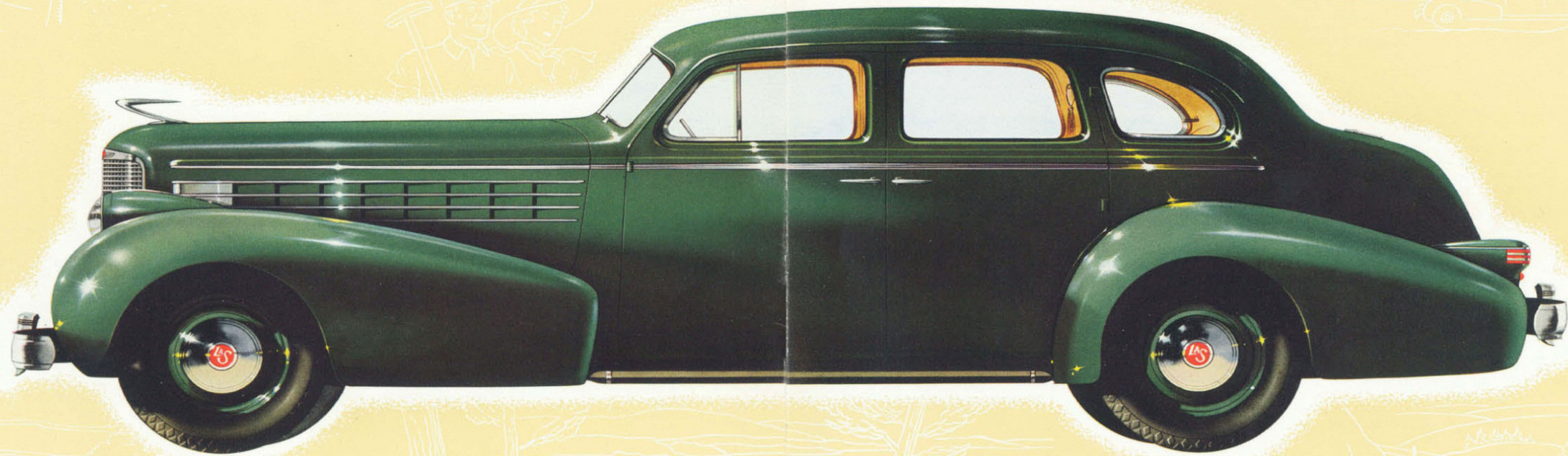


LA SALLE



BUILT BY CADILLAC





You'll like a LA SALLE

The new La Salle V-8, with its exclusive background of Cadillac design, its tradition of Cadillac engineering and manufacture, offers you the supreme satisfaction of owning a product of the world's foremost manufacturers of fine cars.

Its smart, new lines will immediately win your lasting admiration. Its exquisite beauty and authentic grace, inherent individuality and distinction, are attributes exclusive to La Salle alone. Your pride in personal possessions will instantly respond to them.

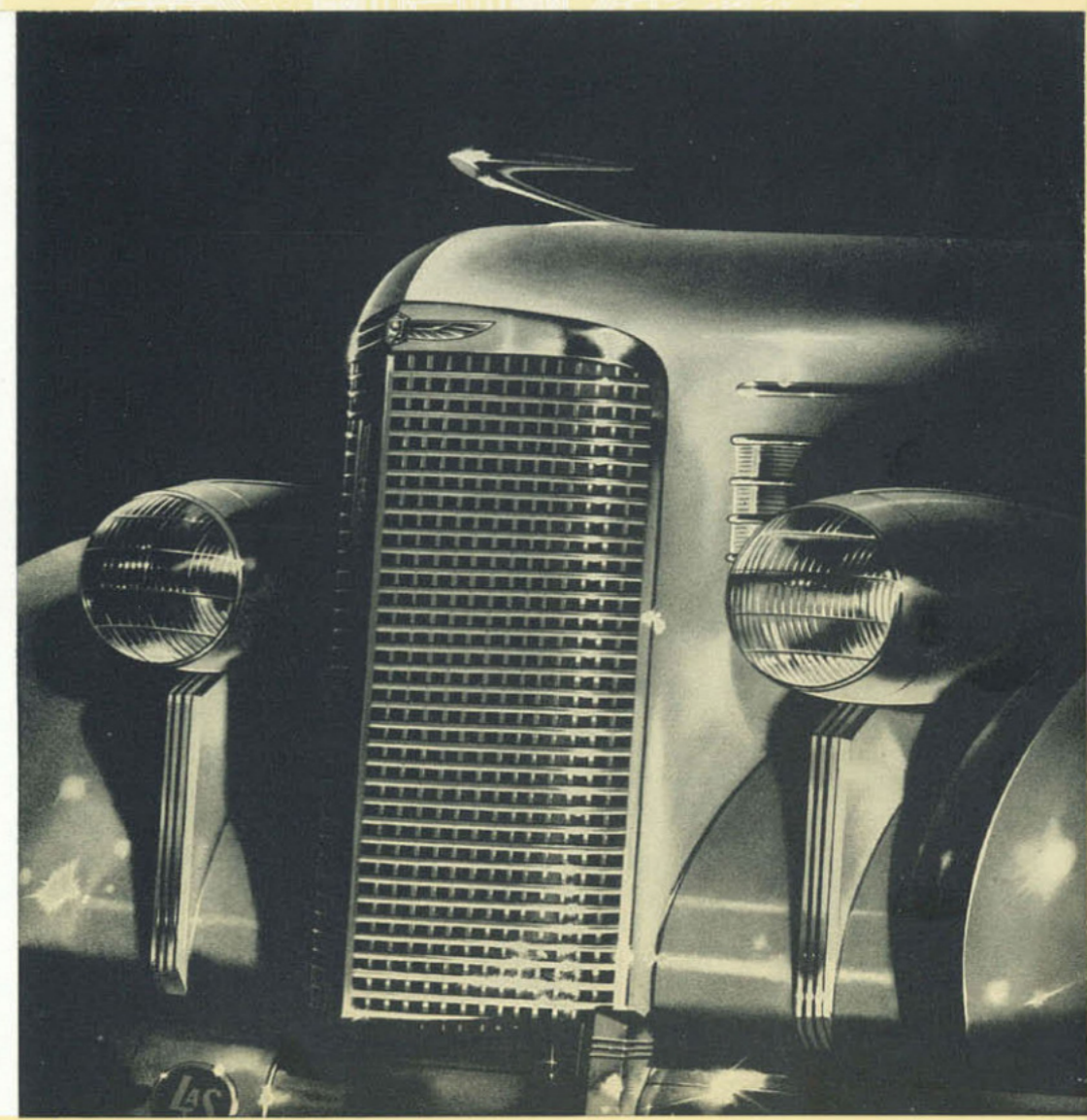
The new La Salle V-8 brings you, also, one of the finest in a long and brilliant succession of Cadillac engineering advancements . . . The Syncromatic Gear Change.

The new Syncromatic Gear Change is standard. There is nothing to learn, nothing to forget. But, there is a completely new experience to enjoy! Located out of the way on the steering column, the Syncromatic Change lever enables you to change gears with an entirely new ease . . . smoothly and positively. Faulty gear changes are impossible. You drive with a miraculous new ease of control over the great power and spirited performance of La Salle's 125-horsepower V-8 engine. And, there is another great advantage—Syncromatic Control, and La Salle's dash-mounted hand-brake, completely free the front compartment of all obstructing levers . . . giving an added, and much appreciated, spaciousness.

La Salle Centre-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. Cadillac-type Hydraulic Brakes apply tremendous pressure at a touch. The new Instrument Panel gives an unobstructed view of all gauges and instruments. There is no car that is such a joy to drive as this new La Salle V-8.

Left—La Salle Interiors, tailored and fitted by Holden craftsmen, are roomy, restful, gloriously finished in the finest leather. They are cushioned with Relax-O-Form seating and springing, fitted with every possible detail for comfort and convenience.

Right—La Salle's outstandingly handsome new front end—unmistakably individual, perfectly proportioned, exquisitely finished. New headlamp mounting, a broader curve, a deep, richly gleaming grille, set an even higher standard of beauty than any other La Salle yet built.



B U I L T A N D B A C K E D B Y C A D I L L A C



A marvel of BEAUTY, CRAFTSMANSHIP, AND ENGINEERING

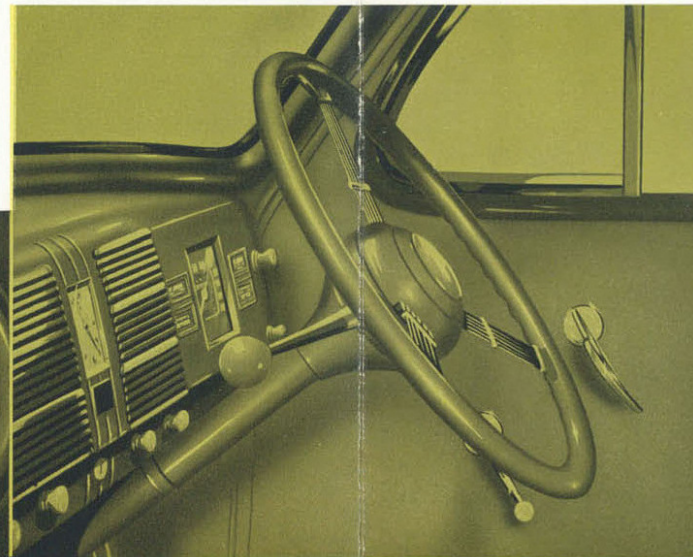
The new La Salle V-8 is strikingly beautiful. Its radiator grille is more deeply curved and is two inches wider, giving a more massive appearance. Lamps are mounted in the valleys between the low, sweeping fenders and the bonnet which, with its new louvres, gives an impression of remarkably increased length. The rear end is equally smart, distinguished by the large trunk (in which the spare wheel is easily accessible, even when the trunk is filled), with heavy, exposed chromium hinges and handles, and the distinctive V-8 emblem. Both front and rear bumpers carry the La Salle monogram. Cloth headlinings add to the insulation against exterior noises. Craftsmanship and absolute precision distinguish every detail of the new La Salle.

You will find proof of this in a hundred major and minor details of engine and chassis, each contributing to the sparkling performance, long life, and surprising economy of La Salle. It is the proud product of the Cadillac factory, built by men trained in the Cadillac tradition—Craftsmanship a Creed, Accuracy a Law. It is this which places La Salle in its proud position in the fine car field.

For instance, La Salle owners practically never know valve trouble—because La Salle's hydraulic valve silencers are built with the accuracy of the world's finest watches. Centre-Point Steering and Independent Front Wheel Springing are of the identical type offered in the finest Cadillacs. La Salle's Peak Load Generator keeps the battery fully charged at all times, automatically compensating for every demand by lights, radio, or other equipment.

These are but a few examples of the engineering genius that pervades La Salle—genius that will impress you the moment you first drive this fine new car. Why not take that drive . . . NOW ?

Below—La Salle's Syncromatic Gear Change Lever, mounted on the steering column, makes gear changing smooth and easy. Gives clear and unobstructed floor and knee-space in front compartment. New Safety Instrument Panel is free from projections.



Below, left—Front and Rear Ride Stabilizers resist "side-sway" or "rolling" on curves, ensure perfect control and steady, balanced riding at any speed.

Below, centre—Powerful hydraulic brakes respond to the slightest pressure, and are made completely moisture proof by moulded linings.

Below, right—La Salle's Independent Front Wheel Springing, identical with that used on Cadillac, provides added safety on corners, reduces skid risks, and ensures complete comfort and riding-ease under any conditions. Road shocks can never reach the passengers.

Below, left—La Salle's centre-point steering mechanism, secret of the ease with which La Salle steers and the swiftness and sureness with which it returns to the "straight-ahead" position.

Below, centre—The helical gears of the Synchro-Mesh transmission are virtually soundless at all speeds, and are operated by the new Syncromatic principle.

Below, right—La Salle's Hypoid Rear Axle gives lower floors, level floor in rear compartment, and increased safety because of lower centre of gravity.



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NO OTHER FINE CAR GIVES SO MUCH LUXURY...DISTINCTION...PERFORMANCE.

ABRIDGED SPECIFICATIONS

ENGINE—Cadillac precision built; eight cylinders; V-type; L-head; bore, $3\frac{3}{8}$ in.; stroke, $4\frac{1}{2}$ 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 equalized manifolding, fuel pump, oil-bath 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— $10\frac{1}{2}$ 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. Reverse 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 centrifuge 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 19 to 1. Can be turned or parked in very small space.

FRAME—The chassis has a more rigid frame that improves stability and riding comfort. The frame is $8\frac{1}{16}$ inches deep, $\frac{1}{8}$ inch thick, and has a flange width of $2\frac{3}{8}$ inches.

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

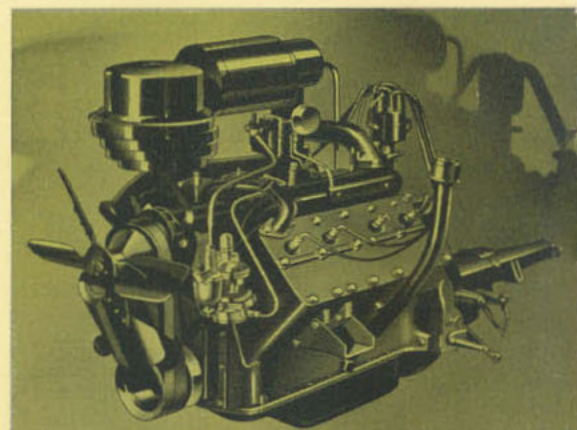
TYRES—Size 7.00 x 16.

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.

“Armourplate” Safety Glass in V-windscreen and all side windows. Electric Clock, Dual Sun Visors, with vanity mirror in the visor on the passenger's side. Two electric Windscreen Wipers. Tremendous luggage capacity in an extra large Luggage Trunk and underneath the rearseat, 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, high quality pile carpets with felt and half-inch sponge rubber in front and rear compartments. Two carpet-covered Sponge Rubber padded Hassocks. Centre arm rest in front and rear compartments.

The upper of these illustrations shows La Salle's V-8 engine, made with the finish and accuracy of a costly watch. Built by Cadillac, this powerful, 125 h.p. engine, with its amazing ratio of power to weight, gives new exhilarating performance and acceleration.

The lower illustration shows the Hydraulic Valve Silencers, pioneered by Cadillac. These eliminate valve adjustment and increase La Salle's economy and engine efficiency.



IF YOU ARE VISITING ENGLAND . . .

You may buy your La Salle before you leave, through any La Salle dealer, and find your new car waiting for you in England. Trading-in your present car is done in the normal way.

Registration in England, the obtaining of an English driving licence, and English insurance with a company represented in Australia will be arranged—and a pro rata credit for the unexpired portion of the English policy will be given to be applied against the new policy you take out when you return to Australia.

Full “after sale” service facilities will be made available in any part of England. You will also be relieved of worries attendant on the shipping of your car back to Australia; this will be arranged for you by the Overseas Sales and Service Division. If you prefer, the resale of your car in England will be assisted. Consult your La Salle dealer about this special overseas service.

GENERAL MOTORS - HOLDEN'S LIMITED

BRISBANE — SYDNEY — MELBOURNE — ADELAIDE — PERTH