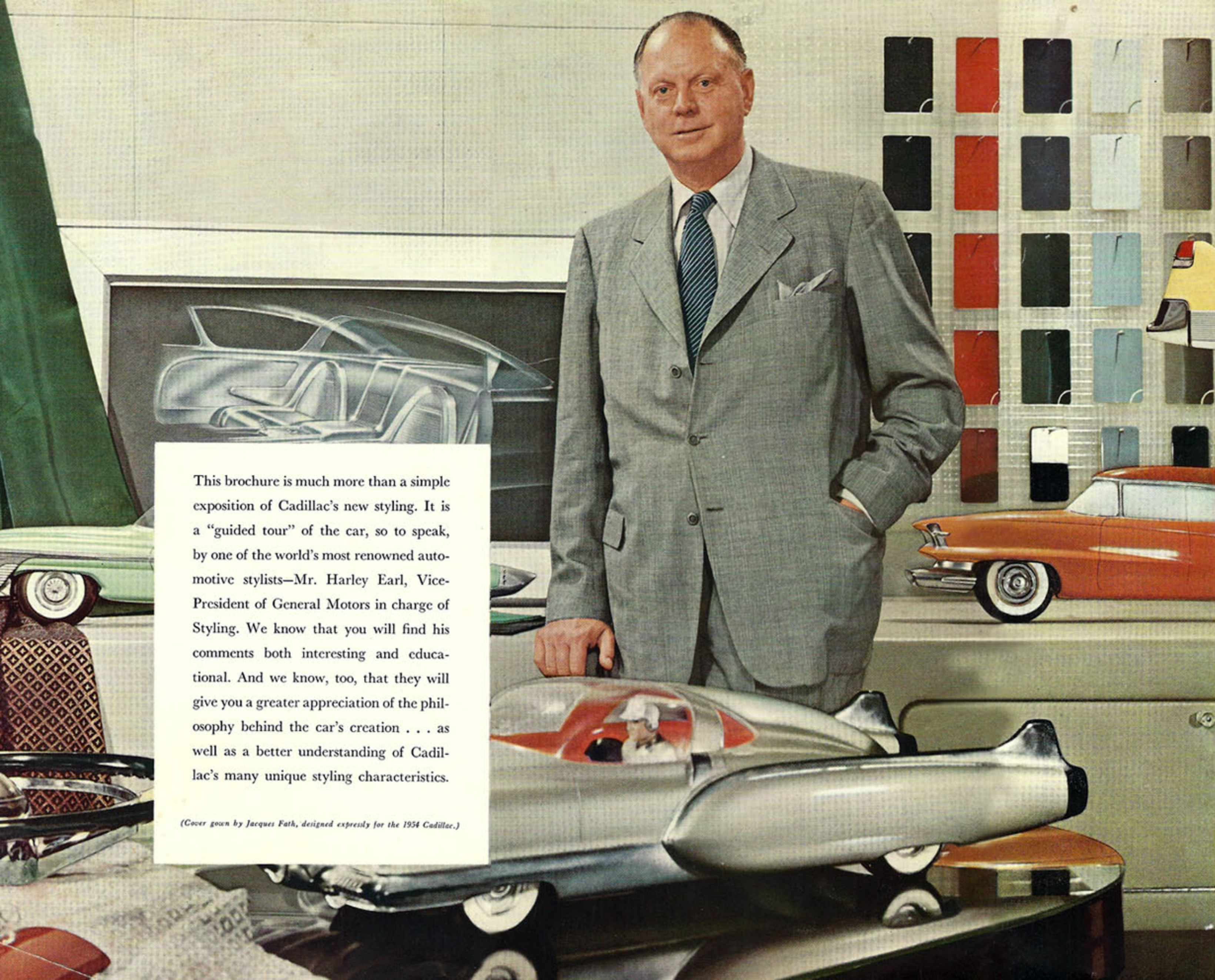




*Styled
to be copied
for years to come*

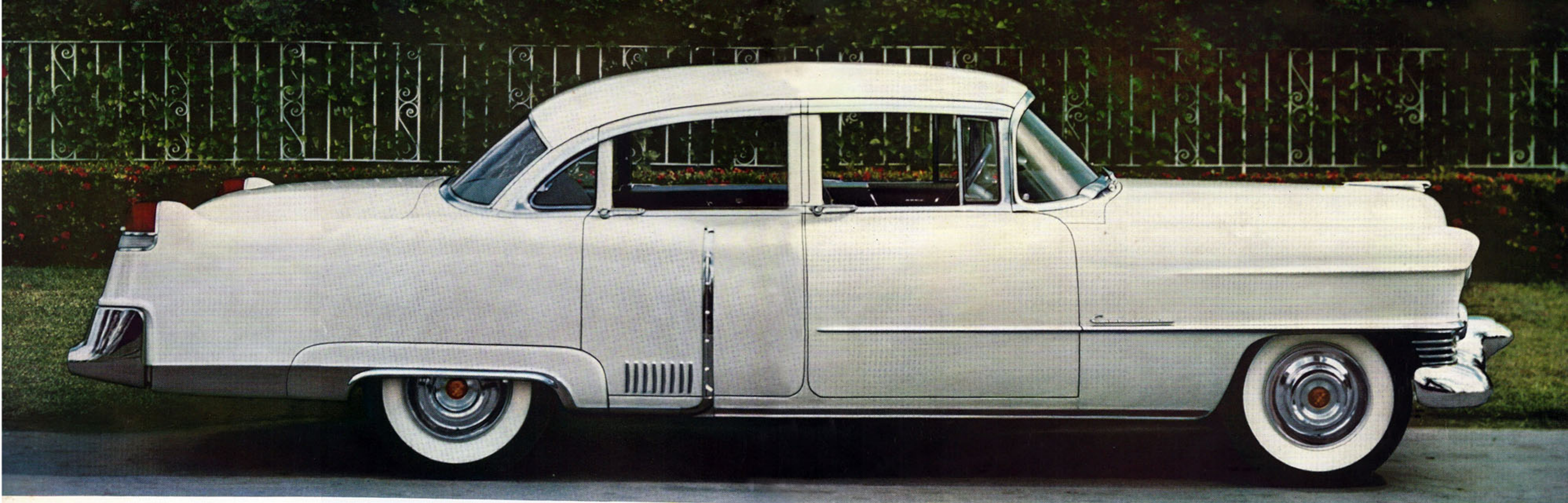
A photograph of Harley Earl, Vice-President of General Motors, standing in a styling studio. He is wearing a grey suit and a striped tie. Behind him is a wall with a grid of color swatches in various shades including black, red, blue, and green. To his left is a large window showing a wireframe model of a car. In the foreground, a silver car model is on a display stand. To the right of the main image, a yellow 1954 Cadillac convertible is shown in profile.

This brochure is much more than a simple exposition of Cadillac's new styling. It is a "guided tour" of the car, so to speak, by one of the world's most renowned automotive stylists—Mr. Harley Earl, Vice-President of General Motors in charge of Styling. We know that you will find his comments both interesting and educational. And we know, too, that they will give you a greater appreciation of the philosophy behind the car's creation . . . as well as a better understanding of Cadillac's many unique styling characteristics.

(Cover gown by Jacques Fath, designed expressly for the 1954 Cadillac.)

"The requirements of creative automotive styling are almost as numerous as they are demanding. While artistic beauty is perhaps the primary consideration, it must be beauty which is evolutionary and which grows out of a natural progress of design. While design must be reflective and graceful, it must also be keyed to mechanical requirements and to the practical necessities of production. And while styling must be functional and imaginative, it must also be shaped to the tastes of the motoring public. Truly successful automotive styling, then, must be pleasing to the creator . . . gratifying to the engineer . . . and inspiring to the motorist—a rare and magic meeting of beauty, practicality and popularity. Never, to my knowledge, have these qualities been combined with greater majesty than in the 1954 Cadillac."

Harley Earl

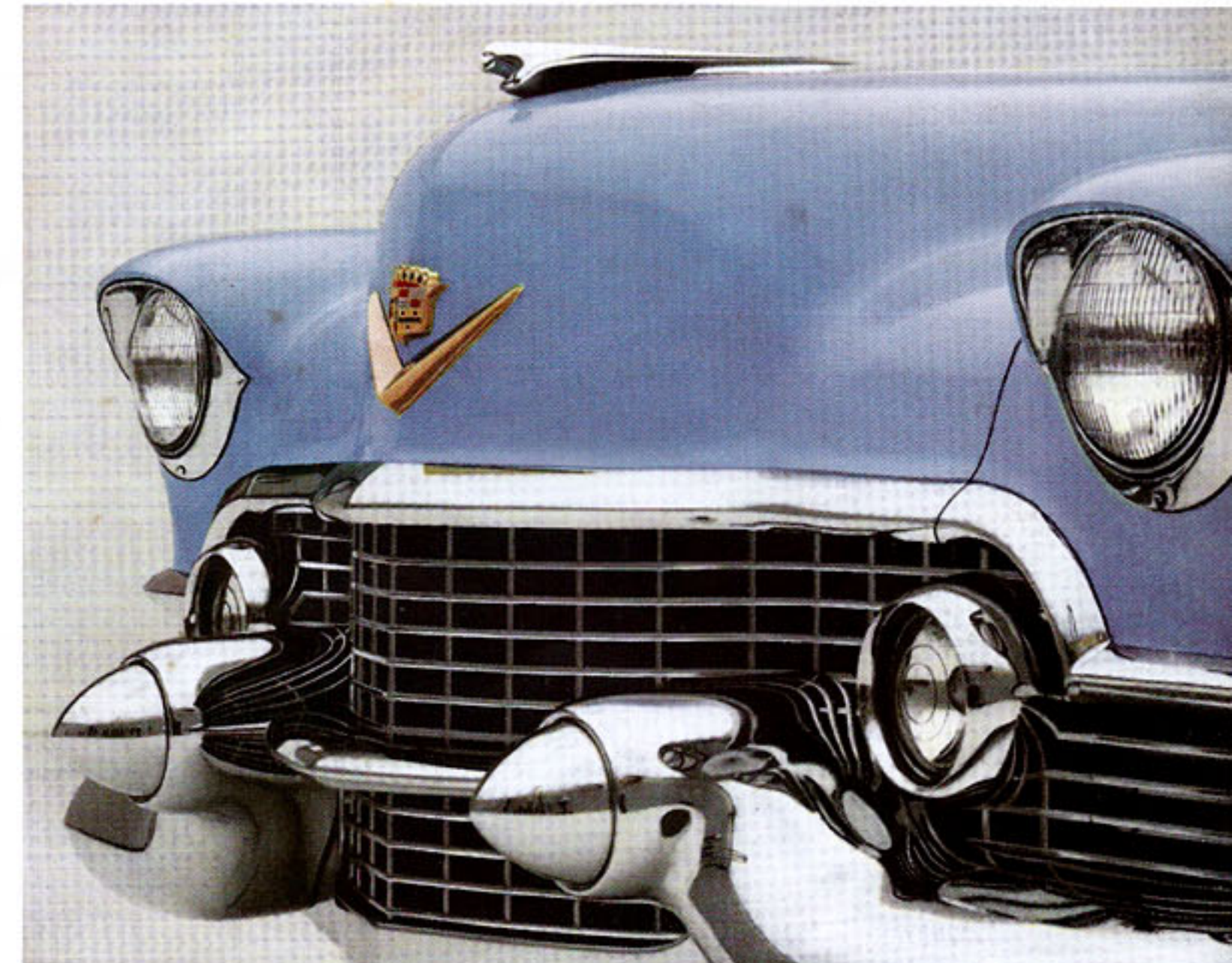


AS ALWAYS—THE STANDARD OF THE WORLD!

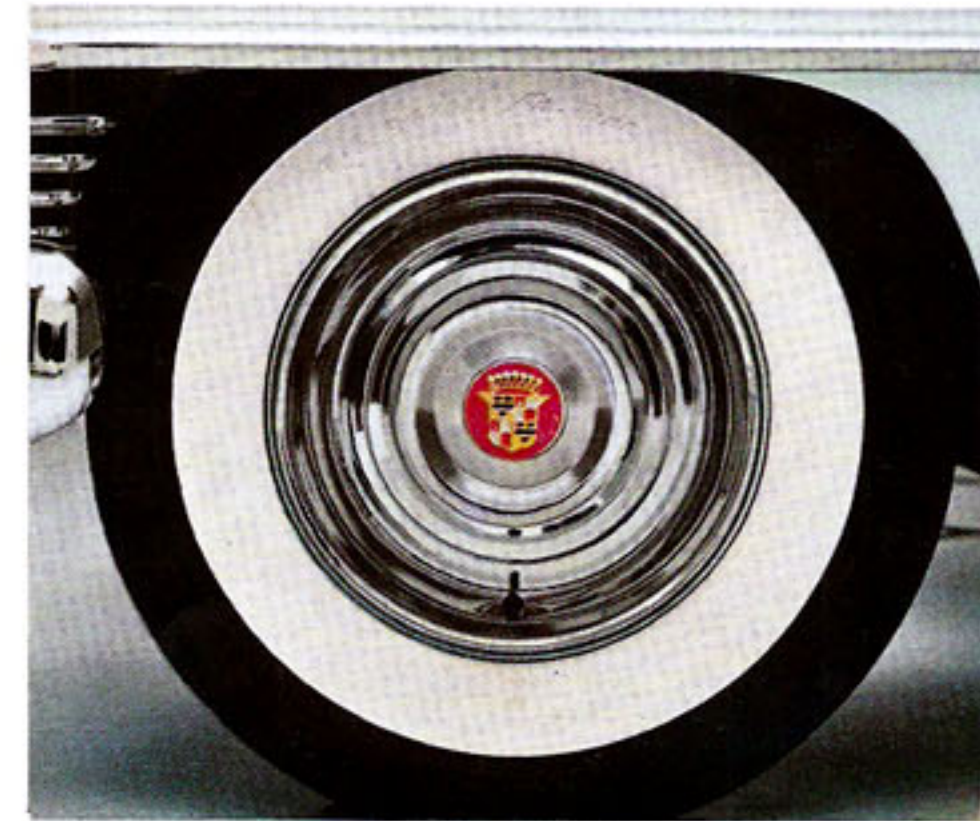


"The 1954 Cadillac is the latest and finest heir to a great tradition of automotive beauty. This creation is distinctively Cadillac, and retains many of the general styling characteristics which motorists have come to know and respect the world over. And yet it advances—in full measure—the noblest ambitions of creative styling. Longer and lower in silhouette, more graceful and subtle in contour, and with greater dignity and bearing in every line—it is visual proof that Cadillac remains the Standard of the World."

"In the final analysis, a motor car's appearance is the summation of countless details of styling—beautiful, distinctive and functional in themselves, yet blending perfectly into an over-all pattern. Many of the features of the 1954 Cadillac are particularly noteworthy in this regard: the new headlamp visor, the new grille and bumper assembly, the new cowl air-intake at the base of the windshield, the new panoramic windshield, the newly styled upsweep of the rear fenders. These are only a few of the many such details of the 1954 Cadillac—designed out of a definite motoring need, and yet adding their own measure of beauty and distinction to the car."



AS ALWAYS—THE STANDARD OF THE WORLD!



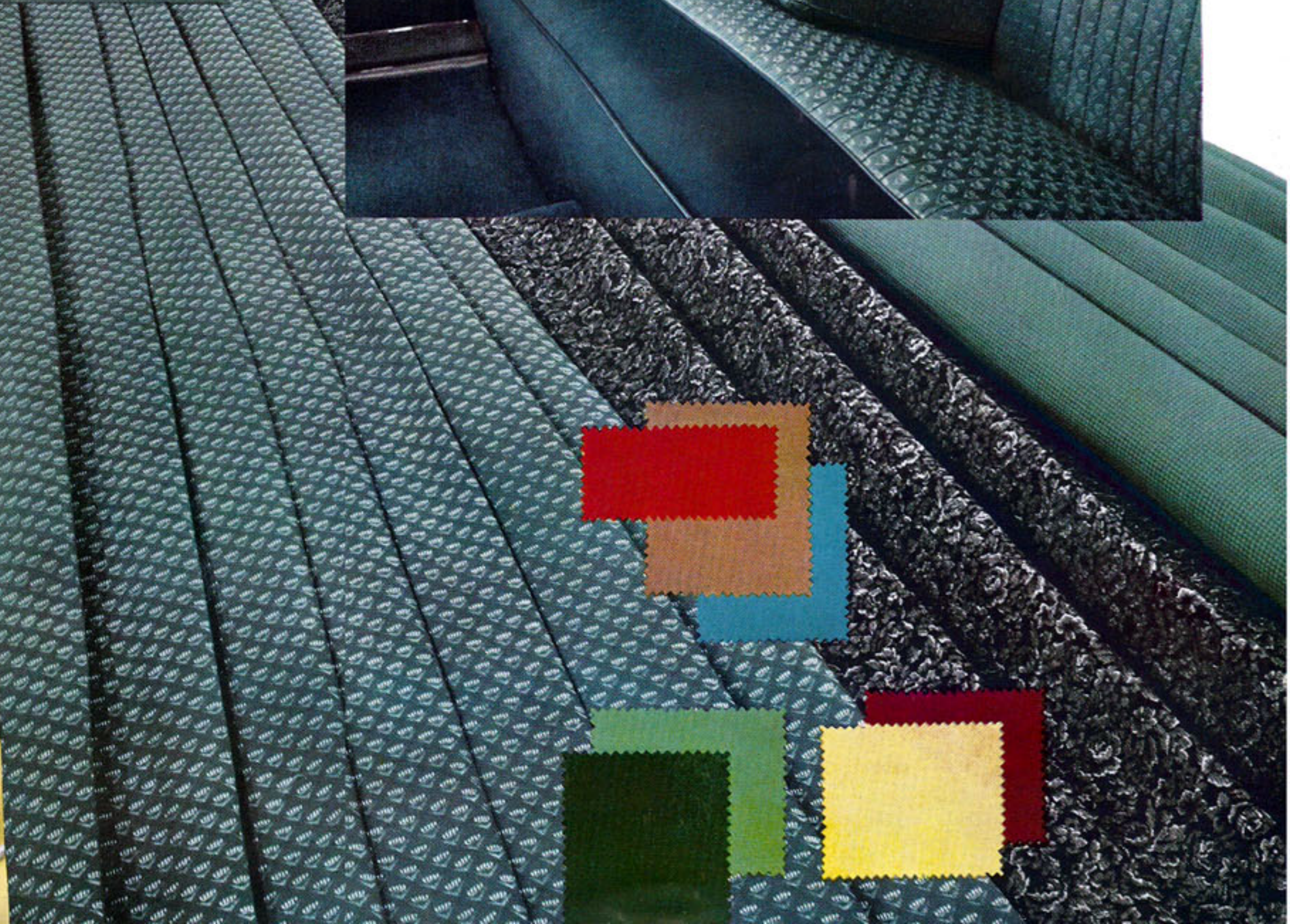
“One of the marks of a truly well-styled motor car is its ability to fit, with equal ease and poise, into any setting. Just as the car must be universal in its appeal among motorists, so it must complement a variety of moods and backgrounds. It must, for instance, reflect the beauty and graciousness of its owner’s home—regardless of its period or character. It must be appropriate for the most formal occasion, and it must be equally at home in an atmosphere of easy, relaxed living. Measured against this standard, the 1954 Cadillac is perfection on wheels.”



AS ALWAYS—THE STANDARD OF THE WORLD!



"The same qualities of beauty and graciousness and practicality which guided the creation of Cadillac's new exterior styling also evidence themselves in the car's interior. Generously proportioned, beautifully planned and crafted, and executed in a dazzling array of fine fabrics and rich leathers, these new Cadillac interiors are miracles of comfort, convenience and luxury."





"Because the needs of motorists vary greatly, a car's basic styling and luxury must be adaptable to models of differing character and mood. Cadillac's exterior styling and interior luxury, for example, are offered in three separate series and in seven individual body styles. Each is expressly designed to fulfill the requirements of a particular group of motorists—and, yet, all share a common standard of beauty, dignity and graciousness."



SERIES 60 SPECIAL



SERIES 62 COUPE



SERIES 62 SEDAN



THE ELDORADO



SERIES 75

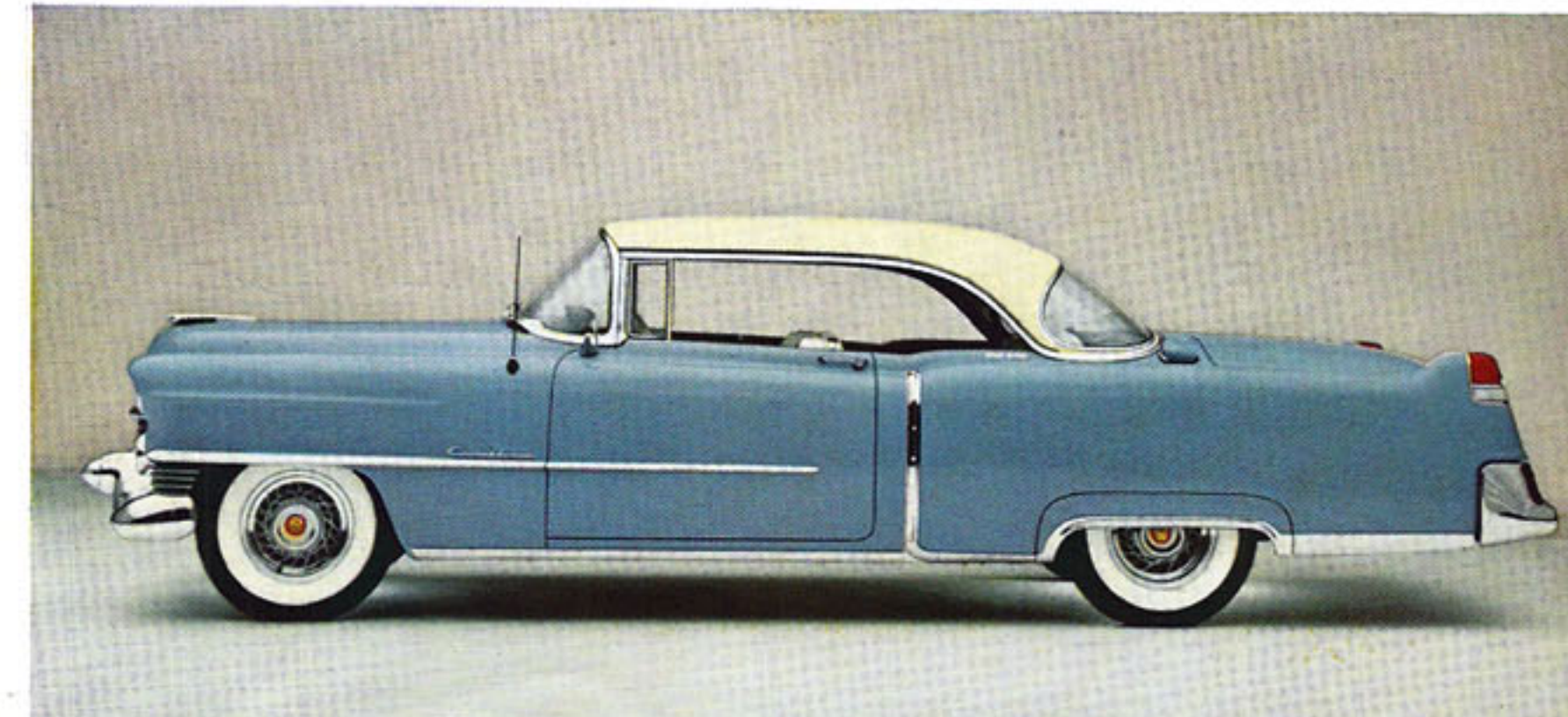


SERIES 62 CONVERTIBLE



AS ALWAYS - THE STANDARD OF THE WORLD!

SERIES 62 COUPE DE VILLE



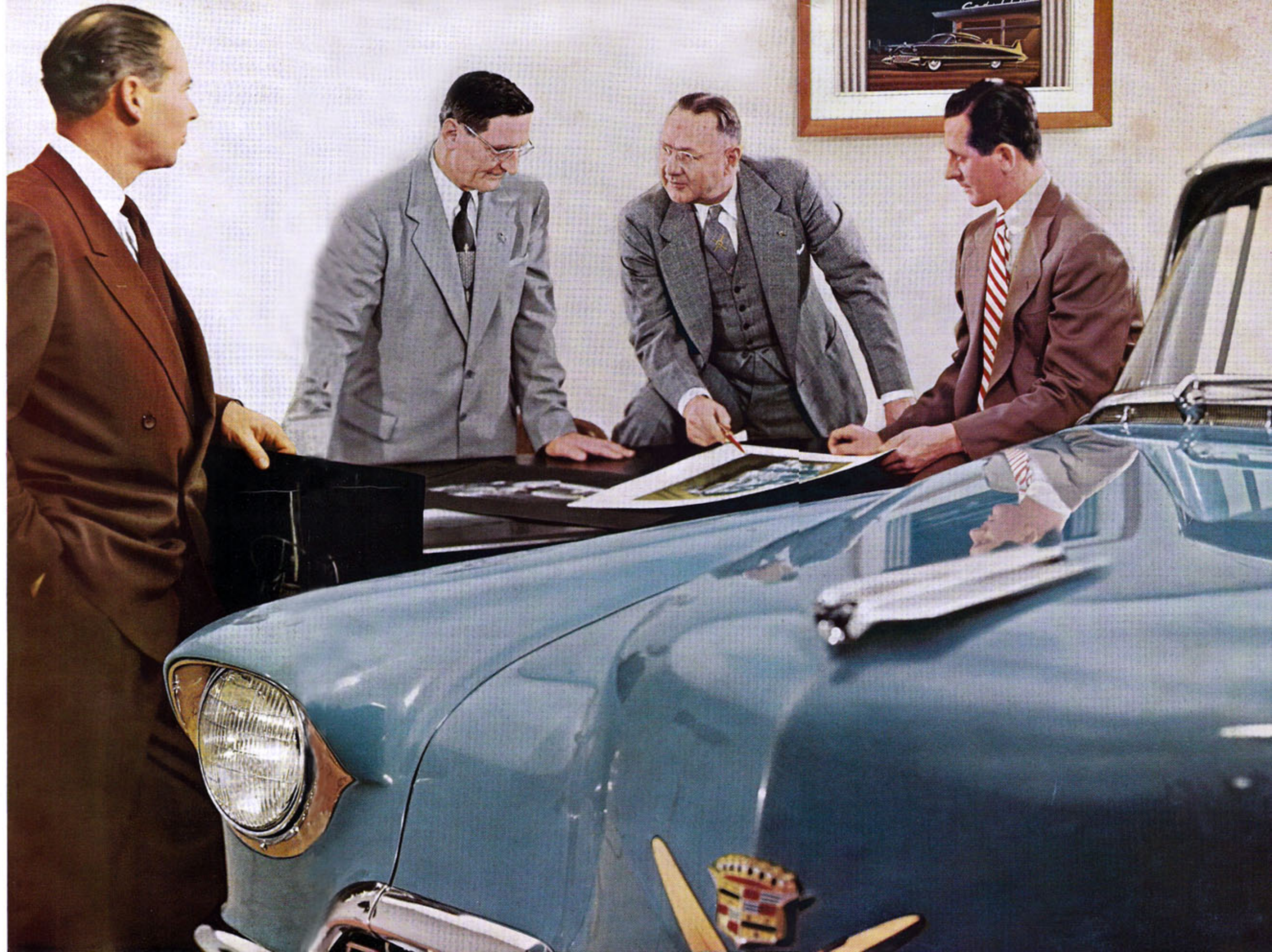


"I salute the gentlemen of Cadillac's Styling Division for their inspired work in creating the 1954 Cadillac. In doing so, they have carried forward the highest ideals of automotive styling . . . and have brought into being a motor car that will undoubtedly have a profound influence on the future of motor car design."

Harley Earl

H. DE S. LAUVE	W. J. TELL	C. F. ARNOLD	E. GLOWACKE
Director Interior Design	Body Engineer	Chief Engineer	Director Cadillac Studio

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The advanced styling of the 1954 Cadillac, as described in this portfolio by one of the country's foremost creative stylists, is but another important phase of the car's outstanding value—in addition to its brilliant performance, its magnificent luxury and its unprecedented acceptance. And never before have so many exceptional motoring qualities been combined with such wonderful practicality. The lowest-priced Cadillac, for instance, actually costs less than many models of other American motor cars. Its gasoline economy and its dependability are simply extraordinary. And the car traditionally returns a greater share of its owner's investment at the time of resale than any other automobile built in the land. In view of this, we think you owe it to yourself to come in for a personal inspection and demonstration of this great new Cadillac. We'll be delighted to see you at any time.

G. S. MEANS COMPANY
515 WEST MAIN STREET
FORT WAYNE, INDIANA



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