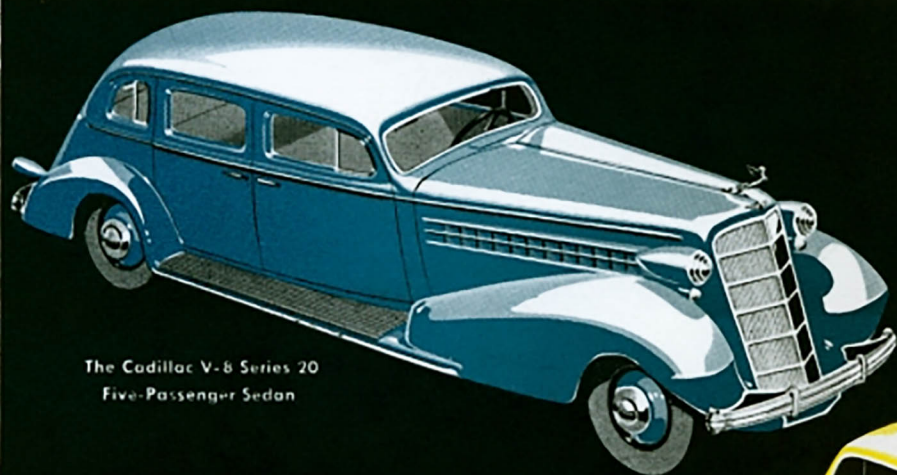


THE MOTOR CAR MODE IS
ESTABLISHED BY

Cadillac



The Cadillac V-8 Series 20
Five-Passenger Sedan



The smartly streamlined La Salle
Five-Passenger Sedan

and **TODAY'S CADILLAC AND LASALLE CARS
ARE FINER VALUES THAN EVER**



The 1935 Cadillacs and today's La Salles, with their many improvements and refinements, are decidedly unusual cars. On the one hand, they continue in their respective fields as the cars that set the standard of the world in beauty, in modernness and in comfort. On the other hand, they are offered at prices which are substantially lower. Today's Cadillacs are recognized without question as the

finest Cadillacs of all time. Yet their new prices open the way to ownership to many who have long wanted Cadillac cars. As for today's La Salle, it gives significant meaning to the phrase, "Never has a price so low bought such high quality in a car so smart." . . . You are cordially invited to see these remarkable cars and to note their prices—at the motor show or at the salesroom of your Cadillac-La Salle dealer.

CADILLAC MOTOR CAR COMPANY, DETROIT, MICHIGAN