

CADILLAC PRESENTS

THE 1936 SERIES OF

*the Royal Family of Motordom*

*a New CADILLAC · a New LA SALLE*

*a New Cadillac FLEETWOOD*



*Illustrated above is the front-end ensemble of the new Cadillac-Fleetwood—indicative of the beautiful appearance of all the members of the 1936 series of the Royal Family of Motordom. Cadillac has consistently held that the appearance of a fine car should not only be distinctive and unusual—but that its individuality should be achieved by setting a new style and creating a new vogue. In the new 1936 models of the Royal Family of Motordom, this viewpoint finds its finest expression. At one and the same time, they are becomingly beautiful and delightfully different.*