



Mt. Hood Region Cadillac & LaSalle Club Portland, OR



June 2019 Newsletter

Website: www.mthoodclc.com

Director's Message: Greetings to all:



Our annual All Cadillac and LaSalle Show, to be held 8/24/19 at The Red Apple Restaurant, 28300 SE 282, Boring, OR. is only one month away. We are still in need of raffle prizes, please bring them to our next General Meeting, Wednesday July 24th at Elmer's in Clackamas, 16087 SE 82nd Drive. The Club is still looking for a new meeting venue. I'm calling on the members of the Club for suggestions, please keep in mind the following requirements.

1. Facility must be available on the 4th Wednesday of each month from 6PM to 8PM.
2. Accommodate up to 25 people.
3. Semi private meeting room.
4. Individual orders from menu.
5. No charge for room.

Bring your suggestions to the General Meeting on Wednesday, July 24, 2019 or contact me, 206 380 0123 or wgd300@hotmail.com

*Greg Duthie
Director Mt Hood Region CLC*

MHRC General Meeting Minutes, June 26, 2019

The meeting was called to order by Director Greg Duthie at 7:05. Present were Greg and Kathryn Duthie, Keith and Penny Stone, Johnny and Bonnie McCauley, Randy and Sue Rohner, Jack and Jodie Wojnowski, Chris, Courtney and Liam McCauley, Laurie Abbott, Roció Baunsgard, Jerry and Carol Barteaux, John and Alma Moore, and Leonard and Debbie Dutton. Greg introduced new members John and Alma Moore. They have a 65 Cadillac De Ville convertible.

Kathryn and Greg attended the Grand National in Louisville, Kentucky. They had a great time and promoted the 2020 Driving Tour. The Mecum Auction promoted some activity and exposure by members, Greg Duthie, Jack & Jodie, Keith & Penny and John & Elma Moore.

Dave Woolsey recently purchased and has an array of Cadillac parts ranging from 48-mid 60's.

Roger Hull was hospitalized at OHSU and will be moving into a care facility. He has his 75 Coupe DeVille for sale....next article.

There were no corrections or additions to the previous meeting Minutes. Jack motioned and Johnny seconded. The motion was approved

Kathryn gave the Treasurer's report. She mentioned there were expenses and disbursements.

Activities

Sue Rohner Activities Chair gave details about the Great Race Tour on Friday, June 28th to include meeting at Jantzen Beach at 11:30; lunch on the Waterfront following with the tour of Officers Row to follow with the visit of the car Museum and the arrival of the Great Race cars. She also mentioned the Corbett Parade on the 4th meeting at 7:00 for breakfast at the High School and later lining up for the parade at the Historic Springdale- Corbett Road. This is a traditional parade with great participation, music and entertainment. Carl Johnson will drive the Corbett Court in his 66 DeVille convertible.

Larry Schick and Richard Fabbro were absent.

Laurie mentioned Kathy Kruger who was very enthusiastic to join the club, but did not make it to the meeting. She has a Cadillac Biarritz.

Jack Wojnowski is retiring from doing the newsletter for over 20yrs. (September will be the last printing), The Club is now looking for a volunteer to edit the Newsletter.

Old Business

The Show will be at the Red Apple Restaurant on 8/24/2019. Sponsorship for trophies need to be posted on the website. Jack and Jodie sponsored a trophy.

Raffle prizes are needed for the Show. Fruit boxes were suggested for raffle prizes. Keith and Penny are in charge of Trophies and Plaques. Registration papers are coming. Grill badges have been ordered. Shirts and pins have also been ordered.

New Business

New venue for the Board Meeting was chosen. It will be at Jack and Jodie's
Need to make a decision about the Swap Meet taking place on April 3-5. Booths are \$75. Ask
membership's opinion. Post on website.

Carol Barteux shared the news about Geraldine's passing. She sang at our Club's gatherings. Her
service was 6/29/2019.

Adjournment at 7:48 pm.

*Respectfully Submitted,
Rocio Baunsgard, Secretary*

Roger Hull is selling his 1975 Coupe de Ville



*Roger is trying to get his car sold as soon as possible. He, of course, would love to see his car
go to someone in the Club. He has asked Johnny, 503-661-3299, Richard Fabbro 360-915-
4689, to be the phone numbers for contact, and to help him sell it.*

Over \$40,000 invested. New vinyl top, completely rebuilt engine and transmission, New leather interior, and new trunk and interior carpeting. New flawless paint. Show quality chrome. New cruise control parts ready to install. This car has less than 1000 miles on it since the engine/transmission rebuild. Receipts for all work performed. This is an outstanding example of a 1975 Cadillac.

\$20,000 Firm to MHRCLC members only. Otherwise the price is \$25,000.

CAD JOKE

Why do you make more money?

A heart surgeon takes his Cadillac to his mechanic to get his engine fixed. When he returns a few days after to pick up the car, the mechanic calls him over to show him something. He says, "Okay Doc, I've changed the seals out and fixed everything up but I have one question. The engine is to the car as the heart is to the body. Why is it that you make some much more money than me?"

The doctor examines the engine carefully and says, "try fixing it while the engine is running."

MECUM AUCTION

Some of the pictures from the auction.

The Mecum Auction promoted some activity and exposure by members, Greg Duthie, Jack & Jodie, Keith & Penny and John & Elma Moore. Handing out flyers for our All Cad Show. It was virtually a car show.





Forgot to take a picture of our volunteers at our promotion table.....

**Members, I have included our flyer for the All
Cad Show Aug 24th for you to print out and pass
around ON THE NEXT PAGE**

'All' Cadillac & LaSalle Car Show

Saturday – August 24, 2019 – 11am to 3pm



Sponsored By
**MT HOOD REGION
CADILLAC & LASALLE CLUB
&
THE RED APPLE RESTAURANT
28300 SE 282 Ave, Boring OR**



**Good Food, Music, and Trophies.
Entry fee - \$20. Dash Plaques first 50 Entrants.
Come and Have a Fun Saturday and Show your Beautiful
Show Cars in Downtown Boring !!!**

**Contact Greg – 206-380-0123
Our Website: mthoodregionclc.com**

****Checkout our 2020 National Driving Tour August 22-28, 2020, 'Click Events' ****

Lee Iacocca could have saved American automakers—again

by [Jack Baruth](#) //
July 03, 2019

Almost 38 years ago, a bare-bones Plymouth Reliant “K” sedan rolled up into our driveway and my father stepped out of the thing with a look of unconcealed disdain on his face. I was there before he applied the parking brake, anxious to see the car that was going to save Chrysler. His brokerage had just taken a fleet delivery of a half-dozen or so Reliants, largely on the strength of my recommendation as his company’s “auto expert,” and I’d begged him to bring one home as soon as he could.

Crawling through the rectilinear vinyl interior, running my fingers along the back of every plastic trim piece, popping the hood and gazing in wonder at the all-American 2.2-liter four-cylinder and its mighty 84 horsepower. As a late-’81 build, it carried the ultra-modern Chrysler Pentastar instead of a Plymouth badge.

The Reliant captivated me. Though I was just 10 years old, I was already a *Car and Driver* subscriber. I knew America was in deep trouble and Chrysler was in deeper trouble. The “[K-car](#)” was a moonshot. Reluctantly, Dad agreed to take me for a short drive in it. Night fell before I could scrutinize every nut and bolt of the thing.

“Bring it back tomorrow,” I implored, and he did. The next evening found me reading every label and sticker on the thing—but I wanted to see how quickly it would accelerate to 55 mph. “Dad, bring it back one more day.”

“Absolutely not,” he snapped. “These cars were delivered to my sales reps last week. They’re supposed to be driving them *this* week. The person who *should* be driving this car, has had my Lincoln for two days already—and the damned kid is probably *eating his dinners* in the thing.” Oh. It hadn’t occurred to me that not everyone in the world shared my K-Enthusiasm, and that Dad had actually done me a

huge favor by swapping his Town Car Signature, complete with Premium Sound, for a Reliant K with an AM radio. We did not speak of it again.

1981 Dodge Aries



Lee Iacocca didn't design the K-car, but that's OK; he didn't design the Mustang either. He merely willed them both into existence, forced the appropriate decisions on executive teams with Michigan myopia and a profound disinterest in anything going on beyond their country clubs and wood-paneled executive suites. You'll read a lot about the man today, [both here](#) and elsewhere, but what I want to emphasize for just a moment is the singularity, and the excellence, of Iacocca's vision.

He was a "product guy," like Bob Lutz and many others, but unlike many of those fellows he internalized the product desires of working fathers as easily as he understood what Frank Sinatra might want in an Imperial coupe. No other automotive executive can claim to have created two major segments of the American market; Lido did it with the Mustang and he did it again with the minivan. He also understood the importance of execution; from the very beginning, the K-car had higher quality than any of its Chrysler predecessors or, in the opinion of this writer at least, the FWD competition from General Motors and Ford.

He was a marketing genius, turning Chrysler's very public and very embarrassing struggles into an opportunity to engage the sympathies of the American public. We are all very familiar nowadays with the idea of the TV-star CEO who appears in all the ads—but it was heady stuff in 1980. While his

contemporaries hid behind stylish, movie-like spots with professional models and cynically-produced pop music, Iacocca stepped right in front of the cars, unafraid to be personally responsible for the product around him. The ads were massively effective and widely discussed. No one seemed to notice that they were also dirt cheap to produce. He used the public perception that convertibles had been “banned” in order to make a huge impact with the K-car-based LeBaron droptop. Very few were sold—but everyone noticed, and no doubt plenty of standard sedans were moved as a result.

He had complete command of his relationships with both government and labor. He got the best terms possible for his bailout, then he turned around and worked with the UAW to keep the lights on. Then he paid the money back and kept his promises to the union. Look at today’s automotive CEOs. They kowtow to a coterie of international investors and slash American jobs like so much winter chaff even as they spend billions on creating suicide factories for poverty-wage, powerless minions in unregulated hellholes around the globe—all the while awarding themselves Floyd Mayweather-levels of deferred compensation, stock options, and seats on complementary boards. Mary Barra is earning \$22 million a year to oversee GM’s slow slide into irrelevance; Lee Iacocca took a dollar’s worth of compensation to save the jobs of his countrymen and put Chrysler on a path to glory that would, unfortunately, end when it was all but given away to the Germans by his feckless and ignorant successors.

What would he have made of today’s headlong, and immensely stupid, rush towards the “electric future”? I think he would have laughed at it. He understood the limitations of battery-powered product—after his retirement, he became involved in an early e-bike company—but more importantly, he never felt that his own desires were somehow superior to those of the public. Iacocca massaged the K-car into Executive limos and Chrysler New Yorkers—but at the same time he built the Daytona and the minivan. He gave the buyers what they wanted, which was a very different concept than today’s paradigm of shoveling toxic “progress” directly into the faces of the people who pay your salary. I also think that the man who supported an entire Big Three company on a single platform, and a single engine, would have cradled his head in despair over the Bolt/Volt boondoggles which sucked desperately-needed cash and talent out of the development processes for mass-market vehicles with genuine potential.

I do not believe there is a single auto company in America—or, that for matter, in the world—that would not benefit tremendously from replacing their management with an exact duplicate of a 65-year-old Iacocca. Imagine, if you will, having a leader who actually connected with the public rather than hiding from them, someone who didn't pack golden parachutes or bribe officials or simply flush entire brands down the toilet. Someone who was not afraid to build what the public actually wants rather than navel-gazing their way into esoteric “mobility” fantasies in a pathetic effort to attract the wandering eye of the Silicon Valley investor class.

It is hard to imagine that our modern business schools, with their timidity and veneer of egalitarian reality-distortion, will produce such a man again. There will not be another Lee Iacocca. Gone is the fellow who unashamedly wore fine Italian suits and put crystal pentastars on the hoods of Fifth Avenue sedans but who also understood the concerns of the line worker as if they were his own.

His successors dress like children in polyester leisurewear, as if they might break into a run at any moment, while at the same time considering themselves to be sacred Eloi, placed by divine right of education and class above the anonymous Morlocks who run their factories in distant time zones where armed soldiers break unions and wages are artificially preserved at starvation levels.

Lee Iacocca lived a long and full life. We were lucky to have him, and we are made worse by his absence. Godspeed, Lido—and thank you.

Article submitted by member, Rocio Baunsgard.

FOR SALE OR WANTS:

For sale: 2 sets 1951 Cadillac 331 cylinder heads \$125.00/set, 2 sets 1951 Cadillac rocker arm L&R 1949 Cadillac exhaust manifolds \$100.00/ Pair. All parts should be considered cores. Call Greg Duthie @ 206 380 0123 or wgd300@hotmail.com

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Any mistakes in this newsletter were purposely put in to test if you are truly reading our publication.



Editor
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