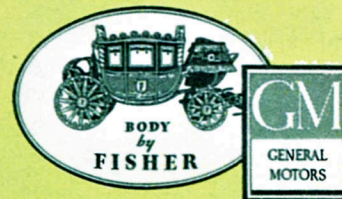


THE  
*Fitting Crown*  
 FOR THE KING OF CARS



THE ROYAL FAMILY OF MOTORDOM is the revealing phrase used to describe the new Cadillac, La Salle and Cadillac-Fleetwood lines for 1936. Illustrated here is the new Cadillac V-8 Sedan—graced, of course, by a solid steel "Turret Top" Body by Fisher

HERE IS PICTURED THE NEW CADILLAC—handsomest version of "The Standard of the World" that the public has ever seen.

Crowning its majestic elegance and excellence now, as is fitting, is the solid steel "Turret Top" Body by Fisher.

That alone, almost as much as this great car's proud emblem, marks the new Cadillac as the last word in luxurious comfort, utmost safety and modern style.

The instant sweep to popularity of the solid steel "Turret Top" Body by Fisher is based on sound reasons of beauty, safety and utility.

Its smooth uncluttered contours enable smarter streamline

styling, its arching roof of seamless steel affords greater safety, its sturdy unity of roof and body panels stiffens and reinforces the whole car assembly, and scientific insulation makes the "Turret Top" body cooler in summer and warmer in winter.

Not to have the "Turret Top" on the new car you buy is to deny yourself these important advantages\*—so it pays to remember that, like Body by Fisher, it is found *only* on General Motors cars.

\*An important additional advantage is Fisher pioneered and perfected No Draft Ventilation. This is an exclusive feature found only in cars with Body by Fisher—an improvement that has added to the health and comfort of millions of motorists

*The Solid Steel "TURRET TOP" Body by Fisher*  
\*Registered

ON GENERAL MOTORS CARS ONLY: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • LA SALLE • CADILLAC