

Cadillac

CADILLAC - BUILT THROUGH AND THROUGH

1936 - 1937 - 1938



La Salle

BRILLIANT MEMBER OF THE ROYAL FAMILY OF MOTORDOM

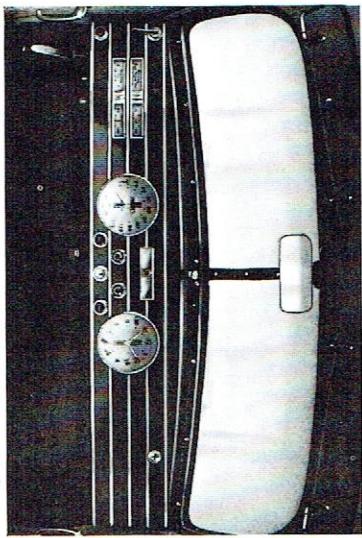
4

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. Where La Salle leads, others follow. . . . And, hand in hand with this styling 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 for 1936, both these phases of La Salle leadership find even greater expression. For not only is it the most beautiful and most smartly styled of all the La Salles, but its performance transcends anything that has ever been known in the price field it

serves. . . . This advancement, of course, is only natural. For La Salle is a member of the most distinguished group of motor cars to be found anywhere in the world—Cadillac, La Salle and Cadillac-Fleetwood . . . the Royal Family of Motordom. . . . This blood brotherhood to Cadillac and Cadillac-Fleetwood 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 and matchless quality that characterize a product by Cadillac.

The following pages picture the new La Salle. If you peruse them carefully, we feel certain they will give you a clear conception of the outstanding value La Salle represents. Yet, we ask you to remember that only a drive can completely picture what a truly great car is La Salle.



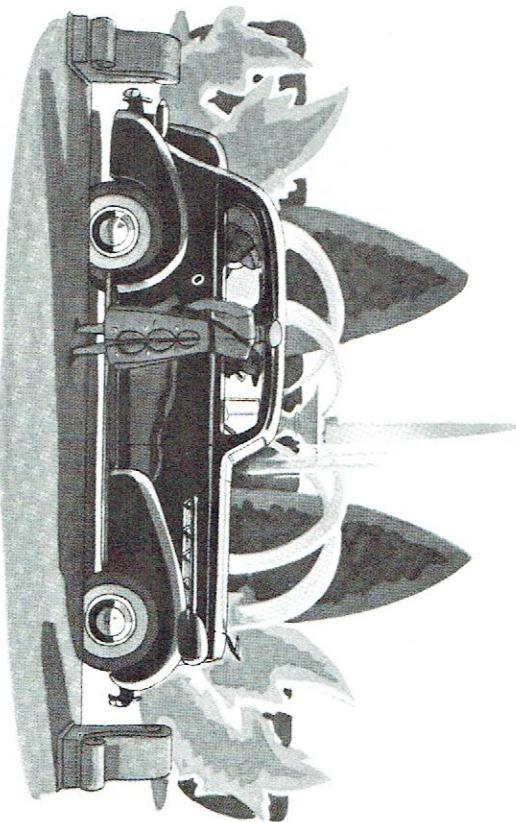


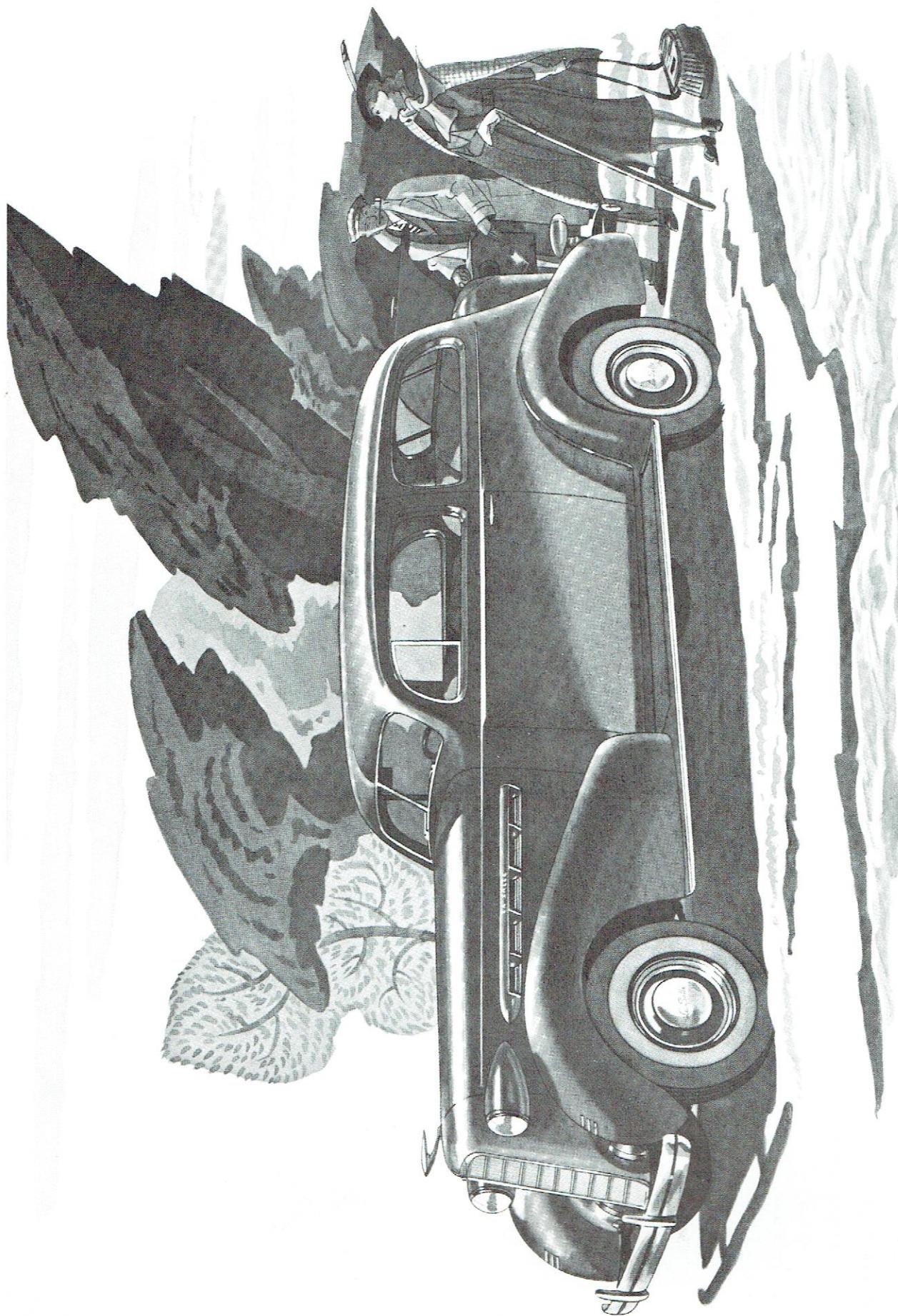
The new instrument board of the new La Salle bears the dials grouped properly for instant reading. Its design adds immeasurably to the charm of the car's interior. Space is provided for radio installation without marring the attractiveness of the panel.

T W O D O O R T O U R I N G S E D A N

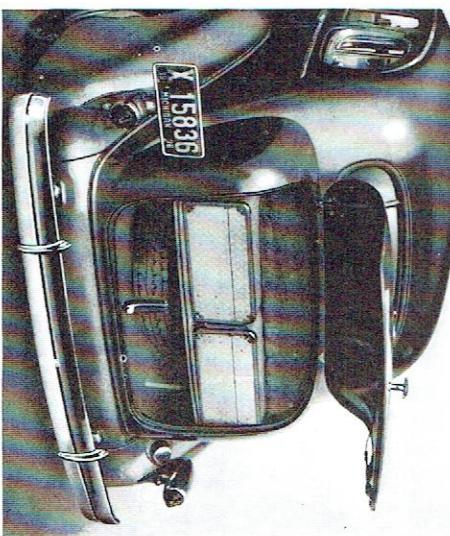
The modern trend in motor car design is admirably interpreted in the new La Salle Two Door Touring Sedan. Graceful, flowing lines not only personify the car's dynamic performance, but create that individuality of appearance which is so inseparable from La Salle. . . . The body is by Fisher, and incorporates the famed "Turret-Top." Generous seating and leg room dimensions provide ample accommodations for five persons. The deep, inviting cushions are upholstered in typically La Salle quality and taste. . . . Driving is made even more restful by the well-placed steering wheel, with pedals and controls easily accessible and easily operated. . . . The newly-designed luggage compartment is ample in size for all requirements and is equipped with sturdy locks.

La Salle





LA SALLE TWO DOOR TOURING SEDAN

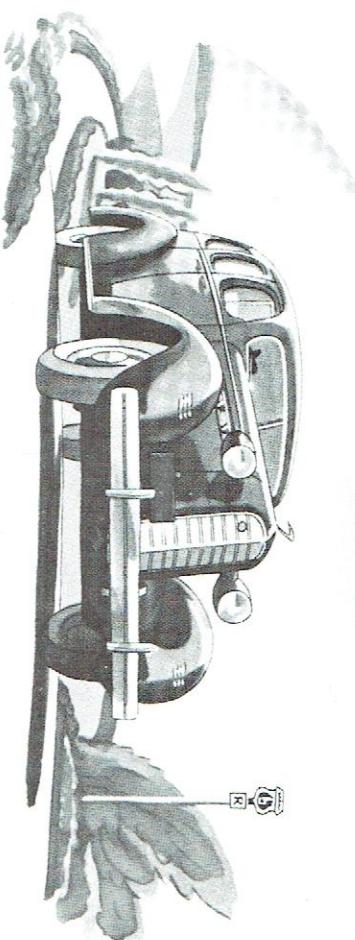


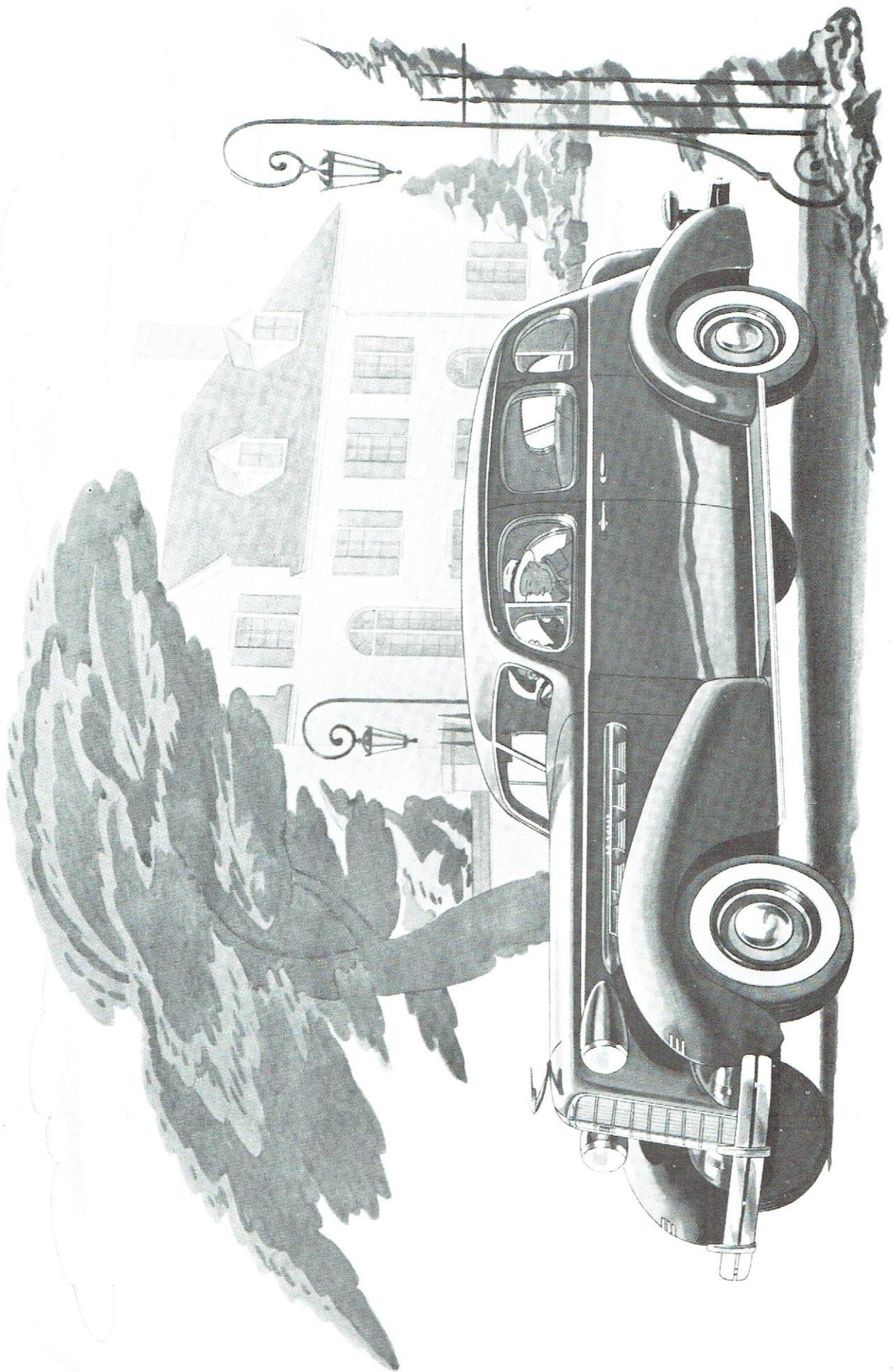
The luggage compartments provided in the La Salle Touring Sedan trunks provide unbelievably large carrying capacities. Furthermore, they are easily accessible and are dust and rain proof. Owners will never cease to appreciate these conveniences.

FIVE PASSENGER TOURING SEDAN

For those who want friendly intimacy and compactness without sacrifice of the roominess and comfort essential to five passengers, La Salle has designed the new Five Passenger Touring Sedan. . . . It is one of the most popular cars in the entire La Salle line. And like all La Salles, it reveals utterly fresh styling both inside and out. Interiors are finely-tailored, upholstery is the highest quality, and cushion springs have been selected to provide utmost riding ease over the longest journey. . . . The Fisher Body incorporates the safety "Turret-Top" and the invaluable No Draft Ventilation feature. The large, built-in trunk carries an unusual amount of luggage. . . . Color combinations are available to please the most exacting, and add still further to the distinction that accompanies La Salle ownership.

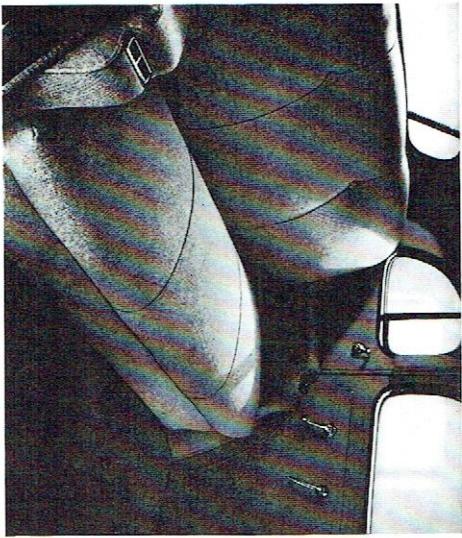
La Salle





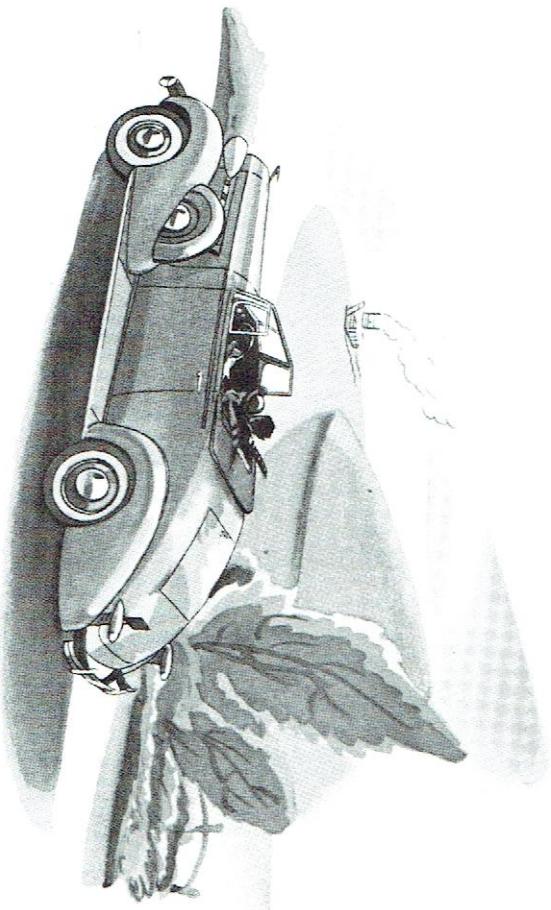
LA SALLE FIVE PASSENGER TOURING SEDAN

Interiors of all the new La Salle are roomy and trimly tailored. Comparable to the finest furniture, LaSalle's cubicles are as attractive as they are restful and inviting. Extreme care and attention to the smallest detail are used throughout.



LaSalle C O N V E R T I B L E C O U P E

The LaSalle Convertible Coupe is a decided favorite among the young and the never-grow-old. . . . Its sleek, well-groomed appearance is a delight to the eye. Its speed is whatever you wish; its acceleration is extraordinary; and its riding ease makes the longest trip a pleasurable experience. . . . It is an ideal car for the owner's personal use. When you slip into the driver's seat, you find the wheel comfortably at hand—the control pedals conveniently placed—and all instruments well arranged and in full view. . . . Seats are wider, scientifically shaped, and fittingly upholstered—either in genuine leather or a variety of cloth. There is a commodious rumble seat, easily accessible. . . . The top drops back handily into a well that completely conceals it from view. It is raised for inclement weather easily and quickly.



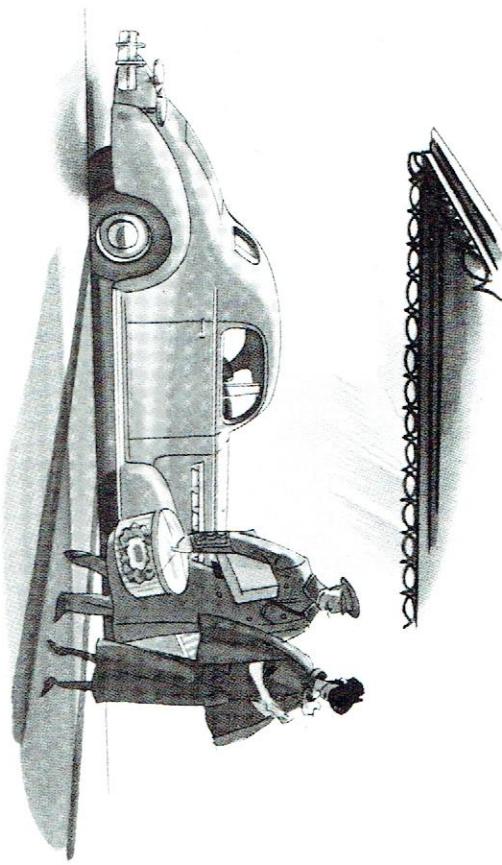
LA SALLE CONVERTIBLE COUPE

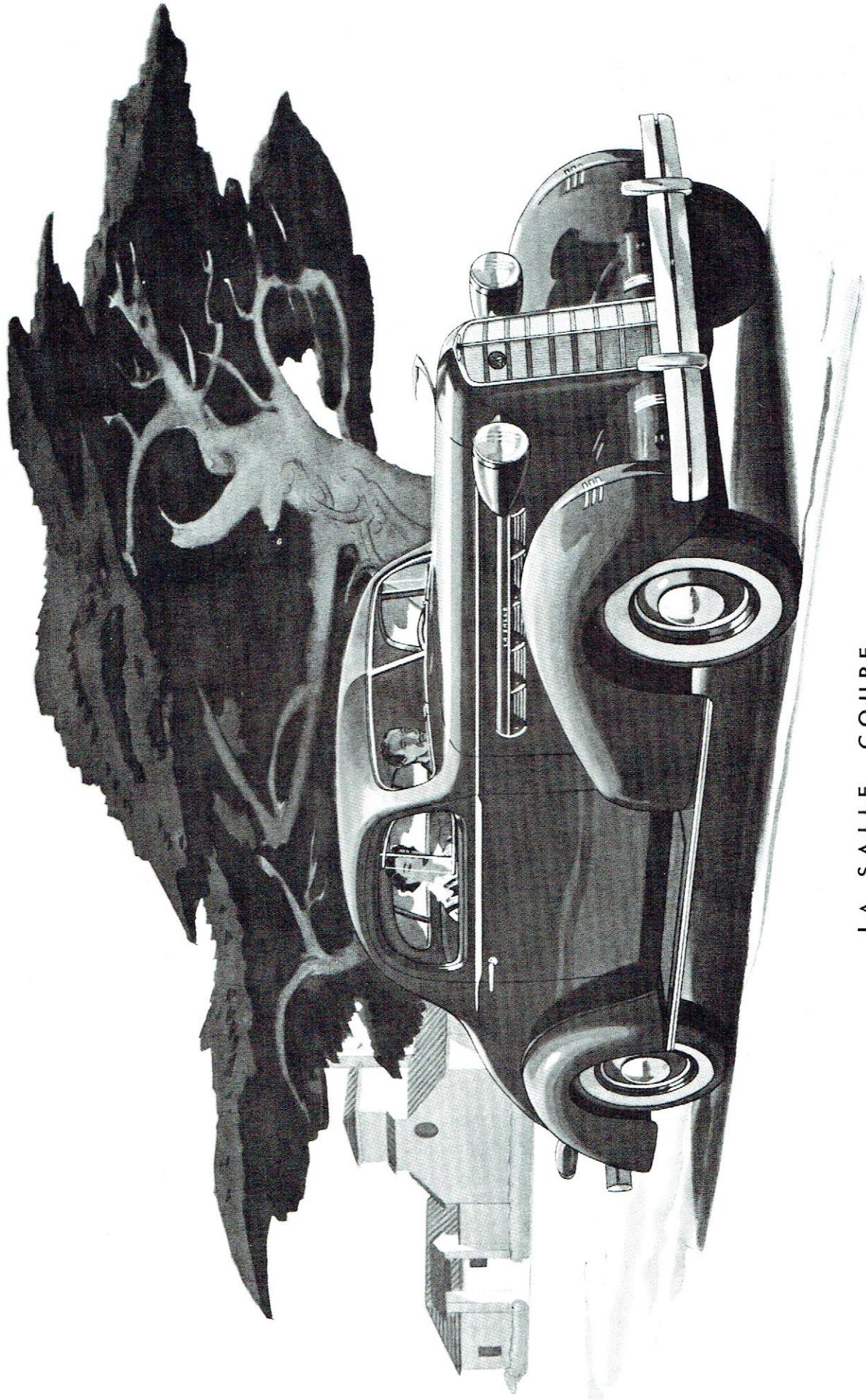


The new La Salle, as did its predecessors, embodies the most advanced thinking in streamline design as applied to motor cars. The grace and modern beauty of the car is emphasized by the unique and appropriate design of the broad parts.

La Salle TWO PASSENGER COUPE

Combining remarkably beautiful appearance with the utmost practicality, the La Salle Coupe is an ever-popular choice with an exceptionally large group of buyers. . . . Its sleek, dashing lines give it the smart individuality so desirable in a car of this type, while its sturdy construction and dynamic performance make it a constant challenge to the open road. . . . The trim, tailored beauty of that famous Fisher innovation, the "Turret-Top," shows to finest advantage in this model. . . . Interiors are beautifully finished by Fisher Craftsmen, with an ample choice as to fabric and color scheme. A convenient and serviceable extra seat, door arm-rests and generous door pockets complete a remarkable array of convenience factors that add greatly to the satisfaction of the owner-driver.





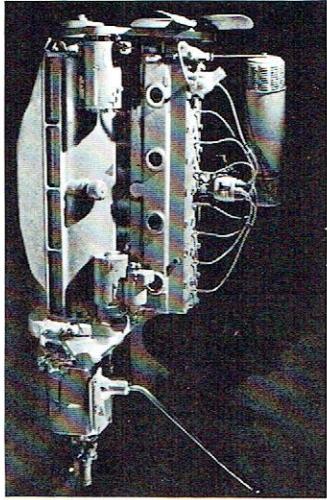
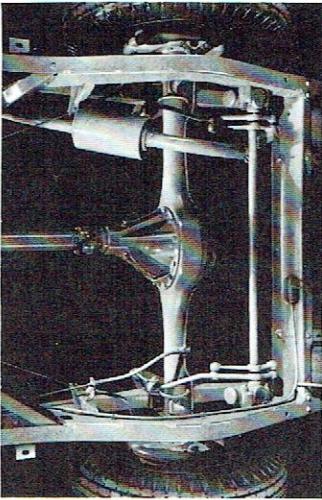
LA SALLE COUPE

Some Mechanical Reasons for

La Salle's

Finer Performance

The Ride Stabilizer

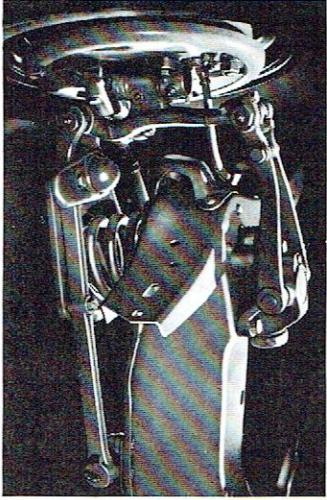


The La Salle Engine

... ADVANCES AND ADVANTAGES THAT MEAN GREATLY INCREASED VALUE

As we told you in the introduction to this catalog, there is but one way thoroughly to understand and appreciate what Cadillac engineers have accomplished in the new LaSalle. 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, heater, lights and other

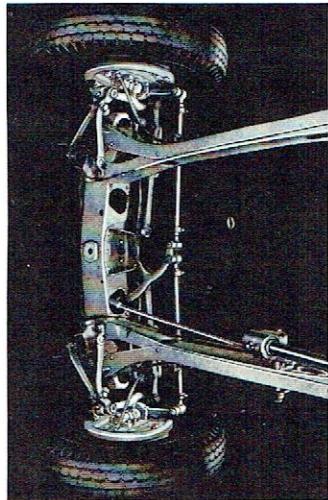
The Independent Wheel Suspension



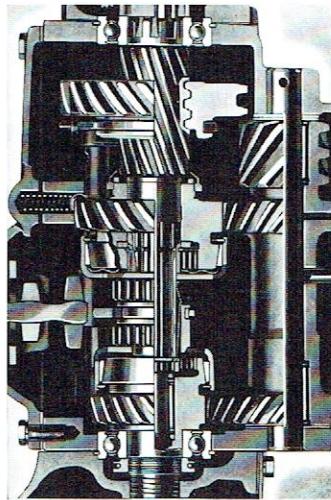


The Equalized Distribution Manifold

electrically-operated equipment. . . . Another important new feature of the 1936 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 carburetor equi-distant 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-improved Super-Hydraulic Brakes. With these brakes, the La Salle owner is assured of equalized braking on all four wheels, assurance so essential to confidence and ease of mind under modern driving conditions. Centrifuse brake drums, with cast iron facing, provide longer life and lower upkeep. . . . These are but a very few of the innumerable features of the La Salle for 1936. 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 urge you, therefore, to drive the new La Salle at your very earliest convenience.

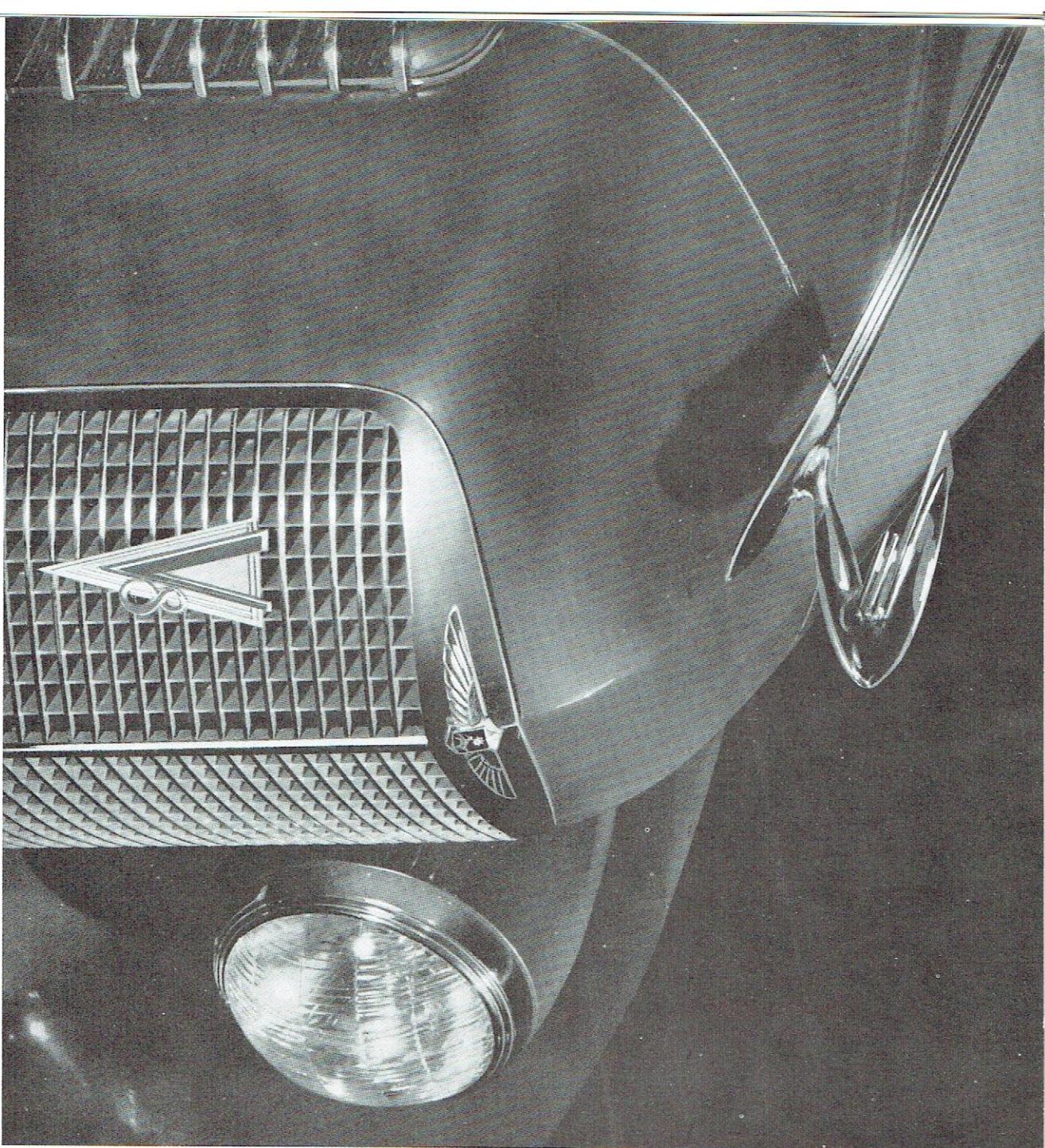


The Center-point Steering



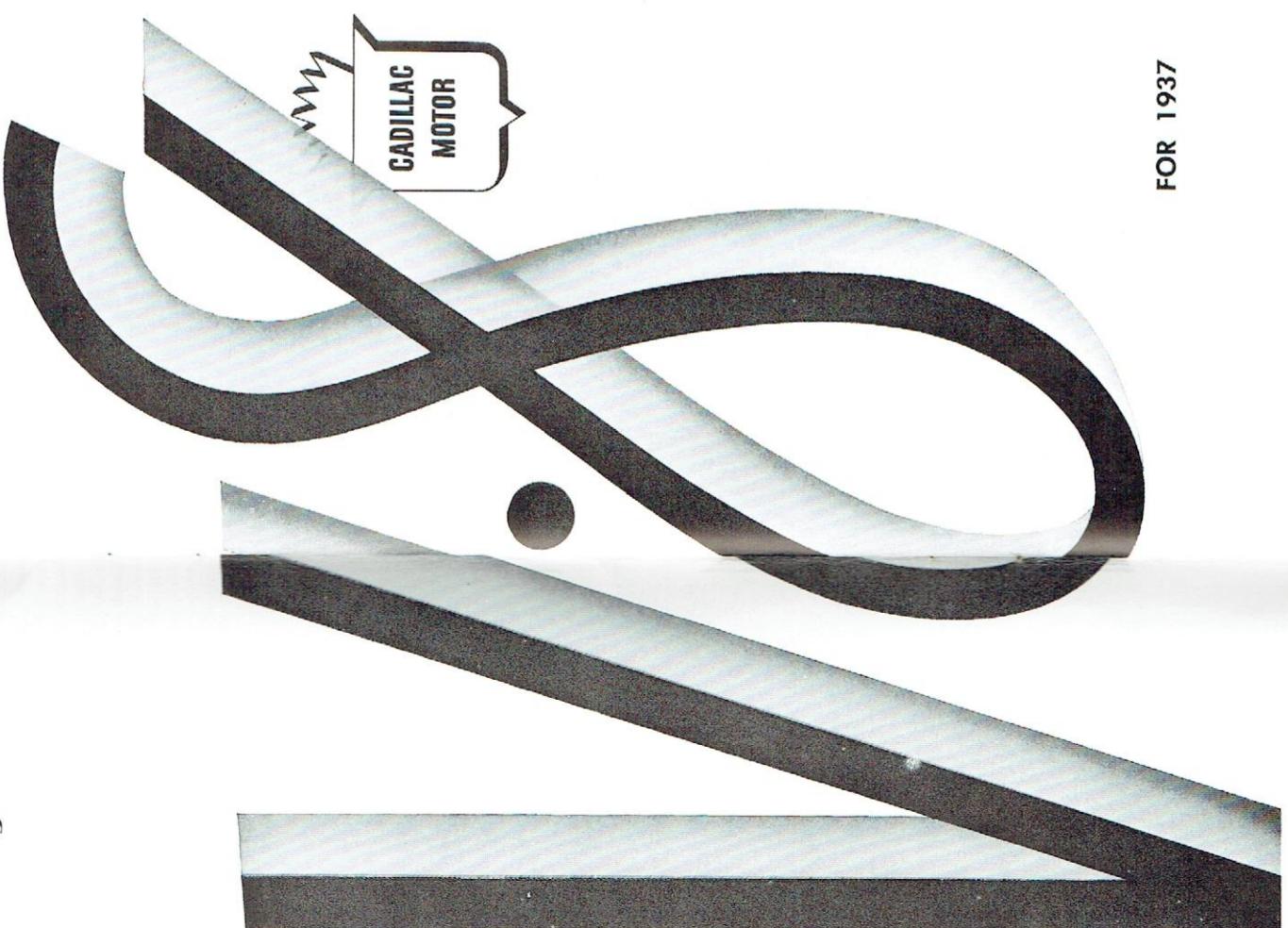
The Symmetro-Mesh Transmission

**THE FINEST LA SALLE OR
completely Cadillac bu**



The new V-8 La Salle is the lowest priced—and the finest—La Salle ever built. It is now powered by a Cadillac-built V-8 engine. In fact, the new La Salle is built *completely* by Cadillac. Its engine capacity has been stepped up to 125 horsepower. Wheelbase is longer, with bigger, safer hydraulic brakes. The bodies are by Fisher, with the new Unissteel Turret-Top construction. But—best of all—La Salle distinction, performance and comfort have been brought *within reach of the average buyer*.

THE FINEST LA SALLE OF ALL TIME . . .
completely Cadillac built!

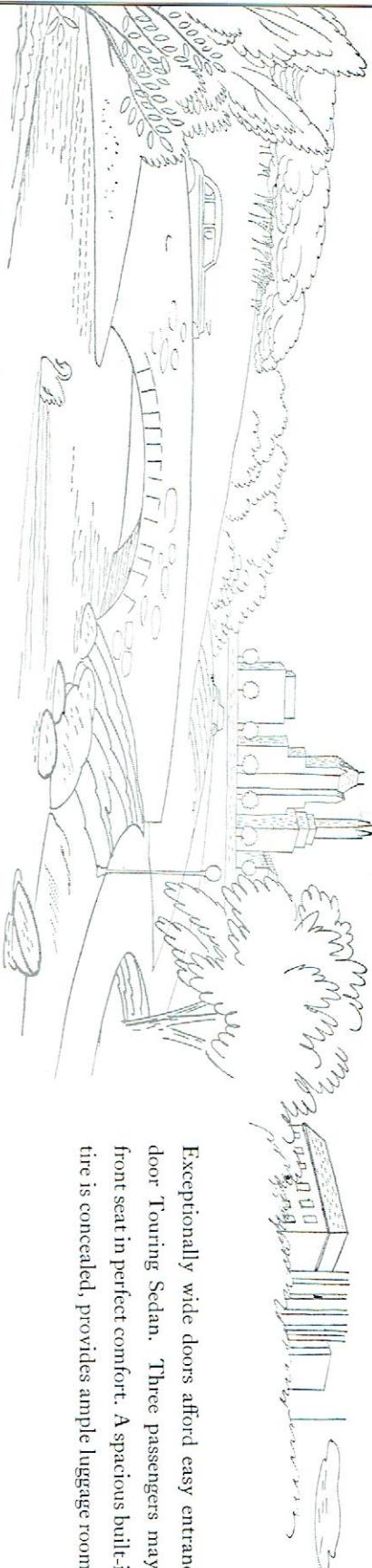
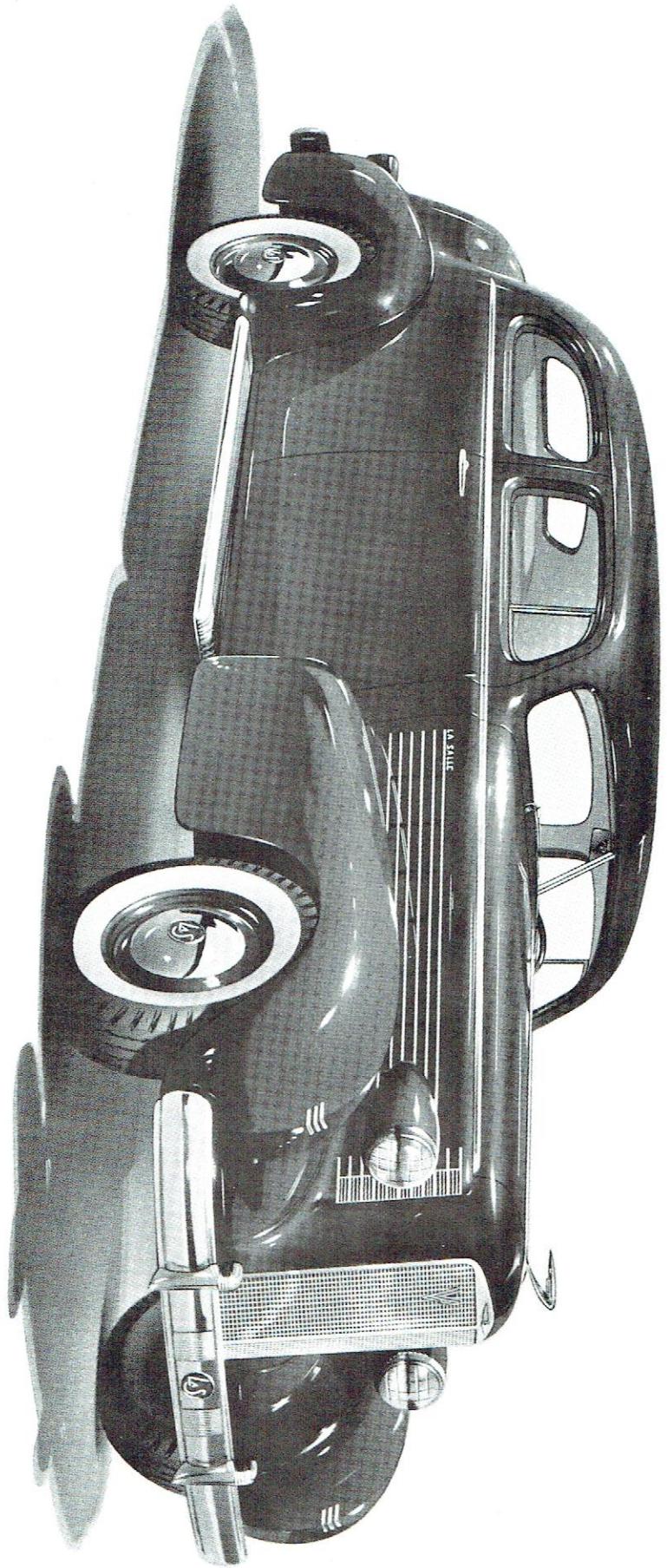


Interiors of the new V-8 La Salle are trimmed with the same fine upholstery formerly offered on cars costing \$2,000 or more. Roominess has been substantially increased. Riding comfort also has been raised to a new high degree by improvements in the La Salle Knee-Action ride. Fisher No-Draft Ventilation is provided for health and comfort, free from disturbing drafts. Inside and out, Cadillac has not overlooked a single detail in creating La Salle to the quality tradition of the Royal Family of Motordom.

FOR 1937

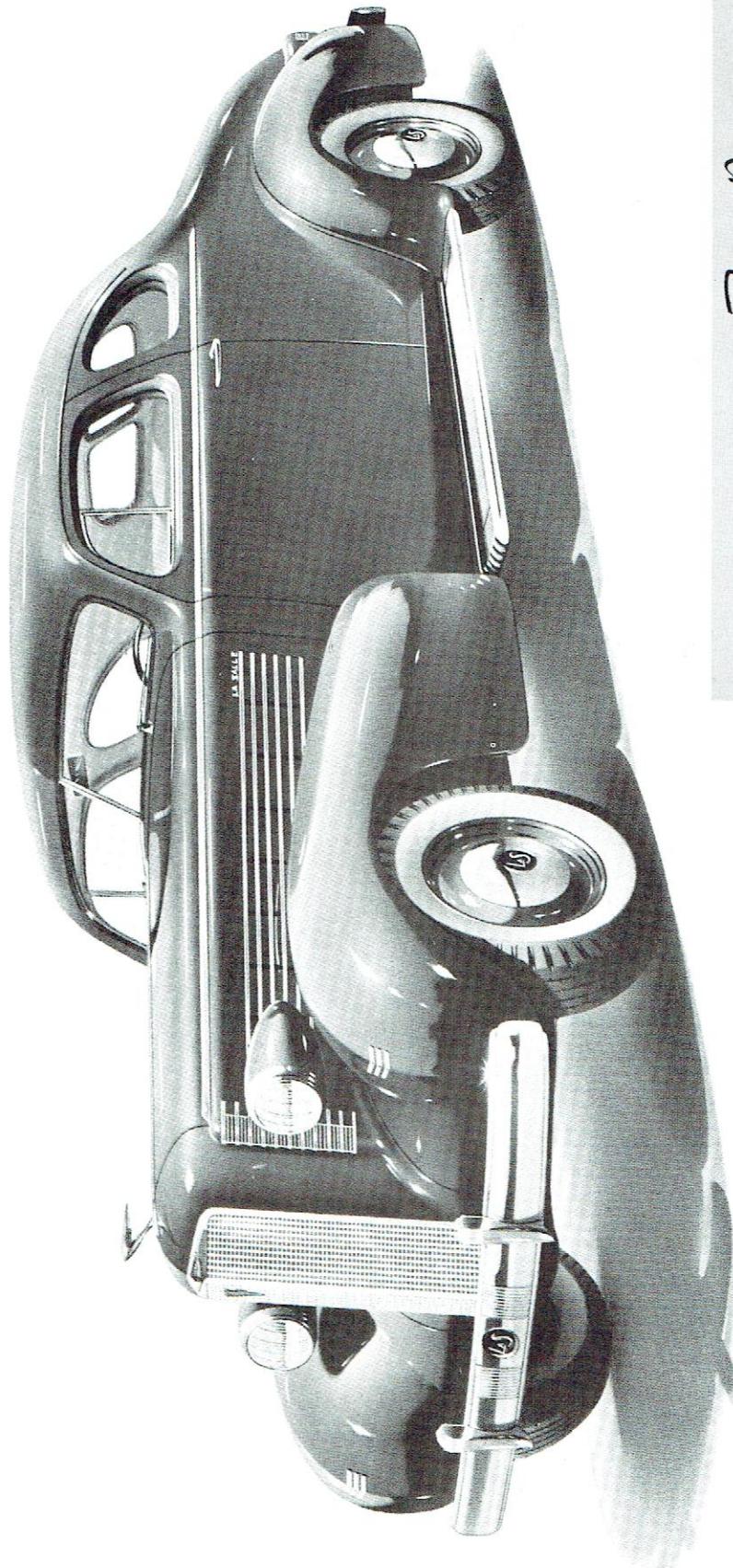
NEW V-8 LA SALLE Five-Passenger Two-Door Touring Sedan

14

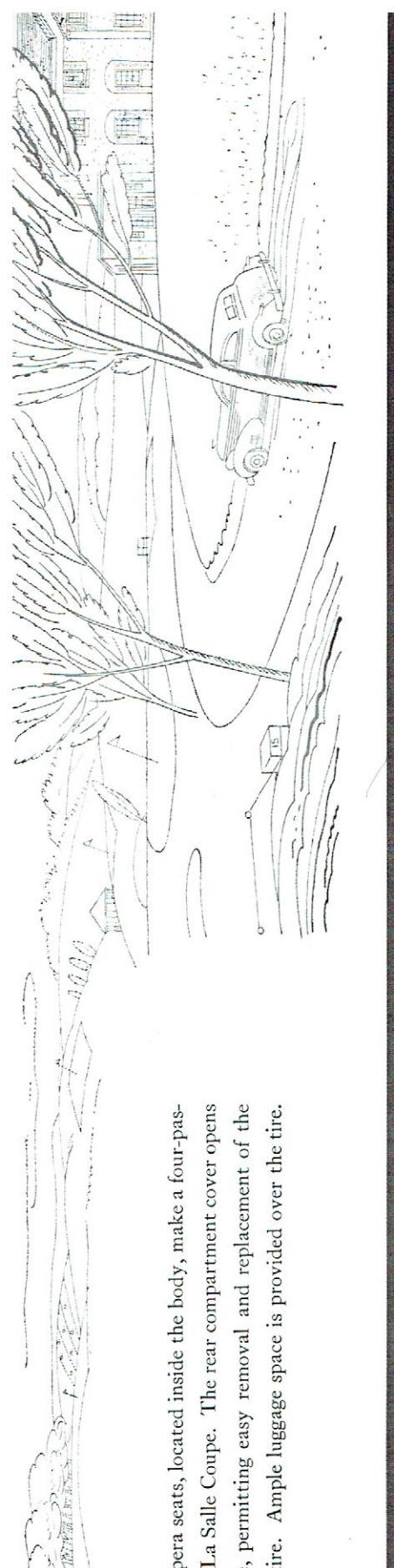


Exceptionally wide doors afford easy entrance to the La Salle two-door Touring Sedan. Three passengers may occupy the full-width front seat in perfect comfort. A spacious built-in trunk, where the spare tire is concealed, provides ample luggage room for long vacation tours.

NEW V-8 LA SALLE Two-Passenger Coupe

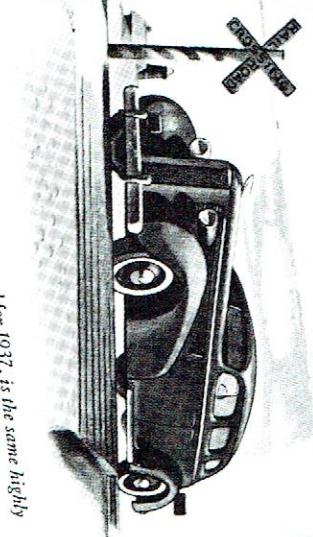


Two cushioned opera seats, located inside the body, make a four-passenger car of the La Salle Coupe. The rear compartment cover opens at its lower edge, permitting easy removal and replacement of the concealed spare tire. Ample luggage space is provided over the tire.

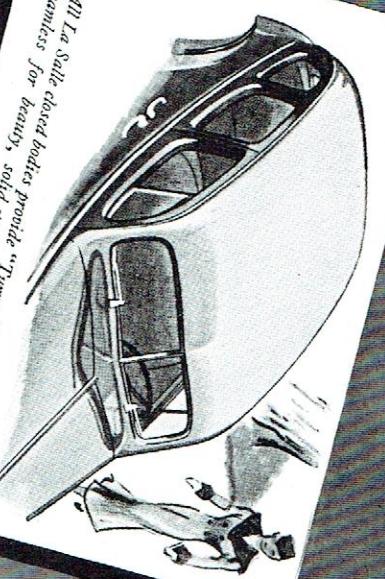


THE

La Salle Knee-Action, improved for 1937, is the same highly perfected type offered on the most expensive custom cars.

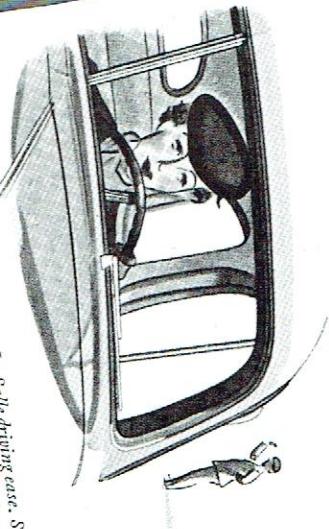


All La Salle closed bodies provide "Turret-Tops" solid-steel for strength and safety.

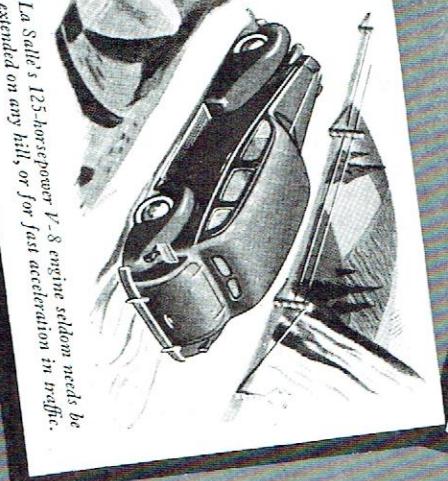


The substantially increased wheelbase is quickly evident in this profile view of the four-door Touring Sedan. Its new Fisher Body is also larger and roomier. From the new front-end contour to the spacious built-in trunk at the rear, La Salle beauty suggests the exhilarating 125 horsepower performance at the driver's command.

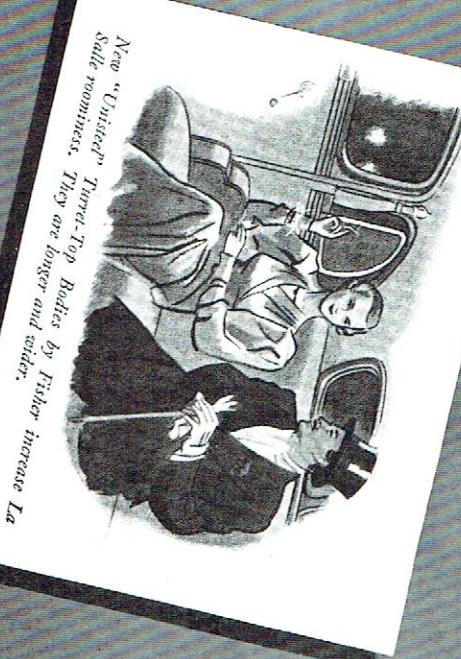
Feminine drivers are sure to praise La Salle driving ease. Starting, steering, stopping—none of these needs more than a light pressure.



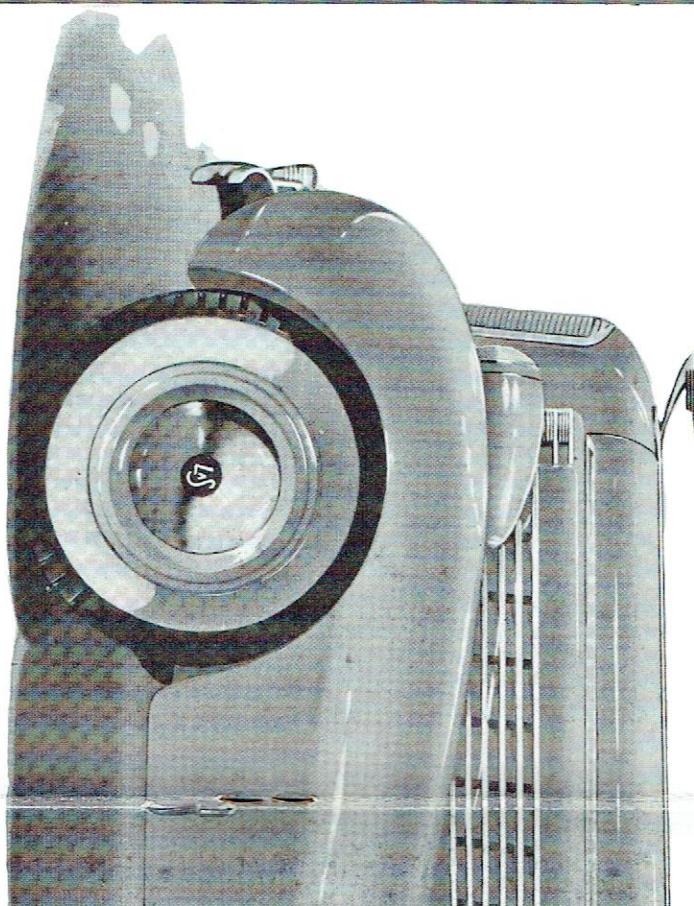
Fisher No-Draft Ventilation assures proper circulation of fresh air for health and comfort in any weather.



La Salle's 125-horsepower V-8 engine seldom needs be extended on any hill, or for fast acceleration in traffic.



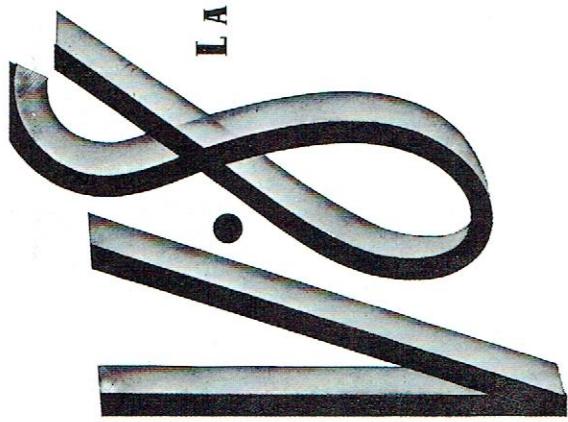
New "United" La Salle roominess. Turret-Top Bodies by Fisher increase La



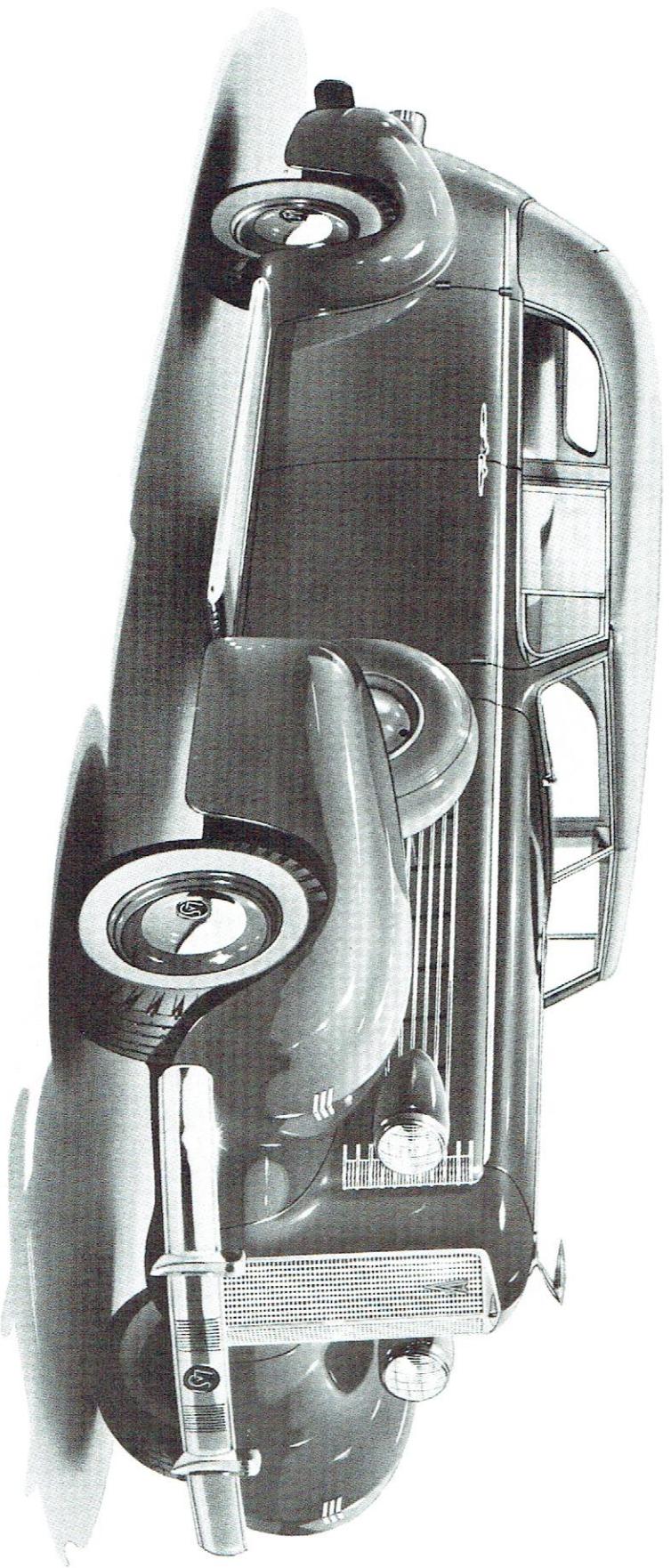
The substantially increased wheelbase is quickly evident in this profile view of the four-door Touring Sedan. Its new Fisher Body is also larger and roomier. From the new front-end contour to the spacious built-in trunk at the rear, La Salle beauty suggests the exhilarating 125 horsepower performance at the driver's command.

THE NEW

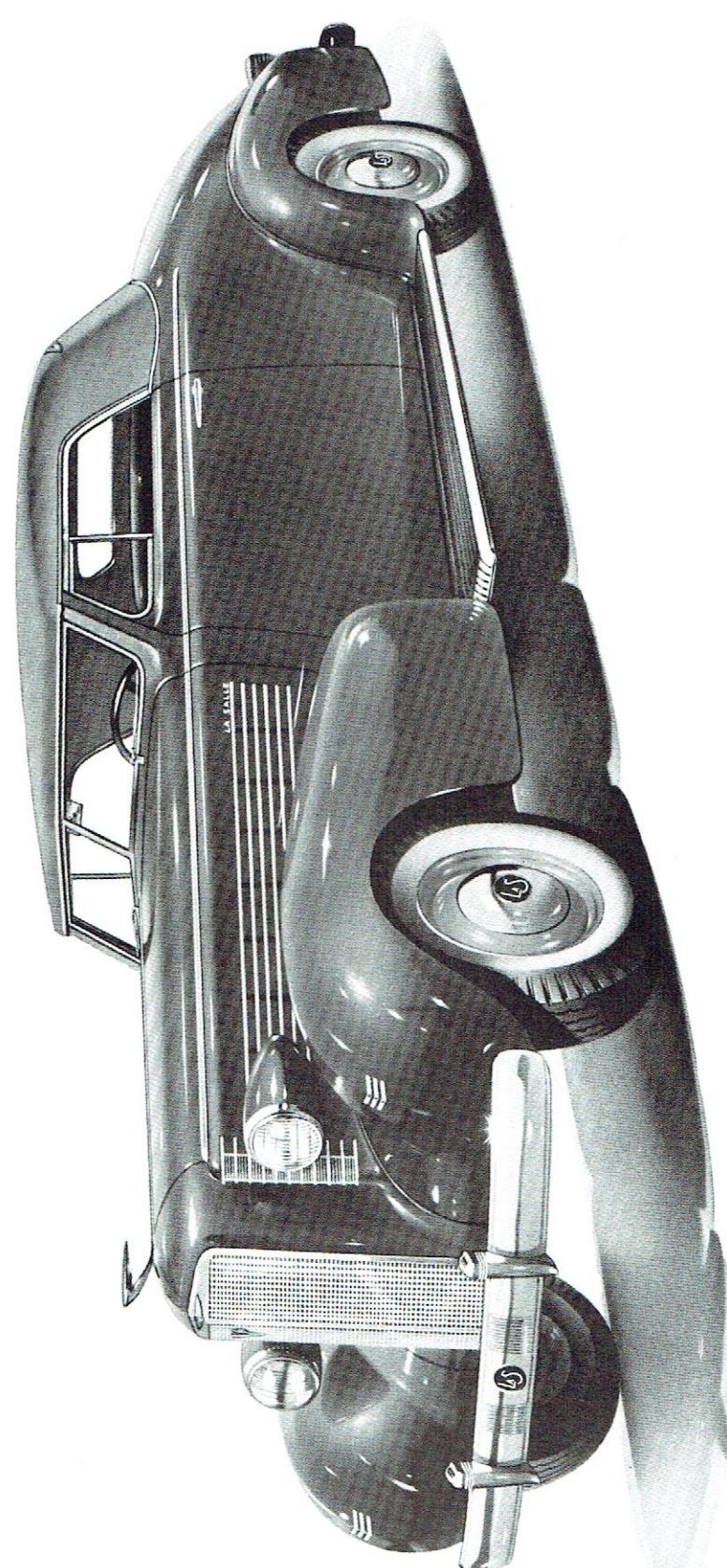
LA SALLE 5-PASSENGER TOURING SEDAN



NEW V-8 LA SALLE *Convertible Sedan*

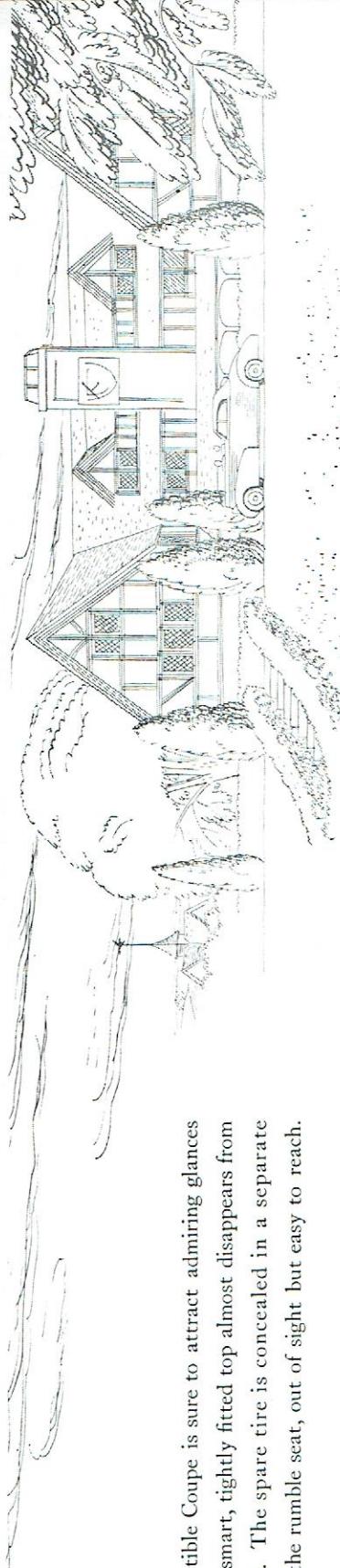


The La Salle Convertible Sedan is a proper choice for any climate. It is snugly comfortable in winter weather, delightfully cool in summer. The spare tire is side-mounted in a fenderwell, thus reserving all of the spacious compartment at the rear for ample vacation luggage.



NEW V-8 LA SALLE Convertible Coupe

19



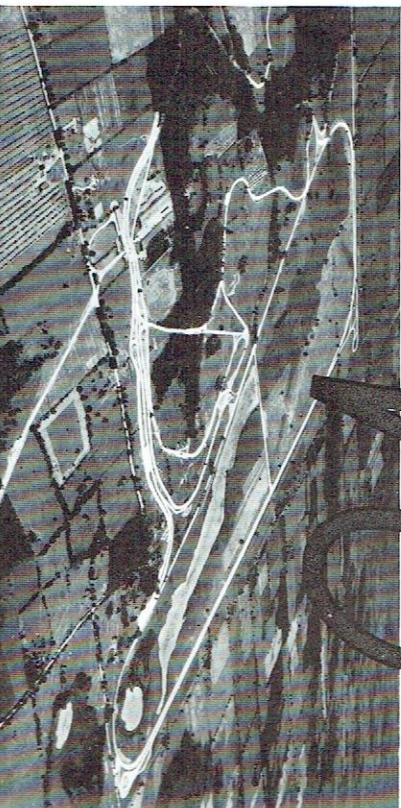
The La Salle Convertible Coupe is sure to attract admiring glances wherever it goes. Its smart, tightly fitted top almost disappears from view when lowered. The spare tire is concealed in a separate compartment under the rumble seat, out of sight but easy to reach.

THE NEW LA SALLE

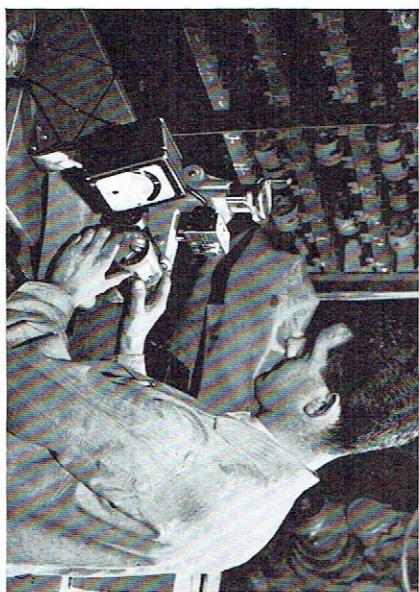
PRECISION BUILT BY CADILLAC FOR LONG LIFE AND ECONOMY



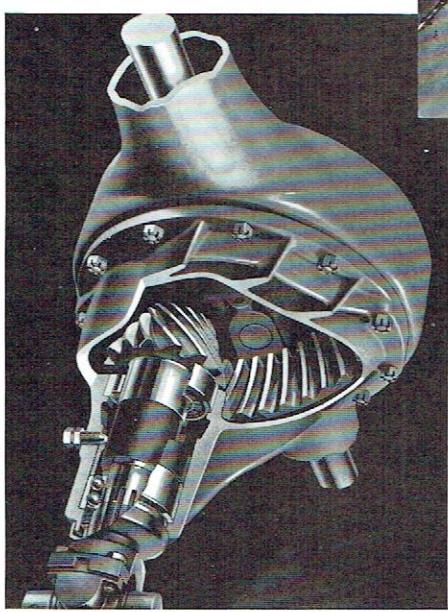
Owners of the new V-8 La Salle will discover remarkably high mileage for gasoline and oil—due to the highly developed efficiency of its Cadillac-built V-8 engine.



Here, at the 1245-acre proving ground of General Motors, every La Salle feature was subjected to months of punishment before the 1937 V-8 La Salle was finally approved by Cadillac engineers.

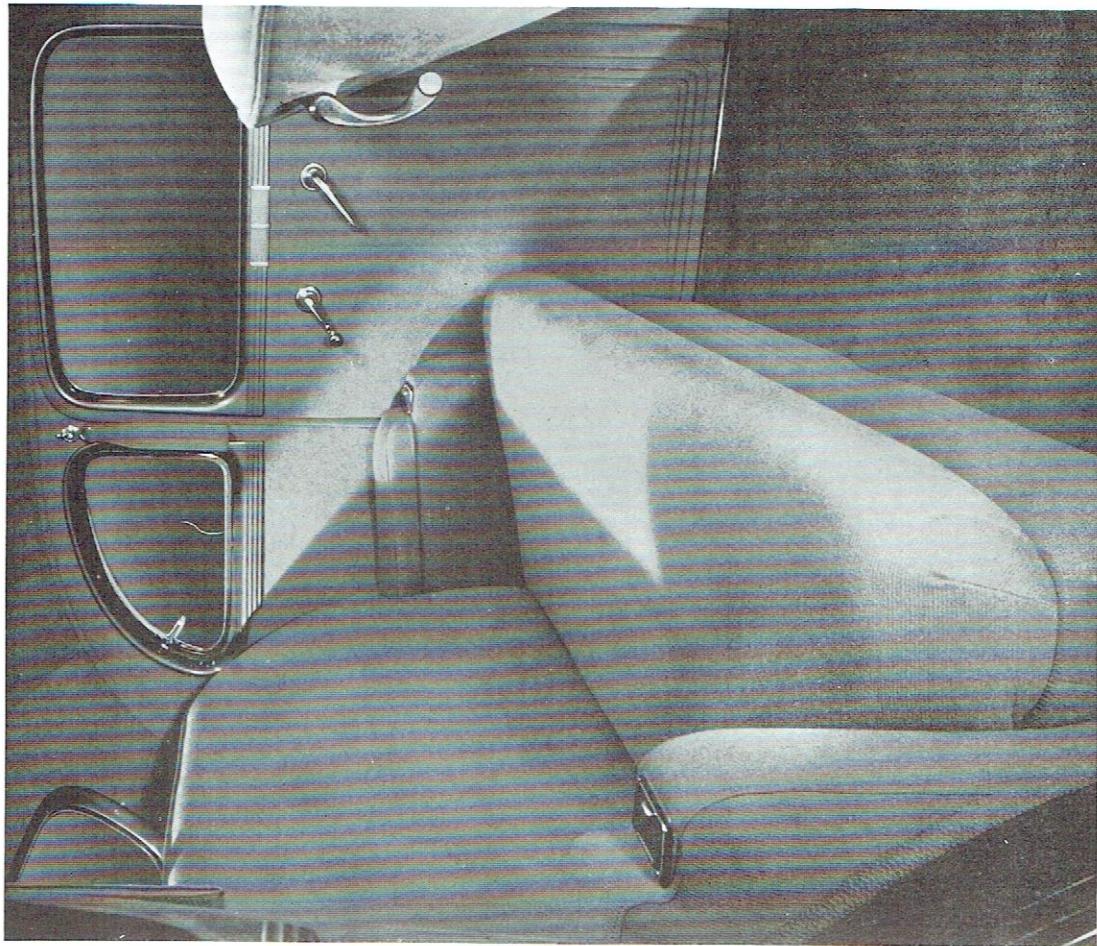
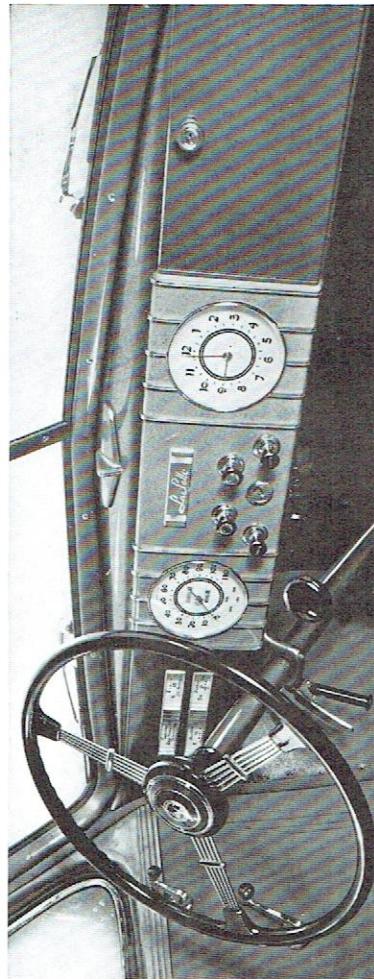


Cadillac manufacturing is accurate to extremes. Piston and connecting rods are a typical example. The maximum variation allowed in matching these assemblies is less than the weight of a small paper clip. Cranksshafts are balanced to within 1/16th ounce, which is about the same proportion that the weight of a single brick bears to the total weight of a 10-room brick residence.



The new La Salle hypoid rear axle is the strongest design for its weight in use today. Here, as with all La Salle parts, precision manufacture assures long life. The new La Salle is so dependable that maintenance needs—including work and materials—are available on a standard service contract plan. The entire cost for lubrication and maintenance for the first year or 12,000 miles is only a fraction of a cent per mile.

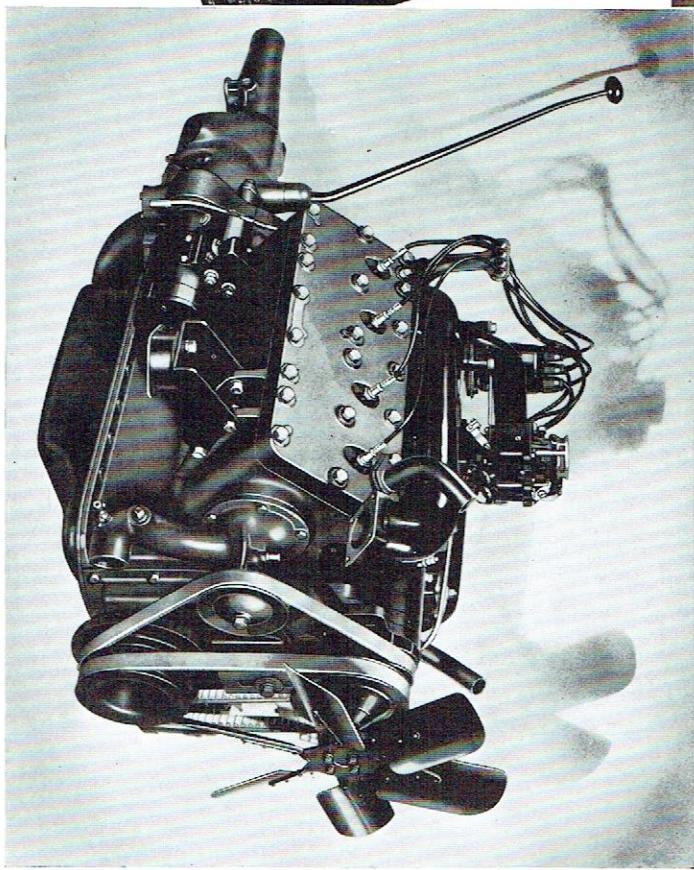
The handsome La Salle instrument panel richly deserves admiring comments. The instruments and controls are all located within easy view or reach. A built-in ash tray and locking parcel compartment are added conveniences. The central name-plate may be removed to install radio controls.



La Salle interiors are invitingly roomy and restful. Their tailoring reveals the flawless work of master Fisher Body craftsmen. Upholstery selection may be made from Bedford Cord or Broadcloth, in tan or grey shades. Passenger space has been considerably increased by longer, wider Fisher Bodies with lower floors. All of the advantages of Knee-Action riding comfort are provided, together with Ride Stabilizers front and rear.

La Salle transmissions embody the most important improvements in this field since Cadillac introduced the first non-clashing Syncro-Mesh design. The gears are virtually soundless in all speeds. Any driver can shift them with the facility of an expert.

The new V-8 La Salle chassis has been strengthened, enlarged and improved in almost every detail. It is a chassis that measures up, without exception, to the uncompromising standards set by Cadillac—the leading manufacturer in the fine car field.



Luggage space in the new V-8 La Salle is more than ample for touring requirements. A seal which runs all around the compartment door protects the luggage against water and dust.

For 1937, La Salle is powered with a Cadillac-built V-8 engine. It develops 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 was built.

S P E C I F I C A T I O N S

Engine—Cadillac precision built; 8 cylinders V-type; "U" 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.

Pins—T-slot design aluminum alloy for uniform expansion; special anodizing process hardens surface to prevent scuffing and scoring; fitting with two compression rings and two oil rings.

Cooling System—Harrison Radiator, simplified water pump packing; thermostatic radiator shutters.

Carburetor—Stromberg or Carter dual down-draft with equalized manifolding; fuel pump, air cleaner, intake silencer. Automatic choke, 22 gallon gas tank.

Generator—The Delco-Remy Peak Load generator maintains charging rate, even while headlights, radio and heater are being used. It eliminates worry concerning battery condition.

Clutch—10 $\frac{1}{2}$ " x 6 $\frac{1}{2}$ " single plate dry disc type with 107 square inches of facing area; semi-centrifugal. Gives gradual and smooth application of power.

Transmission—Cadillac-built Syncro-Mesh with three forward speeds and reverse. Reverse gears as well as low and second speed gears are helical for extreme quietness. All gears fully carbonized for hard use and long life. Pin type synchronizers assure easy shifting.

Lighting—Visible headlamp beam indicator in the speedometer shows which of three headlamp beams is being used. Controls rearranged to give added safety.

Front Wheel—Independent "Knee-Action" front wheels, strong and simple with large resilient coil springs for smoother riding comfort and effortless driving control. Thoroughly proven by three years use and millions of miles of testing.

Brakes—Bendix Duo-Servo Super-Hydraulic brakes operate in centrifuge brake drums. Mechanical hand brake operates independently of the hydraulic system.

Drive Shaft—Hechtliss drive. Two universal joints mounted on needle roller bearings permanently packed with lubricant requiring no service attention.

Rear Axle—Cadillac design and manufacture. Semi-floating type with hypoid gears, insuring 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 tever supported by the massive front cross member. Attached to it are two steering rods, each of which controls one front wheel. The steering ratio is 23.5 to 1. Can be turned or parked in much smaller space than many cars of the same wheelbase.

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

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

Tires and Wheels—Low pressure, 4-ply tires, 7.00 x 16 carrying 26 lbs. air pressure. Five steel disc wheels with large chrome disc hub caps.

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

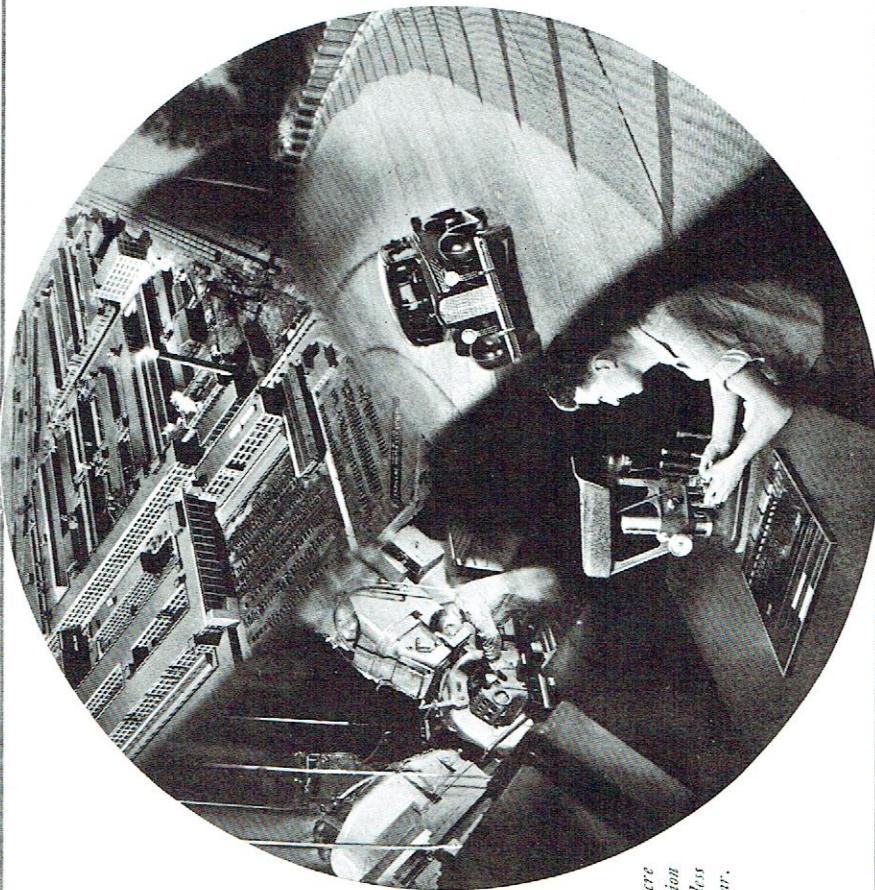
Turning Radius—Right 20 feet, Left 20 feet.

Body Type—Fisher all-steel bodies with No-Draft ventilation and Turret-Top roofs. Optional selection on Bedford Cord or Brookdale upholstery and several body colors at no extra charge. Trunks standard equipment on 2- and 4-door touring sedans. Large trunk storage space.

- • •

The right is reserved to change specifications, colors, prices or equipment at any time without incurring any responsibility with regard to cars previously sold.

THE NEW LASALLE IS DESIGNED AND BUILT BY CADILLAC



LA SALLE 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 grueling tests mould the flawlessness of every Cadillac-built car.

1938

S P E C I F I C A T I O N S

TRANSMISSION—Cadillac pioneered and built Syncro-Mesh with the pin type synchronizers sliding low and reverse gears, constant mesh second gear. Synchromatic control clears from compartment. Transmission gears helical and fully oil-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 torqued forked arms for smoother riding comfort and effortless driving control. Thoroughly proven by four years use and millions of miles of testing.

REAR AXLE—Hybrid 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-members. Function and reinforced side members. Maximum depth 8 1/2", flange width 2 3/8", thickness 1 1/2".

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 laquer chrome disc hub caps.

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

WHEELBASE—124". Overall 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.

CLUTCH—10 1/2" semi-centrifugal single plate disc of 107 square inch facing area. Permanently lubricated ball throwout bearing reduces service expense.

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.

REAR AXLE—Hybrid 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-members. Function and reinforced side members. Maximum depth 8 1/2", flange width 2 3/8", thickness 1 1/2".

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 laquer chrome disc hub caps.

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

WHEELBASE—124". Overall 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.

PRINTED IN U. S. A. SEPTEMBER, 1938

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



1938

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.

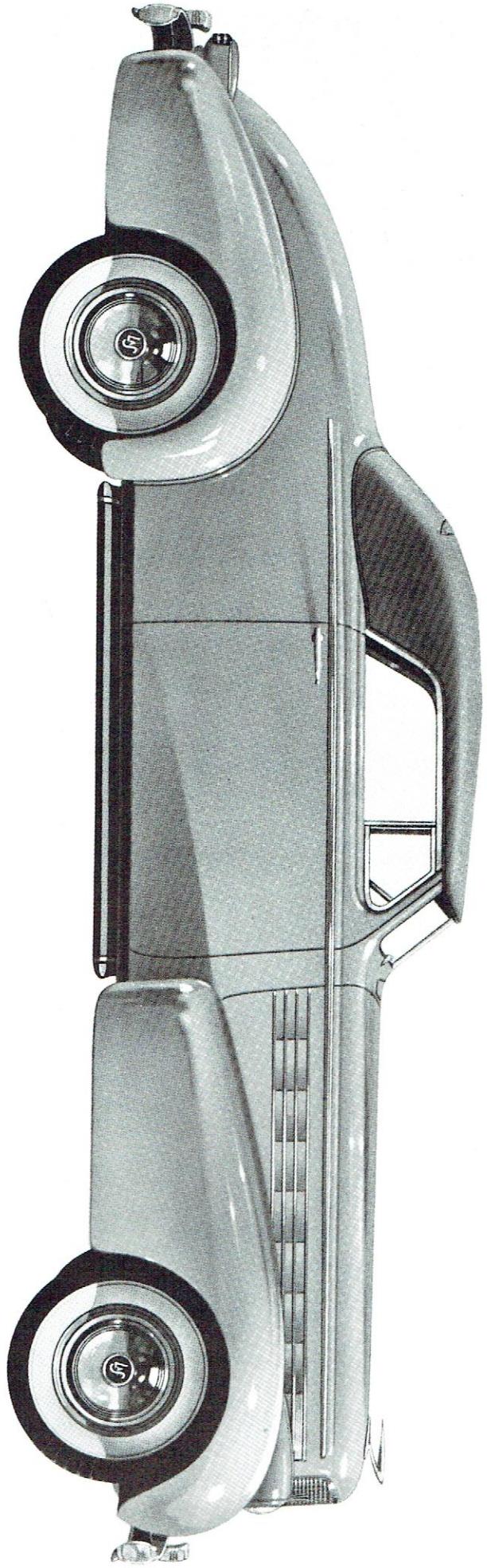
Of course it takes ownership, and time, to bring to you an adequate conception of the surprising *thrift* of this 1938 LaSalle. There's more than a hint of LaSalle's enduring economy, however, in its *low first cost!* LaSalle remains undeniably the world's *most economical* fine car.



The new LaSalle interiors are spacious and roomy, revealing the flawless work of master Fisher Body craftsmen. Vision is wholly unobstructed. There are armrest ash receivers, with snap tops. A wide selection of upholstery 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



13

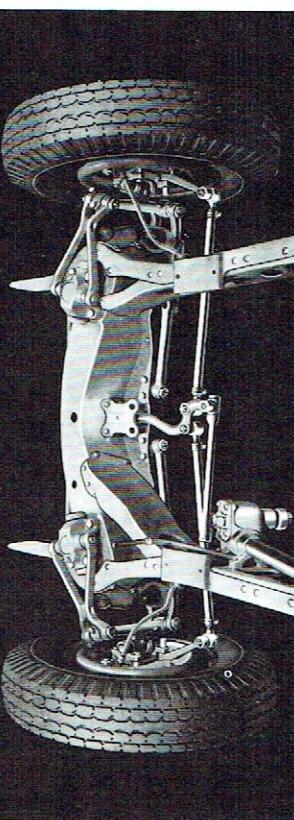
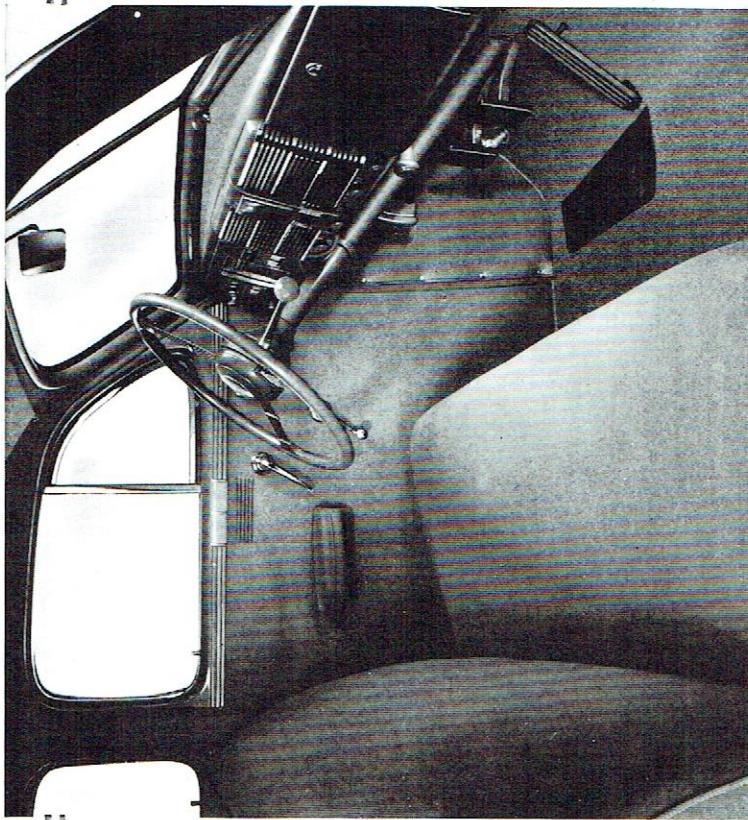
REMARKABLE NEW EASE OF CONTROL

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.

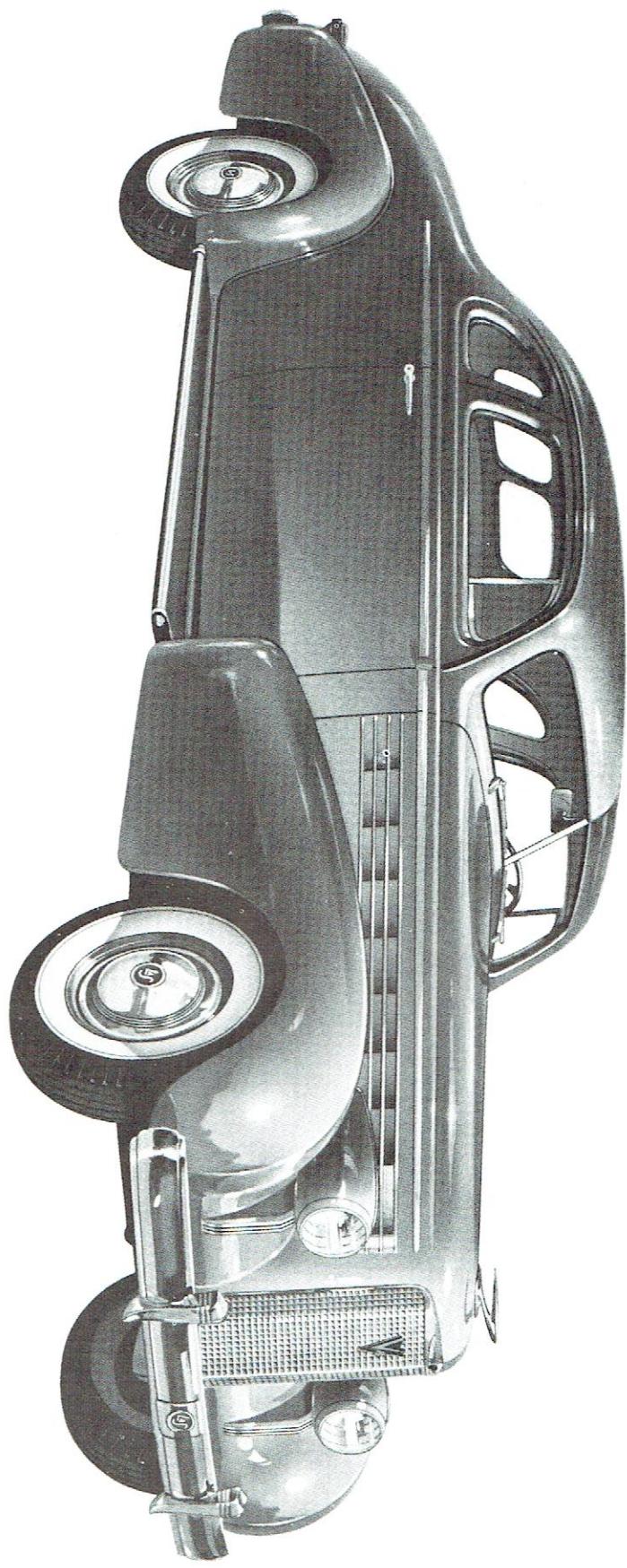


Driving the new LaSalle V-8 is a delightful experience every time you take the wheel. The inviting front compartment is restful and spacious—three passengers can ride in perfect comfort. Vision is almost entirely unobstructed.

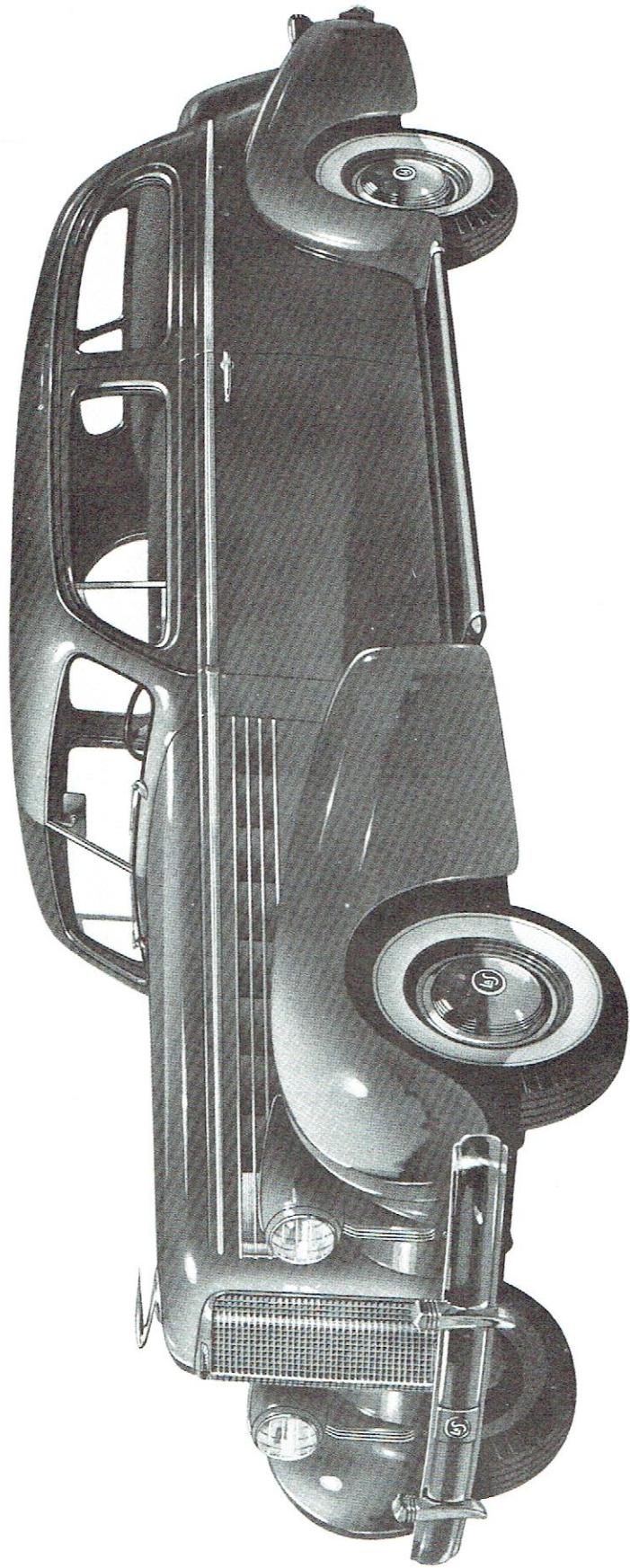
LaSalle center-point steering requires only slight pressure for complete control.

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.

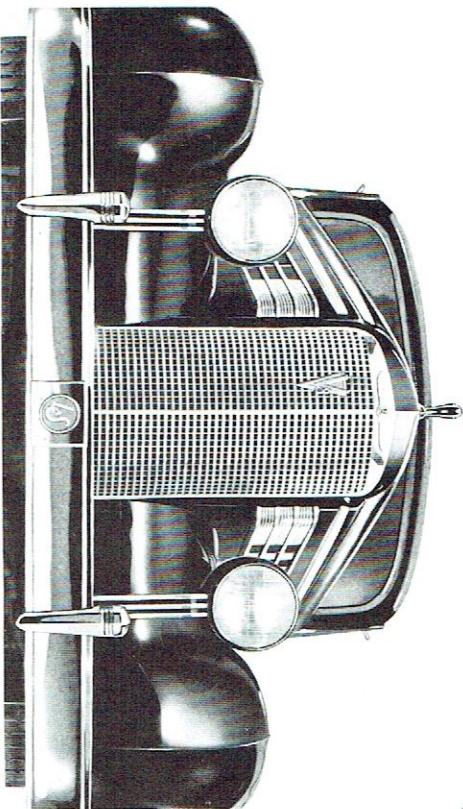
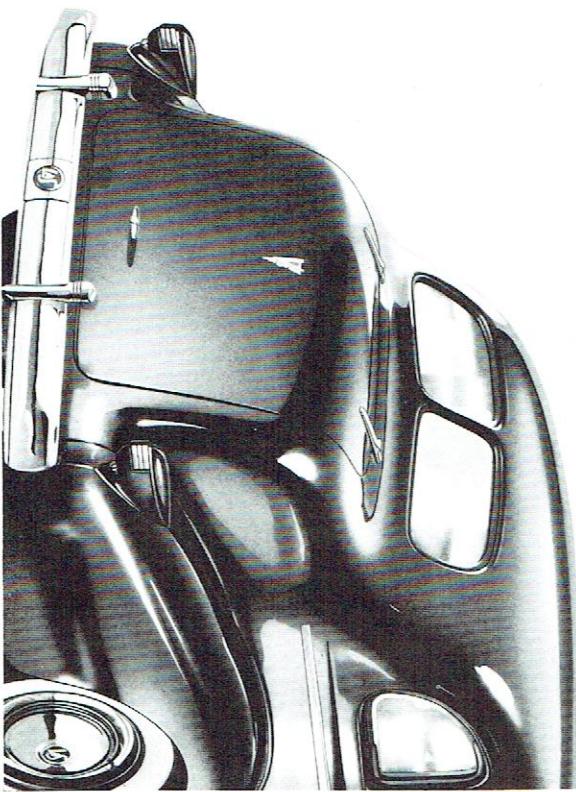


Five-Passenger Touring Coupe



33

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.

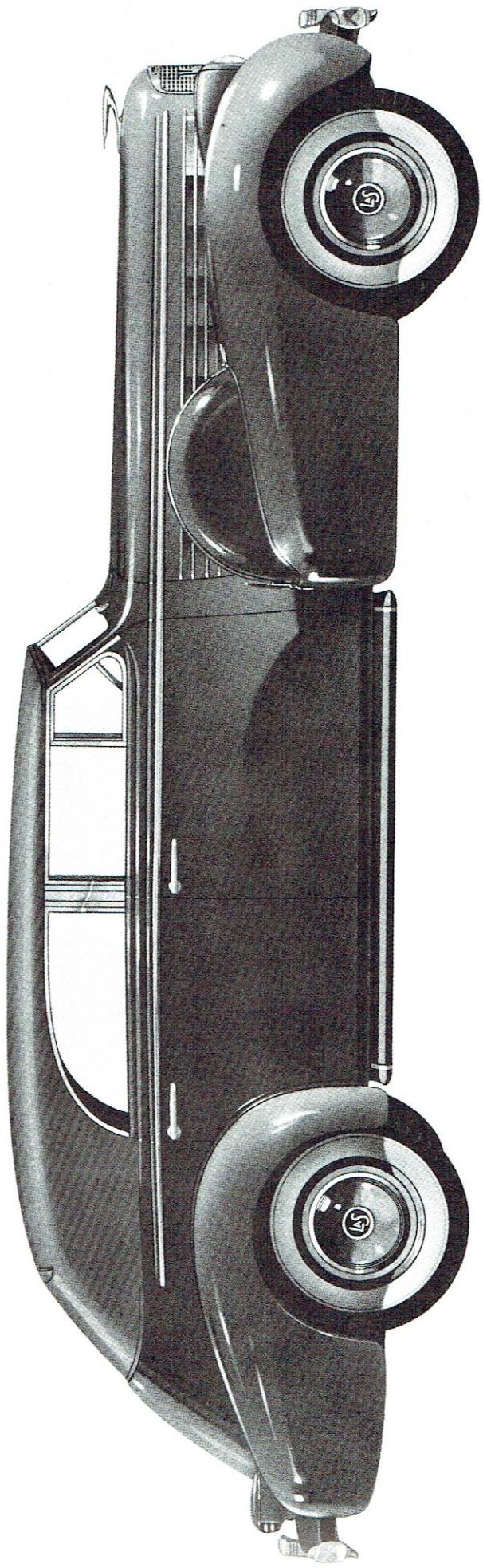
The rear view is equally smart, distinguished by the large trunk, with heavy exposed chromium hinges and handles, and the distinctive V-8 emblem, and by the new and wider bumper bearing the LaSalle monogram.

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!*

1/3



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

A MARVEL OF ENGINEERING GENIUS AND

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.



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



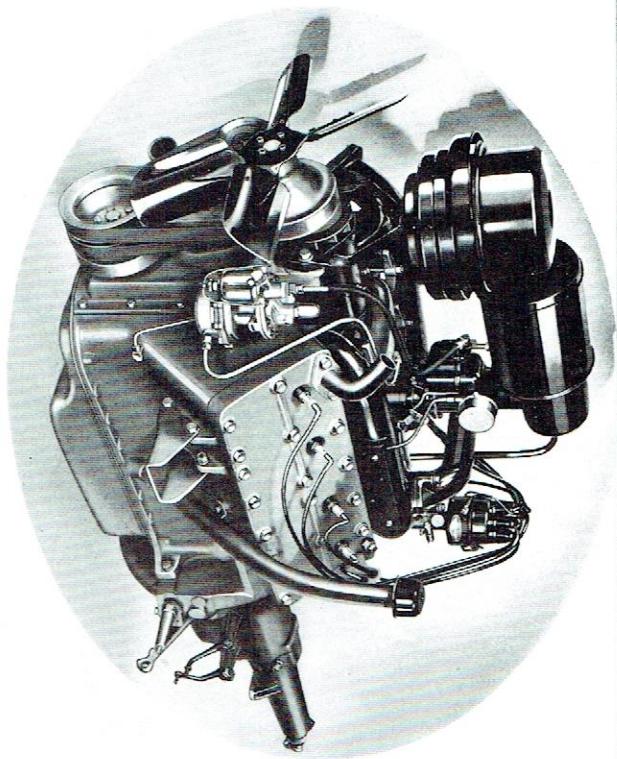
A big long-wearing clutch operates smoothly, quietly and positively—at slight pressure.



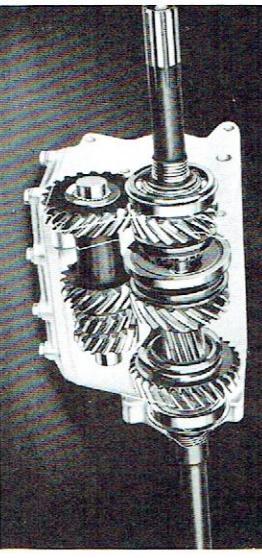
LaSalle's hydraulic brakes respond to light pressure. Moulded linings are moisture-proof.



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



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



The helical gears of the Synchromesh Transmission are virtually noiseless in all speeds. The shift lever is on the steering column.

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

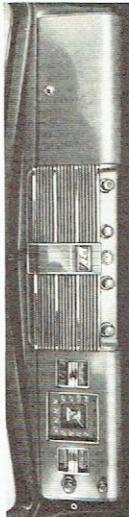
silence of the valves in the LaSalle engine. Valve trouble is practically unknown, valve adjustment never needed. And simply because of LaSalle's hydraulic valve silencers, built with the manufacturing accuracy of the world's finest watches, LaSalle Knee-Action and Center-Point Steering . . . most necessary features for smooth, restful riding and driving comfort . . . are of the

FINE CRAFTSMANSHIP

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.

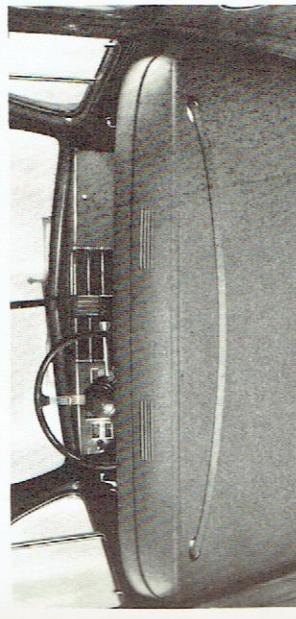
Safety is enhanced by a myriad mechanical advancements . . . the Fisher "Unisteel" Turret Top . . . hydraulic brakes with large area moulded linings, impervious to moisture, and operated by the lightest toe pressure . . . and by the new thickly padded "safety-back" front seat. These are but a few examples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



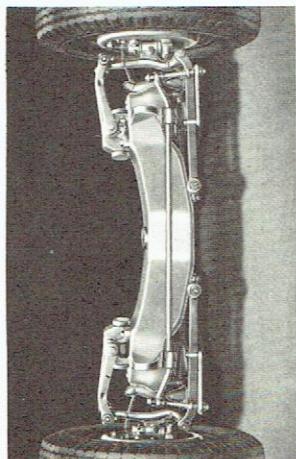
Smartness and utility are combined in LaSalle's handsome instrument panel. All instruments are always in plain view.



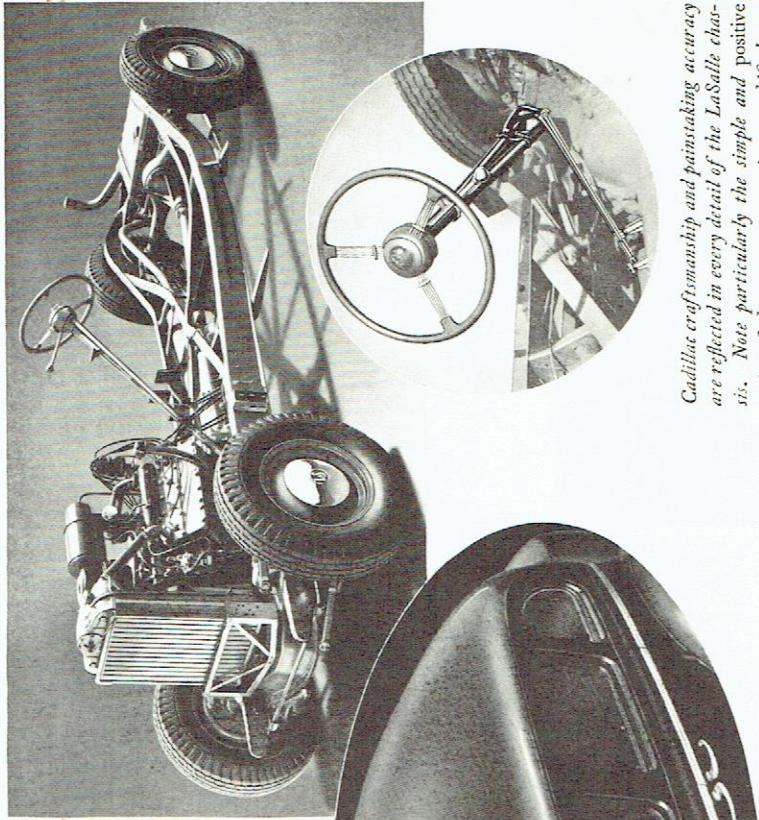
Fisher "Unisteel" turret top construction provides all-steel safety overhead, on all sides, and below.



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



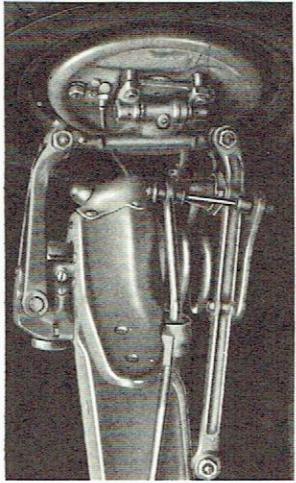
Two ingenious stabilizers, front and rear, resist "side sway" on curves . . . insure steady, balanced riding.



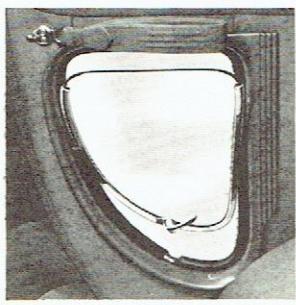
Cadillac craftsmanship and painstaking accuracy

are reflected in every detail of the LaSalle chassis.

Note particularly the simple and positive action of the new synchromatic gear shift lever.



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



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

Cadillac

V-8

CADILLAC BUILT