

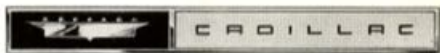


Cadillac

1960

DATA BOOK

1960



STANDARD OF THE WORLD
FOR FIFTY-EIGHT YEARS

INTRODUCTION

Culminating fifty-eight years of dedication to quality, the Cadillac model year 1960 brings to you and to your Cadillac owners a motor car built to a degree of elegance and refinement unique even by Cadillac's high standards.

This is readily apparent in the custom details of design which so well bespeak the fineness of the car within.

And it is equally evident in the new luxury and beauty of upholstery, appointments and trim.

The goodness, however, that is Cadillac, cannot be fully appreciated without experiencing the surpassing comfort of its ride, the remarkable ease and safety of its steering and braking and the exceeding flexibility and sureness of its response to the driver's every demand.



Because of the superb motoring pleasure which the 1960 Cadillac is designed to provide, your Cadillac Data Book has been organized with a two-fold purpose. Wherever they so lend themselves, the Body, Chassis, Engine and Optional Equipment Sections have been designed with the left-hand page offering nontechnical descriptions of the benefits each Cadillac feature provides. As additional information for you and your prospects, the right-hand page contains helpful illustrations as well as supporting facts in more technical language.


Learn the story of the 1960 Cadillac as outlined on the following pages, share it with your prospects, and we are sure you will find 1960 one of the most gratifying sales years you have ever known.




STYLING

CADILLAC STYLING . . .

earns the unqualified admiration
of the world's most
discriminating motorists

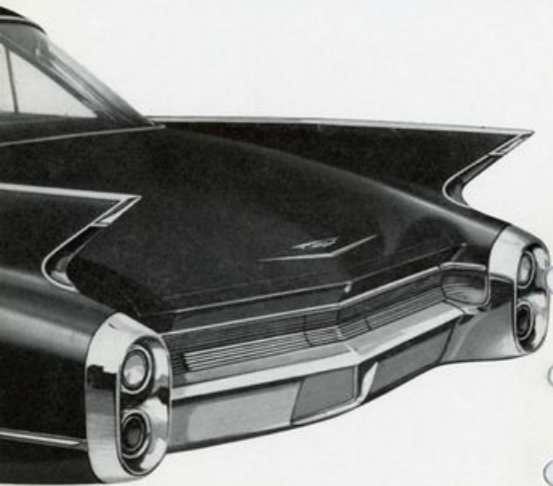
 The dignity and distinction, the grace and beauty of Cadillac styling have played a major part in the stature attained by this magnificent motor car in the eyes of the entire world.

 For 1960, Cadillac styling leadership is further enhanced with finer, trimmer lines, even greater emphasis on details of custom design and, over-all, an air of elegance and refinement befitting the acknowledged Standard of the World.



NEW REAR STYLING

The classic simplicity and customized styling of the 1960 Cadillac is immediately evident in the views shown below and at right. There is, for example, new elegance and refinement in the flatter horizontal plane of the gracefully swept-back rear fender fins. And a new custom touch in the way the upper taillights are recessed into the fin's trailing edge. The deck lid itself, sloping gracefully down to the decorative grille above the rear bumper, is unadorned except for a newly refined, slimmer V and Crest. At the right side of the rear grille on de Ville models is a new plaque with a Cadillac medallion in chrome against a red enamelled background and the word CADILLAC in black against a white background.



NEW FRONT STYLING

New refinement and grace with highlights of jewel-like beauty mark the elegant front ensemble of the 1960 Cadillac. A distinctive new grille texture is achieved through the reflective, beveled upper edge of new horizontal grille bars set between each row of finer parallel grille bars with their tapered concave tipped projectiles. The front bumper and parking lamp housings present a new trimmer appearance and even the license plate is newly recessed below the bumper bar. Attention to design detail is evident in the forward portion of the front fender crown moldings with their restrained treatment of fine chrome lines divided by a band of body color and in the newly refined hood V and crest.





On the Fleetwood Sixty Special sedan, shown above, and on the Eldorado Biarritz and Seville, the decorative section over the rear bumper is similar in styling to the radiator grille, including two rows of concave-tipped projectiles. Instead of a V and crest insignia on the rear deck, the name "Fleetwood" in script appears on the lower right side of the deck lid on the Sixty Special and Seventy-Five models; the name ELDORADO in chrome block letters across the base of the deck lid on the Biarritz and on the Seville.

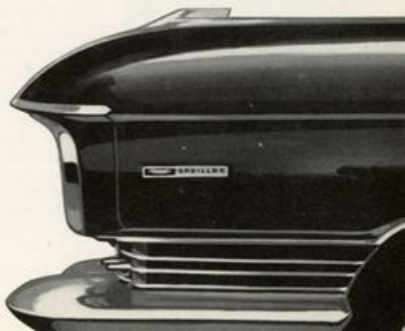


On each front fender of the Fleetwood Sixty Special sedan, just back of the wheel opening, is a distinctive new plaque of maroon cloisonné with a diagonal white band bearing the name Fleetwood in script and topped by the jewel-like beauty of a finely drawn, chrome-finished crown.



Pleasing design harmony is achieved with the outer bumper bar extending forward over the dual parking lights in much the same fashion that the fenders extend visor-like over the dual headlamps. The outer parking lamps also serve as turn indicator lamps. The inner pair are replaceable with fog lamps at extra cost.

An entirely new convenience and safety feature is the location of the directional-signal indicator lights in tapered chrome housings at the forward section of the front fender crown moldings. The tiny amber-lensed lights enable the driver to be certain he is signaling his right- or left-turn intentions properly without the necessity of having to take his eyes from the road.





Well concealed for appearance yet readily accessible from either side of the car, the gas filler cap is located behind a pivoted center section of the new decorative panel just above the rear bumper bar.

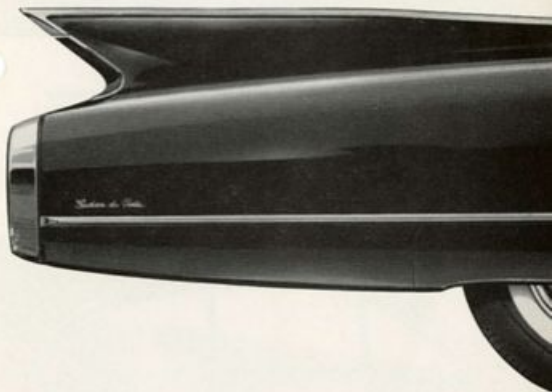


New Cadillac wheel discs feature a ribbed concave outer ring around a raised center hub with concentric rings of chrome and either white or black enamel or brushed chrome as selected by the owner. Centered on the hub is a chrome and white Cadillac medallion.



The Fleetwood Sixty Special sedan and the Eldorado Biarritz and Seville wheel discs feature a deep-fluted design with more prominent spokes and a ribbed perimeter around the outside of the hub. Center portion of hub has three concentric rings of satin-black and chrome tapering to a circle of bright chrome inset with the Cadillac medallion.

The new rear quarter panels, tapering gradually back to the oval, chromed tail and back-up lamp housing, present a trim, unbroken contour along their entire length. Equally trim, and graceful are the new, low, sweeping lines of the rear fender fins outlined in fine chrome and inset on the trailing edge with the contoured red lens of the upper taillight.



The upper taillights in the fender fins are easily seen from the side for maximum safety. The circular taillights and back-up lights housed in the outer bumper sections contain red lenses around their perimeters which cast a reflective red glow against the bright chrome of the housing. The upper and lower taillights operate together as tail-, stop-, and directional signal lights.

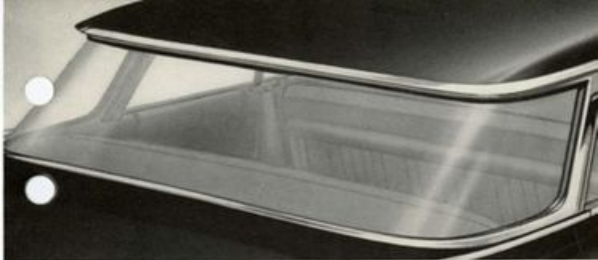




CADILLAC SIX-WINDOW SEDANS. Available in the Series 62, the Sedan de Ville and Fleetwood Sixty Special models, the major identifying features of the six-window sedans are a rear window which extends well into the roof line and the triangular, fixed-position rear quarter windows.



FLEETWOOD SIXTY SPECIAL SEDANS have a new smart appearing fabric covered steel top, especially insulated for maximum quiet and to further insulate interiors from heat or cold. A fine chrome molding extends along each side of the roof separated from the rain molding by a line of body color.



CADILLAC FOUR-WINDOW SEDANS provide a sweeping expanse of rear window glass which extends well around into the sides of the car eliminating the small rear quarter windows. Further distinguishing this Series 62 and Sedan de Ville body style is the visor-like rearward extension of the roof line.



FLEETWOOD SEVENTY-FIVE SEDAN AND LIMOUSINE. The dignity and exclusiveness of these magnificent motor cars is enhanced by the restrained, rectangular design of the rear window and the sculptured contour of the roof line. Rear quarter window design adds further privacy and distinction.

NEW INTERIOR STYLING FEATURES

 The interior luxury and beauty of the 1960 Cadillac is exemplified by the jewel-like appearance of the instrument panel with its convenient location of all gauges and controls. The instrument cluster itself, deeply recessed to prevent reflection, has all dials and gauges on a single plane for quick, easy reading. The instrument panel insert extending across the center and right side of the panel has a new horizontal design of alternating chrome and satin-black lines. On the right side of the insert is a new plaque with a chromed Cadillac medallion on a red enamelled background and the name CADILLAC in black against a white background.



NEW STEERING WHEEL AND HORN BARS

The steering wheel for 1960 presents a trimmer appearance and better view of the instrument cluster dials and gauges. In addition, there is the new convenience of a separate horn bar contoured into each steering wheel spoke for easy operation by either hand.



NEW LOWER FRONT FLOOR TUNNEL

For 1960 the front floor tunnel is both lower and narrower due to a more compact design of the transmission housing. The result is greater foot room for the driver and passengers plus improved spacing of the accelerator and brake pedals for greater convenience.



NEW ACCELERATOR HEEL RECESS

The lady driver of a 1960 Cadillac will at once appreciate the recess at the base of the accelerator pedal. Designed to accommodate high heels, it makes operation of the accelerator pedal far more convenient, comfortable and relaxing, a special advantage on long trips.



NEW INSTRUMENT CLUSTER

Cadillac's new instrument cluster is designed with all dials and gauges on a single plane for fast easy reading. At the same time the cluster, well recessed into the instrument panel, eliminates annoying reflection, and is at a sufficient distance from the driver to permit instant reference without conscious readjustment of vision.



NEW SAFETY DOOR REFLECTORS

Mounted on the rear of the door armrests on the Series 62 Coupe and Sedans, and front door armrests of Fleetwood Seventy-Five models, are new red-lensed reflectors which, when a door is open at night, serve as a warning to drivers approaching from the rear. The Eldorados have illuminated safety warning lights at the rear of door armrests. Circular red reflectors are on lower door panels on the Fleetwood Sixty Special.



NEW CADILLAC PLAQUE

On the right side of the instrument panel insert on all 1960 Cadillac models is a distinctive new plaque containing a chrome medallion against a red enameled background and the word CADILLAC in black against a white background. This insignia is also featured on the front fenders of the Series 62 Coupe and Sedans, just back of the headlamps, and on the right side of the rear bumper grille on the Coupe and Sedan de Ville.






BODY STYLES

CADILLAC BODY STYLES . . .

(INTERIORS AND EQUIPMENT)

meet the individual requirements
of every fine car owner

 This section of your Cadillac Data Book is designed with fold-out pages so that illustrations of the exterior and the interior of each Cadillac body style may be shown to a prospect at the same time. In addition, there is a listing of Upholstery Selections, Standard and Optional Equipment, Interior Dimensions and Basic Specifications for each body style, thus providing in one convenient location the information most useful in helping the prospect to select his Cadillac.

SIXTY-TWO COUPE	Page 20
SIXTY-TWO SEDAN (Six Window)	Page 22
SIXTY-TWO SEDAN (Four Window)	Page 23
SIXTY-TWO CONVERTIBLE	Page 26
COUPE DE VILLE	Page 28
SEDAN DE VILLE (Six Window)	Page 30
SEDAN DE VILLE (Four Window)	Page 31
FLEETWOOD SIXTY SPECIAL SEDAN	Page 34
FLEETWOOD SEVENTY-FIVE SEDAN AND LIMOUSINE	Page 36
ELDORADO SEVILLE	Page 40
ELDORADO BIARRITZ	Page 42
ELDORADO BROUGHAM	(See Brougham Section)



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Interiors of the Cadillac Sixty-Two coupe offer new elegance and refinement in this most modestly priced of all Cadillac body models. There are, for example, new fabrics of superb good taste including sleek and soft-textured Caspian cloth in colors of Black, Persian Sand, Turquoise or Green; or fashionable new Cortina cord in subdued shades of Fawn, Gray or Blue. Seat backs and seat cushions are styled with a smart two-inch piping relieved by a single horizontal row of recessed buttons across the upper half of the seat back. Fine-grained Elascofab side bolsters present pleasing design contrast. The aura of luxury and warmth imparted by the Sixty-Two coupe interior is further enhanced by the thick, loop-pile, nylon-blend carpeting, covering not only the floor, but also the scuff-pad areas of the door panels and sidewalls. A new safety feature for 1960 is the red reflective lens at the rear of each door armrest which serves as a warning to cars approaching from the rear when a car door is opened at night.

UPHOLSTERY SELECTIONS

30. BLACK CASPIAN PATTERN NYLON WITH WHITE ELASCOFAB bolsters and trim.
31. GRAY CORTINA CORD with GRAY ELASCOFAB bolsters and trim.
33. BLUE CORTINA CORD with BLUE METALLIC ELASCOFAB bolsters and trim.
34. PERSIAN SAND CASPIAN PATTERN NYLON with PERSIAN SAND METALLIC ELASCOFAB bolsters and trim.
35. FAWN CORTINA CORD with FAWN ELASCOFAB bolsters and trim.
36. TURQUOISE CASPIAN PATTERN NYLON with TURQUOISE METALLIC ELASCOFAB bolsters and trim.
37. GREEN CASPIAN PATTERN NYLON with GREEN METALLIC ELASCOFAB bolsters and trim.



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TEL: 773-936-3700



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The Cadillac Sixty-Two sedan, year in and year out, the most popular of all Cadillac body styles, presents an even higher degree of quality and luxury for 1960. The elegant interiors feature the beauty of select fabrics, carefully restrained in pattern and color and tailored with smart two-inch piping set off by side bolsters of fine, Florentine-grained Elascofab. New upholstery selections include smooth, soft-textured Caspian cloth in Black, Persian Sand, Turquoise or Green; or new Cortina cord in shades of Fawn, Gray or Blue. Carpeting of deep, loop-pile, nylon blend continues the luxurious interior treatment of the Sixty-Two sedan. On the rear of each door armrest of this body style, for 1960, is a new red reflector lens as a safety warning when a door is opened at night.

UPHOLSTERY SELECTIONS

30. BLACK CASPIAN PATTERN NYLON with WHITE ELASCOFAB bolsters and trim.
31. GRAY CORTINA CORD with GRAY ELASCOFAB bolsters and trim.
33. BLUE CORTINA CORD with BLUE METALLIC ELASCOFAB bolsters and trim.
34. PERSIAN SAND CASPIAN PATTERN NYLON with PERSIAN SAND METALLIC ELASCOFAB bolsters and trim.
35. FAWN CORTINA CORD with FAWN ELASCOFAB bolsters and trim.
36. TURQUOISE CASPIAN PATTERN NYLON with TURQUOISE METALLIC ELASCOFAB bolsters and trim.
37. GREEN CASPIAN PATTERN NYLON with GREEN METALLIC ELASCOFAB bolsters and trim.

1950



1950



Interiors of the Cadillac Sixty-Two convertible are styled in keeping with the spirit of its brilliant new exterior design. Enduring beauty and evident quality are fully expressed in the fine, Florentine-grained leathers offered in eight selections including solid colors, two-tone combinations and metallic finishes. Seat cushion and seat-back inserts are fashioned in a smart biscuit and button design framed by full bolsters. The carefree motoring provided by the Sixty-Two convertible is enhanced by its full complement of luxury equipment such as power seats, power windows, individual cigarette lighters and ash receivers and courtesy lights, front and rear. New, bright and brushed chrome door pulls instead of pull cups in the armrests are distinctive to the convertible as well as the de Ville models for 1960. The sleek, power operated top on the convertible is available in five colors to complement the beautiful acrylic lacquer finish of the car itself.

UPHOLSTERY SELECTIONS

20. BLACK FLORENTINE GRAIN LEATHER with WHITE FLORENTINE GRAIN LEATHER bolsters and trim.
21. BLACK FLORENTINE GRAIN LEATHER.
22. SILVER FLORENTINE GRAIN METALLIC LEATHER.
23. BLUE FLORENTINE GRAIN METALLIC LEATHER.
25. SADDLE TAN FLORENTINE GRAIN LEATHER.
27. GREEN FLORENTINE GRAIN METALLIC LEATHER.
28. RED FLORENTINE GRAIN LEATHER with WHITE FLORENTINE GRAIN LEATHER bolsters and trim.
29. RED FLORENTINE GRAIN LEATHER.

TOP COLORS: 1. IVORY 2. BLACK 4. GREEN
6. BUCKSKIN 8. BLUE

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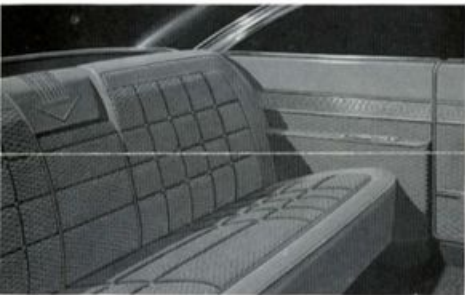
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1910

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The exciting beauty of the Cadillac Coupe de Ville is reflected in the glamorous interiors of this fashion-setting motor car for 1960. Upholstery selections include a new diamond-patterned nylon Cambray cloth available in gleaming Silver, Blue or Turquoise metallic threads against a black background; or the soft-finished, sculptured beauty of new nylon Chadwick cloth in subdued shades of Gray, Persian Sand, Fawn or Green. Seat cushions and seat backs with their wide center armrests are styled in a smart button and biscuit treatment with full bolsters of fine Florentine grain leather. The accoutrements of the Coupe de Ville provide a full measure of luxury and convenience. Bright and brushed chrome used for the distinctive new Coupe de Ville door pulls, and for other control knobs and trim, adds highlights of gleaming beauty. And, of course, completing this elegant interior decor is the Trieste carpeting of deep, loop-pile nylon blend, covering not only the floor but the lower portions of the cowl side-walls and door panels as well.

UPHOLSTERY SELECTIONS

40. SILVER-BLACK CAMBRAY PATTERN METALLIC NYLON with WHITE FLORENTINE GRAIN LEATHER bolsters and trim.
41. GRAY CHADWICK PATTERN NYLON with GRAY FLORENTINE GRAIN LEATHER bolsters and trim.
43. BLUE-BLACK CAMBRAY PATTERN METALLIC NYLON with BLUE METALLIC FLORENTINE GRAIN LEATHER bolsters and trim.
44. PERSIAN SAND CHADWICK PATTERN NYLON with PERSIAN SAND METALLIC FLORENTINE GRAIN LEATHER bolsters and trim.
45. FAWN CHADWICK PATTERN NYLON with FAWN FLORENTINE GRAIN LEATHER bolsters and trim.
46. TURQUOISE-BLACK CAMBRAY PATTERN METALLIC NYLON with MEDIUM TURQUOISE METALLIC FLORENTINE GRAIN LEATHER bolsters and trim.
47. GREEN CHADWICK PATTERN NYLON with GREEN METALLIC FLORENTINE GRAIN LEATHER bolsters and trim.





RESEARCH AND DEVELOPMENT

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The interiors of the Sedan de Ville combine an air of enchantment with their full complement of luxury and convenience features. There are, for example, wide center armrests, front and rear; power seat; power windows; individual cigarette lighters and ash receivers both front and rear; and courtesy lights in each door panel. Bright and brushed chrome used for the Sedan de Ville's elegantly styled new door pulls, as well as for other control knobs and trim, add pleasing highlights throughout. New upholstery fabrics include diamond-patterned nylon Cambray cloth with gleaming Lurex metallic threads in either Silver, Blue or Turquoise against a black background; or the sculptured, soft-finished beauty of nylon Chadwick cloth in subtle shades of Fawn, Gray, Persian Sand or Green. Trieste quality, loop-pile, nylon-blend carpeting covering the entire floor also extends upward into the lower portions of the side-walls and door panels thus protecting these areas from unsightly scuff marks.

UPHOLSTERY SELECTIONS

40. SILVER-BLACK CAMBRAY PATTERN METALLIC NYLON with WHITE FLORENTINE GRAIN LEATHER bolsters and trim.
41. GRAY CHADWICK PATTERN NYLON with GRAY FLORENTINE GRAIN LEATHER bolster, and trim.
43. BLUE-BLACK CAMBRAY PATTERN METALLIC NYLON with BLUE METALLIC FLORENTINE GRAIN LEATHER bolsters and trim.
44. PERSIAN SAND CHADWICK PATTERN NYLON with PERSIAN SAND METALLIC FLORENTINE GRAIN LEATHER bolsters and trim.
45. FAWN CHADWICK PATTERN NYLON with FAWN FLORENTINE GRAIN LEATHER bolsters and trim.
46. TURQUOISE-BLACK CAMBRAY PATTERN METALLIC NYLON with MEDIUM TURQUOISE METALLIC FLORENTINE GRAIN LEATHER bolsters and trim.
47. GREEN CHADWICK PATTERN NYLON with GREEN METALLIC FLORENTINE GRAIN LEATHER bolsters and trim.

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1900

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The deep affection which the Fleetwood Sixty Special inspires in the hearts of its owners arises not only from the distinctive exterior styling of this magnificent motor car but from the gracious atmosphere and unique elegance of its tastefully appointed interiors. There is extra luxury, too, in the use of full coil springs in seat cushions and seat backs and in the wide choice of specially selected fabrics including nylon Cardinal cloth with its muted diamond pattern; nylon Clarion cloth with its random weave, self-patterned stripes and fine, all-wool broadcloths. And there is equal luxury and exclusiveness in the tailored-fashioning of these fine fabrics into the rectangular biscuit-and-button pattern of the seat cushion and seat-back inserts. Full bolsters are of fine grain, Florentine leathers when Cardinal or Clarion cloth is selected, otherwise in matching all-wool broadcloth. Even the nylon-blend carpeting is of superior quality, extra-deep, looped pile for maximum warmth and luxury. A distinctive new safety provision for 1960 is the circular, red reflective lens on each lower door panel to alert drivers approaching from the rear whenever a car door is opened at night.

UPHOLSTERY SELECTIONS

60. BLACK CARDINAL PATTERN NYLON with WHITE FLORENTINE GRAIN LEATHER bolsters and trim.
61. GRAY CLARION PATTERN NYLON with GRAY FLORENTINE GRAIN LEATHER bolsters and trim.
63. LOCARNO BLUE CARDINAL PATTERN NYLON with LOCARNO BLUE FLORENTINE GRAIN LEATHER bolsters and trim.
64. PERSIAN SAND CLARION PATTERN NYLON with PERSIAN SAND METALLIC FLORENTINE GRAIN LEATHER bolsters and trim.
65. FAWN CARDINAL PATTERN NYLON with FAWN FLORENTINE GRAIN LEATHER bolsters and trim.
66. TURQUOISE CLARION PATTERN NYLON with LIGHT TURQUOISE METALLIC FLORENTINE GRAIN LEATHER bolsters and trim.
67. GREEN CARDINAL PATTERN NYLON with GREEN METALLIC FLORENTINE GRAIN LEATHER bolsters and trim.
71. GRAY WOOL BROADCLOTH throughout.
72. LOCARNO BLUE WOOL BROADCLOTH throughout.
74. SAGE TAN WOOL BROADCLOTH throughout.

1. 1990
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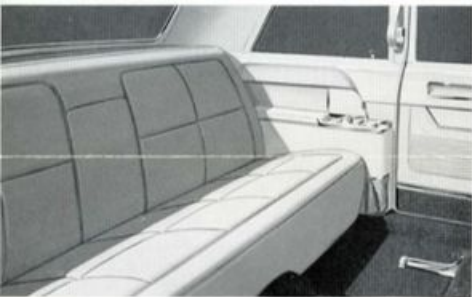


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The magnificent Fleetwood Seventy-Five sedan and limousine lend unmatched dignity and distinction to any place and to any occasion. In fact, no other motor car so well reflects not only the stature of its owner, but the tone of the many state, business and social functions at which it is so often found in attendance. Impressive in its exterior styling, it is equally so in the elegance and refinement of its spacious interiors. Upholstery selections include fashionable Bedford Cord in Light Gray, Fawn, or Dark Gray; or superb, all-wool broadcloth in Light Gray or Fawn, all with harmonizing broadcloth bolsters. The seat cushions and seat backs, constructed with individual coil springs for maximum comfort, are exclusively styled with two horizontal rows of biscuits relieved by a single row of recessed buttons. There are, of course, a full complement of convenience features such as electric clocks, front and rear; cigarette lighters and ash receivers; assist handles on the rear quarter pillars as well as the rear of the front seat back; and even separate rear compartment controls when the Cadillac Air Conditioner, Heating System or Radio are ordered.

UPHOLSTERY SELECTIONS

- 80. LIGHT GRAY NYLON BEDFORD CORD with LIGHT GRAY WOOL BROADCLOTH bolsters and trim.
- 81. LIGHT GRAY WOOL BROADCLOTH throughout.
- 84. FAWN NYLON BEDFORD CORD with FAWN WOOL BROADCLOTH bolsters and trim.
- 85. FAWN WOOL BROADCLOTH throughout.
- 90. DARK GRAY NYLON BEDFORD CORD with DARK GRAY WOOL BROADCLOTH bolsters and trim.

CHAUFFEUR COMPARTMENT (Limousine)

LIGHT GRAY FLORENTINE GRAIN LEATHER with GRAY selections, above.

FAWN FLORENTINE GRAIN LEATHER with FAWN selections, above.

BLACK FLORENTINE GRAIN LEATHER optional, at owner's request.

The following table shows the results of the experiment. The first column shows the number of trials, the second column shows the number of correct responses, and the third column shows the percentage of correct responses.

Number of trials	Number of correct responses	Percentage of correct responses
10	7	70%
20	14	70%
30	21	70%
40	28	70%
50	35	70%
60	42	70%
70	49	70%
80	56	70%
90	63	70%
100	70	70%

The results of the experiment show that the percentage of correct responses is constant at 70% across all trial numbers.

Number of trials	Number of correct responses	Percentage of correct responses
10	7	70%
20	14	70%
30	21	70%
40	28	70%
50	35	70%
60	42	70%
70	49	70%
80	56	70%
90	63	70%
100	70	70%

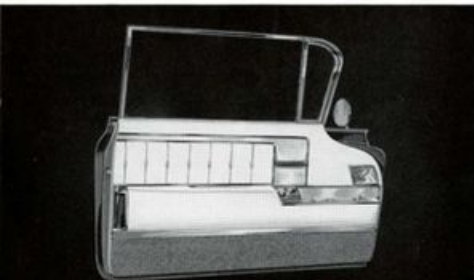
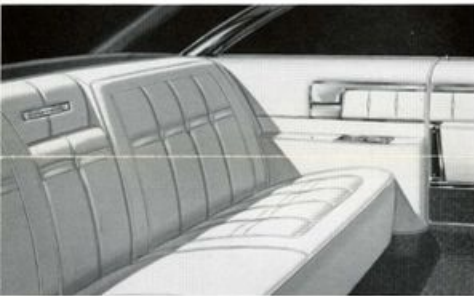
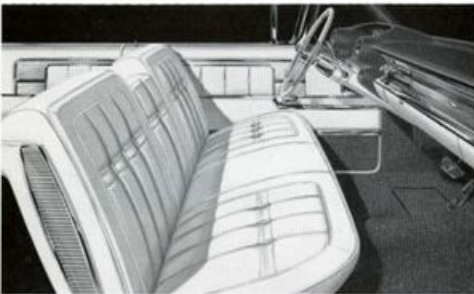


Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Q1	10.2	10.3	10.4	10.5	10.6	10.7	10.8	10.9	11.0	11.1	11.2	11.3	11.4	11.5	11.6	11.7	11.8	11.9	12.0	12.1	12.2	12.3	12.4	12.5	12.6	12.7	12.8	12.9	13.0	13.1	13.2	13.3	13.4	13.5	13.6	13.7	13.8	13.9	14.0	14.1	14.2	14.3	14.4	14.5	14.6	14.7	14.8	14.9	15.0	15.1	15.2	15.3	15.4	15.5	15.6	15.7	15.8	15.9	16.0	16.1	16.2	16.3	16.4	16.5	16.6	16.7	16.8	16.9	17.0	17.1	17.2	17.3	17.4	17.5	17.6	17.7	17.8	17.9	18.0	18.1	18.2	18.3	18.4	18.5	18.6	18.7	18.8	18.9	19.0	19.1	19.2	19.3	19.4	19.5	19.6	19.7	19.8	19.9	20.0	20.1	20.2	20.3	20.4	20.5	20.6	20.7	20.8	20.9	21.0	21.1	21.2	21.3	21.4	21.5	21.6	21.7	21.8	21.9	22.0	22.1	22.2	22.3	22.4	22.5	22.6	22.7	22.8	22.9	23.0	23.1	23.2	23.3	23.4	23.5	23.6	23.7	23.8	23.9	24.0	24.1	24.2	24.3	24.4	24.5	24.6	24.7	24.8	24.9	25.0	25.1	25.2	25.3	25.4	25.5	25.6	25.7	25.8	25.9	26.0	26.1	26.2	26.3	26.4	26.5	26.6	26.7	26.8	26.9	27.0	27.1	27.2	27.3	27.4	27.5	27.6	27.7	27.8	27.9	28.0	28.1	28.2	28.3	28.4	28.5	28.6	28.7	28.8	28.9	29.0	29.1	29.2	29.3	29.4	29.5	29.6	29.7	29.8	29.9	30.0	30.1	30.2	30.3	30.4	30.5	30.6	30.7	30.8	30.9	31.0	31.1	31.2	31.3	31.4	31.5	31.6	31.7	31.8	31.9	32.0	32.1	32.2	32.3	32.4	32.5	32.6	32.7	32.8	32.9	33.0	33.1	33.2	33.3	33.4	33.5	33.6	33.7	33.8	33.9	34.0	34.1	34.2	34.3	34.4	34.5	34.6	34.7	34.8	34.9	35.0	35.1	35.2	35.3	35.4	35.5	35.6	35.7	35.8	35.9	36.0	36.1	36.2	36.3	36.4	36.5	36.6	36.7	36.8	36.9	37.0	37.1	37.2	37.3	37.4	37.5	37.6	37.7	37.8	37.9	38.0	38.1	38.2	38.3	38.4	38.5	38.6	38.7	38.8	38.9	39.0	39.1	39.2	39.3	39.4	39.5	39.6	39.7	39.8	39.9	40.0	40.1	40.2	40.3	40.4	40.5	40.6	40.7	40.8	40.9	41.0	41.1	41.2	41.3	41.4	41.5	41.6	41.7	41.8	41.9	42.0	42.1	42.2	42.3	42.4	42.5	42.6	42.7	42.8	42.9	43.0	43.1	43.2	43.3	43.4	43.5	43.6	43.7	43.8	43.9	44.0	44.1	44.2	44.3	44.4	44.5	44.6	44.7	44.8	44.9	45.0	45.1	45.2	45.3	45.4	45.5	45.6	45.7	45.8	45.9	46.0	46.1	46.2	46.3	46.4	46.5	46.6	46.7	46.8	46.9	47.0	47.1	47.2	47.3	47.4	47.5	47.6	47.7	47.8	47.9	48.0	48.1	48.2	48.3	48.4	48.5	48.6	48.7	48.8	48.9	49.0	49.1	49.2	49.3	49.4	49.5	49.6	49.7	49.8	49.9	50.0	50.1	50.2	50.3	50.4	50.5	50.6	50.7	50.8	50.9	51.0	51.1	51.2	51.3	51.4	51.5	51.6	51.7	51.8	51.9	52.0	52.1	52.2	52.3	52.4	52.5	52.6	52.7	52.8	52.9	53.0	53.1	53.2	53.3	53.4	53.5	53.6	53.7	53.8	53.9	54.0	54.1	54.2	54.3	54.4	54.5	54.6	54.7	54.8	54.9	55.0	55.1	55.2	55.3	55.4	55.5	55.6	55.7	55.8	55.9	56.0	56.1	56.2	56.3	56.4	56.5	56.6	56.7	56.8	56.9	57.0	57.1	57.2	57.3	57.4	57.5	57.6	57.7	57.8	57.9	58.0	58.1	58.2	58.3	58.4	58.5	58.6	58.7	58.8	58.9	59.0	59.1	59.2	59.3	59.4	59.5	59.6	59.7	59.8	59.9	60.0	60.1	60.2	60.3	60.4	60.5	60.6	60.7	60.8	60.9	61.0	61.1	61.2	61.3	61.4	61.5	61.6	61.7	61.8	61.9	62.0	62.1	62.2	62.3	62.4	62.5	62.6	62.7	62.8	62.9	63.0	63.1	63.2	63.3	63.4	63.5	63.6	63.7	63.8	63.9	64.0	64.1	64.2	64.3	64.4	64.5	64.6	64.7	64.8	64.9	65.0	65.1	65.2	65.3	65.4	65.5	65.6	65.7	65.8	65.9	66.0	66.1	66.2	66.3	66.4	66.5	66.6	66.7	66.8	66.9	67.0	67.1	67.2	67.3	67.4	67.5	67.6	67.7	67.8	67.9	68.0	68.1	68.2	68.3	68.4	68.5	68.6	68.7	68.8	68.9	69.0	69.1	69.2	69.3	69.4	69.5	69.6	69.7	69.8	69.9	70.0	70.1	70.2	70.3	70.4	70.5	70.6	70.7	70.8	70.9	71.0	71.1	71.2	71.3	71.4	71.5	71.6	71.7	71.8	71.9	72.0	72.1	72.2	72.3	72.4	72.5	72.6	72.7	72.8	72.9	73.0	73.1	73.2	73.3	73.4	73.5	73.6	73.7	73.8	73.9	74.0	74.1	74.2	74.3	74.4	74.5	74.6	74.7	74.8	74.9	75.0	75.1	75.2	75.3	75.4	75.5	75.6	75.7	75.8	75.9	76.0	76.1	76.2	76.3	76.4	76.5	76.6	76.7	76.8	76.9	77.0	77.1	77.2	77.3	77.4	77.5	77.6	77.7	77.8	77.9	78.0	78.1	78.2	78.3	78.4	78.5	78.6	78.7	78.8	78.9	79.0	79.1	79.2	79.3	79.4	79.5	79.6	79.7	79.8	79.9	80.0	80.1	80.2	80.3	80.4	80.5	80.6	80.7	80.8	80.9	81.0	81.1	81.2	81.3	81.4	81.5	81.6	81.7	81.8	81.9	82.0	82.1	82.2	82.3	82.4	82.5	82.6	82.7	82.8	82.9	83.0	83.1	83.2	83.3	83.4	83.5	83.6	83.7	83.8	83.9	84.0	84.1	84.2	84.3	84.4	84.5	84.6	84.7	84.8	84.9	85.0	85.1	85.2	85.3	85.4	85.5	85.6	85.7	85.8	85.9	86.0	86.1	86.2	86.3	86.4	86.5	86.6	86.7	86.8	86.9	87.0	87.1	87.2	87.3	87.4	87.5	87.6	87.7	87.8	87.9	88.0	88.1	88.2	88.3	88.4	88.5	88.6	88.7	88.8	88.9	89.0	89.1	89.2	89.3	89.4	89.5	89.6	89.7	89.8	89.9	90.0	90.1	90.2	90.3	90.4	90.5	90.6	90.7	90.8	90.9	91.0	91.1	91.2	91.3	91.4	91.5	91.6	91.7	91.8	91.9	92.0	92.1	92.2	92.3	92.4	92.5	92.6	92.7	92.8	92.9	93.0	93.1	93.2	93.3	93.4	93.5	93.6	93.7	93.8	93.9	94.0	94.1	94.2	94.3	94.4	94.5	94.6	94.7	94.8	94.9	95.0	95.1	95.2	95.3	95.4	95.5	95.6	95.7	95.8	95.9	96.0	96.1	96.2	96.3	96.4	96.5	96.6	96.7	96.8	96.9	97.0	97.1	97.2	97.3	97.4	97.5	97.6	97.7	97.8	97.9	98.0	98.1	98.2	98.3	98.4	98.5	98.6	98.7	98.8	98.9	99.0	99.1	99.2	99.3	99.4	99.5	99.6	99.7	99.8	99.9	100.0	100.1	100.2	100.3	100.4	100.5	100.6	100.7	100.8	100.9	101.0	101.1	101.2	101.3	101.4	101.5	101.6	101.7	101.8	101.9	102.0	102.1	102.2	102.3	102.4	102.5	102.6	102.7	102.8	102.9	103.0	103.1	103.2	103.3	103.4	103.5	103.6	103.7	103.8	103.9	104.0	104.1	104.2	104.3	104.4	104.5	104.6	104.7	104.8	104.9	105.0	105.1	105.2	105.3	105.4	105.5	105.6	105.7	105.8	105.9	106.0	106.1	106.2	106.3	106.4	106.5	106.6	106.7	106.8	106.9	107.0	107.1	107.2	107.3	107.4	107.5	107.6	107.7	107.8	107.9	108.0	108.1	108.2	108.3	108.4	108.5	108.6	108.7	108.8	108.9	109.0	109.1	109.2	109.3	109.4	109.5	109.6	109.7	109.8	109.9	110.0	110.1	110.2	110.3	110.4	110.5	110.6	110.7	110.8	110.9	111.0	111.1	111.2	111.3	111.4	111.5	111.6	111.7	111.8	111.9	112.0	112.1	112.2	112.3	112.4	112.5	112.6	112.7	112.8	112.9	113.0	113.1	113.2	113.3	113.4	113.5	113.6	113.7	113.8	113.9	114.0	114.1	114.2	114.3	114.4	114.5	114.6	114.7	114.8	114.9	115.0	115.1	115.2	115.3	115.4	115.5	115.6	115.7	115.8	115.9	116.0	116.1	116.2	116.3	116.4	116.5	116.6	116.7	116.8	116.9	117.0	117.1	117.2	117.3	117.4	117.5	117.6	117.7	117.8	117.9	118.0	118.1	118.2	118.3	118.4	118.5	118.6	118.7	118.8	118.9	119.0	119.1	119.2	119.3	119.4	119.5	119.6	119.7	119.8	119.9	120.0	120.1	120.2	120.3	120.4	120.5	120.6	120.7	120.8	120.9	121.0	121.1	121.2	121.3	121.4	121.5	121.6	121.7	121.8	121.9	122.0	122.1	122.2	122.3	122.4	122.5	122.6	122.7	122.8	122.9	123.0	123.1	123.2	123.3	123.4	123.5	123.6	123.7	123.8	123.9	124.0	124.1	124.2	124.3	124.4	124.5	124.6	124.7	124.8	124.9	125.0	125.1	125.2	125.3	125.4	125.5	125.6	125.7	125.8	125.9	126.0	126.1	126.2	126.3	126.4	126.5	126.6	126.7	126.8	126.9	127.0	127.1	127.2	127.3	127.4	127.5	127.6	127.7	127.8	127.9	128.0	128.1	128.2	128.3	128.4	128.5	128.6	128.7	128.8	128.9	129.0	129.1	129.2	129.3	129.4	129.5	129.6	129.7	129.8	129.9	130.0	130.1	130.2	130.3	130.4	130.5	130.6	130.7	130.8	130.9	131.0	131.1	131.2	131.3	131.4	131.5	131.6	131.7	131.8	131.9	132.0	132.1	132.2	132.3	132.4	132.5	132.6	132.7	132.8	132.9	133.0	133.1	133.2	133.3	133.4	133.5	133.6	133.7	133.8	133.9	134.0	134.1	134.2	134.3	134.4	134.5	134.6	134.7	134.8	134.9	135.0	135.1	135.2	135.3	135.4	135.5	135.6	135.7	135.8	135.9	136.0	136.1	136.2	136.3	136.4	136.5	136.6	136.7	136.8	136.9	137.0	137.1	137.2	137.3	137.4	137.5</

100

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In glamour, in lasting beauty and in the comfort and convenience it provides, the Eldorado Seville is without peer among luxury coupe models. Completely equipped to provide the utmost in motoring enjoyment, it is also one of the most lavishly bestowed motor cars in every detail of styling decor. Seat cushions and seat backs, for example, are exclusively styled and superbly tailored in a longitudinal biscuit- and elongated button-pattern, accented by full bolsters of supple, fine-grained Florentine leather. Upholstery selections for the seat cushion and seat back inserts include an elegant, diamond-patterned nylon Cardinal cloth in Locarno Blue, Siena Rose, Dundee Green or Heather, with harmonizing bolsters or richly-grained Cardiff leathers in White, Red or Beige. In addition to every power assist to make driving an effortless pleasure, the Eldorado Seville provides many exclusive individual features such as its smartly textured, fabric-covered steel top; illuminated red-lensed, safety door lights and even the extra convenience of two, flap-closing leather pockets on the rear of the front seat back.

UPHOLSTERY SELECTIONS

- 50. WHITE CARDIFF GRAIN LEATHER with WHITE FLORENTINE GRAIN LEATHER bolsters and trim.
- 53. LOCARNO BLUE NYLON CARDINAL CLOTH with LOCARNO BLUE FLORENTINE GRAIN LEATHER bolsters and trim.
- 54. SIENA ROSE NYLON CARDINAL CLOTH with SIENA ROSE FLORENTINE GRAIN METALLIC LEATHER bolsters and trim.
- 55. BEIGE CARDIFF GRAIN METALLIC LEATHER with BEIGE FLORENTINE GRAIN METALLIC LEATHER bolsters and trim.
- 57. DUNDEE GREEN NYLON CARDINAL CLOTH with DUNDEE GREEN FLORENTINE GRAIN LEATHER bolsters and trim.
- 58. HEATHER NYLON CARDINAL CLOTH with HEATHER FLORENTINE GRAIN METALLIC LEATHER bolsters and trim.
- 59. RED CARDIFF GRAIN LEATHER with WHITE FLORENTINE GRAIN LEATHER bolsters and trim.

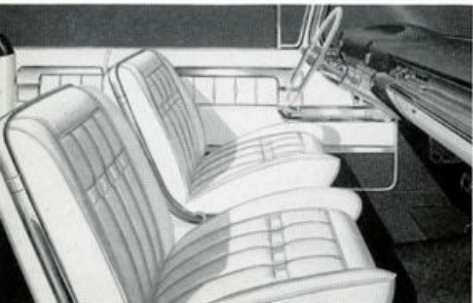
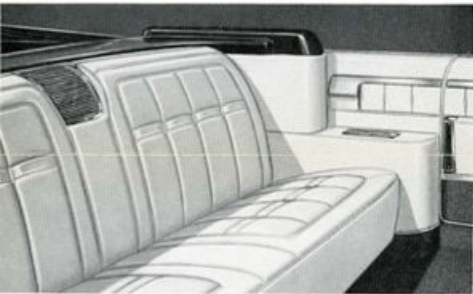
TOP COLORS: 1. IVORY 2. BLACK 3. BEIGE
5. LUCERNE BLUE 7. CARRARA GREEN

*Add 8 after upholstery code number when selecting Bucket Seats.





1930 Packard Sedan



The glamour and zest of open-car motoring are brought to new heights of comfort, convenience and luxury in the fabulous Eldorado Biarritz. Fully equipped with air suspension, the 345-horsepower "Q" engine and every power and convenience accessory, it offers unique motoring enjoyment in a setting of interiors unmatched for lasting luxury and beauty. All-leather upholstery selections include a choice of solid Red, White, Black, Locarno Blue, Beige Metallic, Dundee Green or Silver Metallic, all with deep-grained Cardiff leather for seat and seat back inserts with fine-grain Florentine leather bolsters. In addition to the conventional front seat styling, the Eldorado Biarritz is available with full bucket-type front seats for the more sports minded and for those who appreciate the extra support provided by the contoured back rest.

UPHOLSTERY SELECTIONS

10. WHITE CARDIFF GRAIN LEATHER with WHITE FLORENTINE GRAIN LEATHER bolsters and trim.
11. BLACK CARDIFF GRAIN LEATHER with BLACK FLORENTINE GRAIN LEATHER bolsters and trim.
12. SILVER CARDIFF GRAIN METALLIC LEATHER with SILVER FLORENTINE GRAIN METALLIC LEATHER bolsters and trim.
13. LOCARNO BLUE CARDIFF GRAIN LEATHER with LOCARNO BLUE FLORENTINE GRAIN LEATHER bolsters and trim.
15. BEIGE CARDIFF GRAIN METALLIC LEATHER with BEIGE FLORENTINE GRAIN METALLIC LEATHER bolsters and trim.
17. DUNDEE GREEN CARDIFF GRAIN LEATHER with DUNDEE GREEN FLORENTINE GRAIN LEATHER bolsters and trim.
19. RED CARDIFF GRAIN LEATHER with RED FLORENTINE GRAIN LEATHER bolsters and trim.

TOP COLORS: 1. IVORY 2. BLACK 3. BEIGE
5. LUCERNE BLUE 7. CARRARA GREEN

*Add 8 after upholstery code number when selecting Bucket Seats.



100
 80
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 40
 20
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OPTIONAL
EQUIPMENT

CADILLAC OPTIONAL
EQUIPMENT . . . to further
increase motoring enjoyment
and pride of ownership

— Cadillac optional equipment and accessories are especially designed and engineered to perfectly complement the Cadillac motor car. They serve a definite purpose for the owner in real terms of comfort, convenience or safety and, when they are apparent to the eye, they further enhance the beauty of the car.

— It is in his personal choice of optional equipment and accessories that the owner finds maximum opportunity to individualize his Cadillac. Thus, you will help him increase his motoring enjoyment and his pride of ownership by discussing the benefits of each optional item *before* he places his order for the car.



COOL COMFORT
IN HOTTEST
SUMMER WEATHER



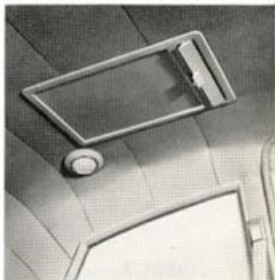
— The Cadillac Air Conditioner assures cool, comfortable motoring no matter how hot or humid the weather may be. Even with outside temperatures of 100°, the interior of the car can be kept in the pleasant low seventies. And, as for high-pollen-count areas, a series of recent tests have shown that the Cadillac Air Conditioner is 98% efficient in removing pollen grains from incoming air. Still another advantage enjoyed by the owner of an air-conditioned Cadillac is that, with all windows closed, outside noise, even the sound of the wind, is eliminated for maximum quietness.

THE CADILLAC AIR CONDITIONER



The Cadillac Air Conditioner outlets at each side of the instrument panel and in the center are adjustable for direction of air or may be shut off individually. Controls, at the left of the steering column, consist of a horizontal sliding lever which turns on the air conditioner and controls temperature; a switch to control blower speed; and a switch to permit selection of 100% outside air (NORMAL position) or 20% outside and 80% inside air (RECIRC) the position for hottest, most humid days. A new VENT position permits entrance of outside air without cooling for moderate days.

The 7-blade fan provided with all air-conditioned Cadillacs has a new thermostatically-controlled, limited-slip clutch assuring quieter operation by reducing fan speed up to two-thirds when fan-blown air is not required for engine cooling. On Fleetwood 75 models a second cooling unit is provided in the rear compartment with the evaporator located in the trunk. Adjustable outlets are located overhead at each side of the rear compartment with controls in the vanity compartment of the right armrest.



WINTER-LONG COMFORT AND SAFE VISIBILITY



— The luxury and comfort of Cadillac motoring is equally enjoyable in the coldest weather through the efficiency of the Cadillac Heating System. The temperature of the heated outside air, for example, as selected by the driver, remains constant, eliminating "too hot" or "too cold" conditions. Direct ducting of heated air to the rear compartment assures well distributed warmth throughout the interior. The defroster unit of the Cadillac Heating System assures good visibility by efficiently removing ice, snow or fog from the windshield. When in COOL position it also permits directing unheated air at breathing height for maximum comfort.

THE CADILLAC HEATING SYSTEM



The Cadillac Heating System takes in outside air through the cowl air intake grille, warms it to the temperature setting of the lower control lever then distributes the heated air at a rate determined by the setting of the blower fan switch. Air is discharged into the front compartment through a wide duct located below the instrument panel and into the rear compartment through a floor duct with outlets located under the rear of the front seat cushion. The upper control lever has three positions; **COOL**, for directing cool air across the top of the interior for pleasant breathing, **DE-FOG**, which directs a portion of the heated air to the windshield, and **DE-ICE**, which directs all of the air from the heating system to the windshield for severe icing conditions.



On the Fleetwood Seventy-Five sedan and limousine, completely separate rear compartment heaters are provided with outlets at the base of each rear compartment armrest. Controls for the rear compartment heaters are in the vanity compartment of the right-hand rear compartment armrest.

POWER ACCESSORIES FOR EXTRA COMFORT AND CONVENIENCE



POWER SEAT ADJUSTMENT (six way) provides fore and aft, up and down and seat angle adjustment for maximum seating comfort. Only the vertical and seat angle adjustment need be ordered on those models on which the fore-and aft adjustment is standard. The entire six-way seat adjustment is standard on Eldorados and not available on the Fleetwood Seventy-Five models.



POWER WINDOW REGULATORS permit raising or lowering any or all side windows from a four-switch panel on the left-hand instrument panel extension. In addition, single switches are provided for passenger operation of individual windows. Extra cost only on the Series 62 sedans and coupe, standard on all other models.



POWER VENTIPANE REGULATORS are standard equipment on the Eldorados and Fleetwood Sixty Special sedan and optional at extra cost on any other model when equipped with regular power windows. Two controls are provided on the driver's door panel, one control on the opposite door panel.



POWER DOOR LOCKS are standard on Eldorados and optional at extra cost on all other models except the Fleetwood Seventy-Five sedan and limousine. A master switch is provided on each door of coupes, front doors of sedans. Pushing down on either switch locks all doors. Pushing up on either switch unlocks all doors. Doors may also be unlocked by pulling up door lock buttons.



POWER DECK LID LOCK permits releasing and slightly raising the deck lid by pushing a button located within the glove compartment. When deck lid is again lowered, the power lock closes and locks it securely. (Standard on all Eldorado models)



RELAXED AND RESTFUL MOTORING



— Whether listening to music, news or sports events, the rich, undistorted tones of Cadillac's acoustically correct Signal-Seeking Pre-Selector Radio increase motoring enjoyment . . . relieve tension, shorten long trips. Front and rear speakers permit balancing sound to please the most discerning listener.

Cadillac Cruise Control adds further to relaxed expressway motoring by automatically maintaining any speed selected by the driver without the necessity of keeping a foot on the accelerator. Adds to peace of mind, too, when set to serve as a speed warning when traveling through restricted speed areas.

CADILLAC'S SIGNAL-SEEKING PRE-SELECTOR RADIO



The Cadillac radio is transistorized and has a printed circuit for maximum dependability. Three-way tuning includes manual, five push-buttons for favorite stations, and a selector bar for automatic tuning of every station within range. Selector bar may be set to tune in only strongest signals or to extend its range to weaker or more distant stations. Antenna can be raised to any degree of its full height or fully recessed into the right front fender by pushing in or pulling out right-hand knob. Tone is adjustable to accent base or treble notes.

CADILLAC CRUISE CONTROL



Automatic cruising is provided by accelerating to speed desired, turning knob until back pressure is felt on accelerator, then pulling out on control knob. Automatic speed setting is released whenever brakes are applied, Hydra-Matic selector placed in neutral or park positions or whenever the ignition is turned off.

As a speed warning only, follow above procedure but do *not* pull out on control knob. Now, if driver tends to exceed pre-selected top speed, a warning back-pressure will be felt on accelerator. Accelerator may be depressed past pressure point whenever emergency acceleration is desired.

GLARE-FREE
VISIBILITY
NIGHT OR DAY



For maximum assurance of glare-free visibility the Cadillac owner can add Cadillac E-Z-Eye glass which reduces glare from the sun or from bright lights and helps keep the car cooler on hot sunny days; Cadillac Fog Lamps which cast a beam of light below the fog thus minimizing reflection of light back into the eyes of the driver; and Cadillac's new Power Headlight Control (Guide-Matic) which automatically dims all four headlamps of your car as an oncoming car approaches at night then turns the inner pair of lights off. This prevents blinding the other driver and reminds him, twice, to dim his own lights.

SHADED AND TINTED GLASS (E-Z-EYE)

Maximum glare and heat protection and a logical complement to air conditioned cars is Cadillac's shaded and tinted Safety Plate glass. This installation includes a shaded as well as tinted windshield and rear window and tinted side windows for coupes and six-window sedans; shaded and tinted windshield and tinted side windows only on convertibles; shaded and tinted windshield and tinted side and rear windows on four-window sedans and the Fleetwood 75 sedan and limousine. (Standard for rear windows of all coupe models.)

FOG LAMPS

Cadillac Fog Lamps are standard on Eldorados and optional at extra cost on all other models. When ordered they replace the outer parking lamps. Their location, close to the roadway, enables them to send a beam of light beneath fog, snow or sleet with minimum reflection back into driver's eyes.



POWER HEADLIGHT CONTROL (Guide-Matic)

The Cadillac Power Headlight Control automatically dims all four headlights of the Cadillac owner's car when another car approaches from the opposite direction. A half second later, the inner pair of lamps blink off as a second reminder to the oncoming driver to dim his lights. An overriding switch permits returning your headlamps to "bright" to further signal drivers who neglect to dim their own lights in return. Control knob permits adjusting Guide-Matic to sensitivity desired.



ADDITIONAL CADILLAC ACCESSORIES



Rear Compartment Remote Control Radio . . .	\$ _____
Radio Foot-Control Switch	\$ _____
Cadillac "Cushion Topper"	\$ _____
Cadillac Rubber Floor Mats	
Contour Front	\$ _____
Contour Rear	\$ _____
Rectangular	\$ _____
Cadillac Seat Belts	\$ _____
Cadillac Right-Hand Outside Rear-View Mirror	\$ _____
Cadillac Dor-Gards	\$ _____
Cadillac Front Vent Window Extensions . . .	\$ _____
Cadillac Spare Tire Cover	\$ _____
Windshield Washer Solvent	\$ _____
Cadillac Body Polish	\$ _____
Cadillac Fabric Cleaner	\$ _____
Cadillac Kar-Kleen Upholstery Cleaner	\$ _____
Cadillac Blue Coral	\$ _____
Cadillac Blue Coral Sealer	\$ _____
Cadillac Magic Mirror Cleaner and Polish . . .	\$ _____
Cadillac Magic Mirror Cream Wax	\$ _____
Cadillac Chrome Cleaner	\$ _____
Cadillac Cooling System Inhibitor and Sealer .	\$ _____
Cadillac Whitewall Tire Cleaner	\$ _____
Cadillac Tar and Road Oil Remover	\$ _____

CADILLAC

ACCESSORY GROUPS



GROUP A		\$ _____
W—White Sidewall Tires	R—Radio	
H—Heater	E—E-Z-Eye Glass	
GROUP B		\$ _____
K—Air Conditioner	R—Radio	
W—White Sidewall Tires	E—E-Z-Eye Glass	
H—Heater		
GROUP 2		\$ _____
D—Dor-Gards	U—Power Headlight Control	
GROUP 3		\$ _____
D—Dor-Gards	F—Fog Lamps	
U—Power Headlight Control		
GROUP 4		\$ _____
D—Dor-Gards	F—Fog Lamps	
U—Power Headlight Control	C—Cruise Control	
GROUP 5		\$ _____
D—Dor-Gards	F—Fog Lamps	
U—Power Headlight Control	C—Cruise Control	
	T—Air Suspension	


DO NOT ORDER ANY GROUP FOR ELDORADOS,
AS MOST OF THIS EQUIPMENT IS STANDARD.




BODY

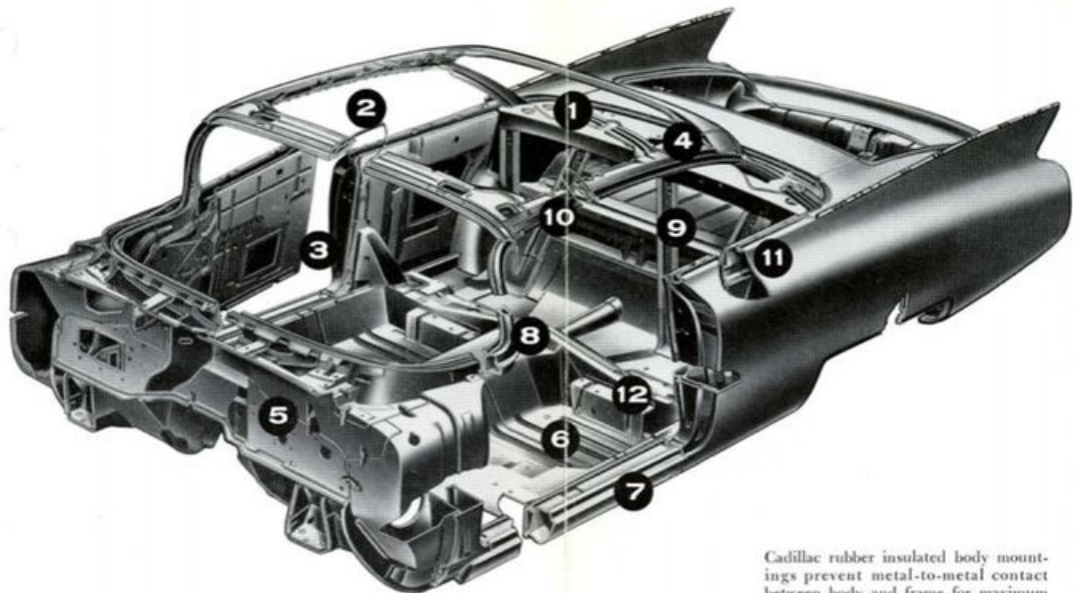
CADILLAC BODY CONSTRUCTION

. . . assures maximum quiet,
comfort and safety

 The Cadillac body is designed and built with one basic purpose, that of providing the Cadillac driver and his passengers with the high degree of safety, comfort, quiet and convenience which have contributed so much to Cadillac's reputation as the Standard of the World.

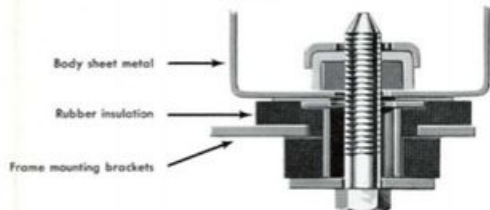
 The superb craftsmanship and enduring quality of the Cadillac body mean much to the owner's peace of mind and motoring enjoyment. At the same time, these factors play a large part in upholding the continued demand for used Cadillac cars thus assuring the original and subsequent owners maximum protection for their investment.

Please open fold page



1. Double-ribbed U-shaped roof bow.
2. Solid steel Turret Top.
3. Genuine Safety Plate 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.
12. Specially reinforced floor sections across center section.

Cadillac rubber insulated body mountings prevent metal-to-metal contact between body and frame for maximum quietness.



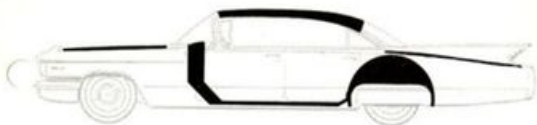


QUIET,
DRAFT- AND DUST-FREE
CAR INTERIORS



— The Cadillac body is so well insulated and sealed that the Cadillac owner is completely free from the annoyance of drafts, dust or water leaks. Insulation, too, helps to keep the interior of the car cooler in summer, helps prevent heat loss in winter. Even the engine compartment is so well insulated that the engine gives no audible sign of its presence. And the owner may be certain that at the end of a trip his luggage will look as smart and dust-free as when it was placed in the well-sealed luggage compartment of his Cadillac.

CADILLAC BODY INSULATION



Scientifically selected insulation helps keep the car cooler in summer, free of drafts and cold in winter, and quieter all year around. The inside of the steel top on all sedan models is covered with a sound-absorbing, felt-like insulation. Under the engine hood is a 1½" vinyl covered fiber glass pad on all models. Five types of insulation, fiber glass, asphalt-impregnated pressed fiber, insulating board, jute, and carpet protect the front compartment from heat, cold, noise and drafts. Door seals, mechanically retained for uniformity, protect against entrance of dust and drafts while contributing to quiet, rattle-free operation.

On the ultra-luxurious Fleetwood Sixty Special sedan and Eldorado Seville models with their fabric-covered steel tops there is an additional one-half inch of insulation between the headlining and the steel roof.

VENTILATION SYSTEM

Ventilation, without the necessity of opening the large windows, is provided by the ventilator control levers located on the instrument panel to the right of the steering column. Air may be directed into the right side, left side or both sides of the front compartment. In addition, Cadillac ventipanes permit the entrance of air without direct drafts. They have positive crank type controls instead of the push-pull type more hazardous to fingers and fingernails.



LARGE,
EASY OPENING
LUGGAGE COMPARTMENT



— The Cadillac luggage compartment has a large capacity fully adequate to carry all luggage normally required on a trip including golf clubs. Another feature, particularly appreciated when one arm is burdened with packages, is the manner in which the deck lid automatically rises part way when the key is turned in the luggage compartment lock. This enables easy one-hand raising of the deck lid the rest of the way. The use of counterbalanced springs means that the deck lid actually helps raise and lower itself with only a slight motion required to start it up or down.



The Cadillac luggage compartment is designed for maximum utilization of space with the spare tire mounted horizontally on the floor. The deck lid hinges do not project into the luggage area as in some competitive cars. And, for further protection of fine luggage, the entire compartment is lined with a rich-textured, vinyl-coated fabric, color-keyed to the car interior. Protection against dust or moisture is provided by insulation at strategic points and by a rubber seal extending entirely around the deck lid opening.

SPARE TIRE COVER

A spare tire cover, matching the luggage compartment lining is provided as standard equipment on the Fleetwood Sixty Special sedan and on all Eldorado models. It is available at extra cost on all other models.



CLEAR VISIBILITY WITHOUT DISTORTION



Enjoying the view, taking pictures from within the car or just for pleasant motoring without eye-fatigue, the Cadillac owner enjoys the advantages of distortion-free polished Safety *Plate* glass in every window of his car. Good visibility to the rear is provided by an inside rear-view mirror, adjustable for day or night driving, and by an outside mirror adjustable from within the car. And Cadillac's 3-speed electric washer-wipers are designed to clean even around the curved sides of the windshield assuring maximum visibility in any weather.

SAFETY PLATE GLASS IN EVERY WINDOW

The advantage of having Safety Plate glass in every window is that the surface of Safety *Plate* glass has been polished to remove any possible unevenness which might result in giving a distorted appearance to objects seen through the glass. By using Safety Plate glass throughout the car, not only the driver but his passengers as well are assured of good visibility without eye discomfort or strain.

OUTSIDE REAR-VIEW MIRROR

(Inside controlled)

First introduced by Cadillac, the remote-controlled outside rear-view mirror is easily adjusted with the inside control knob. Thus the driver can make adjustments without having to open the car window, a particular advantage in cold, wet or snowy weather.



ELECTRIC, THREE-SPEED WINDSHIELD WASHER-WIPERS

Cadillac's electric windshield wipers operate at a constant speed, at any of three speed settings without the annoying slowdown sometimes associated with vacuum-powered wipers. Washer-wiper operation is activated at the push of a button. When glass is clean, wiper lever should be moved back to "off" position to stop wipers.






CHASSIS

CADILLAC

CHASSIS FEATURES

. . . for unmatched riding
comfort, roadability and
handling ease

 Superb styling, luxurious interiors, elegance and refinement in appointments and trim, these are all visible reminders of the Cadillac motor car's unique quality and distinction. Of perhaps even greater importance to the Cadillac owner, however, are the many wonderful Cadillac chassis features which make driving or riding in the 1960 Cadillac an experience that only the Standard of the World is privileged to provide.

Please open fold page

New Cadillac shock absorbers maintain consistent quality of ride under most severe road conditions.

Cadillac four-link rear suspension with high roll center minimizes outward lean on curves.

New finned rear brake drums permit better balanced bracing between front and rear wheels for surer, straighter stops.

New parking brake serves as auxiliary service brake since it will not lock in position with engine running and car in gear.

Over-all steering ratio of 18.9 to 1 and improved power steering with rotary valve eliminate all but a minimum of steering effort.

Cadillac Power Brakes with new self-adjusting brake shoes adjust automatically to compensate for lining wear.

Individual coil springs or air suspension (optional at extra cost) for maximum comfort and stability.

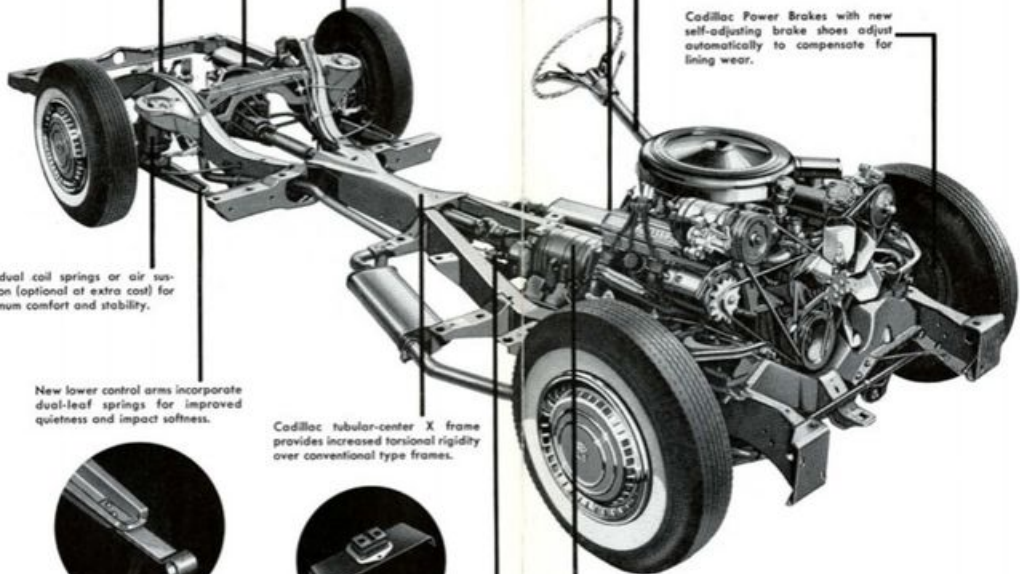
New lower control arms incorporate dual-leaf springs for improved quietness and impact softness.

Cadillac tubular-center X frame provides increased torsional rigidity over conventional type frames.

Cadillac Hydra-Matic transmission provides maximum flexibility with greater smoothness and efficiency.

New spring steel rear engine mounting helps isolate engine vibrations from chassis.

Equalized front and rear tread for better tracking and maximum directional stability.



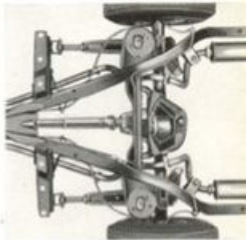


LUXURIOUS RIDING COMFORT ON ROUGHEST ROADS

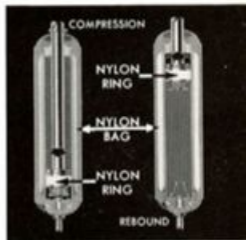


— The Cadillac owner can always be proud of the quality of his car's riding comfort on any road. For example, since the springs are not required to take any driving thrust they are designed with a softer, slower rate which literally swallows up road shocks and jolts. And riding quality remains consistent because Cadillac's exclusive shock absorbers retain their efficiency under every extreme of temperature or road surface. Lean or sway on curves is minimized, too, because Cadillac Four-Link rear suspension firmly resists sideways motion of the frame and at the same time keeps a greater portion of the car's weight below the point where the leaning tendency occurs.

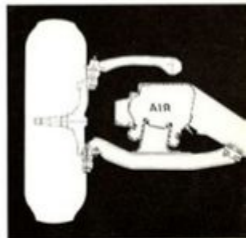
CADILLAC FOUR-LINK REAR SUSPENSION. New lower control arms, for 1960, each incorporate a two-leaf spring which contributes to a quieter ride and helps to cushion starting or stopping thrusts between axle and frame. An upper yoke, connected to the highest points of the frame and to the top of the rear axle housing by a ball joint, keeps more weight below the pivot point (the ball-joint) thus minimizing outward lean on curves or turns.



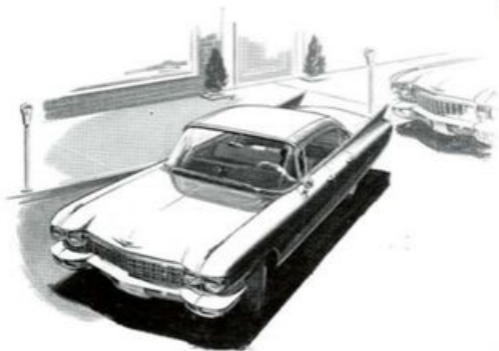
EXCLUSIVE CADILLAC SHOCK ABSORBERS have a gas-filled nylon envelope replacing the conventional air space in the fluid reservoir. Thus mixing of air with fluid with resulting loss of shock absorber efficiency is prevented. Cadillac shock absorber fluid, impervious to temperature variation, assures consistent performance in any climate. New nylon skirt or ring around pistons absorbs abrasive particles; prevents scoring of cylinder walls.



CADILLAC AIR SUSPENSION provides the superior damping quality of pressurized air over any form of steel spring, an infinitely variable rate of resistance in absorbing small or large bumps with equal efficiency, and keeps the car at its designed height whether empty or fully loaded with passengers and luggage. Manual adjustment permits raising ground clearance by several inches for deep mud, snow or steeply-angled drives.



EFFORTLESS STEERING
WITH
FULL DRIVER CONTROL



— Cadillac Power Steering makes handling of the world's finest luxury motor car so effortless that even in parking only the lightest touch is required on the steering wheel. As a result even the lady of a Cadillac family will find she, too, can enjoy Cadillac comfort, convenience and luxury without any physical reservation whatsoever. And, of course, Cadillac Power Steering continues to offer the safety advantage over competitive systems of retaining all-important "feel-of-the-road", so essential to the judging of safe speeds on curves, or slippery road surfaces.

POWER STEERING PUMP

The Cadillac Power Steering pump is designed to provide, hydraulically, peak power steering assistance with the utmost dependability. Even the checking of the fluid level in the power steering reservoir has been facilitated through use of a simple turn cap rather than a bolted-on cover for fast, easy servicing.



RUBBER-CUSHIONED COUPLING

In addition to its many other advantages, Cadillac Power Steering is designed with a flexible rubber coupling in the steering shaft which prevents transmission of vibration, noise or road shocks to the steering wheel. This relieves the Cadillac driver of a common cause of fatigue, especially on long trips.



SUMMARY OF CADILLAC POWER STEERING ADVANTAGES:

- Power assistance is provided only as required by driver thus eliminating any necessity for constant steering correction.
- Wheels can be turned easily even when car is standing still.
- Feel-of-the-road is retained to aid in judging safe speeds on curves, turns, or slippery road surfaces.
- Wheels return to normal straight-ahead position after turn.
- Flexible coupling insulates steering wheel from vibration, noise or road shocks.

SUREST, SMOOTHEST
BRAKING
IN THE FINE CAR FIELD



— Cadillac Power Braking has always combined light application with smooth, sure and positive response. However, for 1960, the Cadillac owner will enjoy such additional benefits as New Self-Adjusting Brake Shoes which adjust automatically to compensate for lining wear; New Finned Rear Brake Drums which permit more evenly balanced braking between front and rear brakes for increased stopping efficiency with less lining wear; and, finally, a New Parking Brake which, in the event auxiliary braking is ever needed, may be used as a regular service brake since it will not lock in position as long as the car is in gear and the engine running.

NEW SELF-ADJUSTING BRAKES

For 1960, Cadillac provides the additional advantage of self-adjusting brake shoes which automatically adjust to compensate for lining wear. This assures consistent braking action without service adjustment for the entire lining life. In operation, when clearance between the lining and drum exceeds a predetermined amount, the star wheel adjuster (which previously required adjustment by a serviceman) automatically turns one notch as the brakes are applied when the car is being backed up. This moves shoes and lining closer to drum restoring proper adjustment and compensating for lining wear.



NEW FINNED REAR BRAKE DRUMS

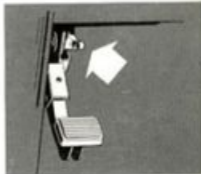
Cadillac's new finned rear brake drums, by providing better cooling, permit redistributing the braking action more evenly between the front and rear wheels. (Front brakes, located forward in the air stream, receive adequate cooling without need of finned drums.)

The result of more evenly balanced braking between all four wheels is surer, safer, straighter stops, especially under severe brake application or skid-inducing conditions, increased lining life and minimum likelihood of brake fading.



NEW VACUUM RELEASED PARKING BRAKE

Cadillac's new parking brake is automatically vacuum released when the engine is started and when the Hydraulic selector lever is placed in any forward or reverse gear. This eliminates any necessity of remembering to release the brake, but, even more important, permits it to be used as an auxiliary service brake, if needed, since it will not lock in position with the engine running and the car in gear. A manual release lever is located at the base of the pedal shaft for use when the engine is stopped.



MAXIMUM FLEXIBILITY, SAFETY AND EFFICIENCY



Accelerating from a standing start, keeping pace in busy traffic or cruising on the open highway, the Cadillac Hydra-Matic transmission automatically selects the most efficient gear, 1st, 2nd, 3rd or 4th, to meet the exact performance demands of the driver. Combined with this efficiency is the velvety smoothness of two fluid couplings; one to cushion the driving force from the engine to the rear wheels and a second, smaller coupling which effects shifting of gears with such infinite smoothness as to make them scarcely perceptible. And only Hydra-Matic, of all automatic transmissions, provides the safety of engine braking in three drive ranges.

CADILLAC HYDRA-MATIC TRANSMISSION

The Cadillac Hydra-Matic transmission provides two Drive Ranges and a Lo Range. The left-hand DR or Drive Range position provides four forward gear ratios automatically selected by the transmission for all normal driving requirements. Extra safety when passing another car on the highway or for accelerating out of an emergency traffic situation is provided by fast "stepdown" acceleration accomplished simply by depressing the accelerator to the floor. At slower car speeds the "stepdown" is accomplished by only partially depressing the accelerator pedal. The right-hand DR or Drive Range position, preferred by many owners for city traffic, locks out fourth gear up to about 75 miles per hour and provides instant acceleration without "stepdown". LO Range is provided for extremely heavy going in deep sand or mud, for maximum engine braking on very steep grades and permits "rocking" the car by shifting between LO and Reverse if stuck in snow or ice.



CONVENIENT PARK (P) POSITION

The "P" or Park position holds the car securely on the steepest grades. Since the engine may be started with the selector in park position, this eliminates the necessity of holding the car with the brakes when starting the engine on hills or inclines.




ENGINE

CADILLAC

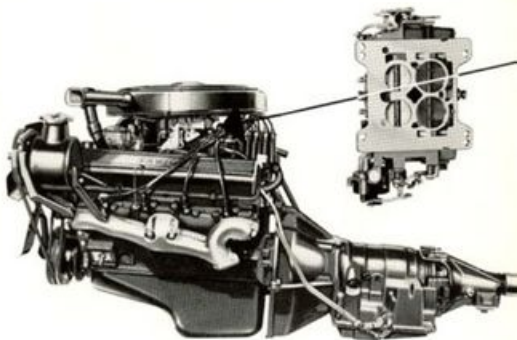
ENGINE FEATURES

... for efficient, dependable and
economical performance

 Since the inception of the first Cadillac motor car, the objective in the designing and building of Cadillac engines has been to produce the finest, best balanced power plant in the luxury car field; an engine that can move a Cadillac through traffic with effortless ease and flexibility, carry it swiftly up steep mountain grades without hesitation and perform hour upon hour at turnpike speeds with no audible sign of its presence. Equally important, however, is the fact that this satisfying surge of power must be delivered with the utmost dependability, durability and economy . . . a combination for which you will find the 1960 Cadillac engine has no parallel.

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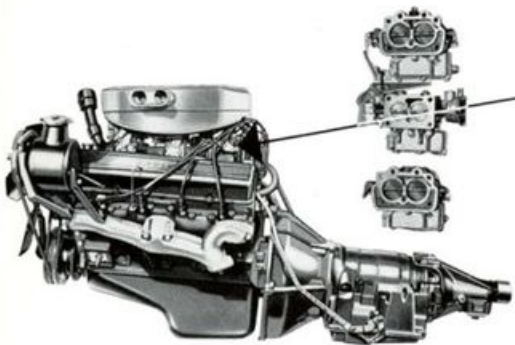




325-HORSEPOWER CADILLAC ENGINE

Each of the two Cadillac engines, shown here, provides all of the advanced engineering features explained on the following pages with the basic difference in carburetion.

The 325-horsepower Cadillac engine, shown above, is equipped with a single, four-barrel carburetor which works as two sets of dual-barrel carburetors. The forward unit, with smaller barrels, acts as the basic or primary carburetor which feeds the engine economically during idling and at normal cruising speeds. The aft unit with larger dual barrels is the booster or secondary carburetor. When the accelerator is depressed further to the floor as for rapid acceleration or climbing steep hills, the larger secondary dual barrels open to permit a greater volume of air to be drawn into the intake manifold and thus into each cylinder for increased power and/or acceleration.



345-HORSEPOWER CADILLAC "Q" ENGINE

The 345-horsepower Cadillac engine, above, is provided as standard equipment on the Eldorado Biarritz, Seville and Brougham, and optional at extra cost on all other models. It provides all of the dependability, durability, smoothness and quietness expected of Cadillac engine performance but with additional benefits for the owner through use of a three, dual-barrel carburetor.

The central dual-barrel unit, used for all normal operation including starting, idling and cruising speeds, assures maximum efficiency and dependability because of the relative simplicity of single carburetor adjustment.

However, when the driver depresses the accelerator pedal beyond 75% of its travel, both secondary dual-barrel carburetors open simultaneously releasing a vast increase in power for maximum safety in passing another car, for fast emergency acceleration or for traveling up very steep grades.

RESPONSIVE POWER
FOR ANY
DRIVING CONDITION



— In city traffic or on busy highways the Cadillac owner finds greater driving pleasure and safety, too, in the assured response which greets his lightest touch on the accelerator. And, cruising at turnpike speeds, there is equal satisfaction and wonderful peace of mind in the effortless performance of his Cadillac, hour upon hour, without a murmur of protest. Encounter the steepest grade and even now he finds a vast reserve of untapped power, for the Cadillac engine is seldom extended to capacity throughout its entire lifetime.

EFFICIENT COMBUSTION

Cadillac's wedge-shaped combustion chambers are designed with a high 10.5 to 1 compression ratio; depressed contour in each piston head to increase turbulence and combustibility of the air-fuel mixture; and efficient cooling at the vortex of the wedge so that combustion is perfectly timed without danger of pre-ignition. Better oil economy, for 1960, is provided by new, side-sealed piston oil rings.



UNRESTRICTED BREATHING

The Cadillac engine has exceptional breathing efficiency because of an intake manifold with large smooth passages, large diameter, high-lift intake valves and large exhaust valves tapered to speed the exiting gases. Camshaft and valve operating linkage minimize fractional time during which intake and exhaust valves are both partially open, thus reducing dilution of incoming fuel-air mixture with unexpelled exhaust gases.



MORE POWER PER POUND OF ENGINE WEIGHT

The Cadillac engine delivers more horsepower per pound of engine weight than any in the luxury car field. This efficiency translates into practical benefits for the Cadillac owner. The use, for example, of lightweight pistons and connecting rods means that less fuel energy is expended in overcoming their inertia leaving more power to drive the car and accessories.



MAXIMUM EFFICIENCY IN ALL SPEED RANGES



— The efficiency of the Cadillac engine can be measured from the very moment it is started. The automatic choke, for example, because of an exclusive super-sensitive heat control, starts reducing the richness of the fuel mixture the instant the engine begins to warm up. This brings the engine to its peak efficiency and most economical performance far faster. Even on subsequent starts, if the engine is still warm, the choke is prevented from unnecessary enriching of the fuel mixture assuring maximum starting efficiency and further economy. Engine efficiency, under sustained idling, is assured, too, by a heat sensitive valve which lets more air through the carburetor as required to prevent roughness or stalling.

EFFICIENT ENGINE WARM-UP

The Cadillac automatic choke is controlled by a heat-resistant, nickel alloy tube which extends into and through the exhaust section of the intake manifold where it is subjected to the hot exhaust gases from the moment the engine is started.

Outside air, entering the tube at "A", heats up faster and, rising to the choke control "B", causes it to open the choke valve more quickly thus bringing the engine to its smoothest, most powerful and most economical operation at the earliest possible moment.

Since the tube retains engine heat for longer periods of time after the engine is turned off, it prevents unnecessary choking of the engine during subsequent starts.



SMOOTHER, STEADIER IDLING

Smooth, steady idling performance is assured by the use of a heat-sensitive air control valve in the carburetor. As engine heat increases during any period of sustained idling, the valve begins to open permitting additional air flow through the carburetor. This maintains the correct ratio of air to fuel by compensating for any excess fuel vapors forced into the carburetor because of fuel in the float chamber reaching the boiling point. The result is consistently smooth, stable idling even under the most severe conditions.



DEPENDABILITY FOR THE OWNER AND HIS INVESTMENT



— The Cadillac motor car is designed and engineered to provide maximum dependability. Its starting system, for example, is protected by a plastic-coated battery cover for resistance against corrosion; a starting motor with solenoid plunger lever completely within the starter housing for protection against dirt and moisture and a generator with high enough output even at slow car speeds to protect against excessive battery drain. And, of course, the entire ignition system is fully waterproof. Highly efficient cooling and full-pressure lubrication system, including a new full-flow oil filter, further assure the long-lived dependability which makes driving the Standard of the World the most enjoyable as well as the finest investment in all motordom.

EFFICIENT STARTING SYSTEM

Cadillac's 12-volt, 11-plate battery is thoroughly sealed, has a corrosion resistant plastic-coated cover and is located forward in the engine compartment for better cooling and servicing. Cadillac's high-torque starting motor has gear teeth designed for extra strength, quiet operation and minimum battery drain. Solenoid plunger lever is fully enclosed within housing. The Cadillac high-capacity generator has an output higher than the electrical load normally required by the car even at low speeds, thus protecting against excessive battery drain.



FULLY WATERPROOF IGNITION

The Cadillac ignition system is fully waterproof. For example, neoprene rubber, impervious to oil, is used for ignition wire covering and spark plug boots. Distributor ends of ignition wiring are shielded by vinyl caps while the distributor itself is designed to shed water effectively. A sealed generator regulator further contributes to maximum dependability of engine operation in any weather.




DOUBLE FUEL SYSTEM PROTECTION

For maximum dependability, Cadillac engines have a highly efficient fuel pump to assure a positive flow of fuel from the fuel tank to the carburetor and minimize any possible likelihood of vapor lock in the fuel lines. Double protection against dirt particles or water entering the fuel system is provided by a new fuel filter located in the fuel tank itself. Its finely woven, 2-ply, saran plastic filtering element is self-cleansed by the washing action of the gasoline. Any remaining impurities are removed by the sediment bowl filter in the engine compartment.



SPECIFICATIONS

SPECIFICATIONS

 On the following pages you will find, first, the General Specifications, then the Detailed Specifications for the 1960 Cadillac cars.

Many of these specifications cover items which you will be asked about only occasionally, or which do not warrant fuller coverage in the text of the Data Book. Other specifications, such as those dealing with Cadillac Hydra-Matic gear ratios and shift points, serve to supplement the information in the text.

While it is both unnecessary and impractical to attempt to absorb all of the specifications listed in this section of your Data Book, you will find here valuable information not easily located elsewhere.



TABLE I
 SUMMARY OF THE RESULTS OF THE EXPERIMENTAL INVESTIGATION

No.	Type of specimen	Type of loading	Load (kg)		Displacement (mm)		Remarks
			Applied	Resisted	At load	At failure	
1	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
2	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
3	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
4	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
5	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
6	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
7	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
8	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
9	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
10	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
11	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
12	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
13	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
14	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
15	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
16	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
17	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
18	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
19	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
20	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
21	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
22	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
23	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
24	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
25	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
26	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
27	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
28	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
29	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
30	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
31	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
32	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
33	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
34	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
35	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
36	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
37	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
38	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
39	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
40	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
41	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
42	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
43	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
44	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
45	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
46	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
47	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
48	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
49	Rectangular	Uniaxial	100	95	10	15	Failure by crushing
50	Rectangular	Uniaxial	100	95	10	15	Failure by crushing

Failure by crushing

Year	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022																																																																																																																																																																																																																																																																																																																																																																		
1	10	12	15	18	20	22	25	28	30	32	35	38	40	42	45	48	50	52	55	58	60	62	65	68	70	72	75	78	80	82	85	88	90	92	95	98	100	102	105	108	110	112	115	118	120	122	125	128	130	132	135	138	140	142	145	148	150	152	155	158	160	162	165	168	170	172	175	178	180	182	185	188	190	192	195	198	200	202	205	208	210	212	215	218	220	222	225	228	230	232	235	238	240	242	245	248	250	252	255	258	260	262	265	268	270	272	275	278	280	282	285	288	290	292	295	298	300	302	305	308	310	312	315	318	320	322	325	328	330	332	335	338	340	342	345	348	350	352	355	358	360	362	365	368	370	372	375	378	380	382	385	388	390	392	395	398	400	402	405	408	410	412	415	418	420	422	425	428	430	432	435	438	440	442	445	448	450	452	455	458	460	462	465	468	470	472	475	478	480	482	485	488	490	492	495	498	500	502	505	508	510	512	515	518	520	522	525	528	530	532	535	538	540	542	545	548	550	552	555	558	560	562	565	568	570	572	575	578	580	582	585	588	590	592	595	598	600	602	605	608	610	612	615	618	620	622	625	628	630	632	635	638	640	642	645	648	650	652	655	658	660	662	665	668	670	672	675	678	680	682	685	688	690	692	695	698	700	702	705	708	710	712	715	718	720	722	725	728	730	732	735	738	740	742	745	748	750	752	755	758	760	762	765	768	770	772	775	778	780	782	785	788	790	792	795	798	800	802	805	808	810	812	815	818	820	822	825	828	830	832	835	838	840	842	845	848	850	852	855	858	860	862	865	868	870	872	875	878	880	882	885	888	890	892	895	898	900	902	905	908	910	912	915	918	920	922	925	928	930	932	935	938	940	942	945	948	950	952	955	958	960	962	965	968	970	972	975	978	980	982	985	988	990	992	995	998	1000

The following table shows the results of the survey conducted in the year 2020. The data is presented in a tabular format, with the first column representing the year and the subsequent columns representing the various categories of the survey. The data is presented in a clear and concise manner, allowing for easy comparison and analysis of the results.

DETAILED SPECIFICATIONS



ENGINE

Number of cylinders.....	8
Cylinder arrangement.....	90° V-type
Valve arrangement.....	Overhead
Bore and stroke.....	4" x 3 $\frac{3}{8}$ "
Block and cylinder head material.....	Cast iron
Piston displacement.....	390 cu. in.
Taxable horsepower.....	51.2
Max. brake horsepower.....	325 @ 4800 r.p.m.
Eldorado engine.....	345 @ 4800 r.p.m.
Max. engine torque—lbs.-ft....	430 @ 3100 r.p.m.
Eldorado engine.....	435 @ 3400 r.p.m.
Compression ratio.....	10.5:1
Engine mounts.....	Vulcanized rubber
Number of points of suspension	3

PISTON AND RINGS

Make.....	Alcoa—Bohn—Sterling
Material.....	Aluminum alloy
Type.....	T-slot, cam ground
Weight.....	22.56 oz.
Clearance.....	.0015"
Number of oil rings per piston.	1
Number of comp. rings per piston.....	2
Top compression ring.....	Chrome-plated

RODS AND PINS

Wristpin length.....	3.093"
Wristpin material.....	Steel
Type.....	Locked in rod
Connecting rod length.....	6.500"
Material—connecting rod....	Forged steel
Weight—connecting rod.....	22.56 oz.
Crankpin journal diameter...	2 1/4"
Lower bearing material.....	Steel-back Moraine 400
Connecting rod bearing clearance.....	.0005"-.0021"
Connecting rod bearing end play.....	.008"-.014" (total two rods)

CRANKSHAFT

Material.....	Forged alloy steel
Weight.....	71 pounds
Main bearing thrust.....	Rear main
Crankshaft end play.....	.002" to .007"
Main bearing type.....	Slip-on
Main bearing removable.....	Yes
Main bearing material.....	Steel-back Durex
Main bearing clearance— rear.....	.0008" to .0025"
Main bearing journal— Diameter x Length:	
Number 1.....	2.625" x .907"
Number 2.....	2.625" x .907"
Number 3.....	2.625" x .907"
Number 4.....	2.625" x .907"
Number 5.....	2.625" x 1.622"

DETAILED SPECIFICATIONS

CAMSHAFT

Drive	Chain
Camshaft sprocket material...	Steel
Timing chain—make	Link Belt
Timing chain—no. of links...	46
Timing chain—width6875"
Timing chain—pitch500"

VALVES

Valve arrangement	Overhead
Intake opens	39° B.T.C. at .001 lift
Intake closes	105° A.B.C. at .001 lift
Exhaust opens	85° B.B.C. at .001 lift
Exhaust closes	59° A.T.C. at .001 lift

INTAKE

Material	Alloy steel
Over-all length	4.794"
Diameter of head	1.875"
Angle of seat	44°
Lift451"

EXHAUST

Material	Alloy steel
Over-all length	4.815"
Diameter of head	1.500"
Angle of seat	44°
Lift451"
Hydraulic valve lifters	Yes
Valve inserts	None
Valve seats cooled by	Direct water circulation

DETAILED SPECIFICATIONS

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, 6 qts.; Refill, 6 qts.
Type of oil level gauge.....	Dip stick
Make of pressure gauge.....	AC—Tell-Tale Lite
Oil filter.....	Standard
Type.....	Full-Flow

FUEL

Gasoline tank capacity.....	21 gallons
Type of fuel feed.....	Camshaft pump
Carburetor—make.....	Rochester & Carter
Carburetor—type.....	Four-barrel downdraft*
Manifold heat control.....	Automatic
Type of air cleaner.....	Dry-pack
Dual tailpipe diameters.....	1.75"

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

*Three, Dual-barrel Carburetors on 345 h.p. engine, standard on Eldorados and optional on all other models.

DETAILED SPECIFICATIONS

COOLING—Continued

Fan belt length.....	57"
Fan belt width.....	3/8"
Fan—no. of blades.....	4
Air-conditioned cars.....	7* with thermostatically controlled, limited-slip clutch
Cooling system capacity.....	18.5 qts.
With heater.....	19.2 qts. (Series 75, 20.75 qts.) Add .5 qt. for A/C

*Also on Series 75 but without limited-slip clutch.

GENERATOR

Make.....	Delco-Remy
Minimum charging speed....	22 m.p.h. and up
Generator ventilation.....	Forced air
(Series 75 and air-conditioned cars).....	Directed outside air

GENERATOR REGULATOR

Make.....	Delco-Remy
Voltage at cut-out closing....	11.8—13.6 (adjust to 12.8)
(Series 75 and air-conditioned cars).....	11.8—13.0 (adjust to 12.4)
Voltage regulator setting....	14—15 (adjust to 14.5 at 90°)
(Series 75 and air-conditioned cars).....	13.8—14.8 (adjust to 14.0 at 90°)
Generator max. charging rate.	32—37 amp. (adjust to 35)
(Series 75 and air-conditioned cars).....	42—47 amp. (adjust to 45)

STARTING MOTOR

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

DETAILED SPECIFICATIONS

IGNITION

Spark advance.....	Centrifugal and vacuum
Ignition unit: Make.....	Delco-Remy
Manual advance.....	None
Maximum centrifugal advance.....	Crankshaft (14°-18°), with "Q" engine (16.5°-20.5°)
Vacuum advance.....	Crankshaft (21.02°-24.0°), with "Q" engine (16.5°-19.5°)
Distributor breaker gap.....	.016"
Initial spark advance.....	5° B.T.C. (Nominal)
(on "Q" engine).....	5° B.T.C. (Nominal)
Firing order.....	1-8-4-3-6-5-7-2
Ignition coil: Make.....	Delco-Remy
Spark Plugs:	
Make.....	AC
Model.....	44.0
Thread.....	14 mm.
Gap.....	.035"

BATTERY

Make.....	Delco 3EMR70-W
Number of plates.....	11
Capacity (amp. hrs.).....	70
Terminal grounded.....	Negative
Location of battery.....	Under hood on tray at front right-hand side of radiator cradle.

LIGHTS AND HORN

Headlight—make.....	Guide sealed-beam (Dual)
Headlight cover glass, dia....	5¼"
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 (2)*

*3 on Eldorado.

DETAILED SPECIFICATIONS

HYDRA-MATIC DRIVE

Type.....	Fully automatic step-gear type with controlled fluid coupling on forward gear set for smoother shifts.
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.....	3.97:1
Transmission ratio, second....	2.55:1
Transmission ratio, third.....	1.55:1
Transmission ratio, fourth....	1:1
Transmission ratio, reverse....	3.74:1
Oil capacity.....	10 qts. dry (check dip stick) 9 qts. refill
Type of fluid.....	(Automatic transmission fluid type "A")

SHIFT POINTS:

Upshift DR-4 Range	Throttle Opening	With Rear Axle Ratio of:		
		2.94	3.21 or 3.36	3.77:1
		M.P.H.	M.P.H.	M.P.H.
1st to 2nd	— Minimum.....	3-9	3-8	3-7
	— Maximum.....	18-21	16-19	16-18
2nd to 3rd	— Minimum.....	13-17	12-15	11-14
	— Maximum.....	40-43	37-39	35-37
3rd to 4th	— Minimum.....	22-25	20-23	19-21
	— Maximum.....	76-81	69-74	65-70
*				
Downshift DR-4 Range				
4th to 3rd	— Minimum.....	17-14	16-13	15-12
	— Maximum.....	74-68	67-62	64-59
3rd to 2nd	— Minimum.....	12-8	11-7	10-7
	— Maximum.....	26-22	24-20	22-19
2nd to 1st	— Minimum.....	7-3	7-3	6-2
	— Maximum.....	13-9	12-8	11-8

HYDRA-MATIC DRIVE—Continued

DR-3 Range

Same as DR-4 except			
upshifts from 3rd to 4th at:	76-81	69-74	65-70
downshifts from 4th to 3rd			
at	74-68	67-62	64-59

LO Range

Same as DR-4 except			
upshifts to 3rd at	48-54	44-49	42-47
upshifts to 4th at	76-81	69-74	65-70
downshifts to 3rd at	74-68	67-62	64-59
downshifts to 2nd at	47-44	43-40	41-38

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 60-62-63-64	Series 75
Frame make.....	A. O. Smith	A. O. Smith
Frame depth, maximum.....	7"	7"
Frame thickness, maximum....	$\frac{5}{8}$ "	$\frac{5}{8}$ "
Width of flange, maximum....	$3\frac{1}{2}$ "	$3\frac{1}{2}$ "
Frame—Type.....	Tubular-center X frame	Tubular-center X frame

FRONT-END SUSPENSION

Front suspension, make.....	Own
Front suspension, type.....	Forked arms

DETAILED SPECIFICATIONS

FRONT-END SUSPENSION—Continued

Forked arm bearings	Inner threaded
Knuckle support bearing	Spherical
Front wheel inner bearing	Tapered roller
Front wheel outer bearing	Tapered roller
Front spring, type	Helical coil*
Front spring, material	Spring steel
Shock absorber, type	Hydraulic direct-acting type
Front stabilizer	Torsion rod

REAR SUSPENSION

Type	Cadillac four-link
Springs	Helical coil*
Material	Spring steel
Spring bushings, type	Rubber
Shock absorbers	Hydraulic direct-acting, inverted "V" mounting

PROPELLER SHAFT

Number used	2
Type	Exposed

UNIVERSAL JOINTS

Make	Mechanics and Saginaw
Number used	3
Type	Cross and Trunnion
Bearing	Needle
Universal joints, lubricated	Permanently
Drive and torque taken through	Four-link rear suspension

*Air suspension standard on Eldorado, optional at extra cost on all other models.

DETAILED SPECIFICATIONS

REAR AXLE

Rear axle, make.....	Own	
Rear axle, type.....	Semifloating	
Differential gear, make.....	Own	
Rear axle:		
Oil capacity.....	5 pints	
Grade recommended:		
S.A.E. viscosity.....	90 hypoid	
	Series 60-52-53-54	Series 75
Type of final gearing.....	Hypoid	
Gear ratio:		
Standard.....	2.94	3.36
Optional.....	3.21*	3.77
Pinion adjustment (except 75)	None	
Pinion bearing adjustment....	None (preloaded)	
Are pinion bearings in sleeve?	No	
Backlash between pinion and		
ring gear.....	.003 ^r -.010 ^r	
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
Type.....	Tubeless

*Standard with 345-h.p. "O" engine and on air-conditioned models.

DETAILED SPECIFICATIONS

TIRES AND WHEELS—Continued

	Series 60-62-63-64	Series 75
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.
Wheels:		
Type.....	Slotted disc	
Make.....	Kelsey-Hayes	
Rim, diameter.....	15"	
Rim, width.....	6.00"	
Tread:		
Front.....	61"	
Rear.....	61"	

STEERING

Steering.....	Hydraulic power	
Type.....	Concentric gear	
Make.....	Saginaw	
Over-all steering ratio.....	18.9	
Car turning radius (outside bumper to bumper sweep)...	24'2"	27'0"

BRAKES

Front and Rear:		
Type.....	Duo-servo, self-adjusting	
Brake drum diameter.....	12"	12"
Brake drum, internal or external.....	Internal	Internal
Brake lining, length per wheel:		
Forward shoe.....	10.05"	12.98"
Reverse shoe.....	12.98"	12.98"
Total.....	23.03"	25.96"

*8.20 x 15 when whitewalls are ordered. Standard on Eldorados.

DETAILED SPECIFICATIONS

BRAKES—Continued

	Series 60-62-63-64	Series 75
Brake lining width.....	2½"	2½"
Brake lining thickness.....	¼"	¼"
Brake lining effective area....	210.32	233.72
	sq. in.	sq. in.
Brake clearance.....	.010" top;	.015" bottom
Foot emergency brake location.	Left side below dash	
Release.....	Automatic vacuum* plus manual.	
Operates on.....	Rear service brakes	
Power brakes.....	Standard, all models	

*With engine running and car in any drive gear.

MISCELLANEOUS SPECIFICATIONS

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

LUBRICANTS

Engine crankcase capacity....	5 qts.
With oil filter (Std.).....	6 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.....	4000 miles (after initial 500-mile change)

CAUTION: Drain more frequently in accordance with Owners Manual under varying operating conditions.

Rear axle oil.....	5 pints
Recommended viscosity....	90 hypoid
Auto trans. fluid type "A"....	10 qts. dry (check dip stick). 9 qts. refill.
Gasoline.....	21 gals.



MILESTONES

1902 / 1959

MILESTONES



— Cadillac leadership is the result of many motoring achievements . . . advancements in engineering and design which have set the trend for other motor car makers in the course of the ensuing years. The "milestones" listed in this section of your Data Book point up the dramatic year-by-year development of and demand for the Cadillac automobile recognized and respected everywhere as the "Standard of the World".

The first part of the book is devoted to a general introduction to the theory of the firm. It begins with a discussion of the basic concepts of production, cost, and profit. The author then discusses the various forms of market structure, including perfect competition, monopoly, oligopoly, and imperfect competition. The second part of the book is devoted to a detailed analysis of the theory of the firm. It begins with a discussion of the basic concepts of production, cost, and profit. The author then discusses the various forms of market structure, including perfect competition, monopoly, oligopoly, and imperfect competition.

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No.	Name	Address	City	State	Country	Telephone	Fax	E-mail
1	John Doe	123 Main St	Chicago	Illinois	USA	312-555-1234		john.doe@uic.edu
2	Jane Smith	456 Oak Ave	Chicago	Illinois	USA	312-555-5678		jane.smith@uic.edu
3	Robert Johnson	789 Elm St	Chicago	Illinois	USA	312-555-9012		robert.johnson@uic.edu
4	Sarah Williams	101 Maple Dr	Chicago	Illinois	USA	312-555-3456		sarah.williams@uic.edu

Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
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1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013

Year	1990	1991	1992	1993	1994	1995	1996
1990	1991	1992	1993	1994	1995	1996	1997
1997	1998	1999	2000	2001	2002	2003	2004
2004	2005	2006	2007	2008	2009	2010	2011
2011	2012	2013	2014	2015	2016	2017	2018
2018	2019	2020	2021	2022	2023	2024	2025



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1960

ALPHABETICAL

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