

Illustrated below is the La Salle 5-passenger Coupe. This distinctive model, with body by Fisher, is priced at \$2295, f. o. b. Detroit—with slight additional cost for special equipment.



The unshakeable loyalty which the La Salle owner feels for his car is one of the happiest entries in Cadillac's thirty-year record of business. In fact, it is doubtful if *any* commodity—regardless of the type of service it renders—has won the approval of its owners

more completely than the La Salle V-8. Almost without exception, those who own and drive La Salles are satisfied to the point of prejudice. Surely, there could be no better guide-post for today's motor car buyer. La Salle V-8 prices range from \$2195, f. o. b. Detroit.

LA SALLE V-8