

Cadillac Is Styled For '54

In the eight models offered, many features once optional become standard equipment

UNMISTAKABLY NEW BUT UNMISTAKABLY Cadillac," is the way General Motors vice president Don Ahrens sums up developments for 1954. "Many prime aims towards which our engineers and stylists have been working since we resumed automobile production at the end of World War II now reach full realization."

This is the fortieth year of Cadillac's introduction of the V-8 engine and the fifth year of its introduction of a high-compression, overhead-valve V-8. To mark these anniversaries, Cadillac is emphasizing: distinguished modern styling, incorporating many features of experimental Cadillac show cars; handling qualities, roadability, and power driving aids; more spaciousness; greater visibility, ventilation, and heater capacity; the improved, high efficiency, high horsepower V-8 engine for enhanced performance.

Styling

In styling, the aim has been to integrate as fully as possible all the elements that must go into a modern car, including such items as exhaust ports, headlamp visors, rear fenders. The vertical pillar body and panoramic windshield, together with the front and rear end design, will immediately distinguish the '54 models from preceding ones for you. The lines in general are lower and longer.

As you would expect of this car, the interiors are richly tailored. Dimensions have been enlarged to add to comfort and convenience. The new fresh-air heating system, incorporating an air intake at the cowl and dual side-cowl heaters, uses 100-percent fresh air and provides both a greater heat volume and more even distribution.

The air-conditioning system has also been improved, particularly with a view to quieter operation. It has a new solenoid-operated

compressor clutch and new compressor mount, while the intake and delivery fixtures have been restyled.

Chassis and Suspension

Underneath the new appearance of the '54 Cadillac lies a new chassis and a new suspension system. Riding comfort has always been a big point with this line, and so has roadability, which is becoming a big point with everybody nowadays. The Cadillac's wheelbase, tread, engine position, brakes, steering, springs, and shock absorbers have all been redesigned, they say, to provide greater driving safety and passenger comfort.

Standard Equipment

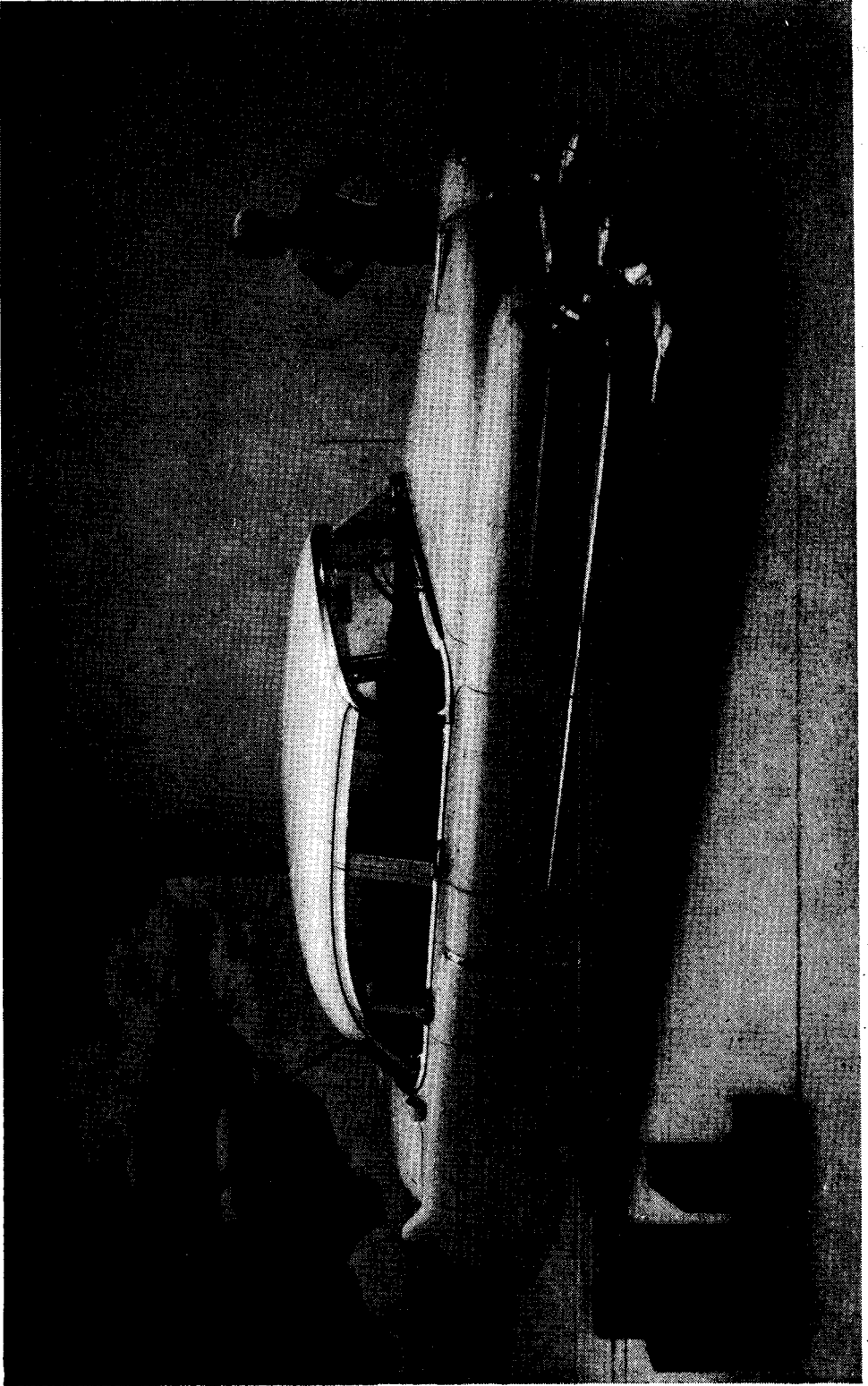
Six features—some big, some little—that were optional on the 1953 Cadillacs have proved so popular that this year they are standard. They include: Power steering (which was ordered by about 93 per cent of the buyers last year); the windshield washer, now incorporating an automatic coordinating device; outside rear-view mirror; oil filter; and, for all except the Eldorado convertible, the vanity mirror and the Orleans show-car type of wheel discs.

Options and Accessories

Foremost among the array of options and accessories Cadillac is offering are power brakes. You can also get the heating system and air-conditioning systems previously mentioned, and a front-seat power-adjustment mechanism. And we might note in passing that there is a newly designed two-section radio, also.

Series and Models

There are eight body styles offered in Cadillac's line-up for 1954. They come in three series. In Series 62, you can get the sedan, the convertible coupe, the Eldorado Special convertible, the hardtop coupe, or the Coupe de Ville. Series 60 consists of the Fleetwood Special sedan. And if you want a luxurious eight-passenger sedan or the eight-passenger Imperial Limousine,



The Cadillac Series 62 sedan—six-passenger—for 1954.

you'll find them in the Fleetwood Series 75.

Highlights

Cadillac highlights its advances for the new year with an imposing list of improvements:

Performance

- 230 horsepower V-8 engine, with increased efficiency and response
- More silent operation
- New engine mounting angle, increasing propeller-shaft durability and quietness
- Advanced 12-volt ignition system
- 12-volt starter motor, prolonging battery life
- Lighter 12-volt battery
- New voltage regulator
- New distributor

Safety

- Improved roadability and handling
- Greater visibility, 500 square inches greater window area
- Greater driving vision, 186 square inches greater windshield area
- Back window 1 inch higher, to improve rear vision
- Cowl air intake reduces any danger from traffic fumes
- More uniform windshield wiper action

Roadability

- Improved power steering standard
 - new power steering ratio to reduce "wheeling"
 - simpler, more compact unit
 - better road feel
- Wheelbase increases, 3 inches
- Front tread increases, 1 inch
- Engine 2 inches lower, creating lower center of gravity
- New brake lining and design, increasing effectiveness and durability
- New front suspension
- Longer, wider rear springs for better control
- New shackle pins, to improve handling
- New shock-absorber valving
- More-constant-viscosity shock-absorber fluid
- New motor mount improves idling smoothness
- Frame 35 per cent stiffer

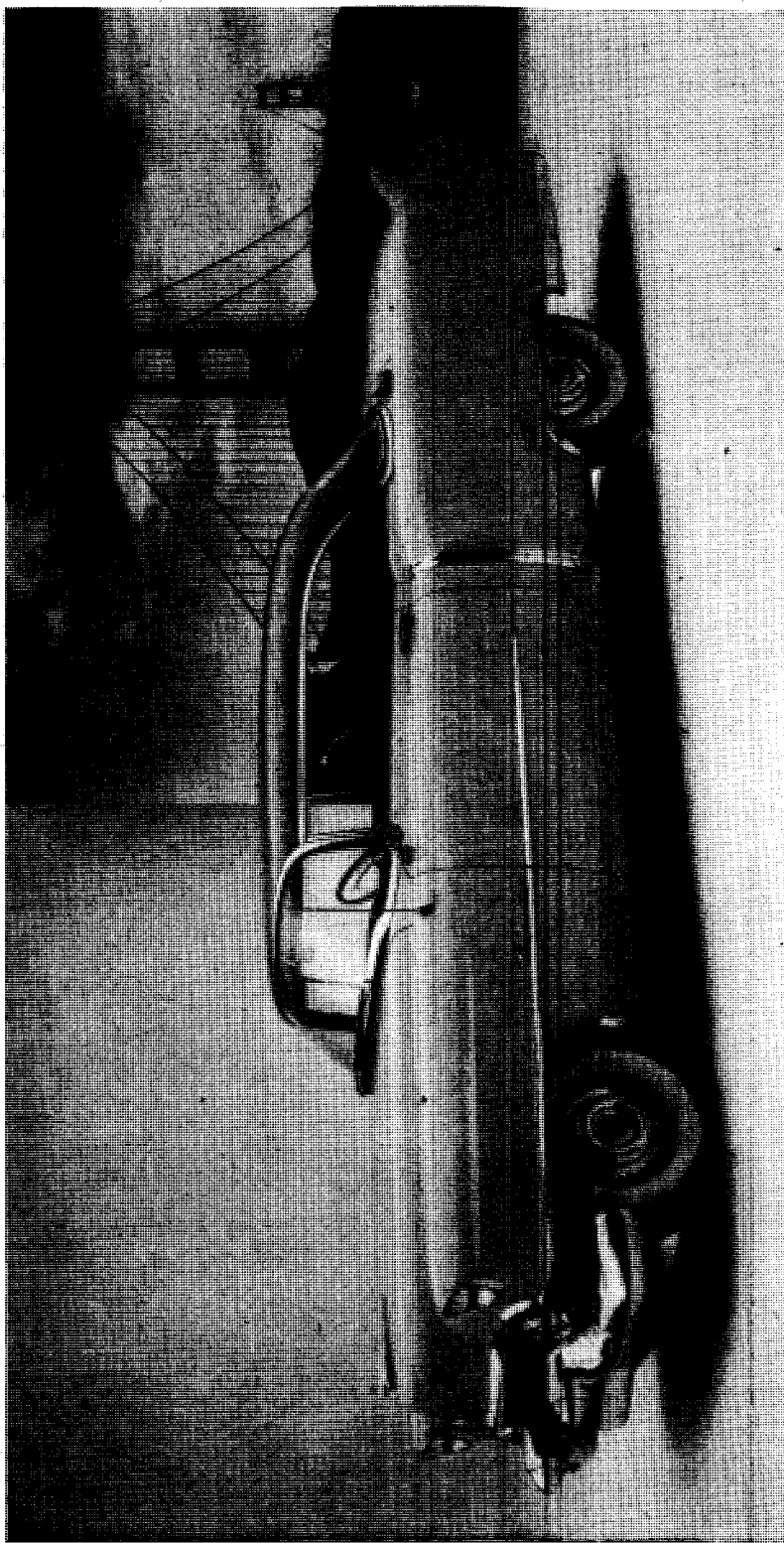
Comfort and Convenience

- New riding qualities

- Softer body mountings, to reduce noise
- New starter gears, to reduce noise
- New parking brake
- Greater entrance room, leg and knee room, head room, hip and shoulder room
- Seat to door sill step-out clearance improved 2 inches
- Coupe rear entrance 4 inches wider
- New windshield washer-wiper with automatic coordinator standard
- Fresh-air intake at cowl doubled in volume
- Outside rear-view mirror standard
- Vanity mirror standard (except Eldorado)
- Trunk space increased as much as 2 $\frac{1}{4}$ cubic feet
- Improved Hydra-Matic Transmission smoothness
- Redesigned fuel system and pump
- New rotary type vacuum pump for windshield wiper motor
- Oil filter standard on all models
- 8.25 to 1 compression-ratio economy
- High lift valves and camshaft
- Four-barrel carburetion
- Dual exhaust system

Options and Accessories

- Power brakes
 - vacuum booster unit, supplementing standard brakes
 - reduced braking effort
 - special safety feature insuring complete conventional braking ability at all times
 - faster acting, positive braking
- Fresh-air heating system
 - 100-per-cent fresh air circulation
 - cowl-ventilator safety air intake
 - new dual side-cowl heaters
 - greater heater volume
 - more even heat distribution
 - rear compartment air delivery through front door grille
- Redesigned air conditioning
 - new solenoid operated clutch to engage compressor
 - new compressor mountings
 - new air delivery ducts and underseat return grille
 - new air intake styling
- Vertical front-seat power adjustment, in addition to horizontal
- All-electric window-lift system
- Newly styled fog lamps
- Newly designed two-section radio



The hardtop coupe in the 62 series. Note the sweep of the rear window pillar.

Autronic Eye automatic headlamp dimmer.

Exterior Styling

New vertical pillar body
 new panoramic windshield standard
 new integral windshield visor on sedans
 new hood-wide cowl air intake
 new rectangular no-draft vent
 new sports-styled window line on coupes and convertibles
 new rhythmic Florentine window pillar on coupes
 new extending door reveal moldings
 new fender, door, and rockersill treatments
 new door hardware
 New front-end design
 newly styled cellular grille
 gull-wing front bumper
 low hood line
 new front fenders with integral headlamp visors
 new signal and parking lamps in grille
 New rear-end styling
 longer, straighter rear fenders, integral with body
 new, round dual-exhaust outlets
 new taillight contour
 new rear bumper with vertical extensions
 new stone guard treatment
 new rear-wheel opening covers
 New dimensions
 over-all height decreases as much as 1½ inches
 hood height decreases 1 11/16 inches
 Decoration
 Orleans show-car type of wheel discs standard (except Eldorado)
 newly styled hood ornament, V. and

Crest, Cadillac script and wheel medallion

12 solid colors and 9 two-tone combinations

Interior Styling

Cushioned, anti-glare instrument-panel cover
 New rear-view mirror and bracket styling
 New steering-column cover styling
 New instrument-panel and cluster styling
 New clock styling
 New radio styling
 New control knobs
 New seat-cushion design and construction
 New chrome interior window moldings
 New door and door-control panel styling

Interior Styling Choices

Series 62 Coupe and Sedan: 6 interior selections in gabardine or pattern nylon cloth with gabardine
 Coupe de Ville: 4 interior selections—genuine leather and silver metallic floral-pattern tapestry or leather and V-and-crest-pattern nylon
 Convertible: 7 solid or two-tone interior selections in natural and metallic genuine leathers with 4 color choices in tailored rayon tops interlined with rubber
 Eldorado: 8 interiors in solid or two-tone genuine leathers with rubber interlined tops in white or black orlon
 Series 60 Fleetwood Special: 12 interior selections in pattern nylon, broadcloth, or V-and-crest-pattern nylon with broadcloth
 Series 75 Fleetwood Sedan and Imperial: 6 interior selections in bedford cord or broadcloth

SPECIFICATIONS

Series 60, 62, and 75

Engine: V-8, overhead valves. Bore, 3 13/16 inches; stroke, 3¾ inches. Piston displacement, 331 cubic inches. Compression ratio, 8.25 to 1. Horsepower, 230 at 4400 RPM. Torque, 332 foot-pounds at 2800 RPM. Piston travel (ft. per car mile): 1328 for all models, except Series 75 sedan and limousine, which rate at 1608.

Lubrication: Capacity with filter, 6 quarts.

Fuel: Premium gasoline required. Capacity, 20 gallons. Four-barrel carburetor.

Cooling: Capacity: 19½ quarts without heater; 22 quarts with heater for all

models, except Series 75 sedan and limousine, which rate at 24½ quarts.

Transmission: Hydra-Matic Drive. Rear-axle ratio with Hydra-Matic: 3.07 to 1; a ratio of 3.36 to 1 is standard on air-conditioner equipped models, optional on others.

Electrical: Twelve-volt battery system. Twelve-volt ignition system, and 12-volt starter motor.

Brakes: Four-wheel hydraulic. Power brakes, optional. Total effective brake-lining area, 211.55 square inches.

Steering: Power steering, standard. Over-all steering ratio, 21.5 to 1. Turning diameter, wall to wall: 47.3 inches for all models, except Series 60 Fleetwood Special, which is 48.6 inches, and Series 75 sedan and limousine, which are 54.1 inches.

Dimensions: Wheelbase: 129 inches for all models, except Series 60 Fleetwood

Special, which is 133 inches, and Series 75 sedan and limousine, which are 149.8 inches. Over-all length: Series 62 sedan, 216.4 inches; Series 60 Fleetwood Special, 227.4 inches; Series 75 sedan and limousine, 237.2 inches; all other models, 223.4 inches. Over-all width, 80 inches. Front-seat height: 14.8 inches for all models, except Series 75 sedan and limousine, for which it is 14.6 inches. Leg room: front, 43.3 inches; rear, 45.8 inches. Seat-cushion width, front: Series 62 sedan and Series 60 Fleetwood Special, 64.3 inches; Series 75 sedan and limousine, 64.1 inches; all other models, 63.9 inches. Seat-cushion width, rear: Series 62 convertible coupe and Eldorado Special, 53.3 inches; Series 62 coupe and Coupe de ville, 56.4 inches; Series 75 sedan and limousine, 59.4 inches (also 65.3 inches); Series 62 sedan and Series 60 Fleetwood Special, 65.2 inches.

Tire Size: 8.00 x 15 on all models, except Series 75 sedan and limousine, which use 8.20 x 15. Whitewall 8.20 x 15 standard on Special convertibles, optional on other models.

Chevrolet Has More Power

***Hp is up, Bel Air line
expanded for '54;
Powerglide now available
for all models***

MORE POWER, AUTOMATIC TRANSMISSION optional for all models, and design revisions to accentuate the low, flowing beauty of the three body series highlight the 1954 Chevrolets.

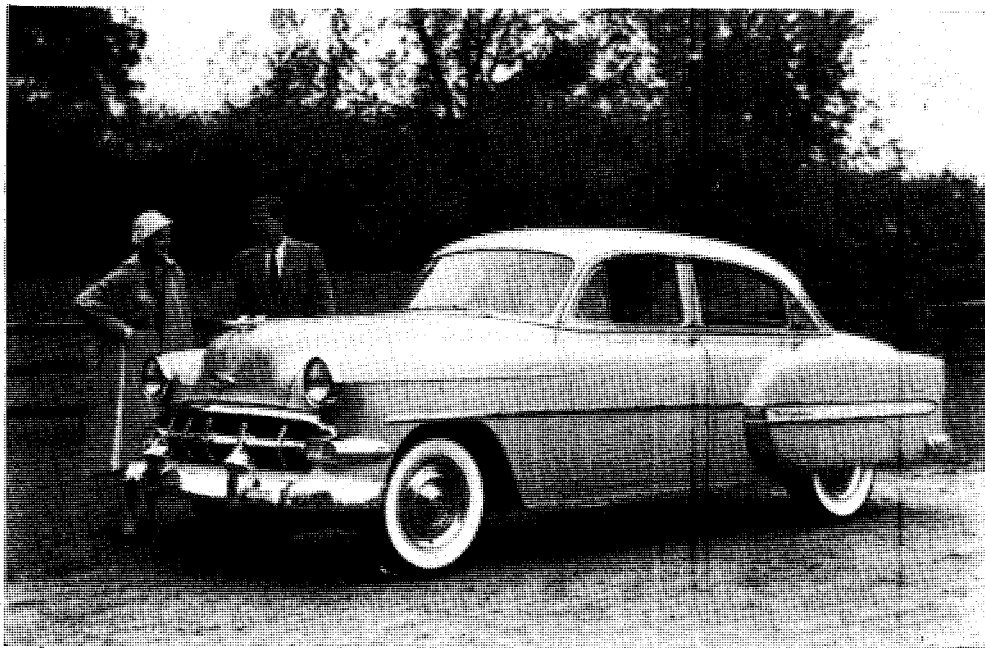
The latest models benefit from re-styled interiors, a wider choice of rich colors and color harmonies, and chassis advances to assure quieter operation with increased performance. Power brakes, adding safety and driving control, become optional for the first time in the low-price field, Chevrolet says. An electric front seat and window lifts are also available for the first time in the Chevrolet line.

Thirteen Body Styles

For 1954 a total of 13 cars are offered in three series. Given special prominence in the presentation is the Bel Air series, which Chevrolet pioneered as a luxury line last year. In '53, two- and four-door sedans, a convertible, and a sport coupe were in the series. This year Chevrolet has added an eight-passenger station wagon. This brings to five the number of Bel Air body types. Chevrolet's convertibles will hereafter be concentrated in this series.

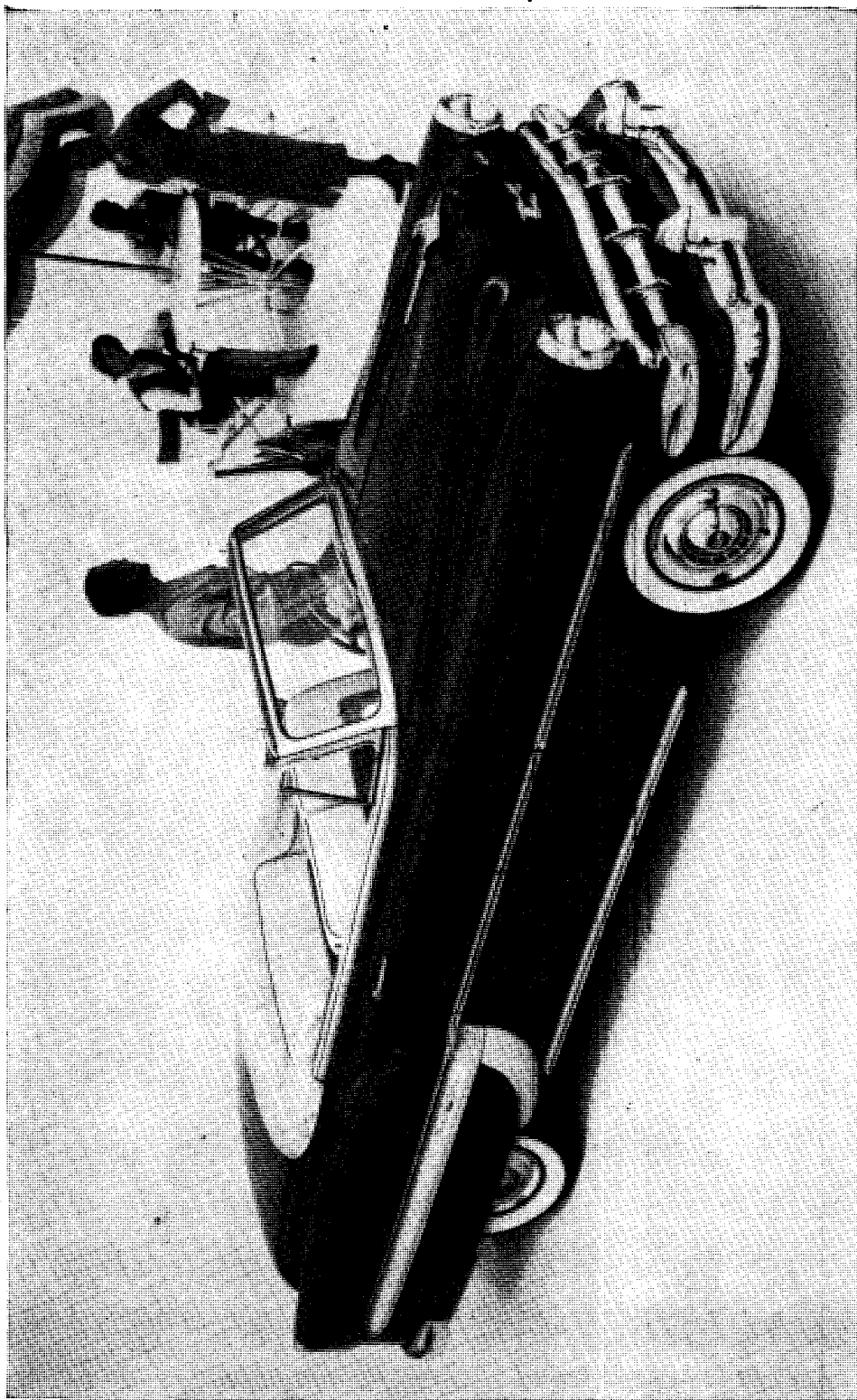
Another departure in the lineup of 13 passenger car models is the introduction of a utility sedan in the "150," or lowest-priced series. This body, replacing the former business coupe, offers 54 cubic feet of storage space.

Again in 1954 Chevrolets will be powered by a choice of two engines, each more powerful and responsive than its 1953 counterpart. The 115-horsepower "Blue Flame" engine is used in the gearshift models. Last



THE BEL AIR four-door sedan is a leader in Chevrolet's thirteen body models for 1954.

The designers aimed for a longer, lower look this year.



The '54 convertible in Chevrolet's Bel Air line.

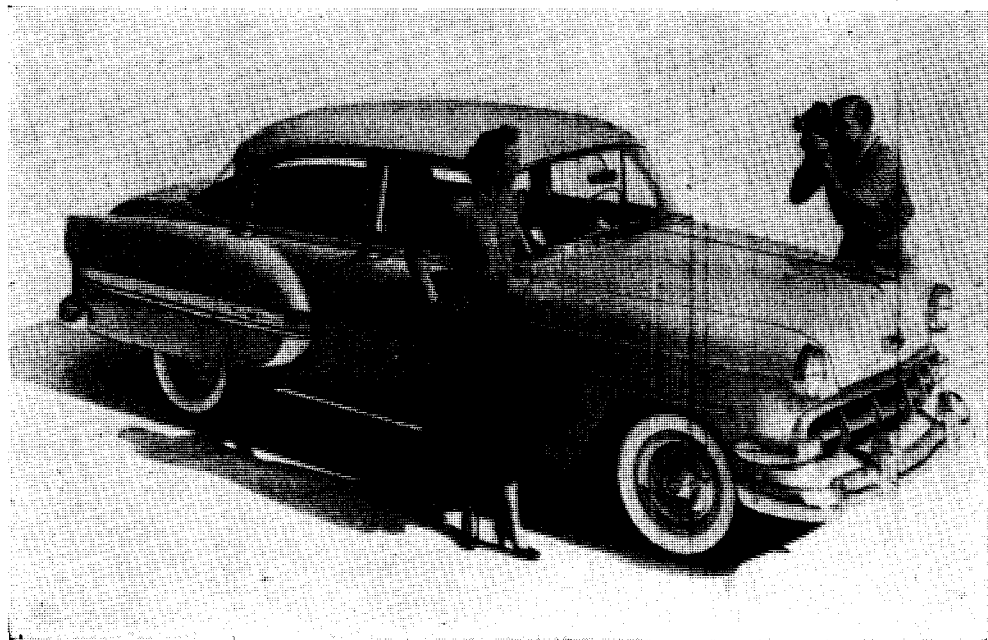
year the horsepower for this engine was 108 at 3600 RPM. And an engine of 125-horsepower (formerly 115 at 3600) couples with the Powerglide automatic shift, now available on all cars, including the delivery sedan. The conventional ratios are: First, 2.94 to 1; second, 1.68 to 1; third, direct; and reverse, 2.94 to 1. The Powerglide transmission, which incorporates torque converter with gears for automatic shift in the drive range, low, and reverse, has the following ratios: For drive, 1.82 to 1; and 1.00 to 1; low, 1.82 to 1; reverse, 1.82 to 1. The manual-selector positions operate from left to right; customary symbols define the positions, "P" for Park, "N" for Neutral, and so on for reverse, low, and drive.

Chassis advances include improvements in the clutch of the gearshift models; a longer, deeper-toned and sound-deadening muffler; and nylon rear springs inserts to eliminate the necessity for lubrication.

In appearance the 1954 Chevrolets have a longer, more rugged look. Designed for a broader, lower effect, the front bumper has been curved farther around the fender. The grille, bumper guards, parking lamps and hood ornamentation have been modified to conform with the new motif. Although the brightwork of the individual series pro-



THE MANUFACTURERS always try to be up-to-the-minute, if not a little ahead of the minute. Here you see the rear styling for the Chevy, especially for '54.



ANOTHER VIEW of the Bel Air four-door sedan. If you choose the optional Powerglide auto-

matic transmission, you get a 125-horsepower engine with it.

files remains much the same, design touches at the rear re-emphasize the distinction of the line.

Of interest are the two-tone interiors of the bodies. Stylists have taken full advantage of new fabrics to combine eye-appeal and practicability. A lavish use of vinyl, an easily-washed material, is apparent. In the Bel Air series interior fabrics are nylon-faced cloth and vinyls, while in other series tasteful complements of vinyls and new, modern fabrics have been worked out.

Nine of the 14 solid exterior colors are new. The 13 two-tone combinations, featuring such exotic partnerships as ivory and turquoise or beige and an unusual tan, are among the most striking yet unveiled by the industry. Totalling the number of body types and colors, the customer has 161 selections from which to draw when he buys a Chevrolet.

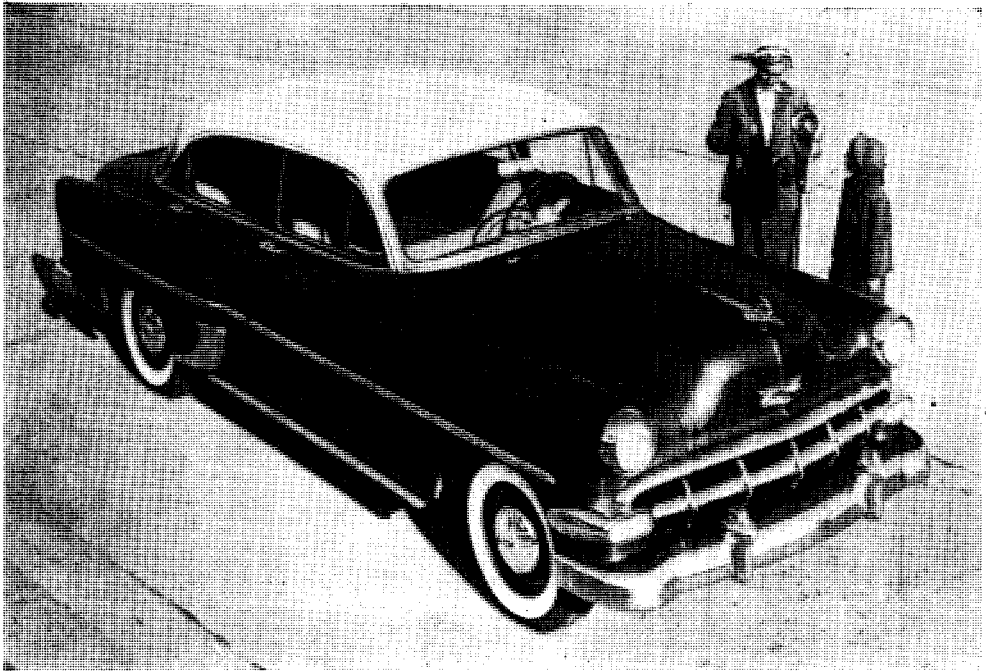
The Powerglide automatic transmission, now in service on more than 1,500,000 Chevrolets, is continued with modifications for improved high-speed acceleration. The new engine with which Powerglide is teamed will appreciably boost performance, particularly in the higher speed ranges when

emergency power may be required for passing or hill climbing.

Engine Improvements

The engines powering the '54 Chevrolets follow the six-cylinder, valve-in-head principle that for almost a quarter of a century has been the basis for Chevrolet's oomph. The power plant in the Powerglide option uses this time-proven principle with 125-horsepower available at 4000 revolutions per minute. An innovation is the installation of high-lift cams and improvements in valve mechanism to make possible a freer intake of combustion mixtures and a more complete expulsion of exhaust gases. The result is increased breathing efficiency at the same compression ratio of 7.5 to 1.

Improvements in valve mechanism were adopted not only to conform with the higher cam lifts but to make all parts stronger and more durable. Hydraulic valve-lifters have been redesigned for more reliable operation. A composite camshaft drive gear, having an aluminum alloy ring, a synthetic rubber insulator, and cast-alloy-iron hub, replaces the bakelite and fabric gear with steel hub. XCR alloy steel is utilized for exhaust valves



IN THE 210 Series, this two-tone four-door sedan typifies Chevrolet styling for the new

year. Powerglide transmission is optional on all Chevrolets now.

for greater strength at high temperatures and resistance to scaling and pitting.

A new cast-alloy-iron camshaft in the "125" has greater resistance to twisting at higher speeds. More strength is built into rocker shafts by a reduction in the diameter attachment holes at each end. A cast-alloy-iron distributor drive gear replaces the former steel type to reduce wear on the camshaft.

Another mechanical improvement in the Blue Flame "125" is applied to prevent stalling following cold starts. To allow for heavy acceleration demands during warm-up, the thermostatic spring in the automatic choke has been stiffened and the vacuum piston increased in diameter.

The Blue Flame "115" engine introduces into the so-called standard power train such features as full-pressure lubrication, aluminum pistons, insert-type of connecting rod bearings, and a more rigid crankshaft and connecting rods. As is also true of the "125," piston displacement is 235 cubic inches, with the engine reaching 115 horsepower at 3700 RPM. Compression ratio lists at 7.5 to 1. Better economy, smoother and quieter operation are characteristics of the improved engine, the engineers say.

The cylinder is of cast-alloy-iron and the pistons of cast-aluminum-alloy. Pistons are also cast with steel struts. Piston pins are made of chromium steel and are locked in the rod with a piston clearance of .00015-.00025 inch in the piston and no clearance for the rod. The connecting camshaft rods and crankshaft are of drop-forged steel.

The aluminum pistons are the same light-

weight type, but the new way of locking the piston pins in offset contributes to a quiet operation.

The single downdraft carburetor provides smoother acceleration by improvements that make possible a better balance in the fuel mixture. The result, the engineers point out, is a double stop in the fuel valving into the carburetor power jet, which maintains peak efficiency in the mixture during changing load conditions.

The new clutch assembly which Chevrolet has engineered for gearshift models has smoother operation and greater reliability. In the previous design the pressure plate was driven from the clutch cover by three lugs. With the re-engineering of the part, the lugs are replaced by three equally-spaced, spring-steel straps. The straps are riveted to the cover assembly and bolted to the pressure plate. Since the binding of the slots is now eliminated, the pressure plate always makes a full pressure contact with the driven plate for transfer of torque to the drive train.

Also in the gearshift models, changes have been incorporated in the synchromesh transmission for increased durability and ruggedness. All gears are now shot-peened after hardening, and needle bearings have been introduced on the gear countershaft.

The new 30-inch muffler compares with the earlier 16-inch length on closed body models. Three resonant chambers increase the range of vibration-damping and minimize body resonance. Besides improved silencing, the new muffler reduces back pressure, further aiding engine efficiency.

SPECIFICATIONS

Engine: Six-cylinder, in-line, in-head valves. Two motor options are offered, the standard one with the conventional transmission, the other with the Powerglide automatic transmission. Bore, 3 9/16 inches; stroke, 3 15/16 cubic inches. Piston displacement, 235.5 cubic inches. Compression ratio: conventional and Powerglide, 7.5 to 1. Horsepower: conventional, 115 at 3700 RPM; Powerglide, 125 at 4000 RPM. Torque: con-

ventional, 200 at 2000 RPM; Powerglide, 200 at 2000 RPM.

Lubrication: Pressure to main, connecting rods, and camshaft bearings; metered pressure to tappets; pressure jet to cylinder walls; splash to piston pins; nozzle to timing gear or chain. Crankcase capacity, 5 quarts. Oil pressure, 45 pounds at 1170 to 1200 RPM.

Fuel: Capacity, 16 gallons. Single down-draft carburetor. Automatic heat control. Integral automatic choke. Oil Wetted air cleaner, standard; oil bath, optional.

Cooling: Capacity, 17 quarts with heater; 16 quarts without. Cellular radiator. Choke-type thermostat starts to open at 142 to 148 degrees; internal by-pass type.

Electrical: Six-volt battery system; 15 plates per cell; 100-ampere-hours at 20-hour rating. Generator output, 45 amperes.

Transmission: Conventional with 115-horsepower engine; Powerglide automatic with 125 horsepower. Ratios: Conventional—first, 2.94 to 1; second, 1.68 to 1; third, direct; reverse, 2.94 to 1. Powerglide incorporates torque converter with gears for automatic shift in drive range, plus low and reverse. Powerglide ratios: Drive 1.82 to 1 and 1.00 to 1; low, 1.82 to 1; reverse 1.82 to 1. Torque converter gives maximum ratio of 2.1 to 1.

Torque tube drive shaft. Rear axle ratio: conventional, 3.70 to 1; Powerglide, 3.55 to 1.

Brakes: Four-wheel hydraulic with servo. Effective braking area, 158 square inches. Parking brake operates on rear service brakes.

Suspension: Front—unitized, independent, short and long arm with coil springs. Rear—longitudinal, semi-elliptic leaf springs. Direct-acting shock absorbers, front and rear.

Steering: Mechanical steering, standard. Power steering, optional. Over-all mechanical ratio, 23.1 to 1. Power ratio, 22.1 to 1.

Dimensions: Wheelbase, 115 inches. Over-all length, 196.5 inches. Over-all width, 75 inches. Over-all height, 63.1 inches. Tread: front, 56.7; rear, 58.8 inches. Tire size: 6.70 x 15.