

PERFORMANCE
PRESTIGE
PRICE



Three important advantages offered by
THE NEW LA SALLE

TO DRIVE the new La Salle is sheer delight. Its performance is so fresh and eager that the car seems actually inspired. It glides through traffic with alert and resourceful ease. It meets the challenge of the open road with hour after hour of swift, unlabored speed. It takes the longest hills in flashing, effortless stride.

TO OWN the new La Salle is to enjoy a deep, new feeling of pride.

For the new La Salle is smarter in styling than the style-setting La Salle of last year. Its new Fisher Bodies are the latest in design . . . with the safety of solid steel Turret-Top construction. Its interiors are trimly tailored in fabrics of character. It is built throughout to quality standards . . . a tribute to fine car ideals.

AND TO BUY the new La Salle is a pleasant proceeding. For La Salle has

taken its place in a new and lower-price field . . . and to that field has brought a vast new measure of quality. Then, too, the new La Salle is available on convenient G.M.A.C. terms . . . a true advantage to those who desire to purchase from income.

These, of course, are but three of the advantages offered by the distinctive new La Salle. You will find a hundred more in the car itself. Your Cadillac-La Salle dealer will gladly arrange a demonstration drive.

DESIGNED AND BUILT BY CADILLAC

\$1225

and up, list price at the Cadillac factory, Detroit, Mich. Offered in four models. Model illustrated, the Convertible Coupe, list price, \$1325. Special equipment extra. † † † A product of General Motors.