

The Book of
FLEETWOOD



The Book of
FLETCHER WOOD



THE CADILLAC FLEETWOOD PROGRAM

The Fleetwood program for Cadillac for 1934, assumes considerable importance; not only are all V-16 Cadillac cars, but also all V-12 Cadillacs Fleetwood body equipped. A complete Fleetwood line is also offered on the V-8 Cadillac 146" wheelbase chassis, and Fleetwood body types on the new La Salle.

Our continued offering of an appealing Fleetwood line has created a very definite demand for Fleetwood body types.

The facilities of Fleetwood are always available to Cadillac dealers and salesmen in securing custom body business, and you are earnestly invited to take advantage of them.

This book will deal with the Fleetwood types on the various Cadillac chassis, V-8, V-12 and V-16.

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THE NEW CADILLAC FLEETWOOD LINE

Cadillac offers for 1934 twenty (20) appropriate body styles on the V-8 and V-12 146" wheelbase chassis, and the V-16 154" wheelbase chassis with style numbers as follows:

| <i>Body Type</i> | FLEETWOOD STYLE NUMBERS | | |
|---|-------------------------|-------------|-------------|
| | <i>V-8</i> | <i>V-12</i> | <i>V-16</i> |
| | 146" W. B. | 146" W. B. | 154" W. B. |
| *Five-Passenger Town Sedan | 6033-S | 6133-S | 6233-S |
| *Five-Passenger Sedan | 6030-S | 6130-S | 6230-S |
| *Five-Passenger Imperial Cabriolet | 6030-FL | 6130-FL | 6230-FL |
| *Seven-Passenger Sedan | 6075-S | 6175-S | 6275-S |
| *Seven-Passenger Limousine | 6075 | 6175 | 6275 |
| *Seven-Passenger Imperial Cabriolet | 6075-FL | 6175-FL | 6275-FL |

*Above body styles have straight slanting windshields.

All body styles below have modified "V" windshields:

| | | | |
|--|---------|---------|---------|
| Stationary Coupe, with inside auxiliary seats | 5676 | 5776 | 5876 |
| Convertible Coupe, with inside auxiliary seats | 5635 | 5735 | 5835 |
| Convertible Sedan (with division) | 5680 | 5780 | 5880 |
| Convertible Five-Passenger Coupe | 5685 | 5785 | 5885 |
| Special Five-Passenger Town Sedan | 5633-S | 5733-S | 5833-S |
| Special Five-Passenger Sedan | 5630-S | 5730-S | 5830-S |
| Special Five-Passenger Imperial Cabriolet | 5630-FL | 5730-FL | 5830-FL |
| Special Seven-Passenger Sedan | 5675-S | 5775-S | 5875-S |
| Special Seven-Passenger Limousine | 5675 | 5775 | 5875 |
| Special Seven-Passenger Imperial Cabriolet | 5675-FL | 5775-FL | 5875-FL |
| Aero-Dynamic Five-Passenger Coupe | 5699 | 5799 | 5899 |
| Five-Passenger Town Cabriolet | 5612 | 5712 | 5812 |
| Seven-Passenger Town Cabriolet | 5625 | 5725 | 5825 |
| Seven-Passenger Limousine Brougham | 5691 | 5791 | 5891 |

A policy of limited options regarding upholstery, method of trimming, interior appointments, etc., will apply on the V-8 and V-12 Cadillac Fleetwood line and the Fleetwood 6200 line on the V-16 Cadillac chassis, but a policy of wide options will be effective on the V-16 Cadillac Fleetwood 5800 line and the three V-8 and V-12 Cadillac Fleetwood Town Car types.

FLEETWOOD UPHOLSTERY

For the V-8 and V-12 Cadillac Fleetwood models, and the Fleetwood 6200 line on the V-16 Cadillac chassis, eight (8) exclusive upholstery materials are offered as follows:

| | |
|-----------------|-----------------------------|
| Wiese 4542..... | Taupe Plain Broadcloth |
| Wiese 4543..... | Gray Plain Broadcloth |
| Wiese 4540..... | Taupe Whipcord |
| Wiese 4541..... | Gray Whipcord |
| Wiese 4538..... | Taupe Pin Stripe Broadcloth |
| Wiese 4539..... | Gray Pin Stripe Broadcloth |
| Wiese 4536..... | Taupe Mixture Broadcloth |
| Wiese 4537..... | Gray Heather Broadcloth |

V-8 and V-12 Cadillac Fleetwood models brought through for stock will be upholstered in these materials.

All special upholstery materials are subject to extra charge. (See Special Features section, page 64).

—————

For the V-16 Cadillac Fleetwood 5800 line and the three V-8 and V-12 Cadillac Fleetwood Town Car types, nine (9) exclusive upholstery materials are offered. A number of these materials can be used throughout the body, or in combination with plain materials of matching color:

| | |
|-----------------|------------------------------|
| Wiese 4305..... | Brown Vogue Weave Broadcloth |
| Wiese 4307..... | Gray Vogue Weave Broadcloth |
| Wiese 4308..... | Brown Plain Broadcloth |
| Wiese 4310..... | Gray Plain Broadcloth |
| Wiese 4568..... | Tan Crenelure Cloth |
| Wiese 4570..... | Tan Demi-Corde |
| Wiese 4571..... | Tan Plain Broadcloth |
| Wiese 4567..... | Gray Crenelure Cloth |
| Wiese 4569..... | Gray Demi-Corde |

These materials may be specified in V-8 and V-12 Cadillac Fleetwood models without extra charge, but subject to some delay in bringing the bodies through. In addition, any of the materials in the current Wiese Collection No. 70 can be specified in the V-16 Cadillac Fleetwood 5800 line and the three V-8 and V-12 Cadillac Fleetwood Town Car types, without extra charge, but subject to some delay in procuring the required material and the necessary matched accessories.

UPHOLSTERY MATERIALS—Continued

Fleetwood Leathers:

For Fleetwood Convertible types, on all Cadillac chassis, Cadillac offers four special high-grade Eagle Ottawa top grain leathers as follows:

Eagle Ottawa No. 814 Black
Eagle Ottawa No. 815 Tan
Eagle Ottawa No. 816 Green
Eagle Ottawa No. 817 Gray

All V-8, V-12 and V-16 Cadillac Fleetwood 6200 line Limousines and Imperials will have Eagle Ottawa No. 814 Black leather in the front compartment as standard.

For the chauffeur's compartment in all Fleetwood Town Car types and the V-16 Cadillac Fleetwood 5800 line Limousines and Imperials, a soft Black down cushion leather (Eagle Ottawa K-31) is offered, and will be used as standard in these body types.

METHOD OF TRIMMING

CADILLAC V-8, V-12 AND V-16 6200 LINE

The style of trimming used in the V-8 and V-12 Cadillac Fleetwood models, and the Fleetwood 6200 line on the V-16 Cadillac chassis, will be plain with French seaming, including center folding arm rest in the rear seat, Fleetwood method No. 401 (see page 51).

Fleetwood method No. 402 of pleating and tufting (see page 52), can be specified in these bodies, including center folding arm rest in the rear seat, without extra charge, but subject to delay in bringing the body through production.

Any other method of trimming in V-8 and V-12 Cadillac Fleetwood bodies and the Fleetwood 6200 line on the V-16 Cadillac chassis, will be subject to extra charge.

When preferred, Fleetwood Five and Seven-Passenger Closed car body types for the V-8 and V-12 Cadillac chassis and the Fleetwood 6200 line on the V-16 Cadillac, can be brought through on order with interior panels as illustrated on page 53, Fleetwood method No. 401-A, without extra charge. These interior panels have a center of straight grained Walnut on the bias four ways, with a border of Ebony to match the garnish mouldings. A polished stainless steel stripe will run lengthwise through the center of the panel, with a perpendicular polished stainless steel stripe at the center of each panel. The panels, when used, will be placed on the doors and quarter windows only, there being no provision made for installation of a panel on the division or the back of the front seat.

METHOD OF TRIMMING—*Continued*
CADILLAC V-16 FLEETWOOD 5800 LINE
AND TOWN CAR TYPES

V-16 Cadillac Fleetwood 5800 line models and the three V-8 and V-12 Cadillac Fleetwood Town Car types may be brought through in any of the accepted Fleetwood methods of trimming (see pages 55 through 59) without extra charge. Other options without extra charge, on V-16 Cadillac Fleetwood 5800 line models and the three V-8 and V-12 Cadillac Fleetwood Town Car types, include any variation in the finish or coloring of the regular Fleetwood design hardware, but not including special designs. Also, interior wood paneling, if desired, can be had in any finish (walnut, mahogany, ebony, etc.) as well as variations of design of panels. Interior panels cannot be installed under the rear quarter windows when rear compartment radio control is used, on account of the location of such rear compartment control unit interfering with the panels.

Other options offered may include:

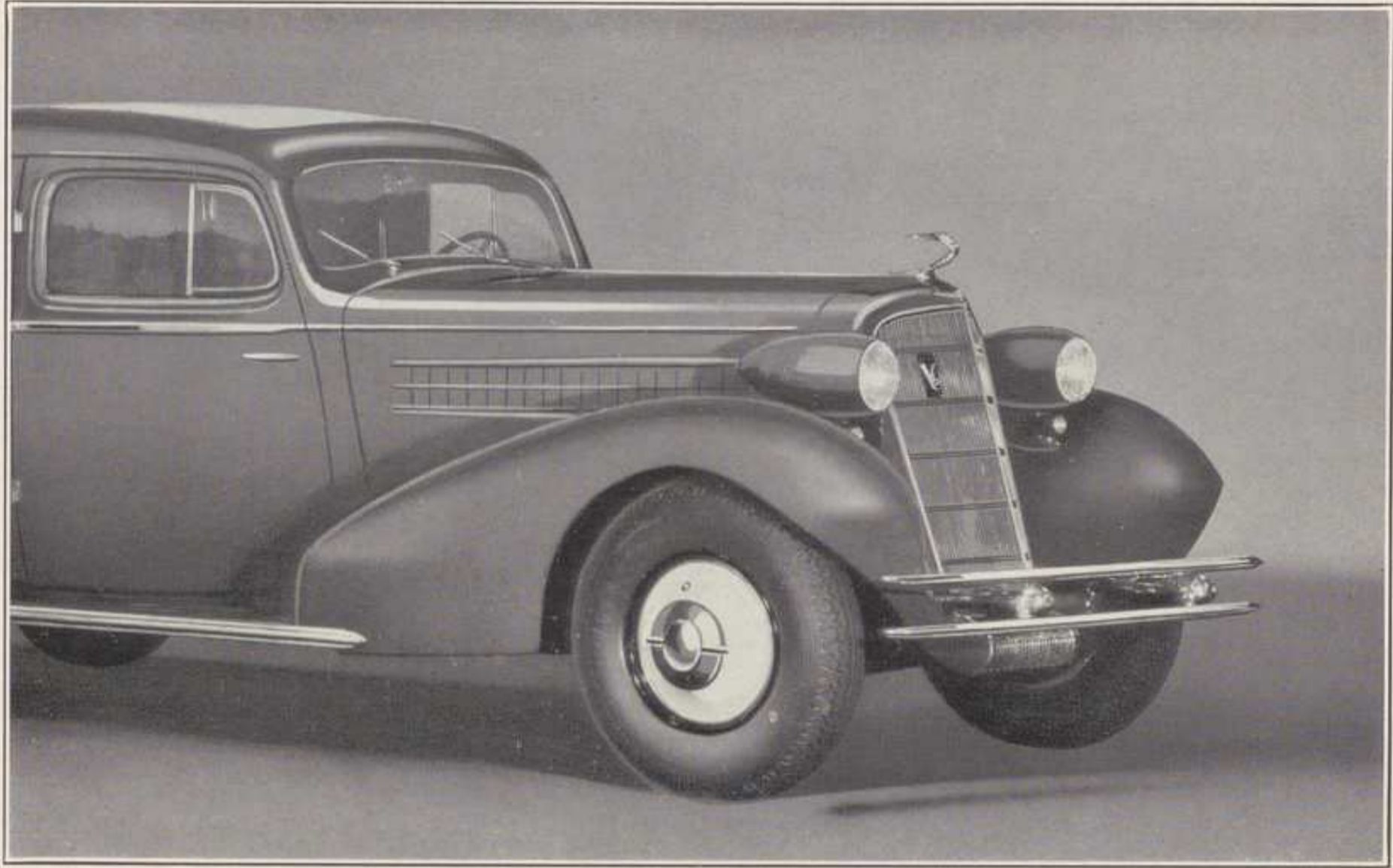
- Assist grips, in addition to sliding arm slings.
- Hassocks, or oval shaped double adjustment foot rail.
- Seats, stationary or adjustable (front seats in Imperial, Limousine and Town Car types cannot be built adjustable).
- Sheepskin rear floor rug in chauffeur driven models if desired.

FLEETWOOD TOP MATERIAL

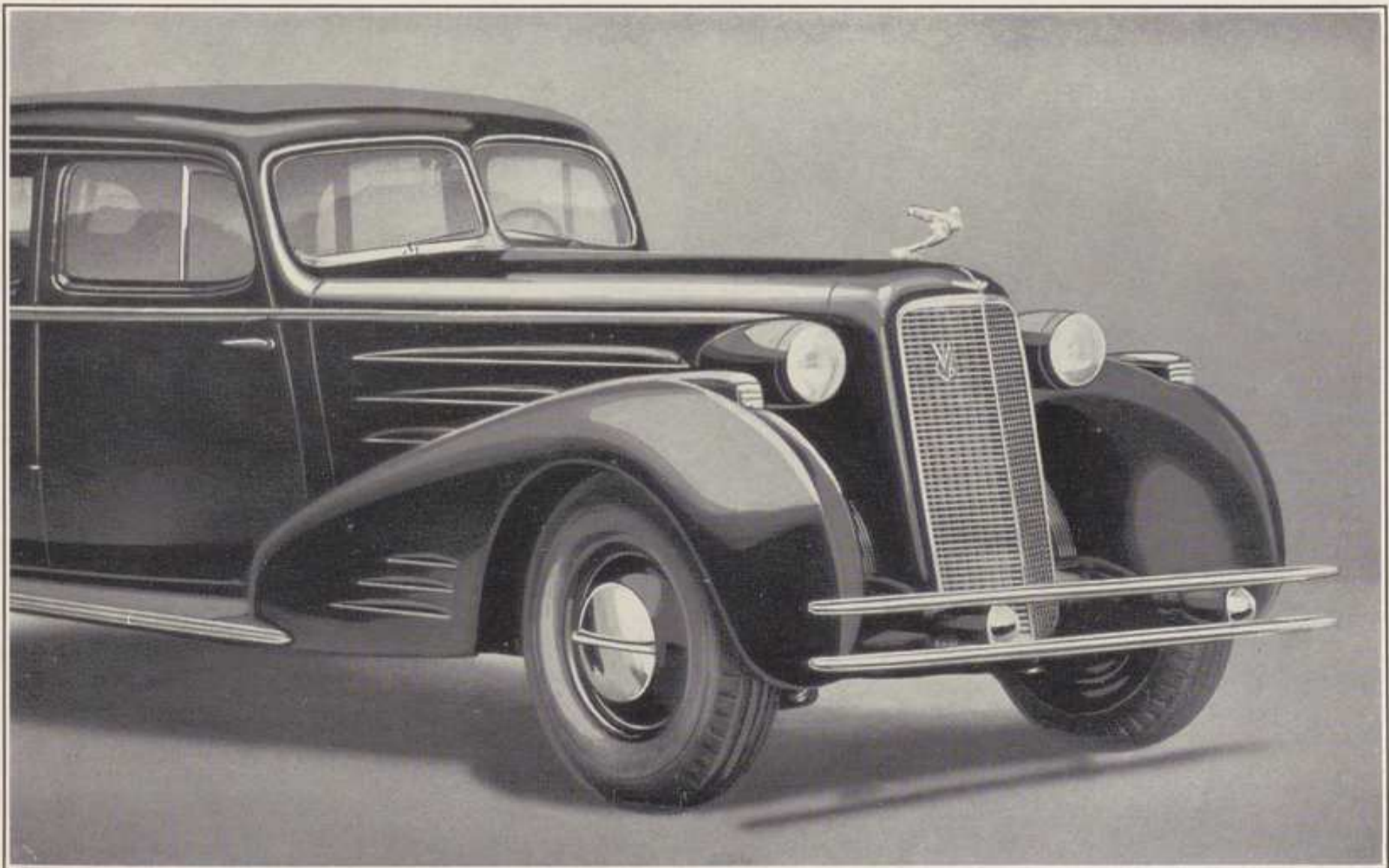
On all Fleetwood Convertible models Jonarts 5000 neutral colored top material will be used as standard. On V-16 Cadillac Convertible models other top materials are optional without extra charge.

PLEASE USE THE SPECIAL FORM PROVIDED FOR V-16 CADILLAC ORDERS, SO THAT THE FACTORY WILL RECEIVE COMPLETE SPECIFICATIONS WITH EACH ORDER.

THE V-8 AND V-12 CADILLAC FLEETWOOD



The Cadillac-Fleetwoods present a distinguished and streamlined appearance as one approaches them from the front. Fleetwood designers have made no compromise with the modern trends in motor car style, yet they have kept the feeling of refinement and conservatism so much desired by the exclusive clientele for whom these cars are created.



THE V-16 CADILLAC FLEETWOOD

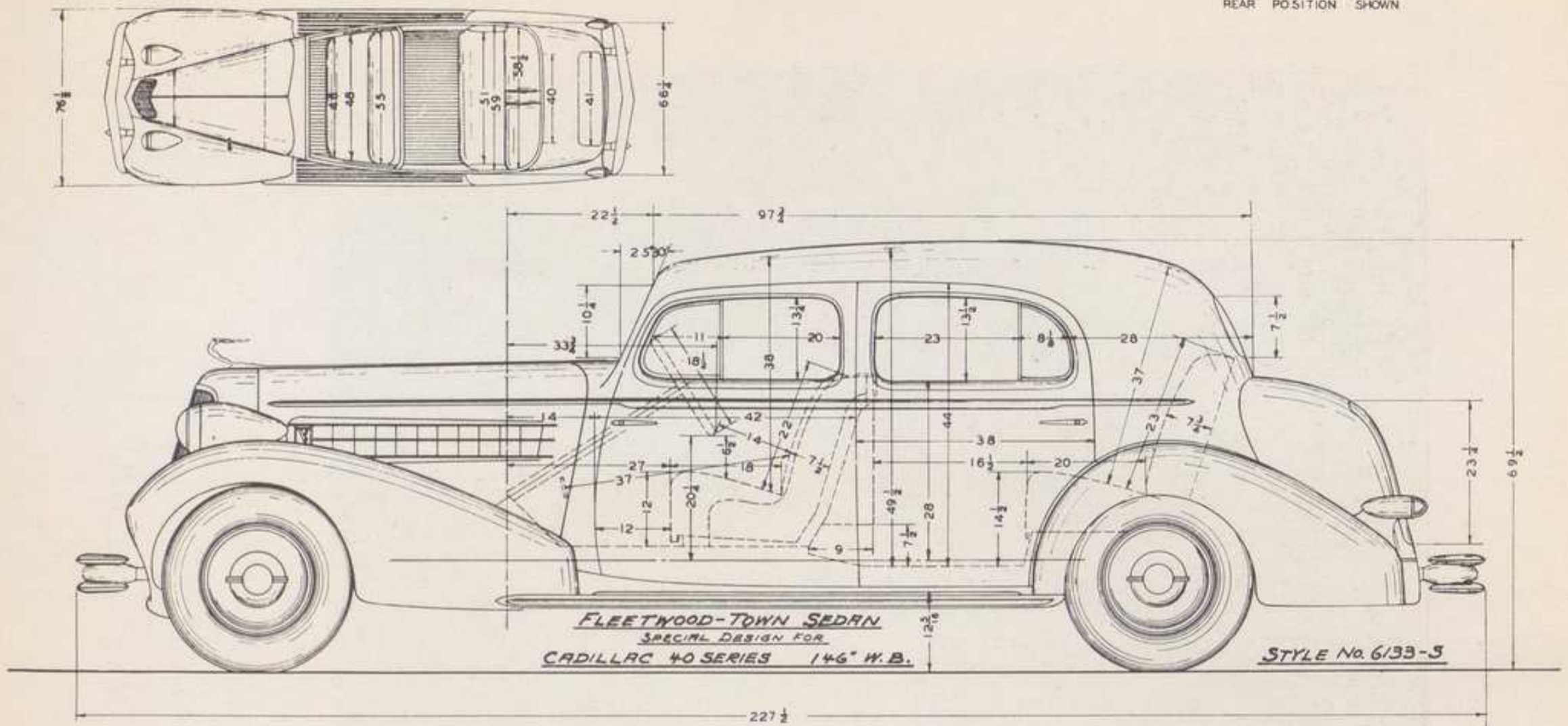


FLEETWOOD FIVE - PASSENGER TOWN SEDAN

(Illustrated on V-12 chassis, Style 6133-S)

Also available on V-8 Cadillac chassis as Style 6033-S and on V-16 as Style 6233-S.

FRONT SEAT MOVES 4" FROM
REAR POSITION SHOWN



FLEETWOOD FIVE - PASSENGER TOWN SEDAN

(Style 6033-S, 6133-S and 6233-S)

REAR QUARTERS: Full metal back.

FRONT SEAT: Entire front seat cushion and backrest adjustable 4". Front seat back integral with center body pillars.

WINDSHIELD: Stationary, straight across, slanting 25°, non glare, clear vision, security plate glass.

VENTILATORS: One on top of cowl, rear opening, for better ventilation, screened.

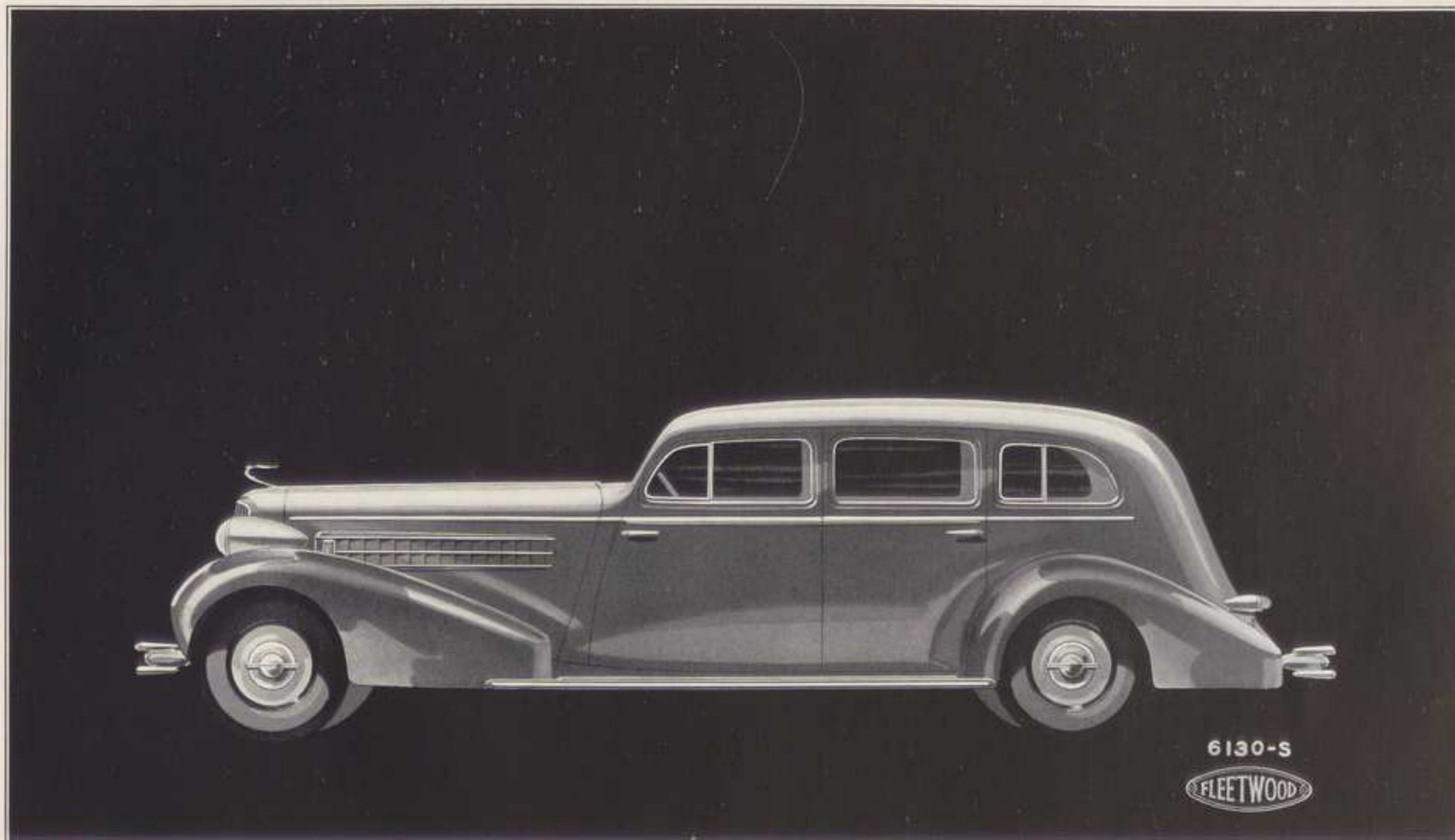
LIGHTING: Dome light operated by rear doors and switch on pillars. Two rear corner lights.

WINDOWS: Front and rear doors are equipped with the new individually controlled ventilation feature; all windows security plate glass.

HARDWARE: Fleetwood design; chromium plated.

SMOKING CASES: Two ash trays recessed in rear doors; conveniently located; Pass-Around cigar lighter located in back of front seat.

EQUIPMENT INCLUDES: Two spring type wedge-shaped foot hassocks, carpet covered to match body trim; robe cord, center cloth covered; concealed silk curtain on back light; two interior sun visors adjustable to two positions; hand mirror in slash pocket left hand side; large locked compartment located in back of front seat; clock, imported hinged type, recessed in back of front seat; folding center arm rest in rear seat back; side arm rests on front doors.

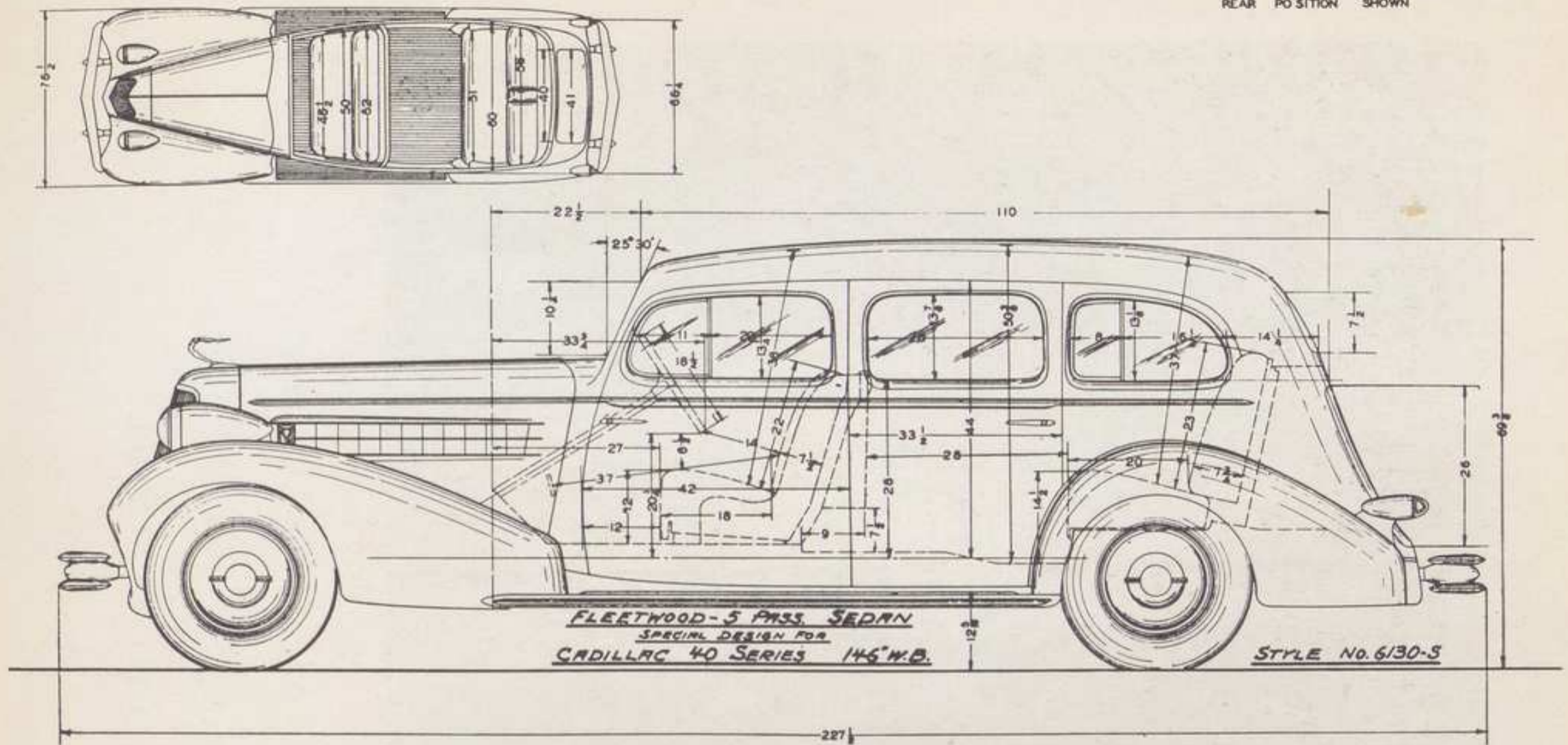


FLEETWOOD FIVE - PASSENGER SEDAN

(Illustrated on V-12 chassis, Style 6130-S)

Also available on V-8 Cadillac chassis as Style 6030-S and on V-16 as Style 6230-S.

FRONT SEAT MOVES 4" FROM
REAR POSITION SHOWN



FLEETWOOD FIVE - PASSENGER SEDAN

(Style 6030-S, 6130-S and 6230-S)

REAR QUARTERS: Metal, with quarter windows.

FRONT SEAT: Entire front seat cushion and backrest adjustable 4". Seat back integral with center body pillars.

WINDSHIELD: Stationary, straight across, slanting 25°, non-glare, clear vision, security plate glass.

VENTILATOR: One on top of cowl, rear opening for better ventilation, screened.

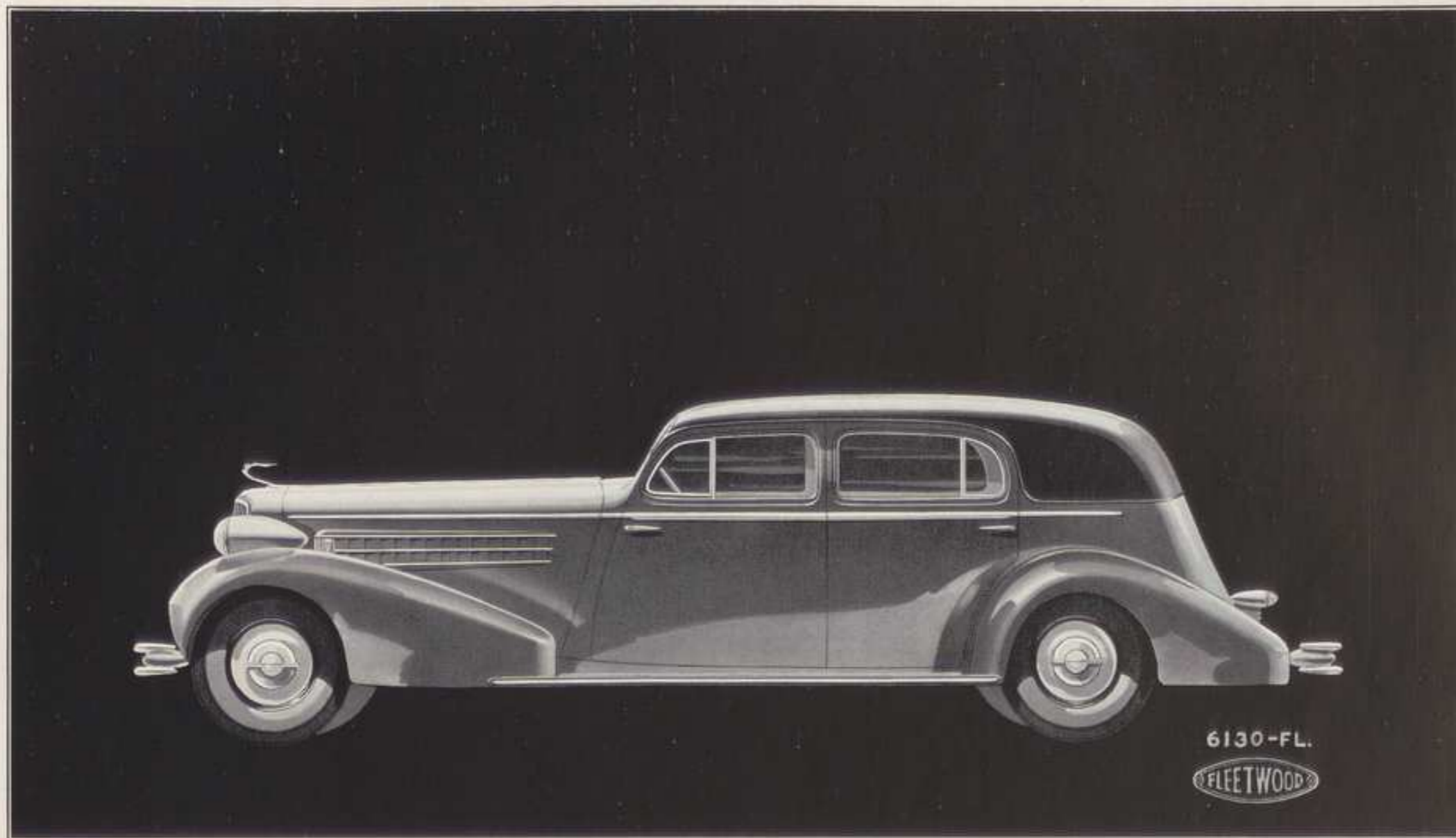
LIGHTING: Dome light operated by rear doors and pillar switch. Two rear corner lights.

WINDOWS: Front door and rear quarter windows are equipped with new individually controlled ventilation feature; all windows security plate glass.

HARDWARE: Fleetwood design, chromium plated.

SMOKING EQUIPMENT: Two covered ash receivers and two Pass-Around lighters located at front of side arm rests.

EQUIPMENT INCLUDES: Oval shaped foot rest, double adjustment, sponge rubber filled carpet covered to match body trim; concealed silk curtains on rear quarter windows and back light; two sliding arm slings; two interior sun visors adjustable to two positions; hand mirror in slash pocket left hand side; two large locked compartments located in back of front seat, lower compartment large enough for golf bag; clock, imported, hinged type, recessed in back of front seat; folding center arm rest in rear seat back; side arm rests on front doors.

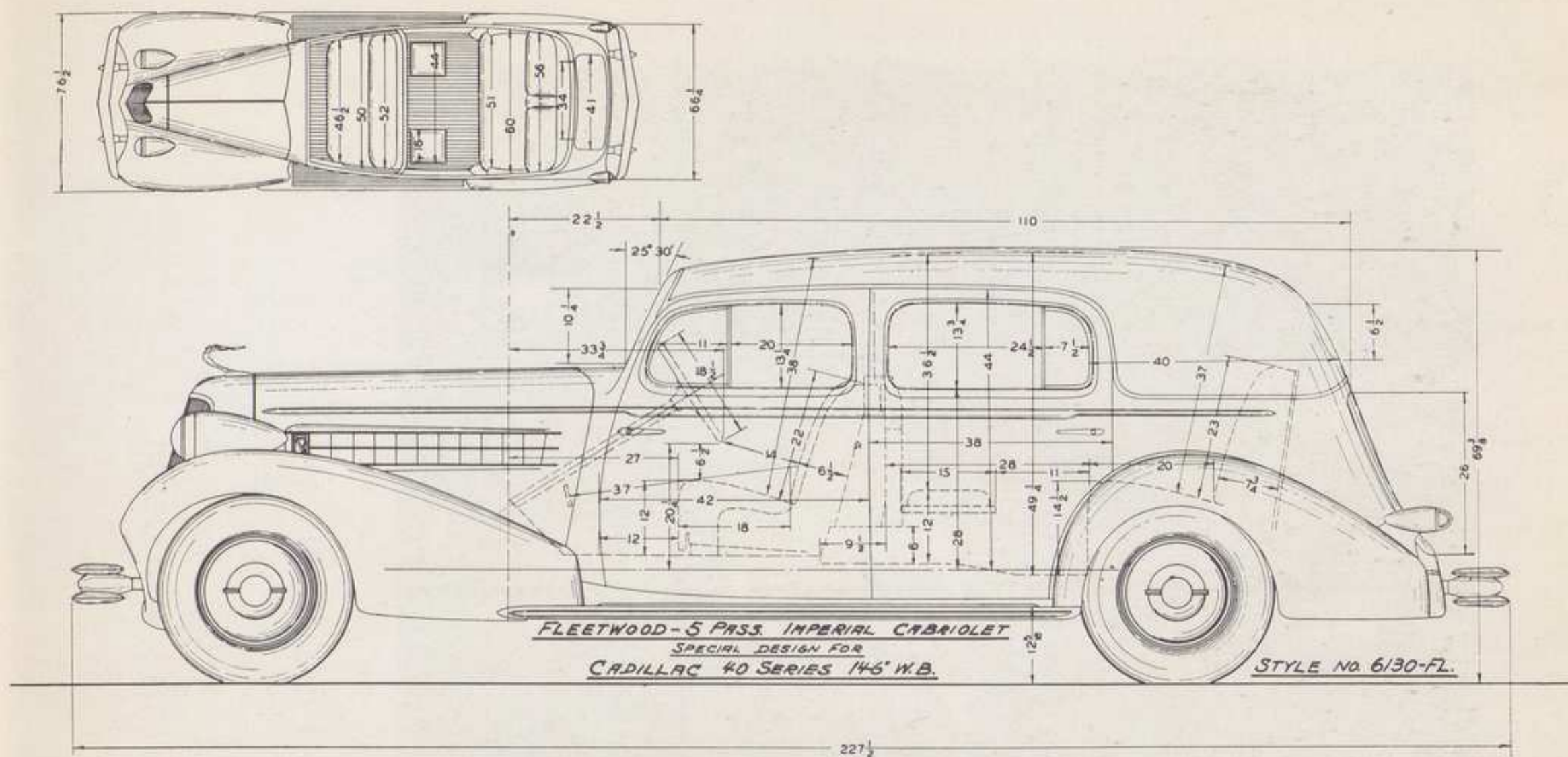


FLEETWOOD FIVE-PASSENGER IMPERIAL CABRIOLET

(OPERA SEATS)

(Illustrated on V-12 chassis, Style 6130-FL)

Also available on V-8 Cadillac chassis as Style 6030-FL and on V-16 as Style 6230-FL.



FLEETWOOD FIVE-PASSENGER IMPERIAL CABRIOLET

(OPERA SEATS)

(Style 6030-FL, 6130-FL and 6230-FL)

ROOF AND REAR QUARTERS: Genuine English Landau Leather.

FRONT SEAT: Stationary with form fitting back rest provided by two concave cushions divided in center. Upholstered in leather.

WINDSHIELD: Stationary, straight across; slanting 25°, non-glare, clear vision, security plate glass.

VENTILATOR: One on top of cowl rear opening for better ventilation, screened.

LIGHTING: Dome light operated by rear doors and pillar switches. Two rear corner lights, additional dome light in front compartment.

WINDOWS: Front and rear doors are equipped with the new individually controlled ventilation feature; all windows security plate glass.

HARDWARE: Fleetwood design, chromium plated.

DIVISION: With header board and side pillars. The glass may be raised or lowered between front and rear compartment. Security plate glass.

TELEPHONE: In right rear quarter.

SMOKING EQUIPMENT: Two covered ash receivers and two Pass-Around lighters located at front of side arm rests.

EXTRA SEATS: Two opera type, left seat faces right side with lazy back, right seat faces rear; folding flush with division when not in use.

EQUIPMENT INCLUDES: Oval shaped foot rest double adjustment, sponge rubber filled, carpet covered to match body trim; robe cord, center cloth covered; doorman's umbrella carried under front seat; concealed silk curtain on back light; two sliding arm slings; two interior sun visors adjustable to two positions; two small compartments in back of front seat; hand mirror in slash pocket on left hand side; clock imported, hinged type recessed in division wall; folding center arm rest in rear seat back, side arm rests on front doors.



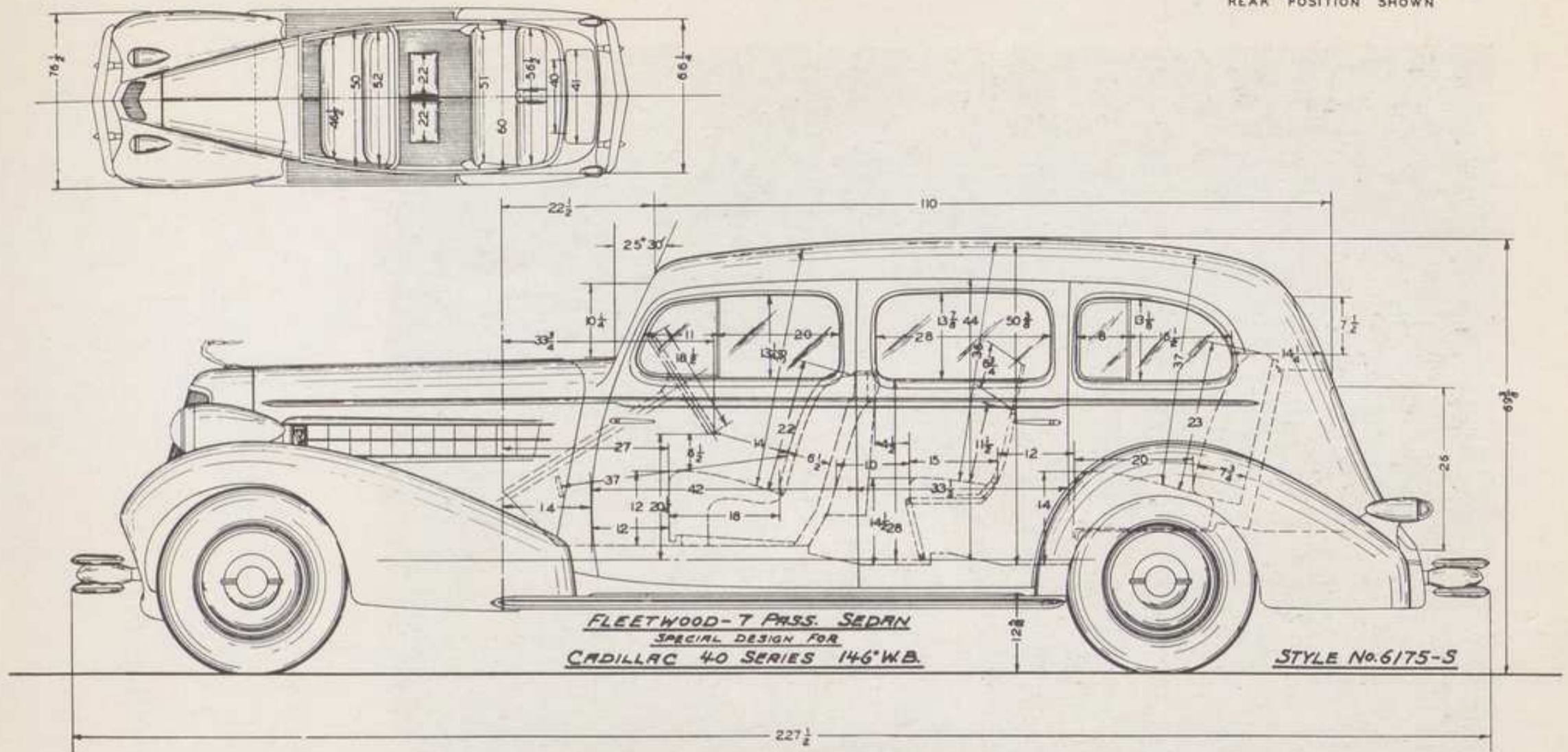
FLEETWOOD SEVEN-PASSENGER SEDAN

(FORWARD FACING AUXILIARY SEATS)

(Illustrated on V-12 chassis, Style 6175-S)

Also available on V-8 Cadillac chassis as Style 6075-S and on V-16 as Style 6275-S.

FRONT SEAT MOVES 4" FROM
REAR POSITION SHOWN



FLEETWOOD SEVEN-PASSENGER SEDAN

(FORWARD FACING AUXILIARY SEATS)

(Style 6075-S, 6175-S and 6275-S)

REAR QUARTERS: Metal with quarter windows.

FRONT SEAT: Entire front seat cushion and backrest adjustable 4", front seat back integral with center body pillars.

WINDSHIELD: Stationary, straight across; slanting 25°, non-glare, clear vision, security plate glass.

VENTILATOR: One on top of cowl, rear opening for better ventilation, screened.

LIGHTING: Dome light operated by door and pillar switches. Two rear corner lights.

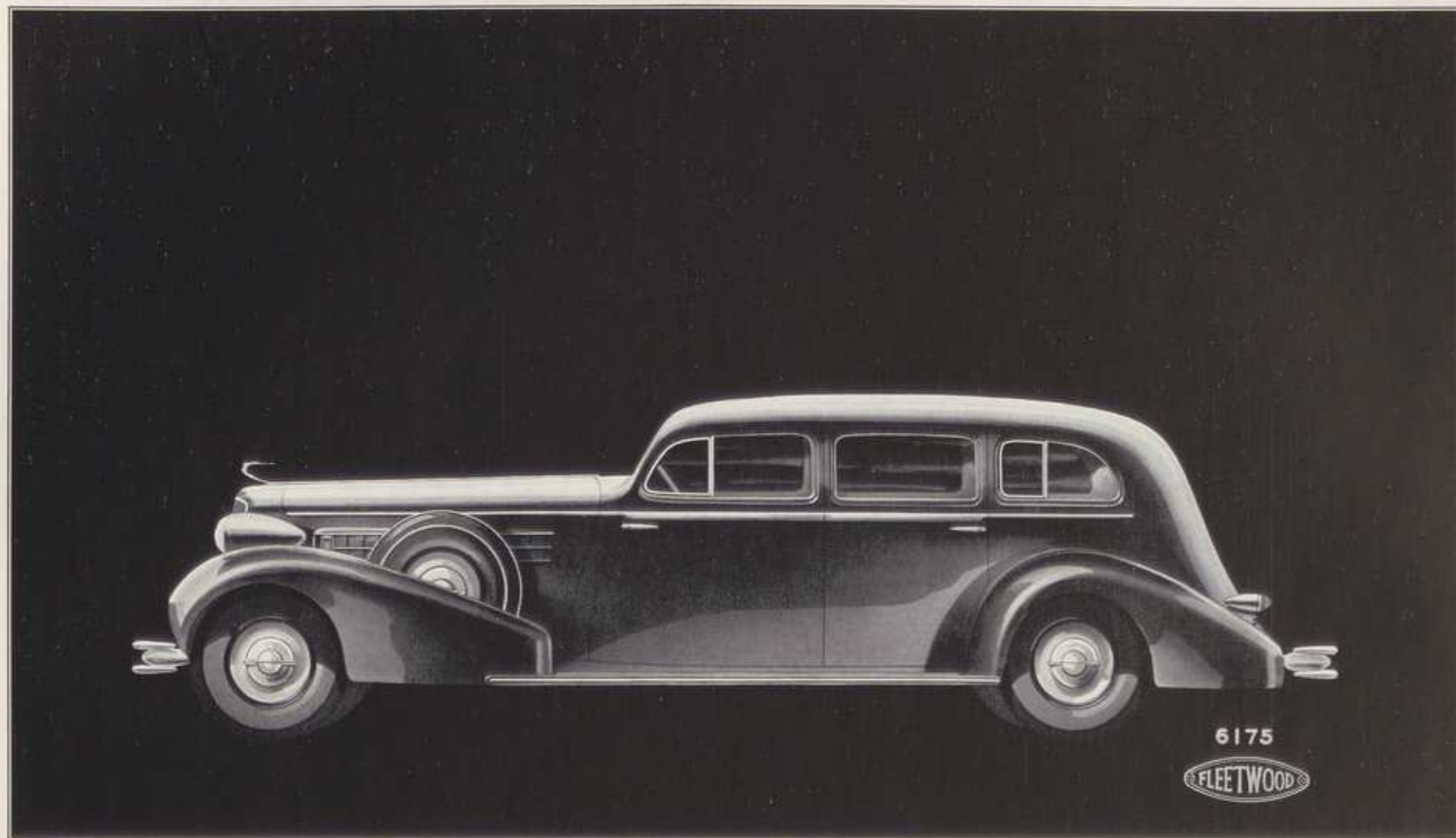
WINDOWS: Front doors and rear quarter windows are equipped with the new individually controlled ventilation feature. All windows security plate glass.

HARDWARE: Fleetwood design, chromium plated.

SMOKING EQUIPMENT: Two covered ash receivers and two Pass-Around lighters, located at front of side arm rests.

EXTRA SEATS: Two forward facing, luxuriously upholstered with Marshall springs and double throw backs; room enough for three passengers, concealed when not in use.

EQUIPMENT INCLUDES: Oval shaped foot rest, double adjustment, sponge rubber filled carpet covered to match body trim; robe cord, center cloth covered; concealed silk curtains on rear quarter windows and back light; two sliding arm slings; two interior sun visors adjustable to two positions; hand mirror in slash pocket on left hand side; clock, imported, hinged type recessed in back of front seat; folding center arm rest in rear seat back, side arm rests on front doors.

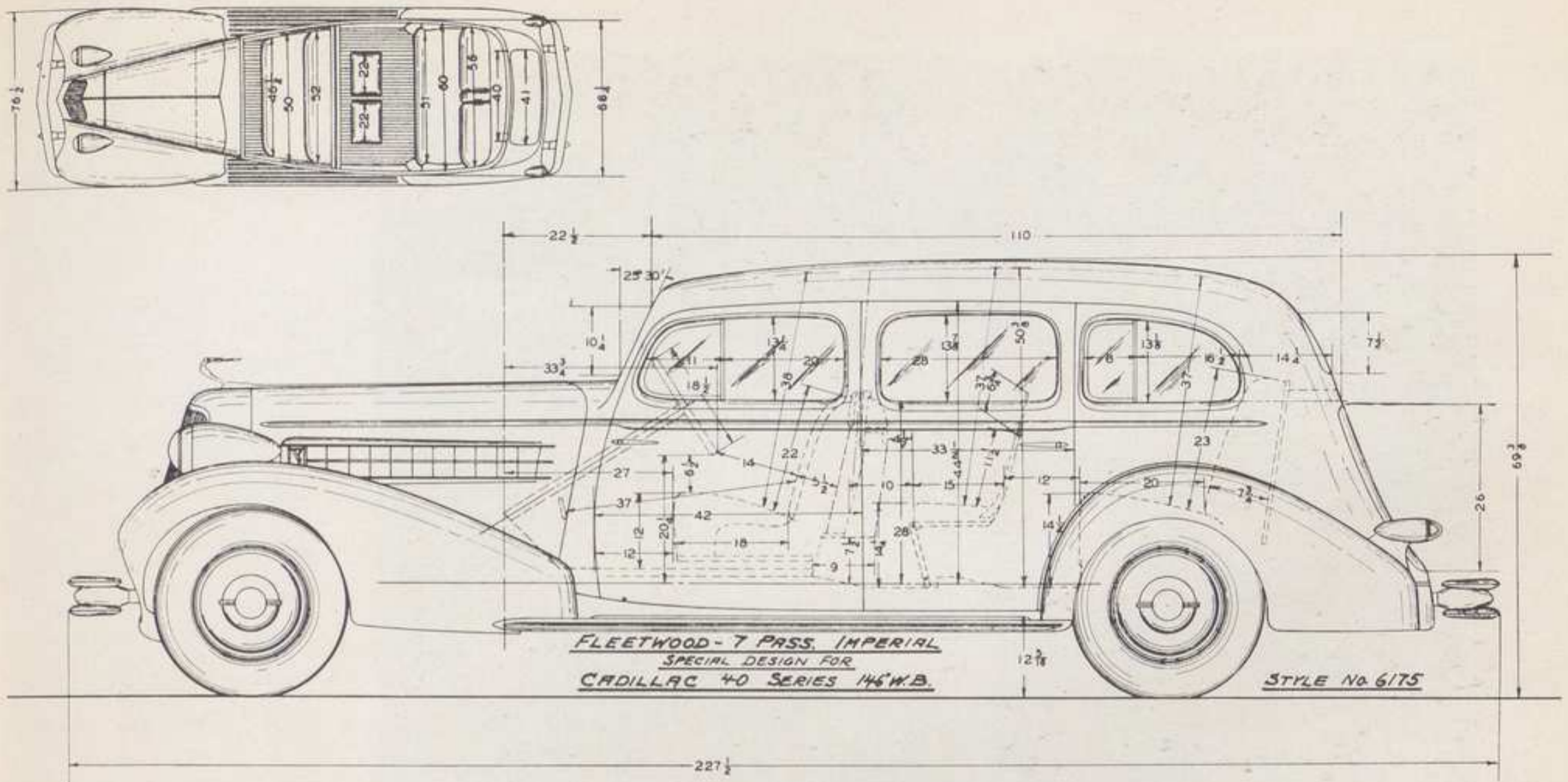


FLEETWOOD SEVEN - PASSENGER LIMOUSINE

(FORWARD FACING AUXILIARY SEATS)

(Illustrated on V-12 chassis, Style 6175)

Also available on V-8 Cadillac chassis as Style 6075 and on V-16 as Style 6275.



FLEETWOOD SEVEN - PASSENGER LIMOUSINE

(FORWARD FACING AUXILIARY SEATS)

(Style 6075, 6175 and 6275)

REAR QUARTERS: Metal with quarter windows.

FRONT SEAT: Stationary, with form fitting backrest provided by two concave cushions divided in center. Upholstered in leather.

WINDSHIELD: Stationary, straight across; slanting 25°, non-glare, clear vision, security plate glass.

VENTILATOR: One on top of cowl, rear opening for better ventilation, screened.

LIGHTING: Dome light operated by rear doors and pillar switches. Two rear corner lights. Additional dome light in front compartment.

WINDOWS: Front doors and rear quarter windows are equipped with the new individually controlled ventilation feature. All windows security plate glass.

HARDWARE: Fleetwood design, chromium plated.

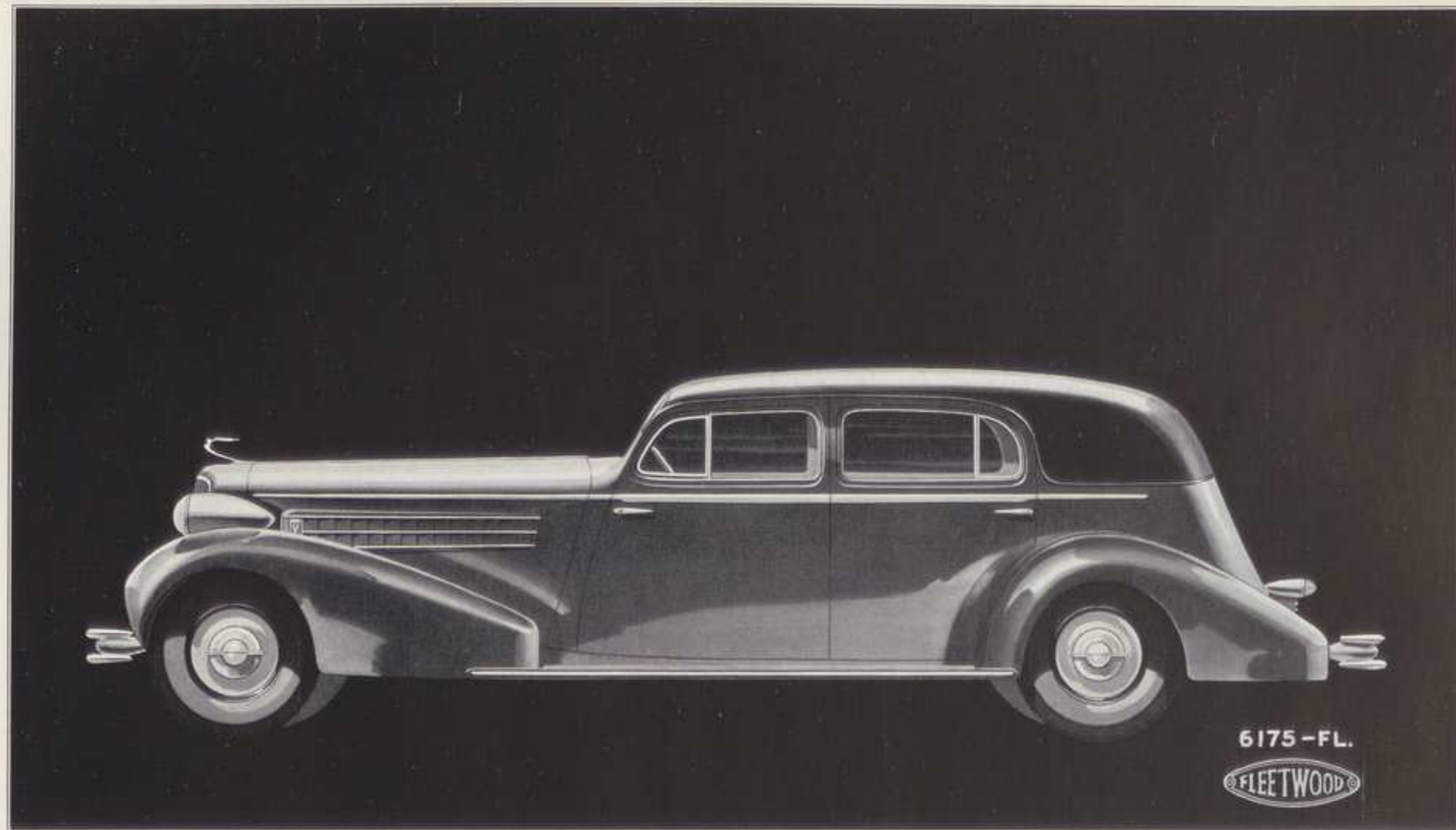
DIVISION: With header board and side pillars. The glass may be raised or lowered between front and rear compartment. Security plate glass.

TELEPHONE: In right rear quarter.

SMOKING EQUIPMENT: Two covered ash receivers and two Pass-Around lighters located at front of side arm rests.

EXTRA SEATS: Two forward facing, luxuriously upholstered with Marshall springs and double throw backs, room enough for three passengers, concealed when not in use.

EQUIPMENT INCLUDES: Oval shaped foot rest, double adjustment, sponge rubber filled, carpet covered to match body trim; robe cord, center cloth covered; doorman's umbrella carried under front seat; concealed silk curtains on rear quarter windows and back light; two sliding arm slings; two interior sun visors adjustable to two positions; two small compartments in back of front seat; hand mirror in slash pocket on left hand side; clock imported, hinged type, recessed in division wall; folding center arm rest in rear seat back, side arm rests on front doors.

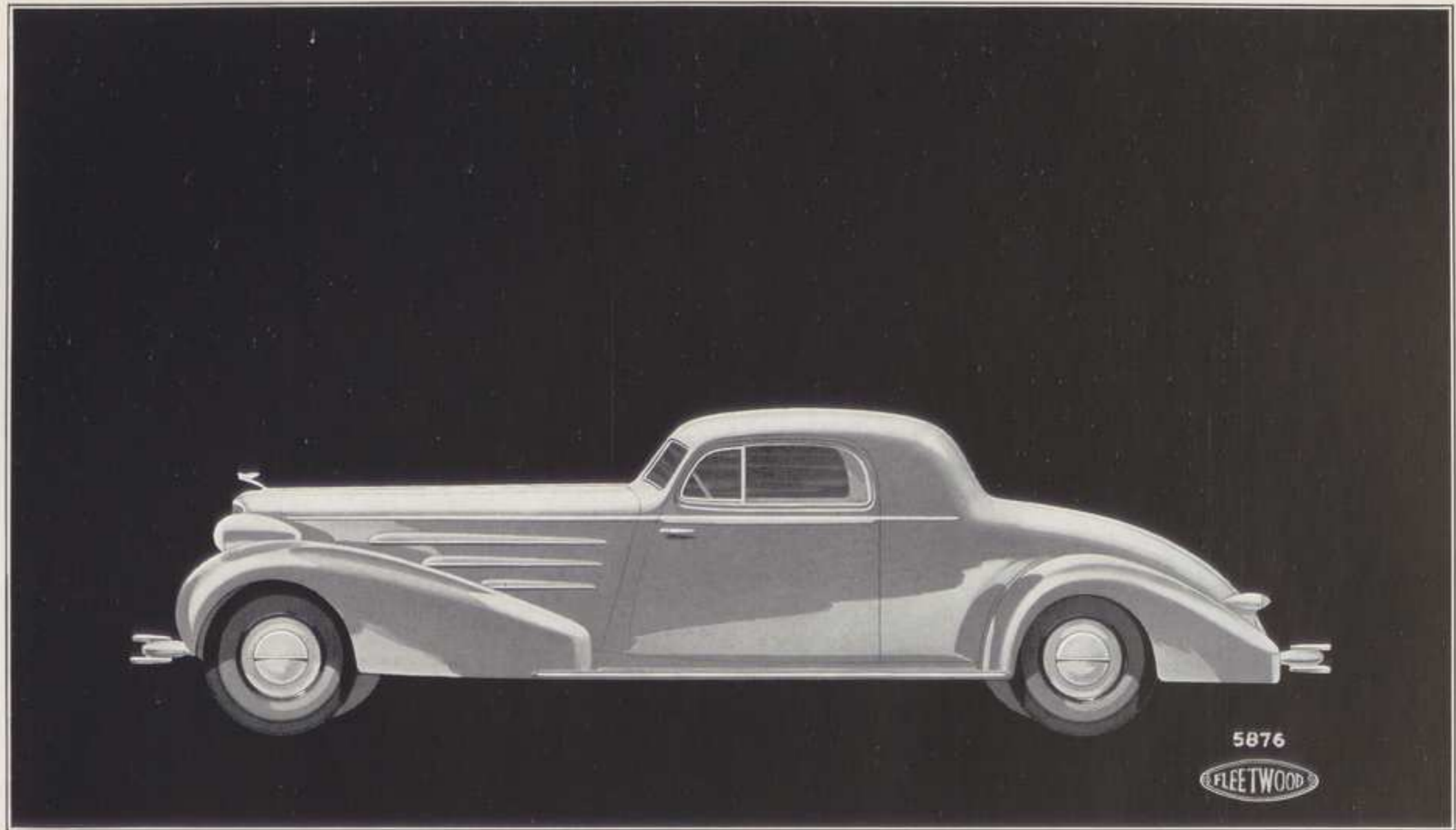


FLEETWOOD SEVEN-PASSENGER IMPERIAL CABRIOLET

(FORWARD FACING AUXILIARY SEATS)

(Illustrated on V-12 chassis, Style 6175-FL)

Also available on V-8 Cadillac chassis as Style 6075-FL and on V-16 as Style 6275-FL



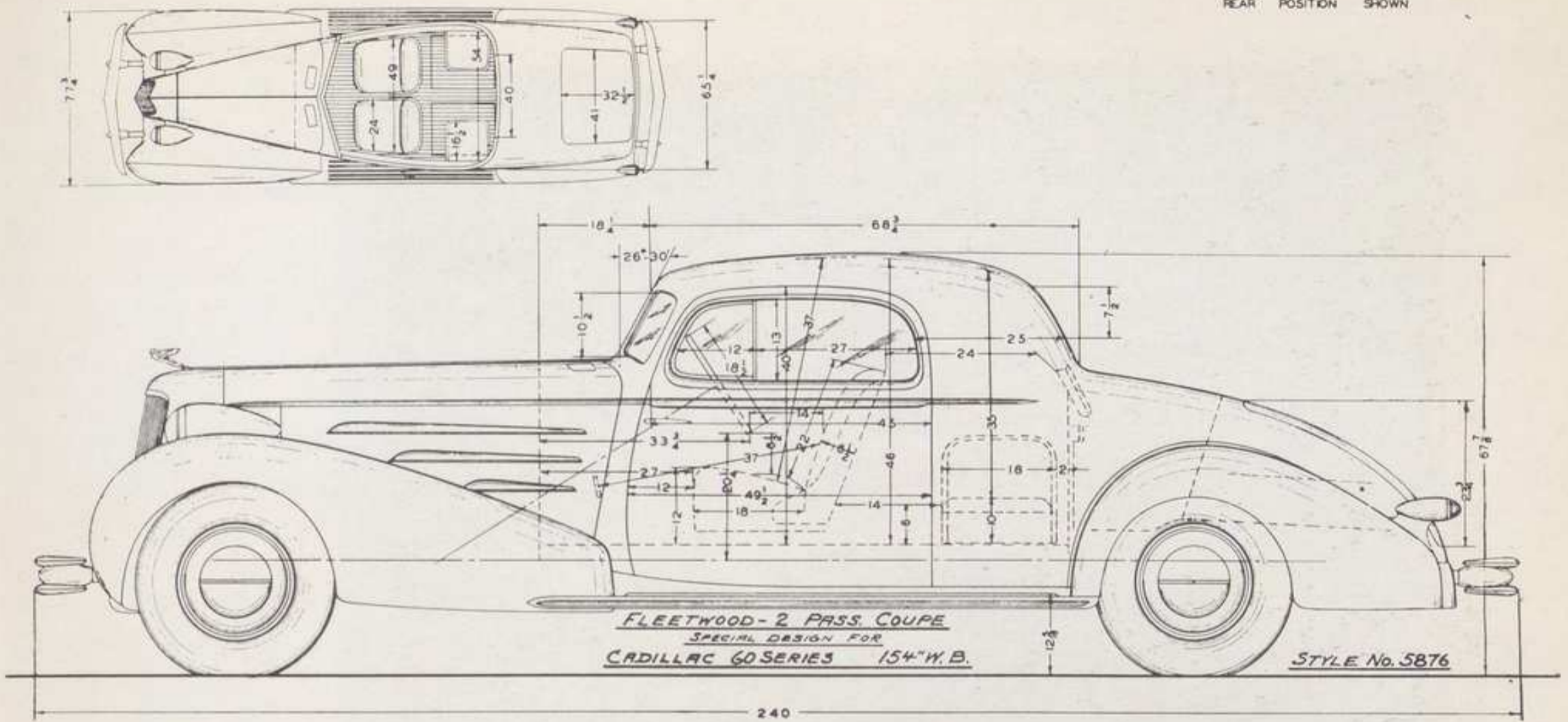
FLEETWOOD STATIONARY COUPE

(WITH INSIDE AUXILIARY SEATS)

(Illustrated on V-16 chassis, Style 5876)

Also available on V-8 Cadillac chassis as Style 5676 and on V-12 as Style 5776.

FRONT SEAT MOVES 4" FROM
REAR POSITION SHOWN



FLEETWOOD STATIONARY COUPE

(WITH INSIDE AUXILIARY SEATS)

(Style 5676, 5776 and 5876)

REAR QUARTERS: Full metal back.

FRONT SEATS: Two bucket type, both adjustable, backs swing forward, allowing ample room for entering rear compartment.

AUXILIARY SEATS: Two opera type, facing side-ways, concealed in side walls when not in use.

WINDSHIELD: Stationary, V-type, slanting 26°, non-glare, clear vision, security plate glass.

VENTILATORS: Two on top of cowl, rear opening, for better ventilation, screened.

LIGHTING: Dome light operated by doors and pillar switch.

WINDOWS: Front doors are equipped with new, individually controlled ventilation feature, all windows security plate glass.

HARDWARE: Fleetwood design; chromium plated.

SMOKING EQUIPMENT: Pass-Around cigar lighter in center of instrument board. Ash receiver in top of instrument board moulding.

EQUIPMENT INCLUDES: Concealed silk curtain on back light; large compartment located in back of tonneau accessible by two doors; two interior sun visors adjustable to two positions; side arm rests on doors.

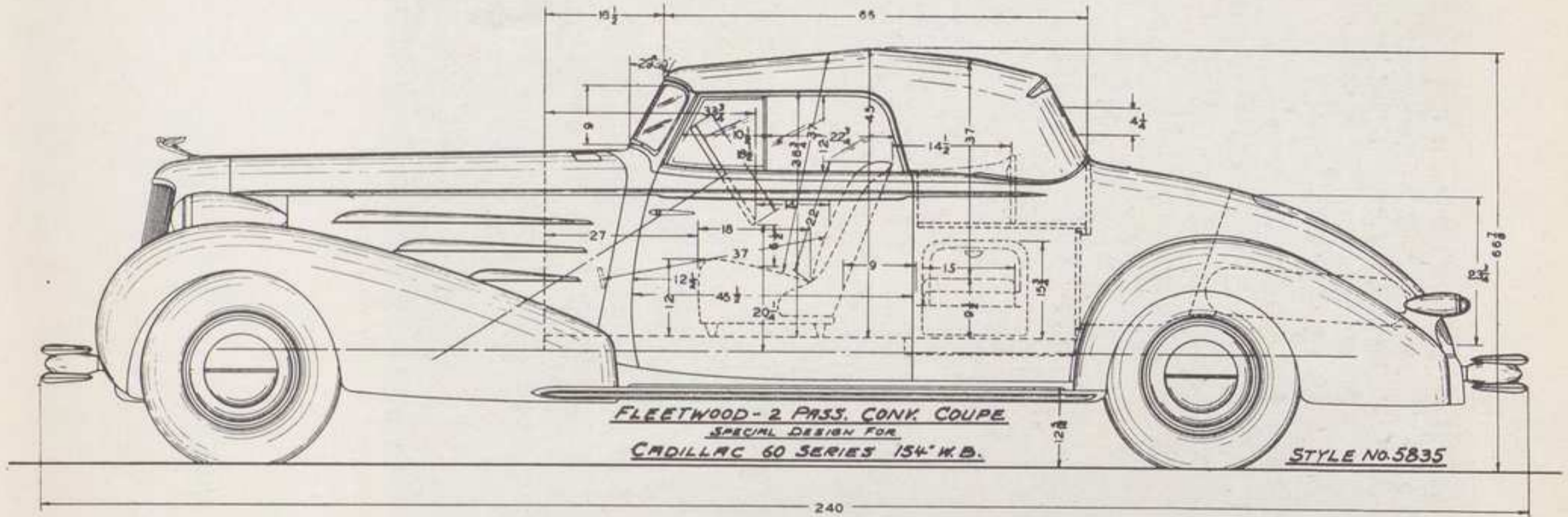
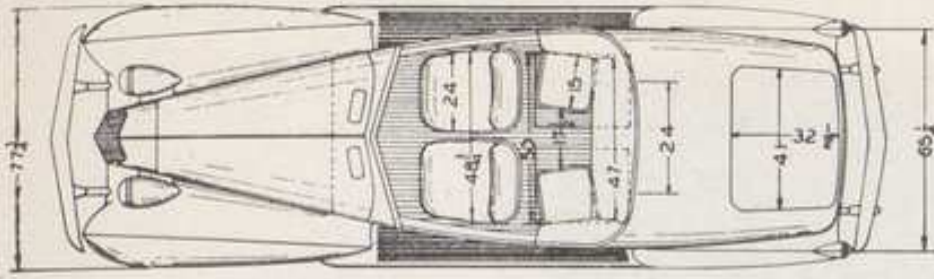


FLEETWOOD CONVERTIBLE COUPE

(WITH INSIDE AUXILIARY SEATS)

(Illustrated on V-16 chassis, Style 5835)

Also available on V-8 Cadillac chassis as Style 5635 and on V-12 as Style 5735.



FLEETWOOD CONVERTIBLE COUPE

(WITH INSIDE AUXILIARY SEATS)

(Style 5635, 5735 and 5835)

TOP AND REAR QUARTERS: Burbank—Fully collapsible, folding into special compartment, semi-concealed.

FRONT SEATS: Two bucket type, both adjustable; backs swing forward, allowing ample room for entering rear compartment.

AUXILIARY SEATS: Two Opera type, facing sideways, concealed in side walls when not in use.

WINDSHIELD: Stationary, V-type, slanting 29°, non-glare, clear vision, security plate glass.

VENTILATORS: Two on top of cowl, rear opening, for better ventilation, screened.

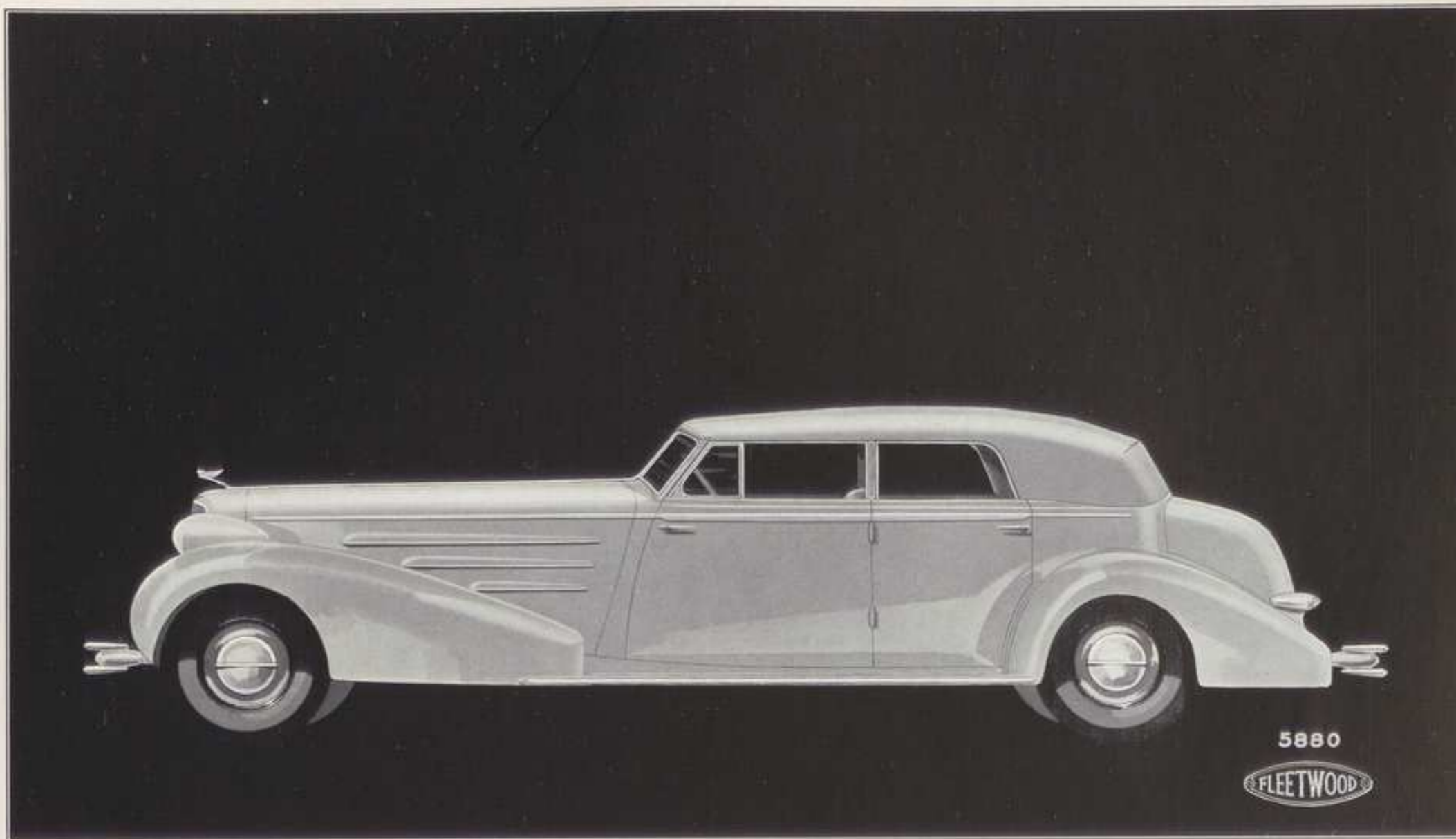
LIGHTING: Courtesy light in rear compartment.

WINDOWS: Front doors are equipped with individually controlled ventilation features, all windows security plate glass.

HARDWARE: Fleetwood design; chromium plated.

SMOKING EQUIPMENT: Pass-Around lighter in center of instrument board; ash receiver in top of instrument board moulding.

EQUIPMENT INCLUDES: Large compartment located in back of tonneau, accessible by two doors; side arm rests on doors; rear curtain with back light is adjustable; two interior sun visors.

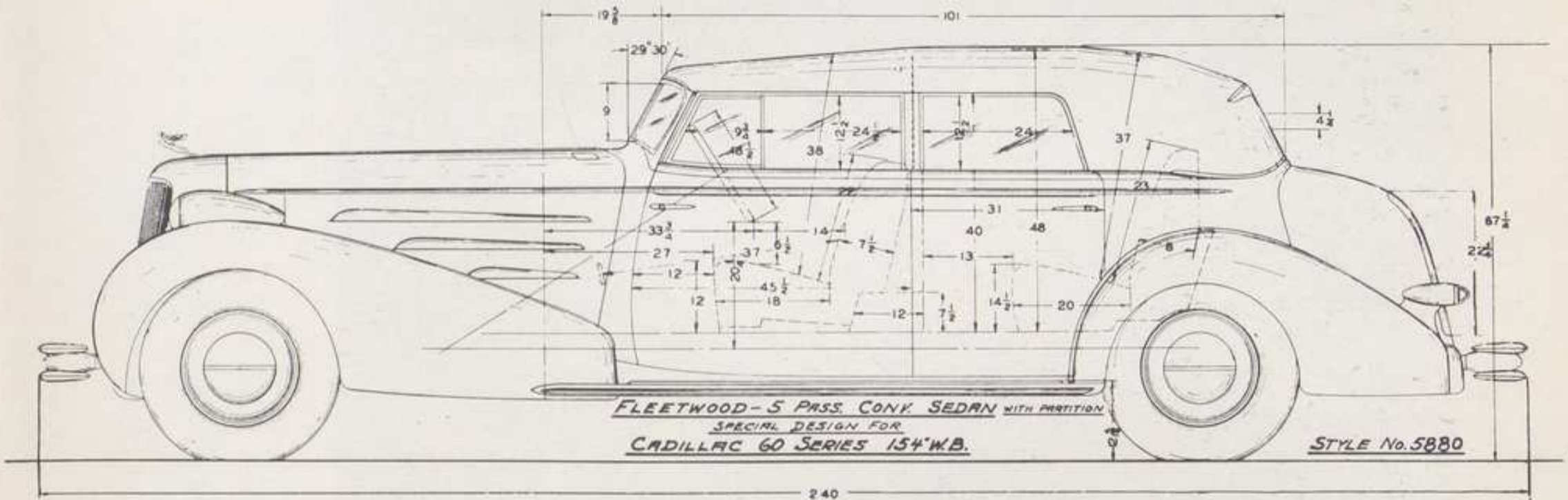
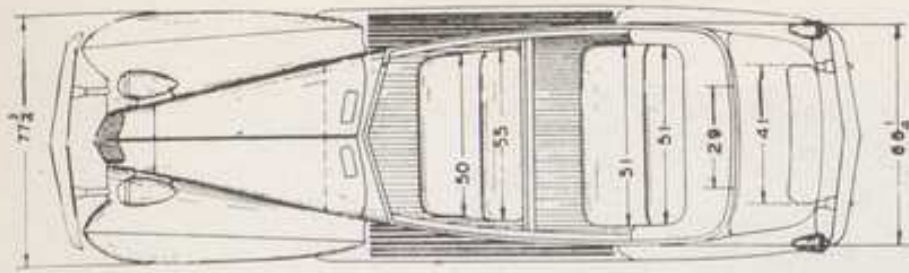


FLEETWOOD CONVERTIBLE SEDAN

(WITH IMPERIAL DIVISION)

(Illustrated on V-16 chassis, Style 5880)

Also available on V-8 Cadillac chassis as Style 5680 and on V-12 as Style 5780.



FLEETWOOD CONVERTIBLE SEDAN

(WITH IMPERIAL DIVISION)

(Style 5680, 5780 and 5880)

TOP AND REAR QUARTERS: Burbank; fully collapsible, folding into special compartment semi-concealed.

FRONT SEAT: Stationary.

REAR SEAT: Stationary.

WINDSHIELD: Stationary, V-type, slanting 29°, non-glare, clear vision, security plate glass.

VENTILATORS: Two on top of cowl, rear opening for better ventilation, screened.

LIGHTING: Lights recessed in front of each side arm rest in rear compartment, operated by door switch.

WINDOWS: Front doors are equipped with new individually controlled ventilation feature, all windows security plate glass.

HARDWARE: Fleetwood design, chromium plated.

SMOKING EQUIPMENT: Ash trays recessed in rear doors, Pass-Around lighter located in back of front seat, ash tray above instrument board.

EQUIPMENT INCLUDES: Two spring type wedge-shaped foot hassocks, carpet covered to match body trim; robe cord, center cloth covered; large locked compartment in back of front seat; clock, imported, hinged type, recessed in back of front seat, folding center arm rest in rear seat back; side arm rests on front doors; two interior sun visors.

IMPORTANT: When ordered without division, is identified on V-8 as Style 5680-S, V-12 as Style 5780-S, V-16 as Style 5880-S, Convertible Sedan.

Front seat when ordered as Convertible Sedan (without division), seat cushion and backrest adjustable 4". Seat back integral with center body pillars.



FLEETWOOD FIVE-PASSENGER CONVERTIBLE COUPE

(Illustrated on V-16 chassis, Style 5885)

Also available on V-8 Cadillac as Style 5685 and on V-12 as Style 5785

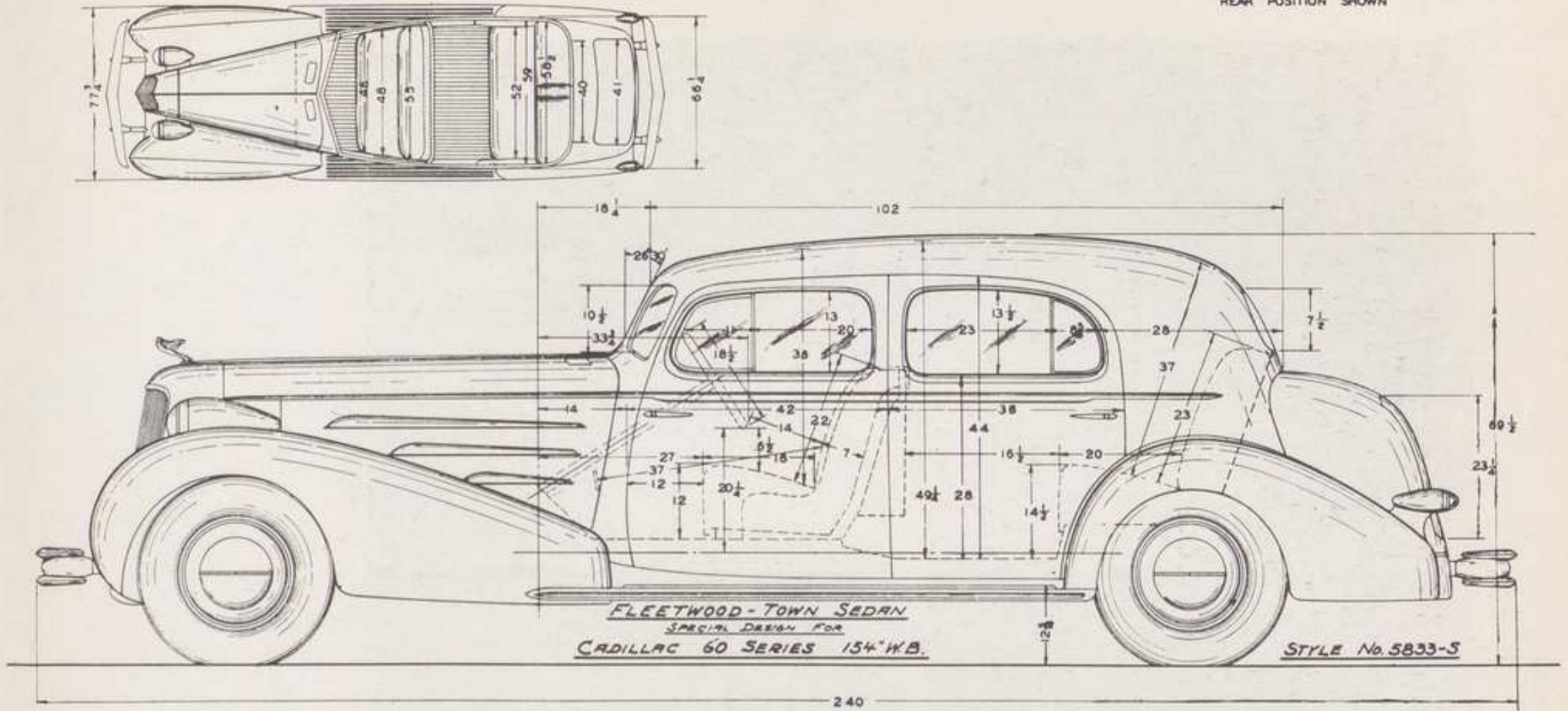


FLEETWOOD SPECIAL FIVE-PASSENGER TOWN SEDAN

(Illustrated on V-16 chassis, Style 5833-S)

Also available on V-8 Cadillac as Style 5633-S and on V-12 as Style 5733-S.

FRONT SEAT MOVES 4" FROM
REAR POSITION SHOWN



FLEETWOOD SPECIAL FIVE-PASSENGER TOWN SEDAN

(Style 5633-S, 5733-S and 5833-S)

REAR QUARTERS: Full metal back.

FRONT SEAT: Entire front seat cushion and backrest adjustable 4", front seat back integral with center body pillars.

REAR SEAT: Seat cushion and backrest stationary.

WINDSHIELD: Stationary V-type, slanting 26°, non-glare, clear vision security plate glass.

VENTILATOR: Two on top of cowl, rear opening for better ventilation, screened.

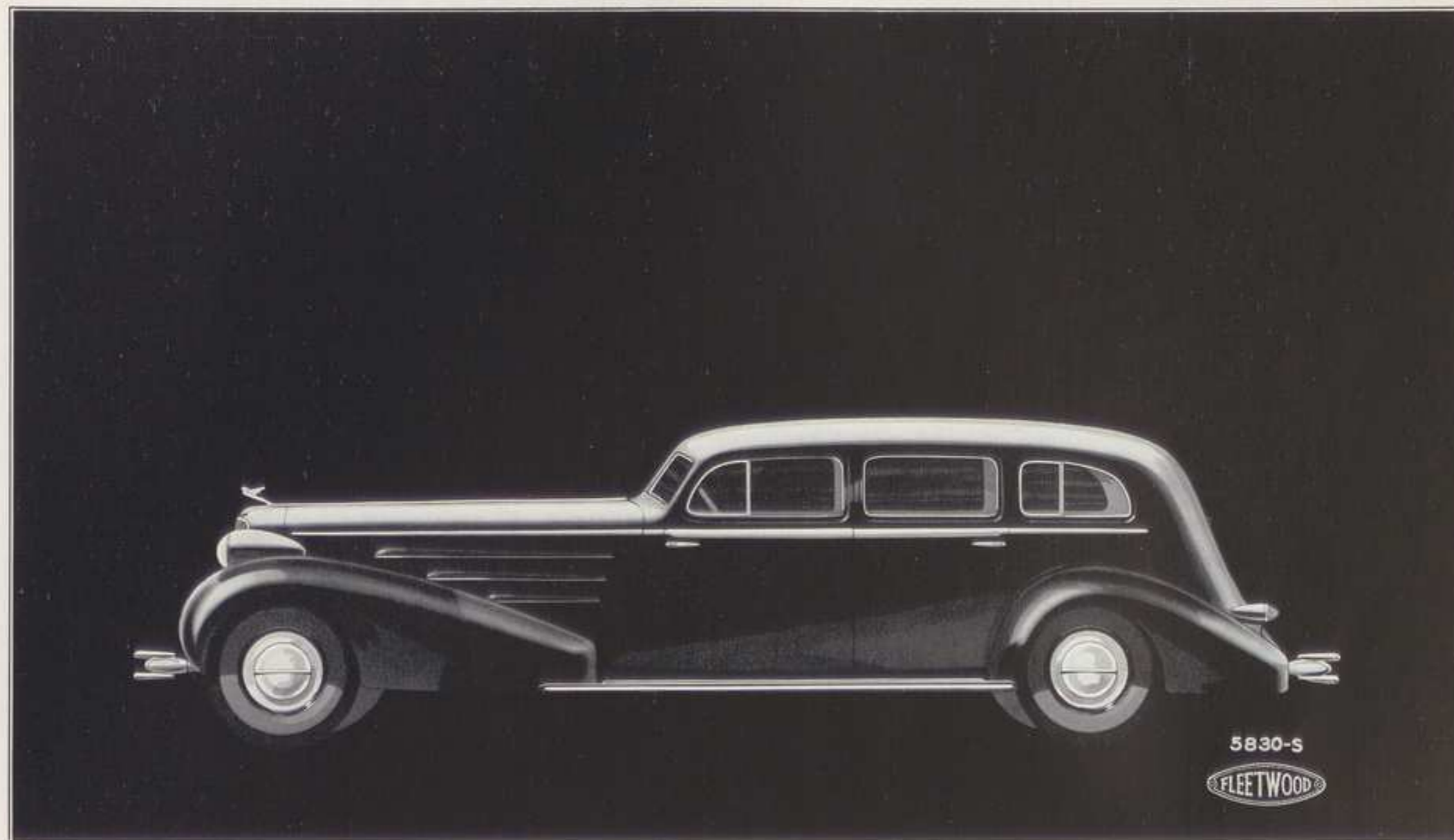
LIGHTING: Dome light operated by rear doors and pillar switch, two rear corner lights.

WINDOWS: Front and rear doors are equipped with new individually controlled ventilation feature. All windows security plate glass.

HARDWARE: Fleetwood design; chromium plated.

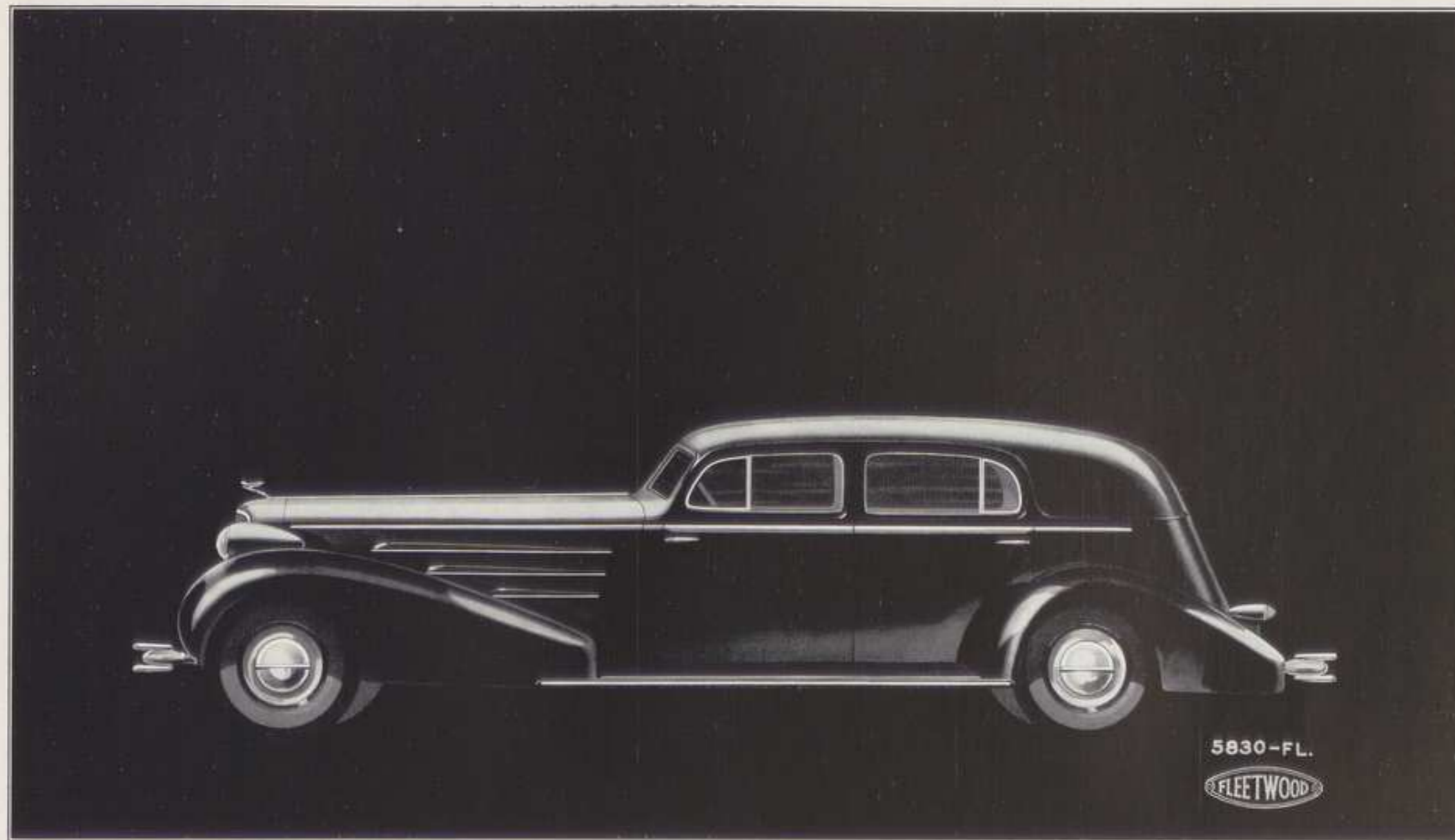
SMOKING EQUIPMENT: Ash trays recessed in rear doors; Pass-Around lighter located in back of front seat; ash tray above instrument board.

EQUIPMENT INCLUDES: Two spring type wedge shaped foot hassocks, carpet covered to match body trim; robe cord, center cloth covered; concealed silk curtain on back light; two interior sun visors adjustable to two positions; hand mirror in slash pocket left hand side; large locked compartment located in back of front seat; clock, imported, hinged type recessed in back of front seat; folding center arm rest in rear seat back; side arm rests on front doors.



FLEETWOOD SPECIAL FIVE-PASSENGER SEDAN
(Illustrated on V-16 chassis, Style 5830-S)

Also available on V-8 Cadillac as Style 5630-S and on V-12 as Style 5730-S.

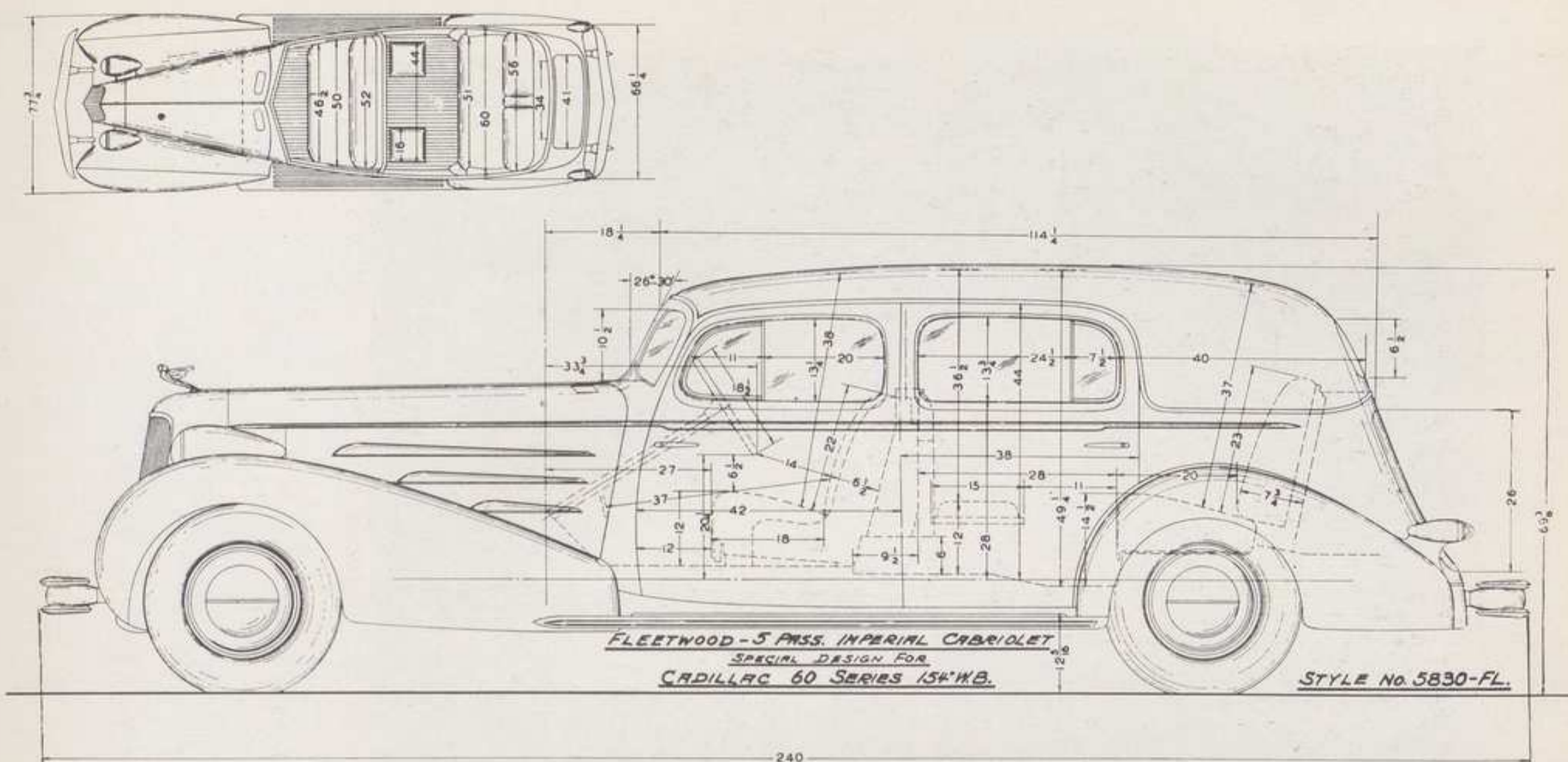


FLEETWOOD SPECIAL FIVE-PASSENGER IMPERIAL CABRIOLET

(OPERA SEATS)

(Illustrated on V-16 chassis, Style 5830-FL)

Also available on V-8 Cadillac chassis as Style 5630-FL and on V-12 as Style 5730-FL.



FLEETWOOD SPECIAL FIVE-PASSENGER IMPERIAL CABRIOLET (OPERA SEATS)

(Style 5630-FL, 5730-FL and 5830-FL)

ROOF AND REAR QUARTERS: Genuine English Landau Leather.

FRONT SEAT: Stationary, with form fitting backrest provided by two concave cushions divided in center. Upholstered in leather.

REAR SEAT: Seat cushion and backrest adjustable.

WINDSHIELD: Stationary, V-type, slanting 26°, non-glare, clear vision, security plate glass.

VENTILATORS: Two on top of cowl, rear opening for better ventilation, screened.

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

WINDOWS: Front and rear doors are equipped with new individually controlled ventilation feature; all windows security plate glass.

HARDWARE: Fleetwood design; chromium plated.

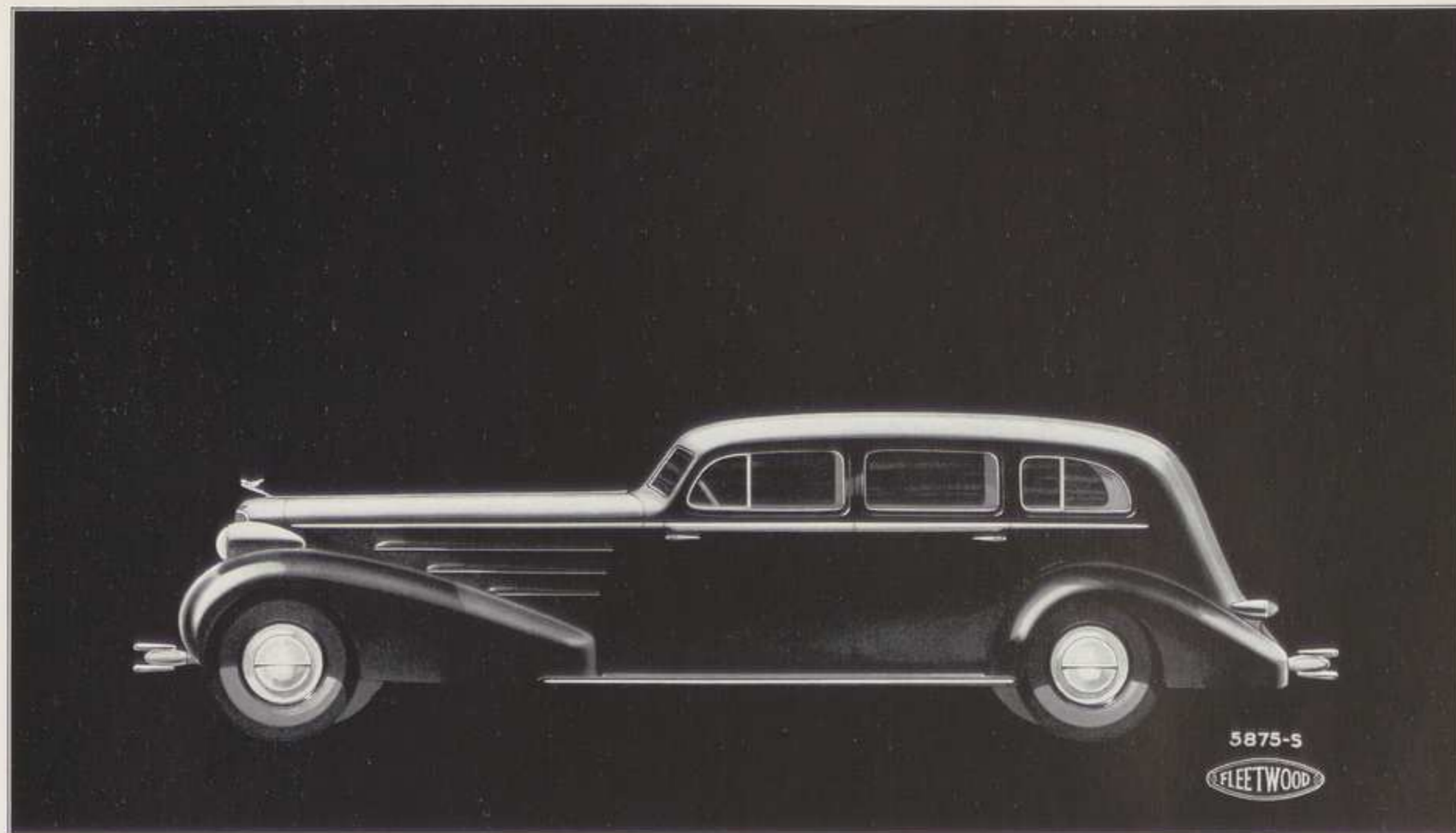
DIVISION: With header board and side pillars; the glass may be raised and lowered between front and rear compartments; security plate glass.

TELEPHONE: In right rear quarter.

SMOKING EQUIPMENT: Two covered ash receivers and two Pass-Around lighters, located at front of side arm rests.

EXTRA SEATS: Two opera type, left seat faces right side with lazy back, right seat faces rear, concealed when not in use.

EQUIPMENT INCLUDES: Oval shaped foot rest, double adjustment, sponge rubber filled, carpet covered to match body trim; robe cord, center cloth covered; doorman's umbrella carried under front seat; concealed silk curtain on back light; two sliding arm slings; two interior sun visors, adjustable to two positions; hand mirror in slash pocket left hand side; two small compartments in back of front seat; clock, imported, hinged type recessed in division wall; folding center arm rest in rear seat back, side arm rests on front doors.



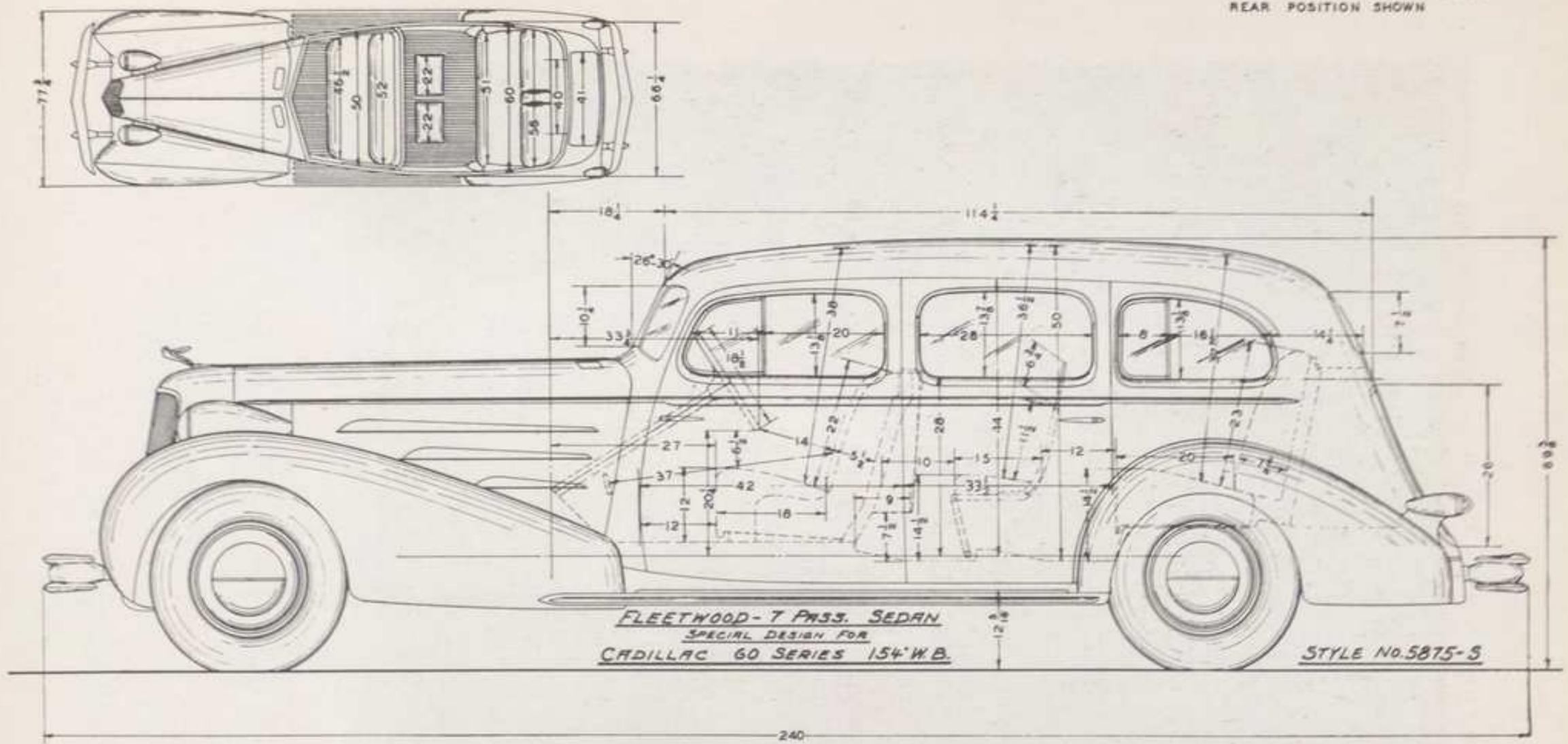
FLEETWOOD SPECIAL SEVEN-PASSENGER SEDAN

(FORWARD FACING AUXILIARY SEATS)

(Illustrated on V-16 chassis, Style 5875-S)

Also available on V-8 Cadillac chassis as Style 5675-S and on V-12 as Style 5775-S.

FRONT SEAT MOVES 4" FROM
REAR POSITION SHOWN



FLEETWOOD SPECIAL SEVEN-PASSENGER SEDAN

(FORWARD FACING AUXILIARY SEATS)

(Style 5675-S, 5775-S and 5875-S)

REAR QUARTERS: Metal with quarter windows.

FRONT SEAT: Entire front seat cushion and backrest adjustable 4"; seat back integral with center body pillars.

REAR SEAT: Seat cushion and backrest adjustable.

WINDSHIELD: Stationary V-type slanting 26°, non-glare, clear vision, security plate glass.

VENTILATORS: Two on top of cowl, rear opening for better ventilation, screened.

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

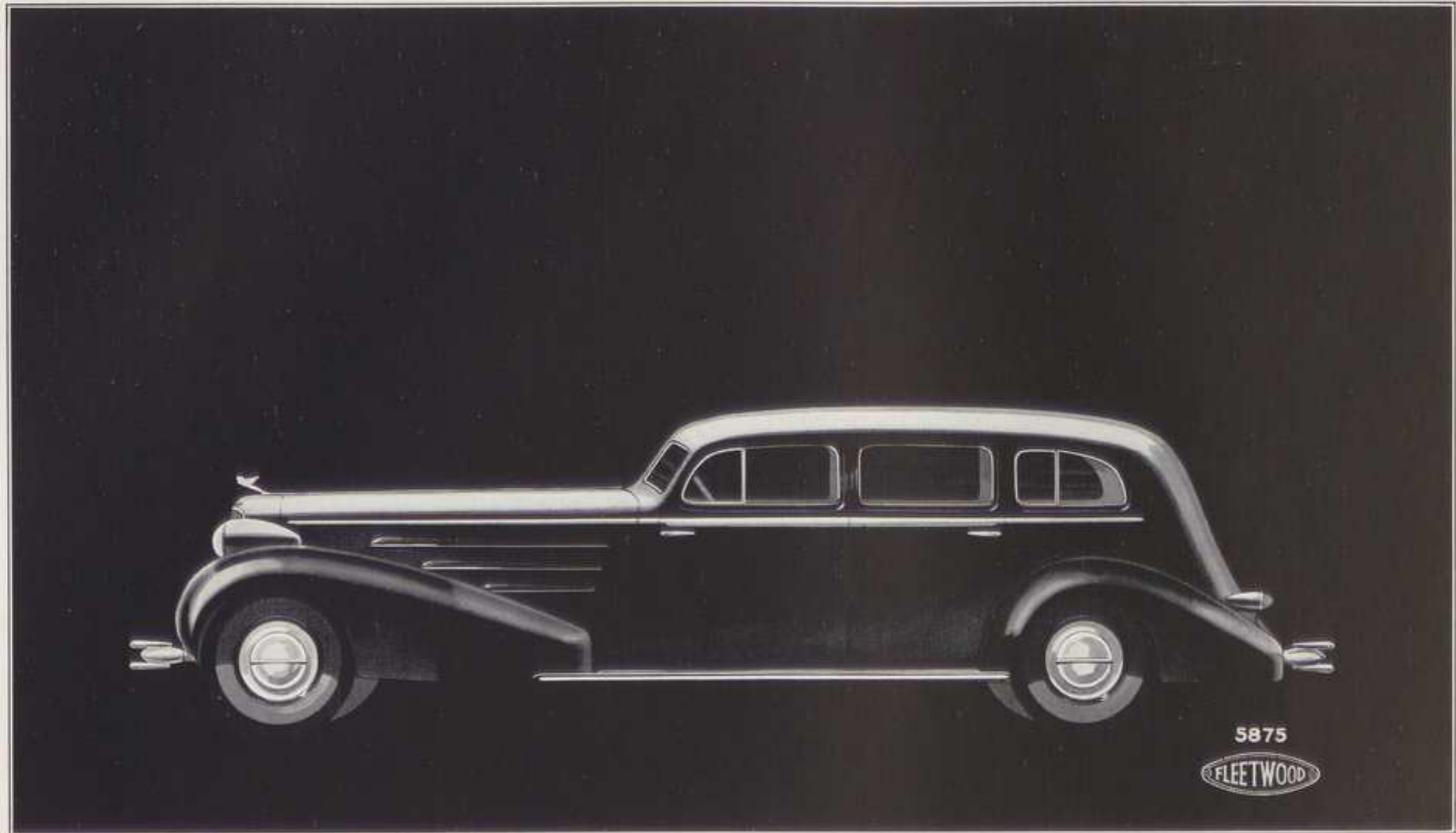
WINDOWS: Front doors and rear quarter windows are equipped with new individually controlled ventilation feature; all windows security plate glass.

HARDWARE: Fleetwood design, chromium plated.

SMOKING EQUIPMENT: Two covered ash receivers and two Pass-Around lighters, located at front of side arm rests.

EXTRA SEATS: Two forward facing, luxuriously upholstered with Marshall springs and double throw backs. Room enough for three people, concealed when not in use.

EQUIPMENT INCLUDES: Oval shaped foot rest, double adjustment, sponge rubber filled, carpet covered to match body trim; robe cord, center cloth covered; concealed curtains on rear quarter windows and back light; sliding arm slings; two interior sun visors adjustable to two positions; hand mirror in slash pocket left hand side; clock, imported, hinged type, recessed in back of front seat; center arm rest in rear seat back; two side arm rests on front doors.

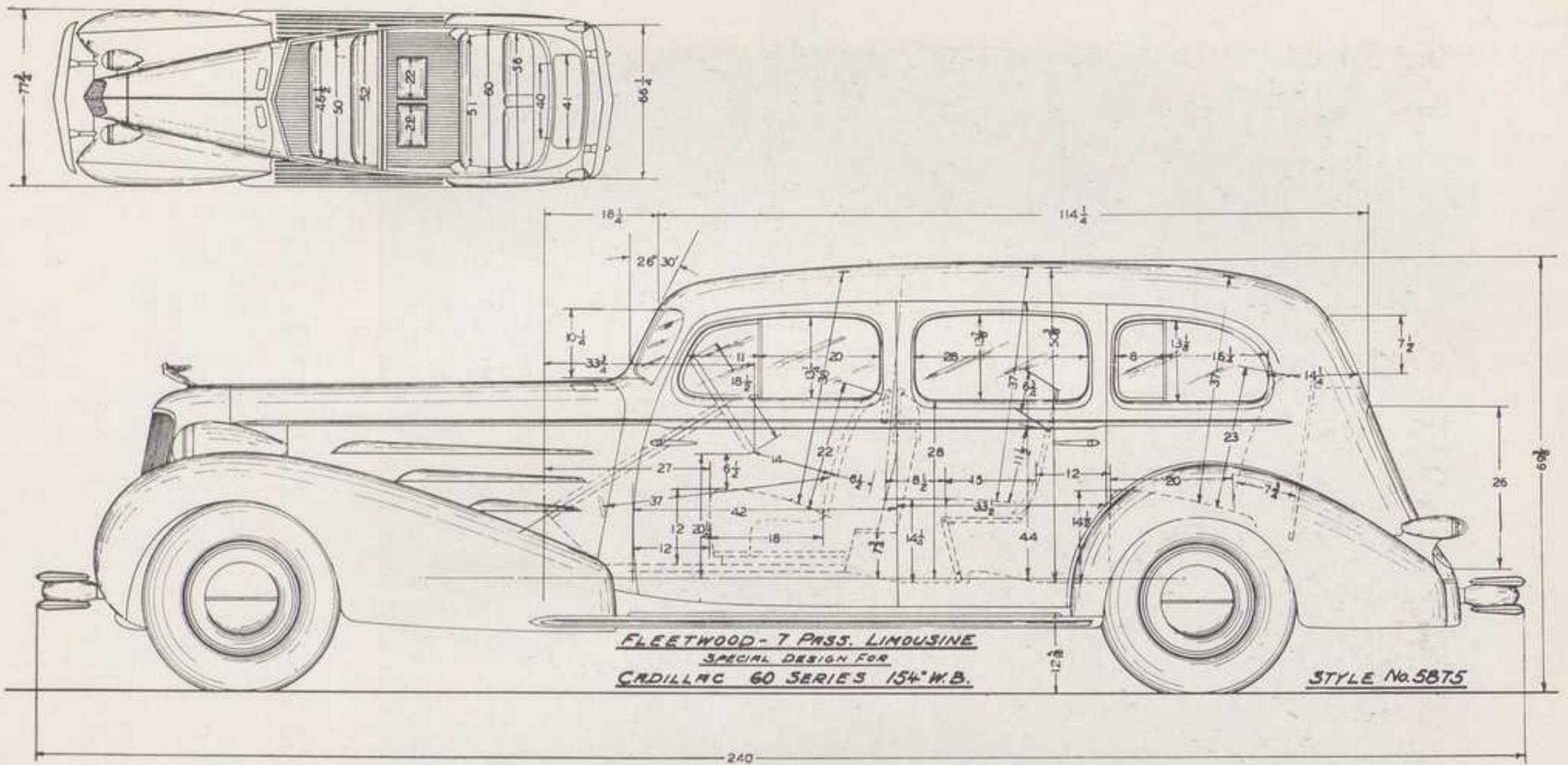


FLEETWOOD SPECIAL SEVEN-PASSENGER LIMOUSINE

(FORWARD FACING AUXILIARY SEATS)

(Illustrated on V-16 chassis, Style 5875)

Also available on V-8 Cadillac chassis as Style 5675 and on V-12 as Style 5775.



FLEETWOOD SPECIAL SEVEN-PASSENGER LIMOUSINE

(FORWARD FACING AUXILIARY SEATS)

(Style 5675, 5775 and 5875)

REAR QUARTERS: Metal with quarter windows.

FRONT SEAT: Stationary, with form fitting backrest provided by two concave cushions divided in center. Upholstered in leather.

REAR SEAT: Seat cushion and backrest adjustable.

WINDSHIELD: Stationary, V-type, slanting 26° , non-glare, clear vision, security plate glass.

VENTILATOR: Two on top of cowl, rear opening for better ventilation, screened.

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

WINDOWS: Front doors and rear quarter windows are equipped with new individually controlled ventilation feature. All windows security plate glass.

HARDWARE: Fleetwood design, chromium plated.

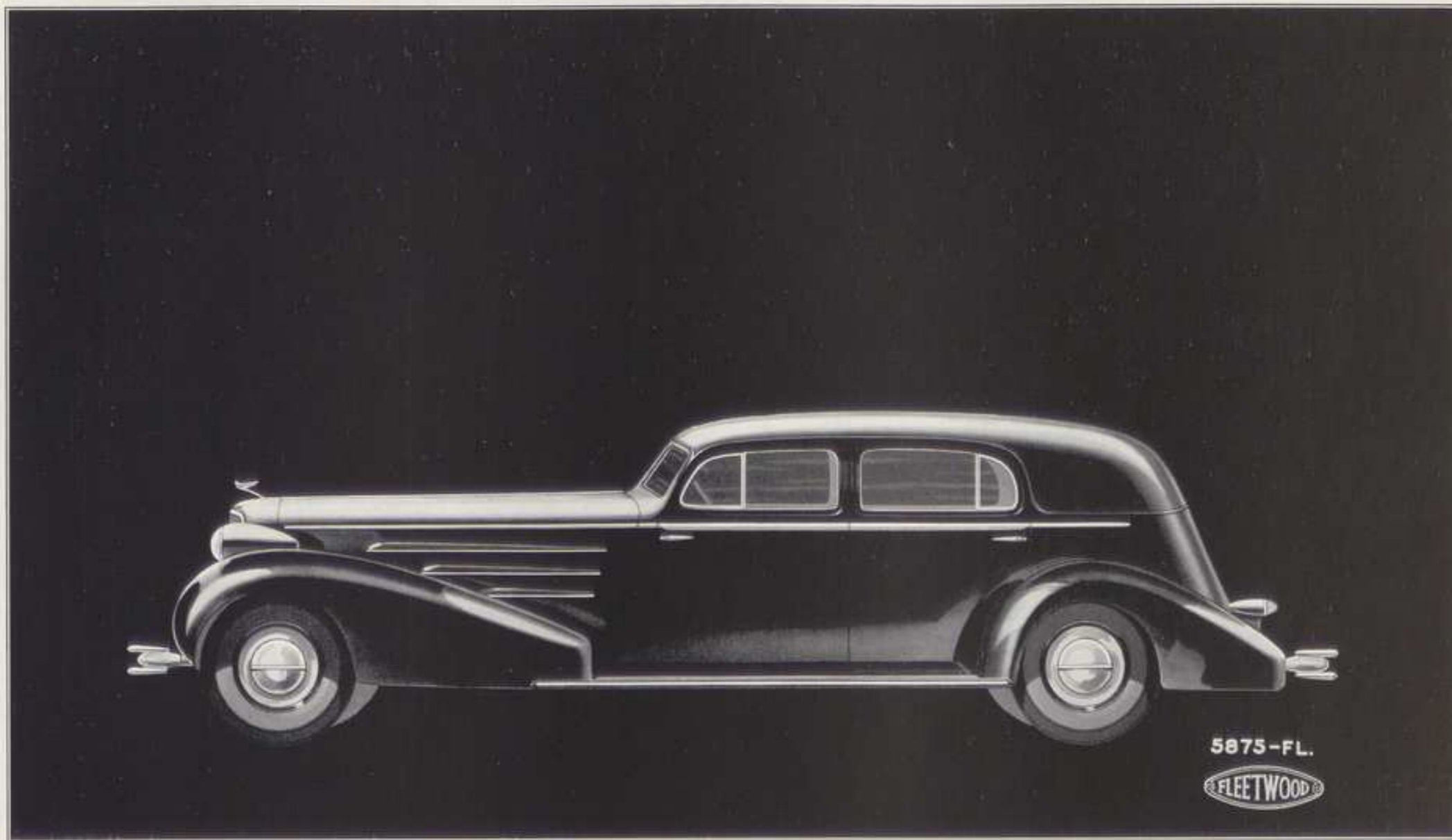
DIVISION: With header board and side pillars; the glass may be raised and lowered between front and rear compartments; security plate glass.

TELEPHONE: In right rear quarter.

SMOKING EQUIPMENT: Two covered ash receivers and two Pass-Around lighters, located at front of side arm rests.

EXTRA SEATS: Two facing forward; luxuriously upholstered with Marshall springs and double throw backs, room enough for three people, concealed when not in use.

EQUIPMENT INCLUDES: Oval shaped foot rest, double adjustment, sponge rubber filled, carpet covered to match body trim; robe cord, center cloth covered; doorman's umbrella carried under front seat; concealed silk curtains on rear quarter windows and back light; two sliding arm slings; two interior sun visors, adjustable to two positions; hand mirror in slash pocket left hand side; two small compartments back of front seat; clock, imported, hinged type, recessed in division wall; center arm rest in rear seat back, side arm rests on front doors.

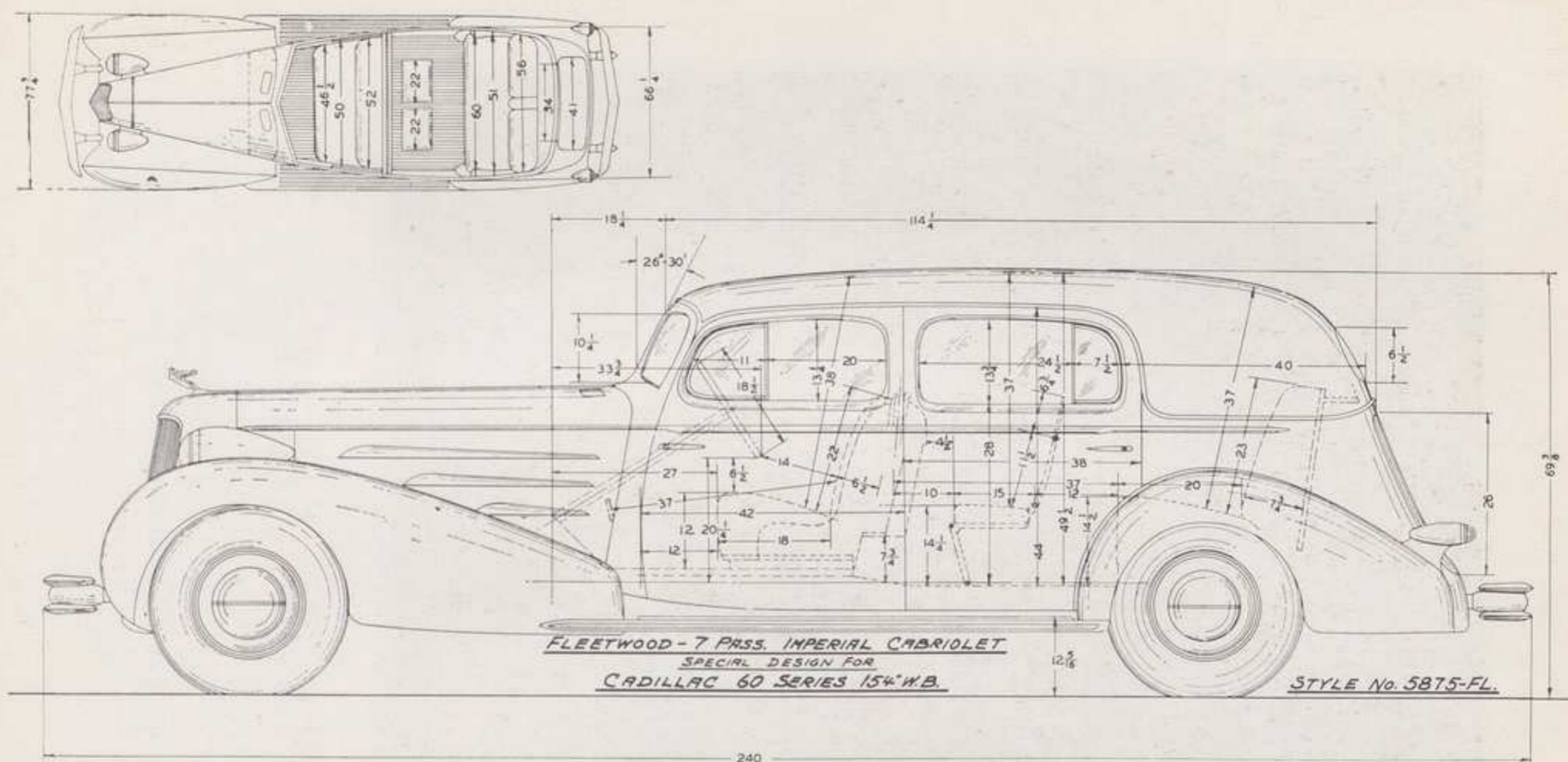


FLEETWOOD SPECIAL SEVEN-PASSENGER IMPERIAL CABRIOLET

(FORWARD FACING AUXILIARY SEATS)

(Illustrated on V-16 chassis, Style 5875-FL)

Also available on V-8 Cadillac chassis as Style 5675-FL and on V-12 as Style 5775-FL.



FLEETWOOD SPECIAL SEVEN-PASS. IMPERIAL CABRIOLET

(FORWARD FACING AUXILIARY SEATS)

(Style 5675-FL, 5775-FL and 5875-FL)

ROOF AND REAR QUARTERS: Genuine English Landau Leather.

FRONT SEAT: Stationary, with form fitting backrest provided by two concave cushions divided in center. Upholstered in leather.

REAR SEAT: Seat cushion and backrest adjustable.

WINDSHIELD: Stationary V-type, slanting 26°, non-glare, clear vision, security plate glass.

VENTILATOR: Two on top of cowl, rear opening for better ventilation, screened.

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

WINDOWS: Front and rear doors are equipped with new individually controlled ventilation feature; all windows security plate glass.

HARDWARE: Fleetwood design; chromium plated.

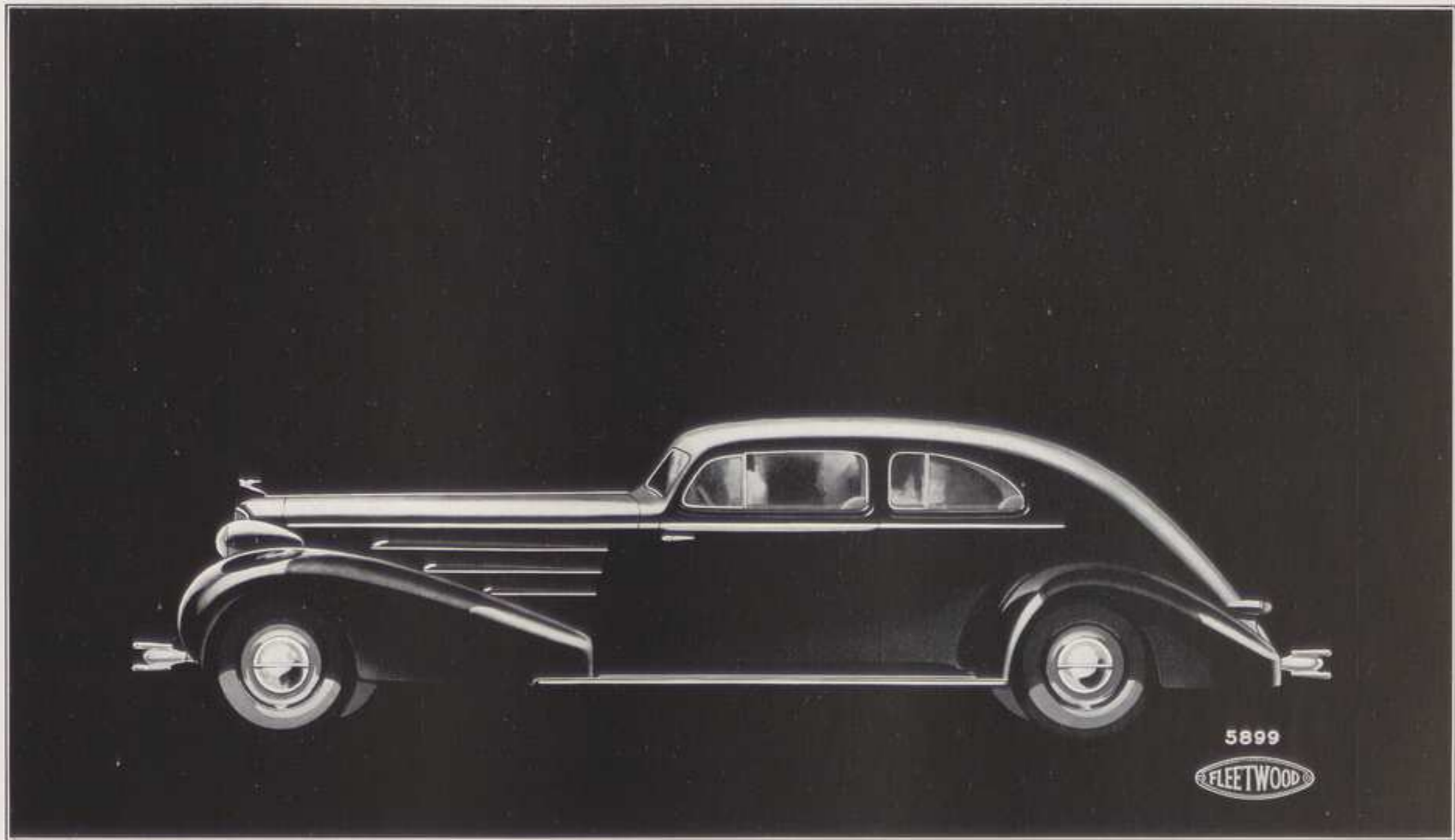
DIVISION: With header board and side pillars; the glass may be raised and lowered between front and rear compartments; security plate glass.

TELEPHONE: In right rear quarter.

SMOKING EQUIPMENT: Two covered ash receivers and two Pass-Around lighters, located at front of side arm rests.

EXTRA SEATS: Two facing forward; luxuriously upholstered with Marshall springs and double throw backs, room enough for three people, concealed when not in use.

EQUIPMENT INCLUDES: Oval shaped foot rest, double adjustment, sponge rubber filled, carpet covered to match body trim; robe cord, center cloth covered; doorman's umbrella carried under front seat; concealed silk curtain on back light; two arm slings; two interior sun visors, adjustable to two positions; hand mirror in slash pocket left hand side; two small compartments back of front seat; clock, imported, hinged type, recessed in division wall; center arm rest in rear seat back, side arm rests on front doors.

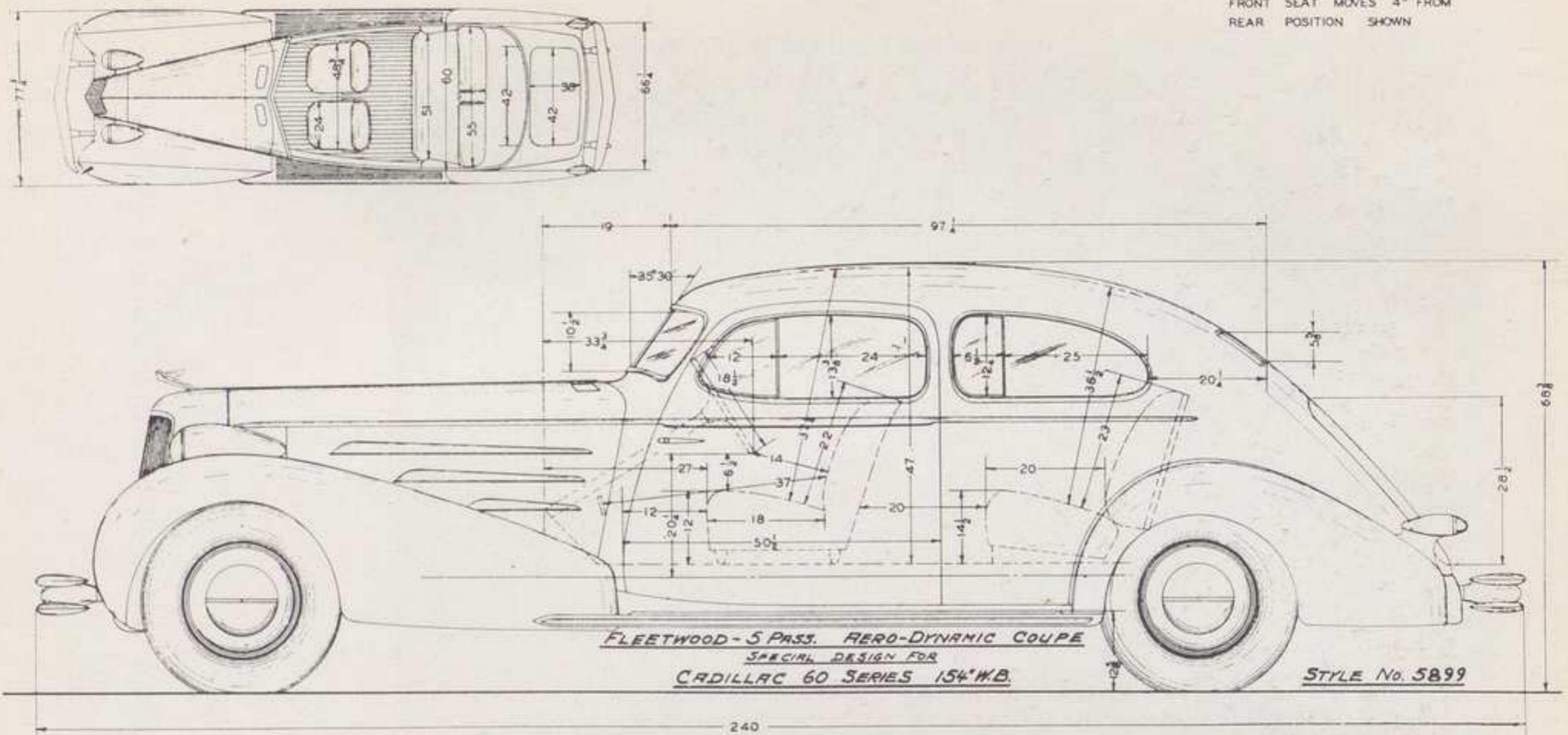


FLEETWOOD AERO-DYNAMIC FIVE-PASSENGER COUPE

(Illustrated on V-16 chassis, Style 5899)

Also available on V-8 Cadillac chassis as Style 5699 and on V-12 as Style 5799.

FRONT SEAT MOVES 4" FROM
REAR POSITION SHOWN



FLEETWOOD AERO-DYNAMIC FIVE-PASSENGER COUPE

(Style 5699, 5799 and 5899)

REAR QUARTERS: Metal with quarter windows.

FRONT SEATS: Two bucket type, both adjustable, backs swing forward, allowing ample room for entering rear compartment.

REAR SEAT: Seat cushion and backrest adjustable.

WINDSHIELD: Stationary, V-type, slanting 35°, non-glare, clear vision, security plate glass.

VENTILATORS: Two on top of cowl, rear opening, for better ventilation, screened.

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

HARDWARE: Fleetwood design; chromium plated.

WINDOWS: Front doors and quarter windows are equipped with new individually controlled ventilation feature; all windows security plate glass.

SMOKING EQUIPMENT: Concealed, containing two ash receivers and two Pass-Around lighters located in rear quarters, forward of side arm rests.

EQUIPMENT INCLUDES: Two spring type, wedge-shaped hassocks, carpet covered to match body trim; concealed silk curtains on quarter windows and backlight; two sliding arm slings; two interior sun visors adjustable to two positions; hand mirror in slash pocket; folding center arm rest in rear seat back; side arm rests on front doors.



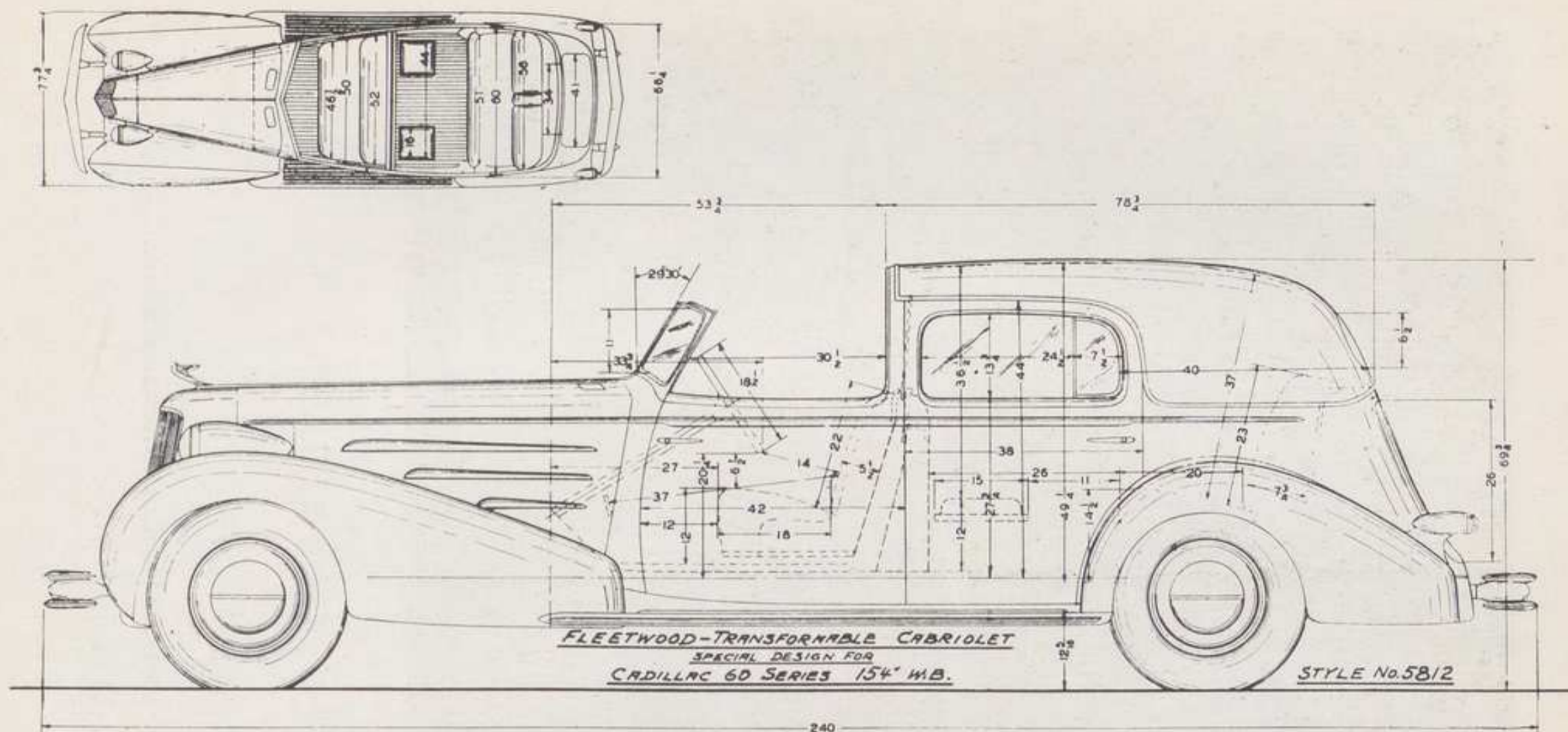
FLEETWOOD FIVE-PASSENGER TOWN CABRIOLET

(OPERA SEATS)

(Illustrated on V-16 chassis, Style 5812)

The Five Passenger Town Cabriolet is also available as Town Brougham with metal back illustrated on Page 48

Also available on V-8 Cadillac as Style 5612 and on V-12 as Style 5712



FLEETWOOD FIVE-PASSENGER TOWN CABRIOLET

(OPERA SEATS)

(Style 5612, 5712 and 5812)

REAR QUARTERS: Full leather; no quarter windows.

FRONT SEAT: Stationary, with form fitting backrest provided by two concave cushions divided in center; upholstered in leather.

REAR SEAT: Seat cushion and backrest adjustable.

WINDSHIELD: Stationary, V-type, slanting 29°, non-glare, clear vision, security plate glass.

VENTILATION: Two on top of cowl, rear opening for better ventilation; screened.

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

WINDOWS: Rear doors are equipped with new individually controlled ventilation feature, all windows security plate glass.

HARDWARE: Fleetwood design, chromium or color plated.

DIVISION: With header board and side pillars. The glass may be raised and lowered between front and rear compartments; security plate glass.

TELEPHONE: In right rear quarter.

SMOKING EQUIPMENT: Concealed, containing two ash receivers and two Pass-Around lighters located in rear quarters forward of side arm rests.

EXTRA SEATS: Two Opera type, left seat faces right side with lazy back, right seat faces rear; concealed when not in use.

EQUIPMENT INCLUDES: Two spring type, wedge shaped hassocks, carpet covered to match body trim; robe cord, center cloth covered; doorman's umbrella carried under front seat; concealed silk curtain for back light; two sliding arm slings; assist grips on each rear door hinge pillar; hand mirror in slash pocket left hand side; two small compartments back of front seat; clock, imported, hinged type, recessed in division wall; folding center arm rest in rear seat back; side arm rests on front doors; sheepskin rug for rear compartment.

Fleetwood patented driver's roof folds into compartment above division header.



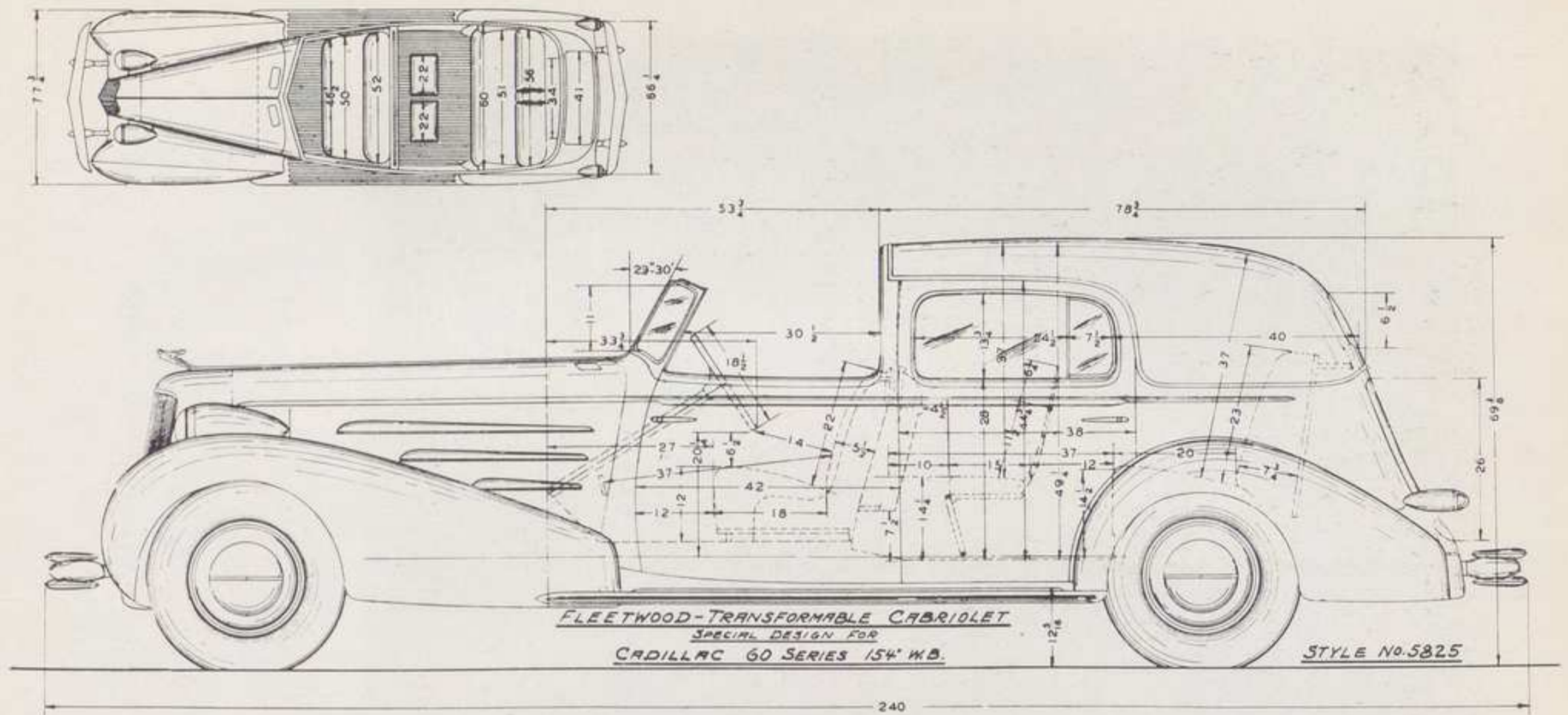
FLEETWOOD SEVEN-PASSENGER TOWN CABRIOLET

(FORWARD FACING AUXILIARY SEATS)

(Illustrated on V-16 chassis, Style 5825)

The Seven-Passenger Town Cabriolet is also available as Town Brougham with metal back, illustrated on page 48.

Also available on V-8 Cadillac chassis as Style 5625 and on V-12 as Style 5725.



FLEETWOOD SEVEN - PASSENGER TOWN CABRIOLET

(FORWARD FACING AUXILIARY SEATS)

(Style 5625, 5725 and 5825)

REAR QUARTERS: Full leather, no quarter windows.

FRONT SEAT: Stationary, with form fitting backrest provided by two concave cushions divided in center; upholstered in leather.

REAR SEAT: Seat cushion and backrest adjustable.

WINDSHIELD: Stationary, V-type, slanting 29°, non-glare, clear vision, security plate glass.

VENTILATORS: Two on top of cowl, rear opening, for better ventilation, screened.

LIGHTING: Dome light operated by rear doors and pillar switch, two rear corner lights.

WINDOWS: Rear doors are equipped with new individually controlled ventilation feature, all windows security plate glass.

HARDWARE: Fleetwood design; chromium or color plated.

DIVISION: With header board and side pillars; the glass may be raised and lowered between front and rear compartments; security plate glass.

TELEPHONE: In right rear quarter.

SMOKING EQUIPMENT: Concealed, containing two ash receivers and two Pass-Around lighters located in rear quarters, forward of side arm rests.

EXTRA SEATS: Two facing forward; luxuriously upholstered with Marshall springs and double throw backs, room enough for three people, concealed when not in use.

EQUIPMENT INCLUDES: Two spring type wedge-shaped hassocks, carpet covered to match body trim; robe cord, center cloth covered; doorman's umbrella carried under front seat; concealed silk curtains for back light; two sliding arm slings; assist grips on each rear door hinge pillar; hand mirror in slash pocket left hand side; two small compartments back of front seat; clock, imported, hinged type, recessed in division wall; folding center arm rest in rear seat back; side arm rests on front doors; sheepskin rug for rear compartment.

Fleetwood patented driver's roof folds into compartment above division header.

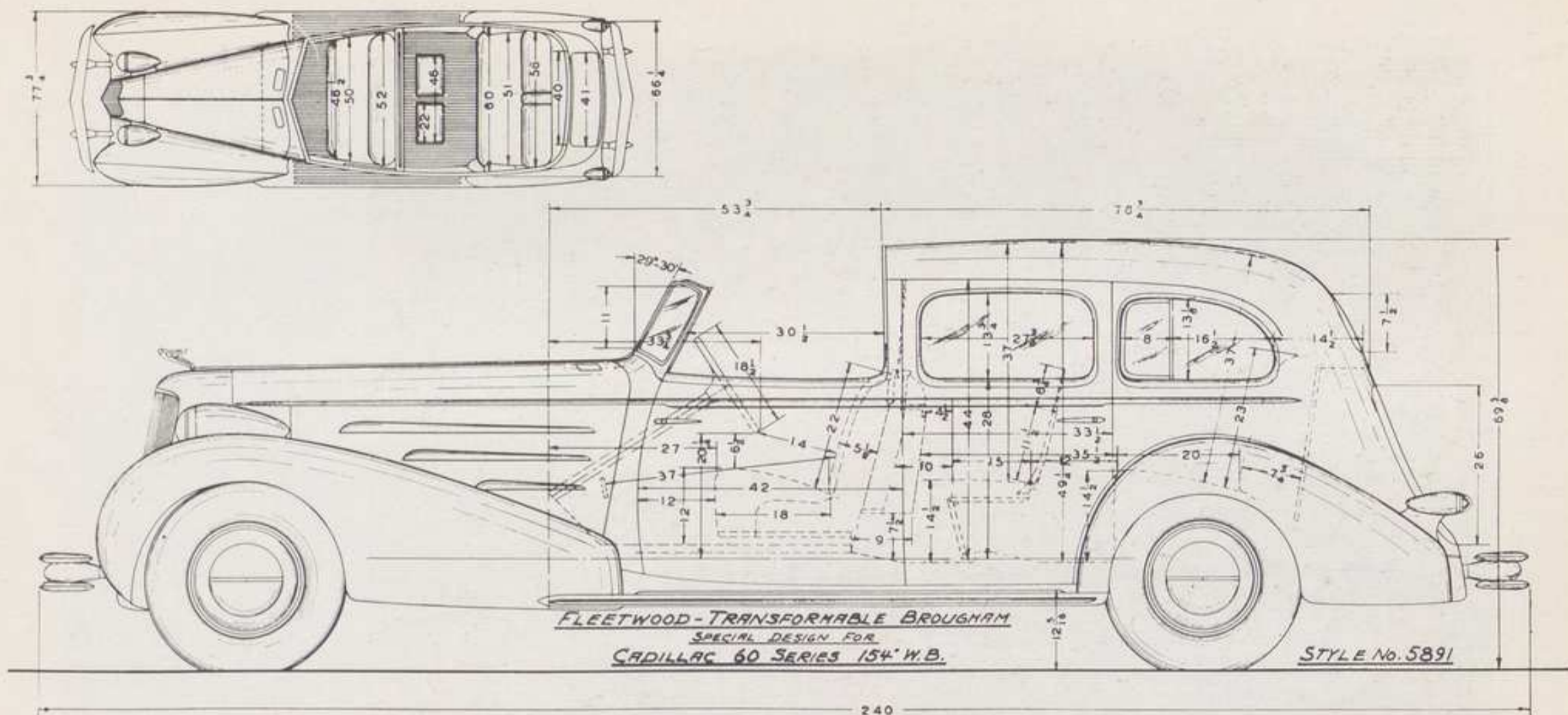


FLEETWOOD SEVEN-PASSENGER LIMOUSINE BROUGHAM

(FORWARD FACING AUXILIARY SEATS)

(Illustrated on V-16 chassis, Style 5891)

Also available on V-8 Cadillac chassis as Style 5691 and on V-12 as Style 5791



FLEETWOOD LIMOUSINE BROUGHAM

(FORWARD FACING AUXILIARY SEATS)

(Style 5691, 5791 and 5891)

REAR QUARTERS: Metal, with quarter windows.

FRONT SEAT: Stationary with form fitting backrest provided by two concave cushions divided in center. Upholstered in leather.

REAR SEAT: Seat cushion and backrest adjustable.

WINDSHIELD: Stationary, V-type, slanting 29°, non-glare, clear vision, security plate glass.

VENTILATORS: Two on top of cowl, rear opening, for better ventilation, screened.

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

WINDOWS: Rear quarter windows are equipped with new individually controlled ventilation feature, All windows security plate glass.

HARDWARE: Fleetwood design, chromium or color plated.

DIVISION: With header board and side pillars; the glass may be raised and lowered between front and rear compartments; security plate glass.

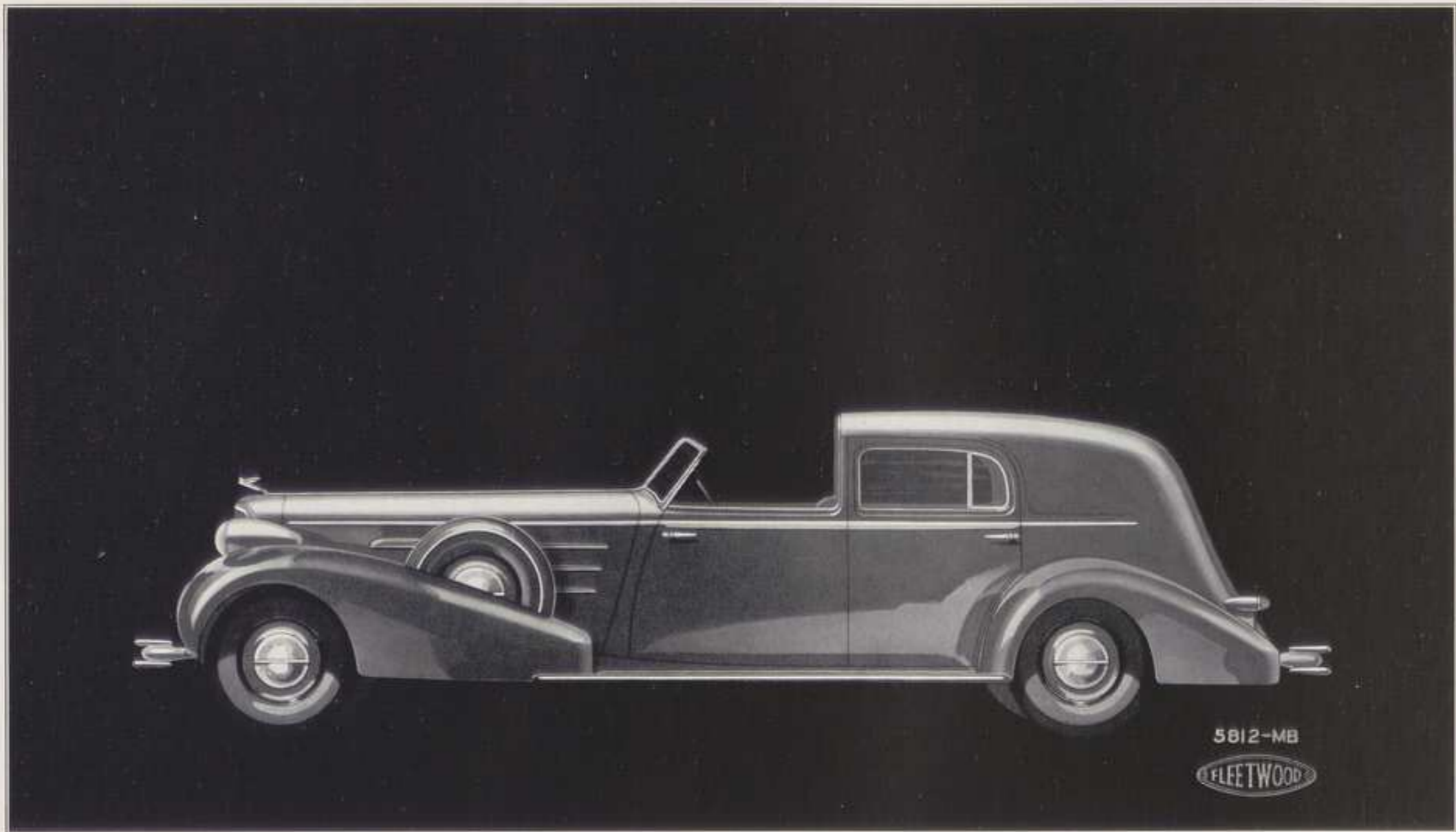
TELEPHONE: In right rear quarter.

SMOKING EQUIPMENT: Concealed, containing two ash receivers and two Pass-Around lighters located in rear quarters forward of side arm rests.

EXTRA SEATS: Two facing forward, luxuriously upholstered with Marshall springs and double throw backs, room enough for three people; concealed when not in use.

EQUIPMENT INCLUDES: Two spring type, wedge shaped hassocks, carpet covered to match body trim; robe cord, center cloth covered; doorman's umbrella carried under front seat; concealed silk curtains on quarter windows and back light; two sliding arm slings; assist grips on each rear door hinge pillar; hand mirror in slash pocket left hand side; two small compartments in back of front seat; clock, imported, hinged type, recessed in division wall; sheepskin rug; folding center arm rest in rear seat back; side arm rests on front doors.

Fleetwood patented driver's roof folds into compartment above division header.



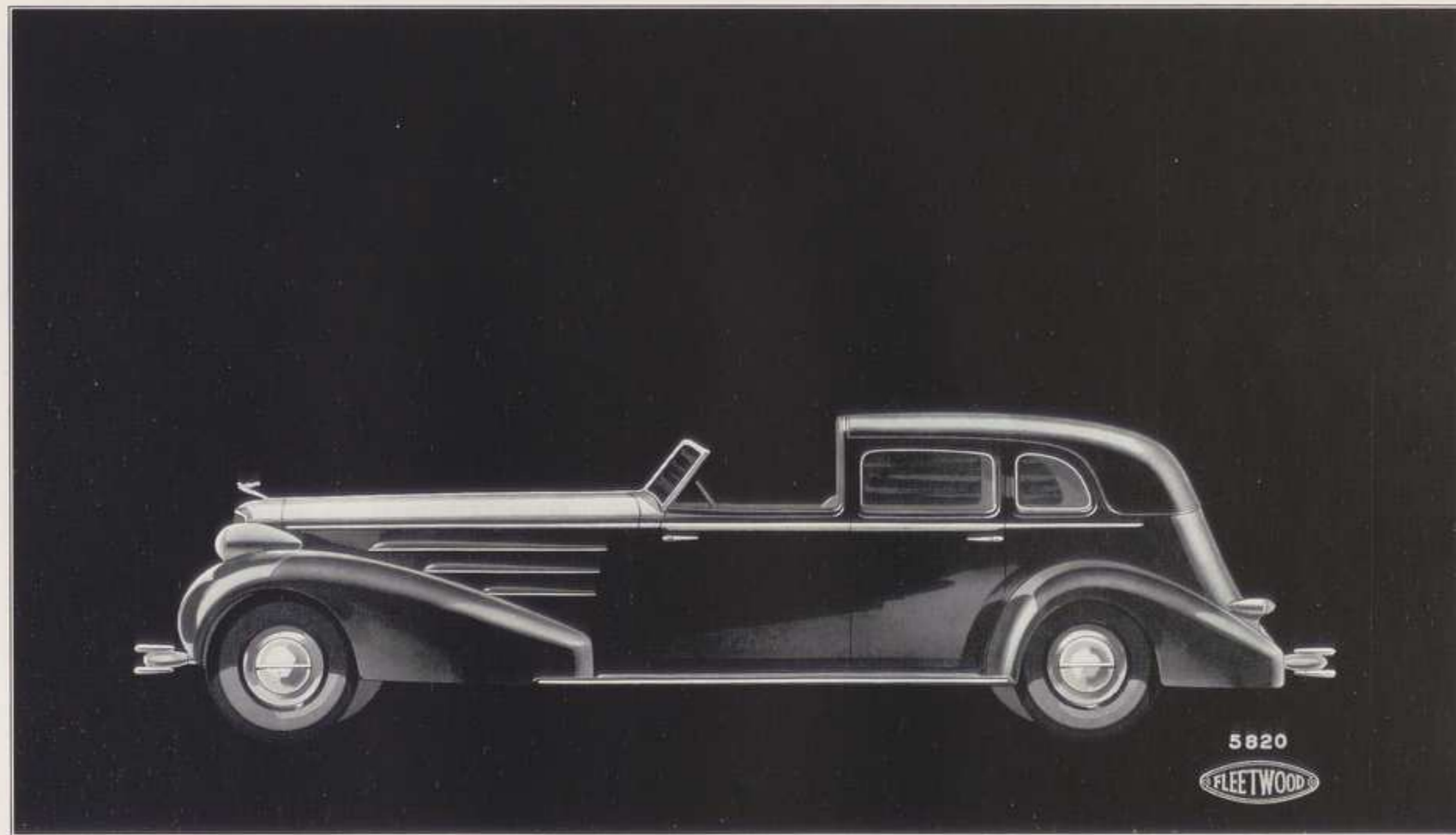
FLEETWOOD FIVE-PASSENGER TOWN BROUGHAM (Full Metal Quarters)

(OPERA SEATS)

(Illustrated on V-16 chassis, Style 5812-MB)

Also available on V-8 Cadillac as Style 5612-MB and on V-12 as Style 5712-MB.

NOTE: Above body style available with full metal rear quarters as illustrated, on special order only; without extra charge.



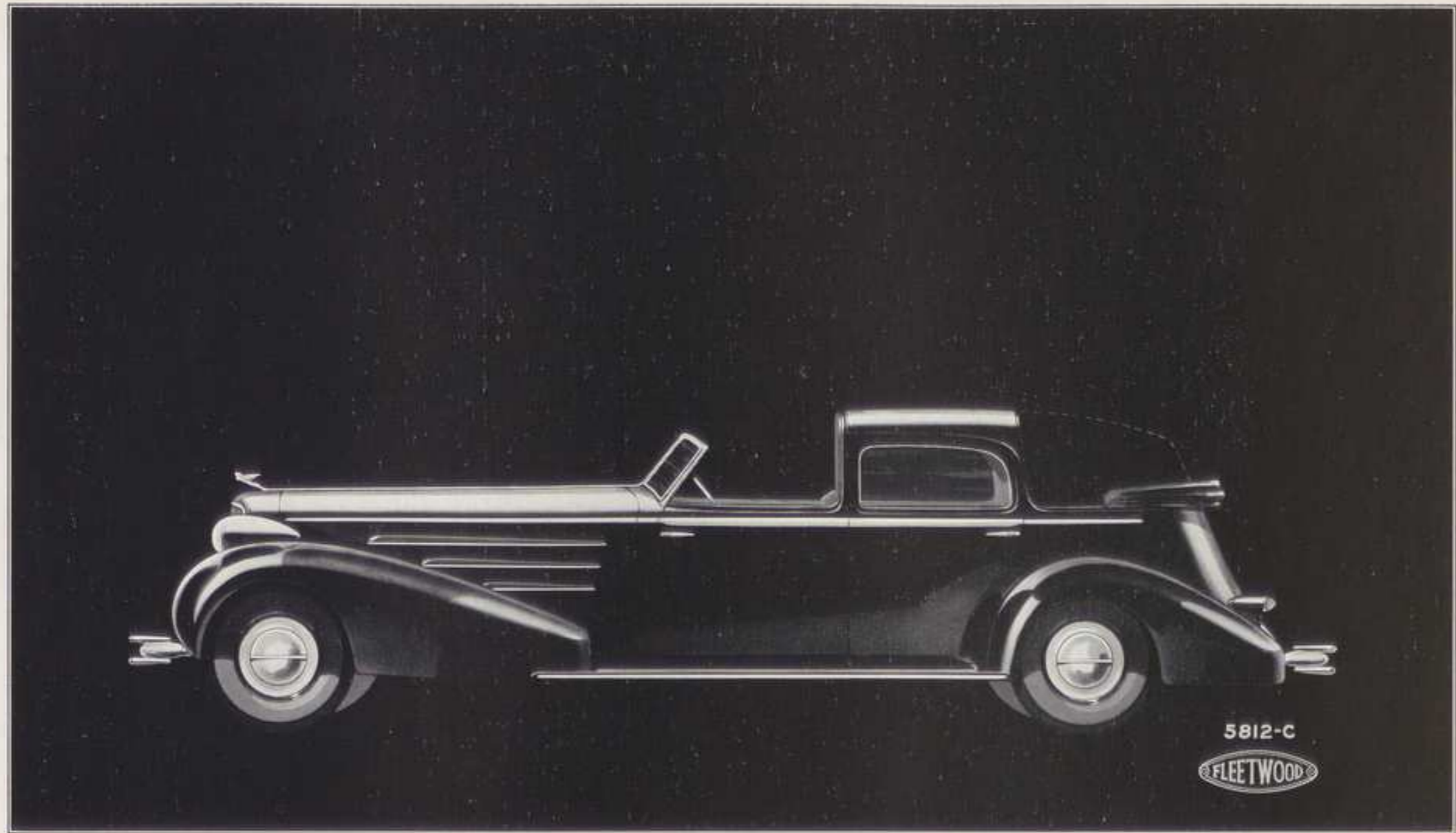
FLEETWOOD SEVEN-PASSENGER TOWN CABRIOLET (With Quarter Windows)

(FORWARD FACING AUXILIARY SEATS)

(Illustrated on V-16 chassis, Style 5820)

Also available on V-8 Cadillac as Style 5620 and on V-12 as Style 5720.

NOTE: Above body style available with quarter windows as illustrated on special order only. See page 66 for extra charge quoted for quarter windows.



FLEETWOOD FIVE-PASSENGER TOWN CABRIOLET (Collapsible Rear Quarters)

(OPERA SEATS)

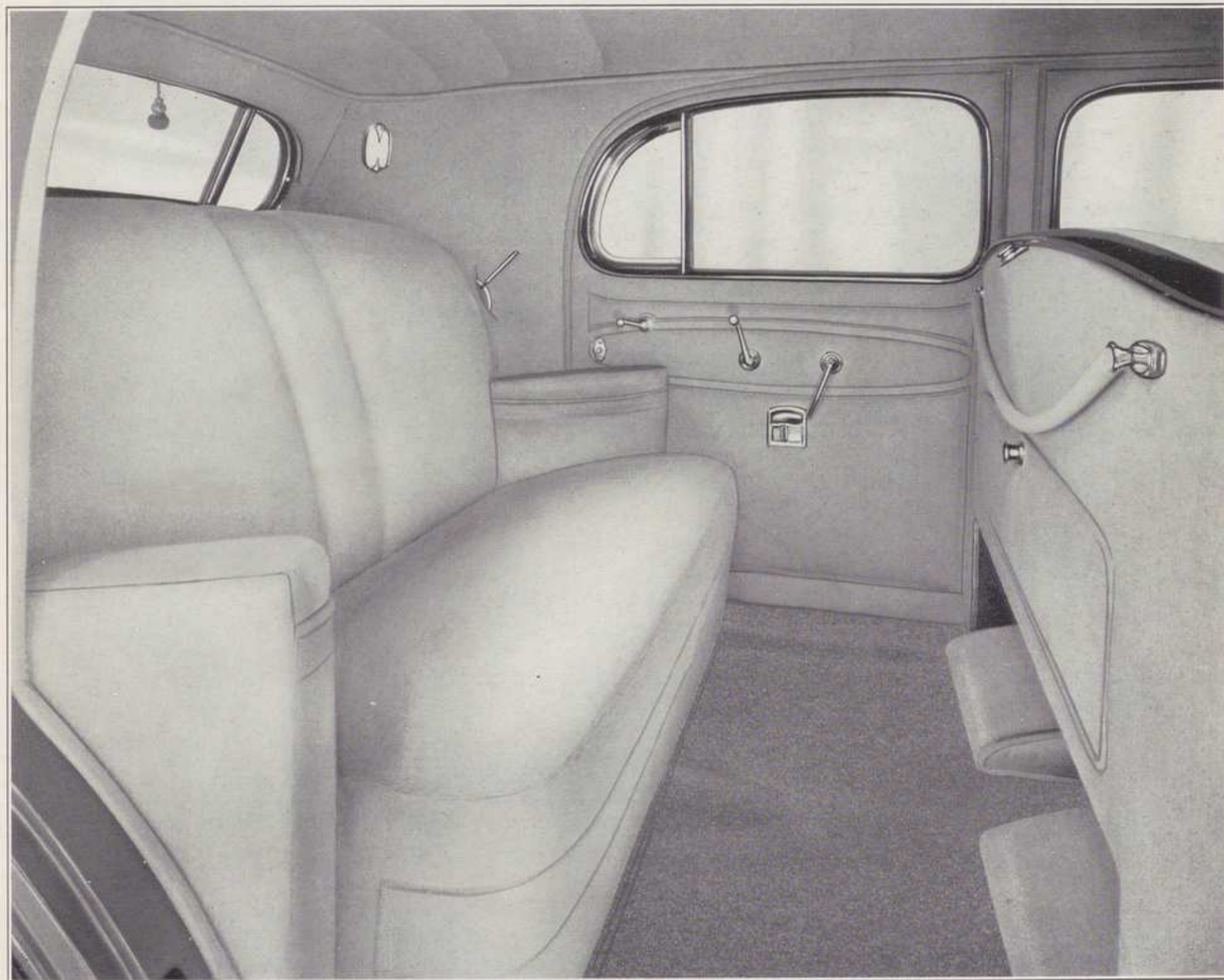
(Illustrated on V-16 chassis as Style 5812-C)

Also available on V-8 Cadillac as Style 5612-C and on V-12 as Style 5712-C.

NOTE: Above body style available with collapsible rear quarters as illustrated, on special order only. See page 66 for extra charge.
Also available with quarter windows (5820-C) on special order only, refer to page 66 for extra charge.

FLEETWOOD BODY INTERIORS

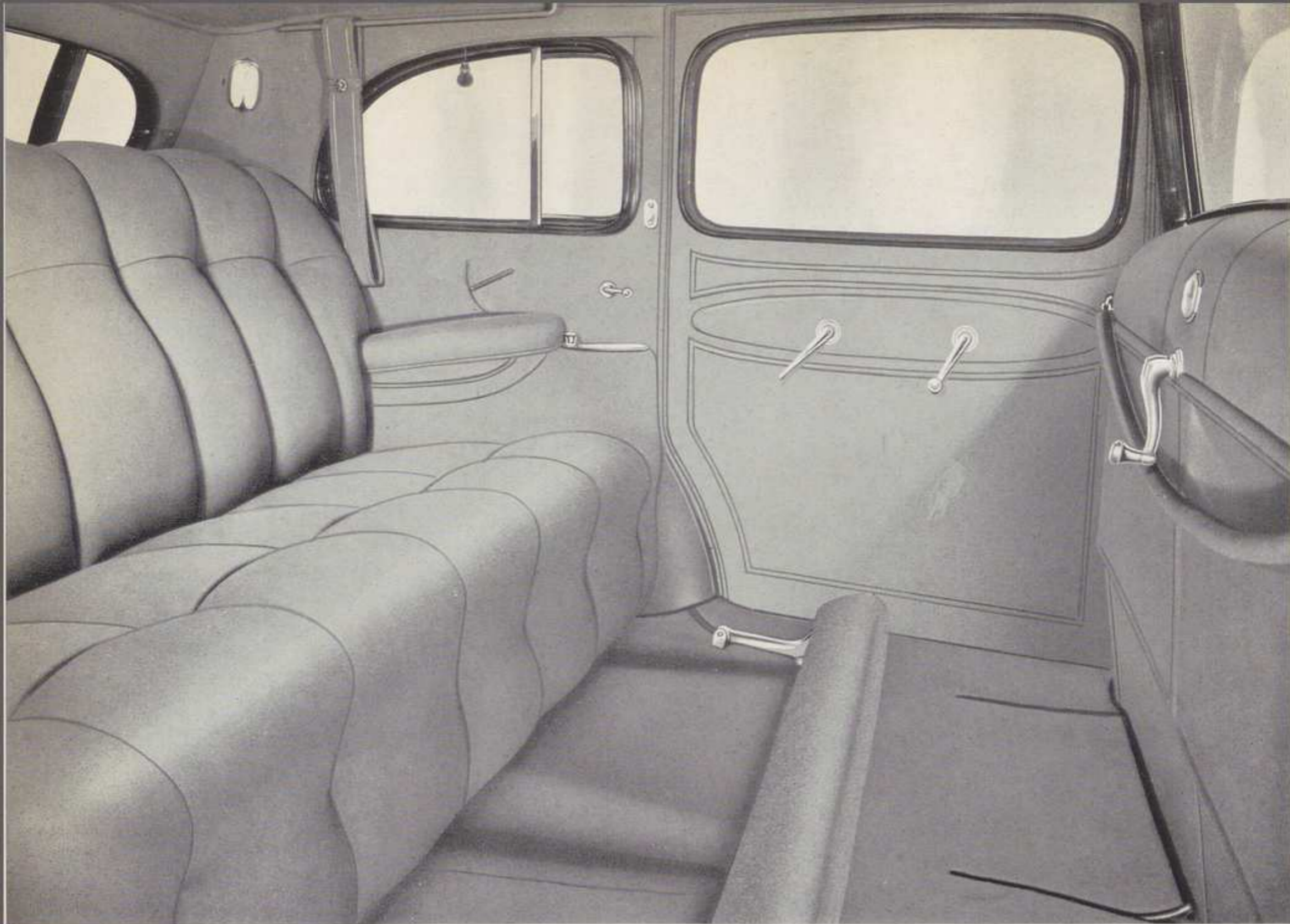
The following illustrations portray the luxurious interiors of typical Fleetwood bodies. Complete details of interior appointments pertaining to each body style will be found accompanying the illustrations of each body type.



FLEETWOOD UPHOLSTERY METHOD NO. 401

Fleetwood Five-Passenger Town Sedan, illustrating trimming method known as Plain style with French seaming, including center folding arm rest.

NOTE: This method of trimming will be considered as standard for V-8 and V-12 Cadillac Fleetwood body types and the Fleetwood 6200 line on the Cadillac V-16 chassis. All V-8 and V-12 Cadillac Fleetwood body types brought through for stock will be trimmed in the above method.



FLEETWOOD METHOD NO. 402

Fleetwood Seven-Passenger Limousine, illustrating trimming method known as Fleetwood pleating and tufting, with center folding arm rest.

NOTE: This method of trimming will be considered as optional on V-8 and V-12 Cadillac Fleetwood body types and the Fleetwood 6200 line on the V-16 Cadillac chassis, without extra charge, brought through on order only.

(Right)

FORWARD FACING AUXILIARY SEATS

Fleetwood Seven-Passenger models are equipped with well upholstered, fully cushioned auxiliary seats; seat cushions having Marshall springs and double folding backs to insure generous body and shoulder support. When folded away, the seats are concealed.





FLEETWOOD METHOD NO. 401-A
 (With Interior Panels)

Fleetwood Five-Passenger Sedan, illustrating trimming method known as Plain style with French seaming, modified with the installation of interior wood panels as described on Page 5.

NOTE: These panels optional, on order without extra charge.



(Left)

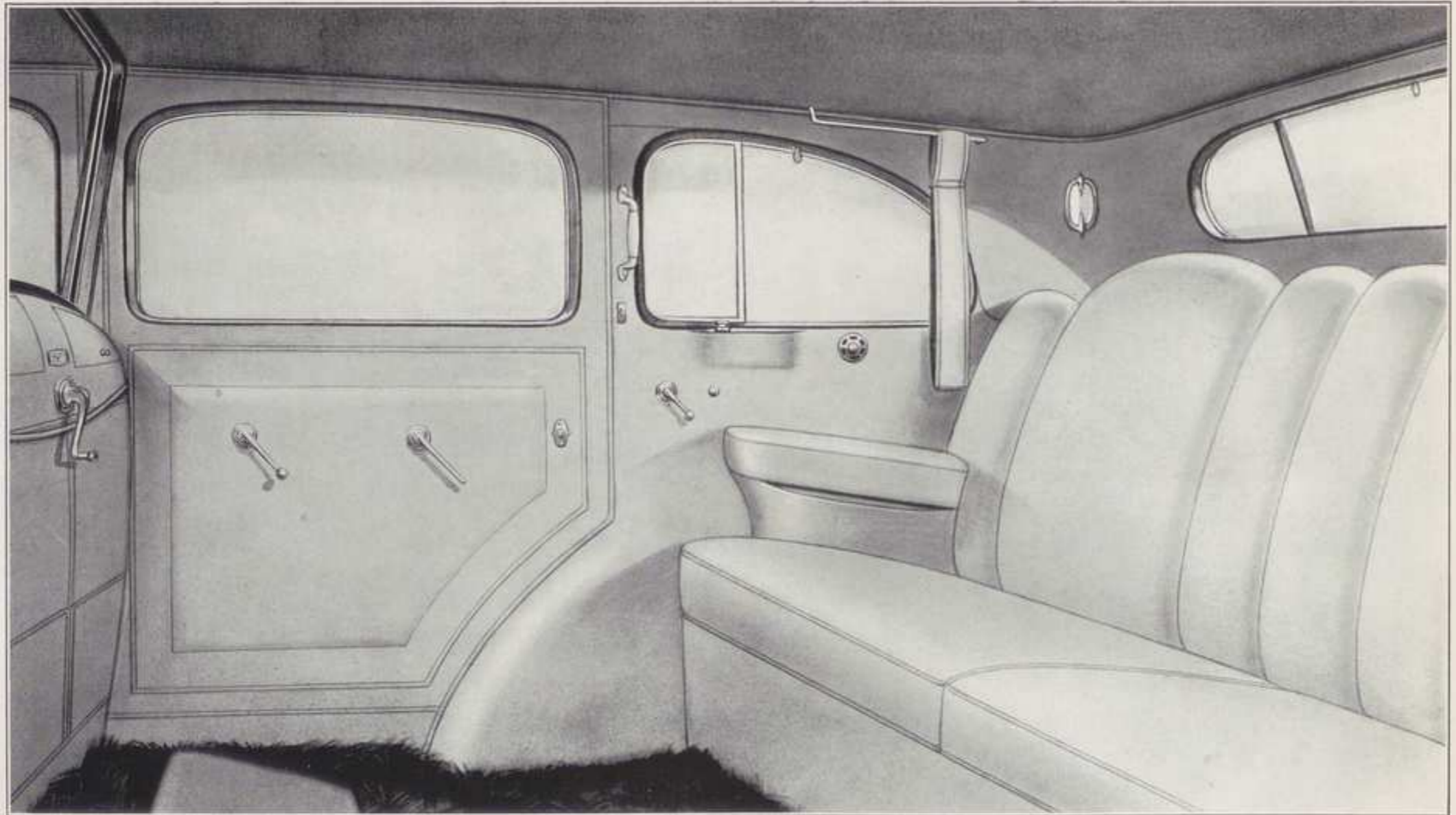
OPERA SEATS

Opera type auxiliary seats are standard equipment in the Five-Passenger Town Cabriolet and Five-Passenger Imperial Cabriolet. Left seat has back facing right door; right seat faces to rear; seats when folded are concealed.

FLEETWOOD INTERIOR STYLING

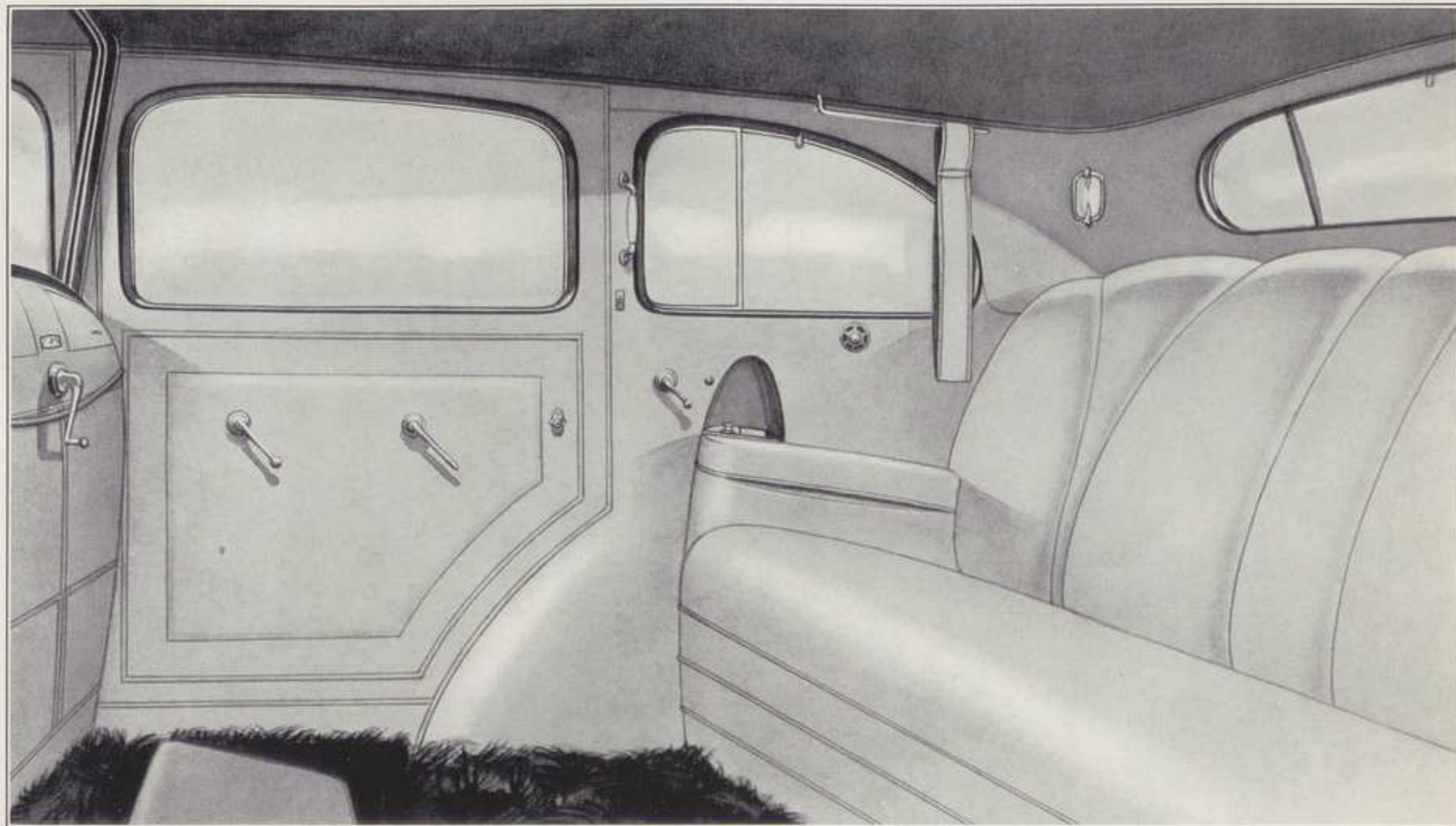
Illustrated on the following pages are five additional interior treatments in styling by skilled artisans of Fleetwood to fulfill the desires of the discriminating owner. Fleetwood offers these merely as suggestions, but believes that they cover practically any variation that a customer may select according to his own personal preference and ideas.

These variations of interior styling treatment are optional without extra charge for the V-16 Cadillac Fleetwood 5800 line body types, and V-8 and V-12 Cadillac Fleetwood Town car types.



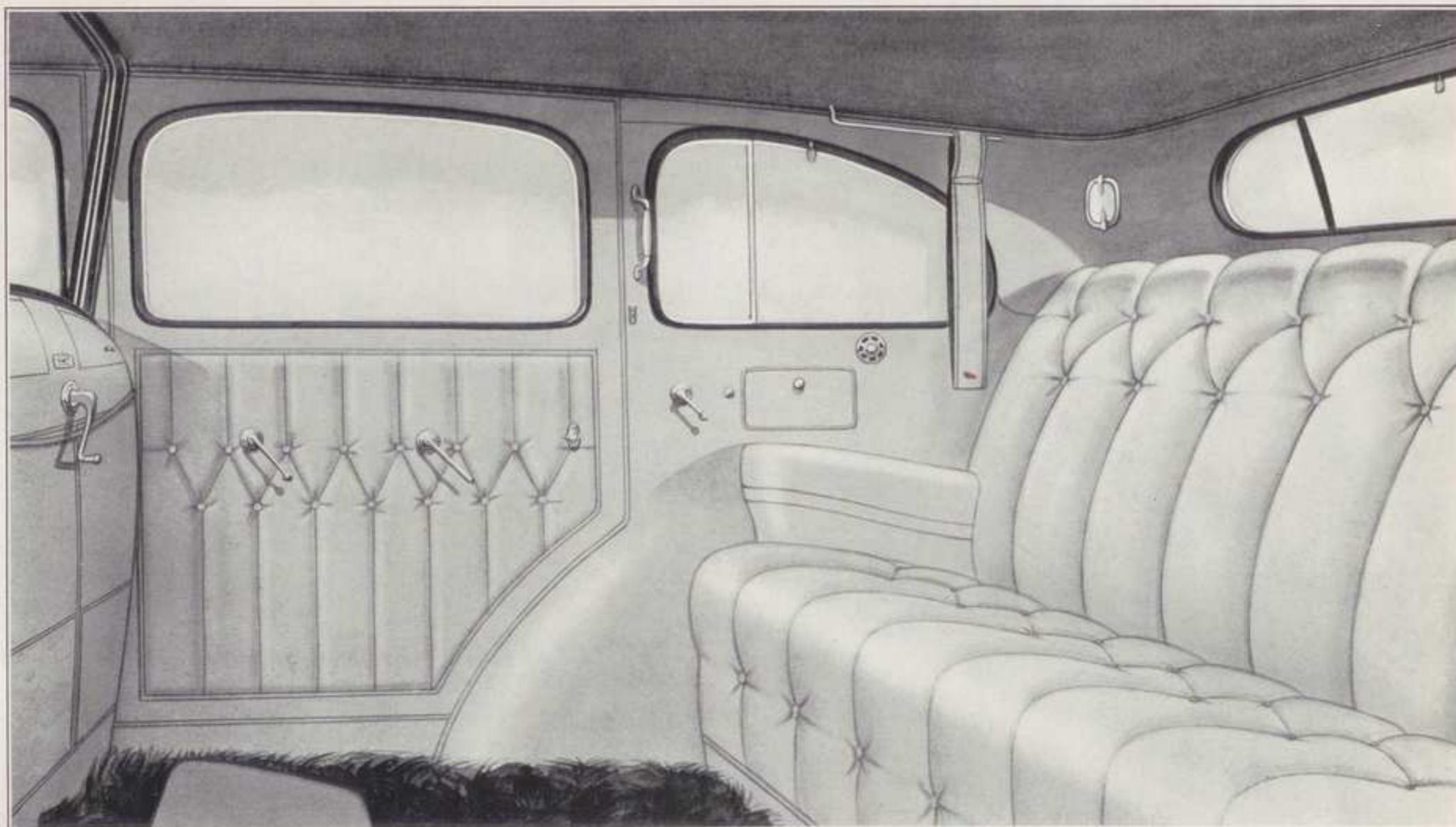
INTERIOR STYLE NO. 403

Showing the skilfully concealed auxiliary seats. A modification of plain style of trimming with center arm rest; cloth covered smoking cases.



INTERIOR STYLE NO. 404

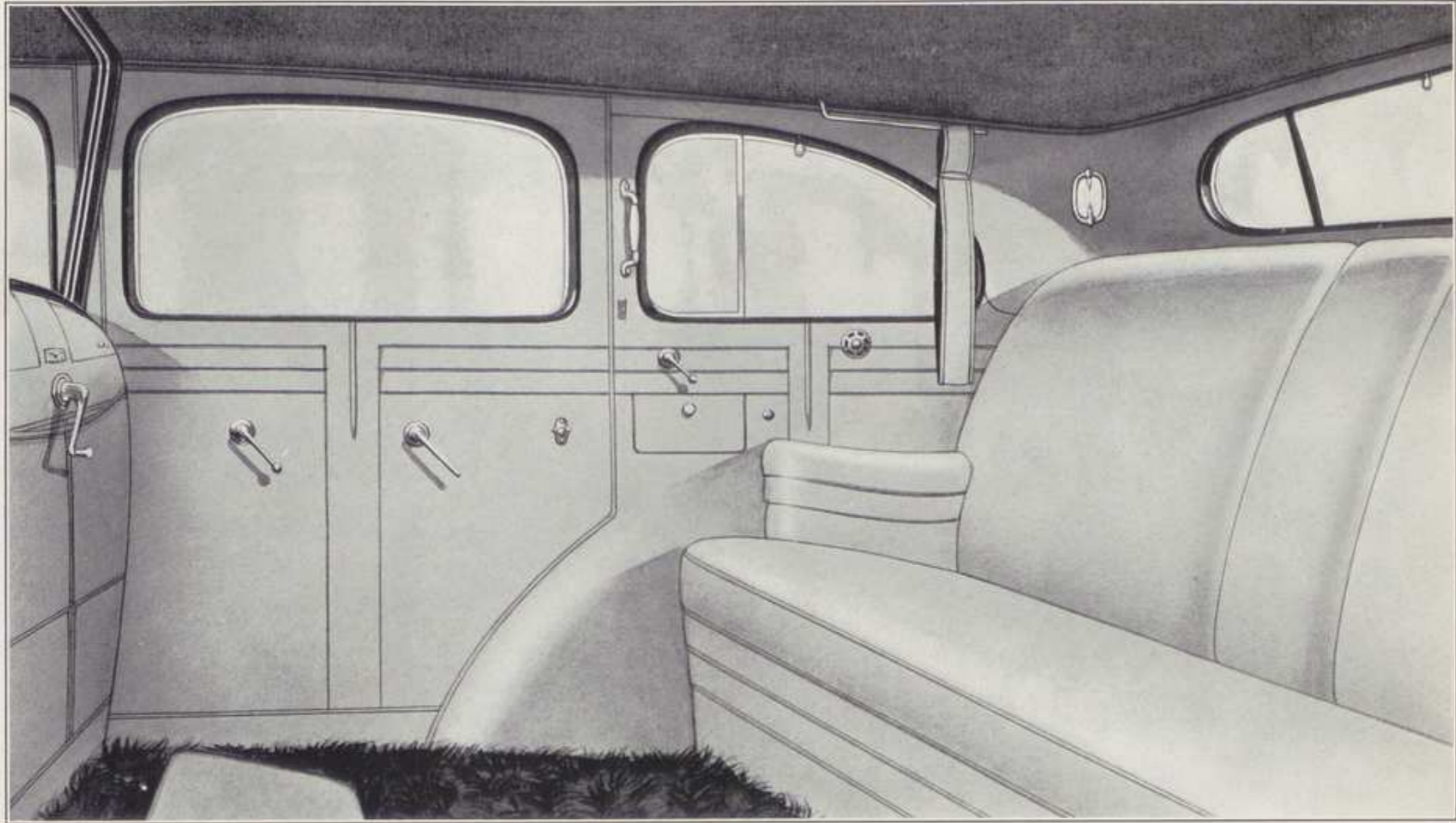
Plain style of trimming with V-type back panels, folding center arm rest, smoking cases countersunk in rear quarters.



1571

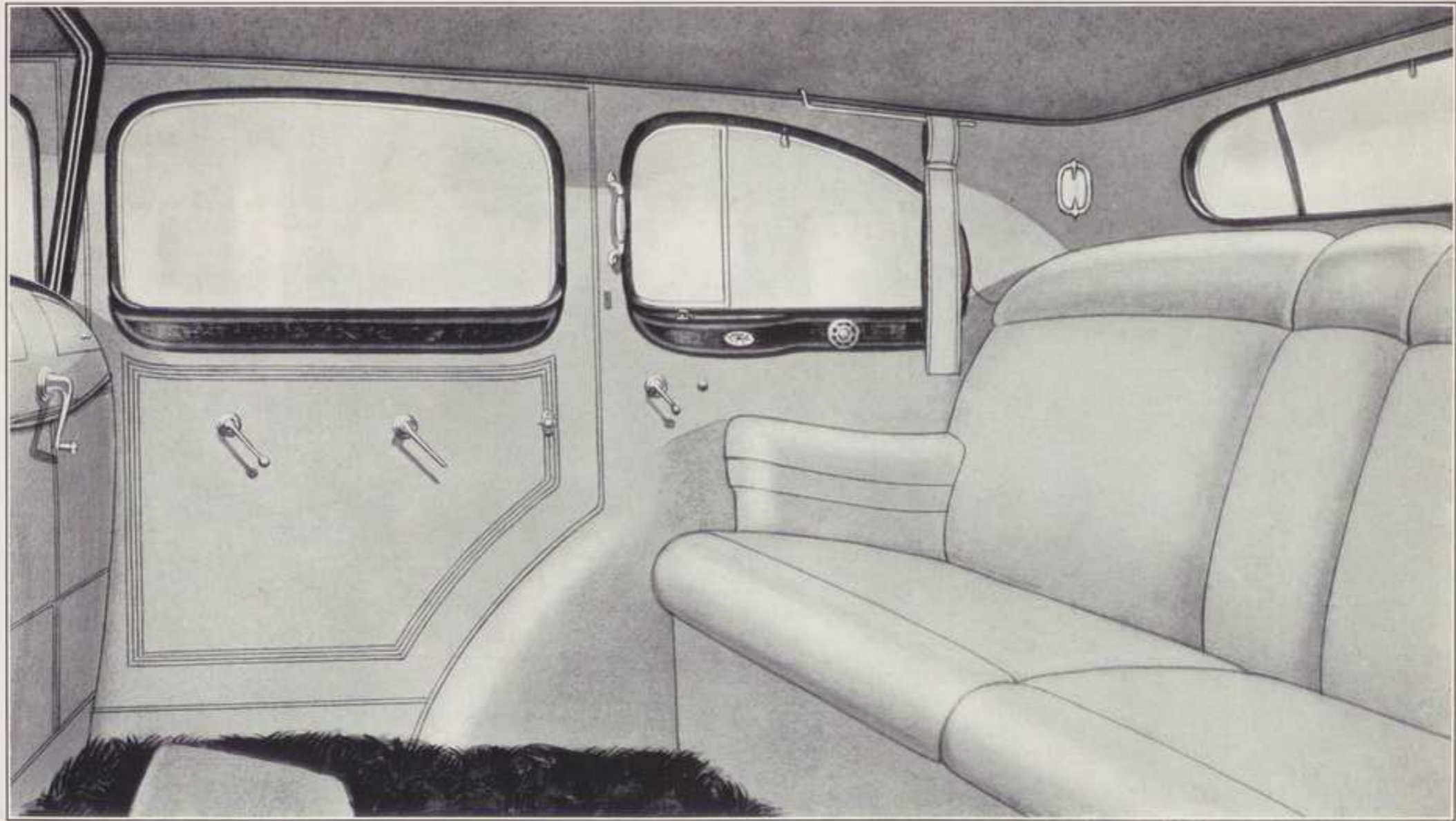
INTERIOR STYLE NO. 405

Tufted style of trimming without folding center arm rest; smoking cases concealed in rear quarters.



INTERIOR STYLE NO. 406

Plain style of trimming with folding center arm rest; trimming treatment of doors and rear quarters blending to the smartly tailored effect. Smoking cases concealed in rear quarters.



INTERIOR STYLE NO. 407

Plain style of trimming with bolster roll, including center arm rest, suggested wood panelling combining smoking cases.



FLEETWOOD TOWN CABRIOLET

(DRIVER'S COMPARTMENT)

The driver's compartment in all chauffeur driven body styles is upholstered in leather of the finest quality obtainable. Seat backs are of the form fitting concave type and constructed with Marshall springs. With the exception of the Special Transformable roof construction, the front compartments of all chauffeur driven models are the same.

THE FLEETWOOD TRANSFORMABLE DRIVER'S ROOF

The new FLEETWOOD patented transformable driver's roof for Town Car types is of extreme utility and convenience. This advanced custom feature permits the open driver's compartment to be quickly and neatly sheltered, without detracting from the beauty of the car, as the driver's roof, made of double-faced, English Landau Leather, gives the car the appearance of a Limousine.

The roof curtain is easily removed and compactly stored in a covered compartment located above the division header bar, completely enclosed, together with the two side support bars.

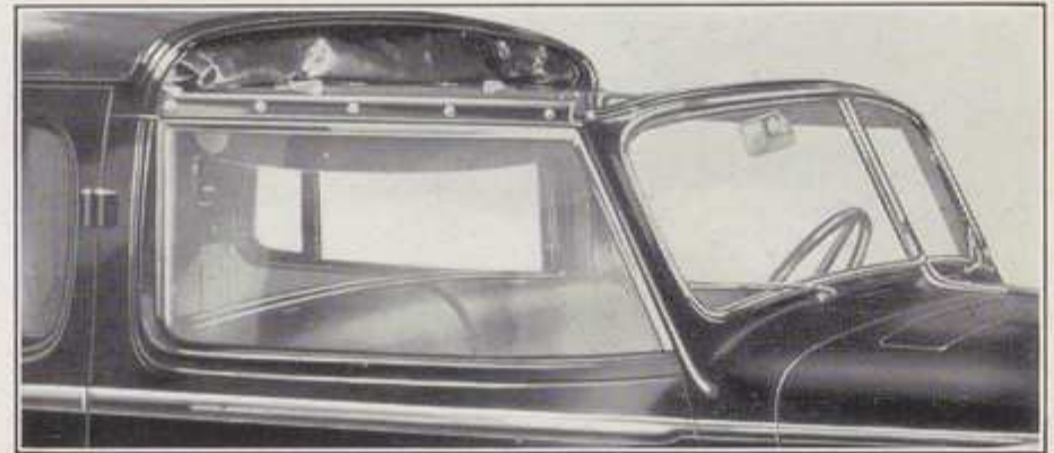


"LEFT"

To install driver's roof curtain, open cover of compartment located above the division header bar after unfastening the thumb screws.

"RIGHT"

Remove the two side support bars from the envelope which is carried in the front of compartment and insert into the partition sockets, fastening the front ends to the windshield by means of thumb screws.



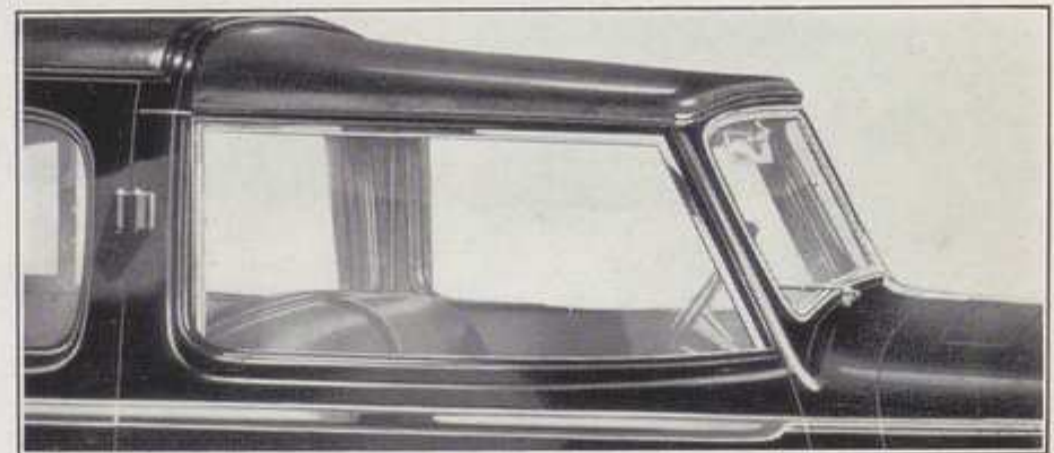
"LEFT"

Lower the two hinged inside fasteners. Pull the top material forward together with the windshield top bar, at the same time spreading the slatirons to the right and left, which automatically forces the top bar towards the windshield. Tighten the three eccentric clamps which hold the top bar to the windshield.



"RIGHT"

Then fasten top glove fasteners to the two side support bars. Raise the two hinged inside fasteners. Then after folding back the two side wings on each end of the door, close the door and tighten the thumb screws.



TO REMOVE THE DRIVER'S ROOF CURTAIN, REVERSE THE OPERATION

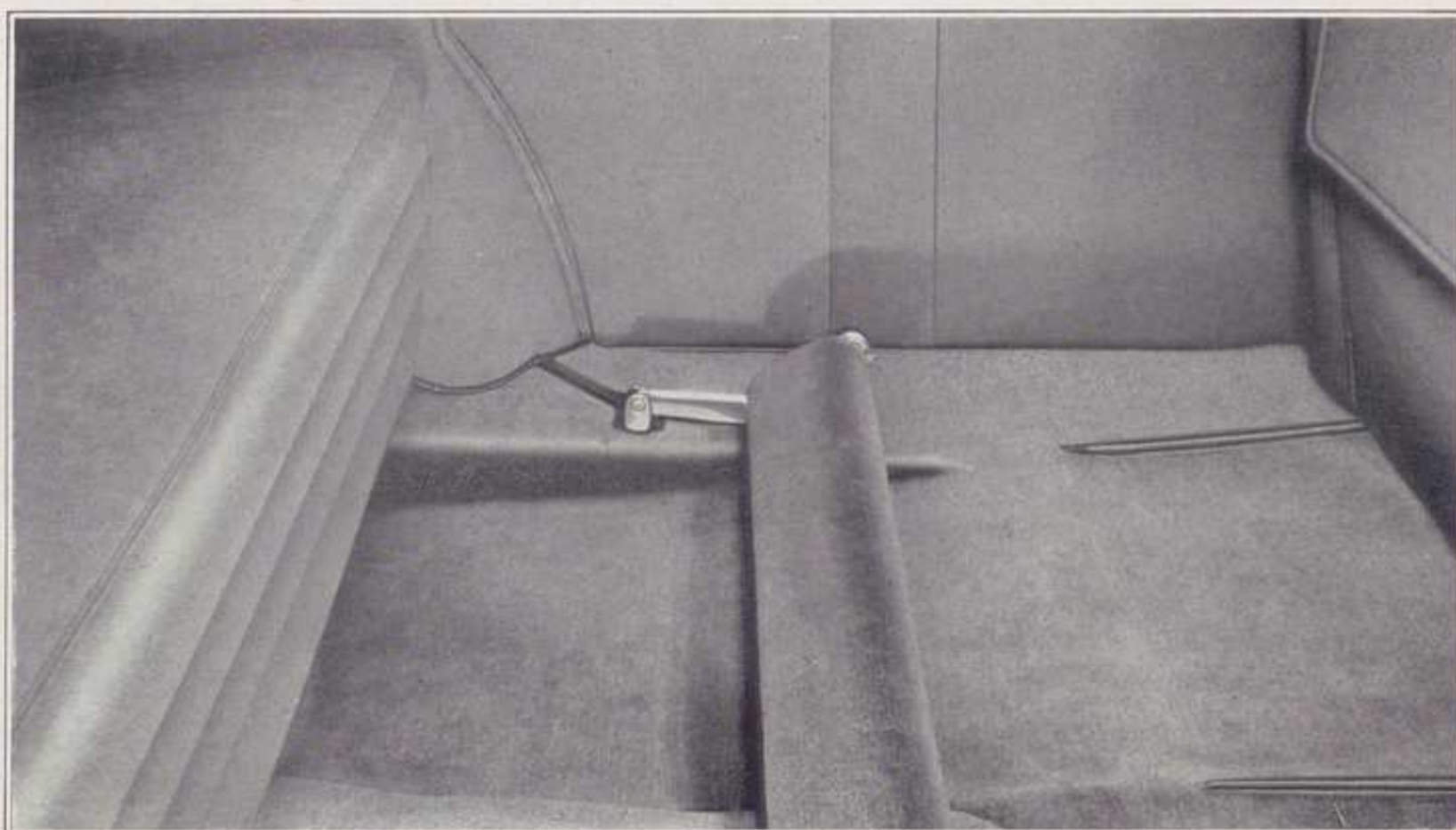
CAUTION: When putting the driver's roof away it is necessary to keep the top leather "up" and "forward" so that when the windshield top bar is in the compartment the leather remains out, hanging as a "bag." Fold the lower corners of this "bag" towards the center and then roll up from the bottom and tuck neatly in compartment.



The inside auxiliary seats provided in the Fleetwood Convertible fold into the side walls when not in use completely concealed, providing a large carrying space behind front seats. A compartment accessible from interior of body is provided behind the front compartment.



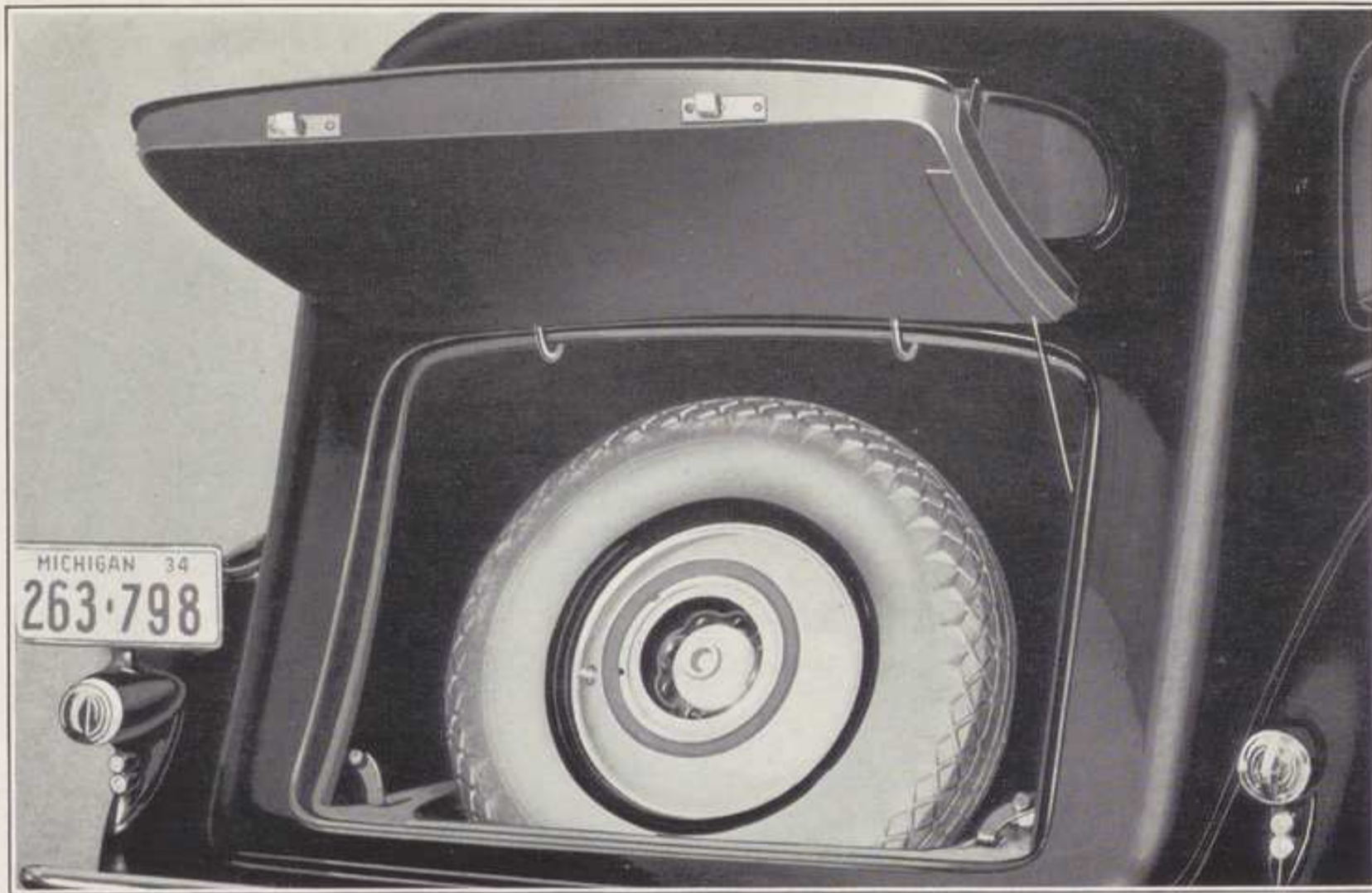
The Fleetwood Stationary Coupe also has the inside auxiliary seats. The passenger seat is folded forward indicating the ample space for entering the rear compartment. This body style also provides a large compartment accessible from interior by means of two doors.



To increase the comfort of the rear seat passengers in five and seven passenger enclosed body types, the floor is slanted to the rear of the body providing a well for the passengers' feet, that affords a natural resting position, when the use of the foot-rail is not desired.

FLEETWOOD REAR DECK COMPARTMENTS

All Fleetwood Body Styles are designed with provision for carrying the fifth wheel and tire concealed in the rear compartment.



In the rear compartment of Five and Seven Passenger Sedans, Imperials and Cabriolet types, the spare tire is concealed as in the above photograph.



In the Town Sedans and Convertible Sedan the rear compartment includes the spare tire and additional luggage carrying space.

SPECIAL FEATURES

Extra Charge and Delivery

Note: The following apply to the Cadillac Fleetwood V-8 and V-12 bodies, except the three V-8 and V-12 Cadillac Fleetwood Town Car types, and also apply to the Fleetwood 6200 Line on the V-16 Cadillac chassis.

| COLOR | Extra Charge List | Additional Time Required for Delivery |
|--|-------------------|---------------------------------------|
| BODY: Finished in any accepted, durable color except opalescent finish (no delay if colors are available)..... | No Charge | None |
| Cabriolet leather quarters Town or Imperial in special color; if ordered before body goes to Metal Department..... | No Charge | 1 Week |

UPHOLSTERY

| | | |
|---|-----------|-----------------------------|
| METHOD OF UPHOLSTERING: Plain style French seaming with center arm rest in rear seat back. Fleetwood Style No. 401 (see Page 51)..... | No Charge | None |
| Wide tufting with center arm rest in rear seat back. This method optional on order only. Fleetwood Style No. 402 (see Page 52)..... | No Charge | None |
| V-16 Fleetwood 5800 line optional methods Style 403 through 407..... | \$175.00 | 1 Week |
| SPECIAL FABRICS: Body upholstered in special cloth, mohair or current Wiese Collection..... | 225.00 | Depending upon Availability |
| <i>LEATHER: Standard or Special</i> | | |
| <i>Entire interior front and rear compartments including headlining—</i> | | |
| 5 Passenger and Town Sedan..... | \$125.00 | Depending upon Availability |
| 7 Passenger Sedan..... | 150.00 | Availability |
| Limousine..... | 100.00 | |
| Stationary 2 Passenger Coupe..... | 75.00 | |
| Front and rear cushions and seat backs and body up to belt; balance in standard cloth: | | |
| 5 Passenger and Town Sedan..... | \$ 75.00 | Depending upon Availability |
| 7 Passenger Sedan..... | 100.00 | Availability |
| Limousine..... | 50.00 | |
| Front and rear cushions and seat backs only; balance in standard cloth: | | |
| Stationary Coupe and Limousine..... | \$ 25.00 | Depending upon Availability |
| Five, Seven, and Town Sedans..... | 50.00 | Availability |
| <i>Special Leather</i> | | |
| Convertible Coupe..... | \$ 50.00 | Depending upon Availability |
| Convertible Sedan and Convertible 5 Passenger Coupe..... | 75.00 | Availability |
| <i>Genuine Pigskin Leather: Entire interior; on quotation, not to exceed.....</i> | \$825.00 | Depending upon Availability |

HARDWARE, CASES AND INTERIOR WOOD PANELS

| | | |
|---|----------|------|
| HARDWARE: Color plated to match upholstery..... | \$ 35.00 | None |
| Dull finish..... | 35.00 | None |
| Gun Metal finish..... | 35.00 | None |
| Satin finish..... | 35.00 | None |

SPECIAL FEATURES—Continued

| | Extra Charge List | Additional Time Required for Delivery |
|---|----------------------------|---|
| HARDWARE, CASES AND INTERIOR WOOD PANELS—Continued | | |
| CASES: Specially designed vanity and smoking in any finish, including standard garnish mouldings and finishing panels. | From \$100.00 To 200.00 | 3 Weeks |
| PANELS: Fleetwood standard finishing panels of straight grain Walnut on bias four ways with stainless steel stripe with Ebony border in bright or dull satin finish when specified. | No Charge | 1 Week |
| Finishing panels on front doors of Limousine. (To match standard panels as above) | \$ 30.00 | None |
| Fleetwood standard interior wood panels with special marquetry (inlaid lines). | \$ 75.00 | 2 Weeks |

EQUIPMENT

| | | |
|--|----------|------|
| ADJUSTABLE SEAT: Rear seat cushion and back, separately adjustable. | \$ 75.00 | None |
| SPECIAL POCKETS: On doors in rear compartment, side quarters or in cowl quarters. each | \$ 15.00 | None |
| HASSOCKS: Bracketed to replace loose type. (per pair) | \$ 10.00 | None |
| Spring type to replace foot rails. | 18.00 | None |
| FOOT RAIL: Double adjustment to replace Hassoeks. | \$ 15.00 | None |
| RUBBER MATS: Front compartment. | \$ 15.00 | None |
| Rear compartment. | 15.00 | None |
| GRIP HANDLES: Installed on rear pillars. (per pair) | \$ 10.00 | None |
| CURTAINS: Silk roller type; exposed. (per pair) | \$ 14.00 | None |
| SHEEPSKIN RUG. | \$ 45.00 | None |
| PARCEL HAMMOCK: Net type swung from ceiling. | \$ 10.00 | None |
| DIVISION CLOCK: Oval shaped with case to harmonize with interior paneling. . . | \$ 40.00 | None |
| Square shaped with metal case, chromium finish. | 15.00 | None |
| PILLOW: Fatigue cushion, down feather filled, to match upholstery. | \$ 18.00 | None |
| ARM REST: Omit center folding arm rest in rear compartment. | \$ 20.00 | None |
| DOMELIGHT: Installed in front compartment of Sedans. | \$ 10.00 | None |

SPECIAL CONSTRUCTION

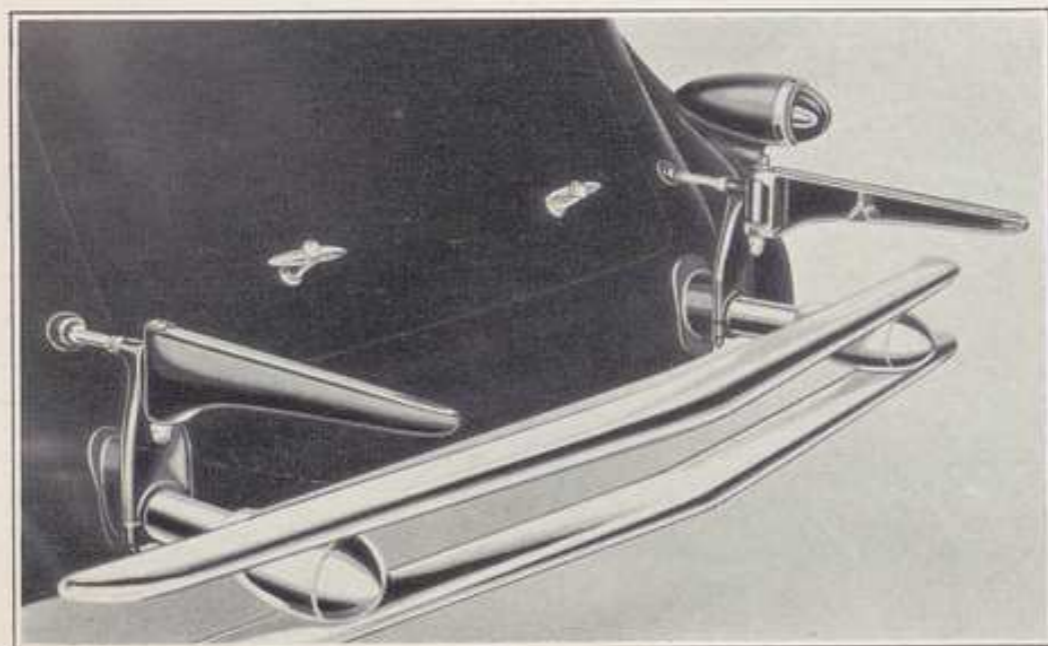
| | | |
|---|----------|--------|
| DIVISIONS: X type with side channels only and no header bar | | |
| 5-Passenger Sedan. | \$350.00 | 1 Week |
| 7-Passenger Sedan. | 425.00 | 1 Week |
| (Not including Sheepskin rug) | | |

SPECIAL FEATURES — *Continued*

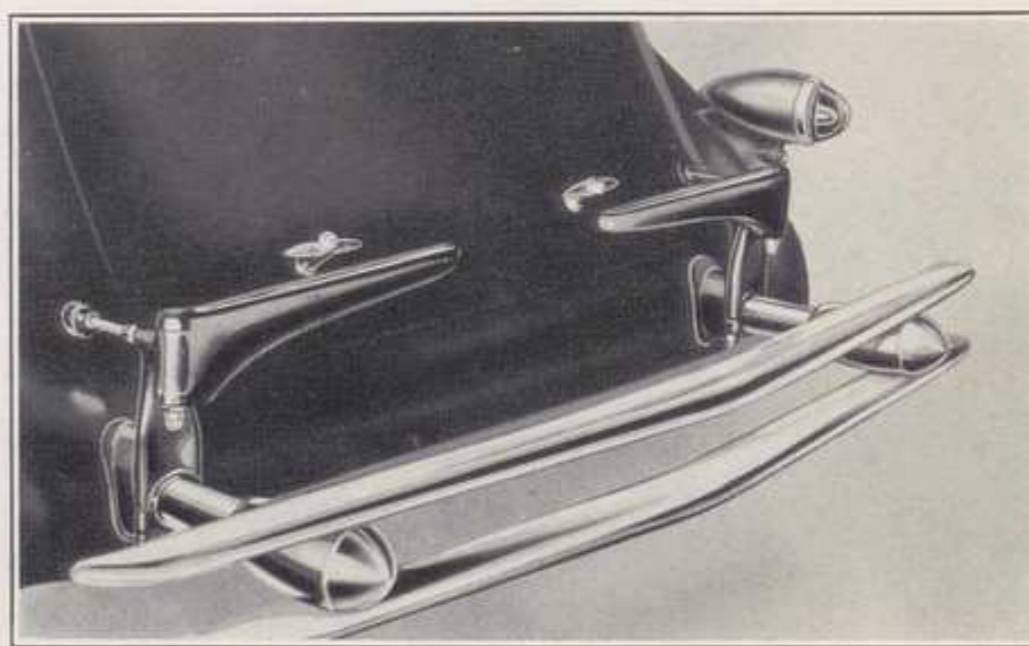
| | Extra Charge List | Additional Time Required for Delivery |
|--|-------------------------|---|
| SPECIAL CONSTRUCTION — <i>Continued</i> | | |
| STANDARD TYPE (same as 7-Passenger Limousine) for 5-Passenger Sedan..... | \$200.00 | 1 Week |
| EXTRA SEATS: Opera type, installed in 5-Passenger Sedan or 5-Passenger Imperial (See Illustration page 53) | \$125.00 | 1 Week |
| AUXILIARY SEATS: Changing location..... | \$200.00 | 1 Week |
| Seats omitted, with floor blocked in flush; division to remain standard, one piece carpet, seats shipped loose with body..... | \$ 75.00 | 1 Week |
| SEAT CUSHIONS: Any height, slope or depth provided standard seat box and springs can be used..... | No Charge | None |
| LEATHER ROOF AND REAR QUARTERS: Genuine; installed without Landau bows, retaining quarter windows; non collapsible..... | \$350.00 | 2 Weeks |
| COLLAPSIBLE: Rear quarters from back of rear door, converting a Sedan, Limou- sine or Town car body to collapsible without quarter windows..... (See Illustration page 50, Style 5812-C) | \$750.00 | 3 Weeks |
| Converting a Sedan, Limousine or Town car body to collapsible with quarter windows..... | \$800.00 | 5 Weeks |
| QUARTER WINDOWS: Installed in Town Cabriolet..... (See Illustration on page 49, Style 5820) | \$350.00 | 2 Weeks |
| BACK WINDOW: Special size or shape..... | \$100.00 | 3 Weeks |
| QUARTER WINDOWS: Special size or shape..... | \$200.00 | 3 Weeks |
| WINDSHIELD: Swingout type, hinged at top for closed bodies..... | \$275.00 | 3 Weeks |

No Credit Allowed for Omission of Standard Equipment

FLEETWOOD TRUNK RACK



The position of the trunk rack when extended for use is indicated above, ready for the installation of the trunk.



The Trunk Rack for Fleetwood body types when not in use is folded in towards the body, presenting a neat and finished appearance.

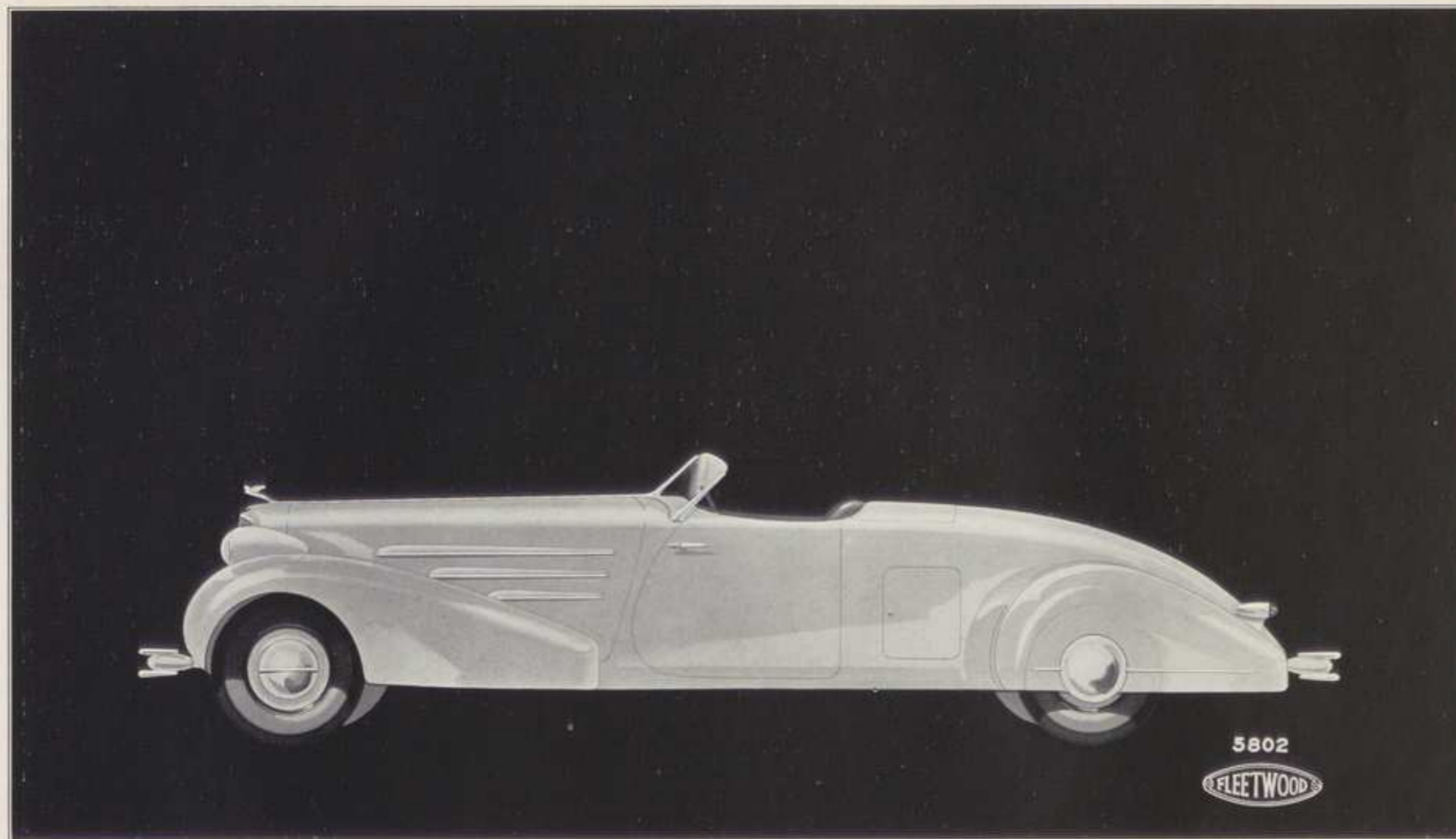
NOTE: The above trunk rack has been designed especially for the Cadillac Fleetwood, available at slight extra charge, on order only.

SPECIAL INDIVIDUAL FLEETWOOD CUSTOM BODIES

In addition to the regular line of Fleetwood bodies on the various Cadillac chassis, Fleetwood can bring through on special order, any type of individual body that may be required. Complete price and delivery information, as well as advance information and data required in the proper presentation of such special types can be obtained through the Custom Body Department of the Cadillac Motor Car Company.

For your general information, it usually requires from 15 to 17 weeks to complete a special individual body, depending upon the nature of the design. To establish the list price of a complete car involving a special body, the list price of the chassis on which the body is to be mounted must be added to the list price of the body.

On the following pages we are illustrating a Roadster, Phaeton and Seven-Passenger Touring car of special individual design. Other special designs, if required, can be furnished upon request.

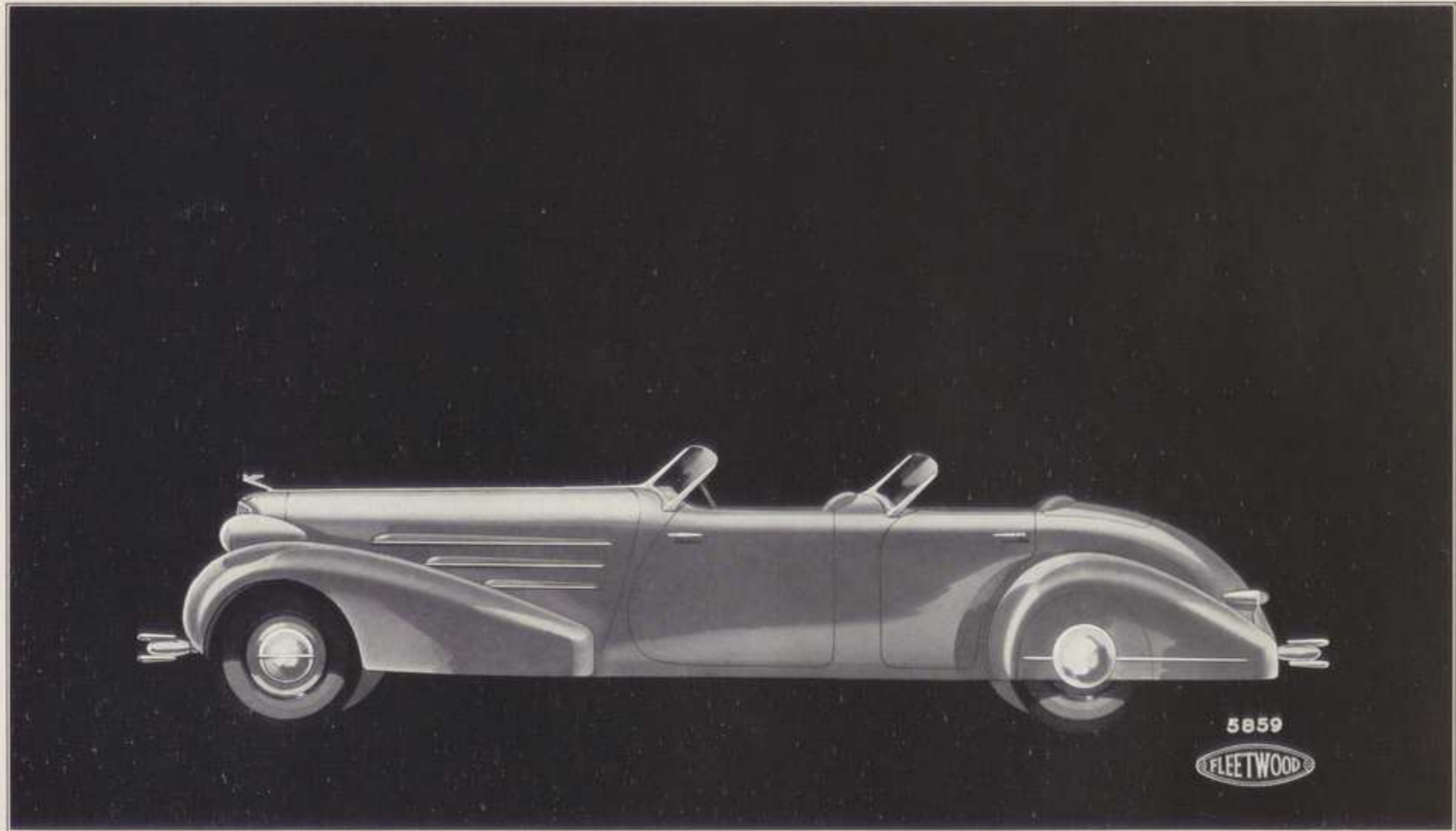


FLEETWOOD TWO-PASSENGER ROADSTER

(CONCEALED TOP AND REAR WHEEL COVERS)

(Illustrated on V-16 chassis, Style 5802)

Also available on V-8 Cadillac chassis as Style 5602 and on V-12 as Style 5702

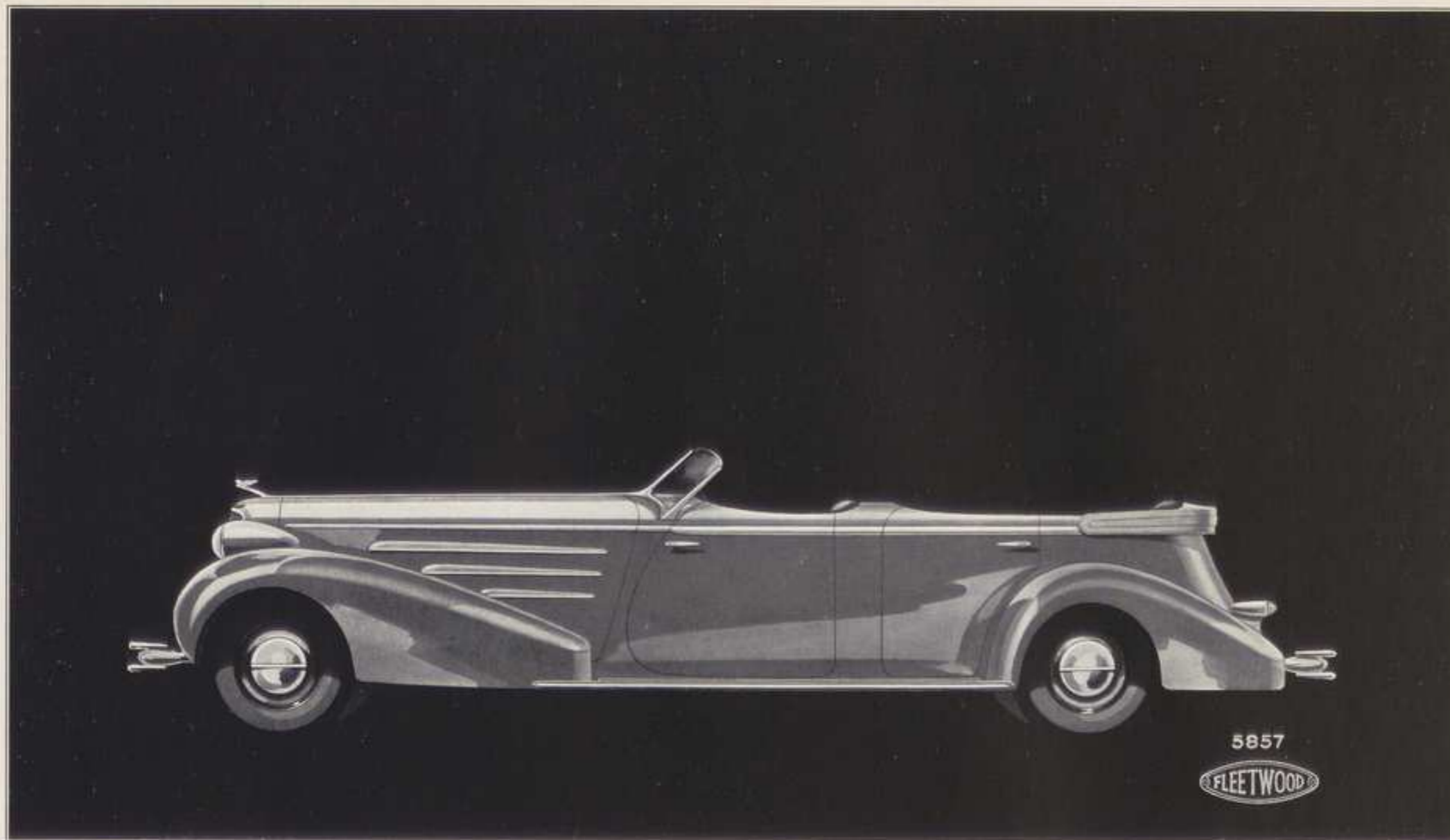


FLEETWOOD FIVE-PASSENGER SPORT PHAETON

(CONCEALED TOP AND REAR WHEEL COVERS)

(Illustrated on V-16 chassis, Style 5859)

Also available on V-8 Cadillac chassis as Style 5659 and on V-12 as Style 5759



FLEETWOOD SEVEN-PASSENGER TOURING CAR

(FORWARD FACING AUXILIARY SEATS)

(Illustrated on V-16 chassis, Style 5857)

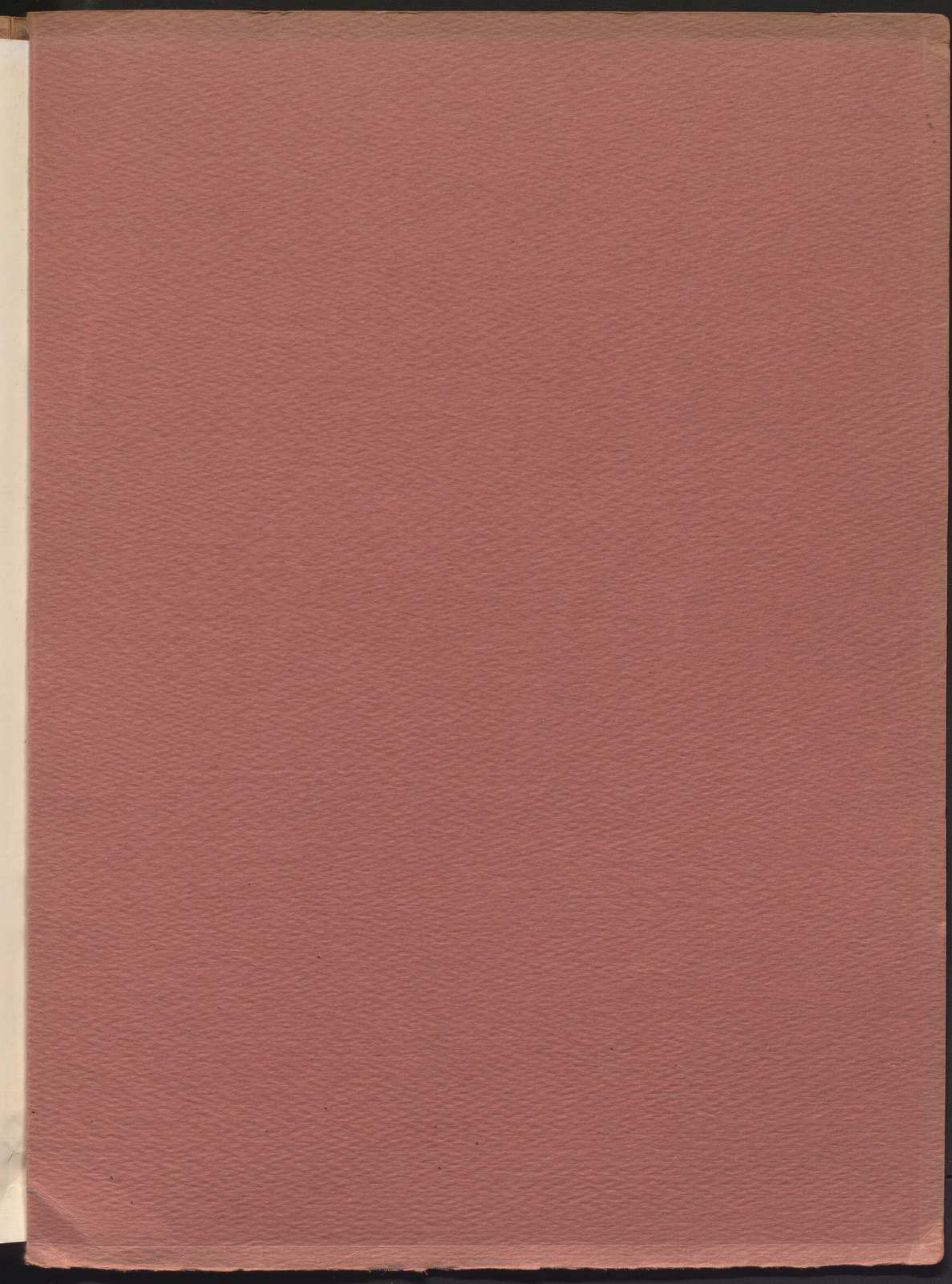
Also available on V-8 Cadillac chassis as Style 5657 and on V-12 as Style 5757

FLEETWOOD BODY MEASUREMENTS

| DESCRIPTION | Town Sedan | Five Sedan | Seven Sedan | 7 Pass. Limousine | 5 Town Cabriolet (Op. Seats) | 7 Town Cabriolet (F. F. Seats) | Limousine Brougham (F. F. Seats) | Aero-Dynamic Coupe | Stat. Coupe | Conv. Coupe | 5 Pass. Conv. Coupe | Conv. Sedan (Division) |
|---|--------------------|------------|-------------|-------------------|------------------------------|--------------------------------|----------------------------------|--------------------|-------------|-------------|---------------------|------------------------|
| HEADROOM | | | | | | | | | | | | |
| Front Seat (Seat to Headlining) | 38 | 38 | 38 | 38 | — | — | — | 37½ | 37 | 37 | 37 | 38 |
| Rear Seat (Seat to Headlining) | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 36½ | — | — | 37 | 37 |
| Center of Body (Floor to Headlining) | 49¼ | 50¾ | 50¾ | 50¾ | 49¼ | 49¼ | 49¼ | 47 | 46 | 45 | 47½ | 48 |
| SEAT WIDTH | | | | | | | | | | | | |
| Front | Shoulders | 55 | 52 | 52 | 52 | 52 | 52 | — | — | — | — | 55 |
| | Hips | 48 | 50 | 50 | 50 | 50 | 50 | 24 ea. | 24 ea. | 24 ea. | 24 ea. | 50 |
| | Knees | 46 | 46½ | 46½ | 46½ | 46½ | 46½ | — | — | — | — | — |
| Rear | Shoulders | 58½ | 56 | 56 | 56 | 56 | 56 | 55 | — | — | 51 | 51 |
| | Hips Over Arm Rest | 59 | 60 | 60 | 60 | 60 | 60 | 60 | — | — | 51 | 51 |
| | Knees | 52 | 51 | 51 | 51 | 51 | 51 | 51 | — | — | 51 | 51 |
| Auxiliary Seat (Each) | — | — | 22 | 22 | 16 | 22 | 22 | — | 18 | 15 | — | — |
| SEAT HEIGHT (FLOOR TO TOP OF CUSHION) | | | | | | | | | | | | |
| Front | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 |
| Rear | 14½ | 14½ | 14½ | 14½ | 14½ | 14½ | 14½ | 14½ | — | — | 14½ | 14½ |
| Auxiliary | — | — | 14½ | 14½ | 12 | 14¼ | 14½ | — | 10 | 9½ | — | — |
| SEAT DEPTH (FRONT TO BACK OF SEAT CUSHION) | | | | | | | | | | | | |
| Front | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 |
| Rear | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | — | — | 20 | 20 |
| Auxiliary | — | — | 15 | 15 | 15 | 15 | 15 | — | 16½ | 15 | — | — |
| SEAT BACK HEIGHT | | | | | | | | | | | | |
| Front | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 |
| Rear | 23 | 23 | 23 | 23 | 23 | 23 | 23 | 23 | — | — | 23 | 23 |
| Auxiliary | — | — | 18¼ | 18¼ | — | 18¼ | 18¼ | — | — | — | — | — |
| LEG ROOM DISTANCE | | | | | | | | | | | | |
| Front of Rear Seat to Back of Front Seat | 16½ | 28 | 31½ | 31½ | 26 | 31½ | 31½ | 20 | — | — | 12½ | 13 |
| Front of Rear Seat to Back of Auxiliary Seat | — | — | 12 | 12 | 11 | 12 | 12 | — | — | — | — | — |
| Front of Auxiliary Seat to Back of Front Seat | — | — | 10 | 8½ | — | 10 | 8½ | — | 14 | 9 | — | — |
| Front of Front Seat to Dash | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 | 27 |
| DOOR WIDTHS | | | | | | | | | | | | |
| Front | 42 | 42 | 42 | 42 | 42 | 42 | 42 | 50½ | 49½ | 45½ | 48½ | 45½ |
| Rear | 38 | 33½ | 33½ | 33½ | 38 | 38 | 33½ | — | — | — | — | 31 |
| WINDOW SIZES (WIDTH BY HEIGHT) | | | | | | | | | | | | |
| Front Door | 31x13¼ | 31x13¼ | 31x13¼ | 31x13¼ | — | — | — | 36x13¾ | 39x13 | 33¼x12 | 36¼x12 | 34¼x12½ |
| Rear Door | 31½x13½ | 28x13¾ | 28x13¾ | 28x13¾ | 32x13¾ | 32x13¾ | 27¾x13¾ | — | — | — | — | 24x12½ |
| Rear Quarter | — | 24½x13½ | 24½x13½ | 24½x13½ | — | — | 24½x13½ | 31½x12¼ | — | — | — | — |
| Rear Window (Back Light) | 40x7½ | 40x7½ | 40x7½ | 40x7½ | 34x6½ | 34x6½ | 40x7½ | 42x5¾ | 40x7½ | 24x4¼ | 29x4¼ | 29x4¼ |
| Distance Between Steer. Wheel & Top of Cushion | 6½ | 6½ | 6½ | 6½ | 6½ | 6½ | 6½ | 6½ | 6½ | 6½ | 6½ | 6½ |
| Distance Between Steering Wheel & Back Rest | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 |
| Distance From Front Seat Back Rest to Pedals | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |

Car Width Overall (Including Fenders): V-8 and V-12 Chassis—76½"; V-16 Chassis—77¾"

Car Length Overall (Bumper to Bumper): V-8 and V-12 Chassis—227½"; V-16 Chassis—240"



30
24

CADILLAC MOTOR CAR COMPANY

DETROIT, MICHIGAN

CADILLAC AND LA SALLE
MOTOR CARS



May 1, 1934

TO: All Distributors and Dealers
SUBJECT: Correction For "The Book of Fleetwood"

A change has become necessary in the location and type of smoking equipment in the following body styles:

Styles 6030-FL, 6130-FL, & 6230-FL Fleetwood 5-P. Imperial Cabriolet
Styles 6075-FL, 6175-FL, & 6275-FL Fleetwood 7-P. Imperial Cabriolet
Styles 5630-FL, 5730-FL, & 5830-FL Special Fleetwood 5-P. Imp. Cabriolet
Styles 5675-FL, 5775-FL, & 5875-FL Special Fleetwood 7-P. Imp. Cabriolet

You will note that on the specifications for these body types enumerated in the "Book of Fleetwood", the smoking equipment is supposed to consist of two covered ash receivers and pass-around lighters located at the front of each side arm rest. However, on account of the width of the rear doors in these types, it becomes impractical to locate this equipment forward of the side arm rests. Therefore, it is necessary to utilize in these body types, a concealed type of smoking case, containing ash receivers and lighters, located in the rear quarters, above and forward of the side arm rests, similar to those used in Town car types.

Kindly advise all parties in your organization to change their copies of the "Book of Fleetwood" accordingly to avoid any misunderstanding.

Very truly yours,

CADILLAC MOTOR CAR COMPANY

A handwritten signature in cursive script, appearing to read "Charles J. Ross".

Custom Body Manager

CFB:LR

CADILLAC MOTOR CAR COMPANY

DETROIT, MICHIGAN

CADILLAC AND LA SALLE
MOTOR CARS



May 2, 1934

TO: All Distributors and Dealers

SUBJECT: Fleetwood Convertible Five Passenger Coupe

You will note that we have removed the Fleetwood Convertible Five Passenger Coupe from the new revised factory price list.

We will, however, continue to bring through this body style, on special order, until you are advised to the contrary, on the basis of the following prices, F. O. B. Detroit.

| | | |
|-------------|---------------------------|-------------|
| Series "30" | Cadillac V-8, Style 5685 | \$4495 List |
| Series "40" | Cadillac V-12, Style 5785 | \$5195 List |
| Series "60" | Cadillac V-16, Style 5885 | \$8150 List |

Yours very truly,

CADILLAC MOTOR CAR COMPANY

A handwritten signature in cursive script, appearing to read "Charles J. Wood".

Custom Body Manager

CFB:LR

CADILLAC MOTOR CAR COMPANY

DETROIT, MICHIGAN

CADILLAC AND LASALLE
MOTOR CARS



May 18, 1934

TO: ALL DISTRIBUTORS

Under date of April 20th, we advised you of new factory list prices on the Fleetwood Aero Dynamic Coupe for the Cadillac Series "30", "40", and "60" chassis.

The detailed specifications for this type are listed on page forty-one of the "Book of Fleetwood", and you will note that it is specified that the rear seat can be made with the seat cushion and back rest adjustable. However, due to the location of the rear seat cushion with relation to the wheelhouse of these bodies, it is impractical to use the adjustable features on the seat cushion itself.

Under the circumstances, therefore, bodies of this type can be brought through with the rear seat back rest only adjustable.

Very truly yours,

CADILLAC MOTOR CAR COMPANY

A handwritten signature in cursive script, appearing to read "Charles J. Boer".

Custom Body Manager

CFB:LR

CADILLAC MOTOR CAR COMPANY

DETROIT, MICHIGAN

CADILLAC AND LASALLE
MOTOR CARS



June 11, 1934

TO: ALL DISTRIBUTORS AND DEALERS

SUBJECT: FLEETWOOD CONVERTIBLE FIVE PASSENGER COUPE

Please refer to the specifications covering the Fleetwood Convertible Five Passenger Coupe (Styles 5685, 5785, and 5885) on page twenty-seven in the "Book of Fleetwood", and note the smoking equipment listed is the concealed type, containing two ash receivers and two pass-around lighters, located in the rear quarters forward of the side arm rests.

Due to the interference when the top is lowered, it is impossible to install this type of concealed smoking case. Instead, a covered ash receiver and a pass-around lighter will be located forward of each of the side arm rests.

Please be guided accordingly, and see that all copies of the "Book of Fleetwood" are corrected.

Very truly yours,

CADILLAC MOTOR CAR COMPANY

A handwritten signature in cursive script, appearing to read "Charles F. Boer".

Custom Body Manager

CFB:LR