

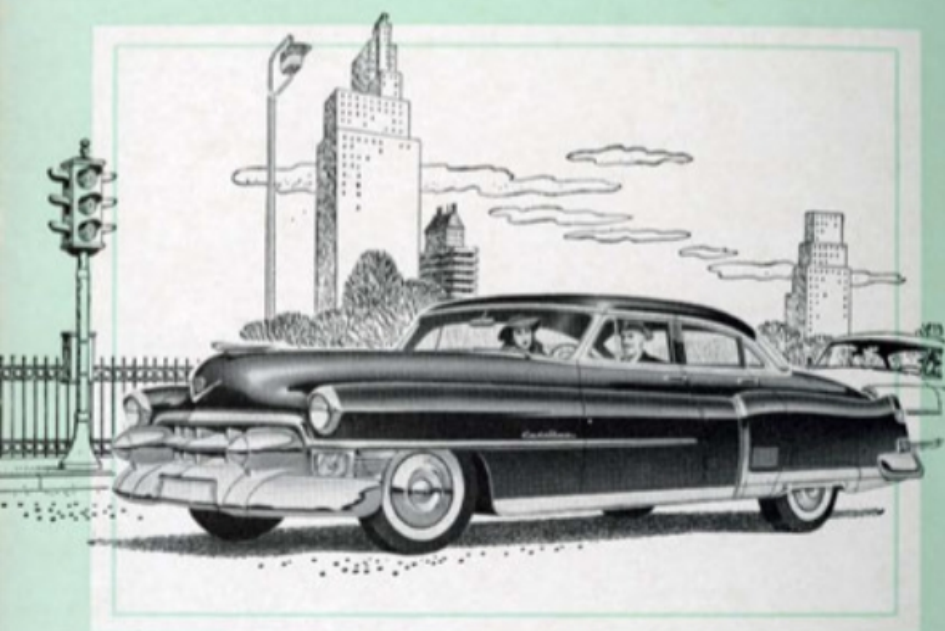
Accessories

FOR NINETEEN HUNDRED AND FIFTY-THREE



1953 CADILLAC ACCESSORIES

AS ALWAYS—THE STANDARD OF THE WORLD!



CADILLAC ACCESSORY GROUPS

GROUP G2

Windshield Washer • Fog Lights
License Frame • Outside Mirror
Oil Filter • Vanity Mirror • Autronic-Eye

GROUP G3

Windshield Washer • Fog Lights
Autronic-Eye • Outside Mirror
Oil Filter • Vanity Mirror

GROUP G4

Windshield Washer • Outside Mirror
Fog Lights • Oil Filter • Vanity Mirror
License Frame

GROUP G5

Windshield Washer • Oil Filter
Vanity Mirror • Outside Mirror

GROUP G6*

Windshield Washer • Oil Filter • Fog Lights
Autronic-Eye • Vanity Mirror • License Frame

GROUP G7*

Oil Filter • Vanity Mirror • Fog Lights
Windshield Washer • Autronic-Eye

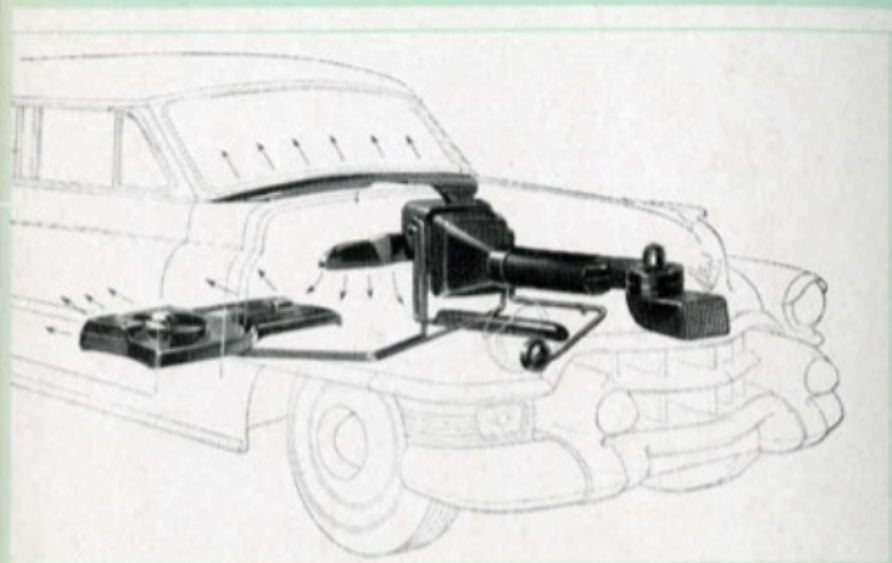
GROUP G8*

Oil Filter • Windshield Washer • Vanity Mirror
Fog Lights • License Frame

GROUP G9*

Oil Filter • Windshield Washer • Vanity Mirror

**This group may be ordered for any model, but must be specified for Convertible models because Outside Mirror in other groups is standard on Convertible models.*



CADILLAC AUTOMATIC HEATING SYSTEM

The Cadillac heating system for Series 62 models and the 60 Special consists of one dash heater and defroster, and one underseat heater located under the *front* seat. The dash heater supplies warm air to the front compartment, while the underseat heater blankets the rear compartment with warm air. The Cadillac Series 75 heating system consists of one dash heater and *two* underseat heaters located under the *rear* seat. Both systems supply fresh air . . . provide ample heat . . . seal out dust . . . hold to a steady temperature . . . rapidly defrost and de-fog windows . . . and have a low noise level.

Operation of the Cadillac heating systems is explained fully in the Cadillac Owner's Manual. It is simply a matter of adjusting a few controls located in easy reach of the driver.

CADILLAC AIR CONDITIONER

With the Cadillac Air Conditioner, Cadillac owners need only flick a switch and a car that has been parked in the sun for hours will be cool and comfortable in minutes. It provides ideal interior temperatures while driving in the most torrid of semi-tropical climates or even in the northern part of the United States during summer months. But, while cool, invigorating interior temperatures are the important advantage of the Air Conditioner, there are many other benefits.



Traffic and street noises are eliminated because the windows are kept closed. And that, naturally, keeps out dirt and dust. No matter how hot or humid . . . or how noisy and dusty it is outside, inside a Cadillac with an Air Conditioner it is studio-quiet, and the filtered fresh air is cooled to your desires.

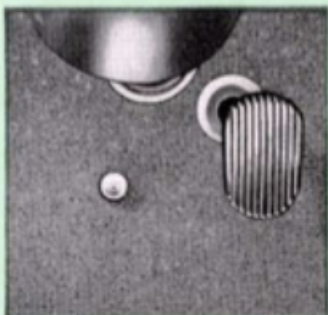
Hay fever sufferers will especially appreciate the Cadillac Air Conditioner. Simply keep the car windows closed and breathe deeply of that fresh, filtered, cooled air. And when it rains in summer, you keep dry without taking a steam bath. Nor are you annoyed by windows steaming up and obscuring your vision. Yes, with a Cadillac Air Conditioner, you can *really* do something about the weather.



SIGNAL SEEKING—PRE-SELECTOR RADIO—This new radio simplifies tuning for the Cadillac driver. In addition to the tuning bar which automatically selects the strongest signal in the area, each of five push buttons can be pre-set to select any one of five favorite stations. Rear speaker included except on Convertibles.



REAR COMPARTMENT REMOTE CONTROL RADIO—For complete enjoyment of motoring in the rear compartment of a Cadillac Series 75, a rear compartment radio with remote control tuning is available. High fidelity tones, a wide range of reception and convenient controls permit passengers to enjoy radio at its finest.



FOOT CONTROL SWITCH—Tip-toe pressure on the foot-operated tuner switch, located just to the left of the brake pedal, tunes your Cadillac Signal Seeking, Pre-Selector Radio to a desired station without the necessity of removing your hand from the wheel or your eyes from the road.

FOG LAMPS—The new 1953 Cadillac fog lamps improve visibility under adverse weather conditions. They are designed to nest in the lower grille extensions directly below the headlights. These fog lamps also incorporate the parking and turn-signal lights.



MIRRORS—Among the beautiful Cadillac accessories are listed two pairs of endlessly useful mirrors. The first set, the visor vanity mirrors, are convenient 4" x 8" mirrors distinctively decorated with the Cadillac name in script. The second set of mirrors, for better rear view, are outside mirrors. They are plate glass, 4½ inches in diameter and can be adjusted to the best viewing angle.



AUTRONIC-EYE—Gives Cadillac owners added safety and convenience for night driving. The headlights of oncoming cars automatically control the switch from bright headlight beams to dims. The Autronic-Eye includes an over-riding foot switch to signal oncoming drivers who neglect to dim their lights from high beam.





NYLON SEAT COVERS—

All Cadillac seat covers for 1953 have been restyled. This year a new, satin-smooth, self-woven striped nylon—richly styled and superbly tailored for solid beauty and long life—is available in blue, green or maroon.



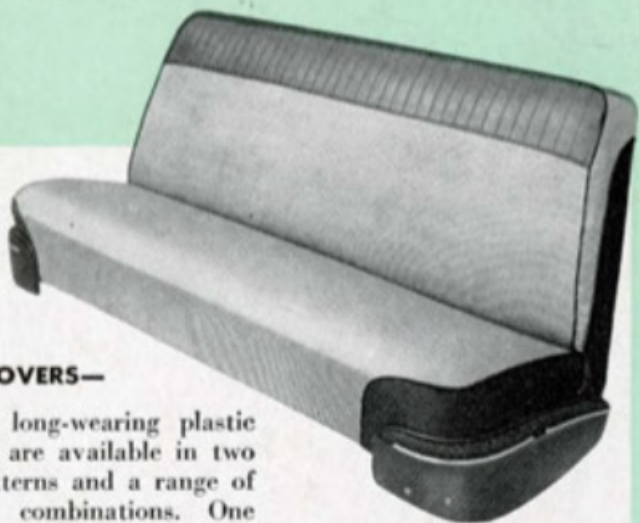
PARATWILL SEAT COVERS—

The Rayon-Cotton Paratwill line is available in two patterns. The first is a two-tone stripe pattern with a horseshoe bolster of color-matched dobby cloth. The second is a crescent pattern with matching straight bolster of Naugahyde. Both patterns are in shades of green, blue or maroon.



TARTAN PLAID SEAT COVERS—

These covers are fabricated from 100% durable double-twist rayon. They have matching horseshoe bolsters and facing material with a small rectangular pattern. Color combinations are: green and gray plaid with matching bolster, blue and gray, maroon and gray, also with matching bolsters.



PLASTIC COVERS—

Handsome, long-wearing plastic seat covers are available in two distinct patterns and a range of four color combinations. One pattern has a richly toned stripe of blue, green or maroon with a straight bolster of linen-finished simulated leather. The second design has a gray background with a gold metallic thread interwoven to give a block effect. The bolster is of linen-finished simulated leather.

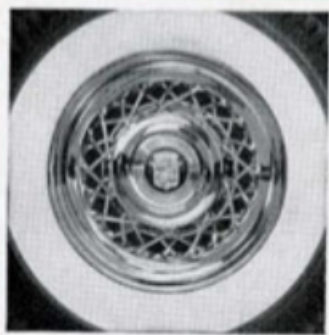


OUTSIDE SUN VISOR—Cadillac Outside Sun Visor is a wise investment in beauty, protection and safety. It protects against sun glare . . . gives full forward visibility . . . provides comfort from summer heat . . . reduces freezing rain and snow on windshield. Construction is unusually sturdy. It is free of rattles and wind noise.



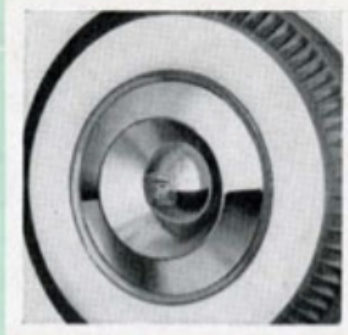
VENTSHADES—Functional stainless steel window shields not only dress up the car but, in addition, perform many useful duties. They cut annoying sun glare . . . reduce drafts from open windows . . . permit lowering windows two or three inches during a rain storm without letting rain in.

LICENSE PLATE FRAMES—Cadillac license plate frames enhance the appearance of the car by making the license plates an integral part of the design. Unsightly sharp edges are eliminated. These attractive, chrome-flashed frames sell in pairs.



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

CADILLAC WHEEL DISCS—The increased eye-appeal of the new Cadillac wheel discs is apparent at a glance. They enhance the beauty of the car by making each wheel a circle of chrome. The strikingly attractive Cadillac crest on a raised cone at the center of each disc accentuates their smartness. A set consists of four.

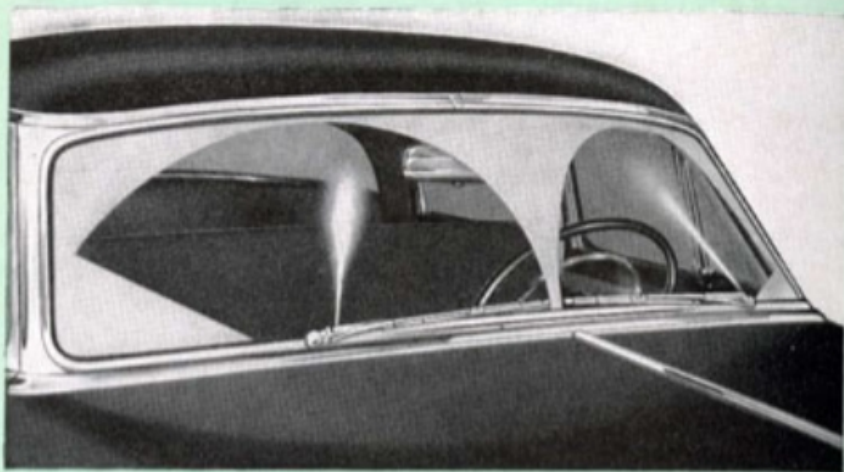


CADILLAC WHEEL TRIM RINGS—Whether the car is in motion or at a standstill, the trim rings add to the over-all impression of Cadillac smartness. They are fabricated from heavy gauge, durable stainless steel and attached to the wheels with patented locking clips that keep them snug and rattle-free. A set consists of five rings.



CADILLAC SPOKE WHEEL DISCS—Available in sets of four, spoke wheel discs give a sleek, sports-car look to any Cadillac body style. They are constructed of rugged stainless steel flashed with bright chrome. This durable finish resists corrosion, makes cleaning a quick, simple operation.





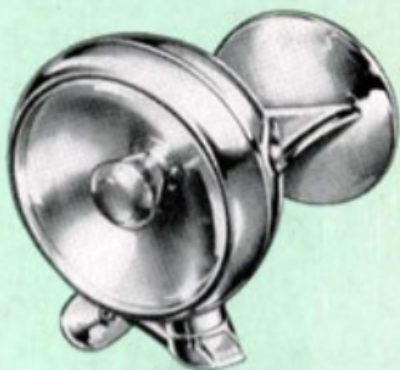
WINDSHIELD WASHER—Once considered a convenience item, the Cadillac windshield washer has rapidly come to be accepted by owners as a safety must. It sprays two jets of water and solvent mixture on the windshield so that mud, slush, road spray or insects can be easily swept away by the windshield wipers. A touch of the button in the center of the wiper switch gives immediate action.

CADILLAC BLUE CORAL—An application of Cadillac Blue Coral cleans away all dirt, grime and road film. Blue Coral Sealer then seals the finish with a lustrous, glass-hard protective coat. No harsh abrasives . . . no paint softening chemicals. For year-'round beauty, Blue Coral may be applied in the Service Department or is available for individual application by the owner. It is easy to use because it does not streak or smear . . . it dries to an even, glossy finish.



LEFT AND RIGHT SPOT LIGHTS

—Handsomely styled and finished in bright chrome, these beautiful "left" and "right" spotlights, with rear-view mirrors which are adjustable from inside the car, add distinctive smartness. They serve as additional sources of light which can be directed at the driver's will at road signs, or on road edge and sharp curves.



INSIDE SUN VISOR—Cadillac's attractive Plexiglas Sun Visor for 1953 is easy on the eyes the year around. It is installed on the inside top portion of the windshield in a matter of minutes. In all seasons of the year, it filters out strong sun rays, cuts sky and snow glare, reduces fatigue.

BEAUTIFUL FLEETWOOD ROBES

—Cadillac Fleetwood robes compliment the interior styling of Cadillac cars. They are carefully tailored from broadcloth that matches the luxurious upholstery of 1953 interiors. For extra warmth, they are lined with a choice alpaca, silk crushed plush or matching broadcloth. Handsomely styled monograms in a variety of choices are available.





CADILLAC CHROME PROTECTOR

Here is a one-coat, all-season chrome protector that doesn't tint or otherwise change appearance of chrome or other bright finishes. Gives added protection against damaging elements of snow, sleet and all snow-thawing elements. It is easily applied with any clean, lintless cloth, and dries in ten minutes to a clear, hard, lasting transparent finish.



CADILLAC KAR-KLEEN UPHOLSTERY CLEANER

Cadillac KAR-KLEEN gives a like-new luster to soiled seat covers and upholstery materials . . . wipes away dirt from rugs and rubber floor mats . . . removes bugs and grime from the car finish . . . even cleans white sidewall tires. It is useful, too, for dozens of household cleaning chores. This economical, all-purpose cleaner should be kept on hand at all times by every Cadillac owner.

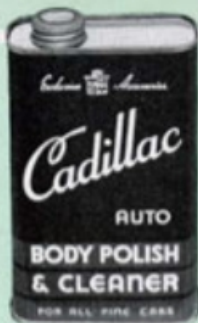


CADILLAC WINDSHIELD WASHER SOLVENT

Cadillac Windshield Washer Solvent is essential to the operation of the windshield washer in cold weather. It helps to keep solid ice from forming in the glass jar. What's more, it quickly wipes away the film caused by winter slush, road oil, and salt. In the summer, it is efficient in removing bugs, dust, and dirt.

CADILLAC BODY POLISH

This preparation cleans and polishes in one operation. Apply, let dry, wipe off—and there you are—a gleaming finish again! This product cleans, polishes and protects car finish. It has no harmful chemical or rough abrasive action. Cadillac Body Polish gives fine results in a single application.



CADILLAC CHROMIUM CLEANER

Here is a dependably efficient cleaner and polish for all chromium or other "bright" metal surfaces. It is simple to use and requires no hard or time-consuming rubbing. It removes tarnish, film, discoloration—replaces dullness with original brightness. NOTE: Do not use on new type "Bright Finish."



CADILLAC FABRIC CLEANER

This is a liquid preparation containing proper solvents for cleaning fabrics. It removes spots and stains quickly and effectively without harm to the fabric. It is simple to use, chemically correct for use on rugs, clothing, draperies as well as upholstery materials.



COOLING SYSTEM INHIBITOR

This is an especially prepared liquid chemical solution for use in automotive cooling systems. Its action is to prevent the formation of rust and scale, and thus to improve circulation. It contains a lubricant and anti-foam agent that aids in water pump lubrication. Radiator overheating and consequent loss of cooling efficiency is retarded. It mixes with water and anti-freeze solutions.



**CADILLAC CARE
FOR CADILLAC CARS**



**CADILLAC MOTOR DIVISION
GENERAL MOTORS CORPORATION**