

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 III March, 1997

Message from the Regional Director

Punxsutawney Phil saw his shadow for the first time in many years this month. So what does that have to do with Caddys you ask? It means that spring will be early this year and the spring auto show circuit will be humming. So get your Caddys tuned up, polished up and ready to roll 'cause things are happenin' this year.

This copy of "The Gold Standard" may not reach you by the time we have our first two outings, so we will be calling everyone about the Judging Seminar on Feb. 15 at the Eagle Club in Norfolk, and about the tool party at James Gregg's shop on Feb. 18 also in Norfolk.

The first car show for our area will be the 'Spring Fling' on March 22 at the Super K Mart on Military Blvd. in Norfolk. This show is sponsored by the Car Club Council of Hampton Roads which we belong to. Mike Suttle is sponsoring the 'Best Cadillac Trophy' at this event so we need to have a good turnout at what is always a very nice event.

I recently had a good conversation with Mike Suttle. He has expressed an interest in having a Cadillac/LaSalle show at his place this year, preferably in early fall. At the last meeting I suggested Sept. 6th, but was reminded that that date was in conflict with the HVPR show at Fort Monroe. As an alternate date, Mike has suggested Oct. 4th. This date has no known conflict and is followed the next day with the 'Occasion for the Arts at Colonial Williamsburg. We may be able to sell a weekend entertainment

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New News

- Gene (Buck) Gregory made and appearance at the February meeting and displayed pictures of his 1940 LaSalle Business Coupe that he currently is restoring. We hope to see him again.

- The new show schedule from the Car Club Council already lists 20 shows scheduled for this season. Be advised that we will see that number double or even tripled in a few months.

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Next Months' Meeting

Our next meeting of the Hampton Roads Region will be held on Tuesday, March 4, 1997 at 7pm. Meeting site will be at Colonial Cadillac in Norfolk. Let's all try to bring a new member into the fold.

Minutes from Last Month's Meeting

1. The Director reported that the firm which had agreed to produce our club shirts, imprinted with club logo, had encountered difficulty with reproducing the fine detail in the logo. The members requested that further negotiations take place to ascertain whether there was a suitable alternate design available.
2. The Director was able to secure three Cadillac display boxes from Colonial Cadillac which hopefully can be turned into a show display advertizing the club.
3. The members discussed ideas for socials for the present year. The Director will again host two Sunday parties and he encouraged others to introduce ideas.
4. The Director handed out brochures produced by the National Club. The club will reproduce these in sufficient numbers so that all members have adequate supplies to hand out.
5. The Director shared with the group information he received about the Atlanta to Savannah Tour being hosted by the Peach State Region. A schedule of the tour is enclosed in this newsletter for all interested parties.
6. The group discussed the idea of hosting our first Cadillac/LaSalle show in early fall. The suggested date was in conflict with the annual HVPR Show at Ft. Monroe. A tentative date of Oct. 4th will be suggested at the March meeting.
7. Several pictures and descriptions of Caddys for sale were passed to the group. The most interesting is a 1951 Sedan DeVille with 60,000 miles. It is alledged that this car is all original and a very good driver.



Kaddy Korner

1951 Sedan DeVille
60K, all original, good driver
\$5,000 OBO
Tony Jones has number

1965 Fleetwood
94K miles, rough but drivable
\$1500
Ski Malieswski (919) 335-2614

1972 Sedan DeVille
117K, condition ?
\$500 Crafton Langston
(757) 436-5399

1976 Coupe DeVille
156K, lots of new parts,
daily driver
Richard Tarr (757) 872-8277

1964 Studebaker Daytona
4dr., excellent show car
P.S., factory air
\$7500
Art Matthews (757) 868-9717

1983 Hurst Olds
11K, this car is brand new
and perfect
Hudgins Cadillac
Williamsburg, VA

Wanted

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

The Cadillac-LaSalle Club

1997 Spring Invitational Driving Tour Registration hosted by Peach State Region

MASTER REGISTRATION: (includes car and one driver) _____ x \$ 25.00 = \$ 25.00
Additional guests: (please include spouses and other guests here) _____ x \$ 5.00 = \$ _____

Thursday, April 3: (Optional Caravan from Atlanta to Savannah)

Lunch at *Willis House*, Milledgeville Ga _____ x \$ 19.00 = \$ _____

children 6 yrs and under _____ x \$ 8.00 = \$ _____

Get-acquainted Cocktail Party at Savannah Marriott Riverfront
(host hotel)

_____ x \$ 5.00 = \$ _____

Dinner on your own

Friday, April 4:

Horse-drawn Carriage Tour of *historic Savannah*

_____ x \$ 12.00 = \$ _____

Lunch at *Mrs. Wilkes Boarding House*

_____ x \$ 12.00 = \$ _____

children 10 yrs and under _____ x \$ 5.00 = \$ _____

Afternoon and Dinner on your own

Saturday, April 5:

Driving Tour to *History Museum, Historic Railroad Museum,
Fort Jackson and Tybee Island Lighthouse*

_____ x \$ 9.00 = \$ _____

Photo Session for cars at Lighthouse

_____ (FREE!)**

Lunch on your own

Banquet at Savannah Marriott Riverfront -

Low Country Seafood Buffet _____ x \$ 33.00 = \$ _____

children 6-10 yrs _____ x \$ 16.50 = \$ _____

children 5 and under _____ (FREE!)

Sunday, April 6:

Peach State Region Open Board Meeting after Breakfast and return home

Custom printed T-Shirts: ___ S; ___ M; ___ L; ___ XL; ___ XXL; ___ x \$ 12.50 = \$ ___

** Photos may be purchased at Banquet

(Please make checks payable to, "Peach State Region CLC").....**TOTAL = \$**

Name: _____

Spouse: _____ Guests: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone (will not be printed): Area Code: _____ Number _____

Cadillac/LaSalle attending: Year _____ Make _____ Driven _____ Trailered _____

Place/City joining Tour: _____ Need Trailer Parking? _____

Please mail this form
and payment to:

Michael R. Posey
5930 Avenue of Redwoods
Atlanta, GA 30349-3678
Telephone: (770) 964-6951

Reservations: Savannah Marriott Riverfront
100 General McIntosh Blvd.
Savannah, Ga 31401

Telephone: 912 233-7722
(Mention Peach State Cadillac for special rate)
RATE: \$ 90.00 per night
Special rate cutoff date: March 14, 1997

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. Cadillacs carried tailfins from 1948 until 1964, which year did the designers say they finally got it right?
2. From 1934 until 1936 LaSalle did not have a Cadillac engine. What other GM engine did LaSalle borrow?
3. When did Cadillac produce it's one millionth car?
4. Cadillac moved the gear shift from the floor to the steering column in what year?

Trivia answers:

1. 1960
2. Oldsmobile Straight Eight
3. November 25, 1949
4. 1938

Source: Standard Catalog of Cadillac 1903-1990



Tech Tip

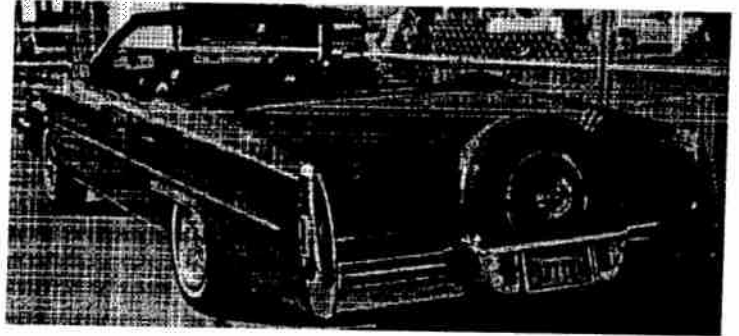
Tire pressure is more than hot air. If you can't remember the last time you checked the pressure in your tires, you probably need air. Air pressure needs to be checked at least once a month. Even without a leak, the air pressure in your tires will drop as the temperature drops. Tires with low pressure will overheat more easily, wear faster and waste fuel.

Members' Space The Le Cabriolets — Limited Edition

A few months ago I told you about what was supposed to have been the last convertible made by Cadillac, the 1976 Eldorado. Was it really the last one made? Well, technically yes, maybe. It was the last production convertible made at the Cadillac factory, but it was not the last Cadillac convertible.

About 14,000 Eldo convertibles were built in 1976. These cars held their value extremely well. By 1979, as three-year-old used cars, 1976 Eldo convertibles commanded an average retail price of \$10,000; very near their original price. In mint condition, they brought well in excess of the average. So obviously, there was a great demand for Cadillac convertibles.

During the end of the 1979 model year and the beginning of the next, a firm in Cincinnati, Ohio decided to cash in on this idea by turning Coupe DeVilles into convertibles.



Art Matthew's 1979 Le Cabriolet

That firm was Hess & Eisenhardt, a company which began operations in 1876 as a carriage manufacturer. By the turn of the century, they had become one of the nations leading funeral coach manufacturers. In fact, they are the only pre-automotive era funeral coach maker to survive the automotive age. They also manufacture armored vehicles and cars made for heads of state, diplomats and executives.

In 1979, George L. Strike, president of Hess & Eisenhardt, saw an increasing demand for a Cadillac convertible. There was little doubt in Strike's mind that consumer knowledge of the product and its Hess & Eisenhardt background would grow, thereby boosting demand for a quality product.

Le Cabriolet started life as a Coupe De Ville, America's best-selling luxury car. When Hess & Eisenhardt finished, there was little doubt in anyone's mind that it represented a bonafide convertible in the "factory" sense. It was not just a matter of cutting off a hardtop and replacing it with a convertible top.

The company designed and produced its own electro-hydraulic top mechanism. The geometry of the tops was a straight fold-back design. This proven technology has been around for many years. Given this technology, the challenge was to develop the surface of Le Cabriolet while preserving the integrity of the Cadillac lines.

When the roof was removed, portions of the side of the car had to be built up and molded to provide a finished look. The Le Cabriolet's metalwork and paintwork represented the same quality that goes into automobiles made for heads of state. It not only looked like a factory-produced convertible — it *was* a factory-produced convertible.

Le Cabriolet retail prices began at \$25,977 f.o.b. Cincinnati. About 75 Cadillac dealers across the country included the Le Cabriolet in their marketing programs, although it was actually available through any Cadillac dealer.

Hess & Eisenhardt produced Le Cabriolets from late 1979 until 1984 when Cadillac brought back the convertible in the Eldorado Barritz.

Happy Motoring! Jimmy Lester

The Cadillac/LaSalle Club
proudly presents their
1997 Spring Invitational Tour
April 4, 5 and 6 1997
hosted by The Peach State Region

This year, the tour will be in historic Savannah Georgia. More than 250 years ago, General James Edward Oglethorpe left England and sailed across the Atlantic with 114 men, women and children. When they reached land, they named it after King George II. Georgia became the 13th colony and the city Oglethorpe founded was named Savannah. Today, 22 of the original 24 city squares laid out by Oglethorpe still remain.

Our Savannah tour will begin on Friday, with a tour of these squares by traditional means, in HORSE-DRAWN CARRIAGES. This tour will last approximately 1 1/2 hours. We will have lunch at Mrs. Wilkes' Boarding House, one of the most famous restaurants in Savannah. After lunch you are on your own to explore Savannah, take in the azaleas at their peak, and as a special treat, take part in the Seafood Festival. Over 300 vendors will have flea market spaces on River Street for shopping and browsing. Since our host hotel is located at the beginning of River Street, there are ample nearby restaurants and shops to browse through so as to find that special evening entertainment.

Our driving tour will begin on Saturday at the Marriott, touring first to the Railroad Museum where we will spend approximately 1 1/2 hours. From there, we will continue our tour to Fort Jackson where our group will be greeted by a blast from the largest black powder cannon still fired in America. There we will have a guided tour by a Civil War expert lasting about 1 1/2 hours. We will then drive to the Tybee Island Lighthouse, Georgia's oldest lighthouse (dating from 1733) and view the keeper's cottage, exhibits and gift shops as well as climb to the top (optional) for a spectacular view of the island, Atlantic Ocean and a general overview of the 1996 Olympic Yachting events. A photographer will be on hand to take photos of your car with the lighthouse and the Atlantic Ocean in the background.

From here, you will be on your own for lunch. There are many restaurants and shops serving Tybee Island Beach. We will meet back at the hotel at 6pm for cocktails and at 7pm for the LOW COUNTRY BOIL Buffet.

As spring comes to the Deep South, the PEACH STATE REGION hopes you come to the historic gateway of Georgia as well.

— OPTIONAL —
Caravan from Atlanta to Savannah
April 3, 1997

This year, we will have a caravan to the actual tour city beginning at 9:30am on Thursday April 3, 1997.

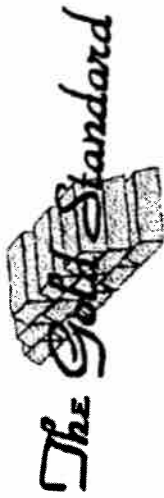
In the spring of 1864, General William Tecumseh Sherman split the Confederate States of America in two by marching from Chattanooga to Atlanta and on to Savannah. We will assemble just south of Atlanta in Jonesboro, the home of Margaret Mitchell's "TARA", to pick up Sherman's trail.

From there, we will caravan through the deep south until we reach our first stop in Milledgeville, Georgia's antebellum capital. Before lunch, we will tour the Old State Capital and grounds, and meet with the local Chamber of Commerce. We will have lunch at the Willis House, a 160 year old plantation where Sherman barracked his 30,000 + troops while occupying Milledgeville. We will eat a home-style lunch on real china, hand cut glassware and sterling silver. After lunch we will continue our trip through Georgia, seeing beautiful farms and countryside while taking in the azaleas and spring colors at their peak.

As a note, Confederate President Jefferson Davis was captured not far from Milledgeville with a contingent of Confederate troops and eight empty wagons. It is said that these wagons had contained all the Confederacy's gold before it was buried somewhere in south-central Georgia. Let us know if you might know where it is! At journey's end is Savannah, the city that Sherman presented to Lincoln as a Christmas gift.

After arriving at the host hotel, The Savannah Marriott Riverfront, we will enjoy a get-acquainted cocktail party at 7pm after which you will be on your own to explore the nightlife of River Street. The exciting activities will begin the next morning.

We hope that y'all will join us for this interesting look at Georgia history and hope to see you in Savannah.



Calendar of Events

Hampton Roads Region

Cadillac - LaSalle Club



— March 1997 —	— April 1997 —	— May 1997 —	— June 1997 —
<ul style="list-style-type: none"> • 4, Tuesday 7pm Club Meeting -Colonial Cadillac, Norfolk • 14-16, Friday thru Sunday Carolina Collector Auto Fest - Spring Show - N.C. State Fairgrounds, Raleigh, NC • 22, Saturday Spring Fling - Northside Park, Norfolk, VA 	<ul style="list-style-type: none"> • 1, Tuesday 7pm Club Meeting -Suttle Motors Newport News • 3-6, Thurs. thru Sunday CLC Georgia Driving Tour Savannah, GA • 5, Saturday Beach Events Car Show Virginia Beach • 13, Sunday H.E.R. Show Suffolk Airport, Suffolk 	<ul style="list-style-type: none"> • 3, Saturday Menchville High Show Newport News • 6, Tuesday 7pm Club Meeting -Colonial Cadillac, Norfolk • 10, Saturday Lake Taylor Scout Fest Show Norfolk • 17, Saturday Courtesy Ford Tidewater • 18, Sunday - TCA Show Greenbelt, MD - CLC Potomac • 24, Saturday Studes Yorktown 	<ul style="list-style-type: none"> • 1, Sunday Ultimate Illusions • 3, Tuesday 7pm Club Meeting -Colonial Cadillac, Norfolk • 22, Sunday Trans Am Roughton

Message from the Regional Director

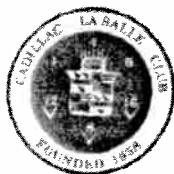
package to visitors. Be prepared to finalize these plans at the next meeting.

Even though we had a smallish turn out in at the February meeting, we had a visitor with interest in our club. Gene Gregory from Smithfield came in and shared pictures of his 1940 LaSalle Business Coupe he has recently acquired. Gene is now in the process of restoring it. We are in hopes that he will find a home with us this year.

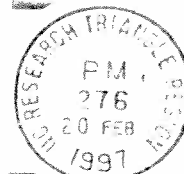
Art Matthews

New News

- Also be advised that in a recent conversation with the Car Council president Dee Neinstadt, I was informed that she has been approached by several area business people willing to sponsor monetary prizes for the first time. Sounds very promising.
- James Gregg will be attending the National Board Meeting in Chicago on February 8, 1997 as our representative. He will share his experience with us at the March Meeting. The Hampton Roads Region is being nominated for permanent status in the CLC at the meeting by William Edmunds, our Eastern Region Vice President. Cross your fingers, and be sure to attend the March meeting for the results.



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