



Promenade des Anglais: Nice

IT is perhaps inevitable that LaSalle should still be the magnet for all eyes—wherever it is or whatever its garb For lovers of fine cars are not confused by attempts to simulate LaSalle's freshness, vividness and spontaneity of line, coloring and appointment A year ago LaSalle was a new name, even though it was

sponsored by the oldest and finest in the fine car field Today it still symbolizes—as it did when it first appeared—a new tomorrow in motor-car design, apparel and performance so far in advance of current practice that LaSalle is destined to be the symbol of good taste in motoring for long years to come

With the substantial reductions on the entire LaSalle line, the distinction, prestige and incomparable motoring luxury of LaSalle are available at a price that never before could fulfill the almost universal aspiration to the ownership of a Cadillac-built car. \$2350 to \$2875, f. o. b. Detroit. Five new models—including new five-passenger family sedan. If you prefer to buy out of income, the General Motors plan is very liberal. Appraisal value of your car acceptable as cash.

CADILLAC MOTOR CAR COMPANY
DETROIT, MICHIGAN OSHAWA, CANADA

