





Cadillac

FLEETWOOD

V8 • V12 • V16

FROM THE ROYAL FAMILY OF MOTORDOM

V·8

CADILLAC • FLEETWOOD SERIES 70 • Engine: Eight cylinders with 346 cubic inch displacement, developing 135 horsepower at 3400 r.p.m. Ninety-degree V-type. Offered in four body styles on 131-inch wheelbase.

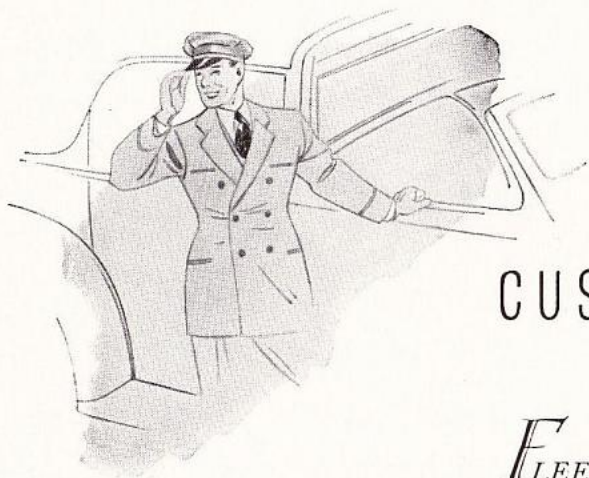
CADILLAC • FLEETWOOD SERIES 75 • Engine: Eight cylinders with 346 cubic inch displacement, developing 135 horsepower at 3100 r.p.m. Ninety-degree V-type. Offered in seven body styles on 138-inch wheelbase.

V·12

CADILLAC • FLEETWOOD SERIES 85 • Engine: Twelve cylinders with 368 cubic inch displacement, developing 150 horsepower at 3600 r.p.m. Offered in seven body styles on 138-inch wheelbase.

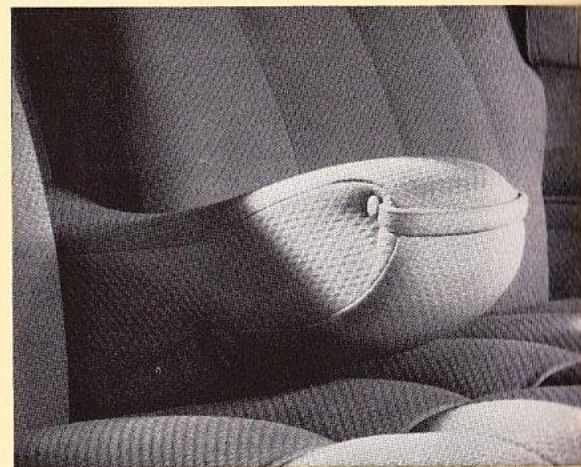
V·16

CADILLAC • FLEETWOOD SERIES 90 • Engine: Sixteen cylinders with 452 cubic inch displacement, developing 185 horsepower at 3800 r.p.m. Available in established body styles on 154-inch wheelbase. Special custom-built specifications on request.

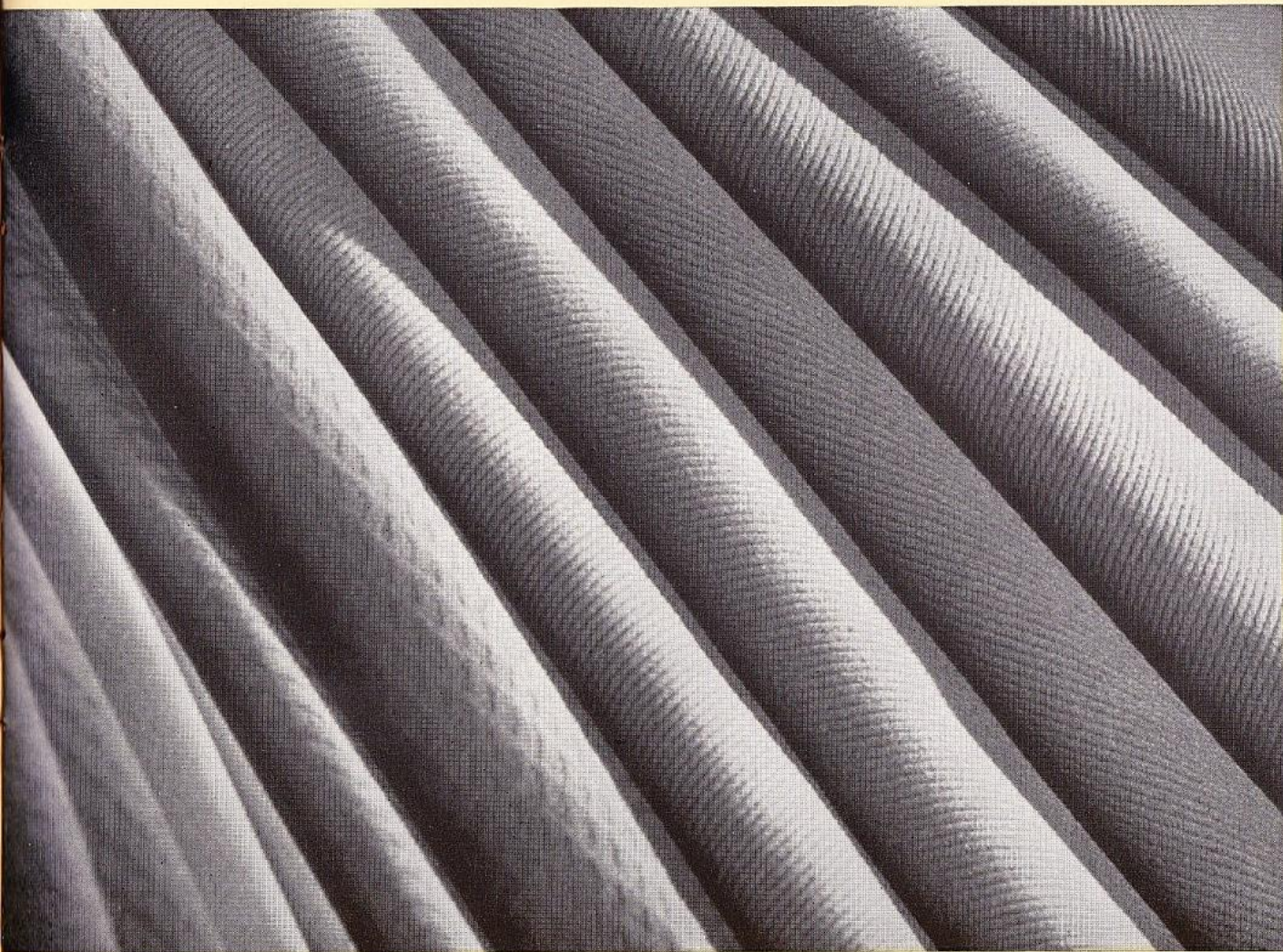


CUSTOM COACHCRAFT..

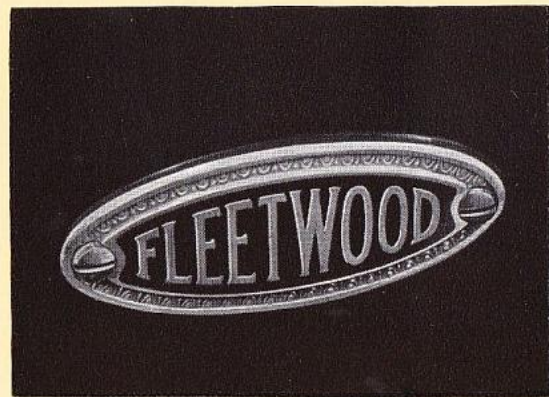
*F*LEETWOOD created its first custom bodies for motor cars in 1911—and its success was immediate. By 1926, Fleetwood had become the world's foremost builder of custom bodies. Cadillac, of course, was the acknowledged leader in the fine car field. Therefore, an alliance of these two great names became inevitable. As a result, Cadillac has long enjoyed the exclusive advantage of coachcraft by Fleetwood—and Fleetwood, in turn, has the resources and equipment so vitally necessary in building modern custom bodies. This association has virtually preserved the life of fine custom coachcraft. Otherwise, bodies comparable to the 1937 Fleetwood creations could not be offered except at prohibitive prices.



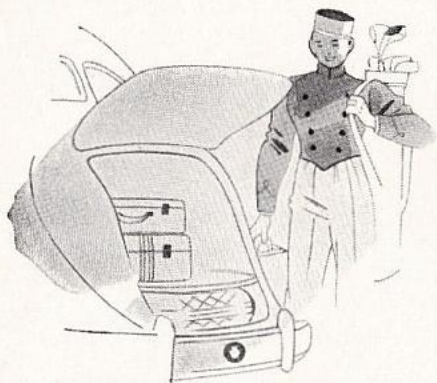
Close inspection of Fleetwood coachcraft reveals the perfection of its detail. Out of a thousand skilled workmen, only a few could meet the high standard set for Fleetwood craftsmanship.



Fabrics for Cadillac-Fleetwood upholstery are the finest that can be obtained. For closed bodies, the color selection includes tan, brown, and gray—offered in Bedford Cord, Vogue weave broadcloth of exclusive Fleetwood design, or plain cloth. Convertible bodies may be had in gray or brown Bedford Cord, or a choice of tan, gray, green or black leather.



Fleetwood coachcraft is identified by this emblem—hallmark of the only source of custom bodies that are completely modern in every respect.

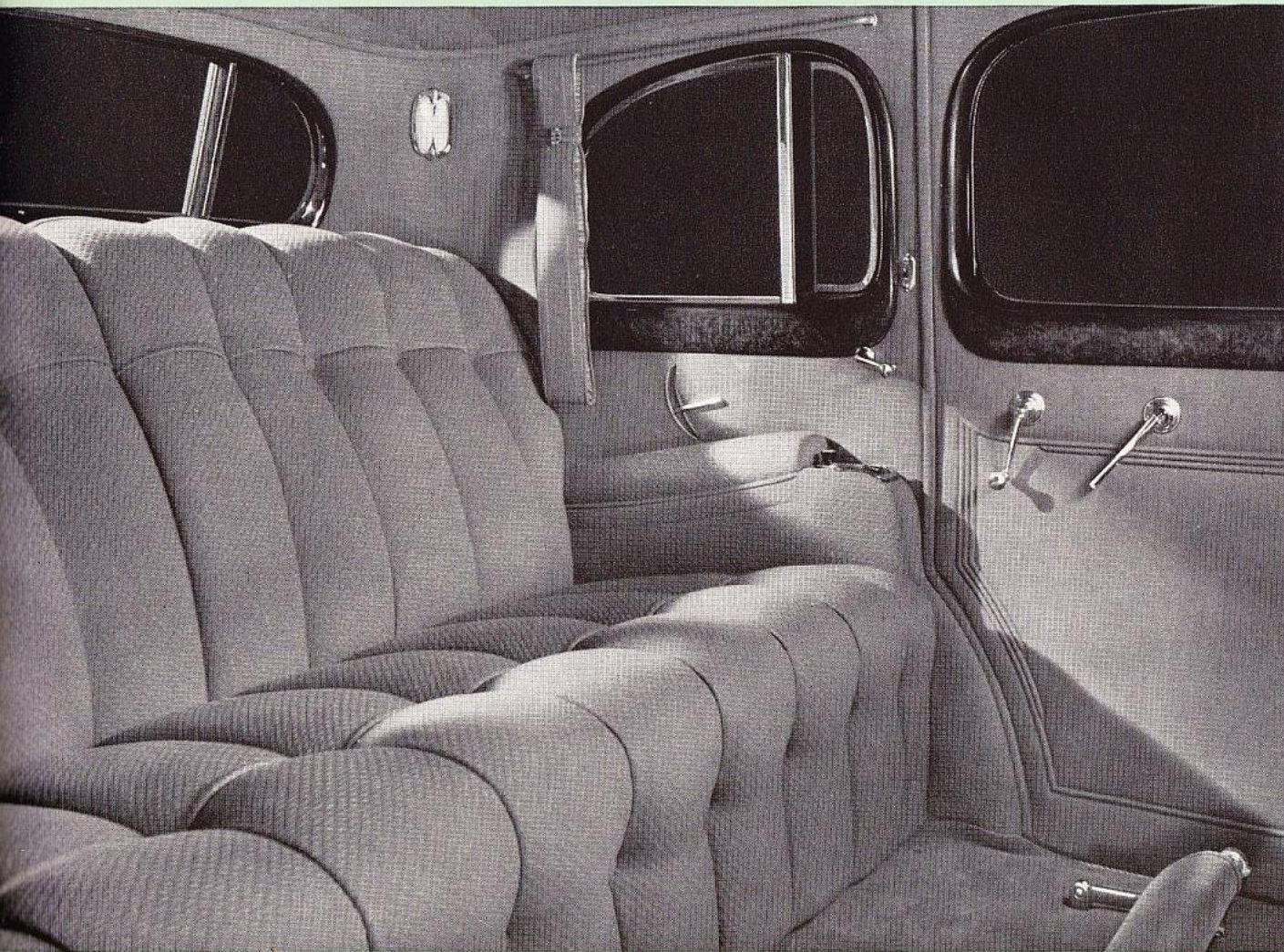


LUXURY . . .

ALTHOUGH Fleetwood designers are sometimes commissioned to create custom cars ranging up to \$15,000 in value, they find it difficult to increase the basic luxury of Fleetwood design. Such highly customized creations can be made more *original* in design; but it is impossible to add much to Fleetwood's regular excellence. Uninterrupted experience for twenty-five years, intimate knowledge of European motor car salons, thousands of personal consultations with owners desiring the finest coachcraft regardless of expense—this is the background which enables Fleetwood to provide luxury of universal appeal. And Fleetwood coachcraft is all the more satisfying because its luxury is in faultless good taste.



Occupants of Fleetwood custom bodies may enjoy all-weather ventilation to any degree desired without disturbing drafts. This is made possible by a feature indispensable to any truly modern car—Fisher No-Draft Ventilation.



Deep, roomy Cadillac-Fleetwood compartments eliminate the need of storing luggage inside the car. Built-in weather-proofed compartments, with capacities up to 21.4 cubic feet, are available.

Cadillac-Fleetwood interiors speak for themselves with perfect tailoring and appointments. Almost any personal preference in materials, equipment and auxiliary seating arrangements may be met in the wide selection of body types.

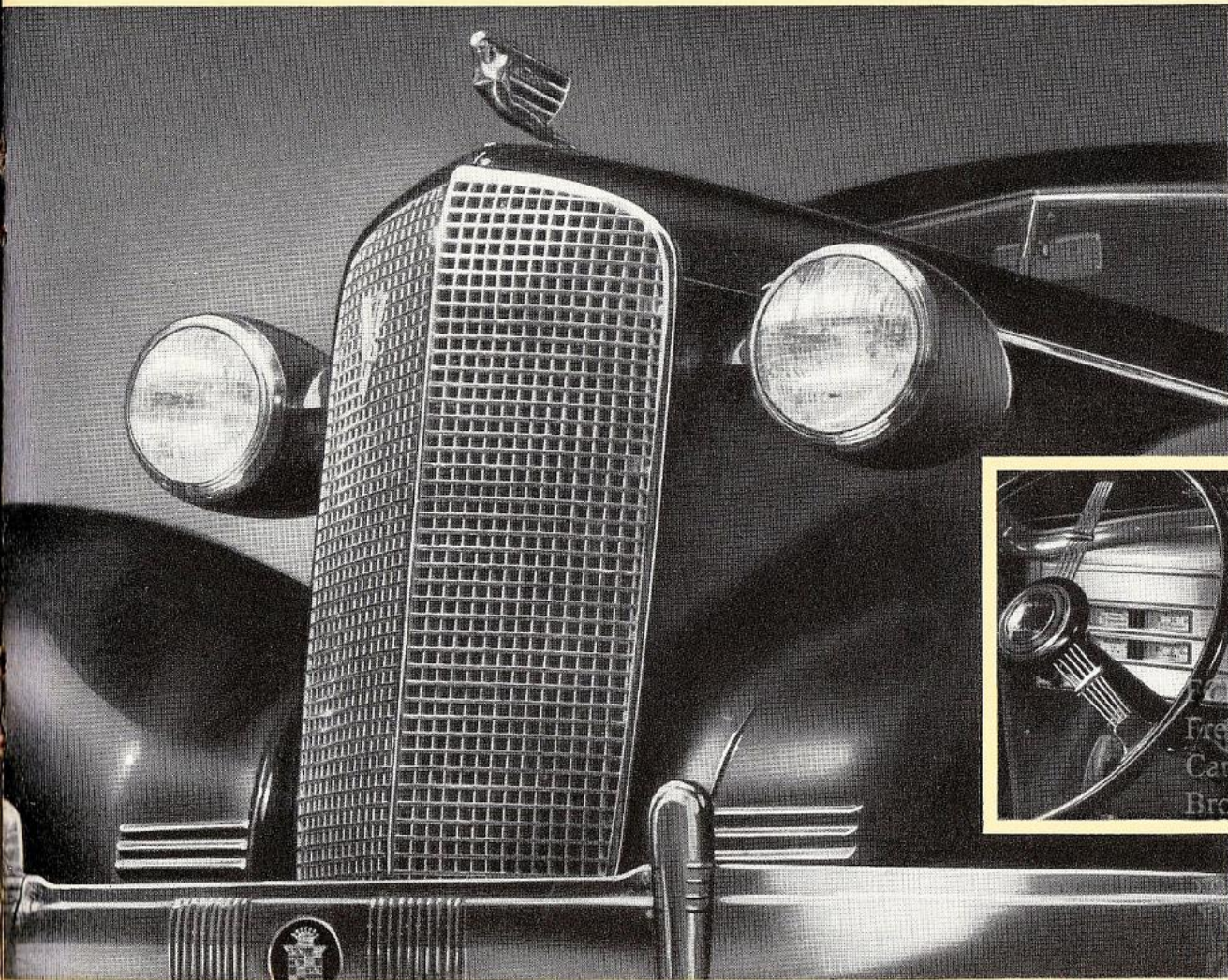


BEAUTY...

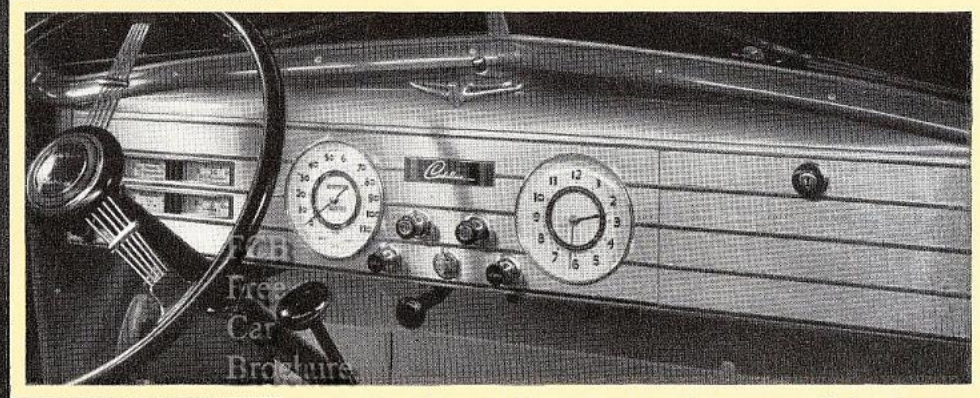
*C*OMPARISON of the 1937 Cadillac-Fleetwoods with those of the past decade reveals a steady approach to the ideal in beautiful motor cars. And it is out of this constant improvement in appearance that comes Cadillac-Fleetwood's leadership. Distinctive smartness can be achieved only by an evolution in appearance which matches the improvements in mechanical structure. Obviously, it would be much easier—and much less expensive—for Cadillac and Fleetwood to disregard new trends in exterior design. But it is a constant source of satisfaction to Cadillac-Fleetwood owners to know that their cars are not only admired for their beauty—but that they accurately forecast the future in motor car design.



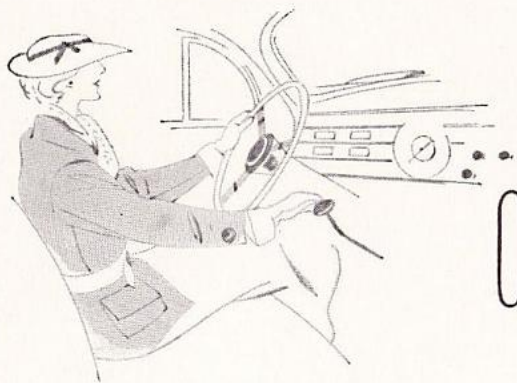
Cadillac-Fleetwood beauty is a result of gracefully curved and harmonizing lines—the fundamentals upon which correct streamline design must be based.



Cadillac-Fleetwood beauty delights the eye. Its individuality and distinction stimulate pride of ownership—a consideration too important to overlook in the purchase of a fine motor car.

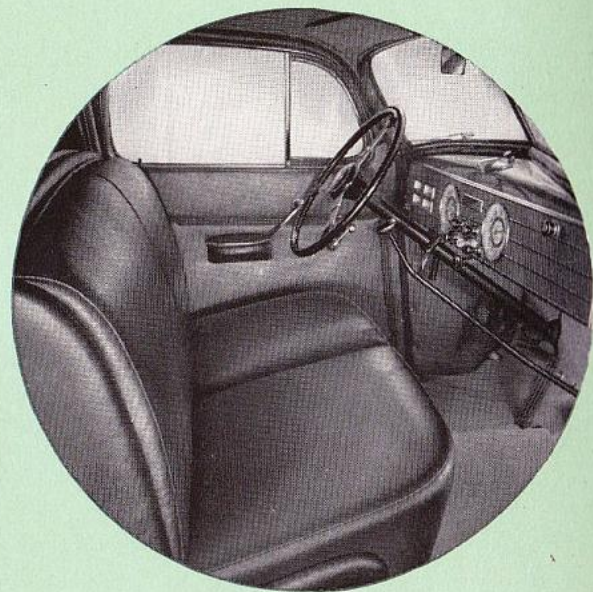


Cadillac-Fleetwood instrument panels are unusually handsome—with a built-in glove compartment and ash tray. Provision is made for installation of radio controls within easy reach of the driver.

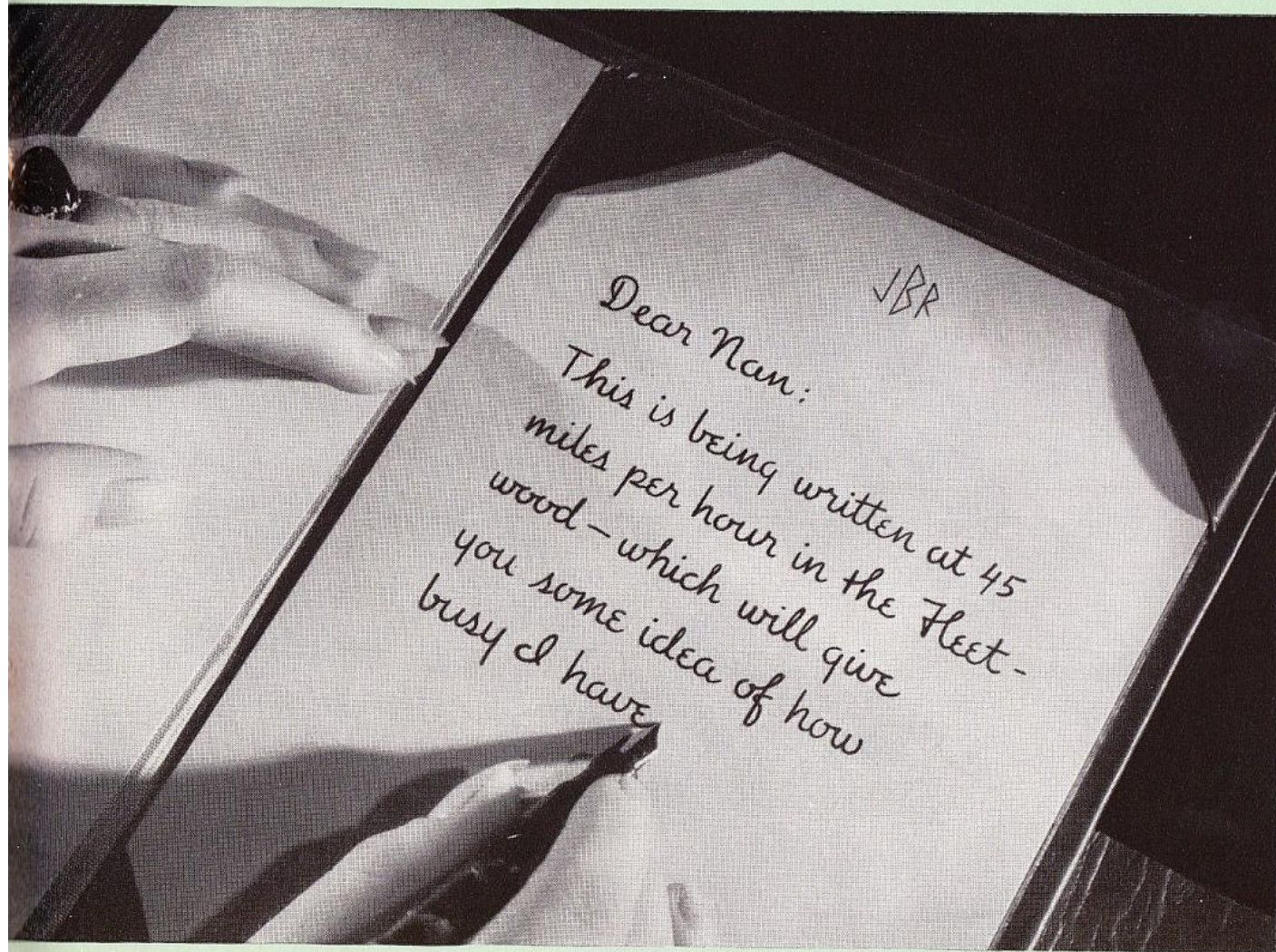


C O M F O R T . . .

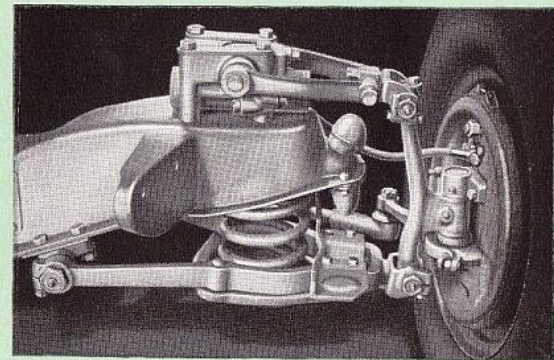
*Y*EARS AGO, Cadillac engineers foresaw that a smooth boulevard ride could never be achieved by size or weight alone. Their experiments with independently-sprung front wheels left no doubt that correct springing was the proper answer. When the principle now known as Knee-Action was introduced on the Cadillac chassis, it was a completely developed feature. It had been perfected by several lifetimes of actual service at the General Motors Proving Ground. Without this feature, any coachwork that could be produced would leave much to be desired from the standpoint of comfort. But with Knee-Action, it is safe to say that Cadillac-Fleetwood provides riding comfort that is unequalled anywhere.



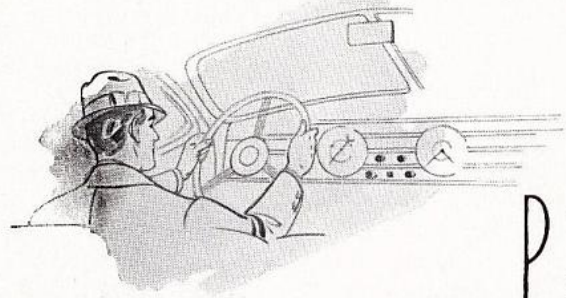
Many Cadillac-Fleetwood body types are offered with an imperial division between the front and rear compartments. For front compartments in exclusively chauffeur-driven cars, a soft down cushion Black Leather is available.



The gentle riding action of any Cadillac-Fleetwood is astonishing to anyone who has never experienced the results of Knee-Action before. The advantages of this feature are just as noticeable on the average city street as on a rough stretch of pavement.

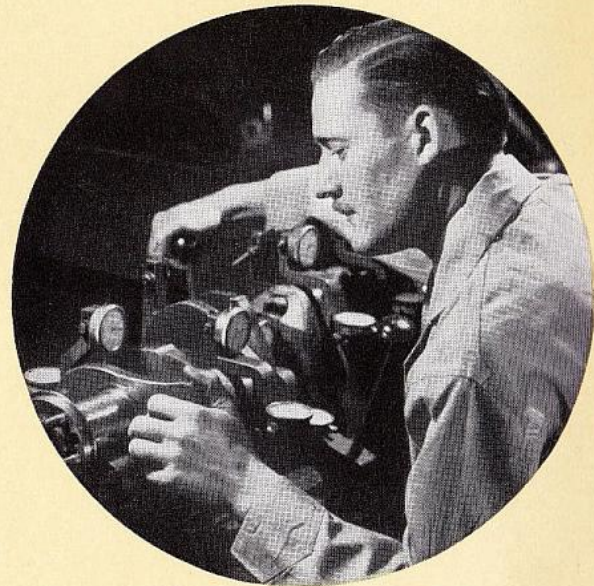


Although the Knee-Action units are located at the front wheels of the car, the improvement in riding comfort is most noticeable in the rear seat. The front suspension and rear springs are matched for a soft, balanced riding action.

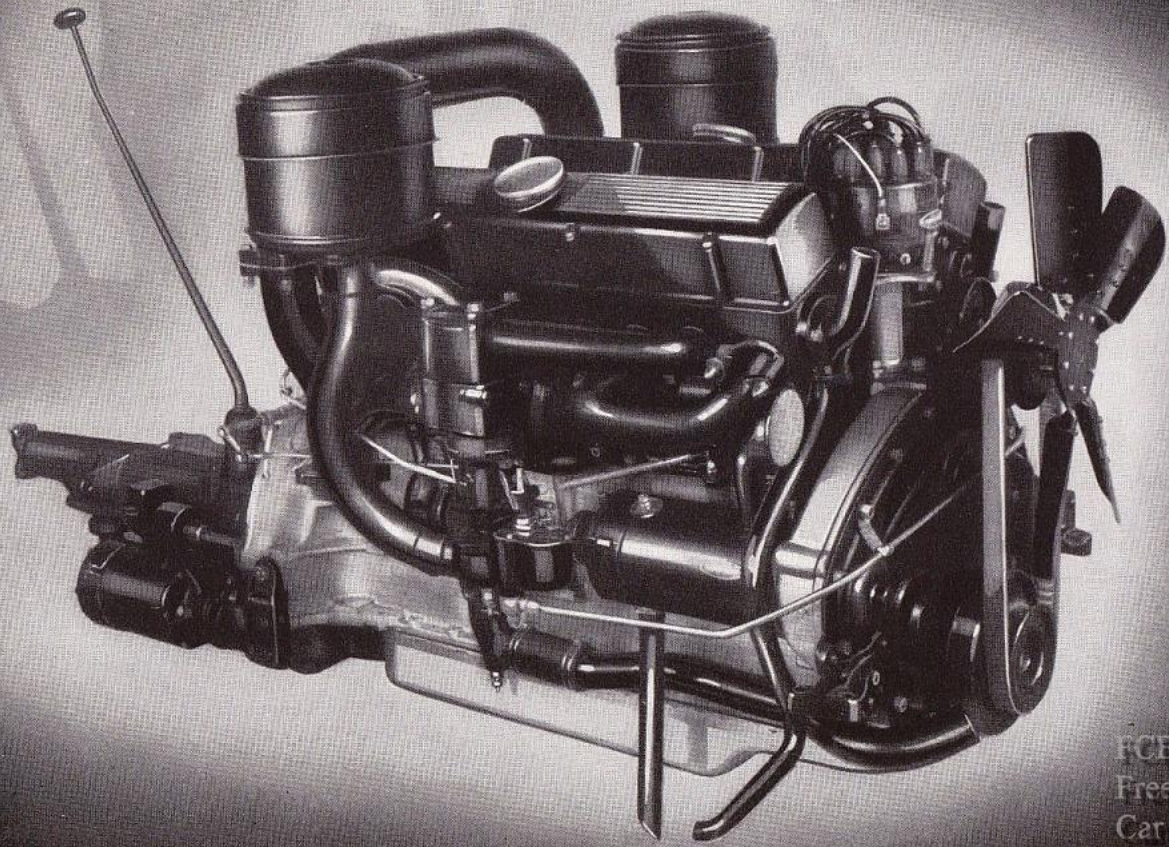


P E R F O R M A N C E . .

*E*NGINES in the Cadillac-Fleetwood Series 70, 75, 85 and 90 are capable of extraordinary performance. But the superiority of these V-type engines, as Cadillac builds them, cannot be fully expressed in terms of horsepower, speed or acceleration. Their smoothness . . . their freedom from vibration . . . their quietness . . . their long life—these are the virtues which Cadillac-Fleetwood owners continue to praise for year after year. In fact, passengers in these cars are not aware of the presence of an engine. They sense only a smooth, responsive flow of abundant power. Every mile furnishes proof anew that engineers at Cadillac, where the first of all V-type 8-cylinder engines was built, are masters of this type design.



Because of its short, compact strength, the crankshaft used in Cadillac V-type engines serves to eliminate vibration at its source. Nevertheless, each crankshaft and all rotating parts must pass the most critical tests known for balance at rest and in motion.

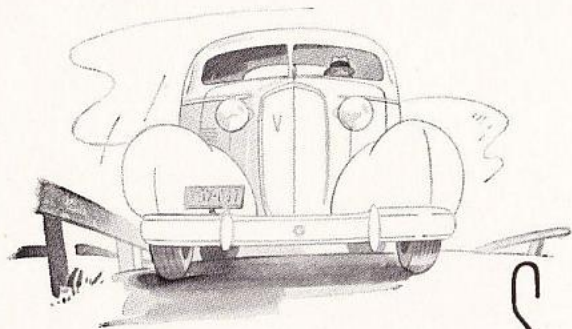


FCB
Free
Car
Brochure

The excellence of Cadillac-Fleetwood multi-cylinder engines arises from two factors—the basic advantage of the V-type design—plus the highest possible perfection in precision workmanship. The limits of accuracy in building Cadillac engines are, in many instances, more exacting than the standards used in making the finest watches.



Since Cadillac first perfected the clashless Syncro-Mesh transmission, this exclusive feature has added to the driving pleasure of all Cadillac owners. Today, in its greatly improved form, it is the quietest transmission known—unequaled for easy shifting.

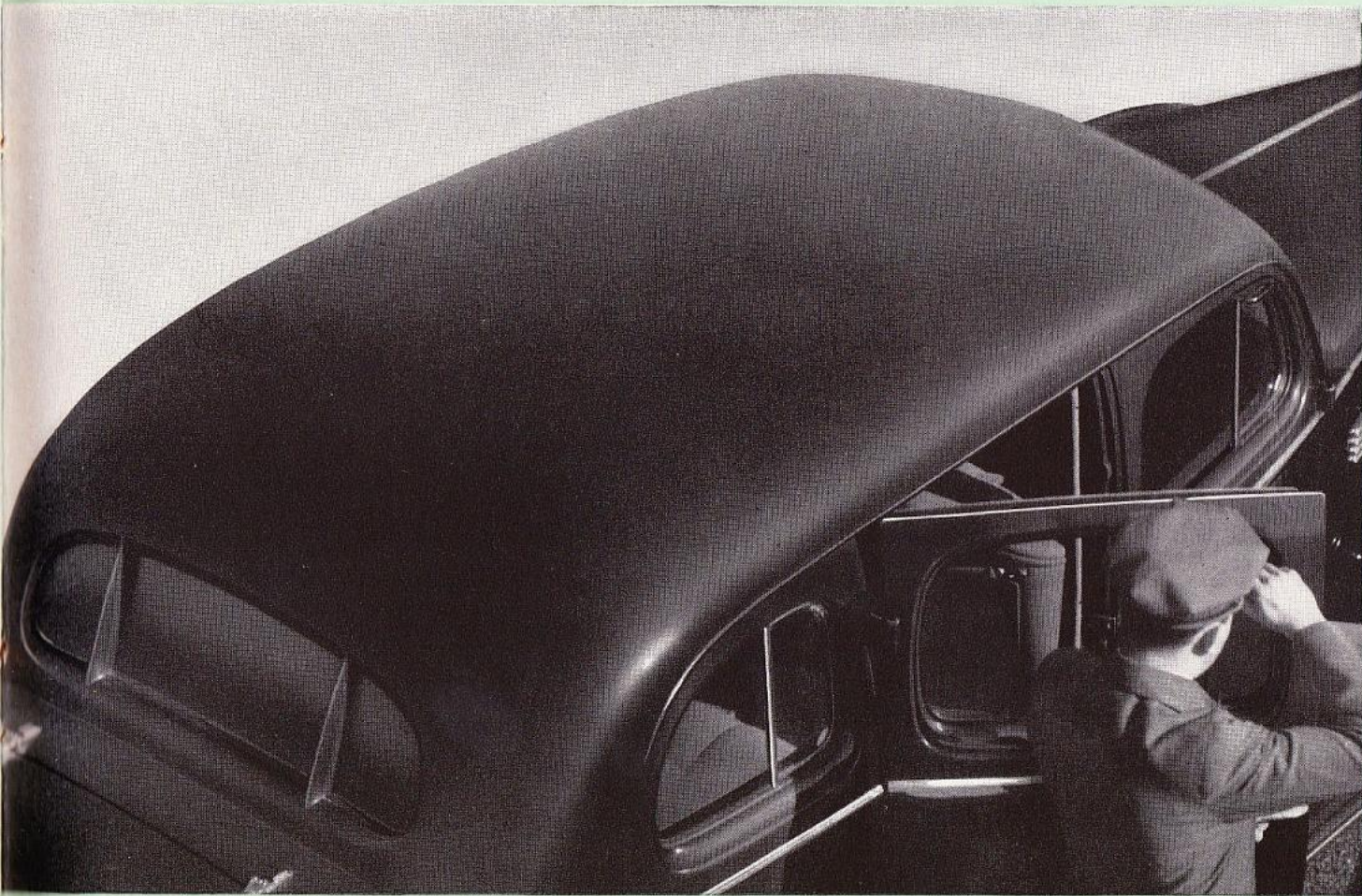


S A F E T Y . . .

*T*HE FIRST responsibility of Cadillac-Fleetwood engineers is the safety of those who ride in these cars. No other consideration matches it in importance. This policy dates back many years—to the day when Cadillac was the first manufacturer to equip its cars with electric starting—and to the day when Cadillac was the first manufacturer to protect its owners with Security Plate Glass. That is why Cadillac-Fleetwood provides every worth-while safety feature—and offers the only Unisteel custom bodies with built-in, solid steel Turret-Tops. As new safety features are developed, you will find them incorporated in the Cadillac-Fleetwoods, *regardless of cost*. For these must be the safest of all motor cars in every way.

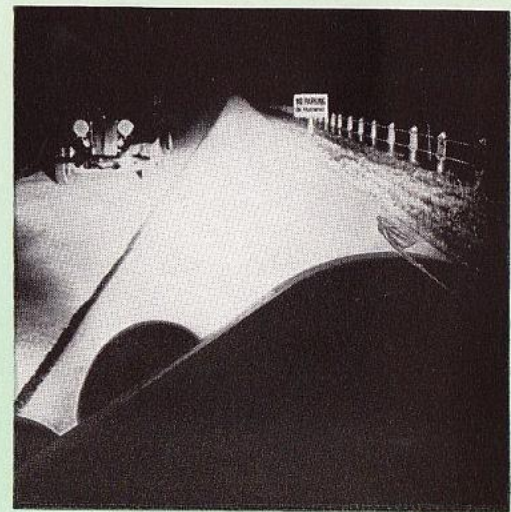


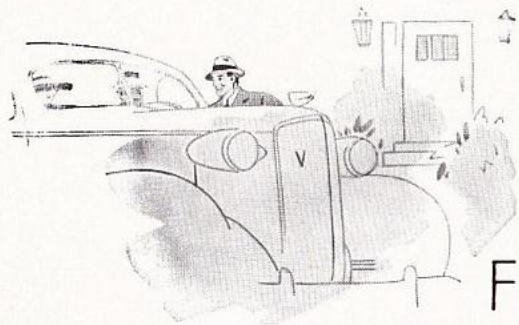
Cadillac-Fleetwood brakes are hydraulic. They are more than ample in braking area for the speed and weight of the car. Nothing more than toe pressure is needed to bring the car to a complete stop.



Cadillac-Fleetwood was the first of the fine car manufacturers to adopt the solid steel Turret-Top—one of the most expensive features of all time from a standpoint of special dies and stamping equipment. On the Cadillac-Fleetwood Town Car and Formal Sedan, which provide a leather-covered roof and rear quarters, the roof structure is solid steel.

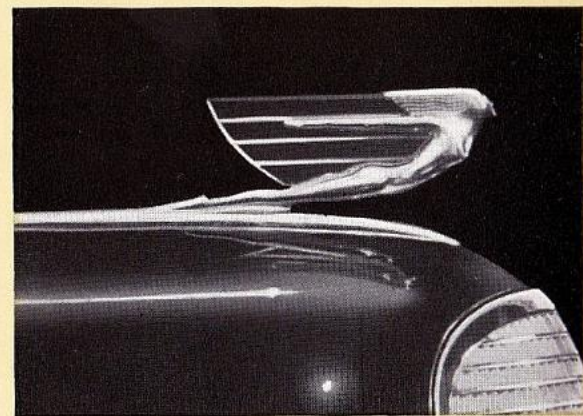
The lighting system provided by Cadillac-Fleetwood is of the most advanced type—designed for modern night driving conditions. It enables the driver to avoid the blinding of approaching drivers, while at the same time maintaining full road illumination for a safe distance ahead.



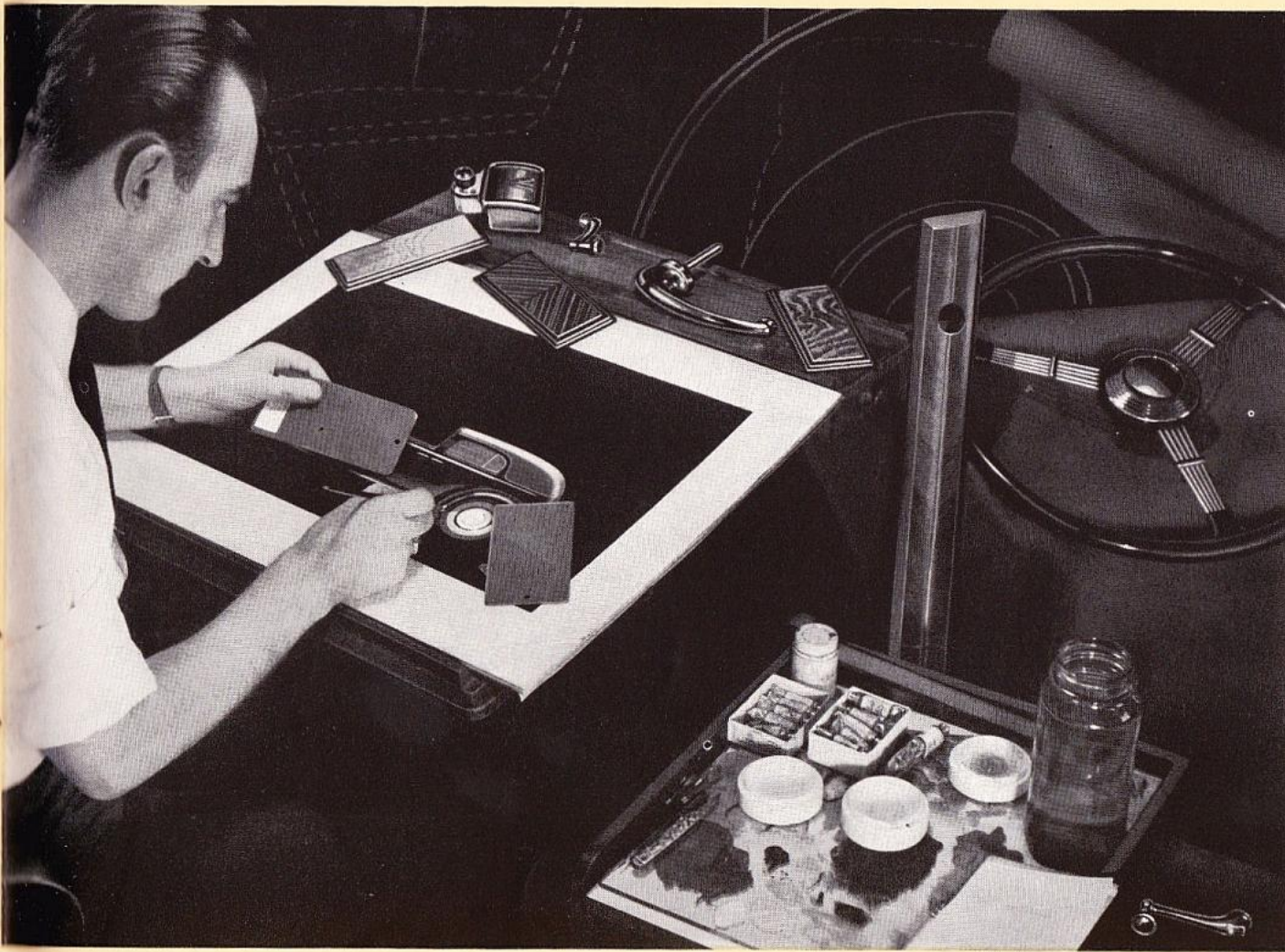


FLEETWOOD DISTINCTION

*S*UPPLEMENTING the established selection of Fleetwood bodies, as illustrated in the following portfolio, Fleetwood designers will create any type of individual body on special order. Inquiries in this connection should furnish as much detailed advance information as possible to expedite replies by the Fleetwood Custom Body Department. Suggestions of special body types normally in steady demand are available upon request. Exceptional facilities for designing, fabricating and finishing the most unusual body types assure immediate attention for special requirements. All work is completed in the Fleetwood plant, where Fleetwood craftsmen are entirely removed from any of the influences of volume production.



Not a single detail has been overlooked by Cadillac-Fleetwood designers in creating cars of distinctive appearance.



Fleetwood designers are prepared to originate any type of custom body desired. From their planning boards come not only the numerous established body types of widest appeal, but highly individualized creations representing investments up to \$15,000. They maintain a constant study of foreign and domestic salons, assuring coachcraft of authentic styling, based upon the most recent trends.

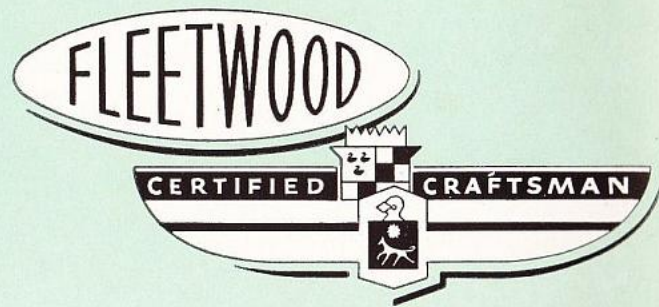


Fleetwood custom bodies are created and constructed in this modern six-story plant, enabling the designers to supervise every detail of the coachwork. The plant occupies a ground area of $17\frac{1}{2}$ acres, with 1,032,959 square feet of floor space.

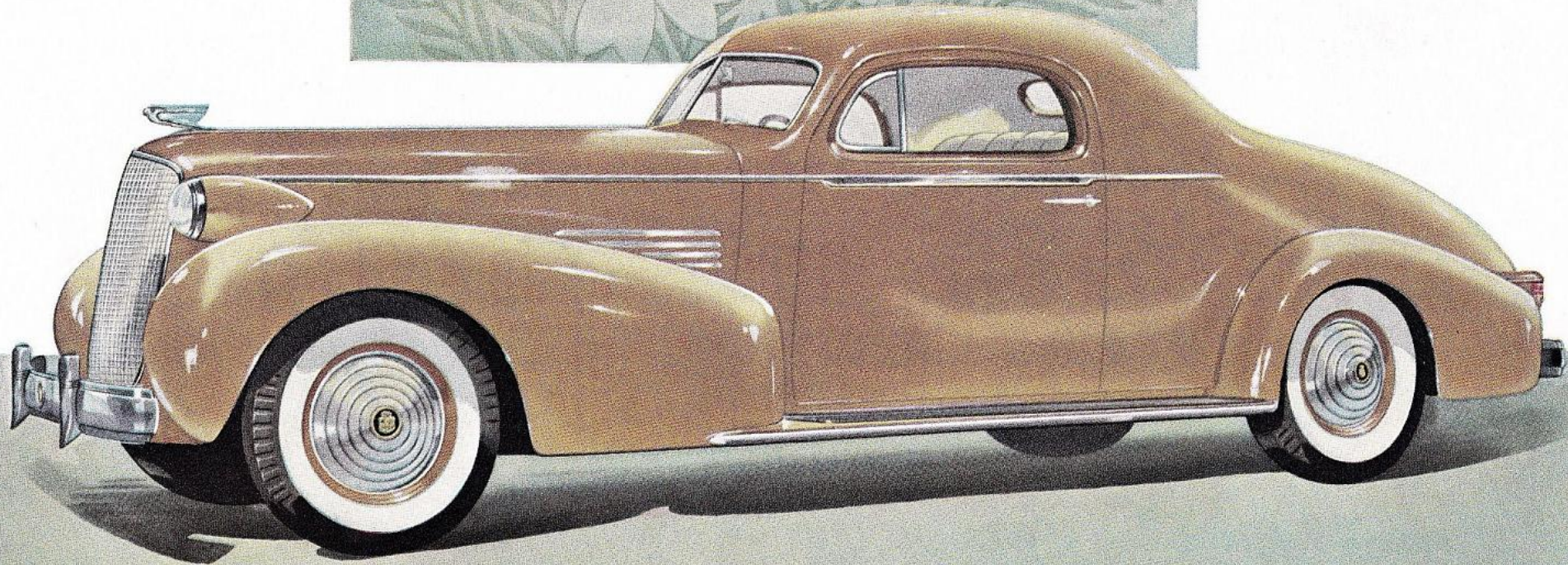


Economy . . .

*T*HE ECONOMY of Cadillac-Fleetwood ownership arises, in large part, from progressive designing. Because of advanced beauty and style, quality construction, and exclusive modern features, the Cadillac-Fleetwood owner is able to drive his car—with pride and comfort and safety—for an unusually long period of time. And he further enjoys, during the entire period of ownership, the remarkable economy of Cadillac-Fleetwood upkeep. Exceptionally high standards of maintenance work are assured by the Cadillac Certified Craftsman's League—and all service work can be purchased on contract at a price so low that it is actually a revelation. All in all, Cadillac-Fleetwood ownership costs *far* less than most people believe.



Two passenger Coupe



SERIES 70 • 131-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE



FLEETWOOD TWO-PASSENGER COUPE

WITH RUMBLE SEAT

Style 7057

Rear Quarters: Full metal back.

Rumble Seat: Located in rear deck, providing ample room for two passengers.

Interior Panels: Burl Walnut integral with Walnut garnish mouldings.

Smoking Equipment: Pass-around cigar lighter located in center of instrument board. Ash receiver located in top center instrument board.

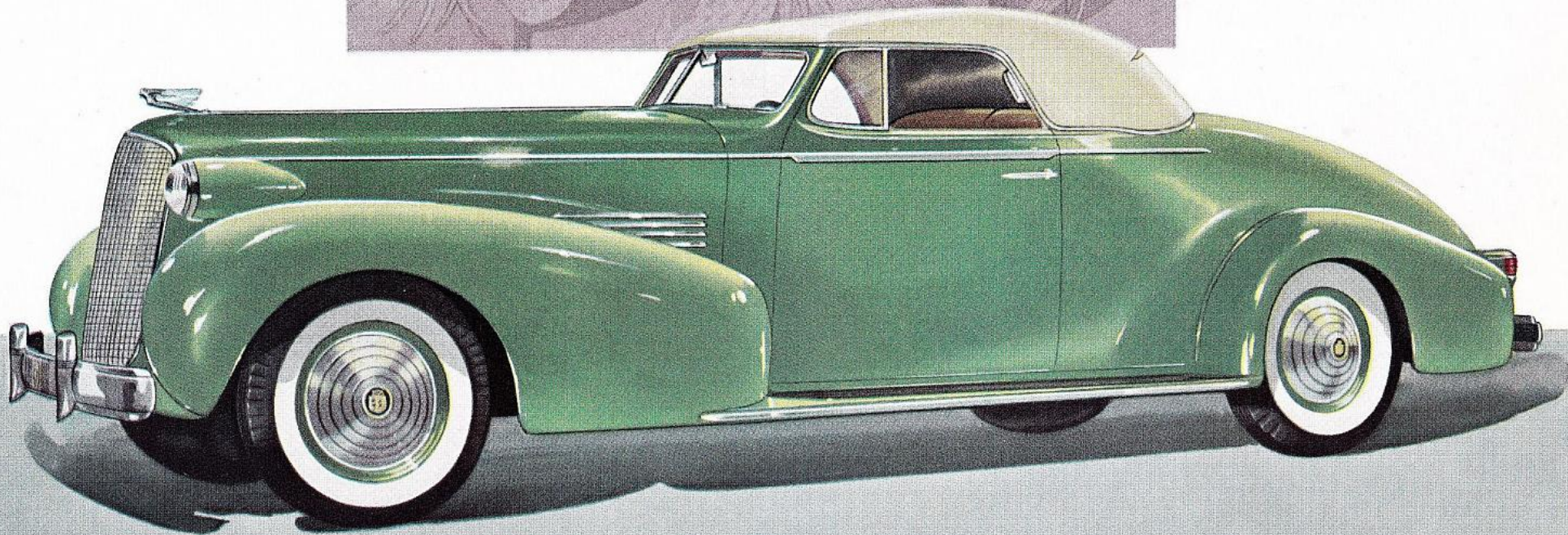
Lighting: Dome light manual control on right hand lock pillar.

Front Seat: Straight across with seat fully adjustable 4 inches with $\frac{3}{4}$ -inch rise, back only divided, seat backs swing forward allowing access to baggage compartment.

Windows: Doors are equipped with individually controlled ventilation feature. All windows Security Plate Glass.

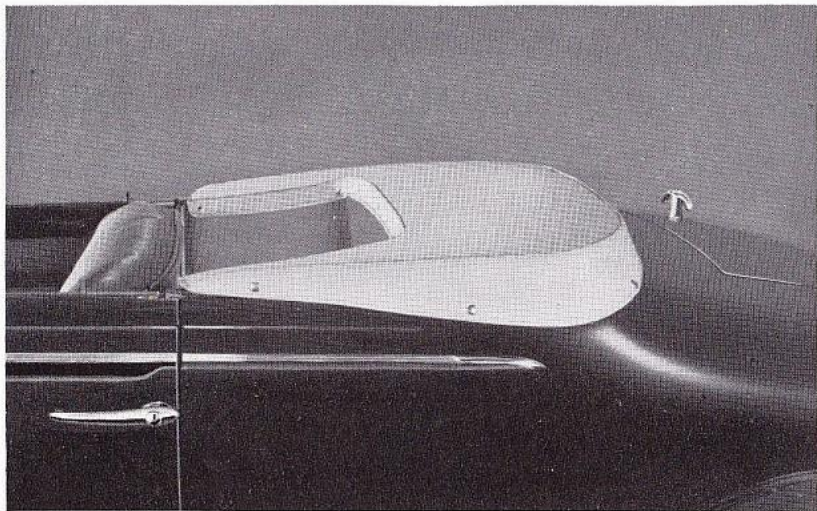
Equipment: Side arm rest on doors; silk curtain on back window; large luggage compartment behind front seat; single compartment behind and below deck of rumble seat compartment for spare wheel and tire; two interior sun visors, fully adjustable.

Convertible Coupe



SERIES 70 • 131-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE



FLEETWOOD CONVERTIBLE COUPE

WITH RUMBLE SEAT

Style 7067

Top and Rear Quarters: Burbank, fully collapsible, folding into special compartment fully concealed.

Front Seat: Straight across with seat fully adjustable 4 inches with $\frac{3}{4}$ -inch rise on seat cushion, back only divided, seat backs swing forward allowing access to baggage compartment.

Smoking Equipment: Pass-around cigar lighter located in center of instrument board, ash receiver located in top center instrument board.

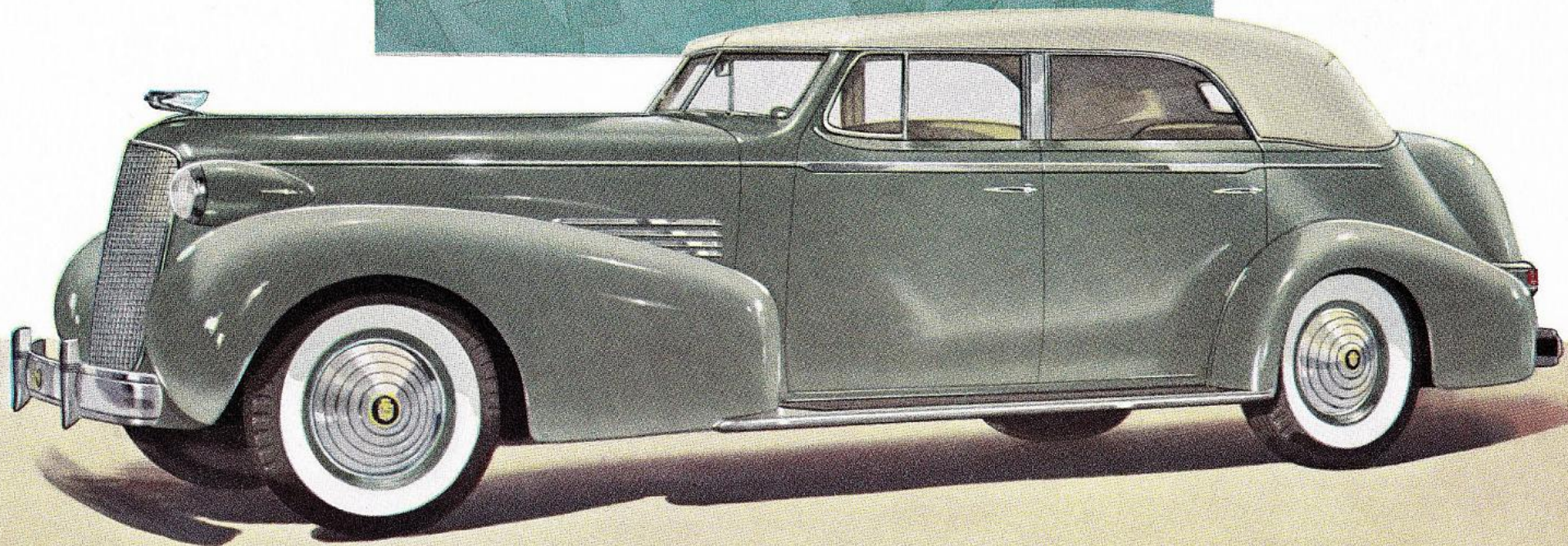
Interior Panels: Burl Walnut integral with Walnut garnish mouldings.

Windows: Doors are equipped with individually controlled ventilation feature. All windows Security Plate Glass.

Rumble Seat: Located in rear deck providing ample room for two passengers.

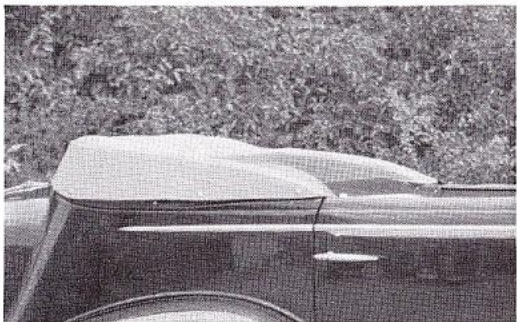
Equipment: Side arm rests on doors; large luggage compartment behind front seat; compartment with separate door behind and below rumble seat compartment for spare wheel and tire; two interior sun visors, adjustable; dust boot for top when folded.

Five passenger Convertible Sedan



SERIES 70 • 131-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE



FLEETWOOD
FIVE-PASSENGER CONVERTIBLE SEDAN

Style 7029

Top and Rear Quarters: Burbank, fully collapsible folding into special compartment fully concealed.

Front Seat: Stationary.

Rear Seat: Seat cushion and seat back stationary.

Interior Panels: Burl Walnut integral with Walnut garnish mouldings.

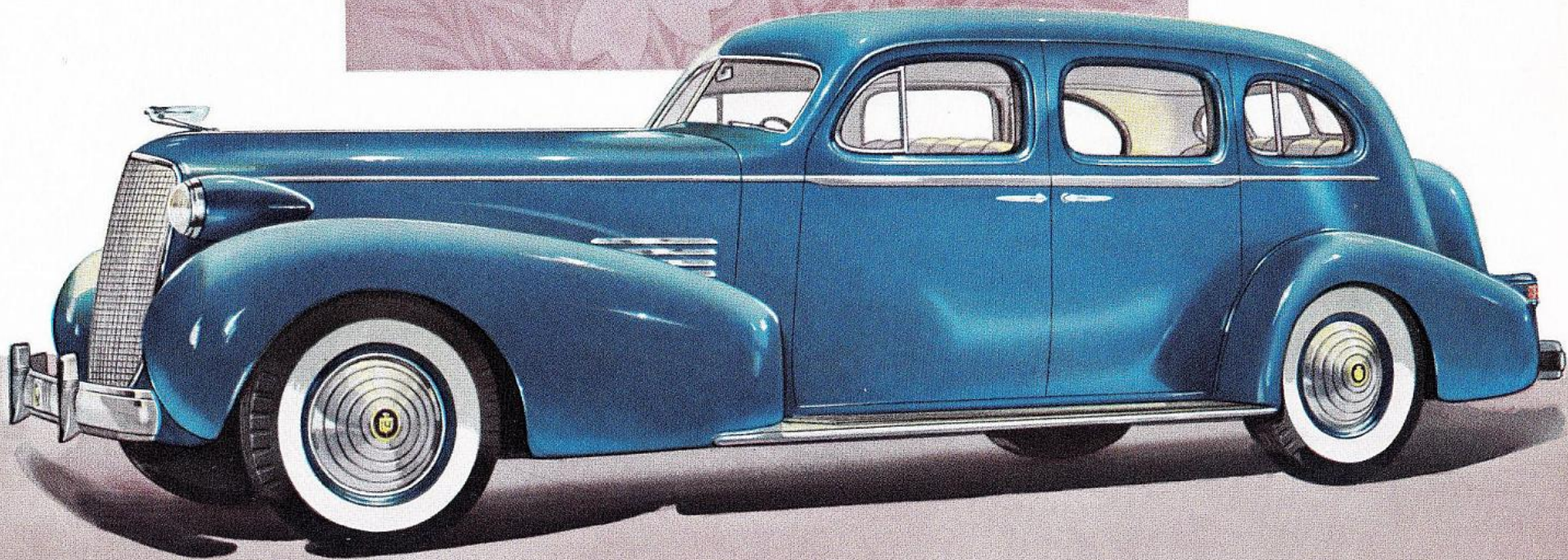
Lighting: Courtesy lights recessed in front of rear compartment side arm rests, operated by switch on curb-side rear door, and switch on right rear arm rest.

Windows: Front doors are equipped with individually controlled ventilation feature. All windows Security Plate Glass.

Smoking Equipment: Ash receivers recessed in rear doors, also one located in top center instrument board. Pass-around cigar lighter in back of front seat, also on instrument board.

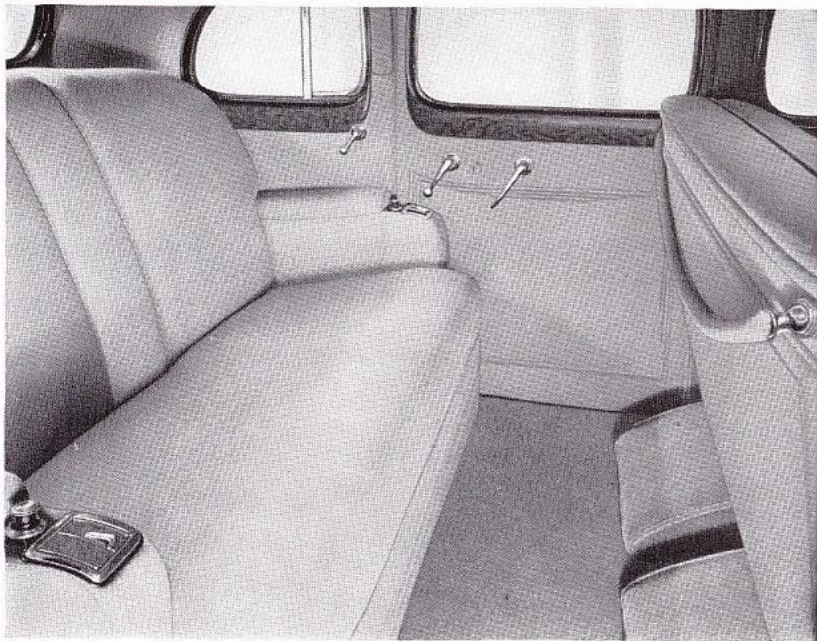
Equipment: Two triangular shaped, spring type foot hassocks, carpet covered to match floor carpet; two interior sun visors, adjustable; folding center arm rest in rear seat back; arm rest on each front door; robe cord; dust boot for top when folded.

Five passenger Touring Sedan



SERIES 70 • 131-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE



FLEETWOOD FIVE-PASSENGER TOURING SEDAN

Style 7019

Rear Quarters: Metal with quarter windows.

Front Seat: Entire front seat cushion and back rest adjustable 4 inches. Seat cushion has $\frac{3}{4}$ -inch rise. Seat frame integral with center body pillars.

Rear Seat: Seat cushion and seat back stationary.

Lighting: Dome light operated by curb-side rear door and center pillar switch.

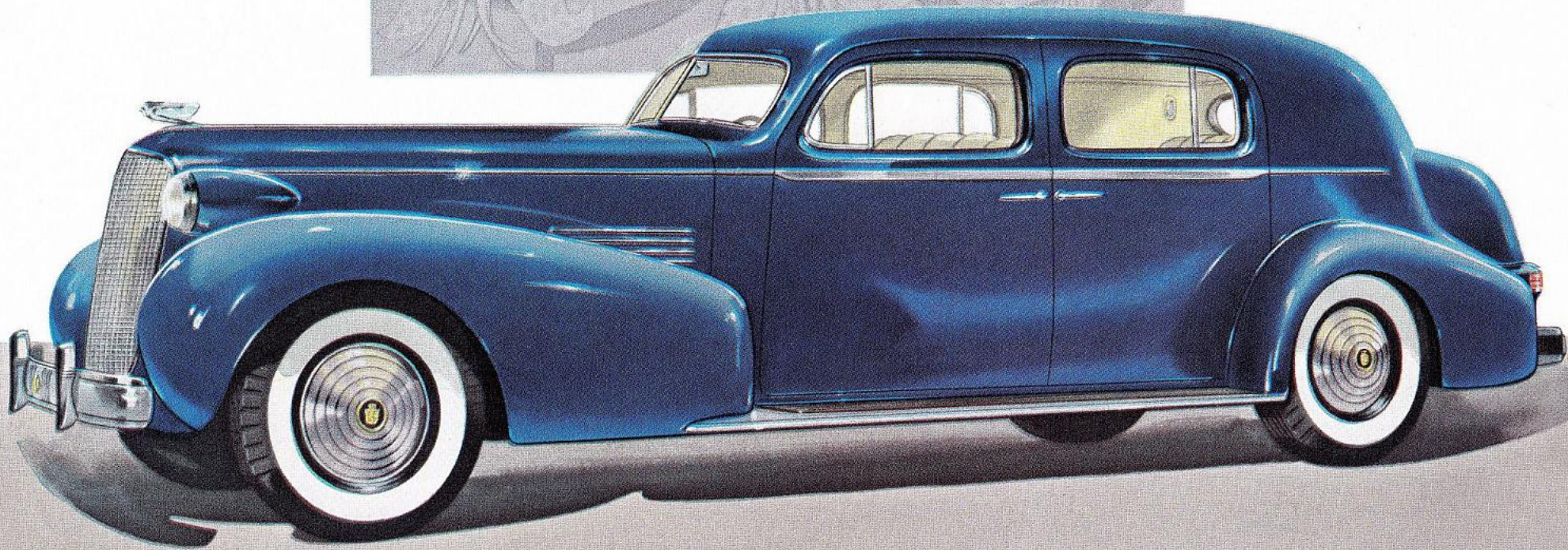
Windows: Front doors and rear quarter windows are equipped with individually controlled ventilator feature. All windows Security Plate Glass.

Interior Panels: Burl Walnut integral with Walnut garnish mouldings.

Smoking Equipment: Two ash receivers and two pass-around lighters located at front of rear compartment side arm rests, pass-around cigar lighter on instrument board with ash receiver located in top center instrument board.

Equipment: Two triangular shaped, spring type foot hassocks, carpet covered to match floor carpet; silk curtain for rear window; two assist straps located on right and left hand rear pillars; two interior sun visors, fully adjustable; folding center arm rest in rear seat back; side arm rests in rear compartment and on front doors; robe cord; slash pocket on inside of each arm rest in rear compartment.

Town Sedan



SERIES 75 AND 85 • 138-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE



FLEETWOOD FIVE-PASSENGER TOWN SEDAN

Style 7539 and 8539

Rear Quarters: Full metal back.

Front Seat: Entire front seat cushion and back rest adjustable 4 inches. Seat cushion has $\frac{3}{4}$ -inch rise. Seat frame integral with center body pillars.

Rear Seat: Seat cushion and seat back stationary.

Lighting: Dome light operated by curb-side rear door and center pillar switch; two rear corner lights operated by rear pillar switch.

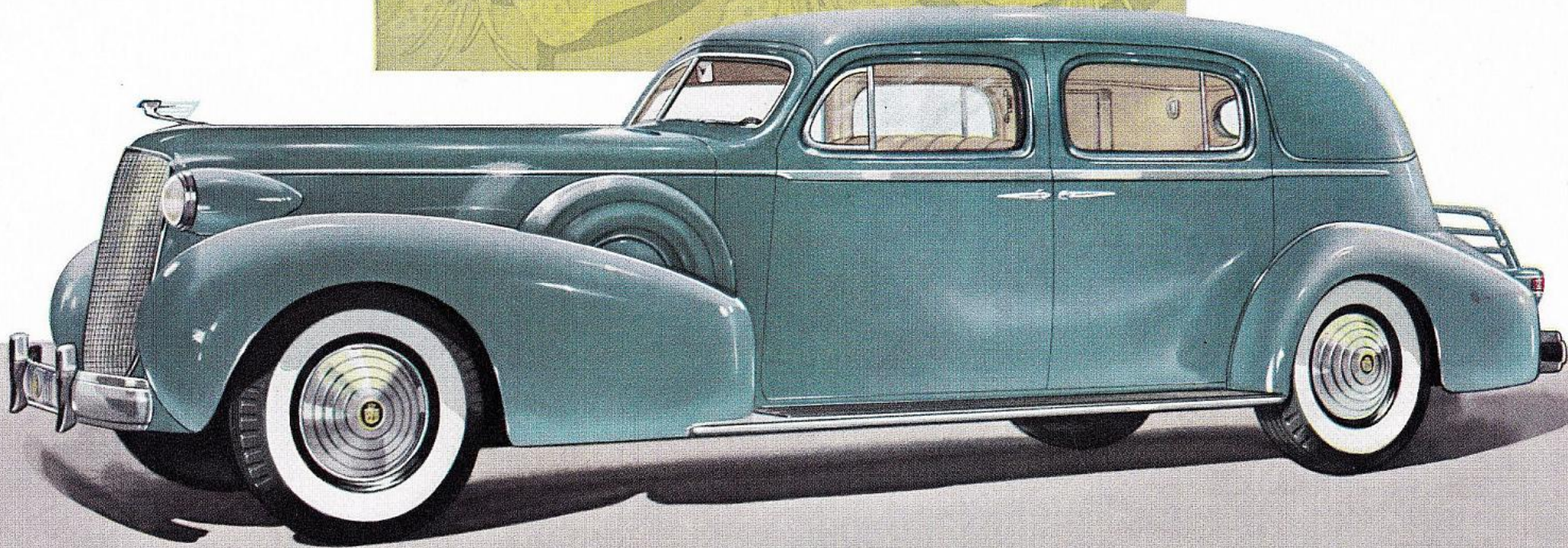
Windows: Front and rear doors are equipped with individually controlled ventilation feature. All windows Security Plate Glass.

Interior Panels: Burl Walnut integral with Walnut garnish mouldings.

Smoking Equipment: Ash receivers recessed in rear doors; ash receiver front compartment, located in top center instrument board; pass-around cigar lighter in back of front seat, also on instrument board.

Equipment: Two triangular shaped, spring type foot hassocks, carpet covered to match floor carpet; silk curtain for rear window; large compartment on back of front seat; two interior sun visors, fully adjustable; folding center arm rest in rear seat back; arm rest on each front door; robe cord; clock imported hinged type, recessed in back of front seat.

Formal Sedan



SERIES 75 AND 85 • 138-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE



FLEETWOOD FIVE-PASSENGER FORMAL SEDAN

Style 7509-F—8509-F

Roof and Rear Quarters: Genuine English Landau leather, no quarter windows, not collapsible.

Front Seat: Stationary, upholstered in same material as rear compartment unless otherwise specified.

Rear Seat: Seat cushion and seat back stationary.

Lighting: Dome light operated by rear doors and rear pillar switch; two rear corner lights operated by rear pillar switch; additional dome light in front compartment.

Windows: Front and rear doors are equipped with individually controlled ventilation feature; all windows Security Plate Glass.

Interior Panels: Burl Walnut integral with Walnut garnish mouldings.

Smoking Equipment: Concealed type cases containing ash receivers and pass-around lighters located in the rear quarters above side arm rest; pass-around lighter on instrument board; ash receiver located in center top of instrument board.

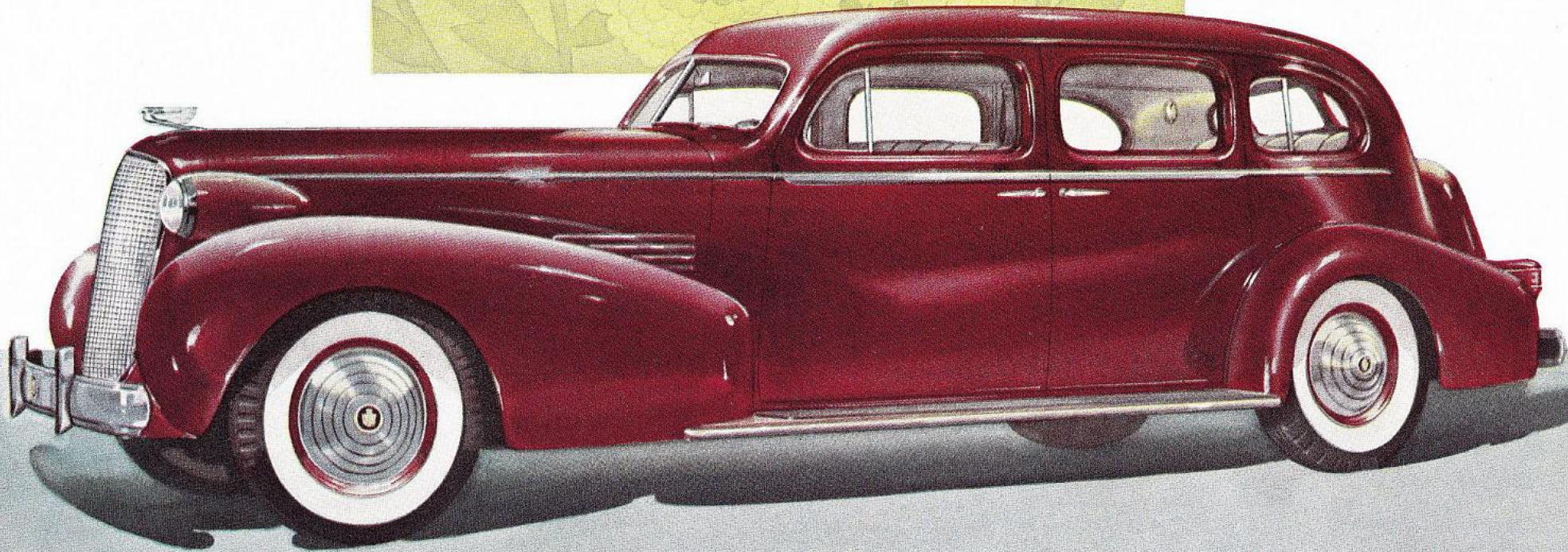
Division: Between front and rear compartments, no header board, modified side pillars, glass may be raised or lowered, operated by control handle on center of division. Security Plate Glass.

Telephone: New design "Motorphone" consists of cone speaker assembly, flush type wall microphone, and push button assembly located on right hand rear quarter.

Extra Seats: Two opera type, left seat facing right side with lazy back, right seat facing rear, concealed in division when not in use.

Equipment: Two triangular shaped, spring type foot hassocks, carpet covered to match floor carpet; two sliding arm slings; grip handles installed on rear door hinge pillars; two interior sun visors, fully adjustable; folding center arm rest in rear seat back; arm rest on each front door; robe cord; hand mirror carried in slash pocket, left hand side; clock, imported, hinged type, recessed in division wall.

Five passenger Touring Sedan



SERIES 75 AND 85 • 138-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE



FLEETWOOD
FIVE-PASSENGER TOURING SEDAN

Style 7519—8519

Rear Quarters: Metal with quarter windows.

Front Seat: Entire front seat cushion and back rest adjustable 4 inches. Seat cushion adjustable $\frac{3}{4}$ -inch rise. Seat frame integral with center body pillars.

Rear Seat: Seat cushion and back stationary.

Lighting: Dome light operated by curb-side rear door and center pillar switch, two rear corner lights operated by rear pillar switch.

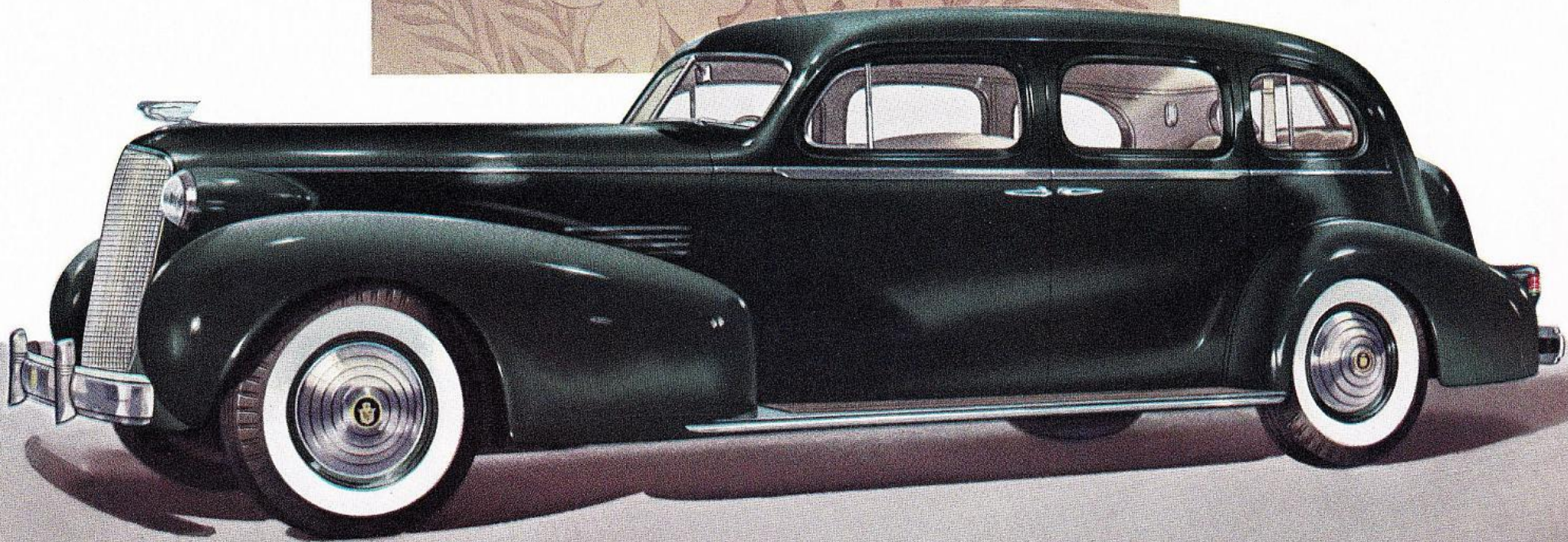
Windows: Front doors and rear quarter windows are equipped with individually controlled ventilation feature. All windows Security Plate Glass.

Smoking Equipment: Two ash receivers and two pass-around lighters located at front of rear compartment side arm rest, ash receiver located in top center of instrument board, also pass-around lighter on instrument board.

Interior Panels: Burl Walnut integral with Walnut garnish mouldings.

Equipment: Two triangular shaped, spring type foot hassocks, carpet covered to match floor carpet; two interior sun visors, fully adjustable; silk curtain for rear window; two assist straps located on right and left hand rear pillars; folding center arm rest in rear seat back; arm rest on each front door; robe rail, chromium plated ends.

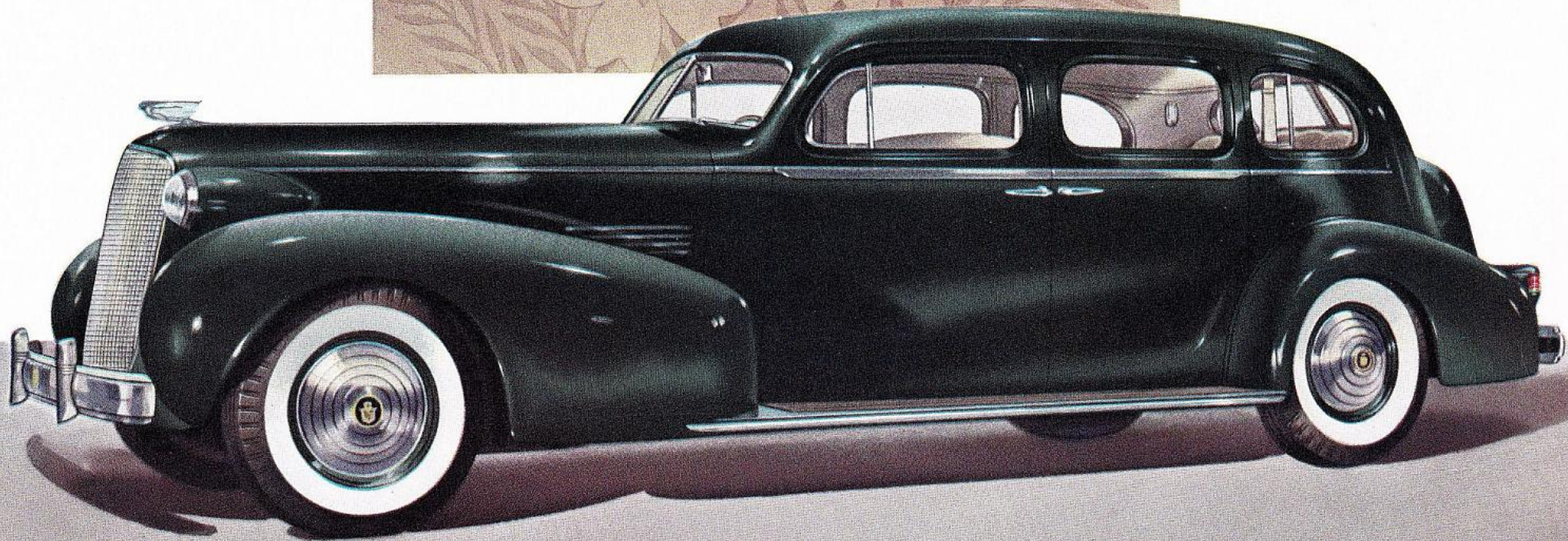
Seven passenger Touring Sedan



SERIES 75 AND 85 • 138-INCH WHEELBASE

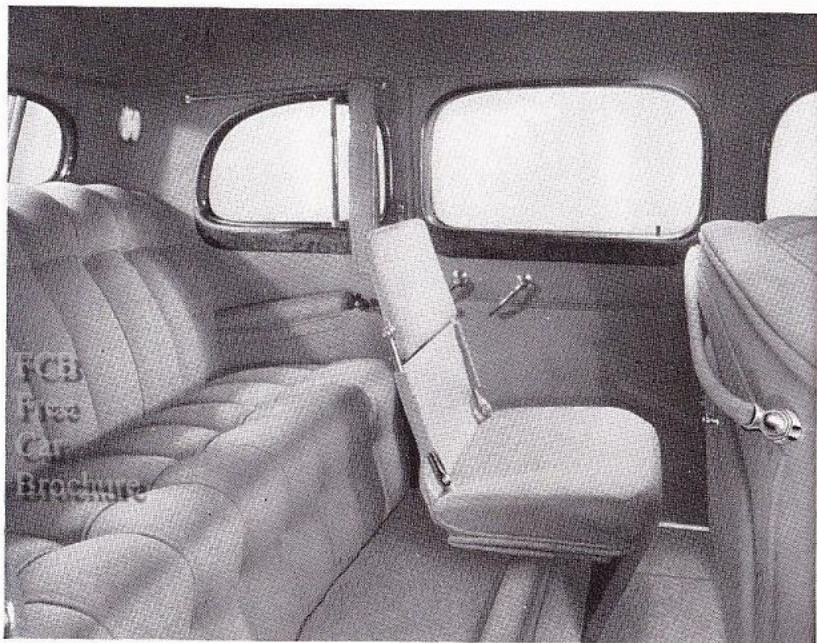
SPECIFICATIONS ON REVERSE SIDE

Seven passenger Touring Sedan



SERIES 75 AND 85 • 138-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE



FLEETWOOD SEVEN-PASSENGER TOURING SEDAN

Style 7523—8523

Rear Quarters: Metal with quarter windows.

Front Seat: Entire front seat cushion and back rest adjustable 4 inches. Seat cushion has $\frac{3}{4}$ -inch rise. Seat frame integral with center body pillars.

Rear Seat: Seat cushion and seat back stationary.

Lighting: Dome light operated by curb-side rear door and rear pillar switch; two rear corner lights operated by rear pillar switch.

Windows: Front doors and rear quarter windows are equipped with individually controlled ventilation feature. All windows Security Plate Glass.

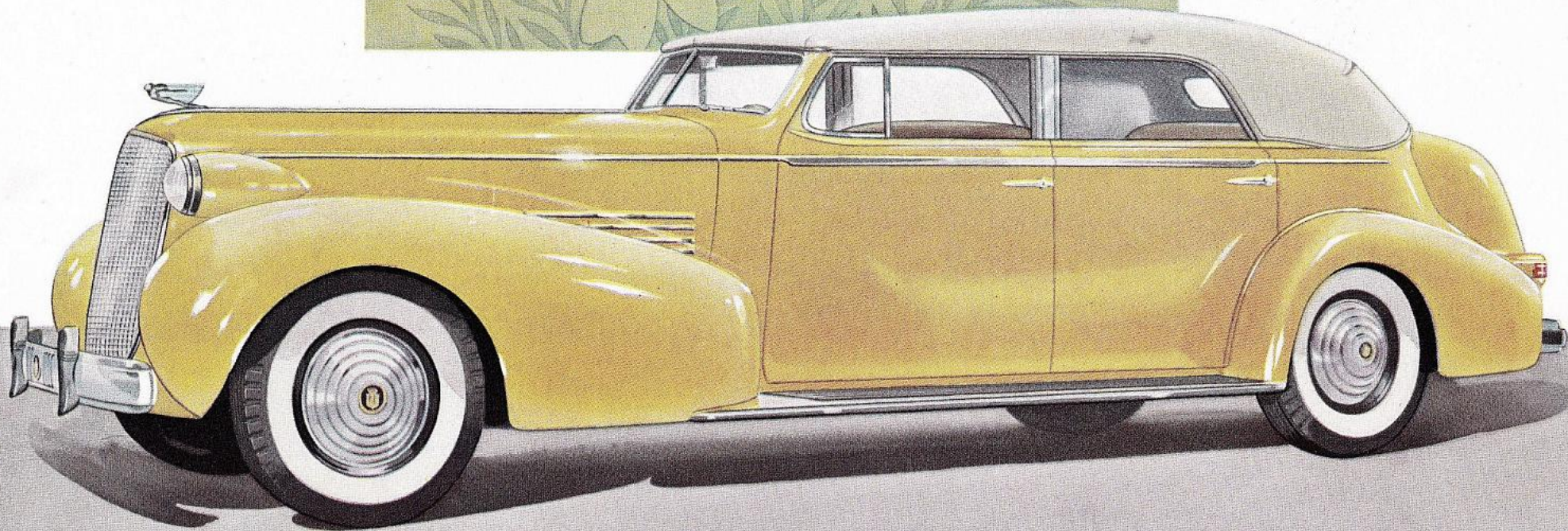
Interior Panels: Burl Walnut, integral with Walnut garnish mouldings.

Smoking Equipment: Two ash receivers and two pass-around lighters located at front of rear compartment side arm rest; pass-around cigar lighter on instrument board, ash receiver located in top center instrument board.

Extra Seats: Two facing forward, luxuriously upholstered with Marshall Springs, double throw backs, providing sufficient room for three passengers, concealed in back of front seat when not in use.

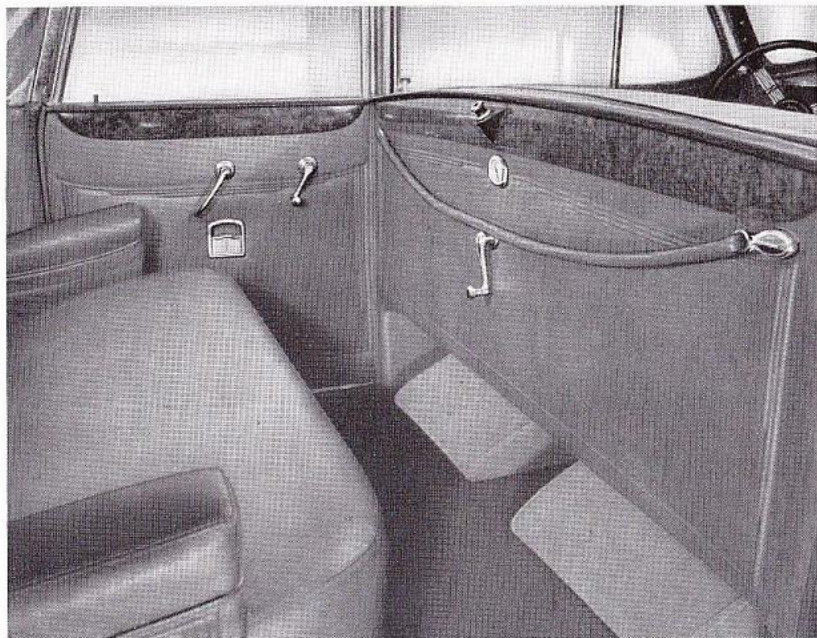
Equipment: Foot rest, oval shaped, double adjustable, sponge rubber filled, carpet covered to match floor carpet; silk curtain for rear window; two sliding arm slings; two interior sun visors, fully adjustable; folding center arm rest in rear seat back; arm rest on each front door: robe cord.

Convertible Sedan with Imperial Division



SERIES 75 AND 85 • 138-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE



FLEETWOOD FIVE-PASSENGER CONVERTIBLE SEDAN

Style 7529—8529

Top and Rear Quarters: Burbank, fully collapsible, folding into special compartment, fully concealed.

Front Seat: Stationary, one-piece seat back, seat cushion divided.

Rear Seat: Seat cushion and seat back stationary.

Lighting: Courtesy lights recessed in front of rear compartment side arm rest, operated by switch on curb-side rear door, and switch on right rear arm rest.

Windows: Front doors are equipped with individually controlled ventilation feature. All windows Security Plate Glass.

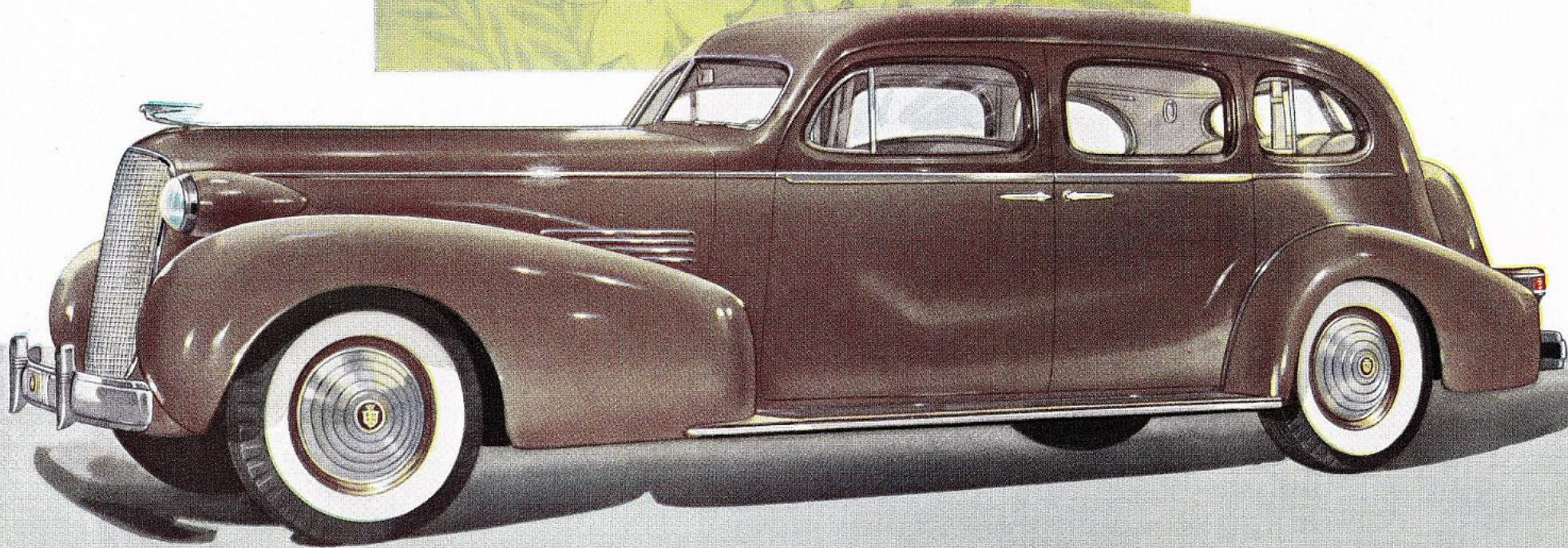
Interior Panels: Burl Walnut integral with Walnut garnish mouldings.

Smoking Equipment: Ash receivers recessed in rear doors, and one recessed in center top of instrument board. Pass-around lighter in back of front seat, also on instrument board.

Division: Between front and rear compartments. No header board or pillars. The glass may be raised or lowered, operated by control handle on center of division. Security Plate Glass.

Equipment: Two triangular shaped spring type foot hassocks, carpet covered to match floor carpet; two interior sun visors, adjustable; folding center arm rest in rear seat back; arm rest on each front door; robe cord; clock, imported hinged type, recessed in division wall; dust boot for top when folded.

Seven passenger Touring Imperial



SERIES 75 AND 85 • 138-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE

FLEETWOOD SEVEN-PASSENGER TOURING IMPERIAL

Style 7533—8533

Rear Quarters: Metal with quarter windows.

Front Seat: Stationary, seat back one piece, seat cushion divided.

Rear Seat: Seat cushion and seat back stationary.

Lighting: Dome light operated by rear doors and rear pillar switch, two rear corner lights operated by rear pillar switch, additional dome light in front compartment.

Windows: Front doors and rear quarter windows are equipped with individually controlled ventilation feature. All windows Security Plate Glass.

Interior Panels: Burl Walnut integral with Walnut garnish mouldings.

Smoking Equipment: Two ash receivers and two pass-around lighters located at front of rear compartment side arm rests. Pass-around lighter on instrument board, ash receiver located in top center instrument board.

Division: Division with header bar and side pillars, the glass may be raised and lowered between front and rear compartments. Security Plate Glass.

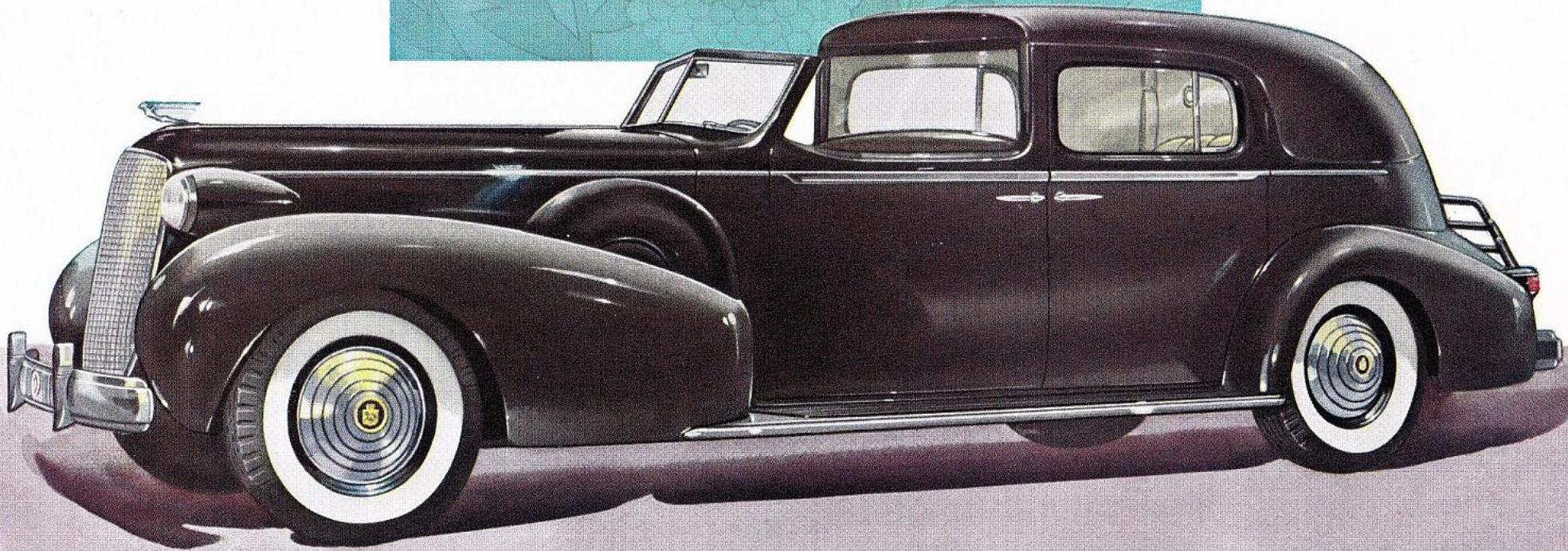
Telephone: New design "Motorphone" consists of cone speaker assembly, flush type wall microphone, and push button assembly located on right hand rear quarter.



Extra Seats: Two forward facing, luxuriously upholstered with Marshall springs, double throw backs, providing sufficient room for three passengers, concealed when not in use.

Equipment: Foot rest, oval shaped, double adjustment, sponge rubber filled, carpet covered to match floor carpet; two sliding arm slings; two interior sun visors, adjustable to two positions; folding center arm rest in rear seat back; arm rest on each front door; robe cord; hand mirror carried in slash pocket, left hand side; clock imported, hinged type, recessed in division header bar.

Town Cabriolet



SERIES 75 AND 85 • 138-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE

FLEETWOOD
SEVEN-PASSENGER TOWN CABRIOLET

Style 7543—8543



Roof and Rear Quarters: Genuine English Landau leather, no quarter windows, not collapsible.

Front Seat: Stationary, seat back one piece, seat cushion divided.

Rear Seat: Seat cushion and back stationary.

Lighting: Dome light operated by rear doors and rear pillar switch; two rear corner lights operated by rear pillar switch.

Windows: Rear doors are equipped with individually controlled ventilation feature. All windows Security Plate Glass.

Interior Panel: Burl Walnut integral with Walnut garnish mouldings.

Smoking Equipment: Concealed type cases containing ash receivers and pass-around lighters located in rear quarters above side arm rest; pass-around lighter on instrument board; ash receiver located in top center of instrument board.

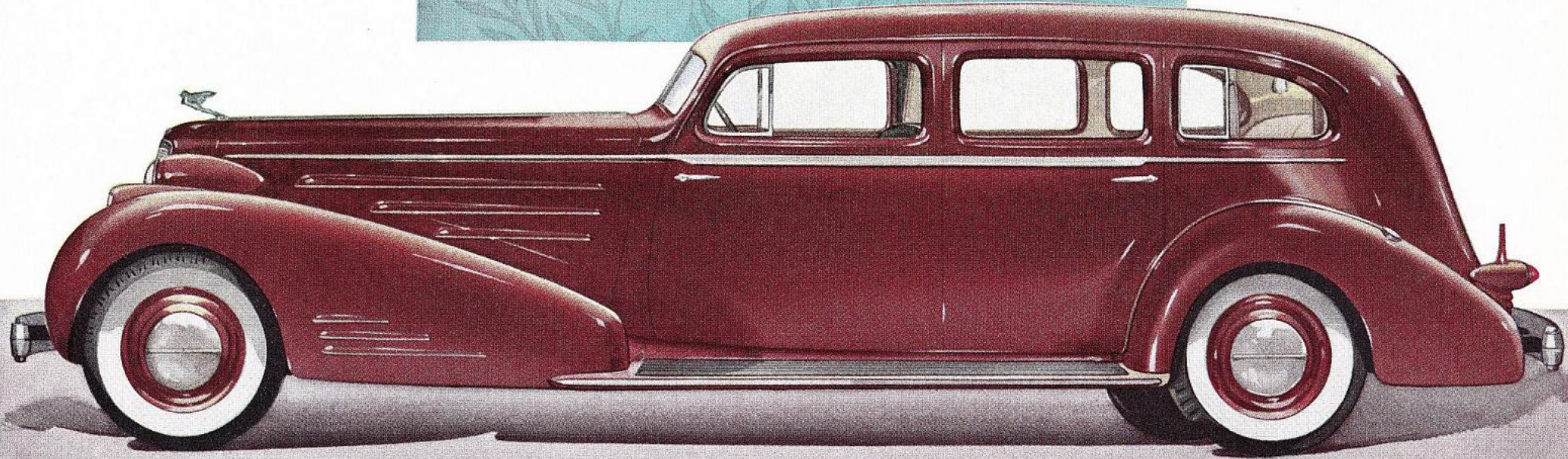
Division: With header board and side pillars; the glass may be raised and lowered between front and rear compartments. Security Plate Glass.

Telephone: New design "Motorphone" consists of cone speaker assembly, flush type wall microphone, and push button assembly located on right hand rear quarter.

Extra Seats: Two facing forward, luxuriously upholstered with Marshall Springs, double throw backs, providing room for three passengers, concealed when not in use.

Equipment: Two triangular shaped, spring type, foot hassocks, carpet covered to match floor carpet; two sliding arm slings; grip handles located on right and left hand hinge pillars; folding center arm rest in rear seat back; arm rest on each front door; robe cord; hand mirror carried in slash pocket, left hand side; clock, imported, hinged type, recessed in division wall.

Limousine



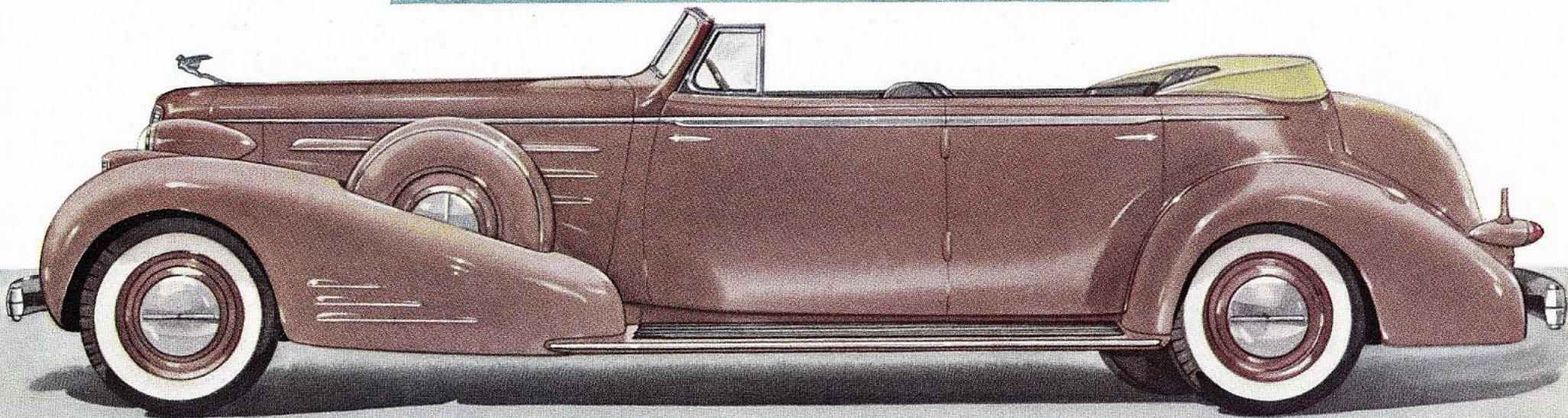
SERIES 90

V-16

154-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE

Convertible Sedan



SERIES 90

V-16

154-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE

