



Cadillac & LaSalle Club Potomac Region Caddie Chronicle April 2016



DIRECTOR'S MESSAGE BY VINCE TALIANO

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VERN PARKER

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

We hope to see everyone at our 25th Annual Spring Car Show and Automobilia Auction to be held on Sunday, May 1st at Capitol Cadillac. In this issue, you will find the registration flyer. It's

not too late to pre-register. It will save you \$5 and save us time on the day of show to not have to register your vehicle(s).

Volunteers are needed to help with the show arrangements, including day of show tasks related to set-up, registration, parking, automobilia auction, tabulation, and clean-up. If you are interested in volunteering, please let me know. Also, as you do your annual spring cleaning, please keep us in mind for any automobile-related items for our automobilia auction.

Congratulations to Randy & Susan Denchfield whose 1949 Club Coupe has been invited to participate in the "Eyes on Design" Concours car show held each year at the Edsel & Eleanor Ford Estate in Grosse Pointe, Michigan. The show includes about 250-300 cars, all by invitation only.

Also, congratulations to Rick Menz whose 1959 Series 63 Convertible was accepted to be on displayed at the 20th Anniversary of the Greenwich Concourse d'Elegance. Rick will be on-site with representatives of Penn Dutch Restoration Services, the company that restored the beautiful '59.



Vince Taliano



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LETTERS TO THE EDITOR



March 1, 2016

I was sorry to hear about the death of Ron Van Gelderen. About twenty years ago he saw my line drawings in Bruce Berghoff's book on Motorama cars. He wanted similar drawings of all the LaSalle's for a book he was writing. I really enjoyed working with him and he was very appreciative of my efforts. Through the years he had many other projects for me to work on. As time went on his phone calls became less frequent as his health declined. His last drawing request was the Cadillac El Miraj which I completed, but never heard if it was used for a project he was working on.

Bob Eng
Sioux Falls, South Dakota

February 29, 2016

It is with distress that I read of the passing on of Ron Van Gelderen. I had the pleasure of meeting him a few times out at Hershey. It is difficult enough to lose any member, let alone a man of his stature.

Bernie Cooney
Piscataway, New Jersey

February 28, 2016

I am so sorry to hear of Ron Van Gelderen's death. I had the pleasure of meeting him in California and seeing him at several Grand Nationals after that. He was wonderful individual who loved Cadillacs.

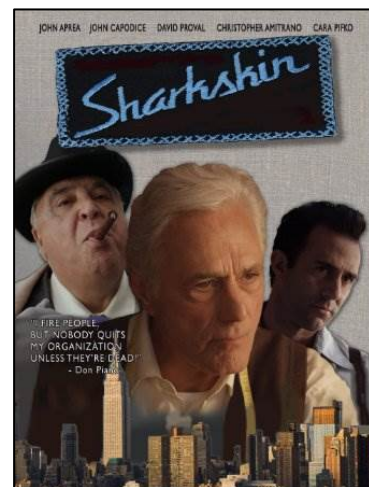
Ruby Musser
North Texas Region Cadillac & LaSalle Club

February 16, 2016

Here Is ***Sharkskin*** (finally)! This is the film so many of us worked on for about three years, (the writing and creation process took a previous ten years).

Read the review before ordering at
http://www.amazon.com/Sharkskin-John-Aprea/dp/B0155MQORK/ref=sr_1_1?s=movies-tv&ie=UTF8&qid=1455636431&sr=1-1&keywords=sharkskin. Lots of '40s era cars, especially Cadillacs!

Tom Musson
Yorba Linda, California



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CLC NEWS

Congratulations to the following national members who were elected to serve on the CLC Board of Directors for the two-year term of 2016-2018:

- Bill Anderson (*Potomac Region member*)
- Michael Cascio
- Bob Crimmins (*Potomac Region member*)
- Gary Fisher
- Joe Gildea
- Lee Herbermann
- Toni Nabholz Huse
- Jack McClow (*Potomac Region member*)
- Jeff Montgomery (*Potomac Region member*)
- Jeff Papciak
- Sue Pashekewich
- C.R. "Chuck" Patton II
- Tim Pawl
- Marsha Redman
- Rob Robison
- David B. Rubin
- Lauren Schweitzer
- Jeff Shively
- Phil Terry
- Andy Zizolfo



The next board meeting will take place at the Grand National in Las Vegas. If you have any questions or concerns you would like addressed, please contact Jack McClow, Potomac Region representative.



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MARCH 21, 2016 MEETING MINUTES BY SANDY KEMPER

PLACE: Silver Diner, Falls Church [Merrifield], VA

TIME: 7:30 pm

PRESIDING: Secretary Sandy Kemper

ATTENDANCE: Byron & Alida Alsop, Hans Decker, Randy & Susan Denchfield, Jeffrey Gurski, Jack McClow, Dan Mullane, Scott Patton, Dan Ruby, Harry Scott and Richard Sills

DIRECTOR'S REMARKS: Sandy thanked everyone for attending. Congratulations to Randy & Susan Denchfield whose 1949 Club Coupe has been invited to participate in the "Eyes on Design" Concours car show held each year at the Edsel & Eleanor Ford Estate in Grosse Pointe, Michigan. The show includes about 250-300 cars, all by invitation only.

SECRETARY'S REPORT: The Minutes from the February 2016 meeting were not read since they were published and distributed to all members in the March 2016 newsletter.

TREASURER'S REPORT: The Treasurer's Report covered the time period from the February meeting to date. The Region's income was \$120.30. The total expenses for the same time period were \$52.40.

MEMBERSHIP REPORT: Our current 2016 membership total is 182 members.

ACTIVITIES REPORT: The following activities were discussed:

1. Recent Events:

- **Atlantic City Classic Car Show & Auction, Atlantic City Convention Center Atlantic City, NJ, Feb 26-28.** Both Dan Ruby and Richard Sills attended. Both thought that attendance at the show was smaller than the past. Richard described several Cadillacs that were offered at the auction.
- **43rd Annual AACA Chesapeake Region Parts Meet, Howard Co Fairgrounds, West Friendship, MD, Mar 12.** This popular parts meet was attended by several PR members. They said that there were very few Cadillac parts to be found.

2. Upcoming PR Events:

- **Annual Spring Car Show & Automobilia Auction, Capitol Cadillac, Greenbelt, MD, Sun, May 1, 9 am-3 pm.** The show flyer was published in the March newsletter. There have been ten (10) pre-registrations received. It was suggested that in lieu of a live auctioneer, we hold a silent auction. And, if a silent auction is held, a "Buy It Now" price on the auction sheets should be considered. Dan Ruby said that he has been asked if we will permit parts vendor spaces. It was agreed that such vendors wouldn't present competition for the auction and there was no objection to their participation. Volunteers are needed to help with the show arrangements, including day of show assistance. Anyone interested in volunteering, should let Vince or Dan Ruby know. Everyone is urged to look in their garages and basements for any items that they may wish to donate to the club for sale at the automobilia auction items.



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- **Annual Fall Show, Capitol Cadillac, Greenbelt, MD.** Due to the proximity of FedEx field to the dealership, the date for the show will not be decided until the NFL releases its schedule (usually late April). But tentatively we are considering Sunday, November 6th.
- **Picnic.** Dan Ruby asked everyone to let him know their preference for a day to hold a picnic. Dan and his wife JoJo are willing to host the picnic at their home sometime this summer or early fall.
- 3. **Other Upcoming Events:** The following events were mentioned:
 - **46th Annual AACA Sugarloaf Mountain Region Parts Meet, Carroll County Agriculture Center, Westminster MD, Fri-Sat, Mar 25-26.** This is the fourth year at this location for this well-attended meet.
 - **CLC Grand National, Las Vegas, NV, Wed-Sat, April 13-16.**
 - **VFR Faulkner Cadillac Show, Trevoise, PA, Sat, May 14, 9 am–3 pm.**
 - **CLC Central PA Region's 27th Annual Spring Show, Kelly Cadillac, Lancaster PA, Sat, May 14, 9 am–3 pm.**
 - **VFR Tour of Bulgari collection, Allentown, PA, Sat, May 21, 10 am–2 pm.** RSVP Paul Lang: PLang@LenoxInst.com
 - **Season Five of Cars 'N Coffee/Bethesda, The Corner Bakery (right next to Montgomery Mall), starts March 26, 8 am–10 am.** This cruise-in claims "plenty of parking and ... free coffee, courtesy of The Corner Bakery."
 - **Morphy Auctions, Denver, PA, April 23-24.** Anyone interested in automobile-related signs, gas pumps, and miscellaneous quality automobilia should visit the website of (<http://www.morphyauctions.com>) and look at the catalog for the sale. There are some rare items, e.g. signs for two of GM's more obscure "companion cars" -- a "Marquette" sign (Buick's short-lived companion car) and a sign for "Oldsmobile-Viking Service".
 - Sandy also mentioned the upcoming AACA Meets and described the events planned for the Buick Club's 50th Anniversary Meet on July 27-30 in Allentown, PA.

To see a full list of events, visit the CLC Potomac Region website at <http://www.clcpotomacregion.org/eventslisting.htm>.

GRAND NATIONAL2017: Be sure to check the webpage at <http://www.vfrclc.org/2017GN.html> periodically for the latest updates.

GENERAL INFORMATION:

- Byron Alsop announced that he was asked to participate in the National Memorial Day Parade on Monday, May 30th in Washington, DC. The cars will be used to transport the Grand Marshalls of the parade (a special group of veterans). This is the second year that Byron has been honored with this request.
- Sandy provided a summary of two bills proposed before the Maryland legislature that may interest historic car owners. However it appears that both bills address issues that concern the general populace without affecting the legitimate automotive hobbyists.

NOTE DATE - NEXT MEETING: Monday, April 25, 2016 at 7:30 pm at Capitol Cadillac, Greenbelt, MD

ADJOURNMENT: Meeting adjourned at 8:45 pm

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2016 CALENDAR OF EVENTS

DATE	TIME	EVENT	LOCATION	CONTACT INFORMATION
Apr 10-16 Sun-Sat		CLC Grand National Meet Hosted by the Las Vegas Region	Las Vegas NV	http://www.lasvegasccl.org/grand-national/
Apr 10 Sun	10:00 am – 2:00 pm	1st Annual Spring Car and Bike Show	McDaniel College Westminster MD	Carly Weetman at carlyweetman@mail.com or 443-244-2175
Apr 20-24 Wed-Sun	Gates open daily at 7am	Spring Carlisle	Carlisle PA	717-243-7855 or www.carsatcarlisle.com
Apr 23 Sat	9:00 am – 3:00 pm	CLC Valley Forge Region Car Show	Cadillac of Turnersville Turnersville NJ	Ronnie Hux at cadiman59@aol.com or 302-745-8850
Apr 25 Mon	7:30 pm – 9:00 pm	Potomac Region Monthly Meeting	Capitol Cadillac Greenbelt MD	Vince Taliano at 301-258-8321 or vincetaliano@clcpotomacregion.org
Apr 30 Sat	10:00 am – 3:00 pm	3rd Annual Car, Truck and Tractor Show	The Green Turtle Edgewater MD	Margie Chase at chasemr@yahoo.com or 410-353-7258
May 1 Sun	9:00 am – 3:00 pm	25th Annual Capitol Cadillac Spring Car Show/ Automobilia Auction	Capitol Cadillac Greenbelt MD	Car Show: Dan Ruby at 301-343-1463 or danruby@clcpotomacregion.org Automobilia Auction: Vince Taliano at 301-258-8321 or vincetaliano@clcpotomacregion.org
May 7 Sat	8:00 am – 4:00 pm	58th Annual AACA Apple Blossom Meet	Jim Barnett Park Winchester VA	Duane Catlett 540-533-7376; sheanandoahregion@gmail.com
May 7 Sat	10:00 am – 2:30 pm	8th Annual Kentlands Day Celebration Classic Car Show	The Kentlands Gaithersburg MD	301-591-3899 or kentlandsday@gmail.com
May 14 Sat	9:00 am – 3:00 pm	CLC Valley Forge Region Car Show	Faulkner Cadillac Trevose PA	Ronnie Hux at cadiman59@aol.com or 302-745-8850
May 14 Sat	9:00 am – 3:00 pm	CLC Central PA Region's 27th Annual Spring Show	Kelly Cadillac Lancaster PA	Dick Parsons at 717-653-6393 or rparkers@comcast.net
May 14 Sat	8:30 am – 2:00 pm	Spring Car Show Hosted by the Royal GTOs	Queen's Chapel United Methodist Church Beltsville MD	Bill Sandusky at oscsandusky@verizon.net or 301-801-7519
May 16 Mon	7:30 pm – 9:00 pm	Potomac Region Monthly Meeting	Silver Diner Merrifield VA	Vince Taliano at 301-258-8321 or vincetaliano@clcpotomacregion.org
May 21 Sat	9:00 am – 2:00 pm	11th Annual Spring BOPC Car Show Presented by Delaware Valley Oldsmobile Club	VFW Post 845 Downingtown PA	Jeff at 484-889-2884 or Hugh at 484-459-6388 www.clubs.hemmings.com/delvaloldclub or dvocinfo@yahoo.com
Jun 4 Sat		27th Annual Orphan Car Tour	Anne Arundel County MD	Jon Battle at 540-364-1770, Tourdiretor@orphancartour.org or www.orphancartour.org
Jun 19 Sun	10:00 am – 3:30 pm	43rd Annual Father's Day Antique and Classic Car Show	Sully Plantation Chantilly VA	Bill Worsham at 703-250-5474, billworsham@aol.com or www.gwcmodela.org
Jun 20 Mon	7:30 pm – 9:00 pm	Potomac Region Monthly Meeting	IHOP Rockville MD	Vince Taliano at 301-258-8321 or vincetaliano@clcpotomacregion.org
Jul 6-9 Wed-Sat		CLC National Driving Tour Hosted by the Lower Hudson Valley Region	Cromwell CT	http://www.cadillaclasalleclub.org/2016-clc-driving-tour/
Jul 16 Sat	9:00 am – 3:00 pm	10th Annual CLC Inter-Regional Meet	AACA Museum Hershey PA	Dick Parsons at 717-653-6393 or rparkers@comcast.net
Jul 18 Mon	7:30 pm – 9:00 pm	Potomac Region Monthly Meeting	Silver Diner Merrifield VA	Vince Taliano at 301-258-8321 or vincetaliano@clcpotomacregion.org
Jul 24 Sun	10:00 am – 3:00 pm	13th Annual VCCA Free State Region's Annual Car & Truck Show	Meadowood Regional Park Lutherville MD	Bill at 410-527-0953 or grand1917@comcast.net
Aug 13 Sat	10:00 am – 3:00 pm	42nd Annual Metro Chapter Buick Club All-GM Show	Montgomery College Rockville MD	Cory Correll at 240-686-0229 or corydraw@gmail.com
Aug 15-20 Mon-Sat		40th Anniversary Professional Car Society International Meet	Wyndham Gateway Center Gettysburg PA	Gregg D. Merksamer at 845-986-6857, merks62@warwick.net or https://www.facebook.com/PCSGgettysburg2016/
Aug 20 Sat	4:00 pm – 9:00 pm	Potomac Region Monthly Meeting followed by "Lost in the Fifties" Cruise-In	Olive Grove Restaurant Linthicum MD Marley Station Mall Glen Burnie MD	Vince Taliano at 301-258-8321 or vincetaliano@clcpotomacregion.org



Cadillac & LaSalle Club

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**25th Annual Capitol Cadillac /
CLC Potomac Region
Spring Car Show &
Automobilia Auction
Sunday May 1, 2016**

Car Registration:

9:00 am – 12:00 pm

Please read the Car Show Rules on
the following page

Car Show Hours:

9:00 am – 3:00 pm

Auction starts at 11:30 am

**6500 Capitol Drive
Greenbelt, MD 20770
301-441-9600**

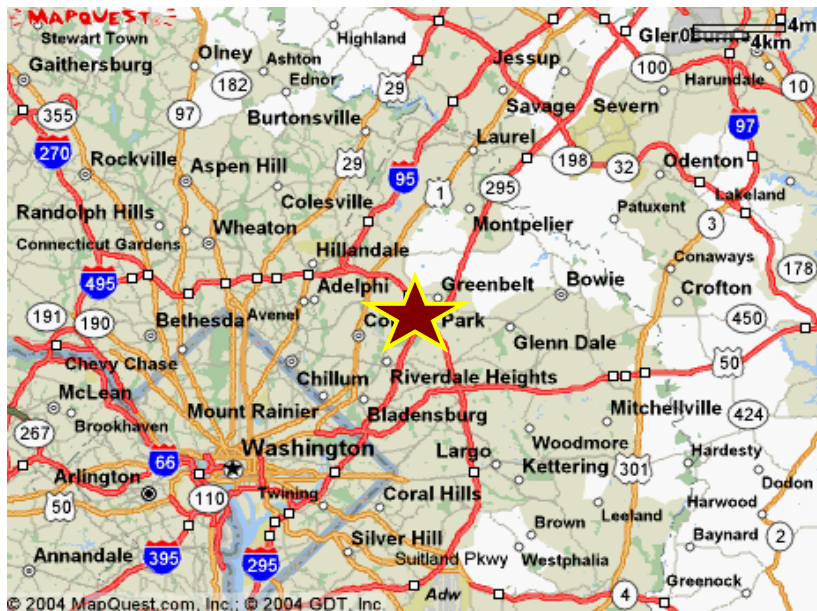
LOCAL DIRECTIONS:

From Capital Beltway (I-495/95)

- Use Exit 23 - Kenilworth Avenue Rte 201, proceed South on Kenilworth Avenue to first exit - Greenbelt Road, Route 193
- At light, proceed East on Greenbelt Road - Rte 193 (left)
- At traffic light make left onto Walker Drive (**TGI Friday's** Restaurant on corner)
- Make an immediate right onto Capitol Drive (Dealership is on your left)

From Baltimore-Washington Parkway (Rte 295)

- Use Exit for Rte 193 (Greenbelt Road)
- Proceed West on Rte 193 - Greenbelt Road
- Make first right after underpass onto Capitol Drive (Dealership is on your right)



FOR FURTHER INFORMATION:

Dan Ruby

Car Show Coordinator

danruby@clcpotomacregion.org or 301-343-1463

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Car Show Rules

- **Rain or Shine:** The car show will take place rain or shine. No refunds.
- **Safety:** If a vehicle has fluid drips or leaks, the owner must bring absorbent material or drip pans to avoid slippery conditions and to protect the showroom floor or show field parking lot. **The Potomac Region reserves the right to prevent any cars with excessive fluid leaks from entering the show field.** It is recommended that a working fire extinguisher be in every vehicle.
- **Judging / Parking Rules:** The Potomac Region reserves the right 1) to determine each vehicle's judging class and 2) each vehicle's placement in the show field. **There will be no parking on the grassy areas whatsoever, due to sprinkler heads and possible rut damage.** Vehicles will be peer judged by the individual owners of the registered cars. Registrants will be able to judge vehicles in all classes, including their own. 1st, 2nd and 3rd place awards will be given to winning vehicles in each class depending upon the number of vehicles registered in each class.
- **Lunch Tickets:** Each registered car owner will receive one free lunch ticket. The lunch ticket will entitle the person to receive the following from **Red, Hot & Blue**, who will be serving food:
 - 1) One Beef, Chicken or Pork Sandwich
 - 2) One Side order of Beans or Potato Salad and Cole Slaw
 - 3) One Drink including bottle waterAnyone without a lunch ticket will pay Red, Hot & Blue directly at the time of their purchase.

Car Show Registration Form

<u>Judging Classes</u>	<u>Other Awards</u>
Class A: 1902 – 1942 Cadillac Class B: 1927 – 1940 LaSalle Class C: 1946 – 1958 Cadillac Class D: 1959 – 1964 Cadillac Class E: 1965 – 1970 Cadillac Class F: 1971 – 1976 Cadillac Class G: 1977 – 1986 Cadillac Class H: 1987 – 1996 Cadillac Class I: 1997 – Current Cadillac Class J: Professional Vehicles Class K: Modified Vehicles Class Z: Display Only	<ul style="list-style-type: none">• Dealer's Choice• Best Pre-War• Best Post-War (Early: 1946-1964)• Best Post-War (Late: 1965-Present)• Best of Show• Ladies Choice• Long Distance (Driven Cars Only) <p>A vehicle receiving "Best of Show" or one of the other "Best" awards will not be eligible to receive an award in its respective Judging Class.</p>

Registration Form

Make checks payable to **CLC Potomac Region** and mail with completed registration form to:

Harry Scott, Treasurer
14421 Aden Road
Nokesville, VA 20181-3122

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Vehicle Registration Fee: (Up to Apr 23rd: \$15/per car - After Apr 23rd: \$20/per car)

Circle Make: CAD LAS Model: _____ Year: _____ Class: _____

Circle Make: CAD LAS Model: _____ Year: _____ Class: _____

Circle Make: CAD LAS Model: _____ Year: _____ Class: _____

☐

Check box if you want your
vehicle(s) Display Only

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NEWS FROM THE CHIEF JUDGE CHANGES IN JUDGING RULES – NOW & 2017 BY WILLIAM C. "BILL" ANDERSON, P.E.

The Cadillac & LaSalle Club Board of Directors approved a program in January 2015 authorizing significant changes in the judging of cars at CLC National Events. The Judging Committee is hard at work developing the procedures to implement these changes.

2016

The judging at the Grand National in Las Vegas in April and the Fall Festival in September embrace some of these changes including:



- Cars entered in Touring are not excluded from a first place prize or forced to compete in the Primary Division if they score more than 92 points.
- All judges' scores are counted; no longer are the high and low judges' results excluded when determining a car's score.
- Judges can collaborate with each other when judging cars.
- Judges must attend a 2-hour seminar for training the day before cars are judged.
- This is the last year for the Senior Division and the Senior Classes; in 2017 they will be included in the Primary Division.

2017

More changes will be phased in with the 2017 Grand National and Fall Festival Events including:

- Cars up to 2007 can be entered in the Touring Class
- Two different judging forms will be used in 2017 for Primary and Touring Divisions – one for cars in 1966 and before and different form for 1967 cars and after.
- All cars that receive the required points for an award will receive that award regardless of the number of cars qualifying for a particular award.
- Cars entered in the Primary Division can win a Senior, Senior Wreath or a Senior Crown award the first time they are shown if they achieve the points required – Senior Crown 99 to 100 points, Senior Wreath 97 to 98 points, and Senior 95 to 96 points. The medallions and adornments will continue, but there will be new trophies for these three Senior Awards. A special award will be awarded to Senior Crown cars that obtain 98 points or more when shown after achieving the Senior Crown prize..
- A Specialty & Unique Division has been created for concept cars and special models, such as pickups and station wagons.
- Modified cars will be judged in four classes – Hot Rods, Restomods, Mild Customs and Radical Customs – using procedures and judging forms specifically developed for them. First, Second, and Third prizes will be awarded in each class.

The Chief Judge will expand upon these and discuss other changes and topics related to judging in future articles. If you have questions, please contact Bill at 443-994-5455 or

Rivsrgr8@aol.com.

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1993 FLEETWOOD VS 1999 ESCALADE STORY AND IMAGES BY ED HAASE

Below are links to promotional videos on the '93 Fleetwood and '99 Escalade. Compare the imagery, pace, and general tone of the Escalade ad with that of Fleetwood ad from just six years earlier.



Watch video at https://youtu.be/a7CSVefi_lw



Watch video at <https://youtu.be/tr7H1KEw68Q>

In the 1990s, I worked for Michelin as a Quality Assurance manager for the GM account in Detroit. I was often in the Arlington, Texas plant that built the Fleetwoods, including December 1996 when the last Roadmasters, Caprices, SSs, and Fleetwoods came off the line in advance of the hurried changeover to full-size SUV production.

I remember Cadillac lending our Michelin office in Troy, Michigan a pre-production 1993 RWD Fleetwood sometime late summer or early fall of 1992. I got to take it home for the night. It was a super comfortable luxurious cruiser and the ride was a huge improvement over the prior RWD Fleetwood. The other big thrill back in the day was Cadillac lending our office a brand new 1992 Seville and Eldorado Touring Coupe for a few days. That '92 Seville was such a stunning car (inside and out) and an extremely radical change for Cadillac back then. It is a shame they advanced their design so far forward in '92 with the Seville and have ever since have lost traction.

Let's hope the division under the direction of Johan De Nysschen can bring a successful "Audi-esque" sustainable design direction to Cadillac, a design direction that would finally bring continuity of design and sales success to Cadillac. I often ride in the XTS with my UberBLACK account. What a huge disappointment -- mediocre design and engineering. The suspensions and interiors are not much better than what are used and executed in \$25k Camry / Accords. This results in a very uninspiring car. We have seen the sustainable miracle De Nysschen has pulled off at Audi. I can only hope he can do the same to *finally* change Cadillac, and for the first time in decades, enable Cadillac to create the stature to genuinely compete with Tier One Luxury brands.



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MEET LOUIE MATTAR AND HIS FABULOUS, RECORD-SETTING 1947 CADILLAC STORY & PHOTOS BY CSABA DARADICS

<http://www.carscoops.com/2010/11/meet-louie-mattar-and-his-fabulous.html>

Some of you may have noticed a special, one-off car among the beauties showcased in the San Diego Automotive Museum gallery piece. It's Louie Mattar's \$75,000 1947 custom Cadillac. In 1952, Mattar and two other men drove this one-of-a-kind Caddy from San Diego to New York and back, without a single stop. Their trip totaled 6,320 miles!

Mr. Mattar worked 5 years on modifying his 1947 Cadillac, which, by the time it was completed, turned into quite a unique car. For examples, the Caddy automatically refills the radiator and changes the oil. Having drilled axles, the wheels could be inflated while turning and, also, hydraulic jacks could raise the car to allow the wheels to be changed while moving.

Driving more than 6,000 miles non-stop can take its toll on a car, so, for more complicated repairs and adjustments, the hood featured clear panels, which allowed the driver to keep on going, while the other two passengers fiddled under the bonnet, standing on movable platforms attached to the side of the car.

Aside from setting the aforementioned cross-country endurance record, Louie's Cadillac is considered to be the first motorhome ever built. The three men who completed the grueling journey had a rolling home at their disposal. The modified Cadillac featured many luxuries such as an electric stove, refrigerator, TV, washing machine, chemical toilet, shower, medicine cabinet and kitchen sink. They even had an ironing board, all integrated into the back seat.

Up front, the car had a nationwide mobile telephone, PA system, tape recorder and a Turkish pipe. Not many modern cars feature such a varied equipment list, let alone a complete bar for those moments when monotony and homesickness struck.



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The shiny trailer held a 30-gallon reserve of water (50 gallons were in a tank mounted in the car), 230 gallons of gas and 15 gallons of oil, meaning that it needed refueling only three times during the week-long trip (September 20-27, 1952), done of course while moving, on airfields located in Kansas City, Camden and Omaha.

Two years later, the same car was also driven non-stop from Anchorage to Mexico City, over a distance of 7,482 miles.

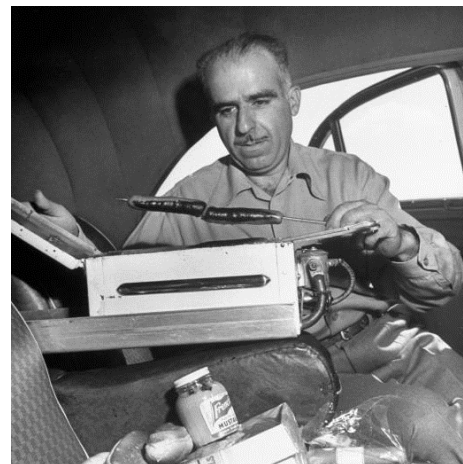
Below are vintage pictures from a 1952 *LIFE* magazine article on Louis Mattar and his car



Louis Mattar enjoys a pull on the water pipe he installed in his heavily modified 1947 Cadillac.



Jackie Smithwick, friend of the Mattars', takes a warm water shower next to front fender.



Cooking hot dogs, Mattar uses homemade stove which slides forward into the back seat from trunk.

Ed Clark — The LIFE Picture Collection/Getty Images



See the '47 Cadillac on display at the San Diego Automotive Museum
<http://sdautomuseum.org/exhibit/louis-mattars-fabulous-car>

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ARE THE DAYS OF POLE-MOUNTED OLD CARS NUMBERED?

BY DANIEL STROHL

HEMMINGS DAILY

UPDATED MARCH 4, 2016

Used to be – back in the days when distinctive vehicles could be had for cheap or free – if you wanted to really attract the eye of passersby to your place of business, you slathered some house paint on some old car, stuck it up on a pole, and became an instant local landmark. But those landmarks are slowly disappearing and it seems we may in our lifetimes see the end of the car-on-a-stick phenomenon.



Photo by Josie Musico / A-J Media

While discussing the 1955 Cadillac Coupe de Ville pictured left that a couple of enterprising restorers had removed from a Texas rooftop, it seemed plenty of us knew of a car or truck hoisted up on high decades ago and used as a sign for a local business – sometimes for dining establishments, but more often for junkyards, car repair shops, and other auto-related companies. Regular reader Don Homuth shared the photo below of the neon-outlined 1959 Cadillac Series 62 out front of a diner on Market Street in Salem, Oregon.

We've pointed out plenty of similar vehicles in the past – the Crosleyonnastick in Barrington, New Hampshire; the Renault Dauphine in Bowling Green, Kentucky; the pink Avenger kit car in Belleville, Ontario; another Crosleyonnastick in Mechanicville, Virginia; even more Crosleyonnasticks across the country; the Volkswagen Beetle atop Queen Connie in Brandon, Vermont; the Chevrolet DeLuxe Fleetline somewhere in Pennsylvania; the Model A speedster in British Columbia; the Crosleyonnaroor in Tacoma, Washington; the Hupmobile in Queens; and the homebuilt fiberglass car in Saginaw, Texas – and there's a Flickr group dedicated to things stuck on top of poles that details several more, probably enough to start a custom Google Map to keep track of them all.



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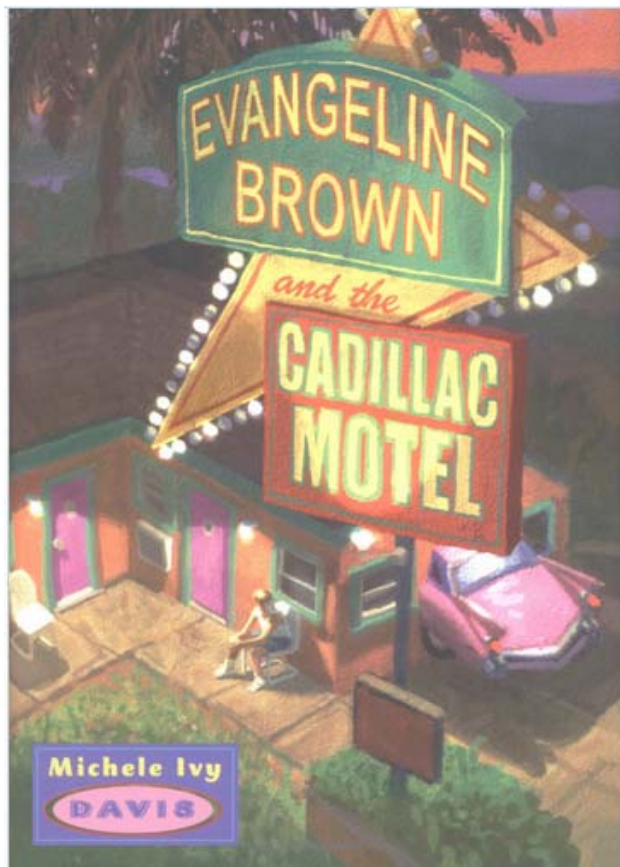


Cadillac & LaSalle Club

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Front cover of a novel about a Florida motel that has the rear end of a pink 1959 Cadillac sticking out of the office wall

But as Speedzzter noted in the comments to the Coupe de Ville story, these cars on poles and cars on roofs seem to be an endangered species.

I miss old cars on top of buildings, pylons, and plinths. Modern sign regulations prohibit new installs in most locales. The few that still exist are mostly “grandfathered” in. It’s more than just sign regulations, too. Development threatens many of the cars, such as the Mechanicville Crosleyonnastick, and the constant exposure to the elements will cause many to deteriorate to the point where they have to come down for safety’s sake. Meanwhile, plenty of the cars and trucks have become more highly sought after in the years they spent up high than when they were installed atop their poles and roofs – for example, the Coupe de Ville that started this conversation or the AMX/2 pushmobile concept car that once graced a pole in Ephrata, Pennsylvania (and, kind of along those lines, Paul Gorrell’s former Crosley sign turned scooter).

It becomes quickly apparent while perusing the photos of the cars still mounted on poles that most, if not all, of them have sat upon their perches for decades, which means that few, if any, business owners are relying on this old gimmick to bring in customers these days.

Speedzzter wondered just what modern vehicles would be interesting enough to use for signs (“Who would want to see a minivan or an SUV atop a building or sign in 2040?” he asked), but we have to wonder what vehicles will ever be both distinctive enough and worthless enough to use for signs.

To be sure, some will evade the developer’s wrecking ball, and some will be more effort to restore than they’re worth, so they’ll remain in place for decades to come, maybe with a new coat of paint or a new string of holiday lights, but they’ll be the rare exceptions. More will come down, and with them will disappear a little bit more character and color from the American landscape.

UPDATE: Well, we went ahead and posted a Google Map locator --

<https://www.google.com/maps/d/edit?authuser=0&authuser=0&hl=en&hl=en&mid=z1LHG1JsFnoo.kiwco5EMW-A0> -- for all the cars on poles/cars on roofs we know about. If you know of any others, tell us what it is and where at <http://blog.hemmings.com/index.php/2015/05/08/are-the-days-of-pole-mounted-old-cars-numbered/?refer=news>.



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CADDIE CLASSIFIEDS

Cars For Sale



1940 Cadillac Fleetwood Series 75 Seven-Passenger Sedan – 47k miles – 346 c.i. / 135 h.p. engine with three speed manual transmission – Excellent show car that has been well maintained – Mechanically and cosmetically sound – Current owner for over 30 years – See pictures at <http://www.clcpotomacregion.org/40cadillacforsale.htm> – **Asking \$30,000** – For more information, contact Mike and Sherry at msstauffer4485@gmail.com or 301-371-9193 – Car is located in Frederick, MD



1940 LaSalle Convertible Sedan – Style #5229 – One of only 75 made in the last year of production of LaSalle's (car #51) – Engine sounds great, drives beautifully – Included are a factory set of fender skirts – Current ownership since 2005 – See pictures at <http://www.clcpotomacregion.org/40lasalleforsale.htm> – **Asking \$59,500 \$45,000** – For more info, contact Roger Bentley at 301-924-6331 or airlinebuff2000@yahoo.com – Car is located in Brinklow, MD



NEW ARRIVAL 1940 LaSalle Model 52 – Total ground-up restoration that took approximately three years to complete and finished in 2012 – Over \$25,000 invested NOT including body work, paint and three years of labor from former owner which would put the total investment close to \$65K! – Body was completely disassembled and soda blasted to bare metal – All exterior and interior chrome were beautifully re-plated for show quality – New interior upholstery and trunk – Motor, transmission and clutch were rebuilt – Radiator re-cored; steering wheel restored; gas tank restored; brakes, brake system, shocks and suspension replaced – New white wall tires, new wiring, new exhaust, batteries, new glass, all new rubber molding and weather stripping – Fender skirts are included – Only missing the following items: radio, interior dome light and passenger side exterior door lock – Receipts and complete documentation of restoration available – See pictures at <http://www.clcpotomacregion.org/40lasalle2forsale.htm> – **Asking only \$26,500** – For more info, contact Todd Calder at 860-803-1000, 860-659-8119 or TJCVPSALES@aol.com – Car is located in Connecticut



1949 Series 61 Sedan – Very good original stock condition – Been in owner's family for 36 years and has always been kept inside – Current owner's grandfather, a longtime CLC member, purchased the car in 1980 with roughly 14,000 miles – Now has 26,652 miles – V-8 engine runs strong and drives well – Only things that have been replaced are the exhaust, brake master cylinder and starter solenoid – Everything else is original or was rebuilt as needed – Entire interior upholstery is original and in very good condition for its age – Very little rust on the body – Paint is original with some of the higher points on the fins wearing through now – Chrome is in very good condition with the exception of some rust on the tips of the rear bumper on both sides – All lights are working – Radio light turns on and knobs work, however it does not play – All gauges are working with the exception of the clock – Documentation available including maintenance records since 1980 – Also included are originals and/or photocopies of many documents including shop manual, body service manual, The Cadillac Serviceman, owner's manual and Cadillac identification card from 10/25/49 – Also included are many original and some aftermarket parts, as well as five extra sombrero hubcaps, two spare tires, and a jack set – Article written about this car by owner's grandfather appeared in the April 1983 issue of *The Self-Starters* – See pictures at https://photos.google.com/share/AF1QipMZIsLT6iAoAUF1U_zANH7m6oShMVTAF21dmsG5-2t5Jqn60NydNEBh2NO5Oybh1Q?key=Ulgva2VTdkIyOXh1Qzd6c0VNZVpkWFFsdTlxMWx3-



Asking \$11,000 – For more info, contact Trevor Michaels at 301-367-7250 or basspro413@hotmail.com – Car is located in La Plata, MD



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1955 Coupe DeVille – Current ownership since 2003 – Purchased new in Arizona – Stock 331c.i. / 250 h.p. V-8 engine with hydra-matic 4-speed automatic transmission – Features include power steering, power assist drum brakes, air conditioning, heater and defroster, power windows, power antenna, power two-way front seat, AM signal seeking radio, electric clock, EZ tint glass all around, automatic eye headlight dinner, padded dashboard, electric wipers and washer, radial wide whitewall tires and a matching eight-piece set of Samsonite luggage (a dealer option) – Multi-award winner including 2014 Capitol Cadillac Fall Show Dealer's Choice Award – See pictures at <http://www.clcpotomacregion.org/55cadillacforsale.htm> – **Asking \$35,000 \$32,800** – For more info, contact Roger Bentley at 301-924-6331 or airlinebuff2000@yahoo.com – Car is located in Brinklow, MD



NEW ARRIVAL 1965 Coupe DeVille – Low mileage w/rebuilt engine – All metalwork restored – New custom upholstery – Mag wheels – **Asking \$17,000** – For more info, contact Debbie Taylor at 301-228-2442 or debird58@yahoo.com – Car is located in Frederick, MD



1979 Coupe DeVille – Two owner car – All original car with only 47,500 miles – Striking color combination of Cotillion White with a white padded vinyl cabriolet roof with opera lamps, factory double red exterior pinstriping, white leather seats with rarely seen factory red piping that compliments the red dash and red carpeting – Similar combination was offered on the 1976 Cadillac Bicentennial Eldorado Convertibles – Garaged and meticulously maintained by both owners – Recent tune-up, oil change, tire rotation, tire balancing and a front end alignment – Additional recent servicing includes new front and rear brakes and rear wheel cylinders, new front shock absorbers, new muffler and tailpipe plus a new alternator and battery – See pictures at <http://paulsevagmotors.com/used/Cadillac/1979-Cadillac-Coupe+De+Ville-a84f5cf00a0e08b92362576bf14d7032.htm> – **Asking \$16,500** – For more info, contact Paul Sevag at 610-836-8200 or sevagmtr@gmail.com – Car is located in West Chester, PA



1988 Fleetwood Brougham Coachwork by Maloney – 143k miles – Interior is like new – All components work including TV – Brand new tires – No issues with cracks, dash or anywhere else – See pictures at <http://www.clcpotomacregion.org/88cadillacforsale.htm> – **Asking \$7,500 or best offer** – For more info, contact George Boxley at 301-261-5634 or georgeboxley@verizon.net – Car is located in West River, MD



1993 Cadillac Allanté – One of 30 stock 1993 Allantés sent by Cadillac for use as a festival car for the 1992 Indianapolis 500 race – Stenciled "Official Pace Car" (both sides) and "Al Unser, Jr" (passenger side only because it faced the grandstands) – Given to Al Unser, Jr ("Lil Al") to drive at the opening parade and closing ceremonies for the 1992 Indianapolis 500 race ("Lil Al" won that historic race by just .048 seconds with Scott Goodyear coming in second and "Lil "Al"s" father, Al Unser, Sr finishing third – almost an all-Unser family race with Bobby Unser as the Pace Car driver, his nephew winning the race and his brother coming in third) – Two weeks later was used again by "Lil Al" to open the brand new Belle Isle Raceway for the Detroit Grand Prix XI parade (makes this Allanté special because not only was it driven on the brickyard track at Indy but was also driven around the new Belle Isle track in Detroit) – Dash above the glove box is personally signed by both Al Unser, Jr and Bobby Unser – Car comes with many display items – Currently has personalized Texas 10 year plates "LIL AL" – 36,775 miles – Excellent condition – Four owners but the current owner is the third owner as it had to be registered in Florida before he could register the car in Texas (gaps in ownership when it was displayed in a museum) – See pictures at <http://www.clcpotomacregion.org/93cadillacforsale.htm> – **Asking \$30,999 obo** – Buyer is responsible for all shipping costs – For more info, contact Nick Ferrantino at 713-802-9393 or pregomio@outlook.com – Car is located in Houston, TX



Editor's Note: If the car is not sold by May 1st, it will be donated to the AACA Museum in Hershey, PA to be displayed near the other car the owner donated, the 1977 Cadillac Seville once owned by the actress Betty White. Here's your final chance to purchase this historic vehicle!



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1993 Allanté – Only 53k miles – Two-owners of this Texas, no rust car – Always stored under cover – Very rare factory/dealer GOLD KEY package that accentuates the nearly perfect red paint with gold clad radiator wreath – Pininfarina script and crest on front fenders and Cadillac and Allanté script on tail lamps – Wreath and crest on center caps of chrome wheels – 295 horsepower North Star DOHC 4.6L V-8 engine runs smoothly for casual and high speed driving – Normal CD and "service ride control" problem (no, the shocks are NOT leaking)! – Beige seats are in perfect condition and it has NEW correct style carpet throughout – Upgraded air conditioner system with R134 and convertible top adjusted to original factory specs by Cadillac dealer – Recently replaced battery – Top of the dashboard has some stains from a previous a/c issue – Tires have approximately 7,500 miles – Both rear deck boot extension caps that are used when the convertible top is down are included (often these are missing – Original owner's manual, gold keys and maintenance receipts included – Current inspection and license plate are on car – Buyer is responsible for taking delivery of the car at Spring, TX – Assistance in loading will be provided or you can hop in and happily drive it to either coast – I have two of these cars (other one is Polo Green with slightly more miles): take both and get a package deal! – See pictures at <http://www.clcpotomacregion.org/93cadillac2forsale.htm> – **Asking \$13,500** – For more info, contact Paul Fellencer at lfc@pbfrealty.com or 281-528-6291 – Car is located in Spring, TX



1993 Allanté – Only 60k miles on this Polo Green convertible – Two-owners of this Texas, no rust car – Always stored under cover – Vogue spoke wheels with approximately 5,000 miles wear on the tires – Car performs nicely for local and high speed on the freeways – Frequently driven for commute to work, but now it is an extra car and needs an enthusiastic owner! – Has the normal CD and digital tachometer issues along with the "service ride control" message, (the shocks are NOT leaking)! – Beige seats and carpets are in good condition – Top is original and is showing wear as is the top of the dashboard – Recent work includes replacing the fuel pump, fuel filter, plugs, catalytic converter and exhaust pipe – Local Cadillac dealership upgraded the air conditioning system and replaced the heating module – Original owner's manual and original keys are included along with the receipts from original owner – Both rear deck lid boot extension caps that are used when the convertible top is down are included (often these are missing) – Current inspection and license plate are on the car – Buyer is responsible for taking delivery of the car at Spring, TX – Assistance in loading will be provided or you can hop in and happily drive it to either coast – I have two of these cars (the other is red with less miles): take both and get a package deal! – See pictures at <http://www.clcpotomacregion.org/93cadillac3forsale.htm> – **Asking \$8,395** – For more info, contact Paul Fellencer at lfc@pbfrealty.com or 281-528-6291 – Car is located in Spring, TX



NEW ARRIVAL 1993 Fleetwood Brougham – 175k miles – Adriatic blue with medium blue leather interior that needs work – Great ride – **Asking \$2,750 or best offer** – For more info, contact Ron Renoff after April 13th at 410-544-0001 or ronrenoff@gmail.com – Car is located in Severna Park, MD

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