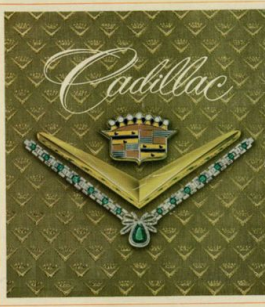


Data Book

FOR NINETEEN HUNDRED AND FIFTY-THREE

Cadillac

Data Book for 1953

Introduction

The year 1953 is, in a sense, a turning point for Cadillac. For it not only brings to a close one of the most brilliant chapters in automotive history—the first half-century of Cadillac leadership—but it also begins a *second* half-century of Cadillac progress and development. The 1953 Cadillac brings to fruition all the good and wonderful things that Cadillac has pioneered and achieved during these past fifty years—and, at the same time, heralds a new era of automotive advancement. It is both the climax of Cadillac's historic past—and a brilliant promise and pledge for the future. In building this motor car, we of Cadillac have spared nothing by way of styling, of engineering or of craftsmanship. It is a Cadillac designed without compromise in any way—and built to the most exacting standards that can be enforced in the production of a motor car. Anyone who has the pleasure of driving it or the privilege of owning it, will recognize instantly that it has brought the automotive science to a higher degree of perfection than has ever before been attained. In its beauty, in its performance and in its distinction—it is the greatest Cadillac car of all time!

AS ALWAYS—THE STANDARD OF THE WORLD!

A message to

Cadillac Salesmen

In this new Cadillac Data Book, you will find all the important product facts and selling information on the new 1953 Cadillac.

You will find that this new Data Book is bigger and better than ever before. Feature write-ups are more detailed . . . a new section on Heating and Air Conditioning has been added . . . more photographs and drawings have been used . . . in short, the 1953 Book is a greatly improved selling tool. You will be able to answer the questions of any mechanically-minded prospect by referring to this handy pocket-size book. Study it . . . become familiar with its contents . . . and you will realize its full value.

AS ALWAYS—THE STANDARD OF THE WORLD!

The fine reputation and quality tradition enjoyed by Cadillac motor cars are your greatest assets as a Cadillac salesman. Fifty-one years of knowledge, experience and leadership stand behind Cadillac cars. Thus, you will meet little or no resistance when you tell a prospect that his car should be a Cadillac. He already desires ownership of the world's finest motor car. He has heard his friends—Cadillac owners themselves—heap praise upon the car. He has seen Cadillac advertisements and has been further convinced that a Cadillac would be his most distinguished possession.

Why then, you might say, don't I merely write his order and tell him when he may expect delivery? But, despite the prospect's desirable frame of mind . . . despite his lack of buyer resistance—there is still a tremendous job to be done by you. As long as Cadillacs remain in short supply (and there is no foreseeable let-up in demand), the task confronting you, as a salesman, is difficult and unique.

It is difficult because you must convince your prospect of the wisdom of waiting for delivery. It is unique because no salesman of competitive automobiles finds himself in this envious position.

In selling Cadillac automobiles, you must convince prospects point-by-point, feature-by-feature of Cadillac superiority. You must convince your prospect that by not waiting for delivery of a new Cadillac, he is compromising his driving comfort and safety. Greater still, he is giving up pride of Cadillac ownership—a feeling he will never have in any other automobile.

You will be helped in this job by your new Data Book. It will furnish you with the facts of Cadillac engineering advancements. It will put at your finger-tips the benefits and advantages of Cadillac quality features. By description and by demonstration, you will not only sell your prospect on Cadillac, but sell him on waiting for delivery as well.

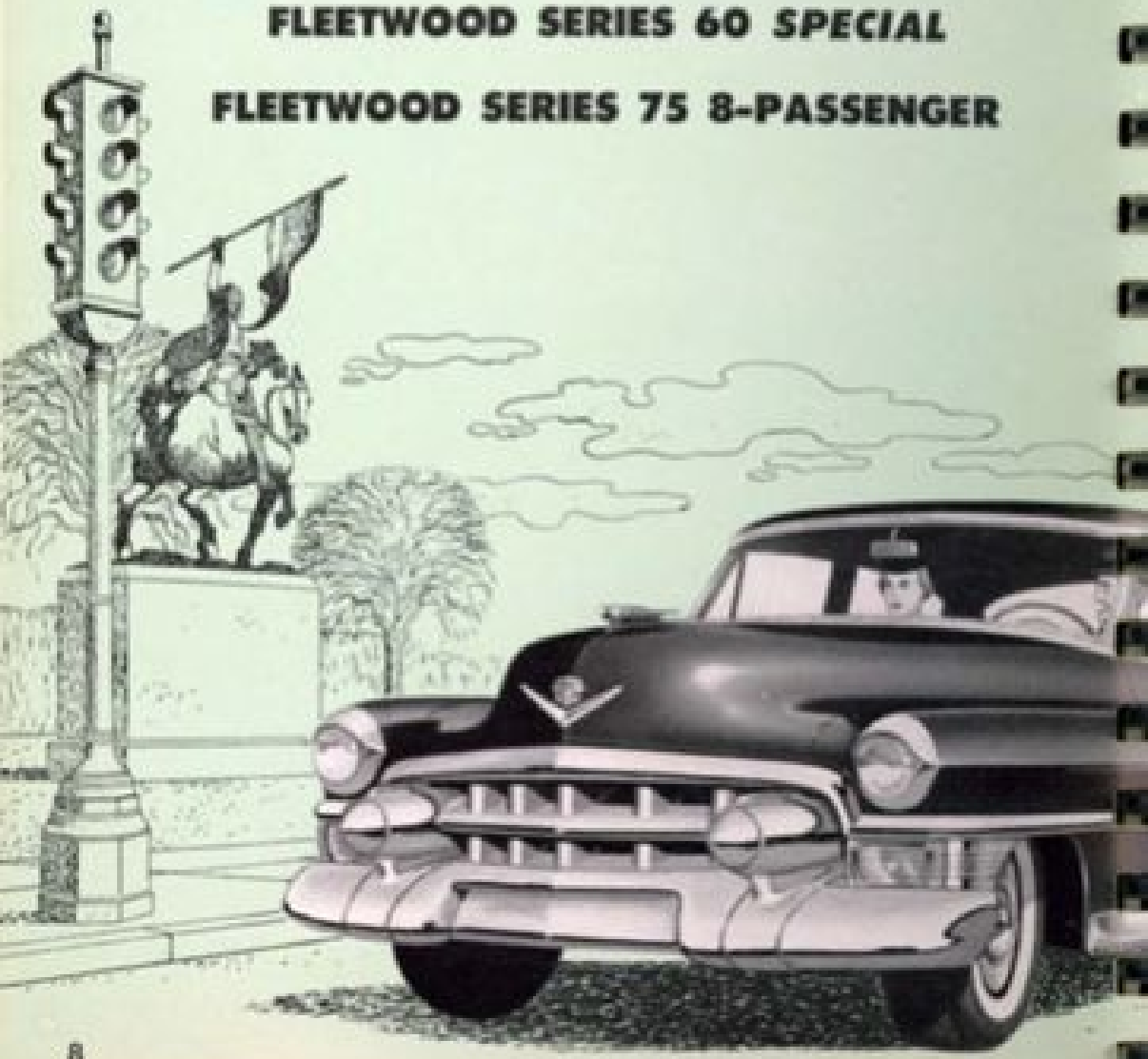
Again, we urge you to study the facts in this book. *Know your product*—and you will find your job to be easier, more enjoyable, and much more lucrative.

1953 EXTERIORS

CADILLAC SERIES 62

FLEETWOOD SERIES 60 *SPECIAL*

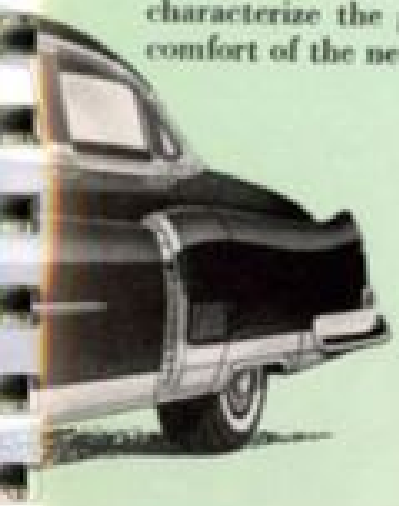
FLEETWOOD SERIES 75 8-PASSENGER



Cadillac

SERIES 62 CARS FOR 1953

The lavishly-endowed cars of the Cadillac Series 62 line for 1953 offer a choice of sedan and coupe models. This series for 1953 includes the *Convertible Coupe*, the *Coupe de Ville*, the *Coupe* and the *Sedan*. All of the cars are characterized by long, low and sweeping lines and exclusive styling features which will be *copied* for years to come. Interiors are the most exciting in many a year! The Sedan and Coupe of the Series are available in any one of *eight* gorgeous interior cloth combinations. Coupe de Ville interiors include choices of eight combinations of dark leather combined with light nylon cloth or Vee and Crest Pattern cloth. The Series 62 Convertible Coupe offers *three* interior two-tone combinations of light metallic and solid dark leathers, *two* combinations of white leather with light metallic bolsters, PLUS *two* choices of leather of solid hue. Convertible tops are available in any one of *four* colors—blue, tan, green and black. Exterior colors of 1953 Series 62 Cadillac cars are available in *twelve* beautiful new colors and *five* new two-tone color combinations. A special additional color is reserved for the Convertible and Coupe de Ville. Many other new and fashionable design features characterize the graceful flowing lines and wonderful riding comfort of the new 1953 Cadillac.



1953 CADILLAC SERIES 62 SEDAN

1953 CADILLAC SERIES 62 COUPE

1953 CADILLAC SERIES 62 COUPE DE VILLE

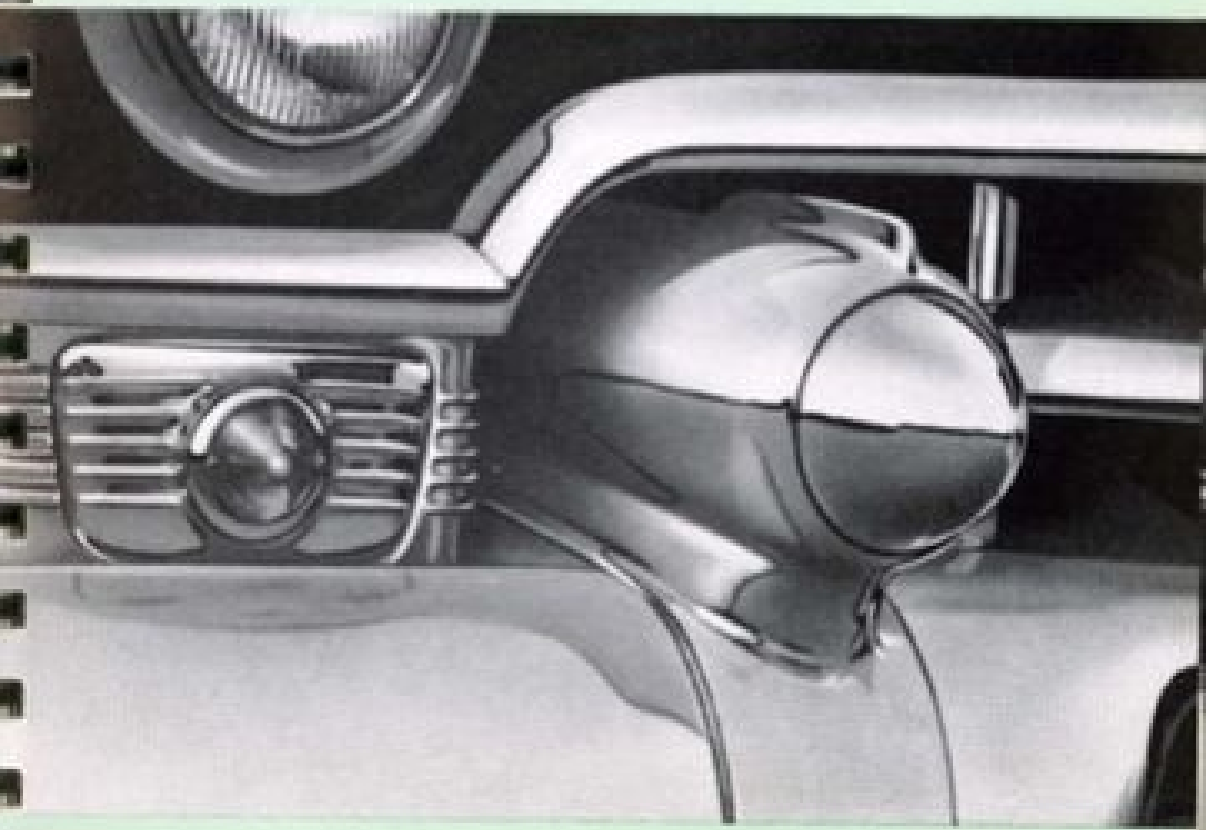
1953 CADILLAC SERIES 62 CONVERTIBLE COUPE

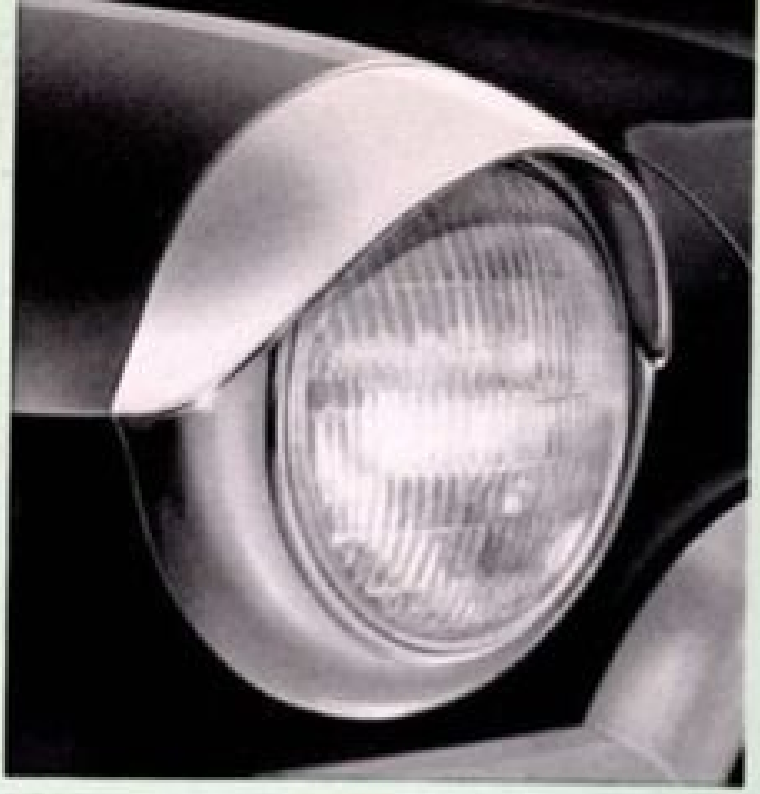
NEW 1953 FRONT-END ENSEMBLE

The magic of Cadillac styling transforms the 1953 front-end ensemble in all Cadillac cars into more massive and even more graceful lines. Cars were restyled *to retain* many of Cadillac's most popular and captivating appearance characteristics. The 1953 hood, topped by a chromed goddess of newly streamlined proportions, is wider and lower. This appearance feature for 1953 is accentuated by the addition of a *wider Cadillac V and crest* in familiar gold motif. Chromed *horizontal* grille bars are heavy. The center grille bar is built integral with new and larger bumper guards. This combination of features adds a solid, lower-and-wider appearance to the ensemble. Chrome-plated *vertical* grille bars retain the characteristic Cadillac appearance. The lower grille extensions have been redesigned for 1953. They are tailored to retain newly designed parking lights which have moved to the outside of the ensemble as shown in the photo on the right. Cadillac "Cadet Visor" headlamp bezels, in sparkling chrome, add to the flowing lines and blend pleasingly with the over-all design. Fog lights, optional at extra cost, are designed to nest into the lower grille extensions to replace the parking lights. The fog light installation is shown in the photo on page 18.

NEW PARKING LIGHTS . . .
AND NEW GRILLE GUARDS

Look closely at the refined and elegant styling of this sparkling new Cadillac grille. The style accent is on full-width horizontal lines to give a low, wide look. The parking lamps have been set in and integrated with the entire front-end design and they are protected by heavy, yet gleamingly attractive metal work. Too, there is an appearance of authority in the clean lines of the newly designed and more massive "bullet-like" front bumper guards . . . which provide rugged protection when it is needed. The blended effect of these two features is one of beauty and low road-hugging security.





NEW "CADET VISOR" BEZELS

Cadillac's beautiful new "Cadet Visor" headlamp bezels have been redesigned in sparkling chrome. This lovely design is distinctive and extremely practical . . . it directs the headlamp-beam downward to reduce glare and guards the lens against damage, dirt and bugs. While retaining the characteristics of Cadillac appearance, these newly designed bezels add greatly to the wonderfully symmetrical appearance of the 1953 front-end ensemble.

NEW, WIDER AND LOWER HOOD

Here is massiveness, strength and beauty all coordinated into a balanced and pleasing new hood design of streamlined proportions. Topped by a lovely redesigned chrome ornament, the hood tapers deeply downward and at a greater forward angle to dramatize the neatly paralleled grill members, and to emphasize the width of this new Cadillac.

This designer's magic has been made possible by an over-all, basic harmony of design . . . by discreet use of chromium trim . . . by keeping the center of eye interest low.

NEW, WIDER V AND CREST

On the 1953 Cadillacs, the horizontal grille bars focus attention on the beautiful, wider Cadillac V and crest. This distinguished Cadillac emblem is a heritage—a heritage that has left its imprint on every Cadillac product ever built. Topping the grille in the center of the newly designed hood . . . this Cadillac V and shield in gleaming gold and colorful plastic tells all the world that for 1953 there is no sacrifice in traditional Cadillac *quality*.

BEAUTIFUL NEW FOG LIGHTS

Look closely at the functional design of this sparkling new 1953 Cadillac Fog Light (optional at extra cost). It has been set in and integrated with the entire front-end ensemble. The gentle and graceful design of these new Fog Lights is destined to become one of the major recognition marks that people everywhere identify as belonging strictly to Cadillac.

NEW REAR-END APPEARANCE

This ensemble of massive rear bumper and new "bullet-like" rear bumper guards combines with the big, husky rear deck contour, decorative Cadillac V and crest, and giant chrome and red plastic twin tail lamps. The result is a new sleekness of line and long, low silhouette. Shown above is the rear deck contour of the Cadillac 62 Sedan.

This slipstream styling distinguishes the 62 Sedan in appearance of grace and makes available a roomy luggage compartment. Series 75 Cadillac cars for 1953 also use this impressive rear deck contour to provide a luggage compartment of "cross country" proportions. The smooth continuity of design shown in this "going away" view is typical of the entire car.

NEW REAR BUMPER GUARDS

Here is a close-up photograph of the two new massive and streamlined rear bumper guards. This rugged protective feature blends with the rear ensemble to give the 1953 car a trim appearance that is completely refreshing.

DUAL EXHAUST THROUGH BUMPER

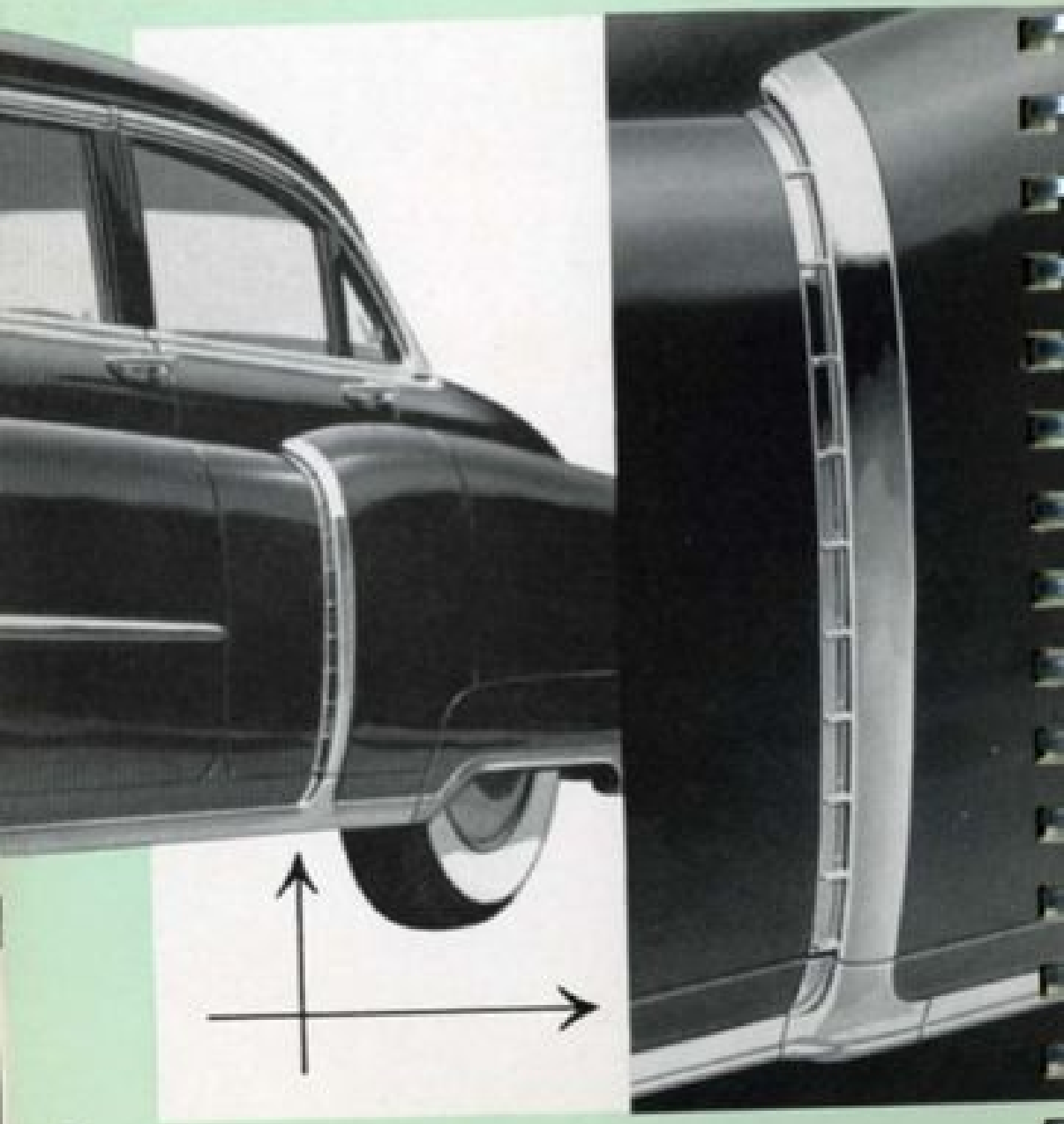
The wrap-around protection of the Cadillac rear bumper retains a glamorous continental custom styling where "split" exhaust systems terminate in beautifully designed dual exhaust ports through each end of the gleaming chrome bumper bars. This customized dual exhaust-through-bumper system is attractive in appearance and functional in design. The value of this feature has been proven in terms of better engine performance because it reduces engine back-pressure.

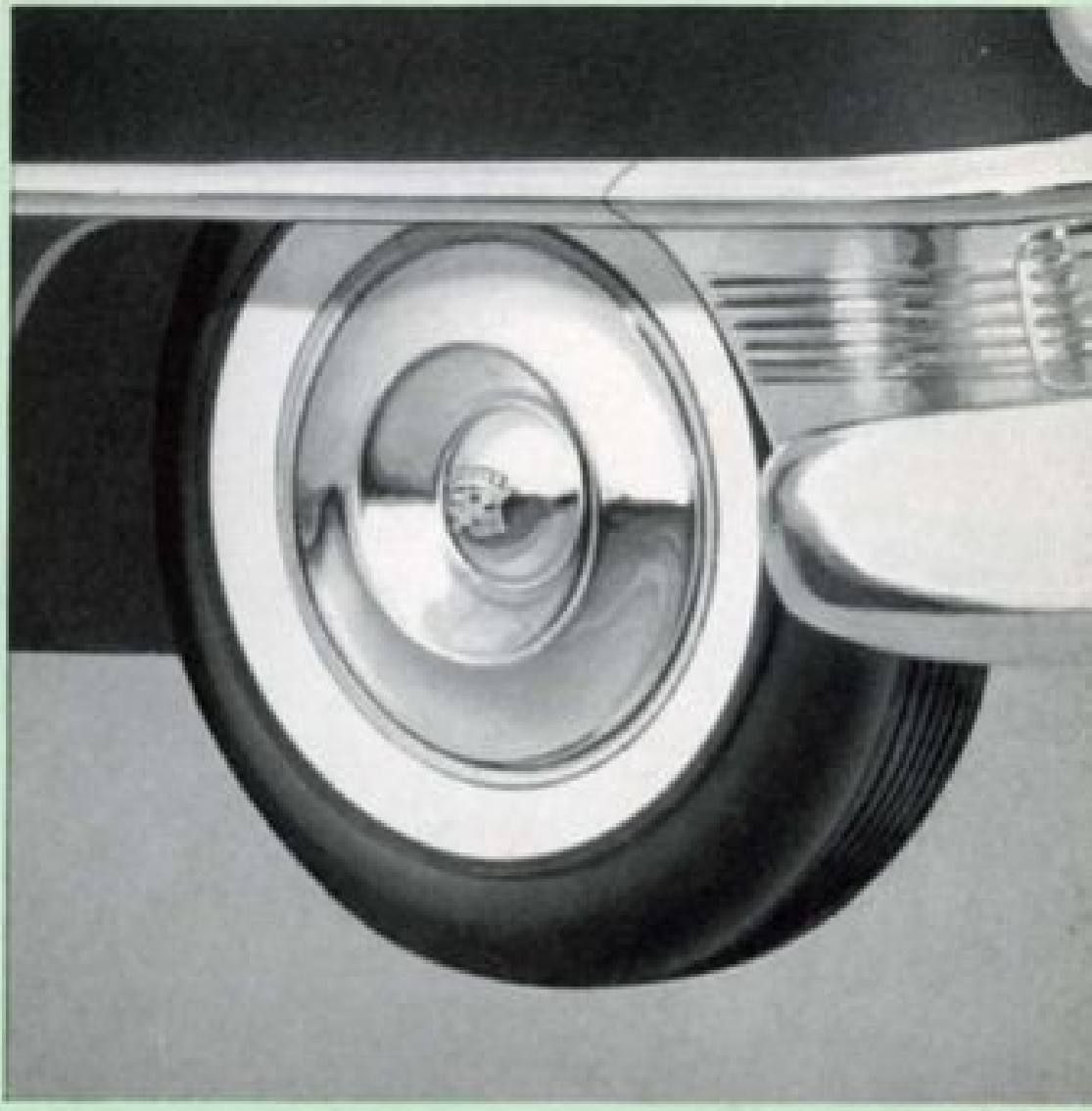
NEW STYLIZED CADILLAC SCRIPT

Beautiful, heavy chrome belt moldings beginning at the headlamps lead the eye the entire length of all 1953 Cadillac body styles. This puts still more emphasis on their low streamlined styling. Just above this molding, at the rear of the front-fender panel, 1953 Cadillac cars carry the word "Cadillac" in gleaming new chrome script. This new stylized Cadillac script adds beauty and prestige when viewed from any angle.

NEW AIRSCOOP STONE GUARD

Viewed from any angle, the 1953 Cadillac cars are beautiful to look at. The symmetrical front fenders flow gently into the body . . . to meet a *newly-designed* simulated airscoop stone guard. This new guard retains the familiar characteristics that have made it a sparkling hallmark of Cadillac recognition and appearance since 1949. And yet, it adds a new distinctive note to Cadillac styling for 1953 by giving the rear fender bulge the modern, tailored, trim look.





NEW WHEEL DISC

Shown above is the new Cadillac wheel disc. These newly-designed, concentric-ring wheel discs offer a large concave area in sparkling chrome within which the famous and colorful Cadillac crest is attractively mounted on a convex chrome-plated dome. In addition to style advantages, these new Cadillac wheel discs reduce wind noise and wind drag to a new low point in streamlined automotive design.

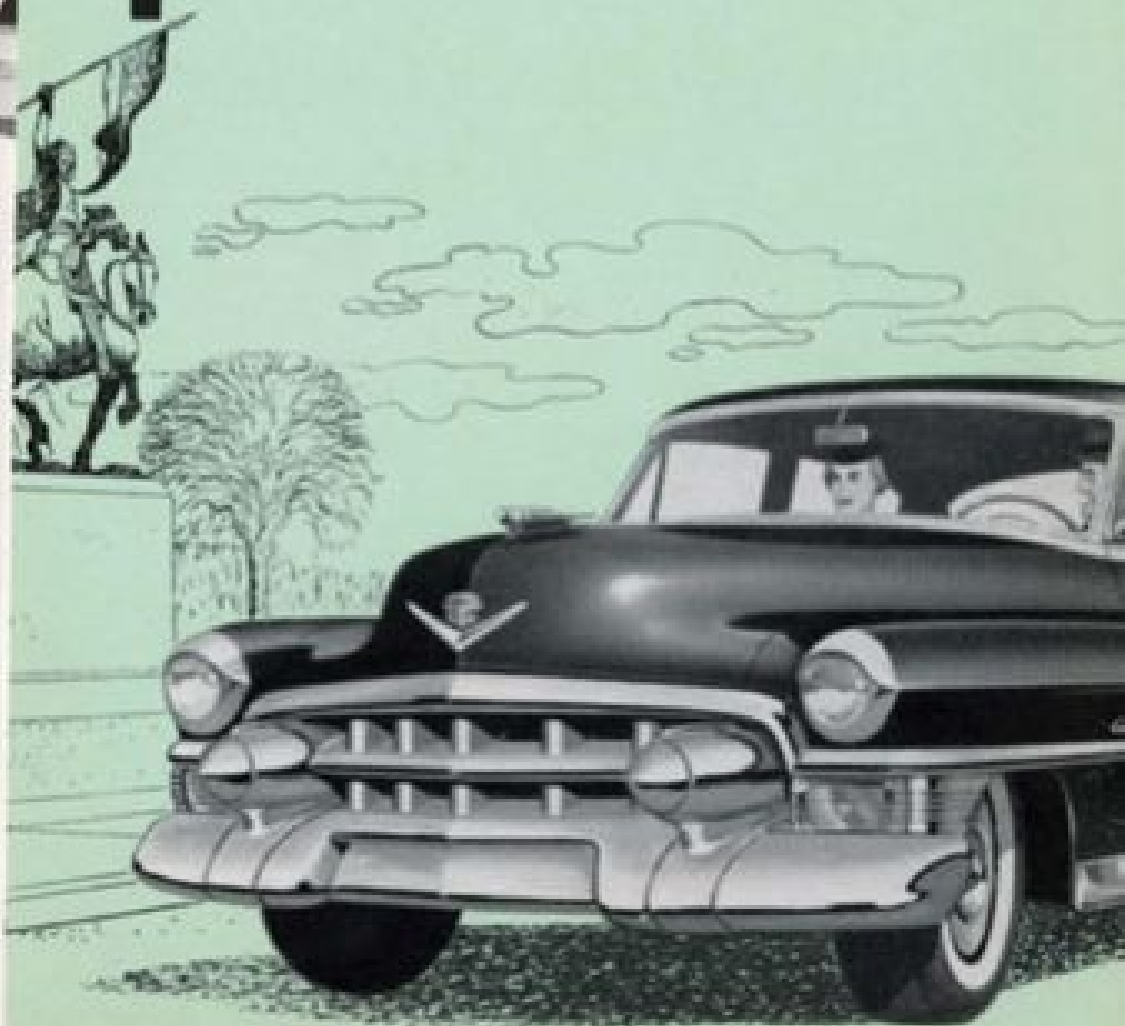
They are optional at extra cost. For detailed descriptions of wheel trim rings . . . wire wheels . . . and spoke wheel discs, also available for the 1953 Cadillac, see the Accessories Section of the Data Book.

1953 CADILLAC-FLEETWOOD SERIES 60 SPECIAL

The 1953 Cadillac-Fleetwood Series 60 Special is the most luxurious 5-passenger automobile on the highways—a long, low-silhouetted beauty. This lovely Cadillac 60 Special knows no rival for the affections of the motoring public. It offers many new, outstanding and exclusive features inside and out PLUS such brilliant style and dazzling new performance that it will play a major part in maintaining Cadillac's reputation as "Standard of the World." Every feature of 1953 design, construction and performance places the emphasis on luxury. The engine is more powerful than ever before and the appearance of the Series 60 has been streamlined in a refreshingly different manner. The interior of this wonderful car has been redesigned in a fashion as beautiful as it is convenient and comfortable. The accent for 1953 is also on color. This sedan is available in twelve lovely solid colors and five two-tone color combinations. The Cadillac 60 Special is also distinguished by its graceful flowing lines, its extra length and fleet appearance. Symbolic of the distinctive marking of the 60 Special is a broad decklid V and gleaming "Fleetwood" script of gold. Here, too, is value and quality beyond all other cars—so distinctively different, so refined and elegant—that it has won enthusiastic acclaim throughout the world.

Cadillac

FLEETWOOD SERIES 60 SPECIAL



CADILLAC-FLEETWOOD SERIES 60 SPECIAL

Cadillac is proud to present the magnificently luxurious Cadillac-Fleetwood Series 60 Special . . . *the* fine car designed and built for the discriminating buyer. Examined from any angle, this car gives a true impression of regal size. It is 224 inches in length—with a wheelbase of 130 inches. And yet, ladies among Cadillac drivers will discover that this magnificent possession is *so easy to maneuver* that they will thrill at the chance to command it. It is only 62 inches high and it is considerably wider than it is high—wider by more than 18 inches. And here in this car is new massiveness, new strength and new beauty for 1953 . . . all coordinated into a new balanced and pleasing design. For descriptions of upholstery color choices see the Interior Section.

1953 CADILLAC-FLEETWOOD

SERIES 75

The Cadillac-Fleetwood Series 75 is the plus-ultimate in the automotive fashion world. It is the outstanding car in the Cadillac line whether owner- or chauffeur-driven. For 1953, the appearance of this car becomes even more distinctive and its comfort even more luxurious. It is long, low and extravagant in its new exterior appearance for 1953—a picture of perfection and flawless beauty of line. And never before in the automotive fashion world have luxurious interior appointments and lovely new hardware presented such "high fashion" enchantment and sophistication—every tailoring detail of the luxurious fabric inside this car harmonizes with the colorful elegance of exterior design. Never before has such smooth performance, quiet comfort and wonderful convenience been available in cars of this *exclusive* type and character. For 1953, there are many new engineering achievements built into the Series 75 Cadillac to make it more wonderful to ride in and more wonderful *to drive* than ever before. *With its great new 210-horsepower engine, this car is unbelievably nimble, quick and powerful.* Cadillac's marvelous Hydra-Matic Drive, improved for 1953 and featuring a special "performance" range for city driving . . . IS AVAILABLE AT EXTRA COST IN THIS CAR FOR 1953. Proven Cadillac Power Steering, an option available at extra cost, eliminates as much as 75% of normal steering effort, and is the answer to complete perfection in automotive driving and riding luxury. The Series 75 8-Passenger Sedan is available in twelve lovely solid colors and five two-tone color combinations.

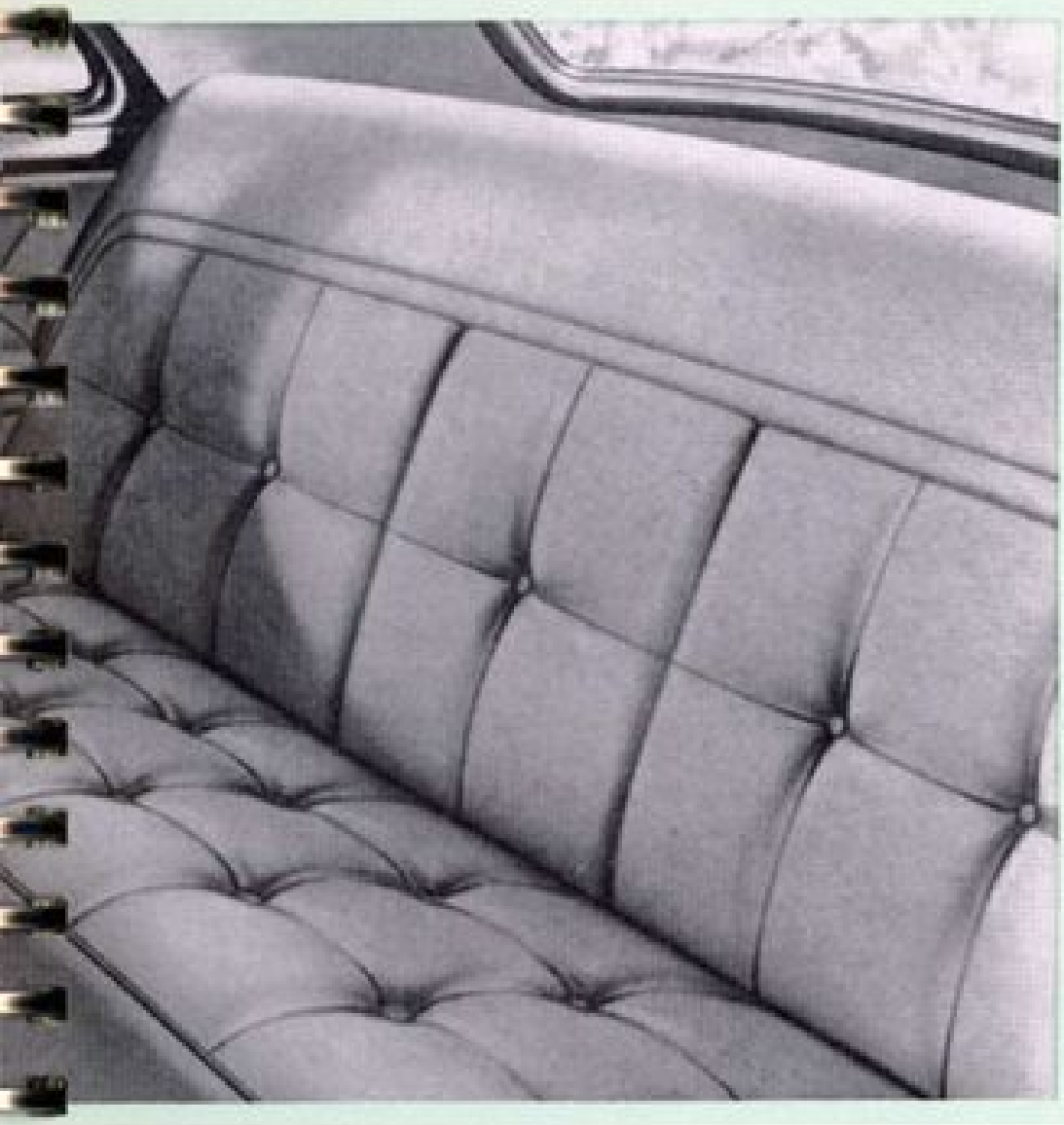
Cadillac

FLEETWOOD SERIES 75

1953 CADILLAC-FLEETWOOD SERIES 75

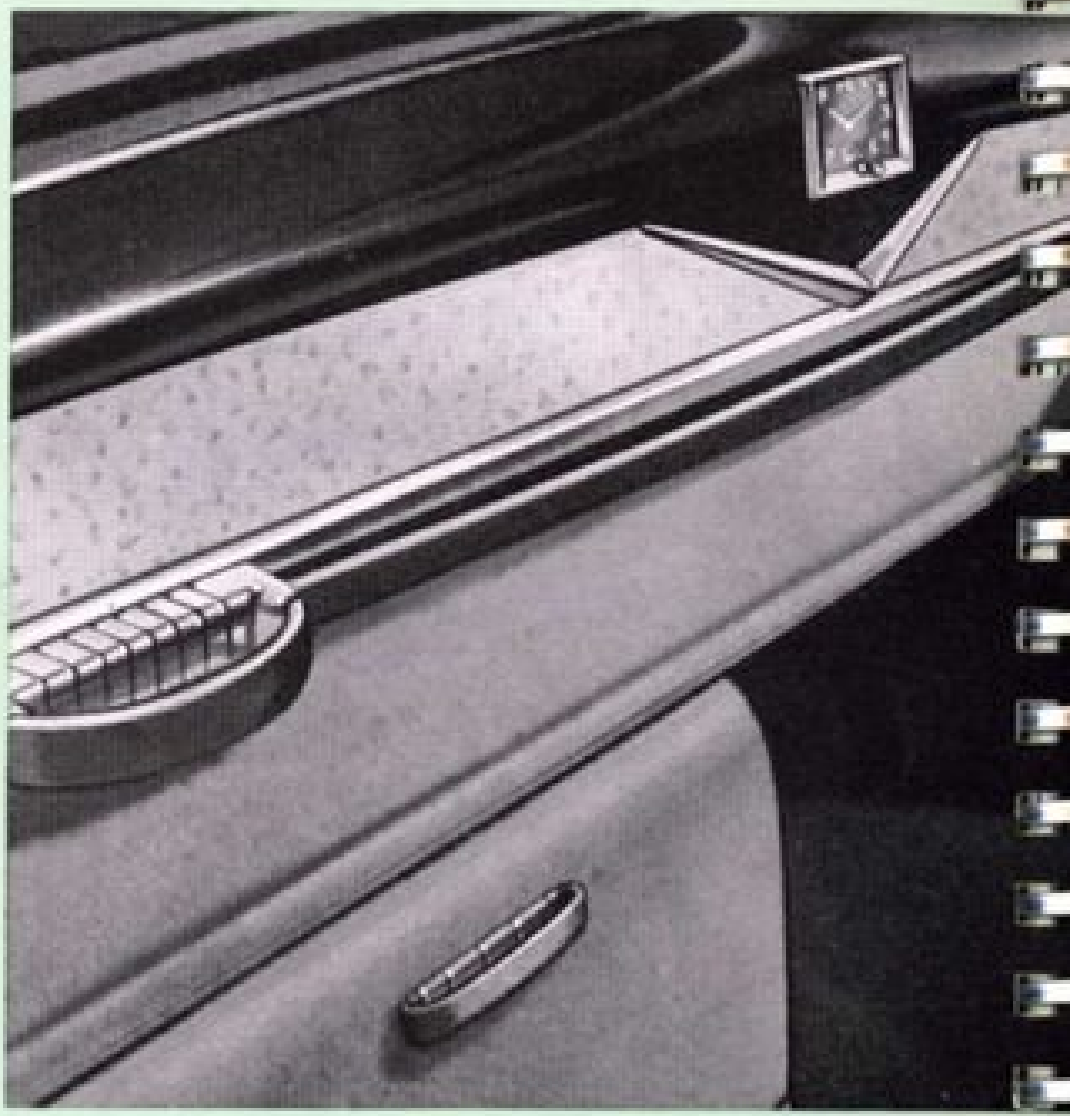
Here is the 1953 Cadillac-Fleetwood Series 75—*a car that is proudly built to be proudly owned!* For 1953, it is powered by the newest and mightiest Cadillac engine of all time—a great, new 210-horsepower power plant. There is no single attribute of a motor car in which this new Series 75 does not brilliantly excel. This luxurious car is 236 inches in length—with a wheelbase of 146¾ inches. The Series 75 Cadillac is a *big* car with interior room to spare, yet it is unbelievably quick and nimble. Although similar in basic design to all other Cadillac models, long, low lines emphasize it's sleek appearance. Also for 1953, Cadillac makes available to Series 75 owners the proven Hydra-Matic transmission and Cadillac Power Steering. Both are optional at extra cost.

1953 CADILLAC-FLEETWOOD SERIES 75
REAR COMPARTMENT



The handsome Fleetwood customized body for the 1953 Cadillac Series 75 is built for the Series 75 only. It is *not* available on any lesser model. Inside the beautiful 1953 rear compartment, there is luxurious "living room space." In fact, the rear seat affords almost 57 inches of hip room. The entire interior motif is accentuated by luxurious upholstery fabrics, decorative trim, and chrome hardware.

For more complete details on the interiors of these luxurious cars, please see the "Interiors" section of this Data Book.



1953 CADILLAC-FLEETWOOD
SERIES 75 IMPERIAL LIMOUSINE

Shown here are a few of the custom details of the Limousine division which reflect the time-honored Cadillac craftsmanship. Exceptionally broad floors, front and rear seats of davenport dimensions, and center-joined seats of armchair size allow eight people to ride for miles and hours in uncramped ease and comfort.

For further details concerning the luxurious interiors, upholstery and color choices available in these cars, please see the "Interiors" section of this book.

1953 INTERIORS

CADILLAC SERIES 62

CADILLAC-FLEETWOOD SERIES 60 SPECIAL

CADILLAC-FLEETWOOD SERIES 75

TRADITIONAL CADILLAC LUXURY

For 1953, the interiors of all Cadillac cars offer traditional luxury—combined with a new lavish look that's made to give lasting pride of possession. At every hand . . . on every side . . . are features that add a sparkling difference in beauty and convenience. Rich colors and fabrics of superb textures and jewel-like appointments are blended to create settings of unusual charm. Here in the 1953 Cadillac cars is offered a new "Standard of the World" in automotive fashions—presented to perfection in flawless workmanship. Extreme care has been paid to even the minutest details. The result is an extravagance unequalled in any production automobile the world over.

Pageant of Interior Fashions

Pageant of Interior Fashions

SERIES 62 SEDAN

The fashion future interiors of the Series 62 Sedan are magnificent in their superb styling and two-tone combinations. Luxurious fabrics and deep cushioning are sumptuously combined for armchair comfort. Appointments feature wide arm rests, new door hardware, ash receivers, deep pile rugs and new accents of scintillating chrome throughout. Upholstery material for seat and seat backs is available in *EIGHT* choices of pattern BROADCLOTH or durable CORD fabrics of light color. Following are the available color choices.

EIGHT BEAUTIFUL INTERIORS TO CHOOSE FROM

1. *Light blue* NYLON CORD fabric upholstery . . . with rich *dark blue* BROADCLOTH on seat bolsters and trim.
2. *Deep gray color* BROADCLOTH combined with *mist gray* PATTERN BROADCLOTH.
3. *Light blue* PATTERN BROADCLOTH material coupled with *dark blue* BROADCLOTH.
4. *Gray* NYLON CORD fabric matched with *dark gray* BROADCLOTH.
5. *Light tan* NYLON CORD upholstery on seats and seat-back inserts, with a darker *brown* BROADCLOTH for bolsters and trim.
6. *Dark brown* BROADCLOTH combined with *light tan* PATTERN BROADCLOTH on seats, seat-back inserts and trim.
7. *Light green* woven NYLON CORD cloth for seats, seat backs and trim, with *dark green* BROADCLOTH for seat bolsters and trim.
8. *Dark green* BROADCLOTH combined with PATTERN BROADCLOTH in *light green* for seats, seat backs and inserts.

The front compartment permits the driver and front seat passengers to ride relaxed with space to spare, and everything is within easy reach. Generous size doors are outstanding examples of Cadillac engineering genius . . . and new door details for 1953 are distinctively styled to good taste and accent the soft manners and deft tailoring in this gorgeous car.

Once inside, the driver and front seat passengers enjoy leg room galore . . . picture-window visibility . . . overhead room even for milady's hat . . . plenty of hip room and shoulder room.

Door panels in the Series 62 Sedan are trimmed with side wall cloth of light color. A new dark-toned metal finish upper door panel with light tone metallic insert is mounted with new bright and satin-finish door hardware. Hydro-electric controls for windows and the front seat are available as optional equipment at extra cost. Wide built-in door arm rests are "topped" with simulated leather of light tone and contain a new cup grip of matching color. Chrome finish moldings, appointments and door kick-pad of polished tinted stainless steel add to the appearance. Simulated leather hand grips on the steering wheel add that extra luxury touch for which Cadillac is famous, as the Standard of the World.

Pageant of Interior Fashions

The Series 62 Sedan rear compartment, with its rich upholstery over supple foam rubber padding and individually covered and tied coil springs, offers the utmost in comfort and "room to spare." This car offers all the comfort of an overstuffed easy chair. The luxurious "two person" arm rest is 12 inches across. Heavy vinyl welts accent dark and light colored upholstery.

For ease and comfort, the rear compartment is equipped with built-in arm rests, with inset hand grips on doors. The convenient parcel shelf behind the seat is attractively finished in simulated grained leather.

SERIES 62 COUPE

The interior of the 1953 Cadillac Series 62 Coupe is both functional and lovely to the eye. It is softly and deftly tailored. Every item of the Coupe interiors is harmoniously related to the appearance as a whole—to create an atmosphere of luxury. There is "living room" space in both the front and rear compartments of this car. The rear seat features a center arm rest a full foot wide, for complete arm chair relaxation.

Upholstery material for seats and seat backs is available in eight choices of patterned body cloth or durable cords of light

color. Seat back inserts are styled in lovely biscuits with buttons. Seat cushions are given the Cadillac mark of distinction, with a styling of biscuits gathered with buttons.

EIGHT COLOR FASHIONS TO CHOOSE FROM

1. *Mist gray* woven NYLON CORD for seats and seat-back inserts . . . combined with *rich deep gray* plain BROADCLOTH on seat bolsters and trim.
2. Plain BROADCLOTH of *deep gray color,* combined with *mist gray* PATTERN CLOTH for seats, seat-back inserts and trim.
3. *Sky-blue* NYLON CORD material for seats and seat-back inserts, coupled with a *dark blue* plain BROADCLOTH for bolsters and trim.
4. *Light blue* BROADCLOTH combined with a *dark blue* PLAIN cloth upholstering for seats, seat-back inserts and trim.
5. *Light tan* woven NYLON CORD upholstery on seats and seat-back inserts, with a *darker brown* BODY CLOTH for bolsters and trim.
6. *Dark brown* BODY CLOTH combined with *light tan* PATTERN CLOTH on seats, seat-back inserts and trim.
7. *Light green* woven NYLON CORD cloth for seats, seat-backs and trim, combined with a *dark green* plain BROADCLOTH.
8. *Dark green* BROADCLOTH combined with PATTERN BROADCLOTH in *light green.*

Doors in the Series 62 Coupe are trimmed in a light colored cloth. A continuous round-the-car valance of metal, attractively lacquered in light metallic colors, sets off the beautiful new satin finish which is contrasted with bright, jewelry-like chrome metal door hardware.

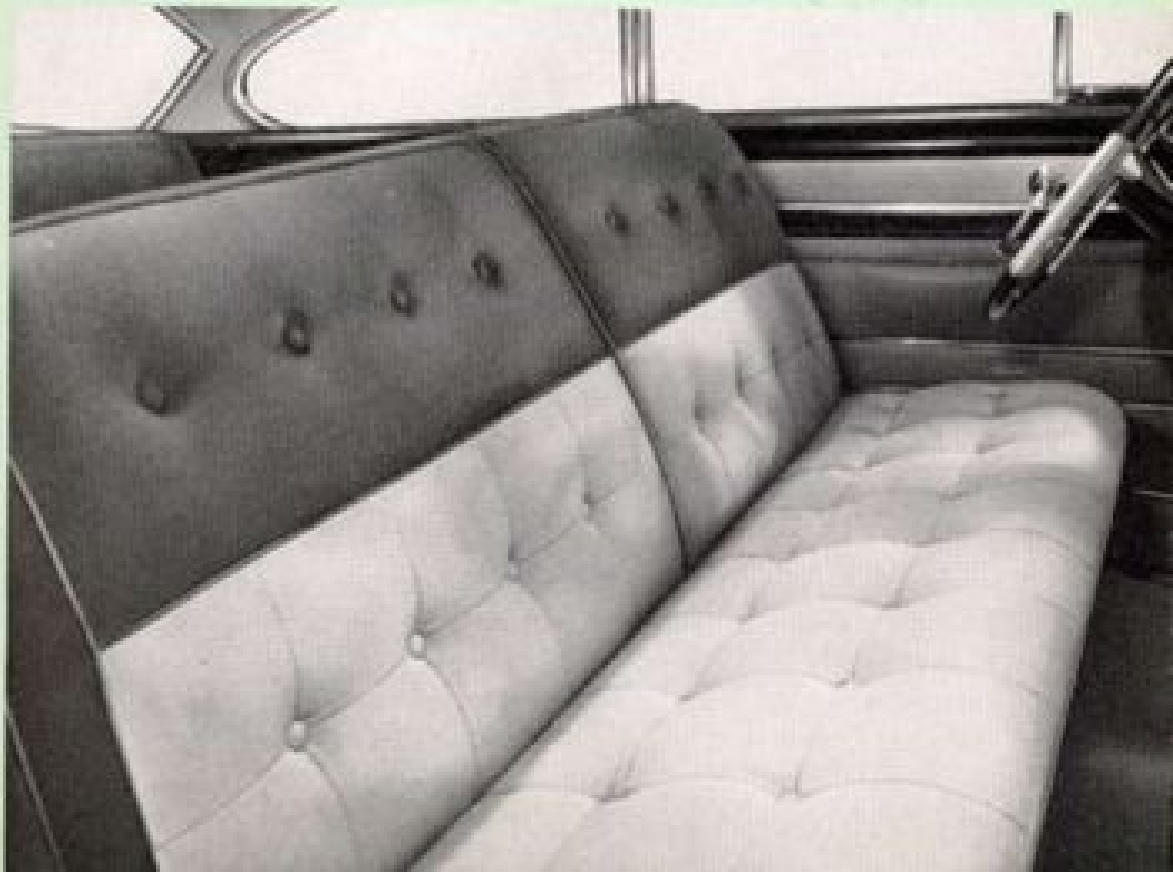
Hydro-electric controls for windows and the front seat are available in the Coupe as optional equipment at extra cost. Ample door arm rests are "topped" with simulated leather of light tone and feature new finishing cups of matching color. Chrome finish moldings, appointments, and a wide door kick-pad in tinted, polished, stainless steel prove that nothing has been left out of this car.

Pageant of Interior Fashions

SERIES 62 COUPE

The front seat in the Cadillac Series 62 Coupe is 62⅜ inches wide. There is head room and leg room to spare in this beautiful automobile. The seat-back bolster is tailored with tufted buttons. Heavy vinyl welts accent dark and light colored upholstery. Lower side panels of the front seat are of scuff-resistant simulated leather. Floors are covered with luxurious wool pile carpets which harmonize with the interior trim. The steering wheel column and instrument panel are painted to match the interior motif chosen from any one of *eight* selections.

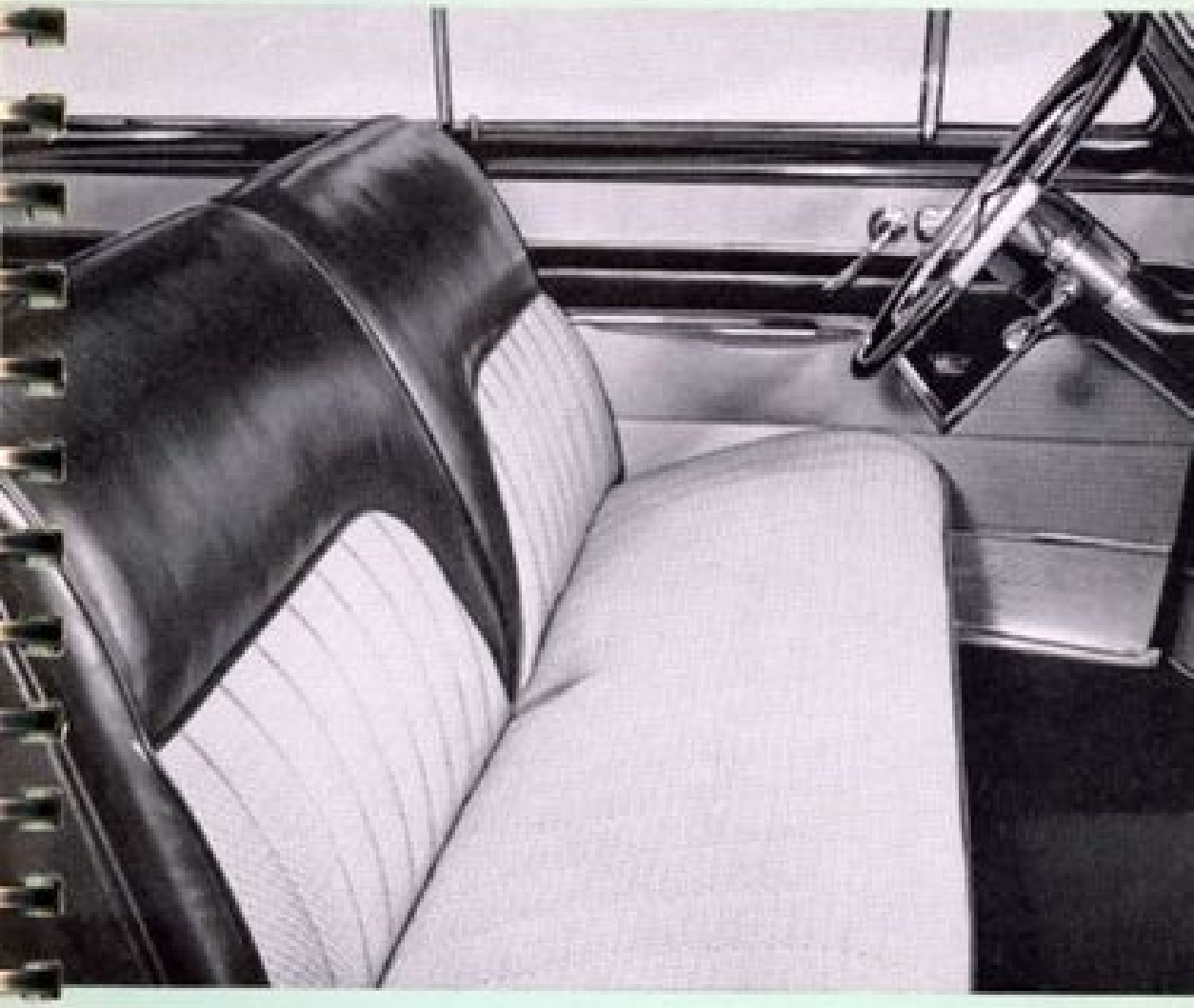
The same striking motif is carried into the rear compartment. The rear seat has wide side arm rests and a lounge-type center arm rest. The back of the front seat bolster is upholstered in dark toned cloth to contrast with the light toned seat back.



Pageant of Interior Fashions

SERIES 62 COUPE DE VILLE

Here is the 1953 Cadillac Series 62 Coupe de Ville with interiors that are vibrant, airy, gay—and as enchanting as a breath of spring! And here, too, are *hardy* interiors, fashioned in rugged leathers and long-wearing Nylon fabrics that defy travel and wear. For 1953, Cadillac presents a choice of EIGHT interior combinations and color styles in the Coupe de Ville. *Four* of these interior combinations include *leather* trim, featuring classic dark leathers matched with Tapestry Pattern Nylon of lighter tone. Optional *four* interior selections in this car offer Vee and Crest patterned Nylon fabrics for seats and seat-back inserts, coupled with dark leathers.



EIGHT COLOR FASHIONS TO CHOOSE FROM

1. *Gray* Tapestry Nylon on lower door panels, seats, seat-back inserts, the back of the front seats and other trim. *Dark gray* leather bolsters, seat fronts, panels and headlining.
2. The same combinations using *light toned blue* Tapestry Nylon, with *Royal blue* leather for matching ensembles.
3. *Light tan* Tapestry Nylon, coupled with the darker beauty of genuine leathers in *saddle tan* color.
4. *Light green* Tapestry Nylon with a *darker green* genuine leather.
5. Seats, seat backs and trim in Nylon Vee and Crest cloth of *light mist gray*, with the bolsters and matching trim styled in genuine leathers of *dark gray*.
6. Nylon Vee and Crest fabric in *light blue* color, with bolsters and trim in *dark blue* genuine leathers.
7. *Dark brown* leathers with pattern Vee and Crest Nylon fabrics of *light tan*.
8. *Dark green* leathers with matching trim tailored in *light green* Vee and Crest patterned Nylon.

The rear compartment of the Cadillac Series 62 Coupe de Ville is trimmed in smooth and exotic harmony with the rest of the car. A new 12" wide center arm rest and side arm rests add to beauty, comfort and convenience. There's ample leg room—and foot room, too. Proper seat height gives adequate support for leg comfort. Chrome finish moldings and roof bows add a note of luxury to the interior of the De Ville.

In the front, there is 62½ inches of seat space. The seat is generously padded with soft, resilient foam rubber that outwears ordinary cushions. The *custom-tailored* look of the front compartment is enhanced by a steering wheel of new design, new bright and satin-finish hardware.

Pageant of Interior Fashions

SERIES 62 COUPE DE VILLE

There is exceptional room for leg movement in the rear compartment of the Coupe de Ville. Proper seat height assures adequate support for leg comfort. Generous sized recesses in the front seat backs add to the roominess by permitting extra leg and foot room. Front seat backs tip forward and inward and the entire seat pivots toward the car center to provide extra entrance room to the back seat.

Deep wool pile carpeting of fashionable hue, combined with new sound-deadening material, minimizes road noise in the rear compartment. Chrome finish moldings and roof bows add a note of luxury . . . robe cords increase convenience . . . side and center arm rests provide complete comfort.

Pageant of Interior Fashions

SERIES 62 CONVERTIBLE COUPE

The eye is quick to appreciate the radiantly tailored interiors offered in the 1953 Cadillac Series 62 Convertible Coupe. Beautiful, wide and handsome seats and panels are fashioned in genuine leathers to protect this car against harsh winds and sun! This newest and most exciting Cadillac Convertible Coupe offers interior styling in *SEVEN* beautiful choices of two-tone or solid colors. *Three* of the choices include two-tone combinations of light metallic and dark leathers of the same color: *two* choices include white leather with light metallic bolsters, *two* are tailored in genuine leather of solid hue.

SEVEN COLOR FASHIONS TO CHOOSE FROM

1. A combination of genuine leather of *light blue* shade of metallic finish, combined with the *dark blue* leathers of solid hue.
2. *Light tan* genuine leathers of metallic finish with genuine leathers of *dark brown* hue.
3. *Pastel green* leathers of metallic finish, coupled with genuine *dark green* leathers.
4. Genuine *solid red* leathers throughout.
5. Fine leathers of *solid black*.
6. White leather with light blue metallic bolsters.
7. White leather with light green metallic bolsters.

In two-tone trim selections, the seat backs and cushion inserts are tastefully upholstered in pipes . . . in genuine leathers of fine *light* metallic tones. Tailored leather welts of contrasting color finish the ensemble. Wide back bolsters are smoothly sculptured in rich dark leathers enhanced by Cadillac's new "flowing-vee" Convertible seat styling. Bright chrome hardware highlights the over-all styling scheme. Convertible windows, top, and front seat adjustment are hydraulically operated, for greater driver convenience and comfort.

FOUR "TOP" COLORS TO CHOOSE FROM

Cadillac Convertible tops for 1953 are carefully tailored in durable, high-count rayon dragnol cotton fabric. They are cushioned with an inner layer of rubber for waterproofing. When the top has been folded down, Cadillac top material will not crease. It stays fresh and clean much longer, and is shrinkage controlled. Top material is available in four matching colors—black, tan, blue and green.

Cadillac's new Convertible interior door design features finish moldings of sparkling chrome. Bright new door hardware blends into the white and silver-stripe pattern on which these controls are mounted. Convertible doors are panelled in fine leathers of two shades, contrasted by a wide stainless steel door kick-molding.

SERIES 62 CONVERTIBLE COUPE

The two-tone luxury and convenience features of the 1953 Cadillac Convertible Coupe extend into the ample rear compartment. Rear compartment sides are equipped with arm rests positioned for ease and comfort. Cadillac's window controls are self-contained hydro-electric units in the Convertible. A control button is conveniently located for each rear window on each side of the rear compartment. A master control for all windows is located on the driver's door.

The two-tone or solid leather tailoring in the Convertible Coupe is carried to the front seat back. The robe cord is covered in dark leather. Thick, dark tone wool pile carpets are color matched to the interior trim and upholsteries.

Pageant of Interior Fashions

CADILLAC-FLEETWOOD SERIES 60 SPECIAL

There is *only* ONE Cadillac-Fleetwood Special. Distinguished appearance and the elusive magic of Cadillac interior styling combine in a finished masterpiece for discriminating clientele. Seats and seat-back inserts are tastefully trimmed in light-tone BEDFORD CORD fabrics or alternate choices of plain BROADCLOTH or Vee and Crest Pattern cloth. All are fashioned in 1" pipes, with tailored welts of harmonizing and contrasting colors. Richly padded and cushioned bolsters are styled in luxurious dark-tone BROADCLOTH of long-wearing quality.

TWELVE BEAUTIFUL TRIM STYLES

1. *Light green* BEDFORD CORD combined with *dark green* BROADCLOTH.
2. *Light green* BROADCLOTH combined with *dark green* BROADCLOTH.
3. *Light green* VEE and CREST PATTERN CLOTH with *dark green* BROADCLOTH.
4. *Light tan* BROADCLOTH combined with *brown* BROADCLOTH.
5. *Light tan* BEDFORD CORD combined with *brown* BROADCLOTH.
6. *Light tan* VEE and CREST PATTERN CLOTH with *brown* BROADCLOTH.
7. *Light gray* BEDFORD CORD combined with *dark gray* BROADCLOTH.
8. *Light gray* BROADCLOTH combined with *dark gray* BROADCLOTH.
9. *Light gray* VEE and CREST PATTERN CLOTH with *dark gray* BROADCLOTH.
10. *Light blue* BEDFORD CORD combined with *dark blue* BROADCLOTH.
11. *Light blue* BROADCLOTH combined with *dark blue* BROADCLOTH.
12. *Light blue* VEE and CREST PATTERN CLOTH with *dark blue* BROADCLOTH.

Here is Cadillac's new Series 60 Special interior-door design for 1953. From top to bottom . . . here again are some of the most brilliantly wonderful automotive styling features of all time. Finish moldings are of bright chrome. A simulated "ostrich-skin" insert between darker metal-finish panels mount the latest in "rear pull" door handles elaborately styled in bright chrome. Arm rests are integral. Genuine leather welts lend accents to this setting of beauty.

Entering these extra-wide doors is an effortless movement. Once inside, deep, wide seats invite passengers to stretch out and relax. There are wide, luxury arm rests to provide comfort . . . sponge-backed frieze pile carpets . . . bright chrome ash trays with snap covers in each rear door arm rest . . . in every contour and appointment the emphasis is on luxury.

CADILLAC-FLEETWOOD SERIES 60 SPECIAL

Lasting echoes of magnificent Cadillac styling are also reflected by the tailored appearance of the front seat back. A flat, richly-dark leather robe cord, Cadillac V and coronet . . . all help accent the careful detail inherent in Cadillac cars. Examples of the light-tone and darkly brilliant motif are the 1" light-tone pipes styled in BROADCLOTH. Padded seat top is tailored in gleaming leather. Lower seat fronts and seat sides are faced in dark leather for lasting beauty.

All trim combinations in the Cadillac-Fleetwood 60 Special are wonderful in conception and exquisitely executed. All door hardware is new for 1953 . . . the jewel-like front door appointments are grouped in a new deep finish panel insert.

Pageant of Interior Fashions

CADILLAC-FLEETWOOD SERIES 75

Unmistakably Cadillac, the interior styling of the Cadillac-Fleetwood Series 75 lends a warm vibrant accent interpreted by master-tailors for an exacting clientele whose requirements can be satisfied by no other motor car. This car has become inevitably the choice of those who want only the finest. And because more and more Cadillac connoisseurs are ordering the exteriors of these Series 75 cars painted in vibrant, airy and gay pastel colors . . . Cadillac has styled the interiors of these wonderful cars in light custom colors for 1953! Highly appropriate for the most formal function, the interior of this great car provides unusual comfort for "cross continent" travel.

SIX TWO-TONE INTERIORS FOR 1953

1. A two-tone combination of *light gray* BROADCLOTH tailored with seat bolsters and trim in shadowy *dark gray* BROADCLOTH.
2. *Light gray* BEDFORD CORD to be combined with *dark gray* BROADCLOTH.
3. *Light blue* BEDFORD CORD for seats and seat backs and other trim, coupled with *dark blue* BROADCLOTH for seat bolsters and trim.
4. *Light blue* BROADCLOTH in combination with *dark blue* BROADCLOTH.
5. Seat backs tufted in *tan* BROADCLOTH matched with seat bolsters, door trim panels and other trim in *brown* BROADCLOTH.
6. *Brown* BROADCLOTH combined with BEDFORD CORD of a *tan* color and matching ensemble.

Above colors are in limited production.

SIX SOLID COLOR INTERIORS FOR 1953

1. *Tan* BEDFORD CORD.
2. *Tan* BROADCLOTH.
3. *Mist-gray* BROADCLOTH.
4. *Mist-gray* BEDFORD CORD.
5. *Pale-blue* BROADCLOTH.
6. *Pale-blue* BEDFORD CORD.

NOTE: These interiors' upholstery choices apply to both front and rear compartments of the 75 Series Sedan but only to the rear compartment of the 75 Series Limousine. The front compartment is available in a choice of dark leathers. *Black* leather is supplied with *gray* and *tan* trims. *Dark blue* leather is available for the front compartment when rear compartments are trimmed in *blue* fabrics.

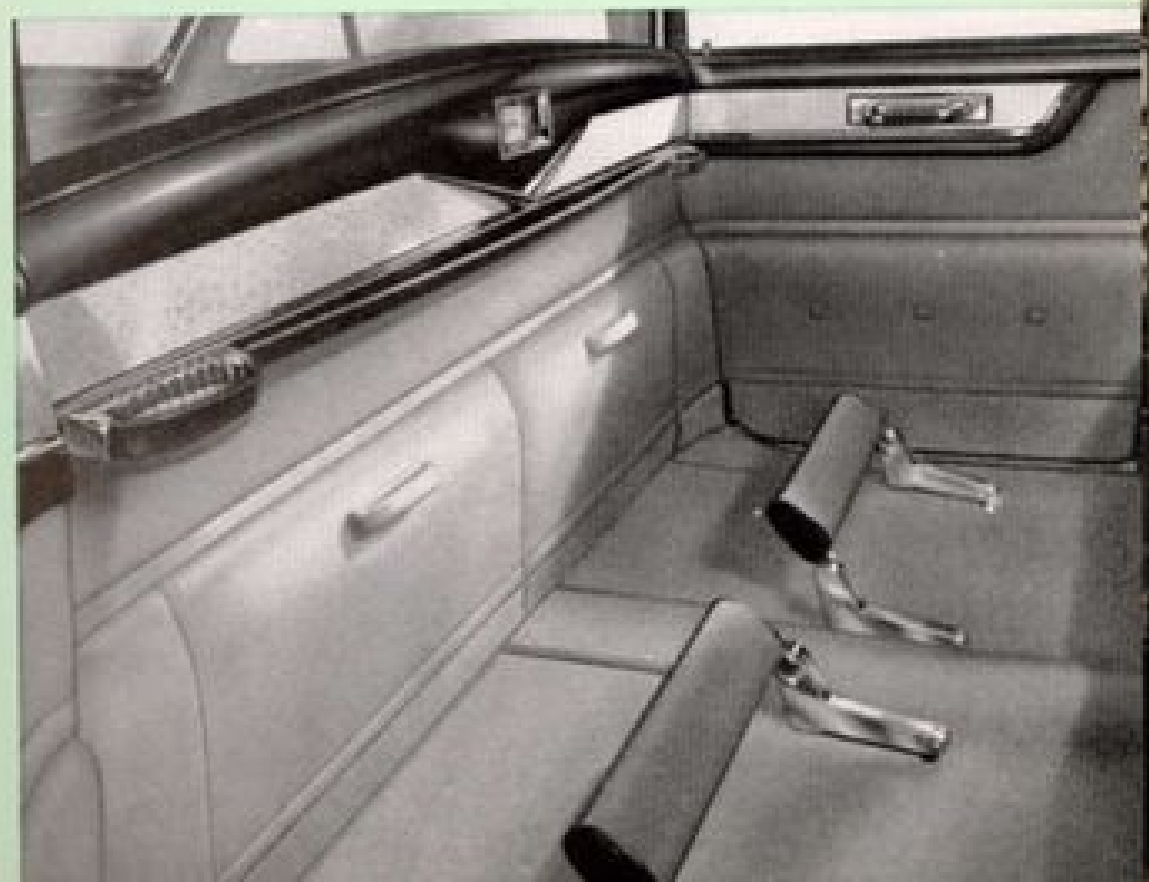
The auxiliary seat shown above not only looks comfortable—it is! It is one of the two auxiliary seats in the rear compartment of the Series 75 . . . when not in use, it fits flush with the seat-back panel and pulls are covered with cloth to match the trim. The new, wide, rear-seat arm rest, shown in the "down" position in the photograph above, offers unusual passenger comfort. Door panels and heavy wool carpets are in harmony with this gracious interior. Two under-rear-seat heaters PLUS the Cadillac Air Conditioner, which is available as an option at extra cost, assure comfortable traveling "weather" within the car in any climate . . . at any time of the year!

Note, too, the wide, plain seat-back bolsters and harmonizing leather welts . . . new "pull-to" door hardware . . . brushed chrome ash trays, cigarette lighters. Courtesy lights and side arm rests with package compartments add to this brilliant ensemble.

Other appointments include an electric clock in back of the front seat and hydro-electric operated windows.

Pageant of Interior Fashions

Custom details of the rear compartment view shown below reflect Cadillac craftsmanship. Note how neatly the two auxiliary seats fit into the front seat back when not in use. Footrests provide additional passenger comfort. The rear compartment is upholstered in BROADCLOTH or BEDFORD CORD of either *two-tone* or *single-tone* color interior styling. The seat-back finish molding, with inserted electric clock, is painted in dark tones. A simulated "ostrich-skin" insert panel is decorated with a characteristic Cadillac V in chrome finish. A dark-toned robe cord fits into the assist grip handles. On the limousine, the lower portion of the division glass may be raised and lowered hydraulically from the rear seat.



Here is the spacious Cadillac Series 75 Sedan front seat where in every contour and appointment the emphasis is on luxury. The *convenience* dimensions in this softly upholstered front compartment offer the maximum in leg room, shoulder room and head room. This gorgeous front seat is 64 inches wide and seats three in restful comfort. Included among the many luxurious features of the Series 75 Sedan are hydro-electric operated window controls for all windows with a master control panel on the left door, hydro-electric front seat adjustment, generous size doors, and maximum driver visibility. Ash trays, arm rests and newly styled hardware lend sparkling accents to this setting of beauty.

The doors feature simulated "ostrich-skin" inserts and "pull-to" door handles.

Pageant of Interior Fashions

CADILLAC-FLEETWOOD SERIES 75

The front compartment of the Series 75 Limousine is available upholstered in *black* or *blue* genuine leathers. *Black* leather is supplied with *gray* or *tan* trims. *Dark blue* leather is available in the front compartment where rear compartments are trimmed in *blue* BROADCLOTH or CORD fabrics. The Limousine seat is stationary. Garnish molding, hardware, and the division-glass frame are all bright chrome. Headlining in the front compartment is tailored in simulated leather. The carpet is wool pile. The Series 75 Imperial Limousine is the most luxurious chauffeur-driven automobile in America.

SETTING FOR GRACIOUS DRIVING

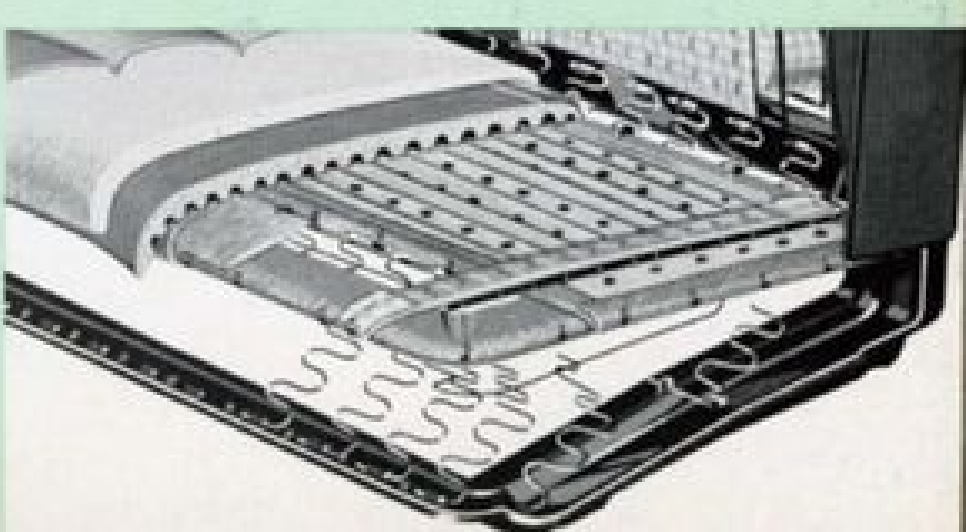
There is a sturdy tradition behind the studied simplicity of the Cadillac front compartment. The instrument panel, distinguished by a new gold and brushed silver crest on Series 62 cars, or by the word "Fleetwood" on the Series 60 or 75, is finished in subtle, sophisticated colors. High-light of the panel is the new style convenient group of instruments. Instruments and other appointments are richly chromed. Other features are the new steering wheel with light-tone simulated leather hand grips, the new easy-to-reach controls, smart clock and deep glove box.

COMFORT FOR EVERY PASSENGER

Cadillac seats are designed for maximum comfort for every passenger. Cadillac interiors have been designed with comfort in mind, and the seats have been prepared with allowance for the variations in leg length and head heights to be accommodated. As a result, front seats not only move forward or backward 4 inches to accommodate persons of various heights . . . but also the front seat rises as it moves forward.

On Coupe models, front seat is pivoted at each side. When the seat back is pushed forward, the entire seat on that side moves forward six inches to facilitate entry to the rear seat.

Cadillac rear seats are restful because of the large number of individually covered and tied coil springs. They are topped by thick fabric padding, deep foam rubber and heavy upholstery cloth. Front seats and backs in all except the Series 75 are built up with the new zig-zag springs and padding.



THE CADILLAC EL DORADO

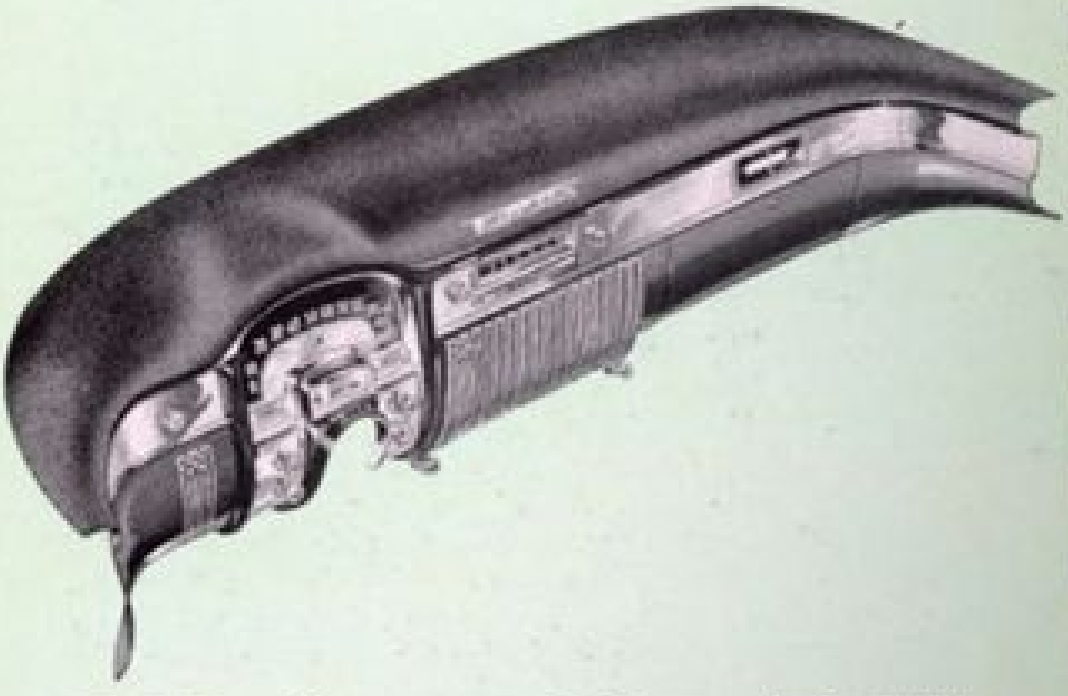
MOST EXCITING CAR EVER BUILT . . .

For 1953, Cadillac proudly presents the classic new Cadillac *El Dorado*. Its rugged chassis offers superb riding characteristics, better roadability, greater comfort, easier handling and more safety features than ever before offered in one American open type car. What's more, it is powered by the great new Cadillac 210-horsepower engine. Add to this combination the fact that Cadillac stylists have created a special convertible body that sets a new pace in seating room, style and beauty . . . and the result is the exciting new *El Dorado*.

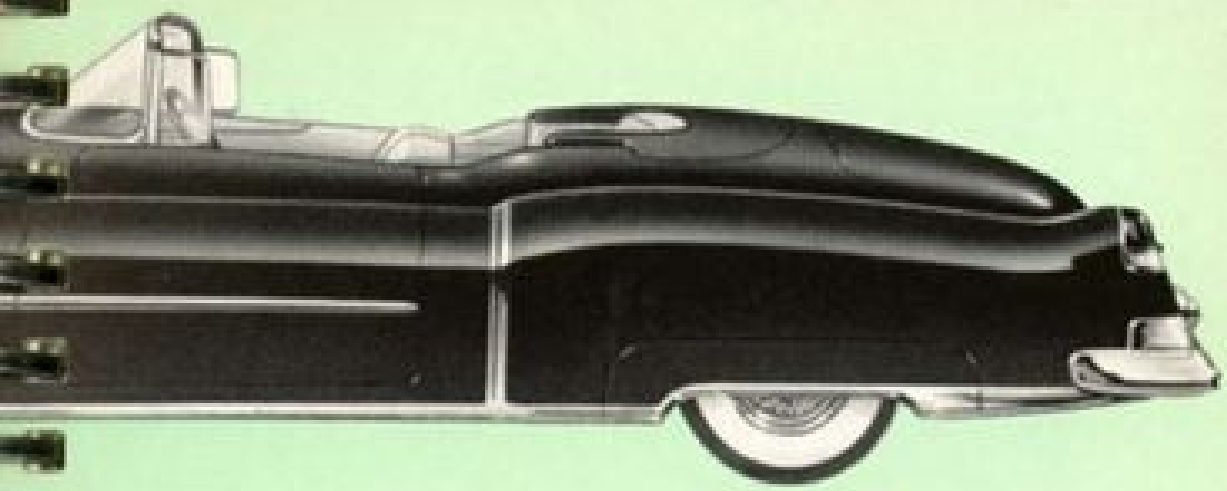
Into this new *El Dorado*, Cadillac engineers and stylists have combined the features most desirable in a sports car. It has a wide over-all width (80⅛ inches), a low, road-hugging silhouette (58⅛ inches), comfortable seating for *six* passengers, and ample room for luggage. The *El Dorado* meets the full needs of an American sports car. Body surfaces in the Cadillac *El Dorado* are accentuated in subtly rounded shapes and curves. The long hood, low doors, the top and the rear decklid are carefully proportioned to emphasize the sports car flavor. The durable, disappearing top is inner-lined with a layer of rubber to assure a waterproof interior, and is available in *WHITE* or *BLACK*. When the top is folded down, it is concealed by a metal cover in the rear deck to give a smooth, flush appearance. The cover for the disappearing top matches the car color.

This illustration shows the long, sweeping lines of the *El Dorado*. Note the full, wrap-around windshield . . . the smooth fin-like fenders . . . the gently sloped hood . . . the wire wheels . . . the low-cut doors. All give an added appearance of lowness plus an overall appearance of speed and comfort.

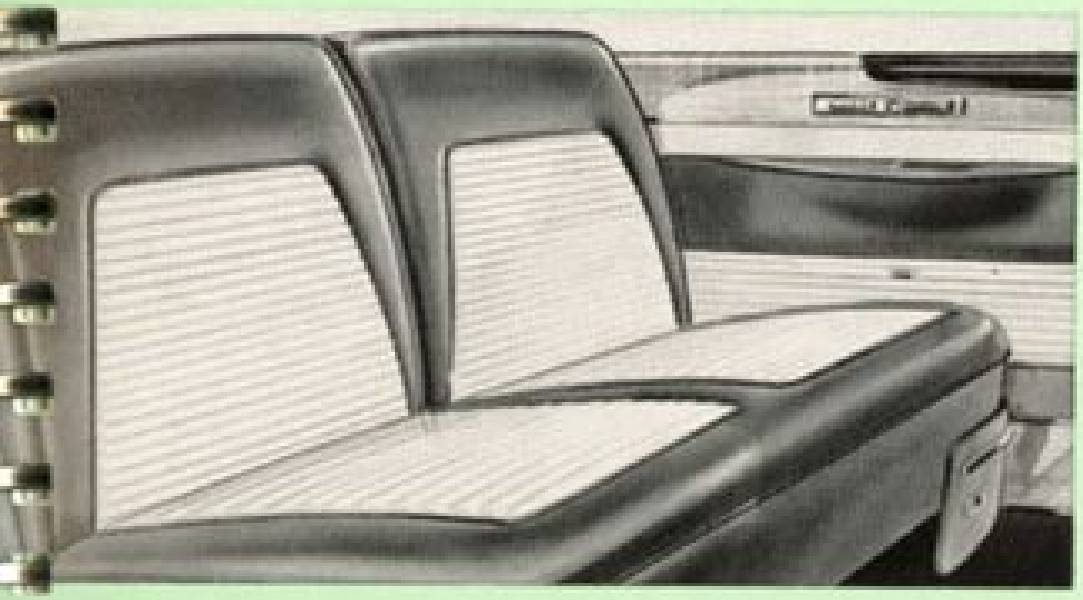
Interior trims are available in three solid tones of leather—RED, BLUE and BLACK, and in three two-tone leather combinations—BLUE and WHITE, RED and WHITE, and BLACK and WHITE. Any one of the interior choices may be had with any one of the twelve standard 1953 exterior colors or with four new colors exclusive to the *El Dorado*.



The *El Dorado* instrument panel features a plastic royalite, anti-glare cover that keeps annoying instrument reflections off the windshield. It is color-matched to interior trim. The instrument cluster and control knobs are of chrome finish. Other features are a new *El Dorado* steering wheel with plastic leather hand grips . . . smart new clock . . . deep glove box.

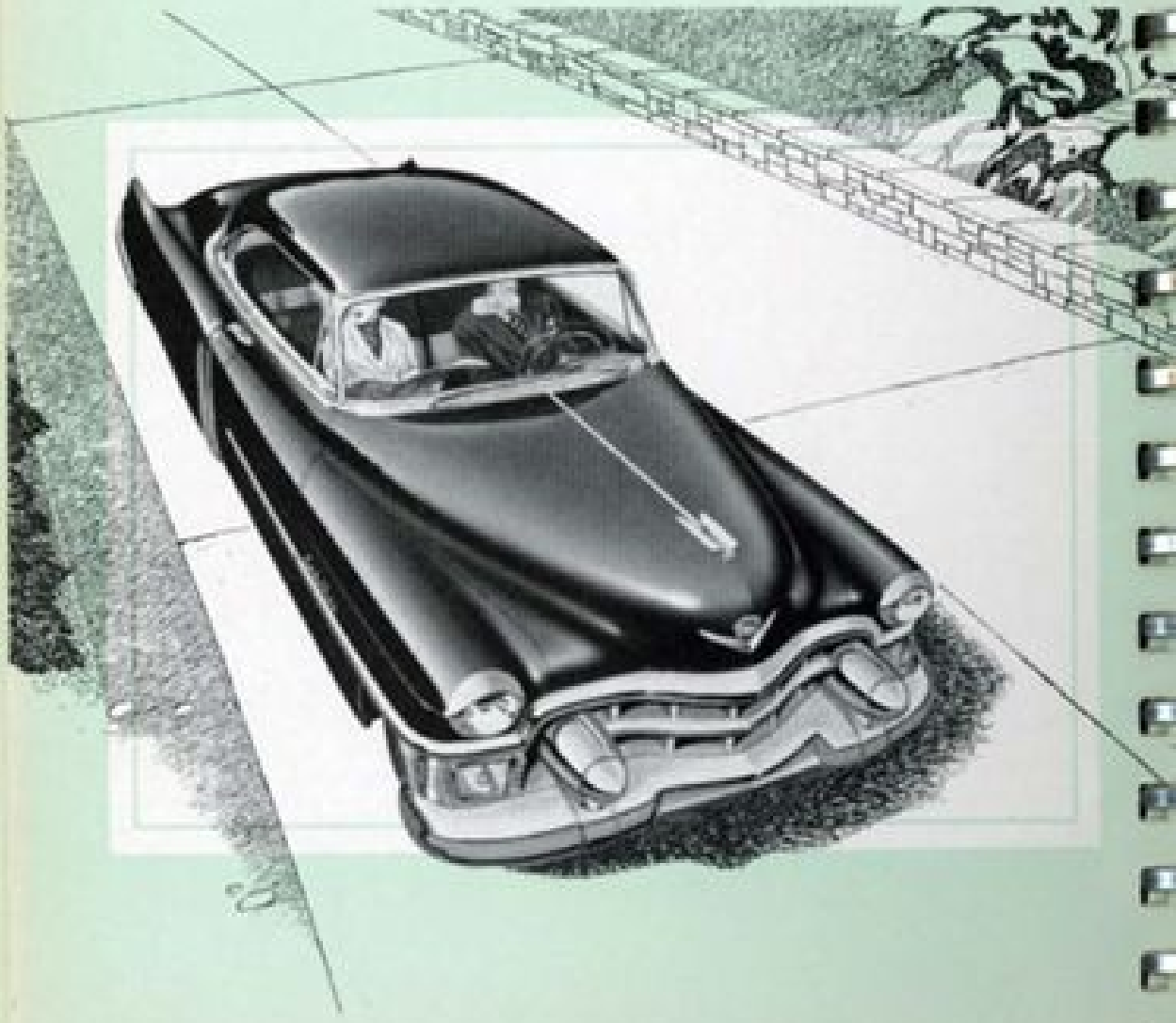


El Dorado interiors are smartly tailored in genuine leathers. The front compartment seat, seat-back inserts and a portion of the leather door panels are finished in ¾-inch saddle-stitched pipes. Hip room in front is over 63 inches. The rear compartment is similarly fashioned in leather. It features wide side armrests . . . generous-sized recesses in the front-seat backs for exceptional leg room . . . and 51 inches of hip room. Genuine leather seat bolsters . . . chrome garnish moldings and door hardware add a final touch of elegance and quality.



The following equipment is furnished as Standard on the *El Dorado*: Heater, Radio, Windshield Washer, Oil Filter, Power Steering, Wire Wheels, White Wall Tires, and License Frame.

1953 BODY FEATURES



FRAMEWORK FOR LUXURY . . .
THE 1953 CADILLAC BODY

The 1953 Cadillac body is designed and built to provide a more rugged basic structure *than ever before!* This strong structure provides unusual strength and stability and will greatly minimize the need for service attention. It has long been acknowledged that the Cadillac body leads the automotive parade in style and beauty. It does so again in 1953 . . . PLUS the fact that Cadillac brings its owners *greater* durability, quietness and riding comfort than ever before.

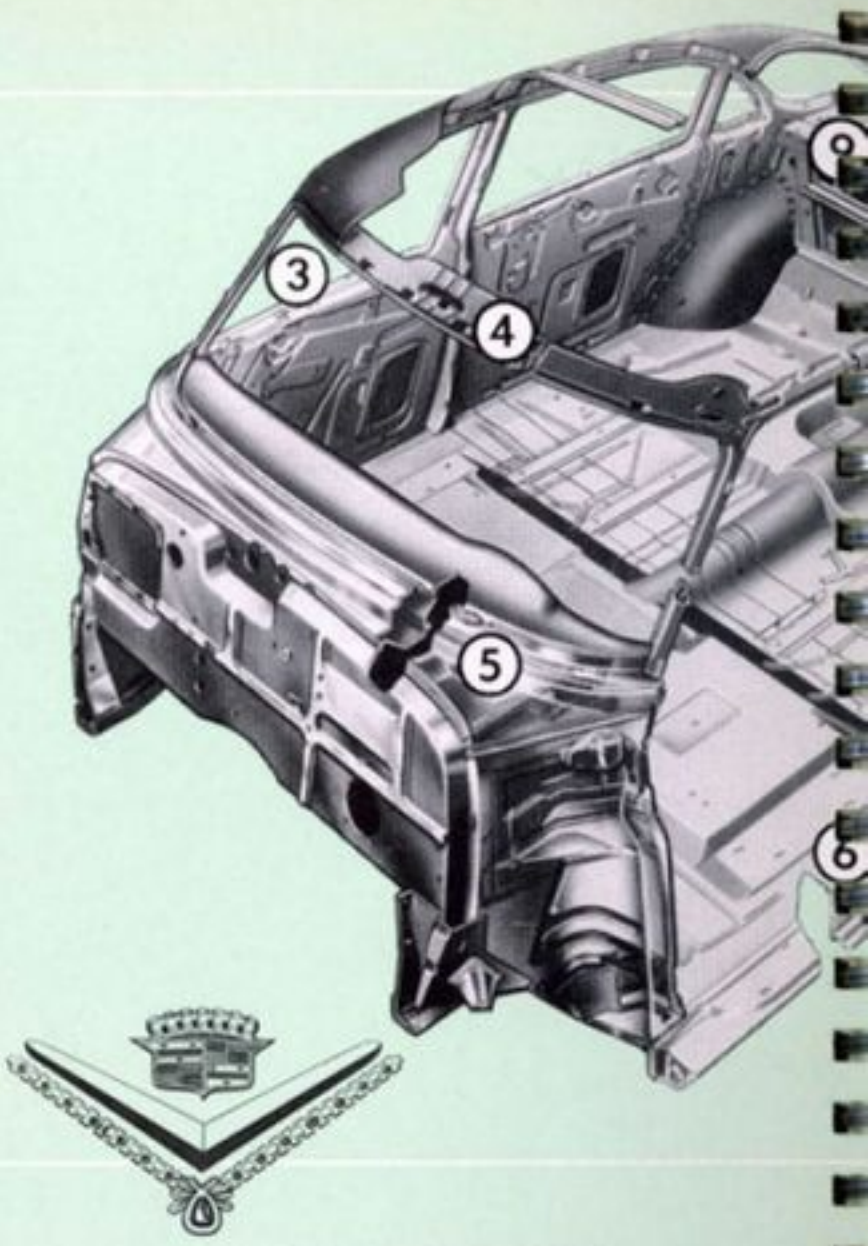
It is little wonder that with the new strength and insulation built into the Cadillac body for 1953, so much is contributed to the owner's motoring enjoyment and peace of mind. This Cadillac body for 1953 is the result of matured designing, planned far in advance and steadily refined.

An experienced styling team works in close cooperation on the Cadillac body to be sure that new and structural strength styles are natural advances from previous models—and Cadillac owners are protected, both in pride of ownership and in real dollar value, *because previous models of Cadillac cars are not quickly out-moded by subsequent model introductions.*

All Cadillac bodies are built by Fisher, a General Motors Division, in the exclusive Cadillac-Fleetwood plant, under *strict* and *exclusive* Cadillac quality control methods. Cadillac bodies also bear the unmistakable imprint of Cadillac engineers and stylists who work with General Motors and Fisher Body designers in styling and creating this great car.

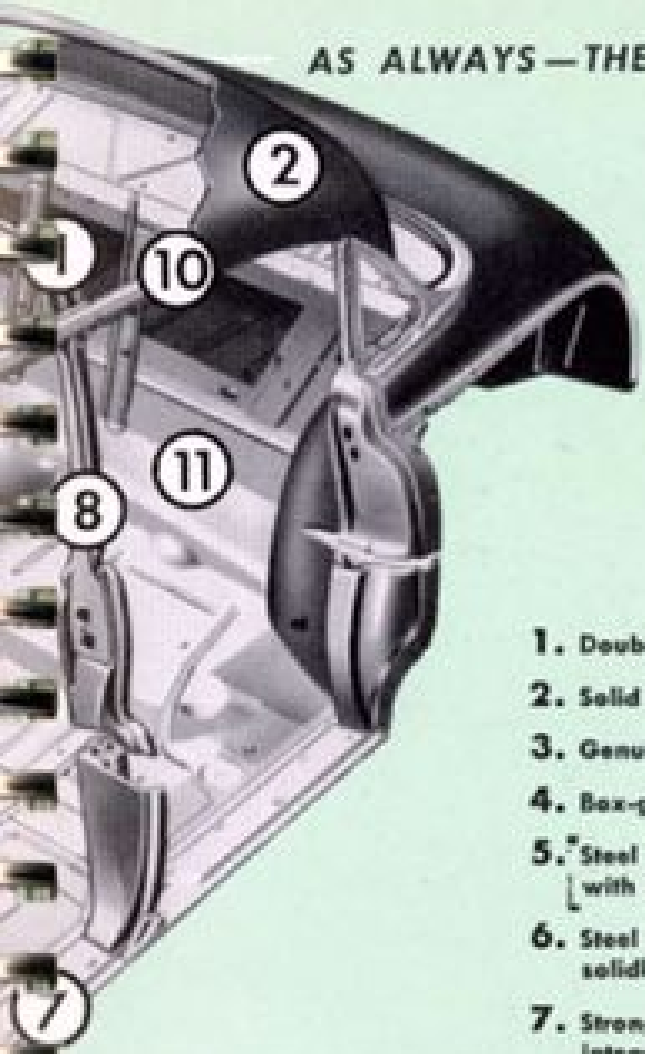
This teamwork has created for Cadillac a strength, a beauty, and a design that truly set the "Standard of the World" for people who want and seek the finest in a luxury car.

AS ALWAYS—THE STANDARD OF THE WORLD!



CADILLAC BODY STRENGTH— A SAFEGUARD FOR PROTECTION!

Greater protection for Cadillac owners and their families is reflected in every detail of construction in the 1953 Cadillac body. The Unisteel Turret-Top and other features add up to greater ruggedness to guard drivers and passengers. The body



1. Double-ribbed U-shaped roof bow.
2. Solid steel Turret-Top.
3. Genuine plate Safety Glass.
4. Box-girder header assembly.
5. Steel cowl and dash ruggedly braced with box-girder member.
6. Steel floor, ribbed, braced and welded solidly to body.
7. Strong, box-girder rocker panels welded integral with body.
8. Rugged box-section steel pillars.
9. Box-section braces at back of rear seat.
10. Box-girder roof rails.
11. Box-type rear-end bracing.

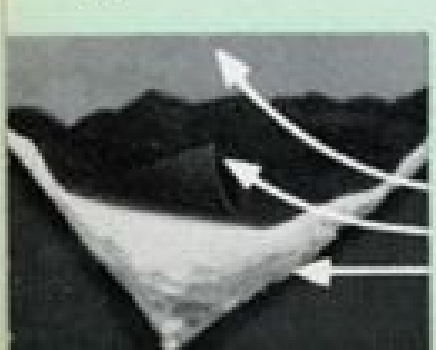
is built up from a "rock-solid" foundation. A rigid steel floor, reinforced by sturdy ribbed sections, is welded to box-girder steel members. Body pillars and steel uprights are also of box-girder construction. The Turret-Top is reinforced by double-ribbed steel bows and arc-welded into this assembly. This is a framework of tested strength . . . built for greater protection of Cadillac owners and their families.

RUGGED CADILLAC WINDSHIELD FRAME

The Cadillac windshield frame is built up and surrounded by box-type members at the sides . . . and double steel box members at the top of the frame. This Cadillac construction offers the buyer exceptional strength, rigidity and SAFETY.

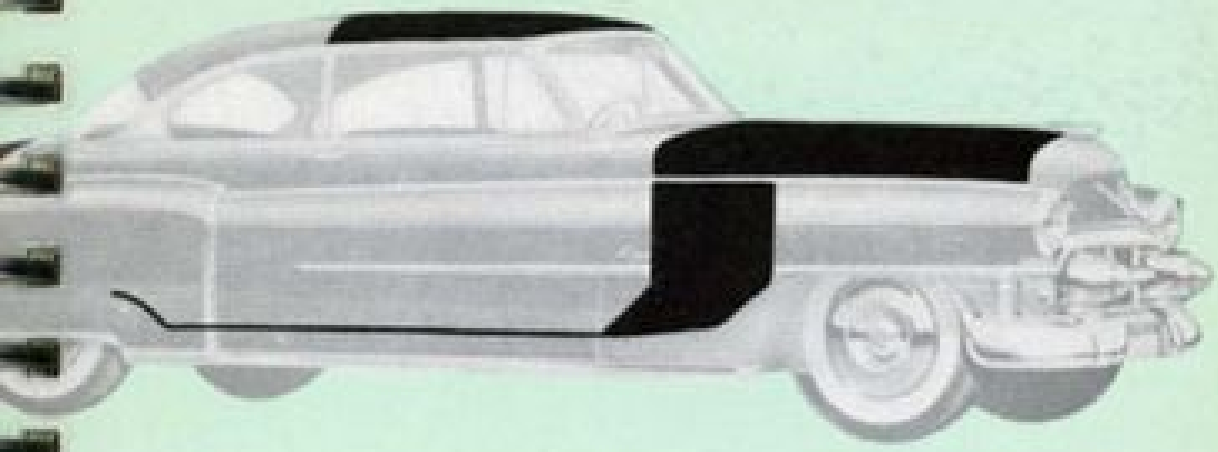
NEW COWL BODY INSULATION

Added insulation has improved Cadillac bodies for 1953. Three types of material plus carpet and jute accomplish this insulation in the form of an acoustical blanket located just behind the cowl fire-wall. This new and heavier material for 1953, located as shown above, protects against external heat, cold, rain, snow, noise, drafts and exhaust fumes.



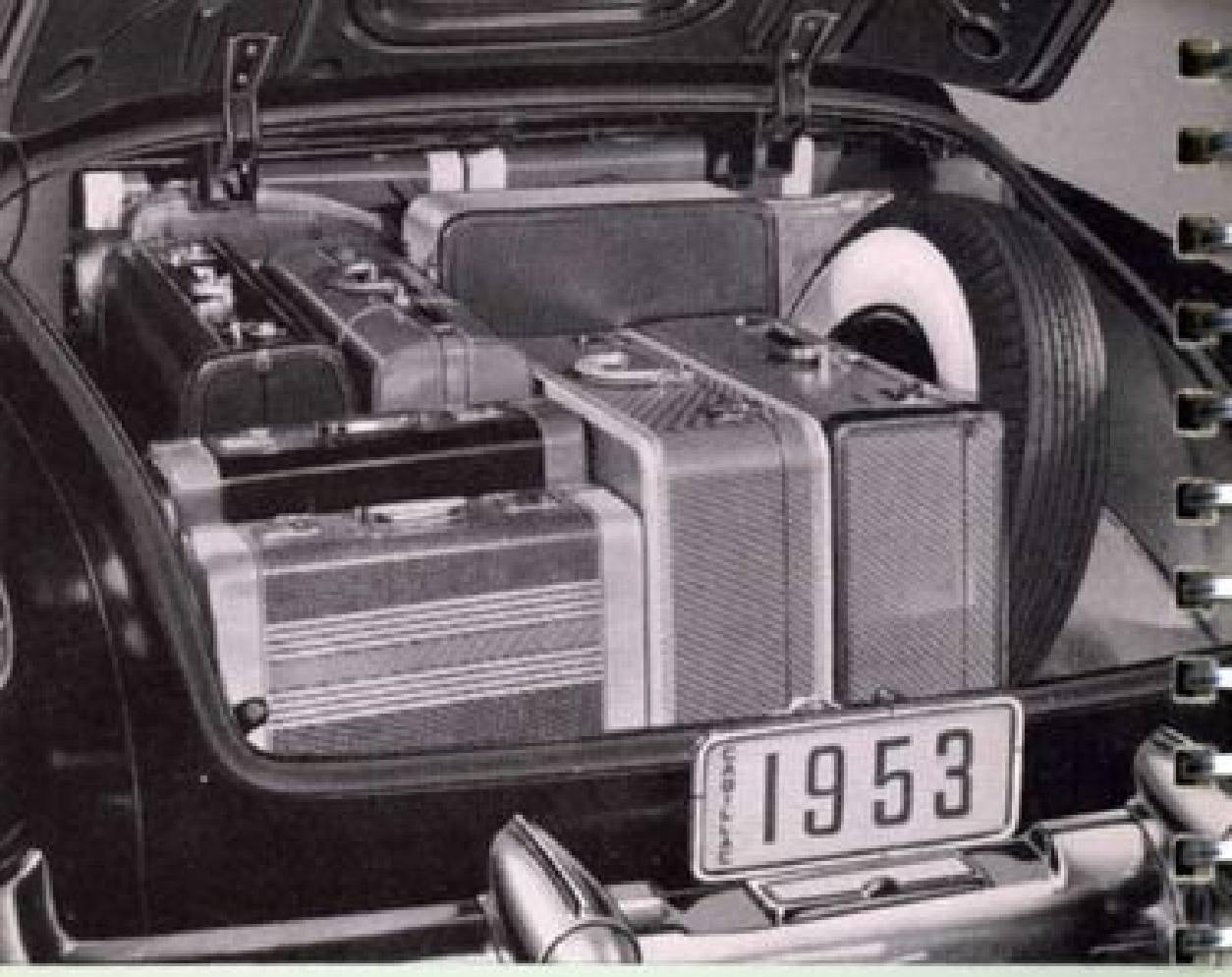
Four types of material scientifically insulate the front compartment of the 1953 Cadillac body against heat, cold, moisture and sound.

INSULATING BOARD
ASPHALT IMPREGNATED PAPER
FIBERGLASS
WOOL PILE CARPET AND JUTE PAD



In any climate where Cadillac owners may travel, the additional insulation that has been added to the 1953 body will help take winter's worst with a smile or will make the interior of Cadillac cars more comfortable in hot weather. A new Fiberglass acoustical and insulation blanket and felt paper deadener have been added to the inside of the 1953 Turret-Top and a 1½" Fiberglass pad with vinyl quilted cover blanket is fastened under the engine hood. All metal panels in Cadillac cars are insulated, and many different materials are used to insulate and seal the Cadillac body . . . but these additional materials will offer even more passenger comfort against external heat, cold, moisture, noise, and drafts.

Fiberglass of the same thickness lining the inside of the Cadillac Turret-Top is also used to line the under-side of the 1953 Cadillac engine hood. Whereas the Cadillac engine has always been the *most* quiet in the industry . . . it now becomes difficult for the driver to determine by sound whether he is in third or fourth gear . . . and the slightest whisper may be heard even when the car is traveling on the highway.

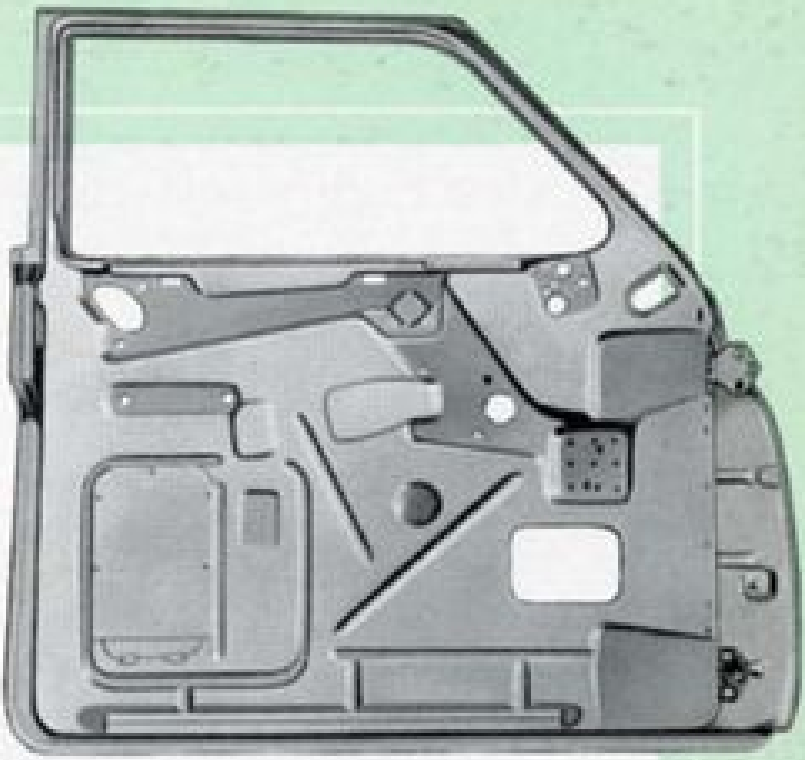


LARGE TRUNK SPACE

Trunks in 1953 Cadillac cars are unusually large and roomy. Cadillac trunks will easily accommodate all luggage normally carried on a trip including golf bags. All trunk interiors are carpeted to prevent scuffing of luggage. Insulation and rubber deck-lid seal protect the inside of the trunk from moisture and dust. Deck lids are hinged with a counter-balanced spring construction, and are fitted with a lock that requires the use of the key to release it. Women, especially, will appreciate the self-raising lid because it is a great aid to convenience . . . particularly when their arms are full of packages.

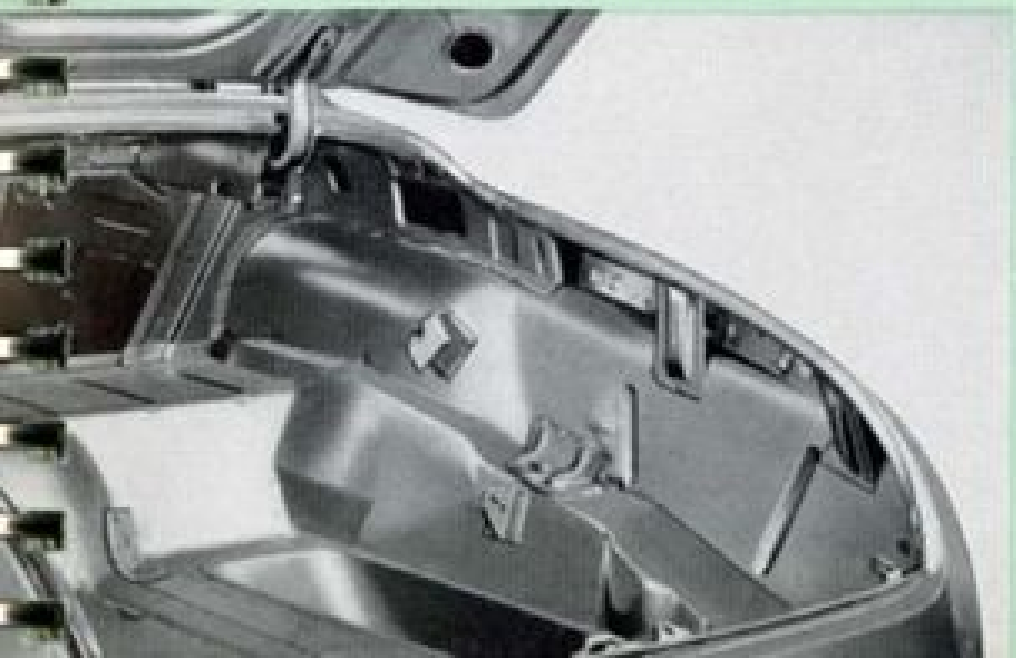
BODY BRACED AND REINFORCED

In Cadillac cars for 1953, the section in the body between the rear of the back seat and the luggage compartment is strongly braced and reinforced to provide a sturdy support for added safety, long-life and noiseless passenger comfort.

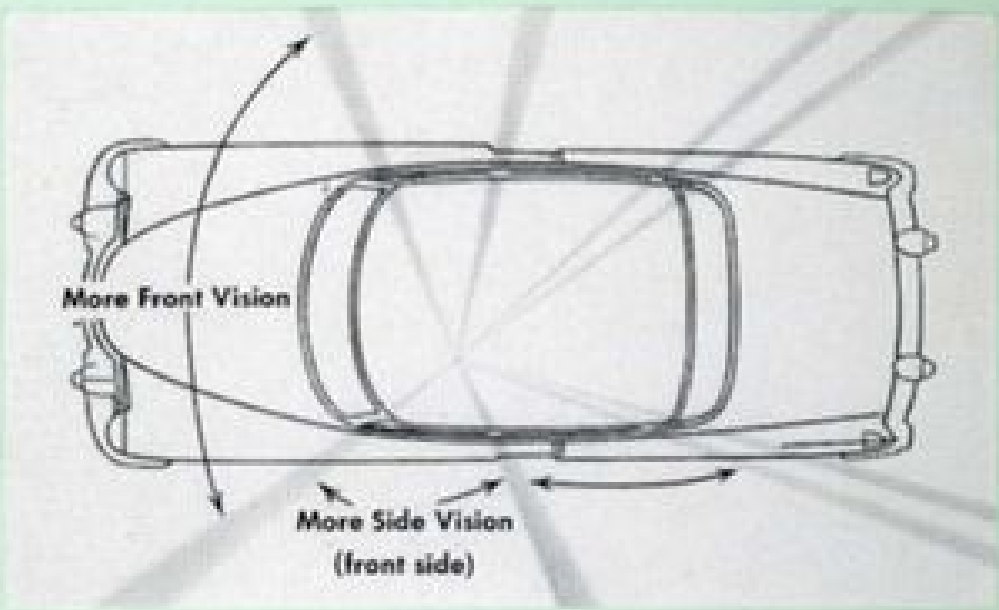


DURABLE DOOR CONSTRUCTION

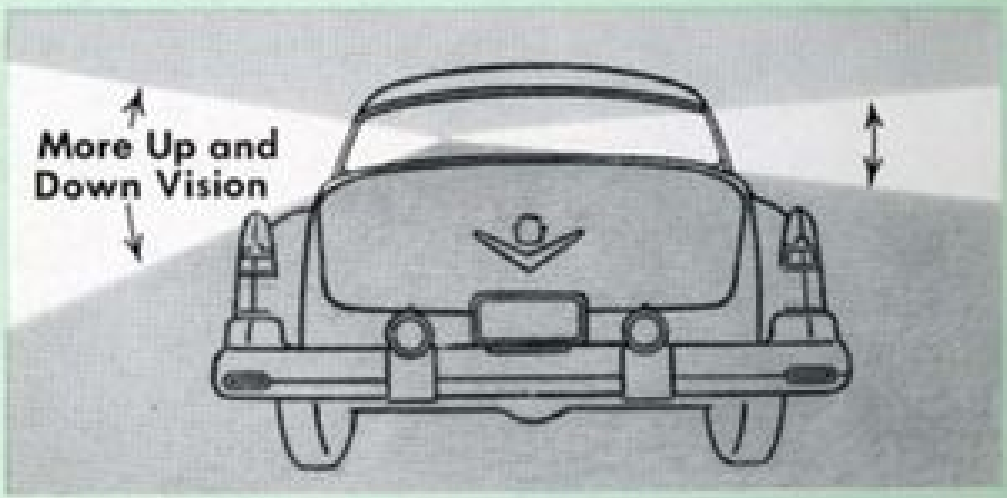
Cadillac doors are formed from two heavy panels of heavy gauge cold-rolled sheet steel. This cold-rolled steel used in the Cadillac body for 1953 has exceptional strength in relation to its weight. These rugged steel door panels are then formed into a rigid self-reinforcing, box-like assembly, and are *precision-hung* for a perfect fit on tough steel hinges. Every detail of the bodies on 1953 Cadillac cars has been designed for comfort, convenience, *protection*, *safety* and beauty.



CADILLAC OFFERS
WIDE, UNOBSTRUCTED VISION



Owners of Cadillac cars enjoy more windshield vision from side to side where vision really counts. And the Cadillac driver and passengers inside the 1953 car can see highway signs and passing scenery without sitting forward on their seats.



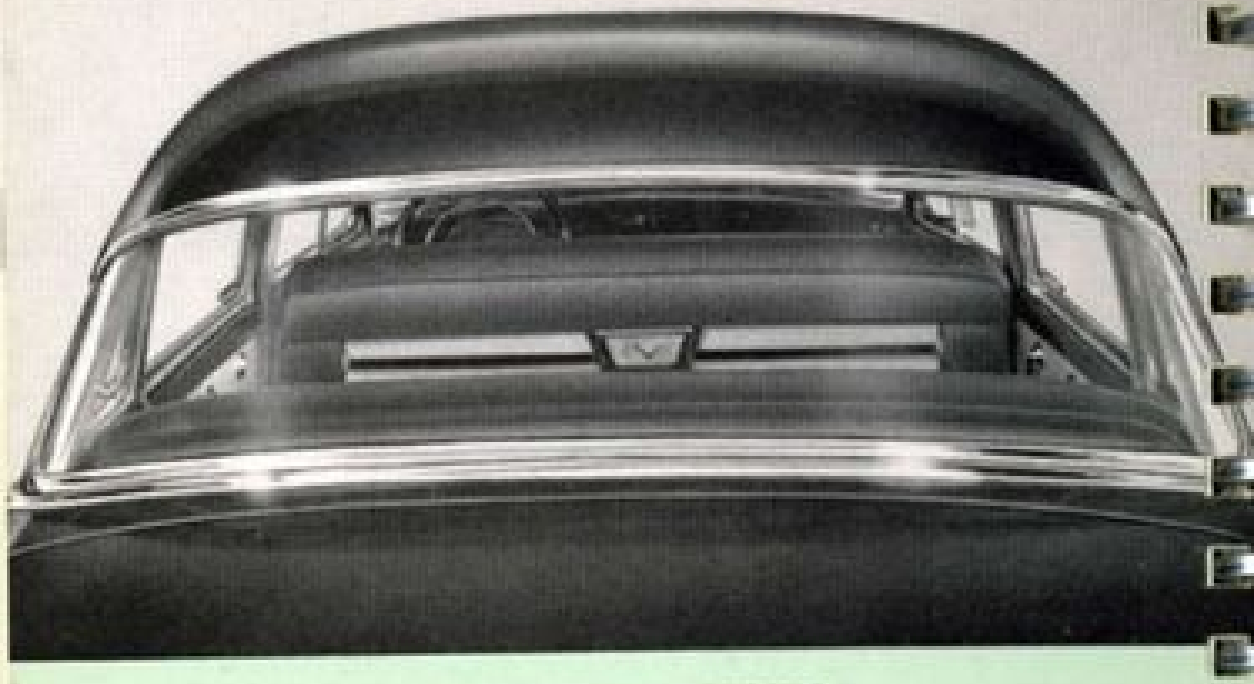
Large Curved Rear Window Gives Wide Vision

WIDE-ANGLE FRONT VISION

The wide, one-piece Cadillac windshield and windows provide full, unhampered vision and reduce reflections. The deep curve of the windshield provides vision from side to side—where vision really counts for real motoring safety.

Wide, clear window areas are similarly provided all around the car—and are placed to provide the maximum safety and convenience for both driver and passengers. The rear side window areas are generous, and do much to solve the problem of "blind spots" in motor car driving.

Tinted "E-Z-Eye" glass is available for all window areas as an option at extra cost in all 1953 Cadillacs. Its tinted blue plastic, set between layers of Polished Plate glass, assures a minimum of eye strain under all driving conditions, and virtually eliminates annoying road glare. It also shuts out a high percentage of the sun's radiant heat waves, thus assuring lower interior temperatures in hot weather. Night driving, too, is greatly improved with "E-Z-Eye" glass—for it greatly reduces the glare of approaching headlights. The "E-Z-Eye" windshield is graduated from top down in its density, thus giving Cadillac passengers unusual protection from the sun.



WIDE REAR VISION

Cadillac's extra-wide, one-piece rear window enables the driver and passengers to drive and ride in comfort. In Cadillac cars, the driver can watch the traffic behind. The curve of the rear window follows the beautiful Cadillac body contours.

The extra-large Cadillac rear window is curved to the contours of the body to provide better rear-view visibility at all times.

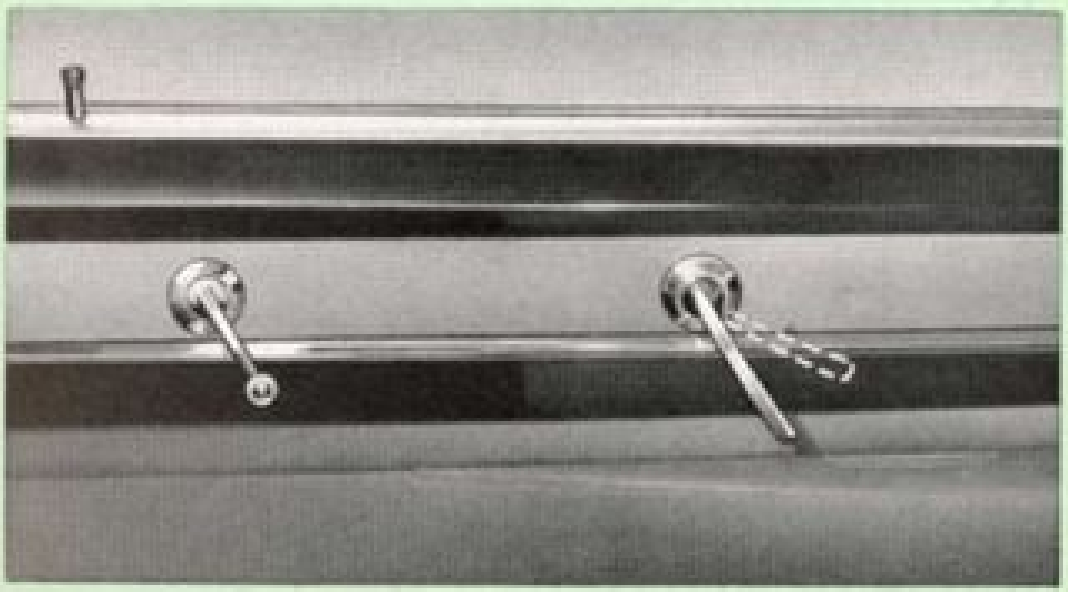
LARGE REAR VENT-PANES

Seen here from the interior, the large rear vent-panes afford excellent vision. One at each rear window provides air circulation without allowing disturbing drafts to enter the car.

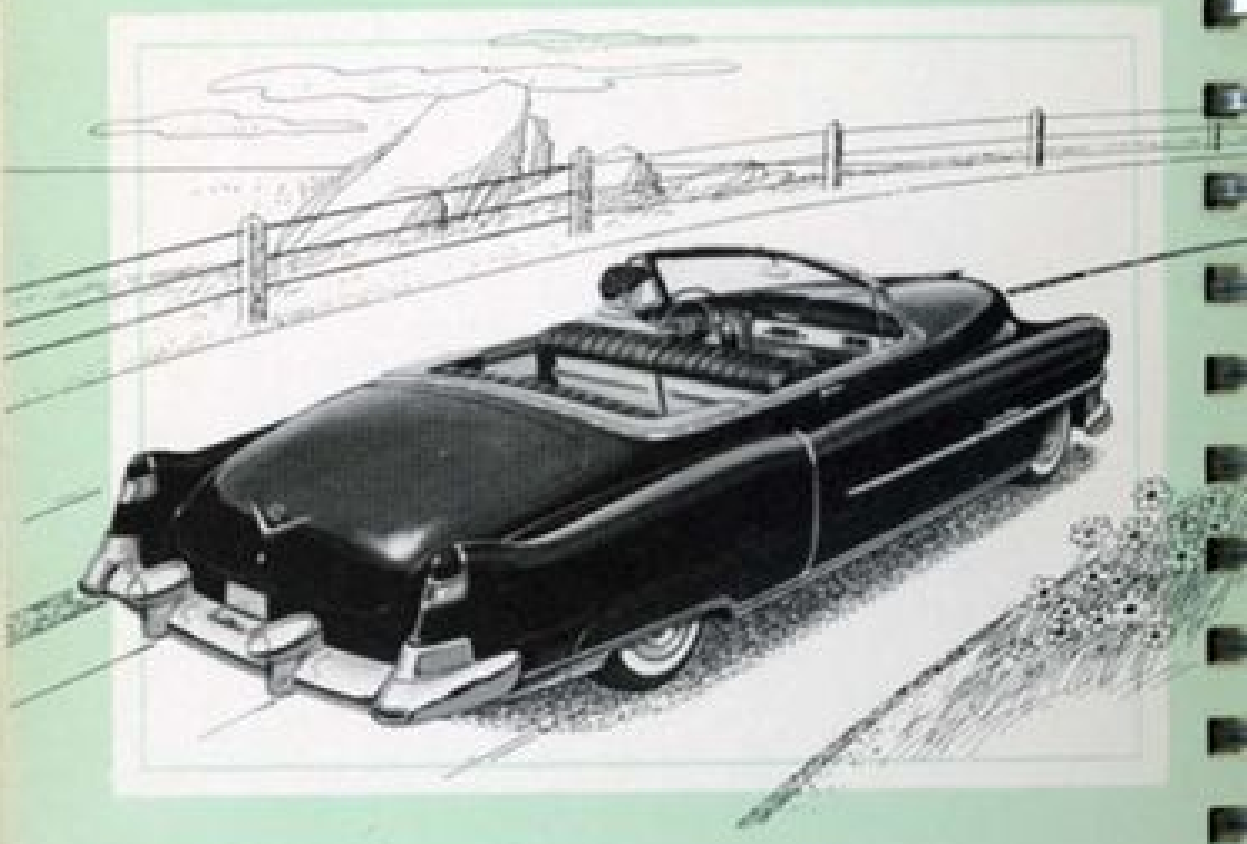
1953 DOOR SAFETY FEATURES

Cadillac's advance-type door check-links are designed for double service to hold doors positively in open position . . . and to help counter-balance the doors for easier opening.

Sedan rear doors are fitted with door locks adjusted to disengage from the inside door handle. This safety feature safeguards children. When the doors are shut and the inside locking-knobs are pressed down, they cannot be opened from the inside.



1953 CADILLAC CHASSIS



THE OPEN ROAD IS ITS PLAYGROUND

For 1953, Cadillac proudly presents a chassis that offers superb riding characteristics, better roadability, comfort, easier handling and more safety features than ever before. All of these features may best be summed up in terms of greater and more lasting Cadillac owner satisfaction.

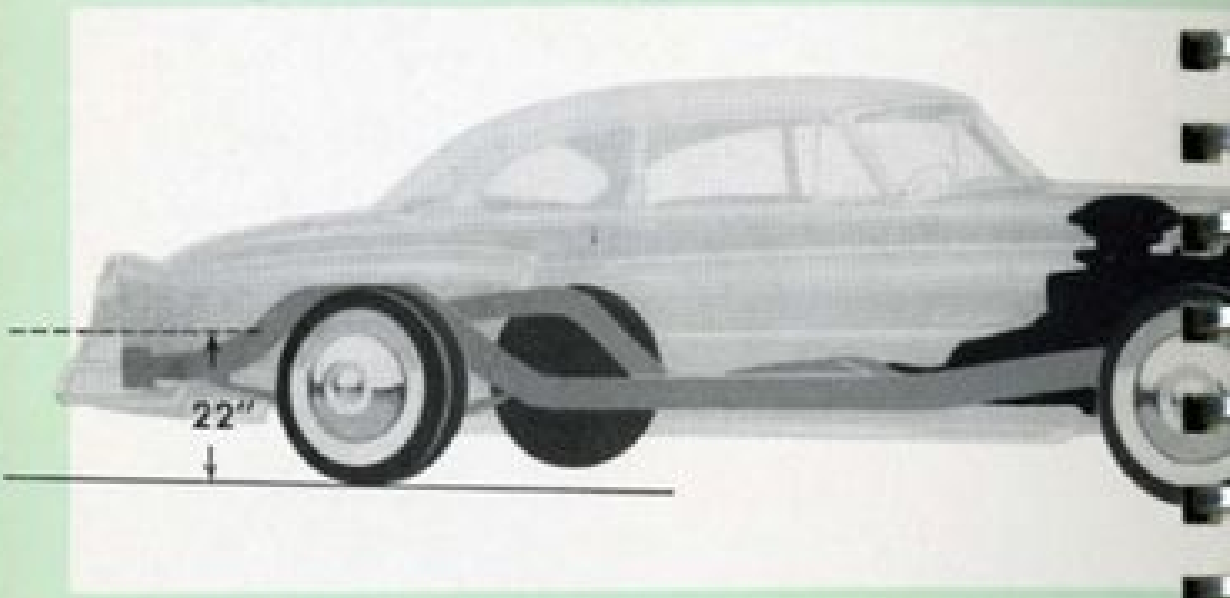
This new chassis, with all of its components . . . frame, power train, brakes, suspension and steering, is designed to match perfectly with the beautiful Cadillac bodies. For 1953, the weight in Cadillac cars is even more scientifically distributed between front and rear than ever before . . . 51% of the weight is up front and about 49% on the rear wheels. This makes it easier to hold Cadillac cars in a true course.

For 1953, the softer, slower action of Cadillac's independent coil spring front wheel suspension gives exceptional flexibility and softer riding qualities in combination with the long-leaf, splayed rear springs. And the Cadillac chassis has one of the widest treads in the automotive world . . . the wider the spread between the wheels, the more difficult it becomes to "roll over" and the steadier and more comfortable the ride.

Add to these advantages and features, and the features that follow in this section, the fact that all components of this sturdy Cadillac chassis have been especially designed and engineered for great strength and perfect coordination. Skilled Cadillac craftsmen have produced and assembled these components with the highest quality workmanship.

Without a doubt, the superb 1953 Cadillac chassis is one important reason why Cadillac has become so widely known as the "Standard of the World" in motor car values.

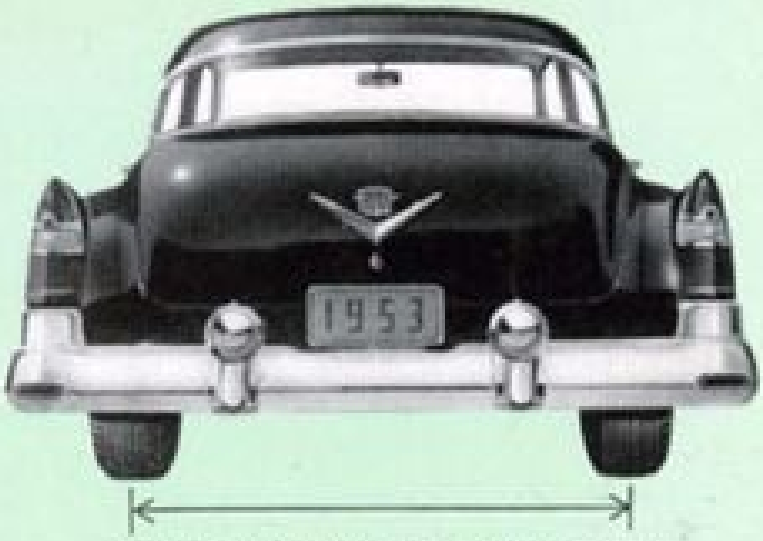
AS ALWAYS—THE STANDARD OF THE WORLD!



THE 1953 CHASSIS HAS . . .
A LOWER CENTER OF GRAVITY

One of the most important features contributing to roadability in the 1953 Cadillac chassis is its *low center of gravity*. The Cadillac chassis is built much closer to the ground than most other cars. This lower center of gravity helps keep Cadillac cars on a more even keel, lessens the tendency to sway and provides a more comfortable ride than ever before. This feature combined with the 1953 Cadillac's extra-wide track for better ride and safer cornering, the new Cadillac 210-horsepower engine and many wonderful chassis features . . . results in a low, streamlined, hug-the-roadway motoring.

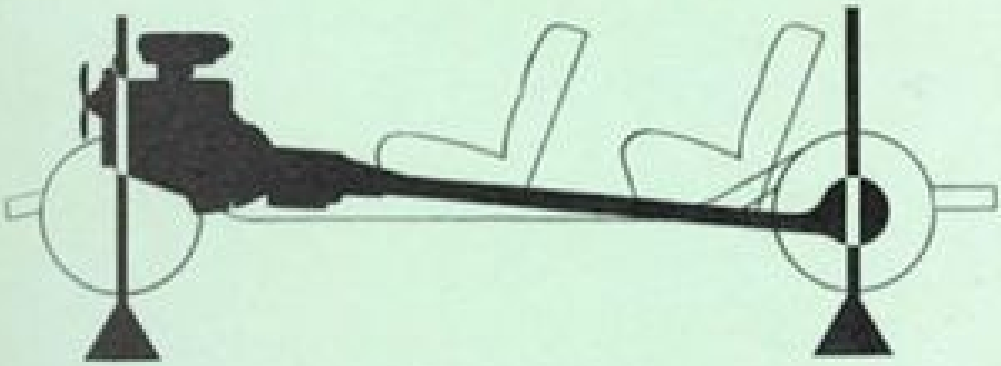
Be sure to explain these important safety, construction and design features to your customers—if not in detail, at least in terms of what they mean to his motoring pleasure.



WIDER THAN MOST OTHER CARS

EXTRA-WIDE TRACK OFFERS ADDED SAFETY, BETTER RIDE

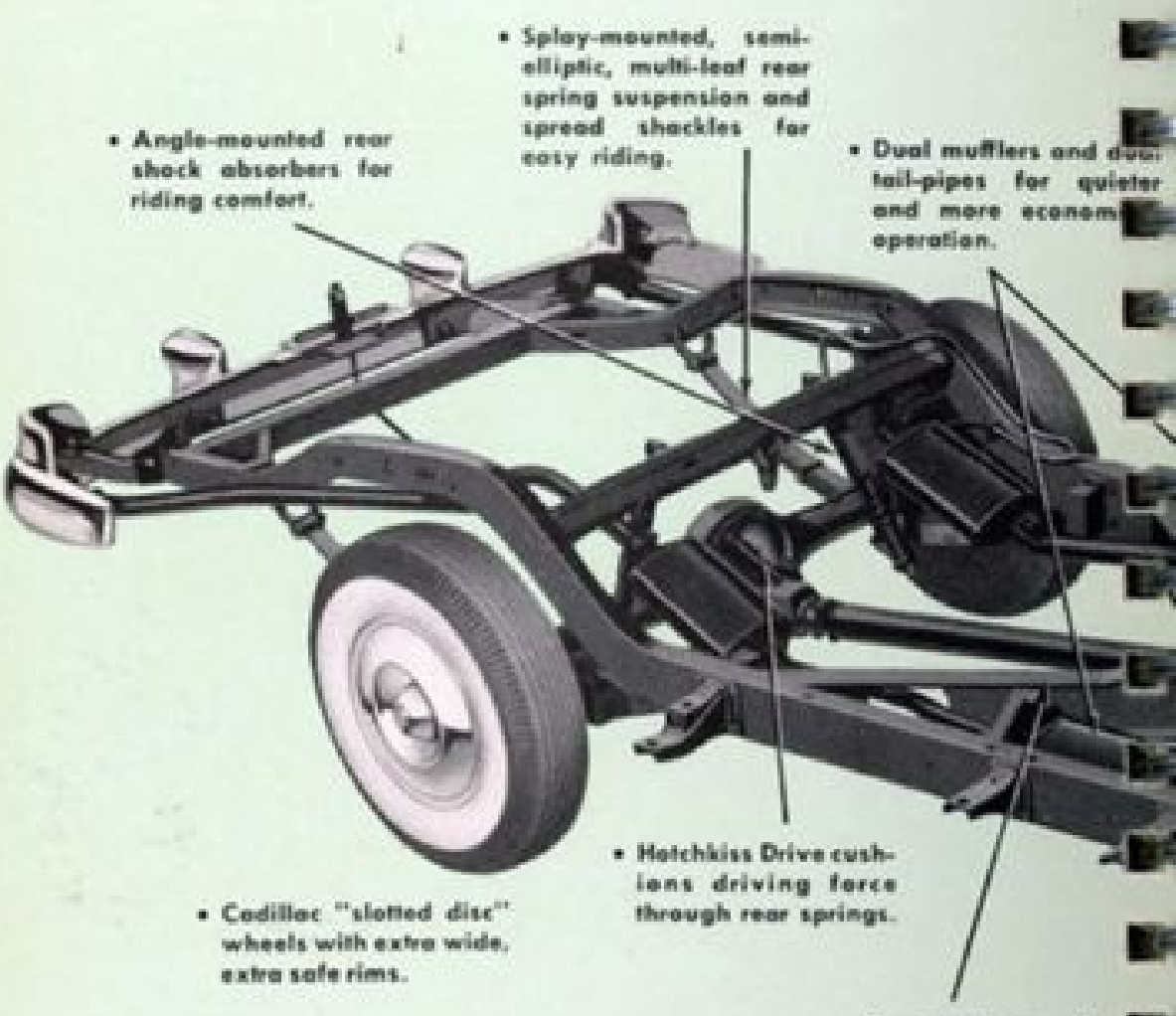
The chassis of 1953 Cadillac cars has a wider tread both front and rear than most other cars. This means greater stability . . . a lessening of the tendency to sway which is still inherent in many cars . . . and greater safety. Add to these valuable features the fact that any sway in a car body is reflected in a lessening of rider comfort. The Cadillac ride is better because points of support are well spread for stability.



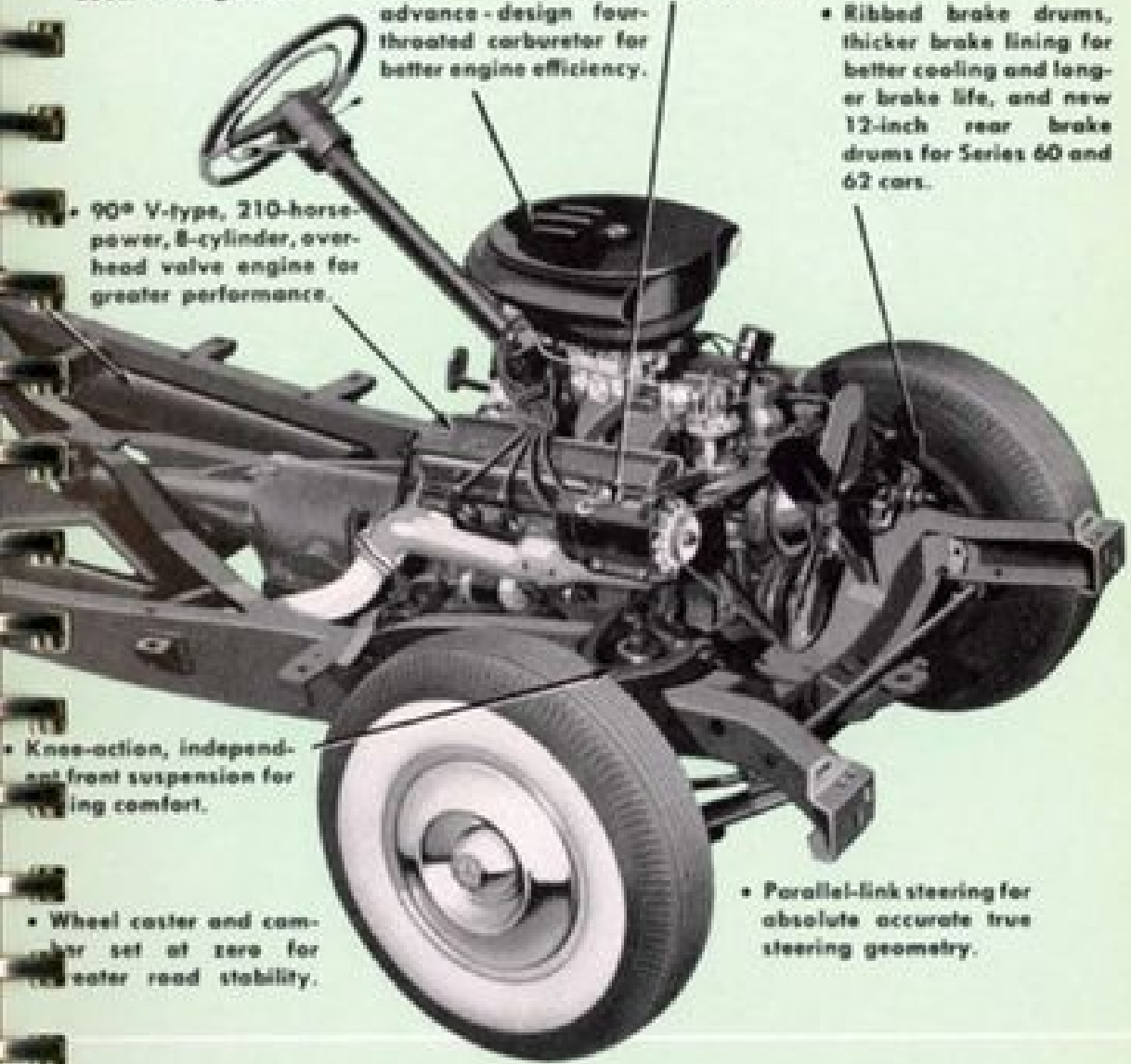
CADILLAC CARS HAVE . . . BETTER WEIGHT DISTRIBUTION

Cadillac cars carry approximately 51% of their weight up front . . . about 49% on the rear wheels. This nearly equal weight distribution makes it easier to hold Cadillac cars in a true course. Many other cars carry as much as 55% of the weight on the front wheels, which reduces rear wheel traction.

FOR RIDING PLEASURE—SAFETY—COMFORT



—ROADABILITY AND NEW HANDLING EASE



• Improved Cadillac Power Steering reduces driving effort.

• Large air cleaner and advance-design four-throated carburetor for better engine efficiency.

• New 12-volt electrical system produces ample output for all electrical equipment.

• Ribbed brake drums, thicker brake lining for better cooling and longer brake life, and new 12-inch rear brake drums for Series 60 and 62 cars.

• 90° V-type, 210-horsepower, 8-cylinder, overhead valve engine for greater performance.

• Knee-action, independent front suspension for ...ing comfort.

• Wheel caster and cam... set at zero for ...eater road stability.

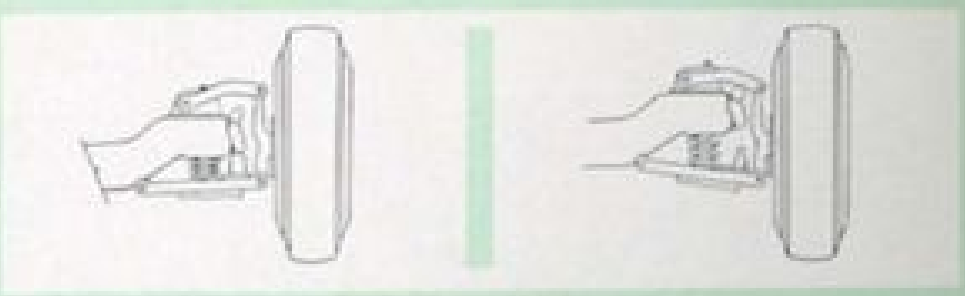
• Parallel-link steering for absolute accurate true steering geometry.

RUGGED I-BEAM, X-TYPE FRAME

The rugged Cadillac frame provides support and holds in their proper position virtually all other major parts of the car. This hardy Cadillac frame is built up of extra-strong channel-section side rails, joined together with a rugged I-Beam, X-Member to provide the most sturdy kind of backbone for the power, transmission and suspension units. Husky cross-members and diagonal braces of steel reinforce the frame, and provide additional support for the engine and wheels. All Cadillac frame joints are either welded or riveted together for the greatest possible strength. The center section of the "double drop" Cadillac frame makes possible the beautiful low body silhouette, low center of gravity, excellent road stability and easier handling. The frame narrows at the front to give front wheels "short-turning-circle" steering

ROUGH ROADS LEVEL OUT

Cadillac's individual front wheel spring suspension is of the angularly set type. Independent heavy steel coil springs are assembled between the frame and the front wheels in such a way that the front springs support the front weight of the Cadillac frame evenly. This weight puts each spring under initial compression. Each spring will further compress as the wheel passes over an obstruction in the road, or expands if the wheel encounters a hole in the road. Thus Cadillac independent Knee-Action coil springs are relieved of all braking and driving duties and function to "level out" bumps in the road *without* transmitting road shocks to the steering system or the car body. In all 1953 Cadillac cars, the front wheel suspension and steering systems are coordinated to furnish Cadillac drivers and passengers with excellent riding quality; safe steering; unusual stability; a continuous contact of wheels with the road surface and less tire wear.



Cadillac front coil spring compresses as front wheel encounters a bump in the road. Wheel is in contact with road surface at all times for smooth ride!

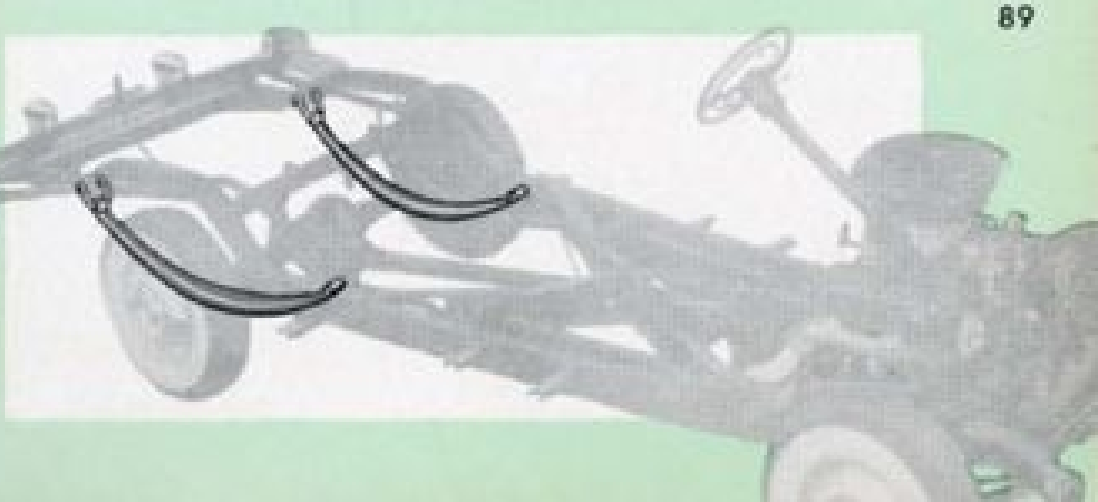
Cadillac front coil spring expands as wheel encounters a hole in the road—wheel is in contact with road surface at all times for smooth ride!

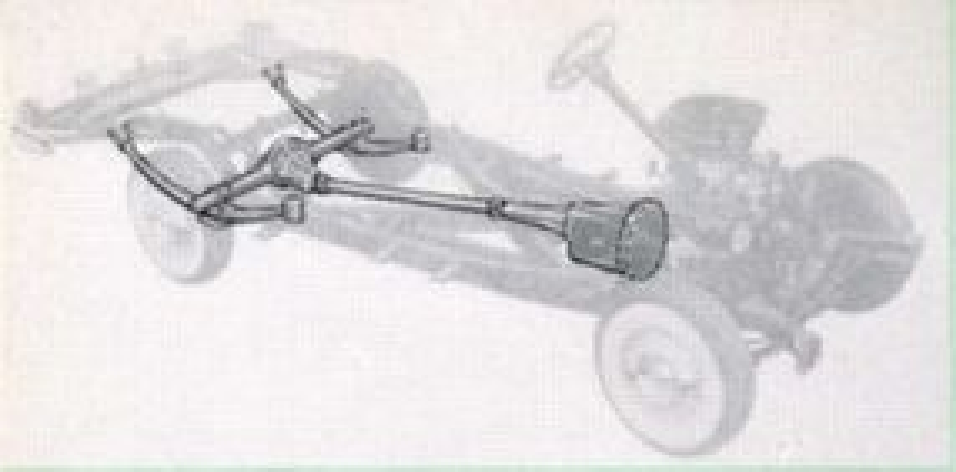
CADILLAC SHOCK ABSORBERS . . . PROVIDE A SMOOTH RIDE

A direct-acting, high-volume, variable control shock absorber is mounted within each front coil spring. Each shock absorber has a small metering orifice for smooth city streets, a pressure blow-off spring for moderately rough roads, and a restriction for cross country or very rough roads. For a combination that further adds to riding comfort—Cadillac's angle-mounted, rear shock absorbers control side-to-side movement at the rear of the car and cushion road shocks. Engineered to control spring action, the result is boulevard riding comfort.

EXTRA-LONG REAR SPRINGS ADD SAFETY . . . CUSHIONED RIDE

The Cadillac system of rear springing is one of the most costly in the industry and is engineered to coordinate perfectly with the coil springs used in Cadillac's independent front suspension. This combination of coil front suspension and the two extra-long, semi-elliptic Cadillac rear springs offers unusual road-holding advantages PLUS greater driving comfort. Cadillac rear springs are mounted in splayed position at a scientifically selected angle . . . *they smooth out up-and-down motion and reduce side-sway and rolling on curves.*





SMOOTH STARTS AND CUSHIONED STOPS . . . PROVIDED BY CADILLAC'S HOTCHKISS DRIVE

Passenger comfort in Cadillac cars is greatly increased through the use of Hotchkiss Drive. In this Cadillac system, the driving force of the rear axle is transmitted and cushioned through Cadillac's splay-mounted rear springs . . . *this means smoother starts and cushioned stops.* Passengers ride easier, and the chassis mechanism of the car is more fully protected.

CADILLAC STEERING TAKES THE "FIGHT" . . . OUT OF THE TOUGHEST ROADS

Parallel Link steering in all 1953 Cadillac cars provides steering stability at all speeds, and takes the "fight" out of the toughest roads. The Cadillac Steering system is perfectly balanced to take the sharpest turn . . . easily and sweetly. A short-turning radius and absolute accurate steering geometry are among the features of this system. It is simpler and more accurate than many other systems and a ratio of 25 to 1 and a newly designed 18-inch steering wheel provide maximum steering ease with minimum wheel rotation.

NEW LARGER BRAKE DRUMS . . . FOR 1953

An outstanding safety advancement is presented in 1953 Cadillac Series 60 Special and Series 62 cars which are equipped with redesigned brakes employing larger 12-inch brake drums front and rear for more positive stops.

All 1953 Cadillac cars are equipped with ribbed brake drums for better cooling and longer brake life. Ribs dissipate heat and cool rapidly, thus minimizing distortion and loss of braking power. With 12-inch brake drums the 1953 Cadillacs offer surer, more positive stops than ever before.

EXTRA-WIDE EXTRA-SAFE WHEELS . . . AND LOW-PRESSURE TIRES

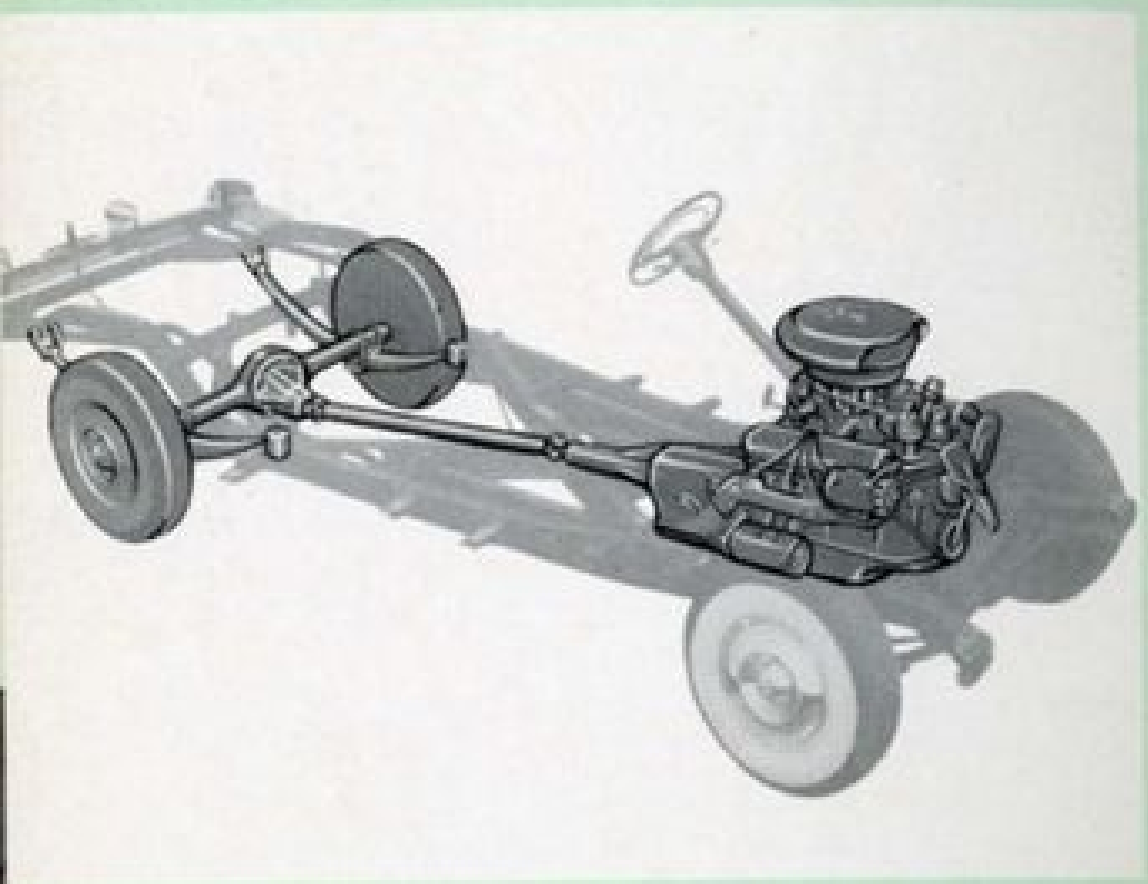
Cadillac "slotted-disc" wheels with extra-wide and extra-safe rims are especially designed to take full advantage of low-pressure tires. Cadillac's low-pressure tires provide more "tire-to-pavement" contacting area for better starting and stopping traction. There is less wear, greater safety, less heating and more cushioning effect, thus giving a much smoother ride.

ADVANTAGES

Softer, smoother, quieter ride. Better traction and road stability. Less driving fatigue. Easy steering. Cooler-running. Less impact damage. Fewer repair bills, rattles, squeaks. Quiet operation at all speeds. Increased tire mileage.

NOTE how regular tire tends to jump over obstacles in road.

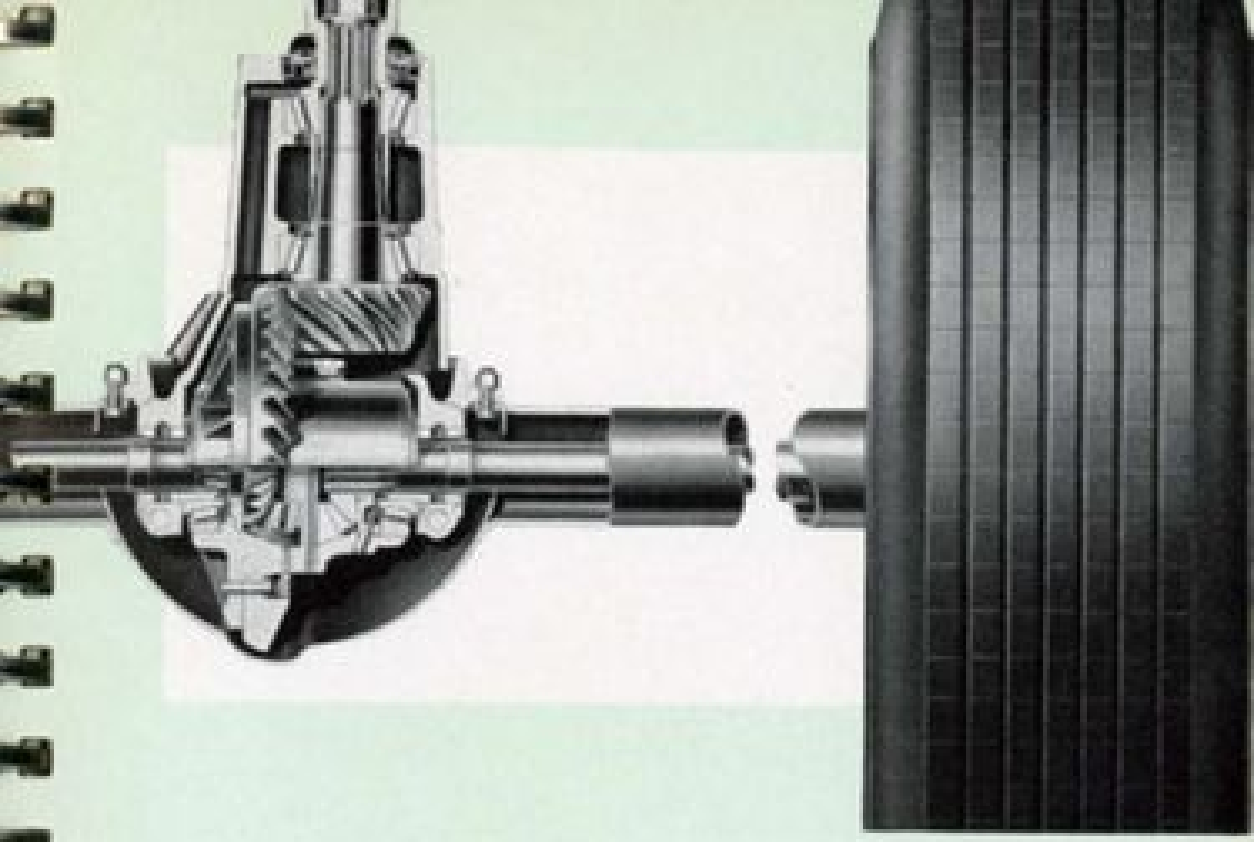
NOTE how deluxe, low-pressure tire "absorbs" obstacles in road.



THE 1953 CADILLAC POWER TRAIN

The Cadillac chassis power train conveys the twisting force, or torque of the engine, to the rear wheels. Component parts of the power train include the improved Cadillac Dual-Range Hydra-Matic transmission, which is discussed in a separate section of this book. A second and alternate component is the famous Cadillac Synchro-Mesh transmission available in limited supply on Series 75 and Cadillac commercial cars.

Other important components of the Cadillac power train are the precision-built, tubular propeller shaft, and full needle-bearing universal joints. These are designed and built to give dependable and smooth, vibrationless operation for many thousands of miles of driving. It is virtually trouble-free.



1953 REAR AXLE RATIO MEANS QUIETNESS, ECONOMY, DURABILITY

1953 Cadillac cars equipped with Twin-Turbine Dynaflow are provided with a 3.36 to 1 rear axle ratio for maximum performance combined with quietness, durability and excellent economy. With this rear axle ratio, the 1953 Cadillac engine is required to make only 3.36 revolutions for one complete revolution of the rear wheels at cruising speeds. In other words, the new 1953 210-horsepower Cadillac engine in company with the Dynaflow automatic transmission and the 3.36:1 rear axle ratio is required to make only 2,405 revolutions per mile. Cars with higher rear axle ratios require their engines to work much harder, turn more revolutions per mile and wear faster than the Cadillac engine. On this basis, the extra Cadillac miles obtained not only mean savings on gasoline and oil, but also reduce maintenance and provide longer engine life.

Gears in Cadillac's semi-floating rear axles are cut so that the driving pinion meshes with the ring gear, well below the center line of the differential. This accounts for the lower drive-shaft, lower floors and almost unnoticeable rear floor tunnel.

1953 POWER STEERING

A NEW CONCEPT IN STEERING AND HANDLING EASE!

Through the years, Cadillac engineering has introduced many of the industry's great achievements. And it has always done so in an effort to make the Cadillac car easier, more relaxing and more enjoyable to drive. Cadillac brings still greater driving ease to Cadillac owners by presenting another major automotive development—improved Cadillac Power Steering.

The new system is so designed that there is no hydraulic assistance under very light steering conditions, such as the slight maneuvering required to steer on a straight road. Another safety factor inherent in Cadillac's power steering unit is that the hydraulic system, in addition to acting as a booster, also resists kickback or "road shock" and provides the driver with positive control of the car. Power steering is available as an option at extra cost on all Cadillac cars.

CADILLAC POWER STEERING MAKES DRIVING EASIER . . . MORE ENJOYABLE

THE CADILLAC DRIVER IS IN CONTROL . . .

Cadillac Power Steering combines a conventional normal steering gear and a Hydraulic Booster. Under straight-away movement on the road and during minor maneuvering, the booster does not come into operation. But at its peak assistance point, such as in parking, it eliminates as much as seventy-five per cent of all normal steering effort.

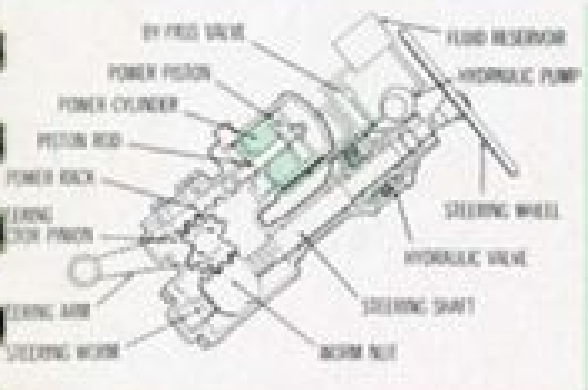
The purpose of this advanced design is to reduce manual steering effort, especially when parking, and still let the driver retain his "feel of the wheel" under all conditions. Cadillac Power Steering, improved for 1953, materially reduces road shock at the steering wheel.

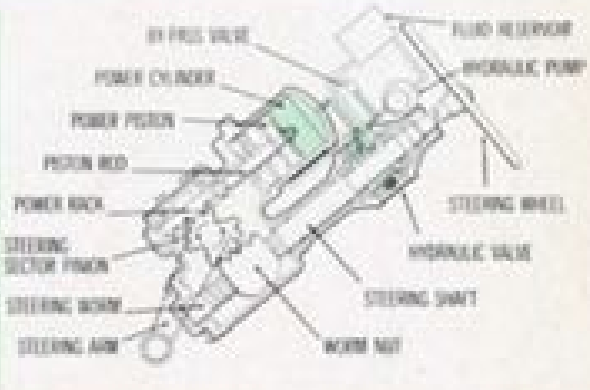
. . . POWER STEERING DOES THE WORK!

During ordinary driving, Cadillac Power Steering becomes effective when a manual effort of about three pounds is required at the rim of the steering wheel. The maximum effort required of the driver under any condition does not exceed about eight pounds—as opposed to the approximately fifty pounds that are often required with conventional steering.

It should be remembered that this hydraulic system is only a booster and takes away none of the driver's steering initiative. On a curve, for instance, the car follows the path directed by the driver and will not go beyond the arc he has set. It will recover from the turn in the normal way.

Thus, Cadillac Power Steering not only increases the joy of motoring, but greatly reduces physical effort. It provides greater safety than before by giving the driver complete control.

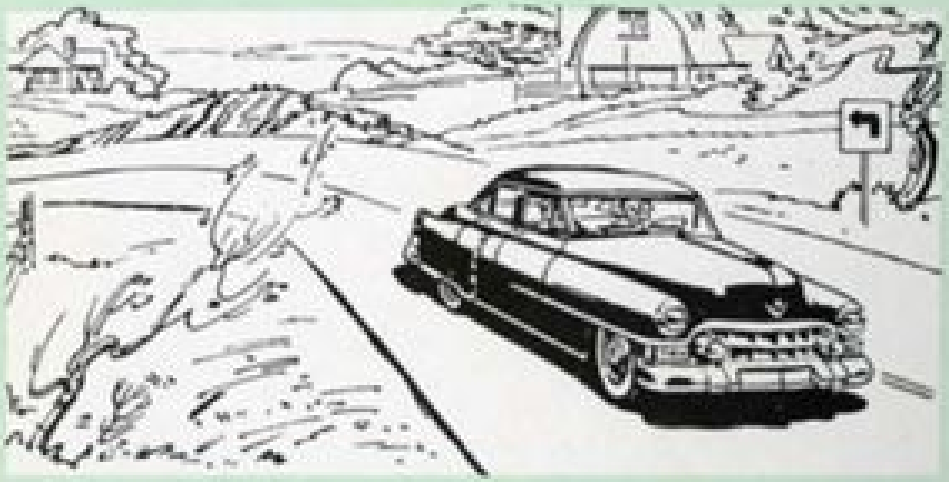




The above two simplified drawings show what happens when the Cadillac driver turns the steering wheel of his car. When he turns the wheel to the left, the hydraulic valve mechanism is actuated to permit the hydraulic power pump to force oil under pressure to the lower end of the power cylinder as indicated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

● TURNING

With Cadillac Power Steering it takes only the weight of the driver's hand to master the curves and the corners. And yet, because it provides hydraulic assistance that is "graduated" to meet the requirements of the turn, Cadillac Power Steering takes away none of the driver's "road feel."



● SAFETY

Cadillac Power Steering is completely safe, both because it does not interfere with the driver's present steering habits and because the oil-filled cylinder serves as a shock absorber. Should Cadillac Power Steering become inoperative, the car is steerable in the conventional way.

STEERING IN EVERYDAY DRIVING

● RECOVERY FROM TURN

Cadillac Power Steering has been designed to permit the wheels to return to their normal straight-ahead position after a turn just as they would with conventional steering. Thus, the hydraulic action of Cadillac Power Steering does not interfere in any way with wheel straightening.

● PARKING

Women drivers, in particular, will delight at the ease with which Cadillac Power Steering enables them to park—even in the tightest spots. The wheels can now be turned with almost no conscious effort—even when the car is standing still. The driver can concentrate on the parking job at hand.

THE 1953 CADILLAC ENGINE

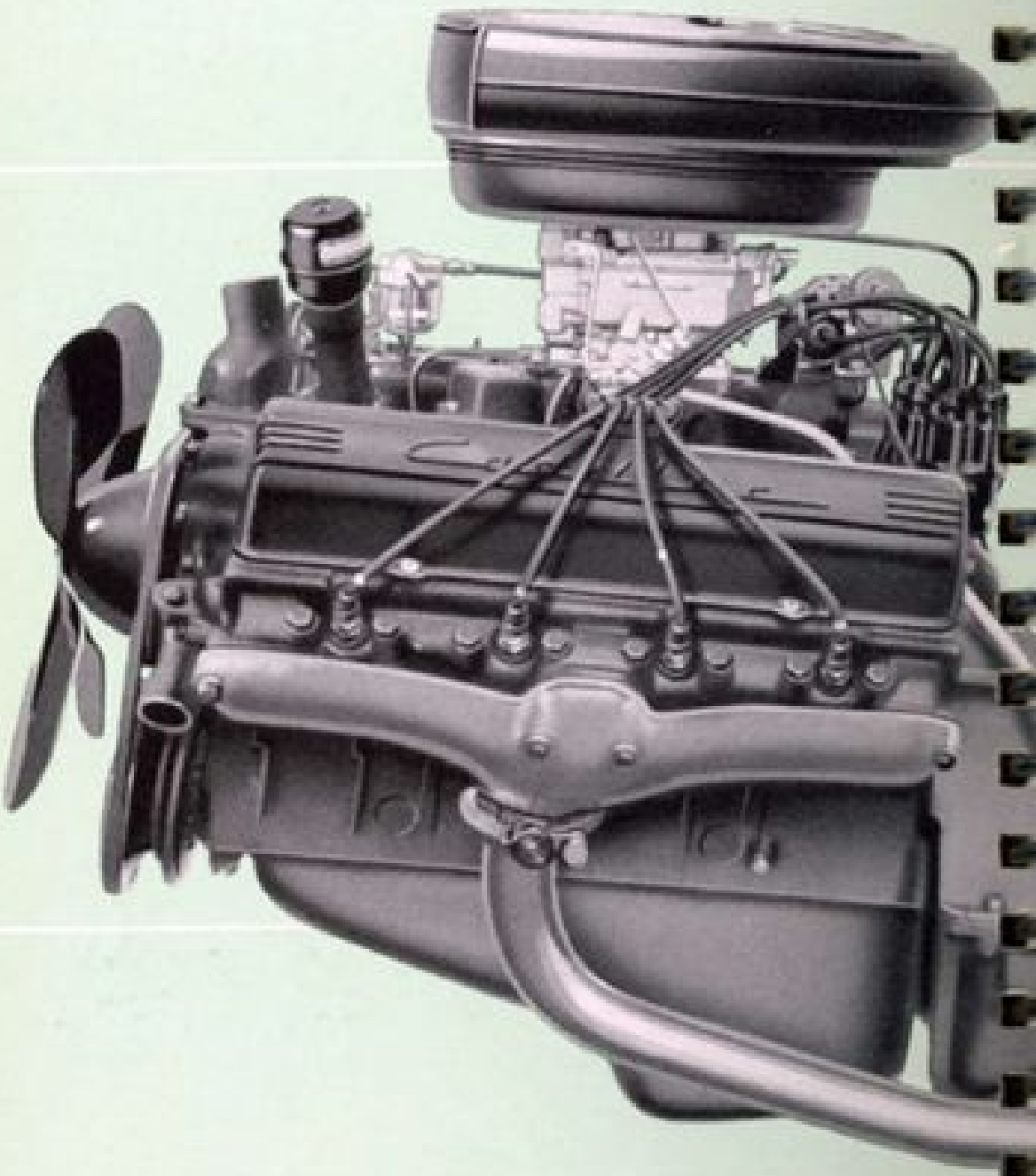
A NEW ERA IN "HIGH-COMPRESSION" EFFICIENCY!

For 1953, Cadillac again brings to the American motoring public an engine that is destined to go down in automotive history as the *power sensation of the highways* . . . 210-horsepower, eager and ready to provide flashing response, surging power and smooth, swift acceleration. This *greatest* in a long line of Cadillac V-type engines brings a *new* "high-compression" ratio of 8.25:1 . . . with smoother, quieter, more economical performance than ever before! It features a brand new combustion chamber for greater fuel efficiency! It offers the latest automotive development in a "high-lift" valve mechanism which raises the valves higher to charge the cylinders with a greater volume of fuel-air mixture. The result is MORE POWER from every drop of gasoline.

There are many Cadillac "*features of the future*" available in the 1953 Cadillac engine *today!* The 1953 Cadillac engine incorporates the big Cadillac four-barrel carburetor that means added mileage, better performance and the safety and convenience of rapid acceleration . . . a new 12-volt electrical system for better performance and easier starting . . . new pistons that allow closer fits and give whisper-quiet operation. Cadillac's dual exhaust system and dual pipes with dual mufflers and resonators *double* the capacity of the engine exhaust system and provide a substantial reduction in engine back pressure and correspondingly better engine performance. These features and many more covered in this section of the 1953 *Data Book* are proof that CADILLAC WRITES THE HISTORY OF V-TYPE ENGINES IN AMERICA.

AS ALWAYS—THE STANDARD OF THE WORLD!

THE HIGHEST DEVELOPMENT YET ACHIEVED



REMEMBER . . .
CADILLAC HAS WRITTEN THE HISTORY OF

IN AUTOMOTIVE POWER!

FEATURES OF THE 1953 ENGINE

New Smoother Performance

New Quieter Operation

New "High Lift" Valve Mechanism

New 8.25:1 "High Compression"

New 210-Horsepower

New Swifter Acceleration

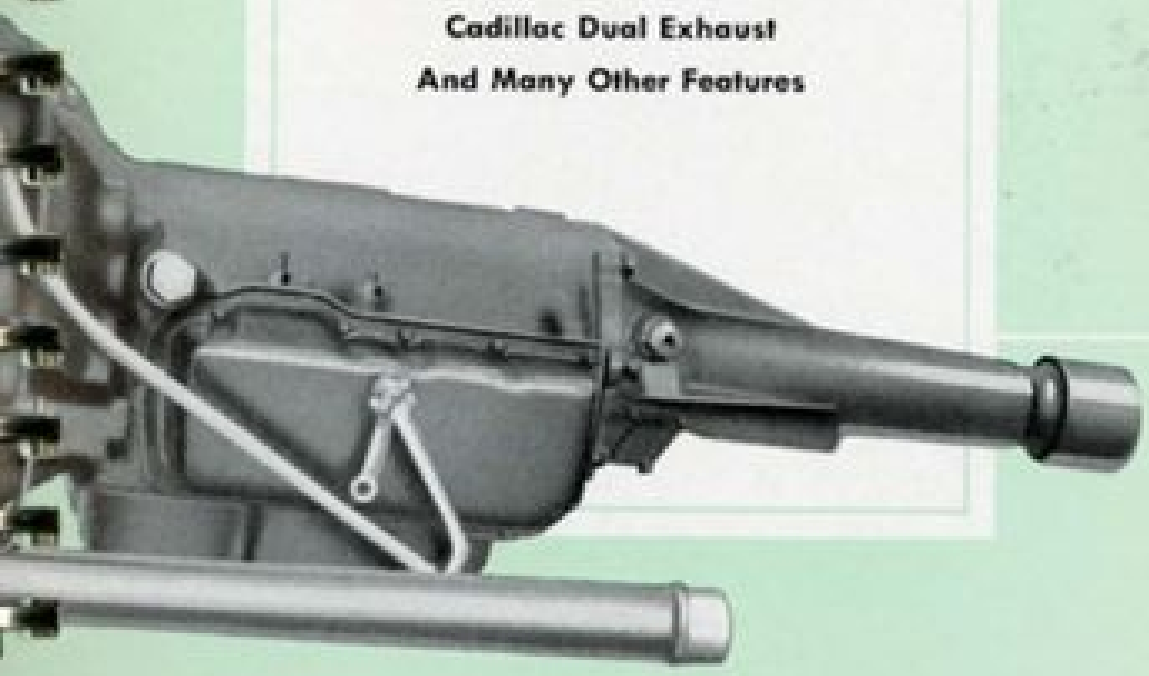
New 12-Volt Ignition System

New Greater Economy

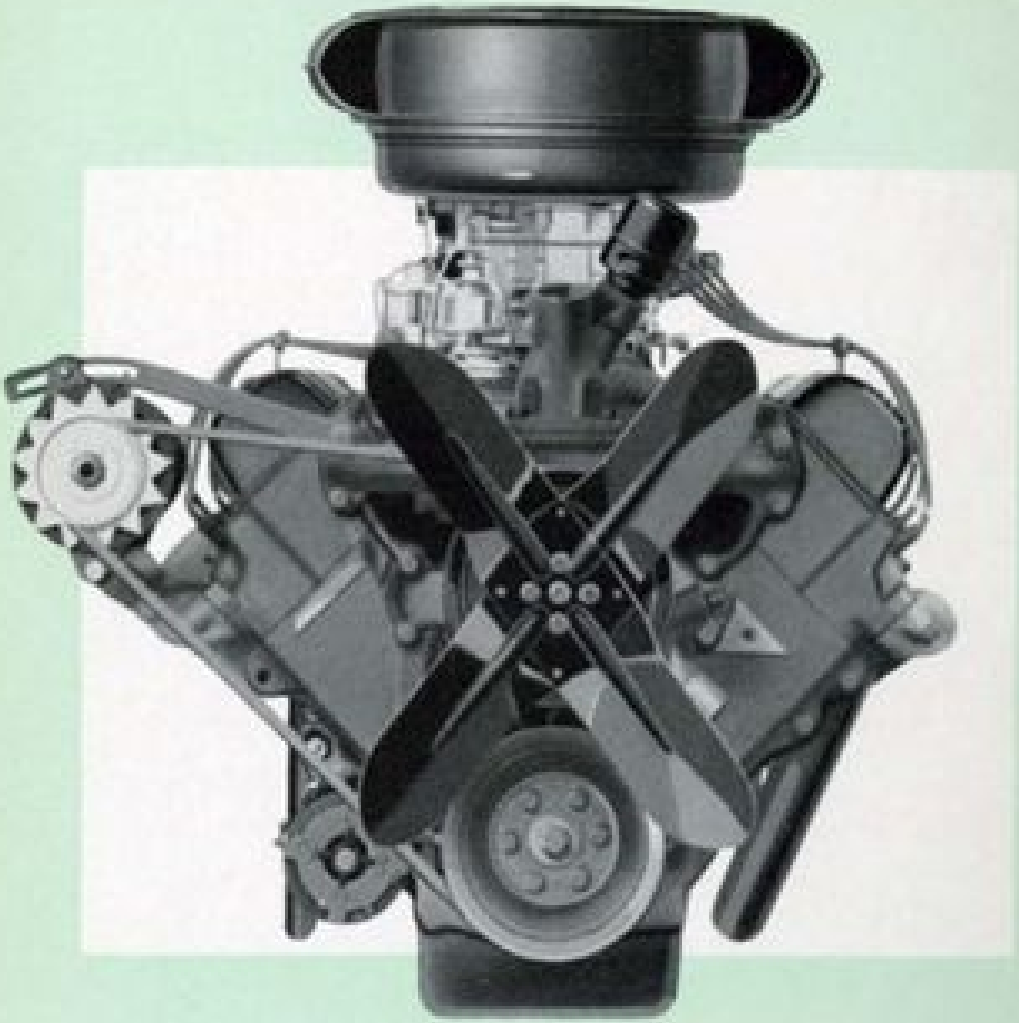
Cadillac Four-Barrel Carburetor

Cadillac Dual Exhaust

And Many Other Features



V-TYPE ENGINES IN AMERICA SINCE 1914!



CADILLAC WRITES THE HISTORY OF V-TYPE ENGINES IN AMERICA

It is a well-known fact that it is Cadillac that writes the history of V-type engines in America. In 1914, America's first V-type automotive engine was introduced by Cadillac. In the following 38 years a whole series of Cadillac superlative, constantly improving motor car power plants was built.

This year, Cadillac is proud to present the greatest of all of its V-type engines. This new, 210-horsepower, high-compression overhead-valve engine continues to set new standards for the automotive world.

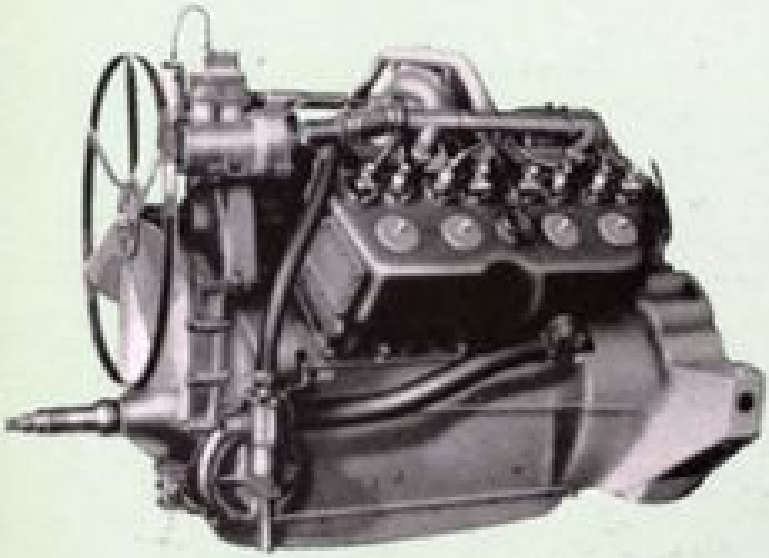
With the 1949 model, Cadillac startled the automobile industry with an engine which could be built smaller and more compact, to weigh less per horsepower delivered, and cost less per horsepower obtained. The idea, new to the industry at that time, was the introduction of a short-stroke, large-bore engine for minimum frictional losses and maximum efficiency. Each year, Cadillac engineers have improved this 1949 version . . . until today, in 1953, the product of Cadillac research and engineering effort is *the highest development yet achieved in automotive power!*

And this year Cadillac presents its improved creative masterpiece with even greater pride—a more powerful, far finer version of the traditional Cadillac V-type engine, already acknowledged the finest automotive engine in the world.

The 1953 Cadillac power plant, like all V-type engines ever built in this country, owes much to the famous Cadillac engines which have borne the Cadillac name during the past 38 years. Through all the intervening years, Cadillac alone concentrated exclusively on building America's finest automobile—*powered by V-type engines.*

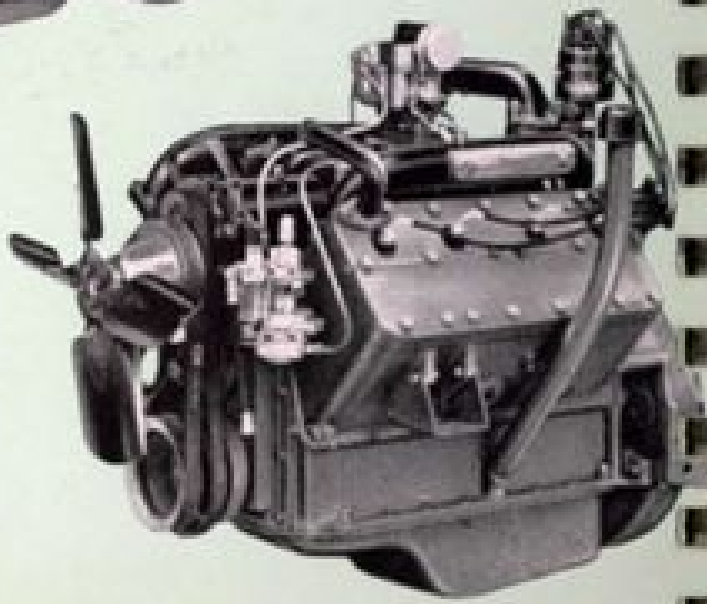
1953 CADILLAC ENGINE OWES MUCH TO CADILLAC ENGINES OF THE PAST

Advances in the 1953 Cadillac engine have been brought about by a process of evolution—by the cumulative effect of innumerable small improvements. But, having arrived by such process at a given state of Cadillac excellence, occasionally developments are introduced that accelerate progress by a greater than ordinary increment. Many such new developments have been incorporated in the 1953 Cadillac engine. These new developments will be discussed in the following pages of this section. First, however, see how much the 1953 Cadillac engine owes to the famous V-type Cadillac engines which have borne the Cadillac name during 38 of the past 50 years of Cadillac progress:



1914

America's first V-type automotive engine was introduced by Cadillac in 1914. This—the first in a distinguished series of Cadillac V-type engines — immediately created a whole new idea of automotive performance.

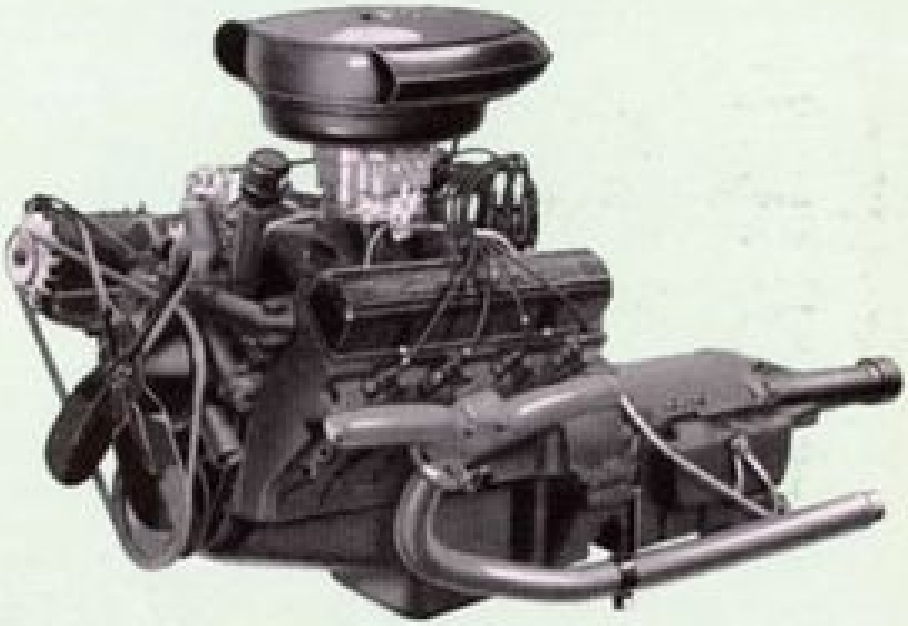


1948

In the following 34 years, a whole series of Cadillac superlative motor car power plants was built. Each year brought improvements and engineering developments that pioneered the way for today's modern power plants.

1949

In 1949, Cadillac introduced a totally new engine improved in every way. This, then new, 160-horsepower, high-compression valve-in-head engine was destined to set new standards for the automotive world.



1952

In 1952, Cadillac offered 190-horsepower. The Cadillac four-barrel carburetor, exclusive dual exhaust, high-capacity air cleaner, larger exhaust valves and wider "free-flow" exhaust ports were among the many features.

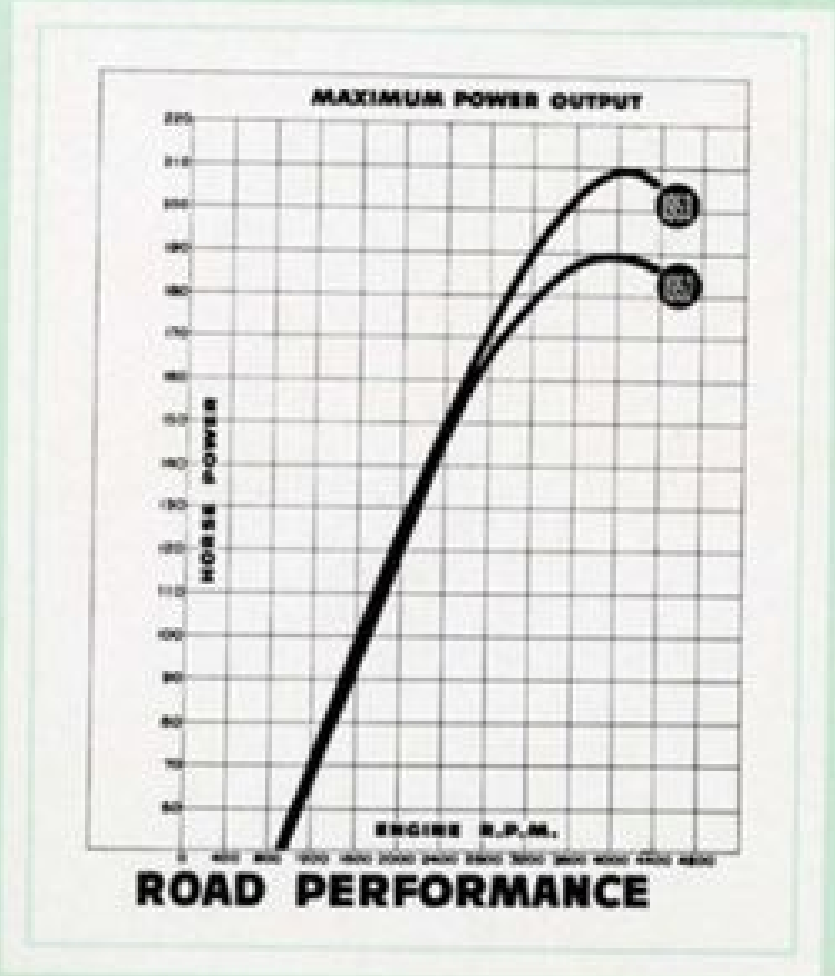
1953 A NEW ERA IN "HIGH-COMPRESSION" EFFICIENCY!

MILES AND YEARS OF TESTING

It is an undeniable fact that no motor car engine ever built has back of it a history of development, testing and achievement that is comparable to that of this new 210-horsepower Cadillac power plant. Its basic design, in addition to laboratory tests, has been proved over a period of 38 years in the hands of the world's most exacting motorists. In the course of testing, the 1953 Cadillac engine, like all of the models that have preceded it, has been exposed to every conceivable strain and hazard—sustained high speeds on the road; pulling tests up grades as steep as 27%; mud roads designed to draw everything out of an engine; water baths that search out any weak spots. Those who know best—test drivers and experimental engine specialists—say without reservation that the 1953 210-horsepower Cadillac engine is more powerful, more durable, more efficient than any stock car engine ever built —including the great previous Cadillac engines.

210-HORSEPOWER PLUS ECONOMY . . . PLUS BETTER ROAD PERFORMANCE

The 1953 Cadillac engine offers dramatic road performance . . . sparkling acceleration and get-away. As brilliant as the past performance of Cadillac engines has been, the 1953 engine surpasses its history-making V-type predecessors. In the chart below, you can compare the maximum power output of the 1953 engine with its 1952 Cadillac counterpart. Note the amazing increase in efficiency and power output of the 1953 engine.



ROAD PERFORMANCE

A NEW ERA OF

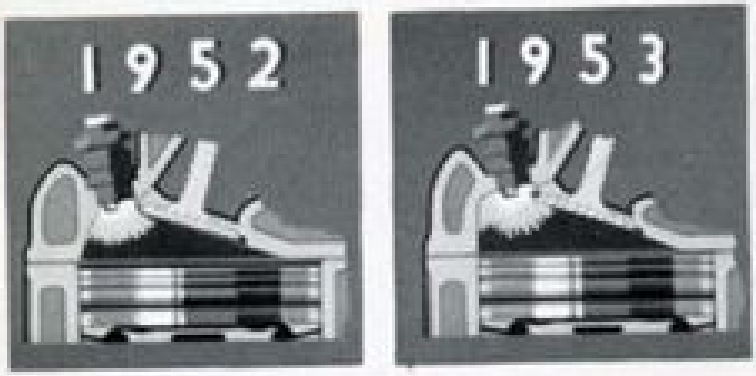
WONDERFUL NEW ECONOMY

Cadillac engineers have built real economy into the 1953 Cadillac engine and chassis by combining the advantages of 8.25:1 "high-compression" engine efficiency with Dual-Range Hydra-Matic and a *numerically lower* rear axle ratio for 1953. A standard 3.07:1 rear axle ratio for 1953 means that the Cadillac engine is required to make only 3.07 revolutions for one complete revolution of the rear wheels. In other words, the Cadillac 210-horsepower engine in company with Hydra-Matic and the 3.07:1 rear axle is required to make only 2,198 revolutions per mile. Even with the terrific performance of the Cadillac engine in 1952 . . . the engine was required to make 2,404 revolutions per mile when coupled with Hydra-Matic and a numerically higher rear axle ratio of 3.36:1. For 1953, Cadillac's extra 20-horsepower makes possible the use of the lower rear axle ratio *with ECONOMY of operation and even IMPROVED ACCELERATION.* The bar chart above demonstrates how these extra miles obtained by the 1953 Cadillac add up to savings on gasoline! This combination also offers savings on oil, reduced engine maintenance costs . . . *and longer engine life.*

ENGINE PERFORMANCE AND ECONOMY

FLASHING NEW ACCELERATION

Since its introduction, the Cadillac V-8 "high-compression" overhead valve engine for 1953 has exceeded all expectations. In addition to added horsepower, new efficiency and improved performance . . . this great new 210-horsepower Cadillac engine, coupled with Hydra-Matic and a 3.07:1 rear axle ratio, is destined to become even more famous for its flashing response at traffic lights or on the open highway. Eager, willing power responds to the slightest pressure on the accelerator. Response is in one smooth surge of action through all forward speeds. The bar chart above is graphic proof that again Cadillac offers the engine sensation of the nation. It surpasses its history-making 1952 predecessor. The 1952 Cadillac, equipped with 190-horsepower engine and a 3.36:1 rear axle, *is left 100 feet behind the 1953 Cadillac in 20 seconds.* And tests made at General Motors Proving Grounds reveal many other dramatic advantages in favor of the 1953 Cadillac engine and chassis.

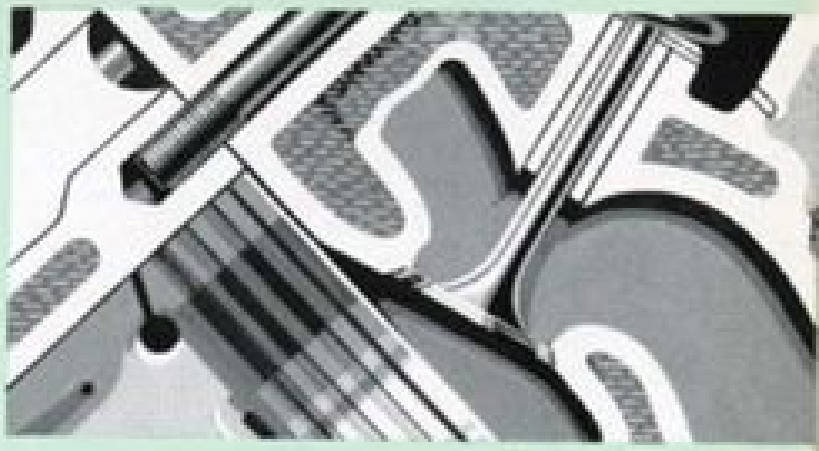


NEW HIGHER COMPRESSION RATIO

The compression ratio of the 1953 Cadillac engine has been increased from 7.50:1 in 1952 to 8.25:1 in order to gain two desirable results. The first of these is *more power and a higher standard of Cadillac performance.* This fact is probably more important to Cadillac owners than the second reason—*economical operation.* In the new Cadillac combustion chamber a larger amount of fuel-air mixture is compressed.

NEW COMBUSTION CHAMBER

The Cadillac engine is basically designed for compression ratios as high as 12 to 1. Such ratios are not practical today because of the limitations imposed by the type of premium gasolines generally available. The 1953 engine is designed to operate efficiently on fuels available everywhere and much of the efficiency of this engine may be credited to the new high-compression design of the combustion chamber in the cylinder head. The compact shape of this chamber increases turbulence, shortens the flame travel and helps cool the last portion of the burning mixture to give smoother performance.



EXTRA-LARGE EXHAUST VALVES

To permit free breathing and better exhaust, larger exhaust valves of special alloy steel permit hot gases to escape rapidly from the cylinders. Valves in the Cadillac engine are spaced so that cooling water is circulated completely around valve ports. This improves the operating efficiency of the engine.

EXTRA-WIDE EXHAUST PORTS

In the 1953 Cadillac engine, the valve ports are wide and smooth with very low restrictions to permit free passage of gases with minimum heat transfer into the ports. Cadillac's exhaust valve-and-port arrangement contributes to the rapid passage of gas mixtures directly into and out of the cylinders, also improving engine operating efficiency and performance.

NEW COMBUSTION SMOOTHNESS

The illustration indicates the compact shape of the 1953 combustion chamber. The flame front progresses evenly across the combustion chamber. This means uniform pressure on the piston head and a smooth delivery of power. Detonation is limited by the "quenching effect" of the small clearance area between the piston and the combustion chamber at a point opposite the spark plug. Complete burning of the fuel-air mixture is thus accomplished.

NEW "HIGH LIFT" VALVE MECHANISM

Cadillac offers an amazingly efficient new "high lift" valve mechanism in the 1953 engine. It is closely related to the type used in high-speed racing car engines in popular use on American tracks. This new mechanism provides a larger opening through which more fuel-air mixture can enter the cylinder. Cadillac's *newly designed pistons* for 1953 then compress the gasoline vapor and air into less space than ever before. This adds greatly to making the 1953 Cadillac engine the most powerful and the most efficient engine of all time!

NEW "HIGH LIFT" CAMSHAFT

All Cadillac camshafts are machined from high alloy castings. The cam and bearing surfaces are specially treated to give them permanent friction-resisting qualities. Five bearing supports make the short Cadillac camshaft even more rigid, thereby maintaining split-second timing of the valves.

NEW LONGER PISTONS

New Cadillac pistons for 1953 feature the slipper-type skirt in which part of the skirt is cut away to reduce both weight and friction in the engine. This design allows the use of a short connecting rod of great strength. Cadillac pistons nest into the crankshaft counterweights. The light weight of these aluminum alloy pistons reduces inertia when the engine is operating at high speeds and permits faster acceleration. A special heavy-duty oil ring adds to oil mileage.

RUGGED I-BEAM CONNECTING RODS

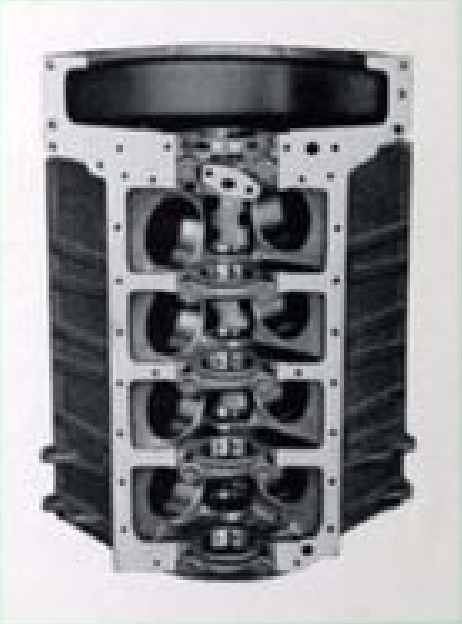
Cadillac connecting rods are short, strong and rigid. All thrust surfaces are ground and highly polished to reduce friction to the minimum. For extra strength they are formed in I-Beam section for long, trouble-free life.

WELL-DESIGNED PISTON-CRANKSHAFT ASSEMBLY

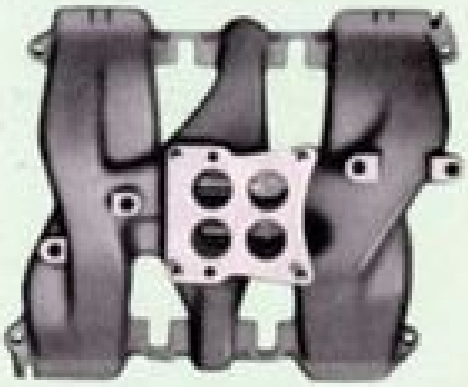
Vital to good engine performance is a well-designed piston and crankshaft assembly. The use of small, light, scientifically designed engine parts is one effective method of reducing friction and weight in the 1953 Cadillac engine. The shorter engine design, first introduced by Cadillac in 1949, increases the number of bearing supports from three to five and reduces the size and weight of crankshaft and camshaft. The main-bearing crankshaft has great rigidity and great torsional resistance, which provides smooth, quiet engine operation.

RUGGED CYLINDER-BLOCK CONSTRUCTION

The rigid, box-like construction of the powerful 1953 Cadillac cylinder block distributes power stresses evenly throughout the special high-strength, grey-iron alloy casting. Five sturdy main bearing bulkheads and heavy ribbing between these webs relieve the metal of all internal stresses encountered in high-compression engines.



BIG "FREE-FLOW" INTAKE MANIFOLD



The breathing efficiency of the 1953 Cadillac engine has also been greatly improved by the development of an improved intake manifold. The 1953 manifold has large and smooth passages. It is designed to deliver uniform charges of fuel-air mixture to cylinders.

BIG AIR CLEANER AND INTAKE SILENCER

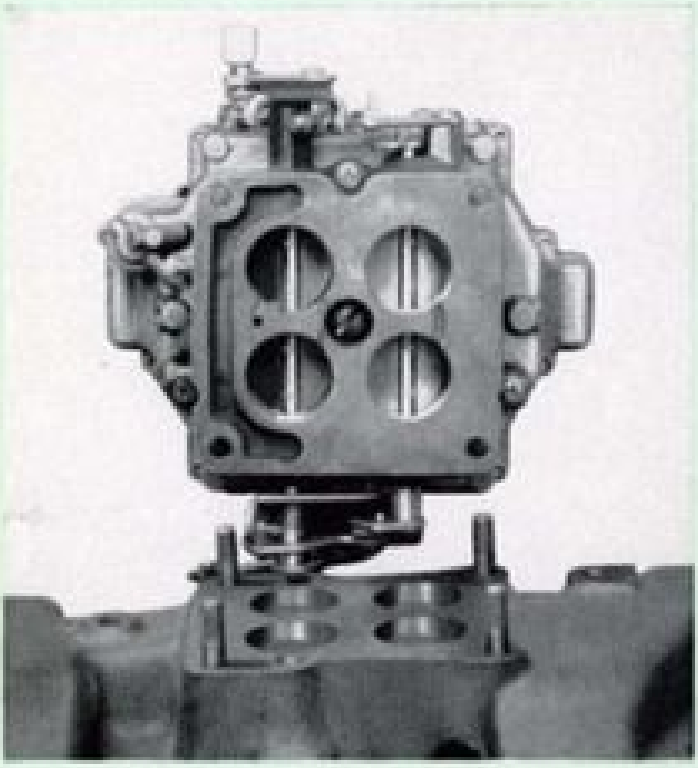
For 1953, the high-capacity carburetor air cleaner directs a flow of air into the carburetor for better engine breathing. As in past years, the air cleaner is of the heavy duty oil-type to provide efficient air filtering, and this year it is mounted with a center stud to improve sealing at the carburetor gasket.

BIG FOUR-BARREL CARBURETOR

For added mileage, better performance and the safety and convenience of smooth and rapid acceleration—Cadillac offers a four-barrel carburetor of advanced design. This unit, in combination with Cadillac's unrestricted engine intake and dual-exhaust manifolding, plays an important role in the high output of the 1953 Cadillac 210-horsepower engine.

This four-barrel "carburetor of tomorrow"—made available today for Cadillac owners—works in two sets of dual-barrel carburetors mounted on the engine in tandem. The forward dual-barrel unit is the basic operating or "primary" carburetor. The aft dual-barrel unit is the "booster" or "secondary" carburetor, and comes into play as needed. At low speeds, the engine works from the primary carburetor. In driving emergencies on the highway, or when sparkling acceleration is required in city driving, the secondary carburetor comes into action by additional pressure on the accelerator pedal. The result is smooth, powerful and satisfying acceleration. No noticeable "bump" is felt by the driver at the entrance of the secondary carburetor into engine use.

Better, smoother performance in the top half of speedometer range requires a larger quantity of fuel-air mixture rather than a richer mixture. One of the major advantages of the Cadillac four-barrel downdraft carburetor is that the "secondary" carburetor permits the engine cylinders to be packed more effectively due to the higher pressure in the intake manifold at the beginning of the compression stroke before the intake valve is closed.



ADVANTAGES

- Quick starts in cold weather.
- Freedom from stalling.
- Greater fuel economy.
- More power and speed.
- More rigid construction.
- Smooth and ultra-fast acceleration.

MORE HORSEPOWER WITH DUAL-EXHAUST

Each bank of four cylinders in the 1953 Cadillac engine exhausts directly into separate manifolds—one on each side of the engine. The dual pipes double the capacity of an exhaust system, provide a substantial reduction in exhaust back pressure and better engine performance.

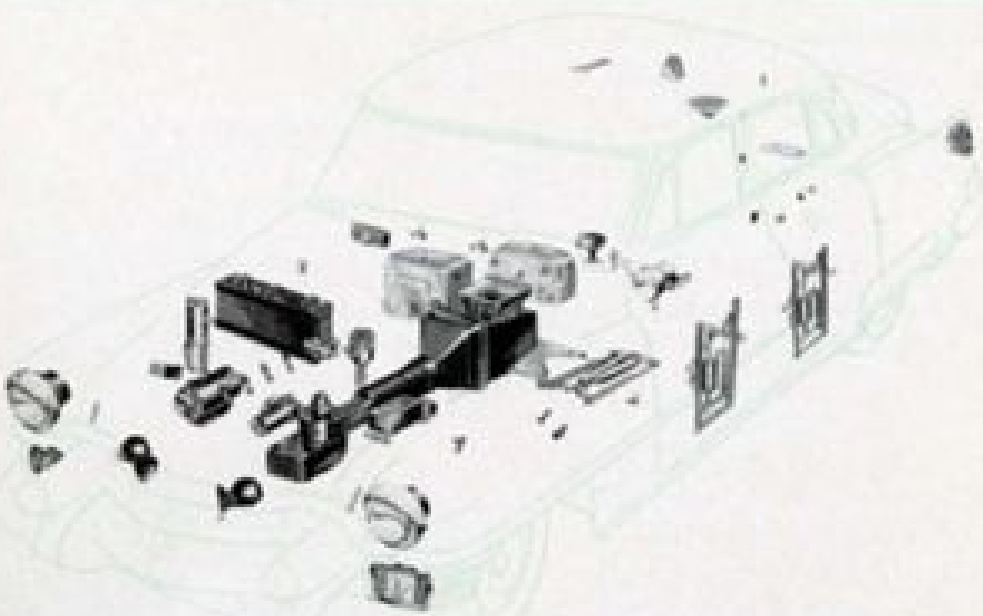
Road horsepower is increased by this Cadillac feature and fuel mileage boosts of up to two miles per gallon of gasoline are not uncommon. Other advantages are higher all-around engine efficiency and added driver satisfaction.

NEW 12-VOLT ELECTRICAL SYSTEM

For better engine performance, quicker and easier starting in all kinds of weather, and to provide available reserves of electrical energy for ignition, lighting and accessories . . . Cadillac has again taken the initiative in the automobile industry by designing and incorporating a new and advanced 12-volt electrical system for 1953 Cadillac cars.

This new system which replaces the 6-volt electrical system, standard on American passenger cars for many years, solves two problems of unusual importance to 1953 Cadillac owners. The compression ratio of the Cadillac engine increases the 1952 ratio of 7.5:1 to the 1953 high-compression ratio of 8.25:1. In addition, more and more electrical owner-convenience accessories have been built into the 1953 Cadillac.

These two factors add up to a greatly expanded demand on the 1953 Cadillac electrical system. Previous 6-volt electrical systems, still in use on some makes of cars, were inadequate for the new higher Cadillac compression ratio where engine performance depends on the delivery of consistent high-voltage to the spark plugs.



The Cadillac electrical system is now instantly responsive to every requirement of the car. And, has the capacity to perform additional duties without being overburdened.

For example, the new 1953 Cadillac ignition system will deliver from 10,000 to 27,000 volts to the spark plugs for many thousands of miles without attention.

Cadillac's new 12-volt system nearly doubles the coil voltage of the previous 6-volt system and the improved ability of the new system to fire fouled spark plugs will mean improved engine performance in 1953, even after the car has traveled many thousands of care-free miles.

To the Cadillac owner, the new system means a smoother, more dependable running engine and less frequent re-setting of spark plug gap.

ADVANTAGES OF THE NEW 12-VOLT ELECTRICAL SYSTEM INCLUDE:

- **Extra reserves of electrical energy for ignition, lighting and accessories.**
- **Improved starting in cold weather.**
- **Improved starting in wet weather.**
- **Delivery of consistent high voltage to the spark plugs.**
- **Better engine performance.**
- **Permits the use of the 1953 Cadillac Air Conditioning.**
- **A reduction in wire size throughout the system.**
- **Satisfactory spark plug voltage for compression ratios up to 12:1 when 100-octane gasoline becomes available.**

NEW HIGH CAPACITY 12-VOLT GENERATOR

Wattage output has been increased 33 per cent in the same size generator. This provides an ample and safe margin of reserve over normal peak operating requirements.

NEW 12-VOLT STARTING MOTOR

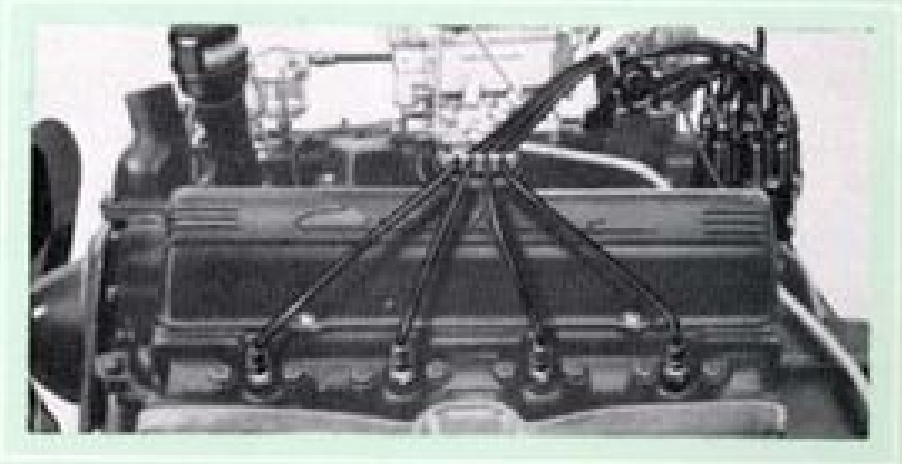
The new 12-volt starting motor used in connection with Cadillac's 1953 electrical and ignition system is designed for extremely heavy-duty operation. It assures *quick-starting* in all kinds of weather and offers the Cadillac owner the most dependable starting motor ever built since 1911, when the invention of the starter helped make the automobile a necessity. Cadillac's new 12-volt starter provides over 50% greater engine cranking speed at zero temperature.

NEW 12-VOLT BATTERY

Cadillac engineers have also set the pace for the automotive industry in helping to develop a new 12-volt battery for 1953. This new battery has a 46 per cent gain in rated capacity. It is longer and narrower to conserve space and mounts in a new battery box on the dash under the hood.

NEW "HIGH VOLTAGE" DISTRIBUTOR

Under all weather conditions, Cadillac's new 1953 Distributor can safely handle up to 5,000 more volts than previous models. A strong spark is assured for smooth operation and full power. The cap, rotor, breaker lever arm, breaker plate and vacuum advance unit of the 1953 Cadillac Distributor are of advanced design. Also, the vacuum advance mechanism has been redesigned to provide a greater spark advance.



WATERPROOF IGNITION WIRING

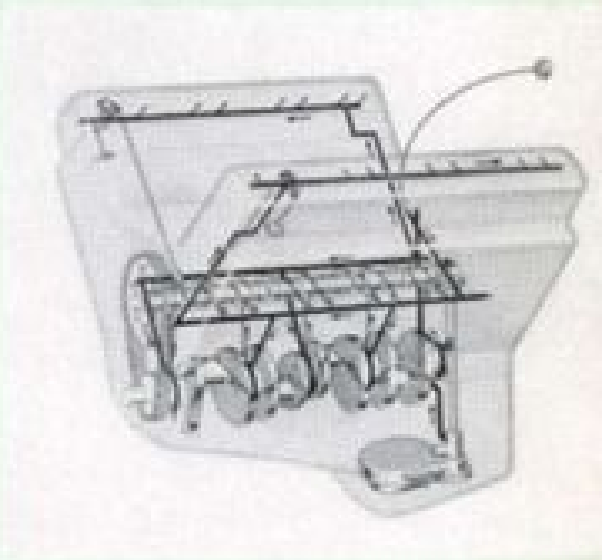
The ignition system of the 210-horsepower engine is protected against moisture and water splash by the addition of neoprene spark plug boots, which are integral with the high-tension wires. Ignition wiring brackets and terminals for both the distributor and spark-plug ends of ignition wiring and vinyl distributor boots are standard on all 1953 models.

HYDRAULIC VALVE SILENCERS

Hydraulic valve silencers assure the 1953 Cadillac owner that there is no clearance space between the tappet and the valve mechanism parts. Valve reconditioning, necessitated in most instances by incorrect valve-tappet clearance, is reduced to a minimum, resulting in longer valve life. As a result, whisper-quiet operation is an outstanding feature of this engine.

FULL-PRESSURE ENGINE LUBRICATION

The life of the 1953 210-horsepower Cadillac engine is prolonged by the effectiveness of its full-pressure engine lubrication system which pumps oil, under pressure, from the crankcase directly to the overhead valve assembly, and to the bearings of the crankshaft, camshaft, connecting rods and rocker shafts. A positive jet of oil is delivered to the cylinder walls and to the piston pin bearings.



ENGINE MOUNTINGS

The Cadillac engine is mounted at three points in synthetic rubber to insure its smooth, quiet operation at all times. Actually, the engine is suspended in perfect balance. It is not rigidly mounted but is allowed to rock gently on its mounts.

COOLING SYSTEM OF ADVANCED DESIGN

The Cadillac engine is cooler in operation due to its compact bank of cylinders. Cooling water travels only a short distance to reach the farthest cylinder. Also, the cylinder wall and combustion chamber area in contact with cooling water is small. This means an over-all lessening of heat transfer to the cooling water—thus more heat energy is available for power. Proper temperatures for all operating conditions are an inherent part of Cadillac cooling system design. The system warms up quickly and evenly because each cylinder wall is completely surrounded by the coolant. An integral casting, comprising water-pump housing and inlet and outlet water manifolds, eliminates all hose connections except one running to the lower and one to the upper radiator tanks.

1953 CADILLAC
AUTOMATIC TRANSMISSION

1953 CADILLAC WITH TWIN-TURBINE DYNAFLOW PROVIDES DRIVING EASE, SMOOTHNESS, SAFETY

Cadillac's brilliant 210-horsepower engine combined with the Dynaflow automatic transmission provides the Cadillac owner with a new experience in flexibility, driving ease and convenience.

All power transmission is oil-cushioned through the torque converter. There is no shifting of gears. Thus, acceleration or deceleration is accomplished with exceptional smoothness.

Here, briefly, is what each position of the quadrant selector lever accomplishes for the driver—

P—Park. This position provides a second, positive parking brake. Setting the indicator on "P" drops a steel pawl into its ratchet, locking the rear wheels. Naturally, it can be used only when the car is at a complete standstill. Engine may be started in this position.

N—Neutral. The same as on conventional transmissions. Engine may also be started in this position. The drive shaft is disconnected from the engine, and the car will roll freely down a grade or when pushed. A disabled car should be pushed in Neutral.

D—Drive. For all normal forward driving.

L—Low. This extra powerful range should be used only for starting trailers or when towing or pushing heavy cars; for starting extra heavy loads up steep grades; for extra "engine breaking" going down long, steep grades; or for "rocking" the car out of mudholes or snow. It can also be used when extremely fast getaway is desired.

R—Reverse. For backing—also an extra powerful range.

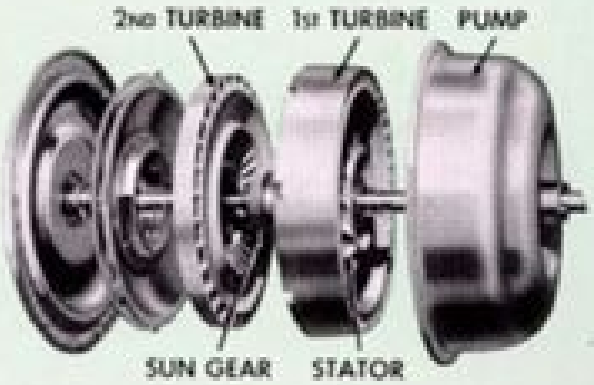
The engine cannot be started when the car is in gear. A safety switch keeps the starter from engaging unless the shift lever is either in "Park" or "Neutral" position.

The engine can instantly be used as a brake. At any speed below 40 miles an hour, Dynaflow can be shifted into "Low" position with a flick of the hand, giving quick yet gentle deceleration. This feature helps reduce brake wear on long, winding downhill stretches.

The car can't roll, even when parked on the steepest grade, when the indicator is in "Park" position.

Dynaflow's easy feeding of power enables the car to get under way without wheel spinning. This is especially valuable in slippery weather.

Other than having its oil level checked regularly, and changing the oil every 25,000 miles, Dynaflow needs no servicing at all. In fact, Twin-Turbine Dynaflow is easily the most foolproof and trouble-free of any torque converter in use today. It has four torque converter elements. These elements serve to provide automatically the power called for by the driver's foot on the accelerator or required to overcome the resistance of any type of road surface or degree of grade. Here, simply, is how the Dynaflow transmission works:



The pump, which is also the housing for all the elements, is fastened to the engine and turns as fast as the engine turns. The entire Dynaflow unit is filled with oil. As the pump turns, vanes on the inside of the pump force oil against the vanes of the turbines which also begin to turn, but more slowly than the pump. Since the turbines are geared to the drive shaft which leads to the rear axle, the car also begins to move.

Dynaflow, however, is a torque converter. It multiplies the

torque or twisting action exerted on the drive shaft. This is accomplished by an additional vaned unit called a stator. The vanes on the stator are arranged so as to direct the oil back to the pump at high velocity. The force of the returning oil serves to increase the power output of the pump. In other words, the oil returning to the pump actually multiplies the torque or turning power of the pump itself.

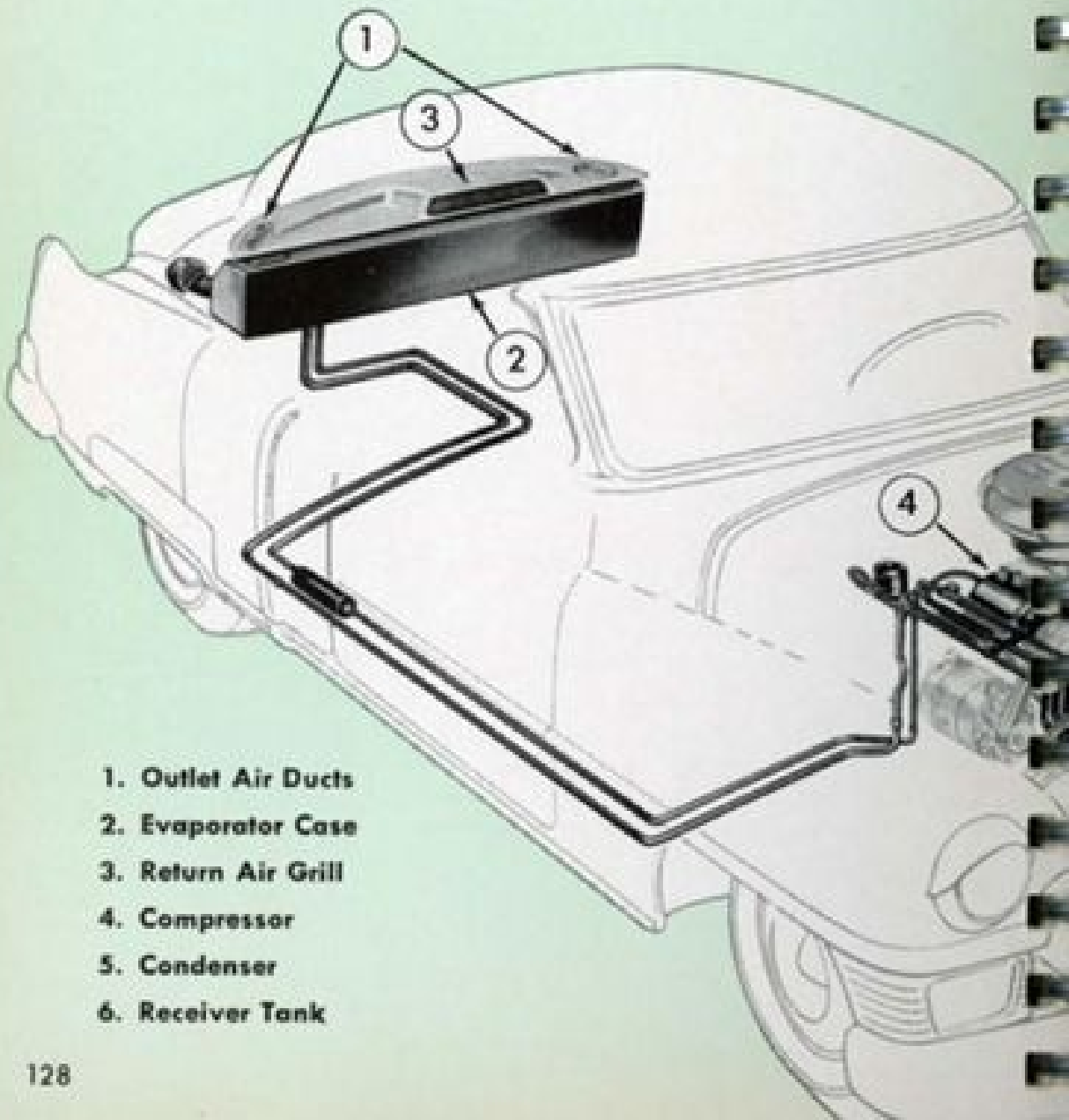
The turning force on the drive shaft is increased still further by a set of gears which multiply the turning force of the first turbine by 1.6 or a little over one and a half times. Thus, when the added torque supplied by the oil being redirected to the pump by the stator is combined with the torque added to the drive shaft by the step-down gearing, it amounts to increasing the turning power or torque of the engine by 2.45 or almost two and a half times. The result is a tremendous thrust of power to the rear wheels during acceleration or as needed in heavy going in soft terrain, on hills or when pulling heavy loads.

As the car attains cruising speed, less and less torque or twisting force on the drive shaft is required to keep the car moving. Dynaflow transmission automatically adjusts itself to meet these diminishing torque requirements. The first turbine gradually picks up speed until it is turning at about the same speed as the pump and the second turbine begins to take over and drive the car. During this transition the returning oil gradually begins to strike the back of the stator vanes instead of the front. This change results in a shifting of pressure permitting the stator and the sun gear to which it is coupled to free-wheel. The second turbine now takes over completely and the entire transmission of power from engine through the drive shaft is at a 1 to 1 ratio as it is in high gear in other transmissions.

At any change in the driving situation, however, where a sudden spurt of acceleration is required or a steep hill is encountered, simply depressing the accelerator brings the torque multiplication feature of Dynaflow into play. As the engine speeds up and the attached pump revolves faster than the turbines, the stator and gear-reduction unit again come into use to provide the additional thrust of power required. In effect, Dynaflow provides an infinite number of gear ratios to exactly meet any driving requirements.

NEW CADILLAC AIR CONDITIONER

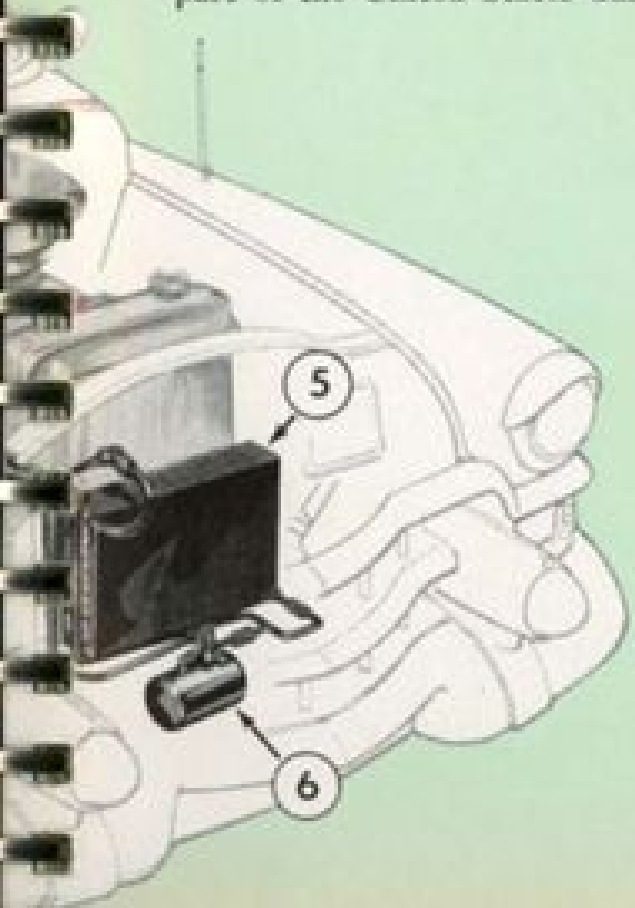
To provide ideal conditions of temperature and dust-free atmosphere PLUS summer cooling . . . Cadillac engineers working with the Frigidaire Division of General Motors have perfected the new Cadillac Air Conditioner (refrigerated air) for the 1953 Cadillac car.



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

AND HEATING SYSTEM FOR 1953

Summer heat was the incentive for this wonderful new system . . . and with its advent, Cadillac again sets the pace for the entire automotive industry by offering 1953 Cadillac owners a cool, comfortable car interior while driving in the most torrid of semi-tropical climates or even in the northern part of the United States during the hot summer months.



A flick of a switch will permit owners to cool off a Cadillac car that has been parked in the sun for hours. The manner in which cool weather is manufactured within Cadillac cars is best explained by using the drawing shown at left. The system consists of a condenser, compressor, refrigerant, evaporator, and two blowers. The compressor operates off the crankshaft.

HERE'S HOW IT WORKS IN THE CADILLAC CAR

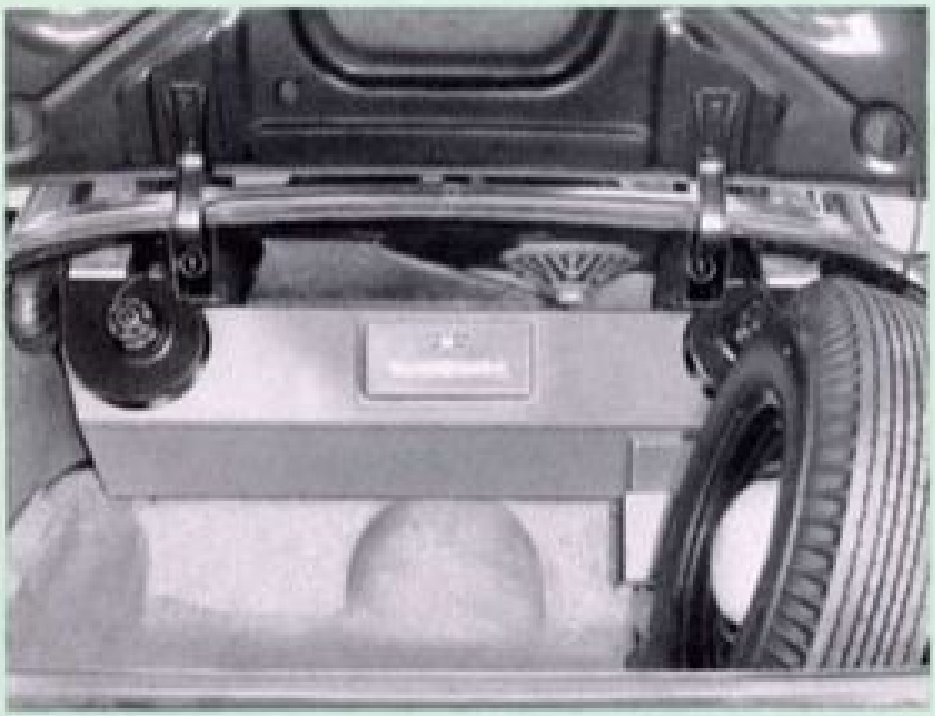
In the Cadillac Air Conditioner system the belt-driven compressor draws refrigerant from the evaporator (cooling unit located in back of rear seat), compresses and discharges the refrigerant in gaseous form into the condenser coils, where it is changed back to liquid.

In this new air conditioning system there are two optional methods of cool air delivery to the car interior. The first—best suited to climates that don't reach excessively high temperatures—will be to discharge cool air from grilles on each side of the rear package shelf. Warm air is then returned through a center grille on the shelf panel.

The second method—for extremely hot areas of the country—discharges cool air via ducts mounted below the headlining and running from the package shelf up to the front compartment. At the rear these ducts are of clear plastic. The remainder of the ducts are flocked and color-matched to the

headlining material. Individual airliner-type vents allow separate adjustments of cool air for both front and rear compartments. Warm air is returned through a center grille on the rear compartment package shelf.

In both systems, fresh air is introduced into the car with fresh air scoops on the sides of the car body.



OUTSIDE IT MAY BE 120 DEGREES . . . INSIDE IT'S A COMFORTABLE 78 DEGREES

Tests of the new Cadillac Air Conditioner prove that these units perform excellently in dry desert heat and in humid areas. Cadillac owners who buy this system will arrive at their destination clean, well pressed and rested. They will not have to contend with bugs or wind noises as the windows will be closed while driving.

In this new Cadillac air conditioning system the evaporator and blower housing unit is mounted behind the rear seat. It subtracts very little trunk space from the ample cubic content of the big 1953 trunk. Only the switch panel on the dashboard and the visible air ducts indicate that this comfort and convenience system is present in the car.

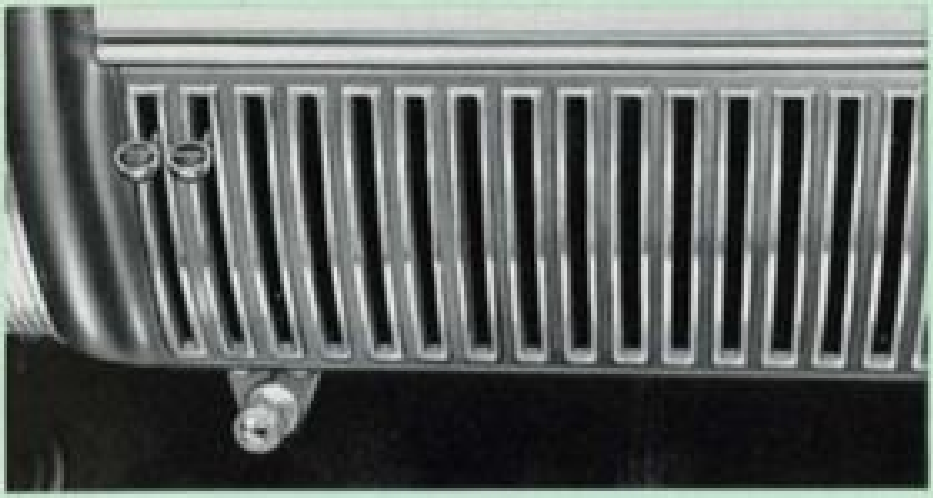
CADILLAC AUTOMATIC HEATING SYSTEM

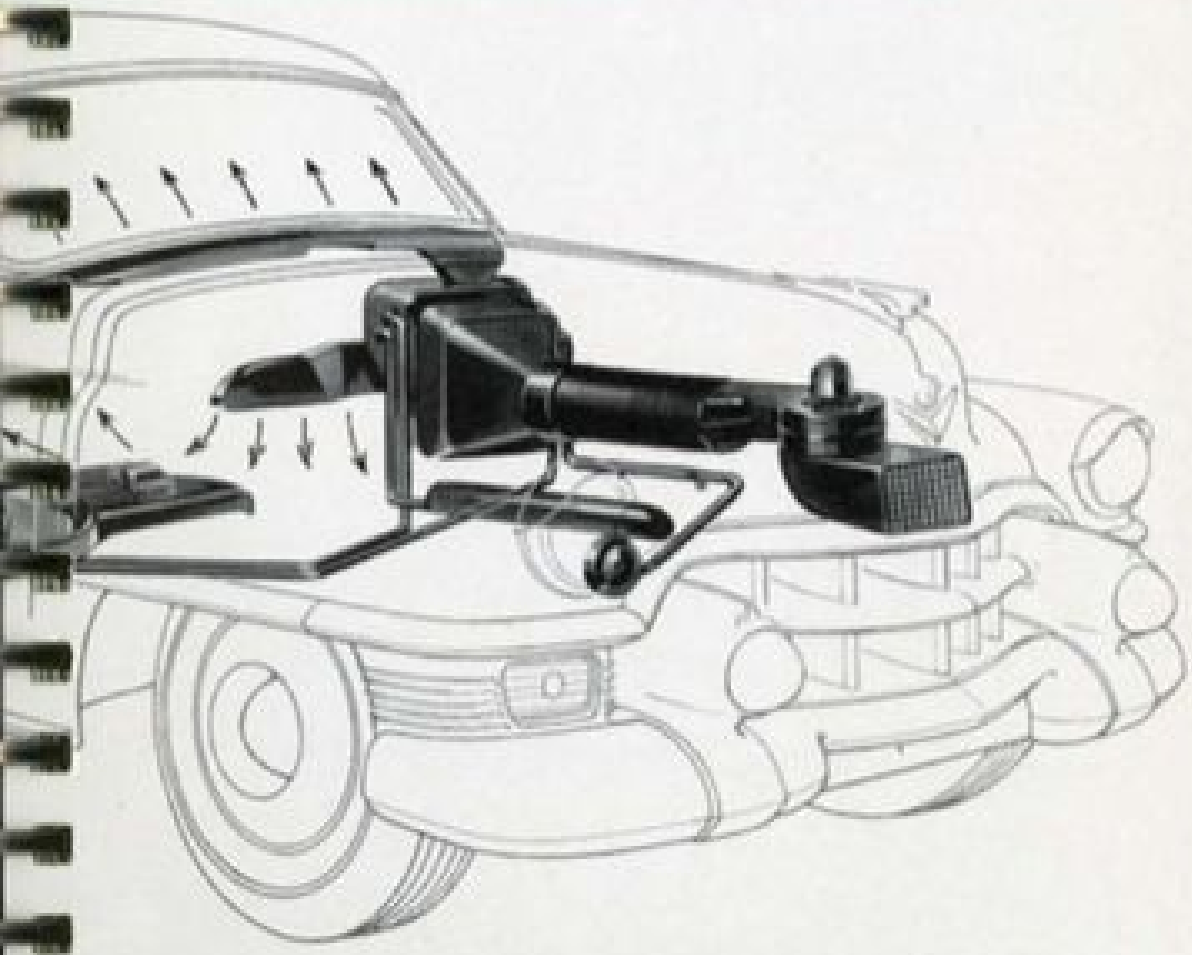
An automobile heating system must meet many requirements if the car's occupants are to enjoy utmost comfort and motoring pleasure. The system must supply fresh air . . . provide ample heat . . . seal out dust . . . hold to a steady temperature . . . rapidly defrost and de-fog windows . . . and have a low noise level. Cadillac heating systems meet all of these demands.

For all models except the 75 Series, the heating system for 1953 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 defroster, and *two* underseat heaters located under the *rear* seat.

Convenient controls in easy reach of the driver make temperature adjustment a simple operation. *Temperature Control Knob* controls the amount of heat—moving this lever down raises the temperature; *Heater Control Knob* regulates direction of heated air to the driver's feet and to windshield and also operates the underseat heater. *Upper Vent Lever* directs cool air to the windshield; *Blower Lever* regulates the amount of air through the dash heater and defroster and is used for summer ventilation. Detailed operation of heating system is explained fully in Cadillac Owner's Manual.





1953 CADILLAC ACCESSORIES

AS ALWAYS—THE STANDARD OF THE WORLD!

CADILLAC ACCESSORIES

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.*

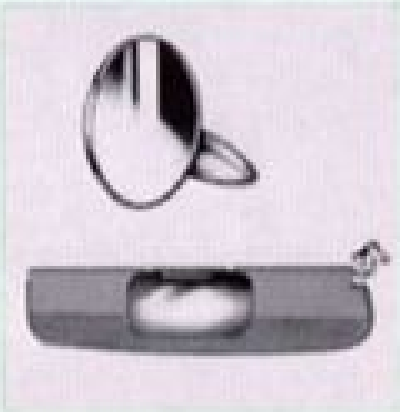
SIGNAL SEEKING—PRE-SELECTOR RADIO—This new radio simplifies tuning for the Cadillac driver. In addition to the tuning bar which automatically selects the strongest signal in the area, each of five push buttons can be pre-set to select any one of five favorite stations. Rear speaker included except on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

INSTRUMENT PANEL ANTI-GLARE COVER—Designed to prevent annoying instrument reflections on the windshield. The anti-glare cover is contour-molded to fit the instrument panel. It is available in wolf-grain black with the same Cadillac wings and crest as the instrument panel.

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 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 reduce their lights.

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 and 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.

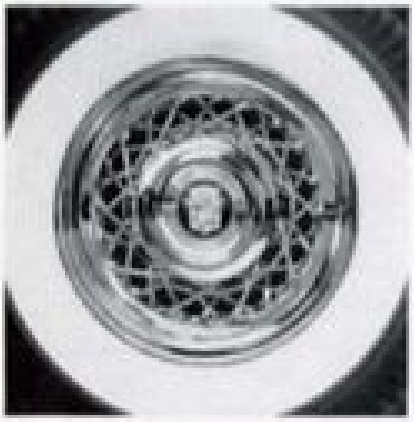
PLASTIC COVERS—

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.

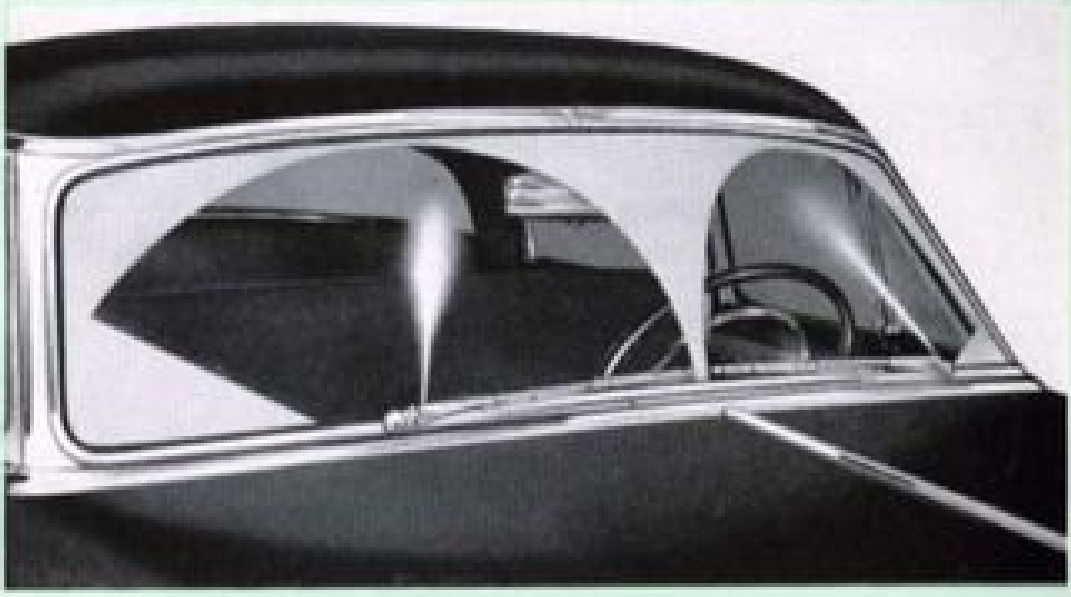


CADILLAC WIRE WHEELS—The fleet, low, graceful lines of the car are further enhanced by wire wheels because the center of eye interest is kept low. A note of practical value is improved brake cooling. These wire wheels hit a new high in good taste and functional value. They are available in sets of five.

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.

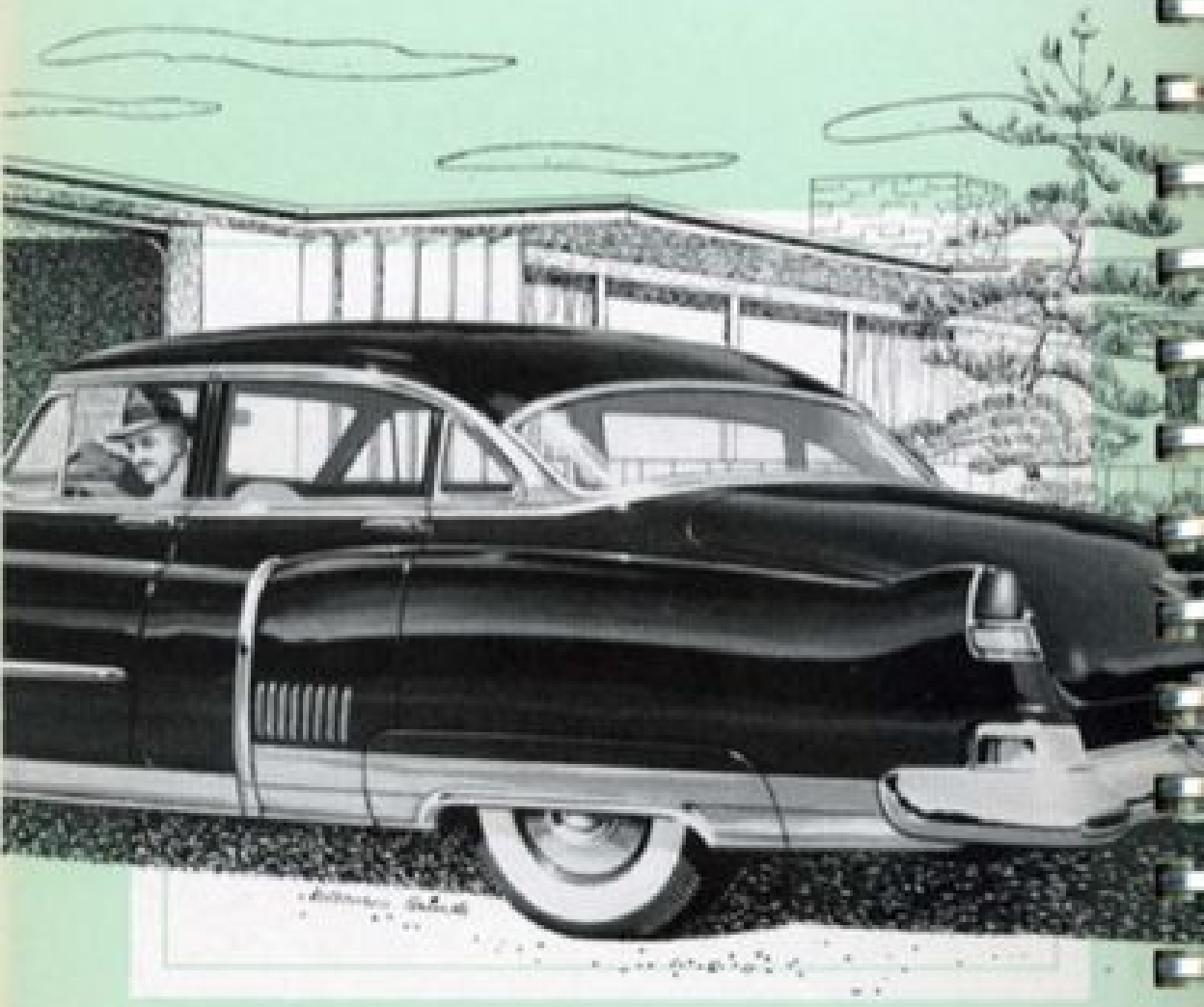
CADILLAC BLUE CORAL—An application of Cadillac Blue Coral cleans away all dirt, grime and road film. Blue Coral Sealer then seals the finish with a lustrous, glass-hard protective coat. No harsh abrasives . . . no paint softening chemicals. For year-'round beauty, Blue Coral may be applied in the Service 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.

CADILLAC CARE FOR CADILLAC CARS

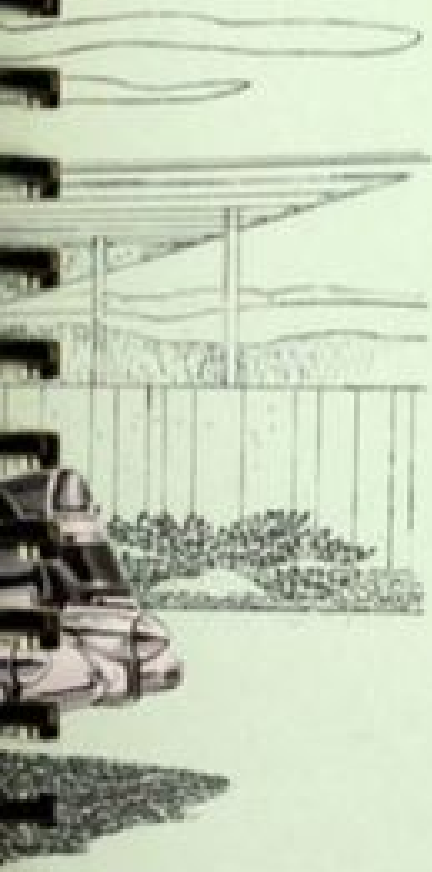
The Cadillac Service Policy

The thorough and exacting attention to detail with which Cadillac cars are built, extends to Cadillac service which is planned to build lasting satisfaction. Every authorized Cadillac dealer has a personal interest in keeping each Cadillac car at its best. Recognizing its obligation to Cadillac owners, Cadillac has developed a rigidly enforced service policy which assures the owner certain benefits, regardless of the age of his car. This Cadillac service policy provides for prompt, efficient service everywhere throughout the country. Moreover, Cadillac dealers are proud to adhere to this policy of competent, friendly service and proud to provide genuine Cadillac service performed by skilled, trained servicemen. For the convenience of Cadillac owners, a listing of the geographical points where genuine Cadillac service is available has been included in the 1953 *Cadillac Owner's Manual* to be found in the glove compartment of every Cadillac car.

SPECIFICATIONS



FOR THE 1953 CADILLAC



AS ALWAYS—THE STANDARD OF THE WORLD!

1953 CADILLAC GENERAL SPECIFICATIONS

	Series 62 Sedan	Series 62 Convertible Coupe	Series 62 Coupe	Series 62 Coupe de Ville	Series 60 Fleetwood Special	Series 75 8-Passenger Sedan	Series 75 Imperial Sedan
Wheelbase	126"	126"	126"	126"	130"	146¾"	146¾"
Over-all Length	215 13/16"	220 13/16"	220 13/16"	220 13/16"	224 13/16"	236 1/16"	236 1/16"
Over-all Width	80 1/8"	80 1/8"	80 1/8"	80 1/8"	80 1/8"	80 1/8"	80 1/8"
Over-all Height	62 11/16"	61 1/8"*	60 15/16"	60 15/16"	62 11/16"	64 1/16"	64 1/16"
Steering Ratio—Over-all	25.47	25.47	25.47	25.47	25.47	25.47	25.47
Turning Radius	22½'	22½'	22½'	22½'	23'	25½'	25½'
Tread—Front	59.12"	59.12"	59.12"	59.12"	59.12"	59.12"	59.12"
Tread—Rear	63.10"	63.10"	63.10"	63.10"	63.10"	63.16"	63.16"
Tires—Size	8.00 x 15**	8.00 x 15**	8.00 x 15**	8.00 x 15**	8.00 x 15**	8.20 x 15	8.20 x 15
Tires—Ply Rating	4-ply	4-ply	4-ply	4-ply	4-ply	6-ply	6-ply
Engine	210-horsepower Cadillac V-8	210-horsepower Cadillac V-8	210-horsepower Cadillac V-8	210-horsepower Cadillac V-8	210-horsepower Cadillac V-8	210-horsepower Cadillac V-8	210-horsepower Cadillac V-8

*58 1/8" on Special El Dorado Sports Coupe. **8.20 x 15 supplied in white wall tires.

Compression Ratio	8.25:1	8.25:1	8.25:1	8.25:1	8.25:1	8.25:1	8.25:1
Piston Displacement	331 cu. in.	331 cu. in.	331 cu. in.	331 cu. in.	331 cu. in.	331 cu. in.	331 cu. in.
Valve Arrangement	Overhead	Overhead	Overhead	Overhead	Overhead	Overhead	Overhead
Carburetor	4-Barrel	4-Barrel	4-Barrel	4-Barrel	4-Barrel	4-Barrel	4-Barrel
Exhaust System	Dual	Dual	Dual	Dual	Dual	Dual	Dual
Transmission	Automatic	Automatic	Automatic	Automatic	Automatic	Automatic	Automatic
Steering Gear	Ball Nut with optional power steering	Ball Nut with optional power steering	Ball Nut with optional power steering	Ball Nut with optional power steering	Ball Nut with optional power steering	Ball Nut with optional power steering	Ball Nut with optional power steering
Frame	I-Beam, X-Member	I-Beam, X-Member	I-Beam, X-Member	I-Beam, X-Member	I-Beam, X-Member	I-Beam, X-Member	I-Beam, X-Member
Springs	Coil front, semi-elliptic-leaf rear	Coil front, semi-elliptic-leaf rear	Coil front, semi-elliptic-leaf rear	Coil front, semi-elliptic-leaf rear	Coil front, semi-elliptic-leaf rear	Coil front, semi-elliptic-leaf rear	Coil front, semi-elliptic-leaf rear
Drive	Hotchkiss	Hotchkiss	Hotchkiss	Hotchkiss	Hotchkiss	Hotchkiss	Hotchkiss
Axle Ratio	3.36:1	3.36:1	3.36:1*	3.36:1	3.36:1	3.77:1**	3.77:1**

*3.07:1 on El Dorado with Hydra-Matic. **4.27:1 on Series 75 with Dynaflow.

INTERIOR BODY DIMENSIONS

All 1953 Cadillac Models

	Front Seat Hip Room	Front Seat Shoulder Room	Front Seat Leg Room	Rear Seat Hip Room	Rear Seat Shoulder Room	Rear Seat Leg Room
Series 62 Convertible Coupe	62⅛"	55⅛"	43¾"	51"	47½"	37¹⁵⁄₁₆"
Series 62 Sedan	63¾"	57⅞"	43¾"	64¼"	55⅛"	43⅛"
Series 62 Coupe	62⅛"	55⅛"	43¾"	54⅜"	55⅛"	37¹⁵⁄₁₆"
Series 62 Coupe de Ville	62⅛"	55⅛"	43¾"	54⅜"	55⅛"	37¹⁵⁄₁₆"
Series 62 El Dorado Sports Coupe	63¼"	57⅛"	43⅝"	51"	47⅛"	37⅝"
Series 60 Fleetwood Special	61¹⁵⁄₁₆"	57⅞"	43¾"	63⅛"	55⅛"	43⅛"
Series 75 8-Passenger Sedan	64⅛"	57⅛"	43¹⁵⁄₁₆"	56⅛"	56⅛"	
Series 75 Imperial Sedan	64"	57⅛"	43¹⁵⁄₁₆"	56⅛"	56⅛"	

	Front Head-room	Rear Head-room	Front Seat Height to Floor	Rear Seat Height to Floor	Steering Wheel Clear-ance to Seat
Series 62 Convertible Coupe	34 1/16"	34 1/8"	14 3/4"	12 5/16"	5 1/4"
Series 62 Sedan	35 1/16"	35 1/4"	14 3/4"	12 1/2"	5 1/4"
Series 62 Coupe	34 3/16"	34 1/4"	14 3/4"	12 5/16"	5 1/4"
Series 62 Coupe de Ville	34 3/8"	34 1/4"	14 3/4"	12 5/16"	5 1/4"
Series 62 El Dorado Sports Coupe	34 1/16"	34 1/8"	13 5/16"	11 1/16"	5 1/4"
Series 60 Fleetwood Special	35 1/16"	35 1/4"	14 3/4"	12 1/2"	5 1/4"
Series 75 8-Passenger Sedan	36 5/16"	35"	13 3/4"	14"	5 1/16"
Series 75 Imperial Sedan	36 1/8"	35"	13 1/16"	14"	5 1/8"

EXTERIOR BODY DIMENSIONS

All 1953 Cadillac Models

	Wheelbase	Over-all Length	Over-all Height	Minimum Road Clearance
Series 62 Convertible Coupe	126"	220 13/16"	61 1/8"	6 1/8"
Series 62 Sedan	126"	215 13/16"	62 1/16"	7 1/4"
Series 62 Coupe	126"	220 13/16"	60 15/16"	7 1/4"
Series 62 Coupe de Ville	126"	220 13/16"	60 15/16"	7 1/4"
Series 62 El Dorado Sport Coupe	126"	220 13/16"	58 1/8"	5 1/8"
Series 60 Fleetwood Special	130"	224 13/16"	62 13/16"	7 1/4"
Series 75 8-Passenger Sedan	146 3/4"	236 5/8"	64 1/16"	6 3/4"
Series 75 Imperial Sedan	146 3/4"	236 5/8"	64 1/16"	6 3/4"

DETAILED SPECIFICATIONS

ENGINE

Number of cylinders	8
Cylinder arrangement	90° bank-type
Valve arrangement	Overhead
Bore and stroke	3 13/16" x 3 5/8"
Block and cylinder head material	Cast iron
Piston displacement	331 cu. in.
Taxable horsepower	46.5
Max. brake horsepower	210 @ 4150 r.p.m.
Max. engine torque—lbs.-ft.	330 @ 2700 r.p.m.
Compression ratio	8.25:1
Engine mounts	Vulcanized rubber
Number of points of suspension	3

PISTONS AND RINGS

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

RODS AND PINS

Wristpin length	3.093"
Wristpin material	Steel alloy
Type	Locked in rod
Connecting rod length	6.625"
Material—connecting rod	Forged steel alloy
Weight—connecting rod	23.49 oz.
Crankpin journal diameter	2¼"

RODS AND PINS—Continued

Lower bearing material	Steel back Durex
Connecting rod bearing clearance	.001"-.0035"
Connecting rod bearing end play	.008"-.014" (total two rods)

CRANKSHAFT

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

CAMSHAFT

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

VALVES

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

INTAKE

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

EXHAUST

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

LUBRICATION

Type	Full pressure
Oil Under Pressure to:	
Main bearings	Yes
Connecting rods	Yes
Wristpins	Splash
Camshaft bearings	Yes
Tappets	Yes

LUBRICATION—Continued

Oil pump type	Gear
Normal oil pressure	30 to 35 lbs. @ 30 m.p.h.
Capacity of oil reservoir	Dry, 5 Qts.; Refill, 5 Qts.
Type of oil level gauge	Dip stick
Make of pressure gauge	AC—Tell Tale Lite

FUEL

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

COOLING

Water pump type	Centrifugal—dual outlet
Pressure relief valve	Yes
Choke for re-circulation	Yes
Radiator core	Tube and fin
Full-length cylinder water jacket	Yes
Water all around cylinders	Yes
Fan belt length	57"
Fan belt width	3/8"
Fan—No. of blades, Series 62 & 60	4
Fan—No. of blades, Series 75	5

GENERATOR

Make	Delco-Remy
Voltage at cut-out closing	12—13.2 (adjust to 12.5)
Voltage regulator setting	13.4—14.6 (adjust to 14.2 at 90°)
Generator maximum charging rate	34 to 40 amp. (adjust to 37)
Minimum charging speed	28 m.p.h. and up
Generator ventilation	Forced air

STARTING MOTOR

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

IGNITION

Spark advance	Centrifugal and vacuum
Ignition Unit:	
Make	Delco-Remy
Manual advance	None
Maximum centrifugal advance	Crankshaft (22.5°-26.5°)
Vacuum advance	Crankshaft (26°-29°)
Distributor breaker gap	.010" to .015"
Initial spark advance	2½° B.T.C.
Firing order	1-8-4-3-6-5-7-2
Ignition Coil:	
Make	Delco-Remy
Spark Plugs:	
Make	AC
Model	46.5
Thread	14 mm.
Gap	.035"

BATTERY

Make	Delco 3EE70
Number of plates	11
Capacity (amp. hrs.)	70
Terminal grounded	Negative
Location of battery	Under hood on tray attached to right-hand dash to frame brace front of dash

LAMPS AND HORN

Headlight—make	Guide sealed-beam
Headlight cover glass, dia.	6 1/16"
Parking light—make	Guide
Tail light—make	Guide
Lighting switch—make	Delco-Remy
How are headlights dimmed?	Depressed beam—foot switch
Horn:	
Make	Delco-Remy
Type	Vibrator, seashell electric

CLUTCH (75 Series only)

Make	Long semi-centrifugal
Drive type	Direct to flywheel
Vibration neutralizer	Spring friction type
Number of driving discs	1
Number of driven discs	1
Clutch facing	Woven asbestos
Clutch facing inside diameter	7"
Clutch facing outside diameter	11"
Clutch facing thickness	.137"
Clutch facing number required	2

SYNCHRO-MESH TRANSMISSION

Number of forward speeds	3
Type of shift	Manual
Gear ratio, high	1:1
Gear ratio, second	1.53:1
Gear ratio, low	2.39:1
Gear ratio, reverse	2.39:1
Type of gears	Helical, constant mesh in 1st, 2nd and reverse
Oil capacity	3¾ pints
Grade recommended, summer	S.A.E. 90
Grade recommended, winter	S.A.E. 90 Extreme cold 80

AUTOMATIC TRANSMISSION

Type	Torque Converter with Gears
Gearing	Planetary
No. of forward speeds	2
Transmission ratio, Low	1.82 x Converter Ratio
Transmission ratio, Drive	1. x Converter Ratio
Transmission ratio, Reverse	1.82 x Converter Ratio
Oil capacity	10 qts.
Type of automatic transmission fluid	Type "A"

FRAME	Series 62	Series 60S	Series 75
Frame make	A. O. Smith	A. O. Smith	A. O. Smith
Frame depth, maximum	7 1/32"	7 1/4"	7 1/8"
Frame thickness, maximum	3/4"	1/2"	1/2"
Flange width, maximum	2 13/64"	2 15/32"	2 15/32"
Frame—Type	Box girder	Box girder	Box girder

FRONT END SUSPENSION	
Front suspension, make	Own
Front suspension, type	Forked arms
Forked arm bearings, type	Threaded
Kingpin upper bearing, type	Bronze bushing
Kingpin lower bearing, type	Bronze bushing
Front wheel inner bearing, make and type	N. D. ball
Front wheel outer bearing, make and type	N. D. ball
Front spring, type	Helical coil
Front spring, material	Spring steel
Shock absorber, type	Hydraulic direct-acting type
Front stabilizer	Torsion rod

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

UNIVERSAL JOINTS		
Make	Mechanics and Saginaw	
Number used	2	3
Type	Cross and Trunnion	

UNIVERSAL JOINTS—Continued

Bearing	Needle
Universal joints, lubricated	Permanently
Drive and torque taken through	Rear springs

REAR AXLE

	Series 62-60	Series 75
Rear axle, make	Own	
Rear axle, type	Semi-floating	
Differential gear, make	Own	
Rear axle:		
Oil capacity	5 pints	
Grade recommended:		
S.A.E. viscosity	90 hypoid	
Type of final gearing	Hypoid	
Gear ratio:		
Dynaflow Trans.	3.36:1	4.27:1
Hyd. Trans.	3.07:1	3.77:1
Pinion adjustment (Except 75)	None	
Pinion bearing adjustment	None (Preloaded)	
Are pinion bearings in sleeve?	No	
Backlash between pinion and ring gear	.003-.010"	
Rear axle pinion shaft:		
Front bearing, type	Tapered roller	
Rear bearing, type	Tapered roller	

TIRES AND WHEELS

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

*8.20 x 15 when White Walls are ordered.

TIRES AND WHEELS—Continued

Wheels:		
Type	Slotted disc	
Make	Kelsey-Hayes	
Rim, diameter	15"	15"
Rim, width	6.00"	6.00"
Tread:		
Front	59.12"	59.12"
Rear	63.10"	63.16"

SPRINGS (Rear)

	Series 62-60	Series 75
Rear springs:		
Type	Semi-elliptic	
Material	Spring steel	
Length	54½"	56½"
Width	2"	
No. of leaves	8	10
Spring leaves lubricated with	Wax impregnated liners	
Spring bushings, type	Rubber	
Stabilizers	Rear—None	

SHOCK ABSORBERS (Rear)

Type	Direct Acting

STEERING

Steering gear:		
Type	Recirculating ball	
Make	Saginaw	
Over-all steering ratio	25.47-1	
Car turning radius (outside) bumper to bumper sweep	(62) 22.85' (60) 23.35'	(75) 25.85'

BRAKES

	Series 62-60	Series 75
Front and Rear		
Brake drum diameter	12"	12"
Brake drum, internal or external	Internal	Internal
Brake lining, length per wheel:		
Forward shoe	12.92	12.92
Reverse shoe	12.92	12.92
Total	25.84	25.84
Brake lining width	2½"	2½"
Brake lining thickness	¼"	¼"
Brake clearance	.007-.010"	.007-.010"
Hand brake location	Left side of dash	
Hand brake lever operates on	Rear service brakes	

MISCELLANEOUS SPECIFICATIONS

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

LUBRICANTS

Engine oil	5 qts.	
Recommended viscosity	Min. anticipated temperature: +32°F. 20W or S.A.E. 20 +10°F. 20W —10°F. 10W Below —10°F. 5W	
Drain	2000 miles (after initial 500-mile change)	
Rear axle oil	5 pints	
Recommended viscosity	90 hypoid	
Auto trans. fluid type "A"	10 qts.	
Cooling system—water	20 qts.	(21 with heater)
Gasoline	20 gals.	

CADILLAC MILESTONES

AS ALWAYS—THE STANDARD OF THE WORLD!

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

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

1913	15,017	4 cyl. "1913"	$3,250	120"	
1914	14,002	4 cyl. "1914"	2,800	120"	**First** in this country to build a V-type, water-cooled, eight-cylinder engine. This engineeringly correct engine type is now used by every fine car manufacturer. **First** to use thermostatic control of cooling system.
1915	13,001	V-8 "51"	2,800	120"	**First** to use Tilt-Beam Headlights for night driving safety.
1916	18,003	V-8 "53"	2,950	122"	Cadillac becomes "Division of General Motors."
1917	18,002	V-8 "55"	3,110	125"	Cadillac adopted as **Standard** Officers' car by U. S. Army after gruelling tests at Marfa, Texas.
1918	20,285	V-8 "57"	3,535	125"	Cadillac supplied 2,350 cars and 1,157 V-8 artillery tractor engines to U. S. Army.
1919	20,678	V-8 "57"	4,090	125"	
1920	19,628	V-8 "59"	4,750	125"	Cadillac completes new Clark Ave. plant, Detroit, most modern in the industry. Retail stores opened at Detroit and Chicago.
1921	5,250	V-8 "59"	4,950	132"	
1922	26,296	V-8 "61"	4,100	132"	**First** to use Thermostatic Carburetor Control.
1923	14,707	V-8 "61"	4,150	138"	**First** to build the inherently balanced 90° V-type eight-cylinder engine. **First** to use the Compensated Crankshaft. Four-wheel brakes featured.
1924	18,827	V-8 "63"	3,835	132"	**First** to provide wide choice of Duco Exterior Finishes as Standard equipment.
1925	16,673	V-8 "63"	3,195	132"	**First** to use Crankcase Ventilation. $5,000,000 expansion program started. Cadillac contracts for entire output of Fleetwood Custom Body Co.
1926	20,419	V-8 "314"	3,250	132"	**First** to develop a comprehensive Service Policy and place it on a nationwide basis.
1927	47,420	V-8 "303"	2,685	125"	
		V-8 "314"	3,250	132"	

Model Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
1928	29,572	V-8 "303"	$2,685	125"	**First** to develop and use the Clashless Synchro-Mesh Transmission
		V-8 "341-A"	3,250	140"	**First** to install Security Plate Glass as standard equipment.
1929	40,965	V-8 "328"	2,495	125"	**First** to adopt Chrome Plating as standard.
		V-8 "341-B"	3,595	140"	
1930	25,991	V-8 "340"	2,565	134"	**First** to build a Sixteen-Cylinder Automobile Engine. Later in the year the V-12 Cadillac was introduced. **First** to offer a complete line of multi-cylinder cars—all of V-type Design. **First** to use Hydraulic Valve Silencers.
		V-8 "353"	3,695	140"	
1931	29,781	V-8 "345-A"	2,295	134"	
		V-8 "355-A"	2,795	134"	
		V-12 "370-A"	3,895	140"	
		V-16 "452-A"	5,950	148"	
1932	8,085	V-8 "345-B"	2,495	136"	**First** to introduce Super-Safe Headlights, Air-Cooled Generator, Completely Silent Transmission and Full Range Ride Regulator.
		V-8 "355-B"	3,095	140"	
		V-12 "370-B"	3,795	140"	
		V-16 "452-B"	5,095	149"	
1933	6,654	V-8 "345-C"	2,245	136"	**First** to provide fine cars with No-Draft Ventilation.
		V-8 "355-C"	2,895	140"	
		V-12 "370-C"	3,595	140"	
		V-16 "452-C"	6,250	149"	
1934	11,856	Str.-8 "50"	1,595	119"	**First** to introduce Today's Mode of Streamlining. **First** American Car with spare tire concealed within body. **First** to develop and use Knee-Action Wheels.
		V-8 "10"	2,495	128"	
		V-8 "20"	2,695	136"	
		V-8 "30"	3,295	146"	
		V-12 "40"	3,995	146"	
		V-16 "60"	6,650	154"	

1935	13,449	Str.-8 "50"	$1,545	119"	**First** and **Only** fine car equipped with one-piece solid steel Turret Top. For five years, more Cadillacs purchased than any other make of fine car.
		V-8 "10"	2,445	128"	
		V-8 "20"	2,645	136"	
		V-8 "30"	3,295	146"	
		V-12 "40"	3,995	146"	
		V-16 "60"	6,750	154"	
1936	25,905	Str.-8 "50"	1,225	120"	48.1% of all cars sold above $1,500 were Cadillacs.
		V-8 "60"	1,695	121"	
		V-8 "70"	2,445	131"	
		V-8 "75"	2,645	138"	
		V-12 "80"	3,195	131"	
		V-12 "85"	3,345	138"	
		V-16 "90"	7,570	154"	
1937	46,153	V-8 "37-50"	1,260*	124"	Cadillac-built V-8 proves stamina, dependability and speed of present day stock car by breaking all previous stock car records at Indianapolis Speedway. Deliveries at retail hit all-time peak in all Cadillac history.
		V-8 "37-60"	1,660*	124"	
		V-8 "37-65"	2,090*	131"	
		V-8 "37-70"	2,595*	131"	
		V-8 "37-75"	2,815*	138"	
		V-12 "37-85"	3,535*	138"	
		V-16 "37-90"	7,750*	154"	
1938	24,950	V-8 "38-50"	1,385*	124"	**First** to create and introduce a practical motor car of advanced styling. **First** to engineer and build the 135° V-type sixteen-cylinder engine. A majority public recognition of **Cadillac Merit** and **Advanced Progress** is definitely established.
		V-8 "38-60"	1,775*	124"	
		V-8 "38-60S"	2,085*	126"	
		V-8 "38-65"	2,285*	132"	
		V-8 "38-75"	3,075*	141"	
		V-16 "38-90"	5,265*	141"	
1939	36,611	V-8 "39-50"	1,320*	120"	**First** to develop and introduce Controlled-Action, greatest advancement in riding comfort and safety since Knee-Action. More than half of all fine cars sold above $2,000 are Cadillacs.
		V-8 "39-61"	1,680*	126"	
		V-8 "39-60"	2,090*	127"	
		V-8 "39-75"	2,995*	141"	
		V-16 "39-90"	5,140*	141"	

Model Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
1940	37,162	V-8 "40-50"	$1,320*	123"	**First** to offer custom car interiors at medium price. **First** to equip passenger cars with Ball Bearing Steering. **First** to introduce an **ultra-modern** large, luxurious motor car—The Cadillac Fleetwood 72. During first six months, 1939, Cadillac outsold all makes combined with series having 5 touring sedans priced at or above $1,300.
		V-8 "40-52"	1,440*	123"	
		V-8 "40-62"	1,745*	129"	
		V-8 "40-60S"	2,090*	127"	
		V-8 "40-72"	2,670*	138"	
		V-8 "40-75"	2,995*	141"	
		V-16 "40-90"	5,140*	141"	
1941	66,130	V-8 "41-61"	1,445*	126"	**First** to introduce to the medium price field a motor car of unquestioned prestige without a compromise in quality. **First** high price car to offer Hydra-Matic, the completely automatic transmission that eliminates the clutch pedal and all gear shifting. Cadillac outsold all makes of cars in both the Medium and High Price Groups.
		V-8 "41-62"	1,495*	126"	
		V-8 "41-63"	1,695*	126"	
		V-8 "41-60S"	2,195*	126"	
		V-8 "41-67"	2,595*	139"	
		V-8 "41-75"	2,995*	136"	
1942	16,511	V-8 "42-61"	1,647*	126"	**Presentation** of the Fortieth Anniversary Cadillacs. Introduction of sealed, ribbed Super-Safe Brakes and All-Weather Ventilation System.
		V-8 "42-62"	1,754*	129"	
(Production halted February, 1942)		V-8 "42-63"	1,882*	126"	
		V-8 "42-60S"	2,435*	133"	
		V-8 "42-67"	2,896*	139"	
		V-8 "42-75"	3,306*	136"	
1943	—	—	—	—	Cadillac-built light tanks and motor carriages contributed immeasurably to the struggle for victory and peace. Precision aircraft engine parts made by Cadillac helped power America's leading combat planes. Army-Navy "E" award to Cadillac for excellence in production of war equipment.
1944	—	—	—	—	Cadillac produced the M-24, one of the world's fastest and most maneuverable combat vehicles of its kind. This famous light tank, which served on all battle-fronts, was powered by Cadillac V-type engines and Cadillac Hydra-Matic Transmissions.

1945	—	—	—	—	Continued production of the world-famous M-24 light tank for distinguished use in both the European and Pacific theaters of war. Introduction of the M-19, a potent anti-aircraft gun motor carriage.
1946	29,194	V-8 "46-61"	$2,176*	126"	**Presentation** of the 1946 Cadillacs, using the battle-proved Cadillac V-type engine and Hydra-Matic transmission, the only automotive units of this kind to be produced and improved without interruption during the war.
		V-8 "46-62"	2,359*	129"	
		V-8 "46-60S"	3,099*	133"	
		V-8 "46-75"	4,298*	136"	
1947	61,926	V-8 "47-61"	2,324*	126"	**Postwar** Production reaches over 90% of prewar peak. Cadillac increases fine car leadership with over 96,000 unfilled orders.
		V-8 "47-62"	2,523*	129"	
		V-8 "47-60S"	3,195*	133"	
		V-8 "47-75"	4,471*	136"	
1948	52,706 (9 months)	V-8 "48-61"	2,647*	126"	Cadillac presents its greatest engineering achievement in 45 years—the new, compact, better performing, more economical, valve-overhead V-type eight-cylinder engine
		V-8 "48-62"	2,781*	126"	
		V-8 "48-60S"	3,506*	133"	
		V-8 "48-75"	4,471*	136"	
1949	92,554	V-8 "49-61"	2,893*	126"	Cadillac's 1 millionth car produced November 25, 1949.
		V-8 "49-62"	3,050*	126"	
		V-8 "49-60S"	3,828*	133"	
		V-8 "49-75"	4,750*	136"	
1950	103,857	V-8 "50-61"	2,866*	122"	Cadillac production exceeds 100,000 cars for the first time in its history.
		V-8 "50-62"	3,234*	126"	
		V-8 "50-60"	3,797*	130"	
		V-8 "50-75"	4,770*	147"	
1951	110,340	V-8 "51-62"	3,315*	126"	Cadillac moves into defense production of tanks in Cleveland without interruption of automobile production.
		V-8 "51-60"	3,892*	130"	
		V-8 "51-75"	4,887*	147"	
1952	90,715 (11 months)	V-8 "52-62"	3636*	126"	Cadillac celebrates its Golden Anniversary.
		V-8 "52-60"	4270*	130"	
		V-8 "52-75"	5361*	147"	

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

INDEX

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

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

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White sidewall tires at extra cost, when available.

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The 1953 Cadillac Data Book was compiled as of November, 1952 and was printed in U.S.A. The above reservations apply to all pages unless otherwise noted.

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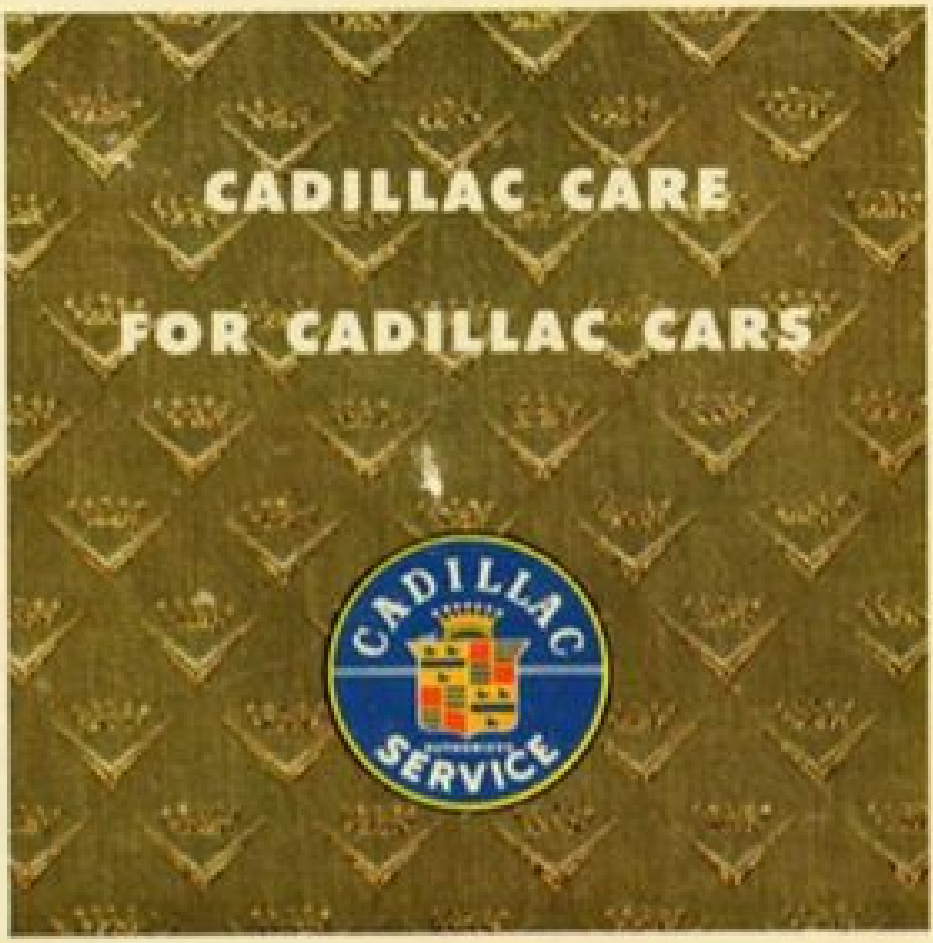

CADILLAC MOTOR DIVISION

GENERAL MOTORS CORPORATION