

# *Body by Fisher*

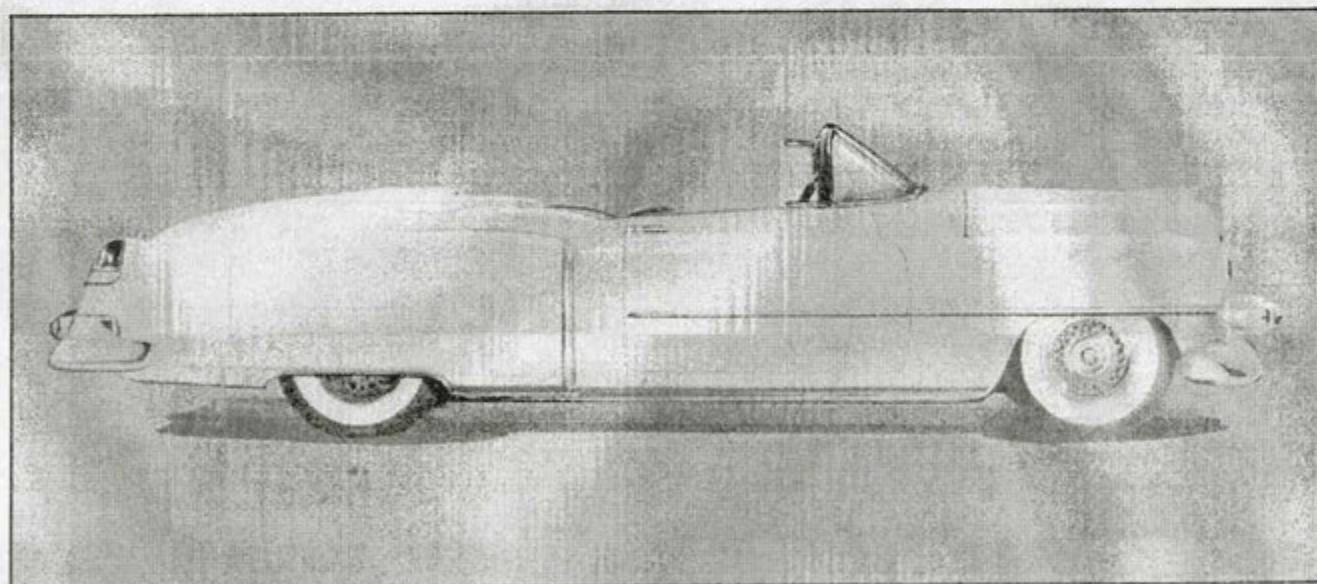
## SERVICE NEWS

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FISHER NO.	IN THIS ISSUE		CADILLAC NO.
10	HOW TO OPERATE TOP	DOOR WIND DEFLECTOR ASSEMBLY	2
VOL. 12	FOLDING TOP ADJUSTMENT	FOLDING TOP COMPARTMENT COVER	5-1-53
	WINDSHIELD REMOVAL	FOLDING TOP CARE & MAINTENANCE	

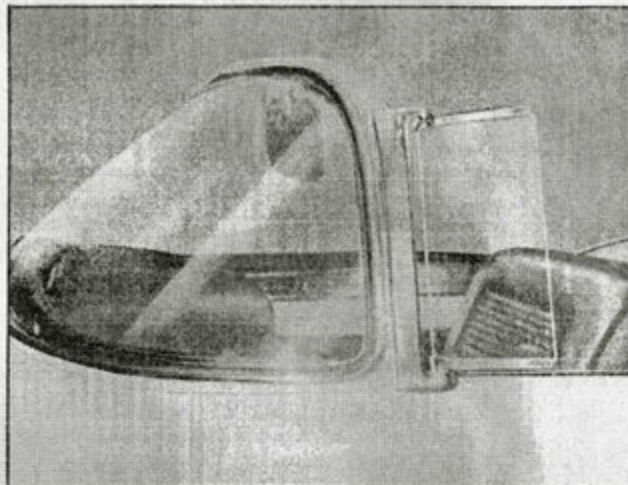
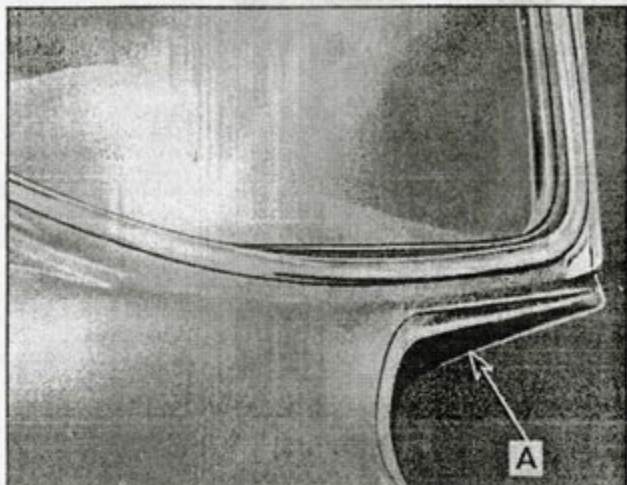
## 1953 CADILLAC "ELDORADO"

This Service News illustrates and explains the removal and installation of body parts that are characteristic only of the new 1953 Cadillac "Eldorado" style, including such items as the removal and installation of the windshield, the lowering and raising of the top, the adjustment of the top and the operation and construction of the top compartment cover. For the removal of such items as front seats, seat trim and hardware parts that are common to all Cadillac bodies refer to the previously issued Fisher Body Service News #9 which covers 1953 Cadillac Closed Body Changes.



A new and exclusive styling feature on the 1953 Cadillac "Eldorado" is the hinged folding top compartment cover which completely conceals the folding top when it is in a full lowered position thus imparting a low streamlined appearance at the rear area of the car. Another feature of the new "Eldorado" is the windshield assembly which consists of a three-piece bronze windshield casting designed so that it extends into the door opening of the car as shown in the illustrations which follow. This casting which supports the windshield glass assembly, is bolted and brazed to the windshield support brackets which in turn are welded to the upper cowl panel at the front body hinge pillar. In the following pages of this Service News will be found many new additional service features affecting the Cadillac "Eldorado" for the year 1953.



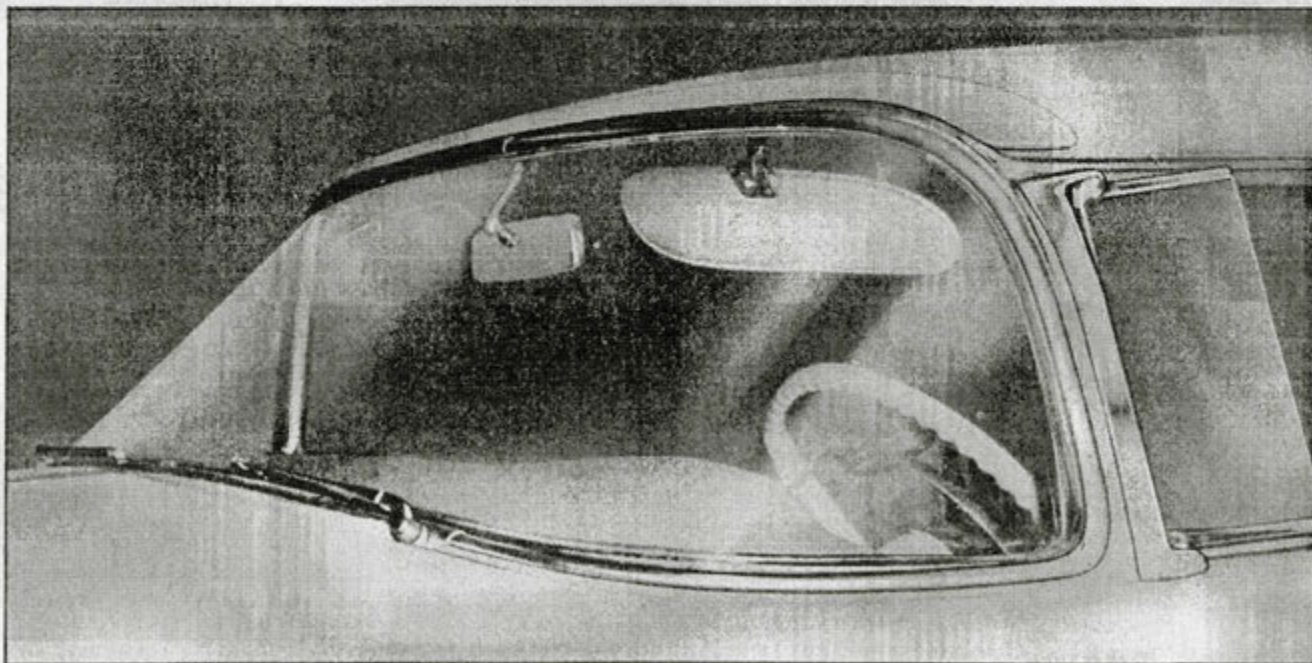


The above illustration at the left shows the windshield support bracket at the front body hinge pillar indicated at "A". The windshield casting is attached to this support bracket by means of bolts and brazing. The illustration at the right above, shows the wrap-around design of the new windshield assembly which extends into the door opening of the car. In place of the standard door ventilator assembly used on closed models, "Eldorado" doors are equipped with a door wind deflector assembly which consists of a wind deflector, door window frame, door window glass run channel and glass run channel retainer. The removal, installation and adjustment procedures for this assembly are explained on page 7 of this Service News.

## WINDSHIELD ASSEMBLY

### REMOVAL AND INSTALLATION

The 1953 Cadillac "Eldorado" one-piece, curved wrap-around windshield glass is retained in the windshield opening by means of a one-piece molded rubber windshield channel. This rubber channel is designed with three (3) grooves, one of which fits over the edge of the glass, another over the casting flange and pinchweld flange while the third is provided for the insertion of the chrome reveal moldings around the windshield.

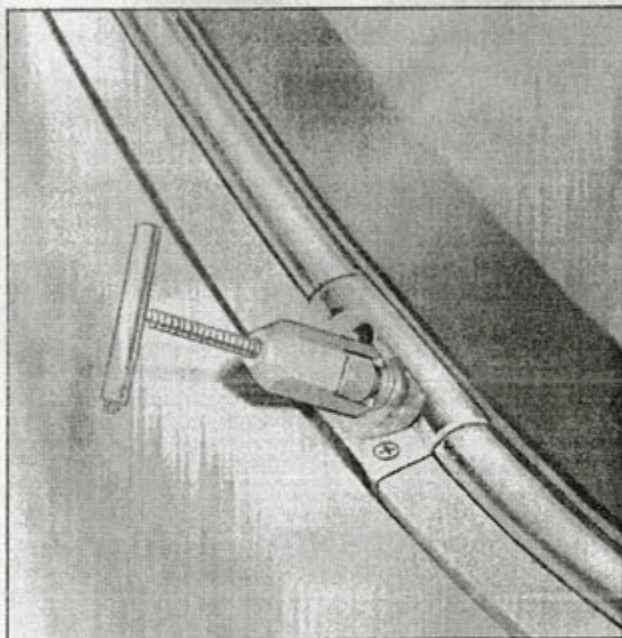


The above illustration shows the windshield glass and rubber channel assembly installed in the windshield casting. Also shown are the windshield reveal moldings which consist of an upper side left reveal molding an upper side right reveal molding and a one-piece lower reveal. The windshield wiper transmission escutcheons cover the junction of the lower and upper side reveal moldings.

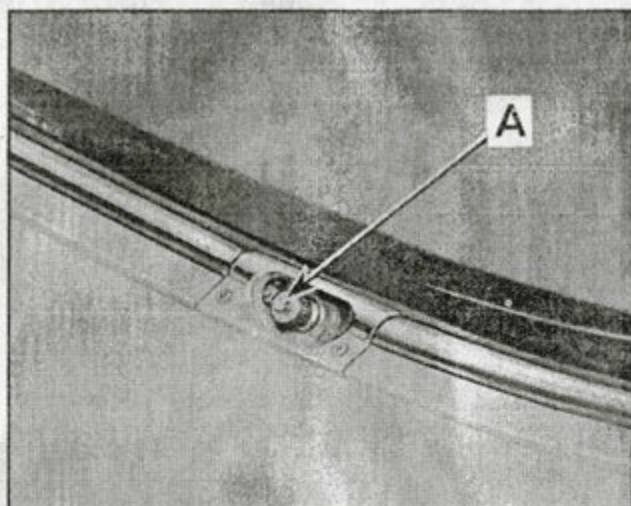
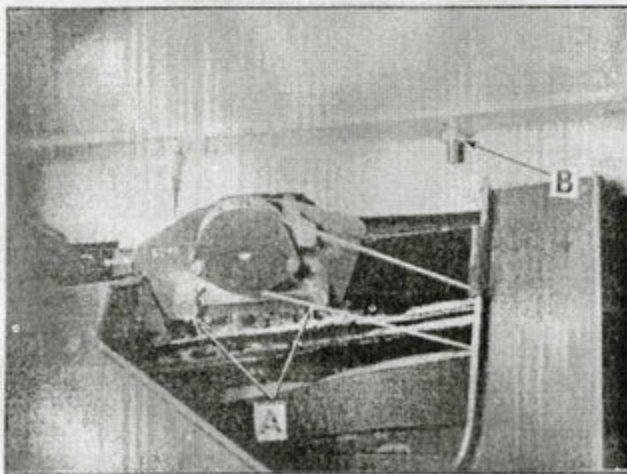


## WINDSHIELD ASSEMBLY REMOVAL

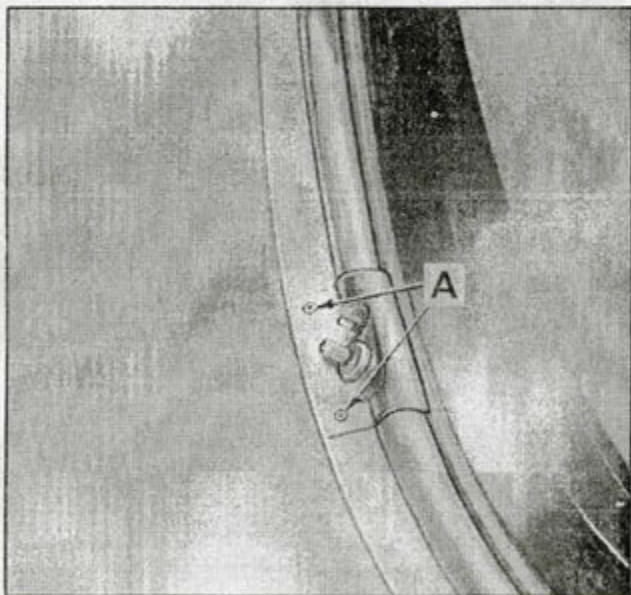
1. Lower the top. (See page 15.)
  2. Place suitable protective covers over hood, front fenders, instrument panel and front seat assembly.
  3. Remove the windshield wiper blade and arm assemblies.
  4. From each transmission, remove the windshield wiper transmission "burr" with special tool J-2682 by first unscrewing the small set screw from handle of tool and threading it into end of transmission shaft.
- The opposite illustration shows the windshield wiper transmission with the wiper blade and arm assembly removed and the set screw indicated at "A", in place.



7. From each transmission, remove the two (2) screws "A" securing the windshield wiper escutcheon and remove escutcheon.
- NOTE: On the first run bodies the hood must be raised to gain access to the escutcheon screws.
8. Remove the instrument panel compartment box and the heater-defroster unit.



5. Assemble the tool as illustrated opposite and place it in position on each transmission so that the clutch end of barrel grips the under surface of the "burr", then turn handle of tool counterclockwise until "burr" is removed.
6. From each transmission, remove the windshield washer nut and nozzle adjacent to the protruding shaft of wiper transmission, also remove the windshield transmission spanner nut.



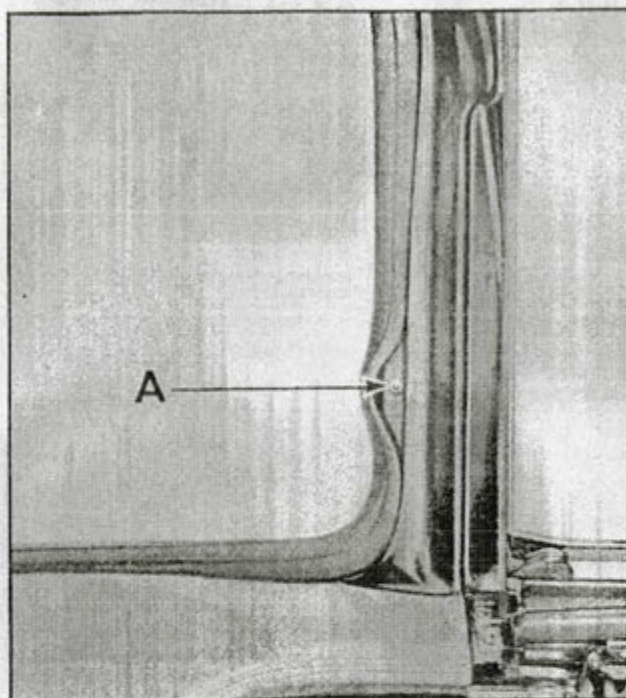
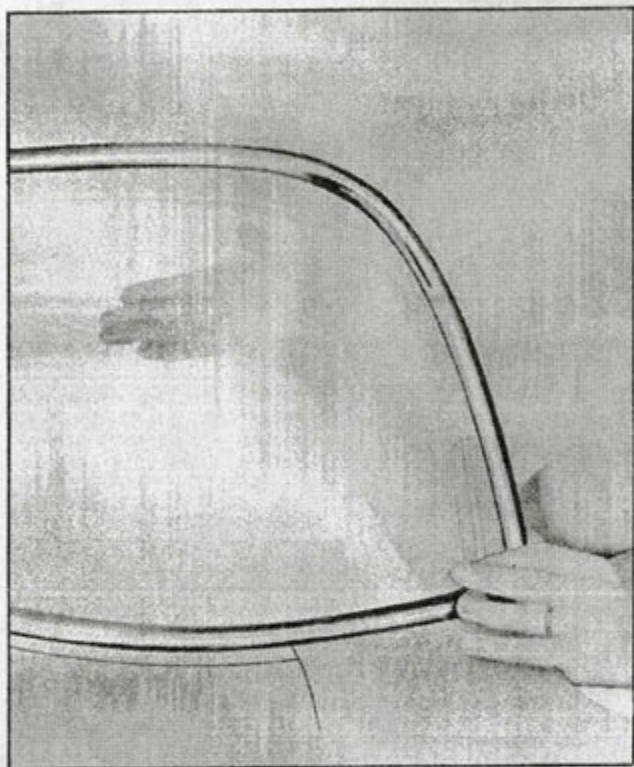
9. Under the instrument panel, remove the two bolts "A" securing the windshield wiper transmission to its brackets and lower the transmission out of position. Repeat this operation on the opposite wiper transmission.
10. Underneath the instrument panel remove the nuts securing the windshield garnish molding along the lower edge of the windshield opening. One of the nuts is shown at "B" in the opposite illustration.
11. Remove the sun visor assemblies and the windshield garnish molding screws along the top of the windshield header casting. Carefully detach and remove rear view mirror assembly.



The opposite illustration shows the corner area of the windshield with the lip of the rubber channel raised to show the approximate location of the windshield reveal molding retaining nut.

12. On the inside of the body at the right and left hand corners of the windshield, lift up the lip of the rubber channel and remove the windshield reveal molding retaining nut "A".

IMPORTANT: Check the entire perimeter of the windshield opening for possible additional retaining nuts under the lip of the rubber channel and remove them at this time.



13. On the outside of body, loosen with a putty knife the sealer between the rubber channel and the windshield casting. Then starting at the inside upper right or left side of the windshield carefully force the windshield assembly outward with the palm of the hand against the inside surface of the glass as shown in opposite illustration.

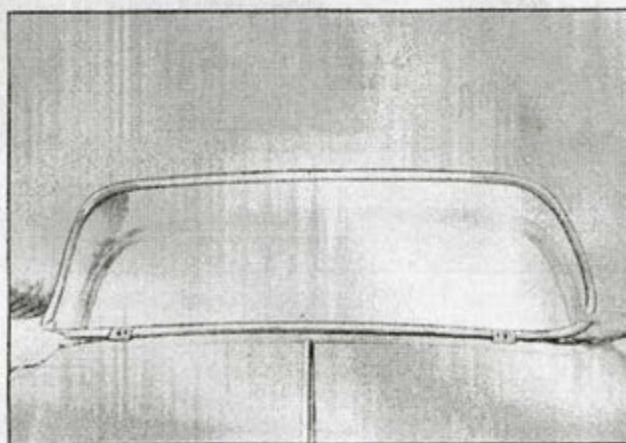
14. Move the upper portion of assembly outward then work out the bottom section of the rubber channel from the windshield pinchweld flange.

15. With the aid of a helper lift the windshield assembly from its opening as shown in opposite illustration and place on a covered bench.

16. Remove the reveal moldings from the rubber channel by disengaging the retaining flange of the molding clips from the channel.

NOTE: Two types of reveal molding clips are used to secure the molding to the rubber channel. The clips which attach the reveal molding to the rubber channel at the upper edge of the windshield differ in design from the reveal molding clips used at the lower edges of the windshield. When removing reveal moldings from rubber channel, note locations of both types of clips.

17. Remove the rubber channel from the windshield glass.

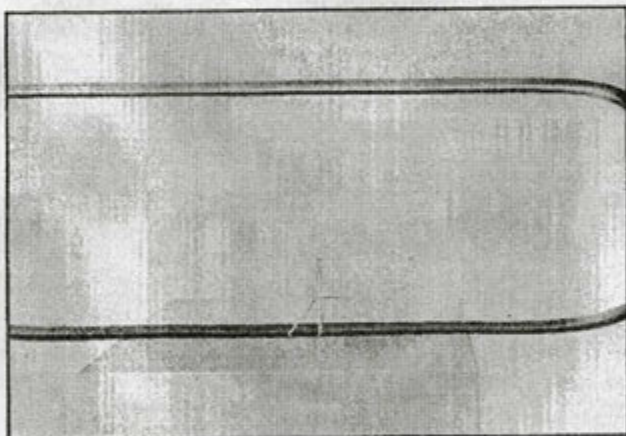
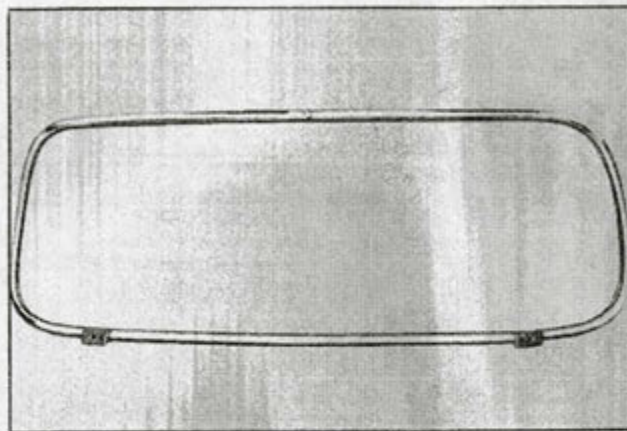




## WINDSHIELD ASSEMBLY INSTALLATION

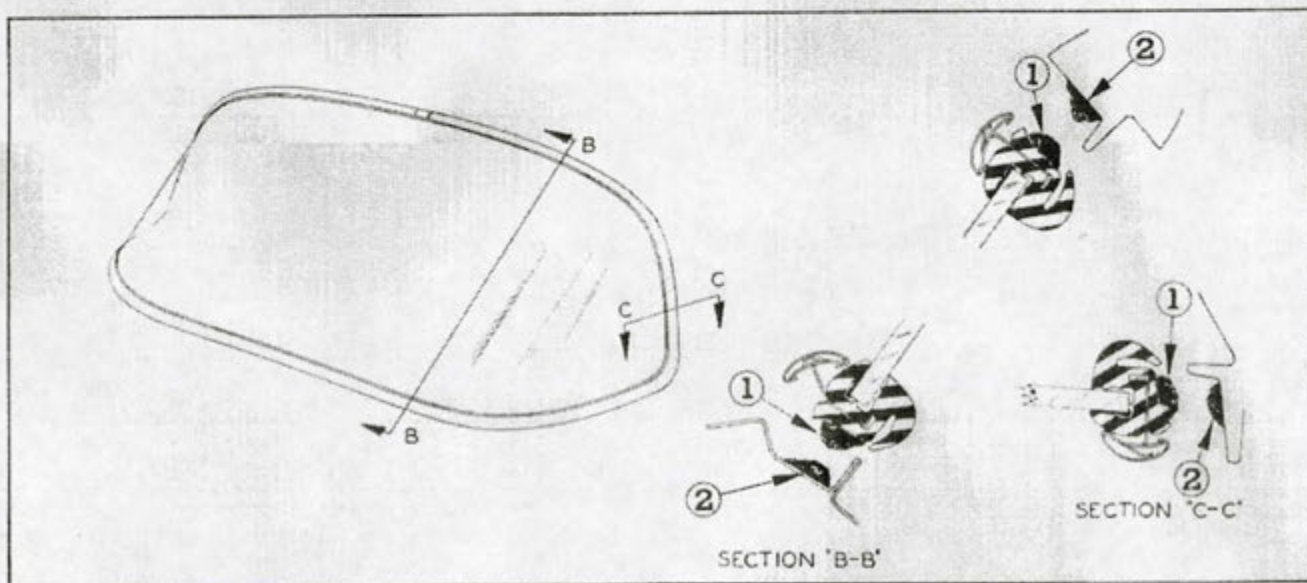
It will be noted that the sealer used between the rubber channel and the windshield casting flange and pinchweld flange is a neutral colored, rubber base sealer of plastic consistency. This sealer is a production sealer and is not available for service purposes. Therefore, in the installation of a windshield, use 3-M Autobody Sealer or its equivalent, to seal between the rubber channel and the windshield casting flange and pinchweld flange. The following operations are recommended for the installation of the windshield assembly.

1. Clean the old sealer from the pinchweld flange, windshield casting flange and the windshield rubber channel. The sealer can be wiped or cleaned off with a dry rag or putty knife. To avoid damage to the rubber channel, gasoline, mineral spirits or other solvents should not be used for cleaning purposes. Inspect the pinchweld flange for unevenness or high spots and correct same before proceeding further.
2. On a bench, install the rubber channel around edges of the glass.
3. Install the attaching clips and "T" bolts, into position on the reveal moldings. Then install the windshield reveal moldings by inserting the reveal molding "T" bolts and the flanges of the reveal molding attaching clips into the groove of the rubber channel.



4. Insert a strong cord into the pinchweld flange and casting flange cavity of the rubber channel completely around the assembly. Then bring the ends of the cord down to the bottom center of the assembly, tie together and tape the ends to the glass as shown in the opposite illustration.

5. With a sealing gun, apply a continuous heavy ribbon of 3-M Autobody Sealer, or its equivalent, to the base of the rubber channel completely around the perimeter of the assembly, as indicated at 1 in Sections "B-B" and "C-C" in the drawing below. In addition, apply this same sealer to the base of the pinchweld flange and casting flange completely around the perimeter of the opening as indicated at 2, in Sections "B-B" and "C-C".

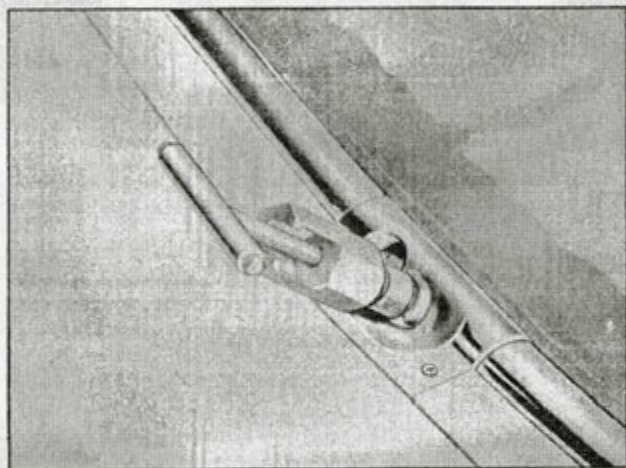




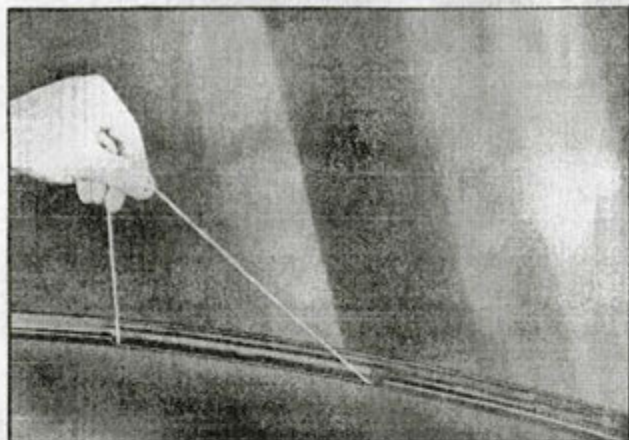
6. With the aid of a helper, place the windshield assembly into the body windshield opening. Position the reveal molding "T" bolts so that they line up with holes in the casting flange.

7. Pressing firmly from the outside, have helper on the inside slowly pull the cord along the bottom so as to seat the lip of the rubber channel over the pinchweld. Pull the cord up each side and across the top of the windshield until the lip of the rubber channel is seated over the windshield casting flange completely around the opening.

8. From inside the body, install the reveal molding attaching nuts. NOTE: Draw attaching nuts up to a light snug fit. Insert each wiper transmission shaft through the holes in the rubber channel and bolt wiper transmissions to transmission brackets.



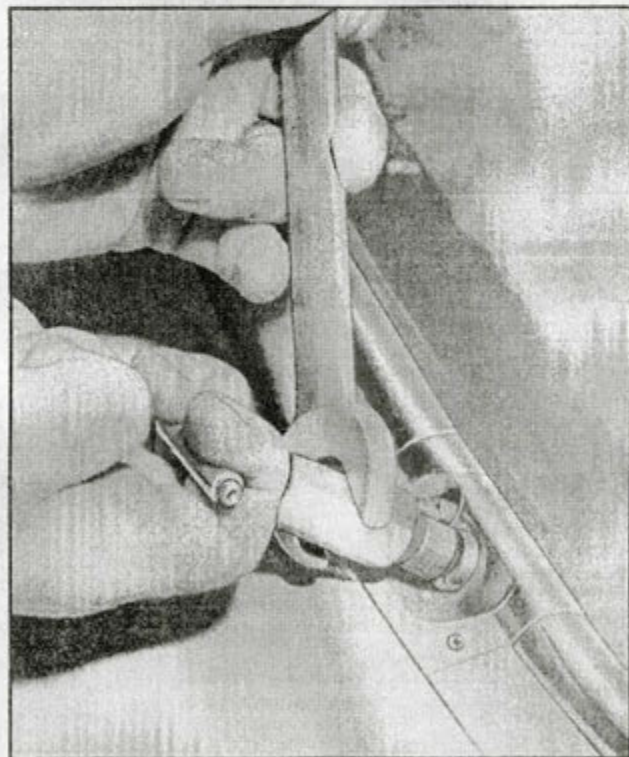
- c. Holding the "T" handle of the tool, carefully and gradually turn the hex-shaped barrel counterclockwise with an end wrench as shown until "burr" has been pushed on the end of the shaft. End of shaft should be flush with outer surface of burr.



9. Seal around the circumference of transmission shaft, then install wiper transmission escutcheon, spanner nut and windshield washer nut and nozzle.

10. Install the windshield wiper transmission "burr" using the following procedure.

- Place "burr" in position on shaft.
- Adjust the Burr Removing Tool previously explained so that the pointed end of barrel is at the bottom, then screw the threaded pilot of the tool into the end of the transmission shaft.



11. Seal the outside lip of the rubber channel to the glass with 3-M Weatherstrip Adhesive or its equivalent.

12. Install all previously removed parts, remove protective covering and clean up glass and adjacent painted area with mineral spirits.



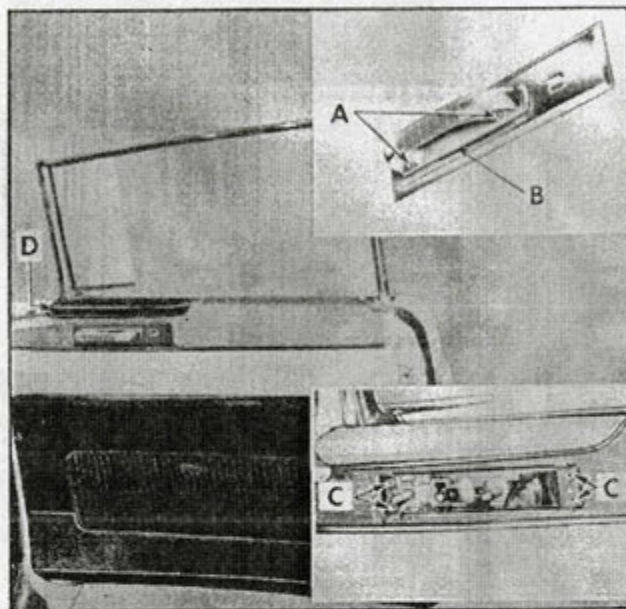
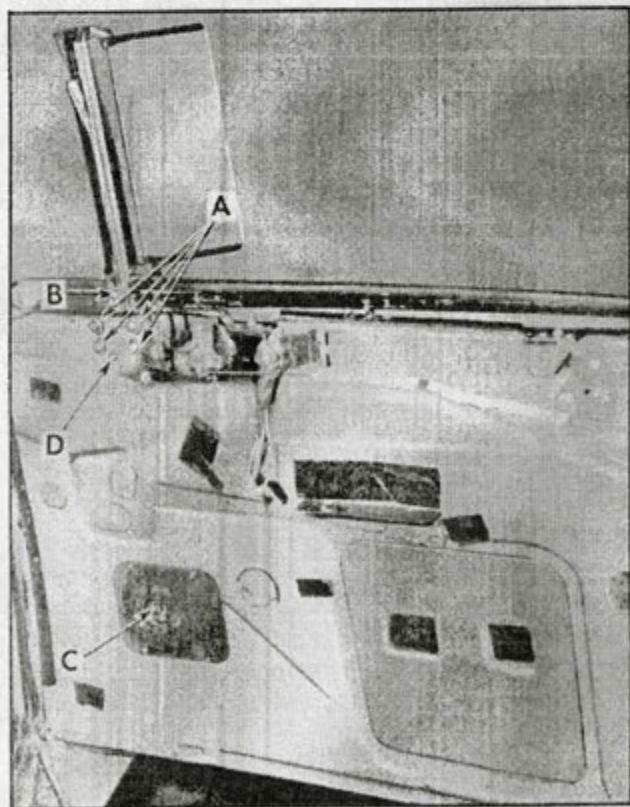
## DOORS

The doors on the Cadillac "Eldorado" incorporate the use of a door wind deflector assembly which differs from the door ventilator assembly used on standard convertible styles. The wind deflector assembly is comprised of a door window frame, friction type wind deflector, glass run channel retainer, glass run channel and a bumper stop which prevents the wind deflector from contacting the door window glass. Other features of the door are the sliding door lock remote control assembly, door glass sash channel "scalp" and a newly designed door belt finishing molding.

### DOOR BELT FINISHING MOLDING REMOVAL AND INSTALLATION

1. Loosen the two set screws indicated at "A" in the opposite illustration and remove control handle.
2. Remove the one screw "B" located under the handle as shown, then remove escutcheon plate and disconnect switch wiring. Tape the hot lead wire.
3. Remove the four screws indicated at "C" and remove sliding mechanism.
4. Remove two screws securing retaining tab indicated at "D".
5. Remove inside locking rod knob and screws securing molding. Lift up the molding to clear retaining clips and remove from door.
6. To install, reverse removal procedure.

NOTE: When installing, make sure sufficient clearance is maintained between handle and escutcheon to prevent scratching of chrome escutcheon. For additional information regarding the sliding remote control, refer to Fisher Service News No. 9.



### DOOR WIND DEFLECTOR ASSEMBLY REMOVAL AND INSTALLATION

1. Lower the door glass to a full down position.
2. Remove the door belt finishing molding and trim pad.
3. Remove one screw and weatherstrip retainer at top of door window frame. Then with suitable tool remove weatherstrip from door window frame.
4. Remove four bolts "A" securing frame to door inner panel and one screw indicated at "B".
5. Remove nut and washer from adjusting stud indicated at "D".
6. Remove loading hole cover and adjusting stud "C".
7. Carefully lift door window frame with attached wind deflector upward and remove from between the door panels.
8. To install, reverse removal procedure. Reseal loading hole cover plate and all attaching nuts and bolts. Cement weatherstrip to the door window frame.

### ADJUSTMENT

1. Remove door belt finishing molding and trim pad.
2. For "in and out" adjustment of the deflector assembly, loosen the four (4) bolts "A", nut "C" and adjusting stud nut "D" shown in the opposite illustration. Turn adjusting studs located at "C" and "D" to desired adjustment and retighten nuts.
3. With all attaching bolts and nuts loosened, the assembly can also be tilted "fore or aft" for alignment with the windshield casting frame and front door window glass.



## DOOR WIND DEFLECTOR SUB-ASSEMBLY

### REMOVAL AND INSTALLATION

1. To remove the door wind deflector from the door window frame, remove the complete assembly from the door and place on a covered bench.

2. Loosen the set screw at the upper pivot and remove screw "A", lower screw "B" and bushing "C" indicated in the opposite illustration.

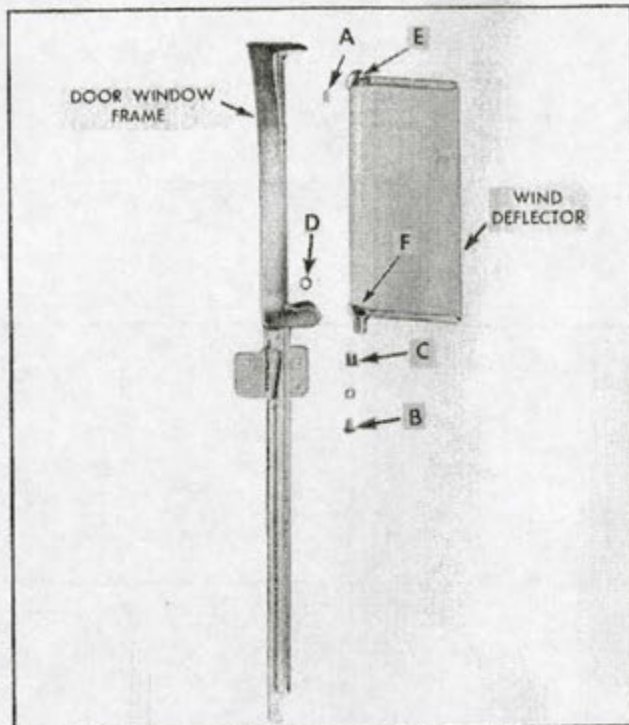
NOTE: The first run bodies do not have a set screw at the upper pivot.

3. Move the top of the deflector outward, then lift upward and remove from frame. Remove washer "D" and note plastic bushing at "E".

NOTE: The first run bodies do not have a bushing at the upper pivot.

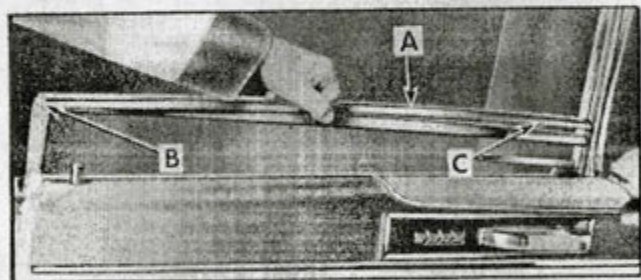
4. To install, reverse removal procedure.

NOTE: To adjust the tension of the wind deflector, remove the button plug "F" at the lower pivot and loosen the set screw at the upper pivot. Loosen or tighten upper and/or lower screw until the desired tension is obtained. The threaded end of the screw "B" is slotted and may be tightened or loosened by inserting a screw driver into the hole at the lower pivot. On first run bodies, there is no tension adjustment provided at the upper pivot and it is necessary to remove the complete assembly from the body to gain access to the screw "B".



## DOOR WINDOW SASH CHANNEL SCALP

When the door glass is lowered to its down position, the front edge of the sash channel scalp "A" which is a component part of the door window sash channel assembly, contacts a stop and remains at the door belt line. The remainder of the glass assembly, except for the top rear edge, travels down below the door belt line. The scalp is riveted at the rear edge to the sash channel where it pivots at "B". Near the front edge, a flat steel spring shown at "C" is attached to the sash channel and the scalp. This spring closes the scalp over the sash channel when the glass is raised above the belt line.



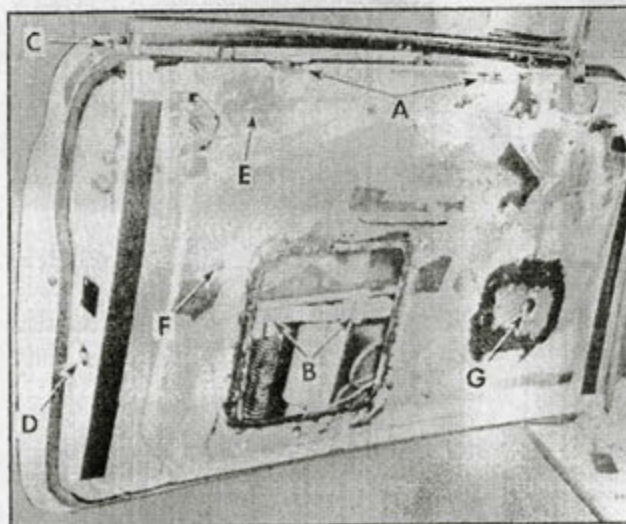
## FRONT DOOR GLASS ADJUSTMENT

1. For proper upward limit of travel of door glass for alignment with the side roof rail weatherstrip and top of door window frame, adjust window stops indicated at "A" up or down as required.

2. If the top rear edge of the door glass is too high or too low in relation to the window opening when the glass is in the down position, proceed as follows:

- Remove loading hole cover and loosen two bolts indicated at "B".
- Adjust glass to desired position, then retighten bolts.

3. For in or out (lateral) adjustment of glass for proper vertical line of travel, raise the window and loosen screw "C" and "D" at the door lock pillar also nuts "E", "F" and "G" at the door inner panel. Position glass run channel and turn adjusting studs to desired adjustment, then retighten nuts and screws. Operate glass up and down a few times to insure the proper travel of the glass. (See also Door Wind Deflector Adjustment on page 7.)





## FOLDING TOP COMPARTMENT COVER

An exclusive styling feature of the "Eldorado" is the hinged folding top compartment cover which conceals the folding top when it is in a full lowered position. The folding top compartment cover assembly consists of a compartment cover and two hinged extension arms located at the right and left sides of the cover. The cover assembly is secured in position at the rear edge by two hinges indicated at "A" in the illustration below. When closed, the cover is locked in position by the lock assembly "B" which is mounted on the cover and also by the striker "C" which is mounted on the rear seat back panel.

### FOLDING TOP COMPARTMENT COVER REMOVAL AND INSTALLATION

1. Raise the folding top compartment cover assembly to "up" position. (See procedure for lowering and raising the top outlined on pages 15 to 20).
2. Leave right and left cover extensions in "down" position as shown in opposite illustration.
3. Place protective covering under cover assembly to protect finish of the rear compartment front panel.
4. On the compartment cover, scribe the location of each hinge strap and also the "hold-open" support bracket.
5. Remove two (2) bolts "D" from the support assembly and also three bolts "E" from each hinge strap.
6. With a helper, remove the folding top compartment cover assembly from body.
7. To install, reverse removal procedure.

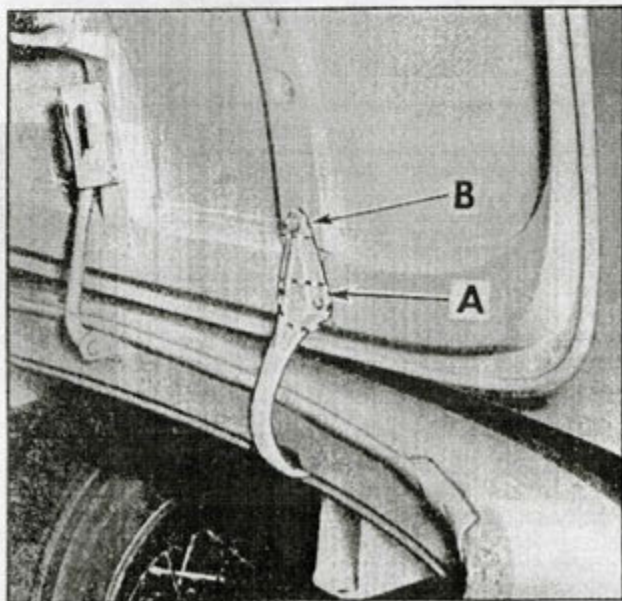
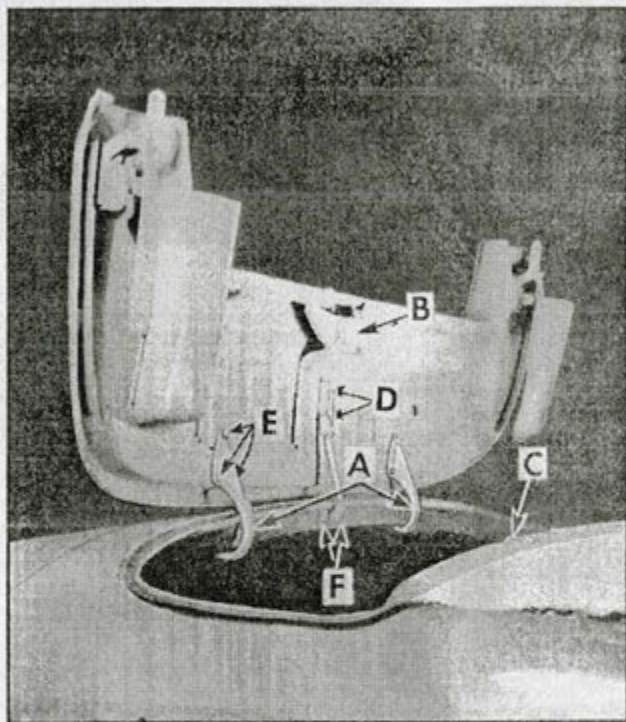
#### ADJUSTMENT

1. Oversized holes in the hinge straps and upper portion of the support assembly allow the folding top compartment cover to be adjusted "fore or aft" or from "side to side" for proper alignment with the compartment opening.

To adjust, proceed as follows:

- a. Scribe the location of the hinge straps and hold-open support on the compartment cover as described above.
- b. Loosen bolts "E" at each hinge assembly and bolts "D" on the support indicated in above illustration.
- c. Shift cover assembly to desired position, then retighten bolts.

NOTE: Additional adjustment of the folding top compartment cover support can be obtained by loosening the two bolts "F" indicated in above illustration.



2. To provide adequate clearance between the folding top compartment cover and the front edge of the folding top assembly, when the top is being operated up or down, an adjustment of the compartment cover support is provided at "D" and "F", to properly position the cover when it is open and locked in place. To adjust the cover rearward, loosen the two bolts "D" indicated in the above illustration. Shift the bracket downward, then retighten bolts. Additional adjustment may be obtained by loosening the two bolts at "F" and shifting the support arm upward. To adjust cover forward, reverse the procedure.

3. The hinge area of the folding top compartment cover may be adjusted up or down by shimming between the hinge strap and the compartment cover.

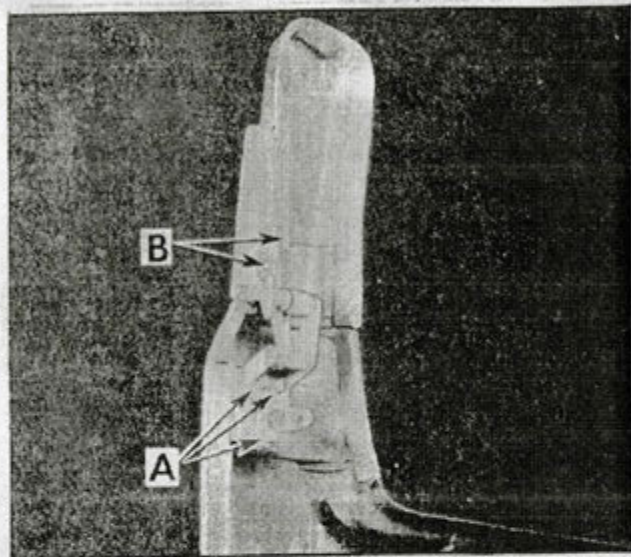
To adjust, proceed as follows:

- a. Scribe location of hinge straps on compartment cover. Loosen the three bolts securing hinge to cover.
- b. To raise cover at hinge area, place a thin shim as shown by dotted line under the lower edge of one or both hinge straps as indicated at "A" in opposite illustration.
- c. To lower the cover at hinge area, place shims under the upper end of hinge strap "B".



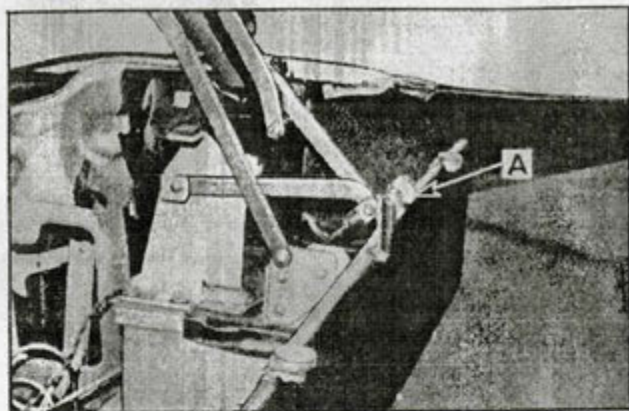
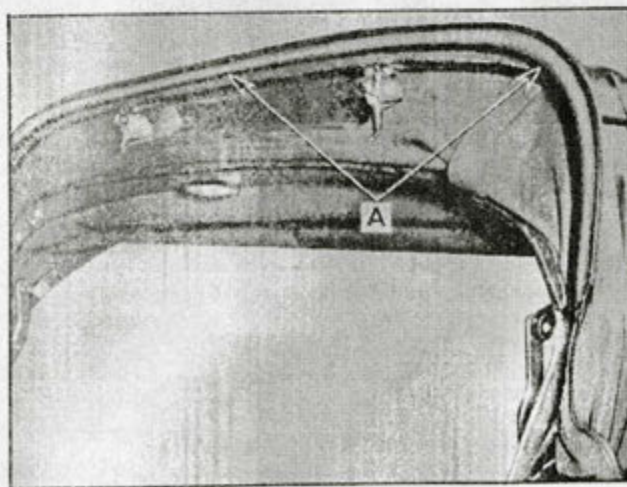
4. The opposite illustration shows the folding top compartment when the folding top and top compartment cover are in the up position.

The compartment cover lock striker indicated at "A" in the opposite illustration is adjustable up or down to permit proper lock engagement. To adjust striker, loosen two screws securing striker, shift to desired position, then retighten screws.



### SAFETY SWITCH

As a safety precaution, to guard against damage to the top and its mechanism, the folding top control switch located at the left rear quarter of the car, will not operate the top when the top compartment cover is in the closed position. A safety switch located on the compartment cover left hinge in the compartment automatically cuts off the electrical circuit at the top control switch until such time as the compartment cover has been raised in preparation for lowering or raising the top. The opposite drawing shows the manner in which the "Safety" switch is positioned behind the folding top compartment cover left hinge.



5. To adjust the compartment cover extensions, scribe the location of the extension hinge straps on the compartment cover and proceed as follows:

For a "fore and aft" adjustment, loosen the three (3) bolts "A", shift the extension to the desired position, then retighten bolts. To adjust extension "down", loosen or remove bolts "A", place shims between hinge and compartment cover, then retighten bolts. For an "up" adjustment, remove or loosen two (2) bolts "B", place shim between hinge and cover extension at one or both bolts depending on the adjustment required, then retighten bolts. To adjust extension "sidewise", loosen the two (2) bolts "B" shift extension to desired position, then retighten bolts.



### FOLDING TOP REAR COMPARTMENT BOW ASSEMBLY

One of the new features of the folding top on the Cadillac Eldorado is the "floating bow" which is attached to the rear portion of the top below the back window. This floating bow clamps across the folding top compartment cover when the top is in the up position. A weatherstrip, indicated at "A" in the opposite illustration, is tacked along the length of the "floating bow" where it comes in contact with the folding top compartment cover. The weatherstrip serves as a cushion for the "floating bow" against the folding top compartment cover and provides the necessary weatherseal at this area. The instructions for lowering and raising the folding top outlined in this Service News illustrate and explain the purpose and operation of the "floating bow".



## ADJUSTMENTS OF THE FOLDING TOP

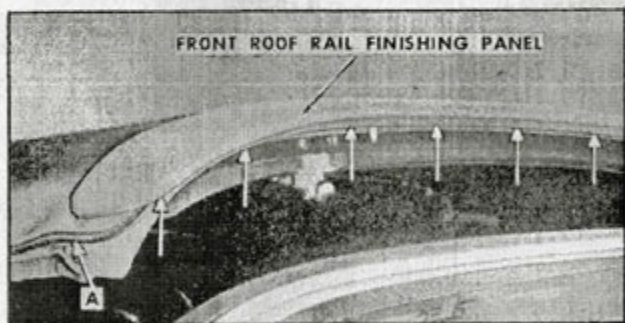
Due to the new design of the windshield assembly and also the addition of the folding top compartment cover, the Cadillac "Eldorado" folding top has also been redesigned to conform with these changes. The folding top front roof rail locking mechanism consists of two toggle fasteners which lock the top to the windshield header. Alignment of the front roof rail to the windshield header is maintained by two dowel pins located underneath the front roof rail which align with holes provided in the windshield header casting. Due to the addition of the top compartment cover, the folding top material is tacked along the rear belt area to a "floating" bow which clamps across the top of the compartment cover when the top is in the up position.

The adjustments of the "Eldorado" top require good judgment on the part of the body repair man. The procedure to correct a certain top variation should be carefully planned and thought out. In some instances only a single adjustment is necessary to correct a certain variation while in others it may require a combination of two or more adjustments to provide a correction.

### ADJUSTMENT OF TOP AT FRONT ROOF RAIL CORNER BRACE

If the top, when in a raised position, is too far forward or does not move forward far enough to allow the dowels on the folding top front roof rail to enter centrally into the dowel holes in the windshield header, the following adjustments may be made:

1. Unlatch the top from the windshield header and raise the top slightly.
2. At each upper corner, loosen corner brace attaching bolt "A" indicated in opposite illustration.



4. Loosen top material sufficiently to gain access to cap covering hole "A" shown in opposite illustration. NOTE: Top material in the opposite illustration has been completely removed for illustrative purposes only.

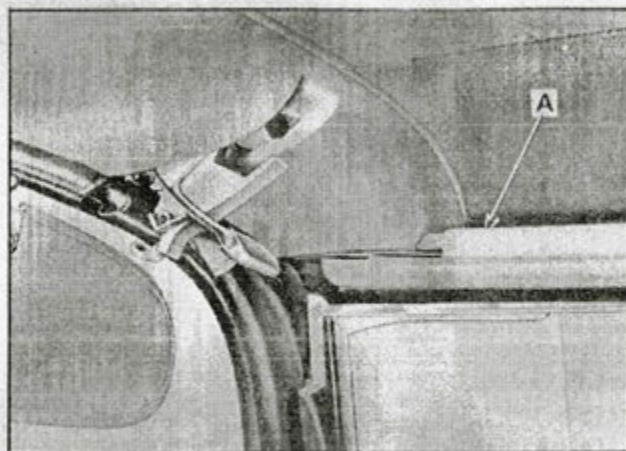
5. Remove cover cap, then with a socket wrench inserted in the hole, loosen the corner brace attaching bolt. The slotted holes in each corner brace allow a forward or rearward adjustment of the front roof rail so that proper alignment may be made with the dowel holes on top of the windshield header.

6. Move front roof rail to desired position, then retighten bolts.

7. Install cover cap and seal it with a strip of waterproof tape, then reinstall top material.

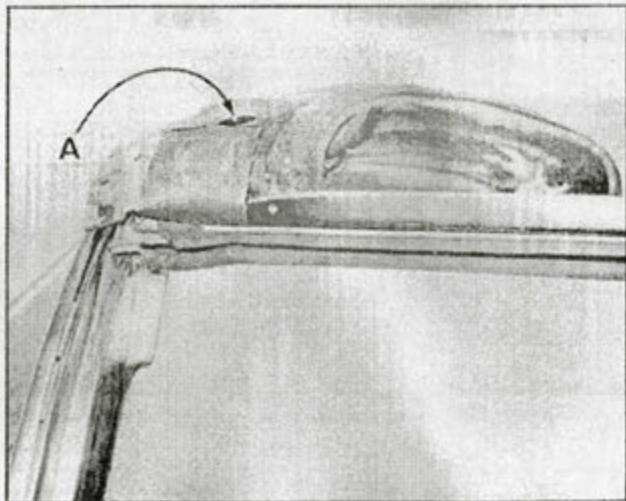
8. When reinstalling front roof rail finishing panel reseal attaching screw holes with 3-M Caulking Compound or its equivalent.

9. Reinstall front section of side roof rail weatherstrip and retainer.



3. Loosen the front roof rail weatherstrip retainer at each end and remove the front section of the side roof rail weatherstrip from the front roof rail. Remove the one screw which is located under the side roof rail weatherstrip at "A".

From the underside of the front roof rail, remove the finishing panel attaching screws. Some of the screws are indicated by arrows in the opposite illustration. Then remove the finishing panel by sliding it toward the front of the car to disengage the finishing panel flange from the edge of the front roof rail.





## FRONT ROOF RAIL LOCK ADJUSTMENT

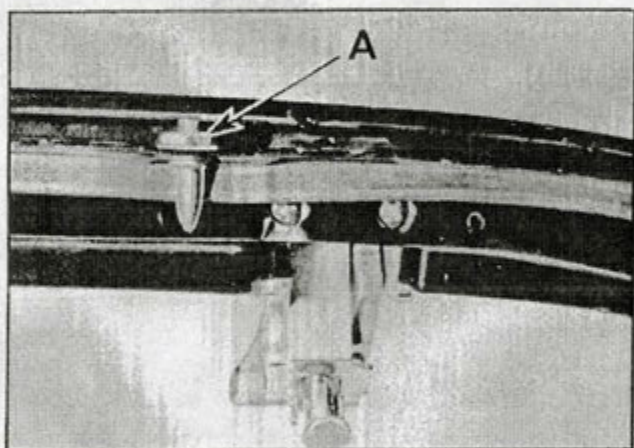
1. The hook of front roof rail lock assembly indicated at "B" in the opposite illustration may be adjusted in or out to improve the locking action of the front roof rail to the windshield header. To adjust, loosen set screw "A" turn hook to desired adjustment, then retighten set screw.

2. If the folding top front roof rail is too high in relation to the windshield header when the top is fully raised, it may result in a difficult locking action of the front roof rail to the windshield header or an inadequate weatherseal in this area. To correct this condition, the following adjustment should be made.

3. At each upper front corner, loosen the corner brace front attaching bolt and remove corner brace rear attaching bolt indicated at "C" in the opposite illustration.

4. Place a shim between side roof rail and corner brace at bolt area "C". Install and tighten bolts in position.

NOTE: In conjunction with this latter adjustment, the front roof rail lock described above, may also have to be adjusted.

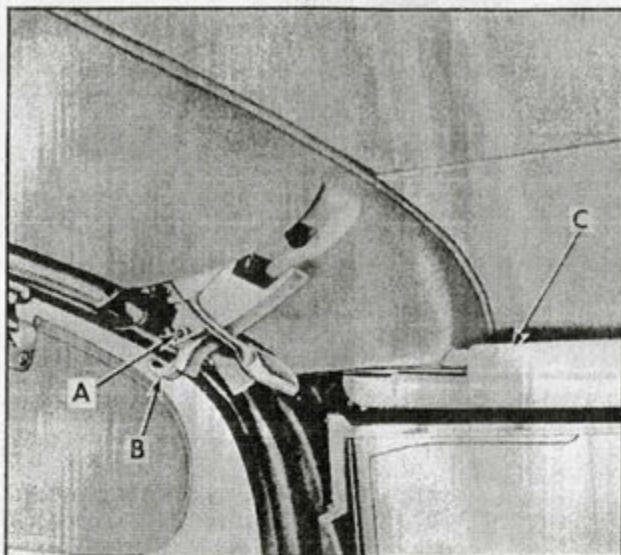


## ADJUSTMENT OF THE FOLDING TOP CONTROL LINK ADJUSTING PLATE

NOTE: Before beginning the following adjustment be certain that the fulcrum attaching bolts at "D" are tight.

1. If upon observation, the side roof rail is too high or too low in relation to the top of the door or quarter windows proceed as follows:

- Lower the top approximately half way as outlined in the top lowering instructions on page 15.
- Loosen the three (3) nuts indicated at "A" in the opposite illustration and without any change in the fore and aft location of the adjusting plate "B", shift the plate up or down as desired. A downward movement of the adjusting plate will raise the side roof rail and an upward movement of the plate will lower it.
- Tighten nuts and check top alignment.

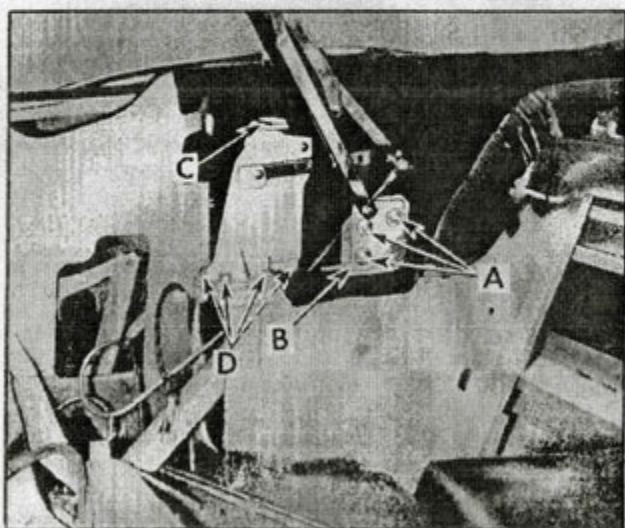


## ADJUSTMENT OF DOWELS ON FRONT ROOF RAIL

The dowels located on the front roof rail may be adjusted laterally to allow the dowels to enter centrally into the dowel holes in the windshield header.

To adjust, proceed as follows:

- Remove the front roof rail finishing panel.
- Loosen jam nut indicated at "A" in the opposite illustration.
- Shift dowel to desired location then retighten nut.



2. If the top is not down far enough when in the folded or stacked position, (linkage does not touch bumper "C"), proceed as follows:

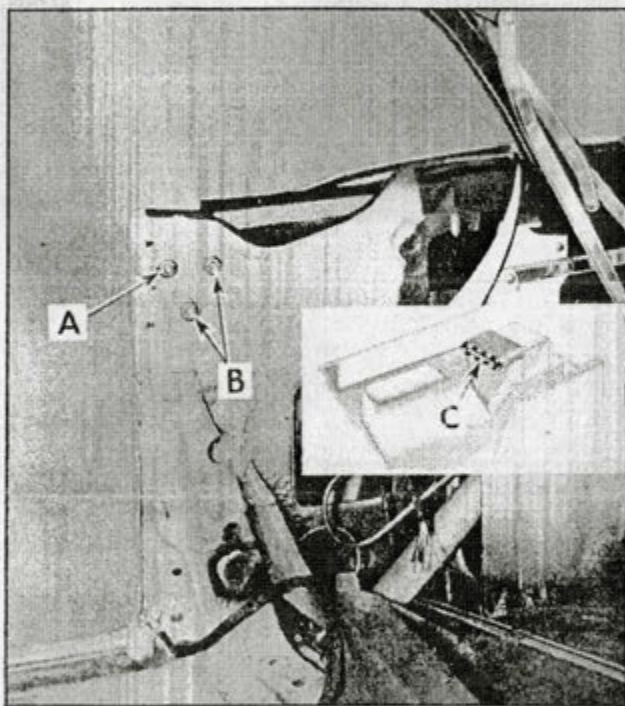
- Loosen the three (3) attaching nuts "A" and without any change in the up and down location of the adjusting plate "B", shift adjusting plate directly rearward.
- Tighten nuts and check top alignment. This adjustment will further lower the top into its compartment and will add more clearance for the top compartment cover in cases where the original folded position was too high.



## ADJUSTMENT OF TOP AT HINGE FULCRUM

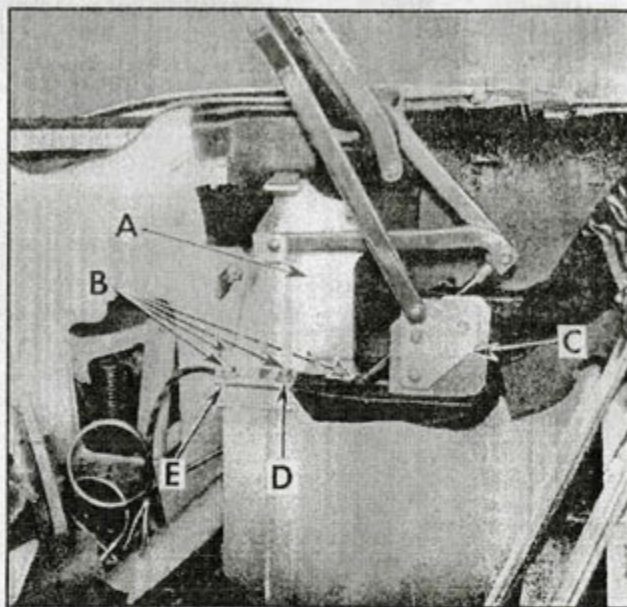
1. The oversized holes in the base of the metal hinge fulcrum at "A" through which the four (4) attaching bolts at "B" pass, permit a forward or backward adjustment which decreases or increases the spacing at the rear quarter window.

2. If the side roof rail is still too high or too low after first attempting to obtain the desired adjustment at the adjusting plate "C", shimming beneath the fulcrum in the area of the attaching bolts "B" will provide the required adjustment. Placing a shim at bolt areas "D" and "E" will raise the side roof rail while placing a shim at the forward bolt areas at "E" only, will lower the side roof rail.



## REAR QUARTER BELT FINISHING MOLDINGS AND ARM REST ASSEMBLY REMOVAL AND INSTALLATION

1. Remove the rear seat cushion and seat back.
2. Unlatch and raise the "floating bow" then raise the folding top compartment cover to the up position. (See Folding Top Operation.)
3. Remove the rear quarter belt finishing molding rear, by removing attaching screws and nut, then disconnecting dome light switch wiring. Opposite illustration shows the molding removed.
4. Remove screws attaching rear quarter belt finishing panel front. Lift panel upward, disconnect the switch wiring and remove panel from body. Tape the hot wire leads of the switch wiring.
5. Remove screws securing the rear quarter arm rest assembly and remove assembly from body.
6. To install, reverse removal procedure.



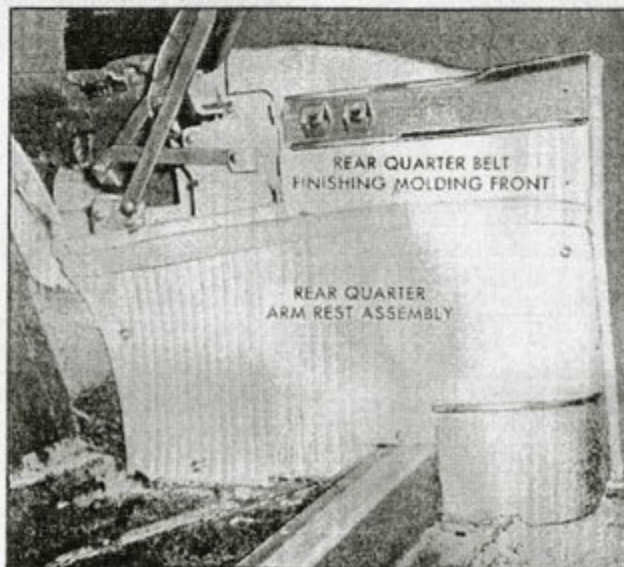
## REAR QUARTER WINDOW ADJUSTMENT

1. Up and down and fore and aft adjustment of the quarter window glass may be made at the pivot bracket by loosening the pivot bolt "A" and the adjusting studs "B" then shifting the glass assembly to the desired adjustment.

NOTE: In extreme cases, the attaching screw holes in the inner panel at "A" and "B" may be elongated if necessary.

2. In and out adjustment of the window glass may be made at the pivot bracket by loosening the stud nuts "B" and turning the studs with a screw driver to the desired adjustment.

3. The rear quarter window glass stop at "C" may be adjusted up or down by loosening the two screws attaching the glass stop to the upper end of the glass guide channel.

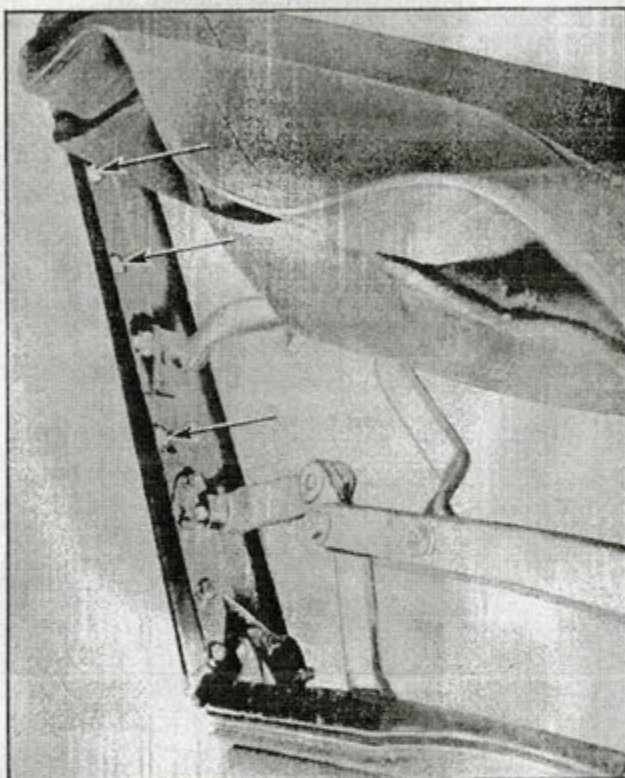
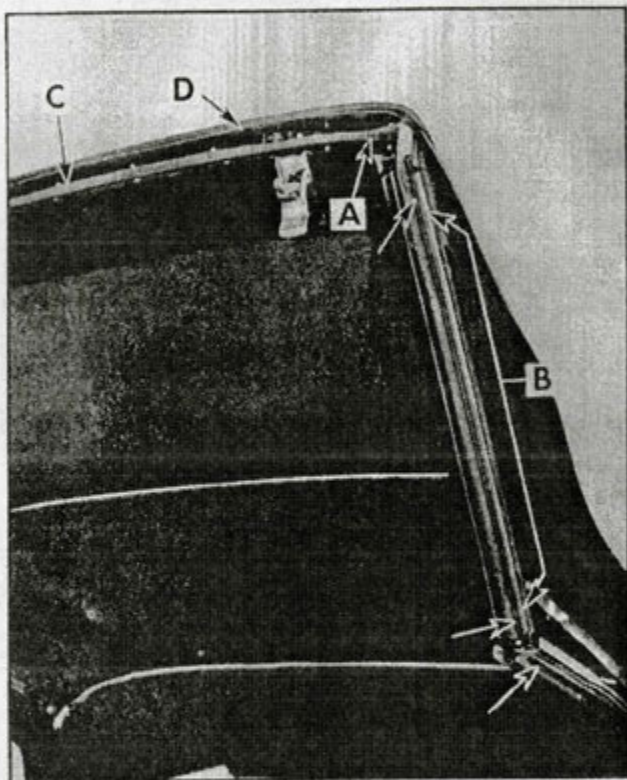




## ADJUSTMENT OF SIDE ROOF RAIL WEATHERSTRIPS

In conjunction with the adjustment of the convertible top, it may also be necessary to adjust the side roof rail weatherstrips, the front door glass and/or the rear quarter glass. The side roof rail weatherstrips on the Eldorado convertible consist of three sections and are adjusted along the entire length of the side roof rail. The "butt" end of the front section of the side roof rail weatherstrip is cemented to the front roof rail weatherstrip at "A" indicated in the illustration below.

NOTE: Before beginning this operation, open the door and lower the rear quarter window. For convenience in loosening the side roof rail weatherstrip retainer attaching screws, it is recommended that the top be partially lowered. For information on how to lower the top, refer to page 15 of this Service News.



1. In the groove of the weatherstrip, remove screws indicated by arrows in the upper left illustration and remove weatherstrip from its retainer.

2. For in and out adjustment of the weatherstrip:

- a. Loosen the screws securing the weatherstrip retainer to the side roof rail. When adjusting the front or center section of the side roof rail weatherstrip, it is necessary to loosen the attaching nuts indicated by arrows in the upper right illustration.

- b. Shift weatherstrip retainer "in or out" as required, then tighten screws and/or nuts.

NOTE: The attaching screw holes in the retainer may be elongated if necessary to provide additional adjustment in extreme cases.

3. For a downward adjustment of the side roof rail weatherstrip:

- a. Loosen the screws and/or nuts attaching weatherstrip retainer to side roof rail.
- b. Insert waterproof shims between retainer and side roof rail, then tighten screws and/or nuts. The entire length or only certain portions of the retainer can be shimmed as needed.

4. Install weatherstrip in retainer and check alignment with door glass, door window frame and rear quarter window.

5. Apply 3-M Caulking Compound or its equivalent along the base of the side roof rail weatherstrip retainer along area "B" where retainer and side roof rail are joined. Apply sufficient amount of compound to weatherseal along the entire length of the side roof rail weatherstrip retainers. Clean off excessive sealer.

## FRONT ROOF RAIL WEATHERSTRIP

The front roof rail weatherstrip indicated at "C" in the upper left illustration is cemented to the front roof rail and to the ends of the front section of the side roof rail weatherstrips. The weatherstrip is also held in position by a metal retainer which is attached to the front roof rail by screws, and extends along the entire length of the front roof rail. In addition, to insure a proper weatherseal at this area, a front roof rail outer weatherstrip indicated at "D" in the upper left illustration is cemented along its length and then riveted at each end to the front roof rail.

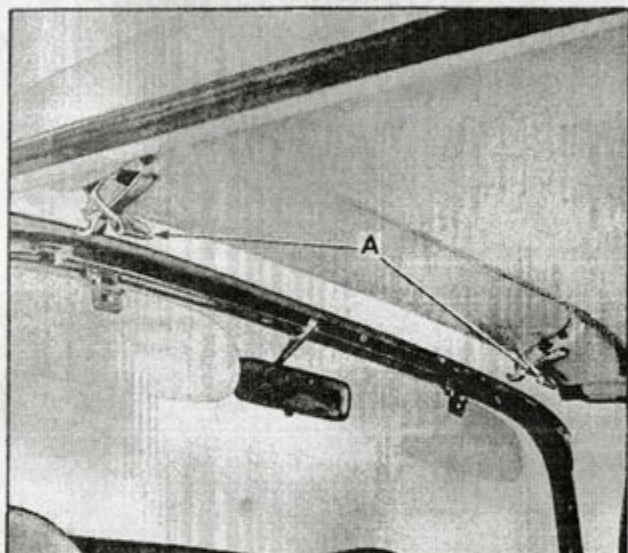


## TOP OPERATION

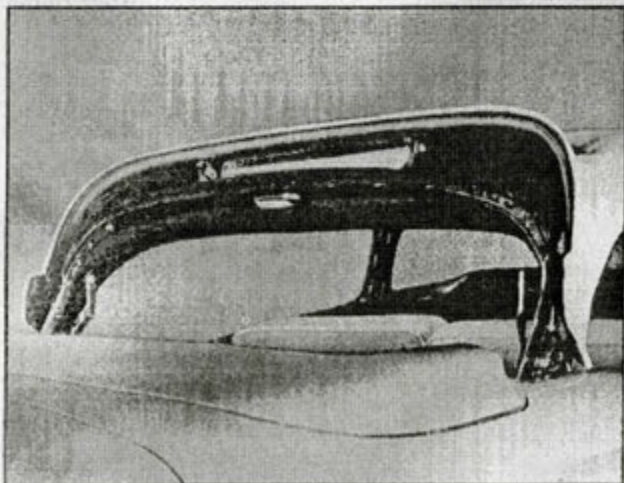
Due to the fact that the top on the Cadillac Eldorado when lowered, is entirely concealed within a top compartment equipped with a top compartment cover, the procedure for raising and lowering the top, with few exceptions, is entirely new. For this reason the procedure which follows should be carefully studied.

## TO LOWER THE TOP

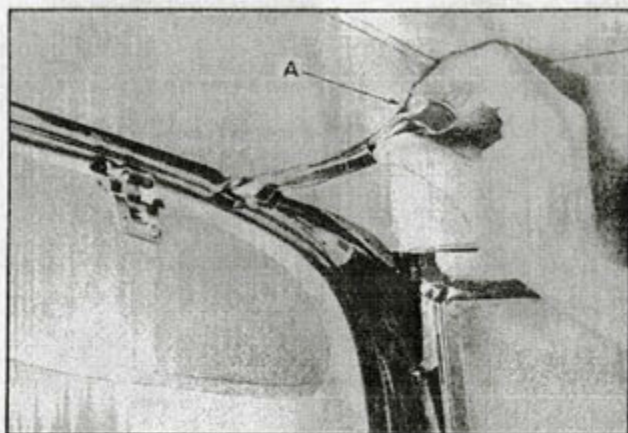
**STOP THE CAR.** Turn down sun visors and release the toggle fasteners at each front corner of the top as shown at "A" in the opposite illustration.



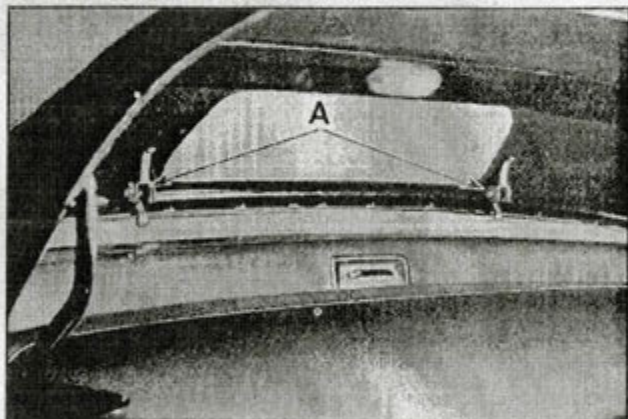
At the rear of the top below the back window, unlatch the toggle fasteners retaining the rear "floating" bow to the top compartment cover indicated at "A". **LOWER THE REAR QUARTER WINDOWS.**



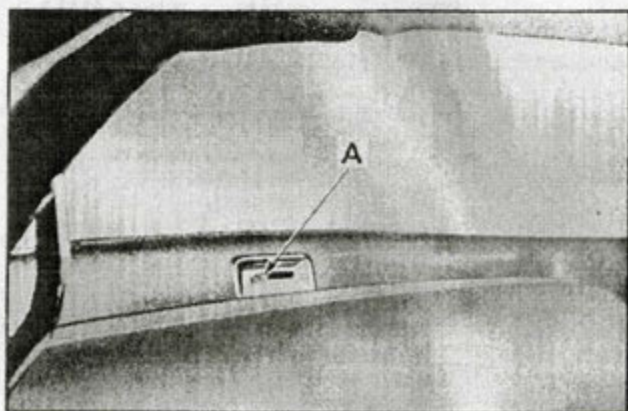
Next, pull the "trigger" catch indicated at "A" to release the top compartment cover from its locked position.



Next, push the front of the top upward so as to release it from the windshield header. In the illustration opposite, "A" indicates the position of the toggle fasteners after they are released from the windshield header.

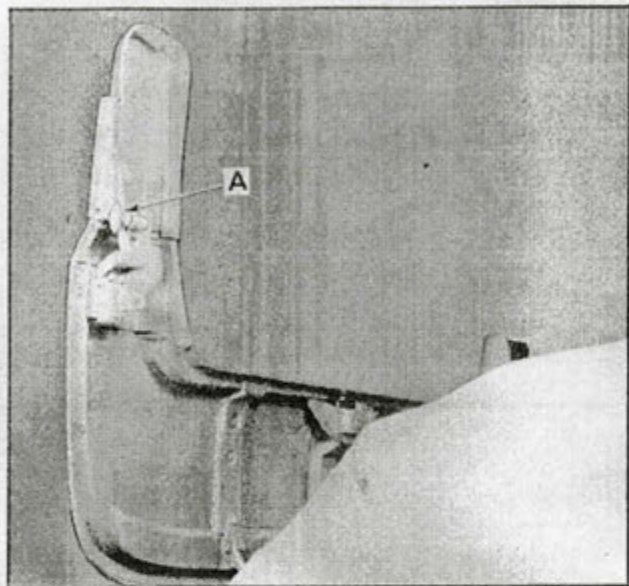


Raise the "floating" bow including the rear portion of the top as shown in this illustration. "Floating" bow will remain in the upright position after raising.

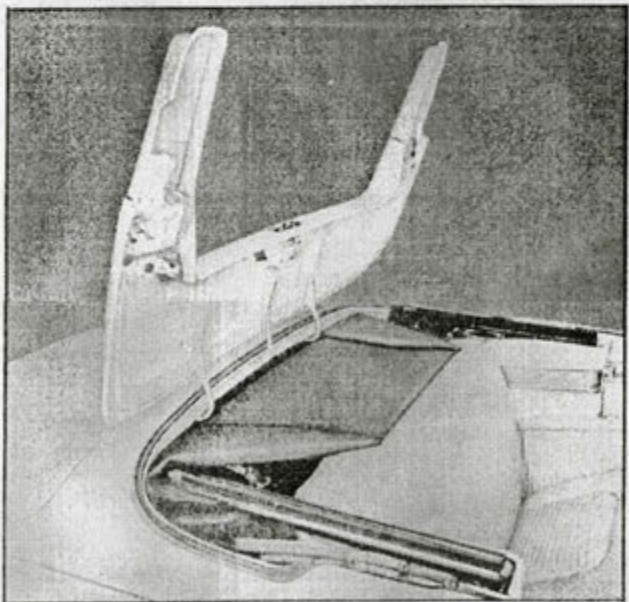




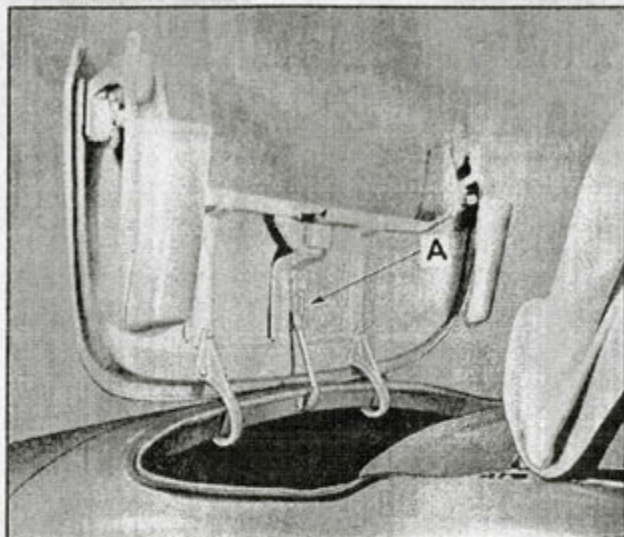
Raise the top compartment cover and engage the support arm as indicated at "A" to hold the cover in an upright position as shown.



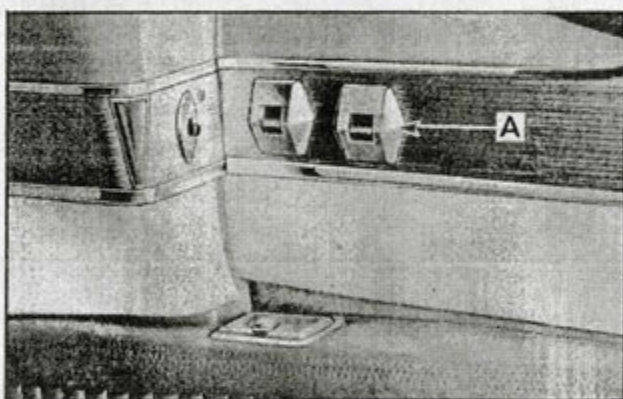
Next, lower the complete top by operating the top control switch indicated at "A". This switch is located at the left rear quarter section of the car directly above the arm rest. Push "down" on switch to lower top.



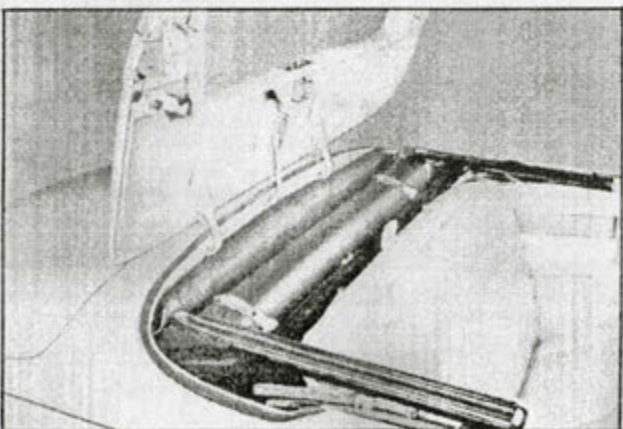
After folding over the corners, roll up the top material into a compact roll and tuck it into the top compartment so that it is in the position as shown in this illustration. NOTE: Top material and padding must not be pinched by the operating arms of the top.



On the outside of the car, pull out the spring tensioned knob on each extension arm indicated at "A", and swing the right and left extension arms of the top cover upward, then lock them in the position as shown. In addition, lower the "floating" bow and rear portion of the top.

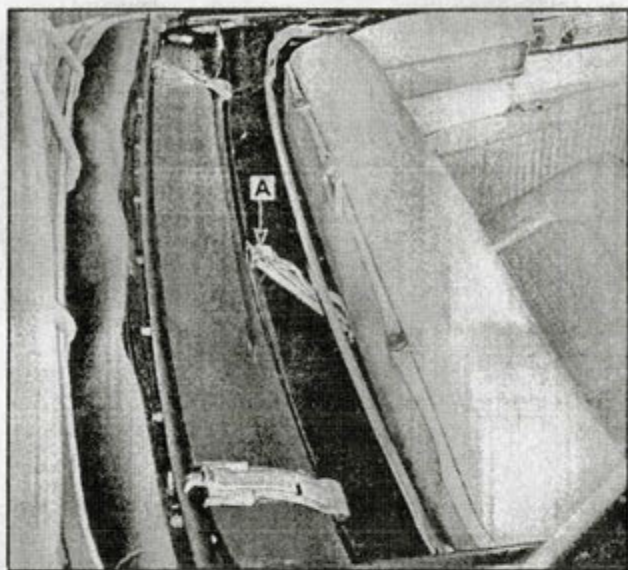
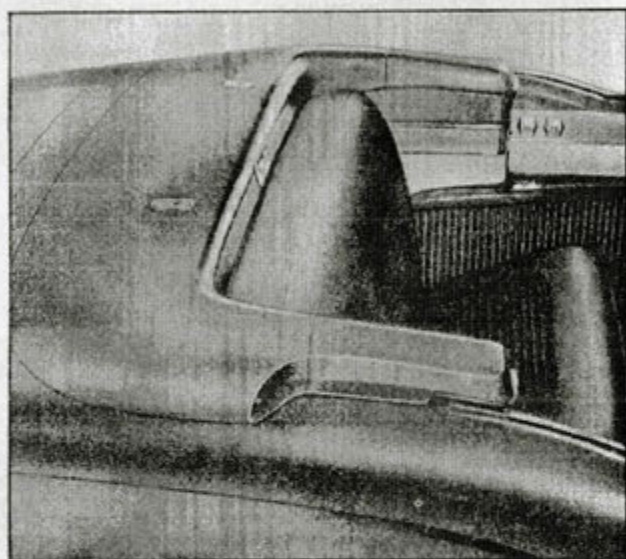


After the top is lowered, raise it slightly by hand and pull the top material and padding out from between the rear side of the roof bows. Spread it out and then fold over the corners as shown in the opposite illustration.





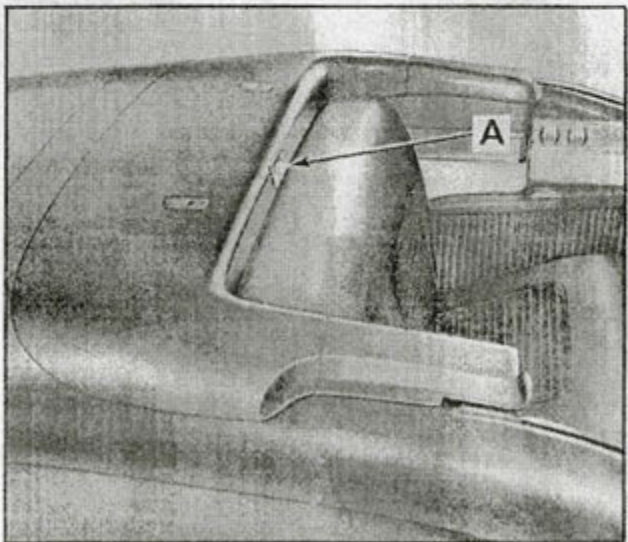
Next, locate the leather "hold-down" strap furnished with each Eldorado. Slip the end of the strap through the metal loop located in the top compartment at the base of the rear seat back and also at the center of the front roof rail, then buckle securely as shown at "A" in opposite illustration. **IMPORTANT:** Top when lowered must be securely strapped down to prevent chafing of top material. Toggle fasteners must be returned to a locked or flush position as shown before lowering top compartment cover.



Disengage the support arm and lower the complete top compartment cover including extended arms, downward, until it snaps into the locked position as shown.

#### TO RAISE THE TOP

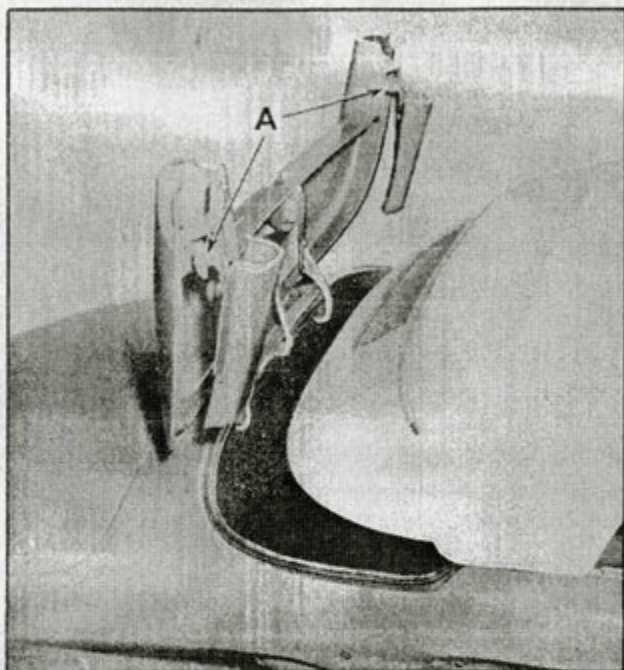
**STOP THE CAR.** As shown in this illustration at "A", pull the trigger catch to release the top compartment cover from its locked position. **NOTE: THE REAR QUARTER WINDOWS MUST BE LOWERED BEFORE RELEASING TOP COMPARTMENT COVER.**



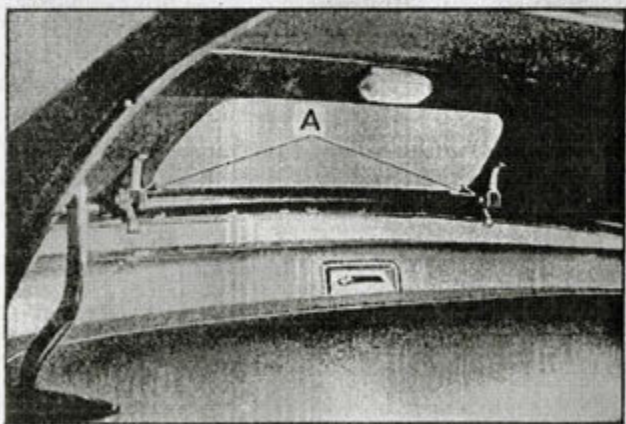
Raise the top compartment cover and engage the support arm indicated at "A" to hold the cover in an upright position. Unbuckle and remove the "hold-down" strap.



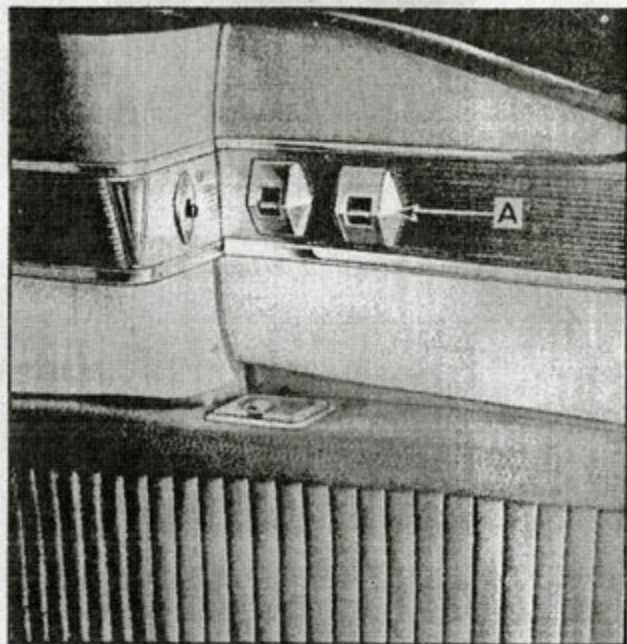
Next, raise the complete top by operating the top control switch indicated at "A". Push "up" on the switch to raise the top.



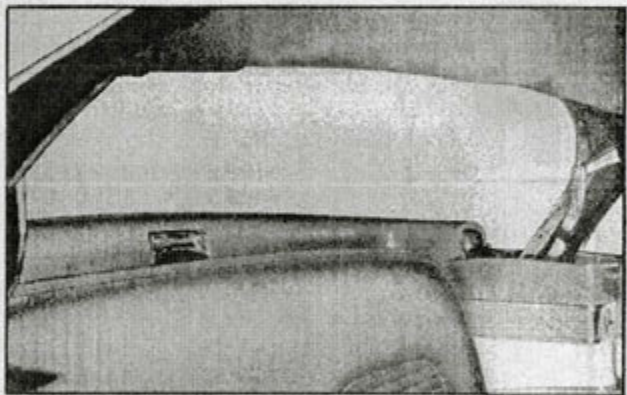
Raise the "floating" bow and rear portion of the top, then disengage the support arm and lower and lock the top compartment cover as shown in this illustration.



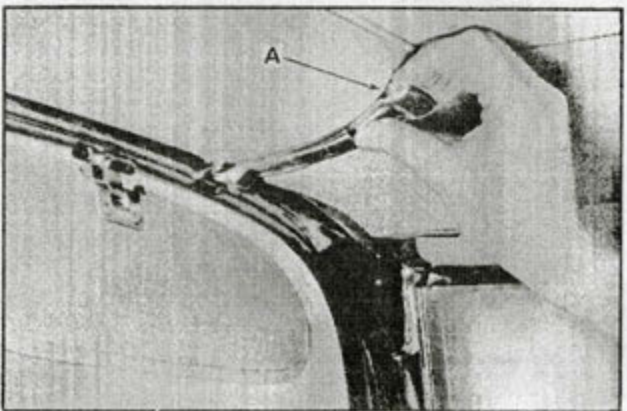
At the front of the car, at each upper corner, draw the top down firmly, engage toggle fasteners indicated at "A" and lock the top to the windshield header.



On the outside of the car, at locations "A", pull out the spring tensioned knobs and swing the extension arms of the cover downward, making sure they are locked in the position as shown in this illustration.



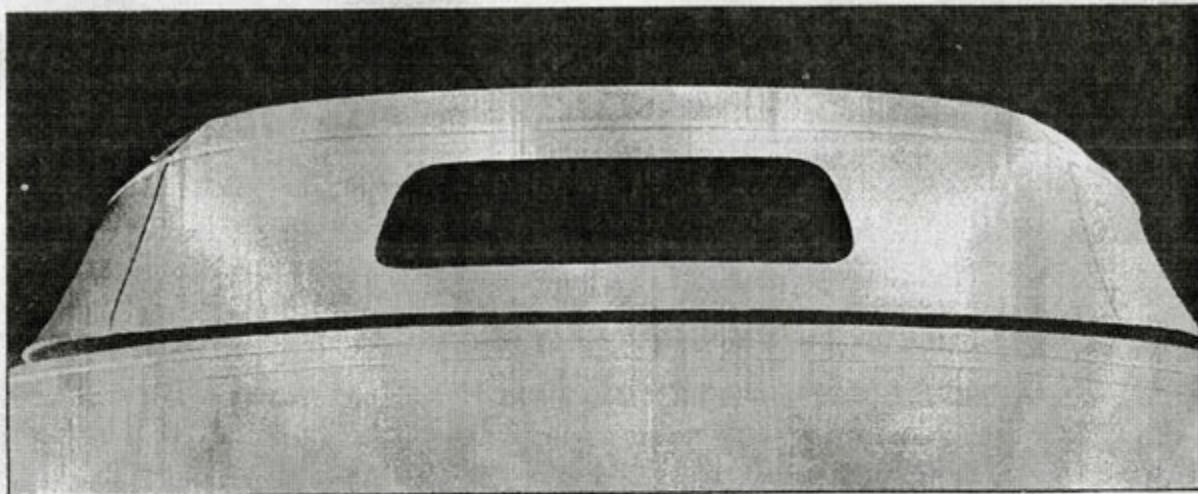
On the inside of the car, pull down the rear "floating" bow until it contacts the top compartment cover. Engage toggle fasteners indicated at "A" and lock it securely in place.





## CARE OF THE BACK WINDOW

The Eldorado is provided with a flexible plastic window at the rear of the convertible top. Although not removable, the flexibility and design of the window allow it to be compactly folded in with the top material when the top is lowered. Due to its texture, this plastic window is susceptible to scratches and abrasions and caution must be used in its cleaning and care. The illustration below shows the back window.



1. When removing road dust, do not use a dry cloth. Use a soft cotton cloth moistened with water and wipe cross-wise of the window to remove superficial dust.
2. To clean the back window, use cold or tepid (not hot) water and a mild (not caustic) neutral soap suds. After washing, rinse with clear water and wipe with a slightly moistened clean soft cloth.  
**CAUTION:** Never use solvents or cleaners of alcoholic or other chemical content. These liquids may possibly have deteriorating effect on the plastic and if spilled, might spot the finish on the rear body panels directly below the back window.
3. In removing frost, snow or ice from the plastic back window **DO NOT USE A SCRAPER**. In an emergency warm water may be used. Use care that this warm water does not contact the actual glass windows or windshield.
4. Avoid pasting advertising stickers, gummed labels or masking tape on the plastic back window. In addition to being difficult to remove, the adhesive on these stickers may also be injurious to the plastic composition of the back window.

## FOLDING TOP MAINTENANCE

1. As a safety precaution after top has been raised, make sure it is securely locked in position above the windshield before starting the car. In addition, at the rear make sure the rear "floating" bow is securely "toggled" to the top compartment cover.
2. When the top is folded, it **MUST** be securely strapped down.
3. In order to keep the mechanism in good working condition, the top should be operated a few times through its complete up and down cycles, at least once a month.
4. Interference with the mechanical operation of the top, such as holding or retarding its operation in any way, should be avoided.
5. The top compartment behind the rear seat must only be used for storage of the top, when it is in a folded position. Avoid placing miscellaneous objects in this compartment which might interfere with the proper operation of the top.
6. To avoid water stains, or possible shrinkage of the top material, do not permanently keep the top folded if it is damp or watersoaked. Raise and fasten the top above the windshield and below the back window and allow it to dry out.
7. The folding top can also be operated by hand in the event of emergency. Without touching the control switch, unlatch the top, raise the top compartment cover and lower the top by hand in the conventional manner. To manually raise the top, reverse this procedure. This manual operation of the top must be done slowly.
8. **NOTE:** To guard against damage to the top and its mechanism, the folding top control switch located at the left rear quarter of the car, will not operate the top when the top compartment cover is in the closed position. A safety switch located on the compartment cover hinge in the compartment automatically cuts off the electrical circuit at the top control switch until such time as the compartment cover has been raised in preparation for lowering or raising the top. The windows and front seat however, can be operated independently regardless of whether the top is up or down.
9. **CAUTION:** Before raising or lowering the top compartment cover, make sure the rear quarter windows are in the down position.









CADILLAC MOTOR CAR DIVISION  
General Motors Corporation  
DETROIT 32, MICHIGAN  
TASHMOO 5-4600

NEWS

FOR RELEASE

IMMEDIATE

THE ELDORADO -- Cadillac Sports Convertible in Limited Production

Lyrically graceful, dramatically conceived -- the Eldorado special convertible is Cadillac's highest offering to America's most discerning motorists.

Fleetwood artisans and Cadillac engineers created this car for display at the Waldorf-Astoria in New York, as a masterpiece demonstrating America's newest automotive achievements.

Now in limited production, it joins the seven superb Cadillac body styles available to the public.

Exciting in appearance as it is rich in quality and craftsmanship, the Eldorado combines sleek low lines with smooth Cadillac power.

Brilliant, youthful color harmony is everywhere apparent on the Eldorado - Aztec Red, Azure Blue, Alpine White, Artisan Ochre form vigorous exterior-interior color contrasts.

From massive integral bumper and grille, body lines rise powerfully to sweep back across broad hood to the Eldorado's panoramic windshield. Since corner pillars are drawn back over the forward edges of the doors, the Eldorado's windshield eliminates blind spots, truly bringing a panorama of the landscape before the driver's eyes.

-more-



Seen from the side, door lines dip to a narrow waist, only 37 inches in height, before rising to the level of a long rear deck.

The Orlon fabric top in pure white or black disappears beneath a metal top-well cover when not in use. This device, removing any break in the swift full curve from rear seat to rear bumper, preserves the sports theme. With top concealed, the Eldorado is truly a car of golden sunlight and outdoor pleasures.

Its more than 220 inch overall length provides ample roominess for six passengers without reducing length of hood and rear deck.

Beneath the hood lies Cadillac's 210 horsepower 1953 engine, teamed with improved Hydra-Matic drive to give silently confident power, flowing acceleration and incomparable versatility. The result of Cadillac's 37 years of experience building fine V-8 engines, this 8.25 to 1 compression ratio power plant achieves new efficiency.

Power Steering is one of the many luxury features that are standard equipment on the Eldorado. Flashing chrome wire wheels with white sidewall tires enhance exterior beauty. In addition, wire wheels facilitate brake cooling.

Also standard equipment are: built-in fog lights; side view and vanity mirrors; Cadillac Signal-Seeking, Pre-Selector Radio; powerful dash and under-seat heaters; windshield washer; oil filter; and automatic window and seat regulators.



Forceful and rich interior styling and appointments bear out the Eldorado theme. Specially designed instrument panel is topped by a leather finished cushion cowl extending forward to the windshield. The Eldorado name stands out in script on a brushed gold medallion in the panel's center.

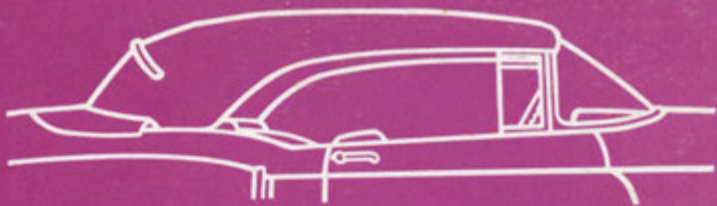
Instrument cluster and controls are chrome finished while the two-tone steering wheel displays simulated leather plastic hand-grips. Hydra-Matic dial is integrated into the instrument cluster.

Finely tailored leather combinations in black and white, red and white, or blue and white cover seats and side panels. Horizontal stitching decorates the horseshoe pattern of seats and seat backs while vertical stitching emphasizes the elegance of carefully styled door and window control panels. Newly designed door handles slide horizontally to release door locks.

The beautiful Eldorado script reveals itself again on sill plates when doors are swung open.



How to



*Operate*

the folding

**1953**

*Cadillac*

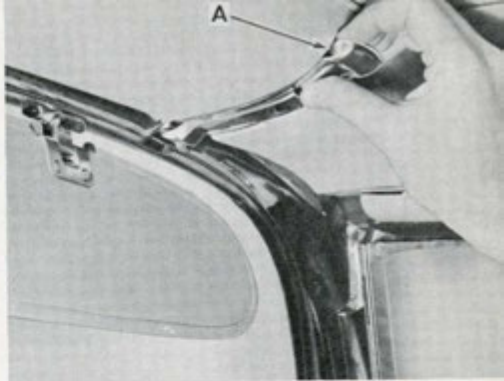
**ELDORADO**

**TOP**

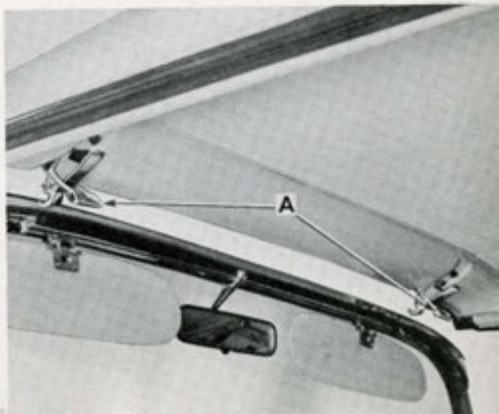


## ***TO LOWER THE TOP***

**STOP THE CAR.** Turn down sun visors and release the toggle fasteners at each front corner of the top as shown at "A" in the opposite illustration. ➡

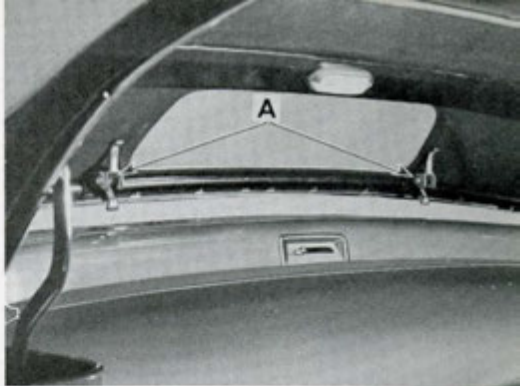


Next, push the front of the top upward so as to release it from the windshield header. In the illustration opposite, "A" indicates the position of the toggle fasteners after they are released from the windshield header. ➡

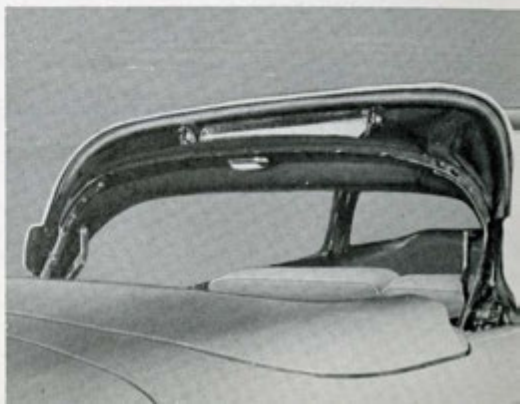




At the rear of the top below the back window, unlatch the toggle fasteners retaining the rear "floating" bow to the top compartment cover indicated at "A". LOWER REAR QUARTER WINDOWS.

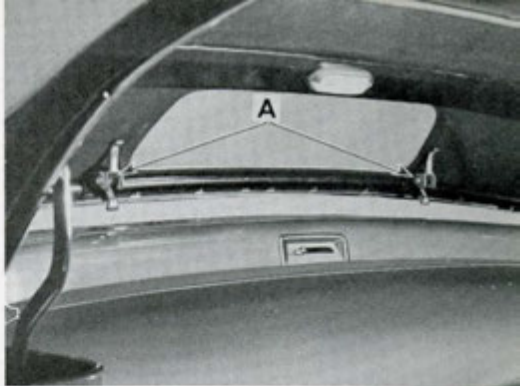


Raise the "floating" bow including the rear portion of the top as shown in this illustration. "Floating" bow will remain in the upright position after raising.

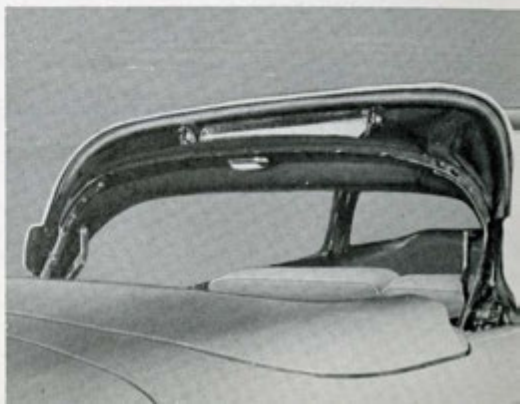




At the rear of the top below the back window, unlatch the toggle fasteners retaining the rear "floating" bow to the top compartment cover indicated at "A". LOWER REAR QUARTER WINDOWS.

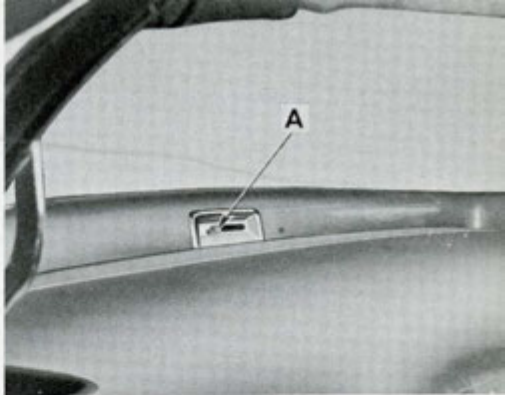


Raise the "floating" bow including the rear portion of the top as shown in this illustration. "Floating" bow will remain in the upright position after raising.

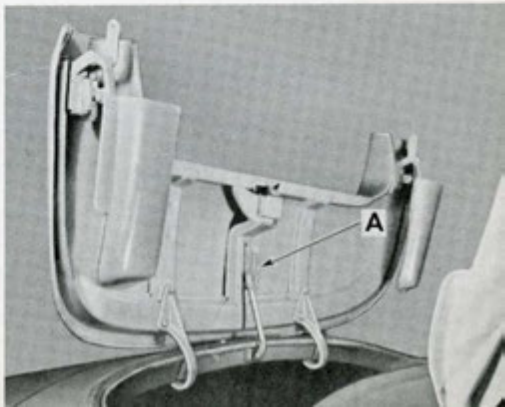




Next, pull the "trigger" catch indicated at "A" to release the top compartment cover from its locked position.

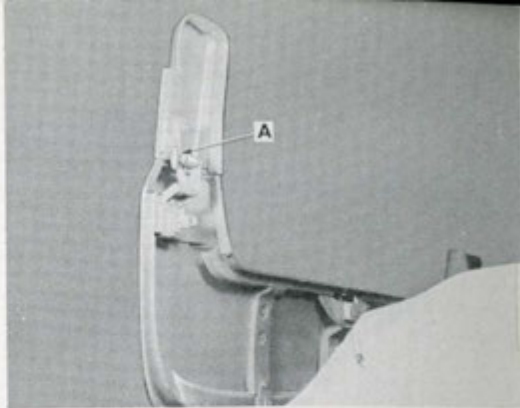


Raise the top compartment cover and engage the support arm as indicated at "A" to hold the cover in an upright position as shown.

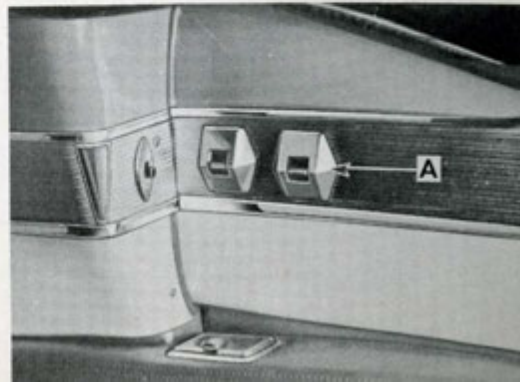





On the outside of the car, pull out the spring tensioned knob on each extension arm indicated at "A", and swing the right and left extension arms of the top cover upward, then lock them in the position as shown. In addition, lower the "floating" bow and rear portion of the top.

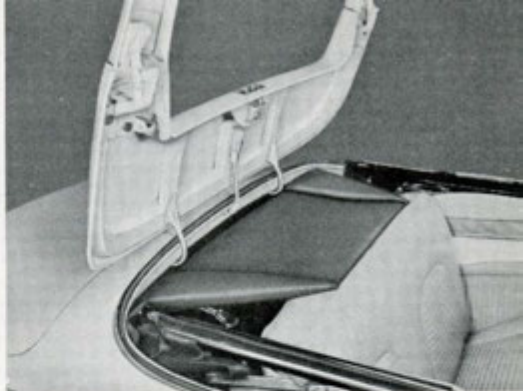



Next, lower the complete top, by operating the top control switch indicated at "A". This switch is located at the left rear quarter section of the car directly above the arm rest. Push "down" on switch to lower top.





After the top is lowered, raise it slightly by hand and pull the top material and padding out from under the rear side of the roof bows. Spread it out and then fold over the corners as shown in the opposite illustration.  NOTE: Top material and padding must not be pinched by the operating arms of the top.



After folding over the corners, roll up the top material into a compact roll and tuck it down into the top compartment so that it is in the position as shown in this illustration. 

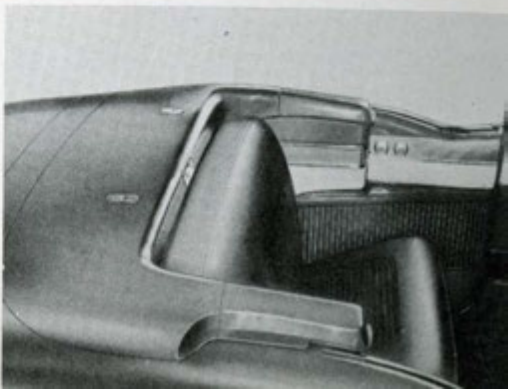




Next, locate the leather "hold-down" strap furnished with each Eldorado. Slip the end of the strap through the metal loop located down in the top compartment at the base of the rear seat back and also at the center of the roof bow, then buckle securely as shown at "A" in opposite illustration.

**IMPORTANT:** Top when lowered must be securely strapped down to prevent chafing of top material. Toggle fasteners must be returned to a locked or flush position as shown before lowering top compartment cover.

Disengage the support arm and lower the complete top compartment cover including extended arms, downward, until it snaps into the locked position as shown.

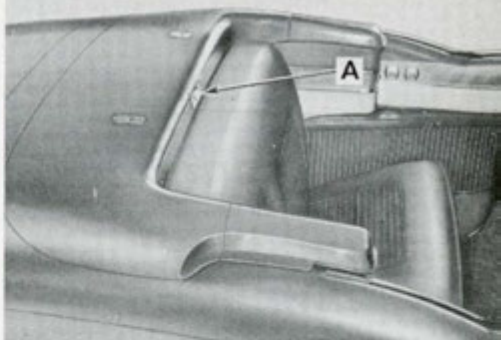




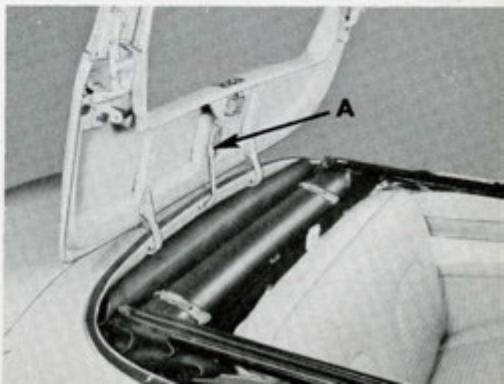
## **TO RAISE THE TOP**

STOP THE CAR. As shown in this illustration at "A", pull the trigger catch to release the top compartment cover from its locked position.

NOTE: REAR QUARTER WINDOWS MUST BE LOWERED BEFORE RELEASING TOP COMPARTMENT COVER TO RAISE TOP.

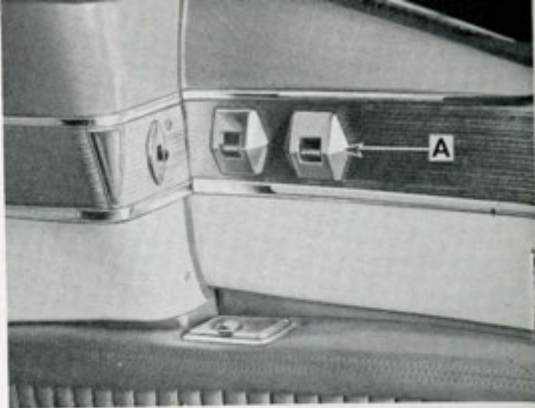


Raise the top compartment cover and engage the support arm indicated at "A" to hold the cover in an upright position. Unbuckle and remove the "hold-down" strap.

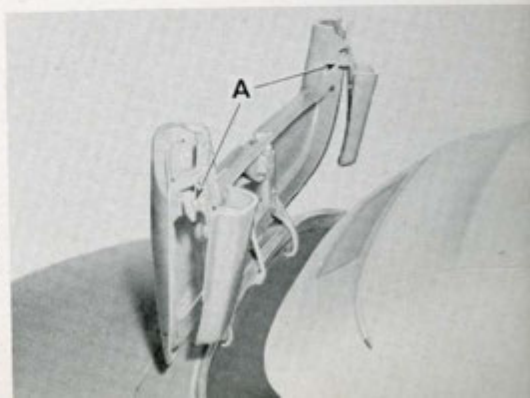




Next, raise the complete top by operating the top control switch indicated at "A". Push "up" on the switch to raise the top.

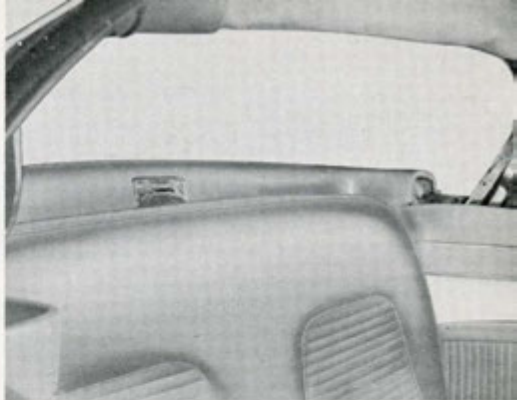


On the outside of the car, at locations "A", pull out the spring tensioned knobs and swing the extension arms of the cover downward, making sure they are locked in the position as shown in this illustration.

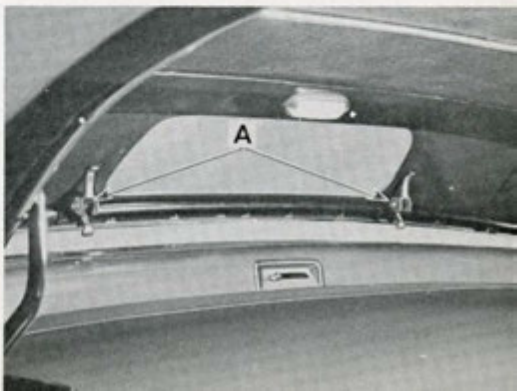




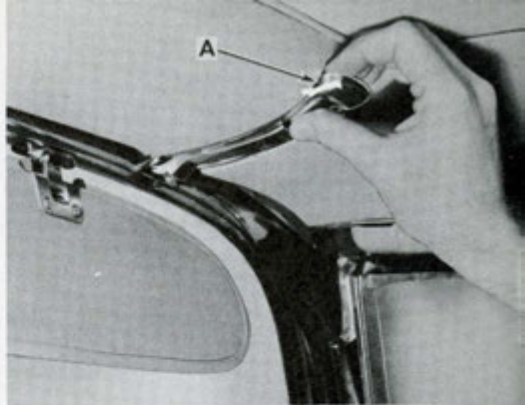
Raise the "floating" bow and rear portion of the top, then disengage the support arm and lower and lock the top compartment cover as shown in this illustration.



On the inside of the car, pull down the rear "floating" bow until it contacts the top compartment cover. Engage toggle fasteners indicated at "A" and lock it securely in place.



At the front of the car, at each upper corner, draw the top down firmly, engage toggle fasteners and lock the top to the windshield header.



## ***CARE OF THE BACK WINDOW***

This Eldorado is provided with a "flexible" plastic window at the rear of the Convertible top. Although not removable, the flexibility and design of this window allows it to be compactly folded in with the top material when the top is lowered. Due to its texture, this plastic window is susceptible to scratches and abrasions and caution must be used in its cleaning and care.

1. When removing road dust, do not use a dry cloth. Use a soft cotton cloth moistened with water and wipe cross-wise of the window to remove superficial dust.



## **CARE OF THE BACK WINDOW**

2. To clean the back window, use cold or tepid (not hot) water and a mild (not caustic) neutral soap suds. After washing, rinse with clear water and wipe with a slightly moistened clean soft cloth.

**CAUTION:** Never use solvents or cleaners of alcoholic or other chemical content. These liquids may possibly have deteriorating effect on the plastic and if spilled, might spot the finish on the rear body panels directly below the back window.

3. In removing frost, snow, or ice from the plastic back window **DO NOT USE A SCRAPER**. In an emergency, warm water may be used. Use care that this warm water does not contact the actual glass windows or windshield.

4. Avoid pasting advertising stickers, gummed labels or masking tape on the plastic back window. In addition to being difficult to remove, the adhesive on these stickers may also be injurious to the plastic composition of the window.

## **MAINTENANCE INFORMATION**

1. As a safety precaution after top has been raised, make sure it is securely locked in position above the windshield before starting car. In addition at the rear, make sure the rear "floating" bow is securely "toggled" to the top compartment cover.
2. When the top is lowered, it **MUST** be securely strapped down. The toggle fasteners must also lie flush with the front roof rail, before the top compartment cover is lowered.
3. In order to keep the mechanism in good working condition, the top should be operated a few times through its complete up and down cycles, at least once a month.
4. Interference with the mechanical operation of the top, such as holding or retarding its operation in any way, should be avoided.
5. The top compartment behind the rear seat must only be used for storage of the top, when it is in a folded position. Avoid placing miscellaneous objects in this compartment which might interfere with the proper operation of the top.
6. To avoid water stains, or possible shrinkage of the top material, do not permanently keep the top folded if it is damp or water soaked. Raise and fasten the top above the windshield and below the back window and allow it to dry out.



## **MAINTENANCE INFORMATION**

7. The folding top can also be operated by hand in the event of emergency. Without touching the control switch, unlatch the top, raise the top compartment cover and lower the top by hand in the conventional manner. To manually raise the top, reverse this procedure. This manual operation of the top must be done slowly.

8. CAUTION: Before raising or lowering the top compartment cover, make sure the rear quarter windows are in the "down" position.

### **NOTE**

As a safety precaution, to guard against damage to the top and its mechanism, the folding top control switch located at the left rear quarter of the car, will not operate the top when the top compartment cover is in the closed position. A safety switch located on the compartment cover hinge down in the compartment automatically cuts off the electrical circuit at the top control switch until such time as the compartment cover has been raised in preparation for lowering or raising the top.

*Body by Fisher*



FISHER BODY SERVICE DIVISION  
General Motors Corporation  
Detroit, Michigan



# AUTOMOBILE MANUFACTURERS ASSOCIATION CONSOLIDATED SPECIFICATION QUESTIONNAIRE

Page 1

<b>MAKE OF CAR:</b>	CADILLAC	<b>MODEL NAME</b>	<b>SYMBOL</b>
<b>COMPANY:</b>	CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORPORATION 2860 CLARK AVENUE DETROIT 32, MICHIGAN	SEDAN	6219
		COUPE	6237
		COUPE DEVILLE	6237D
		COUPE CONV.	6267
		COUPE CONV. SPECIAL	6267S
<b>MODEL YEAR:</b>	1953	SEDAN	6019
<b>DATE</b>	10-15-52	SEDAN	7523
		SEDAN IMP.	7533

## TABLE OF CONTENTS

General Specifications.....	1	Frame.....	16
Engine.....	2	Front Suspension.....	16
Electrical.....	8	Steering.....	17
Drive Units.....	12	Rear Suspension.....	18
Brakes.....	15	Body.....	19
Index.....	24		

- NOTES: 1. The specifications set forth herein are those in effect at the date of compilation and are subject to change without notice.  
2. All specifications are standard for the models under which they are listed unless otherwise indicated.  
3. All dimensions are nominal engineering dimensions unless otherwise indicated.  
4. Unless otherwise indicated, specifications apply to 5 or 6 passenger, 4-door sedan or equivalent.

## GENERAL SPECIFICATIONS

Model	6219	6237	6237D	6267 & 6267S	6019	75
Wheelbase	126				130	146.75
Tread	Front	59.12				
	Rear	63.10				63.16
Maximum Overall Dimensions	Length (L-103)	215.8	220.8		224.8	236.5
	Width (W-103)			80.1	80.6	80.1
	Height (H-101)	62.7	60.9	61.1 *	62.7	64.1
Steering ratio—overall	25.47					
Turning diameter (curb to curb)	43.2				44.2	48.2
Shipping weight*	NA					
Transmission—	Conventional	NA				STD.
(Specify standard, optional, not avail.)	Overdrive	NONE				
	Automatic	STD.				OPT.
Axle ratio	Conventional	NA				3.77
	Overdrive	NONE				
	Automatic	3.07				3.77
Tire size	8.00 x 15 - 4 PLY BLACK**					8.20x15-6 PLY
	Type	90° - V				
	No. of cylinders	8				
	Valve arrangement	OVERHEAD				
Engine	Bore and stroke	3.8125 x 3.625				
	Piston displacement, cu. in.	331				
	Standard compression ratio	8.25:1				
	Maximum bhp at engine rpm	210 @ 4150				
	Maximum torque at rpm	330 @ 2700				

\*Standard car weight, not including gas and water.

\* 6267S = 58.125

\*\* 62-60 SERIES = 8.20 x 15 WHITE WALL OPT.

STD. ON 6267S

# AMA Consolidated Specification Questionnaire

Page 2

MAKE OF CAR CADILLAC MODEL YEAR 1953

MODEL ALL

## ENGINE—GENERAL

Type	V, In-line, other	V
	Angle of V	90°
No. of cylinders		8
Valve arrangement		OVERHEAD
Bore and stroke		3.8125 - 3.625
Piston displacement, cu. in.		331
Numbering system (front to rear)	L. Bank	1-3-5-7
	R. Bank	2-4-6-8
Firing order		1-8-4-3-6-5-7-2
* Compression ratio	Standard Head	8.25:1
	Optional Head	NONE
Cylinders	Head Material	CAST IRON
	Standard	NONE
	Optional	NONE
	Sleeve—Wet, dry, other, none	NONE
Number of mounting points	Front	TWO
	Rear	ONE
Taxable horsepower	(Dia. <sup>3</sup> x No. Cyl.) 2.5	46.5
Advertised max. brake horsepower at engine RPM*	Standard head	210 @ 4150
	Optional head	NONE
	With fuel (Octane and method)	93 RESEARCH
	Standard Head	NONE
	Optional Head	NONE
Max. torque (lb. ft. @ RPM)	Standard head	330 @ 2700
	Optional head	NONE
Recommended idle speed (neutral)		400 H. DRIVE 450 STD.

## ENGINE—PISTONS

Material		ALUMINUM ALLOY
Description and finish		T SLOT - CAM GROUND - STANNATE COATED
Weight (piston only) oz.		19.680
Clearance	Top land	.0305 - .0355
	Skirt	.0015
	Top	0
	Bottom	.187
Ring groove depth	No. 1 ring	"
	No. 2 ring	"
	No. 3 ring	"
	No. 4 ring	NONE

\*Corrected as defined by SAE Engine Test Code, with the following standard power consuming accessories: GENERATOR, WATER PUMP, MANIFOLDS, FUEL PUMP, MANUAL SPARK ADVANCE, AND MANIFOLD HEAT OFF.

\* EXPORT 7.1:1



# AMA Consolidated Specification Questionnaire

Page 3

MAKE OF CAR CADILLAC MODEL YEAR 1953

MODEL ALL

## ENGINE—RINGS

Type (top to bottom)	No. 1 oil or comp.	COMP.
	No. 2 oil or comp.	"
	No. 3 oil or comp.	OIL
	No. 4 oil or comp.	NONE
No. rings above piston pin		3
Compression	Material	CAST IRON
	Coating	LUBRITE
	Width	.0781
	Gap	.010 - .020
	Maximum wall thickness	.184
Oil	Material	CAST IRON
	Coating	LUBRITE
	Width	.1875
	Gap	.010 - .020
	Maximum wall thickness	.150
Location of expanders		OIL RING

## ENGINE—PISTON PINS

Material		1045 STEEL
Length		3.093
Diameter		1.00"
Type	Locked in rod, in piston, floating, etc.	LOCKED IN ROD
	Bushing	In rod or piston
		Material
Clearance	In piston	.00005 - .0001"
	In rod	0
Direction offset in piston		1/16 TOWARD MAX. THRUST SIDE

## ENGINE—CONNECTING RODS

Material		1041 STEEL
Weight (oz.)		23.49
Length (center to center)		6.625
Bearing	Material	MORAIN DUREX
	Type (cast-in or removable)	REMOVABLE
	Effective length	.8909 - .9009
	Clearance	.001 - .0035
	End play	.008 - .014 (TOTAL TWO RODS)

## ENGINE—CRANKSHAFT

Material	1145 STEEL
Weight (lb.)	61.5

# AMA Consolidated Specification Questionnaire

Page 4

MAKE OF CAR CADILLAC MODEL YEAR 1953

MODEL ALL

## ENGINE—CRANKSHAFT (cont.)

Vibration damper type			RUBBER ABSORPTION	
End thrust taken by bearing (No.)			REAR MAIN	
Crankshaft end play			.001 - .005	
Main bearing	Material		MORAIN DUREX	
	Type (cast-in or removable)		REMOVABLE	
	Clearance		.0008 - .0025	
	Journal dia. and bearing effective length	No. 1	2.5 x .907	
		No. 2	"	
		No. 3	"	
		No. 4	"	
		No. 5	2.5 x 1.622	
		No. 6	NONE	
		No. 7	NONE	
Direction offset from cyl. bore		NONE - SEE PISTON		
Connecting rod crankpin journal diameter			2.25	

## ENGINE—CAMSHAFT

Material			120 M CAST IRON
Bearings	Material		STEEL BACKED BABBITT
	Number		5
Type of drive	Gear or chain		CHAIN
	Crankshaft gear or sprocket material		1118 OR 1115 STEEL
	Camshaft gear or sprocket material		1115 STEEL
	Timing chain	Make	LINK BELT
		No. of links	46
		Width	.6875
		Pitch	.500

## ENGINE—VALVE SYSTEM

Hydraulic lifters (yes, no)		YES
Special provision for valve rotation (intake, exhaust)		NO
Rocker ratio		1.5 - 1
Operating tappet clearance (indicate hot or cold)	Intake	AUTOMATIC
	Exhaust	"
Tappet clearance for timing	Intake	--
	Exhaust	--
Timing marks on fly-wheel, damper, other		VIBRATION DAMPNER



# AMA Consolidated Specification Questionnaire

Page 5

MAKE OF CAR CADILLAC MODEL YEAR 1953

MODEL ALL

## ENGINE—VALVE SYSTEM (cont.)

Timing	Intake	Opens (°BTC)	WITHOUT RAMP	22°
		Closes (°ABC)	"	67
	Exhaust	Opens (°BBC)	"	63
		Closes (°ATC)	"	27
Intake	Material		3140 STEEL (RICH)	(EATON) 8645
	Overall length		4.628 - 4.648	4.628 - 4.653
	Actual overall head dia.		1.750	
	Angle of seat		44°	
	Seat insert material		NONE	
	Stem diameter		.3415 - .3425	
	Stem to guide clearance		.0005 - .0025	
	Lift		.365	
	Outer spring press. and length	Valve closed (lb. @ in.)	.61 - 1.696"	
		Valve open (lb. @ in.)	.140 - 1.326	
	Inner spring press. and length	Valve closed (lb. @ in.)	NONE	
		Valve open (lb. @ in.)	--	
Exhaust	Material		81940 (EATON)	(RICH) HEAD - N82120 STEM - 8729
	Overall length			4 21/32
	Actual overall head dia.		1.562	
	Angle of seat		44°	
	Seat insert material		NONE	
	Stem diameter		.3415 - .3420	
	Stem to guide clearance		.001 - .0025	
	Lift		.365	
	Outer spring press. and length	Valve closed (lb. @ in.)	61 - 1.696	
		Valve open (lb. @ in.)	140 - 1.326	
	Inner spring press. and length	Valve closed (lb. @ in.)	NONE	
		Valve open (lb. @ in.)	--	

## ENGINE—LUBRICATION SYSTEM

Type of lubrication (splash, pressure, nozzle)	Main bearings	PRESSURE
	Connecting rods	"
	Piston pins	SPLASH
	Camshaft bearings	PRESSURE
	Tappets	"
	Timing gear or chain	METERED CENTRIFUGAL FLOW
	Cylinder walls	INTERMITTENT JET

# AMA Consolidated Specification Questionnaire

Page 6

MAKE OF CAR CADILLAC MODEL YEAR 1953

MODEL ALL

## ENGINE—LUBRICATION SYSTEM (cont.)

Oil pump type	GEAR
Normal oil pressure (lb. @ mph)	30-35 @ 30 MPH
Oil pressure gage type (electric or mechanical)	ELECTRIC TELL TALE
Type oil intake (floating, stationary)	FLOATING
Oil filter type (full flow, partial flow)	PARTIAL FLOW - ACCESSORY EQUIPMENT
Capacity of crankcase, less filter—refill (qt.)	5
Oil grade recommended (SAE viscosity and temperature range)	+32° F 20W OR SAE 20
	+10° F 20W
	-10° F 10W
	MINIMUM ANTICIPATED TEMPERATURE BELOW -10° F -- 5W
Oil type recommended	FOR SERVICE MS OR DG

## ENGINE—FUEL SYSTEM

Recommended fuel	Standard head	PREMIUM
	Optional head	NONE
Fuel tank, capacity (gal.)		20
Fuel pump	Type (elec. or mech.)	MECH.
	Location	TOP RIGHT FRONT
	Pressure range	4 -- 5.25
	Vacuum booster (std., optl., none)	STD.
Carburetor	Make	CARTER OR ROCHESTER PRODUCTS
	Model number	W.C.F.B. - 2005-S 4-GC
	Number used	1 1
	Type	Downdraft, side inlet, other
	Single or dual	4 BARREL
	Intake manifold heat control (manual, auto., none)	AUTOMATIC
	Automatic choke type (integral, other)	INTEGRAL
	Air cleaner type	Standard
	Optional	NONE

## ENGINE—EXHAUST SYSTEM

Muffler type (reverse flow, straight through)	REVERSE FLOW
Exhaust pipe diameter	2"
Tail pipe diameter	1.75



# AMA Consolidated Specification Questionnaire

Page 7

MAKE OF CAR	CADILLAC	MODEL YEAR	1953
MODEL	60-62		75

## ENGINE—COOLING SYSTEM

Type (pressure system, atmospheric, other)		PRESSURE	
Radiator cap relief valve press.		12-15 LBS.	
Circulation thermostat	Type (choke, bypass)	CHOKE	
	Starts to open at	163° - 168°	
Water pump	Type (centrifugal, other)	CENTRIFUGAL - DUAL OUTLET	
	Number of pumps	1	
	Drive (V-belt, other)	V-BELT	
	Bearing type	DOUBLE ROW BALL BEARING	
By-pass recirculation type (internal, external)		INTERNAL	
Radiator core type (cellular, tube and fin)		TUBE & FIN	
Cooling system capacity	With heater (qt.)	20.75	
	Without heater (qt.)	19.75	
Water jackets full length of cylinder (yes, no)		YES	
Water all around cylinder (yes, no)		YES	
Radiator hose	Lower	Number and type (molded, straight)	1 - MOULDED
		Inside diameter and length	1 3/4 x 8 7/16
	Upper	Number and type (molded, straight)	1 - MOULDED
		Inside diameter and length	1 3/4 x 8 7/16
	By-pass	Number and type (molded, straight)	NONE
		Inside diameter and length	NONE
* Drive belts	Fan	Number used	1
		Angle of V	40°
		Outside length	57"
		Width	380
	Generator	Angle of V	SAME AS FAN
		Outside length	" " "
		Width	" " "
Fan	Number of blades and spacing	4 @ 76° **	5 { 2 AT 92° 30' } 1 } 65° 45'
	Diameter	18	18 1/2
	Ratio—fan to crankshaft revolutions	.95 - 1	
	Bearing type	NONE	

POWER STEERING - ADDITIONAL BELT -- BELT 57"

\* FAN, PUMP & GEN. BELT

\*\* USE 75 SERIES FAN ON ALL AIR CONDITIONED CARS.

# AMA Consolidated Specification Questionnaire

Page 8

MAKE OF CAR		CADILLAC		MODEL YEAR		1953	
MODEL				ALL			
<b>ELECTRICAL—SUPPLY SYSTEM</b>							
Battery	Make		DELCO REMY				
	Model		3EE70W				
	SAE designation		N.A.				
	Location		UNDER HOOD ON TRAY ATTACHED TO R.H. DASH & TO FRAME BRACE FRONT OF DASH.				
	Terminal grounded		NEGATIVE				
Generator	Make		DELCO REMY				
	Model		1102002				
	Type		12 VOLT SHUNT WOUND				
	Ratio—Gen. to Cr/s rev.		2.15 - 1				
Regulator	Make		DELCO REMY				
	Model		1118750				
	Type		CURRENT & VOLTAGE CONTROL				
	Cutout relay	Closing voltage @ generator rpm	11.8 - 13.6 ADJ. 12.3				
		Reverse current to open	.0 - 4				
	Regu-lated	Voltage	14.0 - 15.0 ADJ. 14.5				
		Current	27 - 33° @ OPERATING TEMP. - ADJ. 30°				
	Min. Gen. rpm required		2150				
	Voltage test con-ditions	Temperature	HOT - RUN GEN. 15 MIN. AT FULL ELECTRIC LOAD BEFORE TESTING.				
		Load	8-10 AMPS VARIABLE RESISTANCE METHOD.				
Other		1 1/2 OHM FIXED RESISTANCE METHOD.					
<b>ELECTRICAL—STARTING SYSTEM</b>							
Starting motor	Make		DELCO REMY				
	Model		1107602				
	Rotation (drive end view)		CLOCKWISE				
	Engine cranking speed		N.A.				
	Test conditions		N.A.				
	Lock test	Amps	460 AMPS MAX.				
		Volts	5.2 VOLTS MAX.				
		Torque (lb. ft.)	11.5 FT. LBS. MIN.				
	No load test	Amps	75 AMPS MAX.				
		Volts	10.3				
RPM (min.)		6500					
Motor control	Switch (solenoid, manual)		SOLENOID				
	Starting procedure		<p>COLD START - DEPRESS ACCELERATOR ALL THE WAY AND REMOVE FOOT - TURN IGNITION KEY TO FULL RIGHT POSITION TO START.</p> <p>WARM START - DEPRESS ACCELERATOR PEDAL HALFWAY - HOLD UNTIL ENGINE STARTS.</p>				



# AMA Consolidated Specification Questionnaire

Page 9

MAKE OF CAR CADILLAC MODEL YEAR 1953

MODEL ALL

## ELECTRICAL—STARTING SYSTEM (cont.)

Motor drive	Engagement type		SOLENOIS ENGAGEMENT
	Pinion meshes (front, rear)		FRONT
	Number of teeth	Pinion	9
		Flywheel	145
		Flywheel tooth face width	

## ELECTRICAL—IGNITION SYSTEM

Coil	Make		DELCO REMY
	Model		1115082 , RESISTOR #1923681
	Amps	Engine stopped	3.0
		Engine idling	1.25
Distributor	Make		DELCO REMY
	Model		1110835
	Spark advance data (at distributor shaft)	Centr. advance start (rpm)	400 - 500
		Centr. advance max. deg. @ rpm	11.25 - 13.25 @ 2000
		Vacuum advance start (in. Hg.)	6.5 - 9.0" Hg
		Vac. adv. (max. deg. @ in. Hg.)	13° - 14.5° @ 16" - 17" Hg
	Breaker gap (in.)		.010 - .015
	Cam angle (deg.)		31° ± 1 1/2°
	Breaker arm tension (oz.)		19 - 23 oz.
	C/S deg. @ rpm		2 1/2°
	Mark location		CRANKSHAFT BALANCER
Timing	Cylinder numbering system (see page 2)		L. - 1-3-5-7      R. - 2-4-6-8
	Firing order (see page 2)		1-8-4-3-6-5-7-2
	Make and model		A.C. 46-5    --    5569286
Spark plug	Thread (mm)		14
	Tightening torque (lb. ft.)		20-25
	Gap		.035
	Conductor type		7MM
Cable	Insulation type		NEOPRENE JACKET
	Spark plug protector		NEOPRENE BOOT

## ELECTRICAL—SUPPRESSION

Description	DIST. ROTOR	10,000 OHM RESISTOR
	GEN. CONDENSER	.3 MFD CONDENSER ON GENERATOR (ARM TERM.)
	COIL CONDENSER	.3 MFD CONDENSER ON COIL (FEED TERM.)
	REG. CONDENSER	.5 MFD CONDENSER ON BATTERY TERM. OF REG.

2 ENGINE GROUND STRAPS -- FROM BACK OF EACH HEAD TO DASH.

# AMA Consolidated Specification Questionnaire

Page 10

MAKE OF CAR CADILLAC MODEL YEAR 1953

MODEL ALL

## ELECTRICAL—INSTRUMENTS AND SWITCHES

Speed-ometer	Make	A.C.
	Trip odometer (yes, no)	YES
Charge Indicator—type		TELL TALE LIGHT
Temperature Indicator—type		ELECTRIC INDICATOR
Oil pressure indicator—type		TELL TALE LIGHT
Fuel Indicator—type		ELECTRIC INDICATOR
Ignition switch	Identify positions in order and circuits controlled	CENTER - OFF CLOCKWISE 1st POSITION - ALL CIRCUITS ON. 2nd " - IGN. & STARTER CIRCUITS ON. COUNTERCLOCKWISE 1st POSITION - ALL ACCESSORIES
	Provision for illumination	YES
	Location	ON CONTROL PLATE RIGHT OF STEERING COLUMN.
	Theft protection type	NO
Main light-ing switch	Identify positions and lights controlled	PULL OUT - 1st POSITION - PARKING OR FOG, INSTRUMENT, TAIL. 2nd " - FULL OUT -- INSTRUMENT, HEAD & TAIL LIGHTS. RHEOSTAT - CLOCKWISE TO DECREASE INTENSITY OF INSTRUMENT LIGHTS.
	Locations and lamps controlled	FRONT DOOR SWITCH - MAP & COURTESY LIGHTS ON PANEL. REAR " " - DOME - SEDANS ONLY. LEFT CENTER PILLAR - " - SEDANS ONLY. MANUAL MAP LIGHT SWITCH - LEFT MAP LIGHT ON PANEL. REAR DOOR PILLARS - 75 SERIES - DOME & COURTESY. REAR LEFT QUARTER PANEL - CONV. - BOW DOME LIGHT.
Other light switches	Locations and de-vices controlled	SIDE DOME - SWITCH - COUPE DEVILLE - LEFT QUARTER ARM REST. GLOVE BOX LIGHT SWITCH - UPPER LEFT HAND CORNER OF DOOR. BRAKE LT. SW. - LOCATED ON BRAKE LEVER - LT. IN INST. PANEL. TURN SIGNAL - SWITCH - IN STEERING COLUMN. HEATER SWITCHES - INST. PANEL - DASH & U.S. HEATER RADIO - SWITCH - INTEGRAL PART OF VOLUME CONTROL IN RADIO.
	Make	TRICO
Windshield wiper	Type	VACUUM
	Vacuum booster provision	YES
	Washer provision	YES
Horn	Type	VIBRATOR
	Number used	TWO
	Amp draw (each)	LOW 8.5 - 10.5 HIGH 7.5 - 9.5



# AMA Consolidated Specification Questionnaire

Page 11

MAKE OF CAR CADILLAC MODEL YEAR 1953

MODEL ALL

## ELECTRICAL—LAMP BULBS

Give quantity used and trade number, e.g., Headlamp 2-4030.  
Indicate accessories which are not standard equipment by an asterisk following the numbers.

Headlamp	2	SEALED BEAM UNIT		
Headlamp beam indicator	1	57		
Parking light & SIGNAL	2	1034	32-4 C.P.	FOG 2 1026 PARKING 2 67
Tail light	2	1034	32-4 C.P.	
Stop light				
Direction indicator	Front	SEE UNDER PARKING LIGHT		
	Rear	" "	TAIL LAMPS	
	Tell-Tale	2	57	
License plate light	1	67		
Instrument light	2	57		
Ignition lock light & CIGAR LIGHTER	1	53		
Map light & COURTESY	2	68		
Dome light	1	1004	CHAFFEURS COMPT. 75 IMP. -	1 - 90
Clock light	2	57		
Radio dial light	1	57		
Glove compartment light	1	57		
Courtesy light	2	90	75 SERIES	
Trunk compartment light	1	89		
Other OIL TELL TALE	1	57	-- HYD. SHIFT IND.	1 - 57
GEN. TELL TALE	1	57	-- BACK UP LIGHT	2 - 1073 32 C.P.
HAND BRAKE TELL TALE	1	57	-- SEALED BEAM SPOTLIGHT	
BOW DOME LAMP	1	90	CONV. ONLY	
CORNER LAMP	2	90	75 SERIES	

## ELECTRICAL—FUSE & CIRCUIT BREAKER DATA

Use trade number of fuse, e.g., SFE-10. Indicate circuit breaker by ampere capacity suffixed by letters "C.B.", e.g., 30 C.B. Where fuse or circuit breaker protects multiple circuits indicate first use by a letter and repeat the same letter for all units protected by the same fuse or circuit breaker, e.g., Parking light: SFE-10 (a), Direction Indicator: same as (a).

Headlamp	22A
Headlamp beam indicator	"
Parking light	"
Tail light	"
Stop light	"
Direction indicator	6 A
License plate light	22 A.C.B.
Instrument light	"
Ignition light	"
Map light	"
Dome light	"
Clock	"
Clock light	"
Radio	7.5 A
Glove compartment light	22 A.C.B.
Courtesy light	"
Trunk compartment light	"
Other	
HEATER	20 A
BODY FEED	22 A.C.B.
FOG LIGHTS	"
SPOTLIGHT	9 A
HYDRAULIC WINDOW CONTROLS	CB-10

# AMA Consolidated Specification Questionnaire

Page 12

<b>MAKE OF CAR</b>	CADILLAC	<b>MODEL YEAR</b>	1953
<b>MODEL</b>	60-62		75

## \* DRIVE UNITS—CLUTCH (PEDAL OPERATED)

<b>Make</b>	LONG MFG. CO.			
<b>Type (dry or wet plate)</b>	DRY			
<b>In combination with fluid coupling (yes, no)</b>	NO			
<b>Semi-centrifugal (yes, no)</b>	YES			
<b>Type pressure plate springs</b>	COIL			
<b>Total plate pressure (lb.)</b>	VARIABLE			
<b>No. of clutch driven discs</b>	ONE			
<b>Clutch facing</b>	<b>Material</b>	WOVEN ASBESTOS		
	<b>Inside diameter</b>	7"		
	<b>Outside diameter</b>	11"		
	<b>Total eff. area (sq. in.)</b>	113		
	<b>Thickness</b>	.137		
	<b>Number required</b>	TWO		
	<b>Engagement cushioning method</b>	FORMED DISC		
	<b>Release bearing</b>	<b>Type</b>	THRUST	
		<b>Method of lubrication</b>	GREASE WHEN REQUIRED	
	<b>Torsional damping</b>	<b>Method (springs, other)</b>	SPRING & FRICTION DAMPING	
<b>Frict. mat.</b>		RAYBESTOS MANHATTAN SPIRAL WOUND		

## DRIVE UNITS—TRANSMISSIONS

<b>Conventional (std. or opt.)</b>	NA	STD
<b>Conventional with overdrive (std. or opt.)</b>	NA	
<b>Automatic (std. or opt.)</b>	STD.	OPT.

## DRIVE UNITS—CONVENTIONAL TRANSMISSION

<b>Number of forward speeds</b>	3	
<b>Transmission ratios</b>	<b>In first</b>	2.39:1
	<b>In second</b>	1.53:1
	<b>In third</b>	DIRECT
	<b>In fourth</b>	NONE
	<b>In reverse</b>	2.39:1
<b>Constant mesh gears in 2nd (yes, no)</b>	YES	
<b>Spur gear used in (indicate speeds)</b>	NONE	
<b>Helical gears used in (indicate speeds)</b>	1-2 REV.	
<b>Synchronous meshing in 2nd and 3rd gears (yes, no)</b>	YES	

\* 75 SERIES ONLY



MAKE OF CAR CADILLAC MODEL YEAR 1953

MODEL

ALL

## DRIVE UNITS—CONVENTIONAL TRANSMISSION (cont.)

Lubricant	Capacity (pt.)		3 3/4
	Type recommended		HYPOID LUB.
	SAE viscosity number	Summer	90
		Winter	90
		Extreme cold	80

## DRIVE UNITS—CONVENTIONAL TRANSMISSION WITH OVERDRIVE - NONE

For transmission data see conventional transmission section

Overdrive          NONE	Type (planetary or other)		
	If planetary, No. of pinions		
	Manual lockout (yes, no)		
	Downshift accelerator control (yes, no)		
	Minimum cut-in speed		
	Gear ratio		
	Lubricant	Capacity (O.D. only)	
		Separate filter (yes, no)	
		Type recommended	
		SAE viscosity number	Summer
			Winter
			Ext. cold

## DRIVE UNITS—AUTOMATIC TRANSMISSION

Trade name	HYDRAMATIC - DUAL RANGE
Type (fluid coupling with gears, torque converter with gears, other)	FLUID COUPLING WITH GEAR.
Manual selector positions, left to right (show symbols and define, e.g., N- Neutral)	N - NEUTRAL DR - FIRST POSITION (1-2-3-4 SHIFT) SECOND " (1-2-3 SHIFT) LO - LOW RANGE R - REVERSE
List gear ratios in each drive position (range)	LOW - 3.819 SECOND - 2.634 THIRD - 1.450 FOURTH - DIRECT REVERSE - 4.304
Shifting within drive position range by accelerator control and speed limiting governor (yes, no)	YES
By governor—forced shift (yes, no)	YES
Downshift of gears in high range possible up to (mph)	4-3 to 70 MPH -- 3-2 to 25 MPH

# AMA Consolidated Specification Questionnaire

Page 14

<b>MAKE OF CAR</b>	CADILLAC	<b>MODEL YEAR</b>	1953
<b>MODEL</b>	62-60		75

## DRIVE UNITS—AUTOMATIC TRANSMISSION (cont.)

Torque converter	Number of elements		
	Max. ratio at stall at engine rpm		
	Mechan- ical lockup	Provided (yes, no)	
		Speed range	
		Releases at (speed range, mph)	
NONE	Type of cooling (forced air, oil cooler and type, other)		
	Anti-creep device (yes, no)		
Lubricant  NONE	Capacity—refill (pt.)		
	Type recommended		
	Grade	Summer	
		Winter	
		Extreme cold	

## DRIVE UNITS—PROPELLER SHAFT

Number used		1	2
Type (exposed, torque tube)		EXPOSED	
Outer diameter x length* x wall thickness	Conventional trans.	--	FRONT SHAFT 2.5 x 2.25 x 26.25 x .065 REAR SHAFT 2.5 x 2.25 x 44.938 x .065
	Overdrive trans.	--	--
	Automatic trans.	2.5 x 44.078 x .065 - SER. 62	SAME
		2.5 x 51.172 x .065 - SER. 60	
Inter- mediate bearing	Type (plain, anti-friction)	--	ANTI-FRICTION
	Lubri. (fitting, prepack)	--	PRE-PACKED
Universal joints	Make		MECHANICS & SAGINAW
	Number used		2                      3
	Type (ball and trunnion, cross, other)		CROSS & TRUNNION
	Bearing	Type (plain, anti-friction)	NEEDLE
		Lubric. (fitting, prepack)	PRE-PACKED
Drive taken through (torque tube or arms, spring)		SPRINGS	
Torque taken through (torque tube or arms, springs)		SPRINGS	

\*Centerline to centerline of joints or centerline of rear attachment point.



# AMA Consolidated Specification Questionnaire

Page 15

MAKE OF CAR CADILLAC MODEL YEAR 1953

MODEL 60-62 75

## DRIVE UNITS—REAR AXLE

Type (semi-floating, other)	SEMI-FLOATING		
Gear type (hypoid, other)	HYPOID		
Gear ratio and No. of teeth	Conventional trans.	N.A.	3.77
	Overdrive trans.	NONE	--
	Automatic trans.	3.07	3.77
Pinion adjustment (shim, other)	NONE		
Pinion bearing adj. (shim, other)	COLLAPSABLE SPACER		
Lubricant	Capacity (pt.)	5	
	Type recommended	G.M. 4655M HYPOID LUB.	
	SAE viscosity number	Summer	90
		Winter	90
		Extreme cold	80

## DRIVE UNITS—WHEELS

Type (disc, other)	SLOTTED STEEL DISC		
Rim (size and flange type)	15 x 6L		
Attachment	Type (bolt or stud)	STUD	
	Circle diameter	5"	
	Number and size	5 - 1/2 - 20	

## DRIVE UNITS—TIRES

Size and ply rating	Standard	8.00 x 15 4 PLY BLACK	8.20 x 15 6 PLY
	Optional	8.20 x 15 4 PLY WHITE	--
Rev/mile at 30 mph		**	**
Inflation press. (cold)	Front	24	28
	Rear	24	28

## BRAKES—SERVICE

Type	HYDRAULIC DUO SERVO		
Booster type	NONE		
Effective area (sq. in.)	258.5		258.5
Percent brake effectiveness—rear		44.2	
Drum	Diameter	Front	12"
		Rear	12"
	Type and material		
		COMPOSITE RIBBED CAST IRON	

	<u>8.20 x 15</u>	<u>8.00 x 15</u>
** FIRESTONE	703.9	711.8
U.S. ROYAL	708.1	716.0
GOODRICH	706.4	714.3

# AMA Consolidated Specification Questionnaire

Page 16

MAKE OF CAR	CADILLAC	MODEL YEAR	1953
MODEL	60-62		75

## BRAKES—SERVICE (cont.)

Brake lining	Bonded or riveted		RIVETED	
	Pri- mary	Material	MOLDED	
		Size (length x width x thickness)	Front wheel	12.92 x 2.5 x .25
			Rear wheel	12.92 x 2.5 x .25
		Segments per shoe		1
	Second- ary	Material	MOLDED	
		Size (length width x thickness)	Front wheel	12.92 x 2.5 x .25
			Rear wheel	12.92 x 2.5 x .25
		Segments per shoe		1
	Wheel cyl- inder bore	Front	1 1/8"	
Rear		1"		
Master cylinder bore		1"		
Available pedal travel		5 21/32"		
Line pressure at 100 lb. pedal load		575		
Shoe clearance adjustment		.007 - .010		

## BRAKES—PARKING

Type of control	T-HANDLE	
Location of control	LEFT OF STEERING COLUMN	
Operates on	REAR SERVICE BRAKES	
If sepa- rate from service brakes	Type (internal or external)	NONE
	Drum diameter	--
	Lining size (length x width x thickness)	--

## FRAME

Type and description	BOX GIRDER - I-BEAM X-MEMBER
----------------------	------------------------------

## FRONT SUSPENSION

Type and description	INDEPENDENT COIL SUSPENSION
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# AMA Consolidated Specification Questionnaire

Page 17

MAKE OF CAR	CADILLAC			MODEL YEAR	1953
MODEL	60	62	75		

## FRONT SUSPENSION (cont.)

Spring	Type	COIL		
	Material	9260 STEEL		
	Size (length x width x No. leaves or coil I.D.)	(1) 16.38 x 4	(2) 16.62 x 4	16.88 x 4
	Spring rate (lb. per in.)	350	350	375
	Rate at wheel (lb. per in.)			
	Normal load (lb. @ rated length)	2210 @ 10 1/16	2165 @ 10 1/16	2445 @ 10 5/16
Shock absorbers	Manufacturer	DELCO PRODUCTS		
	Type (direct or lever)	HYDRAULIC DIRECT ACTING		
	Piston diameter	1	1	1 3/8
Stabilizer	Type (link, linkless, frameless)	LINK		
	Material	STEEL		

## STEERING

Type used (Standard or optional)	Mechanical	RECIRCULATING BALL - STD.		
	Power	OPT		
Wheel diameter	18"			
Turning diameter	Wall to wall	45.7		
	Curb to curb	43.2	44.2	48.2
Outside wheel angle with inside wheel at 20°	LEFT TURN	25° 25'		24° 7'
	RIGHT TURN	24° 42'		23° 6'
Mechanical	Gear	Type	WORM AND BALL	
		Make	SAGINAW	
		Ratios	Gear	21.3
		Overall	25.47	
	No. wheel turns (l. to r.) (l. to r.)	4.5		
Power	Type	HYDRAULIC POWER		
	Make	SAGINAW		
	Trade name	CADILLAC POWER STEERING		
	Gear	Type	BEVEL GEAR & RACK	
		Ratios	Gear	SEE MECHANICAL
		Overall	" "	
	Pump driven by	CRANKSHAFT		
	Overall torque ratio			
	Number wheel turns (l. to r.)	SEE MECHANICAL		
	Linkage	Type	PARALLEL DRAG LINK	
Location (front or rear of wheels)		REAR		
Drag link (trans. or long)		TRANSVERSE		
Tie rods (one or two)		TWO		

(1) 6219, 6237, 370  
(2) 6019, 6267

# AMA Consolidated Specification Questionnaire

Page 18

MAKE OF CAR	CADILLAC		MODEL YEAR	1953
MODEL	60	62	75	

## STEERING (cont.)

Kingpin	Inclination at camber (deg.)		5° 51' @ 0 CAMBER
	Diameter		1"
	Bearings (type)	Upper	BRONZE
		Lower	"
	Thrust		BALL
Wheel alignment (range and preferred)	Caster (deg.)		- 1/2° - + 1/2°
	Camber (deg.)		- 3/8° - + 3/8°
	Toe-in (outside tread-inches)		1/16 - 1/8
Steering knuckle type			REVERSE ELLIOT
Wheel spindle	Diameter	Inner bearing	2.9630
		Outer bearing	2.25
	Thread size		3/4 - 20 NS-3
	Bearing type		BALL

## REAR SUSPENSION

Type		LEAF	
Drive and torq. taken through (see page 14)		REAR SPRINGS	
Spring	Type		SEMI-ELLIPTIC
	Material		9260 STEEL
	Size (length x width x No. leaves or coll I.D.)		54.5 x 2 x 8
	Spring rate (lb. per in.)		120 (2)
	Rate at wheel (lb. per in.)		110 (1)
	Normal load (lb. at rated length)		135
	Mounting insulation type		RUBBER
	If leaf	No. of leaves	8
		Covers (yes, no)	NO
		Lubricated (yes, no)	NO
		Inserts	FULL LENGTH
		Material	WAX LINERS
Shock absorbers	Shackle (comp. or tens.)		COMPRESSION LINK
	Manufacturer		DELCO
	Type (direct or lever)		HYDRAULIC DIRECT ACTING
Stabilizer	Piston diameter		1"
	Type (link, linkless, frameless)		NONE
Track bar type		Material	"

(1) 6219, 6237, 370

(2) 6267, 6019



MAKE OF CAR CADILLAC MODEL YEAR 1953

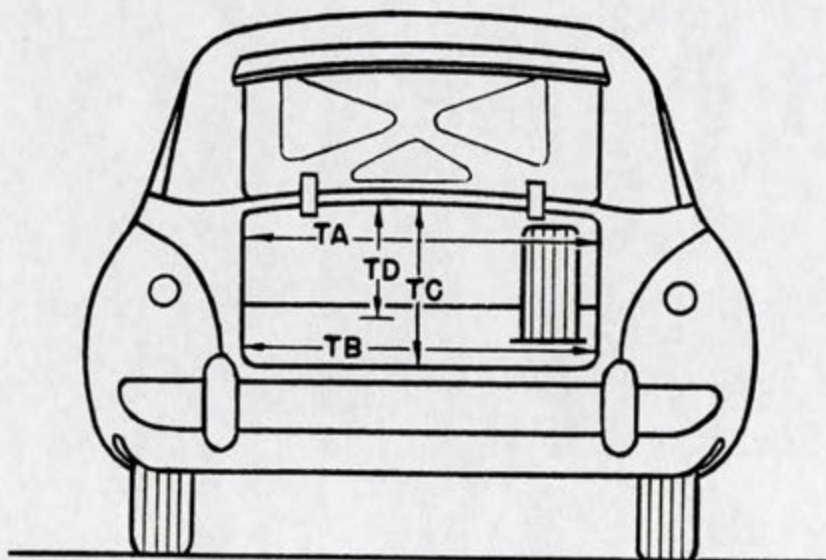
## BODY—GENERAL DEFINITIONS

NOTE: Included in the dimension definitions listed on this and the following pages are those which have been proposed for adoption by the SAE. These are indicated by a number following the type of dimension, e.g., L 3. Additional dimensions have been added by the AMA Specifications Body Sub-Committee for inclusion in the Questionnaire. These are shown by an additional letter, e.g., HA. The dimensions are developed from the following basic points:

1. Front and rear seat "A" points are taken 5" forward of vertical tangent to seat back 15" from center of body.
2. Front seat is in the rear position.
3. Loaded position—5 passengers, front 300 lb., rear 450 lb., includes spare wheel, tire and tools, and full complement of gas, oil, water, etc. and tires to recommended pressure, etc.
4. C. L. (centerline).
5. D. L. O. (daylight opening, exposed glass dimension).
6. Ramp breakover angle (page 20)—is the supplement of the included ramp angle over which a car can pass without hanging up.

MODEL	6237	6219	6267S	6019	75
	6237D		6267		

## BODY—TRUNK OPENING DIMENSIONS

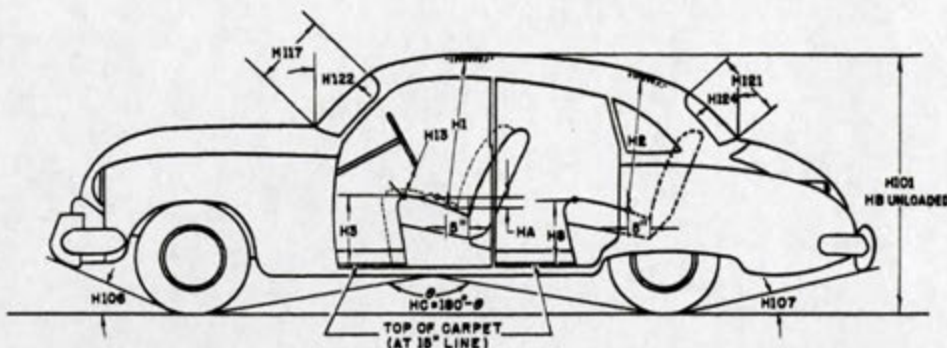


TA—Width across the top	NA
TB—Width across the bottom	NA
TC—Diagonal dimension at CL from top of opening to bottom	*
TD—Vertical height of opening (floor to top, inside edge of opening)	NA
Position of spare tire stowage	NA
Method of holding lid open	VERTICAL
	COUNTER BALANCED SPRING

\* CUBICAL SPACE TAKEN WITH STANDARD LUGGAGE

MAKE OF CAR	CADILLAC				MODEL YEAR	1953	
MODEL	6237 - 370	6219	6267 6267S	6019	7523		

## BODY—HEIGHT DIMENSIONS



Interior	H1. Front headroom—from "A" pt. to headlining at 8° back of vertical on 15" line. (For "A" pt. see note 1, page 19)	34 3/16 (37) 34 3/8 (370)	35 13/16	34 15/16 34.9 (67S)	35 13/16	36 9/16 (23) 35 3/4 (33)
	H2. Rear headroom—from "A" pt. to headlining at 8° back of vertical on 15" line.	34 3/16	35 9/16	34 5/8	35 9/16	35
	H3. Front seat height to floor carpet on 15" line (front edge of cushion).	14 9/16	14 9/16	14 7/16 13.6 (67S)	14 9/16	13 3/4 (23) 13 13/16 (33)
	H8. Rear seat height to floor carpet on 15" line (front edge of cushion).	12 5/16	12 1/2	12 5/16 11.3 (67S)	12 1/2	14
	H13. Steering wheel clearance to seat cushion taken on arc.	5 1/8	5 1/8	5 1/8	5 1/8	5 15/16 5 1/8
	HA. Front seat vertical rise at "A" pt. (inches.)	.3				
Exterior	H101. Overall height.	60.9	62.7	61.1 *	62.7	64.01
	HB. Overall height—unloaded.					
	H106. Angle of approach—from the tire rolling radius to lowest point on front bumper or guard.	18° 30'	18° 30'	18° 30' 17 (67S)	18° 30'	19° 30'
	H107. Angle of departure—from the tire rolling radius to lowest point on rear bumper or guard.	12.5	14°	12.5 11° 30' (67S)	12.5	15
	HC. Ramp breakover angle.*	13° 24'		11° 30' (67S)	13° 02'	12° 28'
	H117. Windshield DLO-slant height.	17.2		16 (67S)		
	H121. Backlight DLO*—Max., slant height.	13.6	14.01	11.6 7 (67S)	14.01	12.1
	H122. Windshield slope angle to vertical line on car axis.	48.5°	48.5°	48.5° 52 (67S)	48.5°	48.5°
	H124. Backlight slope angle to vertical line on car axis.	52°	48°	50° 41.3 (67S)	48°	45°
	** HD. Min. road clearance (location and dimension).	7.25	7.25	6 5/8 5 5/8 (67S)	7.25	* 6.75
	HE. Min. road clearance at rear axle.	8.2	8.2	8.2	8.2	8.4

\*See Notes, page 19.

\*\* DRAIN PLUG - ENGINE

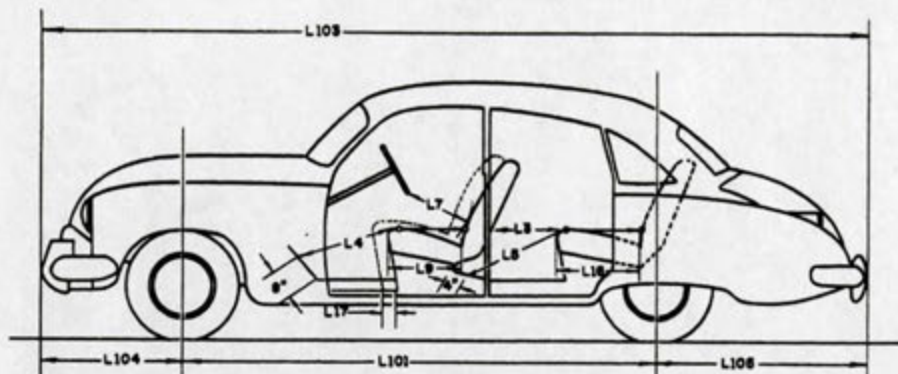
\*58 1/8 (67S)

\* BENEATH REAR SHOCKS



MAKE OF CAR	CADILLAC			MODEL YEAR	1953	
MODEL	6237 6237D	6219	6267 6267S	6019	75	

## BODY—LENGTH DIMENSIONS



Interior	L3. Rear compartment back of front seat back to rear seat back.	29.3	34.9	29.5 29.7 (67S)	34.9	52.3
	L4. Leg room—front—diagonal—ball of foot to top of seat to front seat back—15" line.	43.9	43 15/16	43.9 43.6 (67S)	43 3/4	43 13/16 (23) 43 11/16 (33)
	L5. Leg room—rear—diagonal—from ball of foot to top of rear seat cushion and to seat back.	37 13/16	43 5/8	37 15/16	43 5/8	--
	L7. Steering wheel clearance to seat back taken on arc.	14.25	14.3	14.25 13.9 (67S)	14.3	14.5
	L9. Front seat depth (front edge to vert. tan. to seat back on 15" line).	19 1/8	19 1/8	19 1/8	19 1/8	18.4
	L16. Depth of rear seat (front edge to seat back).	19 1/16	19 3/8	19 1/16 18.9 (67S)	19 3/8	19.8
	L17. Total adjustment of front seat at floor.	4	4	4	4	4 *
Exterior	L101. Wheel base.	126	126	126	130	146.8
	L103. Overall length (bumper to bumper inc. guards).	220.8	215.8	220.8	224.8	236.6
	L104. Overhang—front including bumper guards.	34.9	34.9	34.9	34.9	34.9
	L105. Overhang—rear including bumper guards.	59.9	54.9	59.9	59.9	54.9

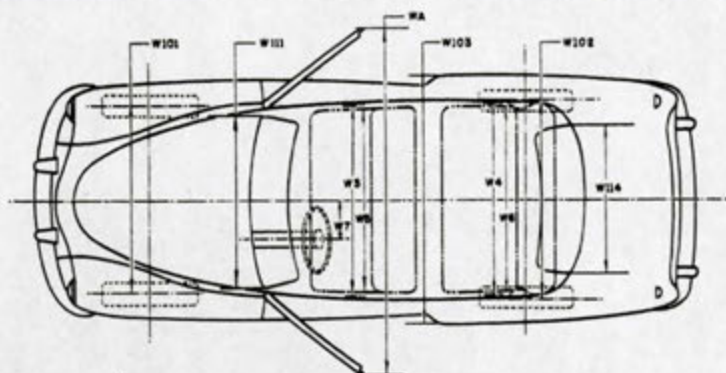
\* 7523 IMP.  
STATIONARY SEAT

# AMA Consolidated Specification Questionnaire

Page 22

MAKE OF CAR	CADILLAC			MODEL YEAR	1953
MODEL	6237 6237D	6219	6267 6267S	6019	75

## BODY—WIDTH DIMENSIONS



Interior	W3. Front shoulder room, at garnish moulding height or nearest interference 5" forward of seat back.	55.9	57.4	55.9	57.4	57.3 (23) 57.2 (33)
	W4. Rear shoulder room, at garnish moulding height or nearest interference 5" forward of seat back.	55.8	55.6	47.5	55.6	56.1
	W5. Front hip room, at top of seat 5" forward of vert. tan. to seat back.	62.6	62.6	63.8	61.8	64.1 (23) 64 (33)
	W6. Rear hip room, at top of seat 5" forward of vert. tan. to seat back.	54.4	64.3	51	63.1	56.6
	W7. Steering wheel center to center of body.	15.5	15.5	15.5 15.6 (67S)	15.5	15.5
Exterior	W101. Front tread at ground.	59.12	59.12	59.12	59.12	59.12
	W102. Rear tread at ground.	63.10	63.10	63.10	63.10	63.16
	W103. Max. overall width of car including bumpers or mouldings.	80.1	80.1	80.1	80.6	80.1
	WA. Max. overall width of car with doors open.	142.2	135.02	142.2	135.02	135.02
	W111. Windshield DLO, max. width.	54.1				
	W114. Back window DLO, max. width.	56.1	53.4	38 24 (67S)	53.9	38



# AMA Consolidated Specification Questionnaire

Page 23

MAKE OF CAR	CADILLAC				MODEL YEAR	1953
MODEL	6237 6237D	6219	6267	6019	75	

## BODY—TYPES

Body types and number of passengers. (Please use the letter code shown below followed by the number of passengers, e.g. A-6.)

B-5	H-5	L-5	H-5	H-8
				T-8

### Body type code

A—Coupe—2 door flatback  
 B—Coupe—2 door notchback  
 C—Sedan—2 door flatback  
 D—Sedan—2 door notchback  
 E—Sedan—4 door flatback (4 windows)  
 F—Sedan—4 door flatback (6 windows)  
 G—Sedan—4 door notchback (4 windows)  
 H—Sedan—4 door notchback (6 windows)  
 J—Hardtop—2 door  
 K—Hardtop—4 door

L—Convertible—2 door  
 M—Convertible—4 door  
 N—Station wagon—2 door  
 P—Station wagon—4 door  
 Q—Combined passenger and utility—2 door  
 R—Combined passenger and utility—4 door  
 S—Sedan delivery  
 T—Limousine

## BODY—MISCELLANEOUS INFORMATION

Doors hinged (front, rear)	Front	FRONT			
	Rear	"			
Type of finish (lacquer, enamel)		LACQUER			
Hood opening (front, side; semi-full, full, half)		FRONT			
Hood counterbalanced (yes, no)		YES			
Hood release control (internal, external)		EXTERNAL			
Windshield (one piece, two piece; curved, flat)		ONE			
Rear window type (one piece, two piece, three piece; curved, flat)	THREE PIECE CURVED	ONE FLAT	THREE PIECE CURVED	ONE PIECE CURVED	

## **1953 Cadillac Eldorado Identification**

### **How do I identify my car (or one that I see) - where are the numbers and what do they mean?**

All cars built by Cadillac are identified in the company records and for registration purposes (the Vehicle Identification Number) by the original engine serial number. Irrespective of body style, the vehicles were built in an ascending engine serial number sequence as they passed down the assembly line; the first four digits indicate the model year and body series, followed by a five or six digit build sequence number; e.g.: 536208900 for Eldorado body #2. No 1953 Eldorado was built with a sequence number of 90,000 or higher.

The VIN number appears in at least three places on the Eldorado:

1. On the white plastic lubrication plate adjacent to the door latch striker plate on the driver's side;
2. On the flat machined surface on the front of the right-hand cylinder block (just in front of the valve cover);
3. On the horizontal (top) right chassis side bar just behind the front cross member brace.

The VIN number in all three locations should be the same. Today, many of the plastic lubrication plates are missing, numerous engines have been changed and you may have to scrape and clean the top of the chassis to read the number. If the engine and chassis number are not the same, send all of the numbers and we can determine which one is correct – most likely the chassis number is correct. We can identify any 1953 Eldorado from the VIN number or the body tag information.

An unpainted aluminum body tag is riveted to the firewall (cowl) adjacent to the inboard end of the battery carrier, in the engine compartment. The Style No., 53-6267SX, is found only on the body tag and in factory literature. The model year is "53", "62" is the body series, "67" denotes Convertible Coupe, "S" denotes Special Sport (Eldorado) and "X" indicates that power windows are standard factory equipment on that body style. On the build sheets, the Eldorados are identified as "Style No. 6267S". Although the cars are listed as having Fisher bodies, the bodies were built in the Fisher/Fleetwood plant and the tags carry a Fleetwood body number, e.g. **FW 289**.

Trim codes are indicated as a three digit number on the build sheets; the first digit being the top color and the other two digits indicating the leather interior combination. Trim numbers and top number are indicated separately on the body tag.

A one or two digit paint number on the body tag translates to the paint color names.



*Cadillac*

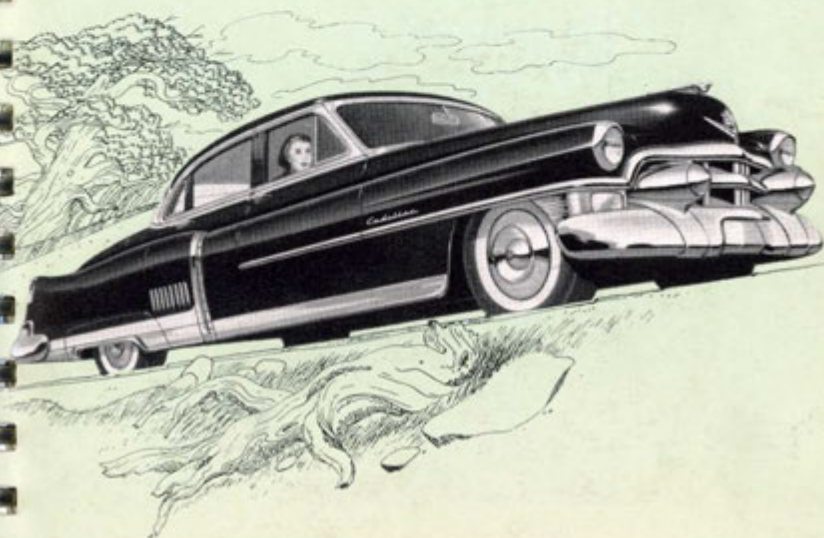


*Data Book*

**FOR NINETEEN HUNDRED AND FIFTY-THREE**



# *Cadillac* *Data Book for 1953*







# *Introduction*



**T**he 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*

**I**n 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.





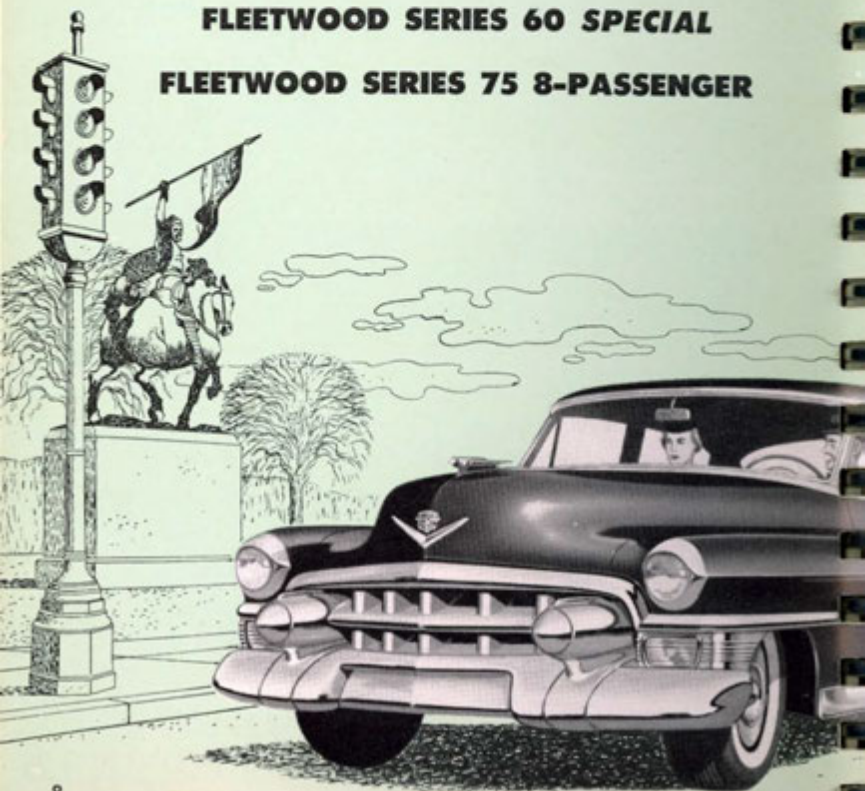


## **1953 EXTERIORS**

**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**



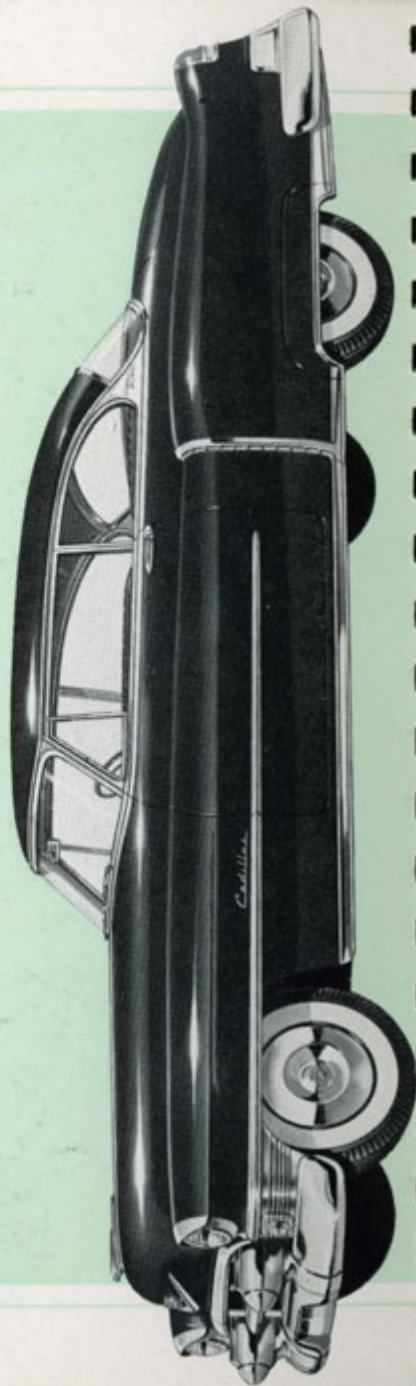
1953 CADILLAC SERIES 62 COUPE







**1953 CADILLAC SERIES 62 COUPE DE VILLE**



1953 CADILLAC SERIES 62 CONVERTIBLE COUPE



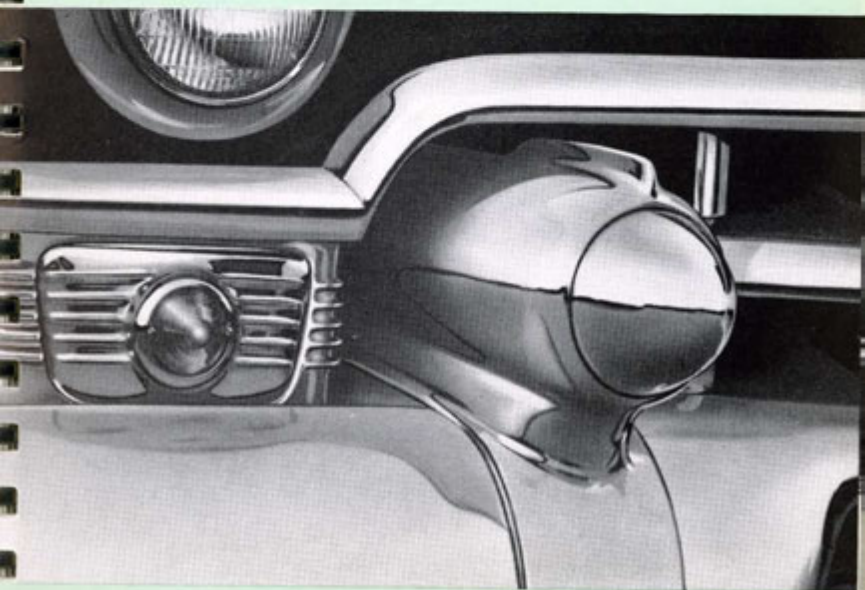
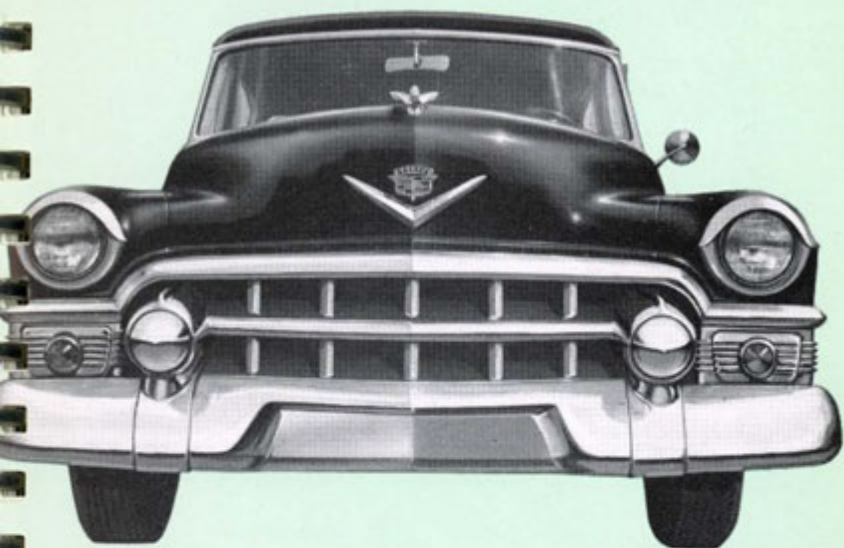


## NEW 1953 FRONT-END ENSEMBLE

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.







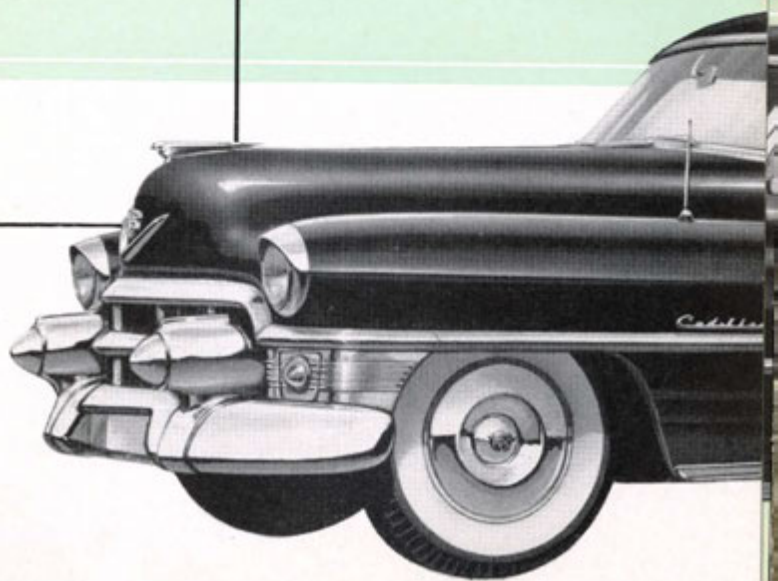
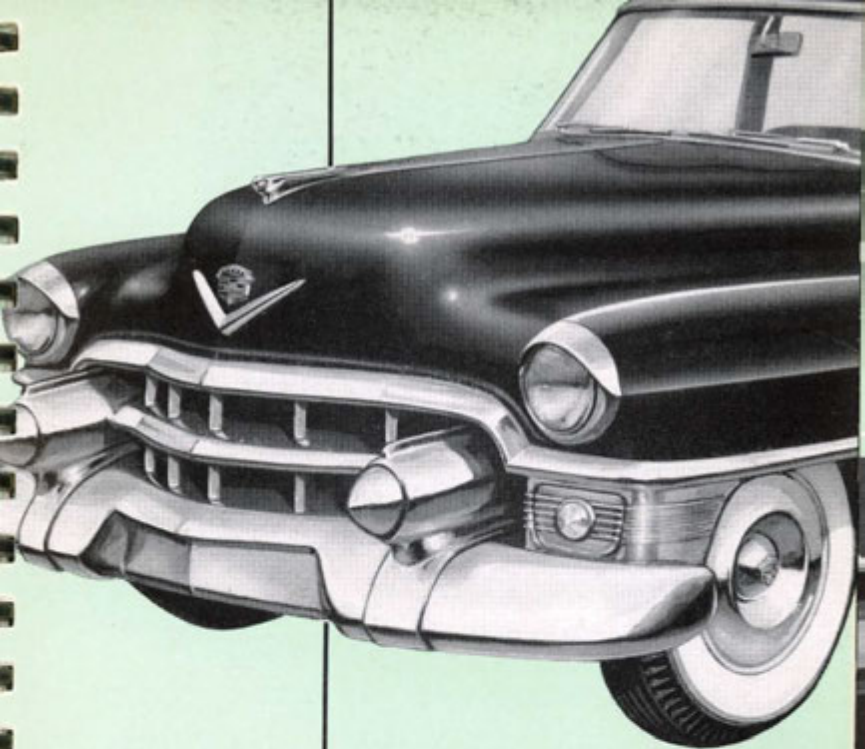
### **NEW "CADET VISOR" BEZELS**

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.







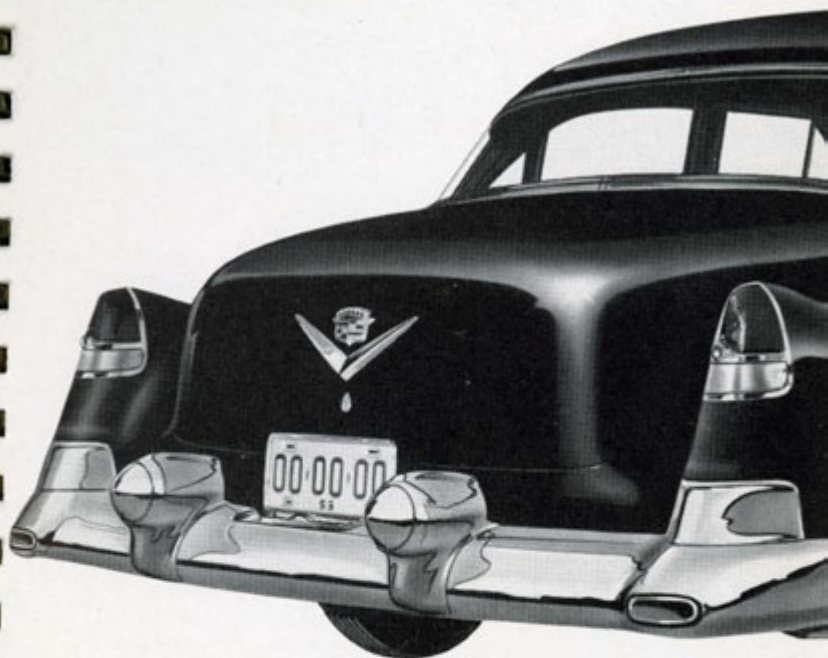
### **NEW, WIDER V AND CREST**

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.

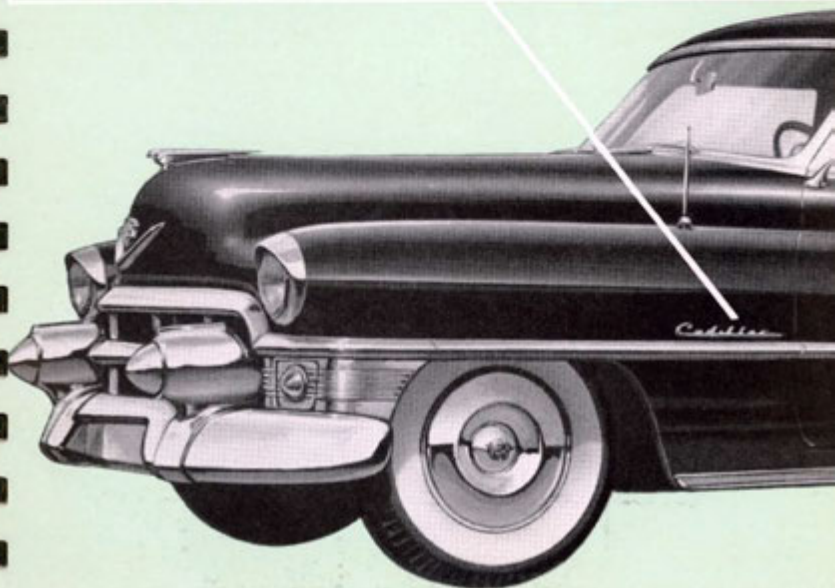
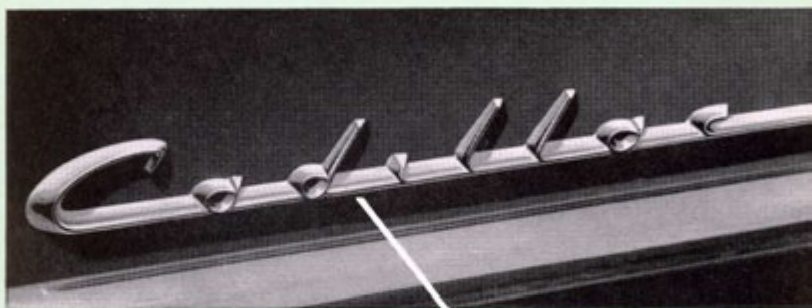
### **DUAL EXHAUST THROUGH BUMPER**

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**

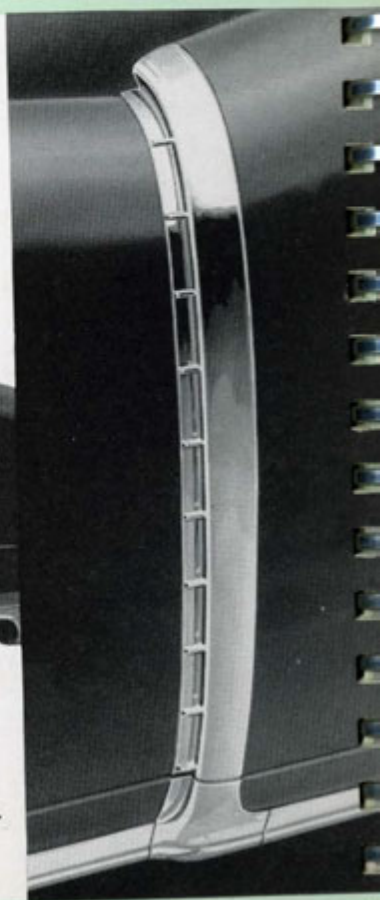
Beautiful, heavy chrome belt moldings beginning at the headlamps lead the eye the entire length of all 1953 Cadillac body styles. This puts still more emphasis on their low streamlined styling. Just above this molding, at the rear of the front-fender panel, 1953 Cadillac cars carry the word "Cadillac"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

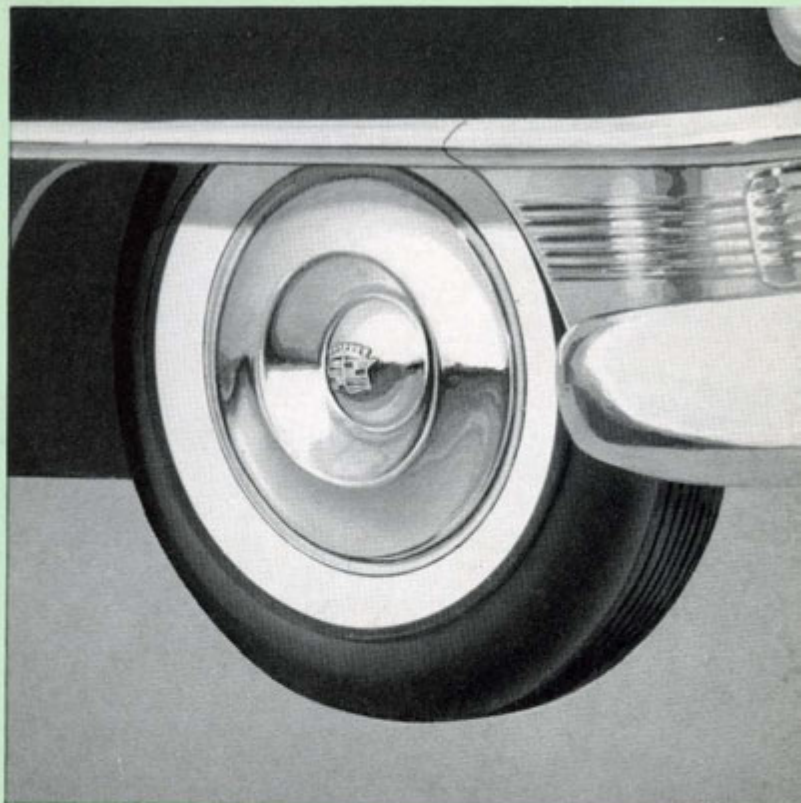




## NEW AIRSCOOP STONE GUARD

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 airscop 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*

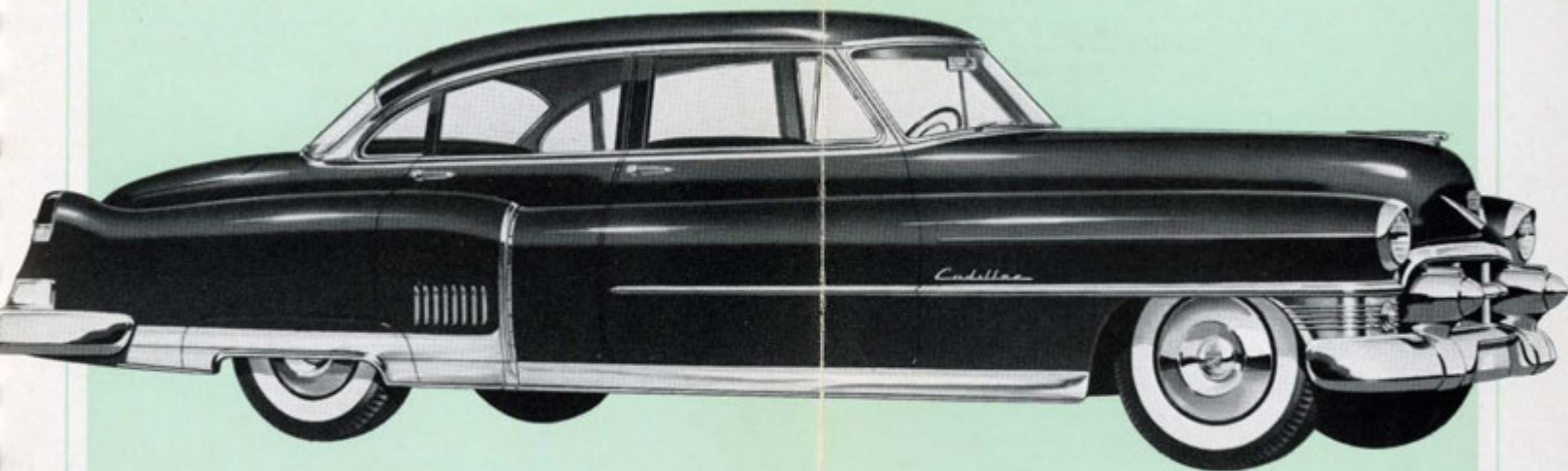
**FLEETWOOD SERIES 60 SPECIAL**







## 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.



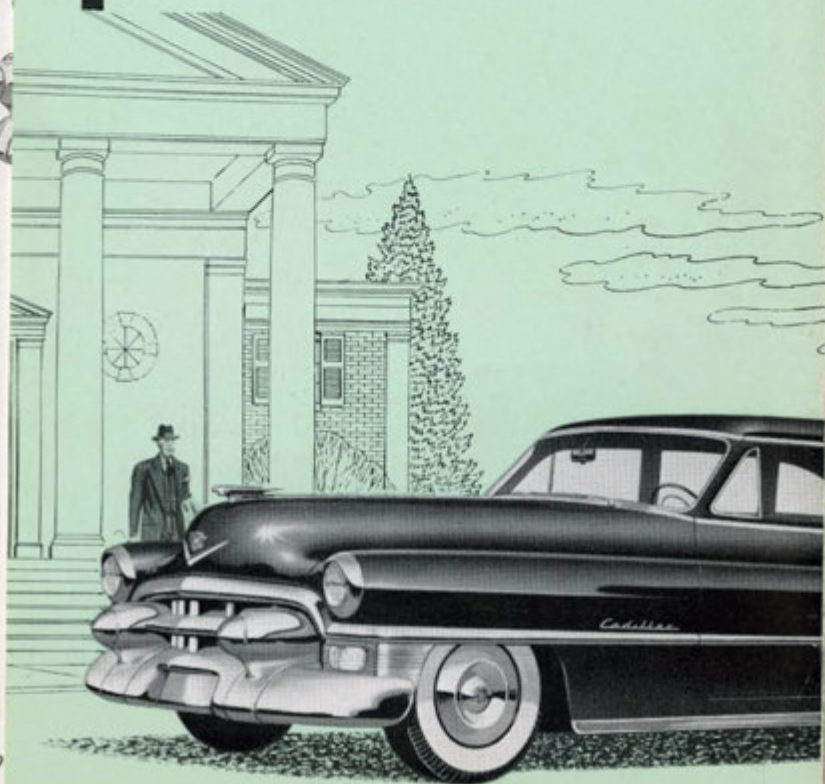
## 1953 CADILLAC-FLEETWOOD SERIES 75

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.



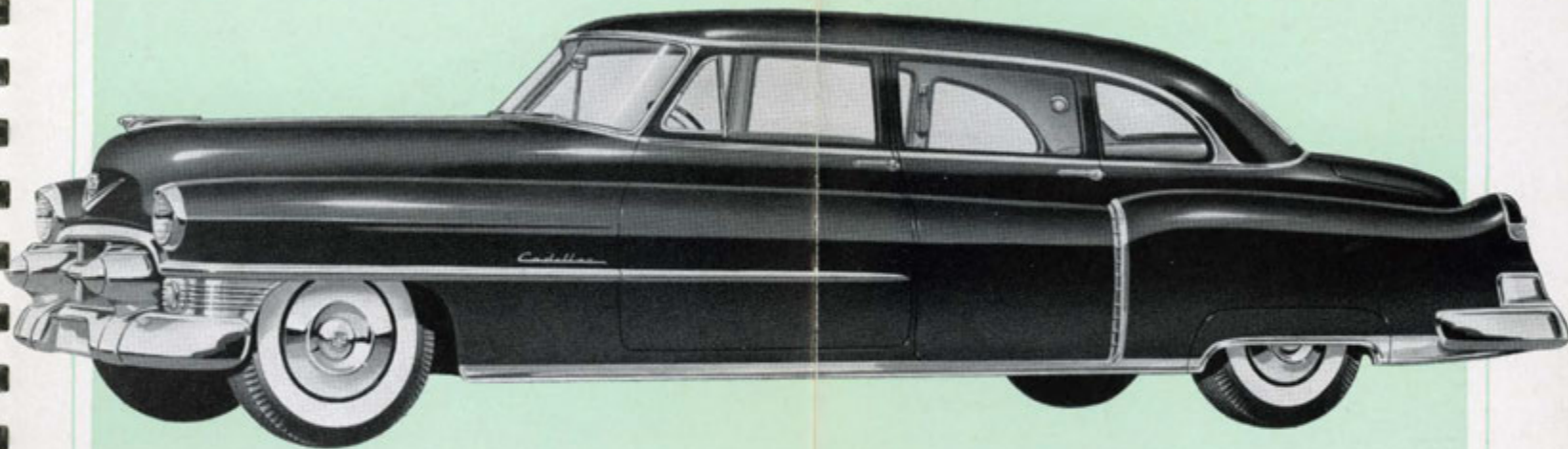
Cadillac

**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  $146\frac{3}{4}$

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 its 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**

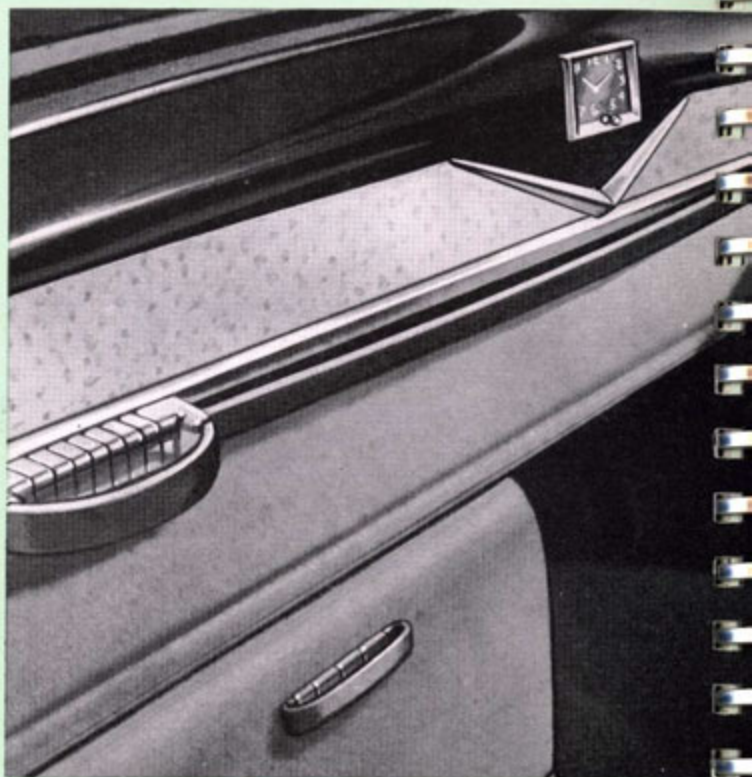




The handsome Fleetwood customized body for the 1953 Cadillac Series 75 is built for the Series 75 only. It is *not* available on any lesser model. Inside the beautiful 1953 rear compartment, there is luxurious "living room space." In fact, the rear seat affords almost 57 inches of hip room. The entire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





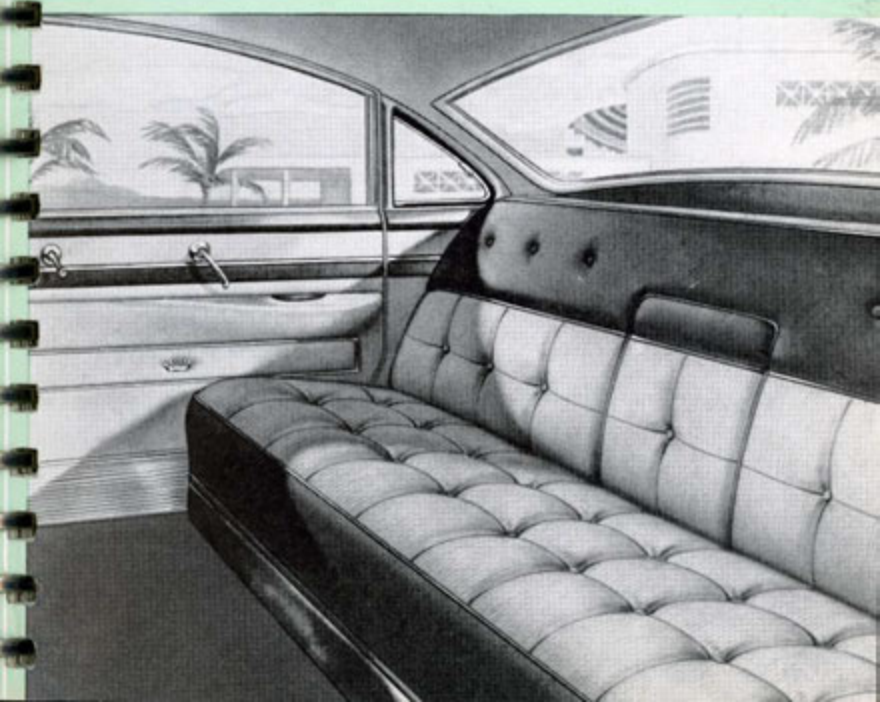


Door panels in the Series 62 Sedan are trimmed with side wall cloth of light color. A new dark-toned metal finish upper door panel with light tone metallic insert is mounted with new bright and satin-finish door hardware. Hydro-electric controls for windows and the front seat are available as optional 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.







## *Pageant of Interior Fashions*

### **SERIES 62 COUPE**



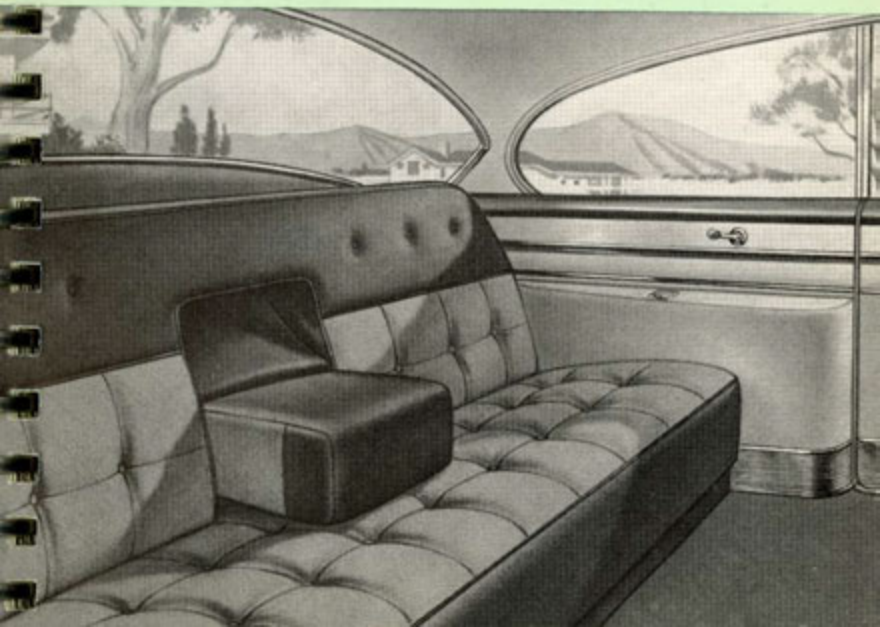
The interior of the 1953 Cadillac Series 62 Coupe is both functional and lovely to the eye. It is softly and deftly tailored. Every item of the Coupe interiors is harmoniously related to the appearance as a whole—to create an atmosphere of luxury. There is "living room" space in both the front and rear 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

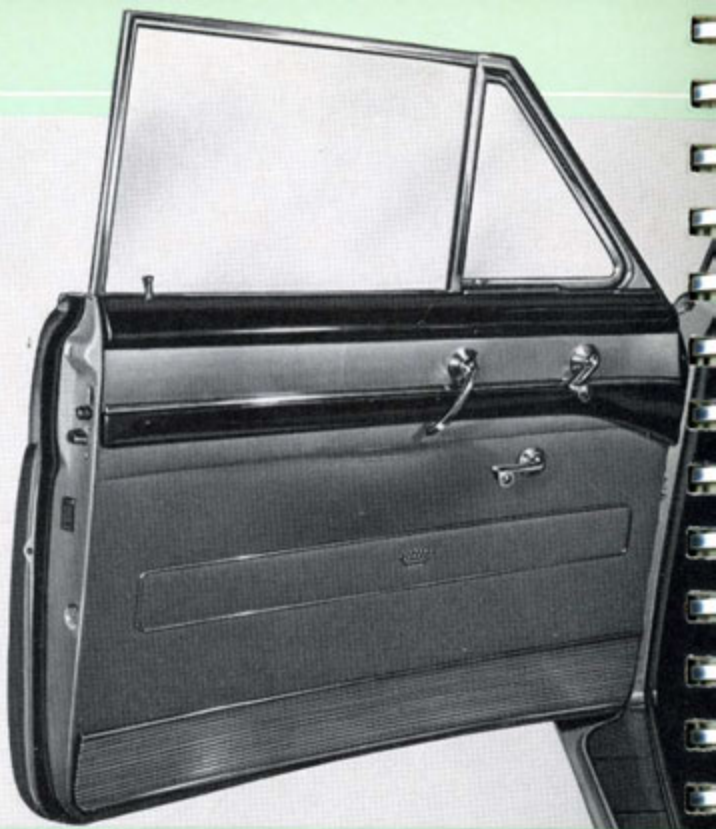
color. Seat back inserts are styled in lovely biscuits with buttons. Seat cushions are given the Cadillac mark of distinction, with a styling of biscuits gathered with buttons.

## 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.

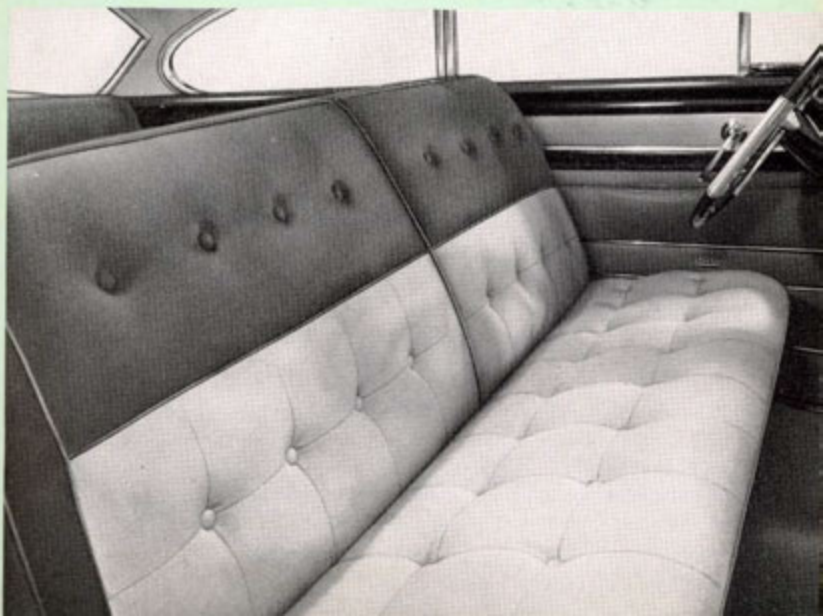
Hydro-electric controls for windows and the front seat are available in the Coupe as optional equipment at extra cost. Ample door arm rests are "topped" with simulated leather of light tone and feature new finishing cups of matching color. Chrome finish moldings, appointments, and a wide door kick-pad 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 62 $\frac{5}{8}$  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.





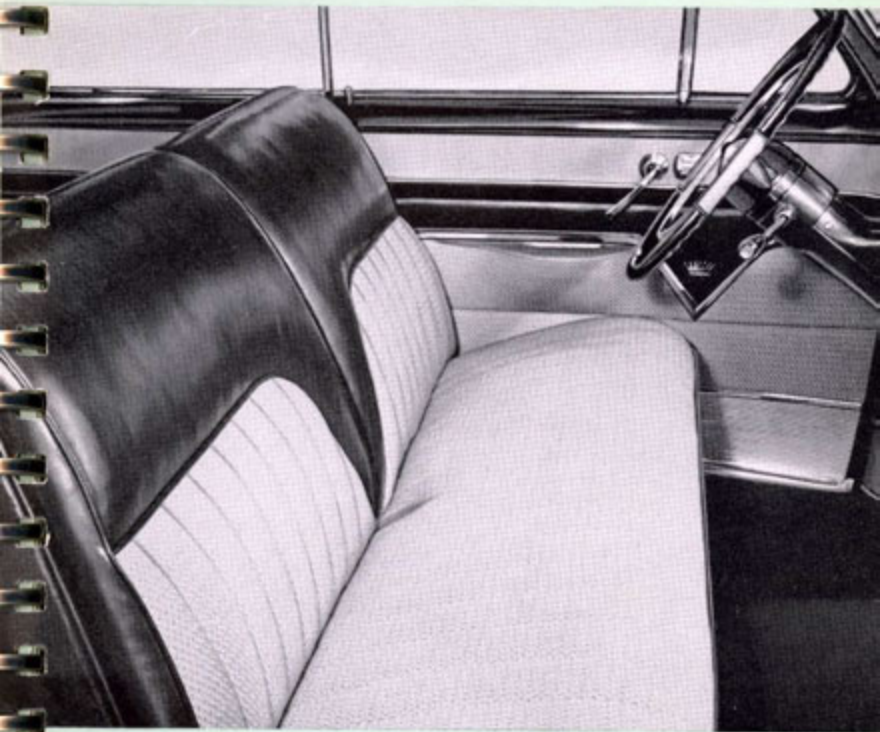


## *Pageant of Interior Fashions*

### **SERIES 62 COUPE DE VILLE**



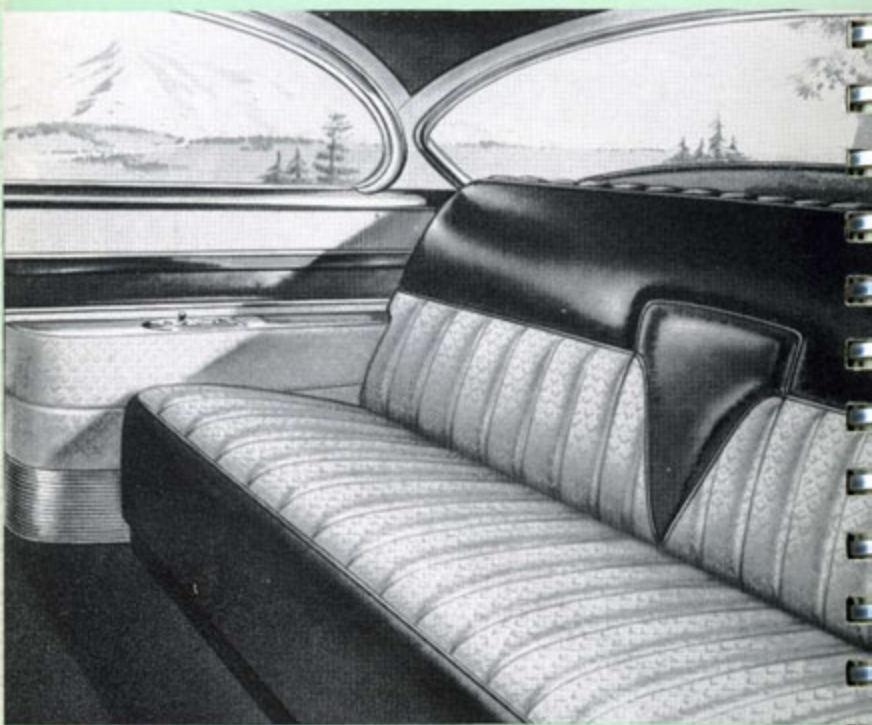
Here is the 1953 Cadillac Series 62 Coupe de Ville with interiors that are vibrant, airy, gay—and as enchanting as a breath of spring! And here, too, are *hardy* interiors, fashioned in rugged leathers and long-wearing Nylon fabrics that defy travel and wear. For 1953, Cadillac presents a choice of EIGHT 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.

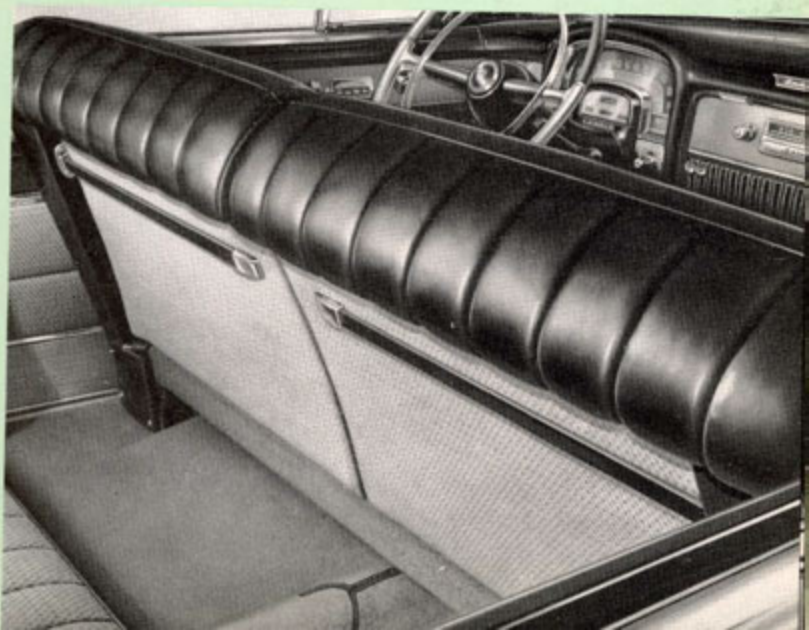
In the front, there is 62 $\frac{5}{8}$  inches of seat space. The seat is generously padded with soft, resilient foam rubber that outwears ordinary cushions. The *custom-tailored* look of the front compartment is enhanced by a steering wheel of new design, new bright and satin-finish hardware.

# *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**

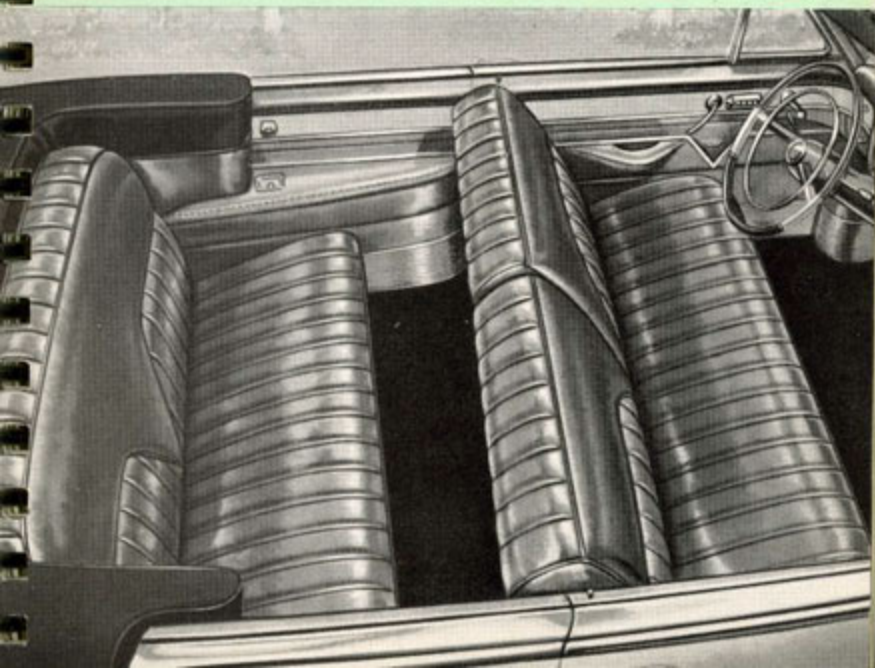


The eye is quick to appreciate the radiantly tailored interiors offered in the 1953 Cadillac Series 62 Convertible Coupe. Beautiful, wide and handsome seats and panels are fashioned in genuine leathers to protect this car against harsh winds and sun! This newest and most exciting Cadillac Convertible 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.

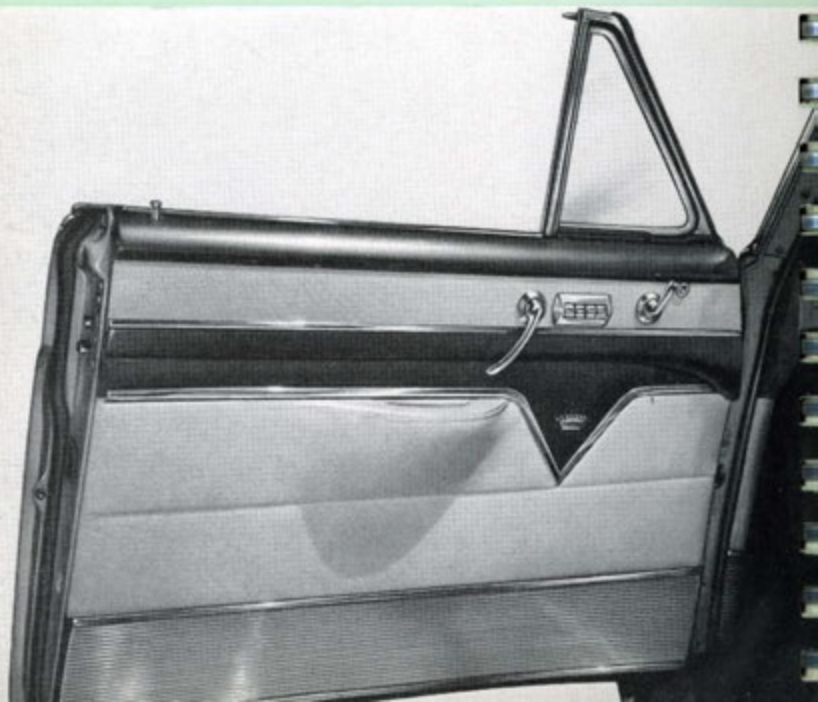




## FOUR "TOP" COLORS TO CHOOSE FROM

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.



# *Pageant of Interior Fashions*

## **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 upholstery.





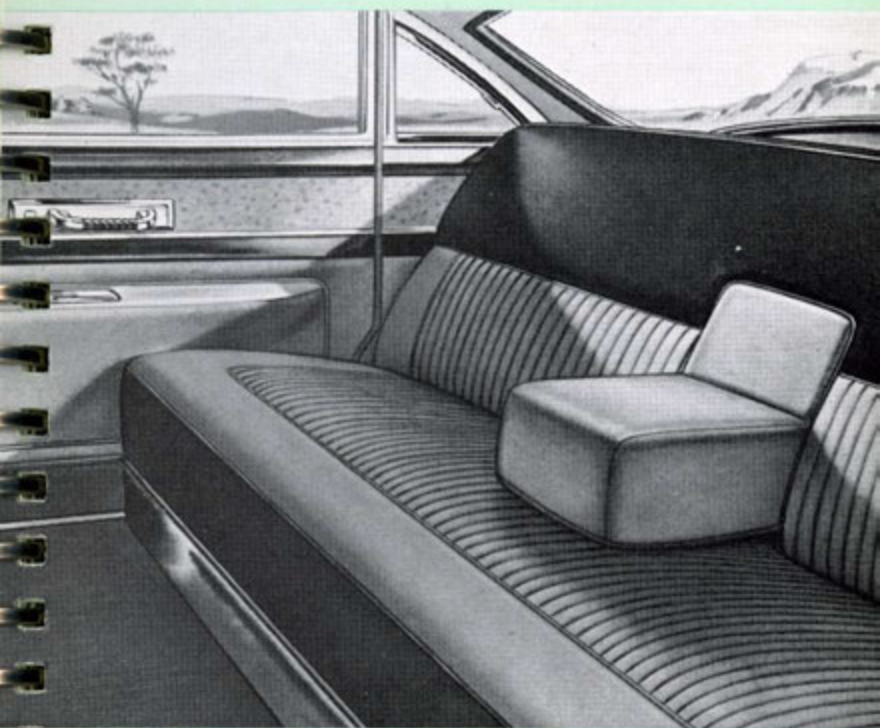


## *Pageant of Interior Fashions*

### **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.



## *Pageant of Interior Fashions*

### **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.

57







## *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. <i>Tan</i> BEDFORD CORD.     | 4. <i>Mist-gray</i> BEDFORD CORD. |
| 2. <i>Tan</i> BROADCLOTH.       | 5. <i>Pale-blue</i> BROADCLOTH.   |
| 3. <i>Mist-gray</i> BROADCLOTH. | 6. <i>Pale-blue</i> 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.





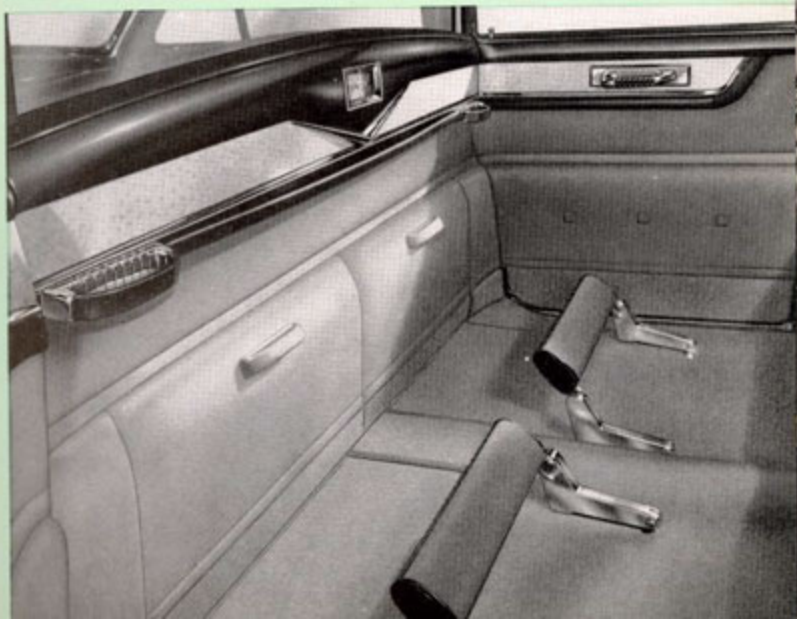
The auxiliary seat shown above not only looks comfortable—it is! It is one of the two auxiliary seats in the rear compartment of the Series 75 . . . when not in use, it fits flush with the seat-back panel and pulls are covered with cloth to match the trim. The new, wide, rear-seat arm rest, shown in 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. Foot-rests 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.

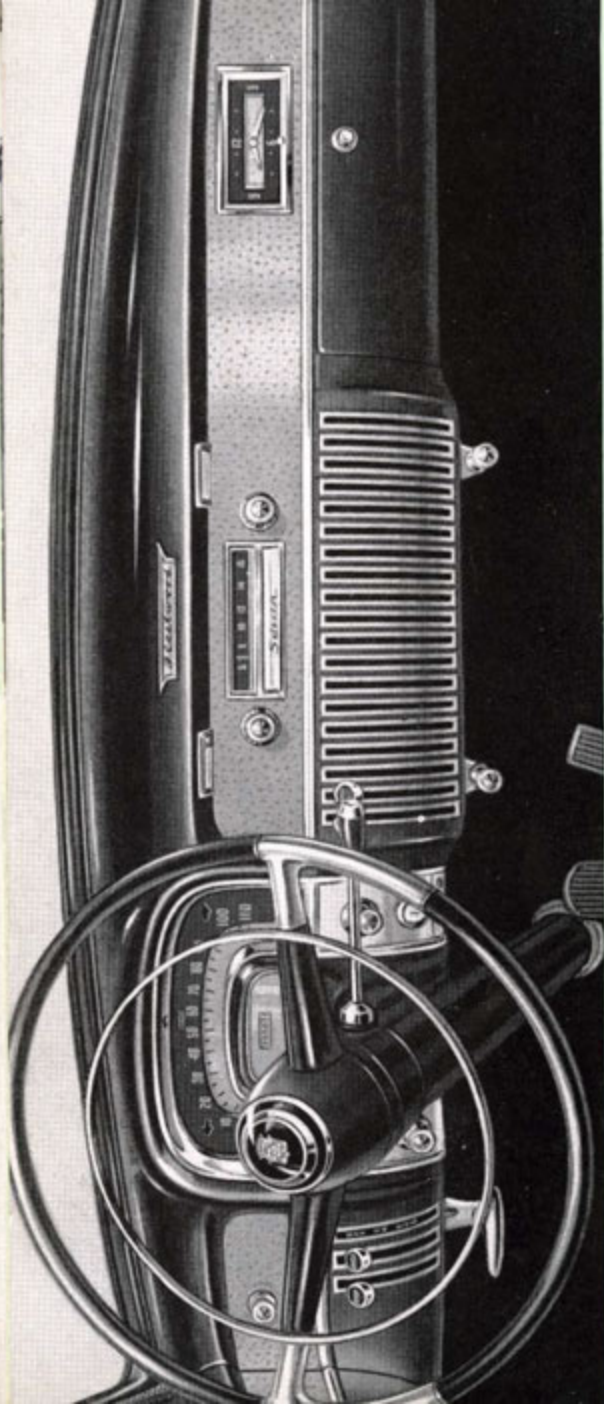
# Pageant of Interior Fashions

## 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.

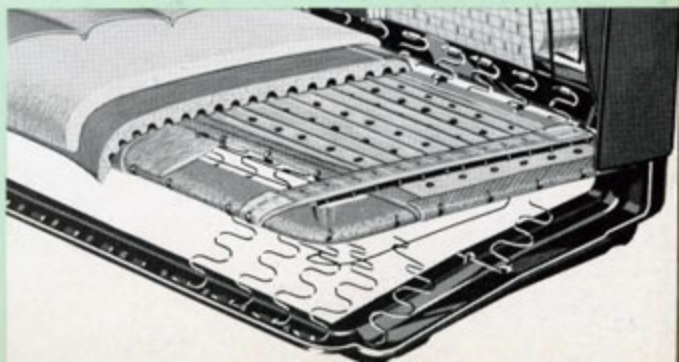


## COMFORT FOR EVERY PASSENGER

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.

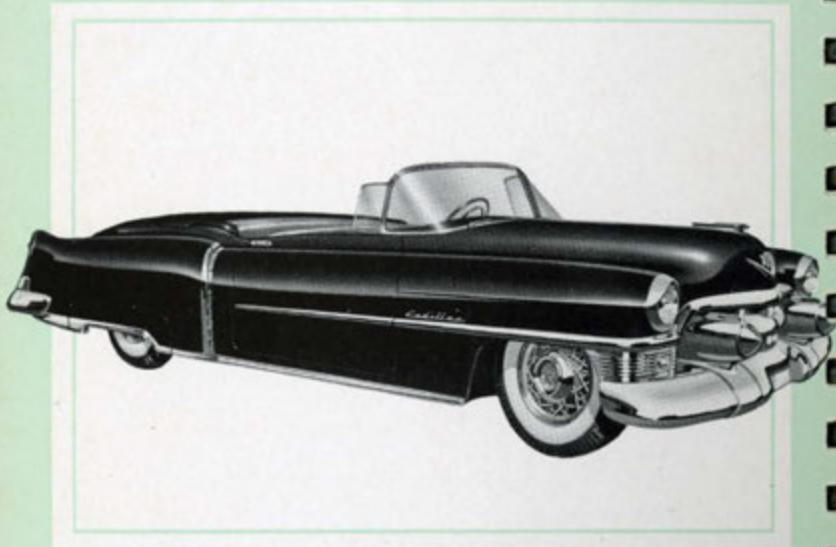
Cadillac rear seats are restful because of the large number of individually covered and tied coil springs. They are topped by thick fabric padding, deep foam rubber and heavy upholstery cloth. Front seats and backs in all except the Series 75 are built up with the new zig-zag springs and padding.



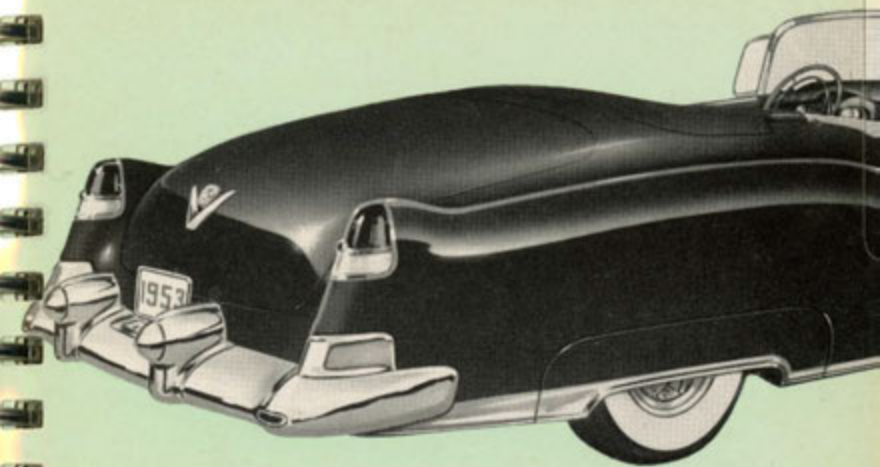




## THE CADILLAC EL DORADO



**MOST EXCITING CAR EVER BUILT . . .**

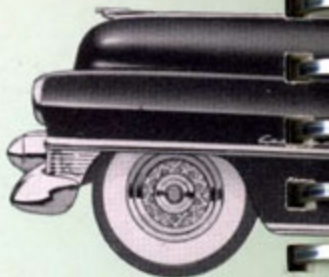


For 1953, Cadillac proudly presents the classic new Cadillac *El Dorado*. Its rugged chassis offers superb riding characteristics, better roadability, greater comfort, easier handling and more safety features than ever before offered in one American open type car. What's more, it is powered by the great 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*.

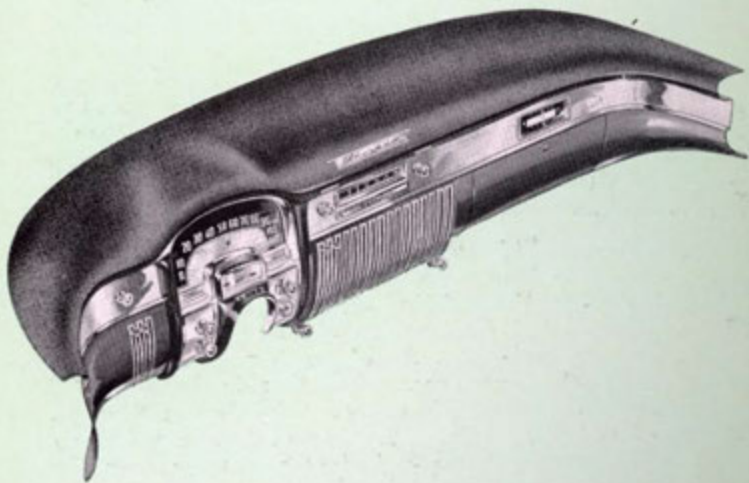
Into this new *El Dorado*, Cadillac engineers and stylists have combined the features most desirable in a sports car. It has a wide over-all width (80 $\frac{1}{8}$  inches), a low, road-hugging silhouette (58 $\frac{1}{8}$  inches), comfortable seating for six passengers, and ample room for luggage. 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.



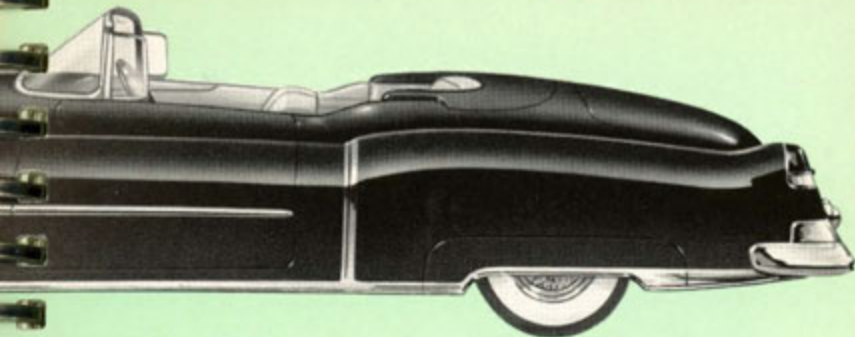
This illustration shows the long, sweeping lines of the *El Dorado*. Note the full, wrap-around windshield . . . the smooth fin-like fenders . . . the gently sloped hood . . . the wire wheels . . . the low-cut doors. All give an added appearance of lowness plus an overall appearance of speed and comfort.



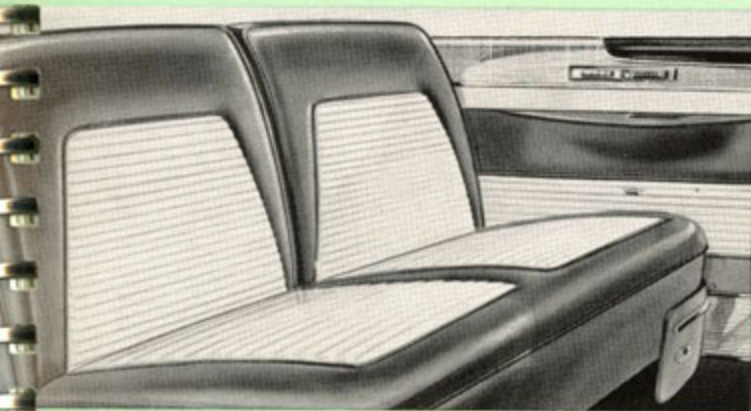
Interior trims are available in three solid tones of leather—RED, BLUE and BLACK, and in three two-tone leather combinations—BLUE and WHITE, RED and WHITE, and BLACK and WHITE. Any one of the interior choices may be had with any one of the twelve standard 1953 exterior colors or with four new colors 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  $\frac{3}{4}$ -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.

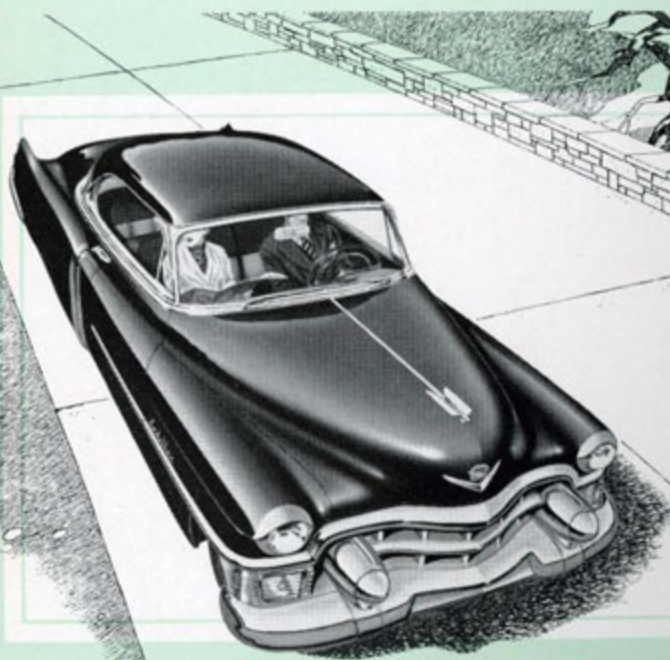


The following equipment is furnished as Standard on the *El Dorado*: Heater, Radio, Windshield Washer, Oil Filter, Power Steering, Wire Wheels, White Wall Tires, and License Frame.





## 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.

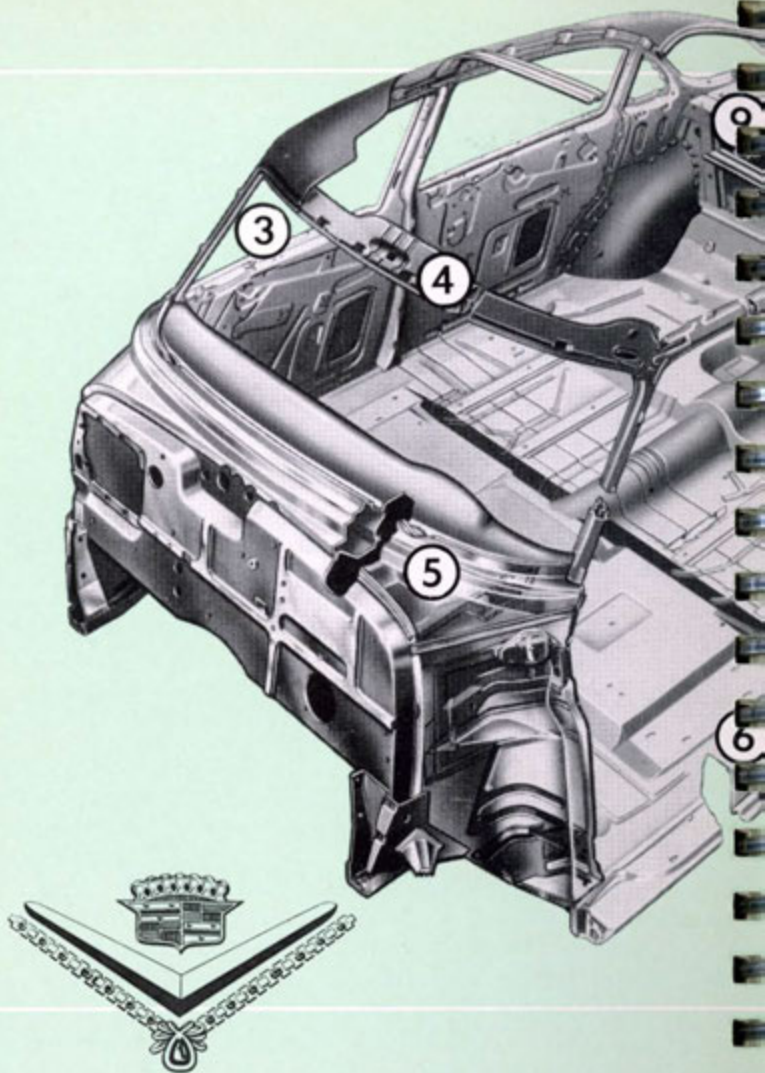
An experienced styling team works in close cooperation on the Cadillac body to be sure that new and structural strength styles are natural advances from previous models—and Cadillac owners are protected, both in pride of ownership and in real dollar value, *because previous models of Cadillac cars are 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!**

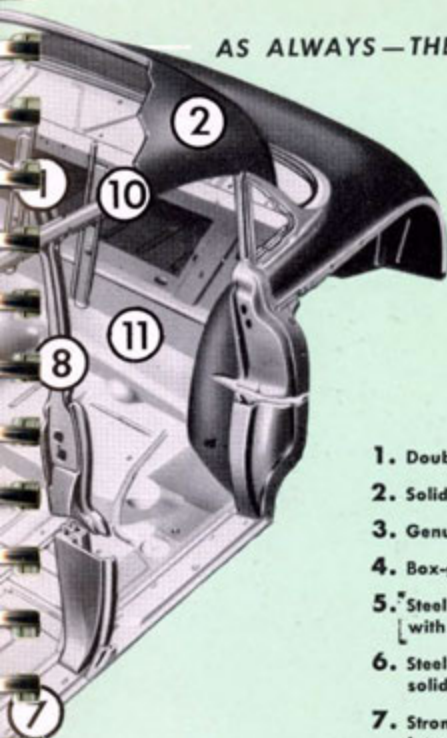




## **CADILLAC BODY STRENGTH— A SAFEGUARD FOR PROTECTION!**

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

AS ALWAYS—THE STANDARD OF THE WORLD!



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**

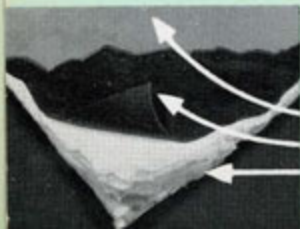
The Cadillac windshield frame is built up and surrounded by box-type members at the sides . . . and double steel box members at the top of the frame. This Cadillac construction offers the buyer exceptional strength, rigidity and SAFETY.



### **NEW COWL BODY INSULATION**

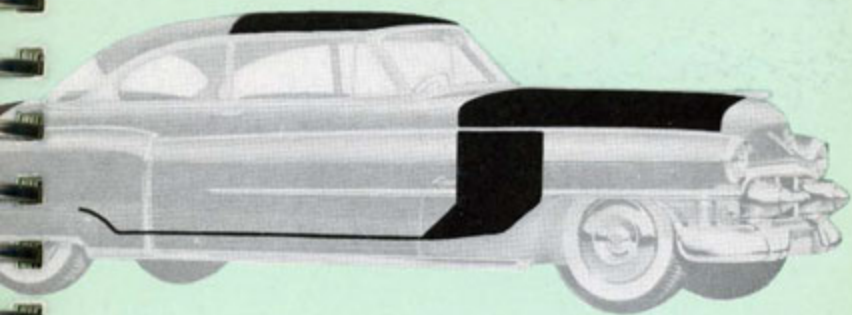
Added insulation has improved Cadillac bodies for 1953. Three types of material plus carpet and jute accomplish this insulation in the form of an acoustical blanket located just behind the cowl fire-wall. This new and heavier material for 1953, located as shown above, protects against external heat,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

74



*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**

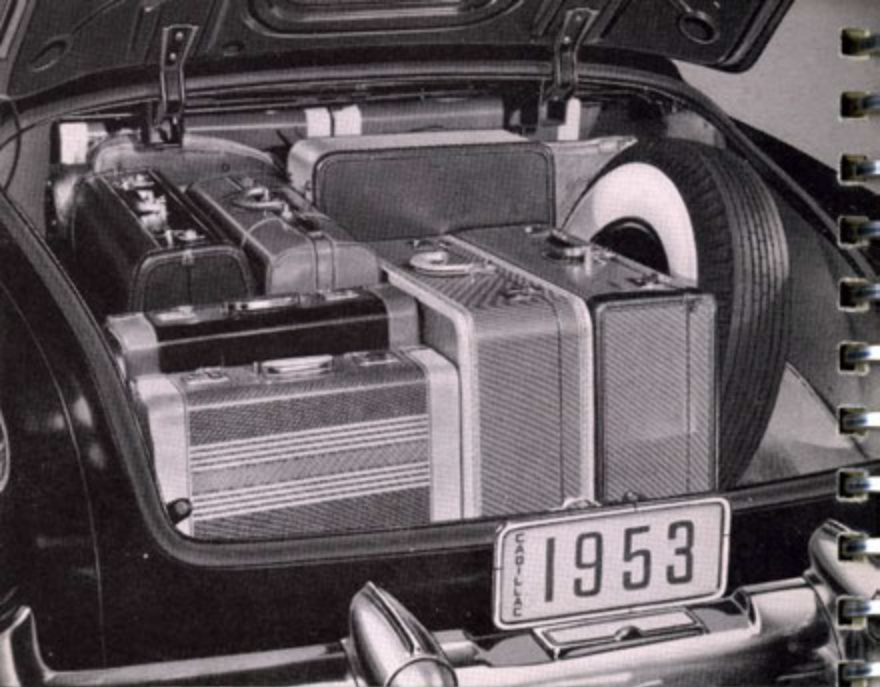


In any climate where Cadillac owners may travel, the additional insulation that has been added to the 1953 body will help take winter's worst with a smile or will make the interior of Cadillac cars more comfortable in hot weather. A new Fiberglass acoustical and insulation blanket and felt paper deadener have been added to the inside of the 1953 Turret-Top and a  $1\frac{1}{2}$ " 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.





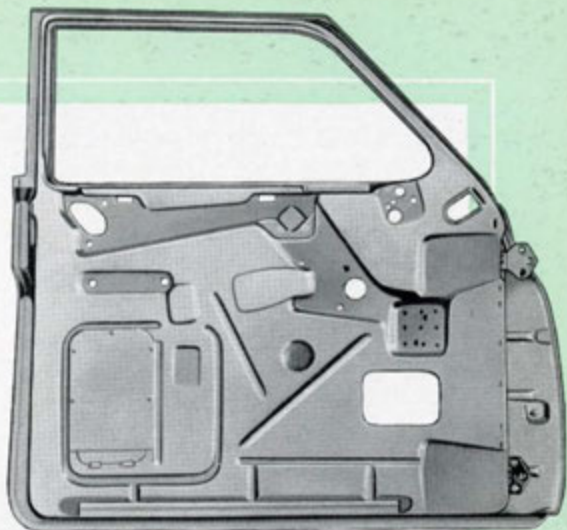


### **LARGE TRUNK SPACE**

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.

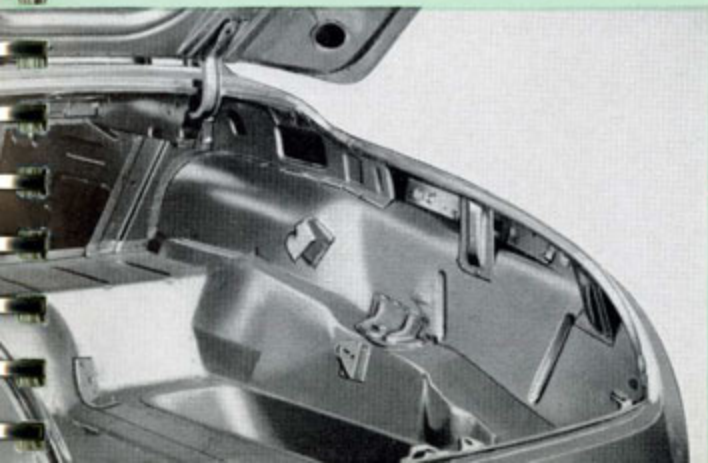
### **BODY BRACED AND REINFORCED**

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.



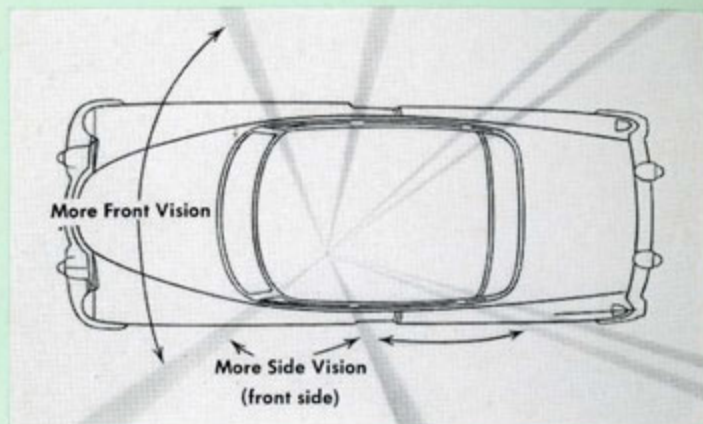
### **DURABLE DOOR CONSTRUCTION**

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.

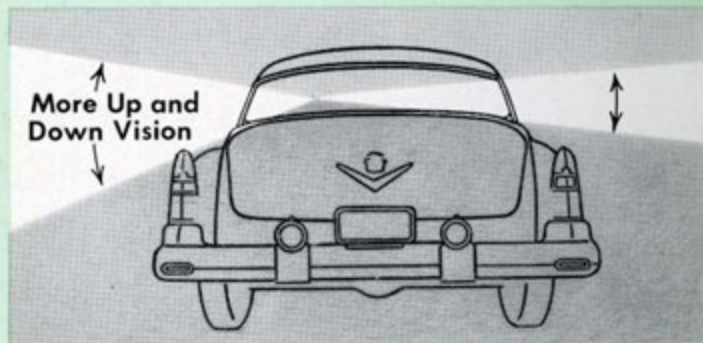




## **CADILLAC OFFERS WIDE, UNOBSTRUCTED VISION**



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.



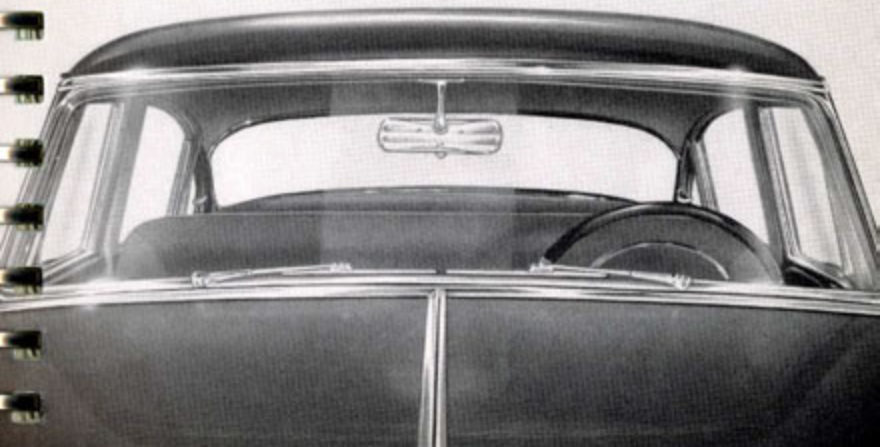
*Large Curved Rear Window Gives Wide Vision*

## WIDE-ANGLE FRONT VISION

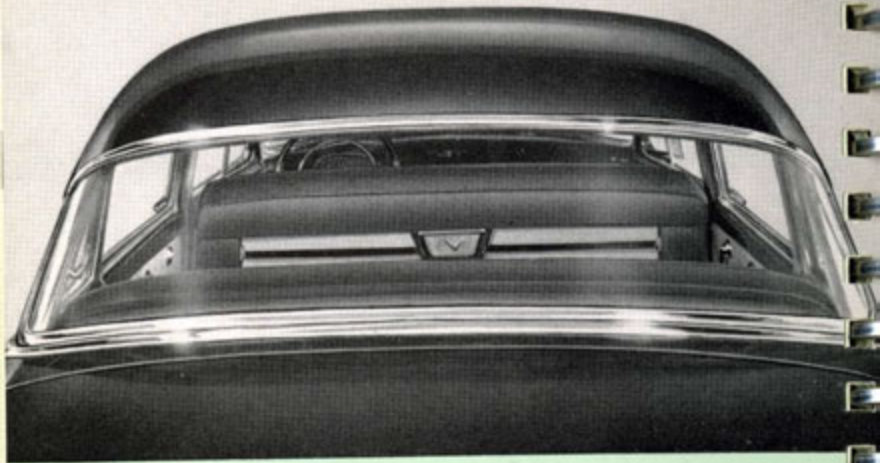
The wide, one-piece Cadillac windshield and windows provide full, unhampered vision and reduce reflections. The deep curve of the windshield provides vision from side to side—where vision really counts for real motoring safety.

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.



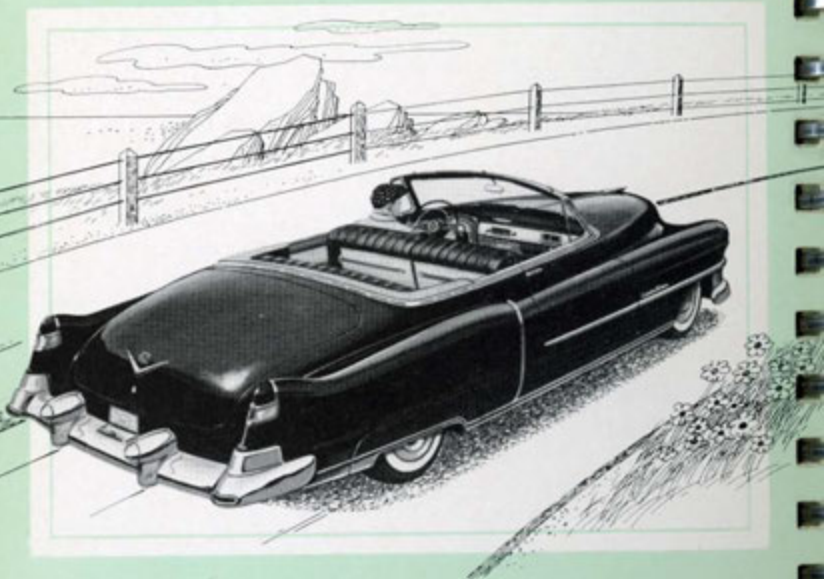
Sedan rear doors are fitted with door locks adjusted to disengage from the inside door handle. This safety feature safeguards children. When the doors are shut and the inside locking-knobs are pressed down, they cannot be opened from the inside.







## 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.

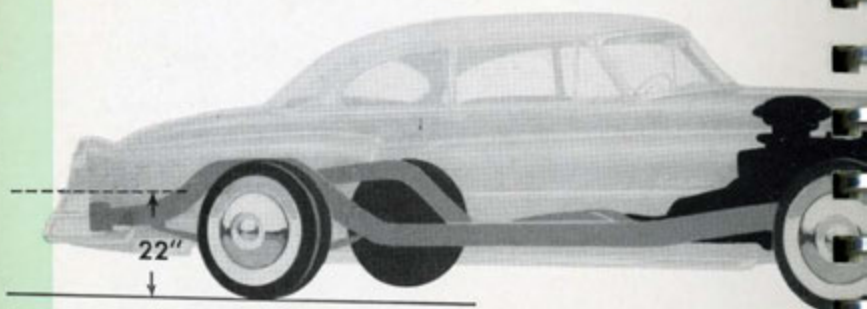
For 1953, the softer, slower action of Cadillac's independent coil spring front wheel suspension gives exceptional flexibility and softer riding qualities in combination with the long-leaf, splayed rear springs. And the Cadillac chassis has one of the widest treads in the automotive world . . . the wider 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!**

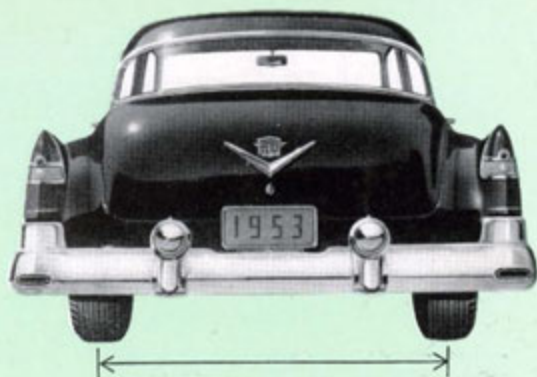




### **THE 1953 CHASSIS HAS . . . A LOWER CENTER OF GRAVITY**

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.

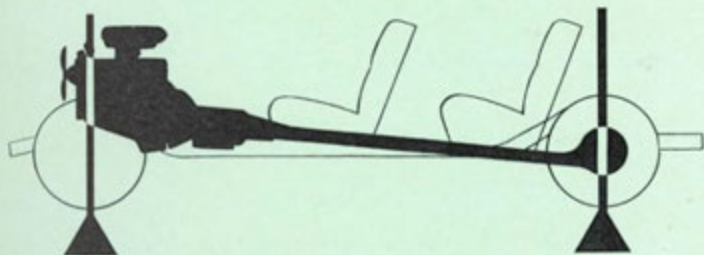
Be sure to explain these important safety, construction and design features to your customers—if not in detail, at least in terms of what they mean to his motoring pleasure.



**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.

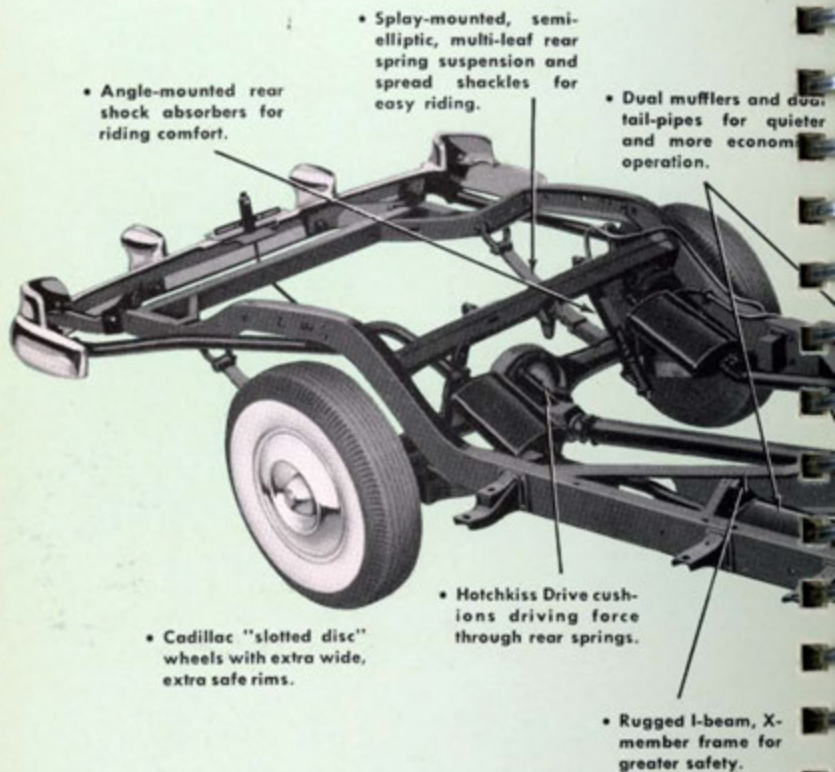


### **CADILLAC CARS HAVE . . . BETTER WEIGHT DISTRIBUTION**

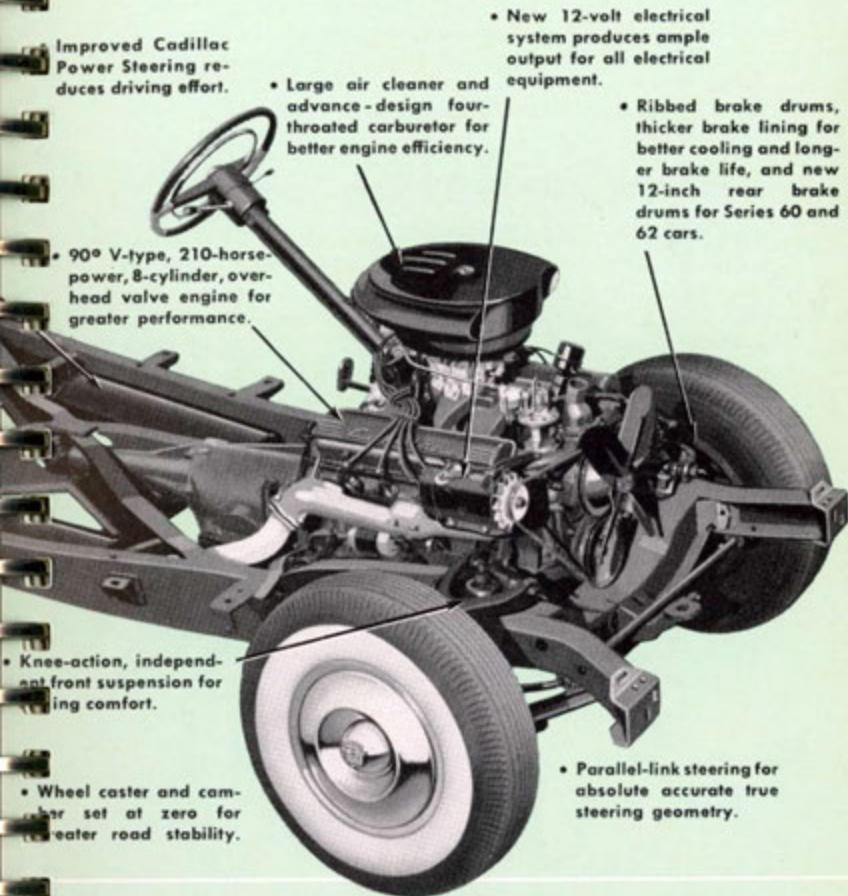
Cadillac cars carry approximately 51% of their weight up front . . . about 49% on the rear wheels. This nearly equal weight distribution makes it easier to hold Cadillac cars in a true course. Many other cars carry as much as 55% of the weight on the front wheels, which reduces rear wheel traction.



## 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 riding comfort.

• Wheel caster and camber set at zero for greater road stability.

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

## RUGGED I-BEAM, X-TYPE FRAME

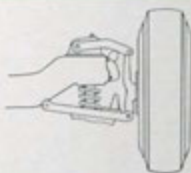
The rugged Cadillac frame provides support and holds in their proper position virtually all other major parts of the car. This hardy Cadillac frame is built up of extra-strong channel-section side rails, joined together with a rugged I-Beam, X-Member to provide the most sturdy kind of backbone for the 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**

Smooth Ride

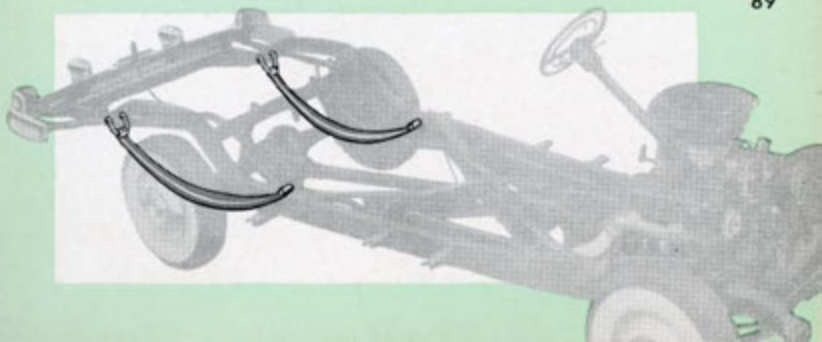


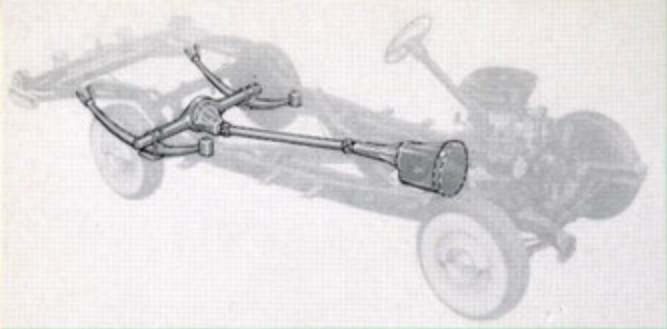
Rough Road

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.

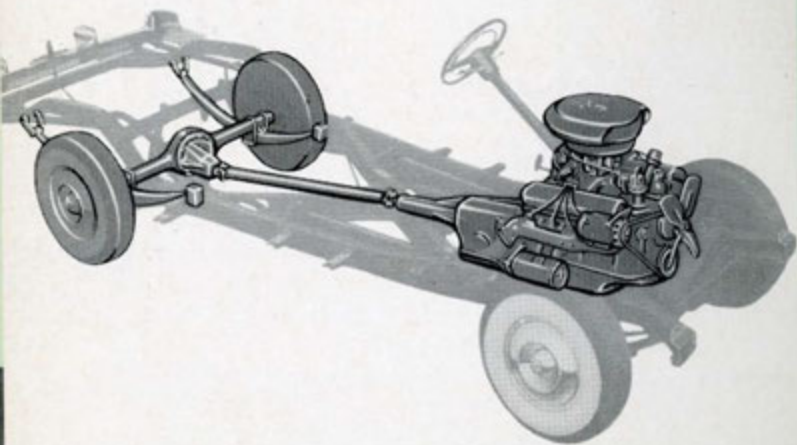
**NOTE** how regular tire tends to jump over obstacles in road.



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



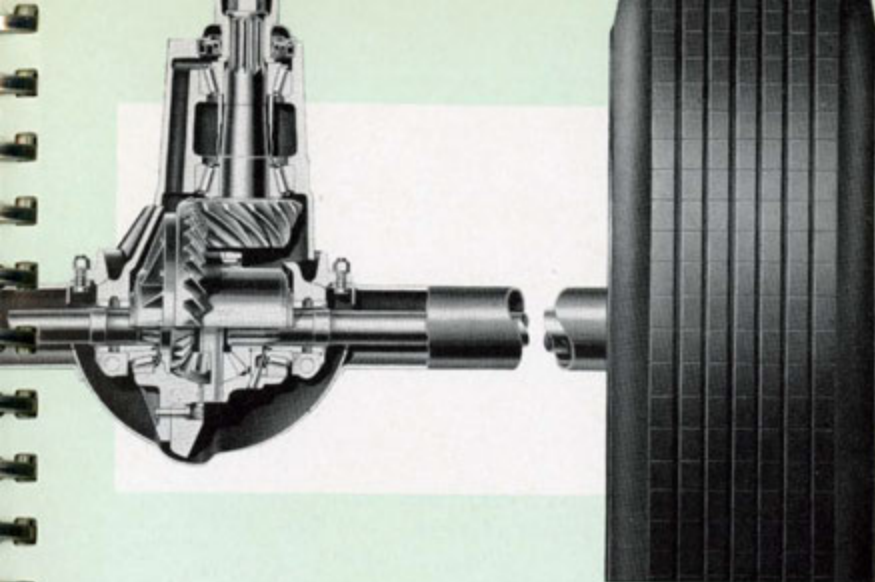




### **THE 1953 CADILLAC POWER TRAIN**

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.

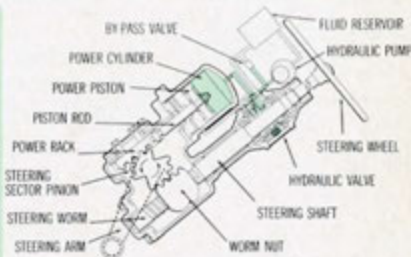
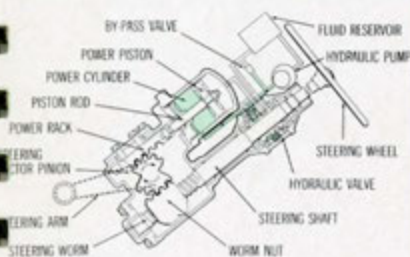
The purpose of this advanced design is to reduce manual steering effort, especially when parking, and still let the driver retain his "feel of the wheel" under all conditions. Cadillac Power Steering, improved for 1953, materially reduces road shock at the steering wheel.

## ... 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.



## THE ADVANTAGES OF CADILLAC POWER



### ● 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.

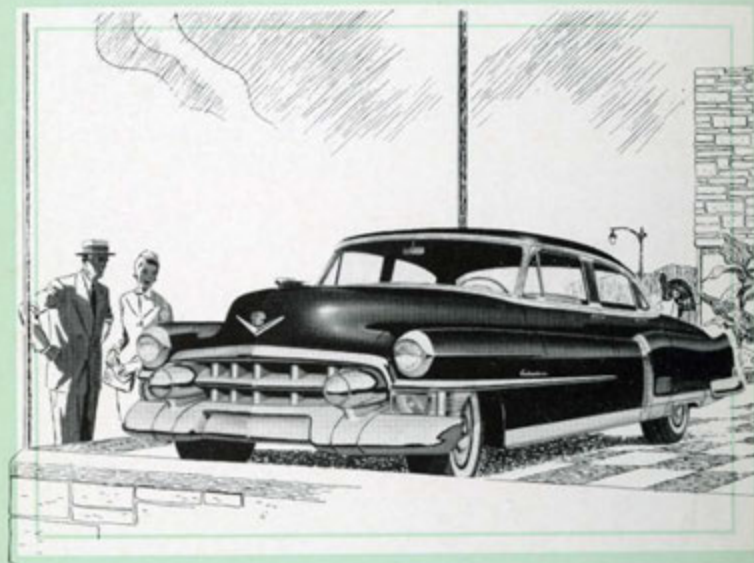


### ● PARKING

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





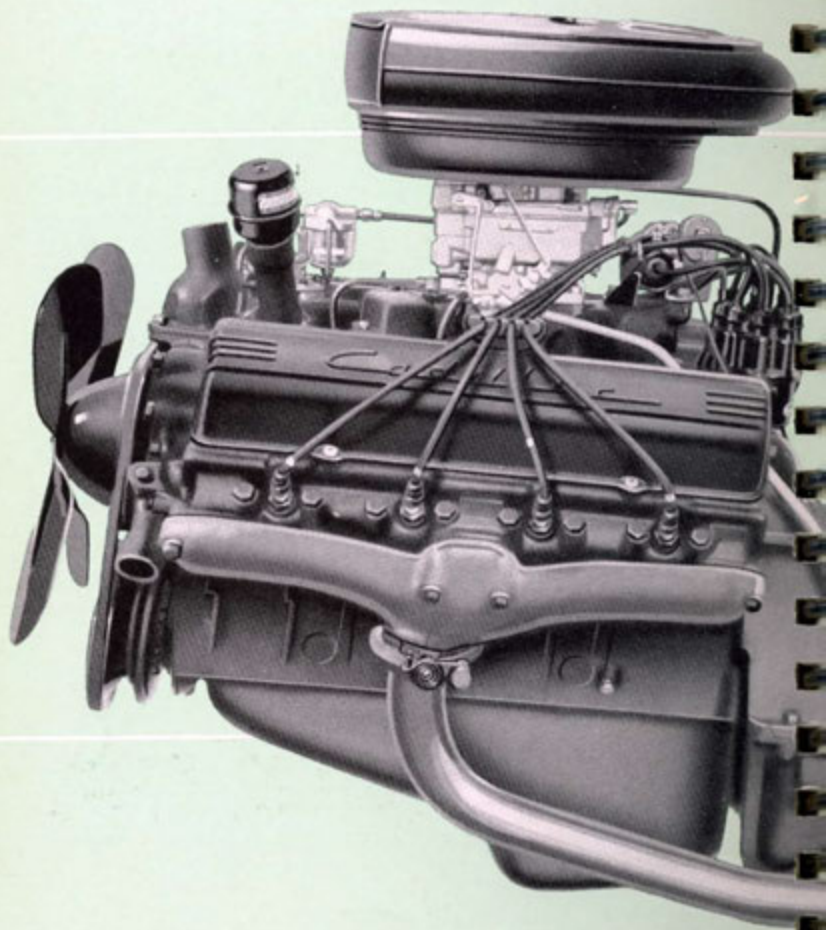
## **A NEW ERA IN "HIGH-COMPRESSION" EFFICIENCY!**

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**

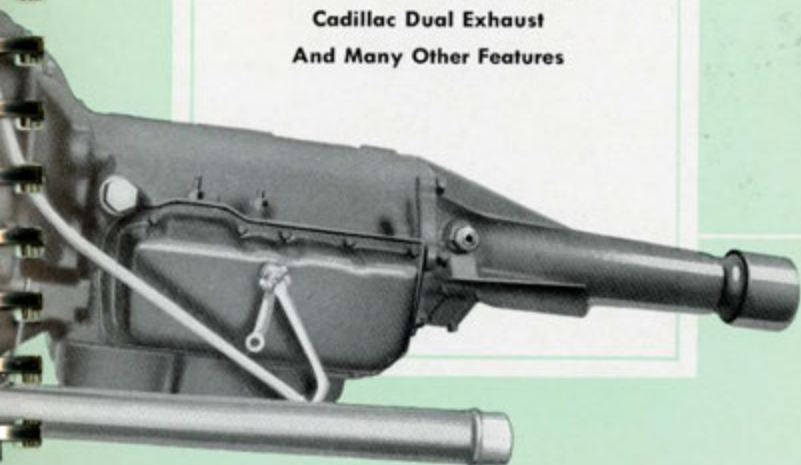
**New 12-Volt Ignition System**

**New Greater Economy**

**Cadillac Four-Barrel Carburetor**

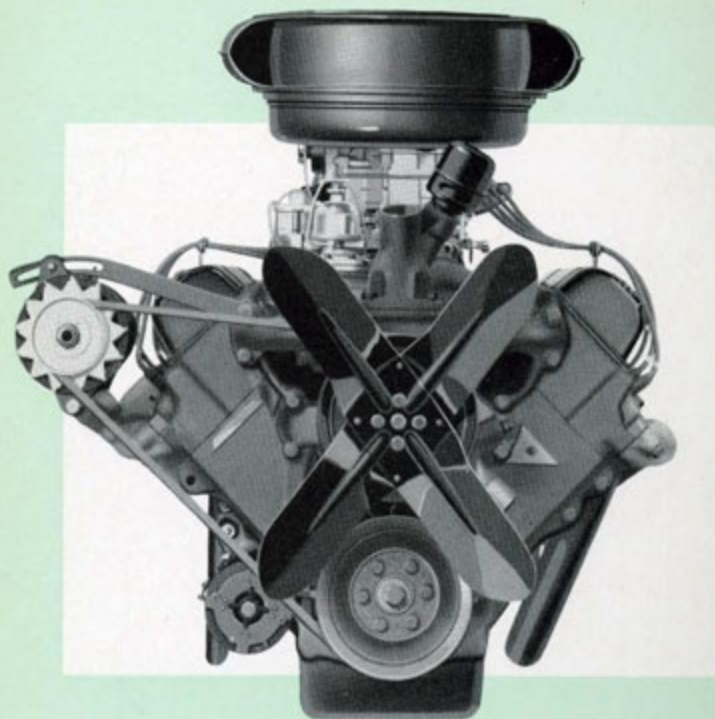
**Cadillac Dual Exhaust**

**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!*

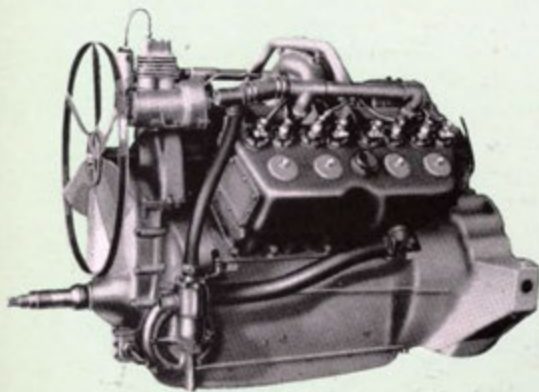
And this year Cadillac presents its improved creative masterpiece with even greater pride—a more powerful, far finer version of the traditional Cadillac V-type engine, already acknowledged the finest automotive engine in the world.

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:

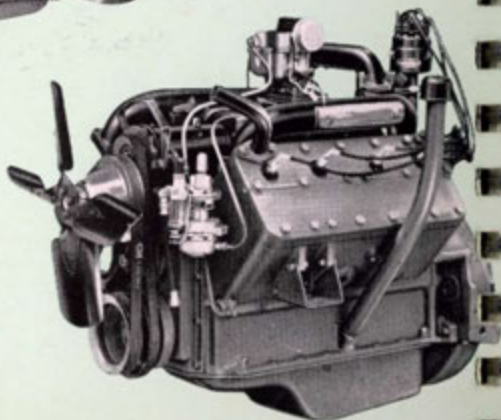


### 1914

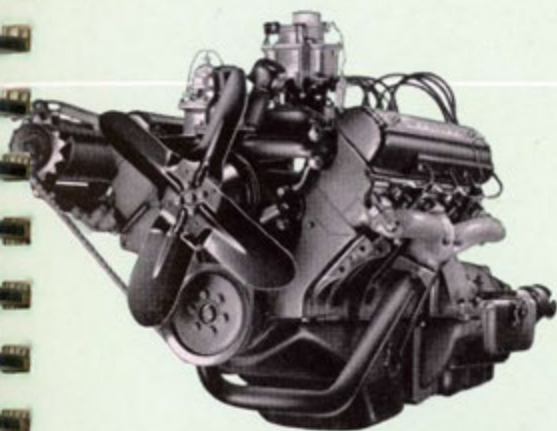
*America's first V-type automotive engine was introduced by Cadillac in 1914. This—the first in a distinguished series of Cadillac V-type engines — immediately created a whole new idea of automotive performance.*

### 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.*

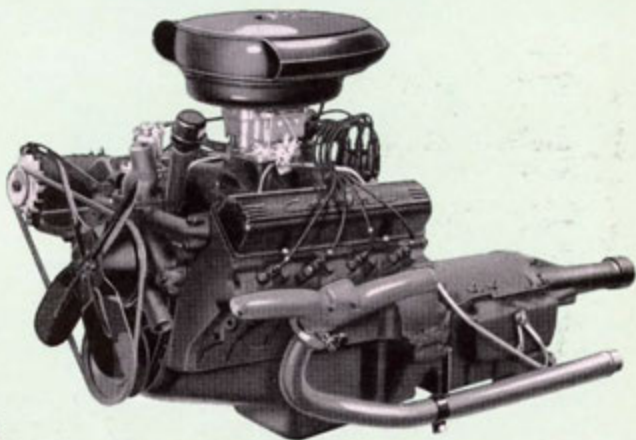






## 1949

*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!

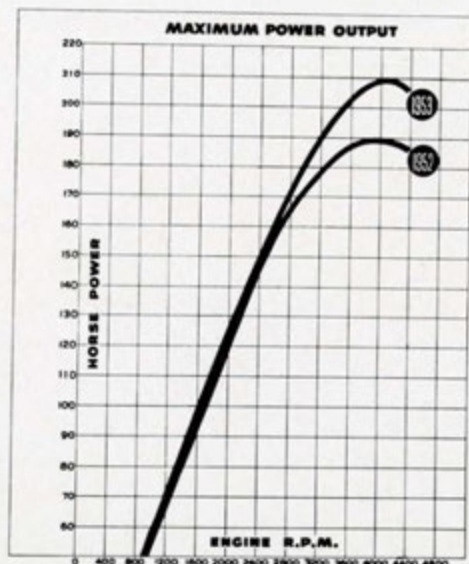


## MILES AND YEARS OF TESTING

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

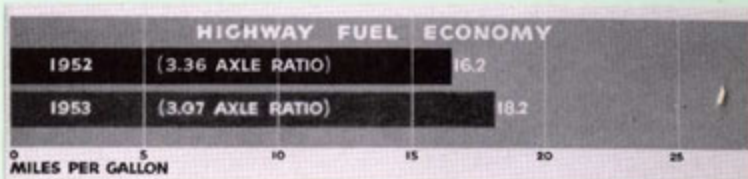
The 1953 Cadillac engine offers dramatic road performance . . . sparkling acceleration and get-away. As brilliant as the past performance of Cadillac engines has been, the 1953 engine surpasses its history-making V-type predecessors. In the chart below, you can compare the maximum power output of the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







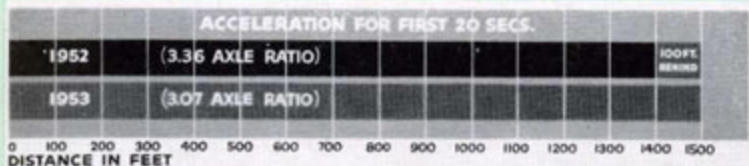
A NEW ERA OF



### 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**

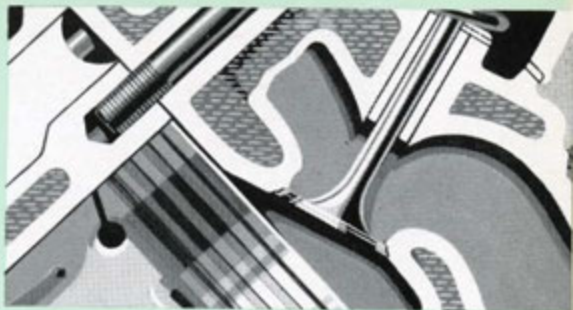
The compression ratio of the 1953 Cadillac engine has been increased from 7.50:1 in 1952 to 8.25:1 in order to gain two desirable results. The first of these is *more power and a higher standard of Cadillac performance*. This fact is probably more important to Cadillac owners than the second reason—*economical 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!



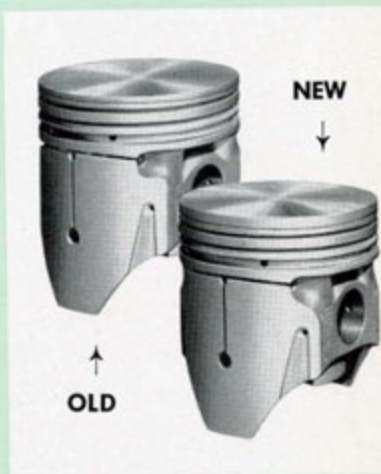


### **NEW "HIGH LIFT" CAMSHAFT**

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.





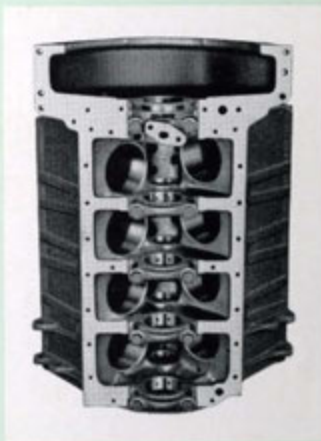


### **WELL-DESIGNED PISTON-CRANKSHAFT ASSEMBLY**

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.

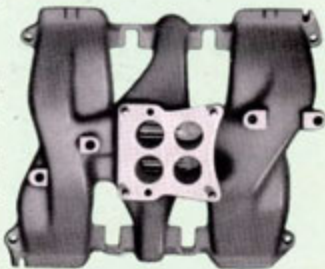
### **RUGGED CYLINDER-BLOCK CONSTRUCTION**

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**

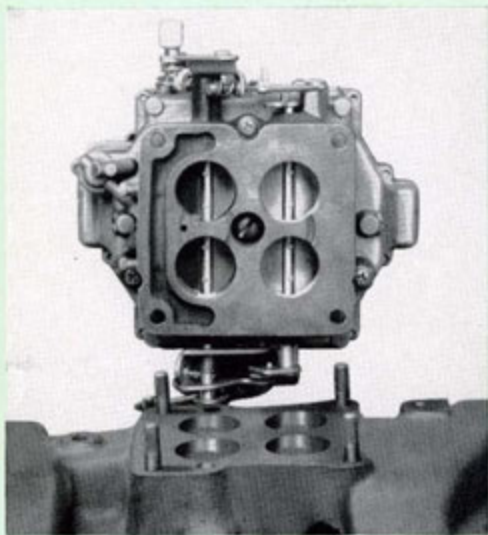
For 1953, the high-capacity carburetor air cleaner directs a flow of air into the carburetor for better engine breathing. As in past years, the air cleaner is of the heavy duty oil-type to provide efficient air filtering, and this year it is mounted with a center stud to improve sealing at the carburetor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

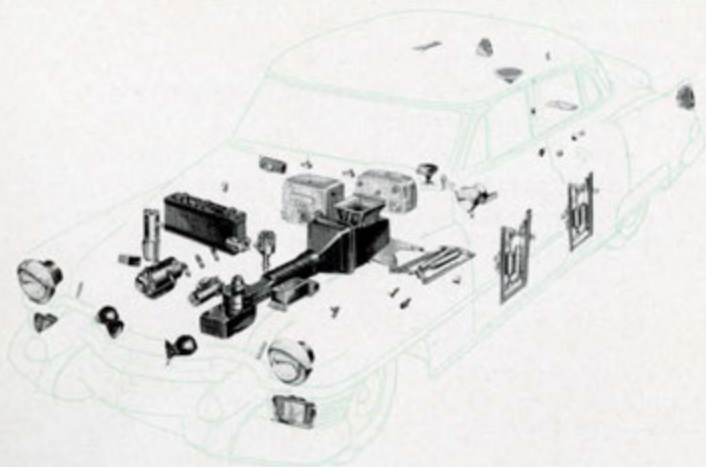


## **NEW 12-VOLT ELECTRICAL SYSTEM**

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.

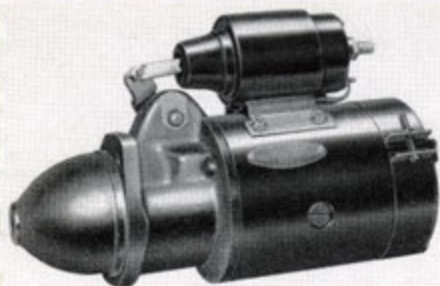
To the Cadillac owner, the new system means a smoother, more dependable running engine and less frequent re-setting of spark plug gap.

### **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**

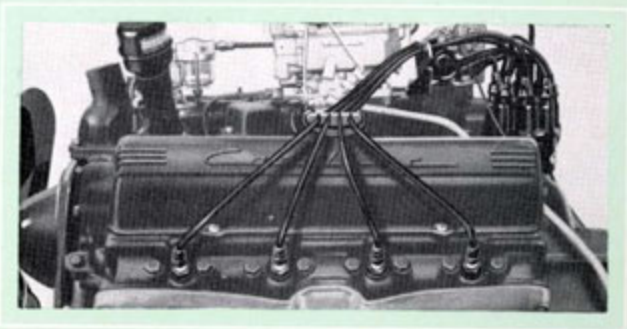
Cadillac engineers have also set the pace for the automotive industry in helping to develop a new 12-volt battery for 1953. This new battery has a 46 per cent gain in rated capacity. It is longer and narrower to conserve space and mounts in a new battery box on the dash under the hood.





## **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**

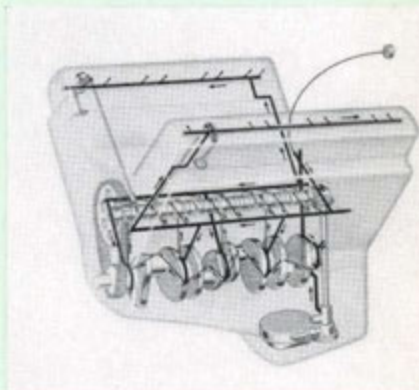
The ignition system of the 210-horsepower engine is protected against moisture and water splash by the addition of neoprene spark plug boots, which are integral with the high-tension wires. Ignition wiring brackets and terminals for both the distributor and spark-plug ends of ignition wiring and vinyl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

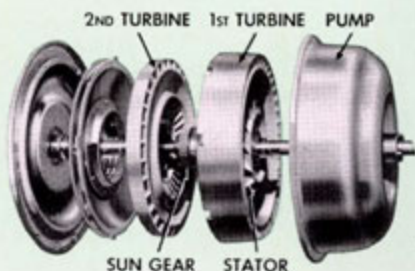
The engine cannot be started when the car is in gear. A safety switch keeps the starter from engaging unless the shift lever is either in "Park" or "Neutral" position.

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. Dynaflo 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.

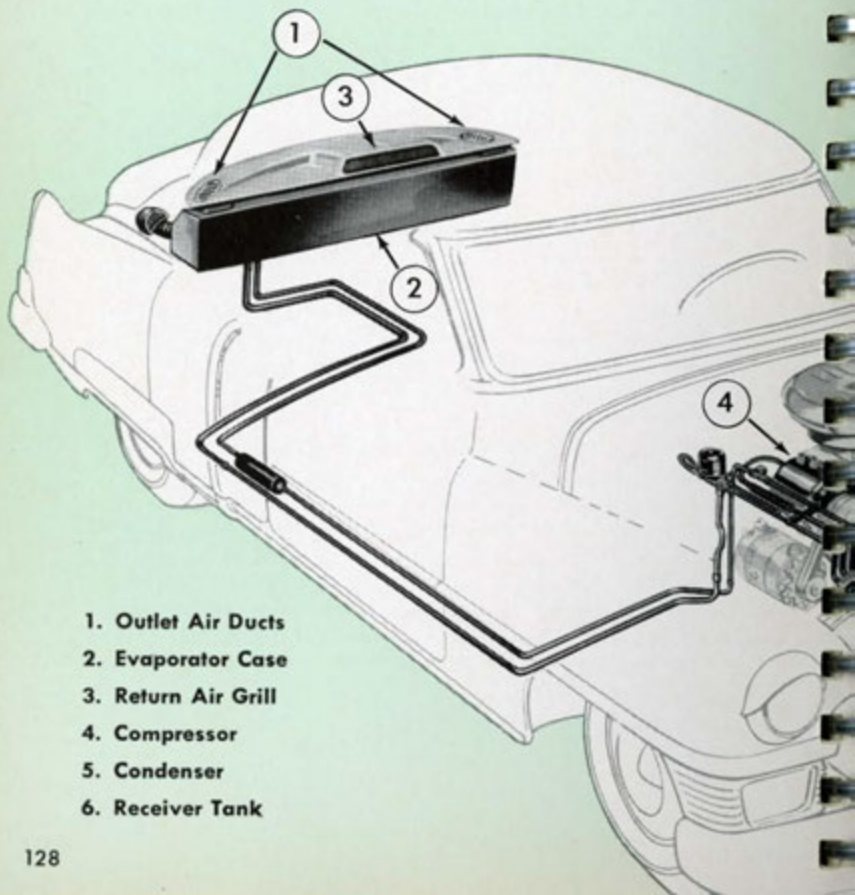
At any change in the driving situation, however, where a sudden spurt of acceleration is required or a steep hill is encountered, simply depressing the accelerator brings the torque multiplication feature of Dynaflo into play. As the engine speeds up and the attached pump revolves faster than the turbines,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

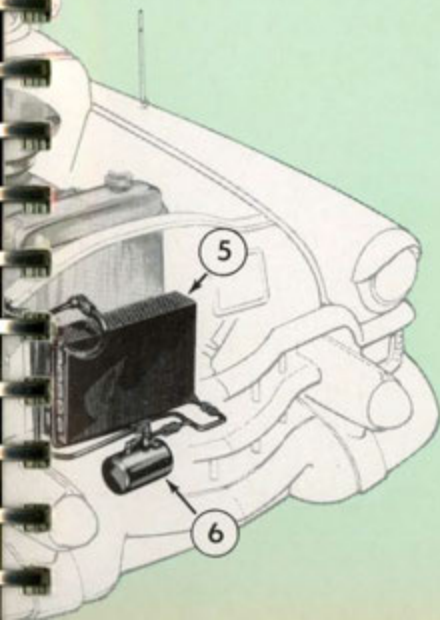


1. Outlet Air Ducts
2. Evaporator Case
3. Return Air Grill
4. Compressor
5. Condenser
6. Receiver Tank

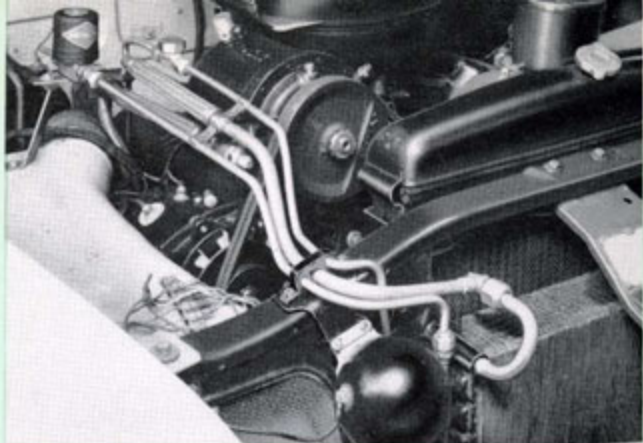
## AND HEATING SYSTEM FOR 1953



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.

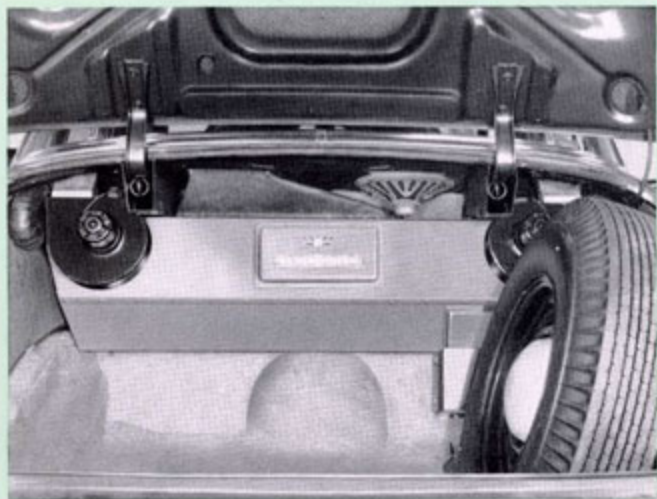
The second method—for extremely hot areas of the country—discharges cool air via ducts mounted below the headlining and running from the package shelf up to the front compartment. At the rear these ducts are of clear plastic. The remainder of the ducts are flocked and color-matched to the





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

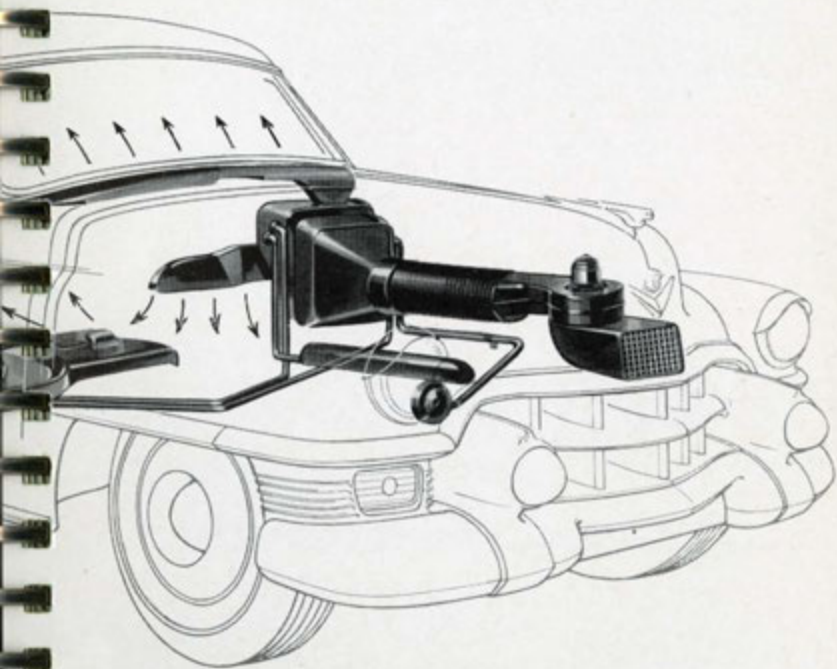
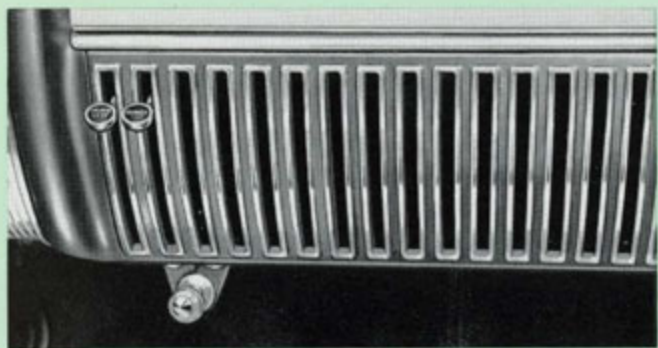
An automobile heating system must meet many requirements if the car's occupants are to enjoy utmost comfort and motor-ing pleasure. The system must supply fresh air . . . provide ample heat . . . seal out dust . . . hold to a steady temperature . . . rapidly defrost and de-fog windows . . . and have 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 under-seat heater located under the *front* seat. The dash heater supplies warm air to the front compartment, while the under-seat 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\*

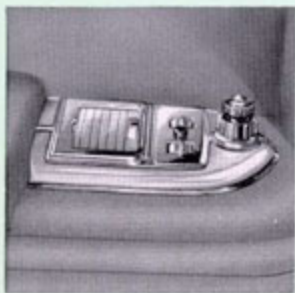
Oil Filter • Windshield Washer • Vanity Mirror

*\*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**

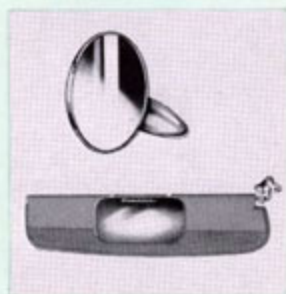
—Designed to prevent annoying instrument reflections on the windshield. The anti-glare cover is contour-molded to fit the instrument panel. It is available in wolf-grain black with the same Cadillac wings and crest as the instrument panel.



**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 nauga-hyde. 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.



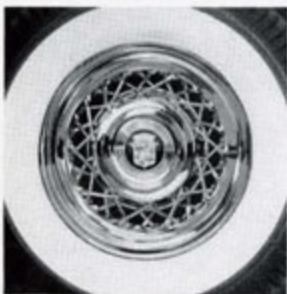


**OUTSIDE SUN VISOR**—Cadillac Outside Sun Visor is a wise investment in beauty, protection and safety. It protects against sun glare . . . gives full forward visibility . . . provides comfort from summer heat . . . reduces freezing rain and snow on windshield. Construction is unusually sturdy. It is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

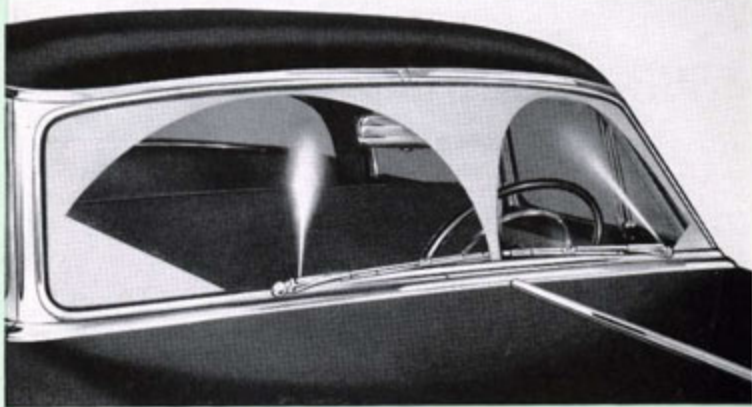
—Whether the car is in motion or at a standstill, the trim rings add to the over-all impression of Cadillac smartness. They are fabricated from heavy gauge, durable stainless steel and attached to the wheels with patented locking clips that keep them snug and rattle-free. A set consists of five rings.



**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.







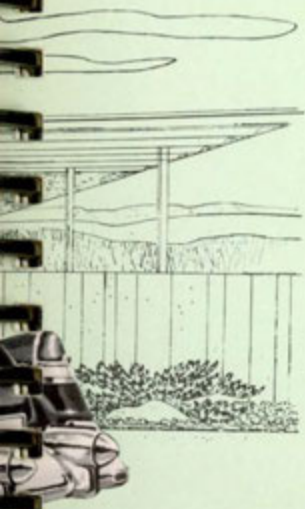
## **CADILLAC CARE FOR CADILLAC CARS**

### ***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.



**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.....	215½"	220½"	220½"	220½"	224½"	236½"	236½"
Over-all Width.....	80½"	80½"	80½"	80½"	80½"	80½"	80½"
Over-all Height.....	62½"	61½"	60½"	60½"	62½"	64½"	64½"
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

\*58½" 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
Piston Displacement . . .	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
Carburetor . . . . .	4-Barrel	4-Barrel	4-Barrel	4-Barrel	4-Barrel	4-Barrel
Exhaust System . . . . .	Dual	Dual	Dual	Dual	Dual	Dual
Transmission . . . . .	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
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
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
Drive . . . . .	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**

\*3.07:1 on El Dorado with Hydra-Matic.

\*\*4.27:1 on Series 75 with Dynaflo.

## 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	62 <sup>5</sup> / <sub>8</sub> "	55 <sup>7</sup> / <sub>8</sub> "	43 <sup>3</sup> / <sub>4</sub> "	51"	47 <sup>1</sup> / <sub>2</sub> "	37 <sup>1</sup> / <sub>2</sub> "
Series 62 Sedan	63 <sup>3</sup> / <sub>4</sub> "	57 <sup>7</sup> / <sub>8</sub> "	43 <sup>3</sup> / <sub>4</sub> "	64 <sup>1</sup> / <sub>4</sub> "	55 <sup>5</sup> / <sub>8</sub> "	43 <sup>5</sup> / <sub>8</sub> "
Series 62 Coupe	62 <sup>5</sup> / <sub>8</sub> "	55 <sup>7</sup> / <sub>8</sub> "	43 <sup>3</sup> / <sub>4</sub> "	54 <sup>7</sup> / <sub>8</sub> "	55 <sup>3</sup> / <sub>4</sub> "	37 <sup>1</sup> / <sub>2</sub> "
Series 62 Coupe de Ville	62 <sup>5</sup> / <sub>8</sub> "	55 <sup>7</sup> / <sub>8</sub> "	43 <sup>3</sup> / <sub>4</sub> "	54 <sup>7</sup> / <sub>8</sub> "	55 <sup>3</sup> / <sub>4</sub> "	37 <sup>1</sup> / <sub>2</sub> "
Series 62 El Dorado Sports Coupe	63 <sup>1</sup> / <sub>4</sub> "	57 <sup>1</sup> / <sub>8</sub> "	43 <sup>3</sup> / <sub>8</sub> "	51"	47 <sup>5</sup> / <sub>8</sub> "	37 <sup>3</sup> / <sub>8</sub> "
Series 60 Fleetwood Special	61 <sup>13</sup> / <sub>16</sub> "	57 <sup>7</sup> / <sub>8</sub> "	43 <sup>3</sup> / <sub>4</sub> "	63 <sup>1</sup> / <sub>8</sub> "	55 <sup>5</sup> / <sub>8</sub> "	43 <sup>5</sup> / <sub>8</sub> "
Series 75 8-Passenger Sedan	64 <sup>1</sup> / <sub>8</sub> "	57 <sup>5</sup> / <sub>8</sub> "	43 <sup>13</sup> / <sub>16</sub> "	56 <sup>5</sup> / <sub>8</sub> "	56 <sup>1</sup> / <sub>8</sub> "	
Series 75 Imperial Sedan	64"	57 <sup>7</sup> / <sub>8</sub> "	43 <sup>13</sup> / <sub>16</sub> "	56 <sup>5</sup> / <sub>8</sub> "	56 <sup>1</sup> / <sub>8</sub> "	



	<b>Front Head- room</b>	<b>Rear Head- room</b>	<b>Front Seat Height to Floor</b>	<b>Rear Seat Height to Floor</b>	<b>Steering Wheel Clear- ance to Seat</b>
Series 62 Convertible Coupe	34 $\frac{13}{16}$ "	34 $\frac{3}{8}$ "	14 $\frac{7}{16}$ "	12 $\frac{3}{16}$ "	5 $\frac{1}{8}$ "
Series 62 Sedan	35 $\frac{13}{16}$ "	35 $\frac{5}{16}$ "	14 $\frac{7}{16}$ "	12 $\frac{1}{2}$ "	5 $\frac{1}{8}$ "
Series 62 Coupe	34 $\frac{3}{16}$ "	34 $\frac{3}{16}$ "	14 $\frac{7}{16}$ "	12 $\frac{3}{16}$ "	5 $\frac{1}{8}$ "
Series 62 Coupe de Ville	34 $\frac{3}{8}$ "	34 $\frac{3}{16}$ "	14 $\frac{7}{16}$ "	12 $\frac{3}{16}$ "	5 $\frac{1}{8}$ "
Series 62 El Dorado Sports Coupe	34 $\frac{13}{16}$ "	34 $\frac{3}{8}$ "	13 $\frac{3}{16}$ "	11 $\frac{5}{16}$ "	5 $\frac{1}{8}$ "
Series 60 Fleetwood Special	35 $\frac{13}{16}$ "	35 $\frac{5}{16}$ "	14 $\frac{7}{16}$ "	12 $\frac{1}{2}$ "	5 $\frac{1}{8}$ "
Series 75 8-Passenger Sedan	36 $\frac{3}{16}$ "	35"	13 $\frac{3}{4}$ "	14"	5 $\frac{13}{16}$ "
Series 75 Imperial Sedan	36 $\frac{3}{8}$ "	35"	13 $\frac{13}{16}$ "	14"	5 $\frac{3}{8}$ "

## EXTERIOR BODY DIMENSIONS

### All 1953 Cadillac Models

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

## DETAILED SPECIFICATIONS

### ENGINE

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Number of cylinders.....	8
Cylinder arrangement.....	90° bank-type
Valve arrangement.....	Overhead
Bore and stroke.....	3 $\frac{1}{16}$ " x 3 $\frac{5}{8}$ "
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

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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.....	2 $\frac{1}{4}$ "



## **DETAILED SPECIFICATIONS**

### **Continued**

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#### **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)

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#### **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"

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#### **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"

## DETAILED SPECIFICATIONS

### Continued

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#### VALVES

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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

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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

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

## **DETAILED SPECIFICATIONS**

### **Continued**

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#### **LUBRICATION—Continued**

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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**

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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**

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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.....	$\frac{3}{8}$ "
Fan—No. of blades, Series 62 & 60..	4
Fan—No. of blades, Series 75.....	5



## DETAILED SPECIFICATIONS

### Continued

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#### GENERATOR

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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

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

#### IGNITION

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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"

## **DETAILED SPECIFICATIONS**

### **Continued**

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#### **BATTERY**

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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**

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Headlight—make.....	Guide sealed-beam
Headlight cover glass, dia.....	6 $\frac{11}{16}$ "
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)**

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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

## **DETAILED SPECIFICATIONS**

### **Continued**

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#### **SYNCHRO-MESH TRANSMISSION**

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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**

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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"



## DETAILED SPECIFICATIONS

### Continued

#### FRAME

#### Series 62    Series 60S    Series 75

Frame make.....	A. O. Smith	A. O. Smith	A. O. Smith
Frame depth, maximum.....	7 $\frac{1}{2}$ "	7 $\frac{3}{16}$ "	7 $\frac{3}{16}$ "
Frame thickness, maximum.....	$\frac{3}{4}$ "	$\frac{3}{32}$ "	$\frac{3}{32}$ "
Flange width, maximum.....	2 $\frac{3}{4}$ "	2 $1\frac{1}{2}$ "	2 $1\frac{1}{2}$ "
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

## DETAILED SPECIFICATIONS

### Continued

#### 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.

## DETAILED SPECIFICATIONS

### Continued

#### 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'	(75) 25.85'
	(60) 23.35'	



## DETAILED SPECIFICATIONS

### Continued

#### 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.



# CADILLAC MILESTONES — 1902-1953

## Milestones

Detroit Automobile Co., established 1899, re-organized as "Cadillac Automobile Co."

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.

First four Cylinder establishes Cadillac as the pioneer of multi-cylinder motor cars.

Famous Johansson gauges, First imported into United States by Cadillac, enable Cadillac to become the following year the—

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.

Cadillac purchased by General Motors Corporation. Four-cylinder production increases six times over 1908 production.

First to offer Closed Bodies as standard equipment. Less than 10% of cars then produced had closed bodies.

Custom Coachcraft by Fleetwood Body Company begins.

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.

Model Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase
1902 1903	2,500	1 cyl. "A"	\$ 850	76"
1904	2,318	1 cyl. "B"	950	76"
1905	4,182	{ 1 cyl. "F" 4 cyl. "D"	950 2,800	76" 100"
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"
1908	2,012	{ 1 cyl. "H" 1 cyl. "H"	1,000 2,500	82" 102"
1909	5,902	4 cyl. "30"	1,400	106"
1910	8,006	4 cyl. "30"	1,600	106"
1911	10,018	4 cyl. "30"	1,800	116"
1912	13,994	4 cyl. "1912"	3,250	116"

# CADILLAC MILESTONES — 1902-1953

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.

First to use Tilt-Beam Headlights for night driving safety.

Cadillac becomes "Division of General Motors."

Cadillac adopted as **Standard Officers'** car by U. S. Army after grueling tests at Marfa, Texas.

Cadillac supplied 2,350 cars and 1,157 V-8 artillery tractor engines to U. S. Army.

Cadillac completes new Clark Ave. plant, Detroit, most modern in the industry. Retail stores opened at Detroit and Chicago.

First to use Thermostatic Carburetor Control.

First to build the inherently balanced 90° V-type eight-cylinder engine. First to use the Compensated Crankshaft. Four-wheel brakes featured.

First to provide wide choice of Duco Exterior Finishes as Standard equipment.

First to use Crankcase Ventilation. \$5,000,000 expansion program started. Cadillac contracts for entire output of Fleetwood Custom Body Co.

First to develop a comprehensive Service Policy and place it on a nationwide basis.

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

# CADILLAC MILESTONES — 1902-1953

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"	



# CADILLAC MILESTONES — 1902-1953

**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.

48.1% of all cars sold above \$1,500 were Cadillacs.

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.

**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.

**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.

1935	13,449	Sir.-8 "50" V-8 "10" V-8 "20" V-8 "30" V-12 "40" V-16 "60"	\$1,545 2,445 2,645 3,295 3,995 6,750	119" 128" 136" 146" 146" 154"
1936	25,905	Sir.-8 "50" V-8 "60" V-8 "70" V-8 "75" V-12 "80" V-12 "85" V-16 "90"	1,225 1,695 2,445 2,645 3,195 3,345 7,570	120" 121" 131" 138" 131" 138" 154"
1937	46,153	V-8 "37-50" V-8 "37-60" V-8 "37-65" V-8 "37-70" V-8 "37-75" V-12 "37-85" V-16 "37-90"	1,260* 1,660* 2,090* 2,595* 2,815* 3,535* 7,750*	124" 124" 131" 131" 138" 138" 154"
1938	24,950	V-8 "38-50" V-8 "38-60" V-8 "38-60S" V-8 "38-65" V-8 "38-75" V-16 "38-90"	1,385* 1,775* 2,085* 2,285* 3,075* 5,265*	124" 124" 126" 132" 141" 141"
1939	36,611	V-8 "39-50" V-8 "39-61" V-8 "39-60" V-8 "39-75" V-16 "39-90"	1,320* 1,680* 2,090* 2,995* 5,140*	120" 126" 127" 141" 141"

# CADILLAC MILESTONES—1902-1953

Model Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
1940	37,162	V-8 "40-50" V-8 "40-52" V-8 "40-62" V-8 "40-60S" V-8 "40-72" V-8 "40-75" V-16 "40-90"	\$1,320* 1,440* 1,745* 2,090* 2,670* 2,995* 5,140*	123" 123" 129" 127" 138" 141" 141"	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.
1941	66,130	V-8 "41-61" V-8 "41-62" V-8 "41-63" V-8 "41-60S" V-8 "41-67" V-8 "41-75"	1,445* 1,495* 1,695* 2,195* 2,595* 2,995*	126" 126" 126" 126" 139" 136"	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.
1942	16,511 (Production halted February, 1942)	V-8 "42-61" V-8 "42-62" V-8 "42-63" V-8 "42-60S" V-8 "42-67" V-8 "42-75"	1,647* 1,754* 1,882* 2,435* 2,896* 3,306*	126" 129" 126" 133" 139" 136"	Presentation of the Fortieth Anniversary Cadillacs. Introduction of sealed, ribbed Super-Safe Brakes and All-Weather Ventilation System.
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.

# CADILLAC MILESTONES—1902-1953

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" V-8 "46-62" V-8 "46-60S" V-8 "46-75"	\$2,176* 2,359* 3,099* 4,298*	<b>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.</b>
1947	61,926	V-8 "47-61" V-8 "47-62" V-8 "47-60S" V-8 "47-75"	2,324* 2,523* 3,195* 4,471*	<b>Postwar Production reaches over 90% of prewar peak. Cadillac increases fine car leadership with over 96,000 unfilled orders.</b>
1948	52,706 (9 months)	V-8 "48-61" V-8 "48-62" V-8 "48-60S" V-8 "48-75"	2,647* 2,781* 3,506* 4,471*	<b>Cadillac presents its greatest engineering achievement in 45 years—the new, compact, better performing, more economical, valve-overhead V-type eight-cylinder engine</b>
1949	92,554	V-8 "49-61" V-8 "49-62" V-8 "49-60S" V-8 "49-75"	2,893* 3,050* 3,828* 4,750*	<b>Cadillac's 1 millionth car produced November 25, 1949.</b>
1950	103,857	V-8 "50-61" V-8 "50-62" V-8 "50-60" V-8 "50-75"	2,866* 3,234* 3,797* 4,770*	<b>Cadillac production exceeds 100,000 cars for the first time in its history.</b>
1951	110,340	V-8 "51-62" V-8 "51-60" V-8 "51-75"	3,315* 3,892* 4,887*	<b>Cadillac moves into defense production of tanks in Cleveland without interruption of automobile production.</b>
1952	90,715 (11 months)	V-8 "52-62" V-8 "52-60" V-8 "52-75"	3,636* 4,270* 5,361*	<b>Cadillac celebrates its Golden Anniversary.</b>

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



# INDEX

## A

- Accessories.....134-142
- Air Cleaner.....117
- Air Conditioner.....128-131
- Arm Rest, Rear.....42, 60
- Ash Receiver, Rear.....60, 62
- Assist Grips.....61
- Axle, Rear.....93, 110-111

## B

- Battery.....121
- Blue Coral.....142
- Bodies.....70-81
- Body Dimension
  - Comparisons.....146-150
- Body Importance.....71-73
- Body
  - Models.....10-13, 24-35, 66
- Body, Unisteel
  - Construction.....72
- Brakes.....160
- Brake Drums.....91
- Bumper, Front.....14
- Bumper, Rear.....20

## C

- Camshaft.....115, 152
- Carburetor.....117-118
- Chassis.....82-93
- Chassis Illustrated.....86-87
- Chassis Specifications.....144-161
- Clock.....34, 64
- Clutch (75 Series only).....156
- Colors, Interior
  - Choices: 39, 43, 47, 51, 55, 59, 68
- Combustion
  - Chambers.....101, 112, 114
- Connecting Rods.....115
- Cooling System.....123, 154
- Crankshaft.....152
- Crankshaft Assembly.....116
- Cylinder Block.....116
- Cylinder Head.....112

## D

- Deck, Rear.....19
- Defroster.....132, 133
- Door Construction.....77, 81
- Door Handles.....81
- Drive Line.....92

## E

- El Dorado.....66-69
- Electrical System.....119-122
- Electrical
  - Specifications.....154-156
- Engine.....100-123
- Engine
  - Specifications.....151-155
- Exhaust, Dual.....20, 101, 118
- Exhaust, Ports.....113
- Exhaust, Valves.....113, 153

## F

- Fog Lamps.....14, 18
- Frame.....88, 159
- Front End Appearance.....14
- Front End
  - Suspension.....87, 88, 157, 158
- Fuel Supply System.....154

## G

- Generator.....120, 154
- Glass, E-Z-Eye.....79
- Glass, Safety Plate.....73

## H

- Handles, Door.....81
- Heating System.....132, 133
- Hydra-Matic
  - Drive.....124-127, 157
- Hydraulic Valve Lifters.....114

**I**

Ignition.....	122, 155
Instrument Cluster.....	64
Intake Manifold.....	117
Interior, Body	
Dimensions.....	148-149
Interior, Styling.....	32-65, 68-69

**L**

License Plate Frame.....	140
Locks, Inside Rear Door.....	81
Lubricants.....	161
Lubrication,	
Full-Pressure.....	123, 153

**M**

Message to Salesmen.....	4-7
Milestones.....	162-169
Mirrors, Outside	
Rear-view.....	137
Mirrors, Visor Vanity.....	137
Mufflers, Dual	
Exhaust.....	86, 101, 118

**O**

Ornament, Rear Deck.....	19
Overhead Valve	
Mechanism.....	114

**P**

Package Compartment.....	60
Pistons.....	115, 151
Power Steering.....	94-99
Power Train.....	92

**R**

Radios.....	136
Rear Axle.....	93, 110-111
Rear Seat Speaker.....	136
Rods and Pins.....	151

**S**

Sales Appeals, Bodies.....	8-81
Sales Appeals, Chassis.....	82-93
Sales Appeals, Hydra-Matic	
Drive.....	124-127

Sales Appeals, Engine.....	100-123
Sales Features, Chassis.....	82-93
Sales Features, New	
Hydra-Matic.....	124-127
Sales Features, Power	
Steering.....	94-99
Seat Adjustment, Front.....	65
Seat, Construction.....	65
Seat Covers.....	138-139
Service.....	143
Shock	
Absorbers.....	89, 158, 160
Specifications,	
Detailed.....	151-161
Specifications,	
General.....	146-147
Springing.....	88-89, 157-159
Steering, New	
Hydraulic.....	94-99
Steering, Parallel Link.....	90, 160
Steering Wheel.....	90
Styling, Interior.....	32-65, 68-69
Springs (Rear).....	89-90
Starting Motor.....	154
Sun Visor.....	140
Suspension.....	88-90
Synchro-Mesh	
Transmission.....	156
<b>T</b>	
Tires, Low Pressure.....	91, 159
Transmission,	
Specifications.....	147, 156, 157
Transmission,	
Synchro-Mesh.....	156
Turret-Top.....	73
<b>V</b>	
Valves.....	113, 152-153
Valve Lifters, Hydraulic.....	114
Valve Mechanism.....	114
Ventilating Systems.....	128-133
Ventilation, No-Draft.....	80
Ventshades.....	140
Visor, Cadet.....	16
<b>W</b>	
Wheels.....	159
Wheel Discs.....	23, 141
Wheel Trim Rings.....	141
Window, Rear.....	80
Windshield.....	79
Windshield Washer.....	142



**T**he 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.



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.



**White sidewall tires at extra cost, when available.**



*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.*

PRINTED IN U.S.A. NOV., 1952



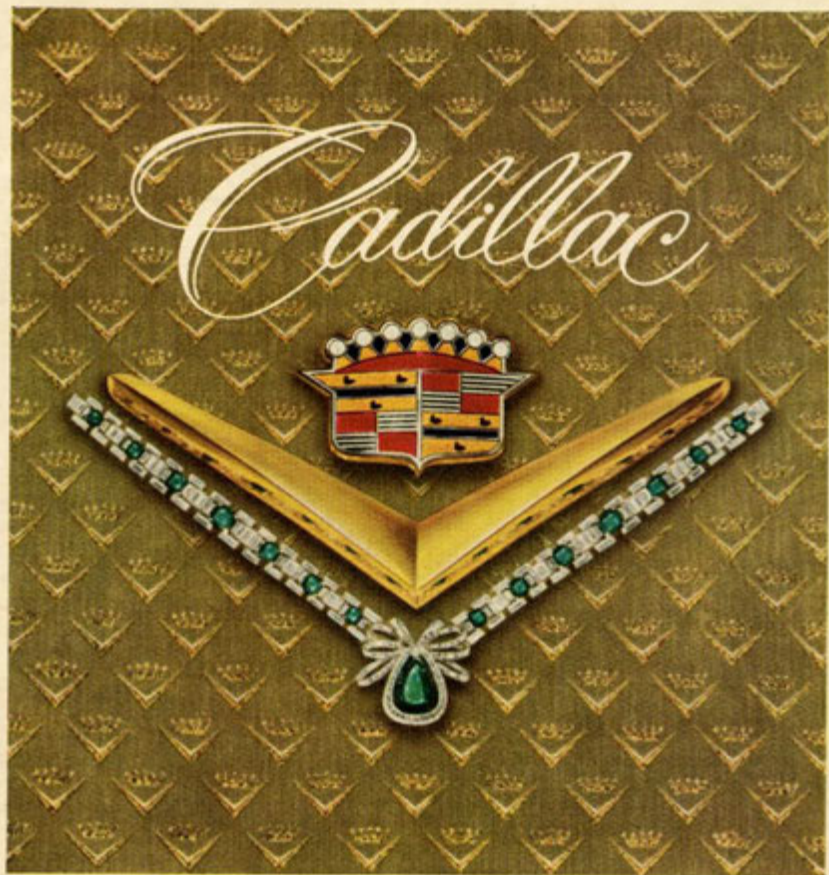
**CADILLAC CARE  
FOR CADILLAC CARS**



**CADILLAC MOTOR DIVISION  
GENERAL MOTORS CORPORATION**

BODY STYLE	NO.	*LIST	NET	NET	E.O.N.	ADVERTISING	DELIVERY	DISCOUNT
SERIES 53-62	126" W.B.		*28%	*26%				2%
2-Door Coupe	6237	3,295.33	2,372.64	2,438.54	241.00	35.00	35.00	65.90
2-Door Coupe deVille	6237D	3,690.57	2,657.21	2,731.02	269.00	35.00	35.00	73.81
2-Door Conv. Coupe	6267	3,829.72	2,757.40	2,833.99	279.00	35.00	35.00	76.59
El Dorado	***6267S	7,196.00	5,181.12	5,325.04	519.00	35.00	35.00	143.92
4-Door Sedan	6219	3,384.26	2,436.67	2,504.35	247.00	35.00	35.00	67.68
SERIES 53-60	130" W.B.		*28%	*25%				
4-Door Sedan	6019	3,968.88	2,857.59	2,976.66	291.00	40.00	45.00	79.37
SERIES 53-75	146-3/4" W.B.		*30%	*25%				
4-Door 8-Pass. Sedan	7523	5,171.34	3,619.94	3,878.51	373.00	45.00	60.00	---
4-Door 8-Pass. Imperial Sedan	7533	5,371.73	3,760.21	4,028.80	386.00	45.00	60.00	---
Regular Will-Call Delivery	All	---	15.00	---	---	---	---	---
Boat Docking	All	---	4.20	---	---	---	---	---
EQUIPMENT GROUPS	SERIES	CLASS.	CODE	LIST	INCLUDES E.O.N.			E.O.N.
					DIST. NET	DEALER NET		
Heater, Radio-S.S.P.S., Rear Speaker, WSW Tires, Power Steering, E-Z Eye Glass	*60-62		A	521.19	382.81	408.92		33.69
Heater, Radio-S.S.P.S., Rear Speaker, WSW Tires, Power Steering	*60-62		B	475.67	347.86	371.85		30.46
Heater, Radio-S.S.P.S., Rear Speaker, WSW Tires	*60-62		C	298.69	217.62	236.12		18.48
Heater, Radio-S.S.P.S., Rear Speaker, WSW Tires, Power Steering, E-Z Eye Glass	75		A	566.39	417.16	446.87		36.93
Heater, Radio-S.S.P.S., Rear Speaker, WSW Tires, Power Steering	75		B	520.87	382.21	409.80		33.70
Heater, Radio-S.S.P.S., Rear Speaker, WSW Tires	75		C	343.89	251.97	274.07		21.72
Heater, Radio-S.S.P.S., WSW Tires, Power Steering, E-Z Eye Glass	6267		A-1	509.87	374.83	400.06		32.95
Heater, Radio-S.S.P.S., WSW Tires, Power Steering	6267		B-2	464.35	339.88	362.99		29.72
Heater, Radio-S.S.P.S., WSW Tires	6267		C-3	287.37	209.64	227.26		17.74
ACCESSORY GROUPS								
O.Filter, W/S Washer, V.Mirror, Mirror L.H.R.V., Fog Lamps, License Frames, Autronic Eye	*All		2	125.34	87.19	97.18		8.03
O.Filter, W/S Washer, V.Mirror, Mirror L.H.R.V., Fog Lamps, Autronic Eye	*All		3	121.06	84.36	93.91		7.86
O.Filter, W/S Washer, V.Mirror, Mirror L.H.R.V., Fog Lamps, License Frames	*All		4	71.98	49.05	55.44		4.47
O.Filter, W/S Washer, V.Mirror, Mirror L.H.R.V.	*All		5	30.79	20.16	22.77		1.85
O.Filter, W/S Washer, V.Mirror, Fog Lamps, License Frames, Autronic Eye	All		6	119.10	81.06	88.22		7.64
O.Filter, W/S Washer, V.Mirror, Fog Lamps, Autronic Eye	All		7	114.82	80.23	89.28		7.47
O.Filter, W/S Washer, V.Mirror, Fog Lamps, License Frames	All		8	65.74	44.92	50.81		4.08
O.Filter, W/S Washer, V. Mirror	All		9	24.55	16.03	18.14		1.46
OPTIONS & ACCESSORIES								
Chrome Wheel Discs (4)	All	Opt.	D	28.40	20.16	22.83		1.90
E-Z Eye Glass	All	Opt.	E	45.52	34.95	37.07		3.23
Fog Lamps (Pair)	All	Opt.	F	36.91	26.06	29.40		2.45
Spoke Wheel Discs (4)	All	Opt.	G	76.00	53.95	61.09		5.09
Heater	60-62	Acc.	H	119.00	87.41	96.30		8.17
Heater	75	Acc.	H	165.98	123.48	135.97		11.54
Wire Wheels (5)	All	Opt.	I	325.00	240.29	264.49		22.46
Radio-S.S.P.S., Rear Speaker & Remote Control	75	Acc.	J	214.45	154.34	170.42		14.05
Air Conditioner - with or without ducts	*All	Acc.	K-K2	619.55	484.43	504.55		44.55
License Frames (Pair)	All	Acc.	L	4.28	2.83	3.27		.17
Outside Rear View Mirror-L.H.	**All	Acc.	M	6.24	4.13	4.63		.39
Oil Filter	All	Acc.	N	11.34	6.88	7.99		.65
Windshield Washer	All	Acc.	P	11.36	8.02	8.85		.75
Radio-S.S.P.S. and Rear Speaker	*All	Acc.	R	131.92	94.41	104.02		8.41
Radio-S.S.P.S.	All	Acc.	R9	120.60	86.43	95.16		7.67
Power Steering	All	Opt.	S	176.98	130.24	135.73		11.98
Autronic Eye	All	Acc.	U	53.36	38.14	41.74		3.56
Vanity Mirror	All	Acc.	V	1.85	1.13	1.30		.06
White S.W. Tires 8.20x15 4-ply (5)	60-62	Opt.	W	47.77	35.80	35.80		1.90
White S.W. Tires 8.20x15 6-ply (5)	75	Opt.	W	45.99	34.08	34.08		1.77
Automatic Window Regulators	***All	Opt.	X	138.64	116.38	121.94		10.72
Anti-Freeze (per quart)	All	--	Y	.28	.23	.23		---
Trim Rings (5)	All	Acc.	Z	10.69	7.52	8.58		.42
*Except 6267    **Std. on 6267    ***Std. on 6237D, 6267, 6019, Series 75 ***6267S includes as standard equipment F, H, I, L, M, N, P, R9, S, T, V, W, X								





## *Accessories*

**FOR NINETEEN HUNDRED AND FIFTY-THREE**





## 1953 CADILLAC ACCESSORIES

AS ALWAYS—THE STANDARD OF THE WORLD!



## CADILLAC ACCESSORY GROUPS

### GROUP G2

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

### GROUP G3

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

### GROUP G4

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

### GROUP G5

Windshield Washer • Oil Filter  
Vanity Mirror • Outside Mirror

### GROUP G6\*

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

### GROUP G7\*

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

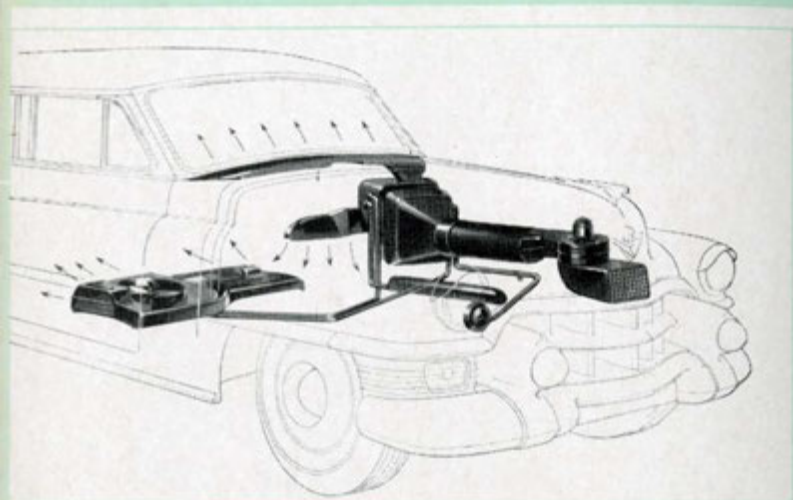
### GROUP G8\*

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

### GROUP G9\*

Oil Filter • Windshield Washer • Vanity Mirror

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



## CADILLAC AUTOMATIC HEATING SYSTEM

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

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



## CADILLAC AIR CONDITIONER

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

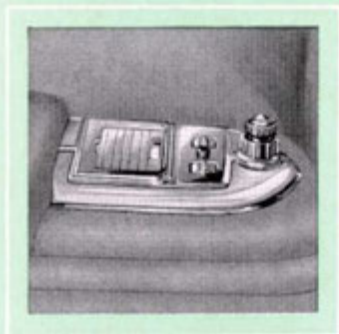


Traffic and street noises are eliminated because the windows are kept closed. And that, naturally, keeps out dirt and dust. No matter how hot or humid . . . or how noisy and dusty it is outside, inside a Cadillac with an Air Conditioner it is studio-quiet, and the filtered fresh air is cooled to your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

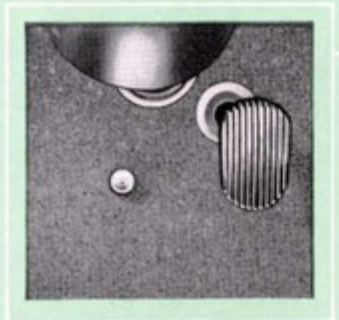
Hay fever sufferers will especially appreciate the Cadillac Air Conditioner. Simply keep the car windows closed and breathe deeply of that fresh, filtered, cooled air. And when it rains in summer, you keep dry without taking a steam bath. Nor are you annoyed by windows steaming up and obscuring your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



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



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

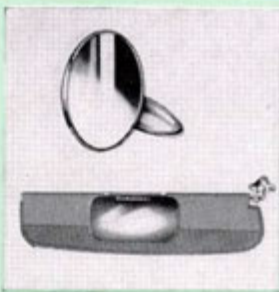


**FOOT CONTROL SWITCH**—Tip-toe pressure on the foot-operated tuner switch, located just to the left of the brake pedal, tunes your Cadillac Signal Seeking, Pre-Selector Radio to a desired station without the necessity of removing your hand from the wheel or your eyes from the road.

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



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



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







#### **NYLON SEAT COVERS—**

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



#### **PARATWILL SEAT COVERS—**

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



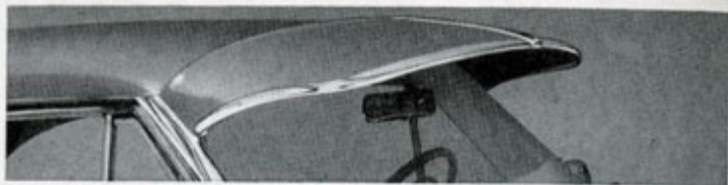
#### **TARTAN PLAID SEAT COVERS—**

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



#### **PLASTIC COVERS—**

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

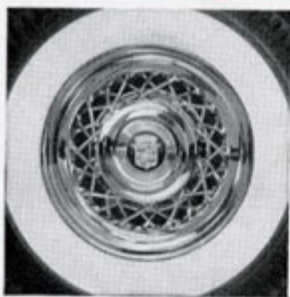


**OUTSIDE SUN VISOR**—Cadillac Outside Sun Visor is a wise investment in beauty, protection and safety. It protects against sun glare . . . gives full forward visibility . . . provides comfort from summer heat . . . reduces freezing rain and snow on windshield. Construction is unusually sturdy. It is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



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

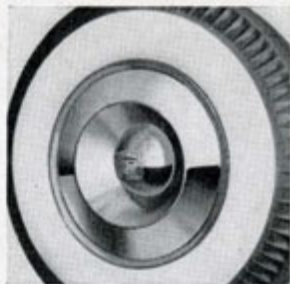
**LICENSE PLATE FRAMES**—Cadillac license plate frames enhance the appearance of the car by making the license plates an integral part of the design. Unsightly sharp edges are eliminated. These attractive, chrome-flashed frames sell in pairs.



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

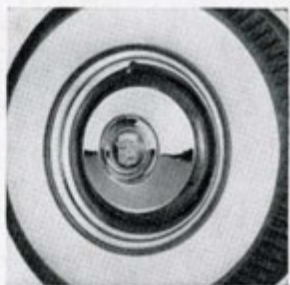


**CADILLAC WHEEL DISCS**—The increased eye-appeal of the new Cadillac wheel discs is apparent at a glance. They enhance the beauty of the car by making each wheel a circle of chrome. The strikingly attractive Cadillac crest on a raised cone at the center of each disc accentuates their smartness. A set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



**CADILLAC WHEEL TRIM RINGS**

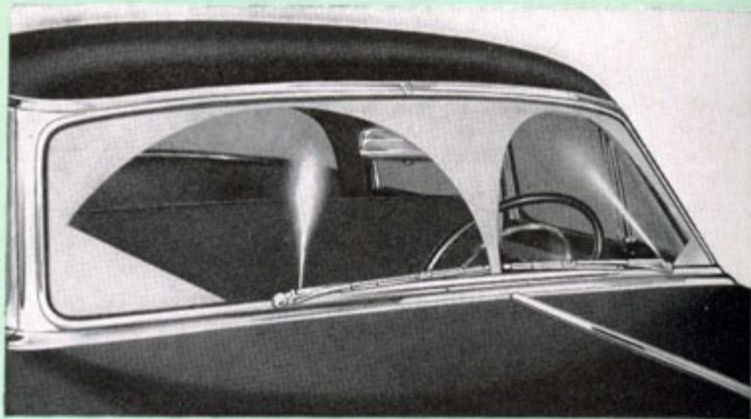
—Whether the car is in motion or at a standstill, the trim rings add to the over-all impression of Cadillac smartness. They are fabricated from heavy gauge, durable stainless steel and attached to the wheels with patented locking clips that keep them snug and rattle-free. A set consists of five rings.



**CADILLAC SPOKE WHEEL DISCS**

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





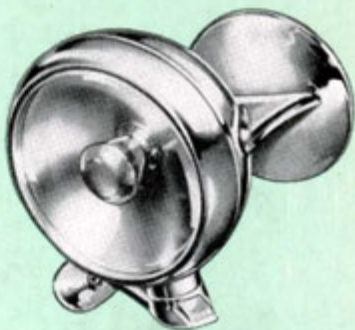
**WINDSHIELD WASHER**—Once considered a convenience item, the Cadillac windshield washer has rapidly come to be accepted by owners as a safety must. It sprays two jets of water and solvent mixture on the windshield so that mud, slush, road spray or insects can be easily swept away by the windshield wipers.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

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



### **LEFT AND RIGHT SPOT LIGHTS**

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



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

### **BEAUTIFUL FLEETWOOD ROBES**

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







### CADILLAC CHROME PROTECTOR

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



### CADILLAC KAR-KLEEN UPHOLSTERY CLEANER

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



### CADILLAC WINDSHIELD WASHER SOLVENT

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

### **CADILLAC BODY POLISH**

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

### **CADILLAC CHROMIUM CLEANER**

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

### **CADILLAC FABRIC CLEANER**

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

### **COOLING SYSTEM INHIBITOR**

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



**CADILLAC CARE  
FOR CADILLAC CARS**



**CADILLAC MOTOR DIVISION  
GENERAL MOTORS CORPORATION**



# CADILLAC MOTOR CAR DIVISION

GENERAL MOTORS CORPORATION

DETROIT 32, MICHIGAN

February 11, 1953



STANDARD OF THE WORLD

TO ALL DISTRIBUTORS' MANAGERS AND  
MOTOR VEHICLE COMMISSIONERS

SUBJECT: Shipping Weights and License Data,  
1953 Series Cadillac Cars

The following license data and shipping weights cover the 1953 Series Cadillac cars which are now being shipped from the Cadillac Factory. These weights are obtained and certified by the Eastern Weighing and Inspection Bureau.

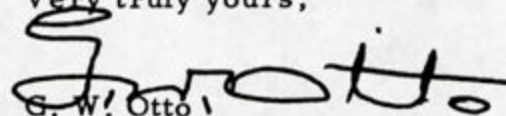
<u>Series</u>	<u>No. Cylinders</u>	<u>Bore and Stroke</u>	<u>Taxable Horsepower</u>	<u>Tire Size</u>	<u>Wheelbase</u>	<u>Engine Number</u>
53-62	8	3-13/16"	46.5	8:20 x 15*	126"	536200000
53-60S	8	x	46.5	8:20 x 15*	130"	536000000
53-75	8		46.5	8:20 x 15	146-3/4"	537500000
53-86	8	3-5/8"	46.5	8:90 x 15	157"	538600000

\*8:00 x 15/blackwalls

<u>Series</u>	<u>Style</u>	<u>Body Style</u>	<u>Weight of Car With Synchro-Mesh Trans.</u>	<u>Hydra-Matic</u>
53-62	6219	5-Pass. Sedan	----	4225
53-62	6267	5-Pass. Conv. Coupe	----	4500
53-62	6267S	5-Pass. El Dorado	----	4800
53-62	6237D	5-Pass. Coupe de Ville	----	4320
53-62	6237	5-Pass. Coupe	----	4230
53-60S	6019	5-Pass. Sedan	----	4415
53-75	7523	8-Pass. Fleetwood Sedan	4830	4880
53-75	7533	8-Pass. Fleetwood Sedan	4850	4900

Weights listed include 5 wheels and 5 tires. Add 35 pounds when equipped with Cadillac Power Steering. Add 50 pounds when equipped with Hydro-Lectric System. Add 30 pounds when equipped with wire wheels. Hydro-Lectric system is standard equipment on 6019, 6267, 6237D, 6267S, 7523 and 7533, and is included in the above weights. Weight listed for 6267S also includes Power Steering and wire wheels as standard equipment.

Very truly yours,

  
G. W. Otto

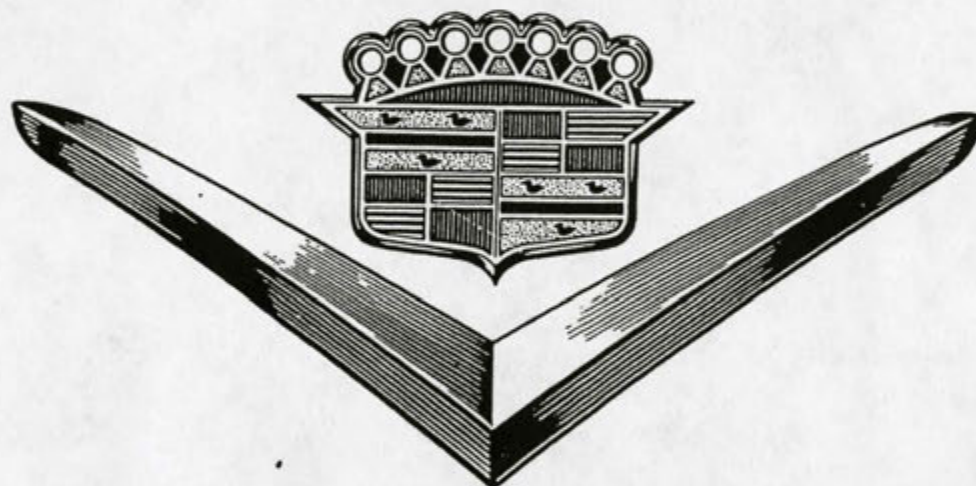
General Parts & Service Manager

-my

Printed in U. S. A.

# Cadillac

## 1953 SERIES PARTS LIST



This Parts List is effective January 1, 1953. Parts and prices are subject to change or removal without notice.

The prices in this list do not exceed those determined under the applicable OPS regulations.

### PARTS WAREHOUSES:

DETROIT 32, MICH.  
OAKLAND 7, CAL.

2860 CLARK AVE.  
2437 MAGNOLIA ST.

### CADILLAC MOTOR CAR DIVISION

GENERAL MOTORS CORPORATION  
DETROIT 32, MICHIGAN, U. S. A.



CHART OF ENGINE NUMBERS.....	PAGE 2
CHART OF TIRE SIZES.....	PAGE 2
LIST OF BODY STYLES .....	PAGE 3
CHART OF CAPACITIES .....	PAGE 3
CHART OF COLOR COMBINATIONS .....	PAGE 4
CHART OF COLOR DATA FOR INTERIOR PAINTED PANELS AND MOLDINGS .....	PAGE 5
CHASSIS PARTS SECTION .....	PAGE 9
BODY PARTS SECTION.....	PAGE 61
ACCESSORIES PARTS SECTION .....	PAGE 129
NUMERICAL PRICE LIST .....	PAGE 139

## GENERAL INFORMATION

This Parts List contains the service replacement parts which are new for the 1953 Series Cars, also a few selected parts that are common for both 1952 and 1953 models which were included in the listing in some groups to simplify the determining of requirements.

Parts that are new and have not been used on previous models are indicated by the symbol (#) prefixing the part number. The symbol (\$) is used as a prefix to indicate Cadillac Exclusive Accessories in Group 51.0000.

The listings on parts for style 53-6267SX are not complete on this release. Items that are not specified must be ordered by giving full description and engine unit number.

The price information on new items marked with symbol “#” (not used on previous series cars) will be found in numerical price list at the end of this parts list.

For all other items previously listed, it is necessary to refer to the Parts and Accessory Numerical Price List.

Group sections are arranged according to the Master Parts List and may be inserted in their respective positions.

### ENGINE NUMBER CHART

<u>Series</u>	<u>Engine No.</u>
1953-60S. . . . .	.536000000 to _____
1953-62 . . . . .	.536200000 to _____
1953-75 . . . . .	.537500000 to _____
1953-86 . . . . .	.538600000 to _____

### TIRE SIZE CHART

<u>Series</u>	<u>Tire Sizes</u>
1953-60S. . . . .	Black 8.00 x 15. . . White Sidewall 8.20 x 15
1953-62 . . . . .	Black 8.00 x 15. . . White Sidewall 8.20 x 15
1953-75 . . . . .	8.20 x 15
1953-86 . . . . .	8.90 x 15

### ENGINE UNIT NUMBER CHART

<u>TYPE OF TRANSMISSION</u>	<u>ENGINE UNIT NO.</u>	<u>SERIES</u>
Hydramatic . . . . .	.9-S-1 and up. . . . .	.53-60S,62,75
Standard . . . . .	.2-S-1 and up. . . . .	.53-75,86
Hydramatic . . . . .	.7-S-1 and up. . . . .	.53-86
Power Steering. . . . .	.4-S-1 and up. . . . .	.53-60S,62,75
Power Steering. . . . .	.5-S-1 and up. . . . .	.53-86



# BODY STYLES

STYLE NO.	SERIES	BODY TYPE	WHEEL BASE	OVERALL LENGTH
53-6019X	53-60S	5 Pass. Sedan (Fleetwood) (4 Door) w/automatic Window Lifts (Hydraulic) . . . . .	130"	224-13/16"
53-6219	53-62	5 Pass. Sedan (4 Door) . . . . .	126"	215-13/16"
53-6219X	53-62	5 Pass. Sedan (4 Door) w/automatic Window Lifts (Hydraulic) . . . . .	126"	215-13/16"
53-6237	53-62	5 Pass. Coupe (2 Door) . . . . .	126"	220-13/16"
53-6237X	53-62	5 Pass. Coupe (2 Door) w/automatic Window Lifts . . . . .	126"	220-13/16"
53-6237DX	53-62	5 Pass. Coupe (DeLuxe) (2 Door) w/automatic Window Lifts (Coupe de Ville) . . . . .	126"	220-13/16"
53-6267X	53-62	5 Pass. Convertible Coupe (2 Door) w/automatic Window Lifts (Hydraulic) . . . . .	126"	220-13/16"
53-6267SX	53-62	5 Pass. Special Sport Convertible Coupe (2 Door) w/automatic Window Lifts (Hydraulic) (El Dorado) . . . . .	126"	220-13/16"
53-7523X	53-75	7 Pass. Sedan (Fleetwood) (4 Door) w/automatic Window Lifts (Hydraulic) . . . . .	146-3/4"	236-9/16"
53-7533X	53-75	7 Pass. Imperial Sedan (Fleetwood) (4 Door) w/automatic Window Lifts (Hydraulic) . . . . .	146-3/4"	236-9/16"
53-8680S	53-86	Commercial Chassis . . . . .	157"	

## CHART OF CAPACITIES

SERIES	53-60S	53-62	53-75	53-86
Engine Crankcase . . . . .	5 qts.	5 qts.	5 qts.	5 qts.
*Cooling System . . . . .	19-3/4 qts.	19-3/4 qts.	19-3/4 qts.	19-3/4 qts.
Gasoline Tank . . . . .	20 gal.	20 gal.	20 gal.	20 gal.
Hydramatic Transmission Refill . . .	11 qts.	11 qts.	11 qts.	11 qts.
Dry . . . . .	12-1/2 qts.	12-1/2 qts.	12-1/2 qts.	12-1/2 qts.
Transmission (Standard) Refill . . .	2-1/2 pts.	2-1/2 pts.	2-1/2 pts.	2-1/2 pts.
Dry . . . . .	3-3/4 pts.	3-3/4 pts.	3-3/4 pts.	3-3/4 pts.
Rear Axle . . . . .	5 pts.	5 pts.	5 pts.	5 pts.
Hydro-Lectric Complete System . . .	3-2/3 pts.	3-2/3 pts. (Closed cars) 7 pts. (Conv. style)	3-2/3 pts.	
Hydro-Lectric Pump Reservoir . . .	3 pts.	3 pts.	3 pts.	
Power Steering, Complete System . .	2 qts.	2 qts.	2 qts.	2 qts.

\*Add 1 quart on cars equipped with heaters.

# COLOR COMBINATIONS

## SERIES 53 - 60S, 62, 75

### EXTERIOR COLORS

#### BODY AND SHEET METAL

#### WHEELS

xComb. Code No.	Color Name	Matching Colors (Dupont)	Original Color No.	Mfgr.	Color Name	Matching Color No.
1	Black	246-2048	400	R & M	{ Black (Standard) Vincennes Red (Optional)	B-94-21090 B-94-3618R
2	Cobalt Blue	202-57452	P.S. 0259	R & M	{ Cobalt Blue (Standard) Vincennes Red (Optional)	0182-10801 B-94-3618R
3	Forest Green	260-57410-H	G286-57410	Dupont	{ Forest Green (Standard) Vincennes Red (Optional)	0182-10802 B-94-3618R
4	Emerald Green	260-57456-H	G.S. 360	R & M	{ Emerald Green (Standard) Vincennes Red (Optional)	0182-10803 B-94-3618R
5	Tunis Blue	202-57453	P.S. 0260	R & M	{ Tunis Blue (Standard) Vincennes Red (Optional)	0182-10804 B-94-3618R
6	Phoenix Beige	202-57088	P.S. 0825	R & M	{ Phoenix Beige (Standard) Vincennes Red (Optional)	0182-10595 B-94-3618R
7	Pastoral Blue	246-57448	23235	R & M	{ Pastoral Blue (Standard) Vincennes Red (Optional)	094-70984 B-94-3618R
8	Norman Gray	202-57454	P.S. 0165	R & M	{ Vincennes Red (Standard) Norman Gray (Optional)	B-94-3618R 0182-10806
9	Burgandy Maroon	202-57092M	P.S. 663	R & M	{ Burgandy Maroon (Standard) Vincennes Red (Optional)	0182-10596 B-94-3618R
10	Court Gray	246-57447	021191	R & M	{ Vincennes Red (Standard) Court Gray (Optional)	B-94-3618R 094-71985
11	Crystal Green	202-57455	G.S. 361	R & M	{ Crystal Green (Standard) Vincennes Red (Optional)	0182-10808 B-94-3618R
13	Gloss Green	246-57446	023496	R & M	{ Gloss Green (Standard) Vincennes Red (Optional)	094-71986 B-94-3618R
15	Norman Gray (Upper) Court Gray (Lower)	202-57454 246-57447	P.S. 0165 021191	R & M R & M	{ Vincennes Red (Standard) Court Gray (Optional)	B-94-3618R 094-71985
16	Gloss Green (Upper) Emerald Green (Lower)	246-57446 260-57456-H	023496 G.S. 360	R & M R & M	{ Emerald Green (Standard) Vincennes Red (Optional)	0182-10803 B-94-3618R
17	Forest Green (Upper) Gloss Green (Lower)	260-57410-H 246-57446	G286-57410 023496	Dupont R & M	{ Gloss Green (Standard) Vincennes Red (Optional)	094-71986 B-94-3618R
18	Court Gray (Upper) Tunis Blue (Lower)	246-57447 202-57453	021191 P.S. 0260	R & M R & M	{ Tunis Blue (Standard) Vincennes Red (Optional)	0182-10804 B-94-3618R
20	Cobalt Blue (Upper) Pastoral Blue (Lower)	202-57452 246-57448	P.S. 0259 23235	R & M R & M	{ Pastoral Blue (Standard) Vincennes Red (Optional)	094-71984 B-94-3618R
22	Artisan Ochre	246-57445	020709	R & M	{ Artisan Ochre (Standard) Vincennes Red (Optional)	094-71987 B-94-3618R
23	Black (Upper) Artisan Ochre (Lower)	246-2048 246-57445	400 020709	R & M R & M	{ Artisan Ochre (Standard) Vincennes Red (Optional)	094-71987 B-94-3618R
27	Alpine White	246-57449	20929	R & M		
28	Azure Blue	246-57450	23237	R & M		
29	Aztec Red	246-57451	25541	R & M		

Note (x) Color Code Combination will be found stamped on Body Plate on Dash.



# COLOR COMBINATIONS - INTERIOR

## SERIES 53 - 60S, 62, 75

### Color Charts For Interior Painted Moldings, Panels and Related Parts

Interior moldings, panels and painted parts are finished in colors to harmonize with the interior trim material color shades. To assist in determining trim color requirements, if the trim color is not known, reference can be made to the trim code chart shown below. For convenience and assistance in procurement, the original color name and numbers are shown with matching Dupont reference. On parts using high temperature drying enamels, a reference is made to nearest match of air-drying lacquers.

For easy reference and to cover the most commonly called for areas and parts, the reference is charted in three (3) major group charts on pages six (6) and seven (7) as follows:

1. Instrument Panel, Instrument Panel Door, Door and Quarter Panels, Ash Tray Retainer and Horn Button.
2. Windshield Garnish Molding, Window Garnish Molding and Front Door Division Molding.
3. Steering Column Jacket, Covers, Horn Ring Hub and Spokes, Transmission Shifter Carrier, Hydramatic Dial Retainer, Signal Switch Housing, Instrument Cluster Housing.

### TRIM CODE COLOR REFERENCE CHART

REFERENCE CHART FOR DETERMINING PAINT COLORS ON INTERIOR PARTS  
FROM THE PAINT CHARTS BY TRIM CODE NO. (CODE NO. IS STAMPED  
METAL PLATE ATTACHED TO DASH, UNDER ENGINE HOOD).

#### Style 53-6019X

TRIM CODE NO.	TRIM COLOR
70	Gray
71	Gray
72	Blue
73	Blue
74	Tan
75	Tan
76	Green
77	Green
78	Gray-Export Cars
79	Tan-Export Cars
86	Gray
87	Blue
88	Tan
89	Green

#### Style 53-6219, 19X, 37, 37X

50	Gray
51	Gray
52	Blue
53	Blue
54	Tan
55	Tan
56	Green
57	Green
58	Gray-Export Cars
59	Tan-Export Cars

#### Style 53-6237DX

60	Gray
61	Gray
62	Blue
63	Blue
64	Tan
65	Tan
66	Green
67	Green

#### Style 53-6267X

TRIM CODE NO.	TRIM COLOR
42	Blue & White
43	Blue
45	Tan & Brown
46	Green & White
47	Green
48	Red
49	Black

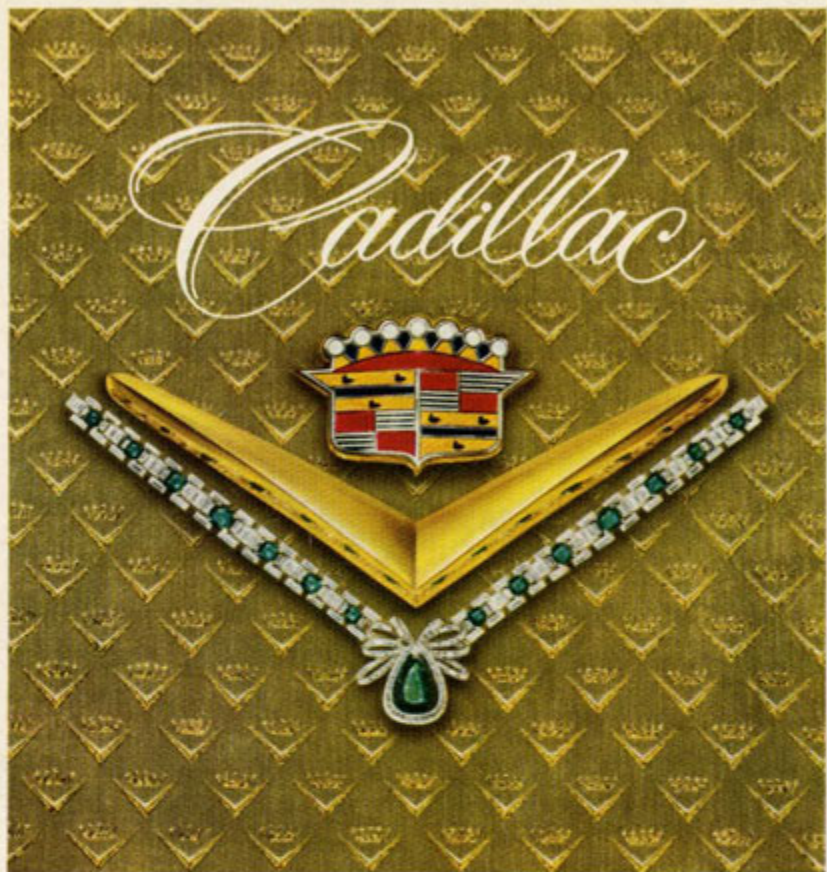
#### Style 53-6267SX

32	Blue & White
33	Blue
34	Black & White
35	Black
38	Red & White
39	Red

#### Style 53-7523X, 33X

80	Gray
81	Gray
82	Blue
83	Blue
84	Tan
85	Tan
90	Gray
91	Gray
92	Blue
93	Blue
94	Tan
95	Tan





*Owner's Manual*

**FOR NINETEEN HUNDRED AND FIFTY-THREE**



## OWNER'S MANUAL



**POINTERS ON GETTING  
THE GREATEST SATISFACTION FROM  
YOUR NEW 1953**



Into your new Cadillac have been built the finest, the most satisfying, and the most advanced features of automatic operation ever assembled into an automobile. You will sense this the moment you take the wheel.

You will find that the new high horsepower engine meets every demand in a way you have never before experienced. You will find, too, a new thrill in the improved Cadillac Hydra-Matic transmission that "takes over" once your car



is in motion; in the ease of steering that enables you to thread effortlessly through traffic. These features, plus Cadillac's basic design and quality, contribute measurably to complete peace of mind when driving, as well as a new and satisfying sense of security.



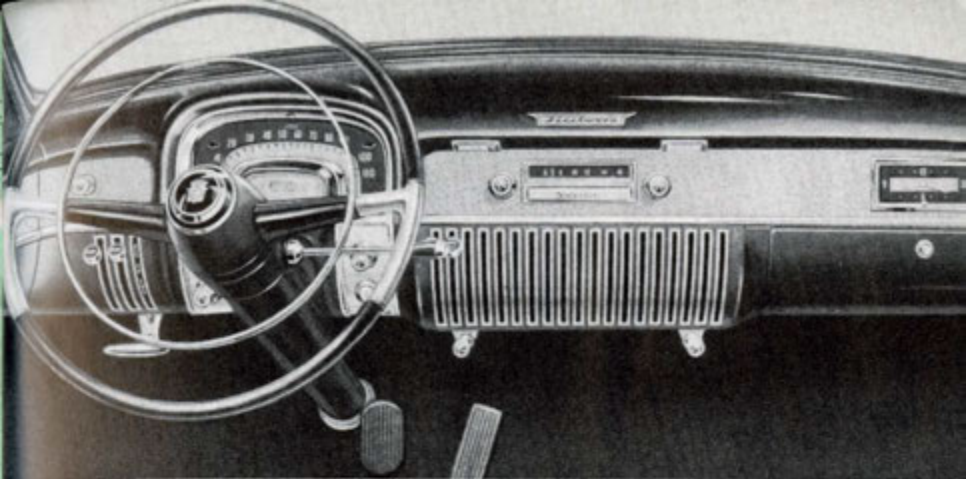
And, by becoming fully acquainted with all features of your new car, this new satisfaction can be yours indefinitely with a little periodic care and attention.

The purpose of this booklet, then, is to familiarize you with your new Cadillac and to point out the simple care and attention that will be required to maintain its superior performance and beauty over the years. We recommend that you read the following pages carefully; then keep this booklet in your glove compartment for future reference.

Only in this way can you get the greatest satisfaction and economy from your investment.



SERVICE DEPARTMENT  
CADILLAC MOTOR CAR DIVISION  
GENERAL MOTORS CORPORATION  
DETROIT 32, MICHIGAN



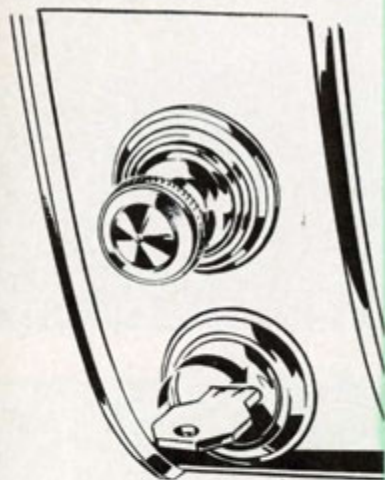
## CONVENIENT CONTROLS

As you slip behind the wheel of your new Cadillac you will immediately discover how conveniently all instruments and controls are located for maximum visibility and simplicity of operation.



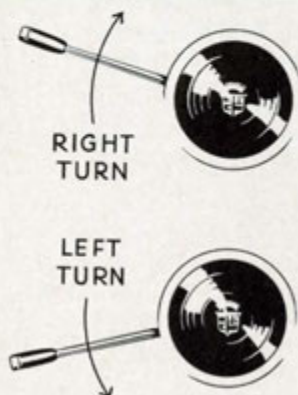
### IGNITION SWITCH

The ignition switch is on the instrument panel to the right of the steering column and lights up when either parking or headlamps are turned on. The key may be turned to any one of the four positions, but only in the straight-up "Off" position can it be inserted or withdrawn. First position "Right" completes the ignition circuit and activates all instruments and accessories. "Full Right" position starts the engine. "Left" makes possible operation of radio and heater only. For your own protection and to cooperate with authorities, always remove the ignition key when car is left unattended.



## STARTING THE ENGINE

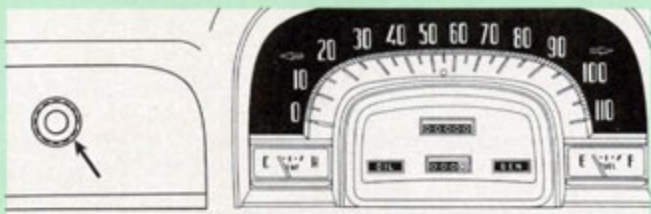
Before attempting to start the engine, see that the transmission selector lever is in the neutral position. To start a cold engine press the accelerator pedal slowly to the toe-board and release. This pre-sets the choke and fast idle. Now turn ignition key as far "Right" as it will go. This operates the starter. **DO NOT** hold ignition key in the starter position longer than 15 seconds at one time. When you release the key it will automatically return to the ignition "On" position. When starting a hot engine it is advisable to hold the accelerator pedal halfway down. Do not pump, as this tends to flood the engine. A flooded engine will usually respond quickly if you hold the accelerator pedal all the way down and turn key to starter position. When temperatures are below 20° F., it is good policy to warm up the engine before moving the car.



## TURN SIGNAL LEVER

A turn signal lever is located opposite the transmission selector lever on the steering column. Form the habit of moving this turn signal lever "up" before turning right and "down" before turning left. This activates flashing signals on the right or left, both front and rear of the car, to inform both oncoming and following drivers of your intentions. Corresponding signal flashers are also placed on the right and left side of the speedometer. If you need to stop on, or close to, the highway, always pull the lever down so that the left hand "flashing" lights will warn others. The "flashing" lights will operate only with the ignition switch on.





## HEADLIGHT CONTROLS

You will find the headlight control knob on the instrument panel at the left of the instrument cluster. Parking lights come on as the knob is pulled halfway out. Headlights operate as the knob is pulled all the way out. The instrument panel lights are on when the knob is in either position. They can be turned down in intensity or "off" by rotating the knob to the right. If your car is equipped with Cadillac fog lights, they are turned on by pulling the headlight control knob to the "halfway" position and then turning on the separate fog light control switch. The switch is located to the left of the steering column.



## BEAM SELECTOR SWITCH

Your Cadillac is equipped with every necessary lighting facility to insure good vision and safety for night driving. "Sealed Beam" driving lights provide a country beam which illuminates well ahead of the car, and a traffic beam for city use or when passing. The beam selector switch is on the floor to the left of the brake pedal. On cars equipped with an Autronic-Eye, the headlight beam is automatically controlled when the "dimmer switch" is in the country beam position. The headlights of oncoming cars switch your beams to "Dim." The over-riding switch permits you to signal other drivers who neglect to dim their lights.

### **BEAM INDICATOR**

A signal light in your speedometer glows red when the country driving lights are "on." For mutual safety, never leave the country beam on when approaching an oncoming car. This courtesy can reduce night driving accidents.

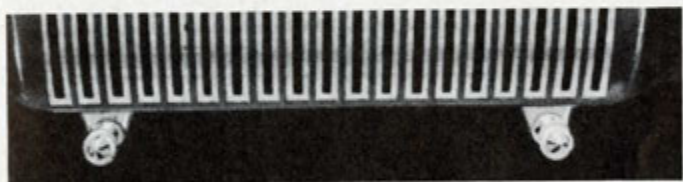


### **DRIVER'S SEAT ADJUSTMENT**

A simple, easy-acting driver's seat adjustment has been provided. For greatest driving comfort, merely lift the handy seat-side lever and slide the seat forward or back to meet your personal requirements for a relaxed driving posture. Releasing lever locks the seat in position. For front seat adjustment on Hydro-Lectric equipped cars see page 35. As the front seat is adjusted forward, it also rises to give drivers of short stature a good view of the road. On all coupe models, the seat back swings forward and inward. Also, as the seat back is tilted, the seat frame pivots forward to provide greater ease of entrance to the rear compartment.

## PROPER USE OF THE HAND BRAKE

To prevent a parked car from rolling on slight grades, it is well to form the habit of setting the hand brake which is conveniently located to the left of the steering column. To apply this brake, merely step on the brake pedal and pull the hand brake handle straight back. It locks automatically. A "tell-tale" light lights up when the hand brake and the ignition are on. To release the brake, rotate the handle left and it will return to normal position. When the handle pulls out more than several inches, it should be adjusted by your Cadillac dealer. When parking on hills, toe the wheels toward curb, place the Hydra-Matic selector lever in "Reverse," which automatically locks the transmission, and apply the hand brake.



## CONTROLLED VENTILATION

One of the most important factors in truly comfortable motoring is proper ventilation. This has been provided for under all conditions in the Cadillac All-Weather Ventilation System.

Ventilation passages running from behind each side of the radiator grille lead to the driving compartment admitting outside air at the floor level. The air flow is controlled by valves operated by push-pull type knobs, located to the left and right of the radio grille just below the instrument panel—thus making it possible to quickly provide the desired degree of ventilation. Keep both knobs shut during the winter season.

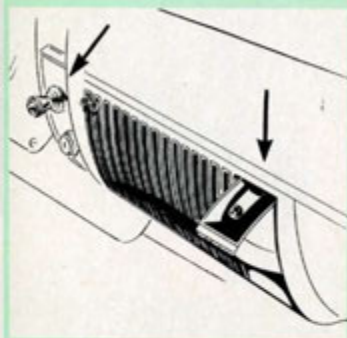
Small doors at right and left passage outlets under the instrument panel near the floor direct the air. These can easily be positioned by foot. To force air along the floor, doors are pointed down; to sweep it across the front seat cushion, doors are raised.

In addition to these, when the Cadillac Heating System is installed the extreme right hand lever marked "UPPER VENT"



provides cool fresh air to the upper level of the car.

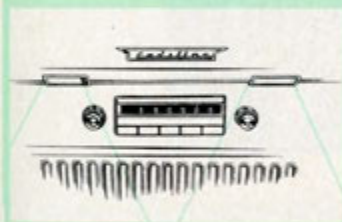
To shut out offensive odors or exhaust gases containing carbon monoxide, often present in congested traffic and when parked behind vehicles having engines running, it is advisable to close both air intake valves by means of the push-pull knobs and move "UPPER VENT" lever all the way up.



### **ASH TRAY AND LIGHTER**

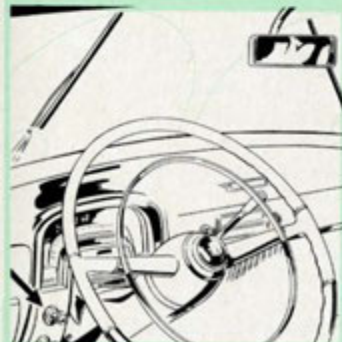
A cigar lighter is located above the ignition lock. Pushing it in heats the element. When properly heated for use, it will click out. The cigar lighter receptacle is illuminated for easy replacement of lighter when headlamps or parking lamps are "on."

The ash tray is built into the right side of the radio grille and tilts out when pressed at the bottom. It may be removed to empty.



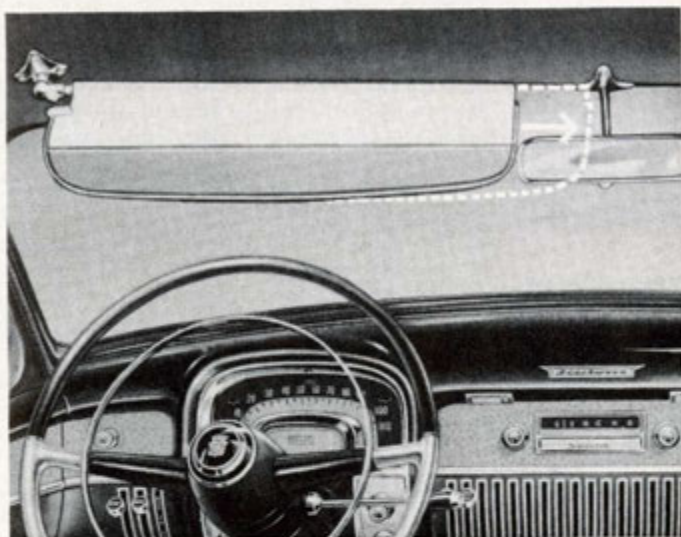
### **MAP LIGHTS**

For your convenience, map lights are located under the top edge of the instrument panel on each side of the radio-dial panel. With front doors closed, they may be operated manually by means of the switch at the left map light. They automatically serve as courtesy lights when either front door is open, except on the Coupe deVille, where the dome lamp is used for entering.



### **WINDSHIELD WIPERS**

Windshield wipers are controlled by the upper knob just left of the steering column. To operate, turn knob clockwise. An excellent means of cleaning the windshield while driving can be provided by installing a Cadillac Windshield Washer. This protects against the dangers of a windshield smeared with road spray or mud from passing cars. Simply pressing the button in the center of the control knob causes water to be sprayed on both sides of the windshield to assist the wipers in cleaning off grime.



### **INTERIOR SUN SHADE**

Interior Sun Shades are provided for added comfort and safety. They may be pulled down to the proper level to reduce glare or to shut out direct rays of the sun. They also may be swung to shield against sun rays entering through side windows. In addition to the vertical movement of the shades, on Sedan models only, they may be pulled out horizontally approximately three inches.

### **LOCATION OF FUSES**

For convenience, several fuses are grouped together in one location. This fuse panel is located behind the instrument panel on the cowl insulating board, slightly to the right of the car centerline.

Circuits with fuses on this panel include Automatic and Standard Heaters (20 amp.); Radio (7.5 amp.); Back-up lights (9 amp.); and Directional Signal System (6 amp.). The spotlight is fused separately with the fuse located on top of the defroster opening cover on the engine side of the cowl.

Four fuse clips are provided on the fuse panel where a spare of each of the four types of fuses (20, 9, 7.5 and 6 amp.) is stored.

## ELECTRIC CLOCK ADJUSTMENT

A fully automatic clock is located on the right hand side of the instrument panel above the glove compartment. It operates on direct current from the car battery.

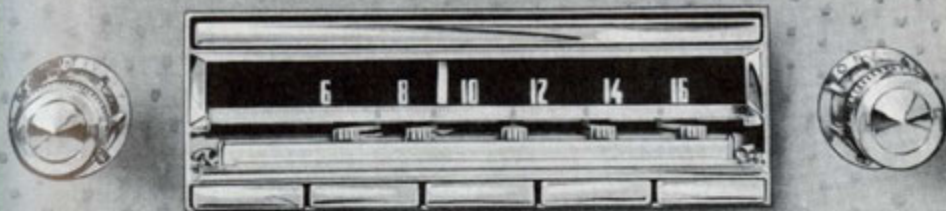
Even a fine automobile clock such as this is considered a good time-piece when daily gain or loss does not exceed one minute. You should reset the hands occasionally to correct this. The reset knob projects from the center of the lower edge of the clock below the numeral "6". To reset, pull the reset knob out, turn hands to correct time, and allow knob to spring back.

The clock may be easily regulated by turning the small screw located above the numeral "12". If the clock loses time, turn the screw to the right. If it gains time, turn the screw to the left. An adjustment indicator is located below the numeral "12".  
**CAUTION:** Turn the screw slowly and listen for the "click." Each "click" represents a change of about thirty seconds per day.

REGULATING SCREW







### **SIGNAL SEEKING—PRE-SELECTOR RADIO**

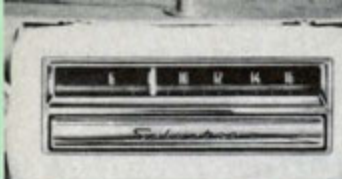
This radio is designed to permit hair-line tuning with a mere touch of the "Selector" bar above the dial. On the FIRST clockwise setting of the "More Stations" ring, the stronger and more powerful stations come in. On the SECOND setting, stations of slightly lower power are received, in addition to the stronger stations . . . and so on, to the FOURTH and final setting. This radio is equipped with dual speakers (except in Convertible Coupes)—one in the usual instrument panel location and the other at the back of the rear compartment to give "balanced" sound.

In addition to the automatic tuning bar, this radio also has five push-buttons which can be pre-set to desired stations. They can be simply set in a few minutes. First, pull down the door immediately below the dial to uncover the pre-set pointers. Using the "Selector" bar, tune in the desired station closest to the left end on the dial. Slide the first pointer on the left so that its pointer lines up with the dial indicator. The first push-button will now tune that station. Depress the "Selector" bar again and tune the next desired station. Align the second pointer with the dial indicator. Push-button number two is now set. Repeat with remaining three push-buttons.

A foot control may also be used. First, however, the "Selector" bar must be pressed to release all push-buttons.

The knob and ring at the left of the dial operate separately. The knob controls ON, OFF and VOLUME. The ring labeled "More Stations" controls SENSITIVITY (the strength of the weakest signal on which the Selector will stop).

The knob on the right controls the antenna and also the relative volume of the two speakers. Push the knob in to raise the antenna; pull the knob out to lower the antenna. As you turn the knob clockwise, the front speaker gradually decreases while the rear speaker volume comes up. Thus, the sound can be "balanced" to please both front and rear passengers. The ring on the right is the "tone" control. Turned to the left, bass tones predominate; turned to the right, treble tones are accentuated.



### **SIGNAL SEEKING RADIO**

This radio operates identically to the radio described above, except that it does *not* have pre-set push-buttons. It has dual speakers and is available with foot control.



### **HOOD LOCK**

The hood lock is operated by pulling a lever which is accessible through the radiator grille opening just to the left of center. This provides an opening between the hood and the radiator grille. To raise hood, trip release lever under the front center of the hood, and raise. To close hood, push down firmly. The hood lock automatically returns to position.



### **REAR-VIEW MIRROR**

To shift the Cadillac Glare-Proof Rear-View Mirror from clear daylight visibility to night non-glare visibility, simply adjust the small ear on the bottom of the mirror. The mirror can be adjusted to accommodate the driver's height and seat position for greater driving convenience. The Mounting Link adjustment will provide for all normal height locations. Rotating the mirror 180° on its pivot will provide still further adjustment to desired position.

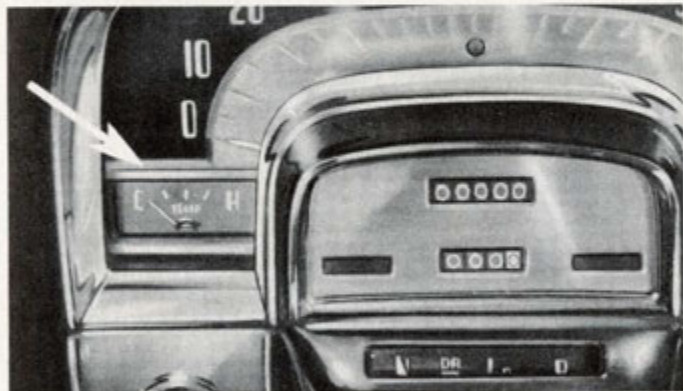
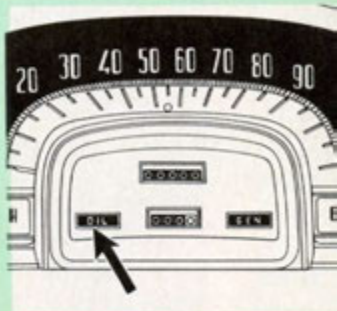


### **SPEEDOMETER**

Your speed, accumulated mileage and trip mileage are shown on the speedometer. To reset the trip mileage to zero, push in on the reset knob, under the instrument panel to the right of the steering column and below the ignition-lock, and turn it clockwise to desired setting.

### **OIL PRESSURE WARNING LIGHT**

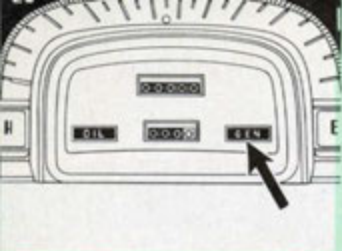
An oil pressure warning light at the left of the mileage indicators will glow red when the ignition is turned on. Under normal conditions this light will go out as soon as the engine is started. If it does not go out, the car should not be operated until the cause of the low oil pressure is located and corrected by your Dealer.



### **THE TEMPERATURE INDICATOR**

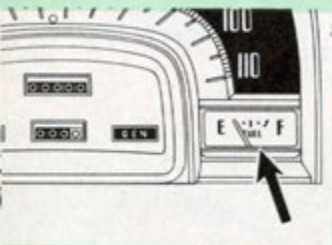
The temperature indicator, located in the instrument cluster, shows the approximate temperature of the coolant in the engine. If the pointer should register above the center range during long continuous driving in warm weather, do not be alarmed, as the pressure-controlled overflow will normally prevent fluid losses up to about 245° F. Should the indicator show "HOT" on short runs, however, or if the engine boils as indicated by a buzzing sound from the radiator cap, have your Authorized Cadillac Dealer investigate and correct the condition immediately.





### GENERATOR INDICATOR LIGHT

A generator "tell-tale" indicator light in the speedometer face glows red when the generator is not charging. If operation is normal, it will not be on at speeds above idle. If it glows at speeds above idle, have your Authorized Cadillac Dealer inspect it.



### THE GASOLINE GAUGE

The gasoline gauge, also located in the instrument cluster, operates when the ignition key is turned to the right.



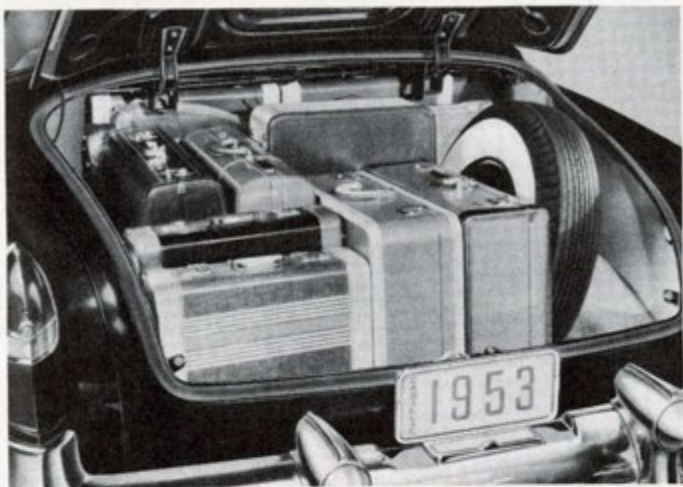
### HAND BRAKE WARNING LIGHT

The hand brake warning light is located in the speedometer face and lights up only if the ignition key is turned on and you have forgotten to release the hand brake.



### CONVENIENT DOOR LOCKS

Each door on your Cadillac can be locked from the inside by pushing down the lock button on the sill. Doors may also be locked from the outside with this button by pushing the button down while the door is open, and then holding the door handle opening button all the way in while closing the door. Locks on the rear doors of sedans are set so that both the inside and outside door handles are inoperative when the lock button is depressed. To open a door, it is then necessary to lift the lock button before operating the door handle. If desired, the locks on the rear doors of sedans can be reset by any Authorized Cadillac Dealer so that pushing down the lock button makes only the outside handle inoperative to outside opening.



### **LUGGAGE COMPARTMENT**

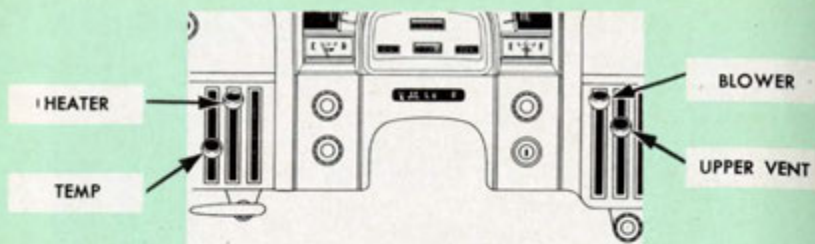
The luggage compartment lid on your 1953 Cadillac has a counter-balanced construction and is fitted with a key-lock release. To open, insert the key, turn in a clockwise direction and, using the grip under the "V" of the Cadillac emblem, lift the lid up. To close, pull down to a position 6 or 8 inches from closing, remove the key, and push lid firmly downward. This automatically locks the luggage compartment. An automatic interior light operates for your convenience when the luggage compartment lid is raised.

### **DUAL BACK-UP LIGHTS**

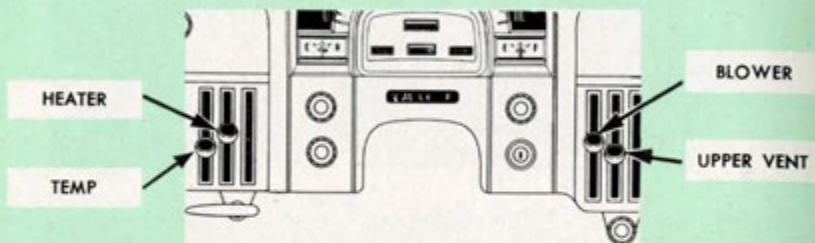
Dual back-up lights, which are located directly below the right and left tail lamp lenses, are a part of the tail lamp assembly. These lights operate automatically whenever the transmission selector lever is placed in reverse while the ignition switch is "ON." These lights make backing out of driveways or into parking spaces much easier.



## Cadillac Automatic Heating System



### HEATER CONTROL SETTING DURING ENGINE WARM-UP



### NORMAL SETTING AFTER ENGINE IS WARMED UP

## Suggested Settings for Winter

Open front door vent windows  $\frac{1}{4}$ " to provide outlet for stale air. This is most important.

TEMP	HEATER	BLOWER	UPPER VENT
half way down	to ON position	half way down	half way down

**Function of Control Levers:** The lever marked "TEMP" controls the temperature of the interior of the car. To increase it, move the lever downward. This lever need not be moved when turning off the heater.

The lever marked "HEATER" is the principal heater control. As this lever is moved down, it turns on the underseat heater to heat the rear compartment and admits heated air to the front compartment, directing the air to the floor for heating or to the windshield for defogging or de-icing as desired.

The lever marked "BLOWER" controls the speed of the air intake blower motor. Moving the lever half-way down turns the blower on at low speed—moving the lever down all the way turns the blower up to full speed. This lever should be off when both



"HEATER" and "UPPER VENT" levers are off. When traveling at high speeds, the "BLOWER" may not be required.

The lever marked "UPPER VENT", as it is moved downward, admits unheated outside air to the windshield to provide comfortable breathing level temperatures during heater operation as well as for upper level ventilation in summer.

NOTE: When moving in heavy, stop and go traffic, it is possible for exhaust fumes from other vehicles to enter the car. When this condition arises, move the "BLOWER" and "UPPER VENT" levers up to top of their travel and move the "HEATER" lever up within  $\frac{1}{2}$  inch of "OFF" position, permitting operation of underseat heater only.



#### TO REMOVE ICE

**To Remove Ice from Windshield** move the "HEATER," "TEMP" and "BLOWER" levers all the way down and the "UPPER VENT" lever all the way up.



#### FOR SUMMER UPPER LEVEL VENTILATION

**To Ventilate the Car in Summer**, it is advantageous to move the "UPPER VENT" lever down for upper level ventilation in addition to pulling out the right and left ventilator control knobs. If more air is desired, move the "BLOWER" lever down.

## Cadillac Air Conditioner

The Cadillac Air Conditioner cools, dehumidifies and circulates the air within the car. It also introduces an ample amount of outside air for comfortable ventilation. Outside air is introduced into the cooling unit in the trunk through scoops on each side of the body. Here it is mixed with filtered air from inside the car, cooled, dehumidified and delivered to the passenger compartment.

Two methods of cool air delivery are available. One—for use in moderate temperature zones—discharges cool air from grilles located at each side of the rear package shelf. The other—for use in extremely hot regions—conducts cool air through concealed ducts extending along the roof from the rear package shelf to the front compartment. Individually controlled outlets in the ducts direct the air as desired.

To assist you in obtaining maximum satisfaction and pleasure from its use, the following are helpful suggestions concerning its operation:



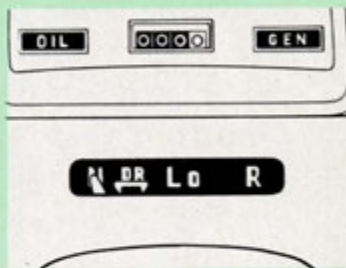
### OPERATING THE AIR CONDITIONER

1. When getting into a car which has been parked in the sun, open the windows for a minute or two to remove the-excessively hot air.
2. For maximum cooling, move the "COOLING CONTROL LEVER" all the way to the right.
3. Move the "TOGGLE CONTROL SWITCH" to "ON" position.
4. Turn both right and left "BLOWER MOTOR CONTROL KNOBS" to the extreme clockwise position.
5. Close windows.
6. To accelerate the rate of cool-down, it is suggested that the "Dr 3" range be used for city driving. If it is necessary to idle more than a few minutes, put the selector lever in neutral and increase the engine speed a moderate amount.
7. Should the car interior become too cool, move the "COOLING CONTROL LEVER" to the left until a comfortable setting is found.
8. You can adjust the RIGHT and LEFT blowers independently to compensate for additional heat felt on the "SUNNY" side of the car.
9. In mild weather, when added ventilation alone is wanted without refrigeration, move the "TOGGLE CONTROL SWITCH" to the "VENT" position and regulate blower speeds as desired.

# Operation with Hydra-Matic Drive

## TO START ENGINE

Before attempting to start your engine, see that the transmission selector lever is in the Neutral position. To start a cold engine press the accelerator pedal slowly to the toe-board and release to pre-set the choke and fast idle. Now turn your ignition key as far "Right" as it will go. This operates the starter. A word of caution: **DO NOT** hold your ignition key in the starter position longer than 15 seconds at one time. When you release the key it will automatically return to the ignition "On" position. When you are starting a hot engine it is advisable to hold the accelerator pedal halfway down. A flooded engine will usually respond quickly if you hold the accelerator pedal all the way down and turn your key to the starter position. Do not pump the accelerator pedal as this merely aggravates the condition.



## HOW TO USE THE TWO DRIVING "DR" RANGES

You will note that the "Dr" range has two positions. The left-hand arrow position of the selector lever will provide four forward speeds, the right arrow position will provide three forward speeds.

**For Normal Driving**, the left-hand arrow position should be used as the use of fourth speed will reduce engine speed and increase economy.

**When Passing**, an extra burst of speed may be secured by merely pressing the accelerator down as far as it will go. This procedure automatically down-shifts the transmission to the correct speed for more power and faster, smoother acceleration.

**For Congested Traffic or Mountainous Driving**, the right-hand "Dr" arrow position may be used. In this position, only first, second and third speeds are obtained, improving acceleration in heavy traffic. The right-hand arrow position also reduces automatic shifting in traffic and on hills and will increase the engine braking effort when descending grades.

**To Stop**, release the accelerator and step on the foot brake pedal.





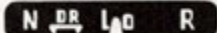
N DR Lo R

To **Back Up** with your car stopped, move the selector lever to the Reverse "R" position. This can be done from either Neutral "N," "Dr" position, or "Lo" without pause. Lift the selector lever slightly as it passes the "Dr" and "Lo" positions. Press accelerator to move car in Reverse. The selector lever should not be placed in "R" while moving ahead on dry pavement.



To **"Rock" the Car** to free it from snow, sand, mud, or ice, merely move the selector lever back and forth between Low "Lo" and Reverse "R" with just enough pressure on the accelerator to cause rocking. No pause is necessary to shift to Reverse. Light accelerator pressures on slippery surfaces will improve traction.

**NOTE:** If the wheels are locked by braking on ice while in either drive range, the transmission will shift to first speed. When this occurs, move the shift lever to neutral until control is recovered. Intermittent brake application on ice will provide better control.



N DR Lo R

#### **LOW "LO" RANGE POSITION**

"Lo" range is provided for operation in deep sand, mud, or snow. It should also be used in going up or down very steep grades or where traffic signs call for first or second gear.

A change from either of the "Dr" positions to "Lo" can be made at moderate speeds when the car is on dry pavement. It is not recommended to shift to "Lo" in this manner when pavement is slippery, or when in loose gravel because it might induce a skid.

## **PARKING ON HILLS WITH SAFETY**

Your Cadillac Hydra-Matic Drive will provide safe parking on hills or steep inclines. Simply turn the ignition key "OFF" when the selector lever is in "Dr" or "Lo". Then raise and move the selector lever to "R." As an additional safety measure, apply the hand brake and toe in the front wheels to the curb.

## **PUSHING OR TOWING**

Cars equipped with Hydra-Matic Drive should not be towed or pushed for any greater distance than required to start a normally operating engine. Follow instructions below.

**For Starting**—To start the engine by pushing the car, move the selector lever to the "N" (Neutral position). When the car reaches a speed of approximately 18 to 20 miles per hour, turn on the ignition switch and move the selector lever to either "Dr" position (not to "Lo").

**For Transmission Not Functioning Properly**—The propeller shaft must be disconnected at the rear universal joint and removed, or the rear wheels raised off the ground, to prevent possible damage to the transmission.

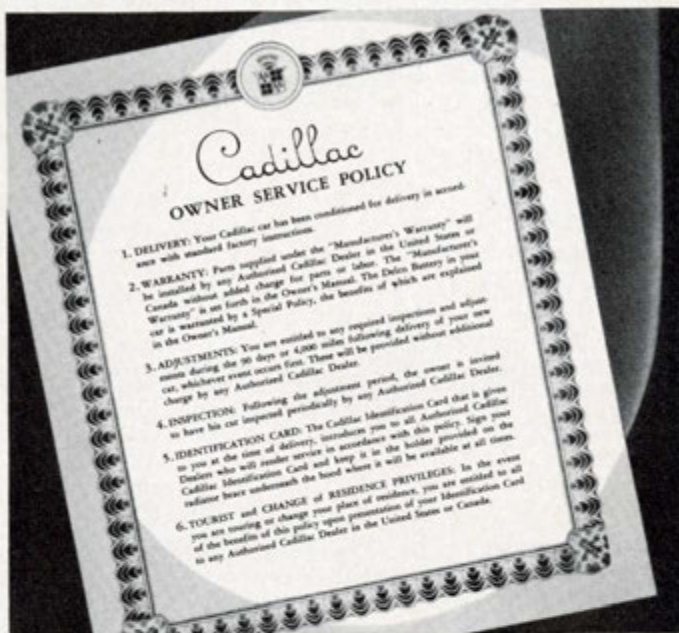
**For Mechanical Failures Other Than Transmission**—Propeller shaft need not be disconnected if transmission has been operating normally provided that car has been driven a minimum of 1,000 miles and that towing speeds from 15 to 25 miles per hour are maintained with selector lever in Neutral. Towing at high speeds may damage the transmission.

## **Cadillac Warranties Protect You ... Read Them Carefully!**

It is expressly agreed that there are no warranties, expressed or implied, made by either the Dealer or the Manufacturer on the Cadillac vehicles, chassis or parts furnished hereunder, except the Manufacturer's Warranty against defective materials or workmanship as follows:

### **MANUFACTURER'S WARRANTY**

"The Manufacturer warrants each new motor vehicle, including all equipment or accessories (except tires) supplied by the Manufacturer, chassis or part manufactured by it to be free from defects in material and workmanship under normal use and service, its



obligation under this warranty being limited to making good at its factory any part or parts thereof which shall, within ninety (90) days after delivery of such vehicle to the original purchaser or before such vehicle has been driven four thousand (4,000) miles, whichever event shall first occur, be returned to it with transportation charges prepaid and which its examination shall disclose to its satisfaction to have been thus defective; this warranty being expressly in lieu of all other warranties, expressed or implied, and all other obligations or liabilities on its part, and it neither assumes nor authorizes any other person to assume for it any other liability in connection with the sale of its vehicles.

"This warranty shall not apply to any vehicle which shall have been repaired or altered outside of an Authorized Cadillac Service Station in any way so as in the judgment of the Manufacturer to affect its stability and reliability, nor which has been subject to misuse, negligence or accident."



## Depend on Authorized Cadillac Service

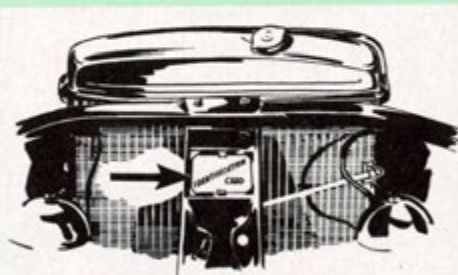
Any Authorized Cadillac Dealer has a close personal interest in keeping your Cadillac at its best. You can best insure the continuation of your Cadillac's high standard of performance by depending always upon Authorized Cadillac Service and upon Genuine Cadillac Parts which are built to the same high standards of precision and quality as the original parts in your Cadillac car.

### YOUR OWNER'S SERVICE POLICY

Read your Owner's Service Policy carefully. It lists numerous privileges to which you are entitled as a Cadillac owner. These privileges include free inspection and adjustments during the first 90 days or 4,000 miles of ownership, and replacement without charge of any parts adjudged by the Manufacturer to be defective under its warranty. Your Owner's Service Policy is a valuable asset.

### YOUR IDENTIFICATION CARD

You received an Identification Card when delivery of your car was made. This card entitles you to the same consideration at any Authorized Cadillac Dealer in the United States or Canada that you would receive at the service department of the Dealer where your car was purchased.



IDENTIFICATION CARD

Sign your Cadillac Identification Card and keep it at all times in the holder on the radiator air deflector under the hood. See the list of U. S. cities in the rear of this book, in which Authorized Cadillac Service is available.

## **TIRE WARRANTY**



The warranty on all tires and tubes is an obligation of the tire manufacturer. The following paragraphs are taken from the tire manufacturers' Standard Warranty: "Every tire or tube of our manufacture, bearing our name and serial number, is guaranteed to be free from defects in workmanship and material without limit as to time or mileage. If our examination shows such tire or tube has failed under the terms of this guarantee, we will either repair it or make a reasonable allowance on the purchase of a new tire or tube.

"Tires or tubes which fail as a result of overload, excess speed, improper inflation, abuse or other non-defective conditions or when used on rims not conforming to Tire & Rim Association Standards, are not warranted.

"No other warranty of these products, expressed or implied, is made. No representative has authority to make any representation, promise or agreement except as stated herein."



## **BATTERY WARRANTY**

The Delco Battery in your car is covered by your Cadillac Owner's Service Policy and is warranted for 90 days or 4,000 miles, whichever shall first occur. Should it fail within this time it shall be replaced at no cost.

Should a defect become apparent after 90 days and within the adjustment period of 18 months or 18,000 miles, whichever occurs first, it can be exchanged for a new Delco Battery on an adjusted service or pro rata life basis.

In either case your Cadillac Dealer will be glad to assist you with this matter.

## **Cadillac Blue Coral Beauty Treatment Protects and Beautifies Your Car**



The original beauty of your Cadillac car can be retained for many years by having your Cadillac dealer apply the only approved restorative, protective service—the famous Cadillac BLUE CORAL Treatment. This is a scientific method employing approved materials and special techniques for unequalled results.

Since calcium chloride and other salts, road tar, insects, tree sap, chemicals from factory chimneys and other foreign matter may damage modern automotive finishes, frequent, regular washings are recommended as a further protection.

### **IMPORTANT FACTS ON CARE OF NEW TYPE CHROME ON YOUR CAR**

Material restrictions that are caused by the national defense program have required a change in the plating process of some of the bright work on your Cadillac. (Functional parts such as bumpers, bumper guards, and door handles are not affected.)

#### ***Do not scour or polish these plated parts— Wash only with water***

A protective coating of a special clear finish has been baked on plated parts and no supplementary coatings should be used. **MAINTENANCE INSTRUCTIONS MUST BE FOLLOWED** to prevent damage to the protective coating. Abrasives and strong cleaning agents are harmful to this finish; therefore, conventional methods of chrome cleaning and polishing **MUST BE AVOIDED**.

Repairs to **SCRATCHES OR ABRASIONS** that occur on parts having the protective coating must be performed within a reasonably short time to prevent deterioration of the finish. It is recommended that repairs be made only by those who are familiar with proper repair procedures and approved refinishing materials.

Your Dealer has complete instructions regarding this procedure and is well qualified to handle any repairs that may be necessary.



## Engine Break-in Instructions

Your new Cadillac does not require a formal break-in period. You should drive it at varying speeds in a normal manner, just as you expect to drive your car when it is a year old.

Precision manufacturing methods have prepared your Cadillac for all normal driving, and it has already been tested under simulated road conditions at the factory.

There are no maximum speed limitations which must be observed. For the first 100 miles or longer, however, you should avoid driving for extended periods at any one constant speed, either slow or fast, and you should avoid full-throttle "jack rabbit" starts and severe application of the brakes in stopping.

## Before The Mercury Drops to Freezing ... Have Your Car Protected with Anti-Freeze

Cadillac factory engineers recommend using either a permanent glycol-type or an alcohol base anti-freeze, such as denatured alcohol, methanol, or propanol.

Kerosene or other oils, or solutions containing calcium chloride, magnesium chloride, sodium silicate, or other inorganic salts, are not satisfactory for use in your Cadillac car cooling system.

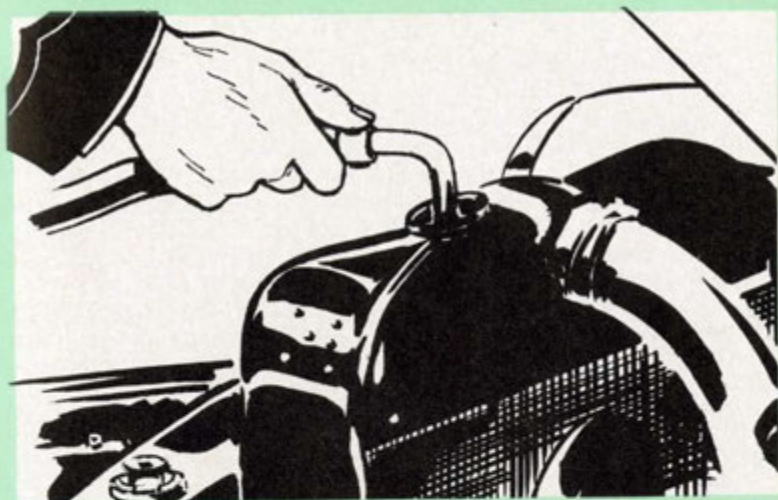
### INSTALLING ANTI-FREEZE

The cooling system should be thoroughly cleaned, inspected and serviced for winter operation *before* installing anti-freeze. Regular inspection of the entire system to prevent leaks should be made frequently after the anti-freeze is installed—with special checks made on hose connections, cylinder heads and water pump.

Cadillac Heating Systems are so located that they do not drain, even when the hoses are disconnected, unless air pressure is applied. Do not rely on draining to prevent freezing on cars using Heating Systems; be sure to get anti-freeze into the heater cores to prevent winter damage to the system.

The addition of Cadillac Windshield Washer Solvent is recommended at this time to prevent breakage of bottle.





## **Engine Efficiency and Protection Depend on Proper Cooling**

The cooling system of your Cadillac engine has been designed to maintain predetermined temperatures for efficient operation, and to protect it from over-heating. On cars equipped with heaters, the normal capacity of the system is 20 quarts.

The cooling system requires regular attention. The proper coolant level is two inches below the top of the filler neck when the engine is cold. Keep the system leak-proof by having all connections tightened regularly. Have your Authorized Cadillac Dealer clean and flush the system twice a year for the best efficiency.

### **CADILLAC COOLING SYSTEM INHIBITOR**

Your Cadillac, when delivered to you, contains a charge of Cadillac Cooling System Inhibitor, a special chemical that retards the formation of rust and scale and reduces the possibility of water pump squeal. Regardless of the season, a fresh charge of Inhibitor should be added whenever the system is drained and refilled, even when an anti-freeze containing Inhibitor is being used. Cadillac Cooling System Inhibitor is recommended because of its effective action, and because it can be safely used with any standard anti-freeze. It can be obtained from your Dealer.



## **Be Sure of Thorough, Systematic Lubrication of Your Cadillac . . .**

Systematic lubrication is the best means of guarding against inadequate lubrication and possibly extensive repairs. In order to provide a means of having the car lubricated systematically, Cadillac engineers designed a plan known as The Cadillac Lubrication Agreement. This agreement provides for every lubrication requirement including engine oil changes essential to the proper performance of your Cadillac for 12,000 miles or a period of one year. Ask your Cadillac Dealer to explain this Cadillac Lubrication Agreement plan to you. It is a plan that will assure you proper and complete lubrication performed over an entire year's period.

### **ENGINE OIL RECOMMENDATIONS**

Your use of the proper engine oil is of great importance in obtaining maximum performance and satisfaction from your car.

Oil oxidizes when heated. Unless protected against oxidation, crankcase oils may form sludge and varnish, and under some conditions, corrosive acids.

To minimize the formation of these harmful decomposition products and to supply the type of oil best suited for the different operating conditions, the refiners market several types of oils.

In many instances, during so-called moderate or light driving conditions when the engine is used infrequently or driven for short periods, the lubricating oil does not reach normal operating temperatures. Sludge formation increases under these conditions.

*For maximum protection of your Cadillac engine under all normal driving conditions, it is recommended that oils designated "For Service MS" or "For Service DG" be used. These oils were formerly called "Heavy Duty Oils."*

### **THE FIRST 500 MILES**

For the first 500 miles, use the heavy-duty oil in the crankcase at the time your car was delivered to you. During this period should additional oil be necessary, use nothing heavier than 10-W oil in winter or 20-W oil in summer. Change oil at 500 miles. *Break-in oils or compounds are entirely unnecessary.*

### **AFTER THE FIRST 500 MILES**

For the best all-around engine performance after the first 500 miles, SAE 20-W or SAE 20 engine oil should be used during summer weather. If your car is regularly driven at high speed, or if the prevailing daylight temperature averages above 90° F., SAE 30 oil may be used.





For cold weather, oil should be selected that will permit easy starting at the lowest temperature anticipated for the entire period. Unless the proper oil is selected, you may have difficulty starting your car if the temperature drops suddenly. The viscosity grades of engine oil for use in your Cadillac at the various cold weather temperatures are given below:

**If you anticipate that the minimum atmospheric temperature will be:**

**Use Grade:**

**Not lower than 32°F. above zero.....SAE 20-W or SAE 20**

**Not lower than 10°F. above zero.....SAE 20-W**

**Not lower than 10°F. below zero.....SAE 10-W**

**Below 10°F. below zero.....SAE 5-W\***

*\*NOTE: Improved SAE 5-W oils combine the low temperature easy starting characteristics of 5-W with the performance characteristics of high quality 10-W at the higher engine operating temperatures. SAE 5-W oils are intended for use under all operating conditions and under all atmospheric temperatures that may be encountered when below zero temperatures may be expected. They should be used not only at the lower temperatures, but may be retained in the crankcase for use during the warmer days that occur during the winter season. Look for the identification "For Service MS" or "For Service DG" on the container.*

## MAINTAIN PROPER OIL LEVEL

The engine crankcase oil capacity is five quarts. Always maintain the proper oil level. The oil indicator is marked for a safe driving range. Whenever the level falls to the "add oil" mark, add immediately. **Do not add above the "full" mark.** Check your oil each time you buy gasoline and before starting long drives. After the initial change at 500 miles and a second oil change at 2,000 miles, engine oil should be drained and replaced every 2,000 miles. More frequent changes are required with unusual stop and go operation, dusty road travel or during prolonged cold or wet climatic conditions.



**COLD WEATHER HINTS:** • It is good practice to run the engine a few minutes to warm the engine and transmission lubricants before moving the car. • In sub-zero weather, moderate speeds for the first mile or two will also insure proper warm-up of the rear axle lubricant. • The use of the Hydra-Matic right-hand "Dr" arrow position in congested traffic will increase generator output and reduce the effect of high current demands on the battery.

## Be Sure That You Always Get The Proper, Authorized Fluid For Hydra-Matic Drive

Cadillac Hydra-Matic Drive operation depends upon the use of a fluid of very exacting specifications, compounded especially for Automatic Transmissions. This fluid can be obtained from Authorized Cadillac Dealers and reputable service stations who carry fluid which has been qualified by General Motors Corporation for use in Cadillac Hydra-Matic Transmissions. Approved Hydra-Matic Fluid is identified for the protection of the car owner by the qualification number "AQ-ATF \_\_\_\_."

Authorized Cadillac Dealers will check the fluid level in your Hydra-Matic Drive every 2,000 miles at the same time that your car is being lubricated—and, if necessary, they will add fluid.

The Cadillac Hydra-Matic Drive should be completely drained and fresh fluid supplied every 25,000 miles.





## Care of Air Cleaner Filter

The air cleaner filtering unit should be drained, cleaned, and refilled with one pint of oil every 2,000 miles. SAE 40 engine oil should be used when the average air temperature is above 32 degrees F., otherwise SAE 20 engine oil. Proper care of the air cleaner prevents much outside dirt and grime from entering your Cadillac engine.



### FUEL FILTER

The very efficient fuel filtering system should be checked every 4,000 miles as foreign matter in the tank may require replacement of the filter element.

### OIL FILTER

If an oil filter has been installed on your car, it is recommended that the oil filter ELEMENT be replaced every 6,000 miles. Your Dealer carries new elements in stock.

### CHASSIS LUBRICATION

The chassis requires attention every 2,000 miles. All chassis lubricating points are listed and illustrated in a Cadillac Lubrication Chart available, upon request, from the Service Department, Cadillac Motor Car Division, General Motors Corporation, 2860 Clark Street, Detroit 32, Michigan.



### REAR AXLE AND SYNCHRO-MESH TRANSMISSION

The lubricant level in the rear axle and Synchro-Mesh transmission of your car should be inspected every 2,000 miles and lubricant added as required. The lubricant should be drained and refilled ONLY upon disassembly of these units for repair. Information concerning lubrication of the Hydra-Matic Drive will be found on page 30 of this issue of the Owner's Manual.

SAE 90 Passenger Car Hypoid Lubricant may be added to either the rear axle or Synchro-Mesh transmission. SAE 90 Mineral Oil Gear Lubricant may be used in the Synchro-Mesh transmission only. "Multi-Purpose" Gear Lubricants may also be used in the rear axle and Synchro-Mesh transmission. In regions where the temperature remains near 0° F. or lower for long periods of time, SAE 80 grades of lubricants may be used.



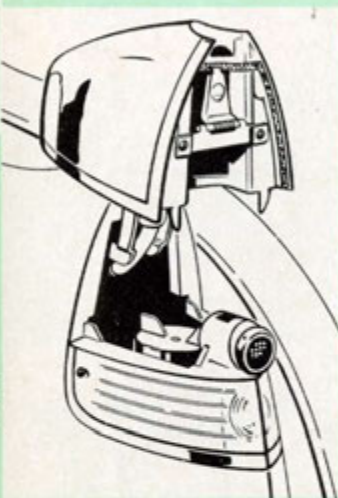
## **OTHER POINTS**

The steering gear, front wheel bearings, and grease gun connections each require a specific type of lubricant. Only operators familiar with these requirements and having the right materials should be permitted to lubricate your Cadillac.

### **USE GASOLINE WITH HIGH OCTANE RATING**

The use of gasoline with a low octane rating tends to increase the possibility of "pinging" with a resultant reduction in engine operating efficiency. Better performance will be obtained by the use of a gasoline having a high octane rating. If a "pinging" condition is either excessive or prolonged, using a premium fuel, see your Cadillac Dealer.

Should your car show loss of power at fairly high altitudes, do not become alarmed. Any marked gain in altitude results in reduced air density and power.



### **GASOLINE TANK CAPACITY**

The capacity of the gasoline tank on all Series is 20 gallons. The gasoline filler cap is located under the hinged top of the left rear tail lamp. Open by pushing in the reflector button at the base of the tail lamp. When closed, the cover is held firmly in position.

### **ENGINE OIL LEVEL INDICATOR**

The engine oil level indicator is on the left side of the crankcase. The combination oil filler and crankcase ventilator cap is in the center of the engine in front of the carburetor. It is wise to have the oil level checked each time gasoline is purchased. Add oil whenever the level is down to the "add oil" mark, but add only enough to bring level up to the "full" mark or the five quart level. Avoid overfilling crankcase, since this may cause the oil to foam. The copper gauze in the ventilator cap should be cleaned in solvent and dipped in clean oil when the engine oil is changed.

## RADIATOR FILLER CAP

The radiator filler cap is located under the hood. The coolant should be checked at least every 2,000 miles, with the engine *cold*. Care should be taken not to lose coolant when checking. The correct level is two inches below the top of the filler neck.

### A SAFETY PRECAUTION

*Avoid removing the filler cap while the engine is hot.* However, should it become absolutely necessary to do so, rotate the cap toward the left until the first stop is reached and allow pressure to escape. Then turn again to the left to remove. Be sure the cap is turned tightly when reinstalled.



## Give Proper Attention to Wheels and Tires

Regular attention will extend the life of your tires and help you avoid emergency repairs. Have your tires, including the spare, checked twice a month. **IMPORTANT:** To avoid serious damage, do not inflate above recommended pressures.

### RECOMMENDED TIRE PRESSURES (COLD)

Series	Tire Size	Ply	Front	Rear
		Rating		
53-62	8.00 x 15*	4	24 lbs.	24 lbs.
53-60S	8.00 x 15*	4	24 lbs.	24 lbs.
53-75	8.20 x 15	6	28 lbs.	28 lbs.
53-86	(Commercial Chassis)			
	8.90 x 15	6	24 lbs.	30 lbs.

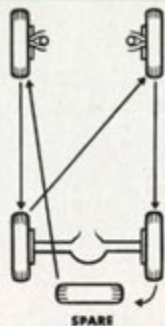
\*Tire size is 8.20 x 15, 4 ply when supplied with White Sidewalls.

NOTE: For sustained speeds above 75 miles per hour, tire pressure on 62 and 60S Series cars should be increased to 28 pounds when checked cold.

### CLEANING WHITE SIDEWALL TIRES

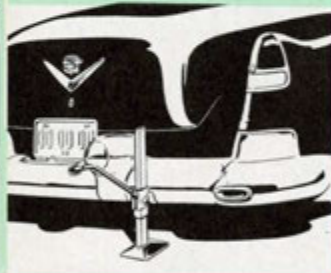
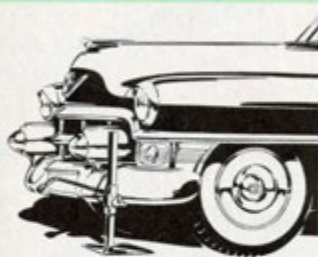
To clean white sidewall tires, use soap, warm water and a stiff brush. For severe cases, a fine grade of steel wool may be used. **DO NOT** use gasoline, kerosene or any oil product that will discolor the sidewalls or damage the rubber. Proper care adds life.





## INTERCHANGING TIRES

To equalize the wear on your tires and thus prolong tire life, interchange the wheels and tires on your car, in the manner indicated in the illustration, at *least* every 4,000 miles. Wheels and tires should be criss-crossed and alternated with spare to assure even wear and maximum mileage.



## CHANGING WHEELS

When a flat tire requires emergency wheel changing, follow the procedure below:

1. Make sure hand brake is set, and then block the wheel diagonally opposite the flat tire, with the wedge block provided.
2. Place jack directly under bumper adjacent to the outside of the bumper guards. Note: If possible, move car so the jack rests on level ground. Raise until the wheel clears the ground.
3. If rear wheel is to be changed, remove wheel shield as instructed in next note.
4. Remove hub cap or wheel disc, using flattened end of jack handle as lever.
5. Remove wheel mounting nuts by turning to the left. Lift wheel off hub.
6. Installation of the spare wheel is performed by reversing foregoing operations.

## REMOVING CADILLAC REAR WHEEL SHIELDS

Turn the locking rod nut, located in the center of the lower edge of the shield, counter-clockwise by using the wheel wrench. Tip the shield outward at the top while raising up and away from the mounting hooks.

To install the shield, engage the mounting hooks at the bottom of the shield with the fender hooks and then push the top of the shield in. Tighten with the wheel wrench.





## **STOWAGE OF CAR JACK**

The jack stowage bracket is between the spare wheel and the right wall. The jack should be mounted on this bracket as shown on the instruction label attached to the rear compartment cover. The base of the jack should be stowed in the pocket on the trunk wall, and the wedge inserted between the jack and the wall. The tire wrench should be placed in the tire well to the left of the tire with both ends in the well where they cannot injure luggage or rattle against other equipment stowed in the trunk.

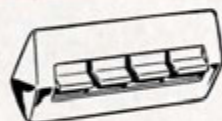
## **Cadillac Hydro-Letric Operation of Windows, Front Seat, Convertible Tops**

The Cadillac Hydro-Letric system operates the windows and the front seat adjustment in the Series 60S Sedan, 62 Coupe De Ville and the 62 Convertible Coupe; door windows of the Series 75 Sedan and the door windows and the division glass in the Series 75 Imperial Sedan; and the Convertible Coupe folding top. Hydro-Letric equipment is optional on other models.

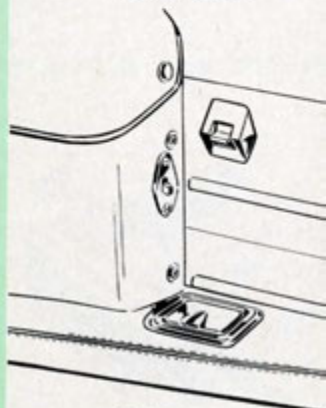
### **HYDRO-LECTRIC WINDOW REGULATION**

The button controls for raising and lowering the windows are located on each door in the finish panel. There are four control switches on the left front door to operate all four windows on all Hydro-Letric equipped cars. The Series 75 Imperial has four buttons on the left front door which control the raising and lowering of the two front windows and the raising only of the two rear compartment windows. On the Series 75 Imperial, controls for the rear doors and division glass are conveniently located on rear arm rests in front of ash tray escutcheons.

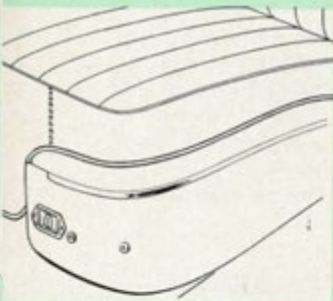
On the Series 62 Convertible Coupe, the control switch for the right rear quarter window is on the quarter finish panel above the ash tray. On the Coupe De Ville, it is in the arm rest ash receiver escutcheons.



**DRIVER'S WINDOW  
CONTROLS**



**CONVERTIBLE LEFT  
REAR QUARTER CONTROL**



### **HYDRO-LECTRIC SEAT ADJUSTMENT**

The forward and backward adjustment of the front seat is also powered by the Hydro-Lectric mechanism. The control button is mounted on the front of the seat valance near the driver's left leg. The seat raises as it moves forward to provide comfort and visibility for persons of short stature.

### **HYDRO-LECTRIC CONVERTIBLE TOP OPERATION**



To lower the top on the Convertible Coupe, stop the car; turn down sun visors and release the top center locking handle; push the front of the top upward so that it clears the windshield header dowels; return the handle to the locked position. **THIS IS IMPORTANT.** Then, pull out the top control knob, which is the lower knob on the control plate at the left of the steering column, and hold it **OUT** until the top is fully opened. Instructions on the folding of the top material and installing the top boot will be found in the instruction booklet in your glove compartment. To close the top, stop the car; remove the top boot and unfasten the hold-down strap. Push in on the top control knob and hold it in until the top is fully closed, then turn the handle from the locked position. Draw top down over windshield header dowels, and turn top center handle to **LOCKED** position.

Never operate top while the car is moving.

To keep the mechanism in good condition, operate the top at least once a month.

To reduce water stains, mildew, or excessive shrinkage of the top material, do not allow the top to dry in folded position after it has been dampened or water soaked.

**NOTE:** If your car is the Eldorado Special Sport Coupe, instructions for operation of the top will be found in your glove compartment.

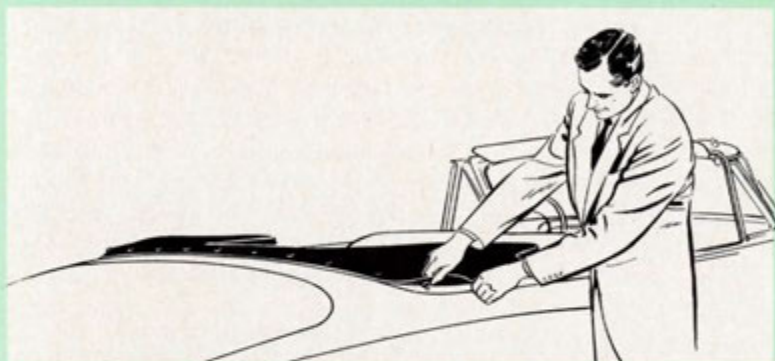




### **WHEN TOP IS FOLDED**

The convertible top when folded **MUST** be securely strapped down to prevent chafing of the top material; the locking handle must be turned to a locked position; then install top boot.

Keep the top compartment clean, and do not use it for storage.



### **CARE OF CONVERTIBLE BACK WINDOW**

Due to the texture of the plastic rear window in the convertible top, these precautions must be exercised in its cleaning and care:

1. When removing road dust, do not use a dry cloth. Use a soft cotton cloth moistened with water and wipe crosswise.
2. To clean, use cold or tepid (not hot) water and mild (not caustic) neutral soap suds. After washing, rinse with clear water and wipe with a slightly moistened clean soft cloth. Caution: Never use solvents or cleaners of alcoholic or other chemical content. These liquids may possibly have a deteriorating effect on the plastic and, if spilled, might spot the finish on the rear body panel.
3. Caution should be used in removing frost, snow or ice during winter months. **DO NOT USE A SCRAPER.**

### **INTERFERENCE WITH TOP OPERATION**

Interference with the mechanical operation of the top, seat, or windows—such as holding or retarding their operation in any way—should be avoided. If top sticks, relieve the point of interference to prevent damage to the top.



## Operation of New Cadillac Power Steering

If your Cadillac is equipped with the new 1953 Cadillac Power Steering System—the former work of steering is being done for you without need to operate any controls. Ladies in particular will discover that this system makes even the longest car easy to turn . . . easy to park . . . and easy to maneuver in heavy traffic.

Unlike other power steering systems, the Cadillac Power Steering System permits you to retain the true "feel" of steering. All emphasis in the design of this new Power Steering has been targeted on your driving comfort—to furnish you with a system that requires a minimum of driving effort—and with a unit that makes parking almost effortless.

One of the great advantages of your steering system is that it retains the proved Cadillac steering ratio. ***Moreover, your Power Steering may be manually operated with the ignition in the "off" position. In the event your system is disconnected for any reason—steering may be accomplished manually in the normal manner.***

Under all conditions of driving, you remain in control. When driving around a curve the car follows the path that you direct with your hands on the wheel. Cadillac Power Steering does not steer beyond the path that you set. For example, if you remove your hands from the wheel for a brief moment, your Cadillac will again follow a straight path just as it does with manual steering.

Your Power Steering System is so designed that it gives you no hydraulic steering assistance under very light steering conditions; such as the slight maneuvering required to steer on a straight road. Another safety factor, inherent in your Power Steering unit, is that the hydraulic system—in addition to acting as a booster—resists kickback and "road shock" and provides you with positive directional steering control.

## License Data

The engine number, which is also the serial number, is stamped on the car in two places: at the upper right corner on the front face of right-hand block, numbered at right angles to the crankshaft, and on the right frame sidebar just behind the engine support bracket. The engine number should be used in license and insurance applications and in general car reference.

SERIES	Wheelbase	Beginning Engine Numbers
1953-62.....	126 in.	536200000
1953-60S.....	130 in.	536000000
1953-75.....	146¾ in.	537500000
1953-86 (Commercial Chassis).....	157 in.	538600000
Type of Engine.....	90°, V-8, overhead-valve	
Bore and Stroke.....	3 13/16 inches x 3 3/8 inches	
Piston Displacement.....	331 cu. inches	
Taxable Horsepower.....	46.5	

**WEIGHT:** Consult the dealer who sold you the car or the Motor Vehicle Commissioner of your State. Weight information on all Cadillac body styles is regularly supplied to these authorities.





## Where Authorized Cadillac Service Is Available

### ALABAMA

Andalusia  
Anniston  
Bessemer  
Birmingham  
Brewton  
Decatur  
Dothan  
Ensley  
Eufaula  
Fayette  
Florence  
Gadsden  
Huntsville  
Mobile  
Montgomery  
Opelika  
Selma  
Troy  
Tuscaloosa  
Tuskegee

### ALASKA

Anchorage  
Fairbanks  
Juneau  
Kodiak

### ARIZONA

Douglas  
Flagstaff  
Globe  
Kingman  
Lowell  
Nogales  
Phoenix  
Prescott  
Safford  
Tucson  
Yuma

### ARKANSAS

Arkadelphia

Blytheville  
Camden  
Crossett  
El Dorado  
Fayetteville  
Farrest City  
Ft. Smith  
Harrison  
Helena  
Hot Springs  
Jonesboro  
Little Rock  
Monticello  
Newport  
Osceola  
Paragould  
Pine Bluff  
Russellville  
Searcy  
Texarkana  
West Memphis

### CALIFORNIA

Alhambra  
Alturas  
Bakersfield  
Barstow  
Berkeley  
Beverly Hills  
Bishop  
Blythe  
Burlingame  
Chico  
Coalinga  
Crescent City  
El Centro  
Escondido  
Eureka  
Fairfield  
Fresno  
Gilroy  
Glendale

Grass Valley  
Hanford  
Hayward  
Hermosa Beach  
Hollywood  
Huntington Park  
Indio  
Inglewood  
Jackson  
King City  
Laguna Beach  
Lancaster  
Lodi  
Long Beach  
Los Angeles  
Los Banos  
Los Gatos  
Madera  
Martinez  
Merced  
Modesto  
Monterey  
Mt. Shasta  
Napa  
Needles  
Oakland  
Ontario  
Oroville  
Palm Springs  
Palo Alto  
Pasadena  
Paso Robles  
Petaluma  
Pittsburg  
Placerville  
Pomona  
Porterville  
Quincy  
Red Bluff  
Redding  
Richmond

Riverside  
Roseville  
Sacramento  
Salinas  
San Bernardino  
San Diego  
San Fernando  
San Francisco  
San Jose  
San Luis Obispo  
San Pedro  
San Rafael  
Santa Ana  
Santa Barbara  
Santa Cruz  
Santa Maria  
Santa Monica  
Santa Rosa  
Sherman Oaks  
Sonora  
Stockton  
Susanville  
Tracy  
Turlock  
Ukiah  
Vallejo  
Ventura  
Visalia  
Walnut Creek  
Watsonville  
Whittier  
Willows  
Woodland  
Yosemite Park  
Yreka  
Yuba City

### COLORADO

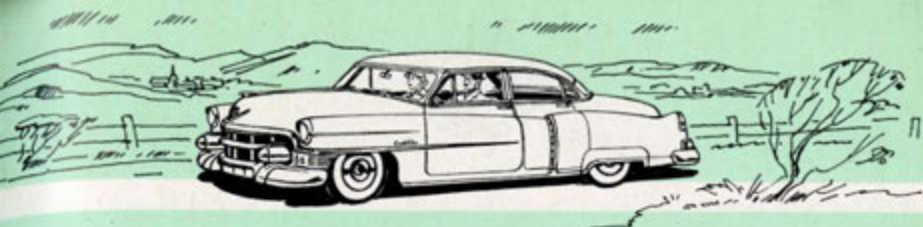
Alamosa  
Boulder  
Burlington  
Canon City

Colorado Springs  
Craig  
Delta  
Denver  
Durango  
Glenwood Springs  
Grand Junction  
Greeley  
Julesburg  
La Junta  
Lamar  
Leadville  
Loveland  
Montrose  
Pueblo  
Rifle  
Rocky Ford  
Salida  
Sterling  
Trinidad  
Walsenburg  
Wray

### CONNECTICUT

Bridgeport  
Bristol  
Danbury  
Greenwich  
Hartford  
Meriden  
Middletown  
Milford  
Mystic  
New Britain  
New Haven  
New Milford  
Norwalk  
Norwich  
Putnam  
Ridgefield  
Rockville  
Shelton





## CONNECTICUT (Cont'd)

Stamford  
Stratford  
Torrington  
Waterbury  
Westport  
Willimantic

## DELAWARE

Milford  
Wilmington

## DISTRICT OF COLUMBIA

Washington

## FLORIDA

Bartow  
Bradenton  
Clearwater  
Daytona Beach  
Deland  
Delray Beach  
Fort Lauderdale  
Fort Myers  
Fort Pierce  
Gainesville  
Graceville  
Jacksonville  
Key West  
Lake City  
Lakeland  
Lake Wales  
Leesburg  
Miami  
Ocala  
Orlando  
Panama City  
Pensacola  
St. Augustine  
St. Petersburg  
Sanford  
Sarasota  
Tallahassee  
Tampa  
Vero Beach  
West Palm Beach

## GEORGIA

Albany  
Americus  
Athens  
Atlanta  
Augusta  
Brunswick  
Carrollton  
Columbus  
Cordele  
Dalton  
Dublin  
Elberton  
Fitzgerald  
Gainesville  
Griffin  
LaGrange  
Macon  
Marietta  
Monroe  
Newnan  
Rome  
Savannah  
Statesboro  
Swainsboro  
Thomaston  
Thomasville  
Thomson  
Tifton  
Toccoa  
Valdosta  
Vidalia  
Waycross  
Waynesboro

## IDAHO

Blackfoot  
Boise  
Coeur d'Alene  
Gooding  
Grangeville  
Idaho Falls  
Kellogg  
Ketchum  
Lewiston  
Montpelier

Moscow  
Nampa  
Pocatello  
Rupert  
St. Anthony  
Salmon  
Sandpoint  
Twin Falls  
Weiser

## ILLINOIS

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Aledo  
Altamont  
Alton  
Anna  
Aurora  
Beardstown  
Belleville  
Belvidere  
Benton  
Bloomington  
Blue Island  
Brookfield  
Canton  
Carbondale  
Carlinville  
Carmi  
Centralia  
Champaign  
Chester  
Chicago  
Chicago Heights  
Collinsville  
Danville  
Decatur  
DeKalb  
Dixon  
Dundee  
E. St. Louis  
Elgin  
Elmhurst  
Evanston  
Fairfield  
Flora  
Freeport

Galesburg  
Geneseo  
Harrisburg  
Highland Park  
Jacksonville  
Jerseyville  
Joliet  
Kankakee  
Kewanee  
LaSalle  
Lincoln  
Litchfield  
Marion  
Mattoon  
Macomb  
McHenry  
Metropolis  
Moline  
Monmouth  
Monticello  
Morris  
Mt. Carmel  
Mt. Vernon  
Oak Park  
Olney  
Ottawa  
Paris  
Park Ridge  
Paxton  
Pekin  
Peoria  
Pontiac  
Princeton  
Prophetstown  
Quincy  
Robinson  
Rochelle  
Rockford  
Rock Island  
Rushville  
Salem  
Savanna  
Shelbyville  
Springfield  
Sterling  
Streator

Sullivan  
Taylorville  
Trenton  
Tuscola  
Vandalia  
Watseka  
Waukegan  
**INDIANA**  
Anderson  
Angola  
Auburn  
Bedford  
Bloomington  
Bluffton  
Brazil  
Columbia City  
Columbus  
Crawfordsville  
Decatur  
Elkhart  
Elwood  
Evansville  
Ft. Wayne  
Frankfort  
Gary  
Goshen  
Greensburg  
Hammond  
Hartford City  
Huntington  
Indianapolis  
Jasper  
Kendallville  
Kentland  
Knox  
Kokomo  
Lafayette  
LaGrange  
LaPorte  
Ligonier  
Logansport  
Madison  
Marion  
Michigan City  
Milan  
Monticello



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New Castle  
Peru  
Plymouth  
Portland  
Richmond  
Rochester  
Rushville  
Salem  
Seymour  
Shelbyville  
South Bend  
Sullivan  
Terre Haute  
Valparaiso  
Vincennes  
Wabash  
Warsaw

## **IOWA**

Albia  
Algona  
Ames  
Atlantic  
Boone  
Burlington  
Carroll  
Cedar Rapids  
Centerville  
Chariton  
Charles City  
Cherokee  
Clarinda  
Clinton  
Council Bluffs  
Creston  
Davenport  
Decorah  
Denison  
Des Moines  
De Witt  
Dubuque  
Eagle Grove  
Emmetsburg

Estherville  
Forest City  
Fort Dodge  
Ft. Madison  
Grinnell  
Hampton  
Harlan  
Ida Grove  
Iowa City  
Iowa Falls  
Jefferson  
Keokuk  
Knoxville  
Le Mars  
Maquoketa  
Marshalltown  
Mason City  
Mt. Pleasant  
Muscatine  
Newton  
Oelwein  
Onawa  
Orange City  
Osceola  
Oskaloosa  
Ottumwa  
Perry  
Red Oak  
Rock Rapids  
Sheldon  
Shenandoah  
Sibley  
Sioux City  
Spencer  
Spirit Lake  
Storm Lake  
Tama  
Washington  
Waterloo  
Webster City  
Winterset

## **KANSAS**

Abilene  
Arkansas City  
Atchison  
Burlingame

Cawker City  
Chanute  
Clay Center  
Coffeyville  
Colby  
Concordia  
Dighton  
Dodge City  
El Dorado  
Ellis  
Emporia  
Eureka  
Ft. Scott  
Garden City  
Garnett  
Goodland  
Great Bend  
Greensburg  
Hiawatha  
Hugoton  
Hutchinson  
Independence  
Iola  
Junction City  
Kansas City  
LaCrosse  
Lawrence  
Leavenworth  
Liberal  
Manhattan  
Marysville  
McPherson  
Ness City  
Newton  
Norton  
Oberlin  
Ottawa  
Parsons  
Phillipsburg  
Pittsburg  
Pratt  
Russell  
Sabetha  
Salina  
Scott City  
Topeka

Wamego  
Wichita

## **KENTUCKY**

Ashland  
Barbourville  
Bowling Green  
Carrollton  
Corbin  
Covington  
Cumberland  
Danville  
Elizabethtown  
Fulton  
Glasgow  
Greenville  
Harlan  
Hazard  
Hopkinsville  
Lebanon  
Lexington  
Louisville  
Madisonville  
Mayfield  
Maysville  
Middlesboro  
Murray  
Owensboro  
Paducah  
Pikeville  
Pineville  
Prestonburg  
Princeton  
Somerset  
Stearns  
Whitesburg

## **LOUISIANA**

Alexandria  
Bastrop  
Baton Rouge  
Bogalusa  
Hammond  
Homer  
Houma  
Jena  
Jennings

Lafayette  
Lake Charles  
Monroe  
Morgan City  
Natchitoches  
New Orleans  
Oakdale  
Opelousas  
Plaquemine  
Shreveport  
Vivian

## **MAINE**

Augusta  
Bangor  
Bar Harbor  
Bath  
Biddeford  
Calais  
Caribou  
Houlton  
Lewiston  
Millinocket  
Portland  
Rockland  
Rumford  
Sanford  
Skowhegan  
Waterville

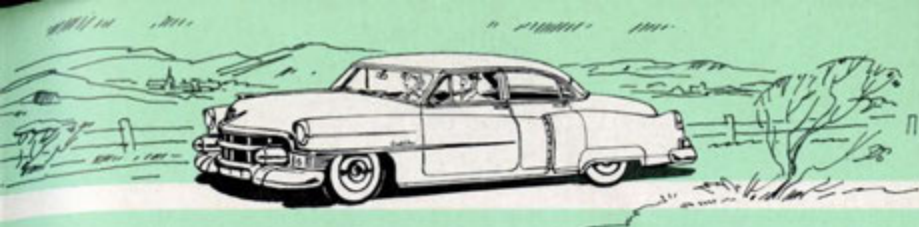
## **MARYLAND**

Annapolis  
Baltimore  
Bel Air  
Cumberland  
Easton  
Frederick  
Hagerstown  
Hancock  
Havre de Grace  
Pocomoke City  
Salisbury  
Westminster

## **MASSACHUSETTS**

Andover  
Attleboro  
Belmont





# **MASSACHUSETTS** Winchester (Cont'd) Worcester

Beverly Farms  
Boston  
Brockton  
Brookline  
Cambridge  
Chicopee  
Clinton  
Concord  
Dalton  
Dorchester  
Dudley  
Fall River  
Fitchburg  
Framingham  
Gloucester  
Great Barrington  
Greenfield  
Haverhill  
Hyannis  
Hyde Park  
Lowell  
Lynn  
Malden  
Marlboro  
Medford  
Milford  
New Bedford  
Newburyport  
Newton  
Newton Centre  
North Adams  
Northampton  
Norwood  
Pittsfield  
Plymouth  
Quincy  
Salem  
Somerville  
Springfield  
Taunton  
Waltham  
Watertown  
Wellesley

## **MICHIGAN**

Adrian  
Alma  
Alpena  
Ann Arbor  
Bad Axe  
Battle Creek  
Bay City  
Benton Harbor  
Birmingham  
Cadillac  
Calumet  
Caro  
Centerline  
Charlevoix  
Cheboygan  
Dearborn  
Detroit  
Escanaba  
Flint  
Gladwin  
Grand Rapids  
Grayling  
Greenville  
Hastings  
Hillsdale  
Holland  
Howell  
Jackson  
Ionia  
Iron Mountain  
Iron River  
Ironwood  
Kalamazoo  
Lansing  
Lapeer  
Ludington  
Marquette  
Mason  
Midland  
Milford  
Monroe  
Mt. Clemens

Mt. Pleasant  
Muskegon  
Newberry  
Niles  
Owosso  
Petosky  
Plymouth  
Port Huron  
Reed City  
Saginaw  
Sault Ste. Marie  
South Haven  
Standish  
Sturgis  
Tawas City  
Three Rivers  
Traverse City  
Wyandotte  
Ypsilanti

## **MINNESOTA**

Aitkin  
Albert Lea  
Alexandria  
Anoka  
Austin  
Bemidji  
Benson  
Brainerd  
Breckenridge  
Crookston  
Detroit Lakes  
Duluth  
Fairmont  
Faribault  
Fergus Falls  
Grand Rapids  
Hastings  
Hibbing  
International Falls  
Jackson  
Lake City  
Little Falls  
Litchfield  
Luverne  
Mankato

Marshall  
Minneapolis  
Montevideo  
Morris  
New Ulm  
Ortonville  
Owatonna  
Park Rapids  
Pine City  
Pipestone  
Preston  
Red Wing  
Redwood Falls  
Rochester  
Springfield  
St. Cloud  
St. James  
St. Paul  
Slayton  
Stillwater  
Thief River Falls  
Tracy  
Virginia  
Wadena  
Willmar  
Windom  
Winona  
Worthington

## **MISSISSIPPI**

Aberdeen  
Belzoni  
Brookhaven  
Clarksdale  
Cleveland  
Columbia  
Columbus  
Corinth  
Greenville  
Greenwood  
Grenada  
Gulfport  
Hattiesburg  
Indianola  
Jackson  
Laurel  
Louisville

Meridian  
Natchez  
Philadelphia  
Picayune  
Tupelo  
Vicksburg  
Yazoo City  
**MISSOURI**  
Bethany  
Bolivar  
Boonville  
Brookfield  
Butler  
Cameron  
Cape Girardeau  
Carrollton  
Caruthersville  
Chillicothe  
Clayton  
Clinton  
Columbia  
Excelsior Springs  
Flat River  
Fulton  
Hannibal  
Independence  
Jefferson City  
Joplin  
Kansas City  
Kennett  
Kirksville  
Lebanon  
Macon  
Marshall  
Maryville  
Mexico  
Moberly  
Neosho  
Nevada  
Popular Bluff  
Rolla  
St. Charles  
St. Joseph  
St. Louis  
Sedalia  
Sikeston





## **MISSOURI (Cont'd)**

Springfield  
Tarkio  
Trenton  
Troy  
Union  
Unionville  
Warrensburg  
Washington  
West Plains

## **MONTANA**

Anaconda  
Billings  
Bozeman  
Butte  
Chateau  
Cut Bank  
Deer Lodge  
Dillon  
Glasgow  
Glendive  
Great Falls  
Hamilton  
Harlowton  
Havre  
Helena  
Kalispell  
Lewiston  
Libby  
Livingston  
Malta  
Miles City  
Missoula  
Plentywood  
Sidney

## **NEBRASKA**

Alliance  
Auburn  
Beatrice  
Broken Bow  
Chadron  
Columbus  
Falls City  
Fairbury

Fremont  
Grand Island  
Hastings  
Holdredge  
Imperial  
Kearney  
Lexington  
Lincoln  
McCook  
Nebraska City  
Norfolk  
North Platte  
Ogallala  
Omaha  
O'Neill  
Plainview  
Schuyler  
Scottsbluff  
Sidney  
Valentine  
Wayne  
York

## **NEVADA**

Elko  
Ely  
Las Vegas  
Reno

## **NEW**

### **HAMPSHIRE**

Berlin  
Colebrook  
Concord  
Conway  
Dover  
Holderness  
Keene  
Laconia  
Manchester  
Nashua  
Portsmouth  
Rochester

## **NEW JERSEY**

Asbury Park  
Atlantic City  
Bound Brook

Bridgeton  
Burlington  
Camden  
Dover  
Elizabeth  
Englewood  
Flemington  
Freehold  
Hackensack  
Hackettstown  
Hammonton  
Hillsdale  
Long Branch  
Lyndhurst  
Montclair  
Morristown  
Newark  
New Brunswick  
Newton  
Ocean City  
Passaic  
Paterson  
Perth Amboy  
Pitman  
Plainfield  
Princeton  
Rahway  
Red Bank  
Ridgewood  
Salem  
South Orange  
Summit  
Toms River  
Trenton  
Union City  
Vineland  
Wildwood

## **NEW MEXICO**

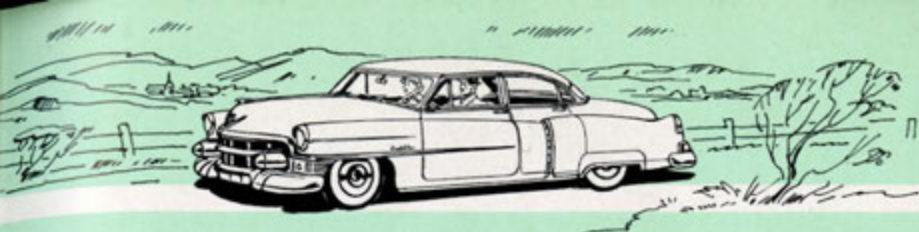
Albuquerque  
Artesia  
Carlsbad  
Clovis  
Deming  
Farmington  
Gallup

Hobbs  
Las Cruces  
Las Vegas  
Raton  
Roswell  
Silver City  
Tucumcari

## **NEW YORK**

Albany  
Albion  
Amsterdam  
Auburn  
Batavia  
Bath  
Bay Ridge  
Bay Shore  
Bayside  
Binghamton  
Brewster  
Brockport  
Bronx  
Brooklyn  
Buffalo  
Canandaigua  
Catskill  
Central Valley  
Cooperstown  
Corning  
Dansville  
Delhi  
Dunkirk  
East Aurora  
Freeport  
Geneva  
Glen Cove  
Glens Falls  
Gloversville  
Gowanda  
Great Neck  
Hamburg  
Hempstead  
Herkimer  
Homer  
Hornell  
Horseheads  
Hudson

Huntington  
Ithaca  
Jamaica  
Jamestown  
Kingston  
Lawrence  
LeRoy  
Lockport  
Long Island City  
Madison  
Malone  
Massena  
Medina  
Middletown  
Mount Kisco  
Mount Vernon  
Newark  
Newburgh  
New Rochelle  
New York  
Niagara Falls  
N. Tarrytown  
N. Tonawanda  
Norwich  
Nyack  
Ogdensburg  
Olean  
Oneonta  
Ossining  
Oswego  
Owego  
Patchogue  
Pawling  
Peekskill  
Penn Yan  
Plattsburg  
Poughkeepsie  
Rochester  
Rome  
Salamanca  
Saranac Lake  
Saratoga  
Saratoga Springs  
Schenectady  
Seneca Falls  
Southampton



## NEW YORK (Cont'd)

Staten Island  
Suffern  
Syracuse  
Troy  
Utica  
Watertown  
Wellsville  
Westfield  
White Plains  
Wurtsboro  
Yonkers

## NORTH CAROLINA

Ahaskie  
Albemarle  
Asheboro  
Asheville  
Aulander  
Burlington  
Charlotte  
Clinton  
Dunn  
Durham  
Edenton  
Elizabeth City  
Fayetteville  
Forest City  
Gastonia  
Goldsboro  
Greensboro  
Greenville  
Henderson  
Hendersonville  
Hickory  
High Point  
Jacksonville  
Kinston  
Laurinburg  
Lexington  
Lumberton  
Monroe  
Morganton  
Mount Airy

## New Bern North

Wilkesboro  
Pinehurst  
Pittsboro  
Raleigh  
Reidsville  
Rocky Mount  
Salisbury  
Sanford  
Shelby  
Smithfield  
Williamston  
Wilmington  
Wilson  
Winston-Salem

## NORTH DAKOTA

Beach  
Bismarck  
Devils Lake  
Dickinson  
 Fargo  
Grand Forks  
Harvey  
Jamestown  
Minot  
Rugby  
Valley City  
Williston

## OHIO

Akron  
Alliance  
Ashland  
Ashtabula  
Athens  
Bellefontaine  
Bellevue  
Bowling Green  
Bryan  
Bucyrus  
Cadiz  
Cambridge  
Canton  
Celina

Chillicothe  
Cincinnati  
Circleville  
Cleveland  
Columbus  
Coshocton  
Dayton  
Defiance  
Delaware  
Dover  
E. Liverpool  
Elyria  
Findlay  
Fostoria  
Fremont  
Grafton  
Greenfield  
Greenville  
Hamilton  
Jackson  
Kent  
Kenton  
Lakewood  
Lancaster  
Lima  
Logan  
London  
Lorain  
Loudonville  
Mansfield  
Marietta  
Marion  
Marysville  
Massillon  
Medina  
Middletown  
Mt. Vernon  
Napoleon  
Newark  
New Lexington  
Norwalk  
Painesville  
Paulding  
Piqua  
Pomeroy  
Port Clinton

Portsmouth  
Salem  
Sandusky  
Sidney  
Springfield  
Steubenville  
Tiffin  
Toledo  
Upper Sandusky  
Van Wert  
Warren  
Washington  
Court House  
Wauseon  
Wellington  
Wilmington  
Wooster  
Xenia  
Youngstown  
Zanesville

## OKLAHOMA

Ada  
Altus  
Alva  
Anadarko  
Ardmore  
Bartlesville  
Blackwell  
Chickasha  
Clinton  
Cushing  
Duncan  
Durant  
Elk City  
El Reno  
Enid  
Fairview  
Frederick  
Guthrie  
Guymon  
Hobart  
Holdenville  
Lawton  
McAlester  
Medford

Miami  
Muskogee  
Norman  
Oklahoma City  
Okmulgee  
Pauls Valley  
Pawhuska  
Ponca City  
Seminole  
Shawnee  
Stillwater  
Tulsa  
Wewoka  
Woodward

## OREGON

Astoria  
Baker  
Bend  
Burns  
Coos Bay  
Corvallis  
Eugene  
Grants Pass  
John Day  
Klamath Falls  
LaGrande  
Lakeview  
Medford  
Newport  
Ontario  
Pendleton  
Portland  
Reedsport  
Roseburg  
Salem  
The Dalles  
Tillamook

## PENNSYL- VANIA

Allentown  
Altoona  
Ambridge  
Ardmore  
Ashland  
Beaver Falls



**PENNSYLVANIA  
(Cont'd)**

Bedford  
Berwick  
Bethlehem  
Blairsville  
Bloomsburg  
Brackenridge  
Bradford  
Bristol  
Brookville  
Butler  
Canonsburg  
Carbondale  
Carlisle  
Chambersburg  
Charleroi  
Chester  
Clarion  
Clearfield  
Coatesville  
Connellsville  
Coudersport  
Cresson  
Donora  
Dormont  
Doylestown  
DuBois  
Easton  
Elizabethtown  
Ephrata  
Erie  
Franklin  
Germantown  
Gettysburg  
Greensburg  
Greenville  
Hanover  
Harrisburg  
Hazleton  
Homestead  
Honesdale  
Huntingdon  
Indiana  
Irwin  
Jenkintown

Johnstown  
Kittanning  
Kutztown  
Lancaster  
Lansdale  
Latrobe  
Lebanon  
Lehighton  
Lewisburg  
Lewistown  
Lock Haven  
McKeesport  
Meadville  
Meyersdale  
Monongahela  
Mt. Carmel  
New Castle  
New Kensington  
Norristown  
Philadelphia  
Phoenixville  
Pittsburgh  
Pottstown  
Punxsutawney  
Quakertown  
Reading  
Ridgway  
Robesonia  
Schuylkill Haven  
Scranton  
Selingsgrove  
Sewickley  
Shamokin  
Sharon  
Sheffield  
Shippensburg  
Somerset  
State College  
Stroudsburg  
Sunbury  
Tamaqua  
Titusville  
Towanda  
Tunkhannock  
Uniontown  
Upper Darby  
Vandergrift

Warren  
Washington  
Waynesboro  
Waynesburg  
Wellsboro  
West Chester  
Wilkes-Barre  
Williamsport  
York

**RHODE ISLAND**

Newport  
Providence  
Warren  
Westerly  
Woonsocket

**SOUTH  
CAROLINA**

Aiken  
Anderson  
Beaufort  
Camden  
Charleston  
Cheraw  
Columbia  
Conway  
Easley  
Florence  
Georgetown  
Greenville  
Greenwood  
Greer  
Hampton  
Hartsville  
Kingstree  
Lancaster  
Laurens  
Mullins  
Newberry  
Orangeburg  
Pierre  
Rock Hill  
Spartanburg  
Sumter

**SOUTH  
DAKOTA**

Aberdeen

Belle Fourche  
Brookings  
Chamberlain  
Deadwood  
Hot Springs  
Huron  
Madison  
Mitchell  
Mobridge  
Rapid City  
Sioux Falls  
Vermillion  
Watertown  
Winner  
Yankton

**TENNESSEE**

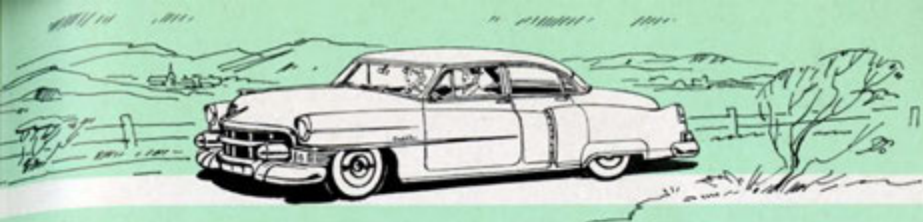
Athens  
Bristol  
Chattanooga  
Clarksville  
Cleveland  
Columbia  
Cookeville  
Covington  
Dyersburg  
Elizabethton  
Greeneville  
Harriman  
Humboldt  
Jackson  
Johnson City  
Kingsport  
Knoxville  
LaFollette  
Lawrenceburg  
Lebanon  
McMinnville  
Memphis  
Morristown  
Murfreesboro  
Nashville  
Paris  
Union City

**TEXAS**

Abilene  
Alice

Alpine  
Alvin  
Amarillo  
Arlington  
Austin  
Ballinger  
Bay City  
Baytown  
Beaumont  
Big Spring  
Bonham  
Borger  
Bowie  
Brady  
Breckenridge  
Brownfield  
Brownsville  
Brownwood  
Bryan  
Carthage  
Center  
Childress  
Clarksville  
Cleburne  
Coleman  
Corpus Christi  
Corsicana  
Dalhart  
Dallas  
Del Rio  
Denison  
Denton  
Eagle Pass  
Eastland  
El Campo  
El Paso  
Ft. Worth  
Gainesville  
Galveston  
Georgetown  
Graham  
Greenville  
Hamilton  
Harlingen  
Hearne  
Henderson  
Hillsboro





## TEXAS (Cont'd)

Houston  
Huntsville  
Jacksonville  
Jasper  
Kermit  
Kerrville  
Kilgore  
Kingsville  
Lamesa  
Lampasas  
Laredo  
Liberty  
Littlefield  
Longview  
Lubbock  
Lufkin  
Marlin  
Marshall  
McAllen  
McCamey  
McKinney  
Mexico  
Midland  
Mineral Wells  
Mt. Pleasant  
Nacogdoches  
Odessa  
Orange  
Ozona  
Palestine  
Pampa  
Paris  
Pecos  
Perryton  
Plainview  
Port Arthur  
Rosenberg  
San Angelo  
San Antonio  
Seymour  
Sherman  
Smithville  
Snyder  
Sonora  
Spur

Stamford  
Stephenville  
Sulphur Springs  
Sweetwater  
Temple  
Terrell  
Tyler  
Vernon  
Victoria  
Waco  
Waxahachie  
Wichita Falls

## UTAH

Brigham  
Cedar City  
Coalville  
Kaysville  
Murray  
Ogden  
Price  
Provo  
Richfield  
St. George  
Salt Lake City  
Tooele  
Tremonton  
Vernal

## VERMONT

Barre  
Bennington  
Brattleboro  
Burlington  
Newport  
Rutland  
St. Albans  
St. Johnsbury  
White River  
Junction

## VIRGINIA

Alexandria  
Charlottesville  
Chase City  
Clifton Forge  
Covington  
Danville

Emporia  
Fredericksburg  
Front Royal  
Galax  
Hampton  
Honaker  
Lexington  
Lynchburg  
Marion  
Martinsville  
Newport News  
Norfolk  
Norton  
Orange  
Pearisburg  
Petersburg  
Portsmouth  
Pulaski  
Radford  
Richmond  
Roanoke  
Staunton  
Suffolk  
Waynesboro  
Williamsburg  
Winchester  
Wytheville

## WASHINGTON

Aberdeen  
Auburn  
Bellingham  
Bremerton  
Centralia  
Colville  
Ellensburg  
Everett  
Gig Harbor  
Longview  
Moses Lake  
Mt. Vernon  
Olympia  
Pasco  
Port Angeles  
Pullman  
Seattle  
Shelton

Spokane  
Tacoma  
Vancouver  
Walla Walla  
Wenatchee  
Yakima

## WEST VIRGINIA

Beckley  
Bluefield  
Charleston  
Clarksburg  
Elkins  
Fairmont  
Huntington  
Keyser  
Logan  
Martinsburg  
Morgantown  
New Martinsville  
Northfork  
Oak Hill  
Parkersburg  
Wheeling  
White Sulphur  
Springs  
Williamson

## WISCONSIN

Antigo  
Appleton  
Ashland  
Baraboo  
Beaver Dam  
Beloit  
Chippewa Falls  
Delavan  
Eau Claire  
Fond du Lac  
Ft. Atkinson  
Green Bay  
Janesville  
Kenosha  
LaCrosse  
Ladysmith  
Lancaster

Madison  
Manitowac  
Marinette  
Marshfield  
Menasha  
Merrill  
Milwaukee  
Mineral Point  
Mondovi  
Monroe  
Oshkosh  
Park Falls  
Plymouth  
Portage  
Pt. Washington  
Prairie du Chien  
Racine  
Reedsburg  
Rhineland  
Rice Lake  
Richland Center  
River Falls  
Sheboygan  
Sparta  
Stevens Point  
Superior  
Valmy  
Watertown  
Wausau  
West Bend

## WYOMING

Casper  
Cheyenne  
Cody  
Evanston  
Gillette  
Lander  
Laramie  
Lovell  
Lusk  
Rawlins  
Rock Springs  
Sheridan  
Torrington  
Wheatland  
Worland

# YOUR EASY REFERENCE INDEX

	Page		Page
<b>AIR CONDITIONER</b> .....	18	<b>LOCKS:</b>	
<b>BRAKES:</b>		Door Locks .....	14
Hand Brake .....	7	Hood Lock .....	12
Hand Brake Warning Light .....	14	Ignition Lock .....	3
<b>CIGAR LIGHTER</b> .....	8	Luggage Compartment Lock .....	15
<b>CLOCK</b> .....	10	<b>LUBRICATION:</b>	
<b>COOLING SYSTEM:</b>		Chassis .....	31
Anti-Freeze .....	26	Cold Weather .....	29
Inhibitor .....	27	Engine Oils .....	28, 29
Radiator Filler Cap .....	33	Hydra-Matic Fluid .....	30
<b>DRIVER'S SEAT:</b>		Oil Filter .....	31
Adjustment (Hydro-Lectric) .....	36	Oil Level .....	30
(Manual) .....	6	Rear Axle .....	31
<b>ENGINE BREAK-IN</b> .....	26	Synchro-Mesh Transmission .....	31
<b>FINISH (Care of):</b>		<b>PARKING:</b>	
Blue Coral Treatment .....	25	Parking Lights .....	5
Chrome Plating Care .....	25	Safety On Hills .....	21
Fog Lights .....	5	<b>POWER STEERING</b> .....	38
<b>FUSES, LOCATION OF</b> .....	9	<b>RADIO CONTROLS:</b>	
<b>GASOLINE:</b>		Signal-Seeking, Pre-Selector .....	10, 11
Gauge .....	14	Signal-Seeking .....	12
Octane Rating .....	32	<b>REAR-VIEW MIRROR</b> .....	12
Tank Capacity .....	32	<b>SAFETY NOTES:</b>	
<b>HEATER:</b>		Anti-Freeze .....	26
Automatic .....	16, 17	Carbon Monoxide .....	49
<b>HYDRA-MATIC:</b>		Filler Cap .....	33
Hydra-Matic Drive .....	19, 20, 21	Hill Parking .....	21
Proper Fluid .....	30	Locks .....	14
<b>HYDRO-LECTRIC SYSTEM:</b>		<b>SERVICE</b>	
Convertible Top .....	36	Authorized Service .....	23
Seat Adjustment .....	36	Identification Card .....	23
Window Regulation .....	35	Owner's Policy .....	22
<b>INSTRUMENTS:</b>		Station Listing .....	40 thru 47
Clock .....	10	<b>STARTING:</b>	
Gasoline Gauge .....	14	Flooded Engine .....	4
Generator Indicator Light .....	14	Hydra-Matic Drive .....	19
Oil Pressure Warning Light .....	13	Ignition Switch .....	3
Speedometer .....	12	Pushing .....	21
Temperature Indicator .....	13	Starter Switch .....	4
<b>LICENSE DATA</b> .....	39	<b>TIRES:</b>	
<b>LIGHTS:</b>		Changing Wheels .....	34
Back-Up Lights .....	15	Interchanging Tires .....	34
Beam Indicator .....	6	Pressures Recommended .....	33
Beam Selector .....	5	Removing Rear Wheel Shields .....	34
Fog Lights .....	5	White Sidewall Cleaning .....	33
Headlamps .....	5	<b>VENTILATION CONTROL</b> .....	7, 17
Map Lights .....	8	<b>WARRANTIES:</b>	
Parking Lights .....	5	Battery .....	24
Turn Signal .....	4	Manufacturer's .....	21
		Tire .....	24
		<b>WHEELS: (See "Tires")</b>	
		<b>WINDSHIELD WIPERS</b> .....	8

## A SAFETY NOTE

Carbon monoxide poisoning is always present in exhaust gases when any concentration of these gases is present in the air; namely, in a garage, in congested traffic, or when stopped closely behind a vehicle with its motor running. Exhaust gases may have strong odors which normally should give warning of their presence; however, the exhaust gases from some vehicles may not be so noticeable under certain conditions and the senses of various people react differently. Exhaust gases contain a percentage of carbon monoxide which is a poisonous gas that by itself is tasteless, colorless and odorless.





**CADILLAC CARE  
FOR CADILLAC CARS**



**CADILLAC MOTOR DIVISION  
GENERAL MOTORS CORPORATION**

# COLOR COMBINATIONS (Continued)

SERIES 53-60S, 62, 75

## INTERIOR COLORS

### Color Charts For Interior Painted Moldings, Panels and Related Parts

Interior moldings, panels and painted parts are finished in colors to harmonize with the interior trim material color shades. To assist in determining trim color requirements, if the trim color is not known, reference can be made to the trim code chart shown below.

### TRIM CODE COLOR REFERENCE CHART

REFERENCE CHART FOR DETERMINING PAINT COLORS ON INTERIOR PARTS  
FROM THE PAINT CHARTS BY TRIM CODE NO. (CODE NO. IS STAMPED ON  
METAL PLATE ATTACHED TO DASH, UNDER ENGINE HOOD).

#### Style 53-6019X

TRIM CODE NO.	TRIM COLOR
70 .....	Gray
71 .....	Gray
72 .....	Blue
73 .....	Blue
74 .....	Tan
75 .....	Tan
76 .....	Green
77 .....	Green
78 .....	Gray-Export Cars
79 .....	Tan-Export Cars
86 .....	Gray
87 .....	Blue
88 .....	Tan
89 .....	Green

#### Style 53-6219,19X,37,37X

50 .....	Gray
51 .....	Gray
52 .....	Blue
53 .....	Blue
54 .....	Tan
55 .....	Tan
56 .....	Green
57 .....	Green
58 .....	Gray-Export Cars
59 .....	Tan-Export Cars

#### Style 53-6237DX

60 .....	Gray
61 .....	Gray
62 .....	Blue
63 .....	Blue
64 .....	Tan
65 .....	Tan
66 .....	Green
67 .....	Green

#### Style 53-6267X

TRIM CODE NO.	TRIM COLOR
42 .....	Blue & White
43 .....	Blue
45 .....	Tan & Brown
46 .....	Green & White
47 .....	Green
48 .....	Red
49 .....	Black

#### Style 53-6267SX

32 .....	Blue & White
33 .....	Blue
34 .....	Black & White
35 .....	Black
38 .....	Red & White
39 .....	Red

#### Style 53-7523X,33X

80 .....	Gray
81 .....	Gray
82 .....	Blue
83 .....	Blue
84 .....	Tan
85 .....	Tan
90 .....	Gray
91 .....	Gray
92 .....	Blue
93 .....	Blue
94 .....	Tan
95 .....	Tan



**COLOR COMBINATIONS (Continued)**  
**SERIES 53-60S, 62, 75**  
**EXTERIOR COLORS**

<u>BODY AND SHEET METAL</u>					<u>WHEELS</u>	
<u>xComb.</u> <u>Code</u> <u>No.</u>	<u>Color Name</u>	<u>Matching</u> <u>Colors</u> <u>(Dupont)</u>	<u>Original</u> <u>Color No.</u>	<u>Mfgr.</u>	<u>Color Name</u>	<u>Matching</u> <u>Color No.</u>
1	Black	246-2048	{ 253-2313 400	Dupont R & M	{ Black (Standard) Vincennes Red (Optional)	B-94-21090 B-94-3618R
2	Cobalt Blue	1657	P.S. 0259	R & M	{ Cobalt Blue (Standard) Vincennes Red (Optional)	0182-10801 B-94-3618R
3	Forest Green	1626-H	G286-57410	Dupont	{ Forest Green (Standard) Vincennes Red (Optional)	0182-10802 B-94-3618R
4	Emerald Green	1637	G.S. 360	R & M	{ Emerald Green (Standard) Vincennes Red (Optional)	0182-10803 B-94-3618R
5	Tunis Blue	1634	P.S. 0260	R & M	{ Tunis Blue (Standard) Vincennes Red (Optional)	0182-10804 B-94-3618R
6	Phoenix Beige	1334	P.S. 0825	R & M	{ Phoenix Beige (Standard) Vincennes Red (Optional)	0182-10595 B-94-3618R
7	Pastoral Blue	1630	23235	R & M	{ Pastoral Blue (Standard) Vincennes Red (Optional)	094-70984 B-94-3618R
8	Norman Gray	1635	P.S. 0165	R & M	{ Vincennes Red (Standard) Norman Gray (Optional)	B-94-3618R 0182-10806
9	Burgandy Maroon	1338-H	P.S. 663	R & M	{ Burgandy Maroon (Standard) Vincennes Red (Optional)	0182-10596 B-94-3618R
10	Court Gray	1629	021191	R & M	{ Vincennes Red (Standard) Court Gray (Optional)	B-94-3618R 094-71985
12	Crystal Green	1636	G.S. 361	R & M	{ Crystal Green (Standard) Vincennes Red (Optional)	0182-10808 B-94-3618R
13	Gloss Green	1628	023496	R & M	{ Gloss Green (Standard) Vincennes Red (Optional)	094-71986 B-94-3618R
15	Norman Gray (Upper)	1635	P.S. 0165	R & M	{ Vincennes Red (Standard)	B-94-3618R
	Court Gray (Lower)	1629	021191	R & M	{ Court Gray (Optional)	094-71985
16	Gloss Green (Upper)	1628	023496	R & M	{ Emerald Green (Standard)	0182-10803
	Emerald Green (Lower)	1637	G.S. 360	R & M	{ Vincennes Red (Optional)	B-94-3618R
17	Forest Green (Upper)	1626-H	G286-57410	Dupont	{ Gloss Green (Standard)	094-71986
	Gloss Green (Lower)	1628	023496	R & M	{ Vincennes Red (Optional)	B-94-3618R
18	Court Gray (Upper)	1629	021191	R & M	{ Tunis Blue (Standard)	0182-10804
	Tunis Blue (Lower)	1634	P.S. 0260	R & M	{ Vincennes Red (Optional)	B-94-3618R
20	Cobalt Blue (Upper)	1657	P.S. 0259	R & M	{ Pastoral Blue (Standard)	094-71984
	Pastoral Blue (Lower)	1630	23235	R & M	{ Vincennes Red (Optional)	B-94-3618R
22	Artisan Ochre	1627	020709	R & M	{ Artisan Ochre (Standard) Vincennes Red (Optional)	094-71987 B-94-3618R
23	Black (Upper)	246-2048	400	R & M	{ Artisan Ochre (Standard)	094-71987
	Artisan Ochre (Lower)	1627	020709	R & M	{ Vincennes Red (Optional)	B-94-3618R
27	Alpine White	1631	20929	R & M		
28	Azure Blue	1632	23237	R & M		
29	Aztec Red	1633-H	25541	R & M		

Note (x) Color Code Combination will be found stamped on Body Plate on Dash.



# COLOR COMBINATIONS (Continued)

## SERIES 53-60S, 62, 75

### INTERIOR COLOR CHART

INSTRUMENT PANEL, INSTRUMENT PANEL DOOR, DOOR AND QUARTER BELT PANELS,  
ASH TRAY RETRAINER, HORN BUTTON

TRIM COLOR	FACE COLOR	MATCHING COLOR DUPONT	INSERT COLOR For Instrument Panel, Door and Quarter Belt Panel.	MATCHING COLOR DUPONT
1953 Series Except Style 53-6267SX				
Tan	Seville Brown R & M P.S. 0824D (Lacquer) . . . .	1341-H	53-6219,19X,37,37X Canyon Beige R & M P.S. 0826 (Lacquer) . . . . . 53-6237DX,67X. Use Transfer. Tan Stripe Pattern. See Group 33.0001. 53-6019X,7523X,7533X Rear Compart- ment. Use Transfer. Tan Ostrich Pattern. See Group 33.0001. 53-7533. Front Compartment. Use Transfer. Gray Ostrich Pattern. See Group 33.0001.	1290
Gray	Granite Gray R & M P.S. 0152 (Lacquer) . . . . .	1268-H	53-6219,19X,37,37X. Petrel Gray R & M P.S. 0157 (Lacquer) . . . . . 53-6237DX - Use Transfer Gray Stripe Pattern. See Group 33.0001. 53-6019X,7523X,7533X. Use Transfer. Gray Ostrich Pattern. See Group 33.0001.	1270
Blue	Duchess Blue R & M P.S. 0244 (Lacquer) . . . . .	1267	53-6219,19X,37,37X. Aegean Blue R & M P.S. 0254D (Lacquer) . . . . . 53-6237DX,6267X. Use Transfer. Blue Stripe Pattern. See Group 33.0001. 53-6019X,7523X,7533X. Use Transfer Blue Ostrich Pattern. See Group 33.0001.	1638
Green	Balmoral Green R & M G.S. 350 (Lacquer) . . . . .	1340-H	53-6219,19X,37,37X. Highland Green R & M P.S. 0325 (Lacquer) . . . . . 53-6237DX,6267X. Use Transfer. Green Stripe Pattern. See Group 33.0001. 53-6019X. Use Transfer. Green Ostrich Pattern. See Group 33.0001.	1281
Black, Black and White Combination	Black R & M 400 (Lacquer) . . . . .	246-2048	53-6267X. Use Transfer. Gray Stripe Pattern. See Group 33.0001. 53-7533X. Front Compartment. Use Transfer. Gray Ostrich Pattern. See Group 33.0001.	
Red	Romany Red R & M P.S. 25534 (Lacquer) . . . .	1342-R	53-6267X. Use Transfer. Beige Stripe Pattern. See Group 33.0001.	
Blue and White Combination (Leather on Style 53-6267X)	Aegean Blue R & M P.S. 0254D . . . . .	1638	53-6267X. Use Transfer. White and Silver Stripe Pattern. See Group 33.0001.	
Green and White Combination (Leather on Style 53-6267X)	Highland Green R & M P.S. 0325 . . . . .	1281	53-6267X. Use Transfer. White and Silver Stripe Pattern. See Group 33.0001.	
<u>STYLE 53-6267SX</u>				
Blue, Red, Black Red & White, Blue & White, Black & White	Alpine White R & M 20929 (Lacquer) . . . . .	1631	Metallic Insert. See Group 33.0020.	

# COLOR COMBINATIONS (Continued)

## SERIES 53-60S, 62, 75

### INTERIOR COLOR CHART

INSTRUMENT PANEL, INSTRUMENT PANEL DOOR, DOOR AND QUARTER BELT PANELS,  
ASH TRAY RETRAINER, HORN BUTTON

TRIM COLOR	FACE COLOR	MATCHING COLOR DUPONT	INSERT COLOR For Instrument Panel, Door and Quarter Belt Panel.	MATCHING COLOR DUPONT
1953 Series Except Style 53-6267SX				
Tan	Seville Brown R & M P.S. 0824D (Lacquer) . . . .	1341-H	53-6219,19X,37,37X Canyon Beige R & M P.S. 0826 (Lacquer) . . . . . 53-6237DX,67X. Use Transfer. Tan Stripe Pattern. See Group 33.0001. 53-6019X,7523X,7533X Rear Compart- ment. Use Transfer. Tan Ostrich Pattern. See Group 33.0001. 53-7533. Front Compartment. Use Transfer. Gray Ostrich Pattern. See Group 33.0001.	1290
Gray	Granite Gray R & M P.S. 0152 (Lacquer) . . . . .	1268-H	53-6219,19X,37,37X. Petrel Gray R & M P.S. 0157 (Lacquer) . . . . . 53-6237DX - Use Transfer Gray Stripe Pattern. See Group 33.0001. 53-6019X,7523X,7533X. Use Transfer. Gray Ostrich Pattern. See Group 33.0001.	1270
Blue	Duchess Blue R & M P.S. 0244 (Lacquer) . . . . .	1267	53-6219,19X,37,37X. Aegean Blue R & M P.S. 0254D (Lacquer) . . . . . 53-6237DX,6267X. Use Transfer. Blue Stripe Pattern. See Group 33.0001. 53-6019X,7523X,7533X. Use Transfer Blue Ostrich Pattern. See Group 33.0001.	1638
Green	Balmoral Green R & M G.S. 350 (Lacquer) . . . . .	1340-H	53-6219,19X,37,37X. Highland Green R & M P.S. 0325 (Lacquer) . . . . . 53-6237DX,6267X. Use Transfer. Green Stripe Pattern. See Group 33.0001. 53-6019X. Use Transfer. Green Ostrich Pattern. See Group 33.0001.	1281
Black, Black and White Combination	Black R & M 400 (Lacquer) . . . . .	246-2048	53-6267X. Use Transfer. Gray Stripe Pattern. See Group 33.0001. 53-7533X. Front Compartment. Use Transfer. Gray Ostrich Pattern. See Group 33.0001.	
Red	Romany Red R & M P.S. 25534 (Lacquer) . . . .	1342-R	53-6267X. Use Transfer. Beige Stripe Pattern. See Group 33.0001.	
Blue and White Combination (Leather on Style 53-6267X)	Aegean Blue R & M P.S. 0254D . . . . .	1638	53-6267X. Use Transfer. White and Silver Stripe Pattern. See Group 33.0001.	
Green and White Combination (Leather on Style 53-6267X)	Highland Green R & M P.S. 0325 . . . . .	1281	53-6267X. Use Transfer. White and Silver Stripe Pattern. See Group 33.0001.	
STYLE 53-6267SX				
Blue, Red, Black Red & White, Blue & White, Black & White	Alpine White R & M 20929 (Lacquer) . . . . .	1631	Metallic Insert. See Group 33.0020.	



# COLOR COMBINATIONS-INTERIOR (Continued)

SERIES 53 - 60S, 62, 75

## INTERIOR COLOR CHART (Continued)

WINDSHIELD GARNISH MOLDING; WINDOW GARNISH MOLDING,  
FRONT DOOR DIVISION MOLDING

TRIM COLOR	MOLDING COLOR	MATCHING COLOR DUPONT
<u>Series 53-6019X,6237D,6267X,7523X,33X</u>		
Tan .....	Seville Brown R & M P.S. 0824D .....	1341-H
Gray .....	Granite Gray R & M P.S. 0152 .....	1268-H
Blue .....	Duchess Blue R & M P.S. 0244 .....	1267
Green .....	Balmoral Green R & M G.S. 350 .....	1340-H
Black, Black and White .....	Black R & M 400 .....	
Red .....	Romany Red R & M P.S. 25534 .....	1342-R
Blue & White Combination (Leather on Style 53-6267X) .....	Aegean Blue R & M P.S. 0254D .....	1638
Green & White Combination (Leather on Style 53-6267X) .....	Highland Green R & M P.S. 0325 .....	1281
<u>Series 53-6219,19X,37,37X</u>		
Tan .....	Canyon Beige R & M P.S. 0826 .....	1290
Gray .....	Petrel Gray R & M P.S. 0157 .....	1270
Blue .....	Aegean Blue R & M P.S. 0254D .....	1638
Green .....	Highland Green R & M P.S. 0325 .....	1281

## STEERING COLUMN JACKET, COVERS, HORN RING HUB AND SPOKES, TRANSMISSION SHIFTER CARRIER, HYDRAMATIC DIAL RETAINER, SIGNAL SWITCH HOUSING, CLUSTER HOUSING

TRIM COLOR	ENAMEL COLOR	MATCHING LACQUER R & M	MATCHING LACQUER DUPONT
<u>Style 53-6267SX</u>			
Red, Blue, Red & White, Blue & White, Black, Black & White .....	Alpine White R & M 10906 .....	R&M 20929 .....	246-57449
<u>Series 53-60S,62 Except Style 53-6267SX,75</u>			
Tan .....	Seville Brown R & M 10863 .....	R&M P.S. 0824D .....	1341-H
Gray .....	Granite Gray R & M 10155 .....	R&M P.S. 0152 .....	1268-H
Blue .....	Duchess Blue R & M 10252 .....	R&M P.S. 0244 .....	1267
Green .....	Balmoral Green R & M 10353 .....	R&M G.S. 350 .....	1340-H
Red .....	Romany Red R & M 10525 .....	R&M P.S. 25534 .....	1342-R
Black, Black and White ....	Black Dupont B-94-210900 .....	R&M 400 .....	246-2048
Blue & White Combination (Leather Trim on Style 53-6267X) .....	Aegean Blue R & M 10259 .....	R&M P.S. 0254D .....	1638
Green & White Combination (Leather Trim on Style 53-6267X) .....	Highland Green R & M 10354 .....	R&M P.S. 0325 .....	1281



# Cadillac



## COLOR AND FABRIC OPTIONS FOR 1953

### COLOR OPTIONS

NO.	COLOR	WHEELS
1	Black	Black or Vincennes Red
2	Cobalt Blue	Cobalt Blue
3	Forest Green	Forest Green
4	Emerald Green	Emerald Green
5	Tunis Blue	Tunis Blue
6	Phoenix Beige	Phoenix Beige
7	Pastoral Blue	Pastoral Blue
8	Norman Gray	Vincennes Red
9	Burgundy Maroon	Burgundy Maroon
10	Court Gray	Vincennes Red
12	Crystal Green	Crystal Green
13	Gloss Green	Gloss Green
*22	Artisan Ochre	
15	Norman Gray (Upper) Court Gray (Lower)	Vincennes Red
16	Gloss Green (Upper) Emerald Green (Lower)	Emerald Green
17	Forest Green (Upper) Gloss Green (Lower)	Gloss Green
18	Court Gray (Upper) Tunis Blue (Lower)	Tunis Blue
20	Cobalt Blue (Upper) Pastoral Blue (Lower)	Pastoral Blue
**23	Black (Upper) Artisan Ochre (Lower)	Artisan Ochre
27	Alpine White	Chrome Wire
28	Azure Blue	Chrome Wire
29	Aztec Red	Chrome Wire

\*Available only on the Convertible, Coupe de Ville and El Dorado

\*\*Available only on the Coupe de Ville

### FABRIC OPTIONS

#### SERIES 62

**COUPE AND SEDAN.** The interiors feature tufted upholstery of light tones in bedford cord or pattern cloth, with contrasting dark bolsters and trim in broadcloth.

No. 50 Light Gray Bedford Cord  
No. 51 Light Gray Pattern Cloth  
No. 52 Light Blue Bedford Cord  
No. 53 Light Blue Pattern Cloth  
No. 54 Light Tan Bedford Cord  
No. 55 Light Tan Pattern Cloth  
No. 56 Light Green Bedford Cord  
No. 57 Light Green Pattern Cloth

**COUPE DE VILLE.** Combinations of either a nylon tapestry cloth or a "V" and Crest pattern cloth are available with bolsters and trim in contrasting dark leather.

No. 60 Light Gray Pattern Nylon  
No. 61 Light Gray Crest Cloth  
No. 62 Light Blue Pattern Nylon  
No. 63 Light Blue Crest Cloth  
No. 64 Light Tan Pattern Nylon  
No. 65 Light Tan Crest Cloth  
No. 66 Light Green Pattern Nylon  
No. 67 Light Green Crest Cloth

**CONVERTIBLE COUPE.** Interiors are finished entirely in leather and are available in two tone combinations of tan, blue, green, and white or in single tone combinations of black and red.

No. 42 White Leather with Light Blue Metallic Leather  
No. 43 Light Blue Metallic Leather with Dark Blue Leather  
No. 45 Light Tan Metallic Leather with Dark Brown Leather  
No. 46 White Leather with Light Green Metallic Leather  
No. 47 Light Green Metallic Leather with Dark Green Leather  
No. 48 Red Leather  
No. 49 Black Leather

#### CONVERTIBLE COUPE TOP COVERING

No. 3 Blue  
No. 5 Tan  
No. 7 Green  
No. 9 Black

#### SERIES 60 SPECIAL

Upholstered in combinations of light bedford cord, plain broadcloth or a special "V" and Crest pattern cloth, this rich interior is complemented by bolsters and trim of broadcloth in dark tones.

No. 70 Light Gray Bedford Cord  
No. 71 Light Gray Plain Cloth  
No. 72 Light Blue Bedford Cord  
No. 73 Light Blue Plain Cloth  
No. 74 Light Tan Bedford Cord  
No. 75 Light Tan Plain Cloth  
No. 76 Light Green Bedford Cord  
No. 77 Light Green Plain Cloth  
No. 86 Light Gray Crest Cloth  
No. 87 Light Blue Crest Cloth  
No. 88 Light Tan Crest Cloth  
No. 89 Light Green Crest Cloth

#### SERIES 75

Interiors are available in either a rich two tone combination or a luxurious single tone combination.

No. 80 Light Gray Bedford Cord  
No. 81 Light Gray Broadcloth  
No. 82 Light Blue Bedford Cord  
No. 83 Light Blue Broadcloth  
No. 84 Light Tan Bedford Cord  
No. 85 Light Tan Broadcloth  
No. 90 Light Gray Bedford Cord with Dark Gray Plain Cloth  
No. 91 Light Gray Plain Cloth with Dark Gray Plain Cloth  
No. 92 Light Blue Bedford Cord with Dark Blue Plain Cloth  
No. 93 Light Blue Plain Cloth with Dark Blue Plain Cloth  
No. 94 Light Tan Bedford Cord with Dark Brown Plain Cloth  
No. 95 Light Tan Plain Cloth with Dark Brown Plain Cloth

**ELDORADO CONVERTIBLE.** The luxurious interiors of this incomparable model are done in solid tone genuine leather and in rich two tone combinations.

No. 32 Blue Leather with White Leather  
No. 33 Blue Leather  
No. 34 Black Leather with White Leather  
No. 35 Black Leather  
No. 38 Red Leather with White Leather  
No. 39 Red Leather

#### ELDORADO TOP COVERING





**UPHOLSTERY CHART NO. 8**

Series 53-60S, 62, 75

Always use trim (upholstery) chart when ordering yardage upholstery. Suggested list prices on trim material are shown on pages immediately following upholstery charts in group 34.0000. When ordering specify group numbers shown in price list.

Trim Code	Description of Cushion and Back Rest Material	Part No. of Cushion and Back Rest Material	Description of Sidewall Material	Part No. of Sidewall Material
32	Blue Leather . . . . .	42T1353. . . . . 4208458	Blue Leather . . . . .	42T1353. . 4208458
	White Leather . . . . .	41T1353. . . . . 4208457	White Leather . . . . .	41T1353. . 4208457
	Series 53-6267SX			
33	Blue Leather . . . . .	42T1353. . . . . 4208458	Blue Leather . . . . .	42T1353. . 4208458
	Series 53-6267SX			
34	Black Leather . . . . .	44T1353. . . . . 4208460	Black Leather . . . . .	44T1353. . 4208460
	White Leather . . . . .	41T1353. . . . . 4208457	White Leather . . . . .	41T1353. . 4208457
	Series 53-6267SX			
35	Black Leather . . . . .	44T1353. . . . . 4208460	Black Leather . . . . .	44T1353. . 4208460
	Series 53-6267SX			
38	Red Leather . . . . .	43T1353. . . . . 4208459	Red Leather . . . . .	43T1353. . 4208459
	White Leather . . . . .	41T1353. . . . . 4208457		
	Series 53-6267SX			
39	Red Leather . . . . .	43T1353. . . . . 4208459	Red Leather . . . . .	43T1353. . 4208459
	Series 53-6267SX			
42	Light Blue Leather . . . . .	17T1353. . . . . 4206026	Light Blue Leather . . . . .	17T1353. . 4206026
	White Leather . . . . .	41T1353. . . . . 4208457	White Leather . . . . .	41T1353. . 4208457
	Series 53-6267X			
43	Light Blue Leather . . . . .	17T1353. . . . . 4206026	Light Blue Leather . . . . .	17T1353. . 4206026
	Dark Blue Leather . . . . .	7T1353. . . . . 4206017	Dark Blue Leather . . . . .	7T1353. . 4206017
	Series 53-6267X			
45	Light Tan Leather . . . . .	18T1353. . . . . 4206027	Light Tan Leather . . . . .	18T1353. . 4206027
	Dark Brown Leather . . . . .	5T1353. . . . . 4206015	Dark Brown Leather . . . . .	5T1353. . 4206015
	Series 53-6267X			
46	Light Green Leather . . . . .	19T1353. . . . . 4206028	Light Green Leather . . . . .	19T1353. . 4206028
	White Leather . . . . .	41T1353. . . . . 4208457	White Leather . . . . .	41T1353. . 4208457
	Series 53-6267X			
47	Light Green Leather . . . . .	19T1353. . . . . 4206028	Light Green Leather . . . . .	19T1353. . 4206028
	Dark Green Leather . . . . .	6T1353. . . . . 4206016	Dark Green Leather . . . . .	6T1353. . 4206016
	Series 53-6267X			
48	Red Leather . . . . .	15T1353. . . . . 4206024	Red Leather . . . . .	15T1353. . 4206024
	Series 53-6267X			
49	Black Leather . . . . .	51T1350. . . . . 4176177	Black Leather . . . . .	51T1350. . 4176177
	Series 53-6267X			
	Before body No. 4104			
49	Black Leather . . . . .	44T1353. . . . . 4208460	Black Leather . . . . .	44T1353. . 4208460
	Series 53-6267X			
	After body No. 4103			





# UPHOLSTERY

Carpets, Seats, Fabricated Trim

UPHOLSTERY CHART NO. 8 (Cont'd)  
Series 53-60S, 62, 75

Trim Code	Description of Cushion and Back Rest Material	Part No. of Cushion and Back Rest Material	Description of Sidewall Material	Part No. of Sidewall Material	Description of Headlining Material	Part No. of Headlining Material
50	Light Gray Bedford Cord . . . . .	525T153. . . . .	Light Gray Plain Broadcloth . . . . .	327T152. . . . .	Light Gray Cloth . . . . .	600T153 4197235
	Dark Gray Plain Broadcloth . . . . .	326T152. . . . .	Dark Gray Plain Broadcloth . . . . .	328T152. . . . .		
51	Series 53-6219, 19X, 37, 37X . . . . .	526T153. . . . .	Light Gray Plain Broadcloth . . . . .	327T152. . . . .	Light Gray Cloth . . . . .	600T153 4197235
	Light Gray Figured Cloth . . . . .	326T152. . . . .	Dark Gray Plain Broadcloth . . . . .	328T152. . . . .		
52	Series 53-6219, 19X, 37, 37X . . . . .	527T153. . . . .	Light Blue Plain Broadcloth . . . . .	333T152. . . . .	Light Blue Cloth . . . . .	601T153 4197236
	Light Blue Bedford Cord . . . . .	332T152. . . . .	Dark Blue Plain Broadcloth . . . . .	334T152. . . . .		
53	Series 53-6219, 19X, 37, 37X . . . . .	528T153. . . . .	Light Blue Plain Broadcloth . . . . .	333T152. . . . .	Light Blue Cloth . . . . .	601T153. 4197236
	Light Blue Figured Cloth . . . . .	332T152. . . . .	Dark Blue Plain Broadcloth . . . . .	334T152. . . . .		
54	Series 53-6219, 19X, 37, 37X . . . . .	529T153. . . . .	Light Tan Plain Broadcloth . . . . .	338T152. . . . .	Light Tan Cloth . . . . .	602T153 4197237
	Light Tan Bedford Cord . . . . .	337T152. . . . .	Dark Tan Plain Broadcloth . . . . .	339T152. . . . .		
55	Series 53-6219, 19X, 37, 37X . . . . .	530T153. . . . .	Light Tan Plain Broadcloth . . . . .	338T152. . . . .	Light Tan Cloth . . . . .	602T153 4197237
	Light Tan Figured Cloth . . . . .	337T152. . . . .	Dark Tan Plain Broadcloth . . . . .	339T152. . . . .		
56	Series 53-6219, 19X, 37, 37X . . . . .	531T153. . . . .	Light Green Plain Broadcloth . . . . .	344T152. . . . .	Light Green Cloth . . . . .	603T153 4197238
	Light Green Bedford Cord . . . . .	343T152. . . . .	Dark Green Plain Broadcloth . . . . .	345T152. . . . .		
57	Series 53-6219, 19X, 37, 37X . . . . .	532T153. . . . .	Light Green Plain Broadcloth . . . . .	344T152. . . . .	Light Green Cloth . . . . .	603T153 4197238
	Light Green Figured Cloth . . . . .	343T152. . . . .	Dark Green Plain Broadcloth . . . . .	345T152. . . . .		
58	Series 53-6219, 19X, 37, 37X . . . . .	9T1353. . . . .	Light Gray Plain Broadcloth . . . . .	327T152. . . . .	Light Gray Cloth . . . . .	600T153 4197235
	Light Gray Leather . . . . .	14T1353. . . . .	Dark Gray Plain Broadcloth . . . . .	328T152. . . . .		
59	Series 53-6219, 19X (Export) . . . . .	10T1353. . . . .	Light Tan Plain Broadcloth . . . . .	338T152. . . . .	Light Tan Cloth . . . . .	602T153 4197237
	Light Tan Leather . . . . .	5T1353. . . . .	Dark Tan Plain Broadcloth . . . . .	339T152. . . . .		
60	Series 53-6219, 19X (Export) . . . . .	516T153. . . . .	Light Gray Pattern Cloth . . . . .	516T153. . . . .	Light Gray Imit. Leather . . . . .	641T1253 4191784
	Light Gray Pattern Cloth . . . . .	16T1353. . . . .	Dark Gray Pattern Cloth . . . . .	520T153 4197031		
61	Series 53-6237DX . . . . .	520T153. . . . .	Light Gray Pattern Cloth . . . . .	520T153 4197031	Light Gray Imit. Leather . . . . .	641T1253 4191784
	Light Gray Pattern Cloth . . . . .	16T1353. . . . .	Dark Gray Pattern Cloth . . . . .	16T1353. . . . .		
62	Series 53-6237DX . . . . .	517T153. . . . .	Light Blue Pattern Cloth . . . . .	517T153. . . . .	Dark Blue Imit. Leather . . . . .	571T252 4189895
	Light Blue Pattern Cloth . . . . .	7T1353. . . . .	Dark Blue Pattern Cloth . . . . .	7T1353. . . . .		
63	Series 53-6237DX . . . . .	521T153. . . . .	Light Blue Pattern Cloth . . . . .	521T153. . . . .	Dark Blue Imit. Leather . . . . .	571T1252 4189895
	Light Blue Pattern Cloth . . . . .	7T1353. . . . .	Dark Blue Pattern Cloth . . . . .	7T1353. . . . .		
64	Series 53-6237DX . . . . .	518T153. . . . .	Light Tan Pattern Cloth . . . . .	518T153. . . . .	Brown Imit. Leather . . . . .	577T1252 4189896
	Light Tan Pattern Cloth . . . . .	5T1353. . . . .	Brown Pattern Cloth . . . . .	5T1353. . . . .		
65	Series 53-6237DX . . . . .	522T153. . . . .	Light Tan Pattern Cloth . . . . .	522T153. . . . .	Brown Imit. Leather . . . . .	577T1252 4189896
	Light Tan Pattern Cloth . . . . .	5T1353. . . . .	Brown Pattern Cloth . . . . .	5T1353. . . . .		
66	Series 53-6237DX . . . . .	519T153. . . . .	Light Green Pattern Cloth . . . . .	519T153. . . . .	Dark Green Imit. Leather . . . . .	574T1252 4189894
	Light Green Pattern Cloth . . . . .	6T1353. . . . .	Dark Green Pattern Cloth . . . . .	6T1353. . . . .		
67	Series 53-6237DX . . . . .	523T153. . . . .	Light Green Pattern Cloth . . . . .	523T153. . . . .	Dark Green Imit. Leather . . . . .	574T1252 4189894
	Light Green Pattern Cloth . . . . .	6T1353. . . . .	Dark Green Pattern Cloth . . . . .	6T1353. . . . .		





UPHOLSTERY CHART NO. 8 (Cont'd.)  
Series 53-60S, 62, 75

Trim Code	Description of Cushion and Back Rest Material	Part No. of Cushion and Back Rest Material	Description of Sidewall Material	Part No. of Sidewall Material	Description of Headlining Material	Part No. of Headlining Material
70	Light Gray Bedford Cord . . . . .	512T153 . . . . .	Light Gray Plain Broadcloth . . .	272T151 . . . 4183518	Light Gray	273T151 . . . 4183521
	Dark Gray Plain Broadcloth . . . . .	347T152 . . . . .	Dark Gray Plain Broadcloth . . .	348T152 . . . 4186138	Cloth . . . . .	
	Series 53-60S					
71	Light Gray Plain Broadcloth . . . . .	268T151 . . . . .	Light Gray Plain Broadcloth . . .	272T151 . . . 4183518	Light Gray	273T151 . . . 4183521
	Dark Gray Plain Broadcloth . . . . .	347T152 . . . . .	Dark Gray Plain Broadcloth . . .	348T152 . . . 4186138	Cloth . . . . .	
	Series 53-60S					
72	Light Blue Bedford Cord . . . . .	513T153 . . . . .	Light Blue Plain Broadcloth . . .	352T152 . . . 4186144	Light Blue	354T152 . . . 4186146
	Dark Blue Plain Broadcloth . . . . .	351T152 . . . . .	Dark Blue Plain Broadcloth . . .	353T152 . . . 4186145	Cloth . . . . .	
	Series 53-60S					
73	Light Blue Plain Broadcloth . . . . .	350T152 . . . . .	Light Blue Plain Broadcloth . . .	352T152 . . . 4186144	Light Blue	354T152 . . . 4186146
	Dark Blue Plain Broadcloth . . . . .	351T152 . . . . .	Dark Blue Plain Broadcloth . . .	353T152 . . . 4186145	Cloth . . . . .	
	Series 53-60S					
74	Light Tan Bedford Cord . . . . .	514T153 . . . . .	Light Tan Plain Broadcloth . . .	282T151 . . . 4183534	Light Tan	283T151 . . . 4183538
	Dark Tan Plain Bedford . . . . .	355T152 . . . . .	Dark Tan Plain Broadcloth . . .	356T152 . . . 4186150	Cloth . . . . .	
	Series 53-60S					
75	Light Tan Plain Broadcloth . . . . .	278T151 . . . . .	Light Tan Plain Broadcloth . . .	282T151 . . . 4183534	Light Tan	283T151 . . . 4183538
	Dark Tan Plain Broadcloth . . . . .	355T152 . . . . .	Dark Tan Plain Broadcloth . . .	356T152 . . . 4186150	Cloth . . . . .	
	Series 53-60S					
76	Light Green Bedford Cord . . . . .	515T153 . . . . .	Light Green Plain Broadcloth . . .	360T152 . . . 4186156	Light Green	362T152 . . . 4186158
	Dark Green Plain Broadcloth . . . . .	359T152 . . . . .	Dark Green Plain Broadcloth . . .	361T152 . . . 4186157	Cloth . . . . .	
	Series 53-60S					
77	Light Green Plain Broadcloth . . . . .	358T152 . . . . .	Light Green Plain Broadcloth . . .	360T152 . . . 4186156	Light Green	362T152 . . . 4186158
	Dark Green Plain Broadcloth . . . . .	359T152 . . . . .	Dark Green Plain Broadcloth . . .	361T152 . . . 4186157	Cloth . . . . .	
	Series 53-60S					
78	Light Gray Leather . . . . .	9T1353 . . . . .	Light Gray Plain Broadcloth . . .	272T151 . . . 4183518	Light Gray	273T151 . . . 4183521
	Dark Gray Leather . . . . .	14T1353 . . . . .	Dark Gray Plain Broadcloth . . .	348T152 . . . 4186138	Cloth . . . . .	
	Series 53-60S (Export)					
79	Light Tan Leather . . . . .	10T1353 . . . . .	Light Tan Plain Broadcloth . . .	282T151 . . . 4183534	Light Tan	283T151 . . . 4183538
	Brown Leather . . . . .	5T1353 . . . . .	Dark Tan Plain Broadcloth . . .	356T152 . . . 4186150	Cloth . . . . .	
	Series 53-60S (Export)					
80	Light Gray Bedford Cord . . . . .	512T153 . . . . .	Light Gray Plain Broadcloth . . .	268T151 . . . 4183514	Light Gray	273T151 . . . 4183521
	Light Gray Plain Broadcloth . . . . .	268T151 . . . . .			Cloth . . . . .	
	Series 53-75					
81	Light Gray Plain Broadcloth . . . . .	268T151 . . . . .	Light Gray Plain Broadcloth . . .	268T151 . . . 4183514	Light Gray	273T151 . . . 4183521
	Series 53-75					
82	Light Blue Bedford Cord . . . . .	513T153 . . . . .	Light Blue Plain Broadcloth . . .	350T152 . . . 4186142	Light Blue	354T152 . . . 4186146
	Light Blue Plain Broadcloth . . . . .	350T152 . . . . .			Cloth . . . . .	
	Series 53-75					
83	Light Blue Plain Broadcloth . . . . .	350T152 . . . . .	Light Blue Plain Broadcloth . . .	350T152 . . . 4186142	Light Blue	354T152 . . . 4186146
	Series 53-75					
84	Light Tan Bedford Cord . . . . .	514T153 . . . . .	Light Tan Plain Broadcloth . . .	278T151 . . . 4183531	Light Tan	283T151 . . . 4183538
	Light Tan Plain Broadcloth . . . . .	278T151 . . . . .			Cloth . . . . .	
	Series 53-75					
85	Light Tan Plain Broadcloth . . . . .	278T151 . . . . .	Light Tan Plain Broadcloth . . .	278T151 . . . 4183531	Light Tan	283T151 . . . 4183538
	Series 53-75					





# UPHOLSTERY

Carpets, Seats, Fabricated Trim

UPHOLSTERY CHART NO. 8 (Cont'd.)  
Series 53-60S, 62, 75

Trim Code	Description of Cushion and Back Rest Material	Part No. of Cushion and Back Rest Material	Description of Sidewall Material	Part No. of Sidewall Material	Description of Headlining Material		Part No. of Headlining Material
86	Light Gray Pattern Cloth . . . . .	520T153. . . . .	Light Gray Plain Broadcloth . . .	272T151. . . 4183518	Light Gray		
	Dark Gray Plain Broadcloth . . . . .	347T152. . . . .	Dark Gray Plain Broadcloth . . .	348T152. . . 4186138	Cloth. . . . .	273T151. . .	4183521
Series 53-60S							
87	Light Blue Pattern Cloth . . . . .	521T153. . . . .	Light Blue Plain Broadcloth . . .	352T152. . . 4186144	Light Blue		
	Dark Blue Plain Broadcloth . . . . .	351T152. . . . .	Dark Blue Plain Broadcloth . . .	353T152. . . 4186145	Cloth. . . . .	354T152. . .	4186146
Series 53-60S							
88	Light Tan Pattern Cloth . . . . .	522T153. . . . .	Light Tan Plain Broadcloth . . .	282T151. . . 4183534	Light Tan		
	Dark Tan Plain Broadcloth . . . . .	355T152. . . . .	Dark Tan Plain Broadcloth . . .	356T152. . . 4186150	Cloth. . . . .	283T151. . .	4183538
Series 53-60S							
89	Light Green Pattern Cloth . . . . .	523T153. . . . .	Light Green Plain Broadcloth . . .	360T152. . . 4186156	Light Green		
	Dark Green Plain Broadcloth . . . . .	359T152. . . . .	Dark Green Plain Broadcloth . . .	361T152. . . 4186157	Cloth. . . . .	362T152. . .	4186158
Series 53-60S							
90	Light Gray Bedford Cord . . . . .	512T153. . . . .	Light Gray Plain Broadcloth . . .	268T151. . . 4183514	Light Gray		
	Dark Gray Plain Broadcloth . . . . .	347T152. . . . .	Dark Gray Plain Broadcloth . . .	347T152. . . 4186137	Cloth. . . . .	273T151. . .	4183521
Series 53-75							
91	Light Gray Plain Broadcloth . . . . .	268T151. . . . .	Light Gray Plain Broadcloth . . .	268T151. . . 4183514	Light Gray		
	Dark Gray Plain Broadcloth . . . . .	347T152. . . . .	Dark Gray Plain Broadcloth . . .	347T152. . . 4186137	Cloth. . . . .	273T151. . .	4183521
Series 53-75							
92	Light Blue Bedford Cord . . . . .	513T153. . . . .	Light Blue Plain Broadcloth . . .	350T152. . . 4186142	Light Blue		
	Dark Blue Plain Broadcloth . . . . .	351T152. . . . .	Dark Blue Plain Broadcloth . . .	351T152. . . 4186143	Cloth. . . . .	354T152. . .	4186146
Series 53-75							
93	Light Blue Plain Broadcloth . . . . .	350T152. . . . .	Light Blue Plain Broadcloth . . .	350T152. . . 4186142	Light Blue		
	Dark Blue Plain Broadcloth . . . . .	351T152. . . . .	Dark Blue Plain Broadcloth . . .	351T152. . . 4186143	Cloth. . . . .	354T152. . .	4186146
Series 53-75							
94	Light Tan Bedford Cord . . . . .	514T153. . . . .	Light Tan Plain Broadcloth . . .	278T151. . . 4183531	Light Tan		
	Dark Tan Plain Broadcloth . . . . .	355T152. . . . .	Dark Tan Plain Broadcloth . . .	355T152. . . 4186149	Cloth. . . . .	283T151. . .	4183538
Series 53-75							
95	Light Tan Plain Broadcloth . . . . .	278T151. . . . .	Light Tan Plain Broadcloth . . .	278T151. . . 4183531	Light Tan		
	Dark Tan Plain Broadcloth . . . . .	355T152. . . . .	Dark Tan Plain Broadcloth . . .	355T152. . . 4186149	Cloth. . . . .	283T151. . .	4183538
Series 53-75							



# CONVERTIBLE TOPS - ROOF COVERINGS 1953 SERIES CADILLAC PARTS LIST

36.0003

PART NO.	LIST PRICE	GROUP NO. NO. USED	PART NAME AND SERIES	SPECIFICATIONS
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## GROUP 36.0001

### ROOF COVERING MATERIALS SPECIFICATIONS

The following chart may be used as a guide when ordering yardage requirements of top material for local fabrication on convertible coupes.

#### YARDAGE REQUIREMENT

<u>STYLE NO.</u>	<u>OUTSIDE MATERIAL</u>	<u>LINING</u>
53-6267X, 67SX	6 vds.	4-1/2 yds.

#### ROOF COVERING MATERIALS - CONVERTIBLE COUPES

<u>PART NO.</u>	<u>SPECIFICATIONS</u>	<u>STYLE NO.</u>
417 7937	Gray tan - outside material . . . . .	53-6267X
417 7938	Gray tan lining . . . . .	
416 4684	Black - outside material . . . . .	
416 4686	Black Lining . . . . .	
419 0289	Blue - outside material . . . . .	
419 0291	Blue Lining . . . . .	
419 0290	Green - outside material . . . . .	53-6267SX
418 9828	Green Lining . . . . .	
#419 8123	White outside material . . . . .	
#419 7615	Black outside material . . . . .	
416 4686	Black inside material . . . . .	

### 36.0002 TOP COVERING MADE UP, INCLUDING QUARTERS AND BACK CURTAIN

Does not include top frame work, chrome moldings or top boot. The top covering will be made up so far as practical but final fitting and finishing must be done when installing.

Specify engine, style and body number.

NOTE: Includes binding and filler required for deck installation. Less side roof rail pads and interior top finishing pieces.

For complete top retrim also order one Top Interior Finishing Package group 36.0015 which includes side roof rail pads, rear quarter inner trim, stays and miscellaneous trim pieces.

#	1	53-6267X . . . . .	Tan
#	1	53-6267X . . . . .	Black
#	1	53-6267X . . . . .	Blue
#	1	53-6267X . . . . .	Green
#	1	53-6267SX . . . . .	Black
#	1	53-6267SX . . . . .	White

### 36.0003 BACK CURTAIN ASSEMBLY MADE UP. INCLUDES PLASTIC GLASS

Specify engine, style and body number

#	1	53-6267X . . . . .	Tan
#	1	53-6267X . . . . .	Black
#	1	53-6267X . . . . .	Blue
#	1	53-6267X . . . . .	Green
#	1	53-6267SX . . . . .	Black
#	1	53-6267SX . . . . .	White



# CONVERTIBLE TOPS - ROOF COVERINGS 1953 SERIES CADILLAC PARTS LIST



PART NO.	LIST PRICE	GROUP NO. NO. USED	PART NAME AND SERIES	SPECIFICATIONS
36.0004 TOP BOOT OR DUST COVER; FOR USE WHEN TOP IS FOLDED				
Specify engine, style and body number				
1			53-6267X	Tan
1			53-6267X	Black
1			53-6267X	Blue
1			53-6267X	Green
36.0015 PACKAGE, TOP INTERIOR TRIM FINISHING				
NOTE: Consists of side roof rail trim pads, rear quarter inner trim, stays and miscellaneous trim pieces.				
1			53-6267X	Tan
1			53-6267X	Black
1			53-6267X	Blue
1			53-6267X	Green
1			53-6267SX	Black
1			53-6267SX	Tan
36.0020 TRIM ASSEMBLY, FOLDING TOP COMPARTMENT WELL				
1			53-6267X	Tan
1			53-6267X	Black
1			53-6267X	Blue
1			53-6267X	Green
1			53-6267SX	Black
1			53-6267SX	White
36.3840 FOLDING PILLAR ASSEMBLY				
17 7807		1	53-6267X	(*36.4000) RIGHT } w/rear side (*36.4000) LEFT } roof rail (*36.4000) RIGHT } (*36.4000) LEFT }
17 7808		1	53-6267X	
15 2844		1	53-6267SX	
15 2845		1	53-6267SX	
36.3845 BOW, NO. 3				
59 0749		1	53-6267X	
22 0888		1	53-6267SX	
36.3850 SCREW, NO. 3 BOW TO FOLDING PILLAR				
4 1067		2	53-6267X, 67SX	(★36.4278)
36.3870 FRONT ROOF RAIL				
0 2312		1	53-6267X	w/Lock
		1	53-6267SX	
36.3890 REAR FOLDING BOW				
9 8756		1	53-6267X	
		1	53-6267SX	
36.3895 RAIL, REAR ROOF				
0232		1	53-6267SX	
36.3940 BOW, AUXILIARY				
0750		1	53-6267X	No. 2 from front
0228		1	53-6267SX	No. 4 from front
0887		1	53-6267SX	No. 2 from front