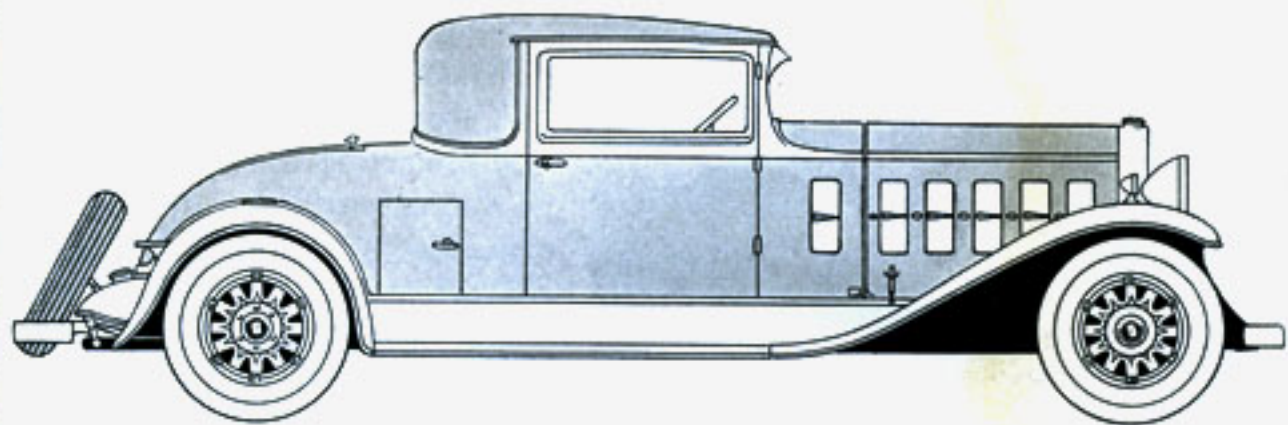




It is a truth, almost without exception, that those who visit the Cadillac plants prefer Cadillac and La Salle forever after. To see these magnificent cars in the process of creation—to watch, with one's own eyes, Cadillac craftsmen at their work—is to have an enduring conviction that no higher standards could be enforced

CADILLAC MOTOR CAR COMPANY, *Division of General Motors*



Built by Cadillac, in the finest Cadillac traditions—the new La Salle V-8 is the first car of its type to be made available to buyers in the medium-price field. Illustrated above is the La Salle 2-passenger coupe, with rumble seat. Coachwork by Fisher and Fleetwood. Prices from \$2195 to \$3245, f. o. b. Detroit. The liberal G. M. A. C. payment plan is available to all purchasers.

L A S A L L E V - 8

Illustrated below is the Cadillac V-16 five-passenger All-Weather Phaeton, created by Fleetwood especially for the V-16 chassis. Prices of the V-16 range from \$5350, f.o.b. Detroit.



To sit at the wheel of the Cadillac V-16 is really an exceptional experience—for there is no precedent at all for *what* this car does, nor for the *manner* in which it does it. The V-16 was planned, of course, as an entirely new embodiment of motoring luxury; and not a single tradition or limitation was permitted to influence its design. As a result, it is a highly individualized creation—a car so irresistibly inviting in appearance, so superbly behaved in action that it must inevitably revolutionize your highest opinion of motoring. Your Cadillac-La Salle dealer will gladly arrange to demonstrate the truth of these statements.

CADILLAC V⁸/₁₂/₁₆

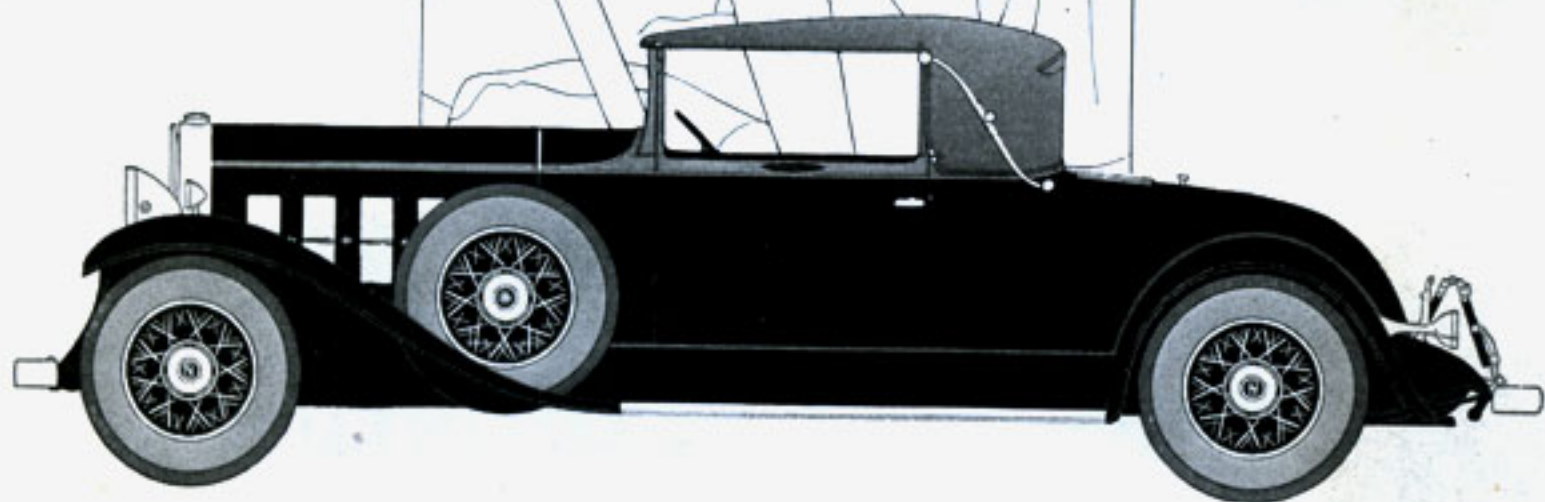
Cadillac V-8 prices range from \$2695, f. o. b. Detroit — with G. M. A. C. terms available on all body types. The model illustrated below is the V-8 5-passenger sedan, with coachwork by Fisher.



Until 1927, Cadillac's entire reputation as a master builder was based upon the Cadillac V-8. This fact has never been forgotten; and though the Cadillac line now includes three other distinguished cars—the La Salle, the V-12 and the V-16—the V-8 is built, to this day, as if it were the sole protector of Cadillac's good name. In fact, no eight-cylinder Cadillac ever produced could compare with the present V-8. Yet, due to a vastly enlarged manufacturing program, this finest of V-8 Cadillacs is priced as low as \$2695, f. o. b. Detroit.

CADILLAC V⁸₁₂₁₆

The silent, smooth performance of LaSalle V-8 is admirably reflected in the long, flowing lines of the Convertible Coupe, with body by Fisher, illustrated below. LaSalle V-8 prices range from \$2195; f. o. b. Detroit. G. M. A. C. terms available on all body styles.



So completely is the ideal of fine workmanship ingrained at the Cadillac plant that, no matter whether it be for Cadillac or for LaSalle, every detail of design and manufacture is approached with the same meticulous care.

There is only *one* standard of excellence, regardless of the task to be done. As a result, the LaSalle V-8 provides a degree of quality and a type of performance far beyond those suggested by its moderate price.

LA SALLE V-8

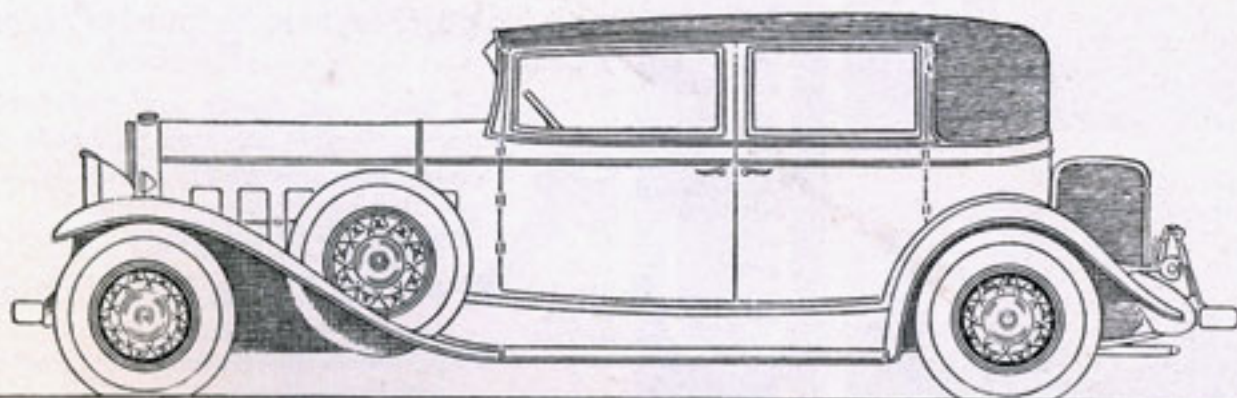


SHARING in the fullest measure those basic engineering advancements out of which were born the Cadillac V-12 and the V-16—the new Cadillac V-8 offers an entirely new conception of the possibilities of eight-cylinder design. Nowhere is its performance excelled, save in its brothers, the V-12 and the V-16. Yet this finest of V-8 Cadillacs is offered at deeply lowered prices.

Priced from \$2695 to \$3795, f. o. b. Detroit

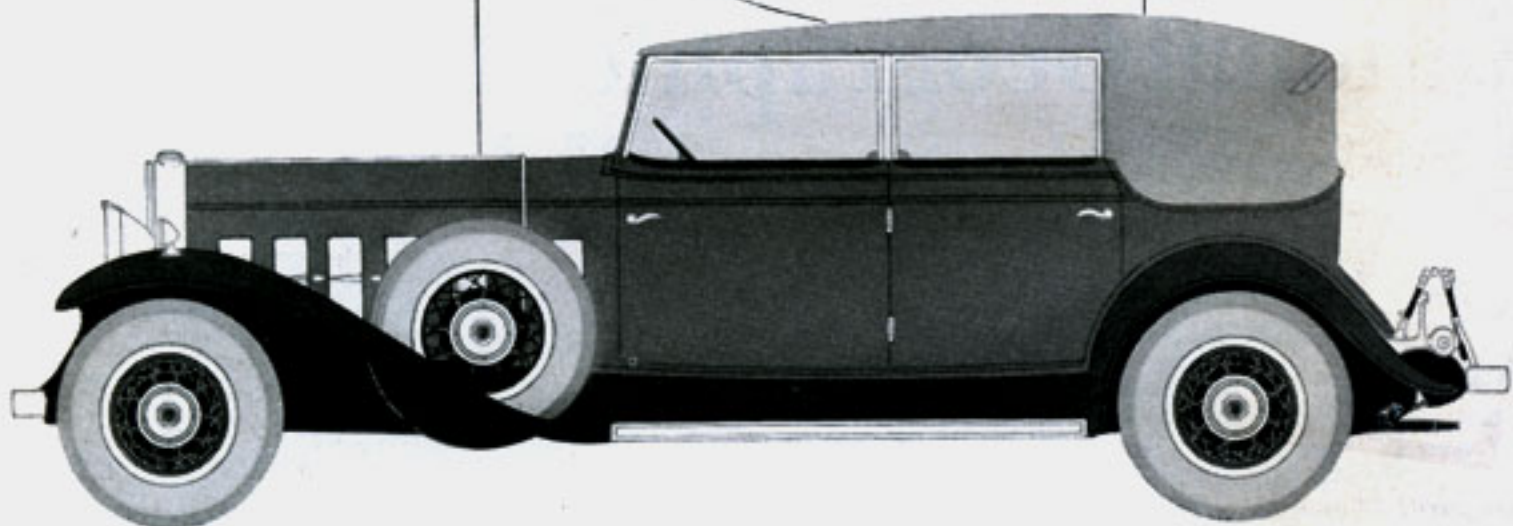
Cadillac Motor Car Co., Division of General Motors

Cadillac V-8



*The 5-passenger Town Sedan, with travel trunk, is one of the most popular of the new V-8 models.
Coachwork by Fisher and Fleetwood*

Long, low and graceful—and possessed of the exceptional performance assured by Cadillac's V-type engine design—the V-8 all-weather Phaeton is one of the smartest creations to have borne the Cadillac name. Cadillac V-8 prices range from \$2695, f. o. b. Detroit. G. M. A. C. terms available on all body styles.



It has often been said that deep in the hearts of a majority of motorists is the ambition, some day, to own and drive a Cadillac. Mindful of this, the Cadillac Motor Car Company has striven constantly, year after year, to bring its products within reach of an

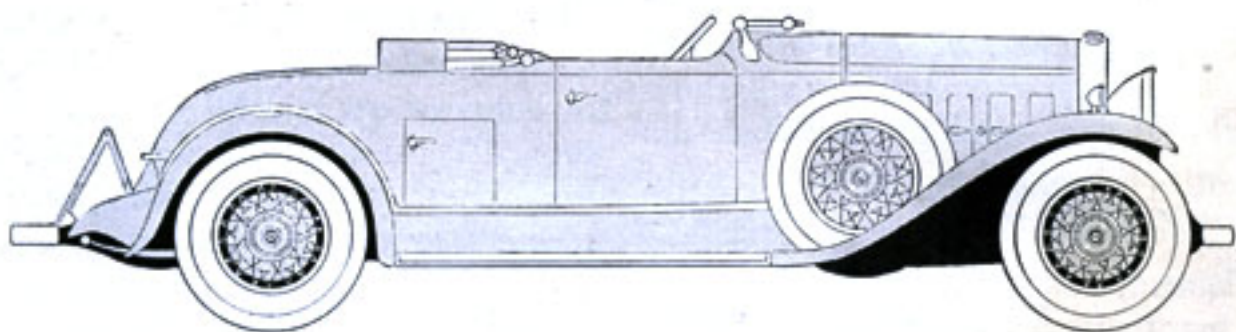
ever-increasing number of people. Today, this purpose has been fulfilled in exceptional measure—for the distinguished Cadillac V-8, expressive of everything that has come to be associated with the name Cadillac, is offered at prices ranging from only \$2695.

CADILLAC V⁸₁₂₆



Even if LaSalle were stripped of those distinctive characteristics which brand it so unmistakably as an aristocrat among motor cars — one fact would still remain to proclaim it a superior automobile. LaSalle is built by Cadillac, and in every feature of its design and in every process of its manufacture, is held to the same high standards as Cadillac itself.

L A S A L L E V - 8

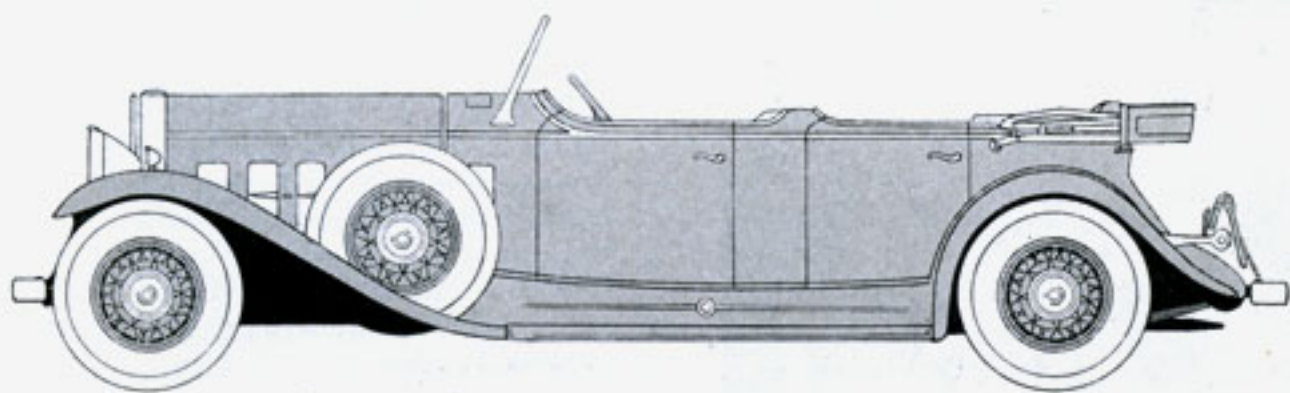


The new LaSalle V-8 applies to eight-cylinder design the significant advancements in engine, chassis and coachwork developed in creating the new V-8, V-12 and the V-16. Shown above is the LaSalle 2-Passenger Roadster, coachwork by Fleetwood. Price range, \$2195 to \$3245, f. o. b. Detroit. The liberal G. M. A. C. payment plan is recommended to all purchasers.

CADILLAC MOTOR CAR COMPANY, DETROIT, MICHIGAN
DIVISION OF GENERAL MOTORS



On your next extended motor trip, look closely to the people who are riding in Cadillacs and LaSalles. Nothing we can say would serve so well to impress upon your consciousness the high position which these cars occupy among the first families of America



It is difficult to realize how swiftly the miles slip past when you ride in the new Cadillac V-12. This superb performance is the result of the V-12's kinship, in engineering and craftsmanship, to the V-16. Shown above is the Cadillac V-12 Five-Passenger Phaeton, with coachwork from the custom shops of Fleetwood. Price range, \$3795 to \$4895, f. o. b. Detroit. The liberal G. M. A. C. payment plan is recommended to all purchasers.

CADILLAC MOTOR CAR COMPANY, DETROIT, MICHIGAN
DIVISION OF GENERAL MOTORS

C A D I L L A C V - 1 2