



La Salle Two-door Touring Sedan—\$1185

THE NEW
LA SALLE

Illustrated above is the beautiful new La Salle, captivating member of the Royal Family of Motor-dom. La Salle is really one of the marvels of this great manufacturing age. It is endowed with Cadillac engineering and Cadillac manufacturing throughout, and offers the priceless advantage of Cadillac prestige—yet it is priced so low that it is a prudent choice for even the modest budget. We believe sincerely that there is no other car like La Salle—none other that offers so much of luxury and elegance and distinction, at a price so remarkably low. Your Cadillac-La Salle dealer would welcome an opportunity to demonstrate its exceptional performance—today.