



*The La Salle Coupe*

## WHAT *Money* CAN AND CANNOT BUY

When it comes to motor cars, there are some things that money *can* and *cannot* buy. • • Money can buy size and horsepower and fitments and trimmings—but it cannot, alone and unaided, procure a reputation. • • That is inherent in the product itself—and only time and effort and attainment can put it there. • • Cadillac's relation to the motor car industry has long since established it as the accepted standard for those who desire to go beyond the conventionally good. • • So firm is this Cadillac reputation—so faultlessly buttressed by

more than thirty years of progression—that none other can bestow quite the same degree of superiority. • • Whichever car you choose from the Royal Family of Motordom—whether the new La Salle, the new Cadillac or the new Cadillac-Fleetwood—you can drive it with the definite knowledge that it deserves the highest respect a motor car can receive. • • For Cadillac has endeavored more earnestly than ever, in its current creations, to widen the gap between the Royal Family of Motordom and all other cars in the world.

**LA SALLE \$1175 • CADILLAC \$1645 • Cadillac FLEETWOOD \$2445**

*Prices list at Detroit, subject to change without notice. Special equipment extra. Monthly payments to suit your purse on the G. M. Installment Plan.*

THE ROYAL FAMILY OF MOTORDOM