

CREST & WINGS



Southern California Region
Cadillac & LaSalle Club

www.caditalk.com

Agua Caliente Weekend

March 12-14
Details Within



MY \$150.00 V-16 CADILLAC

by Tom Tau

In 1956, I lived in Pittsburgh, Pennsylvania, and as a twenty-one-year-old I was interested in all cars. I started out as a parts runner for an Olds dealer and I'm still working at a large Chevrolet dealership.

In 1956 we used our spare time and money buying and selling used cars. I paid weekend visits to my favorite used car lot.

Easton's would sell its old cast-offs to my friend and me. They bought cars from the city auction. These cars were stored in an old exposition building in downtown Pittsburgh. They had been abandoned and were towed there.

One day in June of that year, I went to the used car lot and beside the office was a Cadillac limo covered with dust and dirt, with 1954 Massachusetts tags on it. When I looked closer, I noticed a red emblem on the grille

that said "V16." The car turned out to be a 1938 model.

The salesman was Ben Griffiths. He said he had *had to take this car* along with some cars at the auction the week before. I asked him if it was for sale. He said if I didn't buy it, the next stop was the junkyard.

The battery was gone and so was the hood side panel on the right side. Otherwise, the car was complete, including dual sidemounts. I looked at the engine at could not believe I was looking at a 16-cylinder car for the first time in my life.

He said it had a clear title given to him by the city and the price was \$150.00.

This is when the adventure started. I bought the car. The down payment was \$10.00.

Ben said I could work on the car at his lot to try to get it running. After one Saturday, my

Continued on page 4.

**IN NEXT ISSUE: EBAY HAZARDS.
PLEASE SEND US STORIES ABOUT DISAPPOINTMENTS, NEAR MISSES
AND JOKERS TO th@caditalk.com
BY MARCH 18. YOUR CONTRIBUTION
CAN BE PRINTED ANONYMOUSLY, IF YOU PREFER.
SUBMISSIONS WILL BE PRINTED WITH DISCRETION.**

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"Tonneau us is to love us."



COMING EVENTS

March 12-14 Weekend Getaway, Agua Caliente Casino and Resort in Rancho Mirage. Registration materials within. **Gary Friedman** webmaster@caditalk.com

April 11 Automobile Driving Museum Tour, Rides, Lunch, in El Segundo. Registration materials within. **Craig Chally** cc@caditalk.com

May 16 De la Fuente Cadillac Dealership Show in El Cajon (San Diego Region). **Gary Sisk** garysisk@cox.net

June 6 All-GM Show, Woodley Park, Van Nuys. Steve Rostam steveclassic@earthlink.net

July 14-17, 2010 Grand National in Overland Park, Kansas. info@kcgn2010.com

August 23-28 National Driving Tour, Pacific Northwest www.pnrcl.org/activities.htm

Please go to www.caditalk.com for up-to-the-minute SoCal Region CLC event info.

The Unique Cadillac Club is a socially-oriented club that brings together Cadillac enthusiasts to encourage the preservation, restoration, and enjoyment of these beautiful vehicles. The club features 1902 - 1979 Cadillacs. For additional information contact Calvin at 310-213-9413, or Tony at 213-703-3291. No meetings 1st quarter of 2010.

Membership in the Cadillac & La Salle Club, Inc. is required for participation in SoCal Region activities. Please keep your national membership current.

The *Crest & Wings* is the newsletter of the Southern California Region of the Cadillac & LaSalle Club, Inc. It is published six times a year. Please contact the editor for advertising information and rates. **Deadline for submissions is 20 days after mailing of this issue.** For membership information, please contact Julian Cangelosi, above.

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The Rob Report



I hope 2010 is off to a great start for all. With the New Year we have new board members. We welcome back to the board Dan Fisher in the role of Deputy Director. Trent Plungas has agreed to be our new Trophies and Awards wrangler. Dave Ventresca will be our Historian. Glenn Wheatley has joined as a Member at Large, and Calvin Jones will serve in that capacity as well. I am truly thankful to Cal for his service as Deputy Director and club Historian. All others continue in their prior capacities, with the exception of Craig Chally, who has agreed to relieve me of the membership database management task. Thanks, Craig.

It is time to renew your SoCal membership. We now offer a 2-year renewal for \$25 (one year is \$15) for those receiving this newsletter by email. For those receiving the C&Ws in hardcopy, annual dues remain \$30. The renewal form is page 8 - please return it at your earliest convenience.

I've been forwarded a few videos and articles that I think many of you will enjoy. The first has a fantastic library of classic car brochures - <http://www.lov2xlr8.no/broch1.html>. The second, courtesy of Tom Musson, shows some amazing Cadillac stunt driving at Cadillac V-Day in Shanghai - <http://www.youtube.com/watch?v=Nz0jCTJ2sys>. The third is a New York Times piece on the famous Kitchen Sink Cadillac - http://www.nytimes.com/slideshow/2010/01/24/automobiles/collectibles/20100124-kitchen_index.html

The Automobile Driving Museum in El Segundo will host us April 11 for lunch, a talk on the visiting Darrin Collection, and free rides in their newly acquired 1985 Eldorado convertible. The event flyer is in this newsletter.

Our very next club gathering is our first winter over-nighter to be held at the Agua Caliente Resort in Rancho Mirage. Our webmaster Gary Friedman has pulled out all the stops to make this the finest car show weekend in the SoCal Region's history. The response to this event from our international affiliates has been fantastic as we have Cadillac enthusiasts from both France and Germany already registered. Note that the Martin Short tickets are very limited - there are fewer than a dozen remaining as of this writing - so contact Gary at webmaster@caditalk.com to check availability before including the price of the tickets in your event registration. The Rancho Mirage event flyer is the final page of this newsletter - time is short so sign-up now!

Rob

OUR CONDOLENCES TO MIKE WEST of Wildomar, whose wife, Marcy, passed away at the end of 2009 due to illness.

DO YOU HAVE A LOW MILEAGE 1971-1976 REAR-WHEEL DRIVE CADILLAC? If so, please contact the editor, th@caditalk.com. He is helping to write the authenticity manual for these cars and needs reviewers.



Get your SoCal Region CLC T-shirt!

Available in S, M, L, XL, & XXL. White only. To order, send your check for \$15 per shirt — with "T-shirt" & size written in the lower left corner — to:

SoCal CLC
c/o Linda Leonard
5016 West 131st St.
Hawthorne, CA 90250-5021



The first Cadillac shipped to California was number 31 and went to a man in Cucamonga. It was in dilapidated but restorable condition in 1926. Does it still exist?

"Tonneau" is the name of the accessory rear-entry back seat, as well as the nickname for the resulting four-passenger car.



Obscure Car from last issue: Penn Lenson was the only person to correctly identify this car as a 1915 Oldsmobile. See page 5 for a new mystery car.

2010 GRAND NATIONAL ROOMS GOING, GOING....

Call the Doubletree Hotel direct at: 913-451-6100 or toll free at 800-222-8733.



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“MY \$150.00 V-16” *continued from cover.*

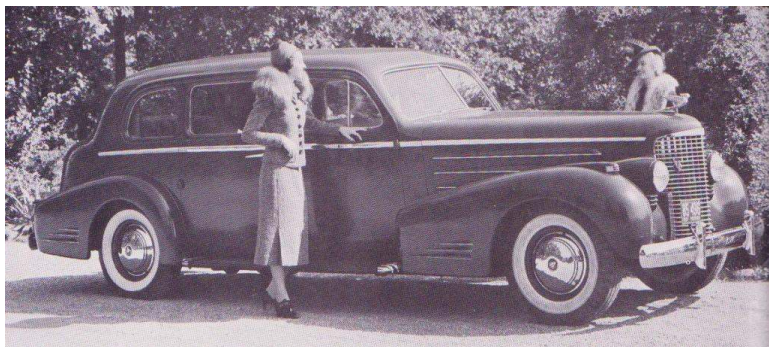
friend and I got it going, only to find out the water would go down in the radiator and raise the oil indicator, which meant we had some internal problems. We got the brakes up and I drove the car home on fourteen or fifteen cylinders.

I pulled the right side cylinder head and found a crack in the right side cylinder wall and one in the head. I thought we could fix it with Bar’s Stop-Leak but I would need a new head gasket set.

The local parts store said that new gaskets were still available at the McCord Gasket Company in Detroit, so we took a day off and drove to Detroit, only to find out that *these* gasket sets were located at their warehouse in Wau-seon, Ohio! So, off to the Ohio warehouse from Detroit.

It was two-and-a-half hours south, and when we got there, the manager said to us, “If you drove from Pittsburgh to here for these, I’ll buy you lunch and send you home with two complete engine gasket sets for free.” They had six sets left in stock and he said that they would probably throw them out sooner or later.

We tried all sorts of things, but nothing worked. The wa-ter still got in with the oil. With all the knowhow available in today’s world, I’m sure the engine could have been saved. It ran good and had good oil pressure.



The interior was in real good shape. When I took the back seat cushion out, there was a lot of rice underneath, so the car must have been used in weddings. The window moldings were wooden, a medium walnut in color. No rust anywhere on the body or fenders. The paint (black) was still in good condition. We cleaned it up and it looked real nice.

I drove it to work and back a couple of times. All the guys at work would make jokes about it, but I knew some-day these cars would be valuable to someone.

I sold it to a man for \$100.00 and he said he would put a V-8 in it. I never saw it again. I bought a 1948 Pontiac from the dealer where I worked.

After joining the CLC, I found out a little more about the car. It was sent to Capitol Cadillac in Washington, DC. Sometimes I wonder if it was the third Cadillac V-16 that was used by the White House. In Roy Schneider’s book, it says that two specially build V-16s were used *along with a limo*. I have no proof that my car went to the White House, but it seems like it could have, since it was shipped to Capitol Cadillac when new. If I could find out more about this, it would be a miracle!

[Editor’s Note: Mr. Tau was kind enough to include a copy of the wholesale invoice. The car was a Series 9023, a seven-passenger sedan. It had body number 25. The engine was number 5270104, so there is no correlation to the body number. According to Roy Schneider’s Sixteen Cylinder Motorcars: An Illustrated History, this was the second most numerous V-16 style for 1938 at 65 units. (The most numerous was the 9033 seven-passenger limousine with partition, the so-called “Imperial” at 95 units.)

The telltale sign on the invoice that makes government purchase of this new car unlikely is that Capitol Cadillac Company was billed for the car. Government agencies were house accounts. A government agency should probably have been billed for the car if the government purchased it new, although delivery would have been to Capitol for

Continued on page 5.



OBSCURE CARS OF YESTERYEAR

What kind of car is it? Hints: "It could take you at least *24 hours* to figure it out. An old name in motor-ing. Jackie made a big impression in this country some weeks earlier." It raced without the white banner in the windshield.

The first member that correctly identifies the make, year raced (give or take one year), and the race wins a free SoCal Region CLC T-shirt! Please submit your best answer via e-mail at once to th@caditalk.com.

"MY \$150.00 V-16" continued from cover.

dealer prep. Of interest, the invoice says the [spark] plugs and [distributor] cap[s] were in the "G Box."

It is more likely that this car was privately owned at first. We may wonder how many livery services were willing to spring for a V-16 when a V-8 car with the same body was available.

Incidentally, Capitol and other major distributors of Cadillac-La Salle were required to buy V-16s, just as Easton's Used Car Lot was required to take this car to help the city dispose of abandoned cars.]

GM RECONSIDERING AXING MANY DEALERS?

As if it had read the September-October *Crest & Wings* (fat chance) about the loss of sales that would result by terminating many dealers in the *hinterland*, GM may now be sharpening its pencil, not its axe. Rumors in the industry suggest somewhat less eagerness to close dealers, perhaps a reprieve for some on the termination list. These rumors

Continued on page 6

YOUR BUSINESS CARD
COULD BE HERE AT MODEST COST.
PLEASE CONTACT THE EDITOR,
TH@CADITALK.COM.

THOMAS E. KENT ATTORNEY AT LAW

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COVERAGE OF THE LAKEWOOD COUNTRY CLUB EVENT ON VALENTINE'S DAY WILL BE IN NEXT ISSUE.

BY ZOLTAN THE GREAT



roughly coincide with the installation of Susan Docherty as GM's Vice-President of US Sales. She replaces Mark LaNeve, who before serving as head of US Sales for GM, was General Manager of Cadillac Division (2001-2004). He has left the industry, according to the GM Minority Dealer Development Newsletter.

As of October 1, 2009, there is also a new Director of Industry Dealer Affairs, Eric Peterson. These personnel changes and wishful thinking apparently account for the rumor, which is unconfirmed. The axe is apparently still scheduled to fall on the listed dealers in September and October of this year. In the meantime, their new car stocks will be allowed to dwindle, making new car sales more difficult.

Since the announcement of the massive dealer closings last May, Young Buick-Pontiac-Cadillac in Escondido has closed, and so has the venerable Mazzei Pontiac-Cadillac-Buick-GMC in distant Pittsburg, CA (SF Bay area). Lou Ehlers on Wilshire Boulevard closed in 2008 for other reasons.

In March 2010, bidding on a beautifully restored dark green 1933 V-16 All-Weather Phaeton at Amelia Island will not exceed \$450,000. If the car sells, it will leave the United States. A maroon 1930 V-16 roadster will bring a higher price at the same auction.

Tony Hiller will debut at least one newly restored Cadillac this year.

Through 2010, open Cadillacs from 1940-1970 will appreciate in value at least 4% if they are excellent examples, as will Eldorado Broughams and Eldorado Seviles. Most closed pre-WWII Cadillacs and La Salles and lower-quality open cars will see little appreciation, however. Used parts and “condition 4-5” cars will not appreciate; they will depreciate.

Four SoCal Region members will drop tools or parts under the hood and then say bad words.

E-Bay Motors will revise its auctions substantially.

GM will offer distance sensors and/or cameras as an option to assist in parallel parking and safety, and the option will eventually catch on.

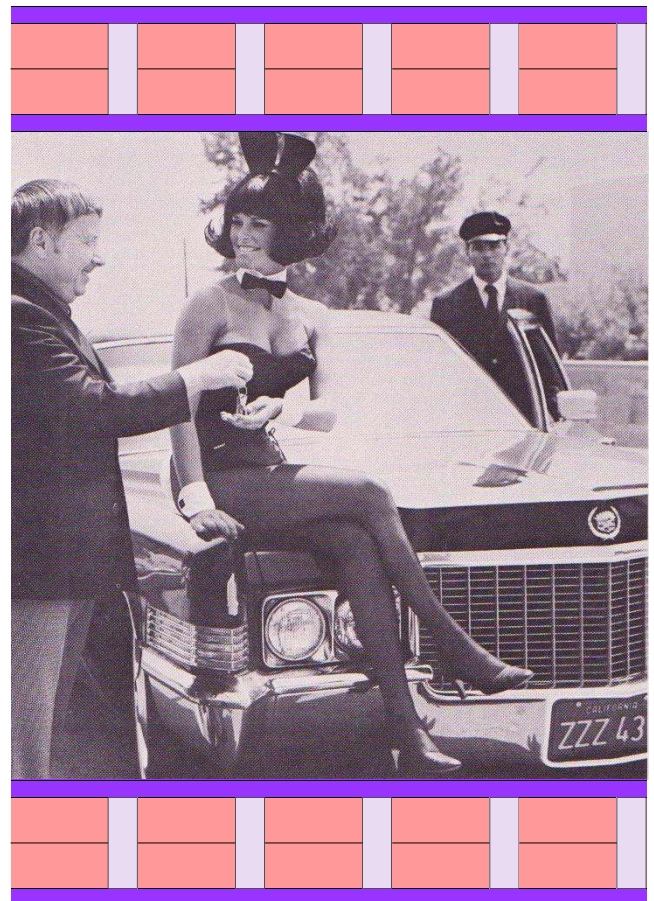
The Self-Starter will start a sumptuous column about the La Salle and call it “La Sallivating.”



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THOMAS R. HALL

At left, the Earl Carroll Theater was a popular night spot in the 6200 block of Sunset Boulevard. The building was still there a few years ago, but the trademark neon sign of Carroll's lady friend, Beryl Wallace, was not. Neither was the '42 Cadillac Series 63....

Playboy launched a livery service in Los Angeles in 1970. “Bunny Rosemary” takes the keys to a new 1970 Fleetwood 75. (From *Insider* Vol.3, No. 1)





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All advertised prices exclude government fees and taxes, any license charges, any dealer document preparation charge and any emission testing charge. Offer expires close of business 11/30/09. *Must have GMAC or non GMAC lease with end date of 5/31/09 or earlier to receive Bonus Cash.



JoHan 1/25th scale kits, unbuilt: 1931 Cadillac V-16 Town Brougham, Sport Phaeton, Cabriolet, ea. \$20.00; 1964 Cadillac Coupe de Ville orig. issue \$100; 1964 Cadillac De Ville Convertible orig. issue \$175; 1966 Cadillac Fire Rescue Ambulance orig. issue \$ 120. Monogram 1932 Cadillac V-16 Dual Cowl Phaeton (1/24th) \$20. Others, too. Pennsue@earthlink.net.

1964 Front Bumper Missing both lower outer ends. Original California part in excellent condition. \$200 OBO. Rob, 310-679-2803.



\$30

TWO FOR

\$50

FENDER COVERS

CLC fender covers provide maximum protection for the fenders of your Pride & Joy. Under the printed vinyl top layer is an integral rubber-type underlayment of extra thick padding for superior cushioning. Parallel seams above the logo conveniently hold loose hardware. Edges are trimmed in heavy-duty black welting and stitched in white. 42 inches long by 26 inches wide. \$30; two for \$50 postpaid. Satisfaction 100% guaranteed. Please specify red or dark blue and include your name, address and phone number when ordering.

SoCAL CLC
c/o Linda Leonard
5016 West 131st St.
Hawthorne, CA 90250-5021

MARKETPLACE

1976 Eldorado Convertible Over 100k miles, 3d owner. Runs well. Metallic blue with white top and fiberglass top boot. \$10,500 OBO. Mike De Santis (818) 249-7774, cell: (760) 585-8500.

1994 Eldorado Touring Coupe, purchased new by me. All black with sun roof and factory chrome wheels. All original except fluids, 20k miles. Looks and drives like new. \$11,500 or best serious offer. Bob Hoffmann, 408-984-8877.

1996 Brougham, 37k miles. Beige with beige leather interior, window sticker. Jean, Tel: 310-372-3683.

Wanted: 1941 Cadillac starter button and bezel; dome light bezel for Series 61, 62, 63 [67?] sedans. Tom Hall thall@caditalk.com.

Wanted: 1966 Cadillac DeVille Convertible or Eldorado, unmodified example in #2-3 condition. Rob 310-679-2803.

Wanted: 1967 Power Antenna. Working. Rob, 310-679-2803.

TO PLACE OR RENEW YOUR AD, PLEASE CONTACT

Cadillac & LaSalle Club, Inc.

Southern California Region

P O Box 1722

Tustin, CA 92781

www.caditalk.com

Cadillac & LaSalle Club



Southern California Region

Membership Renewal

National
CLC # _____ Name _____ Email _____

Regional dues for the Southern California Region are \$15 annually (\$25 for 2 years) for those with email; \$30 annually for those wishing to receive the Crest & Wings newsletter in hard-copy via U.S. post.

T-shirts @ \$15 each
& Size _____
& Size _____

Club T-shirt(s) and Fender Covers are available. Prices include shipping. Please indicate the number and size(s) of shirts, and the color of fender covers desired. Please send your check, payable to "SoCal CLC" to:

So Cal CLC
Box 1722
Tustin, CA 92781

Fender Covers @
\$30 for 1; \$50 for 2
Blue _____

SIGNATURE REQUIRED: I, the undersigned, realize that my auto(s) must be insured and that I cannot hold the Club responsible for accidents or damage in connection with Club activities. I also realize that I cannot hold the Club or its Board liable in any way for any disappointments or problems arising out of my doing business with any of the businesses listed in the Club's Vendors, Mechanics and Crafts Directory. In addition I understand that to be a member of the SoCal Club I must also be a member in good standing of the National Cadillac & LaSalle Club.

Signed _____ Date _____

Please fill in the below *only if they have changed* from the information listed for you in the current Membership Directory:

Address _____ City/State/Zip _____

Phone (Residence) (____) ____ - ____ (Work) (____) ____ - ____ Cell (____) ____ - ____

Changes to Cadillacs and La Salles owned:

Add / Delete	Year	Make	Model	Body Style



Cadillac & LaSalle Club of Southern California

Invites you to bring your car & come play in style at the

Agua Caliente Casino - Resort - Spa

Car Show & Weekend Resort Event in Rancho Mirage, California

March 12-14th, 2010 Friday-Sunday

All Cadillacs & LaSalles Welcome 1903-1999 years, Original, Restored & Customs

Non-stop gaming action in a beautiful, friendly setting

VIP Hotel Check-in for all Cadillac & LaSalle Club Members

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Free shuttle from CLC show car parking area to Hotel Check-in

Free valet parking

Reserved Tickets are available for the Friday Night Show featuring Martin Short

Banquet & Awards presentation Saturday night

Rates (until February 15, 2010) Standard rate is \$229.00/night

CLC Members only \$149.00/night

Only a few Suites are available, 1100 sq. ft

Standard rate is \$369.00/night

CLC Members only \$249.00/night

Each Adult room guest will receive a \$20.00 cash play card for hotel gaming action.

The \$12.00 Resort Fee has been waived by the Hotel for the CLC.

Only your room rate, 16% city and state taxes plus any room charge are due for each room reservation.

Call Agua's 800 number for room reservations

1-800-854-1279

When booking your room, identify the name of the event,

CADILLAC & LASALLE CLUB, or CLC and the Block Code of (1003CADILL)

Mail Registration Form by March 5, 2010

Be sure to make your room reservations.

Our block on the hotel ends on February 15, 2010

<http://www.caditalk.com> or email: webmaster@caditalk.com



***The Southern California Cadillac & La Salle Club
and Agua Caliente Casino Resort Spa***

Invite you to a car show and banquet reception at the

Agua Caliente Casino Resort Spa

32250 Bob Hope Dr, Rancho Mirage, California

March 12-14th, 2010 Friday-Sunday

Car Show Saturday 3/13/10 at 10:00 a.m. to 2:00 p.m.

Mail the bottom portion of this flyer by March 5, 2010 to:

Craig Chally, 1644 Meadowglen Ct., Newbury Park, CA 91320-3470

We will employ CLC Standard Judging except for Authenticity

Cadillacs and La Salles will be judged by SoCal Board of Directors.

From the West or East: Take the 10 Freeway to Bob Hope Drive in Rancho Mirage

The Hotel is within view of the Freeway.

Enter the 2nd Floor Parking Structure for Show Car Field Placement

Once your car is on the Show Field,

Valet will pick you up and take you to the VIP Hotel Check-in.

ALL CARS MUST BE IN PLACE BY 10:00 A.M. on Saturday

AWARD BANQUET STARTS AT 6:00 P.M. DINNER at 7:30 P.M.

NO DAY OF EVENT REGISTRANTS!

For more information visit www.caditalk.com

YES, I will attend Agua Caliente Car Show!

Enclosed is my car registration check for amount total below

Name: _____ Email: _____
 Phone: () _____ Will you enter a car in the show? _____
 Year _____ Make _____ Model _____ Judge or Display Only? _____
 Show Car Registration \$20.00 per vehicle. SUB TOTAL \$ _____ .00
 Dinner \$39.50 per person-Circle _____ 1 _____ 2 _____ 3 _____ 4 _____ SUB TOTAL \$ _____ .00
 Show Tickets Friday Night 9:00pm for Martin Short @ \$65.00 each, Orchestra Seats-Limited Tickets Available
 Tickets will be Guaranteed even if show is sold out Circle _____ 1 _____ 2 _____ 3 _____ 4 _____ SUB TOTAL \$ _____ .00
TOTAL AMOUNT SUBMITTED, CHECK PAYABLE TO SOCAL CLC \$ _____ .00



Cadillac & LaSalle Club

Southern California Region

invites you to a tour, ride, and luncheon at the

Automotive Driving Museum

610 Lairport St., El Segundo, CA

Sunday, April 11 2010 – 10:00 a.m. to 2:00 p.m.

Event includes museum entrance, formal presentation on the Darrin Exhibit, a ride in the '85 Eldorado convertible (or other vehicles out for the day), and a box lunch from the Salt Creek Grill. Mail the **bottom** of this flyer and a check for \$12 per person **by April 3** to:

Craig Chally, 1644 Meadowglen Ct., Newbury Park, CA 91320

Reserved parking! Drive your Cadillac or LaSalle!!!

Directions: From the 405 freeway, exit at El Segundo Blvd. and head west. Right at Continental Ave., which becomes Lairport – museum on right just past Mariposa.

Museum opens at 10 A.M. Lunch at noon!

NO DAY OF EVENT REGISTRANTS!

For more information see www.caditalk.com

YES, I will attend the tour and lunch at the El Segundo Driving Museum!

Enclosed is my check made out to SoCal CLC for \$12 per person.

Name: _____ Email: _____

Phone: () _____ Payment: ___ people @ \$12 each = \$ _____