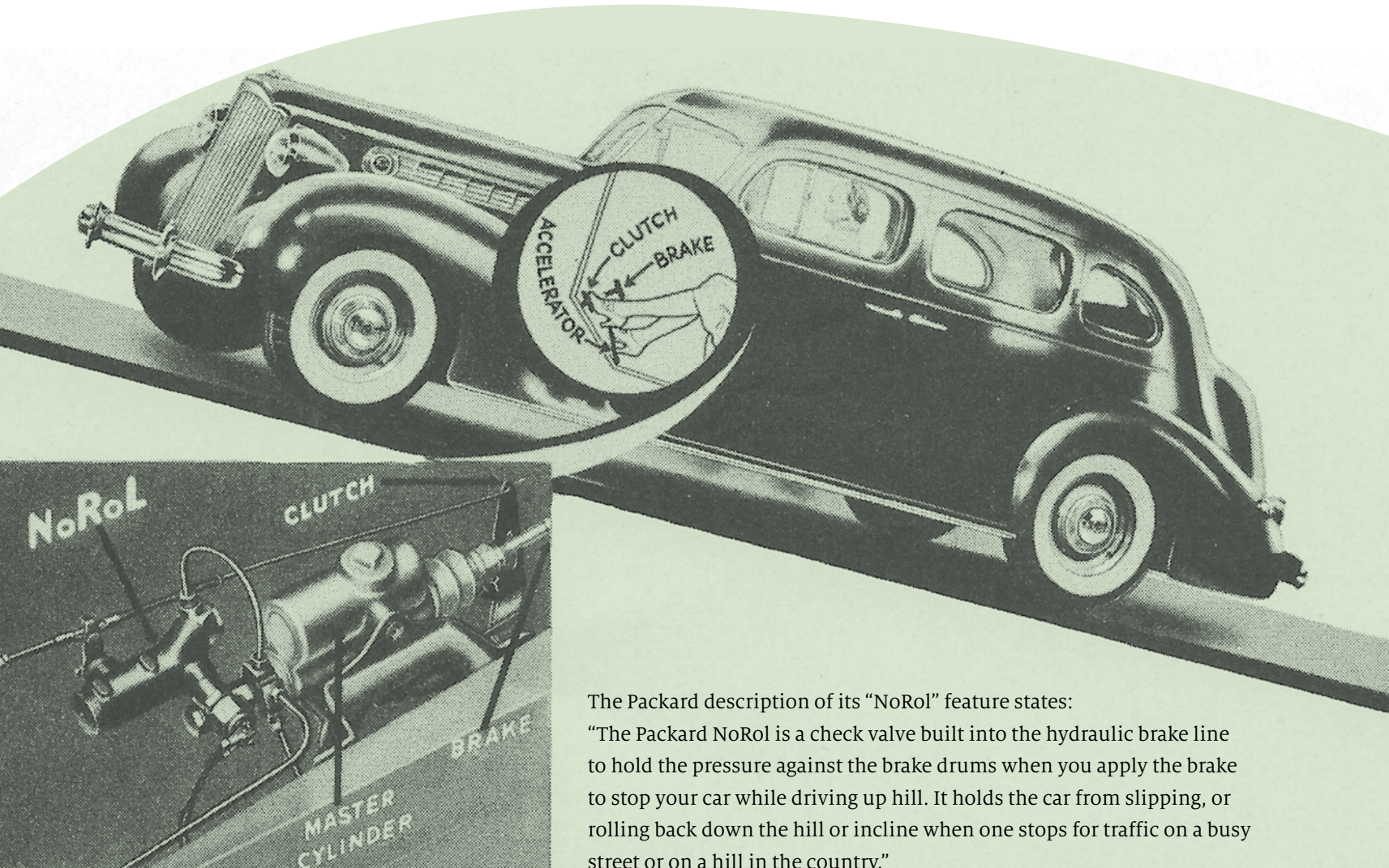
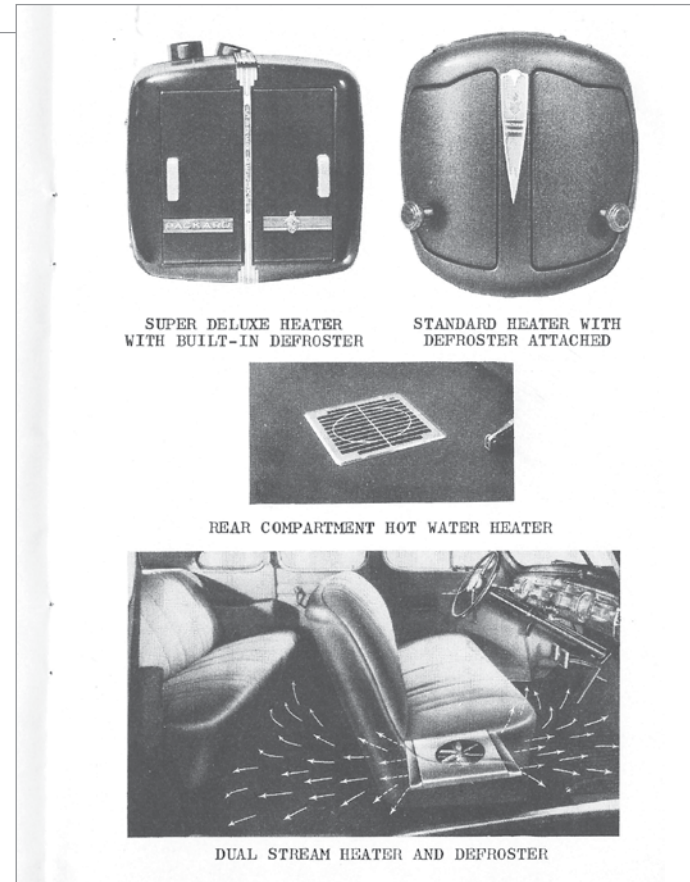


CLASSIC ERA ACCESSORIES

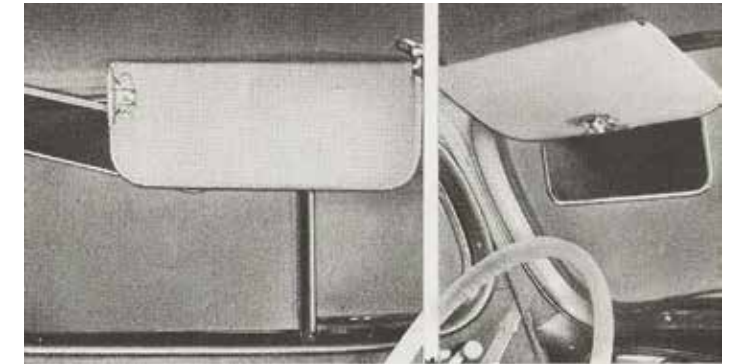
While Classics Cars were typically the “top shelf” automobile brands of the era, manufacturers (and dealers) realized profit margins could be enhanced with the addition of options and accessories. Here are a few covering Packard, Cadillac and Cord.



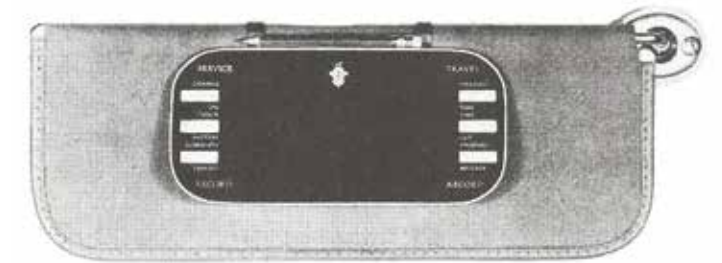
The Packard description of its “NoRol” feature states: “The Packard NoRol is a check valve built into the hydraulic brake line to hold the pressure against the brake drums when you apply the brake to stop your car while driving up hill. It holds the car from slipping, or rolling back down the hill or incline when one stops for traffic on a busy street or on a hill in the country.”



Prices for 1940 Packard heaters were \$21.95 for the Super Deluxe Heater; \$18.75 for the Standard Heater; \$32.50 for the Rear Compartment Heater; and \$27.50 for the Dual Stream Heater.



For just \$1 this Vision Glare Shield addresses and eliminates “Blind driving, created by sun glare, bright lights and pavement reflections.”



Even less expensive at 95 cents is this Vanity Mirror which “will be appreciated by any woman driver or passenger for adjusting her personal appearance.”

RADIO—Add the thrill of riding where the highway and skyway meet! Music, entertainment, world news and sports are all brought to you by the Packard Custom Radio. Any one of five predetermined stations can be selected by the slight touch of a button on the dial. Any other station can be tuned in by using the manual control in the regular way.

New, different and typically Packard is the synchronized “Color-Tone” lighting of the radio control dial. Blue, Amber or Red lights flood the radio dial, each blending into the other in a rainbow range of color as the tone control of the radio is changed to approximate the perfect tone quality of the broadcast. The new speaker is located in the center of the instrument panel.

To assure you of the most perfect reception, the Packard Custom Radio was subjected to months of engineering and research by Packard engineers. Eight tubes, two dual purpose, provide ten tube performance, ensuring ample power, more sensitivity and increased selectivity. The “Tone-O-Matic” control enables each owner to adjust any one of the five automatic control buttons to any broadcast station. Correct acoustics, increased volume and sharp tuning provide faithful reproduction of any type of program.

ANTENNA—The new Rotary Antenna is easy to operate in all kinds of weather without getting out of the car. The antenna may be swung into an upright position and extended to its full length by turning a handy knob inside the car. It may be lowered by reversing the same inside control knob. This antenna folds down automatically if it strikes a low-hanging obstruction. An adjustable coil antenna is available for use on all convertible model cars.

Living Room Pleasure Brought to Your Car!

Packard radios for 1941 featured synchronized “Color-Tone” lighting of the radio control dial. Red for Speech; Amber for Dance Music; and Blue for Bass Notes. “Living Room Pleasure Brought to Your Car!” >

THE NEW *Cadillac-Fleetwood* RADIO

WITH DUAL SPEAKERS

For 1938 Cadillac-Fleetwoods and V-16s



The new Cadillac-Fleetwood Radio is, without exception, the greatest all 'round performer ever offered to motor car buyers. The chassis is basically the same as that of the new Cadillac Master Radio and it is installed behind the instrument panel in the same manner. But in order to create the tonal qualities of fine house radios for the new large, luxurious Fleetwoods, the new Cadillac-Fleetwood Radio is equipped with dual synchronized speakers. One is on the instrument panel. The second speaker is mounted in the header piece and has a built-in sound chamber and baffle board made of selected gum plywood and sealed on all sides to provide infinite baffling. The use of the two speakers with their special sound chambers creates a tonal quality in the Fleetwood that is unsurpassed. This model is available only for installation in the 1938 Cadillac-Fleetwoods and V-16's. It is priced, completely installed **\$95.00** with aerial, less local tax.



THE NEW CADILLAC STANDARD RADIO

For 1938 LaSalle and Cadillacs • Series 60 and 65



The 1938 Cadillac Standard Radio is of a completely new type one-piece design for installation behind the instrument panel of the new 1938 Cadillacs and LaSalle. It is a 2-tube receiver equipped with synchronous detector, a slide-back permanent magnet speaker and utilizes the instrument panel of the car for a baffle. Important advancements in design which greatly reduce current drain make it the most economical radio on the market. The Standard is a fine performer with brilliant tone. Finished complete with aerial, less local tax. **\$65.00**



FOR PREVIOUS MODEL CADILLACS AND LASALLE—The popular Model K Standard Radio, improved in design, is available for installation in a **\$59.50** other than 1938 Cadillac and LaSalle cars.



THE NEW CADILLAC MASTER RADIO

For 1938 LaSalle and Cadillacs • Series 60 and 65



The new Cadillac Master Radio is the finest motor car radio that has ever been produced. It has tremendous volume for exceptionally long range reception and its tone reproduction is unexcelled above and beyond without distortion or blurring. The 16-watt output of the new Cadillac Master, the greatest volume yet achieved in motor car radio is obtained without increased current drain through the use of new circuit developments. When you hear this set in operation you will actually be amazed at its full, brilliant tone, intense sensitivity and the long distances from which programs may be received. Like the new Cadillac Standard it is a single unit and mounted behind the instrument panel and uses the instrument panel for baffle. The price of this unsurpassed performer, completely installed, including aerial, but less local tax, **\$79.50** is only.



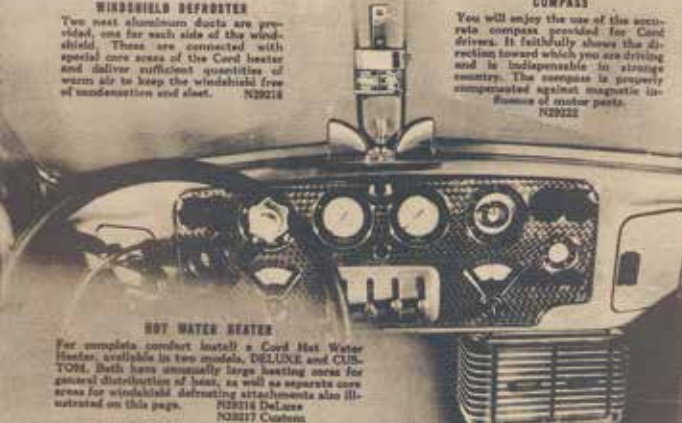
FOR OTHER THAN 1938 MODEL CADILLACS AND LASALLE—The Cadillac Master Radio, Model K, is available with either a separate speaker or a roof speaker for those Cadillac and LaSalle cars equipped with a built-in baffle. Finished, complete with aerial, **\$79.50** less local tax.



Cadillac radios ranged in price from \$59.50 to \$95.00

WINDSHIELD DEFROSTER
Two neat aluminum ducts are provided, one for each side of the windshield. These are connected with special core areas of the Cord heater and deliver sufficient quantities of warm air to keep the windshield free of condensation and sleet. N29218

COMPASS
You will enjoy the use of the accurate compass provided for Cord drivers. It faithfully shows the direction toward which you are driving and is indispensable in strange country. The compass is properly compensated against magnetic influence of motor parts. N29222



HOT WATER HEATER
For complete comfort install a Cord Hot Water Heater, available in two models, DELUXE and CUSTOM. Both have unusually large heating cores for general distribution of heat, as well as separate core areas for windshield defrosting attachments also illustrated on this page. N29218 DeLuxe N29217 Custom



EXTRA BUMPER GUARDS
For additional protection against parking accidents, the motor bumper guards come with bumpers. They are mounted on the Cord, you will want to get a set of bumper guards to protect your car from those who park too close to you. N29223



DRIVING LAMPS
The Cord Driving Lamps are a quality product and their equal is not offered on the market. They provide the finest road illumination obtainable and are invaluable in driving through fog, mist, and snow. They have amber lenses and add materially to safe night driving. N29216

I will only comment on the Cord rear bumper “enhancements” (above right): Can’t decide if your Cord bumper guards should be positioned upward or downward? Simple—add an extra pair and all bases are covered!