



One of those 'a great picture speaks
a thousand words' - pictures!



THE THIRTIES & FORTIES

APR '13



Official magazine of The Cadillac LaSalle Club of NZ [Inc] formed 1973



RENDEZVOUS



write to the editor - ron.melville@eves.co.nz

For me, the long hot and dry 'Indian summer' has been a real buzz in more ways than one. During February my beloved and me took in the 25th Anniversary of Art Deco weekend, in arguably the world's 'Art Deco Capital' - Napier. It was like stepping back in time to the 1930s and 40s! Mind you what we enjoyed; saw and experienced was far from those depression years. For March - five days were crossed out of my diary to attend the 13th Annual 'Beach Hop' in Whangamata (a beach township - hence the event name "Beach Hop"), about 90 mins drive away from where i live. In our next issue i will share with you a few pics and stories about Beach Hop. In addition, i was thoroughly spoiled at birthday time again this year. Not only did i receive a cool 'Top Gear' book; but also a great 'baseball' jacket and a copy of Elvis' latest release 'Prince from another planet' - a 'doco' CD/DVD and mini book about his 1972 concert in New York City. An awesome gift for any Elvis fan (like me or maybe you?)

Now we are into late March. The temps in the Bay of Plenty are still in their mid to high 20s - as i write this, it's 10.06pm and still 25c inside! Today, under blue skies, warm temps and no wind i snuck in another mini cruise. I took a couple of my customers (who are from Wyoming, USA) out to view a couple of properties and to lunch. The best of part of their day? "A ride in your old Caddy, Ron!". Mrs. Customer had not travelled in a Caddy for more than 20 years and Mr. Customer said he sees more old American cars here 'driving on the road' than back home! He tells me - 'you want to see some old cars, you go to a car show and many of them are trailered in!' Not here i said, we all drive to the event - how novel!

Our picture at the top of this page is an old La Salle by the name of "Lassie" discovered in the South Island. Read all about 'Lassie' in this issue. Thanks to our Patron, Maurice Hendry for making this special article possible. I have also received a number of positive comments about last months cover car, the white Eldo - the one with bubbles! Incidentally, the Eldo belongs to Enid and Brian Service from our Auckland region, whilst this months cover is a real cracker. This is a pic of CLC Australia's Mark Bean's '57 taken at night. Mark sent me an email that said "Thanks mate; photo is over looking Coogee beach, Eastern suburbs of Sydney. Cheers Mr Bean. Sent from my iPhone. www.markbeanphotography.com" Mark is an amazing professional photographer and i have featured his creative work in FINZ in the past. He loves what he does and it shows. Bet you will see more of his work again here sometime in the future! We continue with our V16 story; 'Caddy Anne from Ozzie' reports in again and we feature three lovely 50s Caddies that also live in the South Island, just like 'Lassie!'

As i close for this month, a reminder that NZ's 'day-light saving time' will finish in early April, oh and our 40th Anniversary Registration forms are attached for your attention. NZ members can action now. Overseas attendees, please note we are still sorting how you can pay for your registration fees so go ahead, complete the forms; email to Steve Gill and we'll be in touch again. Ok, thats it - cruise safe, Until next month ~ Ron.

Beach Hop
coverage
next issue!



Celebrating our 40th Anniversary in 2013!



FINZ
cadillacclubofnz.org

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The one-piece sidemounted spare tire covers had a flange around the bottom where they met the fender in 1938. This was changed to a bead form for the remaining two years, with a tall, narrow V-16 emblem attached at the rear of the cover. The fender louvers were chrome and body color for 1938 and were all chrome for 1939 and 1940. The running boards in 1938 had finned end caps and no side trim. For the remaining years, the end caps were plain and a stainless strip was added to the outer edge of the running boards.

At the rear of the car, the taillights in 1938 matched those used on the 60 Special, Series 65 and Series 75 cars with a small fin on top. The license plate was mounted on the left taillight and a tee-shaped handle opened the trunk. For 1939, the license plate was moved to the center of the trunk lid combined with a new handle assembly. The taillights were the same design as the 1938, with slightly modified fins. The 1940s were the same as the 1939s except the same large, glass taillight lenses and assemblies used on the 1940 60 Special and Series 75 were incorporated. The rear window on the 1938 closed cars had two dividers painted the body color. In 1939 and 1940, the window had a chrome frame with thinner chrome dividers.

There were a small number of mechanical differences, also. The 1938 models had a generator that was driven by a rubber wheel inside of the fan pulley assembly. In 1939 and 1940, the generator was driven by the more conventional belt drive. The generator used in 1940 was supported in the rear by

tabs cast into the exhaust manifolds. The 1938 models used 14-millimeter spark plugs, and in 1939 and 1940, the smaller 10-millimeter plugs were used.

The horn relay was mounted on the left side front inner fender in 1938 and was moved to the firewall near the voltage regulator for the next two years. 1938 and 1939 used a six-terminal voltage regulator, which was changed to a three-terminal one in 1940. The battery was changed from under the right front seat in 1938 and 1939 to a new location under the hood on the right side for 1940. These changes required the main wiring harnesses to be changed for all three years.

SALES

Unfortunately, in spite of all the work and preparation that had gone into these new V-16s, the sales were disappointing. There was a recession in 1938 and car sales were down—311 were sold in 1938, 136 in 1939 and after selling only 51 in 1940, the V-16 was discontinued, and since it was the last of the large multi-cylinder-engined cars, it was the end of an era.

These cars were popular with Hollywood folks and other well-known people of wealth. Gary Cooper bought one of the first Convertible Coupes. W.C. Fields had both a 1938 Coupe and a Limousine. Mae West had a 1938 Formal Sedan and Eddie Cantor had a 1940 Town Car. Shirley Temple was driven in one of these cars. Several Town Cars were purchased by the movie studios and their executives and Al Capone owned a 1940 Formal Sedan. A 1938 Town Car was given to the Vatican in the late '40s by Cardinal Spellman, who had gotten it from the original owner.

Some of these cars received bodies built by custom body builders. Derham of Rosemont, Pa., built two 1939 Town Cars and a 1940 Coupe. Many were owned by successful businessmen and officials such as New York Mayor LaGuardia, Detroit Mayor Reading and President Trujillo of the Dominican Republic. Members of the Rockefeller and duPont families owned these cars. Two special, long-wheelbase convertible sedans were built for parade use by the White House and were used for many years.

It may be of interest to know to which cities and countries these cars were shipped. Recently, I have received

FROM THE TOP: 1938 Cadillac V-16 right taillight. Is this the beginning of a "fin?" ♣ 1938 V-16 left taillight with license plate. ♣ 1939-1940 Cadillac V-16 trunk handle and license plate bracket. ♣ 1939 Cadillac V-16 taillight. Taillamps are specific to each year, but identical to the 60S and Series 75 models. The housings were substantially painted the color of the car. ♣ The 1940 taillamp was shared with all other Cadillac models of that year and not painted, but chrome. Many minute differences that few but the specialists in these cars are familiar with.



this information for 1938 and 1939 on a copy of a list that was handwritten many years ago and have summarized that information. There was no further information on the dealer or first owner.

Note: All the cars are not included as there were parts of the list no longer readable. The greatest number of cars was shipped to the East and West Coasts. Forty cars were shipped out of the United States, with 13 each going to Canada and Antwerp, Belgium, for European customers. Some cars were shipped back to the factory for different purposes. A guess would be that they were returning show cars or cars that had been shipped to one destination, then diverted to another. It wasn't always clear from the list where they were subsequently shipped.

It is thought that General Motors made little if any money on these or the earlier V-16s. They did establish Cadillac as the top prestige car in the United States and helped enable it to become the top seller in the luxury car field.

THE SURVIVORS

Several years ago, a list of the surviving 1938, 1939 and 1940 V-16s was started. At this time, more than 40 percent still survive either in restored or restorable condition. This survival rate is quite high. In 2004, I examined the reasons for this in an article for *The Classic Car* magazine of the Classic Car Club of America and it is fitting to include it for this article.

When these cars were just a few years old, the United States entered World War II. Before long, many cars were lost to the scrap drives, to become a source of metal for the war effort. These cars were actually too new to scrap. Also, because of gas rationing, they were often impractical to operate. So, due to their newness and impracticality, many were likely put into storage to be removed after the end of the war.

At the end of the conflict, new cars slowly became available again. Anyone who decided to trade his V-16 in for a new car found that the car's value had greatly depreciated. Some were probably kept because of the low trade-in value.

A number of them were kept because they were considered a special car that might not be made available again,

especially when compared to the new cars available in the '40s. Some of them had belonged to celebrities and important people, which made them a collectible item.

In the early '50s, they became "collectible." As early as 1953, the *Motor Trend* book, "Classic Cars and Antiques," by H. Wieland Bowman and Robert Gottlieb, early authorities on classic cars considered these V-16s to be collector cars. The fact that they were considered collectible and became recognized by the Classic Car Club of America in the '50s undoubtedly saved many of them. There are those that

have been owned by the same owner since that time and some that are still in the original owner's family. The cars that were scrapped often became a parts source for other existing cars or even were fitted with a different body.

Consider the chart on the next page, which shows the survivors of the various body styles.

Collectors have always been attracted to certain body styles, and others have been scrapped or become parts sources for the others. The survival rates for the Seven-Passenger Sedans and Seven-Passenger Imperials illustrate this. The 9067 Convertible Coupes and the 9029 Convertible Sedans have survival rates of more than 120 percent, meaning that there are more in existence now than when they were made. Since the Series 75 bodies were virtually identical to the Series 90 cars, it has been relatively easy to swap bodies and assemble cars of another body style. There are trim and numerous other subtle differences, some not readily apparent except to those familiar with these cars. These body swaps have been done often over the years and the value of the cars has risen astronomically in many cases.

We are fortunate to have examples of all the body styles still in existence. Three custom Derham bodies still exist, one in the family of its original owner. Of the four customs built by Cadillac, both the two White House Convertible Sedans and the sedan made for William Knudsen are still in the hands of collectors. The first production engine and the last car made, a 40-9019, still exist.

Many of the celebrity-owned cars survive, including the V-16s of Gary Cooper, both cars of W.C. Fields, the cars of Mae West, Eddie Cantor, Darryl Zanuck and Al Capone. The Town Car that was used by the Vatican also survives.

Unfortunately, the existing records on these cars in the GM Heritage Center tell only what dealer the cars were shipped to, not the name of the original owner. Cadillac was the wholesaler and only the dealers who sold the cars new might have the original ownership information. Again unfortunately, most of the dealers are long out of business or their records no longer exist. Original ownership can sometimes be established only with diligent detective work.

State or Country	No. of Cars Shipped	
	1938	1939
Alabama	2	
California	28	9
Colorado	4	
Connecticut	5	2
Delaware	3	
Florida	12	5
Georgia	1	
Illinois	19	7
Indiana	7	3
Iowa	3	
Kentucky		1
Louisiana	1	1
Maine	6	1
Maryland	3	1
Massachusetts	20	9
Michigan	7	2
Minnesota	6	3
Missouri	15	4
New Jersey	7	2
New Mexico	1	
New York	54	34
North Carolina	2	
Ohio	16	7
Oklahoma	2	
Oregon	2	1
Pennsylvania	16	11
Rhode Island	1	
South Carolina	1	
Tennessee	1	
Texas	9	4
Vermont		1
Washington	1	
Washington, D.C.	5	3
Wisconsin	9	2
Australia	1	
Belgium	9	5
Brazil	1	
Canada	8	5
Dominican Republic	1	
Egypt	2	2
France	1	
India	1	
Mexico	1	
Turkey		1
Venezuela	1	
Returned to factory	13	2

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Thanks to our friends at THE SELF STARTER for allowing us to reprint this article



Email your pics and stories to ron.melville@eves.co.nz

AUSTRALIA - Our Kiwi in Melbourne (Paul Dixon) supplied the following news item

Hi Ron, Saw this picture today in the "MX News" newspaper ("Metro Express" which is a free weekday daily newspaper, for commuters on the trains in Melbourne, Brisbane, and presumably Sydney too, Ron). Thought you might like it for the magazine? Dunno what sort of Cadillac it is, it is not a De Ville is it, a that name went ages ago; is it a DTS, or XTS, or ATS???? Maybe one of our American members can advise?

Cheers - Paul Dixon.



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Rocky Mountain Region - CLC



Membership Directory updates - for those of you with a new 2012/13 list, please attach the following amendments - ed

Murray has emailed me details of the following members whose membership had lapsed and has since been renewed:

AUCKLAND Region

Garry And Robyn GREER
(09)2690152 (021)454812

6A Village Fields Road
robyn@kempys.co.nz

Waiau Pa, Papakura 2679

Colin and Peggy SANDBROOK
(09)5343408 (021)2757602

207B Bleakhouse Road
cp@ihug.co.nz

Mellons Bay, Auckland

Dave and Tanya NEWSON
(09)2360800 (021)02300609

80 Aley Road
ram-lamb@xtra.co.nz

Paparata, Bombay Hills

Mark and Deidre BEESLEY
(021) 733792

3/18 Marne Road
nzMarkB@gmail.com

Sandringham, Auckland 1025

BAY of PLENTY Region

Dene and Heather LANGLEY
(07)5776319 (021)1440969

66 Harrier Street
mx5@orcon.net.nz

Parkvale, Tauranga 3112

HAWKES BAY Region

Richard and Jan DUNN
(06)8446628

1 Willow Drive
didum@xnet.co.nz

Taradale, Napier 4112



Welcome back to everyone and I hope you can all attend our BIG 40th this year - ed.

Email your pics and stories to ron.melville@eves.co.nz

AUCKLAND, NZ - Attention Auckland Club Members / Regional Delegates: Cadillac Club of NZ - 40th Anniversary Accommodation update - **Thurs 31st Oct to Monday 4th November**. First Notification: Room rates for the Sudima Hotel Rotorua have now been distributed below. The organisers (Tauranga CLSC - Steve Gill) are very keen to have everyone stay at the one venue. A welcome desk will be set up with daily updates on the days events - meeting point etc. To book now please read the details enclosed with this mag. I don't know the cancellation policy for the Sudima Hotel but it is likely to be on the web site. A request for 'indication of attendance' has been in the last 2-3 magazines - please let Steve know at cornandpeas@xtra.co.nz at your earliest convenience. It is hoped that we will get a good attendance from the Auckland area - please let me if you are going / when you book as I would like to keep a tally. Regards Enid Service Auckland Delegate

PS - We are aware that a number of members from overseas will be flying into Auckland the last week of October and there is an opportunity to provide some good will and good cheer by providing them with a lift down to Rotorua - Enid will provide more details later - editor.

CLSC Akid Region - Event Calendar - Got an idea / wish list for an event?? Contact Ed 09 522 2250 / 027 5222253 - Enid 09 2651228 / 021 955802

COMING EVENTS - April 2013 Thursday 4th April Yank Tank Thursday - Botany Town Centre Bi Monthly CLUB EVENT. Bi monthly meet & mingle at Botany Town Centre. Road closure from 6.00pm. Enter from Cock & Bull end. Ed 522 2250 / 027 6636012 Enid 265 1228 / 021 955 802 servicebe@xtra.co.nz

Saturday 6th April Richard Glasson's ANNUAL 40th BBQ CLUB EVENT. Meet at Autobahn SH1 Southern Motorway at Papakura at 4.00pm for a quick cruise to RG's or make your own way to 190 MacWhinnery Drive Drury. Early start 4.30 ish as RG prefers not to cook in the dark. BYO Drinks and nibbles - no other food required. CLASSIC CARS ONLY allowed up the drive - and he wasn't joking. PLEASE RSVP to Enid servicebe@xtra.co.nz / 09 2651228 / 021 955802 or Richard & Judy 09 294 8909 beech77@hotmail.com **Sunday 7th April** NZ Petrolhead Breakfast at Bellagio - MONTHLY EVENT Plunket Ave Manukau City from 7.30am. Meet n mingle all classic cars welcome.

Sunday 28th April Shed Raid & Lunch Run out West - CLUB EVENT. Meet at Olympic Park car park in Portage Road, New Lynn - 10.00am for a 10.30 depart. One or possibly two 'sheds' to visit and then a quick cruise to a country venue for lunch - probably DD's Country. PLEASE RSVP to Enid servicebe@xtra.co.nz / 09 2651228 / 021 955802 Colleen Bradley thebradleys@xtra.co.nz Date may be subject to change so call Enid if you are not on email.

May 2013 Sunday 5th May NZ Petrolhead Breakfast at Bellagio - MONTHLY EVENT Plunket Ave Manukau City from 7.30am. Meet n mingle all classic cars welcome. **Sat 4th & Sun 5th May** Overnight run to Whangarei with Mercedes Car Club - CLUB EVENT Shed raids, dinner in Whangarei on Sat and a visit to Car Museum on SH14 Maungatapere (Can't miss it, old dairy factory on the left hand side of the road, after you turn right onto SH14 from Otaika Valley Road). Café next door too. Had previously been by invitation - now open to the public - HUGE shed - need at least 1/2 day. Please let Enid know if you are interested servicebe@xtra.co.nz / 09 2651228 / 021 955802 (Brian & Enid unavailable that weekend)

TARANAKI - Members, Noeleen and Mark Souber recently emailed me details of their awesome 'Man Cave'. Looks to be a great collection of all things Cadillac; Elvis; Marilyn and various Americarna and memorabilia. Well worth checking out next time you are in New Plymouth - ed (more pics next few pages)



Dear Cadillac La Salle members and enthusiasts world-wide

LATEST UPDATE from Steve Gill, 40th Anniversary Event Director cornandpeas@xtra.co.nz

Hi Ron. Last month we distributed our Registration form to NZ snail-mail FINZ recipients. This month it will be forwarded to everyone, be they on email or snail mail and it will be included with the FINZ mag each month running up to the event. Our overseas visitors will notice there is no provision as yet for payment facilities (unless of course you have a NZ bank account). We are waiting for clarification about how you can pay but thought it important to send you the form now due to the number of enquiries being received - which is very positive indeed. Touring arrangements are steadily being worked through and even

at the recent 'Beach Hop' we were speaking to folk and making plans. As time progresses (and events are confirmed) we will be able to furnish the 'touring and event schedule'. If you haven't already I would recommend you book your accommodation. Well that's about it for this month, like you I am saving for petrol money,

Regards - Steve Gill, Event Director [and Bay of Plenty Area Delegate] - 40th CLCNZ Celebrations



We recommend you attend these 3 big global events:

- 1] CLCNZ 40th Anniversary 2013. 2] CLC Grand European 2013. 3] 'The 2014 Cadillac LaSalle Australian Nationals' (held in WA, Aust)



Email your pics and stories to ron.melville@eves.co.nz

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Our Man Cave



Our Man Cave



WELLINGTON - Regional Delegate and long time member, Gary (and Tracey) Scott's unmistakable '57 is up for sale. This very photogenic cruiser befits all that was colourful and stylish in '50s. Read Gary and Tracey's ad on Miss Lanes page if you would like to procure one nice Caddy - ed.



Email your pics and stories to ron.melville@eves.co.nz

"Caddie Anne" our Kiwi Reporter based in Queensland, Australia

Scarborough fare



Hi Ron a great picnic was held recently. With a storm heading north from the NSW border six members who had intended on attending did not make it along to the picnic the Queensland club enjoyed on Sunday 24th Feb. We gathered at Endeavour Park at Scarborough, on the way to the Sunshine Coast. The day stayed dry with just one passing shower and a great time was had by the members and the next generation of Cadillac drivers. Thanks go to Geoff and Pauline for their time in organising the get-together.

PS – hey Kiwi members, note the setup they have with the trailer that holds the marquees, fold up tables, BBQ (that we didn't need to use) chilly bins, chairs etc. Cool trailer huh? Until next time, Anne

[Anne is a Kiwi from Tauranga, NZ and has migrated to Brisbane to be nearer her son and enjoy the sun of the golden coast - ed]



Hi. This is a 1955 Cadillac Coupe de Ville owned by Bryan and Helen White. They went to the Sates in 1996 and looked at over 100 Coupe de Villes and found this one in Morrow Bay in California. A lady doctor owned it and was going through a divorce and it was a case of selling the Caddy or the house. It is in original condition except for a little bit of upholstery work. They bought it with 69,000 on the clock. On the trip home from the picnic today it was due to turn over 100,000 miles. Lovely people, nice Caddie! - By Caddie Anne



Hi fellow members in Queensland. Thanks for sharing your stories and great Caddy pics with 'Caddie Anne'. Keep them coming! ~ ed.





HELLO MY NAME IS MISS LANE! RON ALWAYS HAS LOTS OF RITZY INFORMATION AND STUFF PRINTED HERE, I GUESS I COULD SAY WE ARE BOTH "PUTTING ON THE RITZ!" HAPPY READING!

Each month I receive mail copies of the CLC e-newsletters from around the globe: Potomac Region (Washington); CLC Canada; Valley Forge Region; North Texas Region; 63/64 Chapter; Rocky Mountain Region Chapters and Cadillac friends of Norway; : Cadillac LaSalle Club France; Motor City Region. If you would like a copy, please email me: ron.melville@eves.co.nz - ed

Edsel was considered to be one of the biggest automotive flops ever. To those who own, drive, admire or restore an Edsel automobile, it is a beautiful creature. The talented designer, Roy Brown recently passed away on Feb. 24, aged 96 near his



home of the past 45 years in Brooklyn, Michigan, USA. After the Edsel debacle Brown was transferred eventually to England, where he was the design leader behind the award-winning and iconic Ford Cortina. "In the long run, I made a lot more money for Ford Motor Company than the Edsel ever lost" once said Brown. As time went on, the popularity of the Edsel grew as a collectible and Brown was considered the "father of the Edsel". [The Edsel has been a long-time favourite car of mine given its advanced features (for the time); unique design and colours - a true fifties machine - ed]



Hi All - Have had a request from someone I met casually one day. He needs to replace the convertible top but needs to get the frame serviced / repaired first. We need exactly the same thing for our 71 so if anyone can help please let me know. Brian Service

Hi Ron - Check out this website <http://www.varietyvideosllc.com/about2.html> WOW how's that for patience and dedication!!!! What an amazing result after a few years of tin bashing. Steve your next project is...!!! Cheers, > Me - Blair Mead

Ron, you do a super job on your newsletter. It is always a joy to read. The photos are great also. I forward a copy to all NTXCLC members who receive email for their reading enjoyment, too. Bill "Lifer" Levy North Texas Region Cadillac & LaSalle Club Newsletter Editor [Thanks Bill, you produce an awesome mag yourself - ed]

Hi Ron, Cooper's vintage parts is back on deck. Bob Cooper specialises in pre '70s caddy parts and can be reached @ coopervintage@gmail.com He's based in LA so the freight rates to NZ are reasonable. Regards, Gary Scott

WANTED - front and rear windscreen rubbers for 1960 Cad series 62 - 4 door OR does anyone have any they bought & don't need? OR - bought some & recommend place to buy from? Contact Richard Bayes 09-4265504 richard@bayescoachlines.co.nz

FOR SALE - 1957 Coupe De Ville. Club car for 14 years. TH400 Transmission, motor rebuilt 2010, Reliable old cruiser that been all over NZ. Reluctant sale but a new project beckons. \$38,000 or near offer. For more info email Gary at scottgt@xtra.co.nz Ph 04 565 4221. [This would be one of the nicest Caddies in our club and well worth considering if you'd like a fine '57 - ed]

Hey Ron I have dropped the price of my Cadillac UTE on eBay. Have a look and if you're still interested let me know. Cheers. Mark. http://www.ebay.com.au/itm/1956-Cadillac-Flower-car-UTE-hotrod-pickup-drag-car-el-camino-rod-hearse-/271070928046?pt=AU_Cars&hash=item3f1d161cae

FOR SALE - '59 Coupe DeVille. First regd in NZ in 1960s. Amazing interior, vg exterior. Owner has passed on to me to say 'engine a bit fumey but runs and gets WOF every six months'. Stored in Papamoa. Phone Barry Connolly 021-914 139

FOR SALE - Paul Ekdahl sells his Cadillac. In case you know a person keen for a new toy. See Link <http://www.trademe.co.nz/motors/used-cars/cadillac/eldorado/auction-457976374.htm> **APR 12**

FOR SALE - I received this via 'snail-mail'. Oct 8, 2012 - New Zealand Cadillac Club. I have a very rare Cadillac I would like to sell. It's a 1957 Eldorado Biarritz conv. It had a frame up restoration back to orig. cond. Has dual 4 barrel carbs with orig. air cleaner. If anyone in club is interested have them get in touch with me. I'm 80 years old and getting rid of some of my cars. **US\$125,000.** James Clack, 345 Horse Pt. Blue Ridge, GA 30513 - Phone 706-455-7427

FOR SALE - 1980 Cadillac Sedan DeVille. Totally original with only 75,500 original kilometers. (47,187) original miles), 368 cid. Engine. Like NEW! Fully Loaded with Moon Roof, Tilt/Telescopic Power Steering, Power Windows, Power Brakes, Cruise, Air Conditioning and Level Ride. Exterior color is "Champagne" with beige cloth interior. I've owned this car since new. Mechanically in A-1 Condition. Meticulously maintained for the past 32 years. Price: **\$15,000.00** Contact: Marc @ 403-255-8272 (Calgary Alberta, Canada). Email: mdhont@shaw.ca Marc

FOR SALE - '81 Seville Hi Ron. My name is Matt Patten, I have been talking to Ed (0276636012) about selling my caddy. I have owned my Caddy for about two years, been to two Beach Hops, two Kumeu Hot Rod Shows and the Galaxy of Cars (where my caddy was photographed and published in Petrol Head mag - page 3). I'm sorry to say that I am just not using it enough. The details of the car are:- 1981 Cadillac Seville Blue /Black 79,000mls 6.4v8 Rego expires next Feb (2013). Has been in NZ for over 20 yrs on black plates. Right-hand drive. asking **\$6500ono.** Matt 027-2700170

FOR SALE - Cadillac El Dorado 1970 2 door Coupe. Excellent condition. Asking price is **\$25,000** firm and a very reluctant sale. James - 021 02535460 Kay - 021 0547314 Or email at kaylenegallagher@hotmail.com





Looking back in time..1936 and 1937

Reading through the events of these early times, there is some uncanny similarities of what the world is going through today. At time of writing this, the USA is periously near the fiscal cliff and over the next few weeks the US maybe in again, recession. The question is, will the world follow?

1936 - The depression continues. Unemployment falls to 16.9%. Hitlers Germany shows the world it was not scared of anyone. The 1936 Olympics caused Hitler humiliation when his Aryan Supermen were dominated by the great (American) Jesse Owens. Germany's Hitler, Italy's Mussolini and Japan form an alliance which would show it's real reason for creation in World War 2. Many of Americas unemployed travel to California hoping to get work but the local police chief posts guards at main entrance points blocking "undesirables" - illegal and later stopped. The Boulder Dam was completed later renamed the 'Hoover' Dam.

Cost of Living 1936

- Average price of new house \$3925 (in '34 was \$5970; \$3450 in '35)
- Average wages per year \$1,713 (up from \$1600)
- Gallon of Gas 10 cents
- Average house rent \$24 (was \$20 in '34 and \$22 in '35)
- Loaf of Bread 8 cents
- Pound of Hamburger Meat 12 cents
- Average New Studebaker \$665 (up from \$625)

[more 'deflation' and 'inflation']

FYI in 1936

- Following the worldwide depression, more dictatorships are established in Mexico, Bulgaria and Peru
- The Spanish Civil War begins
- Germany Breaks Treaty of Versailles
- BBC starts the first public Television broadcasts in London
- (Boulder) Hoover Dam finished and begins creating hydroelectric power
- King Edward VIII abdicates to marry American Wallis Simpson
- Cunard Ocean liner The Queen Mary begins Atlantic crossings
- The LZ 129 Hindenburg a German zeppelin is completed and takes it's Maiden Flight In Germany
- The British Air Ministry orders 310 Spitfire Fighter aircraft
- President Roosevelt is re-elected for a second term
- The Crystal Palace (in UK) Is Destroyed By Fire on November 30th
- Killer Tornadoes strike Tupelo, Mississippi and Gainesville, Georgia
- A new faster flying boat service starts between America and Britain
- Japanese Marines take control of the Shanghai district of China
- Chiang Kai-Shek declares war on Japan
- The Tasmanian Tiger or Tasmanian Wolf became extinct
- Jesse Owens wins 4 Gold medals on August 9th at the Summer Olympics in Berlin

Films & Music

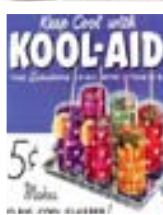
- The book Gone With The Wind is Published
- Billboard Magazine publishes the first pop music chart
- The Alamo
- The Great Ziegfeld
- The Charge of the Light Brigade
- Follow the Fleet, starring Fred Astaire and Ginger Rogers

Inventions/ mile-stone achievements

- Sunscreen Eugene Schueller a French Chemist invents the first Sunscreen and went onto 'found' the L'Oreal Line of Cosmetics
- Helicopter invented in and by German Heinrich Focke
- Magnetic Recording invented in USA as audio tapes
- Zippo Lighter invented in USA by Zippo Manufacturing

Famous people born this year

- Jim Henson
- Winnie Mandela
- David Carradine
- Ursula Andress
- Alan Alda
- Glen Campbell
- Charlie Daniels
- Engelbert Humperdinck
- Glenda Jackson
- Kris Kristofferson
- Michael Landon
- Mary Tyler Moore
- Roy Orbison
- Robert Redford
- Burt Reynolds
- Yves Saint Laurent



1937 - Unemployment now at 14.3%. The Engineering feat of the Golden Gate bridge opening gave Americans great pride. New air record with flight from Los Angeles to New York in 7 hours 28 seconds. Following numerous strikes in the Auto industry GM forced to recognize the UAW (United Auto Workers Union). Major flood along Mississippi and Ohio rivers causes millions to lose their homes in Ohio, Kentucky and Illinois. Pride of Germany the Hindenburg explodes while attempting to hook itself to a mooring post and signaled the end of the flying ship in 1937 as a major form of transport - film of the tragic event shown and news heard around the world. One of the unsolved mysteries of those times was the disappearance of woman aviator Amelia Earhart

Cost of Living

- Average Cost of new house recovers to \$4100
- Average wages per year increases to \$1,780
- Gallon of Gas 10 cents
- Average Cost for house rent rises to \$26 per month
- Loaf of Bread up to 9 cents
- Pound of Hamburger Meat 12 cents
- Toothpaste 35 cents
- Average new car leaps to \$760

[notice how some prices have 'inflated']

FYI in 1935

- Amelia Mary Earhart mysteriously disappears over the Pacific Ocean during a circumnavigation
- Former King OF England King Edward VIII marries American Wallis Warfield Simpson
- King George VI becomes the British Monarch
- German airship Hindenburg bursts into flames while attempting to moor at Lakehurst, New Jersey.
- Inauguration of Franklin D. Roosevelt's second term
- One percent of wages Deductions from US employers and Employees to provide Old Age Insurance Benefits
- The Memorial Day Massacre takes place when Ten union demonstrators are killed when police open fire on union protesters in Chicago
- The Emergency 999 Telephone service is started in the UK
- Increases in the number of Infantile Paralysis cases (Polio) in Chicago causes cities schools to stay closed.
- First total solar eclipse to exceed 7 minutes of totality in over 800 years; visible in the Pacific and Peru
- Joe Louis nicknamed The Brown Bomber became World Heavyweight Champion and had 25 defenses from 1937 to 1949. He was a world champion for 11 years and 10 months
- Japanese forces capture the city of Nanking in China and massacre of an estimated 200,000 and invades China and seizes Peking, Tietsin, Nanjing, Shanghai and Hangchow
- Kiichiro Toyoda founds the Toyota Motor Company in Japan
- A huge dust storm sweeps from Oklahoma westward
- Neville Chamberlain becomes the British prime minister

Inventions/ mile-stone achievements

- The Golden Gate Bridge in San Francisco, is opened.
- The First Blood Bank Opens in Chicago
- The BBC use their outside broadcast unit for the first time, to televise the coronation of King George VI
- Sir Frank Whittle ground-tests the first jet engine designed to power an aircraft in Rugby, England.

Films & Music

- Disney releases Snow White and the Seven Dwarfs
- Death on the Nile is published by Agatha Christie
- The Hobbit is published by J. R. R. Tolkien
- Of Mice and Men is published by John Steinbeck

Famous people born this year

- Jackie Collins
- Bobby Charlton
- Anthony Hopkins
- Shirley Bassey
- Loretta Swit
- Madeleine Albright
- Warren Beatty
- Peter Cook
- Bill Cosby
- Jane Fonda
- Morgan Freeman
- Dustin Hoffman



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FOR SALE

57 Eldorado Biarritz conv. Frame up restoration back to orig. cond. Dual 4 barrel carbs with orig. air cleaner. If anyone in club is interested have them get in touch with me. I'm 80 years old and getting rid of some of my cars. **US\$125,000.** James Clack, Georgia, USA EMAIL: jclack@tds.net

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SOUTH ISLAND DISCOVERY!

Thanks to our Patron Maurice Hendry, a very special envelope arrived in my mail box (Maurice is not on email). In it was a brochure he had been sent. Same night I rang the 'contact name' contained within to which a very surprised (and friendly) "care-taker" answered the phone and spoke warmly about their stewardship. Here's the story via email....ed.

Hi Ron, It was so exciting and great to talk to you last night too. As you will know from the brochure our "Lassie" was bequeathed to the Motueka District Museum Trust from the estate of Bert Hickmott, a local identity. In a covering letter with this bequest he requested that the Trust keep the vehicle for the people of Motueka. Unfortunately the Trust doesn't have a lot of funding and when the car broke down some years ago it was mothballed, appearing a couple of times at the WOW Classic Car Museum in Tahunanui Nelson. About eight years

ago I, as the new Board Secretary/Treasurer, queried a vehicle insurance payment for a 1929 Cadillac. Only one Board member at that time remembered the car and the circumstances around how the Trust came to be the owner of this vehicle. After some hunting, one of the Board members tracked down where the vehicle was and it was brought back to Motueka, funds were raised and it was repaired and made road worthy again. The garage that did this for us donated all their labour and only charged for parts. Without this support Lassie would never have been made road worthy again. The Board then set up a Sponsorship Club in an attempt to keep the vehicle on the road and used by the people of Motueka. So far this has just managed to keep the vehicle account in the black until this year where further repairs (rebuilt Hanger Mounts on the front springs) have put it seriously in the red. We have applied for funding; however, to cover the cost of replacing the will stay on the road for a bit longer. With sponsorship for three weddings coming up we should be just making ends meet by the end of our financial year. We are also involved in an international wedding event being held in our district later this year. Very exciting. I'll try to attach some photos. Your Award- Winning Magazine is fantastic, I don't know if our picture taking skills are up to that standard. Thank you for forwarding the web site addresses.

Yours Truly, Jen Calder Board Secretary - Treasurer
MOTUEKA DISTRICT MUSEUM
PUPURI TAONGA



V8 Cadillac La Salle 340
Fisher Body Corp. Detroit Mich.
4-7044
Job No. 0262
Body No. 910
From www.carjam.co.nz/car/?plate=JT1184
Cadillac LaSalle 340 1930 (In Green)
Plate: JT1184
Vehicle Details:
Make: Cadillac
Model: LaSalle 340
Year: 1929 First Registered: 1930
Main Colour: Green
Vehicle type: Passenger car/van
Body Style: Saloon
No. of Seats 5
CC Rating : 5,500cc
Fuel Type: Petrol 91
Vehicle ID
Vin: N/A
Plate: JT 1184
Plate Type: Standard
Engine No.: 607283
Chassis: 67044

BRIEF OUTLINE OF HISTORY
Imported 1929 by Perfection Motors Ltd, NELSON
First registered 7th May 1930 Plate No. 95687 to William Thomas Evans of Umukuri West Bank Pangatotara.
Paid £1,300.00.00
1947 Sold to Bert Hickmott –petrol still rationed-mileage @ 18,000
1955 Hickmott Motors & Bus Service (Now Challenge) = school bus & Service car.
1961 Sold to Scott in Wellington 90,000 miles and 1 valve grind.
1973 Sold to Barratt – Upholstery restored.
1981 sold back to Bert Hickmott and returned to Motueka.
1991 bequeathed to Motueka District Museum

You can be a sponsor to keep 'Lassie' running. For further information email savepast@snap.net.nz
Attn: Jan Calder. Annual Sponsorships range from: Red \$5+; Bronze \$50+; Silver \$100+; Gold \$250+ and Platinum \$500+
Might be worth a few \$\$s to preserve the past - ed.



25TH ANNIVERSARY OF NAPIER ART DECO WEEKEND

Each February, thousands of Art Deco admirers flock to Napier, NZ to celebrate the history and fine Art Deco architecture in one of NZ's finest cities. After the devastating 1931 earthquake, much of the city was rebuilt in the (at the time) fashionable 'art deco style'. Today Napier has one of the largest collections of Art Deco buildings in the world. Enjoy my photo essay, shot Feb' 2013 - ed.



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3's company

Paul and Karen Higgs' FAB three!

I've always thought that the Cadillacs from the fifties and early sixties were some of the best cars ever! As a young kid I can remember reading car magazines featuring these cars and have always wanted to own one. It was a bucket list thing to buy the first car – the '55 purple one in 2010, but then the opportunity to acquire the '63 convertible came along shortly after and we couldn't resist. Both purchases were "eyes open" purchases and we knew that work was required on both cars to bring them up to the standard that they are now at. Having said that, they are not show vehicles but very presentable and driveable vehicles that are on the road most weeks. The yellow car is a car we knew about and had seen but the thought of acquiring this was not on the radar, but when it was unexpectedly put up for sale in 2011 we made the decision to grab it as well. It went through a 4 year body off restoration in Christchurch with every nut and bolt replaced, all interior and exterior chrome redone, – we have just finished a complete engine recondition on this – original block and crank but new everything else (motor completely rebuilt with twin 4 barrels, batwing air cleaner, performance cam from the era) Kelsey Hayes wires, etc. We have now run out of garage space so Karen has said no more. All 3 cars are great fun and we delight in driving them and showing them in local events here in Marlborough. We would like to take a more active role in the club but are limited to in terms of free time – one of the penalties of owning a vineyard. Regards, Paul & Karen Higgs



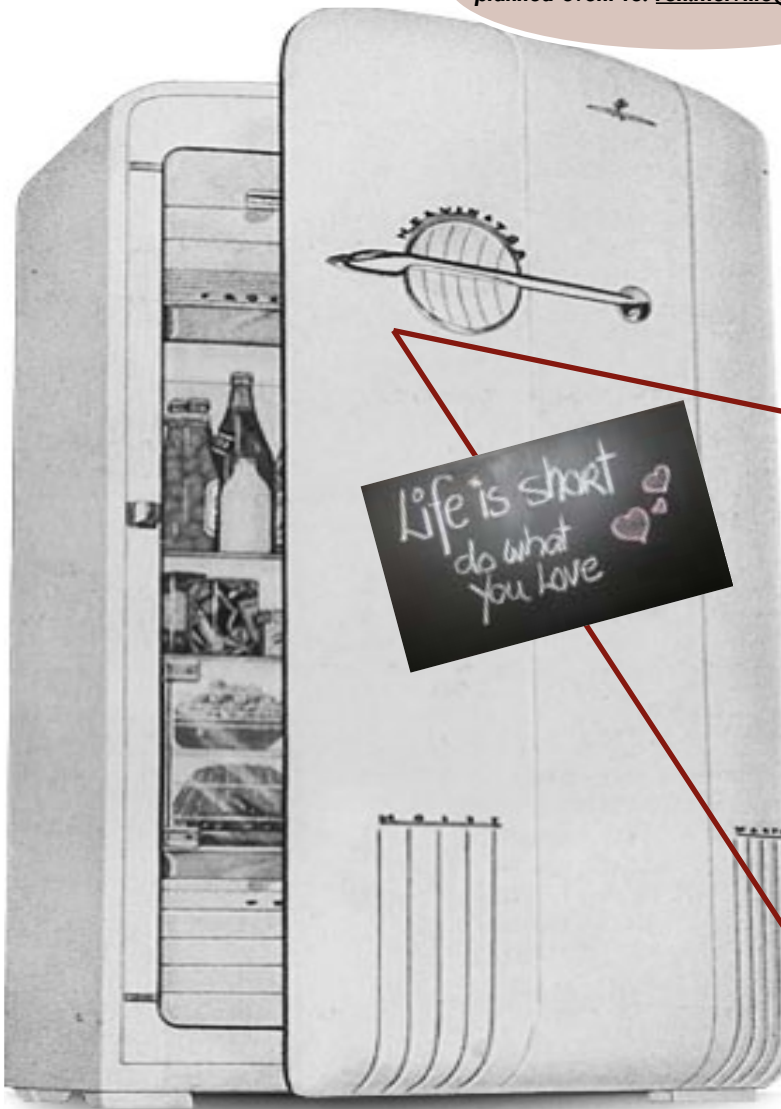
*Wow what a line up from the 50s and 60s
Look at these engine bays!
Love the yellow interior - ed.*



Please email details of your
planned event to: ron.melville@eves.co.nz

WHAT'S ON THE FRIDGE?

CHECK OUT THE EVENTS
[cool ol' fridge, huh?]



Life is short
do what
you love

APRIL 2013

4th - Yank Tank Thursday - Auckland

6th - Richard Glasson's Annual 40th Birthday
Bash - Auckland

7th - NZ Petrolhead B/fast at Bellagio's - Akld

28th - Shed Raid & Lunch run out West Akld

MAY 2013

4/5th - Overnight run to Whangarei - Akld

5th - NZ Petrolhead B/fast at Bellagio's - Akld

SPRING 2013

October 31 to Nov 4th 2013

AGM/ Cadillac Nationals - Organised by Bay
of Plenty Region. NZ Club 40th [to be held in
Rotorua]

FOR PRECISE DETAILS - REFER CLUB CORNER
and elsewhere in mag

Apr 4-9th 2014 -

The 2014 Cadillac LaSalle Australian Nationals'
(held in WA, Aust) Hey you Kiwis start saving
to fly there and attend. We will be well looked
after - ed.



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Paul and Karen Higgs Fabulous Threesome from the 50s and 60s - a great collection!