

A C C E S S O R Y

*Data Book*



CADILLAC • LA SALLE

This Data Book—giving Complete Information on Cadillac - La Salle Accessories for 1940—has been prepared for the use and convenience of the members of the Cadillac - La Salle Organization.



Prices subject to change without notice.

**Parts and Accessory Merchandising Department  
Cadillac Motor Car Division**

General Motors Sales Corporation  
Detroit, Michigan

# GROUP ACCESSORIES TO

## CADILLAC WHEEL DISCS

Part No.	Series	\$4.00
3504135	39, 40-60S, 61, 62, 72	Each
3504770	39, 40-75	Installed

... cover the entire wheel inside the rim, replacing hub caps, and mounting the same way. Chrome-plating is exceptionally heavy and emblems are deeply embossed in brilliant color. Only four discs are required per car.

## LA SALLE WHEEL DISC

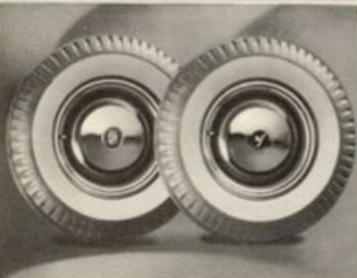
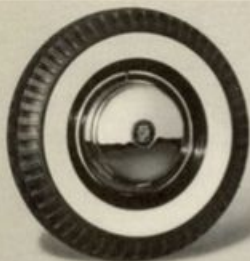
Part No.	Series	\$4.00
3506049	40-50, 52	Each
		Installed

... similar in design and quality to Cadillac Wheel Discs, but different in appearance. They are removed by inserting the sharp end of a special tool provided, between the edge of the disc and wheel, then rocking sideways.

## CADILLAC-LA SALLE TRIM RINGS

Part No.	Series	\$1.50
1413248	39, 40-50, 52, 60S, 61, 62, 72	Each
1416571	39, 40-75	Installed

... are narrow, heavy gauge stainless steel rings that fit inside the wheel rim, adding a decorative touch when discs are not used. A number of spring clips on the under side permanently lock them in place.

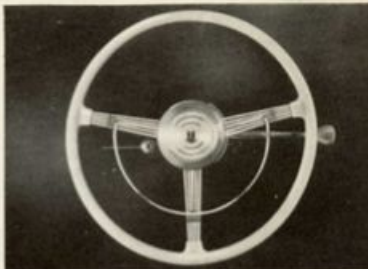


# INDIVIDUALIZE THE CAR

## LA SALLE FLEXIBLE WHEEL

Part No.	Series	\$15.00
1437992—Grey	40-50, 52	Each
1437260—Brown	40-50, 52	Installed

.. is available in two colors to match tan or grey interiors. Unevenly spaced steel spokes provide full instrument visibility and a horn ring permits blowing the horn without removing the hands from the wheel.



## CADILLAC LICENSE FRAMES

Part No.	Series	\$3.00
1437063—Large	All 39, 40	Per
1437064—Small	All 39, 40	Pair Installed

.. are brass, heavily chrome-plated. Two adjustable sizes are available, one for plates over 9" long, the other for shorter plates. The bracket supplied with 39-Series frames is now a part of the cars.



## LA SALLE AUTO. CIGAR LIGHTER

Part No.	Series	\$2.25
1097019	39, 40-50, 52	Installed

.. does not have to be held in while the element is heating. It is only necessary to depress the lighter to its heating position. When fully heated, it snaps out with a click. Standard on Cadillacs.

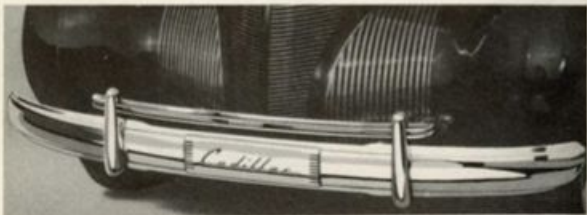




### CADILLAC GRILLE GUARD

Part No. 1438171 .....	Series 40-50 & 52 .....	} \$10.00 Installed
1438165 .....	Series 40-60S, 62, 72, 75 & 90 .....	

The Cadillac Grille Guard consists of two special bumper guards fitted with two flat spring steel crossbars, mounted higher above the bumper to protect the radiator grille. A third smaller upright guard is mounted in the middle of the crossbars to provide additional protection. Smart appearing, it harmonizes excellently with the lines of both Cadillacs and LaSalles.



### CADILLAC GRILLE GUARD

Part No. 1434913 .....	All 39, 38 & 37 Series .....	\$9.50 Installed
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The Grille Guard for past model cars has the same type of crossbars and bumper guards as the 40-Series guard, but has a spacer instead of a guard in the center.

# CADILLAC-LA SALLE ACCESSORY GROUPS

## A—CADILLAC

5 or 6 Wheel \$29.00

4 Wheel Discs

License Frames

Grille Guard

## B—LA SALLE

5-Wheel \$27.75

Flexible Wheel

Automatic Lighter

License Frames

5 Trim Rings

## B6—LA SALLE

6-Wheel \$29.25

Flexible Wheel

Automatic Lighter

License Frames

6 Trim Rings

## C—LA SALLE

5-Wheel \$37.75

Flexible Wheel

Automatic Lighter

License Frames

5 Trim Rings

Grille Guard

## C6—LA SALLE

6-Wheel \$39.25

Flexible Wheel

Automatic Lighter

License Frames

6 Trim Rings

Grille Guard

## D—LA SALLE

5 or 6-Wheel \$36.25

Flexible Wheel

Automatic Lighter

License Frames

4 Wheel Discs

## E—LA SALLE

5 or 6-Wheel \$46.25

Flexible Wheel

Automatic Lighter

License Frames

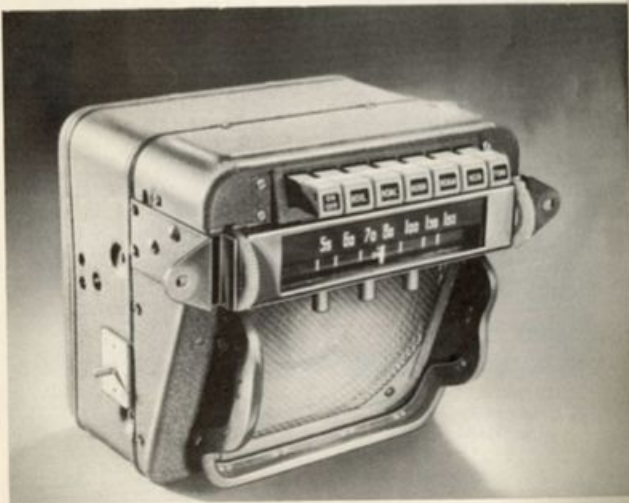
4 Wheel Discs

Grille Guard

# CADILLAC RADIOS AND

Dependability under all conditions has been the objective in developing the new 1940 Cadillac Automatic Radio. This has been accomplished by simplification of mechanical and electrical design. The set is so compact that it can be installed behind the instrument panel center grille in a very few moments without disturbing any other units on the car, and in addition, the chassis is readily accessible for servicing.

Automatic tuning is provided for five pre-selected stations by a simple mechanical motor operating the manual tuning unit. Each station button covers the complete tuning range, and any station desired can be set up on any button. To change from automatic tuning to manual tuning, it is only necessary to rotate the manual control disc until the desired station is reached.







The seven buttons in the push button assembly include all the controls normally used to operate the radio. From left to right, the first button is a ratchet on-off switch. Depressing once will turn the radio on, depressing the button again will turn it off. A special warning light in the center of the dial glows red when the radio is on for positive indication. The center five buttons are station selectors, and the seventh button is the tone control. It is also a ratchet switch with three settings -- treble, medium and bass. Repeated depressing of the button changes the tone adjustment in sequence from treble to medium to bass, to treble, etc.

Unusually rich, natural tone is obtained through use of an improved 8-inch permanent magnet dynamic speaker and an automatic tone compensator. The speaker which is an integral part of the set, is located just behind the instrument panel where the sound is distributed evenly throughout the car. Automatic tone compensation, which increases the high note reproduction when the volume control is adjusted for high volume at high speeds, is a new innovation in the 1940 Cadillac Automatic Radio and greatly improves intelligibility under severe conditions.

Automatic volume control has been retained at the high efficiency of the 1939 series and again, in almost every instance, it is possible to switch from one local station to another without having to readjust the manual volume control.



Since the on-off switch is separate from the manual volume control, the volume setting is not disturbed when the radio is turned on or off. This eliminates any need for touching the manual volume control except to compensate for the weaker signals of distant stations.

The controls of the 1940 Cadillac Automatic Radio are exceptionally well illuminated for night driving. The radio dial lights and the lights which illuminate the push buttons are turned on and off with the instrument panel lights. The rheostat control of the instrument panel lights also controls the intensity of the radio dial illumination.

Seven tubes are utilized with a non-synchronous vibrator. The current consumption has been reduced over 20%, making the 1940 Cadillac Automatic Radio without doubt one of the most efficient units ever offered the motoring public.

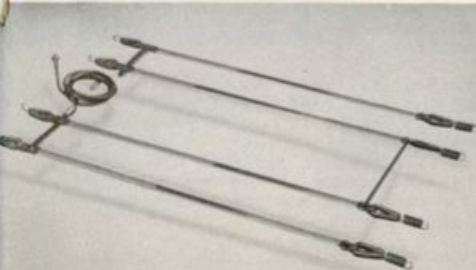
#### AERIALS

The improved 1940 Cadillac Vacuum Aerial for all 40-Series cars has proved under conclusive tests to be the most effective and dependable radio aerial yet developed, and when used in conjunction with the 1940 Cadillac Automatic Radio will assure outstanding performance. Due to its location and the fact that its lead-in is entirely within the body of the car, the Vacuum Aerial is much less susceptible to ignition noise and is particularly free from tire and wheel static.

The Vacuum Aerial is so named because it is raised and lowered by vacuum power obtained from the manifold. A tube running from the windshield wiper to the aerial supplies the vacuum for the system. The aerial rod is in two sections, one sliding within the other. The outside rod is raised or lowered by vacuum and the inside rod is extended manually. The aerial may be extended over 20-inches by vacuum and another 20-inches manually. A button inconspicuously mounted on the bottom flange of the instrument panel on the driver's side operates the aerial. Mounted on the cowl of the left side of the car, the Vacuum Aerial is practically concealed when not in use.

Among the improvements are dual chevron packing seals at the antenna rod to prevent any possibility of water getting inside the aerial, and increased diameter of the vacuum chamber to assure ample vacuum power to operate the antenna under all conditions. Electrical improvements include a new quadruple, tempered spring contact; an extremely rugged lead-in with spun glass insulation, and a new hard chrome finish on the outer rod which assures a constant low resistance connection between the aerial and the contact.

The Under Car Aerial is also available, in addition to the Vacuum Aerial, for 40-72, 75 and 90 cars and is a double unit aerial with two flexible straps under each running board. Rubber insulation on the straps fully protects them from rain or snow. The units are connected to one another by a cross-over lead at the rear. The unit underneath the left running board is connected to the receiver by a heavily shielded lead-in cable.



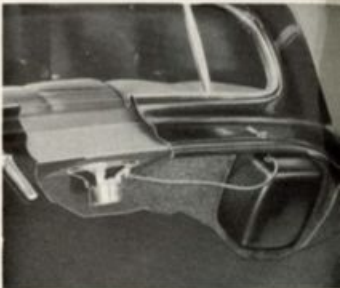
#### REAR COMPARTMENT RADIO

For the first time, Cadillac now provides a rear compartment radio for Series 40-72, 75 and 90 Fleetwood cars equipped with automatic push button tuning. Built to the same high standards as the front compartment radio, the new rear compartment

radio has many of the same innovations and features of construction.

Automatic tuning is provided for six preselected stations and each push button stays depressed while tuned to that station, identifying the station selected. To switch from automatic to manual tuning, it is only necessary to push in and rotate the tuning control knob at the right of the station push buttons to select any desired station.

For compactness, the volume control and the on-off switch have been combined into one control knob at the left of the automatic tuning buttons. When the radio is turned on, the dial and push buttons are illuminated. A two position tone control switch is mounted on the ledge behind the rear seat near the speaker of the radio, where it may be readily adjusted. An 8-inch dynamic speaker is used with an infinite baffle which projects a clear, rich tone through an opening in the rear seat ledge between the rear seat and the back window.



The rear compartment radio is a three-piece unit, with a separate tuning control, speaker and chassis. The tuning control and speaker are connected to the chassis by cables shielded to eliminate any interference noises. The radio chassis is mounted as high as possible on the right side of the luggage compartment where it is out of the way and takes up much less room in the trunk than ever before. The speaker is located just under the middle of the rear seat ledge between the rear seat and back window. In this position, the volume is evenly distributed over the rear compartment and there is no muffling of the tone. The remote tuning mechanism and controls are mounted just above the right-hand arm rest in the rear compartment. Only the attractive dial, push buttons and controls are visible to the passengers.

The Rear Compartment Radio has been especially designed for use with the Under-Car Aerial and cannot be used in conjunction with the Vacuum Aerial. Factory installation of this radio is recommended, because of the special body preparations necessary, but radio kits, including body parts, are of course available for field installation, where Factory installation is not possible.

#### ORDERING SPECIFICATIONS

Part No.	Description	Series	Installed Price
7238350	Front Compartment Radio	All 40-Series (less aerial)	\$62.00
		(including aerial)	69.50
*7239399	Rear Compartment Radio	40-72, 75 and 90 (installed complete, including aerial)	125.00
1436388	Vacuum Aerial	40-50	7.50
1436389	Vacuum Aerial	40-52, 62, 605 and 72	7.50
1436390	Vacuum Aerial	40-75 and 90	7.50
1438437	Under-Car Aerial	40-72	7.50
1433699	Under-Car Aerial	40-75 and 90	7.50

\*Special body kits are included in installed price, but must be ordered separately. See Master Accessory Price List.

## HEATERS FOR 1940

Three different types of defrosting heaters are available for 1940. An outstanding new Dual Ventilating Defrosting Heater for all 1940 Series closed body styles leads the group with entirely new innovations and features of design. A Ventilating Defrosting Heater and a Defrosting Heater with three-speed reversible motors are also available for all 1940 and previous models.

### DUAL VENTILATING DEFROSTING HEATER

The Dual Ventilating Defrosting Heater is new in principle and incorporates many revolutionary features in car heating. It is not just a heater as has been thought of in the past, but is a complete winter air conditioning system, providing healthful, home-like warmth for the entire car -- both front and rear compartments. The system includes two heating units mounted on the car floor under the front seat and a separate





defroster with its own heating core, and fresh air inlet for ventilation, located under the instrument panel.

The two heating units mounted underneath the front seat blow heated air in equal proportions forward to the front compartment and rearward to the rear compartment, uniformly heating all parts of the car. The two underseat heaters are of the recirculating type and are individually controlled.

The two heating units are securely mounted to the floor pan, side by side, by four bolts. Special provision has been incorporated in the front seats for all 40-Series cars to provide for their installation. A 2-inch space between the bottom of the front seat and the floor permits an unrestricted flow of air both to and from the heaters. On Series 72, 75 and 90 cars special ducts with grilles covering their openings into the rear compartment have been built into the front seat on the Fleetwood bodies for this heating system so that ample heating is assured even in the rear compartments of Limousines and Imperial Sedans when the dividing glass partition is closed.



The ventilating-defrosting unit is mounted on the right side of the dash beneath the instrument panel. Ventilation is provided by fresh outside air drawn through an inlet mounted on the right side of the body similar to the 1939 Series ventilator. The most efficient defrosting yet obtained is provided by the generous heating core and separate blower in the ventilating defrosting unit. Ventilating or "air conditioning" is obtained by drawing fresh air from outside the

car, greatly improving winter driving comfort and pleasure. The cool, fresh air blown on the windshield mixes with the warm air and creates an especially healthful and invigorating atmosphere at the breathing level, doing away with that dull, stuffy feeling experienced without this feature. In addition, the fresh air lowers the humidity within the car, practically eliminating window fogging.

Also, the constant introduction of additional air creates a slight pressure within the car body, preventing air from leaking into the body around the doors, sills, windows, etc., thus eliminating drafts.

Both the fresh air inlet and the defroster blower are individually controlled, affording different combinations of ventilation and defrosting. For maximum ventilation, the fresh air inlet damper control is opened and cool, fresh air forced through the defroster assembly and blown on the windshield. When greater defrosting is required, the defroster blower is turned on and air from inside the car is drawn through the heating core of the defroster, mixed with the outside air and heated freshened air is blown upon the windshield. For maximum defrosting or "de-icing," the fresh air damper can be closed and only hot air directed at the windshield. When operated at high speed and with the fresh air damper closed, the most effective defrosting ever developed is available for any contingency.

All of the switches for the Dual Ventilating Defrosting Heater are mounted in one control unit located at the left of the instrument panel. Three toggle switches and a lever make up this control unit. From left to right, the first switch controls the left heater, the second switch the right heater, and the third switch controls the defroster. For all switches, the upper position is maximum motor speed or heating, the lower position is low speed, while the center position is "off". When the fresh air control lever is to the left, the valve is open and fresh



air is taken into the car. Moving the fresh air control lever to the right closes the valve and no fresh air is taken into the car. This control unit is chrome-plated for attractive appearance and harmonizes well with the rest of the instrument panel.

The Dual Ventilating Defrosting Heater is priced at \$48.50 installed complete on Series 40-50, 52, 62, 60S cars, and \$52.50 on Fleetwood Series 72, 75, 90 cars. It can be installed on all 40 Series models except coupes, convertibles, and Series 50 and 62 cars equipped with fenderwells.

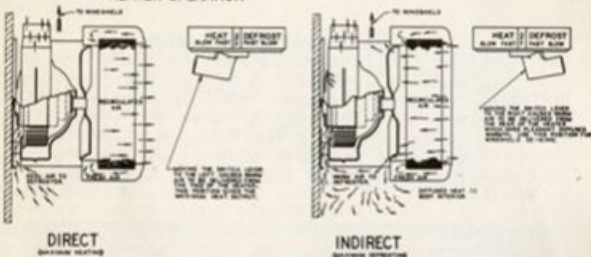
#### VENTILATING DEFROSTING HEATER

The Cadillac Ventilating Defrosting Heater is the most outstanding combination heater-defroster on the market today. Combined into one integral compact unit that is mounted under the right side of the instrument panel, the Cadillac Ventilating Defrosting Heater provides both direct and indirect heating, fresh air ventilation and maximum defrosting.



Direct and indirect heating is accomplished by utilizing a reversible motor. In direct heating, hot air is blown out of the face of the heater in the conventional manner, and normal defrosting is obtained. In indirect heating, the motor is reversed, and air is drawn in through the face of the heater and blown out the sides, top and bottom. In this position, the heat is diffused

#### HEATER OPERATION



throughout the car body without any strong, concentrated blasts, providing healthful home-like heating. In addition, in the indirect position maximum defrosting is obtained, almost doubling the effectiveness of previous defrosters.

The ventilating feature of this heating system has principally the same features of design and construction as the Dual Ventilating Defrosting Heater, having an inconspicuous fresh air inlet connected to the defrosting assembly with a damper control. The air inlet damper control,



however, is mounted on the inlet pipe. The Ventilating Defrosting Heater switch is located at the left of the instrument panel, readily accessible to the driver. The switch has six positions: high, medium and low speeds for direct heating, and high, medium and low speeds for indirect heating. The switch is an attractive plastic moulding and is illuminated. The Ventilating Defrosting Heater is available for all 1940 and 1939 Series Cadillacs and La Salles, except fenderwell equipped cars of the 40-50 and 62 Series, and is priced at \$31.50 installed.

#### **DEFROSTING HEATER**

For sections where maximum heating and defrosting is not required, the Cadillac Defrosting Heater, without ventilating heating, is available for 1940 and previous model Cadillac and La Salle cars. This unit is built to the same high standards of quality and is similar to the Ventilating Defrosting Heater except it does not have the ventilating attachments. Its inner construction is also modified accordingly. The assembly complete with defroster, mounting attachments and illuminated switch is priced at \$26.50 installed.



#### REAR COMPARTMENT HEATER

For rear compartment heating of 1939 Fleetwood Cadillacs, Series 75 and 90, the Cadillac Rear Compartment Heater is available. Mounted beneath the rear compartment floor, with the register at floor level, the installation is neat and unobtrusive. A two-speed switch controls heat output. It is designed to be used in conjunction with the front compartment Ventilating Defrosting Heater. The unit is priced at \$32.50 installed.

#### ORDERING SPECIFICATIONS

Part No.	Description	Series	Installed Price
3113807	Dual Ventilating Defrosting Heater	*40-50, 52, 62 & 605	\$48.50
3114227	Dual Ventilating Defrosting Heater	40-72	52.50
3113810	Dual Ventilating Defrosting Heater	40, 75 & 90	52.50
1437701	Ventilating Defrosting Heater	*40-50, 52, 62, 605, 72 & 75	31.50
1437766	Ventilating Defrosting Heater	40-90	36.50
1428483	Ventilating Defrosting Heater	39-50, 61, 605 & 75	31.50
1428484	Ventilating Defrosting Heater	39-90	36.50
1437350	Defrosting Heater	40-50, 52, 62, 605, 72 & 75	26.50
1434509	Defrosting Heater	39-50, 61, 605 & 75	26.50
1435266	Rear Compartment Heater	38, 39-75 & 90	32.50

\*Ventilating attachment cannot be installed on Series 40-50 and 62 cars equipped with fenderwells.

## OUTSIDE REAR VIEW MIRROR

Part No. 1425809

All Series

\$4.50 Installed

The Cadillac Outside Rear View Mirror enables the driver to see the left rear corner of the car -- normally a blind area. This is advantageous under all driving conditions, but is particularly helpful when stopping or pulling away from the curb

The large 4-1/2-inch diameter mirror face affords a clear view of objects in the blind area. All parts are chrome-plated to match the exterior fittings of the car. A special design joint between the mirror and the head, and copper-plating on the silvered surface of the mirror and the backing plate, assures complete protection against water seepage and condensation. The mirror may be held in position by two bolts, or by a concealed clamp which does not require drilling holes in the door. It is recommended that for permanent mounting the mirror be bolted on instead of clamped.



## FOG LIGHTS

Part No. 1436322 (Amber Lens) All Series ..... }  
1436323 (Clear Lens) All Series ..... }

\$14.50  
Pair  
Installed

Cadillac Fog or Adverse Weather Lights are especially designed to increase visibility under bad weather conditions such as fog, snow or rain. The light rays from the amber prismatic lens of Cadillac Fog Lights are not reflected back into the driver's eyes by fog or mist as normal white light rays are, but seem to pass through the fog and illuminate the roadway. Actually the amber rays prevent this "curtain" of reflected light permitting the driver to see through the fog, the objects illuminated by the lights.



The Fog Lights are connected into the head lamp system of the car so that for maximum illumination under severe conditions, the head lights can be turned off. The tail lights and instrument board lights are turned on when the Fog Lights are on, regardless of the head lights being on, permitting operation of the car with the Fog Lights only.

Cadillac Fog Lights are also available with clear fluted lens. With the clear lens the Fog Lights provide excellent auxiliary lighting for highway driving.



## NoROL

Part No. 1438270	Series 40-50, 52, 62 & 72	\$11.00 installed
1434435	Series 40-60S, 39-60S; 38-60S	\$12.50 installed
1434443	Series 40-75, 90; 39-75, 90; 38-65, 75, 90	\$13.50 installed
1434434	Series 39-50, 61	\$11.00 installed
1434424	Series 38-50, 60; 37-50 & 60	\$11.00 installed

The Cadillac NoRol is a new device, introduced in 1939, which greatly simplifies starting the car after it has been stopped on an upward grade. It permits holding the car on an incline without keeping a foot on the brake pedal or using the emergency brake. The NoRol is helpful to experienced and new drivers alike, as it eliminates the awkwardness of trying to operate the brake pedal and accelerator simultaneously. After the car has been stopped on an upward incline with the clutch pedal depressed, the NoRol will hold whatever braking pressure was applied by the brake pedal without having to keep a foot on the brake, as long as the clutch is kept disengaged.



The NoRol is simple and infallible in its operation, being merely an arrangement of valves to seal the brake fluid in the brake lines and maintain the braking pressure without keeping the brake pedal depressed. These valves are located in a housing which is connected to the master brake line close to the master cylinder, and under specific conditions prevents the brake fluid from returning through the housing to the master cylinder.

The NoRol functions only when two conditions are present simultaneously —

1. When the car is on an incline.
2. When the clutch is disengaged.

An ordinary movable steel ball is used to seal the brake fluid in the lines when the car is on an incline. This ball runs on a track with a two degree forward angle so that it will not



## SPOT LIGHT

Part No.	Description	Series	} Price \$18.50 Installed Complete
1437357	Spot Light	All Series	
1434072	Bracket	40-50; 39-50 & 61	
1426976	Bracket	40-60S; 39-60S	
1437362	Bracket	40-52, 62 & 72	
1426982	Bracket	40-75 & 90; 39-75 & 90	

The Cadillac Spotlight throws a powerful, concentrated beam of light which can be easily directed to almost any angle or elevation by the driver from his normal position in the car. It is particularly valuable for use in illuminating road signs, cross roads and curves. The Cadillac Spotlight is exceptionally powerful. Its beam travels several thousand feet down the road, illuminating objects otherwise not visible.



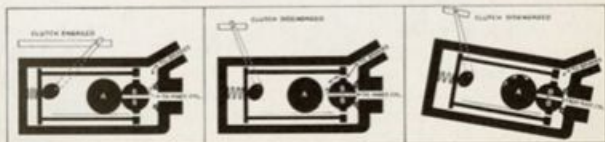
The Spotlight is constructed of heavy gauge brass, chrome-plated. The control knob and switch are made of moulded tenite, colored to match the controls on the instrument panel. The Spotlight proper is the same for all series, but a special mounting bracket is required for various series and body types, as indicated above.

seat unless the car is on an incline of more than two degrees. To prevent this ball from shutting off the brake fluid when the car is on an incline while the clutch is engaged, another valve is included in the system between the movable ball and its seat. This second valve is connected by a linkage to the clutch pedal. Whenever the clutch is engaged, this valve is held away from its seat, preventing the ball from sealing the brake pressure in the lines. When the car is on an incline and the clutch is disengaged, both the ball and the valve connected to the clutch pedal are seated and the braking pressure is sealed in the brake lines.

This operation is shown graphically in the three position sketch below. In the first sketch on the left showing the clutch engaged, and the car on a level, the valve "B" is held away from its seat "C", permitting free passage of the brake fluid from the brakes to the master cylinder, regardless of the position of ball "A".

The middle sketch shows the car still on a level, but with the clutch disengaged. In this position, valve "B" is pressed against seat "C", and unless the car is on an upward incline, ball "A" is away from valve "B" and the brake fluid still has free passage through valve "B".

The third sketch shows the car on an incline with the clutch disengaged, thus satisfying the two conditions necessary for the NoRol to function. When the clutch is disengaged and the car is on an upward incline, gravity rolls ball "A" against valve "B" which is pressed against seat "C", thus holding the brake pressure applied by preventing the return of brake fluid to the master cylinder until the clutch is engaged.

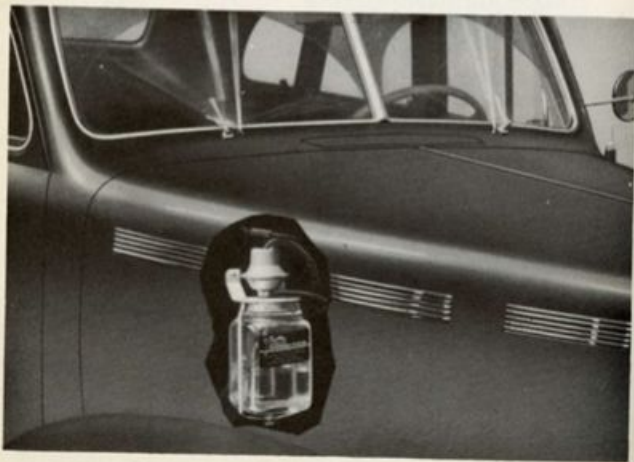


## WINDSHIELD WASHER

Part No. 1434464.....	All Series .....	\$6.50 Installed
1434480.....	Winter Solution .....	.25

The Cadillac Windshield Washer is one of the most important advancements in safety and convenience accessories since the windshield wiper and the stop light were developed. It has been reported by owners everywhere as being indispensable for driving during bad rainy weather. Practically every owner who has had his car equipped with a Windshield Washer will never again be without one because it will clean the windshield free from muddy water, spattered dirt and mud, and even snow and sleet, without stopping the car or moving from the seat behind the wheel. In addition, it can be used to keep ice and sleet from freezing on the windshield in the winter time.

Pressing the control button on the instrument panel sprays the windshield with clean water or anti-freeze solution from tiny nozzles on the



cowl, and operating the windshield wiper will clean the windshield without stopping the car.

The reservoir, which holds two quarts of solution and is mounted on the engine side of the dash, is equipped with a vacuum pump. When the control button on the instrument panel is depressed a generous supply of solution is drawn out of the reservoir into the hoses leading to the nozzles. When the button is released, the liquid is sprayed out of the nozzles on the cowl close to the windshield wiper brackets, in a wide spray onto the windshield. The amount of liquid sprayed on the windshield is determined by the length of time the button is held depressed.

Plain water is used in the Cadillac Windshield Washer except during cold weather when a special windshield washer anti-freeze solution should be used in the water to prevent freezing. Only the Winter Solution furnished by the factory should be used.



## SEAT COVERS

Cadillac Sea-Breeze Seat Covers contribute much to driving comfort. By shielding passengers from hot seat cushions, they add a great deal to the pleasure of driving in hot weather. Further, they protect seat cushions and upholstery from the dirt and grit that get into the car both winter and summer. Then, too, they protect light summer clothing from soiled upholstery.

Cadillac Seat Covers are fabricated of a tightly woven rice paper fabric that is heat and wear resisting. Carefully tailored to give a smart custom-made appearance, Cadillac Seat Covers are finished in a pleasing red and tan weave for 1940 Series, and a darker grey and brown weave for 1939 and previous models. Both materials harmonize well with all colors and types of upholstery. Other features of construction of Cadillac Sea-Breeze Seat Covers include double stitching at all seams for extra strength and leatherette piping sewed to the junctions of the Sea-Breeze fabric and the cloth mounting material.

Seat Covers are priced at \$8.25 per seat installed and are available for all 38, 39 and 40 body styles. Detailed ordering specifications are included in the Master Accessory Price List.



## COOL CUSHION

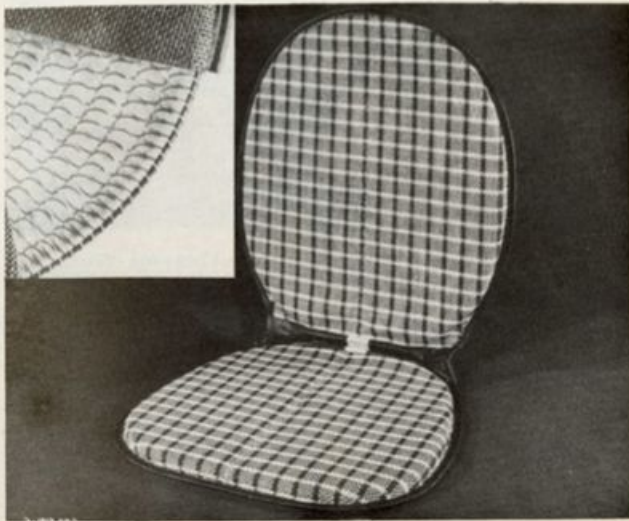
Part No. 1429745

All Series

\$2.95

The Cadillac Cool Cushion is a scientifically designed individual seat pad which cools during hot weather by permitting ventilation between the passenger's body and the car seat. It is constructed of large, yet soft and resilient, coil springs which are enclosed in a loosely woven rice paper fabric covering that permits easy entrance and exit of air.

Each movement of the passenger in the car circulates air around the inside of the cushion. The springs compress under the weight of the passenger to make the cushion form fitting for every person, yet do not shut off the cooling circulation of air.





## AUTOMATIC BATTERY FILLER

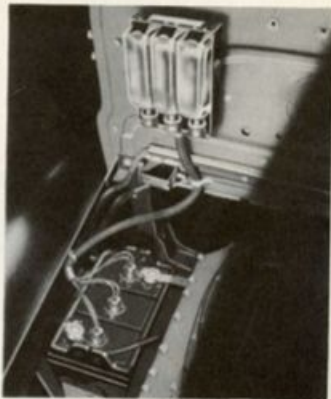
Part No. 1438450

All Series

\$7.50 Installed

The Cadillac Automatic Battery Filler is another important invention which increases driving safety, convenience and economy. The Battery Filler maintains the correct water level in the battery at all times, eliminating frequent checking. It lengthens battery life, and reduces the number of rechargings required. It can now be installed on all series Cadillac and La Salle cars.

The Automatic Battery Filler consists of three small reservoirs filled with distilled water and mounted in a rattle-proof case on the engine side of the dash. Hoses connect each reservoir with the filler opening in each of the three battery cells. When the solution in any one cell becomes low, valves in the special filler cap automatically supply just the right amount of solution.



The reservoir bottles contain sufficient fluid for 6,000 to 8,000 miles of normal driving.

Two precautions should be observed when installing the Battery Filler. The special battery plugs should be inserted in the battery until they almost touch the top of the plates. Also when a Battery Filler is installed in cold weather, a small amount of battery acid should be put in the reservoirs to prevent freezing before the water has circulated through the battery.



## SCUFF PADS

Part No.	Series	\$4.50
1438356—Grey	All 40-Series	Per
1438357—Brown	All 40-Series	Pair
		Installed

Cadillac Scuff Pads protect the upholstery on the lower door sill from scuff and kick marks. For the 1940 Cadillac and La Salle, Scuff Pads are made of strong composition board covered with either grey or brown carpet, identical to the floor carpets. The carpet is stitched to the board and neatly bound with leatherette piping.

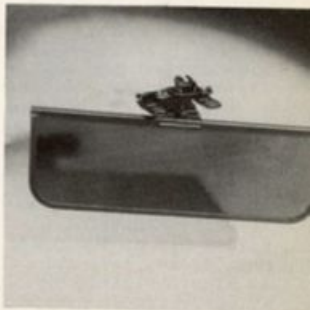
Scuff pads of composition board without the carpet covering are available for past model cars at \$1.50 per pair.



## GLARE SHIELD

Part No.	\$1.50
1427683	Installed

The Cadillac Glare Shield lessens driving fatigue on sunny days by reducing the intensity of the light in the the driver's eyes in the same manner as sun glasses. The shield, made of pyrolin, has a swivel clamp which snaps on the sun visor, permitting a wide range of useful positions.



## MOTOR ROBES

Part No.	Description	List Price
1435742	Brown Double Alpaca Robe	\$30.00
1435743	Gray Double Alpaca Robe	30.00
1435745	Gray Alpaca and Plush Robe	30.00
1435744	Brown Alpaca and Plush Robe	30.00
1435746	Fleetwood Robe	50.00
	Pillow to match Fleetwood Robe	8.00
	Monogram to match Fleetwood Robe	5.50

Cadillac has available three motor robes. All three robes are of the finest quality and are equally soft and durable, as well as warm and wind-proof, but they are made of different materials designed to meet different requirements and preferences.

The Double Alpaca Motor Robe is made of fine imported Alpaca pile. For an all purpose robe, the Double Alpaca cannot be surpassed as it is equally at home on the way to a formal party or at a foot ball or hockey game. The Double Alpaca Robe is available in either gray or brown shades, one side light and the other dark.



The Alpaca and Crushed Silk Plush Motor Robe has the familiar high-quality Alpaca on one side and crushed silk plush on the other. This large robe measures 52" by 70" -- the same as the Double Alpaca -- and is exceptionally beautiful. Reversible as the owner may desire, this robe is also available in either brown or gray.



The Cadillac Fleetwood Robe is the last word in a luxurious motor robe. It is especially suited to Limousine and Imperial body styles as it is custom made of the same material as the car upholstery and lined with either Alpaca or crushed plush as desired. Measuring 52" by 70" also, it is generous in size to cover three persons.

Monograms are available for Fleetwood Robes in any of the four styles illustrated at \$5.50 list extra. When ordering, be sure to specify the style number of the monogram and the order in which the initials are to appear on the robe.

In monogram style Nos. 78, 79, 81, the initial of the last name is always in the center. If a man's name was Albert H. Jones, his monogram would be AJH. When ordering, the initials must be shown in the order in which they should appear in the monogram.

Pillows of the same upholstery material matching the robe and the car to further set off the Fleetwood Robe are also available at \$8.00.



# LUGGAGE

Part No. 1429990 .....	Aerolite Case .....	\$18.50
1429989 .....	Sport Bag .....	15.00

## AEROLITE CASE

The Cadillac Aerolite Case is "made to order" for carrying sports equipment, or for use on week-end trips. Although small and light for convenience in handling, it is exceedingly roomy. The Aerolite Case is really a "junior gladstone", having ample room for two or three shirts, pajamas, sox, underclothing and other accessories as

well as a toilet kit. Two special compartments for small items and a separating partition make everything available without rummaging through the whole case. Protection against tampering is assured by a zipper opening fitted with a lock. It is of finest top grain cowhide, tanned to a rich shade of russet brown.



## SPORT BAG

The Sport Bag is especially designed for rough handling at the country club or on sporting trips. Important features of the Sport Bag include new type handles and reinforcements to hold the bag in its correct shape. Its trim and lining are similar to the Aerolite Case and it also has a zipper opening fitted with a lock. Finished in the same deep shade of russet tan, the bag is smart appearing.



## BLUE CORAL

Part No.	Description	List Price
1405636	Blue Coral	\$2.50
1418458	Blue Coral Sealer (Jar)	1.00
1418459	Blue Coral Sealer (Half Pound Can)	2.25

Cadillac Blue Coral is one of the finest restoratives and preservatives on the market. More than just an ordinary cleaner or polish, it removes dirt, tar and traffic film, then burnishes the finish to bring out its natural luster. Because it is free from harsh abrasives and paint solvents, Blue Coral takes a little longer to apply, but does not remove any appreciable amount of the finish. Blue Coral does not actually add a finish to the car, it does however, restore and bring out all of the sheen and luster of the original finish left in the lacquer. It may be used with equally good results on all types of automobile finishes.



Blue Coral Sealer is used to seal the finish after it has been restored with Blue Coral. The sealer is a special preparation which seals the pores of the car finish effectively against the weathering elements. A car protected with a Blue Coral treatment may be washed any number of times without losing its bright, shiny appearance.

## RADIATOR CLEANER & INHIBITOR

Part No. 1435737

Inhibitor

\$ .75

Part No. 1435735

Cleaner and Inhibitor

2.00

Cadillac Cooling System Cleaner, which cleans rust, sludge and scale from the cooling systems of all cars, is a new type of cleaner. It is so effective that it permits elimination of strong and oftentimes harmful reverse flushing of the radiator with water and air pressure, yet it does not affect the metals in the cooling system. The major chemical cleaning agent in the compound is oxalic acid, which is unequalled in its attack on rust and scale. It will satisfactorily cleanse even plugged radiators without having to reverse flush the radiator with water and air, in the majority of instances. Although Cadillac Cooling System Cleaner is composed of strong chemicals, it will not harm the cooling system metals or materials, and if spilled on the car finish will do no damage if flushed off at once with water. It is harmless to the skin, but is naturally injurious if taken internally.





Owners should be instructed as to the advisability of keeping the cooling system of their cars clean regardless of age. Two different cleaning procedures are available with Cadillac Cooling System Cleaner -- a preventive cleaning and a corrective cleaning operation. Complete instructions are included with each can of cleaner. Cadillac Cooling System Cleaner is packaged in a carton which also contains one bottle of Cadillac Cooling System Inhibitor to be used after the system is cleaned.



#### **CADILLAC COOLING SYSTEM INHIBITOR**

Cadillac Cooling System Inhibitor is a new product to prevent the formation of rust and scale in the cooling system. This new inhibitor is markedly superior to previous chemicals in keeping cooling systems clean. Cadillac Cooling System Inhibitor is in liquid form and can be poured directly into the cooling solution. One bottle of inhibitor is sufficient to keep a cooling system free from rust almost indefinitely if it were never drained. Although of a wine color, Cadillac Cooling System Inhibitor leaves the cooling solution clear and free from discoloration. It is, of course, entirely harmless to the materials in the cooling system.

Distributors and dealers should explain to all new car owners the possibility of rust and scale forming in the cooling system due to the minerals in water, and advise the use of Cadillac Cooling System Inhibitor from the time the car is first driven. As a matter of fact, every new car should be treated with Cadillac Inhibitor before delivery to the customer, and a new bottle poured into the radiator after each flushing, to insure against the formation of rust, sludge and scale in the cooling system.

# CADILLAC MOTO-PACK

Part No.	Description	List Price
1437257	Moto-Pack	\$6.85
877615	Handy Brush	2.00
877616	Flashlight	1.50
1426432	Tire Gauge	1.00
885704	Dust Mit	.65
1437258	Bulb Kit	.70

The Cadillac Moto-Pack is a package of maintenance items including a flashlight, tire gauge, dust mit, bulb kit, whisk broom and buffer, and one can each of Cadillac Body Polish, Fabric Cleaner, and Chromium Cleaner. It is a handy repair and clean-up package for every motorist and is particularly appreciated by the new owner.

The flashlight is a neat, small chromium unit with three dry cells and adjustable reflector.

The bulb kit contains spare bulbs for all lighting equipment on the car except the headlamps. It contains

replacements for the fender lights, tail lights, instrument panel lights, and clock lights.

The dust mit is indispensable for keeping the car fresh and clean inside or out. It is a glove which slips on the hand for easy wiping off of the car. The long, heavy strands of the mit pick up and retain all dust and dirt particles picked up on the car's surface and do not relinquish them until the mit is shaken out. It is washable and can be used over and over again.



The whisk broom is in an attractive brown calfskin case that also includes a sheepskin buffer, for wiping off shoes. The high quality stiff bristles of the whisk broom are firmly embedded in the leather covered handle and will not come out. The Cadillac-La Salle crest is embossed in gold on the leather holder.

The chromium tire gauge included in the Moto-Pack has an easily read brass scale calibrated in pounds and may be used for tire pressure up to 55 pounds. A handy knob on the back of the gauge may be used to deflate the tire when it is found to have excessive pressure. The tire gauge is exceptionally accurate.

One can each of Cadillac Body Polish, Chromium Cleaner and Fabric Cleaner for general clean-up use effectively rounds out the Moto-Pack to make it a complete clean-up kit.



# CHEMICALS

Part No.	Description	List Price
885707	Cadillac Body Polish (Pt.)	\$ .60
885708	Cadillac Body Polish (Gal.)	3.00
885709	Cadillac Chromium and Headlamp Reflector Cleaner	.60
891620	Cadillac Fabric Cleaner (Pt.)	.60
885706	Cadillac Fabric Cleaner (Gal.)	3.00
1434102	Cadillac White Sidewall Tire Cleaner (Pt.)	.60
1434158	Cadillac White Sidewall Tire Cleaner (Gal.)	3.00
1416743	Cadillac Glass Cleaner (10 oz. can)	.45

Cadillac chemicals include five different cleaners, each specifically developed for the particular type of cleaning for which it is used.

Cadillac Body Polish and Cleaner cleans and polishes in one operation. It can be used with equal ease by owners and service stations, as it is easy to apply and does an excellent job in a short space of time. The polish contains no harsh abrasives or injurious chemicals.

Cadillac Chromium Cleaner is an excellent cleaner for cleaning and polishing chromium, nickel, and silver-plated parts -- especially headlight reflectors. The cleaner will not scratch the fine surface of a headlight reflector, yet it will remove all tar-nish and discoloration.



Cadillac Fabric Cleaner will clean all types of spots and smudges from upholstery and also lacquered surfaces. It is excellent to remove road tar and oil, and it may also be used in the home to remove spots from furniture or rugs. It is easy and safe to use as it is quick acting and noninflammable.

Cadillac Glass Cleaner makes cleaning glass surfaces as easy as dusting a highly polished piece of furniture. Especially designed to remove all dirt, grime or bug spatter, the Glass Cleaner does not require hard rubbing and leaves no streaks. Cadillac Glass Cleaner is contained in a sturdy 10-ounce can with a built-in pump spray.

Cadillac White Sidewall Tire Cleaner will remove tar, grease, and "traffic film" that collects on the side of tires, and bring out the clear white color. It is particularly valuable for service station use in preparing new cars for delivery, and in cleaning up used cars for sale, as well as being easy to use by any owner at home.

