



*Hier - et aujourd'hui*

**L**A SALLE—the spirited and modernistic interpretation of a critical public's ideas and ideals of the motor-car of today and tomorrow. There is nothing in motor-car manufacture today—excepting Cadillac itself—that can compare with *La Salle's* singular richness of performance, its fresh and fascinating lines, its ultra-modern

sophistication. There is nothing in engineering which is newer or more progressive than *LaSalle's* 90-degree, V-type, 8-cylinder, Cadillac-built engine. A single ride in *La Salle*—a single turn at its wheel—and you will be convinced of *LaSalle's* surpassing excellence with a finality so compelling as to leave no room for doubt or debate.

*Substantial reduction on the entire La Salle line—\$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

