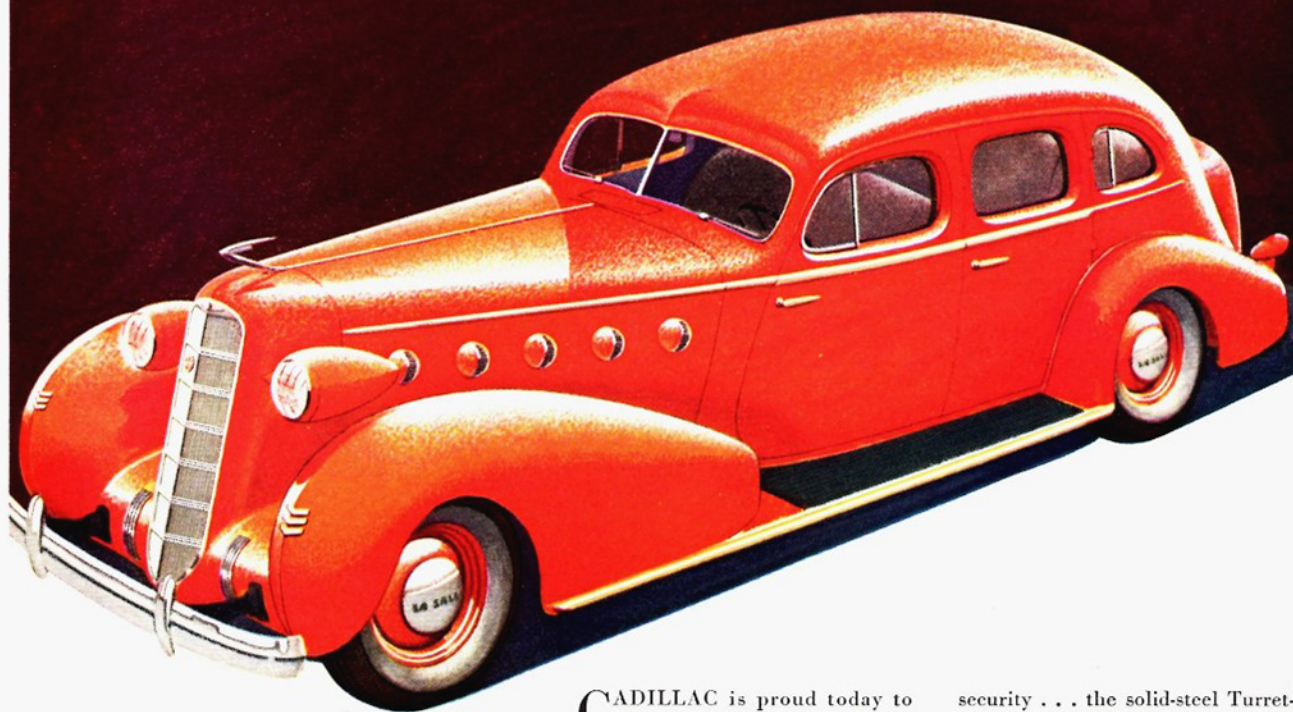


Today a brilliant  
**NEW LASALLE**  
with flashing new performance

ENTERS A LOWER-PRICE FIELD



**\$1225**

*and up, list price at the Cadillac factory, Detroit, Mich. Offered in four models. Model illustrated, the Four-Door Touring Sedan, list price, \$1295. Special equipment extra. La Salle is a product of General Motors, and available on convenient C.M.A.C. terms.*

CADILLAC is proud today to announce its latest achievement . . . a brilliant, flashing new La Salle, with . . .

PERFORMANCE of an inspiring new type . . . responsively eager in traffic, swift and unlabored on the hills, faster and smoother on the open road. Yet performance that carries with it new economies of operation.

STYLING . . . that is smarter than that of the style-setting La Salle of last year.

SAFETY . . . that includes the latest Fisher contribution to motoring

security . . . the solid-steel Turret-Top body. And the safety of big, capable, hydraulic brakes.

QUALITY of unusual character. . . Throughout its sturdy chassis and throughout its luxurious interior, trimly tailored in quality fabrics, the new La Salle is a tribute to fine car ideals. This is but natural . . . for it is designed and built by Cadillac.

The new La Salle is now on display at the salesrooms of your Cadillac-La Salle dealer. You are cordially invited to see it and to drive it . . . to judge its exceptional value and its brilliant performance for yourself. CADILLAC MOTOR CAR COMPANY