



The Town Sedan, list price \$2495, f.o.b. Detroit—5 wire wheels standard—G. M. A. C. terms available

A REAL EXPERIENCE AWAITS YOU *at the Wheel of a New La Salle*

It is doubtful whether any "first owner" among motorists enjoys quite the same degree of exhilaration as the man who moves up to La Salle. . . . Regardless of the car or cars to which he may have been accustomed, his introduction to La Salle performance is certain to prove a most unusual experience. He will never before have known that an engine could be so smooth—so alertly responsive to the throttle—or so steady in its output of power. He will never have known that a car could be so quiet, in both the body and chassis—so perfectly balanced on the road—so easy to handle—or so

completely obedient to its brakes. And he will certainly never have known how *comfortable* a car can be! . . . This, of course, might be expected. For La Salle is built by Cadillac, to the Cadillac ideal—and this makes it a different *kind* of car from anything else around it. . . . If you have been driving lesser cars in the belief you were satisfied, your dealer will surely be glad to arrange to have you drive a La Salle. After thirty minutes behind the wheel, we'll leave the decision to you! . . . La Salle list prices now begin at \$2245, f. o. b. Detroit—for the 5-passenger Sedan.



LA SALLE V·8
A General Motors Value