

**NEWSLETTER OF THE BUICK CLUB
OF SOUTH AFRICA & ITS CADILLAC,
OLDSMOBILE AND PONTIAC CHAPTERS
JANUARY – MARCH 2020**



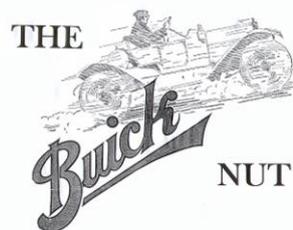
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**Official Newsletter of the Buick Club of South Africa
VOL. 16 No. 1 JANUARY - MARCH 2020**

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Opinions in this NEWSLETTER are not necessarily those of the committee or the editor.

EDITORIAL/REDAKSIONEEL

As many of you know, this year is the 20th Anniversary of the founding of the Buick Club of South Africa on 6 August 2000 at the annual "Cars in the Park" of the Pretoria Old Motor Club. On that day, twenty years ago, 30 founder members attended the establishment of the club. Of those 30 ten have passed away. We pay homage to them by listing them here: Bok van Heerden, Gerrie van Wyk, George Shipway, Duncan Shipway, Schoeman Smit, Daan Marais, Peter Swan, Sandy Grant, Kobus van Jaarsveld and Phi Viljoen. The remaining twenty founder members are: Alex Duffey, Mick van Rensburg, Michael Jansen, Johan Meyer, Brian Hart, Abe Zeilinga, Ty Terblanche, Tony Banning, Hennie van Jaarsveld, Freek Scholz, Daantjie van der Walt, Thys Roos, Herman Nel, Steve Snyman, Thys Pienaar, Chris van Rensburg, Rodney Norton, Theo Janse van Rensburg, Paul Rich, Johann Scheepers and Murray Webb. We were planning a Stirling event this year at "Cars in the Park", but it seems that due to Covid-19 pandemic it will not take place. We have, nevertheless, published a special Commemorative diary through Heide-Marie von Aue of Motorheads, which you can acquire from her at R200 per copy. Read more about it further in this Newsletter. We must take this opportunity to thank her most kindly for publishing the Dairy.

We live in difficult times and it doesn't seem that we can expect any future motoring events before the country has progressed to Level one. This could stretch as far in the future as September

2020 or even into 2021. We will only be totally free from infection once a vaccine has been found and that will mean that old car gatherings can be halted until at least 2022.

We must, however, not become depressed about the matter and Chris Palk has formulated a very positive approach, which I have published in this Newsletter for your enlightenment.

**HAPPY BUICK, CADILLAC, OLDSMOBILE & PONTIAC MOTORING,
ALEX**



Bobby Goode's 1959 Buick Le Sabre



Mr Jogee's 1952 Buick Roadmaster Riviera Coupe

OLDSMOBILE HISTORY AND ADVERTISING IN SOUTH AFRICA

As early as 1902 Oldsmobile already had sales agents in Johannesburg, Cape Town, Durban, Kimberley, Port Elizabeth and East London. Many of these tiller-steered Curved Dash Oldsmobiles were used on the terrible early roads of South Africa. There are no accurate figures of how many Curved Dash Oldsmobiles were brought to South Africa between 1901 and 1907. Records and the remains of Curved Dash Oldsmobiles found all over South Africa show that at least 20 of these cars were imported between 1901 and 1907. In 1904 a Curved Dash Oldsmobile cost £175 in South Africa. The reliability of the car and the enormous marketing spree of Oldsmobile worldwide in 1901 made international headlines and undoubtedly influenced purchases locally. The world's attention was focussed on Oldsmobile in 1903 when they established a world record of five miles (8 Kms) in 6.5 minutes. South Africa suffered its first motor car accident in 1903 when a Mr Ashby's tiller-steered Oldsmobile shed a front wheel and capsized near Groote Schuur in Cape Town. In 1904 a Mr A. Godwin drove a Curved Dash Oldsmobile from Bloemfontein to Kimberley in a single day. In 1905 two of the same Curved Dash models covered the 6500 kilometres between New York and Portland in just 44 days. The hit song "In My Merry Oldsmobile", which swept the world in 1905 undoubtedly, played an important role in promoting these cars. We know that the first three cars in Beaufort West were tiller-steered Curved Dash Oldsmobiles and the second car in Uitenhage in 1905 was a Curved Dash Oldsmobile.



One of the three early Curved-dash Oldsmobiles in Beaufort West

Johannesburg records at least 10 such cars in early lists and we know that there was a Curved Dash Oldsmobile in Worcester in 1906. Today there are at least 5 running Curved Dash Oldsmobiles in South Africa: A 1904 model in the Franschhoek Motor Museum and 4 more in private collections throughout the country. By 1905 the first Oldsmobiles with a steering wheel and mock-up bonnet were offered for sale at the Rosebank Agricultural show in Cape Town.



Oldsmobile with a steering wheel marketed at the Rosebank Agricultural Show in 1905

During the late Teens and early Twenties Oldsmobiles sold steadily in South Africa because they were sturdy powerful cars and a number of these cars have survived. After 1926 General Motors was assembling Oldsmobiles at its factory in Port Elizabeth and these up-market cars became popular with wealthier farmers and medical doctors. The popularity of these cars grew until the outbreak of the Second World War in 1939.



The General Motors Factory in Port Elizabeth where Oldsmobiles were assembled after 1926.

After the Second World War competition between Oldsmobile and Pontiac in South Africa for the limited market was very fierce. The result was that fewer of the more expensive Oldsmobiles were sold in spite of them being great performance cars such as for example the Rocket 88s. General Motors officially stopped marketing Oldsmobile in South Africa in 1959 and all later models seen locally were specially imported by individual owners. Such cars included the Starfires, Dynamic 88s and Toronados of the 1960s and the Cutlasses of the 1970s. However, in the decades that followed, sales began to decline, prompting GM to announce in 2000 that it would discontinue the Oldsmobile line with the 2004 models. When the last Oldsmobile rolled off the assembly line in April 2004, more than 35 million Oldsmobiles had been built during the brand's lifetime.

SOME OF THE SURVIVORS IN SOUTH AFRICA TODAY



Vittorio Franciosos' 1904 Curved-Dash Olds



A Curved-Dash Olds recently up for sale in SA



1905 Curved-Dash Olds in the Franschhoek Museum



The late Paul Fick's 1917 Oldsmobile Tourer



A 1924 Oldsmobile seen in Johannesburg



Jan Potgieter's 1928 Oldsmobile F28 Tourer



A 1935 Oldsmobile Sedan seen in Cape Town



Godfrey Berry's 1936 Oldsmobile Sedan



Peter Dimai's 1937 Oldsmobile Opera Coupe



Ray du Preez 1938 Oldsmobile L38 Sedan



Paul Wannenburg's 1941 Oldsmobile Sedan



1948 Oldsmobile Sedan seen at the George Show.



Hein Fourie's 1948 Oldsmobile Sedan



Peter Manelis' 1951 Oldsmobile Rocket 98 Coupe.



Peter Manelis' 1958 Oldsmobile 98 Holiday Coupe



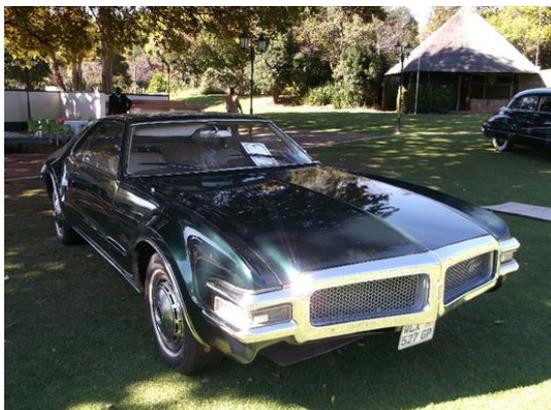
Massimo Lupini's 1958 Oldsmobile Rocket 88 Coupe



Adina Katz's 1962 Oldsmobile Starfire Convertible



Kevin Derrick's 1964 Oldsmobile Dynamic 88



Pierre Diederick's 1968 Oldsmobile Toronado



Adina Katz's 1970 Oldsmobile Coupe.



Adina Katz's 1972 Oldsmobile Cutlass Convertible.

OLDSMOBILE ADVERTISING AND PORCELAIN METAL SIGNS

Oldsmobile advertising already started with the first Curved-Dash cars that came off the production line and advertisements were posted in many of the local newspapers in all the main cities. Initially the advertising slogans concentrated on the reliability and ease of operation of these cars, the most famous Curved-Dash one being “Nothing to watch but the Road”. Others of the early years included: “1902 The Oldsmobile is the Best Thing on Wheels” and in “1909 The logical car at the logical price”.



1902 Advertisement



1906 Advertisement



1910 Advertisement

Advertising in the 1920s concentrated on the quality of the cars such as “1921 Built to extend the fame of a good name” and “1928 You can buy a bigger car but not a better one”.



1924 Advertisement



1925 Advertisement



1928 Advertisement

The depression years of the 1930s emphasized value for money: “1930 Sound economy suggests Oldsmobile”, “1931 This year own an Oldsmobile - the fine car of low price”, “1932 Outstanding General Motors values in the medium price field” and “1934 Leader in style .. leader in performance. leader in value”. From the mid-1930s until the Second World War Oldsmobile concentrated on drawing an upmarket clientele with slogans such as: “1935 The car that has everything”, “1937 A beauty in armour”, “1938 Step ahead and be money ahead!” and “1939 Setting the pace - Bigger and better in everything!”. After the war they wanted to attract the attention of the soldiers coming home with slogans such as “1946 The

Drive that shifts for itself!" and "1948 A famous 'Drive' in a Famous car". The coming of the Jet age in the 1950s emphasized speed and the Rocket: "1950 Oldsmobile Rockets Ahead!"



1932 Advertisement



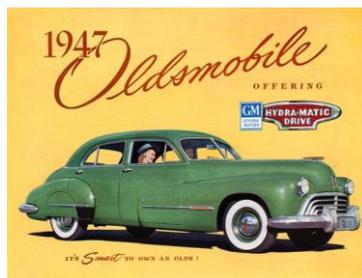
1935 Advertisement



1938 Advertisement



1941 Advertisement



1947 Advertisement



1950 Advertisement

and "Make a Date with a Rocket 88!", "1951 Ride the 'Rocket' and Save!", "1953 The new ruling power of the road", "1954 There's more than a touch of tomorrow in the Rockets of today", "1955 Oldsmobile Rockets ahead ... with flying colours!" and "1958 Presenting a new way of going places in the Rocket age...OLDSmobility!". By the 1960 the emphasis was on power with slogans like "1960 The most satisfying car you have ever owned!", "1961 Sized



1962 Advertisement



1968 Advertisement



1972 Advertisement

right ... powered right ... priced right ... Super 88 - the action line ... in performance and design!”, “1962 There’s something extra about owning an Olds”, “1963 New style to invite you ... new luxury to delight you. New style to delight you! Rocket action to excite you!” and “1965 Pick the Rocket to fit your pocket!”. The 1970s emphasized the excellence of the cars and the thrill of owning an Oldsmobile, with slogans such as “1970 The Escape Machines. Escape from the Ordinary”, “1971 Oldsmobile - always a step ahead”, “1972 - 1974 Not Just Another Pretty Car”, “1975 It’s a good Feeling to Have an Olds Around You”, “1976 - 1978 Can We Build One For You?” and “1978 In Man’s Search for a New Measure of Excellence...”. This theme was continued through the eighties into the 1990s.



1978 Advertisement



1980 Advertisement



1991 Advertisement

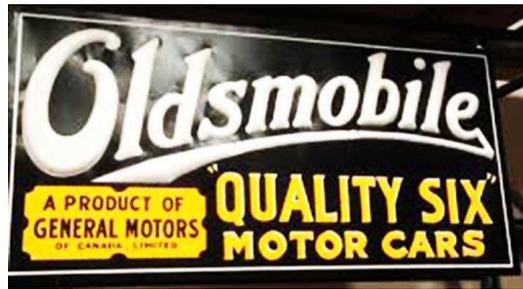
OLDSMOBILE PORCELAIN METAL SIGNS

Like in the United States Oldsmobile porcelain metal advertising signs were placed outside Oldsmobile dealerships and garages throughout South Africa. The earlier metal signs were mainly porcelain signs advertising authorised service of Oldsmobiles – some were very simple with just the name “Oldsmobile”, while others were elaborate with logos and wording. By the beginning of the 1950s beautiful electrically lighted neon signs advertising Oldsmobile appeared in most South African cities at the more affluent garages and dealerships.

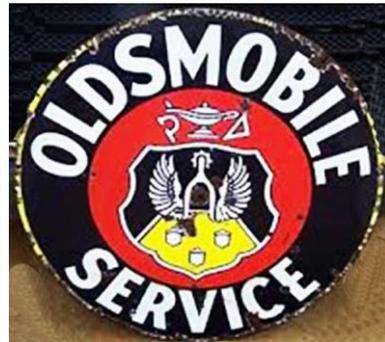
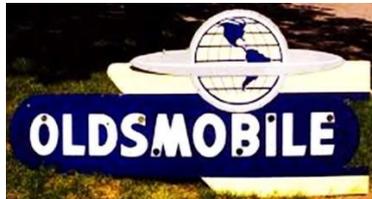
OLDSMOBILE PORCELAIN METAL SIGNS:



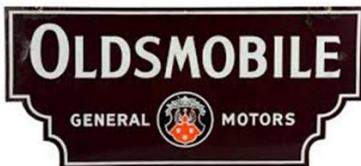
1930s Oldsmobile porcelain metal signs



Late 1930s Oldsmobile porcelain metal signs

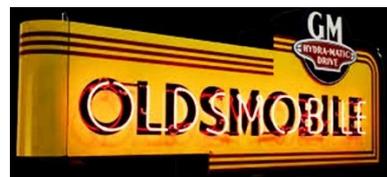
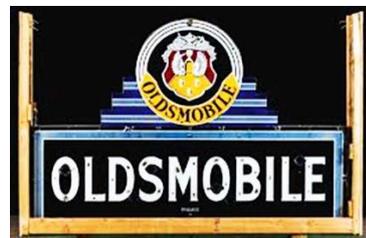


Oldsmobile porcelain metal signs of the 1940s



Oldsmobile porcelain metal signs of the 1950s

LATER NEON SIGNS:



PAST EVENTS

AMERICAN DAY AT THE PRETORIA OLD MOTOR CLUB

8 March 2020

The Pretoria Old Motor Club held its annual American Day on Sunday 8 March 2020 and the event was very well attended by a large variety of American cars from the 1920s to the 1980s. The Buick Club of South Africa with its Cadillac, Oldsmobile and Pontiac chapters was unfortunately only represented by 3 cars: Alex Duffey's 1930 Buick Model X601 Dual Cowl Phaeton, Chris Palk's 1971 Buick Boattail Riviera and Donald Bennett's 1992 Cadillac Brougham Sedan. The morning was very enjoyably spent by admiring the many beautiful American cars on show and a most enjoyable talk and lunch under the trees near the clubhouse.



Members of the Buick Club's cars at the event



An Oldsmobile Cutlass at the event



Alex Duffey's 1930 Buick Dual Cowl Phaeton



Donald Bennett's 1992 Cadillac and Chris Palk's 1971 Buick Riviera.

CLUB NEWS:

Buick Cruisers on Clarence Drive Western Cape Dec 2019 doing what all owners of Buicks should be doing- driving them!

John Smith and Peter Stockl regularly get their 1958 Buicks out on the magnificent, scenic Western Cape coastal highways. An example to all of us to- get out, exercise and drive our timeless Buicks! They did it again in December 2019 and sent us some photographs of their run.



Hans Matter recently sent me these interesting photographs of the **1957 Buick XP 75 Pinafarina**. Enjoy!



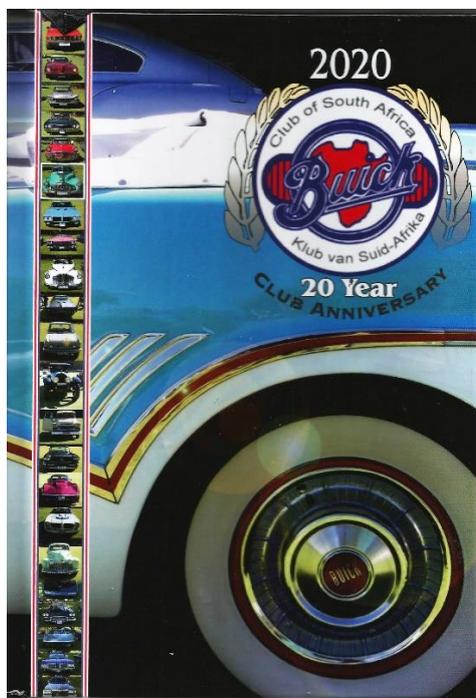
Obituary: Peter Swan

Peter Swan, a founder member and a staunch supporter of the Buick Club of South Africa, passed away peacefully on the morning of 11 April 2020. In the early years of the Buick Club of South Africa Peter was a very regular participant in all our events with his beautiful 1931 Buick Model 57 Sedan. He will be sorely missed and our sympathies go out to all his friends and family.



Special 20th Anniversary Buick Club Diary

Heide-Marie von der Au of Motorheads has published a special 20th Anniversary Diary for the Buick Club of South Africa, which includes an article on the history of the Buick Club of South Africa with its Cadillac, Oldsmobile and Pontiac Chapters by Alex Duffey. Copies of the Diary can be ordered through Heide-Marie von der Au at Motorheads.co.za at R 200 each. Delivery can be arranged via courier at an additional cost.



An important notice from Chris Palk

What is clear from predictions of the infection rate of covid-19 is that our “live” Buick Club and all “Old car” / Classic car Club gatherings (recreational events) are going to be on hold for quite some time. Some views are September 2020 at best. Immediate thoughts are Piston Ring, Cars in the Park and VVC meets. A further factor is that most of our members are over 60 and at risk of picking up this unseen disrupter of our lives.

Virtual events and communication with our members is the one area where we can be innovative and keep our hobby/ passion for our Buicks, Cadillac’s, Oldsmobile’s and Pontiac’s alive. WhatsApp / Facebook groups do have their challenges. A well- constructed website, with communication links (bulk emails and sms reminders) - to our members has been a long-held wish of mine for our club and we have debated this often. We have a web domain and Andre Janse van Rensburg (andre@netwater.co.za) , a life member of our club can transfer it easily to whoever is going to deal with building our website.

The Buick Club of America, Riviera Owners Association, Oldsmobile Club of America and Pontiac Oakland Club of America have excellent websites with public and members only sections, which control access to paid up members. See below for links. We have funds available to pay for a really good website to be developed. We have the time now during lock down and the phased in period after 30 April 2020 to get this project up and running and I suggest, propose and believe our Club should do it - asap.

SAVVA Technical tip 153 – Hungry rats

In recent times there appears to be an infestation of rats in many towns and cities – both the two and four-legged variety. However, as a owner of a few old cars the four legged variety are the ones that concern me most and the following could be a solution to this problem.

A friend recently purchased a very nice series one Jag XJ6 with a manual transmission. A lovely car but since the demise of the previous owner some time ago it has stood around rather unloved. He quite rightly saw the potential in this stunning car – possibly one of the finest Jags ever built and destined to be a serious classic (my humble opinion). A rebuilt engine was fitted and it was heading for the paint shop when it was discovered the rats had made a meal of the wiring under the dash. Can you imagine what it's going to be like rewiring it? Never mind the cost, auto electricians run for the hills when you approach them to take on rewiring jobs like this.

A recent visit to a Midas shop came up with a product that may have a solution to this happening to the vehicles we have in storage or don't use very often. Displayed on the counter was box of Rat Repellent spray cans. Apparently numerous of their customers have also had rat problems. It appears even rats are finding things tough in current times and have had to revert to eating car wiring.

This could be a good investment at around R75.00 a can.



FUTURE EVENTS:

FROM THE DESK OF SAVVA - 10



COVID 19 AND SAVVA MOTORSPORT EVENTS

In the light of the President's announcement and a directive from Motorsport SA, SAVVA has cancelled all organizing permits scheduled for the next 3 weeks. SAVVA fully endorses the President's emergency measures relating to Covid 19 and we thank the clubs that have already responded positively and responsibly by asking for guidance or by cancelling events which do not comply with the restrictions placed on the gathering of people.

We urge all clubs to use their own initiative when organizing events and activities with due sensitivity to emergency requirements that do not comply with the restrictions placed on the gathering of people.

Your understanding and co-operation is appreciated.

National Council - 16th March 2020

Recently Pam Hall added:

According to the latest communication from Government (draft at this stage) on the lockdown status, it appears as though there will be no permitting of events until we reach Level 1 and obviously no time frame as to when this will be.

In the light of this, National Council would like to know what the status is of scheduled events from June to December as we would like to update the calendar which will be included on the website.

The Vryheid Old Motor club has confirmed that they will be cancelling their scheduled car show which was to be held on 6th June 2020.

A message from Frik Kraamwinkel with regard to the P.O.M.C.'s Cars in the Park 2020:

The President of South Africa declared a National State of Disaster in the country yesterday, with serious regulations being enforced to prevent the further spread of the COVID-19 virus. Some of these measures include travelling restrictions, prohibiting meetings of 100 or more, intensifying personal hygiene and preventing close personal contact.

Since CARS in the Park is scheduled for 2 August 2020, which is 20 weeks from now, we have decided to not take any decision about the possible postponement of the event at this stage. We will evaluate the situation in May and will then take a decision about the future of the event for 2020.

We want to assure all our exhibitors of our commitment to them and will keep you informed as things unfold. If the current situation forces us to take a drastic decision about the event, we will inform you in time and will discuss the implications of this decision.

In the meantime, we urge all to maintain good health, to change your behaviour and to regularly wash your hands. Should you feel unwell, with a high fever and dry cough, we recommend that you consult your doctor.

Issued by: Pretoria Old Motor Club

TRADING POST: FOR SALE

1979 Cadillac Seville, 2nd Owner, 77 000 miles. Excellent condition however body needs some touch up. All books and Manuals included. R68 000. Contact Boet Koekemoer 082 722 35 65 or 082 855 2879.

1938 Buick Limited Limousine, ex Southern Rhodesia's Sir Herbert Stanley's state vehicle. Fully restored, Connolly leather interior etc. For details and price please contact Peter Breitenstein on petemoni@afol.com.na or phone +264 81 128 0205.



1958 Buick Special in good running order. R195 000 o.n.o. Kobus 082 852 9768.



1967 Buick Riviera GS Good running condition. R399 000. Contact 021 974 6167.

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Louw Davel's 1970 Buick Skylark Coupe



Andre Goosen's 1968 Pontiac Grand Parisienne