



International  
Export Sales

## **WELCOME HOME - GOODWILL AMBASSADORS**

By Donald S. Hoeft, International Export Sales

On June 12, 1930, the S/S Deutschland steamed out of New York Harbor destined for Europe with a world class team aboard; namely, a total of five 1930 Cadillac V/16 powered seven passenger Imperial Model #4175, convertible coupe model #4235, Town Brougham Model #4264B, Sport Phaeton Model #4260 and a five passenger sedan Model #4330S.

This International Cadillac V-16 Caravan Team, coached by T. W. Henderson (Manager, Cadillac/Lasalle Division) took a 6,654 mile-ten week tour of Denmark, Sweden, Germany, Holland, Belgium, France, Switzerland and Spain. S. W. King, regional Cadillac/Lasalle Service Specialist, was the trainer and made sure our team was ready for 31 formal shows in 44 different cities and thousands of demo rides. And ready they were, taking on the best of what Europe had to offer and as his Majesty King Gustav of Sweden said after viewing the cars at close range and experiencing a demo ride, he expressed admiration of their excellent coach work and mechanical perfection.

No tour of Europe would have been complete without a visit of courtesy to the French town named for the family of the founder of Detroit. The Chateau, with its thick gray walls and wide waterless moat, long ago ceased to shelter the Dukes of Epernon, ancestors of Le Sieur Cadillac, and its great left wing has been gutted by fire. It stands just off the village square, facing the church wherein the Epernon Family lies buried.

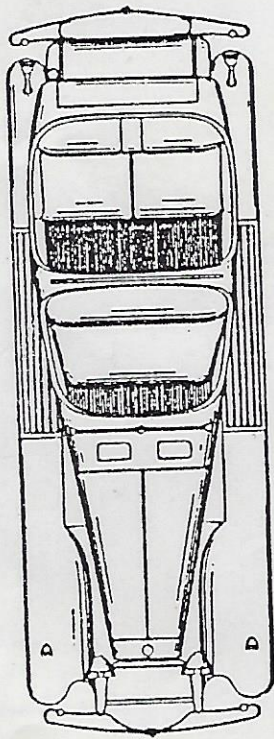
In the center of the square is the monument, erected to soldiers of Cadillac who gave their lives in World War I. Here, with the five V-16 models grouped behind him, T. W. Henderson placed a wreath in honor of the man for whom the cars were named. No more fitting conclusion could have been made to this team's highly successful tour of Europe 62 years ago than this graceful bow to the Town of Cadillac and a tribute to the town's illustrious son.

The team parted after the Paris Show in October with the two passenger convertible coupe being sold to a prominent banker in Basle and the five passenger sedan sold to a man in Geneva, who had made his fortune in America and returned to Switzerland after retiring from business. The seven passenger Imperial, Town Brougham and Sport Phaeton were sold in France after the Paris Show.

A fitting climax to this story is to say that the Sport Phaeton and Town Brougham are both back in the USA and are presently being restored in Arizona. **WELCOME BACK - WELCOME HOME**, two standards of the world, two Good Will Ambassadors.

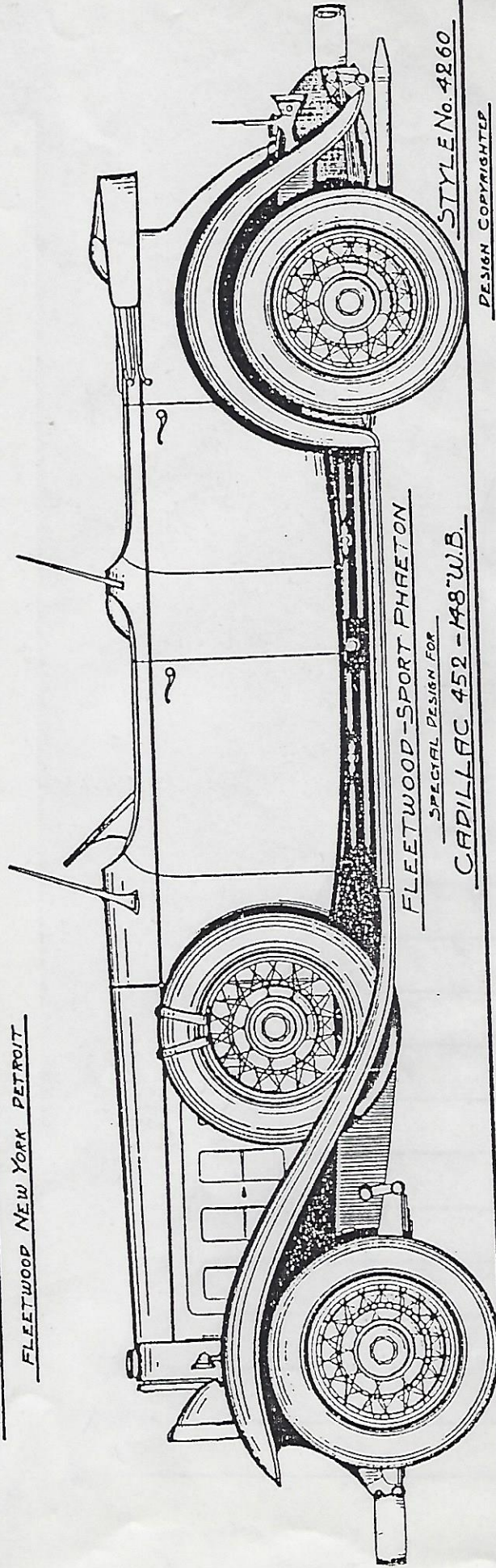
**NOTE:** Author's father started 1920 with I. W. Uppercu and author 1948 with Randall Cadillac, Brooklyn, New York - 72 continuous proud years with GM and Cadillac.





FLEETWOOD BODY CORPORATION

FLEETWOOD NEW YORK PETROIT



FLEETWOOD-SPORT PHAETON

SPECIAL DESIGN FOR

CADILLAC 452-48" W.B.

STYLE No. 4260

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