



Comprenenez - vous ?...

SHARING FIRST PLACE WITH CADILLAC

When comparisons are suggested between lesser cars and the La Salle, it will pay to remember that the General Motors Corporation—manufacturer of the leading automobiles in every grade—is behind the creation of this especial value in automobiles. The LaSalle shares with Cadillac the famous 90-degree, V-type, eight-cylinder engine—together with first place in the fine car field.

FOR A SMALL DOWN PAYMENT—with the appraisal value of your used car acceptable as cash—you may possess a La Salle on the liberal term-payment plan of the General Motors Acceptance Corporation—the famous G. M. A. C. plan.

CADILLAC MOTOR CAR COMPANY

DIVISION OF GENERAL MOTORS CORPORATION

DETROIT, MICHIGAN

OSHAWA, CANADA



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