

THE WESTERN ROUND-UP

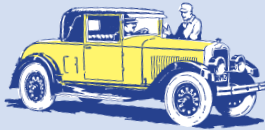


July 2018

Promoting the Preservation & Enjoyment
of Antique Automobiles Since 1950.



A Cadillac view of the 2018 AACA Grand National Meet



Member News

Joe Kurtz is now home after an extended hospital stay. We send our prayers and best wishes to he and Sheila for a continued and thorough recovery.



2018 Officers

John Ross Kuhns, *President*

2552 Raymond Avenue, Latrobe, PA 15650
412-558-0994

Craig DeFloria, *Vice President*

164 Millersdale Road, Greensburg, PA 15601
412-558-3100

Mark Jackson, *Treasurer*

133 Alexander Avenue, Greensburg, PA 15601
724-832-9074

Mark DeFloria, *Secretary*

123 Fosterville Road, Greensburg, PA 15601
724-836-7414

John Kuhns, Sr., *Publicity*

2339 Raymond Avenue, Latrobe, PA 15650
work: 724-539-7574 home: 724-539-0889

Bob Doppelheuer, *Safety*

405 Overholt Drive, Scottsdale, PA 15683
724-366-5930

**For membership information contact any officer
or email westernparegion@hotmail.com
Visit our website: www.westernparegion.org**

Our monthly meetings are held on the third Tuesday of every month except December and January beginning at 7:30 p.m. at the American Legion Post 982, 158 American Legion Road, Latrobe, PA (Pipetown). You do not have to own an antique car to join us.

From The Editor...

It has now been more than a month since our region hosted the 2018 AACA Grand National Meet in Greensburg. When Jill and I wear our Grand National Meet t-shirts out and about we get comments from people like – "Were you at that show at Pitt-Greensburg? We were there. It was amazing," and "I've never seen anything like that. That was the biggest bunch of perfect cars I've ever seen in one place!" It makes you feel great when you continually realize that you helped bring something truly unique and majestic to your community. Our region has a lot to be proud of. So if you bought a Grand National t-shirt, wear it and enjoy the compliments. Tell people how this was the first time this event was ever held in Western Pennsylvania, how it was the largest event ever held at the University of Pittsburgh at Greensburg, and how the awards banquet was the largest banquet ever held at the Greensburg Ramada. All who were a part of planning and putting this event on have so much to be proud of.

On pages six and seven of this issue you will find another of Guy Davis's wonderful "*The Road Less Traveled By*" stories, which explains how the Western Pa Region AACA became involved with the Westmoreland Arts & Heritage Festival. In the story he talks about past festival executive director Olga Gera and creative board member Al Detore. Both of these individuals were and are friends of mine. In fact, I have always regarded Olga as a mentor, and was blessed to work with her on many different projects and publications during my days with the Arts & Heritage Festival in the 1980s and 90s.

I lost touch with Olga over the last 15 years or so. But as luck would have it, I bumped into her walking around the festival last year. She said that she had been working on a cook book that she wanted to assemble and print a small quantity of to distribute to her family before she died. I ended up helping her layout, assemble and finish that special project before Christmas of last year. She was delighted and even sent copies to family in Italy. In the book she also had special family photos and photos of her travels around the world (in her 70's and 80's!) She was a kind, inspiring and vibrant soul and I will forever treasure all that I learned from her.

Thanks Guy, for writing the article.

-- Mark Jackson

P.S. Correction - last issue I thought 2018 marked our 30th year with the festival, when in fact it marks our 25th year.

2018 CALENDAR

July 22, Western PA Region Annual Picnic

Cooperstown Club, Latrobe, PA, Dinner starts at 1:00 p.m.

July 23-28, International Corvair Convention, Pittsburgh, PA

Hosted by the Western PA Corvair Club
Contact WPR member Al Friend for more details.

July 28, Pellis Construction Fairfield Village Cruise

1:00 - 5:00 p.m. (See promo above.)

August 25, First Christian Church Car Cruise

134 Mathews Street, Greensburg, 10:00 a.m. - 2:00 p.m.

August 4, Western PA Region Tour to Dr. Scott Drab's Antique British Motorcar Collection - Jaguar, Bentley and Rolls Royce

Tour departs at 12:30 p.m. from the parking lot between Hoss's and Dunkin Donuts in South Greensburg, Route 119 and Huff Avenue. RSVP contact Car Erb 724-325-4258 (leave message) or email erbiewan@gmail.com. See flyer in this issue.

September 2, 55th Annual Western PA Region Paul P. Bell Memorial Antique Auto, Custom and Street Rod Show

Legion Keener Park, Latrobe, PA
(See the registration flyer in this issue of the *Western Round-Up*)

September 8, 50's Fest Downtown Waynesburg, PA

10:00 a.m. until 4:00 p.m. Come dressed in your 50's best. It's loads of 50's fun. Only two miles off of Route 79, Exit 14. No registration fee.

October 6, German Lutheran Oktoberfest Car Cruise

1:00 p.m. - 4:00 p.m. Hebron Lutheran Church, Blairsville, PA Great fun, music, games and German food!

December 2, Western PA Region Christmas Party

DiSalvo's Station, Latrobe, PA

2018 Progressive Dinner Tour - Date to be announced



PRESENTS HOME & CLASSIC CAR SHOW



At our **FAIRFIELD COMMUNITY**
in **HEMPFIELD TOWNSHIP**

Saturday, July 28th 1:00 - 5:00 p.m.

Private Antique & Classic Car Collections

New Home Tours at
Pellis Premier Villa Community

Complimentary Food and Music

Drawings for Gift Baskets and Prizes!

Pre-Registration Required by July 22nd

Contact Renea 724-961-5531

Directions:

Route 30 to the Mount Pleasant Exit, Turn right
Pass the Pitt-Greensburg Campus,
Go straight onto Brinkerton Road
Turn left onto Warwick
Turn left into Fairfield.



1958 Ford Thunderbird promotional illustration



Minutes of the June 19, 2018 Monthly Meeting

A meeting of the Western PA Region of the Antique Automobile Club of America was held on June 19, 2018 at the American Legion Post 982, Latrobe, PA (Pipetown). President John Ross Kuhns called the meeting to order at approximately 7:30 p.m. followed by the Pledge of Allegiance.

There were 41 members in attendance at tonight's meeting. Jason Wassel was a guest at this evening's meeting.

Minutes

The Minutes of the May 15, 2018 monthly meeting were printed in the June 2018 issue of the Western Round-Up that was available for pick-up at tonight's meeting, and if not picked-up; are mailed to each member.

President John Ross Kuhns asked if there were any additions or corrections to the minutes. Becky Blank made a motion to approve the minutes as printed, seconded by Bill Holtzer and unanimously approved.

Treasurer's Report

The June Treasurer's Report was read by Treasurer Mark Jackson. President John Ross Kuhns asked if there were any additions or corrections. Chuck Speicher made a motion to approve the report as presented, seconded by Debbie Sheetz and unanimously approved.

OLD BUSINESS

Membership – Howard Finney

Howard Finney read the new membership application for Lisa and Jason Wassel from Greensburg, PA. Becky Blank made a motion to accept Lisa and Jason into the Region, seconded by Charlie Schifano and unanimously approved. Welcome to our Region Lisa and Jason.

NEW BUSINESS

2018 Chance Car – Mark Jackson

President John Ross Kuhns reported that this year's chance car is a red 1966 Ford Mustang Coupe with a black interior. The car has a 6 cylinder engine with an automatic transmission.

Sheila and Joe Kurtz are handling the tickets this year. A minimum of 5 tickets may be signed out. They are packed in lots of 40. Sell 40 tickets to earn a free WPR

membership. A \$10 voucher good for WPR events or apparel will be earned for every additional 40 tickets sold. The winning ticket number will be the first 7:00 PM, PA Lottery Big 4 drawing on October 27, 2018.

Sheila reported that there are 2,445 tickets passed out to the membership. So far 833 ticket stubs have been sold and turned in. Sheila said that there were 245 tickets sold for the chance car at the Grand National Meet.

WPR Annual Picnic – John Ross Kuhns

John Ross reported that the Annual Picnic will be on Sunday, July 22nd at the Cooperstown Vets and Sportsmen Association Picnic grounds located at 2541 Thomas Street, Latrobe, PA 15650. Please return the reservation form or contact John Ross (412-558-0994) to let him know you are coming.

2018 Western Pa Region – Paul P. Bell Memorial Car Show – Bob Doppelheuer / Mark Jackson

Bob Doppelheuer and Mark Jackson have agreed to again chair the 2018 the Western PA Region Annual Car Show. The show is scheduled for Sunday, September 2nd. A "rain date" of Sunday, September 16th will be advertised if there are "wash-out" conditions. Bob said that he and Mark are working on the car show. Guy Davis asked if there was a way to provide wheel chucks for cars that may be parked on a grade at the show. Guy remarked that a car drifted at last year's show fortunately without injury to vehicles or people. It was also discussed to remind attendees that no pets are allowed at Legion Keener Park.

Tours – John Ross Kuhns

President Kuhns said that we are in need of a Tour Chairman for this year. We need members to help chair tours. We welcome any tour ideas for 2018. Please see the event calendar in the Western Round-Up for possible dates.

Christmas Party – Kuhns Family

President Kuhns reported that the Christmas Party will be at Disalvo's Station on Sunday, December 2nd this year. Mark your calendars. Mark your calendars.

Western Round-Up Newsletter – Mark Jackson

Mark Jackson spoke about the Grand National. Mark said that he plans to have photos from the Grand National

in several upcoming newsletter. Mark asks that members send him any photos that they would like to have in the Western Round-Up. Newsletters not picked up tonight will be mailed to the members that were not present.

Western PA Region Web Site – Mark DeFloria

Mark DeFloria asked that members contact him if they have anything they would like posted on the Region's web site. Please email Mark DeFloria any changes in addresses, phone numbers or email. Mark also asks that members forward photos from the Grand National.

2018 AACA Grand National Meet – John Ross Kuhns

President John Ross Kuhns reported on the 2018 AACA Grand National Meet. John Ross thanked everyone for their help with the Grand National. Howard Finney, Alice Shaulis, Mark Jackson also spoke and thanked everyone that helped. Mark Jackson remarked that the region

exhibited great "team work" in hosting the Grand National. Mark Jackson said that he and Craig DeFloria will be working to finalize the report for the Grand National once all the bills are in and paid.

Snacks – Debbie Sheetz

President Kuhns thanked Debbie for once again helping to make our meetings more enjoyable by arranging for and handling for deserts at tonight's meeting. Debbie provided a variety of pies for tonight's meeting.

Adjournment

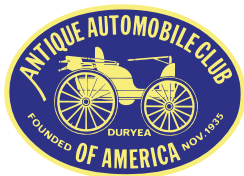
President John Ross Kuhns asked for a motion to adjourn the meeting at approximately 9:07 PM. Becky Blank made a motion for adjournment, seconded by Doreen King and unanimously approved.

-- Respectfully submitted by Mark DeFloria, Secretary

Join the Fun - Become an AACA Judge



Mark McAlpine
VP Region Support and
Development - Central Division



There are two certainties at every AACA national meet:

- 1) We can't hold an AACA national meet (or regional meet) without antique vehicles; and
- 2) We can't hold AACA meets without judges.

I want to thank every AACA member who already serves as an AACA judge or is in the AACA Judges Honor Society. Your efforts as judges allow our club to fairly evaluate all the vehicles present on our show fields and to recognize and appropriately reward the owner's efforts to preserve, restore, and maintain his/her antique vehicle.

To those AACA members who aren't judges, I strongly encourage you to give it a try. Serving as a judge not only ensures we have enough judges at every meet to keep the workload for each judging team at a reasonable level, it also helps you better assess your own vehicle before entering it into an AACA meet. You can read the AACA Official Judging Guidelines and get a good understanding of the club's judging criteria, but the best way to understand them more completely is to attend an AACA Judging School and then serve on an Apprentice Judging Team. Even if you decide you don't enjoy judging – but I think you will – you'll have a better understanding of what those

judges are doing when they circle your car for five to ten minutes and gain an appreciation of the attention, fairness, and reasonability they're applying when they judge a vehicle.

Becoming an AACA judge is easy: register online to judge on the AACA website or by mail before the deadline for a national meet, attend an AACA National Judging School (offered at every AACA national meet, typically on Friday afternoon before the show on Saturday), attend the Judges Breakfast on Saturday morning at the meet and find out the team you've been assigned to, then go out and have some fun judging. The first time you judge at an AACA meet, you will be assigned to the Apprentice Judging Team, which ensures your first experience judging will be stress-free. Depending on the number of judges and cars on the show field, judging usually takes less than two hours.

After serving as an Apprentice Judge the first time you judge, at future meets you'll be assigned to a judging team based on the competition judged ("points judging") or certification class preferences you submit when you register to judge. Your judging team will consist of a team captain and four judges. The team captain will be an experienced Senior Master Judge and usually very familiar with the vehicles in the classes you're judging. Your fellow judges will have varying levels of judging credits – some more than you, some less than you (after you've judged a few times) – but all bring different experience and knowledge. If your experience is similar to mine, you'll meet some interesting and nice people and learn something new from them each time you judge.

So, if you're an AACA judge – thank you very much for sharing your knowledge, experience, and time with us! If you're not a judge yet – why not? Join the fun – share your knowledge with us and learn something new in the process. (And you can impress people when you tell them you're an AACA judge!) I look forward to serving with you on the show field at a future AACA meet.

-- The Rummage Box

The Road Less Traveled By

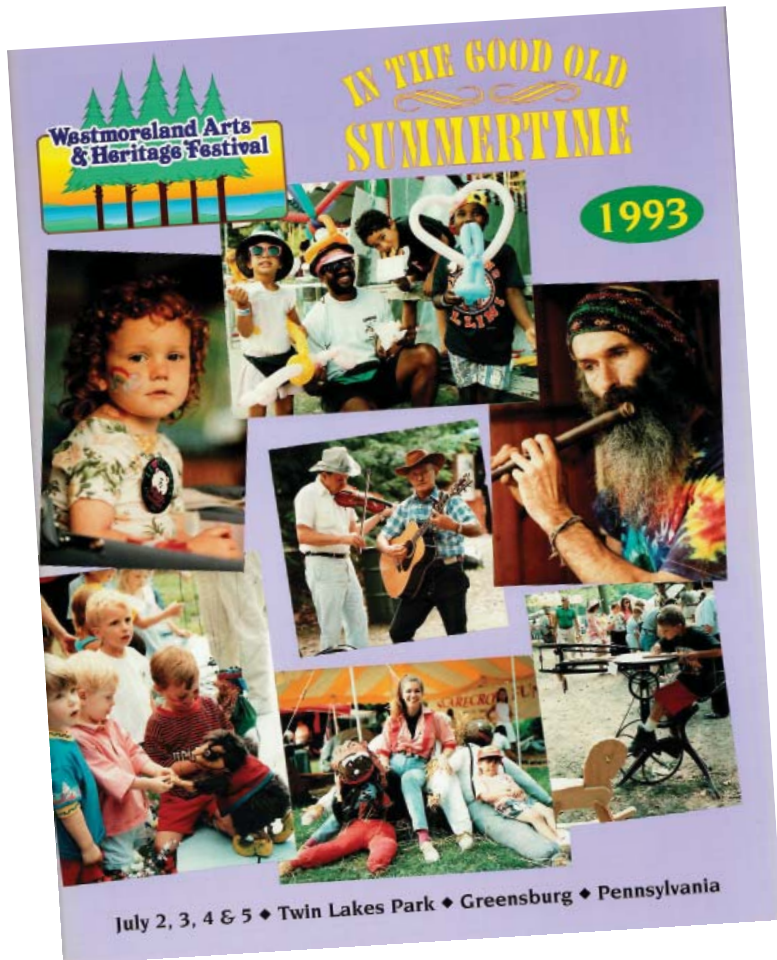
by Guy Davis

A few Saturdays ago after driving my bright aqua 1994 Ford Thunderbird LS on a road less traveled by, I decided to pull into a local Sheetz gas station and buy the daily paper. While perusing through the pages, I noticed a name in the obituary section which brought back some memories concerning our Western PA Region. The person listed was Olga Gera who lived to the ripe old age of 95. Most of you have probably never heard of Olga Gera. She was never a member of our club, but quite a few years ago, she and one of her co-workers, Al Detore, played a significant role in establishing one of the most important sites where we take our chance car to sell tickets. In order to fully appreciate Olga and Al's contribution to our region's bottom line, one needs to realize

our club's fund raising history at that time.

Throughout the 1970s and 80s, the Western PA Region members displayed their cars along with the chance car for week-long periods at a time at many local malls. Many chances were sold at these malls due to the very high traffic volume of people shopping there. The last two malls in which we displayed our cars were Greengate and Westmoreland. Eventually, Greengate Mall became only a shell of its former glory with very little traffic and few stores remaining open. It proved to be no longer viable for the club to continue displaying cars at Greengate. At nearly the same time, Westmoreland Mall no longer allowed our club to display our cars in their facility. Consequently, we lost our two most profitable venues in which to sell chances on our chance car. A serious blow to our club's financial health!

During that same time, I received a phone call from Al Detore. Al was a member of the board of directors for the Twin Lakes Arts and Heritage Festival. I had known Al for a number of years and he knew that my family had a number of antique cars. Back in those days the Twin Lakes festival would create a theme for each year of the festival and the theme for that year's festival was "the Roaring Twenties." Al asked me if I had a car from the twenties that the festival could use for promotional



The Western PA Region AACAA's first year at the Westmoreland Arts & Heritage Festival at Twin Lakes Park was 1993. (above) The cover for the Festival's 1993 program book featured photos by Emil Kuhar. (right) The Region's first listing as a "Living History" festival attraction as it appeared in the program book.

LIVING HISTORY



The Brigade of The American Revolution July 3, 4 and 5 at the Upper Lake

The era of The American Revolutionary War unfolds as soldiers, ladies and characters from the 18th century come together in a wondrous encampment. Meet soldiers from both sides. Learn about their weaponry and life styles. Meet the ladies and children. Smell the campfires and listen for a drum roll ... See Entertainment Schedule for special performances and demonstrations.

United Eastern Indian Alliance Lodge

The Native American culture is alive and well. Meet and talk with Coyote Heart and Little Wren.

Daily Noon-8:00
Kirchner Way



The Western Pennsylvania Region of the Antique Automobile Club of America

Come see the classics presented by the oldest antique and classic car club in western Pennsylvania. Do you remember Studebaker, Hudson, Packard, Star and Willys? Chat with club members and enjoy first class nostalgia.
Daily Noon-8:00
Dam Breast Near Festival Entrance



Celebrating "In The Good Old Summertime" Festival planners gather on a 1927 Buick owned by Guy Davis of The Western Pennsylvania Region of The Antique Automobile Club of America. Left to Right: Olga Gera, Executive Director, Joan Shanley, Assistant Director, Jan Christiansen, Performing Arts Committee, Barbara Fichtner, Director of Business Administration, Randy Shellhammer, Arts & Crafts Committee, Mark Jackson, Festival President, Malcolm Sias, Bureau of County Parks Liaison.

This photo and caption appeared in the 1993 Westmoreland Arts and Heritage Festival program book. The 1927 Buick served as the perfect prop to set the tone for the 1993 festival heritage theme. Here some of the Festival board members at the time pose with the Buick at Twin Lakes Park. Festival Executive Director Olga Gera is sitting in the rumble seat to the left. Olga was a dynamic and creative woman, who passed away on June 20, 2018 at the age of 95. Her contributions to the arts and quality of life in Westmoreland County were many and lasting.

purposes and display. I told him that my family had a 1927 Buick roadster with a rumble seat which would be the perfect car. I agreed to drive the Buick to the lower lake one day so that Al and another board member, Olga Gera, could take a look at it.

At first site, both Al and Olga agreed that the Buick would be the perfect car to match the theme that year and they asked me if I could let them use it for the festival. I

told them that I would certainly allow them to use it, on one condition, which was to allow our Western PA Region to also display our chance car and sell tickets on it. Both Al and Olga looked at each other and vehemently said that was not possible because the by-laws for the Arts and Heritage Festival strictly forbids any displays or booths which sell chances, have games of chance or lottery type

continued on page 8



Earlier in July, the 2018 Westmoreland Arts & Heritage Festival marked 25 years of the Western PA Region AACA's involvement with this wonderful summer event. At this year's festival, visitors enjoyed Craig DeFloria's 1950 Willys Jeepster on display at the lower lake dam breast. Some had never seen a Jeepster before.



At the 2018 Festival, Dave and Debbie Sheetz's 1970 Camaro Z-28, an AACA Grand National award winner, was a beautiful part the region's heritage display on the lower lake dam breast. The display and promotional booth are located near the shuttle bus drop-off, and are one of the first things many visitors see as they enter the festival.

raffles. The festival committee had never allowed any organization to sell chances and they felt certain there would be no exception. I held firm and told both Al and Olga that was most unfortunate because the Buick would have made a very impressive display and would have looked great surrounded by flamboyant flappers and well-dressed gentlemen on the cover of their festival brochure. Both Al and Olga spoke amongst themselves and told me that there was going to be an Arts and Heritage Board meeting that night and they said they would discuss my proposal to the board.

The next day, Olga phoned me to say that the board would allow the club to display the chance car and to sell tickets on one condition. The condition was that the club also displays at least four to five other antique cars each day of the festival. I told them that should be possible and I reviewed the proposition with our club's board members who all felt it was worth a try. Al and I decided the best place to display the cars would be on the breast of the lower lake where many people depart from the buses on their way onto the festival grounds. Consequently, it has always been important to keep up our end of the agreement that we also display at least four to five cars along with the chance car in order to continue selling tickets at this important venue.

So the next time that you drive to Twin Lakes for its Arts and Heritage Festival on one of its many roads less traveled by, take a moment to think kindly of Olga and Al and the huge role they played in the life our club.



A classic and powerful "T-Bucket" hot rod



A rare post Studebaker Avanti Convertible



(center) Craig DeFloria and (right) Sheila Kurtz sell tickets on the region's chance car at the 2018 Festival promotional booth. The 1966 Mustang coupe chance car is visible in the background. Over the years several winning tickets have been sold at the festival.



The sun shines bright on this patriotic 1940 Chrysler.

Visitation Church Car Show – A Hot Time in Mount Pleasant



Umbrella chairs help two friends beat the heat and enjoy the show.



Flo Meyers' Ford truck features a logo based on "Rosie the Riveter"



One of the most pristine, original 1989 Lincolns you will ever see



A view from Frick Park show field towards the historic Visitation Church



Bob Doppelheuer (right) hands out the awards at the end of the show.

July 1st was a bright sunny day for the 9th Annual Visitation Church Car Show in Mount Pleasant, PA – a bit too sunny. Although temperatures soared into the mid-to-high nineties, 111 show cars, trucks and motorcycles braved the heat to attend this popular show hosted by Western PA Region members Bob and Karla Doppelheuer. The food here is always excellent, as is the venue around the historic old church and the adjacent Frick Park ball field.

This is a judged show with awards in 13 different categories. Many members of the Western PA Region participate in this show, bringing their cars to display and serving as judges. AACA has been encouraging regions to partner with other community cars shows and events, and the Visitation Church Show is always fun and interesting.

This year we were able to have our 1966 Mustang Chance Car at the show since the Westmoreland Arts & Heritage Festival fell on the following weekend. Flo and John Meyers managed the ticket sales booth. Becky Blank helped Bob Doppelheuer with registration and tallying the judging results. Members serving as judges included: Denny Blank, Howard Finney, Craig and Mark DeFloria, Charlie Schifano, Tom Ulisheney, Tom King and Mark Jackson. Congratulations Bob and Karla on another great show and thanks to all WPR members who participated.

The Grand National Gallery

Images from the 2018 AACA Grand National Meet hosted by the Western PA Region on June 2nd



Tom and Dodie Ullishney by the 1973 Mohs Safarikar (with leather exterior) owned by Mark Zalutoko



Little cars with lots of "cool" - Jeff Brock's 1931 American Austin sits beside Randy McMillen's 1957 BMW Isetta Cabriolet.



Corvettes salute and are ready for judging.



Beautifully designed hood ornament on a 1931 Cadillac



1927 Model Ford Dump Truck TT owned by Donald Teat



Edward F. Moriarty's 1955 Willys Bermuda Coupe

Name That Car

by Mark Jackson

June's Car



Everyone must be busy enjoying the summer. Nobody contacted me to identify June's car as a 1941 Buick. Perhaps it was just too easy. Regardless, in my opinion this is one of the prettiest cars from the 1940s.

July's Car



Here's another 2018 Grand National beauty! Built for comfort, this car and its siblings at the time were designed so that when the company's "boss" went to sit down behind the wheel he would not knock off, or crush his fedora hat. That boiled down to plenty of headroom, but a boxy shape.

Be the first to correctly identify the make and year of this car and win a bag of York Peppermint Patties. Contact me at the July meeting, call 724-832-9074 and leave a message or email jacksonmark469@gmail.com. If no one tries to guess this month's car perhaps we are in need of a new little feature.

THE WESTERN ROUND-UP

The Western Round-Up is the official publication of the Western Pennsylvania Region of the Antique Automobile Club of America. It is published on a monthly basis with January/February being a combined issue.

Each issue is also posted on the Region's website: www.westernparegion.org. Members may choose to receive this newsletter via email rather than a mailed hard copy. Just contact the editor.

Submission deadlines are the first day of each month for possible publication in that month's edition.

Any items contained herein may be reproduced if proper credit is given. All articles are edited for length, grammar, accuracy and composition. They will be used at the discretion of the editor and Region officials. Please advise the editor of any and all needed corrections.

Mark Jackson, Editor
133 Alexander Avenue, Greensburg, PA 15601
Phone and FAX: 724-832-9074
email: jacksonmark469@gmail.com

Special thanks to the following for sharing their time and talent to help produce this issue:

Guy Davis and Mark DeFloria



Sign Out or Purchase 2018 Chance Car Tickets by U.S. Mail

Please support the events, tours, programs, activities, scholarships & charitable giving sponsored by the Western PA Region AACA by selling or purchasing 1966 Mustang Chance Car tickets. In addition to members who sign out and sell tickets all season long, it would be wonderful if **EACH MEMBER** purchased one or more tickets. They are great gifts for family, friends or yourselves!

Chance Car Tickets delivered to your front door...

I am interested in selling 2018 Chance Car tickets

Tickets are packaged in lots of 40. Members may sign out lesser quantities in units of 5, minimum 5 tickets.

Please sign out and mail me _____ tickets to sell.

I would like to purchase a 2018 Chance Car ticket(s)

Instead of signing out 2017 Chance Car tickets to sell,

I would like to purchase a ticket(s). Please mail me

tickets @ \$10 per ticket = \$_____ enclosed

Please make checks payable to Western PA Region AACA.

Please Print

Name _____

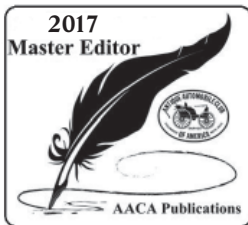
Address _____

Phone _____

Please mail form to: Sheila Kurtz
334 Pittsburgh Street, Box 467
Vanderbilt, PA 15486



Western Pennsylvania Region
Antique Automobile Club of America
P.O. Box 882
Latrobe, PA 15650

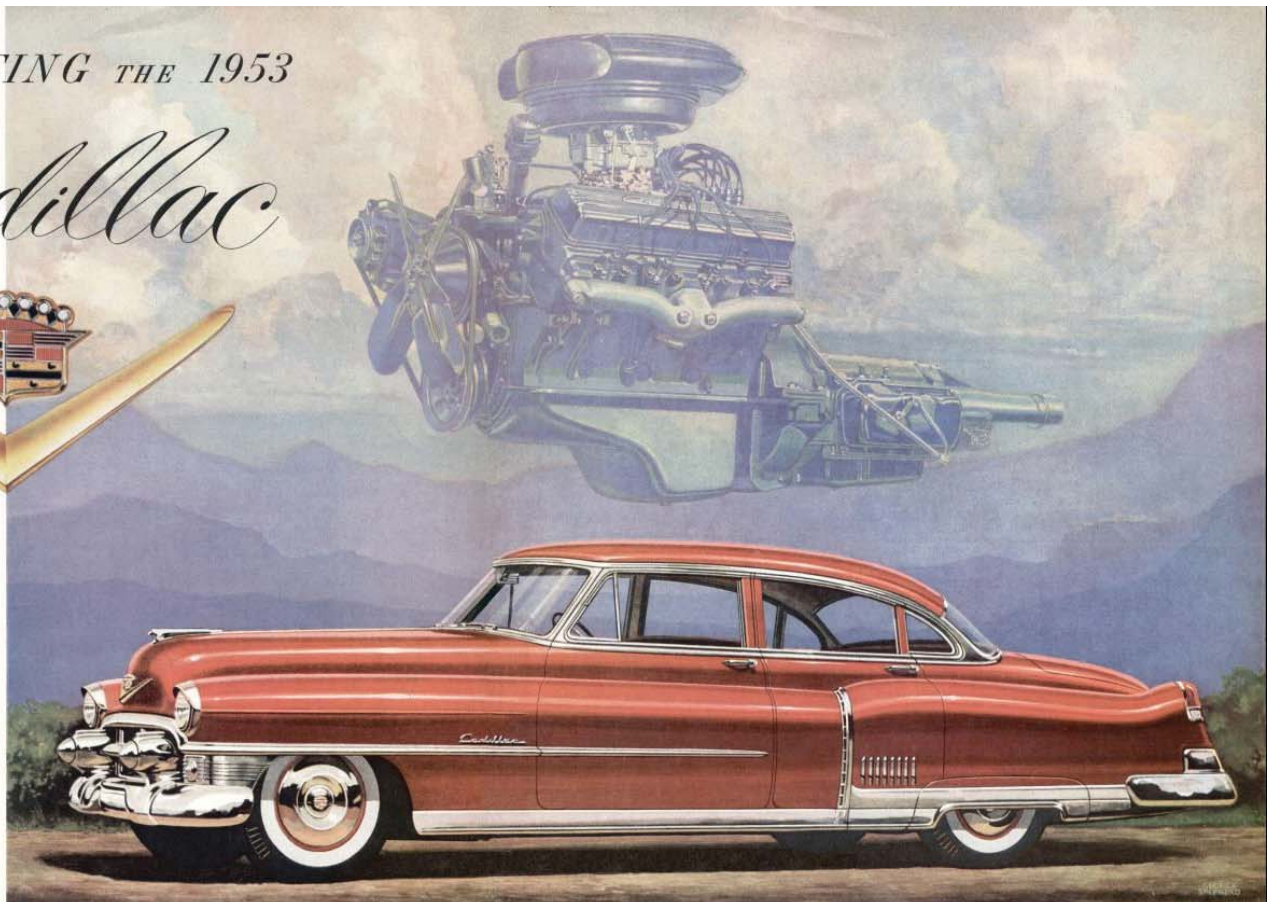


PRESENTING THE 1953 Cadillac



A GREAT NEW Standard of the World is now on display in our showrooms. It's the 1953 Cadillac—the latest triumph of Cadillac's engineering and styling genius. ¶ Its beauty alone would place this new motoring creation among Cadillac's all-time "greats"—for its innumerable exterior changes have made it simply breathtaking to behold. ¶ Its interior, too, are dramatically new—offering the most beautiful fabrics and appointments ever available in a motor car. ¶ And for those who desire the ultimate comfort, a wonderful new Cadillac Air Conditioner is now available. ¶ But the heart of this new Cadillac's greatness lies in its performance—so extraordinary that it transcends any previous concept of how a motor car should act and handle. ¶ This magnificent performance comes from many sources. ¶ It comes from Cadillac's improved Hydramatic Drive—smoother, and more responsive and effortless than ever before. ¶ It comes from Cadillac's advanced Power Steering—so marvelous that turning and parking and steering become almost a response to your wish. ¶ And it comes—in even greater measure—from Cadillac's great new 210 h.p. engine . . . the dramatic climax of over 37 years of unduplicated experience in the design and construction of V-8 engines. ¶ We sincerely urge you to visit us at your earliest opportunity—to see and drive this great new Cadillac. ¶ It is offered in three new series—the beautiful "Society Two," the luxurious "Society Special" and the distinguished "Seventy-Five." There is also Cadillac's extraordinary new sports convertible, the El Dorado. ¶ You will agree, we are sure, that in beauty, luxury and performance . . . these are the finest Cadillacs of all time!

YOUR CADILLAC DEALER



FIRST **V-8** IN AMERICA ... FINEST IN THE WORLD TODAY!