

La

Salle

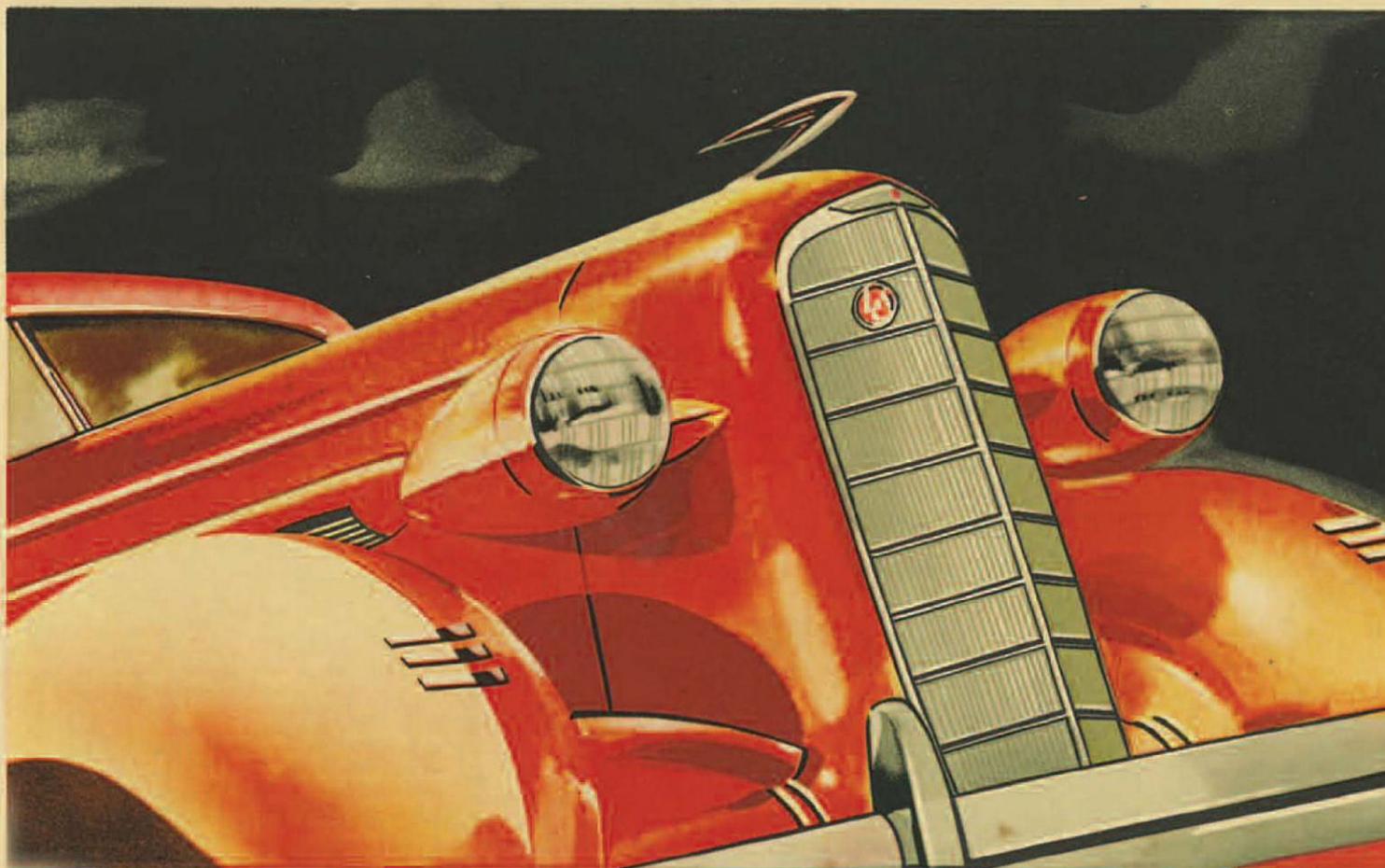
La Salle

. . . . TO-DAY'S GREATEST FINE CAR VALUE



Beginning with that memorable day in 1927 when La Salle swept into the limelight with an entirely new vogue in motor cars, no car has ever successfully challenged its style leadership. + + + Year after year, La Salle has widened its influence on motor car design until today it is looked upon as the unquestioned pace-setter in style and beauty. + + + Hand in hand with La Salle's style-setting tradition has gone a corresponding leadership in performance—for La Salle's spirited appearance has always been matched by dynamic action on the road. + + + In the new La Salle both

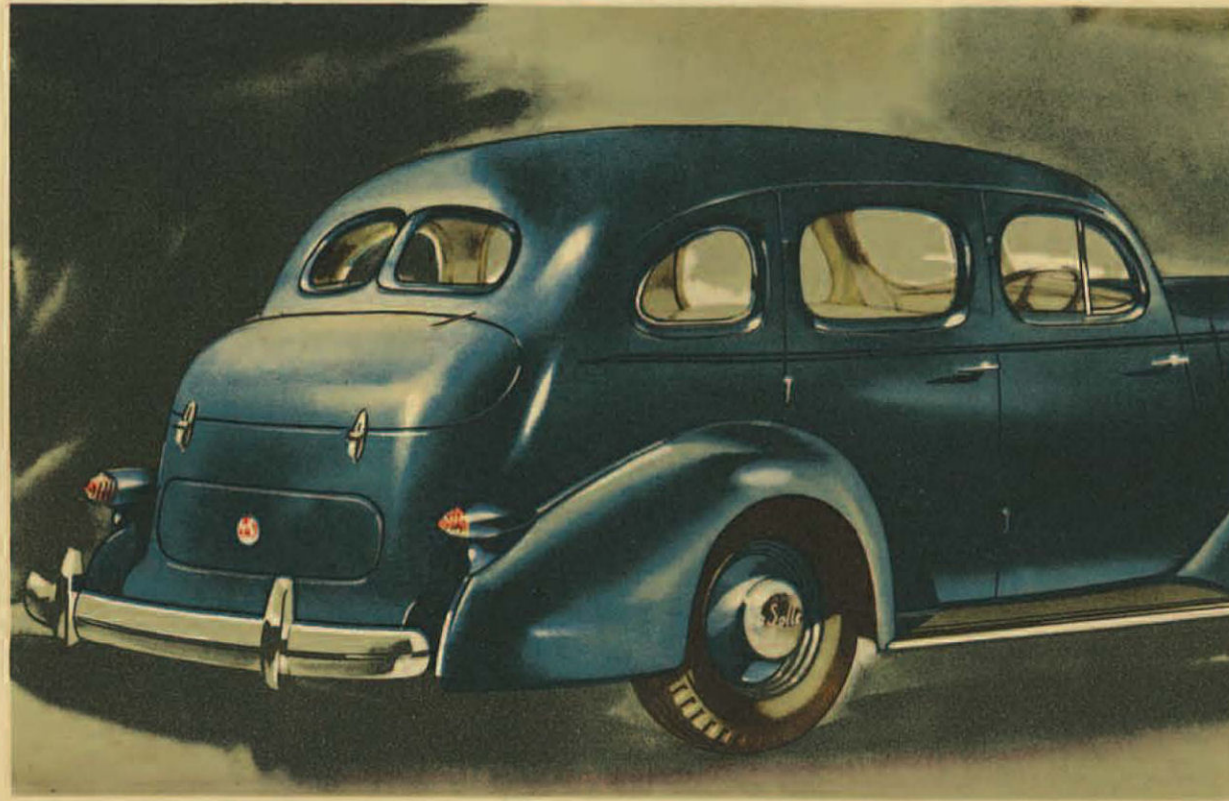
these phases of La Salle leadership find even greater expression. For not only is the style-setting tradition of La Salle enhanced—and given a new meaning to Australians—through the beauty and styling of its Body by Holden, but its performance transcends anything in the price field it serves. + + + This advancement, of course, is only natural. La Salle's blood brotherhood to Cadillac, plus its association with Holden, gives La Salle a priceless advantage over all other cars in its field. For in no other way could a car of such reasonable cost have the advanced engineering, dynamic style, and matchless quality



that characterize the new La Salle . . . which, with its drop in price of several hundred pounds, must be regarded as today's unquestioned value leader in the fine car field. ♦ ♦ ♦ The following pages show the new La Salle in words and pictures. But five minutes with the car itself will tell you more than five hours of reading. If you have not already done so, therefore, we urge you to have a drive and demonstration of the new La Salle at your earliest convenience.



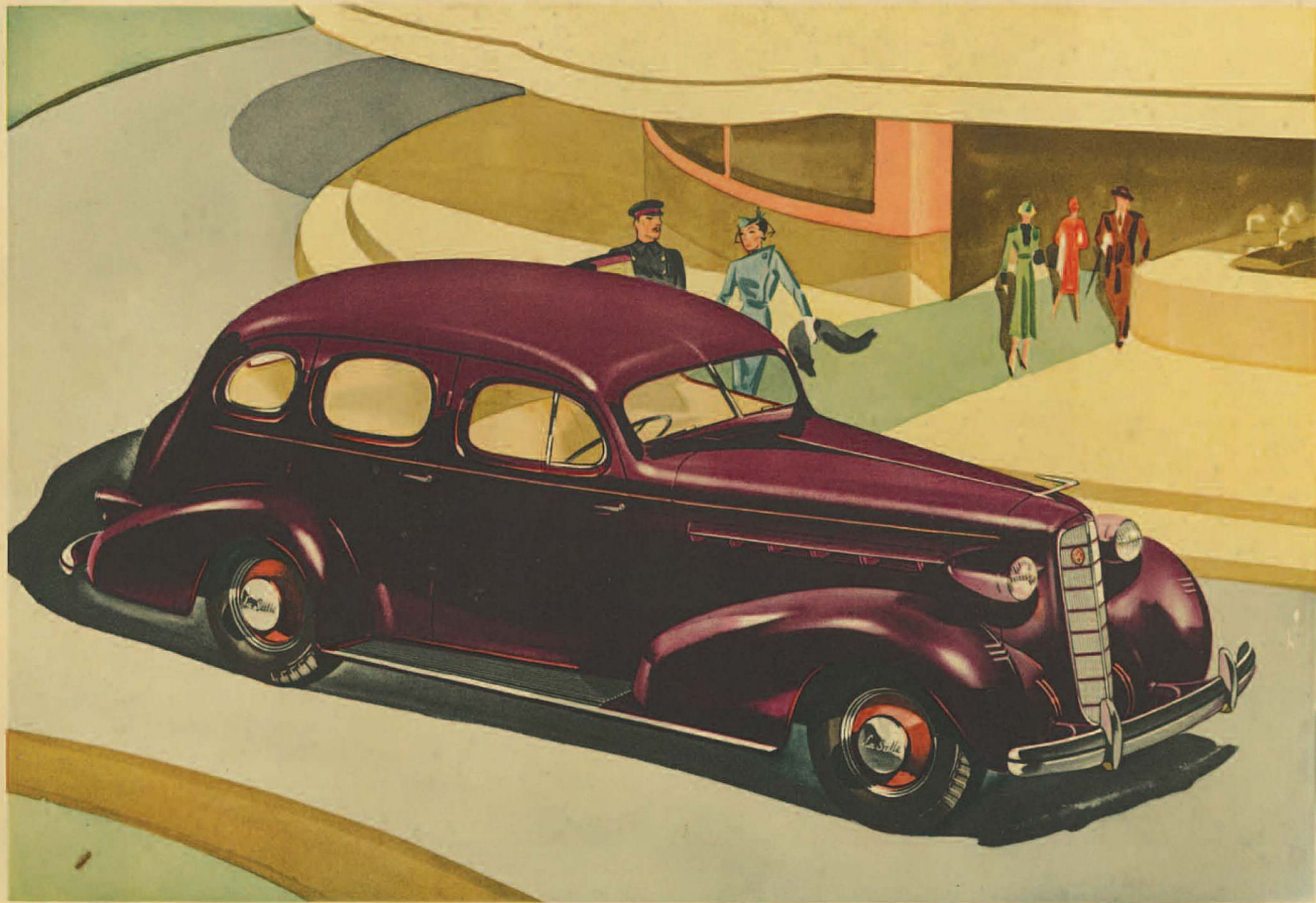
LA SALLE FIVE PASSENGER SEDAN



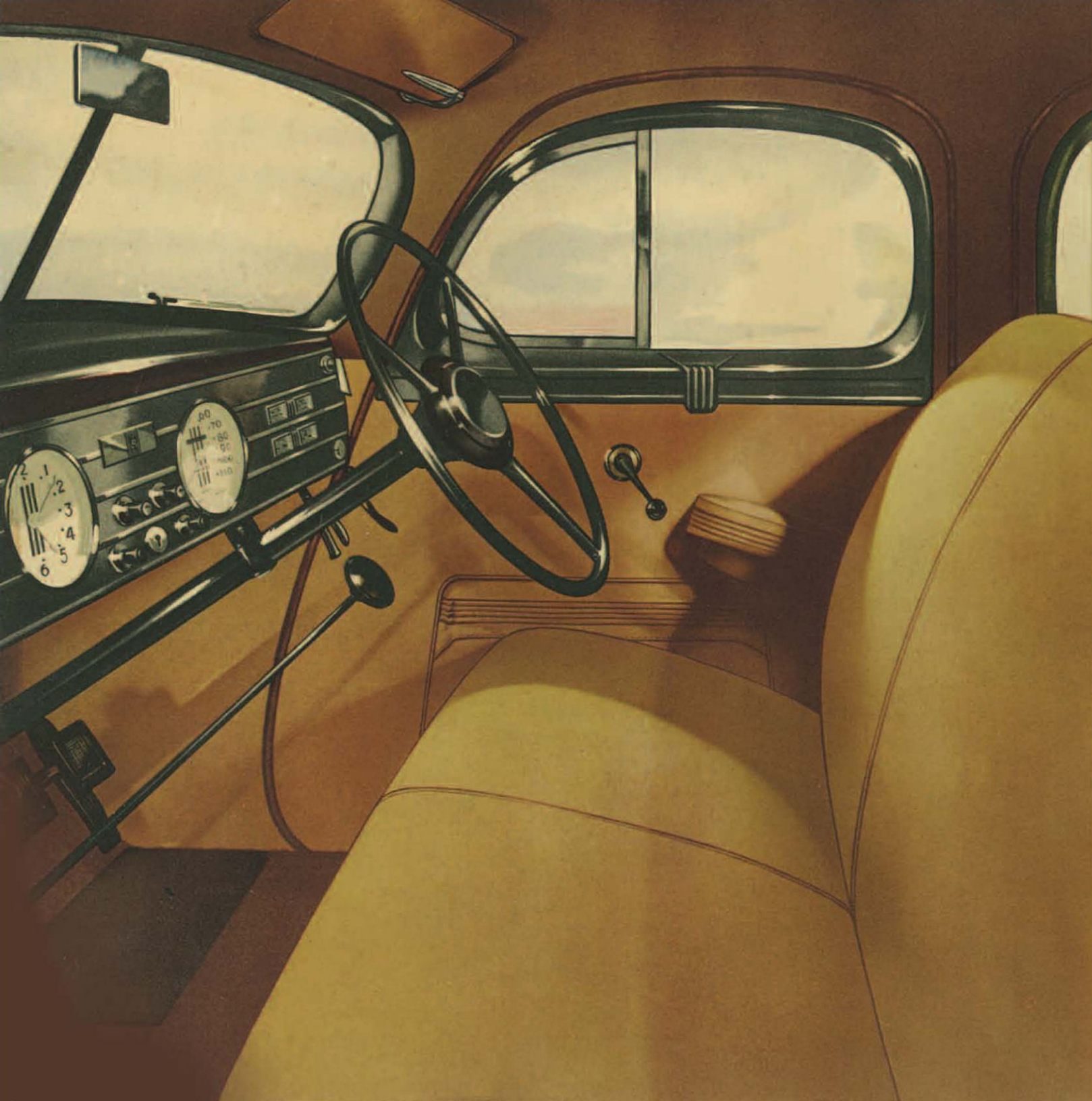
LA SALLE SEDAN . . . *Body by Holden*

In their history of ceaseless striving for perfection, Holden's can truly say that they have made no closer approach to their ideal than in the Holden Body of this new La Salle. ♦ ♦ ♦ First in impressiveness is its graceful beauty. And, characteristically, it is the beauty of simplicity—for good taste is the essence of both La Salle and Holden quality. The modern trend in motor car design is admirably interpreted. Graceful flowing lines not only personify the car's dynamic performance but create that individuality of appearance which is so inseparable from La Salle. ♦ ♦ ♦ Hand in hand with this beauty goes La Salle-Holden comfort. For instance: Every

point of contact is cushioned either with sponge rubber or springs. Insulation against heat and cold is scientifically perfect, while the vibration-damping and sound-absorption measures are the most complete that have yet been devised. ♦ ♦ ♦ The invaluable No-Draught Ventilation feature is, of course, incorporated. The inbuilt streamlined locked luggage trunk, with its extremely generous carrying capacity, is lined and carpeted. The spare wheel is enclosed in a separate compartment. ♦ ♦ ♦ You will find similar evidence of forethought and completeness everywhere as your inspection continues. Confirmative information will be found on the following pages.



LA SALLE SEDAN — *Body by Holden*



Interior by HOLDEN

Holden standards of comfort and beauty become even more apparent the moment you step inside the car. Your very entrance through the doorway is a revelation, for the car is designed to give you "top-hat" headroom. The seats are wider, while the wheel falls comfortably to hand, to encourage complete relaxation. Experienced drivers know how much this means on an extended tour. ♦ ♦ ♦

The phantom grey, polychromatic aviation-type instrument panel is a thing of beauty—and efficiency . . . with all controls scientifically placed for the driver's convenience. Built into the panel is a spacious locked glove compartment.

♦ ♦ ♦ Both front doors have armrests. Where the driver's and passengers' heels contact with the floor, Latex rubber is fitted. There are, of course, two sun visors and two electric windshield wipers.

Interior
by HOLDEN

The upholstery of ultra-soft furniture hide leather—similar to that used on the most expensive custom-built English bodies—will be one of the first things to command your admiration. Its promise of restful relaxation is confirmed in the double tier seat springing. The floor mats, cowl trim, and footrest are covered with lamb's-wool rugs. ♦ ♦ ♦ Large capacity ash receivers and electric cigarette lighters are fitted, one in each rear side armrest. There is a massive centre armrest in the rear seat. The specially designed hardware is obviously of La Salle-Holden calibre, as are such details as the robe rail, assist grips, hassocks, escutcheons and other beautiful fitments. Not a single detail has been overlooked by Holden's in making your ride in a La Salle the most restful and luxurious motoring experience you have ever enjoyed.



Some mechanical reasons for LA SALLE'S finer performance

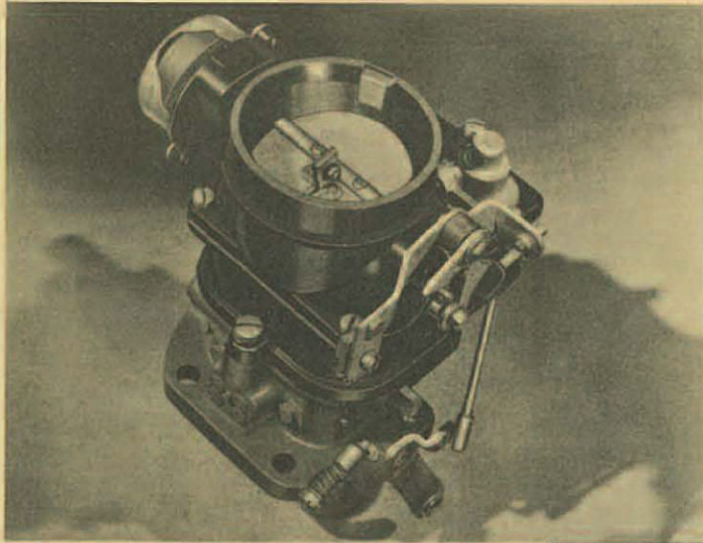
ADVANCES AND ADVANTAGES THAT MEAN GREATLY INCREASED VALUE



As suggested in the introduction to this catalogue, there is but one way thoroughly to understand and appreciate what Cadillac engineers have accomplished in the new La Salle. And that is to drive the new La Salle yourself—over a road of your own choosing and to your heart's content. + + + To give you in words an adequate comprehension of La Salle's riding ease, of its sure-footed straight-line braking in every emergency, of its effortless steering and its incomparable quietness, is well-nigh impossible. + + + Yet, all of these and many other qualities will impress you the moment you take the wheel. + + + There are, however, a number of mechanical features so obvious in their advancement that they admit of descriptive mention. + + + For example, there is the new Peak Load Generator, an ingenious device that keeps the battery fully charged and compensates, automatically, for the output demanded by radio, lights and other electrically-operated equipment. + + + Another important new feature of the La Salle is the Triple Range Choke that supplements the in-built automatic choke and permits the driver manual operation of this control if he wishes. + + + Still another noteworthy advancement is the Equalized Manifolding System—developed and perfected by Cadillac engineers. It is an acknowledged fact that perfect performance can be achieved only when

there is an equal distribution of the fuel mixture to each cylinder. The Equalized Manifolding System accomplishes this by bringing the carburettor equidistant to each combustion chamber, and thereby exacting the utmost energy from each of the eight cylinders, and from each drop of fuel. Much of La Salle's great performance and economy can be directly traced to this important feature. + + + The Knee-Action Unit, one of motordom's most significant engineering achievements, is improved and strengthened for greater safety and easier riding. In the new La Salle, the Knee-Action principle is used to its greatest advantage to provide protection against road shocks and irregularities. + + + In addition, La Salle is equipped with newly-perfected Super-Hydraulic Brakes. With these brakes, the La Salle owner is assured of equalized braking on all four wheels. Centrifuse brake drums, with cast iron facing, provide longer life and lower upkeep. Supplementing these are powerful mechanical brakes, hand-operated from a control on the instrument panel. + + + These are but a very few of the innumerable features of the new La Salle. To enumerate them would take many pages. However, we repeat that five minutes at the wheel will tell you more about this remarkable car than five hours of reading. + + + We again urge you, therefore, to drive the new La Salle at your very earliest convenience.

La Salle FEATURES IMPORTANT MECHANICAL ADVANCEMENTS

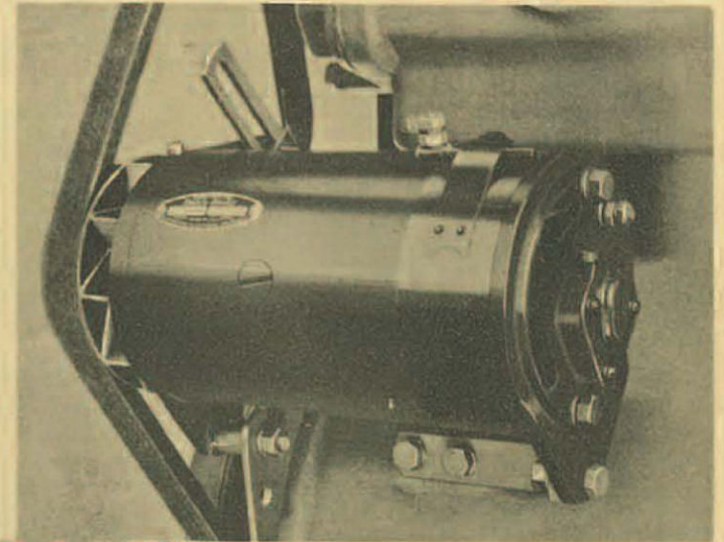


TRIPLE RANGE CHOKE.

The Triple Range Choke on the new La Salle supplements the in-built automatic choke and permits the driver manual operation of this control if he desires.

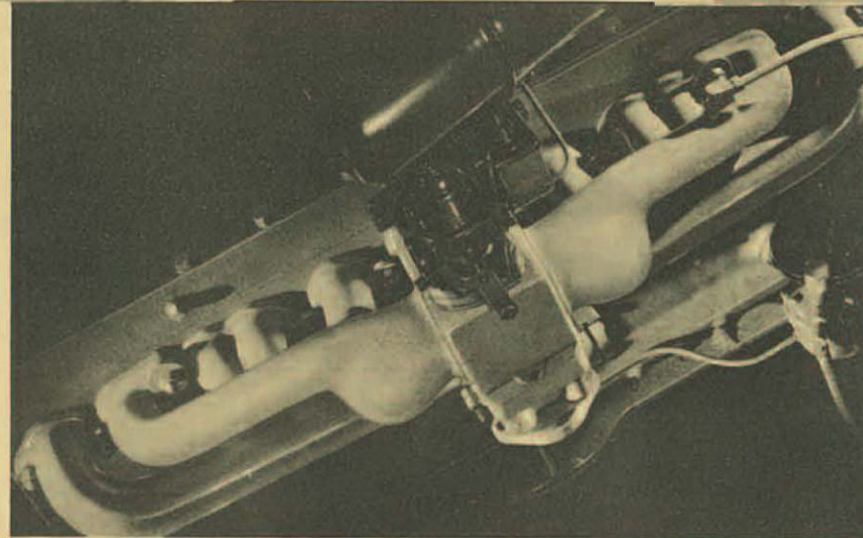
EQUALIZED MANIFOLDING.

Perfect performance can be achieved only with perfect and equal fuel distribution. The La Salle Equalized Manifolding System brings the carburettor equidistant to each cylinder, and exacts the utmost energy from each of the eight cylinders and each drop of fuel.



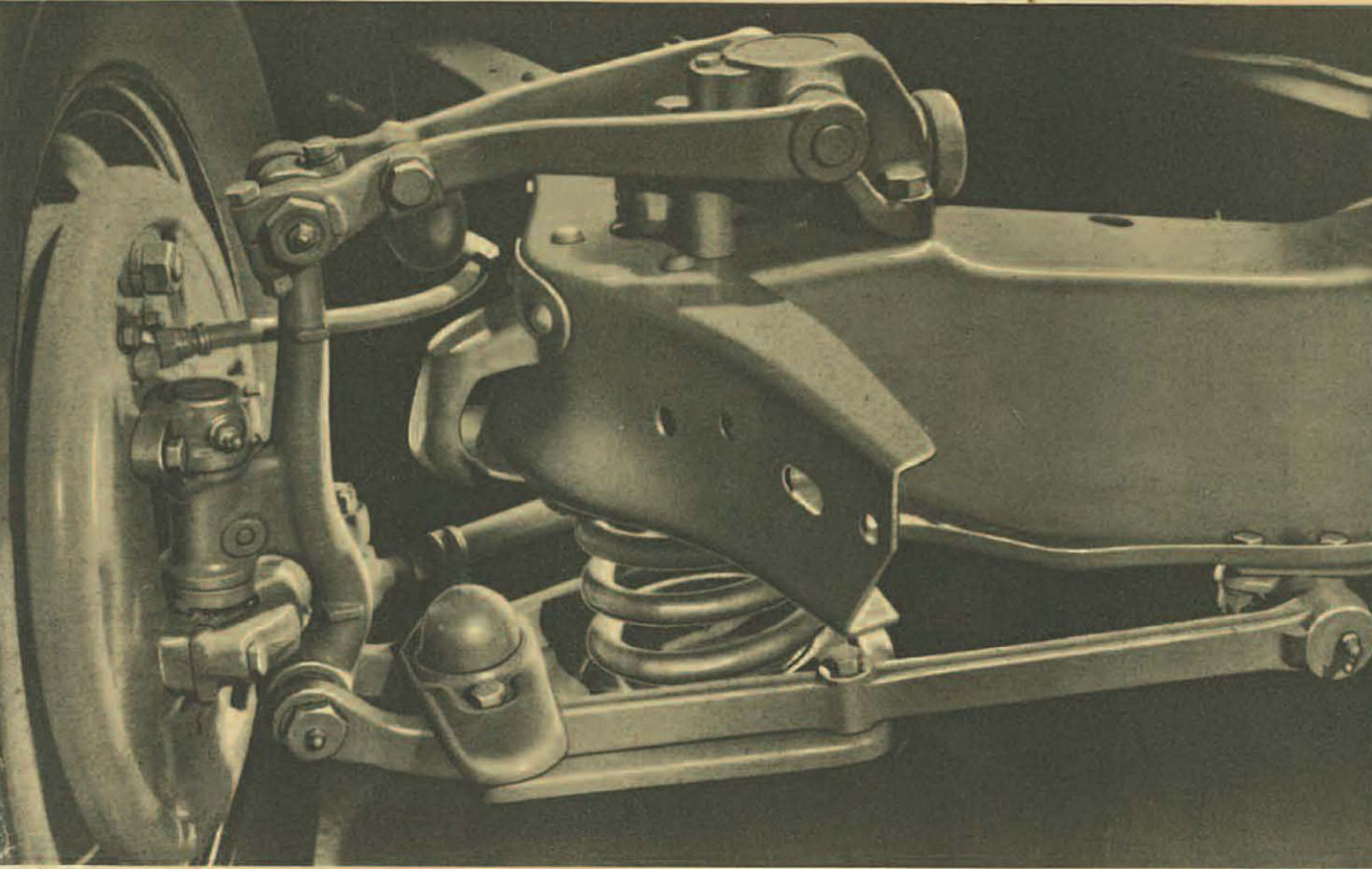
PEAK LOAD GENERATOR.

The Peak Load Generator used on the new La Salle is an ingenious device that keeps the battery fully charged and compensates, automatically, for the output demanded by radio, lights, and other electrically-operated equipment.

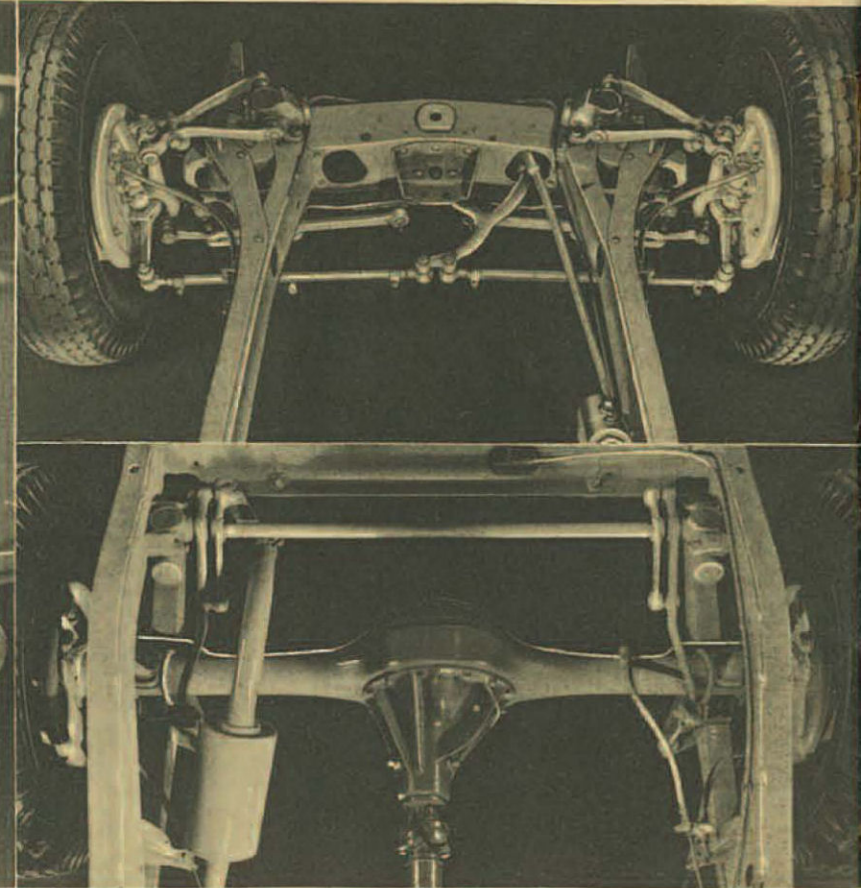


La Salle GIVES YOU RIDING COMFORT AND DRIVING EASE

STEERING.—The New La Salles embody the latest development in steering—Centre Point Steering—providing unusual sureness and safety. This construction insulates the steering wheel against road shocks—when turning or rounding corners, wheel returns, of itself, to straight-ahead position.



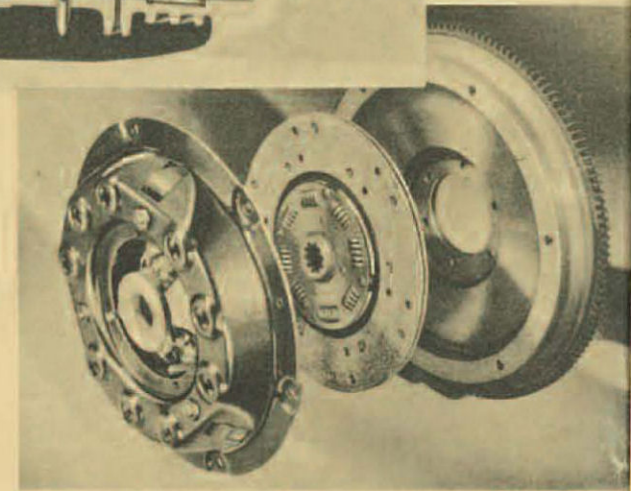
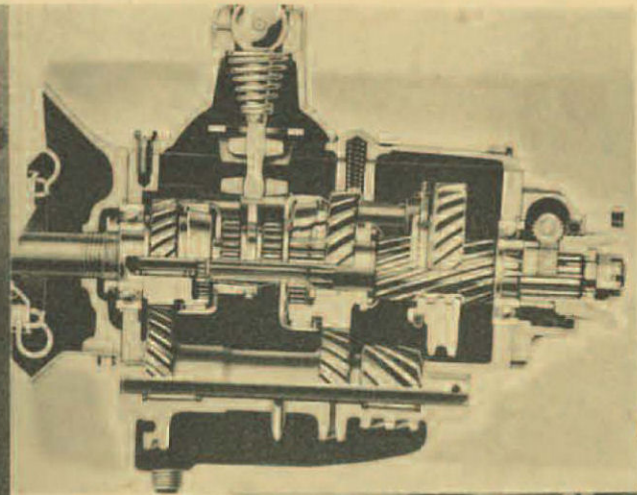
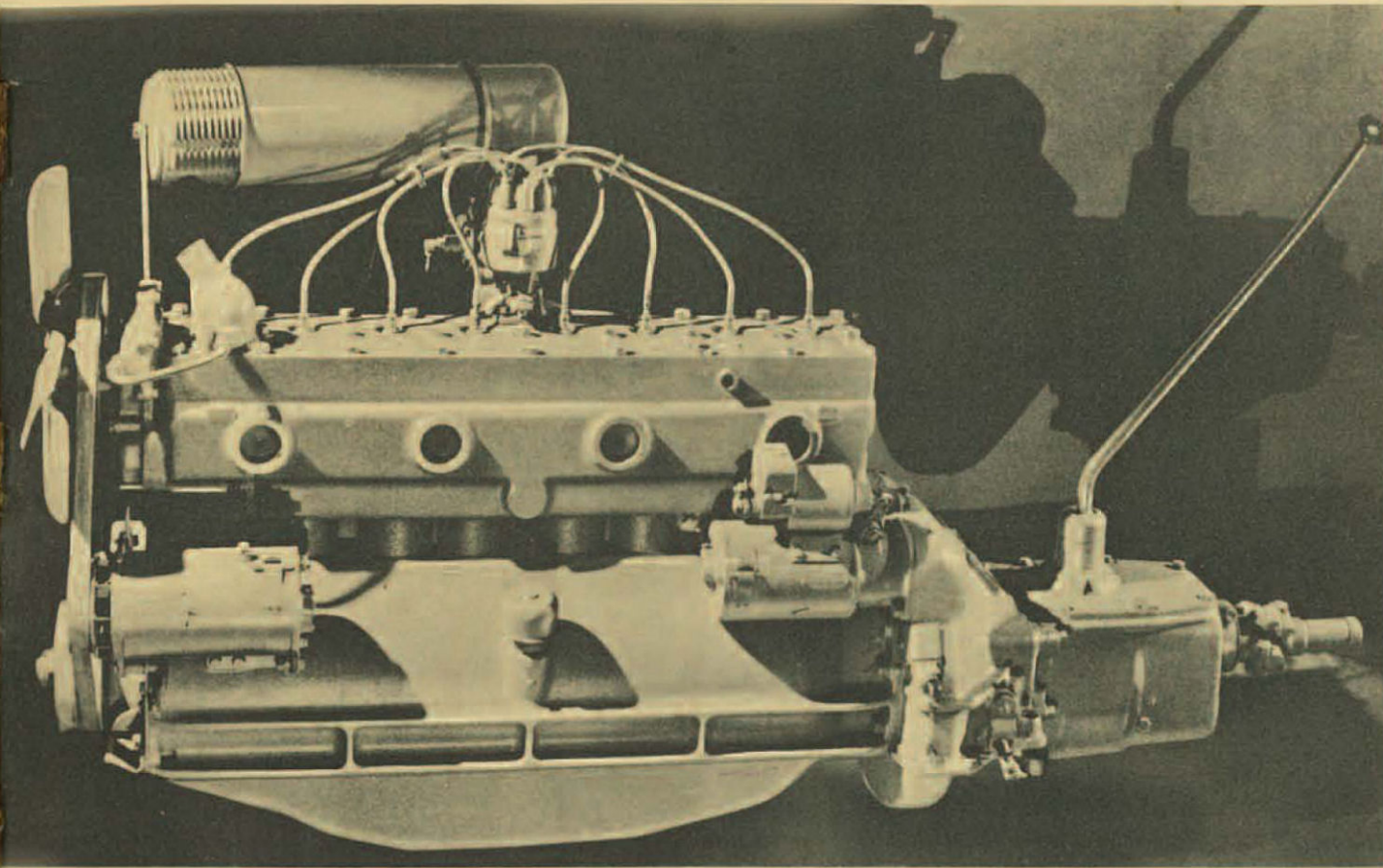
KNEE-ACTION.—The Knee-Action Unit, one of motordom's most significant engineering advancements, is used to its greatest advantage in the new La Salle to give complete protection against road shocks and irregularities. This year finds the Knee-Action principle even more improved for greater safety and easier riding.



STABILIZER.—One of the many remarkable safety and comfort advantages in the new La Salle is the Ride Stabilizer—eliminates sidesway—keeps the car on an even keel rounding curves and corners.

La Salle GIVES YOU BRILLIANT, SMOOTH PERFORMANCE

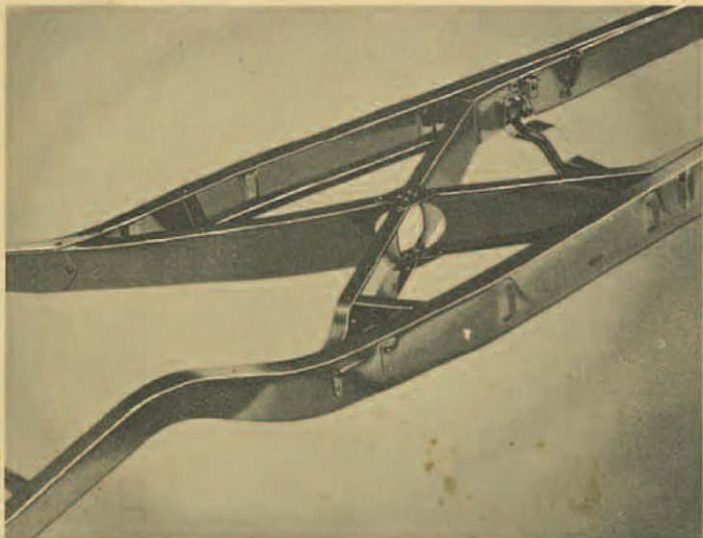
TRANSMISSION.—The famous Cadillac-pioneered Synchro-Mesh Transmission, greatly improved and even more quiet, is used in the new La Salle. Result—swifter, surer changing—no clash at any speed—safe control on hills and slippery roads—more enjoyable to drive.



MOTOR.—The engine in the new La Salle is of the straight eight type, incorporating the latest in engineering and manufacturing developments. Unbelievably smooth, economical, long-lived, the La Salle engine is the kind of power plant you would expect Cadillac to build—fully counter-weighted crankshaft, anodized light-weight pistons—honed finish cylinder bores—exclusive manifold design for greater power and performance, and many other value features.

CLUTCH.—The single plate dry disc type La Salle clutch has facings made of a long wearing fabric that resists heat and gives smooth operation. Clutch facing area is 10 inches outside diameter and 6 inches inside diameter.

La Salle GIVES YOU NEW DEPENDABILITY AND SAFETY

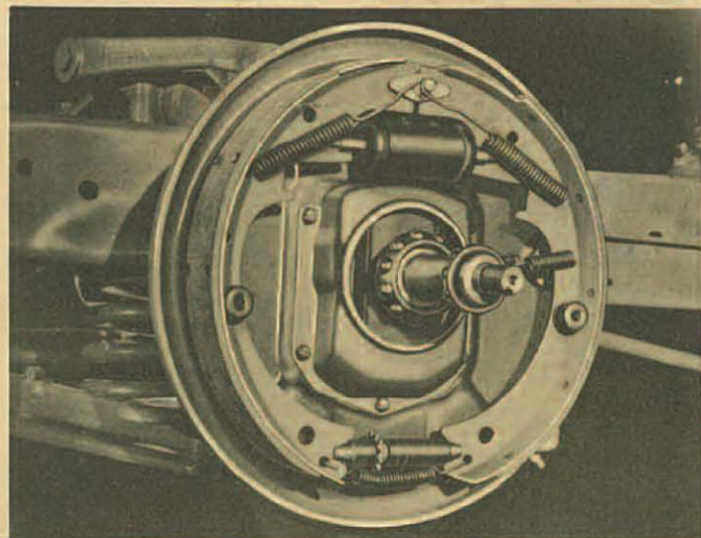


FRAMES.

Frame of the new La Salle is of the X type, riveted and welded together into a single unit, and so strongly built it resists effectively strain and stress. Literally, a frame within a frame of bridge-like construction.

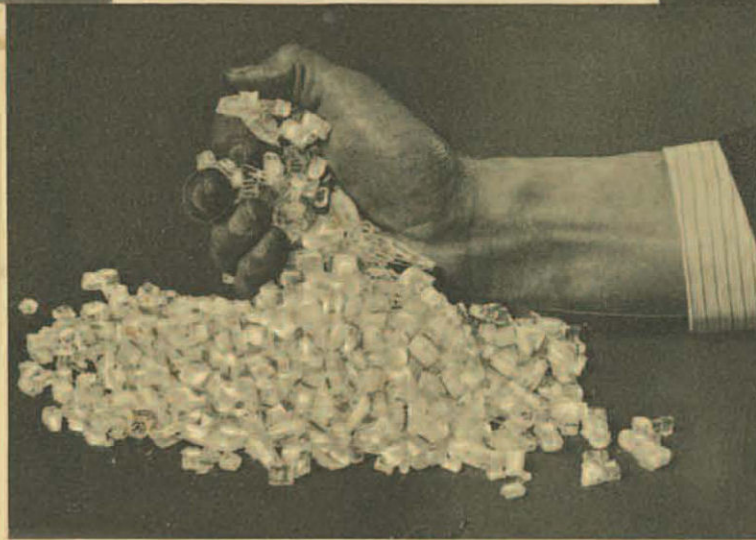
"ARMOURPLATE" WINDSCREEN.

The protective quality of La Salle's "Armour-plate" Flexible Safety Glass Windscreen lies in the fact that if it should break under terrific impact, it does not shatter, but disintegrates into small round-edged particles. Not being laminated it will not discolour nor distort vision.



BRAKES.

La Salle is equipped with improved Super-Hydraulic Brakes with new centrifuse brake drums, providing equalized braking on all four wheels so essential to confidence and ease of mind under all driving conditions. (Powerful mechanical emergency brakes are hand-operated from the dash.)



La Salle

CONDENSED SPECIFICATIONS

ENGINE—Eight cylinders, in line, L-head type. Bore, 3 $\frac{1}{8}$; stroke, 4 $\frac{1}{2}$. Piston displacement, 248 cubic inches. Maximum brake horsepower, 105 at 3600 r.p.m. Standard compression ratio, 6.25 to 1.

PISTONS—T-slot alloy, anodized.

FUEL—Petrol tank capacity, 15 gallons.

COOLING—Radiator Harrison "V" type cellular copper core.

BATTERY—6-volt—15-plate. Ampere hour capacity, 120.

STARTING MOTOR—Solenoid operated, double reduction gears. Push-button automatic starting device.

GENERATOR—Air-cooled, current controlled.

CLUTCH—Single plate, dry disc actuated by 9 springs fully enclosed in ventilated housing. Spring cushioned driving disc.

SHOCK ABSORBERS—Delco-Remy double acting front and rear, ride stabilizer at rear.

CARBURETTOR—Dual down-draught with triple range choke.

TRANSMISSION—Second and third speed gears synchro-mesh. Silent in all speeds.

REAR AXLE—Semi-floating; Standard gear ratio.

TYRES—Size 7.00 x 16, 4 ply.

SPRINGS—Independent front suspension, Helical coil type front springs. Semi-elliptic type rear springs.

STEERING—Worm and double roller steering gear.

BRAKES—With Bendix duo servo hydraulic brakes. Centrifuse brake-drums. Separate hand brake with lever mounted on dash, mechanically-operated brake shoes in rear wheels.

FRAME—Wheelbase, 120 inches.

EQUIPMENT—Safety glass "V" windscreen. Electric clock. Sun visor. Rear view mirror. Dual windscreen wipers. Cigarette lighters. Map reading lamp. Locking glove box. Foot rests. Adjustable front seat. Assist cords. Dome light. Ash trays in rear arm rests. Robe rail. Dual air tone trumpet type horns.

SPECIFICATIONS AND EQUIPMENT SUBJECT TO CHANGE WITHOUT NOTICE

GENERAL MOTORS - HOLDEN'S LIMITED

BRISBANE — SYDNEY — MELBOURNE — ADELAIDE — PERTH

