



THE NEW
La Salle

The La Salle Five-Passenger Touring Sedan—\$1225

Since the day of its introduction in 1927, La Salle has been America's most imitated automobile. In every price class, La Salle has served as the inspiration for car after car. Yet—the verve and the charm and the originality that are part and parcel of La Salle have never been captured in any other

design. This distinguished member of the Royal Family of Motordom stands today—as it has stood for eight years—in a style class completely apart. It is easily the smartest and most beautiful car now on America's highways—a joy to behold, a pleasure to drive, and a never-ending satisfaction to own.