



1933 Cadillac V-16 Model 452C All Weather Phaeton

Photos courtesy of National Automobile Museum (The Harrah Collection), Reno, Nevada

Al Jolson's Show Stopping V-16



Asa Yoelson was born in Russia in 1888, but it wasn't long before he became known to the world as Al Jolson -- "The World's Greatest Entertainer". The son of a rabbi,

Jolson first planned to become a cantor but turned to the stage after coming with his family to the United States. Jolson worked in circuses, minstrel shows, vaudeville, and eventually in radio, film and television. He made over 200 recordings and starred in eleven feature films. He will forever be remembered for his role in "The Jazz Singer" (1927). This was the first major motion picture with sound. Although not politically correct today, Jolson was best known for performing "Mammy", "Swanee" and other popular songs in minstrel black-face. Jolson's tremendous charisma and unique singing style brought him enormous fame and great personal wealth. In an era of automobiles with fours, sixes and straight-eights, the pub-

lic was dazzled by the very notion of a 16-cylinder powerplant. Despite the technological innovations and high quality custom coachwork, Cadillac sales dropped yearly as the Depression devastated the luxury car market. But this did not deter Jolson, as he certainly had the means. He placed a special order for this five-passenger All-Weather Phaeton Series 452-C, style 5579, VIN# 5000056. The car weighs an authoritative 6110 pounds, and at \$8000 it was one of Cadillac's most expensive models. Only eight of this convertible style were produced in 1933. Al Jolson's car was body number 56, built on March 31, 1933. The build sheet indicates the following "extras": folding center armrest in rear seat; 9/32" chrome body stripe; tool kit; goddess radiator ornament; and a pair of metal tire covers with mirrors. Styling features introduced on the 1933 V-16 include four-bar bumpers and hood and fender spears. This stunningly beautiful Cadillac is currently in the care of the National Automobile Museum (The Harrah Collection) in Reno, Nevada. The world's greatest entertainer died in 1950 at the age of 62.



As was the custom for those ordering these fabulously expensive automobiles, the customer's name was engraved on a dash plaque. The fender spears were introduced on the 1933 V-16's. The chrome body stripe was an extra, according to the car's build sheet.