

You are cordially invited to attend
THE FORMAL OPENING OF
Our New Showroom
and inspect the special
display of

CADILLAC-LASALLE

MOTOR CARS

SATURDAY



APRIL 12TH

It is particularly fitting that the opening of the new and finer Cadillac-LaSalle showroom - Oliver Cadillac Company - should be celebrated with an initial presentation of the new Cadillacs and LaSalles.

This new home of Cadillac-LaSalle has been made possible by the gratifying public approval accorded Cadillac and LaSalle, and through the conviction of Mr. D. I. Oliver that these new cars meet more completely than ever the exacting demands of a discriminating clientele.

In this new building are the most complete and up-to-date facilities and equipment for the sale and servicing of Cadillac

and LaSalle motor cars. Included is everything necessary to assure Cadillac and LaSalle owners of the utmost in prompt, courteous and skillful work. A special group of factory-trained experts will render inspections, adjustments and general service.

We extend to you a cordial invitation to visit our new showroom located at 234 North Woodward Avenue, and inspect the complete new lines of Cadillacs and LaSalles - including the new 16 cylinder Cadillac, the most highly personalized of all motor cars, now on display for the first time at this formal opening.

EASTER SHOWING

April 12th to 19th

There is no more appropriate time than the week preceding Easter to present formally the Cadillac-LaSalle line. These models offer a range in variety and choice not obtainable in the combined products of all other makers. This special Easter Showing has been arranged to provide every opportunity for you to examine and study the new eight-cylinder Cadillacs and LaSalles. The Showing extends from April 12th to 19th. An inspection of these cars will prove invaluable in the right selection of your car.

OLIVER CADILLAC COMPANY

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 234 N. Woodward
 Phone 2024

PONTIAC
 Perry at Lawrence
 Phone 2-3339