



LaSalle

CADILLAC-BUILT THROUGH AND THROUGH

La Salle

BRILLIANT MEMBER OF THE ROYAL FAMILY OF MOTORDOM

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Beginning 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. Where La Salle leads, others follow. . . . 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 leadership find even greater expression. For not only is it the most beautiful and most smartly styled of all the La Salles, but its performance transcends anything that has ever been known in the price field it

serves. . . . This advancement, of course, is only natural. For La Salle is a member of the most distinguished group of motor cars to be found anywhere in the world—Cadillac, La Salle and Cadillac-Fleetwood . . . the Royal Family of Motordom. . . . This blood brotherhood to Cadillac and Cadillac-Fleetwood gives La Salle a priceless advantage over all other cars in its field. For in no other way could a car of such reasonable cost have the advanced engineering and matchless quality that characterize a product by Cadillac. . . . The following pages picture the new La Salle. If you peruse them carefully, we feel certain they will give you a clear conception of the outstanding value La Salle represents. Yet, we ask you to remember that only a drive can completely picture what a truly great car is La Salle.



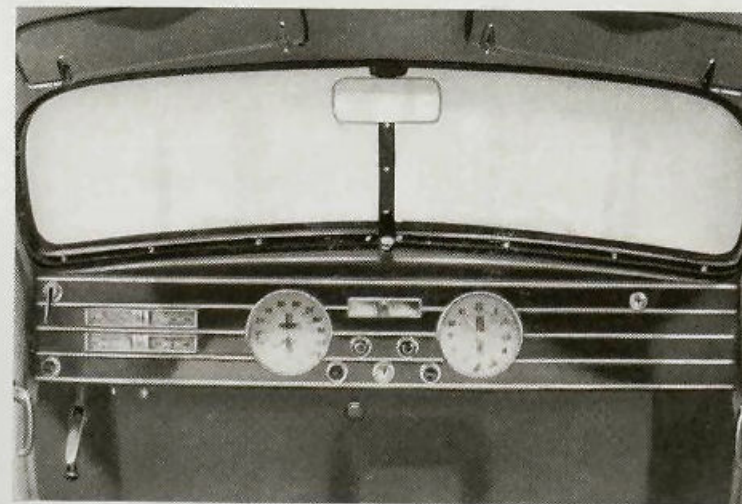


La Salle

TWO DOOR TOURING SEDAN

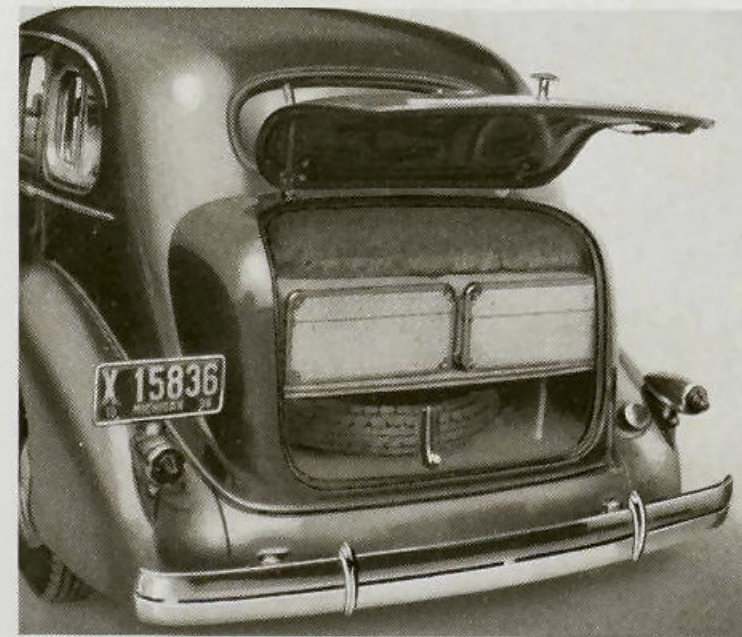
The modern trend in motor car design is admirably interpreted in the new La Salle Two Door Touring Sedan. Graceful, flowing lines not only personify the car's dynamic performance, but create that individuality of appearance which is so inseparable from La Salle. . . . The body is by Fisher, and incorporates the famed "Turret-Top." Generous seating and leg room dimensions provide ample accommodations for five persons. The deep, inviting cushions are upholstered in typically La Salle quality and taste. . . . Driving is made even more restful by the well-placed steering wheel, with pedals and controls easily accessible and easily operated. . . . The newly-designed luggage compartment is ample in size for all requirements and is equipped with sturdy locks.

The new instrument board of the new La Salle has the dials grouped properly for instant reading. Its design adds immeasurably to the charm of the car's interior. Space is provided for radio installation without marring the attractiveness of the panel.



LA SALLE TWO DOOR TOURING SEDAN

The luggage compartments provided in the La Salle Touring Sedan trunks provide unbelievably large carrying capacities. Furthermore, they are easily accessible and are dust and rain proof. Owners will never cease to appreciate these conveniences.



La Salle

FIVE PASSENGER TOURING SEDAN

For those who want friendly intimacy and compactness without sacrifice of the roominess and comfort essential to five passengers, La Salle has designed the new Five Passenger Touring Sedan. . . . It is one of the most popular cars in the entire La Salle line. And like all La Salles, it reveals utterly fresh styling both inside and out. Interiors are finely-tailored, upholstery is the highest quality, and cushion springs have been selected to provide utmost riding ease over the longest journey. . . . The Fisher Body incorporates the safety "Turret-Top" and the invaluable No Draft Ventilation feature. The large, built-in trunk carries an unusual amount of luggage. . . . Color combinations are available to please the most exacting, and add still further to the distinction that accompanies La Salle ownership.



LA SALLE FIVE PASSENGER TOURING SEDAN



Interiors of all the new La Salles are roomy and trimly tailored. Comparable to the finest furniture, La Salle's cushions are as attractive as they are restful and inviting. Extreme care and attention to the smallest detail are used throughout.



La Salle

CONVERTIBLE COUPE

The La Salle Convertible Coupe is a decided favorite among the young and the never-grow-old. . . . Its sleek, well-groomed appearance is a delight to the eye. Its speed is whatever you wish; its acceleration is extraordinary; and its riding ease makes the longest trip a pleasurable experience. . . . It is an ideal car for the owner's personal use. When you slip into the driver's seat, you find the wheel comfortably at hand—the control pedals conveniently placed—and all instruments well arranged and in full view. . . . Seats are wider, scientifically shaped, and fittingly upholstered—either in genuine leather or a variety of cloth. There is a commodious rumble seat, easily accessible. . . . The top drops back handily into a well that completely conceals it from view. It is raised for inclement weather easily and quickly.



LA SALLE CONVERTIBLE COUPE

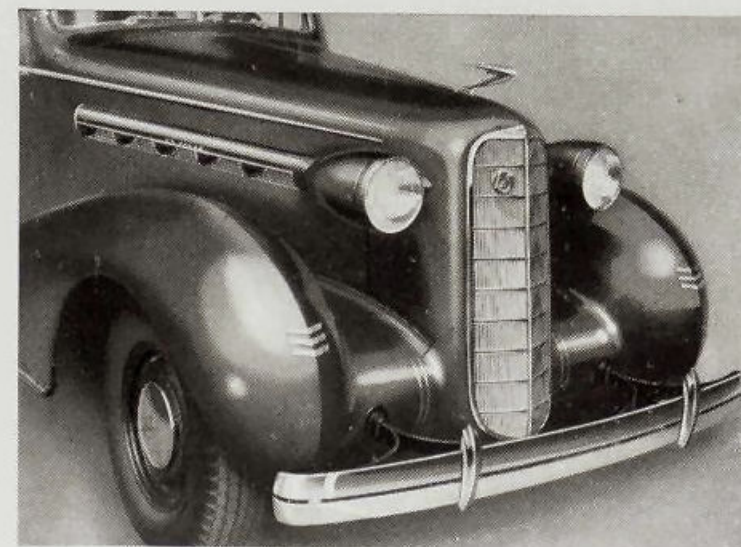


La Salle

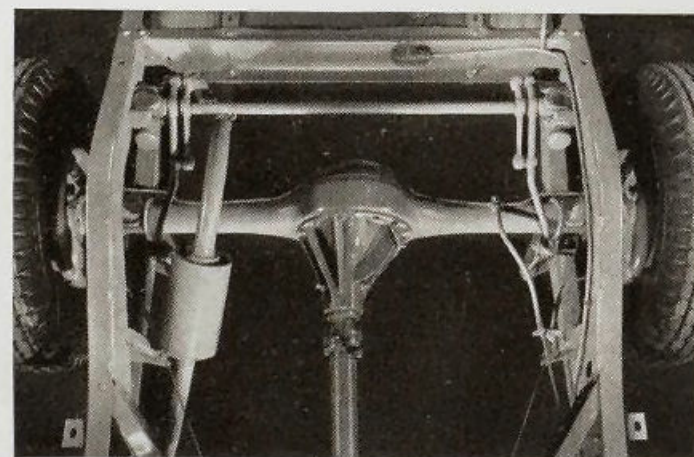
TWO PASSENGER COUPE

Combining remarkably beautiful appearance with the utmost practicality, the La Salle Coupe is an ever-popular choice with an exceptionally large group of buyers. . . . Its sleek, dashing lines give it the smart individuality so desirable in a car of this type, while its sturdy construction and dynamic performance make it a constant challenge to the open road. . . . The trim, tailored beauty of that famous Fisher innovation, the "Turret-Top," shows to finest advantage in this model. . . . Interiors are beautifully finished by Fisher Craftsmen, with an ample choice as to fabric and color scheme. A convenient and serviceable extra seat, door arm-rests and generous door pockets complete a remarkable array of convenience factors that add greatly to the satisfaction of the owner-driver.

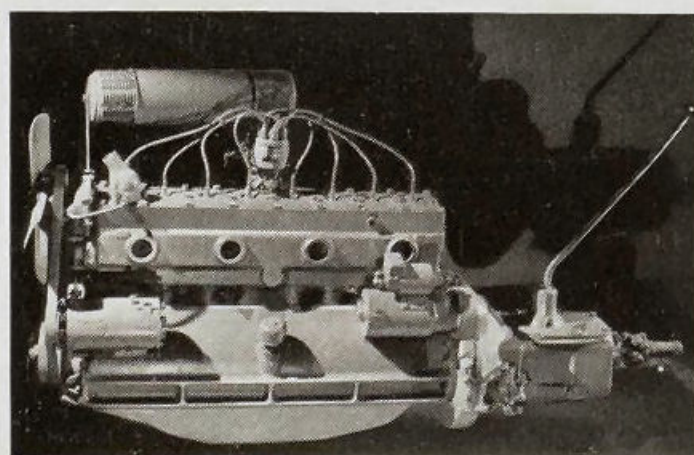
The new La Salle, as did its predecessors, embodies the most advanced thinking in streamline design as applied to motor cars. The grace and modern beauty of the car is emphasized by the unique and appropriate design of the hood ports.



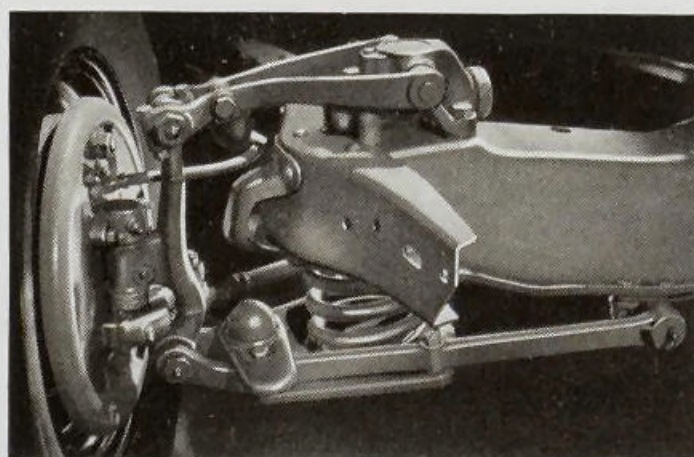
LA SALLE COUPE



The Ride Stabilizer



The La Salle Engine



The Independent Wheel Suspension

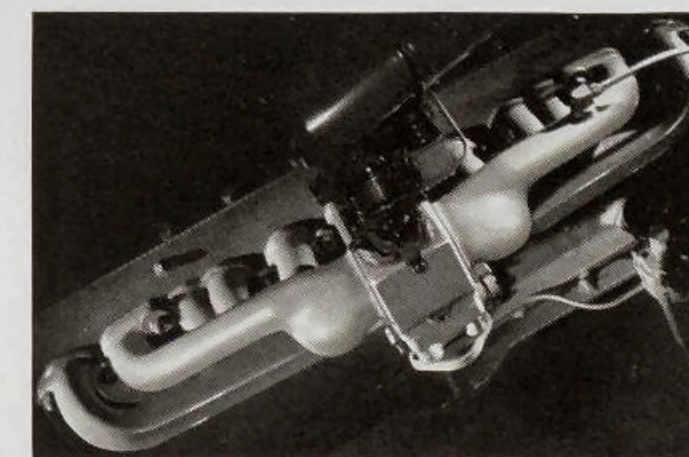
Some Mechanical Reasons for La Salle's Finer Performance

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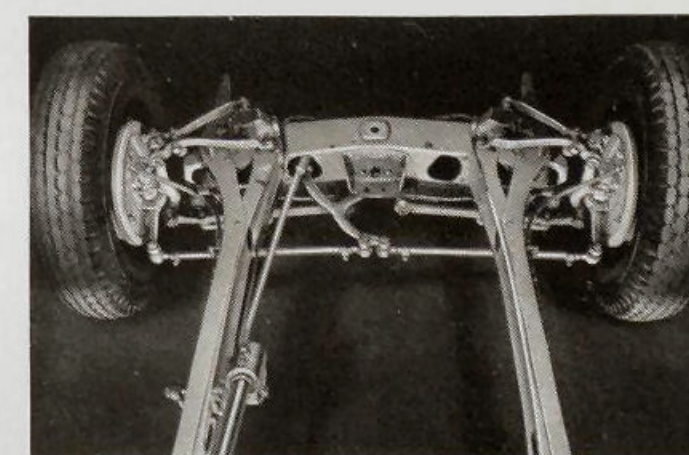
... ADVANCES AND ADVANTAGES THAT MEAN GREATLY INCREASED VALUE

As we told you in the introduction to this catalog, there is but one way thoroughly to understand and appreciate what Cadillac engineers have accomplished in the new La Salle. And that is to drive the new La Salle yourself—over a road of your own choosing and to your heart's content. . . . To give you in words an adequate comprehension of La Salle's riding ease, of its sure-footed, straight-line braking in every emergency, of its effortless steering and its incomparable quietness, is well-nigh impossible. . . . Yet, all of these and many other qualities will impress you the moment you take the wheel. . . . There are, however, a number of mechanical features so obvious in their advancement that they admit of descriptive mention. . . . For example, there is the new Peak Load Generator, an ingenious device that keeps the battery fully charged and compensates, automatically, for the output demanded by radio, heater, lights and other

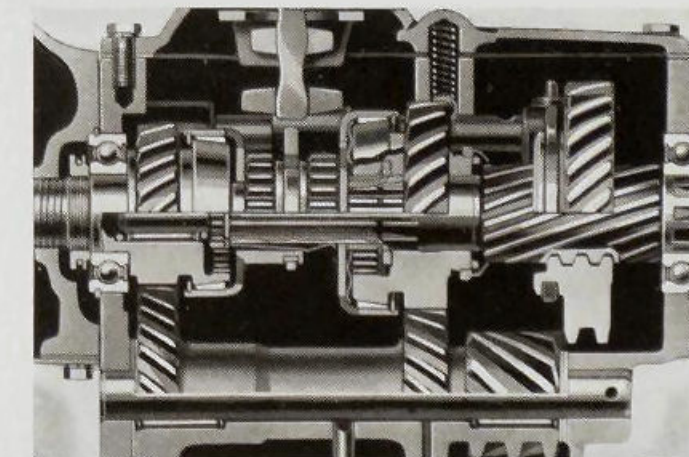
electrically-operated equipment. . . . Another important new feature of the 1936 La Salle is the Triple Range Choke that supplements the in-built automatic choke and permits the driver manual operation of this control if he wishes. . . . Still another noteworthy advancement is the Equalized Manifolding System—developed and perfected by Cadillac engineers. It is an acknowledged fact that perfect performance can be achieved only when there is an equal distribution of the fuel mixture to each cylinder. The Equalized Manifolding System accomplishes this by bringing the carburetor equi-distant to each combustion chamber, and thereby exacting the utmost energy from each of the eight cylinders and from each drop of fuel. Much of La Salle's great performance and economy can be directly traced to this important feature. . . . The Knee-Action Unit, one of motordom's most significant engineering achievements, is improved and strengthened for greater safety and easier riding. In the new La Salle, the Knee-Action principle is used to its greatest advantage to provide protection against road shocks and irregularities. . . . In addition, La Salle is equipped with newly-improved Super-Hydraulic Brakes. With these brakes, the La Salle owner is assured of equalized braking on all four wheels, assurance so essential to confidence and ease of mind under modern driving conditions. Centrifuse brake drums, with cast iron facing, provide longer life and lower upkeep. . . . These are but a very few of the innumerable features of the La Salle for 1936. To enumerate them would take many pages. However, we repeat that five minutes at the wheel will tell you more about this remarkable car than five hours of reading. . . . We urge you, therefore, to drive the new La Salle at your very earliest convenience.



The Equalized Distribution Manifold



The Center-point Steering



The Synchro-Mesh Transmission



Assurance of Service Satisfaction

CADILLAC CERTIFIED CRAFTSMAN'S LEAGUE

The servicing of La Salle cars must be, like the cars themselves, above reproach. Every effort is made, therefore, to encourage the training and development of capable men for the exacting work in this field. They must be something more than good mechanics. They must thoroughly understand the Cadillac policy and be deeply saturated with the Cadillac credo regarding the maintenance of the highest possible standards of quality. √ √ √ In addition to the usual methods of training men, Cadillac organized some time ago the Cadillac Certified Craftsman's League. Only members of the Parts

and Service Department of an authorized Cadillac-La Salle distributor, dealer or branch are eligible to membership in this League. √ √ √ Worthy candidates among these eligible men are invited to enroll. They must agree to live up to the Cadillac Serviceman's Code. They must return to the factory monthly examination papers made out to the best of their ability. To retain membership in this League and possession of the Certified Craftsman's pin, examination papers must average 85% or better for each six months' period. √ √ √ Cadillac is thus building up and maintaining a great body of trained and earnest craftsmen who are your assurance of service satisfaction.

