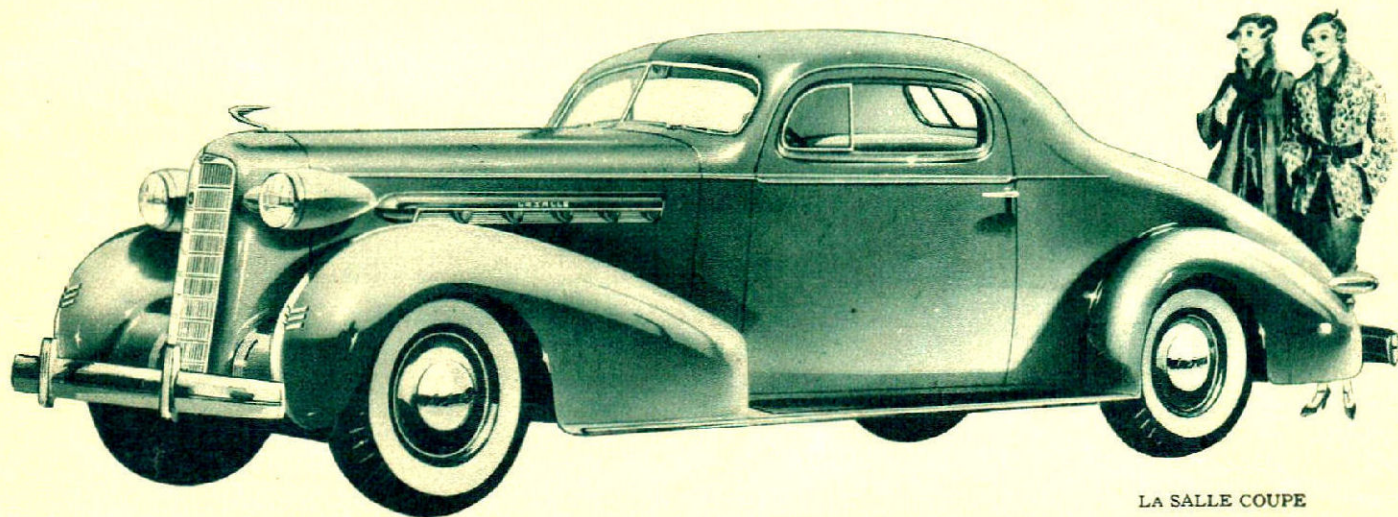


*Cadillac presents*

**THE NEW 1936 LA SALLE**



LA SALLE COUPE

*Brilliant Member of the Royal Family of Motordom*

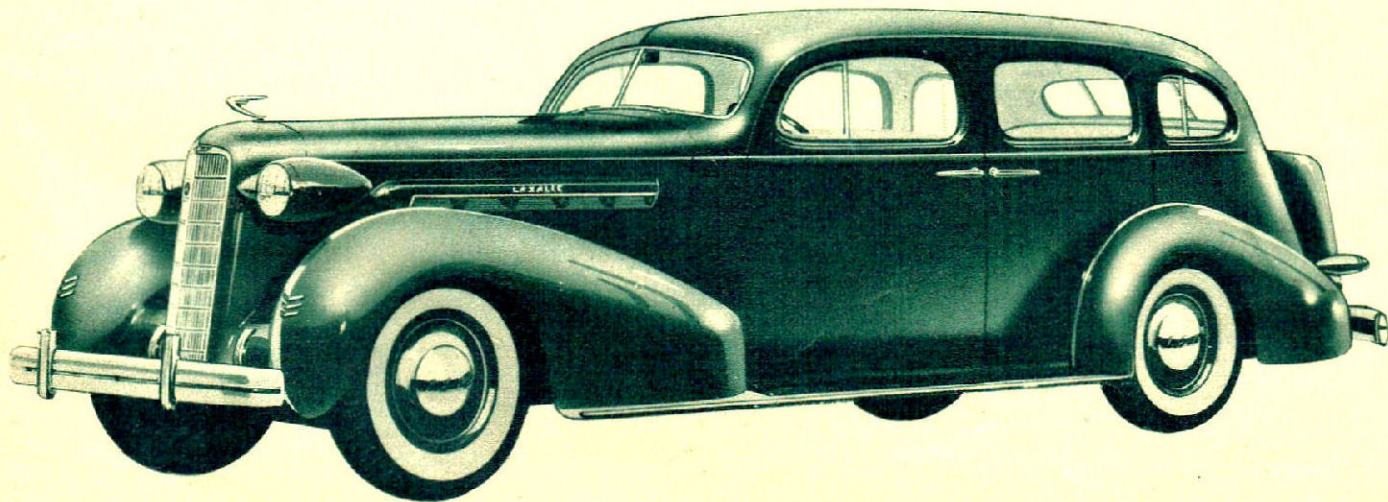


**B**EGINNING with that memorable day in 1927 when La Salle swept into the limelight with an entirely new vogue in motor cars, no car has ever successfully challenged its style leadership. Year after year, La Salle has widened its influence on motor car design until today it is looked upon as the unquestioned pace-setter in style and beauty.

And hand in hand with this style-setting tradition has gone a corresponding leadership in performance—for La Salle's spirited appearance has always been matched by dynamic action on the road.

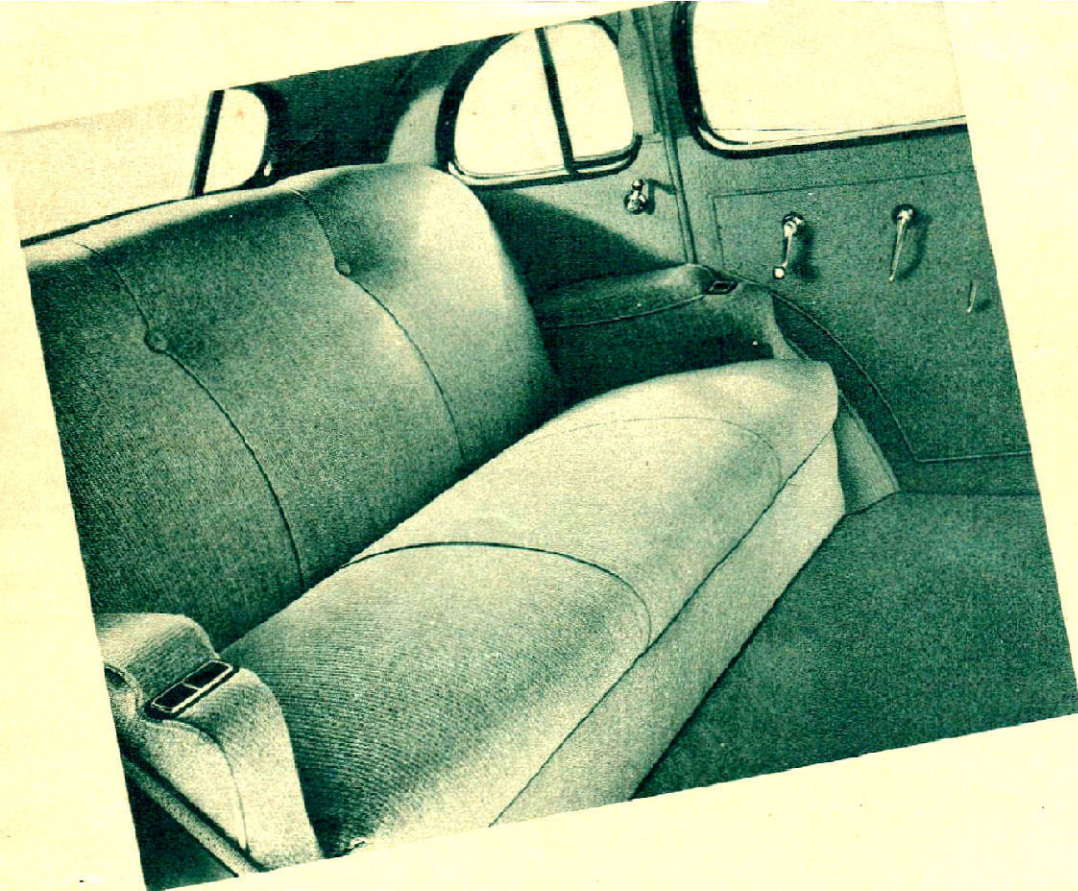
In the new La Salle for 1936, both these phases of La Salle's leadership find an even greater expression. For it is not only the most smartly styled of all La Salles but its performance transcends anything ever known in its price field.

La Salle's blood brotherhood to Cadillac and Cadillac-Fleetwood gives it a priceless advantage over all other cars in its field. For in no other way could a car of such reasonable cost possess the advanced engineering and matchless quality that characterize a product by Cadillac.



LA SALLE FOUR DOOR TOURING SEDAN





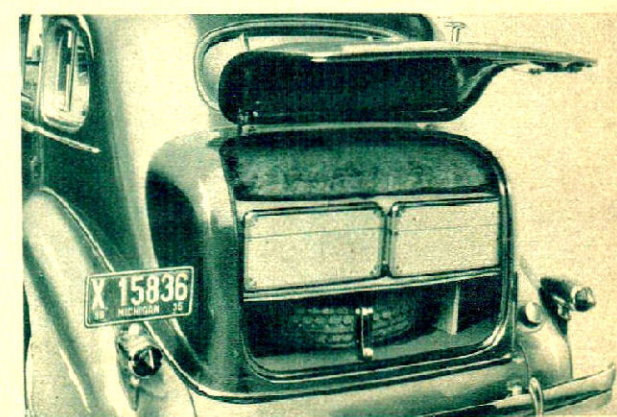
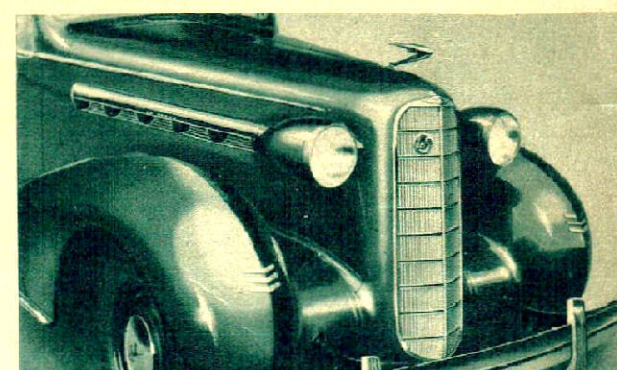
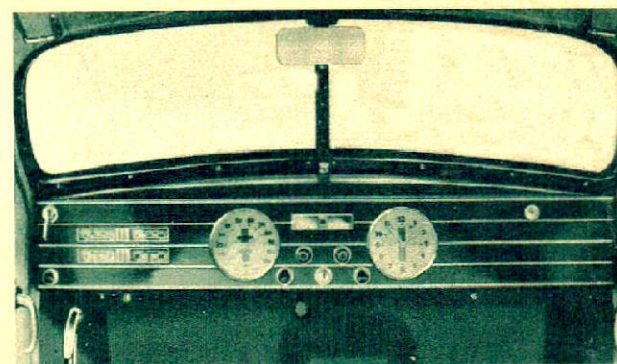
The accompanying views illustrate a few of the many style and comfort features of the 1936 La Salle.

Directly above—La Salle interiors are exceedingly beautiful, useful and roomy. Upholstery is the very finest, cushions are soft and inviting.

Above right—the striking, newly designed instrument board groups all dials for easy reading.

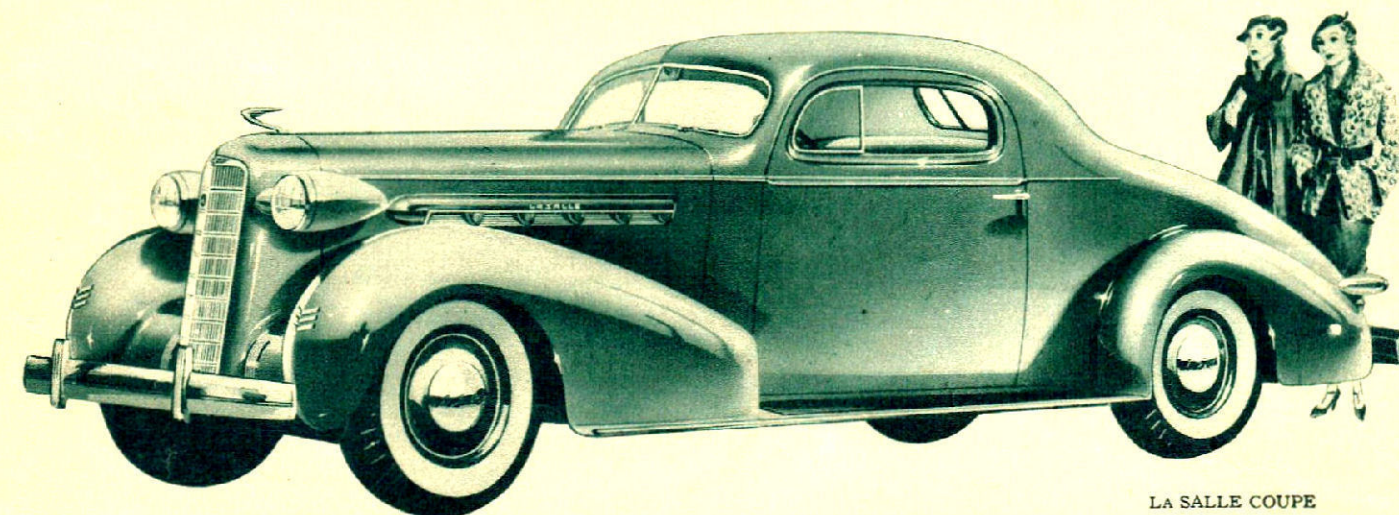
Right, center—the modern style of these new La Salles is emphasized by the unique and appropriate design of hood ports.

Lower right—trunks in the Touring Sedans are commodious, dust and rainproof, besides adding grace and smooth lines to the rear appearance.



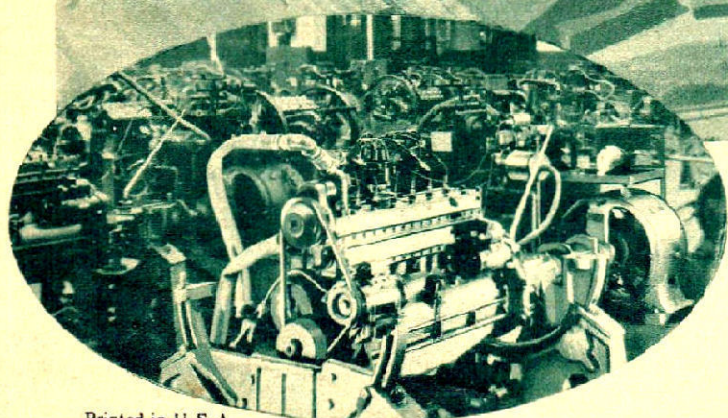
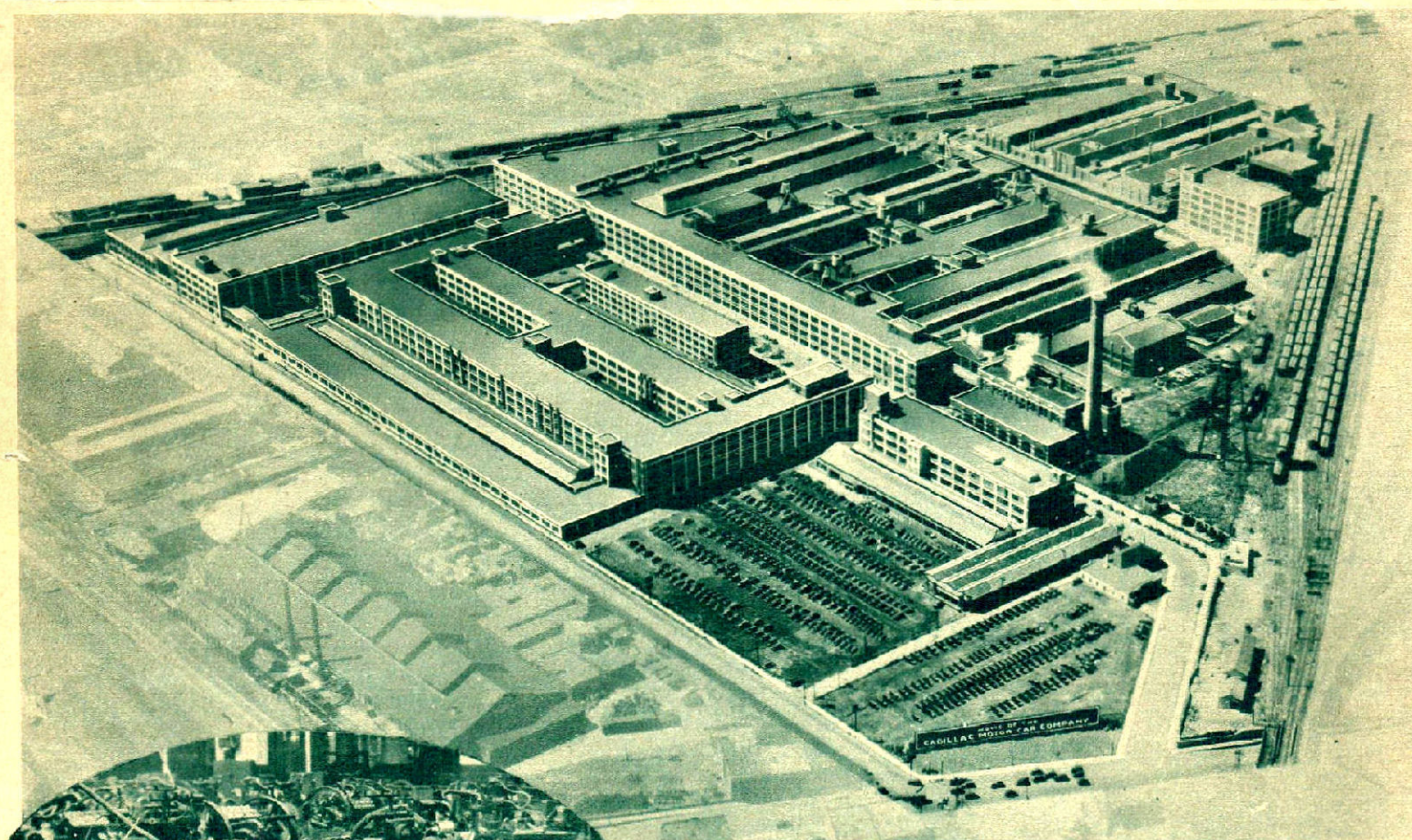
*Cadillac presents*

## THE NEW 1936 LA SALLE



LA SALLE COUPE

*Brilliant Member of the Royal Family of Motordom*



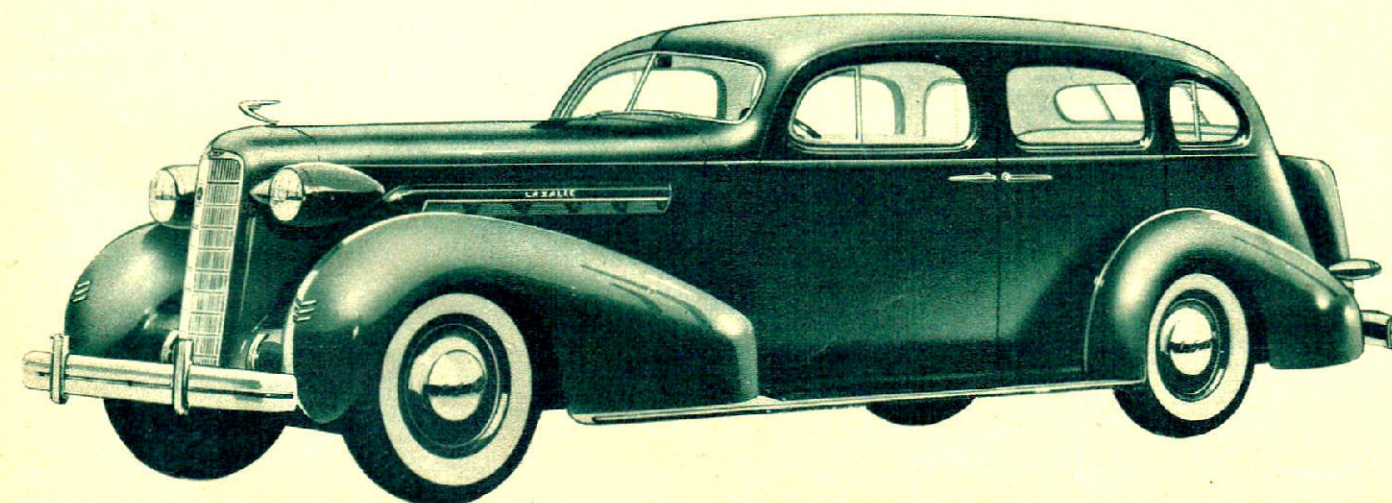
**PLANT**—La Salle is Cadillac-built through and through. The modern Cadillac plant, where fine motor cars have been built for thirty years and where high craftsmanship and quality standards have never ceased to rule, brings to La Salle a tradition of manufacturing excellence that makes La Salle such a great value.

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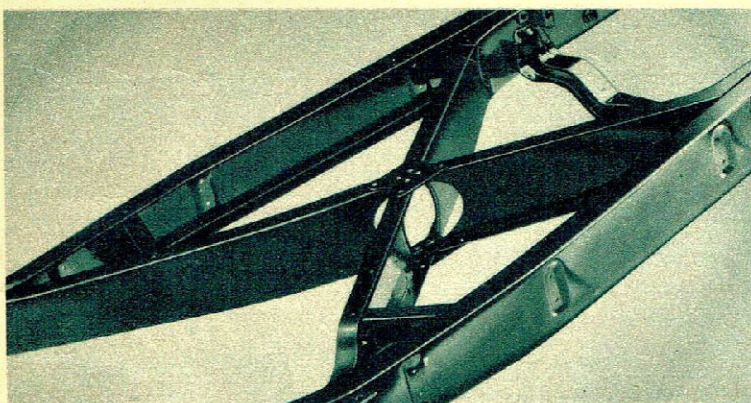
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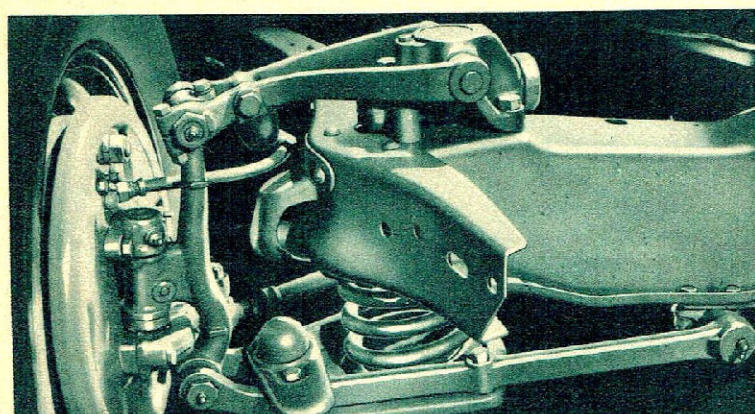


LA SALLE FOUR DOOR TOURING SEDAN

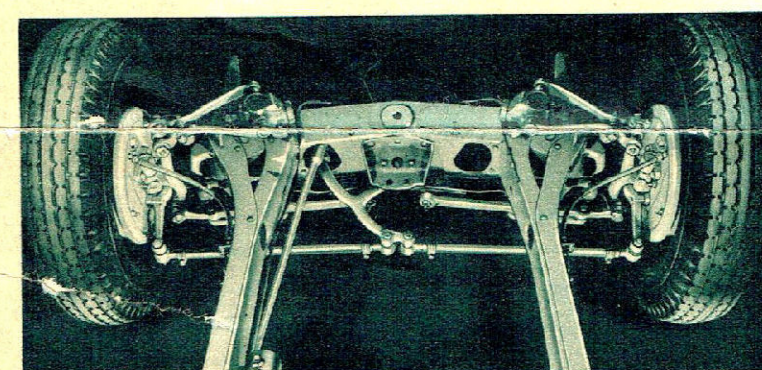




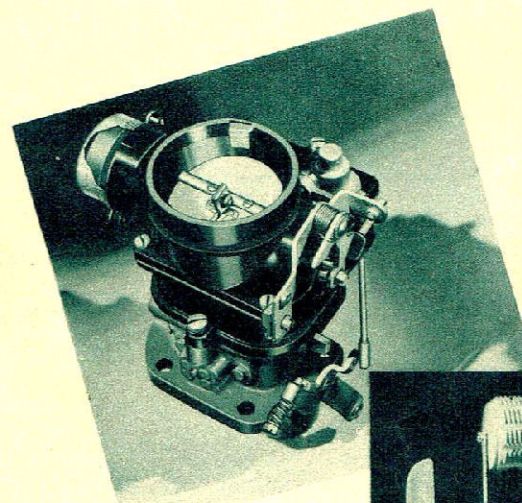
**FRAMES**—Frame of the new La Salle is of the X type, riveted and welded together into a single unit, and so strongly built it resists effectively strain and stress. Literally, a frame within a frame of bridge-like construction.



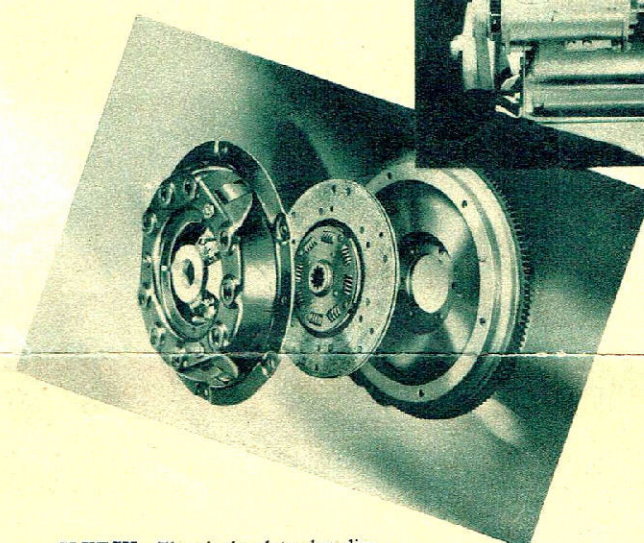
**KNEE-ACTION**—The Knee-Action Unit, one of motordom's most significant engineering advancements, is used to its greatest advantage in the new La Salle to give complete protection against road shocks and irregularities. This year finds the Knee-Action principle even more improved for greater safety and easier riding.



**STEERING**—The new La Sallies embody the latest development in steering—Center Point Steering—made possible by Knee-Action wheels—and providing unusual sureness and safety. This construction insulates the steering wheel against road shocks—when turning or rounding corners, wheel returns, of itself, to straight-ahead position.

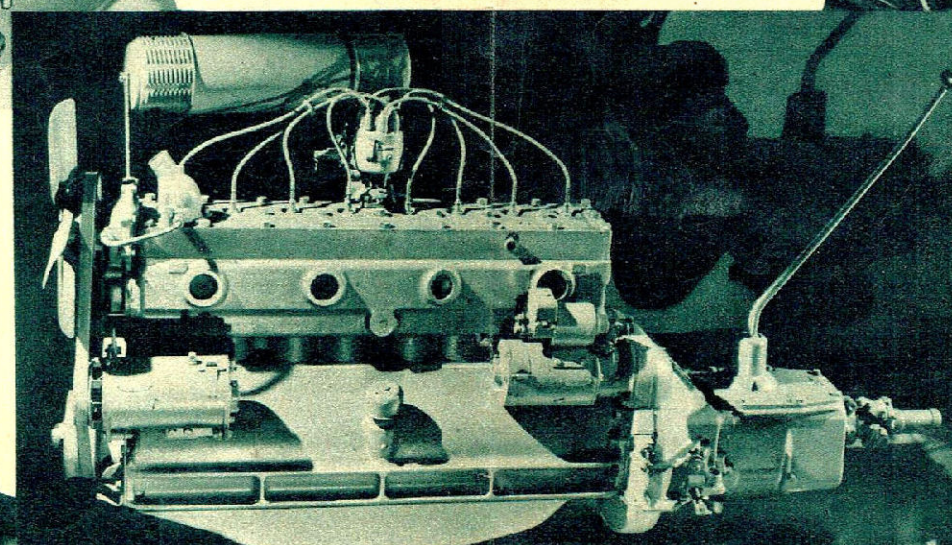


**TRIPLE RANGE CHOKE**—The Triple Range Choke on the new La Salle supplements the in-built automatic choke and permits the driver manual operation of this control if he desires.

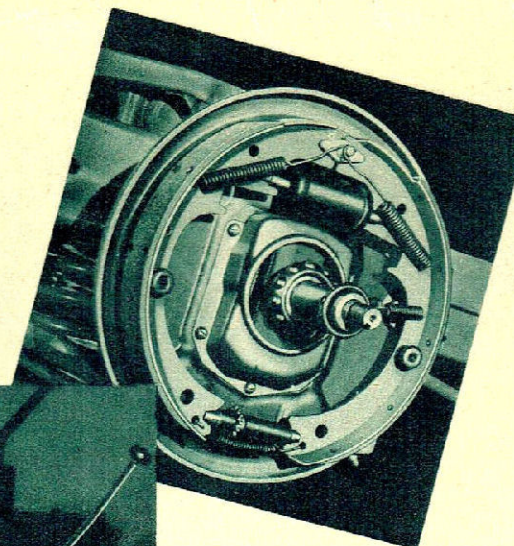


**CLUTCH**—The single plate dry disc type La Salle clutch has facings made of a long wearing fabric that resists heat and gives smooth operation. Clutch facing area is 10 inches outside diameter and 6 inches inside diameter.

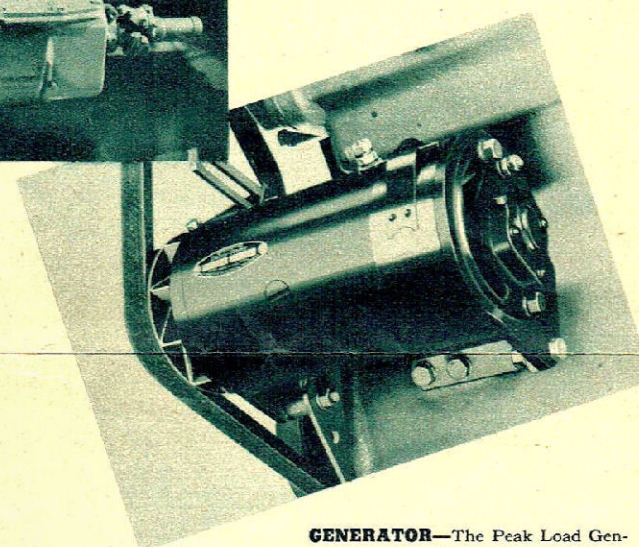
La Salle offers many quality and performance features surprising in a car of its modest cost. Only Cadillac, with thirty years of fine car manufacturing history, and General Motors widespread facilities could give La Salle so many advantages.



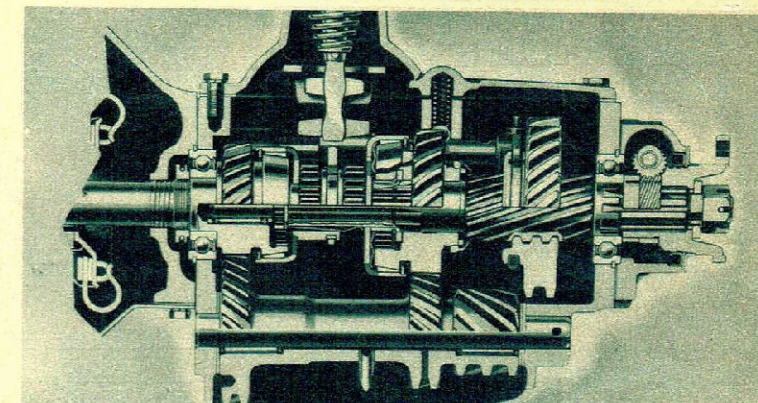
**MOTOR**—The engine in the new La Salle is of the straight eight type, incorporating the latest in engineering and manufacturing developments. Unbelievably smooth, economical, long-lived, the La Salle engine is the kind of power plant you would expect Cadillac to build—fully counter-weighted crankshaft, anodized aluminum alloy pistons—honed finish cylinder bores—exclusive manifold design for greater power and performance, and many other valued features.



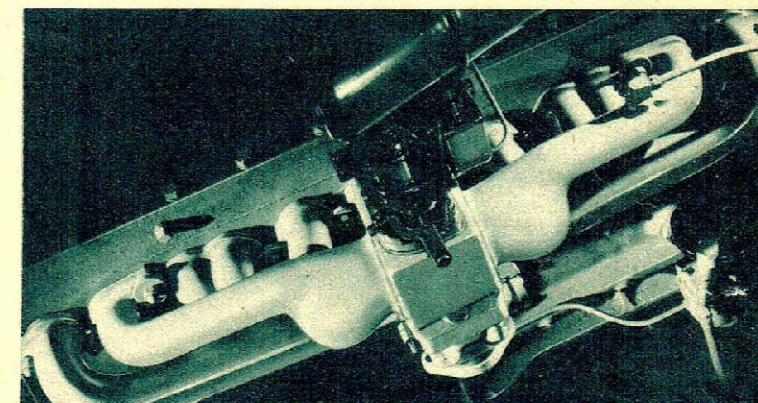
**BRAKES**—La Salle is equipped with improved Super-Hydraulic Brakes with new centrifuse brake drums, providing equalized braking on all four wheels so essential to confidence and ease of mind under all driving conditions.



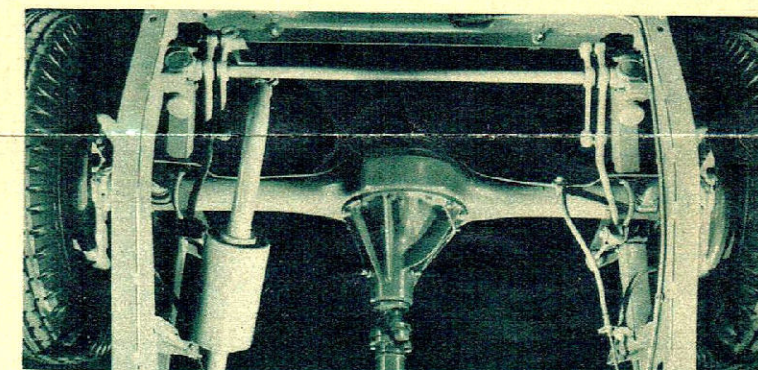
**GENERATOR**—The Peak Load Generator used on the 1936 La Salle is an ingenious device that keeps the battery fully charged and compensates, automatically, for the output demanded by radio, heater, lights, and other electrically-operated equipment.



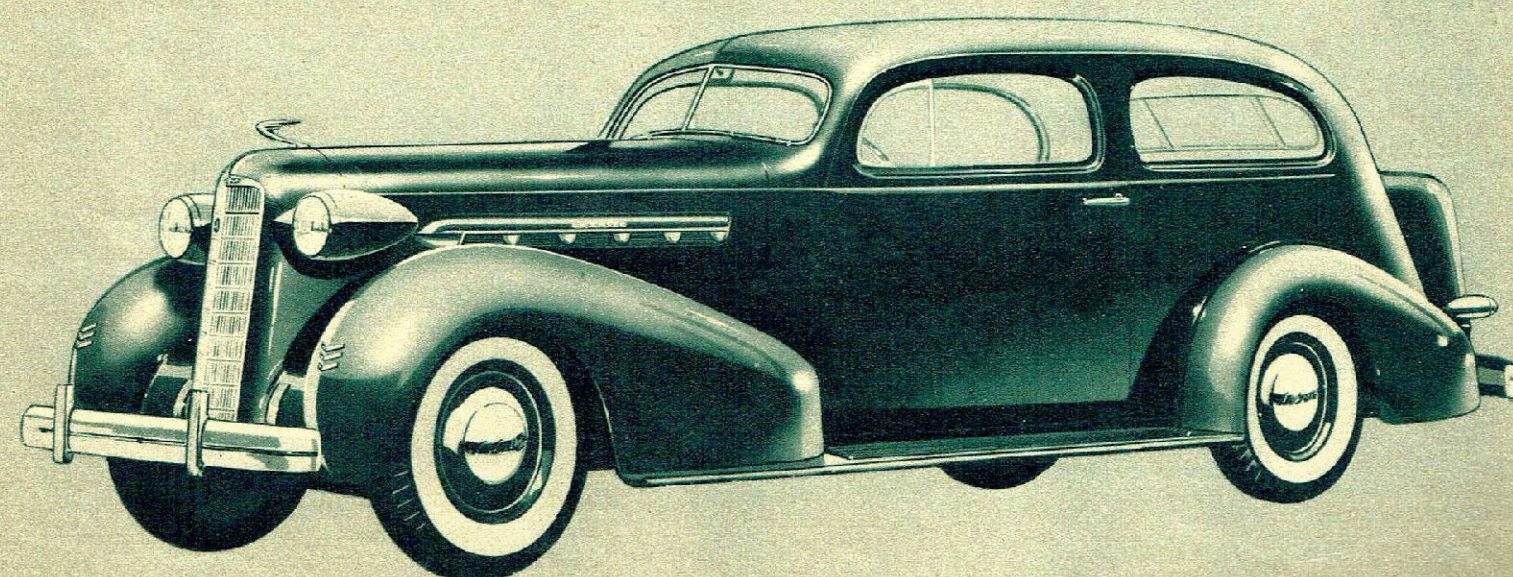
**TRANSMISSION**—The famous Cadillac-pioneered Syncro-Mesh Transmission, greatly improved and even more quiet, is used in the La Salle for 1936. Result—swifter, surer shifting—no clash at any speed—safe control on hills and slippery roads—more enjoyable to drive.



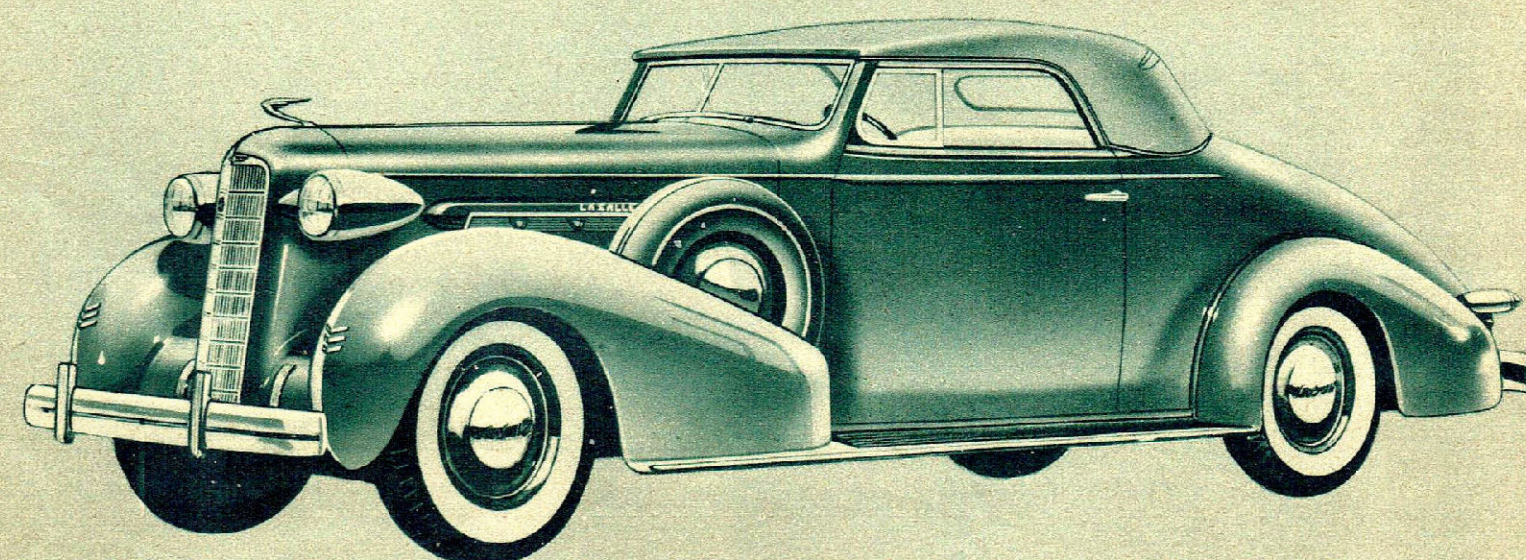
**MANIFOLDING**—Perfect performance can be achieved only with perfect and equal fuel distribution. The La Salle Equalized Manifolding System brings the carburetor equi-distant to each cylinder, exacts the utmost energy from each of the eight cylinders and each drop of fuel.



**STABILIZERS**—One of the many remarkable safety and comfort advantages in the new La Salle is the Ride Stabilizer—eliminates dangerous sidesway—keeps the car on an even keel rounding curves and corners.

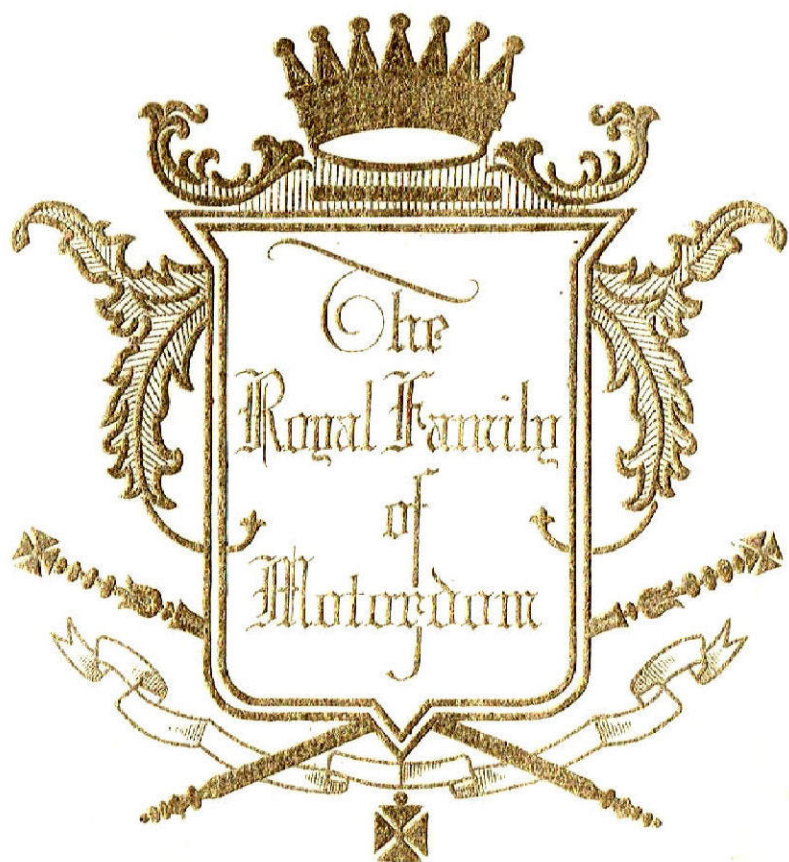


LA SALLE TWO DOOR TOURING SEDAN



LA SALLE CONVERTIBLE COUPE





YOU ARE CORDIALLY INVITED  
TO INSPECT  
THE 1936 MODELS OF  
"THE ROYAL FAMILY OF MOTORDOM"

*Cadillac*  
*La Salle*  
*Cadillac-Fleetwood*

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