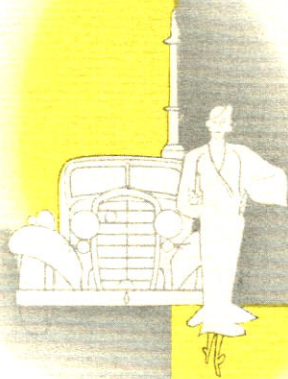




V • 8





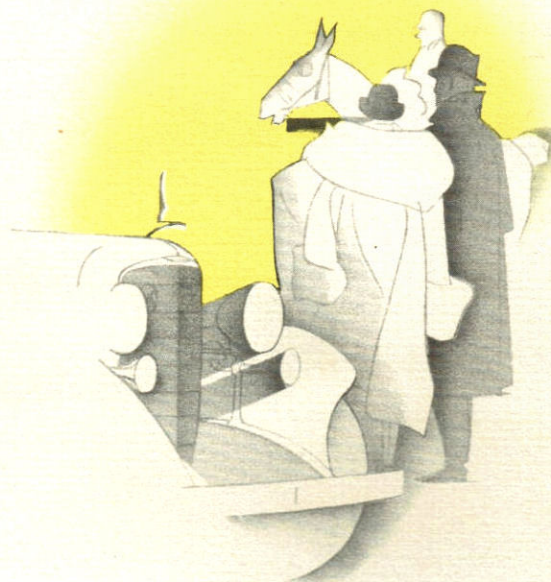
La Salle

V • 8

Being a presentation of a new eight-cylinder motor car of unusual charm, vigorously distinctive in its beauty, unsurpassed in its capability . . . conceived, designed, and executed by the Cadillac Motor Car Company, with coachwork by Fisher. In this La Salle is revealed a wholly new union of motoring luxury, high reliability, and appealingly moderate price.



LOOK FOR A NEW DISTINCTION
IN THE LASALLE V-8



La Salle owners, for a period of six years, have enjoyed a
type of satisfaction which no other motor car, regardless of price, has been able to provide. For the measure and
kind of satisfaction which *La Salle* is designed to give are as unlike the commonplace as is the car itself. . . .
This year, the Cadillac Motor Car Company has drawn yet a little closer to the goal it set itself when the
La Salle was first envisaged. That goal was the creation of a superlative automobile, giving place to nothing in



its quality, definitely different in its appearance and ability,

leaving nothing of luxury to be wanted—yet available at a price

which none but conventional cars had hitherto achieved. . . .

Each succeeding model has narrowed the gap between ideal and

actuality—until now, the realization has been made complete.

. . . While extremely interesting as a statement of fact, this

accomplishment can never be seen in its full significance until you drive the car itself. For then only can you

gauge the uncommon acceptability of this La Salle. Then only can you realize that Cadillac has fashioned

a car, not just to please itself, but to bring a richer and more unique satisfaction to those who buy and use it.

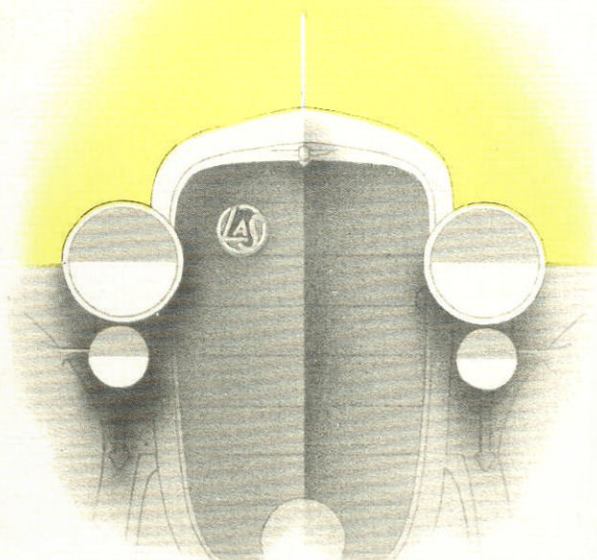
From a Distinguished Family

Those who watch developments in motor cars will remember

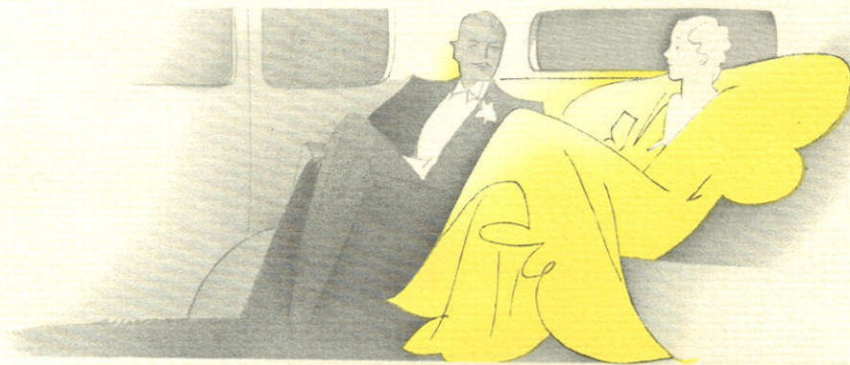
few initial exhibitions of a new automobile which aroused more

interest than the debut of La Salle. The magnet which attracted

the throngs to this display was the rumor—generously confirmed—



that here was a car that was different. . . . So it was. So it still is. . . . You find La Salle possessed of a breath-taking beauty. Every line, every contour, is modern and pleasing. The car is low—lithe—eager. Its smart radiator, semi-wedge shaped, gives promise of a wind-splitting performance that a drive thrillingly fulfills. You are conscious of a trimness unspoiled by distracting lines. You note with pleasure the flow of the new air-



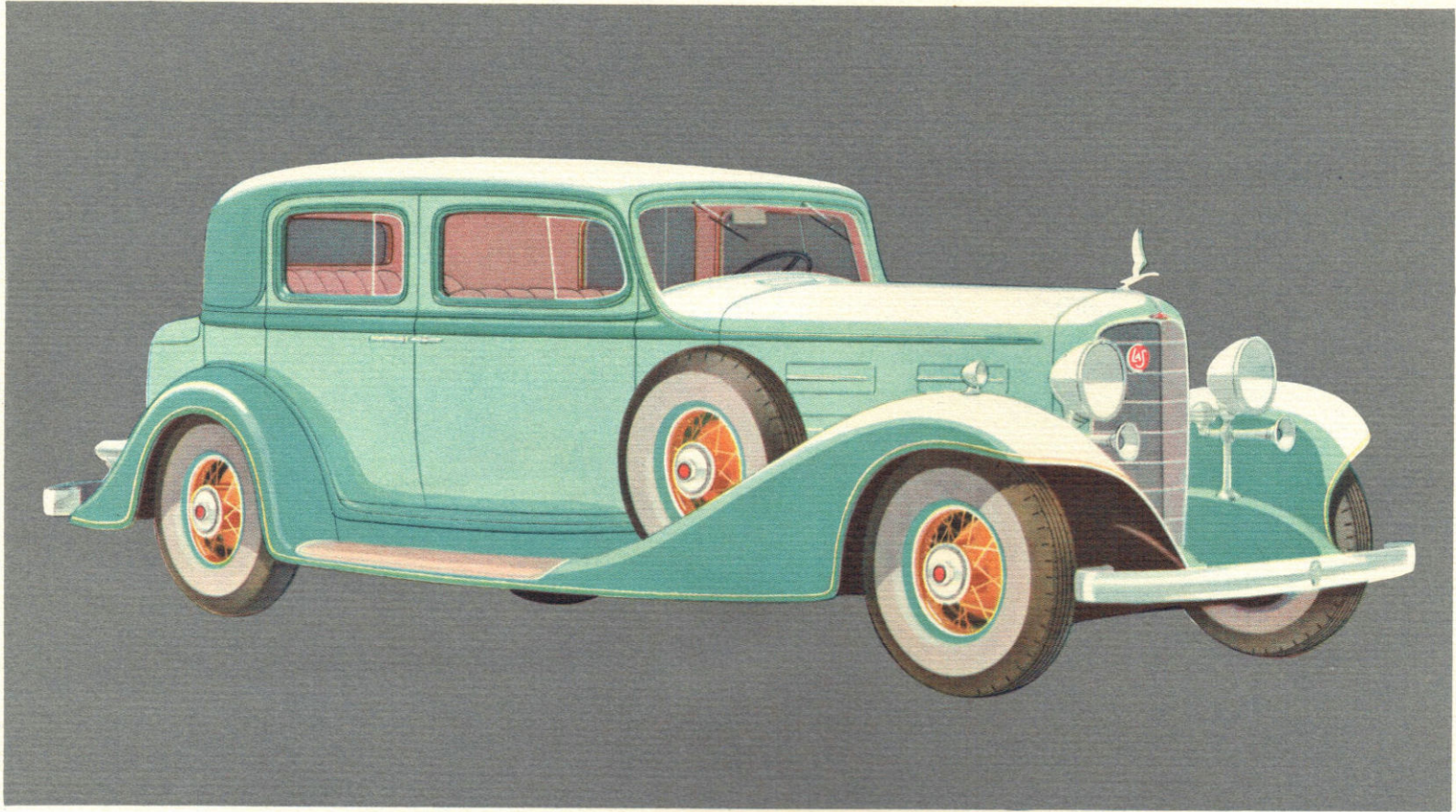
foil fenders, gently curved running board and roof. . . . When you open the door, and step inside a La Salle, you are pleased afresh with its smart distinction, and surprised indeed at its luxurious beauty. As you sit in the driver's seat, all the controls are within effortless reach. All about you are appointments and fittings of a character which you would expect only in a car built by Cadillac. . . . At your fingertips is the control handle of the No-Draft Individually Controlled Ventilation System—a contribution to motoring comfort unrivalled, and exclusive to Bodies by Fisher. Everywhere is comfort—an invitation to relax. . . . Then, when you turn to the chassis, you find final proof of La Salle's distinguished difference. For La Salle, patrician

member of the distinguished Cadillac family, embodies all of the exclusive characteristics and distinctive design features which have marked the products of Cadillac for more than thirty years. . . . Under the hood of La Salle lies a V-type eight-cylinder engine. Silken smooth, never raising its voice above a whisper, it harnesses 115 fiery horsepower to the accelerator pedal. . . . La Salle's mighty braking system—increased in efficiency through the Vacuum Brake Assister—controls even the headlong rush of 80 miles per hour with a gentle pressure. Its Syncro-Mesh transmission—silent in all forward speeds, and free from the possibility of clashing gears—simplifies control by banishing all annoyance and distraction. . . . The Full Range Ride Regulator makes a boulevard of every road. And Harmonized Steering transforms driving into a pleasure and a relaxation. . . . It is a literal truth that the new La Salle is a car for which no substitute can be found. For La Salle is built to give a richer meaning to that all-important constituent of motor car ownership—deep-rooted satisfaction.

(All cars shown on the succeeding pages carry some special equipment items supplied at slight extra cost.)

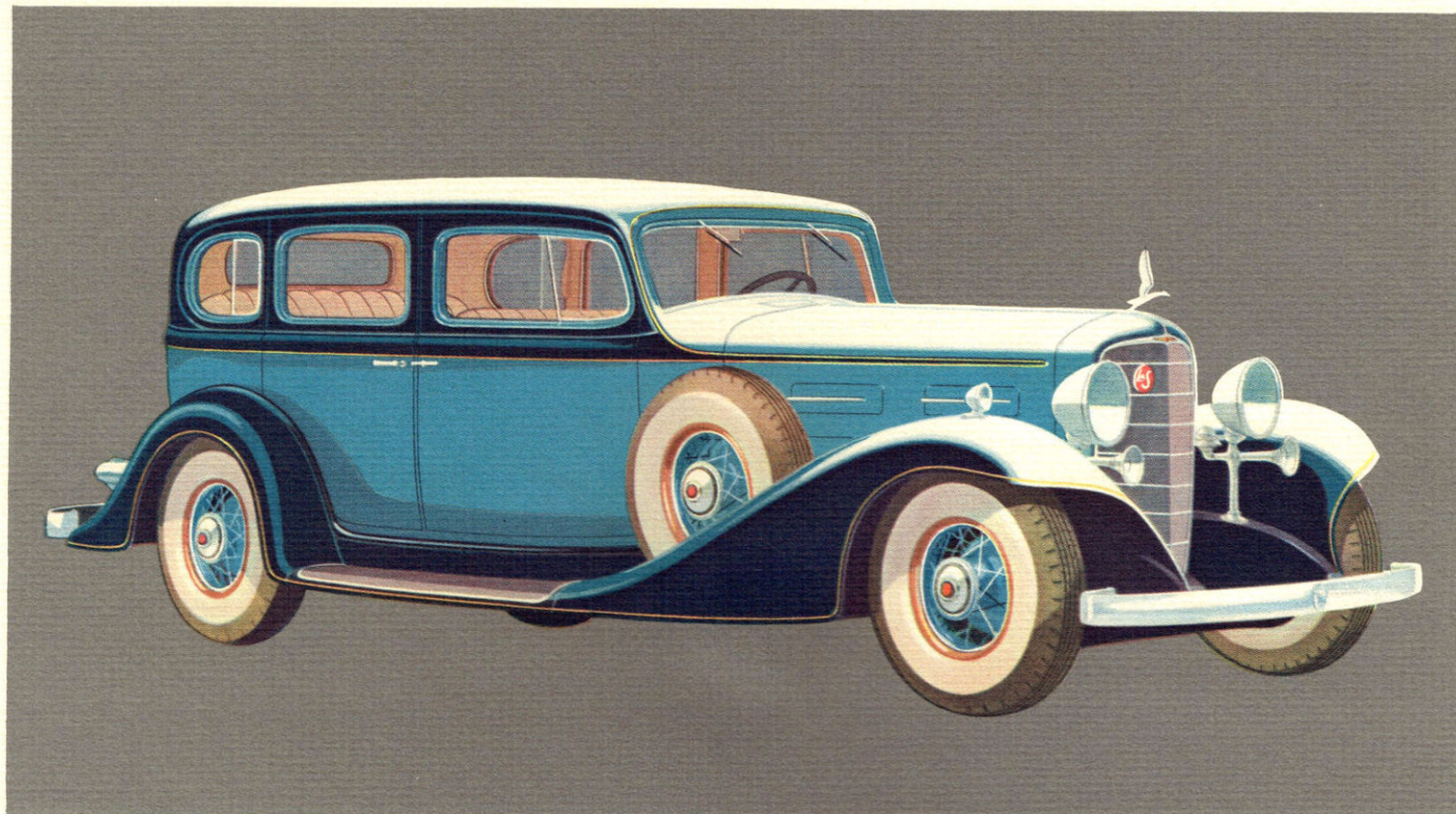


La Salle



The appeal of La Salle's modified air-foil motif is revealed in this view of the 5-passenger Town Sedan. The sweeping line of radiator and hood flows, unbroken, along the graceful molding to the modish trunk at the rear. Fisher has cleverly combined beauty and utility in this model—and captured a jaunty Continental note in so doing. Five wire wheels are standard equipment.

La Salle

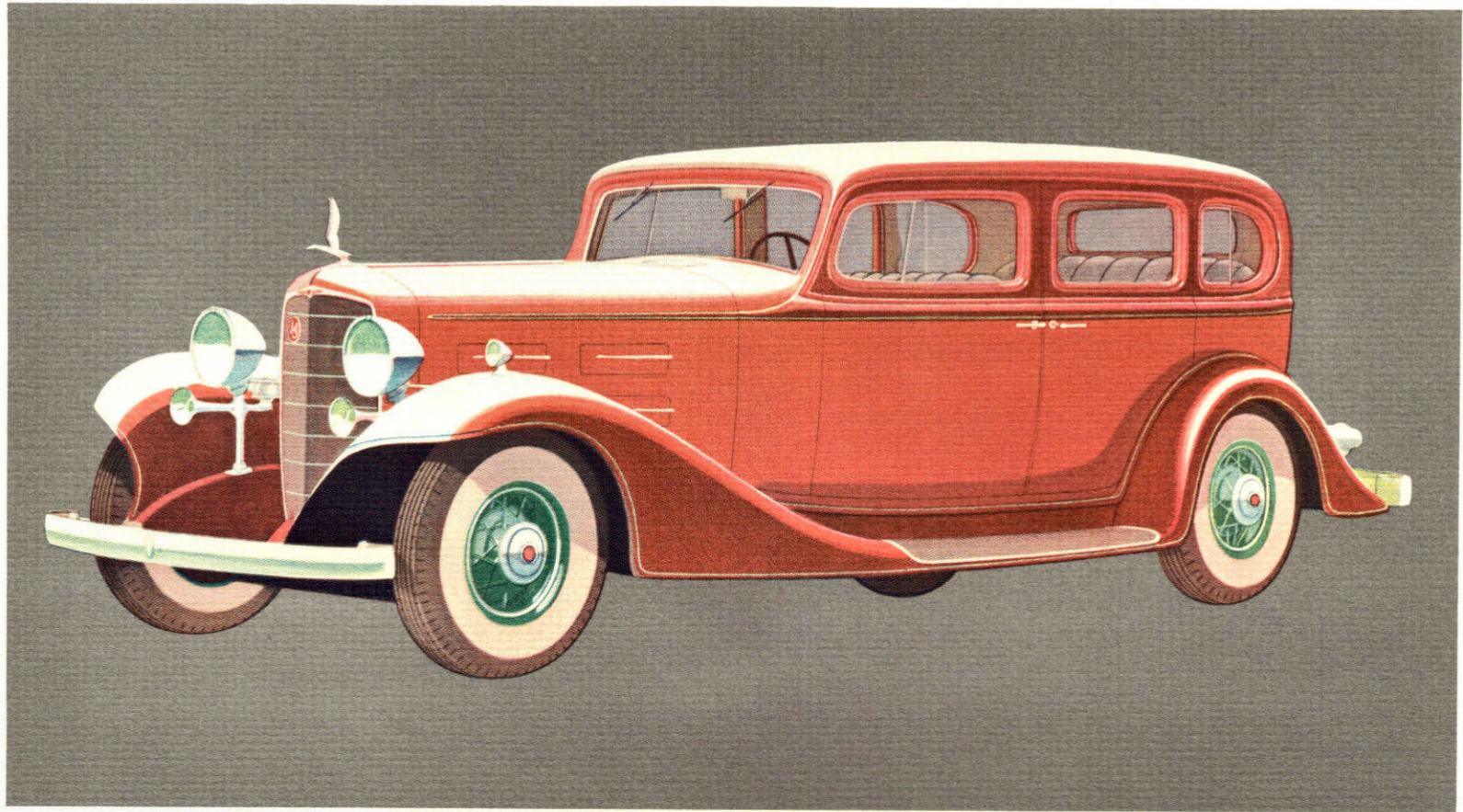


For the most formal occasions, as well as general daily use, the La Salle 7-passenger Imperial Sedan is uncommonly well fitted.

A division glass, lowering into the back of the front seat, instantly converts this car from a chauffeur-driven limousine to a

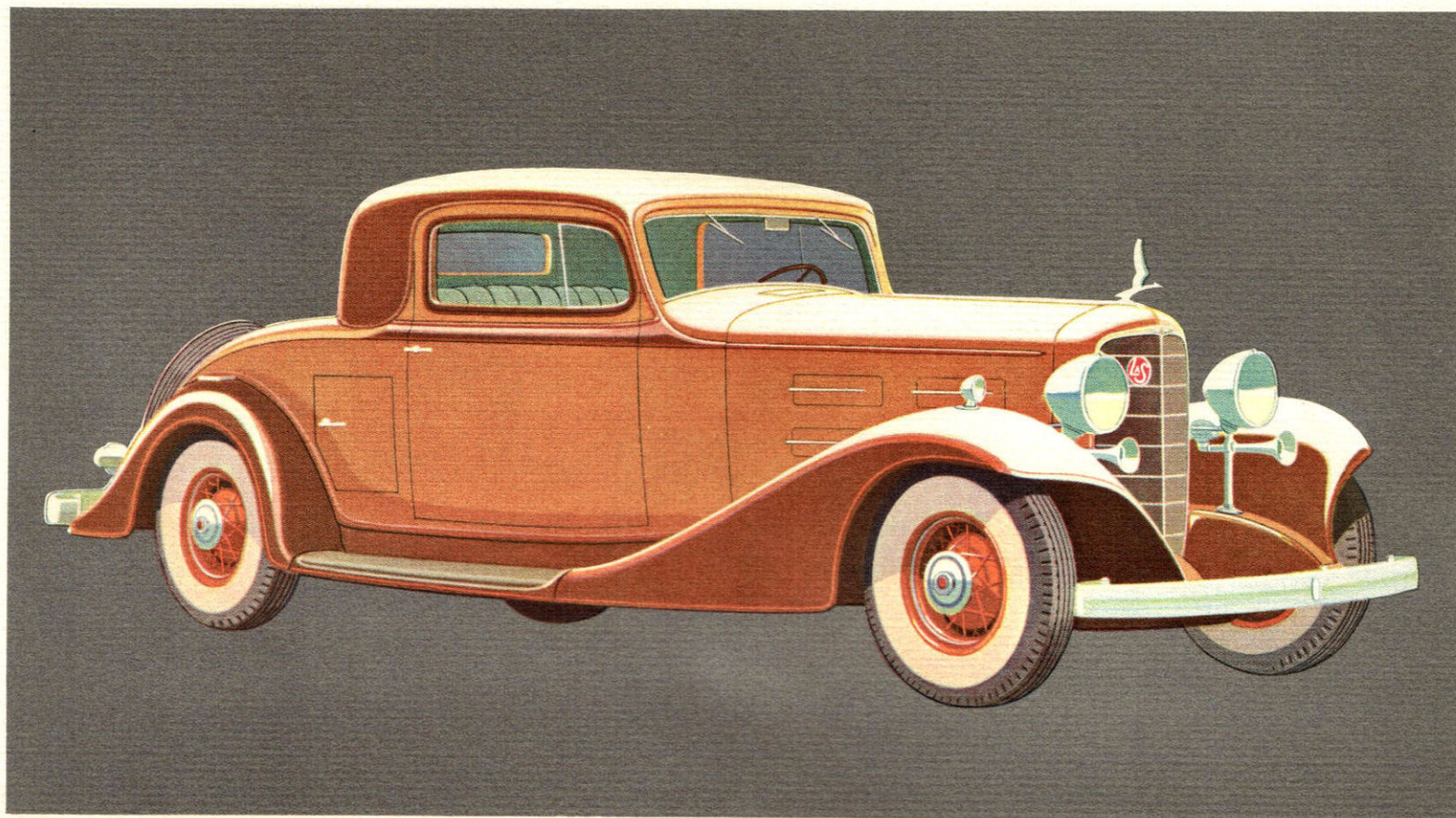
family sedan. Fisher design includes the new No-Draft Individually Controlled Ventilation in front and rear-quarter windows.

La Salle



The appealing individuality of La Salle is strikingly evident in this 5-passenger Sedan by Fisher. Like all La Salles, it includes such distinctly custom features as coach sills, overlapping doors, insulated floors, and smart interior appointments among its many inviting characteristics. The 130-inch wheelbase permits great roominess. Illustrated with the standard wheel equipment.

La Salle

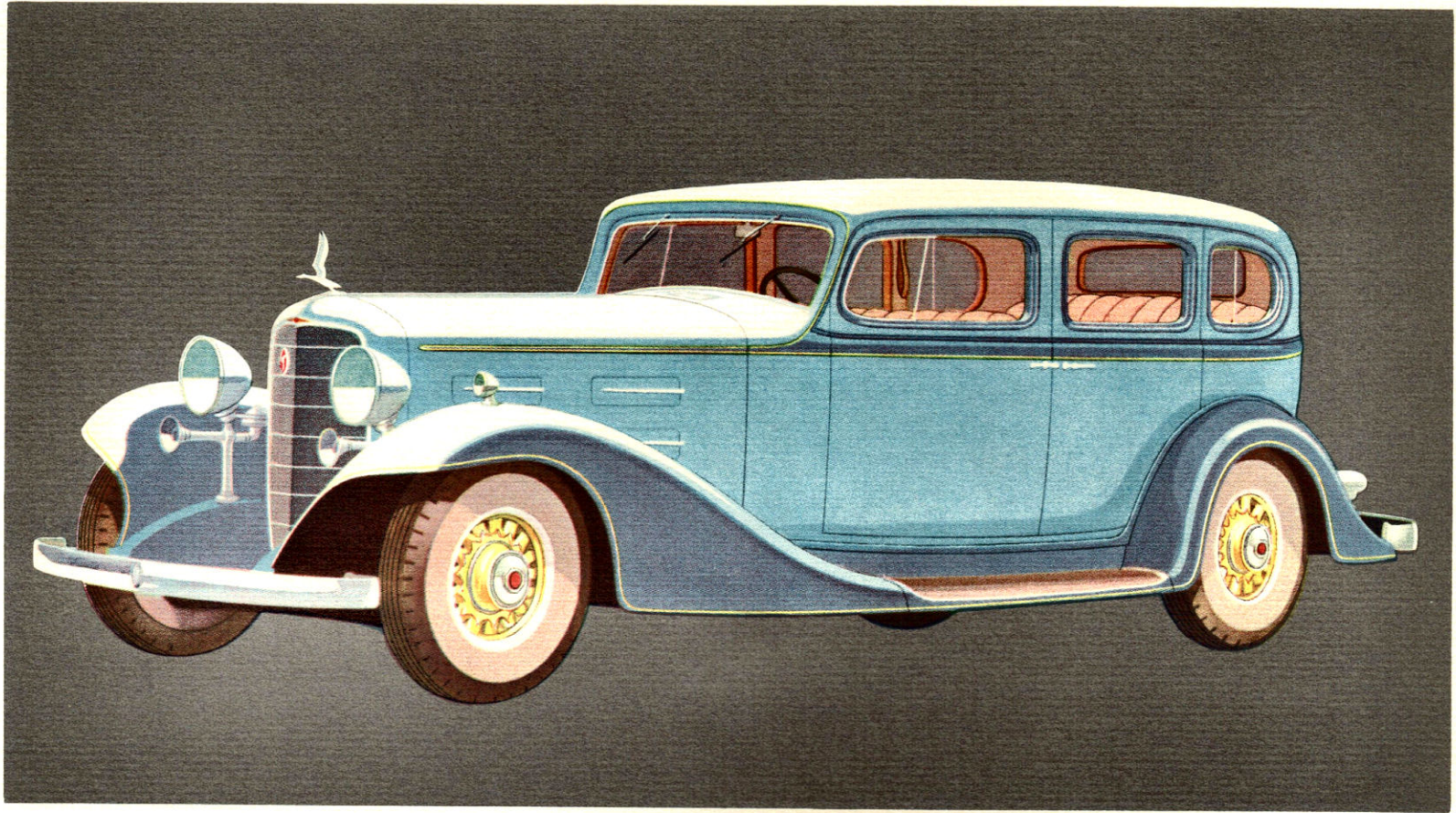


For those who prefer an intimate body style, this La Salle 2-passenger Coupe has irresistible appeal. With rumble seat, com-

fortably accommodating two additional passengers, its utility is agreeably demonstrable, should the need arise. As in all

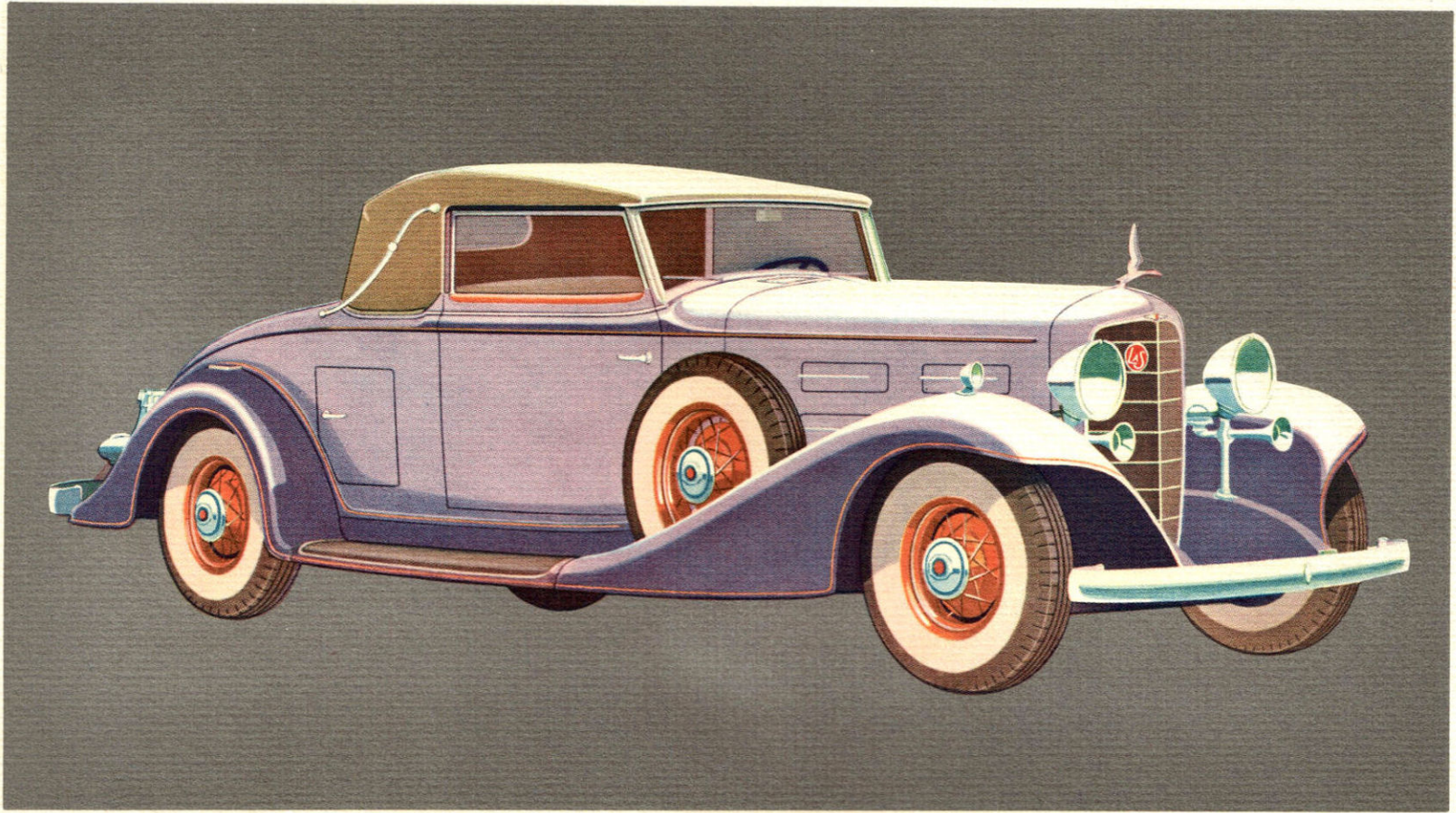
Fisher coachcraft, the driver's half of the seat is adjustable, while interior sun visors add to the comfort of the passengers.

La Salle



Commodious, yet gracefully trim, this La Salle Sedan provides exceptionally smart accommodations for seven. Its 136-inch wheelbase gives it a long, low air that is instantly pleasing. Fisher coachwork provides such special comfort features as an extra-wide rear seat; elbow recess over side arm rests; and full Marshall-type seat cushions. Five wire wheels are standard.

La Salle

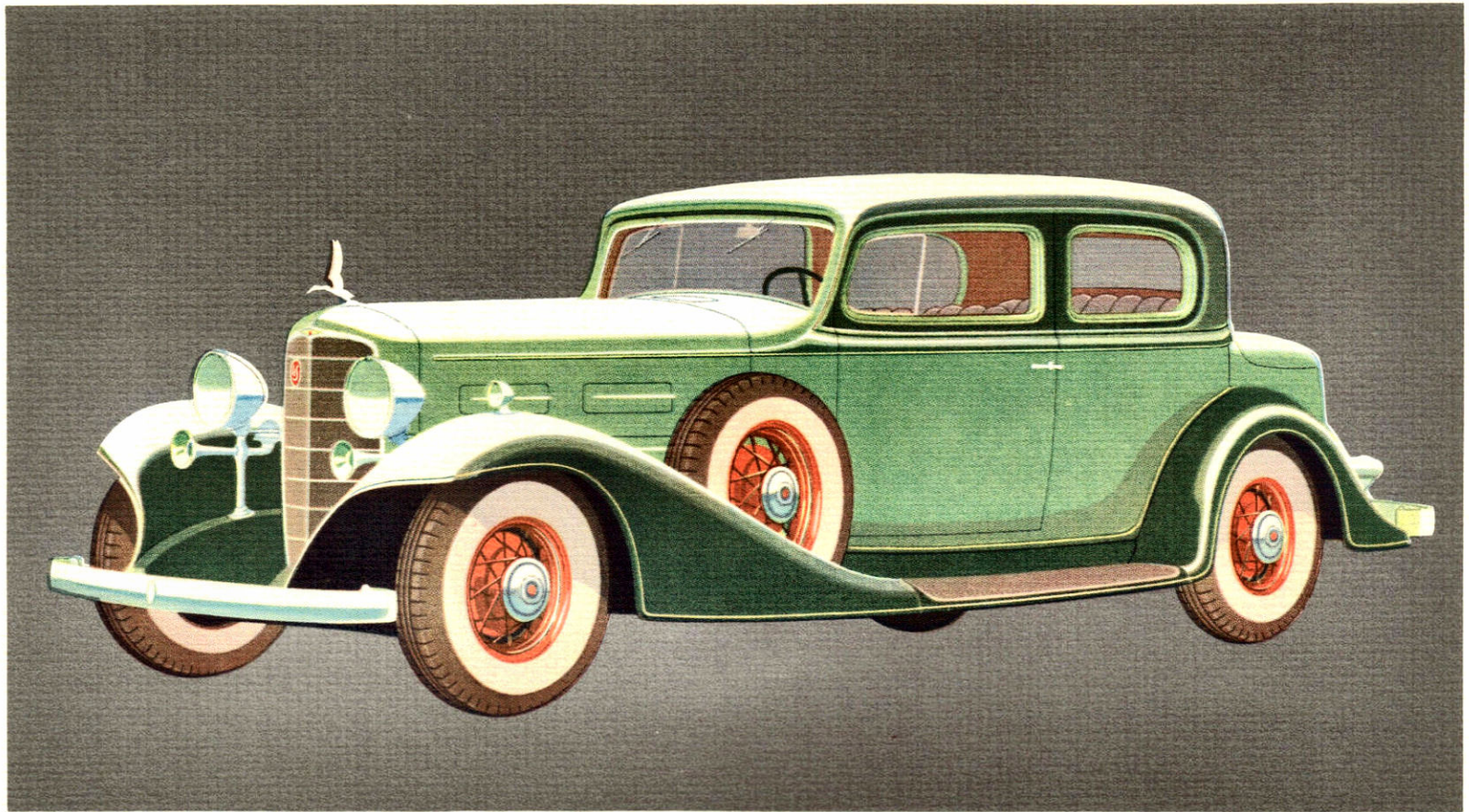


Frankly a car for the open road, yet gracefully at ease on all occasions, this La Salle 2-passenger Convertible Coupe enjoys

wide popularity. At the driver's pleasure, it is a snug coupe or a dashing roadster. Fisher has proportioned and designed

this smart body style to please the most exacting tastes. The rumble seat accommodates two. Shown on the 130-inch wheelbase.

La Salle

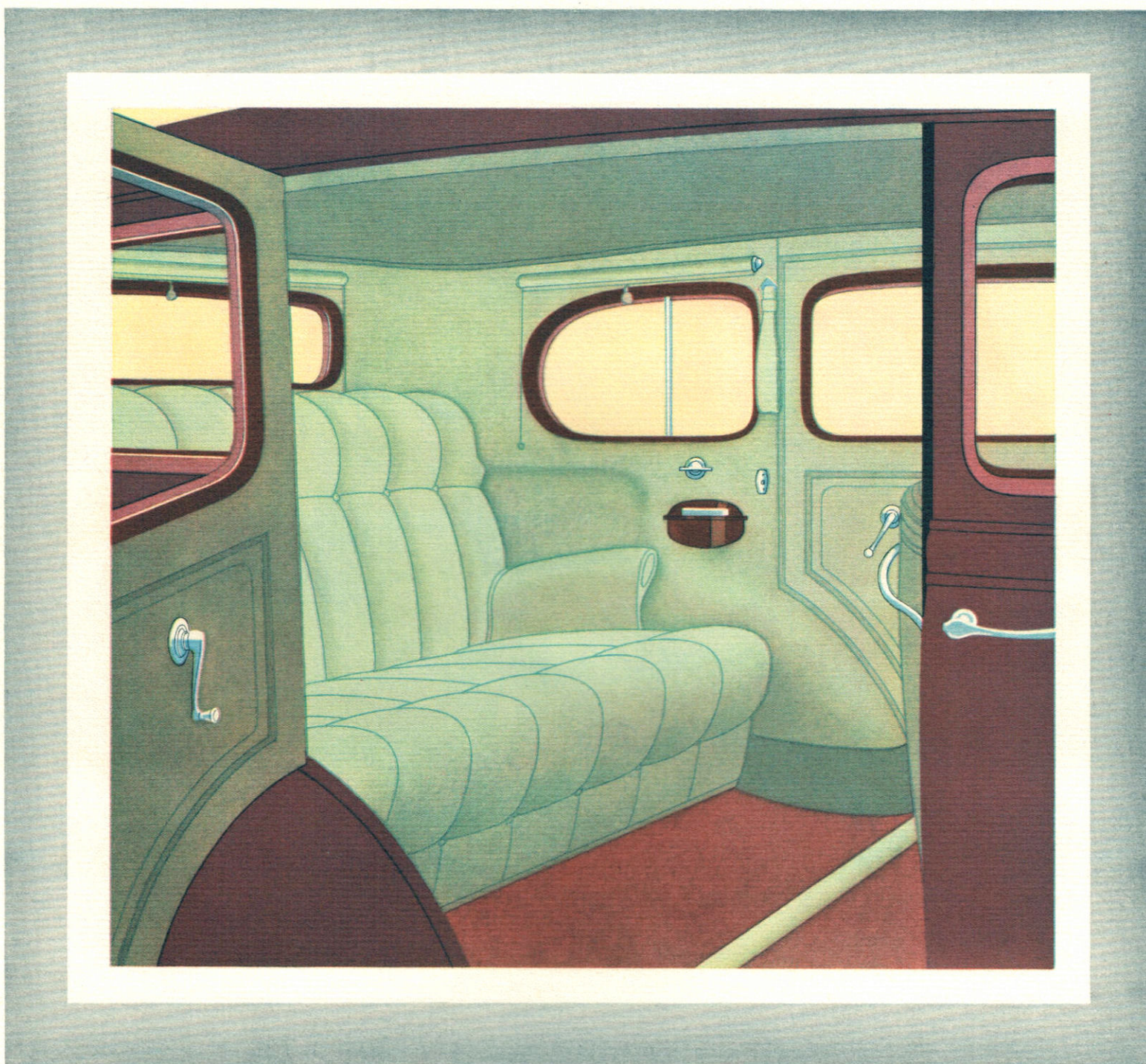


In the La Salle Town Coupe, Fisher has contrived a most pleasing union of coupe companionship and sedan capacity. The

right front seat tilts forward, permitting easy access to the rear compartment. The trunk—weather-tight and fitted with locks—is

exceptionally commodious. Five wire wheels are standard equipment at no additional cost. Illustrated on the 130-inch chassis.

La Salle

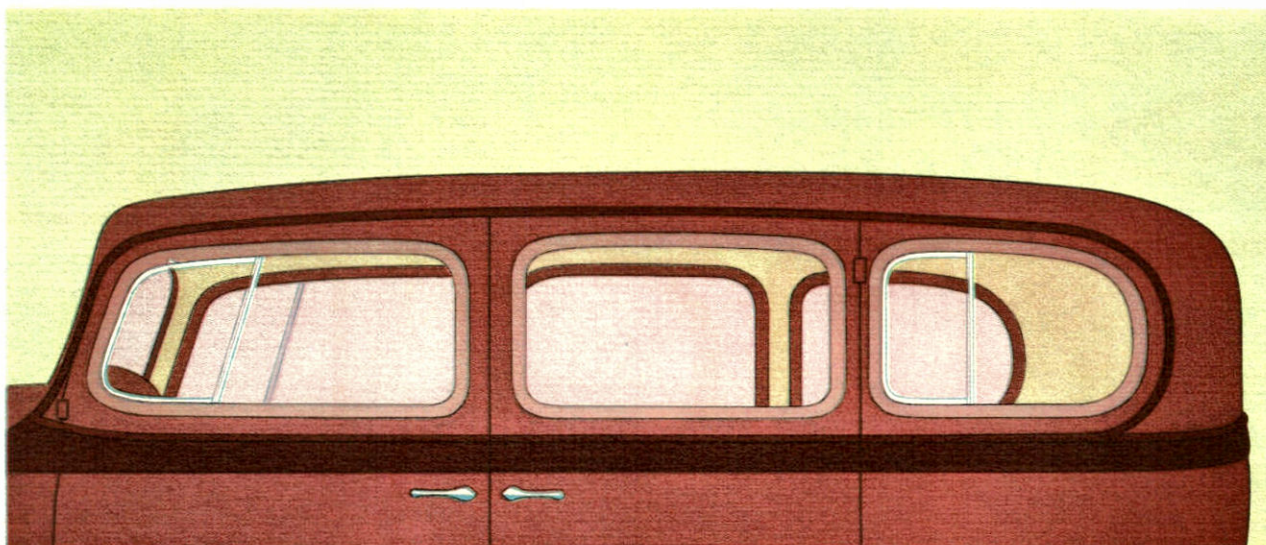


INTERIOR OF THE LA SALLE V-8 FIVE-PASSENGER SEDAN

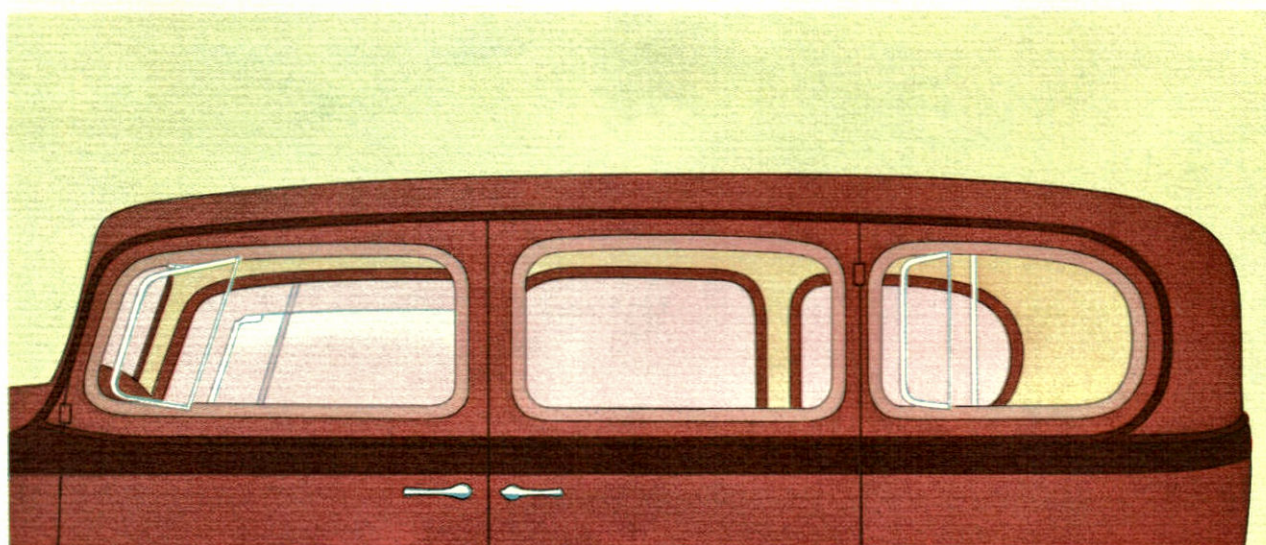
The exquisite interior of the La Salle 5-passenger Sedan, illustrated here, furnishes eloquent evidence of the thorough custom quality of La Salle's coachwork. The tailored upholstery, offered in three fabric selections, bespeaks luxury. The tasteful appointments gleam like jewels against the silken textiles. Elbow recesses beside broad arm rests,

the unusual width of the rear seat, and increased leg room make this a pleasant and restful traveling compartment—no matter how arduous the journey. Other exceptional features are noted in the tapestried arm slings, Fisher No-Draft Individually Controlled Ventilators, door operated dome lights, carpet covered foot rail, and deep pile carpet.

La Salle



When windows and ventilator are closed, the interior of the car is safe from intrusion



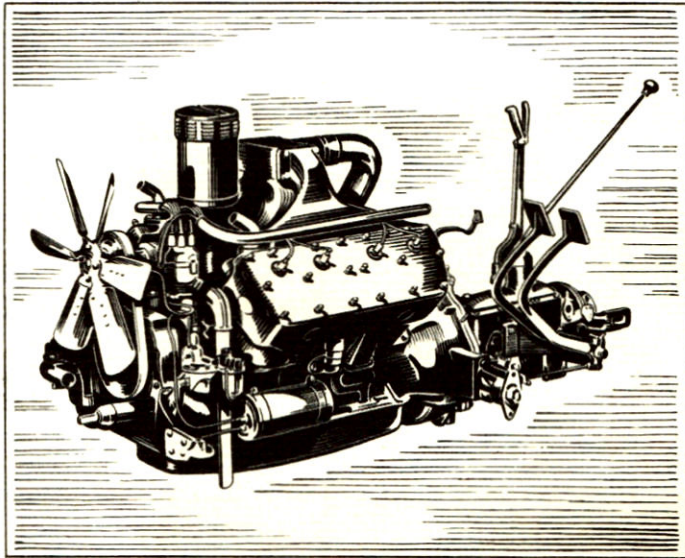
Here the left front window is open and the ventilators adjusted to deflect rain or snow

FISHER NO-DRAFT VENTILATION (INDIVIDUALLY CONTROLLED)

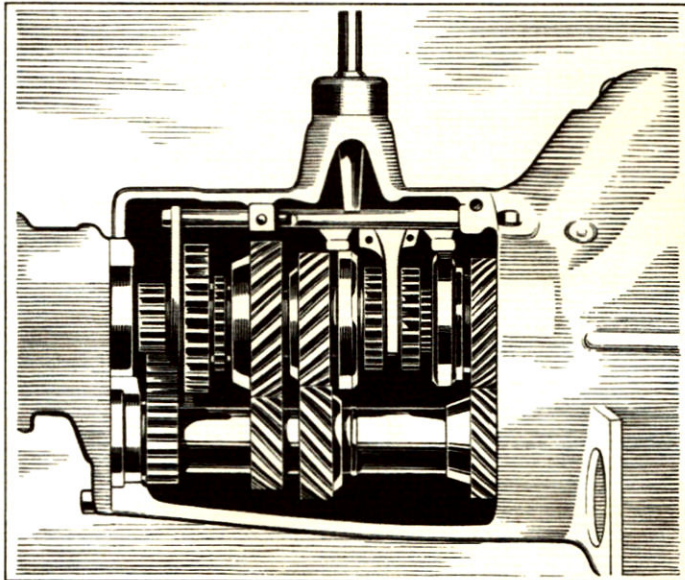
La Salle enclosed bodies offer this new development—the greatest contribution to motoring comfort since the introduction of the closed car. This new ventilation system employs a new front door and rear-quarter window construction. The forward half of these windows pivots top and bottom, so as to swing the rear edge outward through a 160 degree arc.

Adjusting these halves: (1) deflects drafts and rain, (2) cools car in warm weather, (3) localizes circulation, (4) prevents windshield misting, (5) conditions air in the car. With this exclusive new Fisher Body improvement, it is possible so closely to control ventilation that one passenger may enjoy a breeze while his seatmate *feels no draft at all*.

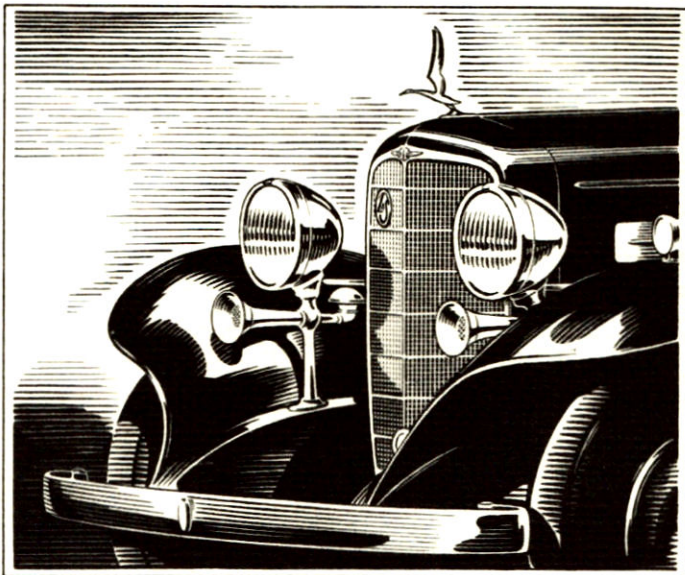
MECHANICAL FEATURES



The V-Type Eight-Cylinder La Salle Engine



The Triple-Silent Syncro-Mesh Transmission



The Attractive La Salle Front Ensemble

In the belief that a brief account of La Salle chassis units, and a more detailed description of the coachwork will be of interest, the story of La Salle features is continued here.

POWER PLANT

For nineteen years, the Cadillac Motor Car Company has held to the V-type principle of engine design.

The V-type engine of La Salle is, basically, exceedingly simple. Because the cylinders can be placed side by side in two banks of equal number, a V-type engine is shorter. This permits a shorter crankshaft—with resulting reduction of vibration. It permits shorter and more direct fuel passages; a less complex cooling system within the engine; shorter and less circuitous oil lines; a more efficient crankcase ventilating system. The result is economy in maintenance, as well as high efficiency and extremely long life.

The La Salle engine is suspended at six points. This type of suspension aids materially in securing the exceptional freedom from vibration which characterizes La Salle. Furthermore, it constitutes the most satisfactory manner of mounting the engine which Cadillac has yet devised.

As a result of this advanced design, the power plant of La Salle provides greater brilliance in performance, and higher economy of operation than have ever before been attained in a La Salle engine.

TRANSMISSION

Cadillac and La Salle automobiles presented, in 1928, a notable contribution to driving pleasure and control in the Syncro-Mesh transmission. Cadillac engineers later added to this non-clashing transmission another improvement—*complete quiet in all forward speeds.*

Actually, transmission noise in low and second, as well as high, has been reduced to a degree which is scarcely audible.

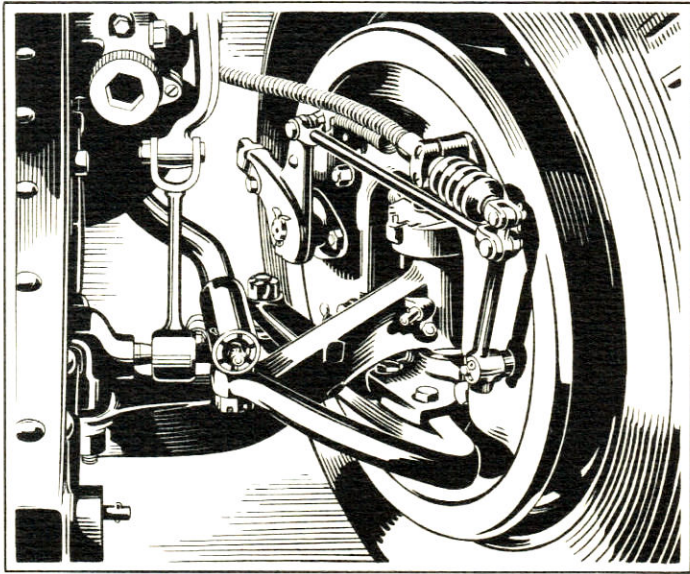
FULL RANGE RIDE REGULATOR

The Full Range Ride Regulator constitutes another decided improvement in the safety and comfort of motoring. Briefly, it is a mechanism which enables the driver to adjust the action of the hydraulic shock absorbers at will.

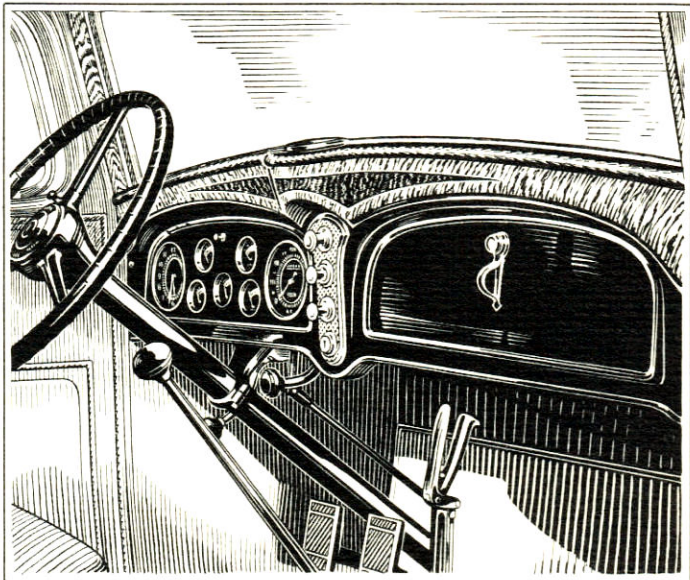
Hydraulic shock absorbers employ a "liquid cushion" to absorb road shock before it reaches car occupants. Hitherto, the degree of "softness" has been established by a fixed adjustment or restricted control. With this Ride Regulator, it can be instantly modified over an extremely wide range to accommodate the car ride to the road surface and the speed of travel.

Unlike other systems of shock absorber control, La Salle's Full Range Ride Regulator is effective to the minutest degree at all times. This sensitivity is

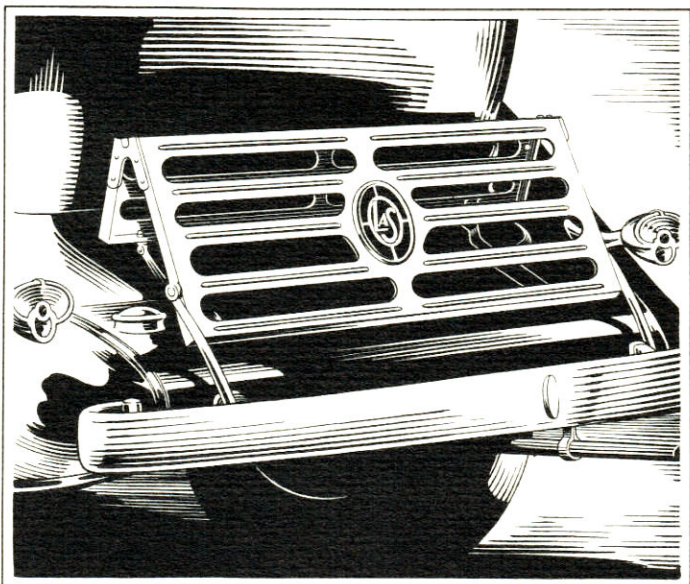
MECHANICAL FEATURES



The La Salle Cast Molybdenum Brakes



The Exclusive La Salle Instrument Panel



Showing the Graceful Rear Treatment

due to the use of spring loaded check valves in each absorber unit, distinctly different from the conventional, varying-orifice type of valve.

CAST MOLYBDENUM SAFETY BRAKES

Three years ago, Cadillac presented new-type Safety Brakes, featuring roller bearings in the linkage, an aluminum alloy shoe, a self-centering cam, and an articulated link. This design reduced pedal pressure; eliminated brake failure caused by excessive drum expansion under continuous brake application; minimized the possibility of unequal braking effect; and assured *full surface action* throughout the life of the facing.

Cast molybdenum drums—pioneered in the Cadillac V-16, and used on all Cadillacs and La Salles—provide another decided improvement. Made of duplex electric furnace iron, these new-type drums completely eliminate scoring and render a period of service far beyond the expectancy of conventional drum materials.

To make braking a mere matter of control, and virtually eliminate physical exertion, all La Salle models are now equipped with a Vacuum Brake Assister—a new device which compounds the pressure of the driver's foot with mechanical power derived from the vacuum in the manifolding system.

RADIATOR AND COOLING SYSTEM

A new radiator of ultra-modern, smart contour and improved construction gives more effective cooling at all car speeds. There is no exterior radiator cap—the opening through which water is poured into the radiator being under the hood and on the same side as the oil funnel. The air channels through the core have louvres and the radiating fins are bonded to the water passages with solder. An adjustable ring shroud, on the rear face of the core, increases effective fan suction and prevents re-circulation of air around the engine.

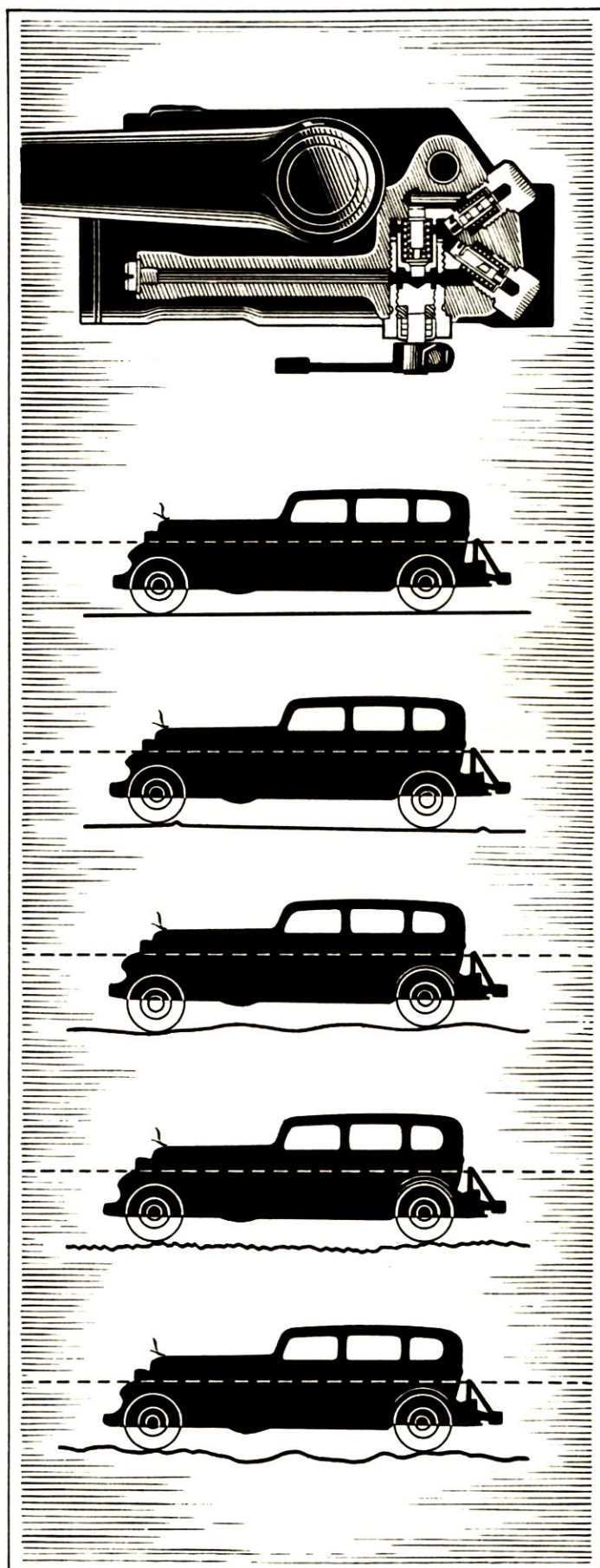
NEW FENDER TIE-ROD

Another feature which owners are certain to appreciate in the La Salle V-8 is a new fender tie-rod. Running from the fenders to the radiator, and securely anchored at each terminal, this rod makes the entire front body assembly a rigid unit—and eliminates the tendency to vibrate which fenders have previously evidenced in driving on rough roads. This new front-end stability adds greatly to the driver's sense of security and is really a vital contribution to the pleasure of motoring.

COACHWORK BY FISHER

Seven luxurious body styles of distinctly custom manner are provided by Fisher for this La Salle V-8. The styles provide a model and a passenger capacity to fit every motoring requirement. A definite note of modern air-

MECHANICAL FEATURES



At top, the detail of the exclusive Ride Regulator valving. The diagrams illustrate the even comfort possible, with the five adjustments, on various road surfaces.

foil design is instantly apparent. This is intensified by the new fenders, new hood doors, new radiator design, gracefully arched windows, and sweeping moldings. The artistic treatment of the rear ensemble, blending fenders and gas tank valance into a trim, neat composition, puts a pleasing finish to a most attractive design.

All glass is non-shattering Security-Plate—first used by Cadillac. Insulation on the dash, floors, floor pans, and side panels protects occupants from engine and exhaust heat and assures a restful quiet within the car.

In addition to the Fisher No-Draft *Individually Controlled* Ventilation system, La Salle has a new, more efficient cowl ventilator. It can be open in rain or snow without allowing any moisture to enter the body interior. Therefore, even with the windows closed, there is always a plentiful supply of cool, fresh, washed air—and there never is any tendency for the windows or windshield to “steam.”

La Salle's instrument panel represents a pleasing departure from the conventional. All dials are grouped at the left, immediately in front of the driver, beneath polished watch crystals. The right half of the panel serves as a door to a convenient and lockable package compartment. Between dials and locker, an ingenious compartment lamp, the cigar lighter, and the ignition lock are located.

La Salle bodies are fitted with door locks of improved construction—easier to operate, and so designed that it is virtually impossible to lock oneself out. Turning the remote control handle automatically locks and unlocks the door. Attempting to turn the outer handle does not affect the security of the lock in any way.

All doors incorporate four advanced features of design. Bottoms overlap the floor, made draft-tight by a wind bead which is compressed when the door is shut. Tops are fitted with a rubber dam, making a joint as water-tight as that of a refrigerator. A gutter, lengthwise of the door top, drains off condensation, and doubly assures absence of moisture inside the car. Windshields are set in steel and rubber—absolutely draft-and-water-tight.

Windshield wipers, in tandem, are concealed except for the blade and the control pin. The driver's half of the front seat is adjustable four inches. Wider arm rests of sponge rubber, in rear seats, are made even more comfortable by an elbow recess—which utilizes the space formerly required to accommodate the rear window when lowered.

Like all Fisher coachwork, that for La Salle surpasses in strength and durability because of the fundamental Fisher principle of composite wood-and-steel construction. With this construction, great flexibility is secured without compromise on the all-important factor of safety for passengers.



Protecting Your Investment

Supporting and emphasizing the intrinsic quality of Cadillac motor cars is a broad national service program, factory-developed and factory-supervised, which constitutes a virtual guarantee of uninterrupted satisfaction to owners everywhere.

This program enables Cadillac owners to secure service of exceptional efficiency at economical cost. Its basis is the standard warranty of the automotive industry. It further embraces, however, a system of service charges which are uniform throughout the country; and fixed, so that the price for almost any operation may be quoted in advance. Thus the owner is able to learn, when he leaves his car for servicing, the total cost of the work he has authorized.

Of particular value, from the standpoint of both assuring proper care for the car and definitely determining the cost of such care, is the Cadillac Owner's Service Contract—which offers a business-like system for regulating maintenance.

For a fixed sum, payable in advance, the Cadillac-La Salle dealer will maintain the owner's car in proper operating condition for one year,

or 12,000 miles of driving. This service is covered in a contract—and the terms embrace lubrication, including all oil and lubricant; monthly inspections; and all necessary mechanical adjustments and repairs.

The purchaser of this contract receives a printed Service Contract which entitles him to all these attentions, without charge, from any authorized Cadillac-La Salle service station during the life of the contract. The sole requirement is that he bring the car, at his convenience—about every 1000 miles of driving—to the service station for periodic attention. The owner merely delivers his car to the dealer. There is no order to write, no work to authorize, no invoice to check. The dealer simply takes the car as it is, and returns it within a reasonable time fully inspected and completely serviced.

For all this, the owner pays but a nominal sum in advance—yet he has the satisfaction of knowing that his car is always at the peak of its operating efficiency, and that his original investment is being given the fullest possible protection. Your Cadillac-La Salle dealer will gladly give you full details, and a facsimile of the contract itself.

GMAC Purchase Plan

For those who prefer to buy their motor car from income rather than out of capital—and a great many people avail themselves of this privilege—the convenience of the General Motors Deferred Payment Plan is available. No matter what the price of the chassis or body selected, and no matter what the arrangement most suitable to the purchaser, this flexible plan can be readily adapted to individual requirements.

The cost of the credit thus extended is the lowest obtainable in the automotive industry. And the economy and convenience of this method of purchase take on even added attraction when it is remembered that both fire and theft insurance, plus Accidental Physical Damage insurance, with standard deductibles—a feature of real value to any car owner—is included in the low financing charges.

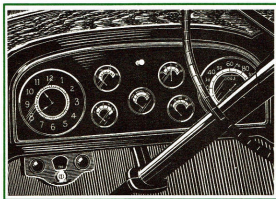
Copyright 1933



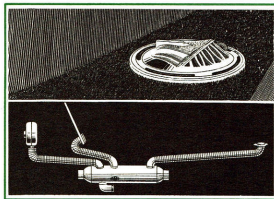
Cadillac Motor Car Company, Detroit
Division of General Motors

AUXILIARY EQUIPMENT

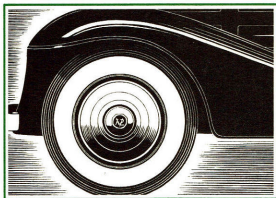
Typical Cadillac Auxiliary Equipment available to fulfill every individual preference



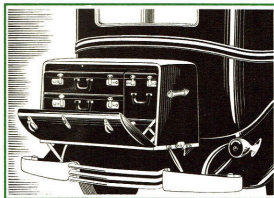
RADIO—brings the world to your finger tips—tone, distance, and volume comparable to the finest home radio performance. Compact, all electric. Factory installed when specified on order.



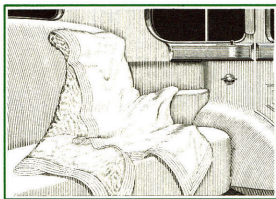
HEATER—only this new hot air type is engineered to co-ordinate with the new Fisher Ventilating System. A quiet power blower forces fresh, odorless, heated air to every corner of the car.



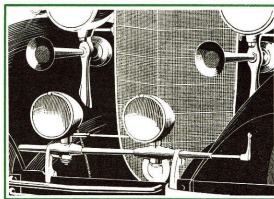
WHEEL DISCS—bright chrome steel shells snugly fitted to standard wire wheels—add dash to the smartest sport car—distinction to the most luxurious limousine. Removable at will.



TRUNKS—a touring necessity splendidly engineered. Steel motor construction, lined with wood. Dust and water-proof. Cases of various sizes and leathers to meet personal requirements.



ROBES—a cold weather comfort of exceptional beauty. Custom tailored for Cadillac of the exact fabric with which the interior is upholstered. Linings of luxurious silk plush or soft, warm alpaca.



DRIVING LIGHTS—steering controlled to direct broad twin light beams in the pathway of the car or powerful hand directed spot lights—exactly matching Cadillac headlights.

These are but a few of the select group which your Cadillac dealer has ready to demonstrate for your consideration

For Your Consideration

GENERAL MOTORS DEFERRED PAYMENT PLAN

The purchase of a motor car out of income is an established custom. Cadillac-La Salle dealers welcome business on this basis. Should you wish to buy a Cadillac or La Salle car by monthly payments instead of full payment at the time of purchase, the Cadillac Motor Car Company provides the General Motors deferred payment plan. This is a service which enables you to enjoy a Cadillac or La Salle while



you pay for the car out of income. Cadillac-La Salle dealers will gladly accept your present car at its full market value. It is probable that this value will be sufficient to take care of the down payment and reduce the monthly payments. The purchase of a new Cadillac or La Salle under the General Motors Acceptance Corporation Plan may be arranged as follows:

<i>Model</i>	<i>* Delivered Price</i> \$.....
<i>Equipment</i>	<i>Credit for your car</i>
.....	(<i>Good until</i>) \$..... Date
.....	<i>Cash Down Payment</i> \$.....
.....	<i>Total Down Payment</i> \$.....
.....	<i>Deferred Obligation for</i> \$.....
.....	<i>Payable at the rate of</i> \$..... <i>per month</i> <i>until paid.</i>

Note: "Delivered Price" includes the GMAC charges together with full insurance on the physical automobile (with standard deductibles).