



A Quiet Assurance of Quality that Speaks Eloquent-ly to People of Taste

To step from your library or drawing-room into Cadillac or La Salle involves no change in the general environment. . . . There is no stinting or skimping or saving in the design and adornment of Cadillac-La Salle interiors, because the lavish volume awarded them by thousands of particular people renders that process unnecessary. . . . It is the whole purpose of the Cadillac Motor Car Company to see to it that you merely exchange the comforts and luxuries of your home for the comforts and luxuries of the finest possible motoring. . . . Exquisite mohairs, broadcloths and velours—not merely woven for Cadillac-La Salle but designed for them by artists of unquestioned calibre. . . . Paneling equal to the most beautiful cabinet work in your home; fittings of silver or silver finish, again not merely made for

Cadillac-La Salle but especially designed for them. . . . So it goes—in every detail of Cadillac-La Salle interiors, as well as exteriors, a quiet assurance of quality which speaks eloquently to people of taste and most emphatically to every observer when contrasted with ordinary motoring practice. . . . Deluxe Fisher and Fleetwood coachwork render Cadillac and La Salle the finest and smartest cars on the streets of the world. . . . La Salle is priced from \$2295 to \$2875; Cadillac from \$3295 to \$3995; Fleetwoods up to \$7000—all prices f. o. b. Detroit.

CADILLAC MOTOR CAR COMPANY
 Detroit, Michigan Division of General Motors Oshawa, Canada

**CADILLAC
 LA SALLE
 FLEETWOOD**