



Cadillac & LaSalle Club

Potomac Region

Caddie Chronicle

May 2014



DIRECTOR'S MESSAGE BY VINCE TALIANO

2014 OFFICERS:

REGIONAL DIRECTOR
NEWSLETTER EDITOR
WEBSITE MANAGER
VINCE TALIANO

ASSISTANT REGIONAL DIRECTOR
CAR SHOW COORDINATOR
DAN RUBY

NATIONAL DIRECTOR
NEWSLETTER COLUMNIST
JACK MCLOW

SECRETARY
ASSOCIATE NEWSLETTER EDITOR
VALLEY FORGE REGION LIAISON
SANDY KEMPER

TREASURER
HARRY SCOTT

ACTIVITIES DIRECTOR
NEWSLETTER COLUMNIST
R. SCOT MINESINGER

MEMBERSHIP DIRECTOR
DEBBIE TAYLOR

OTHER KEY POSITIONS:

SUMMER PICNIC HOST
J. ROGER BENTLEY

AUTOMOBILIA AUCTIONEER
HAMPTON ROADS REGION LIAISON
GEORGE BOXLEY

NEWSLETTER COLUMNIST
RITA BIAL-BOXLEY

SHOW WEEKEND COORDINATOR
SHELLEY CHADICK

NEWSLETTER COLUMNIST
CHRIS CUMMINGS

NEWSLETTER COLUMNIST
JIM GOVONI

CAR SHOW SPONSOR AND HOST
DANIEL JOBE & CAPITOL CADILLAC

NEWSLETTER COLUMNIST
TOM MCQUEEN

HONORARY MEMBER
NEWSLETTER COLUMNIST
VERN PARKER

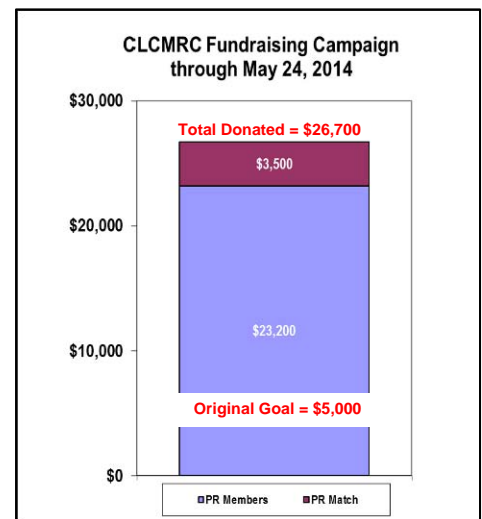
CENTRAL VA REGION LIAISON
NEWSLETTER COLUMNIST
CHUCK PIEL

CAR SHOW MASTER OF CEREMONIES
NATIONAL CLC ADVISOR
NEWSLETTER COLUMNIST
RICHARD SILLS

We wish Dan Ruby a full and speedy recovery from a recent hospitalization. Dan is back home now and doing better.

Unfortunately, floods from a recent storm forced the permanent closure of Snyder's Willow Grove Restaurant in Linthicum, MD. Snyder's has served as our Baltimore area meeting location for the past few years. This is their fourth flood in so many years and being only 200 yards from the Patapsco River didn't bode well for them. As a result, 78-year-old owner Vernon Snyder decided to close the restaurant that his parents opened 77 years ago. If you live in the Baltimore area and have a suggestion for a new meeting location (preferably in the southern suburbs near I-95 and I-695), please let us know.

Through May 24th, the Potomac Region and/or its members have contributed a minimum of **\$26,700** to the CLC Museum & Research Center's Building Fund Campaign. We have far exceeded our original goal of \$5,000 total in member contributions and Region matches in our latest matching funds campaign. Let's continue to show our generosity and support as **\$40,000** is still needed by the end of July. All amounts are welcomed and appreciated!



Follow the latest photos of the museum construction at:
<https://www.facebook.com/#!/pages/Cadillac-Lasalle-Club-Museum-Research-Center/593415324019434>.

Vince Taliano



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2014 CALENDAR OF EVENTS

DATE	TIME	EVENT	LOCATION	CONTACT INFORMATION
Jun 7 Sat	9:00 am – 3:00 pm	CLC Valley Forge Region Car Show	Faulkner Cadillac Trevose PA	Ronnie Hux at cadiman59@aol.com or 302-745-8850
Jun 7 Sat		25th Annual Orphan Car Tour	Starting from Parkton MD	Jon Battle at 540-364-1770, TourDirector@orphancartour.org or www.orphancartour.org
Jun 8 Sun	12:00 pm – 5:00 pm	Celebrate! Gaithersburg 2014 Antique & Classic Car Show	Olde Towne Gaithersburg MD	Lauren Neal at lneal@gaithersburgmd.gov
Jun 15 Sun	10:00 am – 3:30 pm	41st Annual Father's Day Antique and Classic Car Show	Sully Plantation Chantilly VA	Bill Worsham at 703-250-5474, billworsham@aol.com or www.gwcmodeja.org
Jun 16 Mon	7:30 pm – 9:30 pm	Potomac Region Monthly Meeting	IHOP Restaurant Rockville MD	Vince Taliano at 301-258-8321 or vincetaliano@clcpotomacregion.org
Jun 28 Sat	9:00 am – 3:00 pm	8th Annual CLC Inter-Regional Meet	AACA Museum Hershey PA	Art Archambeault at 717-557-6974 or artarchambeault49@gmail.com
Jul 8-12 Wed-Sat		CLC Grand National	Lake George NY	http://gn.cadillaclasalleclub.org/
Jul 27 Sun	10:00 am – 3:00 pm	11th Annual VCCA Free State Region's Annual Car & Truck Show	Meadowbrook Regional Park Lutherville MD	Hank at 410-499-6196, dankerus@comcast.net or grand1917@comcast.net
Aug 9 Sat	10:00 am – 3:00 pm	40th Annual Metro Chapter Buick Club All-GM Show	Montgomery College Rockville MD	Cory Correll at 240-686-0229 or corydraw@gmail.com
Sep 13 Sat	9:00 am – 3:00 pm	18th Annual CLC Hampton Roads Region Car Show	Suttle Motors Newport News VA	Bob Geiger at 757-253-6501 or bobnlettygeiger@aol.com
Sep 23-27 Tue-Sat		CLC Driving Tour Northern Indiana	Kokomo IN to Hickory Corners MI	Jeff Shively at Cad19651941@yahoo.com or 765-721-1659
Sep 27-28 Sat-Sun		Cadillac Fall Festival 2014! Grand Opening of CLC Museum & Research Center	Gilmore Museum Hickory Corners MI	Art Riley at art.riley@gmail.com or www.cadillaclasalleclub.org/images/clmrc_sept_2014.pdf
Sep 28 Sun		CLC Valley Forge Region Annual Fall Car Show	Peddler's Village Lahaska PA	www.vfrclc.org/upcoming_events.htm
Oct 2-5 Thu-Sun	Gates open daily at 7:00 am	Fall Carlisle & Auction	Carlisle PA	717-243-7855 or www.carsatcarlisle.com
Oct 5 Sun	9:00 am – 3:00 pm	F.R.I.E.N.D.S. Down Right Spectacular Car Show	Keys Stadium Frederick MD	Denny Weikert at dweikert@friendsoffredco.org or 301-676-4420
Oct 8-11 Wed-Sat	Gates open daily at 7:00 am	AACA National Eastern Fall Meet	Giant Center and Show Grounds Hershey PA	www.hersheyaaca.org
Oct 18 Sat	8:30 am – 3:30 pm	City of Rockville Antique and Classic Car Show	Rockville Civic Center Rockville MD	240-314-5022 or www.rockvillemd.gov/events/carshow.htm
Oct 26 Sun	9:00 am – 3:00 pm	Annual Capitol Cadillac Fall Car Show "Celebrating Capitol Cadillac's 80th Anniversary"	Capitol Cadillac Greenbelt MD	Dan Ruby at 301-894-8026 or danruby@clcpotomacregion.org



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MAY 19, 2014 MEETING MINUTES BY SANDY KEMPER

PLACE: Silver Diner in Merrifield, VA

TIME: 7:45 PM

PRESIDING: Sandy Kemper, Secretary

ATTENDANCE: Byron & Alida Alsop; Jeff Gurski; Jack McClow; Tom McQueen; Vern Parker; and Harry Scott

DIRECTOR'S REMARKS: Sandy thanked everyone for attending. He reminded everyone to check their email as the April newsletter had just been distributed. One of its features is a remarkable article by PR member Chris Cummings about the V-16 that he had once owned and that "got away." This mention caused several people to praise Chris Cummings for his extraordinary knowledge of Cadillac V-16's and his exceptional writings.

SECRETARY'S REPORT: The Minutes from the April 2014 meeting were not read since they were published and distributed to all members in the April 2014 newsletter.

TREASURER'S REPORT: The Treasurer's Report covered the time period from the April meeting to date. The Region's income was \$2,171.46, mostly from car show registrations and proceeds from the auction. The total expenses for the same time period were \$3,227.32. The total revenue from the car show was \$2,591.00 and the total expense was \$1,420.35, the car show net was \$1,170.65 (most of which was from the automobilia auction).

MEMBERSHIP REPORT: Our current 2014 membership total is 192 members. Welcome to our newest member, Cliff Andersson of Elkridge, MD. Cliff is the owner of a 2014 Cadillac CTS.

ACTIVITIES REPORT: The following activities were discussed:

1. Recent Events:

- **Pinehurst Concours d'Elegance, Pinehurst Resort and Golf Course, Pinehurst, NC, Thu-Sat, May 1st-3rd.**
Congratulations to 90-year-old Region member Charles Gillet whose 1931 Cadillac 452A All-weather Phaeton by Fleetwood took Best in Show. Charles' award-winning car was restored in 1986 by the Prueitts in Glen Rock, PA, and very little besides maintenance has been done since. There was stiff competition for the top prize at the show including a stunning 1939 Mercedes Benz 540SSK, but "***The Standard of the World***" prevailed.



**Pinehurst Concours
President and CEO Jay
Howard toasts with
winner, Charles Gillet**



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- **Annual Spring Car Show & Automobilia Auction, Capitol Cadillac, Greenbelt, MD, Sun, May 4th.** 63 cars were in attendance at our show. This was our first show in 11 years without Region Director Vince Taliano who could not attend because of a family commitment. However thanks to Car Show Coordinator Dan Ruby and all who volunteered to help with the show, it went very smoothly. In particular, thanks go to Franklin Gage and Richard Sills who managed the tedious and time-sensitive awards tally. Special appreciation also goes to auctioneer Derrick Fisher. The outstanding auction proceeds were \$1,098. DJ Mike Vellieux kept the attendees informed with announcements and entertaining music as always. Red, Hot & Blue continued their good service as our food vendor. Thanks also to everyone who attended with a vehicle, donated items to the show or to the auction or submitted photographs (approximately 100 posted to our website). Special thanks to Daniel Jobe and Capitol Cadillac for their continued support. A full report, including list of winners, will be published in the May newsletter.
- **CLC Valley Forge Region Car Show, Delaware Cadillac, Wilmington DE, Sun, May 18th.** Lynn Gardner attended the show. A full report will be in the June newsletter.

2. Upcoming PR Events:

- **Potomac Region Annual Picnic.** Scot Minesinger has a site arranged for the annual picnic on Lake Manassas in Nokesville, VA. The date has not been set but it will be in July. It was suggested that we invite the Lincoln-Mercury club who have been part of our picnic for the many years that it has been held at the home of J. Roger Bentley. More details about the picnic soon.
- **Annual Fall Car Show, Capitol Cadillac, Greenbelt, MD, Sun, Oct 26.** As reported in the Minutes to last month's meeting, the Region's officers voted to keep the Fall Show at Capitol Cadillac instead of holding it at the Salamander Resort outside of Middleburg, VA in conjunction with an event that the Historic Vehicle Association is planning. This year's theme will be a celebration of the 80th anniversary of Capitol Cadillac.

3. Other Upcoming Events: The following events were mentioned:

- **CLC Valley Forge Region Car Show, Faulkner Cadillac, Trevoise PA, Sat, June 7.**
- **41st Annual Sully Plantation Father's Day Car Show, Chantilly, VA, Sun, Jun 15.** Sandy led a brief discussion and suggested that the Region should contact the show's Chief Judge to ask if he is expecting a Cadillac club representative(s) to assist in judging this class. If so, we should make sure that one or more of our members attend this year's show to serve as judge(s) for this class as a courtesy to the sponsoring organizations. Also, if it appears that our club does not expect to support the Sully Show in this manner going forward, we should notify the Meet Chairman and/or Chief Judge in a timely manner so that they can make a decision about retaining the Cadillac class award for next year.
- **Carlisle GM Nationals, Carlisle, PA, Fri-Sun, Jun 20-22.**
- **8th Annual CLC Inter-Regional Meet, AACA Museum, Hershey, PA, Sat, Jun 28.** Art and Jan Archambeault have invited all out-of-town attendees to their home for dinner Friday evening June 27 before the show and they have invited all show attendees to return to their house after the show on Saturday for the usual drinks & refreshments. Then, attendees may have dinner together at around 5 p.m. on Saturday, to make it an early evening for those who are returning home that night.

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- **CLC Grand National Meet, Lake George, NY, Tue-Sat, Jul 8–12.** An informal poll was taken of who plans to attend this year's Grand National and who plans to take their cars.

NEW BUSINESS:

- Following the Spring Show, it was suggested that we change our method of giving awards at our car shows. Specifically this pertains to the selection of Best of Show-Pre War, Best of Show-Post War, and Best of Show. The suggestion is that we eliminate class awards for the vehicles that win any of the "Best" awards. This suggestion has two notable advantages over our current method. First, it allows for more class awards to be given. Secondly, it eliminates the apparent inconsistency when a vehicle wins a "Best" award while only achieving a 2nd or 3rd prize in its own class. The Region's officers voted to approve this change to our Car Show Guidelines which are a part of our Constitution and By-Laws.
- Byron Alsop suggested that we consider changing the time periods of "Pre-War" and "Post War" for our "Best of" awards. He felt, and others at the meeting acknowledged, that it's probably time to consider changing those time periods since World War II continues to recede in time and the "Post War" period continues to expand. Accordingly the cars that represent the "Pre-War" period become a considerably less percentage of all of the cars attending. We should consider new "Best of" time periods (e.g. "1903, or whatever the correct year is for the first Cadillac, thru 19XX" and "19XX thru 2014"). Another idea would be to add a third "Best of" period (e.g. "Pre-War," "Post-War thru 19XX," "19xx thru 2014").

OTHER NEWS:

- Congratulations to Chuck & Debbie Piel on the recent birth of their second grandson, Owen Gregory Piel (pictured right).

NEXT MEETING: Monday, June 16 at 7:30 p.m. at the IHOP Restaurant, Rockville, MD

ADJOURNMENT: Meeting adjourned at 8:45 PM.





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23RD ANNUAL CLC POTOMAC REGION SPRING CAR SHOW AND AUTOMOBILIA AUCTION

**STORY BY RICHARD P. SILLS
PHOTOS BY LYNN GARDNER, TOM MCQUEEN, DAN RUBY AND MICHAEL VEILLEUX**

The Potomac Region CLC held its 23rd Annual Spring Car Show on May 4, 2014 at Capitol Cadillac, Greenbelt, Maryland. The day was sunny, with temperatures in the 70s. 62 Cadillacs and one LaSalle were on display, ranging from 1930 to 2009, and they came from Maryland, Virginia, Pennsylvania, Delaware and the District of Columbia.

The Region expressed its appreciation to Cadillac dealer Daniel Jobe and the Capitol Cadillac staff, as they celebrate their 80th Anniversary. Randy Denchfield presented Daniel with a copy of a 1948 photograph of the interior of Capitol Cadillac's former showroom at 1222 22nd Street, N.W., in Washington, D.C. (pictured right). The original photograph belongs to Potomac Region charter member John Williams, who worked at Capitol Cadillac while attending college in the 1960s. Richard Sills announced that the automobilia auction held at the show raised \$1,098 for the Potomac Region, and thanked Derrick Fisher for serving as auctioneer along with



auction helpers Harry Scott, Jack McClow, Jim Govoni, LuLu Gascoigne and others (also thanks to the following members who donated items to the auction including Dan Ruby, Bill Kost & Noralee Frankel, Chuck Piel, Richard Sills, Richard Sisson, Jack Lowry, Nick Wilson and others).



Franklin Gage and Debbie Piel working the registration area

Assistant Director Dan Ruby then recognized all the Potomac Region members whose efforts contributed to the success of the show including registration area volunteers Franklin Gage, Chuck & Debbie Piel, and Robert Meekins; show parking volunteers Bill Hilliard, Dan Ruby and Jim Govoni; breakfast item volunteers Chuck & Debbie Piel, Mary Moscati and Rita Bial-Boxley; award tabulation volunteers Franklin Gage and Richard Sills (who also served as M.C.); 50/50 ticket seller Scot Minesinger; show photographers Lynn Gardner, Tom McQueen and Mike Veillieux and after show clean-up volunteers including Jack McClow, Franklin Gage, Dan Ruby, Randy Edison and others.



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Region member Bill Anderson (pictured left), Chair of the CLC Museum & Research Center's Building Committee, announced the progress of the building construction, and appealed to members for contributions to this important project. The Museum is in the process of being completed, and a grand opening is scheduled for September. Scot Minesinger announced that the winner of the 50-50 drawing would receive \$274. The winner was Jim Govoni, and he generously donated one-half of his winnings back to the Potomac Region.

Richard Sills recognized the national CLC Treasurer, Jack McClow, who also represents the Potomac Region on the CLC Board of Directors. There were also two Directors of other CLC Regions present at the show, Ronnie Hux of the Valley Forge Region and Bob Geiger of the Hampton Roads Region. Also on hand was Region member Chris Cummings who was selling signed copies of his latest book, ***Cadillac V-16s Lost and Found: Tracing the Histories of the 1930s Classics***, available at <http://www.mcfarlandpub.com/book-2.php?id=978-0-7864-7570-4>.

The Henry Ruby painting by Dan Reed (pictured right), that was unveiled at the 2014 Holiday Party, was on display in the showroom. The painting was commissioned after the 2013 Fall Car Show to commemorate the late Henry Ruby's tenure as Car Show Coordinator.

DJ Mikey Veilleux of Music Madness officially opened the show at 10:00 AM with the traditional playing of our National Anthem, and Red, Hot & Blue from Laurel, MD was on-site to provide lunch to our attendees and spectators.





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Below is the list of winners.

CLASS	1st PLACE WINNER	2nd PLACE WINNER	3rd PLACE WINNER
Class A: 1902 – 1942 Cadillac	1930 Cadillac 353-A V-8 sedan George & Rita Boxley West River, MD		
Class B: 1927 – 1940 LaSalle	1935 LaSalle Series 50 convertible coupe Randy & Susan Denchfield Chevy Chase, MD		
Class C: 1946 – 1958 Cadillac	1947 Cadillac Series 62 convertible Rob & Chevonne Robison Yorklyn, DE	1957 Cadillac Series 62 coupe Nasser Almasary Chantilly, VA 1958 Cadillac Eldorado Brougham Ed Silva Clarksville, MD	1954 Cadillac Eldorado Richard Sisson Potomac, MD
Class D: 1959 – 1964 Cadillac	1959 Cadillac Series 62 convertible Bob Brown Leesburg, VA	1964 Cadillac Eldorado Charlie Dodd Brooklyn Park, MD	1964 Cadillac Eldorado Randy Edison Washington, D.C. 1959 Cadillac Coupe deVille Mark Brodsky Chevy Chase, MD
Class E: 1965 – 1970 Cadillac	1970 Cadillac deVille convertible Jerry Parnes Collegetown, PA	1968 Cadillac deVille convertible Ron Renoff Severna Park, MD	1968 Cadillac Sedan deVille Robert Wills Clinton, MD 1968 Cadillac deVille convertible Jeff Seifert Rockville, MD
Class F: 1971 – 1976 Cadillac	1975 Cadillac Sedan deVille Lynn Gardner Arlington, VA	1974 Cadillac Eldorado convertible Ronnie & Becky Hux Avondale, PA	1976 Cadillac Eldorado convertible Harry Goins Alexandria, VA
Class G: 1977 – 1986 Cadillac	1986 Cadillac Eldorado Biarritz J. Roger Bentley Brinklow, MD	1980 Cadillac Seville Elegante Chuck King Gaithersburg, MD	1986 Cadillac Fleetwood Brougham Lawrence Lane Gaithersburg, MD





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CLASS	1st PLACE WINNER	2nd PLACE WINNER	3rd PLACE WINNER
Class H: 1987 – 1996 Cadillac	1992 Cadillac Brougham Jim Hartnett Kensington, MD	1992 Cadillac Brougham Fred Kott Ellicott City, MD 1996 Cadillac Fleetwood Brougham Jeff & Nola Gurski Potomac Falls, VA	1993 Cadillac Sedan deVille Spring Edition Mary Moscati Upper Marlboro, MD 1990 Cadillac Brougham Oscar Jobe Bowie, MD
Class I: 1997 – Current Cadillac	2002 Cadillac Eldorado Collector Series (#946 of 1596) Stephen Morrison Laurel, MD	2009 Cadillac DTS Bob & Letty Geiger Williamsburg, VA	1998 Cadillac Eldorado Mary Anne Beauchamp Adelphia, MD
Class J: Professional Vehicles	1996 Cadillac Presidential Limousine Mike & Vicky Barruzza Bensalem, PA	1948 Cadillac Series 75 Imperial Derham Limousine Jack Lowry Phoenix, MD	
Class K: Modified Vehicles	1950 Cadillac Series 62 sedan Frank Privitera Fort Washington, MD	1960 Cadillac Sedan deVille Greg Bastien Potomac, MD	1953 Cadillac Series 62 convertible Nasser Almasary Chantilly, VA
LADIES CHOICE WINNER (presented by JoJo Ruby)	1958 Cadillac Eldorado Brougham Ed Silva Clarksville, MD		
BEST PRE-WAR (1942 and Earlier)	1935 LaSalle Series 50 convertible coupe Randy & Susan Denchfield Chevy Chase, MD		
BEST POST-WAR (1946 to Present)	1954 Cadillac Eldorado Richard Sisson Potomac, MD		
BEST OF SHOW – OVERALL	1930 Cadillac 353-A V-8 sedan George & Rita Boxley West River, MD		
DEALER'S CHOICE AWARD (presented by Daniel Jobe)	1948 Cadillac Series 75 Imperial Derham Limousine Jack Lowry Phoenix, MD		
HENRY RUBY MEMORIAL AWARD (presented by Dan Ruby)	1947 Cadillac Series 62 convertible Rob and Chevonne Robison Yorklyn, DE		
LONG DISTANCE AWARD	1996 Cadillac Presidential Limousine Mike & Vicky Barruzza Bensalem, PA Drove 164 miles to the show		



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Richard also thanked Jim Mitchell for displaying the azure blue 1953 Eldorado that is a prior Best of Show winner, and Daniel Jobe for displaying cars from his collection in the service area. Daniel's cars included a 1941 Cadillac station wagon, a 1964 Eldorado convertible, a 1973 Coupe deVille, a 1973 Series 75 limousine used by the White House, a 1978 Seville, a 1979 Seville Elegante, and a Cadillac safety car used at LeMans.

Members were invited to attend the Fall Show at Capitol Cadillac, scheduled for Sunday October 26, and celebrating the 80th Anniversary of Capitol Cadillac.



To see approximately 100 pictures from the show, visit <http://www.clcpotomacregion.org/2014springcarshow.htm>

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WHERE WERE YOU IN '32? STORY AND PHOTOS BY RICHARD P. SILLS

The year of 1932 ushered in the worst era of the Great Depression. Unemployment rose to 23.6 percent; and industrial stocks lost 80% of the value they had just two years earlier. As compared with the pre-Depression year of 1929, about 40% of the existing banks failed by 1932, and over 13 million Americans had lost their jobs. The auto industry fared no better; Ford and Chevrolet lost nearly half their sales from the previous year, and the whole industry was struggling.

Probably no one reading this newsletter was shopping for new cars in 1932. But if you were, you would have a cornucopia of different brands and models to choose from, and all would have dealers within the city limits of Washington, D.C.

I recently acquired a small collection of automobile sales literature accumulated in D.C. between 1929 and 1933, but mostly in 1932. Many of the brochures bear the stamp of the dealership where they were obtained -- indicating the name, the street address, and sometimes the telephone number. They provide an interesting sampler of the cars of the era, back when D.C. had many new car dealerships. By contrast, at the beginning of 2014, D.C. had exactly one new car dealership -- a VW-Volvo dealership on Connecticut Avenue -- and that has since been sold, so now there are none.

If you were shopping for a new Cadillac or LaSalle in 1932, you couldn't patronize Capitol Cadillac. Floyd Akers, in his early 30s, still worked for GMAC, and it would be two more years before he founded Capitol Cadillac. Instead, you would visit The Washington Cadillac Company at 1138-1140 Connecticut Avenue, N.W., in what is now the heart of the downtown office district. Each year, custom coachbuilders such as Willoughby, Brunn, Judkins and LeBaron would hold a salon event at The Washington Cadillac Company, to show off their latest creations. Do you have any questions about the new 1932 Cadillacs? Just call the Washington Cadillac Company at Franklin 3900 or 3901.



(1921 ad)



Where Would You Go to Find the Equal of Cadillac Value?

Perhaps the greatest single tribute that is paid the Cadillac, is the indifference of its owners to the appeal of other cars struggling for a share of Cadillac preference.

Year after year, for ten years, eager salesmanship has been centred and concentrated upon this effort to divert the Cadillac owner from his allegiance.

Year after year Cadillac owners have remained indifferent; and year after year their number has increased.

This could not be so, of course, but for the positive conviction of the Cadillac owner that it would be impossible for him to find a car at once so expertly smooth and so free from the need of adjustment, overhauling and repair.

He believes—as we know—that these qualities are the fruit of such years of organization and striving after perfection as only the Cadillac has enjoyed.

He believes that this sort of continuous satisfaction, freedom from care, cost and worry, is the one and only thing that spells motor car value.

If he were offered—as no doubt he frequently is offered—the most lavish sort of inducement, he would still consider it bad business to relinquish the certainty the Cadillac alone can give him.

Flivver	4570	Touring Car	5160	Roadster	5270
Victoria	4540	Six-cylinder	5100	Town Brougham	5450
Sedan	4550	Limousine	5200	Imperial Limousine	5300

P. O. Box 2000, New York 10108

THE WASHINGTON CADILLAC COMPANY
1138-40 Connecticut Avenue
Telephones Franklin 3900-3901

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Just a couple blocks over, at 17th & M Streets, was D.C.'s long-time Buick dealership, Emerson & Orme. The salesmen there would be pleased to explain the advantages of Buick's Valve in Head Straight Eight with Wizard Control. Wizard Control meant that drivers no longer needed to double-clutch while shifting. It also provided free-wheeling for better fuel mileage, and no-clutch shifting between second and third gears. Buick was a prestigious marque whose top-of-the-line models, the Series 90, rivaled Cadillac. Emerson & Orme had a designated waiting room for chauffeurs who brought in their employers' big Buicks for service work.

Connecticut Avenue was apparently the favored address for the prestige auto dealers. Up the street from The Washington Cadillac Company, you would find the local Auburn dealership, Warrington Motor Co., at 1727 Connecticut Avenue, N.W. Warrington would be pleased to demonstrate both the eight-cylinder and twelve-cylinder offerings from Auburn. (Another Auburn brochure lists Warrington's address as 2035 17th St., N.W. -- it isn't clear whether they moved from one location to another, or had both locations.)



Based on the photograph (on the left), it appears that Warrington also marketed the Chandler automobile. The sales brochure for the Chandler "65" Six revealed that its independent status made it vulnerable to competition from the large manufacturers. The satisfied new owner portrayed in the catalog says he learned the last time he bought an automobile "that it didn't pay to listen to every Tom, Dick and Harry who wants to advise you about automobiles." This time, he decided to consider all cars. After giving them all a "good work-out", he concluded, "Yes, sir, when it comes to getting your money's worth, there isn't anything I can see that holds a candle to Chandler".



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Let's continue further up Connecticut Avenue, to the intersection of "S" Street, where you could visit the Packard Washington Motor Car Co. (telephone number Adams 6130). The Packard dealer would hand you an interesting brochure entitled "Why Not Buy a Packard". It described the automotive preferences of various members of a fictional (but decidedly upper-crust) family named the Gilbriths. The Gilbriths obviously managed to maintain their substantial income during the Depression year of 1932, as they bought one new Packard for each of the four family members. The marketing of these cars provides an interesting glimpse into a bygone lifestyle.

Mr. Gilbrith selected a "man's car" -- a Twin Six (Packard term for twelve-cylinder) Two-Passenger Coupe. It reminded him of his first Twin Six, bought 17 years earlier. His coupe is "agile in crowded traffic and a flash on the concrete when, with the business day ended and the club lying miles away, there's the lure of nine holes before dinner." His wife, Mrs. Gilbrith has been "long accustomed to a beautiful car and a good driver of her own". Her needs include "rounds of trips with children and grandchildren, shopping, opera, teas and charitable projects." Her choice is the roomy and luxurious Sedan-Limousine of the Eight DeLuxe line, the "largest, finest, richest of all the Packard Eights". (Note to the politically sensitive: the brochure does not say that Mrs. Gilbrith is a good driver, it says that she has a good driver of her own.)

Young Stephen, father of two and a junior partner in the family firm, is "trained in the ways of good budgeting". His choice of the Standard Eight Five-Passenger Sedan is "practical for family use, invaluable for business contacts and within his means, especially if kept over the longer car life its inherent beauty and quality make possible." Daughter Natalie, a college senior, "needs no college education to know her motor cars." Her Light Eight Coupe-Roadster is "the envy of the campus, the joy of her life and the pleasure of devoted parents who have given their daughter a dowry of motoring distinction at no great sacrifice of purse."

Another "automotive row" was 14th Street, N.W. At 1337 14th Street, N.W., you would find District Motor Company, the distributor of Moon automobiles. The sleek new Moon-Aerotype, with "new bulged Belgian-type fenders" might be just what you were looking for. Just a short walk from the Moon dealer was Hawkins Nash Motor Co., Inc., at 1529 14th Street, where the new Nash Standard Six was on display. If you had a question about the Nash, and wanted to call the Hawkins company, you could just dial Decatur 3320.



Without leaving the 1500 block of 14th Street, you could visit The Trew Motor Company at 1509-14th St., N.W. (telephone number Decatur 1910) to see the elegant new Reo Flying Cloud (showroom pictured left). The sales representative might explain to you that Mr. Ransom E. Olds founded one of the oldest and most respected American marques -- the Oldsmobile -- but then had a dispute with some investors and left to start his own new company. When he sold his interest in Oldsmobile, his agreement of sale prohibited him from giving his last name to a new auto company. So, he used his initials and called his new creation the "REO".



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Perhaps you were concerned with the price of gasoline, and worried that it might soon hit 20 cents per gallon. You might be tempted to see Jack Pry, at 1525 and 1625 14th Street, to look over the new Austins. Austin claimed its car would run 10,000 miles on \$58 worth of gas and oil. It would run 20,000 to 40,000 miles on a set of tires, and cost less than one-half cent per mile for gas, oil and tires. And, depreciation would not exceed \$100 per year.

You would have to travel a ways further up 14th Street to visit L. P. Steuart, Inc., at 3401 14th Street, N.W. There you would find the Oakland motor car, including "A New All-American Six" and a more powerful V-8. But if you hoped to see a new Oakland in 1932, it would have to be early in the year, and the car would be a leftover 1931 model -- because that was the end of Oakland production.

This was the era when all GM brands except Chevrolet introduced a separate "companion car", in order to fulfill GM President Alfred P. Sloan's commitment to provide "a car for every purse and purpose". The first companion car was introduced by Oakland in 1926 -- it was called the Pontiac. The next year, Cadillac introduced the LaSalle. In 1929, Oldsmobile was joined by the Viking, the only companion car to be priced above the established brand. For the 1930 model year, Buick debuted the Marquette as its "companion car".

Some early Marquettes were registered as 1929 models, and even though they sold fairly well, GM determined that its sales cut into the Oldsmobile market share, rather than that of Nash, Dodge or DeSoto, for which it was targeted. With the end of the 1930 model year, the Marquette name faded away, and the model planned as the 1931 Marquette Eight became the Buick Series 50.

Oakland was the only GM brand to be eclipsed by its "companion". Oakland ceased production after the 1931 model year, and Pontiac enjoyed great success for many years before being discontinued in 2010. Of the other GM companion cars, LaSalle had the longest run, ending production in 1940. Viking was produced for three model years, 1929-1931. Buick's companion car, the Marquette, had the distinction of the shortest model run -- 1930 only, other than some early examples titled as '29s.

Many of us can recall seeing magazine ads for GM cars with the list of automobile brands displayed at the bottom of the page -- "Chevrolet - Pontiac - Oldsmobile - Buick - Cadillac". Eighty-four years ago, that list was quite a bit longer: "Chevrolet - Pontiac - Oakland - Oldsmobile - Viking - Marquette - Buick - LaSalle - Cadillac".



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In 1933, General Motors began planning its "Parade of Progress" that would begin three years later. Its Vice President of Research was Charles F. Kettering, the same man responsible for Cadillac's first "Self-Starter" in 1912. Mr. Kettering visited GM's science and technology exhibit at the



1933 Chicago World's Fair, and it occurred to him that the exhibition of GM's advanced technology should be taken on a traveling road show, so people could see this exhibit in their own hometowns. GM's management liked the idea, and decided to bring GM, in person, to every small city and rural community in the nation.

Even though the Parade of Progress was still three years in the future, someone at GM had become enamored of the name, so Chevrolet's sales brochure for 1933 was entitled, "Again Chevrolet Leads the Parade of Progress". In the meantime, Oldsmobile -- having lost its upscale companion car -- announced for 1933 "The New Eight, the New Six, Two General Motors Values".

Not all of the sales brochures in this collection bore the addresses of local dealers, so we will leave it to another time to figure out where the other marques could be found in the D.C. area.

Just a few years prior to 1932, Ford trumpeted its new Model A with a booklet entitled, "The Story of a Great Car -- From all over the world come reports of the outstanding performance of the new Ford". But by 1932, the Model A was old hat. The big news was "The New Ford V-8 Cylinder Car". The brochure that announced the V-8 mentioned in passing that Ford also offers an "improved" 4-cylinder engine.



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The Graham dealer sold 8-cylinder cars as well -- the "New Graham Eight" for 1932. The Hupmobile dealer proudly announced "The New Hupmobile Century Eight". Essex, known for its lower prices, was pleased to offer the Super Six. Plymouth's power plant had four cylinders, but Walter P. Chrysler made it known that his low-price offering had "The Smoothness of an Eight ... the Economy of a Four".

The "New Willys-Knight Fine Motor Cars" distinguished themselves with the "double sleeve-valve engine". That engine was noted for its quietness and longevity.

The Literary Digest for March 16, 1929

FOURS AND SIXES

THE NEW SUPERIOR Whippet

GREATER BEAUTY - LARGER BODIES
"FINGER-TIP CONTROL"

WITH its longer bodies and sweeping lines, the new Superior Whippet introduces an advanced conception of how beautiful an inexpensive car can be; while its many engineering improvements bring to Four and light Six covers a new idea of speed, power, activity, handling ease and operating economy. The new Superior Whippet is the only low-priced car with "Finger-Tip Control" -- a single button in the center of the steering wheel, which starts the motor, operates the lights and sounds the horns. All Willys-Overland products -- the new Superior Whippet Fours and Sixes, and the new style Willys-Knight Six -- may be purchased most conveniently on the Commercial Credit plan. The nearest Willys-Overland dealer, or any Commercial Credit office, will gladly give you full details.

COMMERCIAL CREDIT COMPANIES
COMMERCIAL BANKERS
Cash Capital and Surplus \$43,000,000

Commercial Credit Company	Baltimore
Commercial Credit Corporation	New York
Kennedy, Millman & Co., Ltd.	New York
Commercial Credit Trust	Chicago
Commercial Credit Company, Inc.	New Orleans
Commercial Credit Company	San Francisco
National Headquarters	Baltimore

WHEREVER YOU ARE--WHATEVER YOU MAKE, SELL OR BUY--INVESTIGATE COMMERCIAL CREDIT SERVICE

Its parent company, Willys-Overland, also offered a lower priced car named after a dog, the New Superior Whippet. The Whippet brochure is slightly older than the others, because that marque was discontinued in 1931. In its heyday of 1927-1930, the Whippet was offered in four and six cylinder versions, and featured the new "Finger-Tip Control". This was a single button in the center of the steering wheel that controlled the starter, the lights and the horn. When your neighbor tells you about his new 2014 car that has controls mounted on the steering wheel, you can tell him that his car has finally caught up to the 1929 Whippet.

Unfortunately, the wiring connections for this magic button were located at the bottom of the steering column under the carburetor, where it wasn't shielded from dripping gasoline. The result was occasional fires and frequent re-wirings. Such are the problems with innovative technology. In 1930, there was no NHTSA to require recalls. The Whippet lived on, however, as the Willys 77.

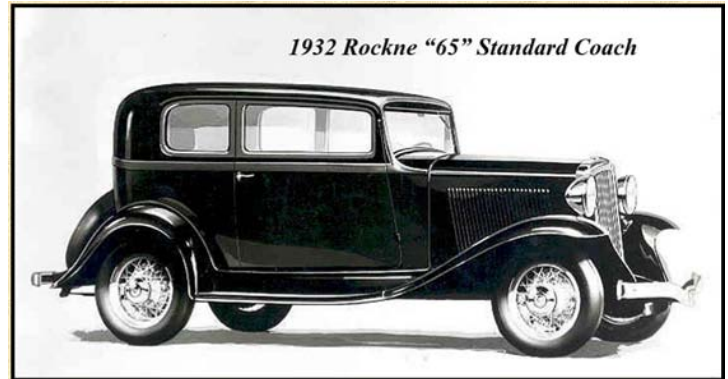
Studebaker, established in 1852 as a carriage-maker, was the oldest marque of the lot. It had recently expanded its market reach by acquiring the prestigious Pierce-Arrow brand in 1928. Pierce-Arrow advertised "a straight eight that knows no equal". Studebaker itself was going up-market with "The President -- Studebaker's Great Straight Eight", but still offered the lower-priced Dictator and Commander series. (By 1937, a car called Dictator was no longer appealing to Americans, so it was phased out, but that is another story.)



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Given the bleak economics of 1932, Studebaker decided to hedge its bets by offering a lower priced "companion car". Its prior effort to establish a lower-priced companion car was the Erskine, named for the company's President, Albert R. Erskine. But that marque was phased out in 1930. For 1932, Studebaker gave its new companion car a name with wide recognition and appeal -- the Rockne, after the famed Notre Dame football coach Knute Rockne, who had been killed in a plane crash in 1931. Because Rockne was a new name in the automotive market, Studebaker assured its customers that the Rockne is "sponsored and guaranteed by Studebaker". That guarantee didn't last long, because the Rockne was phased out in 1933 when Studebaker filed for receivership.



1932 Rockne "65" Standard Coach

Mr. Erskine also expired in 1933; sadly, he took his own life after becoming despondent over Studebaker's financial woes. And, by 1934, Studebaker relinquished the ownership of Pierce-Arrow.

This is just a snapshot of the automotive marketplace in Washington, D.C. in the early 1930s. It is by no means a complete list of all the cars offered, or all the car dealerships in Washington. Other available car brands included Chrysler, Cord, DeSoto, Dodge, Duesenberg, Hudson, Lincoln, Pontiac, and undoubtedly others as well, including some that would soon be out of business as the bleak Depression took its toll. Cars whose makers no longer existed were called "orphans" in the trade, and owners who sought to trade them in got a very chilly reception.

In a sense, the early 1930s represented a watershed of the American auto industry, because it was the last time when so many independent auto makers remained in business. The number of U.S. brands from which a buyer could choose was a multiple of those available today.

One may wonder why the gentleman who collected this sales literature did not continue to do so in later years. Or, if he was not a dedicated collector of auto literature, why did he save these brochures for the rest of his life? The answers are lost to history. But I am glad he did save this collection, so that the information is available today to give us a snapshot of the way our great-grandparents shopped for cars.



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CADDIE CLASSIFIEDS

Cars For Sale



1949 Series 62 Convertible – 48k original miles – French Gray with red interior and black top – Complete recent Jenkins Restoration – Won Best of Show Postwar at 2008 CLC Grand National – See pictures at <http://www.clcpotomacregion.org/49cadillacforsale.htm> – **Asking \$99,500** – For more info, contact Aaron Driben at 617-835-7776 or aaron@cityexp.com – Car is located in North Carolina



1979 Eldorado Biarritz – 73k miles – Stunning car with great color combo – Highly desirable 350 c.i. engine – Stainless steel roof with the alloy wheels – Always garaged and serviced regularly by first class automotive shop – Recent mechanic updates include all brake work – Recent cosmetic updates include door panels and quarter panel fillers – New exhaust and tires – Receipts available on all recent work completed – All electrical components – Car has lots of class and pep and is completely roadworthy to drive anywhere – Mostly driven to car shows and Sunday dinners by current owners – Pleasure to drive or show – See pictures at <http://www.clcpotomacregion.org/79cadillac2forsale.htm> – **Asking \$5,500 obo** – For more info, contact George Boxley at ritabialboxley@verizon.net, 301-261-5634 (h), 410-279-3882 (c) or 301-699-2033 (w) – Car is located in West River, MD and is ready to be shown for ready, willing and able buyers



1983 Eldorado – 19k Original Miles – 2nd Owner – ORIGINAL EVERYTHING – Originally from Portland, Oregon – Garage kept its whole life – Never driven in snow! – Cameo Ivory w/white Cabriolet top and a perfect yellow leather interior – Digital dash – Climate Control, Bose AM/FM cassette stereo, Cadillac wire wheel covers – Brand new American Classic tires – Spare never out of trunk – Original dealer leather key Fobs & license plate bracket – Full power – Every option and best of all EVERYTHING WORKS! – **Asking \$12,500** – For more info, call Nick at 973-418-4571 – Car is located in New Jersey

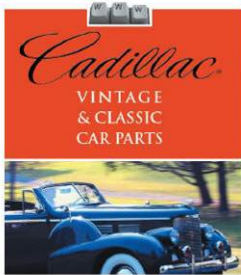


1987 Eldorado – One owner – Approximately 100k miles – 4.1L V-8 OHV 16V engine with automatic w/overdrive transmission – Runs well and gets 16 mpg city, 23 mpg hwy on regular fuel – Minor scratches on finish – Options include air conditioning, AM/FM radio w/cassette, bucket seats, center console, cruise control, front wheel drive, leather seats, power door locks, power mirrors, power seats, power steering, power windows, rear defrost, tilt steering and tinted windows – Always garaged, not used in winter – No smoking – Great access to front seats for persons with disability – See pictures at <http://www.clcpotomacregion.org/87cadillacforsale.htm> – **Asking \$4,500 obo** – For more info, contact Ken at klhark46@gmail.com – Car is located in Potomac, MD



1987 Fleetwood Brougham – Purchased from the original owner in 2001 – Approximately 120k miles (odometer shows 20,000 miles) – White with white top, white pearl leather interior and red dashboard and carpet – V-8 engine with automatic transmission – Full power equipment – Cold A/C – Excellent vehicle in all original condition – See pictures at <http://www.clcpotomacregion.org/87cadillac2forsale.htm> – **Asking \$4,500 obo** – For more info, contact Dick Redding at 703-765-1549 or rsredd@cox.net – Car is located in Alexandria, VA

Parts For Sale



1934	1935
1936	1937
1938	1939
1940	1941
1942	1946
1947	1948
1949	1950
1951	1952
1953	1954
1955	1956
1957	1958
1959	1960
1961	1962
1963	1964
1965	1966
1967	1968
1969	1970
1971	1972
1973	1974

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