

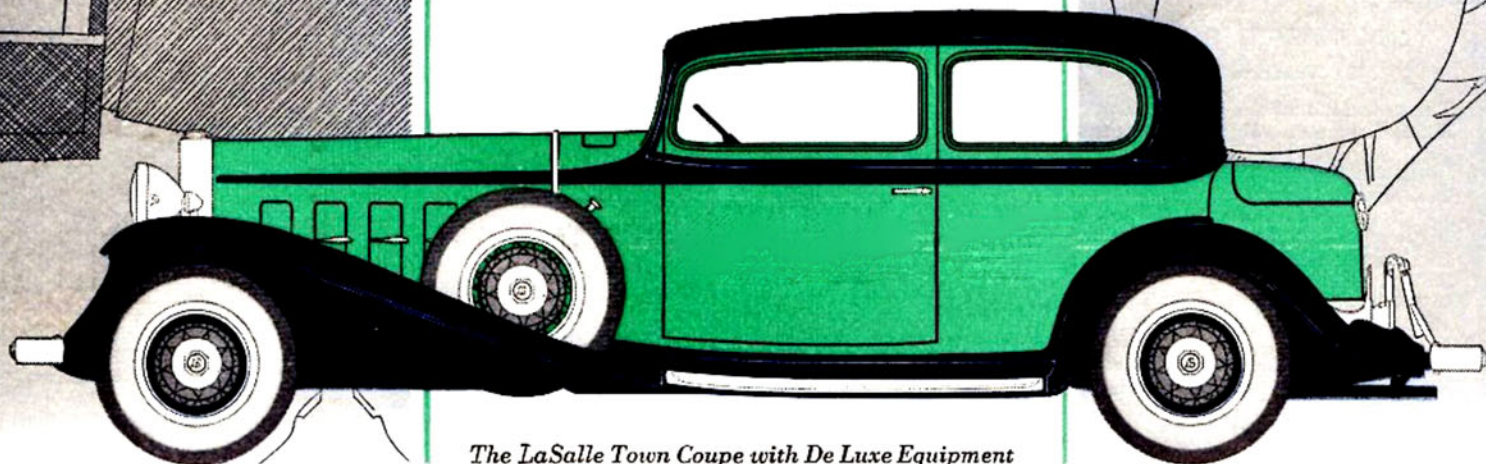
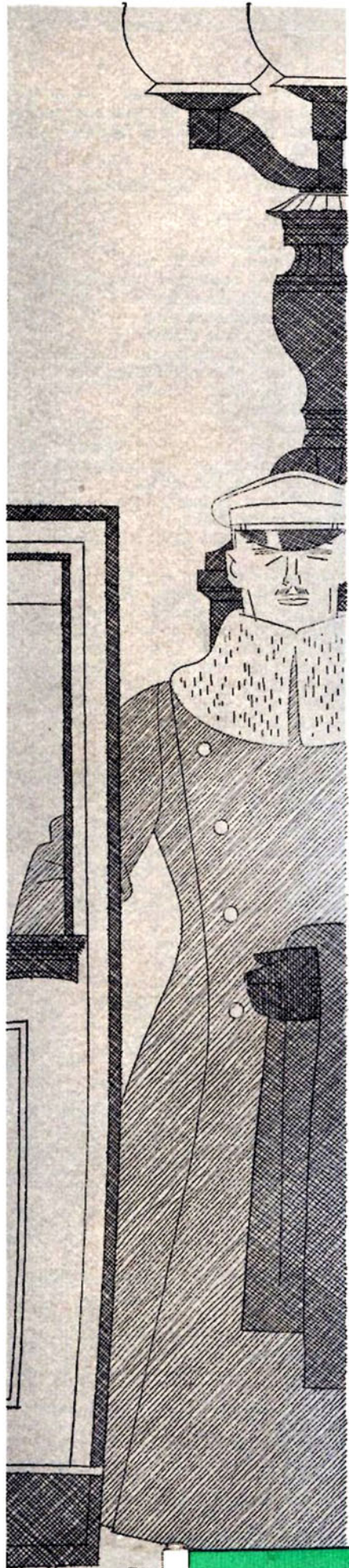
*You'll drive for the Joy
of driving when you own
a new La Salle*

Again, Cadillac has made motoring more completely delightful than it has ever been before. Starting with the beautiful new LaSalle, and ranging upward to the inimitable Cadillac V-16—Cadillac offers, literally, a new *type* of performance. Actually, you seem to *float*, rather than ride. The motor is quiet almost to the point of absolute silence. The gears—low, second and high—are almost completely noiseless. You free wheel at the touch of a button—and shift without touching the clutch. You accelerate with incredible swiftness. You steer the car, and stop it, with the most delightful ease. In fact, it's the most entrancing performance since motor car history began. Will you confirm this with a LaSalle—today? La Salle prices start at only \$2395, f.o.b. Detroit.



LA SALLE

V
EIGHT



The LaSalle Town Coupe with De Luxe Equipment