



Luxury in blue

RONdezvous

Cadillac

FINZ Magazine Editor: Ron Melville, Life Member 2023

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Contributions to: finzmagazine@gmail.com

The Editor reserves the right to accept or reject any contributions.

Deadline is 20th of each month

Welcome to the New Year, 2024 and a new-look and layout!

Yes, I have reverted back to the landscape style making for bigger images and lots more 'white space' so send in your amazing pics and a few words about your ride! The more pics, the more chance I can make yours a feature!

With our first 2024 issue, Wellington Member, Bain Webster's beautiful dark blue Eldo features on our first cover of the year. A stunning pic I took at our 50th last year.

For the newer members who have joined in the last few months, welcome aboard. Our club is as active as what you wish to make it. Tap your Regional Delegate on the shoulder and ask when your next outing is OR ask whether you can organise an event or run yourself. And it goes without saying if you are out on that run, let me know how it went. Send me pics and a few words.

This year as a salute to the *French* Cadillac and LaSalle names, you may have noticed that the month name is dual titled in French. Elsewhere in this issue is coverage on the back-story of LaSalle.

Over the next few months we should learn about where our 51st NZ Cadillac Nationals will be held. If you have an idea for a venue where we have not been before, then drop me a line. Over the next 18 months all clubs in NZ will have to update their constitution (our Rules). Our's is printed in the Annual Membership Directory. If you have any suggestions for changes/ updates or additions let me know. The club Executive will keep everyone posted on what is required in due course. The NZ Federation of Motor Clubs (FoMC) has been very proactive in advising its members (which the NZ CLC is one) of the new Government-directed changes to date and we will hear more in the future.

Elsewhere in this months issue are details of what our Global Family has been up to. There's a feature on an amazing restoration. Kevs Caddies is back with a centre piece that will knock your socks off! Another re-cap from our 50th, this time, a visit to Denis Bullocks 'Cadillac Cave!'

Until next month, cruise safely out there and enjoy summer, Ron - Editor since 2009.



E

ldorados have always held a special place in the Cadillac lineup since the 1950s.

Designed to pitch themselves above the other models they brimmed with style.

So it follows that Wellington member, Bain Webster's '73 carries that torch with his super stylish convertible finished in a very dark blue. Enjoy the style.





Our GLOBAL Family

AUSTRALIA - Hi Ron. Thanks for all your great work during the year, and many thanks for your support to myself and Gudie, we love all the stories and bits and bobs (thats Aussie). We hope you and your family have a great Xmas and New Year we look forward to seeing all the new year's magazine. Best wishes to all our Caddy families over your way. Kind regards, Chris and Gudie [Ha ha. We say 'bits and pieces!' LOL. Love your collection especially Marilyn! Best, Ed]



At recent Annual Shannons show in Melbourne

Hi Ron, I hope you are well. I thought to send to you some photos that may interest you. Two very recent photos feature New Zealand's King of Rock'n'Roll, Johnny Devlin, at a radio station Christmas Party. I am to his left and on his right is a radio presenter, Des Mott. The other photo is of Johnny's Mercedes and my Seville. It was pure chance that I was able to park behind his car. Unfortunately I didn't have my camera and only a mobile phone camera. The radio station is a local community one. It is VOX FM 106.9 The Google address should be voxfm.org.au The station plays great music from the 50's onwards. Johnny is 85, Ron, and he does look well. He is looking after himself medical wise. One day years ago when Johnny was on air he and Des anointed me "Cadillac George". That is how I am now referred to by Des when I phone him on his program. Other listeners have different monikers. It's quite funny. Thank you Ron. Kind regards, 'Cadillac George' aka George Akele. [Graet story 'CG!' Wow, Johnnie looks very well, our regards to him from the NZ Cadillac Club - Best to you all, Ed]



Top - From Left, George, Johnny and Des. Below "Car of the King and Cadillac for Kings!"

EUROPE - Hello Ron

No snow in the part of France we live . Winter is 0c° to - 5 c° exceptional . Blue sky , sun and sometimes high winds @ 120 km /hr Thanks again for making a great magazine, the glue that members stick together! A saying of past CLC USA Presd and co Editor of the La Salle book Ron Van Gelderen. Attached two more pict's from the Lyon, France car show. For the French CLC it proved that taking action by presenting the club to a big public brings new members. All the best for the new year to everybody Hallelujah ... Your past Director of European aff's , Dirk V8D [Hi Dirk, always great to receive your emails. Looked like a great show, well done to all - Ed]



IRELAND - Hi Ron, A wonderful read as always! great to see what Dirk - and family - are up to (yes, as above!) Looked a great car show. I've actually been to Cadillac also - It's on the way to my sister in law's from the airport in France! Happy Christmas to you and yours - enjoy the festive season. Best regards, Nick Stratta [Great to hear from you Nick nearly at 'top of the world!' All the best to you guys too - Ed]



Our GLOBAL Family

NEW ZEALAND - Taupo - Good morning Ron, Something has been niggling at me; realized that I had meant to message you earlier to thank you. I'm just so pleased and Bruce would be too, your memorial to him is so much appreciated. He just loved his cars and so enjoyed sharing them with everyone. And he enjoyed other people's vehicles as well. No matter make or model, though as you point out he was surely a Ford man.

The Caddy is a much loved member of the family; she has recently had a WOF; passed fine but with a nudge from our mechanic, that there would need to be work possibly before the next warrant. So maybe I will need to find out where to source parts if needed. I am hoping I can keep her.

So once again Ron, thanks for your kind words; and again if you are next down this way, don't forget to call. Regards Trish Jefferies [Hi Trish, so nice of you to drop me a line. Bruce was one of those 'down to earth guys who as you say loved his cars and you could feel his passion in the way he spoke about all of his! Drop me a line anytime there is a part required. Between our Global Family, I am sure we can source what the '66 needs. Kindest regards, Ed]

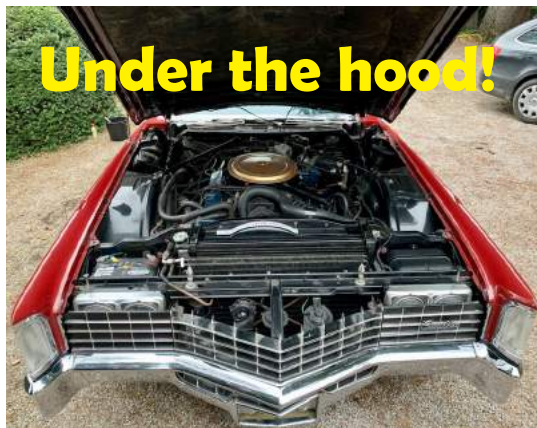
Auckland - Hi Ron, seasons greetings to you and I wish you a prosperous New Year. Finally a pic of all my classics together, and also for the first time! Would you believe? For daily drivers my partner Nini and I share a Cadillac CTS wagon and a C6 Corvette. I just can't get enough of American cars, and won't be stopping here. Enjoy your break. Best Regards, Steve Barker [Hi Steve. You too are a man passionate about his cars and such a variety. Love the Desoto! Ed]



The Steve Barker Collection! From Left: (Pink) Desoto, '59 Caddy Seville (ex Thrupps, Tauranga); Buick Riviera; Olds Toronado; Ford V8 Coupe.



More of Steves collection. Above Left - a close-up of this smart Desoto - a classic Mopar masterpiece from the 50s. Right - Steve tells me the Seville has received a few updates and refresh. At left corner, Steve and Nini's daily driver, a CTS Wagon. They too will become classics in their time as few Wagons were sold in NZ.



Under the hood!

Brainstorming solutions for issues under the Hood and in other places for your Caddy or other old car!

Write to the Editor and share your successes!
finzmagazine@GMail.com

Recently I had a conversation with Auckland Member, Steve Barker about starting issues with one of his old cars.

He told me that a new device called a 'Fast' electronic ignition system (made by a member of the Edelbrock family of companies) had cured one other of his cars and he is keen to use it again.

Steve went on to say "Hi Ron, yes, that's the one. I run an MSD on my '39 coupe, and Pertronix on the Riviera and Eldorado.

My Desoto was one of the hardest cars to start that I've ever owned. I gave the distributor, cap and leads to Steve Moore of Muthas magnetos and he converted it to "Fast" electronic system. There is a separate box which we concealed under the battery box. The Desoto is now my best starting car. You barely hear the starter motor. I will eventually convert the whole fleet to "Fast", as issues arise. Steve

Moore advises that he has never had a failure in the hundreds that he has fitted. I understand a number of these installations have been replacements for other failing brands. Cheers, Steve Barker". [Thanks Steve, a great heads-up that many a member might look into. Steve Moore's details are below:

Steve Moore of Mutha Magnetos. 021-2163-148 I am sure he'd be pleased to hear that Steve Barker of The NZ Cadillac Club recommended his services.

steve@muthamagnetos.co.nz

<https://muthamagnetos.co.nz/>



AND you may remember my windscreen that was hit by a rock enroute to Wellington for the 50th? The great people at Novus in Wellington City helped me out with a 'resin-fix' which stopped the severe impact spread like a spiders web! Upon getting home I made a claim with my insurers and they recommended a couple of Tauranga windscreen installers to choose from. Novus was one of them, so I made contact with The Mount branch giving my Caddy details. I expected to hear back with the reply 'We will have to enlist your help to source a replacement screen'. So it was a complete surprise to hear back two days later to say they had sourced two screens in NZ (they didn't know which one would fit best) and would have them shipped to Tauranga and when can I come in and have the new screen fitted?! 'What the f... itment!' Within a week, my Calais received its new screen and I mean, brand new. Not even a mark or a blemish. It even came with the 'tint band' along the top, just like my old one!

So a big SHOUT OUT for Novus. They certainly delivered here in The Mount and previously in Wellington. Someone in NZ must keep a stock of American screens somewhere! Below, the 'hit' and the new screen. Ed



From Top Left - the initial rock impact, the damaged screen. Resin fix at Novus Wellington and what appears to be a brand new screen installed.

Please feel free to make a contribution to this worth while column that may help others remedy or improve their old car ride.
Send a few lines (photos also helpful) to finzmagazine@GMail.com



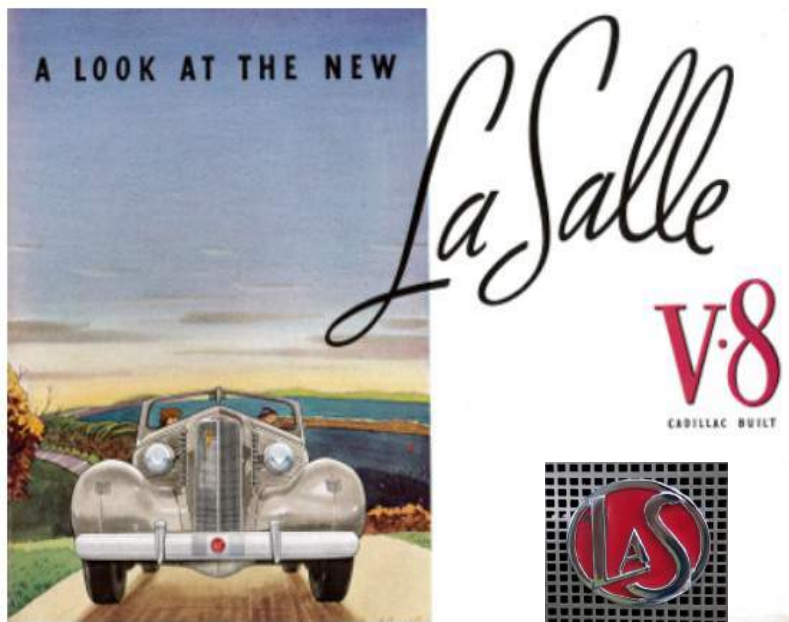
Hundreds of old cars and trucks gather at Sulphur Point (down by The Port) for the mandatory cruise to the Fraser Cove Shopping Centre car park where the public get to enjoy all that's good about old cars and are invited to donate a toy or cash to this special 'Christmas cause'.



Another fun time was had at the beginning of December by a number of Tauranga members joining the Annual Charity 'Toy Run', an event that seems to grow bigger year by year. One of the drawcards for me personally is I get to see something I had never seen before. If you are ever in Tauranga at the beginning of December, you and your ride should tag along. Enjoy a few photos. Ed.



There were a few interesting 'pantina' examples this year, amazing T-buckets and lovingly restored others like this Trans Am, T-Bird, Mercury Comet and Pontiac which was yet to have its interior completed. Of interest for me was this unusual Chrysler Cordova. A fine example too.



Welcome to LaSalle

It is surprising, how many members (and non) I come across who have no idea how LaSalle fits into the Cadillac family.

To turn back in time, Cadillac, had been formed from the remains of the Henry Ford Company in 1902 and hence this is why we are part of the 'Ford Family Tree', not once but twice (read next column). And Cadillac itself was purchased by GM in June 1909. GM was created by the entrepreneur, Billy Durant.

LaSalle was introduced by GM for the 1927 model year to supplement Cadillac. It was one of the many new "companion cars" that were introduced by GM and some other car companies as a 'lower-cost' brand to boost the 'parent car company's' coffers.

Like the Cadillac name (a French explorer, chosen by company founder, Henry Leland), LaSalle too was a famous French explorer. Robert de La Salle was best remembered for sailing the length of the Mississippi River and claiming the lands around it for France, thus creating the territory of Louisiana, which he had named La Louisiane after King Louis XIV.

The companion makes were introduced to supplement their 'parent brands'. Hence LaSalle, in the 1927 model year for Cadillac; Marquette, in 1929/ 1930 for Buick; Pontiac, in 1926 for (then) Oakland; and Viking, in 1929 for Oldsmobile. Chevrolet, did not receive a companion make. With the exception of Viking, each of the companion makes were price-slotted below their "parent make pricing structure". However the program is generally considered a failure. Sales of Vikings and Marquettes were low during the Great Depression and the brands were discontinued by 1931. LaSalle lasted longer, weathering the Depression until it too ceased production after 1940*. Pontiac's immense popularity led to the discontinuation of Oakland after 1931 whereby Pontiac continued for another 70+ years until its discontinuation in 2010 in the aftermath of the Great Recession in which the great GM itself suffered significant headwinds! *Some commentaries suggest that LaSalle was so successful and loved, it took too many sales away from Cadillac and became a threat to the parent brand and was axed as a result!

Two other car companies saw fit to launch a 'companion car' at the time. REO launched the 'Wolverine' in 1928 but it only lasted two years. Marmon also had a 'Little Marmon' but it too faded.

It is well known that the LaSalle actually kept Cadillac afloat in the depression years when most high-end Marques succumbed to the Depression. During the thirties, Duesenburg, Pierce-Arrow, Cord, Marmon and many others simply evaporated.

Two other well known marque identities of the time, Lincoln and Packard survived the 1930s.

Henry Leland, founder of Cadillac left the company around 1915/17 to form 'Lincoln', named after former US President Abraham Lincoln (Leland apparently loved heroes!). Like Cadillac, it too was a high-end calibre car and in the 1920s Lincoln was acquired by Edsel Ford of The Ford Motor Company so that the brand had a recognised luxury example amongst its ranks. Lincoln was Fords "Cadillac!" The funny thing was though, both Cadillac and Lincoln were created by one man, Henry Leland! Hence, another 'branch' grew on the Ford Family Tree! Meanwhile, Packard struggled through the decades finally merging with Studebaker and AMC in the 1950s where the name finally came to an end. Ed.





From the Editors seat!

Happy New Year! From where I'm sitting my vision is clear, maybe because of my new windscreen! Jokes aside, I hope you enjoy stepping back into the past with the landscape layout of our beloved *FINZ* Magazine for 2024. One thing for sure, it is far easier to work with large photos!

I came across this cool video courtesy of *DRIVEN* magazine I subscribe to. It also has a weekly auto print liftout in the Saturday Edition of *The NZ Herald*. Simply 'Google' *DRIVEN* to hook up (remember it is the NZ publication you want). Anyway click on this GM spoof!

<https://www.google.com/search?client=firefox-bd&q=Dr.+Evil+and+GM+EVs#f-pstate=ive&vld=cid:512b683a,vid:Sm-8112dYZug,st:0>

You will see a few familiar faces!



The following exhibition caught my eye.

New exhibit at the Savoy: 'Renderings – Advanced Drawings of Wayne Kady GM Designer'

The Savoy Automobile Museum announced the opening of its latest exhibit, *Renderings – Advanced Drawings of Wayne Kady GM Designer*. A glimpse at the new exhibit, "Renderings – Advanced Drawings of Wayne Kady GM Designer." Savoy Automobile Museum for picture, Cartersville, Kady GM Designer. Wayne Kady began his career as an automobile designer in 1961 and spent 38 years designing for Cadillac and Buick before retiring in 1999. This exhibit showcases the renderings, artwork, and cars of Kady. Vehicles featured are a 1967 Cadillac Eldorado (On loan from Wayne Kady), 1972 Cadillac Fleetwood Eldorado (On loan from Wayne Kady), 1984 Cadillac Seville (On loan from Wayne Kady), 1966 Cadillac Eldorado Convertible (On loan from Fred & Nancy Meinberg, Royal Oak, MI), and 1996 Buick Roadmaster Estate Wagon (On loan from General Motors Heritage Collection). Visitors can enjoy the exhibit now through March 3, 2024. The Savoy Automobile Museum is open to the public Tuesday – Sunday, from 10:00 am - 5:00 pm. Admission to the museum is complimentary for members. Non-members are \$15 for ages 13 and older, \$5 for youth ages 3 - 12, and complimentary admission is provided to children 2 and under and active military with ID. The museum is located at 3 Savoy Lane in Cartersville, GA. For more information, please visit www.savoymuseum.org Article from Ed's own Old Cars feed. Go to www.oldcars.com for always great articles and images about old cars.



Like looking through a prism.
The Wellington sign at the 50th

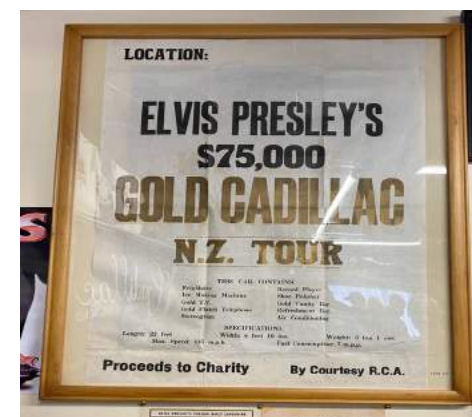
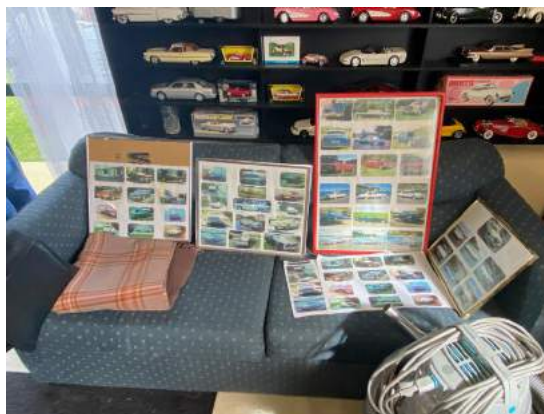


One of the highlights for the writer and many other non-Wellington members was a visit to long-time CLC NZ member, Denis Bulloch's 'Cadillac Cave!' Denis is well-known for owning one or two Cadillacs in his past plus a few other brands of great American Iron! It was an absolute delight to visit his 'Man Cave' in the Hutt! The photos here do not do justice to what was on display in an immaculately organised and laid-out (mainly Cadillac) collection! Ed



Yes, it is on the fence outside!

Below, a T-shirt from the CLC NZ's 25th in Masterton



Just some of Denis' substantial collection of Cadillac, old car, trains, ships and much more memorabilia! CLC NZ Vice Pres. Jason Curry recently posed the question 'Is there anywhere to preserve the 50th momentos for all time and what about the likely thousands of CLC NZ members collectables around the country? Does anyone know of a safe, dry and secure place we could store everything that all members could access and view? If anyone has a solution, drop the writer a line at: finzmagazine@GMail.com

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any of us Cadillac members also own and enjoy other brands too, some sharing the same garage space! Of course many Caddy members also have good taste owning a Mopar, T-bird, Lincoln, even the occasional Australian-made icon or a 'upper-lip' British auto!

For me, just my Calais but I love 'minding' a Fleetwood and a one-owner, 26,000-mile Lincoln!



It takes a brave soul to take on this challenge!

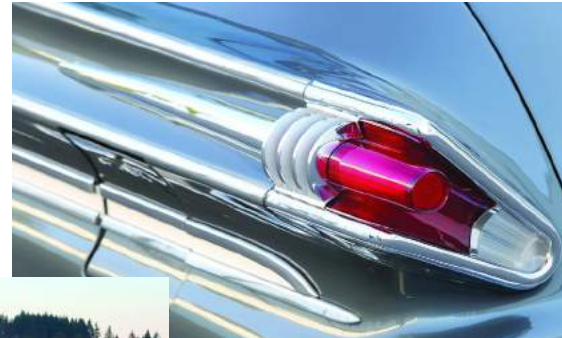


The Seller even threw in some old family photos!

I also love Station Wagons. The bigger, the better and if it has fake wood siding, I am looking closely. Whilst I have a mutual respect for Resto Mods, Rods and Rats, nothing spins my wheels more than 'as original as you can present it' - be it a massive resto, 'soft resto' or a fair dinkim original (some pantina examples are ok). So when I read over Xmas of a massive resto on a Mercury Voyager Wagon (of which maybe only a few are now in existence) it definately tweaked my interest. Click on this LINK to read my Hemmings feed. [Restoration Of A Rare 1958 Mercury Voyager Two-Door Station Wagon](#). Enjoy the photo selection here and sign up to www.hemmings.com today.



From far Left - Yellow on black plates. Lifting is a team effort. Sandblasting all but the roof which was too far gone. A donor car provided a better roof. New floor pan



The finished product. Look at those tail lights! Amazing lines and so rare



KEVS Caddies is back with vengeance in 2024!

(Recommended by Pam [Christine's sister] as a 'must view!')





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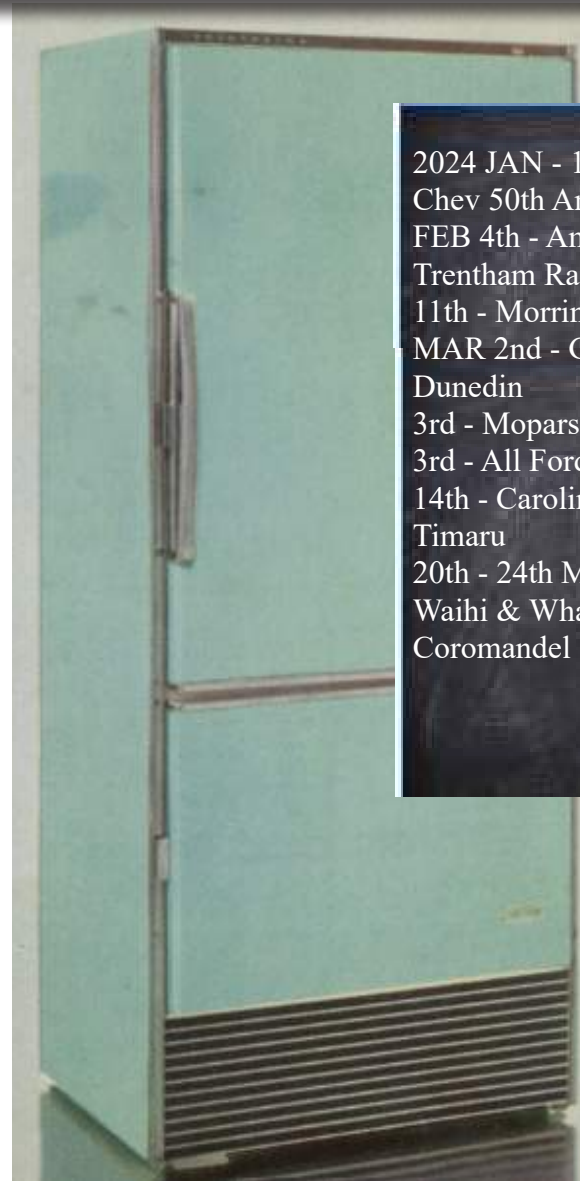
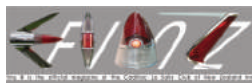
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10 Regions across NZ
9 Active



2024 JAN - 19th - 22nd Wgtn
Chev 50th Anni Upper Hutt
FEB 4th - American Vehicle Day
Trentham Racecourse U/Hutt
11th - Morrinsville Motorama
MAR 2nd - Great USA Day -
Dunedin
3rd - Mopars in Morrinsville
3rd - All Ford Day, Tauranga
14th - Caroline Bay Rock & Hop,
Timaru
20th - 24th March - Beach Hop
Waihi & Whangamata/
Coromandel

2023/24 CLC NZ Club Officers

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Tail Lights

Featuring the Best Tails in Town!



Alongside Lucy, 'Marilyn' is one of the most famous Caddies in Australia!