

## *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.  
Volumn II Issue II February, 1997*

### *Message from the Regional Director*

1997's first meeting of the Hampton Roads Region of CLC took place in Norfolk, VA at Colonial Cadillac. Alan Rice, General Manager, was on hand to give us a warm welcome and encouragement in our endeavour to build this region into one we can be proud of. To christen the event, we had a nice turn out, signed up a new member and engaged in a very active session. Those of you who were unable to attend missed a good opportunity to have input into club activities.

As we begin our second year, we are happy with our accomplishments of the past year, but not satisfied. Our primary goal is to be able to begin an annual Cadillac/LaSalle show as early as this summer. This event should be one that all car hobbyists can look forward to. In order to accomplish this goal, expanding the membership continues to be our #1 priority. As I reported at the last meeting our Regional V.P., Bill Edmunds, is sending us brochures which will be very helpful in spreading the word of our existence. One catch . . . we all need to be willing, ready and able to spread the word once we have the brochures in hand. This means every member must have a supply of brochures in his or her car and be willing to take the time to stop and stick a brochure under a windshield wiper of the older Caddys you see parked. Put them on new Caddys for that matter. Word-of-mouth is known as one of the best advertising tools out there, so let's spread the word. I'll make sure that everyone has an adequate supply of brochures.

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### *New News*

- At the January meeting, the membership voted to cancel newsletters to members who have failed to pay 1997 dues. If you fall into this category, please be advised that this issue of the *Gold Standard* is your last.
- The Club has been invited to participate in this years Neptune Festival at the beach in September.

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### *Next Months' Meeting*

Our next meeting of the Hampton Roads Region will be held on Tuesday, February 4, 1997 at 7pm. Meeting site will be at Suttle Motors in Newport News. Let's have a good turnout.

## Minutes from Last Month's Meeting

1. The Director presented information regarding the purchase of club golf shirts. Bids were acquired from two sources; Fox Screen print and Suttle Motors. After lengthy discussion, the members voted to buy the shirts from Suttle. The consensus was that we should all have white shirts with the club symbol. The cost per shirt will be \$30.00.
2. There was further discussion about our display rack idea. Something that is portable, could be taken and set-up at shows, or could be left in the Dealer's Showroom.
3. The Director gave a report on the results of the last Car Club Council Meeting. It appears that 1997 will be a very active year with the first show occurring on March 22, at Northside Park in Norfolk. This is the annual "Spring Fling" and Suttle Motors will sponsor a 'Best Cadillac' trophy.
4. The matter of 1997 dues was discussed. All members were reminded that membership in the National Club is a prerequisite to membership in the Region, and must comply with that requirement. The membership voted to discontinue membership privileges to those who have failed to render their 1997 dues by the time of our next meeting.
5. The Director reminded the group that we are in need of a person to serve on the National Board of Directors and to be willing to attend the two annual meetings each year. James Gregg stepped forward and volunteered his services for that duty. The group agreed to the appointment.
6. The Director was asked to relay the members questions about the J.C. Taylor Insurance on to our Regional V.P., Bill Edmunds.
7. The Director passed out information he had received from people trying to sell older Caddys.



SHOE



## Kaddy Korner

1948 Model 75, 7 pass. sedan  
needs cosmetic restoration  
Mary Ann Brendel  
(804) 253-1146

1960 Cadillac Flower Car  
runs great, good paint  
great chrome - \$500  
Walter Jackson (804) 769-2208  
(804) 443-4567

1965 Fleetwood  
94K miles, drives well,  
needs cosmetics  
Ski Malieswski (919) 335-2614

1972 Eldorado Convertable  
Very nice restoration, \$9000  
Gordon Garnett  
(804) 838-1716

1964 Studebaker Daytona  
4dr., excellent show car  
P.S., factory air  
Art Matthews (757) 868-9717

## Parts For Sale

1968 Coupe De Ville rear end,  
4 wheel covers, Cheap  
Dave Ellis (757) 245-7486

## Wanted

One Vogue Type LR-75/15 tire  
for 1975 Eldo Conv.  
Must be Miracle Aramid Radial  
in mint condition  
Bob Lambert (757) 439-5437

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

## 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. The 4 millionth Cadillac was produced on October 12, 1972, when would the 5 millionth one be produced?
2. Cadillac first offered air bags as an option in what year?
3. Heaters were options on Cadillacs until they became standard equipment in what year?
4. Cadillac was purchased by General Motors Corp. in what year?



### Tech Tip

If you are planning to do some repair work on an older car, start squirting penetrating oil on the bolts you will be removing at least two weeks before you start. Every third day, give them a good shot of oil, it will make thing a lot easier when you actually start your repair work.

#### Trivia answers:

1. Just eight months later, June 27, 1973.
2. 1974
3. 1962
4. 1909

Source: Standard Catalog of Cadillac 1903-1990

## Members' Space

### Forty Years ago in Cadillac History - 1957

Do you remember 1957? Elvis, James Dean, Marilyn Monroe, Sock Hops, Rock 'n Roll, Drive-in Theaters, West Side Story, Sputnik. All these things were hits in 1957. Chevrolet introduced the car that would become a dream for a lot of folks these days, the '57 Chevy. Ford also had a great car that year in the Thunderbird. Who would have thought at the time that these cars would be so popular today?

Not to be out done, Cadillac Motor Car Division of General Motors introduced a new super luxury four-door sedan that would become one of the most collectable Caddys ever produced. Announced in December 1956, and released around March 1957, the Eldorado Brougham was a hand built, limited-edition, four-door hardtop sedan derived from the Park Avenue and Orleans show cars of 1953-54. Designed by Ed Glowacke, the Brougham featured America's first completely pillarless four-door body styling. Even ventipanes were absent. The Brougham was further distinguished by a brushed stainless steel roof, the first appearance of quad headlights and totally unique trim.

The exterior ornamentation included wide, ribbed lower rear quarter beauty panels (extending along the full rocker sills) and a rectangular sculptured side body 'cove' highlighted with five horizontal windsplits on the rear doors. Tail styling treatments followed the Eldorado theme and 'suicide' type hanging was used for the rear doors.

Standard equipment really did seem to include "the Kitchen sink" with all possible accessories such as: a dual four-barrel V8; air-suspension (the first of it's kind on any American production car); low-profile tires with thin white-walls; automatic trunk-lid opener; automatic 'memory' seat; Cruise Control; high-pressure cooling system; polarized sunvisors; Signal-Seeking two speaker radio; electric antenna; automatic-release parking brake; electric door locks; dual heating system; automatic starter (with restart); Autronic Eye; drum-type electric clock; power windows; forged aluminum wheels; silver magnetized glove box drink tumblers; cigarette and tissue dispensers; lipstick and cologne; ladies compact with powder puff, comb, mirror and matching leather notebook; Arpege atomizer filled with Lanvin perfume; and, oh yea, air conditioning. Buyers of Broughams had a choice of 44 full leather interior trim combinations and could select such items as Mouton, Karakul or lambskin carpeting.

400 Broughams were produced in 1957 at a factory price of \$13,074 each. Cadillac would continue to offer the Brougham until 1960 when only 101 units were made. 1958 saw 304 units and 1959 saw 99 cars produced. Only 1957 and 1958 models were actually made in the United States. 1959 and 1960 bodies were made in Turin Italy by Pinan-Farina and shipped to America for assembly onto the chassis.

Some other interesting facts about the Brougham:

- The 1957 Eldorado Brougham was designed to compete with the Lincoln Continental Mark II.
- The new quad headlights were illegal in some states during 1957.
- The air-suspension system proved unreliable and Cadillac later released a kit to convert cars to rear coil spring type suspension. This makes Broughams with the air system intact rarer and more valuable today.
- Ball joint suspension was a new technical feature adopted this year.
- One Brougham was actually made in 1956 as a Town Car with an open drivers compartment. It appears on the cover of March 1996 Self Starter.

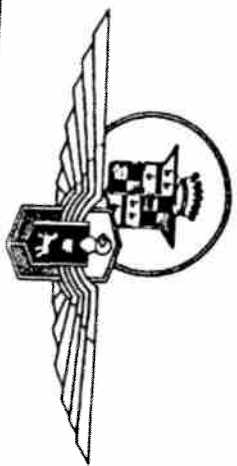
In some peoples' eyes 1957 was one of the greatest years ever for automobile designs. The 1957 Cadillac Eldorado Brougham certainly ranks as one of the very best of that year.



# Calendar of Events

## Hampton Roads Region

### Cadillac - LaSalle Club



— February 1997 —	— March 1997 —	— April 1997 —	— May 1997 —
<ul style="list-style-type: none"> <li>• 4, Tuesday 7pm Club Meeting -Suttle Motors Newport News</li> <li>• 19, Wednesday Judge's Seminar - Location to be announced</li> </ul>	<ul style="list-style-type: none"> <li>• 4, Tuesday 7pm Club Meeting -Colonial Cadillac, Norfolk</li> <li>• 14-16, Friday thru Sunday Carolina Collector Auto Fest - Spring Show - N.C. State Fairgrounds, Raleigh, NC</li> <li>• 22, Saturday Spring Fling - Northside Park, Norfolk, VA</li> </ul>	<ul style="list-style-type: none"> <li>• 1, Tuesday 7pm Club Meeting -Suttle Motors Newport News</li> </ul>	<ul style="list-style-type: none"> <li>• 6, Tuesday 7pm Club Meeting -Colonial Cadillac, Norfolk</li> </ul>

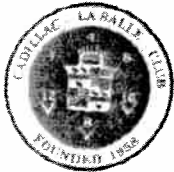
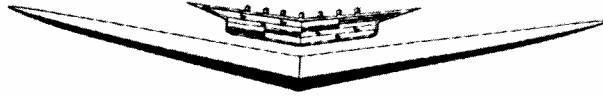
## Message from the Regional Director

We are now planning the club activities for 1997 and we want to meet your needs. 1997 is promising to be a high year in Tidewater for auto related activities. By that I mean primarily auto shows on the weekends. Beginning in May, there will be somewhere to go every weekend. Many weekends you will need to make a choice as to which show you will attend. If shows are not your cup of tea, we need to know whether you prefer socials, tours, etc. you name it. We will try to plan it — but please get your requests in early.

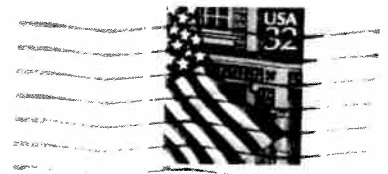
*Art Matthews*

## New News

- The Car Club Council is investigating the possibility of acquiring a site for a regional flea market.
- There will be a Judges Seminar on Feb. 19 at a yet-to-be-announced location in Norfolk. Any interested parties should contact the Director promptly.
- The advertising brochures have been received from the Regional V.P. We are making arrangements to reproduce them so that all members will have an adequate supply on hand.
- At the January meeting we all welcomed our first new member of the new year, Bob Lambert from Chesapeake, VA. Bob is the proud owner of a 'new' 1975 Eldorado Convertible with 16,000 original miles. We all look forward to seeing that beauty.



Hampton Roads Region - CLC Inc.  
Regional Director  
Arthur N. Matthews, Jr.  
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### Addressee

Viator Trudeau  
1006 Austin Drive  
Chesapeake, VA 23320