



The Coupe, \$2245, f.o.b. Detroit—5 wire wheels standard—G.M.A.C. terms available

TO THE MAN WHO *MIGHT* HAVE OWNED A LA SALLE
... for just a trifle more!

There is one revealing distinction which belongs to La Salle alone among all the cars of its price: it is impossible to conceive of a place or an event where La Salle would not be adequate to the occasion. You can call the entire roll of American watering places—and you can add a formal engagement at the Waldorf or the Ritz—and at never a place would you hesitate to meet the doorman's scrutiny through the window of your La Salle. . . . Nor would you *expect* anything else, once you had comprehended the La Salle tradition. For La Salle came out of Cadillac—and bore, from the very date of its introduction, the unimpeachable hallmark of Cadillac prestige. . . .

And thus it is that a new La Salle is such a wise investment. For, superimposed upon its matchless quality and its incomparably delightful performance, is the very tangible value of a car that really "belongs." . . . There's a lesson here, most obviously, for those who pay the price of La Salle—but fail of La Salle's prestige. And we think there's a moral *equally* strong for the man who *might* have owned a La Salle for just a trifle more. . . . When the time arrives for you to decide once more on a motor car, we hope you'll remember and act upon this undeniable fact—you'll never encounter a place on earth too smart for a La Salle.

La Salle v.8

• A GENERAL MOTORS VALUE •

