

*It is really  
Economical to own a*  
**CADILLAC**

It is always well to remember that the practice of thrift begins with the purchase of value. The man who buys a Cadillac or La Salle, for instance, is certain to find his investment a most fortunate one—for he has secured real value in his original purchase. Built to the highest standards in every way, Cadillac and LaSalle continue to deliver the utmost satisfaction at an age when lesser cars would have ceased to satisfy. Moreover, a car produced to such exacting limits of precision requires the very minimum of maintenance. To these very practical reasons for owning a Cadillac-built car should be added the long-established prestige of the Cadillac name, and the deep-rooted pleasure of possessing anything so genuinely fine and satisfying. Why not inquire into Cadillac economy today? LaSalle prices start at \$2395, Cadillac at \$2795, f. o. b. Detroit.

*Standard*  *of the Worlds*

**CADILLAC**

*V*<sup>8</sup><sub>12</sub><sub>16</sub>

