



Le Sport à St Moritz

REFRESHING FREEDOM FROM THE COMMONPLACE

TO LaSalle belongs all the alluring fascination which spells refreshing freedom from the commonplace. It is set apart by the same degree of charm and brilliant originality which distinguishes world famous resorts. In no car are ease and elegance more highly developed—but owners measure the LaSalle in terms far be-

yond ease and elegance. They know that no power plant ever gave such soaring and sparkling performance as the 90-degree, V-type, 8-cylinder engine. And they know that on mountain-side or straight-away; in city traffic or rough country going, LaSalle leaves the miles behind with a delightful verve peculiarly its own.

LaSalle motor cars, in seventeen body styles, are priced from \$2495 to \$2895, f. o. b. Detroit. You may possess a LaSalle on the liberal term-payment plan of the General Motors Acceptance Corporation—the appraisal value of your car acceptable as cash.



CADILLAC MOTOR CAR COMPANY—DETROIT, MICHIGAN, AND OSHAWA, CANADA