



THE TALENT

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

WINTER 2007

"IT WAS LONLEY"

by Bob Morris

Hershey 2006 was the year I wasn't sure I would make my annual trek to the AACA National Fall Meet. It wasn't that I had lost interest; it was just a case that I had a number of problems with my right ankle and left knee and walking was a problem.

My eldest son Paul lives in Denver and he indicated he was going to try to make it to New York so we could go to Hershey together. He made the trip in 2005 and we all know how that one turned out.

Paul arrived in Buffalo on October 3 and we left the next morning at 6 a.m. While zooming along Highway 15 near Lewisburg there it was, a 1966 Cadillac coupe parked by an Econo Lodge with a "For Sale" sign soaped on the windshield. "Look, a '66 Caddy', looks pretty sharp. It it's still there on our way home maybe we'll check it out," I said.

We arrived at the Hershey meet at high noon and within the first half hour ran into my friend Arthur Jones from Philadelphia. After a quick lunch with Arthur we headed over to Greenfield where we ran into Denny Powers (Power's Auto Care Center) and shortly after came across club member Jerry Puma. He said he had "escaped" from their flea market space and left brother Frank in

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DAGMAR BUMPERS MADE CADILLAC STAND OUT

Craig Fitzgerald, writing in the October issue of Hemmings, focused on "Dagmar Bumpers" and it was interesting to read that Cadillac had bumper extensions since 1946 and they grew every year thereafter. "In 1953, the bumper guards became much more bold, and stylistically significant. Harley Earl's idea... was that the bumper guards would mimic exaggerated artillery shells, in order to indicate speed and power."

They grew in size and in '57 had black rubber "pasties" and probably reached their peak on the '58 Eldorado. During the 60s, styling changed and the days of Dagmar bumpers were over.

Dagmar was as an early 1950s television personality who was well known for her pronounced cleavage as she was for her dumb blond character on the program Broadway Open House. Low-cut gowns and the shape of her bra cups, which were somewhat conical, further enhanced her attributes. Her measurements were 42-23-39. She also appeared on the Milton Berle Show and the Colgate Comedy Hour. Dagmar's real name was Virginian Egnor and she was quite amused by the tribute from auto fans who coined the name. She died in 2001 at the age of 80.





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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

Greeting Fellow CLC Members:

The dawn of another Western New York driving season will soon be upon us and it will be time to rouse our sleeping beauties from their snug winter slumbers.

We are well into the planning stage for this season's events and we already have the date of our Spring Brunch: Sunday, May 6 at the Grand Island Holiday Inn.

The annual Cadillac-LaSalle Show will be on June 24th at Keyser Cadillac.

We are canvassing the membership to see how many of us would like to have a nametag to wear to our various events. The overall cost of the badge is expected to be about \$5.00. Members will pay \$3.00 per badge and the club will pay the balance for each badge. (We have the list of those members who signed up at the Salvatore dinner, an event which all of us who attended thoroughly enjoyed!) If you wish to order badges, please call me at (716) 876-8386

We are also working with club member Mike McNamara to update our club Web site at www.thetalefin.com <<http://www.thetalefin.com>> We hope to be able to use the site as a message board for meetings, events, club history, pictures of our various shows and any other items of interest to club members.

Looking forward to seeing all of you at our Spring Brunch on May 6 and the Keyser Cadillac show on June 24.

Till then, DRIVE SAFELY.

Peter Arnoldo
President

CLASSIC LOGO



1947

One out of *Two*
 knows this
 to be *True!*



*The Sixty Special, as illustrated, \$2115**

THE NEW

CADILLAC

SIXTY SPECIAL

ONLY TWO YEARS have passed since the first Sixty Special appeared—scarcely time, you would think, for a car to get far in the world. Yet, today, in the field above \$2,000, *the Sixty Special is the choice of one out of two!* ¶ You don't need to look far to discover the reason—no farther than the nearest owner. For it is he, and his fellow-owners, who have won the Sixty Special its great following, by spreading the simple truth about this car. ¶ He'll tell you—and *prove* it—that the Sixty Special does more things to warm an

owner's heart than any other car built today. No other duplicates its comfort, vision and roominess. And this dynamic car is just as inimitable in the way it runs, handles, and rides. ¶ Take the word of owners—once you drive a Sixty Special nothing else will do. If you want first-hand evidence of this fact, just call your Cadillac dealer. He'll gladly let you and the Sixty Special settle the matter between you.

*Have you seen the lowest-priced Cadillac
 —the new Sixty-Two?
 It's a great car and a great value!*

*The Cadillac Motor Car Division builds LaSalle, Cadillac and Cadillac-Fleetwood cars. Prices begin at \$1240 for the LaSalle Series Fifty Coupe *delivered at Detroit. Transportation based on rail rates, state and local taxes (if any), optional equipment, accessories—extra. Prices subject to change without notice.*

Ice Breaker Brunch



Where: Holiday Inn
100 Whitehaven Rd.
Grand Island, NY 14072

When: May 6, 2007 • 11 a.m.

Our Second Spring Break

Now it's time to dust off our Cadillacs after their winter slumber. Our brunch will be a breakfast buffet with all the usual breakfast menu items including an omelet bar with the omelet of your choice. **New this year: Door Prizes.**

Guests are welcome.

The cost is only \$10 per person which includes tax and gratuity. Complete the form below, enclose your check payable to: The WNY Region-CLC, and mail it to Bob Morris, 280 Belmont Ct. East, North Tonawanda, NY 14120. You may also at the door but be sure to RSVP to Bob Morris at 694-9830, no later than April 25, 2007 so we can notify the Holiday Inn as to the number of attendees.

Directions: Take the I-190 to Grand Island, take exit 19 on Grand Island which is Whitehaven Road, go four mile east on Whitehaven to the Holiday Inn.

Reservations by April 25, 2007

MAIL-IN RESERVATION FORM

Name _____

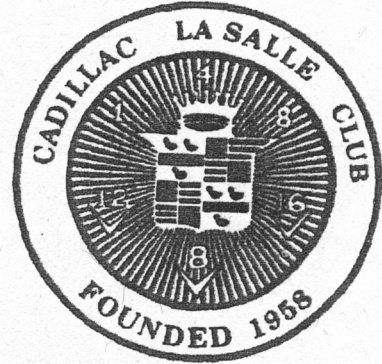
Address _____

Telephone _____ E-mail _____

Choose one: Check enclosed Will pay at the door

**18th ANNUAL WESTERN N.Y. REGION
CADILLAC-LASALLE CLUB
INTERNATIONAL CAR SHOW
SATURDAY, JUNE 24, 2007
11:00 A.M. TO 3:00 P.M.
HOSTED AND SPONSORED BY KEYSER CADILLAC**

THE SHOW WILL BE HELD AT KEYSER CADILLAC
4130 SHERIDAN DRIVE, WILLIAMSVILLE, N.Y.
(TAKE THE SHERIDAN DRIVE EXIT FROM THE
I290 AND GO 1 BLOCK EAST)
DASH PLAQUES TO THE FIRST 75 CARS
DOOR PRIZES FOR PARTICIPANTS
SPECIAL PLAQUES WILL BE AWARDED FOR
FIRST, SECOND AND THIRD IN EACH OF FIVE
CLASSES AND ONE BEST OF SHOW AWARD



CLASS 1 1903-1949
CLASS 2 1950-1958
CLASS 3 1959-1964
CLASS 4 1965-1976
CLASS 5 1977-1997

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**PRE-REGISTRATION \$8.00 PER CAR
DAY OF SHOW \$10.00 PER CAR
SHOW IS ON RAIN OR SHINE**

MAIL-IN ENTRY FORM

NAME _____

ADDRESS _____

MAKE (CADILLAC OR LASALLE) AND YEAR OF CAR _____

CHECKS PAYABLE TO WNY-CLC

MAIL TO: DICK WALTHER 141 SHALE DRIVE ROCHESTER, N.Y. 14615

(continued from pg. 1)

charge. After checking with Jerry where their space was we pressed on. "Dad, is there anyone here you don't know?" my son said.

The weather Thursday was absolutely great. It did rain that night and although the rain stopped, Friday was cool, windy and overcast. Saturday morning, the day of the car show, it was somewhat better, much better than in 2005.

We left Hershey about noon on Saturday and before getting on the road decided to spot and get something to eat. At the restaurant we ran into another club member, Dan Marinola, who also was on his way back home. After lunch we headed north on Highway 15 and wouldn't you know, the sun came out and it got warmer. By the time we got to Lewisburg it was really nice weather and, the '66 Cadillac was still there. A 'plain Jane' Calais Coupe, big, green, and it appeared to be in very good condition. The car was sitting next to a commercial facility next to the Lodge but the facility was closed. I took the phone number that was on the windshield and we headed home.

Paul returned to Denver and I had made contact with the owner of the Cadillac and planned to go to Lewisburg to check it out on October 12 with Frank Puma, who agreed to accompany me. We left at 6:00 a.m. and arrived in Lewisburg about 10:30 a.m. and contacted the owner who said the car had been moved back to his shop. It was located in a very rural area and I'm glad it was daylight. The car was nice, with 75K miles on it; fairly low mileage for a 40 year-old vehicle. The owner had purchased the car from the second owner and it was as straight as a dime and still wearing its original paint.

He said it was so thin in places the primer was showing through. He had painted the car and took care of a few other items, but other than that nothing else had been done. It still had tires on that Sears installed in 1978, 20,000

miles ago. The Cadillac was put on a lift so we could look underneath and after checking everything we could think of the owner brought it down and we went out for a road test. Other than the brakes being a little touchy, the car ran very well. After the test I was still undecided and told the owner I would think about it.

The more I thought about the car the more I thought I should go ahead and buy it so I called the owner and made an offer which he accepted. I left on October 21 along with Denny Powers and his friend Rita. The owner met us right off the exit from Highway 15 with the car and title and the transaction was completed. We were getting gas and wouldn't you know, someone pulled in and wanted to know what kind of mileage the car got and what it was worth. How many of you have heard those comments about your car?

The car ran fine all the way home and ran better the further we drove it. As I let Denny off he said "It's a good thing you bought the car because if you didn't I was going to."

I drove the car for the next week, changing oil; filter and air filter and installed new wiper blades. The more I drove the car the better I liked it. It's tight, no rattle and runs strong.

Why the title, "It was Lonely"? I couldn't believe that this Cadillac was sitting there exposed to all the traffic to and from Hershey and it didn't attract too much attention. I thought it should be in the company of other Cadillac's and if I bought it I could put it in the garage along side the '27, the '94 and '98 Cadillac's and it wouldn't feel neglected. It may be equipped as a "Plain Jane" but it is still a Cadillac. Besides, it's a coupe that will easily carry nine people, three in the front, three in the back and three in the trunk.



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 is Saturday, April 7 at Sunny's Restaurant on Main St. in Batavia at 1 p.m.



CLASSIC QUOTE

"The reason American cars don't sell anymore is that they have forgotten how to design the American Dream. What does it matter if you buy a car today or six months from now, because cars are not beautiful. That's why the American auto industry is in trouble; no design, no desire."

-K. Lagerfeld

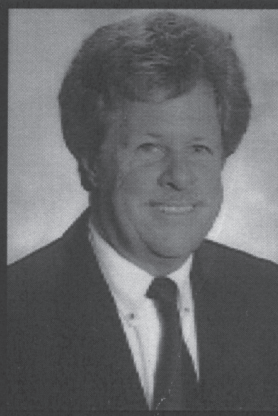


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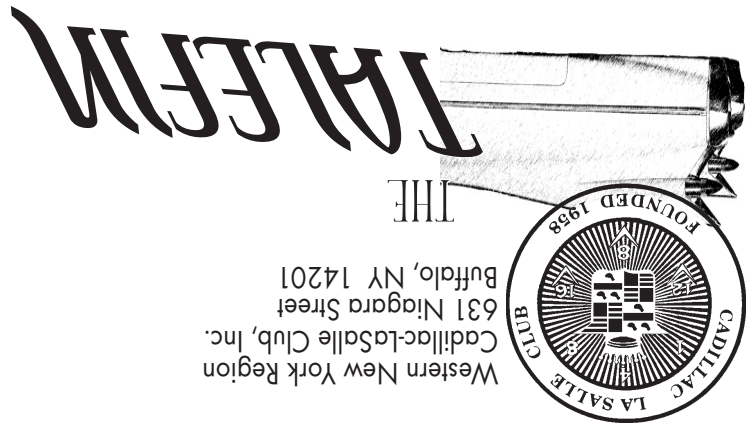


"There it is again, Louie. Didn't you hear a car honk?"

300 Broadway, P.O. Box 442, Buffalo, NY 14205-0442

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