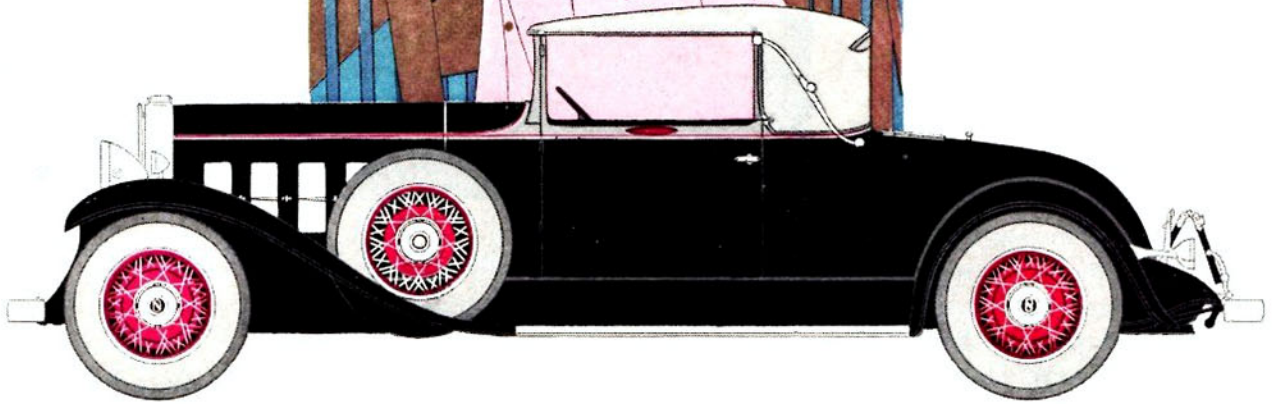


The silent, smooth performance of La Salle V-8 is admirably reflected in the long, flowing lines of the 2-passenger Convertible Coupe with body by Fisher, illustrated below. La Salle V-8 prices range from \$2195, f. o. b. Detroit. G. M. A. C. terms available on all body styles.



In creating such mechanical masterpieces as the V-12 and the V-16, Cadillac engineers and craftsmen blazed their own trails of design and manufacturing methods. In fashioning bodies appropriate for such chassis, Fisher and Fleetwood artists achieved coachwork of singular

beauty and charm. Many original and valuable developments have resulted—and from them, the LaSalle V-8, companion to the gifted Cadillacs, has profited handsomely. Yet the LaSalle, despite its rich heritage and distinguished bearing, costs little more than many an ordinary car.

L A S A L L E V-8