

*A Distinguished
Symbol of
Social Prestige*

YOU have only to pause where the smartest people congregate, you have only to check the social register, and you will inevitably discover a preponderance of Cadillacs and La Salles . . . The simple, bald fact about this is that men and women who know motor cars know too that if they want to ride and drive as Cadillac-La Salle ride and drive they must eliminate every other car from consideration . . . For the truth of all truths about Cadillac-La Salle—and something that you know full well—is just this: it is *because* of inherent and surpassing excellence that there *is* no substitute for the priceless possession and prestige of a Cadillac-built car . . . De luxe Fisher and Fleetwood coachwork render La Salle—with the single exception of Cadillac itself—the most luxurious motoring in the world . . . La Salle is priced from \$2295 to \$2875 f. o. b. Detroit. Cadillac-La Salle dealers welcome business on the General Motors Deferred Payment Plan.

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