

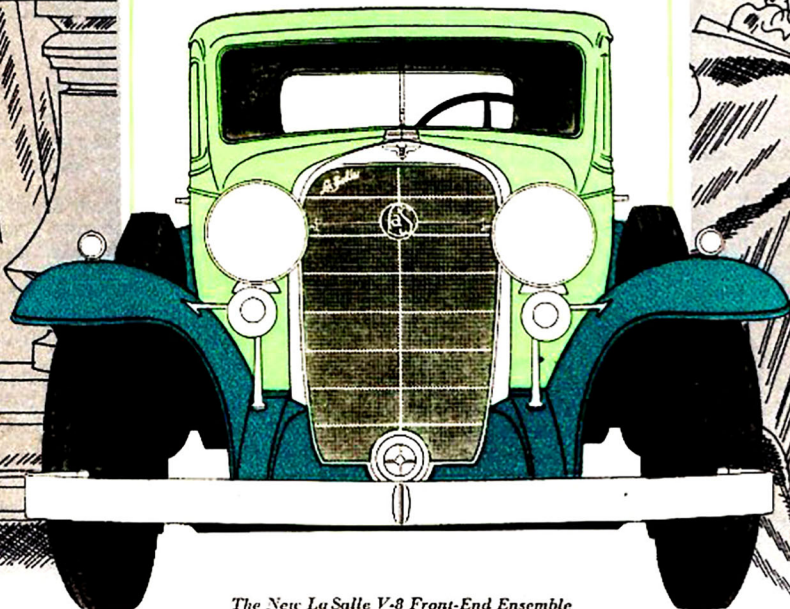
*Do you know  
for what a moderate sum  
you can own a New  
La Salle?*

Because of their deep regard for LaSalle's high place among the fine cars of the world, many people do not realize that La Salle is *not* a costly car to own. The initial expenditure is very little more than the price of many automobiles of less distinguished character. As a result of the thorough quality Cadillac creates with its fine design and precise craftsmanship, the expense for La Salle's operation and maintenance is surprisingly small. And, finally, La Salle's faultless style and faithful performance inspire an unusual span of ownership. One is happy to keep a La Salle over a much greater length of time and drive it a great deal farther than a lesser automobile. In fact, the actual figures often prove that many who are now driving lower-priced cars might very *profitably* be enjoying the prestige and satisfaction of owning a La Salle. Why not get the facts from your Cadillac-La Salle dealer today? La Salle prices from \$2395, Cadillac from \$2795, f. o. b. Detroit.



LA SALLE

*V*  
EIGHT



The New La Salle V-8 Front-End Ensemble

