

# The Gold Standard



*The Hampton Roads Region  
of The Cadillac - LaSalle Club Inc.*

*A Monthly Newsletter Dedicated To  
The Preservation of Two of  
America's Finest Automobiles.*

Volume II Issue IV April, 1997

## *Message from the Regional Director*

I start this month's message with my praise and gratitude to our membership for the past year of dedicated hard work which has made Hampton Roads a successful region of the CLC. As a result of everyone's efforts, the National Board has granted permanent status to our region after only one year of provisional status. GREAT WORK GANG!

Before going any further, let me correct my first sentence from last month's message. I am sure it left everyone scratching their heads. I should have stated that Punxsutawney Phil DID NOT see his shadow and therefore we could all look forward to an early spring of car shows. Clear as mud, right?

Anyway, our second meeting at Colonial Cadillac was a great one I thought. We had a good turnout of current members and entertained two guests who we hope will join our club, Bill Wilcox and John Witzel. The meeting was fruitful and we all got to meet member Katie Durand for the first time. She definitely added some class to the gathering, and her pristine '67 Sedan graced Colonial's Parking lot as well. We all hope that we will see more of Katie at future meetings.

A special thank you goes to James Gregg for his efforts in representing Hampton Roads at the National Board meeting in Chicago last month. His report was very informative. The next board meeting will also be held in Chicago in August in conjunction with the Grand National Show. Lets all try to make that trip with James to the Windy City this summer. As I commented last meeting, if you have not attended a CLC Grand National,

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## *New News*

- We have been informed that member George Drummond has bought Mary Ann Brendel's '47 Model 75 Limo. This is the car we have been advertising over the past several months. Since we have not seen George in awhile, we hope he will drive the Limo to our April meeting at Suttle's for all to see. How 'bout it George!
- After several months of negotiations, we have finally entered an order for shirts that

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## *Next Months' Meeting*

Our next meeting of the Hampton Roads Region will be held on Tuesday, April 1, 1997 at 7pm. Meeting site will be at Suttle Motors in Newport News. Let's celebrate April Fools Day with a big turnout.

## Minutes from Last Month's Meeting

1. The Director reported that negotiations have now been completed with the firm 'Thread Connections' to produce shirts with the club logo on them. Suttle Motors has agreed to stock the shirts in their parts dept. The shirts will sell for \$30.00, plus an additional \$5.00 for those who would also like their names embroidered opposite the logo.
2. There was a review of February's Tool Party, hosted by James Gregg, and all agreed that it was a success.
3. James also provided the group with a very detailed report on the National Board Meeting which was held in Chicago in February. The most important news was that the board approved Hampton Roads for permanent status in the club.
4. The advertising brochures were introduced again to the group and the director announced that brochures with local club information would be ready for distribution at the next meeting.
5. The Director reminded the group that Jim Koontz would be leaving the area this summer, and that we would be looking for a member to step forward to take Jim's place as Gold Standard Editor.
6. It was announced that Mike Suttle was very interested in conducting a show this year at Suttle Motors. The matter was discussed and the group voted to conduct our First Cadillac/LaSalle Show on October 4, 1997.
7. The issue of a display rack was again discussed. Larry Hatch suggested that he had a contact that might be able to produce what we want. It was agreed that Art and Larry would both produce drawings to be submitted for possible production.
8. It was announced that the first show of the season would be the Spring Fling at the Super K-Mart in Norfolk on March 22nd. Since Mike Suttle is sponsoring a Best Cadillac Trophy, everyone is encouraged to show.
9. It was also announced that the Beach Events Car Show to be held on the boardwalk at Va. Beach would be the area's first cash awards show. This show occurs on April 5 & 6, and provides seven \$100.00 cash prizes, and one \$1,000.00 cash prize for each day of the show.
10. Because of increased calls from non-members wanting to sell cars and parts in the Gold Standard, the group voted to charge these individuals \$10.00 per ad and the ad will run for three months.



## Kaddy Korner

1976 Eldorado Convertible  
Blue w/ white top and leather,  
very nice cond. 94K miles  
\$7,500.

Hockaday Motors  
Newport News (757) 595-5585

1977 Eldorado  
blue and white, sunroof  
110K miles, good cond.  
\$2,995

Jefferson Ave. Auto Wholesale  
Newport News (757) 595-1991

1964 Studebaker Daytona  
4dr., P.S. HH, 3sp. OD, 259 V8,  
factory air, great for show or go  
Art Matthews (757) 868-9717

## Wanted

Bumper Jack and Wedge for  
'59/'60 Cadillac  
in good condition  
Jim Koontz (919) 848-4059

Stories, photos, articles, letters  
or any kind of material from  
you all that I can include in  
future newsletters.

I'm running out of material,  
help me out here, please.

Jimmy Lester



## Cadillac - LaSalle Trivia

How well do you know the history behind the Cadillac - LaSalle names? See if you can answer these questions.

Answers below.

1. How do you remove the horn button on a 1954 Caddy?
2. What was the last year Cadillac made wrap-around windshields?
3. 1931 LaSalle could be ordered with an optional "Pilot Ray" road light. What did this light do that was different from any other light?

### Trivia answers:

1. Push down and turn counterclockwise
2. 1960
3. Pilot Ray lights were linked to the steering mechanism and would pivot to shed its' light any where the car was turned.

Source: Standard Catalog of Cadillac 1903-1990



**Tech Tip**  
A major cause of highway breakdowns — after running out of gas and flat tires — is cooling system failure. Attention to your cooling system can head off trouble. Have your cooling system pressure tested for leaks twice a year. Change hoses and belts at the first sign of wear or when they have aged beyond five years of 50,000 miles. Check the coolant level frequently. If you need to add coolant, find out why.

## Members' Space

### Another Limited Edition - 1971 del Cavallero



If there was ever a car that could be billed as the "Liberace of American Luxury Cars", the 1971 Cadillac Eldorado del Cavallero has to be it. Just like the Le Cabriolet I told you about last month, the del Cavallero started life as something else, in this case, a fully rigged Eldorado.

But let's backup a few years. When the new front-wheel drive Cadillac Eldorados debuted in 1967, Barris Kustom City of North Hollywood California sold a specially trimmed del Caballero (note the spelling) version through Cadillac dealers at a \$2,500 to \$4,500 premium. Universal Coach handled the conversion at shops in Detroit and Los Angeles.

The 1971 Cadillac Eldorado received an Elvis-style makeover gaining bulk and sequins while losing spunk. Emissions controls knocked the V8 engine down by 35 horsepower from the previous year. Meanwhile, the wheelbase was stretched to 126.3 inches to accomodate a chunky classical look. Vintage styling cues included front bumper guards, skirted rear-wheel openings, opera windows and chrome wind splits behind the doors.

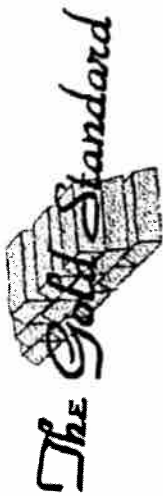
The del Caballero of 1967-70 was renamed the del Cavallero in 1971. Barris started with a fully optioned Eldorado and added an anti-theft system and electric door releases hidden by flip-up Cadillac crests. Then came a laundry list of chrome: larger grill, hugh bumper guards, grilles over the side marker lamps, del Cavallero fender scripts, a polished panel at the base of the windshield, landau irons, oval opera window inserts, pinstrips, a grill and belt straps on the trunk lid, chromed steel wheels with egg-basket wire hubcaps and modified fender skirts.

I was unable to find out how many units were actually produced, or how long Barris actually made these versions. But in the age of leisure suits and disco music, these cars were a definite fashion statement.

(Parts of this article were rewritten from an article by M. Park Hunter which appeared in the January 13, 1997 issue of Autoweek.)

Happy Motoring, Jimmy Lester

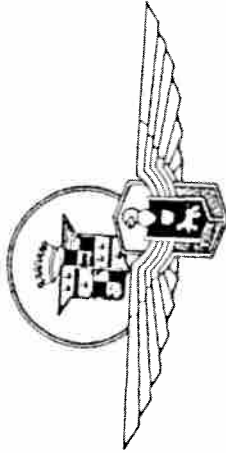
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# Calendar of Events

## Hampton Roads Region

### Cadillac - LaSalle Club

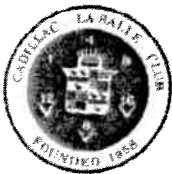


— April 1997 —	— May 1997 —	— June 1997 —
<ul style="list-style-type: none"> <li>• 1, Tuesday 7pm Club Meeting -Suttle Motors Newport News</li> <li>• 3-6, Thurs. thru Sunday CLC Georgia Driving Tour Savannah, GA</li> <li>• 5-6, Saturday &amp; Sunday Beach Events Car Show Virginia Beach Boardwalk</li> <li>• 13, Sunday H.E.R. Show Suffolk Airport, Suffolk VA</li> </ul>	<ul style="list-style-type: none"> <li>• 2-4, Friday thru Sunday - Super Street Weekend Chesapeake Campground</li> <li>- Virginia Vair Fair Williamsburg, VA</li> <li>• 3, Saturday Menchville High Show Newport News, VA</li> <li>• 6, Tuesday 7pm Club Meeting -Colonial Cadillac, Norfolk</li> <li>• 10, Saturday - Lake Taylor Hospital Show Norfolk, VA</li> <li>- Scout Fest '97 Show &amp; Shine Norfolk Naval Air Station</li> <li>- AACAA Apple Blossom Meet Winchester, VA</li> </ul>	<ul style="list-style-type: none"> <li>• 1, Sunday Ultimate Illusions Show Norfolk, VA</li> <li>• 3, Tuesday 7pm Club Meeting -Colonial Cadillac, Norfolk</li> <li>• 22, Sunday Roughton Pontiac Show Roughton, VA</li> </ul> <p><i>Suburban I-70</i> <i>Sub I lake truck stop 30 miles east of co. lumbia.</i></p>
<p>N17H21W + MX</p>	<ul style="list-style-type: none"> <li>• 17, Saturday - Courtesy Ford Show/Shine</li> <li>- Tidewater Z-Car Show</li> <li>• 18, Sunday <del>MAY</del> TCA Car Show</li> <li>- CLC Potomac Region Show Greenbelt MD.</li> <li>• 24, Saturday - Colonial Studebaker Meet Yorktown, VA</li> <li>- Gloucester Car Show Ware Academy</li> </ul>	

## Message from the Regional Director

The last item on this month's agenda for me is the fact that we will be losing our Gold Standard Editor this summer. Jim Koontz is being transferred back to his home in Pittsburgh, PA, as you all know. Jim has done an outstanding job, particularly under the circumstances of being 200 miles away from Tidewater. It is now time for someone to step forward and take the reins from Jim. I am hopeful that we have a brave soul out there who can come forward at our April meeting and agree to undertake this important task. Search your soul folks, please.

*ART MATTHEWS*

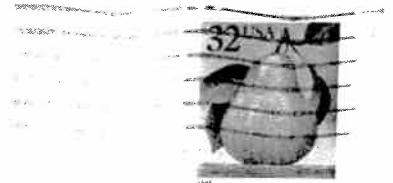
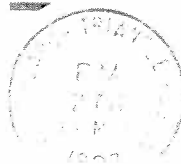
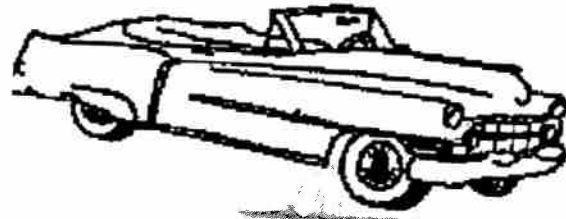


Hampton Roads Region-CLC Inc.  
Regional Director  
Arthur N. Matthews, Jr.  
12 Carroll Drive  
Poquoson, VA 23662

## New News

are embroidered with the club logo. It will be about one month before the logo tape is completed and the shirts can be finished. Everyone is reminded that the shirts will be stocked at Suttle Motors. In addition, if you want your name on your shirt, you must place your order with Art as soon as possible.

- The National Club has supplied the regions with brochures which can be distributed to advertise the benefits of the CLC. We have printed a supply of these brochures which includes information about our region. Be sure to attend the April meeting so that you can pick up your supply to distribute.
- At the last meeting, the membership voted to hold our first Cadillac/LaSalle show on October 4, 1997, at Suttle Motors in Newport News. This date has been confirmed with Mike Suttle. In the coming months, we will begin our plans for this initial meet. All members are encouraged to step forward and assist in making this venture a success.



## Addressee

Viator Trudeau  
1006 Austin Drive  
Chesapeake, VA 23320