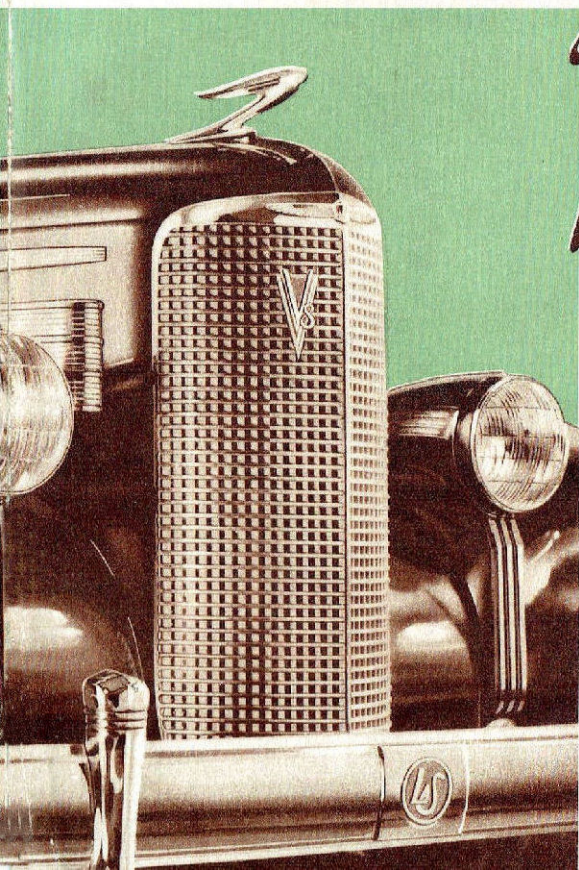


LA SALLE

V-8

DESIGNED
AND
ENGINEERED
BY CADILLAC

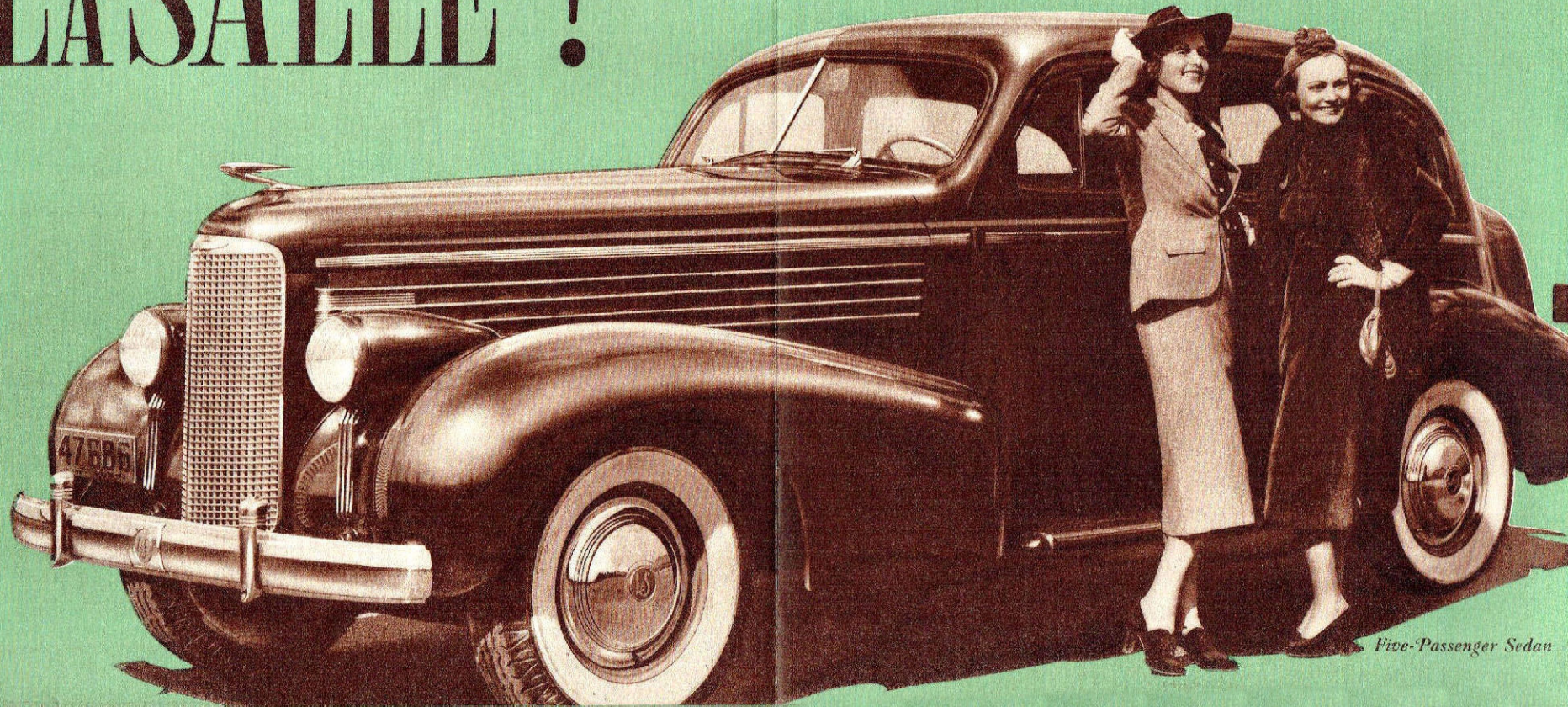


YOU'LL LIKE A

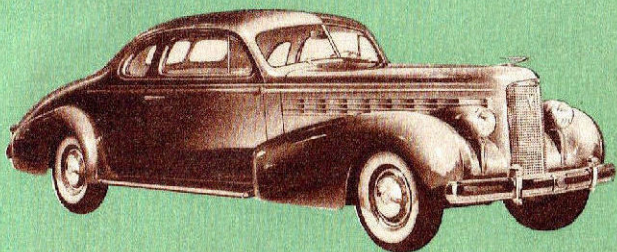
You'll like it at first sight! You'll thrill to its breath-taking beauty . . . the new smartness and style of its lines! And as you drive it, and through all the years you own it, you will appreciate anew each day that it's a beautifully performing car, too. ¶ And this performance is *wholly new*! It's brilliant, smooth, effortless—the result of a 125-horsepower Cadillac-built V-8 engine—under the almost intuitive control of the Syncromatic Gear Shift. ¶ This miraculous new ease of control is the latest in Cadillac's long line of engineering advancements, product of the same engineering genius that gave the world the first V-8 motor. ¶ Study this LaSalle carefully. In every detail you will find just what you expect to find in every new Cadillac-built car. ¶ And when you have appraised with satisfaction its smartness and luxury, when you have experienced its thrilling *new* ease of control, there is still one more enduring satisfaction that only ownership and the passing years can unfold. The farther you drive and the longer you own this LaSalle, the more you'll appreciate that it is indeed the world's *most economical* fine car.



LA SALLE !



Five-Passenger Sedan

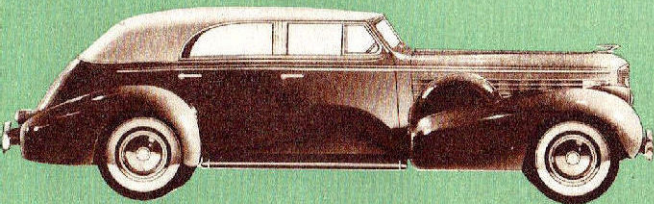
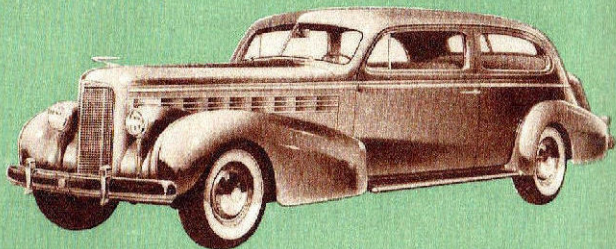


Two-Passenger Coupe

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 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 trunk, which also conceals the spare tire, makes this car ideal for touring.

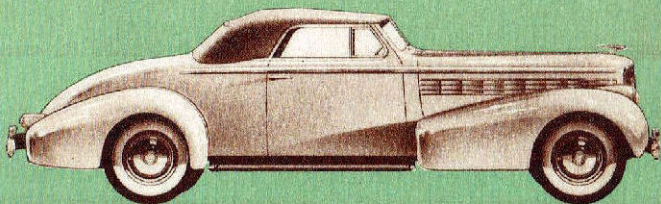


Convertible Sedan

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, and individual. . . its performance is most brilliant, and its fine utility is particularly satisfying.

Convertible Coupe

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 rumble seat, upholstered in leather, accommodates two or even three additional passengers.

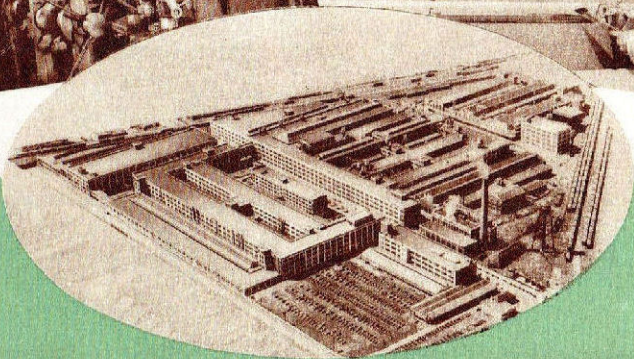
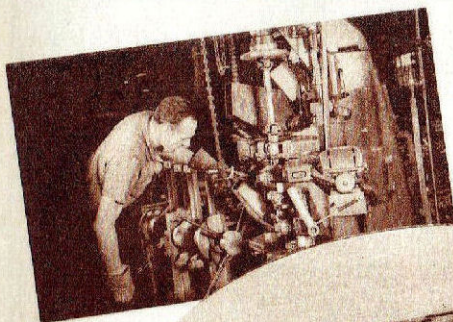


YOU'LL LIKE A LA SALLE

for low first cost—for low upkeep cost

This *newest* and *finest* LaSalle is surprisingly inexpensive to buy. The payments are but little more, under the GMAC financing plan, than you would make for a car in the very lowest price field. And think how much longer you would *keep* a LaSalle!

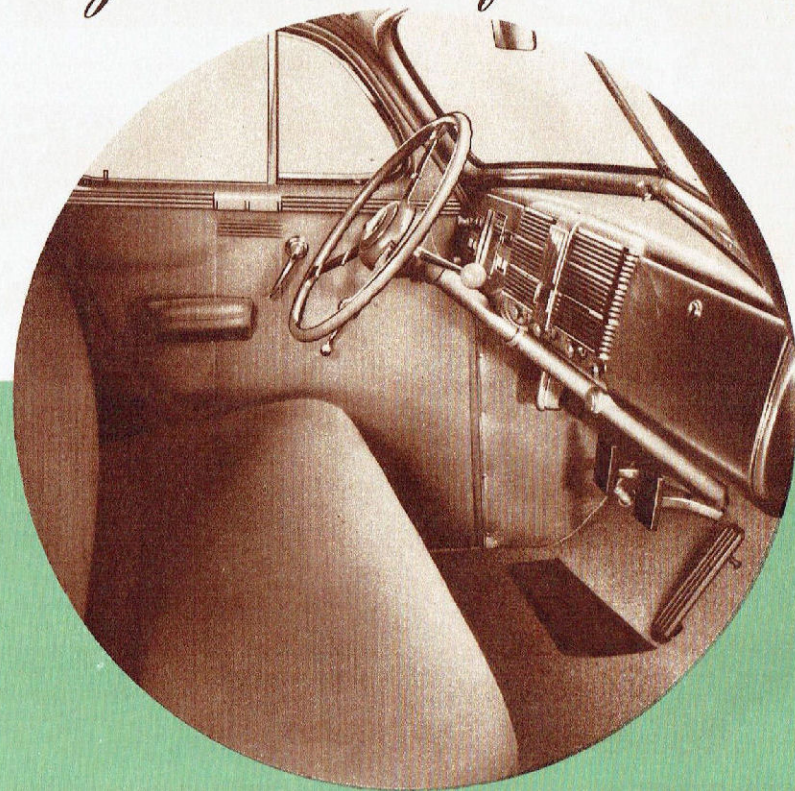
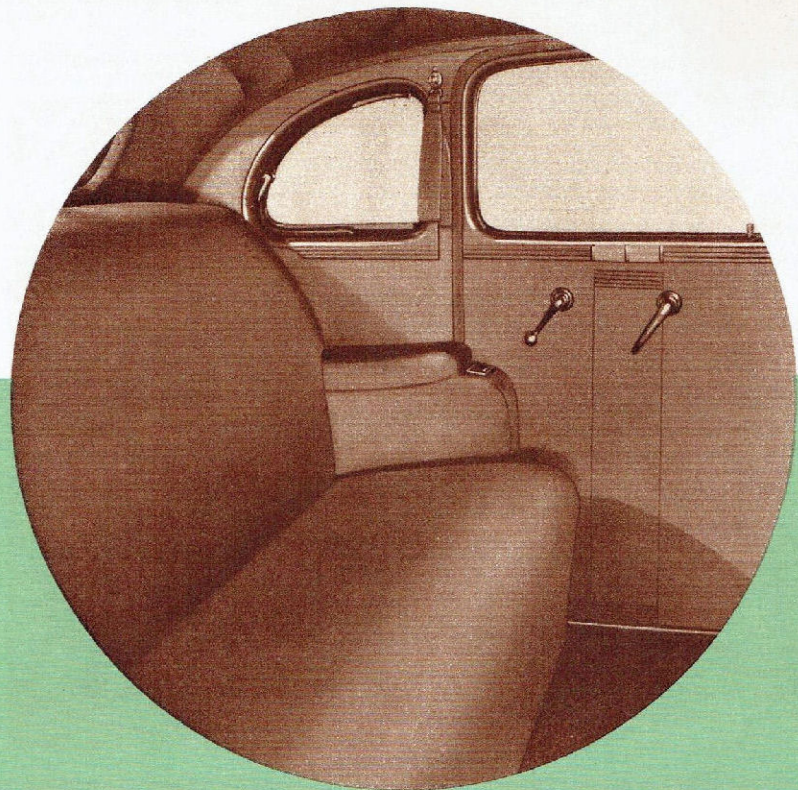
That's where its Cadillac-built *value* counts for so much. LaSalle owners know that few cars are more sparing of gasoline and oil than LaSalle. And in maintenance economy—you'll find the *newest* LaSalle V-8 the most *outstanding* LaSalle of all time!



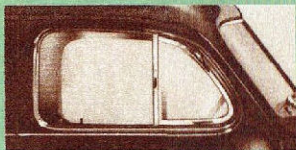
YOU'LL LIKE IT'S NEW SMARTNESS AND LUXURY *and thrilling new Ease of Control!*

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 re-designed to reflect more adequately LaSalle's great power and sturdiness. Interiors are rich in luxury, comfort and convenience. Appearance is freshened by new fabrics, new trimming styles, new color harmonies. Equipment is wonderfully complete. ¶ The remarkable new ease of control of Cadillac's

latest engineering advancement, the Syncromatic Gear Shift will prove an unending joy! The shift is *standard*, but out of the way on the steering column. It changes gears with amazing new ease . . . quickly, smoothly, positively. Flick it up and back for first; down and forward for second; straight back for high. It's literally astonishing in its simplicity of operation. And removing the gear shift lever from the floor makes so much more room in the front compartment!



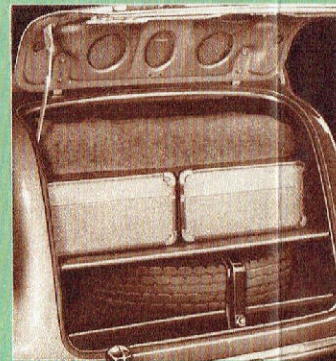
The characteristic LaSalle radiator grille is more deeply curved, and wider—charmingly distinctive, and *individual!*



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



LaSalle's glareless multibeam headlights safely illuminate the roadway.



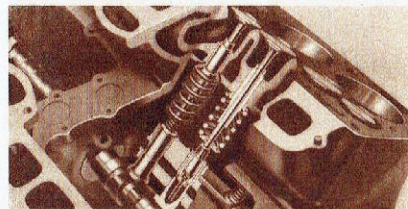
LaSalle's luggage compartments are unusually roomy, gracefully styled, sealed against water and dirt. Fenders sweep low.

You'll like La Salle's **VALUE**

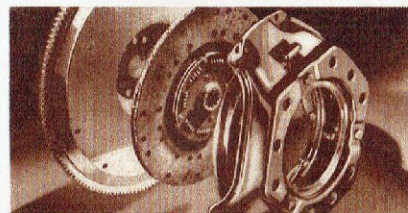


Driving the LaSalle—with the synchromatic gear shift lever at your fingertips—is sheer relaxation!

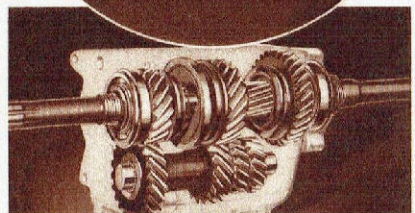
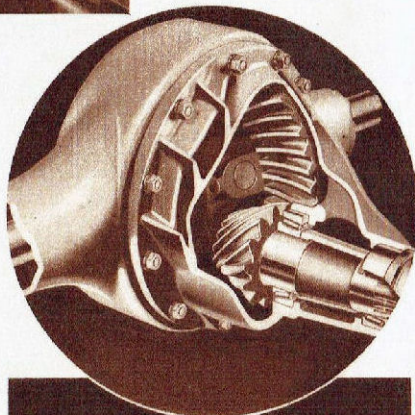
Only its fine and exclusive heritage of Cadillac engineering and Cadillac manufacture enables LaSalle to offer such great intrinsic value. Whether you appraise it for its striking beauty, for the brilliant performance of its Cadillac-built V-8 engine, or for its lasting economy . . . you will be quick to see that no other fine car gives so much . . . at so low a cost!



Hydraulic silencers eliminate valve adjustments—materially increase engine power, and economy.



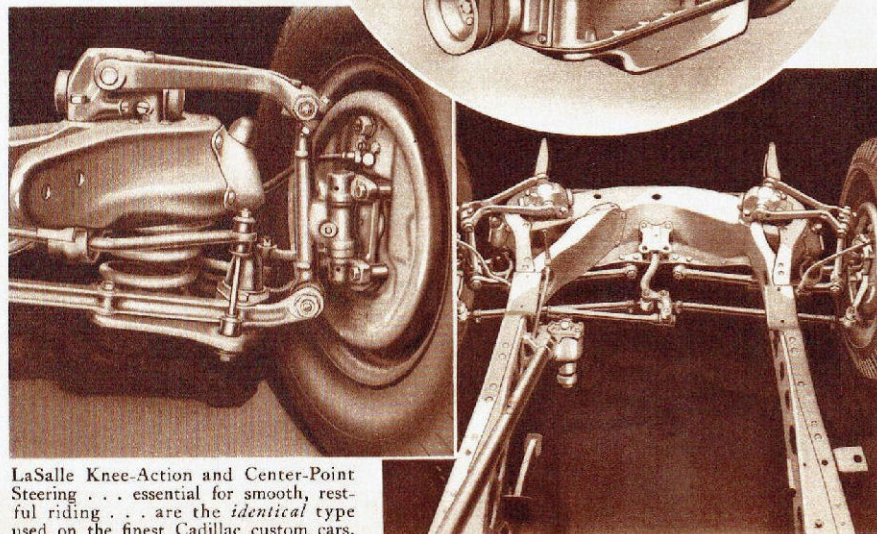
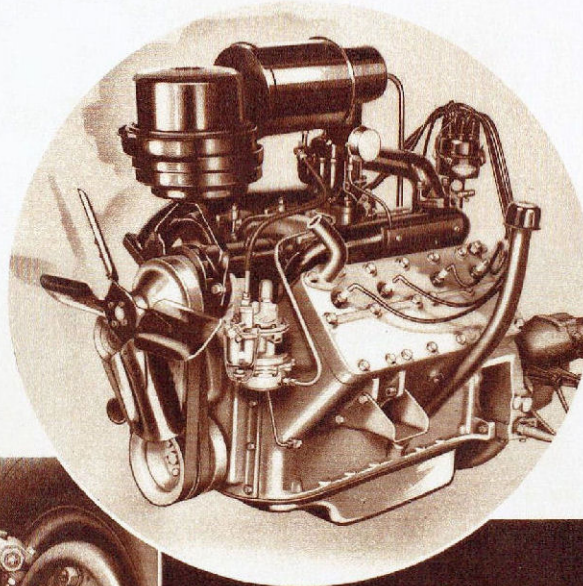
LaSalle's big, long-wearing clutch engages smoothly, and positively—disengages at slight pressure.



The helical gears of the Synchromesh transmission, and the Hypoid rear axle, operate quietly.

You'll like La Salle's **PERFORMANCE**

LaSalle is powered with a Cadillac-built V-8 engine. It develops 125 horsepower with an unusually high ratio of power to weight. The brilliance and unfailing dependability of the LaSalle engine—with the fine craftsmanship and flawless accuracy that pervades LaSalle's entire Cadillac-built chassis—contribute a brilliant *performance* that will make all your former conceptions of road mastery seem commonplace by comparison.



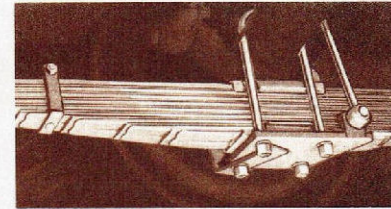
LaSalle Knee-Action and Center-Point Steering . . . essential for smooth, restful riding . . . are the *identical* type used on the finest Cadillac custom cars.

You'll like La Salle's **COMFORT and SAFETY**

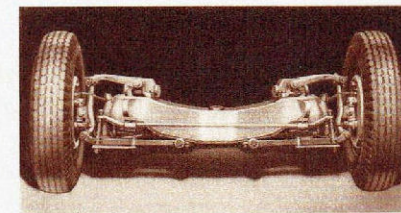
The charming interiors of LaSalle are roomy and restful. Convenient appointments include ash receivers, with snap tops, in the rear arm rests (also one in the instrument panel); a foot-rest built into the back of the front seat; sun shades; deep carpets; sturdy cord robe rail; a new "safety-back" front seat, thickly padded.



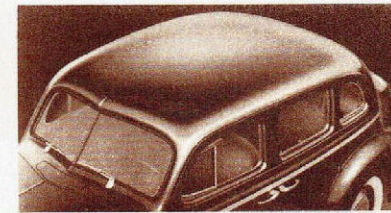
LaSalle's hydraulic brakes respond to light toe pressure. Moulded linings are moisture-proof.



Rear springs require no lubrication—because of waxed liners inserted between the spring leaves.

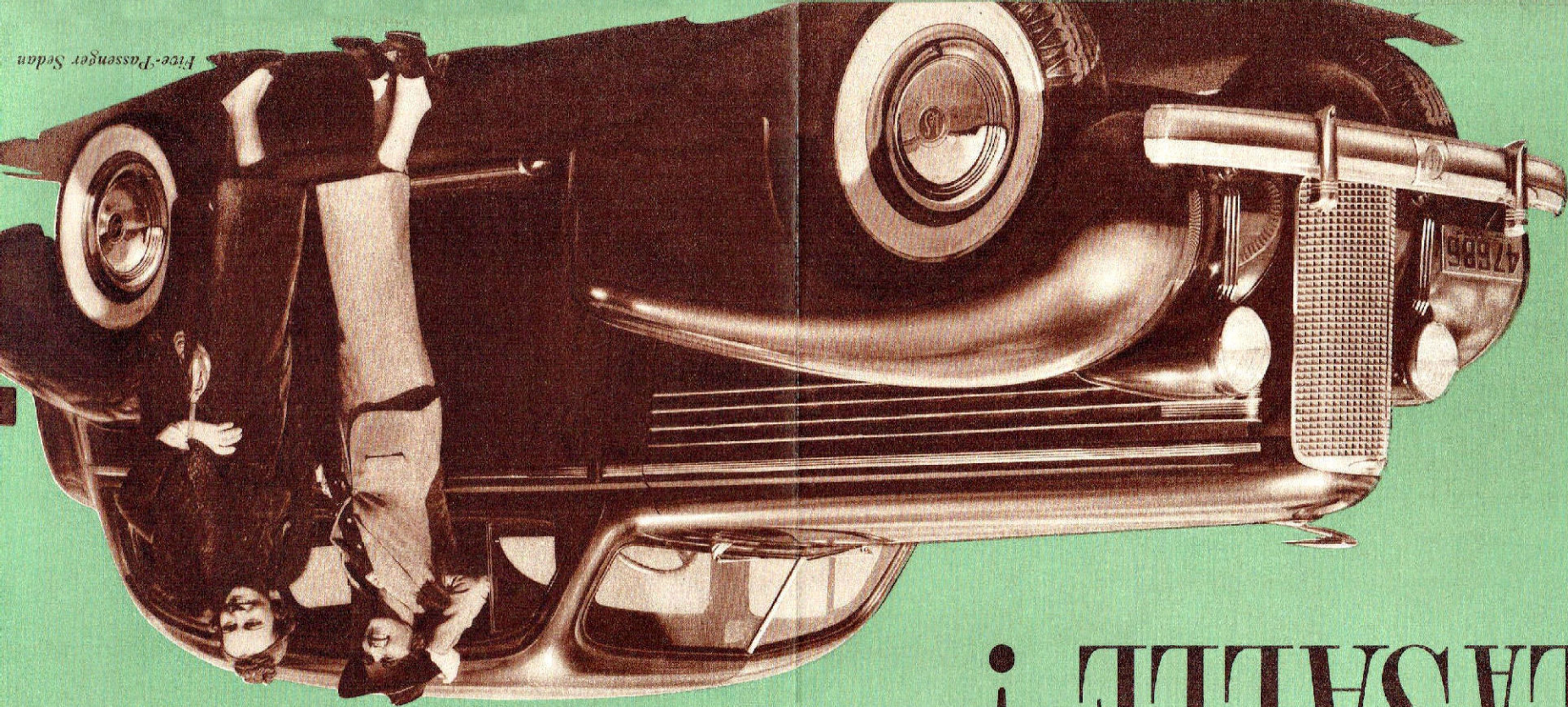


Two ingenious stabilizers, front and rear, resist "side sway" on curves—insure steadier riding.



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

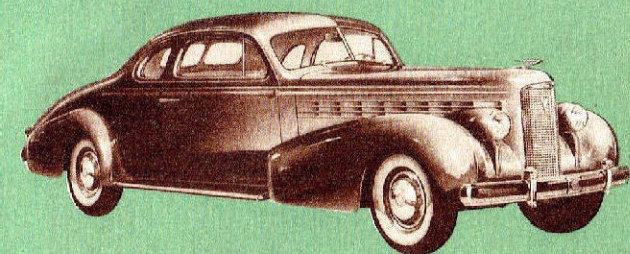
NO OTHER FINE CAR GIVES SO MUCH AT SO LOW A COST !



LA SALLE !

YOU'LL LIKE A

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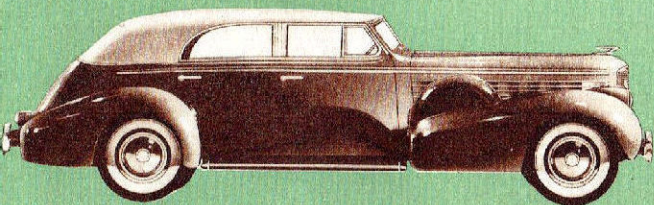
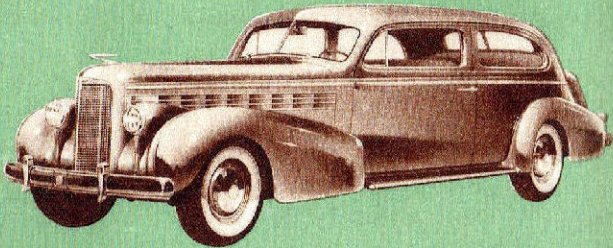


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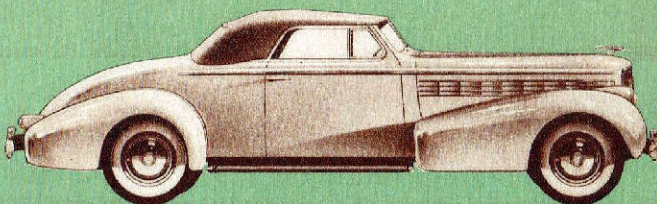


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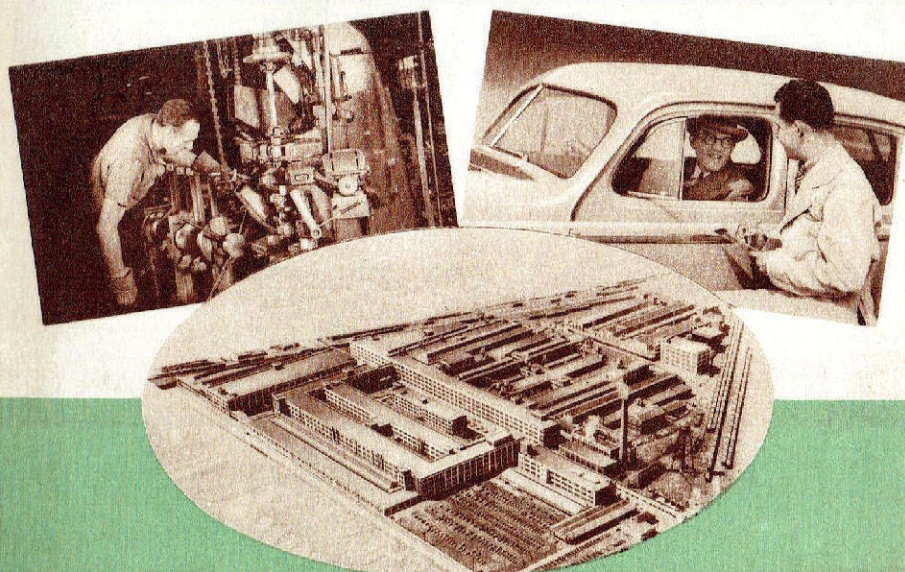
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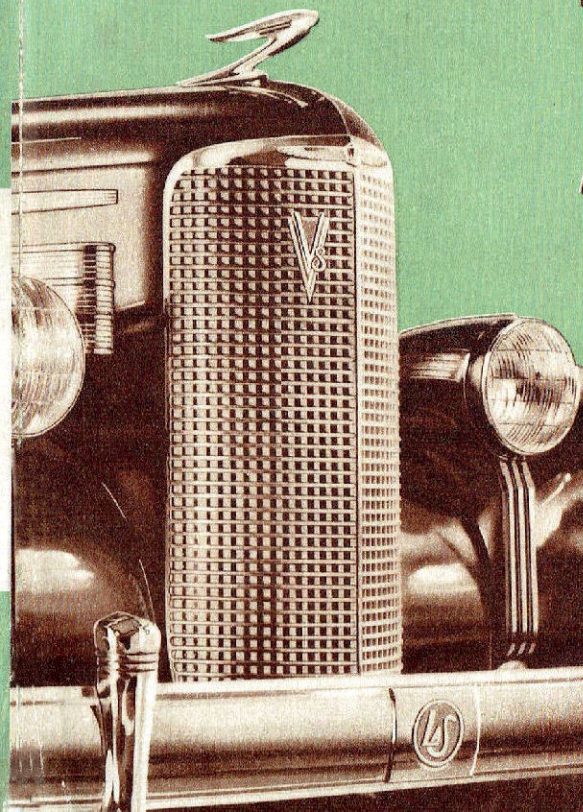
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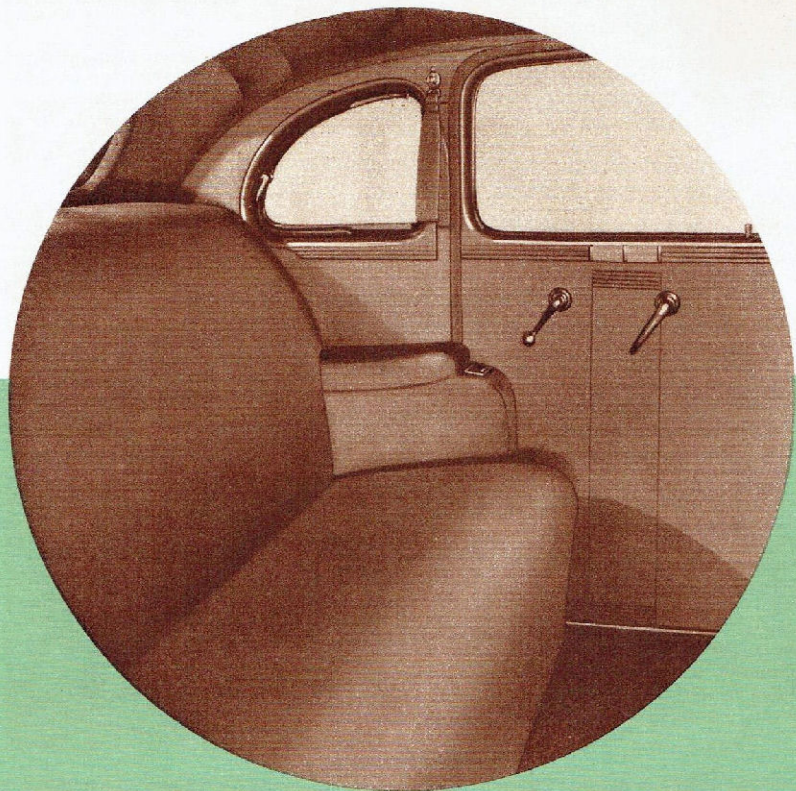
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V-8

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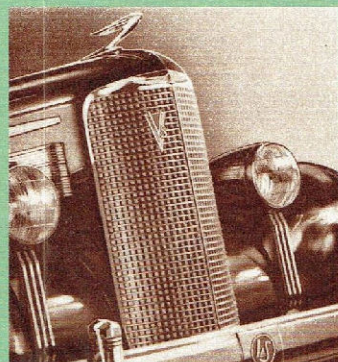
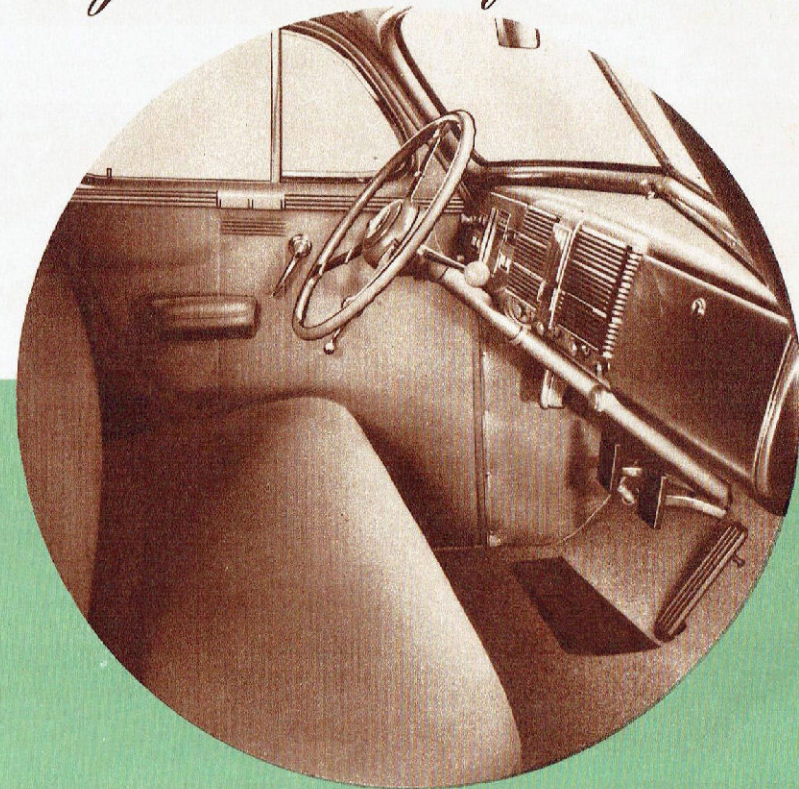


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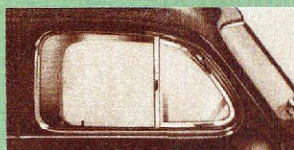


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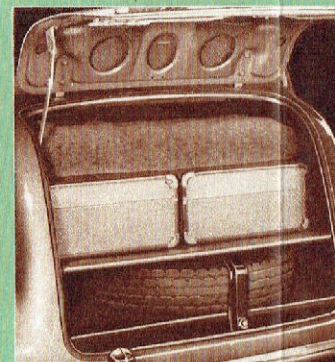
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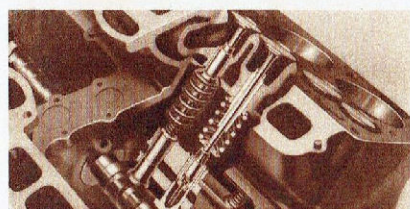
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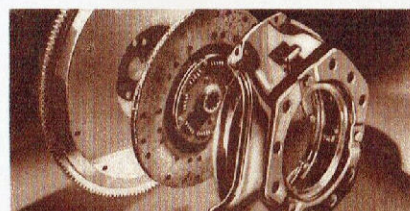
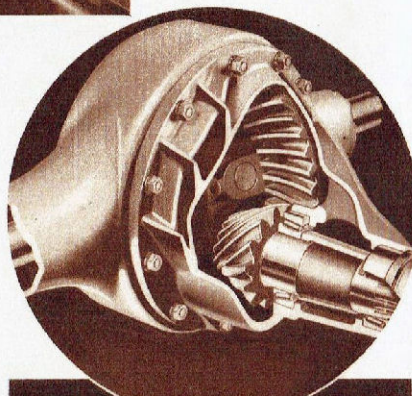


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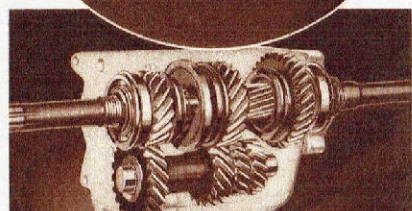
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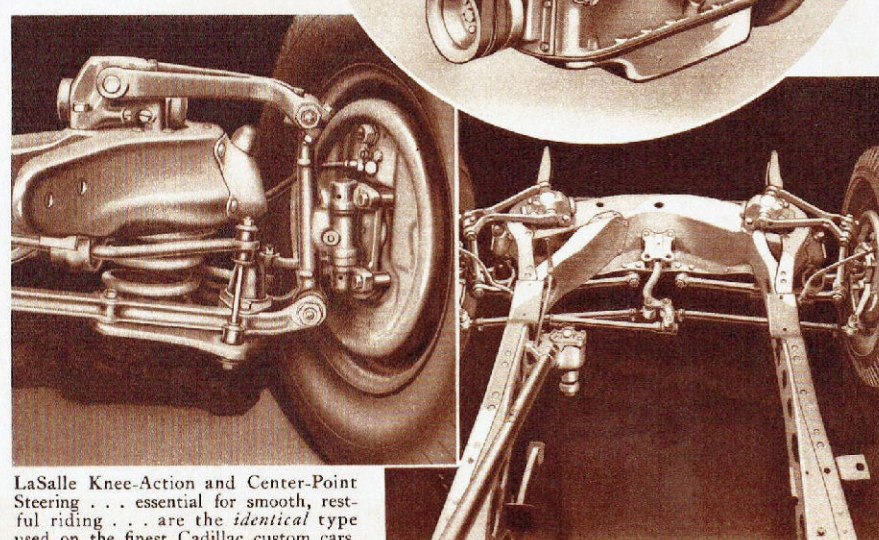
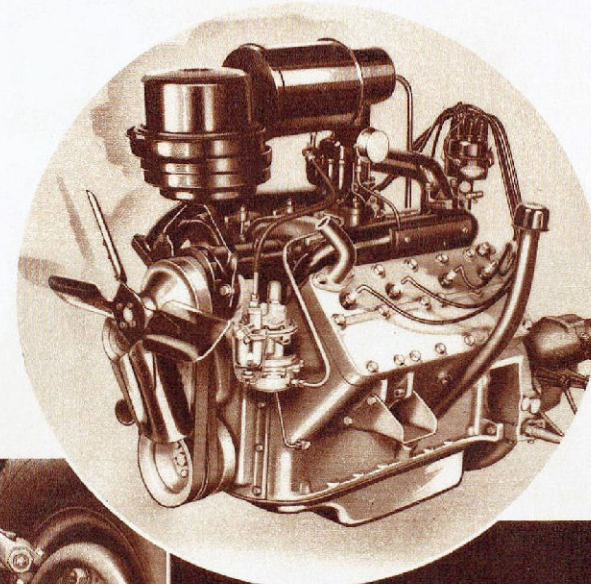
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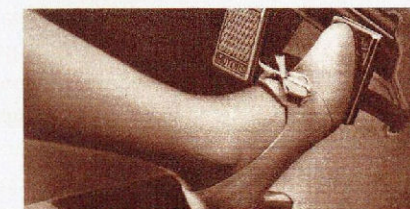
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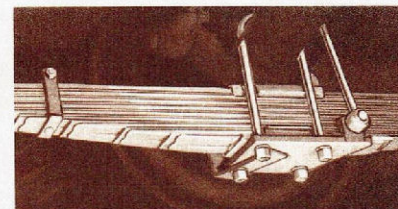
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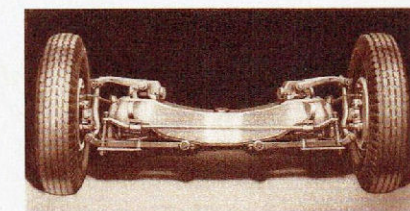
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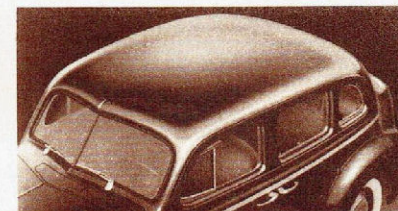
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