

THE
LA SALLE
DEMONSTRATOR



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*It is easy for a
manufacturer to be overenthusi-
astic about his product.*

*But engineers—and records—
are never so.*

*Consequently, this informa-
tion, secured from these two
sources, presents to you the un-
varnished facts about the new
La Salle.*

*We believe you will find it most
interesting.*

L. P. Fisher

PRESIDENT

CADILLAC MOTOR CAR COMPANY

THE NEW LA SALLE

*has in it the qualities you want in your car when
you buy a fine automobile*

1. Style
2. Power and smoothness
3. Speed
4. Road-ability
5. Control-ability
6. Comfort
7. Silence
8. Dependability and a proved engine
9. Freedom from trouble
10. A car high in public favor
11. A car, new or used, of high dollar value
12. Product of a company able to live up to consistent policies
13. Product of a company with an able dealer organization

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*Yet, the new La Salle is a more economical investment, in terms
of miles and years, than cars of much lower purchase price*

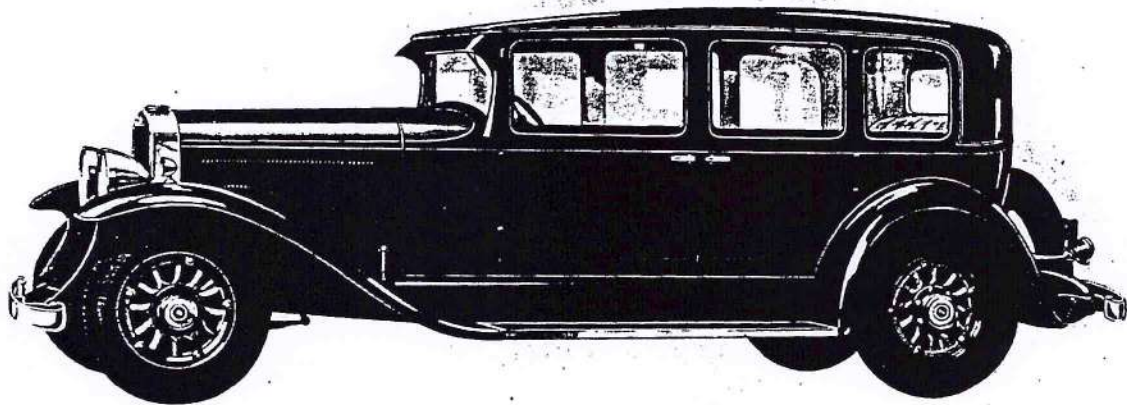
THE ENGINEERING RECORD

How the first seven qualities were carefully assured by right designing

I. STYLE

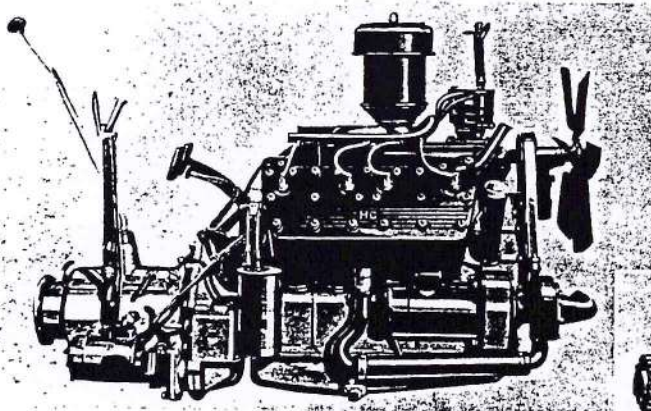
That La Salle's style appeal is "of the hour" has been demonstrated in the effect it has had on all motor car styling in the last three years. Even after years of use, this pleasing individuality is still marked. This retards depreciation and prolongs owners' enjoyment of La Salle.

The body lines are long and sweeping; contours are graceful; colors tastefully combined. The effect is one of freshness, smartness, and bright beauty.



The La Salle Five-Passenger Sedan

II. POWER AND SMOOTHNESS



The La Salle V-type eight-cylinder engine. Right: The short, compensated crankshaft of the La Salle, free from whip

The La Salle engine develops more than 95 horsepower. Because of its V-type design, it is shorter and more compact than any other type of equal displacement.



Consequently, the crankshaft and camshaft are short and free from whip. Cooling, lubrication, and distribution of fuel to the cylinders are also simplified, making for smoother operation.

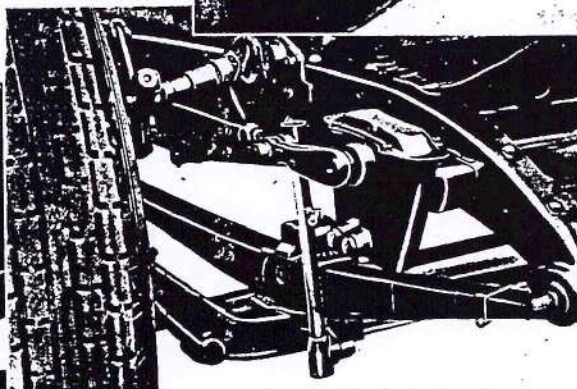
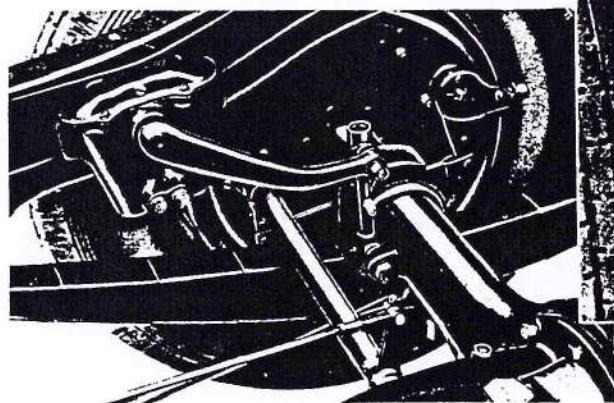
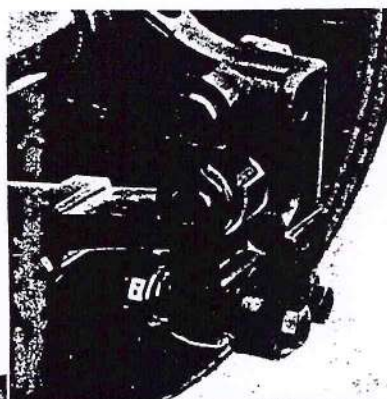
The crankshaft is compensated; and, because of the engine's V-type design, is driven by equal and overlapping power impulses. Therefore, it revolves at all speeds as smoothly as a turbine.

III. SPEED

The La Salle not only places at the command of the driver sufficient speed for thorough mastery of the road, but maintains high speeds easily and comfortably as long as required. It is not claimed for La Salle that it is the fastest car in its class. But no car, save Cadillac, will carry you faster in greater security and comfort and with less mental strain. Not to surpass in one phase only of performance, but to rank high in all has been and is the aim of Cadillac-La Salle designing.

IV. ROAD-ABILITY

Its wheel base of 134 inches alone provides the La Salle with road-ability not found in lesser cars. But coupled with this is a semielliptic system of spring suspension; double-action shock absorbers of hydraulic type, front and rear; and a steering modulator which completely cancels front wheel shimmy and tramp and makes steering easy at all speeds. Together, they afford a road worthiness of uncommon calibre that is enjoyed during every minute of driving throughout the life of the car.



Double-action hydraulic shock absorbers

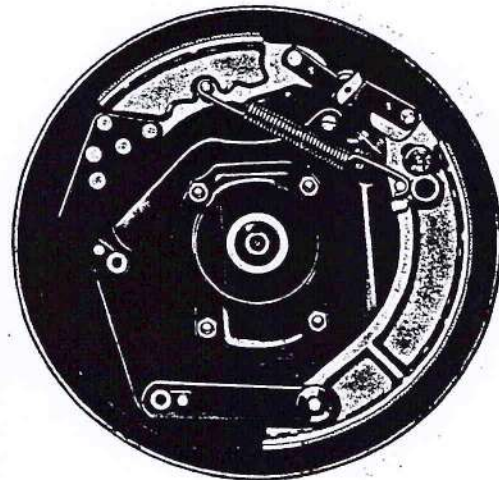
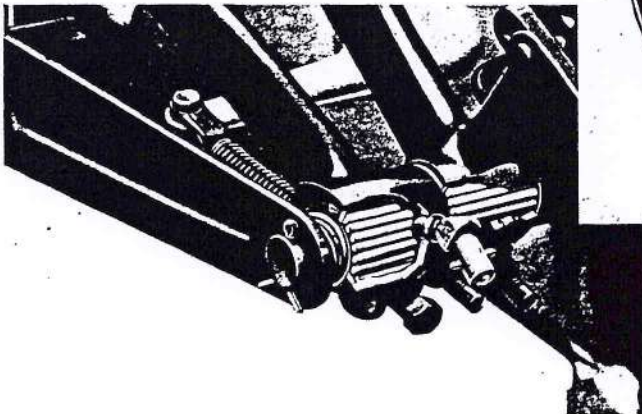
Top: Steering modulator

Fifty-eight inch rear spring, semielliptic and underslung

V. CONTROL-ABILITY

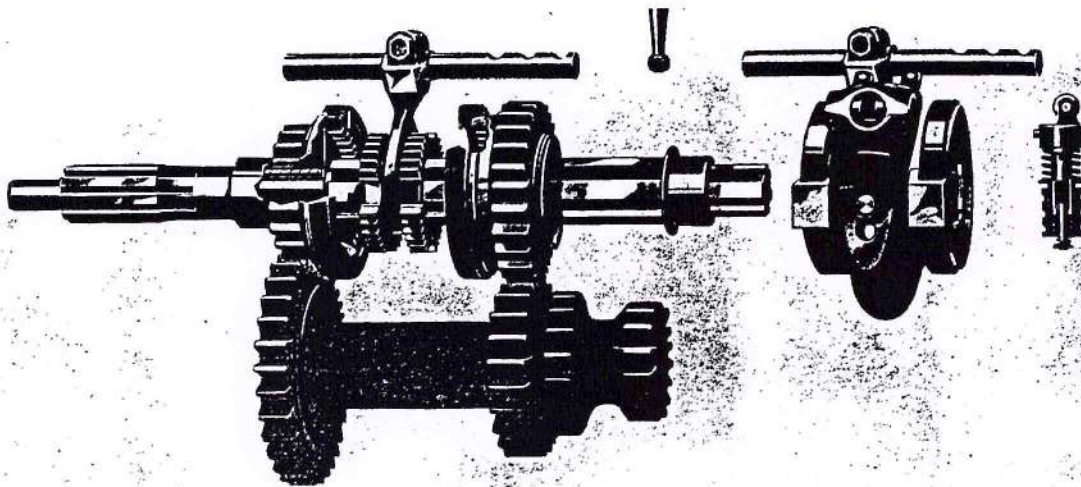
The La Salle is easy to drive. Gear shifting is noiseless and almost effortless, due to the silent-shift Syncro-Mesh transmission. There is no need for even a split-second pause in neutral as with ordinary transmissions. Consequently, get-away is much faster. A quick and quiet shift from high to second can also be made when descending a hill or on slippery roads. Steering is equally easy, even at the consistent high speeds that are possible in the new La Salle. Tapered roller bearings are used generously and an "hourglass" worm strengthens the tendency of the car to hold the road. The steering modulator, already mentioned, completely harmonizes the whole steering system.

Fifteen sets of roller bearings are used in the braking system so that minimum pressure on the brake pedal is sufficient for a quick, safe stop. The brakes are so designed that the whole area of the brake lining is brought into play, thus reducing wear. The brakes will maintain a tight grip, even when constantly applied on a long down grade.



The four-wheel brake, with inset (*left*) showing roller bearings

Top: The "hourglass" steering worm of the La Salle, a notable aid to easy steering

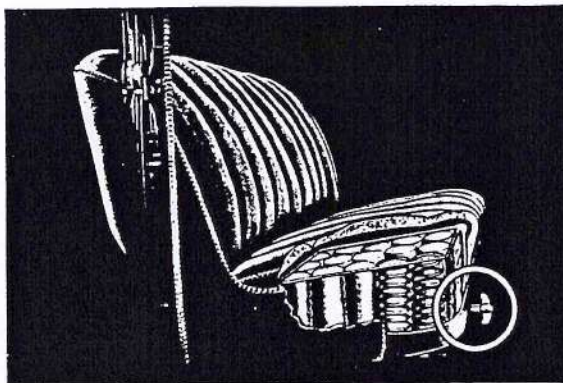


Detail of the silent-shift Syncro-Mesh transmission

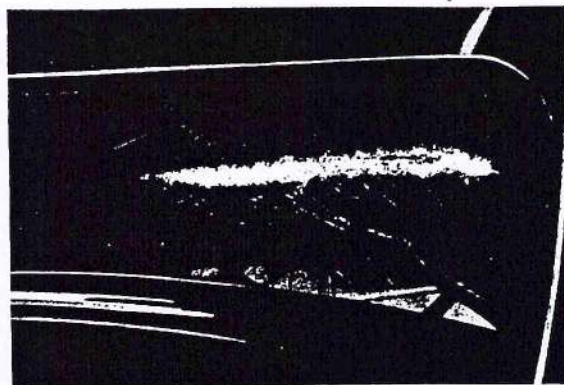
VI. COMFORT (*Mental*)

Due to La Salle dependability, the owner of a La Salle enjoys an ease of mind that is a very real factor in motoring satisfaction. The sturdy construction of the car, its ease of control, the safety afforded by the La Salle type of four-wheel brakes—all these are potent in promoting mental comfort. Equally important is the immense reserve power provided by the La Salle V-type eight-cylinder engine—sufficient to meet any driving contingency.

Coupled with these is the important fact that the La Salle is equipped with non-shatterable Security-Plate glass in all doors and windows as well as the windshield. There is no possibility of splintered glass turning a minor mishap into a serious accident. You ride with the ease of mind that comes from complete security. There is satisfaction, too, in knowing that when other members of the family are using the car, they are adequately protected against the dangers of traffic.

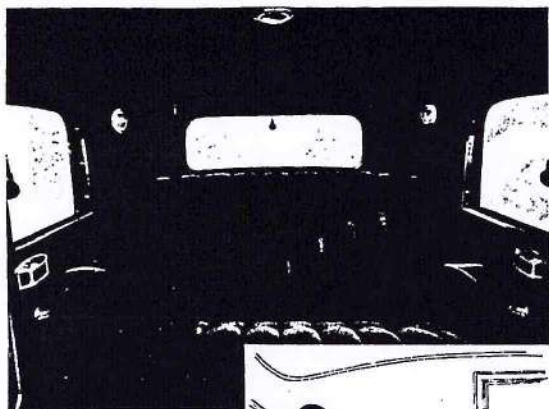


The La Salle driving seat is easily adjusted to the most restful point



Complete protection with nonshatterable Security-Plate glass

COMFORT (*Physical*)

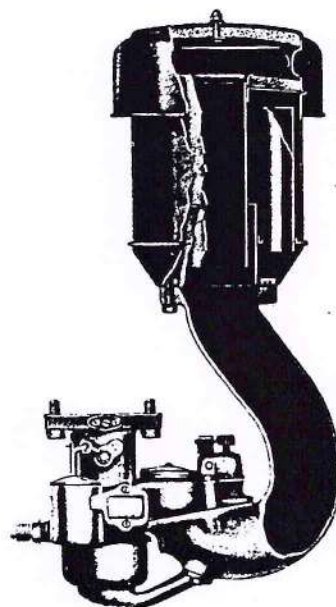
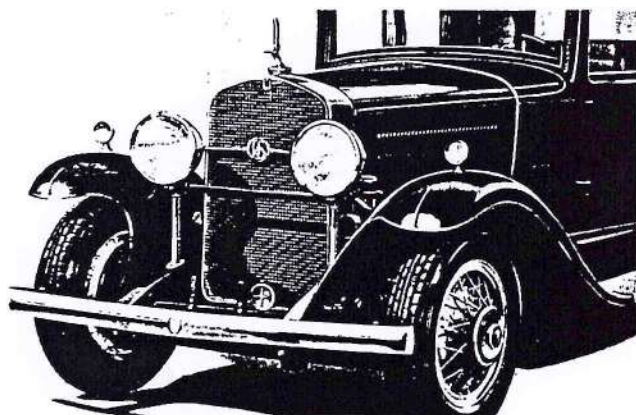


Pictured here are two of the factors of comfort in the La Salle. *Right:* Contoured cushions. *Above:* Luxurious rear seat.

In the La Salle, comfort is provided to a degree that is better described as luxury. For one thing, the generous wheel base and the compactness of the engine, due to its V-type design, permit a maximum of roominess. The designers have made the most of this basic advantage. The wide seats are deep and soft, built over easy tiers of coiled springs, and skillfully contoured to permit complete relaxation. Shock absorbers and long, easy springs further promote complete comfort on the longest drive. At any speed and on every kind of road, the La Salle owner rides smoothly, enjoying motoring luxury that cannot be approached by cars of lesser calibre.

VII. SILENCE

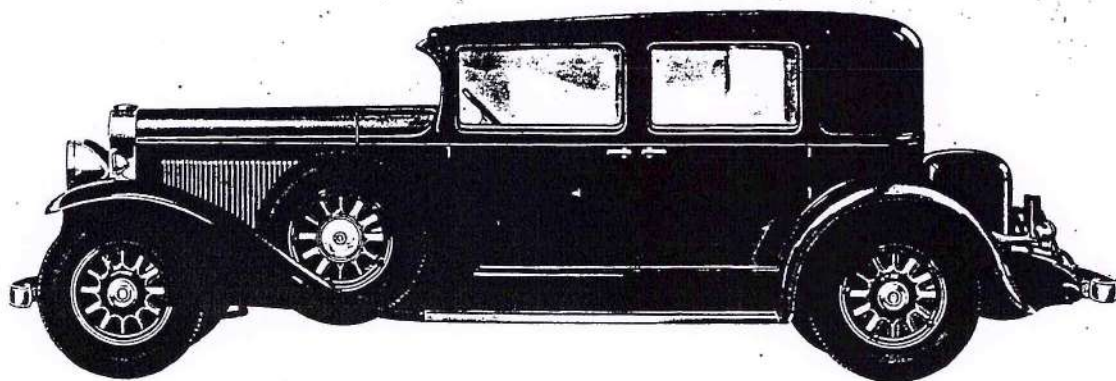
Precision building, in accordance with Cadillac's 30-year record of leadership, makes the La Salle an inherently quiet car. Advancements in the new La Salle make it still more silent. An intake muffler hushes the roar of the air as it enters the carburetor under full throttle, and an unusually effective exhaust muffler is also used. In addition, the body is carefully insulated against



Above: The intake muffler

Left: An attractive radiator screen, available at slight extra cost, adds a note of smart individuality to the new La Salle

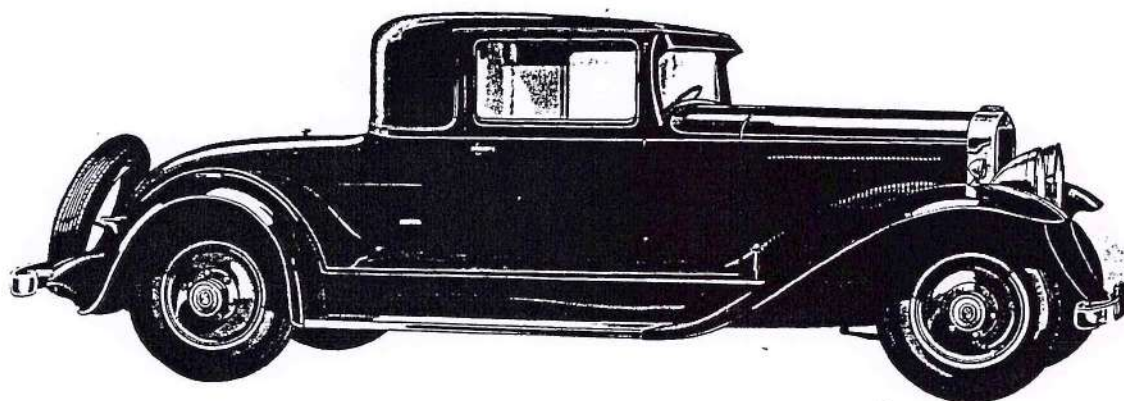
noise, the panels being sprayed with an emulsified asphaltum, and a special sound absorbing material being used on the dash and under the floor mat of the driving compartment. Joints of the body frame are both glued and screwed (or bolted); steel-and-wood contacts silenced with nonhardening antisqueak.



THE LA SALLE FIVE-PASSENGER TOWN SEDAN

BODY BY FISHER

A flexible and attractive model finished in rich, harmonious colors



THE LA SALLE TWO-PASSENGER COUPE

BODY BY FISHER

Smart lines and enduring beauty are combined with performance
of surpassing excellence

THE BACKGROUND

*how the remaining qualities are assured by exclusive policies
and Cadillac's reputation*

VIII. DEPENDABILITY AND A PROVED ENGINE

Behind the La Salle, there stands Cadillac's record of 30 years of fine car experience and an organization in which craftsmanship is a creed and accuracy a law. The La Salle has amply proved itself worthy of the traditions to which it is heir. In the hands of hundreds of thousands of owners, it has exhibited a superlative dependability. Its V-type eight-cylinder engine, refined and still more smooth and powerful, offers proved performance.



The Cadillac-La Salle Standard Service Contract is issued, if desired, at low cost to cover all necessary service work including the supplying of parts and lubricants for a period of one year

IX. FREEDOM FROM TROUBLE

Closely coupled with the proved dependability of the La Salle is a surprising freedom from trouble. Not only does this add greatly to motoring satisfaction but it also contributes materially to the economy of owning a La Salle.



This is evidenced by the fact that, for a relatively small payment, your Cadillac-La Salle dealer will perform all necessary service work, including the supplying of parts and lubricants, for 12,000 miles, or one year. This is known as the Standard Service Contract. It does not, of course, cover work made necessary by abuse, accident, or neglect.

If you do not care to purchase this contract, you receive a generous measure of free service under the Standard Service Policy. Defective parts are replaced without charge at any time within twelve months, or 12,000

miles of driving, rather than the usual 90 days, or 4000 miles—a generous provision that every motorist will appreciate.

Under both the Service Contract and the Service Policy, the owner is supplied with a card entitling him to service at any Authorized Cadillac-La Salle Service Station in any part of the country on the terms described.

Parts prices are uniform throughout the country and service work not covered by the Policy or the Contract is charged for at fixed low rates on a uniform basis.

**STANDARD
CADILLAC SERVICE
CONTRACT**
To Cadillac-LaSalle Distributors and Dealers:

This Certifies that _____
is entitled to receive service as specified in the Standard Cadillac
Service Contract, for the first 12,000 miles of travel or twelve months
after date of delivery if the mileage in twelve months is less than
12,000. You are authorized to furnish repairs and make adjust-
ments and charge us as outlined on the reverse side of this card.

Engine No. _____ Delivered _____ Cadillac or LaSalle
Seller _____
City _____
Contract _____
No. _____ Signed _____

Owner's Signature

SPECIMEN

The Contract Service Card entitling the La Salle owner to service under the terms of the contract at any Authorized Cadillac-La Salle Service Station in any part of the country

So sure is Cadillac of the uniform goodness and proved dependability of La Salle, that its dealer organization will unhesitatingly assume the responsibility of maintaining your car (upon the signing of a contract and payment of \$110) for 12,000 miles of driving, or one year (whichever comes first). This covers all service work except that made necessary by abuse, accident, or neglect, and includes all lubricants.

This represents, to the average La Salle owner, a maintenance cost of *less than one cent a mile*—a remarkable refutation of the idea that fine cars are expensive to operate.

X. A CAR HIGH IN PUBLIC FAVOR

No other fine car won nation-wide public favor so quickly as the La Salle. In three short years, La Salle has achieved a sales record unequalled in its price class. Its vigorous, new styling earned it an immediate acceptance that was steadily strengthened as its full performance and economy factors became known. Because of its style and beauty, it is the choice of people who can afford cars of much higher price; and because of its fundamental economy it is preferred by thousands who formerly drove cars, lower in first cost, but ultimately more expensive.

XI. A CAR, NEW AND USED, OF HIGH DOLLAR VALUE

Features of a \$5000 car in the \$2200 New La Salle

Cadillac-built V-type 8-cylinder engine	Safety-mechanical four-wheel brakes
Nonshatterable Security-Plate glass in all doors, windows, and windshields	Aluminum alloy brake shoes
Silent-shift Syncro-Mesh transmission	Hourglass steering worm
Intake silencer	Steering modulator
Positive vacuum feed for gasoline	Double-action, hydraulic shock absorbers
Thermostatically controlled radiator shutters	134-inch wheel base for roomy bodies
Crankcase ventilation preventing oil dilution	Luxurious, contoured seats built over special coil springs
	Smart body styles by Fisher and Fleetwood

Buy a La Salle with the intention of driving it five, eight, ten years, or more. At the end of your period of ownership, your pocketbook is the gainer over that of the man who has owned two to four lesser cars in the same period.

XII. PRODUCT OF A COMPANY

able to live up to consistent policies

Hundreds of letters attest the fact that the Cadillac Motor Car Company and its dealer organizations live up to their promises. The satisfaction of owning a La Salle is increased by the knowledge that the company making it is guided by consistent policies and has ample resources to maintain these policies.

XIII. PRODUCT OF A COMPANY

with an able dealer organization

Cadillac-La Salle dealers are chosen with utmost care as men whose standards of business are comparable to Cadillac's own. Well established in their communities, they build for permanence by a fair-minded and generous treatment of the automobile buyer. The following table gives an impressive picture of the solidity and permanence of the Cadillac-La Salle dealer organization.

*25 years
and over*

Bay City
Boston
Denver
Detroit
Erie
Lima
Los Angeles
Norwich
Rochester
Taunton
Utica
Washington

...

*20 to 25
years*

Dallas
Des Moines
Jacksonville
Johnstown
Kansas City
Newark
New Haven
New York

DISTRIBUTOR SERVICE RECORD

Ogdensburg
Peoria
Richmond
Roanoke
Salt Lake City
Waterloo
White River Jct.

...

*15 to 20
years*

Albany
Butte
Keokuk
Lexington
Nashville
Saginaw
San Francisco
Wheeling

...

*10 to 15
years*

Albuquerque

Buffalo
Chicago
Davenport
El Paso
Harrisburg
Jackson
Louisville
Memphis
Oklahoma City
Phoenix

...

*5 to 10
years*

Baltimore
Charleston
Dayton
Houston
Indianapolis
Jersey City
Little Rock
Omaha
Philadelphia

Portland, Me.
St. Louis
San Antonio
Seattle
Springfield
Wichita
Wilmington
Youngstown

...

*1 to 5
years*

Asheville
Brooklyn
Cincinnati
Columbia
Ft. Wayne
Greenville
Hartford
Huntington
Minneapolis
New Orleans
Pittsburgh

Portland, Ore.
Providence
Spokane
Syracuse
Wilkes-Barre
Worcester

...

*Under
one year*

Atlanta
Birmingham
Charlotte
Cleveland
Evansville
Grand Rapids
Greensboro
Milwaukee
Mobile
Norfolk
Plattsburg
Raleigh
Reno
Shreveport
Williamsport

Much lower prices—still greater value

F. O. B. DETROIT

	<i>Previous model</i>	<i>New model</i>
Two-Passenger Coupe.....	\$2490	\$2195
Two-Passenger Roadster.....	2450	2245
Two-Passenger Convertible Coupe.....	2590	2295
Five-Passenger Coupe.....	2590	2295
Five-Passenger Sedan.....	2565	2295
Five-Passenger Town Sedan.....	2590	2345
Seven-Passenger Touring.....	2525	2345
Seven-Passenger Sedan.....	2775	2475
Seven-Passenger Imperial.....	2925	2595
Five-Passenger Sedanette.....	3825	3245
Five-Passenger Sedanette Cabriolet.....	3725	3245
All-Weather Phaeton.....	3995	3245

Bodies by Fisher and Fleetwood

The GMAC Deferred Payment Plan is recommended

Cadillac Motor Car Company also builds

THE CADILLAC V-16—Prices from \$5350 to \$15,000 f.o.b. Detroit—a car without a rival. Thirty-two distinctive custom body styles by Fleetwood offering an almost unlimited scope for individual preference in exterior and interior appearance.

THE CADILLAC V-12—Prices from \$3795 to \$4995 f.o.b. Detroit. A car of exquisite luxury, surpassed by the Cadillac V-16 only. Bodies by Fisher and Fleetwood, with ample provision to meet individual preferences.

THE CADILLAC V-8—Prices from \$2695 to \$3795 f.o.b. Detroit. Prices have been lowered from \$600 to \$900. Profiting richly from the development of the V-16, and charmingly new in design, with bodies by Fisher and Fleetwood, the Cadillac V-8 is an outstanding value.

If there are boys in your home, 12 to 19 years of age (inclusive), they will be interested in enrolling in the Fisher Body Craftsman's Guild. Details of the Guild's contest, offering most desirable awards to boys, are available on request at all Cadillac-La Salle dealers.