

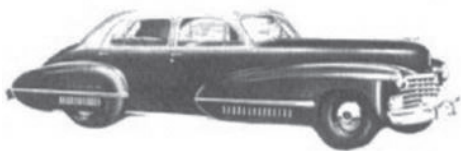


THE TALESMAN

The Newsletter of the Western New York Region of the Cadillac-LaSalle Club, Inc.

FALL 2007

"REMEMBER WHEN"



I came across this phrase yesterday... "FENDER SKIRTS." A term I haven't heard in a long time, and thinking about "fender skirts" started me thinking about other words that quietly disappear from our language with hardly a notice like "curb feelers". And "steering knobs." (AKA)



suicide knob. Since I'd been thinking of cars, my mind naturally went that direction first. Any kids will probably have to find some elderly person over 50 to explain some of these terms to you.

Remember "Continental kits?"



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COLLECTOR'S SOCIETY TO HOLD SWAP MEET

The Pan American 1901 Collectors Society will hold a Buffalo Collectors Swap Meet on October 6, 2007 from 9 a.m. to 5 p.m. at the Williamsville Historical Society, 5698 Main St. near Mill St. It will be limited to Buffalo related items only, such as Larkin, Roycroft, Buffalo Pottery, Pierce-Arrow and more.

For more information, contact Carl Burgwardt at 716-662-3853.

"The American mystique assumes that the impossible can be made to take place. It has often proven true, but it usually happens only after a period of self-criticism. If the automakers can understand the reasons behind their failure and be made to appreciate the necessity for drastic-even revolutionary-change, they may yet be able to salvage an indispensable industry, one that has been tied, pocketbook and soul, to the American experience." (*The Decline and Fall of the American Automobile Industry*, by Brock Yates. Empire Books 1983)





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Your name could be here!

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The Talefin is the official publication of the Western New York Region of the Cadillac-LaSalle Club, Inc. Opinions and editorials in The Talefin are not necessarily the policy of the club.

Mailing labels are updated to reflect region membership at the time of each issue. They are provided by Roger Libby, with assistance from our membership director, Dick Walther.

PRESIDENT'S MESSAGE

Greetings fellow Club Members:

We have recently enjoyed a very successful show at Keyser Cadillac, as I think anyone present would attest. Mother Nature smiled upon us throughout the entire day, and at one point I counted 56 beautiful automobiles at the show.

A large thank you to Keyser Cadillac for the use of the facility, the work the staff had to do to move all the cars from the front lot, and then return for business on Monday morning, and for the beverages and food. Thank you Keyser! Buy your next new car from Keyser Cadillac!

Our badge program is moving along nicely. We have already ordered and delivered 27 badges and we have several more on order.

If you would like a badge, please contact me at (716) 876-8386 or Frank Puma at (716) 874-3223.

Peter Arnold
President

CLASSIC LOGO



1933



Cadillac



*A*n indefinable something—more than luxurious appearance, or superlative craftsmanship, or matchless performance—places Cadillac in that restricted category reserved for products which are beyond all serious competition. Even the casual observer can sense this quality; but the full measure of its

meaning comes only to those who possess a Cadillac. In essence, it is expressed in the owner's unmitigated satisfaction—in his unqualified assurance that here is personal transportation in its nearest approach to perfection. Perhaps you are one of the many so eagerly awaiting delivery of new Cadillacs.

If so, we wish to assure you that everything possible, consistent with Cadillac's standards, is being done to get your car into your possession. But despite our best efforts, some delay in delivery is still inevitable. We feel confident, however, that you will wait with patience—because you are waiting for a Cadillac!

* CADILLAC MOTOR CAR DIVISION * GENERAL MOTORS CORPORATION *

Winners from the 2007 Keyser Cadillac Auto Show



Class 1

- First - Doug Seibert - 1938 Cadillac Coupe
- Second - Don Ulrich - 1940 Cadillac
- Third - Dick Lord - 1938 Cadillac Coupe

Class 2

- First - Frank Shattuck - 1958 Eldorado Conv.
- Second - Jeff Kuemmel - 1958 Eldorado Seville
- Third - Doug Seibert - 1958 Convertible

Class 3

- First - Tony Rivera - 1963 Sedan DeVille
- Second - Joe Mannarino - 1964 Coupe DeVille
- Third - Matt Serwacki - 1961 Coupe Deville

Class 4

- First - Peter Arnoldo - 1974 Eldorado Conv.
- Second - Laverne Wickham - 1972 Sedan DeVille
- Third - Elaine Marks - 1967 Eldorado

Class 5

- First - John Nuttle - 1984 Eldorado Biarritz
- Second - Patrick Cappa - Seville
- Third - Kevin Beamer - 1991 Sedan

**Dealer's Choice:
Frank Shattuck's 1958 Eldorado**

Winners from the 2007 Valley Cadillac Rochester Show

Class 1

Dick Walther - 1949 Convertible Coupe

Class 2

Doug Monroe - 1956 Coupe

Class 3

First - Tony Kuter - 1964 Cadillac
Second - John Cushman - 1959 Coupe

Class 4

First - Fred Burton - 1970 Convertible
Second - Peter Arnoldo - 1976 Eldorado Convertible

Class 5

First - Bob Barrows - 1978 Sedan DeVille
Second - Richard Roberts - 1979 Biarritz
Third - Stanley Rychlicki - 1985 Fleetwood

Dealer's Choice:
John Cushman's 1959 Coupe



(continued from pg. 1)



They were rear bumper extenders and spare tire covers that were supposed to make any car as cool as a Lincoln Continental. When did we quit calling them "emergency brakes?" At some point "parking brake" became the proper term. But I miss the hint of drama that went with "emergency brake." I'm sad, too, that almost all the old folks are gone who would call the accelerator the "foot feed."

Didn't you ever wait at the street for your daddy to come home, so you could ride the "running board" up to the house?

Here's a phrase I heard all the time in my youth but never anymore - "store-bought." Of course, just about everything is store-bought these days. But once it was bragging material to have a store-bought dress or a store-bought bag of candy.

"Coast to coast" is a phrase that once held all sorts of excitement and now means almost nothing. Now we take the term "world wide" for granted. This floors me.

On a smaller scale, "wall-to-wall" was once a magical term in our homes. In the '50s, everyone covered his or her hardwood floors with, wow, wall-to-wall carpeting! Today, everyone replaces their



wall-to-wall carpeting with hardwood floors. Go figure.

When's the last time you heard the quaint phrase "in a family way?" It's hard to imagine that the word "pregnant" was once considered a little too graphic, a little too clinical for use in polite company, so we had all that talk about stork visits and "being in a family way" or simply "expecting." Apparently "brassiere" is a word no longer in usage. I said it the other day and my daughter cracked up. I guess it's just "bra" now. "Unmentionables" probably wouldn't be understood at all. I always loved going to the "picture show," but I considered "movie" an affectation.

Most of these words go back to the '50s, but here's a pure-'60s word I came across the other day - "rat fink."

Ooh, what a nasty put-down!

Here's a word I miss - "percolator." That was just a fun word to say. And what was it replaced with? "Coffee maker." How dull. Mr. Coffee, I blame you for this.

I miss those made-up marketing words that were meant to sound so modern and now sound so retro. Words like "DynaFlow" and "Electrolux." Introducing the 1963 Admiral TV, now with "SpectraVision!"

Food for thought - Was there a telethon that wiped out lumbago? Nobody complains of that anymore.

Maybe that's what castor oil cured, because I never hear mothers threatening kids with castor oil anymore.

Some words aren't gone, but are definitely on the endangered list. The one that grieves me most, "supper."

Now everybody says "dinner." Save a great word. Invite someone to supper. Discuss fender skirts. Someone forwarded this to me and I thought that some of us that were a "certain age" would remember most of these.



WE'D LOVE TO HEAR FROM YOU

As a club, it is important for members to share their experiences that would be interesting to those who love old automobiles especially Cadillac's and LaSalle's. Here are some ideas to get you thinking about your article for our newsletter:

1. How did you find your car?
Is there a story that we all can relate to.
2. Interesting experiences with your antique car.
3. Restoration - What to Do and What Not to Do.
4. Trip Suggestions.
5. Experiences at car shows
6. Your views on the hobby, cars, judging, club, etc.
7. Garages, yours or a garage you saw that we would all love to have.
8. Why I like my model Cadillac, LaSalle.

Send your article to the editor who will be most appreciative as will the readership. Addresses are:

E-mail: brayjd@dyc.edu

Fax: (716) 829-7818

Mail: John Bray

631 Niagara St.

Buffalo N.Y. 14201

Or call me to discuss your ideas.

CLASSIFIED ADS

Classified ads will run for two issues and are free for paid up region members. All ads must include price of item(s) being advertised and **MUST** be Cadillac/LaSalle related. Business card size ads are \$50 for members and \$60 for non-members for one year (about 5 issues).



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NEXT MEETING

The next club meeting will be on September 10 at Sunny's Restaurant in Batavia starting at 1:00 p.m. It was moved back due to the Labor Day Holiday. For information, call Peter Arnoldo at 876-8386.



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CLASSIC QUOTE

"Frank knew that no man had ever crossed the desert on foot and lived to tell about it. So, he decided to get back in his car and keep driving."

- Jack Handey

FRANK C. PUMA

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