

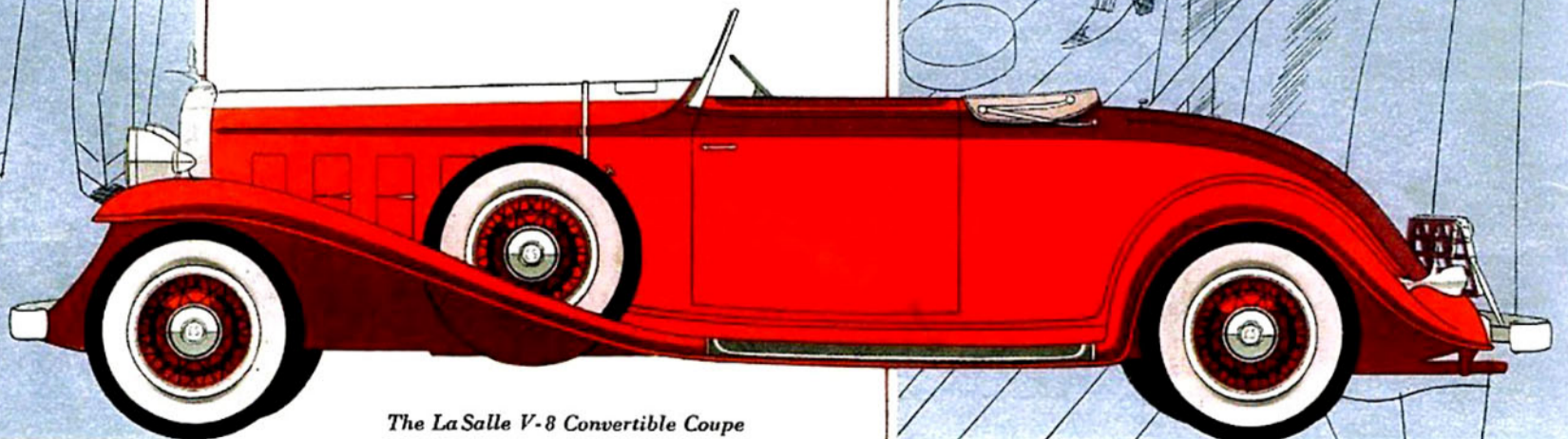


*A man is known
by his automobile*

Of all those material possessions which bespeak a man's place among his fellow men—none is more instantly recognized than his automobile. Wherever he goes and whatever he does, his car has come to be accepted as a symbol of his tastes, his standing and his business success. Because of this, there has grown up about Cadillac and LaSalle a degree of respect which is unusual in America's business life. Men who have given the problem serious thought will have no other automobile; for here is the "Standard of the World"—the car which has stood, for thirty years, as the emblem of all that is fine. They know, when they drive a Cadillac or LaSalle, that they have the masterpiece itself—and that it is given the recognition which a masterpiece always inspires. LaSalle prices range from \$2395, Cadillac from \$2795, f. o. b. Detroit.

LA SALLE

V
EIGHT



The LaSalle V-8 Convertible Coupe

