

THE PRONOUNCED FAVORITES IN THE SMARTEST AND MOST EXCLUSIVE CIRCLES

That there are no other cars in all the world like Cadillac and La Salle is eloquently confirmed by the character of the Cadillac-La Salle clientele... Wherever the celebrated and the sophisticated are gathered, the preponderance of Cadillacs and La Salles is impressive evidence of their popularity with particular people... The simple truth about this is that those who know motor-cars know just as certainly that there is no substitute for the immaculate individuality and the joyous satisfaction of a Cadillac-built car... De luxe 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, Division of General Motors, Detroit, Michigan; Oshawa, Canada.



CADILLAC • LA SALLE