

*The History of ALSCX373*  
**1964 Rolls Royce Silver Cloud III**  
*Standard Steel Saloon*



Rolls Royce has the long-standing reputation of being the *"Best Car In the World"*.

### Quotes

**"The price is forgotten long after the quality is remembered."**

Sir Henry Royce's motto

**"What you are doing with your Rolls Royces and Bentleys is tantamount to the aristocrats of Europe opening up their castles for the common man."**

Regal Limousine Customer

This model is also known as "The Cloud that flies" (0-60 MPH in 10.1 sec.). Maximum speed is 114.3 MPH.

The Silver Cloud series (I, II, III) was the core model of the Rolls Royce Motor Cars from 1955-1966. It replaced the Silver Dawn and was, in turn, replaced by the Silver Shadow.

### Lineage:

- 1) Coach Builder – Rolls Royce LTD., Crew, England.
- 2) U. S. Rolls Royce Distributor – J. S. Inskip Inc., New York.
- 3) Dealer – Keenan Motors, Philadelphia, Pennsylvania.
- 4) First owner – J. R. Elliott, Gilbertsville, Pennsylvania.
- 5) Second owner – Unknown individual, New Jersey.
- 6) Third owner – Russell B. "Bo" Ruggerio, Ocean City, Maryland. 5/7/1984 - 8/06/2008.
- 7) Fourth Owner – John G. Bays/Regal Limousine Service, Inc. 8/06/2008 - present.

We found this car in a museum, Wheels of Yesteryear, 12708 Ocean Gate Way, Ocean City, Maryland, where the public had viewed it since March 2, 1989.

Odometer reading 5/07/1984 – 71971

Odometer reading 8/06/2008 – 72070

Amazing. That is just 99 miles in 24 years!

## Custom Features

U.S. specifications – left hand drive and front seat belts.

Burgundy paint w/single gold line (*Now porcelain white with silver pin stripe*).

Sumptuous beige Connolly leather hydres (*original*) with beige piping.

Fawn head cloth; Cumberland stone carpet; Electric windows and antenna.

Dunlop white side tubeless tyres.

Plain glass, rear heated windows; Italian walnut picnic tables & bar; burlled walnut inlay on window sills.

Radio – mobile 620 medium and long wave radio (*with front and back fade*).

## Mechanics

18' long, Approx. 6,000 pounds; Aluminum bonnet, doors and boot.

V-8 engine (*6230-cc 9.0:1 compression ratio*).

Rolls Royce customized General Motors 4-speed Hydramatic drive transmission.

Servo assisted brakes; power steering; electric windshield washer.

Twin Skinners Union (*S.U.*) carburetors.

*11.2 miles per gallon using 100 octane leaded gas!*

## Rarity

Only 2,044 chassis were sold.

## Distinguishing features

Four head lamps.

1 \_ inch forward hood slope – to provide added visibility.

Rear seat cushions were moved back two inches to provide extra space.

The back rest is more vertical which provides additional leg room.

Individually adjusted front seats.

More horsepower (*215 hp*).