



1939  
LaSalle Series  
50 Convertible  
Coupe

H3272



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Acquired several years ago at Hershey and then kept in a private collection in Denver, Colorado, this 1939 LaSalle Series 50 Convertible Coupe is ready for a new owner — and perhaps, a new life on the concours circuit.

Done in a deep maroon and accented with wide white wall tires, matching convertible top, and chrome details throughout, this car embodies the art deco aesthetic of the 1930s. Its designers at General Motors, guided by Harley Earl himself, made the conscious decision to forgo side mounts and running boards, a move that further emphasizes the coupe's exterior curvature.

Transitioning to the inside, you'll find a nice, clean interior featuring a tan dashboard, coordinating carpets, and a steering wheel in the same lustrous maroon of the livery. The cognac-colored upholstery, despite exhibiting leather-like properties, is made from the highest quality vinyl we've seen. It covers the front seat, as well as the door panels, and carries over to the back of the cabin, where there's a rear jump seat that folds down to accommodate two extra passengers or up to fit a set of luggage. This interior functionality, coupled with the vehicle's mechanically-sound condition, makes the Convertible Coupe both show-ready and road-ready. The destination, of course, is up to you.



## ABOUT THE LaSalle Series

The LaSalle line of vehicles was produced from 1927 to 1940 as part of the Cadillac division of General Motors. Not originally branded as Cadillacs, they were marketed as the second-most prestigious GM offering and sold as a smaller, less expensive alternative to the Cadillac. However, when LaSalle sales did not meet expectations, the brand was discontinued and the cars were folded into the lineup of their costlier counterpart. This 14-year run means that the Convertible Coupe's production numbers were relatively low. To find one in the same excellent condition of this 1936 release is a rarity and an opportunity most classic car enthusiasts would be hesitant to pass up.





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————— FOR MORE INFORMATION —————

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