



THE NEW LA SALLE



Judge the performance of the new La Salle by any standards you choose. . . . If you drive mostly in traffic, take it out on a crowded boulevard. You can flash away at the change of a traffic light without a waste second. In high gear you have at your command a flexibility that eliminates all but emergency shifting. . . . If your trips are for long distances over the level countryside, try out the new La Salle on the open road. You can loiter along at ten miles an hour and then sweep up to the higher speeds with a rush that seems to sink you into the cushions. And you can press on hour after hour, as fast as it is safe to drive, with never a sign of labor from the motor. . . . If you live among the mountains, test the new La Salle on the long, hard grades. You will find that its vast reserve of power whisks you to the top without an effort and with rarely a let-down in speed. . . . Whatever your favorite test of performance, apply it to the new La Salle . . . for La Salle offers such flashing brilliance on the road that you really should experience it for yourself. Your Cadillac-La Salle dealer will gladly place a car at your disposal for a demonstration drive.

\$1225

and up, list prices at the Cadillac factory, Detroit, Michigan. Offered in four models. Model illustrated, the Coupe, list price, \$1225. Special equipment extra. La Salle is a product of General Motors, and is available on convenient G.M.A.C. terms.