

fiNZ22

A P R I L



C
T
S
= Classic Touring Style!

Rendezvous!

Hi everyone and welcome to another edition of FINZ!

Hot off the Press as I go to print (so to speak) is details of our 49th Cadillac Nationals that have just been released! Hard working Dave and Kay Corin (of the BoP and who graciously took up the challenge to organise this years event - a salute to you guys!) have announced our event will be held November 3rd to 6th. Have a read of Kay's flyer attached and it looks as if we will have a busy and exciting time!

What was it like touring the USA in 1957? Have a read of this terrific article. Love the pictures!

The Cadillac CTS is a modern-day icon. It has found favour with many Kiwi members and has become the desire of many more Australian members. Have read about what makes them so popular. Thanks to Keith and Cheryl Goble (of The 'Naki) for sending me an awesome pic of their CTS that appears on this months cover! Love the pearl white colour!

As always, lots of other interesting tit-bits from around the country and globally. A really 'cheesy article' from the BOP. Another postcard from the 1995 AGM - recognise any faces? A further instalment of Ian Currie's (Taranaki) US trips from decades ago in the '80s and '90s. Kev shares with us some more great photos of old Cadillacs and other superb and/or unusual old cars - some we can only dream about!

Lastly my apologies for the poor quality Seville feature that came about last month. Sometimes they look great on my screen and end up looking crap in final print. If anyone wants a copy of the originals I have, just drop me a line. Can email or snail mail to those snail mail subscribers with your next mag.

I understand that many members have either had or are having to isolate right now due to Omicron. Take care, keep safe and get well soon so we can enjoy your company at this years Caddy Nationals which means not long to the BIG 50th Golden Anniversary!!! - Ron (Ed)



FINZ Magazine Editor: Ron Melville

Recipient of (CLC) The Yann Saunders

International Activity Award 2013

The Maurice Hendry Award for Excellence in

Journalistic Contributions - 2015

International Newsletter Excellence Award - 2015

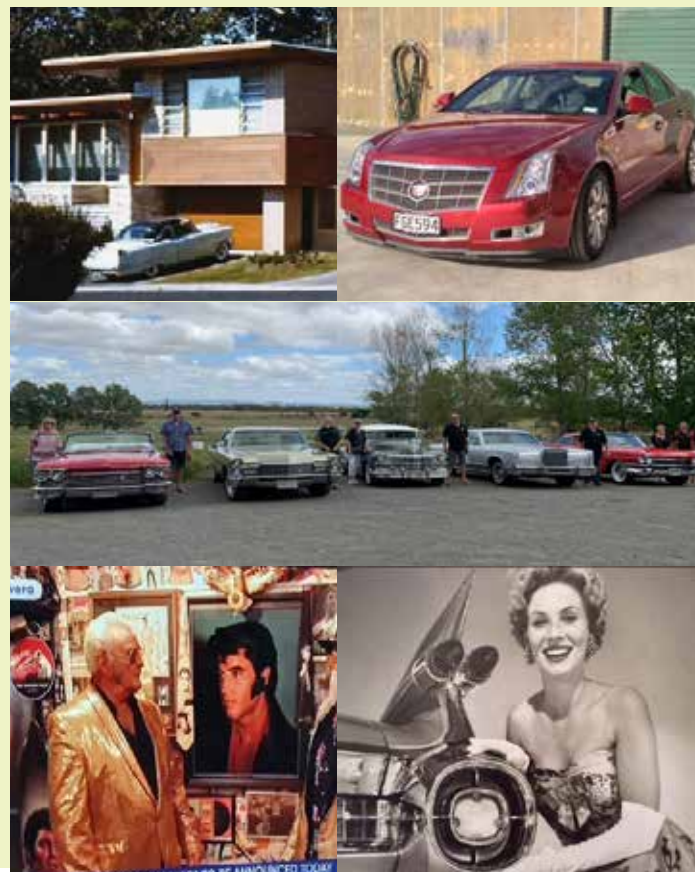
Old Cars Weekly ~ Golden Quill Award 2011,

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Contributions to: finzmagazine@gmail.com

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

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We formed our New Zealand club in 1973 and celebrated our 40th Anniversary in 2013 making us one of the oldest Cadillac clubs in the world.
We are proud to be an International Affiliate of the world-wide Cadillac LaSalle Club of the USA - itself formed in 1958.



A FINZ Special Feature

FEATURE ARTICLE - Auckland, Rex Findlay sent me this splendid article titled 'Touring America in 1957'. It is one the best I have seen and I am proud to share it with you.

This article captured my immediate attention and it reminded me of my early school days in the 1960s when some of my Primary School teachers brought along to class their 'yellow and black' *National Geographic* books that contained lots of articles about America, but best of all, I liked looking at the car ads! Yes, the (then) modern American automobile car ads. Full colour. The Chevs, Fords, Chryslers and Cadillacs - even a few foreign makes like VWs! Many of our school reading books were US-published and mainly featured the American way of life and recreation like driving the Ford Ranchwagon down to the lake to do some trout fishing from the dinghy and spending the night in the log cabin! Swandri-type check shirts and jackets feature vividly in my mind. To top it off, each Sunday night I was exposed to a family episode of *Disneyland* and the narrators smooth velvet voice describing the Grand Canyon or the Rockies wilderness. Again, a few cool old American cars, pick up trucks and occasionally a chrome Streamliner caravan would feature as would a *Greyhound* bus. Is it no wonder with all the American-flavoured lifestyle I was exposed to as a kid that I came to be immersed in old American cars and culture!

So when I opened Rex's email and viewed his attachment, I knew this was an article that just had to be shared! There is even a few Cadillacs featured on the pages you will see in issues to come.

I hope you enjoy it as much as I have. How simplistic it was back then in 1957 - not that as a one year old, I can recall it then, but give me seven more years to understand things and I knew what the 'star-spangled banner' was all about! Ed

The year was 1957. Most of us weren't old enough to drive yet, but we couldn't wait to get behind the wheel of our own car. It was the beginning of the greatest period in US automotive history – a time when the debut of new cars in the showrooms was one of the biggest events of the year. Life was good and America was prosperous. World War II was twelve years in the past and the Korean War had been over for four years. President Eisenhower had signed the Interstate Highway System into law and freeways were under construction all over the country. America was on the move.

The pages that follow are an abbreviated trip back to 1957 and some images of what life was like at a time when people were discovering this great country, getting out on the highways to explore not only the beautiful geography, but to engage in new forms of recreation. Crossing the United States from Maine to Southern California and from the Pacific Northwest to Florida, this brief peek in the rear view mirror brings back some fond memories of days when a few bucks went a long way; when people were proud of their country; and when summertime was a time for discovery and adventure.

American cars were stylish, comfortable, powerful, and colorful. And, for most people, they were affordable. A new car carried an average price tag of under \$2400. A good used car could be purchased for under \$500. Gas was \$.24 per gallon, and rent was an average \$90 per month. Though most families thrived at just \$5000 per year, women were entering the work force, so average family incomes were climbing to \$10,000 per year or more, and families were beginning to take advantage of a booming new segment of the post war economy – recreation.

We're going to take a little ride across America now, and hopefully the journey will bring back some pleasant memories of the days when we were young teenagers, seeing the world, not on the tiny screen of a cellular phone, but firsthand as we lived it to the fullest. Regardless of where we grew up, there was so much to see and do.



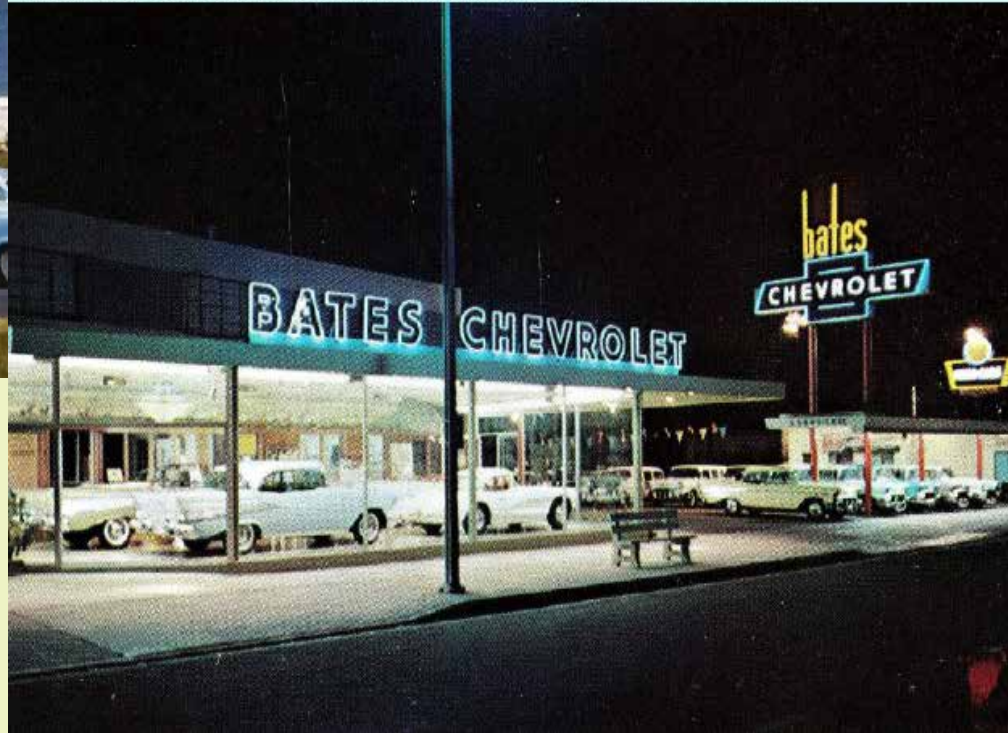
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Suburban areas were growing fast. The cost of an average new home was under \$15,000 and most families had a car that was less than 5 years old. Split level homes were the trend and many families had color television sets (note antenna).



A FINZ Special Feature

The 1957 Chevrolet was among the most desired cars of all time. There was a huge variety of models, color combinations, and power options. Though no one knew it at the time, this would become the most iconic of all vintage cars and they would be as desirable decades later as they were when new on the showroom floors.



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FINZ

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Ironically, Ford outsold Chevy in 1957 – for the first time since 1935. Ford pedaled just under 1.7 million Ford units compared to slightly over 1.5 million Chevrolet units sold. Total US auto production soared to 6.2 million cars and trucks. That meant that one family in six purchased a new car in that year. Low interest automobile financing became available to most people, meaning a new car could be bought with little down payment and monthly installments of less than \$75. At the top of the scale, Lincoln introduced the Continental Mark II personal coupe at \$10,000 but was eclipsed by Cadillac when the ultra luxurious Eldorado Brougham premiered at a little over \$13,000.



Summertime meant vacation time. People took to the highways and byways to enjoy their favorite pastimes, especially water sports. Activities like boating, camping and water sports were popular from coast to coast. The Great Lakes drew huge crowds and the newly opened Mackinac Bridge joined the upper peninsula of Michigan with the lower peninsula. Resorts and restaurants blossomed to handle the increase in summer tourism.



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A FINZ Special
Feature



TARANAKI - The following article idea was triggered by an email from our CLC Victoria Pres. Brian Langdon making enquiry to me on behalf of one of his members who was interested in importing a CTS from NZ to Australia. To cut what was a long story, to a short and printable version; it seems that there is so much 'Red Tape' (in other words 'BS') in Australia, unless the Government there lessen the severe import restrictions on 'collector cars' (particularly those younger than 1977) it will be an 'up-hill battle' to get more modern enthusiast cars into OZ. Brian tells me only approved Import Licence holders can import a modern car and quite simply, those importers are not particularly interested in importing just one sole car. They might be interested if a dozen or more were imported at the same time but that maybe a stretch. Brian further tells me that the Government is reviewing import restrictions later in the year given that (for example), importing a CTS would not be damaging the local Car Industry as there is not one anymore! Imports of course are still subject to various import and excise taxes Brian will keep me updated. There may well be a time in the future where we can help our Australian 'cozzies' acquire a CTS here in NZ and assist them with the exporting of it? As a result of my correspondence with Brian, I reached out to the 'CTS Capital of NZ' (Our Taranaki Region) where there are more CTS' owned by members there, than any other Region in NZ. For those that are not aware, NZ was blessed with receiving Australia's (!) "cancelled Cadillac CTS Export Order" around 2009/10. A NZ Car Dealer (Ebbetts Group) seized the opportunity and secured the entire (I recall, it may have been around 60 or 70 units?), all brand new, all Right Hand Drive Cadillacs. A mix of 2.8 Litre and 3.6 Litre in colours of Black; Crimson Red; Pearl White but I have also personally seen the odd light blue and a grey 'gun-metal' example. Since then, there has been a number of imported examples coming through from Japan and these examples are of high standard and seemingly well-looked after. Hence, our NZ CLC Members own a mix of NZ-new and ex-Japan models. Following now are some comments from our Kiwi members on how they find their CTS. This will I am sure even increase our Australian members desire to own one of these beauties at some future date. Ron (Ed). [Story One] Hi Ron..Here's some information about our CTS Cadillac. We bought ours about three years ago from Renwick in the South Island. We had always admired the CTS so decided to get one.

Being in our senior years thought it would be an easier car to drive than our other Caddys and being right hand drive we could both drive it. Ours is a Red 2010 V6 CTS NZ new. Imported by Ebbett Motors Hamilton. Very low 24,000 KS when we bought it. We find it very reliable and economical and love driving it. We were the first to own a CTS in the Taranaki Caddy club...took it on club run...a lot of interest. Mark & Noeleen Souber (fellow club members) took ours for a drive and the rest is history. Thanks Ron for the interest in our Caddy. Regards Keith & Christine Steel

[Story Two] Hi Ron. There are five Beautiful CTS and one STS in our Taranaki Region. The ball started rolling when Keith & Christine Steel bought their 2010 Red CTS from the South Island, sight unseen. A test drive in Keiths car lead us to purchase our black 2010 CTS from a business man in Wellington, who purchased it from new from Bunce Motors Taupo . This is our daily runner and love the drive of this car. Noeleen & Mark Souber

[Story Three] Pip & Vicki Hellier purchased their 2008 black STS from Wellington.

[Story Four] Our very proud Barbara Davis bought a Black 2011 CTS from Auckland. Sight unseen. It was a very eventful delivery as borders were closed due to Covid, so the Car company (together with a Police escort!) got permission to drive it across the border line. This is Barb's daily runner and so in love with it.

[Story Five] Hi Ron. Here are a few details for you about our CTS: 2009. Colour is white pearl. NZ new, 3.6 V6 engine. Bought from a Hamilton car sales, also pleased with it. Keith and Chrissy Steel turned up with a red one and that was it, I wanted one! It is our daily driver and we take it on club outings. It is so comfortable and being modern is so reliable. Being 10 years old when we bought it we had 2 door solenoids replaced under warranty and it has run like a sewing machine ever since. We love ours and its just the right size for cruising or parking in town. Regards Keith & Sheryl Goble [This months 'Cover Caddy' - Ed]

Noeleen tells me, All Taranaki members are proud to own their CTS. [As a footnote, Andre and I got to use one for a weekend when they were new. From Ebbett Tauranga, it was a black V6 CTS and was an amazing ride. Thanks to all those from the Taranaki Region for contributing to this article. Pics appear next page - Ed]

Our Global Family



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Feast your eyes on these modern-day beauties!
 Top Left black CTS is Noeleen & Mark Soubers.
 Top Right, a great turn-out by 'Naki members.
 Red CTS, NZ-new is Keith and Christine Steel's
 example - said to be the one that started it
 all! Last but not least, at left; Denis Bulloch's
 (Wellington) CTS Wagon, his 'Company car'
 which he still owns. I have seen a few CTS
 Wagons in NZ - Ed

Our Global Family



BAY of PLENTY - TAURANGA - In the United States of America the, "Big Cheese" of car manufacturers namely Cadillac have blessed us Kiwi's with their creations. Our very own BOP Club members are enjoying the fruits of the American car makers labour and talents. Art on wheels you could call it. This leads us to the outing for our BOP Club last weekend. Big Cheese visits Little Cheese. Yes the Big Cheese Caddy classic's ranged from 1947 , 1959, 1960, 1968. Also appearing on the day was a 1976 Lincoln Continental Town Car nick named the "Aircraft Carrier". Yeah it doesn't get any more cheesy than that! The Little Cheese is the Matatoki Cheese Barn that is between Paeroa and Thames. They make their organic cheese's on site. A real little charmer, just right for a slice of cheese and light lunch. So you know after that cheese toasted sandwich we were invited to Dave and Trish Cummins home for a little wine and cheese. Oh cheese mate what can I say. Cheesed off. No Way Caddy Cruisers. Everyone is very happy and thoroughly enjoyed themselves. Cheese it doesn't any better than that. Well Caddy Cruiser's until next time keep the pedal to the metal. And as Always Our Club is Easily Satisfied with The Very Best. Cheer's, Steve.

AT RIGHT >> Christine & Kevin Conder and their '60 Ron Melville - '68 Calais
Trish & Dave Cummins and their '47 Club Coupe
Steve Gill driver of '79 Lincoln Town Car
Lois & Graham Thrupp and '59 Coupe ('Big Red')
Thanks to Carol Southcombe who took these photos and hence not in the picture! Ed



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Counting down to CLC NZ's 50th in 2023

Hi everyone.

Jason Curry, our Wellington Regional Delegate and 50th Event Organiser tells me he and his team are about to present plans and budgets to the NZ Executive to financially support our biggest event ever. If you have any last minute ideas or suggestions you wish Jason and his team to consider, drop him a line straight away. curried@hotmail.com Ed

PART 2: Over 25 years ago, the 1995 (?) CLCNZ AGM (as it was known then) was held in Taupo. Wellington member Denis Bulloch shared with me some old pics - here in the form of the old 'Viko' thumbnail sheet as was available then when we had our 24-exposure film in our 'Insta-matic' cameras! (maybe you had a better one Denis?). Here is the first, I have another to print next month. See if you can recognise any members who are still in the club or email me any funny stories or memories about this event! Has anyone else got old photos to share about past AGMs? [Thanks Denis who has also sent me a picture selection of his souvenir collection we can all get to view as we countdown to our 50th! - Ed]



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Taranaki, NZ - This, Part Two of Ian Currie's photo collection that he took on his trips to America in the late 1980s and into the 1990s. Many feature old Cadillacs of course but also some are ones that he brought into NZ. Enjoy and more next issue too. The pics keep getting better and some wrecks get worse! Ed.



A mixture of 'Death Row' Caddies in California Desert and Bakersfield. Below is a 'Woody' '59 Caddy' (complete with maybe a woody surf-board?) at the First Hard Rock Cafe. At right, the red '59 was a record price breaker at the time selling for US\$105k - who would have thought? Next to that is following a Caddy 'no-top!' (on Oregon to NZ trip) with a blue tarp



40 years ago, some American's 'trash' was a 'Kiwis Treasure!'



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Behold, below these Caddies just lazily laying there - awaiting a new owner to bring them back to life or simply awaiting their fate. Regretably a crusher was very busy in those days...Ed

Our Global Family

IRELAND - Hi Ron! Great Finz again. Well done. Love the '47 on the back page. A wonderful smooth design! Regards, Nick Stratta

EUROPE - (Via Noeleen Soubers email) - Evening Noeleen. All OK in France , sunshine, blue sky, open roads and no Russians in sight Attached are some pict's of my 1982 bustleback in France , maybe handsome for your calendar or Ron's magazine? - Dirk VonDorst [Great pics Dirk - Ed]



AUCKLAND, NZ - Rex Findlay sent this Looking Back at Cadillac Comfort https://www.hemmings.com/stories/2022/03/01/looking-back-at-cadillaccomfort?utm_medium=email&utm_source=hcc_weekly&utm_campaign= [Thanks Rex. An excellent article and cool pics that's for sure - Ed]



TARANAKI, NZ - Member Kevin Wasley (arguably NZ's biggest Elvis fan) appeared on TV Three's 'AM' Breakfast show when he was visited by weather man, William Waiirua. Great TV coverage was had of Kevin's Hawera home that is, by appointment only to view a significant amount of Elvis Memorabilia. Kevin featured in his specially made 'Laskey Gold Jacket' - Memphis dressmaker to Elvis of old! Thanks to Noeleen Souber for capturing TV image as below.



Low-Down on the 2022 Cadillac Nationals to Gizzy!

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BAY of PLENTY, NZ - Organisational Headquarters of this year's 49th NZ Cadillac Nationals, to be held in Gisborne ('Gizzy!') in November.

The attached intended itinerary looks awesome and let's pray Covid and the weather does not hamper our plans or cramp our Cadillac style!

Kay and Dave Corin of Mt. Maunganui deserve a round of applause, although - better still, Kiwi member support for taking on the job of organising the event and to a place we haven't had our Nationals before (at least since I have been a member, nearly 20 years!).

Bookings can start now or email Dave and Kay on d.k.corin@actrix.co.nz with your "Expressions of Interest" so they can gauge numbers likely to attend.

With the change in seasons these last few years, we may strike some lovely pre-summer weather?

Go Go Gizzy 2022! Ed

Kev's Kaddies & Stuff

Kevin Conder who is a longstanding loyal member of the Bay of Plenty Region and owns a super-nice '60 convertible. Kevin loves finding cool Caddy examples (and sometimes other unique rides) on the net and intends to share them with us. Check out these - Ed



Above line: '64 Biarritz. We had one of these in the club some years ago. Sold and lost out there somewhere...! '60 Rag top looks very classy with red soft top. At left - ultimate big-kids peddle car! At right, 'No speed bumps please!



Left - what to drive? Decisions, decisions! At right, 'Bike-allac!'



Left - The ultimate camper? Right - There's something to be said about 'snow white' Caddies?



1959

In 1959, one had choices. From Top Left and clock-wise:

- > Cadillac
- > Mopar
- > Oldsmobile
- > Chevrolet

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And this lovely lady obviously chose Cadillac. What a wise woman!



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10 Regions across NZ

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fingerbreaker44@gmail.com

Fridge Magnets!



Check all events due to NZ Omicron outbreak

APR- 15 to AUG 31st: American
Graffiti Tribute. Richardson
Transport World - Invercargill
MAY 22nd. Horsepower Show &
Swap, Trentham, Upper Hutt
NOV - 3rd - 6th. This will be
the 49th NZ Cadillac Nats and
will be held in Gisborne. Details
attached. Book now and mark
your diary. Should be a beauty.
Start saving for gas money! Ed

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Patron - Maurice Hendry
(Founding member)
Any Contact to Ron Melville

[Corrections to: [finzmagazine@
gmail.com](mailto:finzmagazine@gmail.com)]

For Sale/Wanted Welcome - New Member

Taranaki Member, Mark Fox is on the hunt for
a wiper motor relay for a 1967 DeVille phone
0272384718 markfoxokato1963@gmail.com

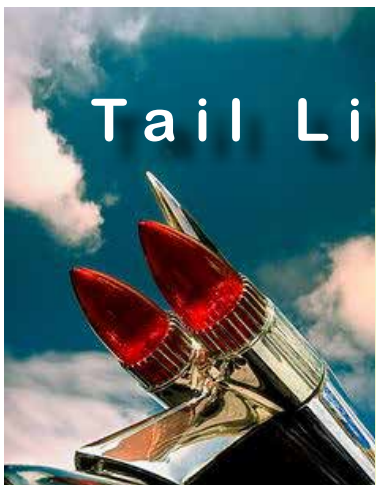
Marlborough Member, The Motueka District
Museum Trust, Jen Calder is looking for a
wiper arm for Lassie. Phone 03-528-7660
savepast@snap.net.nz or [motuekamuseum@
gmail.com](mailto:motuekamuseum@gmail.com)

Cadillac owner and friend of Ian Lind writes: I am
in need of a push rod for my 1956 Caddy. Engine
is original engine 365cu.in email. [miniggs@xtra.
co.nz](mailto:miniggs@xtra.co.nz) <<mailto:miniggs@xtra.co.nz>> M 0210400447
Home 092355997 Les Wilson

Simon Walsh owns this striking '31 LaSalle and
it's fantastic to include him into the NZ Family
given this will be our only second current LaSalle
member! Enjoy your fellow Napier members and
their camaraderie! [Maybe we will see you on the
2022 Caddy Nats? Ed]



Tail Lights Forever



BAY OF PLENTY MEMBER, KEVIN CONDER MUST HAVE DILBERATELY SENT ME THIS COOL 'TAIL-LIGHT' IMAGE OF A COLLECTION OF PROFESSIONAL CARS, WAGONS (AND EVEN A FLOWER CAR) ALL 1959 MODEL YEARS. A RED AMBULANCE WAS DEFINATELY PART OF THE SCENE BACK IN THE 50S AND 60S. ED

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