

THE
Fitting Crown
FOR THE KING OF CARS



THE ROYAL FAMILY OF AUTOMOBILES is the revealing phrase used to describe the new Cadillac, LaSalle and Cadillac Fleetwood lines for 1935. Built around here is the new Cadillac V-12 Sedan — grand, of course, by a solid steel "Turret Top" Body by Fisher.

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

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

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

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

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

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

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

The Solid Steel "TURRET TOP" Body by Fisher

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

AMERIKANISCHE
AUTOINSERATE

Inserat der Karosserie-Fabrik Fisher-Body mit der Schlagzeile:

„Die dem König der Wagen gebührende Krone“ (die Karosserie von Fisher!)

Advertisements of the Fisher Body Coachwork Factory with the slogan:

„The fitting crown for the king of cars“ (the coach work by Fisher!)

Unten:

„Frauenaugen und Frauenhände

erfreuen sich am neuen Pontiac“
„Einmal muß es wirklich gesagt werden: der vollkommenste Wagen für die Frau“

„Amerika fällt ein schnelles Urteil: es ist das Schönste, was auf Rädern läuft“

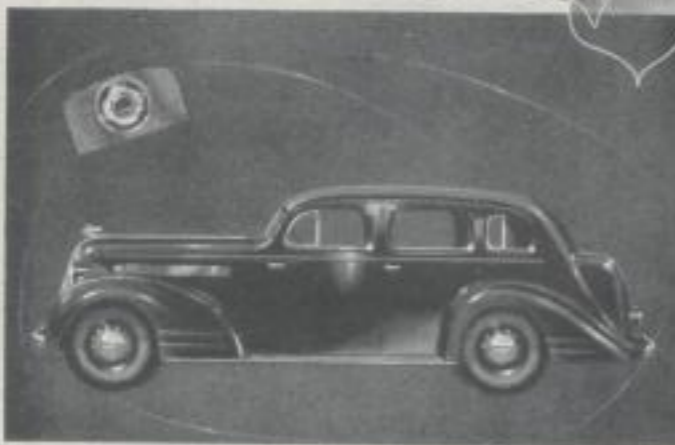
„Feminine eyes and feminine hands rejoice in the New Pontiac Six“

„For the first time it may truly be said... the perfect car for women“

„America didn't take long to decide — it's the most beautiful thing on wheels“

AMERICAN MOTOR
ADVERTISEMENTS

*Feminine eyes and
Feminine hands*
rejoice in the New Pontiac Six



THE MOST BEAUTIFUL THING ON WHEELS

Highlights of Pontiac Quality in 1935 • Solid Steel "Turret Top" Body by Fisher • Super-Insulated Hydraulic Brakes • Shockproof Springs • Wheeling Power Drive Clutch • Shockproof Power Ignition • Shockproof Steering • Three-Clutch Economy • No Draft Ventilation • "Weather-Strap" and Spare Tire Compartment.

Pontiac
SALES AND SERVICE '35

For the first time it may truly be said...
"THE PERFECT CAR FOR WOMEN"

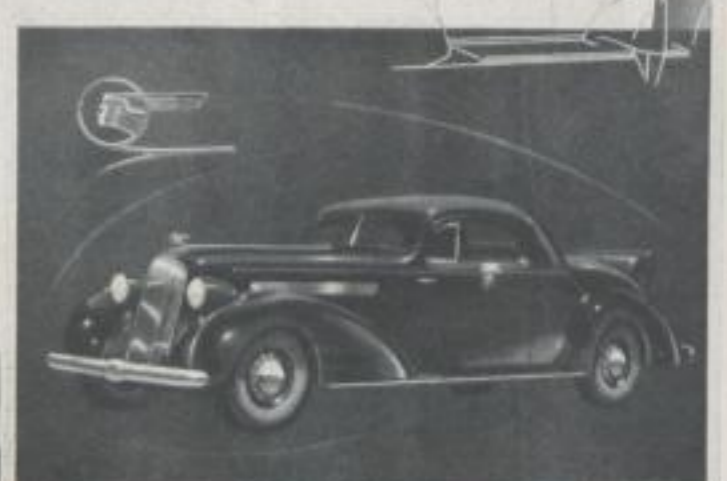
THE 1935 PONTIAC TOURER \$1725



Highlights of Pontiac Quality in 1935 • Solid Steel "Turret Top" Body by Fisher • Super-Insulated Hydraulic Brakes • Shockproof Springs • Wheeling Power Drive Clutch • Shockproof Power Ignition • Shockproof Steering • Three-Clutch Economy • No Draft Ventilation • "Weather-Strap" and Spare Tire Compartment.

CADILLAC · LA SALLE · Cadillac FLEETWOOD

America didn't take long to decide — it's the most beautiful thing on wheels



Highlights of Pontiac Quality in 1935 • Solid Steel "Turret Top" Body by Fisher • Super-Insulated Hydraulic Brakes • Shockproof Springs • Wheeling Power Drive Clutch • Shockproof Power Ignition • Shockproof Steering • Three-Clutch Economy • No Draft Ventilation • "Weather-Strap" and Spare Tire Compartment.

Pontiac
SALES AND SERVICE '35