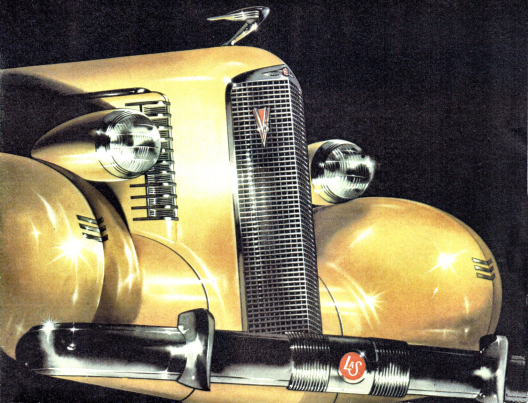
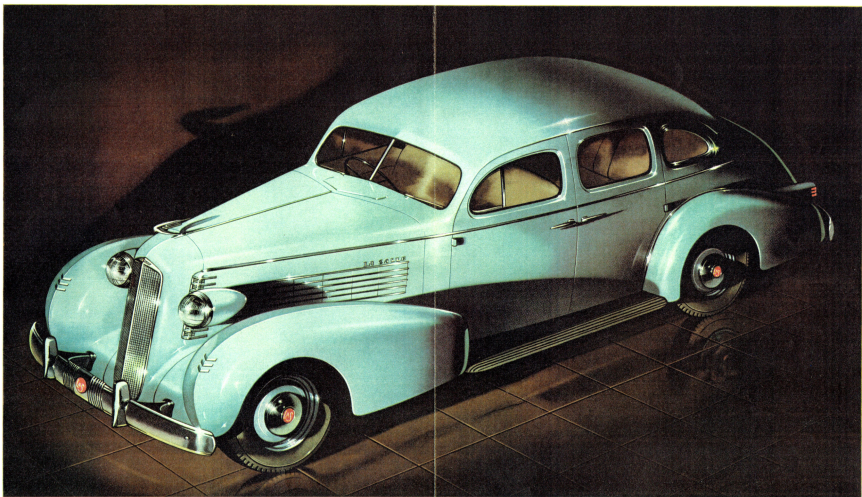




Look at

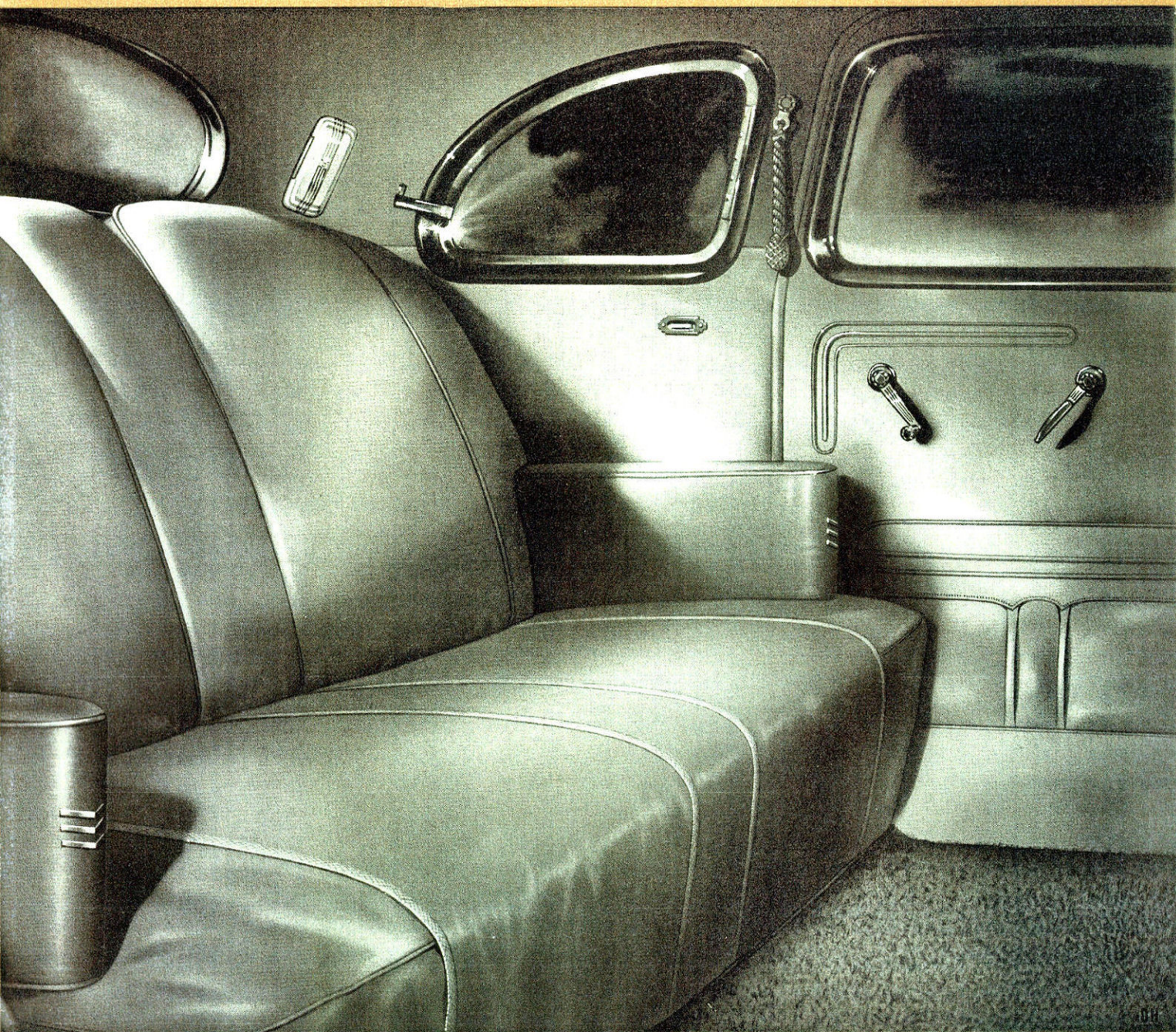
LA SALLE!





From the new front-end contour to the spacious built-in trunk at the rear, La Salle beauty suggests the exhilarating 125 horsepower performance at the driver's command. The roominess has been increased by substantially longer wheelbase and longer, wider all-steel Turret-top safety bodies by Holden.

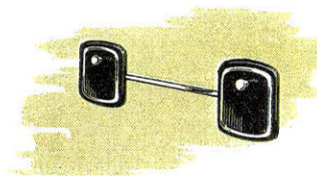
LOOK AT *La Salle's* LUXURIOUS AND RESTFUL INTERIORS



La Salle interiors are invitingly roomy and restful. Their tailoring reveals the flawless work of master Holden Body craftsmen. The upholstery is available in broadcloth, or in the softest leather procurable, and is cushioned by Relax-o-Form springing.

Every possible detail for ultimate comfort of passengers and driver has been meticulously followed. Not one minute convenience or comfort feature has been omitted.

Specially designed Coronation Tenite Hardware is fitted throughout . . . the most modern Dome Lights illuminate the interior with the opening of the rear door . . . soft Carpets underlined with rubber and felt complete the snugness and comfort of the most beautiful interior yet built into La Salle—always fashion's leader.



IT IS fairly easy to appraise the more obvious factors that govern the value of a motor car. Beauty and style speak for themselves. The eye can measure the quality of finish and fitments. A short ride reveals the mettle of the engine, and the riding ease and comfort of the car in action. But there are some factors of motor car value that are not to be appraised in the ordinary manner, and this is especially true when you consider a Cadillac-built La Salle.

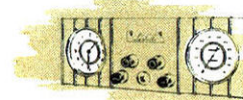
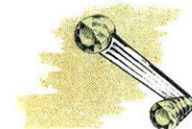
Who could measure, for example, the greater value of La Salle prestige, without actually *owning* a Cadillac-built car? Driving a La Salle is like enjoying the friendship of a person distinguished by character and achievement. It gives you a deep sense of personal pride and inner satisfaction.

You feel it when you take your family for a ride—secure in the knowledge that you have provided every element for safety it is possible to procure. You feel it as you ride smoothly over city or country roads, and realise that you have given yourself the mental and physical advantage of restful transportation in the battle for business or professional achievement. You feel it as you cast up your accounts and find that your La Salle serves you so long and so faithfully that it is an investment in economy. In fact, there is never a day when your La Salle fails to be a source of deep satisfaction one way or another.

For all this you pay nothing whatever. It is yours with a La Salle.

If you took it all away and stripped the Cadillac-La Salle names of all their prestige and lustre, there would still be left their leadership in mechanics and materials.

It would still be the finest car in the fine-car field—with the finest engine—the finest body—and the finest materials from end to end. You would *still* prefer it for its sheer superiority in all that makes a motor car fine and beautiful.



And LOOK AT La Salle's ENGINE AND MECHANICAL FEATURES

Thirty years ago Cadillac elected to be the pioneer of the motor industry. Cadillac was the first motor car to be equipped with a self-starter. Cadillac built the first chassis that ever carried a closed body as standard equipment. Cadillac built the first car whose parts were fully interchangeable. Cadillac built and perfected the first V-type 90 degree engine. Cadillac and La Salle cars introduced and perfected the synchro-mesh transmission which for the first time made driving easy, safe and pleasant for the average owner. Cadillac builds La Salle, AND today, more than ever, the new Cadillac-La Salle leads the world in motor car perfection.

The distinctive styling of the new La Salle sets it apart from every other car on the road. The exceptional riding comfort of these fine cars is due to another Cadillac-pioneered feature. Knee-Action Wheels. Literally stepping over humps, Cadillac's Independent Front-Wheel Suspension prevents jolts from being transmitted to body and passengers.

The ease and safety with which you can control the new La Salle at all driving speeds are due to Cadillac-designed Centre-Point Steering. This vital feature reduces wheel-whip and literally gives finger-tip ease of control.

The new La Salle is equipped with big, powerful, Cadillac Hydraulic Brakes for smooth, positive braking action in any emergency. They are always equalized and operate with a minimum of pedal pressure.

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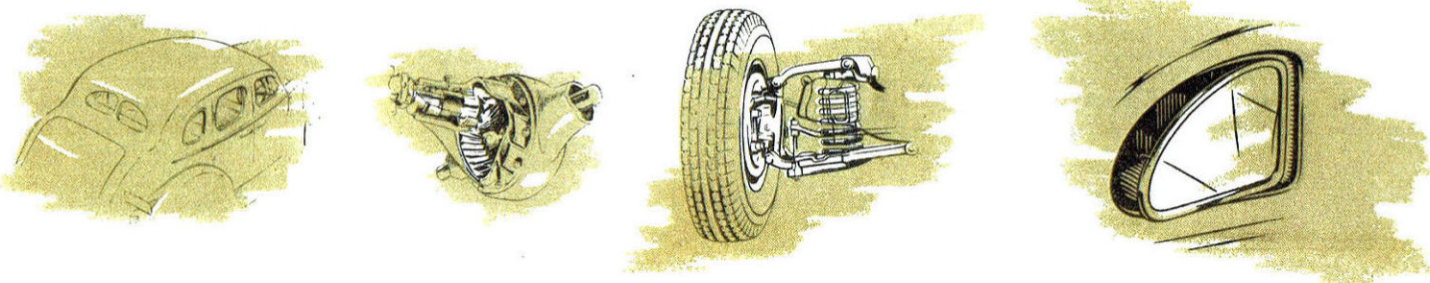
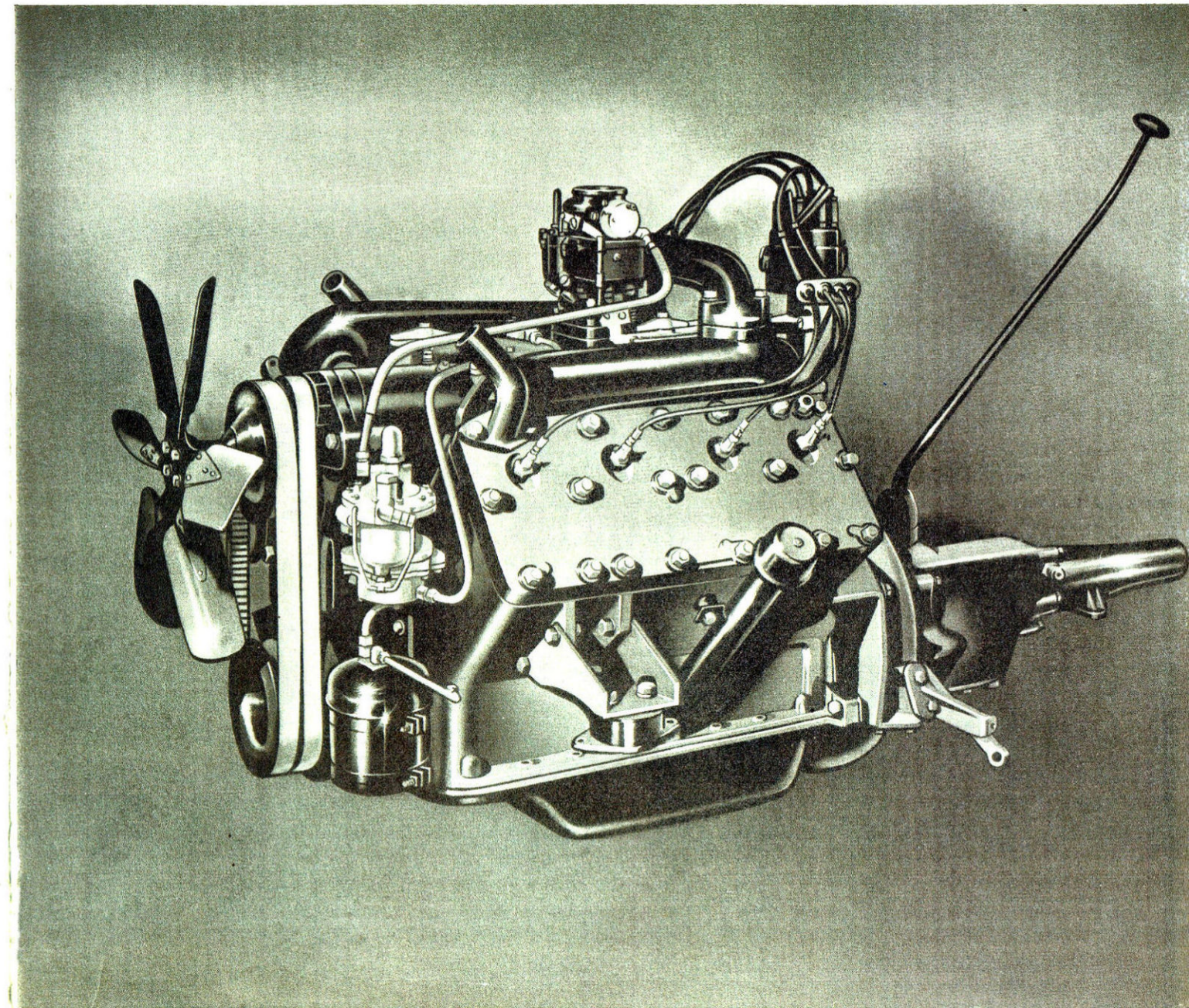
The improved Electric Choke is now fully automatic. This Choke assures quick, easy starting in the coldest weather and prevents stalling during the engine warm-up period. Correct action at all times reduces fuel consumption. Another advanced economy feature of the new La Salle is the Peak Load Generator, which steps up the charging rate when necessary to keep the battery fully charged at all times.

These are but highlights of a story of engineering leadership that has stretched unbroken over a period of 30 years. Today, La Salle stands, more than ever, as the finest car in the fine car field, and we invite you to test this for yourself behind the wheel.

V8 The new La Salle is powered with a Cadillac-built V-8 engine, developing 125 horsepower. This abundant power, in combination with a new high ratio of power to weight, results in breath-taking performance and acceleration. And yet, except for the responsive power at his command, the driver is seldom aware of the engine under the hood. It has a smoothness, quietness and dependability that could only come from Cadillac, where the first of all V-8 engines were built.



BUILT BY CADILLAC





LA SALLE

ABRIDGED SPECIFICATIONS

ENGINE: Cadillac precision built; eight cylinders; V-type; L-head; bore $3\frac{1}{4}$ in.; stroke $4\frac{1}{4}$ in.; displacement 322 cub. ins.; brake horsepower 125 at 3,400 r.p.m.; engine mounted in rubber at three points.

PISTONS: T-slot design aluminium alloy of uniform expansion; special Anodizing process hardens the surface to prevent scuffing and scoring; fitted with two compression rings and two oil rings.

COOLING SYSTEM: Harrison Radiator, simplified water circulation system; automatically adjusted water packing; thermostatic radiator shutters.

CARBURETTION: Stromberg Dual Down-draught with equalised manifolding, fuel pump, air cleaner, intake silencer; electric choke, 18 gallon petrol tank.

GENERATOR: The Delco-Remy Peak Load Generator maintains charging rate. It eliminates worry concerning battery condition.

CLUTCH: $10\frac{1}{4}$ in. x $6\frac{1}{2}$ in. Single Plate Dry Disc Type, with 107 sq. ins. of facing area; semi-centrifugal. Gives gradual and smooth application of power.

TRANSMISSION: Cadillac-built Synchro-Mesh. Reversed gears, as well as low and second, are helical for extreme quietness. All gears fully carburised for hard use and long life. Pin type synchronizers assure easy shifting.

SPRINGS: Cadillac-type Independent Front-Wheel Springing, strong and simple, with large resilient coil springs for smoother riding comfort and effortless driving control. Rear springs are of the semi-elliptic type.

BRAKES: Bendix Duo-Servo Super-Hydraulic Brakes operate in centrifuse brake drums. Mechanical hand-brake operates independently of the hydraulic system.

REAR AXLE: Semi-floating type with hypoid gears, ensuring quiet dependable performance. Ratio 3.92 to 1.

STEERING GEAR: Sturdy worm and double roller type, with straddle mounted roller. The cross-mounted steering link operates a lever supported by the massive front cross member. The steering ratio is 23.2 to 1. Can be turned or parked in very small space. Turn radius 20 ft.

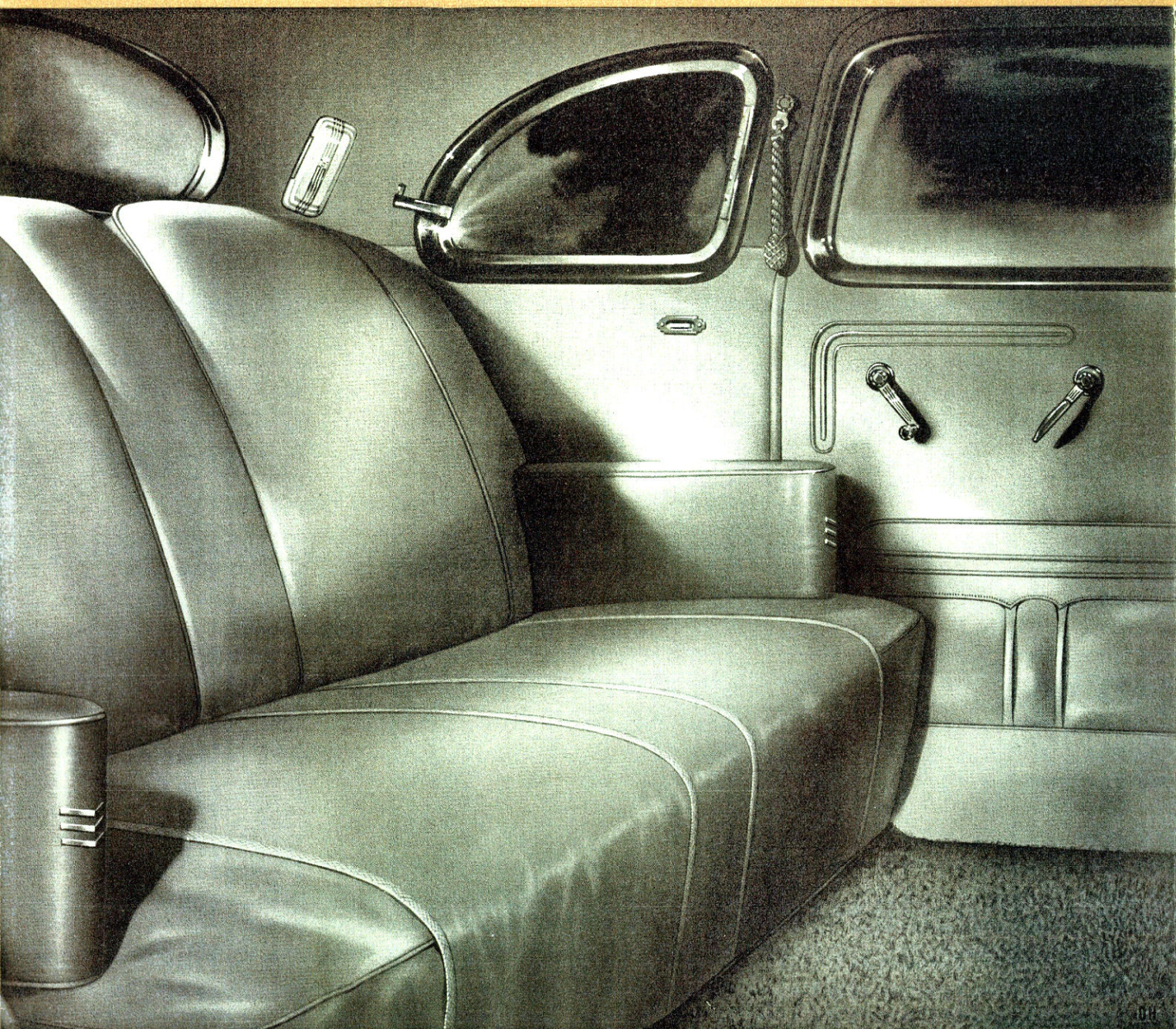
FRAME: The chassis has a more rigid frame that improves stability and riding comfort. The frame is 8 1/2 inches deep, 1/2 inch thick, and has a flange width of 2 3/4 inches.

RIDE STABILIZERS: Two stabilizers, one front and one rear, for better roadability and to keep car on even keel.

TYRES: Size 7.00'x 16.

BODY EQUIPMENT: All-Steel One-piece Turret-Top Body by Holden—specially insulated against dust, noise, heat in summer, coldness in winter. No-Draught Ventilation. "Armour-plate" Safety Glass in V-windscreen and all side windows. Electric Clock. Dual Sun Visors, with vanity mirror in the visor on the passengers side. Two electric Windscreen Wipers. Tremendous luggage capacity in an extra large Luggage Trunk and underneath the rear seat, besides a parcel shelf beneath the rear light. Ash receivers in back of front seat. A generous locking Glove Box in the dash. Floor covering, close cropped Lambs Wool Carpets with felt underneath in the front compartment, while in the rear Lambs Wool Carpets are backed by half-inch sponge rubber and felt. Two carpet-covered Sponge Rubber padded Hassoeks. Centre arm rest in rear compartment.

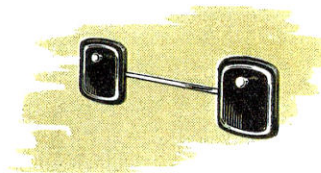
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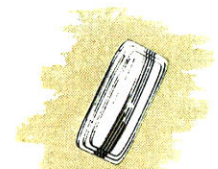
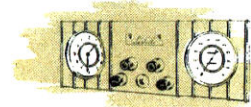
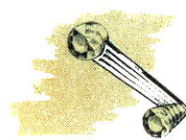
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