

A Statement by the Cadillac Motor Car Company Concerning the Cadillac and La Salle Program



THE bringing out of the Cadillac V-16 a few months ago and now the new Cadillac and LaSalle V-Eights, and early in October the new Cadillac V-12, may give rise to some question as to our manufacturing program.

It is our desire that Cadillac and LaSalle owners and the motoring public be apprised of the facts.

The La Salle will remain companion car to Cadillac. It was so introduced, as such it has greatly succeeded and as such it will continue.

Obviously the number of motor cars which any manufacturer may sell in a given price field is finally governed by the ability of the public to buy them.

Cadillac cars having gained almost universal acceptance in the finest car field, any considerable expansion must be through cultivation of a broader market in lower price ranges.

Our experience has been in building fine cars. The Cadillac organization could not adhere to its fine car ideals and successfully produce a low priced car, but through a more complete coverage of the fine car field it was apparent that we could give greater value and appreciably lower prices.

For the broader market, therefore, we created the LaSalle out of our Cadillac experience and developed it as a quality car.

For the highest priced fields we have produced the sixteen-cylinder Cadillac and the twelve-cylinder Cadillac.

And between the very broad market for the LaSalle and the relatively narrow market for twelve and sixteen cylinder cars, there is a large market for Cadillac V-8s.

These lines of cars contribute to one another a tremendous influence in sales, a marked advance in values and make possible the low prices at which Cadillac and LaSalle cars are sold.

And this, briefly, is the reasoning in Cadillac's program.

Were it not for LaSalle, all Cadillacs would be higher in price; and were it not for the Cadillacs, LaSalle prices would necessarily be so high as to defeat the purpose for which the LaSalle was designed.

Each of these lines is dependent one upon the other—the Cadillac V-16, the Cadillac V-12, the Cadillac V-8, and their companion car, the LaSalle.

CADILLAC MOTOR CAR COMPANY

L. P. Fisher

PRESIDENT

Detroit, Michigan, September 16, 1930

RAVINIA

Like a little child on his mother's breast,
Or a little bird in its cozy nest,
Lays a little town on Lake Michigan's heart,
It's Ravinia,—so lovely, the altar of art.

When the bees are kissing the flowers awake,
And the golden sun rises above the lake,
And the dewdrops, like diamonds lay on the grass,
The town awakens like a sleepy lass.

Oh, how glorious to live on a lake so blue,
Just faintly tinted with the dawn's pink hue,
With thousands of fragrant buds on the ground,
The morning sun spreading her gold all around.
High up in the tree tops, the birds sweetly sing,
The praise of Ravinia in summer and spring,
At night when the lake is kissing the sand,
The moon drops his silver on water and land.

But the summer will pass and the flowers will die,
In the woods at night the hoot-owls will cry,
And Jack Frost with his brush so dainty and fine,
Tints the leaves and the grass and the climbing vine.

And the waves are rough and the water is wild,
Oh, — the lake will toss like a restless child,
All the trees bend down with a wailing sound,
Icy rain will drench the shivering ground.

But the winter will come, and she to sleep,
On the white snowy cliff, on the lake so deep,
Till next spring she will sleep; we all so adore,
Ravinia, the pearl, on Lake Michigan's shore.
JOSEPHINE KAUMANN.
Ravinia, Ill.

Lake County Overdrafts Exceed Fifty Thousand

The overdraft over the budget for all Lake county departments at the end of the fiscal year last week was shown to the county board of supervisors to be \$50,470 by Supervisor Arthur W. Vercoe, of Highland Park, chairman of the finance committee.

In this report it was shown that the expenditures from Sept. 1, 1929 to Sept. 1, 1930 were \$550,170 and that the annual appropriation had been \$499,600.

The real overdraft, it was stated, would be less as this was simply the expenditures in excess of the amounts set a year ago as possible expenditures.

There were 17 departments showing budget overdrafts and 11 showing balances.