



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 MCCLOW

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

Happy Birthday wishes to George Boxley who recently turned 80 years old. We wish him many, many more.

Best of luck to Daniel Jobe who is participating in The Great Race with his 1946 Series 62 convertible! Follow along at http://www.greatrace.com/.

We send our condolences to Randy Edison whose grandfather recently passed away.

Byron & Alida Alsop recently attended the CCCA Museum Experience (spotlighting Cadillacs & LaSalles) located on the grounds of the Gilmore Car Museum with their 1936 Cadillac Series 85 V-12 Fleetwood Convertible Sedan. While on-site, they visited the CLCMRC construction site and took the photos below. As you can see, the construction efforts continue to move along nicely, but our museum is not finished yet and contributions are still needed to ensure that we get to the finish line. Let's continue to show our generosity and support. All amounts are welcomed and appreciated!





Vince Taliano





IN MEMORIAM: CRAIG WEXELBLATT BY WALTER YOUSHOCK



Craig Wexelblatt (left) presents Chuck Patton (right) a check for the CLCMRC Building Campaign at the 2013 CLC Grand National in Quincy, MA

Our CLC family lost one of its finest members this past Tuesday, June 17th. Henry "Craig" Wexelblatt, age 49, passed away from diabetic complications. Craig was a proud member of the CLC and its Valley Forge and Upper Susquehanna Regions, as well as the Founder and Director of his beloved CLC Five-Liter Chapter, dedicated to 1986-92 RWD 5.0 and 5.7 Liter Broughams and Professional Cars. He was also a member of the AACA and PCS.

Craig and his aunt Carolyn, who survives him, were staples at Hershey for many years and attended several CLC Grand Nationals where Craig always had a vendor booth filled with literature. If he didn't have it at the show, chances are he had it in his vast collection or would find it for you. And if you needed a part for your Cadillac, he'd check with the dealer or put it on the junk yard list.

Craig also took great pride in his Cadillacs and referred to them by name. "Joanna", his totally ORIGINAL (even down to the tires), 25k mile '83

Sedan deVille, was purchased new by his grandmother. It received a 2nd Place Senior Crown and Past Presidents' Preservation award at the 2013 CLC Grand National (pictured below). "Ginger", his beloved '88 Brougham, was purchased new, driven daily and was undergoing a complete restoration. Ginger's story is legendary to many of us. He would never consider anything but a Cadillac for daily transportation.

Donations may be made to the charity of your choice, but please consider the CLCMRC as a fitting tribute to his love of Cadillacs and the CLC.



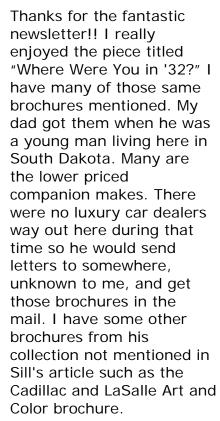




LETTER TO THE EDITOR

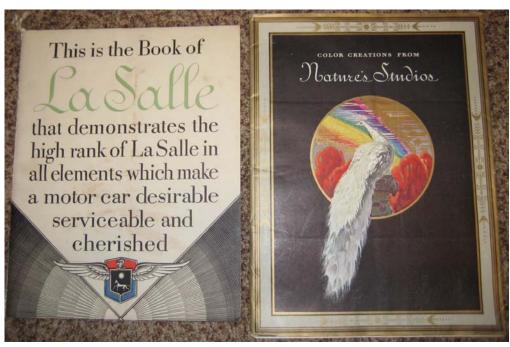
May 31, 2014

Vince,



Bob Eng Sioux Falls, South Dakota









LETTER TO THE EDITOR

June 20, 2014

Hello Vince,



While touring the country on a motorcycle tour with my two sons, we stopped in Amarillo, Texas to see the Cadillac Ranch. I thought you might like to see some pictures of the place. It is 10 Caddies from '49 to '63 in a field, buried nose down, in order, by year, and covered with graffiti. Not beautiful.... but interesting.

Greg Bastien Potomac, Maryland





[Editor's Note: We send our condolences to the family of Stanley Marsh 3, the creator of the Cadillac Ranch, who recently passed away. The Texas multimillionaire art prankster and philanthropist buried 10 Cadillacs nose down in the 1970s as "a monument to the American Dream". The tail-fin tribute begins with a 1949 Club Coupe and ends with a 1963 Sedan de Ville, all bought from used-car lots, private owners or junkyards. They allegedly tilt at the same angle as the Great Pyramid of Giza.]





2014 CALENDAR OF EVENTS

DATE	TIME	EVENT	LOCATION	CONTACT INFORMATION
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	2122	CLC Grand National	Lake George NY	http://gn.cadillaclasalleclub.org/
Jul 21 Mon	7:30 pm – 9:30 pm	Potomac Region Monthly Meeting	Silver Diner Merrifield VA	Vince Taliano at 301-258-8321 or vincetaliano@clcpotomacregion.org
Jul 24-26 Thu-Sat	Gates open daily at 8:00 am	Mecum Auction	Pennsylvania Farm Show Complex and Expo Center Harrisburg PA	http://mecum.com/auction- detail.cfm?auctionid=PA0714
Jul 26 Sat	12:00 am – 5:00 pm	10th Annual Picnic with Lincoln Mercury friends	Sweet Virginia Nokesville VA (on the shores of Lake Manassas)	R. Scot Minesinger at rscotm@cox.net or 703-283-2021
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 2 Sat	10:00 am – 3:00 pm	Rohrersville / Boonsboro Fire Stations Car Show	Route 67 in Rohrersville MD (Boonsboro)	Steve Mohl at steve.mohl@gmail.com
Aug 2 Sat	11:00 am – 4:00 pm	The Annapolis Car Show	Riva Road Annapolis MD	443-693-Show or http://theannapoliscarshow.com
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 20 Sat	10:00 am – 3:00 pm	39th Annual Edgar Rohr Memorial Antique Car Meet	Manassas Museum Manassas VA	Nicki Hudson at 540-522-6533 or www.bullrunaaca.org
Sep 23-27 Tue-Sat		CLC Driving Tour Northern Indiana	Kokomo IN to Hickory Corners MI	Jeff Shively at <u>Cad19651941@yahoo.com</u> 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 <u>art.riley@gmail.com</u> or <u>www.cadillaclasalleclub.org/images/clmrc_sept</u> 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





10th Annual Pot-luck Summer Picnic with Lincoln & Mercury Friends
Sweet Virginia Bee Farm
14610 Glenkirk Rd
Nokesville, VA
(on the shores of Lake Manassas)
July 26, 2014 (Saturday), if weather is bad, we will reschedule
12:00 pm - 4:00 pm





Sweet Virginia Bee Farm is owned and operated by Scot Minesinger's brother-in-law. The farm grows flowers for the bees to make honey. After they are pollinated and bloom, the flowers are harvested and donated to charities (nursing homes usually).

The barn has two full bathrooms available for our use during the event. This is not a shaded area so the club will provide a small pop-up tent or two along with a few tables and chairs. Attendees are also encouraged to bring items such as pop-up tents, tables and chairs, if possible. Any dogs on the property must be leashed at all times-no exceptions, as hens are also raised on the farm.

Please bring your favorite picnic food, and if you have a favorite dessert you want to share with others, please bring that as well. The club will provide soft drinks, water, ice, serving tables, plates, cutlery, etc. Feel free to bring special beverages of your choice.

The event is free and open to all members, but we need a headcount on attendance.

Therefore, we are asking for attendees to RSVP to Scot at rscotm@cox.net or 703-283-2021 by July 19th. Also, please indicate what dish you will be bringing.





Directions:

The directions can be obtained via mapping software and GPS very accurately. However, review driving directions below for when you arrive at address, and know that Rt 29S from I-66 (a likely GPS or mapping software result) is more difficult/confusing than as described below.

- From the I-495 DC Beltway (on the western side) take I-66W to exit 44, the Rt 234 bypass Prince William Pkwy South
- Drive a short distance and take Rt 28 South
- Drive about 2 miles and be looking for three tall water fountains at a shopping center (they are on most of the time, so be prepared for them not being on) and turn right on Vint Hill Road which is just past shopping center and road changes to one lane.
- Drive 5.4 miles approximately just past gold course on left and make a right onto Glenkirk Rd.
- Drive approximately 0.7 miles to a stop sign where the road turns to right. You will see a left turn at the stop sign onto a private drive, with a cement apron and then onto crushed blue stone turn left onto this private shared driveway.
- Go to end and you veer to right for parking to right of barn.

Those driving from the South can use Rt 28 as the start point for these directions.







JUNE 16, 2014 MEETING MINUTES BY SANDY KEMPER

PLACE: IHOP Restaurant, Rockville, MD

TIME: 8:00 PM

PRESIDING: Sandy Kemper, Secretary

ATTENDANCE: George & Rita Boxley; Randy & Susan Denchfield; Pat DePasquale; Derrick Fisher; Jeff Gurski; Bill Hilliard; Jack McClow; Tom McQueen; Chuck Piel; Dan & JoJo Ruby;

Harry Scott; Jeff Siefert; Richard Sisson and Debbie Taylor

DIRECTOR'S REMARKS: Sandy thanked everyone for attending. He asked if everyone is in favor of the email meeting reminders. There was an enthusiastic "yes" response. Also, he mentioned that several important items have been brought to the club's attention in the last few weeks. These topics and more will be discussed under "New Business." He relayed a request from Vince to continue to show our generosity and support of the CLCMRC Building Campaign as \$40,000 is still needed by the end of July. Lastly a warm welcome was extended to Assistant Director Dan Ruby who was in attendance, but is recovering from a recent hospitalization. Dan thanked everyone for their well wishes.

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

TREASURER'S REPORT: The Treasurer's Report covered the time period from the May meeting to date. The Region's income was \$83.41. The total expenses for the same time period were \$620.77

MEMBERSHIP REPORT: Our current 2014 membership total is 193 members. Our newest member is Mark Schuman from Linthicum Heights, MD. He has a 2009 Cadillac CTS 4. Welcome Mark!

ACTIVITIES REPORT: The following activities were discussed:

1. Recent Events:

- City of Fairfax Car Show, Fairfax, VA City Hall, May 17th. Congratulations to Bob Brown who won Best of '50's with his 1959 Series 62 convertible and to Harry Scott who won Mayor's Choice with his 1960 Mack Truck.
- CLC Valley Forge Region Car Show, Faulkner
 Cadillac, Trevose, PA, Jun 7th. Chuck Piel attended
 and won a 2nd place award with his '67 DeVille Convertible. There were 32 cars with the oldest being a 1947 Cadillac and the newest a 2015 Cadillac ELR.
- 41st Annual Sully Plantation Father's Day Car Show, Chantilly, VA, Jun 15th. Harry Scott reported that there were six Cadillacs on display, but only one was in the judged class, former member Iver Steele's 1954 Series 62 (pictured below).











2. Upcoming PR Events:

- Potomac Region Annual Picnic, Sat, Jul 26th. Scot Minesinger has a site arranged for the annual picnic on Lake Manassas in Nokesville, VA. The Lincoln-Mercury club, which has been part of our picnic for the many years that it has been held at the home of J. Roger Bentley, will be invited. More details about the picnic will be in the June newsletter.
- Annual Fall Car Show, Capitol Cadillac, Greenbelt, MD, Sun, Oct 26th. 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:
 - Carlisle GM Nationals, Carlisle, PA, Thu-Sat, Jun 20-22nd.
 - 8th Annual CLC Inter-Regional Meet, AACA Museum, Hershey, PA, Sat, Jun 28th. Art & Jan Archambeault have invited all out-of-town attendees to their home for dinner Friday evening, June 27, before the show. 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 a nearby Italian restaurant around 5 p.m. on Saturday, to make it an early evening for those who are returning home that night.
 - CLC Grand National Meet, Lake George, NY, Jul 8–12th. Sandy asked if there was any interest in members traveling in organized caravan(s) to this year's Grand National. It appears that everyone will find their own travel companions.
 - 39th Annual Edgar Rohr Memorial Antique Car Meet, Manassas Museum, Manassas VA, Sat, Sep 21st. CLC-PR Past Director Bill Sessler has issued a challenge for the club. At least ten Packards are expected at this year's show. Bill would like to see the same amount or more of Cadillacs.

OLD BUSINESS:

- Car Show "Best of" Award Time Periods: At our May Region meeting Byron Alsop suggested that we consider changing the time periods of "Pre-War" and "Post War" for our "Best of" awards. One consideration is to adjust the "Best of" time periods (e.g. "1903 thru 19XX" and "19XX thru 2014") and retain the two "Best of" time period awards currently in place. Another idea would be to add a third "Best of" period (e.g. "Pre-War," "Post-War thru 19XX," "19xx thru 2014"). We will ask Daniel Jobe for his opinion before deciding upon a change to the "Best of" award time periods.
- Car Show Emeritus Program: After our Spring Show, the Region's officers voted to approve a change to our Car Show Guidelines to eliminate class awards for cars that win any of the "Best of" awards. During our review of our Car Show Guidelines at that time, we realized that we have not made any effort to recognize any of the Emeritus cars that may be brought to our shows. We should consider some type of recognition for our "Emeritus" cars when they are brought to one of our shows. It was suggested that we could arrange to have some generic plaques or grille badges produced that we could present to any Emeritus cars at our shows. Here is the "Emeritus" text from our Car Show Guidelines:
 - "Vehicles that have been awarded a total of two (2) "Best of Show" awards shall be considered by the Region as "Emeritus" vehicles. Emeritus vehicles will receive special recognition and awards as the Region deems appropriate.





However Emeritus vehicles may no longer be judged in their Class or in any "Best" Class. Emeritus status remains with the vehicle and shall not be affected by change in ownership of the vehicle or registration at a future Region Car Show by a different Registrant than the one who received the named awards."

NEW BUSINESS:

- Debbie Taylor and Vince Taliano were contacted by a woman in Northern Virginia who wants to donate her 1992 Cadillac Sedan Deville to the club. She was referred to us by someone that she knows who is active in the hobby. She would like to see this car that she inherited from her mom, go to a good home. Scot Minesinger has moved the car to his garage where he is performing some mechanical and cosmetic improvements. It was proposed that we hold a silent auction via our Newsletter by having members submit a minimum and maximum bid. Highest bidder then gets the car. More details will be provided soon.
- Snyder's Willow Grove Restaurant has closed permanently due to flood damage during recent storms. Snyder's, in Linthicum, Maryland, has been our Baltimore-area meeting location since 2009. Olive Grove Restaurant, another restaurant that is nearby on the same road (Hammonds Ferry Road), was recommended by a couple of members. We have performed a site visit and talked to the manager about accommodating our group. We believe that this restaurant will suit our needs and will be the location for our August meeting, to be held on a Saturday afternoon possibly, to afford the opportunity for members to attend the nearby Marley Station Mall cruise-in.
- We have been approached by the CLC Valley Forge Region with the idea of submitting a proposal to co-host the 2017 CLC Grand National in the Washington, DC area. Ronnie Hux, Valley Forge President and Potomac Region Member, has offered to be the Overall Director of the event with Jack Hotz, Valley Forge and Potomac Region Member from New Jersey who served as Chair of the 2008 CLC Grand National in Cherry Hill, NJ, and Scot Minesinger, Potomac Region Activities Director, serving as Co-Chairs. Although many of the activities like negotiating rates with a host hotel and handling attendee registrations are now handled by the national CLC, many local volunteers will be needed to cover activities related to the event. The PR officers felt that it would be in the best interest of the Region to solicit a vote of the membership to determine who is favor of the PR co-hosting this event and who would be willing to help plan and run the event. Vince Taliano requested input from the membership by Friday, June 13th and tallied the responses. The PR membership voted overwhelmingly in favor of co-hosting the GN 2017 and many members agreed to help with the event. There were 48 responses unanimously in favor of co-hosting the GN. In those responses there 38 who said "Yes" they would help w/ Event, 7 "No" Help w/ Event; 3 "Maybe" Help w/ Event.
- This fall we will conduct our election of officers for the term 2015-2016. Any Region member
 in good standing is eligible to be elected. Members who are interested in serving the Region
 in officer positions should contact Region Secretary Sandy Kemper via email to have their
 names placed in nomination.

NEXT MEETING: Monday, July 21st at 7:30 PM at the Silver Diner in Merrifield, VA

ADJOURNMENT: Meeting adjourned at 9:00 PM.





CLC VALLEY FORGE REGION CAR SHOW AT DELAWARE CADILLAC STORY & PHOTOS BY LYNN GARDNER

The CLC Valley Forge Region held their Annual Spring Car Show at Delaware Cadillac in Wilmington on May 18th. The weather cooperated as clear skies and warm temperatures were the order of the day. Mike Uffner, owner of Delaware Cadillac, and the Valley Forge Region were great hosts. Overall it was a great show. Below is a list of winners.

1941 to 1950 Cadillacs	First Place (tie)	1942 Convertible Coupe	Rob & Chevonne Robison
	First Place (tie)	1941 Sixty Special Sedan	Marty Watkins
1951 to 1960 Cadillacs	First Place	1953 6219 Sedan	Cliff Woodbury
	Second Place (tie)	1960 Sedan de Ville	Charles Miles
	Second Place (tie)	1952 6219 Sedan	Richard Ziemer
1961 to 1970 Cadillacs	First Place	1970 Deville Convertible	Jerry & Mary Parnes
	Second Place	1962 Fleetwood Sixty Special	Fred Dawson
1971 to 1980 Cadillacs	First Place (tie)	1975 Eldorado Convertible	Toni Rothman
	First Place (tie)	1976 Eldorado Convertible	Fred Dawson
	Second Place (tie)	1974 Fleetwood Talisman	Earl Rutter
	Second Place (tie)	1976 Fleetwood Talisman	Lynn Gardner
	Second Place (tie)	1974 Fleetwood Brougham	Mike Lizzio
1981 to 1990 Cadillacs	First Place	1983 Coupe de Ville	Dan Huebner
	Second Place (tie)	1990 Brougham Sedan	Bill Bradney
	Second Place (tie)	1987 Allanté	Len Berwick
1991 to 2000 Cadillacs	First Place	1995 Fleetwood Brougham	Mike Barruzza
Best of Show	Early	1942 Convertible Coupe	Rob & Chevonne Robison
	Late	1983 Coupe de Ville	Dan Huebner
Best of Show - Emeritus	Early	1959 Convertible Coupe	Ed McGettigan
Cars	Late	2006 DTS	Chris Kendzierski
Dealer's Choice Award		1962 Fleetwood Sixty Special	Fred Dawson
Emeritus Cars in		1947 Convertible Coupe	Rob & Chevonne Robison
Attendance		1959 Convertible Coupe	Ed McGettigan
		1960 Convertible Coupe	Jack Hotz
		1964 Eldorado Convertible	Al Cowling
		1974 Eldorado Convertible	Ronnie Hux
		1976 Eldorado Convertible	Joe & Donna Caristo
		2006 DTS	Chris Kendzierski







To see more pictures, visit http://www.clcpotomacregion.org/2014delawarecadillaccarshow.htm





CADILLAC SPOTTED ALONGSIDE THE RACE TRACK STORY AND PHOTO BY SANDY KEMPER

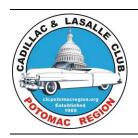
When one travels to a motor race course to watch a racing event featuring vintage sports cars and open wheeled racers, one would not expect to see a Cadillac, unless it was serving as a pace car. But it was a surprise and a pleasure for me to spot a Cadillac beside the fence near Turn 7 of the Summit Point Circuit at the Summit Point Motorsports Park recently.

The Country Roads Car Club, based in Harpers Ferry, West Virginia, hosted its 3rd Annual Car Show at the Summit Point Motorsports Park on Saturday, May 17. This car show coincides with the Jefferson 500, a well-known vintage racing event held at the Summit Point track for many years. The show drew exactly 100 registered cars according to its organizers and only one of them was a "Standard of the World."

A 1954, Series 62 (I think), in deep green metallic paint stood out among the participating cars. I approached the owner, who turned out to be Iver Steele of Gerrardstown, West Virginia, a former member of the Potomac Region. "Steele" proudly showed me a photo of this car displayed in the showroom in one of our recent Capitol Cadillac car shows.



Participants in the Country Roads Car Club's show were offered the opportunity to drive their cars on the race course for three laps during the lunch break of the Jefferson 500 event. I had my camera in hand and was hoping that I would see that beautiful 1954 Cadillac on the track. Alas, Steele declined the offer.





THERE WERE NO "ENTRY LEVEL" CADILLACS STORY AND PHOTOS BY RICHARD P. SILLS



1965 CADILLAC "CALAIS"

I have sometimes heard people refer to the LaSalle -- and to the Series 61, Series 62 and Calais models of more recent vintage -- as an "entry level" Cadillac, or worse yet, as a "poor man's Cadillac". Nonsense! I can only conclude that most people who say that were not around when the cars were new. With the possible exception of some models from the 1980s or later, such as the Cimarron and the Catera, there was no such thing as an entry level Cadillac. Of course, there was always one Cadillac model or series that provided the least costly alternative, but any Cadillac represented wealth and success. Even the lowest priced model was an expensive and prestigious conveyance, accessible only to a fortunate few.

When I was growing up in the 1950s and 1960s, many of my family's friends owned new Buicks, Oldsmobiles or Chryslers, but none owned a new Cadillac. Some could have bought a new Cadillac -- in certain cases, easily -- but in those days there were many reasons why people bought the cars they did. Not everyone wanted a car that created the unmistakable appearance of wealth.

Consider, for example, one of the cars now in my collection. It is a 1959 Cadillac Series 62 4-window sedan owned by one family for almost 50 years, driven only 14,000 miles since new. This Cadillac was bought new by a widow in her late 40s who owned a thriving business. About two weeks after she bought the car, she told her son that there was a problem with it.





He asked what the problem was, and she replied, "If I keep driving this car, every employee will want a raise." A Cadillac in those days made such a strong statement about the status of the owner that in some cases it could be a liability. After all, how do you tell your employees there is no money available for raises this year, when the boss drives one of the most flamboyant and expensive-looking cars on the road. In any event, this lady bought another new car to drive every day, and kept the Cadillac to use for "special occasions", which she did for the rest of her very long life.

Another interesting point is that this Cadillac Series 62 not only has power windows and 6-way power seat (which were optional on Series 62, standard on deVille), it also has power vent windows, autronic eye and fog lamps. I am convinced, based on this and other experiences, that most people who bought Series 62 and Calais models did not care about the modest price difference. They were buying a car that their dealer had in stock, and they decided what color they wanted, and whether they wanted a 2-door or a 4-door. It made no difference whether the car was a Series 62 or a deVille.

There were other reasons why some people who could have bought a Cadillac did not do so. Suppose you owned a retail business, or you were a doctor or a lawyer practicing in a community. You could imagine people saying, "No wonder he charges so much -- look at that Cadillac he drives." Or, "He claimed he couldn't give me a discount, and now I see why." If you drove a big Buick or Chrysler, you would have a very fine car, but it would not attract the same kind of commentary. My Dad favored Roadmasters, which were very close to Cadillacs in price and amenities. But a Buick was a "medium priced" car, so the perception was different.

Another reason I heard was, "If you drive a Cadillac, the IRS will pay more attention to you." Whether that was true, I do not know, but I heard that concern expressed more than once by my father's friends, most of whom were business owners. Below is an excerpt from the 2002 movie titled "Catch Me If You Can" starring Leonardo DiCaprio, Tom Hanks and Christopher Walken.



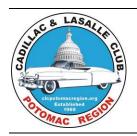
Frank Abagnale, Sr. - "What's that?"

Frank Abagnale, Jr. – "Open it. You know what those are, right? Those are the keys to a 1965 Cadillac Coupe deVille. Brand-new, Dad. White with red interior. Split seats, air conditioning, the works."

Frank Abagnale, Sr. – "Are you giving me a Cadillac?"
Frank Abagnale, Jr. – "Yeah I'm giving you a Cadillac. Dad, she's parked downstairs. When we're done eating lunch, why don't you, you know, drive on over to Mom's house pick her up, take a little joyride?"

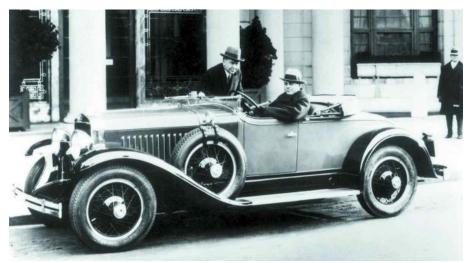
Frank Abagnale, Sr. – "Do you know what would happen if the IRS found out I was driving around in a new coupe? I took the train here, Frank. I'm taking the train home."

In the movie, Frank, Sr. was already in trouble with the IRS, but would he have reacted the same way if the keys were to a different make?





Yet another concern applied if you worked for a big company. It was considered impolitic to drive a car that was not appropriate to your position. For example, if your boss drove a Buick, it would not be wise for you to drive a Cadillac, even if you could afford it. An Oldsmobile would be more suitable, and your boss would not resent that. Or, suppose you were the company Treasurer, or a bank officer. Driving a Cadillac might cause the auditors to look more closely at your records, to see whether any of the company's money went astray to help you afford that expensive new car. The fact is, when you drove a Cadillac, you were making a strong statement. Clearly some people bought Cadillacs exactly for that reason. But others did not, for the same reason. There are no statistics available to prove this point one way or the other. My comments are based solely on my observations and life experiences.



In an earlier era, the LaSalle attracted customers because of its fashionable styling, as well as its quality. Sure, it cost less than a Cadillac, but that was not necessarily the inducement to buy one. The Cadillac had a conservative image, while LaSalle looked sleek and rakish (pictured left). The first LaSalle was said to resemble the Hispano Suiza, and the trendy styling continued through the end of the line. The LaSalle was intended to bring younger buyers into the Cadillac showroom -- sound familiar?

While I have no personal experience with LaSalles, I do recall two LaSalle-related anecdotes that I heard as a child. My mother was a member of the Class of 1936 at West Philadelphia High School. While she was attending high school, she had a friend and classmate whose father was "a wealthy lawyer" (my mother's description). This other girl was driven to school each day in her family's car, a chauffeur-driven LaSalle (perhaps similar to the one pictured right). Sometimes the chauffeur would be directed to



stop by my mother's house so that the two girls could ride to school together. A half-century later, my mother still remembered the pride she felt when she was driven up to her high school in that elegant LaSalle.







Mickey Duffy (1888-1931) was the inspiration for the character Mickey Doyle on HBO's series "Boardwalk Empire"

My grandparents had some close friends who we kids referred to as "Aunt" and "Uncle", even though they were not really related to us. One such couple was Uncle Charlie and Aunt Pauline. Uncle Charlie was a very dapper, well-dressed man who always drove shiny black cars. During the '30s, Uncle Charlie drove LaSalles. One day, Uncle Charlie and my grandfather were riding in Charlie's LaSalle when a police officer pulled them over. The officer looked at the two men, demanded their identification, and after some time, he told them to go on their way. Uncle Charlie insisted on knowing why he had been stopped. The policeman replied, "I thought you were gangsters, with that car and your Mickey Duffy hats". Mickey Duffy was a well-known Prohibitionera mobster in Philadelphia (pictured left). I don't know what style of hats Mr. Duffy favored, but in that era, well-dressed men always wore hats when they went out. Apparently when this policeman saw these two men in a shiny black LaSalle, he used his instincts and concluded (incorrectly in this case) that they were probably gangsters.

Although the LaSalle was Cadillac's companion car, it was not viewed as a "junior model" in its day. It was a highly prestigious brand in its own right. Its innovative styling appealed to a more fashion-conscious, less sedate buyer than the ones who drove

Cadillacs. Gangsters, wealthy lawyers, and my Uncle Charlie -- all of whom could have driven whatever they wanted -- made LaSalle their car of choice.

Today, most people drive cars that look anonymous and similar, even if they are expensive. The social implications of the car you drive are far less important. But there was a day when it mattered greatly -- and a Cadillac or a LaSalle was the unmistakable symbol of financial success for generations of Americans.





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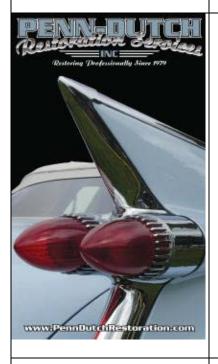
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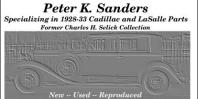
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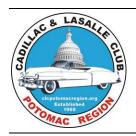
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Vince Taliano	Regional Director Newsletter Editor Website Manager	301-258-8321	vincetaliano@clcpotomacregion.org
Dan Ruby	Assistant Regional Director Car Show Coordinator	301-894-8026	danruby@clcpotomacregion.org
Jack McClow	National Director Newsletter Columnist	301-330-5417	jackmcclow@clcpotomacregion.org
Sandy Kemper	Secretary Associate Newsletter Editor Valley Forge Region Liaison	301-585-0897	sandykemper@clcpotomacregion.org
Harry Scott	Treasurer	703-791-3278	harryscott@clcpotomacregion.org
R. Scot Minesinger	Activities Director Newsletter Columnist	703-283-2021	rscotminesinger@clcpotomacregion.org
Debbie Taylor	Membership Director	301-228-2442	debbietaylor@clcpotomacregion.org