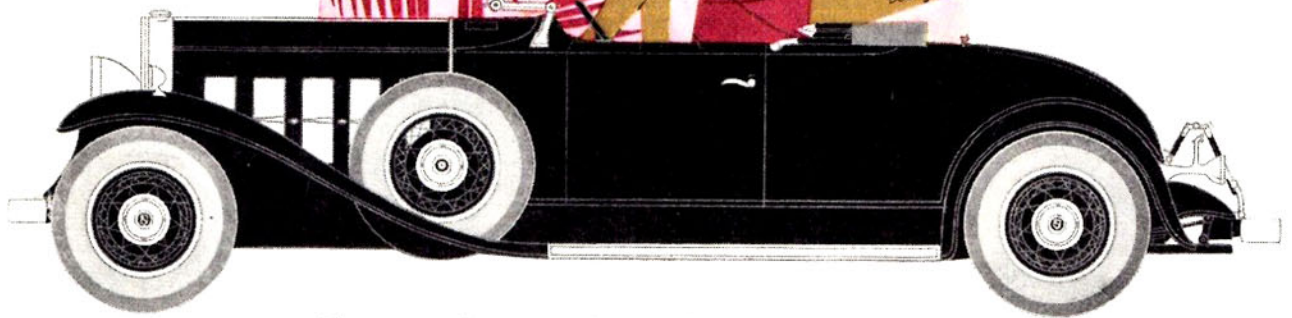




La Salle's companionship to Cadillac is nowhere more obvious than in the LaSalle Roadster. In its conception of the open-car spirit, no less than in its performance, this distinguished model is expressive of everything for which the name Cadillac has come to be recognized. LaSalle prices range from \$2195, f. o. b. Detroit. G.M.A.C. terms available on all body styles.



The men and women who are driving today's Cadillacs and LaSalle's, almost without exception, would be dissatisfied if they were induced to change to any other make of automobile. Whether it be their marvelous performance, the incomparable quietness of their bodies and chassis, or simply that feeling of satisfaction which always goes hand-in-hand with Cadillac-LaSalle ownership—there is something about these distinguished cars which consistently refuses to be replaced.

LA SALLE V-8