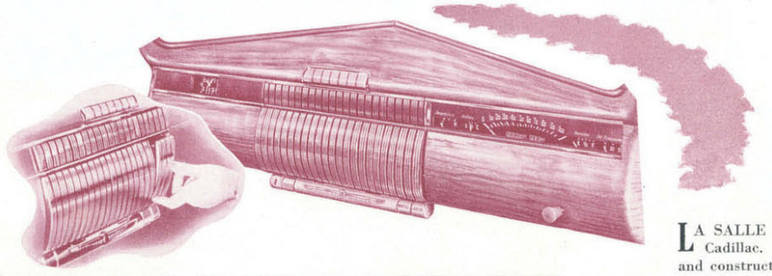
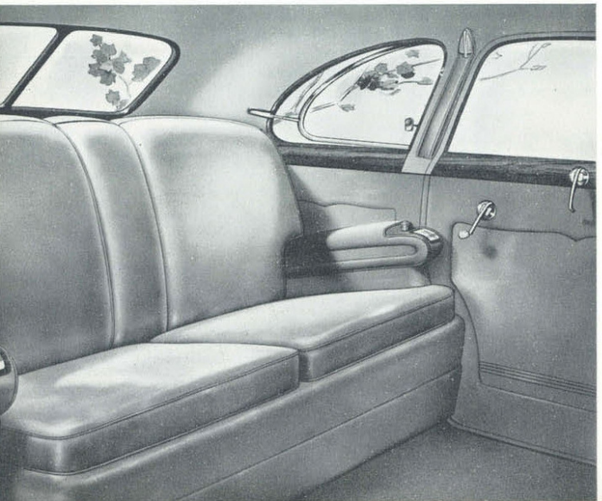
# La Salle V·8

BUILT BY CADILLAC

# The Car that Excites



# LA SALLE



LA SALLE is, looks, and behaves like, an aristocrat. It is built by Cadillac. Nothing but quality has been allowed to affect its design and construction.

La Salle is the perfect owner-driver car—large and luxurious enough for chauffeur operation—but too delightful to handle for the owner to care to let anyone but himself drive it often.

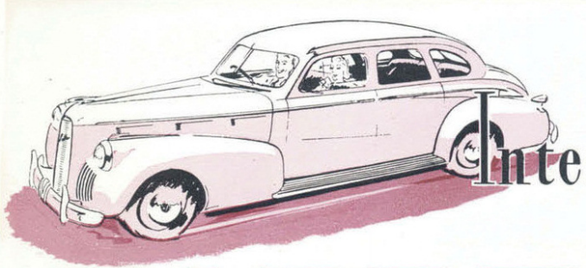
The Cadillac V-8 engine plays a big part in this delightfulness of handling. Its flow of power is unbelievably smooth, its performance at all speeds is remarkable, yet it is almost completely quiet, you can hear the ticking of the clock while the engine idles, you feel no vibration at all, not even in the steering wheel.

In a car of such long wheel-base and hidden sturdiness, you might expect the steering to be a shade stiff, an exertion. On the contrary, a slim girl can handle La Salle untiringly with lazy grace. It is inexpressibly light and gentle in all its controls . . . in the tremendously effective brakes, that need only light toe-pressure . . . and in its fingertip Synchro-Automatic gear change, ready to your hand on the steering column . . . with, poised opposite to it, the new Directional Signal lever, which enables you to warn followers of the direction in which you intend to turn.

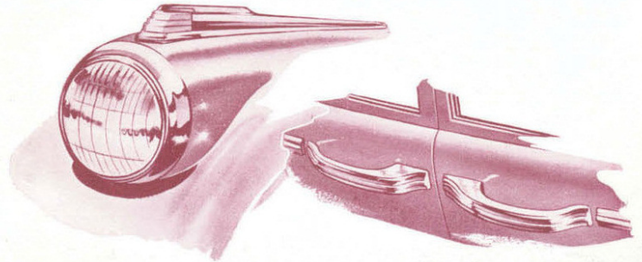
Its interior, Holden's masterpiece, is as advanced as the ultra-smart exterior.

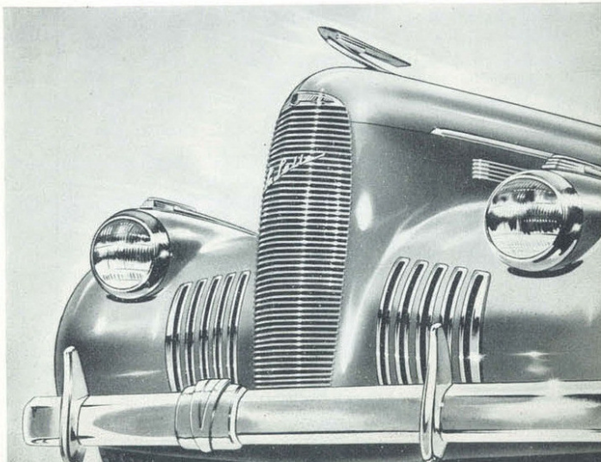
*Style Points to Note* : . . . The deep luxury of the interior, with centre arm rests front and rear . . . The perfection of the dash design and arrangement, streamlined for safety : starter, throttle and lighter built into the design : glove box : concealed ash tray in the grille : clock harmonising with the control panel design. . . . Parking lamps on the spine of the headlamps. . . . The capacious trunk that blends smoothly into the body lines. . . . The crisp elegance of the radiator, fenders, headlamps, body lines and decoration.

**BUILT BY V 8 CADILLAC**



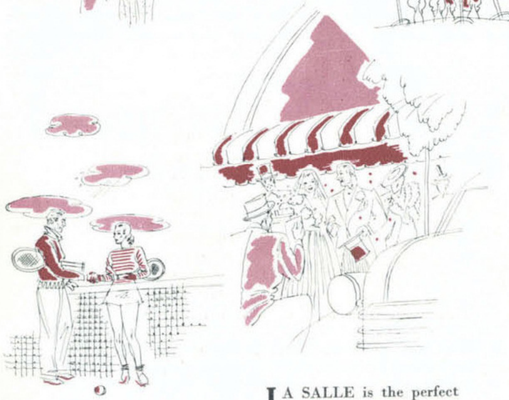
# Intense Admiration





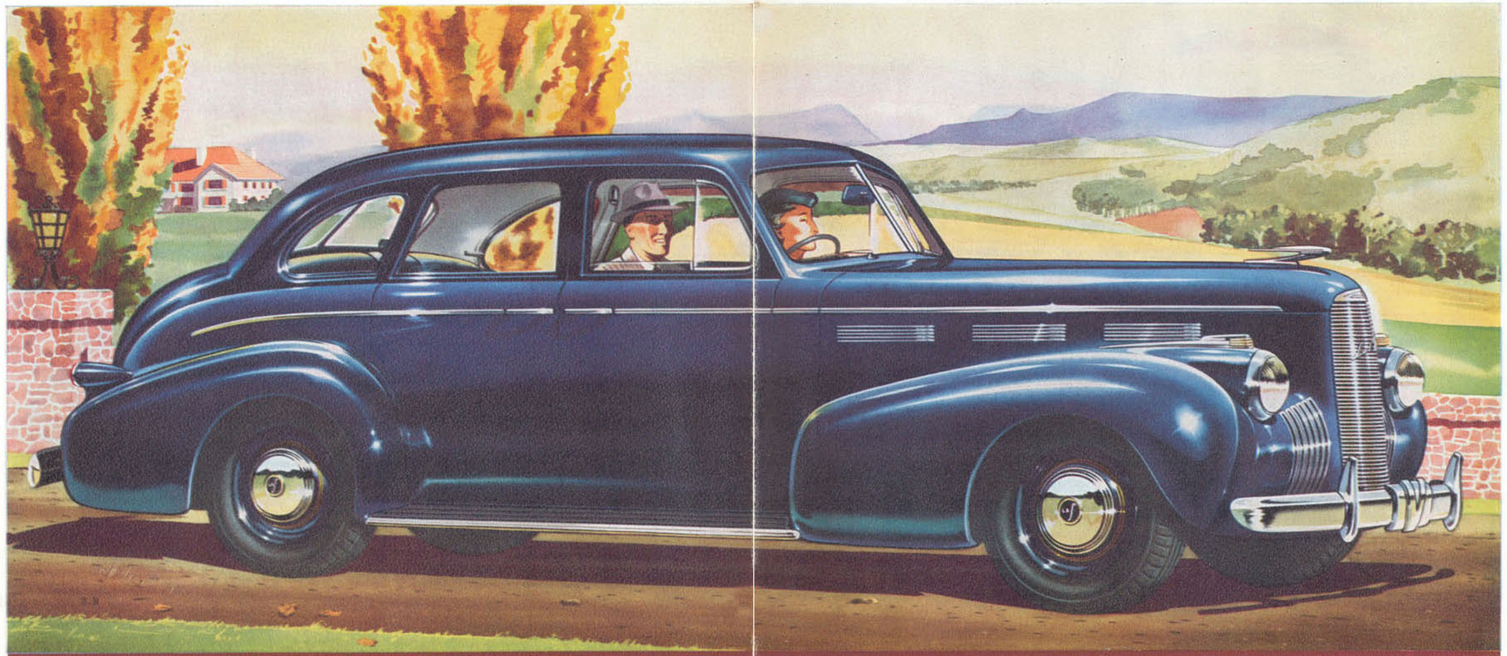
# You'll love La Salle

## *EVERYWHERE YOU GO, EVERYTHING YOU DO!*



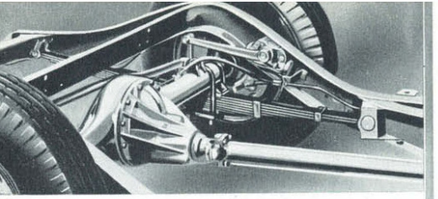
LA SALLE is the perfect companion . . . Socially, because of its great distinction . . . Sportingly, because of its supreme dash . . . During prolonged travel, because of its roominess, its deep-seated comfort, its peacefulness and quietness, the placid rhythm of its incomparably level ride . . . La Salle does everything better than any other car in its field.

Everything that could make you take pride in a car is built and designed into La Salle . . . the beauty that others envy . . . the performance that they envy . . . the in-the-long-run economy that you can keep (if you wish) your own secret.

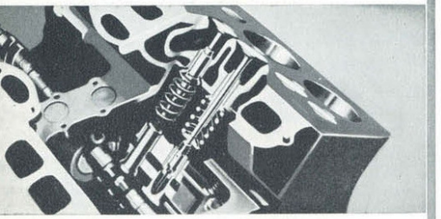


La Salle gives a challenge, in looks and performance, which can be met by few other cars indeed. It is elegance, distinction, charm, and amazing performance, personified . . . to the enduring delight of the owner who drives it.

THIS year there are certain changes in La Salle, changes important in their own way, for they increase the pleasure you derive from owning and driving it. La Salle is far ahead of the commonalty of cars. This would be—in print—a long and very technical story to tell: it can be gathered more swiftly, more satisfyingly and completely, in as great or little detail as you wish, with the wheel under your hands and an informed person handy to describe, illustrate, give chapter and verse, lift the hood, tell you what you want to know and leave unsaid any technicalities that you would just as soon take for granted . . . The La Salle story is a marvellous story, and the car itself can tell half of it, and the other half is deeply technical . . . Any part of the story, or all of it, is yours for the asking . . .

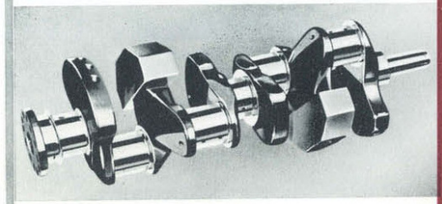


**LA SALLE'S SHORT, RUGGED CRANKSHAFT.** The short, rugged crankshaft eliminates torsional vibration and crankshaft whip. It is an important factor in producing the extremely smooth running which is a feature of La Salle. Its three wide bearings function under far more advantageous conditions, are structurally far more free from possibility of trouble, than multiple bearings.

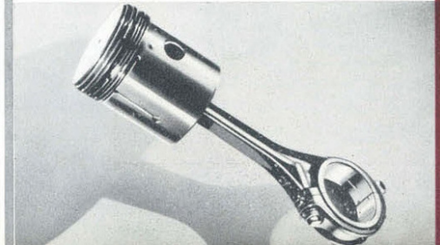


**LA SALLE'S ANODIZED ALLOY PISTONS.** The pistons are subjected to a special electro-chemical bath treatment which gives them a gem-like hardness despite their light weight. Advantages are: lighter weight, greater strength, and greatly minimized wear and scuffing, particularly when the engine is started from cold. — The T-slot type of piston is used for positive assurance that the piston will fit itself evenly and correctly within the cylinder bore throughout every change of operating temperature.

**LA SALLE'S CADILLAC-TYPE HOTCHKISS DRIVE.** With the Hotchkiss principle, driving and braking forces are conducted between the rear axle and the frame by the springs. The engine is not involved as it is with torque tube drive. Hence, the rubber engine supports do not have to absorb these forces and can be entirely suited to their primary purpose of insulating the engine. Three of the many consequences are — perfected rear suspension geometry — non-transmission of road noise and shock — and no engine vibration.



**EVEN THE VALVE TAPPETS STAY ADJUSTED.** The uncanny engine silence which is one of the first things that you notice about La Salle is "a fixture" — even the valve tappets remain in automatic adjustment because of La Salle's Automatic Valve Silencers.



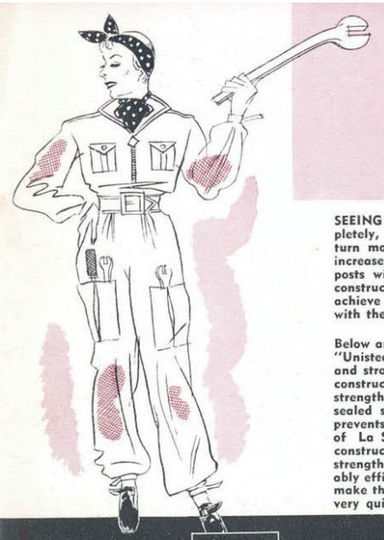
# BE "Mechanical" FOR A MINUTE

*and your admiration deepens*

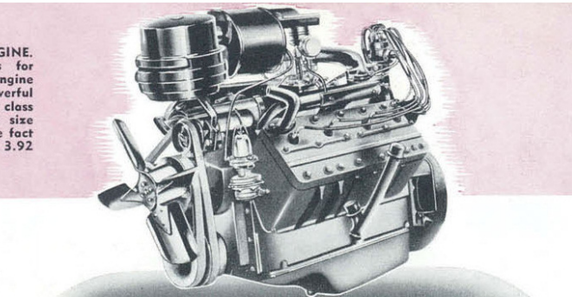
# *for* LA SALLE

**Perhaps you know something — perhaps you know much — about automobile engineering. The more you know, the more fully you are qualified to appraise the remarkable technical leadership of La Salle, and the more cordially we invite you to ask for any information whatever that may interest you.**

**But this is written for the non-technical reader. We show here only one or two significant details, symptomatic of what underlies every technical point, large or small, related to La Salle.**

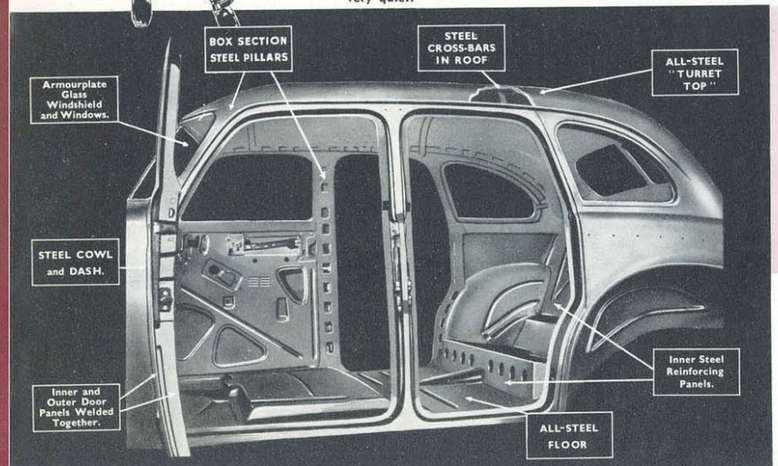


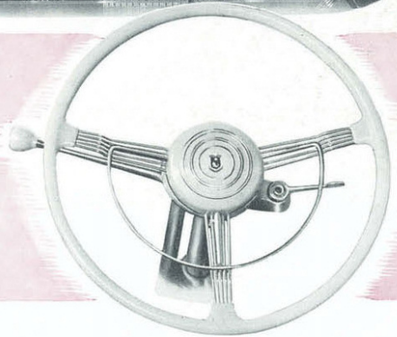
**LA SALLE'S 125 H.P. CADILLAC V-8 ENGINE.** Cadillac has concentrated on V-8 engines for twenty-five years, and this is the finest V-8 engine of its size ever built. It is one of the most powerful engines of all cars in La Salle's exclusive price class —yet is the most economical engine for its size ever built, thanks among other things to the fact that, with a low standard rear axle ratio of 3.92 to 1, the engine always runs slowly.



**SEEING FOR SAFETY.** You can relax more completely, drive with greater confidence, park and turn more easily than ever before, because of the increased vision built into La Salle. Narrow corner posts with the super-strength of box-frame steel construction, and greater depth of glass all round, achieve this all-seeing safety . . . which is coupled with the additional safety of Safety Glass all round.

Below are some of the structural details of La Salle's "Unisteel" Turret Top Body by Holden, the safest and strongest body ever fitted to a car. The entire construction is of steel, welded solidly to steel, strengthened and braced by additional steel. The sealed steel floor, welded integrally to the body, prevents the entry of dust and fumes. Part secret of La Salle's *perfect visibility* is the box section construction of the steel pillars, giving great strength in narrow diameter. The use of remarkably efficient insulating and sound-deadening linings make the body cool in summer, warm in winter, and very quiet.



**DIRECTIONAL SIGNAL AND SYNCHRO-AUTOMATIC GEAR SHIFT.** The small lever at the right of the steering wheel signals a right or left turn by medium of the rear and parking lights. Turned upwards (i.e. in the leftwards direction of the wheel) it flashes the left-hand tail and parking lights. Turned downwards (i.e. in the rightwards direction of the wheel) it flashes the right-hand tail and parking lights. — Synchro-Automatic Gear Shift Lever leaves the floor of the front compartment completely clear of obstacles — entry from either side is easy, the whole space is available for comfortable sitting.

# ABRIDGED SPECIFICATIONS

ENGINE—Cadillac precision built; eight cylinders; V-type; L-head; bore, 3⅜ in.; stroke, 4½ in.; displacement, 322 cub. ins.; brake horsepower, 125 at 3,400 r.p.m.; engine mounted in rubber at three points.

PISTONS—T-slot design aluminium alloy of uniform expansion; special Anodizing process hardens the surface to prevent scuffing and scoring; fitted with two compression rings and two oil rings.

COOLING SYSTEM—Harrison Radiator, simplified water circulation system; automatically adjusted water packing; thermostatic radiator shutters.

CARBURETTION—Carter Dual Down-draught equipped with anti-percolating device. Equalized manifolding, fuel pump, oil-bath air cleaner, intake silencer; 18 gallon petrol tank.

GENERATOR—The Delco-Remy Peak Load Generator maintains charging rate. It eliminates worry concerning battery condition.

CLUTCH—10 in. Single Plate Dry Disc Type, with 101 sq. ins. of facing area; semi-centrifugal. Gives gradual and smooth application of power.

TRANSMISSION—Cadillac-built Synchro-Mesh. Reverse as well as low and second gears are helical for extreme quietness. All gears fully carburised for hard use and long life. Pin type synchronizers assure easy shifting.

SPRINGS—Cadillac-type Independent Front-Wheel Springing, strong and simple, with large resilient coil springs for smoother riding comfort and effortless driving control. New design rear springing.

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

REAR AXLE—Semi-floating type with hypoid gears, ensuring quiet, dependable performance. Ratio, 3.92 to 1.

STEERING GEAR—Sturdy worm and double tooth roller type, with straddle-mounted roller. The cross-mounted steering link operates a lever supported by the massive front cross member. The steering ratio is 19 to 1. Can be turned or parked in very small space. Steering Wheel 18 in. diameter.

FRAME—The chassis has a more rigid frame that improves stability and riding comfort. The frame has a maximum depth of 7¼ inches, $\frac{5}{32}$ inch thick, and has a flange width of 2⅜ inches.

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

TYRES—Size 7.00 x 16.

BODY EQUIPMENT—All-Steel One-piece Turret-Top Body by Holden—specially insulated against dust, noise, heat in summer, coldness in winter. No-Draught Ventilation. Rain Deflectors. Safety Glass in V-windscreen and all windows. Electric Clock, Dual Sun Visors, with vanity mirror in the visor on the passenger's side. Rear View Mirror. Adjustable Peep Mirrors in rear quarter garnish rails on both sides, for use as vanity mirrors, or rear view mirrors with limited vision. Adjustable Front Seat. Two electric Windscreen Wipers. Tremendous luggage capacity in an extra large Luggage Trunk and underneath the rear seat, besides a parcel shelf beneath the rear light. Ash Receiver and Cigar Lighter in Instrument Panel. Smokers' Outfit with Cigar Lighter in back of front seat. A generous locking Glove Box in the dash. Floor covering, high quality pile carpets with felt and half-inch sponge rubber in front and rear compartments. Foot Rest is fixed type. Two carpet-covered Sponge Rubber padded Hassocks. Centre arm rest in front and rear compartments. Loose seat cushions front and rear. Adjustable Arm Rests on both front doors. Rear Dome Light; Corner Light and Trunk Interior Lamp. Leather Robe Rail and Assist Loops. Blind on Rear Window.

Prices, specifications, and equipment subject to change without notice.

**GENERAL MOTORS—HOLDEN'S LTD.**

Brisbane - Sydney - Melbourne - Adelaide - Perth.


## *What*
# "BUILT BY CADILLAC"
## *Means*

While other car manufacturers are content to build a *good* car, Cadillac is content with nothing less than *excellence*. Thirty-seven years ago, the President of Cadillac framed its fundamental policy in these words: "We are not going to build merely another automobile. We are going to build the finest car it is possible to produce." That was no boast. It was a sincere statement—how sincere is revealed by Cadillac's subsequent history: Cadillac has continued to build, is building today, the finest cars it is possible to produce. Among their output is the famous 16-cylinder Cadillac V-16, one of the world's really remarkable cars . . . and there is no difference whatever between the principles and practices, the standards and craftsmanship, used in the engineering of that 16-cylinder masterpiece, and the principles, practices, standards and craftsmanship used in producing that V-8 masterpiece, the La Salle.

Standards equally high govern the assembly and construction, in Australia, of the splendid La Salle Holden Body. No leather, no fabric, no material or fitting, is too fine for the La Salle body. Compare it by the most exacting standards with any body, of any origin, that you have ever examined: and you will be satisfied that Australia's best is worthy to uphold the most honoured standards. In engine, chassis and body, today's La Salle is magnificent . . .