

THE  
LA SALLE  
DEMONSTRATOR



*It is easy for a manufacturer to be overenthusiastic about his product.*

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

*Consequently, this information, secured from these two sources, presents to you the unvarnished facts about the new LaSalle.*

*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

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

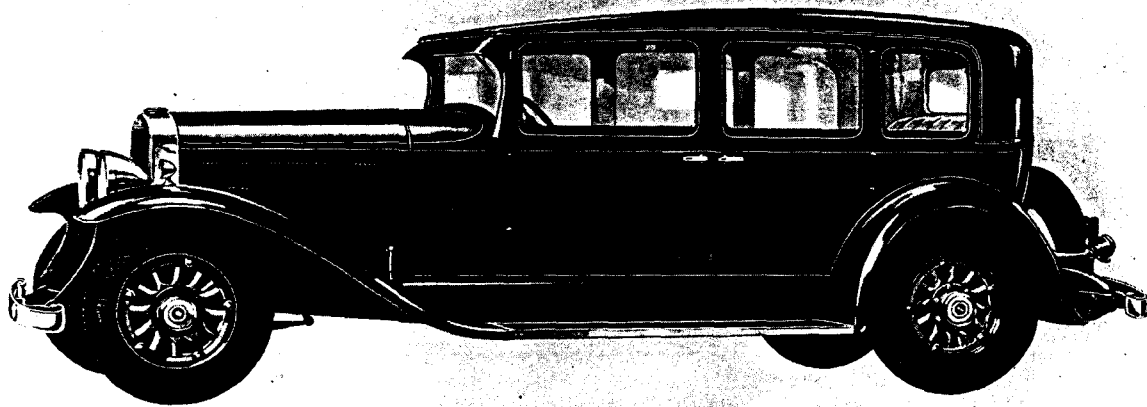
# THE ENGINEERING RECORD

*How the first seven qualities were carefully assured by right designing*

## I. STYLE

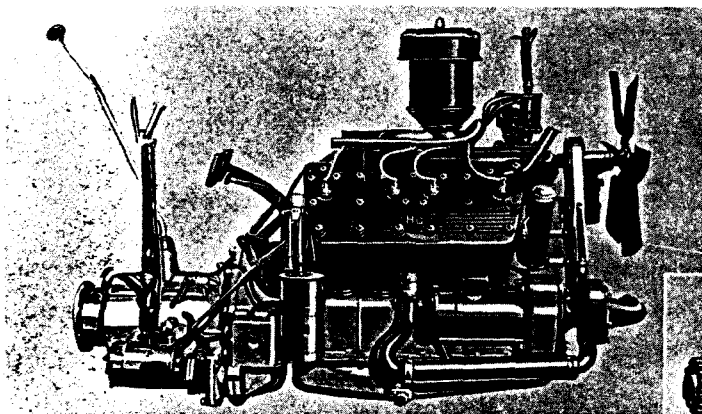
That La Salle's style appeal is "of the hour" has been demonstrated in the effect it has had on all motor car styling in the last three years. Even after years of use, this pleasing individuality is still marked. This retards depreciation and prolongs owners' enjoyment of La Salle.

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.

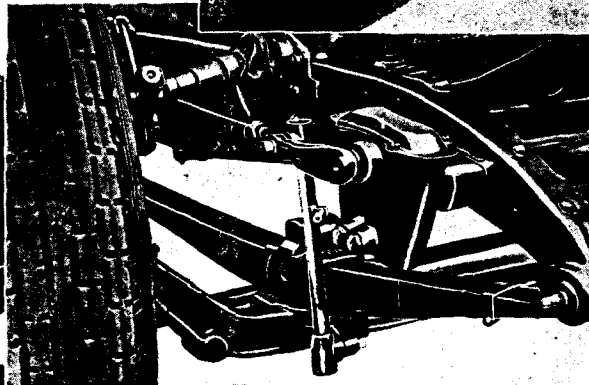
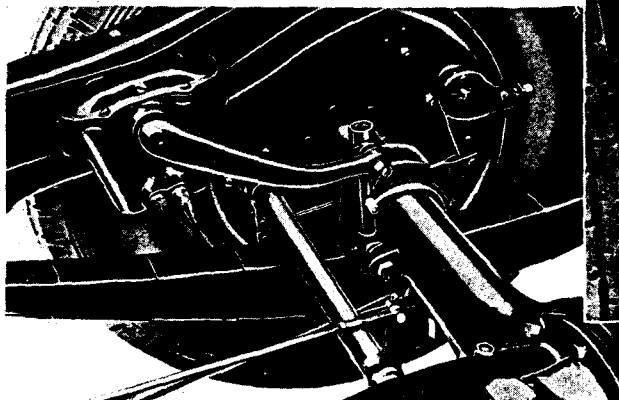
The crankshaft is compensated; and, because of the engine's V-type design, is driven by equal and overlapping power impulses. Therefore, it revolves at all speeds as smoothly as a turbine.

### 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.

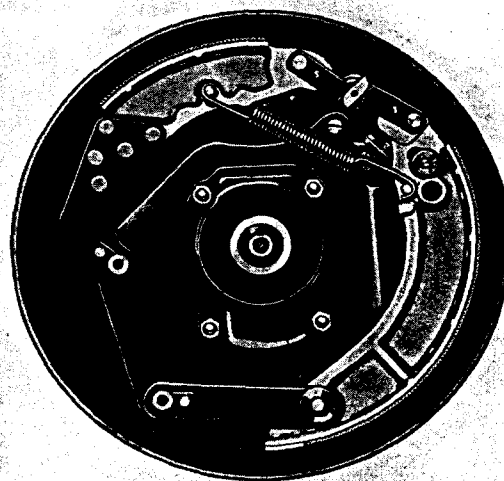
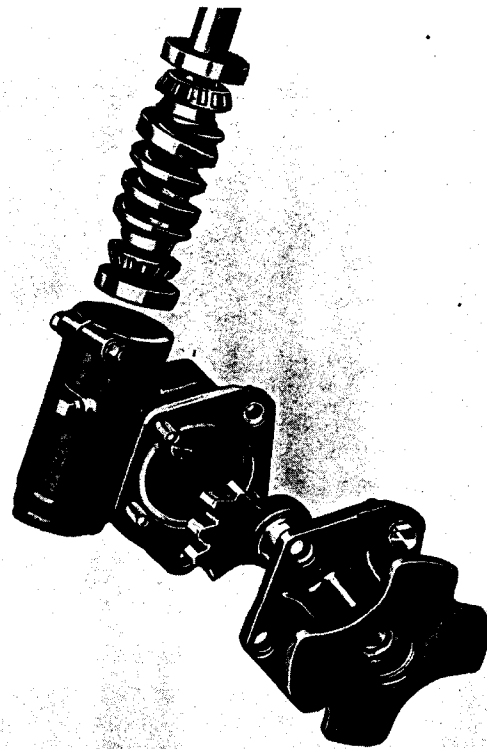
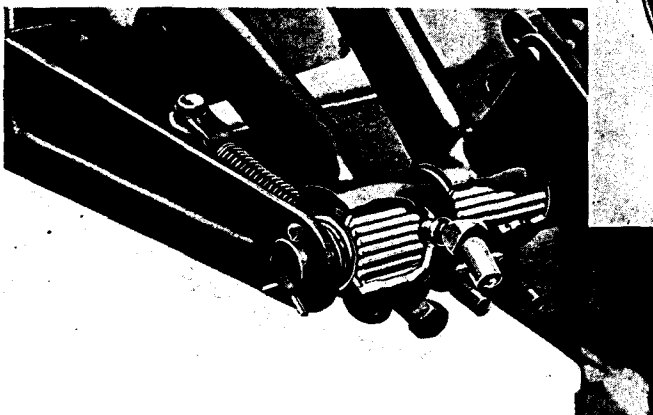


Double-action hydraulic shock absorbers  
Top: Steering modulator  
Fifty-eight inch rear spring, semielliptic and underslung

## V. CONTROL-ABILITY

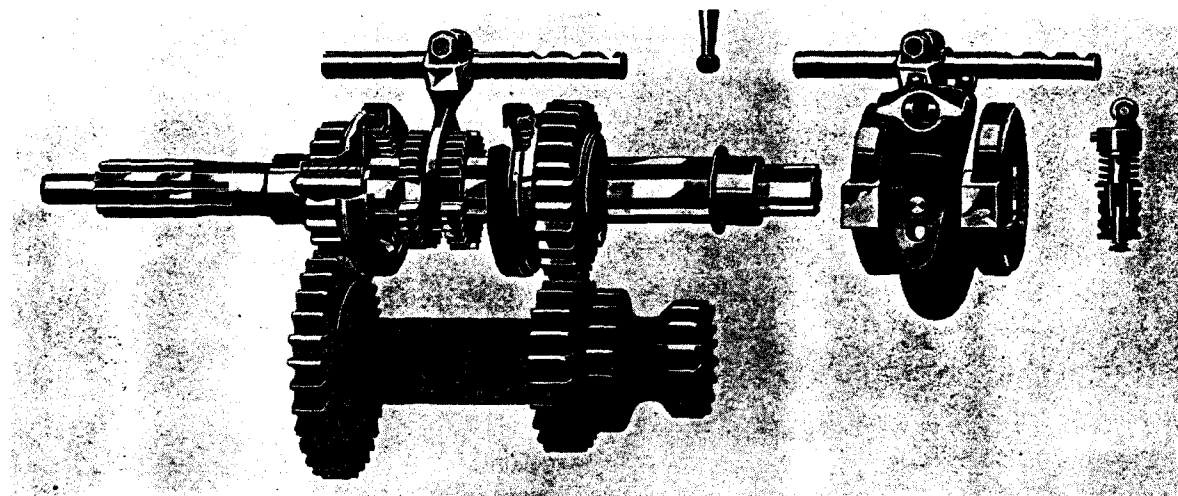
The La Salle is easy to drive. Gear shifting is noiseless and almost effortless, due to the silent-shift Syncro-Mesh transmission. There is no need for even a split-second pause in neutral as with ordinary transmissions. Consequently, get-away is much faster. A quick and quiet shift from high to second 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

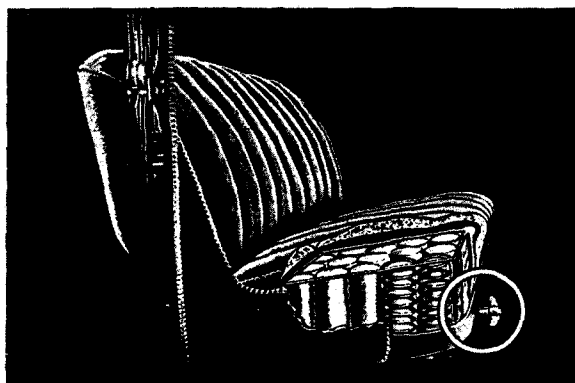


Detail of the silent-shift Syncro-Mesh transmission

## 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.

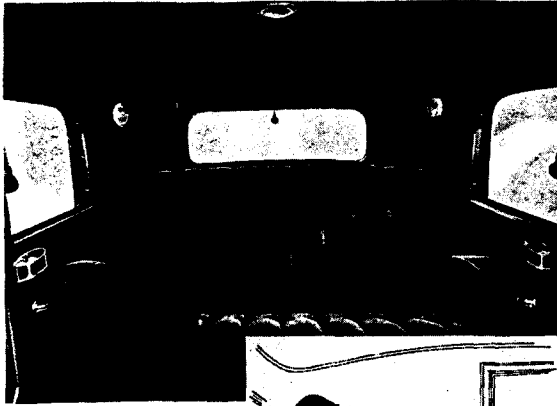


The La Salle driving seat is easily adjusted to the most restful point



Complete protection with nonshatterable Security-Plate glass

## COMFORT (*Physical*)

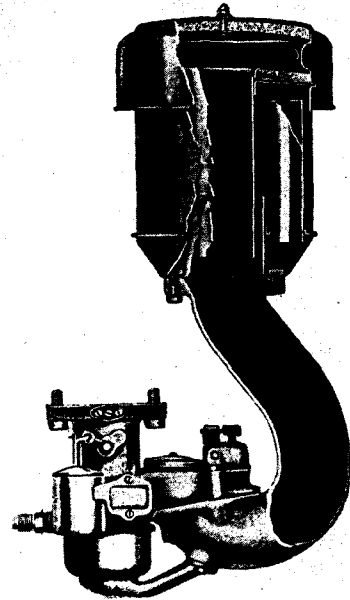
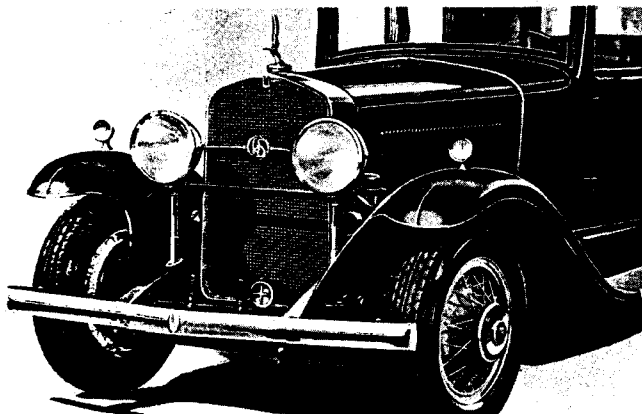


Pictured here are two of the factors of comfort in the La Salle. *Right:* Contoured cushions. *Above:* Luxurious rear seat.

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

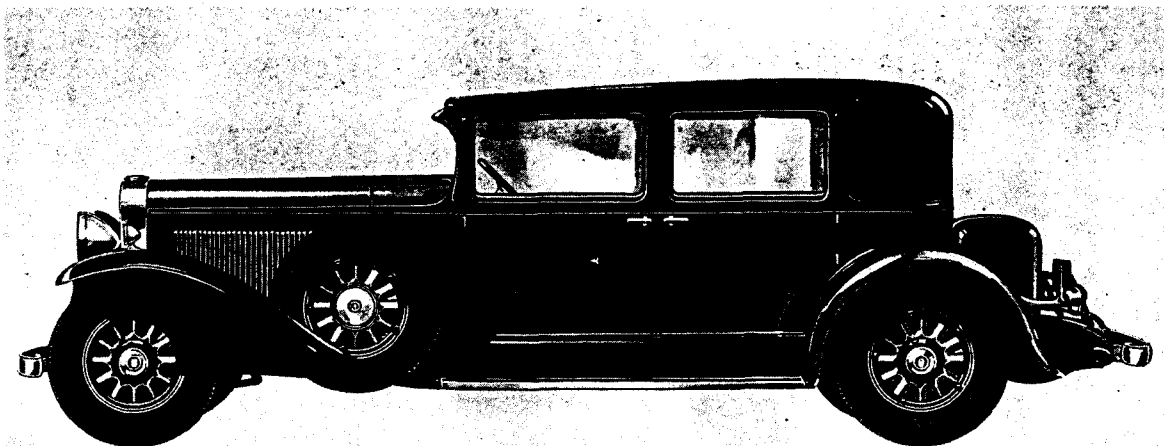


*Above:* The intake muffler

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

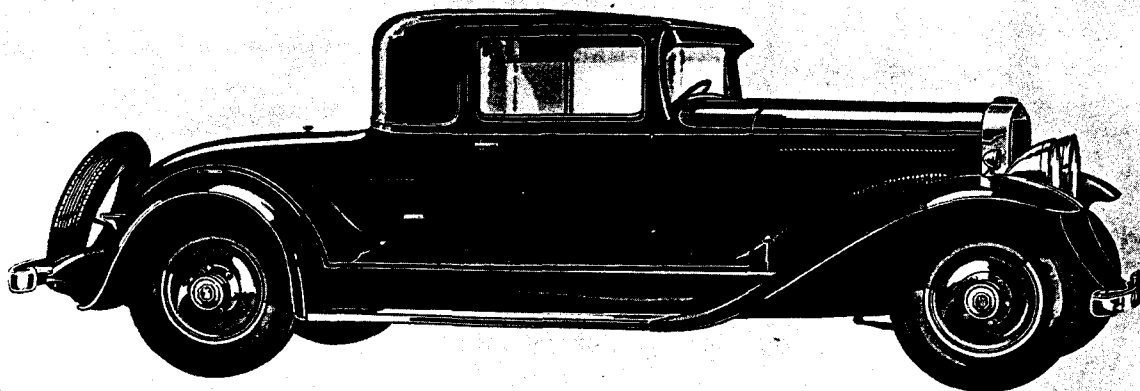


noise, the panels being sprayed with an emulsified asphaltum, and a special sound absorbing material being used on the dash and under the floor mat of the driving compartment. Joints of the body frame are both glued and screwed (or bolted); steel-and-wood contacts silenced with nonhardening antisqueak.



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*

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### 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 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 or twelve months  
after date of delivery if the mileage in twelve months is less than  
12,000. You are authorized to furnish service 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.

<i>25 years and over</i>		DISTRIBUTOR SERVICE RECORD			<i>Under one year</i>
Bay City	Ogdensburg	Buffalo	Portland, Me.	Portland, Ore.	
Boston	Peoria	Chicago	St. Louis	Providence	
Denver	Richmond	Davenport	San Antonio	Spokane	
Detroit	Roanoke	El Paso	Seattle	Syracuse	
Erie	Salt Lake City	Harrisburg	Springfield	Wilkes-Barre	
Lima	Waterloo	Jackson	Wichita	Worcester	
Los Angeles	White River Jct.	Louisville	Wilmington	. . .	
Norwich	. . .	Memphis	Youngstown		
Rochester	<i>15 to 20 years</i>	Oklahoma City	. . .		
Taunton	Albany	Phoenix			
Utica	Butte	. . .	<i>1 to 5 years</i>	Atlanta	
Washington	Keokuk	<i>5 to 10 years</i>	Asheville	Birmingham	
. . .	Lexington	Baltimore	Brooklyn	Charlotte	
<i>20 to 25 years</i>	Nashville	Charleston	Cincinnati	Cleveland	
Dallas	Saginaw	Dayton	Columbia	Evansville	
Des Moines	San Francisco	Houston	Ft. Wayne	Grand Rapids	
Jacksonville	Wheeling	Indianapolis	Greenville	Greensboro	
Johnstown	. . .	Jersey City	Hartford	Milwaukee	
Kansas City	<i>10 to 15 years</i>	Little Rock	Huntington	Mobile	
Newark	Albuquerque	Omaha	Minneapolis	Norfolk	
New Haven		Philadelphia	New Orleans	Plattsburg	
New York			Pittsburgh	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*

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*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.

**I**f 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.



**LASALLE**  
**Series 345-V-8**  
**Color**  
**Combinations**

**SEPTEMBER**  
**OCTOBER**  
1930

**CADILLAC MOTOR CAR COMPANY**



## OPTIONS

Color combinations 7, 13, 22, 27 and Black are optional on all La Salle Body styles.

Color combinations 8 and 12 are optional for open cars, Convertible Coupes, and 2-Passenger Coupes in addition to the five standard options.

Combination 7 and 8 when specified for stationary top models roof will be Black.

Standard extra charges apply to the colored fenders supplied with combinations 7 and 8 but on request Black fenders will be furnished without charge.

## UPHOLSTERINGS

### Closed Body Styles

3T131	Grey Mohair	
5T131	Taupe Mohair	
7T131	Taupe Broadcloth	
16T131	Grey Whipcord	Optional—
32T131	Taupe Whipcord	Convertible Coupe
34T131	Blu-Grey Broadcloth	All Weather Phaeton

### Open and Convertible Body Styles

1T1331	Brown Leather
2T1331	Green Leather
3T1331	Black Leather
4T1331	Grey Leather

## LASALLE



Combination 7

Lower Panels, Window Reveals—  
Brummel Brown, Duco 2445912.  
Rear Quarters, Upper Panels, Mould-  
ings, Fenders, Chassis—Hazelwood  
Brown Light, Duco 2446067.  
Strip—Tokio Ivory, Duco 2885757.



Combination 8

Lower Panels, Window Reveals, Rear  
Quarters—Scaraba Green, Duco  
2445679.  
Upper Panels, Mouldings, Fenders,  
Chassis—Arizona Grey, Duco  
2446101.  
Stripe—Pastel Cream, Duco 2883853.



Combination 12

Lower Panels, Window Reveals—  
Sarasota Blue, R-M 20297.  
Remainder Body—Black.  
Stripe—Tokio Ivory, Duco 2885757.



Combination 13

Lower Panels, Window Reveals—  
Cambray Green, R-M 20391.  
Remainder Body—Black.  
Stripe—Tokio Ivory, Duco 2885757.



Combination 22

Lower Panels, Window Reveals—  
Afghan Maroon, Duco 2446172.  
Remainder Body—Black.  
Stripe—Eng. Verm., Duco 2884182.



Combination 27

Lower Panels, Window Reveals—  
Jefferson Blue, Duco 2446125.  
Remainder Body—Black.  
Stripe—Avignon Blue, R-M 20267.

All Black; Stripe—Tokio Ivory 2885757.  
Optional on all Body Styles.

### ENGINE

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Number of Cylinders	8	8	12	16
Valve arrangement	L Head	L Head	Overhead	Overhead
Bore and Stroke	$3\frac{3}{8}" \times 4\frac{15}{16}"$	$3\frac{3}{8}" \times 4\frac{15}{16}"$	$3\frac{3}{8}" \times 4"$	$3" \times 4"$
Engine Mounting	Bolts thru rubber	Bolts thru rubber	Bolts thru rubber	Bolts thru rubber
Number of Points of Suspension	3	5	5	5
Make	Own	Own	Own	Own
Cylinder arrangement	90° Vee	90° Vee	45° Vee	45° Vee
Cylinder Bore finish	Honed	Honed	Honed	Honed
Cylinder Head finish	Cast	Cast	Machined	Machined
Number of Cylinders Cast Enbloc	4	4	6	8
Crankcase Integral	No	No	No	No
Crankcase Material, upper half	Silicon-Aluminum	Silicon-Aluminum	Silicon-Aluminum	Silicon-Aluminum
Crankcase Material, lower half	Pressed Steel	Pressed Steel	Pressed Steel	Aluminum Alloy
Piston Displacement (cu in.)	.353	.353	.368	.452
Taxable Horse Power	36.45	36.45	46.9	57.5
Maximum Brake Horse Power at RPM	95 @ 3000	95 @ 3000	135 @ 3400 RPM	165 @ 3400 RPM
Brake Horse Power cu. in. Displacement	.269	.269	.366	.366
Maximum Brake Torque at RPM	225' lbs. @ 1000	225' lbs. @ 1000	250' lbs. @ 1200	300' lbs. @ 1400
Maximum B.M.E.P. at RPM	97 lbs. sq. in. @ 1000	97 lbs. sq. in. @ 1000	102 lbs. sq. in. @ 1200	102 lbs. sq. in. @ 1400

### ENGINE (Continued)

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Compression Pressure at RPM	108 lbs. sq. in. @ 1000	108 lbs. sq. in. @ 1000	111 lbs. sq. in. @ 1000	108 lbs. sq. in. @ 1000
Standard Compression Ratio	5.35 to 1	5.35 to 1	5.27 to 1	5.11 to 1
Optional Compression Ratio	5.26 to 1	5.26 to 1	.....	5.36 to 1
Engine Weight dry with Flywheel less Transmission and Clutch all acces- sories in place	700 lbs.	700 lbs.	880 lbs.	1080 lbs.
Extra cost for optional Head	None	None	None available	None

### PISTONS AND RINGS

	Own Molybdenum Cast Iron	Own Molybdenum Cast Iron	Own Molybdenum Cast Iron	Own Molybdenum Cast Iron
Piston Make	Own	Own	Own	Own
Piston Material	Molybdenum Cast Iron	Molybdenum Cast Iron	Molybdenum Cast Iron	Molybdenum Cast Iron
Piston Weight, ounces (without rings, pin or bushing)	24 oz.	24 oz.	21 $\frac{1}{4}$ oz.	19 $\frac{11}{16}$ oz.
Number of Piston Rings used	4	4	4	4
Is lower Oil Groove drilled radially?	Yes	Yes	Yes	Yes
Number of Oil Rings used per Piston	2	2	1	1
Width of Oil Ring	One $\frac{3}{16}$ " One $\frac{1}{8}$ "	One $\frac{3}{16}$ " One $\frac{3}{8}$ "	$\frac{3}{16}$ "	$\frac{3}{16}$ "
Number of Compression Rings	2	2	3	3
Width of Compression Rings	One $\frac{3}{16}$ " One $\frac{1}{8}$ "	One $\frac{3}{16}$ " One $\frac{1}{8}$ "	One $\frac{3}{16}$ " Two $\frac{1}{8}$ "	One $\frac{3}{16}$ " Two $\frac{1}{8}$ "

### PISTONS AND RINGS (Continued)

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Piston Ring make	Perfect circle	Perfect circle	Perfect circle	Perfect circle
Number of Rings above Pin	3	3	3	3

### CONNECTING RODS AND WRIST PINS

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Wrist Pin dia.	$\frac{7}{8}$ "	$\frac{7}{8}$ "	$\frac{3}{4}$ "	$\frac{3}{4}$ "
Is Wrist Pin locked in Rod or Piston or floating?	Locked in Piston	Locked in Piston	Locked in Piston	Locked in Piston
Wrist Pin locking method	Lock screw	Lock screw	Lock screw	Lock screw
Wrist Pin Hole finish	Diamond Bored	Diamond Bored	Diamond Bored	Diamond Bored
Connecting Rod length, center to center	10 $\frac{1}{2}$ "	10 $\frac{1}{2}$ "	9 $\frac{1}{4}$ "	9 $\frac{1}{4}$ "
Connecting Rod material	Dropped Forged Chrome Molybdenum Steel	Dropped Forged Chrome Molybdenum Steel	Dropped Forged Chrome Molybdenum Steel	Dropped Forged Chrome Molybdenum Steel
Connecting Rod Bearing material	Babbitt	Babbitt	Babbitt	Babbitt
Connecting Rod Bearing finish	Diamond Bored	Diamond Bored	Diamond Bored	Diamond Bored
Connecting Rod Bearing type of shim	None	None	None	None
Connecting Rod Bearing Poured or Separate Poured	Poured	Poured	Poured	Poured
Crank Pin Journal diameter and length	2 $\frac{3}{8}$ " x 1 $\frac{3}{8}$ "	2 $\frac{3}{8}$ " x 1 $\frac{3}{8}$ "	2 $\frac{1}{2}$ " x 1 $\frac{1}{8}$ "	2 $\frac{1}{2}$ " x 1 $\frac{1}{8}$ "

### CRANKSHAFT

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Vibration Dampener used?	No	No	Yes	Yes
Front Flywheel used?	No	No	No	No
Is Crankshaft completely machined?	Yes	Yes	Yes	Yes
Vibration Dampener type	.....	.....	Spring controlled inertia	Spring controlled inertia
Crankshaft Counter Weights used, No. of	4 bolted to shaft	4 bolted to shaft	4 Forged integral	4 Forged integral
Length of Crankshaft to Outer Ends of front and rear Bearings	23 <sup>33</sup> / <sub>64</sub> "	23 <sup>33</sup> / <sub>64</sub> "	31"	39 <sup>3</sup> / <sub>4</sub> "
Which Main Bearing takes thrust?	Rear	Rear	No. 1	Center
Main Bearing material	Babbitt-Bronze backed	Babbitt-Bronze backed	Babbitt	Steel backed
Main Bearing, No. of	3	3	4	5
Main Bearing, Interchangeable?	Yes	Yes	Yes	Yes
No. 1 Main Bearing dia. and length	2 <sup>3</sup> / <sub>8</sub> " x 1 <sup>5</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>8</sub> " x 1 <sup>5</sup> / <sub>8</sub> "	2 <sup>5</sup> / <sub>8</sub> " x 2 <sup>5</sup> / <sub>16</sub> "	2 <sup>5</sup> / <sub>8</sub> " x 2 <sup>5</sup> / <sub>16</sub> "
No. 2 Main Bearing dia. and length	2 <sup>3</sup> / <sub>8</sub> " x 1 <sup>5</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>8</sub> " x 1 <sup>5</sup> / <sub>8</sub> "	2 <sup>5</sup> / <sub>8</sub> " x 1 <sup>1</sup> / <sub>2</sub> "	2 <sup>5</sup> / <sub>8</sub> " x 1 <sup>3</sup> / <sub>8</sub> "
No. 3 Main Bearing dia. and length	2 <sup>3</sup> / <sub>8</sub> " x 2 <sup>1</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>8</sub> " x 2 <sup>1</sup> / <sub>8</sub> "	2 <sup>5</sup> / <sub>8</sub> " x 1 <sup>1</sup> / <sub>2</sub> "	2 <sup>5</sup> / <sub>8</sub> " x 1 <sup>3</sup> / <sub>8</sub> "
No. 4 Main Bearing dia. and length	.....	.....	2 <sup>5</sup> / <sub>8</sub> " x 3 <sup>9</sup> / <sub>16</sub> "	2 <sup>5</sup> / <sub>8</sub> " x 1 <sup>3</sup> / <sub>8</sub> "
No. 5 Main Bearing dia. and length	.....	.....	.....	2 <sup>5</sup> / <sub>8</sub> " x 3 <sup>9</sup> / <sub>16</sub> "
Crankshaft material	No. 1045 Steel	No. 1045 Steel	No. 1045 Steel	No. 1045 Steel
Crankshaft Weight	68 <sup>1</sup> / <sub>2</sub> lbs.	68 <sup>1</sup> / <sub>2</sub> lbs.	83 <sup>1</sup> / <sub>2</sub> lbs.	130 lbs.

### CAMSHAFT

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Camshaft Drive	Chain	Chain	Chain	Chain
Camshaft Bearings, No. of	4	4	4	5
Timing Chain make	Morse	Morse	Morse	Morse
Timing Chain width	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "
Timing Chain pitch	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "
Timing Chain adjustment	None	None	Automatic	Automatic
Camshaft location	At top of crankcase in center of Vee	At top of crankcase in center of Vee	At top of crankcase in center of Vee	At top of crankcase in center of Vee

### VALVES

Valve Action	Thru roller cam slide follower	Thru roller cam slide follower	Roller cam follower, push rods and rocker arms	Roller cam follower, push rods and rocker arms
Intake Valve make	Thompson-Rich	Thompson-Rich	Thompson-Rich	Thompson-Rich
Exhaust Valve make	Thompson-Rich	Thompson-Rich	Thompson-Rich	Thompson-Rich
Intake Valve material	Tungsten Steel	Tungsten Steel	Silichrome Steel	Silichrome Steel
Exhaust Valve material	Silichrome Steel	Silichrome Steel	Silichrome Steel	Silichrome Steel
Intake Valve clear dia.	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>5</sup> / <sub>16</sub> "	1 <sup>5</sup> / <sub>16</sub> "
Exhaust Valve clear dia.	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>1</sup> / <sub>2</sub> "	1 <sup>5</sup> / <sub>16</sub> "	1 <sup>5</sup> / <sub>16</sub> "
Angle of Intake Valve Seat	30°	30°	45°	45°

### VALVES (Continued)

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Angle of Exhaust Valve Seat	45°	45°	45°	45°
Valve Stem end style	Split tapered keeper	Split tapered keeper	Split tapered keeper	Split tapered keeper
Valve Lift, Intake and Exhaust	$\frac{3}{64}$ "	$\frac{3}{64}$ "	$\frac{11}{32}$ "	$\frac{11}{32}$ "
Are Valve Guides removable?	Yes	Yes	Yes	Yes
Operating Tappet Clearance, Intake at 35 MPH	.006"	.006"	0	0
Operating Tappet Clearance, Exhaust at 35 MPH	.004"	.004"	0	0
Valve Timing Intake Opens	9° BTC	9° BTC	TDC	TDC
Valve Timing Exhaust Opens	46.5° BBC	46.5° BBC	39° BBC	39° BBDC
Valve Timing Intake Closes	58° ABC	58° ABC	44° ABC	44° ABC
Valve Timing Exhaust Closes	7° ATC	7° ATC	5° ATC	5° ATDC

### LUBRICATION

	Pressure	Pressure	Pressure	Pressure
Lubricating System type	Yes	Yes	Yes	Yes
Oil Pressure to Main Bearings?	Yes	Yes	Yes	Yes
Oil Pressure to Connecting Rod Bearings?	Yes	Yes	Yes	Yes
Oil Pressure to Wrist Pins?	Yes	Yes	Yes	Yes
Oil Pressure to Camshaft Bearings	Yes	Yes	Yes	Yes

### LUBRICATION (Continued)

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Timing Gear Lubrication	Overflow from pressure regulator Gear	Overflow from pressure regulator Gear	Overflow from pressure regulator Gear	Overflow from pressure regulator Gear
Oil Pump type				
Oil Grade recommended (S.A.E. Visc.)	40-50	40-50	40-50	40-50
Summer	20	20	20	20
Winter	30 lbs. @ 30 MPH	30 lbs. @ 30 MPH	30 lbs. @ 60 MPH	30 lbs. @ 60 MPH
Normal Oil Pressure, lbs. @ MPH	8	8	9	10
Capacity of Oil Reservoir, Qts.	AC	AC	AC	AC
Oil Pressure Gauge make	2000 miles	2000 miles	2000 miles	2000 miles
Change Oil every—	Plug	Plug	Plug	Plug
Type of Oil Drain	Float	Float	Float	Float
Oil Reservoir Gauge type	AC	AC	AC	AC
External Oil Filter make	High pressure	High pressure	High pressure	High pressure
Chassis lubrication type	Alemite	Alemite	Alemite	Alemite
Chassis lubrication make	Yes	Yes	Yes—Thermo- static control	Yes—Thermo- static control
Crankcase Ventilating System				

### FUEL

	Own	Own	Own	Own
Gasoline Tank make	23 Gals.	21-22 Gals.	21-22 Gals.	25 Gals.
Gasoline Tank Capacity, Gallons				

### FUEL (Continued)

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Fuel Feed type	Vacuum Tank and Auxiliary Pump	Vacuum Tank and Auxiliary Pump	Vacuum Tank and Auxiliary Pump	Vacuum Tank and Auxiliary Pump
Fuel Feed make	Stewart-Warner Vac. Tank and own Pump	Stewart-Warner Vac. Tank and own Pump	Stewart-Warner Vac. Tank and own Pump	Stewart-Warner Vac. Tank and own Pump
Gasoline Filter make	Own	Own	Own	Own
Carburetor make	2"	2"	2-1½"	2-1½"
Carburetor size	Air valve	Air valve	Air valve	Air valve
Carburetor type	Manifold	Manifold	Exhaust	Exhaust
Intake Mixture heated, how?	Header	Header	hot-spot	hot-spot
Heat adjustment	Automatic	Automatic	None	None
Carburetor Muffler make	AC	AC	AC	None
Exhaust Pipe dia.	2½"	2½"	2½"	2½"
Muffler make	Oldberg	Oldberg	Oldberg	Oldberg
Manifolds: Intake—	2-2 Port Cast Iron 1½"	2-2 Port Cast Iron 1½"	2-1½" 3 Port Cast Aluminum	2-1½" 4 Port Cast Aluminum
Exhaust—	2-4 Port Cast Iron "Y" Connection	2-4 Port Cast Iron "Y" Connection	2-2 Piece 6 Port Cast Iron	2-3 Piece 8 Port Cast Iron

### COOLING

Cooling Circulation, type	Pump Centrifugal	Pump Centrifugal	Pump Centrifugal	Pump Centrifugal
Water Pump type				

### COOLING (Continued)

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Water Pump Drive	Chain Own	Chain Own	Chain Own	Chain Own
Radiator Shutter make	Thermostatic	Thermostatic	Thermostatic	Automatic
Radiator Shutter Control	Cellular	Cellular	Cellular	Cellular
Radiator Core type	Harrison	Harrison	Harrison	Harrison
Radiator Core make	6 Gals.	6 Gals.	6½ Gals.	7 Gals.
Cooling System Capacity, Gallons	Own—Six	Own—Six	Own—Six	Own—Six
Fan make	Blades	Blades	Blades	Blades
Fan dia.	21"	21"	21"	21"

### IGNITION

Ignition Unit make	Delco Remy	Delco Remy	Delco Remy	Delco Remy
Ignition Coil make	Delco Remy	Delco Remy	Delco Remy	Delco Remy
Distributor, Manual Advance	19°	19°	14°	9°
Distributor, Automatic Advance	28°	28°	30°	32°
Distributor Breaker Gap	.018-.022	.018-.022	.018-.024	.015-.020
Distributor Number of Contact Arms	Two—4 lobe Cam	Two—4 lobe Cam	Two—6 lobe Cam	Two—8 lobe Cam
Spark Plug Thread	18 mm Metric	18 mm Metric	18 mm Metric	18 mm Metric
Spark Plug make	Type G 10 AC	Type G 10 AC	Type G 10 AC	Type G 10 AC
Spark Plug Gap	.025-.028	.025-.028	.025-.028	.025-.028

### BATTERY

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Battery make	Delco	Delco	Exide	Exide
Battery Capacity, Ampere Hours	120	120	130	130
Battery Voltage	6	6	6	6
Battery, which Terminal is Grounded	Positive	Positive	Positive	Positive
Battery Case	Moulded composition	Moulded composition	Moulded composition	Moulded composition
Battery location	Under Rt. Fr. Seat	Under Rt. Fr. Seat	In Rt. Fr. Fender	In Rt. Dust Shield

### LAMPS

Candle Power of Headlights	21 Mazda	21 Mazda	21 Mazda	21 Mazda
Candle Power of Fender lights	3 Mazda	3 Mazda	3 Mazda	3 Mazda
Candle Power of Tail lights	3 Mazda	3 Mazda	3 Mazda	3 Mazda
Candle Power of Stop lights	15 Mazda	15 Mazda	15 Mazda	15 Mazda
Candle Power of Dash lights	3 Mazda	3 Mazda	3 Mazda	3 Mazda
No. of Tail lights	1	2	2	2
No. of Stop lights	1	2	2	2
Are double Filament Bulbs used?	Yes	Yes	Yes	Yes
How are headlights dimmed?	Depressed beam	Depressed beam	Depressed beam	Depressed beam
Headlight reflector type	Parabolic	Parabolic	Parabolic	Parabolic

### LAMPS (Continued)

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Are Tail and Dash lights in Series?	No	No	No	No
Horn type	Vibrator	Vibrator	Vibrator	Vibrator
Horn make	Delco Remy	Delco Remy	Delco Remy	Delco Remy
No. of Horns used	1	2	2	2

### GENERATOR

Generator make	Delco Remy (2 Pole)	Delco Remy (2 Pole)	Delco Remy (2 Pole)	Delco Remy (2 Pole)
Generator Driven by	Front end Chain	Front end Chain	Front end Chain	Front end Chain
Generator Voltage Regulation, type of Generator Thermostat Opening temperature	3rd brush	3rd brush	3rd brush	3rd brush
Cutout Relay make	175° Delco Remy	175° Delco Remy	175° Delco Remy	175° Delco Remy
Voltage at Cutout closing	7.5 amps. approx.	7.5 amps. approx.	7.5 amps. approx.	7.5 amps. approx.
Car speed at Cutout closing	8 to 10 MPH	8 to 10 MPH	8 to 10 MPH	8 to 10 MPH
Generator Maximum Normal Charging Rate, Cold	18 amps.	18 amps.	18 amps.	18 amps.
Car speed for Maximum Normal Charging	19 MPH	19 MPH	28 MPH	30 MPH
Voltage at Maximum Normal Charging	7.3-7.7 Volts	7.3-7.7 Volts	7.3-7.7 Volts	7.3-7.7 Volts
Ratio of Generator RPM to Engine RPM	1 1/8 to 1	1 1/8 to 1	1 1/8 to 1	1 1/8 to 1
Ammeter make	AC	AC	AC	AC

### STARTING MOTOR

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Starting Motor make	Delco Remy (4 Pole)	Delco Remy (4 Pole)	Delco Remy (6 Pole)	Delco Remy (6 Pole)
Starting Motor type of drive	Overrunning Clutch	Overrunning Clutch	Overrunning Clutch	Overrunning Clutch
Flywheel Teeth integral, or Steel Ring	Steel Ring	Steel Ring	Steel Ring	Steel Ring
Gear Ratio between Starter Armature and Flywheel	25 to 1 approx.	25 to 1 approx.	25 to 1 approx.	25 to 1 approx.
Normal Engine Cranking speed, RPM	90-100 RPM	90-100 RPM	80 RPM	75 RPM

### CLUTCH

	Own	Own	Own	Own
Clutch make	2 Plate	2 Plate	2 Plate	2 Plate
Clutch type	None	None	None	None
Clutch vibration installation or neu- tralizer	3	3	3	3
Number of Clutch Driving Discs	2	2	2	2
Number of Clutch Driven Discs	Dry	Dry	Dry	Dry
Clutch operates in Oil or Dry	7"	7"	7"	7"
Clutch Facing inside dia.	10"	10"	10"	10"
Clutch Facing outside dia.	4	4	4	4
No. of Clutch Facings required	226.20 sq. in.	226.20 sq. in.	226.20 sq. in.	226.20 sq. in.
Total Area of Clutch Facing				

### CLUTCH (Continued)

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Is Clutch adjustable?	No	No	No	No
Is Clutch Brake fitted?	No	No	No	No

### TRANSMISSION

	Own Unit power plant	Own Unit power plant	Own Unit power plant	Own Unit power plant
Transmission make	3	3	3	3
Transmission location	4.54	4.54	4.54	4.39
Number of forward speeds	1.5 to 1	1.5 to 1	1.5 to 1	1.5 to 1
Gear Ratio in high, standard 5-Pass. 4-Door Sedan	2.5 to 1	2.5 to 1	2.5 to 1	2.5 to 1
Transmission, ratio in second	3.0 to 1	3.0 to 1	3.0 to 1	3.0 to 1
Transmission, ratio in low	3 qts.	3 qts.	3 qts.	3 qts.
Transmission, ratio in reverse	Torque tube and radius rods	Torque tube and radius rods	Torque tube and radius rods	Torque tube and radius rods
Transmission Oil Capacity pounds or quarts	Torque tube	Torque tube	Torque tube	Torque tube
Torque taken through				
Drive taken through				

### REAR AXLE

	Own ¾ Floating	Own ¾ Floating	Own ¾ Floating	Own ¾ Floating
Rear Axle make				
Rear Axle type				



### REAR AXLE (Continued)

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Minimum road clearance under center of axle—tires inflated	7 <sup>23</sup> / <sub>32</sub> "	7 <sup>23</sup> / <sub>32</sub> "	7 <sup>23</sup> / <sub>32</sub> "	8 <sup>3</sup> / <sub>8</sub> "
Rear Axle Oil capacity, pounds or quarts	3 qts.	3 qts.	3 qts.	3 qts.
Type of final Gearing	Spiral bevel	Spiral bevel	Spiral bevel	Spiral bevel
Gear ratio standard 5-Pass. 4-Door Sedan	4.54	4.54	4.54	4.39
Optional Gear ratios	4.07 and 4.91	4.07 and 4.91	4.07 and 4.91	4.07 and 4.75
How is Pinion adjusted	Shims	Shims	Shims	Shims
Wheels, type, std.	Artillery	Artillery	Artillery	Artillery
Wheels, type, optional	Wire, Disc, Demountable Wood	Wire, Disc, Demountable Wood	Wire, Disc, Demountable Wood	Wire, Disc, Demountable Wood
Rim dia, std.	19"	19"	19"	19"
Rim width, std.	5"	5"	5"	5"
Rim width, wire wheels only	5"	5"	6"	6"
Tire make	U.S.	U.S., Firestone, Goodyear	U.S., Firestone, Goodyear	U.S., Firestone, Goodyear
Tire Size, std.	6.50 x 19	6.50 x 19	7.00 x 19	7.50 x 19
Tire Size, optional wheel equipment	6.50 x 19 except on seven passenger closed cars which take 7.00 x 18	7.00 x 18	7.50 x 18	7.50 x 18

### REAR AXLE (Continued)

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
No. of Plies in Tire	6	6	6	6
Front Tire inflation pressure	45 lbs.	45 lbs.	45 lbs.	45 lbs.
Rear Tire inflation pressure	40 lbs.	40 lbs.	40 lbs.	40 lbs.

### SPRINGS

Front Spring type	Semi-elliptic	Semi-elliptic	Semi-elliptic	Semi-elliptic
Front Spring length	38"	38"	40"	42"
Front Spring width	2"	2"	2 <sup>1</sup> / <sub>4</sub> "	2 <sup>1</sup> / <sub>4</sub> "
Front Spring number of leaves, 5-Pass. Sedan	9	9	9	10
Front Spring shackled front or rear	Rear	Rear	Rear	Rear
Rear Spring type	Semi-elliptic	Semi-elliptic	Semi-elliptic	Semi-elliptic
Rear Spring length	58"	58"	58"	60"
Rear Spring width	2"	2"	2 <sup>1</sup> / <sub>4</sub> "	2 <sup>1</sup> / <sub>2</sub> "
Rear Spring number of leaves 5-Pass. Sedan	11	11	11	10
Spring Leaves lubricated with	Graphite & Grease	Graphite & Grease	Graphite & Grease	Graphite & Grease
Spring Shackles (rear) type	Compression	Compression	Compression	Tension
Spring Shackles make	Own	Own	Own	Own
Spring Cover, type—(make)	Metal (Anderson)	Metal (Anderson)	Metal (Anderson)	Metal (Anderson)

### STEERING

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Steering Wheel, dia.	18"	18"	19"	19"
Steering Gear, type	Hour Glass Worm & Sector	Hour Glass Worm & Sector	Hour Glass Worm & Sector	Hour Glass Worm & Sector
Steering Gear Ratio	17 to 1	17 to 1	17 to 1	17 to 1
Car turning dia., tire wall, right	48' 9"	51' 9"	53' 8"	55'
left	44' 6"	46' 6"	53' 3"	54' 5"
Car turning dia., fender sweep, right	50' 9"	53' 8"	56' 1"	56' 2"
left	46' 6"	48' 8"	55' 8"	55' 7"
Castor Angle	1 1/4°	1 1/2°	2 1/4°—3 1/2°	2 1/4°
Camber Angle	1 1/2°	1 1/2°	1 1/2°	1 1/2°
Toe In	3/16"	3/16"	3/16"	3/16"
Front Axle make	Own	Own	Own	Own
Front Axle section type	I-Beam	I-Beam	I-Beam	I-Beam
Front Axle end type	Reverse Elliot	Reverse Elliot	Reverse Elliot	Reverse Elliot

### BRAKES

Foot Brakes make	Own	Own	Own	Own
Number of complete Brakes	4	4	4	4
Foot Brake, type of mechanism	Internal articulated shoe Mechanical	Internal articulated shoe Mechanical	Internal articulated shoe Mechanical with Vacuum assister	Internal articulated shoe Mechanical with Vacuum assister
Foot Brake, method of application				

### BRAKES (Continued)

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Location of Service Brakes	Front & Rear	Front & Rear	Front & Rear	Front & Rear
Brake Lining make	Hycoc Semi-moulded	Hycoc Semi-moulded	Hycoc Semi-moulded	Hycoc Semi-moulded
Rear Brake Drum dia.	15"	15"	15"	16 1/2"
Rear Brake, internal or external	Internal	Internal	Internal	Internal
Rear Brake Lining width	2"	2"	2"	2 1/4"
Front Brake Drum dia.	15"	15"	15"	16 1/2"
Front Brake, internal or external	Internal	Internal	Internal	Internal
Front Brake Lining width	2"	2"	2"	2 1/4"
Per cent Braking power on Rear Wheels	50%	50%	50%	50%
Hand Brake location	Rear	Rear	Rear	Rear
Hand Brake	Rear Service	Rear Service	Rear Service	Rear Service

### FRAME

Frame material	Carbon Steel	Carbon Steel	Carbon Steel	Carbon Steel
Frame depth	8"	8"	8"	9"
Frame thickness	5/16"	5/16"	5/16"	5/16"
Frame Flange width	3 3/4" at Top— 2 1/4" at bottom	3 3/4" at Top— 2 1/4" bottom	3 3/4" at Top— 2 1/4" bottom	3 1/4" at Top— 2 1/4" bottom
Wheelbase	134"	134"	140"—143"	148"

**FRAME (Continued)**

	LaSalle 345	Cadillac 355	Cadillac 370	Cadillac 452
Tread, front	57 $\frac{1}{4}$ "	57 $\frac{1}{4}$ "	57 $\frac{1}{4}$ "	57 $\frac{1}{4}$ "
Tread, rear	59 $\frac{1}{2}$ "	59 $\frac{1}{2}$ "	59 $\frac{1}{2}$ "	59 $\frac{1}{2}$ "
Overall length of car with Bumpers and Spare Tires in Fenderwells	202 $\frac{21}{16}$ " 203 $\frac{15}{16}$ " with rear tire carrier	202 $\frac{21}{16}$ " 203 $\frac{15}{16}$ " with rear tire carrier	210"—213" 215 $\frac{1}{2}$ "—218 $\frac{1}{2}$ " with fenderwells and trunk rack	219 $\frac{3}{4}$ " approx. 222 $\frac{1}{2}$ " with rear tire carrier

## La Salle V-8, Series 345

(134-inch Wheelbase)

Style	List	Delivered
2-Passenger Coupe.....	\$2195.00	_____
2-Passenger Roadster.....	2245.00	_____
2-Passenger Convertible Coupe...	2295.00	_____
5-Passenger Coupe.....	2295.00	_____
5-Passenger Sedan.....	2295.00	_____
5-Passenger Town Sedan.....	2345.00	_____
7-Passenger Touring.....	2345.00	_____
7-Passenger Sedan.....	2475.00	_____
7-Passenger Imperial.....	2595.00	_____
5-Passenger Sedanet.....	3245.00	_____
5-Passenger Sedanet Cabriolet....	3245.00	_____
5-Passenger All-Weather Phaeton.	3245.00	_____
Chassis 134-inch Wheelbase.....	1900.00	_____

Standard wheel equipment: Wood; tire size 6.50 x 19.

### Extras

5 Wire wheels.....	\$ 60.00
6 Wire wheels, fender wells, 2 spare tires and trunk rack.....	190.00
5 Demountable wood wheels.....	50.00
6 Demountable wood wheels, fender wells, 2 spare tires and trunk rack.....	190.00
5 Disc wheels.....	50.00
6 Disc wheels, fender wells, 2 spare tires and trunk rack.....	190.00

Above extra equipment carries 6.50 x 19 tires except La Salle 7-Passenger Touring, 7-Passenger Sedan and Imperial. For La Salle 7-Passenger Touring, 7-Passenger Sedan and Imperial use Cadillac V-8 extra equipment prices and tire sizes. Black side wall tires.

## Cadillac V-8, Series 355

(134-inch Wheelbase)

Style	List	Delivered
2-Passenger Coupe.....	\$2695.00	_____
5-Passenger Coupe.....	2795.00	_____
5-Passenger Sedan.....	2795.00	_____
2-Passenger Roadster.....	2845.00	_____
5-Passenger Town Sedan.....	2845.00	_____
2-Passenger Convertible Coupe...	2945.00	_____
5-Passenger Phaeton.....	2945.00	_____
7-Passenger Sedan.....	2945.00	_____
7-Passenger Imperial.....	3095.00	_____
5-Passenger All-Weather Phaeton.	3795.00	_____
Chassis 134-inch Wheelbase.....	2000.00	_____
Chassis 152-inch Wheelbase.....	2200.00	_____

Standard wheel equipment: Wood; tire size 6.50 x 19.

### Extras

5 Wire wheels.....	\$ 70.00
6 Wire wheels, fender wells, 2 spare tires and trunk rack.....	210.00
5 Demountable wood wheels.....	50.00
6 Demountable wood wheels, fender wells, 2 spare tires and trunk rack.....	190.00
5 Disc wheels.....	50.00
6 Disc wheels, fender wells, 2 spare tires and trunk rack.....	190.00

Above extra equipment carries 7.00 x 18 tires. Black side wall tires.

## Cadillac V-12, Series 370

(140—143-inch Wheelbase)

Style	List	Delivered
2-Passenger Coupe.....	\$3795.00	_____
5-Passenger Coupe.....	3895.00	_____
5-Passenger Sedan.....	3895.00	_____
2-Passenger Roadster.....	3945.00	_____
5-Passenger Town Sedan.....	3945.00	_____
5-Passenger Phaeton.....	4045.00	_____
2-Passenger Convertible Coupe...	4045.00	_____
7-Passenger Sedan.....	4195.00	_____
7-Passenger Imperial.....	4345.00	_____
5-Passenger All-Weather Phaeton.	4895.00	_____
Chassis 140-inch Wheelbase.....	3100.00	_____
Chassis 143-inch Wheelbase.....	3200.00	_____

Interiors all body styles by Fleetwood.

Standard wheel equipment: Wood; tire size 7.00 x 19. Black side wall tires.

### Extras

5 Wire wheels.....	\$ 70.00
6 Wire wheels, fender wells, 2 spare tires and trunk rack.....	240.00
5 Demountable wood wheels.....	50.00
6 Demountable wood wheels, fender wells, 2 spare tires and trunk rack.....	230.00

Above extra equipment carries 7.50 x 18 tires, white side wall, with black side wall tires optional.

## Cadillac V-16, Series 452

(148-inch Wheelbase)

### Fleetwood Custom Bodies

Style No.	List	Delivered
4302	2-Passenger Roadster . . . . . \$5350.00	_____
4260	5-Passenger Phaeton . . . . . 6500.00	_____
4330	All-Weather Phaeton . . . . . 5750.00	_____
4476	2-Passenger Coupe . . . . . 5800.00	_____
4276	2-Passenger Coupe . . . . . 6850.00	_____
4381	5-Passenger Coupe . . . . . 5950.00	_____
4235	2-Passenger Convertible Coupe . . . . . 6900.00	_____
4361-S	5-Passenger Club Sedan . . . . . 5950.00	_____
4161-S	5-Passenger Club Sedan . . . . . 6950.00	_____
4330-S	5-Passenger Sedan . . . . . 5950.00	_____
4330	5-Passenger Imperial (opera seats) . . . . . 6300.00	_____
4130-S	5-Passenger Sedan . . . . . 6950.00	_____
4130	5-Passenger Imperial (opera seats) . . . . . 7300.00	_____
4355-S	5-Passenger Sedan Cabriolet 6125.00	_____
4355	5-Passenger Imperial Cabriolet (opera seats). 6350.00	_____
4155-S	5-Passenger Sedan Cabriolet 7125.00	_____
4155	5-Passenger Imperial Cabriolet (opera seats). 7350.00	_____
4375-S	7-Passenger Sedan (FF aux. seats) . . . . . 6225.00	_____
4375	7-Passenger Imperial (FF aux. seats) . . . . . 6525.00	_____
4175-S	7-Passenger Sedan (FF aux. seats) . . . . . 7225.00	_____

## Cadillac V-16—Continued

Style No.	List	Delivered
4175	7-Passenger Imperial (FF aux. seats) . . . . . \$7525.00	_____
4312	Town Cabriolet (opera seats) 6525.00	_____
4212	Town Cabriolet (opera seats) 8750.00	_____
4320	Town Cabriolet (quar. win- dows)—(FF aux. seats) . . 6525.00	_____
4220	Town Cabriolet (quar. win- dows)—(FF aux. seats) . . 8750.00	_____
4325	Town Cabriolet (full leather quar.)—(FF aux. seats) . . 6525.00	_____
4225	Town Cabriolet (full leather quar.)—(FF aux. seats) . . 8750.00	_____
4391	Limousine Brougham (FF aux. seats) . . . . . 6525.00	_____
4291	Limousine Brougham (FF aux. seats) . . . . . 8750.00	_____
4264	Town Brougham (opera seats) . . . . . 9200.00	_____
4264-B	Town Brougham (special cane work) . . . . . 9700.00	_____

Standard wheel equipment: Wood; tire size 7.50 x 19.  
White side wall tires standard.

### Extras

5 Wire wheels . . . . .	\$ 70.00
6 Wire wheels, fender wells, 2 spare tires and trunk rack . . . . .	300.00
5 Demountable wood wheels . . . . .	50.00
6 Demountable wood wheels, fender wells, 2 spare tires and trunk rack . . . . .	280.00
5 Disc wheels . . . . .	50.00
6 Disc wheels, fender wells, 2 spare tires and trunk rack . . . . .	280.00

PRINTED IN U.S.A.

## PRICE LIST

La Salle V-8  
Cadillac V-8  
Cadillac V-12  
Cadillac V-16



October 15, 1930

All prices f.o.b. Detroit

Subject to change without notice

**CADILLAC MOTOR CAR COMPANY**

Detroit, Michigan, U.S.A.

All fenders and chassis black.

In addition, Fleetwood bodies in a variety of rich colors, lighter in shade, will be brought through periodically for stock. Bulletins will announce these.

Colors available on open types, All-Weather types, and Sedanette types will be announced periodically.

#### UPHOLSTERY

**E**IGHT rich exclusive Fleetwood Doeskin Suede broadcloths by Wiese in subdued colorings harmonizing with any exterior color.

##### *Exclusive Fleetwood Wiese broadcloths:*

Weise 2969	- - - - -	- Green Gray
Weise 2970	- - - - -	- Maroon Taupe
Weise 2971	- - - - -	- Tan
Weise 2972	- - - - -	- Silver Gray
Weise 2973	- - - - -	- Blue Gray
Weise 2994	- - - - -	- Tan Taupe
Wiese 3288	- - - - -	- Dark Gray
Wiese 3363	- - - - -	- Dark Taupe

Optional in all enclosed drive and transformable types.

Three special Venetian mohairs of short nap.

##### *Exclusive Fleetwood Venetian mohairs:*

108-T	- - - - -	- Green
109-T	- - - - -	- Gray
110-T	- - - - -	- Taupe

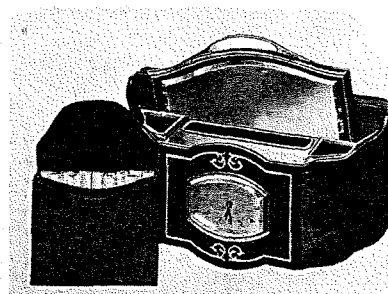
Optional in all enclosed drive and transformable types.

The first two blend well with complementary body colors, Taupe, because of its neutral shade, going well with any color.

Fifteen special exclusive Fleetwood Aero leathers by Radel. These are lightweight, soft, pliable, and luxurious, four being specified for stock with the balance optional without extra charge, with a reasonable added time allowance.

##### *Special Radel Aero leathers:*

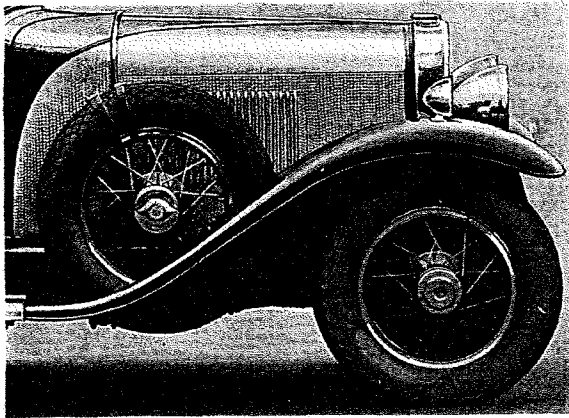
5885	- - - - -	- Silver Gray
451	- - - - -	- Pearl Gray
2646	- - - - -	- Blue Gray
5897	- - - - -	- Green Blue
68	- - - - -	- Blue (Standard)
6016	- - - - -	- Dark Blue
9205	- - - - -	- Deep Maroon
5875	- - - - -	- Rich Maroon
4339	- - - - -	- Green (Standard)



Vanity cases are designed exclusively for Fleetwood bodies and contain 8-day clock, mirror, leather cigarette case, and two ash receivers

6019	- - - - -	Soft Green
6012	- - - - -	Dark Green
9128	- - - - -	Light Brown
9131	- - - - -	Dark Brown
743	- - - - -	Tan (Standard)
2645	- - - - -	Black (Standard)

Optional in All-Weather Phaeton, Sedanette, and open types.



This picture shows a hood with damaskeen finish, a unique and attractive treatment

Six weatherproof Bedford cords by Wiese. The corded fabrics are used for seats with plain material to match for head linings. The waterproof feature of these materials makes them especially desirable for All-Weather types.

*Special waterproof Wiese Bedford cords:*

Wiese 2659-F, 2759-F	- - - - -	Green Gray
Wiese 2661-F, 2761-F	- - - - -	Brown Gray

Wiese 2662-F, 2762-F	- - - - -	Gray
Wiese 2663-F, 2763-F	- - - - -	Blue Gray
Wiese 2665-F, 2765-F	- - - - -	Maroon Taupe
Wiese 2666-F, 2766-F	- - - - -	Tan Taupe

Optional in All-Weather Phaeton and Sedanette types.

With the wide variety offered in the regular exclusive Fleetwood upholstery materials, we recommend that cloths be selected from Wiese collection No. 61 *only when absolutely necessary*, as there will be delays involved in securing curtains and other trimming materials to match. These delays are avoided in the case of the regular Fleetwood materials.

*Enclosed drive types and transformable types.*

Eight exclusive Fleetwood Wiese broadcloths—optional.

Three exclusive Venetian mohairs—optional.

Any material in current Wiese Collection No. 61—optional.

*All-Weather and Sedanette types:*

Fifteen Fleetwood Radel Aero leathers—optional.

Six weatherproof Fleetwood Wiese Bedford cords—optional.

*Open types:*

Fifteen Fleetwood Radel Aero leathers—optional.

(In the case of All-Weather Phaetons, Sedanettes, and open types, four of the exclusive Fleetwood Radel Aero leathers in the sample book will be specified for stock. The balance are optional with reasonable added time allowance.)