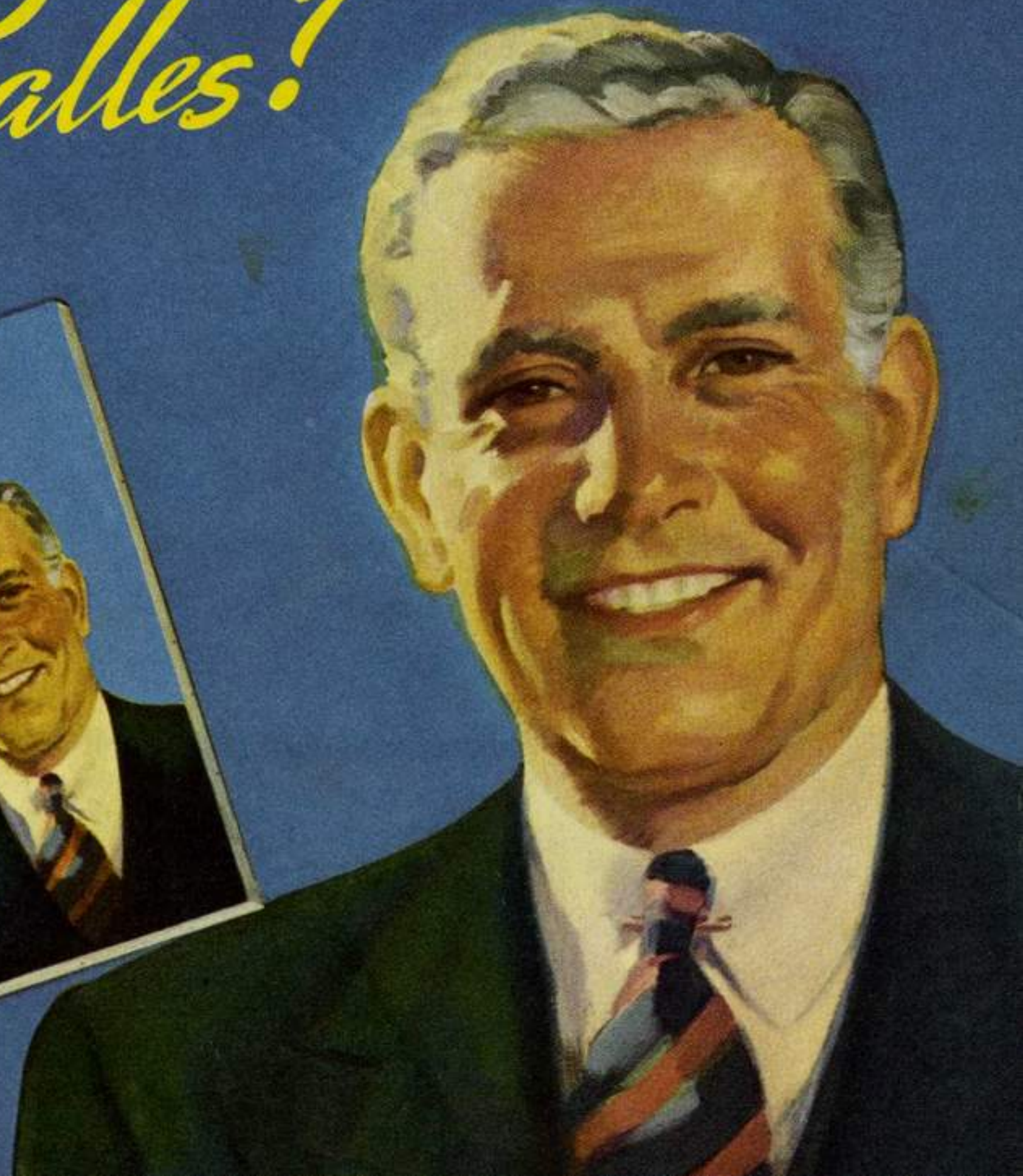
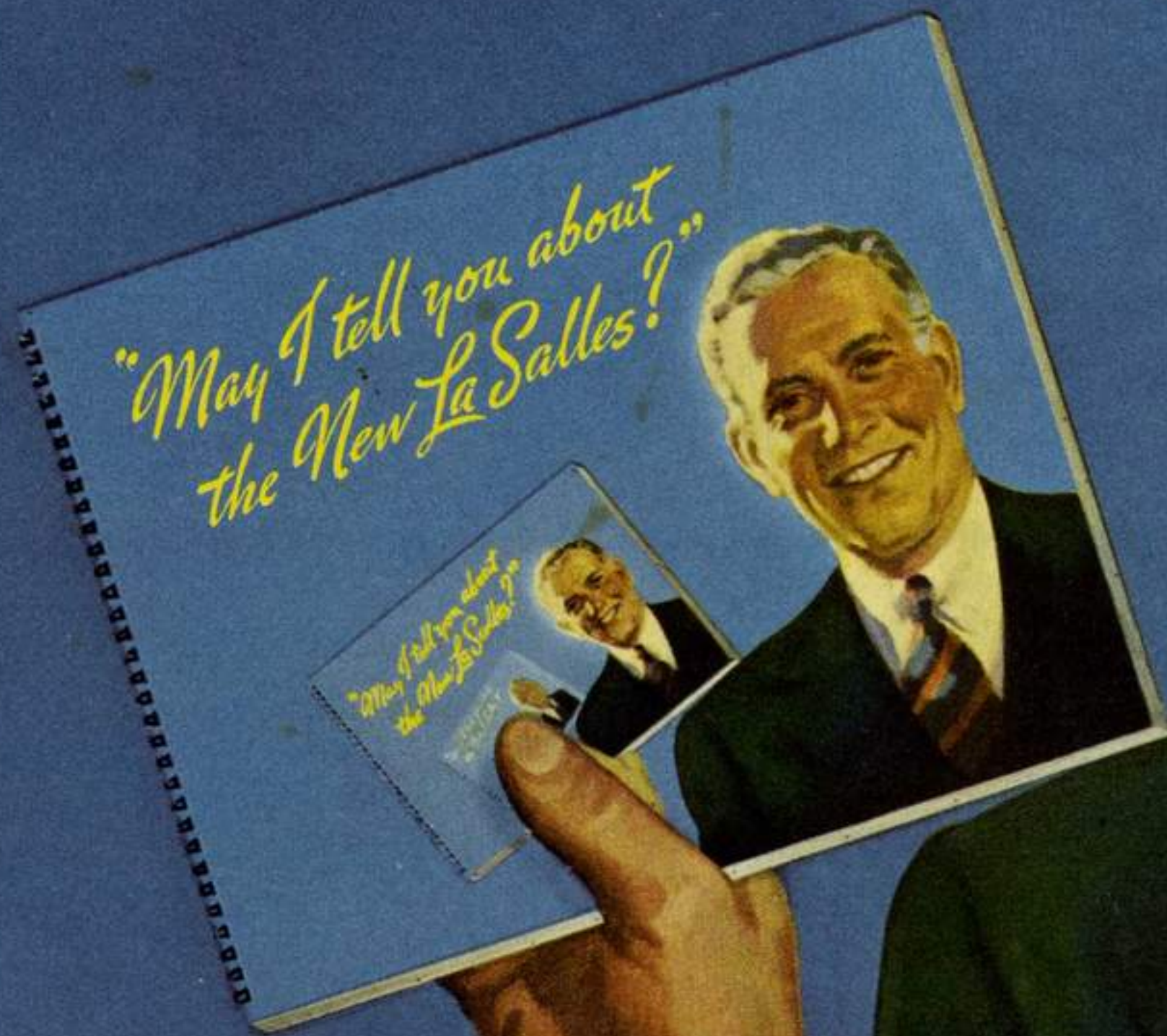


*"May I tell you about
the New La Salles?"*



BY WAY OF INTRODUCTION

We want this booklet, insofar as possible, to anticipate and answer the many questions a prospect would normally ask on a dealer's floor. Accordingly, we have created an imaginary LaSalle salesman to talk to you on the pages that follow. He talks, insofar as we have been able to make him do so, as a salesman would talk. He is enthusiastic—because LaSalle salesmen know they are selling the finest product ever offered at its price; but he states only facts which are capable of easy demonstration. We hope sincerely that, on the following pages, you will find the answer to every question you may have about LaSalle.

Cadillac Motor Car Division
GENERAL MOTORS SALES CORPORATION

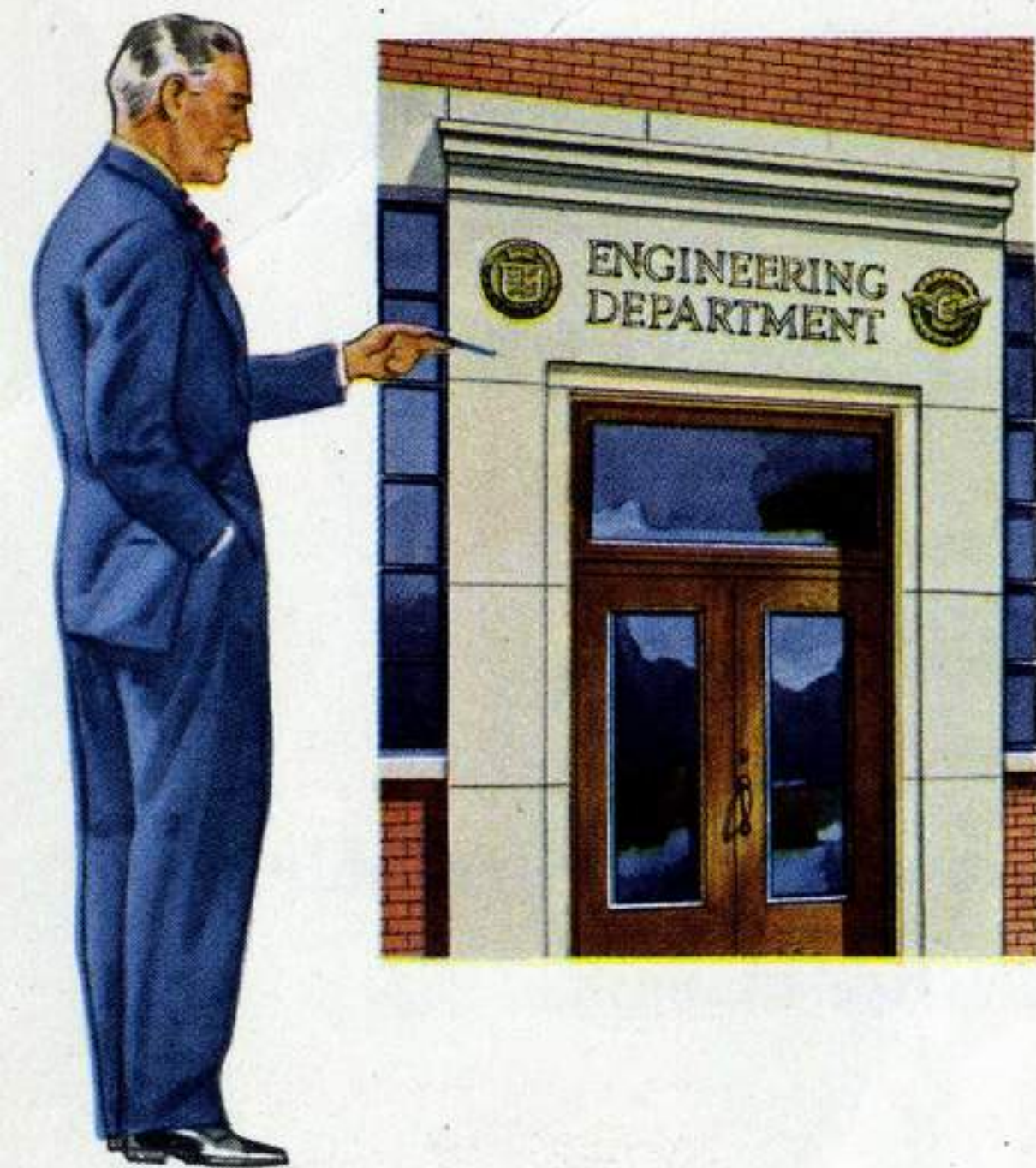
**“There are *Three Things* you need to know
in order to judge a car properly!”**



- ① “You want to know something
of the builder’s reputation.**
- ② “You want to know wherein his car is
better than others in its price field.**
- ③ “And you want to know what body types are available
and the distinguishing characteristics of each.**

**“On the following pages, we shall try to impart
this information about the new LaSalles”**

"LASALLE is built by CADILLAC and that's the finest *Recommendation* any car could have"



"Built by Cadillac means so much that you could safely buy a new LaSalle without knowing one more thing about it—and be sure that you were getting the best car at its price.

"The reason is that Cadillac is the one manufacturer who has always made fine cars only. Cadillac engineers have never had to think in terms of anything but the highest quality. Their sole concern has been *not* the easiest or cheapest way to a result—but the best that high technical training and the finest research equipment can achieve.

"The same passion for perfection guides all Cadillac manufacturing operations. Cadillac craftsmen have never worked to any standards but the highest that human skill and the most modern and scientific facilities can reach. Cadillac's watchword—*Craftsmanship a Creed, Accuracy a Law*—governs every move they make.

"These same engineers and craftsmen—designers and builders of the finest cars in the world—also design and build the LaSalle. LaSalle is a *Cadillac* product in every sense of the word. Naturally that gives LaSalle a decided edge on all other cars in its field. It means that, when you buy a LaSalle, you really do get more for your money. You get *Cadillac* performance, *Cadillac* safety, *Cadillac* comfort, and *Cadillac* stamina."

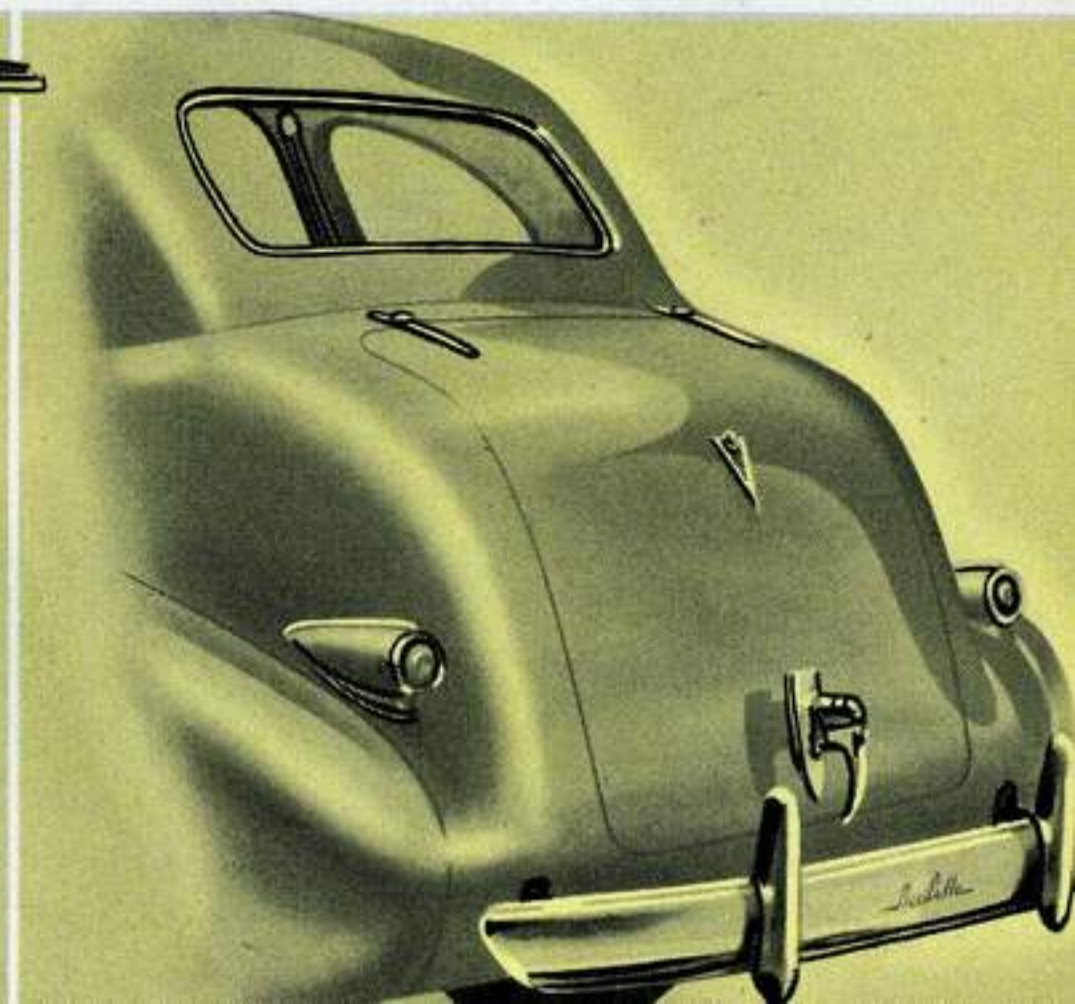
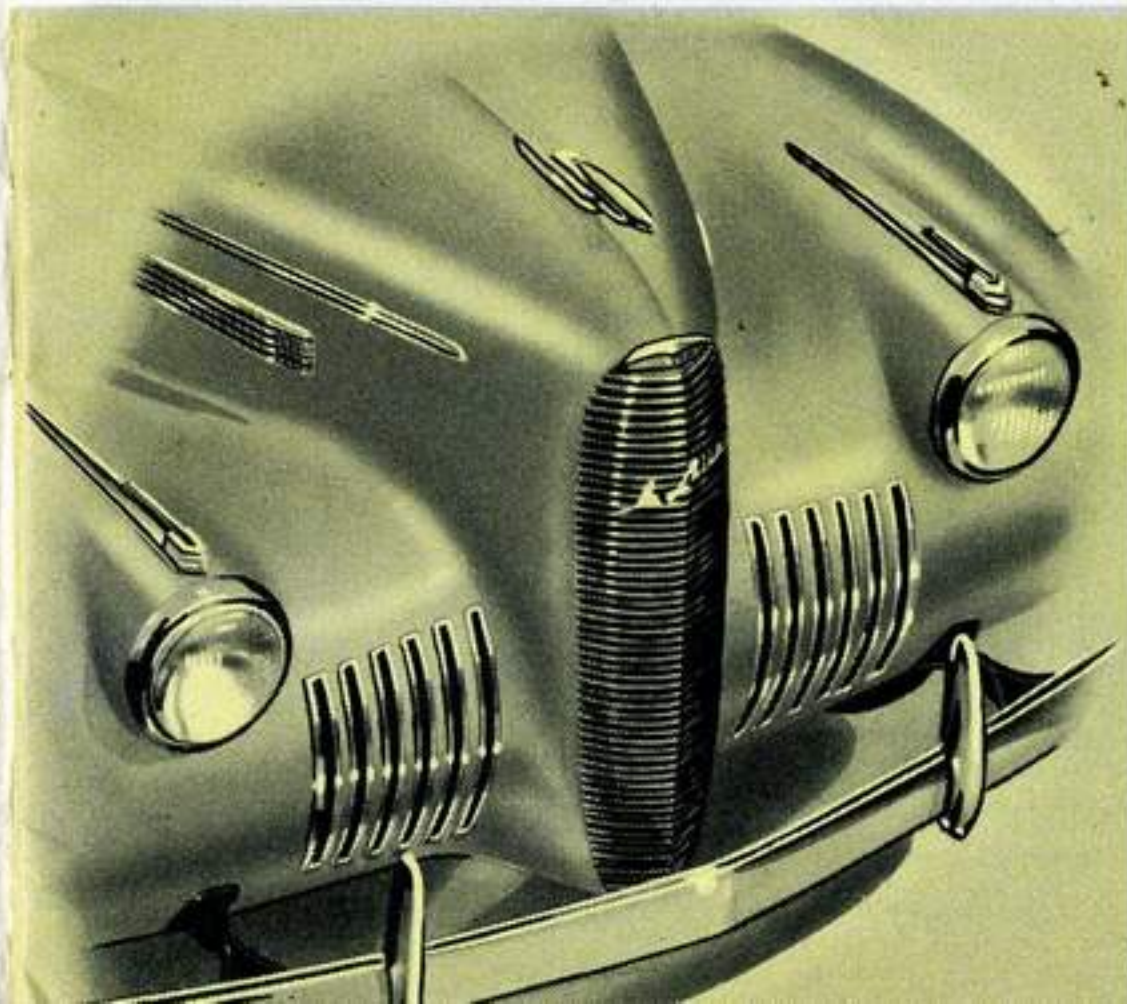
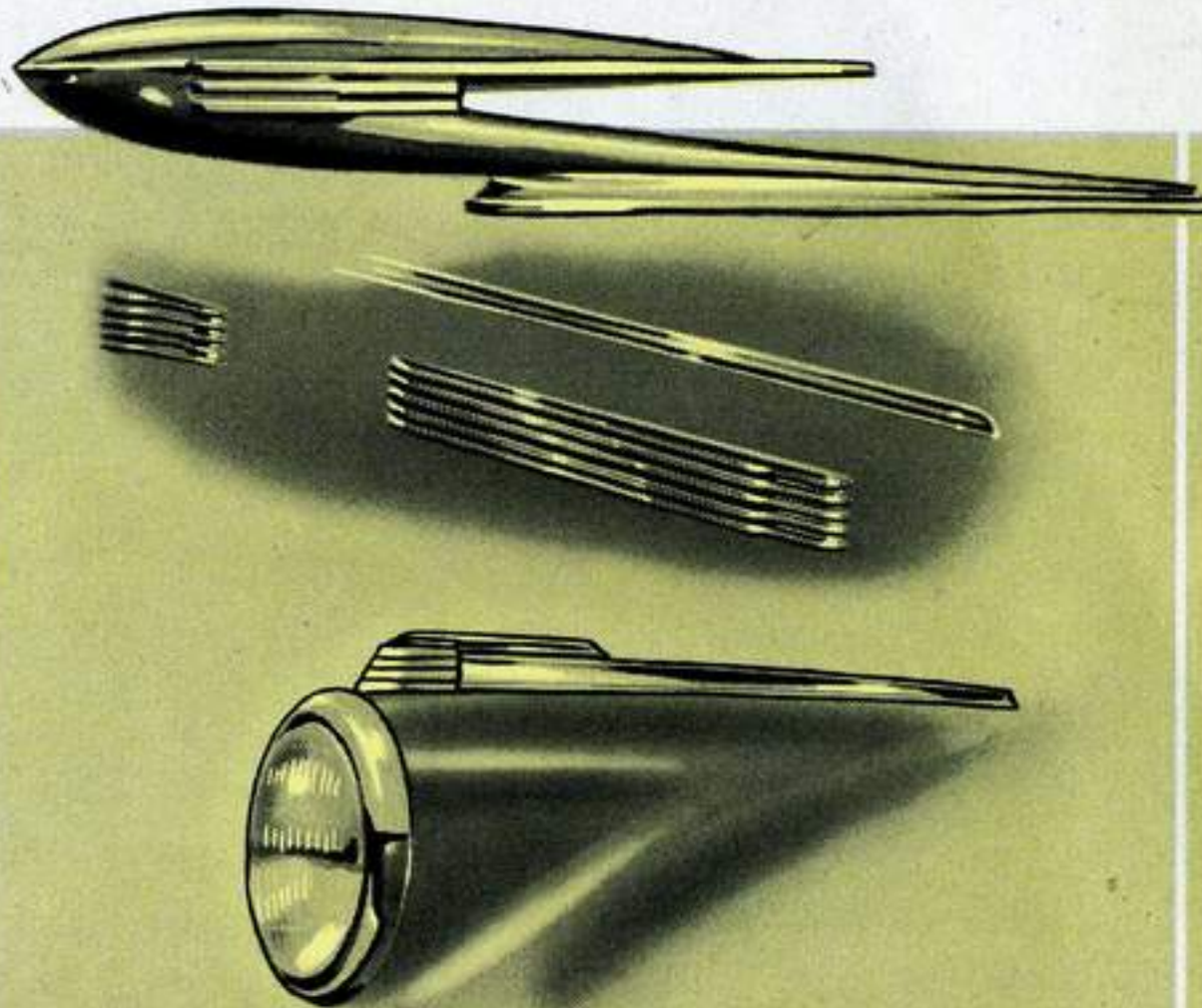
"Now let's look at the specific reasons why LaSalle's kinship with Cadillac makes LaSalle the soundest investment in its price field."



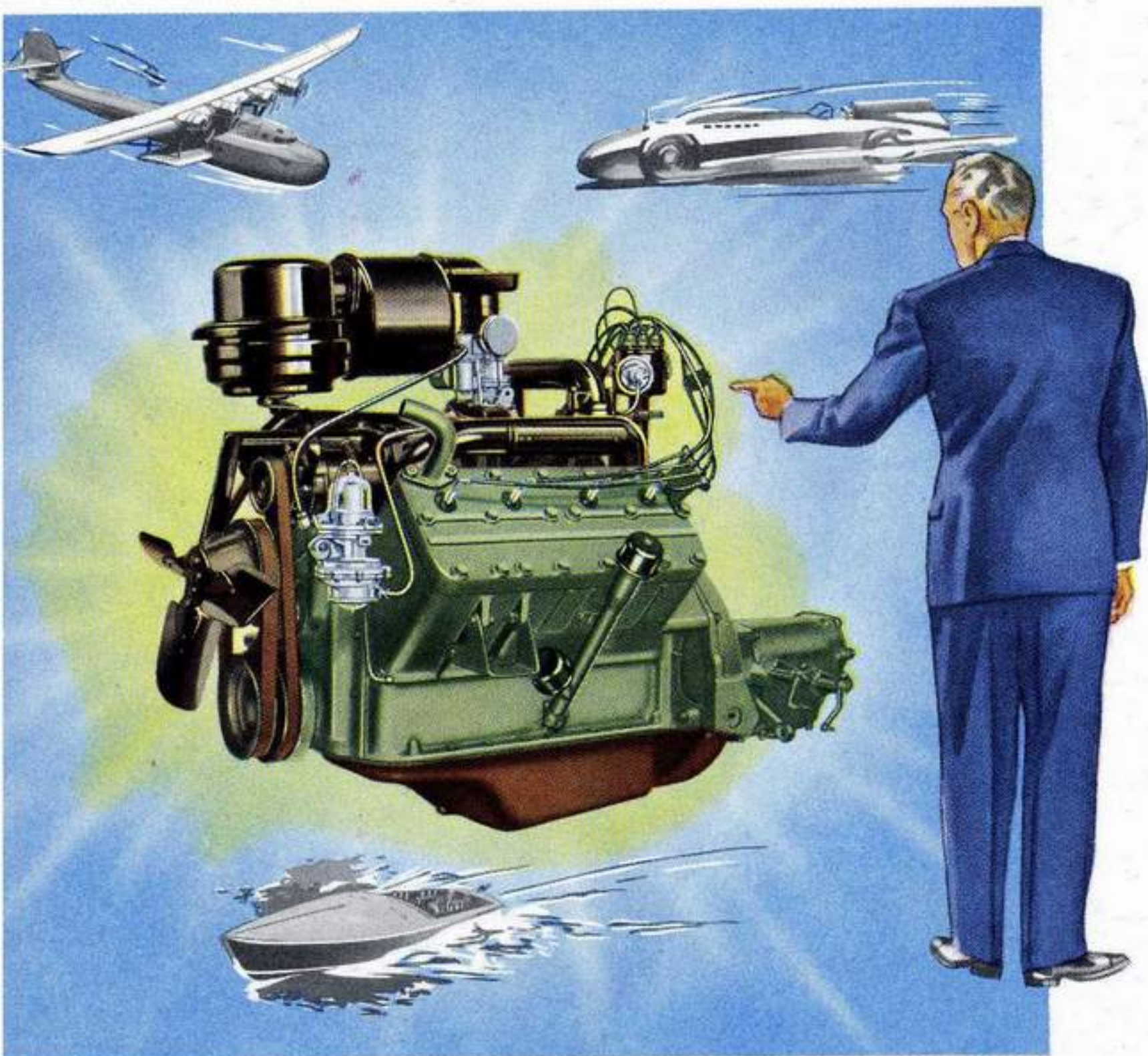
"Cadillac styling makes **LASALLE** the *Most Beautiful* car in its field"

"The most obvious way in which LaSalle excels other cars in its field is in the distinction of its styling—for LaSalle was styled by the same designers who created the regal Cadillac-Fleetwoods. As usual, LaSalle has its characteristic narrow radiator. But the rest of the front-end ensemble has been altered until it presents much the same strong, graceful appearance as the head-on view of a modern

transport plane. We call your attention to the Sealed Beam headlamps embedded in the fenders . . . to the handsome chromium cooling grilles . . . and to the wider sweep of the front-end as a whole. Note, too, how smoothly the back of the body rounds into the low roof. These, with other refinements make LaSalle's appearance not only smarter and richer, but different from any other car in the world."



"CADILLAC engineering makes LASALLE the finest Performer in its field"



"This year, LaSalle's Cadillac V-8 engine is more powerful than ever. This smooth and spirited motor makes LaSalle do everything better than other cars in its field. Its acceleration is so lightning fast that you can lead in traffic any time you like. Its engineering is so fine that there is no sense of effort even on day-long, cross-country runs at high speed. In short, if performance comes first with you, then so will LaSalle!"

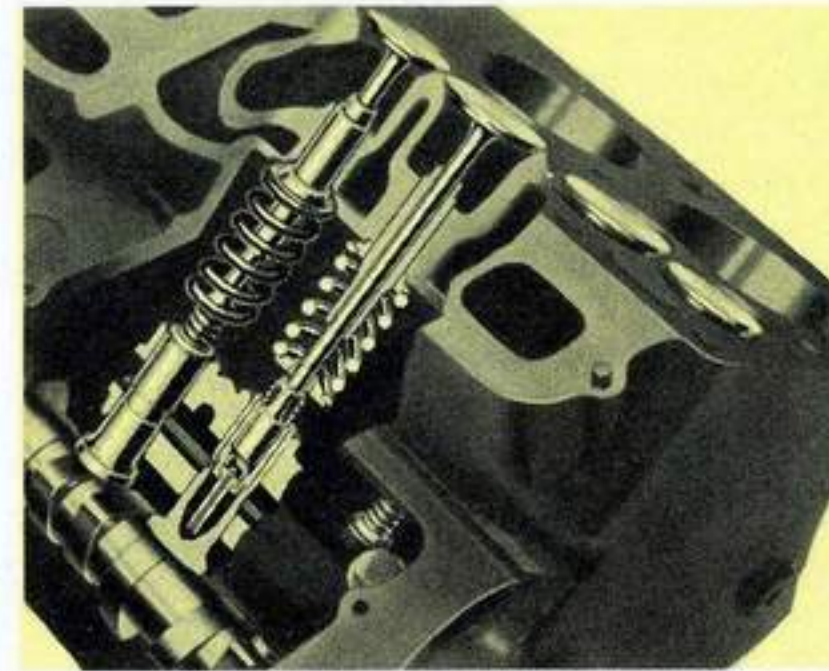


"Improvements in the Syncromatic control make shifting as much as 50% easier. Easy steering makes parking simple even in very limited spaces."

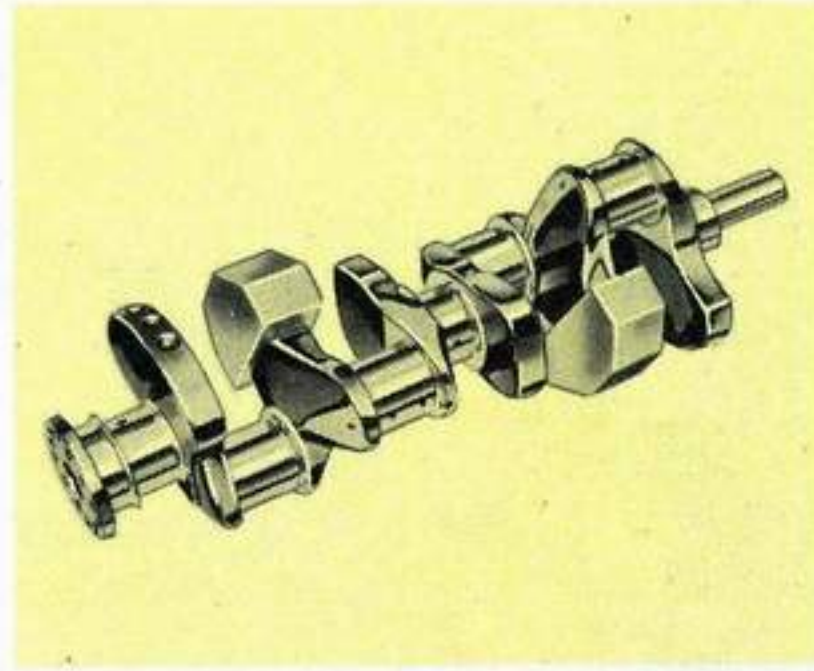
"Here is the principal reason why two of every three people who try a LaSalle promptly buy it—LaSalle's Cadillac V-8 engine."



"Each individual piston ring is tested to assure even pressure throughout its circumference."



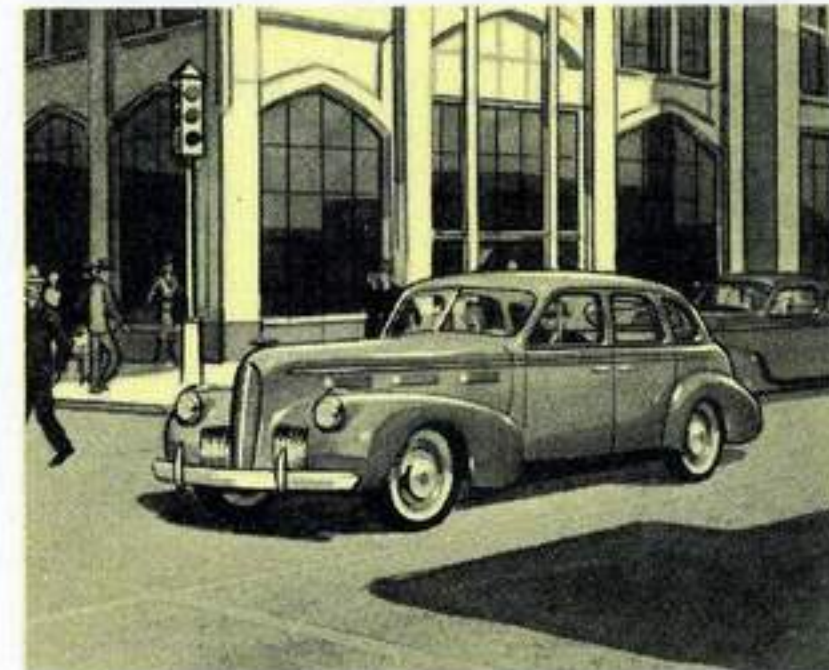
"LaSalle's automatic valve silencers add much to economy by keeping valves perfectly adjusted."



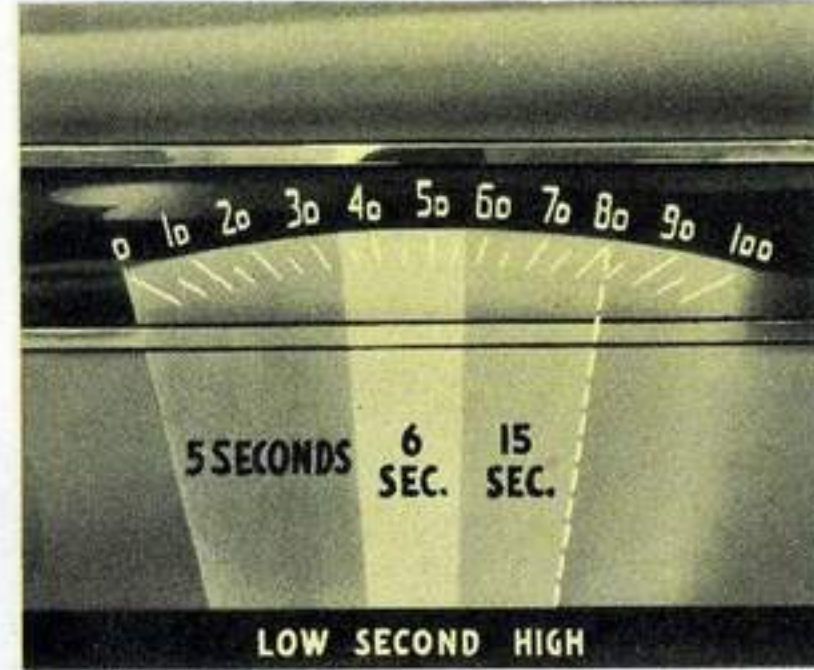
"Being short and rugged, LaSalle's counter-balanced crankshaft eliminates torsional vibration."



"The gem-like hardness of the new LaSalle's anodized aluminum alloy pistons decreases wear."



"At all speeds, the LaSalle's 130 horsepower V-8 engine is unrivalled for smoothness and silence."



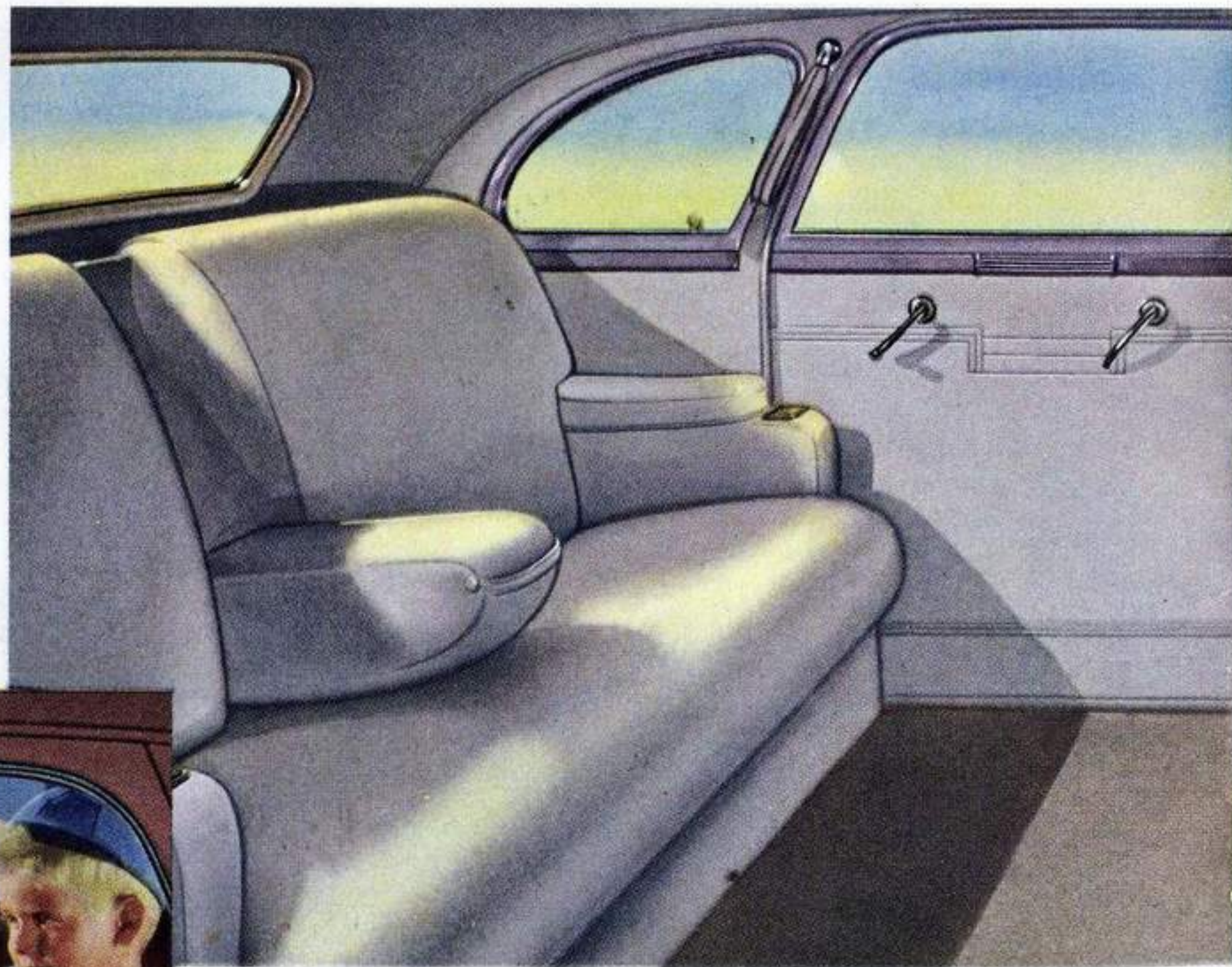
"If need be, LaSalle can reach a speed of 80 miles an hour from a standing start in 26 seconds."

"CADILLAC design makes LASALLE

unmatched in *Comfort, Luxury and Safety*"



"If nothing else told you that LaSalle was Cadillac-designed, you'd know it when you stepped inside. The spacious bodies are typically Cadillac—and, hence, are far and away the most luxurious and comfortable in LaSalle's field. What's more, your LaSalle will be as restful in motion as it is standing still, because its Cadillac Controlled-Action Ride stops all bounce and sway—as a demonstration will quickly prove."



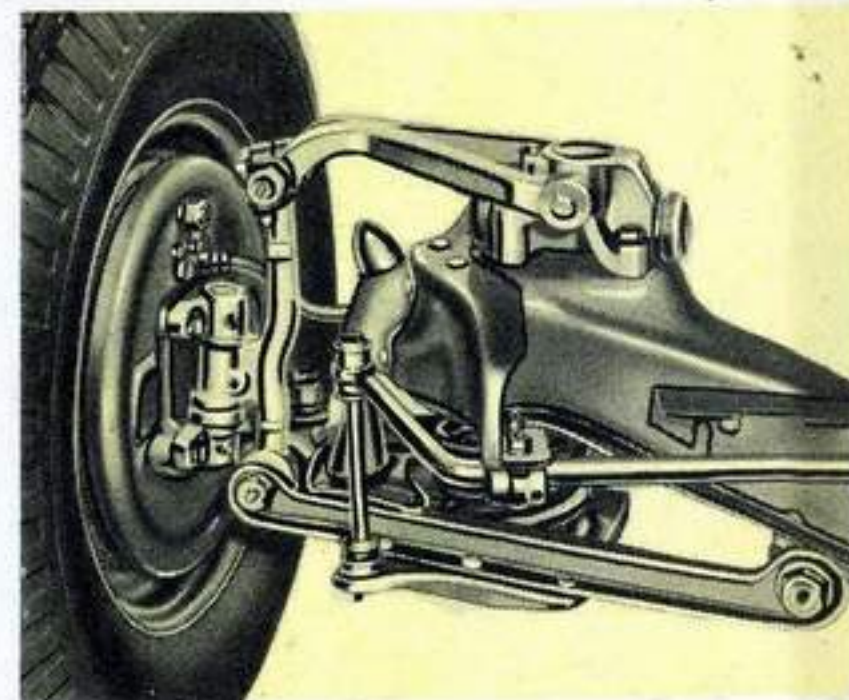
"Instrument panel, mouldings, and plastic accessories are available in grey or tan to match your choice of upholsteries."
• • •
"Thanks to rear door safety locks on all four-door models, you don't need to worry when children are alone in the back seat."



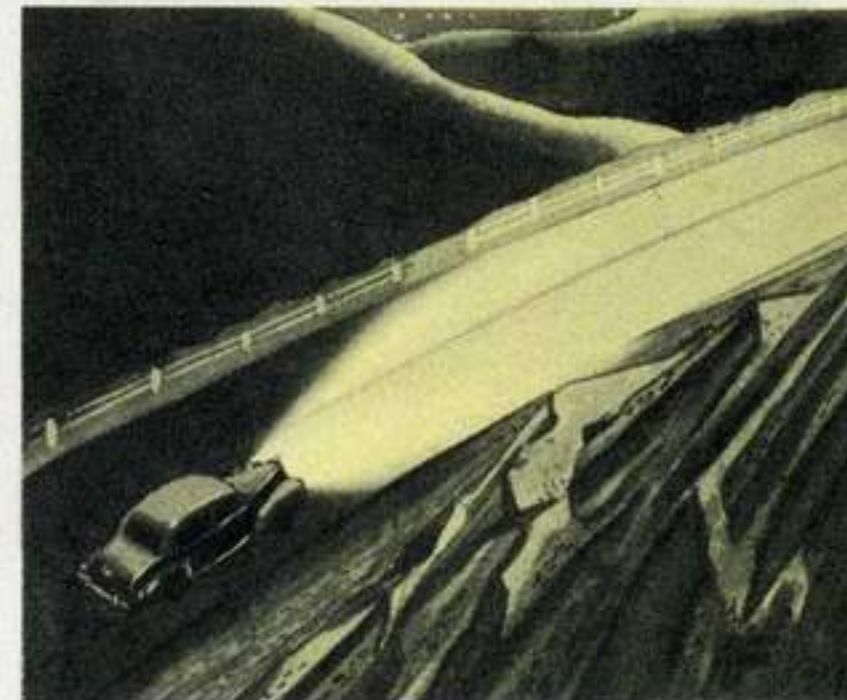
"The new LaSalle's luxury seat springs are covered with both sponge rubber and cotton pads."



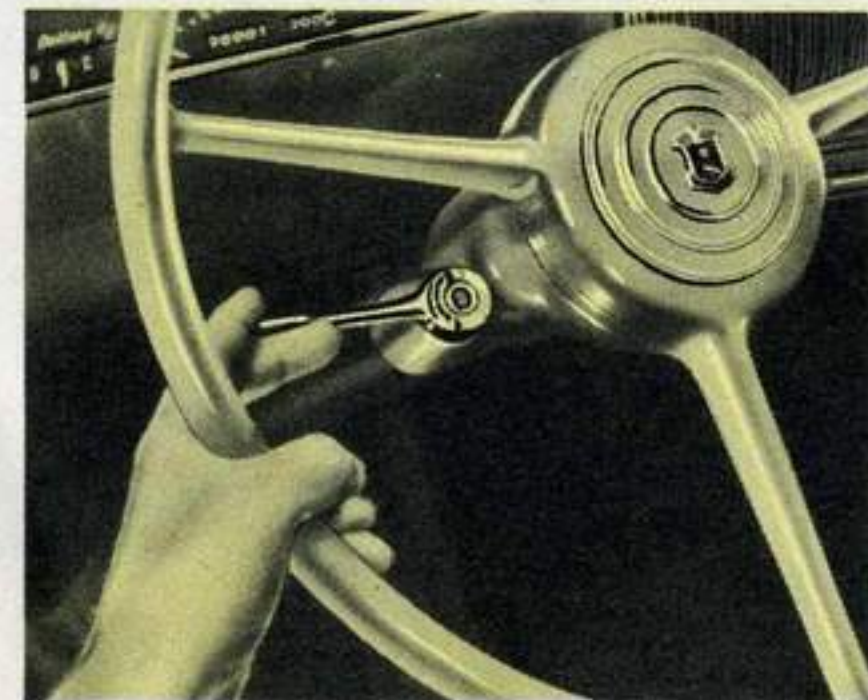
"You really see things when you go places in a LaSalle, because of exceptionally large glass areas and narrow uprights. And you view the world through the strongest safety plate glass ever placed in a car."



"Improved Knee-Action makes the Controlled-Action ride matchless for smoothness and comfort."



"LaSalle's new Sealed-Beam headlamps retain their new car efficiency throughout the car's life."



"A directional indicator warns following cars of your intention to make a turn to the right or left."

"CADILLAC Craftsmanship gives LASALLE outstanding *Economy and Dependability*"



"In equipment, standards and personnel the Cadillac factory is a model for the entire automotive industry."

"Cadillac's precision-building appreciably lessens upkeep expense and depreciation costs. Parts replacements are rare, even under unusually hard usage. And when you trade for a new car, you'll discover another practical advantage of fine craftsmanship—LaSalle's high trade-in value. Nor are these the only LaSalle economies. LaSalle's remarkably low operating costs are as much as 10% lower this year. You'll find that, compared to cars of equal cost, LaSalle is easily the most economical—and that it compares favorably, in this respect, even with much smaller cars."



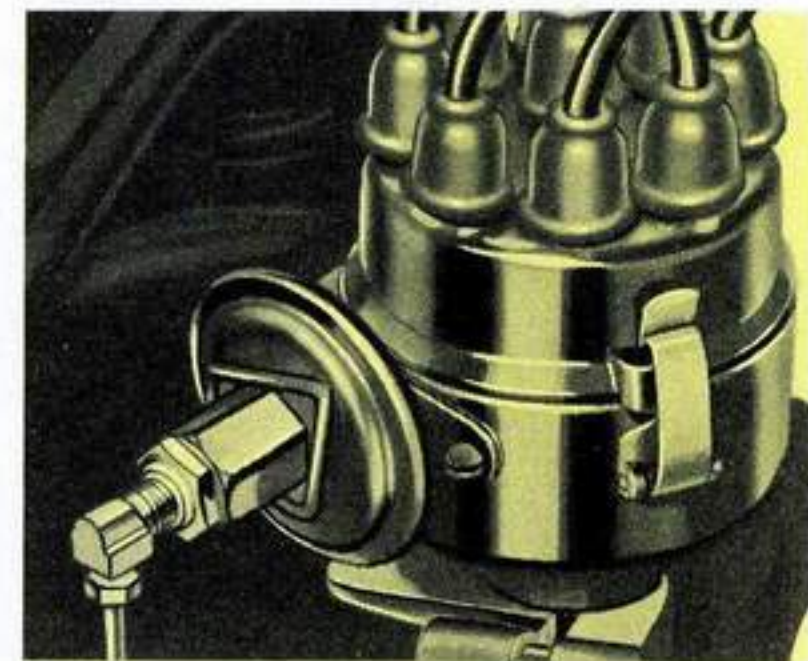
"Like the high-geared bicycle in this picture, LaSalle produces great power with a minimum of effort and strain."



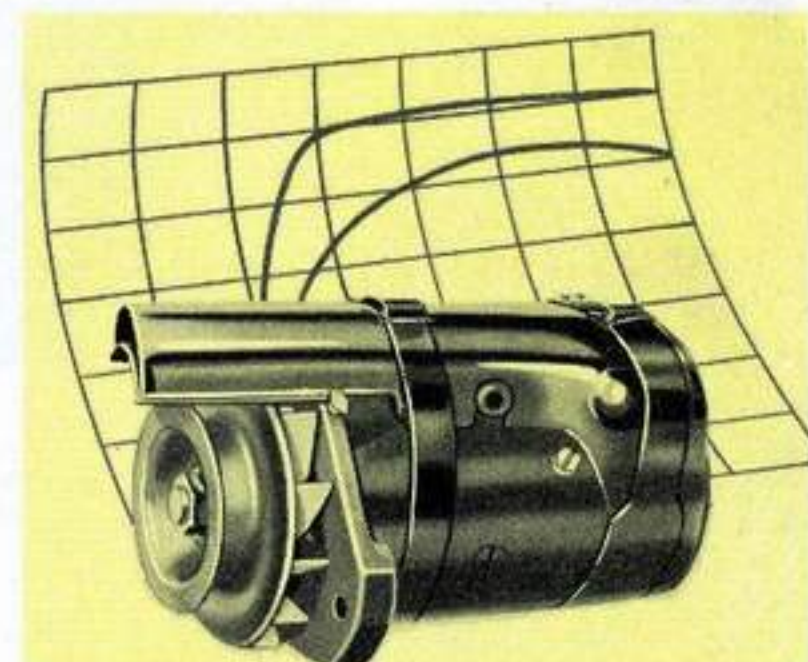
"Owners know La Salle is genuinely trouble-free."



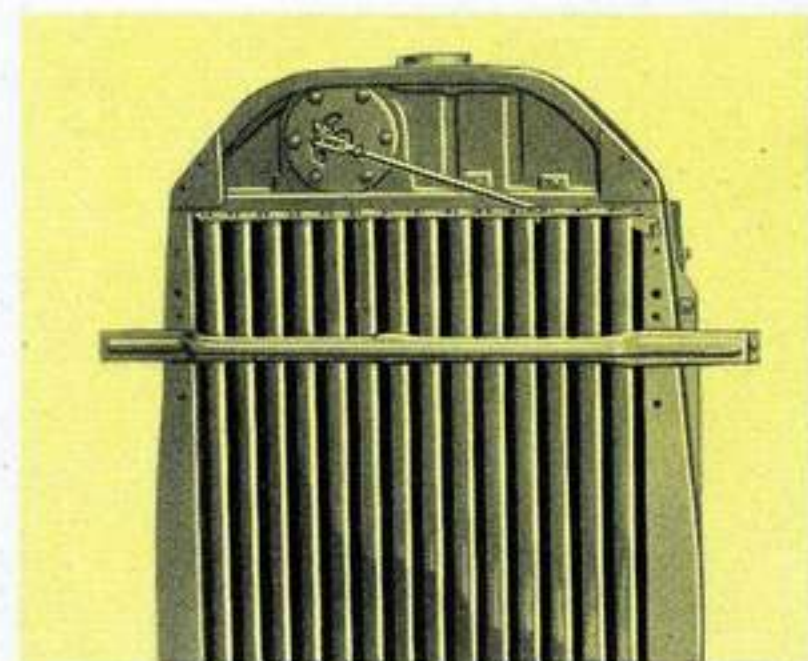
"Piston rings treated with ferrous oxide contribute greatly to LaSalle's low upkeep cost."



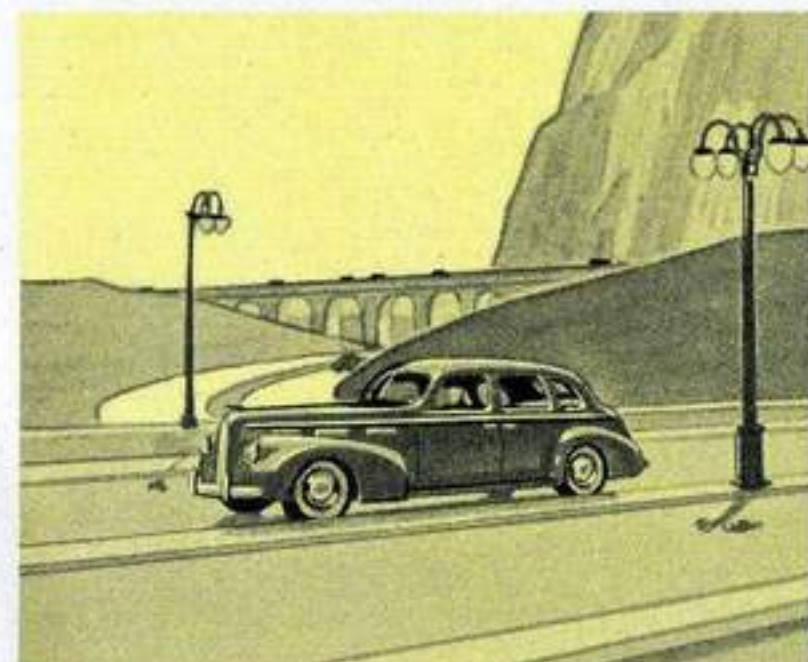
"Thanks to this new vacuum distributor, gasoline economy is increased as much as 10% this year."



"The new LaSalle generator maintains a higher charging rate which is reached at lower speeds."



"Thermostatic radiator shutters are part of a very efficient temperature control system."



"Your LaSalle will continue to be a brilliant and economical performer for many years to come."

"CADILLAC dealers make LASALLE SERVICE the *Best in the world*"



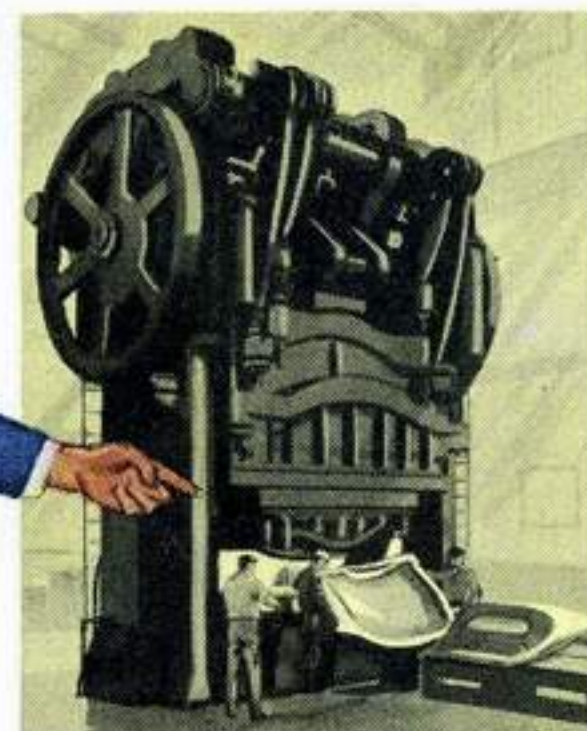
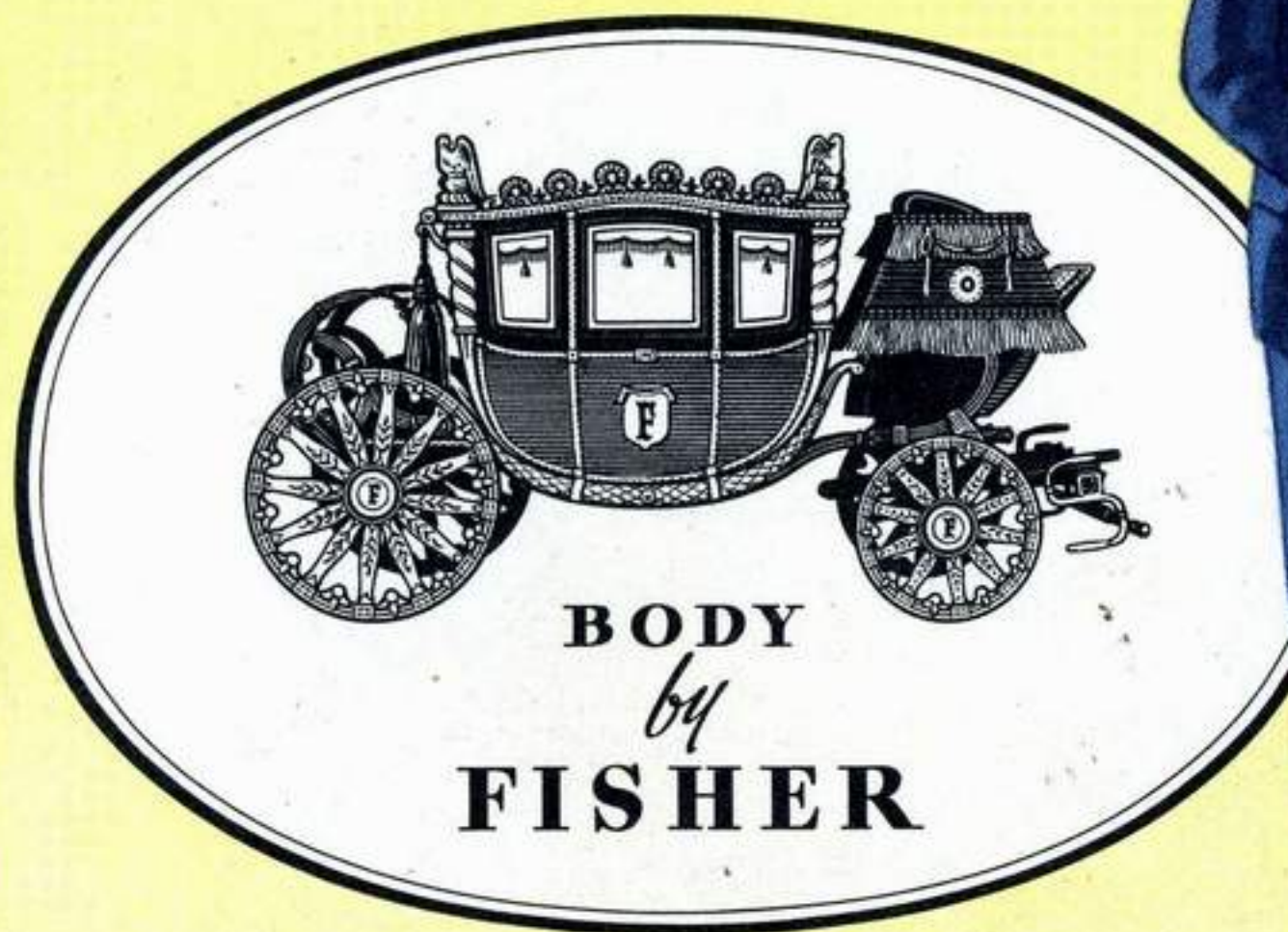
"Cadillac's prompt, efficient, courteous, low-cost service enables you to keep your LaSalle in peak condition at small expense."

"One of the finest things about owning a LaSalle is that you have available the service facilities of Cadillac dealers. These facilities include the finest of modern equipment—and the services of factory-trained men, whose experience with LaSalle cars averages about eleven years per man. You can expect a minimum need for replacement and repairs when you own a LaSalle—nevertheless, it is good to know that when service is needed, you can get the best in the world."



"A written service policy—entitling you to free inspections, comes with your new LaSalle V-8."

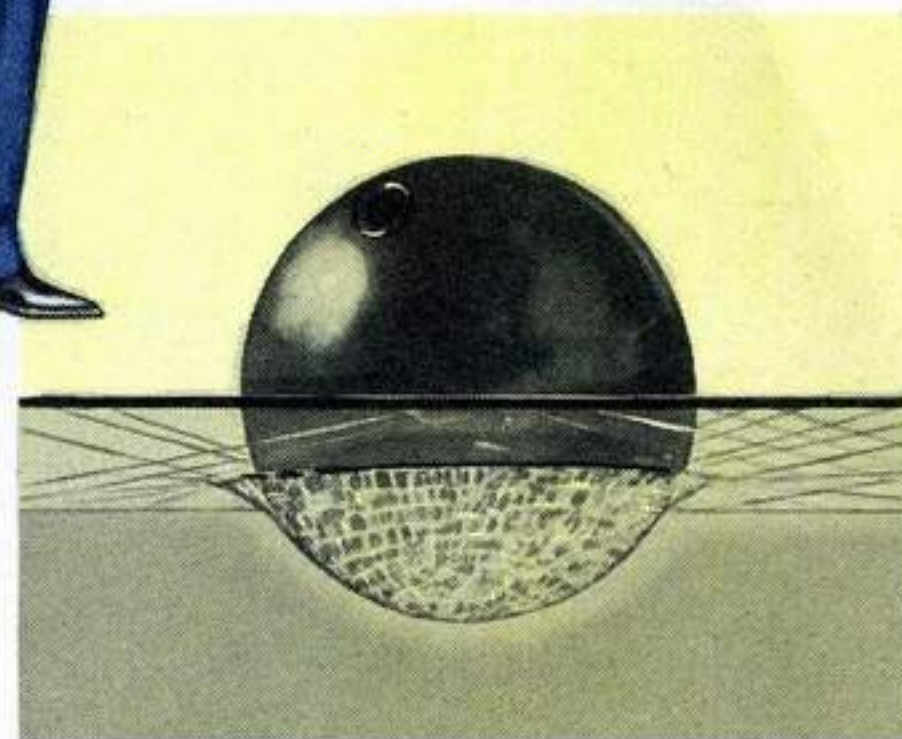
"Now . . . a word about LASALLE coachcraft, and the way LASALLE bodies are built"



"Mighty presses stamp out the solid steel Turret-Top roofs."



"Welding fuses the roof, floor, sides, front and back of the steel bodies into a solid whole."



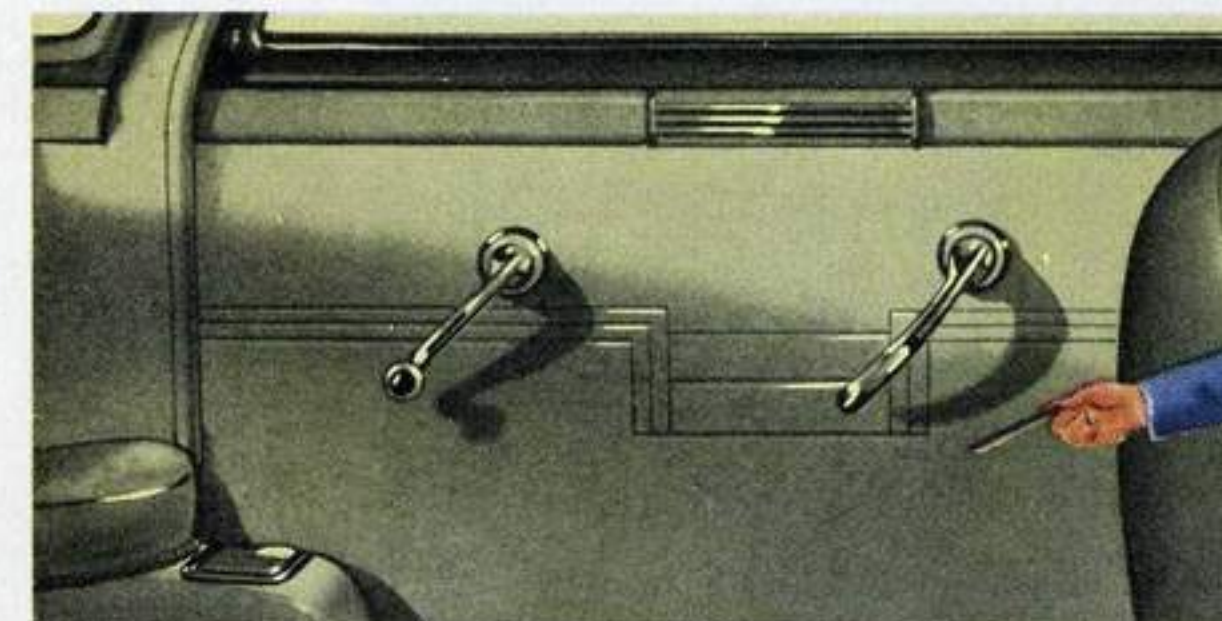
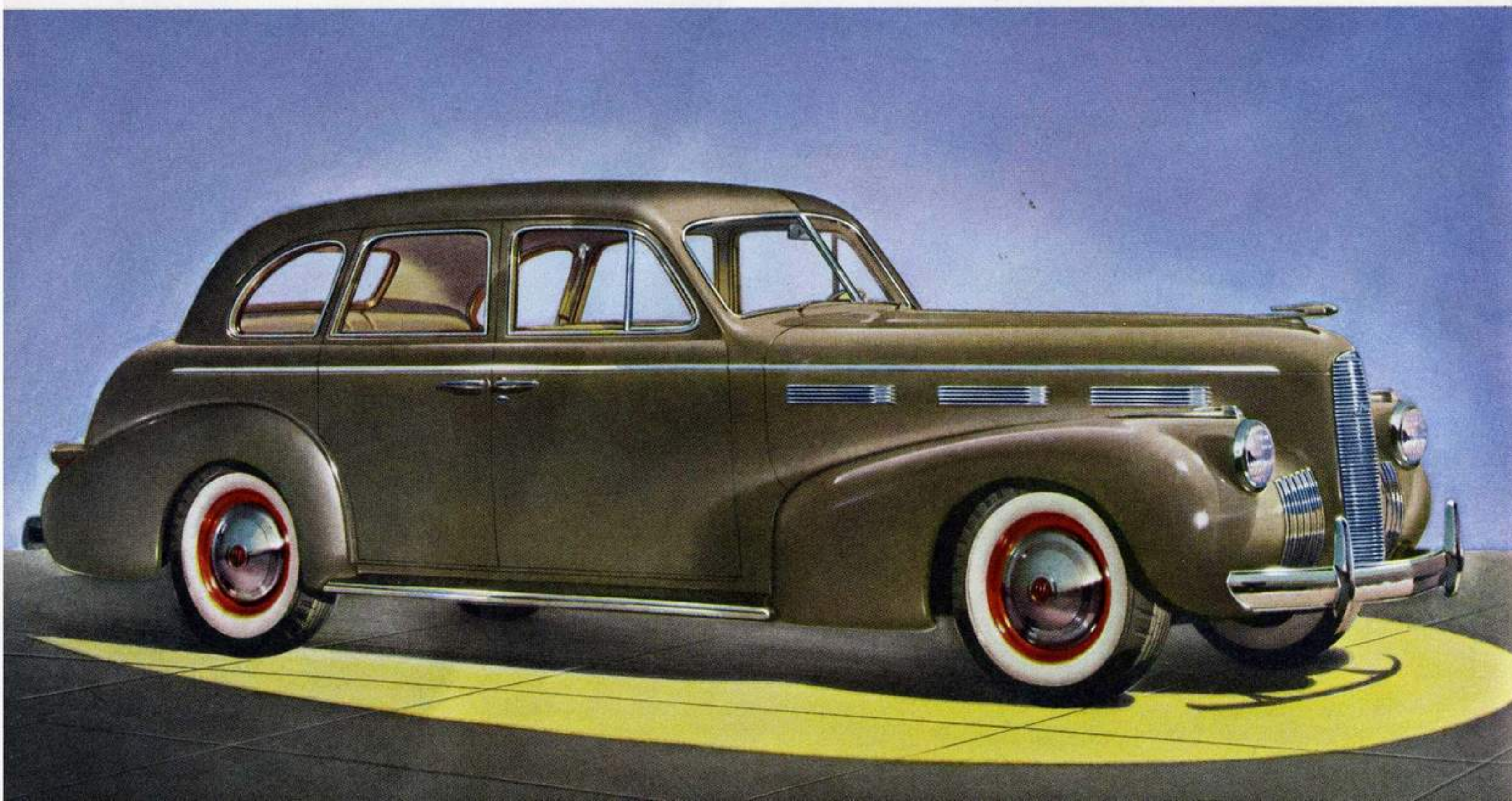
"All glass is clear-vision, Hi-Test Safety Plate Glass—the safest used in motor cars today."



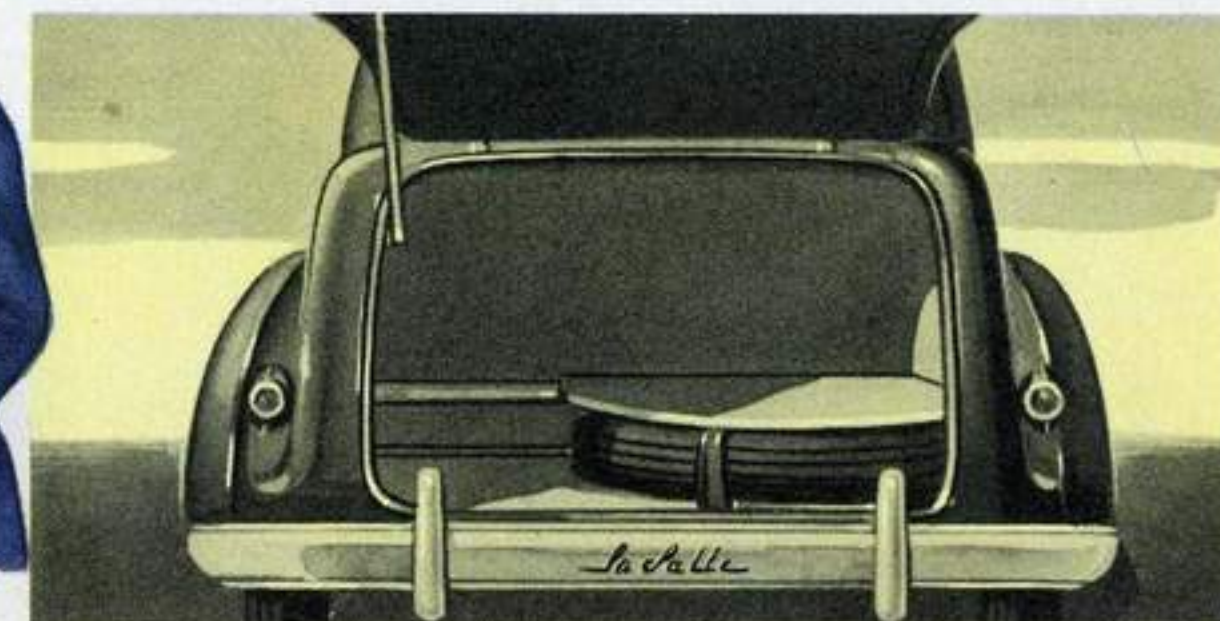
"You may purchase LaSalle body styles with or without running boards at no extra cost."

"This symbol on a car body means sound, safe construction and solid comfort. You will find it on all LaSalle bodies."

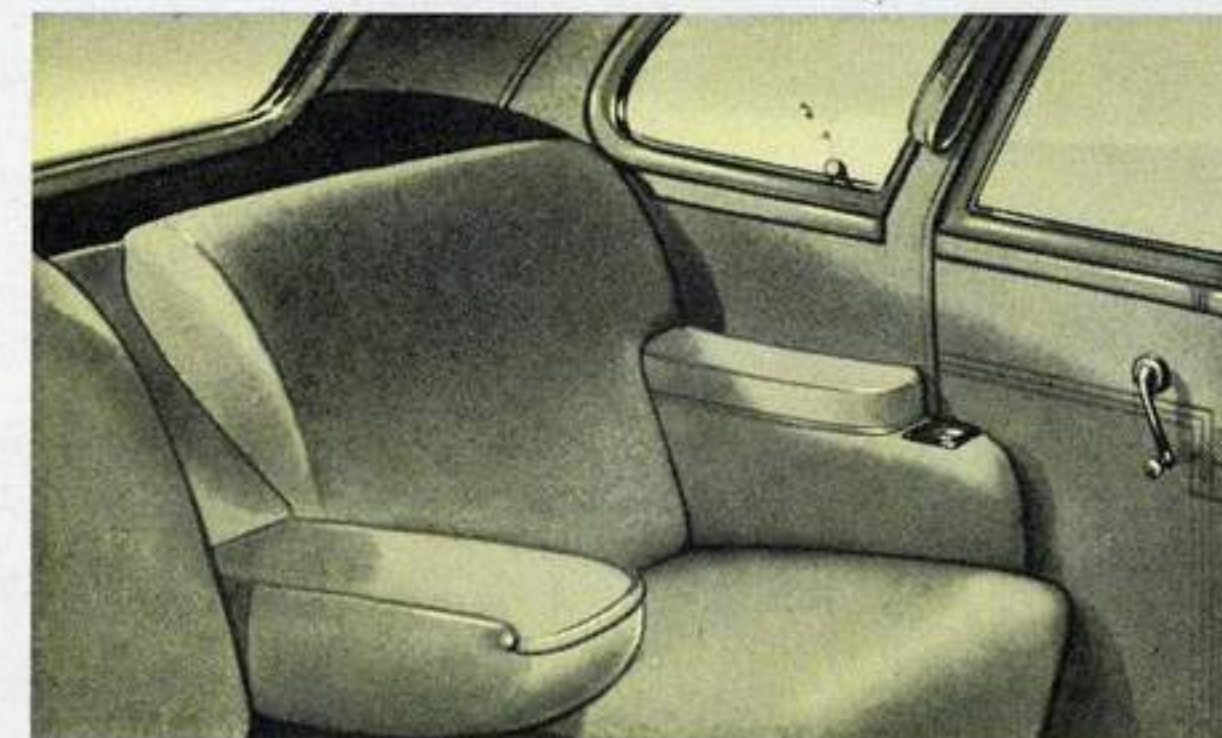
"Here is the LASALLE FOUR-DOOR SEDAN and these are some of its *Features*"



"The plastic details of the smartly-fashioned hardware are grey for grey upholstered interiors and tan for tan trims, at no extra cost."



"The commodious luggage compartment is neatly lined with long-wearing serge, and is completely insulated against dust and moisture."



"When not required, this deeply-upholstered center arm-rest fits snugly into the seat back, providing ample room for three passengers."

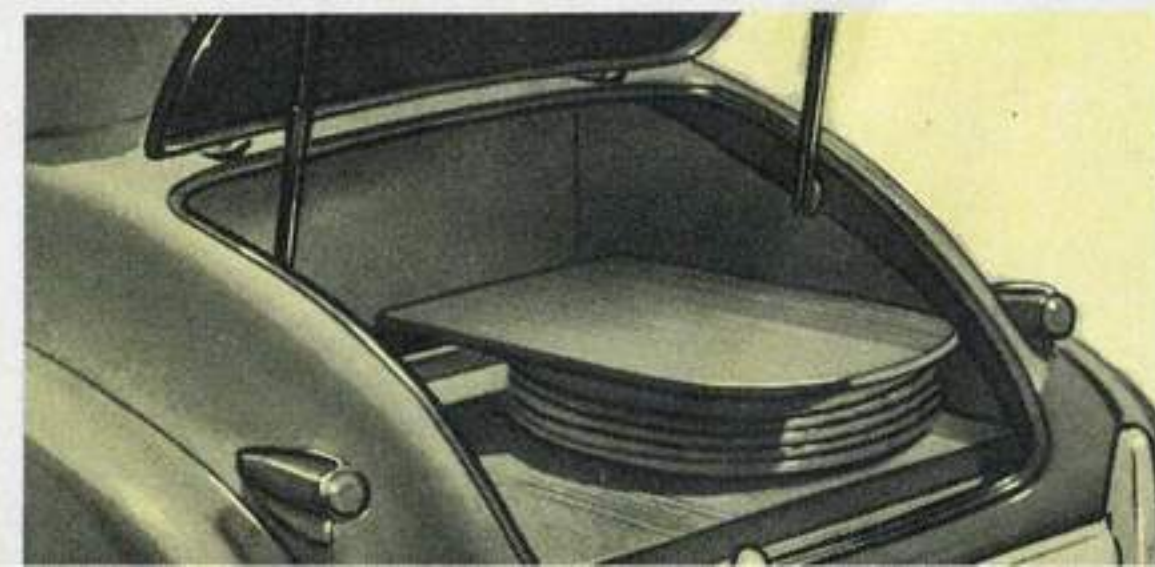
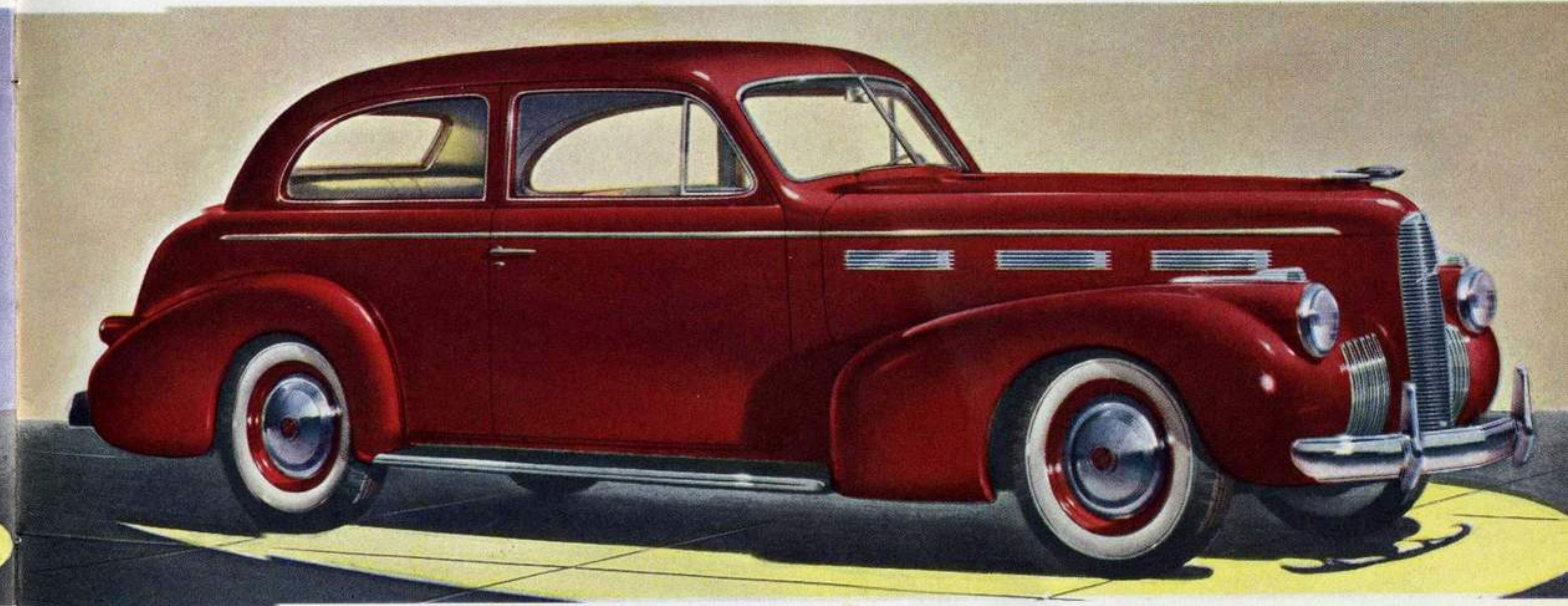


"Few five-passenger touring sedans offer the equivalent of LaSalle's spaciousness and comfort. The front seat easily accommodates three."



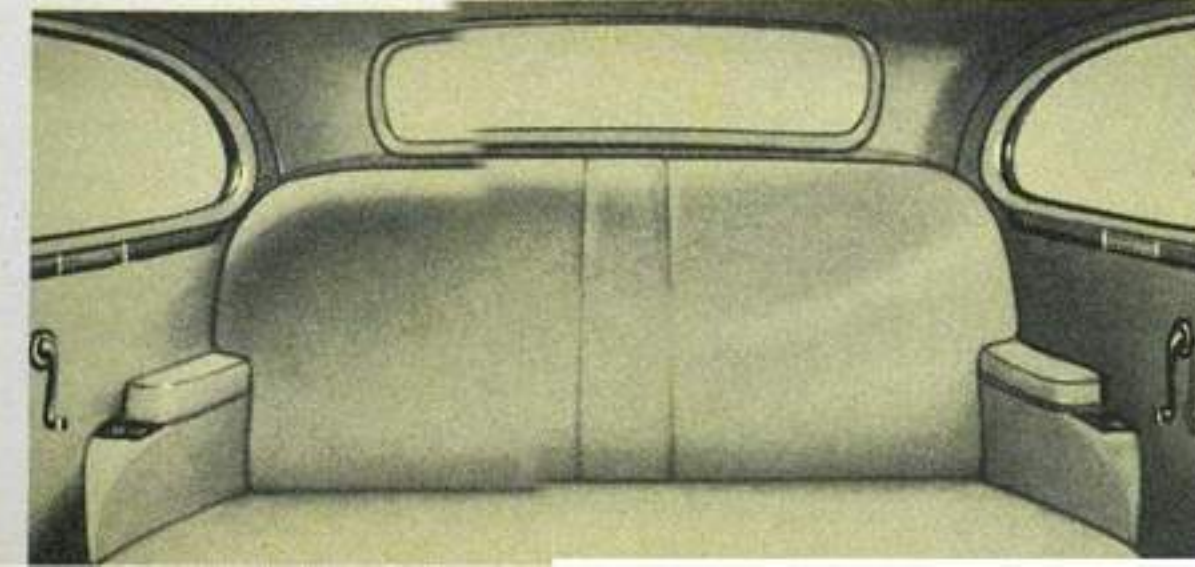
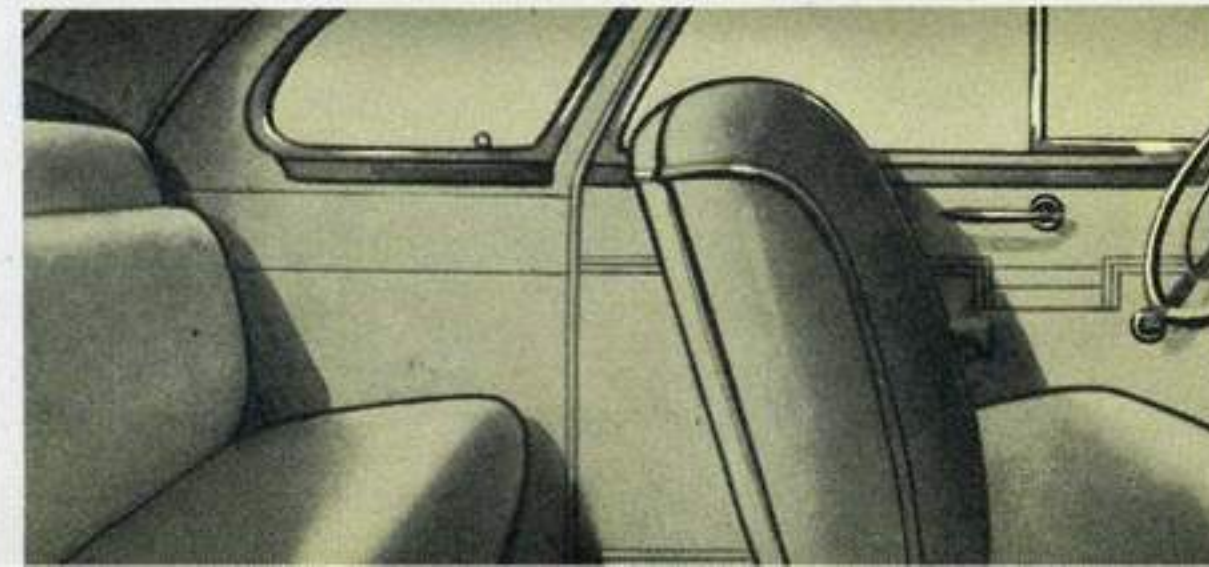
"Here is the **FOUR-PASSENGER COUPE**

and here is the **TWO-DOOR SEDAN**"



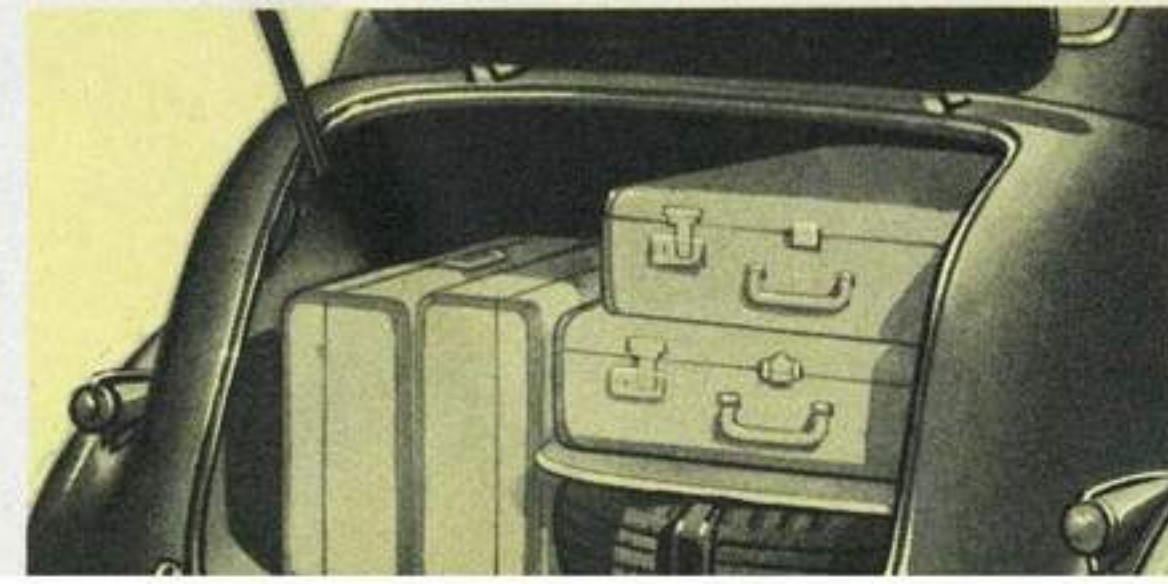
"The luggage compartment is exceptionally large, and provides plenty of space for all the luggage you care to take."

"The full-width auxiliary seat in all coupe models permits five adults to ride in comfort—three in front, and two in the back seat."

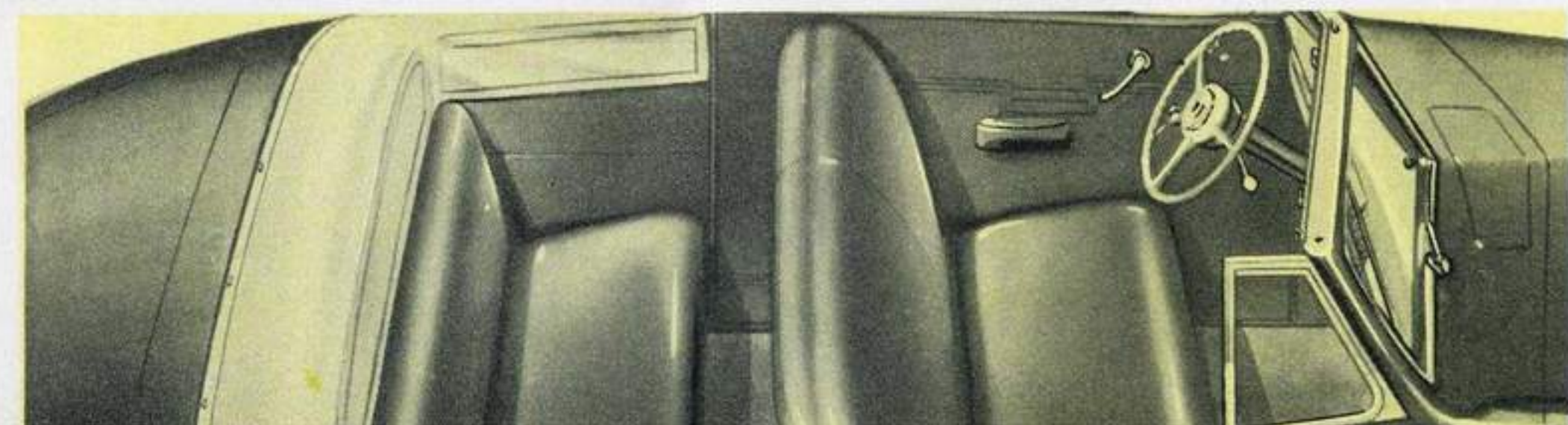
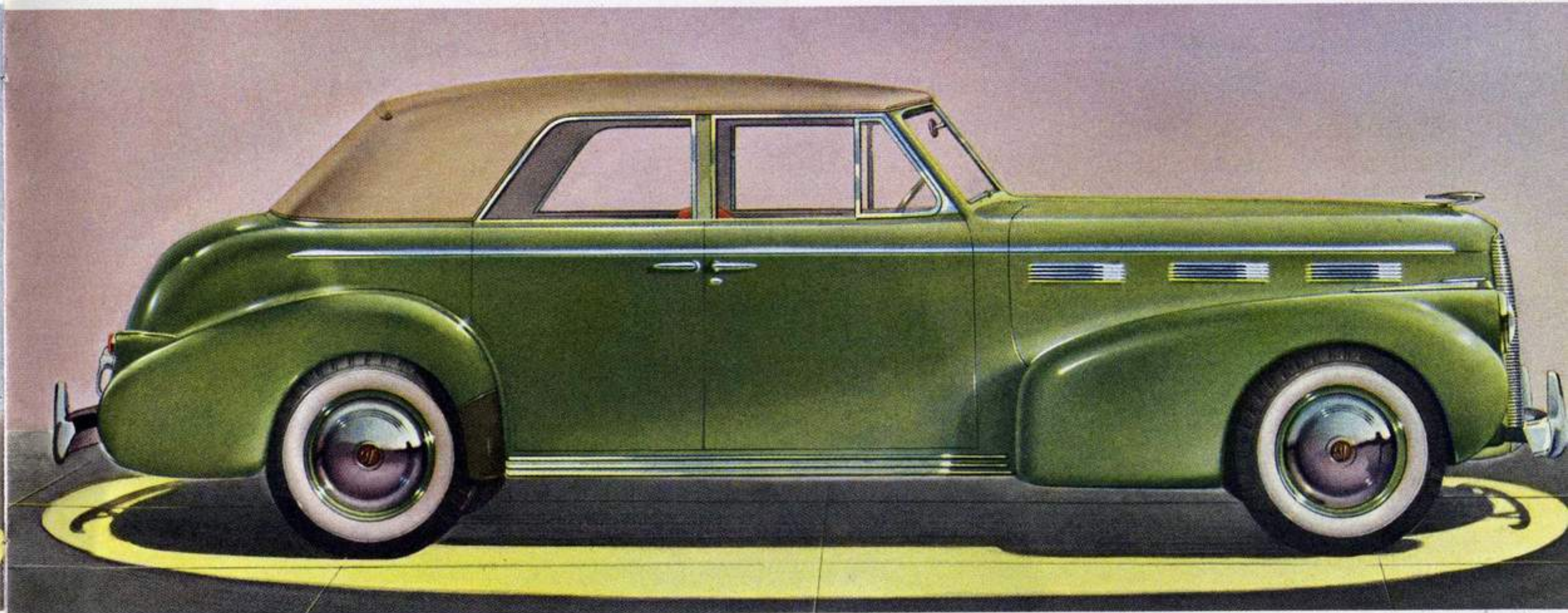
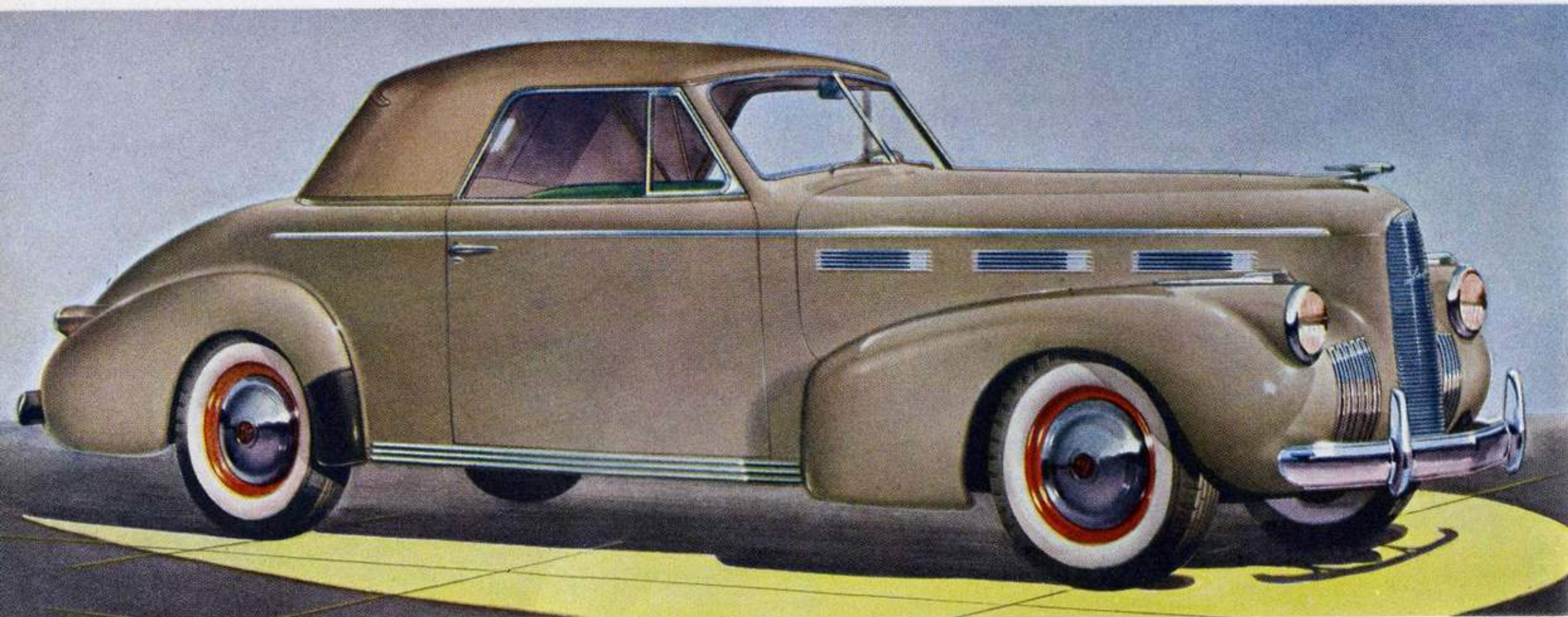


"Note the arm rests with built-in ash trays, and the luxuriously padded center arm rest, illustrated here in the raised position."

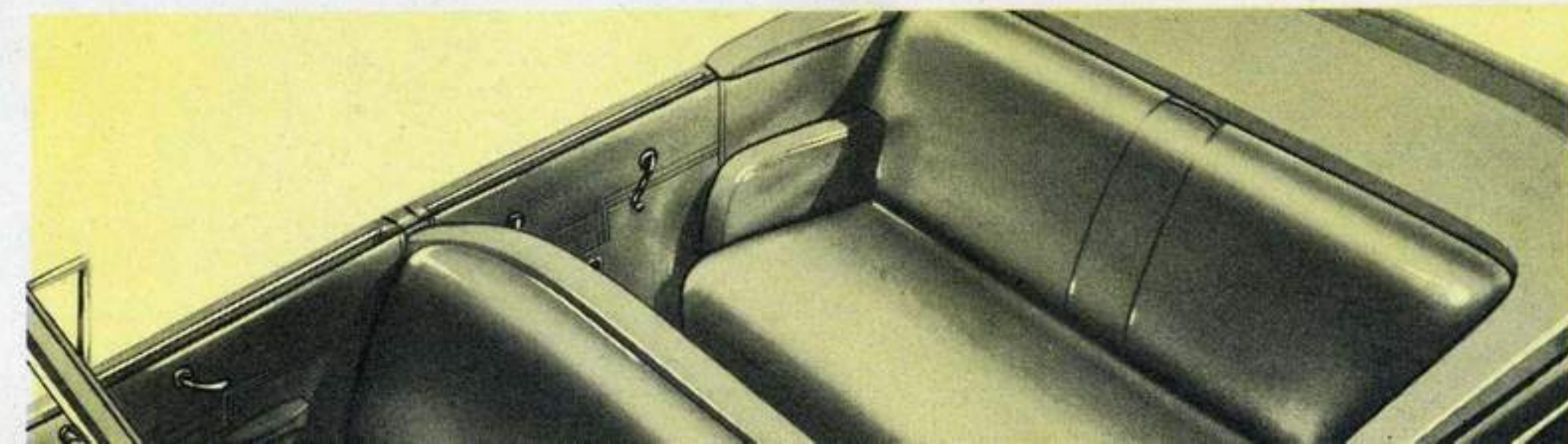
"When you travel, you will particularly appreciate the unusual size of this serge-lined, completely insulated trunk."



"Here is the **CONVERTIBLE COUPE** and this is the **CONVERTIBLE SEDAN**"

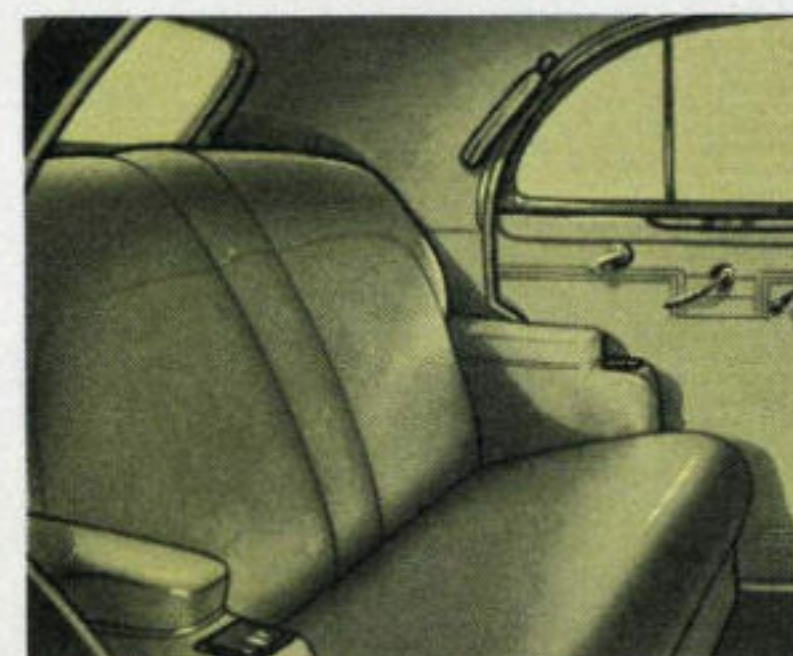
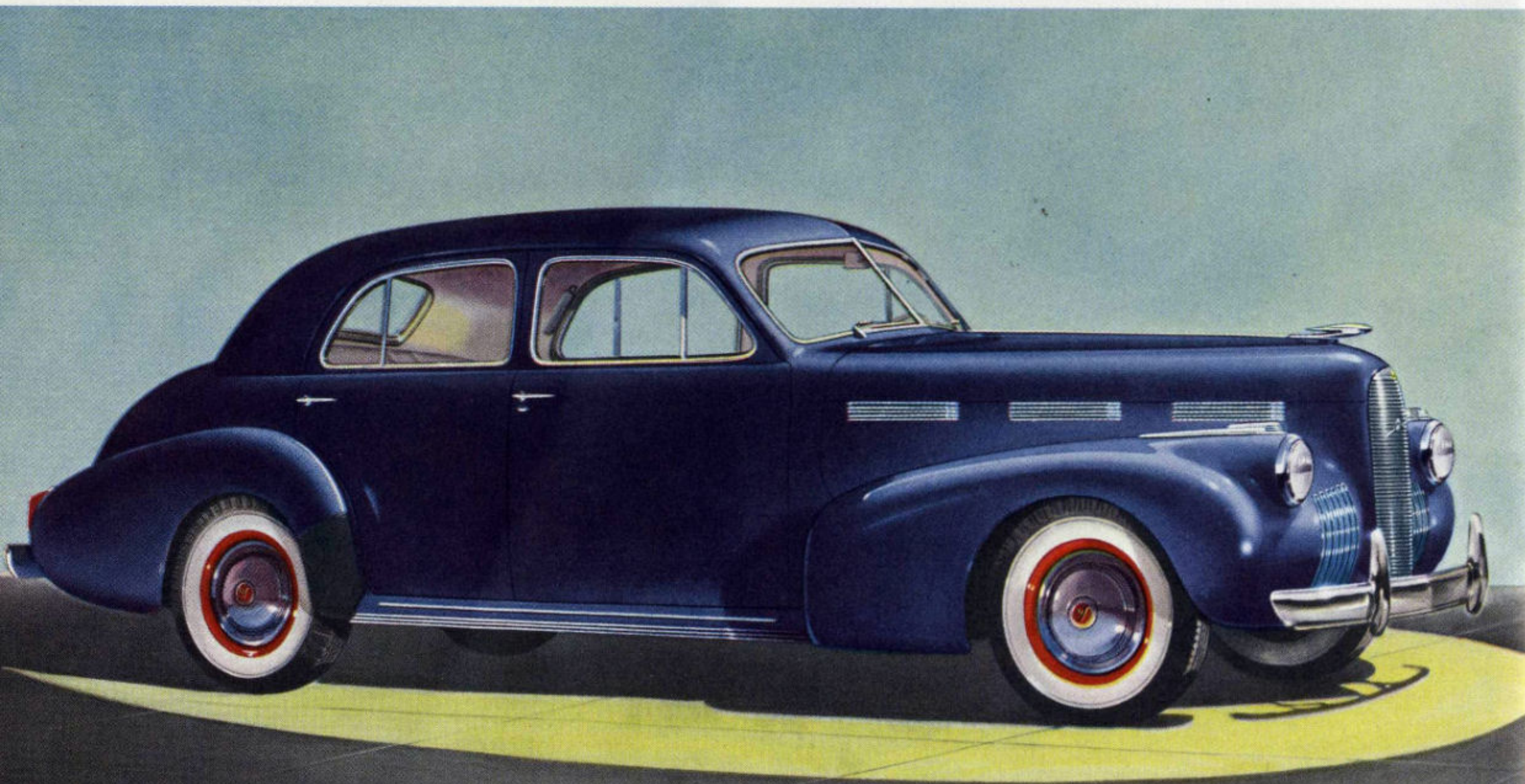


"All windows, except side ventipanes, can be lowered. Notice how snugly the lowered top fits into the tailored boot. You can choose from six leather and two fabric upholsteries."

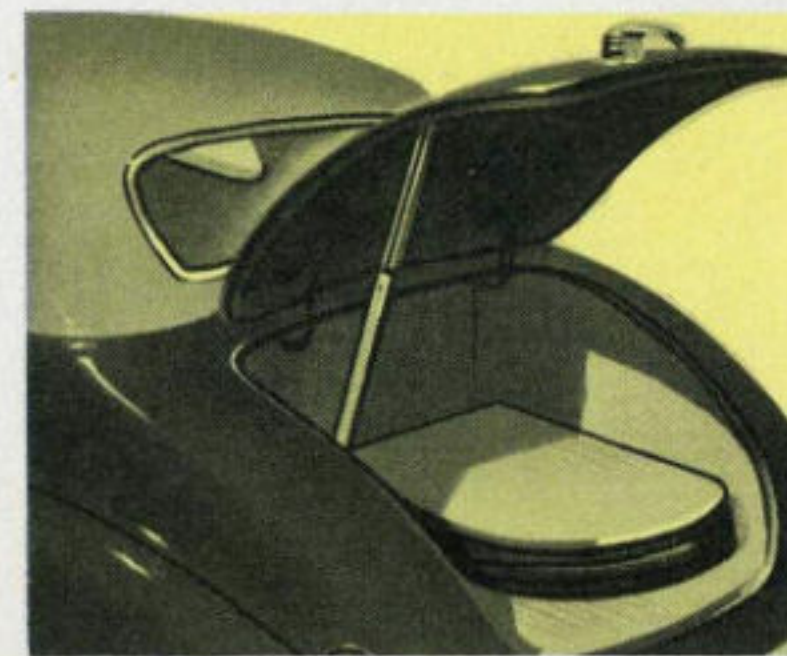


"The top is quickly raised and lowered—making this beautiful sport model the perfect all-weather car. A folding center arm rest, adds to the luxury of the wide rear seat."

"Here is the LASALLE SPECIAL SEDAN and these are a few reasons for its *Popularity*"



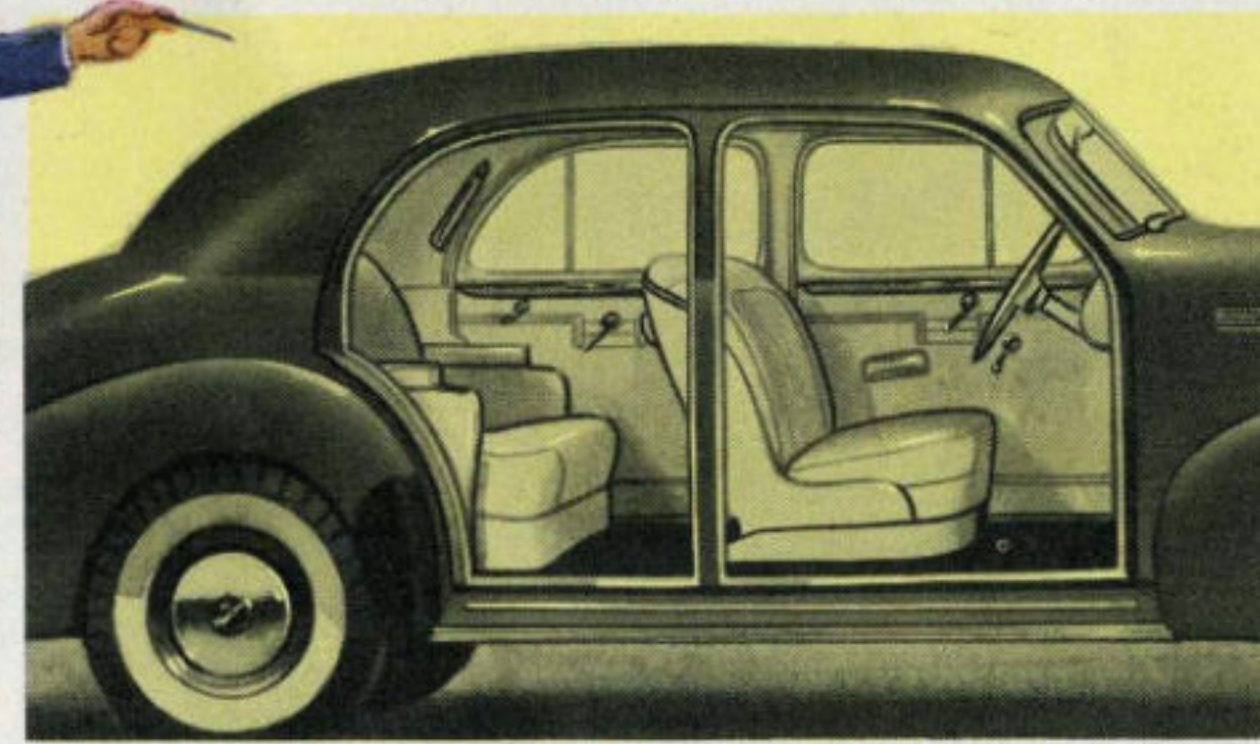
"This view of the rear seat is typical of its beauty, comfort and luxury. Interiors are trimmed in your choice of six exceptionally smart fabrics."



"This special body construction allows a trunk of unusually ample dimensions, sealed against dust."

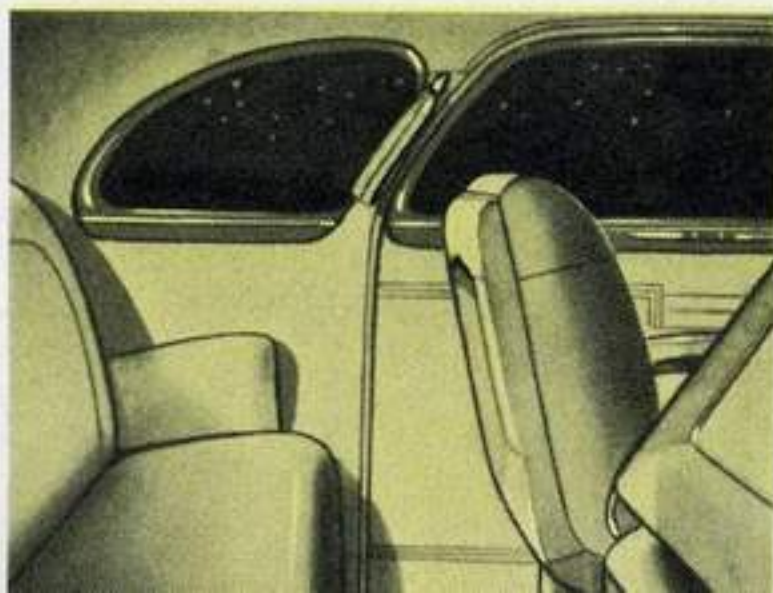
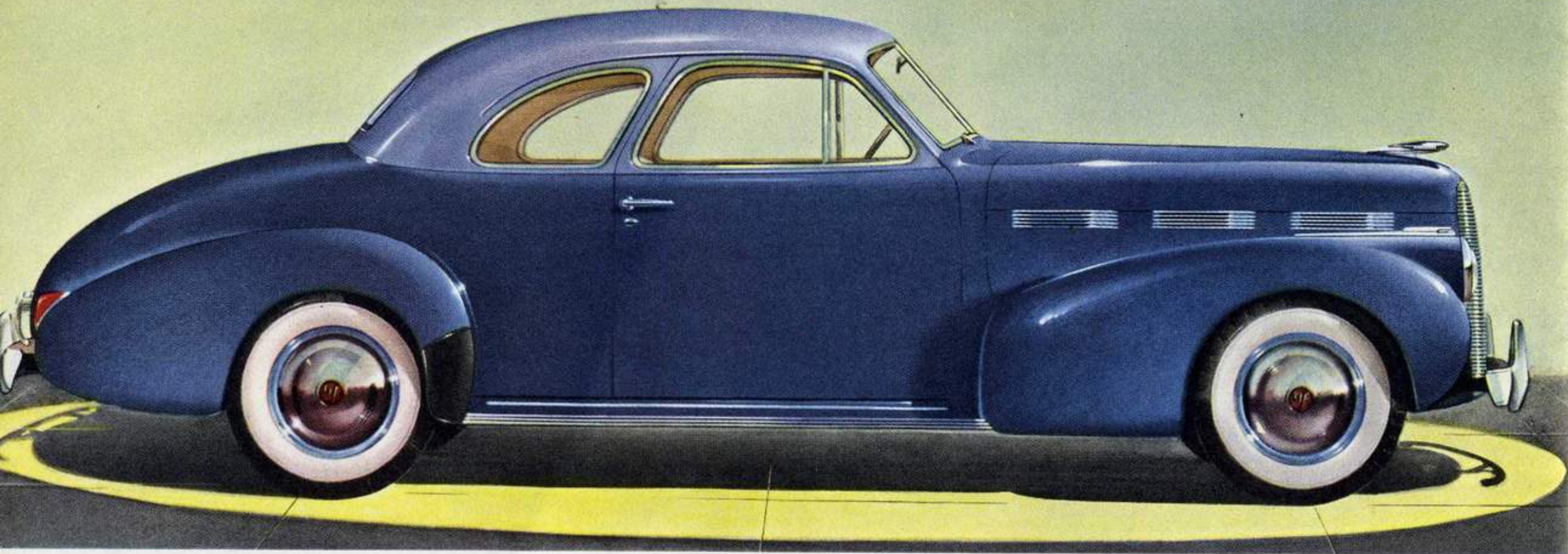


"This touring sedan is entirely new in design—low, wide, and with windows of exceptional size. Notice the smart simplicity of exterior details."



"The floor is low and doors are unusually wide. Inside you enjoy exceptional room. The front seat is six inches wider than that of most sedans."

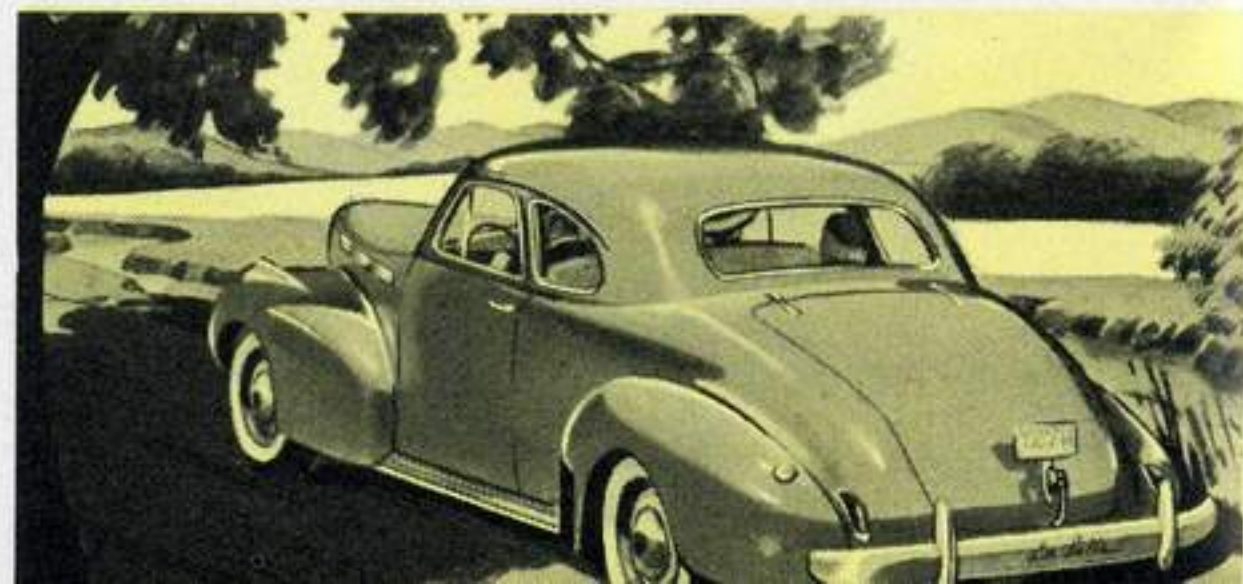
"Here is the LASALLE SPECIAL COUPE"



"Recesses in the back of the front seat, and a recessed foot rest, provide extra room for additional passengers in this unusually comfortable, full-width auxiliary seat."

• •

"This view shows the exceptional width and lowness of this new body style, as well as the distinctive design of the rear deck, and the curved glass in the rear window."



"Now let us show you how *Easy* it is to buy a LASALLE"



GENERAL MOTORS INSTALMENT PLAN

"You will doubtless agree that LaSalle is the car to buy for looks, luxury, and performance.

"It's the car to buy for *low cost*, too! During the past year, approximately one of every eight cars traded in on a new LaSalle was from the lowest-price field. As you see, price is no bar to LaSalle ownership.

"Moreover, you may buy your new LaSalle on terms of payment arranged practically to suit your convenience. Financing charges

are very reasonable and include insurance with a strong and dependable company.

"All this means that you can easily own a LaSalle—just how easily your Cadillac-LaSalle dealer will be glad to show you by giving you an evaluation of your present car and the precise figures of the balance. Why not see him today and join the most satisfied group of motorists in America—the drivers of cars built by Cadillac?"

Condensed Specifications of the new Cadillac-built LASALLE V-8

ENGINE—Cadillac precision built 90° Vee 8 design—L-head, bore $3\frac{3}{8}$ " stroke $4\frac{1}{2}$ ", displacement 322 cu. in. Taxable horsepower 36.45. Brake horsepower 130 at 3400 r.p.m. Engine mounted in rubber at three points.

PISTONS—T-slot design LO-Ex aluminum alloy for uniform expansion. Special anodizing process hardens wearing surface to prevent scuffing and scoring. Fitted with two compression rings and two oil rings all with ferrous coating.

CARBURETION—Dual down-draft with equalized manifolding, mechanical fuel pump, oil bath type air cleaner, intake silencer, fully automatic choke.

GASOLINE TANK—Capacity 22 gallons.

GENERATOR—The new Delco-Remy peak load current controlled generator maintains charging rate even when headlamps, radio, and heater are being used. It eliminates worry concerning battery condition.

CLUTCH—10" semi-centrifugal single plate torbend disc. Permanently lubricated ball throwout bearing reduces service expense.

TRANSMISSION—Cadillac pioneered and built Syncro-Mesh with pin type synchronizers, sliding low and reverse gears, constant mesh second gear. Syncromatic control clears front compartment. Transmission gears helical and fully carburized for hard use and long life.

LIGHTING—New Sealed Beam safety lighting system insures brilliant road illumination, accurate lamp adjustment and lasting reflector polish. Headlamp beam indicator in speedometer face.

DIRECTIONAL SIGNALS—New, exclusive type which signals the driver's intention to turn by flashing lights in the parking and rear lamps. Operated by a lever conveniently located under the left side of the steering wheel. Indicator in lever tells when signal is in use.

FRONT SUSPENSION—Independent Knee-Action front wheels. Simple and sturdy with large, helical coil springs for smoother riding comfort and

effortless driving control. Thoroughly proven by six years' use and millions of miles of testing.

REAR SUSPENSION—Cadillac Controlled-Action Ride gives both velvety riding qualities and excellent roadability. This system includes long, soft leaf springs lubricated by wax-impregnated liners, rubber bushings at all points. No lubrication or other service attention required.

DRIVE SHAFT—Hotchkiss drive. Two universal joints of needle roller bearing type permanently packed with lubricant, requiring no service attention.

BRAKES—Bendix super-hydraulic brakes operate in composite drums with 196 sq. in. braking area. Mechanical hand brake operates independently.

REAR AXLE—Hypoid rear axle of 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. Parallel cross 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-member junction and reinforced side members. Maximum depth $5\frac{1}{8}$ ", flange width 2", thickness $\frac{3}{8}$ ".

RIDE STABILIZERS—Torsion-bar front and cross-link rear stabilizers hold car to level position and promote high speed roadability and safety.

TIRES AND WHEELS—Low pressure, 4 ply tires, 7.00 x 16. Steel disc wheels with large chrome disc hub caps.

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

WHEELBASE—123". Over-all length with bumpers, Series 50, 206 $\frac{3}{4}$ ". Series 52, 210 $\frac{7}{8}$ ".

BODY TYPES—Series 50—five, Series 52—two. All models feature No-Draft Ventilation. Turret-Top construction on closed body types. Roomy luggage compartments in all models.