

CADILLAC MOTOR CAR DIVISION

GENERAL MOTORS SALES COR-PORATION, DETROIT, MICHIGAN

Sales Promotion Department

All information contained in this Data Book has been carefully checked with the most reliable sources. The Cadillac Motor Car Division cannot assume responsibility for the absolute authenticity of this information and reserves the right to change any specifications, parts or equipment at any time without incurring any obligation to equip same on automobiles previously sold.

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THERE IS A NEW CADILLAC OR LASALLE

The 1940 Cadillac-LaSalle Program completely blankets all car markets above \$1000. With seven new lines of cars, including 51 body styles, there is a new Cadillac or LaSalle for every buyer in our market this year. No sales organization has ever had so all-comprehensive a line of quality motor cars to sell. Obviously, the opportunities for greater sales volume and higher commissions for every Cadillac-LaSalle salesman are much greater than at any time in the past.

These are the new Cadillacs and LaSalles which make this increased volume and higher earnings possible:

Series	Body Style	s Wheelbase
LaSalle Fifty	5	123"
LaSalle "Special"	4	123"
Cadillac Sixty-Two	4	129"
Fleetwood Sixty Special	4	127"
Fleetwood 72		asure 138"
Fleetwood 75		easure 141"
Cadillac Sixteen	12	141"

FOR EVERY BUYER IN OUR MARKET

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These seven complete lines of Cadillacs and LaSalles feature major improvements on all fronts—new style and beauty, greater interior roominess, new luxury, improved riding comfort, smoother performance, better operating economy, easier handling and greater safety. Their incomparable values challenge Cadillac-LaSalle salesmen with these 1940 sales objectives:

- To maintain and extend Cadillac's undisputed leadership in the high price field. During 1939 nearly three out of every four cars sold in this field were Cadillacs*.
- 2. To increase even further Cadillac-LaSalle's share of the business in the upper medium price field. Last year LaSalle and Cadillac 61 secured nearly 25% of this market* and in recent months outsold every competitive make. Our 1940 objective should be a minimum of 25% of this market.
- 3. To secure greater penetration into the market just below LaSalle in price by selling to people who have unknowingly contented themselves with cars of lesser quality. This market represents by far the greatest sales and money-making opportunities.

Unquestionably, the new Cadillacs and LaSalles call for new records both in volume and profits in 1940.

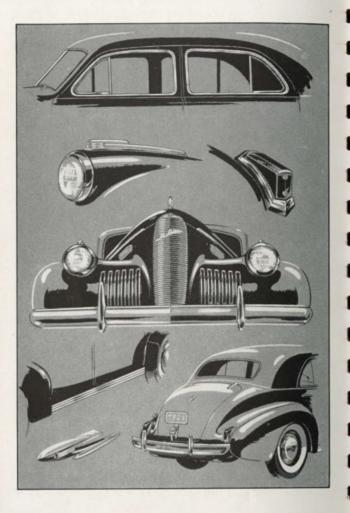


^{*}Based upon new car registrations Jan. through July, 1939 compiled by R. L. Polk & Co.

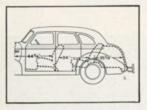
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Again New Style and Beauty

The New 1940 LaSalles



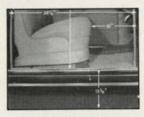
The New Cadillacs and LaSalles Are the Roomiest Cars Ever Built



Compact V-8 Engine Affords Roominess



Wide LaSalle "Special" Seat



Extreme Ease of Entrance



Roomy Fleetwood Interior

New, longer bodies have increased LaSalle and Cadillac Sixty-Two wheelbase three inches. The new Fleetwood 72 provides both extensive roominess and driving ease on a three-inch shorter wheelbase than the Fleetwood 75.

In each new Cadillac and LaSalle model interior dimensions are the largest ever provided in cars of their respective size. In LaSalle "Special," Cadillac 62 and Fleetwood 72 front seats are as much as six inches wider than before.

These new cars are also lower to the ground and doors are unusually high and wide thus affording maximum ease of entrance or exit, with or without running boards. The three entirely new Cadillac-LaSalle bodies also feature from ten to fourteen inches width from front seat cushion to door pillar for entrance ease, depending upon position of the front seat adjustment.

In all 7-passenger types the exclusive auxiliary seat design continues to provide unequalled roominess for these passengers.

The New Cadillacs and LaSalles Offer Custom Interiors for the First Time in Medium Priced Cars

A choice of harmonizing interior color schemes, a strictly custom feature never before known to be offered below \$3000, is available in several new Cadillacs and LaSalles. Instrument panels, flexible steering wheel, garnish mouldings, paneling, hardware decorations and even floor carpets are all especially styled in shades of tan or gray to match the upholstery cloth selected by the customer.

Included in the tasteful appointments of each new Cadillac or LaSalle are cigarette lighter, electric clock, front door arm rests, rear seat center and side arm rests, assist straps, ash receivers, robe cord and genuinely comfortable recessed foot rest.

On LaSalle "Special," Cadillac 62 and several Fleetwood types, including the Sixty Special, there are rear door window ventipanes for healthful, refreshing ventilation.



New, Smoothly Curved Instrument Panel



Colorful Quality Cloth Options



Beautiful New Hardware



Deeply Cushioned Center Arm Rest

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The New Cadillacs and LaSalles Are America's Finest Riding Cars



Improved Knee Action



Longer Rear Springs



Cross Link Rear Stabilizer



Foam Rubber Padded Cushion

Controlled-Action Ride, pioneered by Cadillac last year and the greatest advancement in riding comfort since Knee Action, has been greatly improved. Now the softest, smoothest ride is obtained in addition to car controllability under all road and speed conditions.

C

The new LaSalle and Cadillac 62 chassis suspensions have been patterned after the world-famed Sixty Special both in engineering design and riding comfort objectives. The new Fleetwood 72 follows closely the luxurious comfort standard established by the larger Fleetwoods. All models have long leaf springs with waxed liners, front and rear ride stabilizers and softer action shock absorbers for refined riding comfort.

New seat cushions have a thick pad of foam rubber over soft coil springs. Padding over the rubber insures seat coolness. This construction further improves lounge chair comfort for Cadillac-LaSalle front and rear passengers.

The New Cadillacs and LaSalles Have Smoother Performance and Better Operating Economy

Many improvements in carburetion and ignition lift LaSalle horsepower to 130 at 3400 r.p.m., provide smoother performance at all speeds for all Cadillac-LaSalle V-8's and increase LaSalle gasoline economy by as much as one and one-half miles per gallon.

A new carburetor for LaSalle, several refinements in the Cadillac V-8 carburetor, a rearranged intake manifolding system and new, special vacuum spark advance for all Series combine to secure more uniform fuel combustion, smoother acceleration and considerably improved operating economy.

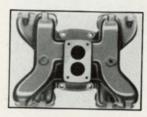
The new Peak Load Generator has greater capacity and both regulates voltage and controls current for a maximum charge of 34 amperes above 20 miles per hour. Batteries are maintained at peak condition regardless of electrical load, which lengthens their life.



LaSalle Acceleration



New LaSalle Carburetor



Improved Manifolding



Vacuum Spark Advance

100

The New Cadillacs and LaSalles are the Easiest of All Cars to Drive



Easier Syncromatic Shift



Smoother Clutch Engagement



Easy-to-Read Instruments



Short Turning Circle

Syncromatic Shift, first introduced by Cadillac two years ago, has precipitated almost universal adoption. None have achieved the degree of stability in shifting "feel," ease of shifting nor attractive quality of the steering column control. For 1940 Cadillac improves shifting ease up to 33 per cent by increasing leverage in the control arms.

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In addition, a new clutch contains a driven disc of waved spring steel which cushions engagement and makes shifting smoother and easier than ever before.

Accessibility of driving controls, wide spoked steering wheel, halfcircle horn ring and new curved, better illuminated speedometer are all additional features pertaining to driving comfort.

Turning radius, important in traffic and parking, is less for all Cadillac-LaSalles than similarly priced models of other makes.

The New Cadillacs and LaSalles Provide Unexcelled Vision and Safety

Vision, which lends peace of mind to driving, is most extensive through Cadillac-LaSalle windshields, side and back windows. To this feature of safety is now added Hi-Test Safety Plate Glass which does not shatter even when struck by a severe blow and is much clearer to see through, thus reducing eyestrain.

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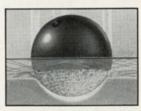
This new glass is standard in most windows of all new Cadillacs and LaSalles except for the curved back windows on LaSalle "Special," Cadillac 62 and Fleetwood 72. Tempered plate glass is used here.

Pleasure and safety of night driving are appreciably improved by new Sealed Beam Safety Headlights with Turn Indicators in Fender and Tail Lamps.

New rear door Safety Locks permit children to be carried safely in the rear compartment.



Extensive Driving Vision



Bowling Ball Cushioned by Hi-Test Safety Plate Glass



Safety Turn Indicator Lights



Safety Door Lock, Lever Type on LoSalle "Special," Cadillac 62 and Fleetwood 72

	LaSalle "50" & Spec.	Cadillac62" & "608"	Cadillac Fleetwood	Cadillac Sixteen
ENGINE Design	90°V-type 8	90°V-type 8	90°V-type 8	135° V-type 16
Displacement	352 Cu. In. 33% x 434	3½" x 4½"	3½" x 4½"	3½" x 3½"
Brake horsepower	130 at 3400 R.P.M.	135 at 3400 R.P.M.	140 at 3400 R.P.M.	185 at 3600 R.P.M.
Taxable horsepower 36.45	36.45	39.20	39.20	67.60
Compression ratio	6.25-1	6.25-1	6.7-1	6.75-1
Syncro-Flex flywheel	No	Yes	Yes	No
Torsional vibration dampener	No	Yes	Yes ,	Yes
Wrist pin	Straight bore	Tapered bore	Tapered bore	Locked in rod
-	11%"	11%"	114"	Two-11/4"
Fuel tank (capacity gals.)	252	22	72.24	26.5
			75-26.5	
Type fuel required	Regular	Regular	Premium	Premium
Radiator core	Tube and fin	Tube and fin	Tube and fin	Copper Cellular
Cooling System (Capacity Qts.)	25	241/2	2435	30
ELECTRICAL SYSTEM				
Current controlled and vol. reg. generator	Yes	Yes	Yes	Yes
Battery, Amps	115	115	115	125
Plates	17	17	17	19
Clutch diameter 10"	10,	10)5,	11,	111/2"

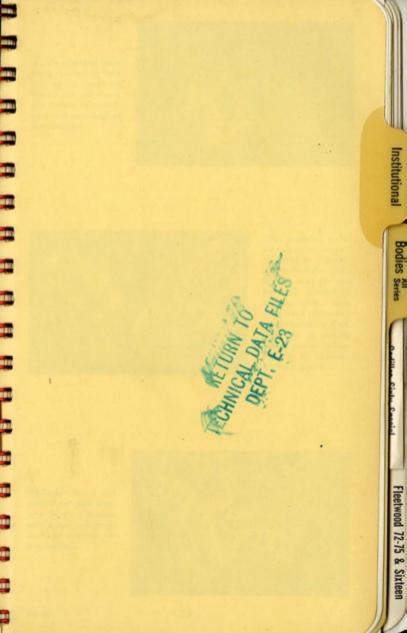
dend 10 4		LaSalle50" & Spec.	Cadillac "62" 129"	Cadillac "60" Special 127"	Cadillac Fleetwood "72" 138" 227"	(adillac Preetwoo ''75" and Sixteen 141" 75—22895"
90	Overall length with bumpers Tread, Front	58° 59°	88.8	585	62)5° 8°	16—225% 60½ 62½* 8
	Minimum clearance under axle	SM* Double drop rigid X I-beam	834 Double drop rigid X 1-beam 8,320,001	Double drop rigid X I-beam 6,320,001	Double drop rigid X I-beam 7,320,001	Rigid X channel beam 75—3,320,001
- 15	First serial number	Spec.—4,320,001 Enclosed by frame side bars	Enclosed by frame side bars	Enclosed by frame side bars	Enclosed by frame side bars	Outside frame side bars Longitudinal
	Steering drag link Car turning radius—Right —Let	Parallel cross 21 ½ ft. 21 ½ ft.	Parallel cross 23 ft. 23 ft.	Parallel cross 24 ft. 22 ft.	e a constant	23 ft. 22 ft.
	BRAKES Brake lining area Braking ratio—Front. —Rear	196 sq. in. 541%% 4515%	208 sq. in. 5435% 4552%	208 sq. in. 5415% 4515%	233 sq. in. 543,5% 453,5%	258 sq. in. 57% 43%
Printe	SHOCK ABSORBERS Front. Rear.	End to end End to end	End to end End to end	End to end End to end	End to end End to end	End to end End to end, manual adj.
d in U.S./	Front stabilizer location	Forward of front susp. Cross link	Forward of front susp. Cross link	Forward of front susp. Cross link	Forward of front susp. Cross link	front susp. Cross link

MAJOR POINTS OF CADILLAC-LASALLE COMPARISON—CONT	S OF CAD	ILLAC-LASA	ALLE COMP.	AKISON	Cont a
	LaSalle50" & Spec.	Cadillac62"	Cadillac "60" Special	Cadillac Fleetwood "72"	Cadillac Fleetwood
KEAR SPRINGS Length	5415*	5414	5415*	5635*	62"
Width	1	30,000	24		21%
No. leaves	8 KK.	8.8	6	10	10
Shackles, type		Compression	Compression "U"	Compression	Compression
Bushines	All rubber	All rubber	Rubber front	All rubber	Rubber front and
			Threaded rear		upper. Threaded
Rear axle ratio	3.92-1	3.92-1	3.92-1	4.31-1	75-4.58-1
Tires	7.00-16	7.00-16	7.00-16	7.50-16	7.50-16
	4 ply	4 ply	4 ply	6 ply	6 ply
BODY					
Types	50-5	4	4	9	12 in both series
	Spec4			2 Business	75-2 Business
Construction	Fisher Unisteel	Fisher Unisteel	Fleetwood steel	Fleetwood steel	Fleetwood steel
Color options	14	14	14	10	10
Closed types-Cloth	50-4	9	9	+	7
Cloth	Spec.—6		Town Cars-4	Formals-7	
Convertible—Cloth 50—2	50-2				64 4
Single tone leather 52-5	52-5	10			
Two tone leather	52-3	69			

pers 50—20034" 129" 127" 58" 58" 58" 58" 58" 58" 58" 58" 58" 58	CHASSIS	"50" & Spec.	Cadillac "62"	Cadillac "60" Special	Cadillac Fleetwood "72"	Cadillac Fleetwoo
Spec.—211" S8" 216" 217"	Wheelbase	123*	129"	127"	138,	141'
axle. 58° 58° 58° 58° axle. 56° 58° 58° 58° 58° 58° 58° 58° 58° 58° 58	Overall length with bumpers	50-206½" Spec211"	216"	217*	227*	75-228)5*
axie. 847 847 847 847 847 847 844 844 844 844	Tread, Front	282	28,	282	.89	.5109
axle 8½,* Double drop Double drop Double drop rigid X 1-beam rigi		20.	20,	61,	6215"	62)5"
Double drop Double drop Double drop 1864 X I-beam 1864 X I-beam 1864 X I-beam 20-2,320,001 8,320,001 6,320,001 Spec4,320,001 Enclosed by Enclosed by Frame side bars 194 ft. 23 ft. 24 ft. 196 sq. in. 208 sq. in. 208 sq. in. 5445% 5445% 5445% 5445% 186 ft. End to end Forward of		.748	814"	.7/8	8.	8.
Soc4,320,001 S,320,001 G,320,001 Spec4,320,001 Enclosed by frame side bars frame side bars frame side bars and frame side bars frame side ba		Double drop	Double drop	Double drop	Double drop	Rigid X
Enclosed by Enclosed by Enclosed by frame side bars Fram	First serial number	50-2,320,001 Spec,-4,320,001	8,320,001	6,320,001	7,320,001	75-3,320,001
Parallel cross Parallel cross Parallel cross 23 ft. 23 ft. 24 ft. 25 ft. 25 ft. 25 ft. 25 ft. 26 ft.	Knee Action coils	Enclosed by frame side bars	Outside frame side bars			
21 ½ ft. 23 ft. 22 ft. 196 sq. in. 208 sq. in. 208 sq. in. 208 sq. in. 208 sq. in. 245 % 45 ½	Steering drag link	Parallel cross	Parallel cross	Parallel cross	Parallel cross	Longitudinal
196 sq. in. 208 sq. in. 208 sq. in. 5445% 5445% 5445% 5445% 5455% 45	BRAKES —Left	21 1/4 ft.	23 ft.	22 ft.		22 ft.
End to end end to end to end End to end	Braking ratio—Front	196 sq. in. 5495% 4592%	208 sq. in. 541%% 4515%	208 sq. in. 541/5% 451/5%	233 sq. in. 5435% 45)5%	258 sq. in. 57% 43%
Forward of Forward of Forward of front susp. front susp.	SHOCK ABSORBERS Front	End to end End to end	End to end.			
Cross link Cross link Cross link	Front stabilizer location	Forward of front susp. Cross link	Rear of front susp. Cross link			

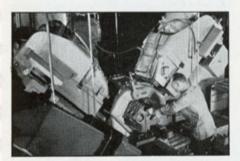
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The second secon	"50" & Spec.	Cadillac "62"	Cadillac "60" Special	Cadillac Fleetwood "72"	Cadillac Fleetwood
9	54½° 2° 8 Compression link	541/5" 2" 8 8 Compression link	5434" 2" 9 Compression "U"	56½° 2° 10 Compression link	62" 234" 10 Compression Ilnk
,	All rubber	All rubber	Rubber front Threaded rear	All rubber	Rubber front and upper. Threaded lower
Rear axle ratio	3.92-1	3.92-1	3.92-1	4.31-1	75-4.58-1 16-4.31-1
	7,00-16 4 ply	7.00-16 4 ply	7.00-16 4 ply	7.30-16 6 ply	7.50-16 6 ply
	50-5 Spec4	4	-	6 2 Business	12 in both series 75-2 Business
	Fisher Unisteel	Fisher Unisteel	Fleetwood steel	Fleetwood steel	Fleetwood steel
	50-4 Spec6	9	6 Town Cars—4	4 Formals—7	F 61
Cloth. 50-2 Leather. 50-6 Single tone leather. 52-5 Two tone leather. 52-3	52-5 52-3	10.00			



At the receiving room every connecting rod forging is carefully tested for hardness and temper in accordance with metallurgical specifications.





This modern, multipurpose machine rough bores cylinders and drills volve guide bushing holes for both banks of cylinders in one operation. Only from such efficiency in production is Cadillac able to provide highest quality at loveest cost to Cadillac-La Salle buyers.

Cylinder bores are checked for wall thickness in all directions with a magnetic gauge to insure uniform engine cooling.





Cylinder bores are graded into one of 30 different sizes with a special expanding gauge.

Pistons are likewise graded into 30 dimensional sizes. These two precision steps afford a selective fitting of piston-to-bore within a maximum variation of .00007 inches—about 1-40 the width of a human hair.

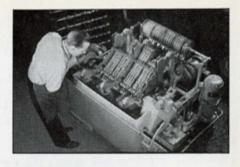




Balancing the crankshaft to 16 ounce inch limit, after which crankshaft, clutch and flywheel will be balanced within a 34 ounce inch limit. C

C

Developed for and first used by Cadillac, this machine polishes all the lobes of the camshaft at once to an extremely smooth finish, which could not possibly be obtained by antedated hand methods.





Accuracy of cam contours are carefully checked because of their importance to performance, with a micrometer and wheel graduated into minutes to simplify the reading of very slight irregularities on the cam surface.

The block test provides a carefully covered run in with special oil under constant pressure to remove all metallic particles and foreign matter, and to provide an opportunity for inspectors to check the operation of every part of the completed engine. This relieves owners of the tiresome 500 mile break-in so necessary in other makes of cars.



Briefly outlined and illustrated, these are but a few of the craftsmanship operations in every day use at the Cadillac factory. No mention has been made, for example, of transmission and rear axle construction or propeller shaft balance. Reference to precision is necessarily frequent on all of the following pages describing the detailed construction of all parts of Cadillac-La Salle cars because every skilled workman at the plant adheres conscientiously to Cadillac's motto, ''Craftsmanship a Creed—Accuracy a Law.''

GENERAL MOTORS CORPORATION

Bulwark Behind Cadillac Progress

Cadillac-LaSalle sales leadership is due in large measure to the administrative, engineering, and financial services rendered through Cadillac's affiliation with General Motors.

Largest in the industry, General Motors' very dominance alone lends prestige and buying confidence to people considering the purchase of a Cadillac or LaSalle. Through its own mechanical excellence and engineering superiorities, Cadillac

in turn lends prestige and personnel ability to all other General Motors cars. For this very reason, it is of primary importance to the Corporation to insure the continued leadership of Cadillac in the fine car field.



General Motors Building, Detroit, Mich.

Cadillac engineers are in con-

stant contact with General Motors Research Laboratories, headed by one of the industry's most famous engineers, C. F. Kettering. Here hundreds of scientists and engineers, equipped



with the finest laboratory devices, are constantly striving to improve the development of the automobile. Cadillac uses these facilities as a consultant service to have their own specific developments investigated. In addition to the table model and the drafting board, experimental Cadillacs and LaSalles equipped with new devices of all kinds, are continually being tested at the General Motors Proving Ground. New models are driven hundreds of thousands of miles over every conceivable kind of road and



under all weather and temperature conditions to determine any possible defect in design before being released for production. In addition, nearly all makes of automobiles, American and European, are purchased annually and subjected to comparative tests with General Motors cars. Only divisional engineers of the Corporation have access to the findings. They are totally unbiased for Proving Ground engineers are interested solely in facts, not in manufacturers. As an ethical policy, their reports can never be used for advertising or comparative sales presentation purposes.

Of equal importance to the Proving Ground for advancements in design is the Proving Ground of Public Opinion. The Customer Research Division contacts hundreds of thousands of automobile owners each year to determine what features they desire in their next cars. Cadillac designers are thus enabled to build Cadillacs and LaSalles by and for the people who purchase them. This guarantees a high public acceptance before new



models even leave the assembly line.

Style leadership and luxurious interior appointments for which Cadillac has always been famous, originate at General Motors Styling Section. Cadillac's own designers and

Customer Research make recommendations. The Styling Section puts these designs in concrete form, final approval resting with Cadillac.

The unsurpassed degree of Cadillac's manufacturing efficiency is the basis for such quality cars at low prices. Economies in mass purchasing and inter-divisional exchange of manufacturing experience afforded by General Motors are additional reasons for greater Cadillac-LaSalle price value.

In addition to product superiority, General Motors provides

the Cadillac or La Salle buyer with an unequalled time payment plan. General Motors Acceptance Corporation is the only automobile finance company which is wholly an integral division of a manufacturer. Hence, the

GENERAL MOTORS INSTALMENT PLAN

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objective of G.M.A.C. is to do everything possible to assist in the sale of General Motors cars. For this reason G.M.A.C. has pioneered in the development of broader insurance coverage and lower combined financing and insurance costs, and has done most to make it possible for a greater number of people to purchase Cadillacs and LaSalles out of income. Furthermore, the reputation and financial security of General Motors remove purchasers' objection to possible lack of integrity of the financing company so that today a more inexpensive and stable time payment plan cannot be found.

With General Motors' assets totalling over one and one-half billion dollars, the future production continuance of Cadillac and LaSalle is definitely established.

Every Cadillac-LaSalle salesman has, therefore, all these decided sales advantages not available to the salesmen of cars manufactured by independent companies:

Extensive Research Facilities Purchasing Economies Manufacturing Advantages

Consumer Knowledge Time Buying Service Financial Security

"General Motors" Means "Good Measure"



1940 CADILLAC-LASALLE BODY DIMENSIONS (See Pages 80 to 102 for Cadillac Sixteen Dimensional Drawings)

11.55			
LaS. Spec. Cad. "62" 4-Door Sedan	257. 257. 277. 277. 277.	25 210 4 5 2 2 2 1 5 4 5 5 2 2 1 6 4 5 5 2 1 6 4 5 5 2 1 6 4 5 5 5 2 1 6 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	13.19 62: 18.37
LaS. Spec. Cad. "62" 2-4 Conv. Coupe	200 200 200 200 200 200 200 200 200 200	6.75	62: 21.3
LaS. Spec. Cad. "62" 4-D. Tour. Sedan	13.18.78.78. 13.18.78.78. 25.	25.210 25.25	15.89 62: 20.2
LaS.Spec. Cad. "62" 2-4 Coupe	18.74 19.55	60 1124 1124 1174 1174 1174 1174 1174 1174	20.79 62:25.1
LaS. "50" Conv. Sedan	255 755 755 755 755 755 755 755 755 755	20 20 20 20 20 20 20 20 20 20 20 20 20 2	12.3
LaS. "50" 2-4 Conv. Coupe	25.4 23.7 23.7 25.6 24.0 24.0 24.0 24.0 24.0 24.0 24.0 24.0	566 12 55 16 65 18 65 18 65 18 75 18	13.8
LaS. "50" 2-D. Tour. Sedan	20 27 27 28 28 28 28 28 28 28 28 28 28 28 28 28	200 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	17.4
LaS. "50" 2-4 Coupe	26 27 27 27 27 27 27 27 27 27 27 27 27 27		18.3
LaS. "50". 4-D. Tour. Sedan	54% 55 118% 118% 337% 55%	553 ½ 143 ½ 353 ½ 353 ½ 343 ½ 665 ½	21.7
(All dimensions in inches unless otherwise specified)	rs). h pedal. ing wheel.	rat; ps); oulders) oulders) oulders) front epth front seat back. to foor rest. width. width width gth, bumper to	6-wheel
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All dimensions in nches unless otherwise specified)	Fleet."75" 5-Tour. Sedan	Fleet,"75" 7-Touring Sedan	Fleet, "75" 7-Touring Imp. Sed.	Fleet."75" 5-Formal Sedan	Fleet,"75" 7-Formal Sedan	Fleet."75" 2-4 Coupe	Fleet."75" 2-4 Conv. Coupe	Fleet."75" Conv. Sedan	Fleet,"75" Town Car
Width (Hips) Width (Hips) Width (Shoulders) Cushion to floor Cushion of other Cushion to dash Cushion to dash Cushion to dash Cushion to dash Cushion to steering wheel	2022 2022 2022 2022 2022 2022 2022 202	545 14.9% 14.9% 17.5% 17.5% 14.0%	24 25 26 25 26 25 26 26 26 26 26 26 26 26 26 26 26 26 26	25. 25. 25. 25. 25. 25. 25. 25. 25. 25.	112 112 11 12 12 12 12 12 12 12 12 12 12	20181818181 2 18 18 18 18 18 18 18 18 18 18 18 18 18	25.5 25.5 27.5 18.5 18.5 18.5 18.5 18.5 18.5 18.5 18	25. 25. 25. 27. 28. 28. 28. 29. 29. 29. 29. 29. 29. 29. 29. 29. 29	26.55 26.55 114.4 118.4 117.5
Width (Hips) Width (Hips) Usahida (Soulders) Cushion to floor Cushion depth Cushion to floor Cushion to floor Assistant to front seat back.	25.5. 25.5. 25.5. 25.5.	55 55 114 114 114 114 114 114 114 114 11	51 28 34 20 33 51 42 42	250 250 250 250 250 250 250 250 250 250	250 K.	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1334	2828823 X X X	200 200 200 200 200 200 200 200 200 200
Cushion width Cushion depth Seat back height		22 M 15 M	22 K 15 K 18	16 1415 15	22 M 15 M 18	20 1495	20 1435	1654	22 M 15 M 18 M
seat back Front door width Rear door width Overall height loaded	323	317 3227 607 727 727 727 727 727 727 727 727 727 7	33.3% 32.5% 60.7%	22.22 63.33.24 63.33.24	3134 3834 3714 6974	44 % 60 %	45%	32.5% 68.5% 68.5%	33.2% 33.2% 33.2% 33.2% 33.2%
bumper. Trunk and deck capacities	228 te lies 13.3	228 th	228 Å	228 Å	228 Å	228 ¼	228 ls	228 k	228 Å

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THE 1940 CADILLACS AND LASALLES

New Features and Improvements in Appearance, Interiors and Body Construction

NEW, MODERN IDENTITY IN FRONT ENSEMBLE

New Veed Radiator Grilles Headlamps High in Fenders (LaSalles) Fender Parking Lamps with Turn Indicators New Fender Cooling Grilles New Bumpers

NEW, ULTRA MODERN BODY STYLING (LASALLE "SPECIAL"-CADILLAC 62)

Steeply Back-Sloped Windshield Wider Doors Concealed Door Hinges Closed Rear Quarter Curved Rear Window Long Streamlined Trunk Beautiful New Tail Lamps

NEW STREAMLINED FLEETWOOD COACHWORK (SERIES 72)

Wide, Steeply Sloped Windshield Chrome Window Reveals High, Wide Doors Concealed Door Hinges Streamlined Running Boards Large Quarter Windows Curved Rear Window Large Roomy Trunk

NEW LUXURIOUS INTERIORS

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Interior Color Harmony of: Smarter Upholstery Fabrics Clearer Vision Instrument Panel Modern Garnish Mouldings Floor Carpets Hardware Decoration Seats Cushioned with Foam Rubber

Safety Locks on Rear Doors (LaSalles, Cadillac 62, Fleetwood 72) Wide Vision Windows

GREATER RIGIDITY IN BODY CONSTRUCTION (LASALLE "SPECIAL", CADILLAC 62 AND FLEETWOOD 72)

IMPROVED BODY INSULATION FOR QUIETNESS AND COMFORT. (LASALLES, CADILLACS AND FLEETWOOD 72)

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THE NEW 1940 LASALLES

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APPEARANCE. Beautiful new styling characterizes the new LaSalles. Highly advanced styling, which combines every progressive feature of greater interior room, easier entrance and exit and more extensive vision with modern exterior beauty, insures greater public acceptance today as well as when these cars are traded in two or three years hence. This is Cadillac's styling policy which is largely responsible for more Cadillacs and LaSalles being sold above \$1300 last year than all other cars combined.*

LaSalle Fifty. The greatest fine car value ever offered —incorporates the major features of last year's popular LaSalle body with a new modern frontal design streamlined in every detail.

LaSalle "Special". America's most luxurious medium-priced car—features, in addition to the new frontal design, the roomiest body ever provided at medium price in an ultra-modern design.

FRONT VIEW—Fifty and "Special". Modern identity which has characterized every LaSalle since 1933 is provided in the very narrow die-cast radiator grille. Now the horizontal bars are more widely spaced and are veed at the center, forming a vertical line that accents narrow appearance. Across the front is the LaSalle name in white and gold script while the LaSalle crest appears in a neat design at the top.

Vertical openings in the front of the fenders, outlined by wide chrome strips, provide additional radiator ventilation and insure exceptional air inlet area.

Supplementing the modernism of the grilles are new fenders flowing smoothly into the sides of the hood

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^{*}Based upon R. L. Polk registrations, January through July, 1939 for all car makes with series having 5-Touring Sedans priced at or above \$1300.

and containing headlamps mounted high for better road illumination. (See page 125.) Long, chrome plated parking lamps above the headlamps add to the expensive and attractive appearance of the front ensemble. These lights are visible from all four sides of the car as an added safety feature and, in addition, contain turn indicator lights.



Unmistakable LaSalle identity in new, modern treatment

The distinctive LaSalle hood ornament, front opening hood, divided windshield and bright metal beading around the windshield add to attractive appearance.

The hood lifts with one easy upward movement and is held securely and automatically in its raised position by a spring. The Fifty has a central hood support and the "Special" has one on each side. A safety catch is provided in event the operator should fail to latch down the hood ornament.

New bumpers, having ends curved to blend with the fender contour, harmonize with the entire front design.

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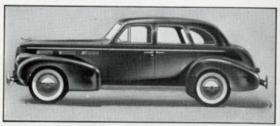
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SIDE VIEW—LaSalle Fifty. Smooth curves and low lines are accented by headlamps high in the fenders, long parking lamps and new hood ports.

Costly chrome window reveals and chrome belt moulding extending from radiator grille to the trunk are fine car details. Running boards are optional. They are separated from the fenders to prevent collection of C



The New, Longer, Lower La Salle Fifty

dirt and water. Without them three parallel stainless steel mouldings decorate the lower portion of the body and especially processed rubber guards protect the rear fenders from flying stones.

LaSalle "Special". The new front ensemble, increased 45-degree slope of the windshield and gradual tapering of the new body into the large streamlined trunk, produce a symphony of graceful lines and harmonious detail in this new LaSalle.



The New Ultra-Smart La Salle "Special"

All doors open from the rear. Door hinges are concealed for smooth appearance and reduced wind noise. Windows are outlined with wide chrome reveals. There is no body belt moulding. Like the Sixty Special, an outward body flare forms a design highlight in the side view. Another flare in the body sill acts as a guard against dirt and flying stones. Running boards are optional and may be added or removed by the owner after purchase. When running boards are not desired, three stainless steel mouldings decorate the lower portion of the body and heavy rubber shields protect the rear fenders.

REAR VIEW—LaSalle Fifty. Unmistakable identity and beauty are provided by the flow of the body into the fenders and into the exceptionally roomy trunk. The license plate is carried in the center of the trunk lid



Smooth contours of LaSalle Fifty rear quarter enclose a large trunk

below a new emblem which bears the LaSalle crest on a colored background with bright chrome "V" outline. Another feature is the LaSalle name in script across the center of the stylishly curved bumper. Tail lights provide side as well as rearward illumination. They also contain turn indicator lights.

LaSalle "Special". Unique and distinctive style note of the new LaSalle "Special" is its round contoured rear quarter which encloses a large roomy trunk. The large, undivided rear window is also curved to conform with the body outline.

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The rear license, centrally located on the trunk lid, is illuminated by a light concealed in the trunk lid handle. Above is the attractive new LaSalle "V" emblem.

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Body lines flow into the smooth fenders in a neat smooth curve. Mounted low on the body inside each fender are distinctive new tail lamps containing directional signals.



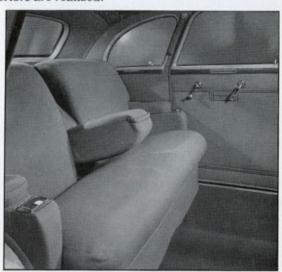
A long streamlined trunk distinguishes the LaSalle "Special"

LARGE STORAGE SPACES. Trunks and rear decks on all LaSalles are carpeted and walls are covered with neatly tailored heather cloth. Floors are level. An interior light is provided. Cubic foot capacity is 17.4 for the Fifty sedan and 2-door sedan, and 16 for the Special sedan. All styles also have separate, lid enclosed tool compartments.

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NEW LASALLE INTERIORS

APPEARANCE AND APPOINTMENTS. Completely new, harmonious color ensembles are featured in all new LaSalles. Now for the first time a strictly high-priced custom car option is offered in the medium-priced LaSalle. Instrument panel, garnish mouldings and plastic trim are matched with optional upholstery fabrics with the result that much gayer, better styled interiors are realized.



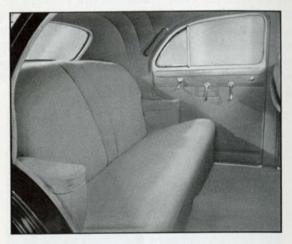
All new Sedans, including LaSalle Fifty have a deep center arm rest

The Fifty is trimmed in one of four cloth options of ribbed broadcloth or two-tone cords. The "Special" has four tan and two gray options including two-tone cords, herringbone weaves, Bedford cloth and plain broadcloth. Instrument panels are finished in Seaforth beige with tan fabrics or Hermes gray with gray fabrics.

Steering wheel, horn button, light switch knob and other plastic parts, including even the new hardware plastic, are finished in light shades of tan or gray. Robe

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cord, assist straps and windcords are lace covered in one of two harmonizing colors. The leather top front door arm rests and the floor carpeting are colored to



Luxuriously appointed LaSalle "Special" rear interior

match the trim. The "Special's" floor carpets have a third shade—green-gray—to blend with its green-gray two-tone cord.



Richly carpeted, clear front floor

Heavy pile carpeting is used on the rear compartment floors. The front floor carpet consists of pile inserted into a thick rubber base, the rubber being uncovered at points where greatest wear normally occurs.

New garnish mouldings in individual and distinctively modern design for the Fifty and "Special" have a



Spacious LaSalle "Special" front compartment

two-tone color in tan or gray to carry out the interior theme. A new interior overhead light is located in the center of the roof on sedans and closed coupes and over the rear seat on models equipped with Sunshine Turret Top. All sedan types have rear seat center arm rests and side arm rests. Ash receivers are provided in Fifty rear side arm rests and one in the center of the "Special" front seat back.

COMFORT AND ROOM. All new Cadillacs and LaSalles have foam rubber padded seat cushions. Improved construction over previous designs consists in LaSalle of Luxury springs covered with a new heavy foam rubber pad which in turn is covered with a thick cotton pad. Foam rubber adds a soft cushion to the springs while the cotton holds the rubber from exces-

sive quivering and also keeps the seat cushions cool.

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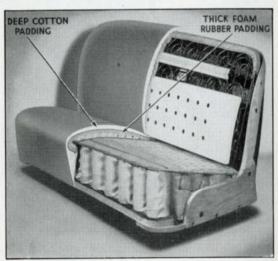
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In legroom, headroom and seat width dimensions, the Fifty body is larger than most bodies on longer wheelbase cars. This is made possible by the compact V-type engine which requires less chassis length than comparably sized straight 8's. See page 112.

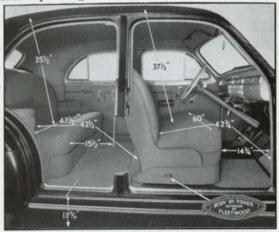


New seat cushions feature restful comfort

The new LaSalle "Special" is larger still. Seats are six inches wider in front and floors are lower than last year, increasing headroom and ease of entrance. In fact, the front seat is so wide that, were it legal, four persons could ride with as much comfort as three on the front seat of some cars.

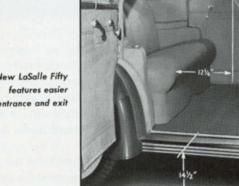
Complete interior dimensions for all LaSalle body types are shown on page 30.

Individually controlled no-draft ventipanes are provided in front door windows of the Fifty and in both front and rear door windows of the "Special". Each ventipane has a theft-proof lock. Also, the "Special's" rear door ventipanes have wind deflectors on the inside of the division bar to insure freedom from draft on front seat passengers.



Ease of entrance and roomy dimensions of the new LaSalle "Special"

EASE OF ENTRANCE AND EXIT. Entrance into the new Fifty is made easy by a low step from the ground



New LaSalle Fifty entrance and exit

to floor, high, wide doors and extensive space between door pillars and seat cushions.

In the new "Special", entrance ease is even greater. Floors are considerably lower, facilitating entrance especially on cars not equipped with running boards. By hinging rear doors at the front, greater door width is afforded which further improves entrance.

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INSTRUMENT PANEL. In addition to its harmonious color options to match interior trims, the instrument panel has many improvements for easier visibility day or night. The basic safety design of a smooth curved surface and recessed controls is unchanged.

In the center is a beautiful chrome grille of vertical triple spaced bars. When the new Cadillac radio is ordered, it is installed behind the center of this grille. A large ash tray is concealed in the right side and, when pressed on the bottom, pivots outward exposing a large removable tray.



New, smoothly curved, easier to read instrument panel

The new instrument group directly in front of the driver has a curved speed indicator for easier reading. The electric clock, standard equipment at the right of the glass enclosed panel, has radial lines leading to its numbers. A new rheostat light switch provides any desired degree of instrument illumination for better visibility at night.

A die cast panel finished in chrome below the grille carries a beautiful LaSalle or Cadillac crest flanked on each side by gold wings. The illuminated ignition lock, the starter push button, hand throttle and cigar lighter are chrome finished and curved to conform with

the panel. They are plainly marked for identification at a glance.

The glove compartment, enclosed in the extreme right panel, is lighted automatically when the door

Richly lined, automatically illuminated alove compartment

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opens. The large compartment is beautifully tailored in cloth and the inner side of the door is neatly finished. A spring lock is provided. These are quality details exclusive to LaSalle in its class.

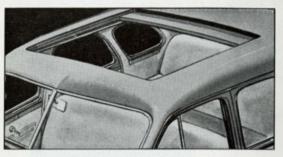
All controls including the speedometer reset and cowl ventilator handle, are within the driver's easy reach.

LOCKING SYSTEM. Both front doors on all models have outside locks so that the driver may enter from either side. Inside locking buttons or levers make it possible to lock and leave the car without the inconvenience of using the key, necessary in some other cars.

New rear door safety locks make it impossible for rear doors to be opened from either inside or out. By locking rear doors with the button in the garnish moulding on the Fifty or locking lever on the door panel of the "Special", both inner and outer door handles are allowed to turn freely. Small children can now ride alone in the rear compartment in perfect safety. This feature is also available for LaSalle "Special" front doors on special order.

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SUNSHINE TURRET TOP. Available on LaSalle Fifty Two-Door Touring Sedan and Touring Sedan at small additional charge. Sunshine Turret Top greatly in-



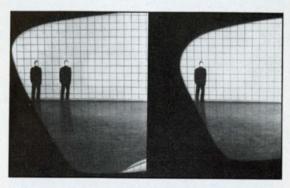
LaSalle Fifty with Sunshine Turret Top

creases interior ventilation and is much appreciated in warm weather. It is especially desirable for touring through scenic country.

VISION AND SAFETY. Outward vision from windshield and all windows of the new Fifty continues to be equal or superior to all other similarly priced cars. The new "Special" also features an extensive breadth and height of outward vision. Comparative glass areas in square inches are:

	FIFTY	"SPECIAL"
Windshield	767	744
Both front door windows	827	617
Both rear door windows	600	621
Both rear quarter windows	354	
Back window	336	428
Total Glass Area—Sq. In	2884	2410

More important than areas is the position of the glass, design of the doors with narrow pillars and the height of seats relative to the windows in both models. Thus, while the "Special's" windshield is smaller in total area than the Fifty's, its extreme 45-degree slope and three inches greater width result in a comparable amount of vision. Similarly, the rear seat



Visibility comparison between LaSalle Fifty and ordinary car windshields

location and greater size of rear door windows provide extraordinary vision for these passengers. Large as is the Fifty's back window, the "Special's" is still larger, affording extensive rearward vision for safety.

Safety Plate Glass is used in all windows and windshields of all 1940 Cadillacs and LaSalles. This is a ground and polished glass furnishing almost perfect clarity. Most other cars use ordinary laminated sheet glass in door windows and even in windshields of some models.

Safety plate glass, in comparison with laminated sheet glass, has remarkable characteristics of reducing eyestrain and permitting accurate judgment of distance. Recent tests prove that laminated sheet glass produces 62% greater eye fatigue than Safety Plate Glass. In contrast to Safety Plate, sheet glass makes headaches 140% more frequent, symptoms of tiredness and sleepiness 17% more common and ability to judge

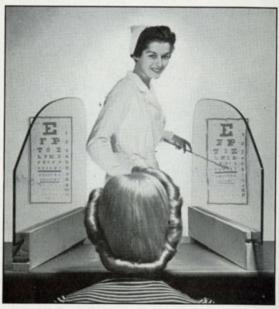
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distance 81% less accurate. As a result of these tests, it is obvious that Safety Plate Glass is indispensable to today's standards of motoring safety and comfort.



Safety Plate Glass (left) gives clearer vision from all angles than laminated sheet glass (right)

One of the greatest safety developments for 1940 arises from new Hi-Test Safety Plate Glass. This is an entirely new laminated glass in which a layer of plastic is sandwiched between two panes of polished plate glass. This plastic is the result of years of research to find a substance which is extremely elastic and which will cushion the force of objects striking the glass; a substance to which the smallest particles of glass would stick tenaciously when cracked. This new plastic has these two features to such a degree that a 16 lb. bowling ball dropped from a height of 6 ft. will

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not smash through a pane of Hi-Test Safety Plate Glass, nor will any of the cracked glass particles fly.

Hi-Test Safety Plate Glass is used in the windshield, door and quarter windows of all LaSalle Fifty body types, LaSalle "Special" and Cadillac 62 sedans, and all Fleetwood 72 body types. It is used throughout on all Sixty Special, Fleetwood 75 and Sixteen types as well as LaSalle Convertible types.

In addition, new Tempered Plate Glass is used in back windows of LaSalle Fifty and "Special", Cadillac 62 and Fleetwood 72. This glass will withstand very heavy impacts and extreme pressure without cracking and is best suited for being curved to afford additional vision and a new style treatment in these new models.

EXTRA EQUIPMENT AND ACCESSORIES

Cadillac offers many items of special equipment and accessories expressly designed under the supervision of its Engineering Department for the 1940 Cadillacs and LaSalles. At moderate additional charge, this equipment greatly increases the pleasure, comfort and safety of Cadillac-LaSalle ownership. (See page 175 for price list.)

AUTOMATIC RADIO. The 1940 Cadillac Automatic Radio for all new models incorporates many outstanding improvements and innovations in design and performance which combine to make it the finest in motor car radios on the market today.

Dependability under all conditions has been the objective in the development of the new radio. This has been accomplished by extremely rugged construction and simplification of working parts. Also, 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.

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Only the attractive dial, selector buttons, and manual controls of the radio are visible to passengers. (See Instrument Panel on page 44.) The dial light is on the main instrument panel lighting circuit and may be graduated from dim to bright with the panel's rheostat light switch. This improves visibility at night.

The automatic tuning selector mechanism has been greatly simplified for more positive operation. The first of the seven operative buttons (from left to right) is an on-off switch which is used to turn the set on and off. A small light on the dial glows red when the radio is on to serve as a warning to the driver when he leaves the car. The next five buttons provide instantaneous tuning to five pre-selected stations. A further selection of stations is obtained by using the manual control at the right of the radio dial. For additional ease of operation, automatic volume control is so efficient that it permits tuning from one station to another without adjustment of the manual volume control (at the left of the dial) except in rare instances.

The seventh button at the extreme right is a 3-position tone control to provide very soft, moderate or very sharp reproduction. A new 8-inch dynamic speaker reproduces full natural tones from extreme bass to high treble.

Despite the many improvements, current consumption has been reduced more than twenty per cent.

The vacuum-controlled aerial has also been extensively redesigned both from a mechanical and electrical standpoint to produce the most efficient and desirable antenna unit for 1940. The aerial, inconspicuously mounted on the left side of the cowl, may be extended twenty inches by vacuum and another twenty inches manually to produce excellent reception of even the more distant stations. It is available for all new Cadillacs and LaSalles. Under-running board aerials are

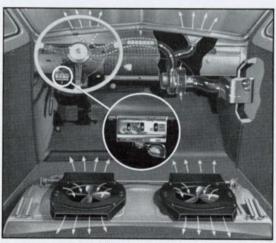
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available as optional antenna equipment only on Cadillac Fleetwood 72, 75 and Sixteen.

IMPROVED HEATERS. Cadillac offers three types of heater equipment for 1940, each having greater heating and defrosting capacity than any other type of car heater.

A Defrosting Heater and a Ventilating Defrosting Heater with three-speed reversible motors are available for all models. The Ventilating Defrosting Heater has a fresh air inlet from a scoop on the right side of the cowl which keeps the car interior well ventilated with a healthful atmosphere when windows are closed and prevents mist from collecting on windshield and windows.

In addition, there is a revolutionary new Dual Ventilating Defroster Heater for all closed sedan types.



New heating and ventilating system

This unit is not just a heater as has been commonly thought of in the past but a heating and ventilating system exclusive to 1940 Cadillacs and LaSalles which provides uniform, healthful warmth throughout the entire car.

The new 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.

Just as a furnace is located in the center of a house and a factory is heated from a central source, the dual heaters under the front seat force heat forward and rearward within the car.

Each heating unit and the defroster has its individual motor and two-speed switch. The fresh air valve also has a separate lever. These four controls are combined into a control unit mounted on the lower left edge of the instrument panel. The driver has within easy reach a variety of controls to secure practically any combination and degree of heating, defrosting and ventilation desired within the car. Among these many unique combinations is the pleasant sensation of cool, fresh, invigorating air around passengers at breathing level while the heaters keep the body and legs warm.

NoRol. This feature, operating between the clutch and foot brake, holds the car on an upward incline, preventing it from rolling backward and leaving the right foot free to operate the accelerator. As the clutch is engaged the NoRol is released automatically. The motoring public's experience with this extraordinary driving convenience is leading to its general adoption in hilly sections of the country. Even in more level country, grades at railroad crossings and street intersections have resulted in widespread use of the NoRol.

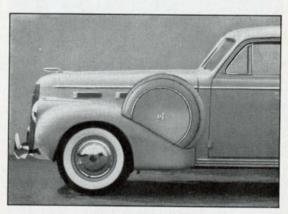
WINDSHIELD WASHER. An invaluable aid for removing dirt and insects collecting on the windshield, the washer draws water from a reservoir and sprays it on the windshield through nozzles in the cowl.

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ADDITIONAL LASALLE BODY STYLES

LaSalle Fifty is also available in a 5 Two-Door Touring Sedan, 5 Convertible Sedan, 2-4 Coupe and 2-4 Convertible Coupe as well as the 5 Touring Sedan. Both coupes now have full-across auxiliary seats behind the divided front seat. The convertible sedan has a large trunk similar to the closed sedan.

Convertible types have six leather trim options, including black, tan, gray, green, blue and red colors. Tan or gray ribbed broadcloth is also available.



LaSalle Fifty with fenderwells

Six wheel and fenderwell equipment is available at extra cost on all LaSalle Fifty body styles.

In addition to a 5 Touring sedan, LaSalle "Special" is available in a 2-4 Coupe with full-across auxiliary seat. Both Fifty and "Special" trunks and rear decks are standard equipped with interior lights operating automatically when the lid is raised and the headlighting system is on.

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Two new youthfully smart convertible types are available in the LaSalle "Special." In addition to the low, ground-hugging modernity of the closed styles, the new convertible coupe and convertible sedan, especially with their tops lowered, excel the sport cars of the past in smart, spirited appearance.



The new LaSalle Special Convertible Coupe

Several distinctive features, heretofore available only on strictly custom cars costing many thousands of dollars, are introduced by Fleetwood in these new

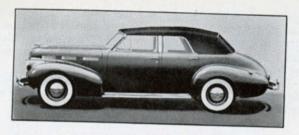
LaSalle "Special" convertible styles.

There are eight interior trim options, each of which serves as a basis for a harmoniously blended interior color scheme. Two tone trim combinations are offered for the first time. Red, blue or green leathers may be combined with buff leather. These trim options in addition to the single tone leather trims make possible any personal preference for a truly distinctive car. When red, blue or green leather is ordered the instrument panel and the floor carpeting are in a blending shade of the same color. Windshield and window mouldings are chrome.

The Convertible Coupe interiors are appointed with a dome light on the rear roof bow and ash receivers recessed on both right and left side walls for the convenience of passengers on the full-across rear seat. A rear view mirror in addition to the customary type,

is mounted on the left I. C. V. frame.

Another outstanding feature of the convertible coupe is its All-Weather Power Top which may be raised or lowered automatically by pushing or pulling



The new LaSalle Special Convertible Sedan

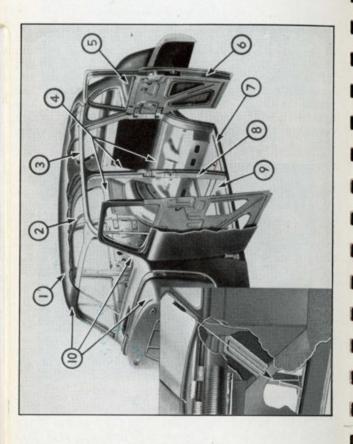
the control knob located below the instrument panel at the driver's left. A clever spring balance and vacuum created in two large cylinders placed in the right and left rear body quarters provide power operation. Vacuum is built up by a piston in each cylinder. The piston is driven by intake manifold pressure. The system is similar, on a larger scale, to that which operates the windshield wiper and vacuum radio aerial.



Richly appointed interior of the LaSalle Special Convertible Coupe

The Convertible Sedan has all of the features of the closed sedan, such as spacious trunk and rear seat center arm rest. In addition, there are courtesy lights on each side of the front seat back operated manually by a switch on the left rear arm rest and automatically by the right rear door. An ash receiver and automatic lighter are recessed in the center of the front seat back.

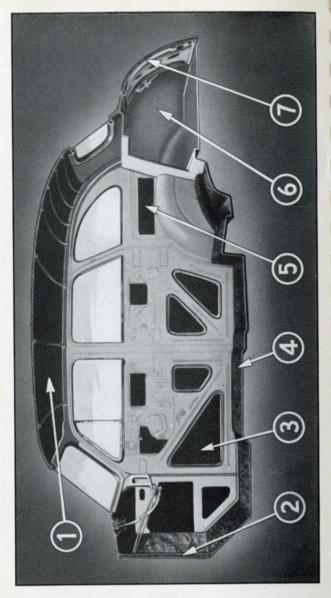
These two welcome additions to the LaSalle "Special" line further increase the market coverage and available earnings for LaSalle salesmen.



LASALLE UNISTEEL TURRET TOP BODIES

Passengers Ride Within a Tube-Like Unit of Steel

- One-piece solid steel top; permanent, beautiful.
- Sturdy "U" shaped steel roof bows.
- 3. Steel roof rail welded to inner steel body framework.
- Steel braces welded to sides of inner body structure joined by heavy steel cross member below rear window frame.
 - 5. Steel body panels welded together.
- 6. Steel door panels reinforced with steel.
- Two "U" shaped steel bars welded together form each pillar post. Steel rocker panels welded to sides of underbody.
- 9. Steel floor welded integral with body.
- LaSalle Fiffy cowl structure one complete unit of reinforced dash, windshield posts and header panel welded to Turret Top. LaSalle "Special" has, in addition, new one-piece cowl and toe board. Also cowl structural support extends in straight line from front body bracket to windshield pillar for extreme strength and rigidity. (See inset above.)



LaSalle's Steel Bodies are Insulated at Every Point for Quietness and Comfort

1. Turret Top has finest combination of heat, cold and sound insulation available: thick pad of asphalt impregnated felt; large dead air space; heavy wool headlining matches upholstery. 2. Dash covered with thick jute pad and celotex board—cemented to finish panel for extra protection against engine heat. LaSalle "Special" one-piece cowl-toe board construction and covering of asphalt saturated felt provide additional heat insulation.

Door panels lined with asphalt impregnated felt.

4. One-piece steel floor scientifically indented to deaden sound. Floor tightly fitted with heavy layer of impregnated felt to which is added a thick pile carpet.

5. Rear quarter panels lined with asphalt impregnated felt. Dead air space provided. Interior side wall of heavy wool cloth matching upholstery.

Inner sides and back of trunk lined with heather cloth.

Trunk lid covered with thick pad of felt impregnated with asphalt.

tact between body and frame, thus eliminating body rumbling inherent in cars with single Heavy insulating rubber pads interposed around body bolts prevent any metal-to-metal conunit frames.

Out I Iven Antimbo

WEATHER-PROOFING AND SEALING

LaSalle bodies are effectively sealed from dust, water and drafts. Doors, sills, windows and ventilators have rubber lacings and heavy weather stripping. Windshield is tightly sealed by a plastic cement applied between the body channel, rubber gaskets and glass.



Roof mouldings and ventipane shields protect passengers from dripping water

Steel drip mouldings are welded to the sides of the Turret Top and down the sides of the windshield pillar posts. These prevent annoying dripping water upon passengers entering or leaving the car. Drip shields over each front ventipane extend far down the front of the opening and permit the ventilators to be opened enough for ventilation during a rain.

Tubular wind seals used in the door frames assure draft free interiors during cold weather.

The screened cowl ventilator is tightly sealed by a rubber gasket carried in the rain trough to prevent water from seeping into the front compartment. An overcenter locking mechanism is operated by giving the control handle an additional pull after closing the

ventilator. This keeps the cowl ventilator securely closed to prevent leakage and drafts and in addition renders anti-theft protection.

All floor openings around the foot pedals are carefully sealed against heat and cold. Rubber seals fit tightly around the pedals. Heavy pile carpets on both the front and rear compartment floors provide additional protection as well as richer appearance.

When so equipped, running boards are separated from the fenders at both ends. This prevents the accumulation of water and dirt which dampens and soils shoes and floor carpeting. Every attention has been given the new LaSalles to make them soundproof and weatherproof.

BONDERIZING AND FINISHING

The enduring lustre of Cadillac-LaSalle's beautiful finish is due in large measure to the chemical process of bonderizing. By treating all sheet metal and fenders with this bath a primer is provided to the clean, bare metal which prevents chipping, cracking and peeling of the lacquer from shock and vibration. Bonderized protection is many times more rust resisting than finish applied directly to the metal surface, yet this process is rarely used by even other fine car makers.

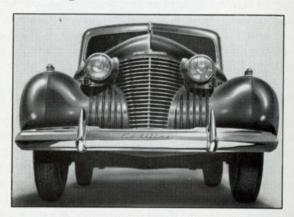
Extreme care is taken in the finishing process to avoid thin spots and fading of any of the fourteen new Cadillac and LaSalle color combinations. Six coats are each applied separately both up and down and across the surface for thorough, even thickness and coverage.

After each coat the finish is allowed to bake thoroughly in specially designed air tight rooms under even temperature. It is then oil sanded and polished. Each of these four steps is taken before one coat of paint is completed. Skilled inspectors measure paint thickness with special gauges to insure uniformity.

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THE 1940 CADILLAC SIXTY-TWO

MODERN DIGNITY IN FRONTAL APPEARANCE. All new Cadillac V-8's are particularly distinguished by the new frontal ensemble which identifies them to be of Cadillac lineage. The sharply veed center die cast radiator grille, the harmonious curve of fenders and fender cooling grilles flowing into the hood side panel have a graceful effect likened to the prow of a yacht cleaving the surface of the water.



Modern front ensemble identifies all Cadillac V-8's

Long streamlined parking lamps are mounted on the fenders and contain turn indicators. Headlamps are moulded into the hood side panels. They contain new Sealed Beam Safety Lighting units (see page 125).

Unusually attractive heavy bumpers harmonize with the new frontal styling. The neat script lettering of the "Cadillac" name is in effective contrast with the bright chrome of the bar.

SIDE VIEW. Greater overall length, the new frontal treatment and new streamlined body give the Sixty-Two a long, low, sleek appearance wholly its own. Modern low lines are further emphasized by the in-

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1940

CADILLAC-BUILT V-TYPE ENGINES

NEW FEATURES and IMPROVEMENTS

Smoother Performance	All V-8's
Increased Fuel Economy	All V-8's
New Carburetor	LaSalles
New Vacuum Advance Distributor	All V-8's
Improved Intake Manifold	All V-8's
Greater Horsepower	LaSalles
New, Higher Capacity Fuel Pump	All V-8's
Quieter Exhaust Muffling	All Series
New, High-Output Peak Load Generator	All Series
Smoother, Quieter Starter Engagement	All V-8's
Improved Radiator Ventilation	All V-8's
Smoother Clutch Action	All Series
Easier Shifting	All Series

For major points of V-Type engine comparison see page 14

CADILLAC V-TYPE ENGINE DESIGN

Only Inherently Correct Design for Engines of Eight or More Cylinders

Cadillac has concentrated on V-type engines for twenty-six years, utilizing this principle in engines of eight, twelve, and sixteen cylinders. All speed and endurance records on land, on sea, and in the air are held by V-type engines. Their compactness, rigidity and efficiency are unequalled wherever motive power is required.

As early as 1922, the eminent automotive engineer, C. F. Kettering, said, "With the unlimited funds and vast resources of the General Motors Corporation at my command, were I assigned the task of building another truly fine motor car engine where the size of the engine required of itself eight or more cylinders, it must needs be of the V-type design."

More costly to build than in-line types because of the necessity for expensive, specialized machinery to manufacture angle-spaced banks of cylinders, Cadillac has utilized the vast resources and funds of General Motors and its own unparalleled experience to bring the present Cadillac-LaSalle V-8's and the Sixteen to unrivalled peaks of performance, smoothness, economy and long life.

ADVANTAGES OF 90 DEGREE V-8 DESIGN. A 90 degree V-8 engine has six exclusive advantages not obtainable in engines of straight eight design:

Smoother Operation
More Efficient Carburetion
More Uniform Cooling
More Efficient Lubrication
Greater Allowance for Body Room
More Economical and Longer Lived

smooth operation. In a V-8 with cylinders paired at ninety degrees, or at right angles to each other, the inertia force built up within one cylinder is completely offset by the equivalent inertia force of the opposite cylinder. One force counteracts or neutralizes a second equal force when they meet at the crankshaft. Therefore, main bearings have no work to do other than to support the weight of the crankshaft and to absorb reactions from explosions within the cylinders. This cancellation of inertia forces in a 90 degree V-8 engine may be easily demonstrated with a yardstick. Push down on one end of the yardstick with one hand and push up from below at the same point with the other hand. Obviously, nothing happens because one force cancels the other.





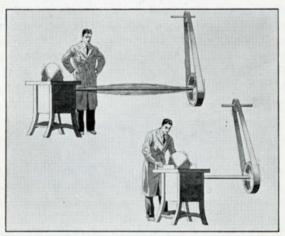
Forces cancel one another

Unequally spaced forces cause yardstick to bend

In the case of a straight eight engine there is no pairing of cylinders. The front cylinder balances the rear cylinder of the engine, consequently to cancel each other, the inertia forces must be transmitted from one end of the crankshaft to the other. This increases crankshaft and crankcase stresses, increases the work which main bearings have to do, and by increasing crankshaft deflection, causes the typical straight eight high speed vibration. This may be demonstrated by pushing down on one end of the yardstick and up on the other end. The stick bends in the middle.

Work which main bearings must do has been accurately measured by Cadillac engineers. Taking a Cadillac V-8 engine and a typical straight eight engine of practically identical cubic inch displacement they

found that the total average maximum load or pressure imposed upon the three V-8 main bearings is 173 pounds per square inch, and on the five straight eight bearings 791 pounds per square inch. Five small bearings having no greater area must do five times the work of three large bearings. Operating smoothness, dependability and long life is obviously greater in Cadillac V-type engines.



A long driven shaft has far more whip than a shorter shaft

A V-type eight cylinder engine is, by comparison with an eight-in-line engine, a twin four. Hence it is much shorter and more compact. Given two engines of equal cubic inch displacement, the straight eight crankshaft must be longer than the V-8 crankshaft. The V-8 crankshaft, being short and of large diameter, is much better able to withstand stresses imposed upon it by explosive forces of the engine and centrifugal forces set up by rapid crankshaft revolutions. This is an additional factor in longer life and smoothness.

Power forces react upon every crankshaft causing a rapid, alternate twisting first in one direction, then in

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another. At certain speeds this causes torsional vibration. The short, rigid Cadillac or LaSalle V-8 crankshaft is but negligibly affected by these twisting forces while the long shafts of the straight eight engines are seriously affected. This may be demonstrated with an ordinary desk ruler. A yardstick may also be used to show even more clearly the result of twisting forces on



One-half ruler twist

Full ruler twist

the crankshaft. First, hold one-half the ruler's length and twist in opposite directions with each hand. Note how much resistance is offered to the twisting force. Now try the same procedure, using all the ruler's length. This demonstrates the effect of forces developed in a straight eight engine upon the crankshaft.

At all speeds, explosive forces within any engine tend to make the crankshaft bend. Again, the short ruggedness of the V-8 crankshaft resists this bending tendency to a far greater extent than is possible with a



One-half ruler snap

Full Ruler snap

long, thin straight eight crankshaft. To demonstrate, hold the ruler on the desk with one-half of its length projecting over the edge. See how rigid the ruler re-

mains when attempts are made to snap it. Now extend the overhang of the ruler until as much of its length as possible projects over the edge of the desk. Its end may be snapped much more easily. The twisting and snapping tendencies of the crankshaft during engine operation are, of course, in small fractional measurements, but relatively slight deviations from its true, predetermined position create extreme engine vibrations. The short, rigid crankshaft of the Cadillac-LaSalle V-8 engines holds these deviations to a far lower amount than it is possible to attain with the long crankshafts of any straight eight engine. Shortness of the crankshaft in addition to inherent cancellation of inertia forces, makes the Cadillac-built 90 degree V-8 engines smoother and quieter to operate, and also provides longer, more dependable engine life than any straight eight powered automobile.

EFFICIENT CARBURETION. With V-type design Cadillac engineers are able to centralize carburetor location above and between the two cylinder blocks. The carburetor's central location permits equal distribu-

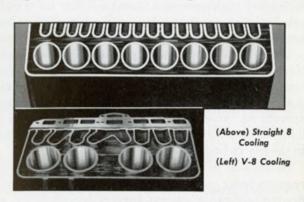


V-8 Equalized Manifold

Straight 8 Unequal Manifolds

tion of fuel mixture to every one of the eight cylinders. The farthest cylinder is only about half the corresponding distance from the carburetor than it is in straight engines. This eliminates the need for long intake manifolds in which vaporized fuel has time to condense.

engines, water enters the right-hand cylinder block under pressure. Half of the water is by-passed to the left-hand block. Thus, the maximum distance that cooling water must travel through the block is far less and the variation in temperature throughout the engine is about half of that in a straight eight engine. In straight eights water enters the block at the front and must travel the full length of the engine before cooling the rear cylinder. Cooling effectiveness obvi-



ously diminishes as water passes from front to rear of the engine. This results in hotter running rear cylinders, causes uneven cylinder temperatures, and, therefore, enhances the danger of warping cylinders and valve seats which results from unequal heating. Lubricating quality of the oil is reduced and oil consumption increases under wide variances in temperature.

The compactness of V-type design also permits a greater water cooling area around cylinders and valves. Because of the great length of a straight eight engine, which must be fitted into a limited space, water areas must be restricted in size and cooling efficiency is lost.

V-type design lends itself admirably to efficient

cooling system operation with resultant operating economies and longer engine life.

EFFICIENT LUBRICATION. Three large main bearings each having greater surface area, retain oil longer and are easier to lubricate than any one of the five or more small bearings of the eight-in-line crankshaft.

There are other lubrication advantages inherent in V-type design. Oil conduits throughout the engine are shorter, reducing danger of plugged oil passages. Oil is directed under pressure through drilled holes in the crankcase removing the danger of engine failure from broken oil lines where a piping system is used.

Due to the shortness of the V-8 crankcase, positive lubrication is assured, regardless of the steepness of the road or of rapidity of deceleration. The oil pump inlet is always on the oil surface. When straight eight engines operate on grades or decelerate from high speeds the oil flows to one end of the crankcase which may result in the engine being oil starved.

Because of its compactness the short V-type eight requires fewer camshaft bearings. This further simplifies the lubricating system, insures dependability, and decreases operating costs.

BODY ROOM. Cadillac V-type design permits an engine of greater size and power output than a straight



A V-type engine is about six inches shorter than a straight 8 of equal size

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eight to be placed under much shorter hood length, leaving greater room for interior body dimensions. A V-8 engine is about six inches shorter than a straight 8 engine of equal size.

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One outstanding superiority of the new 1940 LaSalles is their efficient use of body space. The V-8 engine is the principal factor which makes this economy of space possible. A wheelbase as much as five or six inches longer would be necessary if a straight 8 engine of equal size were used.

If it were attempted to produce a straight eight engine with similar displacement in a short engine space, the bore would have to be small and the stroke long. This would result in very high piston speeds with consequent increased wear and decreased engine life. Should the bores be widened and the stroke shortened, more engine space would be required. To accommodate such an engine, hood length would have to be increased and passenger space decreased even more than in the present straight eights.

OPERATING ECONOMY AND LONGER ENGINE LIFE.

The preceding five exclusive advantages inherent in V-8 engine design secure economies in gasoline, oil, service and repairs over all straight 8 engines of comparable size.

In an attempt to offset these design weaknesses, some straight 8 manufacturers have resorted to over-drive gearing and charge customers extra for these devices. These cannot approach the fundamental superiorities of inherently correct design for engines of eight or more cylinders—superiorities which in Cadillac-LaSalle engines are attained even without reference to Cadillac excellence in manufacture.

FEATURES OF V-8 CONSTRUCTION

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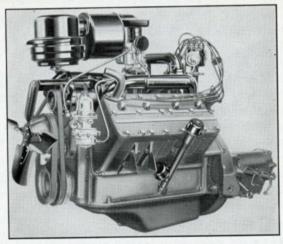
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Cadillac-built 90° V-8 engine for LaSalles

AIR INTAKE. Oil bath air cleaner standard equipment. Filters all air before it enters carburetor, insuring dirt free fuel mixture. This elimination of air impurities prevents scoring of pistons and cylinder walls.

Air rushing into cleaner passes over reservoir of oil, creating mist. Much of the dirt is held on surface of the oil in reservoir and balance is caught by filtering element. All dirt adhering to filter is washed into reservoir by oil mist. Filter is kept clean and constantly efficient. Oil bath type cleaner is, therefore, more effective in handling large quantities of dirt than conventional wire mesh type.

BATTERY. 17 plate, 115-ampere hour capacity. Used on all Cadillac V-8's and LaSalles. Battery terminals are self-opening, reinforced by steel insert. This design reduces corrosion and prevents breakage.

On LaSalles, Cadillac 62 and Fleetwood 72 battery located underneath left front floorboard. On

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Fleetwood 75, and Sixty Special underneath the right front fender.

BEARINGS. See Camshaft below, Connecting Rods, page 118. Main Bearings, page 129.

BORE AND STROKE. LaSalle V-8's: $3\frac{3}{8}$ " x $4\frac{1}{2}$ "; all Cadillac V-8's; $3\frac{1}{2}$ " x $4\frac{1}{2}$ ".

CAMSHAFT. Case hardened steel forging driven by silent chain from crankshaft. Assembly counterweighted to insure balance during operation. This insures high speed smoothness.

Chain drive is far superior to any type or material of gears because it is stronger, quieter and reduces wear.

Bearings are steel-backed for strength and lubricated directly through passages in crankcase. Only three are necessary because of compact V-type design.

CARBURETORS. Dual downdraft carburetors are used on all Cadillacs and LaSalles. Ideally located above center of engine vee for more positive equal distribution of fuel mixture by intake manifold. Chokes are operated by temperature from the exhaust manifold. They are simple, positive in action and provide smooth engine operation when cold.

A new carburetor for LaSalles incorporates several new developments which promote fuel economy and increase LaSalle's engine to 130 horsepower.

Carburetor throat diameter has been increased to 11/4 inches giving a better balanced fuel and air mixture. This increases power.

A vacuum metering system has been developed which meters fuel according to the amount of acceleration desired. This permits a leaner fuel mixture increasing mileage without affecting engine performance. Accelerator pump jets are entirely redesigned to

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give much faster, action when throttle is opened.

Another new development is an internal vent in the float bowl. For years Cadillac-LaSalle carburetors have



New Carburetor for LaSalles

been designed to reduce the tendency of gasoline to boil when the warm engine is stopped. In conventional carburetors this boiling action creates gas bubbles





which "percolate" upward through the fuel nozzle and discharge raw gasoline into the intake manifold which handicaps starting. The new internal vent in these carburetors permits any such gas bubbles to escape. The development of this vent is the result of extensive research in the high temperature wind tunnel, a testing technique first used for vapor lock research by Cadillac.

An improved carburetor for all Cadillac V-8's is also especially designed to eliminate vapor lock tendencies at high driving temperatures. By a special design of fuel chamber, the chamber completely encircles the carburetor throat. Evaporation of gasoline in the air stream passing down the throat cools the fuel stored in the chamber. Smoother, faster performance and more economical operation is attained in hot weather.

Metering jets are smaller in size increasing fuel economy without affecting power.

CIRCUIT BREAKER. Used in the electrical system to prevent damage to the system from any current overload. Should this occur, the heat generated causes the unit to break the circuit. As soon as temperature of the unit returns to normal the unit closes itself automatically. Fuses are eliminated.

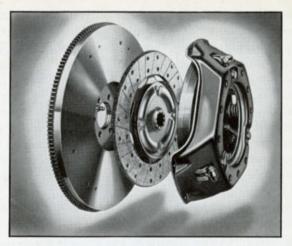
CLUTCH. Semi-centrifugal, single dry plate design for all Cadillacs and LaSalles. Eight coil spring vibration dampeners insulate drive line from engine pulsations. Permanently lubricated clutch throw-out bearing. Woven facings and extremely rigid cover plates promote long life.

New driven disc, made of special spring steel cut into waved segments, acts as a cushion to give smoother clutch engagement. New design is much lighter. This effects a reduction in clutch spinning time which makes gear shifting easier and faster.

COMPRESSION RATIOS. 6.25 to 1 for LaSalle, Cadillac 62 and 60 Special. 6.7 to 1 for Fleetwood 72 and 75.

CONNECTING RODS. Strong, light weight carbon steel.

Angle split for quick removal through top of cylinder



Improved Clutch

bore. Bearings are steel-backed babbitt. Connecting rods rifle drilled for positive wrist pin lubrication.

Cylinder bores are cross lubricated. Rods of righthand cylinder block lubricate bores in left block and



Rifle Drilled Connecting Rod

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vice versa. With each revolution of the connecting rod, oil is squirted through small hole in rod's big end. Such positive lubrication essential to prevent piston-to-bore wear in a cold engine. Another exclusive feature only obtainable in V-type design.

Each piston, connecting rod, bearing and wrist pin assembly balanced to closest precision limits of $\frac{1}{32}$ of an ounce for perfect running balance and smoothness.

crankcase ventilation. Velocity suction design for all V-8's. More positive than other road draft types now in use. Its higher efficiency is maintained throughout life of the car. The usual unsightly road draft pipes are within the engine. Air enters the oil

Crankcase Ventilation System



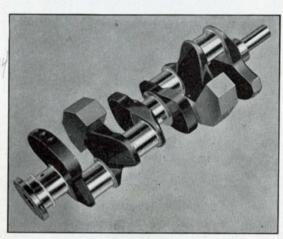
filler pipe through its air cleaner at the base of the oil filler pipe and thoroughly ventilates the crankcase. Air, carrying the vapors with it, then passes upward into the valve tappet compartments and is led rearwardly into a passageway cored behind the engine rear bulkhead and ahead of the flywheel. This passageway leads downward to the bottom of the engine to which is secured an outlet fitting discharging the gases beneath the car. Damaging unburned fuel vapors and moisture, which would otherwise collect in the crankcase, score cylinder walls and bearing surfaces, and dilute lubricating quality of the oil, are positively sucked out at all car speeds.

CRANKSHAFT. Carbon steel forging. Weight 90 lbs. Length 27 in. over main bearings. More rigid for its length than any crankshaft used in other passenger car

engines. Extreme shortness avoids tendencies to whip or vibrate, characteristic of long straight 8 shafts.

Balanced to $\frac{1}{16}$ ounce-inch limit and again with flywheel and clutch attached to $\frac{1}{2}$ ounce-inch limit.

Large diameter bearing journals and ½ in. overlap of these journals and crankpins are additional features of rigidity. Use of six counterweights gives each crankshaft cheek its own counterweight. This contributes to smoothness and balance.

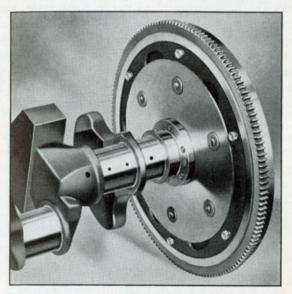


Short, Rugged Crankshaft

Syncro-Flex Flywheel. On all Cadillac V-8 engines. A Cadillac "First." Provides silky engine smoothness exceeded only by the Sixteen.

In the Syncro-Flex design the cast iron flywheel rim is attached to the crankshaft by a flexible disc. When the engine is run at speeds at which certain crankshaft vibrations invariably occur, the flexibility of the disc permits the cast iron flywheel rim to run in a true circle regardless of crankshaft deflection. If the crankshaft deflects, however, the dampening plates rub against the flexible disc, thus

absorbing or dampening the motion of the crankshaft just as the vibration of a violin string is dampened if the finger is placed upon it.



Syncro-Flex Flywheel

All Cadillac V-8's also have a torsional vibration dampener on the crankshaft. While torsional or twisting vibrations are characteristic of crankshafts in all sixes, straight eights and V-12's, they are for all practical purposes eliminated by the short crankshaft of V-8 design engines. The dampener is used on Cadillac solely as an additional refinement to a more powerful engine.

CYLINDER BLOCK AND CRANKCASE. Cast in one mold from hard, especially prepared alloy of steel and iron. The en bloc casting is then placed in an "equalizing oven" to season the metal by slow cooling to normal temperature. An engine foundation is thus

secured which holds its original dimensions permanently. Other manufacturers use such soft, inexpensive cylinder block iron that the material will not resist the hammering of valves in their seats, hence valve seat inserts have to be used. Ė

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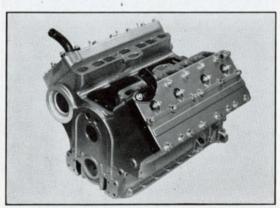
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Additional features of great strength result from shortness, greater width and compactness made possible by V-type design. A boss, or column, extends from the center of each cylinder block top face to the crankcase which ties the unit firmly together.



V-8 Enbloc Cylinder and Crankcase

Cylinder wall thicknesses are carefully checked in all directions with an electric gauge. Cylinder walls are carefully honed which imparts a smooth, glasslike finish. This increases piston and ring life, minimizes scoring possibilities, promotes even cooling and, therefore, increases engine efficiency and long life.

Each bore is measured with an electric expanding gauge and graded into one of thirty sizes. Pistons are likewise weighed and graded into thirty sizes. This permits an exact selective fitting of piston-to-bore to .00007 inch variation in clearance. Such precision insures maximum operating efficiency of the engine.

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CYLINDER HEAD. Cast of same material as block to insure uniform expansion of both units when heated. Avoids leaks and gasket troubles possible in engines with heads of different material than the block.

DISPLACEMENT. LaSalle engines, 322 cubic inches. All Cadillac V-8 engines, 346 cubic inches.

ENGINE SUPPORTS. See Mountings, page 130.

EXHAUST MANIFOLD. See Manifolds, page 130.

FAN. LaSalles, Cadillacs 62 and Sixty Special have four fan blades. Fleetwood 72 and 75, six blades. Fan rotates on permanently sealed double row ball bearing which never requires lubrication. Driven by single belt and pulley. Water pump and generator driven by separate belt and pulley. This two-belt arrangement increases belt life. In event of breakage only one engine cooling unit is out of operation.

FILLER CAP. Built-in pressure valve reduces loss of water or anti-freeze caused by boiling. Water cannot boil off until it is heated to 230 degrees F. Boiling over action is thus prevented entirely or delayed. Bayonet type fastener has a vent which eliminates danger of pressure overflow when cap is removed.

FUEL PUMP. Fuel fed through air-cooled lines along frame side bars to pump located in front of left-hand block behind fan. Silent diaphragm construction. Water and all impurities filtered and deposited in detachable glass bowl.

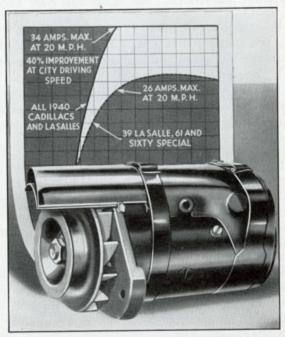
In addition to cool location, other improvements have been made to minimize still further vapor lock tendencies. This is result of extensive wind tunnel research at high temperatures. Pump capacity has been increased as much as 25%.

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FULL LENGTH WATER JACKETS. See Water Jackets, page 140.

GASOLINE ECONOMY. New carburetor, rearranged intake manifolding and new vacuum spark advance increase LaSalle gasoline economy up to $1\frac{1}{2}$ miles per gallon. Improvements in Cadillac V-8 engine economy are also obtained. New Cadillac and LaSalles are equal to or more economical than all other cars of similar size and power.



New, Higher Capacity Generator and Output Comparison

GASOLINE TANK CAPACITIES. LaSalles, Cadillac 62 and Sixty Special—22 gals.; Fleetwood 72, 24 gals.; 75, 26.5 gals. Mechanical gasoline gauge is improved to give a steady indicator reading.

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GEARSHIFT. See Syncromatic Shift, page 134.

on all Cadillacs and LaSalles. Located in engine vee directly behind fan. Now both voltage regulated and current controlled. Higher, 34 ampere maximum charging rate above 20 m.p.h. Generator now has greater capacity at both low and high speeds than has ever been provided in passenger cars.

Voltage regulator automatically adjusts generator charging rate according to the electrical load and battery condition. Battery is thus kept at its peak load without danger of overcharging and insures longer battery life.

Current control feature, new on LaSalles, Cadillac 62 and Sixty Special maintains the charging rate regardless of car speed as shown in the above diagram. Without current control the charging rate reaches a peak at about 50 m.p.h. on most cars and then falls off even though the electrical load may be heavy and battery in a low stage of charge.

Glass insulated armature winding, another new feature, greatly increases generator efficiency and armature life. Generator is kept exceptionally cool by its location behind fan, by its air intake pipe and by its own fan built into its pulley. Cooling prolongs life and enables the generator to charge at a higher rate.

HEADLIGHTING SYSTEM—NEW SEALED BEAM DESIGN.

New, uniform headlighting system is the result of long development instigated by General Motors Corporation, and carried out through complete cooperation of headlamp manufacturers and law enforcement officials of the several states. This cooperation is unique in automotive history.

45-35 watt bulb, reflector and lens sealed as a unit. Located in fenders on LaSalles and molded into

hood side panels on all Cadillacs. New design has longer life, produces better night driving vision and reduces glare.





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New "Sealed Beam" Headlighting System
Driving Lights City and Passing Lights

With Sealed Beam design, bulbs are maintained in proper relationship with lens and reflector. Also they have longer life. Should a bulb be burned out or broken the entire unit may be replaced. This assures maintenance of the original accurate focus adjustments and prevents otherwise unavoidable reflector deterioration. A clean, bright finish on the reflector is always maintained. Wattage in each headlamp is increased 47% for much better lighting.

The switch for parking and headlamps is located on the instrument panel at the left of the steering column. When pulled out to the first position, parking lights are on. In the second position, bright headlights are on, a choice between upper and lower beams being made by a foot switch to the left of the clutch pedal. The upper beam is indicated by a red signal in the speedometer face. Because this beam throws much more brilliant light far down the road, it is imperative that the lower beam be used when other cars approach.

Parking Lights and Turn Indicator Signals. New feature, standard equipment on all models. Parking lights are located above the headlights on the LaSalles. On Cadillacs they are mounted on the fenders.

Parking lights and tail lights on all models contain directional signals controlled by a switch on the steering column. The switch has a red signal which flashes when signal lights are on. Right front

Convenient Control for Turn Indicator Lights



and right rear signals flash on and off for making a right turn. The left front and left rear signals flash for a left turn. Their extra brilliance and flashing feature make them easily distinguished at night above the continuous lighting system.

HORNS. "Sea Shell" type horns are used on all Cadillac V-8's and LaSalles. These have short die cast bells and are mounted under the hood on the hood cross brace by laminated springs to prevent transmission of vibration to the body.

HORSEPOWER. LaSalles, 130; Cadillac 62 and Sixty Special, 135; Fleetwood 72 and 75, 140.

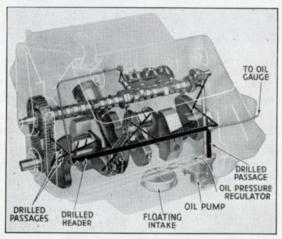
HYDRAULIC VALVE SILENCERS. See Valve Mechanism, pages 137 and 138.

IGNITION SYSTEM. New Vacuum Advance Distributor. Operating from the intake manifold this device advances or retards the spark automatically according to the amount of acceleration desired. More complete fuel combustion is obtained which greatly improves fuel economy.

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INTAKE MANIFOLD. See Manifolds, page 129.

LUBRICATION SYSTEM. Full pressure lubrication provides oil positively to every moving part of the engine including wrist pins and cylinder bores—two points lubricated by splash in some engines. Oil travels



Full Pressure Engine Lubrication System

through drilled passages in the crankcase. Only piping in entire engine is to hydraulic valve silencers and to oil pressure gauge on instrument panel.

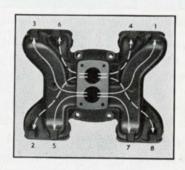
A large gear type pump is located at the rear of the engine. Oil enters pump through a screened float intake shaped like an inverted cup. This intake floats on the surface and draws only the clean oil. As oil level rises and falls the float moves up and down with it. The shortness of the oil pan because of compact V-type engine design prevents oil starvation even on steep grades. Also the intake opening is so large that even though oil is thick and cold it is drawn into pump. A regulator built into pump maintains correct pressure. Oil pan capacity is seven quarts.

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MAIN BEARINGS. Due to the inherent cancellation of inertia forces in 90 degree V-type design, main bearings have no work to do other than support the crankshaft and absorb combustion forces. Hence, only three are necessary. These are rigidly backed and babbittlined. They have very wide surface areas which retain oil longer than five, seven or nine small bearings. Three bearings are more easily aligned and more accessible than are those in many straight 8's.

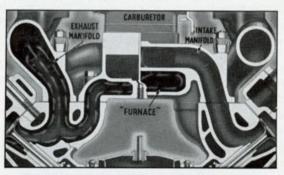
MANIFOLDS. Two separate intake manifolds cast into one unit insure equal manifold distances from carburetor to all cylinders and equal fuel distribution. Reduces possibility of condensation of gasoline in manifold, such as occurs in long straight manifolds. Unique Cadillac feature exclusive to V-type design.

Equalized Manifold



Important improvement in this design for 1940 arises from mounting the intake manifold parallel to the ground. Ordinarily it is mounted parallel to the engine axis which is higher at the front than at the rear. With the new horizontal manifolds power impulses are more uniform, giving smoother performance. More complete fuel combustion is obtained for greater power, faster cold starting and better fuel economy.

Exhaust manifold features "hot plate economizer" which also assists in fullest possible use of fuel. Hot exhaust gases are led under and applied to underside of intake manifold. This direct heat immediately vaporizes any raw gasoline which may have dropped through to the intake manifold.



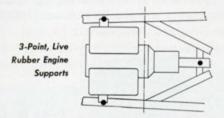
Cross Section of Intake and Exhaust Manifolds showing "Hot Plate Economizer"

Exhaust lead off is forward of right hand cylinder block on LaSalle, Cadillac 62, Sixty Special and Fleetwood 72 engines. Exhaust piping is on right hand side of chassis. On Fleetwood 75 the lead off is from the left side of the engine and the exhaust piping system is outside the left frame side bar for much of its length. This location keeps heat away from body. MOUNTINGS. One important reason for Cadillac-

MOUNTINGS. One important reason for Cadillac-LaSalle smooth engine performance and handling stability is the design and location of three live rubber engine supports. Two at the forward sides of the engine on the frame side bars. One at the rear of the transmission extension. These supports permit engine to rock freely and utilize engine weight to steady the frame. Engine aligns itself with frame like a three-legged stool.

Forward supports are rubber cushions. Rear support consists of two parts; a compression cushion and a

rebound cushion. The first counteracts downward thrusts of engine caused by power forces. The second absorbs reactionary upward movement of engine's weight and insulates engine tremor from frame.



MUFFLERS. Sturdy, corrosion resistant construction of three-pass design is many times more durable than conventional mufflers.

Double wrapped steel outer shell treated with corrosion resisting material. Supported at each end by sound-deadening insulators. In addition, Fleetwood 75 and Sixty Special mufflers have corrosion resisting resonators to insure quietness in these larger models.

1940 improvements include reduction in back pressure which increases high speed power. Two tuning chambers are now used for a quiet, smooth exhaust tone.

Fleetwood 75 and Sixty Special mufflers are mounted transversely to the frame behind the gasoline tank. With right-hand exhaust piping, the Sixty Special tail pipe is on the left rear of the chassis. On Fleetwood 75 with left side exhaust piping the tail pipe in on the right.

PISTONS AND RINGS. Anodized aluminum alloy, T-slot pistons with four ferrox treated rings. Precision hand fitting of piston and rings. Anodizing is a costly electro-chemical bath treatment which gives gem-like hardness to light weight aluminum. Greater strength and less wear and scuffing are secured than with other

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types of treatment. Anodized treatment is permanent throughout life of the car. T-slot assures uniform expansion and contraction of piston which permits it to fit evenly and correctly within cylinder bore. This is superior to invar strut type which rigidly holds the piston at four points and results in uncontrolled and unequal expansion at other points.



Anodized Aluminum Alloy, T-Slot, 4-Ring Piston

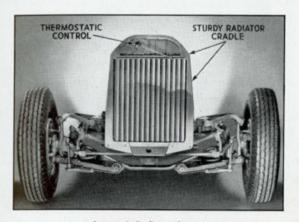
Four ferrox treated rings—two oil and two compression—give better oil economy and greater cylinder bore durability. Ferrox treatment is abrasion resistant and provides longer ring life. Four rings insure better compression and oil economy than is possible with three rings.

Wrist pins are precision made and tested to one-one hundred thousandths inch variation and are hand fitted. Cadillac V-8 engines have wrist pins with tapered ends permitting maximum strength at pin centers with minimum weight.

Pistons and cylinder bores are separately measured and graded into thirty sizes. This permits an exact selective fitting of piston-to-bore to seven-one hundred thousandths inch variation in clearance. Such precision in engine building is exclusive to Cadillac and LaSalle.

RADIATOR CORE. Tube and fin construction long recognized as exceptionally sturdy and capable of carrying high internal pressures. More nearly "leak proof" than any other core yet designed for pleasure cars. Cooling efficiency is also greater because the core is only $3\frac{3}{8}$ inches thick and has $9\frac{1}{2}$ tubes per inch.

With high internal pressure, boiling point of cooling liquid is 230 degrees F. which greatly reduces evaporation and saves anti-freeze.



Automatic Radiator Shutters

RADIATOR SHUTTERS. Thermostatically regulated. Automatically provide water temperature control. Improves carburetion and crankcase ventilation by maintaining uniform underhood temperature. They also keep the front compartment warmer in winter by excluding cold air.

With the commonly used circulation type of thermostat, water in the engine is kept warm by circulation of water through the engine alone, and not through the radiator. Flow of air through the radiator is unrestricted. Cooling fluid may freeze even when engine is running. Low underhood air temperatures cause

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carburetor frosting in winter. The cold air entering the carburetor requires a richer mixture, decreasing fuel economy. Also causes condensation of moisture on crankcase walls which forms sludge, dilutes engine oil and may score or wear vital engine parts.



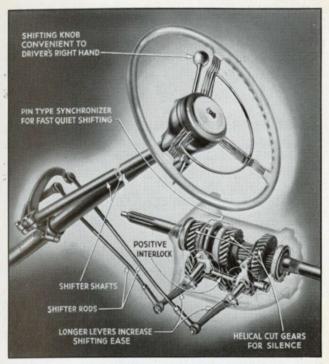


In Cadillac or LaSalle, water is free to flow from the radiator into the engine and back into the radiator at all times as soon as the engine starts. The shutters gradually open as the engine approaches normal operating temperature. When closed they prevent the flow of air through the radiator thus eliminating the need for anti-freeze in the cooling fluid while running.

SOLENOID STARTER. Starter button on instrument panel engages solenoid. This acts as a magnet causing positive engagement of starter pinion with flywheel before the starter itself operates. This action relieves starter gears of all shock loads and provides long life. Several changes in gear teeth design secure a smoother sliding engagement and quieter operation. As a safety feature, starter engagement cannot be made unless ignition switch is on.

SYNCRO-FLEX FLYWHEEL. See Crankshaft, page 120.

SYNCROMATIC SHIFT. Now almost universally copied by others since introduced by Cadillac two years ago, Syncromatic Shift is still exclusive in its mechanical simplicity and operating efficiency. It provides faster,



Syncromatic Shift and Syncro-Mesh Transmission

quieter, easier handling than any other type of steering post gearshift. There is no extra charge for Syncromatic Shift.

Shifting is accomplished by a short lever projecting to the right below the steering wheel hub and convenient to the driver's right hand. Movement of the shifting lever actuates either of two shafts, one within the other, which extend down nearly parallel to the steering column. They are colored to match the column. The shafts connect with levers which in turn engage shifter rods passing into the transmission. One shaft operates for low and reverse gears, the other for second and high.

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Worthwhile improvement for 1940 arises from increased length of the shifting levers. The longer levers increase shifting ease 37% for low and reverse, 20% for second and high. Construction is even sturdier to eliminate the effect of road shock on the assembly and to reduce friction which still further increases shifting ease.

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syncro-mesh transmission. All gears helical cut for silent operation. Individually checked and matched into sets by hand. Also individual soundproof room test for perfect running quietness. Built to highest standards of precision craftsmanship known to industry. Many times more durable according to actual fatigue test than any other transmission known to Cadillac engineers.

Transmission interlock, located between shifter shaft hubs just inside transmission case, positively prevents engagement of more than one gear at a time.

Pin type synchronizer further assists shifting smoothness. Most effective design yet developed for matching gears before actual engagement takes place because it is not affected by weather or climatic conditions. Fast, clashless shifting may be made at all times.

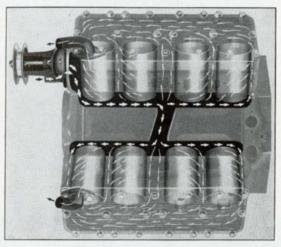
Overdrives or other automatic transmission devices, used on some cars, are necessary because their small engines must be run at high r.p.m. to secure performance. By reducing engine speed on the highway, economy and engine life is improved. The extra cost owners must pay for these devices more than offsets any small improvement in economy claimed for them.

Cadillac, however, prefers to use large engines sufficiently powerful for performance under all conditions, and runs these engines at low r.p.m. by means of low standard rear axle ratios. Performance, long engine life and economy are all secured. Transmission complexity and maintenance expense are avoided.

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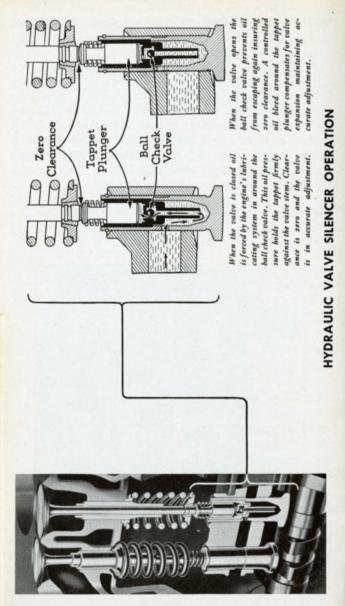
VALVE MECHANISM. L-head design. All tappet bodies ferrox treated, as are piston rings, to prevent camshaft and tappet base scoring.

All sixteen valves maintained in constant accurate adjustment by hydraulic valve silencers. These costly instruments have an accuracy of precision in manufacture equivalent to world's most expensive watches. Valve silencers eliminate tappet noise frequent in all engines without them, particularly those of overhead valve design. Also, by maintaining accurate valve tappet clearance, they eliminate 75% of the cause for valve grinding. Inaccurate clearance also causes overheated valves and seats, loss of power and increased fuel consumption. With but two exceptions Cadillac and LaSalle are the only cars under \$4000 equipped with these owner-saving instruments.

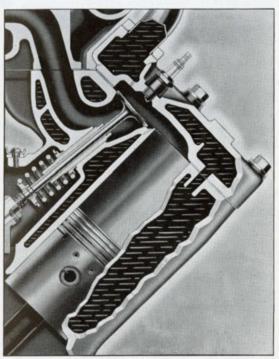


Complete and Uniform Water Circulating System

WATER CIRCULATING SYSTEM. Cadillac V-type design lends itself to more simple, uniform cooling than is possible in straight eight engines due to their much longer cylinder blocks.



Water is drawn through a short hose connection from the bottom of the radiator tank to the pump. From here it is forced under high pressure directly into the right hand cylinder block. Half of the water passes through the right hand block, then upward to the cylinder head. The other half is forced through a center passage in the engine to the left hand block. This simplified system requires only three hose connections.



Full Length Water Jackets

Water pressure, provided by the size and location of holes in the cylinder block, directly cools valve seats. Additional piping, common in other engines, is eliminated. Because the Cadillac-designed cooling system

promotes thorough cooling of valve seats, valve seat inserts are unnecessary.

WATER JACKETS. Full length water jackets provide uniform cooling over entire length of the cylinder walls and, therefore, insure an equal expansion of the cylinder barrels in all directions. Cylinders remain true and full compression is retained after years of hard usage.

A second important advantage is the reduction in engine oil temperature as a result of the engine's cooler operation. Lubrication qualities of the oil are retained much longer.

WATER PUMP. Impeller type. Easily accessible by being built into the front of the right hand cylinder block. Automatic packing adjustment is provided whereby the packing is held by a regulating spring and the hydraulic pressure of the lubricating grease. This prevents leakage from faulty packing adjustment and eliminates service expense.

HORNIGHT DEFT. L. 28

1940

CADILLAC-BUILT CHASSIS

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NEW FEATURES and IMPROVEMENTS

LONGER WHEELBASES . . . LaSalles, Cadillac 62

IMPROVED CONTROLLED-ACTION RIDE . All Series

NEW, RIGID FRAMES . . . LaSalles, Cadillac 62,

NEW REAR SUSPENSION . LaSalles, Cadillac 62

Softer Spring Action

Cross Link Rear Stabilizer Improved Shock Absorbers

IMPROVED FRONT SUSPENSION . LaSalles, Cadillac 62

Threaded Bushings on Lower Control Arms Rubber Oil Seals Heavier Knuckle Support

STEADIER STEERING All Series

IMPROVED ROADABILITY All Series

For major points of chassis comparison see page 15.

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BRAKES. See Hydraulic Brakes and Hand Brake, pages 160 to 162.

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CHASSIS. Seven new or improved chassis, each different in themselves but all incorporating basic design principles developed and thoroughly tested by Cadillac engineers. They are:

LaSalle Fifty-New longer 123 in. wheelbase.

LaSalle "Special"—123 in. wheelbase especially suited to its wide body.

Cadillac Sixty-Two—New, longer 129 in. wheelbase. Cadillac Fleetwood Sixty Special—127 in. wheelbase.

Cadillac Fleetwood, Series 72—Entirely new 138 in. wheelbase.

Cadillac Fleetwood, Series 75—Improved 141 in. wheelbase.

Cadillac Sixteen, Series 90-141 in. wheelbase.

controlled Action Ride. Greatest advancement in riding comfort since Knee Action. Reaches a new higher state of development and refinement for 1940. Following comfort standards long ago established by the luxurious Fleetwoods and design patterns formulated in the Sixty Special two years ago, greatest improvement has naturally been made in the lower priced models—LaSalles and Cadillac 62. As a result, a softer low speed ride, greater quietness and improved smoothness are obtained. High speed riding qualities and roadability have also been substantially improved.

Controlled-Action Ride means the combination of both a soft smooth ride over all types of road surfaces and car controllability and roadability at all speeds. This unity results from a properly designed and coordinated front and rear suspension as determined by the size and weight of the particular car. For these reasons the design features of Controlled-Action Ride are substantially the same on all Cadillac and LaSalle model lines. The parts of the front and rear suspension which are properly coordinated in each Cadillac and LaSalle to produce Controlled-Action Ride are Knee Action, shock absorbers, rear springs, shackles and stabilizers. In all other cars where the relationship of all these units is not considered as a whole, a compromise must be made between a soft ride and roadability. When stress is laid on car stability, the ride is stiff and harsh. The recent trend in favor of a soft ride has resulted in such poor roadability that some cars are actually dangerous on curves at touring speeds. Controlled-Action Ride, which fulfills both the desirable features of comfort and safety in all Cadillacs and LaSalles, is another Cadillac engineering "First."

DRIVE SHAFT See Propeller Shaft, page 164.

FRAMES. Rigid, dual X-Type design on all Cadillacs and LaSalles. Heavily reinforced for strength and safety. Specific structural differences are required for each series in order to accommodate the sizes and weights of the new models.

LaSalle, Fifty and "Special." Double drop design for lowness. Sidebars $5\frac{13}{16}$ in. deep, 2 in. flange width. I-beam X-members $7\frac{5}{16}$ in. deep at center junction. Body mounted directly to frame side bars at all points on Fifty with a double bolt mounting on each side of the frame at the front of the body for maximum rigidity. LaSalle "Special" has ten heavy extension brackets for its new, extremely wide body. Body mountings are of fabric and rubber composition for quietness.

The new frames are an exceedingly strong, compact construction which improves road stability. Weight has been increased 60 lbs. Heavier steel is now used for side bars and X-members to insure

rigidity. Side bar depth has been decreased to permit lower overall height while maintaining road clearance. X-member arms are extended farther forward and join the side bars several inches in front of the dash to increase frame rigidity at the front. Flanges are heavier for greater strength and are extra thick for Series 50 convertible styles. Plates reinforce the center junction at both top and bottom.

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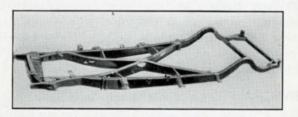
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New Fleetwood 72 Rigid X, I-beam Frame

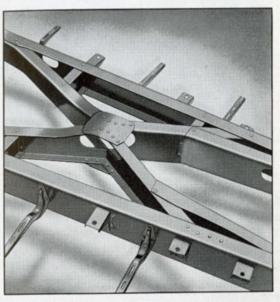
Heavy front cross member is reinforced by a steel plate at the bottom. Brackets bolted to this plate support lower control arms of Knee Action assembly. Cross member also supports the front end mounting which consists of securing the front fender braces and radiator casing to a new cradle just in front of and completely encircling the radiator core. This cradle protects the core in event of accident and increases front end stability.

Cadillac 62. Similar in design to the new LaSalle frame. Longer and heavier with additional flange thickness in the X-members because of car's six inches longer wheelbase and greater weight.

Sixty Special. Very low, double drop frame design to achieve ground hugging roadability. Rigid box reinforcement extends from rear X-member arms to cross member in front of gasoline tank.

Fleetwood Series 72. Deep 734 inch channel side bars. I-beam X-members extend ahead of dash for rigidity. Both side bars and X-members are deeper than for smaller models. Design features are similar to Cadillac 62 and LaSalle.

Fleetwood 75 and Sixteen. Heavy channel members for both side bars and X-members. Box section reinforcements strengthen the junction of



Rigid Fleetwood 75 and Sixteen Frame Bracing and Deep Center Junction

X-members and frame side bars. X-member center junction has exceptionally great depth of $9\frac{7}{16}$ inches. Heavy steel plates are used at center junction on frames for convertible body types to provide maximum rigidity.

HOTCHKISS DRIVE. See Propulsion, pages 164 to 165.

HYDRAULIC BRAKES. Duo-Servo or self-energizing in design. Expensive composite drums give a wear and score resisting, heat-radiating surface of cast iron moulded to a strong steel back plate. These drums, in addition to self-energization, permit use of hard durable linings and extend life and dependability of the brakes. Total brake lining areas are:

LaSalles, 196 sq. in.; Cadillac 62 and Sixty Special, 208 sq. in.; Fleetwood 72, 233 sq. in.; Fleetwood 75 and Sixteen, 258 sq. in.



Large Cadillac Hydraulic Brake

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On all models large brakes provide long brake lining life. Braking ratio is $54\frac{1}{2}\%$ front and $45\frac{1}{2}\%$ rear on LaSalles, Cadillac 62, Sixty Special and Fleetwood 72; 57% front and 43% rear on Fleetwood 75 and Sixteen. In stopping, weight tends to shift forward. Greater ratio at front increases braking effectiveness.

Self-energizing brakes are used because this method permits use of hard molded linings of longer wearing life and provides greater ease of brake operation than is possible in hydraulic brakes with small amount of self-energization. This principle involves conversion of car motion whether forward or in reverse, into additional braking energy. Brake shoes when applied tend to wrap themselves into tighter contact with the drums, thereby securing maximum braking energy with minimum pedal pressure. Both brake shoes are

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interconnected so that each can adjust itself to the drum giving equal pressure around each brake shoe. Both shoes are, therefore, effective in stopping car in forward or reverse speed. Entire brake lining contacts drum wearing evenly and prolonging its life.



With Duo-Self-Energizing Brakes Both Shoes are Effective

With the Other Method Only One Shoe is Effective

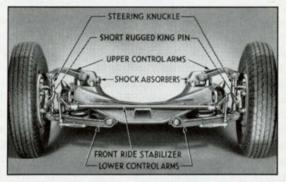
In another method of hydraulic braking which claims little self-energization, both shoes are anchored to the brake support plate, hence only one shoe is effective in stopping the car in either direction of travel. This reduces brake lining area by half and greatly increases lining wear. Much more foot pressure is required to stop the car. Also, the location of this anchor relative to the drum must be precisely maintained to secure uniform contact between shoes and drum. This is difficult, if not impossible, resulting in localized lining wear and either very hard or very sensitive brake application. Often impossible for driver to judge accurately amount of foot pressure necessary to bring his car to a smooth, easy stop.

Hand Brake. Independent mechanical system operating rear brake shoes for parking or emergency stops. Hand brake lever located to left of steering column close to driver. Has easily operated thumb release which locks lever quietly in any position.

Triangular equalizer provided to insure maximum dependability and safety. Individual cables run from equalizer, operated by brake lever to each rear brake shoe. Should one cable become inoperative, equalizer would still operate other shoe, insuring brake action.

In some cars hand brake operates upon propeller shaft. If one wheel is jacked up to change a tire, brake will not hold the car. This would be dangerous for one unfamiliar with this system. Also braking load is applied to drive line and rear axle gears. Quick application when car is moving might have disastrous consequences.

KNEE ACTION. Cadillac-LaSalle Controlled-Action Ride has been a subsequent development in the research which produced Knee Action in 1934. Cadillac was first to develop this indispensable feature for modern riding comfort.



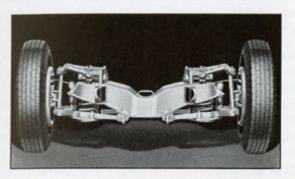
Knee Action-LaSalle Illustrated

Unlike other cars with independent front suspension Cadillac-engineered Knee Action adheres to fundamental principles governing correct springing of car weight. This ideal is a close approximation of spring rates or of spring's flexing ability. The front suspension should be slightly softer than the rear suspension.

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Then, as car moves over road irregularities, spring action from front to rear is uniform. Shock is absorbed by the springs. This is one important reason for the unequalled Cadillac-LaSalle ride.

In Cadillac Knee Action each front wheel is fastened directly to the frame by two heavy steel arms which hold wheels in perfect alignment. Movement of either wheel has no effect on steering system. This eliminates car wander and shimmy. A tire blowout at high speed has much less effect on steering. Caster angle does not change with brake or spring action.



Fleetwood 75 and Sixteen Knee Action

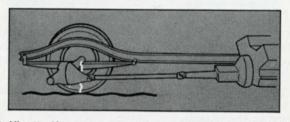
The upper forked arms are attached to and operate the shock absorbers which dampen excessive spring action. The lower control arms are fastened with shaft supports to the frame. Between the lower arms and the frame are helical coil springs of heavy steel. Their purpose is to allow the wheels to roll over road holes and bumps freely so that these shocks will not be transferred to the chassis.

New 1940 design features for LaSalle and Cadillac 62 Knee Action include the use of threaded inner bushings on the lower control arms to provide softer action. Rubber seals protecting these bushings promote longer lubrication life. Also, the short, rigid, knuckle supports are heavier, increasing safety.

PROPELLER SHAFT. Tubular spline construction combining great strength with light weight. Splines formed on inside of a tube pressed into a second tube equal in diameter to propeller shaft itself. Spline and shaft tubes are welded together. Each propeller shaft balanced dynamically and statically to ½ ounce-inch limit at 4200 r.p.m. to prevent whip at high speeds.

Large, durable universal joints have eight permanently lubricated needle bearings. All mechanical parts of propeller shaft and universals effectively sealed against dirt and water. Long, heavy transmission extension permits short propeller shaft for high speed smoothness.

PROPULSION: HOTCHKISS DRIVE. Sixteen of the twenty-two American makes of motor cars employ Hotchkiss Drive which testifies to its universal application and engineering preference. For all Cadillacs and LaSalles it is the most expensive method of power propulsion. This additional cost brings many distinct advantages which at the present time cannot be obtained in torque tube or torque arm drive whether with leaf or coil type springs.

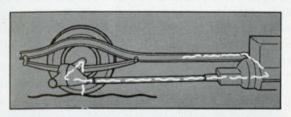


In Cadillac Hotchkiss Drive, pushing effort is through the springs into frame.

Springs cushion shock and rubber shackles absorb vibration

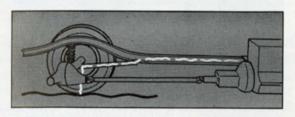
The illustration above shows the principle of Hotchkiss Drive. In all Cadillacs and LaSalles wheels follow road irregularities freely. Driving and braking forces are conducted between the rear axle and frame by leaf

springs. The engine is not involved as in torque tube drive. Hence, rubber engine supports do not have to absorb these forces and are entirely suited to their primary purpose of insulating engine. This insures greater engine smoothness.



In Torque Tube Drive, road shock is transmitted into the frame through torque tube, transmission and engine. Engine supports are stiff structural members

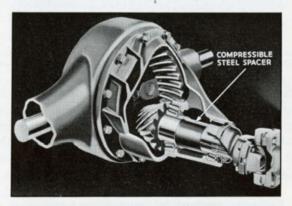
Since, in Hotchkiss Drive, the axle is attached to the frame by the rear springs, the springs themselves are completely insulated from chassis by rubber bushings at all points. Body and passengers ride more smoothly and quietly than is possible with torque tube or arm designs.



In Torque Arm Drive, road shock is transmitted through rigid radius rods to frame.

Coil type rear springs can be used only with torque tube or torque arm rear suspension. They are much less expensive than leaf springs. The new Cadillac-LaSalle Controlled-Action Ride for 1940 could be obtained only with Hotchkiss Drive and leaf springs. **REAR AXLE.** Hypoid design on all series permits low body floors, ample headroom, high doors, extensive vision and low overall height for streamlined styling.

Cadillac design and precision manufacture insure long life and quiet operation. Ring gears and pinions held to extreme precision limits. Each gear set is carefully matched by hand in sound proof room. Each gear case is specifically manufactured for its own set of gears, a quality standard not adhered to by any other manufacturer.



Cadillac-LaSalle Precision Built Hypoid Rear Axle

Both differential and pinion bearings are of tapered roller design for durability and quietness. Compressible steel spacer automatically maintains end loading of bearing inner races, preventing them from turning. This feature eliminates need for service adjustment.

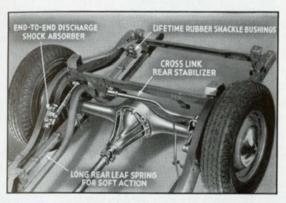
Differential bearings are adjusted by shims on LaSalles, Cadillac 62 and Sixty Special, while on Fleetwood 72, 75 and Sixteen the sleeves which position these bearings are threaded so that adjustment is effected by rotating the sleeve. Fleetwood 72, 75 and Sixteen ring gear diameter is 11 inches; on the four smaller series it is 93% inches.

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Additional and exclusive features in Cadillac-LaSalle axle strength are (1) cylindrical shape of differential housing instead of the commonly used spherical type. (2) Housing encircles differential bearings and is heavily ribbed. (3) Axle cover is welded in position to increase housing rigidity.

Rear axle ratios for LaSalles, Cadillac 62 and Sixty Special are 3.92 to 1; for Fleetwood 75, 4.58 to 1; for Fleetwood 72 and Sixteen 4.31 to 1.

REAR SPRINGS AND SHACKLES. Semi-elliptic rear springs on all series have wax impregnated liners between the leaves. This feature is important to Controlled-Action Ride because friction of the spring is controlled exactly by amount and kind of liner mate-



New LaSalle Rear Suspension

rial. Friction is most desirable to control rear axle movement over rough roads, a feature not obtainable with frictionless coil springs. Free acting coil springs are ideally suited to the front suspension where there are no heavy parts, such as an axle, to control. Waxed liners are the only means yet devised which enable engineers to control rear spring action accurately.

In addition, liners eliminate spring squeaks and springs never require lubrication. Rear springs with waxed liners are exclusive to all Cadillacs and LaSalles. Ē

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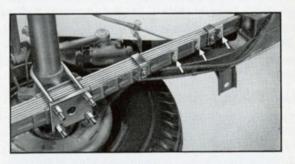
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Rear Spring with Waxed Liners

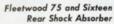
New springs for LaSalles and Cadillac 62 are 54½ inches long, 2½ inches longer than before, for much softer action and sturdier construction. They are longer rearward of the axle than they are ahead of it to increase softness and maintain control over axle movements. Sixty Special rear springs are 54½ inches long; Fleetwood 72, 56½ inches; Fleetwood 75 and Sixteen 62 inches.

Compression shackles are used on all series. These employ rubber bushings on LaSalles, Cadillac 62 and Fleetwood 72 to provide soft action and quietness. Rubber bushings are also used in the front spring eyes. They never require lubrication. In fact, entire rear suspension of these series never requires lubrication through extensive use of rubber and waxed spring liners.

Sixty Special shackle bushings are threaded while Fleetwood 75 and Sixteen shackles are rubber above and threaded below. Front spring bushings on all three series are of life time rubber. shock Absorbers. Hydraulic, double acting, endto-end discharge type on all series. Front shock absorbers attached to upper arms of Knee Action system and rear shock absorber arms to the rear spring pads.

End-to-end shock absorbers have more power to control both compression and rebound actions of the springs than all other types. Also, their shock absorbing characteristics may be more accurately determined by Cadillac engineers to achieve best riding results.

All shock absorbers are improved in design for 1940 to give softer action and a particularly smooth boulevard ride.

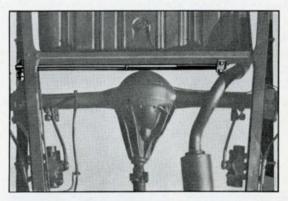




Fleetwood 75 and Sixteen rear shock absorbers also have a three-way manual adjustment which permits a variation of setting to give a soft, medium or firm ride best suited to the owner's requirements.

STABILIZERS. Both front and rear on all series. Front stabilizer is a short, heavy one-piece spring bar or torsion rod mounted in front of frame cross member on LaSalles, Cadillac 62, Sixty Special and Fleetwood 72 chassis. It is behind the cross member on Fleetwood 75 and Sixteen chassis. Operating levers are linked to spring cups on the Knee Action lower control arms while shaft itself is bracketed to frame side members. New Sixty Special stabilizer is heavier improving stability of entire car.

Due to greater diameter and shorter length, Cadillac-LaSalle front stabilizers are more effective in holding car on an even keel than those used on other cars. Also important factor in high speed roadability.



Cross Link Rear Stabilizer on Fleetwood 75 and Sixteen Chassis

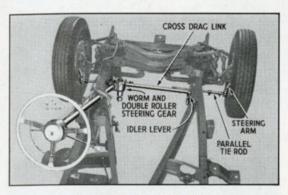
Cross link rear stabilizer on all series—new on LaSalles and Cadillac 62—is most efficient in preventing axle hopping and body shake on rough roads. Heavy steel bar is linked between rear frame cross member and rear spring clip.

STEERING SYSTEMS. In addition to steering accuracy featured by the steering systems themselves, easier handling is achieved in LaSalles and Cadillac 62 by their improved Knee Action design and in the Sixty Special by its heavier front stabilizer.

With Knee Action, steering geometry approaches absolute accuracy because component parts of the steering system operate in correct geometric relationship to one another. Steering accuracy is obtained. Car wander and steering wheel whip are virtually eliminated. These conditions are impossible to achieve with a rigid front axle which some cars still continue to use.

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Such a geometric relationship is obtained in LaSalles, Cadillac 62 and Sixty Special, and new Fleetwood 72 by Parallel Cross Steering. Heavy steel steering arms



Parallel Cross Steering System

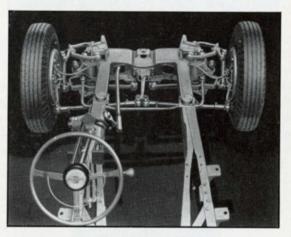
attached to front wheels are operated by two tie rods. Inner ends of these rods are attached to a cross drag link operated in turn by steering gear. Tie rods are nearly same length as Knee Action lower control arms and parallel to them. Motion of wheels and arcs of tie-rods are coordinated and accurate steering geometry is assured.



New Fleetwood 72 Steering Gear

All series except Fleetwood 72 use the sturdy worm and double roller steering gear. The Series 72 has a new unique recirculating ball type worm and nut steering gear providing extreme handling ease for this large new model. A large number of ball bearings are interposed between the worm and the nut which encircles it providing a practically frictionless rolling contact. The balls work their way up and down the steering shaft and are recirculated at top and bottom by either of two return chambers.

To accommodate additional size and weight of Fleetwood 75 and Sixteen a Center Point steering system is used. A longitudinal drag link operates the tie rods at the center by means of a lever. Anti-friction bearings at top and bottom of king pins provide steering ease equal to smaller series. Steering column universal



Fleetwood 75 and Sixteen Steering System

joints are also used to insulate the body and steering wheel from road shock. These universals are of same size as those on propeller shafts of other cars and will withstand pressure of 1000 foot pounds.

WHEELS AND TIRES. Steel wheels are used on all series. Tires for LaSalles, Cadillac 62 and Sixty Special are 4 ply 7.00 x 16; for Fleetwood 72 and 75 and Six-

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teen 7.50 x 16. Series 72, 75 and Sixteen tires are six ply. Selection of tire size and ply is based upon size and weight of each series to insure soft riding comfort with longest tire life.

On LaSalles and Cadillac 62 the spare tire and wheel is on the right side of trunk or deck floor. A platform over the tire fastens to the wheel and is easily removed in same way that a hub cap snaps into position. Of these series, LaSalle Fifty and Cadillac 62 only are available with six wheel and fenderwell equipment at extra cost.

Fleetwood 72 carries its spare tire and wheel on the right inner trunk wall mounted upright. A sixth wheel and tire at additional charge is mounted on the left inner wall. Ample luggage room remains in the center.

Spare tire and wheel is carried under a shelf which extends full width of the trunk or deck on Fleetwood 75 and Sixteen models. Six wheel and fenderwell equipment are available at additional charge.

THE 1940 CADILLAC AND LASALLE COMMERCIAL CHASSIS

Three new and greatly improved commercial chassis are offered by Cadillac for 1940. Each has all of the mechanical improvements made in the pleasure cars and in addition many features of extra rugged construction, making them the only chassis especially designed and built for funeral car or ambulance useage by a fine car manufacturer. These chassis are also admirably adapted to 12-passenger coach and sight-seeing equipment.

All chassis have unusually heavy one-piece frames, special springs front and rear and six ply tires. The LaSalle chassis of 159½ inch wheelbase also has large brakes, heavier steering knuckles and special rear axle.

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The new Cadillac 72 commercial chassis of 165½ inch wheelbase affords an exceptionally roomy body and has the powerful high compression 140 horsepower V-8 engine.

The Series 75 chassis is of very sturdy construction and ruggedness to suit it for extra heavy duty. Its appearance and performance have both been improved.

As the outstanding leader in the hearse, ambulance and coach chassis fields, Cadillac has created extensive good will among these owners. Thus, while the retail salesman does not participate directly in this business, many excellent Cadillac-LaSalle pleasure car prospects are available to him through his cooperation with body builders who sell Cadillac-LaSalle chassis.

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1940 CADILLAC-LASALLE ACCESSORIES

Installed complete, not including any local taxes.

AUTOMATIC BATTERY FILLER, All Series	7.50
AUTOMATIC CIGARETTE LIGHTER,	
LaSalle Fifty and "Special"	2.25
COOL CUSHION, All Series	2.95
FLEXIBLE STEERING WHEEL	15.00
GLARE SHIELD, All Series	1.50
GRILLE GUARD	
LaSalle Fifty and "Special"	10.00
Cadillac 62, Fleetwood Sixty Special, 72 and 75	10.00
HEATERS	
Defrosting Heater—All Series	26.50*
Ventilating Defrosting Heater—All Series	31.50*
Dual Ventilating Defrosting Heater	
LaSalle Fifty, "Special," Cadillac 62 and Sixty	48.50
Special Fleetwood 72, 75 and Sixteen	
*\$5.00 extra on Sixteen	32.30
\$5.00 extra on Sixteen	
HINGE MIRROR, All Series	4.50
LICENSE FRAMES, All Series (Pair)	3.00
LIGHTS	
Fog Lights—All Series (Pair)	14.50
Spotlight—All Series	18.50
LUGGAGE	
Sport Bag	15.00
Aerolite Case	18.50

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MISCELLANEOUS

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MISCELLANEOUS	
Blue Coral	2.50
Blue Coral Sealer	1.00
Dust Mit	.65
Body Polish (Pint)	.60
Bulb Kit	.70
Chrome Cleaner (Pint)	.60
Fabric Cleaner (Pint)	.60
Flashlight	1.50
Glass Cleaner	.45
Handy Brush	2.00
Moto-Pack	6.85
Radiator Cleaner and Inhibitor	2.00
Radiator Inhibitor	.75
Tire Gauge	1.00
White Side Wall Tire Cleaner (Pint)	.60
NoROL	
LaSalle Fifty, "Special," Cadillac 62, Fleetwood 72	11.00
Fleetwood Sixty Special	12.50
Fleetwood Sixty Special Fleetwood 75 and Sixteen	13.50
Fleetwood 75 and Sixteen	13.30
RADIO	
Automatic-for All Series. Installed Complete with	69.50
	69.50
Automatic—for All Series. Installed Complete with Aerial	69.50
Automatic—for All Series. Installed Complete with Aerial	
Automatic—for All Series. Installed Complete with Aerial	50.00
Automatic—for All Series. Installed Complete with Aerial	50.00 5.50
Automatic—for All Series. Installed Complete with Aerial	50.00 5.50 30.00
Automatic—for All Series. Installed Complete with Aerial	50.00 5.50
Automatic—for All Series. Installed Complete with Aerial. ROBES Fleetwood cloth and crushed plush or Alpaca. Monograms. Double Alpaca in brown or gray. Alpaca and Plush in brown or gray.	50.00 5.50 30.00 30.00
Automatic—for All Series. Installed Complete with Aerial	50.00 5.50 30.00
Automatic—for All Series. Installed Complete with Aerial. ROBES Fleetwood cloth and crushed plush or Alpaca. Monograms. Double Alpaca in brown or gray. Alpaca and Plush in brown or gray. SEAT COVERS, All Series (Per Seat).	50.00 5.50 30.00 30.00
Automatic—for All Series. Installed Complete with Aerial. ROBES Fleetwood cloth and crushed plush or Alpaca. Monograms. Double Alpaca in brown or gray. Alpaca and Plush in brown or gray. SEAT COVERS, All Series (Per Seat). WHEEL DISC (Chrome), All Series (each).	50.00 5.50 30.00 30.00 8.25
Automatic—for All Series. Installed Complete with Aerial. ROBES Fleetwood cloth and crushed plush or Alpaca. Monograms. Double Alpaca in brown or gray. Alpaca and Plush in brown or gray. SEAT COVERS, All Series (Per Seat).	50.00 5.50 30.00 30.00 8.25
Automatic—for All Series. Installed Complete with Aerial. ROBES Fleetwood cloth and crushed plush or Alpaca. Monograms. Double Alpaca in brown or gray. Alpaca and Plush in brown or gray. SEAT COVERS, All Series (Per Seat). WHEEL DISC (Chrome), All Series (each).	50.00 5.50 30.00 30.00 8.25 4.00
Automatic—for All Series. Installed Complete with Aerial. ROBES Fleetwood cloth and crushed plush or Alpaca. Monograms. Double Alpaca in brown or gray. Alpaca and Plush in brown or gray. SEAT COVERS, All Series (Per Seat). WHEEL DISC (Chrome), All Series (each). WHEEL TRIM RINGS, All Series (each).	50.00 5.50 30.00 30.00 8.25 4.00
Automatic—for All Series. Installed Complete with Aerial. ROBES Fleetwood cloth and crushed plush or Alpaca. Monograms. Double Alpaca in brown or gray. Alpaca and Plush in brown or gray. SEAT COVERS, All Series (Per Seat). WHEEL DISC (Chrome), All Series (each). WHEEL TRIM RINGS, All Series (each). WINDSHIELD WASHER All Series.	50.00 5.50 30.00 30.00 8.25 4.00 1.50
Automatic—for All Series. Installed Complete with Aerial. ROBES Fleetwood cloth and crushed plush or Alpaca. Monograms. Double Alpaca in brown or gray. Alpaca and Plush in brown or gray. SEAT COVERS, All Series (Per Seat). WHEEL DISC (Chrome), All Series (each). WHEEL TRIM RINGS, All Series (each).	50.00 5.50 30.00 30.00 8.25 4.00

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SERVICE AS A SALES AID

The high standards of Authorized Cadillac-LaSalle Service provide an effective sales story for car salesmen. Authorized Service also contributes definite sales assistance by fostering good will and by maintaining customer interest in Cadillac between new car purchases.

The sales story on Cadillac-LaSalle service includes the following important points that should be thoroughly understood by every Cadillac salesman:

A WRITTEN SERVICE POLICY. The responsibilities of both the owner and the service station are clearly outlined on a Certificate which is presented to the owner when he takes delivery of a new Cadillac or LaSalle.

FREE INSPECTIONS. The owner is entitled to have his car tested and inspected without charge at any time by any Authorized Service Station, provided no dismantling of parts is required.

TOURIST PRIVILEGES. The owner is furnished with an Identification Card which entitles him to warranty service from any Authorized Cadillac distributor or dealer anywhere in the United States or Canada.

UNIFORM PRICES ON PARTS. The List Prices published in the Parts Book hold good anywhere in the United States.

FAIR MAINTENANCE CHARGES. The Standard Service Price Schedule giving flat rate charges for repairs is open to inspection by owners at any Authorized Service Station.

THE SERVICE POLICY CERTIFICATE which is given to the owner may be summed up in brief, as a sincere attempt by the Cadillac Motor Car Division to give its owners the high standards of craftsmanship in service that are upheld in the manufacture of our cars.

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This is made possible by Cadillac's trained service men whose years of experience with Cadillac cars average approximately eleven years per man. These men are kept up-to-date by continuous Factory training, through monthly publications, special letters and bulletins.

The most valuable contribution of Authorized Cadillac-LaSalle service to the salesman is, however, in maintaining the owner's good will and interest in Cadillac. Authorized Service keeps the cars in satisfactory operating condition with a minimum of expense and inconvenience. In addition, the Lubrication Agreement, Service Contract, and the Owner Follow-Up System provide a means of maintaining regular contact with each owner.

LUBRICATION AGREEMENT

The value of the Lubrication Agreement to Cadillac distributors and dealers is no longer questioned. This single service has brought over a million calls to distributors' and dealers' service stations since it was introduced by Cadillac in 1931.

The Cadillac-LaSalle Lubrication Agreement is based on the idea of mutual advantage to both the car owner and the service station—intended to assure owner satisfaction through regular, expert service at a substantial saving to the owner.

By purchasing his lubrication work in advance, the owner receives Cadillac lubrication and inspection service at 1000-mile intervals for a period of 12,000 miles at a price reduction of about 25 per cent.

The Lubrication Agreement includes all lubrication operations on a schedule recommended by Cadillac engineers and all lubricants including engine oil, except those small quantities added between 1,000 mile lubrications. It also includes two changes of rear axle and

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transmission lubricant and six changes of engine oil in addition to lubrication of all chassis points.

Although the sale of Lubrication Agreements is primarily a service department activity, the benefits that a salesman may secure from having his customers as Lubrication Agreement holders will justify considerable effort on his part to sell one of these agreements to each new car purchaser.

The prices of the Lubrication Agreement are as follows:

	ATTICC
LaSalle Fifty and "Special"	.\$28.50
Cadillac 62	. 28.50
Fleetwood Sixty Special, 72, 75	. 31.00
Cadillac Sixteen	. 45.00

Repeat sale business can be secured more easily if owners return regularly to the dealer's service station. Periodic contacts secured through the sale of Lubrication Agreements assure satisfactory operation of the car, correction of any misunderstanding that might occur, and advance information on the owner's plans for future purchases.

SERVICE CONTRACT

The Cadillac-LaSalle Service Contract offers new owners economical mechanical maintenance on Cadillac-LaSalle cars. The Service Contract covers all necessary maintenance work—on both chassis and body, including material and labor—for the first 12,000 miles or first year for as low as \$6.25 per month including lubrication.

The service is rendered at the regular 1,000-mile intervals when the car is brought in for lubrication and includes everything except tires, anti-freeze, accessory repairs, accident work and appearance service.

Thus the salesman can tell the owner exactly how much it will cost him to operate his new Cadillac or

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LaSalle for the first year or 12,000 miles for both lubrication and mechanical repairs.

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The purchaser of a Service Contract must first purchase a Lubrication Agreement. When an owner's car is covered by both he is assured of trouble-free operation of his car for as little as $\frac{5}{8}$ of a cent per mile.

One of the most powerful talking points that a salesman can have is economy of upkeep. With these two plans, Cadillac salesmen have plenty of ammunition to dispel any fears as to high cost of maintenance that may exist in the minds of their prospects.

Remember to explain that the purchasers of either of these service plans may use them anywhere in the United States where the Cadillac Authorized Service Sign is displayed. The owner purchases in advance the privilege of having his service work done by trained Cadillac service men anywhere in the country.

The prices of the Service Contract and Lubrication Agreement are totaled below:

		First		
L	ubricatio		A	verage Cost
	Agree- ment*	Service Contract	Total	Per Month
LaSalle 50, "Spec."	\$30.25	\$44.75	\$75.00	\$ 6.25
Cadillac 62	30.25	49.75	80.00	6.67
Fleetwood 60s	32.75	52.25	85.00	7.08
Fleetwood 72, 75	32.75	62.25	95.00	7.92
Cadillac Sixteen	48.00	82.00	130.00	10.83

*Price of Lubrication Agreement includes new car oil change at 1000 miles when sold with Service Contract.

The salesman who sells the Service Contract to his customers is assured of three things that mean much to his future welfare:

- Most efficient and economical operation of the owner's Cadillac or LaSalle.
- 2. Maintained contact with the owner.
- Thorough good will of the owner for himself, his distributor, dealer, and Cadillac-LaSalle.

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DETAILED SPECIFICATIONS

ENGINE	LaSalle "50" & Spec.	Cadillac "62" & Sixry Special	Cadillac Fleet-	Cadillac
No. of cylinders	8	8	8	Sixteen
Valve arrangement. Bore and stroke	L-head 33% x 41%	L-head 315" x 415"	1,-head 316" x 416"	L-bead 34' x 34'
Engine mounted on:	Vulcanized rubber	Videanized rubber	Uniformized suchbare	Valenting
Publisher mountains used as	Vulcanized rubber	Vulcanized rubber	igh rubber	Bolt through rubber
Number of points of suspension.		All points		All points
Engine make.				Own
	A	000	90° V-8	135° V-16
Piston displacement.		Cast iron	Cast iron	Cast iron
0 0 m		0	39.20	67.60
Standard compression ratio.			140 at 3400	185 at 3600
Standard compression pressure (lbs.)	155¢ at 1000 R.P.M.	155∮ at 1000 R.P.M.	170¢ at 1000 R.P.M.	180¢ at 1000 R.P.M
PISTONS AND RINGS				
Piston material	Lo-Ex aluminum	Lo-Ex aluminum	Lo-Ex aluminum	Lo-Ex aluminum
Diston fastures	alloy		alloy	
Piston weight, oz. (without rings, pin or locking	I-slot, anodized finish	T-slot, anodized finish	T-slot, anodized finish	-
rings). Pieton welcht or (with rings on and location	16,88	18.30	18,30	15.280
rings)	25.12	25.10	25.10	21.136
	0000	0001	476	336
No. of oil rings used per piston.		2	2	10017
No. of compression rings used per piston		64	64	.01
RODS AND PINS				
Wrist pin length	200%	31%.	3/18	286
				2.00

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-39	RODS AND PINS—Cont'd 1s wrist rin locked in piston or floating? Wrist pin clearance.	":50" & Spec. Floating .0004 press at one end .0000 clearance other	Cadillac "62" & Sixty Special Floating .0004 press fit one end .0000 clearance other	Cadillac Fleet- wood "72" & "75" Floating .0004 press fit one end .0000 clearance other	Cadillac Sixteen Locked in rod .00035' clearanc
	Wrist pin hole finish, center to center Connecting rod length, center to center Connecting rod material. Connecting rod weight, ounces. Crankpin journal diameter and length. Connecting rod bearing material.	bore el		end Diamond bore 83, #1035 steel 37.472 #1010 steel backed	Diamond bore 63% 24.528 2. x 13% 11010 steel back
-1	Connecting rod bearing clearance Connecting rod bearing end play. Connecting rod bearing poured, spun or separate Rods and pistons removed from	babbitt .0015* .003006* Separate Above	babbitt .0015* .003006* Separate Above	babbitt .0015* .003006* Separate Above	babbitt .0015" .00450075' Separate Above
82 -	Vibration dampener used Crankshaft counterweights used, No. of Crankshaft counterweights used, No. of Torsional vibration dampener type Bending vibration dampener type Crankshaft end play.	No 6 6 None Center (#2) .001005* Steel backed babbitt	Yes Laminated springs Flywheel Conter (#2) Oot-Joos* Steel backed babbitt	Yes 6 Laminated springs Plywheel Center (#2) .001005* Steel backed babbitt	Yes Rubber None Center (#5) .001005*
	Main bearing clearance Main bearing type No. 1 main bearing journal, diameter & length, 2 No. 2 main bearing journal, diameter & length, 2 No. 3 main bearing journal, diameter & length, 2 No. 4 main bearing journal, diameter & length, 2 No. 6 main bearing journal, diameter & length, No. 6 main bearing journal, diameter & length, No. 7 main bearing journal, diameter & length, No. 7 main bearing journal, diameter & length, No. 9 main bearin	20016***********************************	25/2 x 13/4 x 15/2 x 13/4 x 15/4 x 15/4 x 15/4 x 15/4 x 13/4 x 15/4 x 13/4 x 13	25/4 x 11/4 x 11	Seed backed back

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I.aSalle "50" & Spec.	Timing chain make. Timing chain model. Timing chain model. Timing chain number of links. Timing chain, width. Timing chain, width. Timing chain, pitch.	VALVES	intake valve head actual overall diameter 1.876-1.886* intake valve angle of seat. No No Alve seat cooled by Directed water intake valve stem to guide clearance. 1.0023* intake valve lift 3355*	Intake vave spring pressure and length with valve closed with valve copen stappet clearance automatically adjusted? Exhaust valve head actual overall diameter Exhaust valve angle of seat. Ad degrees No Valve seat cooled by. Directed water	Exhaust valve stem to guide clearance
Cadillac "62" & Sixty Special	Morse Type C #3682-R 23-4 114* side guide None		1.876-1.886* 45* No Directed water circulation .0023*	06 lbs1.926" 145 lbs1.581" Ves 1.026-1.636 45 degrees No Directed water	.0033* .345* .345* .145#-1.581* Ves
Cadillac Fleet- wood "72" & "75"	Morse C #3682-R 23% 23% 4 side guide 5		1.876-1.886* 45° No Directed water circulation .0023* .335*	66 lbs1.926" Yes 1.626-1.636" 4.64 degrees No Directed water	.0033".345" .345" .66#1.926" 145#1.581" Yes
Cadillac Sixteen	Morse Type C #3682-R 23.44 56 114 side guide None		1.495-1.505* 45* No Distributing tube .002* .290*	50 lbs1.772" 98 lbs1.482" Ves 1.370-1.380" 45 degrees No Distributing tube	.003" .302" .504-1.772" 1004-1.470" Yes

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30	IAILED SPECIFI	DELAILED SPECIFICATIONS—Confid		
VALVES—Cont'd Valve timing—Intake opens Valve timing—Intake closes Valve timing—Exhaust opens Valve timing—Exhaust opens	LaSalle "50" & Spec. T.D.C. 52" B.B.C. 10" A.T.C.	Cadillac "62" & Sixty Special T.D.C. 42" A.B.C. 52" B.B.C. 10" A.T.C.	Cadillac Fleet- wood "72" & "75" 42" A.B.C. 52" B.B.C. 10" A.T.C.	Cadillac Sixteen 28° B.T.C. 28° B.E.C. 44° B.B.C. 12° A.T.C.
LUBRICATION Valve lubrication method Lubricating system type Oil pressure to main bearings. Oil pressure to connecting rod bearings. Oil pressure to wrist pins. Oil pressure to cameful bearings. Oil pressure to cameful tearings. Oil pump type	Pressure Pressure Ves Ves Ves Positive Positive Helical gear	Pressure Yes Yes Yes Yes Yes Positive Positive Helical gear	Pressure Yes Yes Yes Yes Yes Positive Positive Helical gear	Pressure Pressure Ves Ves No Pressure Pressure Ves Pressure Pressure Pressure Pressure Pressure
e lbs. at M.P.H. redicf valve opens rroof, quarts.	Lowest Temp. +32°F=20W or +32°F=20W or +10°F=20W -10°F=10W Below -10°F=10W and 10% Kerosene 25°F at 30 M.P.H. 7 Threaded plug Threaded plug	Lowest Temp. +32*F=20W or -3A.E. 20 +10*F=-20W -10*F=-10W Below -10*F=-10W and 10% Kerosene 254 at 36 M.P.H. 7 2000 Threaded plug		Lowest Temp. 1-1.0 vest Temp. S.A.E. 20 S.A.E. 20 1-10 F.— 10W Below — 10 F.— 10W Below — 10 F.— 10W 30 1bs. 11 11 Threaded plug
External oil filter, make Chassis lubrication type. Crankcase ventilating system.	None High pressure Yes	None High pressure Yes	None High pressure Yes	A. C. High pressure Yes
FUEL Gasoline tank capacity	22 gallons	22 gallons	"72" -24 gallons	26.5 gallons

26.5 gallons 2 mechanical pumps

"72"—24 gallons
"75"—26.5 gallons
Camshaft pump

22 gallons Camshaft pump

. 22 gallons

Fuel feed type....

Cadillac "Ga" & Cadillac Fleet- Sixty Special Sixtomberg 134	Pump Centrifugal Centrifugal Centrifugal Vee belt Vee belt Vee belt Cown. Thermostatic Own. Thermostatic Cown. Thermostatic Children Harrison Harri	Delco-Remy Delco-Remy Delco-Remy 20° 22° 18° 18° 18° 18° 18° 18° 18° 18° 18° 18
FUEL—Cont'd Carburston make Carburston size Piain tube Piain tube Piain tube Down draft Dual Heat adjustment None Automatic choke type Automatic choke make Automati	COOLING Pump	Contrion Deforming the contribution Deforming Deforming

Cadillac Sixteen Delco-Remy #553-E (two) 4.4 10 mm. 10 mm. 4.C. 0300-035*	TAM aw	Delco-Remy #000783 (6-pole) Solemoid shifted gear Solemoid shifted gear Delco-Remy push button Front Steel ring	Peak load Delco-Remy#1102666 Belt Yes 6.3-6.9
	Delco 19Q1WL 125 10 8 Positive	Delco-Ren (6-pole) Solenoid a Delco-Ren push bu Front Steel ring	
Cadillac Fleet- wood "72" & "75" Delco-Remy #1115128 4.4 2.2 10 mm. A.C. .025030	Delco 117 K.2W 116 10 8 Positive	Delco-Remy #1107912 (4-pole) Solemoid shifted gear Solemoid shifted gear Delco-Remy Delco-Remy Peront Seel ring 17 to 1 (approx.)	Peak load Delco-Remy #1102661 Beth Yes 6.3-6.9 0-2
Cadillac "62" & Sixty Special Delco-Remy #1115128 4.4 2.2 10 mm. A.0. 0.25080'	Delco 17 K.2W 10 10 8 Positive	Defco-Remy #1107912 Defco-Remy #1107912 Defco-Remy #000783 (4-pole) Solenoid shifted gear Solenoid shifted gear Solenoid shifted gear Defco-Remy Defco-Re	Peak load Delco-Remy #1102661 Yes 6.3-6.9 0-2
LaSalle "50" & Spec. Delco-Remy #1115128 4.4 2.2 10 mm. A.C. 025-030'	Delco 117 K.2W 115 10 8 Positive	Delco-Remy #1107912 (4-pole) Solemoid shifted gear Solemoid shifted gear Delco-Remy push button Front Steel ring	Peak load Delco-Remy #1102661 Belt Yes 6.3-6.9 0-2
IGNITION—Con'd Ignition coll make. Amperage draw of coll with engine stopped. Spark piug thread Spark piug andel. Spark piug make. Spark plug gap.	BATTERY Battery make. Battery Number Battery capacity—ampere hours. Battery bench charging rate—atart. Battery bench charging rate—finish. Which battery terminal is grounded?	STARTING MOTOR Starting motor make. Starting motor drive. Automatic starting device. Starting motor pinion meshes flywheel. Flywheel test, integral or steel ring. Gear ratio between starter armature and flywheel.	GENERATOR Generator make Generator diven by Generator air cooled? Voltage at cutout closing Amperes to open cutout.

	GENERATOR—Cont'd	LaSalle "50" & Spec.	Cadillac "62" & Sixty Special	Cadillac Fleet- wood "72" & "75"	Cadillac Sixteen
0 0000	Generator normal charging rate. Car speed for minimum peak charging. Generator belt. width, maximum. Generator type.	32 amps. min. peak hot. Due to voltage regulation actual charging rate is controlled by state of charge of battery Ver Ver 7% Peak load	32 amps. min. peak 32 amps. min. peak. 32 amps. min. peak. hot. Due to voltage regurer ovoltage rouge regulation actual charg-charging rate is concluded by state of by state of charge of battery and	32 amps. min. peak. Due to voltage regu- lation actual charg- ing rate is controlled by state of charge of battery Vee 7% Peak load	32 amps, min. peak. Due to voltage reg. ulation actual charging rate is controlled by state of charge of battery 27 M.P.H. Vee Signal Peak load
	Lighting switch make. Lighting switch make. Are double or triple filament bulbs used? How are headlamps dimmed? Headlight make. Headlight cover glass diameter Parking light make. Tail light make. Home type. Hom make.	Delco-Remy #1992010 Double Double Guide Scaled beam Coulde-mounted on Icide-mounted on Caide Adricore Delco-Remy K-33-H 16-18	Delco-Remy #1905010 Double Double foot switch foot switch Guide Sealed beam 6 Hz Guide-mounted on fender Guide Arrone Delco-Remy K-33-H	Delco-Reny #1995010 Double Depressed beam Cost switch Guide Sealed beam Guide-mounted on fender Guide Artone Delco-Reny K-33-H	Delco-Remy #1995010 Double Double Depressed beam Guide Sealed beam Guide Sealed beam Guide Caide Caide anounted on fender Africoe Delco-Remy K-33-D
	CLUTCH Clutch make Operated dry or in oil	Long	Long	Long	Long

3	ÖZÖÖÖÖZĞ	F	EZOGEFFFF FØFF 55550
CLUTCH—Cont'd	Clutch vibration insulator or neutralizer Wimber of clutch driven discs Clutch facing material Clutch facing inside diameter Clutch facing outside diameter Clutch facing outside diameter Number of clutch facing used Facing area	TRANSMISSION	Transmission make Number of forward speeds Control—on steering column Gear ratio in high Transmission ratio in low Transmission ratio in low Transmission ratio in reverse. Type of gears—lat Type of gears—reverse. Type of gears—reverse. Type of gears—reverse. Type of gears—free and 3rd gears Transmission oil capacity, pints Transmission oil grade recommended—S.A.E. Visicosity Universal model Universal type
LaSalle "50" & Spec.	Coil spring type Woven 103 1137* 2 2 85.5 sq. in.		Own Manual 3.92 3.92 1.63 to 1 2.39 to 2 2.40
Cadillac "62" & Sixty Special	Coil spring type 1 Woven 10 ig. 2 2 96.16 sq. in.		Own Manual Manual 3.92 1.53 to 1 2.39 to 1 2.39 to 1 2.39 to 1 Siding-helical Constant mesh helical Picture Siding-helical Siding-helical Siding-helical Ves S.A.E. 90 E.P. Mechanics #3-C #
Cadillac Fleet- wood "72" & "75"	Coll spring type Woven 11' .137' 13.4 sq. in.		Own Manuil Annuil 154-58, 72-4-31 158 to 1 2.39 to 1 2.49 to 1 Siding-belical Vest Recall of E.P. S.A.E. 90 E.P. Mechanics 43-C Needle bearing Permanently Rear springs
Cadillac Sixteen	No 1 7 1115 2 2 130.8 sq. in.		Own Manual 4.31 1.63 to 1 2.39 to 1 2.39 to 1 2.39 to 1 2.39 to 1 Sliding-helical Constant mesh helical Sliding-helical Sliding-helical Sliding-helical Need S.A.E. 90 E. P. Mechanics Mechanics Mechanics Mechanics Needle bearing Remanently Remanently Remanently

	יייייייייייייייייייייייייייייייייייייי		3	
REAR AXLE	LaSalle "50" & Spec.	Cadillac "62" & Sixty Special	Cadillac Fleet- wood "72" & "75"	Cadillac Sixteen
Rear axle make Rear axle type Ran axle type	Own Semi-floating	Own Semi-floating	Own Semi-floating	Own Semi-floating
axle, tires inflated Differential gear make Rear axle oil crapacity, plints Rear axle oil grade AR	SM. Own 5	894" Own 5	8° Own 6½	8° Own 6½
	90 Hypoid Hypoid 8.92 None 47	90 Hypoid Hypoid 3.92 None	90 Hypoid Hypoid 72-4-31, 75-4-58 Non-75-56	90 Hypoid Hypoid 4.31 None
 No. of teeth in pinion. How is the pinion adjusted. How is pinion bearing adjusted? Are ninion hearings in alcono	No adjustment None	12 No adjustment None	72-13, 75-12 No adjustment None	13 No adjustment None
	.004010" Yes	.004010° Yes	.004010° Yes	.004010° Yes
Tire make. Tire size. Wumber of piles Inflation pressure front and rear. Rim diameter	U. S. & Firestone 7.00-16 4 24# minimum 16*	U. S. & Firestone 7.00-16 4 26#, Spec. 28# 16*	U. S. & Firestone 7.50-16 82+	U. S. & Fireston 7.50-16 6 32# 16*
Kim width. Axie clearance, for jack, tires inflated, front. Axie clearance, for jack, tires inflated, rear. Wheel type. Whelmake.	4.50" Bumper jack Bumper jack Slotted disc Kelsey-Hayes	4.50' Bumper Jack Bumper Jack Slotted disc Kelsey-Hayes	5.00" 72 B. jack, 75- 956" 72 B. jack, 75-1254" Slotted disc Kelsey-Hayes	5.00° 95g° 123g° Disc Kelsey-Hayes
 Front, suspension, independent or conventional. Independent Front spring type	Independent Helical	Independent Helical	Independent Helical	Independent Helical

Po .

Period Cont.d Period Cont.d Period Cont.d
7 9
Cadillac "62" Saxy Special GM #9280 steel Semi-elliptic GM #9280 steel 35494 GM #9280 steel 35494 Max impregnated liners 62-Rubber 62-Rubber 62-Rubber 7065-Threaded Rubber Front and rear Norm and double tooth roller Neg. 136,0 0 to 36,0

led

	BRAKES-Cont'd	LaSalle50" & Spec.	Cadillac "62" Sixty Special	Cadillac Fleetwood "72"	Cadillac Fleetwoo "75" and Sixteen
	Brake drum material Rear brake drum diameter. Rear brake internal or external	Composite 12" Internal	Composite 12" Internal	Composite 12" Internal	Composite 14" Internal
	Kear brake ming, length per wheel Forward shoe. Reverse shoe.	124%	1111/4"	1124,6	131/4
	Total Rear brake lining width Rear brake lining thickness Rear brake lining thickness	24%	243%	1000 M	25 15 15 15 15 15 15 15 15 15 15 15 15 15
10	Front brake drum diameter Front brake drum material Front brake drum internal or external	12" Composite Internal	12" Composite Internal	12" Composite Internal	14" Composite Internal
1	Front brake lining, length per wheel Forward shoe Reverse shoe	120%	1111,4"	117,6"	13"4"
	Total. Front brake lining width.	2415	2415	24%	281%
	Front brake clearance. Total foot braking area. Per cent braking area.	.010" 196 sq. in. 4514	.010° 208 sq. in. 4514	.010" 233 sq. in. 4514	.010" 258 sq. in.
	Hand brake location	Under dash on left	Under dash on left	Under dash on left	Under dash on left
	Hand brake lever operates on	Rear service brakes	Rear service brakes	Rear service brakes	Rear service brake
	ake. pth, maximum nckness, maximum	A. O. Smith	A. O. Smith 62-5 H., 60S-8 A. 62-5, 60S-18	A. O. Smith	A. O. Smith

PRAME-Cont'd	LaSalle "50" & Spec.	Cadillac "62" Sixty Special	Cadillac Fleetwood "72"	Cadillac Fleetwood "75" and Sixteen
Width, maximum Wheelbase Tread—front. Firet serial number Serial number location Overall length with bumpers.	2* 58* 58* 50* 50* 40.50-2.320,001 40.50-4.320,001 On crankcase behind left cylinder block and parallel to the body dash 50-200 %* Spec210)%*	25, 62, 120°, 60S, 127°, 62, 88, 80°, 60S, 60S, 60S, 60S, 60S, 60S, 60S, 60S	24," 138- 138- 528- 528- 7,320,001 On crankcase behind left cylinder block and parallel to the body dash	234, 141, 605, 605, 75-3,320,001 90-5,320,001 Oper left cylinder of left cylinder block parallel to cylinder head 75-228,4°, 90-225,4°,
Starter motor commutator end bearing-type In cast iron frame	In cast iron frame	In cast iron frame	In cast iron frame	Bronze bushing
Starter motor drive end bearing type. Starter motor drive end bearing size. Starter motor outboard bearing type. Starter motor outboard bearing size. Generator commutator end bearing type. Generator commutator end bearing size.	Bronze bushing M. x 14, x 24, Bronze bushing M. x 5, x 5, Bronze bushing	Bronze bushing % x 14, x 14, x 14, Bronze bushing % x 5, x 3, Bronze bushing	Bronze bushing 14. x 11/4. x 21/4. Bronze bushing 14. x 54. x 34. Bronze bushing	Frank x 16.
Number Centrator drive end bearing make or type. Generator drive end bearing size or number. Clutch throwout bearing make or type. Clutch throwout bearing size or number.	% x % x % N. D. Ball 11203 Bearings Co. of America C.T.D.S56	W. x. W. x. W. N. D. Ball 11203 Bearing Co. of America C.T.D.S56	N. X.	48503 N. D. Ball Flatos Bearings Co. of America C.T.S66A
	Hyatt Roller #1294780	Hyatt Roller #1294780	Hyatt Roller #1294780	Hyatt Roller #1294780

BEARINGS-Cont'd	LaSalle "50" & Spec.	Cadillac "62" Sixty Special	Cadillac Fleetwood "72"	Cadillac Fleetwood
Clutch pilot bearing make or type Transmission reverse idler bearing	N. D. Ball Steel backed babbitt			
type.	N. D. Ball	N. D. Ball	N. D. Ball	N. D. Ball
type Transmission main shall rear bearing make or	N. D. Ball	N. D. Ball	N. D. Ball	N. D. Ball
Transmission counterstant from bearing make	Needle bearing	Needle bearing	Needle bearing	Needle bearing
or type or type Timken Tapered Rear axle pinion shaft front bearing make or type Timken Tapered	Needle bearing Timken Tapered	Needle bearing Timken Tapered	Needle bearing Timken Tapered	Needle bearing Timken Tapered
Rear axle pinion shaft rear bearing main or type	F	Timken Tapered	Timken Tapered	Timken Tapered
Differential bearing right make or type	Timken Tapered	Timken Tapered	Timken Tapered	Timken Tapered
Differential bearing left make or type	Timken Tapered	Timken Tapered	Timken Tapered	Timken Tapered
Rear wheel bearing make or type.	N. D. Ball	N. D. Ball	N. D. Ball	N. D. Ball
Front wheel outer bearing make or type.	N. D. Ball	N. D. Ball	N. D. Ball	N. D. Ball
Kingpin upper bearing make or type	Bronze bushing Bronze bushing	Bronze bushing	Bronze bushing Bronze bushing	Needle bearing Needle bearing
Rear spring front bushing. Rear spring rear bushing.	Rubber	Rubber 62—Rubber	Rubber	Rubber
Rear spring shackle bolt—upper	Rubber	60S—Threaded 62—Rubber	Rubber	Rubber
Rear spring shackle bolt—lower	Rubber	62—Rubber 60S—Threaded	Rubber	Threaded

FACTORY SHIPPING WEIGHTS—License Data

(5-Wheel Equipment-Without Running Boards)

Body Style No.	Body Style	LaSalle Fifty	LaSalle "Special"	Cadillac 62
27	2-4 Coupe	3707	3864	3956
29	2-4 Convertible Coupe	3802	3915	4045
111	5 2-Door Touring Sedan	3753		
19	5 4-Door Touring Sedan	3816	3922	4032
29	5 Convertible Sedan (Trunk)	4005	4110	4230

Add 45 lbs. for running boards.

Add 105 lbs. for 6-wheel equipment on LaSalle Fifty and Cadillac 62 styles.

Add 185 lbs. for approximate curb weight.

FACTORY SHIPPING WEIGHTS—Continued

(6-Wheel Equipment)

2-4 Coupe. 2-4 Convertible Coupe. 5 Coupe. 5 Coupe. 5 Touring Sedan. 7 Touring Sedan (Trunk). 7 Touring Sedan (Trunk). 7 Touring Imperial. 7 Touring Imperial. 7 Formal Sedan (Trunk). 8-9 Business Touring Imperial. 8-9 Business Touring Imperial. 8-9 Business Touring Imperial.	Body Style No.	Body Style	Sixty Special	Cadillac-Fleetwood Series 72 Series	Teetwood Series 75	Sixteen
2-4 Convertible Coupe. 5 Coupe. 5 Coupe. 5 Touring Sedan. 7 Touring Sedan (Trunk). 5 Touring Sedan (Trunk). 5 Touring Sedan (Trunk). 7 Touring Imperial. 7 Touring Imperial. 7 Formal Sedan (Trunk). 8-9 Business Touring Sedan. 8-9 Business Touring Imperial. 8-9 Business Touring Imperial. 8-9 Business Touring Imperial. 8-9 Business Touring Imperial.	57	COMMODICA		:::	4900*	****
5 Coupe. 5 Touring Sedan. 5 Touring Sedan.—Division. 5 Touring Sedan (Trunk). 5 Touring Sedan (Trunk). 5 Touring Sedan (Trunk). 7 Touring Imperial. 7 Touring Imperial. 7 Formal Sedan (Trunk). 8-9 Business Touring Sedan. 8-9 Business Touring Imperial. 8-9 Business Touring Imperial. 8-9 Business Touring Imperial.	19	2-4 Convertible Coupe		:::	5030*	
5 Touring Sedan	57-B	5 Coupe			4925*	*****
5 Touring Sedan—Division. 4160* 4753* 5 Convertible Sedan (Trunk). 4670 5 Touring Sedan. 7 Touring Imperial. 4775 7 Touring Imperial. 4780 7 Touring Sedan (Trunk). 4865 8-9 Business Touring Sedan. 8-9 Business Touring Imperial. 4780	19	5 Touring Sedan		4748	4990	5270
5 Convertible Sedan (Trunk). 5 Town Sedan (Trunk). 6 Formal Sedan (Trunk). 7 Touring Sedan. 7 Touring Imperial. 7 Formal Sedan (Trunk). 8-9 Business Touring Sedan. 8-9 Business Touring Imperial. 8-9 Business Touring Imperial.	19-F	5 Touring Sedan—Division		4753*	4995*	5275*
5 Town Sedan (Trunk). 5 Formal Sedan (Trunk). 7 Touring Sedan. 7 Touring Imperial. 7 Formal Sedan (Trunk). 8-9 Business Touring Sedan. 8-9 Business Touring Imperial. 8-9 Business Touring Imperial.	29	5 Convertible Sedan (Trunk)		:	5225*	
5 Formal Sedan (Trunk). 4670 7 Touring Sedan. 4775 7 Touring Imperial. 4812 7 Formal Sedan (Trunk). 4365 8-9 Business Touring Sedan. 8-9 Business Touring Imperial.	39	5 Town Sedan (Trunk)			5050*	
7 Touring Sedan. 7 Touring Imperial. 7 Formal Sedan (Trunk). 8-9 Business Touring Sedan. 8-9 Business Touring Imperial.	29	5 Formal Sedan (Trunk)		4670	5201	
7 Touring Imperial. 4812 7 Formal Sedan (Trunk). 4780 Town Car (Trunk). 4365 8-9 Business Touring Sedan. 8-9 Business Touring Imperial.	23	7 Touring Sedan		4775	5034	5215*
7 Formal Sedan (Trunk). 4780 Town Car (Trunk). 4865 8-9 Business Touring Sedan. 8-9 Business Touring Imperial.	33	7 Touring Imperial.	*****	4812	5085*	5363
Town Car (Trunk)	33-F	7 Formal Sedan (Trunk)		4780	5186	5375*
8-9 Business Touring Sedan	53	Town Car (Trunk)			5310*	
8-9 Business Touring Imperial	23-L	8-9 Business Touring Sedan			*****	
	33-L	8-9 Business Touring Imperial				

Deduct 85 lbs. for 5-wheel equipment on Sixty Special; 70 lbs. on Series 72; 115 lbs. on Series 75 and Sixteen.

Add 185 lbs. for approximate curb weight of Sixty Special; 200 lbs. for Series 72; 215 lbs. for Series 75 and Sixteen.

*Estimated.

ACCESSORY

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.

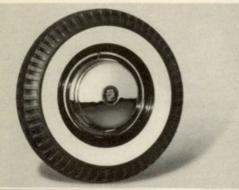


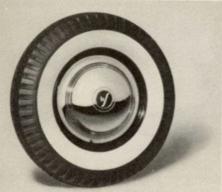
Prices subject to change without notice.

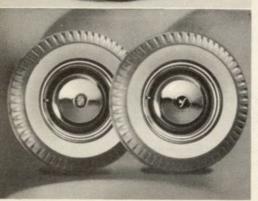
Parts and Accessory Merchandising Department Cadillac Motor Car Division

General Motors Sales Corporation Detroit, Michigan

GROUP ACCESSORIES TO







CADILLAC WHEEL DISCS Part No. Series 3504135 39, 40-605, 61, 62, 72 Each Installed 3504770 39, 40-75 . . 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

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 Each
62, 72 Installed

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 Series \$15.00 Part No. 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

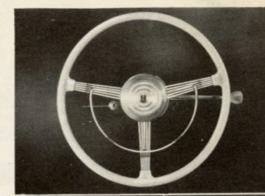
 Part No.
 Series
 \$3.00

 1437063—Large
 All 39, 40
 Per lastalled

 1437064—Small
 All 39, 40
 Installed

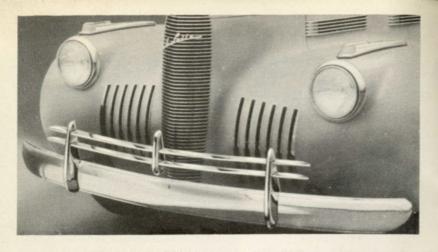
chrome-plated. Two adjustable sizes are available, one for plates over 9" long, the other for shorter plates. The bracket supplied with 39-Series frames is now a part of the cars.

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.







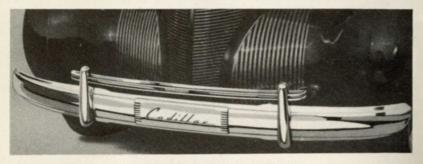


CADILLAC GRILLE GUARD

Part No. 1438171 Series 40-50 & 52 Series 40-60S, 62, 72, 75 & 90 S10.00 Installed

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

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 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

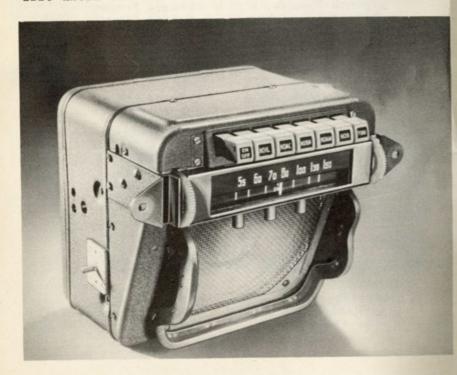
D—LA SALLE 5 or 6-Wheel \$36.25 Flexible Wheel Automatic Lighter License Frames 4 Wheel Discs

F—LA SALLE 5 or 6-Wheel \$46.25 Flexible Wheel Automatic Lighter License Frames 4 Wheel Discs Grille Guard

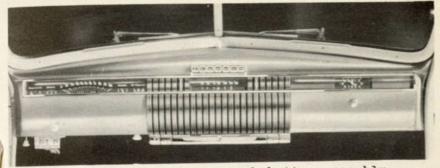
CADILLAC RADIOS AND

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 preselected 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.



AERIALS FOR 1940



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.

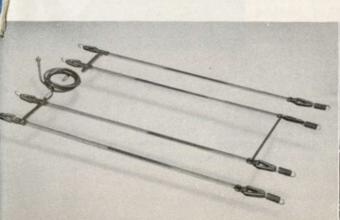
AERIALS

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.







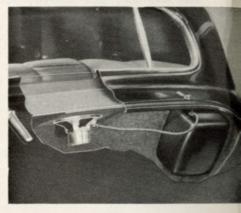
REAR COMPARTMENT RADIO For the first time, Cadillac now provides a rear compartment radio for Series 40-72, 75 and 90 Fleetwood cars equipped with automation push button tuning. Built to the same high standards as the front compartment radio, the new rear compartment

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 Price
7238350	Front Compartment Radio All 40-Series (less aerial) \$62.00
°7239399	(including aerial) 69.50 Rear Compartment Radio 40-72, 75 and 90 (installed complete, including aerial) 125.00
1436388	Vacuum Aerial
1436389	Vacuum Aerial
1436390	Vacuum Aerial
1438437	Under-Car Aerial 40-72 7.50
1433699	Under-Car Aerial40-75 and 90

"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.

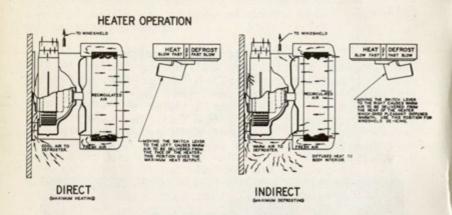
The Dual Ventilating Defrosting Heater is priced at \$48.50 installed complete on Series 40-50, 52, 62, 60S cars, and \$52.50 on Fleetwood Series 72, 75, 90 cars. It can be installed on all 40 Series models except coupes, convertibles, and Series 50 and 62 cars equipped with fender-wells.

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.

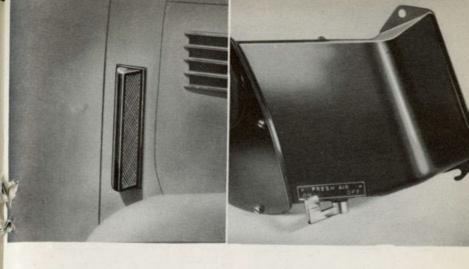


Direct and indirect heating is accomplished by utilizing a reversible motor. In direct heating, hot air is blown out of the face of the heater in the conventional manner, and normal defrosting is obtained. In indirect heating, the motor is reversed, and air is drawn in through the face of the heater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



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 contruction 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

	Installed
Part No.	Description Series 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
1428483	Ventilating Defrosting Heater 39-50, 61, 60S & 75 31.50
1428484	Ventilating Defrosting Heater 39-90
1437350	Defrosting Heater
1434509	
1435266	Rear Compartment Heater
	ting attachment cannot be installed on Series 40-50 and 62 cars equipped

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 helpfu
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. 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

\$14.50 Pair nstalled

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.

SPOT LIGHT

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

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.



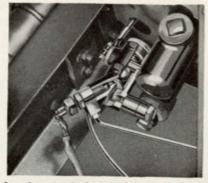
The Spotlight is constructed of heavy gauge brass, chrome-plated. The control knob and switch are made of moulded tenite, colored to match the controls on the instrument panel. The Spotlight proper is the same for all series, but a special mounting bracket is required for various series and body types,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

NoROL

Part No. 1438270	Series 40-50, 52, 62 & 72
1434435	Series 40-60S, 39-60S; 38-60S
1434443	Series 40-75, 90; 39-75, 90; 38-65, 75, 90 \$13.50 Installed
	Series 39-50, 61
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 pres-



sure 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 —

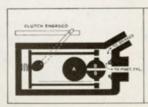
- 1. When the car is on an incline.
- 2. When the clutch is disengaged.

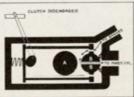
An ordinary movable steel ball is used to seal the brake fluid in the lines when the car is on an incline. This ball runs on a track with a two degree forward angle so that it will not seat unless the car is on an incline of more than two degrees. To prevent this ball from shutting off the brake fluid 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.

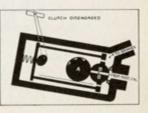
This operation is shown graphically in the three position sketch below. In the first sketch on the left showing the clutch engaged, and the car on a level, the valve "B" is held away from its seat "C", permitting free passage of the brake fluid from the brakes to the master cylinder, regardless of the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



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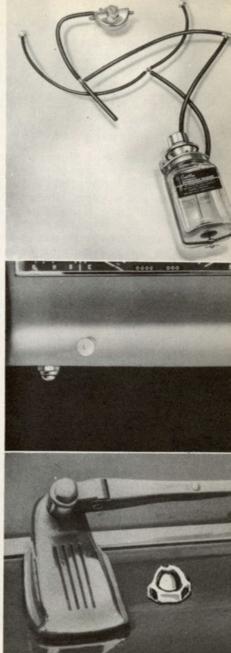
Pressing the control button on the instrument panel sprays the windshield with clean water or anti-freeze solution from tiny nozzles on the



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 Wind-shield Washer except during cold weather when a special wind-shield washer antifreeze solution should be used in the water to prevent freezing. Only the Winter Solution furnished by the factory should be used.

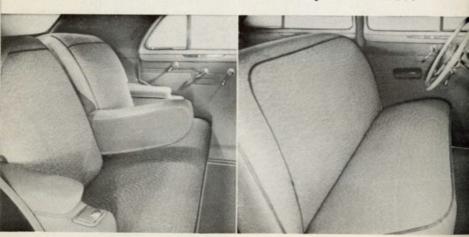


SEAT COVERS

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.

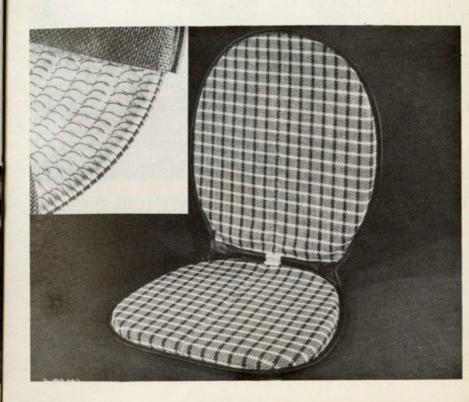
Seat Covers are priced at \$8.25 per seat installed and are available for all 38, 39 and 40 body styles. Detailed ordering specifications are included in the Master Accessory Price List.



Part No. 1429745 All Series

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.



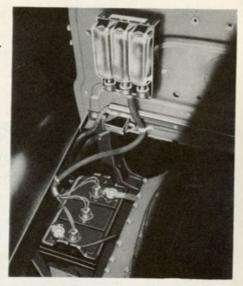
AUTOMATIC BATTERY FILLER

Part No. 1438450 \$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 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.

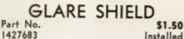
Two precautions should be observed when installing the Battery Filler. The special battery plugs should be inserted in the battery until they almost touch the top of the plates. Also when a Battery Filler is installed in cold weather, a small amount of battery acid should be put in the reservoirs to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

SCUFF PADS

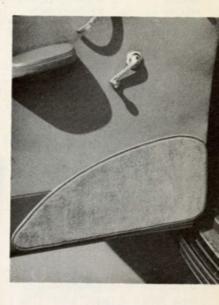
Part No. Series \$4.50 1438356—Grey All 40-Series Per 1438357—Brown All 40-Series Pair Installed

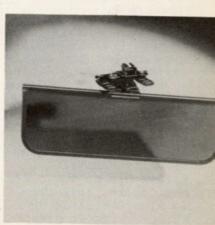
Cadillac Scuff Pads protect the upholstery on the lower door sill from scuff and kick marks. For the 1940 Cadillac and La Salle, Scuff Pads are made of strong composition board covered with either grey or brown carpet, identical to the floor carpets. The carpet is stitched to the board and neatly bound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

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



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
1435743	Gray Double Alpaca Robe
1435745	Gray Alpaca and Plush Robe
1435744	Brown Alpaca and Plush Robe
1435746	Fleetwood Robe
	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.		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 lus-

ter. 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. 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 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

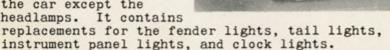
Part No.	Description	List Price
1437257	Moto-Pack	\$6.85
877615	Handy Brush	2.00
877616	Flashlight	1.50
1426432		1.00
885704		
	Bulb Kit	

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

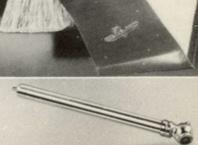


The dust mit is indispensable for keeping the car fresh and clean inside or out. It is a glove which slips on the hand for easy wiping off of the car. The long, heavy strands of the mit pick up and retain all dust and dirt particles picked up on the car's surface and do not relinquish them until the 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.	Descriptio	n	List Price	
885707	Cadillac I	Body Polish (Pt.)	\$.60	
885708	. Cadillac I	Body Polish (Gal.)	3.00	
885709		Chromium and Headlamp Reflector Cleaner		
891620	. Cadillac I	Fabric Cleaner (Pt.)	60	
885706	. Cadillac	Fabric Cleaner (Gal.)	3.00	
1434102	Cadillac	White Sidewall Tire Cleaner (Pt.)	60	
		White Sidewall Tire Cleaner (Gal.)		
		Glass Cleaner (10 oz. can)		

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 silverplated 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 sturdv 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.







CADILLAC LASALLE



1940 SERIES PRICES and

EQUIPMENT

LOCAL DELIVERED PRICES OF 1940 CADILLAC-LASALLE CARS

DUCAL DELIVERED	I ILIC	ILO UI	LIT	UAD	LULA	I-HADE	LULL	WAILD
			List LaSall	e 40-50 35%	List Salle Sp	ecial 40-35%	List Cadilla	40-62 35%
			Cash	Total Cash	Cash	Total Cash	Cash	Total Cash
Style Number Body Style			Delivered Price	Delivered Price*	Delivered Price	Delivered Price*	Delivered Price	Delivered Price*
27 2-4 Coupe	The United		\$1180.00	\$ 76700	\$ 1320.00	\$ 858.00	\$ 1605.00	8 /142 35
11 †5-Two Door Touring Sedan			1220.00	793.00		690.00		
19 †5-Four Door Touring Sedan		100 10	1260.00	- 919 11	1380.00	897.00	1665.00	108225
67 2-4 Convertible Coupe	1		1335.00	122.00		-11/23	_	700000
5-Convertible Sedan (Trunk)	1 2 3 3		1730.00	1124.50			_	
Optional Equipment—Installed Prices				35%				35%
6 Wheels Fenderwells, Tire Covers Right Hand Fenderwell				5.00 61.75	-		The state of the s	0.00 2.00
†Sunshine Turret-Top Roof				7.50 24.38				
White Side Wall Tires			511511.	6.55			6484-7.8	35
Specifications				23"	12	2"	10	9"
Wheelbase Horsepower				30	13		13	
Over-all Length				07"	21		21	
Engine Displacement (cu. in.) Standard Tire Equipment			32		32 oval or Firestone	2 -4 Ply—Black S	34 Side Wall	6
Diamont The Sports	List dilles S	pecial 40-60 ^{35%}	Listilac Fle	etwood 10-72	Cadillac Flee		1.18%	xteen 40-90
Style	Cash	Total Cash	Cash	Total Cash	Cash	Total Cash	Cash	Total Cash
Number Fleetwood Body Styles	Delivered Price	Delivered Price*	Delivered Price	Delivered Price *	Delivered Price	Delivered Price*	Delivered Price	Delivered Price*
19 5-Four Door Touring Sedan	\$1995.00	\$ 1296.75	\$2555.00	\$1660.75	\$2865.00	\$1862.25	\$4950.00	\$ 2970.00
19-F 5-Touring Sedan—Division	2135.00	1387.75	2625.00	1706.25	3025.00	1966.25	5025.00	3015.00
23 7-Touring Sedan			2665.00	173225	3075.00	1998.75	5075.00	2045.00
33 7-Touring Imperial Sedan		-	2795.00	18.16.75	3225.00	2096,25	5225.00	3135,00
23-L 9-Business Touring Sedan		-	2575.00	1673.75				
33-L 9-Business Touring Imperial Sedan			2705.00	1758.25		-		
2-4 Coupe				-	3145.00	2044.25	5145.00	3087.00
-B 5-Coupe		-	-		3245.00	2109.25	5245.00	3147.00
39 5-Town Sedan (Trunk)	-			_	3495.00	2271.75	5495.00	3297.00
59 5-Formal Sedan (Trunk)			-	_	3845.00	2499.25	5845.00	3507.00
33-F 7-Formal Sedan (Trunk)		-	-	Marine Committee of the	3845.00	2499.25	5845.00	3507.00-
67 2-4 Convertible Coupe					3245.00	2109.25	5245.00	3147.00
29 5-Convertible Sedan (Trunk)	2105.00	1368.25			3795.00	2466.75	5795.00	3477.00
53 Town Car (Trunk)		756			4945.00	3214.25	6945.00	4167.00
Optional Equipment—Installed Prices 6 Wheels 2 spare wheels in trunk		35%	\$45	35%		35%		140%
6 Wheels Fenderwells, Tire Covers	\$10		-		\$120		\$130	
Right Hand Fenderwell Sunshine Turret-Top Roof		2.00 27/30	_		50	0.00	5.	5.00 33.00
Sunshine Turret-Top Roof 85.00 — — — — — — — — — — — — — — — — — —								
Specifications								
Wheelbase	12	27"	138 " 140		141" 140		14	
Horsepower Over-all Length	21	7"	227*		229"		185 226*	
Engine Displacement (cu. in.)	346 7:00-16, 4-Ply Black S. W.		346 7:50-16, 6-Ply Black S. W.		346 7:50-16, 6-Ply Black S. W.		431 7:50-16, 6-Ply Black S. W.	
Standard Tire Equipment		ing Optional Equipmen		DIRCK S. W.		bject to Change Withou		

ACCESSORIES*

Automatic Radio	\$69.50
Defrosting Heater	26.50†
Ventilating Defrosting Heater	31.50†
Dual Ventilating Defrosting Heater:	
Series 40-50, 52, 62, 60	48.50
Series 40-72, 75, 90	52.50
†\$5.00 Extra on V-16 Series 90	
lexible Steering Wheel-LaSalle only	15.00
Automatic Cigarette Lighter-LaSalle only .	2.25
Trim Rings-each	1.50
Wheel Discs—each	4.00
License Frames—pair	3.00
Grille Guard	10.00
NoRol—Series 40-50, 52, 62	11.00
Series 40-60	12.50
Series 40-72, 75, 90	13.50
Windshield Washer	6.50
Fog Lights-pair	14.50
Spotlight	18.50
Outside Rear Mirror	4.50
Automatic Battery-Filler	7.50
Seat Covers—per seat	8.25
Robes-Fleetwood	50.00
Double Alpaca	30.00
Alpaca and Plush	30.00
Robe Monograms	5.50
Moto-Pack	6.85

*Prices include cost of installation. State and Local taxes extra.

1940

ACCESSORY GROUPS*

"A" 8.6

Cadillac 5- or 6-Wheel

License Frames
Wheel Discs (4)
Grille Guard
GROUP PRICE, \$29.00*

"B" 7.80

LaSalle 5-Wheel

Automatic Lighter
License Frames
Trim Rings (5)
GROUP PRICE, \$27.75

"C" 11.60

LaSalle 5-Wheel

Flexible Wheel
Automatic Lighter
License Frames
Trim Rings (5)
Grille Guard
GROUP PRICE, \$37.75*

"D" 8,90

LaSalle 5- or 6-Wheel

Flexible Wheel
Automatic Lighter
License Frames
Wheel Discs (4)
GROUP PRICE, \$36.25

"B6" 8.30

LaSalle 6-Wheel

Flexible Wheel
Automatic Lighter
License Frames
Trim Rings (6)
GROUP PRICE, \$29.25*

"C6" 12.10

LaSalle 6-Wheel

Flexible Wheel
Automatic Lighter
License Frames
Trim Rings (6)
Grille Guard
GROUP PRICE, \$39.25*

"E"

LaSalle 5- or 6-Wheel

Flexible Wheel
Automatic Lighter
License Frames
Wheel Discs (4)
Grille Guard
GROUP PRICE, \$46.25

*Prices include cost of installation. State and Local taxes extra.

Lacquers are not carried in stock. The factory will secure and ship as quickly as possible any standard colors not available locally, but cannot guarantee the color to be an exact match of that on the car, as all colors may change slightly due to climatic conditions and exposure to the

BORY AND SHEET KETAL

WHEELS

Comb.						
No.	Color Name	Color No.	Mfgr.	Color Name		Color No.
1	Black Fisher	2532122	Duco	(Black		94-005
	Fleetwood	20498	RAK	Triton Green		94-20957
2	Antoinette Blue	22290	RAL	Antoinette Blue		94-3618 94-20871
3	Cavern Green	023355	R & I	Triton Green		94-20957
	Knickerbocker Cray	020185	R& #	Vinceness Red		94-3618
5	Marquette Cray	020182	RAL	Viaceness Red		94-3618
6	Long Key Green Iridescent	PS389	RAL	Long Key Green		182-21341
6 7 9	Beaver Brown Iridescent	PS860	R & E	Beaver Brown		182-21340
	Corlear Blue Iridescent	PS297	RAK	Corlear Plue		182-21339
10	Homer Cray Iridescent	PS170	BWK	Vinceness Red	*	94-3618
11	Oxblood Maroon Iridescent	PS608	R & K	Oxblood Maroon		182-20955
•13	f Chicory Green Iridescent	PS367	R & K	Chicory Green		182-21336
	+ Evergreen Ididescent	L2358	R & Ki			
*14	f [Harbormist Gray Iridescent	PS1123	R & M.	Submurine Gray		182-21338
	# (Submerine Gray Iridescent	PS1124	R & L.			
*15	Beaumont Blue Iridescent	PS262	B C K	Beaumont Blue		182-21342
-	F (Pilot Blue Iridescent	PS233	RAM			
*16	f Silver French Cray Iridescent		R / L	Luzon Green		182-21337
	f (Luzon Green Iridescent	PS391	RAL,			

^{*} Used on 40-50,52,605,62 only r Belt Moulding and above below Belt Moulding

STANDARDIZED COLORS

The interior fittings and controls on Series 40-50,52,605,62 cars are toned to match the upholstery in the body. Parts made of plastic and certain painted parts are identified in the listing as gray and tan. Below is a chart indicating the color of parts used with the various trim combinations.

Two shades of both gray and tan colors are used on interior painted parts. With exception of the horn button, only the late type color parts will be furnished. Parts required for the first type color jobs and for Series 40-72,75,90 cars must be refinished locally to match the balance of the interior parts.

SERIES		GRAY	TAN		
		To match trim combination No.21,24,26,28,51,52,55,56	To match trim combination No.22,23,25,27,53,54		
40-50,52,605,62	First No.cars	Dexter Gray 242-9989 Hermes Gray 202-32563	Canterbury Beige 202-53095 Seaforth Beige 202-53098		
40-72,75,90	All cars		Carnelian Brown 202-53248		



UPHOLSTERY CHART NO. 2

Series 40-50,52,60S,62,72,75,90

Always use trim (upholstery) chart when ordering yardage upholstery. U.S. list and suggested General Trade Net prices on trim material are shown on pages immediately following upholstery charts in group 34.0000. When ordering specify group numbers as shown on price list.

Trim Code No.	Description of Cushion and Back Rest Material	Cushion and Back Rest Material	Sidewall Material	Headlining Material
			Material	Material
21	Tan Ribbed Broadcloth -			
277	Series 40-50	31T1404102770	327140 4102771	I ata tuma
		12210	32,11404102771	102T1404111808 Early type
22	Gray Ribbed Broadcloth -			33T1404102772
	Series 40-50	34T1404102773	35T1404102774	103T1404111809 Early type
23	Black Leather - Series 40-50,			36T1404102775
24	52,608,62	1T13404118109		
44	Tan Leather - Series 40-50, 52,60S,62	0m1040		
25	Gray Leather - Series 40-50,			
26	52,608,62	3T13404103047		
26A	52,60S,62 Two-tone Beige and Green Leather-	4T13404102687		
-011	Series 40-52,62	Light color Beige		
		40T13404113469		
		Green		
27	Blue Leather - Series 40-50,	4T13404102687		
	52,60S,62	5T13404102723		
27A	Two-tone Beige and Blue Leather -			
	Series 40-52,62	Light color Beige		
		40T13404113469 Blue		
		5T13404102723		
28	Red Leather - Series 40-50,			
28A	52,60S,62 Two-tone Beige and Red Leather -	6T13404102724		
	Series 40-52,62	Light color Beige		
		40T13404113469		
		Red		
29	Tan Bedford - Series 40-50	6T13404102724		
30	Gray Bedford - Series 40-50	16T1404102756 81T1404108872	17T1404102757	18T1404102758
31	Tan Bedford - Series 40-72	10T1404108872	82T1404108873 11T1404102751	1171404108874
41	Tan Novelty Bedford - Series 40-60S, 62	63T1394089798		
44	Gray Novelty Bedford -			4011404102787
46	Series 40-60S, 62 Light Tan Stripe Cloth -	60T1394075030	61T1394089799	20T1394082207
	Series 40-60S, 62	68T1394089824	68T139 4089824	69T139 400000
51	Tan Bedford Cord - Two-tone -			
51-4	Series 40-50,52,60S,62,72 Tan Bedford Cord with Tan	40T1404102779	41T1404102780	42T1404102781
	Leather - Series 40-52,62	Tan Bedford Cord		
	20100 10-00,00	40T1404102779		
		Tan Leather		
		2T13404102685		



UPHOLSTERY CHART NO. 2 (Cont'd)

Series 40-50, 52, 60S, 62, 72, 75, 90

No. and Back Rest Material Rest Material Material Material Material Material	Trim Code	Description of Cushion	Cushion and Back	Sidewall	Headlining
Leather - Series 40-52,62	No.	and Back Rest Material	Rest Material	Material	Material
Leather - Series 40-52,62					
## WIT40	51-8	Tan Bedford Cord with Red			
Red Leather 6T1340		Leather - Series 40-52,62			
Tan Herringbone					
Series 40-52,605,82,72 . 51T140 4102790 52T1404102790 52T1404102791 72 3T140 4102776 38T1404102777 39T1404102778 72 3T140 4102776 38T140 4102777 39T140 4102778 8T140 4102776 8T140 4102778 8T140 4102793 8T140 4102785 8T140 4102745 8T140					
Cray-Green Bedford Cord - Two-tone - Series 40-50,52,608,62, 72	52				
tone - Series 40-50,52,608,62,72 72 371140 4102776 38T140 4102777 39T140 4102778 53-7 Gray Bedford Cord with Blue Leather - Series 40-52,62			51T1404102790	51T1404102790	52T1404102791
72	53				
Gray Bedford Cord with Blue Leather - Series 40-52,62 Gray Bedford Cord 37T140 4102776 Blue Leather 57T1340 4102723 54T140 4102723 54T140 4102723 54T140 4102723 55T1340 4102729 53T140 4102729 54T140 4102729 55T1340 55T1340 4102729 54T140 4102729 55T1340 4102729 55T1340 4102729 55T1340 4102728 55T1340 4102785 57T140 4102785 47T140			37T1404102776	38T1404102777	39T1404102778
STT140	53-7	Gray Bedford Cord with Blue			
Blue Leather		Leather - Series 40-52,62			
54 Gray Herringbone - Series 40-52,608,62,72 53T140 4102792 53T140 4102792 54T140 4102793 55 Tan Bedford Cord - Series 40-52,608,62,72 22T140 4134471 47T140 4102786 48T140 4102787 55A Tan Bedford Cord - Series 40-672 22T140 4134471 46T140 4102785 72T140 4102811 56 Tan Plain Cloth - Series 40-52,608,62,72 46T140 4102785 47T140 4102786 48T140 4102787 56-A Tan Plain Cloth - Series 40-608,72 46T140 4102785 47T140 4102786 48T140 4102787 57 Tan Bedford Cord - Series 40-72 97T140 4111047 98T140 411048 99T140 4111049 58 Tan Plain Cloth - Series 40-72 98T140 4111048 98T140 4111048 99T140 4111049 59 Gray Bedford Cord - Series 40-72 19T140 4102759 43T140 413469 80T140 4111046 60 Gray Plain Cloth - Series 40-75,90 17T140 4102741 4T140 4102745 5T140 4102745 61 Tan Embassy Pattern Broadcloth - Series 40-75,90 3T140 4102742 2T140 4102745 5T140 4102745 63 Tan Beddord Cord - Series 40-75,90 3T140 4102743 4T140 4102744 5T140 4102745 64 Tan Broadcloth - Series 40-75,90 6T140 4102744 4T140 4102744 5T140 4102745 65 Gray Vogue Pattern Broadcloth - Series 40-75,90 5T140 4102744 5T140 4102745 5T140 4102745 66 Gray Pattern Broadcloth - Series 40-75,90 5T140 4102744 5T140 4102745 5T140 4102745 67 Gray Fan Bedford Cord - Series 40-75,90 5T140 4102746 5T140 4102745 5T140 4102745 68 Gray Vogue Pattern Broadcloth - Series 40-75,90 5T140 4102747 5T140 4102748 5T140 4102749 69 Gray Pattern Broadcloth - Series 40-75,90 5T140 4102748 5T140 4102749 5T140 4102749 60 Gray Pattern Broadcloth - Series 40-75,90 5T140 4102748 5T140 4102748 5T140 4102749 60 Gray Pattern Broadcloth - Series 40-75,90 5T140 4102748 5T140 4102748 5T140 4102749 61 Gray Fan Bedford Cord - Series 40-75,90 5T140 4102748 5T140 4102748 5T140 4102749 61 Gray Fan Bedford Cord - Series 40-75,90 5T140 4102748 5T140 4102748 5T140 4102749 61 Gray Eacher - Series 40-75,90 5T1340 4103602 72 Tan Leather - Series 40-75,90 5T1340 4103603 73 Gray Leather - Series 40-75,90 5T1340 4103604 74 Green Leather - Series 40-75,90 5T1340 4103500					
Séries 40-52,608,62,72 53T140					
Tan Bedford Cord - Series 40-72 22T140	54	Gray Herringbone -		50m140 4100700	EATTIAN 4102703
Series 40-52,608,62,72. 22T140. 4134471 47T1404102786 48T1404102787 Tan Bedford Cord -			53T1404102792	5311404102792	5411404102795
Tan Bedford Cord	33	Series 40-52.60S.62.72	22T1404134471	47T1404102786	48T1404102787
Tan Plain Cloth	55A	Tan Bedford Cord -			
Series 40-52, 60S, 62, 72			22T1404134471	46T1404102785	72T1404102811
56-A Tan Plain Cloth - Series 40-608, 72 46T140 4102785 46T140 4102785 72T140 4102811 57 Tan Bedford Cord - Series 40-72 97T140 4111047 98T140 4111048 99T140 4111049 58 Tan Plain Cloth - Series 40-72 98T140 4111048 98T140 4111048 99T140 4111049 59 Gray Bedford Cord - Series 40-72 19T140 4102759 43T140 4134469 80T140 4111046 60 Gray Plain Cloth - Series 40-72 43T140 4134469 43T140 4134469 80T140 4111046 61 Tan Vogue Pattern Broadcloth - Series 40-75,90 17140 4102741 47140 4102744 57140 4102745 62 Tan Bedford Cord - Series 40-75,90 27140 4102742 27140 4102742 57140 4102745 63 Tan Broadcloth - Series 40-75,90 37140 4102743 47140 4102744 57140 4102745 64 Tan Broadcloth - Series 40-75,90 47140 4102744 47140 <td>56</td> <td>Tan Plain Cloth - Series 40-52 608 62 72</td> <td>46T1404102785</td> <td>47T1404102786</td> <td>48T1404102787</td>	56	Tan Plain Cloth - Series 40-52 608 62 72	46T1404102785	47T1404102786	48T1404102787
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71 Black Leather -	67	Gray Broadcloth -			
Series 40-75,90			8T1404102748	8T1404102748	9T1404102749
72	71		7T13404103602		
73 Gray Leather - Series 40-75,90	72				
Series 40-75,90			8T13404103603		
74 Green Leather - Series 40-75,90	73		9T13404103604		
Series 40-75,90	74	Green Leather -			
312 Tan Stripe Cloth - Series 40-72 100T140		Series 40-75,90	10T13404103550		
beries 40-72 1001140	312	Tan Stripe Cloth -	1007140 4111050	1017140 4111051	101T1404111051
		Series 40-12	1001110	10111101111011	

1940 LaSalle Production

Total Production: 24,130 automobiles and chassis.

Serial Numbers: Series 50 are 2320001-2330382 (two numbers not assigned). Series 52 are 4320001-4333751 (one number not assigned).

The Vehicle (engine) serial number is "On rough flat surface on rear portion of crankcase back of L.H. block, numbered at right angle with the crankshaft. Numbering to start from the top."

Chassis Numbers: Same as engine serial numbers. Location of chassis number is "On top surface of frame side bar, just ahead of dash. opposite steering gear."

Body Plates: "Body and style number on plate on left side of dash." (under the hood)

Body Type and Style Numbers:			Production	List Price
Series 40-50 (123" Wheelbase) -	Fisher Bodies			(Feb 15, 1940)
5-Pass. 2-Door Touring Sedan	40-5011		366	\$1220.00
5-Pass. 2-Door Touring Sedan				
(Sunshine Turret-Top Roof)	40-5011A		9	\$1305.00
5-Pass. 4-Door Touring Sedan	40-5019		6558	\$1260.00
5-Pass. 4-Door Touring Sedan				\$1200.00
(Sunshine Turret-Top Roof)	40-5019A		140	\$1345.00
2-Pass. Coupe	40-5027		1525	\$1180.00
5-Pass. Convertible Sedan	40-5029		125	\$1730.00
2-Pass. Convertible Coupe	40-5067		598	\$1335.00
Chassis (123" Wheelbase)			2	\$ 935.00
Commercial Chassis (159" Wheelbase)	39-50		1030	\$ 980.00
Chassis CKD (Export)			24	3 700.00
		Total	10377 (Difference	of 3 units)
Series 40-52 (123" Wheelbase) -	Fisher Bodies			
5-Pass. 4-Door Touring Sedan	40-5219		10181	\$1380.00
5-Pass. 4-Door Touring Sedan - CKD (Export)	40-2519		132	Not listed
2-Pass. Coupe	40-5227C		3000	\$1320.00
5-Pass. Convertible Sedan	40-5229		75	\$1825.00
2-Pass. Convertible Coupe	40-5267		425	\$1475.00
		Total	13750	31475.00

Standard Color Options

Body, fenders, tire cover	R&M#	Wheels	
1 Black	2532122 (Duco)	Black (standard)	94-005
		Triton Green (optional)	94-20957
		Vincennes Red (optional)	94-3618
2 Antoinette Blue	22290	Antoinette Blue	94-20871
3 Cavern Green	023355	Triton Green	94-20957
4 Knickerbocker Gray	020185	Vincennes Red	94-3618
5 Marquette Gray	020182	Vincennes Red	94-3618
6 Long Key Green Iridescent	P.S. 389	Long Key Green	182-21341
7 Beaver Brown Iridescent	P.S. 860	Beaver Brown	182-21340
9 Corlear Blue Iridescent	P.S. 297	Corlear Blue	182-21339
10 Homer Gray Iridescent	P.S. 170	Vincennes Red	94-3618
11 Oxblood Maroon Iridescent	P.S. 608	Oxblood Maroon	182-20955
13 Chicory Green Iridescent	P.S. 367	Chicory Green	182-21336
Evergreen Iridescent	P.S. 328	omony oncen	102-21550
14 Harbormist Gray Iridescent	P.S. 1123	Submarine Gray	182-21338
Submarine Gray Iridescent	P.S. 1124	Section of the sectio	102-21330
15 Beaumont Blue Iridescent	P.S. 262	Beaumont Blue	182-21342
Pilot Blue Iridescent	P.S. 233	Statillon Diac	102-213-12
16 Silver French Gray Iridescent	P.S. 195	Luzon Green	182-21337
Luzon Green Iridescent	P.S. 391	Sandin Gracii	102-21337
Cozon Green muescem	1.5. 391		

Note: Two-tone color splits are Belt Moulding and above/below Belt Moulding. Paint code number is on the body cowl tag.

Standardized Colors: The interior fittings and controls on Series 40-50 and 40-52 cars are toned to match the upholstery in the body. Parts made of plastic and certain painted parts are identified in the listing as gray and tan. Below is a chart indicating the color of parts used with the various trim combinations. Two shades of Gray and Tan are used on Instrument Panel and Belt Panel portion of the Garnish Mouldings.

Series 40-50 and 40-52 except Styles 40-5229 and 40-5267: To match trim combination 21, 24, 26, 26A, 28, 28A, 29, 31, 41, 46, 51, 51-4, 51-8, 52, 55, 56, 56A-Tan To match trim combination 22, 23, 25, 27, 27A, 30, 44, 53, 53-7, 54 - Gray

Series 40-52, Styles 40-5229 and 40-5267:

Instrument Panel Color To match trim combination R&M P.S. 1129 Hermes Gray 23 R&M P.S. 328 Evergreen 26, 26A R&M P.S. 297 Corlear Blue 27, 27A, 53-7 R&M P.S. 608 Oxblood Maroon 28. 28A. 51-8 R&M P.S. 8829 Scaforth Beige 24, 51-4

Garnish Mouldings without belt panels and portions excluding belt panel section are painted the following colors:

To match color tone Tan Brompton Beige 202-53071
To match color tone Gray Nassack Diamond Gray 242-6518

Standard Trim Options

Code	No	Trim No.	Convertible Tops	Trim No.
21	Tan Ribbed Broadcloth - Series 50	31T140	Tan (standard)	
22	Gray Ribbed Broadcloth - Series 50	34T140	Blue Grey (Special)	9T1540
23	Black Leather - Series 50, 52	1T1340	Black (Special)	15T1540
24	Tan Leather - Series 50, 52	2T1340		
25	Gray Leather - Series 50, 52	3T1340	Convertible Top Lining	
26	Green Leather - Series 50, 52	4T1340	Tan used with all colors	
	Two-tone Beige and Green Leather -	******		
20A	Series 52	40T1340 (Light Bo	eige), 4T1340 (Green)	
	Blue Leather - Series 50, 52	5T1340		
27	Two-tone Beige and Blue Leather -	311310		
ZIA	Series 52	40T1340 (Light Be	eige), 5T1340 (Blue)	
		6T1340		
28	Red Leather - Series 50, 52	011540		
28A	Two-tone Beige and Red Leather -	40T1340 (Light B	eige), 6T1340 (Red)	
	Series 52	16T140		
29	Tan Bedford - Series 50	81T140		
30	Gray Bedford - Series 50	011140		
51	Tan Bedford Cord - Two-tone -	40T140		
	Series 50, 52	401140		
51-4	Tan Bedford Cord with Tan Leather -	407140 271240 (Tanl	
	Series 52	40T140, 2T1340 (lan)	
51-8	Tan Bedford Cord with Red Leather -	10T140 (T1340 (Ded)	
	Series 52	40T140, 6T1340 (Keu)	
52	Tan Herringbone - Series 52	51T140		
53	Gray-Green Bedford Cord -			
	Two-tone - Series 50, 52	37T140		
53-7	Gray Bedford Cord with Blue Leather -		mi s	
	Series 52	37T140, 5T1340 ((Blue)	
54	Gray Herringbone - Series 52	53T140		
55	Tan Bedford Cord - Series 52	22T140		
56	Tan Plain Cloth - Series 52	46T140		

Accessory Groups

(February 15, 1940)

Prices include cost of installation. State and local taxes extra.

B (5 wheel) \$27.75 Flexible (Steering) Wheel Automatic Lighter License Frames Trim Rings (5) B6 (6 wheel) \$29.25 Flexible Wheel Automatic Lighter License Frames Trim Rings (6) C (5 wheel) \$37.75
Flexible Wheel
Automatic Lighter
License Frames
Trim Rings (5)
Grille Guard

C6 (6 wheel) \$39.25
Flexible Wheel
Automatic Lighter
License Frames
Trim Rings (6)
Grille Guard

D (5 or 6 wheel) \$36.25 Flexible Wheel Automatic Lighter License Frames Wheel Discs (4) E (5 or 6 wheel) \$46.25 Flexible Wheel Automatic Lighter License Frames Wheel Discs (4) Grille Guard

Running Boards are optional.

Additional Charges (February 15, 1940)
6 Wheels, fenderwells, tire covers
Right hand fenderwell
Sunshine Turret-Top Roof

\$100.00 \$ 42.00 \$ 85.00

OPERATING HINTS

for the **1940**

LA SALLE



OPERATING HINTS

for the

LA SALLE V-8

Series 40-50, 52



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GENERAL MOTORS CORP.
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We are anxious that you secure the best of service from your car, and we will welcome any inquiries regarding the car or its operation and maintenance. In writing on matters pertaining to your car, always give the engine number (See page 16 for location of engine number). Please address correspondence to

Service Department
CADILLAC MOTOR CAR DIVISION
General Motors Sales Corp.
Detroit, Michigan

Everyday Care

The Right Gasoline—The LaSalle V-8 engine provides all the benefits of modern, high-compression design, which means that it will operate most efficiently with high octane fuel.

As adjusted at the factory, it will perform satisfactorily with 72-octane fuel, which is the rating of most of the so-called "regular" grades of gasoline marketed in the United States. Fuels with octane ratings of less than 72 will usually cause the engine to "knock" or "ping" unless the spark is retarded.

Some car owners may prefer to use premium grades, of which "Ethyl" gasoline is the best known. These fuels have octane ratings well above 72 and, if used with an advanced spark setting, will permit the engine to develop more power.

Raising the Hood—is accomplished by tilting the radiator ornament back. This releases both the regular and the safety catch. Counterbalancing springs hold the hood in its raised position. When lowering the hood, make sure the catch is fastened securely.

The Break-In Period

Strictly speaking, your LaSalle car does not require a break-in period, for it is never necessary to drive at speeds below a specified maximum. We nevertheless urge that you drive at moderate speeds during the first 500 miles, even though it is only to accustom yourself to the handling of the car.

One definite precaution must be observed during this period. When driving a new car at speeds over 60 miles per hour, let up on the accelerator for ten or twelve seconds at frequent intervals. The important thing is not miles per hour, but avoiding continuous high speed.

Engine Oil Level—In checking the engine oil level between oil changes, there is only one safe rule: Check the oil level every time gasoline is purchased and add oil as required. Oil will not be required every time, but it is better to check the level unnecessarily a dozen times than to miss the one time that more oil is needed.

The mileage intervals for changing engine oil and the correct grade to use depend upon the season of the year and the type of driving, as explained on page 11.

The combination oil filler cap and plunger type gauge is on the left side of the crankcase. Add oil whenever the level is down to the 6-quart mark, but add only enough to bring the level up to the 7-quart mark.

Cooling Liquid Level—The radiator filler cap is located under the hood for convenience in checking liquid level when checking the oil. The level should be checked at least once every week or ten days, (except on long tours, when it should be checked daily) and kept to within one inch of the top of the filler neck.

Caution—When removing the filler cap from a hot engine, rotate the cap toward the left until the stop is reached. This is the vented position, which allows steam to escape. Keep in this position until the pressure in the system has been relieved, then turn again to the left to remove. Turn the cap all the way to the right when reinstalling.

Tire Pressure—The tire pressure is the fourth item requiring frequent attention. All tires, including spares, should be checked every week or ten days,* and maintained at the correct pressure of 24 pounds.

Check the pressure when the tires are cold, preferably in the morning, and never after a fast run. Heat developed on fast runs or from hot pavements increases the pressures and they decrease again when the tires cool.

Always unlock the rear compartment lid or the fender-well tire covers, and have the attendant check the spare tire while he is checking the others.

^{*}When touring and covering several hundred miles a day, check the tire pressure every day or two.

Instruments and Controls

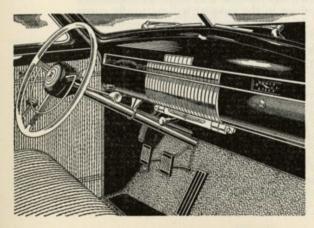
Comfort and convenience for the driver contribute to greater safety, as well as to more enjoyable driving. The LaSalle driver's compartment has been designed with this in mind.

The seat adjustment is easily made by lifting the catch on the left front of the seat base and sliding the seat backward or forward to the most comfortable position. On long trips, changing the adjustment occasionally will be found helpful in avoiding fatigue.

The rear view mirror has a universal mounting which permits adjusting it to any angle required for maximum vision. Furthermore, the mirror is mounted so that a halfturn raises or lowers it to suit the height of the driver.

The transmission control lever on the steering column is operated in the conventional manner. Lift the knob and move rearward to engage low gear, or forward to engage reverse; depress the knob and move it forward or rearward to engage second and high gears respectively.

The hand brake lever is located under the instrument panel at the extreme left, where it is convenient to the driver's left hand and yet completely out of the way.



The gasoline gauge is operated electrically. It indicates the quantity of fuel in the tank only when the ignition is turned on. When the ignition is turned off, the pointer drops beyond the "empty" mark.

In place of an *ammeter*, a battery charge or discharge indicator is used. This gauge should indicate "charge" as soon as the car is running 15 to 20 miles an hour. If it fails to do so, or if it shows a discharge when the engine is not running and no electrical equipment is in use, the cause should be investigated immediately.

The oil pressure gauge should always show pressure while the engine is running. If it does not, stop the engine at once and investigate the cause.

The temperature indicator, which shows the temperature of the fluid in the cylinder blocks, is operated electrically and functions only when the ignition is turned on.

The needle should register within the normal range except on long, hard drives in summer weather, when it may register hot. This condition need not cause alarm, as the pressure-operated overflow will normally prevent water losses at temperatures up to 229°F.

When the engine does run hot on long drives, it is important to check the oil and water levels frequently. Observe the precaution given on page 4 when checking the water level.

If the indicator should show "hot" during short runs under normal driving conditions, the cause should be investigated.

The speedometer trip mileage indicator can be quickly reset to zero by pushing the reset knob in and turning it backward. All of the figures will be returned to zero within one complete revolution of the dial.

The clock is electrically driven and fully automatic in operation. Interruptions in the current will naturally cause the clock to stop. After the current has been reconnected it is necessary merely to reset the hands, as the resetting mechanism will again put the clock in operation. The resetting knob and the regulating knob are inside the glove compartment on the back of the clock.

Headlamp Controls—The new "Sealed Beam" headlamps used on LaSalle provide two separate beams:

- A country (upper) beam, which illuminates the road evenly for a considerable distance ahead of the car, for use on the open highway when no other vehicles are approaching.
- 2. A traffic (lower) beam, which is low enough on the left side to avoid glare in the eyes of oncoming drivers, for use on heavily traveled highways and whenever meeting other vehicles.

The headlamps are lighted by pulling the light switch on the instrument panel to the second or last position, and selecting the country or the traffic beam as traffic and road conditions demand by depressing the foot switch near the clutch pedal.

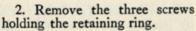
A red beam indicator in the speedometer face lights up whenever the country beam is in use to warn the driver to switch to the traffic beam when another car approaches. Never pass an approaching car with this red light burning.

The first position of the light switch turns on the parking lamps.

Replacing Headlamps—Two types of "Sealed Beam" headlamp units are available. One of these types is made entirely of hard glass and the other is a composite unit consisting of a metal reflector and a glass lens. Both are completely interchangeable from the standpoint of electrical connections, beam patterns and physical dimensions.

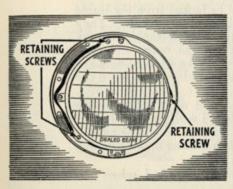
No dust or moisture can get inside the "Sealed Beam" headlamp unit because the reflector and lens are sealed together permanently. This feature eliminates cleaning, except for wiping off the outside of the lens, and provides proper focusing and maximum light efficiency during the life of the car. The reflector units in both the right and left-hand headlamps are identical and are so designed that they cannot be installed improperly, nor can the electrical connections be attached in any but the right way. This feature makes replacement of a unit extremely simple, as follows:

Remove headlamp door rim.



- 3. Remove retaining ring by rotating to the left, allowing the reflector unit to be removed.
- 4. Remove the connecting plug from the reflector unit.
- 5. Install a new unit by reversing above operations.
 - 6. Re-aim headlamps.

Instrument Lamps—Two types of lighting are available in the driving compartment—the



dials of all instruments are glow-lighted, while momentary lighting of the ignition switch is provided by the lock lamp.

The switch for these lamps is mounted on the instrument board flange just to the right of the steering column. Turned to the right, it lights the instrument lamps, but only if the headlamps are also turned on. Turning this switch further to the right decreases the brilliance of the lamps. When the switch is turned to the left, the instrument lamps and lock lamp are both lighted, regardless of the headlamps.

The Directional Signal control lever is just below the steering wheel on the left-hand side. In the up position, a right turn is indicated; in the down position, a left turn.

The signal is made by the flashing of 21 c. p. bulbs in the fender lamp and the rear lamp on one side of the car. An indicator in the control flashes while the signal is in operation, to remind the driver to switch off the signal after completing the turn.

Locks and Keys—Maximum protection is provided by the LaSalle system of locks and keys. Two sets of two keys each are furnished with the car. The octagonal handled key operates the front doors and the ignition switch. The roundhandled key operates the compartment locks.

As a protection against unauthorized persons securing keys, the key numbers do not appear either on the keys or the face of the locks, but on small metal inserts fastened in the keys. Mark these key numbers on your Certificate of Title or Bill of Sale, as soon as you take delivery of the car, and have your dealer knock these number inserts out of the keys and destroy them.

Door Locks—The doors can all be locked from the inside by pushing down the small lock button (or lever). They can also be locked from the outside with the button by depressing the button while the door is open, and then holding the door handle all the way down while closing the door. The button snaps to the unlocked position when the door is closed in the usual fashion.

The front doors can be locked and unlocked with the driver's key. They can also be locked with the lock button and when so locked, the key will unlock them. Be careful not to lock the keys in the car when locking doors with the lock button.

Lock your car. Never leave it unlocked when unattended.

Cadillac-LaSalle Service

Authorized Service Stations—We urge you to take your La Salle car to Authorized Service Stations for any service work that it may require, as Authorized Service Stations are qualified to take care of this work in a manner that cannot be duplicated elsewhere.

They have the obvious advantages of specialized experience on La Salle cars, of the use of genuine La Salle parts, and of adequate tools and equipment. Their workmen, too, secure the benefits of continuous training on up-to-date LaSalle servicing methods by means of regular publications and special bulletins supplied exclusively to them by the Cadillac factory.

Furthermore, keeping La Salle owners well satisfied with their cars will pay dividends in future car sales to Authorized Dealers. For this reason alone, no one else will have as great an interest in keeping your car performing at its best.

Owner Service Policy—When you took delivery of your car, you received from our distributor or dealer an "Owner Service Policy Certificate," which we ask you to read carefully at this time, if you have not already done so.

You will note from your certificate that you are entitled to a number of privileges, including: Free inspection and adjustments during the first 90 days or 4,000 miles of ownership, replacement without charge of any parts adjudged by this company to be defective under its Warranty, and free

inspections at any time, provided no disassembly of parts is required.

You are also entitled, when touring, to the same consideration from any Authorized Service Station as you would receive from the service station of the dealer who sold the car, by merely presenting your Identification Card. This card was also presented to



you by the dealer when you took delivery of the car. Sign this card as soon as it is received and always carry it when touring, in the pocket provided for it on the cowl.

Manufacturer's Warranty-All La Salle cars are sold

subject to the following Manufacturer's Warranty:

"Warrant each new passenger automobile manufactured by us, to be free from defects in material and workmanship under normal use and service, our obligation under this Warranty being limited to making good at our factory any part or parts thereof, including all equipment or trade accessories (except tires) supplied by the car manufacturer, which shall, within ninety (90) days after making delivery of such vehicle to the original purchaser or before such vehicle has been driven 4,000 miles, whichever event shall first occur, be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective; this Warranty being expressly in lieu of all other Warranties expressed or implied and of all other obligations or liabilities on our part, and we neither assume nor authorize any other person to assume for us any liability in connection with the sale of our vehicles."

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

Tire Warranty-All tires supplied as original equipment

carry the following tire manufacturer's warranty:

"Every tire of our manufacture, bearing our name and serial number, is guaranteed by us to be free from defects in workmanship and material, without limit as to time or mileage, and to give satisfactory service under normal operating conditions.

"If our examination shows that any tire has failed under the terms of this guarantee, we will either repair the tire or

make an allowance on the purchase of a new tire."

Battery Warranty—"A Delco battery, Model 17 K 2 W, is used in your car. It is guaranteed for 90 days or 4,000 miles, whichever first occurs, but if you will have it registered immediately with a Delco Battery Service Station, you can obtain an Adjustment Policy Service Certificate which protects you for 21 months or 21,000 miles. Your Cadillac-La Salle Dealer will be glad to assist you with this important matter."

Lubrication

In order that your LaSalle car may deliver throughout its life the performance built into it, we urge you to protect your investment by having the car lubricated regularly as recommended.

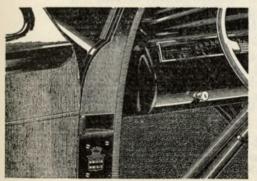
Authorized Lubrication—Lubrication operations can be performed most satisfactorily by your Authorized Cadillac-LaSalle Service Station. In addition to having specialized equipment, they also have correct lubricants, complete instructions, and experience on LaSalle cars.

When a lubrication operation is performed at an Authorized Service Station, the number of the next lubrication and the mileage at which it is due will be posted on the crest-shaped plate on the left front door pillar. When this mileage appears on the speedometer, the car can be taken to any Authorized Service Station and, by asking for "schedule lubrication," the car will receive the exact lubrication required.

Engine Oil Recommendations

During the first 1,000 miles, use the oil that was in the crankcase when the car was delivered. When it is necessary to add oil during this period, use nothing heavier than 10 W oil in winter or 20-W in summer. Change the oil at the end of 1,000 miles.

NOTE: "Break-in" oils or compounds are entirely unnecessary. They should not be used under any circumstances



unless the supplier can furnish satisfactory proof that the compound contains no harmful ingredients.

After the first 1,000 miles, the crankcase oil should be selected to give the best performance under your individual climatic and driving conditions.

During cold weather, an oil should be used that will permit easy starting at the lowest atmospheric temperature that is likely to be encountered.

When the engine crankcase is being refilled, the engine oil should be selected, not on the basis of the atmospheric temperature existing at the time of the change, but on the anticipated *minimum* temperature for the *entire* period during which the oil is to be used. Unless the selection is made on this basis, difficulty in starting will be experienced at each sudden drop in temperature.

The viscosity grades of engine oil for use in your LaSalle car at the various cold weather temperatures are given in the chart below:

If you anticipate that the minimum atmospheric temperature will be:

Not lower than 32°F. above zero

As low as 10°F. above zero As low as 10°F. below zero Below 10°F. below zero Use the grade indicated:

20-W or SAE-20

20-W 10-W

> 10-W plus 10% kerosene

NOTE: 10-W oil plus 10% kerosene is recommended only for those territories where the temperature falls below 10°F, below zero for long periods.

During summer weather, use of 20-W or SAE-20 engine oil will permit better all-round performance of the engine than will the heavy body oils. SAE-30 oil may be used if it is expected that the average prevailing daylight temperature will be 90°F. or above, or if the car is regularly driven at high speeds.

Maintaining Oil Level—Check the oil level every time gasoline is purchased and add oil as necessary. The oil gauge rod is marked in quarts; add oil whenever the level falls below the 6-quart mark, but do not add above the 7-quart mark. Always be sure to have the right amount before starting on a long drive.

Changing Crankcase Oil—Under normal driving conditions, draining the crankcase and replacing with fresh oil every 2,000 to 3,000 miles is recommended.

Under adverse driving conditions, it may become necessary to drain the crankcase oil more frequently. These conditions would include:

Driving through dust storms or on extremely dusty roads may contaminate the engine oil in spite of the engine air cleaners.

During cold weather, frequent starts and short runs may contaminate the oil with water condensation inside the crankcase.

Hard driving tends to thicken oils and this may interfere with easy starting in cold weather.

Drain the crankcase only after the engine has been heated to normal operating temperature. The benefit of draining is, to a large extent, lost if the crankcase is drained when the engine is cold, as some suspended foreign matter will cling to the sides of the oil pan and will not drain out readily with slower moving cold oil.

Whenever the crankcase oil is changed, the copper gauze in the air intake for the crankcase ventilating system should be cleaned in gasoline and dipped in engine oil. The carburetor air cleaner should also be cleaned and re-oiled.

Chassis Lubrication

Detailed instructions for the lubrication of your LaSalle car are listed and illustrated in the "Lubrication Chart."* The chassis requires attention every 1,000 miles, and all chassis lubricating points should be given attention at these times. In addition, the transmission and rear axle lubricant should be drained and replaced every 6,000 miles.

Lubricants—The rear axle of your car is equipped with a hypoid gear and pinion, and it must be lubricated all-year-round with SAE-90 Passenger Car Duty Hypoid Lubricant.

The lubricant level should be inspected every 1,000 miles and Hypoid Lubricant added if required. The axle should be drained, flushed out, and refilled with fresh Hypoid Lubricant every 6,000 miles, regardless of season.

NOTE: SAE-80 Passenger Car Duty Hypoid Lubricant should be used in localities where the temperature drops below 10° below zero for long periods.

^{*}Not supplied with this booklet, but available to owners on request.

The transmission is to be lubricated all-year-round with SAE-90 or SAE-90 EP gear oil. The SAE-90 Hypoid Lubricant recommended for the rear axle may be used also in the transmission.

The lubricant level should be inspected every 1,000 miles and lubricant added as required. Every 6,000 miles, the transmission case should be drained, flushed and refilled with fresh lubricant.

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

Other Operations—In addition to lubrication operations, there are several items of maintenance regularly required which are listed here for your convenience:

Shock absorbers...Check fluid level every 6,000 miles Brakes.......Check fluid level every 6,000 miles Cooling system...Flush twice a year—Spring and Fall Gasoline lines and

strainers......Clean out twice a year—Spring and Fall Engine oil pan...Remove and clean once a year

Tires......Interchange, left to right and front to rear, every 4,000 miles.

Lubricant Capacities:

Engine crankcase	7 qts.
Transmission	2½ pts.
Rear axle	5 pts.
Cooling system	5 qts.
Gasoline tank	2 gallons

Cooling System Inhibitor—Cadillac Cooling System Inhibitor, a chemical that retards the formation of rust and scale, should be added whenever the system is drained and refilled. Cadillac Cooling System Inhibitor is recommended, not alone because of its effective action, but also because it can be used safely with any recommended anti-freeze.

Anti-Freeze—Anti-freeze solutions that can be safely used are of two types: The volatile types such as denatured alcohol and methanol or the non-volatile types such as distilled glycerine and ethylene glycol (Prestone).

If you prefer to use alcohol or methanol solutions, it is important that the solution be tested at frequent intervals, and that sufficient anti-freeze be added to replace any lost by evaporation; otherwise there is a danger of damage by freezing. When using these solutions, it is also important to avoid spilling any on the car finish, or if any is spilled, to flush off immediately with a large quantity of water.

Distilled glycerine and ethylene glycol are more expensive in first cost but, as they are not lost by evaporation, only water needs to be added. Solution lost through leaking or foaming must, of course, be replaced and on this account it is especially important to make sure that the system is leak-proof before adding this type of anti-freeze.

Glycerine and ethylene glycol should be used in accordance with instructions and in the proportions recommended by the anti-freeze manufacturer. Ordinarily, they should not be mixed with other solutions.

Whenever anti-freeze is to be installed, check over the entire cooling system. Replace any worn hoses and tighten all hose connections. Inspect water pump, fan belt, and radiator shutters and thermostat for proper operation. Clean cooling system thoroughly to remove all rust and scale.

When glycerine or ethylene glycol are to be installed, one special precaution must be taken. The cylinder heads must be tightened thoroughly to prevent any possibility of the cooling liquid getting into the engine crankcase. If necessary, install new cylinder head gaskets and tighten thoroughly.

Salt solutions, such as calcium chloride or magnesium chloride, sodium silicate, kerosene, honey, glucose and sugar solutions are not satisfactory for use in automobile radiators.

Use of Hydrometer—In using a hydrometer to determine the freezing point of a solution, allowance must be made for the temperature of the solution at the time it is being tested. On this account, most anti-freeze hydrometers are fitted with a thermometer and temperature chart. Only this type of anti-freeze tester should be used.

Alcohol and methanol solutions have, for all practical purposes, the same specific gravity and they may be tested with the same hydrometer and mixed in the same solution.

Cadillac Cooling System Inhibitor does not affect the reading of an anti-freeze hydrometer.

The Underseat Heater is automatically protected from freezing in cold weather if the cooling system contains antifreeze and the shut-off valves are open. Draining will not provide protection, as the location of the heater does not permit complete draining unless air pressure is applied.

License Data

Engine Number

Series	40-50	 				 			 2320001	and	up
Series	40-52	 				 	 		 4320001	and	up

The engine number, which is also the serial number, is stamped on the car in two places: On the crankcase behind the left cylinder block, parallel to the dash, and on the frame sidebar, near the steering gear. It contains figures only, and no letters. It can be read from the left side upon lifting the hood.

The engine number is to be used in license and insurance applications, and in general reference to the car.

	Series 40-50 & 52
Type of Engine	V-8
Bore and Stroke	33/8 x 41/2 in.
Piston Displacement	322 cu. in.
Taxable Horsepower	36.45
Wheelbase	123 in.

Weight: Consult the distributor or dealer who sold you the car, or the Motor Vehicle Commissioner of your State. Weights of all LaSalle body styles are regularly supplied to these authorities.

Edition 40-55 10M-4-40

Maximum Delivered Prices of 1940 Cadillacs and LaSalles Without Optional Equipment and Accessories

				198 J. 198	LaSalle "50	On				LaSalle Special "52"				
	502 2-4 Cour	4 5	5011 5 2-Door To Sedan	our.	5019 5 4-Door Tou Sedan	ir. 2-4 Cor	067 nvertible oupe	502: 5 Convert Sedan (Tr	ible	5227 2-4 Coupe	5 4-	5219 Door Tour. Sedan		
List Price of Car \$	1180.	.00	1220.00		1260.00	133	1335.00		0	1320.00) 1	380.00		
E. O. H.	34.	.00	34.00	in the	34.00	3	34.00		0	34.00)	34.00		
Handling and Delivery	26.	.00	26.00		26.00	2	6.00	26.0	0	26.00		26.00		
Advertised "Del. Price at Detroit, Mich."	1240.	.00	1280.00		1320.00	139	5.00	1800.0	0	1380.00) 1	440.00		
Transportation Charge									323					
Price of Car \$	Cadi	11ac "62"	Cadil	lac Spe	cial "60-S"			Cadill:	c Fleetwo	ood #79#				
	6227 2-4 Coupe	6219 5 4-Do Tour. S	or 5 4	D19S -Door Sedan	6019SF 5Tour. Sed. Division	7219 5 4-Door Tour. Sedan	7219F 5 Tour. Se Division	7223 7 Tot	ir. 7To	7233 ur. Imp. 9	7223L 9-Business Tour. Sedan	7233L 9-Business Tr. Imp. Sed		
List Price of Car \$	1605.00	1665.0	00 199	5.00	2135.00	2555.00	2625.00	2665.	00 27	95.00	2575.00	2705.00		
Е. О. Н.	42.00	42.0	00 5	2.00	52.00	62.00	62.00		A Paris Name of Street, Street	67.00	62.00	67.00		
Handling and Delivery	38.00	38.0	00 4	3.00	43.00	53.00	53.00	The state of the s	CO. 10406-291	53.00	53.00	53.00		
Advertised "Del. Price at Detroit, Mich."	1685.00	20000000	P. S. C. J. A. S. S.	0.00	2230.00	2670.00	2740.00	-		15.00	2690.00	2825.00		
Transportation Charge														
**Maximum Delivered Price of Car \$	ALC AND					Style Style					N OFFI			
			7500	7.50		Cadillac Fle	T							
	7519 5 Four-Dr. Tour. Sed.	7519F 5 Tour. Sed. Div.	7523 7 Tour. Sedan	7533 7 Tot Imp. 5	ur. 2-4	7557B 5 Coupe	7539 5 Town Sed. (Trnk.)	7559 5 Formal Sed.(Trnk.)	7533F 7 Forma Sed.(Trnk	7567 1 2-4 Con Coupe	v. 5 Conv.			
List Price of Car \$	2865.00	3025.00	3075.00	3225	.00 3145.0	00 3245.00	3495.00	3845.00	3845.0	0 3245.0	0 3795.00	4945.00		
E. O. H.	72.00	72.00	77.00	77.	.00 77.0	00 77.00	82.00	92.00						
Handling and Delivery	58.00	58.00	58.00	58.	.00 58.0				58.0	TO SECTION AND ADDRESS.				
Advertised "Del. Price at Detroit, Mich."	2995.00	3155.00	3210.00						The state of the state of	0 3380.0				
Transportation Charge			S AND Y		100 33 170									
**Maximum Delivered Price of Car \$		7-11-11-1							The Interest	THE WAY				
					A Property	Cadillac S	ixteen *90	II .						
	9019 5 Four-Dr. Tour. Sed.	9019F 5 Tour. Sed. Div.	9023 7 Tour. Sedan	9033 7 Tou Imp. S	ır. 2-4	9057B 5 Coupe	9039 5 Town Sed. (Trnk.)	9059 5 Formal Sed.(Trnk.)	9033F 7 Forma Sed.(Trnk	9067 1 2-4 Con Coupe		9053 Town Car (Trunk)		
List Price of Car \$	4950.00	5025.00	5075.00	5225.	.00 5145.0	0 5245.00	5495.00	5845.00	5845.0	5245.0	0 5795.00	6945.00		
Е. О. Н.	107.00	107.00	112.00	112.	.00 112.0	0 112,00	117.00	127.00	127.0	0 112.0	0 122.00	147.00		
Handling and Delivery	83.00	83.00	83.00	83.	.00 83.0	0 83.00	83.00	83.00	83.00	0 83.0	0 83.00	83.00		
Advertised "Del. Price at Detroit, Mich."	5140.00	5215.00	5270.00	5420.			1	100	36	5440.00	Total Transition	Color District		
Transportation Charge			100	2 30										

^{**}The Retail Purchaser has the right to buy the car at the "Advertised Delivered Price at Detroit, Michigan," with the addition of the transportation charge to the local distributor point, and state and local taxes (if any) without being required to buy optional equipment or accessories. Therefore, if optional equipment or accessories are on the car and the retail purchaser does not desire to buy such optional equipment or accessories, the distributor should either remove them or order a car with only such optional equipment or accessories as the retail buyer desires.

Price of Car

All Prices Are Subject to Change Without Notice - Any State or Local Taxes Should Be Added to Above Prices
For Optional Equipment and Accessories see Reverse Side

Date October 10, 1939	Distributor	City

Maximum Installed Prices 1940 Cadillac - LaSalle Optional Equipment and Accessories

	"50"	"52"	"62"	60-S	"72"	"75"	"90"
6 Wheels 2 spare wheels in trunk	XXX	XXX	XXX	XXX	\$45.00	XXX	XXX
6 Wheels Fenderwells, Tire Covers	\$95.00	XXX	\$100.00	\$100.00	XXX	\$120.00	\$130.00
Right Hand Fenderwell	40.00	XXX	42.00	42.00	XXX	50.00	55.00
Sun. Tur. Top (50-11, 50-19, 60-19S)	37.50	XXX	XXX	85.00	XXX	XXX	XXX

Group A - Cadillac - License Frames, 4 Wheel Discs, Grille Guard	\$29.00
Group B - LaSalle - Flexible Wheel, Automatic Lighter, License Frames, 5 Trim Rings	27.75
Group B6 - LaSalle - Flexible Wheel, Automatic Lighter, License Frames, 6 Trim Rings	29.25
Group C - LaSalle - Flexible Wheel, Automatic Lighter, License Frames, 5 Trim Rings, Grille Guard	37.75
Group C6 - LaSalle - Flexible Wheel, Automatic Lighter, License Frames, 6 Trim Rings, Grille Guard	39.25
Group D - LaSalle - Flexible Wheel, Automatic Lighter, License Frames, 4 Wheel Discs	36.25
Group E - LaSalle - Flexible Wheel, Automatic Lighter, License Frames, 4 Wheel Discs, Grille Guard	46.25
Trouble Trouble Miles, nationally English, Erection Trained, Timber Press, artific additional from	40.25
Automatic Radio	69.50
Defrosting Heater	26.50*
Ventilating Defrosting Heater	31.50*
Dual Ventilating Defrosting Heater - Series 40-50, 52, 62, 60	48.50
Series 40-72, 75, 90	52.50
* \$5.00 extra on V-16 Series 90	I A SERVI
Flexible Steering Wheel - LaSalle only	15.00
Automatic Cigarette Lighter - LaSalle only	2.25
Trim Rings each	1.50
Wheel Discs each	4.00
License Frames pair	3.00
Grille Guard	10.00
NoRol - Series 40-50, 52, 62	11.00
Series 40-60	12.50
Series 40-72, 75, 90	13.50
Windshield Washer	6.50
Fog Lights pair	14.50
Spotlight	18.50
Outside Rear Mirror	4.50
Automatic Battery Filler	7.50
Seat Covers per seat	8.25
Robes - Fleetwood	50.00
Monograms	5.50
Double Alpaca	30.00
Alpaca and Plush	30.00
Moto-Pack	6.85
MULU-1 GUN 1111111111111111111111111111111111	0.05

All Prices Are Subject to Change Without Notice - Any State or Local Taxes Should Be Added to Above Prices