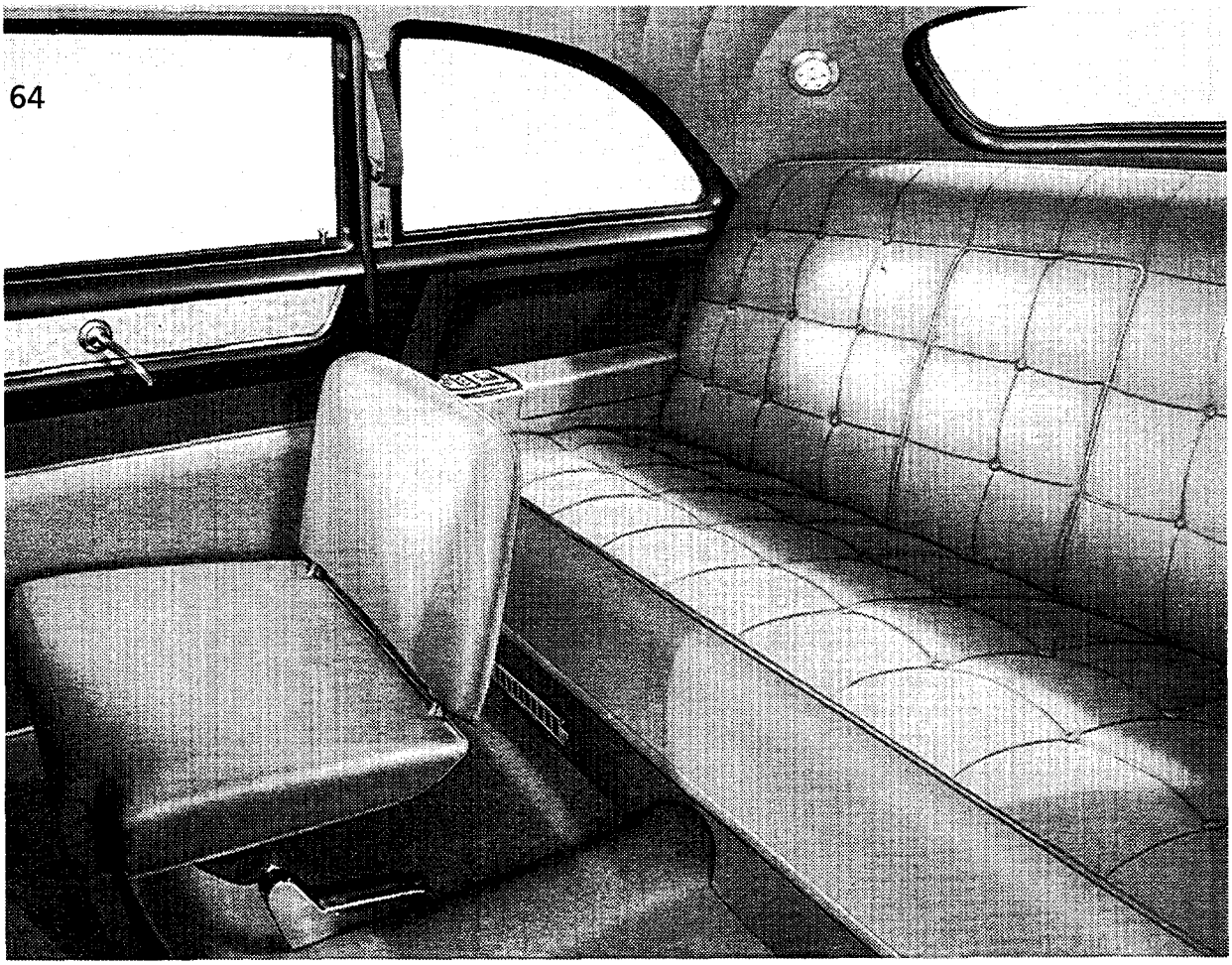
The distinguished beauty of the magnificent Series 75 is carried with luxurious taste into its elegant and spacious interiors. The tufted seat cushions and seat backs are fashioned with the style and beauty of heavily padded biscuits and deeply recessed buttons. Six luxurious upholstery choices include Bedford cord or broadcloth in either of three fashionable light-tone colors. The interiors of this great car are appropriate for the most formal occasion, yet provide the comfort that makes cross-continent travel an enjoyable and revealing experience. The front seat of the 8-passenger sedan is truly high, wide and handsome. It enables the driver to ride in fullest comfort, yet in a position to obtain the greatest benefit from the new panoramic windshield with its tremendous wide range visibility. Protection from glare is provided by the beautiful, fine-grained, padded Elascofab covering over and around the extended edge of the instrument panel. The instrument panel itself is a masterpiece of functional beauty. Controls and instrument cluster are all grouped directly ahead of the driver. Radio controls and electric clock are framed in a richly distinctive insert panel of glossy satin-black grooves between lines of gleaming chrome.



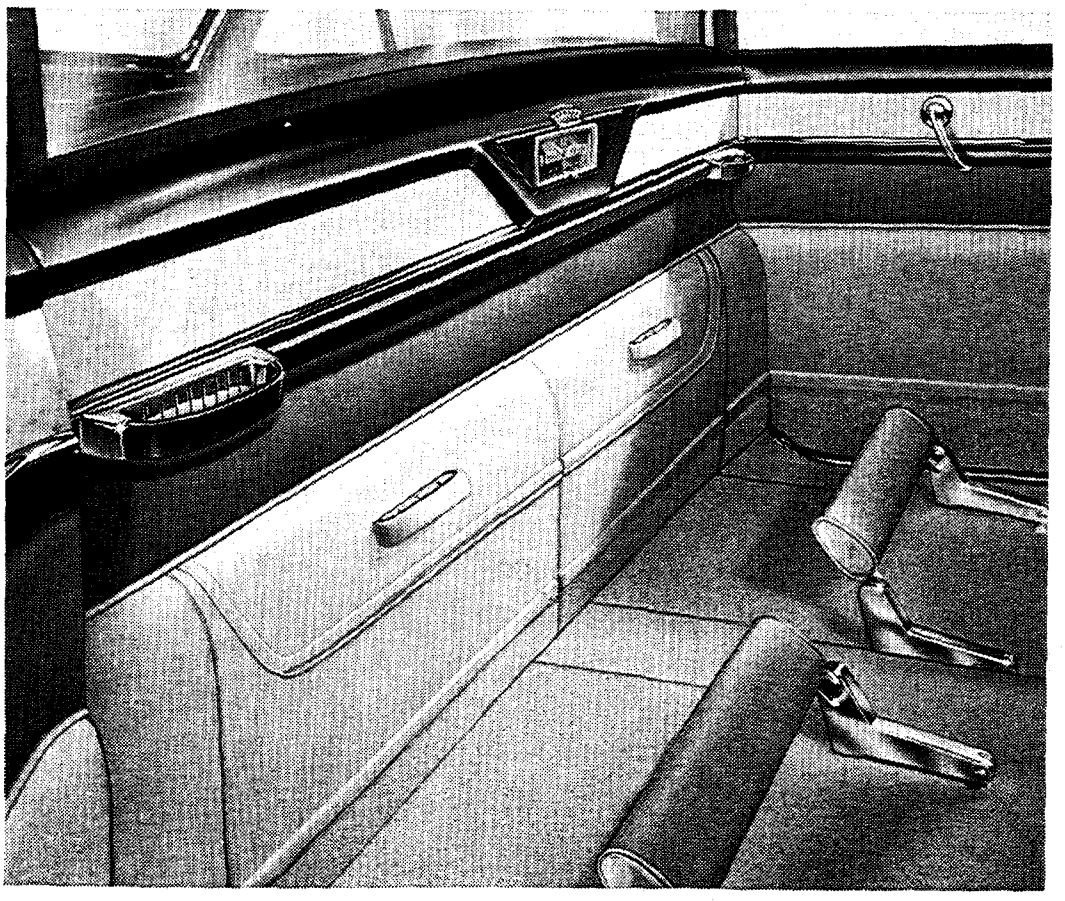
SIX SOLID-COLOR INTERIORS

90. LIGHT GRAY BEDFORD CORD.
91. LIGHT GRAY PLAIN BROADCLOTH.
92. LIGHT BLUE BEDFORD CORD.
93. LIGHT BLUE PLAIN BROADCLOTH.
94. LIGHT TAN BEDFORD CORD.
95. LIGHT TAN PLAIN BROADCLOTH.

64

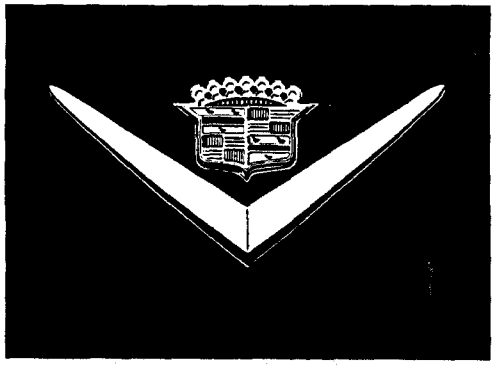


One reason for the tremendous popularity of the Cadillac Series 75 among large families and for company executive use is well illustrated in the rear compartment view above. Here a group of five can ride in uncrowded comfort with room for three more in the front compartment. The finished tailoring and deep cushioning of the two auxiliary seats match the rest of the interior in style and comfort. The conveniences that mean so much to the world's most discriminating clientele are present in the Cadillac Series 75 in full measure. Here are wide, heavily padded side armrests which may be lifted to reveal convenient package compartments. And just forward on the armrests are two automatic window control buttons which permit raising or lowering either rear door window at a finger's touch. Here, too, are chromed ash receivers and cigarette lighters, a large dome light and two additional lights located on the rear quarter panels at each side of the rear seat back.



The rear of the front seat back is a masterpiece of tailoring excellence with highlights of jewel-like beauty. Auxiliary seats fold flush into the seat back. A panel of ostrich-grained vinyl extends across the top portion and around into the door panels. Midway in the seat back is a beautifully chromed electric clock bearing the exclusive Cadillac crest. Door panels, too, each bear a chromed Cadillac crest symbolic of Cadillac quality craftsmanship. Assist handles and robe cord combine gleaming chrome with the rich beauty of genuine leather in dark tones. Two footrests, adjustable to two positions, are covered with luxurious, light-toned Kinkomo carpeting, as is the entire floor and the rear seat heel pad. Stainless steel moldings and chromed hardware throughout contribute to the elegance of the Series 75 interior decor.

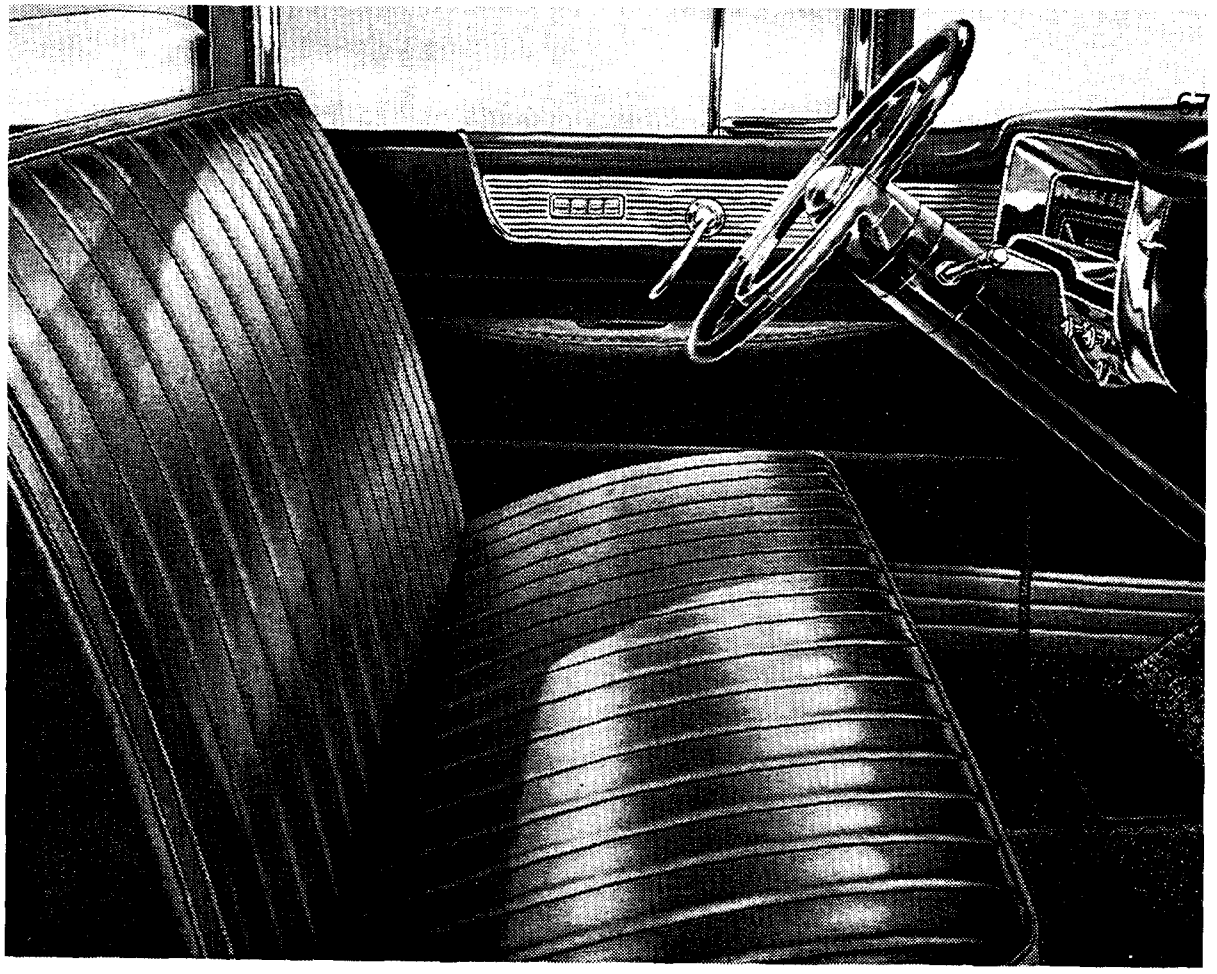
AS ALWAYS—THE STANDARD OF THE WORLD



AS ALWAYS—THE STANDARD OF THE WORLD

THE CADILLAC SERIES 75 LIMOUSINE

As in the beautiful Series 75 8-passenger Sedan, the Limousine provides every luxury, comfort and convenience for relaxing motor car travel. In fact, the Cadillac Series 75 Imperial Limousine is the most luxurious chauffeur-driven car in America. The rear compartment is identical in upholstery, appointments and trim to the 8-passenger sedan described on the previous pages. The front compartment, however, is separated from the rear by a glass-dividing partition which may be raised or lowered electrically by automatic control buttons located on the rear seat armrests. Front compartment upholstery and trim are of durable and beautiful leathers in black with gray or tan rear compartment upholstery, and in blue with blue rear compartment upholstery. Seat cushions and seat backs are fashioned of 3-inch pipes and finished in dark-toned leather welts. New for 1954 is the electric automatic front seat adjustment operated by a control button located on the front of the seat cushion support just behind the driver's feet. Floor covering in the Limousine is luxurious Kinkomo in the rear compartment and deep, long-wearing wool pile in the front. The instrument panel provides the same features of beauty, safety and convenience as described for the 8-passenger sedan.



SIX COLOR AND TRIM STYLES

90. LIGHT GRAY BEDFORD CORD.

91. LIGHT GRAY PLAIN BROADCLOTH.

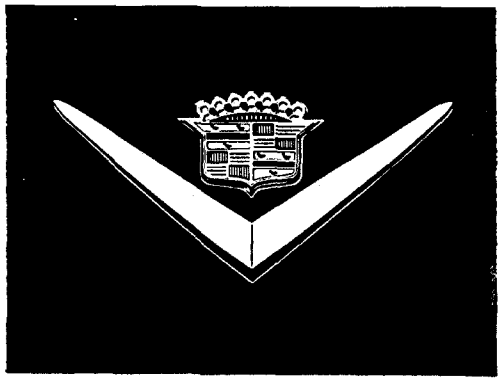
92. LIGHT BLUE BEDFORD CORD.

93. LIGHT BLUE PLAIN BROADCLOTH.

94. LIGHT TAN BEDFORD CORD.

95. LIGHT TAN PLAIN BROADCLOTH.

NOTE: These interior upholstery choices apply to the rear compartment only in the Series 75 Limousine. The front compartment is upholstered in **black leather** when gray or tan is selected for rear compartment, and in **blue leather** when blue rear compartment upholstery is selected.



AS ALWAYS—THE STANDARD OF THE WORLD

1954 CADILLAC

Body Construction

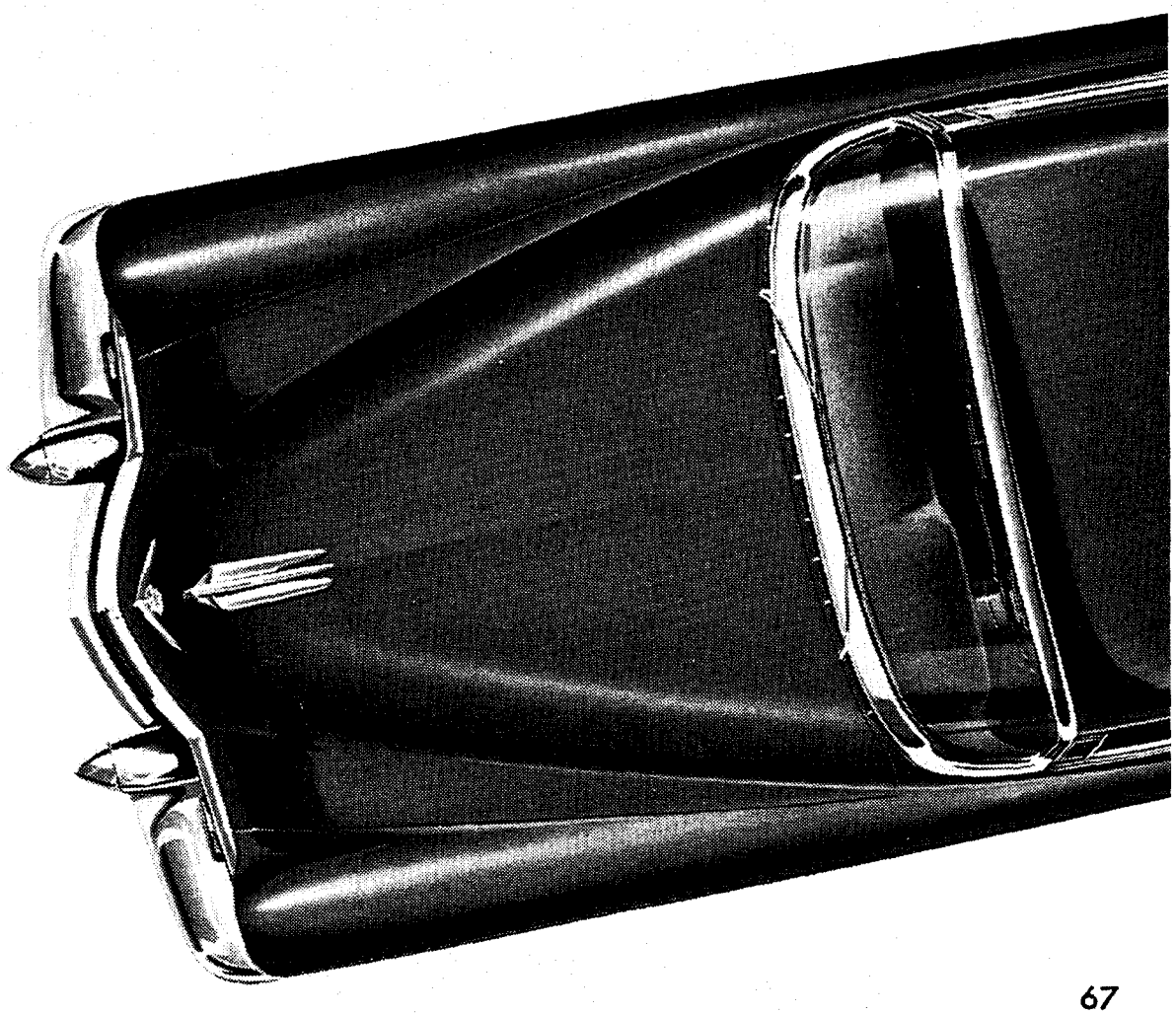
Just as the Cadillac body is designed to provide lasting style and beauty . . . so is it engineered and built to provide comfort, quiet and safety throughout the life of the car. These benefits provided by Cadillac's advanced body construction methods mean a great deal to the peace of mind and motoring enjoyment of the Cadillac owner. At the same time, the enduring quality of Cadillac body construction is a contributing factor to the continued strong demand for used Cadillac cars . . . a demand that assures not only the original owner but each subsequent owner maximum protection for his investment.

Again, in 1954, the Cadillac body presents the proven features of construction that have contributed so much to its reputation as the Standard of the World. In addition, there are many new features that assure the owner of a 1954 Cadillac even more comfort and quietness . . . even greater safety . . . than ever before.

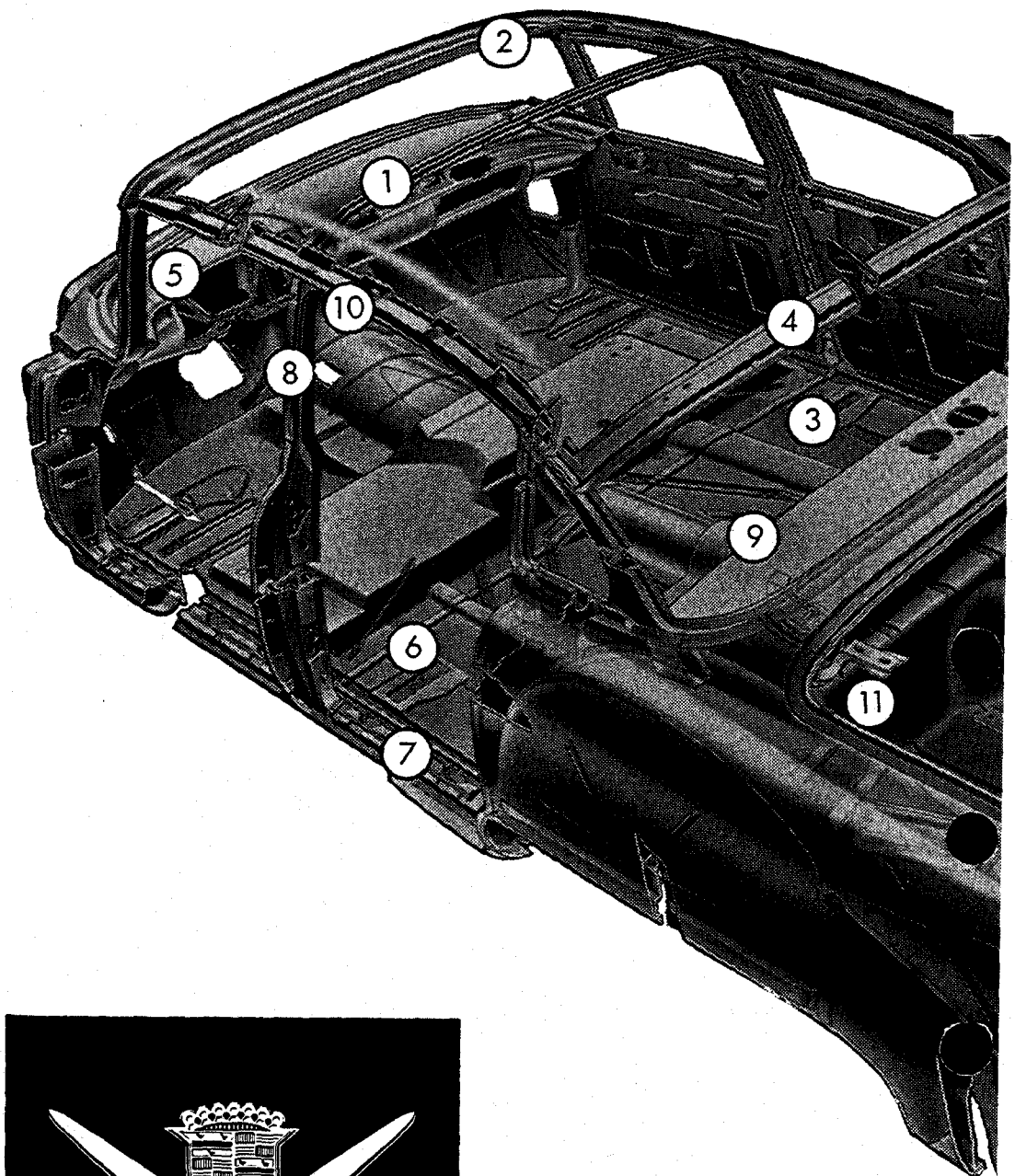
The new, one-piece, panoramic windshield and the new vertical corner pillars, for example, provide greatly increased visibility. As a result, the driver can be more relaxed and at ease. Greater safety is provided, too, by new side-welded body construction and by the welding of rear quarter panels and rear fenders into a single, extra-strong and rigid unit.

New comfort features, in addition to roomier interiors, include a new cowl air intake to provide an increased volume of air for better ventilation; new zigzag spring construction throughout front and rear seat backs and cushions on all Series 60 and Series 62 models; and improved body sealing to keep out noise, dirt, rain and drafts.

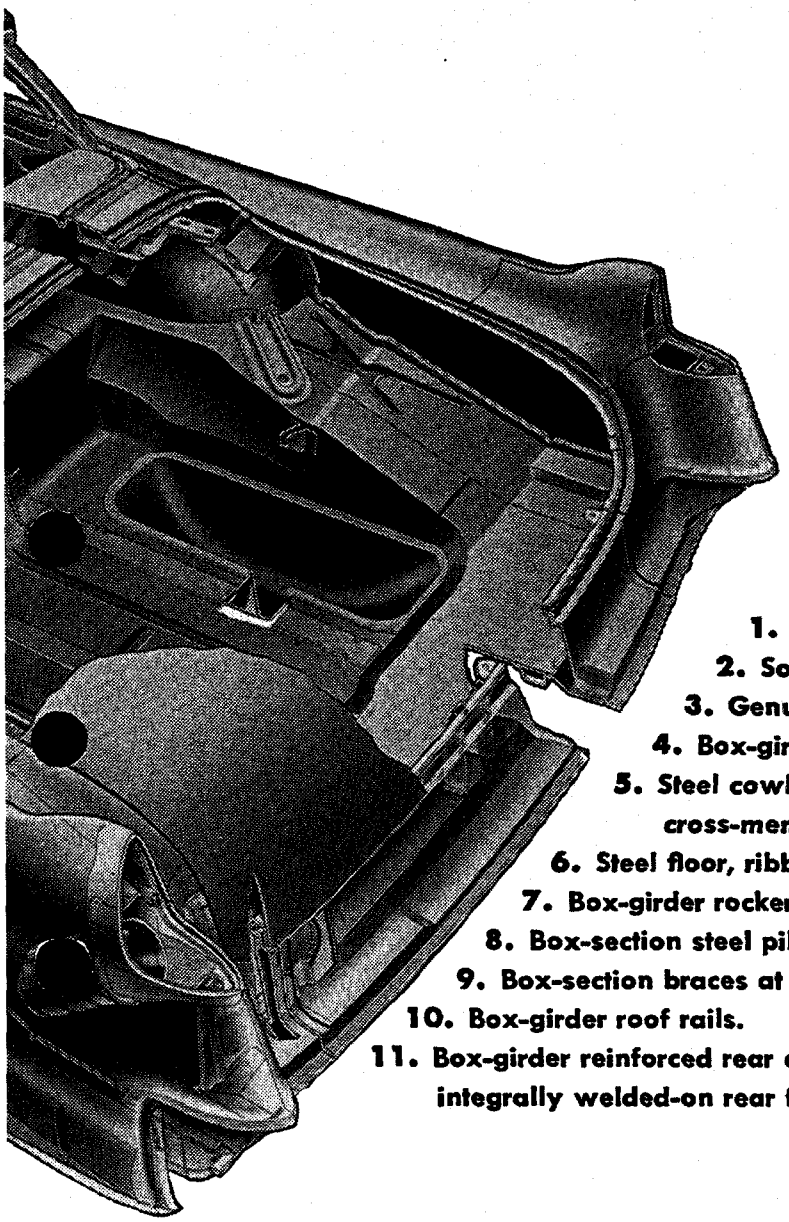
All Cadillac bodies are built by Fisher Body Division of General Motors Corporation in the exclusive Cadillac-Fleetwood plant under strict and exclusive Cadillac quality control methods. They are the product of the combined skills of Cadillac engineers and stylists working with General Motors and Fisher Body designers with one purpose in mind —to design and engineer the finest, safest, most comfortable automobile bodies it is possible to build for America's leading luxury car, the 1954 Cadillac.



The safety and protection of the Cadillac driver and his passengers is evidenced in every detail of construction in the 1954 Cadillac body. Note, in particular, how the many features illustrated and itemized on these pages add up to a rugged ring of steel entirely surrounding the passenger compartments. The Cadillac body is built up from a "rock-solid" foundation. The rigid steel floor, reinforced by sturdy ribbed sections, is welded to box-girder rocker panels and



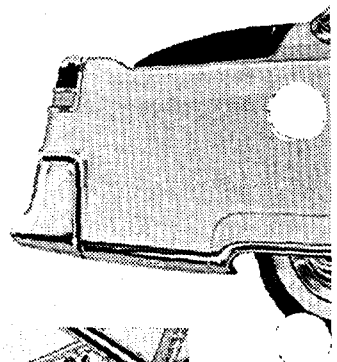
vertical body pillars. The all-steel Turret-Top, reinforced by double-ribbed steel bows and box-girder roof rails, is welded into this assembly. A box-girder reinforced cowl and dash and new, integral, more rigid rear quarter panels and rear fenders assembly complete the sturdy steel framework. The entire Cadillac body is built for the greater protection of Cadillac owners, their families and friends.

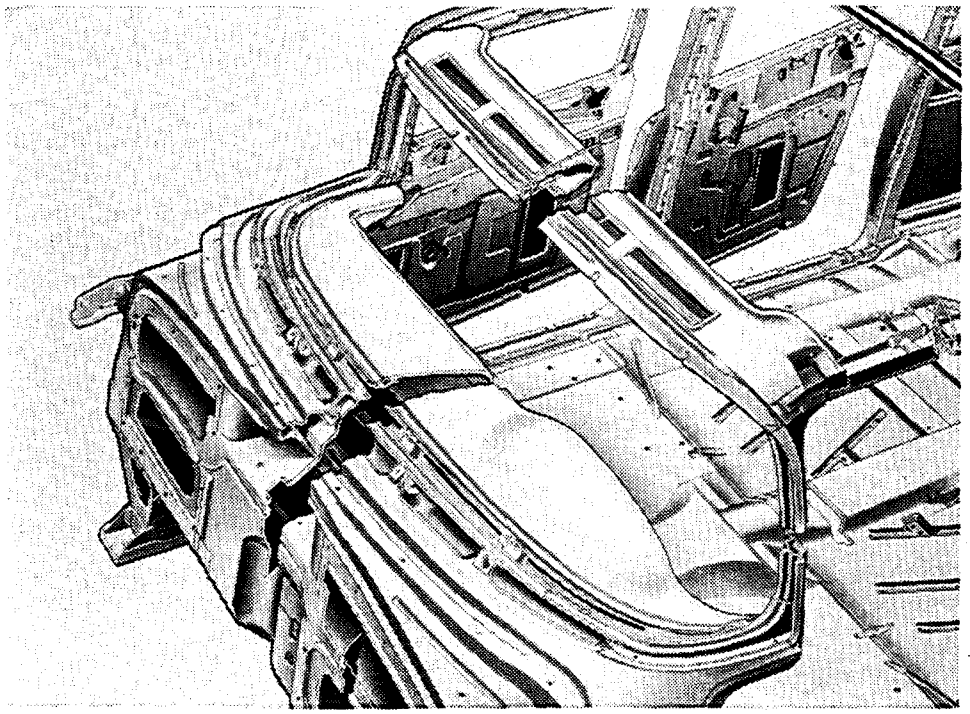


1. Double-ribbed U-shaped roof bow.
2. Solid steel Turret-Top.
3. Genuine plate Safety Glass.
4. Box-girder header assembly.
5. Steel cowl and dash with box-girder cross-member.
6. Steel floor, ribbed, braced and welded to body.
7. Box-girder rocker panels.
8. Box-section steel pillars.
9. Box-section braces at back of rear seat.
10. Box-girder roof rails.
11. Box-girder reinforced rear quarter panels with integrally welded-on rear fenders.

RUGGED WINDSHIELD FRAME

The new Cadillac windshield is framed by steel box-type members at each side and by double steel box members across the top. This type construction provides exceptionally strong, rigid and safe support for the windshield and the all-steel Turret-Top.

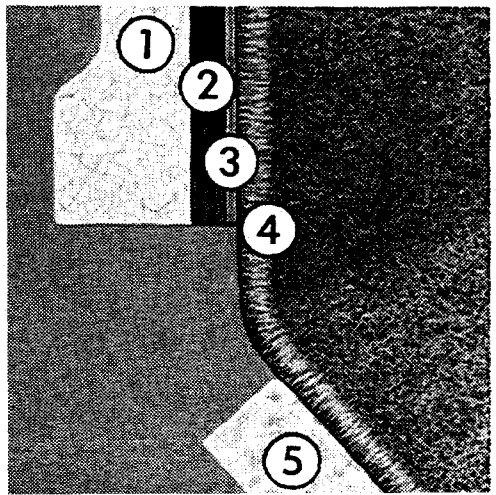




NEW BODY INSULATION

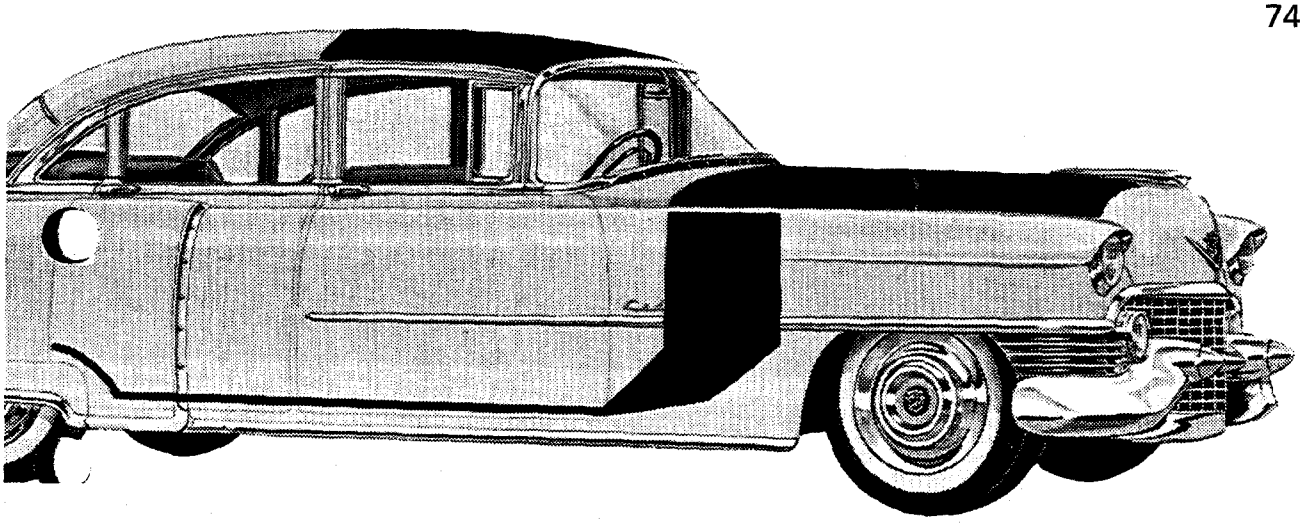
Body sealing and insulation have been improved in the 1954 Cadillac. Cowl insulation includes insulating board, asphalt-impregnated paper and Fiberglas which forms an acoustical blanket located just behind the cowl fire-wall. This heavy blanket of material is positioned as shown below to protect against external heat, cold, noise and drafts.

70



Front compartment is insulated by five types of material against external heat, cold, noise and drafts.

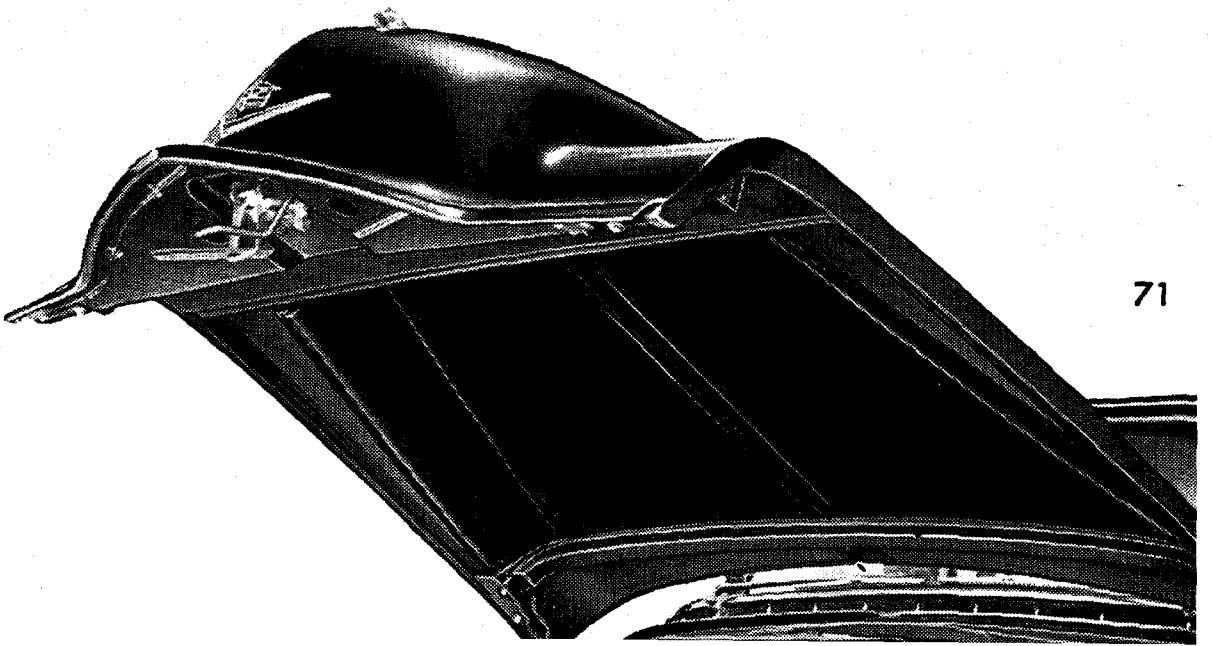
1. FIBERGLAS
2. ASPHALT-IMPREGNATED PAPER
3. INSULATING BOARD
4. CARPET
5. JUTE PAD

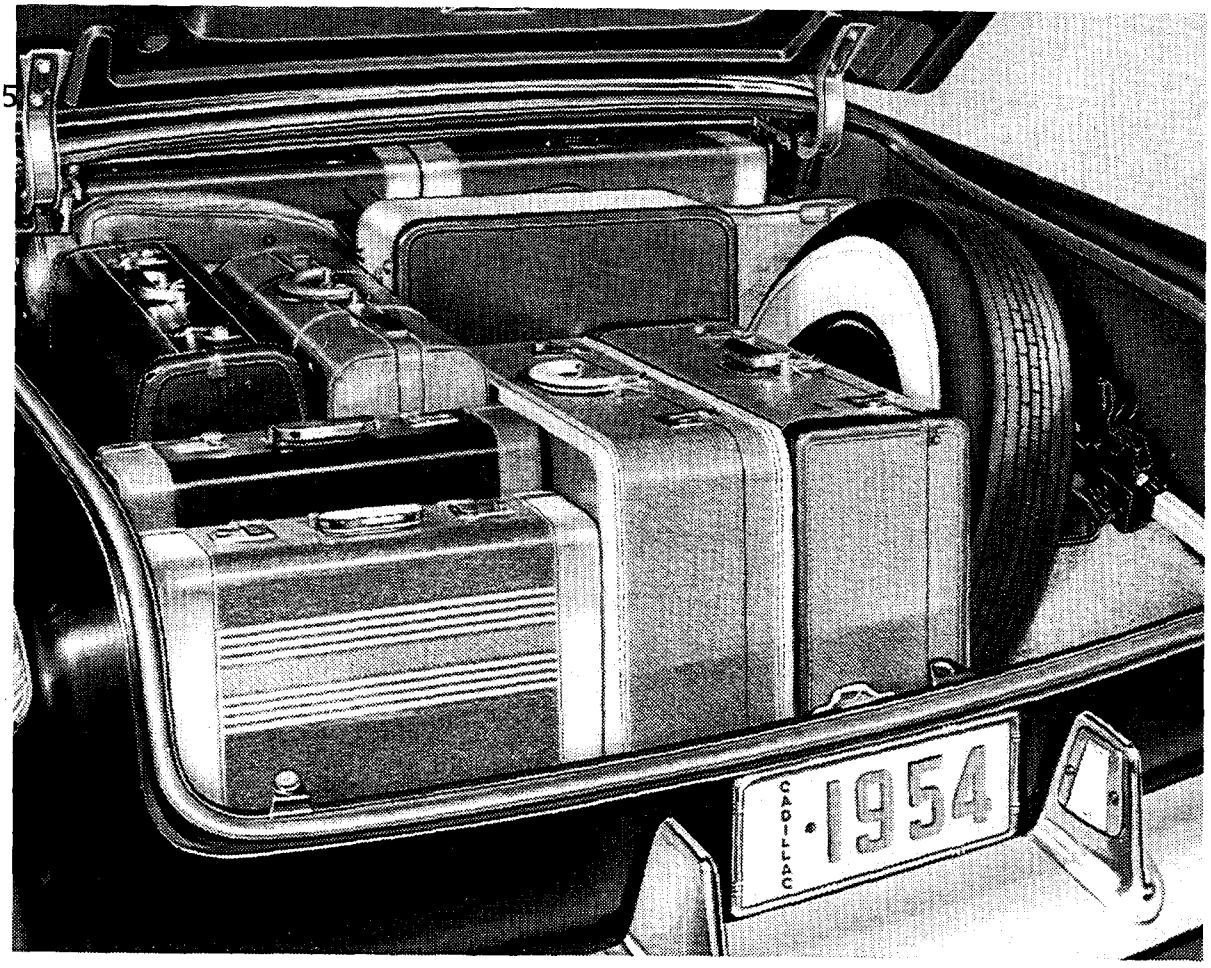


In any climate where Cadillac owners may travel, the scientifically selected insulation used throughout the 1954 Cadillac body will help take winter's worst with a smile or will make the interior of Cadillac cars more comfortable in hot weather. A Fiberglas acoustical and insulation blanket and felt paper deadener are located on the inside of the Turret-Top on all Sedans and a 1½-inch Fiberglas pad with vinyl quilted cover is fastened under the engine hood on all models. The Cadillac engine has always been the most quiet in the industry . . . and with the thick Fiberglas hood lining, only the slightest whisper may be heard even when the car is traveling fast along the highway.

All other metal panels are insulated with various selected materials. The combined result of Cadillac body insulation methods is to make the Cadillac body interior quieter and more noise-free than ever before.

New sealing around doors provides improved protection against dust, rain and drafts and, at the same time, provides softer and quieter door closing.



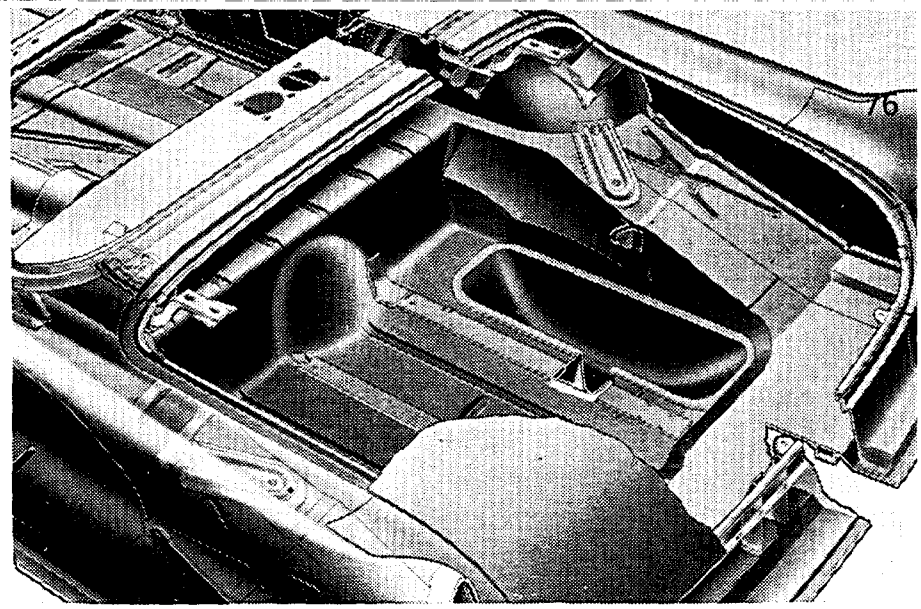


LARGER LUGGAGE COMPARTMENT AREA

In the 1954 Cadillac cars, trunks are more spacious than ever. There is ample room to accommodate all luggage normally carried on a trip, even golf clubs. All trunk interiors are carpeted to prevent scuffing of luggage. Insulation and rubber deck-lid seal protect the inside of the trunk from moisture and dust. Deck lids are hinged with a counter-balanced spring construction and are fitted with a lock that is key-released. These features are appreciated by women—particularly when their arms are full of packages.

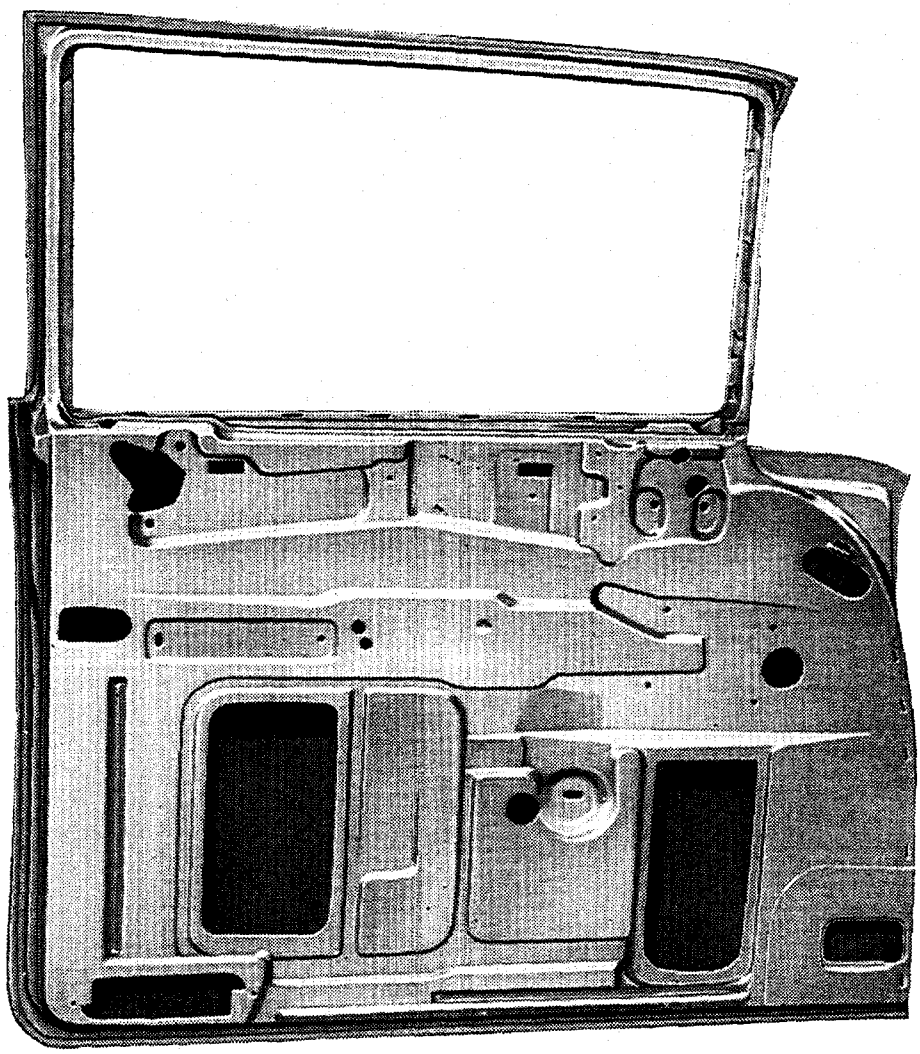
DURABLE DOOR CONSTRUCTION

Cadillac doors are formed from two panels of heavy-gauge, cold-rolled, sheet steel which has exceptional strength in relation to its weight. These rugged steel door panels are then formed into a rigid, self-reinforcing, box-like assembly, and are precision-hung for a perfect fit on tough steel hinges. When closed, they complete the ring of steel which protects the Cadillac driver and passengers on all sides.



BODY BRACED AND REINFORCED

Further protection is provided the owner of a 1954 Cadillac by strong braces and reinforcements between the rear of the back seat and the luggage compartment. These sturdy supports increase strength and rigidity and add to the durability and quietness of the Cadillac body. They also provide extra safety for the driver and passengers.



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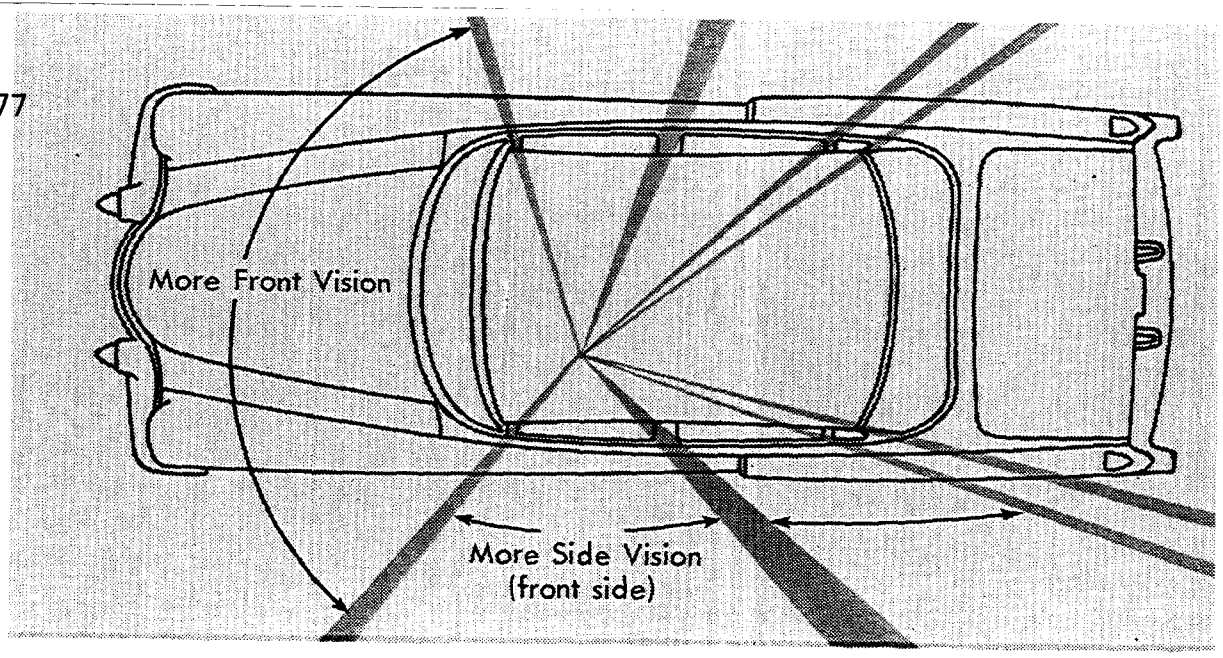
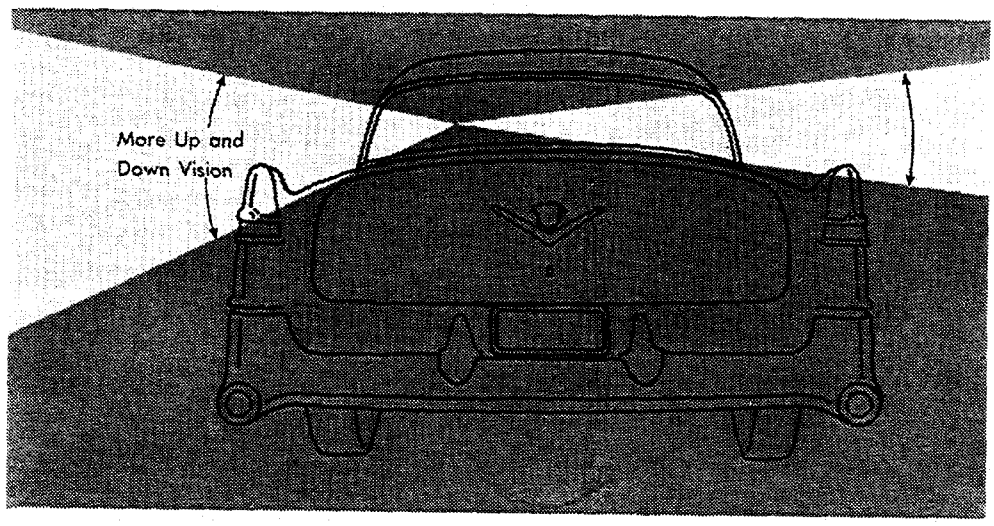
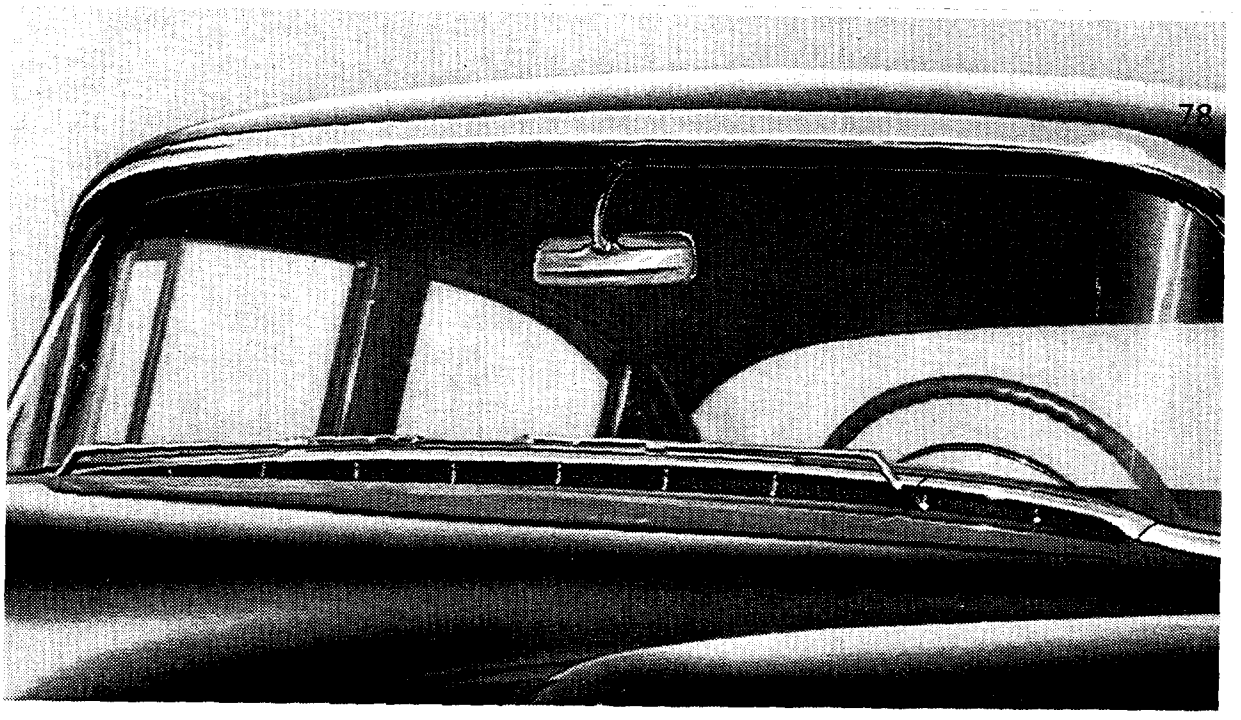


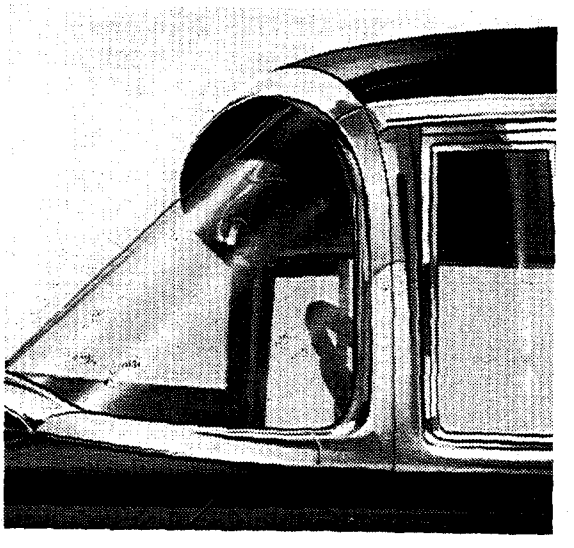
CADILLAC PROVIDES NEW PANORAMIC BEAUTY

Drivers of 1954 Cadillac cars will appreciate the increased safety and motoring enjoyment provided by the new panoramic windshield with new vertical pillar posts. As a result of this new Cadillac windshield design, the driver can see street signs quickly and easily without craning his neck. He can see traffic approaching from the side, or roadside scenery without leaning forward.





The new panoramic windshield and new vertical corner posts mark another step forward in the design and engineering of the 1954 Cadillac. All forward vision includes a certain amount of side vision without the necessity of turning the head. Previous slanted corner posts cut across the line of side vision creating a blind spot at each corner of the windshield. The new vertical corner posts permit the driver of a Cadillac to enjoy a greater amount of unobstructed side vision. Adding to the driver's comfort and safety is the new 2-inch front overhang of roof panel on sedan models, which cuts off a considerable portion of the glaring rays of the sun. In winter, it prevents that portion of the windshield farthest from the defrosters from getting heavily iced or packed with snow. High and wide window areas on each side of the car and the wide panoramic rear window serve to complete the unsurpassed visibility provided by the 1954 Cadillac. Tinted "E-Z-Eye" glass is available at extra cost for all window areas as described in the SPECIAL EQUIPMENT SECTION of this Data Book.



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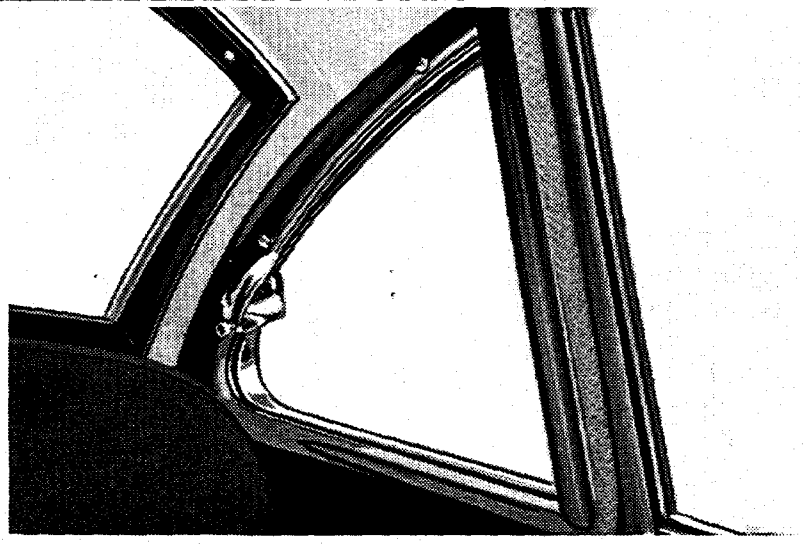

LARGE REAR VENTI-PANES

On Cadillac Series 62 and 60 Special Sedans, rear-seat passengers enjoy the convenience and comfort of large rear venti-panes which permit controlled air circulation without allowing disturbing drafts to enter the car. At the same time, the location of the venti-panes permits rear-seat passengers to enjoy a full view to either side.

WIDE REAR VISION

Cadillac's wide, one-piece, rear window is styled to match the graceful contours of the car body, and to provide the driver with an unobstructed view to the rear. Note that the glass area extends well around into the sides of the rear quarter panels, thus minimizing the blind spots frequently found on some cars. An additional advantage for Cadillac drivers is the rear-view mirror bracket, adjustable for the best rear view without interfering with front vision.

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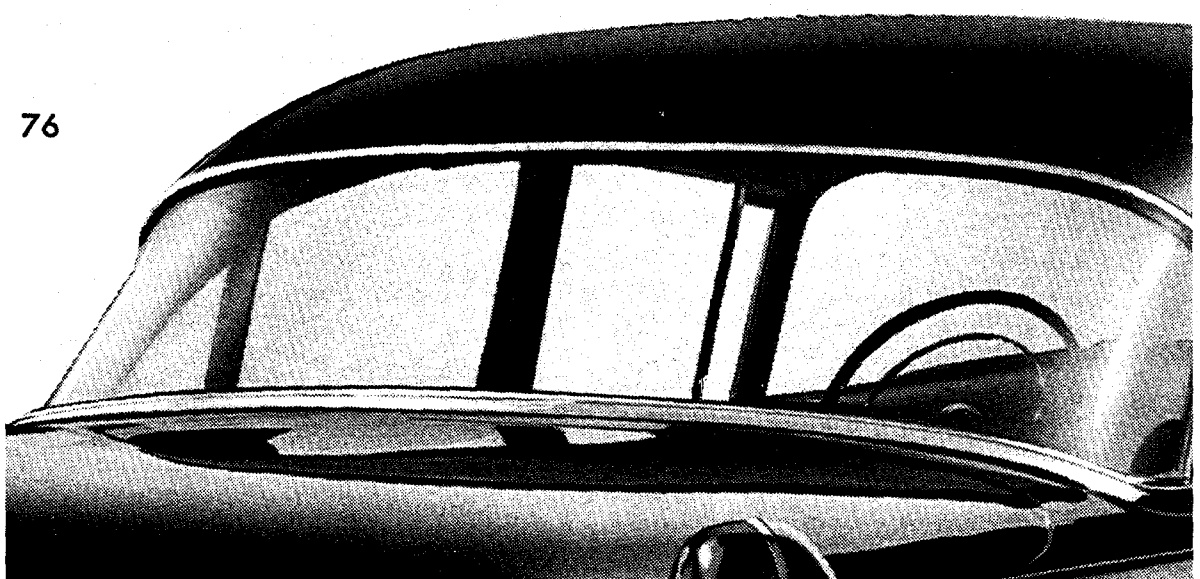
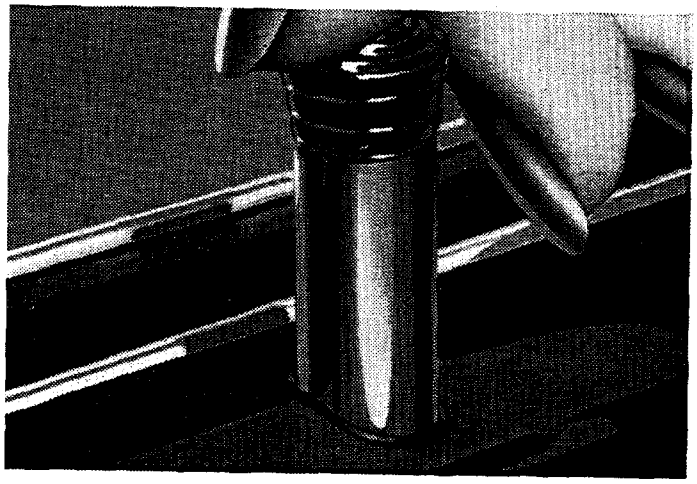
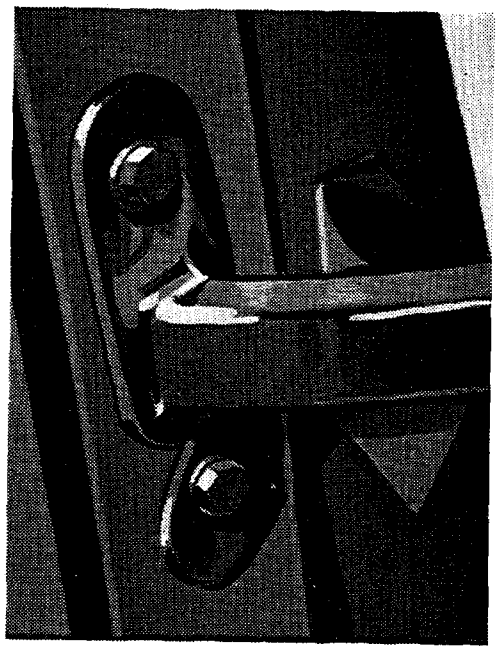


1954 DOOR SAFETY FEATURES





Cadillac door checks are designed for the safety and convenience of the driver and passengers when entering or leaving the car. They counterbalance the doors for easier opening and hold them positively in position when fully opened.

Sedan rear doors are fitted with push-down door locks designed to safeguard children by disengaging the inside door handle when button is in down position. When doors are shut and button pushed down, doors cannot be opened from the outside without a key, nor can they be opened with the inside door handle. If preferred by owner, locks can be adjusted so that inside handles will open doors when push button is in down position.

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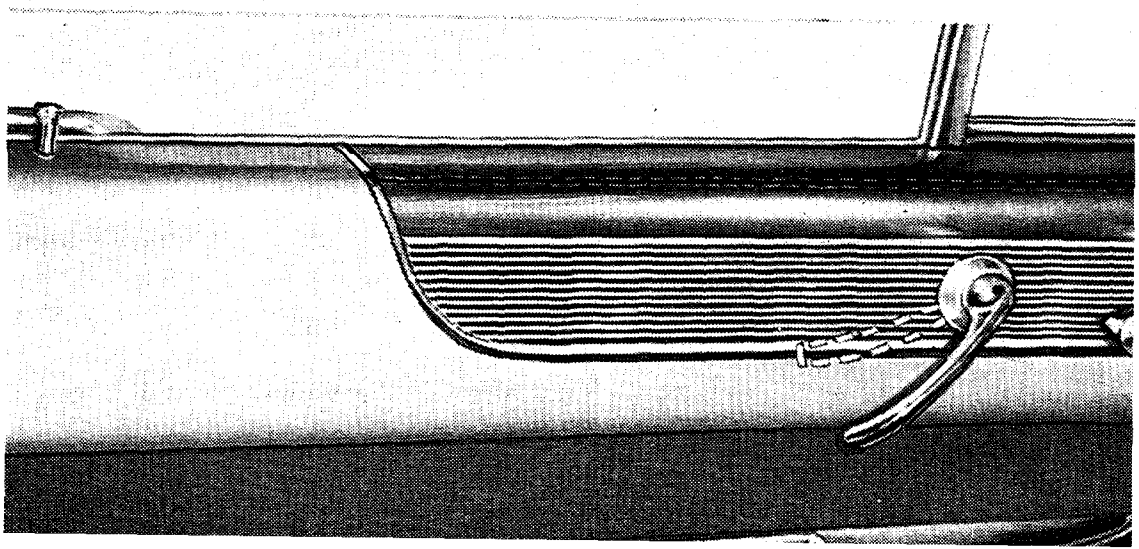
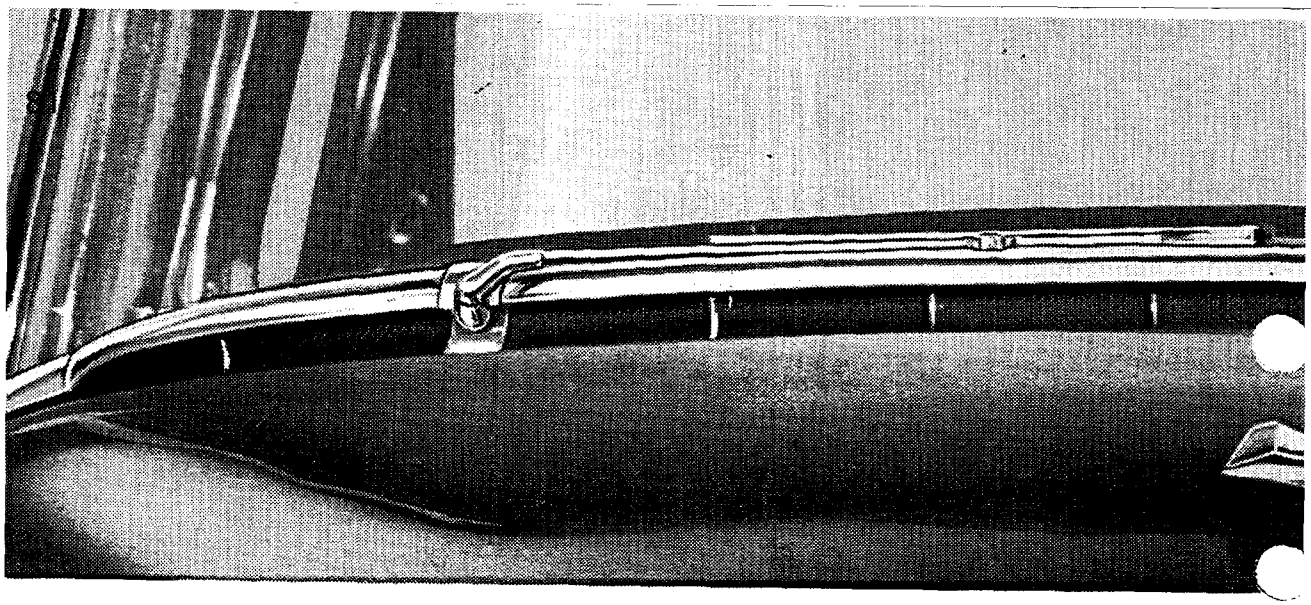
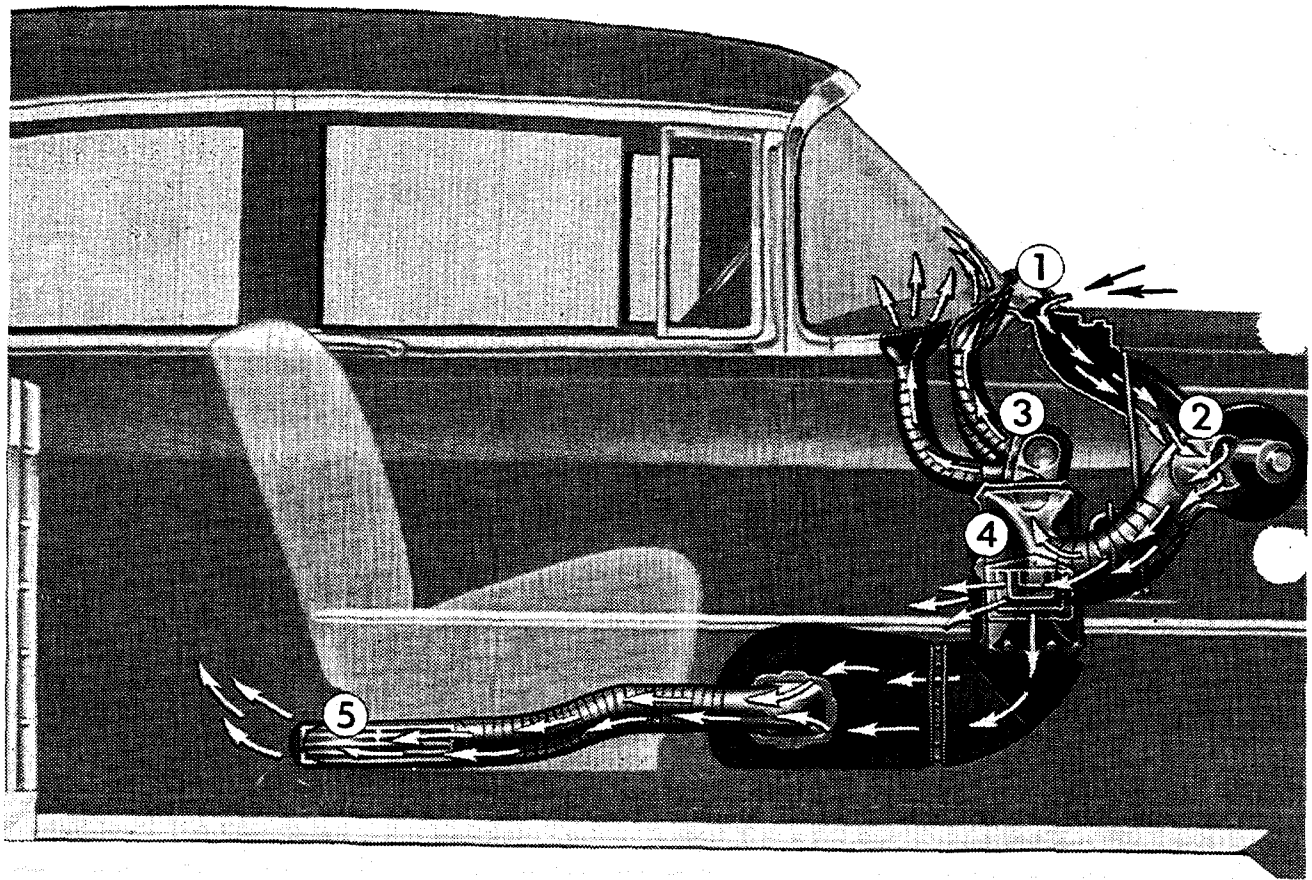
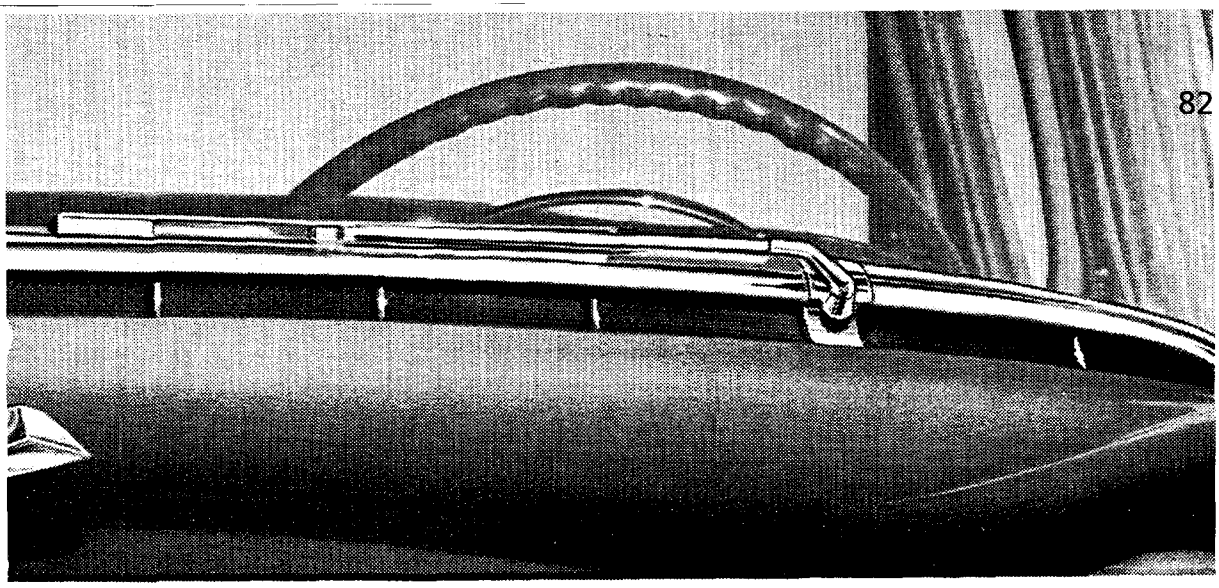




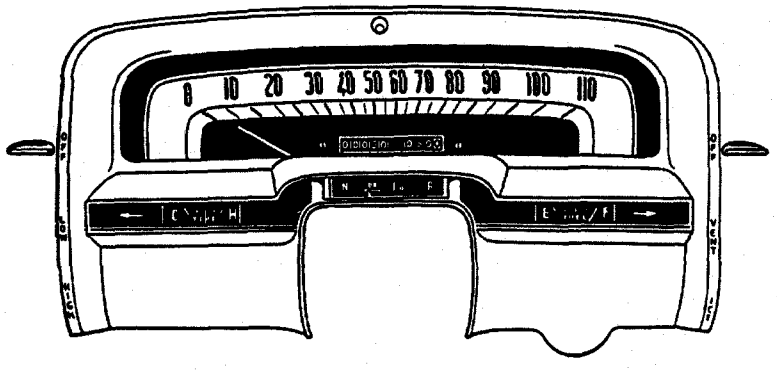
NEW CADILLAC FRESH AIR VENTILATION SYSTEM

Among the many new features of the 1954 Cadillac is a completely new ventilating system. Fresh air is taken into the car through an air scoop which extends across the full width of the hood at the base of the windshield. The air can be directed to the front and rear passenger compartments, to the windshield, or to both. When the Cadillac Heater is added to the ventilating system, the driver enjoys additional advantages explained in the SPECIAL EQUIPMENT SECTION of the Data Book.

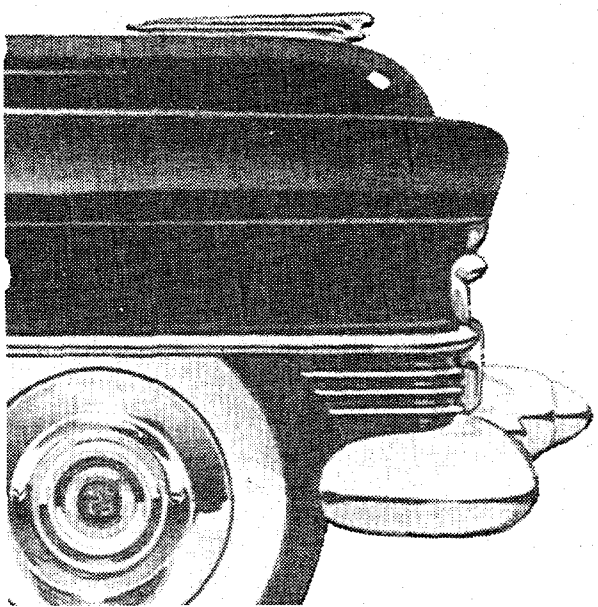




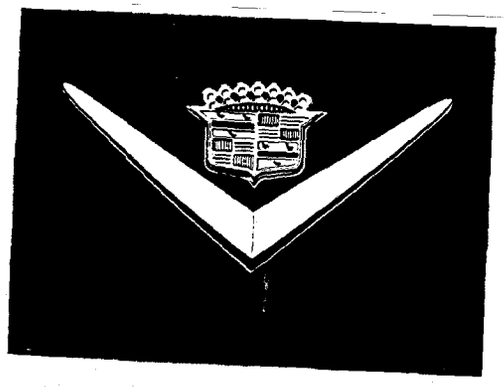
The location of the air inlet across the top of the hood at the base of the windshield is well away from the dust and fume-laden air found closer to the road.



Two convenient control levers on the instrument cluster govern the amount and direction of the incoming air. No air enters when both levers are in "OFF" position. Left-hand lever permits air to flow across windshield for defogging or defrosting. Right-hand lever directs air to front and rear passenger compartments.



1. Air intake.
2. Heater Unit (Extra Cost Equipment) attached to ventilating system.
3. Ducts to defrosters.
4. Outlet grille for air to front compartment.
5. Outlet grille for air to rear compartment.



AS ALWAYS—THE STANDARD OF THE WORLD

1954 CADILLAC

Chassis Features

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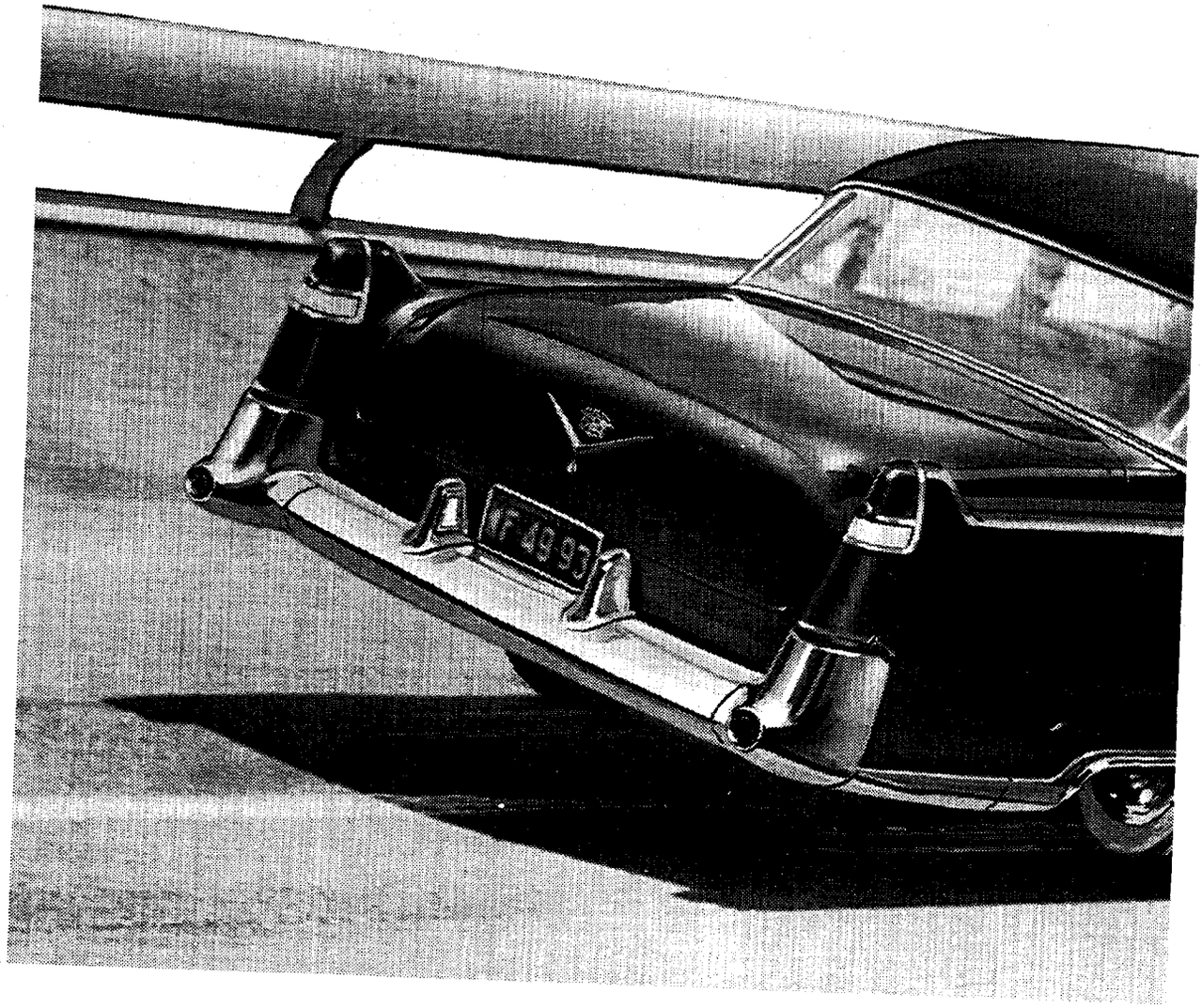
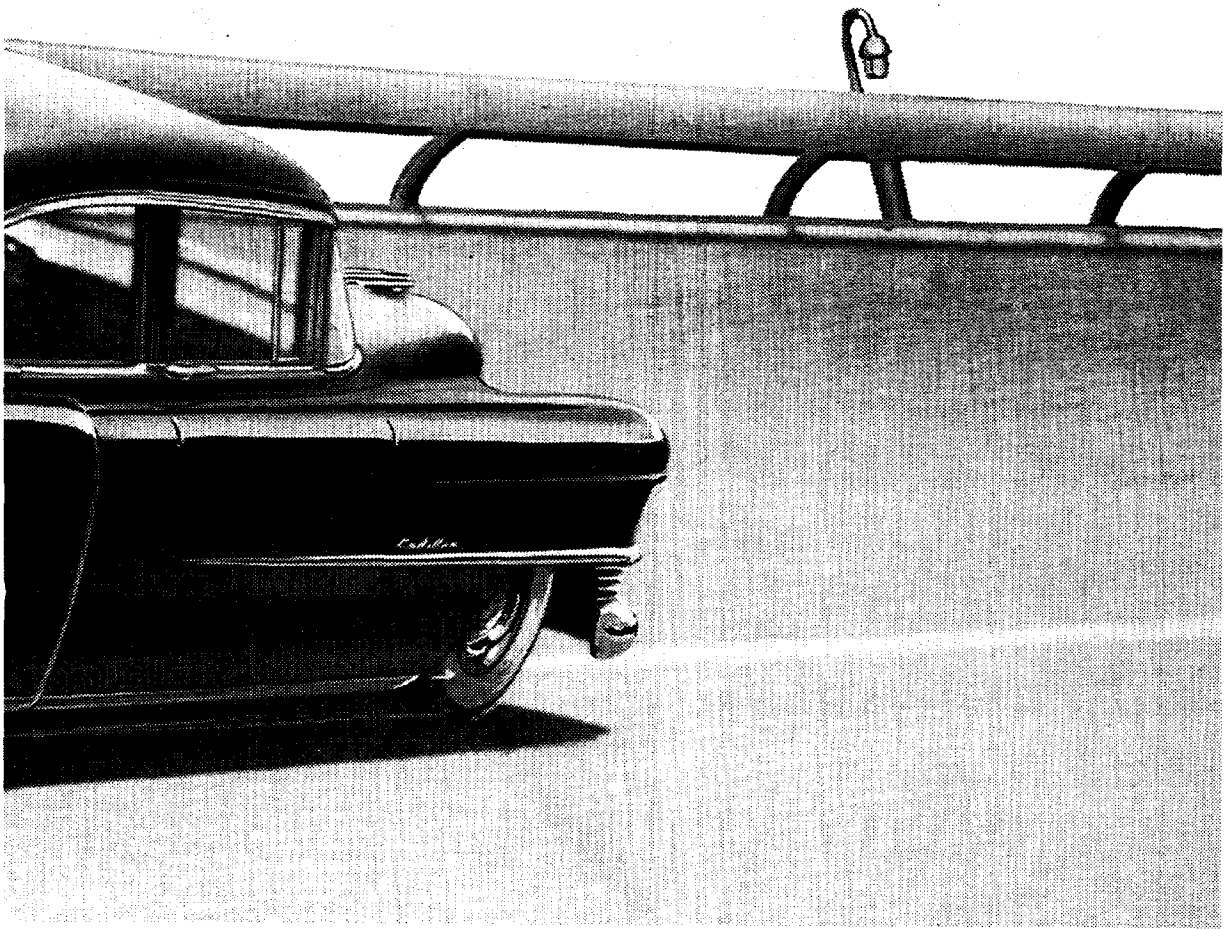


The long, low lines of the 1954 Cadillac strongly suggest the exceptional stability, handling ease, riding comfort and safety which are so much a part of this, the greatest car in Cadillac's long history. Yet, many of the important features which bring these benefits to Cadillac owners are completely concealed beneath the body. They are the components which make up the Cadillac chassis.

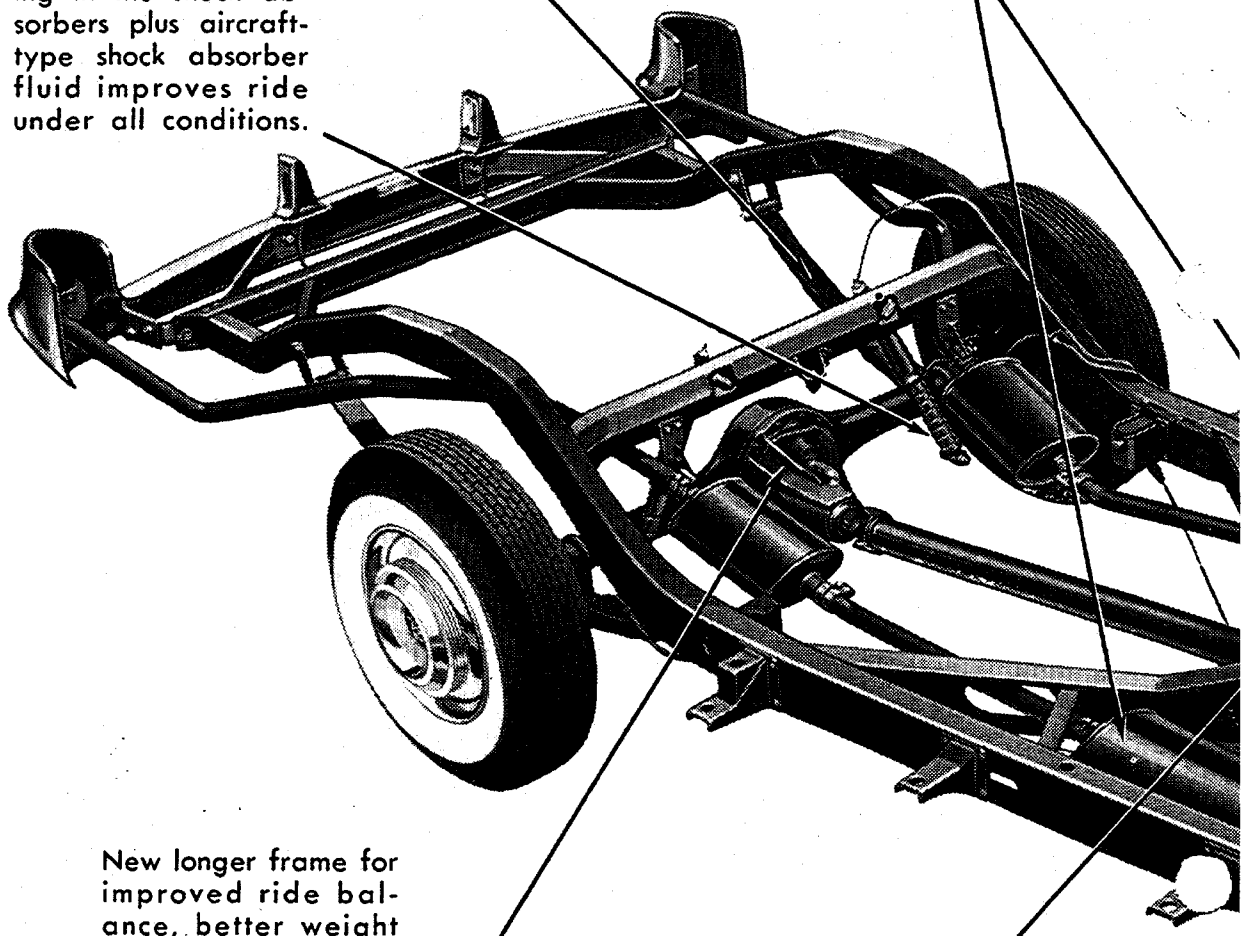
This section of your Cadillac Data Book illustrates and briefly explains how each of the major parts of the chassis, the frame, front and rear suspension, steering, brakes and power train contributes to the driving pleasure, comfort and safety of Cadillac owners. You will find it useful in pointing out new features to present Cadillac owners, and in showing competitive owners that Cadillac is, in 1954, as always—truly the standard of the motor car world.



New, longer, wider, softer-acting, splay-mounted rear springs for greater riding comfort and resistance to side-sway.

Dual exhaust system provides minimum restriction for exhaust gases, thus contributing to peak power and performance.

New double-end valving in the shock absorbers plus aircraft-type shock absorber fluid improves ride under all conditions.

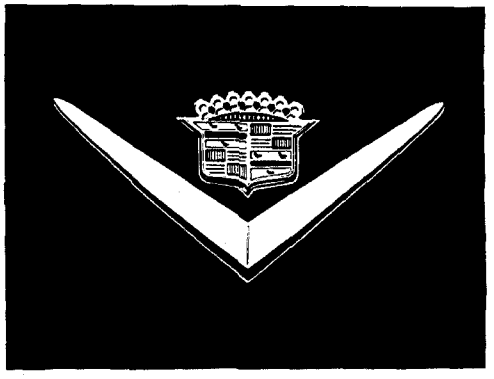


New longer frame for improved ride balance, better weight distribution and increased leg room.

Rugged I-beam, X-member for maximum strength and rigidity.

Hotchkiss Drive cushions driving force through rear springs.

Hydra-Matic transmission for completely automatic performance, economy, flexibility, convenience.

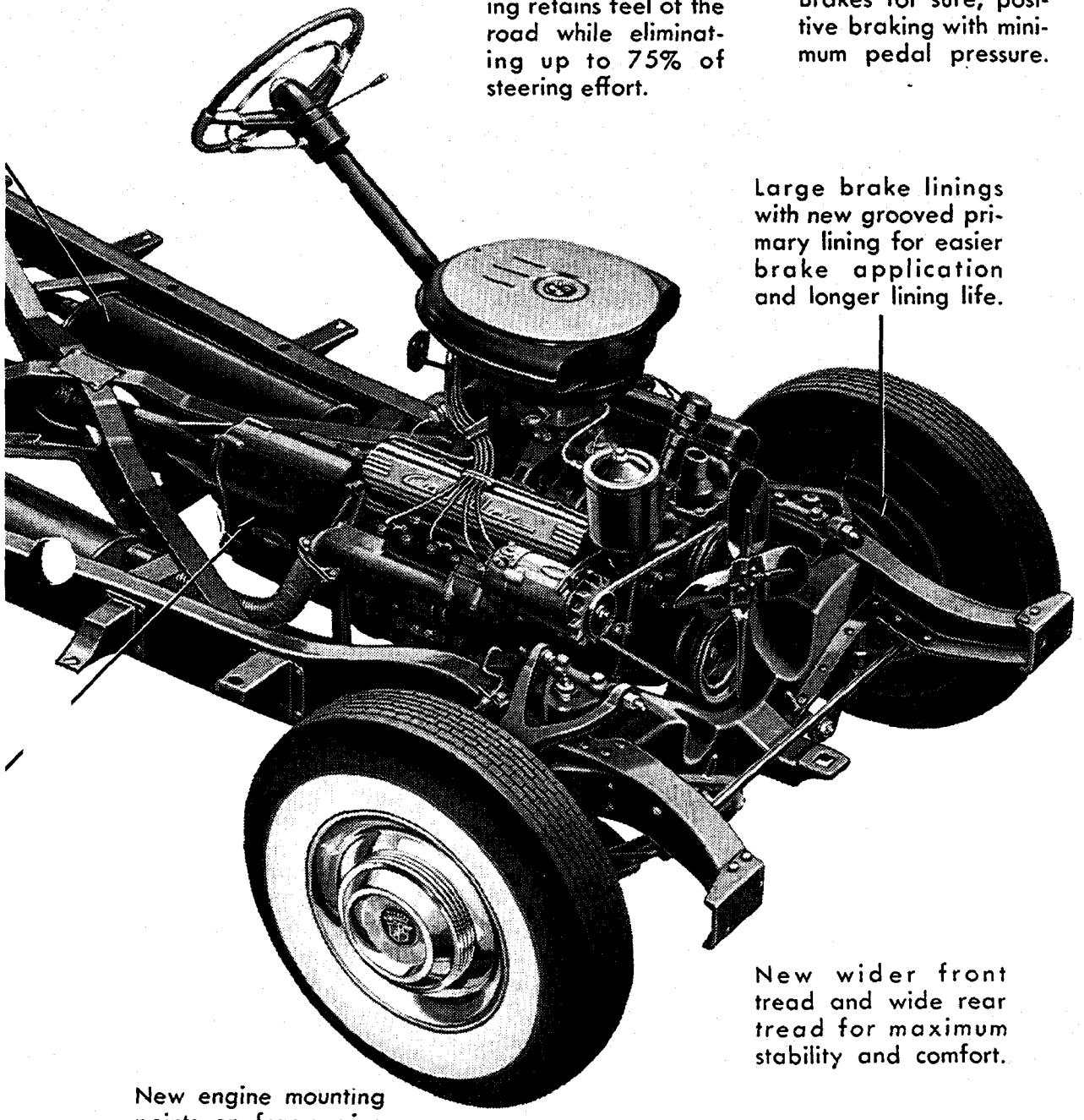


New 21.5 over-all steering ratio combines with wider front tread for easier, steadier steering.

New engine angle straightens drive line minimizing vibration.

Cadillac Power Steering retains feel of the road while eliminating up to 75% of steering effort.

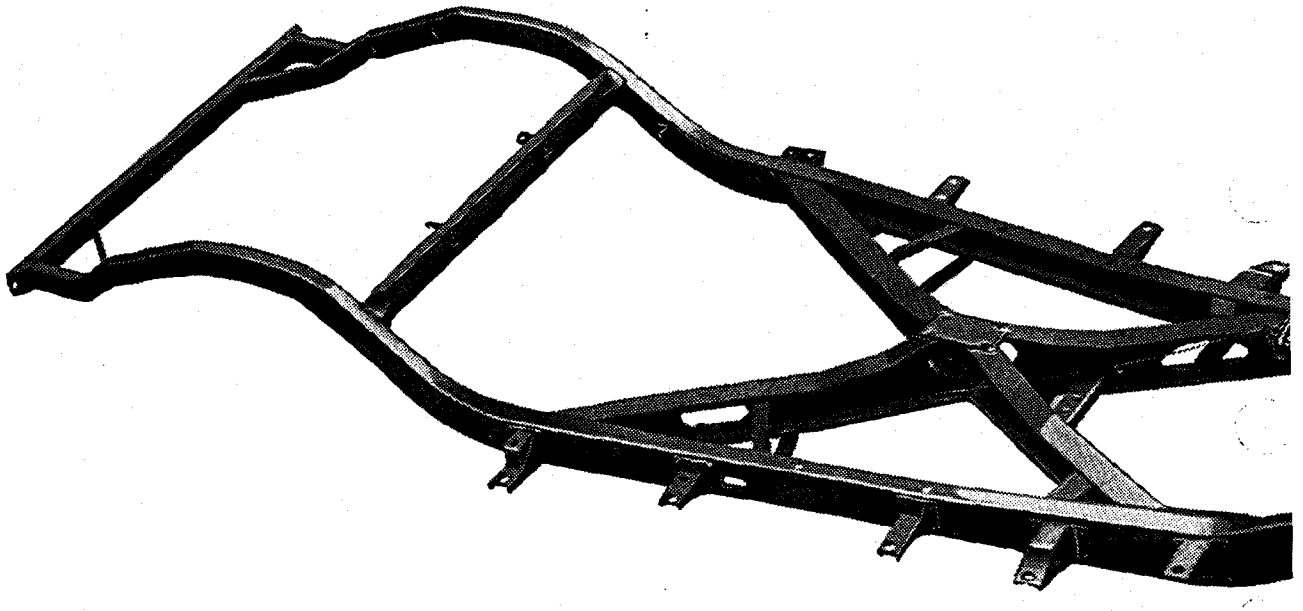
New Cadillac Power Brakes for sure, positive braking with minimum pedal pressure.



Large brake linings with new grooved primary lining for easier brake application and longer lining life.

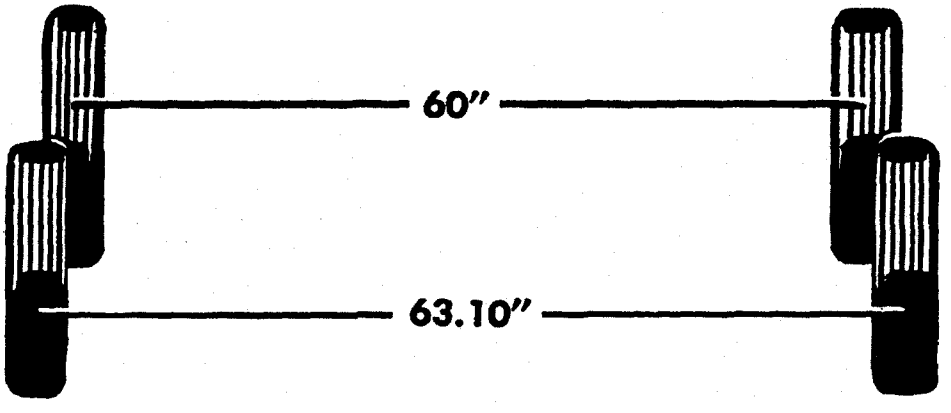
New wider front tread and wide rear tread for maximum stability and comfort.

New engine mounting points on frame give maximum cushioning of engine vibrations.



NEW, RUGGED, I-BEAM, X-MEMBER FRAME

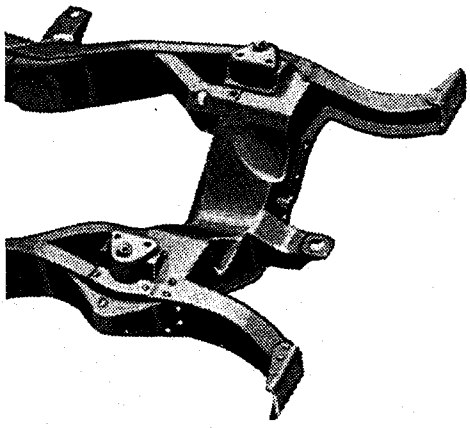
The new Cadillac frame for 1954, as in the past, provides the safety of sturdy, channel-section side rails with a rugged, I-Beam, X-Member extending beneath the entire passenger compartment. This type of construction, reserved by some car makers for convertible models only, provides an exceptionally strong, rigid backbone for the entire car. The rugged front cross member provides exceptional strength plus sturdy support for engine, steering and front suspension units. The 1954 frame is longer, thus permitting the increased comfort of a 3-inch longer wheelbase and 2 inches more leg room in the rear compartment. It is wider in front, permitting a wider front tread for easier steering and greater stability.



NEW WIDER TREAD

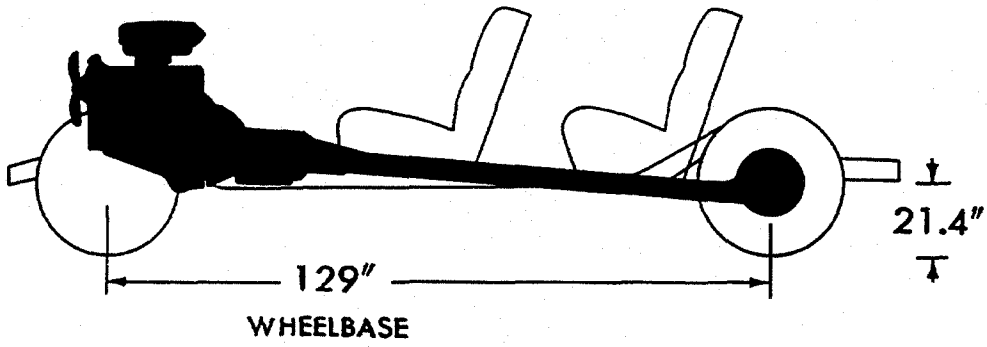
Ample tread width has long been a factor in Cadillac's steadiness on the straightaway; its sure-footedness rounding curves or corners. In 1954, the front tread width has been increased to a full 60 inches for even surer, steadier steering.

NEW LONGER WHEELBASE



The advantages of a long-wheelbase car are many. For example, when driving over uneven road surfaces there is less tilt to the long-wheelbase car. This can easily be demonstrated to your prospects by laying one end of a long lead pencil and one end of a short lead pencil across a third pencil. Note the greater angle of tilt of the shorter pencil. In addition to a more level ride, the new longer wheelbase permits roomier interiors with 2 inches greater leg room for rear-seat passengers.

WEIGHT DISTRIBUTION—FRONT: 50% REAR: 50%

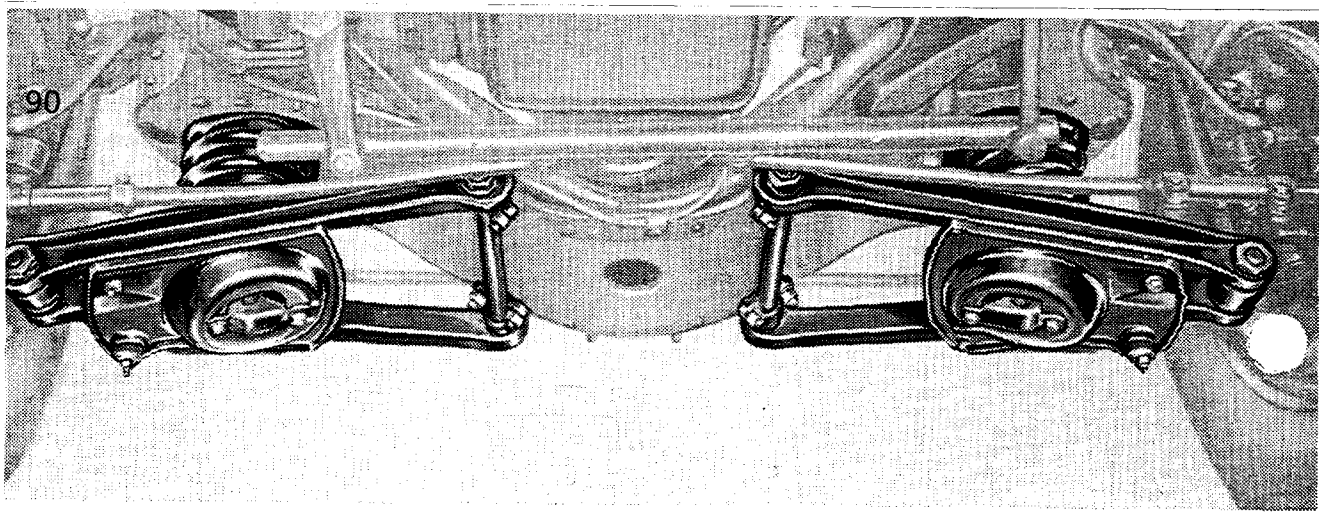


GOOD WEIGHT DISTRIBUTION

Another factor contributing to the ease with which Cadillac cars are kept on a straight course is good weight distribution. For example: Cadillac cars carry approximately 50% of the weight on the front wheels and 50% on the rear wheels. This equitable weight distribution, assuring good traction of all four wheels on the road, is especially important during braking or when rounding curves at highway speeds.

LOW CENTER OF GRAVITY

The low, sweeping lines of the 1954 Cadillac are achieved by skillful frame and chassis engineering which permits lowering the entire body without sacrificing interior roominess. This brings Cadillac's center of gravity still closer to the road and results in a truly amazing resistance to roll-over.

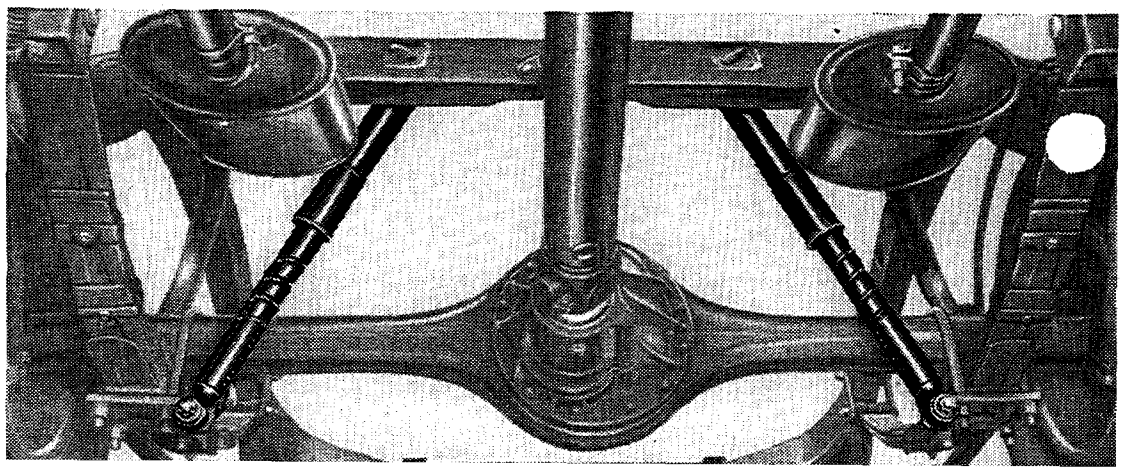


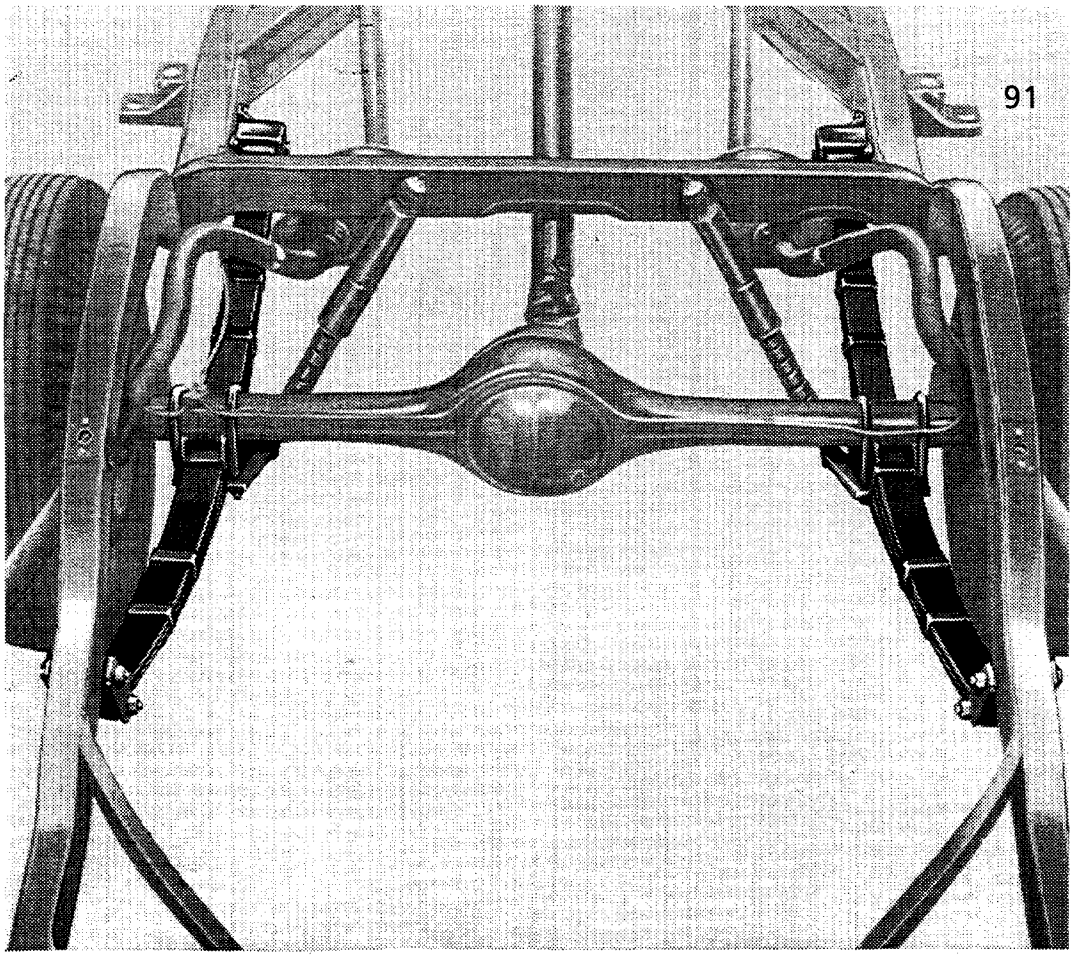
INDIVIDUAL FRONT WHEEL SUSPENSION

Cadillac individual coil spring front wheel suspension is designed to permit either front wheel to pass over bumps in the road without affecting the opposite front wheel or jolting the passengers. In 1954, increased wheel travel has been permitted on both compression and rebound, thus increasing the capacity of the front suspension units to absorb the most severe bumps without "bottoming".

NEW SHOCK ABSORBERS

New double-end-type valving in 1954 Cadillac shock absorbers permits the shock absorbers to quickly counteract spring flexing on small bumps so that they are scarcely perceptible to passengers. On large bumps, the double-end valving permits less abrupt spring control, thus sudden, hard jolts are eliminated. Use of a new high viscosity, aircraft-type shock absorber fluid, less susceptible to temperature changes, assures consistent, full-range shock absorber control in any weather. A baffle tube prevents formation of bubbles in the fluid and consequent loss of shock absorber efficiency.





NEW REAR SUSPENSION

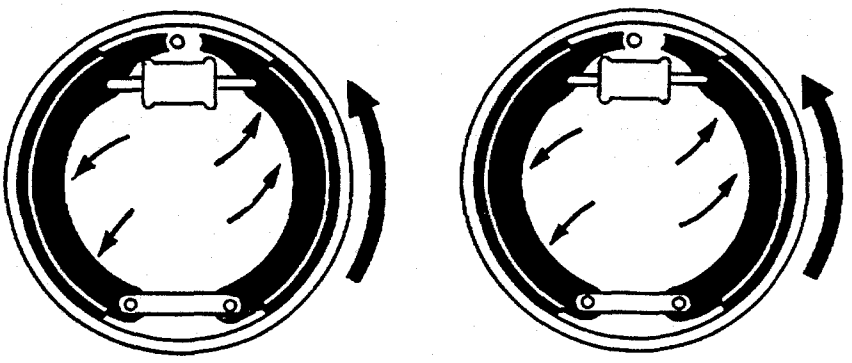
For improved riding comfort and ease-of-handling, the 1954 Cadillac rear springs are longer, wider and softer acting.The use of 5-leaf instead of 8-leaf springs enables the springs to flex more quickly and to absorb small road irregularities without noticeable action to frame or body. Being wider, the new rear springs increase ride stability by providing greater resistance to lateral or side-to-side motion of the car. This stability is further increased by mounting the springs so that the front ends have a toed-in effect as shown above.

HOTCHKISS DRIVE

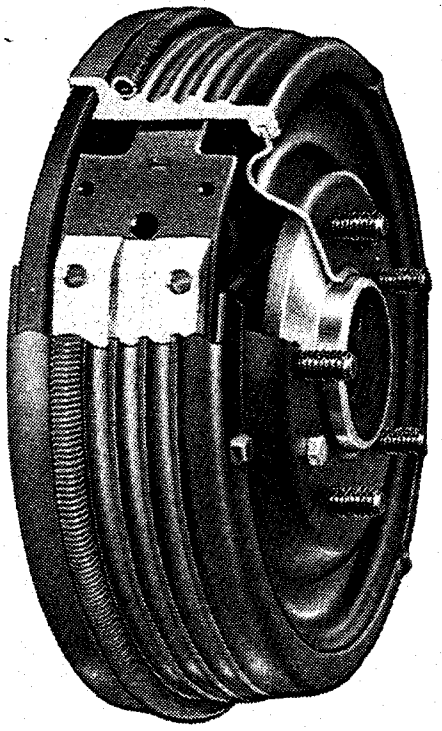
Hotchkiss Drive is the name given to the method of transferring the thrust of the rear wheels to the frame through the rear springs. Thus, the springs cushion starting or stopping movement of the car. Driver and passengers experience only a smooth, gradual feeling of motion during acceleration or braking. In addition, unsprung weight (weight not carried by the rear springs) is minimized.

SUPER-SAFE CADILLAC BRAKES

Cadillac's large brake drum and lining area helps the Cadillac driver to bring his car to a stop with minimum

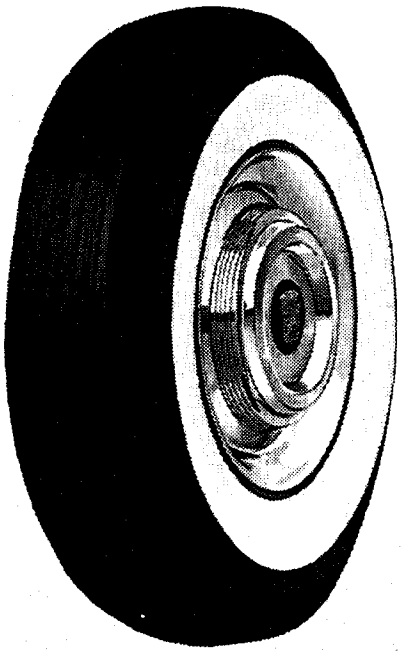


pedal pressure. In addition, Cadillac brakes are of the self-energizing type. The two brake shoes are linked together at one end. Thus, as the first brake shoe is pressed against the revolving drum, the drum forces the first shoe to wedge the second shoe against the drum. This multiplies the force of the braking action while minimizing the amount of pressure required of the driver's foot on the brake pedal.



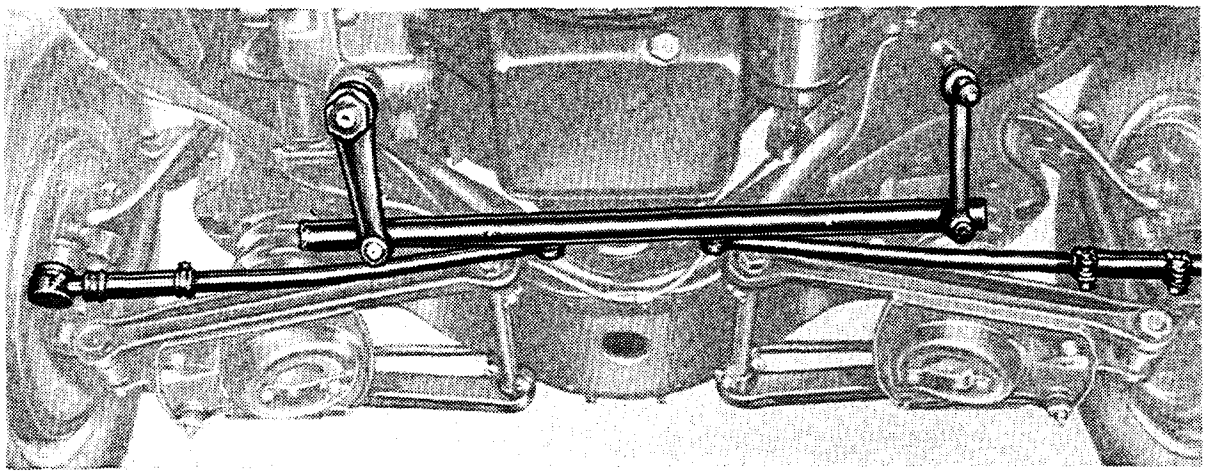
NEW GROOVED LINING

The remarkably sure, safe braking provided by Cadillac's big 12-inch brake drums and exceptionally large lining area (greater than most competitive cars) has been improved even further in 1954. A new lengthwise groove down the center of the primary lining provides better cooling for the lining and drum. As a result, hard usage of the brakes will not produce lining or drum overheating.



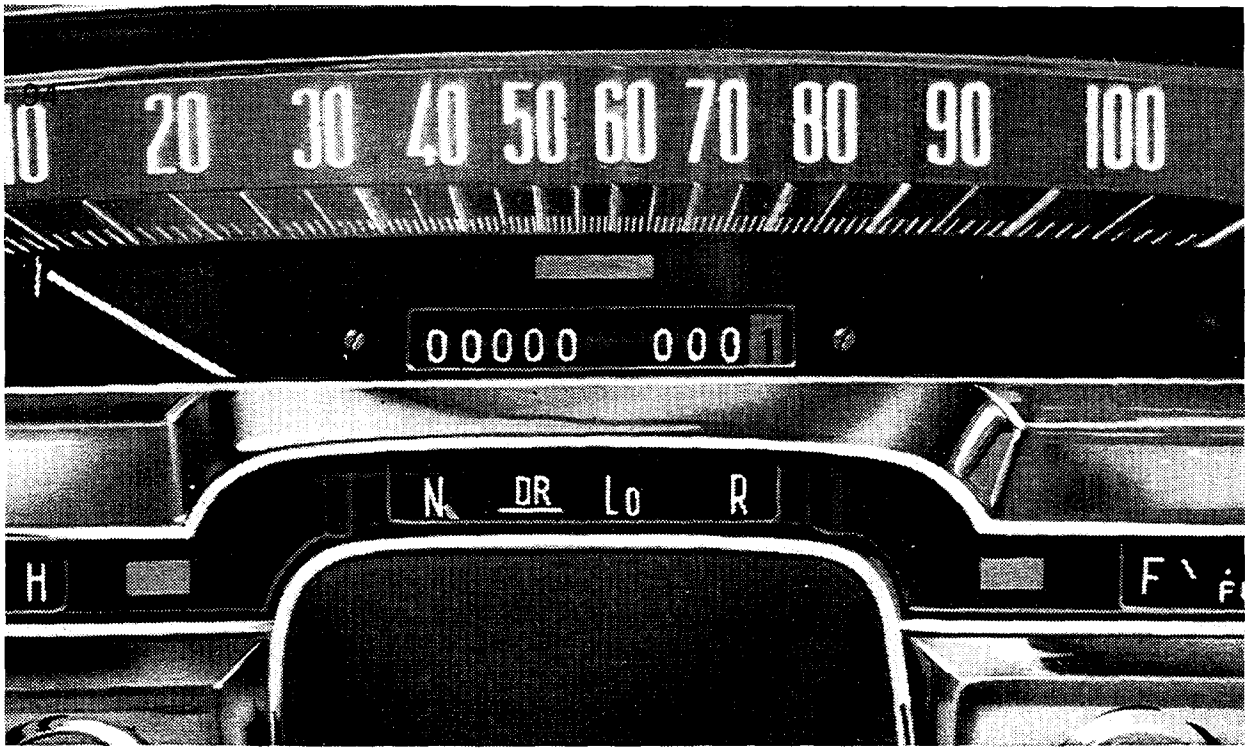
WIDE, EXTRA-SAFE WHEELS AND LOW-PRESSURE TIRES

Cadillac "slotted-disc" wheels with wide, extra-safe rims are especially designed to take full advantage of low-pressure tires. Cadillac's low-pressure tires provide more "tire-to-pavement" contact area for better starting and stopping traction. They virtually eliminate tire squeal when turning corners and provide greater softness and more cushioning, thus giving a much smoother ride.



CADILLAC PARALLEL-LINK STEERING

Parallel-Link steering in all 1954 Cadillac cars provides steering stability at all speeds and takes the "fight" out of the toughest roads. A short turning radius and accurate steering geometry are among the features of the Cadillac steering system. The addition of Cadillac Power Steering, now provided at no extra cost, makes steering easier than ever before in the 1954 Cadillac. (See Special Equipment Section for full information on Cadillac Power Steering.)



CADILLAC HYDRA-MATIC DRIVE

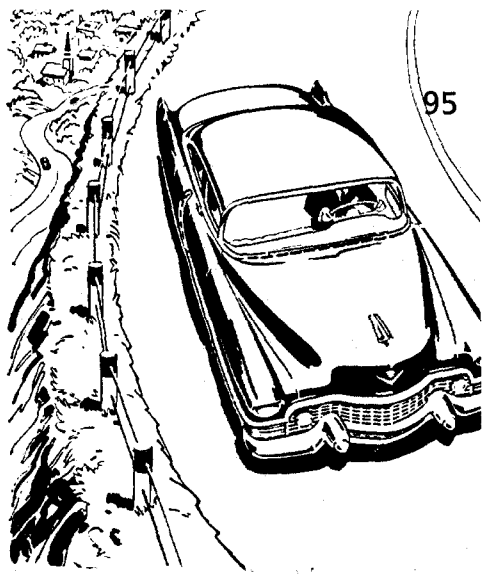
Cadillac's famous Hydra-Matic transmission has always provided the most flexible no-shift driving in the industry. In the 1954 Cadillac, modifications in the valve system that controls shift points have resulted in even greater smoothness. The driver and passengers are aware only of a single, continuous flow of forward motion.

Choice of two Drive Ranges permits the driver to select exactly the performance most desired for city traffic, mountainous driving or for the open highway.

The first driving position is the one to be manually selected for all normal driving requirements. It provides four forward gear ratios. These are automatically selected for maximum efficiency and performance according to the pressure exerted on the accelerator and the speed of the car.

Fourth gear, which is the normal running position after the car has gained momentum, has a ratio of 1 to 1. This results in exceptionally low engine speed compared to car speed, and means smoother, quieter engine operation, lower fuel and oil consumption and minimum wear on engine parts.

The second driving position locks out fourth gear up to about 75 miles per hour. This results in better acceleration in traffic and faster "step-



down" acceleration when the accelerator is put to the floor board, because advantage is taken of a lower gear ratio. It is the range best suited for ascending and descending steep grades where traffic signs call for shifting into lower gears because the transmission will not "hunt" between third and fourth going up a hill and more engine braking is provided in going downhill.

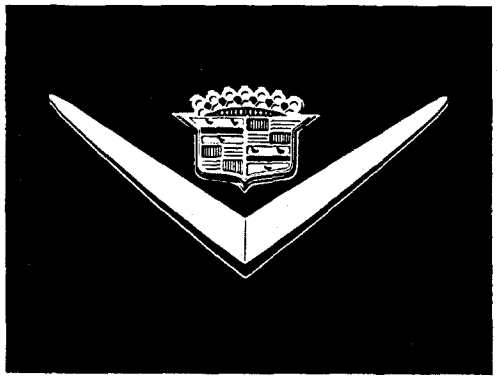
The control lever may be moved at will between these two positions when traveling at any car speed. By providing the most efficient transmission ratio for any requirement, coupled with the brilliant new 230-horsepower engine, Cadillac provides sparkling performance with greater flexibility in traffic than ever before.

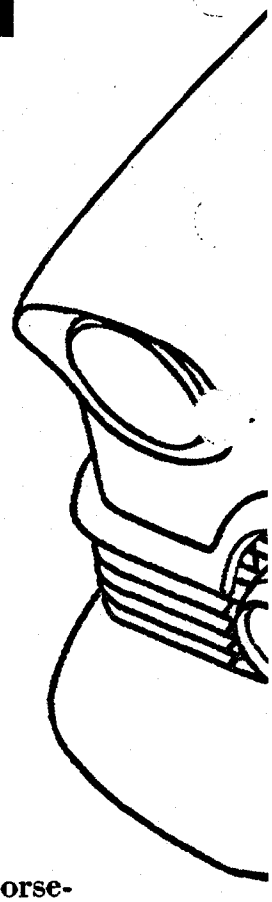
A step-down shift from 4th to 3rd gear can be made by depressing the accelerator pedal completely for passing or for extra bursts of speed at car speeds of less than 75 miles per hour. The step-down shift from 3rd to 2nd can be made at any car speed below 20 miles per hour. Thus, valuable emergency acceleration is provided in the 12 to 20 miles per hour speed range.

For extremely steep grades, where speeds below 40 miles per hour are desirable, the gear selector lever can be placed in the Lo position where maximum engine braking is available.

CADILLAC'S LOW REAR AXLE RATIO

Because of the ideal combination of Cadillac's 230-horsepower engine coupled with high-performance Hydra-Matic transmission, a lower rear axle ratio can be used than on most competitive cars. Cadillac's low 3.07 to 1 axle means that the rear wheels make one complete revolution to only slightly over three revolutions of the engine. Slower engine speeds mean quieter engine operation, less fuel and oil consumption and less wear on engine parts. A 3.36 to 1 axle is optional at no extra cost, and is provided as standard on cars equipped with the Cadillac Air Conditioner.





AS ALWAYS—THE STANDARD OF THE WORLD

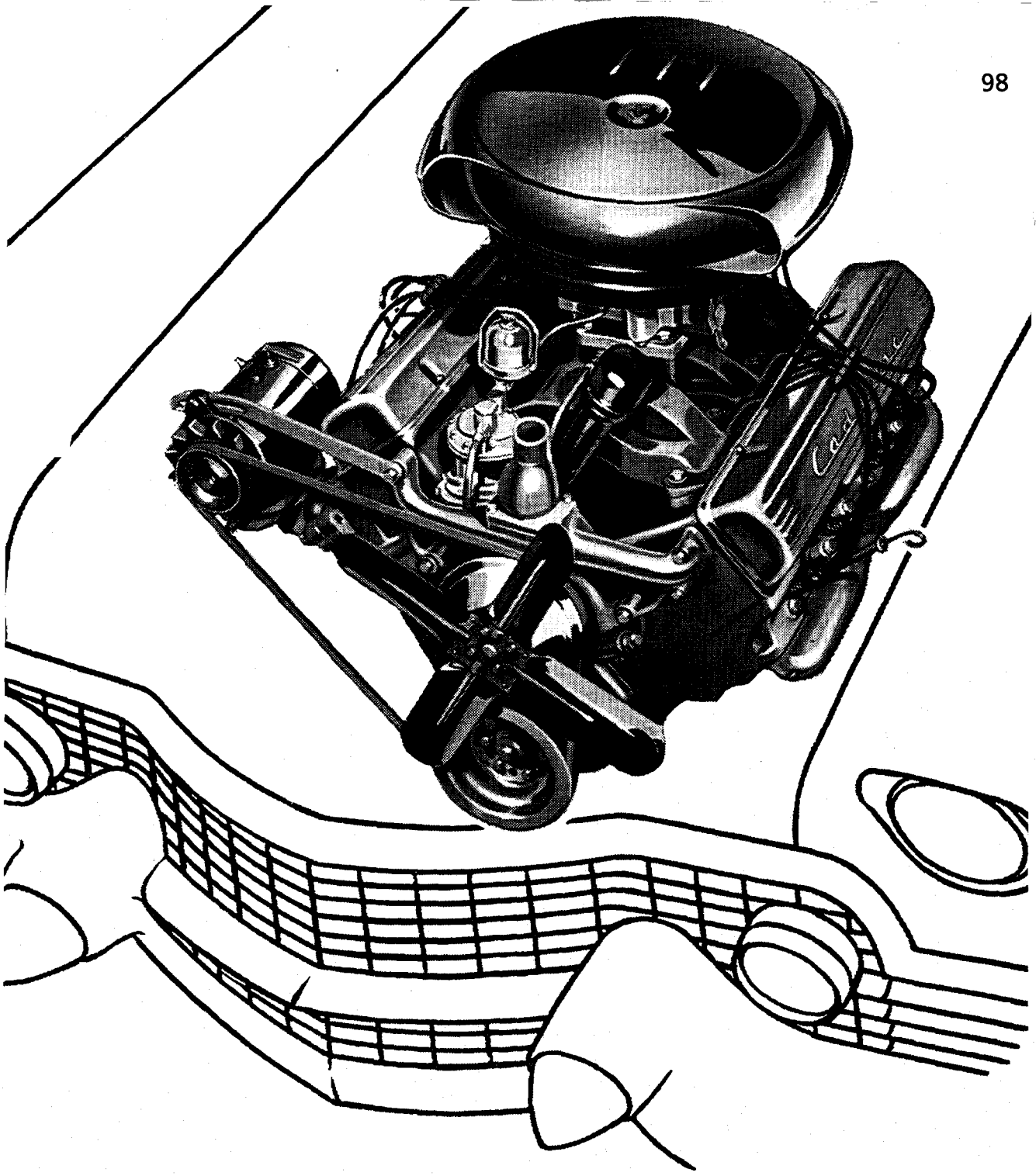
1954 CADILLAC

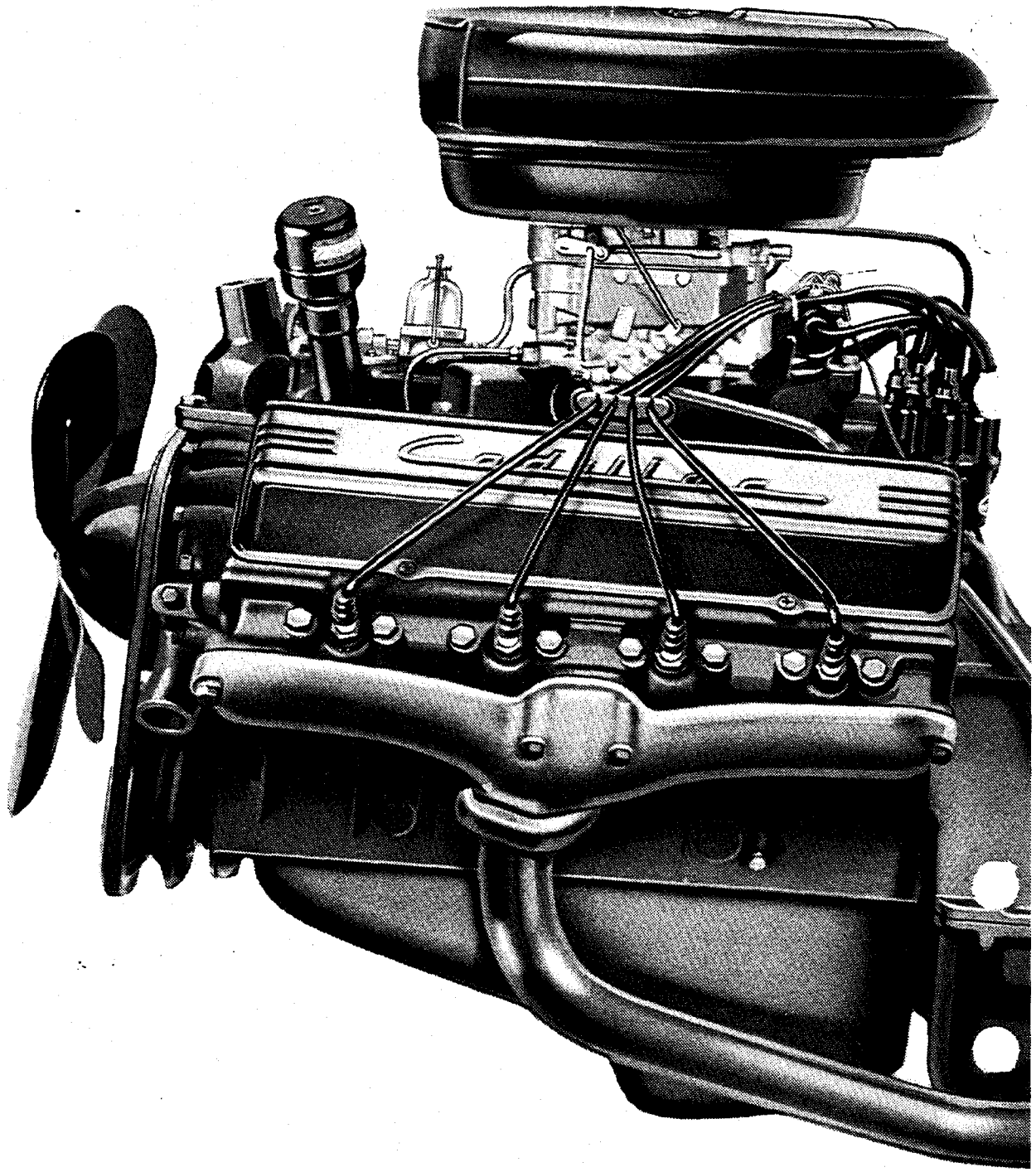
Engine

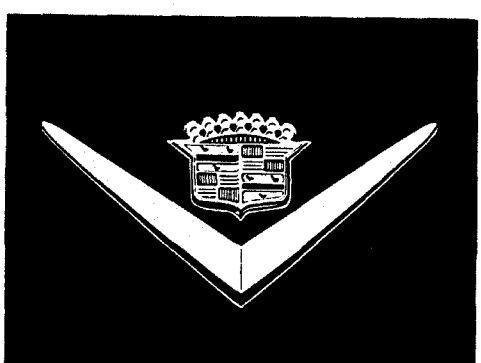
The 1954 Cadillac engine with its tremendous 230-horsepower output is a worthy successor to the famous engine which set new standards of power, performance and economy in 1953.

However, because of many new refinements, plus an almost 10% increase in horsepower, your 1954 Cadillac owners are assured of engine performance and dependability never before attained in an American production automobile.

Naturally, the great majority of your Cadillac owners will be quite content to enjoy the smooth, effortless power that flows quietly and without pause from beneath the broad, low and beautiful Cadillac hood. But a brief reading of the following pages will enable you to reaffirm in fact what is already well known by reputation . . . that Cadillac, year after year, sets the pace in automotive engine development.







HIGHLIGHT FEATURES

New 230-horsepower

New Smoother Performance

New Quieter Operation

Advanced 12-volt Ignition System

High-Lift Valve Mechanism

New Wide-Lobe Camshaft

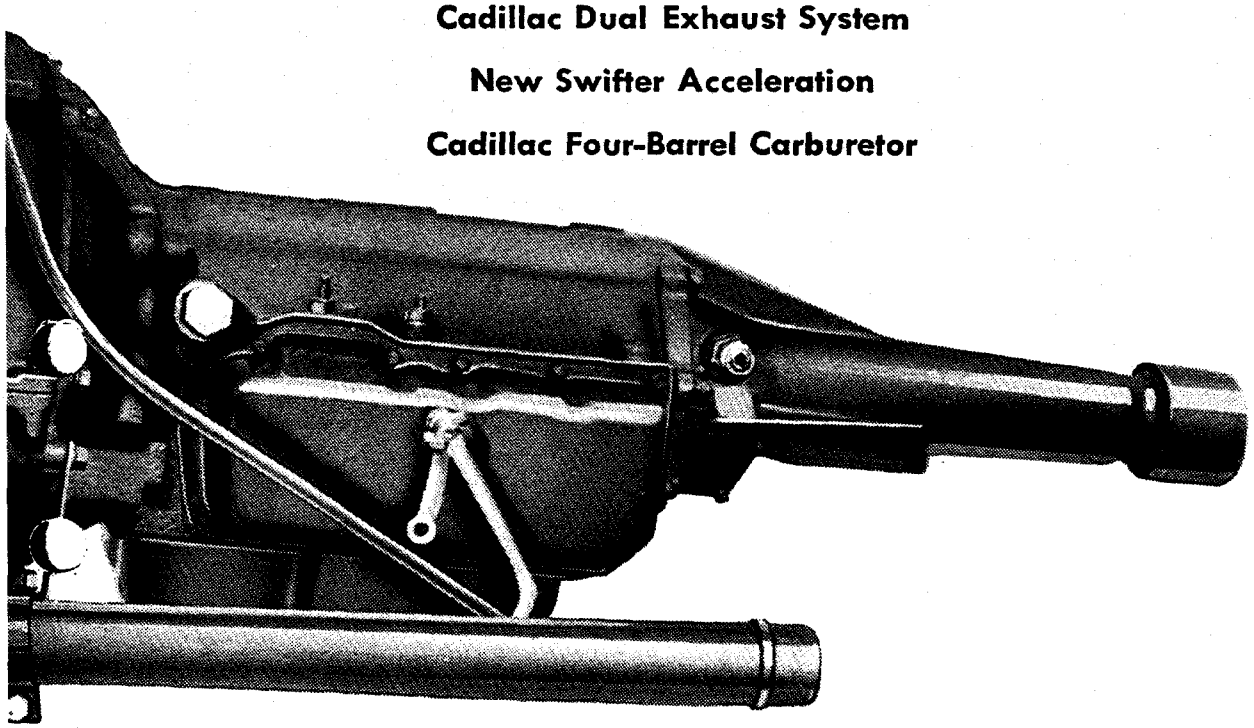
New More-Positive Starting

High 8.25 to 1 Compression Ratio

Cadillac Dual Exhaust System

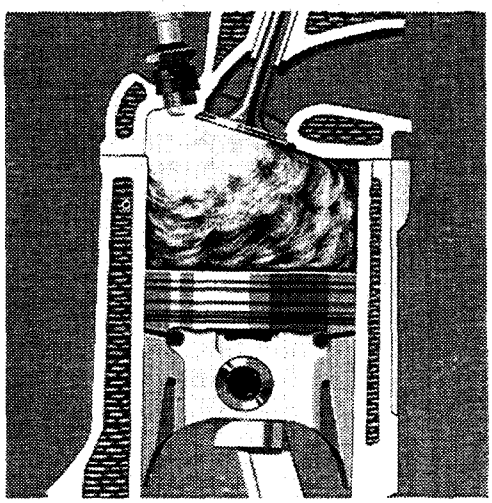
New Swifter Acceleration

Cadillac Four-Barrel Carburetor

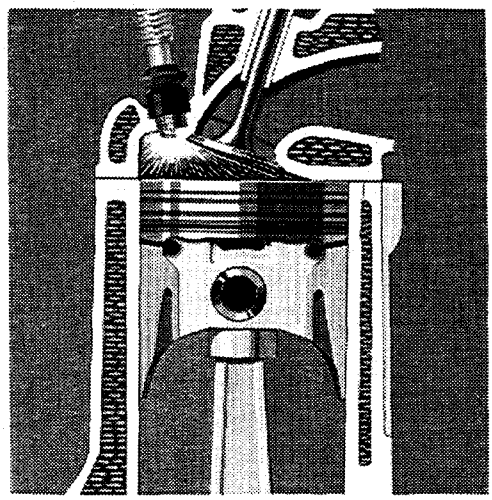


HIGH 8.25 TO 1 COMPRESSION RATIO

Cadillac's 8.25 to 1 compression ratio is among the highest in the industry. Because the fuel-air mixture is tightly com-

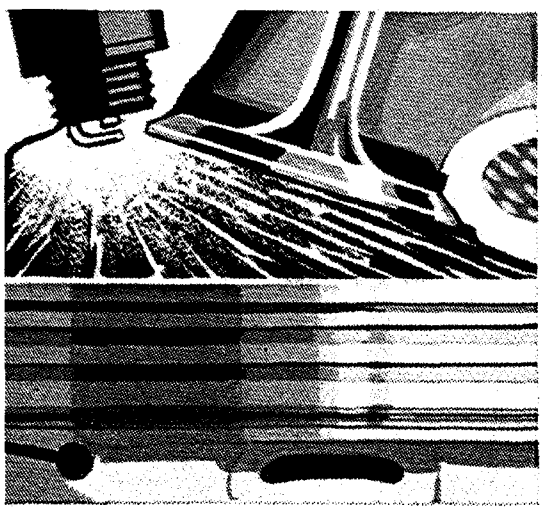


This large volume of fuel-air mixture is compressed into...



this space 8¼ times smaller at the moment it is ignited.

pressed at the moment it is ignited, maximum energy is obtained from each charge of fuel-air mixture into the cylinders. New chromed top ring on the pistons minimizes wear on cylinder walls, thus assuring full compression for many additional thousands of miles. New oil ring on pistons is designed to minimize friction on cylinder walls, thus contributing to the increased power output of the 1954 engine.

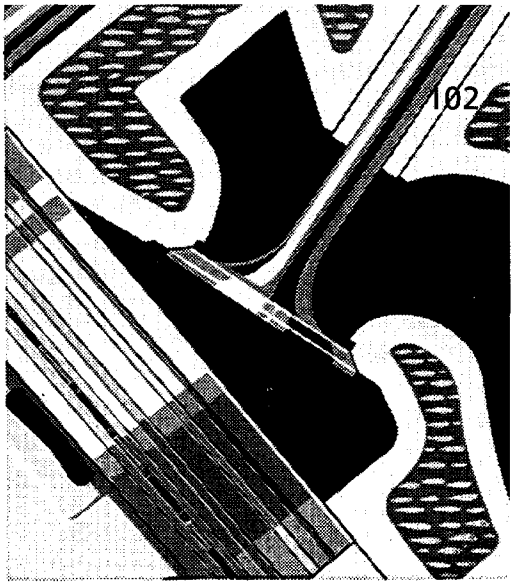


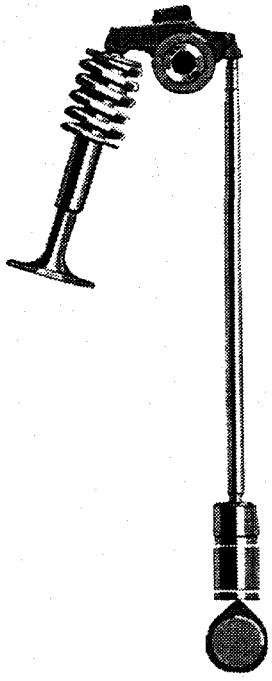
COMBUSTION EFFICIENCY

The design of the combustion chamber in the 1954 Cadillac engine assures progressive and complete burning of each fuel-air charge. As a result, the force created by the expansion of the burning fuel is exerted on the piston head in the form of a smooth, powerful thrust. There is no undue strain or shock to pistons or other engine parts.

LARGE VALVES AND PORTS

The Cadillac engine has large intake and exhaust valves and ports. They permit a large volume of fuel-air mixture to enter the cylinders, and provide easy, unrestricted exit for the burned exhaust gases. Newly designed exhaust ports in 1954 reduce turbulence and permit even faster exit of exhaust gases, thus increasing breathing efficiency and power of the Cadillac engine.



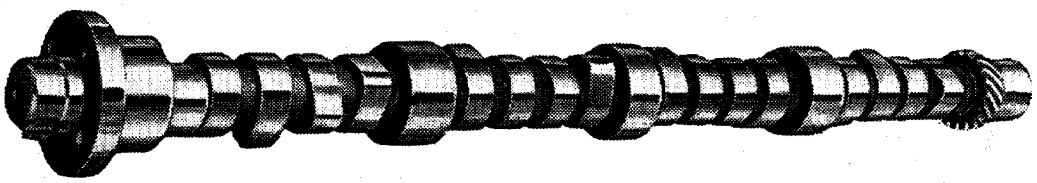


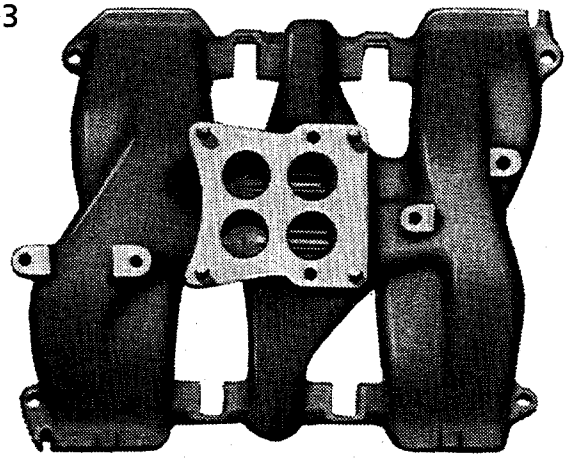
HIGH-LIFT VALVE MECHANISM

Another major factor in the tremendous power and performance that make the 1954 Cadillac engine the most outstanding in Cadillac's long history is the high-lift valve mechanism. By lifting the large intake and exhaust valves high off their seats, they provide large openings for the fuel-air mixture to enter the cylinders, and large openings for the escape of exhaust gases from the cylinders. The result is that each cylinder receives a maximum charge of incoming air-fuel mixture with minimum dilution from left-over exhaust gases.

NEW WIDE-LOBE CAMSHAFT

The Cadillac camshaft is precision-built of high alloy cast iron with super-hard and friction-resistant cam and bearing surfaces. Wider cams, used in 1954, increase contact surface, thus minimizing wear on cams and tappets.



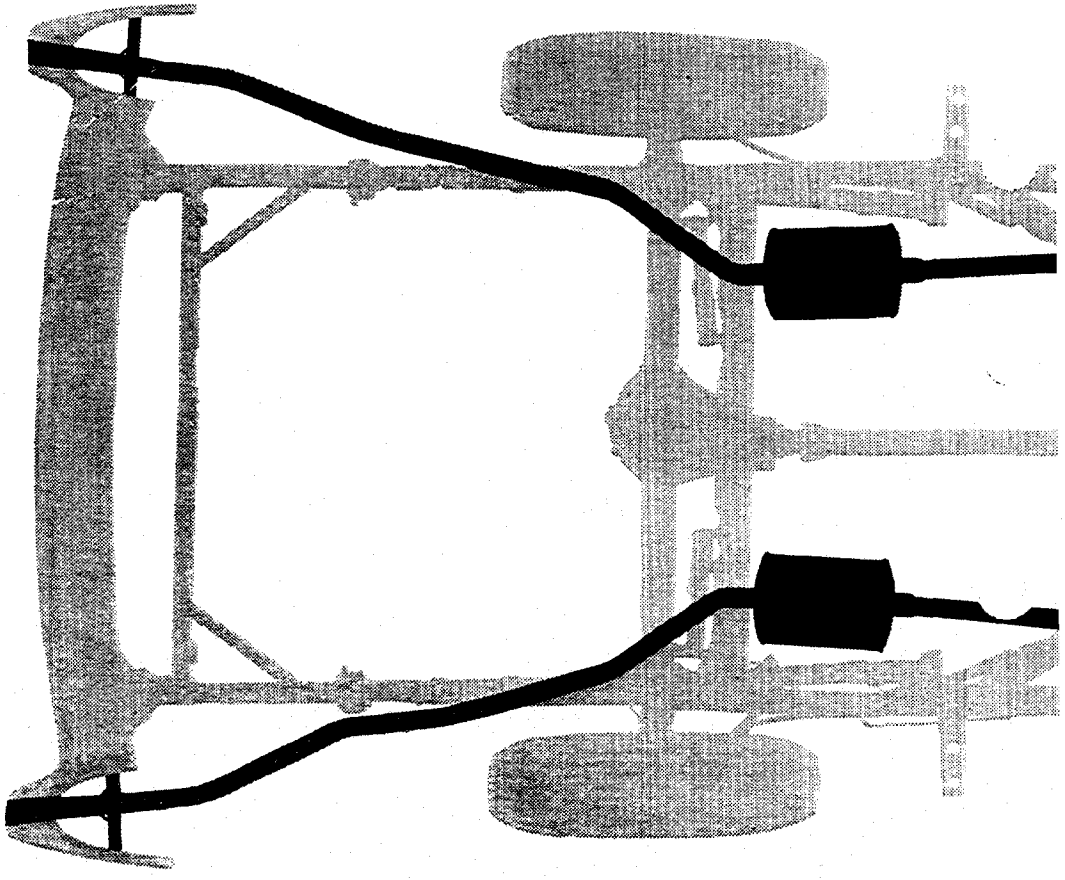


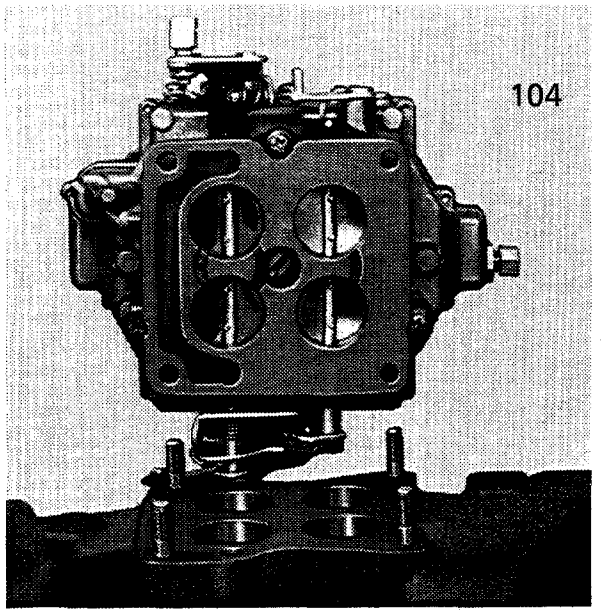
"FREE-FLOW" INTAKE MANIFOLD

Another factor in the breathing efficiency which contributes so much to the 230-horsepower output of the 1954 Cadillac engine is the large, smooth passages in the intake manifold. They are designed to deliver uniform charges of fuel-air mixture to each cylinder, thus assuring smooth, even engine operation.

CADILLAC DUAL EXHAUST SYSTEM

The Cadillac engine is designed so that exhaust gases are quickly expelled from the cylinders to make way for the next incoming fuel-air charge. To help accomplish this, Cadillac provides two separate exhaust manifolds, one on each side of the engine; twin mufflers, twin resonators and twin tail pipes. The result of this separate exhaust system for each bank of four cylinders is to minimize back-pressure in the engine cylinders, and to permit a full, quiet and continuous flow of power regardless of speed or load.

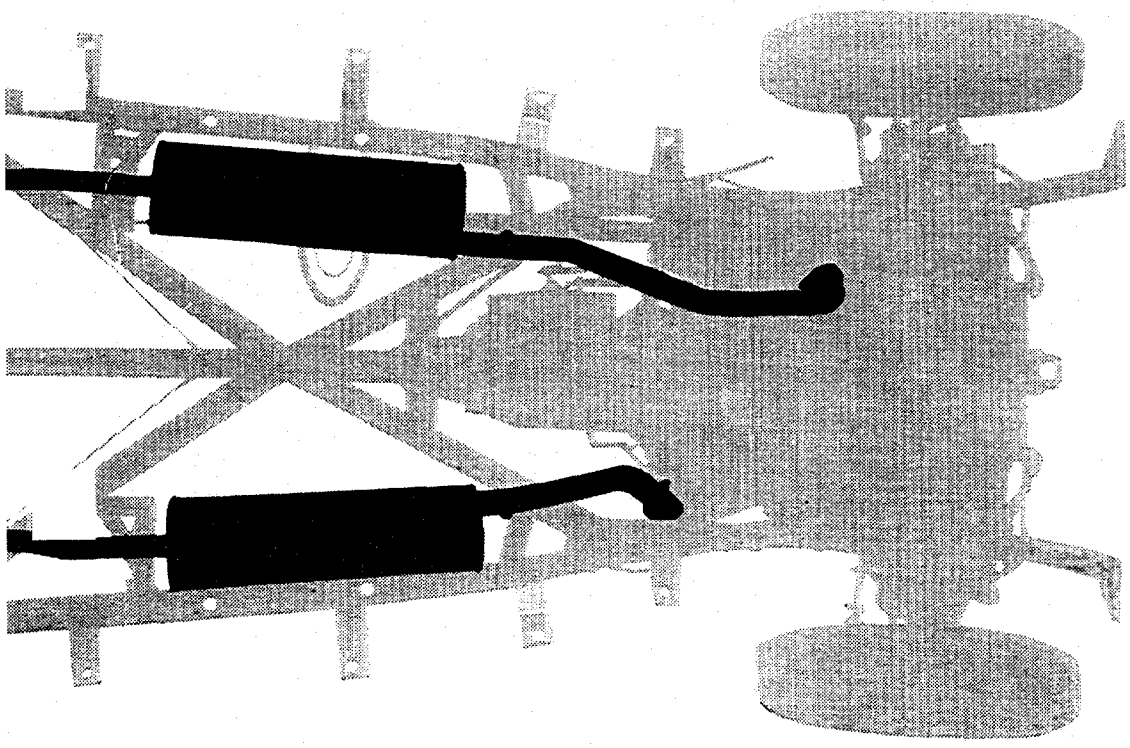




BIG FOUR-BARREL CARBURETOR

The 1954 Cadillac engine is equipped with a four-barrel carburetor which provides remarkable advantages in performance and economy. In combination with Cadillac's unrestricted intake and dual-exhaust manifolding, it plays an important part in the high-power output of the 1954 engine.

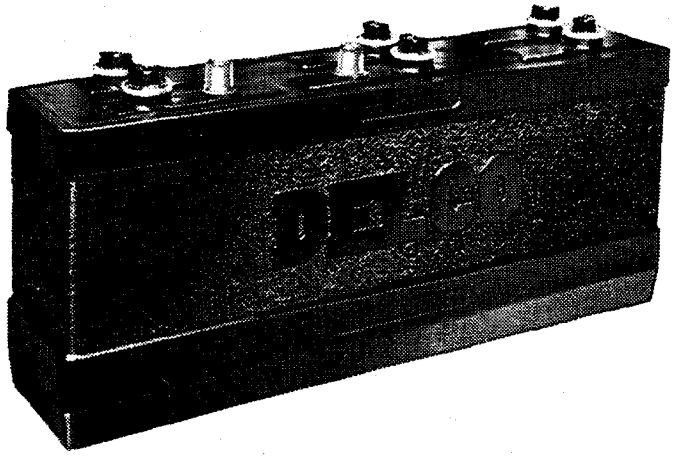
The Cadillac four-barrel carburetor works as two sets of dual-barrel carburetors mounted on the engine in tandem. The forward dual-barrel unit is the basic operating or "primary" carburetor. The aft dual-barrel unit is the "booster" or "secondary" carburetor, and comes into play as needed. At all cruising speeds the engine works with maximum economy from the primary carburetor. But, when rapid acceleration is desired, simply depressing the accelerator pedal brings the "secondary" dual-downdraft carburetor into operation. This means that more air rushing down the four barrels creates greater pressure in the intake manifold. This pressure forces more air-fuel mixture into the cylinders for maximum power and amazing acceleration.



CADILLAC 12-VOLT ELECTRICAL SYSTEM

Cadillac advanced 12-volt electrical system, introduced in 1953, has been further refined in 1954. It provides even surer and more positive starting in cold or wet weather; it delivers consistent high voltage to the spark plugs for maximum engine performance with minimum re-setting of spark plug gaps; and it provides extra reserves of electrical energy for every lighting or accessory requirement.

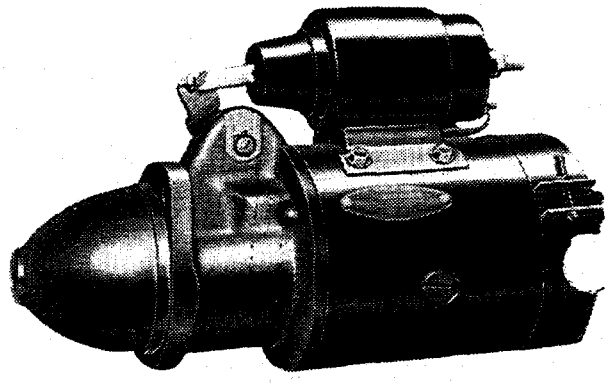
NEW 12-VOLT BATTERY



A new 12-volt battery especially designed to provide best performance with other units in the 12-volt electrical system has been provided in 1954. Improved battery sealing minimizes any likelihood of corrosion. In addition, a new vinyl-base paint on the battery cover protects it from corrosive damage caused by accidental spilling of battery acids.

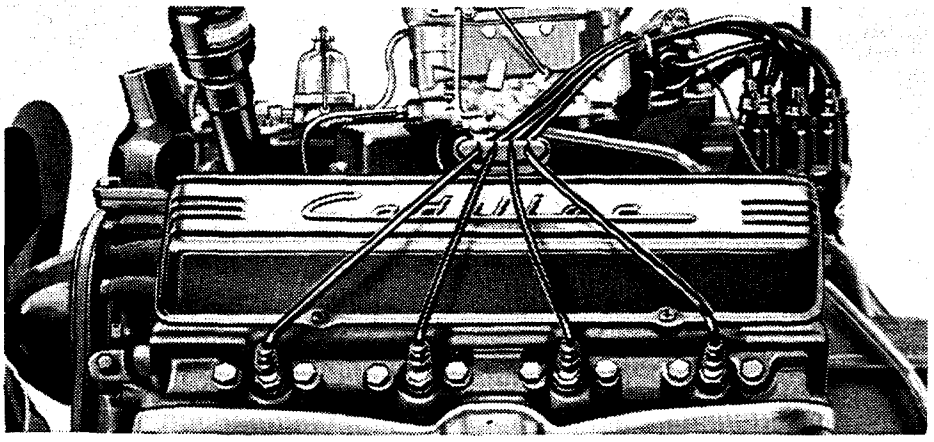
NEW 12-VOLT STARTING MOTOR

The new 12-volt starting motor provides up to 50% greater engine cranking speed than 6-volt systems, assuring quick starting in any weather. New gear tooth pitch on starting motor and flywheel gives extra strength to gear teeth, reduces battery drain, provides quiet operation.



HIGH-CAPACITY 12-VOLT GENERATOR

Cadillac's high-capacity 12-volt generator has a wattage output that is 33% greater than a 6-volt generator of the same size. It provides an ample and safe margin of reserve. Its output is greater than the electrical load normally demanded by the car even at lower car speeds. This protects against excessive battery drain when slow driving is necessitated by icy road conditions or heavy traffic jams.



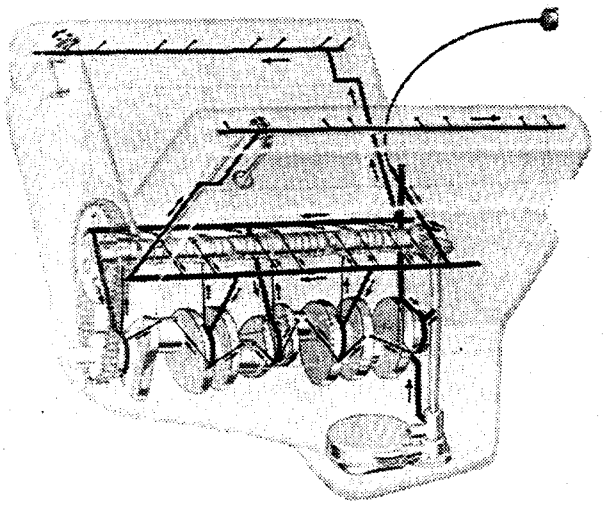
WATERPROOF IGNITION SYSTEM

The Cadillac engine is protected by a completely waterproofed ignition system. Neoprene rubber, impervious to oil, is used for ignition wire covering and for spark plug boots which protect spark plugs from splashing water. Distributor ends of ignition wires are shielded by vinyl caps. The distributor itself is designed to shed water effectively.

NEW 12-VOLT DISTRIBUTOR

Cadillac's 12-volt ignition system provides an exceptionally strong spark (from 10,000 to 27,000 volts) for sure, fast firing of each fuel charge even when spark plugs may have become fouled or worn. A new distributor drive gear used in 1954 provides even more accurate timing of each spark, and assures that each fuel charge will be ignited at precisely the right moment to exert maximum thrust on the piston.

FULL-PRESSURE ENGINE LUBRICATION



Long, trouble-free engine operation is assured by full-pressure engine lubrication. Oil is pumped under pressure to the overhead valve assembly, crankshaft bearings, camshaft, connecting rods and rocker arm shafts, while a pressurized jet of oil is directed to the cylinder walls and piston pins. An oil filter, provided at no extra cost, minimizes wear by filtering abrasive particles from the oil. Linked to the new oil pump is a vacuum pump which assures dependable windshield wiper operation.

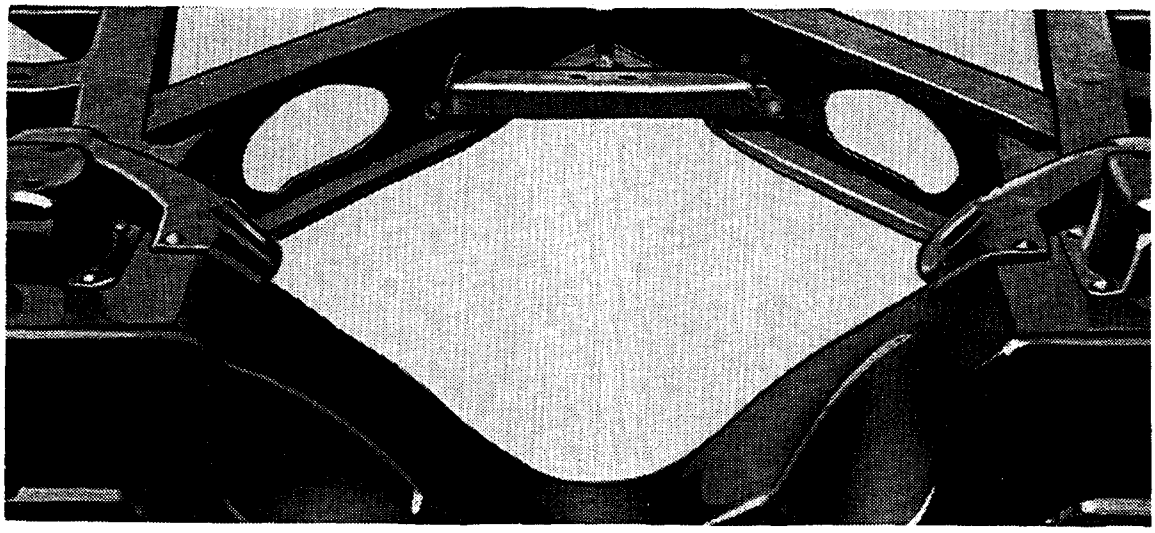
HYDRAULIC VALVE SILENCERS

Cadillac hydraulic valve silencers automatically compensate for any minute play or lash in the valve linkage, and thus always maintain zero clearance between the tappets and valves. This assures quieter engine operation, full seating of valves for maximum compression and top engine efficiency.

EFFICIENT ENGINE COOLING

The large bore, short stroke design of the Cadillac engine minimizes piston friction and exposes less cylinder wall surface to the flame from the burning fuel-air mixture. Therefore, more heat energy from the burning fuel goes into driving the car and less heat must be absorbed by the cooling system. As a result, Cadillac achieves highly efficient cooling with a compact radiator unlike the bulky, oversize units required with less efficient engines. Provision is made to bring the engine quickly to its most efficient operating temperatures by permitting the water to circulate only through the cylinder block and head during warm-up. When proper engine operating temperatures are reached, a thermostat opens and permits the water to flow through the radiator for the cooling needed to maintain the correct temperature.

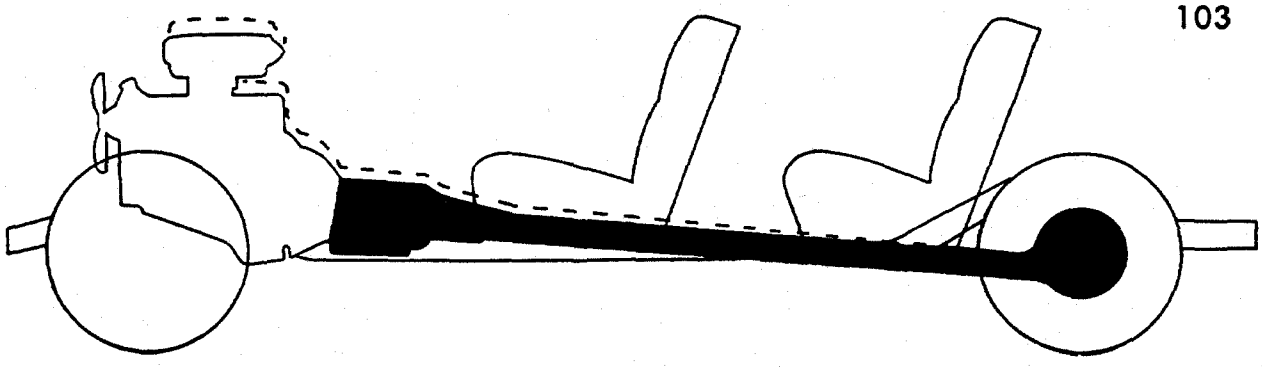
NEW ENGINE MOUNTING ANGLE

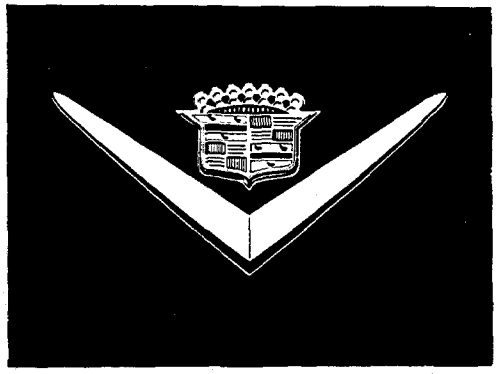


As shown above, the front engine mounting points for the 1954 Cadillac engine are located at an angle, just inside and lower than the top of the frame side rails. These new mounting points are in a natural position to give more stable support to the V-shaped engine, and yet permit the rubber-cushioned engine mountings to absorb the slight remaining torsional vibrations set up by all piston engines. One of the advantages of these new mountings is to provide exceptionally smooth and quiet engine operation at idling speeds.

Lowering the engine position between the frame side rails also serves to straighten the drive line to the rear axle. The result is minimized vibration of the propeller shaft, thus contributing to quieter, trouble-free operation and longer life.

The new lower engine position permits a lower hood line for improved appearance, thus enabling the driver to see more of the road directly ahead of the car.





AS ALWAYS—THE STANDARD OF THE WORLD

1954 CADILLAC

Special Equipment

This section of your Data Book contains detailed information on important equipment now available as standard at no extra cost; also optional equipment available at extra cost on the 1954 Cadillac. You will also find a complete listing of all approved accessories and accessory groups.

All Cadillac optional equipment and accessories are functional and serve a definite purpose for the owner. They increase comfort . . . or convenience . . . or safety and when they are apparent to the eye, they enhance the beauty of the car, for they are engineered and designed to compliment the over-all styling of the Cadillac. What's more, it is these features that enable each owner to individualize *his* car.

The descriptions on the following pages emphasize the benefits most appealing to the prospective purchaser. Become familiar with them and discuss them with your prospects. And remember, the best time to talk extra-cost items is *before* you close the sale.

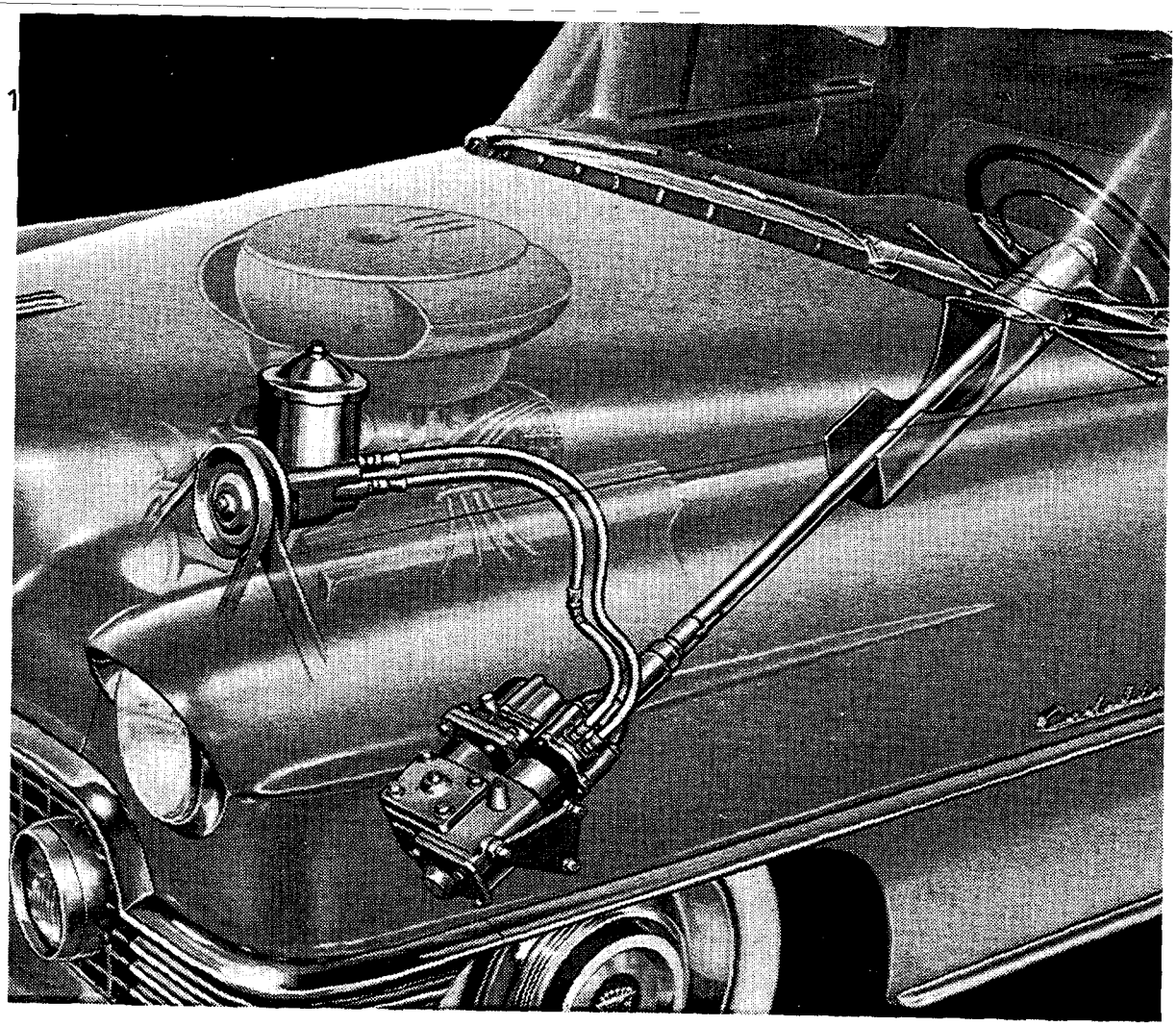
Also, use this section to emphasize Cadillac extra-value by showing your prospect the special equipment he receives at *no extra cost!*

11

POWER STEERING (STANDARD)

The Cadillac Power Steering System is designed to make the Cadillac motor car easier, safer, more relaxing and more enjoyable to drive under all conditions.

The system is engineered so that at low speeds, such as in parking, as much as seventy-five per cent of all steering effort is eliminated. At higher speeds—on a straight stretch of highway, for example—the system does not come into operation. The reasons for this are apparent! It is at low speeds that tires and road surface reach their highest point of resistance to each other. Turning the wheels of a parked car is far more difficult than turning the front wheels of a car travelling at 60 miles an hour. Thus, the Cadillac system, unlike some competitive types, gives assistance only when needed. The result is a safe, constant wheel-feel and full-time control for the driver at all times.



During normal driving, Cadillac Power Steering becomes effective when a manual effort of about three pounds is required on the steering wheel. The most effort a driver will ever be required to exert never exceeds eight pounds. Fifty pounds is often required with conventional steering.

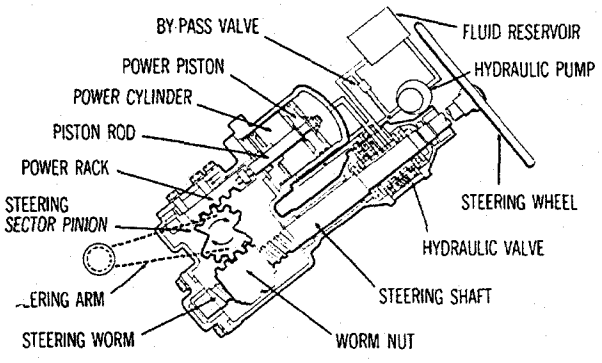
The two drawings on the opposite page show what happens when the Cadillac driver turns the steering wheel of his car. When he turns it to the left, the hydraulic valve mechanism is actuated to permit the hydraulic power pump to force oil under pressure to the lower end of the power cylinder. This is shown by the solid color in the drawing at the right. The resultant upward movement of the piston transmits motion through the power rack to rotate the steering sector pinion, as indicated. Slight manual effort applied at the steering wheel raises the worm nut at the base of the steering shaft. This simultaneously transmits some motion to the sector pinion. Thus, the driver retains the feel of the wheel while all except the slightest effort is assumed by the power cylinder. Turning the wheel to the right reverses the action.

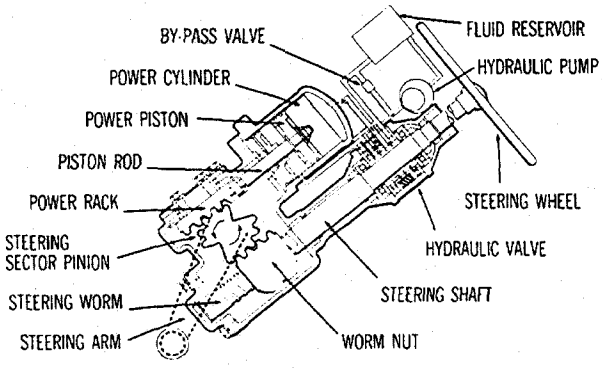
TURNING—Cadillac Power Steering requires only the weight of the driver's hand to master curves and corners. Because it provides "graduated" assistance, depending upon how much help is needed, the driver is always in full control of Cadillac Power Steering.

PARKING—Women drivers, in particular, will delight at the ease with which Cadillac Power Steering enables them to park—even in the tightest spots. The wheels turn easily with no tugging or straining—even when the car is standing still. This is important to persons with heart conditions.

SAFETY—Cadillac Power Steering is completely safe! It does not interfere with present driving habits . . . it absorbs the jolts and shocks of rutted roads . . . and if it should become inoperative, the car steers in the usual manner.

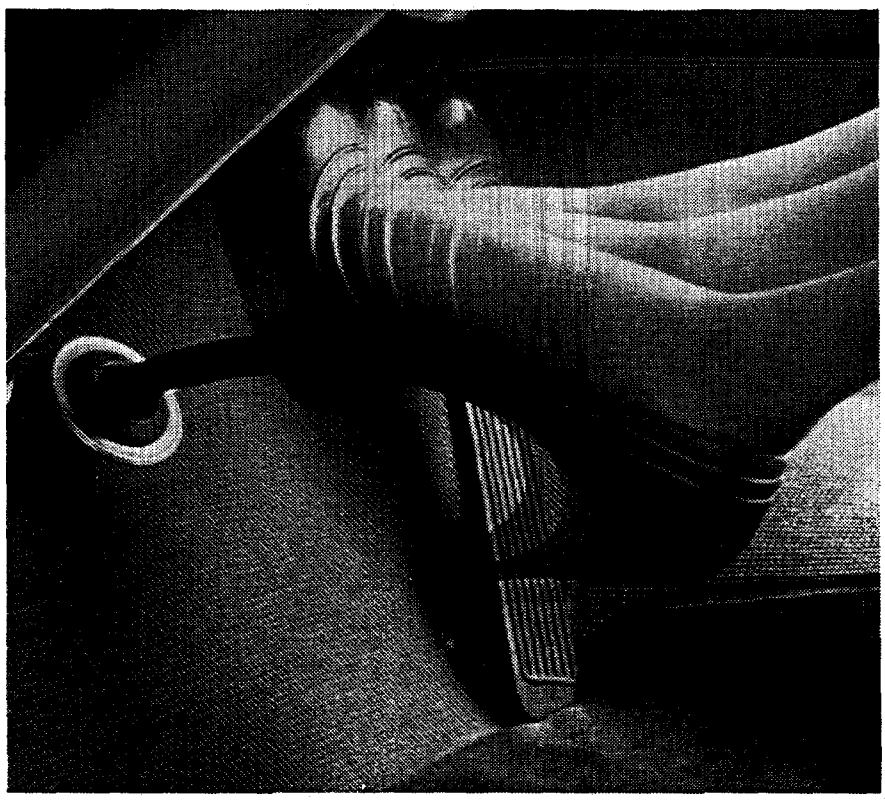
RECOVERY FROM TURN—Cadillac Power Steering is designed to return the wheels to their normal straight-ahead position after a turn—just as they would with conventional steering. Thus, the hydraulic action of Cadillac Power



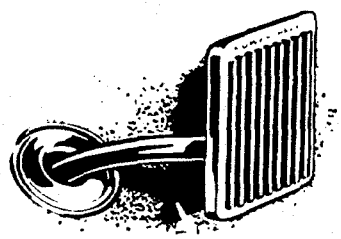


Steering does not interfere in any way with wheel straightening. Cadillac Power Steering, standard on all 1954 models.

POWER BRAKES $_____

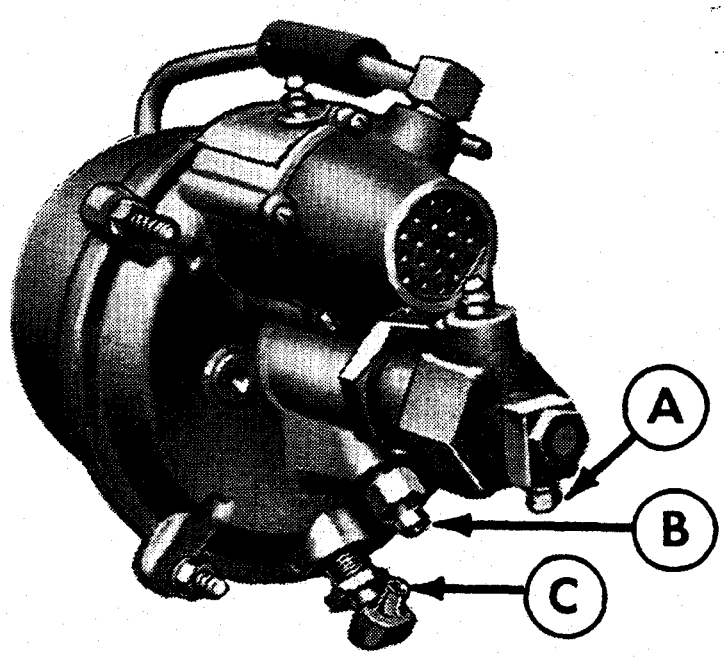


Cadillac Power Brakes are faster acting, easier to apply and completely safe for all driving conditions. Braking effort is cut one-third—in fact, just a touch of the toe is all that's required for safe, positive stops.



Unlike some systems, which use a short-stroke pedal, the Cadillac Power Braking System has a conventional-type brake pedal. Thus, should the power system ever fail, there is sufficient leverage for the driver to easily stop his Cadillac with the standard hydraulic brake system. This important advantage should be told to your customers.

The Cadillac Power Brake is a vacuum-power unit connected to the hydraulic brake system and to the intake manifold. A piston is enclosed in the unit. With vacuum on either side of the piston, the forces are balanced and the piston does not move. But, when pressure is applied to the brake pedal, air enters one-half of the unit and the difference in pressure actuates the piston. The force produced by the piston assists in the braking. When the brake is released, vacuum again enters both sides of the piston, and a spring returns the piston to released position. Should the power unit be accidentally damaged, the brakes operate as usual, but with no power assistance. Thus, the unit is completely safe.



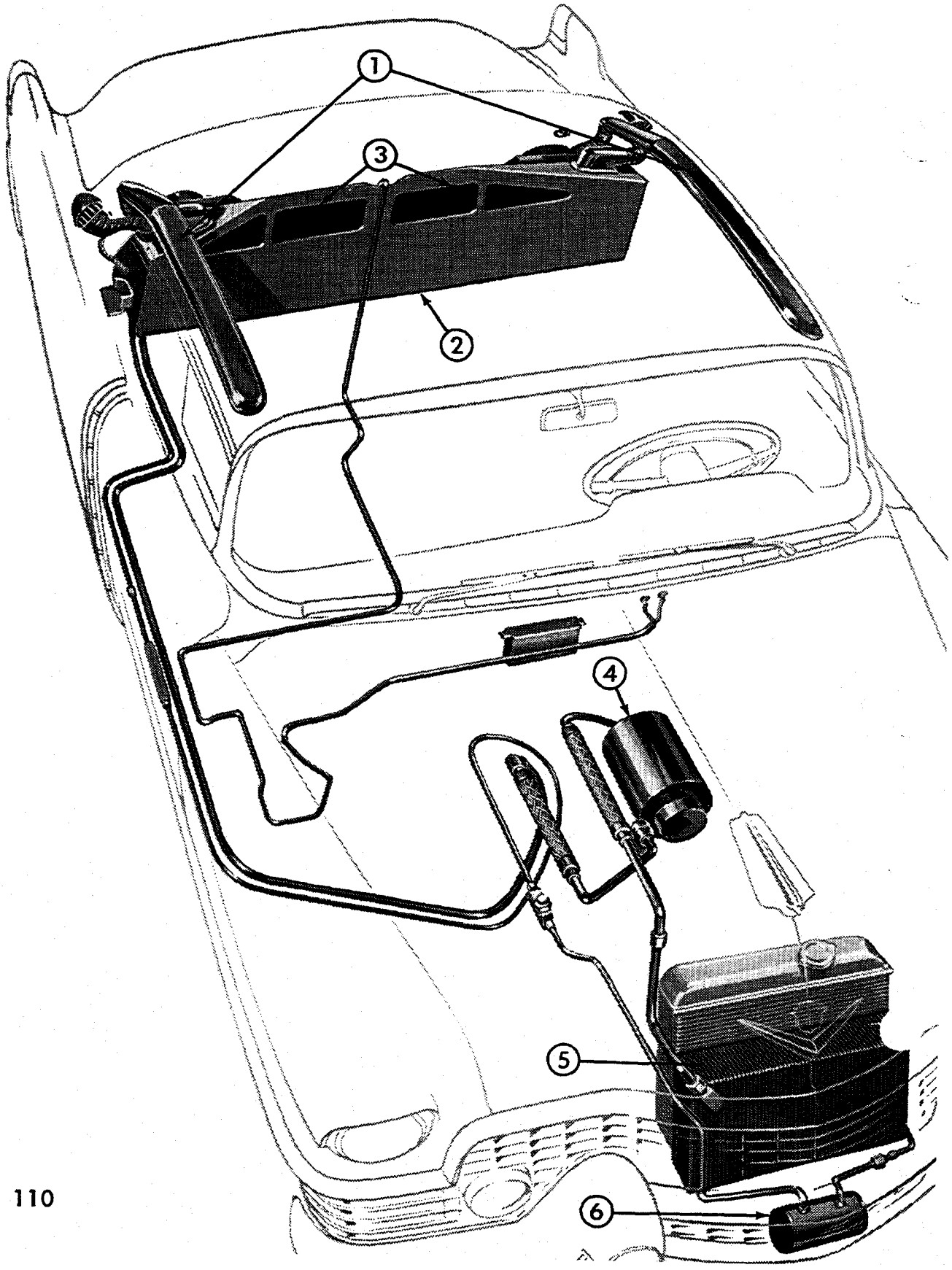
A Brake line pressure outlet.

B Brake line pressure inlet.

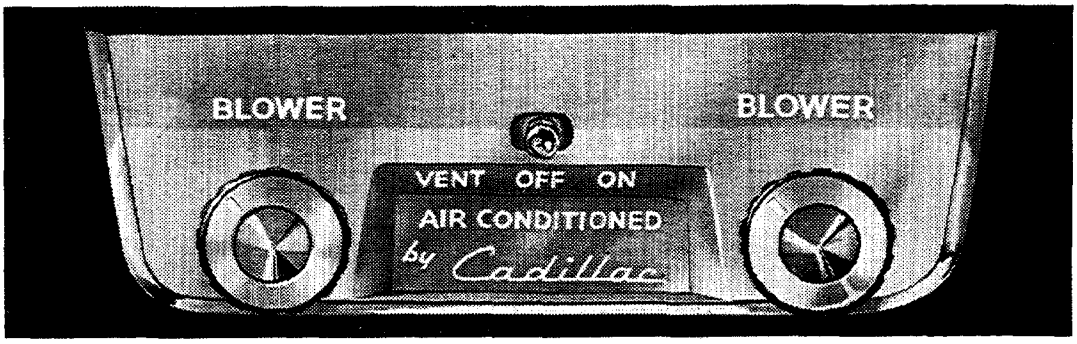
C Vacuum line from manifold.

AS ALWAYS–THE STANDARD OF THE WORLD

CADILLAC AIR CONDITIONER $_____

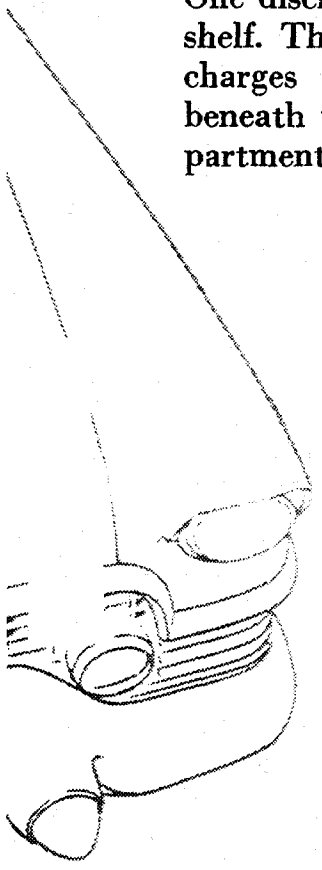


The Cadillac Air Conditioner provides ideal summer temperatures and dust-free interiors for Cadillac owners. Simple to operate, the system consists of a compressor, condenser, refrigerant, evaporator and two blowers. The compressor is belt-driven off the crankshaft through a clutch which disengages the compressor when air conditioner is "Off." The compressor draws refrigerant from the evaporator,

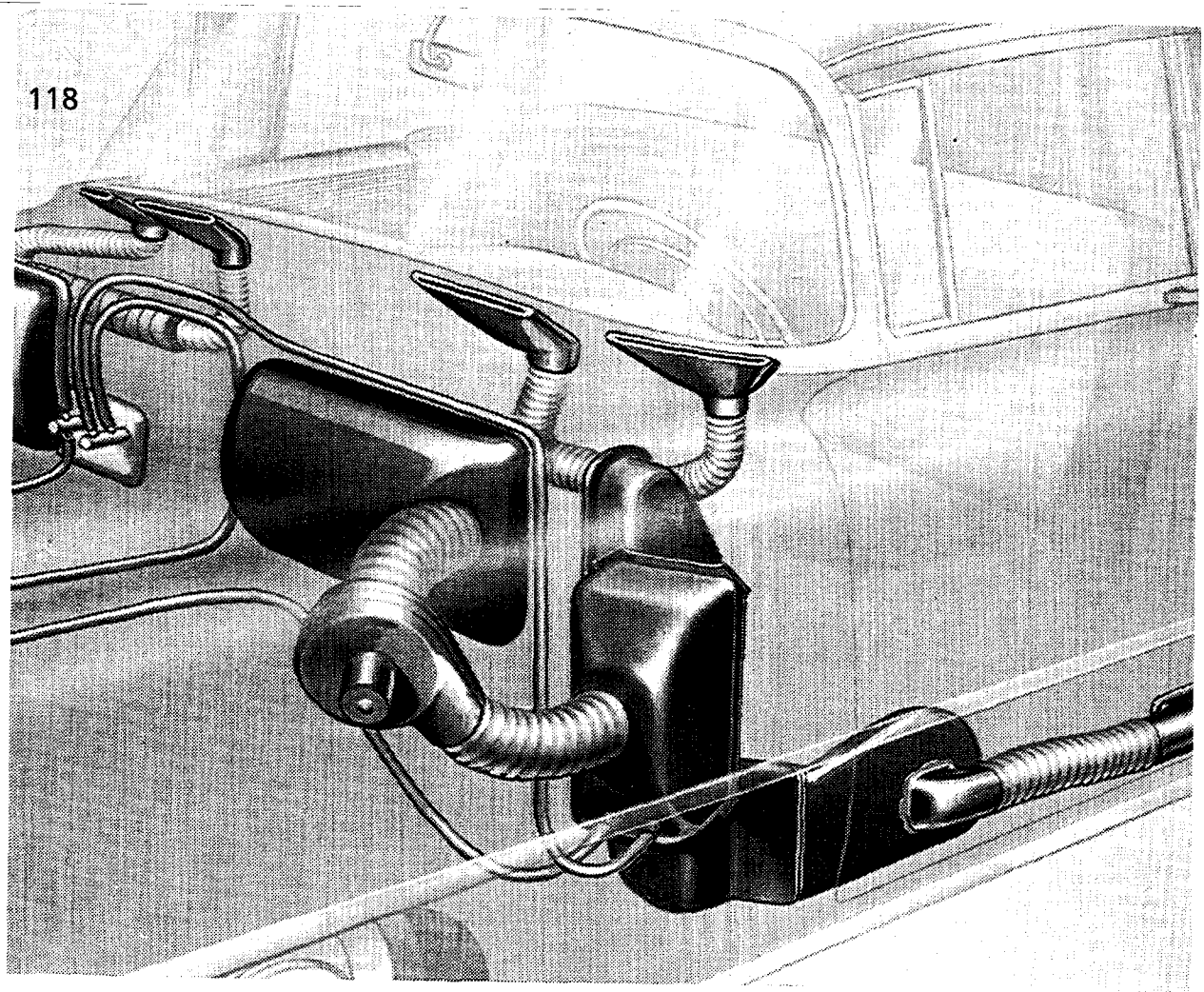


compresses and discharges the refrigerant in gaseous form into the condenser coils where it is changed back into liquid.

Cool air enters the car interior by either of two methods. One discharges air from grilles on each side of the package shelf. The second method (available on Sedans only) discharges cooled and freshened air from ducts mounted beneath the headlining, and running up to the front compartment.



1. **Outlet Air Ducts**
2. **Evaporator Case**
3. **Return Air Grille**
4. **Compressor**
5. **Condenser**
6. **Receiver Tank**

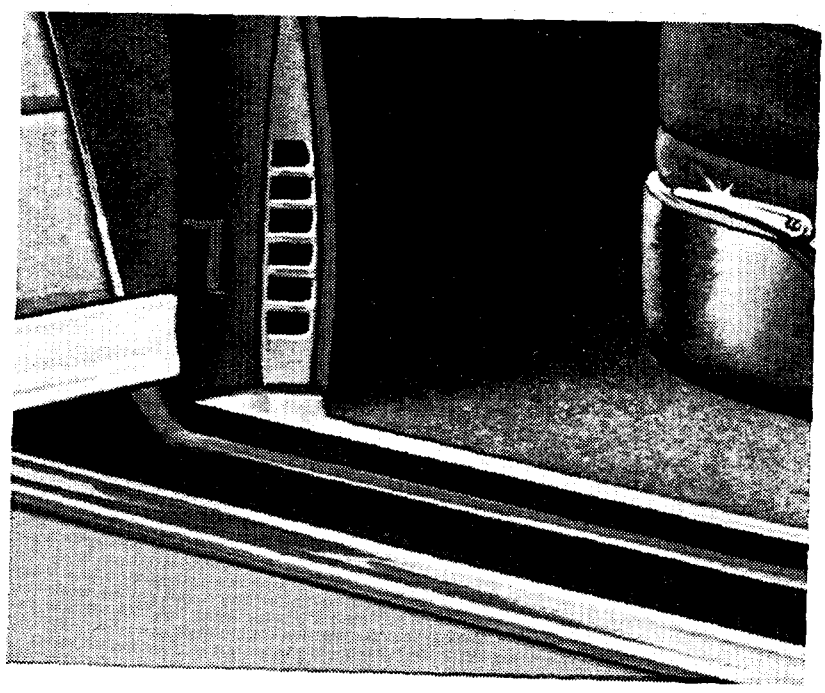


CADILLAC HEATING SYSTEM $_____

The Cadillac Automatic Heating System supplies fresh air . . . provides ample heat . . . seals out dust and moisture . . . holds to a constant temperature . . . rapidly defrosts and de-fogs windows . . . has a low noise level . . . and is simple to operate.

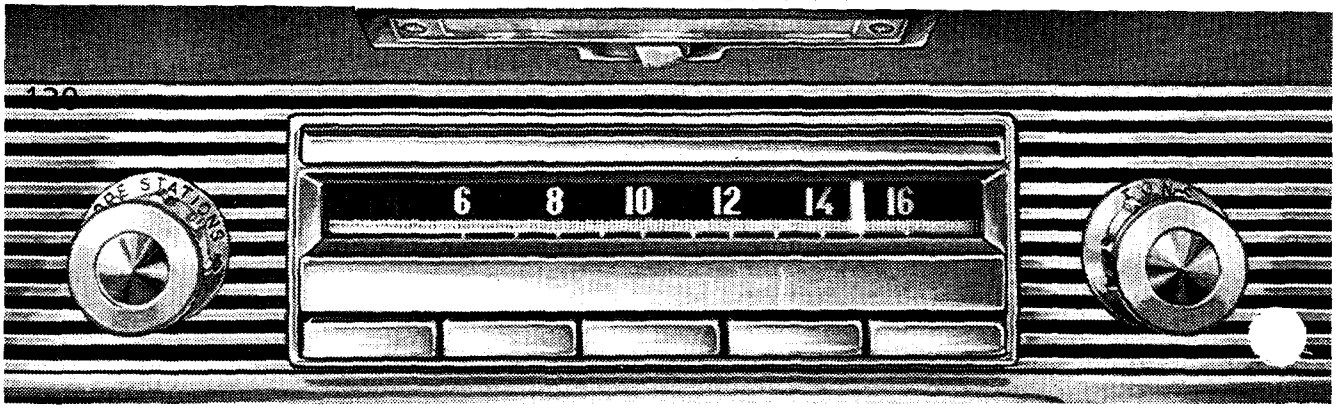
Heated outside air is delivered through two heaters, located on each side of the front compartment. Front-seat passengers receive warm air through grilles in the cowl side panels, and rear passengers receive heated air through ducts and grilles in each front door.

The system is controlled with two levers. There is one on each side of the instrument cluster. The left-hand lever marked "HEATER" turns the heater on and off and also



controls the temperature. Under most conditions, the engine is warmed up and this lever is pushed down to the "LOW" position. If more heat is required, the lever is pushed down until a desired temperature is obtained. The right-hand lever is marked "DEFR". It controls ventilating and defrosting air to the windshield. To obtain cool air for ventilation and de-fogging, the lever is moved down to the "FOG" position. For defrosting, the lever is pushed farther down to obtain air heated to the temperature setting of the "HEATER" lever. When a large quantity of hot air is needed for de-icing, the "HEATER" lever should be in the "OFF" position and the "DEFR" lever all the way down to the "ICE" position. This directs all heated air to the windshield.

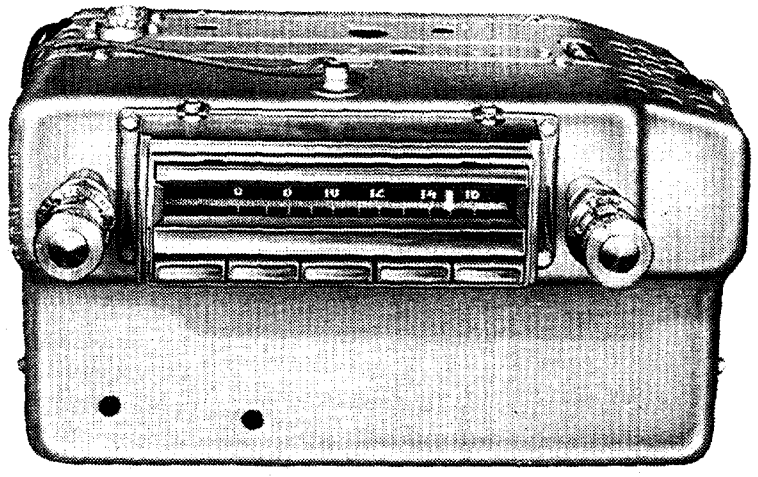
This heating system is used on all 1954 Cadillac models. However, on Series 75 models, two under-seat heaters located under the rear seat replace the heater outlet grilles on the front doors. This assures a well-heated rear compartment in these larger models.



SIGNAL SEEKING—PRE-SELECTOR RADIO

This Cadillac Radio is designed to permit hairline tuning with a mere touch of the selector bar just above the dial. In addition to selector bar tuning, which automatically selects the strongest signal in the area, each of five push buttons can be pre-set for immediate selection of favorite stations. This radio is equipped with dual speakers (except in Convertible Coupes). One is located in the usual instrument panel location and the other is at the back of the rear compartment, giving balanced sound to all passengers.

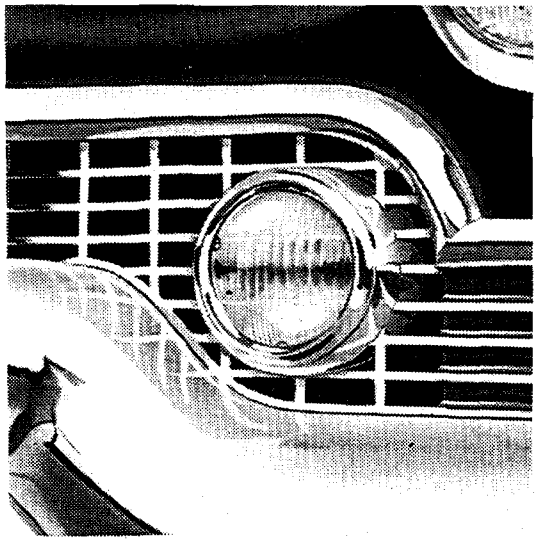
$\$$_____



A foot control may also be used for tuning. It makes it unnecessary to take your eyes off the road or your hands off the wheel. And on Series 75 models, remote control tuning for the rear compartment is available.

FOG LAMPS

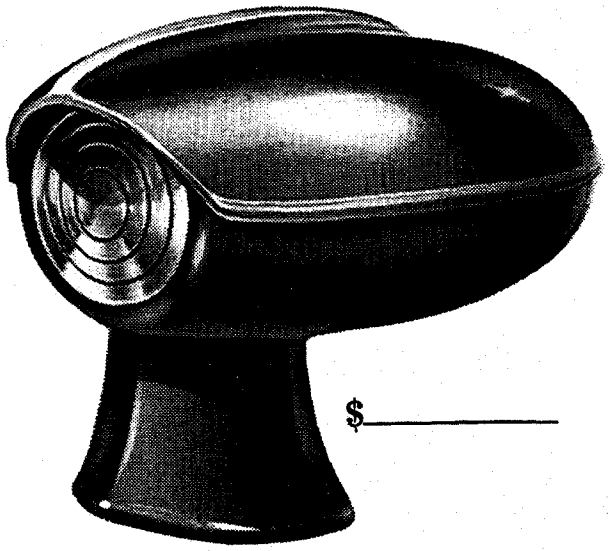
The new 1954 Cadillac fog lamps are designed to nest in the grille below, and closer to the center, than the headlights. They improve visibility in adverse weather conditions, and also incorporate the parking and turn-signal lights. A new bar-type filament is used in 1954. It provides more light than V-type filament previously used.



$_____

CADILLAC AUTRONIC-EYE

This accessory provides added safety and convenience for Cadillac owners when driving at night. The headlights of oncoming cars automatically dim the lights of your owner's car. Thus, the Cadillac owner's lights avoid blinding other drivers. An overriding switch is provided to signal drivers who neglect to switch from highway beam.



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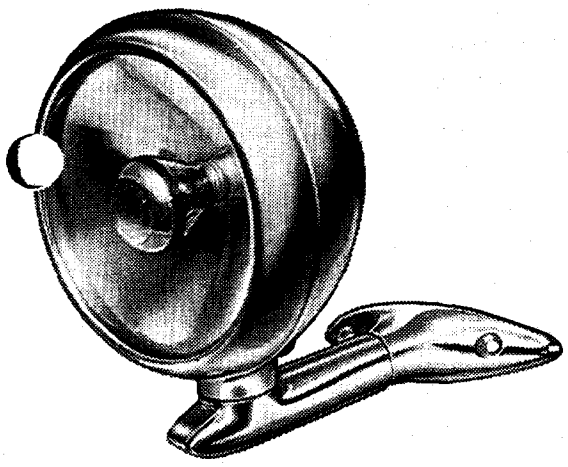
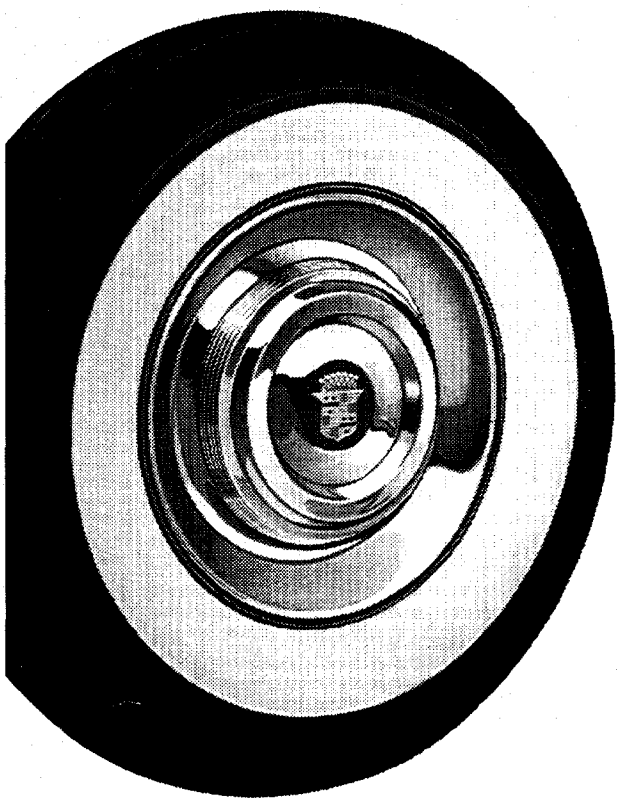


$_____

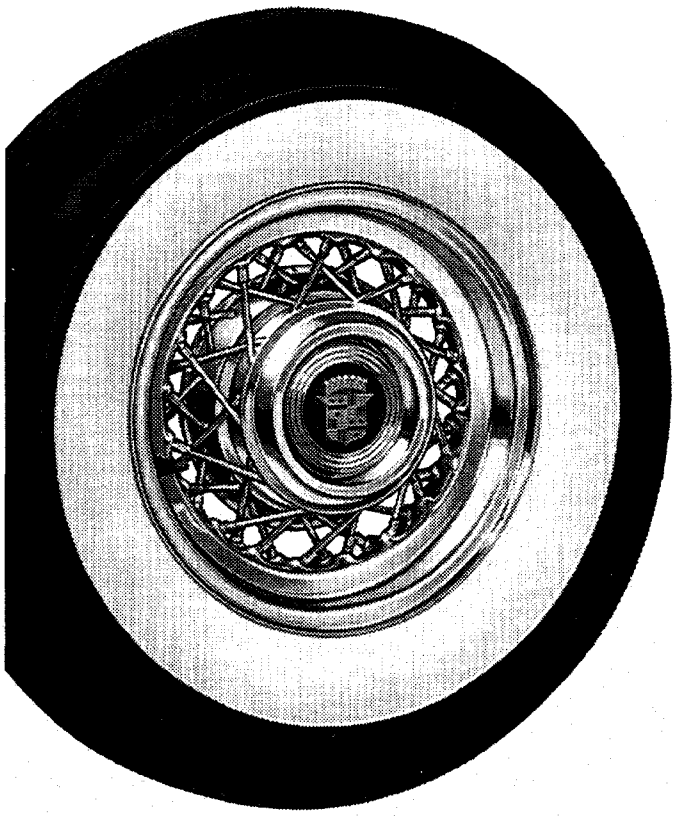
SPOTLIGHTS

Spotlights are available to Cadillac owners for either side of the car. They are handsomely styled and finished in bright chrome. The motorist who travels a good deal at night will find spotlights almost indispensable. They can be used to read road signs on sharp curves and for many other purposes.



CADILLAC WHEEL DISCS (STANDARD)

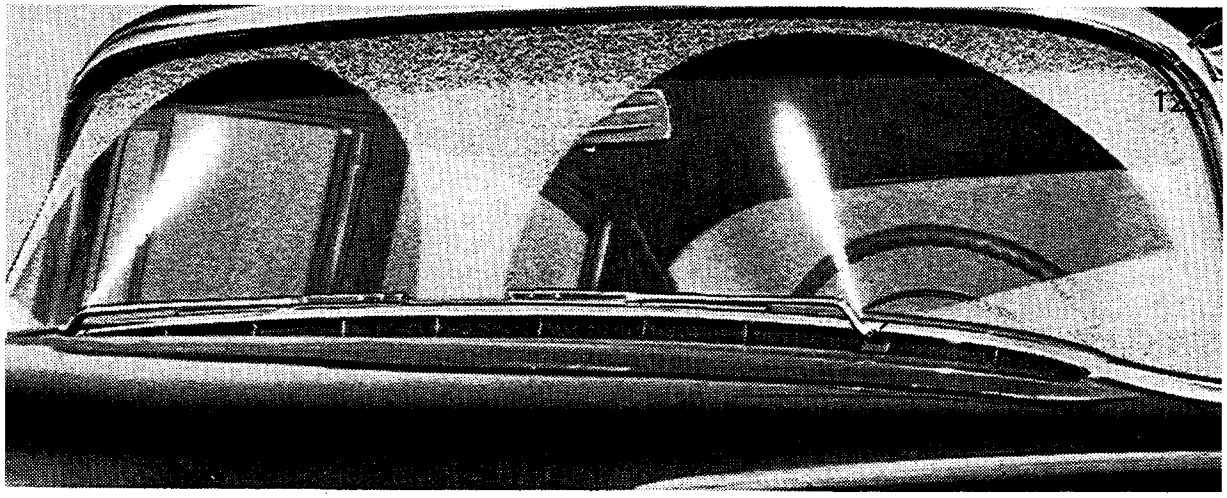
The increased eye-appeal of the new Cadillac wheel discs is apparent at a glance. Standard on all 1954 models, they enhance the beauty of the car by making each wheel a circle of chrome. The strikingly attractive Cadillac crest at the center of each disc accentuates their smartness. A set consists of four.



CADILLAC WIRE WHEELS

The fleet, low, graceful lines of the car are further enhanced by wire wheels because the center of eye interest is kept low. A note of practical value is improved brake cooling. These wire wheels hit a new high in good taste and functional value. They are available in sets of five.

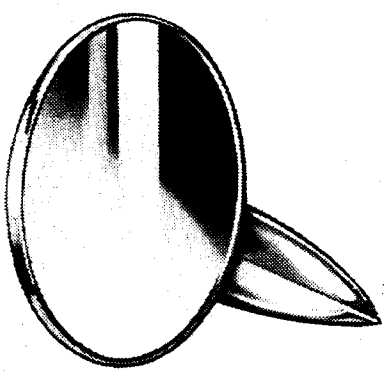
$_____



WINDSHIELD WASHER (STANDARD)

Once considered a convenience item, the Cadillac Windshield Washer has rapidly come to be accepted by owners as a safety "must". A touch of the button in the center of the wiper switch causes two jets of water and solvent mixture to be sprayed on the windshield, and automatically turns on the wipers to full speed long enough to sweep away mud, slush, road spray or insects. Standard on all models.

RIGHT-HAND OUTSIDE MIRROR

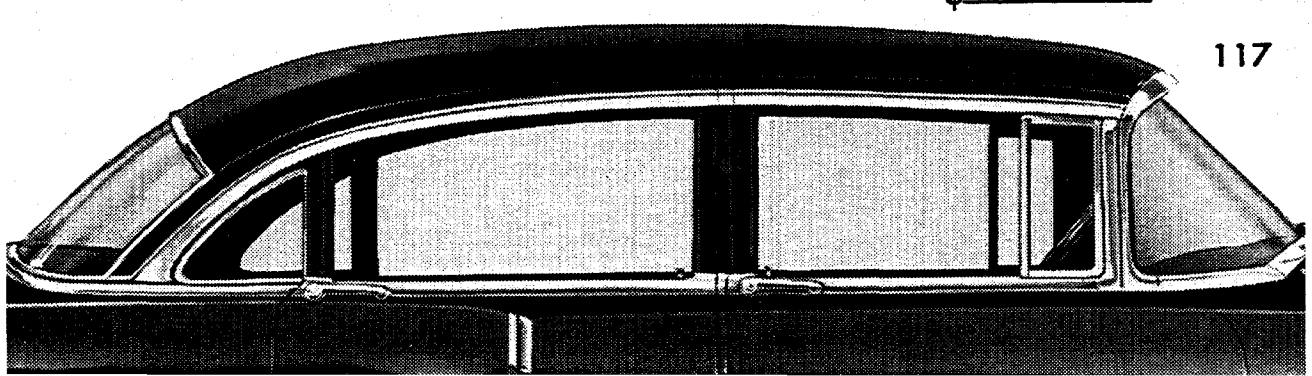


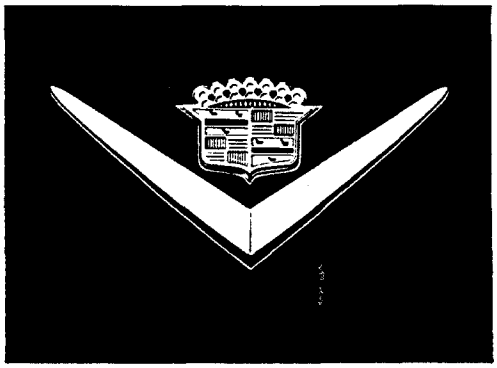
A useful Cadillac accessory for better rear view is the outside mirror. It is constructed of plate glass, 4½ inches in diameter, and can be adjusted to the best viewing angle for each individual driver. Left-hand mirror is standard. $_____

E-Z-EYE GLASS

Tinted "E-Z-Eye" Glass is available as an option for all window areas in 1954 Cadillacs. It is a tinted plastic set between layers of polished plate glass. A minimum of eyestrain is assured under all driving conditions. It has also been found to give unusual protection from the sun.

$_____





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Additional

CADILLAC ACCESSORIES

Rear Compartment Radio Control . . . . . $_____
Radio Foot Control Switch . . . . . $_____
Cadillac Cushion Topper . . . . . $_____
Cadillac Twill Seat Covers . . . . . $_____
Tartan Plaid Seat Covers . . . . . $_____
Cadillac Nylon Seat Covers . . . . . $_____
Cadillac Plastic Seat Covers . . . . . $_____
Visor Vanity Mirrors . . . . . $_____
License Plate Frames . . . . . $_____
Cadillac Rubber Mats . . . . . $_____
Fleetwood Robes . . . . . $_____
Windshield Washer Solvent . . . . . $_____
Cadillac Body Polish . . . . . $_____
Cadillac Fabric Cleaner . . . . . $_____
Cadillac Kar-Kleen . . . . . $_____
Cadillac Blue Coral . . . . . $_____
Cadillac Chrome Cleaner . . . . . $_____
Cadillac Chrome Protector . . . . . $_____
Cadillac Cooling System Inhibitor . . . . . $_____
Cadillac Cooling System Cleaner . . . . . $_____

ACCESSORY GROUPS

(Factory-Installed)

GROUP A $_____

White Sidewall Tires • Heater • Radio License Frame (1)

GROUP B $_____

White Sidewall Tires • Heater • Radio License Frames (2)

GROUP C $_____

Heater • Radio

GROUP 2 $_____

Power Brakes • E-Z-Eye Glass • Dor-Gards Fog Lamps • Autronic-Eye • Air Conditioner (with ducts) • 3.36 to 1 Rear Axle Ratio

GROUP 3 $_____

Power Brakes • E-Z-Eye Glass • Dor-Gards Fog Lamps • Autronic-Eye • Air Conditioner (no ducts) • 3.36 to 1 Rear Axle Ratio

GROUP 4 $_____

Power Brakes • E-Z-Eye Glass • Dor-Gards Fog Lamps • Autronic-Eye • 3.36 to 1 Rear Axle Ratio

GROUP 5 $_____

Power Brakes • E-Z-Eye Glass • Dor-Gards Fog Lamps • Autronic-Eye

GROUP 6 $_____

Power Brakes • E-Z-Eye Glass • Dor-Gards Fog Lamps • 3.36 to 1 Rear Axle Ratio

GROUP 7 $_____

Power Brakes • E-Z-Eye Glass • Dor-Gards Fog Lamps

GROUP 8 $_____

Power Brakes • E-Z-Eye Glass • 3.36 to 1 Rear Axle Ratio

GROUP 9 $_____

Power Brakes • E-Z-Eye Glass

Do not order any group for Eldorado Convertibles, as most of this equipment is standard.

For Series 75 models order only Groups A, B, C or 9.

On coupe models do not use Group 2, as Air Conditioner with ducts is not available.

The Vertical Seat Adjuster is not available on the Series 75 or the 62 Sedan or Coupe *unless it is equipped with Electric Window Controls and Horizontal Seat Adjuster.*

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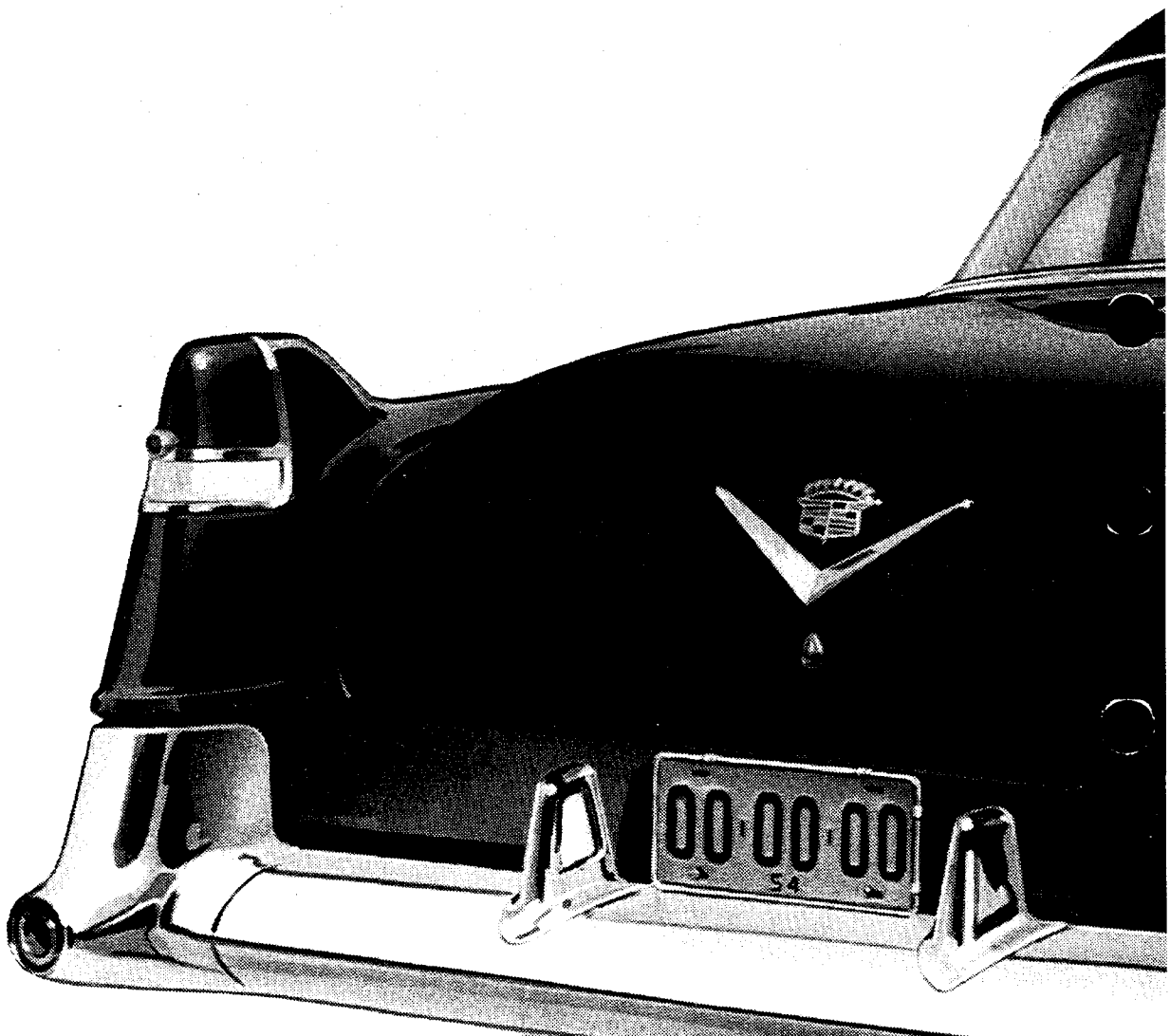
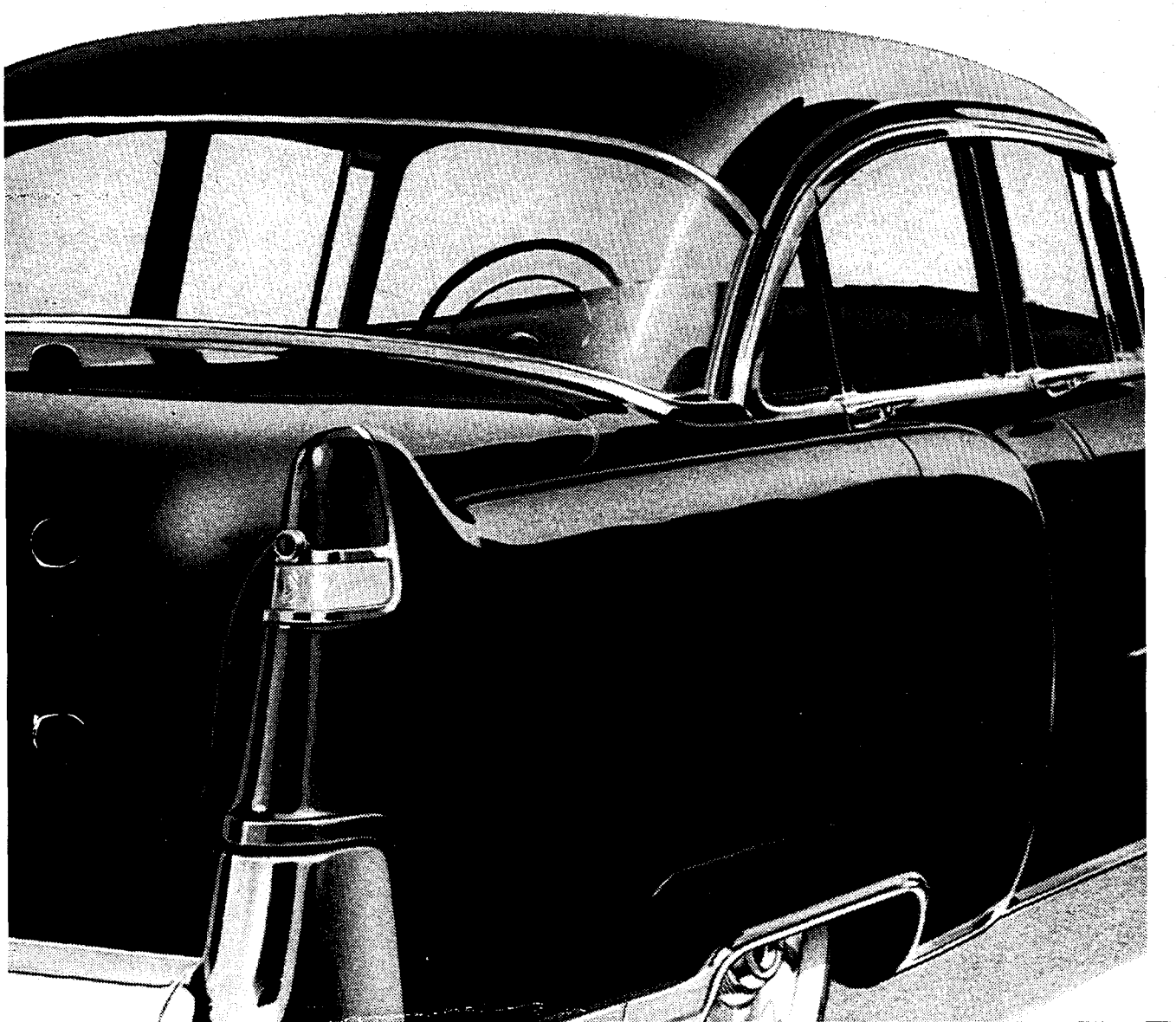
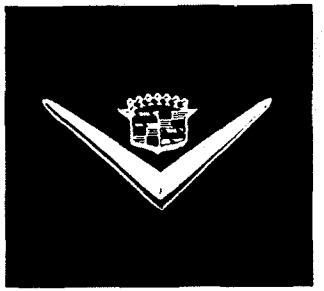
Specifications



On the following pages you will find the factory specifications for the 1954 Cadillac cars. Included are many items not covered in the text pages of this book but still of interest to the prospect concerned with the more technical details of the car.



1954 CADILLAC GENERAL SPECIFICATIONS

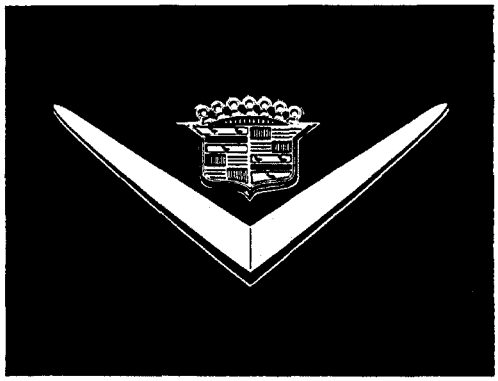


	Series 62 Sedan	Series 62 Convertible Coupe	Series 62 Coupe de Ville	Series 62 Coupe	Eldorado Special Convertible	Series 60 Fleetwood Special	Series 75 8-Passenger Sedan and Limousine
Wheelbase	129"	129"	129"	129"	129"	133"	149¾"
Over-all Length	216 7/16"	223 7/16"	223 7/16"	223 7/16"	223 7/16"	227 7/16"	237 3/16"
Over-all Width	79 5/8"	79 5/8"	79 5/8"	79 5/8"	79 5/8"	79 5/8"	79 5/8"
Over-all Height	62 1/16"	60 1/8"	59 5/8"	59 5/8"	60 1/8"	62 1/16"	63 15/16"
Frame-to-Road Clearance at Center of Wheebase	6½"	6½"	6½"	6½"	6½"	6½"	7½"
Steering Ratio—Over-all	21.5	21.5	21.5	21.5	21.5	21.5	21.5
Turning Radius	22.6'	22.6'	22.6'	22.6'	22.6'	23.1'	27.5'
Tread—Front	60"	60"	60"	60"	60"	60"	60"
Tread—Rear	63.10"	63.10"	63.10"	63.10"	63.10"	63.10"	63.10"
Tires—Size	8:00 x 15*	8:00 x 15*	8:00 x 15*	8:00 x 15*	8:00 x 15*	8:00 x 15*	8:20 x 15
Tires—Ply Rating	4-ply	4-ply	4-ply	4-ply	4-ply	4-ply	6-ply

*8:20 x 15 supplied in whitewall tires (Standard on Special Convertible)

Engine	230-horsepower Cadillac V-8	230-horsepower Cadillac V-8	230-horsepower Cadillac V-8	230-horsepower Cadillac V-8	230-horsepower Cadillac V-8	230-horsepower Cadillac V-8	230-horsepower Cadillac V-8
Compression Ratio	8.25:1	8.25:1	8.25:1	8.25:1	8.25:1	8.25:1	8.25:1
Piston Displacement	331 cu. in.	331 cu. in.	331 cu. in.	331 cu. in.	331 cu. in.	331 cu. in.	331 cu. in.
Valve Arrangement	Overhead	Overhead	Overhead	Overhead	Overhead	Overhead	Overhead
Carburetor	4-Barrel	4-Barrel	4-Barrel	4-Barrel	4-Barrel	4-Barrel	4-Barrel
Exhaust System	Dual	Dual	Dual	Dual	Dual	Dual	Dual
Transmission	Hydra-Matic	Hydra-Matic	Hydra-Matic	Hydra-Matic	Hydra-Matic	Hydra-Matic	Hydra-Matic
Steering	Hydraulic Power	Hydraulic Power	Hydraulic Power	Hydraulic Power	Hydraulic Power	Hydraulic Power	Hydraulic Power
Frame	I-Beam, X-Member	I-Beam, X-Member	I-Beam, X-Member	I-Beam, X-Member	I-Beam, X-Member	I-Beam, X-Member	I-Beam, X-Member
Springs	Coil front, semi-elliptic-leaf rear	Coil front, semi-elliptic-leaf rear	Coil front, semi-elliptic-leaf rear	Coil front, semi-elliptic-leaf rear	Coil front, semi-elliptic-leaf rear	Coil front, semi-elliptic-leaf rear	Coil front, semi-elliptic-leaf rear
Drive	Hotchkiss	Hotchkiss	Hotchkiss	Hotchkiss	Hotchkiss	Hotchkiss	Hotchkiss
Axle Ratio	3.07:1 *	3.07:1 *	3.07:1 *	3.07:1 *	3.07:1 *	3.07:1 *	3.77:1

*3.36:1 Optional (Standard on Air Conditioner equipped models.)



DETAILED SPECIFICATIONS

ENGINE

Number of cylinders	8
Cylinder arrangement	90° V-type
Valve arrangement	Overhead
Bore and stroke	3 13/16" x 3 5/8"
Block and cylinder head material	Cast iron
Piston displacement	331 cu. in.
Taxable horsepower	46.5
Max. brake horsepower	230 @ 4400 r.p.m.
Max. engine torque—lbs.-ft.	330 @ 2700 r.p.m.
Compression ratio	8.25:1
Engine mounts	Vulcanized rubber
Number of points of suspension	3

PISTONS AND RINGS

Make	Alcoa—Bohn—Stearling
Material	Aluminum alloy
Type	T-slot, cam ground
Weight	19.680 oz.
Clearance	.0015"
Number of oil rings per piston	1
Number of comp. rings per piston	2
Top compression ring	Chrome plated

DETAILED SPECIFICATIONS
Continued

RODS AND PINS

Wristpin length	3.093″
Wristpin material	Steel alloy
Type	Locked in rod
Connecting rod length	6.625″
Material—connecting rod	Forged steel alloy
Weight—connecting rod	23.49 oz.
Crankpin journal diameter	2¼″
Lower bearing material	Steel back aluminum
Connecting rod bearing clearance	.001″-.0035″
Connecting rod bearing end play	.008″-.014″ (total two rods)

CRANKSHAFT

Material	Forged alloy steel
Weight	61.5 pounds
Main bearing thrust	Rear main
Crankshaft end play	.001″ to .005″
Main bearing type	Slip-on
Main bearing removable	Yes
Main bearing material	Steel back Durex
Main bearing clearance—rear	.0015″ to .0025″
Main bearing journal	
Diameter x Length:	
Number 1	2.5″ x 1″
Number 2	2.5″ x 1.0625″
Number 3	2.5″ x 1.0625″
Number 4	2.5″ x 1.0625″
Number 5	2.5″ x 1.875″

DETAILED SPECIFICATIONS
Continued

CAMSHAFT

Drive	Chain
Camshaft sprocket material	Steel
Timing chain—make	Link Belt
Timing chain—no. of links	46
Timing chain—width	.6875″
Timing chain—pitch	.500″

VALVES

Valve arrangement	Overhead
Intake opens	22° B.T.C. without ramp
Intake closes	67° A.B.C. without ramp
Exhaust opens	63° B.B.C. without ramp
Exhaust closes	27° A.T.C. without ramp

INTAKE

Material	Alloy steel
Over-all length	4.586″ to 4.566″
Diameter of head	1.750″
Angle of seat	44°
Lift	.365″

EXHAUST

Material	Alloy steel
Over-all length	4.574″ to 4.594″
Diameter of head	1.562″
Angle of seat	44°
Lift	.365″
Hydraulic valve lifters	Yes
Valve inserts	None
Valve seats cooled by	Direct water circulation

DETAILED SPECIFICATIONS
Continued

LUBRICATION

Type	Full pressure
Oil Under Pressure to:	
Main bearings	Yes
Connecting rods	Yes
Wristpins	Splash
Camshaft bearings	Yes
Tappets	Yes
Oil pump type	Gear
Normal oil pressure	30 to 35 lbs. @ 30 m.p.h.
Capacity of oil reservoir	Dry, 5 Qts.; Refill, 5 Qts.
Type of oil level gauge	Dip stick
Make of pressure gauge	AC—Tell Tale Lite
Oil Filter	Standard
Type	Partial flow

FUEL

Gasoline tank capacity	20 gallons
Type of fuel feed	Camshaft pump
Carburetor—make	Rochester & Carter
Carburetor—type	Four-barrel down draft
Manifold heat control	Automatic
Type of air cleaner	Oil bath
Dual tail pipe diameters	2.094″ to 2.099″

COOLING

Water pump type	Centrifugal—dual outlet
Pressure relief valve	Yes
Choke for recirculation	Yes
Radiator core	Tube and center
Full-length cylinder water jacket	Yes
Water all around cylinders	Yes

DETAILED SPECIFICATIONS
Continued

COOLING—*Continued*

Fan belt length	57″
Fan belt width	3/8″
Fan—No. of blades, Series 62 & 60	4
Fan—No. of blades, Series 75	5
Cooling system capacity	19¾ qts.
With heater	22 qts. (Series 75 24½ qts.)

GENERATOR

Make	Delco-Remy
Minimum charging speed	22 m.p.h. and up
Generator ventilation	Forced air

GENERATOR REGULATOR

Make	Delco-Remy
Voltage at cut-out closing	11.8—13.6 (adjust to 12.8)
Voltage regulator setting	14—15 (adjust to 14.5 at 90°)
Generator maximum charging rate	27—33 amp. (adjust to 30)

STARTING MOTOR

Make	Delco-Remy
Flywheel teeth, integral or ring	Steel integral

IGNITION

Spark advance	Centrifugal and vacuum
Ignition Unit:	
Make	Delco-Remy
Manual advance	None
Maximum centrifugal advance	Crankshaft (22.25°-26.25°)
Vacuum advance	Crankshaft (26°-29°)

DETAILED SPECIFICATIONS
Continued

IGNITION—*Continued*

Distributor breaker gap	.016″
Initial spark advance	5° B.T.C.
Firing order	1-8-4-3-6-5-7-2
Ignition Coil:	
Make	Delco-Remy
Spark Plugs:	
Make	AC
Model	46.5
Thread	14mm.
Gap	.035″

BATTERY

Make	Delco 3EM60W
Number of plates	9
Capacity (amp. hrs.)	70
Terminal grounded	Negative
Location of battery	Under hood on tray attached to right-hand body bracket front of dash

LIGHTS AND HORN

Headlight—make	Guide sealed-beam
Headlight cover glass, dia.	6 11/16″
Parking light—make	Guide
Taillight—make	Guide
Lighting switch—make	Delco-Remy
How are headlights dimmed?	Depressed beam—foot switch
Horn:	
Make	Delco-Remy
Type	Vibrator, seashell electric

HYDRA-MATIC DRIVE

Type	High efficiency fluid coupling and fully automatic transmission
Gearing	Planetary
No. of forward speeds	4
No. of forward speeds in "City" DR range	3
No. of forward speeds in "Country" DR range	4
No. of forward speeds in Lo range	2
Transmission ratio, first	3.8195:1
Transmission ratio, second	2.6341:1
Transmission ratio, third	1.45:1
Transmission ratio, fourth	1:1
Transmission ratio, reverse	4.3045:1
Oil capacity	11 qts.
Type of fluid	Hydra-Matic fluid

SHIFT POINTS:		With Rear Axle Ratio of:		
		3.07:1	3.36:1	3.77:1
Upshift DR- 4 Range	Throttle Opening	M.P.H.	M.P.H.	M.P.H.
1st to 2nd	Minimum	5.5-8.2	5-7.5	4.5-6.7
	Maximum	20-23	18-21	16.3-18.7
2nd to 3rd	Minimum	11.5-16	10.5-14.6	8.6-13
	Maximum	36-41	33-38	30-34
3rd to 4th	Minimum	21-26	19-24	17-21
	Maximum	73-79	67-72	60-64
Downshift DR- 4 Range				
4th to 3rd	Minimum	14.5-17.2	13.2-15.7	12-14
	Maximum	70-75	64-69	57-61
3rd to 2nd	Minimum	8.5-11	8-10.7	7-8.4
	Maximum	21-24	19-22	17-20
2nd to 1st	Minimum	4-6.6	3.6-6	3.3-5.4
	Maximum	8.5-11	7.8-10	7-9

DETAILED SPECIFICATIONS
Continued

HYDRA-MATIC DRIVE—*Continued*

DR- 3 Range

Same as DR- 4 *except*

Upshifts from 3rd to 4th only at:	73-79	67-72	60-64
Downshifts from 4th to 3rd only at:	70-79	64-72	57-64

LO Range

1st to 2nd Upshift and Downshift same as DR 4

Upshifts from 2nd to 4th at:	42	39	34
Downshifts from 4th to 2nd at:	41	38	33

Note: Miles per hour at which shift is made is dependent on degree of throttle opening. Actually no gears shift. Term used for clarity of meaning.

FRAME

	Series 62	Series 60S	Series 75
Frame make	A. O. Smith	A. O. Smith	A. O. Smith
Frame depth, maximum	7 5/32"	7 3/16"	7 3/16"
Frame thickness, maximum	9/64"	5/32"	5/32"
Flange width, maximum	2 37/64"	2 19/32"	2 19/32"
Frame—Type	Channel side bars with I-beam X-member	Channel side bars with I-beam X-member	Channel side bars with I-beam X-member
Frame-to-road clearance at center of wheelbase	6½"	6½"	7½"

FRONT END SUSPENSION

Front suspension, make	Own
Front suspension, type	Forked arms
Forked arm bearings, type	Threaded
Kingpin upper bearing, type	Bronze bushing
Kingpin lower bearing, type	Bronze bushing

DETAILED SPECIFICATIONS
Continued

FRONT END SUSPENSION—*Continued*

Front wheel inner bearing, make and type	N. D. ball
Front wheel outer bearing, make and type	N. D. ball
Front spring, type	Helical coil
Front spring, material	Spring steel
Shock absorber, type	Hydraulic direct-acting type
Front stabilizer	Torsion rod

PROPELLER SHAFT

	Series 62-60	Series 75
Number used	1	2
Type	Exposed	Exposed

UNIVERSAL JOINTS

Make	Mechanics and Saginaw	
Number used	2	3
Type	Cross and Trunnion	
Bearing	Needle	
Universal joints, lubricated	Permanently	
Drive and torque taken through	Rear springs	

REAR AXLE

	Series 62-60	Series 75
Rear axle, make	Own	
Rear axle, type	Semi-floating	
Differential gear, make	Own	
Rear axle:		
Oil capacity	5 pints	
Grade recommended:		
S.A.E. viscosity	90 hypoid	

DETAILED SPECIFICATIONS
Continued

REAR AXLE—*Continued*	Series 62-60	Series 75
Type of final gearing	Hypoid	
Gear ratio:		
Standard	3.07:1	3.77:1
Optional (standard on Air Conditioner equipped models)	3.36:1	
Pinion adjustment (except 75)	None	
Pinion bearing adjustment	None (Preloaded)	
Are pinion bearings in sleeve?	No	
Backlash between pinion and ring gear	.003″-.010″	
Rear axle pinion shaft:		
Front bearing, type	Tapered roller	
Rear bearing, type	Tapered roller	

TIRES AND WHEELS		
Tires:		
Make	U.S. Royal, Firestone and Goodrich	
Size	8.00 x 15*	8.20 x 15
Ply rating	4	6
Inflation pressure:		
Front	24 lbs.	28 lbs.
Rear	24 lbs.	28 lbs.

*8.20 x 15 when Whitewalls are ordered.

Wheels:		
Type	Slotted disc	
Make	Kelsey-Hayes	
Rim, diameter	15″	15″
Rim, width	6.00″	6.00″
Tread:		
Front	60″	60″
Rear	63.10″	63.10″

DETAILED SPECIFICATIONS
Continued

SPRINGS (Rear)	Series 62-60	Series 75
Rear springs:		
Type	Semi-elliptic	
Material	Spring steel	
Length	56½″	
Width	2½″	
No. of leaves	5	6
Spring leaves lubricated with	Wax impregnated liners	
Spring bushings, type	Rubber	
Stabilizers	Rear—None	

SHOCK ABSORBERS (Rear)	
Type	Direct Acting

STEERING		
Steering	Hydraulic power	
Type	Bevel gear in rack	
Make	Saginaw	
Over-all steering ratio	21.5:1	
Car turning radius (outside) bumper to bumper sweep	(62) 22.6′ (60) 23.1′	(75) 27.5′

BRAKES	Series 62-60	Series 75
Front and Rear		
Brake drum diameter	12″	12″
Brake drum, internal or external	Internal	Internal
Brake lining, length per wheel:		
Forward shoe	11.15″	11.15″
Reverse shoe	12.23″	12.23″
Total	23.38″	23.38″

DETAILED SPECIFICATIONS
Continued

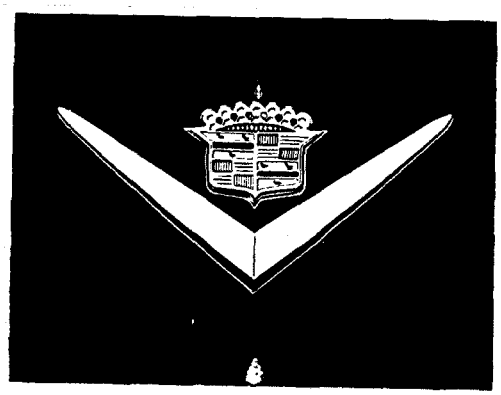
BRAKES—*Continued*	Series 62-60	Series 75
Brake lining width	2½"	2½"
Brake lining thickness	¼"	¼"
Brake lining effective area	211.55 sq. in.	
Brake clearance	.010" bottom	.015" top
Hand brake location	Left side of dash	
Hand brake lever operates on	Rear service brakes	
Power brakes	Optional	

MISCELLANEOUS SPECIFICATIONS

Car lifting device, jack	Bumper type
Engine lubrication, type	Pressure
Chassis lubrication, type	High pressure
Axle lubrication, type	Splash

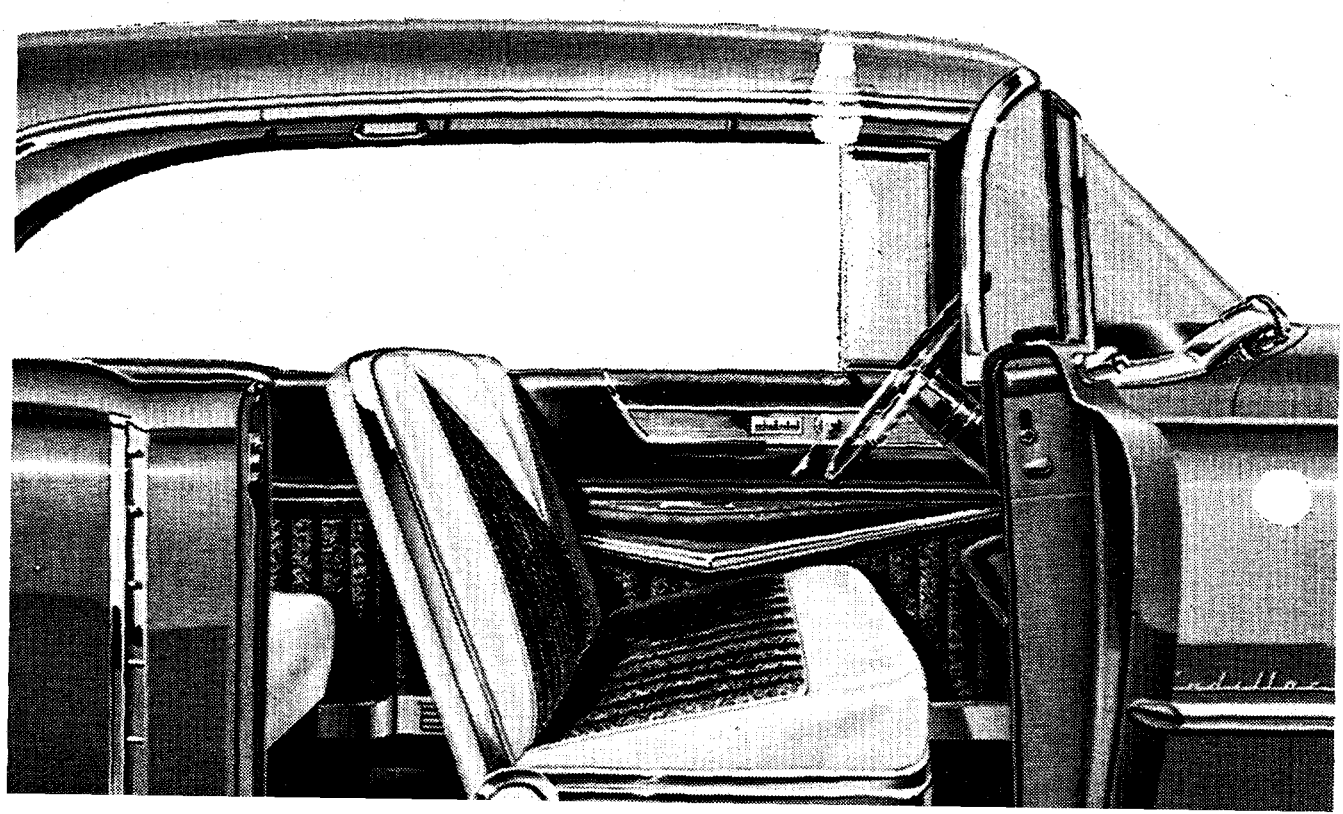
LUBRICANTS

Engine oil	5 qts.
Recommended viscosity	Min. anticipated temperature: +32°F. 20W or S.A.E. 20 +10°F. 20W —10°F. 10W Below —10°F. 5W
Drain	2000 miles (after initial 500-mile change)
Rear axle oil	5 pints
Recommended viscosity	90 hypoid
Auto trans. fluid type "A"	12 qts. dry
Gasoline	20 gals.

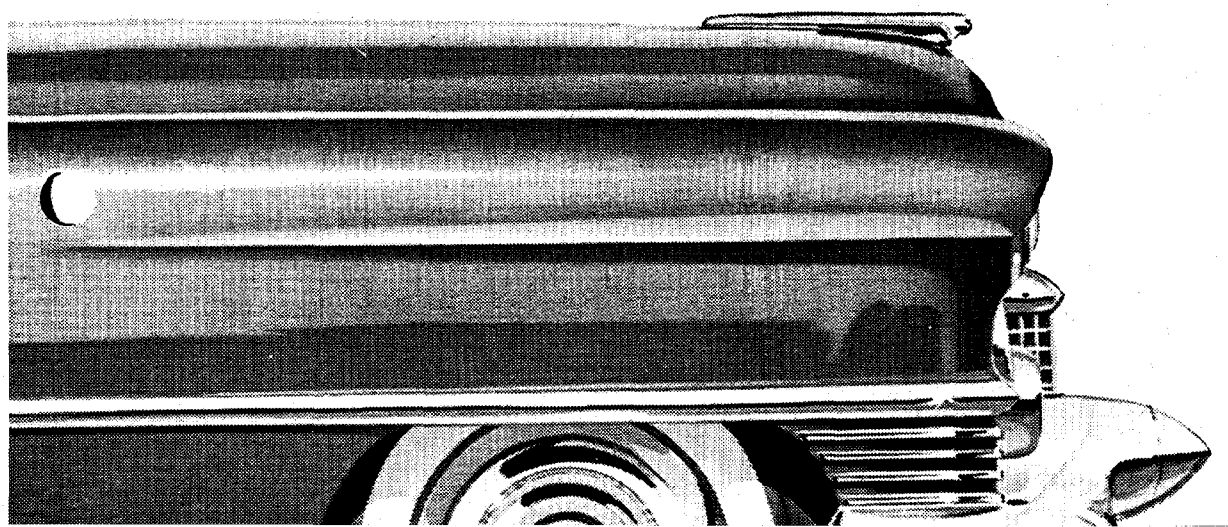


AS ALWAYS—THE STANDARD OF THE WORLD

Milestones



Cadillac leadership is the result of many motoring achievements. The "milestones" listed in this section point to the dramatic year-by-year development of the Cadillac automobile we know today . . . the automobile that is recognized as "the Standard of the World." It is important that you, as a Cadillac salesman, be familiar with these past contributions and that you recognize the fact that when still greater advancements are made, they will be made first by Cadillac.



Model Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
1902 1903	2,500	1 cyl. "A"	$ 850	76″	Detroit Automobile Co., established 1899, reorganized as "Cadillac Automobile Co."
1904	2,318	1 cyl. "B"	950	76″	Cadillac Automobile Co. and Leland & Faulconer consolidate as "Cadillac Motor Car Company" with Henry M. Leland, grand old man of the industry, as General Manager.
1905	4,182	1 cyl. "F" 4 cyl. "D"	950 2,800	76″ 100″	**First** four-cylinder establishes Cadillac as the pioneer of multi-cylinder motor cars.
1906	4,307	1 cyl. "M" 4 cyl. "H"	950 2,500	76″ 102″	
1907	2,696	1 cyl. "M" 4 cyl. "G" 4 cyl. "H"	950 2,000 2,500	76″ 100″ 102″	Famous Johannson gauges, **First** imported into United States by Cadillac, enable Cadillac to become the following year the—
1908	2,012	1 cyl. "T" 4 cyl. "H"	1,000 2,500	82″ 102″	**First** American Car to be awarded the Dewar Trophy by Royal Automobile Club of London for being **First** to achieve interchangeability through standardization of parts.
1909	5,902	4 cyl. "30"	1,400	106″	Cadillac purchased by General Motors Corporation. Four-cylinder production increases six times over 1908 production.
1910	8,006	4 cyl. "30"	1,600	106″	**First** to offer Closed Bodies as standard equipment. Less than 10% of cars then produced had closed bodies.
1911	10,018	4 cyl. "30"	1,800	116″	Custom Coachcraft by Fleetwood Body Company begins.
1912	13,994	4 cyl. "1912"	3,250	116″	**First** to equip cars with Electric Starting, Lighting, Ignition, for which Cadillac again was awarded the Dewar Trophy. **First and only** car in the world to win this award twice.
1913	15,017	4 cyl. "1913"	3,250	120″	

1914	14,002	4 cyl. "1914"	$2,800	120″	**First** in this country to build a V-type, water-cooled, eight-cylinder engine, now used by every fine car manufacturer. **First** to use thermostatic control of cooling system.
1915	13,001	V-8 "51"	2,800	120″	**First** to use Tilt-Beam Headlights for night driving safety.
1916	18,003	V-8 "53"	2,950	122″	Cadillac becomes "Division of General Motors."
1917	18,002	V-8 "55"	3,110	125″	Cadillac adopted as **Standard** Officers' car by U. S. Army after gruelling tests at Marfa, Texas.
1918	20,285	V-8 "57"	3,535	125″	Cadillac supplied 2,350 cars and 1,157 V-8 artillery tractor engines to U. S. Army.
1919	20,678	V-8 "57"	4,090	125″	
1920	19,628	V-8 "59"	4,750	125″	Cadillac completes new Clark Ave., Detroit, plant, most modern in the industry.
1921	5,250	V-8 "59"	4,950	132″	
1922	26,296	V-8 "61"	4,100	132″	**First** to use Thermostatic Carburetor Control.
1923	14,707	V-8 "61"	4,150	138″	**First** to build the inherently balanced 90° V-type eight-cylinder engine. **First** to use the Compensated Crankshaft. Four-wheel brakes featured.
1924	18,827	V-8 "63"	3,835	132″	**First** to provide wide choice of Duco Exterior Finishes as Standard equipment.
1925	16,673	V-8 "63"	3,195	132″	**First** to use Crankcase Ventilation. $5,000,000 expansion program started. Cadillac contracts for entire output of Fleetwood Custom Body Co.
1926	20,419	V-8 "314"	3,250	132″	**First** to develop a comprehensive Service Policy and place it on a nationwide basis.
1927	47,420	V-8 "303"	2,685	125″	
		V-8 "314"	3,250	132″	
1928	29,572	V-8 "303"	2,685	125″	**First** to develop and use the Clashless Synchro-Mesh Transmission.
		V-8 "341-A"	3,250	140″	**First** to install Security Plate Glass as standard equipment.

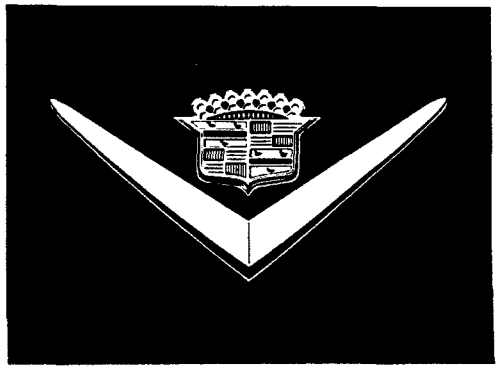
Model Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
1929	40,965	V-8 "328"	$2,495	125″	**First** to adopt Chrome Plating as standard.
		V-8 "341-B"	3,595	140″	
1930	25,991	V-8 "340"	2,565	134″	**First** to build a Sixteen-Cylinder Automobile Engine. Later in the year, the V-12 Cadillac was introduced. **First** to offer a complete line of multi-cylinder cars—all of V-type design. **First** to use Hydraulic Valve Silencers.
		V-8 "353"	3,695	140″	
1931	29,781	V-8 "345-A"	2,295	134″	
		V-8 "355-A"	2,795	134″	
		V-12 "370-A"	3,895	140″	
		V-16 "452-A"	5,950	148″	
1932	8,085	V-8 "345-B"	2,495	136″	**First** to introduce Super-Safe Headlights, Air-Cooled Generator, Completely Silent Transmission and Full-Range Ride Regulator.
		V-8 "355-B"	3,095	140″	
		V-12 "370-B"	3,795	140″	
		V-16 "452-B"	5,095	149″	
1933	6,654	V-8 "345-C"	2,245	136″	**First** to provide fine cars with No-Draft Ventilation.
		V-8 "355-C"	2,895	140″	
		V-12 "370-C"	3,595	140″	
		V-16 "452-C"	6,250	149″	
1934	11,856	Str.-8 "50"	1,595	119″	**First** to introduce Today's Mode of Streamlining. **First** American Car with spare tire concealed within body. **First** to develop and use Knee-Action Wheels.
		V-8 "10"	2,495	128″	
		V-8 "20"	2,695	136″	
		V-8 "30"	3,295	146″	
		V-12 "40"	3,995	146″	
		V-16 "60"	6,650	154″	
1935	13,449	Str.-8 "50"	1,545	119″	**First** and **Only** fine car equipped with one-piece solid steel Turret-Top. For five years, more Cadillacs purchased than any other make of fine car.
		V-8 "10"	2,445	128″	
		V-8 "20"	2,645	136″	

		V-8 "30"	$3,295	146″	
		V-12 "40"	3,995	146″	
		V-16 "60"	6,750	154″	
1936	25,905	Str.-8 "50"	1,225	120″	48.1% of all cars sold above $1,500 were Cadillacs.
		V-8 "60"	1,695	121″	
		V-8 "70"	2,445	131″	
		V-8 "75"	2,645	138″	
		V-12 "80"	3,195	131″	
		V-12 "85"	3,345	138″	
		V-16 "90"	7,570	154″	
1937	46,153	V-8 "37-50"	1,260*	124″	Cadillac-built V-8 proves stamina, dependability and speed of present day stock car by breaking all previous stock car records at Indianapolis Speedway. Deliveries at retail hit all-time peak in all Cadillac history.
		V-8 "37-60"	1,660*	124″	
		V-8 "37-65"	2,090*	131″	
		V-8 "37-70"	2,595*	131″	
		V-8 "37-75"	2,815*	138″	
		V-12 "37-85"	3,535*	138″	
		V-16 "37-90"	7,750*	154″	
1938	24,950	V-8 "38-50"	1,385*	124″	**First** to create and introduce a practical motor car of advanced styling. **First** to engineer and build the 135° V-type sixteen-cylinder engine. A majority public recognition of **Cadillac Merit** and **Advanced Progress** is definitely established.
		V-8 "38-60"	1,775*	124″	
		V-8 "38-60S"	2,085*	126″	
		V-8 "38-65"	2,285*	132″	
		V-8 "38-75"	3,075*	141″	
		V-16 "38-90"	5,265*	141″	
1939	36,611	V-8 "39-50"	1,320*	120″	**First** to develop and introduce Controlled-Action, greatest advancement in riding comfort and safety since Knee-Action. More than half of all fine cars sold above $2,000 are Cadillacs.
		V-8 "39-61"	1,680*	126″	
		V-8 "39-60"	2,090*	127″	
		V-8 "39-75"	2,995*	141″	
		V-16 "39-90"	5,140*	141″	
1940	37,162	V-8 "40-50"	1,320*	123″	**First** to offer custom car interiors at medium price. **First** to equip passenger cars with Ball Bearing Steering. **First** to introduce an **ultra-modern,** large, luxurious motor car—The Cadillac Fleet-
		V-8 "40-52"	1,440*	123″	
		V-8 "40-62"	1,745*	129″	

Model Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
		V-8 "40-60S"	$2,090*	127"	wood 72. During first six months, 1939, Cadillac outsold all makes combined with series having 5 touring sedans priced at or above $1,300.
		V-8 "40-72"	2,670*	138"	
		V-8 "40-75"	2,995*	141"	
		V-16 "40-90"	5,140*	141"	
1941	66,130	V-8 "41-61"	1,445*	126"	**First** to introduce to the medium price field a motor car of unquestioned prestige without a compromise in quality. **First** high price car to offer Hydra-Matic, the completely automatic transmission that eliminates the clutch pedal and all gear shifting. Cadillac outsold all makes of cars in both the Medium and High Price Groups.
		V-8 "41-62"	1,495*	126"	
		V-8 "41-63"	1,695*	126"	
		V-8 "41-60S"	2,195*	126"	
		V-8 "41-67"	2,595*	139"	
		V-8 "41-75"	2,995*	136"	
1942	16,511	V-8 "42-61"	1,647*	126"	**Presentation** of the Fortieth Anniversary Cadillacs. Introduction of sealed, ribbed Super-Safe Brakes and All-Weather Ventilation System.
		V-8 "42-62"	1,754*	129"	
		V-8 "42-63"	1,882*	126"	
(Production halted February, 1942)		V-8 "42-60S"	2,435*	133"	
		V-8 "42-67"	2,896*	139"	
		V-8 "42-75"	3,306*	136"	
1943	—	—	—	—	Cadillac-built light tanks and motor carriages contributed immeasurably to the struggle for victory and peace. Precision aircraft engine parts made by Cadillac helped power America's leading combat planes. Army-Navy "E" award to Cadillac for excellence in production of war equipment.
1944	—	—	—	—	Cadillac produced the M-24, one of the world's fastest and most maneuverable combat vehicles of its kind. This famous light tank, which served on all battlefronts, was powered by Cadillac V-type engines and Cadillac Hydra-Matic Transmissions.
1945	—	—	—	—	Continued production of the world-famous M-24 light tank for distinguished use in European and Pacific theaters. Introduction of the M-19, a potent anti-aircraft gun motor carriage.

1946	29,194	V-8 "46-61"	$2,176*	126″	**Presentation** of the 1946 Cadillacs, using the battle-proved Cadillac V-type engine and Hydra-Matic transmission, the only automotive units of this kind to be produced and improved without interruption during the war.
		V-8 "46-62"	2,359*	129″	
		V-8 "46-60S"	3,099*	133″	
		V-8 "46-75"	4,298*	136″	
1947	61,926	V-8 "47-61"	2,324*	126″	**Postwar** Production reaches over 90% of prewar peak. Cadillac increases fine car leadership with over 96,000 unfilled orders.
		V-8 "47-62"	2,523*	129″	
		V-8 "47-60S"	3,195*	133″	
		V-8 "47-75"	4,471*	136″	
1948	52,706 (9 months)	V-8 "48-61"	2,647*	126″	*Cadillac presents its greatest engineering achievement in 45* years—the new, compact, better performing, more economical, valve-overhead, V-type eight-cylinder engine.
		V-8 "48-62"	2,781*	126″	
		V-8 "48-60S"	3,506*	133″	
		V-8 "48-75"	4,471*	136″	
1949	92,554	V-8 "49-61"	2,893*	126″	Cadillac's 1 millionth car produced November 25, 1949.
		V-8 "49-62"	3,050*	126″	
		V-8 "49-60S"	3,828*	133″	
		V-8 "49-75"	4,750*	136″	
1950	103,857	V-8 "50-61"	2,866*	122″	Cadillac production exceeds 100,000 cars for the first time in its history.
		V-8 "50-62"	3,234*	126″	
		V-8 "50-60"	3,797*	130″	
		V-8 "50-75"	4,770*	147″	
1951	110,340	V-8 "51-62"	3,315*	126″	Cadillac moves into defense production of tanks in Cleveland without interruption of automobile production.
		V-8 "51-60"	3,892*	130″	
		V-8 "51-75"	4,887*	147″	
1952	90,715 (11 months)	V-8 "52-62"	3,636*	126″	Cadillac celebrates its Golden Anniversary.
		V-8 "52-60"	4,270*	130″	
		V-8 "52-75"	5,361*	147″	
1953	109,657	V-8 "53-62"	3,666.26	126″	Cadillac offers highest horsepower engine ever used in an American production motor car.
		V-8 "53-60"	4,304.88	130″	
		V-8 "53-75"	5,604.34	147″	

*(*Advertised Delivered Price at Detroit. State and local taxes extra.)*



AS ALWAYS—THE STANDARD OF THE WORLD

1954 CADILLAC

Index

IMPORTANT NOTE TO SALESMEN:

For your convenience and for quick, easy reference, your 1954 Cadillac Data Book has a two-part index. First, it has been indexed by SECTION. Under each section heading you will find an alphabetical listing of the contents of that section. Thus, when you wish to refer to a feature that you know to be a part of the chassis, for example, you need only turn to the CHASSIS Index . . . check the alphabetical listing . . . find the correct page number. The second part is a complete alphabetical listing of the entire book. You should use this Index when you are not certain of the Section and for features that may be referred to in more than one Section.

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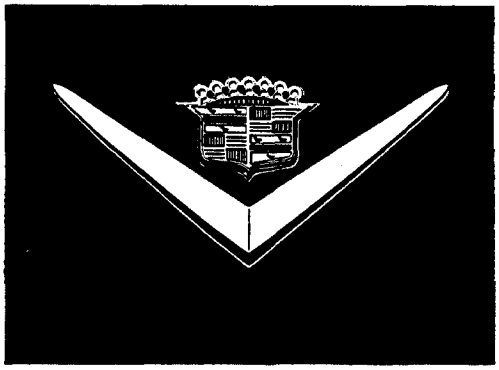

AS ALWAYS—THE STANDARD OF THE WORLD

The Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

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All information contained herein has been carefully checked with the most reliable sources, but responsibility for the absolute authenticity of this information cannot be assumed. The right is reserved to change any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change.

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The 1954 Cadillac Data Book was compiled as of November, 1953, and was printed in U. S. A. The above reservations apply to all pages unless otherwise noted.

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CADILLAC MOTOR CAR DIVISION

GENERAL MOTORS CORPORATION

PRINTED IN U.S.A. NOV. 1953

EQUIPMENT GROUPS	BASIC GROUPS
2—G. K2 U F. P. E. D	*A -W. H. R. L.
3—G. K. U. F. P. E. D.	*B—W. H. R. M.
4—G. — U. F. P. E. D	C — H. R. —
5— — U. F. P. E. D.	
6—G. — — F. P. E. D.	
7— — — — F. P. E. D.	
8—G. — — — P. E. —	
9— — — — — P. E. —	

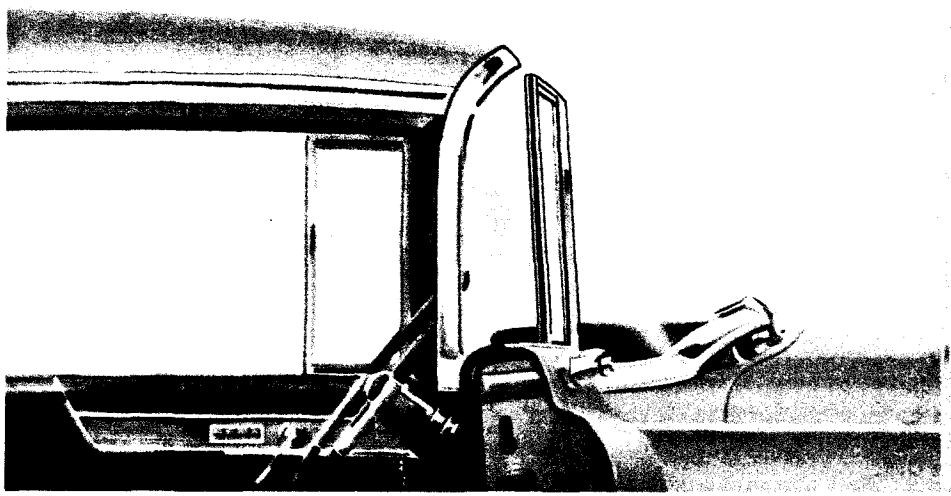
CODES OPTIONS AND ACCESSORIES

D	DOOR GUARDS — 2 ON COUPES — 4 ON SEDANS
E	E-Z EYE GLASS
F	FOG LIGHTS (PAIR)
FS	FIRESTONE BLACK TIRES
G	3.36 GEAR RATIO
GR	GOODRICH BLACK TIRES
H	HEATER
I	WIRE WHEELS
J	RADIO—REAR CONTROL
K	AIR CONDITIONER (NO DUCTS)
K2	AIR CONDITIONER (WITH DUCTS)
*L	1 LICENSE FRAME
*M	2 LICENSE FRAMES
P	POWER BRAKES
R	RADIO
U	AUTRONIC EYE
US	U. S. ROYAL BLACK TIRES
W	WHITE SIDEWALL TIRES
X	[redacted]-ELECTRIC WINDOW AND SEAT CONTROL
Y	VERTICAL SEAT ADJUSTER
Z	ANTI-FREEZE

*FOLLOWED BY 1 THRU 7 DENOTES LICENSE FRAMES SIZE.

CADILLAC MOTOR CAR DIVISION

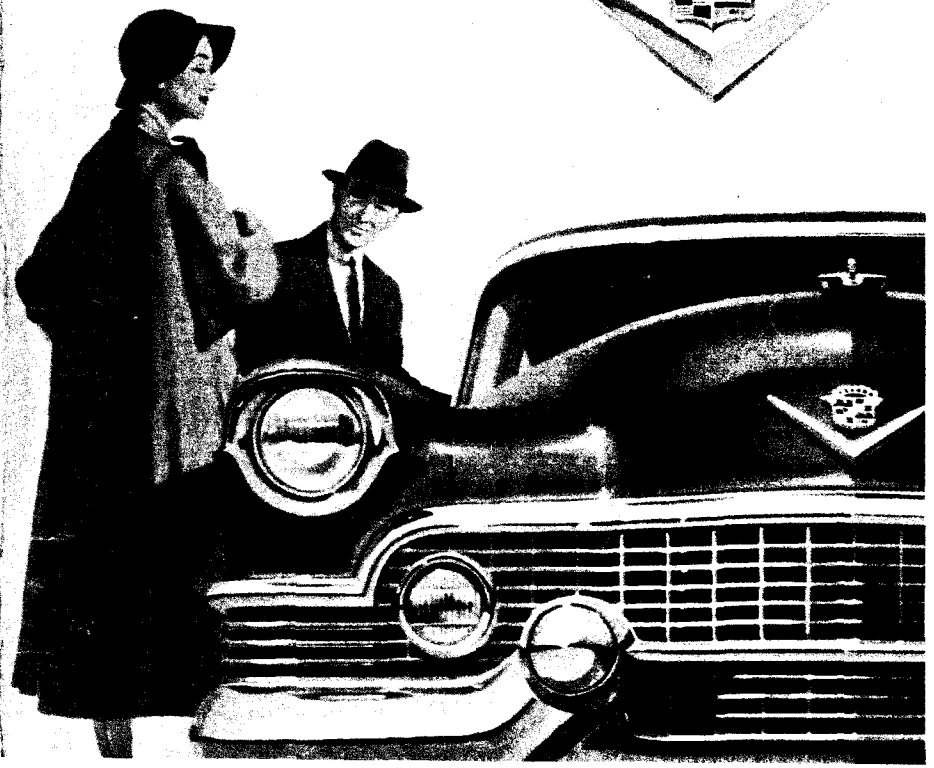
GENERAL MOTORS CORPORATION

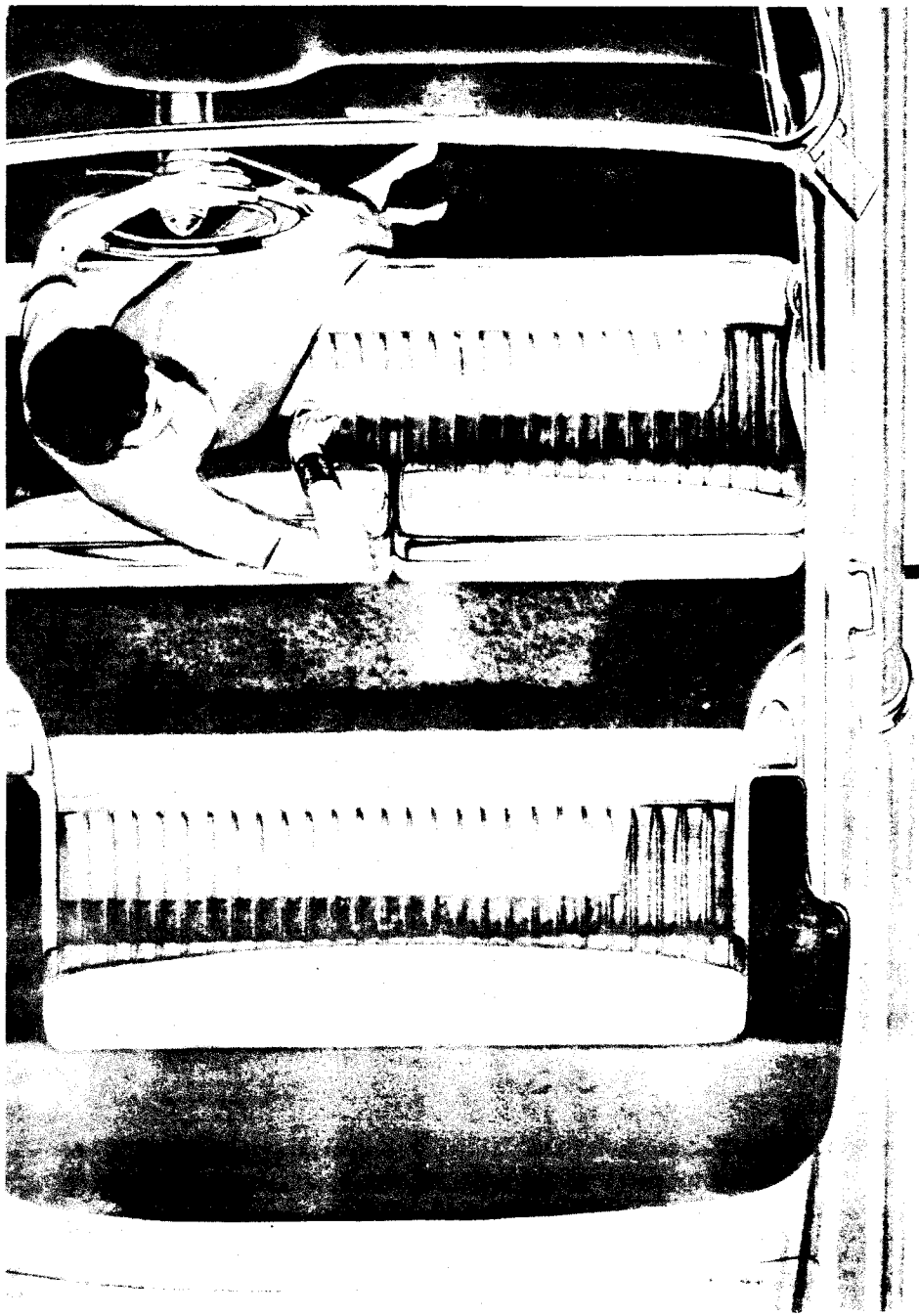


Cadillac

Owner's Manual

FOR 1954





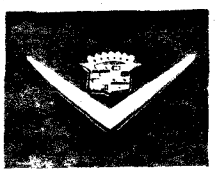
Owner's Manual

POINTERS ON GETTING

THE GREATEST SATISFACTION

FROM YOUR NEW 1954

CADILLAC



Into your new Cadillac have been built the finest, the most satisfying and the most advanced features of automatic operation ever assembled into an automobile. You will sense this the moment you take the wheel.

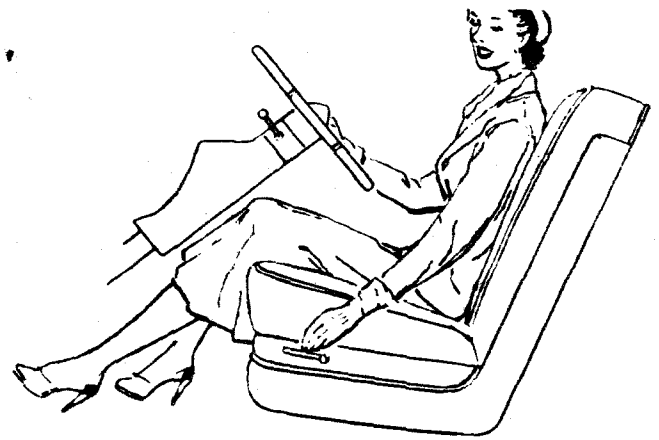
You will find that the high-horsepower engine meets every demand in a way you have never before experienced. You will find, too, a new thrill in the improved Cadillac Hydra-Matic transmission that "takes over" once your car is in motion; in the ease of steering that enables you to thread effortlessly through traffic. These features, plus Cadillac's basic design and quality, contribute measurably to complete peace of mind when driving, as well as to a new and satisfying sense of security and motoring pleasure.

And, by becoming fully acquainted with all features of your new car, this new satisfaction can be yours indefinitely with a little periodic care and attention.

The purpose of this booklet, then, is to familiarize you with your new Cadillac and to point out the simple care and attention that will be required to maintain its superior performance and beauty over the years. It is recommended that you read the following pages carefully; then keep this booklet in your glove compartment for future reference.

Only in this way can you get the greatest satisfaction and economy from your investment.

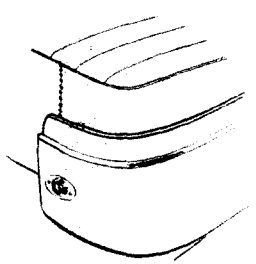
SERVICE DEPARTMENT
CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION
DETROIT 32, MICHIGAN



DRIVER'S SEAT ADJUSTMENT

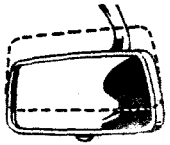
A simple, easy-acting driver's seat adjustment has been provided. For greatest driving comfort, merely lift the seat-side lever and slide the seat forward or back to meet your personal requirements for a relaxed driving posture. Releasing the lever locks the seat in position. As the front seat is adjusted forward, it also rises to give drivers of short stature a good view of the road. On all coupe models, the seat back swings forward and inward to provide greater ease of entrance to the rear compartment.

ELECTRICALLY POWERED SEAT ADJUSTMENT



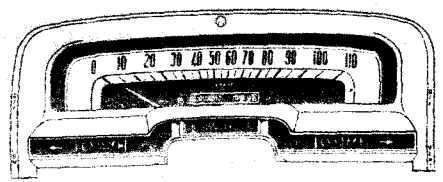
The forward and backward adjustment of the front seat is powered by an electrical mechanism on some models. The control button is mounted on the front of the seat valance near the driver's left leg. The seat rises as it moves forward to provide comfort and visibility for short persons. If your car is equipped with the automatic vertical seat adjustment, the same control button is used to raise or lower the seat.

to night non-glare visibility, simply adjust the small ear on the bottom of the mirror. The mirror can be adjusted to accommodate the driver's height and seat position for greater driving convenience. The mirror can be adjusted to provide for all normal height locations. Rotating the mirror 180° on its pivot will provide still further adjustment to desired position.



CONVENIENT CONTROLS

As you sit behind the wheel of your new Cadillac, you will immediately discover how conveniently all instruments and controls are located for maximum visibility and simplicity of operation.

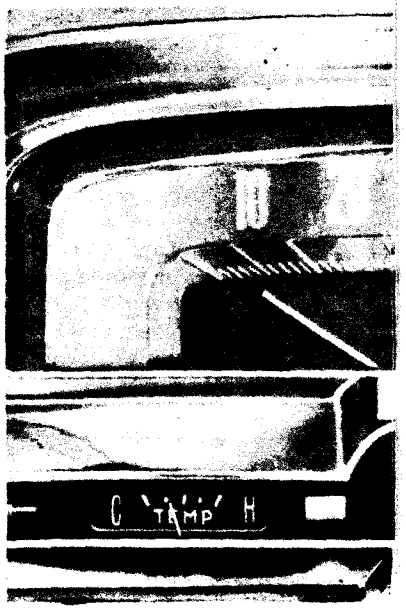


SPEEDOMETER

Your speed, accumulated mileage and trip mileage are shown on the speedometer. To reset the trip mileage to zero, push in on the reset knob under the instrument panel, to the right of the steering column and below the ignition lock, and turn it clockwise to the desired setting.

THE TEMPERATURE INDICATOR

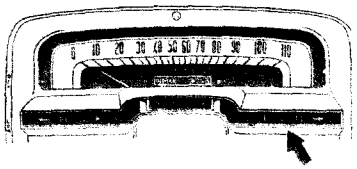
The temperature indicator, located in the instrument cluster, shows the approximate temperature of the coolant in the engine. If the pointer should register above the center range during long continuous driving in warm weather, do not be alarmed, as the pressure-controlled overflow will normally prevent fluid losses up to about 245° F. Should the indicator show "HOT" on short runs, however, or if the coolant boils as indicated by a buzzing sound from the radiator cap, have your Cadillac Dealer investigate and correct the condition immediately.



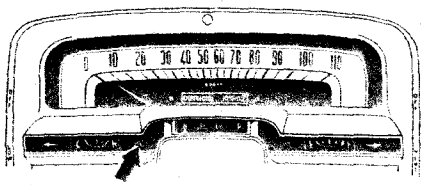
normal, it will not be on at speeds above idle. If it glows at speeds above idle, have your Authorized Cadillac Dealer inspect it.

THE GASOLINE GAUGE

The gasoline gauge, also located in the instrument cluster, operates when the ignition key is turned to the right. The fuel gauge reading is most accurate at constant speeds or when the car is stopped. Acceleration or deceleration causes the fuel to splash around and affects the reading.



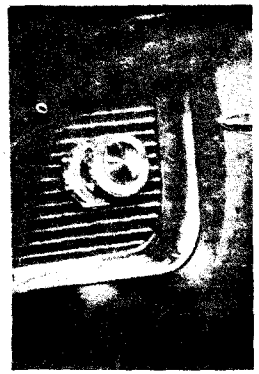
OIL PRESSURE WARNING LIGHT

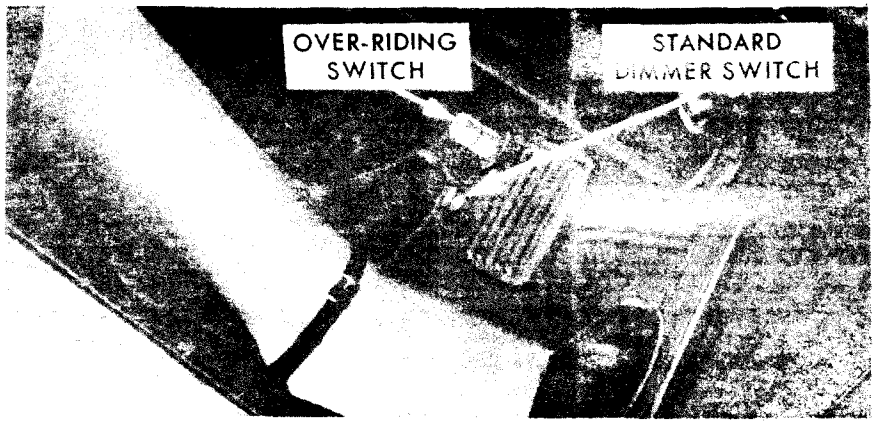


An oil pressure warning light at the left of the mileage indicators will glow red when the ignition is turned on. Under normal conditions this light will go out as soon as the engine is started. If it does not go out, the car should not be operated until the cause of the low oil pressure is located and corrected by your Dealer.

HEADLIGHT CONTROLS

You will find the headlight control knob on the instrument panel at the left of the instrument cluster. Parking lights come on as the knob is pulled halfway out. Headlights operate as the knob is pulled all the way out. The instrument panel lights are on when the knob is in either position. They can be turned down in intensity or "OFF" by rotating the knob to the right. If your car is equipped with Cadillac fog lights, they are turned on by pulling the headlight control knob to the "halfway" position. Then turn on the separate fog light control, which is operated by turning the ring knob located directly behind and concentric with the headlight knob.



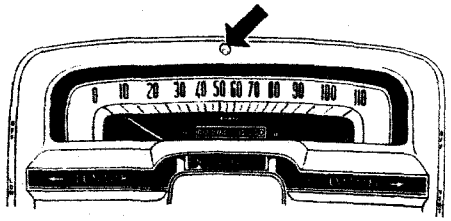


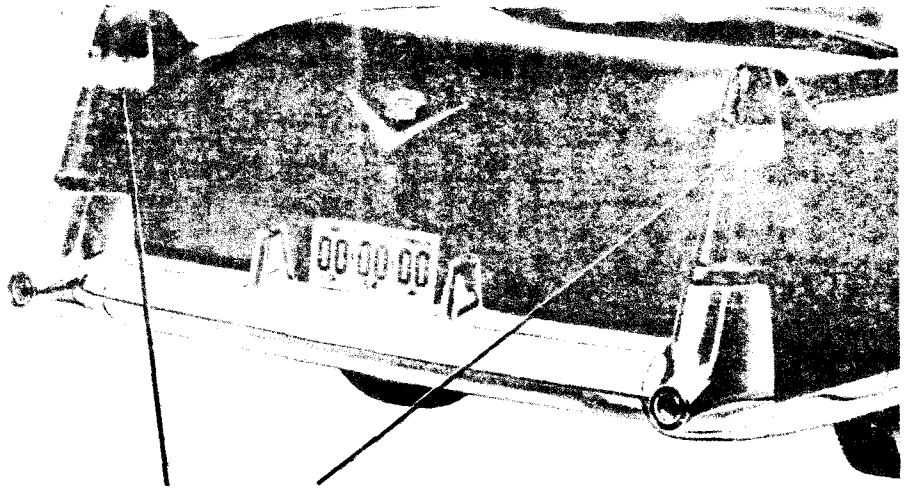
BEAM SELECTOR SWITCH

Your Cadillac is equipped with every necessary lighting facility to insure good vision and safety for night driving. "Sealed Beam" driving lights provide a country beam which illuminates well ahead of the car, and a traffic beam for city use or when passing. The beam selector switch is on the floor to the left of the brake pedal. On cars equipped with an Automatic Headlamp Beam Control, the headlight beam is automatically controlled when the "dimmer switch" is in the country beam position. The headlights of oncoming cars switch your beams to dim position. The over-riding switch permits you to signal other drivers who neglect to dim their lights.

BEAM INDICATOR

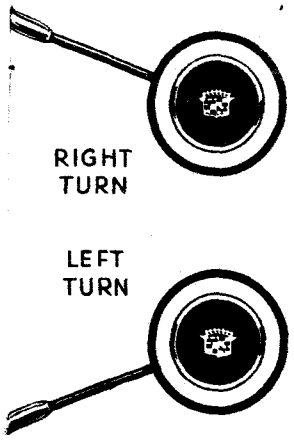
A signal light in the upper bezel of your speedometer glows red when the country driving lights are on. For mutual safety, never leave the country beam on when approaching an oncoming car. This courtesy can reduce night driving accidents.





DUAL BACK-UP LIGHTS

Dual back-up lights, which are located directly below the right and left tail lamp lenses, are a part of the tail lamp assembly. These lights operate automatically when the transmission selector lever is placed in reverse while the ignition switch is "ON." You will find them a great assistance in backing out of driveways or into parking spaces at night.

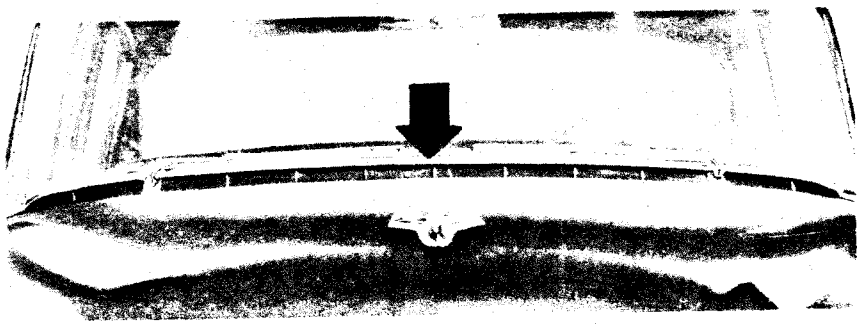


TURN SIGNAL LEVER

A turn signal lever is located opposite the transmission selector lever on the steering column. Form the habit of moving this turn signal lever "up" before turning right, and "down" before turning left. This activates flashing signals on the right or left, both front and rear of the car, to inform both oncoming and following drivers of your intentions. Corresponding signal indicators are also placed on the right and left side of the speedometer. If, through an emergency, you need to stop and park on or close to the highway, always pull the lever down so that the left-hand "flashing" lights will warn others. The "flashing" lights will operate only with the ignition switch on.

MAP LIGHT

For your convenience, a map light is located under the top edge at the center of the instrument panel. With front doors closed, it may be operated manually by means of the switch at the front of the map light. It automatically serves as a courtesy light when either front door is open on Sedan models. On Coupes, the dome lamp serves as a courtesy light when the door is open.

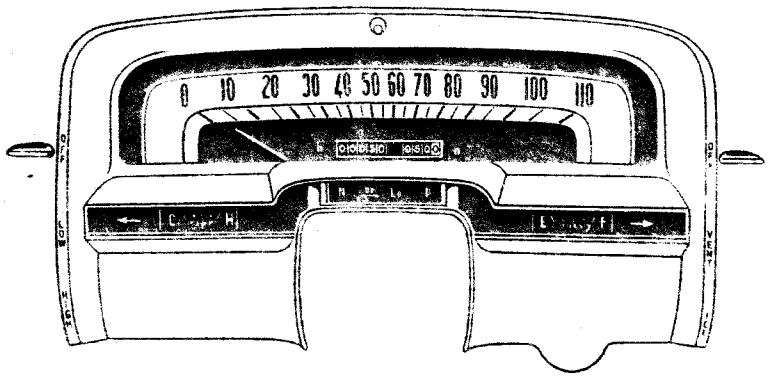


CONTROLLED VENTILATION

Air for ventilation enters through ducts located directly beneath the windshield. This location prevents excessive intake of exhaust fumes from other cars. Incoming fresh air passes over water separators and is admitted to the passenger compartment through valves controlled by push-pull knobs. The control knobs—one for each side of the car—are conveniently located on the Instrument Control Cluster. The control for the right side of the car is located on the right at the steering column, while the left-hand control is at the left side of the steering column.

When direct outside ventilation is not desired, the knobs should be pushed in. This prevents the entrance of outside air, and also allows diversion through the Cadillac Automatic Heating System when that system is turned on during the cold weather months.

in the cowl side panels, and is delivered to the rear compartment through ducts and grilles in each front door.



Control is obtained with two levers—one on each side of the speedometer. The left-hand lever marked "HEAT" turns the heater on and off and also controls the temperature. For most conditions, after the engine has warmed up (2 or 3 miles), push this lever down to the "LOW" position. If more heat is required, push the lever down further.

The right-hand lever marked "DEFR." controls ventilating and defrosting air to the windshield. To obtain cool air for ventilation and defogging, push this lever down toward the "VENT" position. As warm air is desired, push this lever down further to obtain air heated to the temperature setting of the "HEAT" lever.

For maximum de-icing from a cold start, push the "DEFR." lever all the way down, leaving the "HEAT" lever in the "OFF" position until the windshield is cleared.

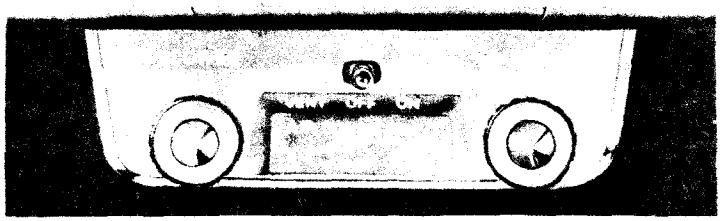
Series 75 models are equipped with two rear underseat heaters.

CADILLAC AIR CONDITIONER

The Cadillac Air Conditioner cools, dehumidifies and circulates the air within the car. It also introduces an ample amount of outside air for comfortable ventilation. Outside air is introduced into the cooling unit in the trunk through scoops on each side of the body. Here it is mixed with air from inside the car, filtered, cooled, dehumidified and delivered to the passenger compartment.

Two methods of cool air delivery are available. One discharges cool air from grilles located at each side of the rear package shelf. The other (available only on Sedans) conducts cool air through concealed ducts extending along the roof from the rear package shelf to the front compartment. Individually controlled outlets in the ducts direct the air as desired.

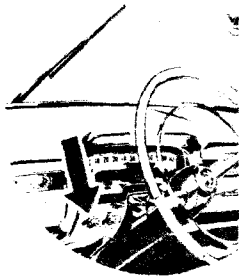
To assist you in obtaining maximum satisfaction and pleasure from its use, here are helpful suggestions concerning its operation:



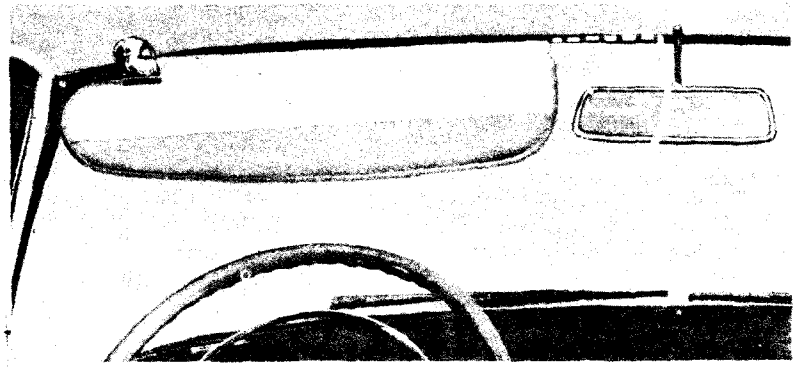
OPERATING THE AIR CONDITIONER

1. When getting into a car which has been parked in the sun, open the windows for a minute or two to remove the excessively hot air.
2. Move the "TOGGLE CONTROL SWITCH" to "ON".
3. Turn both right and left "BLOWER MOTOR CONTROL KNOBS" to the extreme clockwise position.
4. Close windows.
5. To accelerate the rate of cool-down, it is suggested that the right hand "Dr" range be used for city driving. If it is necessary to idle more than a few minutes, put the selector lever in neutral which will increase the engine speed moderately to provide adequate cooling and prevent engine overheating.
6. You can adjust the "RIGHT" and "LEFT" blowers independently to compensate for additional heat felt on the sunny side of the car.
7. The outside air scoops can be closed for winter operation by turning a small knob located on the left side of the rear package shelf to the "OFF" position. It should be kept in the "ON" position during hot weather.
8. In mild weather, when added ventilation alone is wanted without refrigeration, move the "TOGGLE CONTROL SWITCH" to the "VENT" position and regulate blower speeds as desired. Be sure the outside vent control is open.

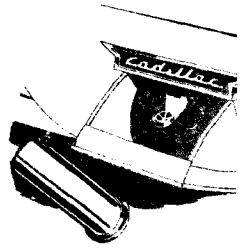
WINDSHIELD WIPERS



Windshield wipers are controlled by the second knob just to the left of the steering column. To operate, turn knob clockwise. WINDSHIELD WASHERS: An excellent means of cleaning a windshield smeared with road spray or mud from passing cars is provided you by your Cadillac Windshield Washer. Simply pressing the button in the center of the control knob causes water to be sprayed on both sides of the windshield. At the same time, the wipers will operate automatically.

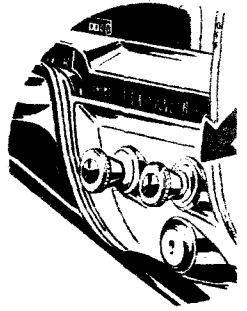


INTERIOR SUN SHADE



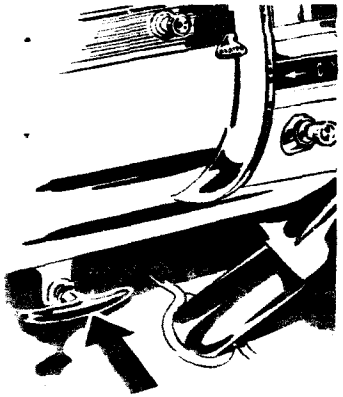
Interior sun shades are provided for added comfort and safety. They may be pulled down to the proper level to reduce glare or to shut out direct rays of the sun. They also may be adjusted to shield against sun rays entering through side windows. On Sedan models, the sun visors may be pulled out horizontally approximately five inches.

ASH TRAY AND LIGHTER



The ash tray is in the center of the instrument panel and tilts out when pressed at the bottom. It may be removed to empty by depressing the snuffer and tilting further outward.

A cigar lighter is located above and to the right of the ignition lock. Pushing it in heats the element. When properly heated for use, it will click out. The cigar lighter receptacle is illuminated when parking or headlamps are turned on.

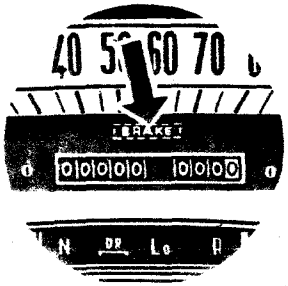


PROPER USE OF THE HAND BRAKE

To prevent a parked car from rolling on slight grades, it is well to form the habit of setting the hand brake which is conveniently located to the left of the steering column. To apply this brake, merely step on the brake pedal and pull the hand brake handle straight back. It locks automatically. A "tell-tale" light lights up when the hand brake and the ignition are on. To release the brake, rotate the handle left, and it will return to its normal position. When the handle pulls out more than five inches, it should be adjusted by your Cadillac Dealer. When parking on hills, turn the wheels toward the curb, place the Hydra-Matic selector lever in (R) "REVERSE" which locks the transmission, and apply the hand brake.

HAND BRAKE WARNING LIGHT

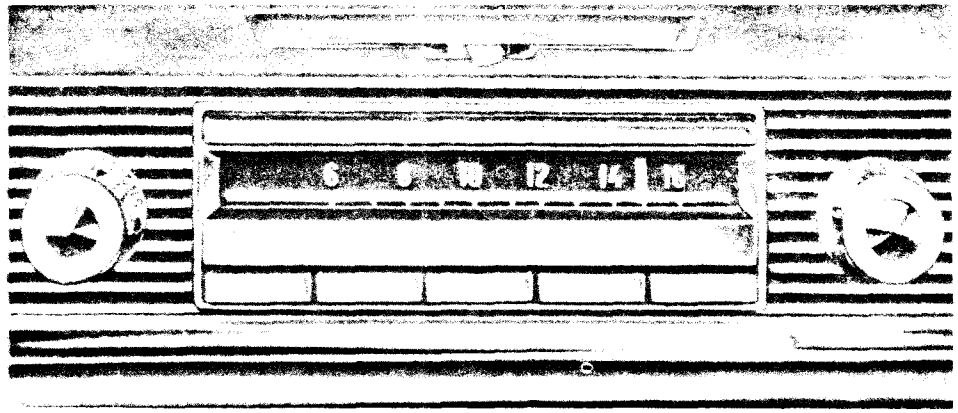
To help you to avoid driving with the hand brake on, a hand brake warning light is located in the speedometer face. It lights up if the ignition key is turned on and the hand brake is applied.



SIGNAL SEEKING—PRE-SELECTOR RADIO

The Cadillac radio is noted for its fine tonal qualities and fidelity of sound reproduction. It is also unusually simple and convenient to operate. The knob at the left controls "ON", "OFF" and "VOLUME." The left ring, which operates separately from the knob, is labeled "MORE STATIONS" and controls sensitivity (the strength of the weakest signal on which the Selector will stop).

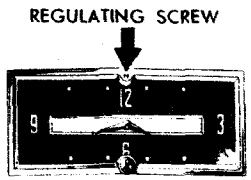
The knob on the right controls the antenna and also the relative volume of the two speakers. Push the knob in to raise the antenna; pull the knob out to lower the antenna. As you turn the knob counter-clockwise, the front speaker volume gradually decreases while the rear speaker volume comes up. Thus, the sound can be "balanced" to please both front and rear passengers. The ring on the right is the "TONE" control. Turned to the left, bass tones predominate; turned to the right, treble tones are accentuated.



Hair-line tuning is achieved with a mere touch of the "SELECTOR" bar above the dial. On the FIRST clockwise setting of the "MORE STATIONS" ring, the stronger and more powerful stations come in. On the SECOND setting, stations of slightly lower power are received, in addition to the stronger stations . . . and so on, to the FOURTH and final setting. This radio is equipped with dual speakers (except in Convertible Coupes)—one in the usual instrument panel location, and the other at the back of the rear compartment to give "balanced" sound.

In addition to the automatic tuning bar, this radio also has five push buttons which can be pre-set to desired stations. They can be simply set in a few minutes. First, pull down the door immediately below the dial to uncover the pre-set pointers. Using the "SELECTOR" bar, tune in the desired station closest to the left end on the dial. Slide the first pointer on the left so that its pointer lines up with the dial indicator. The first push button will now tune that station. Depress the "SELECTOR" bar again, and tune the next desired station. Align the second pointer with the dial indicator. Push button number two is now set. Repeat with remaining three push buttons.

A foot control for changing stations is also available. If your car is so equipped, you need not remove your hands from the wheel to change stations. Simply press the "SELECTOR" bar to release all push buttons and use the convenient foot control.



ELECTRIC CLOCK ADJUSTMENT

A fully automatic clock is located on the right-hand side of the instrument panel above the glove compartment. It operates on direct current from the car battery.

Even a fine automobile clock such as this is considered a good timepiece when daily gain or loss does not exceed one minute. You should reset the hands

occasionally to correct this. The reset knob projects from the center of the lower edge of the clock below the numeral "6." To reset, pull the reset knob out, turn hands to correct time, and allow knob to spring back. The clock may be easily regulated by turning the small screw located above the numeral "12." If the clock loses time, turn the screw to the right. If it gains time, turn the screw to the left. An adjustment indicator is just below numeral "12."

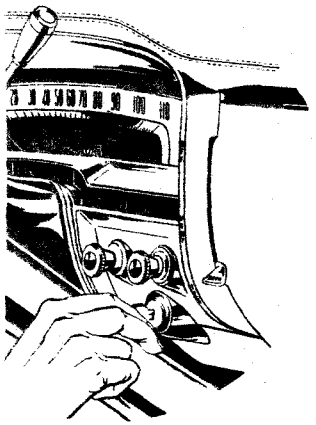
CAUTION: Turn the screw slowly and listen for the "click." Each "click" represents a change of about thirty seconds per day.

LOCATION OF FUSES

Several electrical circuits are protected with fuses against overloading. These fuses are conveniently grouped together in one location. This fuse block is located behind the instrument panel on the cowl insulating board, slightly to the left of the car center.

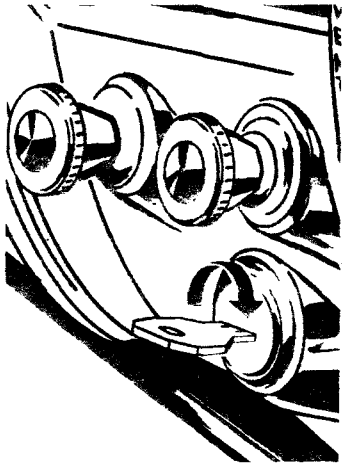
Circuits with fuses in this block include Heaters (20 amp.); Radio (7.5 amp.); Back-up lights (9 amp.); Windshield Washer (6 amp.); and Directional Signal System (6 amp.). The spotlight is fused separately with the fuse (9 amp.) located on the steering column support underneath the instrument panel. The headlight circuit is protected with an automatic circuit breaker.

On air-conditioned cars, one additional fuse holder is located on instrument panel brace under cluster.



IGNITION SWITCH

The ignition switch is on the instrument panel to the right of the steering column. It lights up when either parking or headlamps are turned on. The key may be turned to any one of the four positions, but only in the straight-up "OFF" position can it be inserted or withdrawn. First position "Right" completes the ignition circuit and activates all instruments and accessories. "Full Right" position starts the engine. The "Left" position is for operation of the radio and heater only. For your own protection, and to cooperate with authorities, always remove the ignition key when the car is left unattended.

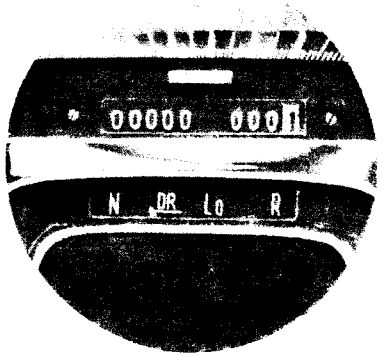


STARTING THE ENGINE

Before attempting to start the engine, *see that the transmission selector lever is in the neutral position.* To start a cold engine, press the accelerator pedal slowly to the toeboard and release. This pre-sets the choke and fast idle. Now turn ignition key as far "Right" as it will go. This operates the starter. DO NOT hold ignition key in the starter position longer than 15 seconds at one time. When you release the key, it will automatically return to the ignition "ON" position. When starting a hot engine, it is advisable to hold the accelerator pedal halfway down. Do not pump, as this tends to flood the engine. A flooded engine will usually respond quickly if you hold the accelerator pedal all the way down and turn key to starter position. When temperatures are below 20° F., warm up the engine before moving the car.

OPERATION OF HYDRA-MATIC DRIVE

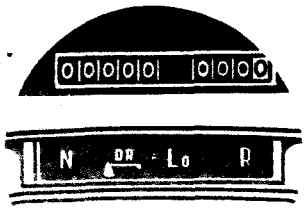
HOW TO USE THE TWO DRIVING "DR" RANGES



You will note that the "Dr" range has two positions. The left-hand arrow position of the selector lever will provide four forward speeds; the right arrow position will provide three forward speeds.

For Normal Driving—the left-hand arrow position should be used, because it will reduce engine speed and increase economy.

When Passing—an extra burst of speed may be secured by merely pressing the accelerator down as far as it will go. This procedure automatically down-shifts the transmission to the

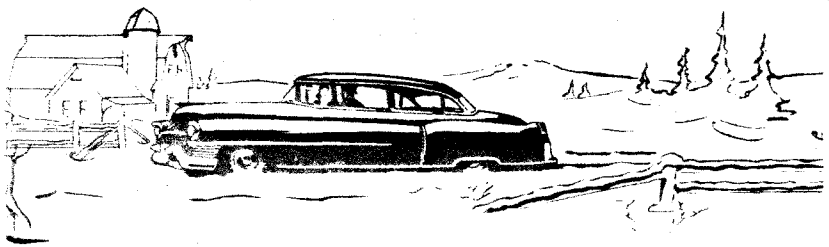


correct speed for more power and faster, smoother acceleration.

For Congested Traffic or Mountainous Driving—the right-hand "Dr" arrow position may be used. In this position, only first, second and third speeds are obtained, improving acceleration in heavy traffic. The right-hand arrow position also reduces automatic shifting in traffic and on hills, and will increase the engine braking effort when descending grades.

To Stop—release the accelerator and step on the foot brake pedal.

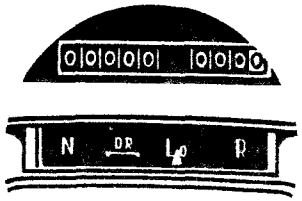
To Back Up with Your Car Stopped—move the selector lever to the Reverse "R" position. This can be done from either Neutral "N," "Dr" position, or "Lo" without pause. Lift the selector lever slightly as it passes the "Dr" and "Lo" positions. Press accelerator to move car in Reverse. The selector lever should not be placed in "R" while moving ahead on dry pavement.



To "Rock" the Car to Free It from Snow, Sand, Mud or Ice—merely move the selector lever back and forth between Low "Lo" and Reverse "R" with just enough pressure on the accelerator to cause rocking. No pause is necessary to shift to Reverse. Light accelerator pressures on slippery surfaces will improve traction.

NOTE: If the wheels are locked by braking on ice while in either drive range, the transmission will shift to first speed. When this occurs, move the shift lever to neutral until control is recovered. Intermittent brake application on ice will provide better control.

LOW "LO" RANGE POSITION



"Lo" range is provided for operation in deep sand, mud or snow. It should also be used in going up or down very steep grades, or where traffic signs call for first or second gear.

A change from either of the "Dr" positions to "Lo" can be made at moderate speeds when the car is on dry pavement. It is not recommended to shift to "Lo" in this manner when pavement is slippery, or when in loose gravel because it might induce a skid.

PARKING ON HILLS WITH SAFETY

Your Cadillac Hydra-Matic Drive will provide safe parking on hills or steep inclines. Simply turn the ignition key "OFF" when the selector lever is in "Dr" or "Lo." Then raise and move the selector lever to "R." As an additional safety measure, apply the hand brake and toe-in the front wheels to the curb.

PUSHING OR TOWING

Cars equipped with Hydra-Matic Drive should not be towed or pushed for any greater distance than normally required to start the engine. Follow instructions below.

For Starting—To start the engine by pushing the car, move the selector lever to the "N" (Neutral position). When the car reaches a speed of approximately 18 to 20 miles per hour, turn on the ignition switch and move the selector lever to either "Dr" position (not to "Lo").

For Transmission Not Functioning Properly—The propeller shaft must be disconnected at the rear universal joint and removed, or the rear wheels raised off the ground, to prevent further damage to the transmission when towing.

For Mechanical Failures Other Than Transmission—Propeller shaft need not be disconnected if transmission has been operating normally, provided the car has been driven a minimum of 1,000 miles and that towing speeds from 15 to 25 miles per hour are maintained with selector lever in Neutral. Towing at high speeds may damage the transmission.

ENGINE BREAK-IN INSTRUCTIONS

Your new Cadillac does not require a formal break-in period. You should drive it at varying speeds in a normal manner, just as you expect to drive your car when it is a year old.

Precision manufacturing methods have prepared your Cadillac for all normal driving, and it has already been tested under simulated road conditions at the factory.

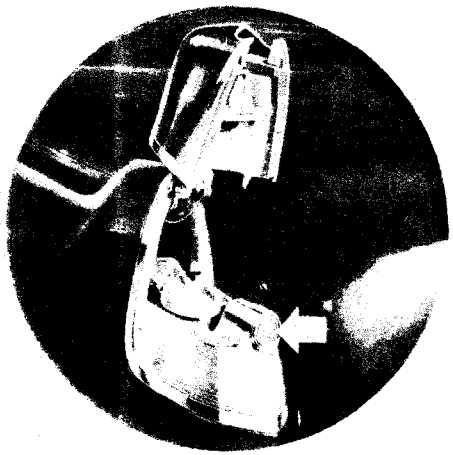
There are no maximum speed limitations which must be observed. For the first 100 miles or longer, however, you should avoid driving for extended periods at any one constant speed, either slow or fast, and you should avoid full-throttle "jack rabbit" starts and severe application of the brakes in stopping.

COLD WEATHER HINTS

It is good practice to run the engine a few minutes to warm the engine and transmission lubricants before moving the car. In sub-zero weather, moderate speeds for the first mile or two will also insure proper warm-up of the rear axle lubricant. The use of the Hydra-Matic right-hand "Dr" arrow position in congested traffic will increase generator output and reduce the effect of high current demands on the battery.

GASOLINE TANK CAPACITY

The capacity of the gasoline tank on all series is 20 gallons. The gasoline filler cap is located under the hinged top of the left rear tail lamp. Open by pushing in the reflector button at the base of the tail lamp. When closed, the cover locks itself firmly in position.



USE GASOLINE WITH HIGH OCTANE RATING

Best engine performance will be obtained by the use of a gasoline having a high octane rating. The use of gasoline with a low octane rating tends to increase the possibility of "pinging" with a resultant reduction in engine operating efficiency. If a "pinging" condition is either excessive or prolonged, using a premium fuel, see your Cadillac Dealer.

Should your car show loss of power at fairly high altitudes, do not become alarmed. Any marked gain in altitude results in reduced air density and power.

ENGINE OIL RECOMMENDATIONS

Your use of the proper engine oil is of great importance in obtaining maximum performance and satisfaction from your car.

Oil oxidizes when heated. Unless protected against oxidation, crankcase oils may form sludge and varnish, and under some conditions, corrosive acids.

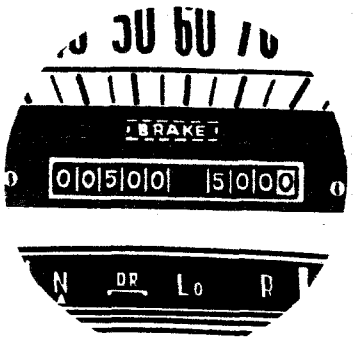
To minimize the formation of these harmful decomposition products, and to supply the type of oil best suited for the different operating conditions, the refiners market several types of oils.

In many instances, during so-called moderate or light driving conditions when the engine is used infrequently or driven for short periods, the lubricating oil does not reach normal operating temperatures. Sludge formation increases under these conditions.

For maximum protection of your Cadillac engine under all normal driving conditions, it is recommended that oils designated "For Service MS" or "For Service DG" be used. These oils were formerly called "Heavy-Duty Oils."

THE FIRST 500 MILES

For the first 500 miles, use the heavy-duty oil in the crankcase at the time your car was delivered to you. During this period should additional oil be necessary, use nothing heavier than 10-W oil in winter or 20-W oil in summer. Change oil at 500 miles. Break-in oils or compounds are entirely unnecessary.



AFTER THE FIRST 500 MILES

For the best all-around engine performance after the first 500 miles, SAE 20-W or SAE 20 engine oil should be used during summer weather. If your car is regularly driven at [illegible] or if the prevailing daylight temperature averages [illegible] F., SAE 30 oil may be used.

For cold weather, oil should be selected that will permit easy starting at the lowest temperature anticipated for the entire period. Unless the proper oil is selected, you may have difficulty starting your car if the temperature drops suddenly. The viscosity grades of engine oil for use in your Cadillac at the various cold weather temperatures are given below.

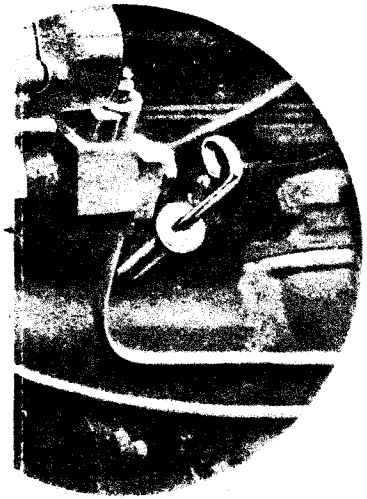
If you anticipate that the minimum atmospheric temperature will be:	Use Grade:
Not lower than 32° F. above zero	SAE 20-W or SAE 20
Not lower than 10° F. above zero	SAE 20-W
Not lower than 10° F. below zero	SAE 10-W
Below 10° F. below zero	SAE 5-W*

*NOTE: Improved SAE 5-W oils combine the low temperature easy starting characteristics of 5-W with the performance characteristics of high quality 10-W at the higher engine operating temperatures. SAE 5-W oils are *intended for use under all operating conditions and under all atmospheric temperatures that may be encountered when below zero temperatures may be expected.* They should be used not only at the lower temperatures, *but may be retained in the crankcase for use during the warmer days that occur during the winter season.* Look for the identification "For Service MS" or "For Service DG" on the container.

BE SURE THAT YOU ALWAYS GET THE PROPER, AUTHORIZED FLUID FOR HYDRA-MATIC DRIVE

Cadillac Hydra-Matic Drive operation depends upon the use of a fluid of very exacting specifications, compounded especially for automatic transmissions. This fluid can be obtained from Authorized Cadillac Dealers and reputable service stations who carry fluid which has been qualified by General Motors Corporation for use in Cadillac Hydra-Matic Transmissions. Approved Hydra-Matic Fluid is identified for the protection of the car owner by the qualification number "AQ-ATF — — —." Authorized Cadillac Dealers will check the fluid level in your Hydra-Matic Drive every 2,000 miles at the same time that your car is being lubricated —and, if necessary, they will add fluid.

The Cadillac Hydra-Matic Drive should be completely drained and fresh fluid supplied every 25,000 miles.

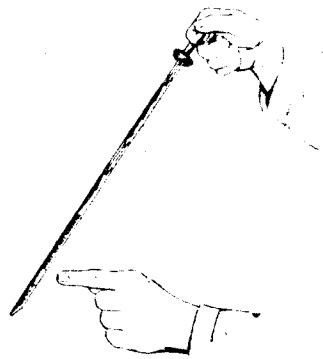


ENGINE OIL LEVEL INDICATOR

The engine oil level indicator is on the left side of the crankcase. The combination oil filler and crankcase ventilator cap is in the center of the engine in front of the carburetor. It is wise to have the oil level checked each time gasoline is purchased. Add oil whenever the level is down to the "ADD OIL" mark, but add only enough to bring level up to the "FULL" mark or the five-quart level. Avoid overfilling crankcase, since this may cause the oil to foam. The copper gauze in the ventilator cap should be cleaned and dipped in clean oil when the oil is changed.

MAINTAIN PROPER OIL LEVEL

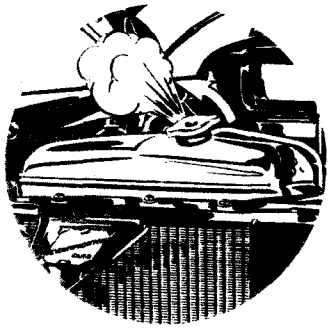
The engine crankcase oil capacity is five quarts. Always maintain the proper oil level. The oil indicator is marked for a safe driving range. Whenever the level falls to the "ADD OIL" mark, add oil immediately. Do not add above the "FULL" mark. Check your oil each time you buy gasoline and before starting long drives. After the initial change at 500 miles and a second oil change at 2,000 miles, engine oil should be drained and replaced every two months or 2,000 miles, **whichever occurs first. More frequent changes are required with unusual stop-and-go operation, dusty road travel or during prolonged cold or wet climatic conditions. In extreme cases, your Cadillac Serviceman may recommend an oil change after 1,000 or even 500 miles of driving.**



Your Cadillac is equipped with an **oil filter that removes harmful particles from the oil. The element of this filter should be changed every 6,000 miles.**

RADIATOR FILLER CAP

The radiator filler cap is located under the hood. The coolant level should be checked at least every 2,000 miles, with the engine cold. Care should be taken not to lose coolant when checking.



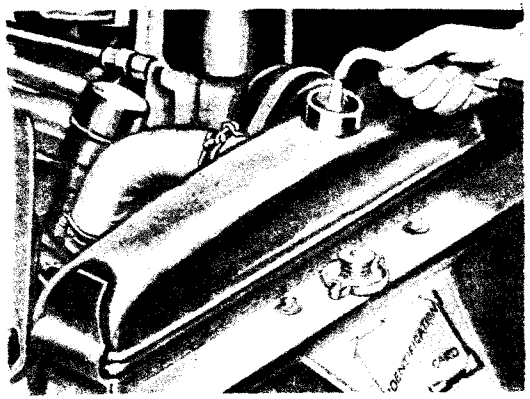
A SAFETY PRECAUTION

Avoid removing the filler cap while the engine is hot, as coolant may spray out. However, should it become absolutely necessary to do so, rotate the cap toward the left until the first stop is reached and allow pressure to escape. Then turn again to the left to remove. Be sure the cap is turned tightly when re-installed.

ENGINE EFFICIENCY AND PROTECTION DEPEND ON PROPER COOLING

The cooling system of your Cadillac engine has been designed to maintain pre-determined temperatures for efficient operation. On Series 60 and 62 models equipped with heaters, the normal capacity of the system is approximately twenty-two quarts. The Series 75 capacity is 24½ quarts.

The cooling system requires regular attention. The proper coolant level is two inches below the top of the filler neck when the engine is cold. Keep the system leak-proof by having all connections tightened regularly. Have your Authorized Cadillac Dealer clean and flush the system twice a year for the best efficiency.



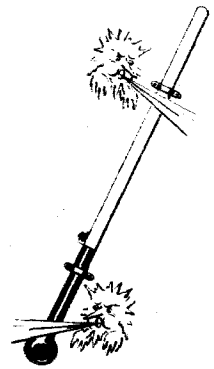
CADILLAC COOLING SYSTEM INHIBITOR

Your Cadillac, when delivered to you, contains a charge of Cadillac Cooling System Inhibitor, a special chemical that retards the formation of rust and scale and reduces the possibility of water pump squeal. Regardless of the season, a fresh charge of Inhibitor should be added whenever the system is drained and refilled, even when an antifreeze containing Inhibitor is being used. Cadillac Cooling System Inhibitor is recommended because of its effective action, and because it can be safely used with any standard antifreeze. Your Cadillac Dealer has it.

BEFORE THE MERCURY DROPS TO FREEZING . . . HAVE YOUR CAR PROTECTED WITH ANTIFREEZE

Cadillac factory engineers recommend using either a permanent glycol-type or an alcohol base antifreeze, such as denatured alcohol, methanol or propanol.

Kerosene, other oils or solutions containing calcium chloride, magnesium chloride, sodium silicate or other inorganic salts are not satisfactory for use in your Cadillac car cooling system.



INSTALLING ANTIFREEZE

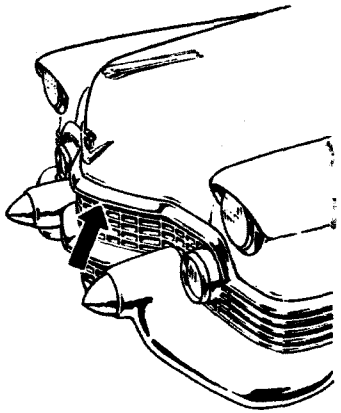
The cooling system should be thoroughly cleaned, inspected and serviced for winter operation before installing antifreeze. Regular inspection of the entire system to prevent leaks should be made frequently after the antifreeze is installed—especially the hose connections, cylinder heads and water pump.

Cadillac Heating Systems are so located that they do not drain, even when the hoses are disconnected, unless air pressure is applied. Do not rely on draining to prevent freezing in cars using Heating Systems; be sure to get antifreeze into the heater cores to prevent winter damage to the system.

Because your car is equipped with windshield washers, the addition of a proper mixture of Cadillac Windshield Washer Solvent is advised at this time.

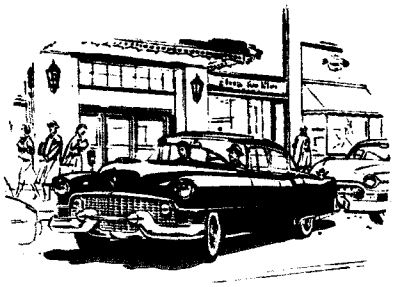
HOOD LOCK

The hood lock is operated by pulling a lever which is accessible through the radiator grille opening just to the left of center. The first part of the lever's movement releases the primary lock. Continued pulling opens the safety catch, and with the lever in this fully operated position, an upward pressure will raise the hood. To close hood, push down until it drops of its own weight. The lock automatically repositions.



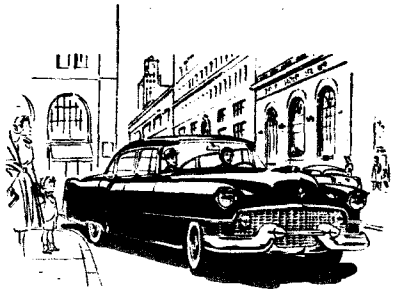
OPERATION OF NEW CADILLAC POWER STEERING

Your 1954 Cadillac is equipped with the Cadillac Power Steering System. The former work of steering is being done for you without need to operate any additional controls. Ladies in particular will discover that this system makes a car amazingly easy to turn . . . to park . . . and to maneuver in heavy traffic.

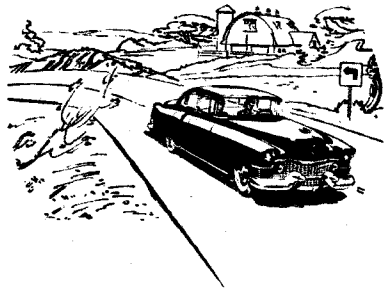


Unlike other power steering systems, the Cadillac Power Steering System permits you to retain the true *"feel" of steering.* All *emphasis in the* design of this new Power Steering has been with your driving comfort in mind—to furnish you with a system that requires a minimum of driving effort—and with a unit that makes parking almost effortless.

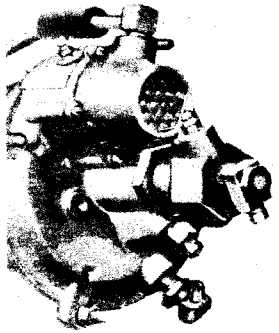
One of the great advantages of your Cadillac Power Steering System is that it may be manually operated with the ignition in the "OFF" position. In the event your power system is disconnected for any reason—steering may be accomplished manually in the normal manner.



Under all conditions of driving, you remain in control. When driving around a curve, the car follows the path that you direct with your hands on the wheel. Cadillac Power Steering does not steer beyond the path that you set. For example, if you remove your hands from the wheel for a brief moment, your Cadillac will again follow a straight path just as it does with manual steering.



Your Power Steering System is so designed that it gives you no hydraulic steering assistance under very light steering conditions; such as the slight maneuvering required to steer on a straight road. Another safety factor, inherent in your Power Steering unit, is that the hydraulic system—in addition to acting as a booster—resists kickback and "road shock" and provides you with positive directional steering control.

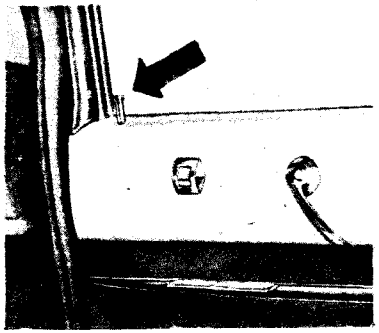


POWER BRAKE

The Cadillac Power Brake is faster acting, easier to apply and completely safe for all driving conditions. If your car is equipped with this feature, you will find that braking effort is reduced considerably for moderate to severe applications.

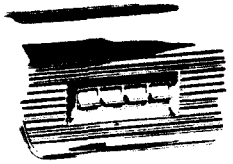
The conventional brake pedal and system have been retained. This has been done so that if the power system should become inoperative, or if it is ever necessary to apply the brakes when the engine is not running, there is sufficient leverage to stop the car with foot power alone.

CONVENIENT DOOR LOCKS

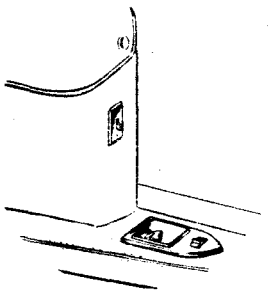


Each door on your Cadillac can be locked from the inside by pushing down the lock button on the sill. Doors may also be locked from the outside with this button by pushing the button down while the door is open, and then holding the door handle opening button all the way in while closing the door. Locks on the rear doors of Sedans are set so that both the inside and outside door handles are inoperative when the lock button is depressed. To open a door, it is then necessary to lift the lock button before operating the door handle. If desired, the locks on the rear doors of Sedans can be reset by any Authorized Cadillac Dealer so that pushing down the lock button makes only the outside handle inoperative to outside opening.

ELECTRIC WINDOW REGULATION



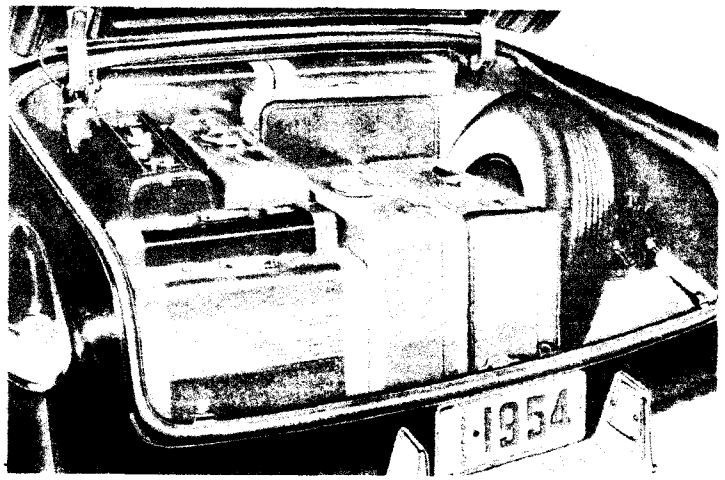
The electrically-operated windows on cars so equipped are connected so that they will not operate unless the ignition switch is "ON" or in the accessory (left) position. The button controls for raising and lowering the windows are located on each door in the finish panel. Four master control switches are located on the left front door to operate all four windows. The Series 75 models have four buttons on the left front door which control the raising and lowering of the two front windows and the raising only of the two rear compartment windows. On the Series 75 Limousine, controls for the rear-door windows and division glass are conveniently on the rear armrests.



On all Coupe models, the control switches for the rear quarter windows are in the armrest.

LUGGAGE COMPARTMENT

The luggage compartment lid on your 1954 Cadillac has a counterbalanced construction and is fitted with a key-lock release. To open, insert the key with the rounded head, turn in a clockwise direction and, using the grip under the "V" of the Cadillac emblem, lift the lid up. To close, pull down to a position 6 or 8 inches from closing, remove the key and push lid firmly downward. This automatically locks the luggage compartment. An automatic interior light operates for your convenience when the luggage compartment lid is raised.



CADILLAC BLUE CORAL TREATMENT PROTECTS AND BEAUTIFIES YOUR CAR

The original beauty of your Cadillac car can be retained for months by having your Cadillac Dealer apply the factory-approved, restorative, protective service—the famous Cadillac BLUE CORAL Treatment. This is a scientific method employing approved materials and special techniques for unequalled results.

Since calcium chloride and other salts, road tar, insects, tree sap, chemicals from factory chimneys and other foreign matter may damage modern automotive finishes, frequent and regular washings with clear water are recommended as a further protection.

USE CADILLAC KAR-KLEEN FOR UPHOLSTERY AND CARPETS

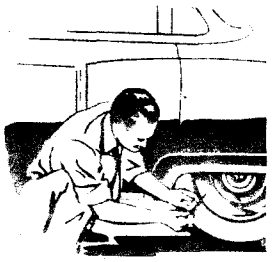
Car interiors reconditioned with KAR-KLEEN are restored to like-new condition. KAR-KLEEN is easy to use and is not harmful to colors and fabrics. Follow the package instructions.

IMPORTANT FACTS ON CARE OF CHROME ON YOUR CAR

The bumpers, grille, wheel discs, hardware and many other parts of your Cadillac are chrome plated. This chromium plating is susceptible to the actions of solutions being used on streets and highways to melt ice. Salt air found near the coastlines, smoke from factories, and other conditions found in today's cities may also cause corrosive damage. When conditions conducive to chrome plating corrosion are met, frequent washing is necessary. Cadillac Chrome Cleaner and Chrome Protector—a clear, durable finish—may be applied to preserve the chromium plating. Both are simple to use. Follow the instructions on the containers.

GIVE PROPER ATTENTION TO WHEELS AND TIRES

Regular attention will extend the life of your tires and help you avoid emergency repairs. Have your tires, including the spare, checked twice a month. IMPORTANT: To avoid serious damage, do not inflate above recommended pressures.

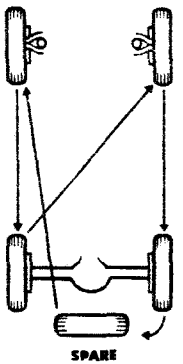


RECOMMENDED TIRE PRESSURES (COLD)

Series	Tire Size	Ply Rating	Front	Rear
54-62	8.00 x 15*	4	24 lbs.	24 lbs.
54-60S	8.00 x 15*	4	24 lbs.	24 lbs.
54-75	8.20 x 15	6	28 lbs.	28 lbs.
54-86	(Commercial Chassis)			
	8.90 x 15	6	24 lbs.	30 lbs.

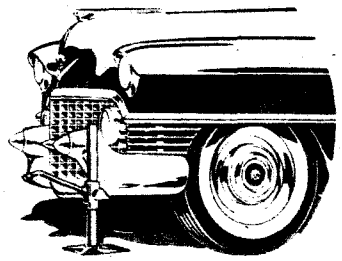
*Tire size 8.20 x 15, 4 ply when supplied with white sidewalls.

NOTE: For sustained speeds above 75 miles per hour, tire pressure on 62 and 60S Series cars should be increased to 28 pounds when checked cold.



INTERCHANGING TIRES

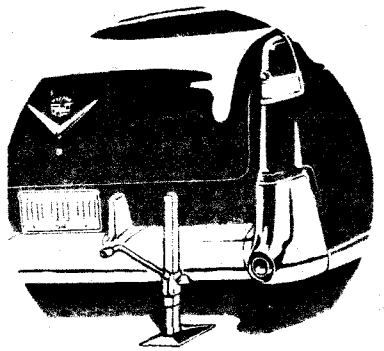
To equalize the wear on your tires and thus prolong tire life, interchange the wheels and tires on your car, in the manner indicated in the illustration, at least every 4,000 miles. Wheels and tires should be criss-crossed and alternated with spare to assure even wear and maximum mileage.



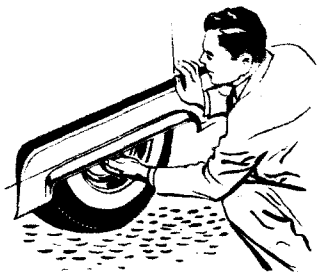
CHANGING WHEELS

When a flat tire requires emergency wheel changing, follow the procedure below:

1. Make sure hand brake is set, and then block the wheel diagonally opposite the flat tire with the wedge block provided.
2. Place jack directly under bumper adjacent to the outside of the bumper guards. Note: If possible, move car so the jack rests on level ground. Raise the wheel off the ground.
3. If rear wheel is to be changed, remove wheel shield as instructed below.
4. Remove wheel disc, using flattened end of jack handle as lever.
5. Remove wheel mounting nuts by turning to the left. Lift wheel off hub.
6. Installation of the spare wheel is performed by reversing the procedure.



REMOVING CADILLAC REAR WHEEL SHIELDS



Turn the locking rod nut, located forward of center, in the lower edge of the shield, counter-clockwise by using the wheel wrench. Tip the shield outward at the top while raising up and away from the mounting hooks.

To install the shield, engage the mounting hooks at the bottom of the shield with the fender hooks and then push the top of the shield in. Tighten the locking rod nut with the wheel wrench.

STOWAGE OF CAR JACK

The jack stowage bracket is in the luggage compartment, between the spare wheel and the right wall. The jack should be mounted on this bracket as shown on the instruction label attached to the rear compartment cover. The base of the jack should be stowed in the pocket on the compartment floor. The tire wrench should be placed in the tire well to the left of the tire with both ends in the well so that it cannot injure luggage or rattle against other equipment stowed in the compartment.

CLEANING WHITE SIDEWALL TIRES

To clean white sidewall tires, use soap, warm water and a stiff brush. For severe cases, a fine grade of steel wool may be used. DO NOT use gasoline, kerosene or any oil product that will discolor the sidewalls or damage the rubber. Proper care adds life.

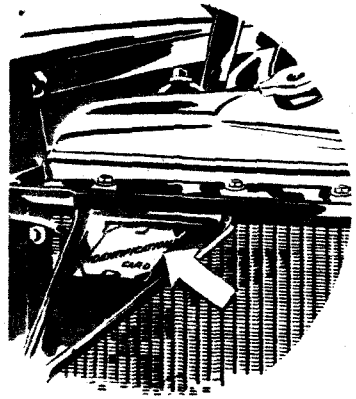
CADILLAC WARRANTIES PROTECT YOU . . . READ THEM CAREFULLY!

It is expressly agreed that there are no warranties, expressed or implied, made by either the Dealer or the Manufacturer on the Cadillac vehicles, chassis or parts furnished hereunder, except the Manufacturer's Warranty against defective materials or workmanship as follows:

MANUFACTURER'S WARRANTY

"The Manufacturer warrants each new motor vehicle, including all equipment or accessories (except tires) supplied by the Manufacturer, chassis or part manufactured by it to be free from defects in material and workmanship under normal use and service, its obligation under this warranty being limited to making good at its factory any part or parts thereof which shall, within ninety (90) days after delivery of such vehicle to the original purchaser or before such vehicle has been driven four thousand (4,000) miles, whichever event shall first occur, be returned to it with transportation charges prepaid and which its examination shall disclose to its satisfaction to have been thus defective; this warranty being expressly in lieu of all other warranties, expressed or implied, and all other obligations or liabilities on its part, and it neither assumes nor authorizes any other person to assume for it any other liability in connection with the sale of its vehicles.

"This warranty shall not apply to any vehicle which shall have been repaired or altered outside of an Authorized Cadillac Service Station in any way so as in the judgment of the Manufacturer to affect its stability and reliability, nor which has been subject to misuse, negligence or accident."



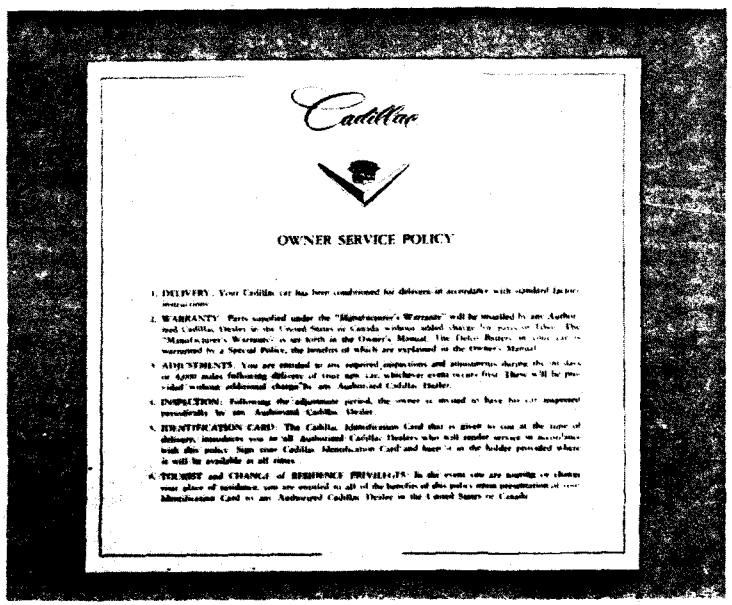
YOUR IDENTIFICATION CARD

You received an Identification Card when delivery of your car was made. This card entitles you to the same consideration at any Authorized Cadillac Dealer in the United States or Canada that you would receive at the service department of the Dealer where your car was purchased.

Sign your Cadillac Identification Card and keep it at all times in the holder under the hood. See the list of U. S. cities in the rear of this book in which Authorized Cadillac Service is available.

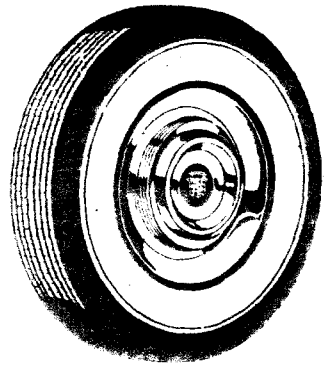
YOUR OWNER'S SERVICE POLICY

Read your Owner's Service Policy carefully. It lists numerous privileges to which you are entitled as a Cadillac owner. These privileges include free inspection and adjustments during the first 90 days or 4,000 miles of ownership, and replacement without charge of any parts adjudged by the Manufacturer to be defective under its warranty. Your Service Policy is a valuable asset.


Cadillac

OWNER SERVICE POLICY

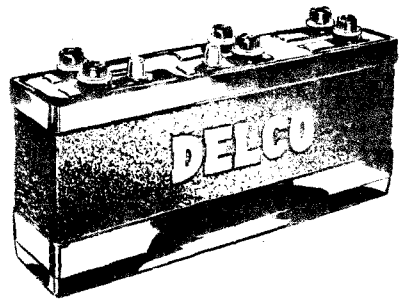
TIRE WARRANTY



The warranty on all tires and tubes is an obligation of the tire manufacturer. The following paragraphs are taken from the tire manufacturers' Standard Warranty: "Every tire or tube of our manufacture, bearing our name and serial number, is guaranteed to be free from defects in workmanship and material without limit as to time or mileage. If our examination shows such tire or tube has failed under the terms of this guarantee, we will either repair it or make a reasonable allowance on the purchase of a new tire or tube.

"Tires or tubes which fail as a result of overload, excess speed, improper inflation, abuse or other non-defective conditions or when used on rims not conforming to Tire & Rim Association Standards, are not warranted.

"No other warranty of these products, expressed or implied, is made. No representative has authority to make any representation, promise or agreement except as stated herein."



BATTERY WARRANTY

The Delco Battery in your car is covered by your Cadillac Owner's Service Policy and is warranted for 90 days or 4,000 miles, whichever shall first occur. Should it fail within this time it shall be replaced at no cost.

Should a defect become apparent after 90 days and within the adjustment period of 18 months or 18,000 miles, whichever occurs first, it can be exchanged for a new Delco Battery on an adjusted service or pro rata life basis.

In either case your Cadillac Dealer will be glad to assist you with this matter.

DEPEND ON AUTHORIZED CADILLAC SERVICE

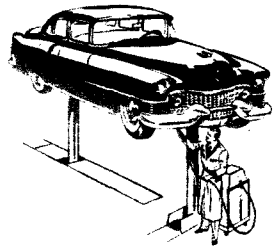
Any Authorized Cadillac Dealer has a close personal interest in keeping your Cadillac at its best. You can best insure the continuation of your Cadillac's high standard of performance by depending always upon Authorized Cadillac Service and upon Genuine Cadillac Parts which are built to the same high standards of precision and quality as the original parts in your Cadillac car.

BE SURE OF THOROUGH, SYSTEMATIC LUBRICATION OF YOUR CADILLAC . . .

Systematic lubrication is the best means of guarding against inadequate lubrication and possibly extensive repairs. In order to provide a means of having the car lubricated systematically, Cadillac engineers designed a plan known as The Cadillac Lubrication Agreement. This agreement provides for every lubrication requirement including engine oil changes essential to the proper performance of your Cadillac for 12,000 miles or a period of one

year. Ask your Cadillac Dealer to explain this Cadillac Lubrication Agreement plan to you. It is a plan that will assure you proper and complete lubrication performed over an entire year's period.

CHASSIS LUBRICATION

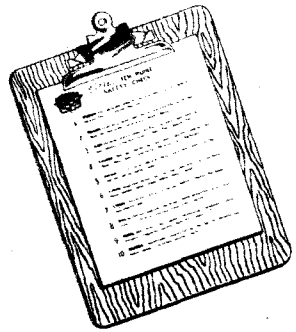


The chassis requires lubrication every two months or 2,000 miles, whichever occurs first. All chassis lubricating points are listed and illustrated in a Cadillac Lubrication Chart available, upon request, from the Service Department, Cadillac Motor Car Division, General Motors Corporation, 2860 Clark St., Detroit 32, Mich.

AT THE SAME TIME–HAVE YOUR CADILLAC DEALER GIVE YOUR CAR A 10-POINT SAFETY CHECK

Many safety features have been built into your Cadillac motor car. All of these features have been designed, tested and re-tested in such a way that failure to operate properly is a remote possibility.

But your Cadillac carries the most important people in the world —you and your family. Keep them safe! And let your Cadillac Dealer help you. Every time you have your car lubricated, ask for a 10-Point Safety Check. Trained mechanics will carefully inspect the BRAKES . . . FRONT LIGHTS . . . REAR LIGHTS . . . STEERING . . . TIRES . . . EXHAUST SYSTEM . . . GLASS . . . WINDSHIELD WIPERS . . . REAR VIEW MIRRORS . . . HORN. If any adjustments or corrections are needed, you will be informed and advised on the estimated cost.



Even the best driver—in America's finest motor car—can have an accident if he drives a neglected car. So, make safe driving a habit. Check your car; check accidents and enjoy life!

REAR AXLE

The lubricant level in the rear axle of your car should be inspected every 2,000 miles, and lubricant added as required. It should be drained and refilled ONLY upon disassembly for repair.

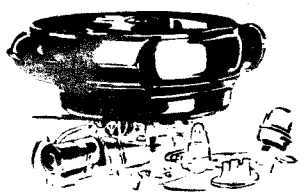
SAE 90 Passenger Car Hypoid Lubricant may be added to the rear axle. "Multi-Purpose" Gear Lubricants may also be used in the rear axle. In regions where the temperature remains near 0° F. or lower for long periods of time, SAE 80 grades of lubricants may be used.

OTHER POINTS

The steering gear, front wheel bearings and grease gun connections require a specific type of lubricant. Only operators familiar with these requirements and having the right materials should be permitted to lubricate your Cadillac.

OIL FILTER

An oil filter has been installed on your car. It is recommended that the oil filter ELEMENT be replaced every 6,000 miles. Your Dealer carries new elements in stock.



CARE OF CARBURETOR AIR CLEANER

The air cleaner filtering unit should be drained, cleaned and refilled with one pint of oil every 2,000 miles. SAE 40 engine oil should be used when the average air temperature is above 32° F., otherwise use SAE 20 engine oil. Proper care of the air cleaner prevents outside dirt and grime from entering your Cadillac engine.

FUEL FILTER

It is recommended that the fuel filter be inspected at the end of the first 2,000-mile period. If there is any evidence of clogging, the filtering unit should be replaced.

POWER OPERATION OF WINDOWS AND FRONT SEAT

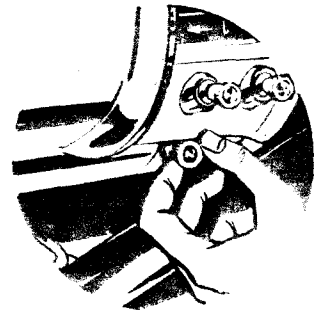
The Cadillac Electric Power System operates the windows and the fore and aft adjustment of the front seat in the Series 60S Sedan, 62 Coupe de Ville, 62 Convertible Coupe and Series 75 models; and, in addition, the division glass in the Series 75 Imperial Sedan. Electric power equipment is optional on the other models.

The Convertible Coupe and Eldorado Folding Tops are operated by a self-contained "package" Hydro-Lectric unit.

Vertical power adjustment for the front seat is available on all cars on which an electrically powered front seat is installed, except the Series 75 Sedans. To operate, lift the toggle button up to raise the seat; push button down to lower the seat. Moving the same button to the left or right controls fore and aft seat adjustment.

IF YOU HAVE A CADILLAC CONVERTIBLE!

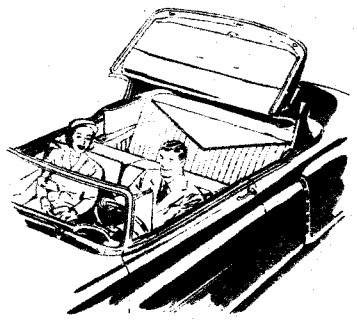
HYDRO-LECTRIC CONVERTIBLE TOP OPERATION



To lower the top on the Convertible Coupe or the Eldorado Special Sport Coupe, stop the car; turn down sun visors and release the top center locking handle; push the front of the top upward so that it clears the windshield header dowels; return the handle to the locked position. THIS IS IMPORTANT. Then, pull out the top control knob which is the lower knob on the control plate at the left of the steering column, and hold it OUT until the top is fully opened. Instructions on the folding of the top material and installing the top boot will be found in the instruction booklet in your glove compartment. To close the top, stop the car; remove the top boot and unfasten the hold-down strap. Push in on the top control knob and hold it in until the top meets the windshield header dowels, then turn the

handle from the locked position. Draw top down over windshield header dowels, and turn top center handle to "LOCKED" position.

Never operate top while the car is moving.



To keep the mechanism in good condition, operate the top at least once a month.

To reduce water stains, mildew or excessive shrinkage of the top material, do not allow the top to dry in folded position after it has been dampened or water soaked.

INTERFERENCE WITH TOP OPERATION

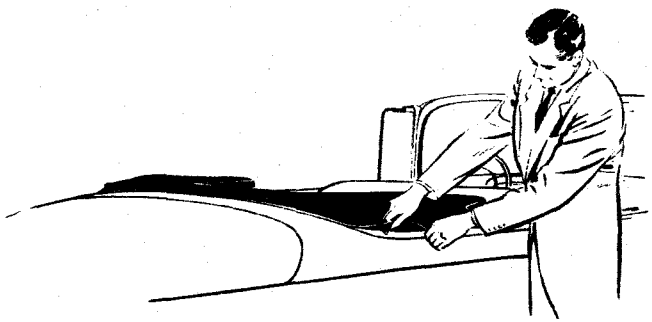
Interference with the mechanical operation of the top, seat or windows—such as holding or retarding their operation in any way—should be avoided. If top sticks, relieve the point of interference to prevent damage to the top.

WHEN TOP IS FOLDED

The convertible top when folded MUST be securely strapped down to prevent chafing of the top material; the locking handle must be turned to a "LOCKED" position; then install top boot.

Keep the top compartment clean, and do not use it for storage.

NOTE: If your car is the Eldorado Special Sport Coupe, instructions for installing the top cover will be found in your glove compartment.



CARE OF CONVERTIBLE BACK WINDOW

Due to the texture of the plastic rear window in the convertible top, these precautions must be exercised in its cleaning and care:

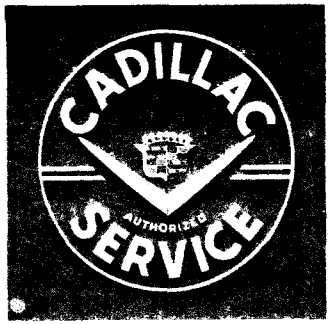
1. When removing road dust, do not use a dry cloth. Use a soft cotton cloth moistened with water and wipe crosswise.
2. To clean, use cold or tepid (not hot) water and mild (not caustic) neutral soap suds. After washing, rinse with clear water and wipe with a slightly moistened clean soft cloth. Caution: Never use solvents or cleaners of alcoholic or other chemical content. These liquids may possibly have a deteriorating effect on the plastic and, if spilled, might spot the car finish.
3. Caution should be used in removing frost, snow or ice during winter months. DO NOT USE A SCRAPER.

LICENSE DATA

The engine number, which is also the serial number, is stamped on the car in two places: at the upper right corner on the front face of right-hand cylinder block, numbered at right angles to the crankshaft, and on the right frame sidebar just behind the engine support bracket. The engine number should be used in license and insurance applications and in general car reference.

SERIES	Wheelbase	Beginning Engine Numbers
1954-62	129 in.	546200000
1954-60S	133 in.	546000000
1954-75	149¾ in.	547500000
1954-86 (Commercial Chassis)	158 in.	548600000
Type of Engine	90°, V-8, overhead-valve	
Bore and Stroke	3 13/16 in. x 3 5/8 in.	
Piston Displacement	331 cu. inches	
Rated Horsepower	230	
Taxable Horsepower	46.5	

WEIGHT: Consult the dealer who sold you the car or the Motor Vehicle Commissioner of your State. Weight information on all Cadillac body styles is regularly supplied to these authorities.



WHERE AUTHORIZED

CADILLAC SERVICE IS AVAILABLE

ALABAMA

Andalusia
Anniston
Bessemer
Birmingham
Brewton
Decatur
Dothan
Ensley
Eufaula
Fayette
Florence
Gadsden
Huntsville
Mobile
Montgomery
Opelika
Selma
Troy
Tuscaloosa
Tuskegee

ALASKA

Anchorage
Fairbanks
Juneau
Kodiak

ARIZONA

Douglas
Flagstaff
Globe
Kingman
Lowell
Nogales
Phoenix
Prescott
Safford
Tucson
Yuma

ARKANSAS

Arkadelphia
Blytheville
Camden
Crossett
El Dorado
Fayetteville
Forrest City
Ft. Smith
Harrison
Helena
Hot Springs
Jonesboro
Little Rock
Monticello
Newport
Osceola
Paragould
Pine Bluff
Russellville
Searcy
Texarkana
West Memphis

CALIFORNIA

Alhambra
Alturas
Bakersfield
Barstow
Berkeley
Beverly Hills
Bishop
Blythe
Burlingame
Chico
Coalinga
Crescent City
Delano
El Centro
Escondido
Eureka
Fairfield
Fresno
Fullerton
Gilroy
Glendale
Grass Valley
Hanford
Hayward
Hermosa Beach
Hollywood
Huntington Park
Indio
Inglewood
Jackson
King City
Laguna Beach
Lancaster
Lodi
Long Beach
Los Angeles
Los Banos
Los Gatos
Madera
Martinez
Merced
Modesto
Monterey
Mt. Shasta
Napa
Needles
Oakland
Ontario
Oroville
Oxnard
Palm Springs
Palo Alto
Pasadena
Paso Robles
Petaluma
Pittsburg
Placerville
Pomona
Porterville
Quincy
Red Bluff
Redding
Richmond
Ridgecrest
Riverside
Roseville
Sacramento
Salinas
San Bernardino
San Diego
San Fernando
San Francisco
San Jose
San Luis Obispo
San Pedro
San Rafael
Santa Ana
Santa Barbara
Santa Cruz
Santa Maria
Santa Monica
Santa Rosa
Sherman Oaks
Sonora
Stockton
Susanville
Tracy
Turlock
Ukiah
Vallejo
Ventura
Visalia
Walnut Creek
Watsonville
Whittier
Willows
Woodland
Yosemite Park
Yreka
Yuba City

COLORADO

Alamosa
Boulder
Burlington
Canon City
Colorado Springs
Craig
Delta
Denver
Durango
Glenwood Springs
Grand Junction
Greeley
Julesburg
LaJunta
Lamar
Leadville
Loveland
Montrose
Pueblo
Rifle
Rocky Ford
Salida
Sterling
Trinidad
Walsenburg
Wray

CONNECTICUT

Bridgeport
Bristol
Danbury
Greenwich
Hartford
Middletown
Milford
Mystic
New Britain
New Haven
New Milford
Norwalk
Norwich
Putnam
Ridgefield
Rockville
Shelton
Stamford
Stratford
Torrington
Waterbury
Westport
Willimantic

DELAWARE

Milford
Wilmington

DISTRICT OF COLUMBIA

Washington

FLORIDA

Bartow
Bradenton
Clearwater
Daytona Beach
Deland
Delray Beach
Fort Lauderdale
Fort Myers
Fort Pierce
Gainesville
Graceville
Jacksonville
Key West
Lake City
Lakeland
Lake Wales
Leesburg
Miami
Ocala
Orlando
Panama City
Pensacola
St. Augustine
St. Petersburg
Sanford
Sarasota
Tallahassee
Tampa
Vero Beach
West Palm Beach

GEORGIA

Albany
Americus
Athens
Atlanta
Augusta
Brunswick
Carrollton
Columbus
Cordele
Dalton
Dublin
Elberton
Fitzgerald
Gainesville
Griffin
LaGrange
Macon
Marietta
Monroe
Newnan
Rome
Savannah
Statesboro
Swainsboro
Thomaston
Thomasville
Thomson
Tifton
Toccoa
Valdosta
Vidalia
Waycross
Waynesboro

IDAHO

Blackfoot
Boise
Coeur d'Alene
Gooding
Grangeville
Idaho Falls
Kellogg
Ketchum
Lewiston
Montpelier
Moscow
Nampa
Pocatello
Rupert
St. Anthony
Salmon
Sandpoint
Twin Falls
Weiser

ILLINOIS

Albion
Aledo
Altamont
Alton
Anna
Aurora
Beardstown
Belleville
Belvidere
Benton
Bloomington
Blue Island
Brookfield
Canton
Carbondale
Carlinville
Carmi
Centralia
Champaign
Chester
Chicago
Chicago Heights
Collinsville
Danville
Decatur
DeKalb
Dixon
Dundee
E. St. Louis
Elgin
Elmhurst
Evanston
Fairfield
Flora
Freeport
Galesburg
Geneseo
Harrisburg
Highland Park
Jacksonville
Jerseyville
Joliet
Kankakee
Kewanee
LaSalle
Lincoln
Litchfield
Marion
Mattoon
Macomb
McHenry
Metropolis
Moline
Monmouth
Monticello
Morris
Mt. Carmel
Mt. Vernon
Oak Park
Olney
Ottawa
Paris
Park Ridge
Paxton
Pekin
Peoria
Pontiac
Princeton
Prophetstown
Quincy
Robinson
Rochelle
Rockford
Rock Island
Rushville
Salem
Savanna
Shelbyville
Springfield
Sterling
Streator
Sullivan
Taylorville
Trenton
Tuscola
Vandalia
Watseka
Waukegan

INDIANA

Anderson
Angola
Auburn
Bedford
Bloomington
Bluffton
Brazil
Columbia City
Columbus
Crawfordsville
Decatur
Elkhart
Elwood
Evansville
Ft. Wayne
Frankfort
Gary
Goshen
Greensburg
Hammond
Hartford City
Huntington
Indianapolis
Jasper
Kendallville
Kentland
Knox
Kokomo
Lafayette
LaGrange
LaPorte

INDIANA (Cont'd)

Ligonier
Logansport
Madison
Marion
Michigan City
Milan
Monticello
Muncie
New Albany
New Castle
Peru
Plymouth
Portland
Richmond
Rochester
Rushville
Salem
Seymour
Shelbyville
South Bend
Sullivan
Terre Haute
Valparaiso
Vincennes
Wabash
Warsaw

IOWA

Albia
Algona
Ames
Atlantic
Boone
Burlington
Carroll
Cedar Rapids
Centerville
Chariton
Charles City
Cherokee
Clarinda
Clinton
Council Bluffs
Creston
Davenport
Decorah
Denison
Des Moines
De Witt
Dubuque
Eagle Grove
Emmetsburg
Estherville
Forest City
Fort Dodge
Ft. Madison
Grinnell
Hampton
Harlan
Ida Grove
Iowa City
Iowa Falls
Jefferson
Keokuk
Knoxville
LeMars
Maquoketa
Marshalltown
Mason City
Mt. Pleasant
Muscatine
Newton
Oelwein
Onawa
Orange City
Osceola
Oskaloosa
Ottumwa
Perry
Red Oak
Rock Rapids
Sheldon
Shenandoah
Sibley
Sioux City
Spencer
Spirit Lake
Storm Lake
Tama
Washington
Waterloo
Webster City
Winterset

KANSAS

Abilene
Arkansas City
Atchison
Burlingame
Cawker City
Chanute
Clay Center
Coffeyville
Colby
Concordia
Dighton
Dodge City
El Dorado
Emporia
Eureka
Ft. Scott
Garden City
Garnett
Goodland
Great Bend
Greensburg
Hays
Hiawatha
Hugoton
Hutchinson
Independence
Iola
Junction City
Kansas City
LaCrosse
Lawrence
Leavenworth
Liberal
Manhattan
Marysville
McPherson
Ness City
Newton
Norton
Oberlin
Ottawa
Parsons
Phillipsburg
Pittsburg
Pratt
Russell
Sabetha
Salina
Scott City
Topeka
Wamego
Wichita
Winfield

KENTUCKY

Ashland
Barbourville
Bowling Green
Carrollton
Corbin
Covington
Cumberland
Danville
Elizabethtown
Fulton
Glasgow
Greenville
Harlan
Hazard
Hopkinsville
Lebanon
Lexington
Louisville
Madisonville
Mayfield
Maysville
Middlesboro
Murray
Owensboro
Paducah
Pikeville
Pineville
Prestonburg
Princeton
Somerset
Stearns
Whitesburg

LOUISIANA

Alexandria
Bastrop
Baton Rouge
Bogalusa
Hammond
Homer
Houma
Jena
Jennings
Lafayette
Lake Charles
Monroe
Morgan City
Natchitoches
New Orleans
Oakdale
Opelousas
Plaquemine
Ruston
Shreveport
Vivian

MAINE

Augusta
Bangor
Bar Harbor
Bath
Biddeford
Calais
Caribou
Houlton
Lewiston
Millinocket
Portland
Rockland
Rumford
Sanford
Skowhegan
Waterville

MARYLAND

Annapolis
Baltimore
Bel Air
Cumberland
Easton
Frederick
Hagerstown
Hancock
Havre de Grace
Owings Mills
Pocomoke City
Salisbury
Westminister

MASSACHUSETTS

Andover
Attleboro
Belmont
Beverly Farms
Boston
Brockton
Brookline

MASSACHUSETTS (Cont'd)

Cambridge
Chicopee
Clinton
Concord
Dalton
Dorchester
Dudley
Fall River
Fitchburg
Framingham
Gloucester
Great Barrington
Greenfield
Haverhill
Hyannis
Hyde Park
Lowell
Lynn
Malden
Marlboro
Medford
Milford
New Bedford
Newburyport
Newton
Newton Centre
North Adams
Northampton
Norwood
Pittsfield
Plymouth
Quincy
Salem
Somerville
Springfield
Taunton
Waltham
Watertown
Wellesley
Winchester
Worcester

MICHIGAN

Adrian
Alma
Alpena
Ann Arbor
Bad Axe
Battle Creek
Bay City
Benton Harbor
Birmingham
Cadillac
Calumet
Caro
Centerline
Charlevoix
Cheboygan
Dearborn
Detroit
Escanaba
Flint
Gladwin
Grand Rapids
Grayling
Greenville
Hastings
Hillsdale
Holland
Howell
Ionia
Iron Mountain
Iron River
Ironwood
Jackson
Kalamazoo
Lansing
Lapeer
Ludington
Manistee
Marquette
Mason
Midland
Milford
Monroe
Mt. Clemens
Mt. Pleasant
Muskegon
Newberry
Niles
Owosso
Petosky
Plymouth
Pontiac
Port Huron
Reed City
Saginaw
Sault Ste. Marie
South Haven
Standish
Sturgis
Tawas City
Three Rivers
Traverse City
Wyandotte
Ypsilanti

MINNESOTA

Aitkin
Albert Lea
Alexandria
Anoka
Austin
Bemidji
Benson
Brainerd
Breckenridge
Crookston
Detroit Lakes
Duluth
Fairmont
Faribault
Fergus Falls
Grand Rapids
Hastings
Hibbing
International Falls
Jackson
Lake City
Litchfield
Little Falls
Luverne
Mankato
Marshall
Minneapolis
Montevideo
Morris
New Ulm
Ortonville
Owatonna
Park Rapids
Pine City
Pipestone
Preston
Red Wing
Redwood Falls
Rochester
St. Cloud
St. James
St. Paul
Slayton
Springfield
Stillwater
Thief River Falls
Tracy
Virginia
Wadena
Willmar
Windom
Winona
Worthington

MISSISSIPPI

Aberdeen
Belzoni
Brookhaven
Clarksdale
Cleveland
Columbia
Columbus
Corinth
Greenville
Greenwood
Grenada
Gulfport
Hattiesburg
Indianola
Jackson
Laurel
Louisville
McComb
Meridian
Natchez
Philadelphia
Picayune
Tupelo
Vicksburg
Yazoo City

MISSOURI

Bethany
Bolivar
Boonville
Brookfield
Butler
Cameron
Cape Girardeau
Carrollton
Caruthersville
Chillicothe
Clayton
Clinton
Columbia
Excelsior Springs
Flat River
Fulton
Hannibal
Independence
Jefferson City
Joplin
Kansas City
Kennett
Kirksville
Lebanon
Macon
Marshall
Maryville
Mexico
Moberly
Neosho
Nevada
Popular Bluff
Rolla
St. Charles
St. Joseph
St. Louis
Sedalia
Sikeston
Springfield
Tarkio
Trenton
Troy
Union
Unionville
Warrensburg
Washington
West Plains

MONTANA

Anaconda
Billings
Bozeman
Butte
Choteau
Cut Bank
Deer Lodge
Dillon

MONTANA (Cont'd)

Glasgow
Glendive
Great Falls
Hamilton
Harlowton
Havre
Helena
Kalispell
Lewiston
Libby
Livingston
Malta
Miles City
Missoula
Plentywood
Sidney

NEBRASKA

Alliance
Auburn
Beatrice
Broken Bow
Chadron
Columbus
Fairbury
Falls City
Fremont
Grand Island
Hastings
Hoidredge
Imperial
Kearney
Lexington
Lincoln
McCook
Nebraska City
Norfolk
North Platte
Ogallala
Omaha
O'Neill
Plainview
Schuyler
Scottsbluff
Sidney
Valentine
Wayne
York

NEVADA

Elko
Ely
Las Vegas
Reno

NEW HAMPSHIRE

Berlin
Colebrook
Concord
Conway
Dover
Holderness
Keene
Laconia
Manchester
Nashua
Portsmouth
Rochester

NEW JERSEY

Asbury Park
Atlantic City
Bound Brook
Bridgeton
Burlington
Camden
Dover
Elizabeth
Englewood
Freehold
Hackensack
Hackettstown
Hammonton
Hillsdale
Long Branch
Lyndhurst
Montclair
Morristown
Newark
New Brunswick
Newton
Ocean City
Passaic
Paterson
Perth Amboy
Pitman
Plainfield
Princeton
Rahway
Red Bank
Ridgewood
Salem
South Orange
Summit
Toms River
Trenton
Union City
Vineland
Wildwood

NEW MEXICO

Alamogordo
Albuquerque
Artesia
Carlsbad
Clovis
Deming
Farmington
Gallup
Hobbs
Las Cruces
Las Vegas
Raton
Roswell
Santa Fe
Silver City
Tucumcari

NEW YORK

Albany
Albion
Amsterdam
Auburn
Batavia
Bath
Bay Ridge
Bay Shore
Bayside
Binghamton
Brewster
Brockport
Bronx
Brooklyn
Buffalo
Canandaigua
Catskill
Central Valley
Cooperstown
Corning
Dansville
Delhi
Dunkirk
East Aurora
Freeport
Geneva
Glen Cove
Glens Falls
Gloversville
Gowanda
Great Neck
Hamburg
Hempstead
Herkimer
Homer
Hornell
Horseheads
Hudson
Huntington
Ithaca
Jamaica
Jamestown
Kingston
Lawrence
LeRoy
Liberty
Lockport
Long Island City
Madison
Malone
Massena
Medina
Middletown
Monticello
Mount Kisco
Mount Vernon
Newark
Newburgh
New Rochelle
New York
Niagara Falls
N. Tarrytown
N. Tonawanda
Norwich
Nyack
Ogdensburg
Olean
Oneonta
Ossining
Oswego
Owego
Patchogue
Pawling
Peekskill
Penn Yan
Plattsburg
Poughkeepsie
Rochester
Rome
Salamanca
Saranac Lake
Saratoga Springs
Schenectady
Seneca Falls
Southampton
Staten Island
Suffern
Syracuse
Troy
Utica
Watertown
Wellsville
Westfield
White Plains
Wurtsboro
Yonkers

NORTH CAROLINA

Ahoskie
Albemarle
Asheboro
Asheville
Aulander
Burlington
Charlotte
Clinton
Dunn
Durham
Edenton
Elizabeth City
Fayetteville
Forest City
Gastonia
Goldsboro
Greensboro
Greenville

NORTH CAROLINA (Cont'd)

Henderson
Hendersonville
Hickory
High Point
Jacksonville
Kinston
Laurinburg
Lexington
Lumberton
Monroe
Morganton
Mount Airy
New Bern
North Wilkesboro
Pinehurst
Pittsboro
Raleigh
Reidsville
Roanoke Rapids
Rocky Mount
Salisbury
Sanford
Shelby
Smithfield
Williamston
Wilmington
Wilson
Winston-Salem

NORTH DAKOTA

Beach
Bismarck
Devils Lake
Dickinson
Fargo
Grand Forks
Harvey
Jamestown
Minot
Rugby
Valley City
Williston

OHIO

Akron
Alliance
Ashland
Ashtabula
Athens
Bellefontaine
Bellevue
Bowling Green
Bryan
Bucyrus
Cadiz
Cambridge
Canton
Celina
Chillicothe
Cincinnati
Circleville
Cleveland
Columbus
Coshocton
Dayton
Defiance
Delaware
Dover
E. Liverpool
Elyria
Findlay
Fostoria
Fremont
Grafton
Greenfield
Greenville
Hamilton
Jackson
Kent
Kenton
Lakewood
Lancaster
Lima
Logan
London
Lorain
Loudonville
Mansfield
Marietta
Marion
Marysville
Massillon
Medina
Middletown
Mt. Vernon
Napoleon
Newark
New Lexington
Norwalk
Painesville
Paulding
Piqua
Pomeroy
Port Clinton
Portsmouth
Salem
Sandusky
Sidney
Springfield
Steubenville
Tiffin
Toledo
Upper Sandusky
Van Wert
Warren
Washington Court House
Wauseon
Wellington
Wilmington
Wooster
Xenia
Youngstown
Zanesville

OKLAHOMA

Ada
Altus
Alva
Anadarko
Ardmore
Bartlesville
Blackwell
Chickasha
Clinton
Cushing
Duncan
Durant
Elk City
El Reno
Enid
Fairview
Frederick
Guthrie
Guymon
Hobart
Holdenville
Lawton
McAlester
Medford
Miami
Muskogee
Norman
Oklahoma City
Okmulgee
Pauls Valley
Pawhuska
Ponca City
Seminole
Shawnee
Stillwater
Tulsa
Wewoka
Woodward

OREGON

Astoria
Baker
Bend
Burns
Coos Bay
Corvallis
Eugene
Grants Pass
John Day
Klamath Falls
LaGrande
Lakeview
Medford
Newport
Ontario
Pendleton
Portland
Reedsport
Roseburg
Salem
The Dalles
Tillamook

PENNSYLVANIA

Allentown
Altoona
Ambridge
Ardmore
Ashland
Beaver Falls
Bedford
Berwick
Bethlehem
Blairsville
Bloomsburg
Brackenridge
Bradford
Bristol
Brookville
Butler
Carbondale
Carlisle
Chambersburg
Charleroi
Chester
Clarion
Clearfield
Coatesville
Connellsville
Coudersport
Cresson
Donora
Doylestown
DuBois
Easton
Elizabethtown
Ephrata
Erie
Franklin
Germantown
Gettysburg
Greensburg
Greenville
Hanover
Harrisburg
Hazleton
Homestead
Honesdale
Huntingdon
Indiana
Irwin
Jenkintown
Johnstown
Kittanning
Kutztown
Lancaster
Lansdale
Latrobe
Lebanon
Lehighton

PENNSYLVANIA (Cont'd)

Lewisburg
Lewistown
Lock Haven
McKeesport
Meadville
Meyersdale
Monongahela
Mt. Carmel
New Castle
New Kensington
Norristown
Philadelphia
Phoenixville
Pittsburgh
Pottstown
Punxsutawney
Quakertown
Reading
Ridgway
Robesonia
Schuylkill Haven
Scranton
Selingsgrove
Sewickley
Shamokin
Sharon
Sheffield
Shippensburg
Somerset
State College
Stroudsburg
Sunbury
Tamaqua
Titusville
Towanda
Tunkhannock
Uniontown
Upper Darby
Vandergrift
Warren
Washington
Waynesboro
Waynesburg
Wellsboro
West Chester
Wilkes-Barre
Williamsport
York

RHODE ISLAND

Newport
Providence
Warren
Westerly
Woonsocket

SOUTH CAROLINA

Aiken
Anderson
Beaufort
Camden
Charleston
Cheraw
Columbia
Conway
Easley
Florence
Georgetown
Greenville
Greenwood
Greer
Hampton
Hartsville
Kingstree
Lancaster
Laurens
Mullins
Newberry
Orangeburg
Rock Hill
Spartanburg
Sumter

SOUTH DAKOTA

Aberdeen
Belle Fourche
Brookings
Chamberlain
Deadwood
Hot Springs
Huron
Madison
Mitchell
Mobridge
Pierre
Rapid City
Sioux Falls
Vermillion
Watertown
Winner
Yankton

TENNESSEE

Athens
Bristol
Chattanooga
Cleveland
Columbia
Cookeville
Covington
Dyersburg
Elizabethton
Greeneville
Harriman
Humboldt
Jackson
Johnson City
Kingsport
Knoxville
LaFollette
Lawrenceburg
Lebanon
McMinnville
Memphis
Morristown
Murfreesboro
Nashville
Paris
Union City

TEXAS

Abilene
Alice
Alpine
Alvin
Amarillo
Arlington
Austin
Ballinger
Bay City
Baytown
Beaumont
Big Spring
Bonham
Borger
Bowie
Brady
Breckenridge
Brownsfield
Brownsville
Brownwood
Bryan
Carthage
Center
Childress
Clarksville
Cleburne
Coleman
Corpus Christi
Corsicana
Dalhart
Dallas
Del Rio
Denison
Denton
Eagle Pass
Eastland
El Campo
El Paso
Ft. Worth
Gainesville
Galveston
Georgetown
Graham
Greenville
Hamilton
Harlingen
Hearne
Henderson
Hillsboro
Houston
Huntsville
Jacksonville
Jasper
Kermit
Kerrville
Kilgore
Kingsville
Lamesa
Lampasas
Laredo
Liberty
Littlefield
Longview
Lubbock
Lufkin
Marlin
Marshall
McAllen
McCamey
McKinney
Mexia
Midland
Mineral Wells
Mt. Pleasant
Nacogdoches
Odessa
Orange
Ozona
Palestine
Pampa
Paris
Pecos
Perryton
Plainview
Port Arthur
Rosenberg
San Angelo
San Antonio
Seymour
Sherman
Smithville
Snyder
Sonora
Spur
Stamford
Stephenville
Sulphur Springs
Sweetwater
Temple
Terrell
Tyler
Vernon
Victoria
Waco
Waxahachie
Wichita Falls

UTAH

Brigham
Cedar City
Coalville
Kaysville
Murray

UTAH (Cont'd)

Ogden
Price
Provo
Richfield
St. George
Salt Lake City
Tooele
Tremonton
Vernal

VERMONT

Barre
Bennington
Brattleboro
Burlington
Newport
Rutland
St. Albans
St. Johnsbury
White River Junction

VIRGINIA

Alexandria
Charlottesville
Chase City
Clifton Forge
Covington
Danville
Emporia
Fredericksburg
Front Royal
Galax
Hampton
Honaker
Lexington
Lynchburg
Marion
Martinsville
Newport News
Norfolk
Norton
Orange
Pearisburg
Petersburg
Portsmouth
Pulaski
Radford
Richlands
Richmond
Roanoke
Staunton
Suffolk
Waynesboro
Williamsburg
Winchester
Wytheville

WASHINGTON

Aberdeen
Auburn
Bellingham
Bremerton
Centralia
Colville
Ellensburg
Everett
Gig Harbor
Longview
Moses Lake
Mt. Vernon
Olympia
Pasco
Port Angeles
Pullman
Seattle
Shelton
Spokane
Tacoma
Vancouver
Walla Walla
Wenatchee
Yakima

WEST VIRGINIA

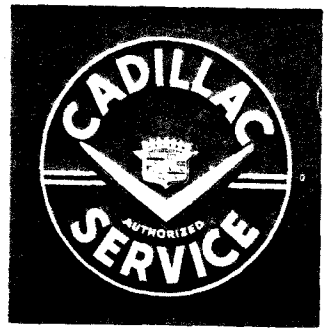
Beckley
Bluefield
Charleston
Clarksburg
Elkins
Fairmont
Huntington
Keyser
Logan
Martinsburg
Morgantown
New Martinsville
Northfork
Oak Hill
Parkersburg
Wheeling
White Sulphur Springs
Williamson

WISCONSIN

Antigo
Appleton
Ashland
Baraboo
Beaver Dam
Beloit
Chippewa Falls
Delavan
Eau Claire
Fond du Lac
Ft. Atkinson
Green Bay
Janesville
Kenosha
LaCrosse
Ladysmith
Lancaster
Madison
Manitowoc
Marinette
Marshfield
Menasha
Merrill
Milwaukee
Mineral Point
Mondovi
Monroe
Oshkosh
Park Falls
Plymouth
Portage
Pt. Washington
Prairie du Chien
Racine
Reedsburg
Rhinelander
Rice Lake
Richland Center
River Falls
Sheboygan
Sparta
Stevens Point
Superior
Valmy
Watertown
Waukesha
Wausau
West Bend

WYOMING

Casper
Cheyenne
Cody
Evanston
Gillette
Lander
Laramie
Lovell
Lusk
Rawlins
Rock Springs
Sheridan
Torrington
Wheatland
Worland

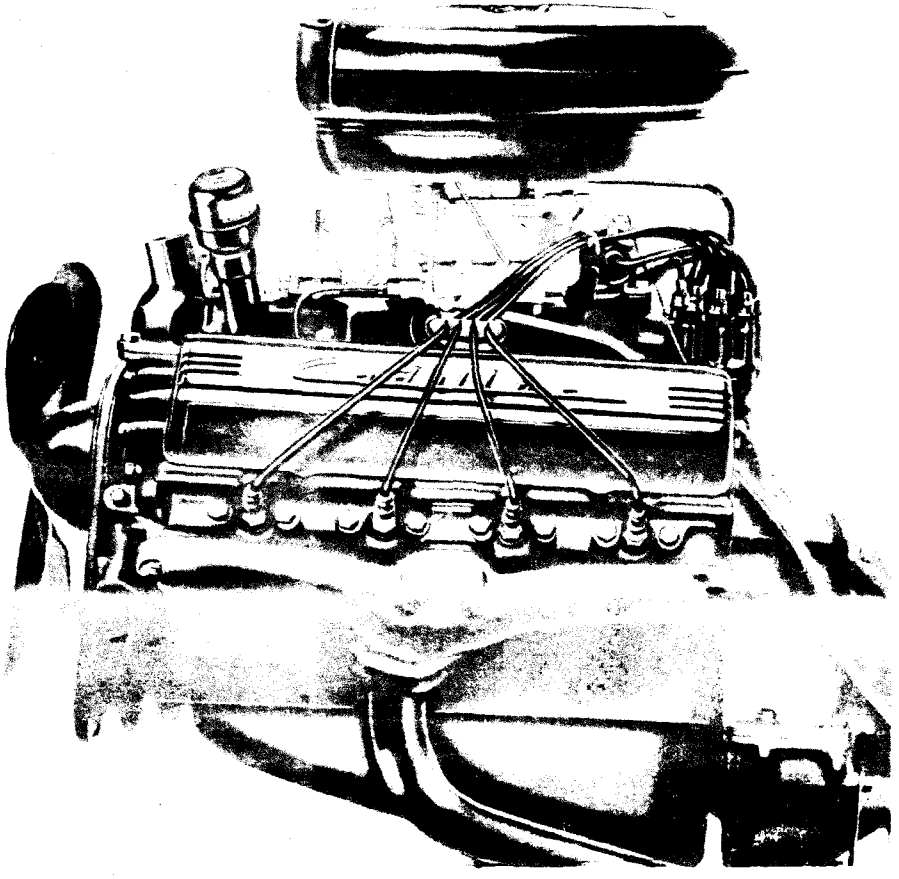


YOUR EASY REFERENCE INDEX

THIRD EDITION
LITHO IN U.S.A.

A SAFETY NOTE

Carbon monoxide poisoning is always present in exhaust gases when any concentration of these gases is present in the air; namely, in a garage, in congested traffic, or when stopped closely behind a vehicle with its motor running. With the air intake located just below the windshield, your new Cadillac provides you with maximum protection against exhaust fumes. Also, exhaust gases may have strong odors which normally should give warning of their presence. However, the exhaust gases from some vehicles may not be so noticeable under certain conditions and the senses of various people react differently. These gases contain poisonous carbon monoxide which by itself is tasteless, colorless and odorless.



COLOR COMBINATIONS—INTERIOR (Cont'd)

SERIES 54-60S, 62, 75

STEERING COLUMN COVERS AND JACKET, HOUSING FOR SIGNAL SWITCH, HORN RING HUB AND SPOKES

Series 54-60S,62 Except Convertible Styles

Interior Color	Lacquer Name Shade (Light Tone)	Enamel	Lacquer	Matching Dupont Color
Gray	Cirrus Gray R & M	E-28-A002	L-22-A002	1839
Blue	Caprice Blue R & M	E-28-B002	L-22-B003	1847
Brown	Canyon Beige R & M	E-28-N002	L-22-N002	1290
Green	Cedar Green R & M.	E-28-G002	L-22-G002	1848

Series 54-75

Interior Color	Lacquer Name Shade (Dark Tone)	Enamel	Lacquer	Matching Dupont Color
Gray	Cumulus Gray R & M	E-28-A010	L-22-A011	1893-H
Blue	Princess Blue R & M	E-28-B016	L-22-B017	1894-H
Brown	Segovia Brown R & M	E-28-N001	L-22-N001	1895-H
Green	Briar Green R & M.	E-28-G001	L-22-G003	1837-H

Convertible Style 54-6267X,67SX

Interior Color	Lacquer Name	Lacquer	Matching Dupont Color
Blue (54-6267X)	Caprice Blue	L-22-B003	1847
Blue (54-6267SX)	Azure Blue	L-21-B011	1632
Brown	Canyon Beige	L-22-N002	1290
Green	Cedar Green	L-22-G002	1848
Beige	Driftwood	L-21-N001	1885
Red 54-6267X	Romany Red	L-21-M001	1342-H
Red 54-6267SX	Aztec Red	L-21-B007	1633-H
Yellow	Apollo Gold	L-21-Y014	1880

COLOR COMBINATIONS—INTERIOR
SERIES 54-60S, 62, 75

GENERAL INSTRUCTIONS FOR DETERMINING INTERIOR LACQUER COLORS. IF COLOR SHADE IS NOT KNOWN IT WILL BE NECESSARY TO REFER TO DETAILED CHARTS THAT FOLLOW.

To take care of refinishing or touch-up on interiors of the 1954 Series cars, with the exception of a few color combinations on the convertible styles 54-6267X and 54-6267SX (exceptions noted below), it is possible to determine the matching color without reference to the detailed paint charts and trim color reference charts on pages that follow if the interior paint color shade is known.

For practical handling it would only be necessary to have available eight (8) different air dry lacquers (that are not used as exterior colors), indicated in the chart below. This group of colors is identified in four (4) different colors - Gray, Blue, Tan,(Brown or Beige) and Green. Each of the four (4) colors is identified in 2 shades - Light tone and Dark tone. Series 54-60S, 62 employ the use of both tones, dark and light; Series 54-75 requires the Dark tone.

For application of the color information the following is an example:

EXAMPLE: Request is received for touch-up on blue paint for Style 54-6219, 4-door Sedan. It has been determined that the Dark Tone lacquer is required for window garnish molding. This request will require lacquer identified as Princess Blue (Dark Tone).

If the request was for the Light Tone as used below the window line, the lacquer required is identified as Caprice Blue (Light Tone).

REFERENCE CHART FOR LACQUER COLORS WHEN COLOR SHADE HAS BEEN DETERMINED

	LACQUER SHADE	COLOR NAME	ENAMEL	LACQUER	MATCHING DUPONT COLOR
Gray	Dark Tone	Cumulus Gray R & M	E-28-A010	L-22-A011	1893-H
	Light Tone	Cirrus Gray R & M	E-28-A002	L-22-A002	1839
Blue	Dark Tone	Princess Blue R & M	E-28-B016	L-22-B017	1894-H
	Light Tone	Caprice Blue R & M	E-28-B002	L-22-B003	1847
Brown, Tan or Beige	Dark Tone	Segovia Brown R & M	E-28-N001	L-22-N001	1895-H
	Light Tone	Canyon Beige R & M	E-28-N002	L-22-N002	1290
Green	Dark Tone	Briar Green R & M	E-28-G001	L-22-G003	1837-H
	Light Tone	Cedar Green R & M	E-28-G002	L-22-G002	1848

COLOR APPLICATION FOR INTERIOR ON CONVERTIBLE STYLES THAT ARE NOT USED (OR EXCEPTIONS) ON CLOSED BODY STYLES

Style 54-6267X Convertible

Romany Red R & M		L-21-M001	1342-H
Mandan Red R & M	E-27-R001	L-21-R001	1838-H
Driftwood, Dupont 094-72407		L-21-N001	1885

Style 54-6267SX Convertible (Eldorado)

Azure Blue R & M	E-27-B002	L-21-B011	1632
Apollo Gold, Dupont 094-72408		L-21-Y014	1880
Aztec Red R & M	E-27-R007	L-21-R007	1633-H
Romany Red R & M		L-21-M001	1342-H

COLOR COMBINATIONS
SERIES 54 - 60S, 62, 75
EXTERIOR COLORS

(x)Comb. Color Code No.	Color Name	(Stock No.) Matching Colors (Dupont)	BODY AND SHEET METAL Original Color No.	Mfgr.	WHEELS Color Name	Matching Color No.
1	Black	246-2048	253-2313 L-21 K400	Dupont R & M	Black (Standard) Vincennes Red (Optional)	094-21090 B-94-3618R
2	Newport Blue	1877	L-21 B013	R & M	Newport Blue (Standard) Vincennes Red (Optional)	094-72404 B-94-3618R
2C	Viking Blue (Iridescent) (Upper) Newport Blue (Lower)	1878 1877	L-22 B012 L-21 B013	R & M R & M	Newport Blue (Standard) Vincennes Red (Optional)	094-72404 B-94-3618R
3	Viking Blue (Iridescent)	1878	L-22 B012	R & M	Viking Blue (Standard) Vincennes Red (Optional)	0162-14116 B-94-3618R
3S	Alpine White (Upper) Viking Blue (Iridescent (Lower)	1631 1878	L-21 W005 L-22 B012	R & M R & M	Viking Blue (Standard) Vincennes Red (Optional)	0162-14116 B-94-3618R
4	Iris	1887	L-21 B012	R & M	Iris (Standard) Vincennes Red (Optional)	094-72405 B-94-3618R
4S	Alpine White (Upper) Iris (Lower)	1631 1887	L-21 W005 L-21 B012	R & M R & M	(Iris (Standard) Vincennes Red (Optional)	094-72405 B-94-3618R
6	Cobalt Blue (Iridescent)	1657	L-22 B011	R & M	Cobalt Blue (Standard) Vincennes Red (Optional)	0182-10801 B-94-3618R
7	Shoal Green	1886	L-21 G004	R & M	Shoal Green (Standard) Vincennes Red (Optional)	094-72406 B-94-3618R
7J	Arlington Green (Iridescent) (Upper) Shoal Green (Lower)	1876H 1886	286-57712 L-21 G004	Dupont R & M	Shoal Green (Standard) Vincennes Red (Optional)	094-72406 B-94-3618R
8	Biscay Green	1884	L-21 G005	R & M	Biscay Green (Standard) Vincennes Red (Optional)	094-72409 B-94-3618R
8K	Cabot Gray Biscay Green	1882 1884	L-21 A004 L-21 G005	R & M R & M	Biscay Green (Standard) Vincennes Red (Optional)	094-72409 B-94-3618R
9	Arlington Green (Iridescent)	1876H	286-57712	Dupont	Arlington Green (Standard) Vincennes Red (Optional)	0182-14119 B-94-3618R
10	Cabot Gray	1882	L-21 A004	R & M	Vincennes Red (Standard) Cabot Gray (Optional)	B-94-3618R 094-72411
10Y	Norman Gray (Iridescent) (Upper) Cabot Gray (Lower)	1635 1882	L-22 A008 L-21 A004	R & M R & M	Vincennes Red (Standard) Cabot Gray (Optional)	B-94-3618R 094-72411
12	Gander Gray (Iridescent)	1883	L-22 A005	R & M	Vincennes Red (Standard) Gander Gray (Optional)	B-94-3618R 0162-14162
13	Russet (Iridescent)	1937-H	L-22-M005	R & M	Russet (Standard) Vincennes Red (Optional)	0164-14118 B-94-3618R
14	Driftwood	1885	L-21 N001	R & M	Vincennes Red (Standard) Driftwood (Optional)	B-94-3618R 094-72407
14Z	Copper (Iridescent) (Upper) Driftwood (Lower)	1888 1885	L-22 N008 L-21 N001	R & M R & M	Vincennes Red (Standard) Driftwood (Optional)	B-94-3618R 094-72407
15 (★)	Russet (Iridescent)	1879	L-22 M002	R & M	Russet (Standard) Vincennes Red (Optional)	0164-14118 B-94-3618R
16	Apollo Gold	1880	L-21 Y014	R & M	Appollo Gold (Standard) Vincennes Red (Optional)	094-72408 B-94-3618R
16A	Black (Upper) Appollo Gold (Lower)	246-2048 1880	L-21 K400 L-21 Y014	R & M R & M	Appollo Gold (Standard) Vincennes Red (Optional)	094-72408 B-94-3618R
17	Aztec Red	1633H	L-21 R007	R & M		
18	Alpine White	1631	L-21 W005	R & M		
19	Azure Blue	1632	L-21 B011	R & M		

Note (x) Color Code Combination will be found stamped on Body Plate on Dash.
Note (★) Used on 1st no. of cars. Later cars see Code 13

INTERIOR COLORS - SEE CHART ON FOLLOWING PAGES

COLOR COMBINATIONS—INTERIOR (Cont'd)
SERIES 54-60S, 62, 75

Color Charts for Interior Painted Moldings, Panels and Related Parts

Interior moldings, panels and painted parts are finished in colors to harmonize with the interior trim material color shades. To assist in determining trim color requirements, if the trim color is not known, reference can be made to the trim code chart shown below. For convenience and assistance in procurement, the original color name and numbers are shown with matching Dupont stock number reference. On parts using high temperature drying enamels, a reference is made to nearest match of air-drying lacquers.

For easy reference and to cover the most commonly called for areas and parts, the reference is keyed to four (4) major group charts, that cover the front end items, namely: Instrument Panel, Windshield Garnish Molding, Steering Column Jacket and Covers, Horn Ring Hub and Spokes, etc.

TRIM CODE COLOR REFERENCE CHART

REFERENCE CHART FOR DETERMINING PAINT COLORS ON INTERIOR PARTS FROM THE PAINT CHARTS BY TRIM CODE NO. (TRIM CODE NO. IS STAMPED ON METAL PLATE ATTACHED TO RIGHT SIDE OF COWL UNDER HOOD NEAR HOOD HINGE)

Style 54-6267SX

TRIM CODE NO.	TRIM COLOR
30	Black w/White (Leather)
31	Black (Leather)
32	Blue w/White (Leather)
33	Blue (Leather)
34	Black w/Yellow (Leather)
35	Yellow (Leather)
38	Red w/White (Leather)
39	Red (Leather)

Style 54-6267X

41	Black (Leather)
42	Blue w/White (Leather)
43	Blue (Two-Tone Leather)
45	Beige (Leather)
46	Green w/White (Leather)
47	Green (Two-Tone Leather)
49	Red (Leather)

Style 54-6219,19X,37,37X

50	Gray (Two-Tone Cloth)
51	Gray (Two-Tone Cloth)
52	Blue (Two-Tone Cloth)
53	Blue (Two-Tone Cloth)
54	Tan (Two-Tone Cloth)
56	Green (Two-Tone Cloth)
57	Green (Two-Tone Cloth)
58	Blue (Export Car- Leather)
59	Green (Export Car - Leather)
503	Gray (Two-Tone Cloth)
513	Gray (Two-Tone Cloth)
523	Blue (Two-Tone Cloth)
533	Blue (Two-Tone Cloth)
543	Tan (Two-Tone Cloth)
553	Tan (Two-Tone Cloth)
563	Green (Two-Tone Cloth)
573	Green (Two-Tone Cloth)

Style 54-6237DX

60	Black (Cloth and White Leather)
61	Gray (Cloth and Leather)

Style 54-6237DX

TRIM CODE NO.	TRIM COLOR
63	Blue (Cloth and Leather)
65	Tan (Cloth and Leather)
67	Green (Cloth and Leather)
603	Gray (Cloth and Leather)
613	Gray (Cloth and Leather)
623	Blue (Cloth and Leather)
633	Blue (Cloth and Leather)
643	Tan (Cloth and Leather)
653	Tan (Cloth and Leather)
663	Green (Cloth and Leather)
673	Green (Cloth and Leather)

Style 54-6019X

70	Gray (Two-Tone Cloth)
71	Gray (Two-Tone Cloth)
72	Blue (Two-Tone Cloth)
73	Blue (Two-Tone Cloth)
74	Tan (Two-Tone Cloth)
75	Tan (Two-Tone Cloth)
76	Green (Two-Tone Cloth)
77	Green (Two-Tone Cloth)
78	Blue (Export cars - Leather)
79	Green (Export cars - Leather)
81	Gray (Two-Tone Cloth)
83	Blue (Two-Tone Cloth)
85	Tan (Two-Tone Cloth)
87	Green (Two-Tone Cloth)
723	Blue (Two-Tone Cloth)
773	Green (Two-Tone Cloth)
893	Green (Two-Tone Cloth)

Style 54-7523X,33X

90	Gray (Two-Tone Cloth)
91	Gray (Two-Tone Cloth)
92	Blue (Two-Tone Cloth)
93	Blue (Two-Tone Cloth)
94	Tan (Two-Tone Cloth)
95	Tan (Two-Tone Cloth)

COLOR COMBINATIONS—INTERIOR (Cont'd)
SERIES 54-60S, 62, 75

GROUP 33.0020 INSTRUMENT PANEL — GROUP 33.1060 INSTRUMENT PANEL DOOR

ALL 1954 SERIES

Top surface covered with imitation leather in colors to match interior. See Group 33.0003 for listings. Lower area painted in colors to match interior trim except style 54-6267SX which is furnished with Arrow Head Pattern Transfer.

SERIES 54-60S,62

TRIM COLOR	PANEL FACE UPPER AREA UNDER LEATHER COVER DARK TONE COLOR	MATCHING COLOR DUPONT	PANEL FACE LOWER AREA LIGHT TONE COLOR	MATCHING COLOR DUPONT
Gray (Cloth)	Cumulus Gray R & M L-22 A011	1893-H	Cirrus Gray R & M L-22 A002	1839
Blue (Cloth)	Princess Blue R & M L-22 B017	1894-H	Caprice Blue R & M L-22 B003	1847
Tan (Cloth)	Segovia Tan R & M L-22 N001	1895-H	Canyon Beige R & M L-22 N002	1290
Green (Cloth)	Briar Green R & M L-22 G003	1837-H	Cedar Green R & M L-22 G002	1848
Black Leather Style 54-6267X	Black R & M L-21-K400	246-2048	Cirrus Gray R & M L-22 A002	1839
Red Leather Style 54-6267X	Romany Red R & M L-21 M001	1342-H	Mandan Red R & M L-21 R001	1838-H
Blue or Blue w/White Leather Style 54-6267X	Princess Blue R & M L-22 B017	1894-H	Caprice Blue R & M L-22 B003	1847
Beige Leather Style 54-6267X	Segovia Brown R & M L-22 N001	1895-H	Driftwood R & M L-21 N001	1885
Black Cloth w/White Leather Style 54-6237DX	Black R & M L-21 K400	246-2048		
Heather Green or Green w/White Style 54-6267X	Briar Green R & M L-22 G003	1837-H	Cedar Green R & M L-22 G002	1848

SERIES 54-75

Gray (Cloth)	Cumulus Gray R & M L-22 A011	1893-H	Same as Upper (Cumulus Gray)
Blue (Cloth)	Princess Blue R & M L-22 B017	1894-H	Same as Upper (Princess Blue)
Tan (Cloth)	Segovia Brown R & M L-22 N001	1895-H	Same as Upper (Segovia Tan)
Black (Leather) Front compartment Style 54-7533X	Black R & M L-21 K400	246-2048	Same as Upper (Black)

COLOR COMBINATIONS—INTERIOR (Cont'd)

SERIES 54-60S, 62, 75

GROUP 38.2850 WINDSHIELD GARNISH MOLDINGS (COLORED TYPE)

GROUPS 31.3800, 31.3810 DOOR, 37.0930 QUARTER AND 37.1500 BACK WINDOW GARNISH MOLDINGS (COLORED TYPE) (FOR DOOR AND 1/4 WINDOW BELT PANELS SEE CHART ON NEXT PAGE)

TRIM COLOR	MOLDING COLOR	ENAMEL	MATCHING COLOR DUPONT
Gray (Cloth)	Cumulus Gray R & M, L-22 A011	R & M, E28-A-010	1893-H
Blue (Cloth)	Princess Blue R & M, L-22 B017	R & M, E28-B-016	1894-H
Tan (Cloth)	Segovia Brown R & M, L-22 N001	R & M, E28-N-001	1895-H
Green (Cloth)	Briar Green, R & M, L-22 G003	R & M, E28-G-001	1837-H
Black or Black and White (Cloth and Leather)	Black R & M, L-21 K400		246-2048
Yellow or Yellow and Black (Leather)	Black R & M, L-21 K400		246-2048
Red or Red and White (Leather)	Romany Red R & M, L-21 M001, Style 54-6267SX		1342-H
Red (Leather)	Romany Red R & M, L-21 M001, Style 54-6267X		1342-H
Blue or Blue and White (Leather)	Azure Blue R & M, L-21 B010, Style 54-6267SX		1896
Blue or Blue and White (Leather)	Princess Blue R & M, L-22 B017, Style 54-6267X.	R & M, E28-B-016	1894-H
Green or Green and White (Leather)	Briar Green R & M, L-22 G003	R & M, E28-G-001	1837-H
Beige (Leather)	Driftwood R & M, L-21 N001		1885

COLOR COMBINATIONS—INTERIOR (Cont'd)

SERIES 54-60S, 62, 75

GROUPS 31.3950, 31.3960 DOOR BELT PANELS AND GROUP 37.1050 QUARTER BELT PANELS - BELOW DOOR AND QUARTER WINDOW GARNISH MOLDING.

SERIES 54-60S-62 (LIGHT TONE) except style 54-6267SX

TRIM COLOR	FACE COLOR (LIGHT TONE)	MATCHING COLOR DUPONT
Gray (Cloth)	Cirrus Gray R & M, L-22 A002	1839
Blue (Cloth)	Caprice Blue R & M, L-22 B003	1847
Tan (Cloth)	Canyon Beige R & M, L-22 N002	1290
Green (Cloth)	Cedar Green R & M, L-22 G002	1848
Black or Black and White (Cloth or Leather)	Cirrus Gray R & M, L-22 A002	1839
Red (Leather)	Mandan Red R & M, L-21 R001	1838-H
Blue or Blue and White (Leather)	Caprice Blue R & M, L-22 B003	1847
Green or Green and White (Leather)	Cedar Green R & M, L-22 G002	1848
Beige (Leather)	Driftwood, R & M, L-21 N001	1885
All Trim Colors	Style 54-6267SX -Finished with transfer-Arrow Head (Diamond) Pattern	

SERIES 54-75 (DARK TONE)

TRIM COLOR	FACE COLOR	MATCHING COLOR DUPONT	INSERTS
Gray	Cumulus Gray, R & M, L-22 A011	1893-H	Transfer - gray Ostrich grain
Blue	Princess Blue R & M, L-22 B017	1894-H	Transfer - blue Ostrich grain
Tan	Segovia Brown R & M, L-22 N001	1895-H	Transfer - beige Ostrich grain
Front Compartment Style 54-7533X (Black, Tan or Gray trim)	Black R & M, L-21 K400	246-2048	

UPHOLSTERING CHART NO. 9 (Cont'd)
Series 54-60S,62,75

Trim Code	Description of Cushion and Back Rest Material	Part No. of Cushion and Back Rest Material	Description of Sidewall Material	Part No. of Sidewall Material	Description of Headlining Material	Part No. of Headlining Material
52	Light Blue Gabardine Cloth ...	770T154 4208819	Light Blue Gabardine Cloth....	772T154.. 4208827	Light Blue	
	Dark Blue Gabardine Cloth ...	771T154 4208824	Dark Blue Gabardine Cloth....	773T154.. 4208830	Cloth	649T154.. 4208833
	Series 54-6219,19X,37,37X					
53	Light Blue Pattern Cloth.....	645T154 4208820	Light Blue Gabardine Cloth....	772T154.. 4208827	Light Blue	
	Dark Blue Gabardine Cloth ...	771T154 4208824	Dark Blue Gabardine Cloth....	773T154.. 4208830	Cloth	649T154.. 4208833
54	Light Tan Gabardine Cloth ...	814T154 4212022	Light Tan Gabardine Cloth	816T154.. 4212024	Light Tan	
	Dark Tan Gabardine Cloth ...	815T154 4212023	Dark Tan Gabardine Cloth	817T154.. 4212025	Cloth	602T153.. 4197237
	Series 54-6219,19X,37,37X					
56	Light Green Gabardine Cloth...	774T154 4208821	Light Green Gabardine Cloth ..	776T154.. 4208828	Light Green	
	Dark Green Gabardine Cloth...	775T154 4208825	Dark Green Gabardine Cloth ..	777T154 .. 4208831	Cloth	655T154.. 4208834
	Series 54-6219,19X,37,37X					
57	Light Green Pattern Cloth ...	651T154 4208822	Light Green Gabardine Cloth...	776T154.. 4208828	Light Green	
	Dark Green Gabardine Cloth ...	775T154 4208825	Dark Green Gabardine Cloth...	777T154.. 4208831	Cloth	655T154.. 4208834
	Series 54-6219,19X,37,37X					
58	Light Blue Leather	176T1354 ... 4209119	Light Blue Gabardine Cloth....	772T154.. 4208827	Light Blue	
	Dark Blue Leather	173T1354 ... 4209117	Dark Blue Gabardine Cloth....	773T154.. 4208830	Cloth	649T154.. 4208833
	Series 54-6219,19X (Export)					
59	Light Green Leather	170T1354 ... 4209120	Light Green Gabardine Cloth ..	776T154.. 4208828	Light Green	
	Dark Green Leather	174T1354 ... 4209118	Dark Green Gabardine Cloth ..	777T154.. 4208831	Cloth	655T154.. 4208834
	Series 54-6219,19X (Export)					
60	Black Metallic Floral Pattern Cl.	656T154 4209115	Black Metallic Floral Pattern Cl.	656T154.. 4209115	White Imitation	
	White Leather	40T1353 4206049	Black Leather	44T1353.. 4208460	Leather	249T1254. 4209123
	Series 54-6237DX					
61	Lt. Gray (V & Crest) Pattern Cl.	621T154 4208767	Light Gray (V&Crest) Pattern Cl.	621T154 . 4208767	Light Gray	
	Dark Gray Leather	195T1354 ... 4209116	Light Gray Leather.....	9T1353.. 4206019	Imit. Leather..	253T1254. 4209124
	Series 54-6237DX					
63	Light Blue (V&Crest) Pattern Cl.	624T154 4208770	Light Blue (V&Crest) Pattern Cl.	624T154.. 4208770	Dark Blue	
	Dark Blue Leather	173T1354 4209117	Light Blue Leather	176T1354. 4209119	Imit. Leather..	196T1252. 4209125
	Series 54-6237DX					
65	Lt. Tan (V&Crest) Pattern Cl...	630T154 4208772	Lt. Tan (V&Crest) Pattern Cl...	630T154.. 4208772	Light Tan	
	Dark Brown Leather	5T1353 4206015	Light Tan Leather.....	10T1353.. 4206020	Imit. Leather..	384T1254. 4212021
	Series 54-6237DX					
67	Lt. Green (V&Crest) Pattern Cl..	633T154..... 4208775	Lt. Green (V&Crest) Pattern Cl.	633T154.. 4208775	Dark Green	
	Dark Green Leather.....	174T1354..... 4209118	Light Green Leather	170T1354.. 4209120	Imit. Leather..	92T1354.. 4209126
	Series 54-6237DX					
70	Light Gray Pattern Cloth	762T154..... 4208766	Lt. Gray Plain Broadcloth	272T151.. 4183518	Light Gray	
	Dark Gray Plain Broadcloth ...	347T152..... 4186137	Dark Gray Plain Broadcloth ...	348T152.. 4186138	Cloth.....	273T151.. 4183521
	Series 54-60S					
71	Light Gray Plain Broadcloth ...	268T151..... 4183514	Light Gray Plain Broadcloth...	272T151.. 4183518	Light Gray	
	Dark Gray Plain Broadcloth....	347T152..... 4186137	Dark Gray Plain Broadcloth ...	348T152.. 4186138	Cloth.....	273T151.. 4183521
	Series 54-60S					
72	Light Blue Pattern Cloth.....	763T154..... 4208768	Lt. Blue Plain Broadcloth	626T154.. 4208778	Light Blue	
	Dark Blue Plain Broadcloth....	625T154..... 4208776	Dark Blue Plain Broadcloth ...	627T154.. 4208780	Cloth.....	628T154.. 4208782
	Series 54-60S					
73	Light Blue Plain Broadcloth ...	623T154..... 4208769	Light Blue Plain Broadcloth...	626T154.. 4208778	Light Blue	
	Dark Blue Plain Broadcloth....	625T154..... 4208776	Dark Blue Plain Broadcloth ...	627T154.. 4208780	Cloth.....	628T154.. 4208782
	Series 54-60S					
74	Light Tan Pattern Cloth	764T154..... 4208771	Light Tan Plain Broadcloth ...	282T151.. 4183534	Light Tan	
	Dark Tan Plain Broadcloth	355T152..... 4186149	Dark Tan Plain Broadcloth....	356T152.. 4186150	Cloth.....	283T151.. 4183538
	Series 54-60S					
75	Light Tan Plain Broadcloth	278T151..... 4183531	Light Tan Plain Broadcloth....	282T151.. 4183534	Light Tan	
	Dark Tan Plain Broadcloth	355T152..... 4186149	Dark Tan Plain Broadcloth....	356T152.. 4186150	Cloth.....	283T151.. 4183538
	Series 54-60S					

UPHOLSTERY CHART NO. 9
Series 54-60S,62,75

Always use trim (upholstery) chart when ordering yardage upholstery. Suggested list prices on trim material are shown on pages immediately following upholstery charts in group 34.0000. When ordering specify group numbers shown in price list.

Trim Code	Description of Cushion and Back Rest Material	Part No. of Cushion and Back Rest Material	Description of Sidewall Material	Part No. of Sidewall Material	Description of Headlining Material	Part No. of Headlining Material
30	Black Leather White Leather Series 54-6267SX	44T1353. . . . . 4208460 40T1353. 4206049	Black Leather White Leather	44T1353. . 4208460 40T1353. . 4206049		
31	Black Leather Series 54-6267SX	44T1353. 4208460	Black Leather	44T1353. . 4208460		
32	Blue Leather White Leather Series 54-6267SX	42T1353. . . . . 4208458 40T1353. 4206049	Blue Leather White Leather	42T1353. . 4208458 40T1353. . 4206049		
33	Blue Leather Series 54-6267SX	42T1353. 4208458	Blue Leather	42T1353. . 4208458		
34	Black Leather Yellow Leather Series 54-6267SX	44T1353. . . . . 4208460 178T1354. 4209339	Black Leather Yellow Leather	44T1353. . 4208460 178T1354. . 4209339		
35	Yellow Leather Series 54-6267SX	178T1354. 4209339	Yellow Leather	178T1354. . 4209339		
38	Red Leather White Leather Series 54-6267SX	43T1353. . . . . 4208459 40T1353. 4206049	Red Leather White Leather	43T1353. . 4208459 40T1353. . 4206049		
39	Red Leather Series 54-6267SX	43T1353. 4208459	Red Leather	43T1353. . 4208459		
41	Black, Leather 54-6267X	44T1353. 4208460	Black Leather	44T1353. . 4208460		
42	Light Blue Leather White Leather 54-6267X	176T1354. . . . 4209119 40T1353. . . . 4206049	Light Blue Leather	176T1354. . 4209119		
43	Dark Blue Leather Light Blue Leather 54-6267X	173T1354. . . . . 4209117 176T1354. 4209119	Dark Blue Leather	173T1354. . 4209117		
45	Beige Leather 54-6267X	187T1354. 4209397	Beige Leather	187T1354. . 4209397		
46	Light Green Leather White Leather 54-6267X	170T1354. . . . . 4209120 40T1353. 4206049	Light Green Leather	170T1354. . 4209120		
47	Dark Green Leather Light Green Leather 54-6267X	174T1354. . . . . 4209118 170T1354. 4209120	Dark Green Leather	174T1354. . 4209118		
49	Red Leather 54-6267X	175T1354. 4209336	Red Leather	175T1354. . 4209336		
50	Light Gray Gabardine Cloth Dark Gray Gabardine Cloth Series 54-6219,19X,37,37X	766T154. . . . . 4208817 767T154. 4208823	Light Gray Gabardine Cloth Dark Gray Gabardine Cloth	768T154. . 4208826 769T154. . 4208829	Light Gray Cloth	643T154. . 4208832
51	Light Gray Pattern Cloth Dark Gray Gabardine Cloth Series 54-6219,19X,37,37X	639T154. . . . . 4208818 767T154. 4208823	Light Gray Gabardine Cloth Dark Gray Gabardine Cloth	768T154. . 4208826 769T154. . 4208829	Light Gray Cloth	643T154. . 4208832

UPHOLSTERING CHART NO. 9 (Cont'd)
Series 54-60S,62,75

Trim Code	Description of Cushion and Back Rest Material	Part No. of Cushion and Back Rest Material	Description of Sidewall Material	Part No. of Sidewall Material	Description of Headlining Material	Part No. of Headlining Material
76	Light Green Pattern Cloth	765T154..... 4208773	Light Green Plain Broadcloth ..	635T154.. 4208779	Light Green	
	Dark Green Plain Broadcloth...	634T154..... 4208777	Dark Green Plain Broadcloth ..	636T154.. 4208781	Cloth.....	637T154.. 4208783
	Series 54-60S					
77	Light Green Plain Broadcloth ..	632T154..... 4208774	Light Green Plain Broadcloth ..	635T154.. 4208779	Light Green	
	Dark Green Plain Broadcloth...	634T154..... 4208777	Dark Green Plain Broadcloth ..	636T154.. 4208781	Cloth.....	637T154.. 4208783
	Series 54-60S					
78	Light Blue Leather	176T1354..... 4209119	Light Blue Plain Broadcloth ..	626T154.. 4208778	Light Blue	
	Dark Blue Leather	173T1354..... 4209117	Dark Blue Plain Broadcloth ...	627T154.. 4208780	Cloth.....	628T154.. 4208782
	Series 54-60S (Export)					
79	Light Green Leather	170T1354..... 4209120	Light Green Plain Broadcloth ..	635T154.. 4208779	Light Green	
	Dark Green Leather.....	174T1354..... 4209118	Dark Green Plain Broadcloth ..	636T154.. 4208781	Cloth.....	637T154.. 4208783
	Series 54-60S (Export)					
81	Light Gray(V&Crest) Pattern Cl..	621T154..... 4208767	Light Gray Plain Broadcloth...	272T151.. 4183518	Light Gray	
	Dark Gray Plain Broadcloth ...	347T154..... 4186137	Dark Gray Plain Broadcloth ...	348T152.. 4186138	Cloth.....	273T151.. 4183521
	Series 54-60S					
83	Light Blue (V&Crest) Pattern Cl..	624T154..... 4208770	Light Blue Plain Broadcloth ...	626T154.. 4208778	Light Blue	
	Dark Blue Plain Broadcloth ...	625T154..... 4208776	Dark Blue Plain Broadcloth ...	627T154.. 4208780	Cloth.....	628T154.. 4208782
	Series 54-60S					
85	Light Tan (V&Crest) Pattern Cl..	630T154..... 4208772	Light Tan Plain Broadcloth ...	282T151.. 4183534	Light Tan	
	Dark Tan Plain Broadcloth	355T152..... 4186149	Dark Tan Plain Broadcloth....	356T152.. 4186150	Cloth.....	283T151.. 4183538
	Series 54-60S					
87	Light Green (V&Crest) Pattern Cl.	633T154..... 4208775	Light Green Plain Broadcloth ..	635T154.. 4208779	Light Green	
	Dark Green Plain Broadcloth...	634T154..... 4208777	Dark Green Plain Broadcloth ..	636T154.. 4208781	Cloth.....	637T154.. 4208783
	Series 54-60S					
90	Light Gray Bedford Cord.....	512T153..... 4191626	Light Gray Plain Broadcloth...	268T151.. 4183514	Light Gray	
	Light Gray Plain Broadcloth ...	268T151..... 4183514	Dark Gray Plain Broadcloth ...	347T152.. 4186137	Cloth.....	273T151.. 4183521
	54-75					
91	Light Gray Plain Broadcloth ...	268T151..... 4183514	Light Gray Plain Broadcloth...	268T151.. 4183514	Light Gray	
	Light Gray Plain Broadcloth ...	268T151..... 4183514	Dark Gray Plain Broadcloth ...	347T152.. 4186137	Cloth.....	273T151.. 4183521
	54-75					
92	Light Blue Bedford Cord.....	663T154..... 4209483	Light Blue Plain Broadcloth ...	623T154.. 4208769	Light Blue	
	Light Blue Plain Broadcloth ...	623T154..... 4208769	Dark Blue Plain Broadcloth ...	625T154.. 4208776	Cloth.....	628T154.. 4208782
	54-75					
93	Light Blue Plain Broadcloth ...	623T154..... 4208769	Light Blue Plain Broadcloth ...	623T154.. 4208769	Light Blue	
	Light Blue Plain Broadcloth ...	623T154..... 4208769	Dark Blue Plain Broadcloth ...	625T154 . 4208776	Cloth.....	628T154.. 4208782
	54-75					
94	Light Tan Bedford Cord	514T153..... 4191628	Light Tan Plain Broadcloth ...	278T151.. 4183531	Light Tan	
	Light Tan Plain Broadcloth	278T151..... 4183531	Dark Tan Plain Broadcloth ...	355T152.. 4186149	Cloth.....	283T151.. 4183538
	54-75					
95	Light Tan Plain Broadcloth	278T151..... 4183531	Light Tan Plain Broadcloth ...	278T151.. 4183531	Light Tan	
	Light Tan Plain Broadcloth	278T151..... 4183531	Dark Tan Plain Broadcloth ...	355T152.. 4186149	Cloth.....	283T151.. 4183538
	54-75					
503	Light Gray Bedford Cord.....	525T153..... 4191532	Light Gray Plain Broadcloth ..	327T152.. 4186085	Light Gray	
	Dark Gray Plain Broadcloth ...	326T152..... 4186081	Dark Gray Plain Broadcloth ..	325T152.. 4186089	Cloth.....	600T153.. 4197235
	Series 54-6219,19X,37,37X					

UPHOLSTERING CHART NO. 9 (Cont'd)
Series 54-60S,62,75

Trim Code	Description of Cushion and Back Rest Material	Part No. of Cushion and Back Rest Material	Description of Sidewall Material	Part No. of Sidewall Material	Description of Headlining Material	Part No. of Headlining Material
513	Light Gray Figured Cloth Dark Gray Plain Broadcloth Series 54-6219,19X,37,37X	526T153 4191533 326T152 4186081	Light Gray Plain Broadcloth Dark Gray Plain Broadcloth	327T152 4186085 328T152 4186089	Light Gray Cloth	600T153 4197235
523	Light Blue Bedford Cord Dark Blue Plain Broadcloth Series 54-6219,19X,37,37X	527T153 4191534 332T152 4186082	Light Blue Plain Broadcloth Dark Blue Plain Broadcloth	333T152 4186086 334T152 4186090	Light Blue Cloth	601T153 4197236
533	Light Blue Figured Cloth Dark Blue Plain Broadcloth Series 54-6219,19X,37,37X	528T153 4191535 332T152 4186082	Light Blue Plain Broadcloth Dark Blue Plain Broadcloth	333T152 4186086 334T152 4186090	Light Blue Cloth	601T153 4197236
543	Light Tan Bedford Cord Dark Tan Plain Broadcloth Series 54-6219,19X,37,37X	529T153 4191536 337T152 4186083	Light Tan Plain Broadcloth Dark Tan Plain Broadcloth	338T152 4186087 339T152 4186091	Light Tan Cloth	602T153 4197237
553	Light Tan Figured Cloth Dark Tan Plain Broadcloth Series 54-6219,19X,37,37X	530T153 4191537 337T152 4186083	Light Tan Plain Broadcloth Dark Tan Plain Broadcloth	338T152 4186087 339T152 4186091	Light Tan Cloth	602T153 4197237
563	Light Green Bedford Cord Dark Green Plain Broadcloth Series 54-6219,19X,37,37X	531T153 4191538 343T152 4186084	Light Green Plain Broadcloth Dark Green Plain Broadcloth	344T152 4186088 345T152 4186092	Light Green Cloth	603T153 4197238
573	Light Green Figured Cloth Dark Green Plain Broadcloth Series 54-6219,19X,37,37X	532T153 4191539 343T152 4186084	Light Green Plain Broadcloth Dark Green Plain Broadcloth	344T152 4186088 345T152 4186092	Light Green Cloth	603T153 4197238
603	Light Gray Pattern Cloth Dark Gray Leather Series 54-6237DX	516T153 4191788 16T1353 4206025	Light Gray Pattern Cloth Light Gray Leather	516T153 4191788 20T1353 4206029	Light Gray Imit. Leather	641T1253 4191784
613	Light Gray Pattern Cloth Dark Gray Leather Series 54-6237DX	520T153 4197031 16T1353 4206025	Light Gray Pattern Cloth Light Gray Leather	520T153 4197031 20T1353 4206029	Light Gray Imit. Leather	641T1252 4191784
623	Light Blue Pattern Cloth Dark Blue Leather Series 54-6237DX	517T153 4191789 7T1353 4206017	Light Blue Pattern Cloth Light Blue Leather	517T153 4191789 17T1353 4206026	Dark Blue Imit. Leather	571T1252 4189895
643	Light Tan Pattern Cloth Brown Leather Series 54-6237DX	518T153 4191790 5T1353 4206015	Light Tan Pattern Cloth Tan Leather	518T153 4191790 18T1353 4206027	Brown Imit. Leather	577T1252 4189896
653	Light Tan Pattern Cloth Brown Leather Series 54-6237DX	522T153 4197033 5T1353 4206015	Light Tan Pattern Cloth Tan Leather	522T153 4197033 18T1353 4206027	Brown Imit. Leather	577T1252 4189896
663	Light Green Pattern Cloth Dark Green Leather Series 54-6237DX	519T153 4191791 6T1353 4206016	Light Green Pattern Cloth Light Green Leather	519T153 4191791 19T1353 4206028	Dark Green Imit. Leather	574T1252 4189894
723	Light Blue Bedford Cord Dark Blue Plain Broadcloth Series 54-60S	513T153 4191627 351T152 4186143	Light Blue Plain Broadcloth Dark Blue Plain Broadcloth	352T152 4186144 353T152 4186145	Light Blue Cloth	354T152 4186146
773	Light Green Plain Broadcloth Dark Green Plain Broadcloth Series 54-60S	358T152 4186154 359T152 4186155	Light Green Plain Broadcloth Dark Green Plain Broadcloth	360T152 4186156 361T152 4186157	Light Green Cloth	362T152 4186158
893	Light Green Pattern Cloth Dark Green Plain Broadcloth Series 54-60S	523T153 4197034 359T152 4186155	Light Green Plain Broadcloth Dark Green Plain Broadcloth	360T152 4186156 361T152 4186157	Light Green Cloth	362T152 4186158

CADILLAC MOTOR CAR DIVISION

GENERAL MOTORS CORPORATION

Detroit 32, Michigan

JANUARY 11, 1954

Listed below are suggested advertised delivered prices at Detroit, Michigan, for each body style as well as charges for optional equipment & accessories.

1954 Series	Body Style	SUGGESTED ADVERTISED DELIVERED PRICE AT DETROIT	1954 Series	Body Style	SUGGESTED ADVERTISED DELIVERED PRICE AT DETROIT
"62"	Coupe	$ 3,837.77	"60"	Sedan	$ 4,683.32
"62"	Sedan	3,932.70	"62"	Eldorado	5,738.00
"62"	Coupe de Ville	4,261.01	"75"	8-Sedan	5,874.78
"62"	Convertible	4,404.31	"75"	8-Imperial	6,090.17

FACTORY INSTALLED OPTIONAL EQUIPMENT & ACCESSORIES###

Description	SUGGESTED INSTALLED PRICE	Description	SUGGESTED INSTALLED PRICE
Air Conditioner	$ 619.55**	Radio - Signal Seeking, Pre-Selector, Antenna without Rear Speaker (Convertible Only)	$ 120.70*
Automatic Headlamp Control	48.20	Radio - Signal Seeking, Pre-Selector, Antenna, Rear Speaker, Remote Control (Series 75)	214.00
Door Guards - Sedan (4 Doors)	6.95#	Seat Adjuster - Horizontal, and Electric Window Controls (Series 62 Coupe & Sedan)	124.35
Door Guards - Coupe (2 Doors)	3.95#	Seat Adjuster - Vertical (Series 62 & 60)	53.55##*
E-Z-Eye Glass	45.55	Wheels - Chrome Wire (5) (Series 62 & 60)	325.00*
Fog Lamps - Pair	36.90*	White Side Walls (5) 8:20 x 15 (4 Ply) (Series 62 & 60)	49.10*
Heating System (Series 62 & 60)	128.85*	White Side Walls (5) 8:20 x 15 (6 Ply) (Series 75)	52.05
Heating System (Series 75)	179.00		
License Plate Frame	7.50*		
Power Brakes	47.70*		
Radio - Signal Seeking, Pre-Selector, Antenna & Rear Speaker (Series 62 & 60)	131.95**		

* Standard equipment on Eldorado
** All series except Eldorado and Convertible
\# All series except Eldorado and Series 75
Available only when seat adjuster, horizontal and electric windows are installed
The retail purchaser has the right to buy any car without being required to purchase any optional equipment or accessories.

ALL PRICES, OPTIONAL EQUIPMENT, ACCESSORIES AND STYLES SUBJECT TO CHANCE WITHOUT NOTICE.
STATE AND LOCAL TAXES SHOULD BE ADDED TO ALL PRICES.

1954 Cadillac

FACTORY INSTALLED ACCESSORY GROUPS

GROUP A..... $_____
White Sidewall Tires $_____ CONVERTIBLE
Radio • Heater $_____ SERIES 75
License Frame (1)

GROUP B..... $_____
White Sidewall Tires $_____ CONVERTIBLE
Radio • Heater $_____ SERIES 75
License Frames (2)

GROUP C..... $_____
Heater • Radio $_____ CONVERTIBLE
$_____ SERIES 75

GROUP 2..... $_____
Power Brakes • E-Z-Eye Glass
Dor-Gards (4)* • Fog Lamps
Autronic-Eye • Air Conditioner
(with ducts) • 3.36 to 1
Rear Axle Ratio

GROUP 3..... $_____
Power Brakes • E-Z-Eye Glass
Dor-Gards (4)* • Fog Lamps
Autronic-Eye • Air Conditioner
(no ducts) • 3.36 to 1
Rear Axle Ratio

GROUP 4..... $_____
Power Brakes • E-Z-Eye Glass
Dor-Gards (4)* • Fog Lamps
Autronic-Eye • 3.36 to 1
Rear Axle Ratio

GROUP 5..... $_____
Power Brakes • E-Z-Eye Glass
Dor-Gards (4)* • Fog Lamps
Autronic-Eye

GROUP 6..... $_____
Power Brakes • E-Z-Eye Glass
Dor-Gards (4)* • Fog Lamps
3.36 to 1 Rear Axle Ratio

GROUP 7..... $_____
Power Brakes • E-Z-Eye Glass
Dor-Gards (4)* • Fog Lamps

GROUP 8..... $_____
Power Brakes • E-Z-Eye Glass
3.36 to 1 Rear Axle Ratio

GROUP 9..... $_____
Power Brakes • E-Z-Eye Glass

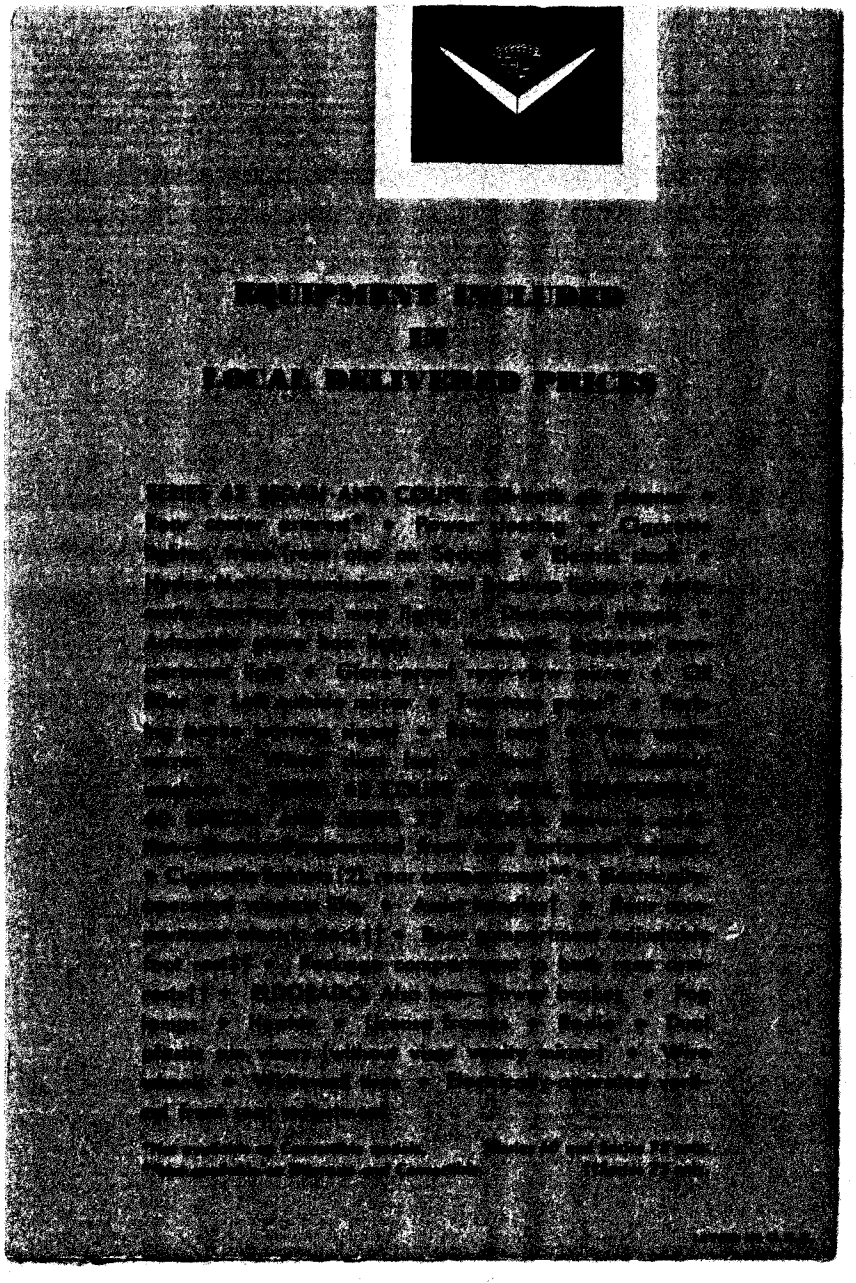
For Series 75 models use only Groups A, B, C and/or 9 as Dor-Gards are not available.
*On all coupe models deduct difference for two less Dor-Gards.

INDIVIDUAL ACCESSORIES AND OPTIONAL EQUIPMENT

Air Conditioner..... $_____
Autronic-Eye—Automatic Headlamp Control..... _____
Blue Coral Treatment..... _____
"Cushion Topper"—Seat Cushion Cover..... _____
Dor-Gards—Door Edge Molding (4)..... _____
Dor-Gards—Door Edge Molding (2)..... _____
E-Z-Eye Glass..... _____
Floor Mat—Rubber..... _____
Fog Lamps..... _____
Heating System—Series 60S, 62..... _____
Heating System—Series 75..... _____
License Frame (s)..... _____
Mirror—Outside Rear-View, Right Hand..... _____
Monogram—Fleetwood Robe..... _____
Power Brakes..... _____
Radio—Signal Seeking Pre-Selector (Incl. Antenna)..... _____
Radio—Signal Seeking Pre-Selector Convertible (Incl. Antenna)..... _____

Radio—Rear Compartment Remote Control Series 75 (Incl. Antenna)..... $_____
Radio Foot Control Switch..... _____
Robe—Fleetwood—Lined with Alpaca..... _____
Robe—Fleetwood—Lined with Crushed Silk Plush..... _____
Robe—Fleetwood—Double Broadcloth..... _____
Seat Adjuster—Vertical..... _____
Seat Covers—Twill Fabrics..... _____
Seat Covers—Tartan Plaid..... _____
Seat Covers—Nylon..... _____
Seat Covers—Plastic Gold "N" Gray..... _____
Seat Covers—Plastic Shadow Stripe..... _____
Solvent—Windshield Washer..... _____
Spotlight—Left Hand..... _____
Window Controls—Automatic with Horizontal Seat Adjuster..... _____
Wire Wheels..... _____
_____..... _____
_____..... _____

The Vertical Seat Adjuster is not available on the Series 75. It is available on the 62 Sedan or Coupe only when equipped with Electric Window Controls and Horizontal Seat Adjuster



AUTOMOBILE MANUFACTURERS ASSOCIATION
CONSOLIDATED SPECIFICATION QUESTIONNAIRE

MAKE OF CAR: CADILLAC

COMPANY: CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION
2860 CLARK AVENUE
DETROIT 32, MICHIGAN

MODEL YEAR: 1954 **DATE** 12-20-53

REVISED 3-1-54

MODEL NAME	SYMBOL
SEDAN	6219
COUPE	6237
COUPE DeVILLE	62370
COUPE CONV.	6267
ELDORADO	6267S
SEDAN	6019
SEDAN	7523
SEDAN IMP.	7533

TABLE OF CONTENTS

NOTES: 1. The specifications set forth herein are those in effect at the date of compilation and are subject to change without notice.
2. All specifications are standard for the models under which they are listed unless otherwise indicated.
3. All dimensions are nominal engineering dimensions unless otherwise indicated.
4. Unless otherwise indicated, specifications apply to 5 or 6 passenger, 4-door sedan or equivalent.

GENERAL SPECIFICATIONS

Model		6219	6237	62370	6267 & 6267S	6019	75
Wheelbase		129				133	149.8
Tread	Front	60					
	Rear	63.1					
Maximum Overall Dimensions	Length (L-103)	216.4	223.4			227.4	237.1
	Width (W-103)	80					
	Height (H-101)	62.1	59.7		60.1	62.1	63.9
Steering ratio—overall x		21.3:1					
Turning diameter (curb to curb)		45				46.3	52.7
Shipping weight* x		4330	4347	4409	4598 4809	4490	5031 5093
Transmission—(Specify standard, optional, not avail.)	Conventional	NA					
	Overdrive	NA					
	Automatic	STANDARD					
Axle ratio	Conventional	NA					
	Overdrive	NA					
	Automatic	3.07:1 **					3.77:1
Tire size		8.00 x 15 - 4 PLY RATING - BLACK ***					8.20 x 15-6 P
Engine	Type	90° - V					
	No. of cylinders	8					
	Valve arrangement	OVERHEAD					
	Bore and stroke	3.8125 x 3.625					
	Piston displacement, cu. in.	331					
	Standard compression ratio	8.25:1					
	Maximum bhp at engine rpm	230 @ 4600					
	Maximum torque at rpm	330 @ 2800					

*Standard car weight, not including gas and water. ** 3.36 OPT.
*** 62-60 SERIES = 8.20 x 15 WHITE WALLS OPTIONAL. STD. ON 6267 S.
x - REVISED

AMA Consolidated Specification Questionnaire

MAKE OF CAR CADILLAC **MODEL YEAR** 1954

MODEL			ALL

ENGINE—GENERAL

Type	V, In-line, other		V
	Angle of V		90°
No. of cylinders			8
Valve arrangement			OVERHEAD
Bore and stroke			3.8125 x 3.625
Piston displacement, cu. in.			331
Numbering system (front to rear)	L. Bank		1-3-5-7
	R. Bank		2-4-6-8
Firing order			1-8-4-3-6-5-7-2
Compression ratio	Standard Head		8.25:1
	Optional Head		NONE
Cylinders	Head Material	Standard	CAST IRON
		Optional	NONE
	Sleeve—Wet, dry, other, none		NONE
Number of mounting points		Front	TWO
		Rear	ONE
Taxable horsepower	$\frac{(\text{Dia.}^2 \times \text{No. Cyl.})}{2.5}$		46.5
Advertised max. brake horsepower at engine RPM*	Standard head		230 @ 4400
	Optional head		NONE
	With fuel (Octane and method)	Standard Head	93 RESEARCH
		Optional Head	NONE
Max. torque (lb. ft. @ RPM)	Standard head		330 @ 2700
	Optional head		NONE
Recommended idle speed (neutral)			400 RPM (DRIVE RANGE)

ENGINE—PISTONS

Material			ALUMINUM ALLOY
Description and finish			T SLOT - CAM GROUND - STANNATE COATED
Weight (piston only) oz.			19.680
Clearance	Top land		.0265 - .0295
	Skirt	Top	.0009
		Bottom	-.0007
Ring groove depth	No. 1 ring		.187
	No. 2 ring		.187
	No. 3 ring		.190
	No. 4 ring		NONE

*Corrected as defined by SAE Engine Test Code, with the following standard power consuming accessories: GENERATOR, WATER PUMP, MANIFOLD, FUEL PUMP, MANUAL SPARK ADVANCE, AND MANIFOLD HEAT OFF.

X EXPORT 7.1:1

AMA Consolidated Specification Questionnaire

MAKE OF CAR CADILLAC **MODEL YEAR** 1954

MODEL	ALL

ENGINE—RINGS

Type (top to bottom)	No. 1 oil or comp.	COMP.
	No. 2 oil or comp.	COMP.
	No. 3 oil or comp.	OIL
	No. 4 oil or comp.	NONE
No. rings above piston pin		3
Compression	Material	STEEL NO. 1 CAST IRON No. 2
	Coating	CHROME PLATED NO. 1 LUBRITED NO. 2
	Width	.0781
	Gap	.010 - .020
	Maximum wall thickness	.165 STEEL .184 CAST IRON
Oil	Material	CAST IRON
	Coating	LUBRITE
	Width	.1875
	Gap	.010 - .020
	Maximum wall thickness	.150
Location of expanders		NONE

ENGINE—PISTON PINS

Material			1045 STEEL
Length			3.093
Diameter			1.00"
Type	Locked in rod, in piston, floating, etc.		LOCKED IN ROD
	Bushing	In rod or piston	NONE
		Material	NONE
Clearance	In piston		.00005 - .0001"
	In rod		0
Direction offset in piston			1/16 TOWARD MAX. THRUST SIDE

ENGINE—CONNECTING RODS

Material		1041 STEEL
Weight (oz.)		23.49
Length (center to center)		6.625
Bearing	Material	MORAINE 400 (MORAINE DUREX OPTIONAL)
	Type (cast-in or removable)	REMOVABLE
	Effective length	.8909 - .9009
	Clearance	.0005 - .0020
	End play	.008 - .014 (TOTAL TWO RODS)

ENGINE—CRANKSHAFT

Material	1145 STEEL
Weight (lb.)	61.5

AMA Consolidated Specification Questionnaire

MAKE OF CAR CADILLAC MODEL YEAR 1954

ALL

MODEL

ENGINE—CRANKSHAFT (cont.)

Vibration damper type			RUBBER ABSORPTION
End thrust taken by bearing (No.)			REAR MAIN
Crankshaft end play			.001 - .005
Main bearing	Material		MORAINE DUREX
	Type (cast-in or removable)		REMOVABLE
	Clearance		.0008 - .0025
	Journal dia. and bearing effective length	No. 1	2.5 x .907
		No. 2	"
		No. 3	"
		No. 4	"
		No. 5	2.5 x 1.622
		No. 6	NONE
		No. 7	NONE
	Direction offset from cyl. bore		NONE - SEE PISTON
Connecting rod crankpin journal diameter			2.25

ENGINE—CAMSHAFT

Material			GM 120 M CAST IRON
Bearings	Material		STEEL BACKED BABBITT
	Number		5
Type of drive	Gear or chain		CHAIN
	Crankshaft gear or sprocket material		1118 OR 1115 STEEL
	Camshaft gear or sprocket material		1115 STEEL
	Timing chain	Make	LINK BELT
		No. of links	46
		Width	.6875
		Pitch	.500

ENGINE—VALVE SYSTEM

Hydraulic lifters (yes, no)		YES
Special provision for valve rotation (intake, exhaust)		NO
Rocker ratio		1.5:1
Operating tappet clearance (indicate hot or cold)	Intake	AUTOMATIC
	Exhaust	"
Tappet clearance for timing	Intake	--
	Exhaust	--
Timing marks on fly-wheel, damper, other		VIBRATION DAMPER

AMA Consolidated Specification Questionnaire

MAKE OF CAR CADILLAC **MODEL YEAR** 1954

MODEL ALL

ENGINE—VALVE SYSTEM (cont.)

Timing	Intake	Opens (°BTC)	WITHOUT RAMP 22°
		Closes (°ABC)	" " 67
	Exhaust	Opens (°BBC)	" " 63
		Closes (°ATC)	" " 27
Intake	Material		3140 STEEL (RICH) (EATON) 8645
	Overall length		4.628 - 4.648 4.628 - 4.653
	Actual overall head dia.		1.750
	Angle of seat		44°
	Seat insert material		NONE
	Stem diameter		.3415 - .3425
	Stem to guide clearance		.0005 - .0025
	Lift		.365
	Outer spring press. and length	Valve closed (lb. @ in.)	61-1.696"
		Valve open (lb. @ in.)	140 - 1.326
	Inner spring press. and length	Valve closed (lb. @ in.)	NONE
		Valve open (lb. @ in.)	--
Exhaust	Material		81940 (EATON) AND (RICH) HEAD-N82120 STEM - 8729
	Overall length		4 21/32
	Actual overall head dia.		1.562
	Angle of seat		44°
	Seat insert material		NONE
	Stem diameter		.3415 - .3420
	Stem to guide clearance		.001 - .0025
	Lift		.365
	Outer spring press. and length	Valve closed (lb. @ in.)	61 - 1.696
		Valve open (lb. @ in.)	140 - 1.326
	Inner spring press. and length	Valve closed (lb. @ in.)	NONE
		Valve open (lb. @ in.)	--

ENGINE—LUBRICATION SYSTEM

Type of lubrication (splash, pressure, nozzle)	Main bearings	PRESSURE
	Connecting rods	"
	Piston pins	SPLASH
	Camshaft bearings	PRESSURE
	Tappets	"
	Timing gear or chain	METERED CENTRIFUGAL FLOW
	Cylinder walls	INTERMITTENT JET

AMA Consolidated Specification Questionnaire

AKE OF CAR CADILLAC MODEL YEAR 1954

MODEL	ALL

ENGINE—LUBRICATION SYSTEM (cont.)

Oil pump type	GEAR
Normal oil pressure (lb. @ rpm)	30-35 @ 30 MPH
Oil pressure gage type (electric or mechanical)	ELECTRIC TELL TALE
Type oil intake (floating, stationary)	FLOATING
Oil filter type (full flow, partial flow)	PARTIAL FLOW
Capacity of crankcase, less filter—refill (qt.)	5
Oil grade recommended (SAE viscosity and temperature range)	+32°F. 20W OR SAE 20 +10°F. 20W -10°F. 10W BELOW -10°F. 5W
Oil type recommended	FOR SERVICE MS OR DG

ENGINE—FUEL SYSTEM

Recommended	Standard head		PREMIUM
Fuel	Optional head		NONE
Fuel Tank	Capacity (gals.)		20
	Filler Location		LEFT HAND TAIL LAMP
Fuel Filter	Type		A.C.
	Location		RIGHT HAND FRONT OF ENGINE
Fuel pump	Type (elec. or mech.)		MECHANICAL
	Location		TOP RIGHT FRONT
	Pressure range		4 P.S.I. TO 5.25 P.S.I. @ 1800 RPM
	Vacuum booster (std., optl., none)		STD. (ON OIL PUMP)
Carburetor	Make		CARTER AND ROCHESTER PRODUCTS
	Model number		W.C.F.B. 2109-S 4-GC
	Number used		1
	Type	Downdraft, side inlet, other	DOWN DRAFT - TOP INLET
		Single or dual	4 BARREL
	Intake manifold heat control (manual, auto., none)		AUTOMATIC
	Automatic choke type (integral, other)		INTEGRAL
	Air cleaner type	Standard	AC OIL BATH
		Optional	NONE

ENGINE—EXHAUST SYSTEM

Type (single, single with cross-over, dual, other)		DUAL
Muffler type (rev. flow, str. thru, sep.resonator)		REVERSE FLOW MUFFLERS AND STRAIGHT THRU RESONATORS
Exhaust pipe dia.	Branch	--
	Main	2"
Tail pipe diameter		1.75"

AMA Consolidated Specification Questionnaire

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MAKE OF CAR CADILLAC **MODEL YEAR** 1954

MODEL			60-62	75
ENGINE—COOLING SYSTEM				
Type (pressure system, atmospheric, other)			PRESSURE	
Radiator cap relief valve press.			12-15 LBS.	
Circulation thermostat	Type (choke, bypass)		CHOKE	
	Starts to open at		163° - 168°	
Water pump	Type (centrifugal, other)		CENTRIFUGAL - DUAL OUTLET	
	Number of pumps		1	
	Drive (V-belt, other)		V-BELT	
	Bearing type		DOUBLE ROW BALL BEARING	
By-pass recirculation type (internal, external)			INTERNAL	
Radiator core type (cellular, tube and fin)			TUBE & CENTER	
Cooling system capacity	With heater (qt.)		22.00	24.50
	Without heater (qt.)		19.75	19.75
Water jackets full length of cylinder (yes, no)			YES	
Water all around cylinder (yes, no)			YES	
Radiator hose	Lower	Number and type (molded, straight)	1 - MOLDED	
		Inside diameter and length	1 3/4 x 8 7/16	
	Upper	Number and type (molded, straight)	1 - MOLDED	
		Inside diameter and length	1 3/4 x 8 7/16	
	By-pass	Number and type (molded, straight)	NONE	
		Inside diameter and length	NONE	
Drive belts	Fan	Number used	1	
		Angle of V	40°	
		Outside length	57"	
		Width	.380	
	Generator	Angle of V	SAME AS FAN	
		Outside length	" " "	
		Width	" " "	
Fan	Number of blades and spacing		4 @ 76°	(2 AT) 92° 30' (2 AT) 65° (1 AT) 45°
	Diameter		18	18 1/2
	Ratio—fan to crankshaft revolutions		.95-1	
	Bearing type		NONE	

*POWER STEERING BELT - 40° V 57" OUTSIDE LENGTH .380 WIDTH

AMA Consolidated Specification Questionnaire

MAKE OF CAR CADILLAC **MODEL YEAR** 1954

MODEL	ALL

ELECTRICAL—SUPPLY SYSTEM

Battery	Make and Model		DELCO REMY
	Voltage Rtg. & Plates/cell		3EM 60W
	SAE Designation & Amp Hr. Rtg		55 AMP. HR. @ 20 HOURS
	Location		UNDER HOOD ON TRAY ATTACHED TO RIGHT FRONT DASH TO FRAME BRACKET
	Terminal grounded		NEGATIVE
Generator	Make		DELCO REMY
	Model		1102002
	Type		12 VOLT
	Ratio—Gen. to Cr/s rev.		2.15:1
Regulator	Make		DELCO REMY
	Model		1118750
	Type		CURRENT & VOLTAGE CONTROL
	Cutout relay	Closing voltage @ generator rpm	11.8 - 13.6 ADJ. 12.8
		Reverse current to open	.0 - 4
	Regulated	Voltage	14.0 - 15.0. ADJ. 14.5
		Current	27-33° @ OPERATING TEMP. -- ADJ. 30°
	Min. Gen. rpm required		2150
	Voltage test conditions	Temperature	HOT - RUN GEN. 15 MIN. AT FULL ELECTRIC LOAD BEFORE TESTING.
		Load	8-10 AMPS VARIABLE RESISTANCE METHOD.
		Other	1 1/2 OHM FIXED RESISTANCE METHOD.

ELECTRICAL—STARTING SYSTEM

Starting motor	Make		DELCO REMY
	Model		1107622
	Rotation (drive end view)		CLOCKWISE
	Engine cranking speed		60 RPM @ 0° F.
	Test conditions		N.A.
	Lock test	Amps	460 AMPS. MAX.
		Volts	5.2 VOLTS MAX.
		Torque (lb. ft.)	11.5 FT. LBS. MIN.
	No load test	Amps	75 AMPS. MAX.
		Volts	10.3
		RPM (min.)	6500
Motor control	Switch (solenoid, manual)		SOLENOID
	Starting procedure		COLD START - DEPRESS ACCELERATOR ALL THE WAY AND REMOVE FOOT - TURN IGNITION KEY TO FULL RIGHT POSITION TO START. WARM START - DEPRESS ACCELERATOR PEDAL HALFWAY - HOLD UNTIL ENGINE STARTS.

AMA Consolidated Specification Questionnaire

MAKE OF CAR CADILLAC MODEL YEAR 1954

REVISED 3-1-54

MODEL ALL

ELECTRICAL—STARTING SYSTEM (cont.)

Motor drive	Engagement type x		SPIRAL SPLINE & OVER-RUNNING CLUTCH
	Pinion meshes (front, rear)		FRONT
	Number of teeth	Pinion	9
		Flywheel	176
	Flywheel tooth face width		.500

ELECTRICAL—IGNITION SYSTEM

Coil	Make		DELCO REMY
	Model		1115082, RESISTOR #1927809
	Amps	Engine stopped	3.0
		Engine idling	1.25
Distributor	Make		DELCO REMY
	Model		1110844
	Spark advance data (at distributor shaft)	Centr. advance start (rpm)	400 - 500
		Centr. advance max. deg. @ rpm	11.25 - 13.25 @ 2000
		Vacuum advance start (in. Hg.)	6.5 - 9.0" Hg
		Vac. adv. (max. deg. @ in. Hg.)	13° - 14.5° @ 16" - 17" Hg
	Breaker gap (in.)		.016 - .021 ORIGINAL - .016 SERVICE
	Cam angle (deg.)		31° + 1 1/2°
	Breaker arm tension (oz.)		19 - 23 oz.
Timing	C/S deg. @ rpm x		2 1/2° BTC
	Mark location		CRANKSHAFT BALANCER
	Cylinder numbering system (see page 2)		L. 1-3-5-7 R. 2-4-6-8
	Firing order (see page 2)		1-8-4-3-6-5-7-2
Spark plug	Make and model		A.C. 46-5
	Thread (mm)		14
	Tightening torque (lb. ft.)		20-25
	Gap		.035
Cable	Conductor type		7 MM
	Insulation type		NEOPRENE JACKET
	Spark plug protector		NEOPRENE JACKET

ELECTRICAL—SUPPRESSION

Description	DIST. ROTOR	10,000 OHM RESISTOR
	GEN. CONDENSER	.3 MFD CONDENSER ON GENERATOR (ARM TERM.)
	COIL CONDENSER	.3 MFD CONDENSER ON COIL (FEED TERM.)
	REG. CONDENSER	.5 MFD CONDENSER ON BATTERY TERM. OF REG.

2 ENGINE GROUND STRAPS -- FROM BACK OF EACH HEAD TO DASH.

x - REVISED

AMA Consolidated Specification Questionnaire

MAKE OF CAR CADILLAC MODEL YEAR 1953

MODEL		ALL

ELECTRICAL—INSTRUMENTS AND SWITCHES

Speed-ometer	Make	A.C.
	Trip odometer (yes, no)	YES
Charge indicator—type		TELL TALE LIGHT
Temperature indicator—type		ELECTRIC INDICATOR
Oil pressure indicator—type		TELL TALE LIGHT
Fuel indicator—type		ELECTRIC INDICATOR
Ignition switch	Identify positions in order and circuits controlled	CENTER OFF CLOCKWISE 1ST POSITION - ALL CIRCUITS ON 2ND POSITION - IGN. & STARTER CIRCUITS ON COUNTERCLOCKWISE 1ST POSITION - ALL ACCESSORIES ONLY
	Provision for illumination	YES
	Location	ON CONTROL PLATE RIGHT OF STEERING COLUMN
	Theft protection type	NO
Main lighting switch	Identify positions and lights controlled	PULL OUT - 1ST POSITION - PARKING OR FOG, INSTRUMENT, TAIL. 2ND POSITION - FULL OUT -- INSTRUMENT, HEAD & TAIL LIGHT RHEOSTAT - CLOCKWISE TO DECREASE INTENSITY OF INSTRUMENT LIGHTS.
Other light switches	Locations and lamps controlled	FOG LIGHT SWITCH MOUNTED TO MAIN LIGHT SWITCH CONTROLLED BY SECOND/ RING KNOB. SELECTS PARKING OR FOG LAMPS. WHEN HEAD LIGHT SWITCH IS 1ST POSITION. FRONT DOOR SWITCH - MAP & COURTESY LIGHTS ON PANEL. REAR DOOR SWITCH - DOME - SEDANS ONLY. REAR DOOR PILLARS - 75 SERIES - DOME & COURTESY. LEFT CENTER PILLAR- SEDANS ONLY. REAR LEFT QUARTER PANEL - CONV. -
Other switches	Locations and devices controlled	DOME L SIDE DOME - SWITCH - COUPE DeVILLE - LEFT QUARTER ARM REST. GLOVE BOX LIGHT SWITCH - UPPER LEFT HAND CORNER OF DOOR. BRAKE LIGHT SWITCH - LOCATED ON BRAKE LEVER - LT. IN INST. PANEL. TURN SIGNAL - SWITCH - IN STEERING COLUMN. HEATER SWITCHES - INST. PANEL RADIO - SWITCH - INTEGRAL PART OF VOLUME CONTROL IN RADIO.
Windshield wiper	Make	TRICO
	Type	VACUUM
	Vacuum booster provision	YES
	Washer provision	YES
Horn	Type	VIBRATOR
	Number used *	TWO
	Amp draw (each)	LOW 8.5 - 10.5 HIGH 7.5 - 9.5

* THREE ON 5267S ONLY

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MAKE OF CAR CADILLAC MODEL YEAR 1954

MODEL ALL

ELECTRICAL—LAMP BULBS

Give quantity used and trade number, e.g., Headlamp 2-4030.
Indicate accessories which are not standard equipment by an asterisk following the numbers.

Headlamp		2	SEALED BEAM UNIT
Headlamp beam indicator		1	57
Parking light & Signal		2	1034 32-4 C.P. FOG 2 1026 PARKING 2 67
Tail light		2	1034 32-4 C.P.
Stop light		2	1034 32-4 C.P.
Direction Indicator	Front	SEE UNDER PARKING LIGHT	
	Rear	SEE UNDER TAIL LAMPS	
	Tell-Tale	2	57
License plate light		2	67
Instrument light		4	57
Ignition lock light & CIGAR LIGHTER		1	53
Map light		1	90
Dome light		1	1004 CHAUFFEURS COMPT. 75 IMP. - 1 - 90
Clock light		2	57
Radio dial light		1	57
Glove compartment light		1	57
Courtesy light		2	90 75 SERIES
Trunk compartment light		1	89
Other OIL TELL TALE		1	57 -- HYD. SHIFT IND. 1 - 57
GEN. TELL TALE		1	57 -- BACK UP LIGHT 2 - 1073 32 C.P.
HAND BRAKE TELL TALE		1	57 -- SEALED BEAM SPOTLIGHT
BOW DOME LAMP		1	90 CONV. ONLY
CORNER LAMP		2	90 75 SERIES

ELECTRICAL—FUSE & CIRCUIT BREAKER DATA

Use trade number of fuse, e.g., SFE-10. Indicate circuit breaker by ampere capacity suffixed by letters "C.B", e.g., 30 C.B. Where fuse or circuit breaker protects multiple circuits indicate t use by a letter and repeat the same letter for all units protected by the same fuse or circuit breaker, e.g., Parking light: SFE-10 (a), Direction indicator: same as (a).

Headlamp	22A C.B. - LIGHT SWITCH
Headlamp beam indicator	"
Parking light	"
Tail light	"
Stop light	"
Direction Indicator	6A FUSE - ON DASH INSIDE CAR
License plate light	22 A.C.B.
Instrument light	"
Ignition light	"
Map light	"
Dome light	"
Clock	"
Clock light	"
Radio	7.5 A
Glove compartment light	22 A.C.B.
Courtesy light	"
Trunk compartment light	"
Other	BACK UP - 9A
HEATER	20A
BODY FEED	22 A.C.B.
FOG LIGHT	"
SPOT LIGHT	9A

HYDRAULIC WINDOW CONTROLS CB-15

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MAKE OF CAR CADILLAC MODEL YEAR 1954

MODEL	ALL

DRIVE UNITS—CLUTCH (PEDAL OPERATED)

Make			N.A.
Type (dry or wet plate)			
In combination with fluid coupling (yes, no)			
Semi-centrifugal (yes, no)			
Type pressure plate springs			
Total plate pressure (lb.)			
No. of clutch driven discs			
Clutch facing	Material		
	Inside diameter		
	Outside diameter		
	Total eff. area (sq. in.)		
	Thickness		
	Number required		
	Engagement cushioning method		
	Release bearing	Type	
		Method of lubrication	
	Torsional damping	Method (springs, other)	
		Frict. mat.	

DRIVE UNITS—TRANSMISSIONS

Conventional (std. or opt.)	N.A.
Conventional with overdrive (std. or opt.)	N.A.
Automatic (std. or opt.)	STD.

DRIVE UNITS—CONVENTIONAL TRANSMISSION N.A.

Number of forward speeds		
Transmission ratios	In first	
	In second	
	In third	
	In fourth	
	In reverse	
Constant mesh gears in 2nd (yes, no)		
Spur gear used in (indicate speeds)		
Helical gears used in (indicate speeds)		
Synchronous meshing in 2nd and 3rd gears (yes, no)		

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MAKE OF CAR CADILLAC **MODEL YEAR** 1954

MODEL ALL

DRIVE UNITS—CONVENTIONAL TRANSMISSION (cont.) N.A.

Lubricant	Capacity (pt.)		
	Type recommended		
	SAE viscosity number	Summer	
		Winter	
		Extreme cold	

DRIVE UNITS—CONVENTIONAL TRANSMISSION WITH OVERDRIVE

For transmission data see conventional transmission section N.A.

Overdrive	Type (planetary or other)		
	If planetary, No. of pinions		
	Manual lockout (yes, no)		
	Downshift accelerator control (yes, no)		
	Minimum cut-in speed		
	Gear ratio		
	Lubricant	Capacity (O.D. only)	
		Separate filter (yes, no)	
		Type recommended	
		SAE viscosity number — Summer	
		Winter	
		Ext. cold	

DRIVE UNITS—AUTOMATIC TRANSMISSION

Trade name	HYDRAMATIC - DUAL RANGE
Type (fluid coupling with gears, torque convertor with gears, other)	FLUID COUPLING WITH GEARS
Manual selector positions, left to right (show symbols and define, e.g., N- Neutral)	N - NEUTRAL DR- FIRST POSITION (1-2-3-4 SHIFT) SECOND " (1-2-3 SHIFT) LO- LOW RANGE R - REVERSE
List gear ratios in each drive position (range)	LOW - 3.819 SECOND - 2.634 THIRD - 1.450 FOURTH - DIRECT REVERSE - 4.034
Shifting within drive position range by accelerator control and speed limiting governor (yes, no)	YES
By governor—forced shift (yes, no)	YES
Downshift of gears in high range possible up to (mph)	4-3 TO APPROX. 70 MPH -- 3-2 TO APPROX. 25 MPH

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MAKE OF CAR CADILLAC MODEL YEAR 1954

MODEL			62-60	75

DRIVE UNITS—AUTOMATIC TRANSMISSION (cont.)

Torque convertor	Number of elements		
	Max. ratio at stall at engine rpm		
	Mechanical lockup	Provided (yes, no)	
		Speed range	
		Releases at (speed range, mph)	
	Type of cooling (forced air, oil cooler and type, other)		
	Anti-creep device (yes, no)		
Lubricant	Capacity—refill (pt.)		22 PTS. REFILL
	Type recommended		TYPE A - AQATE OR CAD. HYD. FLUID
	Grade	Summer	
		Winter	
		Extreme cold	

DRIVE UNITS—PROPELLER SHAFT

Number used			1	2
Type (exposed, torque tube)			EXPOSED	
Outer diameter x length* x wall thickness	Conventional trans.			
	Overdrive trans.			
	Automatic trans.		2.5 x 52.66 x .065 - SER. 62 2.5 x 56.66 x .065 - SER. 60	2.5 - 2.25 x 27.59 x .065 FRT. S 2.5 - 2.25 x 44.94 x .065 REAR S
Intermediate bearing	Type (plain, anti-friction)		--	ANTI-FRICTION
	Lubri. (fitting, prepack)		--	PRE-PACKED
Universal joints	Make		MECHANICS & SAGINAW	MECHANICS
	Number used		2	3
	Type (ball and trunnion, cross, other)		CROSS & TRUNNION	
	Bearing	Type (plain, anti-friction)	NEEDLE	
		Lubric. (fitting, prepack)	PRE-PACKED	
Drive taken through (torque tube or arms, spring)			SPRINGS	
Torque taken through (torque tube or arms, springs)			SPRINGS	

*Centerline to centerline of joints

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MAKE OF CAR CADILLAC **MODEL YEAR** 1954

MODEL			60-62	75

DRIVE UNITS—REAR AXLE

Type (semi-floating, other)			SEMI-FLOATING	
Gear type (hypoid, other)			HYPOID	
Gear ratio and No. of teeth	Conventional trans.		N.A.	
	Overdrive trans.		N.A.	
	Automatic trans.		* 3.07 & (3.36 AIR-COND.)	3.77
Pinion adjustment (shim, other)			NONE	
Pinion bearing adj. (shim, other)			COLLAPSABLE SPACER	
Lubricant	Capacity (pt.)		5	
	Type recommended		G.M. 4655M HYPOID LUB.	
	SAE viscosity number	Summer	90	
		Winter	90	
		Extreme cold	80	

DRIVE UNITS—WHEELS

Type (disc, other) ***			SLOTTED STEEL DISC. (WIRE WHEELS GTD. ELDORADO)	
Rim (size and flange type)			15 x 6L	
Attachment	Type (bolt or stud)		STUD	
	Circle diameter		5"	
	Number and size		5-1/2 - 20	

DRIVE UNITS—TIRES

Size and ply rating	Standard		8.00 x 15 - 4 PLY RATING - BLACK	8.20 x 15 - 6 PLY RATING - BLACK
	Optional		8.20 x 15 - 4 PLY RATING - WHITE	" " " " " - WHITE
Rev/mile at 30 mph			**	**
Inflation press. (cold)	Front		24	28
	Rear		24	28

BRAKES—SERVICE

Type			HYDRAULIC DUO SERVO	
Booster type			BENDIX HYDROVAC (OPTIONAL)	
Effective area (sq. in.)			211.55	
Percent brake effectiveness—rear			44.2	
Drum	Diameter	Front	12"	
		Rear	12"	
	Type and material		COMPOSITE RIBBED CAST IRON	

* 3.36:1 RATIO OPTIONAL

	60-62 SERIES		75 SERIES
	8.20 x 15	8.00 x 15	8.20 x 15
** FIRESTONE	703.9	711.0	706.0
U.S. ROYAL	708.1	716.0	703.0
GOODRICH	706.4	714.3	700.0

*** WIRE WHEELS OPT.

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MODEL	60-62	75

BRAKES—SERVICE (cont.)

Brake lining	Bonded or riveted			RIVETED
	Primary	Material		MOLDED ASBESTOS
		Size (length x width x thickness)	Front wheel	11.154 x 2.5 x .25
			Rear wheel	11.154 x 2.5 x .25
		Segments per shoe		1
	Secondary	Material		MOLDED ASBESTOS
		Size (length x width x thickness)	Front wheel	12.23 x 2.5 x .25
			Rear wheel	12.23 x 2.5 x .25
		Segments per shoe		1
Wheel cylinder bore	Front			1 1/8"
	Rear			1"
Master cylinder bore				1"
Available pedal travel				5 21/32"
Line pressure at 100 lb. pedal load				575
Shoe clearance adjustment x				.010 TOP .015 BOTTOM

BRAKES—PARKING

Type of control		T-HANDLE
Location of control		LEFT OF STEERING COLUMN
Operates on		REAR SERVICE BRAKES
If separate from service brakes	Type (internal or external)	NONE
	Drum diameter	--
	Lining size (length x width x thickness)	--

FRAME

Type and description	CHANNEL SIDE BARS WITH I-BEAM X-MEMBER

FRONT SUSPENSION

Type and description	INDEPENDENT COIL SUSPENSION

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MODEL	60	62	75

FRONT SUSPENSION (cont.)

	Type	COIL		
	Material	9260 STEEL		
Spring	Size (length x width x No. leaves or coil I.D.)	(1) 16.38 x 4	(2) 16.62 x 4	16.88 x 4
	Spring rate (lb. per in.)	350	350	400
	Rate at wheel (lb. per in.)			
	Normal load (lb. @ rated length)	2210 @ 10 1/16	2165 @ 10 1/16	2445 @ 10 5/16
Shock absorbers	Manufacturer	DELCO PRODUCTS		
	Type (direct or lever)	HYDRAULIC DIRECT ACTING		
	Piston diameter	1"		
Stabilizer	Type (link, linkless, frameless)	LINK		
	Material	STEEL		

STEERING

Type used (Standard or optional)		Mechanical		N.A.	
		Power		STANDARD	
Wheel diameter				18"	
Turning diameter	Outside front	Wall to wall (r. & l.)		48.6	47.3	54.1
		Curb to curb (r. & l.)		46.3	45.1	51.5
	Inside rear	Wall to wall (r. & l.)				
		Curb to curb (r. & l.)				
Inside wheel angle with outside wheel at 20°				22° 40'		
Mechanical	Gear	Type		N.A.		
		Make				
		Ratios	Gear			
			Overall			
	No. wheel turns					
Power	Type			HYDRAULIC POWER		
	Make			SAGINAW		
	Trade name			CADILLAC POWER STEERING		
	Gear	Type		BALL NUT AND SECTOR		
		Ratios	Gear	19.2:1		
			Overall x	21.3:1		
	Pump driven by			CRANKSHAFT		
	Overall torque ratio			333:1 (AT PARKING)		
	Number wheel turns			4		
Linkage	Type			PARALLEL DRAG LINK		
	Location (front or rear of wheels)			REAR		
	Drag link (trans. or long)			TRANSVERSE		
	Tie rods (one or two)			TWO		

(1) 6219 - 6237 - 37D
(2) 6019 - 6267 - 67S
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MODEL	60	62	75

STEERING (cont.)

Kingpin	Inclination at camber (deg.)		5° 51' @ 0 CAMBER
	Diameter		1"
	Bearings (type)	Upper	BRONZE
		Lower	"
		Thrust	BALL
Wheel alignment (range and preferred)	Caster (deg.)		0 TO -1°
	Camber (deg.)		-3/8° TO +3/8°
	Toe-in (outside tread-inches)		3/16 - 1/4
Steering knuckle type			REVERSE ELLIOT
Wheel spindle	Diameter	Inner bearing	2.9630
		Outer bearing	2.25
	Thread size		3/4 - 20 NS-3
	Bearing type		BALL

REAR SUSPENSION

Type			LEAF		
Drive and torq. taken through (see page 14)			REAR SPRINGS		
Spring	Type		SEMI-ELLIPTIC		
	Material		SAE 9260	OR	SAE 5155 STEEL
	Size (length x width x No. leaves or coil I.D.)		56 1/2 x 2 1/2 x 5		56 1/2 x 2 1/2 x 6
	Spring rate (lb. per in.)		115 (1) 110 (2) 120 (3)		140
	Rate at wheel (lb. per in.)				
	Normal load (lb. at rated length) CAMBER		1190 @ -.78 (1) 1160 @ -.78 (2) 1230 @ .78 -(3)		1440 @ +.12
	Mounting insulation type		RUBBER		
	If leaf	No. of leaves	5		6
		Covers (yes, no)	NO		
		Lubricated (yes, no)	NO		
		Inserts Type and size	FULL LENGTH		
		Inserts Material	WAX IMPREGNATED		
		Shackle (comp. or tens.)	COMPRESSION LINK		
Shock absorbers	Manufacturer		DELCO		
	Type (direct or lever)		HYDRAULIC DIRECT ACTING		
	Piston diameter		1.0"		
Stabilizer	Type (link, linkless, frameless)		NONE		
	Material		"		
Track bar type			"		

(1) 6019, 6237D
(2) 6219, 6237
(3) 6267, 6267S

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MAKE OF CAR CADILLAC MODEL YEAR 1954

BODY—GENERAL DEFINITIONS

NOTE: Included in the dimension definitions listed on this and the following pages are those which have been proposed for adoption by the SAE. These are indicated by a number following the type of dimension, e.g., L 3. Additional dimensions have been added by the AMA Specifications Body Sub-Committee for inclusion in the Questionnaire. These are shown by an additional letter, e.g., HA. The dimensions are developed from the following basic points:

1. Front and rear seat "A" points are taken 5" forward of vertical tangent to seat back 15" from center of body.
2. Front seat is in the rear position.
3. Loaded position—5 passengers, front 300 lb., rear 450 lb., includes spare wheel, tire and tools, and full complement of gas, oil, water, etc. and tires to recommended pressure, etc.
4. C. L. (centerline).
5. D. L. O. (daylight opening, exposed glass dimension).
6. Ramp breakover angle (page 20-A) is the supplement of the included ramp angle (180° minus the included ramp angle) over which a car can pass without hanging up.

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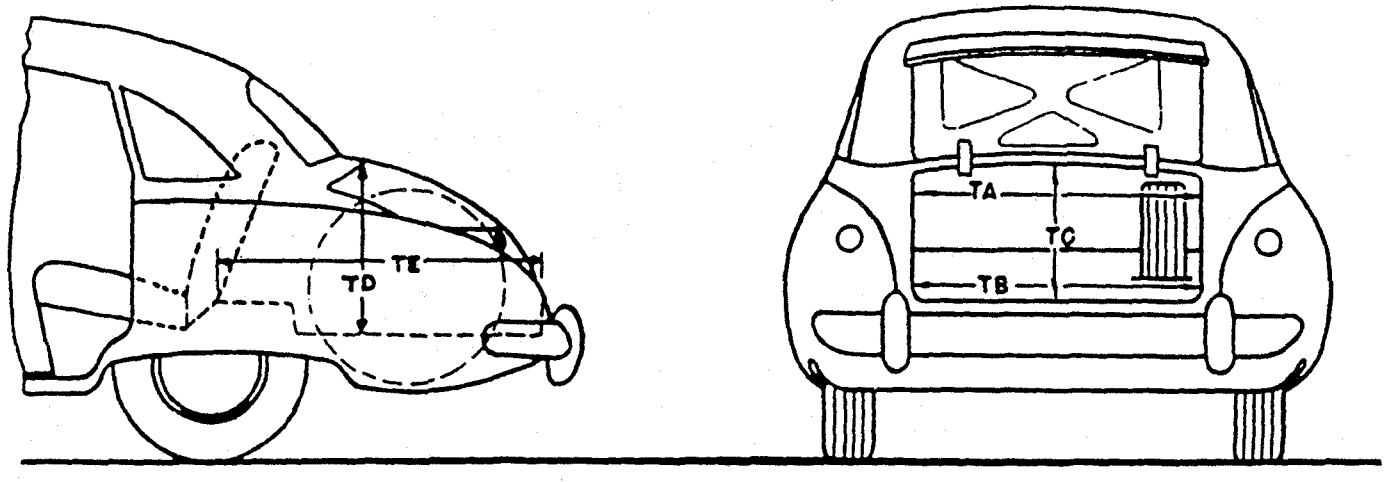
BODY—TRUNK OPENING DIMENSIONS



TA—Width across the top	N.A.
TB—Width across the bottom	N.A.
TC—Diagonal dimension at CL from top of opening to bottom	N.A.
TD—Vertical height of opening (floor to top, inside edge of opening)	N.A.
TE-Max. horizontal depth (forward from vertical projection of inside edge of opening)	N.A.
Position of spare tire stowage	VERTICAL
Method of holding lid open	COUNTER BALANCED SPRING

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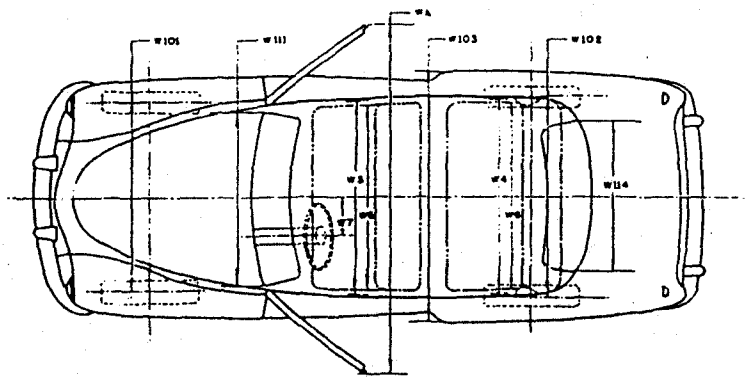
BODY—WIDTH DIMENSIONS



Interior	W3. Front shoulder room, at garnish moulding height or nearest interference 5" forward of seat back.	59.1	59.4	59.1	59.4	58.3
	W4. Rear shoulder room, at garnish moulding height or nearest interference 5" forward of seat back.	58.9	58.9	49.8	58.9	58.8
	W5. Front hip room, at top of seat 5" forward of vert. tan. to seat back.	63.9	64.3	63.9	64.2	64.1 (2 64.4 (3
	W6. Rear hip room, at top of seat 5" forward of vert. tan. to seat back.	56.4	65.2	53.3	65.2	59.4
	W7. Steering wheel center to center of body.	15.5	15.5	15.5	15.5	15.5
Exterior	W101. Front tread at ground.	60	60	60	60	60
	W102. Rear tread at ground.	63.1	63.1	63.1	63.1	63.2
	W103. Max. overall width of car including bumpers or mouldings.	79.6	79.6	79.6	79.6	79.6
	WA. Max. overall width of car with doors open.	142.2	135.0	142.2	135.0	135.0
	W111. Windshield DLO, max. width. x	61.0	61.0	61.0	61.0	61.0
	W114. Back window DLO, max. width.	61.4	58.4	46.5	58.4	38.4

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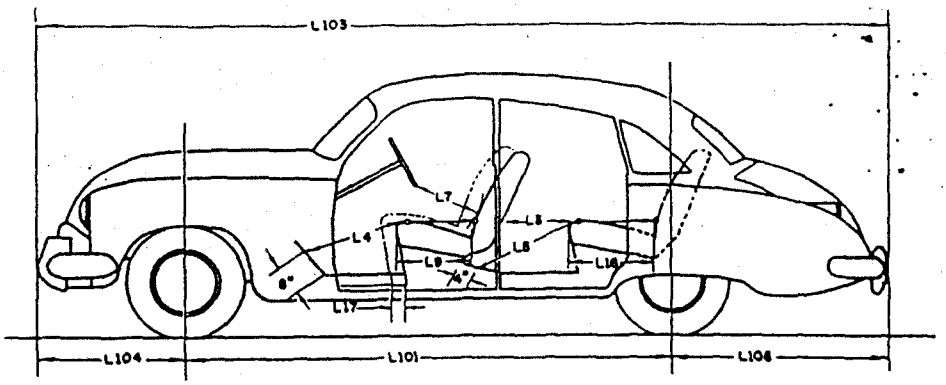
MODEL	6237 6237D	6219	6267 6267S	6019	75

BODY—LENGTH DIMENSIONS



Interior	L3. Rear compartment back of front seat back to rear seat back.	32.2	35.8	31.4	35.8	52.7
	L4. Leg room—front—diagonal—ball of foot to top of seat to front seat back—15° line.	43.2	43.2	43.2	43.3	43.3
	L5. Leg room—rear—diagonal—from ball of foot to top of rear seat cushion and to seat back.	41.4	45.8	40.7	45.8	--
	L7. Steering wheel clearance to seat back taken on arc.	14.0	14.1	14.0	14.06	14.3
	L9. Front seat depth (front edge to vert. tan. to seat back on 15° line).	18.4	18.5	18.4	18.5	19.2
	L16. Depth of rear seat (front edge to seat back). x	19.1	18.8	19.1	18.8	19.9
	L17. Total adjustment of front seat at floor.	4	4	4	4	4
Exterior	L101. Wheel base.	129	129	129	133	149.8
	L103. Overall length (bumper to bumper inc. guards). x	223.4	216.4	223.4	227.4	237.2
	L104. Overhang—front including bumper guards.	34.9	34.9	34.9	34.9	34.9
	L105. Overhang—rear including bumper guards.	59.5	52.5	59.5	59.5	52.5

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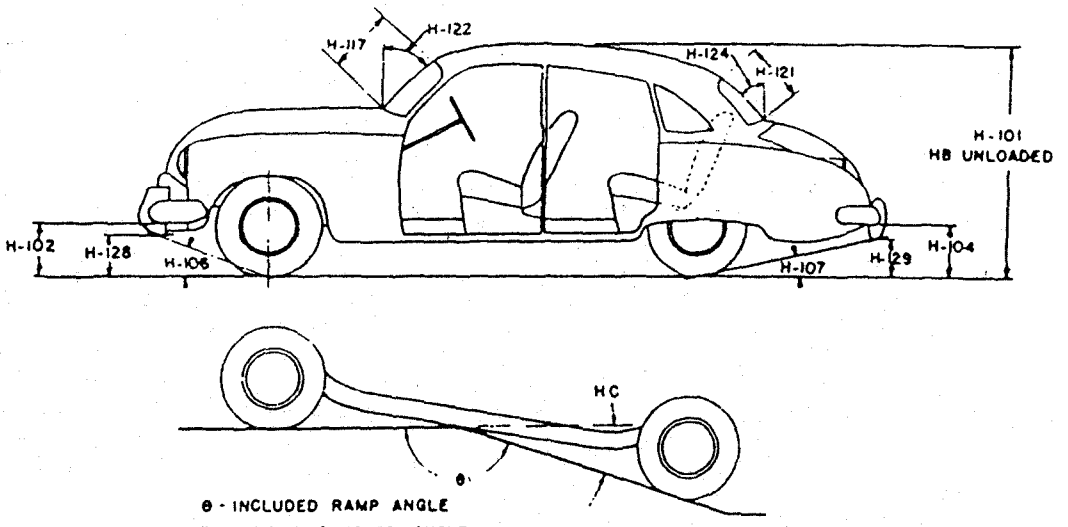
MODEL	6237 - 37D	6219	6267 6267S	6019	75

BODY—HEIGHT DIMENSIONS—EXTERIOR



θ - INCLUDED RAMP ANGLE
HC - RAMP BREAKOVER ANGLE
(SUPPLEMENT OF INCLUDED RAMP ANGLE)

H101. Overall height.	59.6	62.1	60.1	62.1	63.9
HB. Overall height—unloaded.	61.7	64.1	62.2	64.1	66.2
H102. Front bumper bottom to ground at normal section.	9.0	9.0	9.0	9.0	10.1
H104. Rear bumper bottom to ground at normal section.	10.4	10.4	10.4	10.4	11.4
H106. Angle of approach—from the tire rolling radius to lowest point on front bumper or guard.	18°-35'	18°-35'	18°-35'	18°-35'	20°-52'
H107. Angle of departure—from the tire rolling radius to lowest point on rear bumper or guard.	11°-52'	13°-30'	11°-52'	11°-52'	14°-41'
HC. Ramp breakover angle.*	168°-24'	168°-24'	168°-24'	168°-34'	168°-24'
H117. Windshield DLO-slant height.	18.5	18.5	18.5	18.5	18.5
H121. Backlight DLO*—Max., slant height.	16.8	16.5	14	16.5	12.9
H122. Windshield slope angle to vertical line on car axis.	47	47	47	47	47
H124. Backlight slope angle to vertical line on car axis.	52°	47°	48°	47°	48°
H128. Ground to bottom of front bumper guard.	9.0	9.0	9.0	9.0	10.1
H129. Ground to bottom of rear bumper guard.	10.4	10.4	10.4	10.4	11.4
HD. Min. road clearance (location and dimension).	(1) 6.15	(1) 6.15	(2) 5.95	(1) 6.15	(3) 6.76
HE. Min. road clearance at rear axle.	7.55	7.55	7.55	7.55	7.67

*See Notes, page 19.

(1) KICK-UP - FRONT OF FRAME
(2) REAR X-MEMBER
(3) EXHAUST RESONATOR

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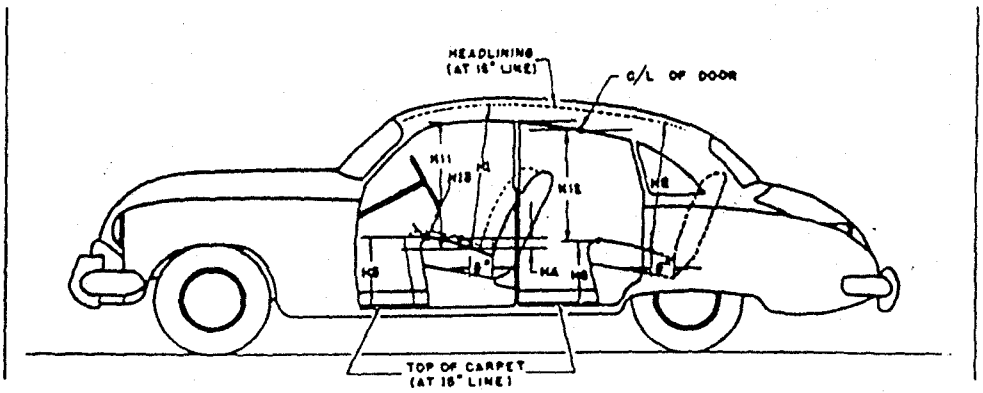
MODEL	6237 - 37D	6219	6267 6267S	6019	75

BODY—HEIGHT DIMENSIONS—INTERIOR



H1. Front headroom—from "A" pt. to headlining at 8° back of vertical on 15" line. (For "A" pt. see note 1, page 19)	34.0 (37) 34.3 (37D)	35.8	34.9	35.8	36.7
H2. Rear headroom—from "A" pt. to headlining at 8° back of vertical on 15" line.	34.4	35.6	34.2	35.6	35.5
H3. Front seat height to floor carpet on 15" line (front edge of cushion).	14.9	14.8	14.9	14.8	14.6
H8. Rear seat height to floor carpet on 15" line (front edge of cushion).	12.0	12.3	12.0	12.3	14.8
H11. Entrance—front—cushion "A" point to bottom windcord vertical.	27.6	30.01	27.6	30.01	30.2
H12. Entrance—rear—top of cushion to bottom windcord vertical at C/L of rear door.	--	28.6	--	28.6	29.9
H13. Steering wheel clearance to seat cushion taken on arc.	5.4	5.4	5.4	5.4	5.7
HA. Front seat vertical rise at "A" pt. (inches.)	.3	.3	.3	.3	.3

AMA Consolidated Specification Questionnaire

MAKE OF CAR CADILLAC MODEL YEAR 1954

MODEL	6237 6237D	6219	6267 6267S	6019	75

BODY—MISCELLANEOUS INFORMATION

Doors hinged (front, rear)	Front	FRONT			
	Rear	"			
Type of finish (lacquer, enamel)		LACQUER			
Hood opening (front, side; semi-full, full, half)		FRONT			
Hood counterbalanced (yes, no)		YES			
Hood release control (internal external)		EXTERNAL			
Vent window control method (crank, friction, pivot).		CRANK	FRICTION	CRANK	
Windshield (one piece, two piece; curved, flat)		ONE PIECE CURVED			
Rear window type (one piece, two piece, three piece; curved, flat)		ONE PIECE CURVED	ONE PIECE FLAT	ONE PIECE CURVED	ONE PIECE FLAT
Windshield glass area		1148			
Backlight glass area					
Total glass area					

BODY—TYPES AND STYLE NAMES

Body type, number of passengers, and style names (use letter code shown below followed by passenger capacity and style name e.g., N-6 Ranchwagon)

62 SERIES	6219 - H-5 SEDAN
	6237 - J-5 COUPE
	6237D- J-5 COUPE DEVILLE
	6267 - L-5 CONVERTIBLE
	6267S- L-5 CONVERTIBLE EL'DORADO
60 SERIES	6019 - H-5 SEDAN
75 SERIES	7523 - H-8 SEDAN
	7533 - T-8 IMPERIAL SEDAN

Body type code

A—Coupe—2 door flatback
B—Coupe—2 door notchback
C—Sedan—2 door flatback
D—Sedan—2 door notchback
E—Sedan—4 door flatback (4 windows)
Sedan—4 door flatback (6 windows)
dan—4 door notchback (4 windows)
—4 door notchback (6 windows)
-2 door
door

L—Convertible—2 door
M—Convertible—4 door
N—Station wagon—2 door
P—Station wagon—4 door
Q—Combined passenger and utility—2 door
R—Combined passenger and utility—4 door
S—Sedan delivery
T—Limousine

INDEX

F—
G—Sec
H—Sedan
J—Hardtop—
K—Hardtop—4

1954

SERIES 62—CONVERTIBLE

Genuine leather throughout—smartly fashioned in seven distinctive solid or two-tone interior combinations.

NO. 41	Black Leather
NO. 42	White Leather Light Blue Metallic Leather
NO. 43	Light Blue Metallic Leather Dark Blue Metallic Leather
NO. 45	Tan Leather
NO. 46	White Leather Light Green Metallic Leather
NO. 47	Light Green Metallic Leather Dark Green Metallic Leather
NO. 49	Red Leather

TOP COVERING

Carefully tailored rayon cotton fabric combined with an inter-layer of rubber provides a superior waterproof top covering.

NO. 1 WHITE (ELDORADO)
NO. 2 BLACK (ELDORADO)

NO. 3	Blue	**NO. 7**	Green
NO. 5	Tan	**NO. 9**	Black