



L'Arrivée

WHY LA SALLE DEMAND GROWS—AND GROWS

When the new companion car to Cadillac made its debut last spring, its fresh grace and beauty won instant acceptance. It was bought on sight by smart motorists the country over.

But only *performance* can account for the mounting LaSalle sales in every community. The magical ease of handling, the rare smoothness of gear-shift, the new and delightful experience behind the

steering wheel—these are LaSalle attributes which have won thousands to its ownership, through the unsuppressed enthusiasm of pioneer purchasers.

Of course, the LaSalle was never an experiment. It has a long line of ancestry in Cadillac, and shares with that car the distinction of being powered by the 90-degree V-type, eight-cylinder engine which knows no peer.

You may possess a LaSalle 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, MICH. OSHAWA, CAN.

LA SALLE

FROM \$2495 to \$2685 F.O.B. DETROIT

MANUFACTURED - COMPLETELY - BY - THE - CADILLAC - MOTOR - CAR - COMPANY - WITHIN - ITS - OWN - PLANTS