



Elected to the Highest Rank by the Most Critical

IT is not enough that a car should be praised. It is much more important that it be praised by the right people . . . by men and women so exacting in their demands that only the best meets with their approval.

By such critics as these, Cadillac and LaSalle have been singled out as the finest of all motor cars . . . and thus elevated to the highest rank any automobile can ever attain.

The reason is not far to seek . . . and we respectfully suggest that a demonstration will convincingly explain why Cadillac and LaSalle are commended with such enthusiasm by the most critical motorists in the world.

The exquisite bodies by Fisher and Custom bodies by Fleetwood, and such exceptional features as the Syncro - Mesh Silent Shift Transmission and improved V-type engines are but further evidence of Cadillac's pre-eminence in fine car manufacture.

The great new V-type sixteen-cylinder Cadillac, "the most highly personalized of motor cars," introduces a standard of performance which transcends all that has hitherto been achieved by any fine car in the history of the automobile industry.

You are invited to make use of the G.M.A.C. deferred payment plan . . . designed by General Motors to facilitate your purchase.

Cadillac = La Salle

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