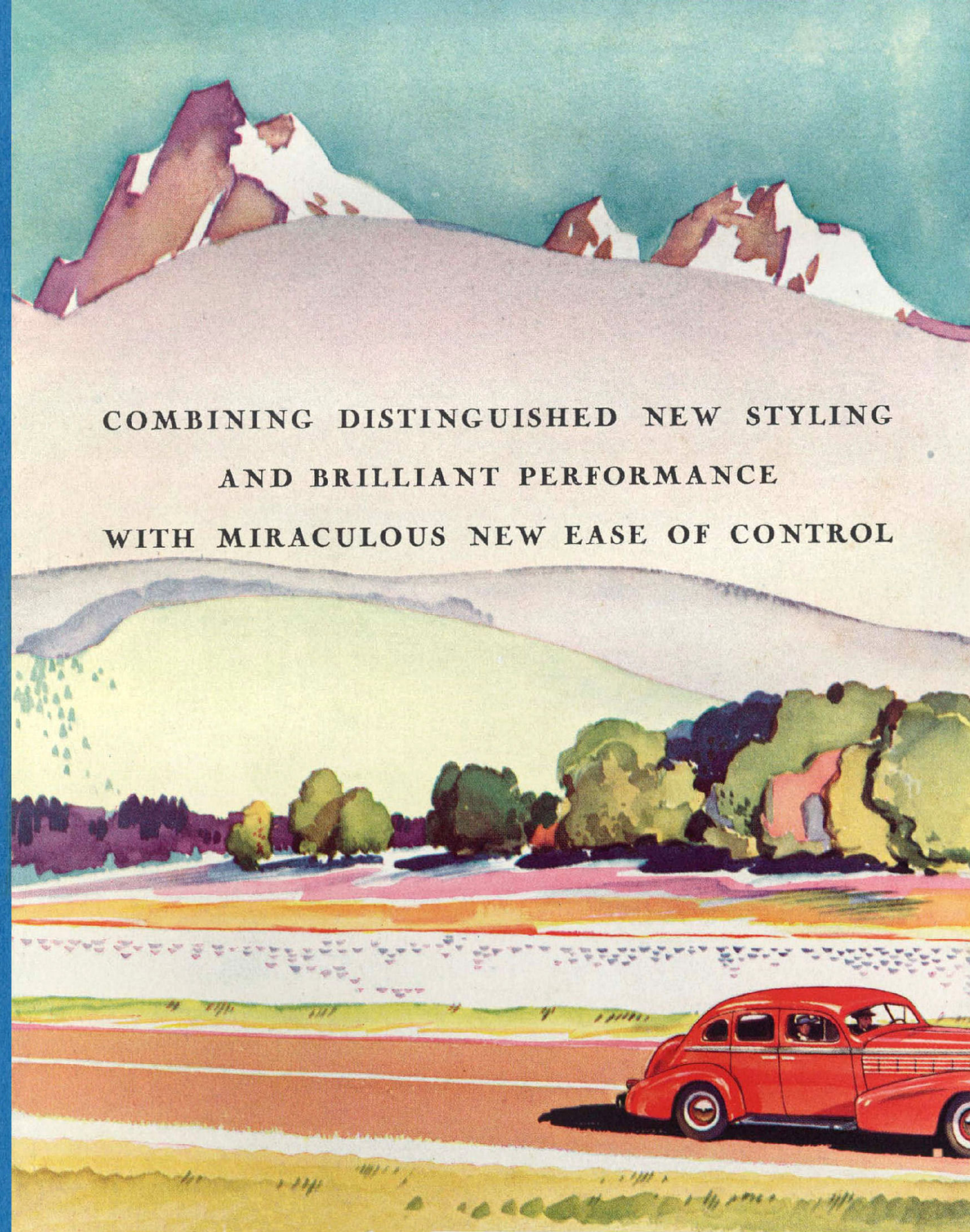
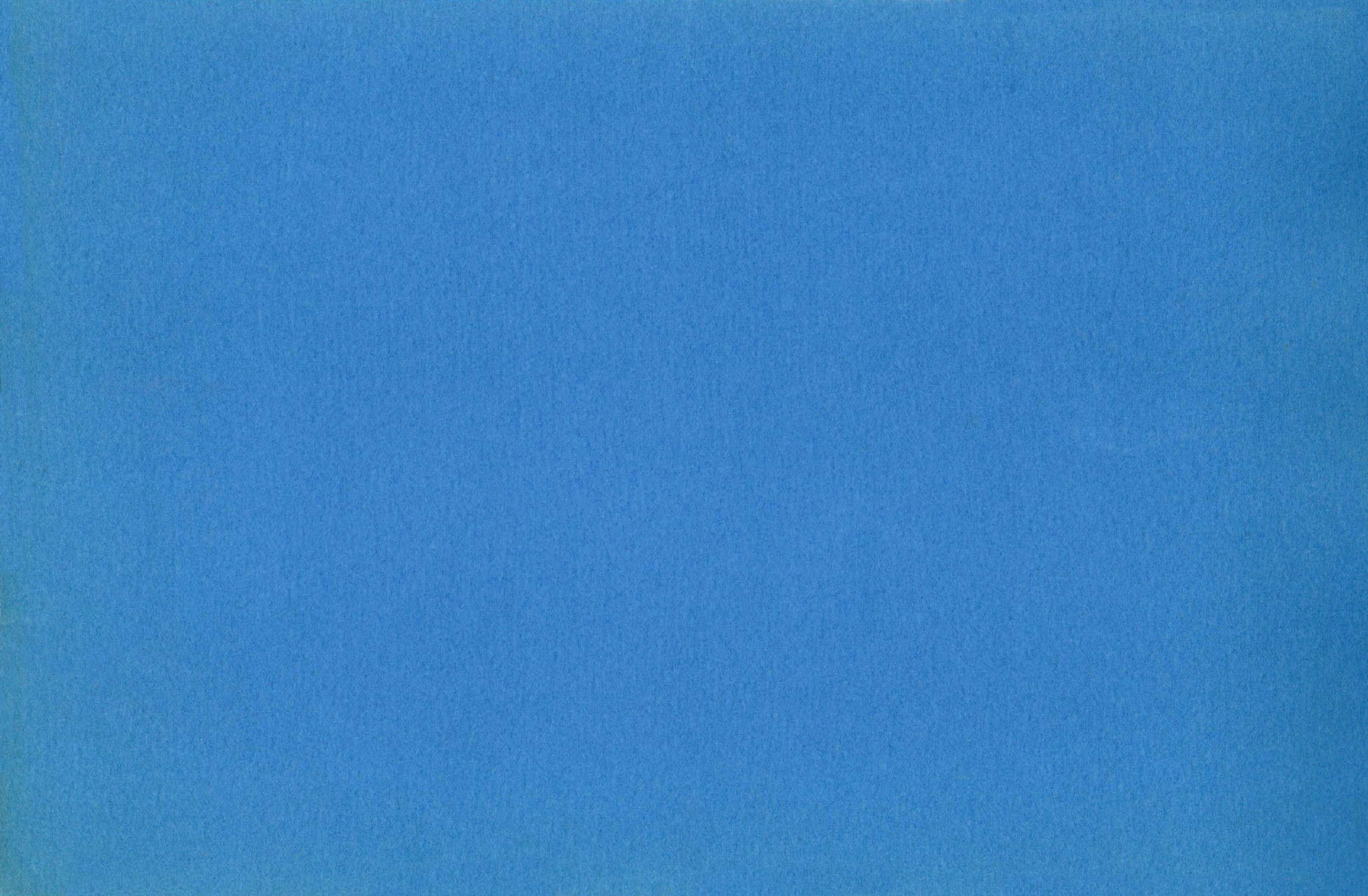


La Salle

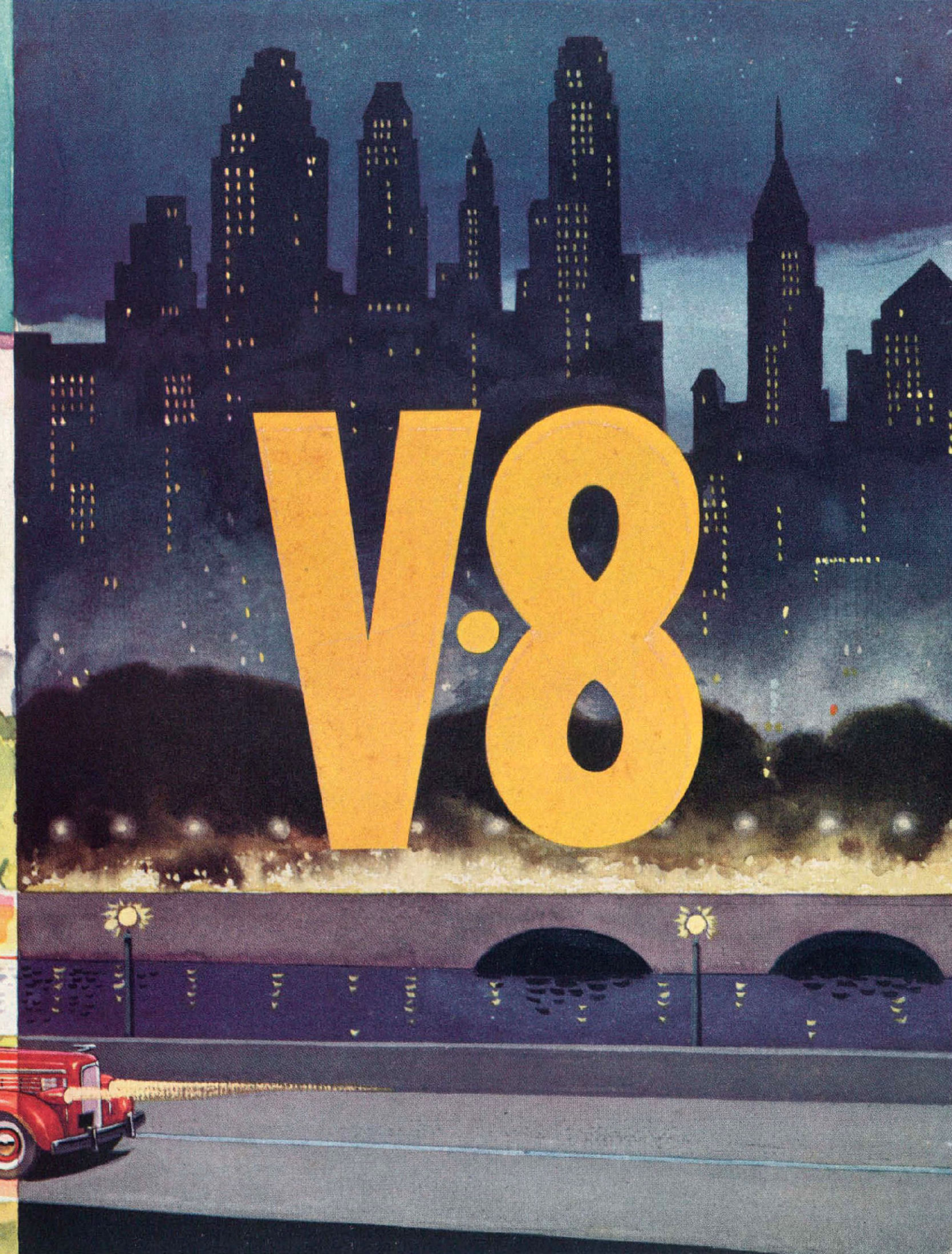
1938

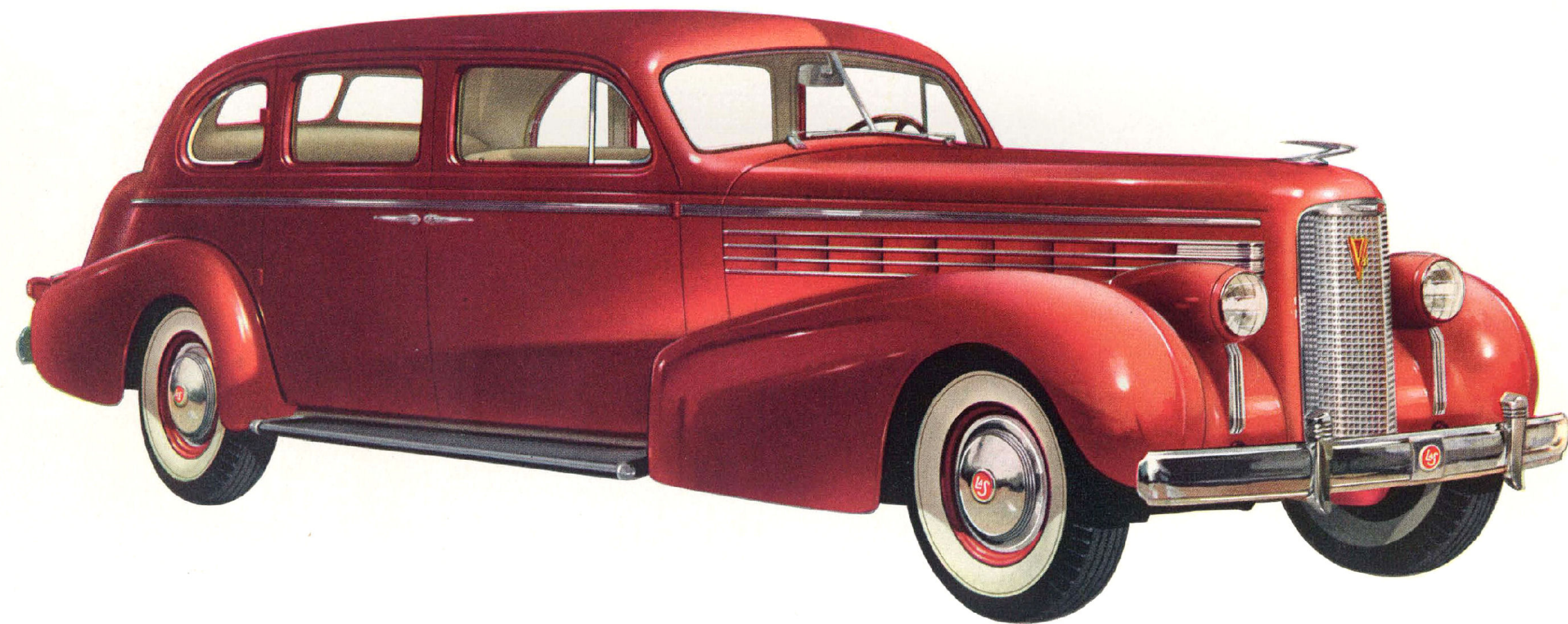


ENGINEERED AND BUILT
BY CADILLAC



COMBINING DISTINGUISHED NEW STYLING
AND BRILLIANT PERFORMANCE
WITH MIRACULOUS NEW EASE OF CONTROL





How remarkably the completely redesigned exteriors of the 1938 LaSalle have enhanced the beauty and grace of LaSalle's *style* is immediately evident in this profile view of the Five-Passenger Sedan. The entirely new front end ensemble is particularly striking.

Five-Passenger Sedan

NO OTHER FINE CAR OFFERS SUCH OUTSTANDING VALUE!

Only its fine and exclusive heritage of Cadillac engineering and Cadillac manufacture enables LaSalle, of all fine cars, to offer such great intrinsic value.

Whether you appraise the new LaSalle for its striking beauty, or for the brilliant performance of its Cadillac-built V-8 engine, or for its lasting economy . . . you will be quick to see that no other fine car gives so much at so low a cost.

Built with the experience of age . . . the new LaSalle is styled with the vision of youth. Its smart, new lines will immediately capture your admiration. They are lines of exquisite beauty and authentic grace . . . style oftentimes copied but never duplicated.

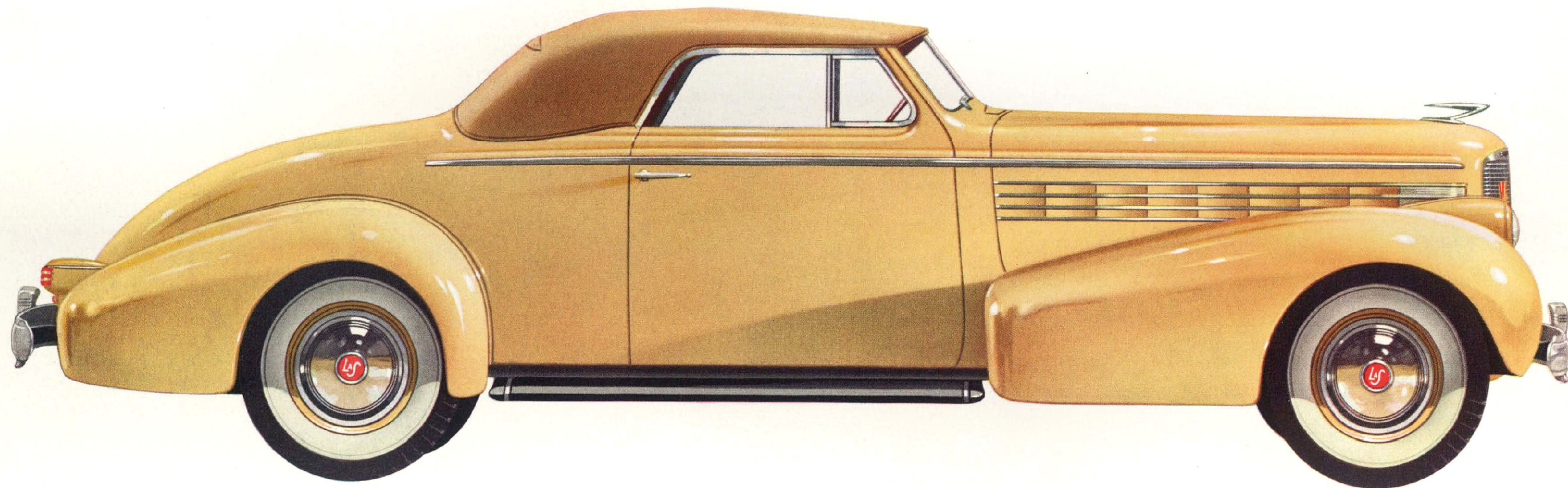
Drive the new LaSalle and your appreciation of its worth will grow. The shortest ride will reveal a sense of relaxation, a consciousness of power to master any motoring need, and a feeling of security that you have never before experienced in any motor car.

Of course it takes ownership, and time, to bring to you an adequate conception of the surprising *thrift* of this 1938 LaSalle. There's more than a hint of LaSalle's enduring economy, however, in its *low first cost!*

LaSalle remains undeniably the world's *most economical* fine car.



The new LaSalle interiors are spacious and restful, revealing the flawless work of master Fisher Body craftsmen. Vision is wholly unobstructed. There are arm-rest ash receivers, with snap tops. A wide selection of upholsteries and color harmonies tends to individualize each new LaSalle.



LaSalle's Convertible Coupe is an exceptionally distinguished "all-weather" car. Its smart, expertly tailored and tight-fitting top is practically invisible when lowered. A comfortable rumble seat, upholstered in leather, accommodates two or even three additional passengers.

Convertible Coupe

REMARKABLE NEW EASE OF CONTROL

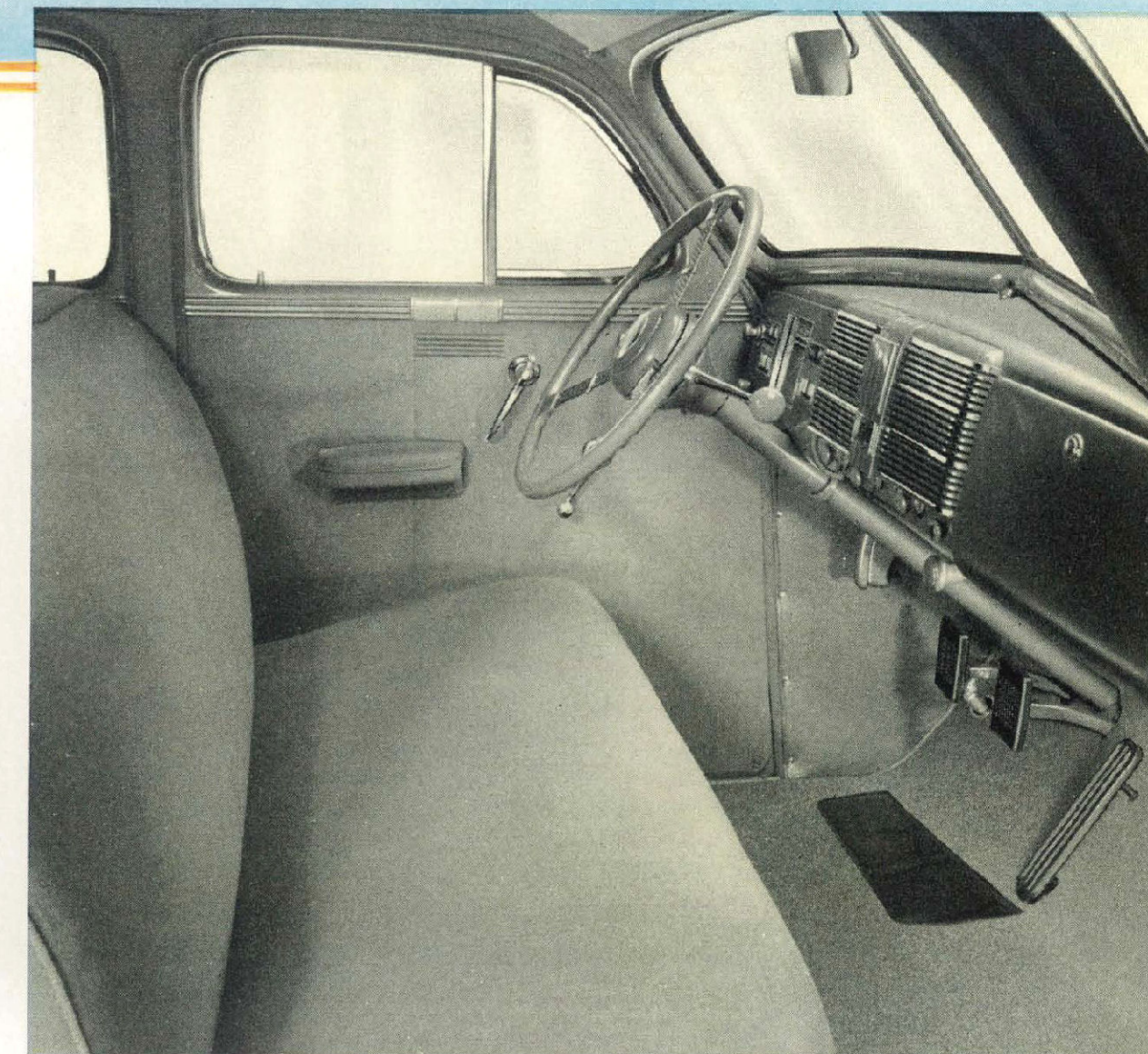
This 1938 LaSalle V-8 brings you one of the finest in a long and brilliant succession of Cadillac engineering advancements . . . the Syncromatic Gear Shift.

The new Syncromatic Gear Shift is *standard*. There is nothing to learn, nothing to forget. But there is a wholly new and delightful experience to enjoy! Located out of the way, on the steering column (where the gear shift lever belongs!) the Syncromatic Shift enables you to change gears with an entirely new ease . . . smoothly and positively. And there's another great advantage—the Syncromatic Control frees the front compartment of all obstructing levers . . . giving an added, and much appreciated spaciousness. You drive with *complete* relaxation.

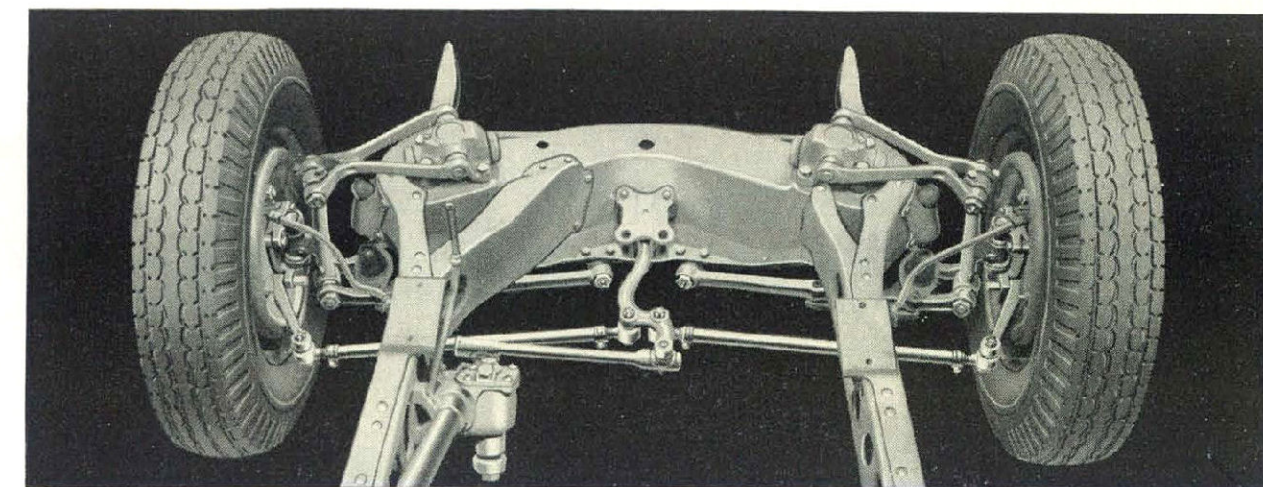
Thus you have an almost miraculous new ease of control over the great power and spirited performance of LaSalle's 125-horsepower V-8 engine. Driving the new LaSalle is sheer enjoyment!

LaSalle center-point steering requires only a light pressure of the fingers . . . and the wheel returns to "straight-ahead" of its own volition when the curve is rounded. Brakes apply tremendous pressure at a slight touch. Gauges and instruments are within constant and unobstructed vision.

There is no car in all the world that's such a joy to drive as this easily handled LaSalle V-8.

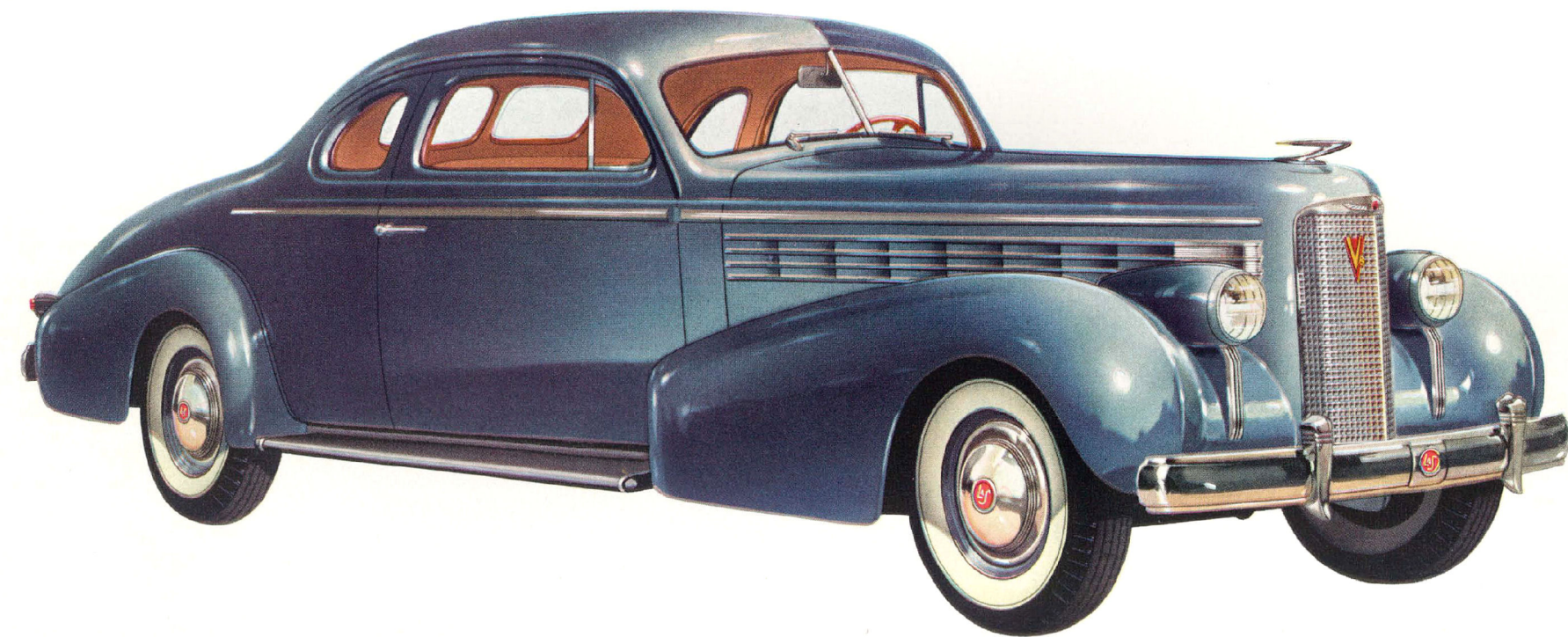


Driving the new LaSalle V-8 is a delightful experience every time you take the wheel. The inviting front compartment is restful and spacious—three passengers can ride in perfect comfort. Vision is almost entirely unobstructed.



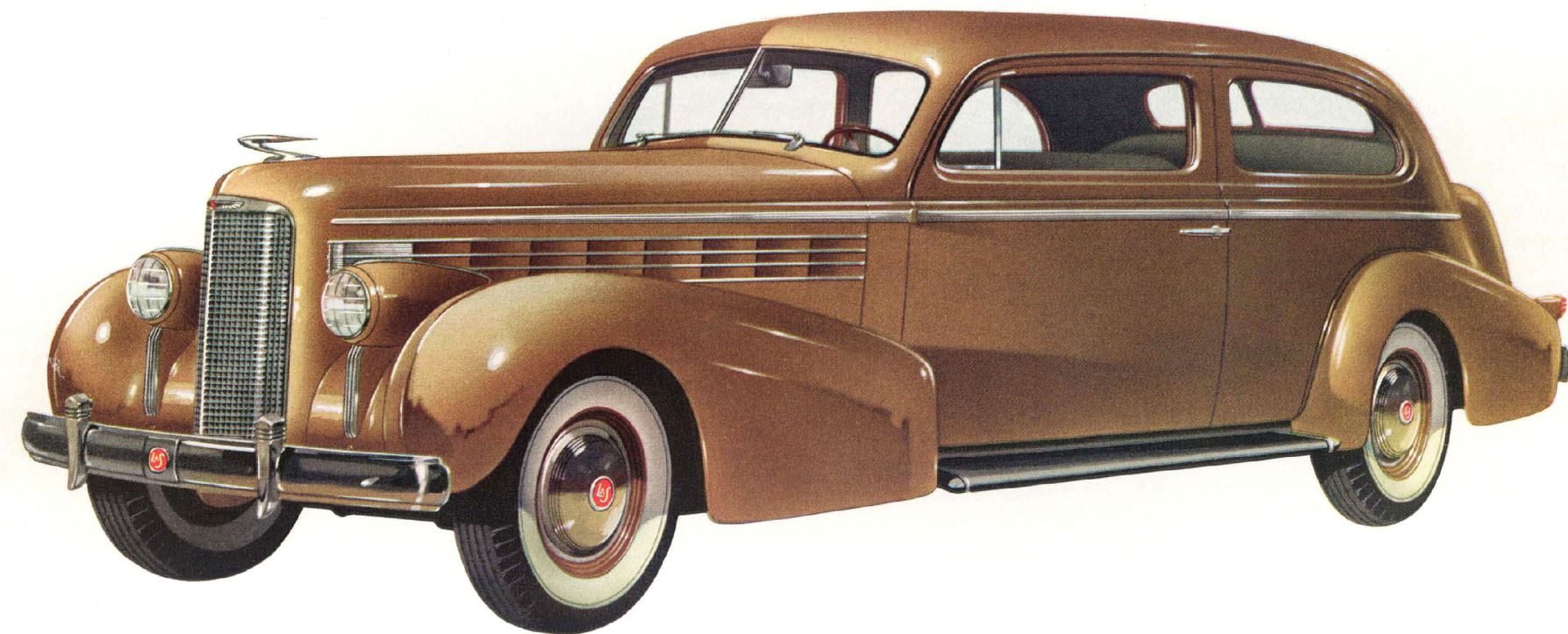
LaSalle center-point steering requires only slight pressure for complete control.

V8



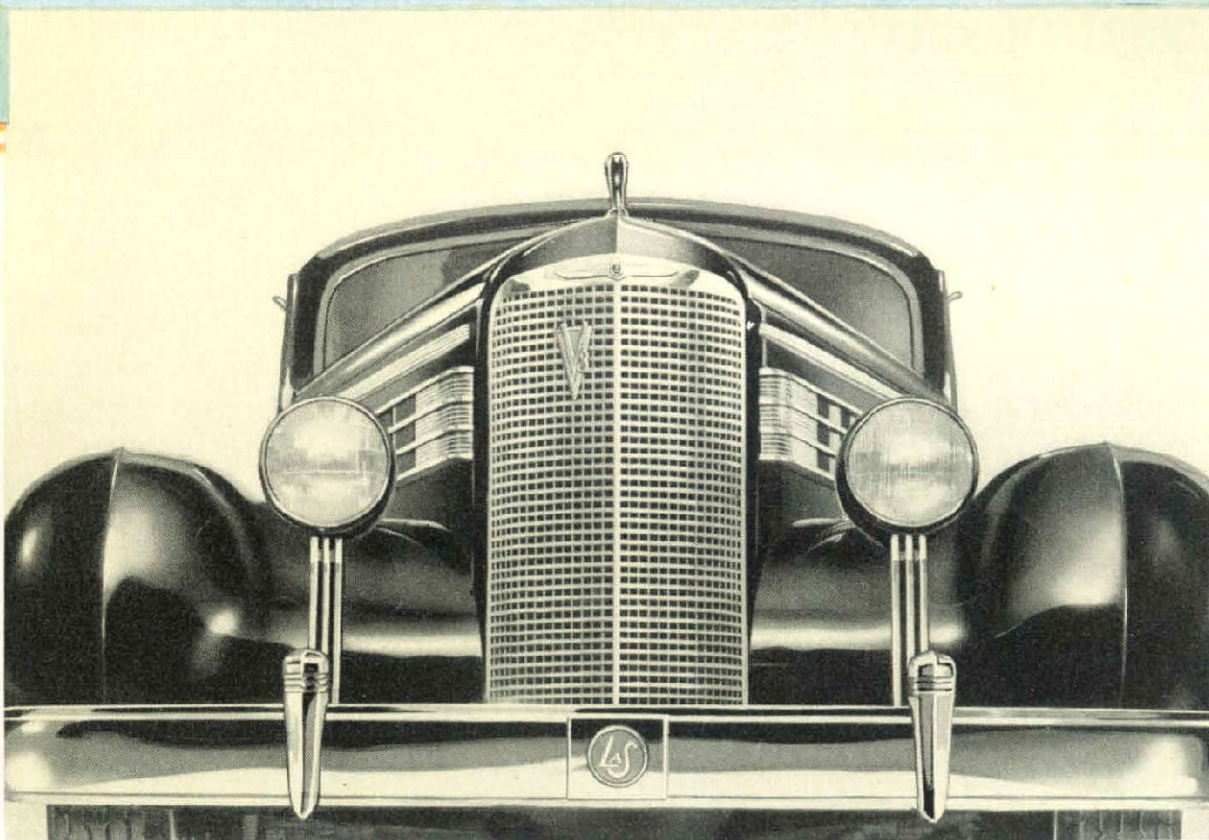
Two-Passenger Coupe

Two luxuriously upholstered opera seats, located inside the body, permit four passengers to ride comfortably in the new LaSalle Coupe. There is abundant room for plenty of luggage, and for the convenient storage of the concealed spare tire, in the gracefully sloping rear compartment.

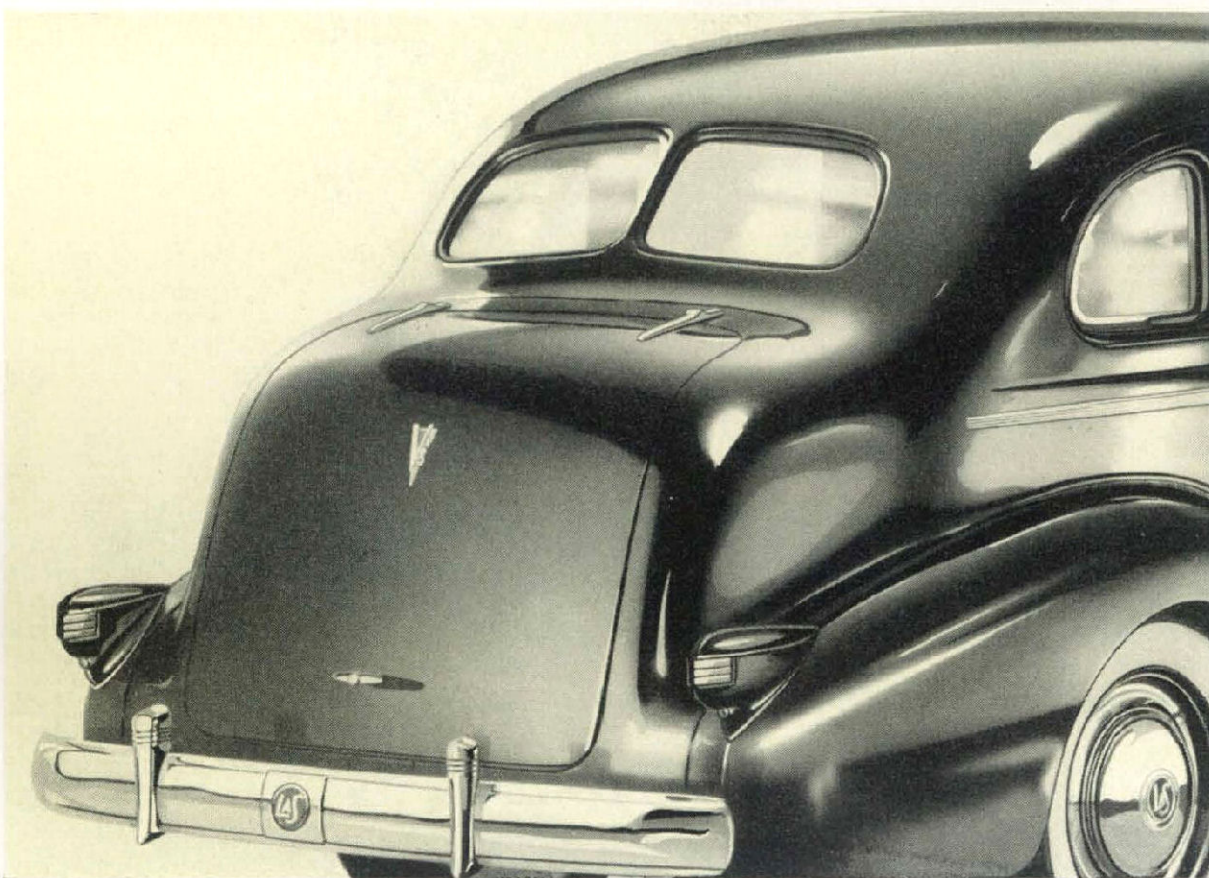


Five-Passenger Touring Coupe

There is abundant room in the Five-Passenger Touring Coupe. Three passengers may easily ride in comfort in the front seat. Exceptionally wide doors afford easy entrance. The spacious, built-in trunk, which also conceals the spare tire, makes this car particularly ideal for long tours.



Illustrated above is the beautiful front end ensemble of the new LaSalle V-8. The illustration below shows the graceful rear contours, with the spacious luggage trunk.



NEW AND DISTINGUISHED STYLING

Every line and contour of this smart, new LaSalle V-8 will win your immediate admiration. Its styling is *authentic* — graceful and dignified, yet charmingly fresh and distinctive.

Exteriors have been completely redesigned to reflect more adequately LaSalle's great power and sturdiness. Viewed from the front, the new LaSalle is strikingly smarter and more beautiful.

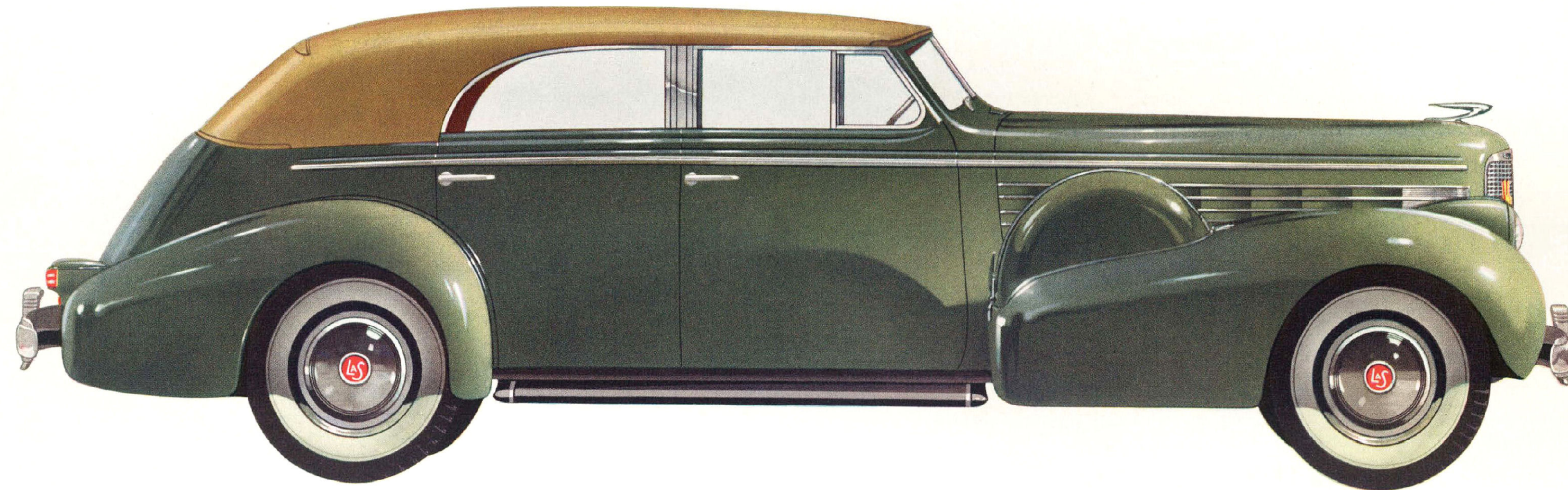
The characteristic LaSalle radiator grille is more deeply curved and two inches wider — giving a more massive appearance. Lamps are mounted in the valleys between the low, sweeping fenders and the hood. The new hood and hood louvres give an impression of remarkably increased hood length.

The rear view is equally smart, distinguished by the large trunk, with heavy exposed chromium hinges and handles, and the distinctive V-8 emblem, and by the new and wider bumper bearing the LaSalle monogram.

Interiors are rich in luxury, comfort and convenience. Appearance is freshened by new fabrics, new trimming styles, and new color harmonies in both upholstery and metal work.

Equipment is wonderfully complete. There are ash receivers, with snap tops, both in the front compartment and in the rear arm-rests; a foot-rest built into the back of the front seat; sun shades; front door arm-rests; deep compartment carpets; sturdy cord robe rail; a new "safety-back" front seat, thickly padded.

The simple front seat adjustment lifts the seat as it is moved forward, a feature appreciated particularly by women . . . who have always been especially appreciative of *every* phase of LaSalle's unchallenged *style leadership!*



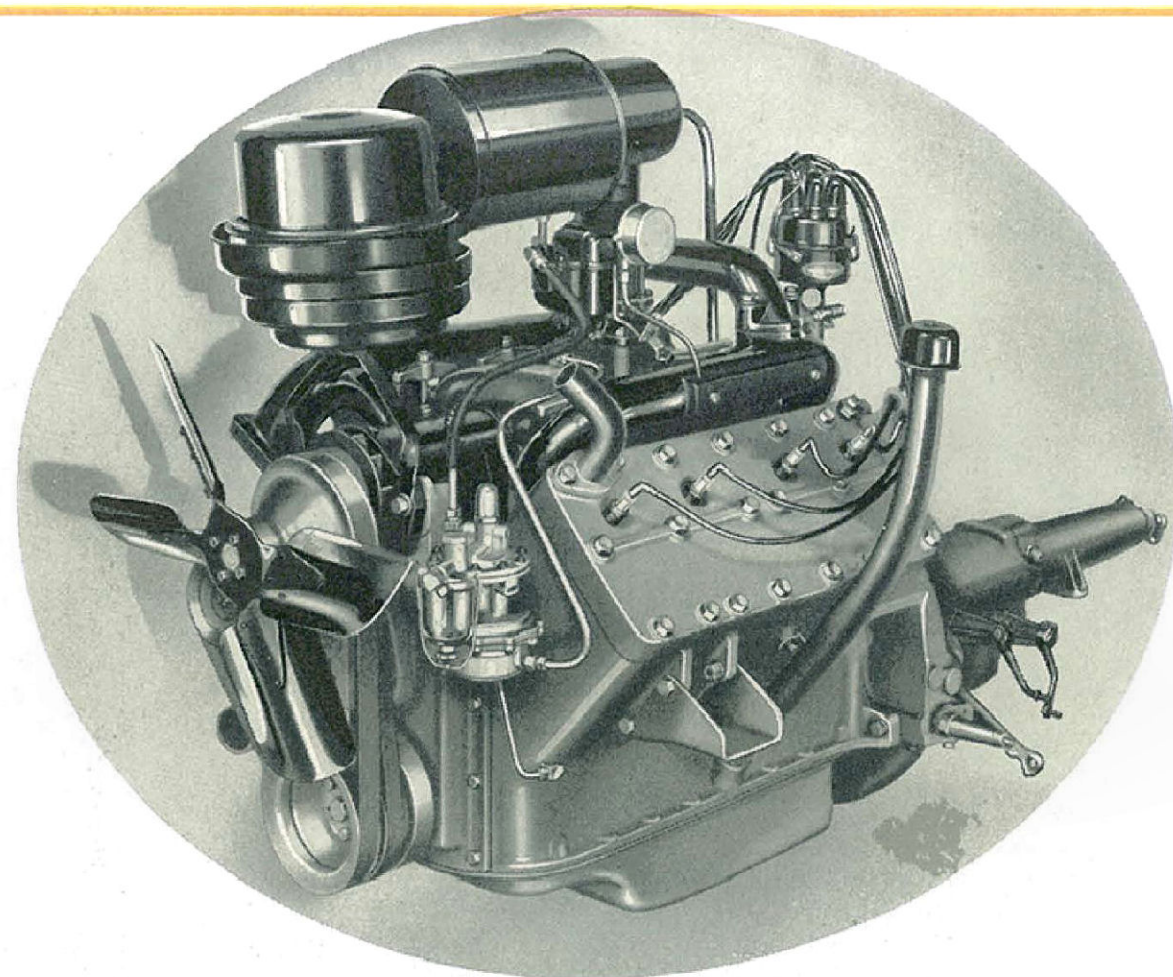
This new LaSalle gives you the freedom of an open car when days are fair, the comfort and security of a sedan in inclement weather. Its lines are strikingly beautiful . . . its performance most brilliant, and its fine utility particularly satisfying.

Convertible Sedan

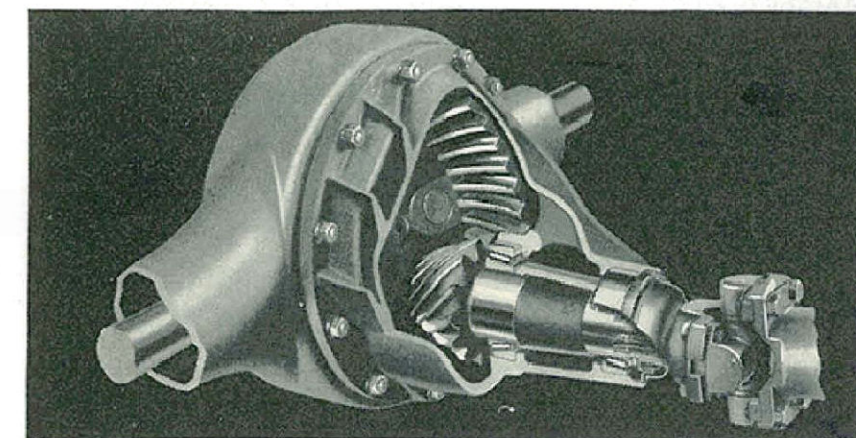
A MARVEL OF ENGINEERING GENIUS AND FINE CRAFTSMANSHIP

You will find LaSalle's adherence to the highest standards of precision manufacture evident in every phase of LaSalle's mechanical perfection.

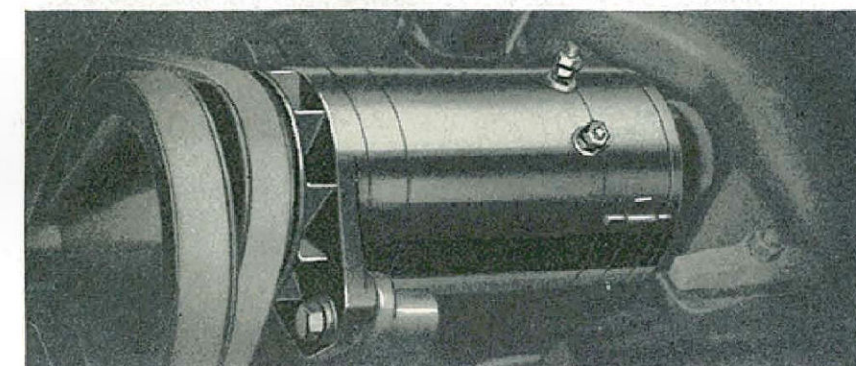
You find it in the wonderfully compact, smooth, quiet V-8 engine, with its 125 horsepower. You find it in a hundred major and minor chassis details, each contributing its share of bettered performance, lengthened life, improved comfort or safety, or more substantial economy.



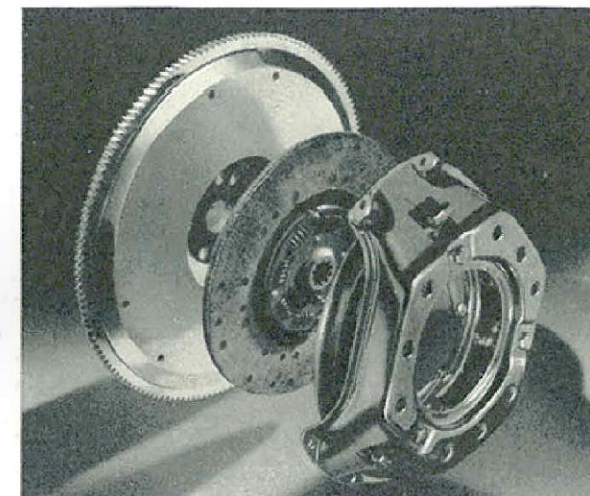
LaSalle's Cadillac-built V-8 engine develops 125 horsepower, with an unusually high ratio of power to weight.



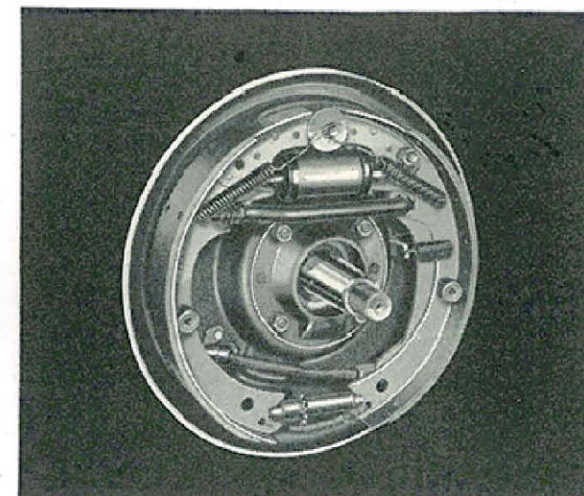
The LaSalle hypoid rear axle is the strongest type for its weight in use today. Its gears operate with exceptional quietness.



The generator charging rate responds automatically to radio, lighting, heater and other electrical consumption requirements.



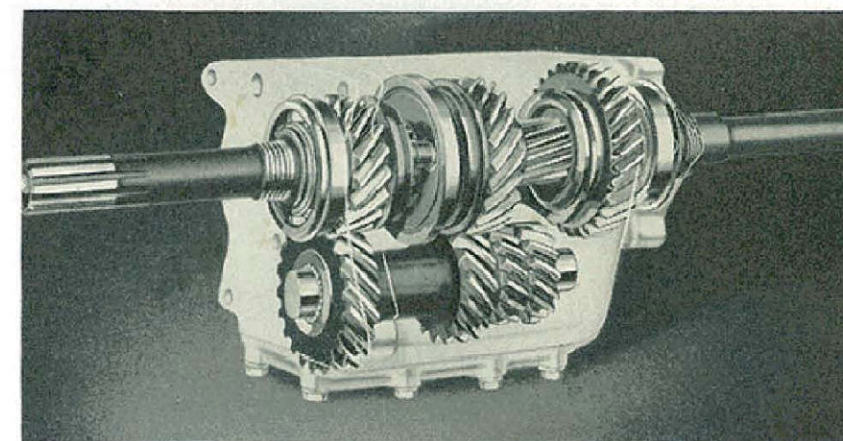
A big long-wearing clutch operates smoothly, quietly and positively—at slight pressure.



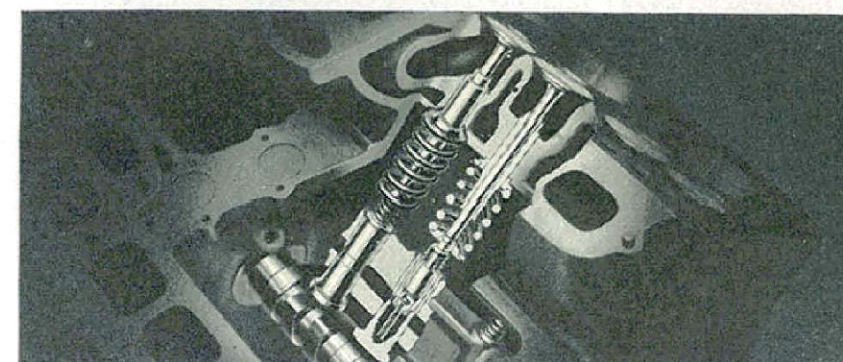
LaSalle's hydraulic brakes respond to light pressure. Moulded linings are moisture-proof.

For example, LaSalle owners are seldom conscious of the valves in the LaSalle engine. Valve trouble is practically unknown, valve adjustment *never* needed. And simply because of LaSalle's hydraulic valve silencers, built with the manufacturing accuracy of the world's finest watches.

LaSalle Knee-Action and Center-Point Steering . . . most necessary features for smooth, restful riding and driving comfort . . . are of the



The helical gears of the Synchro-Mesh Transmission are virtually soundless in all speeds. The shift lever is on the steering column.



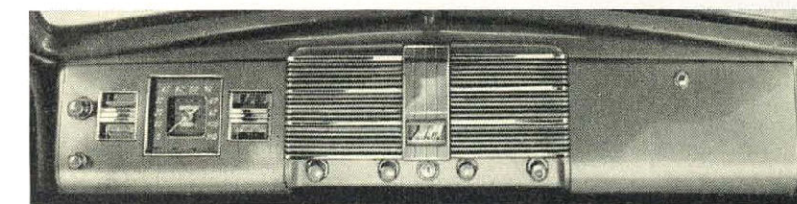
Hydraulic valve silencers, pioneered by Cadillac, eliminate valve adjustment—increase engine efficiency and fuel economy.

identical, highly perfected type offered on the finest Cadillac custom cars.

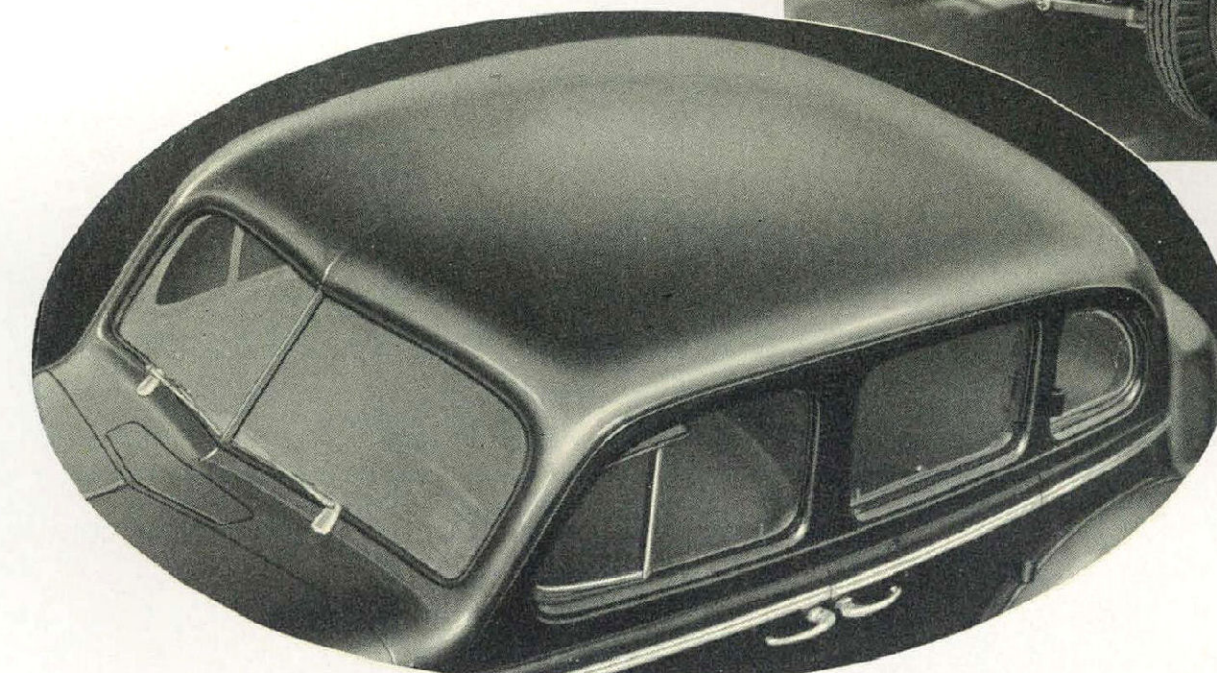
The LaSalle Peak Load Generator *automatically* keeps the battery fully charged, compensating for whatever output is demanded by radio, heater, lights or other equipment.

Safety is enhanced by a myriad mechanical advancements . . . the Fisher "Unisteel" Turret Top . . . hydraulic brakes with large area moulded linings, impervious to moisture, and operated by the lightest toe pressure . . . and by the new thickly padded "safety-back" front seat.

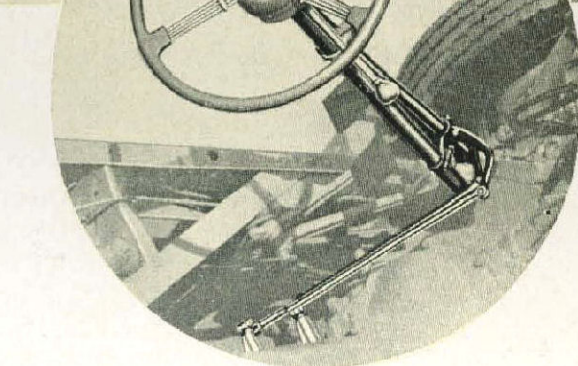
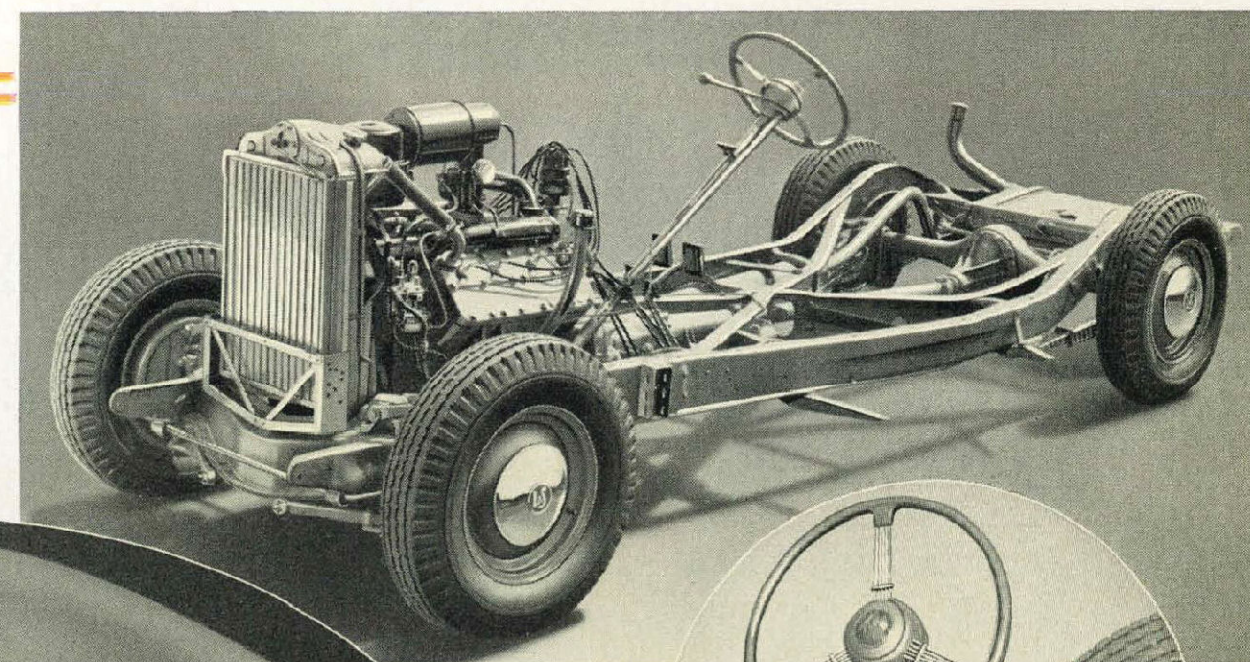
These are but a few examples of the engineering genius that pervades the entire LaSalle chassis . . . a harmony of fine-car excellence that will impress you the moment you first drive this fine new LaSalle. Why not take that drive . . . now?



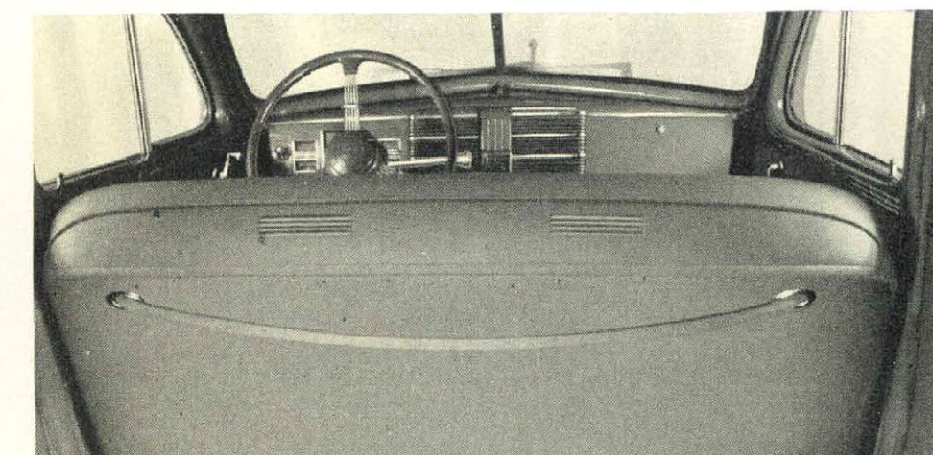
Smartness and utility are combined in LaSalle's handsome instrument panel. All instruments are always in plain view.



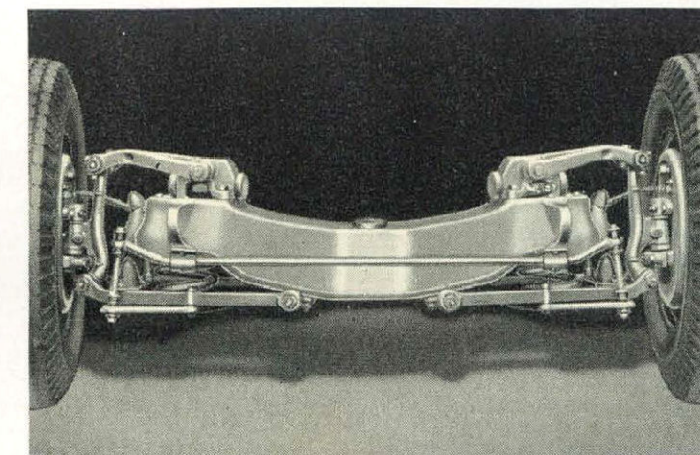
Fisher "Unisteel" turret top construction provides all-steel safety overhead, on all sides, and below.



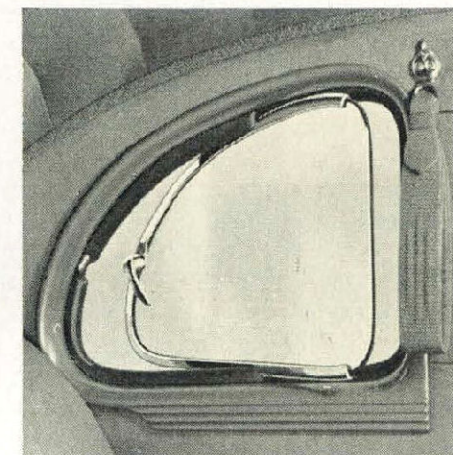
Cadillac craftsmanship and painstaking accuracy are reflected in every detail of the LaSalle chassis. Note particularly the simple and positive action of the new synchromatic gear shift lever.



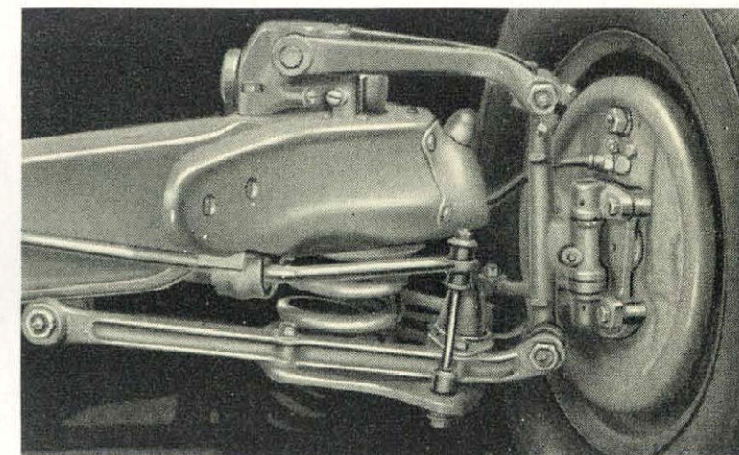
The back of the trimly tailored front seat is rounded and thickly padded for added safety. A sturdy cord robe rail is conveniently placed.



Two ingenious stabilizers, front and rear, resist "side sway" on curves . . . insure steady, balanced riding.



Fisher "No-Draft" Ventilation circulates fresh air in any weather.



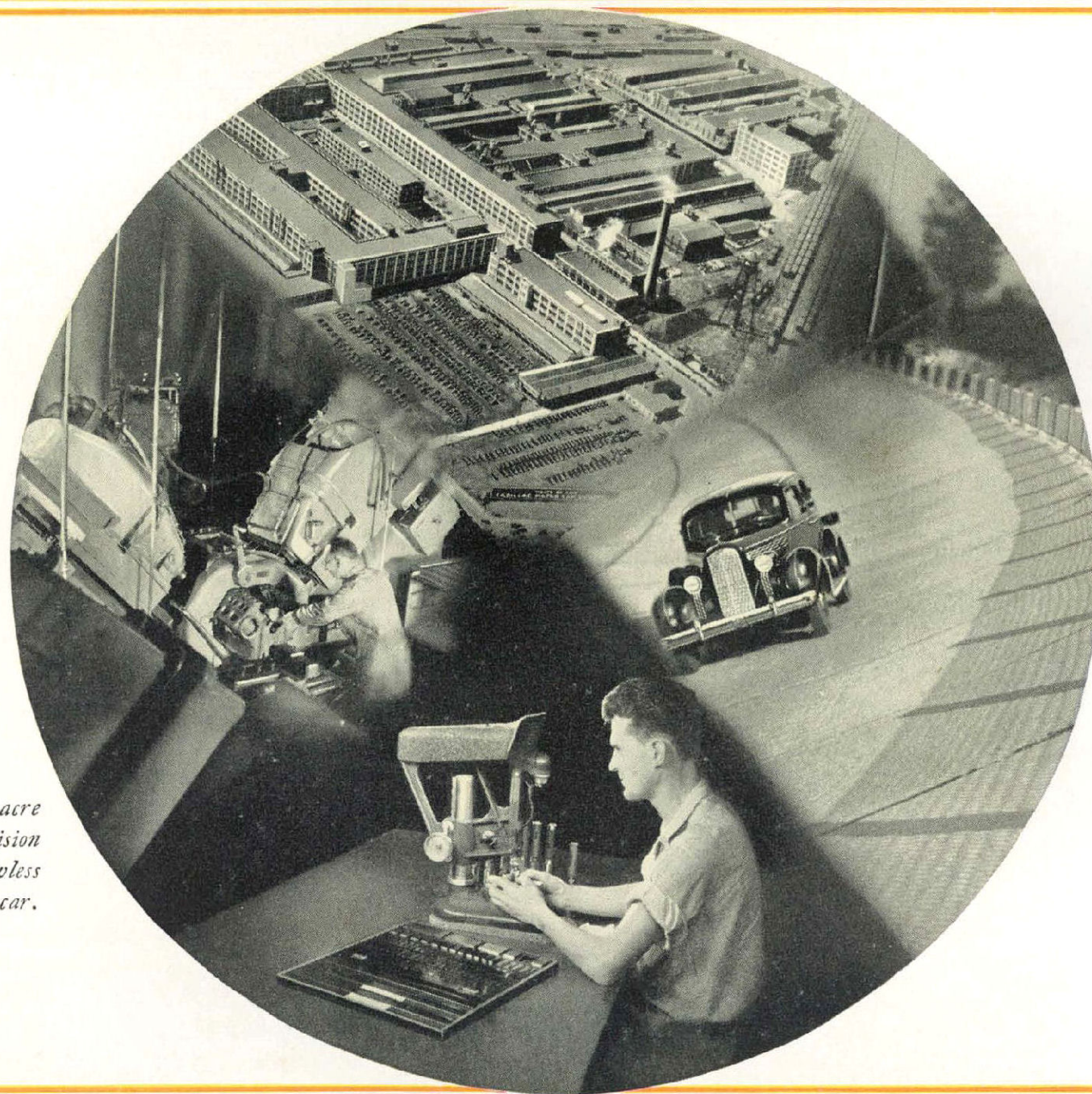
LaSalle Knee-Action, the identical type used on the Cadillacs, insures the most restful ride in motordom.

THE NEW LaSALLE IS DESIGNED AND BUILT BY CADILLAC



LASALLE will always stand apart and above in the field of fine cars of moderate cost . . . because of its priceless Cadillac heritage. LaSalle is built in the Cadillac factory by Cadillac-trained craftsmen. LaSalle motors are manufactured in the same department as the engines of Cadillac cars. LaSalle cars alternate on the assembly line with Cadillac cars, each the proud product of men grown gray in the Cadillac tradition: Craftsmanship a Creed, Accuracy a Law.

In the Cadillac factories . . . and at the 1245-acre proving ground of General Motors . . . precision craftsmanship and gruelling tests mould the flawless mechanical perfection of every Cadillac-built car.



IN THE Cadillac tradition the servicing of LaSalle and Cadillac cars must be as flawless as the cars themselves. Only men long schooled to the high standards of Cadillac precision manufacture are entrusted with the continuing satisfaction of LaSalle and Cadillac owners. Toward this end, Cadillac maintains the Cadillac Certified Craftsmen's League. Only members of the Parts and Service Departments of authorized distributors, dealers and branches may belong to this league. To retain membership, Cadillac Certified Craftsmen must return to the factory monthly examination papers, averaging 85% or better. Cadillac further safeguards owner satisfaction by placing all lubrication and maintenance needs, including both work and materials, on a contract plan—at a specific cost of a fraction of a cent per mile.

SPECIFICATIONS

ENGINE—Cadillac precision built 90° Vee 8 design, L-head, bore 3 $\frac{3}{8}$ ", stroke 4 $\frac{1}{2}$ ", displacement 322 cu. in., taxable horsepower 36.45, brake horsepower 125 at 3400 r.p.m. Engine mounted in rubber at three points.

PISTONS—T-slot design Lo-Ex aluminum alloy for uniform expansion, special anodizing process hardens wearing surface to prevent scuffing and scoring, fitted with two compression rings and two oil rings.

CARBURETION—Dual down-draft with equalized manifolding, mechanical fuel pump, oil bath type air cleaner, intake silencer, fully automatic choke.

GASOLINE TANK—Capacity 22 gallons.

GENERATOR—The Delco-Remy peak load generator maintains charging rate, even when headlamps, radio, and heater are being used. It eliminates worry concerning battery condition.

CLUTCH—10 $\frac{1}{4}$ " semi-centrifugal single plate disc of 107 square inch facing area. Permanently lubricated ball throwout bearing reduces service expense.

TRANSMISSION—Cadillac pioneered and built Syncro-Mesh with the pin type synchronizers, sliding low and reverse gears, constant mesh second gear. Syncromatic control clears front compartment. Transmission gears helical and fully carburized for hard use and long life.

LIGHTING—Three-beam asymmetrical system, double filament bulbs, instrument board and foot switch control. Headlamp beam indicator in speedometer face.

FRONT SUSPENSION—Independent "Knee-Action" front wheels, simple and sturdy with large, helical coil springs and forged forked arms for smoother riding comfort and effortless driving control. Thoroughly proven by four years' use and millions of miles of testing.

SPRINGS—Front suspension independent helical type, rear springs semi-elliptic type 54 $\frac{1}{2}$ " long, 2" wide, spring leaves lubricated by wax impregnated liners.

BRAKES—Bendix super-hydraulic brakes operate in composite drums with 220 square inches braking area. Mechanical hand brake operates independently.

DRIVE SHAFT—Hotchkiss drive. Two universal joints of the needle roller bearing type permanently packed with lubricant requiring no service attention.

REAR AXLE—Hypoid rear axle, Cadillac design and manufacture. Semi-floating type, insuring quiet, dependable performance. Gear ratio 3.92 to 1.

STEERING GEAR—Sturdy worm and double roller type. Center-point steering provides steering accuracy at all times. Can be turned or parked in much smaller space than many shorter cars.

FRAME—Tread: front 58", rear 59". Rigid frame, X-type, with very deep X-member junction and reinforced side members. Maximum depth 8 $\frac{1}{4}$ ", flange width 2 $\frac{3}{8}$ ", thickness $\frac{3}{8}$ ".

RIDE STABILIZER—Double ride stabilizers hold car to level position and promote high speed roadability and safety, torsion bar type front, cross link type rear.

TIRES AND WHEELS—Low pressure, 4 ply tires, 7.00x16, steel disc wheels with large chrome disc hub caps.

FENDERS—Fenders and other sheet metal parts are bonderized to prevent rust.

WHEELBASE—124". Over-all length with bumpers 201".

BODY TYPES—5 body types with Fisher No-Draft Ventilation and Turret Top roofs. Nuvo Cord or Ribbed Broadcloth upholstery and several body colors optional at no extra charge. Roomy luggage compartments in all models.

