

ACCESSORY  
1941  
★ ★  
DATA BOOK

**CADILLAC**

This Data Book gives complete information on Cadillac Accessories for 1941 and has been prepared for the use and convenience of the members of the Cadillac Sales and Service Organization.



Prices subject  
to change without notice  
and do not include  
local sales taxes.

Parts and Accessory Merchandising Department  
CADILLAC MOTOR CAR DIVISION  
General Motors Sales Corporation  
Detroit, Michigan

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# CADILLAC ACCESSORY GROUPS

For Series 61, 62 (Standard Models)

## A

Special Wheel  
License Frames  
Trim Rings (5)

**\$25.50**

installed  
tax extra

## B

Special Wheel  
License Frames  
Wheel Discs (4)

**\$34.00**

installed  
tax extra

For Series 61D, 62D, 63, 60S, 67, 75

## C

Wheel Discs (4)  
License Frames  
Windshield Washer

**\$26.50**

installed  
tax extra

## D

Wheel Discs (4)  
License Frames  
Windshield Washer  
NoRoL

**\$38.00**

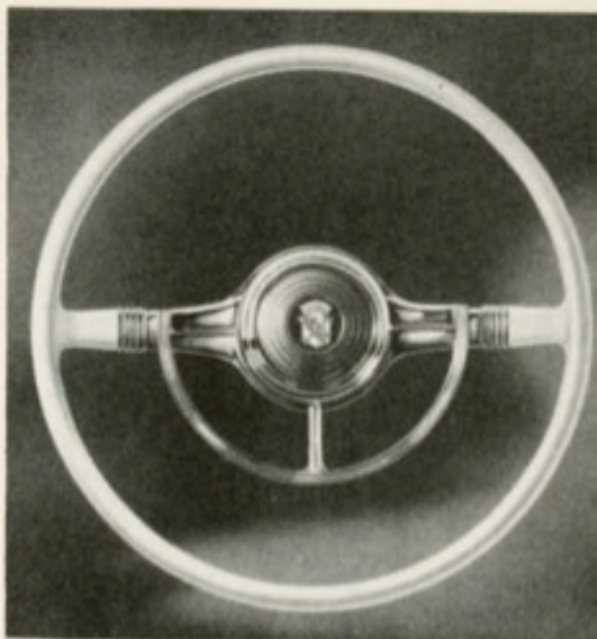
installed  
tax extra



## SPECIAL STEERING WHEEL

Part No.	Series	\$15.00
1442128	41-61, 62	installed

A plastic and chrome steering wheel of unusual beauty. A horn ring permits blowing the horn without removing the hands from the steering wheel. Its two spokes permit an unimpeded view of the instruments on the dashboard.



## WHEEL SHIELDS

Part No.	Series	\$17.50
1442704	41-61, 62	per pair installed

Wheel Shields cover the wheel openings in the rear fenders and add to the streamlined appearance of the car. Standard equipment on the higher priced 1941 Cadillacs, they are offered as an accessory on the Series 61 and 62 Standard.



## WHEEL DISCS

Part No.	Series	\$4.00 each
3506738	41-61, 62, 63, 60S	\$16.00 per
3506739	41-67, 75	set of four

Cadillac Wheel Discs are of a new design for 1941. Appearance has been improved as has the attaching mechanism. New emblems are embossed deeply in full color. They cover the entire wheel inside the rim, replacing the hub caps, and four discs are required per car.

## TRIM RINGS

Part No.	Series	\$1.50 each
1097278	41-61, 62, 63, 60S	\$7.50 per
1416571	41-67, 75	set of five

Cadillac Trim Rings are slim bands of stainless steel that fit inside the wheel rim and perfectly set off brightly colored wheels. They are permanently held in place by patented locking clips on the inside of the ring, which engage when they are pressed on.

## LICENSE FRAMES

Part No.	Series	
1441814 Large	All 1941, 40	\$3.00
1441816 Small	All 1941, 40	per
1441815 California	All 1941, 40	pair
1097290 Large	All 1940, 1939	in-
1097291 Small	All 1940, 1939	stalled

Made of heavy gauge brass, chromium plated to Cadillac specifications, Cadillac License Frames add a pleasant appearance to the otherwise strictly utilitarian state license plate.

Fully adjustable, they are made in two sizes to fit all conventional plates and in a special size for the State of California. Each package contains all the necessary attaching parts.

Two other Cadillac Accessories available in 1941 groups—the Windshield Washer and the NoRoL—are fully illustrated and described on pages 30 and 28.

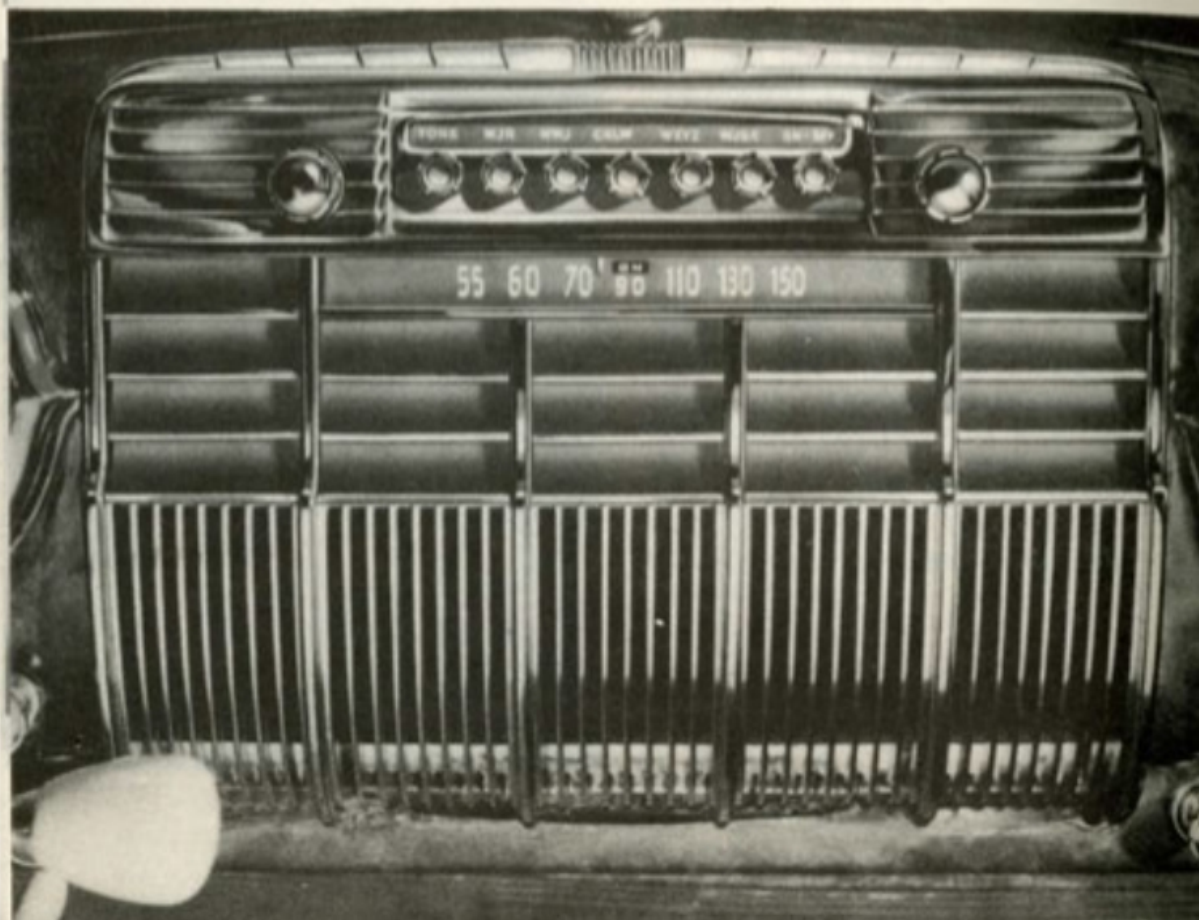




## CADILLAC RADIOS

The new 1941 Cadillac radio although following the basic design of 1940 has been greatly improved. Automatic tuning has been made more positive, controls have been further simplified, and tone quality has been improved, besides many other advancements. General appearance of the radio dial, control knobs, push buttons and illumination are also particularly improved. More positive button action and greater accuracy in automatic tuning is obtained by a latch bar mechanism which replaces the friction brake used in 1940. The buttons now stay down when fully depressed, assuring proper positioning.

Setting of the automatic push buttons is unusually simple. There are no tools required nor do any parts





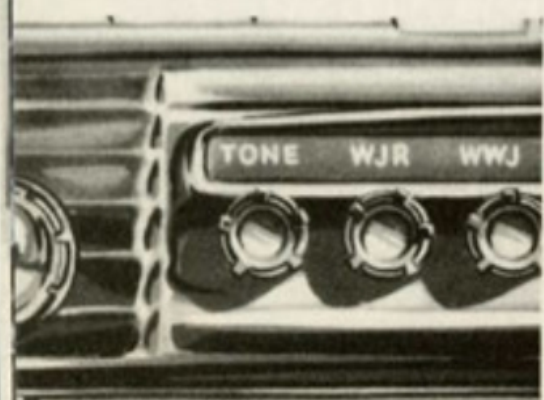
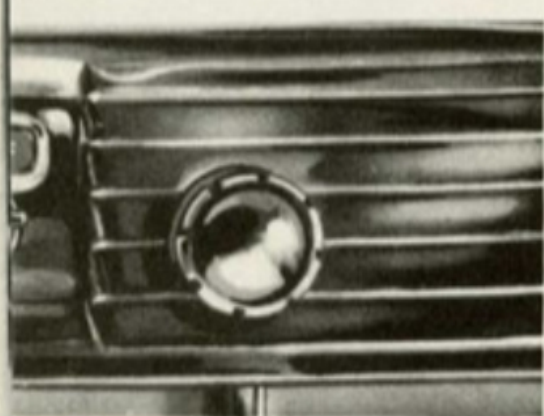
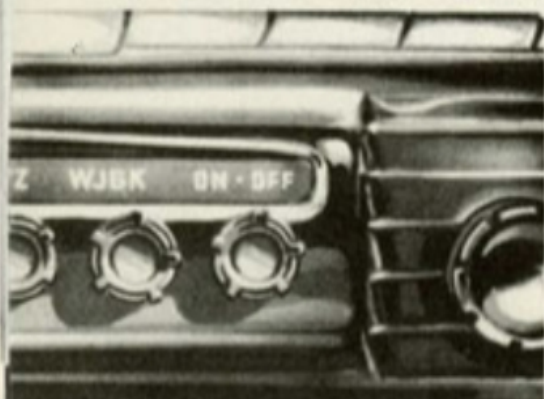
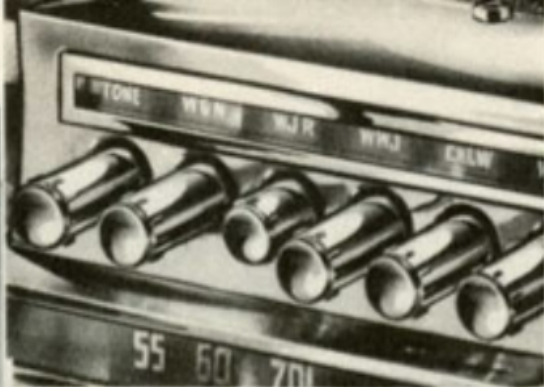
## AND AERIALS FOR 1941



have to be removed. All that is necessary is to depress the push button fully, latching it down, and then rotate the button clockwise or counter-clockwise until the desired station is accurately tuned in. Each station button, of course, 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 first necessary to depress the manual tuning knob, which latches down in a similar manner to the automatic push buttons, and then rotate the knob clockwise or counter-clockwise to select whatever station is wanted.

The seven buttons of the push button assembly are now round and chromium-plated. Station identification is provided in a call letter strip above the push buttons. The controls are in a different position from last year. Reading from left to right they are, first, the manual tuning knob; the first push button is the



tone control, the next five buttons are the automatic station selectors, the last or seventh button is the on-off switch, and to the extreme right is the combined aerial and volume control knob. This last control is a distinct change from previous years and simplifies operation considerably. To raise the vacuum aerial you push in on the volume control knob; to lower the vacuum aerial you pull out on the volume control knob. Rotating the knob clockwise increases volume; counter-clockwise decreases volume.

Depressing the on-off button once turns the radio on, pressing it again turns it off. A special warning light in the center of the dial glows red when the radio is on for positive indication. The tone control is of the same type as 1940, a ratchet switch with three settings — treble, medium and bass. Repeated pressing on the button changes the tone adjustment in sequence from treble to medium to bass to treble, etc.

The radio dial lights are connected through the instrument panel lighting controls and are turned on with the car light switch and not with the radio controls. The instrument panel rheostat switch dims the radio dial illumination in the same manner as the other instrument lights.



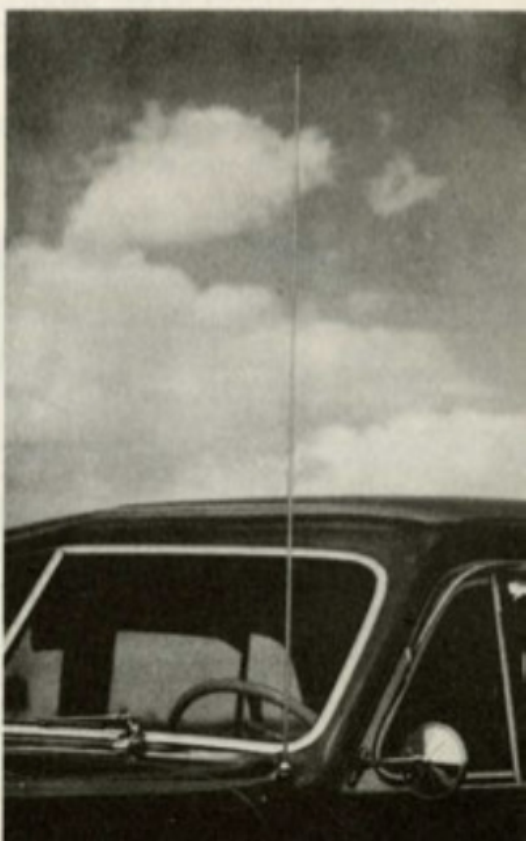
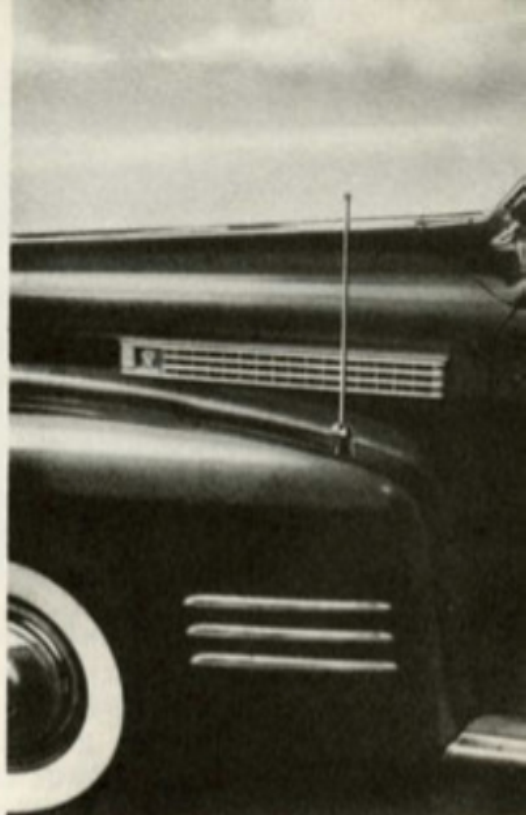
## AERIALS

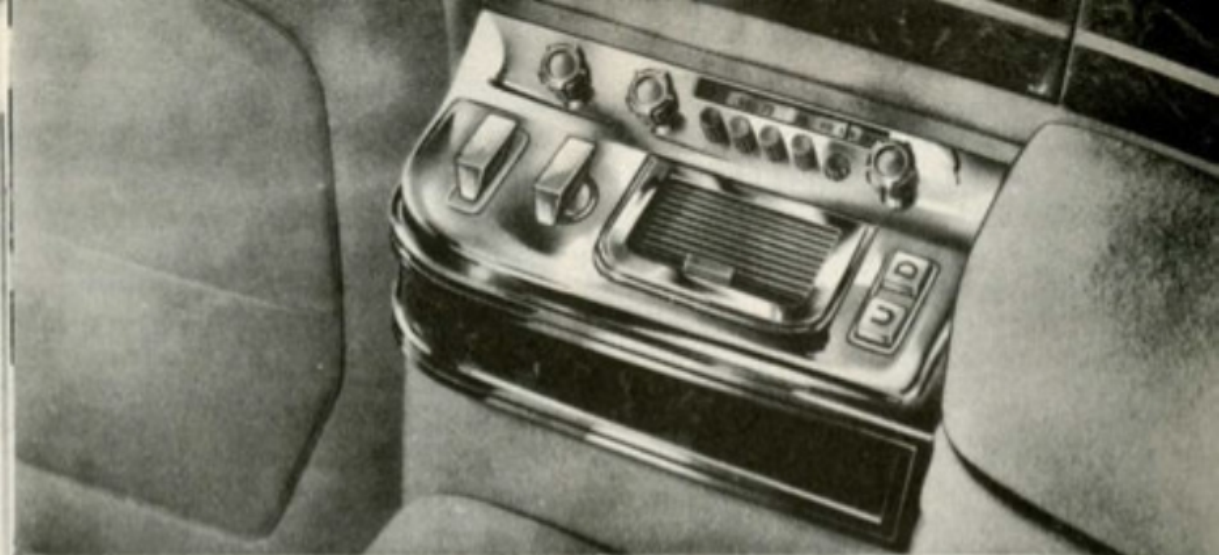
The new 1941 Cadillac Vacuum Aerial for fender mounting, although similar in basic design to previous models, has several important improvements. There is no longer a mechanical connection between the rod and the lead-in. They are connected by conductance, which eliminates the necessity of having contact points.

The aerial is operated in the same manner as heretofore, by vacuum power obtained through the manifold. The aerial rod is in two sections, one sliding within the other. The outside rod is raised or lowered by vacuum, the inside rod being extended manually. By virtue of the new conductance connection between the rod and the lead-in, it is now possible to give the rod a smooth, highly polished, chrome finish.

There are two types of mountings for the vacuum aerial used for the front compartment radio. On the Series 41-60S the 1940 type aerial mounts in the cowl. On all other 1941 models the aerial mounts in the rear of the left front fender, as shown in the illustration.

Price of the 1941 radio installed complete with aerial remains at \$69.50, tax extra. However, the price of the radio alone has been reduced to \$60.00 installed, and the price of the aerial has been increased to \$9.50 installed.





## REAR COMPARTMENT RADIO

A totally new rear compartment radio has been developed for 1941 series. The new chassis, the new type oval speaker for greatly improved tone, and the new control make the Cadillac Rear Compartment Radio the logical choice for the owner of a 1941 Series 67 or 75 chauffeur-driven Cadillac.

The new oval speaker is an exclusive Cadillac development and provides tone quality far beyond that of ordinary radios.

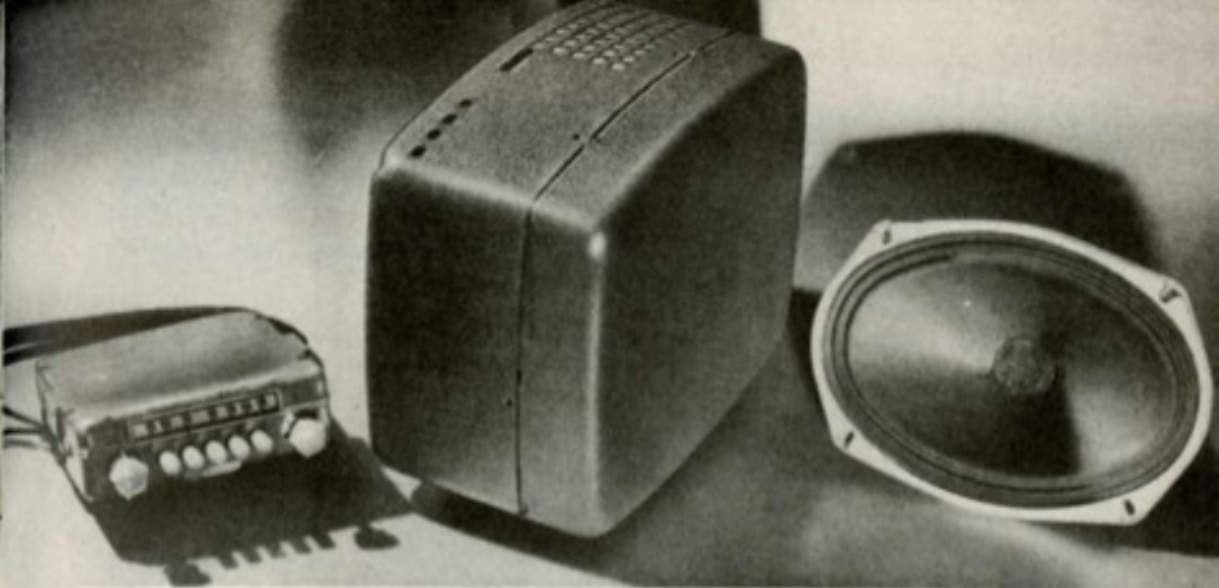
To provide greater reception range a special vacuum aerial has been developed which is mounted in the trunk and raised or lowered by a control button in the arm rest.

The completed new control unit is an integral part of the right-hand vanity case assembly and includes five automatic push button station selectors, a combined on-off and volume control switch, manual tuning control, tone control and a control for raising and lowering the vacuum aerial.

The same type automatic







tuning mechanism is used in the rear compartment radio as in the new front compartment radio and the automatic tuning buttons are tuned and adjusted in the same manner.

As illustrated, the rear compartment radio is a three-piece unit with a separate tuning control, speaker and chassis.

Although factory installation of the 1941 Rear Compartment Radio is recommended, the complicated rebuilding of the right arm rest required in previous years is no longer necessary when making the 1941 installation in the field. It is available for Sedans and Limousines on the 1941 Series 67 and 75 Cadillacs only.

### ORDERING SPECIFICATIONS

Part No.	Description	Series	Installed Price
7240371	Front Compartment Radio	All 1941	(Less Aerial) \$ 60.00 (Installed complete, including Aerial) 69.50
*7240427	Rear Compartment Radio	41-67, 75	125.00 (Installed complete, including Aerial)
1441732	Vacuum Aerial (Fender Mounting)	41-61, 62, 63, 67, 75	9.50
1441733	Vacuum Aerial (Cowl Mounting)	41-60S	9.50
1441734	Vacuum Aerial (Trunk Mounting)	41-67, 75	9.50

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

## AUTOMATIC HEATING SYSTEM

For 1941 Cadillac is proud to announce the most outstanding heating system ever developed for automobiles, an exclusive development of Cadillac engineers, and available only on 1941 Cadillacs.

For the first time it is possible to set the heat control in your car at the beginning of winter for the temperature you desire, just as you set the thermostat in your home. From then on the Cadillac Automatic Heating System will heat both front and rear compartments equally, provide fresh air ventilation, and defrost the windshield in normal winter weather, all automatically, without having to touch a single control.

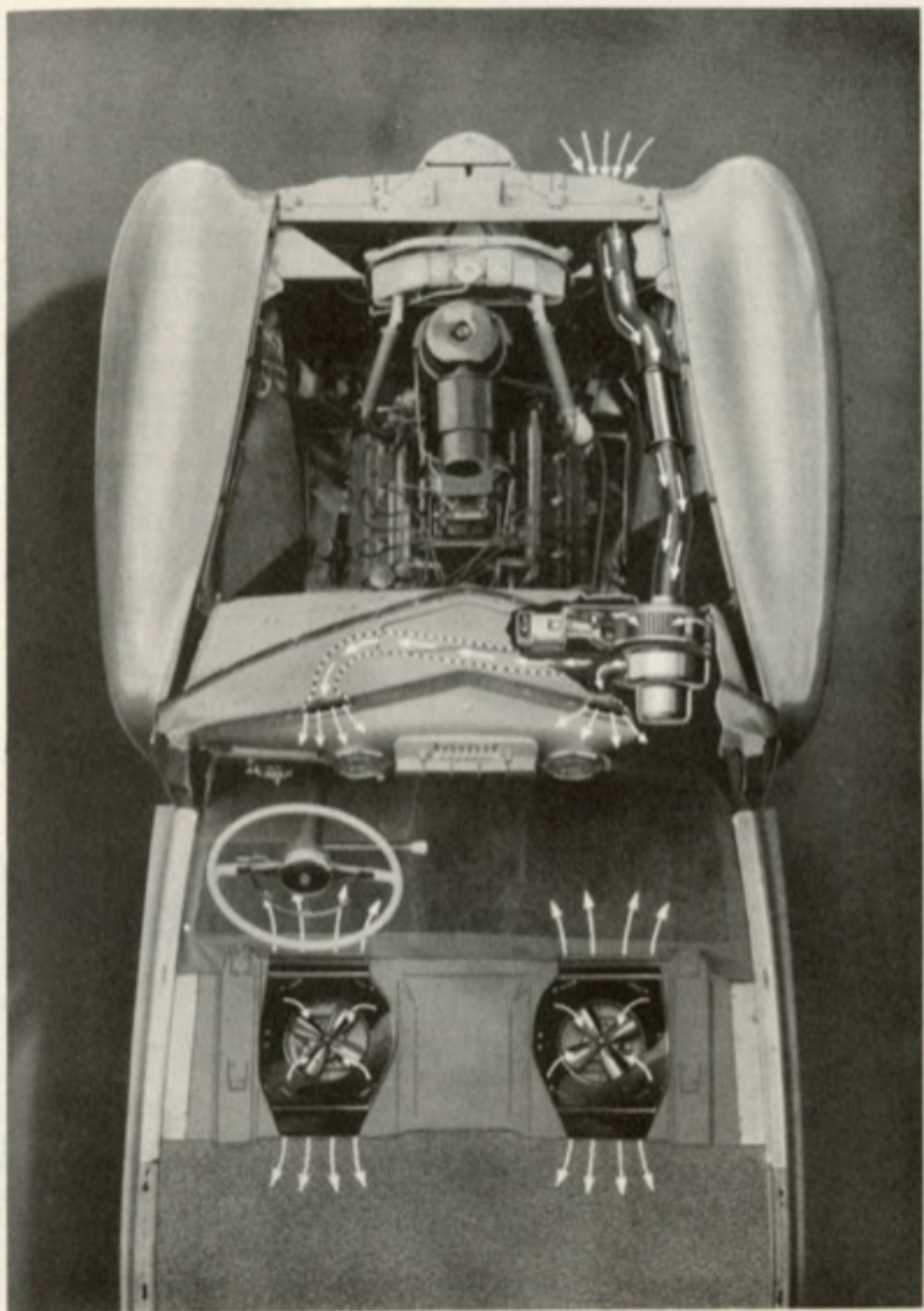
This new system is divided into three basic functions, automatic temperature controlled heating, ventilating and defrosting.

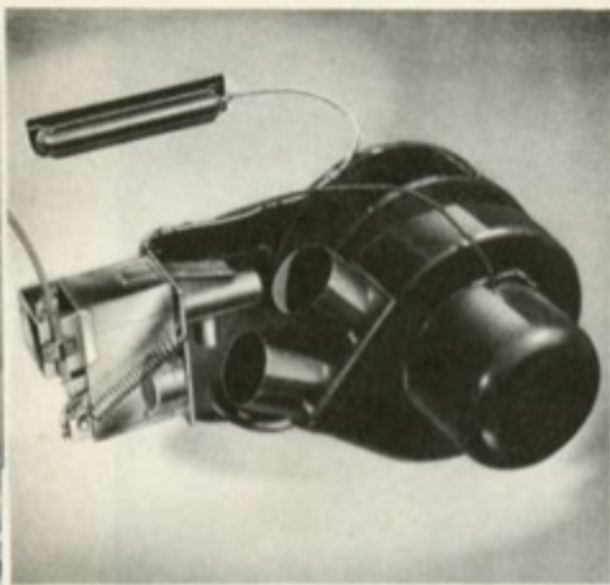
Automatic temperature controlled heating is accomplished by two heaters underneath the front seat, thermostatically controlled both as to water flow and fan speed. The Automatic Heating System is connected into the ignition lock so that when the ignition key is turned on the heater is automatically in operation. Similarly when the ignition is off the heater also is off. When the car is started, and the water in the cooling system is cold, both fans are completely shut off preventing any blast of cold air on the passengers.

After the water in the cooling system is heated both fans are automatically turned on at high speed. They continue at high speed until the temperature reaches the point set on the temperature control, when the fans go to slow speed and water circulation in the heater is restricted.

If the temperature continues to go higher than that set by the control, the water flow is further restricted. If the temperature drops, however, water circulation is increased and the fans are returned to







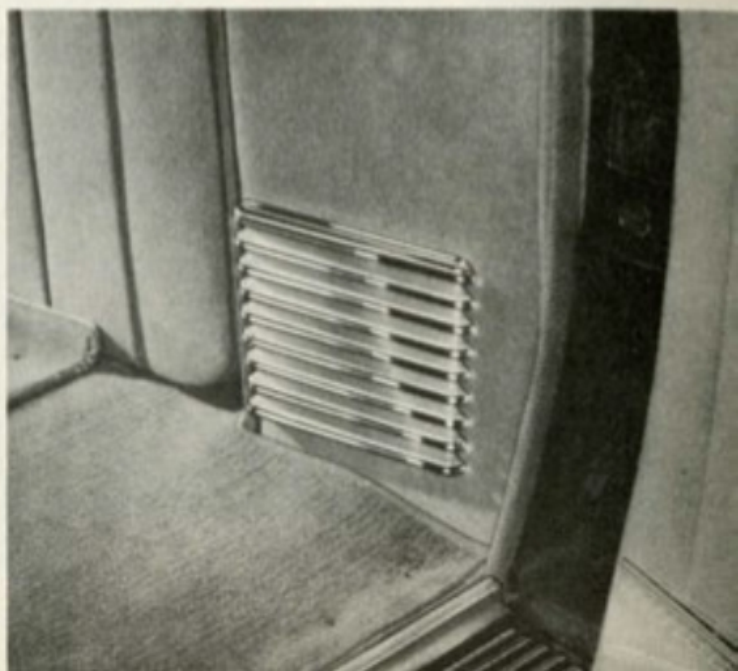
high speed.

The thermal unit is mounted behind the instrument panel in the center of the dash. The setting of this thermostat is controlled by the lower lever on the Automatic Heating System control, as shown in the illustration.

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. In the Series 67 and 75 division body styles special ducts have been built into the stationary front seat to provide for adequate air distribution in the rear compartment.

Ventilation is provided by taking fresh air into the car from behind the radiator grille through a large flexible tube which incorporates a silencer. This silencer prevents any noise being transmitted into the body. The fresh air enters the defroster unit and is delivered at the windshield level. This new method of taking fresh air provides for a tremendous increase in the volume admitted. The Automatic Heating System is designed to function with the fresh air inlet open under all normal conditions, but a positive shut-off



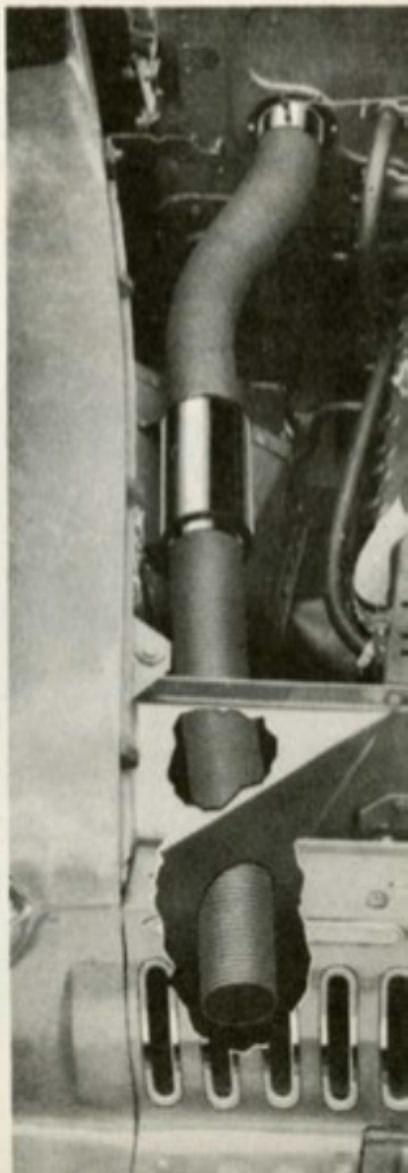


is incorporated in the heating system control unit. The only time when the fresh air should be shut off is when it is necessary to de-ice the windshield.

Defrosting is accomplished by a separate defroster unit mounted on the fire wall with its own heating element. A special two-speed switch incorporated in the control unit provides high and low speed for the defroster. Normally there will be sufficient fresh air to de-mist the windshield as well as de-humidify the air within the car. If more defrosting is required the defroster can be turned on at low speed and the fresh air inlet left open.

The Automatic Heating System control is a single unit mounted to the left of the steering column at the lower edge of the instrument panel as illustrated. It consists of the defroster switch, the fresh air shut-off lever, and the temperature control lever. When the temperature control lever is in the left hand or "off" position the heating system is shut off. A slight movement to the right puts into effect the automatic temperature control feature. The further the lever is moved to the right or fully open position the higher the temperature that will be maintained in the car. The far right position provides a maximum temperature of approximately 90°. The control lever should be left permanently in the position which provides the most comfortable temperature to the driver, although it can be increased or reduced as desired.

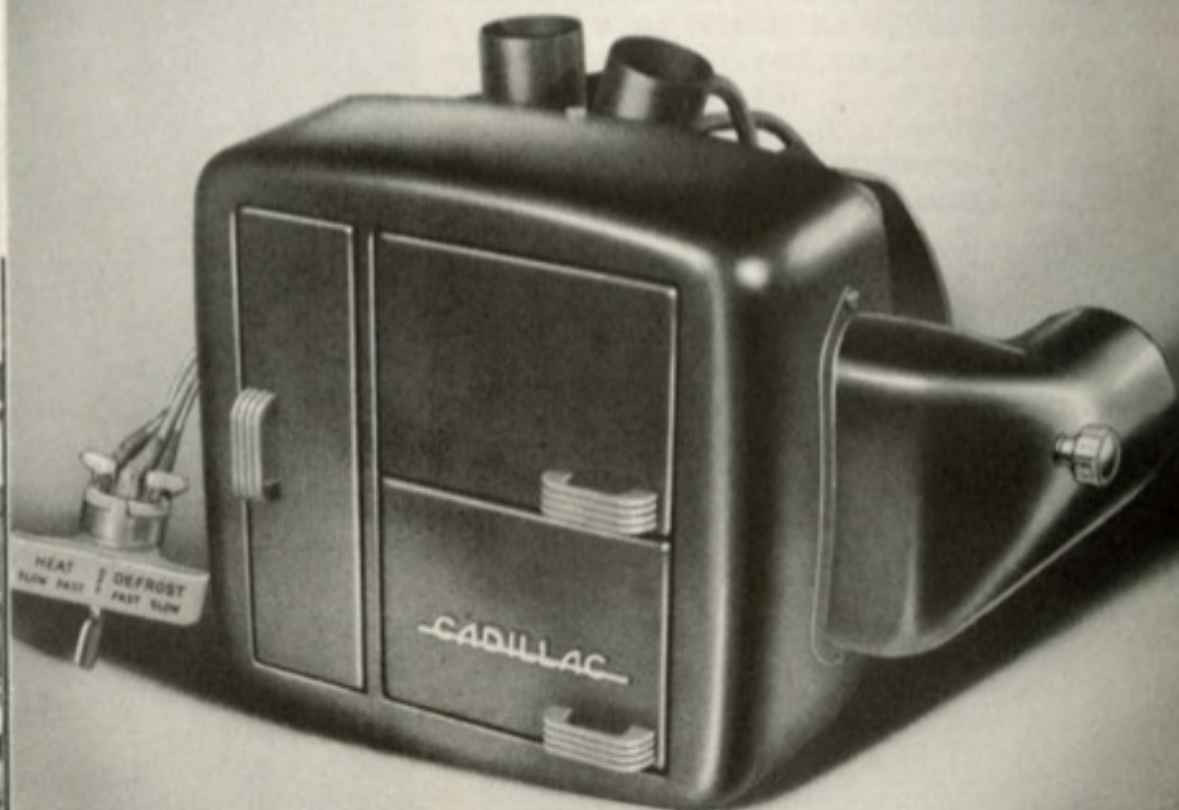
The Automatic Heating System is priced at \$59.50 installed complete, on Series 61, 62, 63 and 60S sedans, both regular and convertible body styles, \$62.00 installed on Series 61 and 62 coupes and \$65.00 installed on Series 67 and 75.



## VENTILATING DEFROSTING HEATER

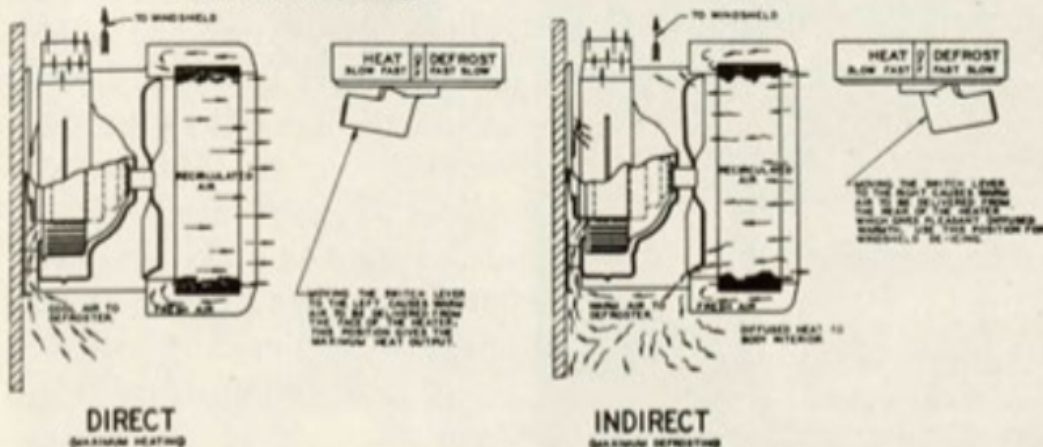
Also available for all 1941 models is the Cadillac Ventilating Defrosting Heater, the outstanding combination heater-defroster introduced by Cadillac two years ago and which is still the most outstanding unit on the market today. Several improvements have been incorporated in the 1941 model of this heater. Although in basic design and appearance it is unchanged, both heating and defrosting capacity has been increased.

The Cadillac Ventilating Defrosting Heater provides both direct and indirect heat, fresh air ventilation and an unusually large defrosting capacity. The reversible motor makes possible conventional heating—hot air delivered from the front or face of the heater—as well as indirect heat when the motor is reversed and heated air is blown out the top, sides and bottom of the heater. In the indirect setting the heat is diffused





## HEATER OPERATION

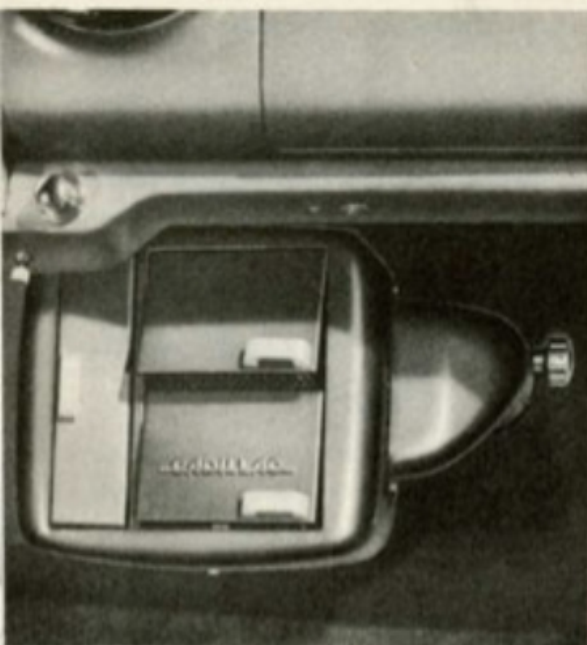


and prevents a blast of hot air being blown on the front seat passengers and allows the entire car to be filled with a pleasant indirect warmth.

Ventilation is provided by fresh air being introduced into the heater core by an inlet in the front of the car identical to the Automatic Heating System. The air inlet damper control is mounted on the inlet pipe to the right of the heater, as indicated in the illustration.

The defroster is an integral part of the heater and operates whenever the heater is on. An increase in the defroster output has been obtained by the use of a new fan and larger hoses and nozzles for greater effectiveness in rapid de-icing and defrosting. Maximum defrosting is obtained when the heater is operated in the indirect setting and this method is used for de-icing.

The Ventilating Defrosting Heater switch is located at the left of the instrument panel, readily accessible

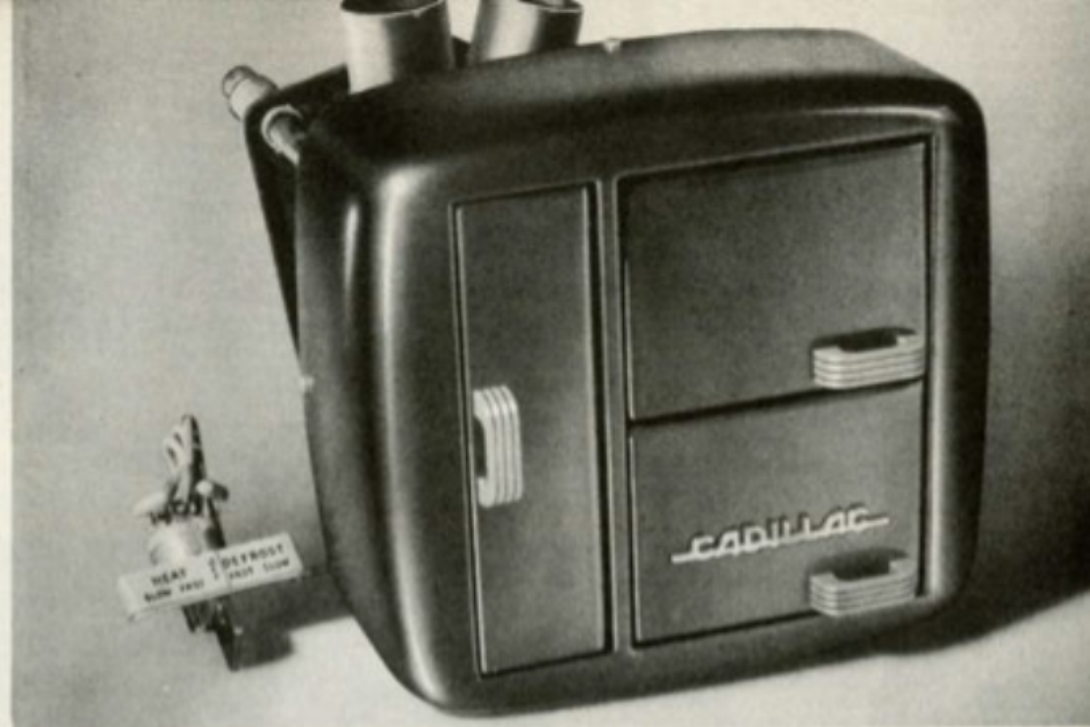


to the driver. The switch has six positions: high, medium and low speeds for direct heating, and high, medium and low speeds for indirect heating. The switch is an attractive plastic moulding and is illuminated. It is connected to the ignition switch to prevent its being left on when leaving the car.

Ventilation, or winter air conditioning, made possible by drawing fresh air from outside the car, greatly improves winter driving pleasure. The fresh air mixes with the air within the car and creates a healthful and invigorating atmosphere doing away with the dull, stuffy feeling experienced in cars heated without ventilation. This dehumidifying of the air within the car eliminates the tendency of the windows to mist. Also the constant introduction of additional air creates a pressure within the car body, preventing air from leaking into the body around the doors, sills, and windows, etc., thus eliminating drafts.

The Ventilating Defrosting Heater is available for all 1941, 1940 and 1939 series Cadillac and La Salle models and is priced at \$33.00 installed. On 1940 and 1939 series the fresh air inlet is a scoop mounted on the right hand side of the car. The concealed type fresh air inlet is available only for 1941 models.





## DEFROSTING HEATER

For those parts of the country where maximum defrosting and heating capacity is not required, the Defrosting Heater without ventilation is available for 1941 and previous model Cadillac and La Salle cars. This unit is identical in all respects to the Ventilating Defrosting Heater except that it does not have the ventilating attachments and does not permit taking in fresh air. The Defrosting Heater complete with all mounting attachments is priced at \$26.50, tax extra.

### ORDERING SPECIFICATIONS

Part No.	Description	Series	Installed Price
3115002	Automatic Heating System	41-61, 62, 63, 6019, 6019A	
		Sedans	\$59.50
		41-61, 62 Coupes	62.00
3115005	Automatic Heating System	41-67, 75, 6019F	65.00
1097318	Ventilating Defrosting Heater	All 1941	33.00
1437701	Ventilating Defrosting Heater	All 1940*	33.00
1428483	Ventilating Defrosting Heater	All 1939	33.00
1441558	Defrosting Heater	All 1941	26.50
1437350	Defrosting Heater	All 1940	26.50
1434509	Defrosting Heater	All 1939	26.50

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

## AUXILIARY LIGHTS FOR 1941

Another new exclusive Cadillac engineering development—Fog Lights integrally mounted in the front fenders—is offered on the 1941 Cadillacs. The openings for the Fog Lights are normally covered with decorative grilles which when removed allow the installation of the Fog Lights in these specially prepared wells. Although the improved appearance obtained by this new method of mounting Fog Lights is important, the primary advantages of the improvement are: Solid, permanent attachment and protection from easy damage to which ordinary Fog Lights mounted on the bumper support



arms are subjected. Easy adjustments for aiming are, of course, incorporated in the Fog Lights and once aimed properly their permanent attachment assures their staying in aim.

The lens and reflector of the new Fog Lights are of the same superior quality used previously and offer maximum visibility under every condition. The rays from their amber prismatic lenses, ideally located for maximum bad weather vision at the lower front edge of the fenders, are not reflected back into the driver's eyes by fog or mist—as ordinary white light rays are. Actually the amber rays prevent this "curtain" of



reflected light and permit the driver to see through the fog the objects illuminated. Under even the most severe rain, fog or snow conditions they will provide 75 to 100 feet of visibility.

The Fog Lights are connected to the headlight system of the car so that when the weather requires, the headlamps may be turned off and the Fog Lights alone used. The tail lights and instrument board lights are turned on when the Fog Lights are on even though the headlamps are off. The Fog Light control is a new type switch mounted on the instrument panel bearing the inscription "F" for Fog Light, as shown in illustration below.



## BACK-UP LIGHT

A new auxiliary light, the Cadillac Back-Up Light, has been designed to provide illumination when backing into or out of garages, parking spaces, driveways, etc. It is mounted low on the back of the car and in appearance blends with and matches the tail light and other chrome decorations on the rear of the car. It is controlled by a convenient switch on the instrument panel marked "B" in the illustration above. It is priced at \$7.50 installed, tax extra.



## SPOTLIGHT

The Cadillac Spotlight is a powerful concentrated beam of light which can be easily directed to almost every angle or elevation by the driver from his normal position in the car. It is ideal for illuminating road signs, cross roads and curves, as well as house numbers.

The control handle and switch plate are made of moulded tenite. The Spotlight is the same for all series, but a special mounting bracket is required for each body type and model. When ordering, be sure to include the proper brackets.



### ORDERING SPECIFICATIONS

Part No.	Description	Series	Price
1442239	Fog Lights	All 1941	\$14.50
1438805	Driving Lights	1940 and previous	32.50
1436322	Fog Lights (Amber Lens)	1940 and previous	14.50
1436323	Fog Lights (Clear Lens)	1940 and previous	14.50
1442595	Back-Up Light	1941, 1940	7.50
1441522	Spotlight (Left)	All Series	18.50
1441521	Spotlight (Right)	All Series	18.50
1441527	Bracket	41-61, 63, 67	brackets
1441533	Bracket	41-62, 75	included
1434072	Bracket	40-50; 39-50, 61	in
1426976	Bracket	41-60S; 40-60S; 39-60S; 38-60S	installed
1437362	Bracket	40-52, 62, 72	price of
1426982	Bracket	40-75, 90; 39-75, 90; 38-65, 75, 90	Spotlight

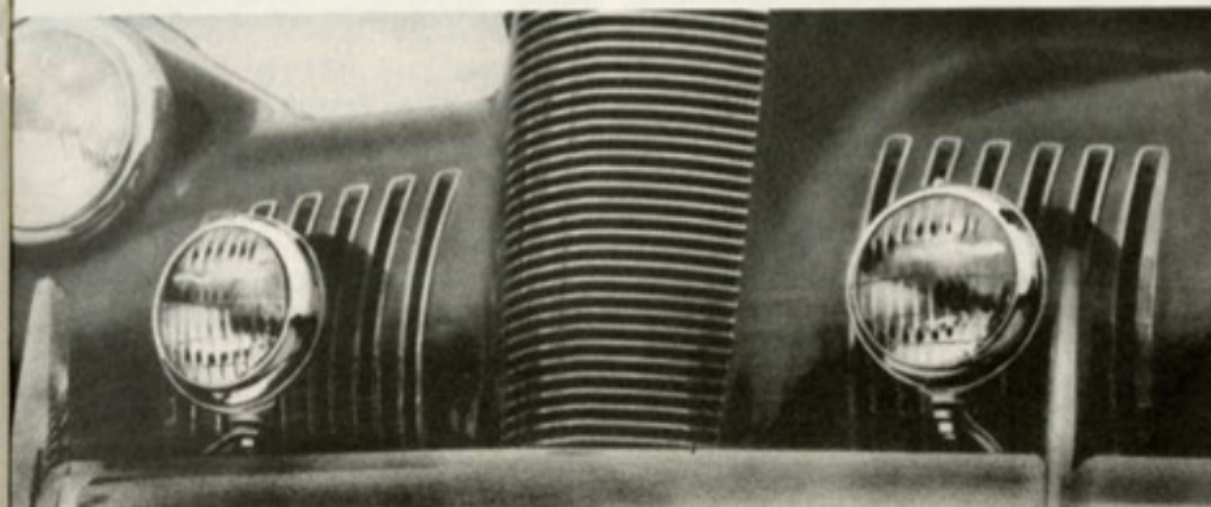


## 1940 DRIVING LIGHTS

The large powerful 1940 Driving Lights are continued for 1940 and previous models, although they cannot be installed on 1941 Cadillacs. These are the most powerful highway lights ever developed, and when installed become an integral part of the headlight system. They can be used with or without the headlights. When used with the headlights the foot switch for controlling the highway and city beam of the regular headlights also controls the Driving Lights for non-glare passing.

## 1940 FOG LIGHTS

For 1940 and previous model cars this type Fog Light is available. The lenses and reflector are identical with the 1941 lights and provide the same beam. They are mounted on the bumper support arms and are connected with the headlight system the same as the 1941 Fog Lights.

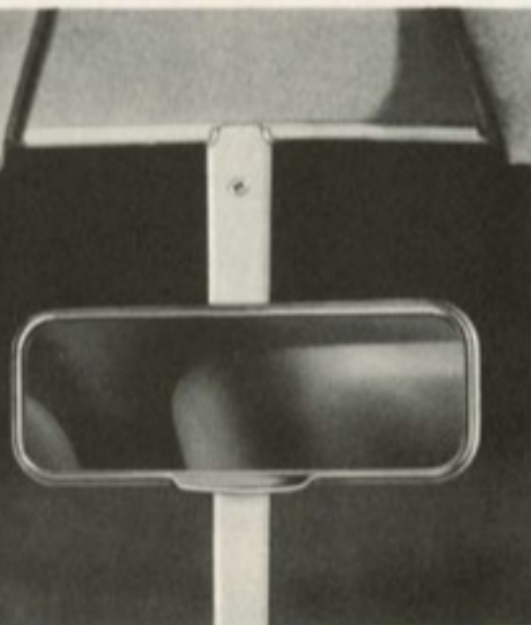




## DAY-NITE MIRROR

Part No.	Description	Series	Installed Price
929638	Day-Nite Inside Rear View Mirror	1941, 1940, 1939	\$4.50

For 1941 Cadillac presents the new Day-Nite Rear View Mirror to solve the problem of night glare in the inside rear view mirror. The new Day-Nite Mirror is a wedge-shaped prism with two positions, both being obtained by a touch on the adjusting tab on the lower edge of the mirror. Pressing in on the tab puts the mirror in the "Day" position. In this position light is reflected from the back of the mirror in the usual way and the mirror provides full crystal-clear vision. Pulling forward on the adjusting tab on the lower edge



of the mirror snaps the mirror into the "Nite" position, when light is reflected from the front surface of the mirror and assures glareproof rear vision at night. The mirror back is gold-surfaced instead of silver for soft, clear reflection.

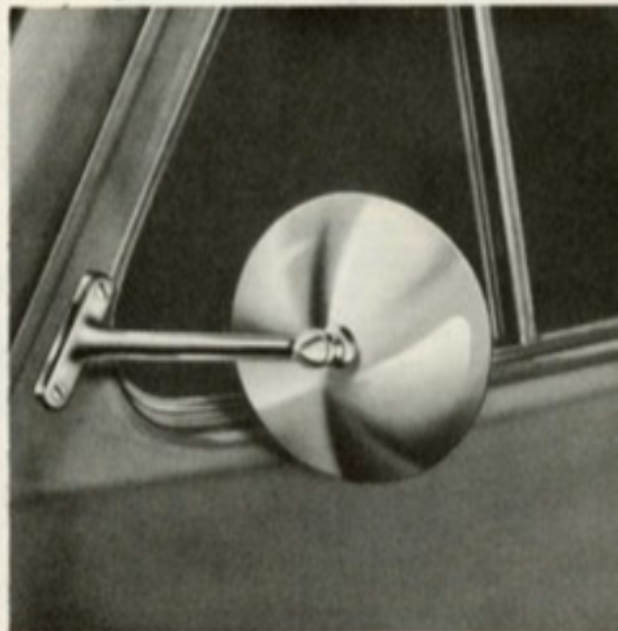
The principle of prismatic mirrors is not new, but its adaptation to automobile rear view mirror use is new. Every motorist will immediately recognize this important improvement once he experiences it in his car.



## OUTSIDE REAR VIEW MIRROR

Part No.	Description	Series	Installed Price
1425809	Outside Rear View (Left)	All Series	\$4.50
1438747	Outside Rear View (Right)	All Series	4.50

The Cadillac Outside Rear View Mirror eliminates the blind spot on the left hand side of the car and makes both city and country driving infinitely safer and easier. The large 4½-inch diameter fine quality mirror provides excellent vision and affords a clear view of the objects in the blind area. The mirror is the non-glare type backed with lead sulphide. All parts are chrome-plated to match the exterior fittings of the car. A special designed joint between the mirror and the head, and copper-plating on the reflecting surface



of the mirror, assures complete protection against water seepage and condensation.

The mirror may be either bolted or clamped to the left door pillar except on the 60S which requires bolting. It is easily adjustable to the driver's left hand but firmly retains its position. It is recommended that for permanent mounting the mirror be bolted on instead of clamped.

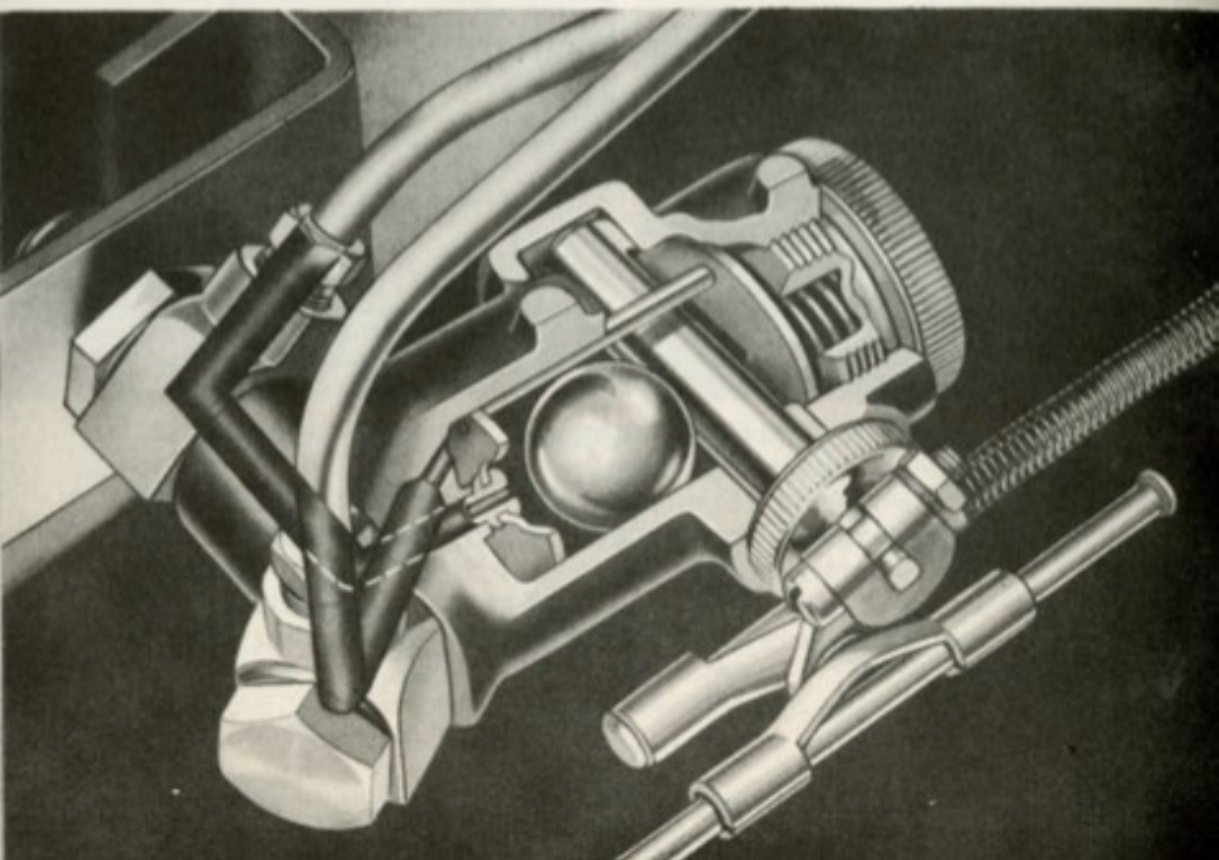
# NOROL

Part No.	Series	Price
1442356	All 1941	\$11.50
1438270	40-50, 52, 62, *72	11.00
1434435	40-60S; 39-60S; 38-60S	12.50
1434443	40-75, 90; 39-75, 90; 38-65, 75, 90	13.50
1434434	39-50, 61	11.00
1434424	38-50, 61; 37-50, 60	11.00

\*Series 72 installed price, \$13.50

The Cadillac NoRoL makes starting the car after it has been stopped on an upward grade easy. It holds the car on an incline without keeping a foot on the brake pedal or using the emergency brake. The NoRoL is helpful both to experienced and new drivers alike, as it eliminates the awkwardness of trying to operate the brake pedal and accelerator simultaneously.

A new important improvement has been added for the 1941 models, so that the NoRoL is inoperative when the car is in reverse gear. This makes parking and backing out of driveways the same as though the NoRoL was not on the car.





Its operation is shown graphically in the three-position sketch to the right. In the first sketch, 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.

The NoRoL is the same for all 1941 series and bears the same price of \$11.50 installed complete. The NoRoL is included in Cadillac Accessory Group D for 1941.

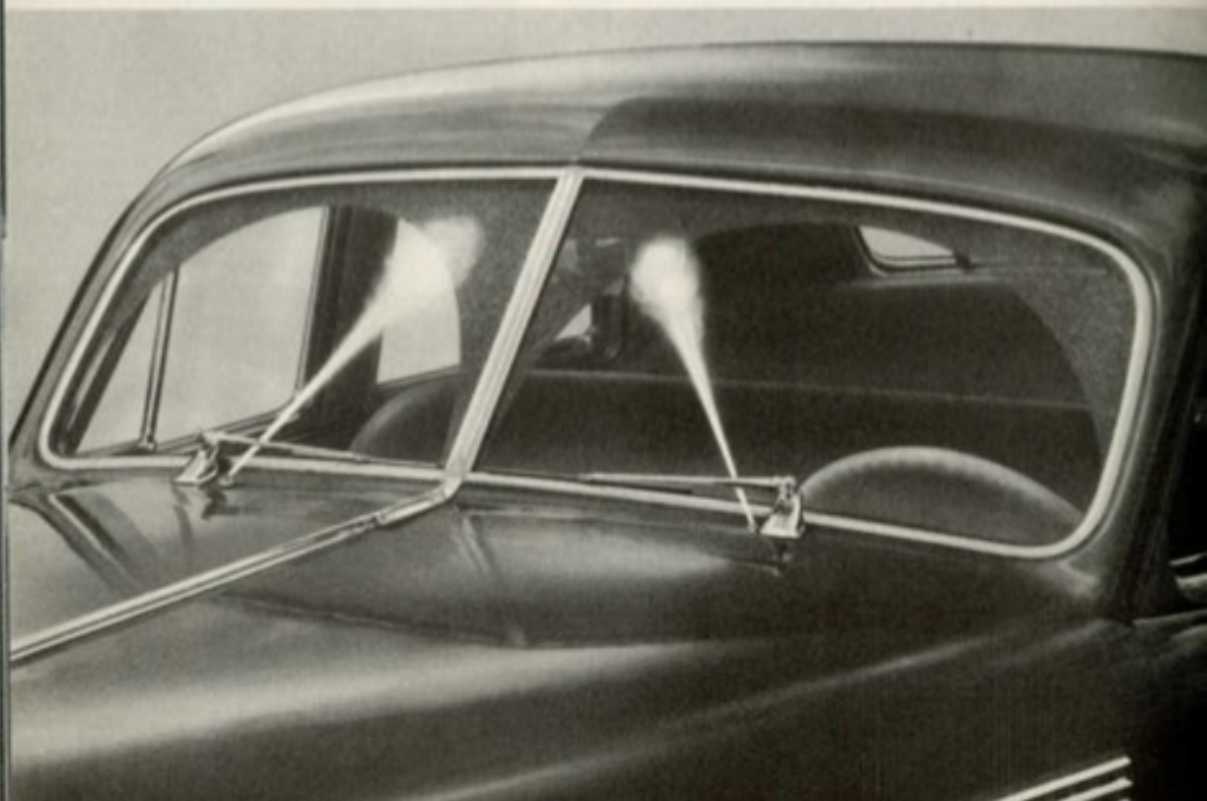




## WINDSHIELD WASHER

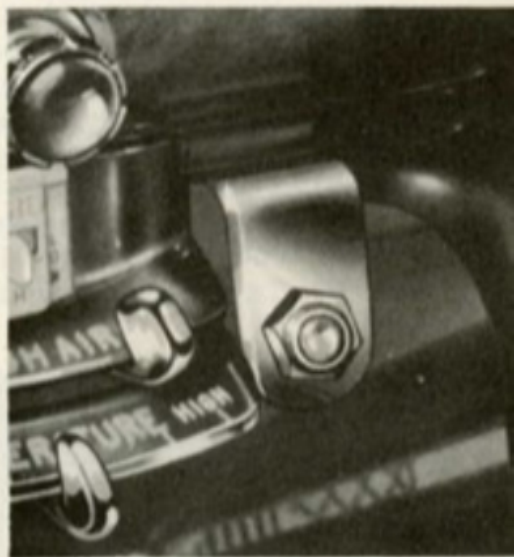
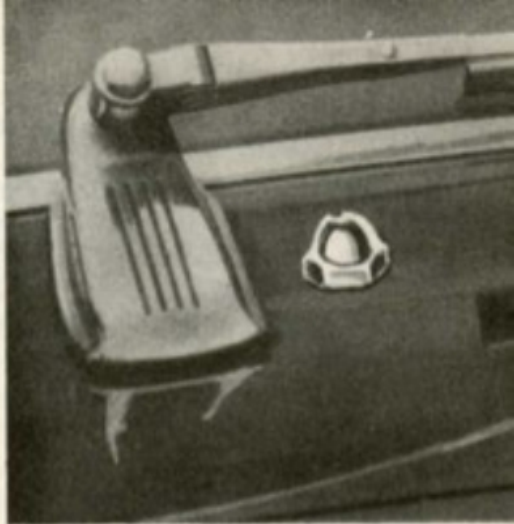
Part No.	Series	Price
1442584.....	All 1941 Series .....	\$7.50 installed
1434464.....	All 1940 and previous Series.....	7.50 installed
1434480.....	Winter Solution .....	.25

The Cadillac Windshield Washer, one of the most important safety accessories ever devised, does away with the danger and inconvenience of a windshield spattered with mud and road spray which the windshield wipers cannot clean off. It is so important, in fact, that it is being adopted as a group accessory on all 1941 Cadillacs except the Series 61 and 62 Standard. Owners everywhere who have had a Windshield Washer on their car insist that they will never again be without one. It will not only keep the windshield free from muddy water, spattered dirt, and mud, but will even help remove snow and sleet, without stopping the car or moving from the seat behind the wheel. In the winter time when an anti-freeze is used it will prevent ice and sleet from freezing on the windshield.



The Windshield Washer is very simple and very reliable in its operation. Pressing a control button mounted just to the left of the steering column on the lower edge of the instrument panel sprays the windshield with clean water or anti-freeze solution from tiny nozzles in the cowl. Operating the wipers then cleans the windshield without stopping the car. The two-quart reservoir is mounted on the engine side of the dash and is equipped with a vacuum pump. When the button on the instrument panel is depressed a generous supply of solution is drawn out of the reservoir into the hoses leading into 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 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, to prevent damage to the paint.

The windshield washer can be installed on all cars and every owner is a prospective buyer.





## SEAT COVERS

Seat covers are one of the most important and largest selling Cadillac accessories. Cadillac Seat Covers have always been popular, because they have so many utility values. They shield the passenger from hot seat cushions which adds a great deal to the pleasure of driving in hot weather. They protect seat cushions from the dirt and grime that gets into the car both winter and summer and they make it easy to slide in and out of the car. Besides protecting upholstery from dirt and spotting they also minimize upholstery wear and keep soiled upholstery from dirtying light summer clothes.

Cadillac Seat Covers are fabricated of a durable woven rice paper fabric that is heat and wear resistant. They are custom tailored exactly to Cadillac measurements and retain their fit and smart appearance indefinitely.

They are available in two pleasing shades, gray and brown, to harmonize with all types of Cadillac interiors. Important features of construction are double





stitching at all seams for extra strength and a leatherette piping at all seams.

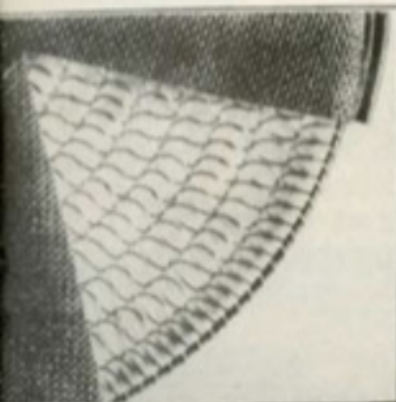
They are available for all closed model 1941, 1940, 1939 and other previous model Cadillacs and La Salles, both Coupes and Sedans. They sell for \$8.75 per seat installed, tax extra, and detailed ordering specifications are included in the Master Accessory Price List.

## COOL CUSHION

Part No.	Description	List Price
1429745	All Series	\$2.95

The Cool Cushion is an individual seat pad which permits air circulation between the passenger and the seat cushion which really cools during hot weather.

It is constructed of large, yet soft and resilient, coil springs which are enclosed in a loosely woven rice paper cover which 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 without shutting off the cooling circulation of air.



## MOTOR ROBES

Part No.	Description	List Price
1435742	Brown Double Alpaca Robe	\$30.00
1435743	Gray Double Alpaca Robe	30.00
1435744	Brown Alpaca and Plush Robe	30.00
1435745	Gray Alpaca and Plush Robe	30.00
1435746	Fleetwood Robe	50.00
	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 football 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.

All Fleetwood Robes are custom tailored to order. It is important that the upholstery material be specified exactly when ordering. Fleetwood robes can be shipped within five days of receipt of order at Factory Accessory Dept.



71



78



79



81



## AUTOMATIC BATTERY FILLER

Part No.

Price

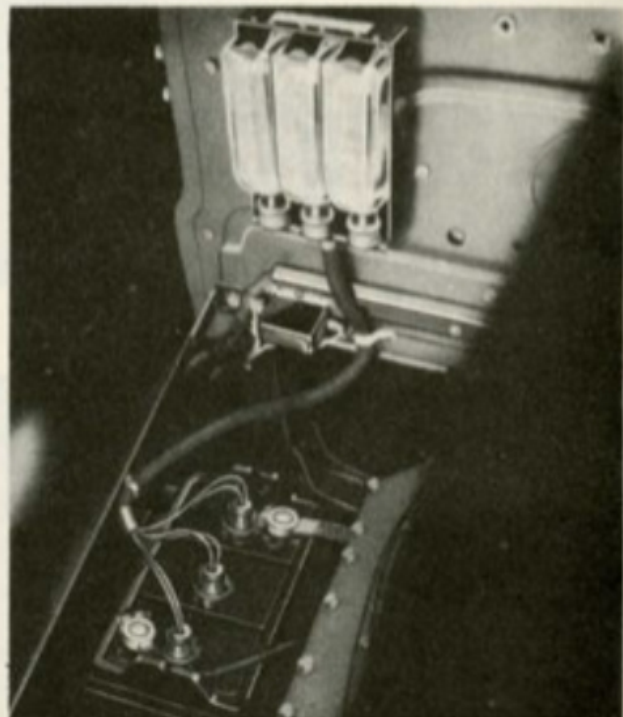
1438450..... All 1940 and previous Series..... **\$7.50** installed

The Cadillac Automatic 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 except 1941 models.

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.

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 smaller amount of battery acid should be put in the reservoirs to prevent freezing before the water has circulated through the battery.

Due to changed battery location and battery cap design for 1941 it is impractical to install the Auto-



matic Battery Filler on the current series cars, although it can be installed and is available for all previous models.

## SCUFF PADS

Part No.		Series	Per Pair Installed
1438356	Gray	All 40 Series	\$4.50
1438357	Brown	All 40 Series	4.50

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 gray 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.





## BLUE CORAL

Part No.	Description	List Price
1406636	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 Cadillac Blue Coral treatment burnishes the surface to a hard, glass-like finish that will retain its brightness for months, and not soften under weathering to form an easy surface for dirt to adhere to as ordinary waxes and polishes do.





## INHIBITOR

Part No.	Description	Price
1435737	Inhibitor	\$.75

Cadillac Cooling System Inhibitor is so valuable in preventing the harmful effects of minerals in water, that Cadillac now puts it in the radiator of every car that leaves the Cadillac factory. Developed by Cadillac engineers, it is markedly superior to previous inhibitors. It is in liquid form, and may be poured directly into the cooling solution. Every car should be protected at all times from rust and scale by Cadillac Cooling System Inhibitor. One bottle is sufficient between seasonal drainings, but new Inhibitor should be added every time the radiator is drained.

## CLEANER

Part No.	Description	Price
1435736	Cleaner	\$1.25

Cadillac Cooling System Cleaner, which cleans rust, sludge and scale from the cooling systems of all cars, is a new type of cleaner. 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 composed of strong chemicals, it will not harm the cooling system metals or materials.



## 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 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 tarnish 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 brings 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.





