

LA SALLE DATA BOOK

OCTOBER 1st, 1935

1936
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CADILLAC MOTOR CAR
COMPANY

DETROIT

MICH.

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THE 1936 LA SALLE MARKET



THE NEW 1936 La Salle provides every member of the Cadillac selling organization with a new opportunity for a great expansion in sales volume and profit. In addition to the many improvements and refinements which have enhanced its distinctive appearance and emphasized its many quality and extra value features, a substantial reduction has been made in both the factory list and delivered prices, which now puts La Salle into a much broader and more competitive market having a greater sales potential.

The attainment of increased volume and improved competitive merchandising strategy depends directly on every salesman in the Cadillac-La Salle selling organization. He must understand the new selling advantages of the new La Salle and their relation to the changing economic conditions which are working in his favor in this rapidly expanding market under \$1500.

In 1934 when La Salle was restyled to meet the demands for a smaller, faster, quality built car by Cadillac, it immediately increased the size of its potential market and the sales possibilities for every Cadillac Distributor, Dealer and Salesman. In 1935 to October 1st La Salle deliveries again increased and were double what they were in the same period of 1934.

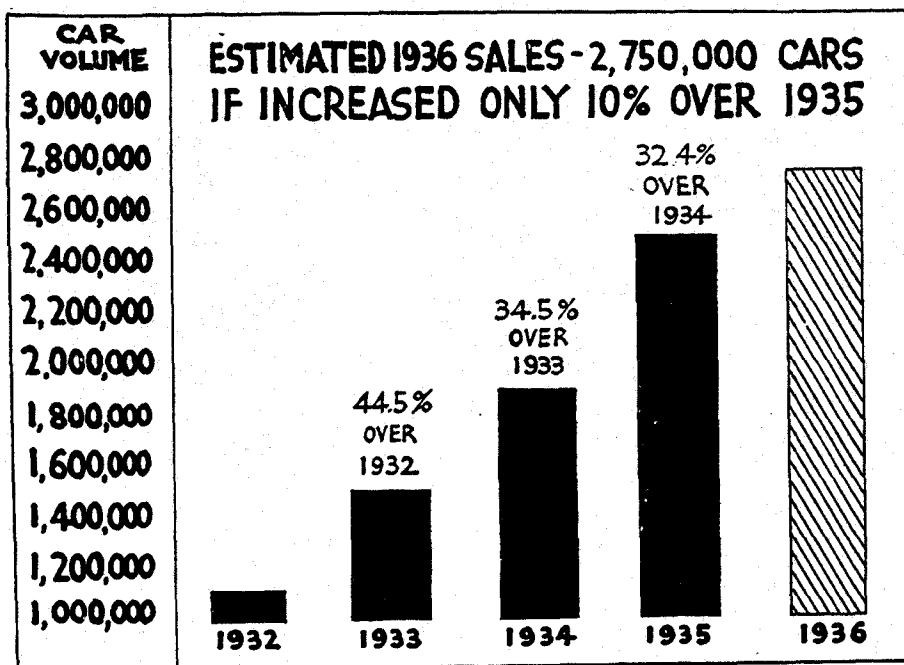
YEAR		YEARLY GAIN IN <i>La Salle</i> DELIVERIES
1933	3720 CARS [REDACTED]	
1934	5832 CARS [REDACTED] + 57% _{GAIN}	
1935 9 MO.	9310 CARS [REDACTED] + 98% _{GAIN}	
1936	[REDACTED]	?

BIGGER 1936 MARKET

In 1936 there will be an even further increase in La Salle deliveries due to several reasons.

- (a) Increased owner good-will from 1934 and 1935 sales.
- (b) Improvements in 1936 product.
- (c) Reductions in 1936 prices.
- (d) A definite increase in the number of people who are buying better cars due to improved business conditions in every part of the country.

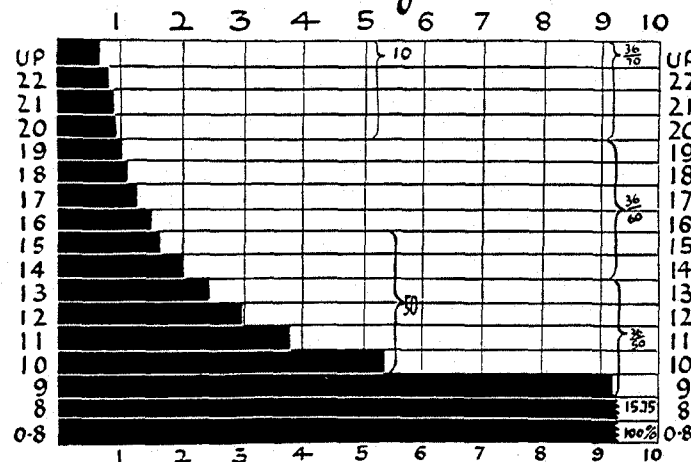
Better business conditions generally in so many industries, have increased sales volume with larger manufacturing profits, wages and dividends. As a result, automobile sales are correspondingly higher. From 1929 to 1932 total automobile sales decreased yearly in volume, but beginning with 1933 the trend changed. In 1933 sales were 44.5% better than 1932. In 1934 they were 34.5% better than 1933. In 1935 there will be an increase of nearly 32.4% over 1934. If there is another increase of only 10% in 1936 over 1935, it will mean a production of nearly $2\frac{3}{4}$ million cars, which is bound to be reflected in a larger volume in every price group and particularly in the La Salle price bracket.



Price an Important Factor in Volume

The relation of price to volume is important and is graphically illustrated. Each bracket of \$100 lower delivered price substantially increases the size of the potential market.

1934 ACCUMULATED VOLUME *by* \$100 GROUPS % of INDUSTRY



New Program VS Old in Percentages

The important point for every La Salle Dealer and Salesman to bear in mind in selling La Salle is to use the lowest possible delivered price so as to take advantage of the increased number of potential buyers.

The reduction of the 1936 La Salle in list and delivered price will not be fully realized in selling against competition if the local delivered price is penalized by the inclusion of a lot of accessories in the delivered price.

The relationship of lower prices to greater sales volume will be a definite factor in increased La Salle sales in 1936.

Three Markets for La Salle

La Salle business comes from three distinctly different groups of buyers.

- (a) *Trade-Up buyers* who are on the way up again in the economic changes now taking place. These people constitute the large important volume market for La Salle. In this group are many people who have bought down into lower priced cars since 1930 and again wish to be identified as owners of fine things. There are also many people who have always wanted to own a car of recognized prestige. In this group are thousands of young progressive business and professional families who are "on the way up." They are people who have always bought cheaper cars and now recognize that it costs no more to own La Salle and keep it longer, than it does to buy cheaper cars and exchange them oftener with a greater cost of depreciation.
- (b) *Trade-Over buyers* who are car owners that formerly paid as much for their car as the new La Salle now sells for, and are now interested in driving a car with the distinction, styling, quality and prestige, of a Cadillac product.
- (c) *Trade-Down buyers* who are still owners of old Cadillac-La Salle and other high priced competitive cars who cannot financially afford to repurchase a car costing over \$1500, but who still want a quality car with recognized prestige.

During 1934 and 1935, even at their higher prices, almost half of La Salle sales were made to owners in groups (a) and (b), the trade-up and trade-over buyers. With the lower price of the 1936 La Salle this percentage of buyers will greatly increase.

Study the Age of Cars to Be Traded In

An analysis of trade-ins on La Salle during the year 1935 shows that:—

Group (a) Trade-Up buyers—80% of the cars traded in were less than 3 years old.

Group (b) Trade-Over buyers—45% of the cars traded in were less than 3 years old.

Group (c) Trade-Down buyers—15% of their cars traded in were less than 3 years old.

In comparing the volume of cars over five years old (bought previous to 1931) which were traded in on La Salle by Cadillac-La Salle owners and competitive owners, it is interesting to note that competitive owners showed a much greater percentage of trade-down than by Cadillac-La Salle owners.

What Does This Mean to You As a Salesman?

A study of the foregoing facts means simply this:—

There will be a much larger market for the 1936 La Salle because more La Salle owners are now helping you sell, due to the satisfaction they have had with their 1934 and 1935 cars.

Improvements in the 1936 La Salle product, keep it the most distinctive quality built car in its price range and a careful comparison with other cars shows its many features of Extra Value.

Reductions in the delivered prices of the 1936 La Salle will attract thousands of additional buyers.

Improved business conditions are helping more people to buy better things. Automobiles rank with food, clothes, and shelter in the scale of living. La Salle will share in the step-up buying that is now taking place in thousands of families.

How Can You Capitalize on This Bigger Market and Greater Income?

As a Cadillac-La Salle salesman you must consider these changing conditions and adjust your selling plans to the new opportunities if you want to double your business and increase your income.

1. CONCENTRATE SELLING EFFORT

Concentrate your selling efforts on Cadillac and La Salle exclusively. You will make more money than jumping around on other lines selling at lower prices.

2. BE A MORE AGGRESSIVE SALESMAN

Increase your knowledge of product and get over your selling points more forcefully to a greater number of people.

3. INCREASE DEMONSTRATIONS

Increase your demonstration activity and get more people driving the La Salle. Unless they get the feel of the car they can't appreciate what you are trying to tell them about its extra value when they compare La Salle with other cars in its price group.

4. SEE MORE PEOPLE

Extend your prospecting activities to cover more people. Unless you see and talk to more people you won't keep up with the increase in buying activity. Get out more literature, make more calls, use the telephone more and see more and different kinds of trade-up owners.

5. BE BETTER POSTED ON G.M.A.C. TIME SELLING

Use Time Selling more effectively. Know your delivered prices and how they compare with those of lesser cars that are from \$100 to \$200 less. Show the prospect the advantage of the Extra-Value investment in La Salle for only a few dollars more on the initial payment and the small extra difference in monthly payments.

TEN LA SALLE SELLING HELPS



1. LA SALLE DATA BOOK

In this book is Cadillac's own story about the La Salle. It describes how it is built, what its important sales features are and what they mean to the buyer in groups of selling appeals.

You are selling La Salle cars to make money. The better salesman strives to know more about his product and what it will do for the purchaser. Remember *you are helping the prospect to buy* rather than trying to sell him something he doesn't need.

Your Data Book serves two important functions.

- (a) It gives you all the facts and the knowledge about La Salle to help you know what to sell.
- (b) It is small in size to fit the pocket and can be carried as a reference book to back up your claims or help you answer questions.

Become familiar with it and know where to turn instantly for any data you may require. Study it and use it frequently and make a practice of carrying it with you.

If you want to carry both your La Salle and Cadillac Data Books in one cover, they are available in a 6-ring loose-leaf binder.

2. SALESMAN'S POCKET FEATURE BOOK

The Pocket Feature Book contains the high spot selling features of both Cadillac and La Salle cars. It can be used in selling La Salle to emphasize its Extra Value.

It will help you tie the La Salle value story closer to Cadillac by referring to the many features in La Salle which are also offered in Cadillac.

You are selling in a strong competitive market. Other cars may claim quality but La Salle is a quality car. It is built in the same factory as the Cadillac V-8, V-12 and V-16. It is not built in a separate factory to cheap car production methods. La Salle passes the same high standards of accurate and careful precision workmanship as every other Cadillac built car.

3. WALL CHARTS AND FEATURE BANNERS

Supplementing your Pocket Feature Book and La Salle Data Book, when making floor contacts with prospects and owners in the salesroom, the Wall Charts and Feature Banner provide you with a graphic outline story of La Salle. Use them to help drive home the important sales features you want every prospect to hear about La Salle.

4. HAND OUT PIECE AND CATALOGS

The Catalog contains beautiful color illustrations of each body style and the principal features of the new La Salle, and should be used in giving to people who are considered to be good prospects. The less expensive 4-page hand-out piece can be used effectively as something to leave with a lot of people you contact on La Salle who may not be immediate prospects. It is also something you can use effectively as an enclosure with a letter as a mail piece.

Both of these selling helps will assist you to do a better selling job on La Salle.

5. SALESMAN'S SUPPLEMENTARY CONTACT PLAN

Here is a ready-made specialized direct mail campaign to supplement your selling effort on a lot of people at one time. It is a supplementary contact plan to help you build up yourself and your firm identity. It will also enable you to conduct a continuous selling campaign with a lot of people you can't get around to see frequently when you are busy on your interested

prospects. Use it to extend your coverage and selling contacts with a lot more people.

6. USE G.M.A.C. PLAN ON EVERY LA SALLE PROSPECT

G. M. A. C. records show that a very high percentage of people who buy cars at or below the La Salle price *always buy on deferred payments.*

The new low price of La Salle makes the down payment so low that the value of the average car traded in will be more than ample to cover it.

There are thousands of people who are buying competitive cars at or near the price of La Salle who do not know they can own the La Salle so easily. They think it is higher priced and while La Salle advertising this year will be concentrated on getting the low price over to the public as forcefully as possible, every salesman should always stress G. M. A. C. terms when talking to a prospect.

The time has come in Cadillac, for aggressive sales tactics to take full advantage of our greatly broadened market. Don't pass up the opportunity of using G. M. A. C. Learn how to figure a deal, carry your chart with you and be ready to answer any questions the prospect may ask about—"How much does it cost?" *Talk to him on the basis of the lowest dollar investment cost per month instead of the total cash full delivered price.*

Another thing, when you run into prospects who are considering the purchase of a car that delivers for \$100-\$300 less than La Salle, have a comparison of the down payment and monthly figures ready to show the small difference on La Salle and how much more he can buy for so little more on the G. M. A. C. plan.

7. GET MORE AND BETTER DEMONSTRATIONS

A special section in this book deals with demonstrations. It is mentioned here only as one of the ten important things every salesman

should do to get the best results from his selling efforts.

Remember, when you demonstrate, you must have a definite place to drive so as to show all the various points of car performance. You must also know how to demonstrate well and what to say. When with prospects always try to do the driving first before letting the prospect take the wheel so you can show him everything the car can do when he drives it.

Remember, demonstrations in 1936 will do more to sell automobiles than all the sales talk and advertising you can think of. Get every prospect you talk to behind the wheel and let him see for himself what it will mean to him when he owns it.

8. COMPETITIVE COMPARISONS

Concentrate your selling effort on selling La Salle and its many extra-value features. Don't knock the competitive car. It merely makes the prospect think you are afraid of it and helps to focus his interest in it.

If the time comes, and the opportunity presents itself, when you are asked to prove what you have that the other car does not offer, you can use the competitive comparisons as facts to emphasize each point of advantage.

Competitive comparisons are of great selling assistance if used properly but they are dynamite when used to knock other cars or in proving to the prospect that he is wrong in what he thinks.

Learn how to shape your selling presentation so that the prospect "asks you" to show him what points of extra value La Salle offers that are not offered by other cars.

9. CONTACT YOUR OWNERS REGULARLY

Remember if your owners like you and they are happy with their car, they will always tell other people about it. If you do not keep in touch with them regularly you cannot develop their friendship or their good-will toward La Salle. Some

salesmen think owner calls are a waste of time after the first few months or the first year. Always remember that the farther away an owner gets from the date of his purchase the more likely he is to buy another car. Naturally, if you are not in touch with him, he forgets you.

The good will of owners and the amount of business they influence for salesmen, dealers, and a prospect, is something which cannot be accurately measured in terms of time or dollars. Owner satisfaction and good-will are priceless assets. Cultivate regular contact in person, by phone or by letter. *Never forget your owner and never let him forget you.*

10. APPRAISALS

In every sale you must accomplish three definite objectives.

1. Personal contact.
2. Develop favorable interest (most frequently through a good demonstration).
3. Get action by talking terms.

There are lots of people who are just shoppers while others are legitimate buyers. Learn how to handle them differently. Be sure you always demonstrate your car before you lose the deal on terms or allowance only. If a prospect wants to talk used car value only and doesn't know what he is buying, how can you sell him La Salle's extra value at any price?

When a lot of appraisals are made and then are allowed to suddenly stop cold, the salesman has wasted his time in developing the deal to the third and most important step in the sale and because of a few dollars difference the prospect is dropped as not being interested.

Watch your appraisals and your demonstrations. Conserve your time on good prospects but don't waste it by not following through after you get to the appraisals. Keep a record of the appraisals you make and the deals you lose and find out why you really lost the busi-

ness. Many prospects try to claim they were given better deals by competitive dealers, but it often turns out they liked the other car better because of certain features that had been more favorably sold or demonstrated to them. La Salle is the best investment value on the market under \$1500 and it can be sold on that basis if you sell its extra value. Watch your appraisals carefully and see what happens to them after they are made.

Summary

1. La Salle Data Book.
2. Salesman's Pocket Feature Book.
3. Wall Hangers and Feature Banner.
4. Catalogs and Hand Out Pieces.
5. Salesmen's Supplementary Contact Plan.
6. Use G. M. A. C. Plan On Every La Salle Prospect.
7. Get More and Better Demonstrations.
8. Competitive Comparisons.
9. Contact Owners Regularly.
10. Appraisals.

Suggestions Covering Important Features of Selling and Demonstrating the New 1936 Extra Value La Salle

REFERENCE has already been made to the greatly expanded market and larger sales potential for Cadillac-LaSalle salesmen. Many new dealers and salesmen will become associated with Cadillac and to help them get a quick understanding of the sales features of the new La Salle, a few suggestions are offered here concerning some of the many things to be covered in a well planned and well organized sales presentation and demonstration.

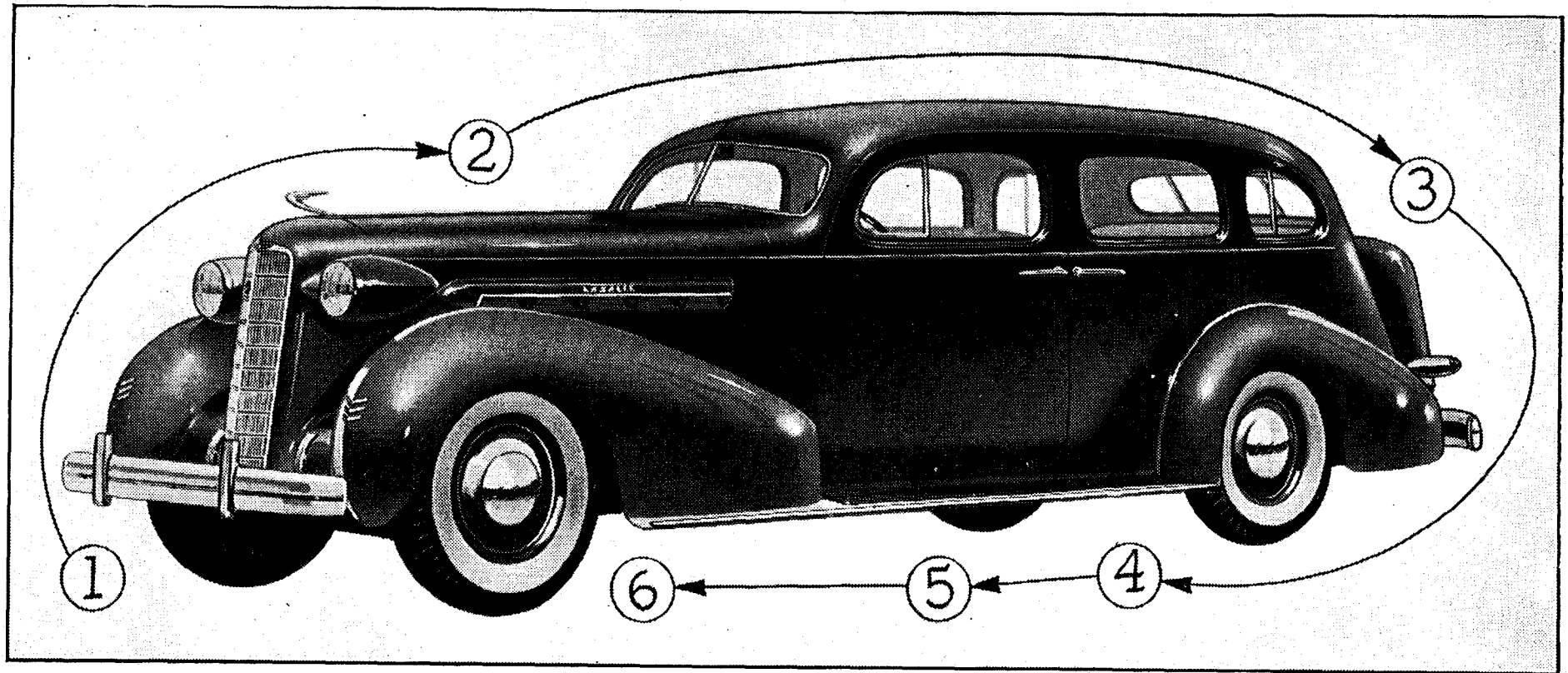
In reviewing this information please understand it is not offered as a canned selling procedure because we realize that prospects and salesmen are different and seldom are two sales made in exactly the same way. It is generally accepted however that while enthusiasm and personality are necessarily important, they must be backed up by a thorough knowledge and understanding of the product you are selling.

No sale was ever lost by knowing too much about it. It all depends on how much you know and how well you use it when talking to a prospect. Remember he does not care who you are or what you sell. *His chief interest is in the value to him of what you have to sell and what it will do for him, when compared with some other cars at or near the same price.*

The preparation of these suggestions has been made on the basis of what every other piece of sales information sent out by Cadillac must answer—Will it help you sell cars?

If you accept it accordingly and try and use the points and information that are contained in this book on this basis, you will get a great deal more interest out of your selling work and demonstrating and it may help you to make more money.

ORGANIZE YOUR SELLING PRESENTATION INFORMATION



HAVE A WELL ORGANIZED SALES PRESENTATION AND EMPHASIZE EVERY POINT OF LA SALLE'S EXTRA VALUE

1. *Front*

Authentic style leadership
Quality—Appearance
Individuality and Prestige
Harmonious design of complete car

2. *Side*

Distinctive quality hood design
Long, rakish and sleek
Well fitted metal work
V-type windshield
Chrome moulding
Turret Top—Appearance—Durability—Safety
Pressed Steel rubber covered running boards
Long wheelbase
Air-foil sweeping fenders

3. *Rear*

Two tail lights (No extra charge)
Safety-Reflector buttons
Safety Glass (No extra charge)
Strong bumpers
Large trunk (open it)
Large rear window (2 struts)
Distinctive rear appearance
Width of body—trim lines
Well designed and tailored appearance

4. *Rear Interior Quality and Comfort*

Wide doors
Easy to open and close
(Non metallic noise of body when closing doors)
Beauty of interior
Ask prospect to enter
Width of seat
Shoulder support
Soft rubber arm rests
Insulation and Soundproofing
Clear vision windows
Safety glass

Safety of Steel Turret Top
Body construction
Fisher No-Draft Ventilation
Attractive hardware and quality fittings
Special Trip Door locks
Exclusive upholstery cloths—optional selection if desired
Plenty of legroom
Special footrest
Easy to get out

5. *Front Interior Comfort and Ease of Control*

Ask prospect to sit in front seat
Soft comfortable cushions
Natural driving position
Arm rests on doors
High seat cushion—backs
Easily reached controls
Attractive quality finish Instrument Panel
Adjustable seat
Hand Brake location
Triple Range Choke
Headlamp Beam Dials
Instrument Panel Light Rheostat
Headlight switches—Dash and Floor
Carpet on front floor
Comfort steering wheel
Fisher No-Draft Ventilation
Special cowl ventilator (overlock)
Adjustable windshield wipers
Map light
Radio installation
Lockable package compartment
Clear vision windshield
Starting button

NOTE—Your next objective is to try for a demonstration and if you find out by asking the prospect he is unable to spare the time, then try and get over some of the major mechanical features (Step 6) by introducing the subject while he is seated in the car.

6. *Try for Demonstration*

If prospect won't go for a demonstration ride at which time you can cover the Performance, Quality and Precision and

Institutional part of your sales presentation
then try and cover as much of it as possible
while you have the opportunity.

Cadillac designed and built engine
Cadillac engineering leadership and some of
Cadillac "Firsts"

Quality and Precision tests

Built in same factory as Cadillac V-8, V-12
and V-16 by same craftsmen

Knee-Action

Center Point Steering

Ride Stabilizer

Hydraulic Brakes

Peak Load Generator

Triple Range choke

Engine Power and Smoothness

Economy of operation

Anodized pistons

Safety of Rigid frame and Turret Top

Long life and economy

Cadillac Service Policy

Nationwide Service

Tourist Policy

Institutional:

General Motors Product

General Motors Proving Ground

General Motors Research

Cost to buy

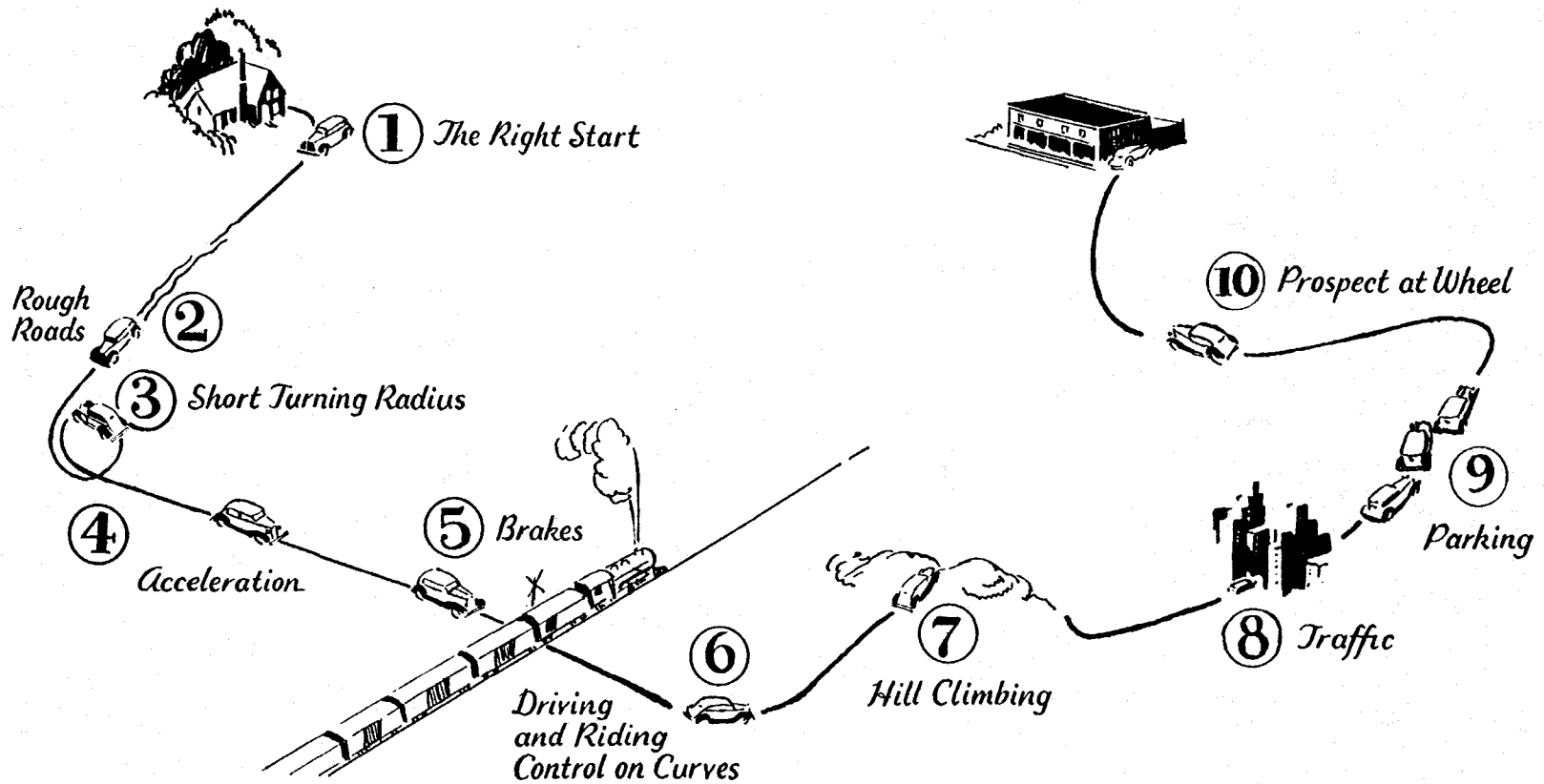
Low down payment

G. M. A. C. terms

**7. *The Three Important Points of a Good
Demonstration Are:***

- (a) Know where you are going and what you
are trying to demonstrate so you can show
the prospect *all* the car will do.
- (b) Know what you are going to say and how
to drive so as to give the best demonstra-
tion of each sales feature during the ride.
- (c) After showing the prospect how much
pleasure the car will give him and what it
will do for him, let him drive it and learn
to like it.

HAVE A WELL PLANNED DEMONSTRATION ROUTE



A WELL PLANNED DEMONSTRATION IS THE SECOND IMPORTANT STEP IN A SALE

1. *The Right Start*

Comment on Beauty of the car
Open door for prospect
Get comfortably seated before starting the engine

COMMENTS ON

Leg room
Adjustable seats
Comfortable cushions
Arm rests on door
Convenience of controls
Beauty of Instrument Panel
Clear vision windshield
Carpeted floor
Insulation and soundproofing
No-Draft ventilation

START THE ENGINE

Convenience of starter button
Triple Range Choke action (explain it)
Positive starting
Easy operating clutch pedal
Syncro-Mesh quiet and easy shifting
Quietness of engine (don't race it)

2. *Rough Roads—Knee-Action*

Knee-Action—Relaxed Riding Comfort—
permits driving at faster speeds
No pitching and bouncing
No tilting of car
Automatic shock absorbers
Rigid frame—no rumble—long body life
Center-Point Steering
No shock to steering wheel
Easy spring action

3. ***Short Turning Radius (Center Point Steering)***

Short turning circle
No backing and cutting
Ease of handling

4. ***Acceleration (Engine Speed and Syncro-Mesh Transmission)***

Try pick-up in first, second and high
Comment on how easily, quietly and fast you accelerate
Ask passenger how fast he wants to go
Show him quietness and smoothness at 50-60-70-80 mph
Talk safety of Turret Top

5. ***Hydraulic Brakes***

Easy brake action
Smooth quick stop
No squeaks—no skidding
Straight ahead stopping
Split-second stop when necessary
Location of hand brake for parking
Show its ease of operation
Greater proportion of braking effort on front wheels
Hard long wearing brake lining
Centrifuse drums, long life
Weatherproof drums—no rust

6. ***Curves (Center-Point Steering and Ride Stabilizer)***

Take curve at good clip
Emphasize how safe and solid and in one piece the car feels without roll and sidesway
Passengers not thrown sidewise
The car hugs the road—good balance
Ride Stabilizers keep it on level keel
Steering wheel automatically returns to straight ahead position on curves

7. *Try a Steep Hill*

Start at 10 mph and watch the acceleration
Engine smoothness
No bucking—no shifting
No spark pinging
Watch it gain speed—reserve power
Cover the speedometer and ask the prospect
how fast the car is going at top of the hill
Ask prospect to check the speed at the start,
at the middle and at the top and try other
cars the same way

8. *Heavy Traffic*

Easy to steer
Flexible engine
No constant shifting
Good driving vision
Loud horns (if needed)
Good lights (if dark)
Quick acceleration
Good quick stopping brakes

9. *Ease of Parking*

Easy to steer
Wide tread allows sharp cutting of wheels and
cuts down the backing and go ahead starts
and stops
Short space required

10. *Let the Prospect Drive*

After resting a few moments, when you have completed the demonstration explain to prospect you want him to drive and get the feel of the car. Get out of left door quickly and go around car to right side to get in. Don't wait for prospect to say yes. Assume he wants to handle the car and make it easy for him to slide over behind the steering wheel.

See that the prospect is seated comfortably before you start and that he knows how all the controls operate to avoid confusion and embarrassment.

Keep your eye on the road ahead and anticipate what the prospect might do and tell him what to expect before he tries it.

As the prospect completes any one of the 9 major parts of the demonstration get a commitment or an expression of satisfactory agreement on the performance of the car. Don't just assume the demonstration is satisfactory. Help the prospect to impress himself by asking him lead questions such as: "Don't you feel much safer with these hydraulic brakes?" By getting a number of points of agreement with the prospect while you are demonstrating you can also refer to them again when he is driving to call attention to the feature and get a double commitment on them.

At the conclusion of the demonstration, pause as you stop. Ask how he likes it and what impressed him most. Get out of car and open door for him when he is ready.

Admire beauty of car

Talk long life

Economy of operation

Ease of handling over the car he now owns

Improvements made since his last car was bought

Talk terms and ask for the order.

IMPORTANT NEW IMPROVEMENTS

in the
1936 LA SALLE



BODY

CONVEX-VEE RADIATOR GRILLE
STREAMLINED HOOD LOUVERS
BEAUTIFUL INSTRUMENT PANEL
STREAMLINED STEERING WHEEL
HANDBRAKE MOUNTED UNDER DASH
NEW INTERIOR TRIM
NEW DESIGN INTERIOR FITTINGS
FORWARD-OPENING FRONT DOOR

ENGINE

ANODIZED T-SLOT PISTONS
REDESIGNED FUEL PUMP
STRONGER WATER PUMP
OIL PUMP RELIEF VALVE
REDESIGNED CARBURETOR
QUIET CAM ACTION
HEAVIER EXHAUST VALVE
NON-PITTING TAPPET
FRONT COVER ENGINE SEAL
LONGER-LIVED SPARK PLUGS
ENGINE SUPPORTS AT REAR OF CLUTCH

ELECTRICAL EQUIPMENT

VACUUMATIC TIMING CONTROL
RELOCATED HEADLAMP BEAM INDICATOR
RELOCATION OF INSTRUMENT PANEL LIGHT
DIMMER

CHASSIS

REINFORCED FRAME
STRENGTHENED FRONT END
STRONGER ENGINE SUPPORT
REAR SPRING SHACKLE
TWIN MUFFLERS
REAR SPRING JACK PAD

CONSTANT IMPROVEMENT MAINTAINS THE PRES- TIGE OF LA SALLE



WHILE the outstanding improvements of previous years have been retained, La Salle for 1936 introduces many new refinements, each of which has been adopted only after exhaustive scientific investigation and repeated tests.

Highlights of these engineering achievements are briefly presented on the pages following. They demonstrate the never-ceasing effort of Cadillac designers and engineers to protect the prestige of La Salle through the development, each year, of a constantly finer and better car—a La Salle that proudly takes its place as a worthy member of the Royal Family of Cadillac.

In every particular, La Salle far exceeds all competition in its own price group and even excels many cars much higher priced. No motor car, other than Cadillac, offers its many *exclusive* riding and driving refinements.

Notwithstanding, the price this year has again been lowered! It is of the utmost importance, therefore, that every La Salle salesman should become familiar not only with the time-proved features of the new 1936 La Salle, but with its latest refinements and advancements so that when occasion demands comparisons in your sales presentations, you will be fortified with a quick and ready knowledge of La Salle superiorities.

LA SALLE IMPROVEMENTS AND ADVANCEMENTS FOR 1936



BODY CHANGES

1. CONVEX-VEE RADIATOR GRILLE

Front end beauty of the new La Salle has been greatly enhanced by the advanced styling of the new convex-vee radiator grille and casing. The whole front end is smoothly rounded to conform with the graceful contours of body and fenders, yet without sacrifice of its previous slim, superb lines. The grille itself is an expensive die-casting, finished in aluminum with front surfaces in chrome.

2. STREAMLINED HOOD LOUVRES

The modern motif of La Salle design has been accentuated in the styling of hood louvres. Ports are concealed by a gracefully-rounded canopy, ducoed to match color of car, and fitted with horizontal chrome strips on the under side. The name, "La SALLE" appears in chrome block letters on the side of canopy. It will be readily remembered as an identifying La Salle feature of distinctiveness and individuality.

3. BEAUTIFUL INSTRUMENT PANEL

The beautiful new La Salle instrument panel is certain to be the subject of much favorable comment. Aside from its greater convenience in compact arrangement of instruments and more visible dial faces, its artistry of design is particularly pleasing. The entire assembly is a costly die-casting in comparison to the conventional and cheaper stamping of other cars. In assembling, more than 100 operations are

required. A series of narrow, unbroken chrome strips transverse the full width of panel which is finished to match interior trim. At the extreme right is a commodious package compartment. A chrome-finished escutcheon plate, bearing the La Salle crest in black, may be removed for the installation of radio controls. Similar in every respect to the instrument panel in Cadillac and Cadillac-Fleetwood, it adds materially to the refinement and character of La Salle. All dial faces are of gray translucent pyralin, with figures in black.

4. STREAMLINED STEERING WHEEL

The steering wheel of the new La Salle has been slenderized and completely streamlined. With no instruments on the wheel whatever and all surfaces rounded and smooth to the touch, controls on instrument panel are easily visible through the slim, 3-spoke design. High grade construction throughout.

5. HANDBRAKE MOUNTED UNDER DASH

The handbrake has been removed from the floorboard and is now positioned to the extreme left of driver, immediately below and back of instrument panel, out of the way but quickly and easily accessible. This clears the floor of front compartment and adds to the comfort of front seat passengers by providing additional legroom.

6. NEW INTERIOR TRIM

Purchasers of the 1936 La Salle have a selection of five beautiful upholstery materials in sedan and coupe bodies and a choice of four in convertible models, two of which are leather. The upholsteries and leathers are an extremely fine grade, superior by far to contemporary cars, where optional selections usually are

limited to no more than one or two. The style of trim in La Salle interiors is richly beautiful and dignified. A single riser in square panel formation features the back of front seat and doors, with seats in two button design, smartly tailored throughout and wrinkle-proof.

7. NEW DESIGN INTERIOR FITTINGS

In keeping with the La Salle standard of harmonized appearance, the hardware fittings are of a new distinctive design. All interior fittings are chrome finish, having the knobs and escutcheon plates finished in black. The contrast makes a strikingly handsome effect.

8. FORWARD-OPENING FRONT DOOR

In response to the requests of many La Salle owners, front doors are hinged to windshield pillar and swing forward instead of to the rear, as formerly. After all, it is the purchaser who really dictates car design. Cadillac engineers, in conjunction with General Motors Research activities, earnestly strive at all times to please the purchaser by providing improvements to suit the desires of the driving public when they conform with good engineering practice.

ENGINE CHANGES

1. ANODIZED T-SLOT PISTONS

La Salle, this year, insures a smooth, quiet and higher efficiency engine operation through the use of Anodized T-Slot Pistons. This type of piston eliminates the possibility of scoring, due to the nature of the T-Slot feature and the harder piston surface produced by the anodizing method of finishing. Anodizing is a special chemical process which transforms the piston surface to an exceptional degree of hardness. The T-slots in piston wall insure even

expansion and contraction, thereby preventing piston slap.

2. REDESIGNED FUEL PUMP

The fuel pump has been redesigned to incorporate an oil baffle plate and outside air vent. In action the pump is inclined to set up a vacuum below the pump diaphragm, which has a tendency to "pull" oil from crankcase into pump. The outside air vent prevents this vacuum at abnormally high speeds which might cause loss of oil from crankcase in case of diaphragm breakage. In this event, the newly incorporated oil baffle plate, in conjunction with outside air vent, serves to further prevent hot oil from crankcase being drawn through fuel pump into engine. Mounting of the pump also has been improved with larger screws fitted with both plain and lock washers.

3. STRONGER WATER PUMP

To further strengthen the water pump for continuous high speed driving, the water pump shaft has been made considerably heavier. Greater strength and better operating efficiency is thus achieved.

4. OIL PUMP RELIEF VALVE

Valve knock, or "hydraulic hammer" as it is technically called, is dispensed with in the new La Salle by the incorporation of a new floating relief valve which compensates for variation in pressure and reduces relief valve seat chatter.

5. REDESIGNED CARBURETOR

To prevent the occurrence of gas lock, resulting from excessive vaporization in carburetor, the La Salle Down-Draft Carburetor has been redesigned to accommodate a vent in float bowl

which effectively prohibits this driving annoyance.

6. QUIET CAM ACTION

The notably quiet La Salle engine has been made even quieter by an improved method of grinding cams. With this new process, the cam taper has been reduced which makes for an unbelievably quiet cam action.

7. HEAVIER EXHAUST VALVE

The life of La Salle Exhaust Valves has been greatly increased by the introduction of more metal in the heads. Obviously, heavier heads permit a greater number of regrindings, which reduces replacement cost.

8. NON-PITTING TAPPET

Tappet noise in a motor is largely due to scored and pitted tappet faces. La Salle engines have a newly-designed tappet which will neither score or pit.

9. FRONT COVER ENGINE SEAL

Burnt-out gaskets at front cover of engine often lead to serious engine damage through loss of lubricating oil. A special felt gasket at this point in La Salle engines guards against this danger and provides a positive oil seal.

10. LONGER-LIVED SPARK PLUGS

La Salle spark plugs have been changed from 18 mm. to 14 mm. Tests have shown the smaller plugs operate more efficiently and retain a cooler temperature at high engine speeds and heats. Burnt-out spark plugs cannot deliver a sufficiently hot spark to fire all of the mixture compressed in the cylinder head. Consequently, fuel consumption is greater. La Salle has endeavored to prevent this waste by providing spark plugs with a longer span of life.

ELECTRIC EQUIPMENT CHANGES

1. VACUUMATIC TIMING CONTROL

The distributor of the new La Salle is now equipped with a new vacuumatic timing control which positively adjusts spark timing to all engine speeds. It is entirely automatic in operation.

2. RELOCATED HEADLAMP BEAM INDICATOR

The convenient, time-tested La Salle Headlamp Beam Indicator has been relocated in the lower area of speedometer dial. This exclusive feature of La Salle and Cadillac cars shows when parking lights are on and indicates when city driving lights, country driving and country passing lights are in use.

3. RELOCATION OF INSTRUMENT PANEL LIGHT DIMMER

This highly desirable factor of safety when driving at night is now positioned on lower edge of instrument panel, readily convenient to driver's left hand.

CHASSIS CHANGES

1. REINFORCED FRAME

Greater rigidity of the La Salle frame has been accomplished by the use of a deeper X-member assembly. Maximum depth of frame has been increased from 6" to 7 $\frac{3}{8}$ "—an increase of more than 20% in strength.

2. STRENGTHENED FRONT END

Front shock absorbers have been redesigned and materially strengthened. New single pin front wheel adjustment requires one operation only for adjustment of both caster and camber.

3. STRONGER ENGINE SUPPORT

Increased engine rigidity has been achieved by locating the rear engine support at rear of

clutch housing instead of at front, as formerly placed.

4. REAR SPRING SHACKLE

To prevent side slap and reduce friction and consequent wear, La Salle rear spring shackles are now threaded both top and bottom. The front end of rear spring is securely bolted to frame through a rubber cushion. This proved construction insulates against road shock and eliminates the need for lubrication.

5. TWIN MUFFLERS

The La Salle for 1936 is an exceptionally quiet car. Wherever noise is likely to occur, precautions have been taken to eliminate it. Even the exhaust has been doubly muffled. Twin mufflers, in series, instead of the conventional single muffler, reduce the noise of engine exhaust virtually to zero. This is another excellent example of the care with which the La Salle is designed and quality built.

7. REAR SPRING JACK PAD

To accommodate the new type of La Salle jack, the rear jack pad has been positioned further to the rear of springs. This new location has the added advantage of being more accessible when the need for changing tires and wheels arises.



MAJOR LEADING FEATURES OF THE 1936 LA SALLE



Cadillac Precision Manufacture
La Salle Dominance in Beauty and Styling

Knee Action

Peak Load Generator

Triple Range Choke

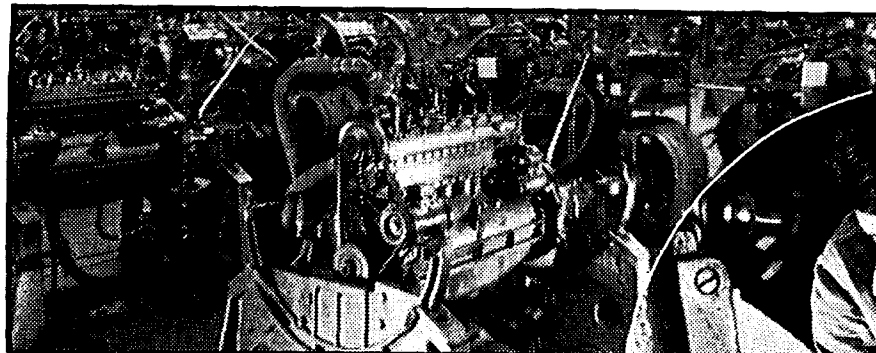
Center-Point Steering

Ride Stabilizer

Hydraulic Brakes

Fisher No-Draft Ventilation

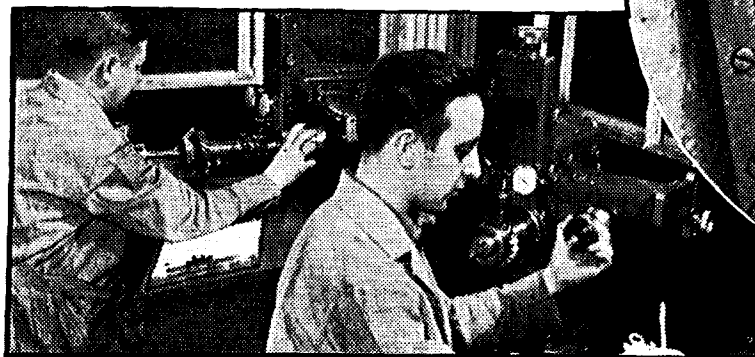
Turret Top



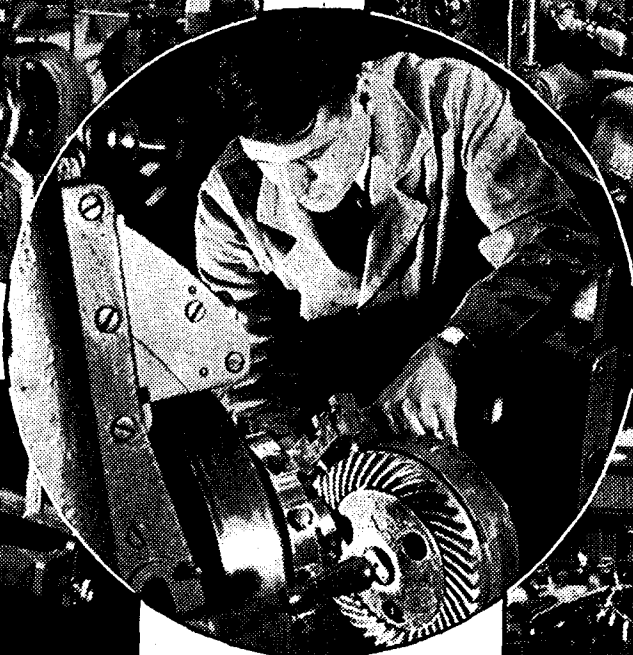
*Cadillac and La Salle
Engine Testing Dept.*



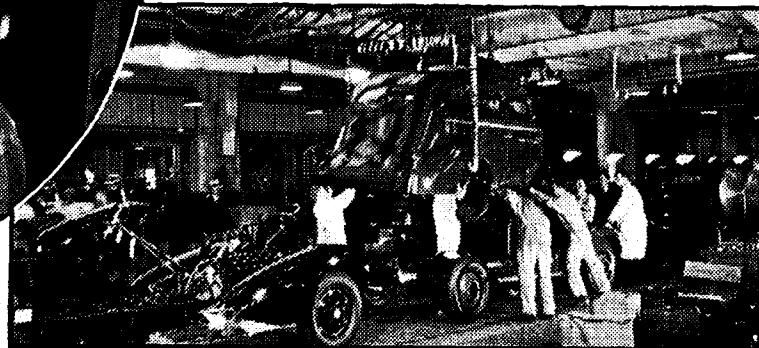
*Precision test of La Salle
engine in actual operation*



*Precision test (checking curve on
transmission gears to 1/10,000 of inch)*



*Precision cutting of
La Salle axle gears*



*Cadillac and La Salle chassis
and body assembly line*

La Salle Is PRECISION-BUILT By Cadillac

A WORLD of significance is embodied in the statement, "La Salle is PRECISION-BUILT by Cadillac." For it means that from blueprint to final assembly, from design to delivery, La Salle motor cars are subjected to the same scrupulous accuracy as that given to all Cadillac products.

Absolute accuracy is a very definite law at Cadillac—and one that is strictly lived up to. Only by the most exacting attention to the minutest details of design, manufacture and inspection can Cadillac quality be maintained and Cadillac lasting satisfaction be assured. In the minds of motorists, the world over, "Cadillac" signifies the ultimate in quality. Such prestige is attained only by the utmost precision in design and manufacture.

La Salle never has been built to "volume production" standards. It is not produced in a separate plant under the influence of faster manufacturing practices or quantity production methods.

It is built in the Cadillac factory by Cadillac-trained craftsmen. Cadillac standards of precision workmanship and Cadillac standards of inspection govern its production. La Salle and Cadillac engines are assembled on adjoining production lines. Crankcases beginning with the castings are cast and are finished by Cadillac men deeply conscious of the Cadillac emphasis on quality. La Salle cars alternate with Cadillacs on chassis and body assembly lines.

La Salle has the full advantages of Cadillac designing and engineering skill and the vast resources of Cadillac testing and manufacturing and Cadillac purchasing power. In no other way could so fine a car be produced for so low a price.

The Extra Value La Salle, for 1936, stands forth as the finest car in the Medium-Price field—and by far the greatest dollar-for-dollar value.

La Salle shares the same creative designing ability available to Cadillac and Fleetwood

LA SALLE DOMINANCE IN BEAUTY AND STYLING

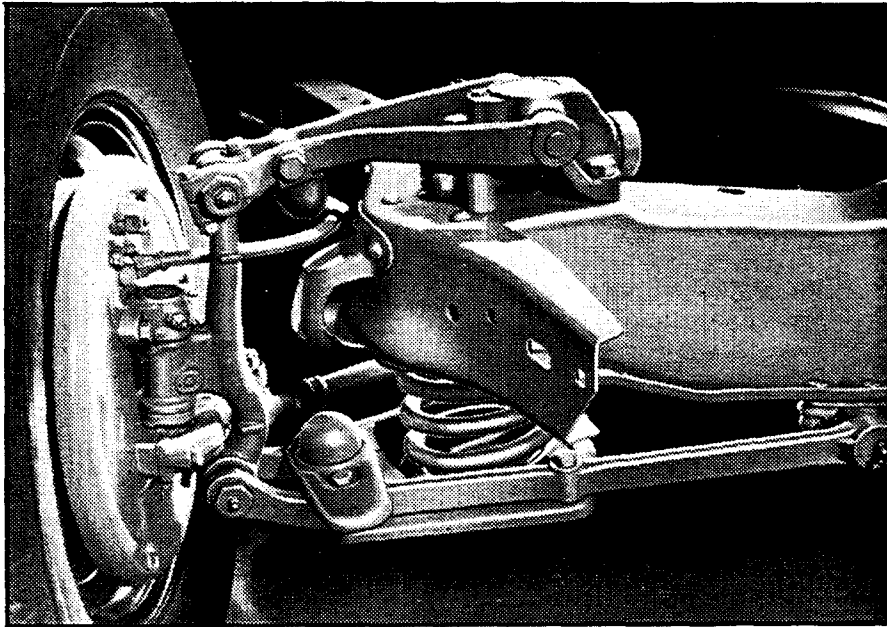
LA SALLE's rightful claim to style leadership is emphasized more than ever by the presentation of the other 1936 makes in the industry. In point of beauty and style, they dominate all motordom. Sleek, trim, modernly molded and exquisitely appointed, they proclaim the thoroughbred through and through.

Refreshing new details of design are apparent in the new Convex-Vee radiator grille which, while retaining its slim, distinctive lines, has been gracefully rounded to conform with La Salle's conception of modern streamline design . . . in the advanced styling of hood ports which establishes an entirely new vogue . . . in the treatment of interiors, smartly tailored in a wider selection of quality fabrics, with newly designed hardware appointments to match . . . in the completely redesigned instrument panel, representing a new conception of artistry and convenience.

In the rounded, full-width bumpers; in the deep, graceful sweep of substantial front and rear fenders; in the flowing, unbroken contour of Turret Top into compact trunk and rear panel; and in all the minor details of design and decoration, La Salle bespeaks the true aristocrat, securely maintaining its position as America's smartest car.

This visible expression of La Salle refinement is but the outward evidence of hidden values which make possible its spectacular action on the road. Not alone does La Salle outpoint all others in appearance, but, in its satisfying performance, it is certain to win and hold a host of new friends and admirers this year.

To thousands of prospective purchasers, La Salle is already half sold on the basis of beauty, styling and prestige alone. Demonstrate its ability to perform. The more demonstrations you make, the more sales you will have to your credit.



KNEE-ACTION

THE La Salle ride, which is so superior on both the paved boulevard and the rough road, derives its great comfort more from the use of Knee-Action wheels than from any other single item.

This basic improvement in riding comfort offered by La Salle in 1934, necessitated a complete redesign of the chassis, with the introduction of balanced springing, independent front wheel suspension, improved steering, a complete redistribution of mass and the elimination of the old style front axle, stiff front springs and old-fashioned steering gear. Besides improving riding comfort, Knee-Action also greatly improves steering accuracy and benefits remarkably all around roadability.

Briefly, the advantages of La Salle Knee-Action are as follows:

PITCHING, TOSSING AND NECK-SNAPPING OF REAR SEAT PASSENGERS IS ELIMINATED by having the front springs slightly softer than rear instead of being about twice as stiff as is the practice in conventional cars.

ROAD SHOCKS AND IRREGULARITIES ARE SMOOTHED OUT because each wheel follows road irregularities without transferring the shock from one front wheel to the other as happens in conventional cars with axles.

INCREASED STEERING ACCURACY results from avoiding errors in steering geometry by having two steering cross rods of approximately the same length and parallel to the lower forked arms. The turning radius is approximately equal left and right.

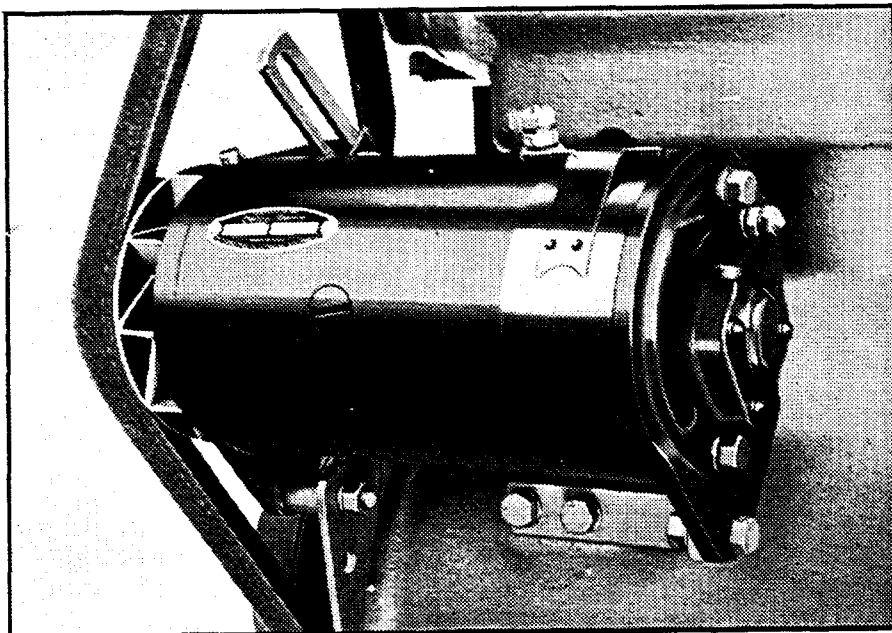
GREATER SAFETY in the case of tire blowouts at high speeds is present with Knee-Action because the steering system is not affected and the deflection is not transmitted from one wheel to another through an axle.

CAR WANDER AND SHIMMY IS ELIMINATED by attaching each front wheel to the frame and the movement of either wheel is not transferred to the steering system.

CASTER ANGLE IS MAINTAINED because each wheel, being attached directly to the frame, is not affected by brake or spring action.

BETTER ROADABILITY results because, with independent suspension and the ride stabilizer, the car and wheels are kept at approximately the same angle when rounding corners. This tends to steady the car and prevent skids. Reduction of unsprung weight also makes for smoother all around performance.

In selling the new 1936 La Salle cars, make Knee-Action one of your strongest points of presentation and demonstration. It gives the owner an easier, more relaxed and comfortable ride every mile he drives. It cannot be matched by any competitive car and the quickest and most effective way to prove its superiority is to demonstrate it over all kinds of roads at all ranges of driving speeds and then challenge any competitive demonstration to give the same kind of riding comfort over the same route.



PEAK LOAD GENERATOR

PIONEERED by Cadillac on the 1935 La Salle, the Peak Load Generator is now incorporated into the entire Cadillac line and is the finest piece of electrical equipment ever to be used on a motor car.

Battery troubles have been multiplying in the last few years, due to increased demands on electrical equipment for operating radios, heaters, cigar lighters, twin horns, starter, double tail and stop lights, brighter headlights and interior lights. This new generator keeps the battery at its peak load of charge constantly. If the battery should be run down for any cause, the Peak Load Generator will charge it up to full strength again in the course of normal driving—even with headlights, radio and heater or similar equipment turned on. In fact, it might be said that the generator will do everything but put water in the battery. It will help to keep the water there longer, however, because overcharging, which boils off the water and may damage the plates, is impossible with the Peak Load Generator.

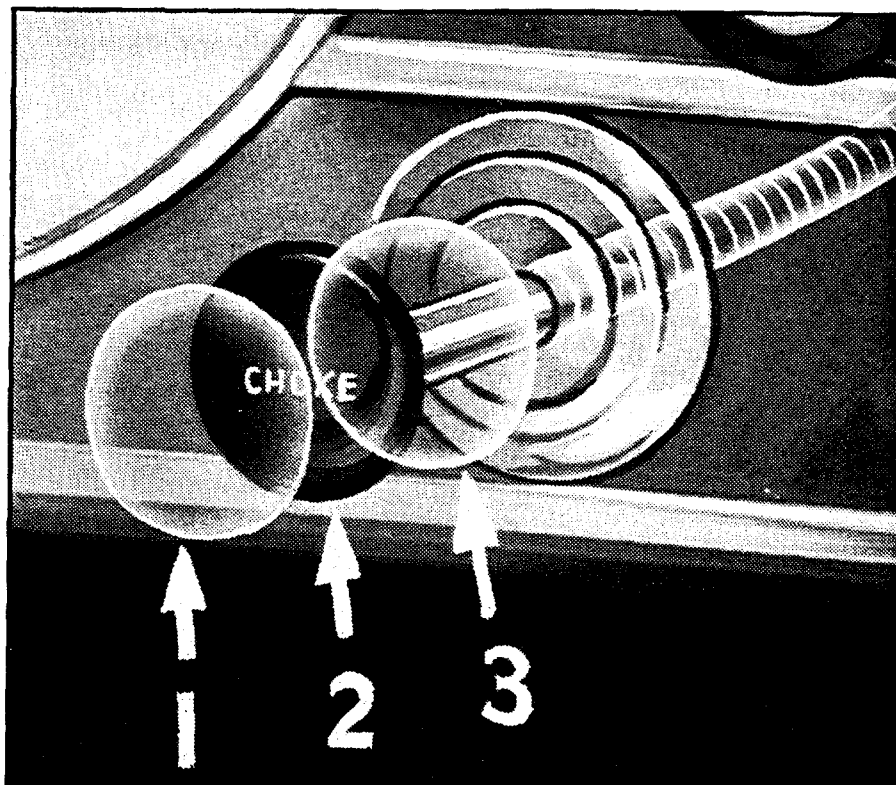
Think of what these things mean to the owner:

1. No battery recharging
2. Long battery life
3. No overcharging troubles
4. Reduced weak battery starting problems
5. Unstinted use of electrical equipment

The Peak Load Generator is entirely different and better than any other generator in use today. Current or voltage controlled generators only do half as much as this Peak Load Generator, because they either only advance their output as the load increases, in a definite limited step, or they decrease their charging rates at high speeds. The Peak Load Generator, however, is entirely flexible in action and automatically adjusts itself to give the proper output to the battery, regardless of speed and battery current withdrawal. It also maintains a constant charging rate through speed range above 20 m.p.h.

The Peak Load Generator is both current and voltage controlled. As a result of this, the output is automatically changed to compensate both for electrical drains and the condition of the battery. For example, if the radio had been played without the engine running, for four or five hours, the generator would charge, when driving, at a rate of about 15 amperes per hour. If headlights and heater were turned on, the rate would increase to 20 amperes; then, as the battery became fully charged, the rate would diminish to a trickle of 5 or 6 amperes—just enough to keep the battery at its peak.

This Peak Load Generator is almost human in its action and will have a real selling advantage in consumer appeal. Be sure to stress it in every prospect contact as one of La Salle's most useful and exclusive items.



TRIPLE RANGE CHOKE

THE Triple Range Choke combines a full automatic electric-controlled choke with the advantages of manual choke control and a lock-out of choke operation. All the conveniences of automatic choking are present, but the occasional difficulties it has caused are entirely absent in the La Salle design.

With the Triple Range Choke, choking action can be suspended, the automatic system may be used entirely, or full manual control can be effected. Any desired action can be had instantly by simply changing the position of the control knob on the instrument panel. Automatic choking has been greatly improved by introducing an electrically controlled thermostat, instead of one controlled by engine heat from the exhaust manifold.

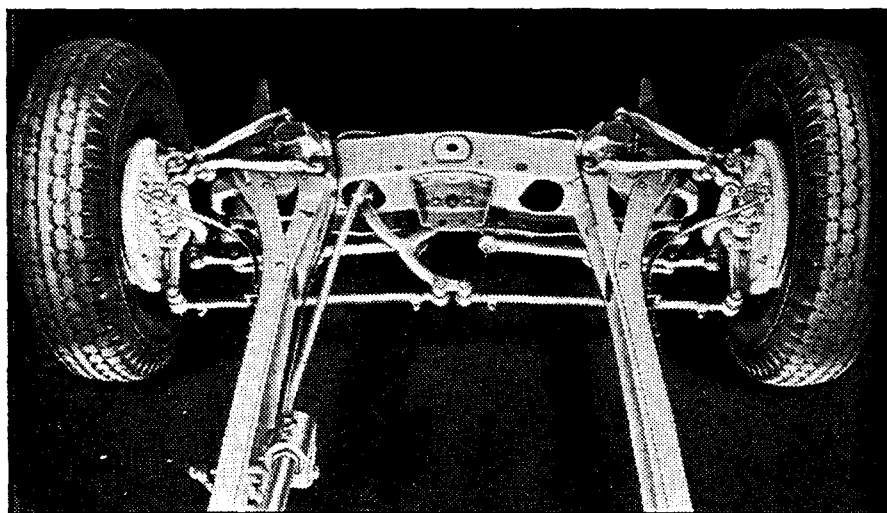
In the Triple Range Choke, a small electric heating coil is located in a case beside a thermostat. The

moment the ignition is turned on, this coil begins to heat gradually and operates the thermostat at just the right speed to provide correct choking during the warm-up period. The thermostat is directly connected to the choke valve shaft, thus eliminating all linkage and greatly diminishing the possibilities of the choking system becoming stuck. The old style of thermostat is located some distance away from the carburetor in the exhaust manifold. This necessitates the use of linkage between the thermostat and carburetor, which is inclined to stick because of the gum contained in gasoline.

However, automatic devices are necessarily limited in their actions. To forestall any unusual conditions causing trouble, the driver of a new La Salle has at his immediate command a complete manual control of the choke. Simply by pulling the dash choke control button out from its midway (automatic) position, he can have manual choke operation, exactly as he desires. With this new combination of manual and automatic control, the driver is no longer forced to sit helplessly behind the wheel when his car does not start immediately.

The volatility in different brands of gasoline varies greatly, and some, today, are so rich as to require no choking, while other brands, used under exactly the same weather conditions, do require choking. Should the driver change suddenly from a low to a highly volatile gas, he may suspend or reduce choking action, simply by pushing the choke control button in as far as it will go. If he changes back to his original brand of fuel, he may return to full automatic choking by pulling the control button out to the midway position.

Only in a Cadillac product can a driver have such a positive and wide range choke system at his command. The Triple Range Choke relieves him completely of starting troubles, regardless of how radical may be the changes in fuel or temperature. Be sure you understand its operations and use and that you explain its exclusive and valuable features to every prospect.



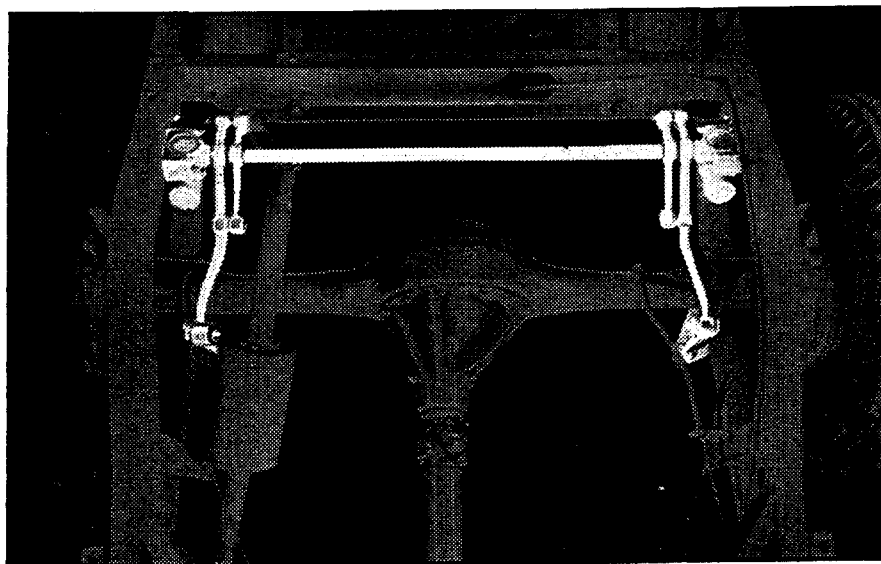
CENTER POINT STEERING

CENTER Point Steering provides absolute steering accuracy at all times. When turning a corner the wheels automatically return to straight ahead position without effort by the driver and the minimum of driving effort is required over all types of roads. This self-guidance feature of La Salle driving relieves the driver of the constant alertness necessary in the handling of other cars and permits long periods of driving without fatigue.

With Knee-Action elimination of the front axle, La Salle was able to design an improved steering system that features accurate steering geometry, short turning radius and ease of control.

Each front wheel is connected individually to the frame by two rigid forked arms that accurately control its movements under all conditions. The upper forked arm is made slightly shorter than the lower to maintain constant tread, regardless of spring deflection, which prevents the tires from scrubbing sidewise on the road surface.

Finger tip steering is made an actuality with La Salle Center Point Steering and never have cars been as easy to park or manipulate in traffic.



RIDE STABILIZER

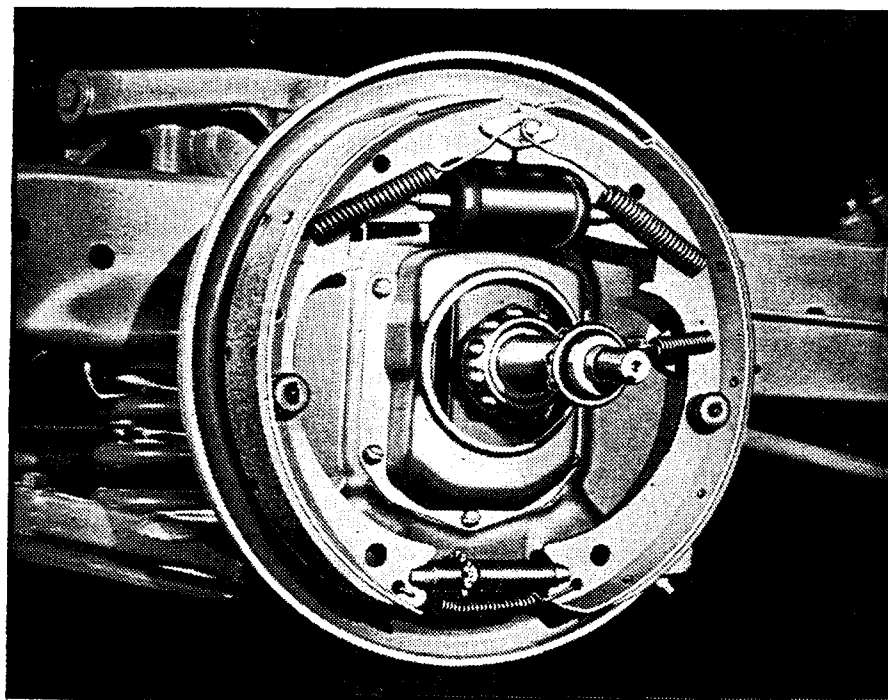
THE use of the Ride Stabilizer on all La Salle models for 1936, contributes materially to their exceptional roadability and provides level riding comfort for passengers on curves, corners and on rough, rutted roads.

When rounding curves, even at more than normal speeds, there is no sensation of tipping or sidesway experienced in so many conventional cars without this convenience. La Salle cars hold a level position on the road at all times—an advantage that will be quickly appreciated, particularly by elderly or nervous people.

The stabilizer is a strong spring steel bar mounted across the frame at the front of the rear cross member and is attached to the arms of the rear shock absorbers.

When one side of the car raises faster than the other, the stabilizer reacts with a twisting action, which keeps the car on a steady, even keel, preventing body roll or sidesway and greatly increasing riding comfort and safety.

The Ride Stabilizer is a convenience of La Salle cars that should always be demonstrated and featured in every sales presentation.



HYDRAULIC BRAKES

THE La Salle Hydraulic Brake System, is designed and constructed to provide the utmost in features of safety, operating ease and longevity.

A supply tank, combined with a master cylinder, keeps a constant supply of fluid, regardless of fluid expansion or contraction due to temperature changes. From the master cylinder fluid is piped to the brake cylinders through double thick steel tubing and flexible hose connections. All tubing lines are carefully attached to the frame in such manner as to give them full protection from flying stones.

The motion of the car either forward or in reverse is converted into additional braking energy because the brake shoes, when applied, tend to wrap themselves into tighter contact with the drums, thereby providing maximum braking pressure with the minimum of pedal effort. Pulling or grabbing of an individual wheel is prevented with this hydraulic system because no fluid pressure is built up until brakes are in contact with their drums.

The drums are the expensive centrifuse type that permits the use of hard durable lining which extends the life and dependability of the brakes.

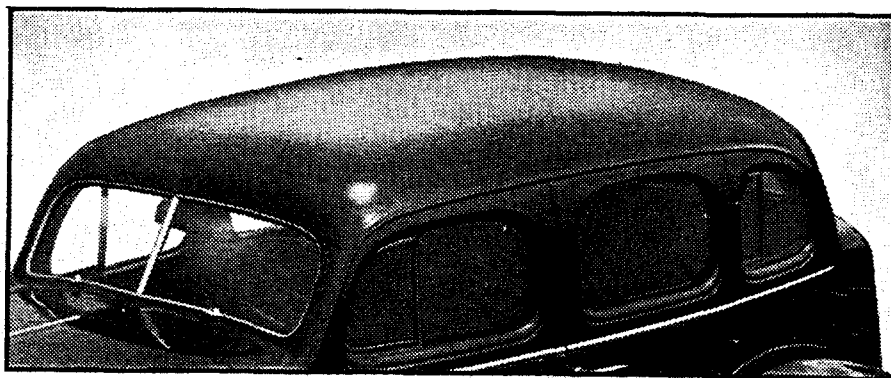


FISHER NO-DRAFT VENTILATION

FISHER No-Draft Ventilation is a major feature of La Salle convenience and comfort. This unexcelled means of ventilating cars has many outstanding features of merit; it permits an abundance of fresh air to enter and circulate throughout the car, at the same time carrying out all stale air; it has the advantage of being individually controlled to suit the convenience of each occupant, and it prevents frosting, steaming and fogging of all windows. In the event that driver or passengers may be smoking, the interior is kept fresh and free of disagreeable fumes and odors.

In hot weather, the front ventipanes may be adjusted so as to scoop in great volumes of cooling air. This is an exclusive feature not found on some other types of ventilating systems. Above the front doors, drip shields are installed which permit the front ventilators to be opened in inclement weather, keeping out rain, snow and down-drip from the car roof. Edges of the drip shields are rounded for safety.

Though widely imitated, no other system of ventilating closed car interiors is even comparable to Fisher No-Draft Ventilation—the *first* scientific and most dependable method of positive closed car no-draft ventilation.



TURRET TOP

THE Fisher All Steel Turret Top is one of the most important improvements of body construction ever developed and is featured by La Salle because of its proved greater beauty, durability and safety.

It is made of a single sheet of tough, drawn seamless steel, flawlessly smooth, permitting the highly lustrous Duco finish of side panels and doors to continue unbroken over the entire top area. The La Salle Turret Top will retain its harmonious beauty the full lifetime of the car and eliminate replacement costs common to the old style fabric covered tops which are subject to fading, wearing, tearing and leaking.

Safety too, is a feature of the Turret Top. Strongly welded to the side panels, it makes of the entire body a continuous band of steel, providing greatly increased protection and security to all of the car's occupants. To insure still greater strength, the under side of the top is reinforced by strong steel braces and a new cowl structure greatly adds to the body's strength and rigidity.

Scientifically insulated against sound, heat and cold, the Turret Top has unusual features of comfort. Heavy felt pads, cemented to under side of roof, dispenses with any possibility of rumbling or drumming noises. Cadillac is the only fine car builder having access to the outstanding advantages of Fisher Turret Top roof construction.

BODY STYLES
UPHOLSTERY OPTIONS,
COLORS *and*
DIMENSIONS



1936 LA SALLE



La Salle Standard and Special Colors

Six standard and three special attractive color combinations have been selected for the 1936 La Salle. Other colors may be specified at extra charge, but subject to some delay in bringing the cars through production.

The design of the 1936 La Salle is such that single color application is imperative, there being no mouldings to definitely establish the two tone colors of the car.

Any deviation from the standard wheel color in each combination will be at extra charge.

STANDARD COLOR COMBINATIONS

COMBINATION No. 87

Body and Fenders—Black
Wheels—Black
Wheel Options—Vincennes Red or
Gretna Green

COMBINATION No. 88

Body and Fenders—Corinthian
Maroon
Wheels—Carteret Red

COMBINATION No. 89

Body and Fenders—Ridge Green
Wheels—Gretna Green

COMBINATION No. 91

Body and Fenders—Nakhoda Blue
Wheels—Nakhoda Blue

COMBINATION No. 92

Body and Fenders—Rain Green
Wheels—Rain Green

COMBINATION No. 93

Body and Fenders—Carlisle Beige Lt.
Wheels—Moonmist Beige

SPECIAL COLOR COMBINATIONS

(\$10.00 List, Extra)

COMBINATION No. 90

**Body and Fenders—Phantom Metallic
Wheels—Phantom Metallic**

COMBINATION No. 94

Body and Fenders—Dusty Gray
Wheels—Dusty Gray

COMBINATION No. 95

Body and Fenders—Colonial Cream
Wheels—Colonial Cream

(use this space for revisions)

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La Salle Optional and Extra Equipment



Wheels

Standard equipment—5 wheels. Extra wheel carried in compartment at rear (except Convertible Coupe—spare in right fenderwell).

Optional equipment (at additional cost)—6 steel wheels. Two extra wheels and tires carried in fenderwells.

Upholstery Materials

73T136	Tan	Heather Cloth
76T136	Gray	Heather Cloth
72T136	Tan	Highland Twist Cord
75T136	Gray	Highland Twist Cord
78T136	Plain	Broadcloth

Convertible Bodies

72T136	Tan	Highland Twist Cord
75T136	Gray	Highland Twist Cord
1T1336	Black	Leather
7T1336	Tan	Leather

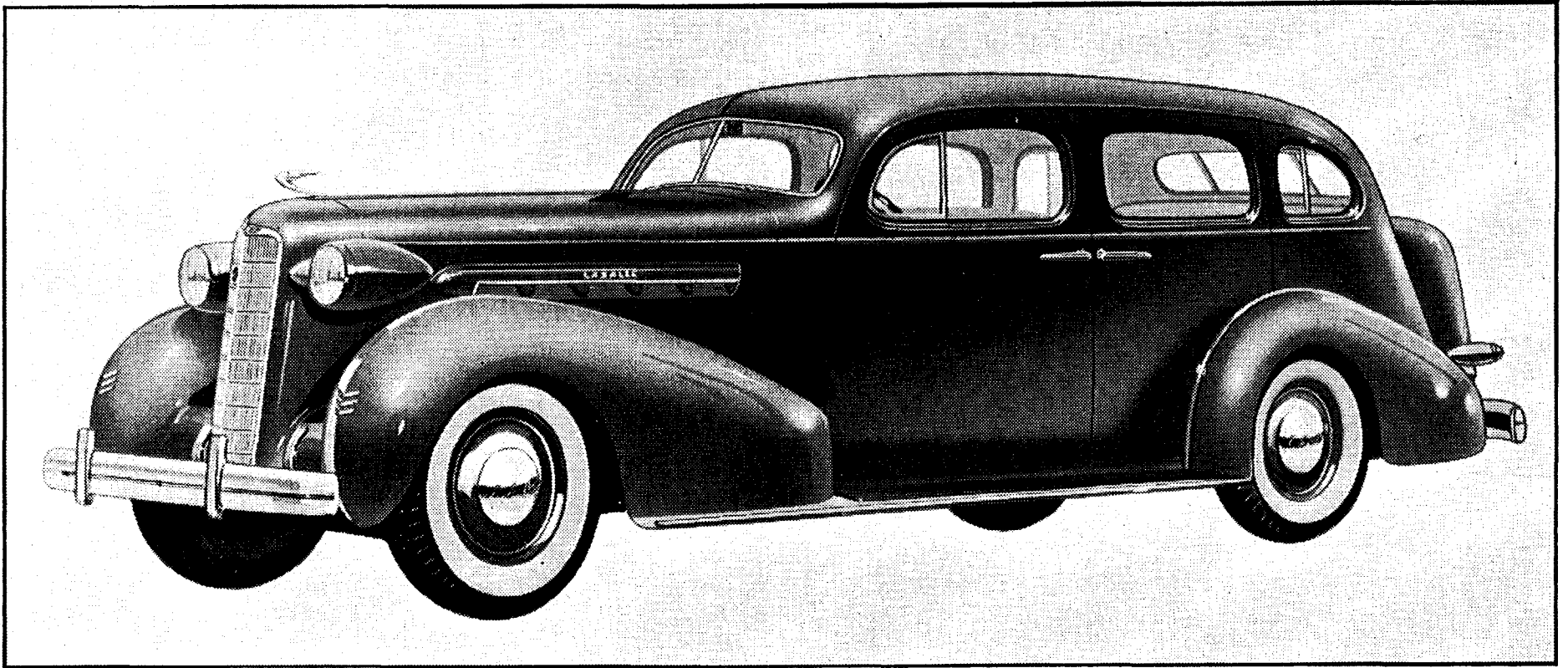
Miscellaneous

Monograms— $\frac{3}{8}$ " three-letter block style monogram in any color except silver or gold leaf.....
.....\$10.00 list and net

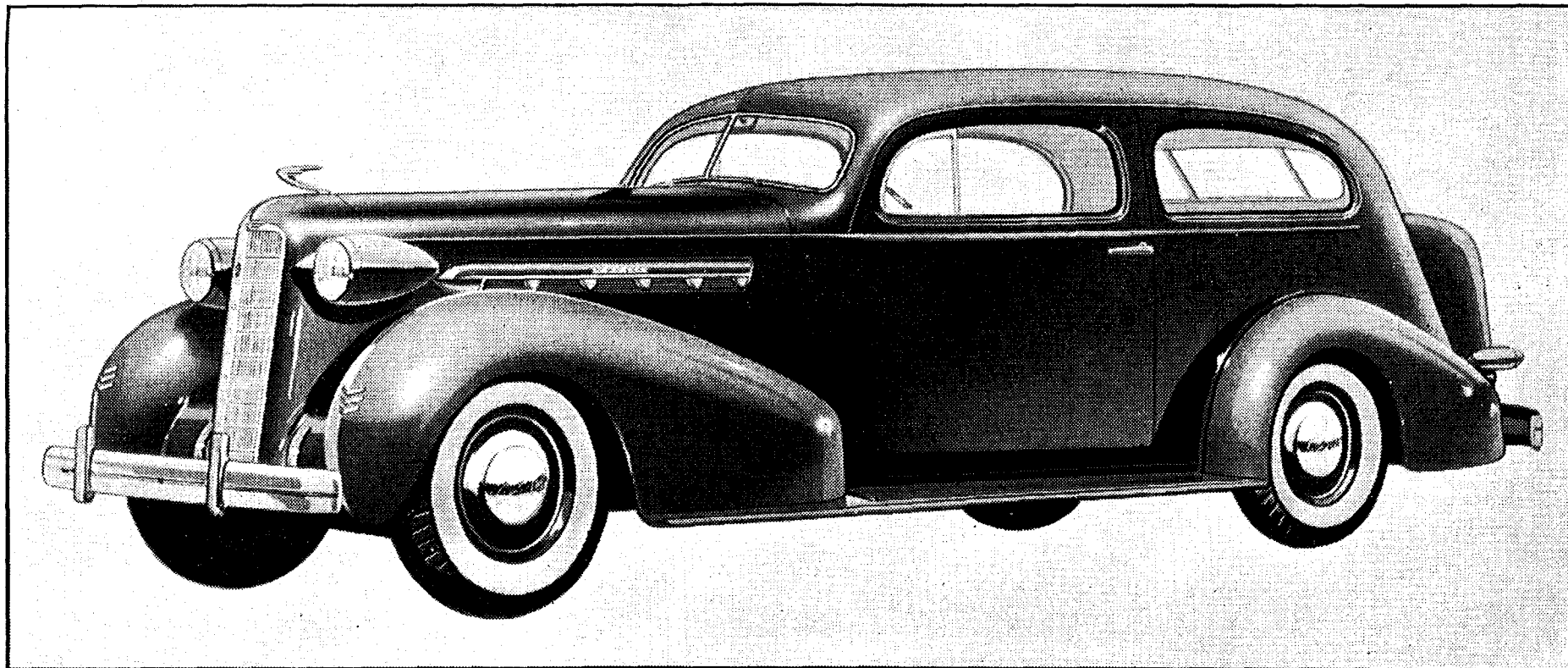
Tires.....U. S. Royal or Firestone only

LA SALLE BODY DIMENSIONS

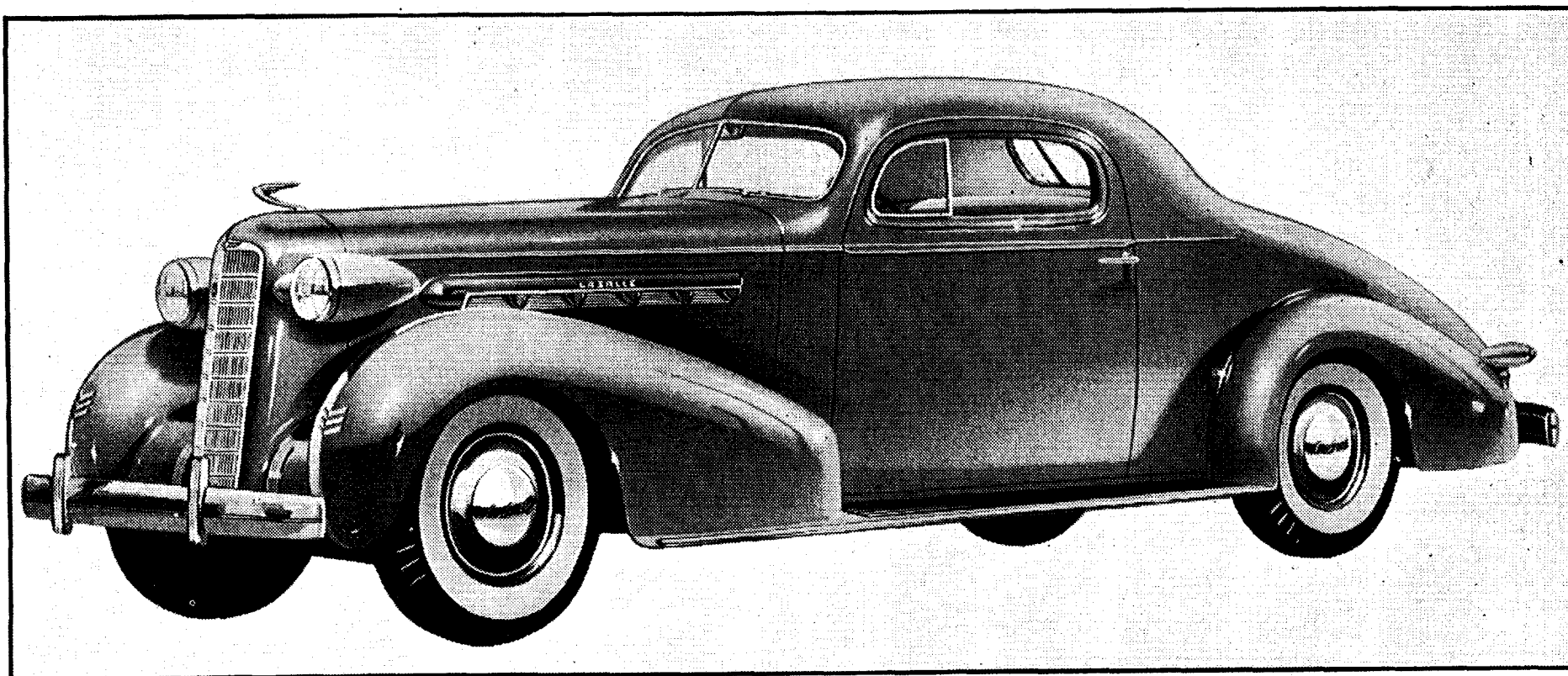
	TWO COUPE	CONV. COUPE	2-DOOR TOURING SEDAN	4-DOOR TOURING SEDAN
Front seat width (hips).....	50"	50"	50"	50"
Rear seat width (hips).....	—	42"	46"	46"
Width at shoulders.....	—	—	50"	50"
Front of rear cushion to back of front seat.....	—	—	15"	15"
Steering wheel to seat cushion.....	51½"	51½"	51½"	51½"
Front cushion to floor.....	12"	12"	12"	12"
Front seat depth.....	18½"	18½"	18½"	18½"
Rear seat depth.....	—	17"	18½"	18½"
Edge of seat to clutch pedal.....	18"	18"	18"	18"
Front door width.....	40½"	39½"	43½"	33"
Rear door width.....	—	—	—	28½"
Headroom cushion to ceiling (front).....	38"	36"	38¾"	38¾"
Headroom cushion to ceiling (rear).....	—	—	35¼"	35¼"
Headroom floor to ceiling.....	46⅛"	46"	47⅛"	47⅛"
Seat back height, front.....	26½"	26½"	26½"	26½"
Seat back height, rear.....	—	—	24"	24"
Overall length.....	200"	200"	200"	200"
Overall height.....	66½"	65½"	67½"	67½"
Maximum width inside.....	53⅛"	53⅛"	53⅜"	53⅜"
Overall width fenders.....	73⅜"	73⅜"	73⅜"	73⅜"



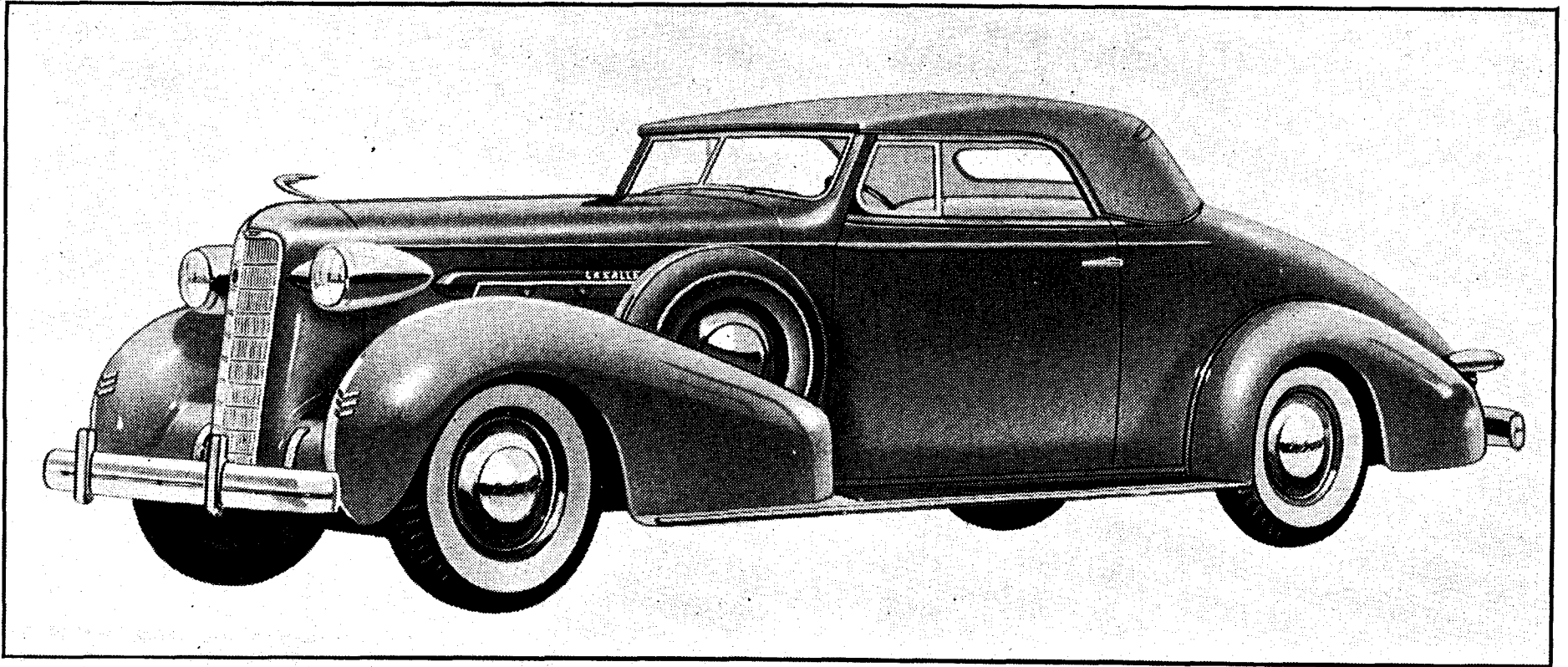
The La Salle 4-Door Touring Sedan



The La Salle 2-Door Touring Sedan



The La Salle 2-Passenger Coupe

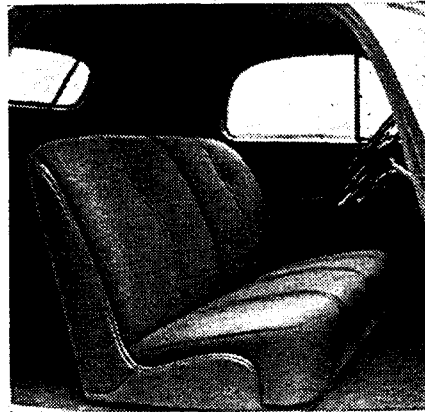


The La Salle Convertible Coupe

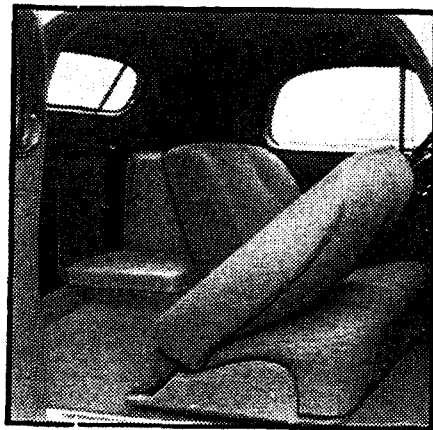


With five-wheel equipment, the spare tire and wheel is carried flat in the large built-in trunk. This leaves ten cubic feet of space for luggage to be placed on the shelf above the wheel.

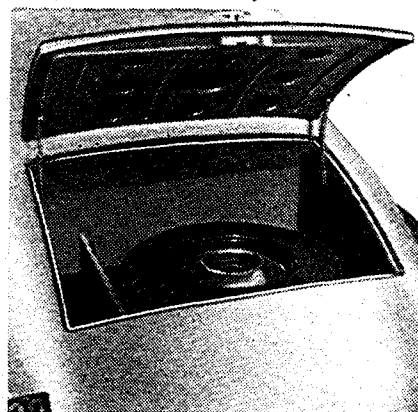
In the 2-Door Touring Sedan and both Coupes, the driver's seat is wide enough to comfortably hold three passengers. The seat back is divided and tilts forward to facilitate exit and entry in the 2-Door Touring Sedan.



In the two Coupe models, there is a large space behind the seat for luggage or bulky packages. An extra folding opera type seat accommodates the extra passenger when necessary. The tilting of the seat back and large doors makes this a convenient feature.



In the 2-Pass. Coupe, the spare tire and wheel are carried under the rear deck as illustrated. The Convertible Coupe is equipped with a rumble seat and the spare wheel and tire are carried in the right fenderwell.

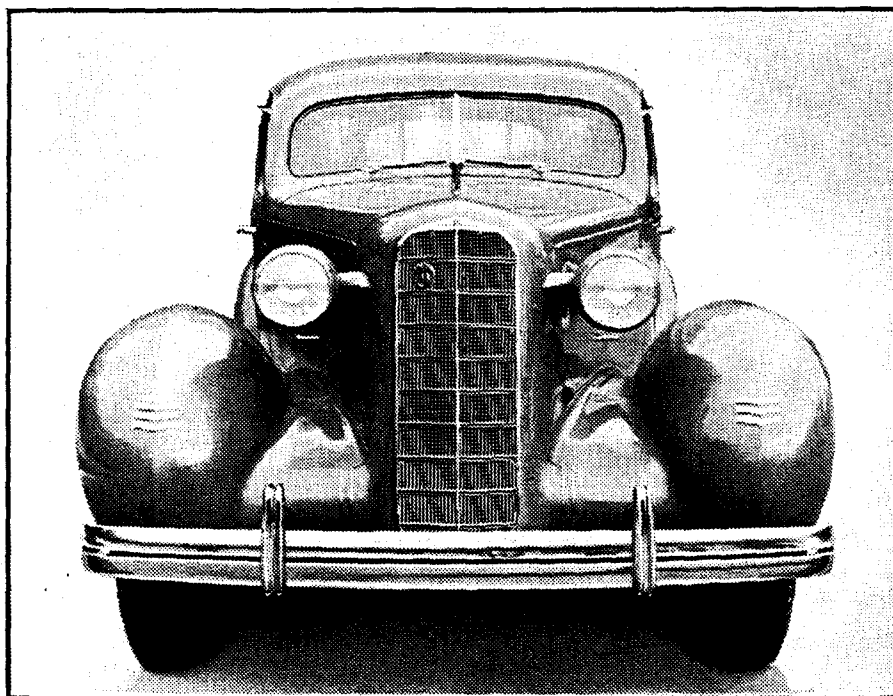


BODY FEATURES

of the 1936

EXTRA-VALUE
LA SALLE





BODY EXTERIOR



The new 1936 La Salle retains its highly distinctive appearance and has many important new improvements that refresh its beauty and individuality, including new distinctive hood louvres, a new convex radiator grille, and a change in hinge location of the front doors to the front pillar.

A careful inspection and comparison of La Salle with other cars in its price market shows that it incorporates many costly features of Extra Value that give it distinctive beauty and individuality which other cars do not have.

The workmanship on the body, as well as the materials in it, is especially high grade and contributes to its exceptional beauty.

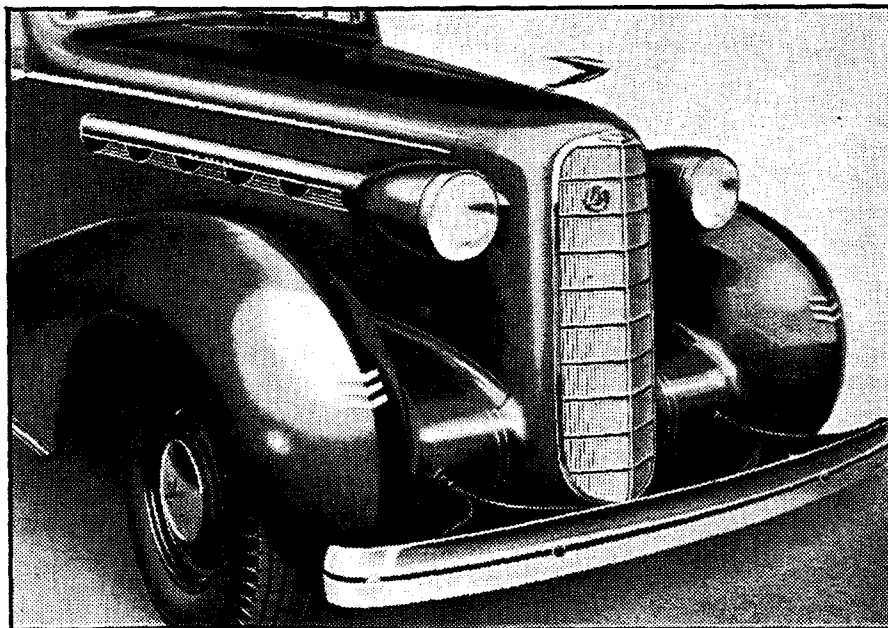
Front View

An entirely new, die-cast radiator grille adorns this year's La Salle. Retaining its slim distinctiveness, the new grille is now gracefully rounded and the angle of slope is not so great. It is known as the Convex-Vee type and retains the distinctive expression of modern front end beauty introduced by La Salle in 1934, which other manufacturers have attempted to copy. Such imitation has only served to emphasize the prestige of La Salle because competitors have been unwilling to spend the money to put in the same quality as La Salle. A new electro processing treatment of the die-cast grille work makes it non-rusting. The sweeping, creased front fenders drop low over the wheels and are adorned with three chevron stripes and two vertical stripes. The fenders, while massive, mould smoothly into the radiator grille and conceal the undercarriage completely and also help to reduce wind resistance.

A strong bar type front bumper has been designed to match the appearance of the car. Another La Salle feature is the way the bumper is mounted with rubber grommets directly through the fender structure. La Salle does not use the cheaper and unattractive method of cutting away the fender from the bottom to allow the passage of the bumper mountings as some cars do.

The windshield is V-shaped—a distinctive feature of all 1936 Cadillac, Fleetwood and La Salle cars. The windshield mouldings and center division are of chromed finish brass, a quality feature which enhances the beauty of the car. This is a feature similarly priced cars do not have. The windshield is sloped to prevent glare and reduce wind noise and is in keeping with the streamline body design. It blends smoothly into the one piece Turret Top without causing a break in the flowing lines of the car.

The strong Turret Top of steel offers additional safety with greater beauty and durability. Its one piece smooth top matches the body of the car in color and eliminates the necessity of reconditioning faded looking fabric.



Side View

From the side, La Salle presents a particularly beautiful appearance. The front fenders sweep far back into a long graceful line. On cars with 6 wheels and fender-wells the method of mounting the spare wheels permits them to rest low in the fender which improves the appearance of the car. The chrome plated belt body moulding remains fully visible and by its unbroken line from front to rear creates the impression of greater length. This chrome moulding is an important example of La Salle's built-in EXTRA VALUE, which is not used by other cars having the less expensive type of belt moulding stamped in during the panel production. The La Salle body moulding is nickel and chrome plated and is applied in separate operations after the body is painted.

The hood is unusually long for a car the size of La Salle which gives it a rakishness and distinctiveness not found in other cars. It extends nearly to the windshield and, replacing the former five round port louvres on each side, there is a new, distinctive arrangement of streamlined port louvres fitted with horizontal chrome strips unlike that used on any

other car. The long hood line is unbroken by placing the water filler cap below the hood. The entire car has a low, long streamlined appearance that is carried out in the shape of both front and rear lamps and fenders. All lamps are bullet type to match the streamlining of the car.

A unique feature of extra safety value is the care taken to prevent blind spots on the car at night. No matter from what side angle you approach the La Salle, at least one light lens is always visible. This is not true of many other cars and is another example of thoroughness in La Salle design.

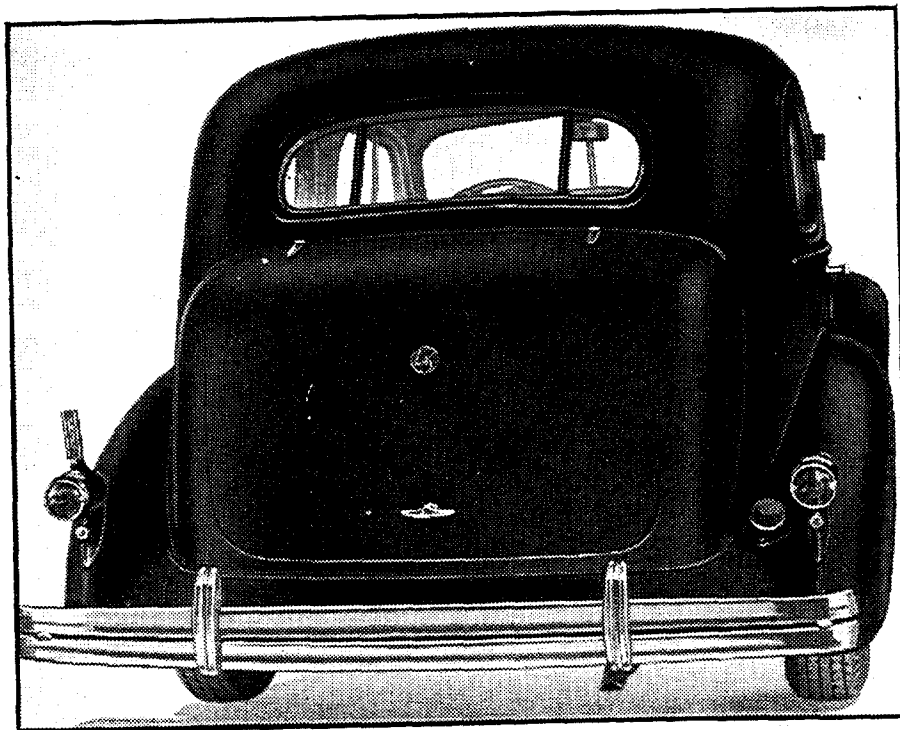
The strong steel running boards on La Salle are rubber covered and are neatly joined to each fender with no unsightly gaps. They are extremely rigid to support a heavy person without sagging, as well as providing extra safety to the body.

The rear fenders are fully skirted and carry out the streamlining by sweeping to the back where they mould in with the rear of the car.

Distinctive disc steel wheels are standard equipment on the La Salle and are embellished by large chromium hub caps. They are more expensive looking than ordinary pressed steel spoke wheels and their plain tailored appearance is more in keeping with modern streamline design.

Rear View

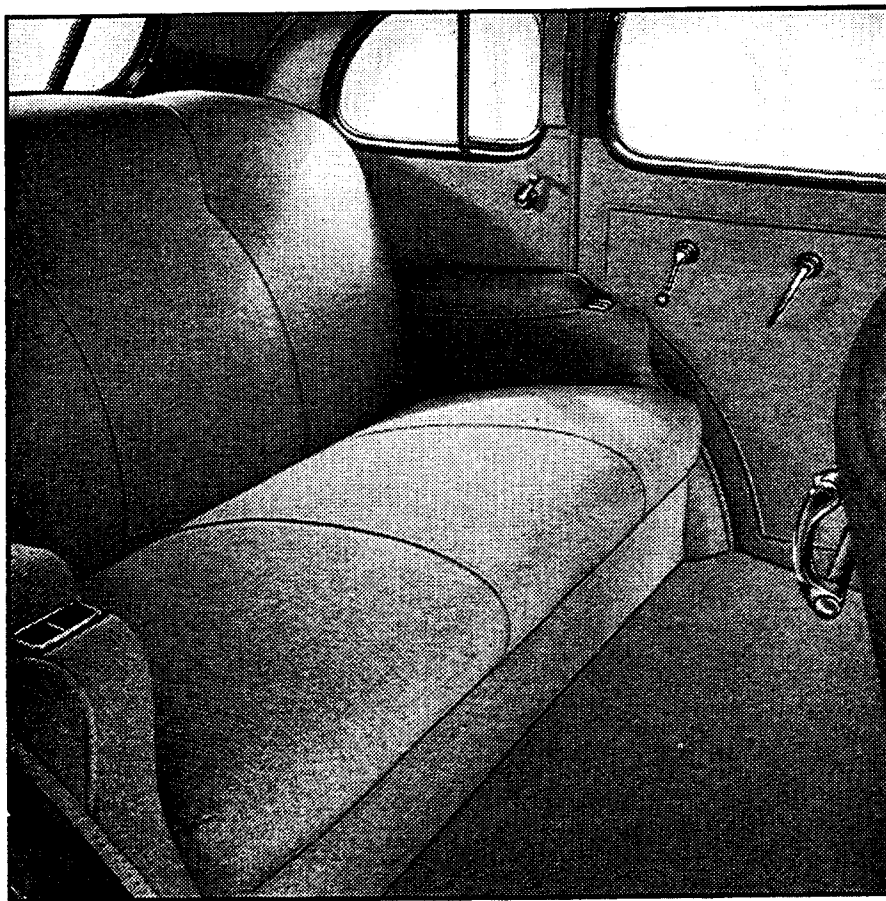
The rear of the La Salle has a fine tailored appearance. The rear window, made unusually wide for clear vision, has two division mouldings which give a more distinctive appearance. All standard 2 and 4 door sedan models have an unusually large built-in trunk compartment to accommodate the spare tire and luggage. The trunk lid now has one handle that may be locked. The same key is also used for the inside package compartment, which makes it possible to lock luggage and personal things when leaving the car in a public parking space. A different key is used to lock the ignition and right front door. This



built-in trunk is a particularly popular feature. The side panels round gracefully in tumble-home fashion into the top and the entire rear view treatment completely conceals the fuel tank and chassis. Each twin rear lamp has special combination lenses that may be seen from the side as well as the rear and beneath each light reflector, buttons are placed to pick up the beams of oncoming headlights and flash back their red warning to the approaching driver in the event of burned-out rear lamp bulbs.

Body Interior

The interior of the new La Salle instantly conveys an impression of quality richness, and quiet luxury and extra value usually associated with cars of much higher price. In expensive detail of finish, the new La Salle has many features of appearance and comfort, such as the expensive quality and style of upholstery material, the distinctive instrument panel similar to that used in Cadillac cars and the fine appointments and careful workmanship which is evident in every part of the interior.



Rear Compartment

Every detail has been carefully worked out to provide extra comfort and beauty for rear seat passengers. The wide, roomy seat carries three people with the utmost of comfort. Side arm rests are made of sponge rubber instead of cheap padding to provide an extra degree of softness and arm chair comfort. An accessible, recessed ash-receiver is located in the front of each arm rest. Assist cords are of attractive figured cloth.

The foot rest is recessed at a comfortable angle in the back of the front seat. This convenient arrangement provides more legroom and comfortable relaxation without the floor obstruction of the old style foot rest.

All springs in La Salle seats and back cushions are scientifically designed and placed to provide the maximum of comfort. The cushions are shaped to offer the most restful kind of support. They are carefully padded and all upholstery is carefully

applied to prevent wrinkling with use and maintains the finely tailored appearance of the interior.

All window mouldings are finished in a special shade of mottled gray to harmonize properly with the optional cloths available.

Upholstery

All upholstery cloths are specially woven for La Salle and are an extra value feature of quality and appearance. Instead of the usual choice of only one kind of cloth common to production cars to suit the outside body color which is usual in cars at or near the La Salle price, La Salle offers five optional cloths in a choice of gray and taupe brown for closed bodies. These fabrics were developed exclusively for La Salle and months were spent in their creation.

Only the finest virgin wool is purchased and this is further examined to select the portions of the proper length, strength and fineness.

Both the Heather Mixture and Highland Twist fabrics are manufactured exclusively by master weavers who for years have been noted for their capabilities in producing custom fabrics.

The headlining material in La Salle is also of very fine quality and is applied as one piece differing from many manufacturers who patch together shorter pieces that do not give the fine custom effect of the La Salle interior.

Even the decorative piping around the door openings demonstrates La Salle's extra attention to value and detail. Door panels and the back of the front seat have special design decorative panels. They are carefully stitched and formed over risers and this quality feature of trimming is far superior to the commonly used paper filler which flattens out when bumped or sags and becomes shapeless whenever wet. La Salle interiors are tailored to provide and maintain their smart appearance indefinitely.

Interior Fittings

All La Salle interior fittings are artistically designed for harmonious appearance and easy opera-

tion. The hardware is beautifully finished in a modernistic combination of black and chrome to harmonize with the interior and so designed that it will not catch the clothing. All controls are scientifically located to provide the easiest operation, a feature especially appreciated by women.

Fisher No-Draft Ventilation

La Salle offers the many exclusive advantages of Fisher No-Draft Ventilation, a feature not available



Ventipane and Drip Shield

on most competitive cars. Proper ventilation can be secured throughout the entire car without inflicting drafts to any of the occupants. Fresh air flows through the adjustable ventipanes. Used air and smoke are quickly drawn out of the car by a suction from the back of the ventipane. When the cold air strikes the windshield it prevents clouding the windshield in cold weather.

In hot weather the ventipanes can be adjusted to act as scoops and send a steady driving force of air through the car. This is a comfort feature most other cars do not have.

With Fisher No-Draft Ventilation all passengers can be entirely comfortable by individually regulated ventilation without causing annoyance to others. The ventipanes operate on a geared mechanism which locks them in position when closed and prevents their being opened from the outside.

When showing a prospect the La Salle, be sure to point out and emphasize each and every feature of visible extra value and it will help you to get quicker acceptance and appreciation of the hidden features of extra value in the chassis and mechanical construction.

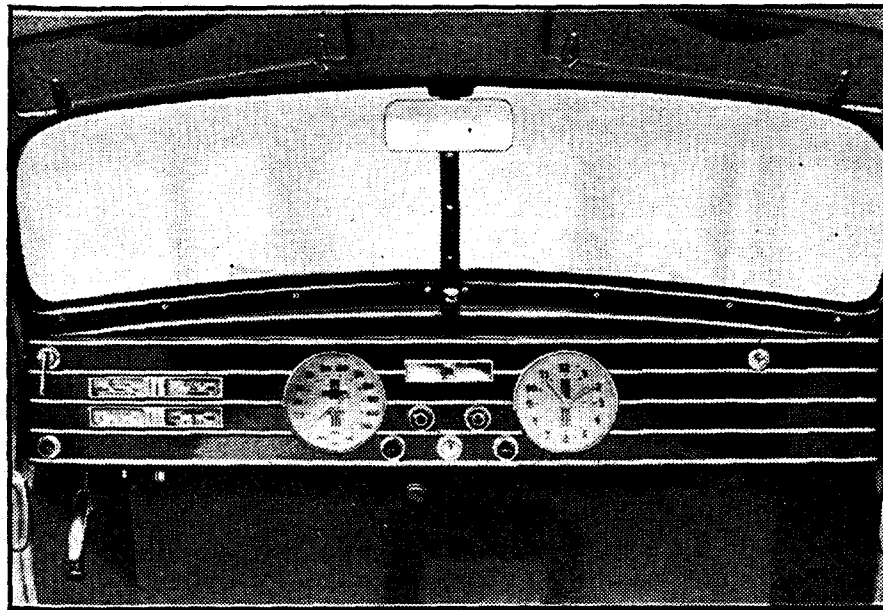


Front Compartment

Unusual provision for the driver's comfort and ease of control are found in La Salle's roomy front compartment. The wide front doors are now hinged at the front instead of the center pillar and are easily opened by a handle conveniently placed under the ventilator window, which saves passengers discomfort in reaching backwards to operate it.

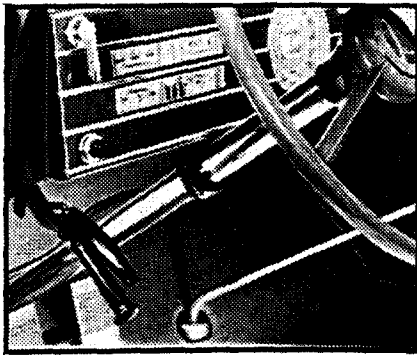
Coil springs are scientifically placed throughout the seat cushion and back to provide the maximum comfort and ease. Over the springs is a thick layer of soft padding to provide club chair comfort to the occupants and on each front door there is a comfortable arm rest, with a pull-to cord beneath to assist in closing door.

As the driver sits behind the wheel he is at once impressed by the clear vision and accessibility of all controls and instruments. The V-shaped windshield offers wide driving vision and is sloped to prevent front and rear reflections. The two-way sun visor is covered in the same material as the headlining to blend perfectly with the luxurious interior. It may be used in the front or side position to prevent glare by night or day. The windshield wiper mechanism is neatly concealed and an adjustable control button at the center of the instrument panel controls the two wipers that operate from the bottom of the windshield.



The instrument panel, painted an attractive color that blends with the upholstery and carries out La Salle's beautifully tailored interior appearance, is unique in its design with stainless steel cross strips and large dials which are a continuous point of appeal and beauty, and an example of La Salle's extra value. The beautiful new instrument panel, which resembles the Cadillac and Fleetwood panels, adds immeasurably to the beauty and luxury of the front compartment. Indirect lighting and large easily read dials make driving at night or at high speeds much easier and safer.

The hand brake lever has been moved from the floor and placed at the left side of the dash. This



provides more room and comfort for three passengers in the front seat and is more easily reached by the driver. The light control switch is located at the left side of the instrument panel. It controls parking, city and country driving

beams and the foot control switch mounted on the toe board changes the country driving to passing beams without taking the hand from the steering wheel.

An important extra value and safety feature, exclusive to La Salle in its price range, is the light beam indicators which are located in the speedometer dial. They show the driver which lights are in use—parking, city driving, country driving or country passing.

A light touch of the finger to the starter button located on the instrument panel, instantly starts the engine and is a marked improvement over the conventional starter foot pedal that is harder and more awkward to operate, especially for women, or in case of an emergency when the engine is stalled.

The front seat and back are easily adjusted by a trip catch on the left of the seat cushion. This provides the most comfortable driving position and necessary relaxation by changing the sitting position on long drives.

On the right hand side of the instrument panel is a spacious package compartment with lock. In the center under the distinctive decorative plate with the La Salle crest,



Front Seat Adjustment

provision has been made for radio control dials to match the other controls when radio installation is desired.

Another unusual quality feature of extra value found only in much higher priced cars is the dash map light, a great convenience when touring and also in finding keys or other articles dropped on the floor.

To complete the quality appointments and finish of the front compartment, another extra value feature is also provided in the floor covering. A well tailored carpet neatly fitted around all openings, with a special foot pad under the control pedals, is used instead of a cheap rubber mat common to cars selling below \$2,000. All of these features will be instantly noticed when comparing La Salle with other cars claiming quality, that are built to low priced production car methods.

The La Salle steering wheel is another point of visible extra value in strength and appearance. The hub and spokes are expensive die castings for clean-cut neat appearance and the smoothly rounded, narrow, stream-lined spokes permit of clear vision through the wheel to the gauges and dials on the instrument panel directly in front of the wheel. The construction of the wheel itself is much stronger than that found on some cars considerably higher priced.

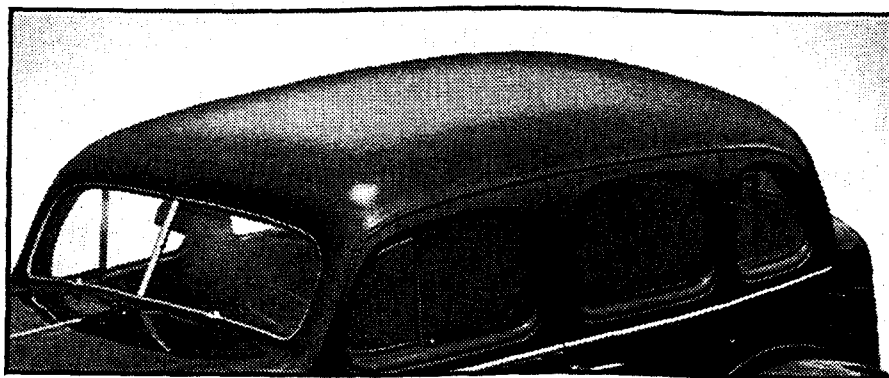


BODY CONSTRUCTION

The 1936 beautifully streamlined La Salle body presents a valuable feature of appearance, durability and safety in the solid steel Turret Top. Through the use of the steel top, side panels, body, floor, cowl and dash assembly, passengers now ride entirely protected by a continuous steel casing strongly reinforced by steel bands. The steel floor and toe boards of the car are firmly bolted to the steel body structure and the strong turret top, together with the cowl, side panels and rear luggage compartment, are all electrically welded into a strong, solid steel unit. The body is fully insulated against heat, cold and noise to provide the most comfortable of relaxed rides.

Solid Steel Turret Top Roof

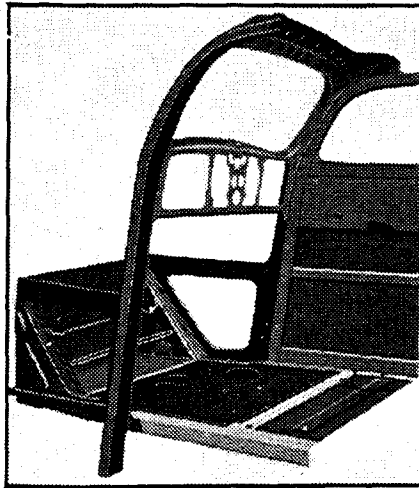
The La Salle's Fisher solid steel Turret Top roof is a striking advancement in body design and construc-



tion over other competitive cars which cannot offer this extra value feature of safety and appearance. The beauty of the car is enhanced by the use of a single sheet of seamless steel which eliminates the former fabric roof covering, and fading, wearing and tearing of the top fabric with the resultant leaks is now ended. The La Salle Turret Top Roof is designed to last the full, long lifetime of the car and former top fabric replacements are no longer necessary. The steel roof is well reinforced by several strong steel braces running crossways under the top to increase its strength and rigidity.

Cowl Structure

The entire cowl is braced and welded into a single



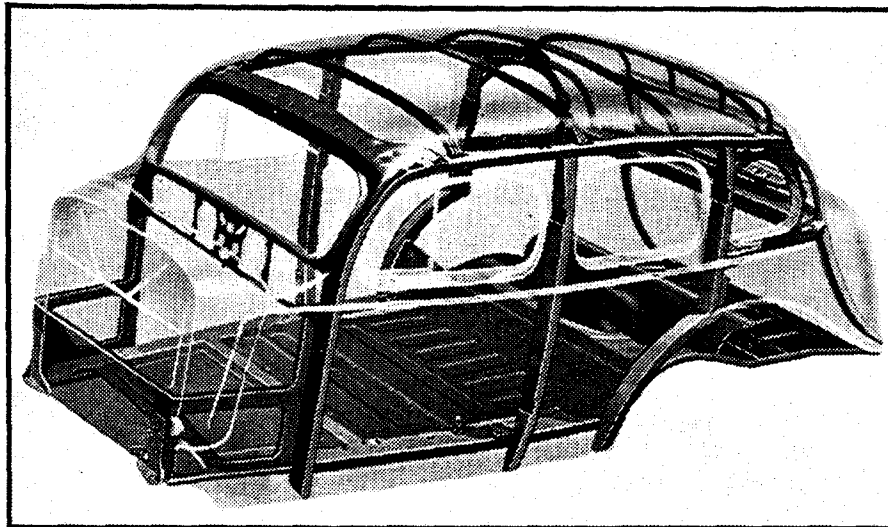
Cowl Structure

unit. A large truss on each side of the cowl joins with the toe board, riser, instrument panel, windshield pillars and body sills to form a rigid unit of construction. The instrument panel provides a steel reinforcing structure across the front of the body and adds greatly to the strength of the cowl assembly. Windshield corner posts

are strong steel box sections to resist all strains and stresses.

Steel Bracing

Body, back and side panels are welded to strong metal braces, besides being welded together as a

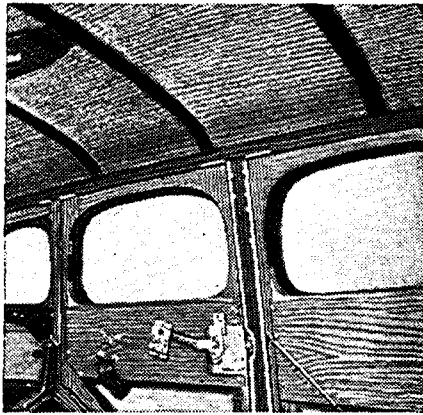


Steel Body Structure

single unit. Welded steel braces are placed to give added strength to each wheel housing, rear section, luggage compartment and coupe deck lids.

Body Insulation

The 1936 La Salle is carefully insulated against heat, cold and noise to provide special comfort to



*Body Soundproofing
and Insulation*

its passengers. Of the many insulation and sound absorption materials available today Cadillac has carefully tested them all for use in the new La Salle and has selected several different materials best suited in treating different parts of the body.

A soft pad one-quarter inch thick is cemented

to the underside of the steel top to deaden noise. Special mats are placed in the door panels and back and quarter panels for sound deadening. These mats are specially stamped to provide a dead air space between them and the metal to insulate the car against heat and cold and also prevents any sound vibration.

The cowl deck has a jute pad cemented to its under side which extends down as far as the truss member. The body dash is insulated with thick felt mat and fibre board to keep out engine heat and noise. The entire under side of the metal floor structure is covered with a plastic substance to prevent drumming noises from entering the body. The front compartment floor board has an additional covering of Celotex and a jute pad is used under the carpets in both front and rear compartments.

Weatherproofing

Doors are tightly fitted with rubber weather stripping and are trimmed with lacing to keep out dust and drafts. Each window ventilator is provided with a rounded edge metal top drip shield to prevent down drafts or rain from entering the car when partially opened in bad weather. The windshield is tightly sealed with a plastic cement applied between

the body channel, rubber gaskets and the glass. The edge of the cowl ventilator cover fits tightly around the lip of a one-piece rubber gasket carried in the drain trough and prevents water leakage and drafts. The special overlock adjustment of the ventilator handle insures a tight fit when closed and offers additional security against theft. The screened cowl ventilator keeps out insects and dirt. In conjunction with the No-Draft ventilation system, it provides complete ventilating facilities for the front compartment.

Door Locks

The improved door locking system is easier to operate and offers the utmost in protection. The locks have improved mechanisms and are practically pick proof, yet require only one set of tumblers and keys cut on one side. All doors may be locked from the outside by lifting up the toggle catch and closing the door while holding the handle down. When locked, the handles turn freely to prevent breaking if a forced entry should be attempted.

Only one key is required for ignition, door lock and fender well tire lock. A separate key is provided for the dash compartment and trunk to prevent theft of personal articles in public garages or parking spaces.

Bonderizing

Bonderizing is a combination rust proofing process and chemical primer which reacts with the metal to provide a protective coating before the duco finish is applied. Bonderizing is approximately seven times more rust-resisting than plain metal, besides preventing chipping, cracking and peeling due to shock or vibration. It is used on all sheet metal and fenders to insure a long life for La Salle's beautiful finish.

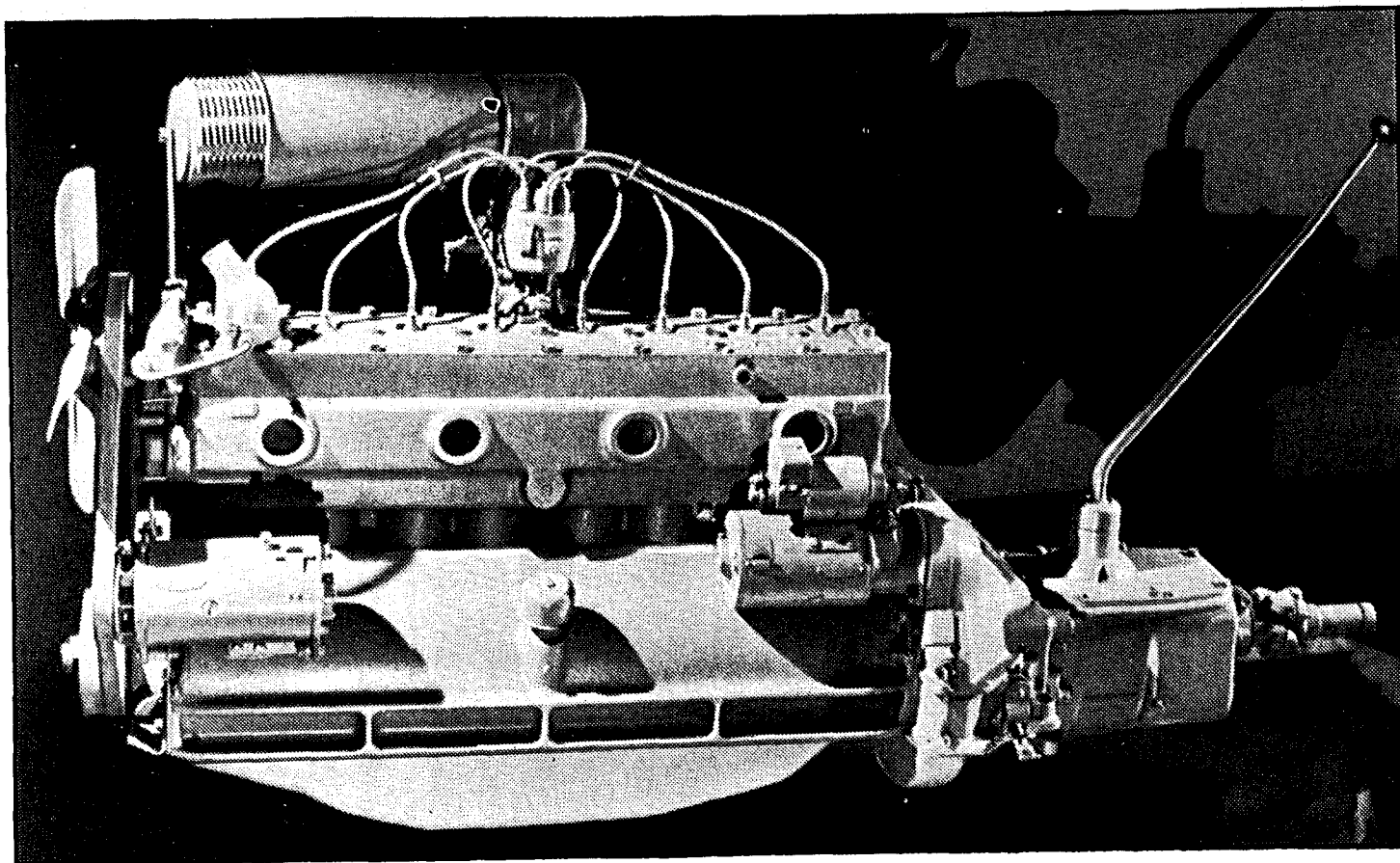
This is another extra value feature not offered on some other makes of cars, which sell for considerably more than La Salle.

ENGINE FEATURES

of the 1936

EXTRA-VALUE
LA SALLE





The 1936 La Salle Engine

THE 1936 LA SALLE ENGINE

The enthusiastic endorsement of thousands of La Salle owners is due greatly to the smooth and powerful performance of its Cadillac-Built engine. After two years of production, during which time it has been made constantly better and finer, the new 1936 La Salle offers further detail improvements, which are intended to increase more than ever the fine owner good-will it now enjoys in all sections of the country.

La Salle is built with the same fine precision workmanship of the same Cadillac craftsmen that build the Cadillac V-8, V-12 and V-16 engines. It is carefully tested to the same minute and close standards of accuracy, which gives it the same flawless smoothness and quietness of operation as Cadillac, whether the owner is driving 8 or 80 miles per hour.

For 1936, refinements have been made in the engine supports by placing them at rear of clutch housing to give greater rigidity in the frame. The oil pump has a new floating relief valve to compensate for variation in pressure and reduce valve seat chatter. The water pump shaft is heavier to provide additional strength at higher speed driving. The fuel pump has been redesigned to incorporate an oil baffle plate and outside air vent, which, in combination, serves to prevent the occurrence of vacuum, caused by pump action, from drawing oil from crankcase into pump or engine.

The same design of T slot anodized pistons used in Cadillac engines has been adopted to further increase operating economy and improve lubrication.

Other changes include a redesigned carburetor, quieter cam action, heavier exhaust valves, non-pitting tappets and different length spark plugs.

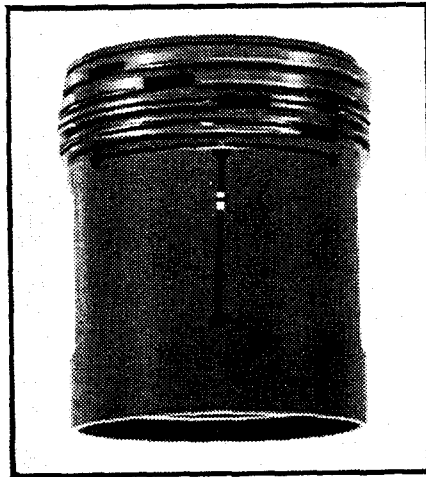
The major features of Triple Range Choke, and air-cooled Peak Load Generator which were introduced on the previous La Salle as exclusive features are retained.

By every test and comparison, La Salle performance is superior to other cars in its price ranges. It

shows the same results of quality construction and inspection which apply to any other kind of mechanical equipment that is built to high quality standards instead of being rushed through manufacture to cheap car production methods.

Anodized Aluminum Pistons

A new type of T-slot anodized aluminum piston, developed by Cadillac, contributes greatly to La Salle's exceptional performance. The use of two



Anodized T Slot Piston

vertical slots on opposite sides of the pistons, regulate the heat flow through the piston, making expansion more uniform than other types, and reducing slap when cold. A special anodizing process gives a gem-like hardness to the aluminum alloy material in the piston. This is one of the expensive operations that La Salle uses to give

added value. Anodizing is a special chemical process that gives the aluminum a harder and longer wearing surface than can be obtained by any other process.

The La Salle pistons are much more durable than conventional aluminum alloy pistons because their hard surface gives them exceptional scuffing and score-resisting qualities. The pistons have four rings, two for compression and two for oil. All La Salle rings are individually tested in a specially designed radial pressure gauge that Cadillac developed to insure perfect piston ring action. This unusual care results in great oil economy and increased operating efficiency.

Three Point Engine Mountings

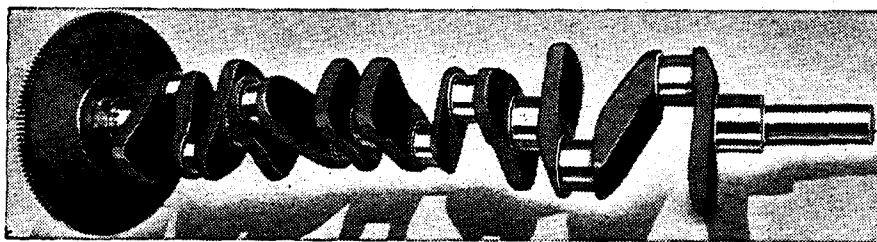
The La Salle engine has three live rubber engine mountings to cushion power tremors under every driving condition. The position of the large sup-

ports completely insulate the engine from the frame and give La Salle a quieter and greater smoothness than other cars in the medium price group.

There is one mounting at the front and two side mountings at the rear of the clutch housing scientifically placed to fully stabilize the entire power plant for smoothness and quietness at all speeds.

Crankshaft and Bearings

The La Salle crankshaft is a heavy steel forging carefully machined and balanced to the same precise requirements of accuracy used in all Cadillac cars. Smoothness of operation is also assured by



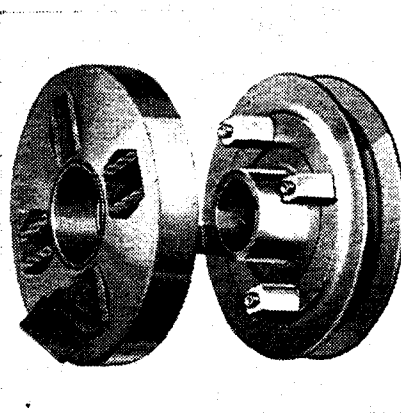
Compensated Crankshaft

eight counter-weights and a harmonic vibration dampener. Five main bearings—one next to each connecting rod—provide generous support.

The bearings are placed so the pistons may be removed from below, thus reducing service costs.

Vibration Dampener

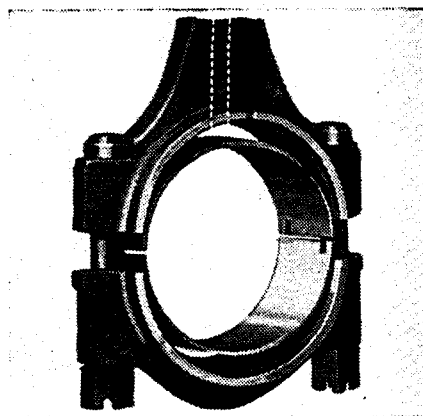
Torsional vibration is eliminated from the crankshaft by a vibration dampener at the front end. The dampener is a weight cushion mounted on the crankshaft by clips of spring steel which absorbs and neutralizes tendencies of torsional vibration and contributes to the efficient smoothness of the La Salle engine.



Vibration Dampener

Connecting Rods

Exacting precision limits and manufacturing methods are used in making La Salle connecting rods. The upper and lower ends of each rod are diamond bored to give perfectly smooth finishes at the wrist pin and bearing mountings. Full pressure lubrication to the wrist pins is provided by rifle drilling



Rifle Drilled Rod and Removable Bearing

the connecting rod shafts. Another hole, drilled through the bearings mounting insures proper lubrication to cylinder bores. The connecting rod bearing is removable to facilitate possible service operations. Extreme care is used in manufacturing these bearings, which are made of babbitt and are held to the finest of precision limits, to insure their long life.

Valve Mechanism

The valve mechanism of the 1936 La Salle insures long life and unusually quiet engine operation. Expensive silichrome steel is used in the valves instead of Tungsten, which some manufacturers use. The 45 degree angle of the exhaust valve seat results in better sealing and greater efficiency. Valve seats are directly cooled by large water areas around the valve seats and cylinders to prevent valve warpage and seat burning. Water jackets completely surround each valve seat. Exhaust valves have a heavier head on the 1936 La Salle to insure longer life and wear. Tappet noise is reduced by the introduction of newly-designed tappet, the face of which will not score or pit.

Cooling System

The La Salle cooling system has been improved. The water pump shaft has been redesigned and made heavier to provide greater strength. A single

rubber moulded elbow between the water pump and radiator eliminates two hose connections. During the warm-up period, water is recirculated by an automatic thermostat control through a copper tube instead of a spring-loaded by-pass valve. Fan operation is silent and the filler cap to the cooling system which holds $4\frac{1}{8}$ gallons is located under the hood.

Cylinder Block and Crankcase

The cylinder block and crankcase is a single casting of expensive nickel iron to give maximum strength and equal expansion qualities. This is another La Salle extra value feature.

Cylinder walls are given a costly triple honing operation that makes them extraordinarily true to round and gives them a polished glass-like finish. All cylinder bores are tested with special precision gauges and must measure within limits of $1/10,000$ th of an inch. This, in conjunction with La Salle's specially designed pistons and rings, results in extreme durability and efficient, as well as economical, operation. The crankcase is reinforced with full length ribs on each side for additional strength. Main bearing supports are especially well braced to maintain perfect bearing alignment throughout the life of the car.

Crankcase Ventilation

The La Salle crankcase is ventilated by a positive system which removes water from the crankcase and reduces oil dilution. These are features not accomplished by a breather system. Air pressure in the crankcase is built up by the action of the fan forcing it through a port in the crankcase.

Inside the crankcase the action of the crankshaft mixes the air thoroughly with the crankcase oil. In this manner excessive dilution and all traces of water are removed from the oil and carried out from the crankcase through the valve tappet compartment and exhausted through a pipe beneath the car. Removing the damaging vapors so quickly

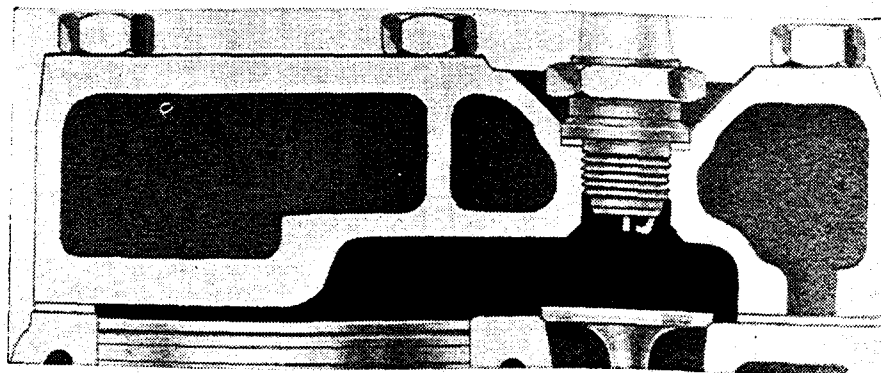
and completely, greatly reduces oil dilution and protects the fine precision parts of the La Salle engine and lengthens the life of the engine oil.

Camshaft and Drive

The La Salle camshaft is of case hardened steel silently chain driven. All cam surfaces are hardened and ground to exacting Cadillac precision limits. By a new method of grinding, the cam taper has been reduced which makes for a still quieter cam action. The camshafts are carried in pressure oiled removable bronze bushings. La Salle continues the use of a spring loaded thrust button at the front end of the camshaft. This aids quiet valve operation and keeps the timing chain uniformly quiet at all engine speeds.

Cylinder Head

La Salle uses a cast iron cylinder head because of its advantages over aluminum which expands more than cast iron and frequently causes gasket

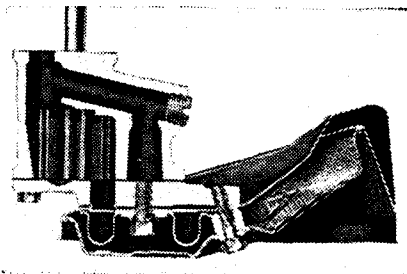


Compression Chamber

difficulties. La Salle gets a high compression ratio of 6.25 to 1 because of its specially designed combustion chamber. Cadillac engineers have actually experimented with hundreds of different combustion chambers before adopting this exclusive design which is so efficient that in La Salle standard grades of gasoline may be used.

Lubrication System

The La Salle oil pump capacity is more than ample for all requirements. Immediate lubrication after starting the engine is assured in even sub-zero temperatures by a freeze proof by-pass built into the screen and cover. Should the oil become too thick, due to the cold, to pass through the inclined screen, the pump suction lifts the oil over the screen directly into the pump. Pressure is controlled by a relief valve which prevents excessive pressures from being built up. A floating type of relief valve compensates for variation in pressure and reduces relief valve seat knock.



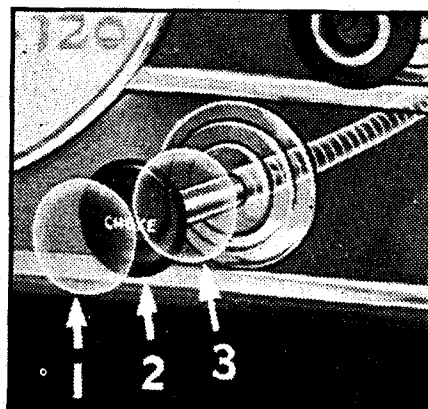
Oil Pump

FUEL SYSTEM

Features of the 1936 La Salle fuel system are—18 gallon gas tank, down draft carburetion, equalized manifolding, redesigned fuel pump, the efficient Triple Range Choke, air cooled gas lines—automatic heat control, air cleaner and intake silencer.

Triple Range Choke

One of the important features of Cadillac advanced engineering introduced on the 1935 La Salle and adopted on the 1936 Cadillac V8's is the Triple Range Choke. It meets all demands of starting under every condition. Besides economy and simplicity of operation, this choke has many features desirable to the driver. Manual and full automatic choking are combined in one system. The full automatic choke can be used entirely but



"Triple Range" Control

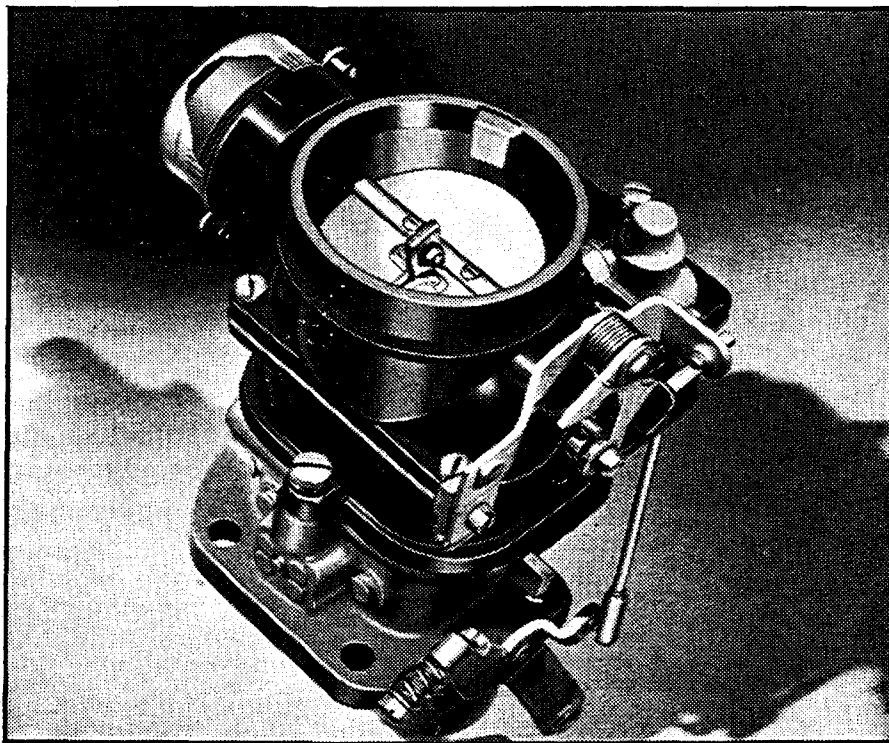
1. Manual Choking
2. Automatic Choking
3. Choke Suspended

should unusual conditions arise, the driver can either shut it off altogether or manually control it by the button on the dash. In its midway location, the choke control is in full automatic position; by pushing in the control knob all choke action is stopped, and by pulling it out full range manual adjustment can be effected. With this choke La Salle supplies its owners otherwise unobtainable dependability and ease of operation.

Electrical Full Automatic Choke

(Middle Position No. 2)

The automatic choke is positive and certain in action. It is simpler in design than other types, no linkage is used, control is more accurate and the inconsistency of action is overcome. The butterfly



choke valve is attached to a thermostat spring. Next to this is a wire coil that begins to heat up the minute the ignition is turned on. The heat from this coil regulates the thermostat and the choke is gradually opened at exactly the right speed. With the conventional style of thermostat or automatic choke action often remains on too long because the

engine is running at normal temperature long before its heat penetrates through the exhaust manifold walls and actuated the thermostat. In the winter a cold wind can blow against the carburetor side of a conventional car and the conventional automatic choke will never shut off even though the engine is running at perfect temperature. With the La Salle Triple Range Electric Choke such things are impossible and greater gas economy results. The electrical heating of the thermostat coincides with the warming up of the engine. Thus on zero days the choke valve might remain closed much longer than when the temperature is 20 degrees above and on warm days, of course, it would not be closed at all.

Manual Choke Control

(All the way out—position No. 1)

Should the driver prefer, he may operate the choke control entirely by hand in the old conventional way. The La Salle choke is so designed that by merely pulling the choke control knob out, the action of the automatic system is suspended and complete manual control may be effected. This manual control is put on so that every unusual driving condition can be met. If the type of fuel regularly used or climatic conditions for which the carburetor is set, should be radically changed, the driver can manually control the choke to meet even the most unusual conditions.

Choke Action Suspended

(All the way in—position No. 3)

The third position of the choke—control knob pushed in—cuts out all choke action entirely. This is very important today because of new types of fuel the gasoline manufacturers are making. There are some fuels on the market today that are too rich for a plain automatic choke and therefore cause starting troubles. With La Salle's choking system the automatic feature can be cut out entirely if necessary and the car will start perfectly.

Down Draft Carburetion

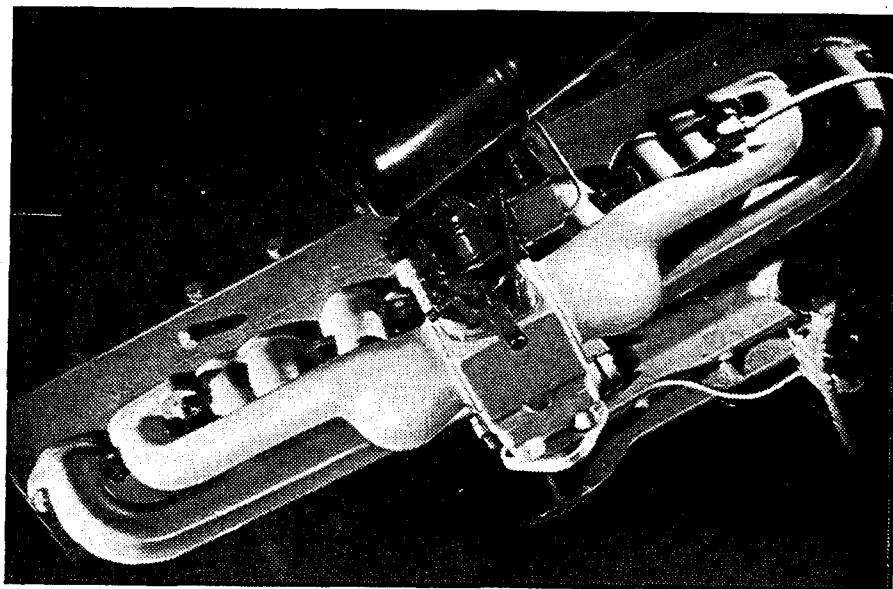
Cadillac engineers have experimented for years with down draft carburetion to achieve increased power and assured quick starting without the annoyance of carburetor flooding. The new dual downdraft carburetor located on top of the engine, supplies the fuel mixture to the new intake manifolds. With down draft carburetion it is not required to lift the fuel mixture to the intake manifolds and a larger opening can be used between the carburetor and the intake manifold which results in increased power. To prevent delayed starting after possible flooding of carburetor, a manifold drain (that closes when the engine is running) removes excess gasoline safely through a tube to the ground at the rear of the engine. A newly incorporated vent in float bowl prevents the occurrence of gas lock.

Air Cleaner and Silencer

An air cleaner of large capacity filters all air before it enters the carburetor, to insure a pure fuel mixture and prevent damage to the cylinder walls. The air cleaner intake is at the forward part of the engine where it receives cool air directly from the fan. Cool air is heavier and expands in explosion more than hot, light air and this improves engine power and performance. The volume of the air intake is scientifically tuned to silence and eliminate the sound of inrushing air to the carburetor. The copper mesh filter of the air cleaner can now be removed without taking off the entire silencer body, thus facilitating service.

Equalized Manifolding

La Salle has a manifold system that is not found in other cars. By careful designing and extra manufacturing costs, the length of the manifolding from the carburetor to every combustion chamber is made exactly the same. On other straight eights the nearest cylinders to the carburetor have a shorter manifold than those on the ends. But La Salle, to insure



La Salle Equalized Manifold

smooth, even engine performance, has equalized this distance by increasing the length of the two manifolds to the center cylinders and shortening the length to the outer cylinders, until they are exactly the same length. This equalizes the combustible mixture to each cylinder and contributes greatly to La Salle's smooth performance. New twin mufflers reduce exhaust noise to a minimum.

Fuel Pump

A redesigned mechanically driven pump draws gasoline from the tank and forces it to the carburetor. The pump is absolutely quiet in operation and has a large vacuum diaphragm that is capable of operating both of the windshield wipers under all conditions of speed and load without making a change for a special pump at extra charge as is done by some companies who are building to a price basis. The introduction of an oil baffle plate and outside air vent gives greater protection against diaphragm trouble at sustained high speed driving.

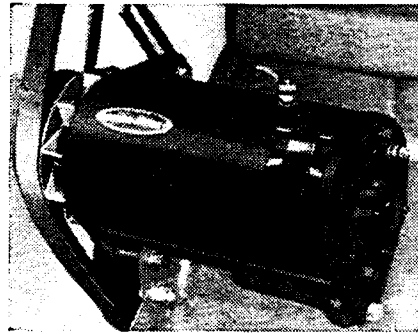
ELECTRICAL SYSTEM

Peak Load Generator

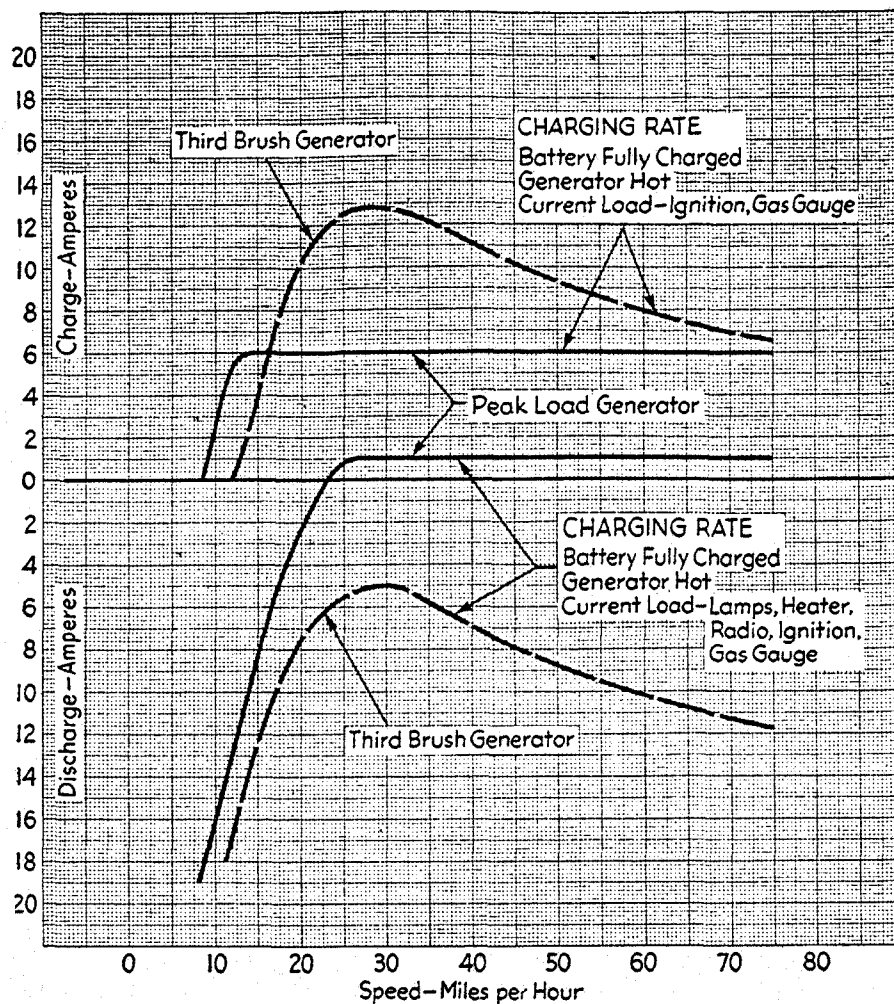
With the exception of Cadillac cars for 1936, no other car, regardless of price, has generator equip-

ment which can even approach the proved advantages of the La Salle air-cooled, Peak Load Generator.

The La Salle Peak Load Generator permits full use of all electrical accessories and lights while maintaining the battery at full strength. Ordinary current controlled generators merely step up the charging rate a few amperes when the lights are turned on, or keep the charging rate slightly advanced when traveling at high speeds. Ordinary voltage controlled generators only adjust the charging rate through a range of about five amperes and do not maintain a

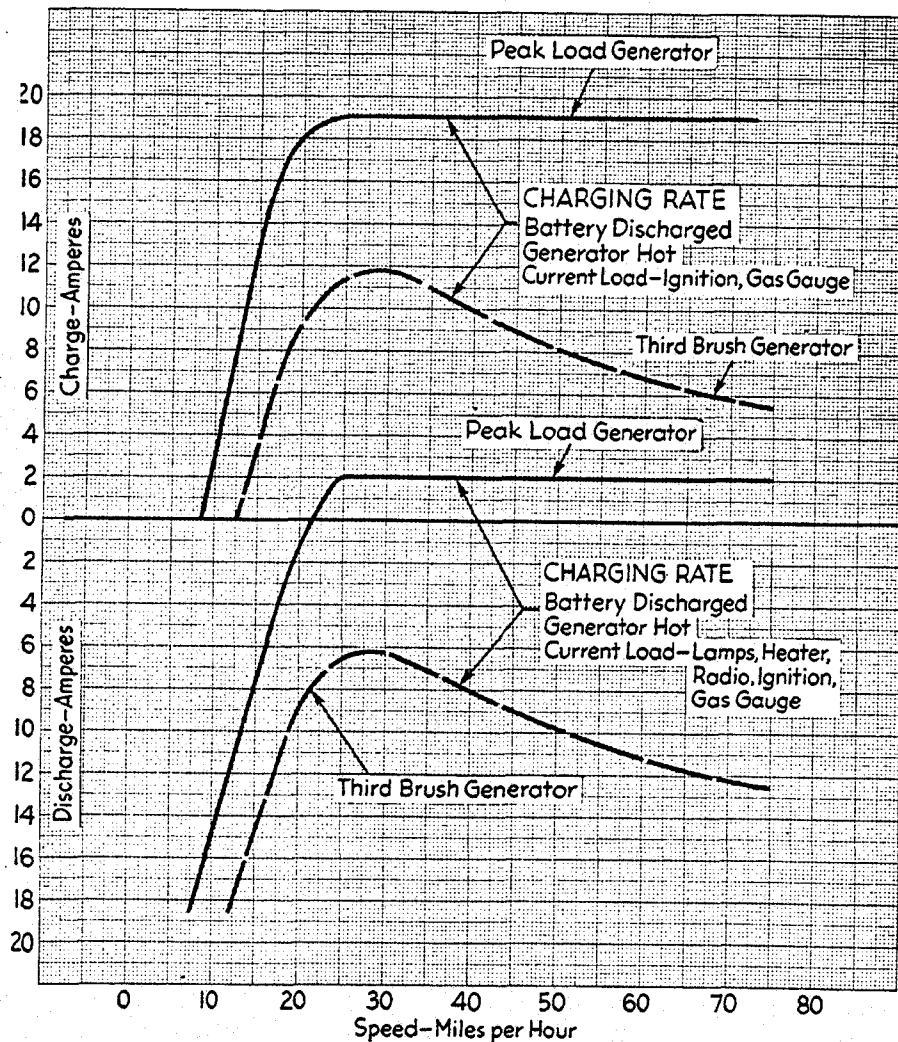


Peak Load Generator



Comparison of Generator Charging Rate With Battery Charged

charging rate through the speed range. The La Salle Peak Load Generator excels even the combined advantages of these two types for it not only maintains a constant charging rate throughout the entire speed range, but also graduates its output automatically so that the charging rate varies between about five and twenty amperes, depending upon the state of charge of the battery.



Comparison of Generator Charging Rate with Battery Discharged

With the La Salle Peak Load generator, the battery can be run down, such as by playing the radio a long time or leaving the ignition on without the motor running, and the generator will automatically recharge the battery.

The action of the generator is so synchronized to the condition of the battery that overcharging is

impossible. With this generator it is not necessary when touring to turn on head-lights to prevent over-charging and damage to the battery.

Definite chartings can be made of increased charging rates to meet added demands with other generators. With the La Salle Peak Load type hundreds of different curves can be drawn because it is so highly flexible in action. We are showing two here for a basis of comparison with other types.

To give it longer life the generator is air-cooled by the fan blowing air directly at an intake opening, which circulates air through the generator and carries the heat out through an outlet in the rear.

Solenoid Starter

The starter button on the dash connects with a solenoid attached to the starter. This makes a positive engagement of the starter gear before the starter operates and prevents injury to the starter drive by relieving the gears of all shock loads. The location of the starter button on the dash is a quality feature used in the highest priced cars.

Horns

Two Delco-Remy horns, of the vibrator trumpet type, are mounted by a special bracket on top and at the rear of the engine cylinder head. The horn button is positioned in the center of steering wheel. Horns are tuned to give a harmonious, attention-compelling signal.

Ignition System

The ignition system consists of an induction coil, mounted on the forward side of the dash; a timer, which interrupts the low tension current from battery and produces a high voltage in the secondary circuit of the induction coil; and a distributor to furnish high voltage current to the spark plugs. Timer and distributor are mounted in one unit and are driven from the camshaft by a spiral gear.

The coil is of the ironclad type and is completely enclosed to make it waterproof.

The distributor is a single arm design, rotating counter clockwise. A condenser is mounted inside the distributor to protect the contact points against burning. It also assists in building up a high secondary voltage. Distributor cover is of special waterproof design to protect terminals from moisture.

The spark advance is automatic and is vacuum-controlled for improved gasoline economy.

Battery

Electrical current is supplied by a 6-volt, 17-plate, Delco-Remy battery, of 110 ampere hour capacity. It is located under the right front seat, easily and quickly accessible. The positive terminal is grounded to the frame. It is very sturdily constructed and of ample capacity for even the many demands of today's greater driving requirements.

Wiring

All La Salle wiring has been engineered and unusual care has been taken to prevent short circuits and failure. The neat appearing wiring is carefully plaited and protected by rubber grommets.

Circuit Breaker

The entire electrical system is controlled by a thermostatic circuit breaker. This breaker is operated by the heat generated by any current overload. After breaking a circuit it closes automatically as soon as the system returns to normal temperature. This is a great advantage over fuse systems in which lighting is rendered completely inoperative until the fuse is replaced.

Headlighting System

La Salle's Multi-beam headlighting system has several valuable safety features. The double filament bulbs cut through the bright light glare of approaching cars and clearly illuminate the road. An easily

reached hand switch on the left of the instrument panel where sleeves will not catch in it, controls the selection of the three lighting beams. A foot control switch on the toe board changes the beam from country driving to country passing and instead of dimming the lights it lowers the beams on the left side of the road only and leaves the right fully illuminated. This action neither blinds an approaching driver nor leaves the road dangerously dark. Another touch of the foot control button and the lights are returned to the full country driving beams.

Headlamp Beam Indicator

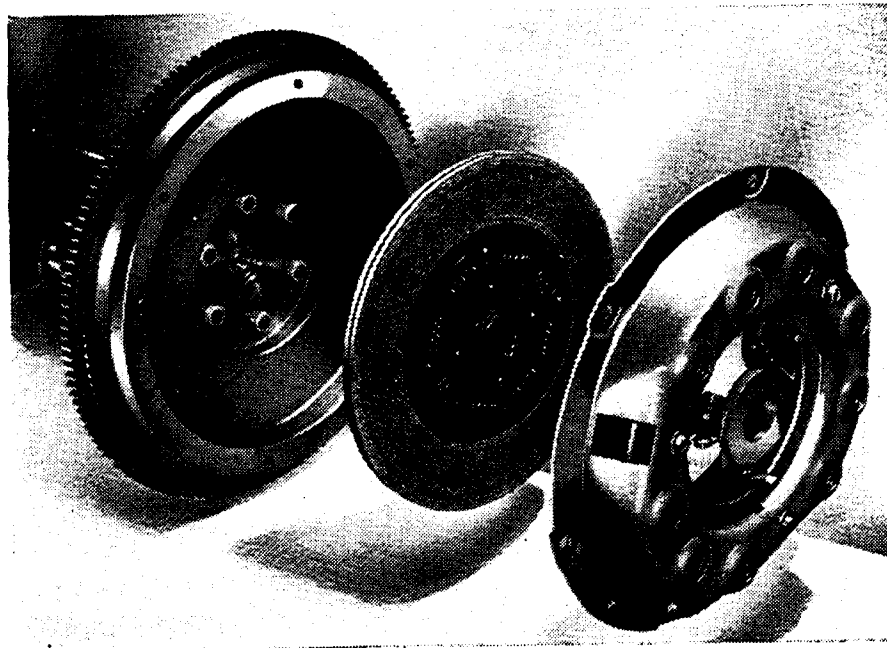
A light beam indicator located in the lower face of speedometer dial always visibly informs the driver what light beam is on. This warns against accidental blinding of other drivers or neglecting to turn on lights. The indicator has four positions, one each for parking lights, city driving, country driving and country passing. This is a quality car feature exclusive to La Salle in its price class and a valuable driving convenience.

Instrument Light Dimmer

The light dimmer and rheostat switch has been relocated to left of steering column, readily convenient to driver's left hand.

Clutch

The clutch is a single plate dry disc type, with facings of woven fabric having great heat resisting and long wearing durable qualities. It has a new driven clutch plate for increased smoothness of operation. The contact area is 100.6 square inches which gives longer life than clutches of smaller area. This dependable clutch has been designed to operate with the extremely low pedal pressure of 28 pounds at all engine speeds—another contribution to La Salle's great ease of operation. The effortless operation of the La Salle clutch is due to the design and



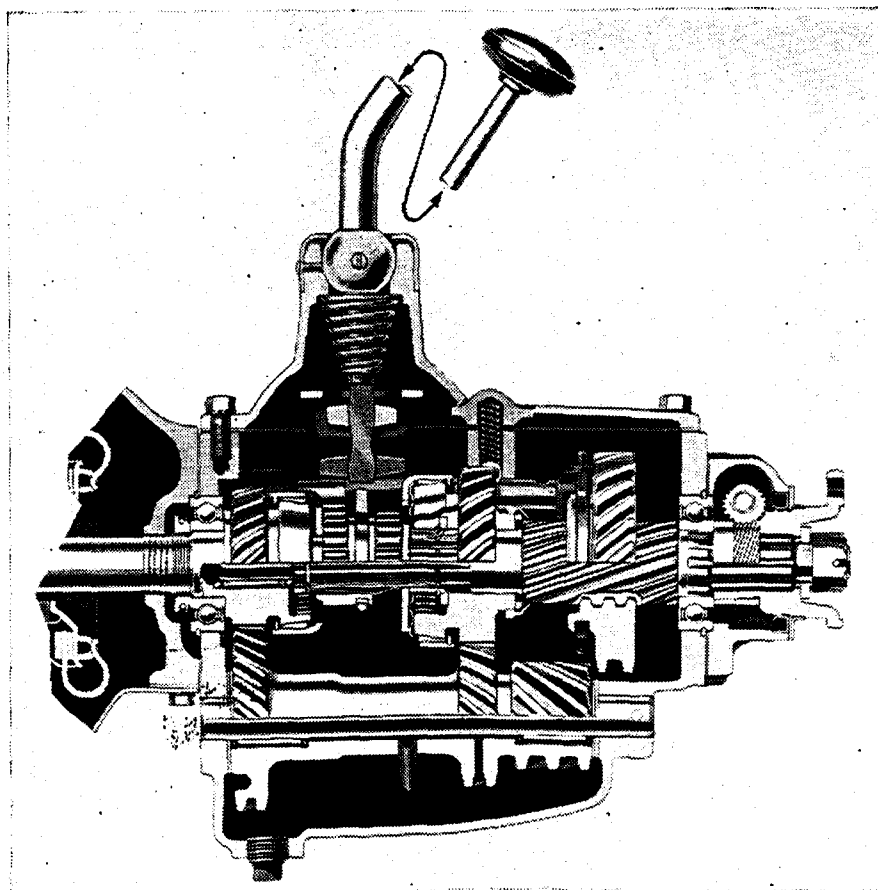
Single Plate, Dry Disc Clutch

placement of three small centrifugal weights which increase the clutch spring pressure as the car speed increases to take care of the increasing engine torque, yet are so designed that the maximum pedal pressure required for clutch operation at top speed is exceedingly light.

The oilless throwout bearing assembly assures silent, dependable operation. The graphite bearing now bears against a collar of cast iron which provides the best and quietest contacting surface. This steel backed collar, because of its hardness provides a long lasting surface for contact with the release lever.

Transmission

Quiet gear shifting is a feature of car operation that every motorist has learned to fully appreciate since the introduction, by Cadillac engineers, of Syncro-Mesh transmissions. Other car manufacturers have attempted to copy its advantages but none have fully attained the smoothness, quietness and durability of Cadillac design. Comparative engineering tests of the La Salle transmission prove it to be ten times more durable and by far the finest transmission, that can be found in other cars of similar size. This great durability is a marked ad-



Rugged Syncro-mesh Transmission

vance in transmission construction and is a decided feature of value to every new La Salle owner. While difficult to demonstrate, the durability of the transmission should be thoroughly emphasized in every contact.

The syncro-mesh principle has been constantly improved through effective changes from time to time, in the design and construction of the gears. In a transmission it is most important, for quiet and long lived operation to have gear teeth that mesh perfectly without nicking or scratching each other so that they do not suffer undue strain while meshing.

To demonstrate how excellent this La Salle transmission is in long life and quietness, Cadillac tested it on a special breakdown test machine that was designed intentionally to wear out ordinary transmissions in a given number of hours. The La Salle transmission lasted ten times the normal life of average transmissions.

The teeth are cut at a high helical angle—45° in

second and 30° in low and reverse and the meshing edges of low and reverse gear teeth are rounded to eliminate excess stresses. All gears are helical cut, ground and lapped for quiet operation. Perhaps we should say "lapped extremely well" because by lapping Cadillac implies a much finer and costlier precision quality operation than do other manufacturers in their loose usage of the term. To them, lapping signifies only a slight polishing operation.

After La Salle transmission gear teeth are cut, they are ground, lapped and matched. Each gear is checked in a sound proof room with its mate and if the fit is not perfect, the gears are relapped. Grinding and lapping of gears are two extra operations of expensive manufacture used by Cadillac, which are, we believe, exclusive and not used by any other manufacturers in any other car, regardless of price.

La Salle transmission gears are silent in operation in all forward speeds and reverse, and are synchronized for shifting either way between second and high which increases safety of control on hills or slippery roadways.

Transmission gear ratios are selected for the best performance in acceleration and high speed driving under all conditions of level and hilly country.

Second.....	1.70 to 1
Low.....	2.63 to 1
Reverse.....	2.81 to 1

Transmission oil capacity is 1¼ quarts with S. A. E. 90 recommended for winter driving and S. A. E.—A 160 for summer driving.

Speedometer Drive

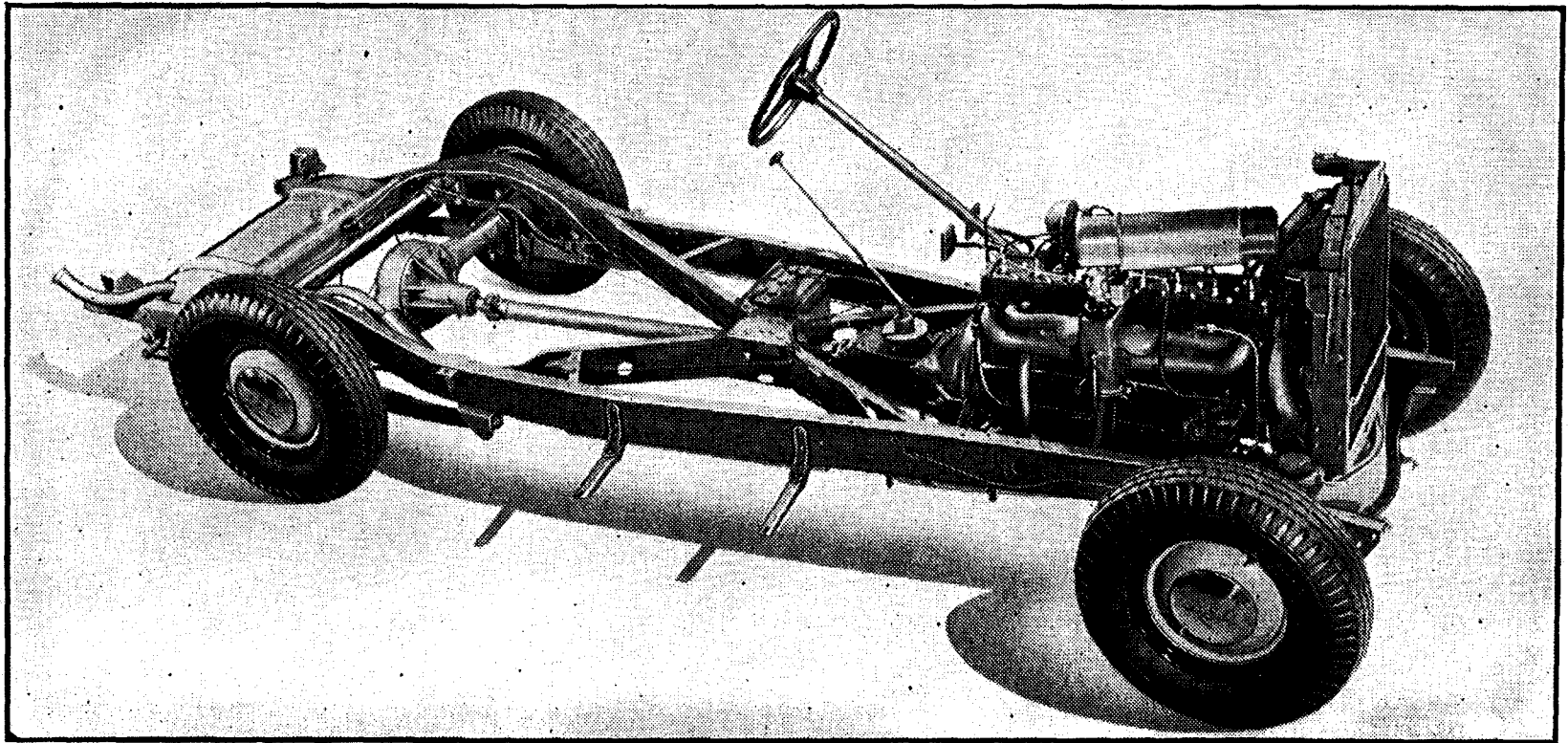
The speedometer drive gear is placed at the rear of the transmission and driven by a spiral gear from the transmission shaft which gives a quiet operation gear automatically lubricated at all times.

CHASSIS FEATURES

of the 1936

EXTRA-VALUE
LA SALLE





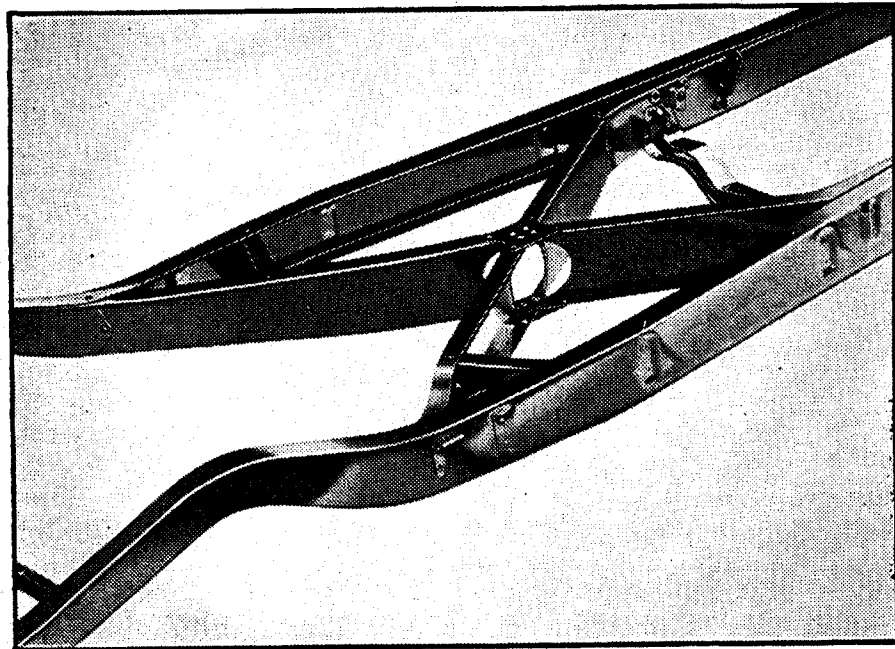
The 1936 La Salle Chassis

CHASSIS

The 1936 La Salle has one of the sturdiest and strongest chassis obtainable in any car of similar size regardless of price. Several valuable features have been added and today the La Salle chassis represents the finest proven combination of features in durability and strength ever offered at its price.

Frame

The La Salle frame is of the sturdy X-type construction with strong structural features. It provides



an extremely rigid and steady foundation for the body, thereby freeing it from twisting and weaving actions. On the 1936 La Salle, the X-member has been made deeper and stronger and the junction of X-member arms to sidebars has been reinforced to insure even greater strength and rigidity. Maximum depth of frame has been increased from 6 to $7\frac{3}{8}$ "—an increase of more than 20% in strength.

The steel channels are placed inside the main frame side rails over the rear axle kick up, and the front arms of the X-member extending forward to the front crossmember form a box section with the main frame side rails, making a frame within a

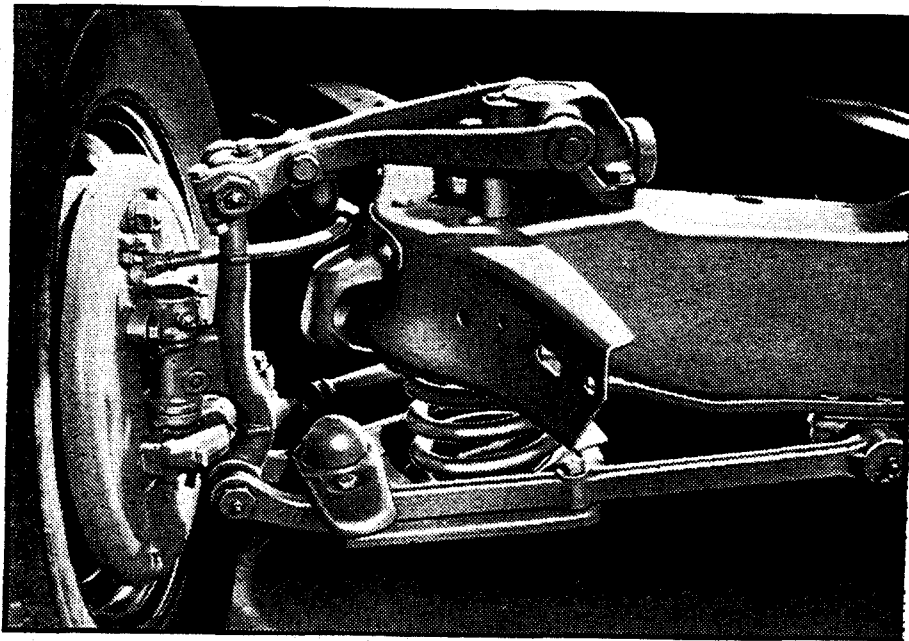
frame type of construction. Both of these frames are welded and riveted together to make them a strong box type unit of construction extra rigid and strong.

The lower wishbone arms of the front wheel suspension are individually secured to strong cross rods, placed between the ends of each of the forked arms. Each bar is securely fastened to the frame cross-member that is reinforced by a steel plate making a strong rigid front end construction.

Twelve rubberized fabric mountings insulate the body from the frame to insure a smooth easy ride, free from sound and vibration.

Knee-Action Wheels

La Salle offers a more comfortable ride than other cars because of its scientific distribution of weight,

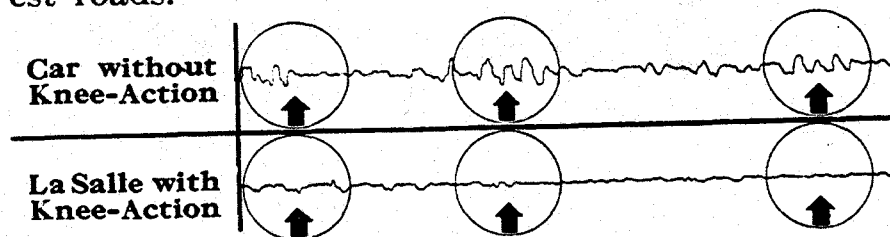


balanced springing and the use of Knee-Action Wheels. Cadillac engineers pioneered the intensive study and development of Knee-Action in this country and therefore know more about its principles than any other manufacturer. La Salle shares full benefit of this knowledge and experience.

The feature advantages of Knee-Action are balanced springing, improved steering and improved riding comfort. By using strong helical coil springs

in front that are slightly softer than the rear springs a soft gliding ride results that completely eliminates pitching and tossing of rear seat passengers. With conventional axles the front springs must be stiffer than the rear to control steering stability. This causes continuous spring fight between the front and rear springs and results in riding disturbance to the passengers on even the smoothest pavements.

La Salle Knee-Action also gives an easier, smoother ride on every kind of a road. Typical paved highways are full of long waves and expansion joint irregularities which cause a constant jolting action that is very fatiguing to the passengers riding in ordinary cars without Knee-Action. Look at the chart made in actual tests by a rideograph machine and see how La Salle levels out these bumps to give an easy comfortable ride on even the smoothest roads.



The Rideograph proves La Salle's Superior Ride

In choosing the front springs, Cadillac selected a helical coil spring slightly softer than the rear. Each spring is carefully tested in a special machine before being assembled in a La Salle car. The spring is placed in a heavy steel case and compressed hydraulically to a specified height. A gauge registers the amount of pressure required and a lack of uniformity in spring tension is instantly exposed causing the rejection of the spring. The amount of compression is sufficient to detect any flaw in the steel or improper tempering. This combination of scientific design and careful testing assures La Salle drivers of the safest and most comfortable ride that comes only with Cadillac designed Knee-Action.

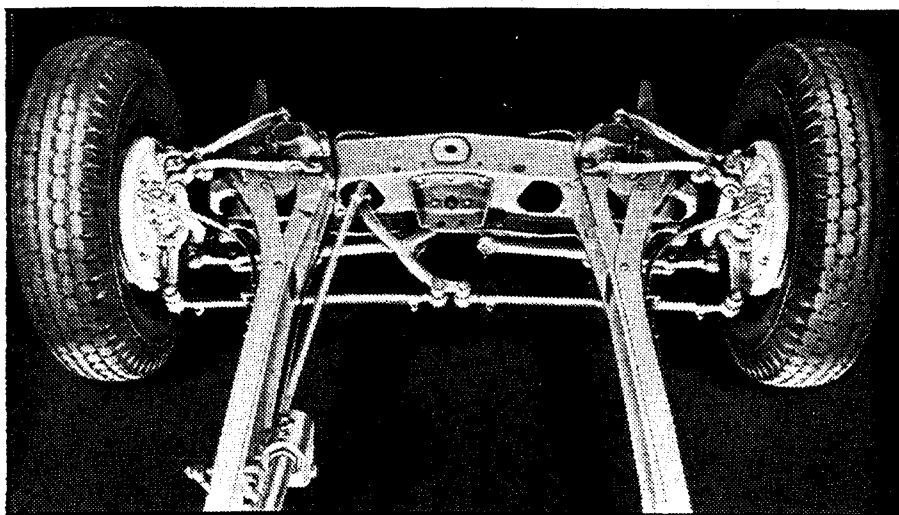
Greater steering safety is another La Salle Knee-Action feature. Independent front wheel suspension greatly reduces dangers resulting from tire blowouts at high speeds, because the deflection is

not transmitted from one wheel to the other, and the steering system is not affected.

With La Salle Knee-Action caster angle is constantly maintained and car wander is eliminated. Front wheels are attached directly to the frame by two strong forked arm forgings that hold the wheels in perfect alignment and eliminate brake and spring reactions. A new single pin front wheel adjustment requires one operation only for both caster and camber.

Center-Point Steering

Knee-Action makes possible an improvement in steering design. The La Salle follows a straight ahead course even on rough roads. The steering radius is extremely short— $19\frac{1}{2}$ feet—permitting easy parking and turning. In turning corners the



La Salle Center Point Steering

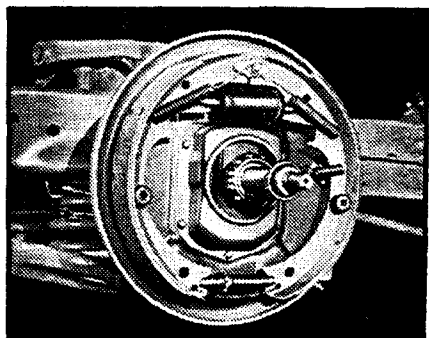
wheels automatically return the steering wheel to straight ahead position without the driver's assistance.

With La Salle center point steering car wander and shimmy are eliminated because front wheels are independently attached directly to the frame and the movement of either wheel is not transferred through the steering system to the driver. This is a valuable safety feature in case of blowouts or hitting bumps at high speeds.

The two steering cross rods are approximately the same length and parallel to the lower forked arms which results in accurate steering geometry.

Duo Servo Super Hydraulic Brakes

The 1936 La Salle has an exceptionally efficient braking system that combines longevity with easy



Rear Wheel Brake

positive braking. By using expensive centrifuse brake drums La Salle can use a hard, high grade lining that is extremely durable. With conventional pressed steel drums softer linings must be used which shortens the life and dependability of the brakes.

Application of the brakes is effected by a positive hydraulic system. A supply tank combined with the master hydraulic cylinder maintains a constant supply of fluid regardless of expansion or contraction due to temperature changes. The fluid is piped through the master cylinder to individual brake cylinders on each wheel through a system of double thick steel tubing with flexible hose connections. All fluid tubing lines are carefully mounted for protection against flying stones.

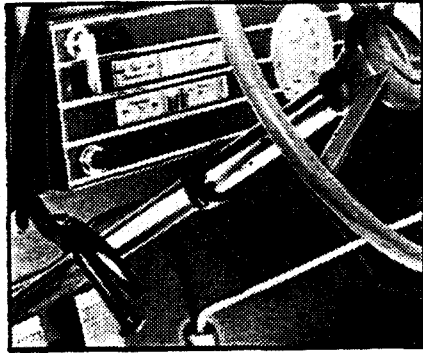
The cylinders of the front wheel brakes are larger than the rear because they do 55% of the total braking. La Salle divides its front and rear brake ratios in this way to utilize the inertia of the car in stopping. As a car decelerates its weight tends to shift forward which increases the traction of the front wheels.

With La Salle hydraulic brakes pulling or grabbing of an individual wheel is prevented as no pressure is built up until all brake shoes are in contact with their drums.

Another feature is the Duo-Servo action of the brakes themselves which converts the forward motion of the car into additional braking energy. As the brake shoes are expanded against the drums the moving wheels tend to wrap them into tighter contact with the drums.

Hand Brakes

In addition to the hydraulic system La Salle has an independent hand operated mechanical lever brake system for parking or emergency purposes,



which operates the rear brake shoes. The hand brake has been removed from the floorboard and is located on the left side of the dash, beneath the instrument panel where it is conveniently acces-

sible to the left hand of driver.

Rear Springs and Shackles

The semi-elliptic rear springs on the 1936 La Salle help with Knee-Action to give such a smooth, comfortable ride. The springs are completely enclosed in metal covers and are packed with lubricant to prevent squeaks and maintain flexibility. The front ends of the rear springs are attached to the frame with a steel spring bolt fully cushioned in rubber. The rear end of the springs is shackled with a steel bolt, threaded top and bottom. The rubber mounting deadens vibrations and noise and eliminates lubrication problems. The threaded spring shackles prevent side slap, eliminate noise and wear, and reduce lubrication expense. This special shackling arrangement greatly increases car steadiness, reduces the tendency of rear end wander, and contributes to La Salle's exceptional riding comfort.

The rear spring jack pad location has been positioned further to the rear for greater accessibility in changing tires.

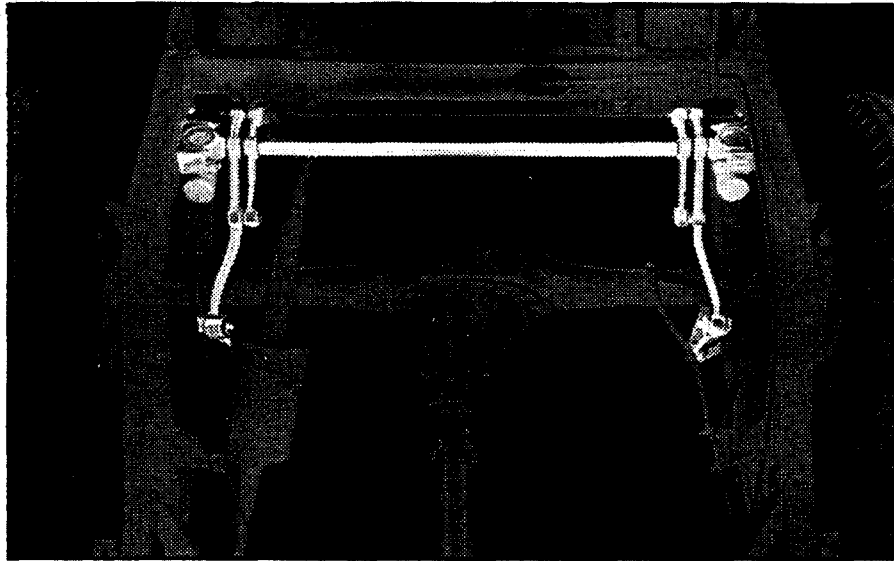
Shock Absorbers

Spring movements are controlled by double action or two-way hydraulic shock absorbers both front and rear. Front shock absorbers have been materially strengthened. Single action shock absorbers control only the rebound action of springs

while two-way acting shock absorbers control both spring compression and rebound and help to eliminate spring reaction movements to rear seat passengers and the striking through of springs on severe bumps.

Ride Stabilizer

The Ride Stabilizer gives greater roadability and driving comfort. This feature, not found on many conventional cars, cancels the tendency of a car to roll or sway on curves or to lurch when crossing bad ruts.



La Salle Ride Stabilizer

The stabilizer is a spring steel cross bar mounted across the frame and attached to the arms of the shock absorbers. When one side of the car starts to raise faster than the other the twisting action of the spring steel bar helps to hold the car on an even keel which contributes to better roadability, better steering and safer operation.

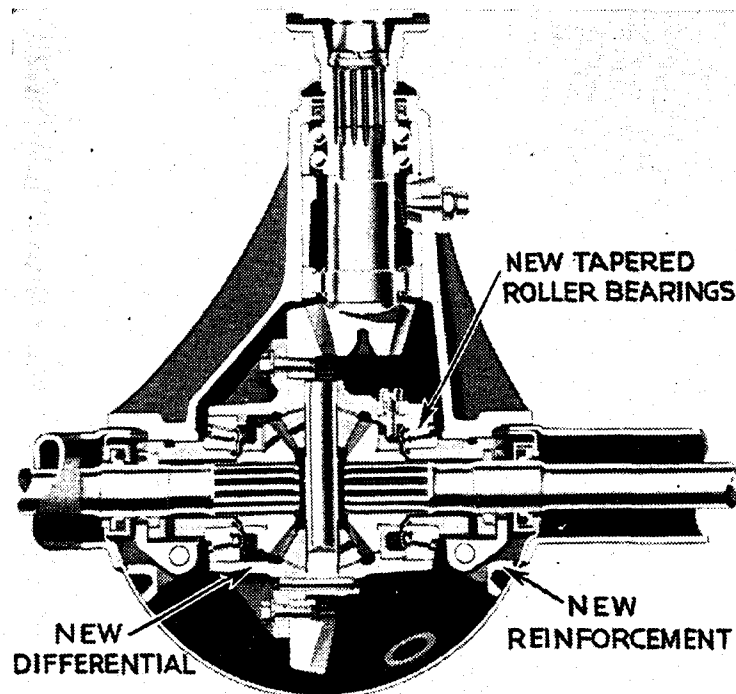
Rear Axle and Differential

The La Salle axle and differential are of Cadillac design and manufacture and feature exceptional ruggedness. The axle is the semi-floating type weighing 140 pounds and is far heavier and more durable than those found on other cars of comparable weight.

The La Salle differential carrier encloses the bearings instead of their being mounted outside. This permits a carrier of heavier and stronger design which

possesses considerably more strength than those types which have the bearings outside the carrier.

Another time-proved feature of the La Salle rear axle is the strong differential housing construction. The differential cover is welded into

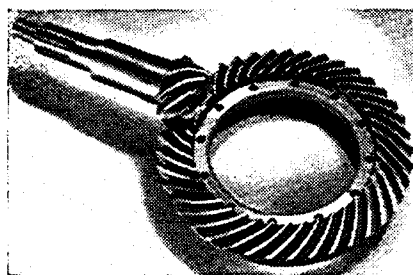


Differential Cross Section

position to form a housing reinforcement and carry the differential bearing pillar reinforcements. Both of these features are important contributions to the strength of La Salle's rugged rear end construction.

Long life of the differential is assured by scoops and lubrication channels maintaining a steady stream of lubricant through the entire assembly. The rear wheel bearings are permanently sealed and packed with lubricant.

Ring and pinion gears are carefully matched to eliminate back lash and insure quiet operation and are held to fine Cadillac precision limits of $3/10,000$ ths of an inch. The gear ratio is 4.55 to 1 which reduces engine speed and results in smoother and more



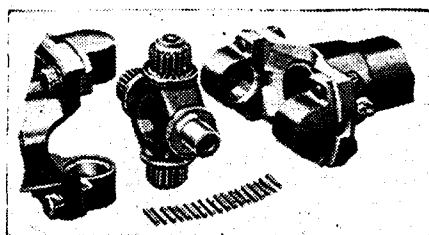
Ring Gear and Pinion

economical performance. All gears are carefully tested in a sound proof room and must maintain the most rigid standards of accuracy which have earned Cadillac its reputation as the finest gear manufacturers in the automobile industry.

Hotchkiss Drive

Hotchkiss drive improves riding qualities. Starting and stopping strains are cushioned by the rear springs before they reach the frame. Unsprung weight is also reduced because there is no torque tube or torque arm. This makes the action of the rear axle and springs more flexible and permits the rear wheels to follow the irregularities of a rough road without shock to the entire car.

Universal Joints



*Needle Bearing
Universal Joint*

The propeller shaft has two universal joints each fitted with needle type roller bearings packed with lubricant and effectively sealed against dirt and water.

Chassis Lubrication

The La Salle is a precision built car with each unit carefully designed and manufactured to give long life and dependable operation. Therefore no attempt is made to lubricate it automatically. With periodic manual lubrication, the right amount and proper type of lubrication can be given each part to protect its fine precision fitted parts and insure better operation. There are seven different types of lubricant that should be used in La Salle and it is impossible to handle them all with the correct amount of pressure in a so-called automatic system.

DETAILED SPECIFICATIONS

ENGINE

LA SALLE—SERIES 36-50

Number of cylinders.....	8
Valve arrangement.....	L-Head
Bore and stroke.....	3" x 4 $\frac{3}{8}$ "
Engine mounted on.....	Rubber
Rubber mounting.....	At all points
Number of points of suspension.....	3
Engine make.....	Own
Engine model.....	36-50
Cylinder arrangement.....	In line
Cylinder head, cast iron or aluminum....	Cast iron
Piston displacement.....	248
Taxable horsepower.....	28.8
Maximum brake horsepower at R.P.M....	105 at 3600
Standard compression ratio.....	6.25 to 1
Optional compression ratio.....	5.75 to 1

PISTONS and RINGS:

Piston material.....	Lo-Ex Aluminum Alloy
Piston features.....	T-slot, anodized finish
Piston weight, ounces	
(without rings, pin or screw)	12.128
(with rings, pin and locking screw)...	18.192
Piston length.....	3 $\frac{11}{16}$ "
Piston clearance top land.....	.015
Is lower groove drilled radially.....	Yes
Number of oil rings used per piston.....	2
Number of compression rings used per piston.....	2

RODS AND PINS:

Wrist pin length.....	2 $\frac{11}{16}$ "
Wrist pin diameter.....	$\frac{55}{64}$ "
Wrist pin clearance.....	.0003 press at locked end .0001 clearance free end
Connecting rod length, center to center...	9"
Connecting rod material.....	X-1335-A
Connecting rod weight, ounces.....	32.336
Crankpin journal diameter and length....	2 $\frac{1}{4}$ " x 1 $\frac{3}{4}$ "
Connecting rod bearing material.....	Steel backed babbitt
Connecting rod bearing clearance.....	.0015"
Connecting rod bearing end play.....	.005"
Connecting rod bearing, poured or separate.....	Separate
Rods and pistons removed from above or below.....	Below

CRANKSHAFT

Vibration dampener type.....	Harmonic
Crankshaft counterweights used, number of.....	8
Which main bearing takes thrust.....	No. 1
Crankshaft end play.....	.004
Main bearing material.....	Bronze backed babbitt
Main bearing clearance.....	.002

Detailed Specifications—Cont'd

CRANKSHAFT—Cont'd

LA SALLE—SERIES 36-50

Main bearing, slip-in type or integral with cap and case.....	Slip-in
No. 1 main bearing journal diameter and length.....	$2\frac{3}{8}" \times 1\frac{5}{8}"$
No. 2 main bearing journal diameter and length.....	$2\frac{3}{16}" \times 1\frac{1}{2}"$
No. 3 main bearing journal diameter and length.....	$2\frac{5}{8}" \times 1\frac{5}{8}"$
No. 4 main bearing journal diameter and length.....	$2\frac{11}{16}" \times 1\frac{1}{2}"$
No. 5 main bearing journal diameter and length.....	$2\frac{3}{4}" \times 1\frac{3}{4}"$

CAMSHAFT:

Camshaft gear make.....	Whitney
Camshaft gear material.....	Cast iron
Generator gear.....	Belt driven

TIMING CHAIN

Timing chain, length inches.....	23"
Timing chain, number of links.....	46
Timing chain width.....	$1\frac{1}{4}"$
Timing chain pitch.....	$\frac{1}{2}$

VALVES

Intake valve head material.....	No. 3140 steel
Intake valve head actual overall diameter.....	1.562
Intake valve angle of seat.....	30°
Is valve seat an insert?.....	No
Valve seats cooled by.....	Directed water circulation
Intake valve stem material.....	No. 3140 steel
Intake valve stem length.....	$5\frac{3}{32}"$
Intake valve stem diameter.....	.342"
Stem to guide clearance.....	.002"
Intake valve lift.....	.306"
Intake valve spring pressure and length, with valve closed.....	43 lbs.—2.250"
Intake valve spring pressure and length, with valve open.....	96 lbs.—1.906"
Is valve tappet clearance automatically adjusted	No
Exhaust valve, angle of seat.....	45°
Is valve seat an insert?	No
Valve seats cooled by.....	Directed water circulation
Exhaust valve stem length.....	$5\frac{3}{32}"$
Exhaust valve stem diameter.....	.341"
Stem to guide clearance.....	.003"
Exhaust valve lift.....	.303"
Exhaust valve spring pressure and length, valve closed.....	43 lbs.—2.250"
Exhaust valve spring pressure and length, valve open.....	96 lbs.—1.906"
Is valve tappet clearance automatically adjusted	No

Detailed Specifications—Cont'd

VALVES—Cont'd

LA SALLE—SERIES 36-50

Operating tappet clearance—intake.....	.006"
Tappet clearance for valve timing—In-	
take.....	.015"
Operating tappet clearance—Exhaust.....	.009"
Tappet clearance for valve timing—Ex-	
haust.....	.015"
Valve timing—intake opens.....	6°—A. T. C.
Valve timing—intake closes.....	37°—A. B. C.
Valve timing, exhaust opens.....	34°—B. B. C.
Valve timing, exhaust closes.....	5°—A. T. C.

LUBRICATION

Lubricating system type, pressure or	
splash.....	Pressure
Oil pressure to main bearings.....	Yes
Oil pressure to connecting rods.....	Yes
Oil pressure to wrist pins.....	Yes
Oil pressure to camshaft bearings.....	Yes
Timing gear lubrication.....	Positive
Oil pump type.....	Gear
Oil grade recommended—SAE viscosity—	
Summer.....	SAE—40
Winter.....	SAE—20
Normal oil pressure.....	25 lbs. at 60 mph
Pressure at which relief valve opens.....	25 lbs.
Capacity of oil reservoir, quarts.....	7
Oil pressure gauge.....	A. C.
Drain oil, miles.....	2000
Type of oil drain.....	Threaded plug
Oil reservoir gauge type.....	Stick
External oil filter make.....	None
Oil cooler make.....	None
Chassis lubrication type.....	Pressure
Chassis lubrication make.....	Lincoln
Crankcase ventilation system.....	Yes

FUEL

Gasoline tank make.....	Own
Gasoline tank capacity.....	18 gallons
Fuel feed type.....	Camshaft pump
Fuel feed make.....	A. C.
Gasoline filter make.....	A. C.
Carburetor make.....	Stromberg
Carburetor type.....	Plain tube
Up or down draft.....	Down draft
Single or dual.....	Dual
Heat adjustment.....	Automatic
Choke, type.....	Triple range
Electric mixture heating.....	None
Exhaust pipe diameter.....	2"

COOLING

Water pump type.....	Centrifugal
Water pump drive.....	Vee Belt
Water circulation thermostat make.....	Harrison
Radiator core type.....	Cellular
Radiator core make.....	Harrison

Detailed Specifications—Cont'd

COOLING—Cont'd

LA SALLE—SERIES 36-50

Radiator soldered by.....	Dipped
Cooling system capacity, gallons.....	4 $\frac{1}{8}$
Lower radiator hose, inside diameter.....	1 $\frac{3}{4}$ "
Lower radiator hose, length.....	Molded elbow
Upper radiator hose, inside diameter.....	1 $\frac{1}{2}$ "
Upper radiator hose, length.....	8 $\frac{3}{4}$ "
Number of fan belts used.....	1
Fan belt inside length.....	49 $\frac{3}{4}$ "
Fan belt width, maximum.....	$\frac{11}{16}$ "
Fan make.....	Own

IGNITION

Ignition unit make.....	Delco-Remy
Manual advance, degrees.....	20
Automatic advance, degrees.....	28
Vacuum advance.....	18 degrees
Distributor breaker gap.....	.0125-.0175
Timing.....	8° before
Firing order.....	1, 6, 2, 5, 8, 3, 7, 4
Ignition coil make.....	Delco-Remy No. 539-C
Amperage draw of coil, with engine stopped.....	4.4
Amperage draw of coil, with engine idling.....	2.2
Battery make.....	Delco
Standard number.....	17 K. W.
Capacity—Ampere hours.....	110
Battery bench charging rate—start.....	10
Battery bench charging rate—finish.....	8
Which battery terminal is grounded?.....	Positive

STARTING MOTOR

Starting motor make.....	Delco-Remy 727-N
Starting motor lock amperage.....	600
Starting motor lock voltage.....	3.0
Starting motor lock torque in foot pounds.....	15
No load amperage.....	65
No load volts.....	5
No load R. P. M.....	5500
Starting motor type of drive.....	Solenoid shifted gear
Automatic starting device.....	Push button Delco Remy
Starting motor pinion meshes front or rear.....	Front
Number of teeth in flywheel.....	145
Face width of flywheel teeth.....	$\frac{1}{16}$ "
Flywheel teeth integral or steel ring.....	Steel ring
Gear ratio between starter armature and flywheel.....	16.1 to 1

GENERATOR

Generator make.....	Delco-Remy 961-D
Generator type.....	Peak load
Generator driven by.....	Belt
Is generator air cooled?.....	Yes
Generator field fuse capacity.....	None

Detailed Specifications—Cont'd

GENERATOR—Cont'd

LA SALLE—SERIES 36-50

Generator thermostat opening temperature.....	None
Voltage and current regulator.....	Delco-Remy No. 55-59
Voltage at cut-out closing.....	6.8—7.3
Car speed at cut-out closing.....	12 mph
Amperes to open cut-out.....	0-2
Generator normal maximum output rate.....	20 amps.
	Due to voltage regulation actual charging rate is controlled by state of charge of battery.
Generator armature speed for normal charging rate.....	Constant rate above 1700 RPM
Car speed for maximum charging rate....	Constant above 20 mph

LAMPS

Are double or triple filament bulbs used?...	Double 32-32 C. P.
How are the headlights dimmed?.....	Depressed beam—foot switch
Are tail and dash light in series?.....	No
Headlight make.....	Guide—Multi-beam
Headlight reflector make.....	Parabolic
Headlight cover glass diameter.....	7"
Horn type.....	Airtone
Horn make.....	Delco-Remy
Amperage draw of horns.....	24—28

CLUTCH

Operated dry or in oil.....	Dry
Vibration insulator or neutralizer.....	Coil spring type
Number of clutch driving discs.....	1
Number of clutch driven discs.....	1
Clutch facing material, woven or moulded..	Woven
Clutch facing inside diameter.....	6"
Clutch facing outside diameter.....	10"
Clutch facing thickness.....	.133"
Number of clutch facings required.....	2

TRANSMISSION

Transmission make.....	Own
Number of forward speeds.....	3
Gear ratio in high, standard 5 pass. sedan..	4.55
Transmission control.....	Manual
Transmission ratio in second.....	1.70 to 1
Transmission ratio in low.....	2.63 to 1
Transmission ratio in reverse.....	2.81 to 1
Type of gears, first and second.....	Helical
Type of gears, reverse.....	Helical
Synchronous meshing second and third gears.....	Yes
Transmission oil capacity, pints.....	2½
Transmission oil grade recommended, SAE viscosity—	
Summer.....	SAE—A-160
Winter.....	SAE—90

Detailed Specifications—Cont'd

TRANSMISSION—Cont'd

LA SALLE—SERIES 36-50

Rear universal type..... Needle bearing
Universal joints lubricated..... Permanently
Drive taken through..... Springs
Torque taken through..... Springs

REAR AXLE

Rear axle make..... Own
Rear axle type..... Semi-floating
Minimum road clearance under center of
rear axle, tires inflated..... $8\frac{3}{16}"$
Differential gear make..... Own
Rear axle oil capacity..... 5 pints
Rear axle oil—grade recommended—
SAE viscosity—
Summer..... A-160
Winter..... A-90
Type of final gearing..... Spiral bevel
Gear ratio—standard 5 pass. 4 door sedan... 4.55 to 1
Optional gear ratios..... None
Number of teeth in ring gear..... 41
Number of teeth in pinion..... 9
How is pinion adjusted?..... Shim
Are pinion bearings in sleeve?..... No
Backlash between pinion and ring gear..... .004—.008

TIRES AND WHEELS

Tire make..... U. S. and Firestone
Tire size..... 7.00—16
Are low pressure balloon tires optional?... Standard
Number of plies..... 4
Inflation pressure, front and rear..... 26 lbs. minimum
Wheels fitted with demountable rims..... No
Rim width..... 4.50
Axle clearance for jack, tires inflated,
front..... $9\frac{5}{8}"$
Axle clearance for jack, tires inflated,
rear..... $9\frac{3}{4}"$
Wheels, type..... Disc

SPRINGS

Front suspension, independent or con-
ventional..... Independent
Front spring type..... Helical
Front spring make..... Own
Rear suspension, independent or con-
ventional..... Conventional
Rear spring type..... Semi-elliptic
Rear spring length..... $54\frac{1}{4}"$
Rear spring width..... 2"
Rear springs, number of leaves, 5 pass.
sedan..... 12
Springs lubricated with..... Graphite grease
Rear spring front bushing..... Rubber
Rear spring shackles, mounting..... Threaded

Detailed Specifications—Cont'd

STEERING

LA SALLE—SERIES 36-50

Steering gear type.....	Worm and roller
Car turning radius, right.....	19½'
Car turning radius, left.....	20'
Caster angle.....	2°
Camber angle.....	1°
Toe-in inches.....	⅛
Forked arm bearing, type.....	Threaded

BRAKES

Number of complete brakes.....	4
Foot brakes, make.....	Bendix
Foot brakes, type of mechanism.....	Hydraulic
Brake lining, moulded or woven.....	Moulded primary, woven secondary
Rear brake drum material.....	Centrifuse
Rear brake drum diameter.....	12"
Rear brake lining, length per wheel.....	25⅞"
Rear brake lining width.....	2"
Rear brake lining thickness.....	⅜"
Rear brake clearance.....	.010"
Front brake drum material.....	Centrifuse
Front brake drum diameter.....	12"
Front brake, internal or external.....	Internal
Front brake lining, length per wheel.....	25⅞"
Front brake lining width.....	2"
Front brake lining thickness.....	⅜"
Total foot braking area.....	207 sq. in.
Percent braking power on rear wheels....	45
Hand brake lever operates on.....	Rear service brakes

FRAME

Frame depth (maximum).....	7⅜"
Frame thickness, maximum.....	¾"
Frame flange width, maximum.....	2"
Wheelbase.....	120"
Tread, front.....	58⅞"
Tread, rear.....	59⅞"
First serial number this series.....	2,210,001
Serial number location.....	At top of left side cylinder block at front
Overall length of car with bumpers.....	200"

BEARINGS

Starting motor commutator end bearing—	
Make or type.....	In cast iron frame
Size or number.....	⅝" dia.
Starting motor drive end bearing—	
Make or type.....	None
Size or number.....	
Starting motor outboard bearing—	
Make or type.....	Bronze bushing
Size or number.....	½" x ⅝" x ⅞"
Generator commutator end bearing—	
Type or make.....	Bronze Bushing
Size or number.....	⅜" x ⅝" x ⅞"

Detailed Specifications—Cont'd

BEARINGS—Cont'd

LA SALLE—SERIES 36-50

Generator drive end bearing—	
Make or type.....	N. D. Ball
Size or number.....	No. 1203
Clutch throwout bearing—	
Make or type.....	Graphite
Size or number.....	1½" x 2⅜" x ⅝"
Clutch pilot bearing—	
Make or type.....	N. D. Ball
Size or number.....	No. 7502
Transmission pocket or spigot bearing—	
Make or type.....	Hyatt
Size or number.....	99016
Transmission main shaft front bearing—	
Make or type.....	N. D. Ball
Size or number.....	47507
Transmission main shaft rear bearing—	
Make or type.....	N. D. Ball
Size or number.....	47507
Transmission countershaft front bearing—	
Make or type.....	Hyatt
Size or number.....	92424
Transmission countershaft rear bearing—	
Make or type.....	Hyatt
Size or number.....	92424
Rear axle pinion shaft front bearing—	
Make or type.....	N. D. Ball
Size or number.....	No. 5307—S. C.
Rear axle pinion shaft rear bearing—	
Make or type.....	Hyatt
Size or number.....	1287465
Differential right bearing—	
Make or type.....	Timken
Size or number.....	No. 372-A
Differential left bearing—	
Make or type.....	Timken
Size or number.....	No. 372-A
Rear wheel bearing—	
Make or type.....	N. D. Ball
Size or number.....	No. 88108
Front wheel inner bearing—	
Make or type.....	N. D. Ball
Size or number.....	No. 32
Front wheel outer bearing—	
Make or type.....	N. D. Ball
Size or number.....	No. 1
Kingpin bearing—	
Make or type.....	Leaded bronze bushing
Size or number.....	.863" x 1" x 1¼"
Kingpin thrust bearing—	
Make or type.....	Special ball
Size or number.....	G. M. No. 230679
Rear spring front bushing.....	Rubber 1½" OD, ⅝" ID 1.220"
Rear spring shackle.....	(3½" U-type) ⅜"—11 thread x 2⅜"
Rear spring bolt, front.....	⅝" x 3⅜"
Rear spring bushing.....	⅜-11 thread x 2⅜"

LA SALLE SERVICE POLICY

CADILLAC standards of Authorized Cadillac-La Salle Service provides for car salesmen an effective sales story. It also contributes definite sales assistance by fostering good will and by maintaining customer interest in La Salle between new car purchases.

The sales story in regard to Cadillac-La Salle service includes the nation-wide features of the La Salle service policy as presented on the next page and the advantages to the owner of well-organized Authorized Service Stations, as follows:

Authorized Cadillac-La Salle Service Stations have a more sincere interest in the operation of the La Salle owner's car than anyone else. Their personnel are specialists, having more experience on La Salle cars than anyone who works on all makes of cars. Furthermore, their personnel is benefited by continuous factory training, through the medium of the Cadillac Certified Craftsman's League and up-to-date, expert information on La Salle adjustments and service methods, supplied exclusively to them by the factory in regular publications.

The Cadillac Certified Craftsman's League is a permanent organization for the perpetual training of Cadillac service men, so they may attain the same high standards in service that are upheld in the manufacture of Cadillac and La Salle cars. Membership in the League involves constant training and monthly examinations with rigid passing requirements on the basis of which Cadillac service men are certified as craftsmen through the awarding of diplomas which entitle them to wear the Certified Craftsman's Pin.

The most valuable contribution of Authorized Cadillac-La Salle Service to the salesmen, however, is in retaining the car owner's good will and interest in La Salle. Authorized Service accomplishes this by keeping the car in satisfactory operating condition at a minimum of cost and inconvenience, and by providing a means of maintaining regular contact with each car purchaser.

The Obligations of the Owner

Service Policy



DELIVERY: The Dealer will see that the car is properly prepared before delivery to the owner, in accordance with Standard Factory Instructions.

PARTS AND LABOR: For ninety days after delivery, provided the car has not been driven to exceed 4,000 miles, any parts (including all original equipment except tires) which have proved defective in either material or workmanship will be replaced or repaired by any Cadillac-La Salle dealer in the United States and Canada without any charge to the owner for the material or labor.

ADJUSTMENTS: For the first ninety days after delivery, provided the car has not been driven to exceed 4,000 miles and is in the hands of the original purchaser, the owner will receive three inspections and adjustments; the first between 500 and 1,000 miles, second between 1,000 and 2,000 miles, and the third between 2,000 and 4,000 miles. These to be given without charge to the owner provided the work is not made necessary by misuse, negligence or accidents.

INSPECTIONS: Throughout the life of the car the owner is entitled to have his car tested and inspected without charge every 30 days or 1,000 miles by any authorized Cadillac-La Salle Service Station, provided such inspection or testing requires no dismantling of parts.

SERVICE IDENTIFICATION CARD: At the time of delivery the owner will be provided with a service identification card which will introduce him to any authorized Cadillac-La Salle Service Station and entitle him to receive service in accordance with this policy. This card should be kept at all times in the holder provided for it on the car.

TOURIST PRIVILEGES: When touring, the owner is entitled, upon presentation of his identification card, to all of the benefits of this policy at any Authorized Cadillac-La Salle Service Station in the United States and Canada.

CHANGE OF RESIDENCE: In case the owner changes his residence from one location to another before the warranty period has expired, the Authorized Cadillac-La Salle Service Station serving the locality into which the owner moves will, upon presentation of the Identification Card, render any no-charge service to which the owner may be entitled as outlined in paragraphs two and three.

REGULAR MAINTENANCE PARTS AND SERVICE CHARGES: For the benefit of the owner, the Cadillac Motor Car Company has provided established parts and labor prices on regular maintenance work. Genuine Cadillac-La Salle parts are sold only through Authorized Cadillac-La Salle Service Stations, and can be secured at the published list price anywhere in the United States and Canada, and there are no additional charges for freight, express handling, or additions of a similar nature.

LA SALLE ACCESSORY GROUPS



FOR simplicity and efficiency in merchandising, basic accessories for the new La Salle have been divided into the groups detailed below.

To include any one of these groups with a new car order, it is merely necessary to specify, for example, Group X and A, Group X and B, or Group X and D.

GROUP A

For 5-Wheel Cars

R. H. SUN VISOR
ELECTRIC CLOCK
TRIM RINGS (5)

List \$25.00

GROUP C

For 6-Wheel Cars

R. H. SUN VISOR
ELECTRIC CLOCK
TRIM RINGS (6)
METAL TIRE COVERS

List \$60.00

GROUP B

For 5-Wheel Cars

R. H. SUN VISOR
ELECTRIC CLOCK
TRIM RINGS (5)
FLEXIBLE WHEEL
LICENSE FRAMES

List \$48.00

GROUP D

For 6-Wheel Cars

R. H. SUN VISOR
ELECTRIC CLOCK
TRIM RINGS (6)
METAL TIRE COVERS
FLEXIBLE WHEEL
LICENSE FRAMES

List \$83.00

BASIC EQUIPMENT X

BUMPERS AND GUARDS
RADIATOR ORNAMENT
SPARE TIRE AND TUBE

List \$50.00

EXCLUSIVE CADILLAC ACCESSORIES FOR THE 1936 LA SALLE



	List
Master Radio.....	\$89.50
Standard Radio.....	54.50
Electric Clock (La Salle).....	14.50
Sun Visor (right hand) La Salle.....	3.50
Wheel Trim Rings (each).....	1.50
Flexible Steering Wheel.....	16.00
License Frames (pair).....	7.00
Ash Tray.....	1.90
Metal Tire Covers.....	17.50
Moto-Pack.....	5.85
Luggage—Tan Duck or Black Duckoid Finish Wardrolette.....	47.50
Ladies' Aviatix.....	35.00
Gentlemen's Aviator.....	35.00
Luggage Compartment Rug (5-wheel).....	4.75
Luggage Compartment Rug (6-wheel).....	6.25
Hot Water Heater.....	18.50
Visor Mirror.....	1.85
Fleetwood Robe (made of identical upholstery cloth).....	45.00
Double Alpaca Robe.....	20.00
Alpaca and Plush Robe.....	20.00
Tire Chains.....	8.00

EXCLUSIVE CADILLAC ACCESSORIES FOR THE 1936 LA SALLE

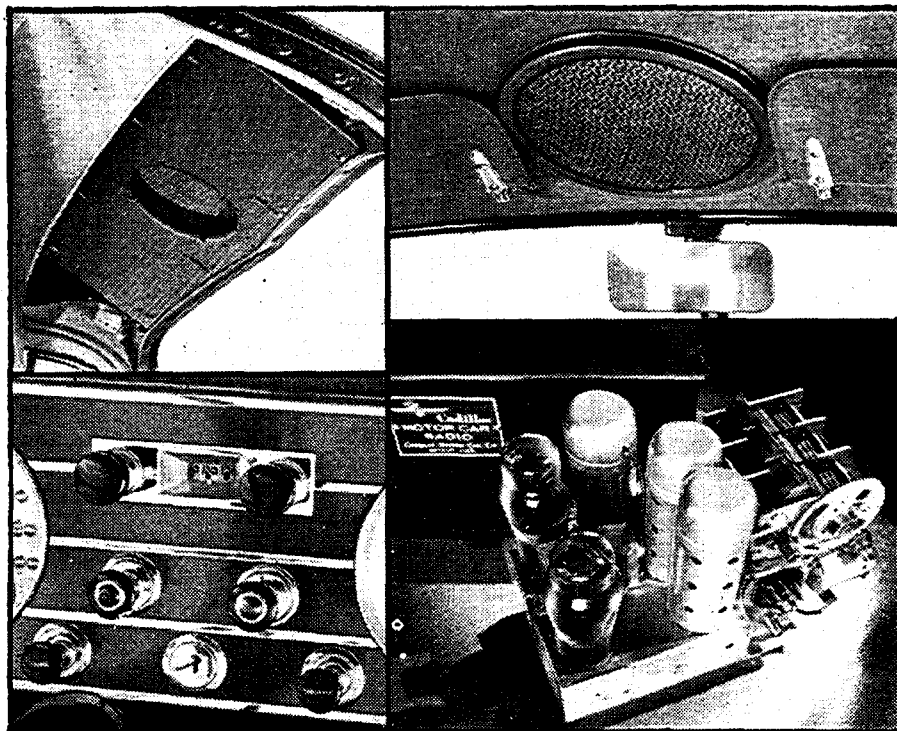


TWO RADIOS

Two radios are available for La Salle cars—the Master and the Standard. Each is the finest of its type available, offering the utmost in tuning range, selectivity, volume and tone.

The car is designed to provide for installation of either of these radios. The control unit, designed in keeping with the instrument panel, may be installed in the space revealed after removing the La Salle nameplate. The control is within easy reach of driver or passenger in the front compartment. Designed as a part of the instrument panel, it enhances its appearance.

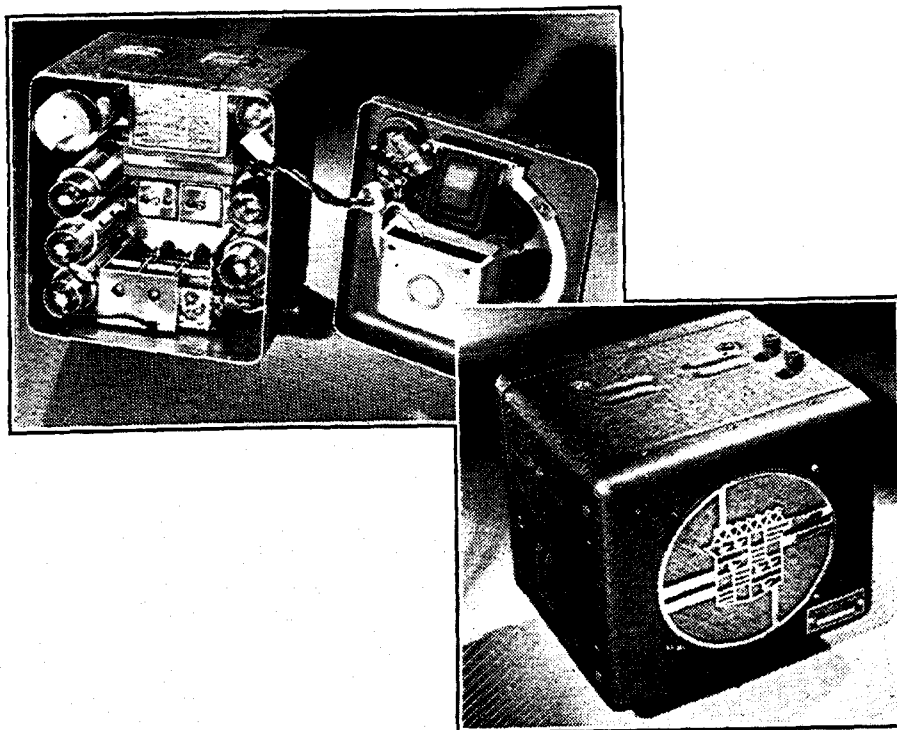
The owner may choose whichever of these two radios meets his personal requirements with assurance that he is obtaining the finest of its type.



Master Radio

The Master Radio is the finest of all motor car radios built. It is superior in tone, volume, sensitivity, selectivity and range, equal to the finest home radios. With a tuning range of 540 to 1600 kilocycles, it includes the new high fidelity broadcasting band.

For the speaker installation of the Master Radio in the 1936 cars, Cadillac offers the most outstanding single contribution to faithful reproduction of tone since Cadillac introduced the dynamic speaker to automobile radio. The speaker is installed in a baffle located in the roof above the headlining and engineered into the car specifically for radio speaker installation. This baffle consists of a single large piece of the finest quality gum plywood, especially selected for its resonant qualities, extending across the full width of the car. This installation offers resonance and tone quality that can be obtained only with an equivalent plywood baffle 30 inches square. No other motor car offers anywhere near the full, rich tone-quality available with this installation.



For convertible body styles a full 10" speaker is available in a select-quality plywood case. On these cars the speaker is installed under the dash.

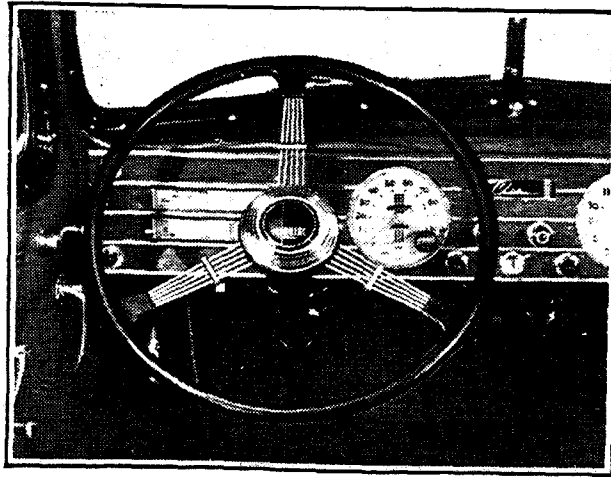
"B" power is provided by a small, compact Genemotor, the most efficient, trouble-free and satisfactory "B" power unit yet developed.

For the owner who demands the finest, the Master Radio will meet his every requirement. Its ability to bring in distant stations with ample power and reproduce any type of program in its natural qualities will appeal strongly to the most particular.

Standard Radio

The Standard Radio is the finest single unit radio obtainable, as the Master is the finest of all motor car radios. Engineered for the car, to meet Cadillac's high standards of quality, this radio is head and shoulders above any radio of its type.

Small, substantial and compact, a remarkable amount of power has been built into this radio; and in spite of its size, careful arrangement has made possible the use of a full 6-inch speaker. For those who prefer a single unit radio, none finer can be found.



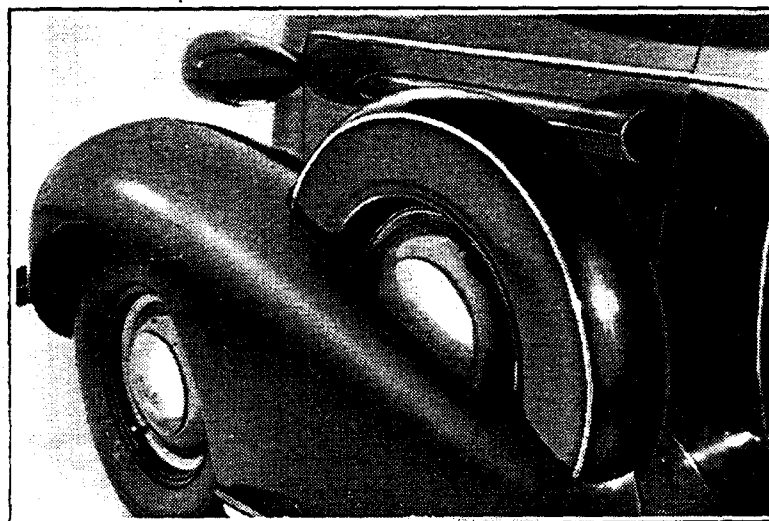
Flexible Steering Wheel

The Flexible Steering Wheel, used by the foremost race drivers of continental Europe, provides a new feeling of comfort and ease of control. The tempered-steel spokes, arranged to flex up and down, but not in the direction the wheel is turned, combine comfort, individuality and smartness in the new three-spoke design.

License Frames

To give the car a finished appearance and hide the unsightly edges and backs of license plates, the License Frames are provided. They are substantial and handsome in appearance, sturdy in construction—made of all brass, heavily chromium plated and polished to a high finish.



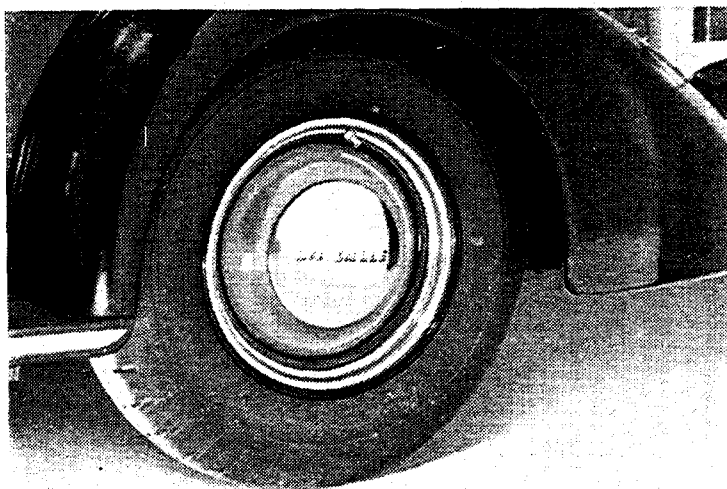


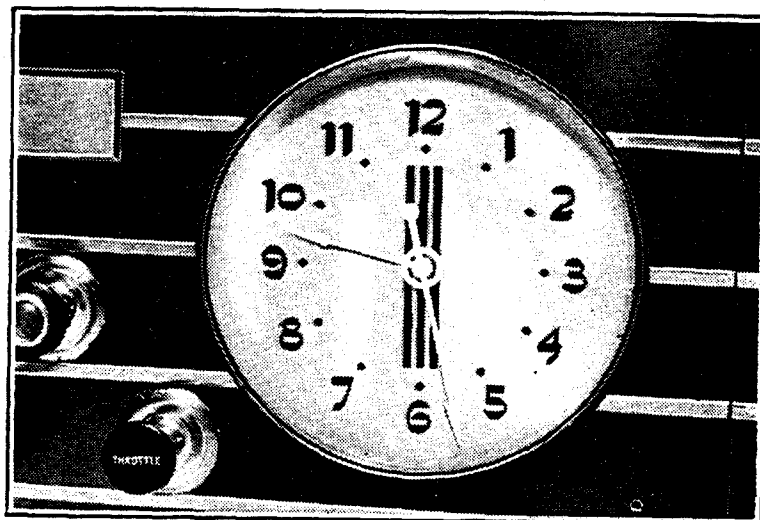
Metal Tire Covers

Metal Tire Covers are essential on 6-wheel equipped cars to preserve the finished stream-lined appearance. Made of heavy gauge sheet metal, finished in the same color as the body with chrome trimmings, they enhance the smartness of 6-wheel equipment.

Wheel Trim Rings

For added dash and fleetness, Wheel Trim Rings should be installed. Neatly bordering the disc wheels, they impart a subtle distinction to the exterior appearance of the car that will set it off with custom smartness.



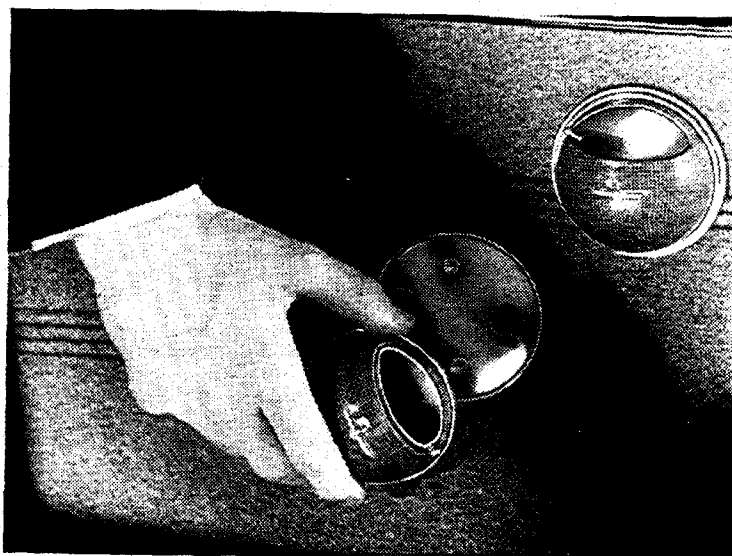


Compartment Clock

An electric clock is offered for installation in the space provided in the instrument panel. In its dignified design, with provision for high visibility, it matches perfectly all other instruments on the instrument panel, and is a necessary addition to obtain the full beauty of the instrument panel.

Ash Tray

Ash Trays for the front compartment are available for installation on the doors within comfortable reach. In the same finish as the instrument panel, they add to the dignity of the interior appearance. An internal sliding cover and snap-on fastening makes it easy to use and easy to empty.





Right Hand Sun Visor

Installation of the Right Hand Sun Visor gives the front seat passenger the same protection from glare as the driver. Of the same material, design and finger tip control, it will prove an added comfort to the passenger.

Visor Mirror

For that quick touch-up of milady's appearance before alighting from the car, the Visor Mirror is essential. Clipped over the Sun Visor, it is always out of the way, but may be brought into action at any angle by the touch of a finger.



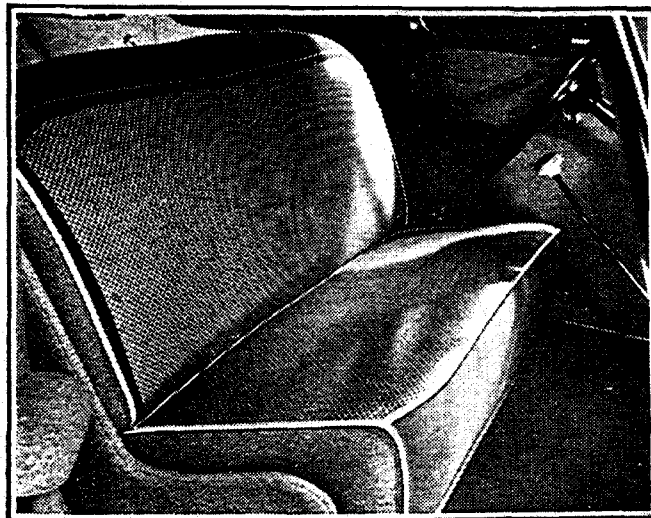


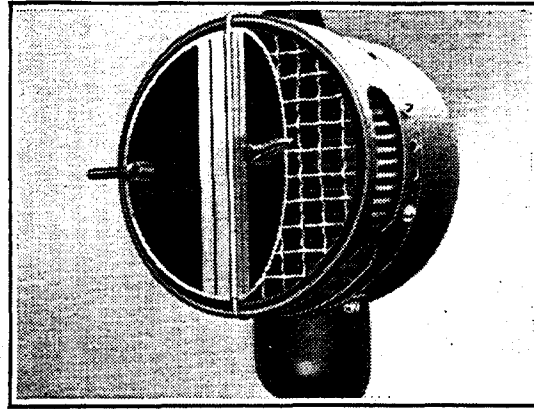
Robes

Robes are available custom tailored to match the upholstery, lined with crushed-silk plush or alpaca, or in double alpaca in smart shades of grey or brown. These Robes are smart, light-weight and warm. They offer appreciated comfort on chilly days or at outdoor sports in fall, winter or spring.

Seat Covers

To keep the upholstery at its finest for special occasions, many owners use seat covers for everyday driving. In warm weather, the smooth, sea-breeze texture of the seat cover material will offer the passengers coolness and comfort, as well as protecting the upholstery.



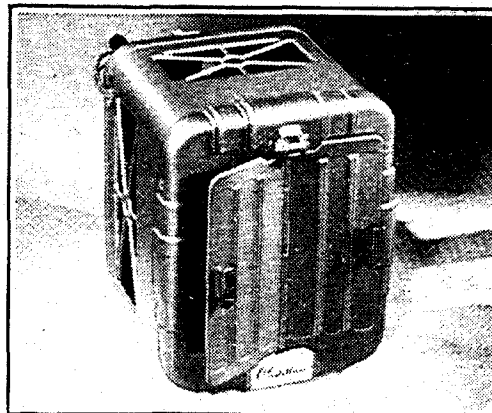


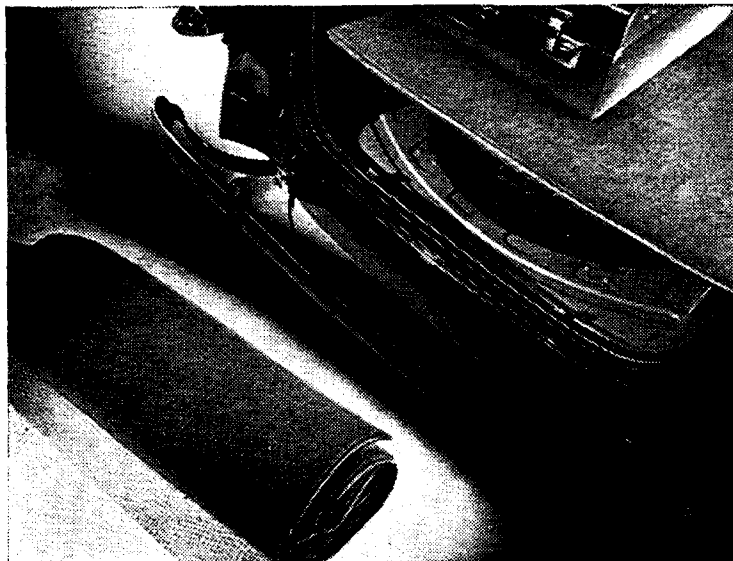
Steam Heater

The Steam Heater offers the ideal heating equipment for motor cars. Efficiency, quick heating and freedom from fumes are its outstanding qualifications. The radiator unit is small but develops ample heat.

Hot Water Heater

The Cadillac Hot Water Heater provides an unusually compact heater installation. Heating is accomplished by circulating hot water drawn from the engine water jacket under the impetus of the powerful water pump in the regular engine cooling system. Air swept over the large heating areas of the multi-celled copper hot water core is brought to a high temperature quickly and is spread evenly throughout the car by a powerful fan. The finest quality brass fittings are used. A completely variable switch permits control to meet every variation of weather conditions.



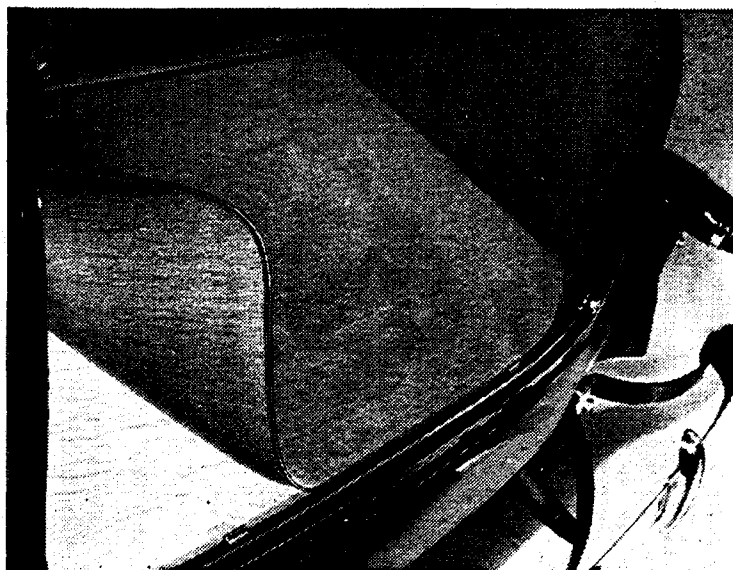


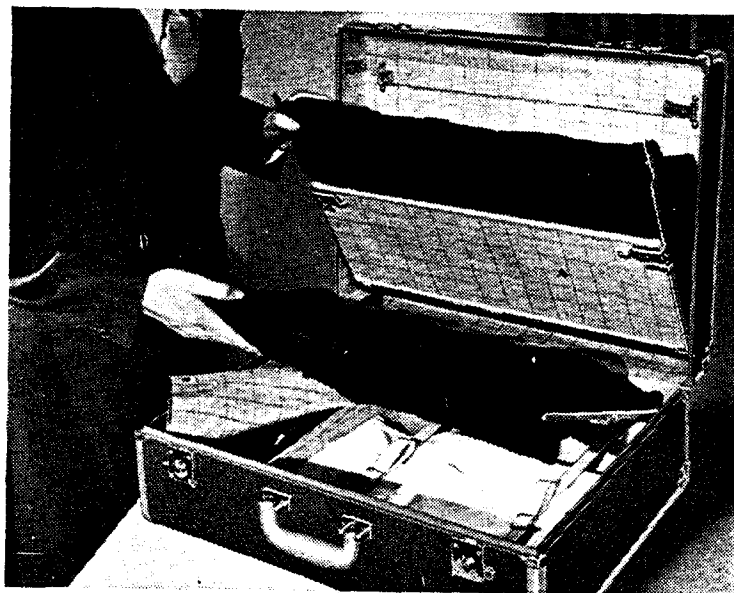
Compartment Rugs—5-Wheel

To give a finished appearance to the rear compartment and to protect luggage from marring or scratching, a thick rug is available. Made of quality carpet material, substantially edged with leather, the rug will stand the hardest usage. The rug shown above is for 5-wheel equipped cars.

Rugs for 6-Wheel Cars

For 6-wheel equipped cars, a rear compartment rug is furnished, including a base panel for a flat surface. The board is of quality plywood, while the rug is of the same material and workmanship as the 5-wheel rug.





Luggage Equipment

Luggage equipment for the La Salle is furnished in an absolutely new design, modern in every respect and designed for general travel usage. Available in two materials—natural duck or shark-grained duckoid with edgings and handle in natural raw-hide.

The Aviator Case provides for every travel need of men. Handy, masculine in appearance, provision is made for hanging two suits without wrinkling. Ample room remains for every travel necessity.

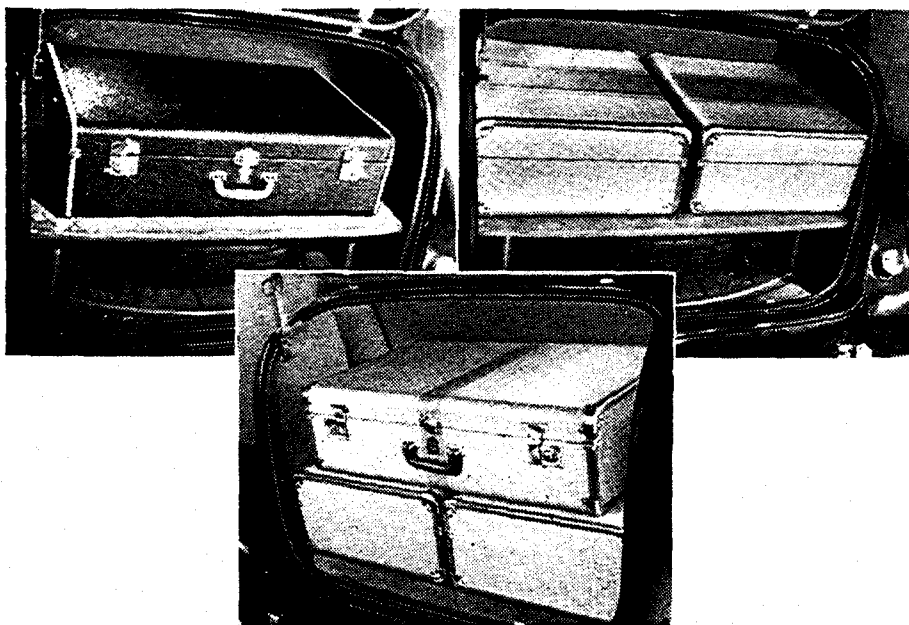
The Aviatrix, for women, is lined with beige rayon. Hangers provide for seven and more dresses. Pockets and ingenious compartments anticipate every womanly need in travel.

The Wardrolette Case is capacious and convenient. In the hotel or at the end of the journey, clothing may be lifted out and hung in the closet on the same hooks. It is ideal for a business trip of a week or more in duration.

Developed by Cadillac engineers in co-operation with Wheary designers, this new Cadillac Luggage by Wheary is equally suitable for auto, Pullman, steamship and air travel, and is in every way the most modern traveling equipment available.

Two of the small cases—Aviator and Aviatrix—or the Wardrolette may be put in the luggage space of the New La Salle Touring Coupe or Touring Sedan equipped with five wheels.

Two of the small cases and the Wardrolette may be put in the luggage compartment of a six-wheel equipped La Salle Touring Coupe or Touring Sedan.



DELIVERED PRICE COMPARISON

	<i>Deliv- ered Price</i>	<i>Down Payment</i>	<i>Monthly Payments</i>	
			<i>12 mos.</i>	<i>18 mos.</i>
La Salle				
2 Coupe				
Conv. Coupe				
4-Door Touring Sedan				
2-Door Touring Sedan				
Buick (60—122 W.B.)				
2-4 Coupe				
5 Coupe (2-Door)				
5 Sedan (with Trunk)				
2-4 Conv. Coupe				
Buick (80—131 W.B.)				
6 Conv. Phaeton				
6 Sedan (Trunk)				
Buick (90—138 W.B.)				
6 Sedan (Trunk)				
7 Sedan (Trunk)				
7 Sedan Limo (Trunk)				
Chrysler (Airflow)				
2-4 Coupe				
5 Coupe				
5 Sedan				
Chrysler (Imp. Airflow)				
2-4 Coupe				
5 Coupe				
5 Sedan				
Lincoln (Zephyr)				
2-4 Coupe				
5 Coupe				
5 Sedan				
Nash (Amb.)				
5 Coupe				
5 Sedan				
Studebaker (Pres.)				
2 Coupe				
2-4 Coupe				
5 Sedan				
2-4 Conv. Coupe				
Studebaker (Regal)				
2 Coupe				
2-4 Coupe				
5 Sedan				
2-4 Conv. Coupe				

G. M. A. C.



WHILE a considerable number of Cadillac-La Salle sales are cash transactions, many buyers avail themselves of G. M. A. C. facilities. With this year's La Salle cars priced at so low a level, this group of buyers will logically increase.

It is important, therefore, that every La Salle salesman have a thorough knowledge of the General Motors Acceptance Corporation and be familiar with the details of how its advantages may be applied.

The General Motors Acceptance Corporation is known far and wide for its fair and equitable dealings and its exceptionally reasonable financing terms. A unit of General Motors, with all the resources of this gigantic enterprise behind it, it has become the largest and soundest automobile financing company in existence. More than eight million persons already have taken advantage of its facilities and resources.

LOW RATES

To the purchasers of Cadillac and La Salle motor cars, it offers unusually low rates and terms, which place La Salle salesmen in a fortunate position to submit to prospects a purchasing plan that satisfactorily meets with the purchaser's approval and purse.

KNOW G. M. A. C. VALUE

When a prospect makes inquiry concerning our plan of payment, be prepared to answer his questions

promptly and accurately. Lack of information and misinformation, is a serious detriment to the consummation of a sale.

No sale of a new or used car should ever be lost if the purchaser's credit is good. Have the information at hand as to the many ways in which the G. M.A.C. terms can be adjusted to the purchaser's requirements. The nearest G. M. A. C. branch will gladly assist you in the figuring of irregular or unusual transactions

Because G. M. A. C. is a unit of General Motors, owner good will is at all times fully protected, a highly invaluable asset.

GREATER INSURANCE PROTECTION

The standard insurance provisions of G. M. A. C. contracts cover more than just Fire and Theft. In addition, a full range of other hazards, such as damage from hail, wind, flood, tornado, earthquake, etc., is incorporated. Statistics show that, in one year, more than 50,000 automobiles were damaged by these causes. Also offered is an A. P. D. (Accidental Physical Damage) clause. This extra insurance feature is of vital importance to the purchaser, as it provides full protection against collision.

Insurance is written through G. E. I. C. (General Exchange Insurance Corporation) also a unit of General Motors. The fullest measure of safety is therefore guaranteed.

This image shows a single page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

Exclusive Cadillac Accessories.

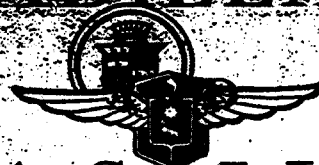
Master Radio.....	\$89.50	50
Standard Radio.....	54.50	28
Radio Antenna.....	4.75	
Electric Clock (La Salle).....	14.50	725
Sun Visor (La Salle Right Hand).....	3.50	175
Wheel Discs (Chrome) <i>on color</i>	4.00	250
Wheel Trim Rings (each).....	1.50	90
Flexible Steering Wheel.....	16.00	10 98
License Frames (pair).....	7.00	350
Ash Trays (each).....	1.90	95
Metal Tire Covers (each) La Salle, and Cadillac, Series 60.....	17.50	875
Metal Tire Covers (each) Cadillac, Series 70, 75, 80, 85 and 90.....	20.00	10 98
Moto-pack.....	5.85	325
Luggage—Tan Duck or Black Duckoid finish— Wardrolette.....	47.50	28 12
Ladies' Aviatrix.....	35.00	21 10
Gentlemen's Aviator.....	35.00	21 10
Luggage Compartment Rug (5 Wheel).....	4.75	2 85
Luggage Compartment Rug (6 Wheel).....	6.25	3 75
Hot Water Heater.....	18.50	925
Hot Air Heater (Dual Register) for Cadillac Fleetwood lines only.....	50.00	
Visor Mirror.....	1.85	95
Fleetwood Robe (made of identical upholstery cloth).....	45.00	17 98
Double Alpaca Robe.....	20.00	12 00
Alpaca and Plush Robe.....	20.00	12 00
Tire Chains La Salle and Cadillac Series 60....	8.00	
Tire Chains Cadillac Series 70, 75, 80, 85 and 90	8.50	

All prices include installation

Radio Kit
Aerial

650
325

CADILLAC



LA SALLE

PRICE LIST

for

1936

October 11, 1935

All Prices F. O. B. Detroit
Subject to change without notice

CADILLAC MOTOR CAR COMPANY
Detroit, Michigan, U. S. A.

1936

V-8 Cadillac, Series 70 30%

BODY BY FLEETWOOD—131' Wheelbase

7067	2-Pass. Convertible Coupe	64.50	\$2695.00	1886.50
7029	5-Pass. Convertible Sedan	66.00	2745.00	1921.50
7057	2-Pass. Coupe	62.50	2595.00	1816.50
7019	5-Pass. Touring Sedan	59.50	2445.00	1711.50
	131' W. B. Chassis	45.50	1750.00	1225.00

Basic Equipment Group "X"

Ornament
Extra Tire and Tube

GROUP PRICE.....\$42.50 29.75

Additional charge for 6 wheels and fenderwells..\$85.00 59.50

7.50-16 Royal or Firestone 4-ply black
sidewall tires are standard equipment

Additional charge for white sidewall tires \$4.55 per tire 3.00

V-8 Cadillac, Series 75 30%

BODY BY FLEETWOOD—138' Wheelbase

7529	5-Pass. Convertible Sedan	80.00	\$3395.00	2376.50
7509	5-Pass. Sedan Without Trunk	64.50	2645.00	1851.50
7519	5-Pass. Touring Sedan	64.50	2645.00	1851.50
7509	5-Pass. Formal Sedan with Trunk	80.00	3395.00	2376.50
7539	5-Pass. Town Sedan	72.00	3145.00	2201.50
7503	7-Pass. Sedan Without Trunk	64.50	2795.00	1956.50
7523	7-Pass. Touring Sedan	67.50	2795.00	1956.50
7513	7-Pass. Imperial Without Trunk	72.00	2995.00	2096.50
7533	7-Pass. Touring Imperial	72.00	2995.00	2096.50
7543	7-Pass. Town Car	102.50	4445.00	3111.50
	138' W. B. Chassis	72.50	1850.00	1275.00
	156' W. B. Commercial Chassis	52.50	2100.00	1470.00

Basic Equipment Group "X"

Ornament
Extra Tire and Tube

GROUP PRICE.....\$45.00 31.50

Additional charge for 6 wheels and fenderwells..\$90.00 63.00

7.50-16 Royal or Firestone 6-ply black
sidewall tires are standard equipment

Additional charge for white sidewall tires \$5.50 per tire 3.50

Accessory Groups

Group "A" 5 Wheel Group "B"

5 Wheel Discs
Flexible Wheel
License Frames.
5 Wheel Discs
Flexible Wheel
License Frames
Master Radio

GROUP PRICE..\$42.00 23.00 GROUP PRICE \$130.00 77.00

Group "C" 6 Wheel Group "D"

6 Wheel Discs
Flexible Wheel
License Frames
Metal Tire Covers
6 Wheel Discs
Flexible Wheel
License Frames
Metal Tire Covers
Master Radio

GROUP PRICE..\$86.00 45.00 GROUP PRICE \$175.00 99.00

-1936-

V-12 Cadillac, Series 80 30%

BODY BY FLEETWOOD—131' Wheelbase

8067	2-Pass. Convertible Coupe	80.00	\$3395.00	2376.50
8029	5-Pass. Convertible Sedan	81.50	3445.00	2411.50
8057	2-Pass. Coupe	78.00	3295.00	2306.50
8019	5-Pass. Touring Sedan	75.00	3145.00	2201.50
	131' W. B. Chassis	61.00	2450.00	1715.00

Basic Equipment Group "X"

Ornament
Extra Tire and Tube

GROUP PRICE.....\$45.00 31.50

Additional charge for 6 wheels and fenderwells..\$90.00 63.00

7.50-16 Royal or Firestone 6-ply black
sidewall tires are standard equipment

Additional charge for white sidewall tires \$5.50 per tire 3.50

V-12 Cadillac, Series 85 30%

BODY BY FLEETWOOD—138' Wheelbase

8529	5-Pass. Convertible Sedan	95.00	\$4095.00	2866.50
8509	5-Pass. Sedan Without Trunk	69.00	3345.00	2341.50
8519	5-Pass. Touring Sedan	72.00	3345.00	2341.50
8509	5-Pass. Formal Sedan with Trunk	95.00	4095.00	2866.50
8539	5-Pass. Town Sedan	82.50	3345.00	2391.50
8503	7-Pass. Sedan Without Trunk	69.00	3495.00	2446.50
8523	7-Pass. Touring Sedan	82.50	3495.00	2446.50
8513	7-Pass. Imperial Without Trunk	86.50	3695.00	2586.50
8533	7-Pass. Touring Imperial	86.50	3695.00	2586.50
8543	7-Pass. Town Car	117.00	5145.00	3601.50
	138' W. B. Chassis	83.00	2550.00	1785.00
	156' W. B. Commercial Chassis	63.00	2800.00	1960.00

Basic Equipment Group "X"

Ornament
Extra Tire and Tube

GROUP PRICE.....\$45.00 31.50

Additional charge for 6 wheels and fenderwells..\$90.00 63.00

7.50-16 Royal or Firestone 6-ply black
sidewall tires are standard equipment

Additional charge for white sidewall tires \$5.50 per tire 3.50

Accessory Groups

Group "A" 5 Wheel Group "B"

5 Wheel Discs
Flexible Wheel
License Frames
5 Wheel Discs
Flexible Wheel
License Frames
Master Radio

GROUP PRICE..\$42.00 23.00 GROUP PRICE \$130.00 77.00

Group "C" 6 Wheel Group "D"

6 Wheel Discs
Flexible Wheel
License Frames
Metal Tire Covers
6 Wheel Discs
Flexible Wheel
License Frames
Metal Tire Covers
Master Radio

GROUP PRICE..\$86.00 45.00 GROUP PRICE \$175.00 99.00

* 1.00 per wheel fenderwells.

La Salle, Series 36-50 27%

BODY BY FISHER—120" Wheelbase

5067 2-Pass. Convertible Coupe	34.50	\$1255.00	916.15
5072 2-Pass. Coupe	33.00	1175.00	857.75
5015 2-Pass. Touring Coupe	33.00	1185.00	865.05
5018 2-Pass. Touring Sedan	33.50	1225.00	894.25
120" W. B. Chassis	27.00	900.00	657.00

Basic Equipment Group "X"

Ornament
Extra Tire and Tube
Bumpers and Guards

GROUP PRICE	\$50.00	36.50
Additional charge for 6 wheels and fenderwells	\$65.00	47.45
Except Convertible Coupe which is	45.00	32.85

7.00-16 Royal or Firestone 4-ply black sidewall tires are standard equipment
Additional charge for white sidewall tires \$3.60 per tire 2.50
1 fenderwell 25.00 - 16.79

Accessory Groups

Group "A" 5 Wheel	Group "B"
Clock	Clock
R. H. Sun Visor	R. H. Sun Visor
Wheel Trim Rings	Wheel Trim Rings
	Flexible Wheel
	License Frames
GROUP PRICE..\$25.00	GROUP PRICE..\$48.00
Group "C" 6 Wheel	Group "D" 25.00
Clock	Clock
R. H. Sun Visor	R. H. Sun Visor
Wheel Trim Rings	Wheel Trim Rings
Metal Tire Covers	Metal Tire Covers
	Flexible Wheel
	License Frames
GROUP PRICE..\$60.00	GROUP PRICE..\$83.00
30.00	45.00

Color Options Comb. No.

★Black	87
Corinthian Maroon	88
Ridge Green	89
†Phantom Metallic	90
Nakhoda Blue	91
Rain Green	92
Carlisle Beige Lt.	93
†Dusty Gray	94
†Colonial Cream	95
★Vincennes Red or Gretna Green Wheels optional upon request.	
†Special combination at additional charge	\$10.00

Upholstery Options

Closed Bodies		
Tan Highland Twist Cord	72 T	136
Tan Heather Mixture	73 T	136
Gray Highland Twist Cord	75 T	136
Gray Heather Mixture	76 T	136
Plain Broadcloth	78 T	136
Convertible Bodies		
Black Leather	1 T	1336
Tan Leather	7 T	1336
Tan Highland Twist Cord	72 T	136
Gray Highland Twist Cord	75 T	136

V-8 Cadillac, Series 60 28%

BODY BY FISHER—121" Wheelbase

5067 2-Pass. Convertible Coupe	44.00	\$1725.00	1242.00
5077 2-Pass. Coupe	42.50	1645.00	1184.40
5019 2-Pass. Touring Sedan	43.00	1695.00	1220.40
121" W. B. Chassis	35.00	1300.00	936.00

Basic Group Equipment "X"

Ornament
Extra tire and tube

GROUP PRICE	\$35.00	25.20
Additional charge for 6 wheels and fenderwells	\$65.00	46.80
Except Convertible Coupe which is	45.00	32.40

7.00-16 Royal or Firestone 4-ply black sidewall tires are standard equipment
Additional charge for white sidewall tires \$3.60 per tire 2.50
1 fenderwell 25.00 - 16.56

Accessory Groups

Group "A" 5 Wheel	Group "C" 6 Wheel
5 Wheel Discs	6 Wheel Discs
Flexible Wheel	Flexible Wheel
License Frames	License Frames
	Metal Tire Covers
GROUP PRICE..\$42.00	GROUP PRICE..\$80.00
25.00	42.00

Color Options

	Comb. No.
★Black	1
Regent Maroon	2
Dartmouth Green	3
Cannon Smoke	4
Tunis Blue	5
Scarab Green	6
Arno Blue	7
Pomerang Brown	8
★Vincennes Red or Gretna Green wheels optional upon request.	

Upholstery Options

For Closed Bodies

Brown Bedford Cord	13 T	136
Brown Plain Cloth	14 T	136
Brown Basketweave	16 T	136
Gray Bedford Cord	18 T	136
Gray Basketweave	20 T	136
Tan Bedford Cord	22 T	136

For Convertible Bodies

Black Leather	1 T	1336
Tan Leather	2 T	1336
Gray Leather	4 T	1336
Green Leather	5 T	1336
Brown Bedford Cord	13 T	136
Gray Bedford Cord	18 T	136

Extra charge for right hand fenderwell on 2-Pass. Coupe, Touring Coupe or Touring Sedan on either La Salle or Cadillac, Series 60. \$23.00

16.56

-1936-

V-16 Cadillac, Series 90 30%

BODY BY FLEETWOOD—154' Wheelbase

5875 7-Pass. Sedan.....	168.00	7550.00	5285.00
5875 7-Pass. Limousine.....	172.00	7750.00	5425.00
154' W. B. Chassis.....	138.00	6250.00	

Prices for other body types furnished upon request.

7.50-17 Royal or Firestone 6-ply black sidewall tires are standard equipment

Additional charge for white sidewall tires \$6.35 per tire 4.00

List price of Cadillac V-16, Series 90 includes either 5 wheels or 6 wheels and fenderwells. Also ornament in gold or silver finish, Cadillac Master Radio and Flexible steering wheel.

V-8 Commercial Cars, Series 75

BODY BY FLEETWOOD—138' Wheelbase

7537 7-Pass. Com'l Sedan Without Trunk.....	2695.00	1886.50
7537 7-Pass. Commercial Touring Sedan.....	2695.00	1886.50
7537 7-Pass. Com'l Imp. Without Trunk.....	2865.00	2005.50
7537 7-Pass. Com'l Touring Imperial.....	2865.00	2005.50

Basic Equipment Group "X"

Ornament
Extra Tire and Tube

GROUP PRICE.....\$45.00 31.50

Additional charge for 6 wheels and fenderwells..\$90.00 63.00

7.50-16 Royal or Firestone 6-ply black sidewall tires are standard equipment

Additional charge for white sidewall tires.\$5.50 per tire

Commercial Car Upholstery Options

Brown Bedford Cord.....	13 T	136
Brown Plain Cloth.....	14 T	136
Brown Basketweave.....	16 T	136
Gray Bedford Cord.....	18 T	136
Gray Basketweave.....	20 T	136
Tan Bedford Cord.....	22 T	136

Trunk Rack

Folding trunk rack for Commercial Cars without built-in trunks and Series 75, 85 Sedan and Imperial body types without built-in trunks.....\$50.00 35.00

1936.

Fleetwood Color Options

Comb. No.

★Black.....	30
Classic Blue.....	31
Marshall Maroon.....	32
Thessalon Green.....	33
Cannon Smoke.....	34
Tunis Blue.....	35
Klamath Green.....	36
Clio Brown, Dk.....	37
Pomerang Brown.....	38
★Vincennes Red or Gretna Green wheels optional upon request.	

Fleetwood Upholstery Options

Closed Bodies

Brown Pattern Cloth.....	Wiese 4717
Brown Bedford Cord.....	Wiese 4718
Brown Plain Cloth.....	Wiese 4719
Gray Pattern Cloth.....	Wiese 4720
Gray Bedford Cord.....	Wiese 4721
Gray Plain Cloth.....	Wiese 4722
Tan Plain Cloth.....	Wiese 4723
Blue Gray Figure Cloth.....	Wiese 4724

Convertible Bodies

Black Leather.....	E. O. 814
Tan Leather.....	E. O. 815
Green Leather.....	E. O. 816
Gray Leather.....	E. O. 817
Brown Bedford Cord.....	Wiese 4718
Gray Bedford Cord.....	Wiese 4721

COLOR COMBINATIONS

Lacquers are not carried in stock. The factory will secure and ship as quickly as possible any standard colors not available locally, but cannot guarantee the color to be an exact match of that on the car, as all colors may change slightly due to climatic conditions and exposure to the weather.

Series 35-50

BODY AND SHEET METAL

x Comb. Code No.	Color Name	Color No.	Mfg.
75	Black	2462048	Dupont
76	Admiral Blue	24650534	Dupont
77	Richmond Maroon	24451793	Dupont
78	Meadow Grass Green	24650745	Dupont
79	Shirley Green	24650662	Dupont
80	Canyon Gray	24651788	Dupont
81	Purvis Gray	24650989	Dupont
82	Canton Blue	24650661	Dupont
83	Diana Cream	24651466	Dupont
84	Samerkand Gray	2446224	Dupont
85	Army Blue	24650469	Dupont
86	Regal Maroon	24450721	Dupont

WHEELS

Color Name	Matching Color No.
Black	
Vincennes Red	20527
Ski Green	020308
Admiral Blue	24650534
Romany Red	20525
Kildare Green—Dark	24650723
Scarab Green	24650537
Indiana Gray	20157
Como Blue	24650876
Marquis Blue	943219
Diana Cream	24651466
Ski Green	020308
Vincennes Red	20527
Eton Blue	24650634
Romany Red Dulux	20525

Series 36-50

87	Black	2462048	Dupont
88	Corinthian Maroon	2446789	Dupont
89	Ridge Green	24651956	Dupont
90	Phantom Metallic	20251576	Dupont
91	Nahkoda Blue	24650679	Dupont
92	Rain Green	2464931	Dupont
93	Carlisle Beige Light	2466828	Dupont
94	Dusty Grey	24651073	Dupont
95	Colonial Cream	24650974	Dupont
96	Admiral Blue	24650534	Dupont
97	Antelope Metallic	20251574	Dupont
98	Vineyard Green Metallic	20252209	Dupont

Black	
Vincennes Red	20527
Gretna Green	24650784
Cartaret Red	24550852
Gretna Green	24650784
Phantom Metallic	20251576
Nahkoda Blue	24650679
Rain Green	2464931
Moon Mist	24650988
Dusty Grey	24651073
Colonial Cream	24650794
Admiral Blue	24650534
Antelope Metallic	20251574
Vineyard Green Metallic	20252209

Series 36-60

1	Black	2462048	Dupont
2	Regent Maroon	24450721	Dupont
3	Dartmouth Green	24650467	Dupont
4	Cannon Smoke	2463337	Dupont
5	Tunis Blue	24651995	Dupont
6	Scarab Green	24650537	Dupont
7	Arno Blue	2466548	Dupont
8	Pomerang Brown	24651997	Dupont
9	Classic Blue	2465673	Dupont
10	Harlequin Metallic	20251964	Dupont
11	Clipper Blue Metallic	20251629	Dupont

Black	
Vincennes Red	20527
Gretna Green	24650784
Cartaret Red	24450852
Scarab Green	24650537
Vincennes Red	20527
Tunis Blue	24651995
Scarab Green	24650537
Arno Blue	2466548
Arno Blue	2466548
Classic Blue	2465673
Harlequin Metallic	20251964
Clipper Blue Metallic	20251629

Series 36-70, 75, 80, 85

80	Black	20488	R & M
81	Classic Blue	22290	R & M
82	Marshall Maroon	20693	R & M
83	Thessalon Green	23967	R & M
84	Cannon Smoke	21151	R & M
85	Tunis Blue	20230	R & M
86	Klamath Green	23468	R & M
87	Clio Brown—Dark	28878	R & M
88	Pomerang Brown	28941	R & M
89	Lochinvar Gray Iridescent	P.S.103	R & M

Black	
Vincennes Red	20527
Gretna Green	24650784
Classic Blue	22290
Cartaret Red	24450852
Scarab Green	24650537
Vincennes Red	20527
Tunis Blue	20230
Scarab Green	24650537
Lamar Tan	28937
Arno Blue	2466548
Vincennes Red	20527

x Code Comb. No. will be found on Body Plate on dash.

UPHOLSTERY CHART NO. 2

Series 35-50, 36-50, 60, 70, 75, 80, 85, 90

Upholstery used on Cushions and Back Rests only - except where bodies are trimmed the same throughout.

Code No.	Description	Trim No.	Part No.	Side Wall Material		Headlining Material	
				Trim No.	Part No.	Trim No.	Part No.
9	Black Leather	1T1336	4066943	1T1336	4066943		
10	Tan Leather	2T1336	4066968	2T1336	4066968		
11	Blue-Gray Leather	4T1336	4066948	4T1336	4066948		
12	Green Leather	5T1336	4068668	5T1336	4068668		
13	Brown Bedford	13T136 or W4725	4065033	15T136	4065039	17T136	4065043
14	Brown Plain Cloth	14T136 or W4726	4065034	15T136	4065039	17T136	4065043
16	Brown Basket Weave	16T136 or W4727	4065035	16T136	4065035	17T136	4065043
17	Taupe Plush	37T136	4066988	37T136	4066988	38T136	4066989
18	Gray Bedford	18T136 or W4729	4065036	19T136	4065040	21T136	4065044
19	Brown Bedford	19T134 or W4556	4046366	15T136	4065039	4T134	4045764
20	Gray Basket Weave	20T136 or W4731	4065037	20T136	4065037	21T136	4065044
21	Brown Figured Cloth	21T135 or W4645	4059488	21T135	4059488	22T136	4059489
22	Light Tan Bedford	22T136 or W4733	4065038	23T136	4065042	24T136	4065045
23	Gray Figured Cloth	23T135 or W4657	4059497	23T135	4059497	24T136	4059498
24	Gray Bedford	20T134 or W4557	4046367	7T134	4045787	24T136	4059498
25	Tan Bedford	37T134 or W4572	4046368	38T134	4045789	39T134	4045792
50	Tan Broadcloth	63T134 or W4594	4046364	63T134	4046364	34T135	4063421
51	Gray Broadcloth	65T134 or W4585	4046366	65T134	4046366	35T135	4063422
52	Tan Bedford	69T134 or W4611	4049301	63T134	4046364	34T135	4063421
53	Gray Bedford	70T134 or W4612	4049302	65T134	4046366	35T135	4063422
70	Black Leather	6T1336	4068669	6T1336	4068669		
71	Tan Leather	7T1336	4068670	7T1336	4068670		
72	Tan Bedford	72T136	4068687	73T136	4068688	74T136	4068689
73	Tan Broadcloth	73T136	4068688	73T136	4068688	74T136	4068689
74	Black Leather	1T1336	4066943	1T1336	4066943		
75	Gray Bedford	75T136	4068690	76T136	4068691	77T136	4068692
76	Gray Broadcloth	76T136	4068691	76T136	4068691	77T136	4068692
77	Taupe Plush	37T136	4066988	37T136	4066988	38T136	4066989
78	Bluish Tan Broadcloth	78T136	4068693	78T136	4068693	79T136	4068694
	Brown Pattern Cloth	1T136 or W4717	4068675	1T136	4068675	4T136	4068678
	Brown Bedford	2T136 or W4718	4068676	3T136	4068677	4T136	4068678
	Brown Plain Cloth	3T136 or W4719	4068677	3T136	4068677	4T136	4068678
	Gray Pattern Cloth	5T136 or W4720	4068679	5T136	4068679	8T136	4068682
	Gray Bedford	6T136 or W4721	4068680	7T136	4068681	8T136	4068682
	Gray Plain Cloth	7T136 or W4722	4068681	7T136	4068681	8T136	4068682
	Tan Plain Cloth	9T136 or W4723	4068683	9T136	4068683	10T136	4068684
	Blue-Gray Figured Cloth	11T136 or W4724	4068685	11T136	4068685	12T136	4068686
	Black Leather	13T1336 or E0.814	4068671	13T1336	4068671		
	Tan Leather	14T1336 or E0.915	4068672	14T1336	4068672		
	Gray Leather	15T1336 or E0.917	4068673	15T1336	4068673		
	Green Leather	16T1336 or E0.816	4068674	16T1336	4068674		
	Brown Bedford	40T134 or W4540	4046376	41T134	4046377	41T134	4046377
	Gray Figured Cloth	46T134 or W4537	4046382	46T134	4046382	12T136	4068686

Cadillac-La Salle Master Body Parts List UPHOLSTERY Carpets, Seats, Cushions B4.0000

UPHOLSTERY CHART NO. 2 (Continued)

Series 35-50, 36-50, 60, 70, 75, 80, 85, 90

Upholstery used on Cushions and Back Rests only - except where bodies are trimmed the same throughout.

				Side Wall Material		Headlining Material	
<u>Code</u>	<u>Description</u>	<u>Trim No.</u>	<u>Part No.</u>	<u>Trim No.</u>	<u>Part No.</u>	<u>Trim No.</u>	<u>Part No.</u>
<u>No.</u>							
	Gray Vogue Cloth.	49T134	or W4307.....4026545	7T136.....4068681		7T136.....4068681	
	Gray Plain Cloth.	51T134	or W4310.....4026548	51T134.....4026548		52T134.....4049261	
	Brown Vogue Cloth.	55T134	or W4306.....4026543	3T136.....4068677		3T136.....4068677	
	Brown Plain Cloth.	57T134	or W4308.....4026546	57T134.....4026546		58T134.....4049272	
	Tan Plain Cloth.	61T134	or W4571.....4049275	61T134.....4049275		62T134.....4049276	
	Gray Plush.	63T136.....4071089		63T136.....4071089		21T136.....4065044	
	Gray Plush.	63T136.....4071089		63T136.....4071089		8T136.....4068682	