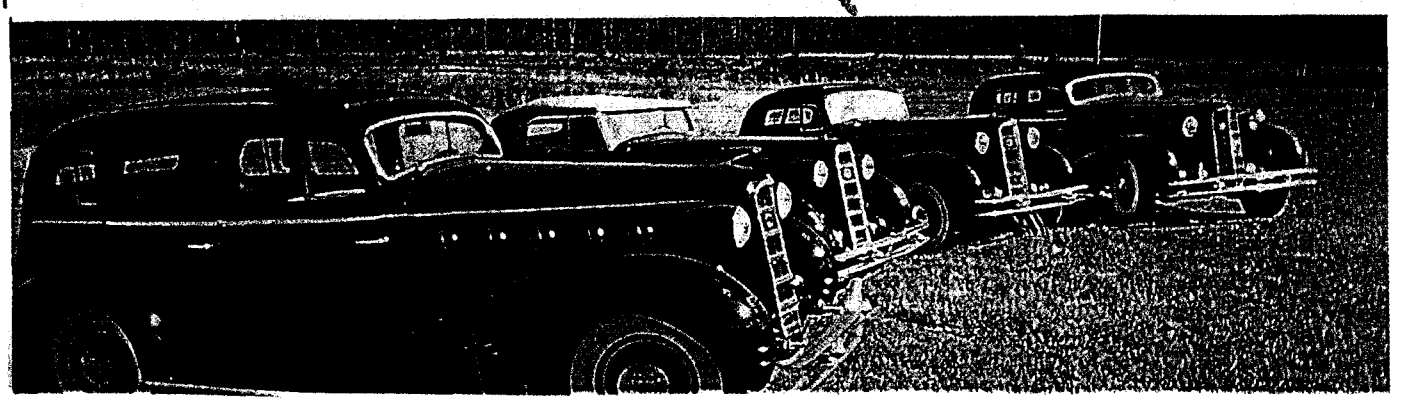
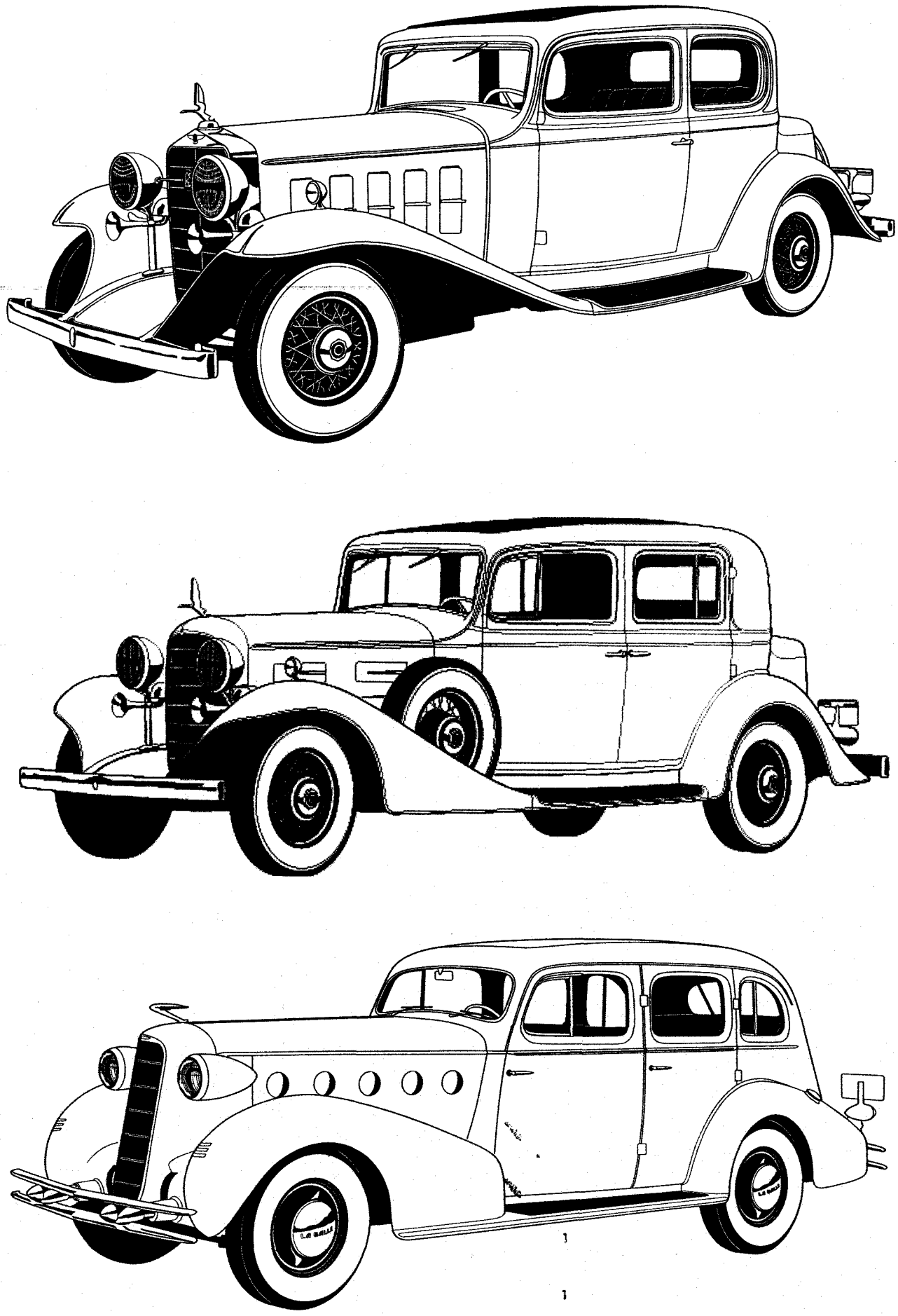
CONDENSED SPECIFICATIONS

La Salle—Series 350

List Price (5-Sedan)	$1595 (f.o.b. Detroit)
Wheelbase	119"
Overall Length	202¼"
Engine: No. Cyl., Type, Make	8—In Line—Own
Valve Arrangement	L-head
Bore and Stroke	3 x 4¼
Piston Displacement	240.3 cu. in.
Taxable Horsepower	28.8
Maximum Brake Horsepower	95 at 3700 R.P.M.
Compression Ratio	6.5 to 1
Rubber Mountings	Yes—6 points
Crankshaft: No. main bearings, type	5—bronze backed babbitt
Counterweighted, method	Yes, 8, integral with shaft
Balancer	Yes
Piston, material, No. rings	Anodized aluminum alloy, 4 R
Timing drive	Chain
Generator drive	Belt
Lubrication: Pressure to	Main bearings, connecting rods, wrist pins, camshaft bearings
Crankcase ventilation	Yes
Chassis lubrication	Alemite—Zerk
Fuel feed type	A. C. Pump
Windshield wiper vacuum pump	Yes
Carburetor: Make, type	Stromberg, Dual downdraft
Automatic choke	Yes
Air cleaner and silencer	Yes, A. C.
Fuel tank capacity	20 gallons
Radiator type	Cellular
Thermostatic circulation control	Yes—in engine
Capacity of Cooling System	4.65 gals. (18 qts.)
Starter drive	Solenoid gear
Control	Button on instrument panel
Clutch: Size and type	9⅞" x 6⅛", single plate
Transmission: Syncro-Shift	Yes
Helical silent gears	All forward and reverse
No. forward speeds	3
Final drive: Type	Hotchkiss drive
Universal joints, how lubricated	Manually (12,000 miles)
Rear axle: Type gears	Spiral bevel
Gear ratio	4.78 to 1
Brakes: Service, type	Hydraulic
Drum material and diameter	Centrifuse 12"
Hand brakes: Location	Rear, service brakes
Springs: Type	Front, helical Rear, semi-elliptic—Metal covers with graphite bronze inserts for permanent lubrication
Shackles	Threaded (rear) U type
Shock absorbers	Double acting
Tires	16—7.00
Steering Ratio	18¾ to 1
Steering wheel size	18½", Tri-spoke



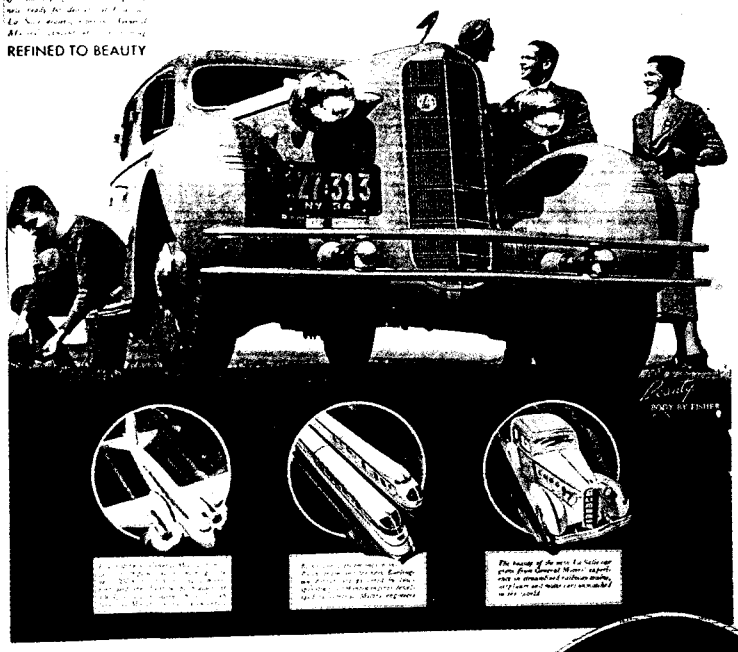


These line drawings demonstrate the dramatic styling transition from 1932 to 1933 with the skirted fenders and the radiator shroud "grille" to the rounding, streamlining and integrating of all the components in the 1934 trendsetting LaSalle.

POINTING

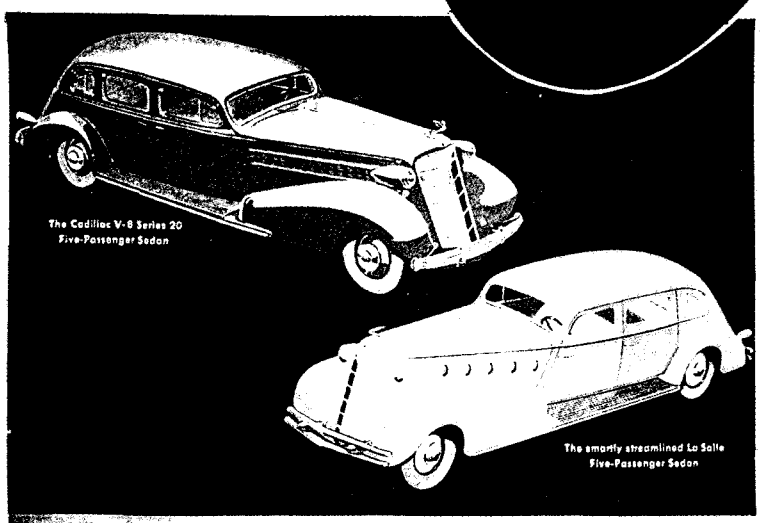
STREAMLINING

REFINED TO BEAUTY



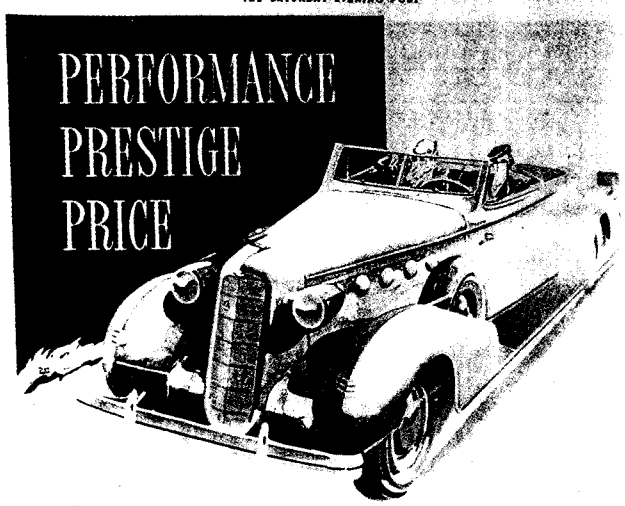
SO SMART — SO COMFORTABLE
SO ECONOMICAL

DESIGNED AND BUILT BY CAD



THE SATURDAY EVENING POST

PERFORMANCE
PRESTIGE
PRICE



Three important advantages offered by

THE NEW LASALLE

$1225

and TODAY'S CADILLAC AND LASALLE CARS
ARE FINER VALUES THAN EVER

These ads demonstrate the unique positioning of the 1934 model. Top left: A trendsetting comparison introduced the thought of design leadership by comparing LaSalle streamlining to other forms of transportation. Top right: The use of photographic reality matches LaSalle to lifestyles. Above left: Placed in February 1935, this ad still shows the 1934 model LaSalle, while Cadillac showed its 1935 model. Note the LaSalle biplane bumpers and Cadillac's new re-designed safety bumper bar. Above right: Finally, the new 1935 LaSalle model is shown in the April 27 issue of The Saturday Evening Post

LASALLE
OPERATOR'S MANUAL

1934

EDITION NO. 350

In ordering a duplicate of this Manual specify the above number or the engine number of the car.

CHAPTER I

CADILLAC-LA SALLE SERVICE

THE OWNER of a La Salle motor car has purchased a fine piece of machinery to serve him as a pleasant and dependable means of transportation. The La Salle provides this means; pleasant because of its fine performance, comfort and ease of control; dependable because of the care with which it was built and because of Cadillac Service, which operates on a standard policy, guaranteeing the owner efficient service everywhere at standard prices under factory regulation.

Cadillac-La Salle Service Stations

Cadillac Service is available wherever Cadillac and La Salle cars are sold. Service stations conducted by La Salle distributors and dealers are designated as "Authorized Cadillac-La Salle Service Stations," and are identified by the exclusive sign shown on this page. Wherever this sign is displayed, the owner will find an organization prepared to service Cadillac and La Salle cars. This means proper equipment, factory-trained personnel, a stock of genuine replacement parts and standardized policies and methods.

Fig. 1. Authorized Cadillac-La Salle Service Stations display this sign at the service entrance.

The car owner's first and most frequent contact with Cadillac Service naturally will be in the service station of the distributor or dealer who sold him the car and who therefore has the greatest interest at stake in assuring him satisfaction. Cadillac Service is so organized, however, that the owner may feel perfectly free to use his car for extended travel, secure in the knowledge that other Authorized Cadillac-La Salle Service Stations are able and willing to offer the same service benefits to which he is entitled at his local service station.

As an aid to touring owners, Authorized Service Stations are listed under the Cadillac-La Salle trademark in the classified telephone directories of most of the larger cities.

Identification Card

As a means of introduction at other Authorized Cadillac-La Salle Service Stations, every purchaser of a La Salle car is given credentials in the form of an Identification Card. This card is mailed to the owner by the Cadillac Motor Car Company as soon as delivery of the car is reported by the distributor or dealer. It is supplied in a celluloid case and is intended to be carried in a holder on the car. This holder is located under the cowl in the driving compartment on the right-hand side of the car as shown in figure 3.

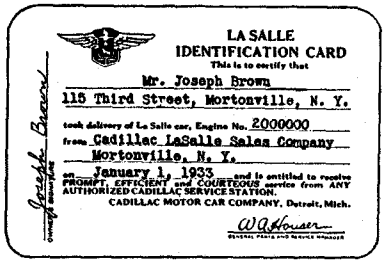

LA SALLE
IDENTIFICATION CARD
This is to certify that
Mr. Joseph Brown
115 Third Street, Mortonville, N. Y.
took delivery of La Salle car, Engine No. 2000000
from Cadillac LaSalle Sales Company
Mortonville, N. Y.
on January 1, 1933 and is entitled to receive PROMPT, EFFICIENT and COURTEOUS service from ANY AUTHORIZED CADILLAC SERVICE STATION.
CADILLAC MOTOR CAR COMPANY, Detroit, Mich.
W. A. Houser
Joseph Brown

Fig. 2. The Identification Card, when properly signed, introduces the owner at any Authorized Cadillac-La Salle Service Station.

Upon presentation of this Identification Card at any Authorized Cadillac-La Salle Service Station, the car owner is assured of standard Cadillac Service under factory regulation.

Care of the Car

A fine piece of machinery, such as the La Salle, naturally requires a certain amount of care to assure smooth running, dependability and long life, and the owner will derive the utmost in continuous satisfaction and utility from operation of the car by following the instructions given below:

1. Drive the car at moderate speeds for the first 500 miles.

2. Operate the car in accordance with the instructions contained in this manual.

3. Check the engine oil level every 100 to 150 miles and add oil as often as necessary to keep the indicator at "Full."

4. Check the air pressure of the tires at least once a week and keep it up to the recommended pressure—25 pounds front and 30 pounds rear.

5. Add distilled water to the storage battery every 1000 miles, and in warm weather every 500 miles, or at least every two weeks.

6. Have the car lubricated every 1000 miles or approximately once a month in accordance with the lubrication schedule given on page 10.

7. Have the car inspected by an Authorized Cadillac-La Salle Service Station every 1000 miles, or once a month.

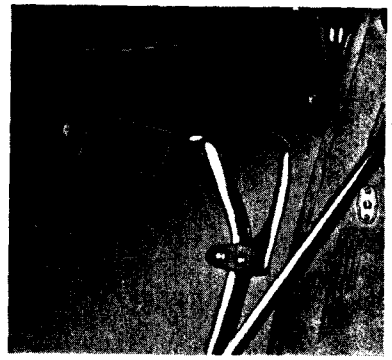


Fig. 3. The Identification Card should be placed in this holder under the cowl.

Authorized Service

The first five items above do not necessarily warrant a visit to the service station. The last two, however, require the attention

of those whose knowledge and experience qualify them to perform the required work efficiently and in accordance with factory recommendations.

A car such as the La Salle, built with skill, precision and fine workmanship, is deserving of the finest care of qualified experts in any service work that may be required. Authorized Cadillac-La Salle Service Stations are qualified to do this work in a manner not to be duplicated elsewhere.

They have a more sincere interest in the operation of the La Salle owner's car than anyone else could have. Their personnel are specialists, having had more experience on Cadillac and La Salle cars than anyone could have who works on all makes of cars. Furthermore, their personnel secure the benefits of continuous factory training, through the medium of up-to-date expert information on La Salle adjustments and service methods, supplied exclusively to them by the factory in regular publications and special bulletins.

Preventive Service

Preventive service is the fundamental principle of La Salle Service. It is based on the knowledge that regular expert attention keeps emergency service at a minimum, assuring continuous satisfactory operation of the car with a minimum of interruption and expense.

The first thought, of course, is the proper protection of all working parts through correct lubrication according to schedule. The second, of great importance, is systematic inspection every 1000 miles, or approximately once a month, so that any necessary adjustments may be made before the need becomes an emergency.

Authorized Cadillac-La Salle Service Stations will make such inspections without charge. Lubrication and any necessary adjustments will then be performed at standard prices under factory regulation after the owner has approved the work and the prices.

Repair Parts

Genuine La Salle parts, manufactured to the same specifications as the parts originally used in the car, are carried in stock by Authorized Cadillac-La Salle Service Stations. They are sold at uniform prices throughout the United States and are not subject to the addition of handling, excise or other supplementary charges. Printed price lists, published by the Cadillac Motor Car Company, are open to inspection by owners at any Cadillac-La Salle distributor's or dealer's service station.

Flat Rate Service

Authorized Cadillac-La Salle Service Stations are prepared to offer service to the owner by means of individual operations quoted on a flat rate basis and authorized by the owner as occasion requires. When a car enters the service station, it is promptly inspected by an expert tester who quotes the owner an exact price, which in practically every case includes material as well as labor, for the work he finds necessary. The owner then authorizes the work at this price and when he receives the bill, this is the price he pays.

Charges prevailing at Authorized Service Stations are based on standard schedules furnished by the Cadillac Motor Car Company. These schedules call for methods and tools approved by the same engineers who designed and built the car, thus assuring the highest quality of work at the lowest possible price. Standard price schedules are open to owners for inspection at any Authorized Cadillac-La Salle Service Station.

Lubrication Agreement

Lubrication according to schedule is the most important service attention required by the car. The Cadillac-La Salle Lubrication Agreement is made available to La Salle owners by Authorized Service Stations in order to provide the most convenient and least expensive way of securing this essential service. The Lubrication

Agreement provides, for a period of either 6,000 or 12,000 miles (but within 9 or 18 months), either 6 or 12 scheduled lubrications at a substantial saving over the total cost of the same operations when purchased individually.

The Lubrication Agreement is recognized by all Authorized Cadillac-La Salle Service Stations in the United States, regardless of where it may have been purchased. The owner needs only to present his coupon book and the lubrication work that is due will be performed without any additional charge at any Authorized Service Station.

The holder of a Lubrication Agreement is relieved of the thought of lubrication cost during the entire 6,000 or 12,000 mile period by budgeting his expense beforehand. He need only take his car to the service station at monthly or 1000 mile intervals and request "schedule lubrication" to obtain all of the lubrication due, performed according to factory specifications.

The surest guarantee of long life and complete motoring satisfaction at the least possible expense is correct lubrication and preventive service rendered every 1,000 miles or once a month by an Authorized Cadillac-La Salle Service Station.

CHAPTER II

LUBRICATION

Lubrication Schedule

THE moving parts of the La Salle, built with infinite care and fitted to precision limits, deserve *effective* lubrication to preserve their smooth operating efficiency. Lubrication, to be most effective, must be done systematically at regular mileage intervals. To assist the owner in obtaining proper lubrication, a complete lubrication schedule is reproduced on page 10. This schedule, if faithfully followed, will insure correct lubrication of each wearing surface. As a further aid to the owner, an illustrated lubrication chart, based on the lubrication schedule, is furnished with this Manual to assist the operator in visualizing the location of the various lubricating points.

The unit of the chart as well as the schedule is 12,000 miles which is divided into twelve 1000-mile intervals. Corresponding to these is a series of lubricating operations, grouped and numbered consecutively from 1 to 12, intended to be performed successively at each 1000 mileage interval until the 12,000 mile cycle has been completed. At 13,000 miles, the schedule begins again with Lubrication No. 1 and continues through the series of twelve operations.

Lubrication Notice

A metal plate in the shape of the Cadillac Crest is provided to serve as a lubrication notice and record. This plate is mounted on the left front door pillar as shown in figure 5.

Authorized Cadillac-La Salle Service Stations, after performing each schedule operation, post on this plate the number of the next

LUBRICATION SCHEDULE

LASALLE 350

DO NOT WAIT FOR SCHEDULE LUBRICATIONS *BEFORE* ADDING ENGINE OIL. THE OIL LEVEL SHOULD BE CHECKED EVERY 100 TO 150 MILES AND OIL ADDED IF THE INDICATOR BALL IS BELOW "FULL." THIS IS ESPECIALLY IMPORTANT ON CARS DRIVEN AT HIGH SPEEDS.

		LUBRICANT	LUBRICATION NO. AND MILEAGE AT WHICH DUE											
			1	2	3	4	5	6	7	8	9	10	11	12
			1000	2000	3000	4000	5000	6000	7000	8000	9000	10000	11000	12000
LUBRICATION NOS. 1, 5, 7 AND 11	ADD LIQUID TO RADIATOR	WATER OR ANTI-FREEZE	O	O	O	O	O	O	O	O	O	O	O	O
	ADD ENGINE OIL AS NECESSARY	ENGINE OIL	O		O		O		O		O		O	
	STARTER, GENERATOR AND FAN OIL CUPS	ENGINE OIL	O	O	O	O	O	O	O	O	O	O	O	O
	HAND BRAKE AND CLUTCH RELEASE CONNECTIONS	ENGINE OIL	O	O	O	O	O	O	O	O	O	O	O	O
	ACCELERATOR AND CHOKE SHAFTS	ENGINE OIL	O	O	O	O	O	O	O	O	O	O	O	O
LUBRICATION NOS. 2, 4, 8 AND 10	DOOR HARDWARE	LIGHT OIL	O	O	O	O	O	O	O	O	O	O	O	O
	DISTRIBUTOR GREASE CUP	WHEEL BEARING LUBRICANT	O	O	O	O	O	O	O	O	O	O	O	O
	GREASE GUN CONNECTIONS	CHASSIS LUBRICANT	O	O	O	O	O	O	O	O	O	O	O	O
	WATER PUMP	WATER PUMP LUBRICANT	O	O	O	O	O	O	O	O	O	O	O	O
	*ADD WATER TO STORAGE BATTERY	DISTILLED WATER	O	O	O	O	O	O	O	O	O	O	O	O
	CHECK TIRE INFLATION		O	O	O	O	O	O	O	O	O	O	O	O
LUBRICATION NOS. 3 AND 9	DRAIN AND REPLACE ENGINE OIL	ENGINE OIL		O		O		O		O		O		O
	†TRANSMISSION—ADD LUBRICANT	TRANSMISSION LUBRICANT			O			O			O			O
	†REAR AXLE—ADD LUBRICANT	REAR AXLE LUBRICANT			O			O			O			O
	STEERING GEAR—ADD LUBRICANT	STEERING GEAR LUBRICANT			O			O			O			O
LUBRICATION NOS. 6 AND 12	WHEEL BEARINGS	WHEEL BEARING LUBRICANT						O						O
	SPEEDOMETER DRIVE SHAFT	CHASSIS LUBRICANT						O						O
	**SHOCK ABSORBERS—ADD FLUID	SPECIAL FLUID						O						O
	**CLEAN CARBURETOR AIR CLEANER							O						O
	**FLUSH COOLING SYSTEM AND ADD INHIBITOR							O						O
	**CLEAN OIL PAN AND SCREEN						EVERY 12,000 MILES							O

*IN SUMMER INSPECT BATTERY EVERY 500 MILES OR AT LEAST EVERY 2 WEEKS.
**RECOMMENDED BUT NOT INCLUDED IN LUBRICATIONS 6 AND 12.
†CHANGE REAR AXLE AND TRANSMISSION LUBRICANT—AS REQUIRED FOR LOW TEMPERATURES IN FALL OR WINTER AND AT BEGINNING OF MILD WEATHER IN SPRING.

Fig. 4. Effective lubrication of the La Salle car can be assured only by following this schedule exactly.

operation and the mileage at which it will be due. Thus, when the mileage recorded on the speedometer is the same as the mileage marked on the notice, the car may be taken to any Authorized Cadillac-La Salle Service Station, and, without further ordering other than specifying "schedule lubrication," the car will receive the exact lubrication necessary.

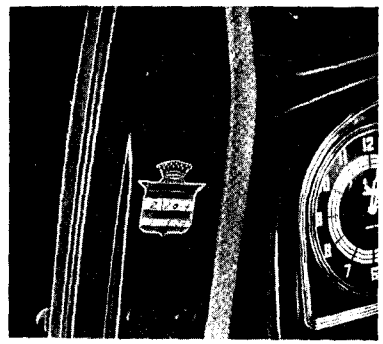


Fig. 5. The lubrication notice plate can be seen by opening the left front door a few inches.

Although the schedule is expressed in terms of miles the car should be lubricated approximately once each month even though the mileage indicated on the speedometer is less than 1000 since the last lubrication operation was performed. The lubrication work can be done while the car is in the service station for its regular monthly or 1000 mile inspection.

Lubricants

The selection of proper lubricants should be one of the first concerns of the owner in his attention to the lubrication of the car. The lubricants must not only be of high quality but their viscosity and other characteristics must be suited to the purpose for which they are to be used.

Cadillac engineers have worked out in detail the specifications for the lubricant required for each point to meet the particular conditions of speed, load, temperature and kind of metals in contact.

Authorized Cadillac-La Salle Service Stations are prepared to furnish lubricants under these specifications to give the best re-

sults in their respective localities. When the car is lubricated by someone not familiar with Cadillac specifications, lubricants should be called for by the S. A. E. viscosities recommended in the following paragraphs.

Engine Oil

Engine oil recommendations are given in the chart below. It should be noted that different grades of oil are to be used for moderate driving and for prolonged high speed driving in both summer and winter.

TYPE OF SERVICE	SUMMER	WINTER	
	All Temperatures Above 32°	Between 32° and 0° Fahrenheit	Between 0° and 15° Below
MODERATE DRIVING	S.A.E. Visc. 30	20-W	10-W
	These oils are not suitable for prolonged high speed driving and if used under such conditions the oil level must be closely watched, as the rate of consumption will be higher than with heavier oils.		
HIGH SPEED DRIVING	"HEAVY DUTY" OILS Oils having an S. A. E. viscosity of 40-50-60 will show lower oil consumption for prolonged high speed driving than the lighter oils which afford easy starting. Some of these heavy oils demonstrate greater fitness for extreme high speed, due to their meeting certain specifications as to volatility. To make certain of using an oil suitable for this service, consult your Cadillac dealer. Heavy duty oils vary in their suitability for winter use. If a heavy duty oil with sufficiently low cold viscosity is not available and if the car is not kept in a heated garage, the lighter oils specified above for moderate driving must be used to avoid hard starting. In this case, be sure to watch the oil level closely as cautioned above.		

Transmission Lubricant

Gear oil of S. A. E. viscosity 160 should be used in the transmission at temperatures above 20° F. For temperatures below

20° F. a light oil of S. A. E. viscosity 90 should be used or the oil used during summer weather should be thinned with kerosine.

Soap greases will not satisfactorily lubricate the transmission gears and should not be used.

Rear Axle Lubricant

Gear lubricant of S. A. E. Viscosity 160 should be used in the rear axle. For extremely low temperatures, it may be necessary to change to a light lubricant of S. A. E. viscosity 90 or to thin the lubricant with kerosine.

Steering Gear Lubricant

The selection of the proper lubricant for the steering gear is of special importance, particularly to avoid hard steering in cold weather. A special steering gear lubricant suitable for extreme heat and cold is available and should be used in the steering gear the year round.

Chassis Lubricant

A good grade of chassis lubricant should be used for all chassis points indicated in the lubrication chart as requiring this type of lubricant. Ordinary cup grease is not satisfactory and if, in an emergency, it is used in place of chassis lubricant, the car should again be lubricated within 300 or 400 miles.

Wheel Bearing Lubricant

The wheel bearings should be lubricated with a good grade of Wheel Bearing Lubricant having a high melting point. Ordinary grease, if used at these points, is likely to melt and run on to the brakes.

Water Pump Lubricant

A water-resistant calcium soap lubricant having a high melting point is recommended for use in the water pump. Only lubri-

cants of this type should be used; other lubricants will be dissolved into the cooling system liquid. Cup greases and wheel bearing lubricants are entirely unsuited for this purpose.

Engine Lubrication

The supply of engine oil is carried in an oil pan at the bottom of the crankcase and is circulated through the engine by means of a gear pump inside of the crankcase. The oil circulated by this pump lubricates the main and connecting rod bearings, the camshaft bearings, the cylinder walls, the pistons and the piston pins, the front end chains, and the valve mechanism.

There are a few points on the engine that cannot be taken care of by the pressure system and these points should be lubricated according to the instructions given in the lubrication chart. This includes the starting motor, the generator, the distributor, the water pump, and the fan.

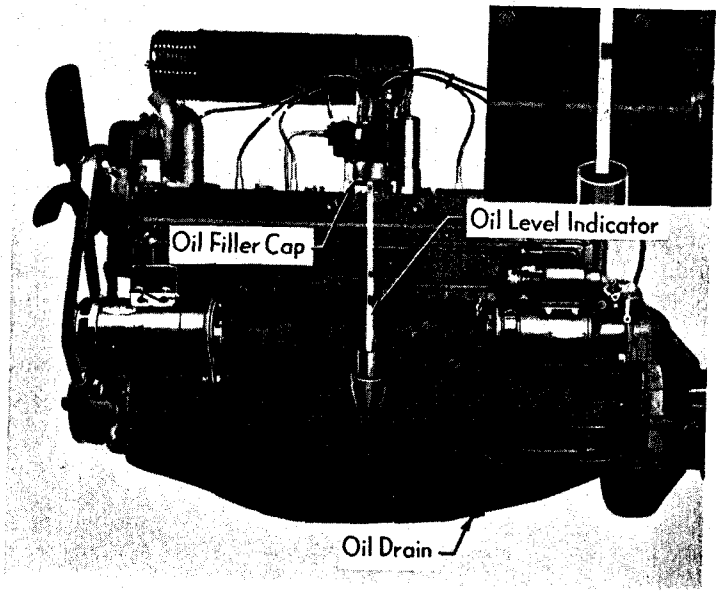


Fig. 6. The external features of the engine lubricating system.

Oil Level

The normal capacity of the oil pan is seven quarts, which fills it to the level of the screen in the pan. When the oil pan contains this amount, the dip stick indicator on the left side of the crankcase (figure 6) will show "Full." The oil level should be checked every 100 to 150 miles and, whenever necessary, enough oil should be added to bring the level up to "Full." It should never be permitted to drop below "Add Oil."

Particular attention should be paid to the oil level in case of prolonged driving at high speed. At high speeds the oil is consumed many times as rapidly as at city driving speeds and oil must be added more frequently to maintain the proper level.

Crankcase Ventilating System and Oil Screen

La Salle engines are equipped with a crankcase ventilating system to keep the oil in the best condition possible. The ventilating system, which functions automatically, prevents dilution and contamination of the oil by removing the vapors which seep past the pistons.

A screen in the oil pan removes any solid matter from the oil. The oil pan and screen should be removed and thoroughly washed with gasoline every 12,000 miles to remove any carbon or foreign particles that may have collected.

Changing Engine Oil

The useful life of the engine oil is greatly prolonged by the use of the crankcase ventilating system, but the oil pan should be drained and the engine oil replaced every 2,000 miles. To drain the oil, simply remove the drain plug (figure 6) and allow the oil to flow into a receptacle placed under the car. The drain plug should then be reinstalled and tightened securely before pouring in fresh oil. Seven quarts are required to bring the oil level indicator to "Full."

CHAPTER III

OPERATION

ONE of the first things the driver of the La Salle should do is to familiarize himself with the location and use of the instruments and controls described in this chapter.

Gasoline Gauge

The gauge marked "Gasoline" indicates the quantity of fuel in the tank at the rear of the car. This gauge operates electrically and indicates the quantity of fuel *only when the ignition is turned on*. When the tank is being filled and the driver wishes to check the amount of fuel in the tank, he should first shut off the engine to comply with filling station regulations and then switch on the ignition so that the gauge will operate.

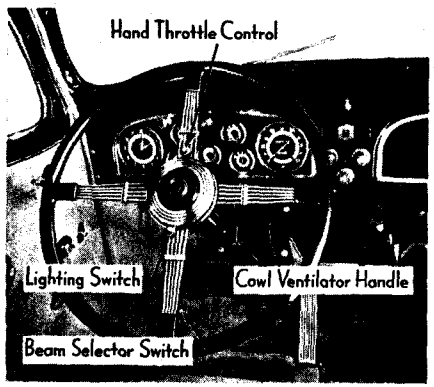


Fig. 7. General arrangement of the driving controls.

Oil Pressure Gauge

The oil pressure gauge indicates only the pressure under which the oil is being forced to the engine bearings. It *does not* indicate the *quantity* of oil in the engine. The gauge should indicate zero as long as the engine is not running, but as soon as it is started and as long as it runs, it should show pressure. If no pressure is indicated when the engine is running, the engine should be stopped at once. Serious damage may result if the engine is run for any length of time whatever with no oil pressure.

Ammeter

The gauge marked "Amperes" indicates the rate of charge or discharge of the battery. It does not indicate the total output of the generator at any time nor does it indicate the current drawn by the starting motor when starting the car.

The ammeter should indicate on the charge side most of the time; otherwise more current will be drawn from the battery than is put into it and the battery will eventually become fully discharged. Normally, when no lights are in use, the ammeter should show "charge" as soon as the car is running ten or twelve miles an hour in high gear. If it fails to show a charge under these conditions, or if it shows a discharge when the engine is not running and no electrical equipment is in use, the cause should be investigated.

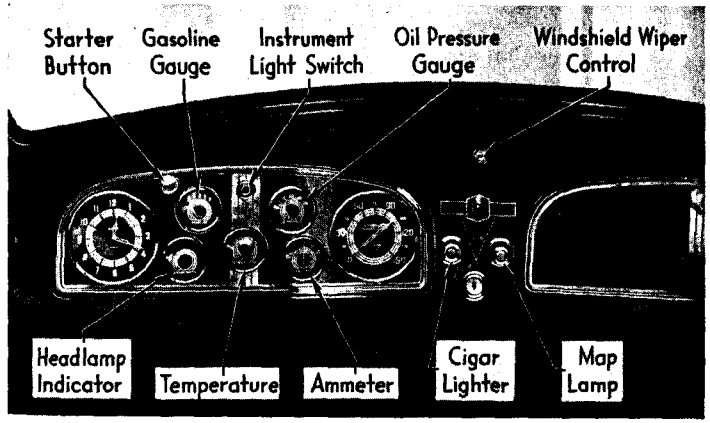


Fig. 8. Arrangement of the instrument panel.

Temperature Indicator

The temperature of the cooling liquid is indicated by the gauge marked "Temperature." For ordinary driving, after the engine has warmed up, the indicator should stay within the "Normal"

range, but under conditions of long hard driving, especially in summer weather, it may indicate "Hot." This is to be expected and will not interfere with efficient operation of the engine. If it indicates "Hot" after short runs and under average operating conditions, however, the cause should be investigated. The temperature indicator will always show a temporary rise immediately after stopping the engine. This likewise is a natural condition and is due to the residual heat in the engine.

Starting the Engine

To start the engine, first depress the clutch pedal or at least make sure that the transmission is in neutral. If the engine is cold, place the hand throttle in the fully closed position. Then, switch on the ignition by turning the key to the right, and press the starter button on the instrument panel. (See figure 9.) Only a moderate pressure is required to close the electrical contact which first engages the starter gears by means of a magnetic device and then turns on the current that cranks the engine. Release the starter button as soon as the engine starts.

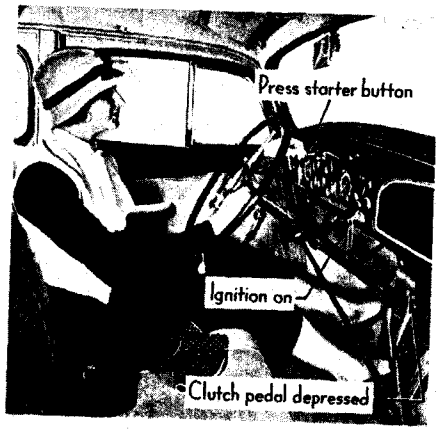


Fig. 9. The starter button is on the instrument panel. There is no hand choke control.

It is not necessary to manipulate a hand choke control and ordinarily it is not necessary to operate the hand throttle, as the La Salle carburetor is fitted with a fully automatic choke and a fast idling control which opens the throttle for idling a cold engine. In starting a *hot* engine, however, it is sometimes advisable to open the throttle fully with the accelerator rather than the hand control, closing it as soon as the engine starts to avoid racing the engine.

Starting Hints

In cold weather it is especially important to disengage the clutch while cranking the engine in order to get a quicker start and to relieve the battery of the strain of turning the transmission gears.

If the engine does not start after 10 or 15 seconds of cranking, release the starter button and look for the cause.

Make sure that the ignition is turned on.

Check the contents of the gasoline tank.

Try to start the engine with the throttle held wide open with the accelerator. This is especially important in warm weather or when the engine is hot, as it will correct any tendencies to a flooded or over-rich condition.

Do *not* "pump" the accelerator to prime the carburetor. This will cause flooding and will make starting difficult rather than easy.

Do not run down the battery by too much use of the starting motor when the engine does not start readily. First find the cause; otherwise, the battery may be run down sufficiently to make starting impossible.

Headlamps

The La Salle headlamps provide three driving beams: a low beam for city driving or driving on lighted highways, a high beam for country driving, and a beam for country passing that deflects the light largely to the right and out of the eyes of approaching drivers. The parking lamp bulbs are also in the headlamps.

The beams are controlled by two switches, a lever at the steering wheel hub and a foot switch at the left of the clutch pedal.

The lever at the steering wheel has three positions beside the "off" position, namely, "parking," "city" and "country." When the lever is in the "country" position, the driving or passing beam can be selected by pressing the foot switch.

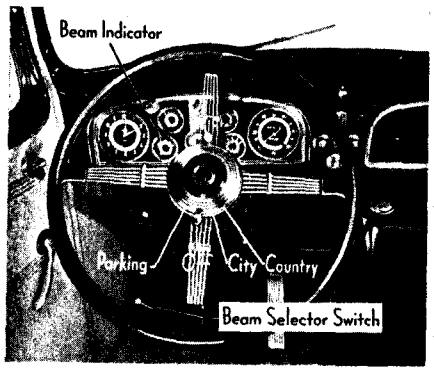


Fig. 10. The positions of the lighting controls are indicated here.

A unique feature of the LaSalle lighting system is the headlight indicator dial on the instrument panel, which indicates in illuminated letters which one of the three driving beams is in use, and assures the use of the right beam at the right time without needless switching.

The switch for the instrument panel lights is located at the top center of the panel.

Driving Hints

The driver owes it to other users of the streets and highways as well as himself to drive in such a way that the car is always under his complete control. The driving equipment on the La Salle—the brakes, the lighting equipment, and the synchromesh transmission—is designed to afford maximum safety at all times, but there are certain conditions requiring special care to make its use fully effective.

Speed

The La Salle can be driven at speeds faster than the driver will ever require. The car operates so smoothly that the driver sometimes fails to appreciate the speed at which he is driving. He must, therefore, use judgment in driving to keep the car always in control. Blind curves, hills, rough roads, side

roads and winding roads require a slower speed than smooth concrete straightaways where the driver may see clearly for considerable distance ahead. Where the vision ahead is limited, speed should be kept low enough so that the car can be stopped within a safe distance for any emergency.

Hills

When approaching the top of a hill, be prepared for any cars coming up the other side.

The transmission should never be shifted to neutral for coasting downhill. If it is desired to coast, keep the transmission in gear and simply disengage the clutch. If the speed of the car becomes excessive while coasting down hill, engage the clutch gradually and use the engine to assist the brakes. It must be remembered that the brakes are subjected to much more severe use on grades, where they must absorb the force of gravity as well as the momentum of the car, than on the level where they must absorb only the momentum of the car.

Ordinarily, the resistance offered by the engine with the transmission in high gear, supplemented by moderate use of the brakes, is sufficient to control the speed of the car. If excessive use of the brakes is still required, however, the transmission should be shifted to intermediate.

Slippery Roads

When stopping on slippery pavements, keep the car in gear and the clutch engaged until the car is nearly stopped. Apply the brakes gently. This will minimize the possibility of skidding. Do not attempt sudden stops.

Carbon Monoxide

Always open the doors of the garage before starting the car.

Carbon monoxide, a deadly poison gas, is present in the exhaust of all internal combustion engines and, for safety, this gas must be

allowed to escape outside the garage. Under normal starting and warming up of the engine in a two car garage enough gas will accumulate in three or four minutes to overcome any occupants. When the choke is used excessively, such as for cold weather starting, the accumulation is more rapid.

Carbon monoxide is colorless, tasteless and almost odorless. It gives no warning.

Open the garage doors before starting the engine.

CHAPTER IV

COLD WEATHER OPERATION

SATISFACTORY operation of the car in freezing temperatures depends upon having the car prepared for cold weather and in giving it the special attentions which are required under such conditions. All the information relating to the care and operation of the car during cold weather has been grouped in this chapter to assist the operator in maintaining the fine performance of the car throughout the winter as well as the summer. This chapter should be reviewed just before the beginning of the winter season so that full benefit may be had of all the suggestions it contains.

Preparing for Cold Weather

Anti-Freezing Solutions

In selecting anti-freezing solutions for winter operation the local conditions and the type of service must be considered. The following information is given to enable the individual owner to more intelligently select the anti-freezing solution best suited to meet his own conditions.

The available commercial materials for preparing anti-freezing solutions for automobile radiators are denatured alcohol, methanol (synthetic wood alcohol), distilled glycerine, and ethylene glycol.

Alcohol and Methanol

Denatured alcohol and methanol solutions have been the most generally used anti-freezing solutions. Denatured alcohol and methanol are widely distributed, afford protection against freezing, and are not injurious to the materials used in the cooling system.

There are two principal objections to denatured alcohol and methanol. These materials are lost by evaporation, especially on heavy runs, and unless the solution in the radiator is tested periodically and sufficient anti-freeze added to replace the loss by evaporation, the motor or radiator, or both, are likely to be damaged by freezing. The car finish is damaged by contact with denatured alcohol or methanol solutions or vapors, and any material accidentally spilled on the finish should be flushed off immediately with a large quantity of water.

Methanol for anti-freeze purposes is sold in the United States in the correct concentration to give the same protection against freezing as denatured alcohol. The table below may be used for both denatured alcohol and methanol.

Lowest Temperature Expected	Per cent by Volume	Specific Gravity (at 60° F.)	
		Denatured Alcohol	Methanol
10 F.	30	.9668	.972
0 F.	38	.9567	.964
—10 F.	45	.9475	.957
—20 F.	51	.9350	.950
—30 F.	57	.9260	.944

Important: The special inhibitor used in the cooling system (see page 40) affects the hydrometer readings of the solution and allowances must be made for the difference. With the inhibitor in the cooling system, the actual freezing temperature of an alcohol or methanol solution is five degrees higher than indicated by the hydrometer. In other words, if the hydrometer reading indicates protection down to zero, the actual protection would only be down to five degrees above zero and similarly throughout the scale.

Glycerine and Ethylene Glycol

Distilled glycerine and ethylene glycol solutions are, in first cost, more expensive than alcohol but, as they are not lost by

evaporation, only water need be added to replace evaporation losses. Any solution lost mechanically, however, either by leakage or foaming, must be replaced by additional new anti-freezing solution. These solutions, under ordinary conditions, are not harmful to the car finish.

The principal objections to glycerine and ethylene glycol are the tendency of these solutions to loosen rust and scale, which form in the water passages of the cylinder blocks and heads, and the difficulty of securing and maintaining tight, leakproof connections. It is absolutely necessary that the entire cooling system be thoroughly cleaned and flushed before glycerine or ethylene glycol is used.

It is also necessary to tighten or replace the cylinder head gaskets, hose connections and pump packing. The cylinder head gaskets must be kept tight to prevent the solution from leaking into the crankcase where it might cause gumming and sticking of the moving parts. The pump packing must be kept tight to prevent air from being drawn into the cooling system, in order to avoid foaming and other difficulties which may result when air is present.

Ethylene glycol (Prestone), sold in the United States for anti-freezing purposes, and radiator glycerine, produced under the formula approved by the Glycerine Producers' Association, are chemically treated to overcome the difficulties mentioned in the above paragraph, and, under normal operating conditions, with tight hose connections and cylinder head gaskets, should be satisfactory for use in the cooling system.

Glycerine and ethylene glycol should be used in accordance with the instructions and in the proportions recommended by the anti-freeze manufacturer. These solutions generally contain inhibitors acting in the same manner as the special oil used in La Salle cooling systems, and when these solutions are used, the proportion of the inhibitor should not be increased by the use of an additional inhibitor. Too large a percentage of the inhibitor will increase rather than retard foaming and will result in more

rapid formation of rust and scale as well as the loss of the anti-freeze solution by spillage.

Use of Hydrometer

In using a hydrometer to determine the temperature at which a solution will freeze, the test must be made at the temperature at which the hydrometer is calibrated. If the solution is warmer or colder, it must be brought to this temperature or large errors may result. In some cases these errors may be as large as 30 degrees Fahrenheit. Freezing point hydrometers are not interchangeable. A different float is required for denatured alcohol, methanol, glycerine, and ethylene glycol.

Salt solutions, such as calcium chloride or magnesium chloride, sodium silicate, kerosine, honey, glucose and sugar solutions are not satisfactory for use in automobile radiators.

The capacity of the cooling system is 4¾ gallons when filled to the proper level, at which it is just possible to see the liquid in the curve of the inlet elbow.

Winter Lubrication

Lubrication of the car requires special attention in winter, not only to insure proper protection for the moving parts, but to secure the same ease of operation in starting, steering and shifting gears as during warm weather.

The chart of engine oil recommendations on page 12 gives the proper grade of engine oil to be used for cold weather driving. It will be noticed that lighter oils can be used during cold weather providing the car is not driven at high speeds. "Heavy duty" oils, however, must be used for prolonged high speed driving in winter as well as summer to prevent excessive oil consumption.

The lubricant in the transmission and rear axle should be thinned or replaced with a lubricant of suitable cold viscosity as soon as the gears are hard to shift.

Lubricants approved for use in the steering gear have a low viscosity and a temperature range that permits efficient steering gear action in either hot or cold weather. If Cadillac approved lubricants are used, therefore, seasonal changes of lubricant will be unnecessary.

Storage Battery

The electrical system of a car has much more to do in winter. The stiffness of the lubricant makes the engine harder to crank in cold weather and it generally is cranked longer before it starts. The lights are also used to a much greater extent than during the long days of summer. All this means that the battery must be ready for increased demands.

It is a good plan in preparing for the winter season, therefore, to see that the battery is fully charged, that the battery connections are clean and tight, and that the charging rate is sufficient to take care of the requirements of the system. At the same time, the spark plugs, the contact points and the ignition timing should be checked to assure easy starting and smooth performance.

Gasoline System

A small amount of water in the gasoline system during warm weather has little or no effect on the running of the engine. In freezing weather, however, even a small amount of water may freeze and stop the entire flow of fuel to the carburetor. It is important, therefore, to clean the filter and the strainers in the gasoline system before the start of cold weather. (See page 42.) It is also advisable to check the adjustment of the carburetor and the operation of the automatic choke.

Starting the Engine

The regular starting procedure, as outlined on page 18, should be followed in cold weather but with special emphasis upon the following points:

Clutch Pedal

The clutch pedal should always be disengaged while cranking the engine in winter weather in order to relieve the strain on the battery. With the clutch disengaged, the starter is not called upon to turn the transmission gears which are immersed in lubricant. At ordinary temperatures the resistance created by the gears turning in the lubricant is negligible, but in cold weather, when the lubricant is stiffened considerably, the strain is sufficient to retard the cranking speed and increase the demand on the battery.

In very cold weather, after the engine has started, re-engage the clutch for several seconds while the transmission is in neutral in order to start the transmission lubricant flowing before the car is started.

Throttle Hand Lever

The correct position of the throttle hand lever for starting in cold weather, is the same as for starting a cold engine under other conditions, namely, in the fully closed position.

Never attempt to prime the carburetor by "pumping" the accelerator. This will flood the carburetor and make starting difficult rather than easy. A flooded carburetor can be corrected by cranking engine with throttle held fully open with the accelerator.

Use of Starter

If the engine does not start readily, release the starter button and look for the cause (see page 19). Avoid particularly continuous cranking for a period of over half a minute. Intermittent cranking for about 10 or 15 seconds imposes far less strain on the battery and is fully as effective for starting.

Use of Accelerator

In cold weather, after the engine is started and before it has run long enough to become warm, the engine cannot deliver its

normal power and should not be called on to do so. In accelerating the engine to start the car and in accelerating the car after the transmission is in gear, the throttle should not be opened too suddenly or too far. This merely invites "popping back" in the carburetor and an increase in the amount of excess unvaporized gasoline in the combustion chamber. Unvaporized gasoline in the cylinder washes the oil off of the pistons and cylinder walls, leaving the surface unprotected and open to scoring.

CHAPTER V

EQUIPMENT

THE equipment provided on the La Salle is designed for the comfort, convenience and protection of the occupants. The driver, therefore, should acquaint himself with the operation of the equipment described in this chapter so that he may derive full benefit from its use as occasion demands.

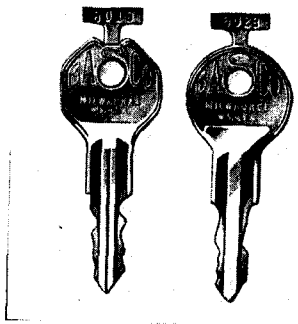


Fig. 11. The key numbers appear on metal tabs, which should be detached as soon as the car is received.

Locks and Keys

The locks on the car are for protection against theft, and full use should be made of this protection whenever the car is to be left unattended for any length of time whatever.

Two sets of two keys each, which may be distinguished by the shapes of their handles, are provided with the car. Two different keys are provided so that the owner may leave the car temporarily in the hands of another operator without foregoing the protection of the various compartments.

The handle of one key is hexagonal in shape while the other is rounded. The hexagonal shaped key operates the ignition switch, the right front door, and the spare wheel locks if spare wheels are carried in fenderwells. The key with the rounded handle operates the instrument panel package compartment lock, the rear deck lock on Coupes and the lock for the rear compartment which ordinarily holds the spare tire.

To prevent unauthorized persons from securing keys, the key numbers do not appear either on the keys or on the face of the locks. At the time a new car is delivered, small metal tabs with the key numbers on them are fastened to the keys. As soon as the keys are received, these metal tabs should be removed and either saved or a record made of the key numbers so that in the event both keys are lost, a duplicate key may be easily obtained from a Cadillac distributor or dealer.

Ignition Switch Lock

The ignition switch lock is located in the central part of the instrument panel. This switch makes or breaks the circuit at the ignition coils by means of connections carried through an armored cable. The ignition is switched off when the key is in the vertical position. To turn the ignition on, turn the key about one quarter turn to the right. The key can be removed only when the switch is in the "off" position. *Be sure to remove the key before leaving the car.*

Door Locks

All doors of the car can be locked from the inside merely by pushing down the small button just below the door window moulding. These buttons snap to the unlocked position when the doors are closed, *unless* the door handle is being held all the way down while the door is being closed. Whenever the doors are locked from the outside in this fashion, however, be careful not to lock the keys inside the car. The right front door can be locked or unlocked from the outside with the hexagonal handled keys.

Radio

The installation of the Cadillac motor car radio has been anticipated in the design of the La Salle. A radio aerial has been built into the car, space has been provided under the cowl for

the set and the speaker, and the instrument panel has been so arranged as to make the radio controls an integral part of the design.

Package Compartment

A compartment is provided at the right hand side of the instrument panel for the convenience of the driver in carrying small articles where they will be readily accessible. Maps, gloves, small packages and other articles can be carried there within easy reach. The Operator's Manual should be carried in this compartment to be available for handy reference. The door of the compartment swings down to a horizontal position for convenience in resting maps or making notes.

Interior Lights and Switches

A map lamp, which may be turned on by pulling it straight out, is located so that it may be used to illuminate the driving compartment for reading maps or making notes when driving at night. This lamp is located in the central part of the instrument panel. It may be turned around in its socket toward either side to throw the light in any direction desired.

Dome lights on all cars except convertible coupes turn on automatically when the doors are opened. When the doors are closed the lights are turned off, but they may also be turned on and off when the doors are closed by a switch located on the right-hand door pillar.

A chart of bulbs for replacement on all lights will be found on page 44.

No-Draft Ventilation

La Salle closed cars are provided with the "No-Draft" system of ventilation which makes it possible for any occupant, while the car is moving, to control the circulation of air in the area

of the car in which he is seated without noticeably affecting any other area. This is accomplished by means of the laterally operated ventilators in the front compartment windows and in the rear quarter windows in the rear compartment.

The No-Draft ventilators are operated by a small crank just below and toward the front of the windows as shown in the illustration. The ventilator may be turned in or out to obtain the desired circulation by turning this handle. In order to make sure the car is safe against intrusion when the car is to be locked, the ventilators should be tightly closed.

Fig. 12. The front ventilators are operated by the smaller of the two cranks.

The front compartment is provided with a screened cowl ventilator in addition to the No-Draft system. This ventilator is controlled by the knob at the right-hand side of the steering column and may be opened for increased air circulation in the front compartment as desired.

Windshield Cleaner

The windshield cleaner consists of two inverted type wiper blades operated simultaneously by suction from a vacuum pump on the engine. The control button is located in the center of the instrument panel.

Sun Visors

Sun visors are provided to protect the occupants of the front seat from the glare of the sun at either the front or the side. The

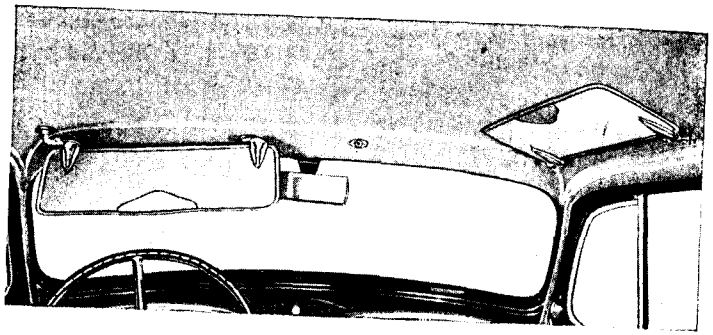


Fig. 13. The sun visors can be clasped in place either at front or at the side.

visors are mounted with a swivel in the corner so that they can be swung either above the windshield or the front window. When not in use, the visors fold up to the car roof.

Adjustable Seat

The driver's seat on closed cars may be adjusted to suit individual requirements and provide the most comfortable driving position. The adjustment can be made by lifting the control lever at the side of the seat base and rolling the seat either forward or backward to the desired location.

Cigar Lighters

Cordless lighters are provided on the instrument panel and in the smoking sets of the various body styles. These lighters have a green translucent button through which the glow of the heating element may be seen when the lighter is ready for use. To use a lighter, press it all the way into its socket and hold it there until the glow of the heating element is seen; then lift it out.

Tools

A compartment for the tools is located in the spare tire compartment at the rear of the car.

Tool equipment provided with the car is as follows:

Hammer	Jack Handle
Screw Driver	Jack
Pliers	Wheel Mounting Wrench
Adjustable Wrench	Operator's Manual
Water Pump Wrench	

Use of Jack

To facilitate raising the car when a tire is flat, the La Salle is fitted with special pads in accessible positions near the front and rear wheels, and the jack is to be placed under these pads. The locations of these pads are shown in Fig. 14.

Spare Wheel Carrier

Spare wheel carriers on the La Salle are either in fenderwells or in a special enclosed compartment in the rear.

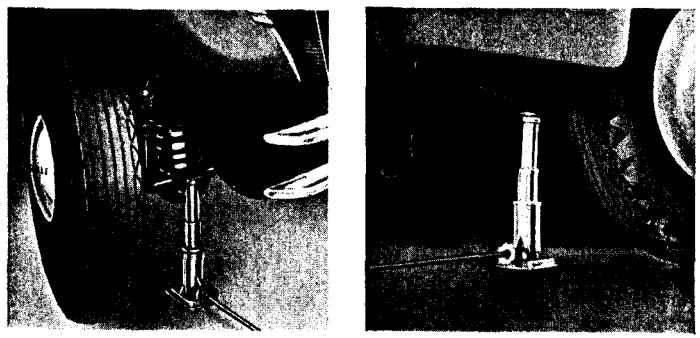


Fig. 14. The jack ***must*** be placed under the pad shown at the left when a front wheel must be raised and under the pad shown at the right when a rear wheel must be raised.

To remove a spare wheel from a fenderwell carrier, remove the hub cap and unlock and remove the lock from the bolt head, after which the bolt and clamp can be removed and the wheel taken out of the fender well.

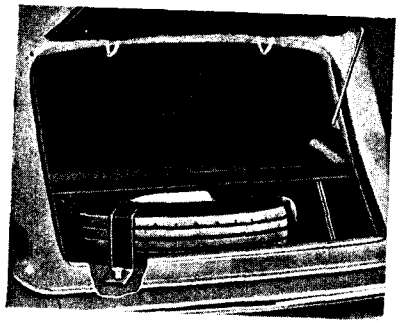


Fig. 15. The spare wheel in the compartment is held in place with two large clamps.

To reinstall a spare wheel, set it in the well and firmly against the support and then install the clamp and bolt, tightening the bolt securely. Install the lock over the bolt head, making sure that the lock plunger enters the groove, and finally install the hub cap.

The mounting for a spare wheel carried in the rear compartment is shown in Fig. 15. The mounting consists of two large clamps held in position by clamping bolts. To remove the spare wheel, loosen the bolts and turn the clamps out of the way.

No lock or hub cap is provided for the spare wheel inside the compartment as the entire compartment can be locked. Always keep this compartment locked, as it contains the tool equipment as well as the spare wheel.

Changing Wheels

If a fully inflated spare tire is always carried, it is only necessary, in case of tire trouble, to remove the wheel with the flat tire and install the spare wheel in its place. Illustrated directions for performing this work are given on page 37.

Fig. 16a. Set the hand brake lever to prevent the car from rolling. Put the jack under the jack pad and jack up the car until an inflated tire would be about 2 inches above the road. Remove the hub cap by snapping it off. Loosen the 5 bolts around the wheel hub by turning them in a counter clockwise direction with the wrench. Remove the bolts and lift the wheel off of the hub. Then swing the front end of the wheel inward and the wheel can be rolled back and out from under the fender.

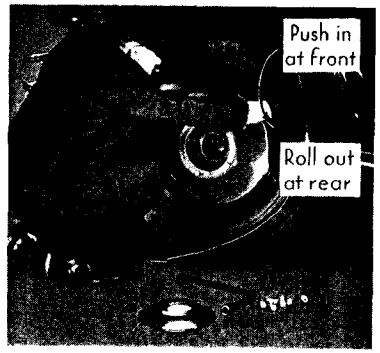
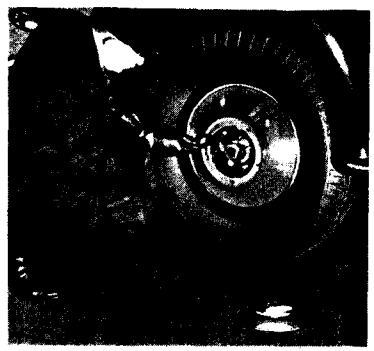


Fig. 16b. To remount the wheel, roll it under the fender in the reverse of the manner of rolling it out, set it up on the hub and start the bolts by hand; then tighten the bolts with the wrench, but not in rotation. After tightening one bolt, tighten the bolt directly opposite until all have been securely drawn up.

Install the hub cap and lower the jack.



CHAPTER VI

GENERAL CARE

NO ATTEMPT has been made to include in this manual directions for making adjustments and repairs to the car. Most La Salle owners prefer to depend on authorized Cadillac-La Salle service stations for such work, as these stations can invariably perform the work more conveniently and economically.

Every owner should, however, know how to perform the few simple operations of general care described in this chapter. These operations are not difficult enough to necessitate a visit to the service station, although this work also can be done in the service station if desired.

Storage Battery

The Delco Storage battery is carried in a compartment underneath the left front seat.

The battery is filled with an acid solution from which the water slowly evaporates and fresh distilled water must be added to each of the three cells at regular intervals to bring the level up to the bottom of the filling tubes. Distilled water should be added at least every 1000 miles and, in warm weather, every 500 miles or at least every two weeks. Hydrant water or water that has been in contact with metallic surfaces is not satisfactory.

After adding water to the storage battery in freezing weather, the car should immediately be run far enough to thoroughly mix the water with the acid solution. If the car is parked immediately after water is added, the water is likely to stay on top of the acid solution and may freeze, thus causing extensive damage to the battery.

No attempt should be made to add acid or any so-called "rejuvenator solution" to the battery. Adding anything other than distilled water will materially shorten the life of the battery.

The specific gravity of the acid solution changes as the battery is charged and discharged. The state of charge of the battery can thus be determined by measuring the specific gravity of the solution with a hydrometer. As the battery is charged, the specific gravity of the solution increases, reaching 1.270 to 1.285 when the battery is fully charged. A fully discharged battery has a specific gravity of 1.150 to 1.165.

An accurate test cannot be made immediately after adding distilled water. The hydrometer reading should be taken before water is added, or, if the solution is so low that it cannot be reached, distilled water should be added to bring the solution up to the proper level and the car run for several hours until the solution is properly mixed before the test is made.

Spark Plugs

The spark plugs provide the spark which ignites the gasoline mixture in the cylinders, and smooth and economical engine performance depends largely upon their efficiency. The accumulation of carbon and improper gap setting are generally the cause of inefficient spark plug operation. Their efficiency can be increased in such cases by cleaning out the carbon and by resetting the gap.

Authorized Service Stations have equipment that will clean spark plugs quickly, thoroughly and inexpensively.

Whenever spark plugs are reinstalled in the engine, the firing points should be tested to make sure they are properly spaced. The gap should be .025 to .027 inches, measured with a feeler gauge. All adjustments of the gap should be made by moving the side wire only.

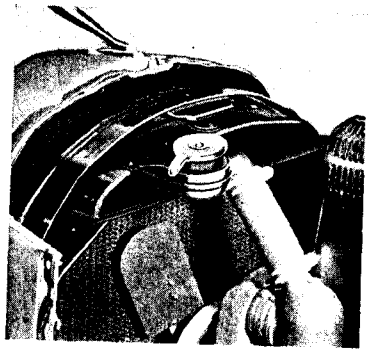


Fig. 17. The radiator filler cap is on the left hand side of the car under the hood.

Cooling System

The radiator filler cap is located on the left hand side of the engine under the hood. The capacity of the cooling system is 4¾ gallons when filled to the proper level, which is with the liquid just visible in the curve of the filler neck. When the car is delivered to the owner, the cooling system contains, in addition to the water and whatever anti-freeze is used, a small amount of a special inhibitor which gives the cooling liquid a milky appearance. This inhibitor has particular advantages in reducing foaming and retarding the formation of rust and scale, thus helping to keep the cooling system clean so that it will better perform its cooling action. It is not necessary to add the inhibitor each time water or anti-freeze is added. Whenever the cooling system is drained and refilled, however, it is recommended that ⅓ of a pint (about 6 ounces) of a suitable inhibitor be added. Consult your Distributor or Dealer concerning the proper inhibitor to use.

In freezing weather a suitable anti-freeze solution, such as those described on page 23, should be used. The inhibitor, although it has no anti-freezing qualities in itself, will blend satisfactorily with any approved anti-freeze but should not be used with any solution already containing an inhibitor (see page 25). Allowances must, of course, be made when testing the cooling solution for the effect the inhibitor has on its specific gravity.

Before the start of cold weather, the cooling system should be cleaned and thoroughly inspected to make sure all connections are tight. If an inhibitor is used, this cleaning will suffice for the

entire year; otherwise it is advisable to clean it thoroughly every 6000 miles, using the reverse flow method which is standard at all Authorized Cadillac-La Salle Service Stations.

If this is not possible, a satisfactory cleaning, although not as effective as the reverse flow method, may be obtained by using the following procedure.

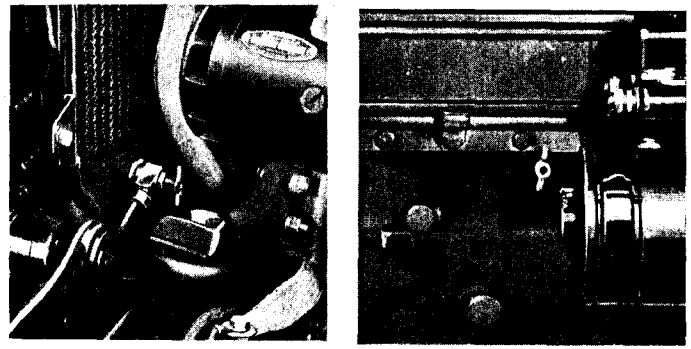


Fig. 18. Both valves must be opened in order to drain the cooling system thoroughly.

Run the engine until it is warm; then stop the engine and open the two drain valves (Fig. 18), on the left-hand side of the engine. After the liquid has drained off, refill the cooling system with hot water, run the engine for a few moments, and drain the system. Repeat this operation until the water is clean when it is drained.

In cases where the accumulation of rust and scale is so great that this method does not clean the system sufficiently, the flushing operation should again be repeated after one or two handfuls of sal soda have been added. Care must be taken, of course, that the cooling system is thoroughly flushed after this operation to clean out all traces of the sal soda, and that none of the solution is allowed to reach the car finish.

Only hot water should be used for flushing the cooling system, as water cooler than 145° will close the thermostat valve in the block and prevent complete circulation.

Gasoline System

A gasoline filter is provided at the bottom of the fuel pump on the front right-hand side of the engine. Any accumulation of water or sediment should be cleaned out when it can be seen in the glass bowl.

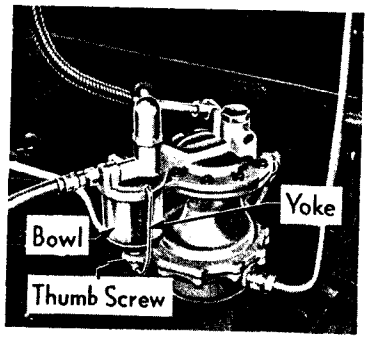


Fig. 19. The gasoline filter should be removed and cleaned whenever water or sediment appears in the bowl.

The bowl may be removed by unscrewing the thumb nut on the underside of the bowl and swinging the yoke to one side. The screen strainer at the top of the bowl usually comes off with the bowl but if it does not, it may be removed by pulling it straight down.

Any dirt on the strainer should be washed off with gasoline and the bowl should be wiped clean. The bowl should then be reinstalled with the screen on top. Make sure the bowl seats properly against the cork gasket at the top of the filter, swing the yoke into place and tighten the thumb nut.

Carburetor Air Cleaner

The carburetor intake silencer serves also as an air cleaner. This cleaner is designed to catch any dust or lint in the air before it is drawn into the carburetor. It is automatic in operation and requires no attention other than periodic cleaning.

The mileage at which the air cleaner requires attention depends entirely upon the conditions under which the car is operated. For normal driving in cities and on hard surfaced roads, cleaning once every 6000 miles is sufficient. Under extreme conditions,

however, such as continuous driving on dusty roads or in localities where there is considerable dust in the air, cleaning may be required as frequently as every 2000 miles.

The silencer unit cannot be disassembled, but it must be removed from the engine for cleaning. To clean it, simply dip the air cleaner end in gasoline and rinse it thoroughly. Let it drain and then dip it in fresh engine oil, and finally drain and reinstall.

Tires

The most important factor in the life of a tire is its inflation pressure. Each tire should be tested at least once a week and the pressure should be kept at 25 pounds front and 30 pounds rear.

With the inflation pressure properly maintained injuries to the tire structure will be kept at a minimum. Severe cuts, however, caused by sharp obstructions in the street or on the road, will invariably appear. If these cuts are neglected, the action of the weather and grit and gravel will in time weaken the tire around those points. If the cuts are sealed immediately by a good vulcanizer, however, these points will be protected and the life of the tire will be lengthened.

Tire Balancing Marks

The tires used on the La Salle are balanced to offset the weight of the valve stem and if a tire is removed it must be reinstalled in its original position with respect to the rim, otherwise the tire and wheel will be unbalanced.

A small red or black dot branded in the side wall of the tire indicates the point of balance. This mark must always be kept in line with the valve stem.

Lamp Bulbs

In replacing lamp bulbs in any of the lights on the car, the same candle power bulb should be used for replacement as was originally installed. It is a good plan to carry a spare set of these lamp bulbs at all times in the car.

The bulb in the map lamp may be replaced after unscrewing the knob at the end of the shield.

The lamp bulbs used in the car are as follows:

Location	Voltage	Candle Power	Mazda No.
Headlamps	6-8	32—32	2330-L
Rear Lamps (signal position)	6-8	15	87
Rear Lamps (parking, driving)	6-8		
Instrument Lamp	6-8	3	63
Map Lamp	6-8		
Fender Lamps	6-8		
Dome Lamp	6-8	6	81

Care of Headlamps

The headlamps require periodic cleaning and occasional readjustment. To clean the headlamps, remove both headlamp doors. Clean the lenses with alcohol inside and outside. Carefully wipe all dust from the reflectors and, if necessary, polish them with a soft rag dipped in a mixture of lamp black and alcohol. In polishing reflectors, always rub from the center straight out to the rim; *never* rub in circles.

Inspect the gaskets and replace them if they are damaged or do not register properly. Replace any bulbs that are burnt out or that show signs of blackening. Try the lighting switches in all positions to see that all bulbs burn properly.

The headlamps are designed for prefocused bulbs, so no focusing adjustment can be made in the lamps. On this account, *only prefocused bulbs can be used in these lamps*, and no other bulbs will be satisfactory. Because of this design, aiming is the only adjustment required by the headlamps.

Set-Up for Aiming Lamps

Place the car on a level surface with the headlamps aimed toward and 25 feet from a garage door or other reasonably light colored vertical surface. Draw a horizontal line on this surface at the level of the headlamp centers. If your state requires a loading allowance, draw this horizontal line the required distance below the level of the lamp centers. Sight through the center of the rear window over the radiator cap to determine the center point of the horizontal line and draw vertical lines through points at the right and left of this center point directly ahead of the center of each headlamp.

Aiming the Headlamps

The lighting switches should be turned to the "Driving" position, which means that the lower filaments will be lighted in both lamps. The headlamp doors must be removed and one of the headlamps covered. The beam from the uncovered lamp should then be centered sideways on the vertical line directly

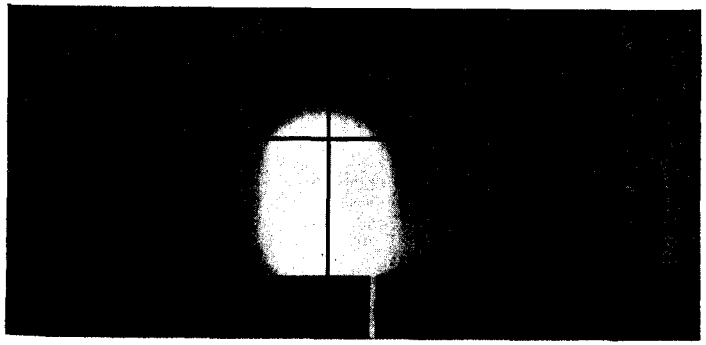


Fig. 20. Correctly aimed upper beam of left headlamp without lens.

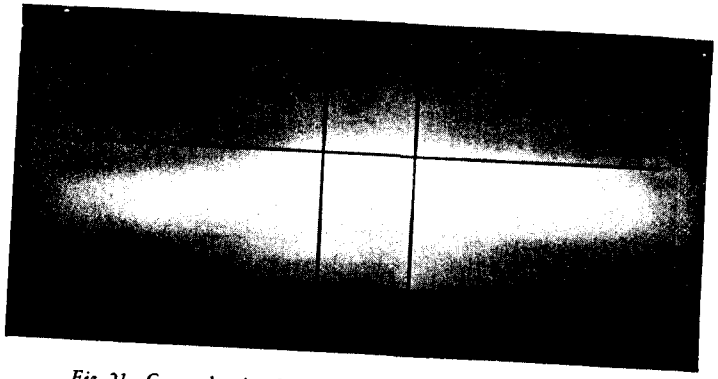


Fig. 21. Correctly aimed upper beam of left headlamp with lens.

ahead of it and the top of the beam should be just at the horizontal line, as shown in Fig. 20 for the left headlamp.

The beam can be aimed either up or down or sideways by turning the headlamp after loosening the headlamp support.

When replacing the headlamp doors, reinstall the cork gaskets with care and be sure to place the door with the "left" lens on the left lamp and the "right" lens on the right lamp. Then check again the beams from the two lamps, one at a time. The beam from the left headlamp should have the upper edge of the hot spot at the horizontal line and the left edge at the vertical line

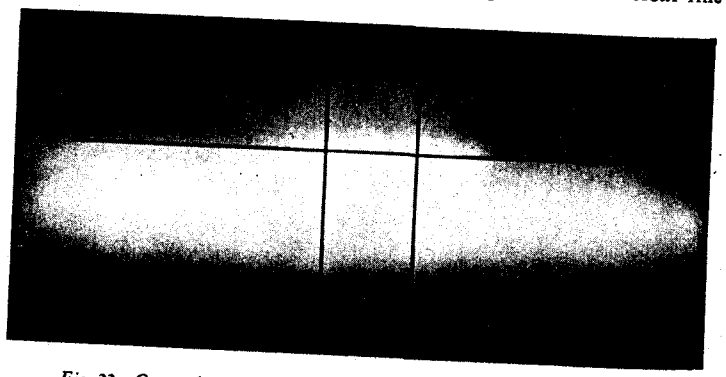


Fig. 22. Correctly aimed upper beam of right headlamp with lens.

directly ahead of the lamp as shown in Fig. 21. The beam from the right headlamp should likewise have the upper edge of the hot spot at the horizontal line, but with the maximum intensity centered on the vertical line directly ahead of the lamp and the right cut-off of the hot spot about a foot to the right of this line as shown in Fig. 22.

No further aiming is required for the lower or passing beams.

Storing the Car

If the car is to be stored for any length of time it is important that a few precautions be taken to protect it from deterioration. Blocking up the car to take the weight off of the tires and placing a cover over the entire body will protect the tires and finish. The engine and the storage battery, however, require special attention.

Oil should be injected into the cylinders while the engine is warm. This may be done by pouring two or three tablespoonsful of engine oil into the spark plug holes after the engine has been run long enough to warm it up. Cranking the engine a few times after this is done will distribute the oil evenly over the pistons and cylinder walls. The cooling system should then be drained.

The battery should be fully charged and the solution should be at the proper level. If possible, arrangements should be made to have the battery charged from an outside source every two months during the storage period.

Body

The body of a La Salle car is deserving of care and attention the same as the most intricate working parts of the chassis. In recognition of this fact, authorized Cadillac-La Salle Service Stations displaying the *Complete* Service Sign, shown in figure 23, at the bottom of the Authorized Service Sign have equipped themselves to service the body with as much expert skill and care as

Fig. 23. Authorized Cadillac-La Salle Service Stations displaying this sign are equipped to render complete body service.

the chassis. The simple attentions described below, however, are frequently performed by the owner or under his immediate supervision.

Care of the Finish

Keeping the lacquer finish of the car new and lustrous requires only a thorough wiping with a soft dry cloth every few days and an occasional polishing with a recognized lacquer polish. With this care, the car will need to be washed only when considerable mud or dust has accumulated.

Washing of the car can be accomplished simply and easily with plenty of clean cold water, a soft wool sponge and a clean chamois. Soap and hot water are not only unnecessary but undesirable. The dust or mud should be flushed off with a *gentle* stream of water from a hose without a nozzle, using the sponge merely to loosen the dirt. After all the dirt has been removed in this way, the sponge should be squeezed dry and used to pick up the water from the crevices. Thoroughly wet the chamois and squeeze it dry, then rub the finish with it until all of the water has been removed.

Care of the Top

The top may be kept clean by an occasional wiping to remove the dust. This is all the care required to keep the top clean unless grease spots, stains or dirt film occur. In these cases washing with a mild, neutral soap may be resorted to. Gasoline, naphtha, kerosine and fabric cleaners should never be used since such preparations can easily dull the finish and damage the fabric. Soap and water is not harmful and is fully as effective.

Cleaning Upholstery

Regular monthly cleaning of the car interior with a vacuum cleaner and a whisk broom will keep the upholstery in the best of condition and will prevent excessive wear. The whisk broom should be used to loosen the dirt and grit, which causes more rapid wear than use, while the vacuum cleaner should be used to lift out the loosened dirt.

Spots on the upholstery may be cleaned with any good dry cleaner used sparingly. When the cleaner has thoroughly evaporated, fold a piece of cheese cloth four or five times, dampen it, and place it over the spotted surface; then run a hot iron over surface just long enough to raise a good steam. Plush fabrics can be restored to their original appearance by rubbing lightly against the nap with a brush after the fabric has been steamed in this way.

Door Hardware

The lubrication of the body hardware on the car is fully as essential as the lubrication of chassis parts if it is to work smoothly and silently. Directions for the lubrication of door locks, hinges and striker plates every 1000 miles are included on the lubrication chart. These directions should be followed as faithfully as the rest of the chart.

Body Adjustments

Preventive service on the body at regular intervals will keep the appearance of the car at its best and will eliminate more extensive repairs at a later date. This service should include body bolts, tie-down bolts, door adjustments and the operation of window regulators.

Authorized Cadillac-La Salle Service Stations include the body as well as chassis in the regular monthly or 1000 mile inspection and quote flat rate prices for necessary body service. The necessary work may be authorized by the owner at the time he has chassis adjustments made and the car lubricated.

CHAPTER VII

SPECIFICATIONS AND LICENSE DATA

Type of engine	8 in line
Diameter of cylinder bore	3 in.
Length of stroke	4¼ in.
Piston displacement	240 cu. in.
Horsepower (N. A. C. C. rating)	28.8
Engine number	see below
Capacity of gasoline tank	20 gals.
Capacity of engine lubricating system	7 qts.
Capacity of cooling system	4¾ gals.
Capacity of transmission	2½ pts.
Capacity of rear axle	3 pts.
Wheelbase	119 in.
Tires	7.00 x 16
Spark plug setting	.025-.027 in.
Contact point setting	.014-.018 in.

Engine and Unit Assembly Numbers

Each La Salle car, when shipped, carries an "engine number" which is also a serial number. This is the number to be used in filling out license and insurance applications and in general reference to the car. The engine number is stamped on the left hand side of the cylinder block at the forward end just below the cylinder head, and is also stamped on the upper surface of the frame side bar on the left hand side just in front of dash.

In addition to the engine or serial number, each La Salle car has a unit assembly number for the engine, stamped on the surface

of the upper rib of the crankcase on the left hand side, and job and body numbers for the body, stamped on the left hand side of the cowl under the hood. These numbers are so located that all can be seen upon lifting the left side of the hood.

In ordering replacement parts, always give the engine number of the car and, in addition, the engine unit number when ordering engine parts, and the job and body numbers when ordering body parts.

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350-2
4300-5-34

Printed in U. S. A.

Book 4

SECOND EDITION

35-50

FILE COPY

LA SALLE LUBRICATION CHART

Check the engine oil every 150 miles

Rear Spring Shackle

1 each side

Apply chassis lubricant to connection, with grease gun.

Every 1000 miles

Rear Axle

Add rear axle lubricant to bring level up to filler hole.

Every 3000 miles

Change to winter grade lubricant for cold weather.

Capacity 5 pts.

Storage Battery

Add distilled water to bring level up to bottom of filler tubes.

Every 1000 miles

In warm weather check level every two weeks.

Pedal Shaft

1 connection

Apply chassis lubricant to connection with grease gun.

Every 1000 miles

Steering Gear

Add steering gear lubricant to bring level up to filler.

Every 3000 miles

Steering Connecting Rod

1 at each end

Apply chassis lubricant to connections with grease gun.

Every 1000 miles

Engine Oil Filler

Check oil level and add oil as required.

Every 150 miles

Drain crankcase and refill with oil of correct grade.

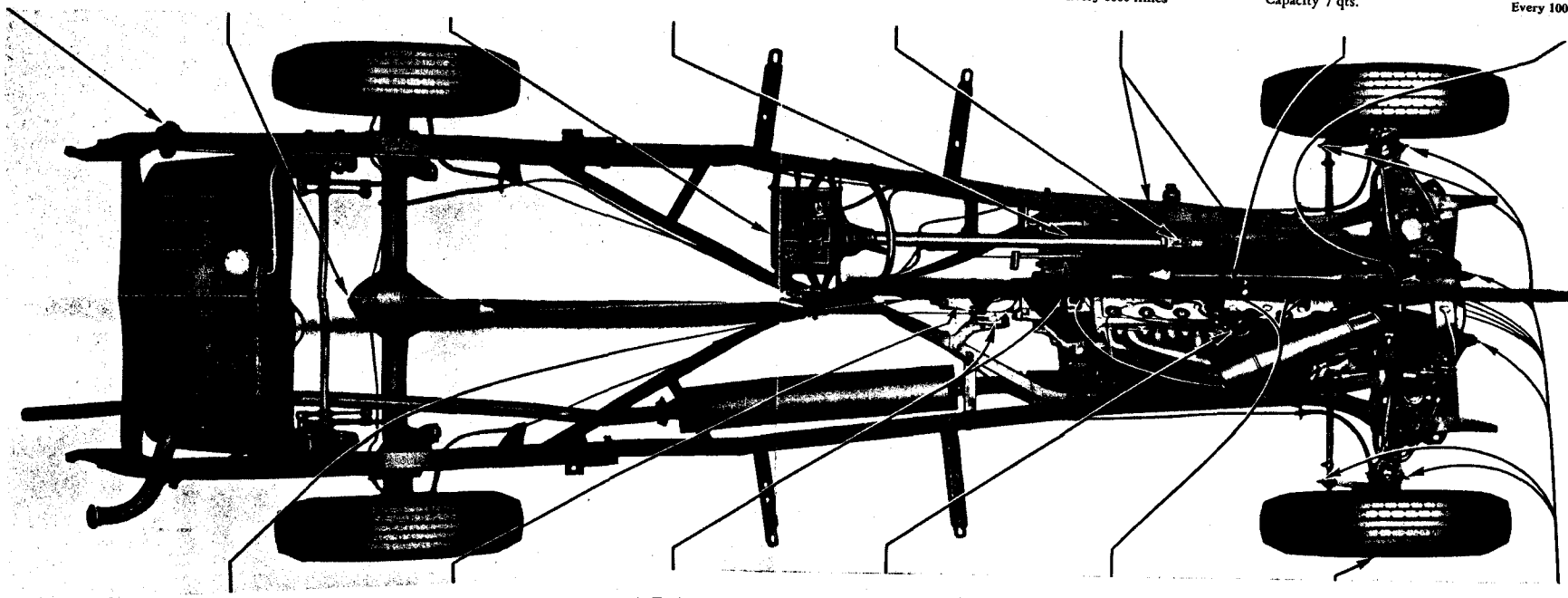
Every 2000 miles

Capacity 7 qts.

Water Pump and Fan

Apply a few drops of engine oil to oil cup at water pump and oil hole in fan hub.

Every 1000 miles



Body Hardware

Apply a few drops of light oil to each door hinge, and apply a small amount of vaseline to all door striker plates and wedges.

Every 1000 miles

Splined Joint in Drive Shaft

Substitute a pressure fitting for the screw plug in the slip joint behind the front universal joint and apply chassis lubricant.

Every 1000 miles

Transmission

Add transmission lubricant to bring level up to filler hole.

Every 3000 miles

Change to winter grade lubricant for cold weather.

Capacity 2½ pts.

Clutch Release and Hand Brake Clevises

Apply a few drops of engine oil to all of the clevises in the clutch release rods and the hand brake connections.

Every 1000 miles

Timer-Distributor

Refill grease cup with wheel bearing lubricant and turn down.

Every 1000 miles

Starter and Generator

1 oil cup on starter

2 on generator

Apply a few drops of engine oil with oil can.

Every 1000 miles

Front Wheel Bearings

Each front wheel

Remove bearings, clean, repack with wheel bearing lubricant and readjust.

Every 6000 miles

Front Wheel Suspension

18 points under chassis

Apply chassis lubricant to connections with grease gun.

Every 1000 miles

CAUTION: Never run the engine in a small closed garage

35-50-2
4500-5-35

Compiled by Matt Larson
Cadillac-LaSalle Club
25 November 1997

1934 LaSalle Production

Total production: 7,232 automobiles , chassis and commercial chassis.

Serial numbers: 2100001-2107232. The Vehicle (engine) serial number is on the "Left side of cylinder block at front, just below the cylinder head."

Chassis Numbers: 21-1 through 21-7232. Location of chassis number is "Top surface of frame side bar, left side, just ahead of dash."

Body Plates: "Body and style number- Left side of cowl just under hood."

Body Type and Style Numbers:		Production
350 Series 50 (119" Wheelbase) - Fleetwood Bodies		
5 Pass.Sedan	34-159 (6330-S)	4074
2 Pass.Convertible Coupe	34-168 (6335)	600
2 Pass.Coupe	34-178 (6376)	786
5 Pass. Club Sedan (solid quarters)	34-182 (6333-S)	658
5 Pass.Sedan	35-159	962
2 Pass.Convertible Coupe	35-168	34
2 Pass.Coupe	35-178	19
5 Pass. Club Sedan (solid quarters)	35-182	6
Series 350 passenger car chassis		32
LaSalle "50" 119" Commercial Chassis		10
	Total	7181 (51 units unaccounted for)

The unaccounted for cars include 41 missing second series record sheets, at the end of production, that likely understate the highest second series sedan body number, plus 10 unknown units.

Canadian (Oshawa) built cars included in first series car totals above:

5 Pass.Sedan	34-159 (6330-S)	101
2 Pass.Convertible Coupe	34-168 (6335)	18
2 Pass.Coupe	34-178 (6376)	12
5 Pass. Club Sedan (solid quarters)	34-182 (6333)	11
	Sub Total	142

Note: All U.S. produced 1934 LaSalle build sheets indicate Fleetwood bodies. There are three distinct body style numbers for each body type of 1934 LaSalle. In the first series of cars (ended at serial #2106169), the "34-..." number is used interchangeably with the associated "63.." number, depending on who typed the build sheet. The second series of cars (started at serial #2106170) has a separate set of body serial numbers for each body type. Thus, there are two U.S. built 1934 LaSalle 5 Pass. Sedans with body #1, etc. In addition, the Canadian built cars have a separate set of body serial numbers for each body type, starting with body #1. Consequently, there were actually three 1934 LaSalles in each body type with body #1, etc. Although assigned a "35-..." style number, the second series cars have 1934 serial numbers and are distinctly identified on export control order record sheets as "LaSalle 1934 Series 50"cars.

The 1935 models use the same "35-..." style numbers but have a different set of serial numbers and are designated Series "35-50-B" on the record sheets.

List Prices - FOB Detroit: (April 4, 1934)

6330-S	5 Pass Sedan	$1695.00
6335	2 Pass Convertible Coupe	$1695.00
6376	2 Pass Coupe	$1595.00
6333-S	5 Pass. Club Sedan	$1695.00
Commercial chassis		N.L.
Passenger car chassis		N.L.

Optional Colors, U.S.

Code	Body and Fenders	Dupont #	Wheels	Dupont #
31	Black	20488	Black (standard)	20488
			Vincennes Red	20527
			Ski Green	20308
32	Admiral Blue	20211	Freedom Blue	20212
33	Richmond Maroon	26635	Vincennes Red	20527
34	Ardsley Green	23387	Ski Green	20308
35	Brazilian Brown	20835	Malay Brown Light	28938
36	Cranbrook Gray	21230	Ski Green	20308
37	Sheridan Blue	20210	Italian Cream	20734
38	Lamar Tan	28937	Sealing Wax Red	20558
39	Diana Cream	20768	Diana Cream	20768

"Any single durable color may be had without extra cost. Opalescent finish available at extra charge. Standard practice is to finish fenders in same color as body panels. Black fenders may be specified without extra charge."

The standard color combinations above are from a listing in the Cadillac Motor Car Company publication "1934 LaSalle Features of Construction." Examination of the build sheets reveals that nearly all of the cars had black wheels and the wheel discs were painted in the specified "Wheels"color. The two digit paint codes do not appear on the build sheets, except for the export cars. The paint name and paint numbers for body panels, fenders and chassis,wheels and wheel discs are listed on each build sheet.

Optional Trims, U.S.

Closed bodies:		Convertible Bodies:	
Tan Heather Mixture Cloth	63 T 134	Black Leather	1 T 1334
Gray Heather Mixture Cloth	65 T 134	Tan Leather	2 T 1334
Tan Highland Twist Cord	69 T 134	Tan Highland Twist Cord	69 T 134
Gray Highland Twist Cord	70 T 134	Gray Highland Twist Cord	70 T 134

Convertible top: Tan with tan lining (1T1533)
"Special upholstery material may be specified at extra charge."

Colors used on Canadian built cars

Amber White Pale	24650916
Burgundy Maroon	24650507
Biarritz Blue	24650322
Black	20488

Chessylite Blue	2465322
Circassian Brown	24650588
Diana Cream	20768
Donado Blue	24650659
Dozar Blue	24659765
Fern Green	24650751
Gettysburg Blue	20247
Glyndon Green	24650569
Harbour Mist Gray	24650312
Hemlock Green	24650454
Lamar Tan	28937
Laurel Green	2466423
Malay Brown Light	28939
McLaughlin Blue	2468187
Ormond Brown	24650589
Oshawa Blue	2468188
Pocono Gray	24650944
Pueblo Brown	24650278
Regent Maroon	24650721
Richmond Maroon	26635
Venetian Blue	24650616

Optional Trims, Canadian

126	Brown Leather, Cloth Headlining
127	Taupe Broadcloth, Blue Welts
128	Taupe Broadcloth, Green Leather Welts
129	Taupe Broadcloth, Taupe Welts
131	Brown Leather
132	Blue Leather
135	Taupe (Broadcloth), Black Welts
	Green Leather
	Red Leather

Accessories
(April 4, 1934)
(Prices include complete installation and Federal Excise Taxes)

Cadillac Metal Tire Covers for LaSalle (pair)	$35.00	A-981, 982 and A-1096, 1097
Cadillac Metal Cover Mirrors (pair)	$20.00	
Cadillac Auxiliary Mirror (hinge)	$8.00	A-1125
Cadillac License Frames (pair)	$7.00	Various part numbers, by size
LaSalle Moto-Pack	$5.65	A-1078
Cadillac Master Radio	$89.50	A-1115
Cadillac Standard Radio	$59.50	A-1188
Cadillac Steam Heater (front compartment)	$44.50	A-1110
Cadillac Trunks and Cases-		
Standard trunk only	$85.00	1408724
Equipped with 3 standard cases	$122.00	
Equipped with 4 standard cases	$134.00	
Equipped with genuine cowhide cases	$195.00	
Equipped with aerotype linen cases	$175.00	
Cadillac Fleetwood Trunk and Cases-		
Fleetwood trunk only	$95.00	
Equipped with 3 standard cases	$132.00	1098280
Equipped with 4 standard cases	$144.00	

Equipped with 3 standard long cases	$140.00	
Equipped with genuine cowhide cases	$205.00	
Equipped with aerotype linen cases	$185.00	
Cadillac Lorraine Driving Light	$24.50	1409332
Cadillac Fleetwood Robe	$45.00	
Cadillac Double Alpaca Robe	$20.00	
Cadillac Alpaca and Plush Robe	$20.00	
LaSalle Steel Tire Chains	$8.00	

(Prices below include complete installation but Excise Taxes to be added)

LaSalle Torpedo Ornament	$20.00	A-1100
Flexible Spoke Steering Wheel	$15.00	1096288
Cadillac Fleetwood Trunk Rack	$35.00	1098538
Cadillac Fleetwood Trunk Rack Platform	$15.00	A-1146

Recommended Minimum Equipment

Torpedo Radiator Ornament	$20.00
License Frames	$ 7.00
For cars with 5 wheels	
Spare tire and tube	N.L.
For cars with 6 wheels	
Fender wells, 2 disc covered spare wheels with tires	$90.00

Five disc covered steel wheels standard equipment. U.S. Royal 7.00-16 black sidewall tires standard equipment.

Research Methodology: Microfiche copies of the individual Shipping Department records of the as-built configuration of each serial number were viewed, starting at the highest serial number and working backwards, to determine the highest body serial number of each body style. No attempt was made to record all engine and body numbers of production cars and to construct cross reference lists of body numbers with corresponding engine numbers to verify that all body numbers were used in actual production.

Notes on research findings:

1. "The New LaSalle 1934 Features of Construction" (undated) lists a Fleetwood Body Style 6380, 5-Pass Conv. Sedan. A sheet-by-sheet examination of the individual build sheets indicates that no production convertible sedans were built.

The standard configuration for all styles of 1934 LaSalle was with the spare wheel and tire concealed in a rear body compartment. Disc wheels were standard equipment. Features of Construction states "Wood or wire wheels not available." Most of the Canadian built cars, however, were equipped with wire wheels (colors not specified.) Only one U.S. built passenger car and one Commercial Chassis were found to be fitted with wire wheels.

The Canadian cars are thought to have been built on complete runable chassis shipped from Detroit to Oshawa. The records list only the style (job) number, body number, car type (e.g., 5 pass. sedan), upholstery number and type, body panel color, wire wheels when so equipped and ignition key number. There is no indication of the distribution of the Canadian cars.

All body styles were produced in both left and right hand drive and with the optional six wheel dual-sidemount configuration. A single passenger car (coupe) was built with a left side fenderwell only.

Numerous special order cars were built with custom features including: special upholstery and top materials, chrome garnish mouldings, graining on the instrument panel, folding arm rest in the rear seat back, front seat center arm rest (conv. coupe), individual bucket-type front seats, curved glass imperial division (two cars), raised steering wheel, leather rim steering wheels, rumble seat omitted with reversed deck lid made longer to include tire compartment, "Catalin" and "Tenite" dash knobs in various colors, special radiator ornaments, no radiator ornament, roller curtains on rear windows, chrome head and tail lamps, full metal roof, carpet covered bar type foot rail, robe rail instead of robe cord, etc. Fender skirts were not yet a listed accessory but were furnished by the Art Color studio for a World's Fair convertible and multiple special orders.

2. The 1934 buying public took full advantage of "...the custom-car option of nine carefully harmonized color schemes for finish; with an unlimited choice, at no extra charge, when deferred delivery is satisfactory to the buyer." A virtual panoply of colors were ordered. Some combinations became nearly as common as the standard offerings. Nearly all of the non-standard colors were used on more than one vehicle. Studying the export record sheets indicates that some of the non-standard colors were actually assigned two digit paint codes to simplify record keeping. An amazing total of 208 different body colors and 163 different wheel disc colors were indicated on the U.S. and Canadian build sheets! The 1934 LaSalle received true custom color treatment when most other makes were offered in a handful of color options.

Special Order and no charge color combinations on U.S. built cars included:

Body Color		Wheel Discs	
Admiral Blue	20211	Prairie Grass	20890
Aiken Gray	21133	Aiken Gray	21133
Alvarado Ivory	20737	Seashore Tan	20838
Ambassador Maroon	5891418	Ambassador Maroon	5891418
American Green	24650748	Ski Green	20308
Angelus Green (or Gray)	24650926	Angelus Green	24650926
		Danube Green, Light	24650747
Argentine Orange	2441447	Argentine Orange	2441447
Avon Blue	2445669	Avon Blue	2445669
Avon Blue Pearlite	P.E.201	Sagamore Red, Light	20555
Azure Blue Deep Pearlite	P.E. 2312	Chrome plated	
Banderlog Brown	2441304	Premet Dark Tan	2444544
Bangkok Brown, Light	N.L.	Scarab Yellow	2105207
Barcelona Blue	24650875	Barcelona Blue	24650875
Bay Tree Green	(20306) 2444036	Bay Tree Green	20306
Beau Brumell	2445912	Carnival Red	24451071
Bellaire Gray	21254	Chrome plated	
Bellevue Beige	24650094	Bellevue Beige	24650094
Berkley Green, Light	28951412	Berkley Green, Light	28951412
Black	20488	Argent	2463735
		Italian Cream	20734
		Matador Orange	2441335
		Tokio Ivory	20722
Blue Devil Blue	22378	Blue Devil Blue	22378
Blue Moss	2444566	Blue Moss	2444566
Bonaventure Green	(23480) 2465941	Bonaventure Green	23480
		Ski Green	20308
Bonita Blue	20217	Bonita Blue	20217
Bonita Gray	24650955	Bonita Gray	24650955
Bosphorus Green	24650562	Bosphorus Green	24650562
Briarcliff Beige	2445915	Briarcliff Beige	2445915
Brookside Gray	24650984	Brookside Gray	24650984

Bucknell Grey	21186
Cadet Blue, Light	24650663
Cadillac Special Gray	21238
Canton Blue	20229
Canyon Gray	20136
Carlisle Beige, Light	28897
Carolina Green	20361
Caromel Brown, Light	24650575
Castleton Ivory	20771
Cathedral Gray	21125
Chantilly Green	23420
Chateau Gray	(21215) 24650947
Cheruit Blue	22357
Cierce Blue	(22330) 2447067
Classic Blue	22290
Clio Brown, Dark	28878
Confederate Gray	24651055
Crown Point Tan	2465909
Czarina Beige	2443009
Dagistan Blue	24650661
Dawn Gray, Light	24651064
Deauville Blue	24650286
Deauville Grey	21123
Deep River Blue	2445827
Desert Sand	20870
Driftwood Smoke	(28942) 2441312
Dush Rose	2447238
Dustproof Grey, Light	21139
Dusty Gray	24651073
Eton Blue	24650634
Elder Green	20394
Elizabethan Blue	20276
Empire Blue, Dark	24651128
Faience Blue	22367
Fallon Brown, Light	2465044
Freedom Blue	24650633
Galion Green Pearlite	P.E. 308
Garland Green	24650671
Garnet Maroon	20661
Gering Green Pearlite	P.E. 314

Kildare Green, Light	24650701
Cadet Blue, Light	24650663
Cataract Green	2445863
Canton Blue	20229
Canyon Gray	20136
Pomerang Brown	2445591
Carlisle Beige, Light	28897
Carolina Green	20361
Caromel Brown, Light	24650575
Chrome plated	
Vincennes Red	20527
Burnt Orange	2461295
Chantilly Green	23420
Chateau Gray	24650947
Cheruit Vermillion	20559
Cierce Blue	22330
Horton Blue	20242
Classic Blue	22290
Freedom Blue	20212
Lamar Tan	28937
Chrome plated	
Crown Point Tan	2465909
Czarina Beige	2443009
Chrome plated	
Dawn Gray, Light	24651064
Folla Blue	24622634
Deauville Grey	21123
Grattan Grey	20168
Italian Cream	20734
Chrome plated	
Driftwood Smoke	28942
Flax Green	24650985
Motmot Green	24650532
Pomarang Brown	2445591
Dush Rose	2447238
Dust Proof Grey, Light	21139
Vincennes Red	20527
Chrome plated	
Eton Blue	24650634
Mountain Ash Scarlet	20545
Vincennes Red	20527
Elder Green	20394
Elizabethan Blue	20276
Empire Blue, Dark	24651128
Storm Cloud Blue	22368
Fallon Brown, Light	2465044
Pimpernel Scarlet	24651151
Freedom Blue	24650633
Vincennes Red	20527
Chrome plated	
Bolivia Green	24650888
Sagamore Red, Light.	20555
Roslyn Red	20551
Chrome plated	

Gettysburg Blue	20247
Glacier Metallic	20251571
Gobelin Blue	24650364
Golden Tan Pearlite	P.E. 805
Grattan Gray	20168
Grey Mouse	2444556
Gunmetal Pearlite	N.L.
Harbormist Gray	24650312
Hartman Green	2468434
Heathcote Brown	N.L.
Horizon Blue Grey	24651009
Hugenot Brown	2445906
Huron Green	20307
Imperial Champagne Tan (28918)	2445563
India Green, Deep	23375
Indiana Gray	(20127) 2441496
Inverness Green	2445917
Italian Cream	20734
Josselin Gray	20161
Jungle Green	24650351
Kenilworth Brown	2469849
Kenton Blue	20216
Kildare Green, Light	24650701
Kingston Blue	22302
Kosha Beige	24650308
Labrador Gray	20195
Lamley Green Pearl	80315
Light Gunmetal Pearlite	P.E. 101
Lizard Green	24650499
Madiera Maroon	20624
Madrid Maroon	24450541
Majolica Blue	24650636
Malalo Brown	24651358
Malay Brown, Light	28938
Mallard Blue	24650347
Mancelona Blue	24650878
Marble Green	24650453
Marshall Maroon	20693
Maxwell Deep Blue	22320
Meadowgrass Green	20348
Milan Maroon	26628

Blue Devil Blue	22378
Italian Cream	20734
Satsuma Beige	24650254
Tokio Ivory	20722
Glacier Metallic	20251571
Gobelin Blue	24650364
Clifton Orange	20745
Deauville Green	23458
Grey Mouse	2444556
Sealing Wax Red	20558
Vincennes Red	20527
Black	20488
Vincennes Red	20527
Hartman Green	2468434
Heathcote Brown	N.L.
Horizon Blue Grey	24651009
Lamar Tan	28937
Huron Green	20307
Italian Cream	20237
Ski Green	20308
Tangerine Orange	20724
Imperial Champagne Tan	28918
Tokio Ivory	20722
India Green, Deep	23375
Italian Cream	20734
Mountain Ash Scarlet	20545
Sealing Wax Red	20558
Arno Blue	22351
Inverness Green	2445917
Italian Cream	20734
Josselin Gray	20161
Tailwing Green	24650423
Paddington Brown	2449848
Sarasota	2461654
Chrome plated	
Regatta Blue, Light	22287
Beach Beige	24650309
Vincennes Red	20527
Chrome plated	
Galion Green Pearlite	P.E. 308
Lizard Green	24650499
Madiera Maroon	20624
Chrome plated	
Chrome plated	
Ormond Brown	24650589
Sealing Wax Red	20556
Mallard Blue	24650347
Barcelona Blue	24650875
Marble Green	24650453
Flamingo Carmine	20549
Vincennes Red	20527
Chrome plated	
Meadowgrass Green	20348
Roslyn Red	20551

Mimosa Green		2441638
Moleskin Gray		20181
Monarch Maroon		N. L.
Monticello Red		2441292
Mountain Brown, Dark		2445155
Nakhoda Blue		24650679
Narva Green		24650419
Normandy Blue (Grey), Deep		24651077
Normandy Gray, Dark		21257
Nyanza Green		2443518
Olympia Brown		20844
Oriental Brown		20900
Oyster White, Pale		24651115
Oxblood Red		24450805
Pacific Blue		24650914
Parakeet Green		24650518
Parkdale Blue		20254
Pearlite to match Praline Metallic		N.L.
Pearlite to match Shadow Metallic		N.L.
Pearlite to match Verdant Metallic		N.L.
Peasant Blue		24650654
Pembroke Gray		N.L.
Penguin Grey		24651001
Perugia Green		2443742
Pewter Pot		21236
Pomerang Brown		2445591
Pompellan Red		2443439
Pony Brown		28936
Prairie Grass		2464855
Prairie Tan		24650547
Pueblo Brown		24650278
Purvis Gray		21278
Pyramid Grey		2445632
Quebec Grey		20179
Quilford Gray		21189
Radium Blue		22260
Rain Green	(20168)	2464931
Ramapo Green	(20349)	24650662
Rangeley Gray		24650945
Regal Blue		2441654
Regent Maroon		24450721
Richmond Maroon		26635
Rimini Blue		20280
Riverhead Green	(20310)	2445942

Chrome plated	
Chrome plated	
Monarch Maroon	N.L.
Monticello Red	2441292
Mountain Brown, Lt.	2445156
Nakhoda Blue	24650679
Narva Green	24650419
Alpine Blue	24650284
Pyrennes Blue	24650321
Nyanza Green	2443518
Olympia Brown	20844
Chrome plated	
Oyster White, Pale	24651115
Mountain Brown, Extra Light	N.L.
Oxblood Red	24450805
Ronolac Perfect Red, Pale	N.L.
Parakeet Green	24650518
Freedom Blue	20212
Italian Cream	20734
Malay Brown, Light	28939
Chrome plated	
Pearlite to match Shadow Metallic	N.L.
Pearlite to match Verdant Metallic	N.L.
Peasant Blue	24650654
Vincennes Red	20527
Penguin Grey	24651001
Perugia Green	2443742
Pewter Pot	21236
Arno Blue	2466548
Ski Green	20308
Chrome plated	
Sealing Wax Red	20558
Prairie Grass	2464855
Vincennes Red	20525
Pueblo Brown	24650278
Purvis Gray	21278
Como Blue	24650876
Chrome plated	
Quebec Grey	20179
Arlington Grey	20175
Italian Cream	20734
White	
Billiard Green, Light	23440
Diana Cream	20768
Rain Green	2464931
Water Spray Green	2446175
Ramapo Green	24650662
Rangeley Gray	24650945
Regal Blue	2441654
Regent Maroon	24450721
Flamingo Carmine	20549
Chrome plated	
Riverhead Green	30310
Ski Green	20308

Rivermist Grey	(21209) 24650311	Rivermist Grey	24650311
Riviera Biege	N.L.	Vincennes Red	20558
Rolls Royce Grey	21238	Cataract Green	2465863
Ronolac Pheasant Green	N.L.	Ronolac Pheasant Green	
Rose Rust Straw	2447175	Rose Rust Straw	2447175
Rouff Beige	28870	Rouff Beige	28870
Russian Brown	2461322	Russian Brown	2461322
S.C.Pearlite to match Confederate Gray	24651055	Avon Blue Pearlite	P.E.201
Seagull Gray	24651066	Vincennes Red	20527
Seashore Tan	20838	Seashore Tan	20838
		Alvorado Ivory	20737
Siasconset Gray	21124	Siasconset Gray	21124
Sheridan Blue	20210	Horton Blue	20242
		Tangerine Orange	20724
Shirley Green	20349	Shirley Green	20349
Silver Gray	21228	Chrome plated	
Special Gold Bronze	N.L.	Chrome plated	
Steel Gray, Medium	21232	Steel Gray, Medium	21232
Steel Gray Medium Iridescent	RM116	Chrome plated	
Storm Cloud Blue, Light	2445818	Nassau Orange	2461399
		Sheridan Blue	20210
Stuart Green	23347	Nasturtium Yellow	20725
Tawny Metallic	20251576	Tawny Metallic	20251576
Tea Rose	2445911	Carnival Red	24651071
Terra Cotta Tan	24650471	Terra Cotta Tan	24650471
Terraverte Blue	24650735	Terraverte Blue	24650735
Thessalon Green	23367	Ski Green	20308
Thundermist Gray	24650602	Chrome plated	
Tilbury Blue	20269	Italian Cream	20734
Tonawanda Green	23389	Tonawanda Green	23389
Tunis Blue	20230	Tunis Blue	20230
Valentine Storm Cloud Gray	N.L.	Chrome plated	
Verdancia	2444802	Verdancia	2444802
Vineyard Green	2466951	Vineyard Green	2466951
Virgilius Gray	2466779	English Vermillion	2444358
Wesleyan Green	20536	Wesleyan Green	20536
Willow Green, Light	2465073	Willow Green, Light	2465073
Zenith Blue	22223	Zenith Blue	22223

3. In 1934, LaSalle paced the Indianapolis 500 race for the second time in their short history. The pace car was a convertible coupe, serial 2101691, body #45. It was painted Pompellan Red, the only car done in that color by the factory. On 10 July 1934 the car was returned to the factory "for credit" and transferred on 18 July to the Detroit branch for delivery to a "will call" customer. Today it would be unheard of to offer the car for public sale. It seems likely that the car was actually sold to an unidentified company employee.

4. The 1934 record sheets do not have a "Purchaser" block. A small number, principally the Special Body Order cars, are annotated with the buyers name. Buyers included: Governor McAlister of Tennessee, H.F. Guggenheim of New York, Alfred P. Sloan, Jr. (G.M. Chairman), Mr. C.E. Wilson (later President of G.M.), M.E. Coyle (Chevrolet Motors), Mr. W.S. Knudsen (G.M. Executive V.P.), Baron De Baubigny, Mr. C.T.Fisher (two cars), Mr. Everell E.. Fisher, and Cadillac-LaSalle designer Harley J. Earl (a custom convertible in Detroit and a coupe in Los Angeles).

5. Numerous cars were prepared for the World's Fair, "Wings of a Century", the Spring Salon and the "G.M. Exhibit" that was apparently held in June 1934 in large cities throughout the country. All of the cars were done in non-standard colors. Literally dozens of Parakeet Green coupes went out for the G.M. Exhibit. The cars were obviously effective. Soon there were many more Parakeet Green bodies moving through the Fleetwood plant.

6. Domestic and Commercial Chassis: Distinctly commercial chassis were yet to become an important part of the LaSalle production, although they were recognized as a special product offering. Units sold were configured with combinations of a dummy cowl or closed car cowl, five or six wheel, with a left front or dual sidemounts and uncut rear fenders. Chassis were shipped to:

A.J. Miller Company, Bellefontaine, Ohio	6 units
Factory	1
Montpelier Manufacturing Co., Montpelier, Ohio	1
Oliver Cadillac Co., St. Louis, Missouri	1
The Eureka Co., Rock Falls, Illinios	1
Total	10

7. Passenger car chassis - Export: Chassis destined for european custom body builders were shipped in a variety of configurations. Typically, with a dummy or closed car cowl, instrument panel, fender set wheels and wheel discs in prime, toe and floor boards, less windshield. None of the record sheets indicate the intended body configuration nor the body builder. Chassis were shipped to:

G.M. Continental, Antwerp	14 units
G.M. International A/S, Copenhagen	4
G.M. France, Paris	14
Total	32

8. Partially assembled export cars: Fourteen 5-pass. sedans (style 159) were shipped to G.M.International A/S, Copenhagen, with"Shell body in bare metal." They were ordered without safety glass, roof material, upholstery or tires. Instructions were to "Apply coat of light oil to outside of body before shipping." These cars appear to be predecessors to the Completely Knocked Down (CKD) LaSalle kits that Cadillac Motor Car Company began shipping overseas in the 1936 model year. Unassembled units would satisfy domestic content regulations and be subject to less tax than complete cars.

9. All body styles were exported outside of the U.S./Canada, with cars going to Europe, Africa, the middle east, India, China, Australia, Java, the Philippines, South America, Mexico, etc. Right hand drive, kilometer speedometers and a low compression cylinder head were common to export cars.

10. Factory installed accessories: The following accessories NOT listed in the Salesman's pocket Accessory Price List were installed by the factory on one or more cars. Part/Accessory numbers are listed where they could be determined:

Ash Tray	A-1134
Chrome headlamps	
Chrome hood ports	
Chrome taillamps	
Chrome wheel discs	A-1136C
Gas tank cap lock	
Gravel Deflectors	A-1152
Grease Gun	
Low Compression Head	
Rear Wheel Shields	A-1171
Sea Breeze seatcovers	A-1162

Spanish Instruction Book
Standard LaSalle Radio A-1138
Tires Firestone blackwall and whitewall
Goodrich with puncture proof tubes
Goodyear Heavy Duty 6 Ply All Weather
U.S. Royal blackwall and whitewall

11. None of the body styles were assembled in a straight body order sequence. Special Body Order cars and non-standard paint color cars were generally substantially out of order due to the time required to make alterations.

<u>First car built in each body series:</u>
34-159 Body #5, serial 2100001
34-168 Body #8, serial 2100767 (Canadian)
34-178 Body #1, serial 2100108
34-182 Body #1, serial 2100002
5077 Body #2, serial 2210179
Commercial chassis,serial 2100006

V-16 Cadillac, Series 60

(BODY BY FLEETWOOD)

Style		List Excise Tax to be Added	Delivered
Body Styles with Straight Windshield			
6233-S	5-Passenger Town Sedan	$7000.00	
6230-S	5-Passenger Sedan	6950.00	
6230-FL	5-Pass. Imperial Cabriolet	7350.00	
6275-S	7-Passenger Sedan	7100.00	
6275	7-Passenger Limousine	7300.00	
6275-FL	7-Pass. Imperial Cabriolet	7500.00	
Body Styles with Modified "V" Windshield			
5876	Coupe, with inside auxiliary seats	$7750.00	
5835	Convertible Coupe, with inside auxiliary seats	7900.00	
5880	Convertible Sedan, with Imperial partition	8150.00	
5833-S	Special 5-Pass. Town Sedan	7650.00	
5830-S	Special 5-Passenger Sedan	7600.00	
5830-FL	Special 5-Passenger Imperial Cabriolet	8000.00	
5875-S	Special 7-Passenger Sedan	7750.00	
5875	Special 7-Pass. Limousine	7950.00	
5875-FL	Special 7-Passenger Imperial Cabriolet	8150.00	
5812	5-Pass. Town Cabriolet	9150.00	
5825	7-Pass. Town Cabriolet	9250.00	
5891	7-Passenger Limousine Brougham	9150.00	

5 Wire Wheels, disc covered, standard equipment.
7.50-17 Black sidewall tires standard equipment.

List Price of Cadillac V-16, series 60, includes either 5 wheel equipment with spare tire or 6 wheels, fender wells and two extra tires. Also Goddess ornament in gold or silver finish and Cadillac Master Radio.

ACCESSORIES

Price List

(Prices include complete installation and Federal Excise Tax)

Cadillac Metal Tire Covers for LaSalle with fender wells, Pair	$ 35.00
For Cadillac V-8, V-12 or V-16 with fender wells, Pair	40.00
For Cadillac V-8, Series 10 and 20 rear mounting, Each	20.00
Cadillac Metal Cover Mirrors, Pair	20.00
Cadillac Auxiliary Mirror	8.00
Cadillac License Frames, Pair	7.00
Cadillac Moto-Pack	5.85
Cadillac Motor Car Radio—Master	89.50
Cadillac Motor Car Radio—Standard	59.50
Cadillac Steam Heater (Front Compartment)	44.50
Cadillac Trunks and Cases—	
Standard trunk only	85.00
Equipped with 3 standard cases	122.00
Equipped with 4 standard cases	134.00
Equipped with 3 standard long cases	130.00
Equipped with genuine cowhide cases	195.00
Equipped with aerotype linen cases	175.00
Cadillac Fleetwood Trunk and Cases—	
Fleetwood trunk only	95.00
Equipped with 3 standard cases	132.00
Equipped with 4 standard cases	144.00
Equipped with 3 standard long cases	140.00
Equipped with genuine cowhide cases	205.00
Equipped with aerotype linen cases	185.00
Cadillac Lorraine Driving Light	24.50
Cadillac Fleetwood Robe	45.00
Cadillac Double Alpaca Robe	20.00
Cadillac Alpaca and Plush Robe	20.00
LaSalle Steel Tire Chains	8.00
Cadillac Steel Tire Chains—V-8	9.00
Cadillac Steel Tire Chains—V-12, V-16	13.50

(Prices include installation but Excise Tax to be added)

LaSalle Torpedo ornament	20.00
Cadillac Goddess ornament	20.00
Cadillac Wheel Discs	
Set of 5	25.00
Set of 6	30.00
Flexible Spoke Steering Wheel	15.00
Cadillac Fleetwood Trunk Rack	35.00
Cadillac Fleetwood Trunk Rack Platform	15.00

1934 PRICE LIST

8 LaSalle Series 50
V-8 Cadillac Series 10-20-30
V-12 Cadillac Series 40
V-16 Cadillac Series 60

Revised April 4, 1934

All prices f. o. b. Detroit
Subject to change without notice

EXCISE TAX TO BE ADDED

CADILLAC MOTOR CAR COMPANY
Detroit, Michigan, U.S.A.