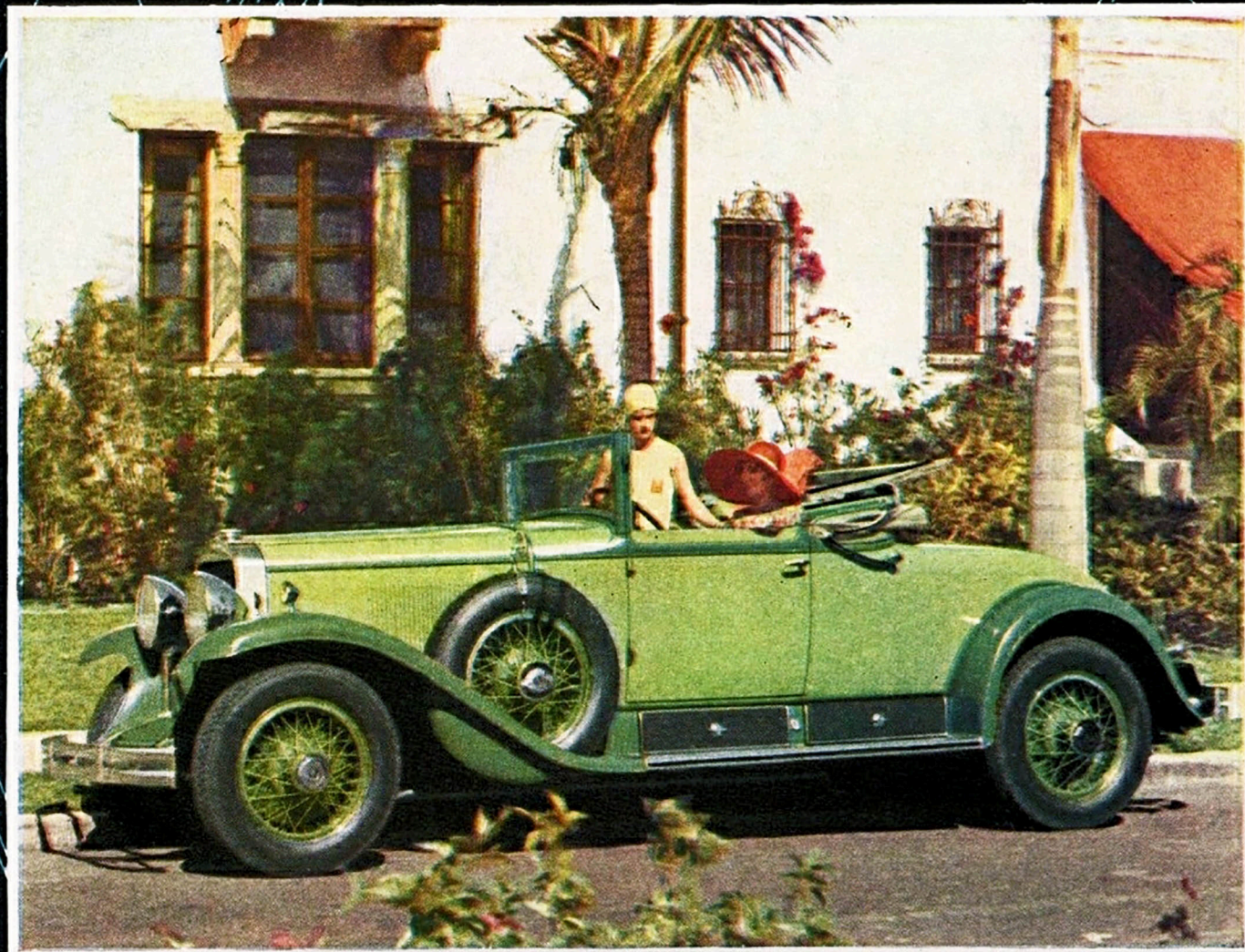


Vital advantages in handling-ease and safety found in no other cars



CADILLAC ❖ ❖

❖ **LA SALLE** ❖

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IT is plainly apparent that one of the most valuable factors in motoring today is the exclusive Cadillac LaSalle Syncro-Mesh Silent-Shift Transmission. Watch a Cadillac or LaSalle driver in traffic. Note how easily the car is handled. You can scarcely detect the gentle movement of the gear lever. You hear no grinding or clashing. The operation is just as simple, smooth, and silent at any speed . . . ¶ That entirely delightful ease in driving a Cadillac or LaSalle is also partly due to the exclusive Duplex-Mechanical Four-Wheel Brakes—the most positive and powerful braking action ever exerted on the four wheels of a motor car. Just the lightest touch of the toe on the brake pedal and the action is

instantaneous and velvet-like in its smoothness . . . ¶ Non-shattering Security-Plate Glass is standard equipment in every Cadillac and LaSalle window, door and windshield. Here is glass that remains intact in the event of collision or if struck by stones thrown up by the wheels of passing cars, so that you may dismiss from your mind the fear of flying glass fragments . . . ¶ Actual experience with either Cadillac or LaSalle will open your eyes to this higher efficiency, this greater safety and to finer artistry in their luxurious Fisher and Fleetwood coachwork—efficiency and safety and artistry which immediately spell greater value obtainable only in Cadillac and LaSalle.