

é



THE NEW

La Salle



The Newest Car in the World



THE NEW LA SALLE *may*
be purchased out of income on
convenient G.M.A.C. terms

MODEL _____

DELIVERED PRICE _____

USED CAR ALLOWANCE _____

CASH PAYMENT _____

BALANCE _____ PER MONTH

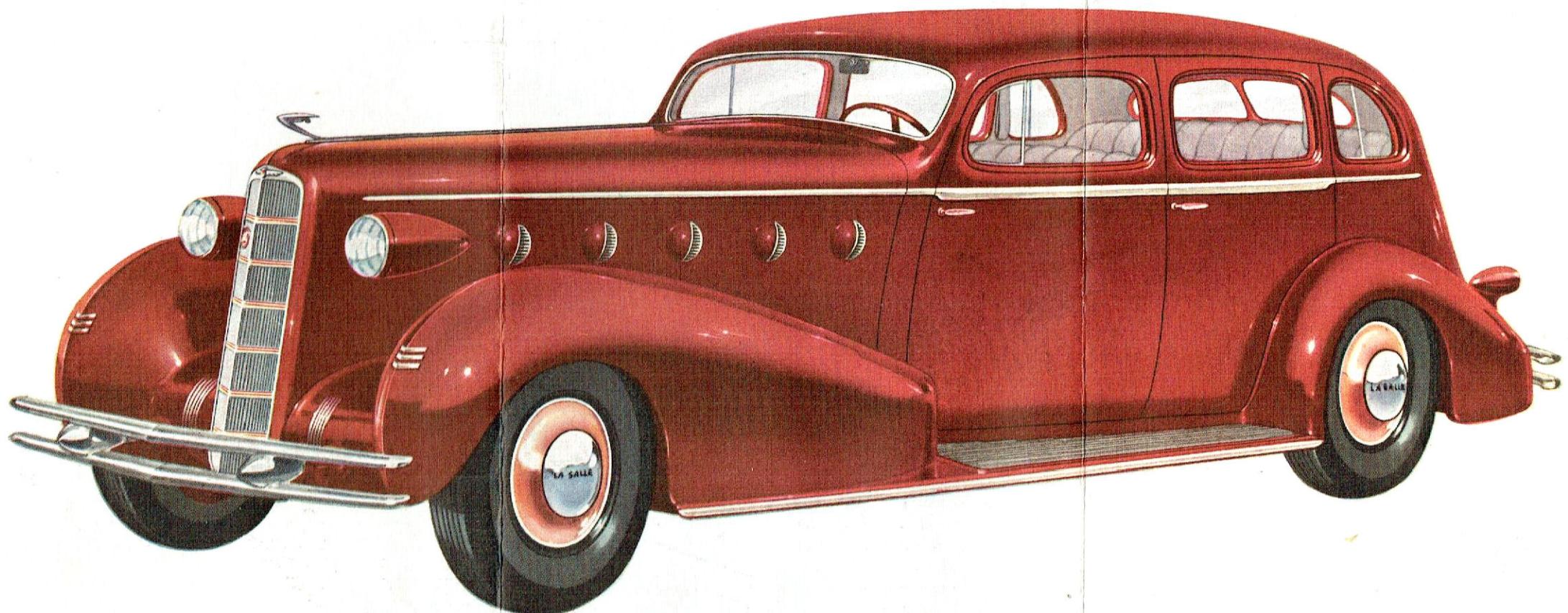


THE NEW

La Salle

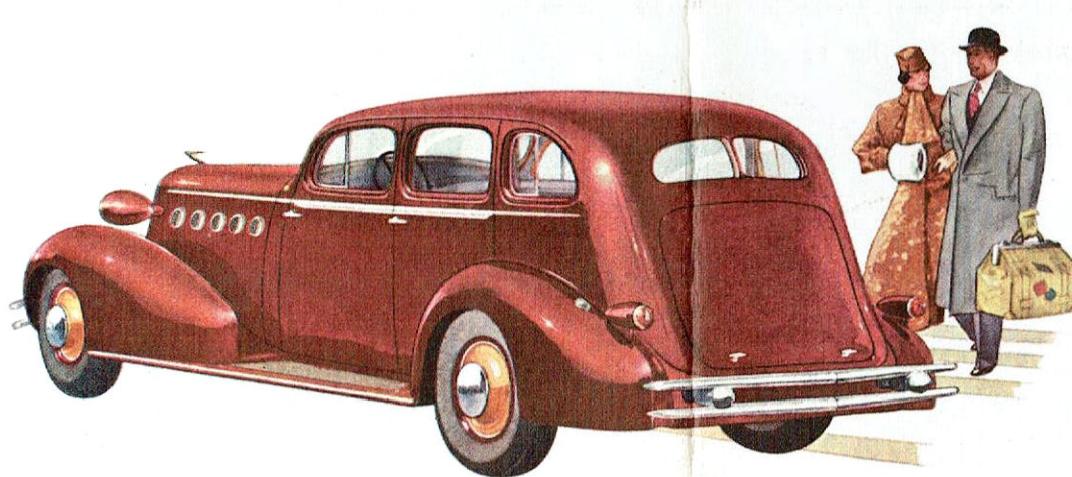
LA SALLE

The Youthful Aristocrat of Motordom

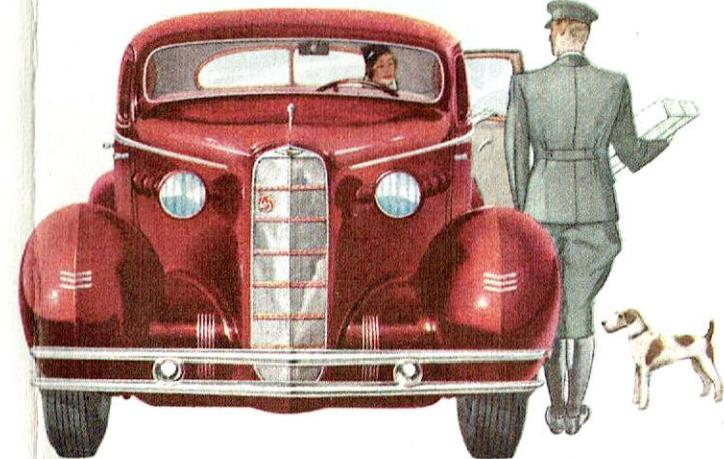


La Salle 5-passenger Sedan, Fleetwood Body

The new LaSalles are given an unusual distinction by their exclusive Fleetwood bodies—produced by the finest custom body-builders in America. When you buy a La Salle, you will have a car that will give you and your family enduring pleasure for thousands of miles of fine dependable motoring . . . an extremely comfortable car . . . newest in the world . . . smart, newly styled, richly appointed, and thoroughly representative of Cadillac luxury and performance.

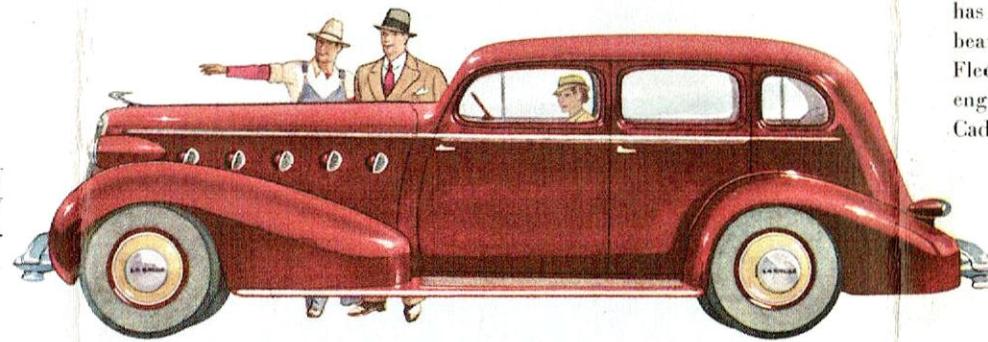


The narrow radiator grill—the streamlined head lamps and supports—the filleting of fender to radiator casing—all contribute to the striking new beauty of the 1934 La Salle. These details have a practical side, too, as their scientific aerodynamic design reduces wind resistance.



An important feature of La Salle's new body styling which completes the air-stream lines from front to rear in the concealment of the spare wheel and tire. They are carried within the rear of the body, in a special compartment, above which is space for luggage.

From whatever angle your eye regards the harmoniously blended lines of the new La Salle, you are sure to gain a new impression of modern youthful appearance in a fine motor car.



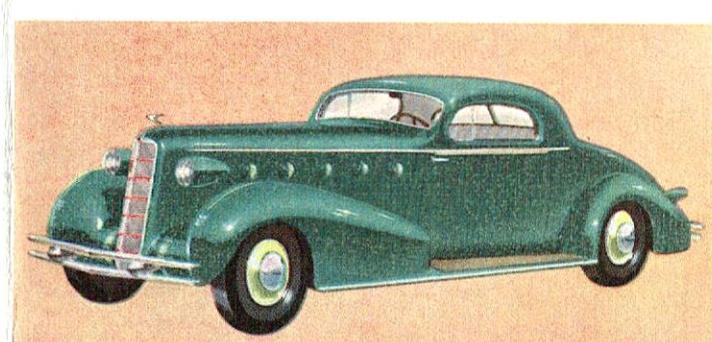
Sleek, smooth, powerful and aristocratic—the new La Salle has character and individuality; smartness with distinction; beauty with strength. Beneath this sturdily constructed Fleetwood Body is a strong new chassis in which advanced engineering design is combined with traditionally accurate Cadillac workmanship.



La Salle 5-passenger Club Sedan—A car of exceptional smartness and distinction. Youthful, aristocratic design; handsome fittings and sound Fleetwood construction. Unlimited choice of color schemes. In all body types, at no extra charge, safety glass is standard equipment throughout.



La Salle 5-passenger Convertible Coupe—On fine, bright, balmy days you'll want the top down; on cold, dour, stormy days you'll enjoy closed-car protection. Choice of four smart colors in leather; of nine regular beautiful color schemes. Other colors optional without extra charge, with deferred delivery.



La Salle 2-passenger Coupe—Especially designed for you if you want an individual car rather than a family car. Fleetwood builds the body, with Fisher No-Draft Ventilation. Cadillac's latest major advancement, Knee-Action Wheels, creates the highest degree of riding ease.



Cadillac presents

THE SENSATIONAL NEW LASALLE

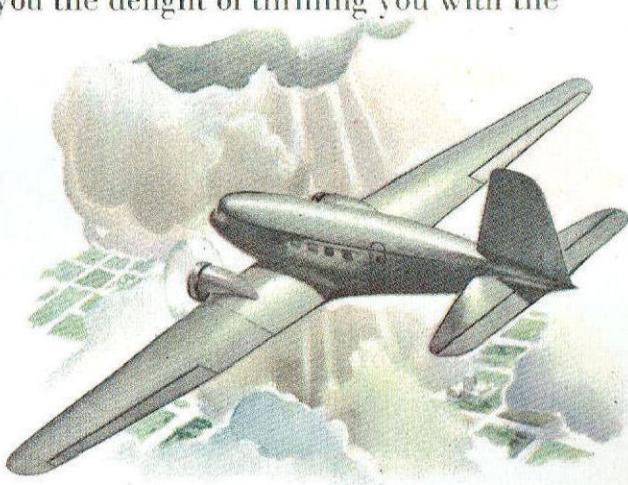


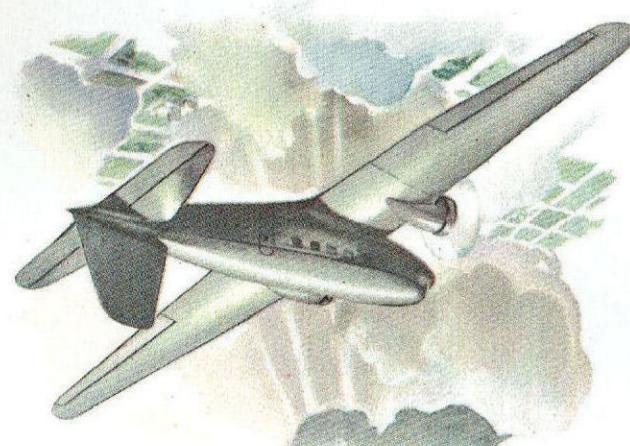
Cadillac has styled, designed and built the newest car in all the world—LaSalle. So newly smart, so exclusive with its Fleetwood bodies, so different—so completely captivating is this new LaSalle that it puts years between yesterday and today. None but an artist could have conceived and carried out the daring new aerodynamic design which removes this new LaSalle so far from the usual and the commonplace. None but the superb craftsmanship of Fleetwood custom builders could transform expressionless wood and metal into this masterpiece. None but Cadillac itself could endow LaSalle—with

its scintillating performance, and the gliding ride of its Cadillac developed Knee-Action Wheels. It would be difficult for you to imagine the satisfaction of owning this *youthful aristocrat of motordom*, so pronounced is the contrast between LaSalle and all else that has gone before. Only demonstration can reveal what to expect as your very own when you become the possessor of the *newest car in the world*.

LaSalle itself waits to afford you the delight of thrilling you with the newest of motor car beauty, and of transporting you in a gliding luxury for which there is no precedent.

CADILLAC'S PRECISION STANDARDS . . . FLEETWOOD BODIES





THE SENSATIONAL NEW LASALLE

Cartille present



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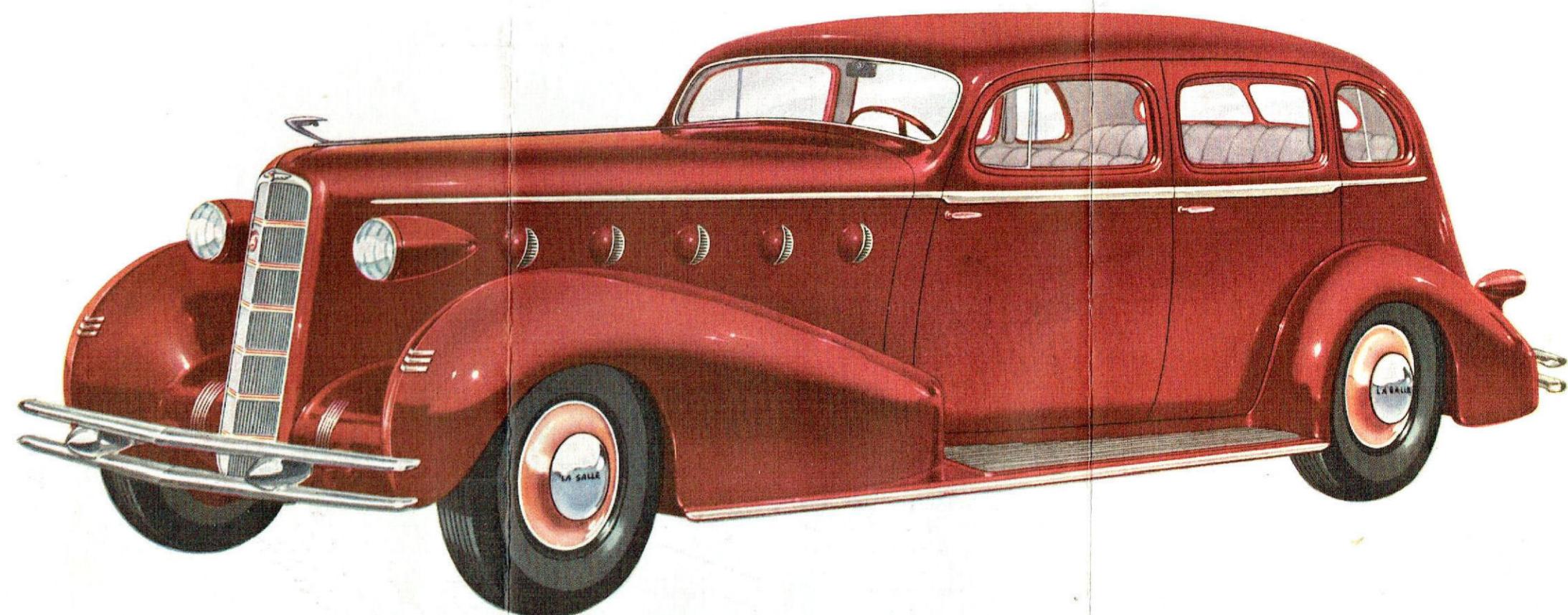


THE NEW

La Salle

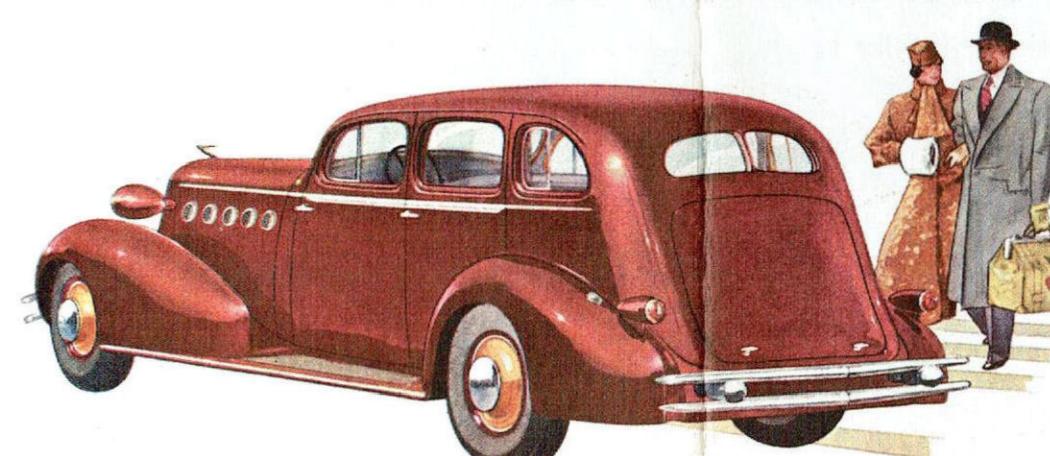
La SALLE

The Youthful Aristocrat of Motordom

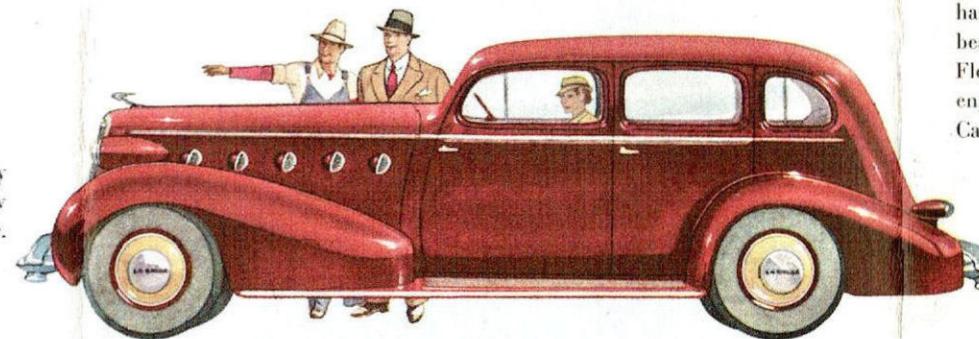


La Salle 5-passenger Sedan, Fleetwood Body

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An important feature of La Salle's new body styling which completes the air-stream lines from front to rear in the concealment of the spare wheel and tire. They are carried within the rear of the body, in a special compartment, above which is space for luggage.



The narrow radiator grill—the streamlined head lamps and supports—the filleting of fender to radiator casing—all contribute to the striking new beauty of the 1934 La Salle. These details have a practical side, too, as their scientific aerodynamic design reduces wind resistance.

A vintage red sedan with a woman in the driver's seat and a man in a uniform standing next to it, holding a newspaper. A small dog is standing near the man's feet.

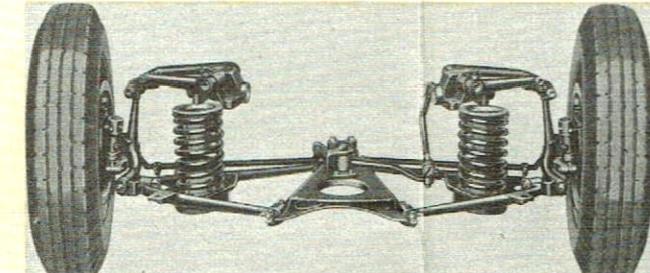
Sleek, smooth, powerful and aristocratic—the new La Salle has character and individuality; smartness with distinction; beauty with strength. Beneath this sturdily constructed Fleetwood Body is a strong new chassis in which advanced engineering design is combined with traditionally accurate Cadillac workmanship.

The Newest Car in the World

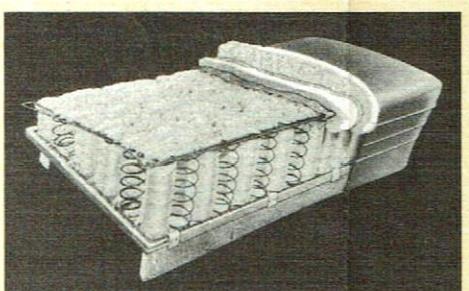
Years ahead of any motor car ever produced

THE NEW LA SALLE offers . . .

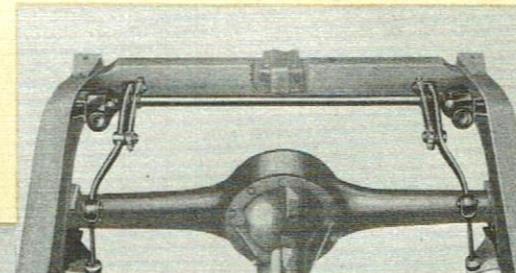
An entirely **NEW** standard of riding comfort . . .



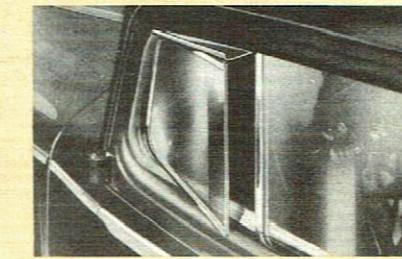
La Salle's Knee-Action front wheels give you an entirely new standard of riding comfort. The improvement over conventional design is beyond description. There is greater smoothness at every speed, unbelievable steadiness, increased safety, easier steering. The soft front springs prevent bouncing and pitching which have always caused discomfort to rear seat passengers.



Scientifically designed for comfort, the seat cushions and backs have soft, resilient Marshall springs covered with thick wool to give you living room comfort on the longest drives.



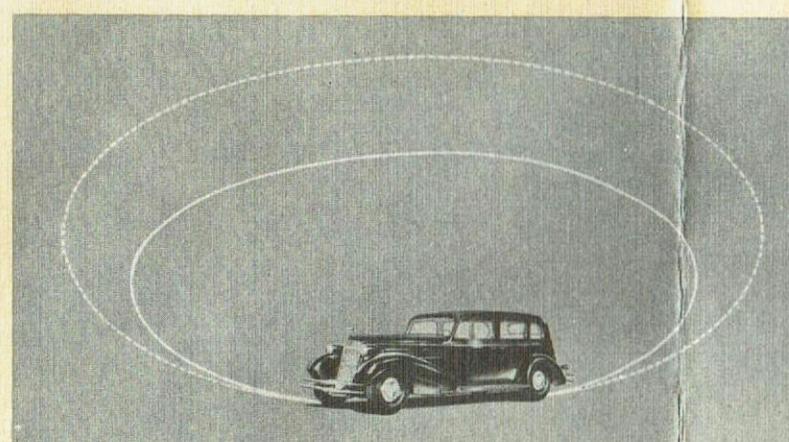
When you round a corner or take a sharp curve at fast speed, the body will not roll and sway because the new ride stabilizer keeps it on an even keel.



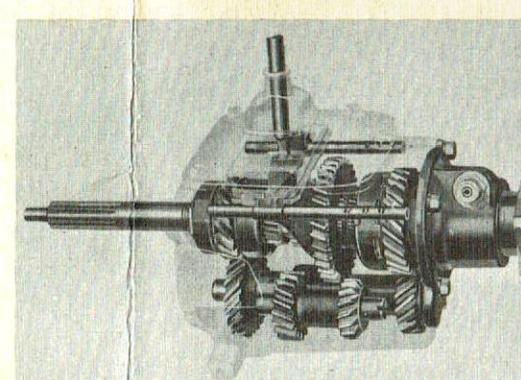
You can adjust front or rear ventilators to give just the right amount of fresh air without annoying drafts to other passengers. The large cowl ventilator completes air circulation in warm or stormy weather.

You will enjoy the elegance and interior richness of the Fleetwood bodies. They are designed by the country's foremost custom body builders with exquisite upholstery fabrics and fashions to give you luxurious comfort.

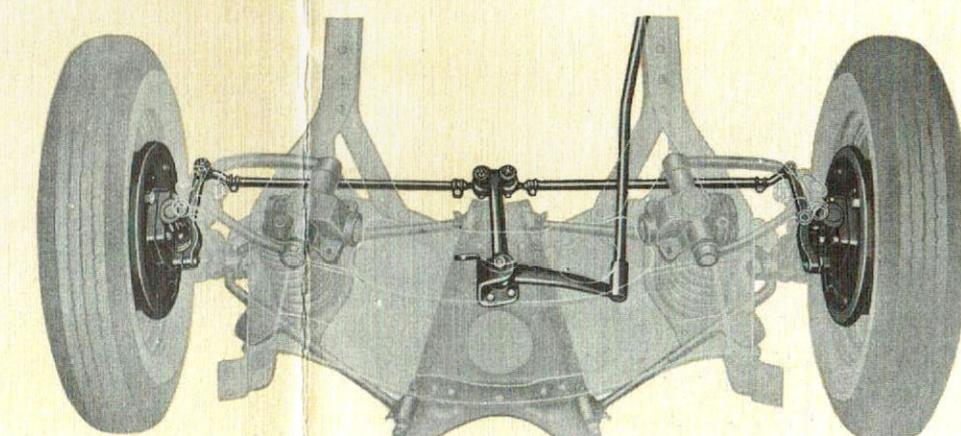
NEW ease of control . . .



You can steer and park the new La Salle with ease in the thickest of traffic. Its wide tread and narrow width frame make it possible to turn the wheels at a sharp angle that reduces handling time and effort to almost nothing. Women especially will enjoy driving La Salle because it handles like smaller and lighter cars of the shortest wheelbase.

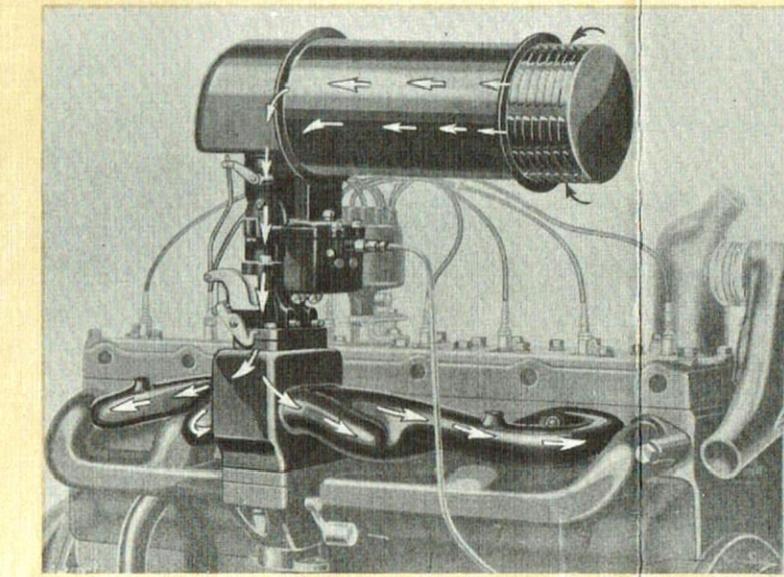


When you shift gears in La Salle you do it easily, quietly and quickly without clashing. The Syncro-Mesh transmission is also an important safety factor in driving because you always have complete control of the gears instantly on ice, in snow or on hills.

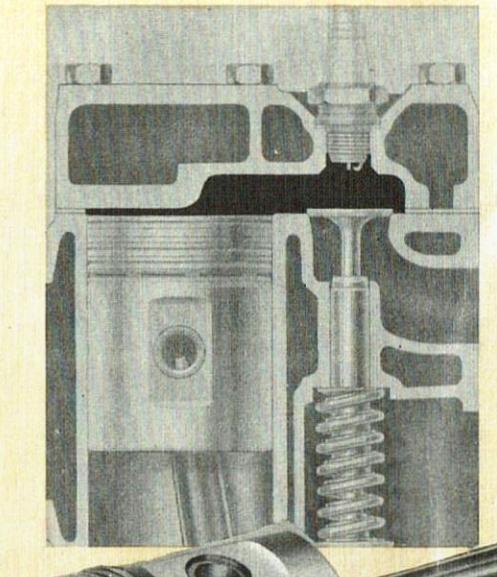


One of the most important features of the new La Salle is the improved double roller steering system which controls the independently mounted front wheels. You can drive all day long at top speed without the customary fatigue, or you can maneuver through the thickest traffic and you will be surprised how little effort it requires to control the car. Each front wheel is directly controlled with the slightest turn of the steering wheel and the steering mechanism is mounted on roller bearings to minimize friction and reduce your physical effort to the minimum.

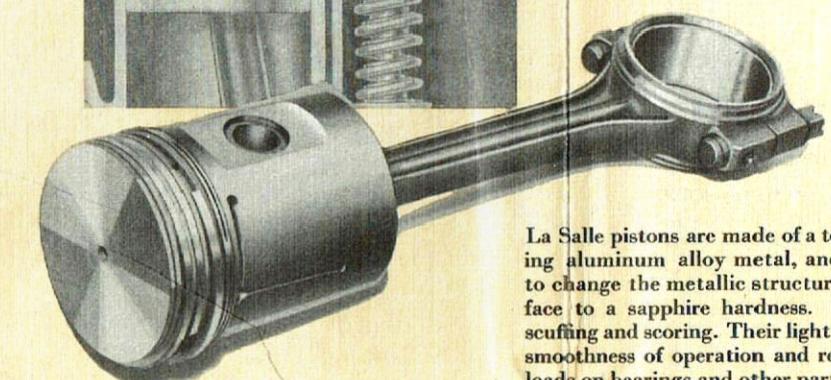
NEW . . . flashing performance . . .



You will enjoy the zest and lively performance of the new La Salle. A powerful straight-eight engine furnishes an abundance of power for all driving conditions. Careful design has been given every detail. The downdraft carburetor has an automatic choke thermostatically controlled that eliminates hard choking when starting. The carburetor is the dual type equipped with air cleaner and intake silencer. Uniform fuel vaporization and automatic heat control give steady and smooth engine performance throughout its entire speed range.

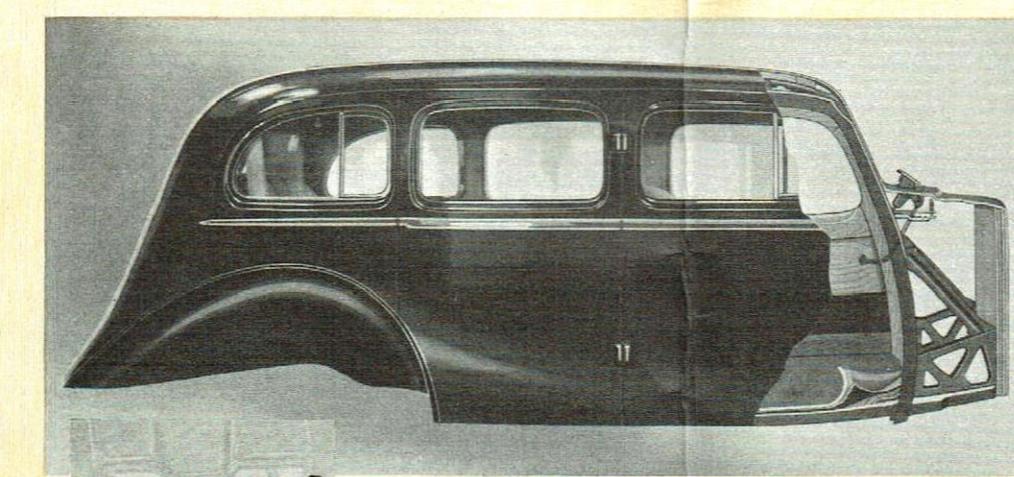


When you drive the new La Salle you will be instantly impressed with its fast acceleration and smooth action on the turn of the light. One of the important factors in the extra power you get in the new La Salle is its high-compression engine. The compression ratio is 6 to 1 which gives maximum power with the best fuel economy.

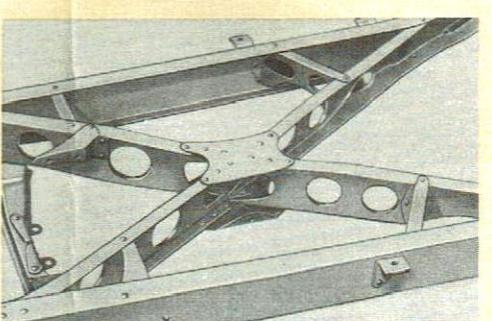


La Salle pistons are made of a tough, long-wearing aluminum alloy metal, and are anodized to change the metallic structure of the wearing face to a sapphire hardness. This eliminates scuffing and scoring. Their light weight increases smoothness of operation and reduces excessive loads on bearings and other parts at high engine speeds.

And a **NEW** measure of safety . . .



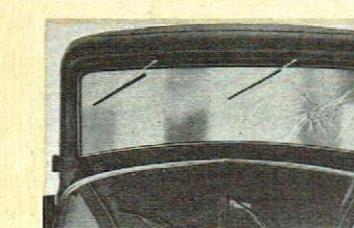
Probably the most important single unit of strength in your car is the frame. The La Salle X-type frame is strong and rigid and forms a sturdy foundation for the body thus minimizing road vibrations and eliminating twisting and weaving. The X-member is actually a frame in itself, and when joined to the outer frame, constitutes a frame within a frame. The resulting extreme rigidity prolongs the life of La Salle bodies—maintaining their original quietness for many additional miles.



The weight of La Salle makes possible the use of the newest type of hydraulic brakes which give maximum efficiency with the minimum of physical effort. La Salle brakes are unfailing, and seldom need adjustment.



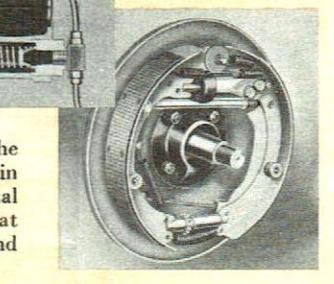
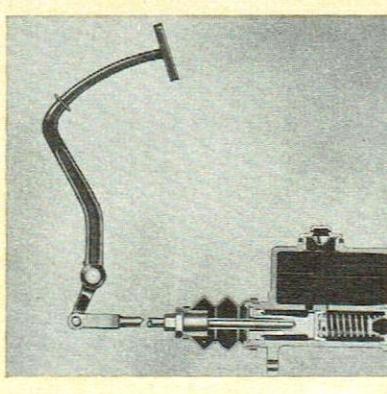
The Fleetwood body on La Salle is sturdily built with a hardwood frame covered with steel panels welded together. The front cowl is strongly reinforced and the roof is of slat and bow construction securely fastened together to provide unusual strength.



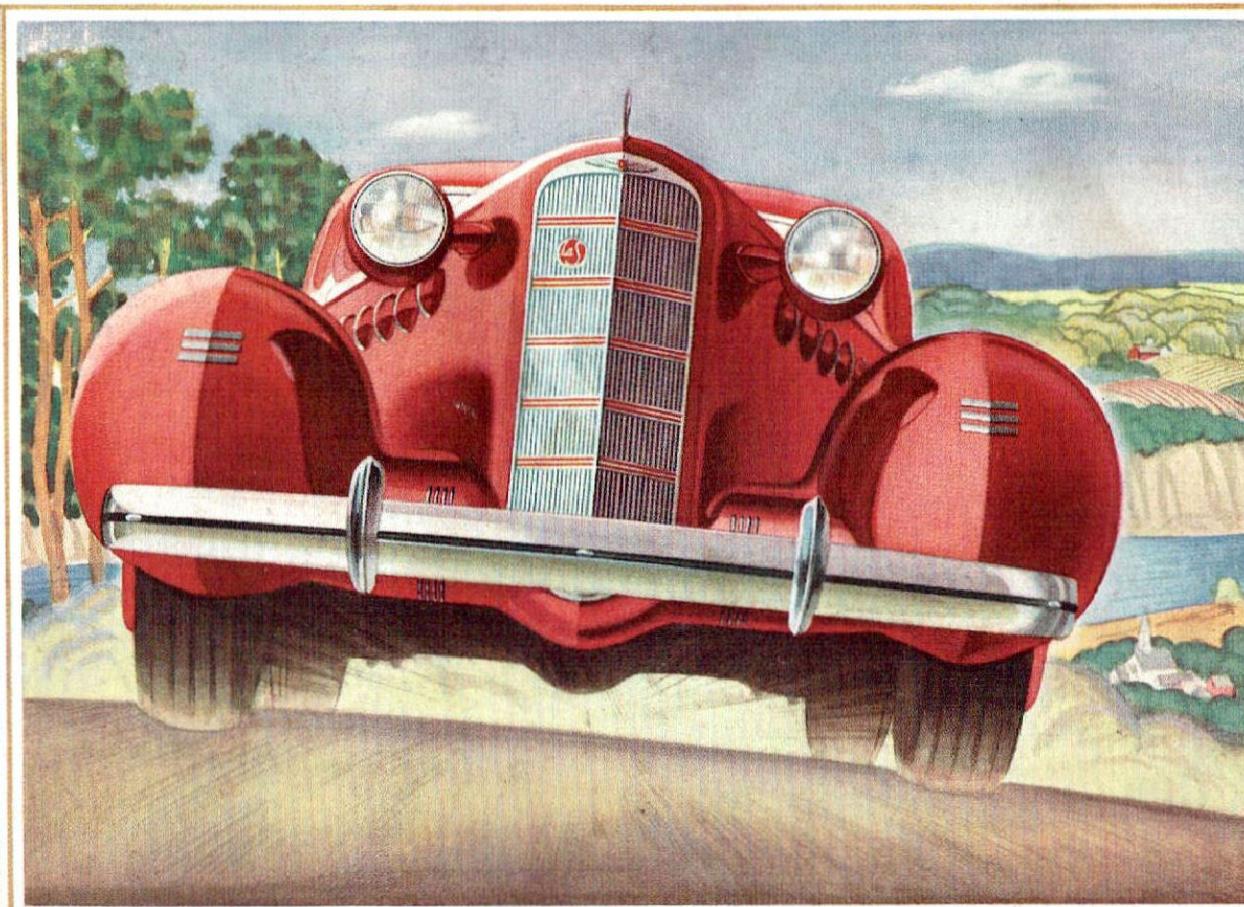
Every time you drive, you want complete protection against the dangers of flying glass. Every piece of glass in the Fleetwood body on La Salle is shatterproof—without extra cost.



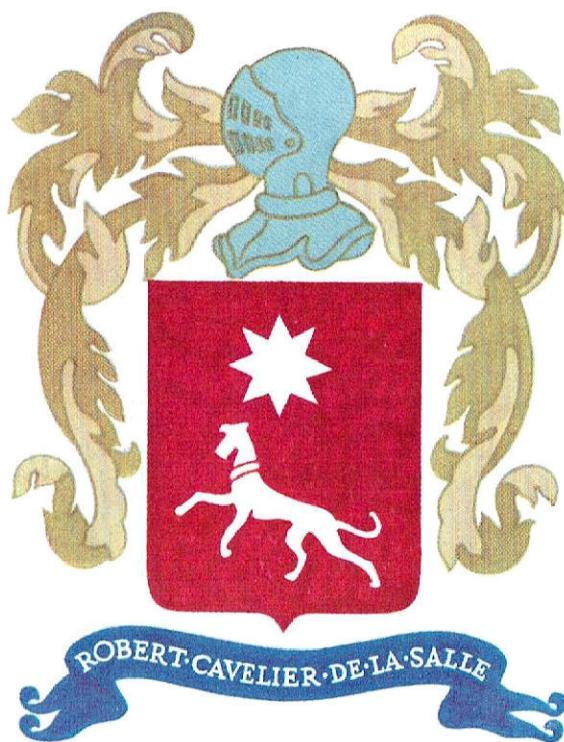
When you are driving at night you want the safety and comfort of adequate long range and wide roadside headlighting. The La Salle has the powerful multi-beam headlights. The foot type switch controls dimming without removing the hands from the steering wheel.

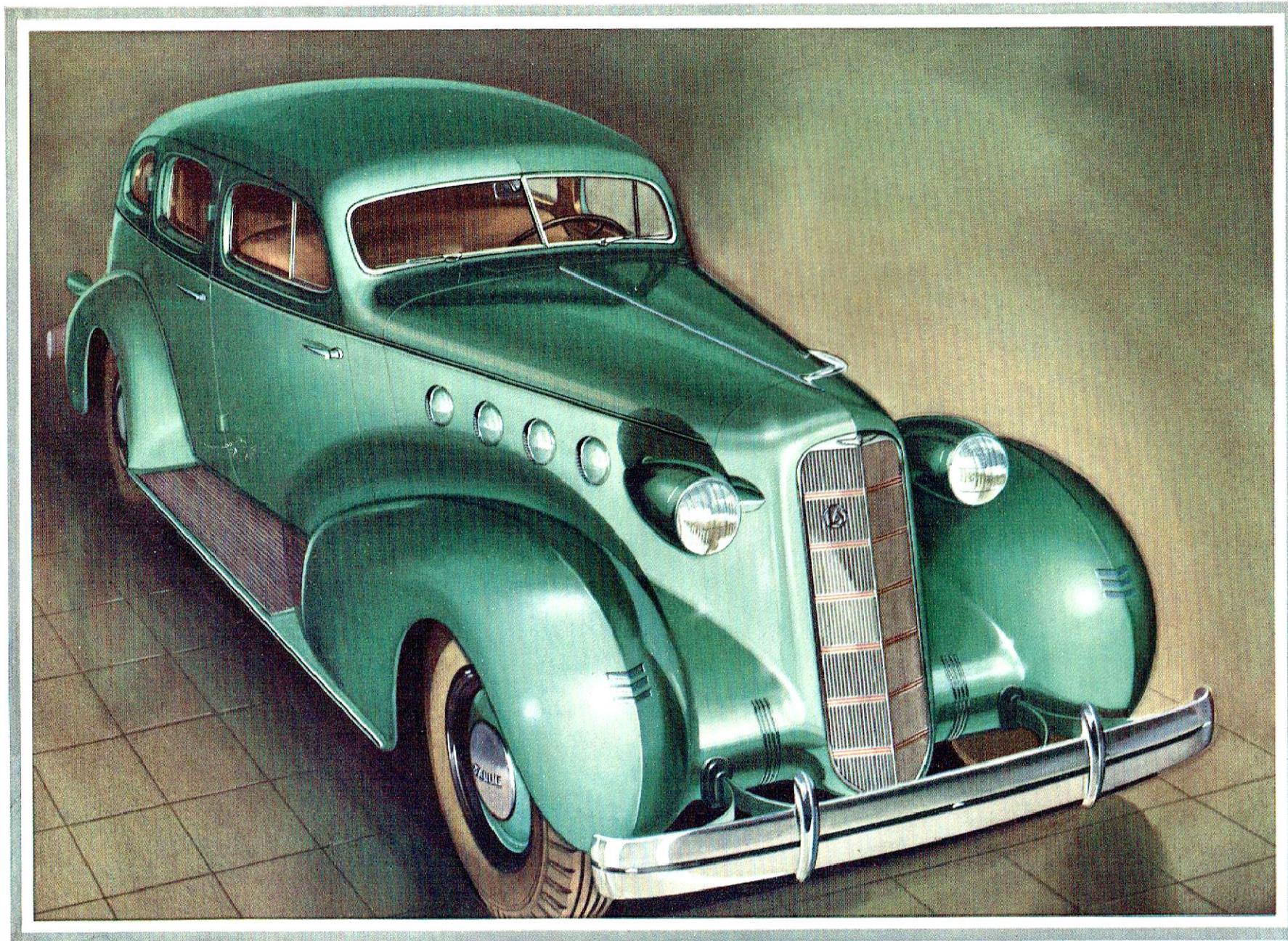


With today's faster driving and the increasing need for quick stopping in emergency situations, it is of vital importance to you to have brakes that are powerful, instantly effective and easy to operate.



THE NEW LA SALLE







C A D I L L A C P R E S E N T S
A Q U A L I T Y B U I L T L O W - P R I C E D

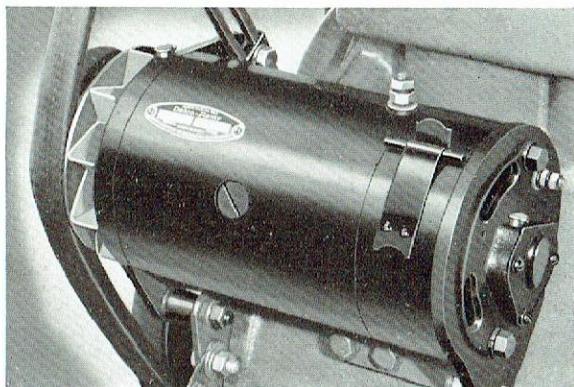
La Salle

W I T H F L A S H I N G N E W P E R F O R M A N C E

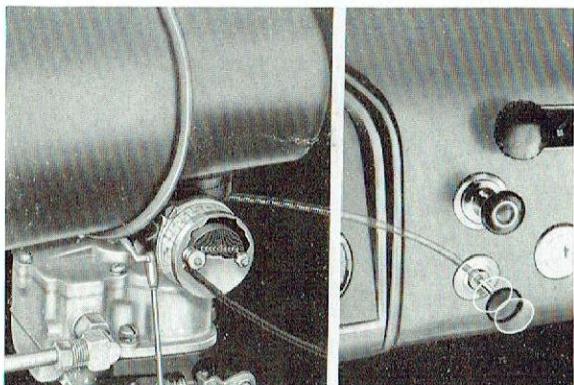


For motorists who desire something beyond the essentials of mere transportation, Cadillac today offers a new motor car achievement—a quality-built, low-priced La Salle. + Designed and built by Cadillac, the new La Salle is a genuine tribute to fine car ideals. Its quality construction, finish and appointments are instantly apparent. + Equally important with its excellence of materials, however, is the quality reflected in La Salle's brilliant new styling, its flashing new performance and its new measure of dependability and safety. For La Salle looks, performs and reacts as only a car of quality can. + In appearance the new La Salle is smarter than the style-

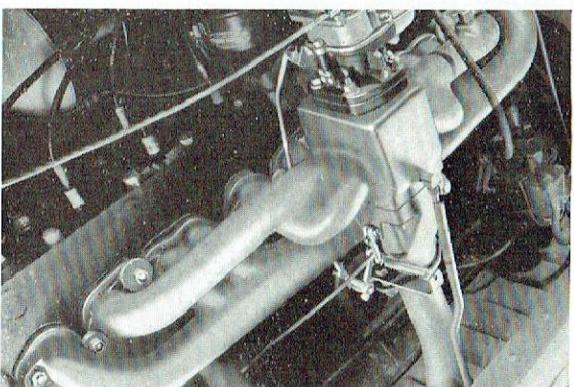
setting La Salle of last year—the car that established the streamline trend for the entire industry. + In performance the new La Salle seems actually inspired. It whisks its way through traffic with alert and resourceful ease. It meets the challenge of the open road with hour after hour of swift, unlabored speed. It takes the longest hills in flashing, effortless stride. + In safety, dependability and ease of handling, La Salle stands at the very forefront of its field. It offers scores of quality features that make for physical and mental security. + The new La Salle has been called the *extra-value* La Salle. The following pages of this book will tell you why.



New Peak Load Generator



New Triple Range Choke



New Equalized Manifolding

IMPORTANT MECHANICAL ADVANCEMENTS

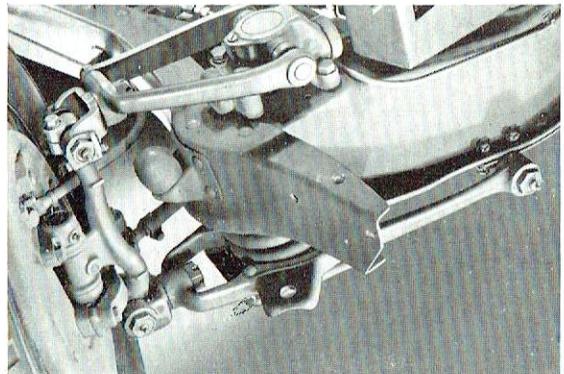
Feature the **N E W L A S A L L E**



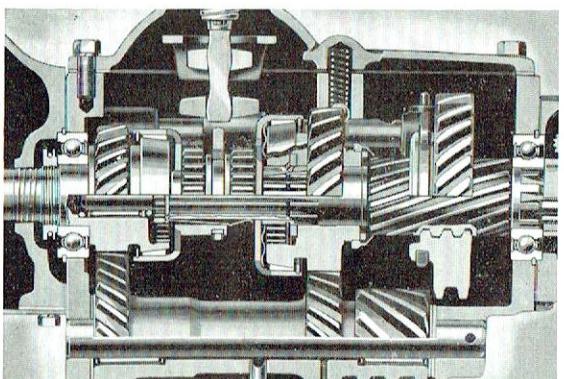
THE new La Salle is as advanced mechanically as it is in smart and beautiful streamline design. + It offers, among many other extra-value features, two important advancements that are found on no other motor car regardless of price—the Peak Load Generator and the Triple Range Choke. + In the new Peak Load Generator, current and voltage are so regulated that the battery maintains the correct maximum charge at all times. An ingenious automatic control constantly changes the output of the generator to meet the requirements of the moment. When headlamps, radio or other electric units are drawing heavily on the battery reserve, the charging rate increases. When the electric accessory load declines, the charging rate drops. Thus the battery is prevented from running low or over-charging, and its life is prolonged through the elimination of extremes of charge and discharge. + The new Triple Range Choke offers the La Salle owner the option of automatic or manual choke control. When the choke control button on the dash is in neutral position, the choke

operates electrically and automatically. When it is pulled out, the electric choke becomes inoperative and the choking is done by hand. Again, when the button is pushed entirely in, the motor is de-choked . . . an advantage in high altitudes and with extremely high test fuels.

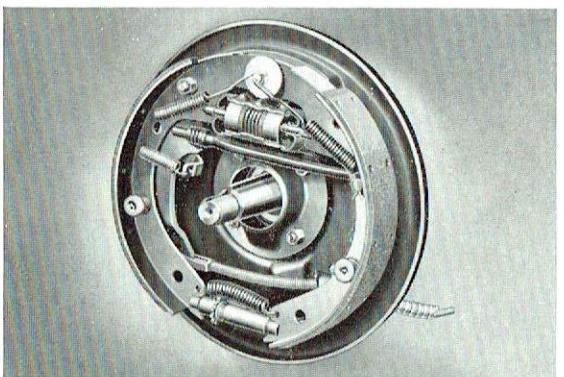
Another exclusive La Salle feature is the Equalized Manifolding system of the motor. In the La Salle manifold the distance from the carburetor to each combustion chamber is exactly the same. This practice makes for more completely equalized fuel feed to each cylinder, and contributes an even greater measure of smoothness to the velvety La Salle engine. ♦ Other noteworthy features of the new La Salle chassis are these: Improved and strengthened Knee-Action Wheel units, in which both ends of the lower wishbones are now suspended from solid steel bars securely anchored to the frame. Redesigned and sturdier Syncro-Mesh transmission which provides positive quietness in all speeds and makes for greater dependability and longer life. Super-hydraulic brakes with drums bearing a thick contact facing of cast-iron, which in turn permits the use of harder brake lining and thus insures greater braking efficiency and longer-lived brake service. ♦ And these are but a few of the scores of advancements which contribute to La Salle's new brilliance of performance, its unusual ease of operation, its thoroughgoing comfort and its great new measure of safety. Your La Salle dealer will gladly go over the new car with you point by point and explain the advantages of each and every feature which helps to make the new La Salle the car of extra value. Then, if you have not already had the pleasure of a demonstration drive, he will let the new La Salle prove to you in traffic and on the open road why it is today's most extraordinary value in the field of lower-priced cars.



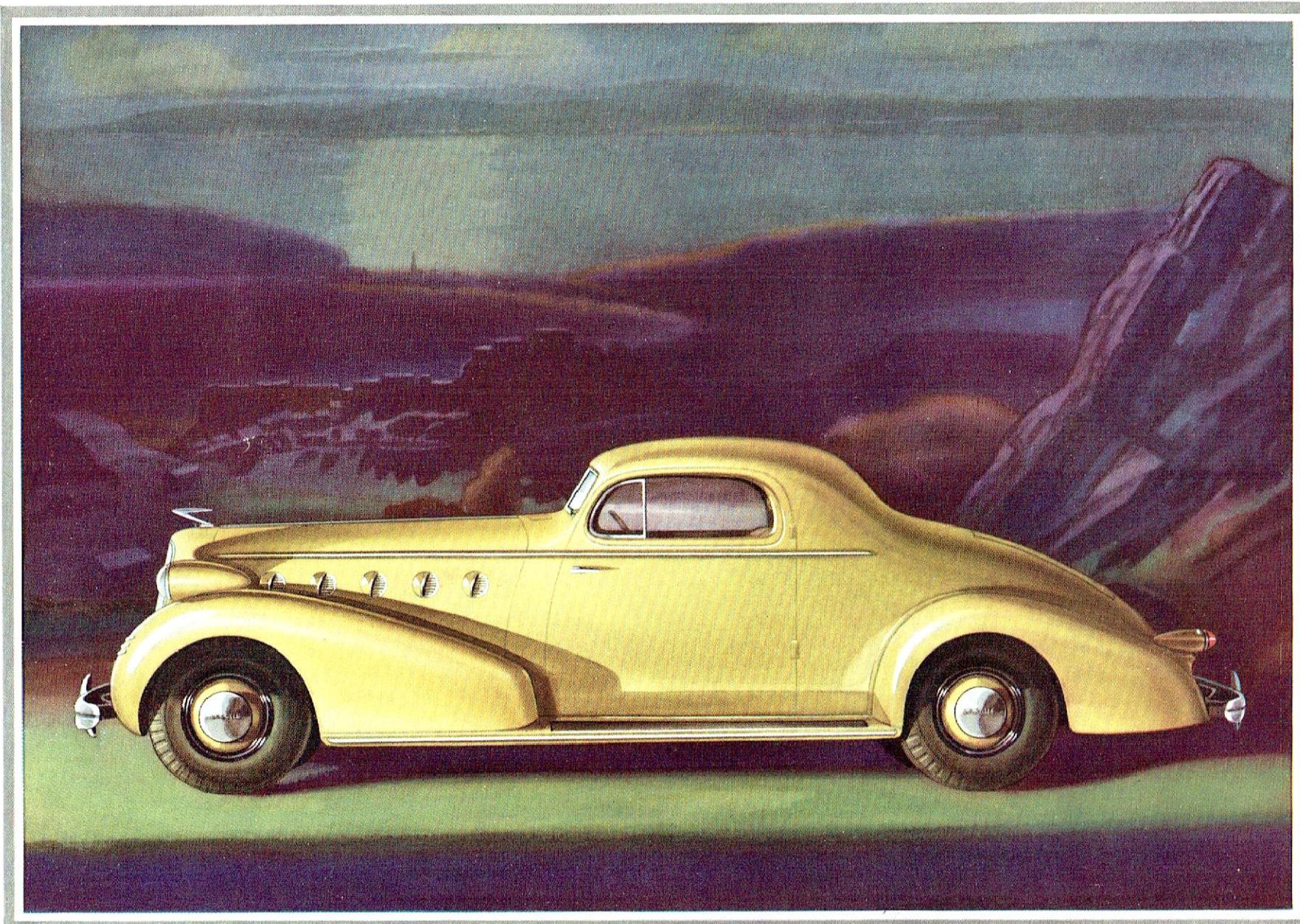
Strengthened Knee-Action Unit



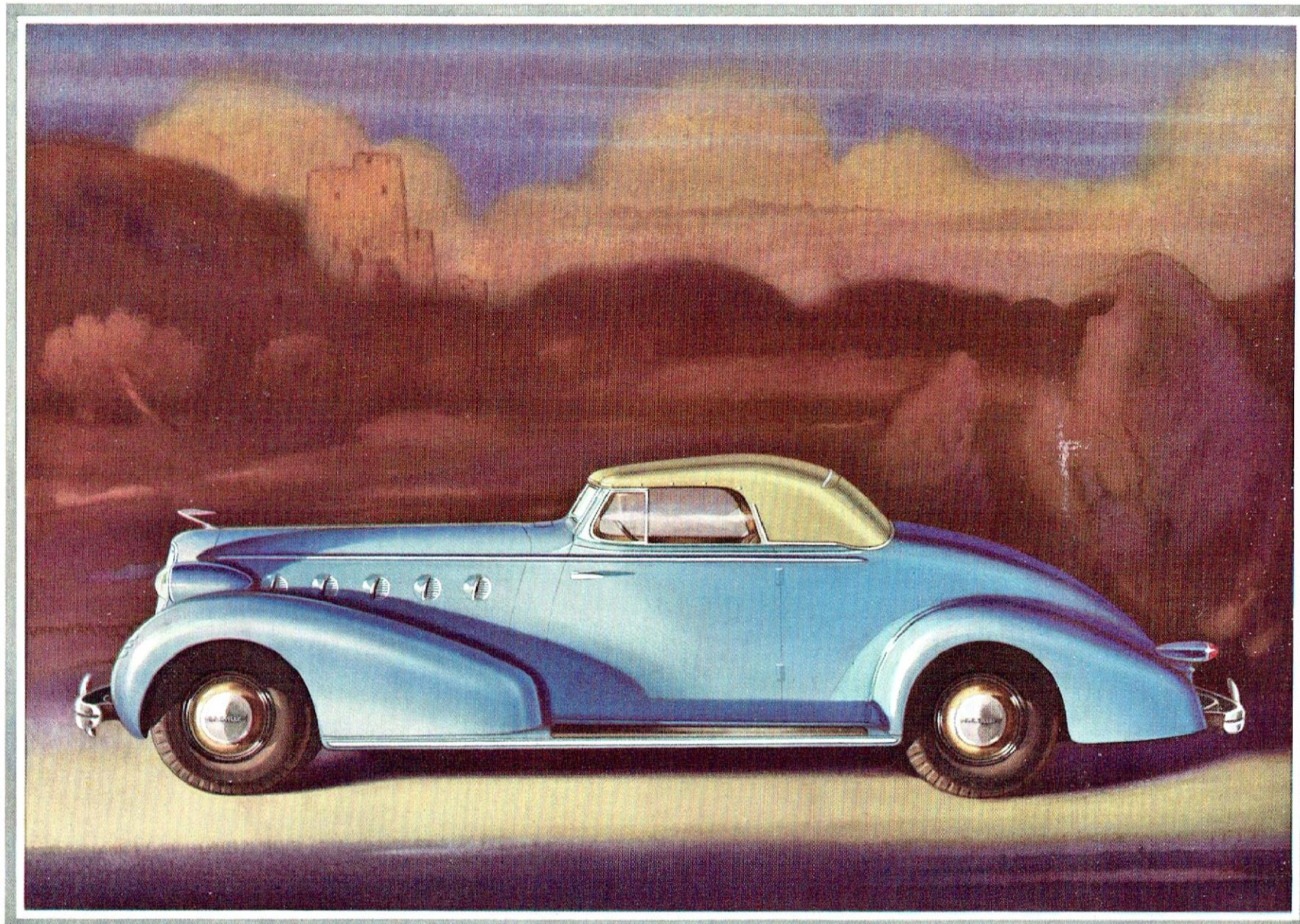
New Syncro-Mesh Transmission



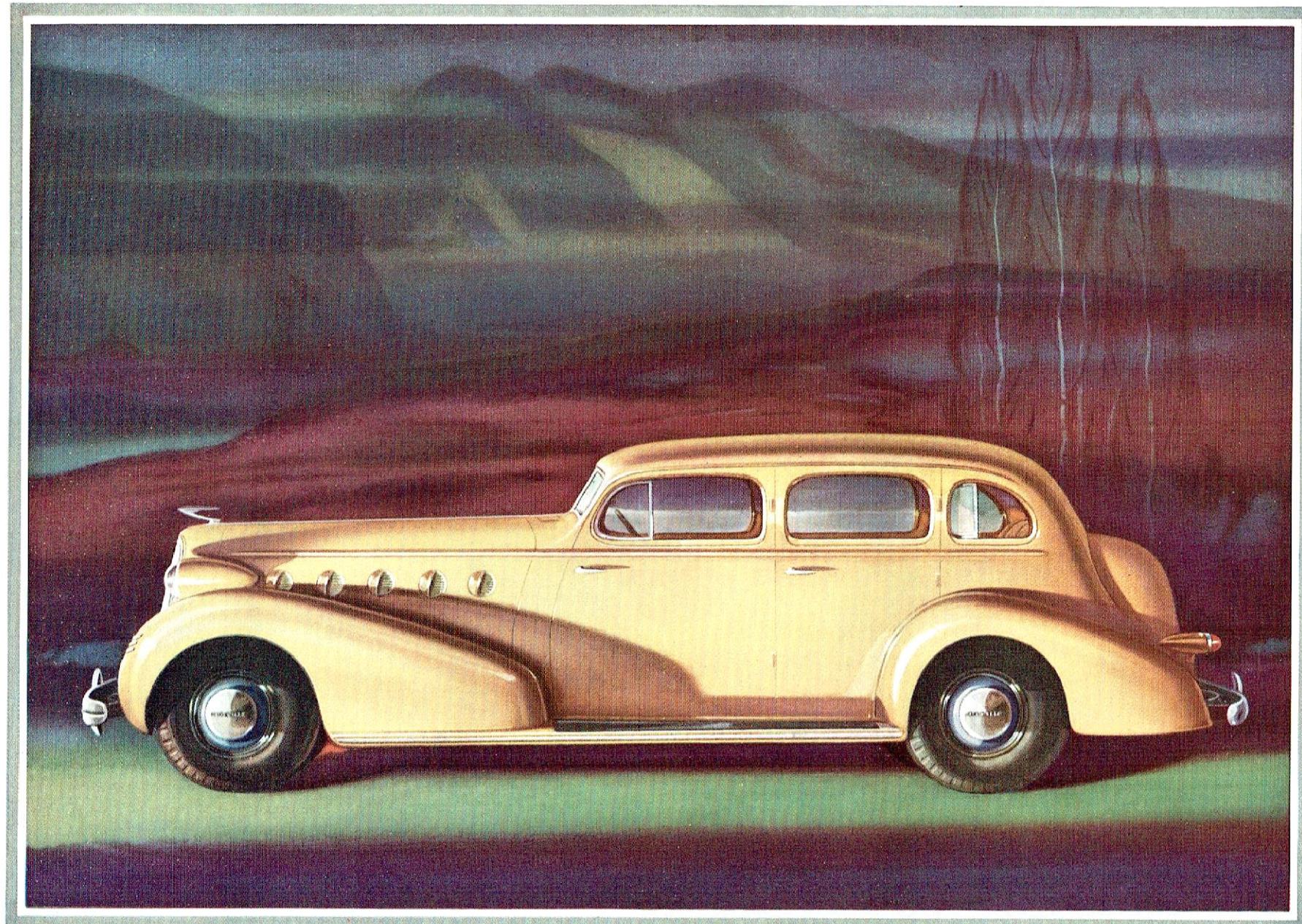
Super-Hydraulic Brake



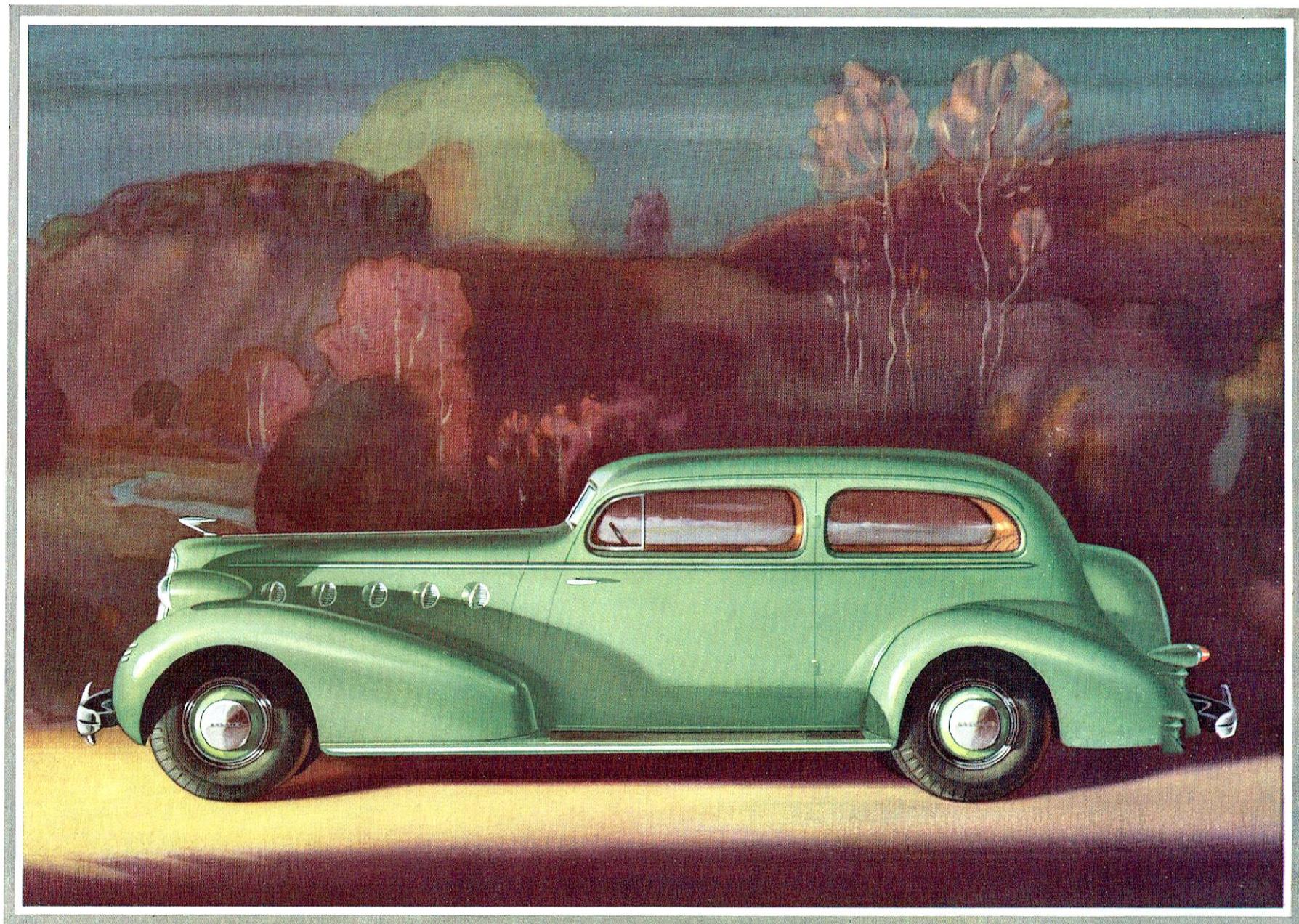
La Salle Coupe



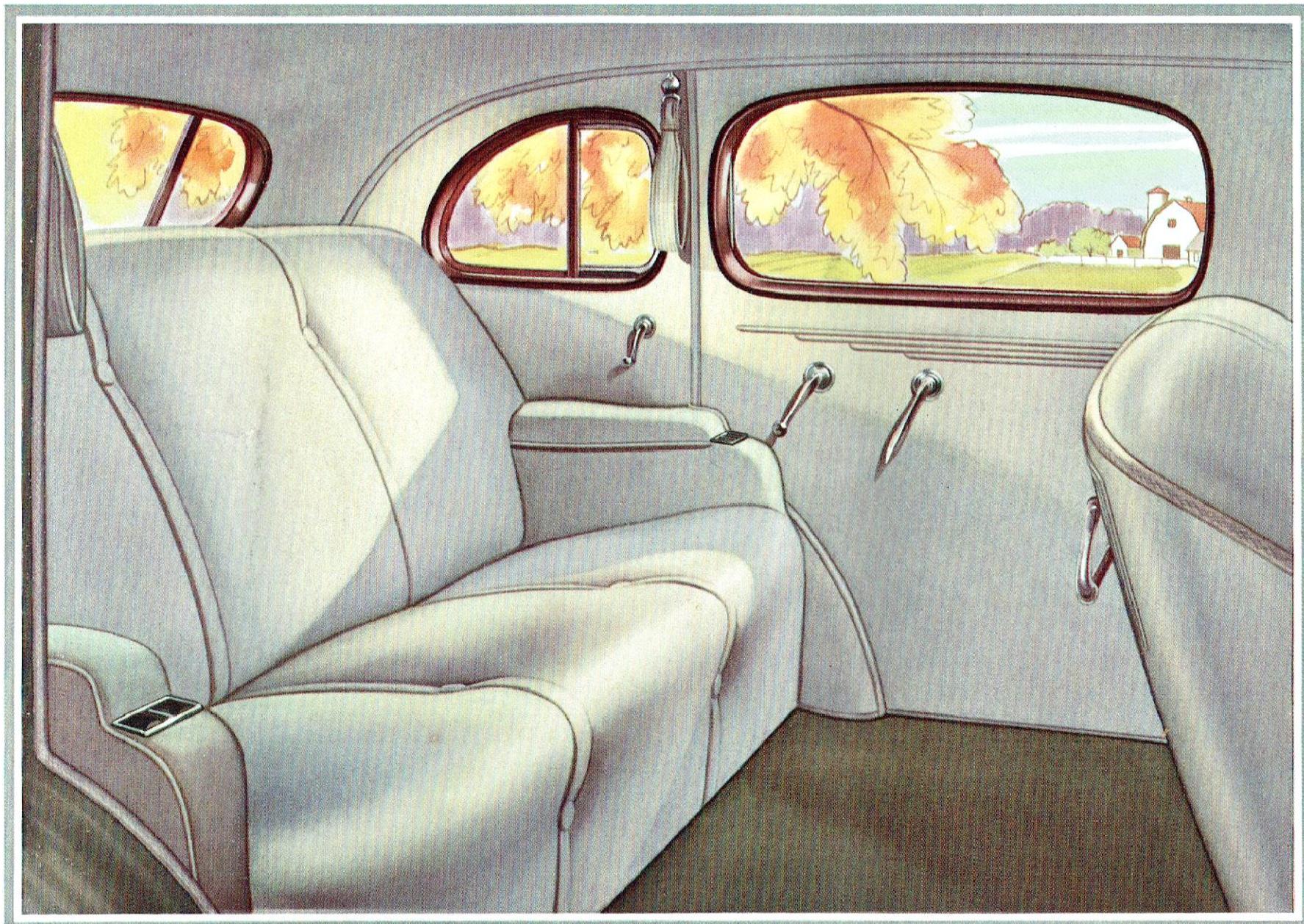
La Salle Convertible Coupe



La Salle Four Door Touring Sedan



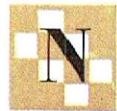
La Salle Two Door Touring Sedan



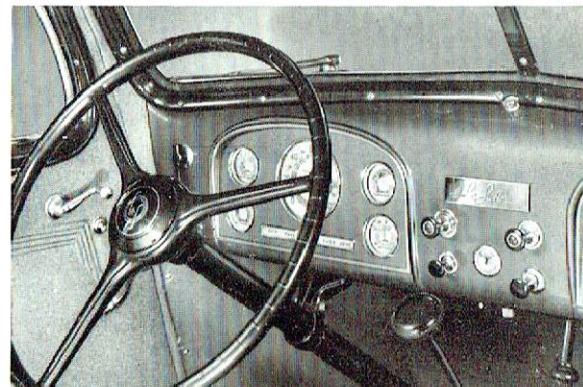
La Salle Interiors are Smartly Tailored in Quality Fabrics

NEW BEAUTIES OF DESIGN

Grace the NEW LA SALLE



ONE MORE than a glance at La Salle's handsome new models is required to establish their fresh grace of line and beauty of contour. More leisurely inspection then discloses dozens of new details of design, each of which contributes its share to La Salle's acknowledged style leadership among motor cars. + The interiors, for example, are smartly tailored in quality fabrics, and the hardware appointments are newly designed to match. The instrument panel represents a new conception of beauty and convenience. The big, spacious, trunk-type luggage compartments of the Sedan models harmonize with the sweep of the bodies themselves. The sloping V-type windshields lend an added touch of streamline beauty, and the divided rear windows complement the windshields in design. + All closed models of the new La Salle include the latest Fisher contribution to safety and beauty—the solid steel, Turret-Top body. This newly developed body, due to its unique steel roof construction, introduces an added factor of sturdiness and security. At the same time it permits a new grace of roof design which adds immeasurably to La Salle's distinctive styling—styling which marks the new La Salle as America's smartest car.



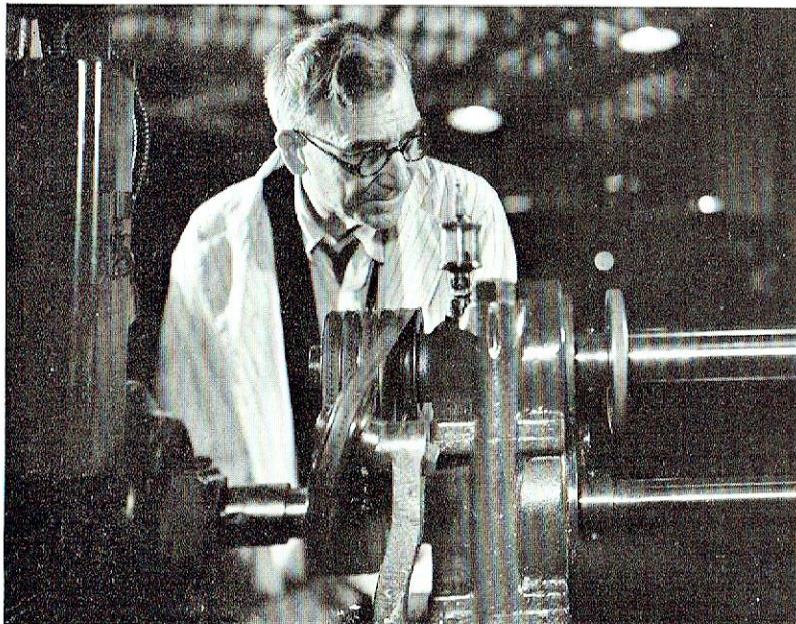
Newly Designed Instrument Panel



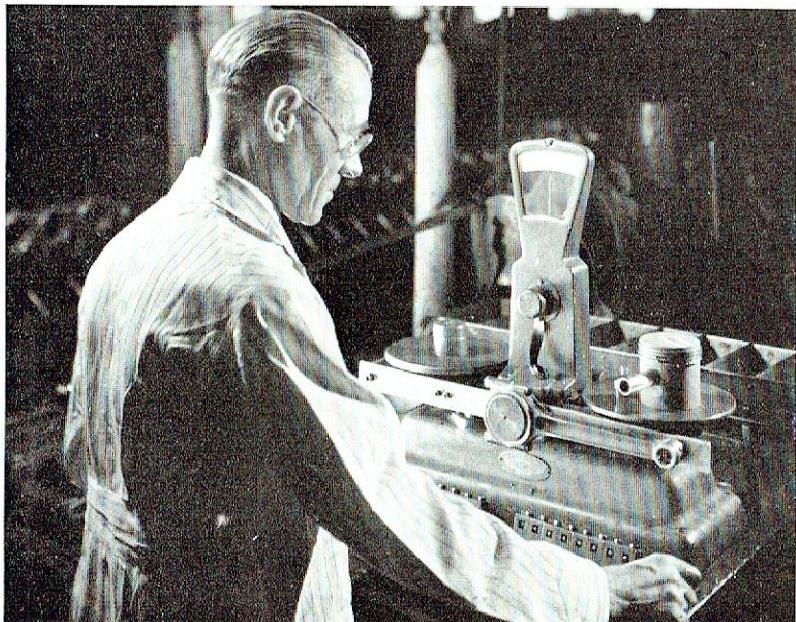
Streamlined Luggage Compartment



Solid Steel, Turret-Top Body



Skilled Hands Operate Diamond Boring Machines



Jeveled Scales Balance Pistons and Connecting Rods

The
N E W L A S S E L L E
I S
A T R I B U T E T O F I N E C A R I D E A L S



THE new La Salle is without question the fine car of the lower-priced field. It was designed by the same engineers who have established Cadillac as Standard of the World. It is built in the Cadillac factory by Cadillac trained craftsmen. Cadillac standards of precision workmanship and Cadillac standards of inspection govern its manufacture. La Salle motors are assembled in the same department as the engines of Cadillac cars . . . on adjacent production lines . . . and by mechanics long trained to the Cadillac watchword, Craftsmanship a Creed, Accuracy a Law. On the chassis and body assembly lines, La Salle cars alternate with Cadillacs . . . and here again the workmanship is that of men long schooled in the Cadillac tradition. La Salle, to repeat, is Cadillac designed and Cadillac built . . . and so it is that the new, extra-value La Salle is a genuine tribute to fine car ideals.

