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A DISTINGUISHED FAMILY
OF FOUR FINE CARS

Built by Cadillac

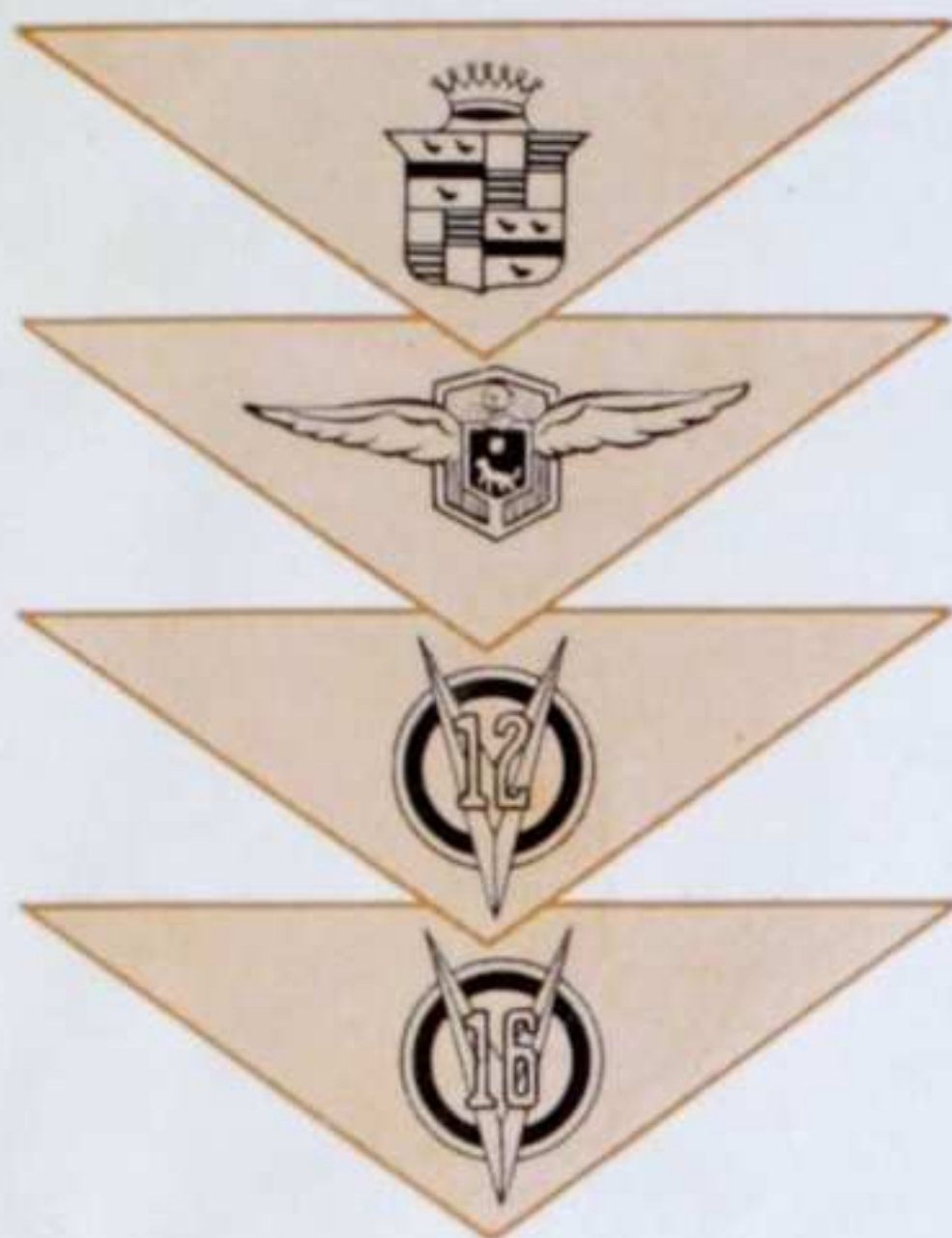


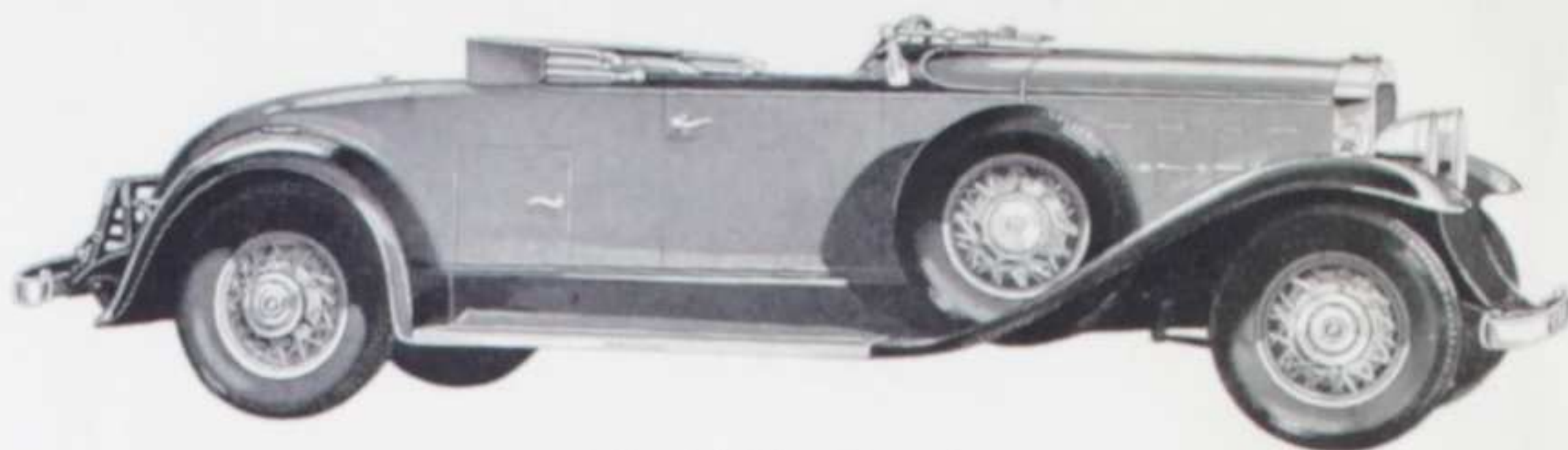
OUTSTANDING GENERAL MOTORS VALUES

A DISTINGUISHED FAMILY
OF FOUR FINE CARS

OUTSTANDING GENERAL

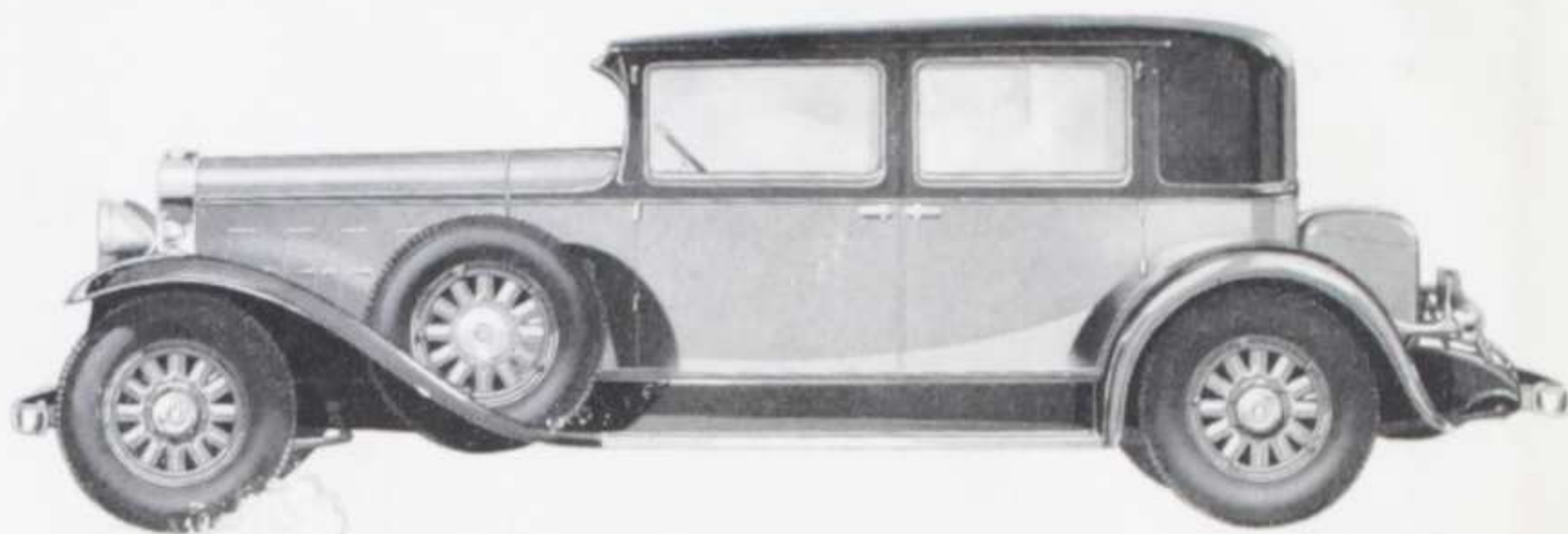
MOTORS VALUES





La Salle Roadster

Fleet and graceful body lines promise a performance richly fulfilled by La Salle's capable chassis. Nonclashing transmission, harmonized steering, and safety brakes add to the thrill of driving.



La Salle Town Sedan

The open road or the city streets are equally inviting to this modish body style by Fisher. The trunk is commodious, and passenger space is generous and uncommonly comfortable.

THE LASALLE V-8



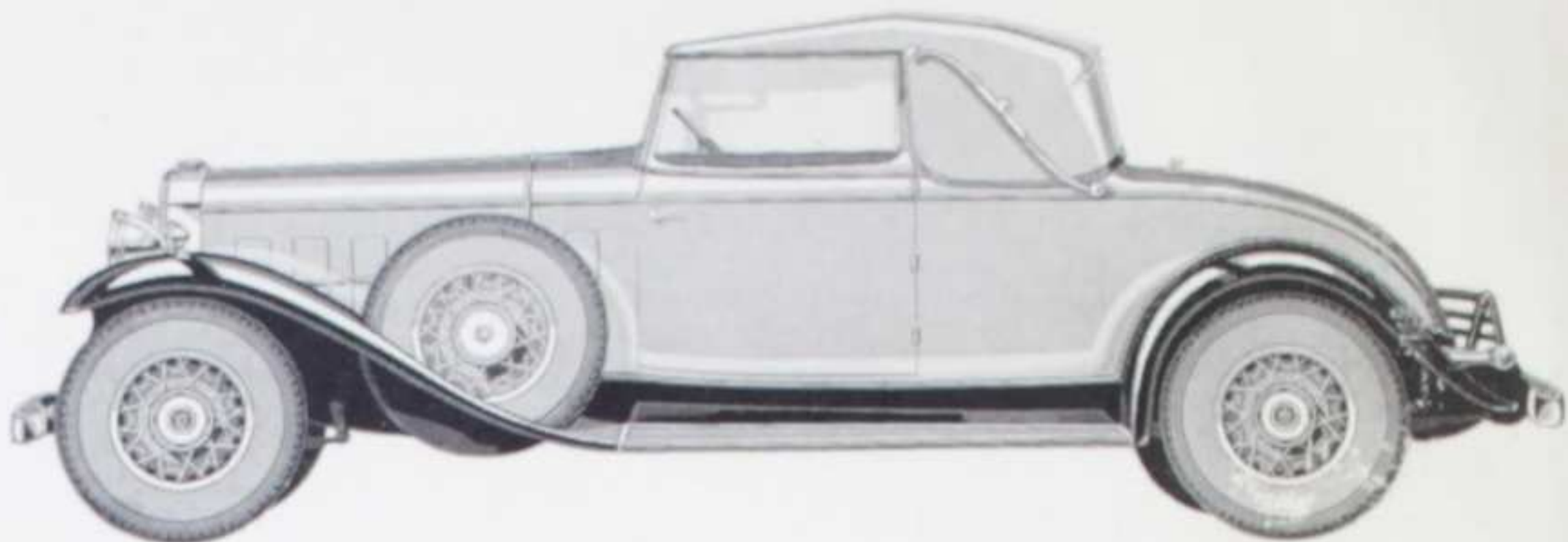
AS one of Cadillac's four lines of distinguished cars, the LaSalle V-8 partakes fully of the significant advance in chassis design that produced the Cadillac V-12 and V-16.

In fact, the genuine Cadillac character of the LaSalle is evident in its every unit. Merely to sit in the car is to be impressed with its complete provision for your convenience and gratification. Cushions so deep and restful, accommodations so inviting are not to be had in a lesser car. Its roomy, beautifully appointed bodies by Fisher and Fleetwood provide an atmosphere of true elegance enhanced by rich upholstery fabrics and fine tailoring.

To ride in LaSalle—better still, to drive it—is to be delighted with its brilliant performance. Here is the swift acceleration you have sought—the assurance of easy, smooth, silent power; the mental comfort of certain control—safety and dependability in utmost degrees. Yet the LaSalle Five-Passenger Sedan lists at only \$2295 f.o.b.

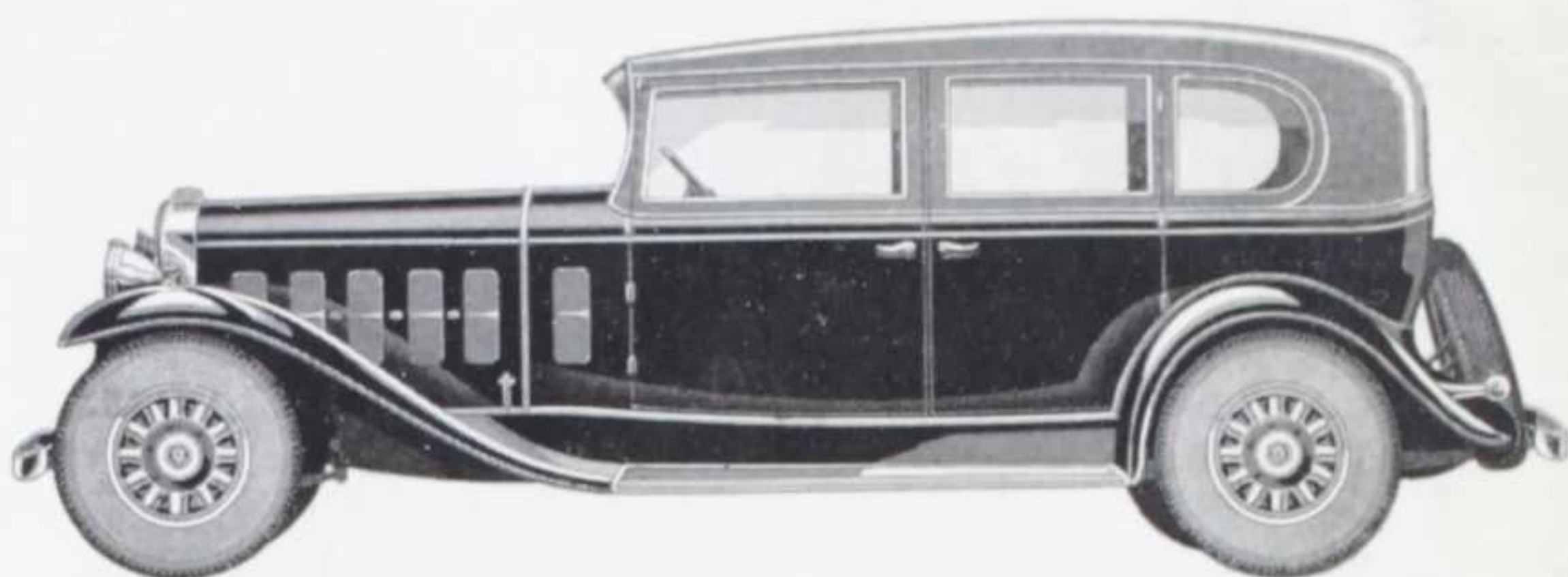
Only through the vast economies effected by General Motors and by Cadillac's greatest manufacturing program is it possible to supply this exceptional measure of value at prices so low.

If you will examine LaSalle, you will be instantly caught by its charm and value. It is an ultra fine motor car, Cadillac designed and Cadillac built—yet it is available for little, if any, more than is customarily asked for conventional motor cars. And it will give you long life far beyond anything you have hitherto known at the price.



Cadillac V-8 Convertible Coupe

Fleetwood again reveals its mastery of coach detail in the top design of this smartly turned-out Cadillac. The top collapses into a few inches, yet is snug and tight when raised.



Cadillac V-8 Five-Passenger Sedan

Unquestionably the most popular body style in the Cadillac V-8 line; endowed with crisp, modish lines. This Sedan is available at the lowest prices in twelve years of Cadillac history.

THE CADILLAC V-8



TEST the performance of the Cadillac V-8 and you will quickly recognize that its kinship to the Cadillac V-16 goes deeper than the name.

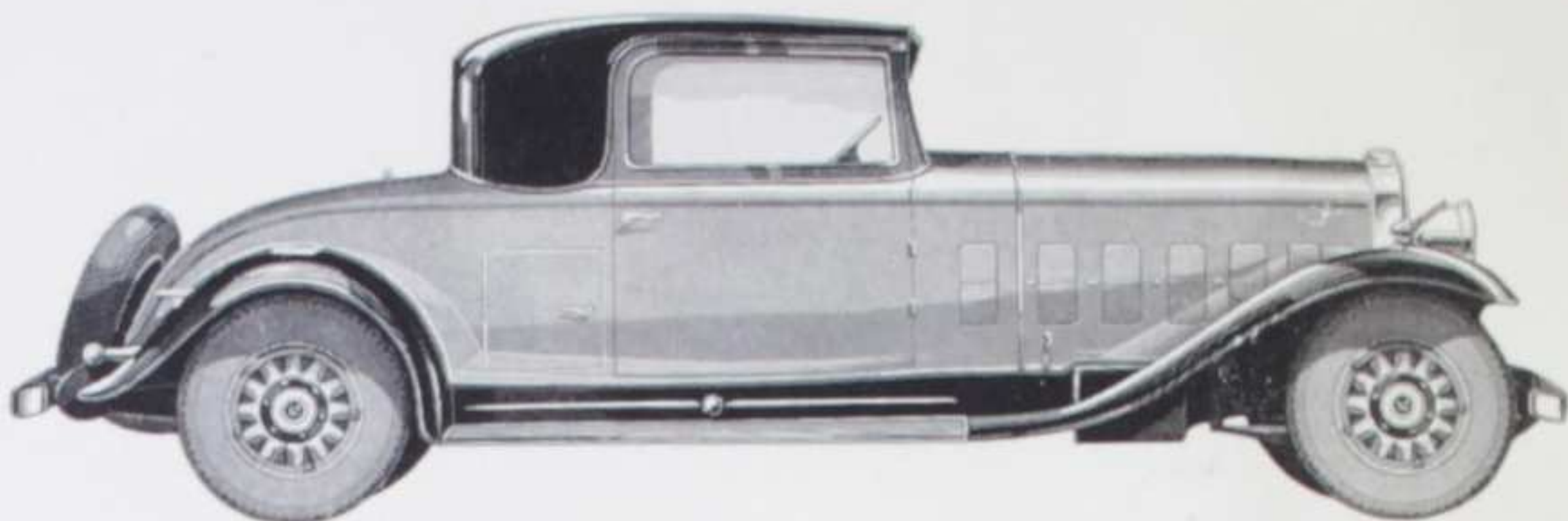
For this splendid car—somewhat reduced in size and weight from earlier models—is powered by the largest eight-cylinder engine ever built by Cadillac, with results in acceleration, speed, and flexibility that are unsuspected and delightful.

Its powerful V-type engine, refined and improved along the lines followed in developing the V-12 and V-16, is efficient, dependable, long lived. It attains top speed quickly, travels smoothly, quietly, and easily at any speed you require as long as you wish.

In styling, too, this is the most spirited of all Cadillac Eights. Body lines are pleasing in their flowing grace; ensembles are smart and balanced.

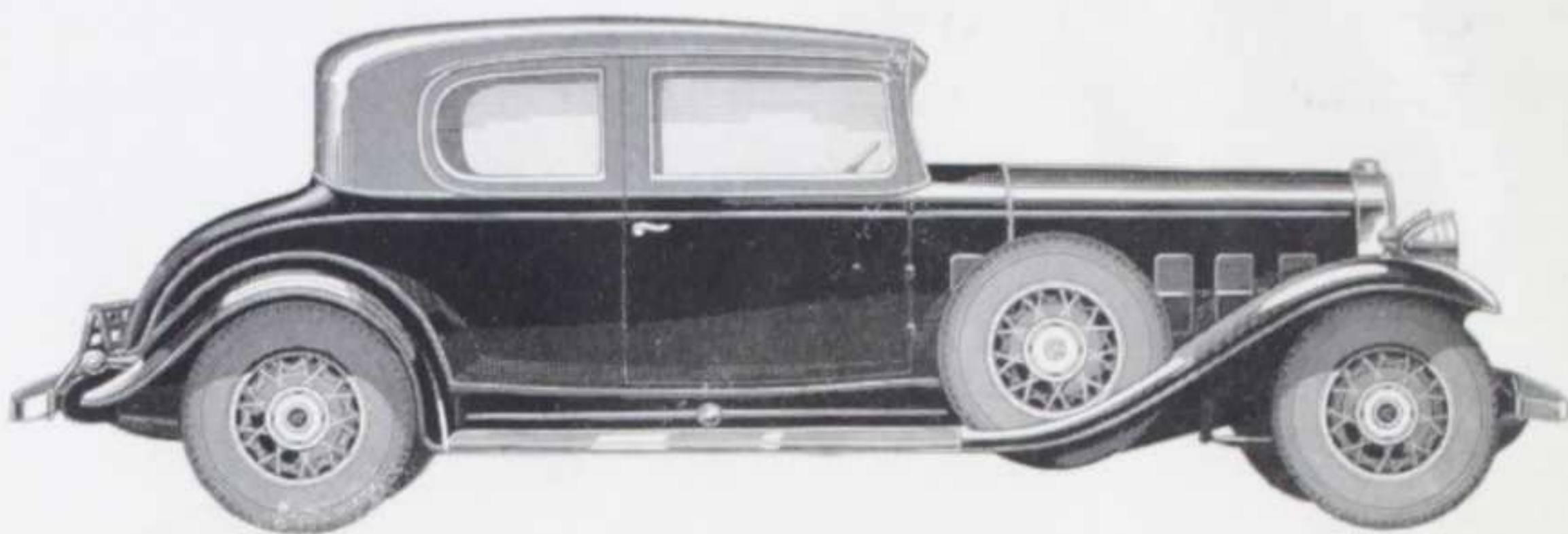
And like La Salle, the V-12, and the distinguished V-16, this Cadillac is outstanding in the completeness with which it supplies safety and mental comfort. Like them, it provides the Syncro-Mesh transmission—the greatest safety-convenience development since the self-starter.

For many years, motordom has been accustomed to look to the Cadillac Eight as an ultimate expression of fine car excellence. Today, this luxurious car is more widely available than ever before. For through the scope of Cadillac's greatest manufacturing program it is offered at deeply lowered prices.



Cadillac V-12 Two-Passenger Coupe

The rich interior, executed by Fleetwood, adds to the sleekness of this twelve-cylinder Cadillac a rare and appealing charm. The thrill of driving is surpassed only in the Cadillac V-16.



Cadillac V-12 Five-Passenger Coupe

To the comfortable capacity of a sedan is added the intimacy of the coupe in this graceful Cadillac V-12. The nonclashing transmission permits that complete control which spells driving ease.

THE CADILLAC V-12



ALL the traditions behind the Cadillac name are given a fresh and thrilling expression in the Cadillac V-12.

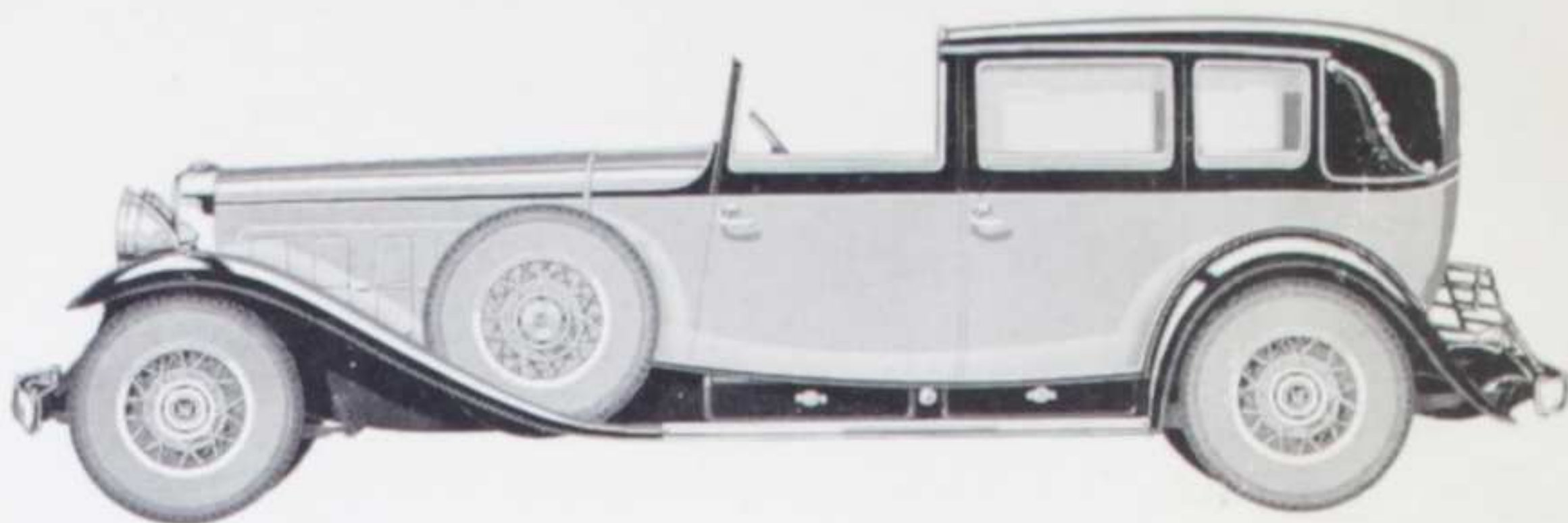
Its engine, identical in design with the Cadillac V-16, but having twelve instead of sixteen cylinders, is surpassed in performance by that of the V-16 only.

The coach work by Fisher and Fleetwood is notable for its smart styling and exceptional grace. Every detail of exterior design is skillfully handled to accentuate the impressive length of the car and to intensify its low and sweeping grace.

All interiors are by Fleetwood so that the unmistakable touch of custom handiwork enriches their beauty and heightens their inviting charm. Furthermore, unusual options are thus accorded the individual purchaser in matters of upholstery selections, color harmonies, and the style of cushions.

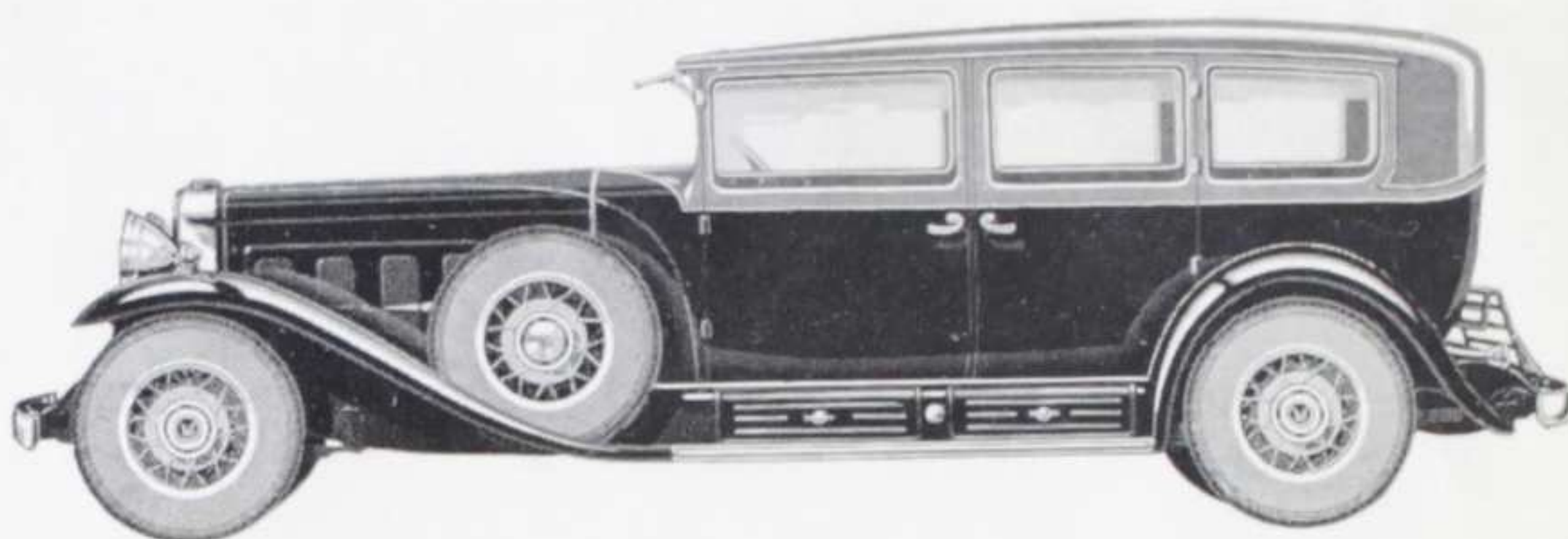
For beauty, ability, and aristocratic distinction, the Cadillac V-12 is in ever-growing regard among those many motorists who have, for years, habitually looked to Cadillac for a fuller measure of value and luxury in motor cars.

Perhaps even more significant is the fact that the V-12 is the only motor car in its price field which offers, today, the multicylinder power plant of the future.



Cadillac V-16 Transformable Town Cabriolet

Luxurious accommodations for five are provided in this Fleetwood town car type on the V-16 chassis. And chauffeur protection in inclement weather is available through front windows and a removable roof.



Cadillac Seven-Passenger Imperial

The magic smoothness of the V-type sixteen-cylinder engine makes travel in this luxurious Cadillac a quiet, delightful relaxation. Tasteful appointments by Fleetwood supplement the beauty of interiors.

THE CADILLAC V-16



IN the patrician grace and uncommon ability of the V-16, Cadillac gives its interpretation of utmost luxury in motoring. The V-16 has rightly been called the most highly personalized of all motor cars.

In its smart fashioning no less than its distinctive engineering, in its luxurious charm no less than its surpassing performance, the V-16 is obviously a car created for the most exacting motorists.

Through Fleetwood, master creators of custom modes as well as master builders, it offers an amazingly wide range of selections to the buyer who wishes to gratify his individual tastes and preferences.

Body styles are available on comparatively short notice at \$5350 to \$9700 f.o.b. Detroit. Individual custom creations, specially built, are offered at prices ranging to \$15,000.

A DISTINGUISHED FAMILY OF FOUR FINE CARS



THE present manufacturing program of the Cadillac Motor Car Company, the greatest in its history, comprises four lines of distinguished motor cars—the La Salle V-8, Cadillac V-8, Cadillac V-12, and Cadillac V-16—every one an outstanding General Motors value.

Ranging from the celebrated La Salle to the highly individual custom models of the Cadillac V-16, these four lines provide a fine car for every price requirement from \$2195 f.o.b. Detroit, upward.

Each of them displays the exceptional smoothness, quietness, and efficiency characteristic of Cadillac engineering, and each is backed by the full implication of quality, safety, and sincerity which is inseparable from the Cadillac name. Each exemplifies Cadillac's long standing and widely recognized mastery of the V-type principle of engine design, plus Cadillac's world-famous precision in workmanship. And, in addition, there is in every one of them a full measure of the comfort, safety, and extra value which General Motors builds into all its products.

You will find in Cadillac's family of four distinguished cars the very type of automobile your specific needs require. La Salle brings Cadillac quality within reach of the man who formerly has bought cars of lesser desirability. Cadillac V-8, V-12, and V-16 provide every degree of luxury in the \$2700 to \$15,000 field. And you can buy each car at a price

substantially lower than you have ever paid for an automobile at all comparable.

✦ THE outstanding value in these four lines of great cars is especially evident in the superb quality of Cadillac engineering. Every Cadillac-built motor car is powered by a V-type engine of advanced design and pronounced performance ability. Every one of them has Syncro-Mesh—the nonclashing transmission, safety four-wheel brakes, harmonized steering. As a result, you will find them singularly easy to drive—amazingly smooth, silent, and swift, and quickly and positively responsive to your control. And they are world famous for dependability. As a help in attaining this high degree of mechanical excellence, which adds comfort, satisfaction, and peace of mind to every mile of motoring, Cadillac is privileged to draw freely at all times upon the vast facilities and rich experience of General Motors.

✦ OUTSTANDING value is equally evident in the exquisite coach work of Cadillac and La Salle cars. Long recognized for beauty and riding ease, these cars today are newly styled throughout in the most spirited modern trends. They are lithe and graceful in exterior appearance. Their interiors are impressively beautiful and inviting. Spacious, handsomely tailored, richly appointed, and fitted with deep, restful cushions, they provide a truly luxurious setting for motoring enjoyment. And to assure utmost safety for passengers nonshatterable Security-Plate glass in every windshield, door, and window is standard equipment.

All bodies are by Fisher and Fleetwood, notable creators of motor car modes, and units of General Motors. All the vast resources, artistry, and manufacturing skill of these master builders have richly contributed to the style, luxury, riding comfort, and substantial value of Cadillac and La Salle cars.

To create custom bodies, Cadillac enjoys exclusive use of the facilities of the Fleetwood Body Corporation. As a result, Cadillac is one of the very few manufacturers able to produce beautiful and distinctive custom-built motor vehicles in their entirety under unified manufacturing direction.

✦ FURTHER outstanding value is imparted to Cadillac products by the great buying power of General Motors. Through General Motors control of sources as well as of purchasing channels, Cadillac is able to secure its materials at the most favorable prices and with every assurance that these materials will meet completely the rigid specifications of Cadillac engineers.

✦ FINALLY, a convenient and low-cost time payment plan is supplied through the General Motors Acceptance Corporation for those who wish to buy Cadillac products on a budget basis. By availing themselves of this General Motors service, motorists can finance the purchase of a Cadillac or La Salle car out of income and enjoy the complete luxury of fine car travel at very modest costs.

CADILLAC-LA SALLE SERVICE



THE inherent excellence of Cadillac products could not be more strikingly demonstrated than in the generous provisions of Cadillac-La Salle service.

In fact, so accurately can Cadillac and La Salle upkeep costs be estimated in advance that Cadillac dealers are able to offer every buyer of a new Cadillac or La Salle the Standard Cadillac Service Contract.

Under this contract, the dealer agrees, in return for a nominal sum payable in advance, to maintain the car at full operating efficiency for one year or 12,000 miles of driving, whichever comes first. This agreement includes lubrication with all oils and greases furnished by the dealer, periodic inspections and adjustments, all necessary repairs except those required as a result of accident, neglect, or abuse. It includes both labor and materials. And it applies, *on identical terms*, at home and when touring.

The contract, which is wholly optional with the car buyer, removes maintenance entirely from the field of speculation and puts it on a sound, businesslike basis. It is convenient and sure, and it enables the car owner to know in advance exactly what upkeep will cost.

Those purchasers of Cadillac and La Salle cars who do not care to invest in the Standard Service Contract still enjoy the protection of an exceptional Standard Service Policy. The benefits provided by this policy, the length of time over which its protection extends, and the scope of its tourist benefits are unique in the automotive industry.

