

1931

100

Exclusive Cadillac Accessories



CADILLAC MOTOR CAR COMPANY



CADILLAC-LA SALLE motor cars—
created for those who demand unrivaled perform-
ance and styling—are highly individualized.

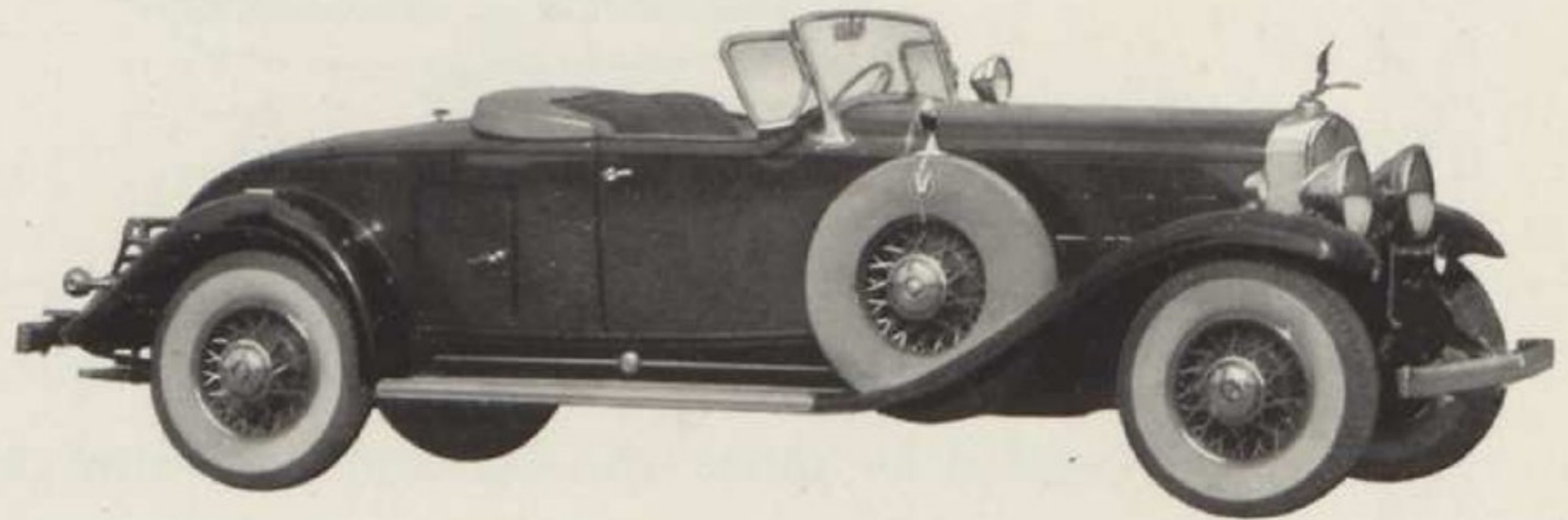
Yet, because of the wide variation of personal
desires and preferences, there are certain groups of
auxiliary equipment which are not included on
Cadillac-La Salle motor cars.

To assure Cadillac's traditional fine craftsmans-
hip to owners who prefer this further equipment,
Cadillac has created a select group of Exclusive
Cadillac Accessories.

Designed by Cadillac to harmonize with interior
and exterior fittings and refinements . . . engineered
by Cadillac to its own fine standards . . . manu-
factured to Cadillac accuracy and craftsmanship
. . . and distributed by Cadillac under the Cadillac
mark of quality and broad guarantee through
Cadillac-La Salle dealers everywhere.

This catalog of Exclusive Cadillac Accessories for
the first time presents this complete group for your
inspection.

THE ROADSTER



CADILLAC and La Salle have captured the spirit of the open road in the distinctive Roadster. So powerful is the engine and so capable is the car of swift, sustained travel that it is difficult to realize how quickly the miles slip past.

Your Roadster can give you even greater enjoyment with the addition of certain auxiliary equipment. Many Roadster owners consider as indispensable side wings that keep out disagreeable cross currents of air and a driving light that makes daytime safety possible at night.

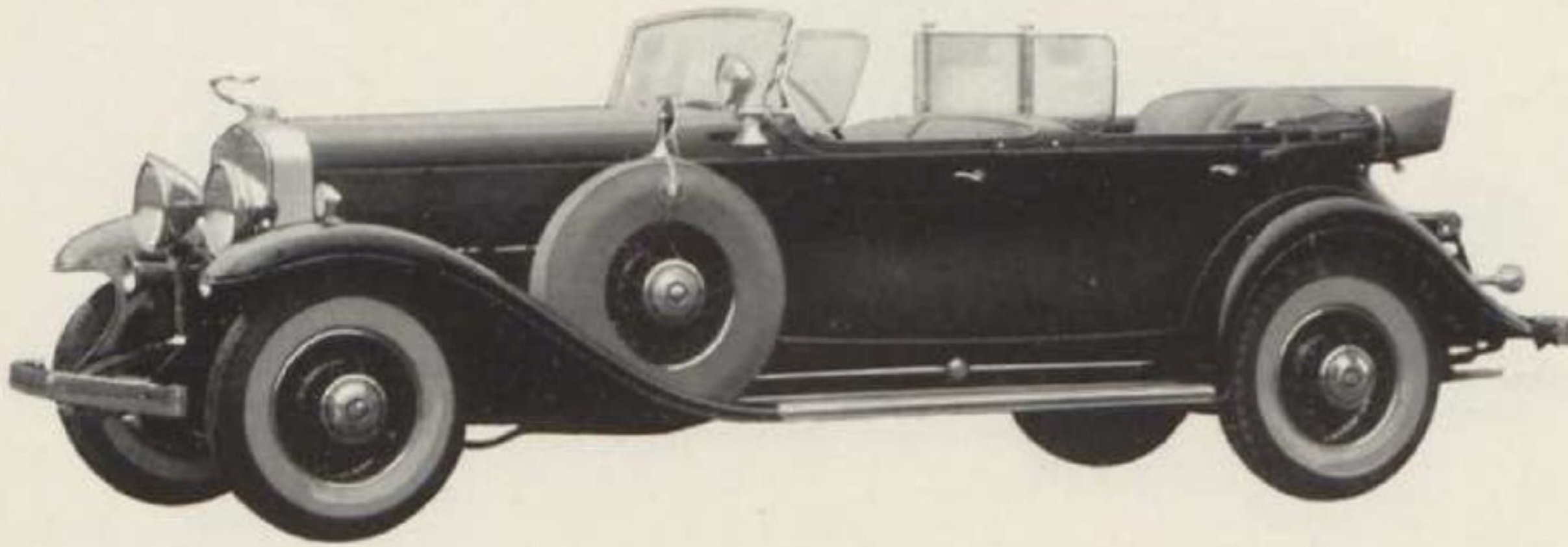
The Cadillac V-12 Roadster shown above is equipped with the following Exclusive Cadillac Accessories: Heron Ornament, Tire Covers and Mirrors, Side Wings, and Driving Light. Other auxiliary equipment especially suitable for the Roadster—Radio, Trunk, and Robe.

CADILLAC Side Wings can be quickly and permanently placed on any Roadster. All metal parts are chromium plated and glass is shatterproof Security-Plate.

Side Wings permit installation of the Cadillac Lorraine Light. This easily controlled light throws its beams half a mile in any direction. It assures an adequate driving light under all conditions.



THE PHAETON



THE Phaeton is an ideal car for those who enjoy the out of doors. It carries five passengers without crowding and travels smoothly and luxuriously at any pace you may care to set.

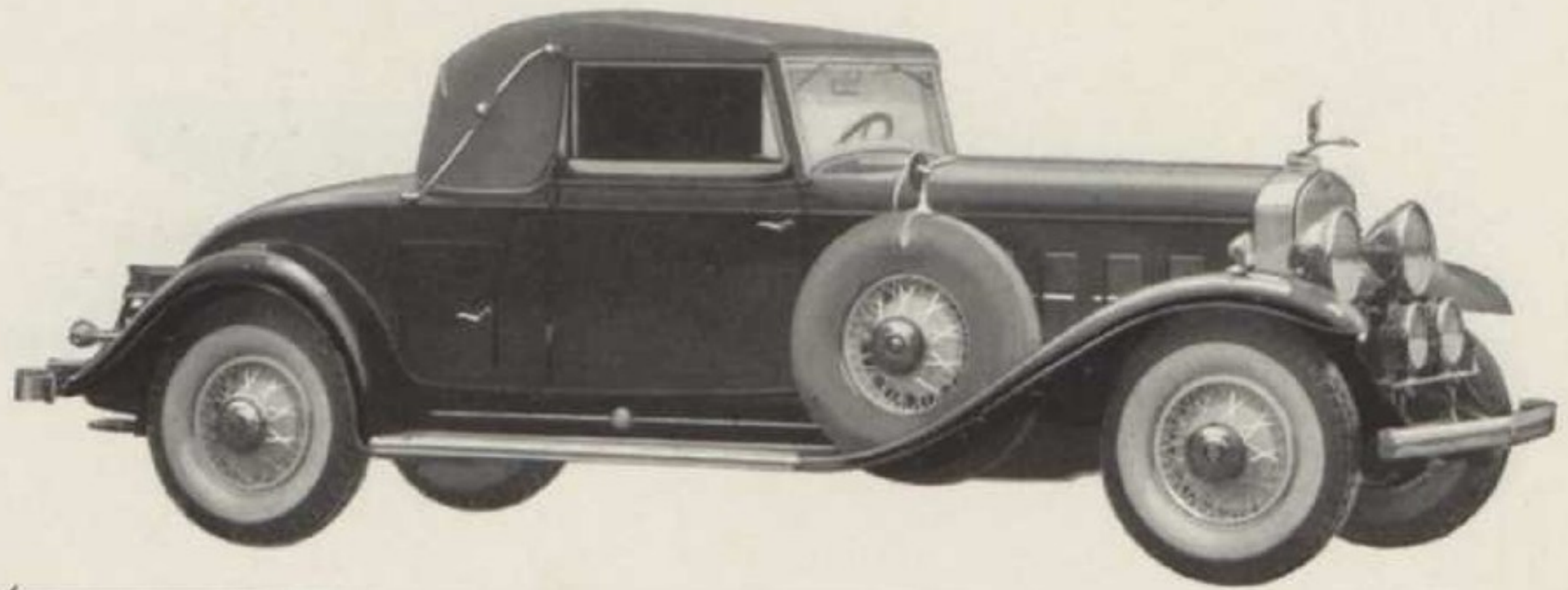
Side Wings and Tonneau Shield add greatly to the pleasure of owning this sport type car. Complete protection for driver and companion and rear seat passengers is provided without interfering with the enjoyment of fresh air and sunshine. The Cadillac Lorraine Light gives ample illumination for safe night driving.

The Cadillac V-12 Phaeton shown above is equipped with the following Exclusive Cadillac Accessories: Goddess Ornament, Tire Covers and Mirrors, Side Wings, Tonneau Shield, and Driving Light. Other auxiliary equipment especially suitable for the Phaeton—Radio, Trunk, and Robe.



THE Cadillac Tonneau Shield for the Phaeton is adjustable to any position, affording complete protection from drafts and strong winds. When not in use, it folds neatly out of the way. Construction is strong, durable, and rustproof. All metal parts are of chrome-plated brass. The glass is shatterproof Security-Plate.

CONVERTIBLE COUPE



THE Convertible Coupe is a smart, dual-purpose car. The owner of a Convertible Coupe enjoys the full advantages of an open car in mild weather as well as the snug comfort of an enclosed coupe on rainy or cold days.

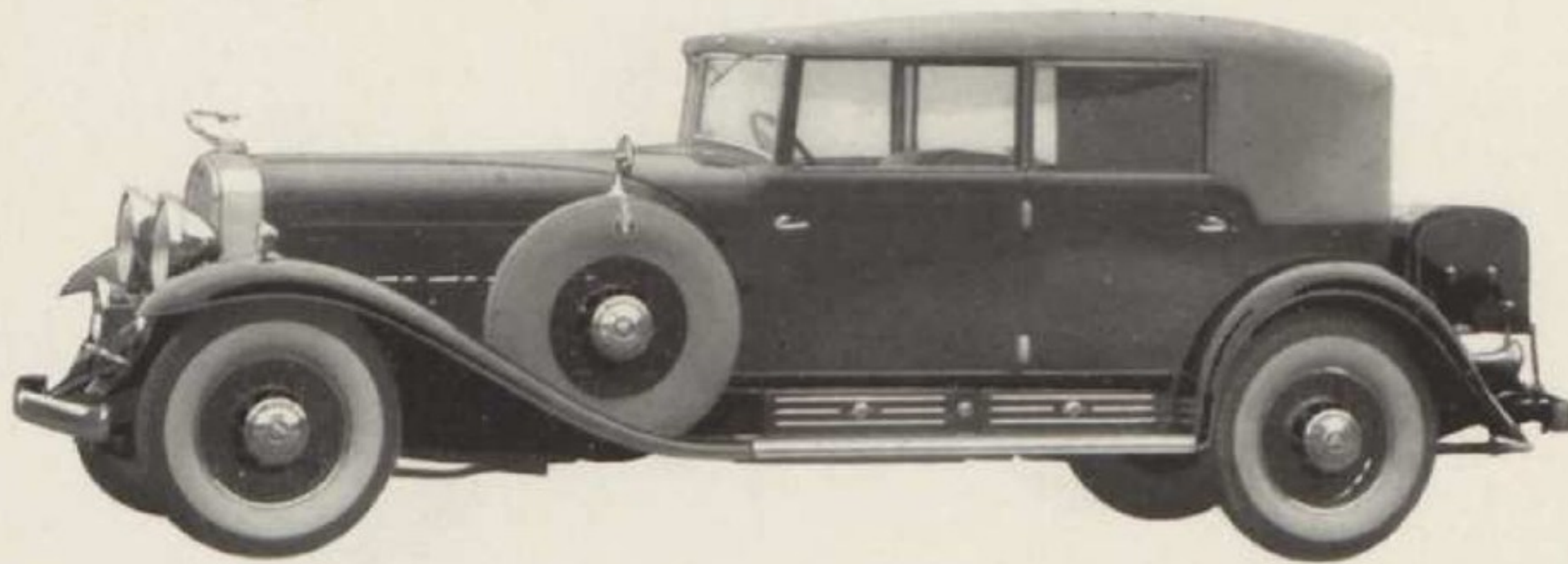
Cadillac Duplex Pilot Ray adds the newest type of driving light to the equipment of this distinctive car. Pilot Ray is unique—it operates in connection with the steering mechanism and lights the turns ahead of you. It is an outstanding example of fine auxiliary light equipment for safe night driving.

The Cadillac V-12 Convertible Coupe shown above is equipped with the following Exclusive Cadillac Accessories: Heron Ornament, Tire Covers and Mirrors, Duplex Pilot Ray. Other auxiliary equipment especially suitable for the Convertible Coupe—Radio, Trunk, Heater, and Robe.

CADILLAC Pilot Ray eliminates those dangerous moments of blind driving by lighting the turns before you take them. In straightaway driving it illuminates the edges of the road so that you can see easily even in the glare of approaching headlights. Cadillac Pilot Ray matches perfectly with Cadillac and La Salle head lamps.



ALL-WEATHER PHAETON



IN the handsome All-Weather Phaeton, Cadillac-LaSalle has combined the dash and swagger of the sport type car with the practical features of the sedan. Its adaptability is unique—it is as equally at home on the cross-continental trail as on a crowded boulevard.

For touring or week-end trips, Cadillac has designed a trunk which blends especially well with the lines of the All-Weather Phaeton. This trunk carries an ample supply of luggage at the back of the car, leaving the tonneau unencumbered. For auxiliary lighting, Cadillac suggests the powerful Pilot Ray.

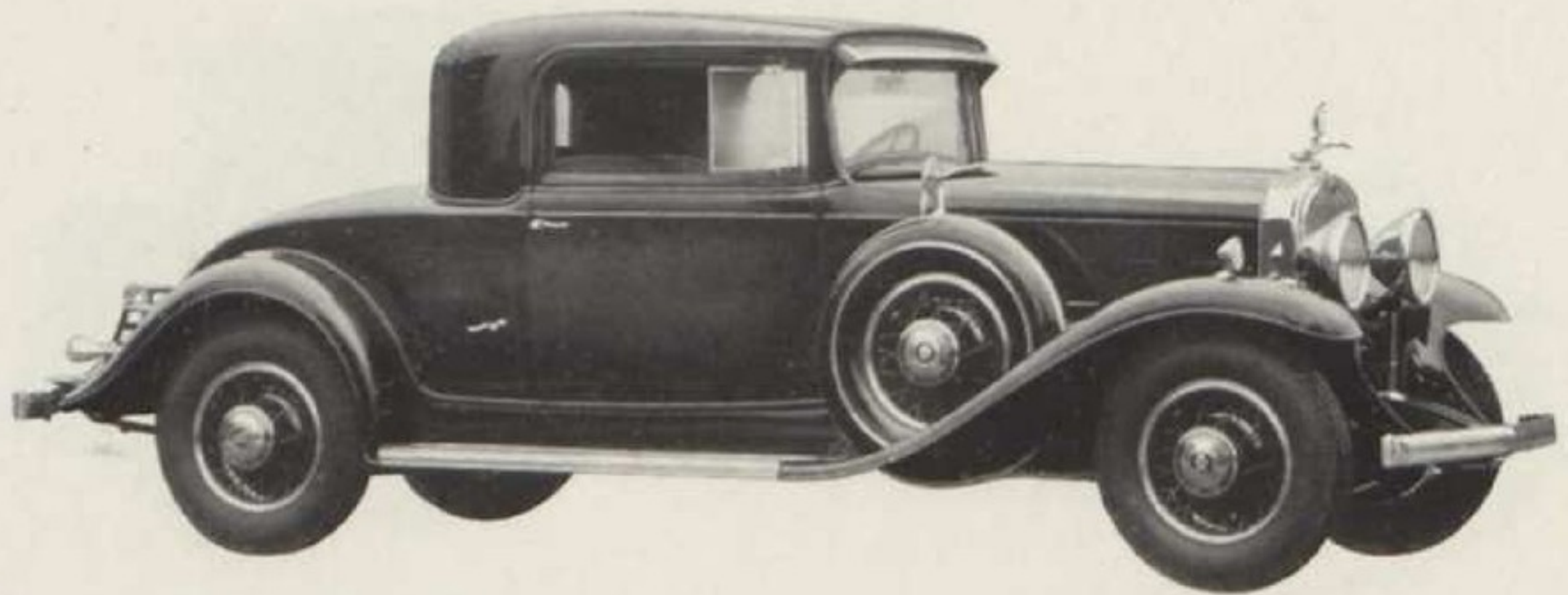
The Cadillac V-16 All-Weather Phaeton shown above is equipped with the following Exclusive Cadillac Accessories: Goddess Ornament, Tire Covers and Mirrors, Trunk with Cases, and Pilot Ray Driving Light. Other auxiliary equipment especially suitable for the All-Weather Phaeton—Radio, Robe, Heater, and Seat Covers.



THE Cadillac Trunk for the All-Weather Phaeton is the latest development in motoring luggage. It is of composite wood-and-steel construction—dust, dirt, and moistureproof. It opens from the front.

Cases are of strong basswood covered with high-quality, leather-grained material. Interiors are designed to suit the most fastidious.

TWO-PASSENGER COUPE



←—————→

THE Two-Passenger Coupe is an especial favorite among business and professional men. It actually carries five people, three in the front seat and two in the rumble, in complete comfort. In addition, it has a luggage compartment of ample capacity.

For this car, Cadillac Draft Deflectors constitute most convenient equipment. Draft Deflectors allow the owner to enjoy plenty of fresh air without the annoyance of cross currents. Windows may be kept open at all times, providing perfect ventilation.

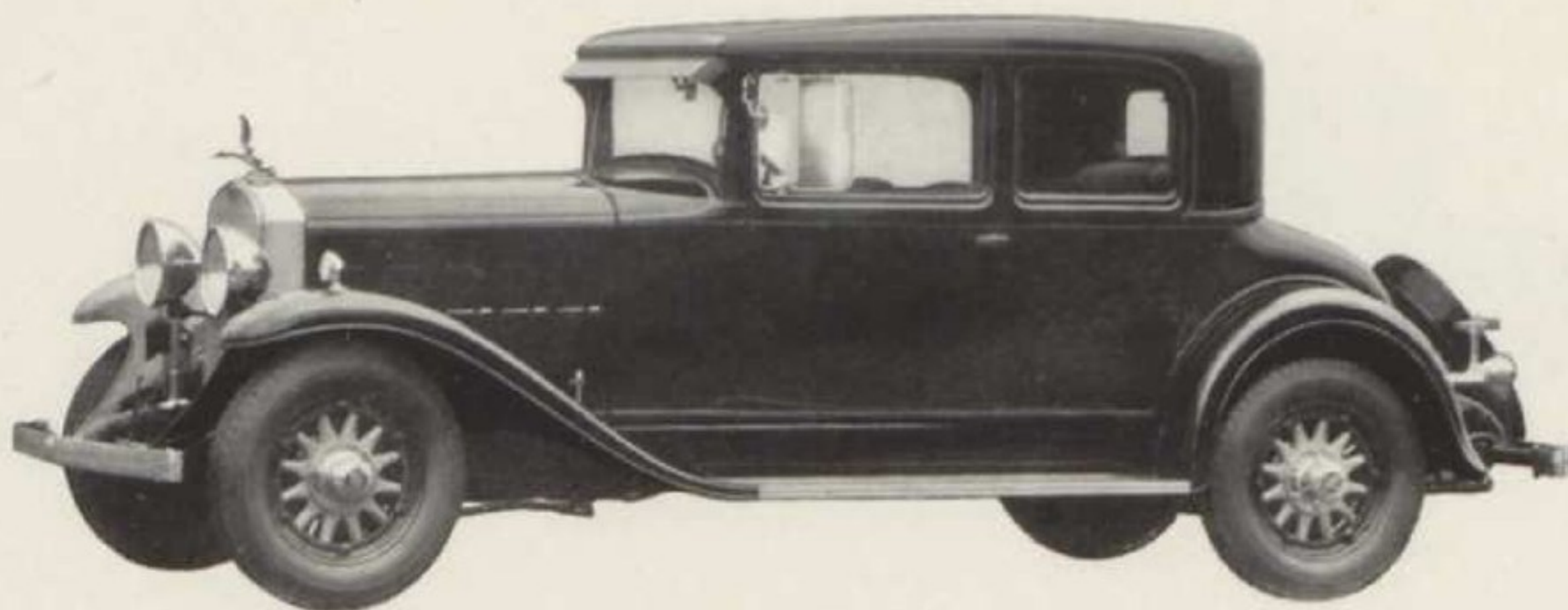
The Cadillac V-8 Two-Passenger Coupe shown above is equipped with the following Exclusive Cadillac Accessories: Heron Ornament, Metal Tire Covers and Mirrors, Draft Deflectors. Other auxiliary equipment especially suitable for the Two-Passenger Coupe—Driving Light, Radio, Robe, Trunk, Breeze Filter, Heater, and Seat Covers.

CADILLAC Draft Deflectors protect the occupants of the car from wind, dust, rain, and snow. This equipment prevents steaming and fogging of the windows and enables one to see clearly at all times.

Draft Deflectors can be installed or removed in a few minutes without injuring the finish of the car. The glass is shatterproof Security-Plate.



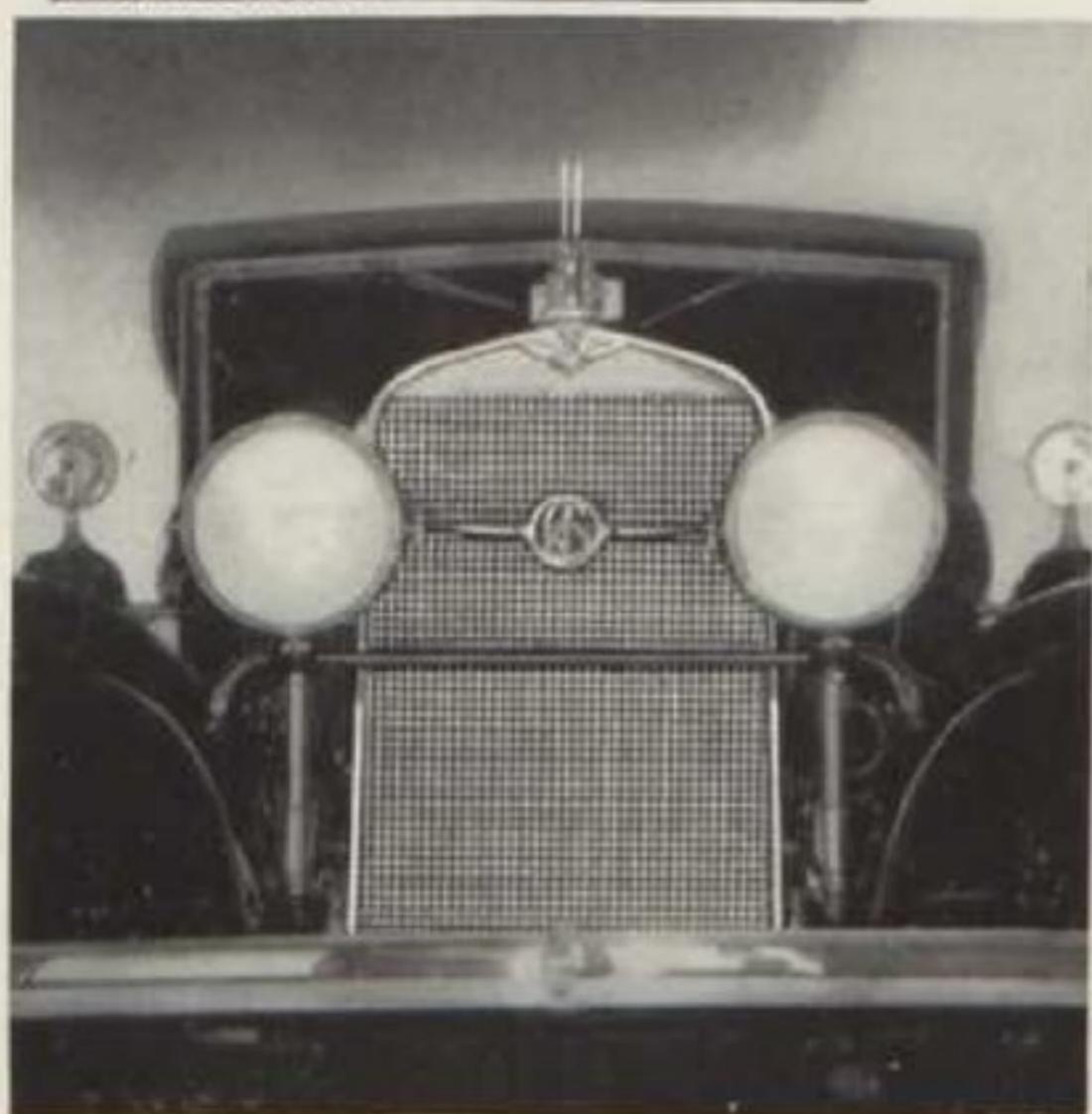
FIVE-PASSENGER COUPE



A WIDE range of utility is provided by the Five-Passenger Coupe as Cadillac and LaSalle build it. Its smart streamlines are those of the true coupe, yet its roomy body accommodates five passengers. Owners enjoy also the fact that an unusual amount of luggage can be carried in the rear deck compartment.

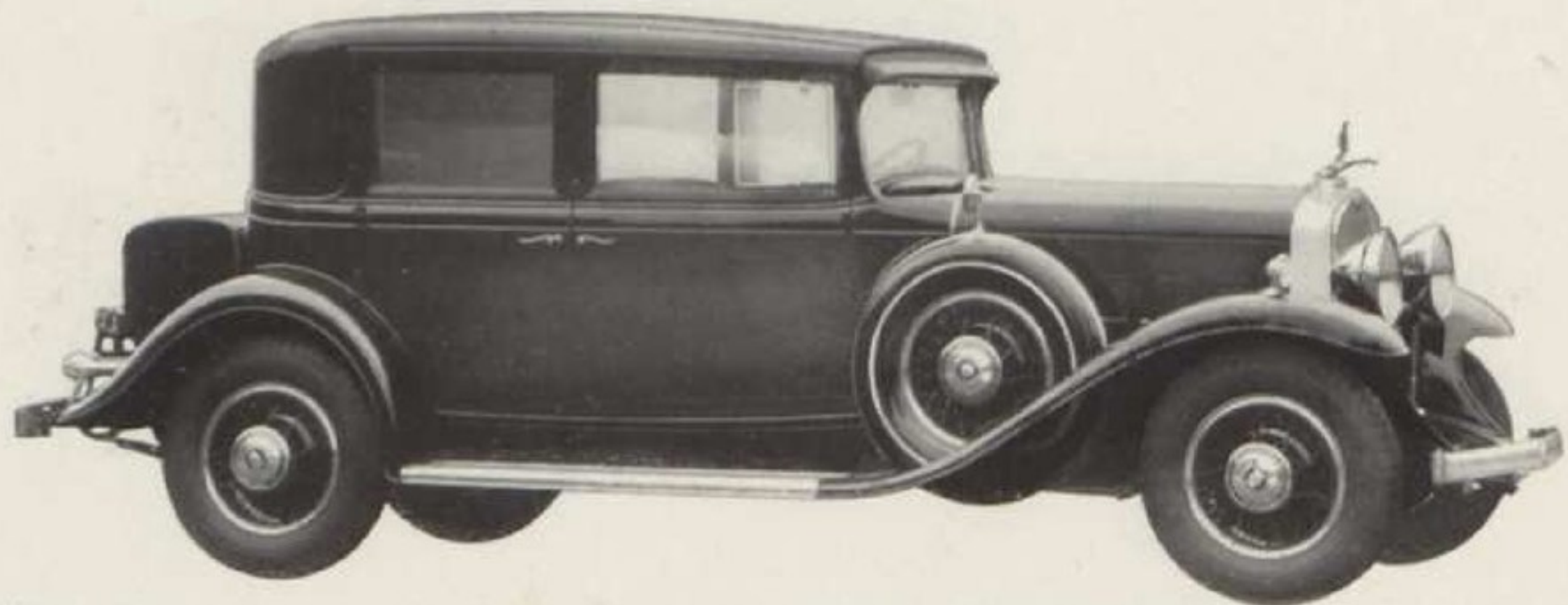
Draft Deflectors are splendid auxiliary equipment for the Five-Passenger Coupe. On this particular model, the LaSalle, the Radiator Screen is shown. This polished chromium screen adds a final touch of smartness to LaSalle's distinctive styling.

The LaSalle Five-Passenger Coupe shown above is equipped with the following Exclusive Cadillac Accessories: Heron Ornament, Tire Cover and Hinge Mirror, Draft Deflectors, and Radiator Screen. Other auxiliary equipment especially suitable for the Five-Passenger Coupe—Driving Light, Heater, Radio, Breeze Filter, Robe, and Seat Covers.



CADILLAC's latest achievement in smart distinctive appearance is the Radiator Screen. This screen is a fitting complement to the beauty of LaSalle. It is constructed of pure brass, heavily chromium plated, and is made for lasting service.

TOWN SEDAN



WHEREVER it goes, the close-coupled Town Sedan attracts attention. Its design permits an unusual intimacy of interior without crowding driver or passengers. Many owners find especially useful the large metal trunk at the rear, which blends so gracefully with the lines of the car.

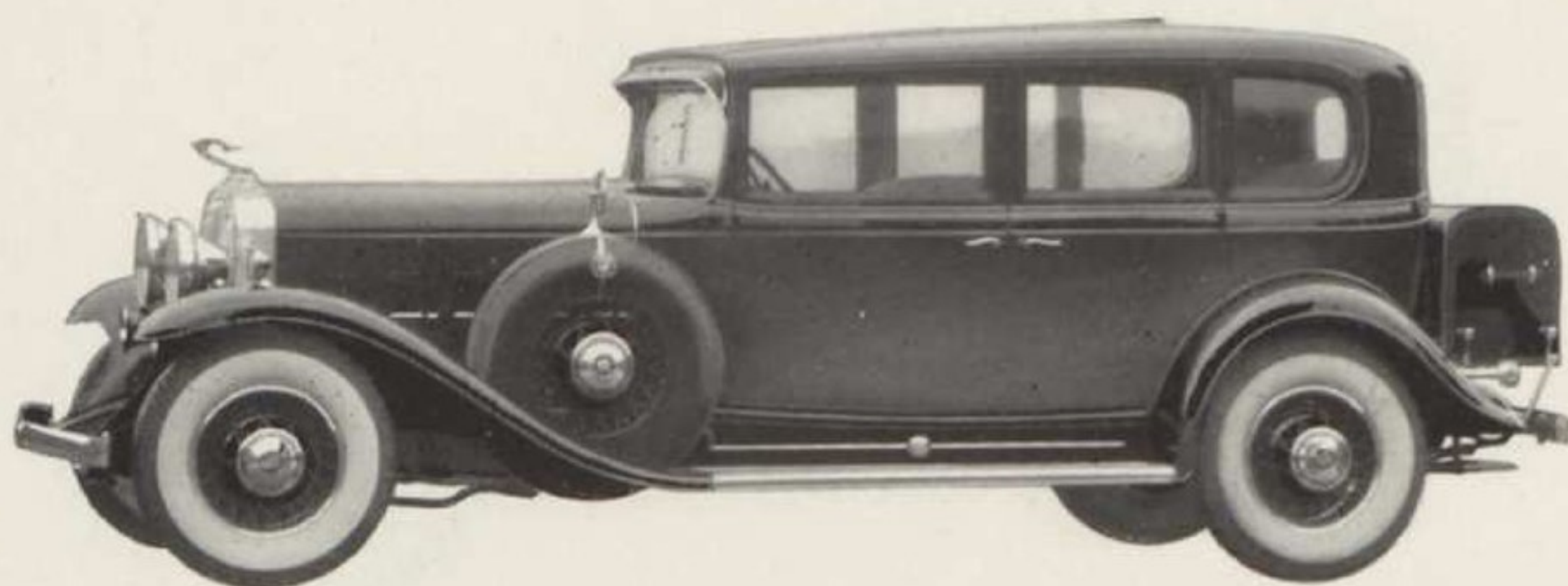
The utility of the trunk is greatly increased with the addition of a set of traveling cases which Cadillac has designed for the Town Sedan. Smartly finished and solidly built, these cases are most acceptable for general travel.

The Cadillac V-8 Town Sedan shown above is equipped with the following Exclusive Cadillac Accessories: Heron Ornament, Metal Tire Covers and Mirrors, Draft Deflectors, and Town Sedan Trunk Cases. Other auxiliary equipment especially suitable for the Town Sedan—Driving Light, Radio, Heater, Breeze Filter, Robe, and Seat Covers.

THE suitcase equipment designed for the Town Sedan Trunk is strong and rugged. The cases are covered with high-quality, leather-grained material, and the hardware is satin finish brass. Lining and interior appointments are designed to please the most particular.



THE SEDAN



As designed by Cadillac and La Salle, the Sedan is an unusually graceful and beautiful automobile. Low and well balanced, its exterior lines suggest the car's capacity for sustained speed over any type of road. Extra roominess provides complete comfort for every passenger.

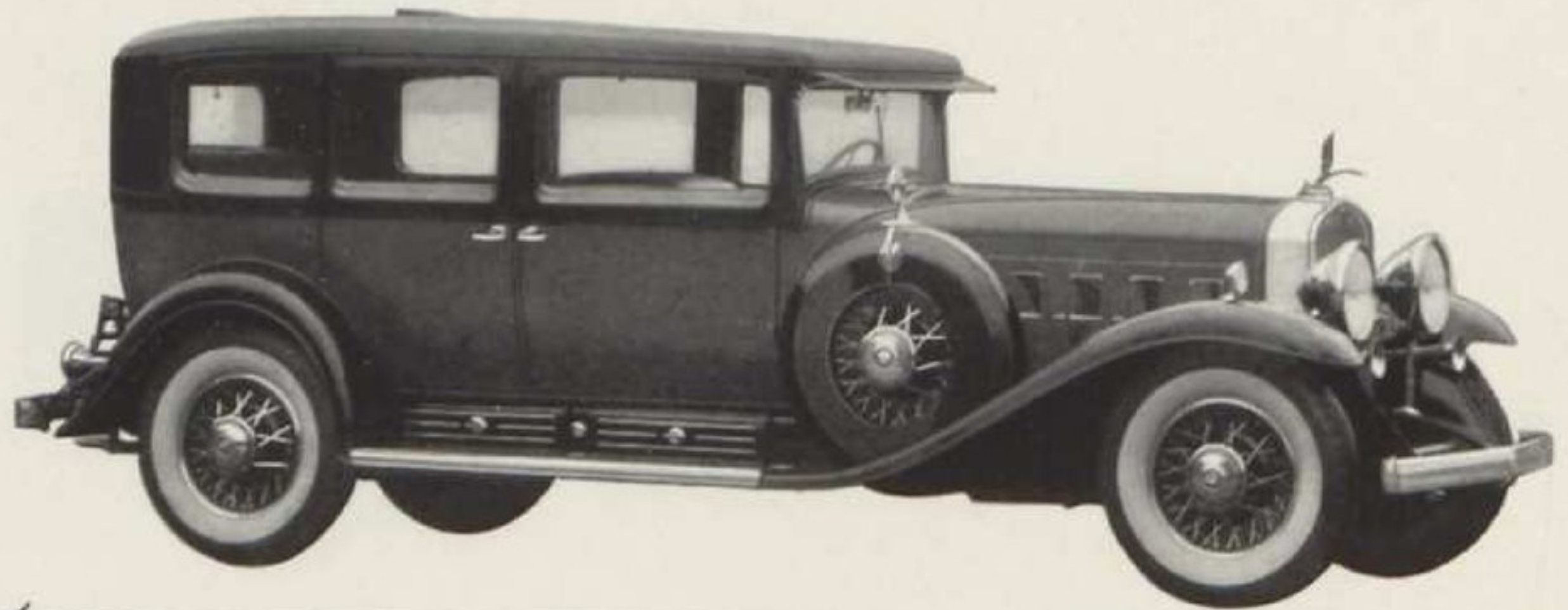
For the Sedan owner who uses his car for extended trips, the Cadillac Metal-Covered Trunk with Cases offers ideal auxiliary equipment. This trunk permits a large amount of luggage to be carried yet leaves the interior of the car free from cumbersome baggage. Cadillac Metal-Covered Trunks are completely waterproof and protect luggage from dust, dirt, and moisture.

The Cadillac V-12 Sedan shown above is equipped with the following Exclusive Cadillac Accessories: Goddess Ornament, Tire Covers and Mirrors, Metal-Covered Trunk. Other auxiliary equipment especially suitable for the Sedan—Radio, Heater, Driving Light, Draft Deflectors, Breeze Filter, Robe, and Seat Covers.



THE Cadillac Metal-Covered Trunk is of strong wood-and-steel construction. It may be obtained in Duco finish to match the color of your car. A variety of suitcase equipment is offered to fit individual needs. The trunk can be quickly attached to the car, yet is designed to be instantly removable.

THE IMPERIAL



THIS fine example of luxurious coachcraft serves its owner in two distinct ways. With the division glass in position, it becomes a formal chauffeur-driven car, moving with assurance in the most distinguished company. With division lowered for owner driving, the Imperial assumes the intimacy of a family sedan.

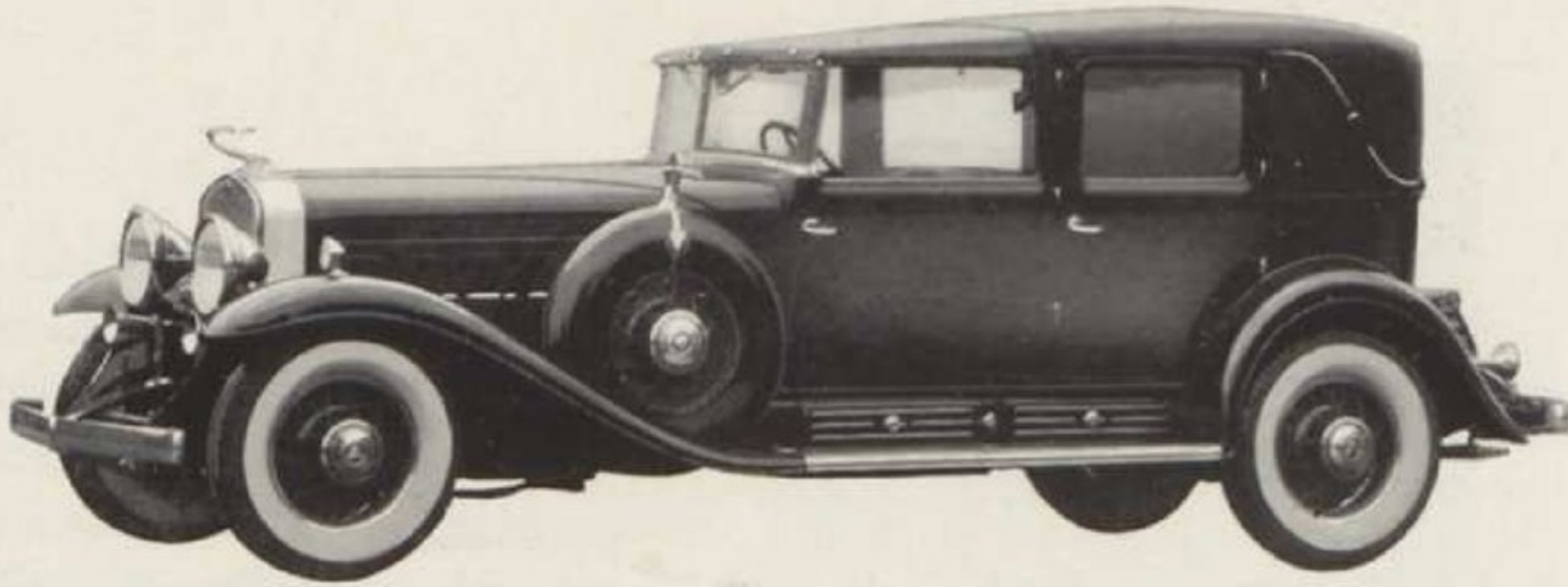
A Cadillac Radio is unusually appropriate auxiliary equipment for the Imperial. This set brings the activities of the world to you while you drive. Music, drama, sports, and business news become available by merely turning a dial. A Cadillac Radio is truly the last word in luxurious motoring.

The Cadillac V-16 Imperial shown above is equipped with the following Exclusive Cadillac Accessories: Heron Ornament, Tire Covers and Mirrors, Radio. Other auxiliary equipment especially suitable for the Imperial—Robe, Heater, Trunk, and Driving Light.

THE Cadillac Radio—built for Cadillac and La Salle cars exclusively—is unquestionably the best automotive radio on the market. Clear tone, perfect reproduction, and a wide range of selectivity are outstanding characteristics. All recent Cadillac-La Salles are wired for radio—installation in earlier models can be made in a minimum of time.



THE TOWN CAR



HIGHLY individualized in every detail, the Town Car represents a custom creation in which styling has been carried into intimate harmony with personal preference. With a chassis engineered for superb smoothness and brilliant performance at all speeds, the Town Car permits perfect relaxation during every mile of travel.

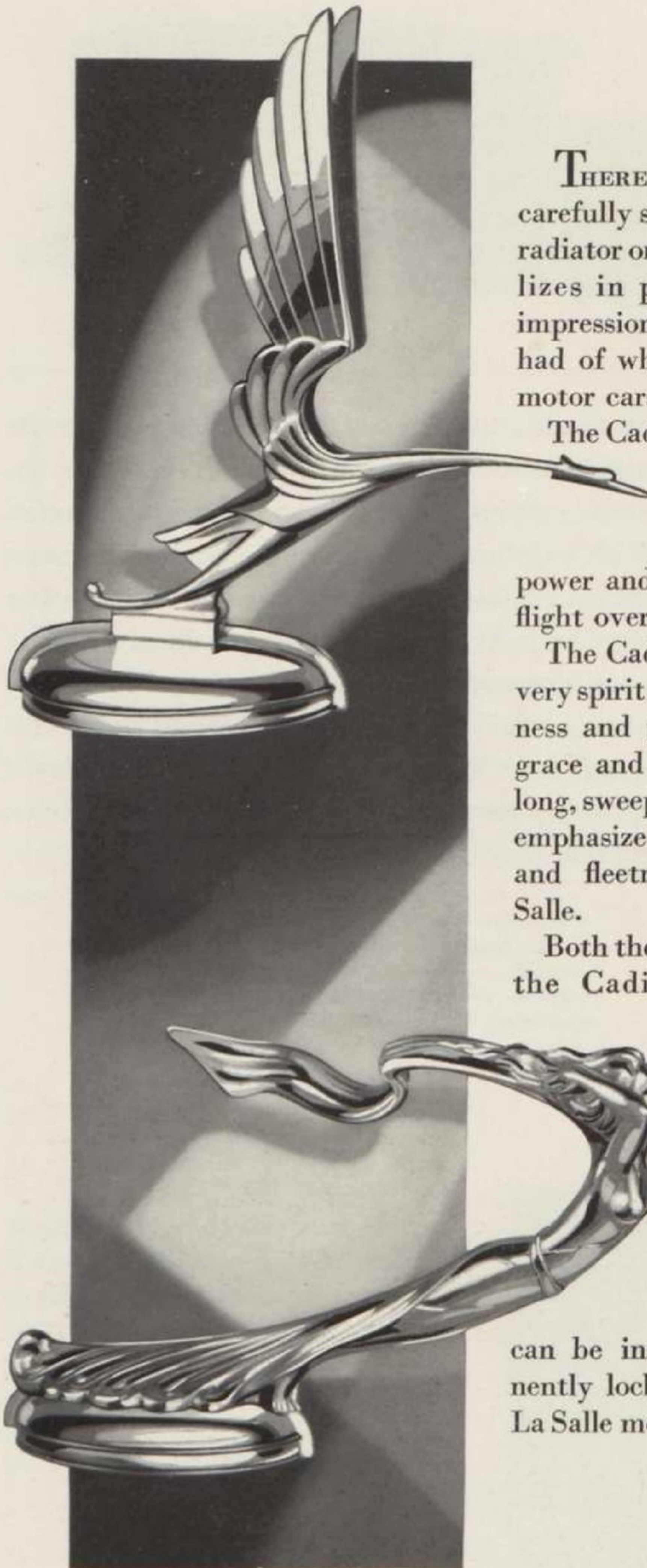
As a finishing touch to the luxurious appointments of the Town Car, Cadillac suggests a Fleetwood Robe. This robe is made from the same broadcloth that is employed in upholstering the Town Car and, therefore, matches perfectly the interior beauty of the car.

The Cadillac V-16 Town Car shown above is equipped with the following Exclusive Cadillac Accessories: Goddess Ornament, Tire Covers and Mirrors, Fleetwood Robe and Pillow. Other auxiliary equipment especially suitable for the Town Car—Radio, Trunk, and Heater.



CADILLAC-Fleetwood Robes represent the offerings of the finest looms in America. These robes are available in the same fabric as used in the car, or in contrasting shades. Lining is optional—in soft, crushed-silk plush or warm, imported alpaca.

ORNAMENTS



THERE is something about a carefully selected and executed radiator ornament that crystallizes in people's minds the impressions they have always had of what Cadillac-La Salle motor cars stand for.

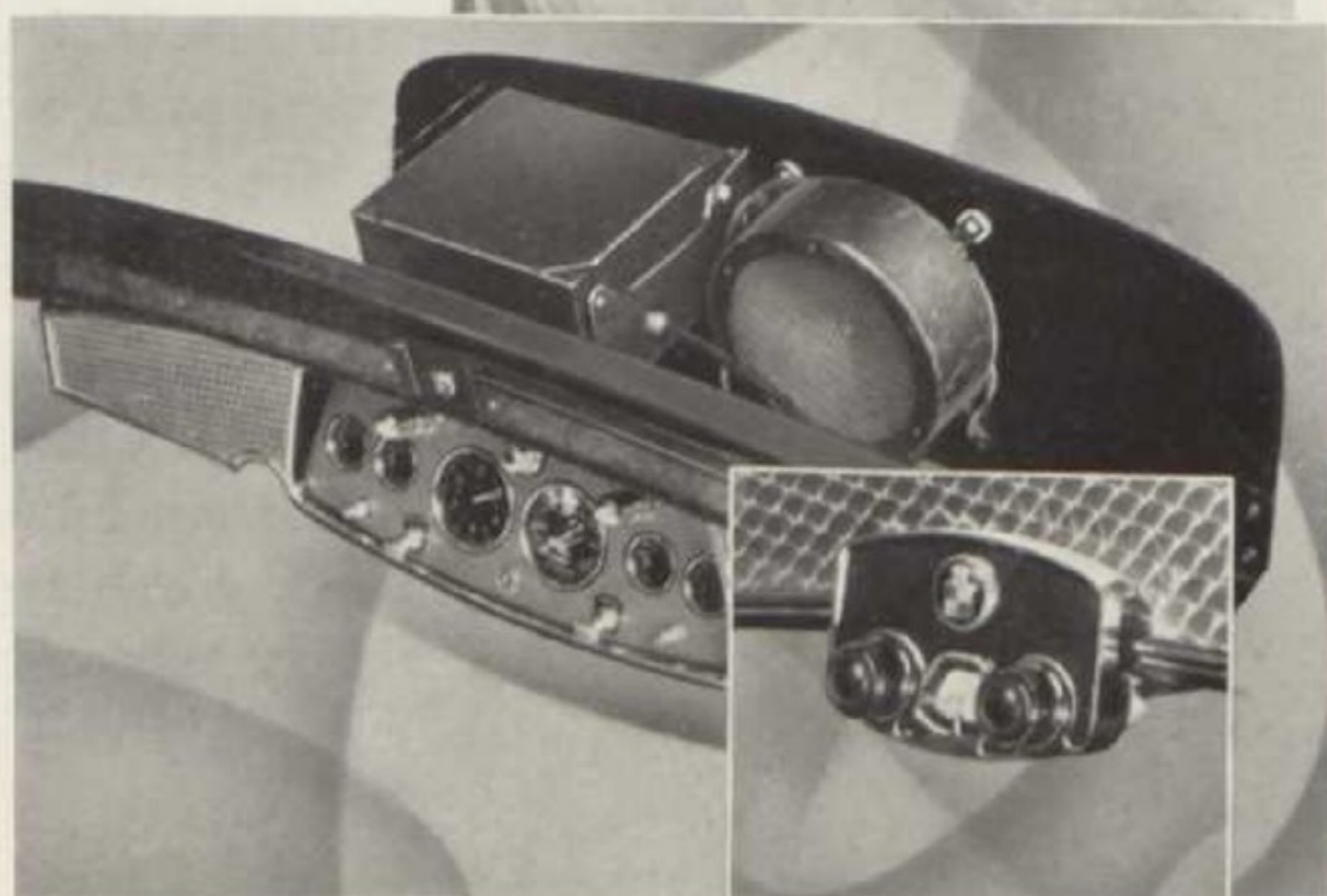
The Cadillac Heron portrays to perfection the sweep and flow of Cadillac's winged power and its silent, effortless flight over the roads.

The Cadillac Goddess is the very spirit of unsurpassed swiftness and power coupled with grace and perfect balance. Its long, sweeping lines continually emphasize the modern beauty and fleetness of Cadillac-La Salle.

Both the Cadillac Heron and the Cadillac Goddess are original works of art, cast only in the finest virgin metal and richly finished in sparkling chromium that permanently retains its beautiful lustre. They can be instantly and permanently locked to any Cadillac-La Salle motor car.

RADIO

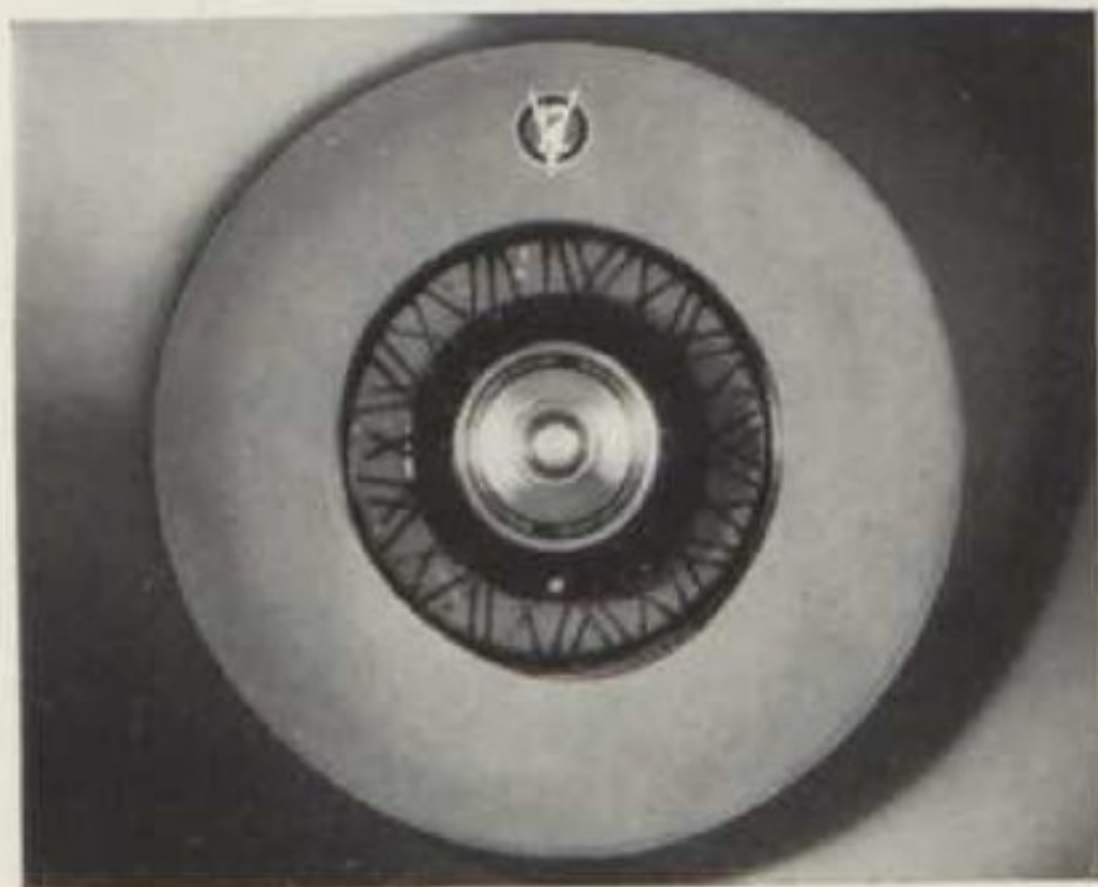
As you quietly glide along the highways or through the city streets, this final motoring luxury, the Cadillac Radio, will bring you the same desirable programs which you turn to so often and enjoy in your own home. This modern six-tube, screen grid set is condenser tuned, and with its automatic volume control represents the most advanced development in the automotive radio field. It is simple to install, because every Cadillac-La Salle since 1929 has come from the factory fitted with a skillfully concealed aerial and a place on the cowl for the set and speaker. The Cadillac Radio will surprise you with its matchless tone, unusual selectivity, and wide range of sensitivity, for it is completely shielded from engine interference. It will be as economical to operate as it is to install.



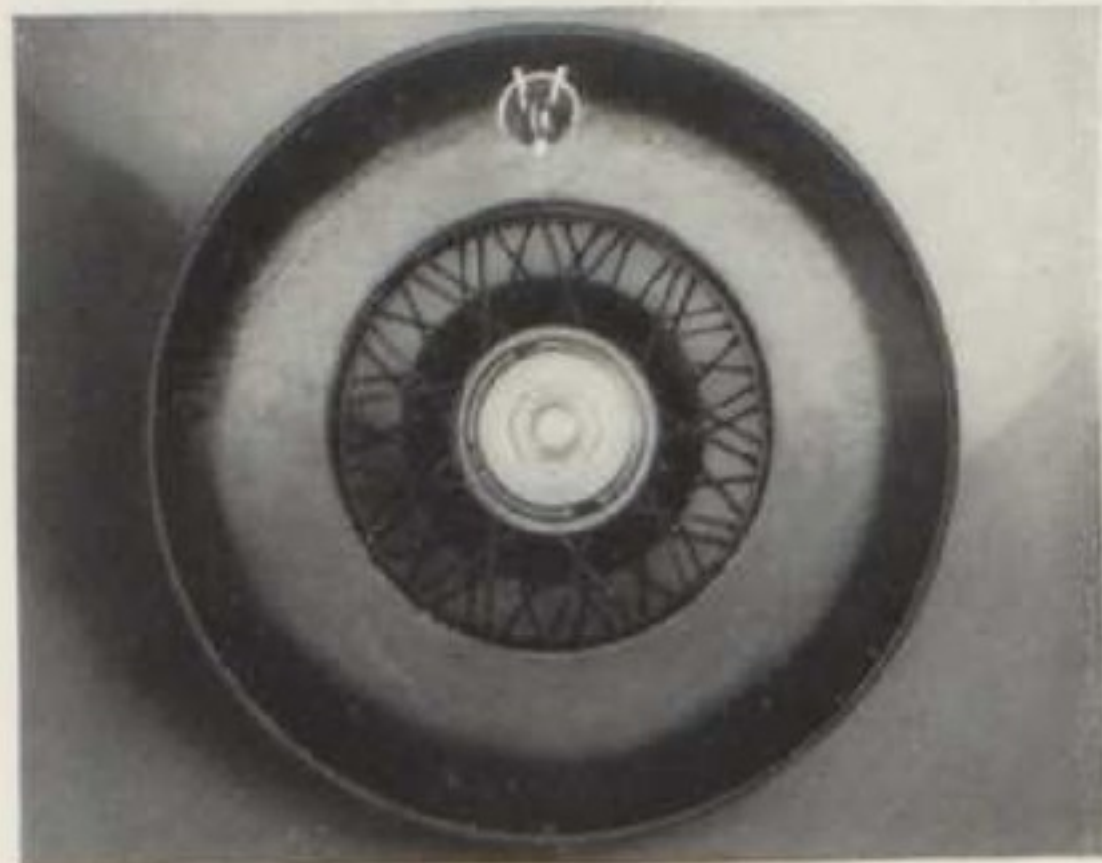
TIRE COVERS



Cadillac Metal Cover Mirrors add still further beauty and utility to Cadillac Metal Tire Covers



Burbank Cover



Long Grain Cover

To those fastidious motorists who demand modern styling in fittings as well as in the car itself, Cadillac Metal Tire Covers have an irresistible appeal.

Designed as a permanent part of the car and finished in color with chromium trim they blend harmoniously with the graceful beauty and sweeping lines of Cadillac-La Salle. Constructed of one piece of durable steel, which is curved to fit the contour of the tire, and clamped securely by a slender steel rod they ride with absolute quiet and are as impervious to weather as the body of the car itself.

Cadillac fabric tire covers are available in black long grain and patent leather finishes or, if you prefer, in Burbank fabrics. All of these durable materials are so precisely tailored that the covers fit smoothly and without a wrinkle.

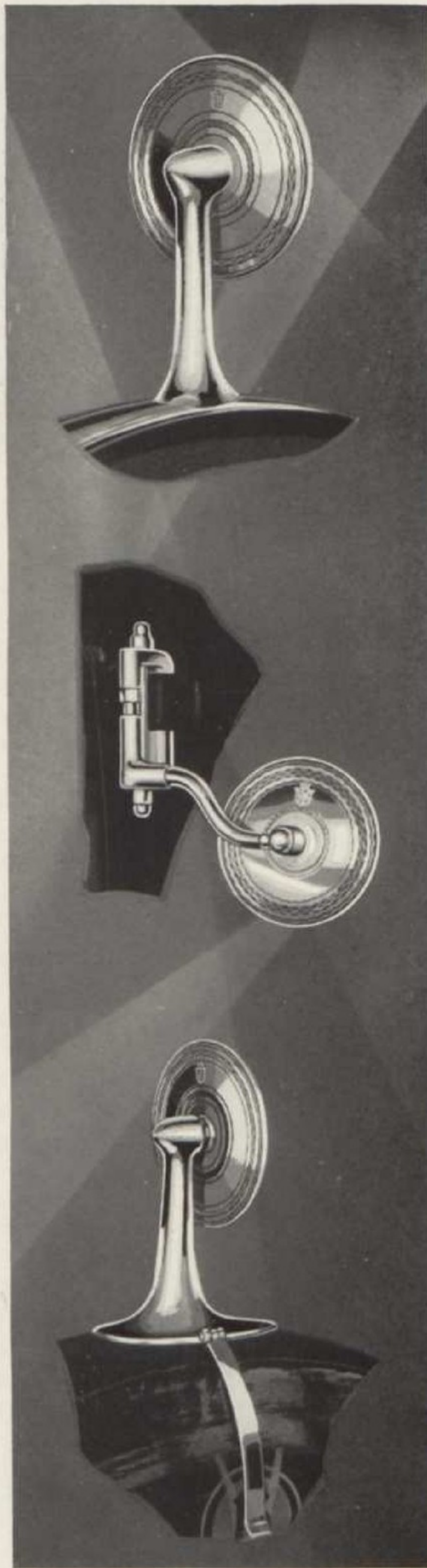
MIRRORS

CADILLAC mirrors add grace and smartness to a car and at the same time insure greater driving ease and safety. Only pure crystal glass, perfectly ground to eliminate distortion, is used in their manufacture. The adjusting mechanism is simple yet absolutely secure.

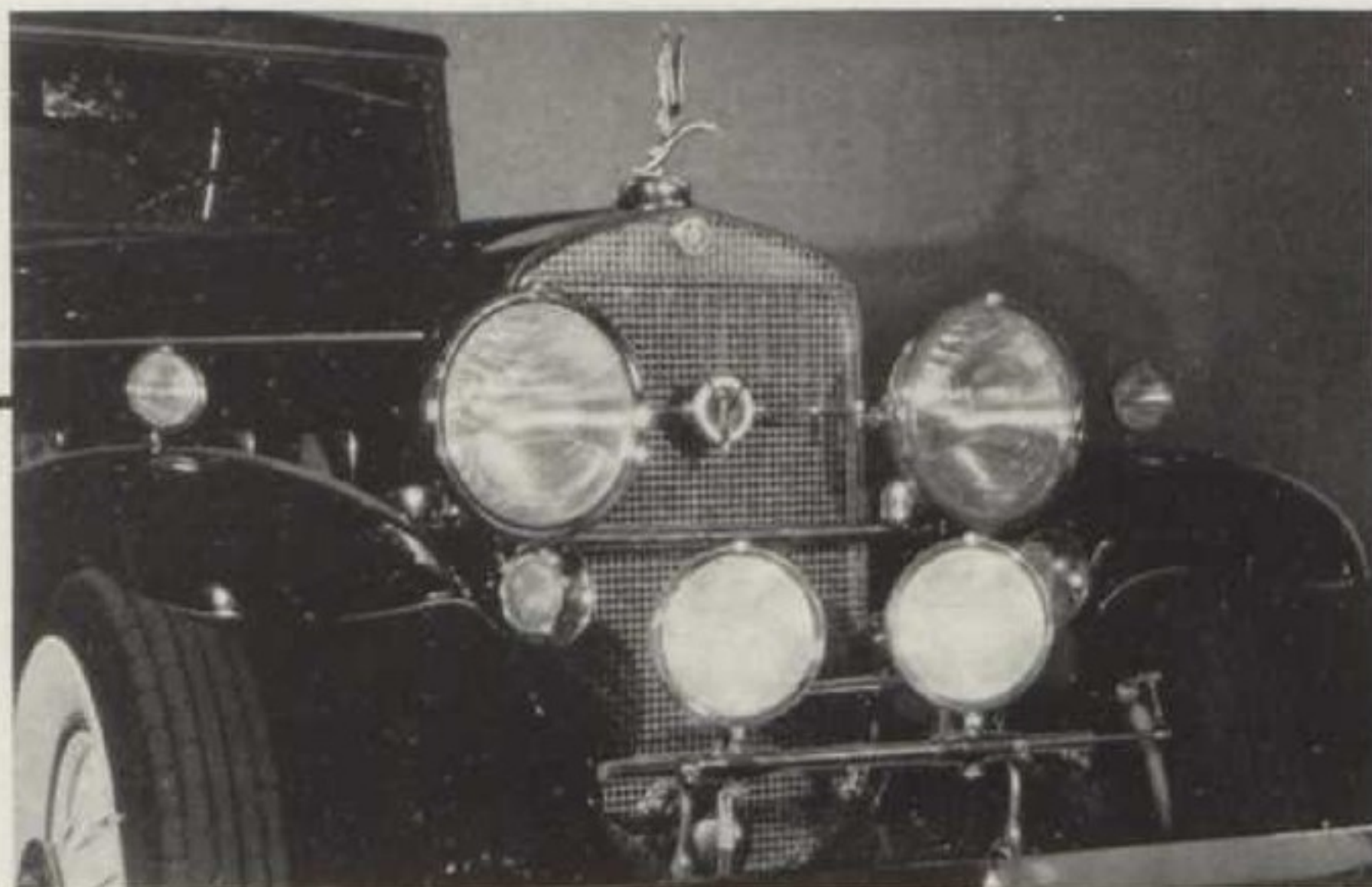
Cadillac Metal Cover Mirrors have a large five-inch mirror reflecting an unusually large view of the rear. The slim, sturdy column is smartly curved to exactly fit the narrow chromium band of the metal tire cover.

Cadillac Hinge Mirror is invaluable for driving under modern conditions. A glance into its minifying optical lens reflects a complete view. The Cadillac Hinge Mirror is easily but firmly clamped to the door hinge. A twist of the wrist is all that is required to turn it to any desired angle.

Cadillac Tire Mirrors for fender well cars equipped with fabric tire covers have the same large mirror and slender column as the Cadillac Metal Cover Mirror, but with a larger base which is held firmly in place on the tire by a chromium-plated band and chain secured by a lock.



DRIVING LIGHTS



Cadillac Duplex Pilot Ray



Cadillac Standard Pilot Ray



Cadillac Lorraine Light

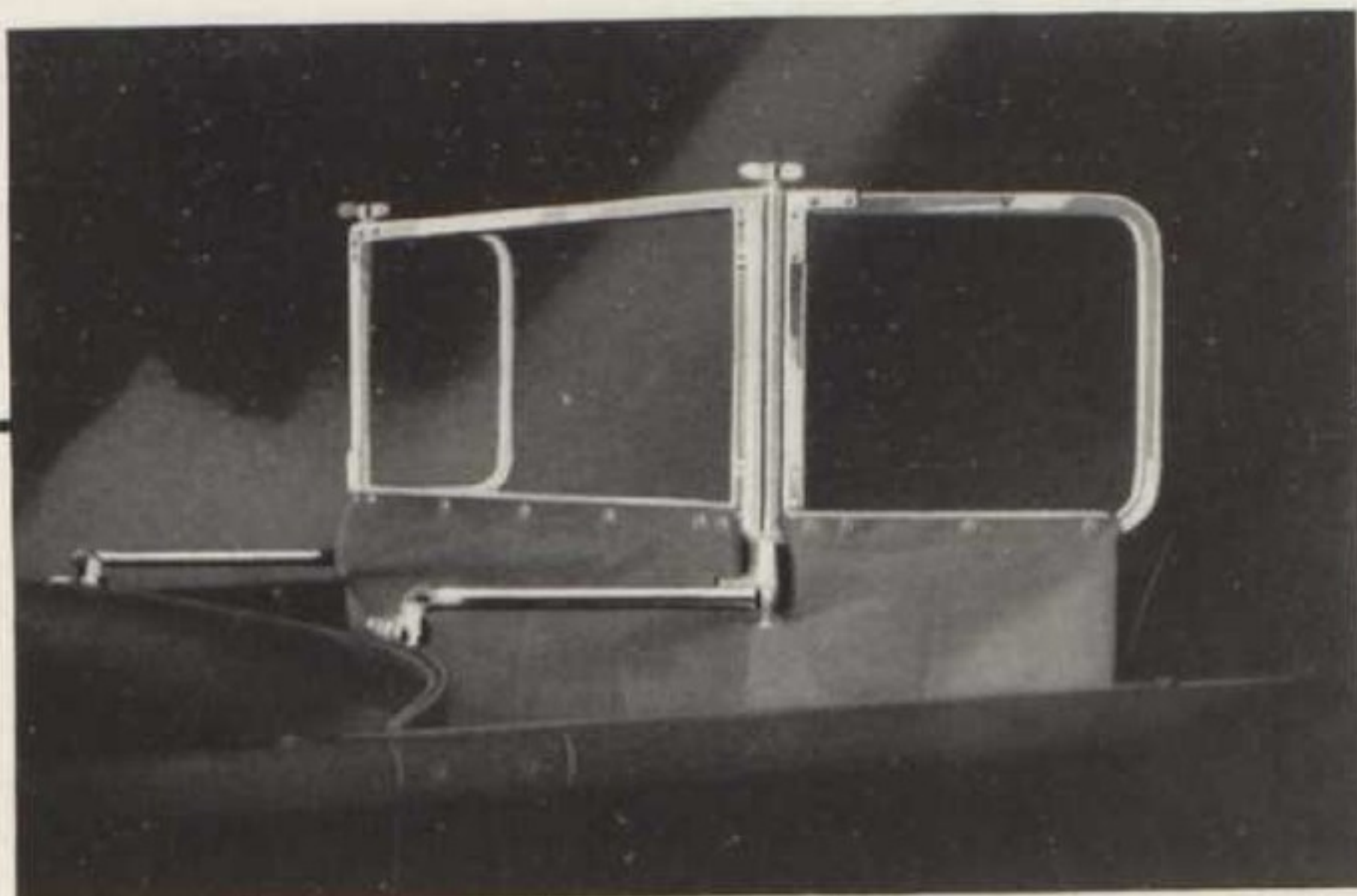


Cadillac Lorraine Light

IN this progressive era of high-speed motoring, auxiliary light equipment is a practical necessity for safe, comfortable nighttime driving. So Cadillac, thinking always in terms of beauty as well as utility, has built the Cadillac Pilot Ray which *automatically* throws its powerful, broad beams directly in the pathway of the car around corners, illuminating the "blind spots" that head lamps cannot reach. There is no other light like the Cadillac Pilot Ray. With penetrating rays, it lights up the road from side to side and disperses night fogs and darkness. Built of heavy, durable brass and finished in sparkling chromium, it has no gears or other mechanism to get out of order. The two models of the Cadillac Pilot Ray are the Duplex with twin lamps and the Standard with one lamp.

Cadillac Lorraine Light is the highest development of the controllable spotlight for open or closed cars. Its clear, powerful rays penetrate over half a mile in any direction. It can be adjusted by a light touch of the fingers on its conveniently placed handle, and yet the concentrated beams never waver from the road. You have but to drive with it to appreciate its easy, positive action and convenient safety.

WINDSHIELD—WINGS

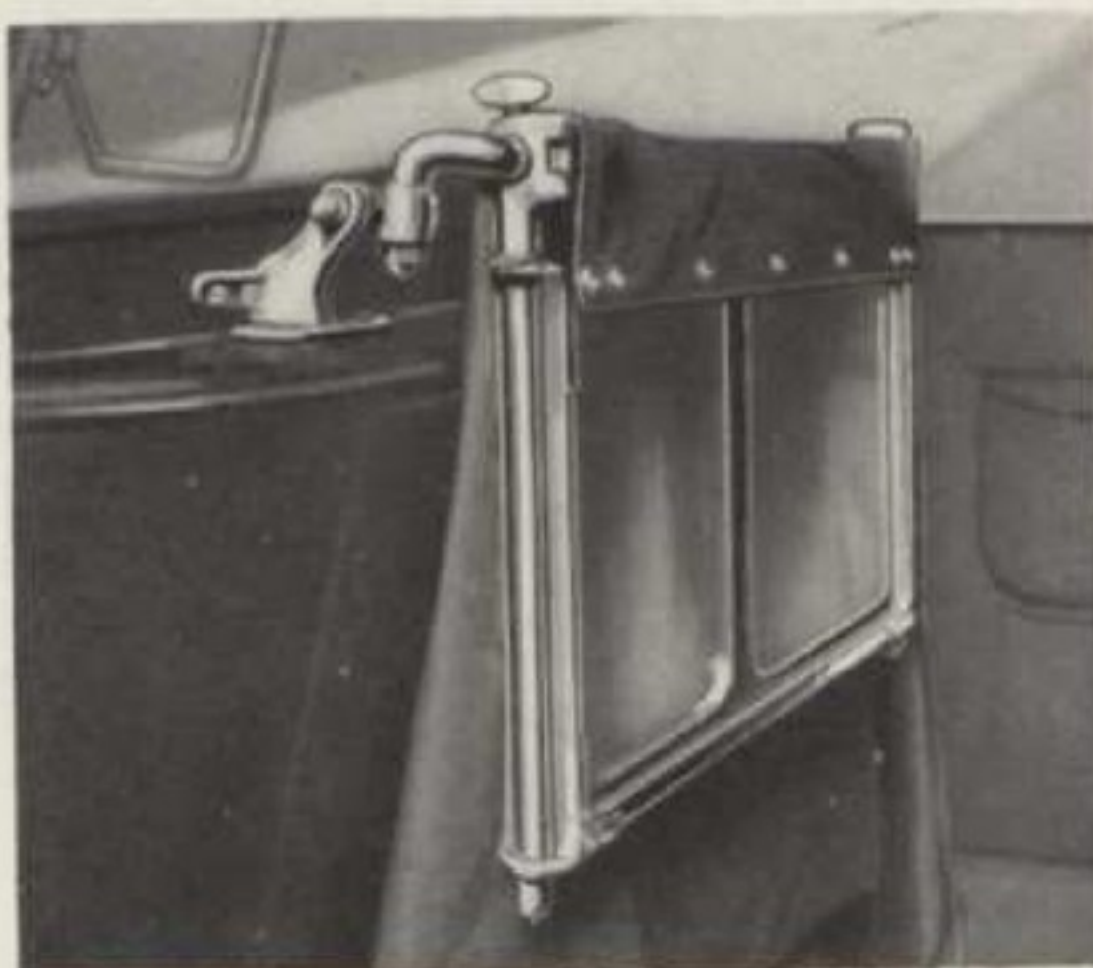


Cadillac Tonneau Shield

CADILLAC Tonneau Shields and Rumble Seat Shields afford the same protection to the passengers in the rear compartment as the driver himself enjoys. The shields are fully extensible and adjustable and the waterproof fabric curtain below is fitted tightly to eliminate underdrafts and assure complete protection from dust. When not in use, the Shields will fold down flush against the front seat in the Phaeton or snugly hide away under the deck in the Convertible Coupe and Roadster.

For closed cars, the Cadillac Draft Deflectors insure healthful ventilation under varying weather conditions. These Deflectors allow everyone to get plenty of fresh air through the open windows yet shield both the driver and passengers from unpleasant cross currents and gusts of wind.

For open cars, the Cadillac Side Wings have been designed to harmonize perfectly with Cadillac-La Salle windshields. Like the Tonneau Shields and Deflectors, all the metal parts on the wings are of brass, heavily plated with chromium, and the wings are fitted with shatterproof Security-Plate Glass throughout. Cadillac Side Wings are firmly bolted to the windshield stanchion and will permit the installation of a Cadillac Lorraine Light.



The Shield Folded



Cadillac Draft Deflector



Cadillac Side Wing

MOTOR ROBES



Cadillac-Fleetwood Robe and Pillow



Cadillac Alpaca Robe



Cadillac Plush Robe

CADILLAC Motor Robes include the smartest offerings of many famous looms of America and Europe. The selections range from the magnificent Fleetwood Robe to luxurious robes of pure alpaca and silk plush in colors, brilliant or subdued, to meet the most exacting individual tastes.

The Cadillac-Fleetwood Robe, aristocrat of them all, is cut from the same superfine fabric which is used exclusively in upholstering Fleetwood coach interiors. It can be had in blended, harmonious colors if desired or in delicate, contrasting shades, and will be lined with crushed-silk plush or deep, warm alpaca pile. Pillows and Footmuffs to match are available with or without personal monograms.

The Double Alpaca Robe of pure imported alpaca pile makes an ideal traveling companion for daily wintertime use. It is warm and soft and perfectly adapted for comfort at football games and outdoor winter sports.

The Double Crushed-Silk Plush Robe displays the beautiful sheen found only in the most expensive furs. It has long been a favorite in fine motor cars throughout the country.

MOTOR ROBES

THOSE owners who prefer the correctness and distinction of a tailored robe find all the qualities they desire in the aristocratic Cadillac Cloth and Plush Robe. It is handsomely tailored of fine broadcloth which matches perfectly with upholstery material, and is faced with lustrous crushed-silk plush. Available in a carefully chosen variety of colors, it is a most fitting addition to the fine interior appointments of Cadillac-La Salle.



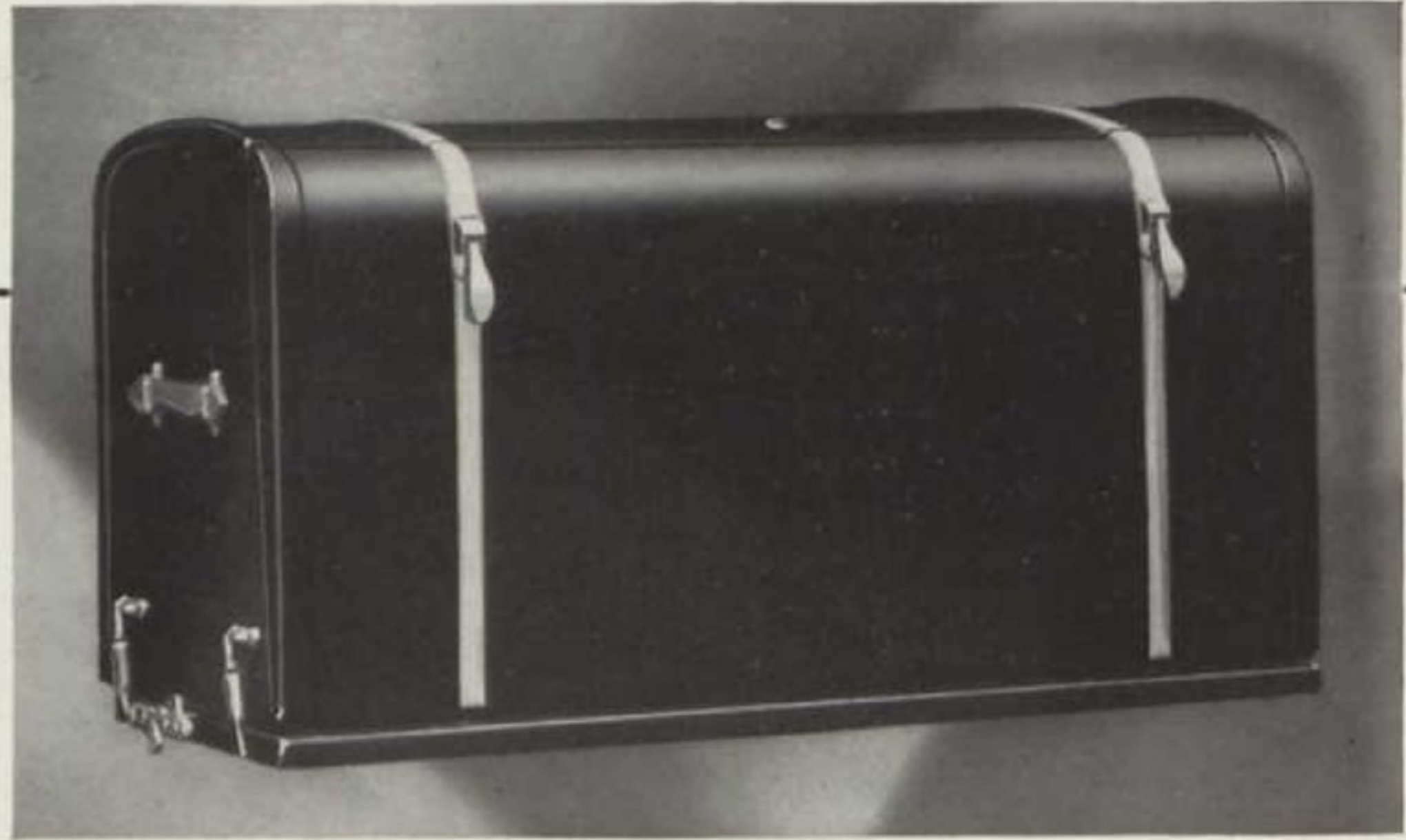
Cadillac Cloth and Plush Robe

THE Cadillac Cloth and Alpaca Robe offers a rich and striking combination of smooth, heavy broadcloth and soft, pure alpaca pile. Tailored of the same broadcloth fabrics used in the Cadillac Cloth and Plush Robe, this robe is lined with imported alpaca pile, and is available either in harmonious or contrasting color ensembles.



Cadillac Cloth and Alpaca Robe

TRUNKS



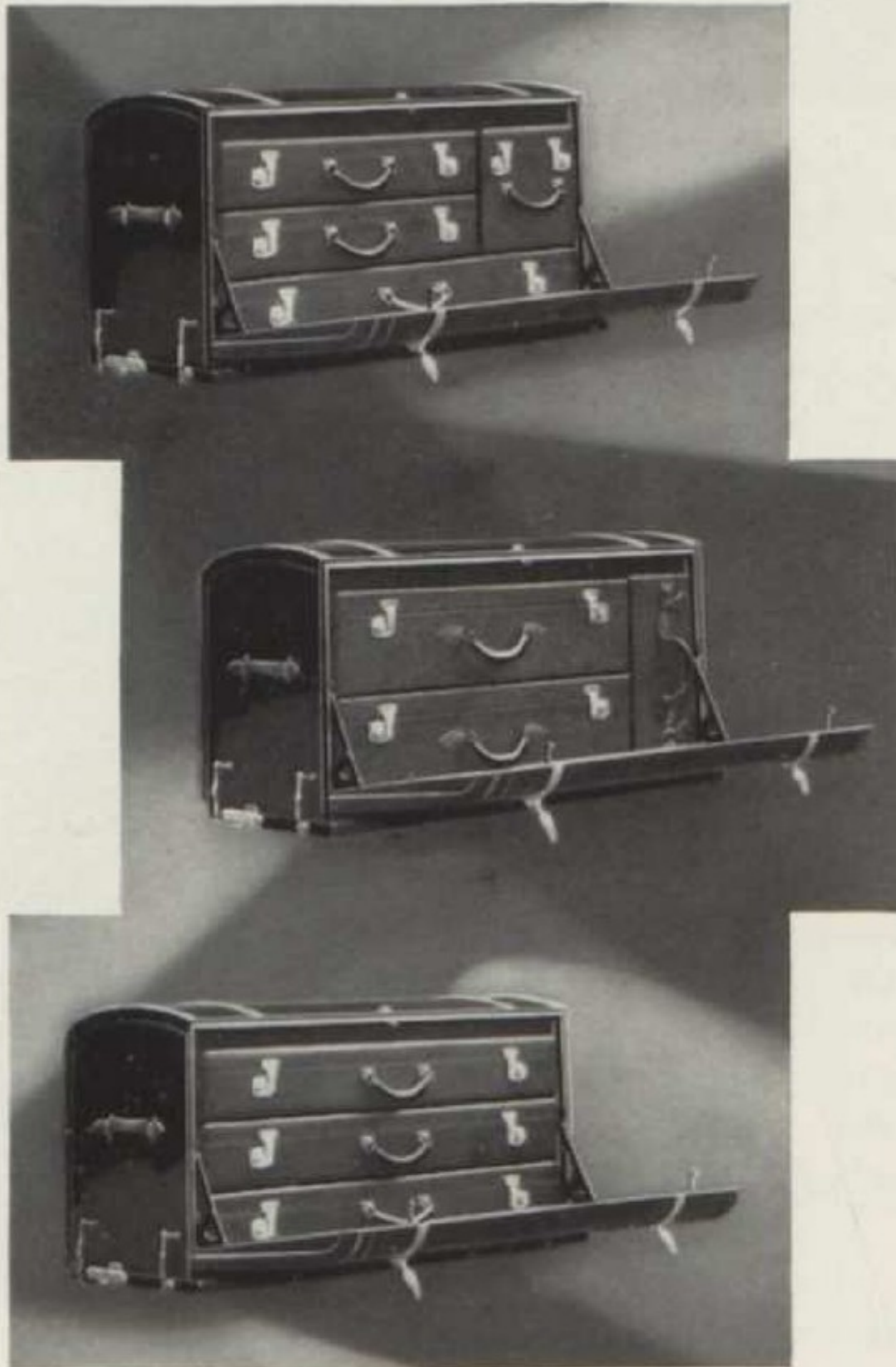
Cadillac Metal-Covered Trunk

CADILLAC-LA SALLE owners who would reap the fullest enjoyment from their cars will appreciate the convenience and comfort offered by Cadillac motor trunks and luggage.

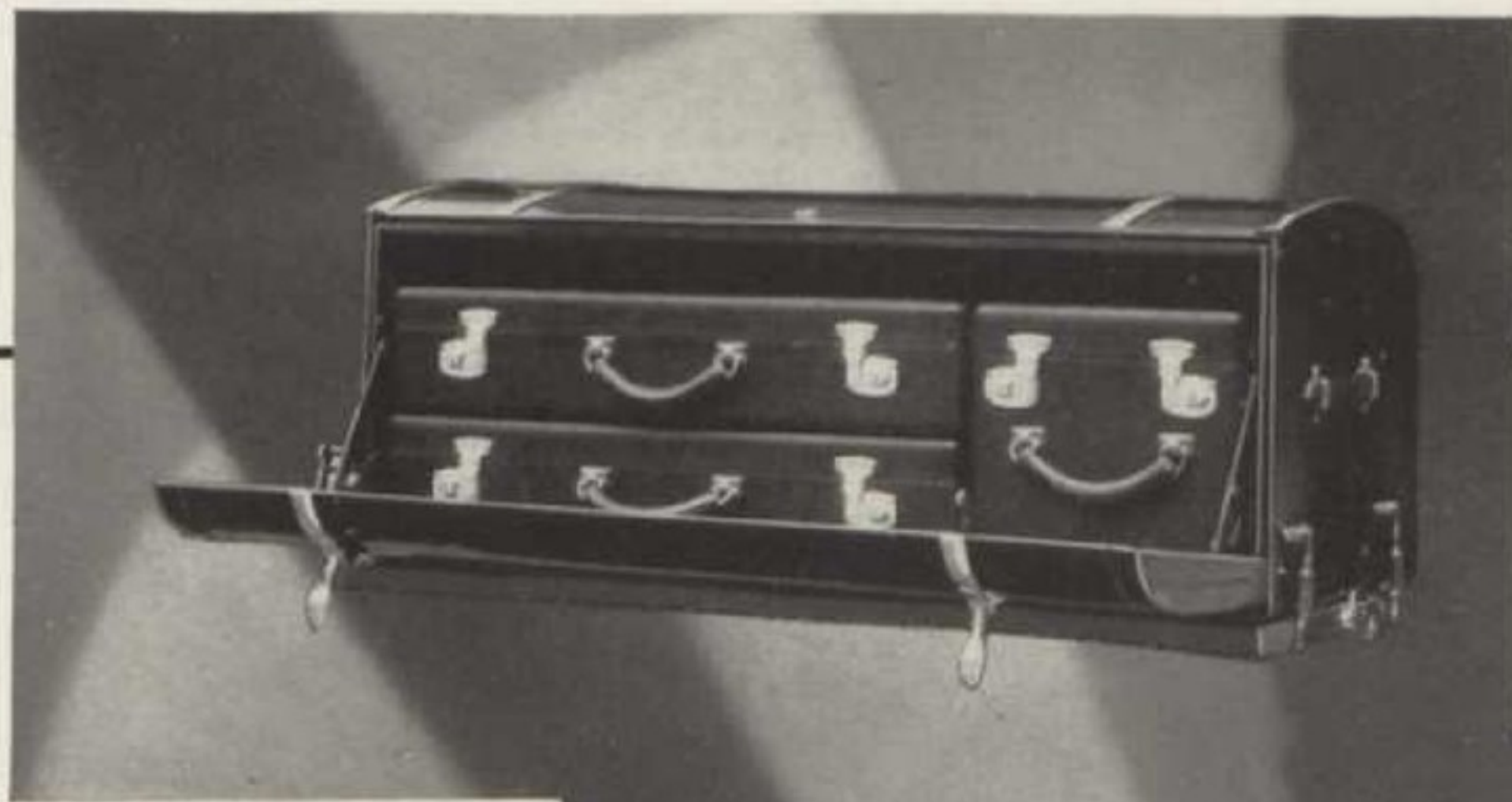
Cadillac lavishes a great deal of thought and painstaking care on every piece of auxiliary equipment which is to be added to its cars. Every detail must meet

the famous Cadillac-La Salle standards of beauty, usefulness, and superior craftsmanship. That is why these bags and fittings are as equally at home on smart steamships and trains as they are on Cadillac-La Salle.

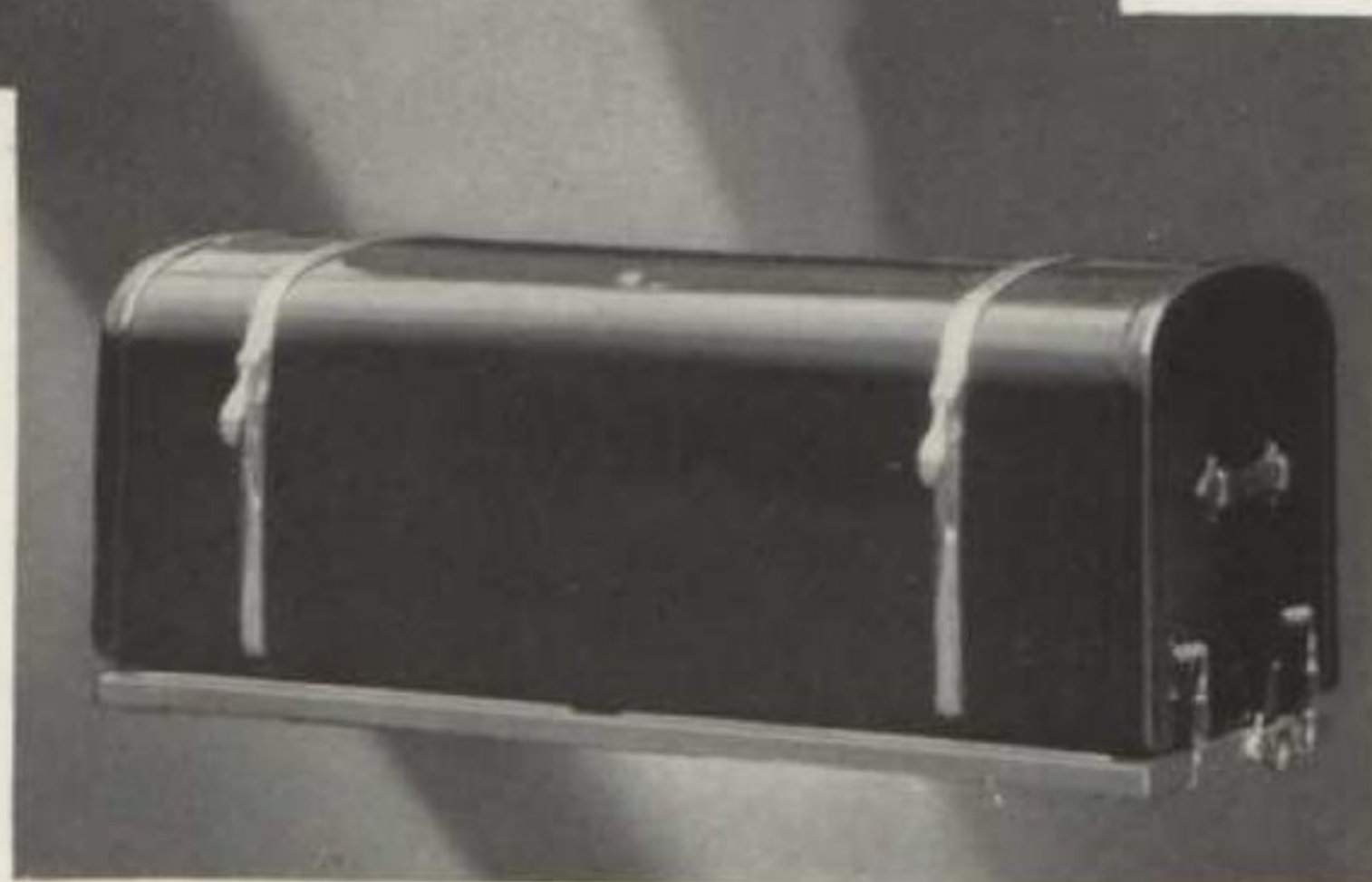
The Cadillac Metal-Covered Trunk for five-passenger models and closed cars is the very latest development in modern motor trunk design. It is of composite construction like an automobile body, having a rugged wooden frame covered with a protective steel shell which is smartly trimmed with chromium mouldings and fittings. The three varieties of case equipment are illustrated on the left. Cases are covered with durable leather-grained fabric and lined with heavy moire fashioned into handy, tailored pockets. Hardware is of satin-finished brass.



CASES



FOR All-Weather Phaetons, Coupes, and open cars, the Cadillac-Fleetwood Metal-Covered Trunk is recommended. It is so exceedingly smart in appearance that it actually becomes an integral part of the beauty of Cadillac-La Salle and so sturdily built that it will last as many years as the car itself. The Fleetwood Metal-Covered Trunk is customarily equipped with two cases and a hatbox.



Cadillac-Fleetwood Metal-Covered Trunk

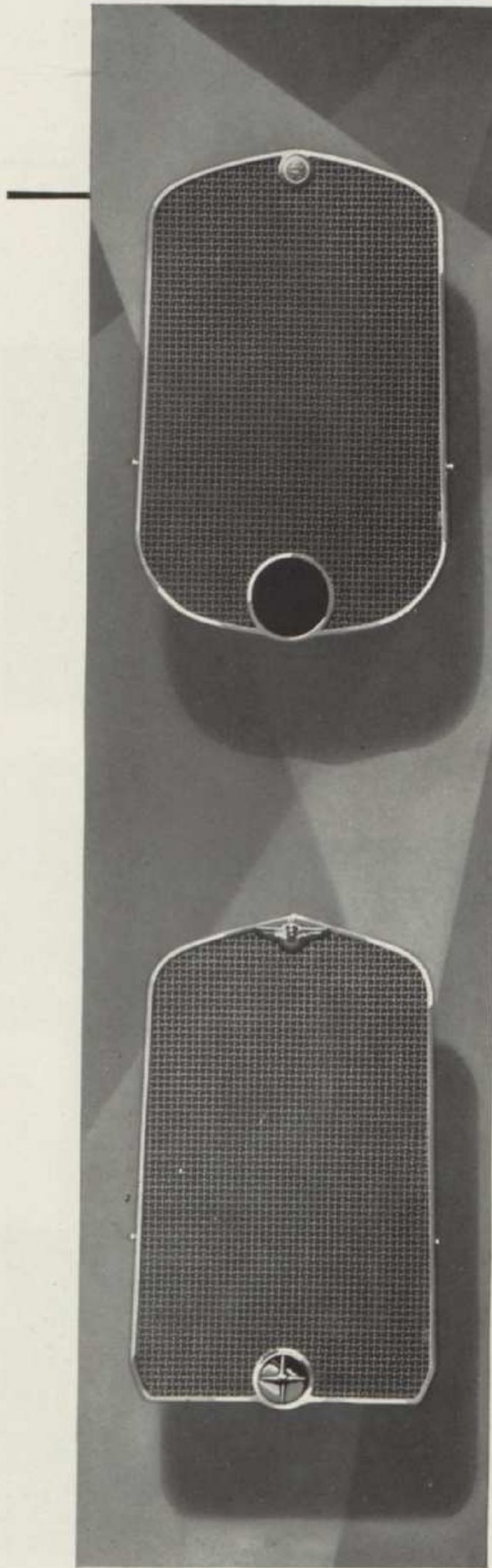


FOR Town and Club Sedan owners, Cadillac has developed these smart, serviceable suitcases and hatboxes to fit the standard trunk equipment on all cars. The cases are unusually large and capacious and can be considered as fine examples of the painstaking care and skill which Cadillac bestows on even the smallest details of its cars and their auxiliary equipment.



Cadillac Town Sedan Case

RADIATOR SCREENS

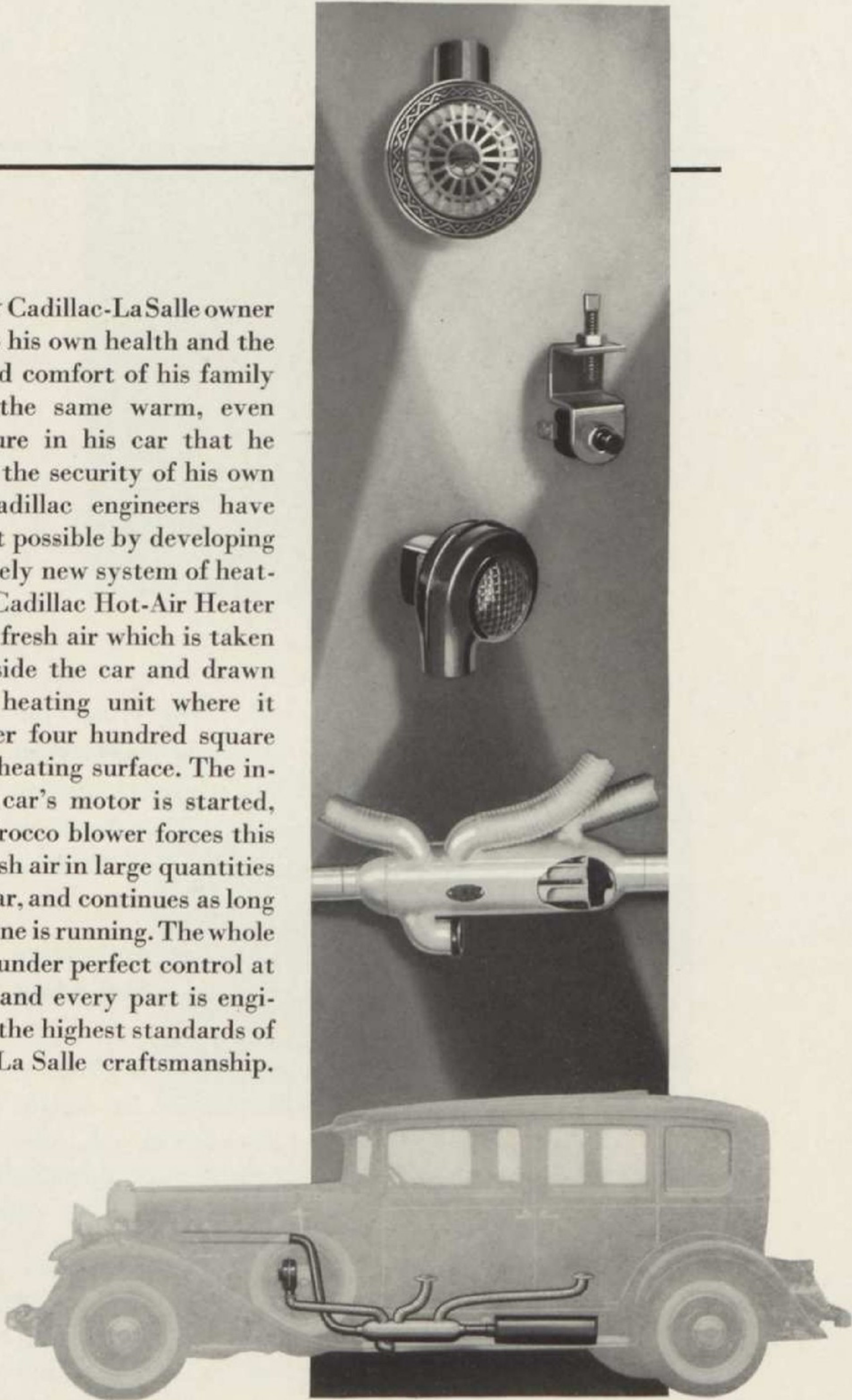


CADILLAC'S latest achievement in smart, distinctive appearance, first presented on the mighty V-16, can now be installed on your Cadillac or La Salle. The good looks of this modern motor car appointment is a fitting complement to the inherent beauty of Cadillac-La Salle and will surely add to the distinguished appearance of your car.

Cadillac has skillfully designed and created radiator screens for present and recent Cadillac-La Salle models which were not equipped at the factory. The frames for these radiator screens are punched out of a solid sheet of the finest, most durable brass and are heavily plated with chromium to insure a permanent, brilliant finish lasting as long as the car itself. Installation of these radiator screens can now be made easily and quickly and at unusually low costs.

HEATERS

EVERY Cadillac-LaSalle owner owes it to his own health and the health and comfort of his family to keep the same warm, even temperature in his car that he enjoys in the security of his own home. Cadillac engineers have made that possible by developing a completely new system of heating. The Cadillac Hot-Air Heater uses only fresh air which is taken from outside the car and drawn into the heating unit where it passes over four hundred square inches of heating surface. The instant the car's motor is started, a silent sirocco blower forces this heated fresh air in large quantities into the car, and continues as long as the engine is running. The whole system is under perfect control at all times, and every part is engineered to the highest standards of Cadillac-La Salle craftsmanship.



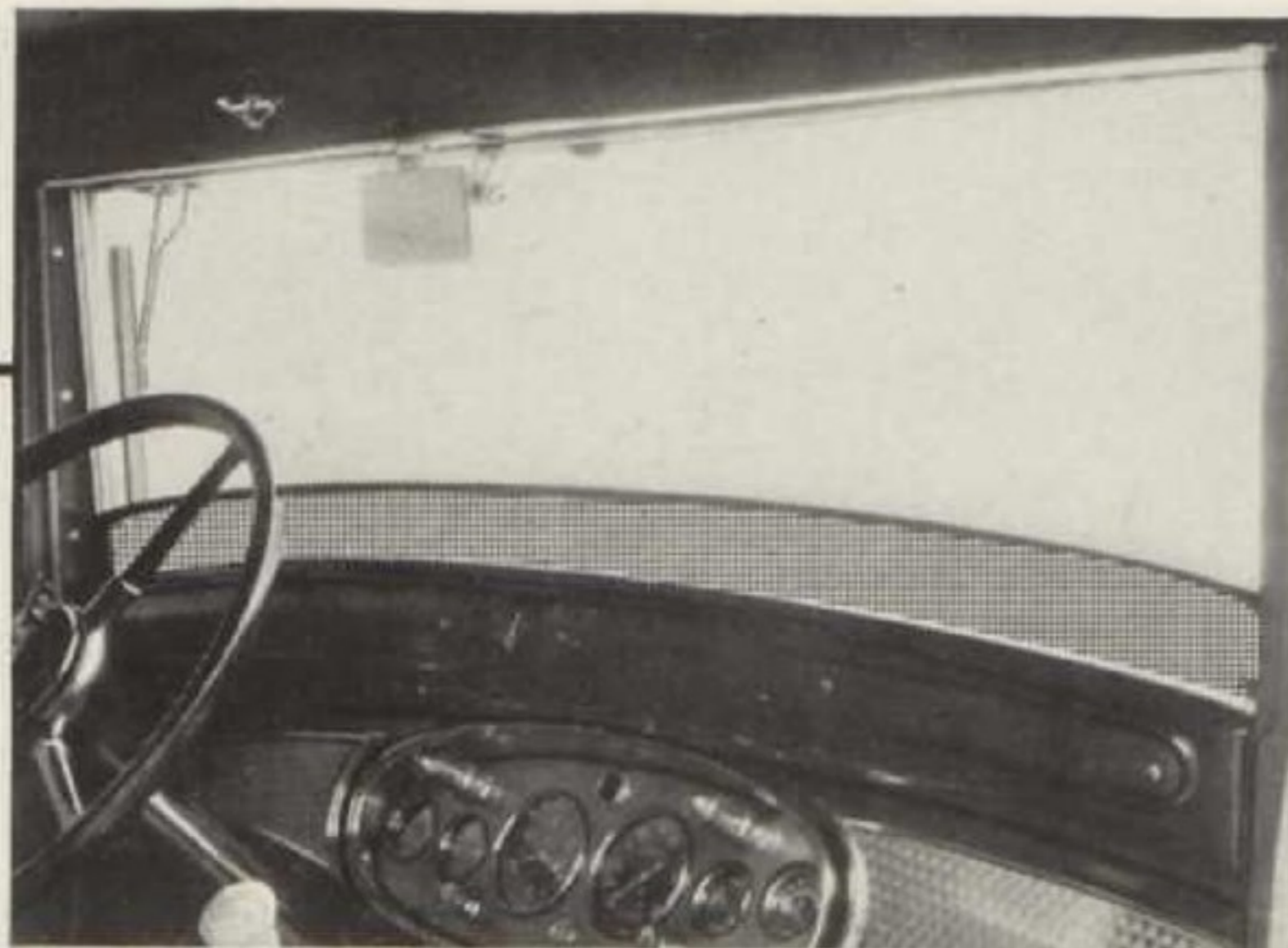
SEAT COVERS



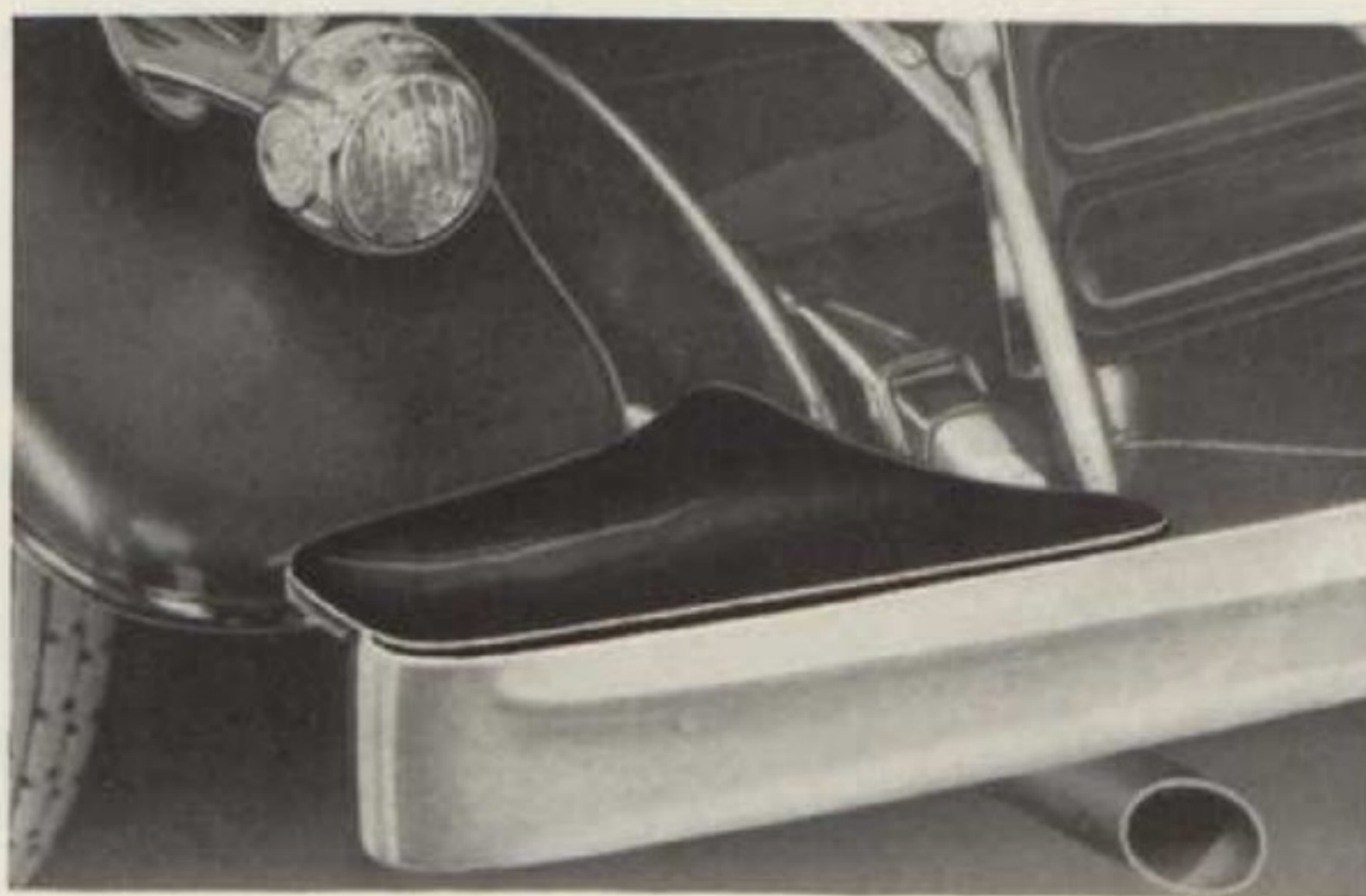
CADILLAC Seat Covers will not only protect the upholstery and interior finish of your car from careless usage and daily wear but will preserve its appearance to a degree which will be of tangible value when it comes time to trade your car in for a new Cadillac or La Salle.

These Seat Covers are expertly tailored of exclusive Jacquard Rayon or Laidlaw fabric which blend smartly with Fisher and Fleetwood trims. They readily solve the problem of keeping the car's interior neat and attractive. They are simple in design, tailored to a custom standard of perfect fit and workmanship. They are easily attached to the seat cushions without pins, snaps, or tacking, and can be quickly removed for periodic cleaning.

BREEZE FILTERS · SPLASH GUARDS



MANY motorists hesitate to open wide the windshield on hot spring or summer days and enjoy the cool direct breeze because of their fear that bees and other annoying insects will be blown into the car. The Cadillac Breeze Filter, constructed of fine copper mesh and moulded to the contour of the cowl, eliminates all such risks and offers the driver the same clear, unbroken vision which is a feature of the Cadillac windshield.



FLYING gravel or tar cannot scratch, mar, or splash the fenders and rear body finish once Cadillac Splash Guards have been firmly bolted in place on your car. They are skillfully designed to fit over the rear bumper and cover the area between the fender and the bumper and are solidly fashioned of enameled heavy-gauge steel. Cadillac Splash Guards will insure complete protection for your car.

HANDY KIT



THE Cadillac Handy Kit includes six maintenance items necessary to the upkeep of a car, all compactly grouped in a single, convenient package for safe-keeping.

Cadillac Tire Pressure Gauge

Cadillac Bulb Kit—contains four bulbs, one for each type of light on Cadillac-La Salle cars.

Cadillac Metal Polish—ideal for cleaning and polishing chromium and nickel surfaces.

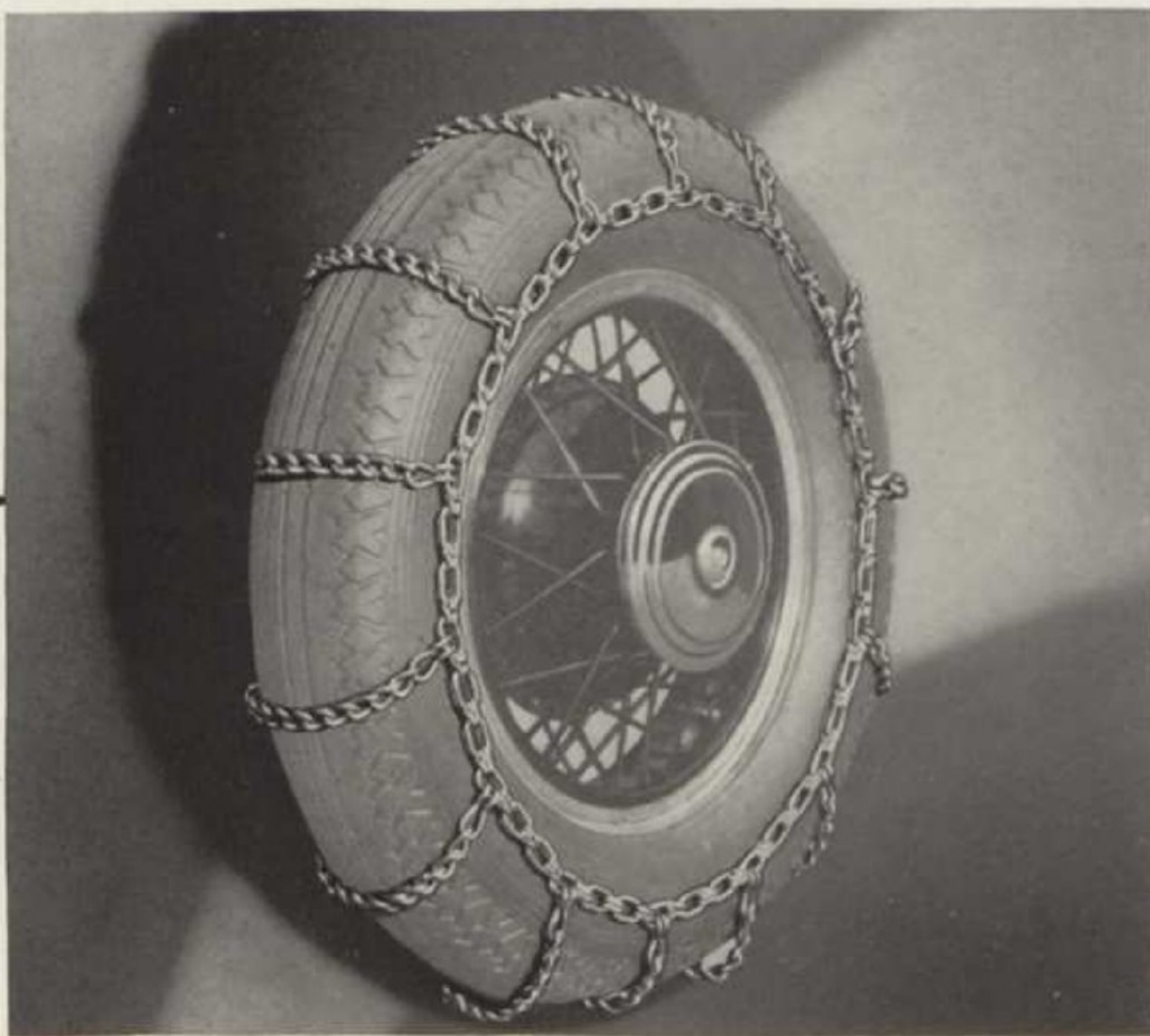
Cadillac Body Polish—especially prepared to preserve the superb finish of Cadillac and La Salle motor cars.

Cadillac Fabric Cleaner—a nonexplosive, wonderfully efficient cleaner and spot remover especially adopted for Cadillac-La Salle fine upholstery fabrics. It also removes tar from fenders and running gear without damaging the finish.

Cadillac Dust Mitt—a soft, washable mitt for removing light accumulations of dirt.

Any of the Handy Kit items may be purchased separately for replacement or other purposes.

TIRE CHAINS



ALTHOUGH generally overlooked as necessary equipment for the motor car, tire chains are, in reality, a distinct necessity, for without warning the motorist often finds himself in dire need of antiskid equipment. Tire chains of ordinary construction are proving hopelessly inadequate for today's driving conditions. But hard-surfaced roads, fast driving, and quick stopping are factors which Cadillac Tire Chains are designed to meet satisfactorily. Constructed of case-hardened steel links which are parkerized to prevent rust, tested under the most severe driving conditions, equipped with a simple but effective fastening device, they provide new standards of strength, endurance, convenience, and safety.

Exclusive Cadillac Accessories Price List

<i>Illustration on</i>	<i>Description</i>	<i>Installed Price</i>
Page 14.....	Cadillac Heron Ornament.....	\$ 20.00
	Cadillac Goddess Ornament.....	20.00
Page 15.....	Cadillac Radio.....	Price upon application
Page 16.....	Cadillac Metal Tire Covers.....	28.00 to \$40.00 per pair
	In colors to match fender trim—extra.....	5.00 per pair
	Cadillac Fabric Tire Covers.....	5.00 to \$10.00 each
Page 17.....	Cadillac Metal Cover Mirrors.....	22.00 per pair
	Cadillac Hinge Mirrors.....	10.00 each
	Cadillac Tire Mirrors.....	32.00 per pair
Page 18.....	Cadillac Duplex Pilot-Ray.....	75.00
	Cadillac Standard Pilot-Ray.....	40.00
	Cadillac Lorraine Light.....	37.50
Page 19.....	Cadillac Tonneau Shields.....	185.00
	Cadillac Draft Deflectors.....	25.00 to \$30.00 per pair
	Cadillac Side Wings.....	47.50 per pair
Page 20.....	Cadillac Fleetwood Robe.....	75.00
	Cadillac Fleetwood Pillow.....	12.00
	Cadillac Fleetwood Foot Muff.....	30.00
	Cadillac Robe Monogram.....	5.50
	Cadillac Alpaca Robe.....	52.50
	Cadillac Plush Robe.....	32.00
Page 21.....	Cadillac Cloth and Plush Robe.....	45.00
	Cadillac Cloth and Alpaca Robe.....	55.00
Page 22.....	*Cadillac Metal Covered Trunk, equipped with Three Cases and One Hatbox.....	119.00
	*Cadillac Metal Covered Trunk, equipped with Two Cases and One Hatbox.....	107.00
	*Cadillac Metal Covered Trunk, equipped with Three Long Cases.....	115.00
Page 23.....	*Cadillac Fleetwood Metal Covered Trunk, equipped with Two Cases and One Hatbox.....	104.00
	*Cadillac Fleetwood Metal Covered Trunk, equipped with Two Long Cases.....	100.00
	Cadillac V-16 Club Sedan Cases.....	55.00 per Set
	Cadillac-LaSalle Town Sedan Cases.....	37.00 per Set
Page 24.....	LaSalle Radiator Screen—Series 345.....	33.00
	Cadillac Radiator Screen—Series 353.....	63.00
	LaSalle Radiator Screen—Series 340.....	49.00
Page 25.....	Cadillac Hot Air Heater (single and double register).....	41.00 to \$55.00
Page 26.....	Cadillac Seat Covers (Price varies according to Body Style and Fabric selected).....	26.75 to \$73.50
Page 27.....	Cadillac Breeze Filter.....	5.00
	Cadillac Splash Guards.....	4.00 per pair
Page 28.....	Cadillac Handy Kit.....	6.25
	Cadillac Tire Gauge.....	1.50
	Cadillac Bulb Kit.....	1.25
	Cadillac Metal Polish.....	.75 pint
	Cadillac Body Polish.....	1.00 pint
	Cadillac Fabric Cleaner.....	1.25 quart
	Cadillac Dust Mit.....	.50
Page 29.....	Cadillac Steel Tire Chains.....	8.50 to \$14.00 per pair
	*Cadillac Metal Covered Trunks can be had in colors to match car—extra.....	10.00

Prices subject to change without notice

April 15, 1931