La Salle V-8 for 1939



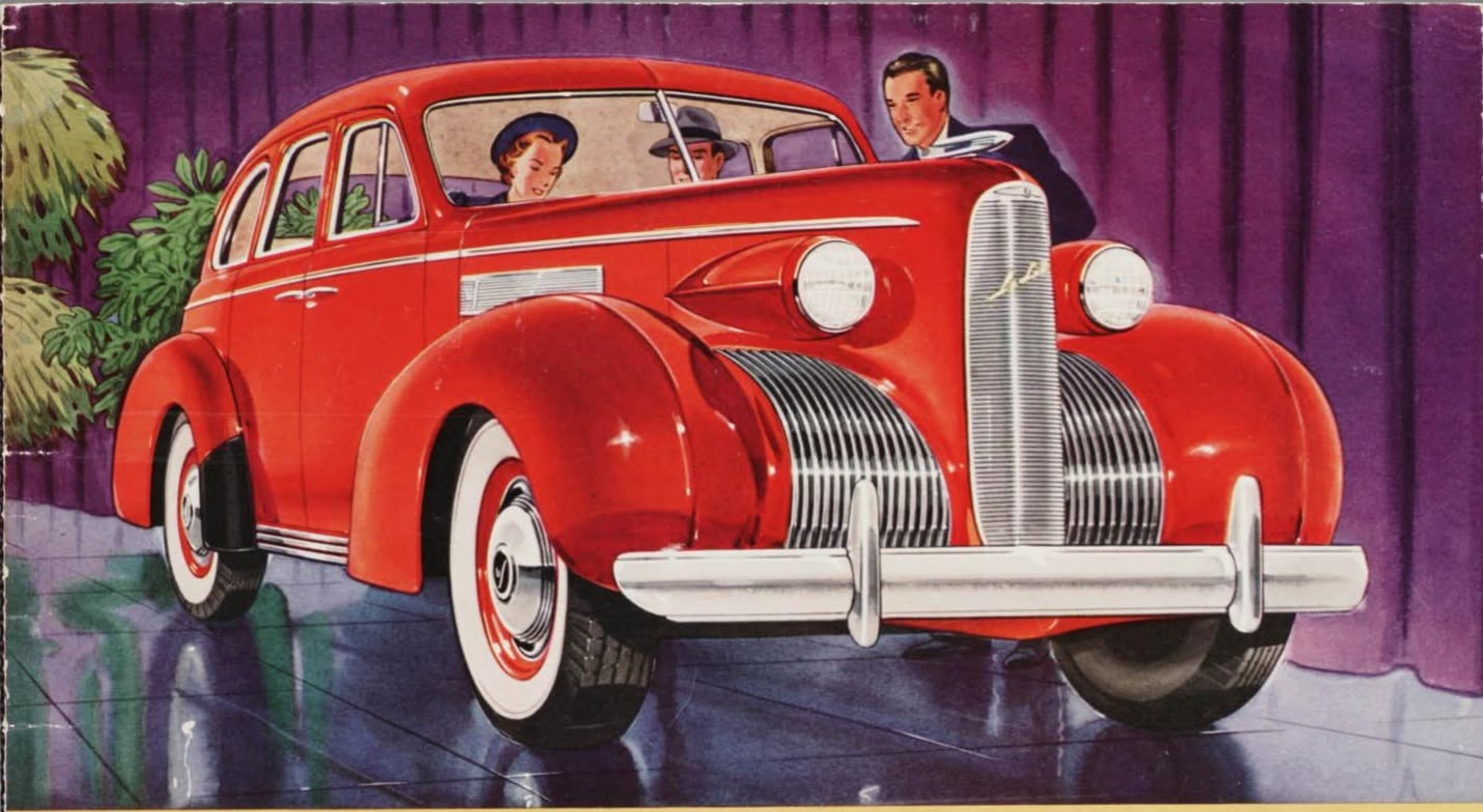
THE NEW

La Salle V-8

FOR LOOKS · LUXURY · AND LOW COST



La Salle V-8 for 1939



THE NEW

La Salle V-8

1939

CADILLAC ENGINE

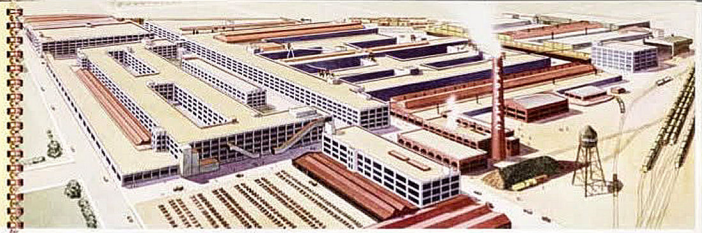
FOR LOOKS · LUXURY · AND LOW COST

Presented

to give you the facts on LASALLE . . . . the quality car in its price field . . . built by Cadillac.

Your Cadillac-LaSalle Dealer





First of all . . . LaSalle is Cadillac-Engineered

The most important thing to remember about the new LaSalle is the fact that it was designed completely by Cadillac engineers.

Engineering is fundamental in an automobile. A car can be no sounder than the minds that design it. And Cadillac engineering has long been accepted as the standard of the world.

This is not just an accident. Nearly four decades ago, Cadillac deliberately set out to build only the finest cars it was possible to produce; and such has been the Cadillac aim ever since. Consequently, year in and year out, Cadillac has made the expenditures necessary to continue as an engineering pioneer. Indeed, there is every reason to believe that Cadillac's engineering costs are the highest per car the automotive industry has ever known.

But it has been a wise expenditure, for it has made all cars by Cadillac the leaders in performance, comfort, safety and endurance. They do not have a serious rival in any phase of their engineering excellence—as a comparative demonstration will quickly reveal.

All this is especially important in a car selling at LaSalle's price. It means that the buyer in this price field can enjoy the same engineering excellence that characterizes the finest custom-built Cadillacs. It really sets LaSalle on a plane apart from all other cars of similar cost. It is reason Number One why you should get a LaSalle.

. . . And LaSalle is Cadillac-Built

You should bear in mind, however, that engineering is but the *first* phase of motor car excellence. Manufacturing—the translating of engineering design into the finished car—is equally important.

And LaSalle is built in the Cadillac factories, by the self-same workmen who fashion the finest Cadillac-Fleetwoods.

Here, again, is an advantage no other car at LaSalle's price can ever hope to duplicate. Cadillac's limits of accuracy, for instance, are unbelievably strict. Metal is machined until parts fit together as if they were one continuous whole, rather than many different units.

Furthermore, the workers in the Cadillac plants are really craftsmen—highly skilled specialists, who have every scientific device to aid them. Many of the men who perform the more intricate manufacturing operations have been with Cadillac for more than a decade. Scores have actually passed their twenty-fifth Cadillac anniversary. And sharing all these years they have been schooled in the Cadillac tradition—craftsmanship a cool *sixteen* in fact.

On the following pages are pictured some of the engineering and manufacturing advantages which characterize LaSalle. Study them—and see for yourself why LaSalle stands alone in its field.

Cadillac design makes *LaSalle* both STYLE *and* BEAUTY leader of its price field in





YOUR FIRST GLIMPSE of the new LaSalle V-8 will tell you that here is a car of unusual distinction—for it was styled by the same designers who created the custom Cadillac-Fleetwoods. ¶ Relying for its beauty upon correct proportions and harmony of line—rather than upon trick decorations and radical departures in form—LaSalle is, nonetheless, one of the most individual cars of the year. No other car looks even remotely like the new LaSalle. ¶ The striking new radiator, narrowed almost to the span of a man's hand, identifies the LaSalle from a point as far as the eye can see. Across the front of the grille appears the LaSalle name in white and gold script. The new headlamps are long and streamlined, flowing into the hood side panels. All models have chrome window reveals and are available with or without running boards, at no extra charge. The lower turret tops, streamlined hood, forwardly inclined rear quarter pillar, and the new trunk into which the body lines flow, all contribute to an appearance of extraordinary agility and fleetness. ¶ At the rear, the new LaSalle presents an unusually smart ground-gripping appearance. A new rear bumper carries the name "LaSalle" in script. ¶ The new 1939 LaSalle is now completely identified as a beautiful quality-built car—a worthy product of Cadillac's master craftsmen.

Designed by Cadillac ··· *LaSalle* in LUXURY



"I almost believe Four could ride in this seat"

The spacious bodies of the new LaSalle have been designed by Cadillac craftsmen to provide greater comfort, luxury and roominess than has hitherto been attainable in any similarly-priced car. Distinctive appointments and authentic trimming styles lend fine-car atmosphere to the new interiors. Wide, deeply-cushioned seats with ample head, shoulder and leg room, assure complete freedom



The softly upholstered rear seat arm rest, a detailed appointment, quickly converts the rear compartment into two spacious lounge chairs.

surpasses all other cars of its price *and* COMFORT

of movement for three adult passengers in both front and rear compartments. Ash receivers in both front and rear compartments; a new, more comfortable footrest built into the back of the front seat; front door arm rests; sunshades; and large built-in trunks for extra luggage, provide complete driving comfort. The higher, wider doors greatly improve the ease of entrance or exit.







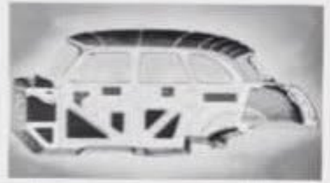
For additional comfort, even more leg room in the new LaSalle has been secured. Front seats have 17½ inches and rear seats 15½ inches more foot room and 1½ inches more head and shoulder room.

With the Syncromatic gearshift on the steering column and the clutch below, even the inexperienced guest in the front compartment is unobtrusive and the floor practically free. Luxurious is one term aptly

Four-hinged cushions of deep, soft, resilient hair-filled construction and foam rubber are provided for the rear seat. Each cushion is easily removable for cleaning and reversible.







The new sliding rear quarter windows permit increased ventilation, and lock automatically in any position.

Front seat cushions and backs are deep, soft and resilient, assuring comfort on long journeys.

LaSalle's Control Lever Gear Shift, by Fisher, is centered at exact point for quickness and comfort.

Only Cadillac-built cars can give you *LaSalle's* incomparable HANDLING EASE *and* CONTROLLED-ACTION RIDE



"It's the best riding and easiest handling car I ever drove"

In no other car of its price will you experience the unique sensation of handling ease, controllability and security that you get behind the wheel of a new LaSalle. This is largely the result of Cadillac's new Controlled-Action Ride with Cadillac's Hi-Place Hotchkiss drive and Knee-Action. Steering, shifting, and braking operations are practically effortless.



The new LaSalle is so easy to handle that even a small child could operate its various controls.



Only a floor-mounted gearshift is required to shift LaSalle's Synchro-Mesh Transmission.

Even the most delicate hand can steer the new LaSalle with ease and accuracy.

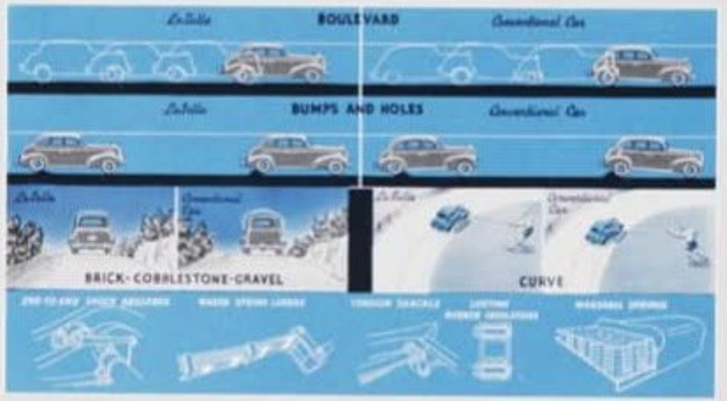


The new LaSalle rests completely relaxed on almost any road with coil springs at both ends.

The new steering system and easy maneuverability prevent parking even in crowded thoroughfares.



Only minimum pedal pressure is required to operate the clutch and brake.



With LaSalle's Controlled-Action Ride the body of the car rides on a level plane, smoothly and softly without sudden, or sharp ups and downs or side to side, lurching motion. It is something like the way a boat rides with the front wheels and the rear wheels passing gently over the waves with a minimum of moving effect.



The new Cadillac Hi-Place Hotchkiss drive.



The improved Cadillac Knee-Action wheel movement.

Cadillac engineering makes *LaSalle* in ALL-AROUND PERFORMANCE



"Whenever I want to, I can leave them all behind!"

On any type of road, at all speeds, the spirited performance of the new LaSalle far overshadows that of any other medium-priced car. Its 125-horsepower, 90-degree Cadillac precision-built V-8 engine has long been accepted as the standard of comparison for power, smoothness, quietness and flexibility. The extraordinarily high ratio of power to car weight gives the new LaSalle acceleration unsurpassed by any other car in its class, plus the ability to cruise effortlessly in the higher speed ranges, hour after hour. Other Cadillac design features, illustrated at the right, enable the new LaSalle to top its own price field in every phase of motor car performance.



Typical of LaSalle's outstanding performance is its acceleration through the gears. From a standing start LaSalle can attain a speed of 80 miles an hour in only 26 seconds.



Anodized aluminum slide pistons combine light weight with great strength to withstand power output and fast firing.



The 34,000 hot rubber engine mountings cushion engine vibrations by allowing the engine to rock freely within certain limits.



LaSalle's three-point crankshaft eliminates torsional vibration and crankcase whip. Its three wide bearings retain oil longer and are less costly to align than the more complicated types.



Combined basic set-up a smoother whip in long, rapidly revolving shafts.



LaSalle's V-type engine permits the use of a short shaft to overcome this vibration.



Equally spaced overlapping power impulses provide inherent engine smoothness.



Built from the same materials, by the same standards, by the same craftsmen as the renowned Cadillac Airplane, LaSalle's 8-cylinder engine incorporates many features of Cadillac design.



Automatic valve silencers eliminate valve noise and reduce maintenance cost by keeping valves at perfect adjustment.



Typical of all Cadillac precision methods, grinding pressures on all pistons are carefully equalized and controlled with a special piston ring gauge.

The Cadillac-engineered *LaSalle* in SAFETY



"Mother never worries since we have the new LaSalle"

Of all cars in its own price field, LaSalle alone is built to Cadillac's high standards of safety. Every practical safety feature, including the exclusive Cadillac-Controlled-Action Ride, is incorporated in its design. The new LaSalle has more controllability and surefootedness at all speeds than have heretofore been attainable in any car at any price. Other illustrated features contribute to LaSalle's extra margin of safety.



For greater driving safety the maximum combination of pillars and larger glass areas increase windshield vision 50 per cent and side window vision an average of 33 per cent. The driver sits low, close to the center of the car—in comparison to LaSalle's

excels all other similarly-priced cars CONSTRUCTION

The LaSalle Unitized Turret-Top body (illustrated at right) is the safest body built today. It surrounds the passengers with a single tube-like steel unit, heavily reinforced with steel on top, bottom and all sides. The body is so securely mounted to the Cadillac-designed I-Beam frame of rigid, X-type construction, that each reinforces the other. Heavily insulated body prevents the transmission of sound.



Cadillac Knee-Action assures maximum steering safety in case of tire blowouts at high speeds. As safety item, every LaSalle's wire brought to touch, safe stops without swerving, when dynamic cops were subjected to front tires at top speeds.



LaSalle's self-energizing hydraulic brakes operate safely with minimum pedal pressure.



LaSalle's powerful hydraulic brakes prevent many accidents.



The smoothly curved LaSalle rear-corner panel provides maximum visibility while driving—control knobs are recessed for safety.





The front seat back is wide enough for the safety of rear seat passengers in emergency stops.



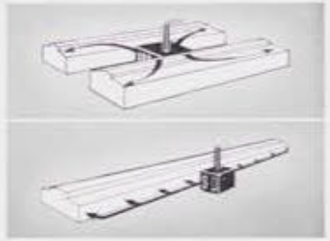
Cadillac-pioneered, accurately aimed headlighting assures clear road illumination and immediate sight driving safety.

Low initial cost and upkeep expense *LaSalle* the SOUNDEST

make the Cadillac precision-built INVESTMENT in its field



Built to Cadillac craftsmen to Cadillac's highest precision standards, from the finest quality materials, the new LaSalle is the only car of its price that is comparable to the finest of fine cars. In fact, many of the high-priced Cadillac assemblies are used in the new LaSalle. Its long life, precision-built mechanism will deliver more miles of hard use, at minimum repair and maintenance expense, than any car at anywhere near its cost. Throughout the period of ownership, the new LaSalle will actually cost you less to own and operate than cars of even lesser price.



The factory features shown elsewhere on this page [illegible] efficiency of LaSalle's equal length manifolds as compared to the manifolds of straight eights. Much of the heat to the heavy factory would be wasted.



Thermostatic radiator shutters assure uniform cooling and warm-up temperatures for more efficient engine operation.



LaSalle's new positive crankcase ventilating system protects the fine precision parts from the damage of unburned fuel vapors.



Four-ring piston gives increased cylinder bore life and oil economy.





For economy and long life the LaSalle's powerful low-speed engine is like the level turn on the high-geared bicycle.

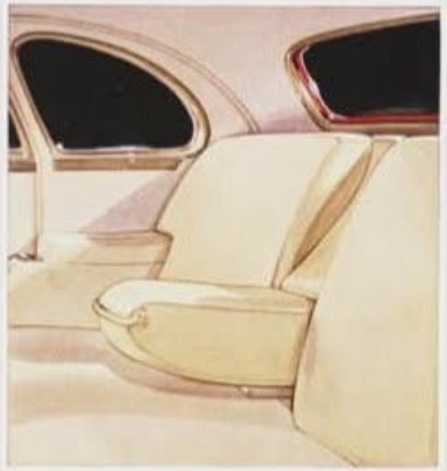


The new extra-restricting muffler is quieter and more durable than those of conventional design.



This is the Five-Passenger Four-Door Touring Sedan

And here are some of its many advantages



A softly upholstered center arm rest contributes greatly to the restful comfort of this roomy rear seat. When not in use the arm rest fits snugly into the seat back.



This rear quarter window slides in the door to provide more ventilation for rear seat passengers. It locks in any position.



A trunk is provided for luggage, without disturbing rear seat. The spare tire is carried in a recessed space at the rear of the trunk.



The new Sunshine Turret-Top roof, optional at extra cost, adds much to the pleasure of motoring by providing increased ventilation and an open-air view. It retains the structural strength of a closed car. This Sunshine roof consists of a sliding steel panel—easily operated and locked with one hand in any desired position. It is of metal, weatherproof construction, sealed to prevent air or water leaks.



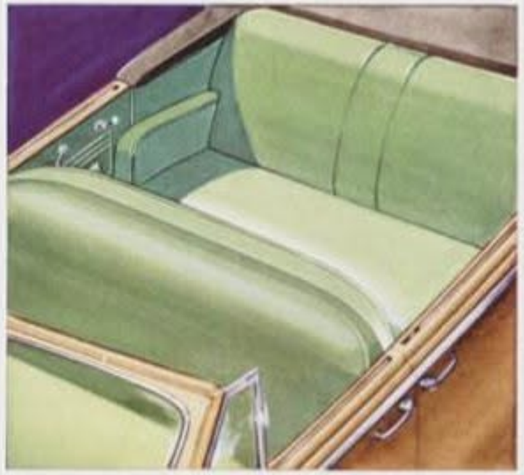


This is the Convertible Sedan

Here are a few of the features that recommend it



A practically invited rear trunk has been added to the new Convertible Sedan. This compartment provides exceptionally large luggage space (3.5 cubic feet, safely stored). The spare wheel is mounted horizontally on the floor of the trunk.



The new Convertible Sedan is a sensible choice for year 'round use. The most luxury top ever to weather and quickly raised to make this body style an unusually practical all-weather car.



Closed cars weathered leather covered seats for strong upholstery to prevent the deterioration when the top is down.



Open cars with premium seats upholstered of smooth imitation a leading motor car cars. These cars in luxury and fine cloth colors combinations chosen to choose.





This is the Two-Passenger Coupe

These are some of its individual appointments





Long leg or short leg—the front seat can be quickly adjusted by releasing the new locking lever placed conveniently (and unobtrusively) on the driver's side of the seat.



The easily removable spare wheel is mounted on the right side of the spacious luggage compartment.



The auxiliary seats fold up neatly when not required, providing additional space for storage purposes.



Auxiliary seats that really are comfortable make it a pleasure to be an extra passenger in this handsome Coupe. A deeply padded seat back and durable carpeting add considerably to the luxury of this compartment.



This is the Five-Passenger Two-Door Touring Sedan

These features make it widely popular



The firmly padded seat cushions rest in relaxing contours, and, when not in use, present ample space for their passengers.





The traveler who requires generous luggage space is sure to appreciate this especially large compartment and its ability to keep luggage free from moisture and dust.



The front seat of the Two-Door Touring Sedan, with a divided back, permits easy access to the roomy rear seat. The front seat has a space between the seat and the floor, that contributes to the comfort of rear seat passengers by increasing circulation of cool air in summer and warm air in winter.

(The new Sunshine Fabric Top roof is also available on this model, at extra cost.)



This is the Convertible Coupe

Here are some of the special things it offers



Admiring glances will confirm your good judgment in selecting this smart Convertible Coupe. The top is practically invisible when lowered. Only a few moments are required to convert this car into a closed body style.



Two opera seats add to the carrying capacity of this body style. When not in use they open and a luggage compartment identical to that of the closed coupe, are available for storage purposes.



A selection from six genuine leather and nine durable cloth upholsteries, all weather restyling, is available in the Convertible Coupe.



Sunshades are designed to protect passengers from glare, and to act as draft deflectors when the top is lowered.



La Salle

CONDENSED SPECIFICATIONS

ENGINE—Cadillac precision built 90° Vee 8-design—L-head, bore 3¼", stroke 4½", displacement 322 cu. in. Taxable horsepower 36.45 with brake horsepower 125 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 ferrox coating.

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

GASOLINE TANK—Capacity 22 gallons.

GENERATOR—The Delco-Remy peak load 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 disc. Permanently lubricated ball throwout bearing reduces service expense.

TRANSMISSION—Cadillac pioneered and built Synchro-Mesh with 3-to type synchronizers, shifting low and reverse gears, constant mesh second gear. Synchromatic control clears front compartment. Transmission gears helical and fully carburized for hard use and long life.

LIGHTING—Three-beam asymmetrical system with double filament bulbs, instrument board and foot switch control. Headlamp beam indicator in speedometer face.

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 five 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 variable rate coil springs lubricated by wax-impregnated liners, rubber bushings at all points. No lubrication or other service attention required.

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

BRAKES—Bendix super-hydraulic brakes operate in composite drums with 196 square inches 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 5.60 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 8⅝", flange width 2¾", thickness ¼".

RIDE STABILIZER—Torsion ride stabilizer holds car to level position and promotes 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 are bonderized to prevent rust.

WHEELBASE—Over-all length with bumpers 201½"

BODY TYPES—5 body types with Fisher No-Draft Ventilation and Turret-Top roof construction on closed models. Nuvo Cord or Ribbed Broadcloth upholstery and a wide selection of body colors optional at no extra charge. Roomy luggage compartments in all models.

The right is reserved to change specifications, colors, prices or equipment at any time without incurring any responsibility with regard to cars previously sold.

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