

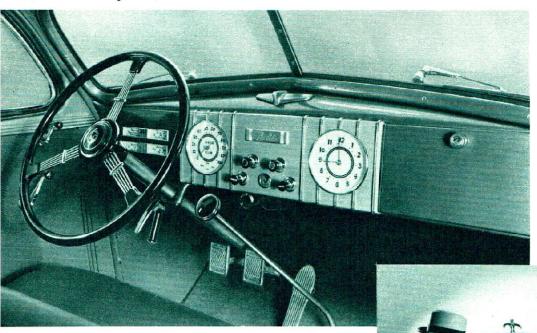
LOOK AT

La Salle!

LOOK AT La Salle's COMFORT AND CONVENIENCE

The handsome La Salle instrument panel richly deserves admiring comments. The instruments are all located within plain view. Controls are placed for convenient reach. The front seat is adjustable to suit the requirements of the driver.

New La Salle Bodies by Fisher have been substantially increased in length and width. Lower floors provide considerably more leg-room.



A built-in ash receiver and locking parcel compartment are provided in the instrument panel. The nameplate in the center panel may be removed for the installation of radio controls.

rials-are available on a contract plan at a fraction

of a cent per mile.

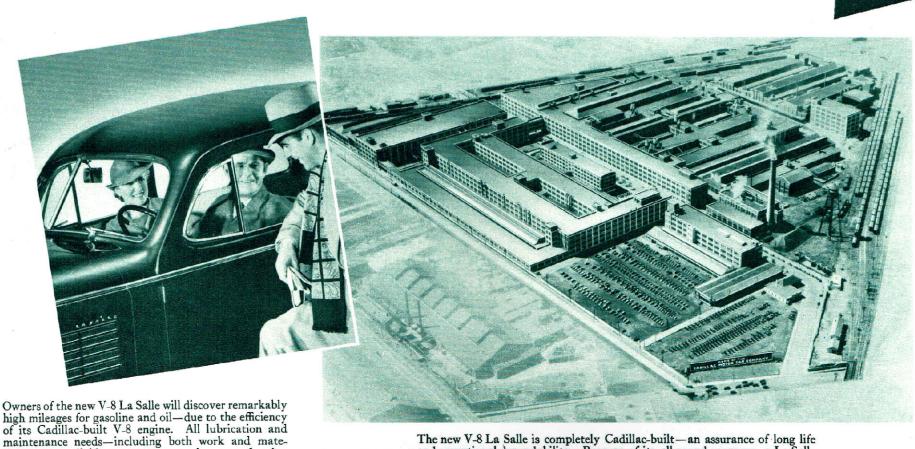
Spacious compartments provide ample luggage room for long vacation tours. The spare tire is concealed, yet may be easily removed and replaced.



La Salle interiors are invitingly roomy and restful. Their tailoring reveals the flawless work of master Fisher Body craftsmen. Upholstery may be selected from Bedford Cord or Broadcloth, in tan or gray shades.

La Salle luggage compartments are completely sealed against water and dirt. The cover support may be released by raising the cover slightly, eliminating the need of operating the catch by hand.

LOOK AT La Salle FOR LOW FIRST COST AND LOW UPKEEP COST

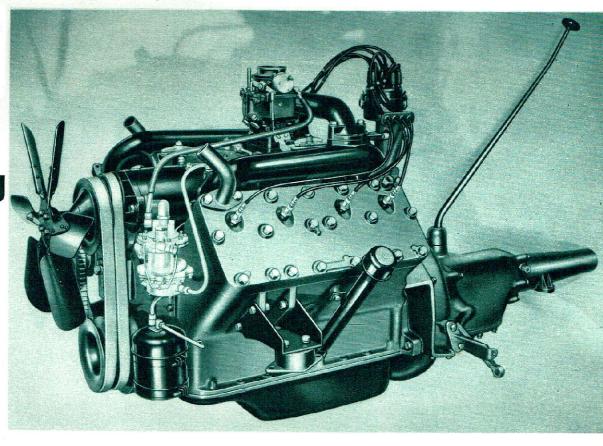


The new V-8 La Salle is completely Cadillac-built—an assurance of long life and exceptional dependability. Because of its all-round economy, a La Salle is actually less expensive than many cars of lower price.



DEPENDABILITY PERFORMANCE SMOOTHNESS

AS ONLY CADILLAC
CAN PROVIDE THEM



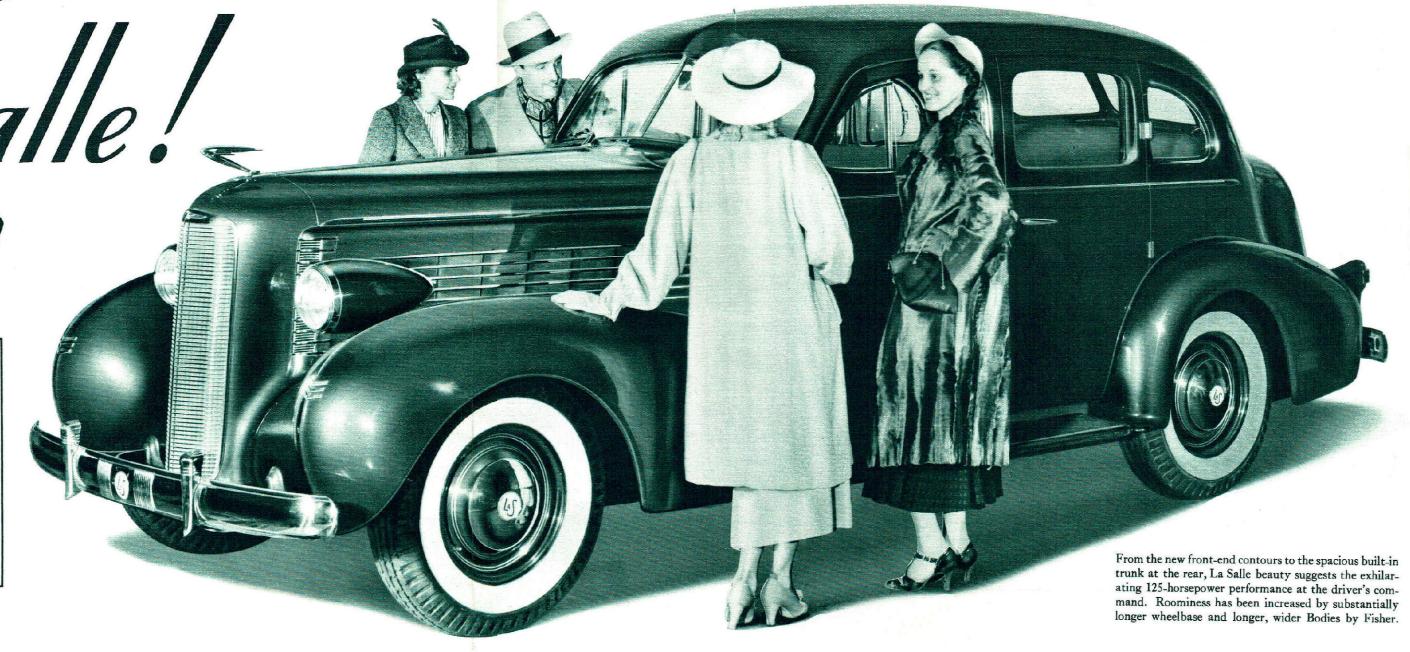
\$995

THE LOWEST PRICE
IN La SALLE HISTORY

AND UP



COMPLETELY
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OF ALL TIME!

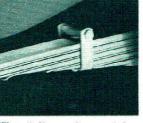


LOOK AT La Salle's FEATURES

La Salle Knee-Action, improved for 1937, is the same highly-perfected type offered on the most expensive custom cars—a feature essential for smooth, restful riding comfort.



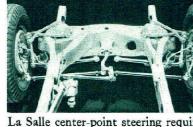
La Salle Multibeam headlights illuminate the road for a safe distance, free from glare.



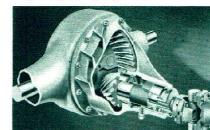
Waxed liners, inserted between the leaves, eliminate the need for rear spring



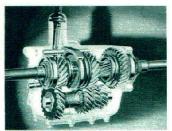
The generator charging rate is automatically regulated to meet radio, heater and other electrical needs.



La Salle center-point steering requires only a light finger pressure.



The new La Salle hypoid rear axle is the strongest type for its weight in use today. Its gears operate with excep-



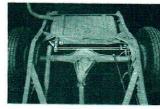
La Salle helical gears are virtually soundless in all speeds, and any driver can easily shift them without clashing.

LOOK AT La Salle's BEAUTY





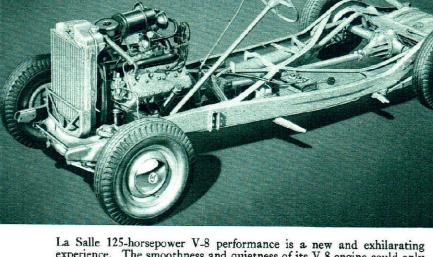
La Salle Fisher Bodies provide "Unisteel" Turret-Top construction-all-steel safety overhead, on all sides, and below.



Two stabilizers-front and rear-assure a steady, balanced ride by resisting "side sway" on curves.

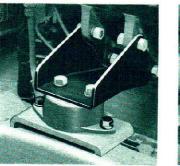


The big, long-wearing La Salle clutch engages smoothly and quietly, making La Salle's fast acceleration doubly enjoyable.



LOOK AT La Salle's VALUE

experience. The smoothness and quietness of its V-8 engine could only come from Cadillac, where the first of all V-8 engines was built.



Three rubber mountings sup-port the La Salle engine, insulating it from the frame without excessive engine movement.



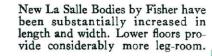
Larger brake linings, impervious to moisture, increase the safety of La Salle hydraulic brakes.

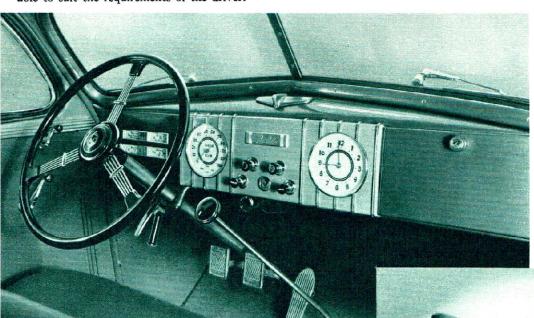


Fisher No-Draft Ventilation circulates fresh air in any weather for healtl and comfort.

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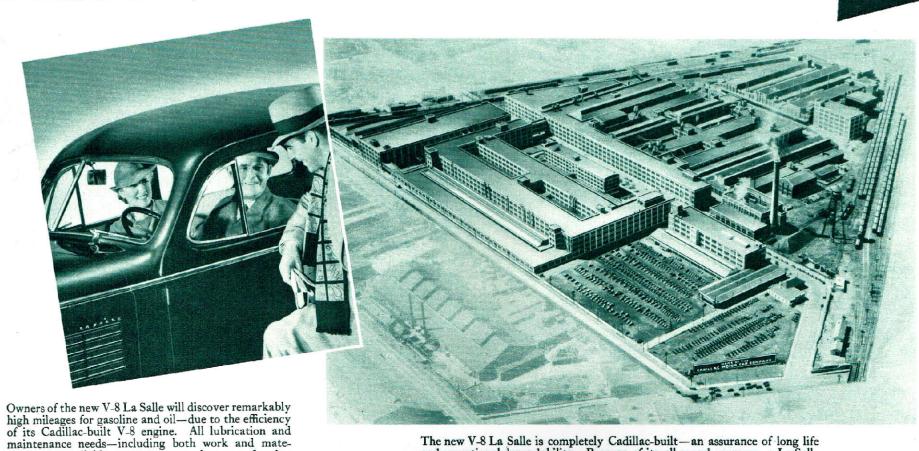
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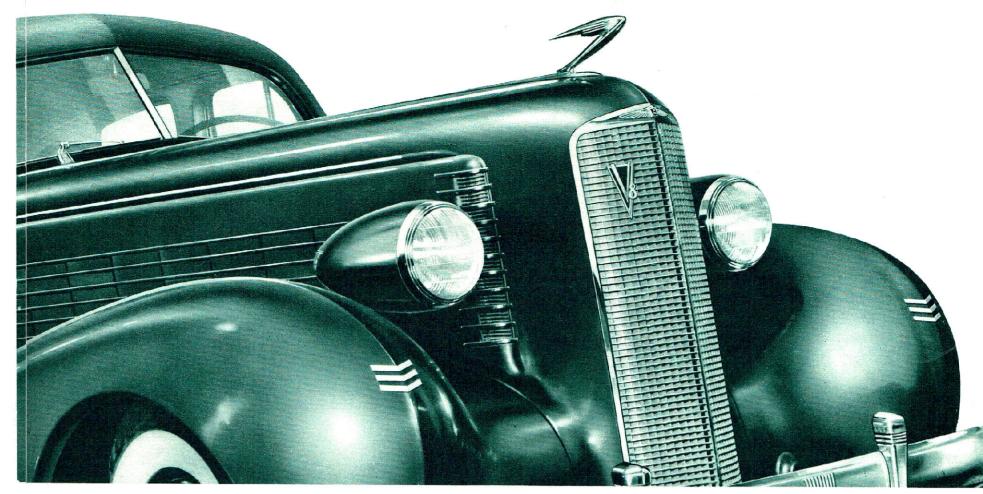
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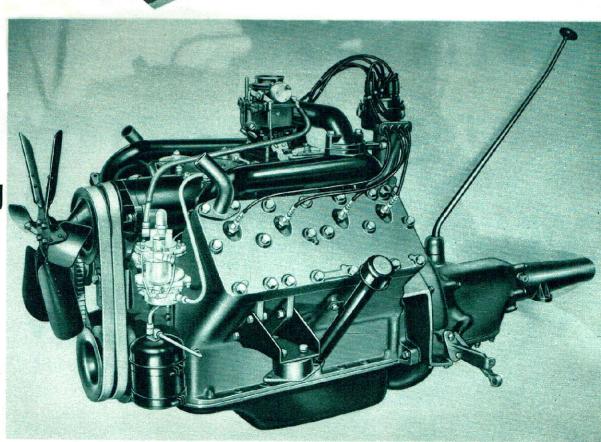


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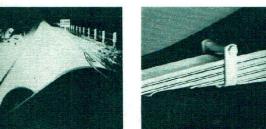
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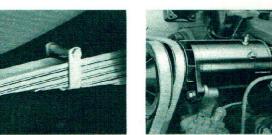
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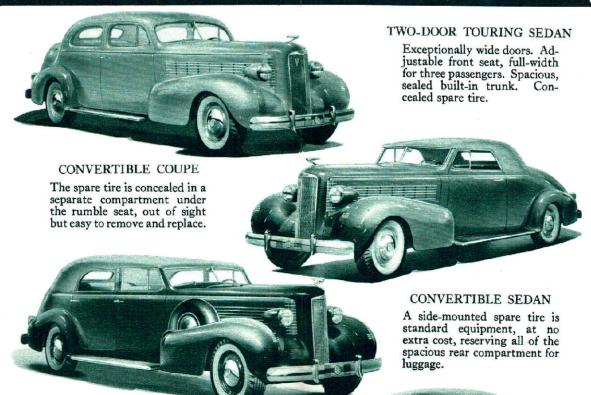
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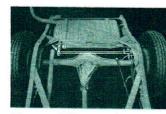


TWO-PASSENGER COUPE

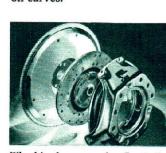
Two opera seats, inside, accommodate two additional passengers. Liberal luggage space. Concealed spare tire.



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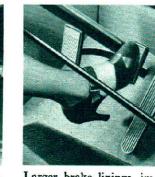


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