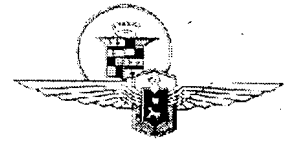


# The Gold Standard

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

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

Cadillac



La Salle

Volume V Issue 6 June 2000

**MEETING: JUNE 6<sup>th</sup> - 7 P.M.**  
**Dennis Spaghetti & Steak House**  
**3356 Western Branch Blvd. Chesapeake**  
(Directions on last page)

## Message from the Regional Director

For those of you who like weekly get-togethers of car fanciers and having a place to gather once or twice a week, there are now three "Gathering Holes" available. The Giant Square Shopping Center at 717 Independence Blvd. in VA Beach now offers Saturday Night Cruise Inn on a weekly basis. Also on the south side, there is a Friday Night Cruise Inn at Price's Barbeque at 402 South Military Highway also in Va. Beach. For you Peninsula Shakers, there is now a Saturday Night Cruise In at Old Newmarket Shopping Center on Mercury Blvd. in Hampton. Take your pick.

I would like to take a minute to wish those on the mend my best wishes. After undergoing quadruple by-pass heart surgery, Gene Gregory seem to be on the mend and was able to get out to our May meeting. Welcome back friend. Also at the May meeting we learned that Cal Simmons wife (Kathleen) is in the hospital facing possible transplant surgery. Hang in their Cal and give your

wife my best. If you want to talk to Cal, his number is 723-2107. If I missed any other ailing folks out there, give me a call.

Recently I have received several calls from folks interested in our club and our activities. I have sent out application forms to about 7 or 8 different guys who have expressed interest in our club. So far, I have has no responses and we have had no new members sign up yet this year. The matter of club membership has always been one of my main concerns and frustrations. This is why I bring it up once again. My theme song is "Strength in Numbers". I would like for everyone to think about this issue and be prepared to talk about ways of boosting membership when we meet on June 6<sup>th</sup>.

My closing note is probably not of very much interest to a lot of you but is important to me. Reading the Lake St. Clair Region Newsletter I noticed an announcement that Willard Hess passed away in March at the age of 94. Mr. Hess was the

(Continued on page 2)

## Hampton Roads Region Officers

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National Board - James Gregg  
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Norfolk, VA 23508  
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Newsletter Editor - Don Baker  
206 Dabney Drive  
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(757) 874-0837

**The FAX number for the club is 868-6555**

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## *Monthly Meetings*

**The Hampton Roads Region meets the first Tues. of the month and start at 7 PM at a local restaurant. The meeting locations are announced in the month's newsletter**

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### **Minutes from May Meeting**

1. The director passed out flyers for the Friday Night Cruise In at Price's Barbeque on South Military Highway in Va. Beach.
2. Everyone was reminded of the up coming Grand National in Rhode Island the last week of July and were encouraged to register early.
3. It was announced that Angela Brown would not be available for the proposed work session at Dave Andersons.
4. The director encouraged all to plan to attend the May 7ty Show at Capitol Cadillac in Greenbelt MD sponsored by the Potomac Region.
5. It was announced that the new meeting time for CCCHR monthly get together's is now 7:30 PM,

the last Tuesday of each month at the Old Country Buffet in Chesapeake.

6. The director read a list of shows and activities scheduled for the month of May.

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### **Director's Message (continued)**

owner of Hess & Eisenhardt, a famed specialty coach builder for many years operating out of Cincinatti, OH. He is the builder of my 1979 LeCabriolet Convertible. During his lifetime he built customized car for the likes of Queen Elizabeth, Royal Arabian Family, J. Edgar Hoover & every president from Truman to Lyndon Johnson. I am proud & humbled to be an owner of one of his creations.

Art Matthews

## **Kaddy Korner**

- 1966 Sedan Deville Eugene Gregory (757) 255-0406
- 1984 Eldo, 82K miles, Good shape, \$2,200 Marjorie Forbes, 826-3003
- '66 Model 75 Factory Limo., 51K, Mostly original 2-3 condition, asking \$14,900 Contact Steve Waggoner, 887-0415
- 1980 Sedan DeVille Green w/ green leather, 80K miles, 368 cid engine, \$3,000 obo, Call Jim Edwards 486-6289
- '78 Seville, 157K, many upgrades, garage kept, asking \$6,000, Contact R. J. Scoggins, 245-6700
- '69 Sedan DeVille, 42K, White w/black vinyl top and red leather. \$7,500 Contact Howard Andleton at 886-9090

--'65 Eldorado Conv. Black w/black top, Brown leather interior, Condition #3, 80,000 miles  
Make reasonable offer to Norma Armfiels 588-6687

'56 Sedan Deville, 51K miles, Good runner, \$2,500 Larry Blanchard (316) 755-1085 or Bob Francis (316) 722-5312

'73 Coupe DeVille, white w/ white vinyl top, blue interior, 17K miles, Asking \$15,500, Fres Heidler, (757) 488-1744

### **OTHER CARS**

--1964 Studebaker Daytona, 4 Dr.- 87K, Excellent Show Car, 259 V8, 3 Speed OD, PS, Fact Air, \$7,000/offer Art Matthews, (757) 868-9717.

--'62 Chrysler New Yorker, 1 owner 80K all original except engine & transmission, Contact Kimsey Sherbert 545-7533

## **Calendar of Events - 2000**

<u>Date</u>	<u>Event</u>	<u>Location</u>
May 27	Z Fest	Pomoco Nissan
May 27-28	Smithfield Olden Days	Smithfield
May 27	Gloucester Car & Craft Show	Ware Academy
May 30	CCCHR (7:30 pm)	Old Country Buffet
June 4	Ultimate Illusion Show	Northside Park
<b>June 6</b>	<b>Club Meeting</b>	<b>Dennis' Restaurant</b>
		<b>Chesapeake</b>
June 11	Beachcombers	Salem Crossing Shop. Ctr.
June 16	Cruise In	Clarksville
June 18	SCCA Rally	TBA
June 24	VW Show	TBA
June 25	Autocross	Langley Speedway
June 27	CCCHR	Old Country Buffet
June 26-30	AACA Founders Tour	Tidewater Area
June 29-30	GM National	Carlisle, PA

\*CCCHR - Car Club Council of Hampton Roads

## Cadillac Milestones

Reprinted from the June 1999 Motor Service.

1903 - The Model A Cadillac, a 10-hp OHV single that can hit 34 mph and deliver 30 mpg, goes on sale for \$750. A total of 2,497 are built that year.

1905 - The Model D debuts with four cylinders and 30 hp. Cadillac becomes the biggest motor car factory in the world as production reaches almost 4,000.

1908 - Leland imports the first "Jo-block" gauges from Sweden (accurate to the two-millionths). Cadillac wins its first Dewar Trophy for precision. The slogan, "Standard of the World," is adopted. The price of the single is still about half the national average.

1909 - The Model Thirty is introduced at \$1,600. Cadillac is purchased by GM. Emphasis on comfort and luxury, plus great concentration on quality, brings the price up to four times the national average.

1910 - Closed bodies by Fleetwood become standard equipment. Total production tops 10K.

1912 - Cadillac is first with an integrated electrical/ignition system, which includes an electric starter and Kettering point-type ignition. The company wins its second Dewar Trophy.

1914 - Cadillac stops making fours in favor of the first domestic V8. It boasts 314 ci, 70 hp and thermostatically controlled cooling.

1922 - The company brings out the first thermostatically controlled carburetor.

1924 - Cadillac's V8 is the first inherently balanced engine, which feat is accomplished by means of counterweights on the crankshaft.

1927 - LaSalle is introduced as a less-expensive companion to the Cadillac, and 11,000 are sold.

1929 - Changing gears is vastly improved with Cadillac's adoption of Synchro-Mesh Silent-Shift.

1930 - Cadillac introduces the world's first V16, which had OHV, hydraulic lifters, dual carbs. and exhaust, and pumped out 160 hp out of 452 ci. A V12 also appears.

1942-1945 - The company builds light tanks for WWII.

1948 - The redesigned Cadillac gets tailfins reminiscent of the Lockheed P-38 fighter. This motif lasts through 1964.

1954 - One and a half million Cadillacs have been built so far.

1957 Air suspension appears on the fabulous Eldorado.

1962 - A dual brake hydraulic system becomes standard on Cadillac's five years before it's mandated by federal law.

1964 - Cadillac is first with automatic climate control.

1968 - The 472 V8 with 525 ft. lbs. has the most torque of any auto engine in the world.

1974 - The company is the first to offer airbags.

1975 - Cadillac becomes the first domestic with practical EFI (the '56 Chrysler system had vacuum tubes!)

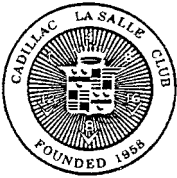
1977 - The six millionth Cadillac, a Seville, rolls off the line.

1978 - Production exceeds 350K.

1985 - Cadillac introduces the first transverse engine FWD V8.

1987 - Allante gets the first multiplexed electrical system.

1997 - StabiliTrak arrives, ushering in a new era of dynamic safety systems.



*National Awards Chairman  
Cadillac LaSalle Club*

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To: Directors and Officers of the Cadillac LaSalle Club  
Directors of all CLC Regions

April 6, 2000

Re: CLC Awards Committee

Fellow Club Members;

The CLC Board of Directors has recently asked me to assume the position of "National Awards Chairman", a position formerly held by Brad Huson. I consider it an honor to be asked to assume such a position. I will do the very best I can to continue in the tradition of the Cadillac LaSalle Club.

After attending the Winter Board Meeting in January and doing some research over the past few months, I have come to realize that many of the CLC Awards have gone without nominees over the last few years. Much has been accomplished in the CLC in recent years as the club has grown and moved into the new century. The club has enjoyed an increase in membership and regions, put on Grand Nationals, sponsored driving tours, organized a museum, established a web-site, is publishing a book, and the list goes on and on. All of these accomplishments were the results of the vision and efforts put forth by dedicated and enthusiastic members of our organization.

The CLC Awards were established to recognize those individuals, who, through their dedication, enthusiasm, vision and commitment have helped make the organization what it is today, and continue to move it forward.

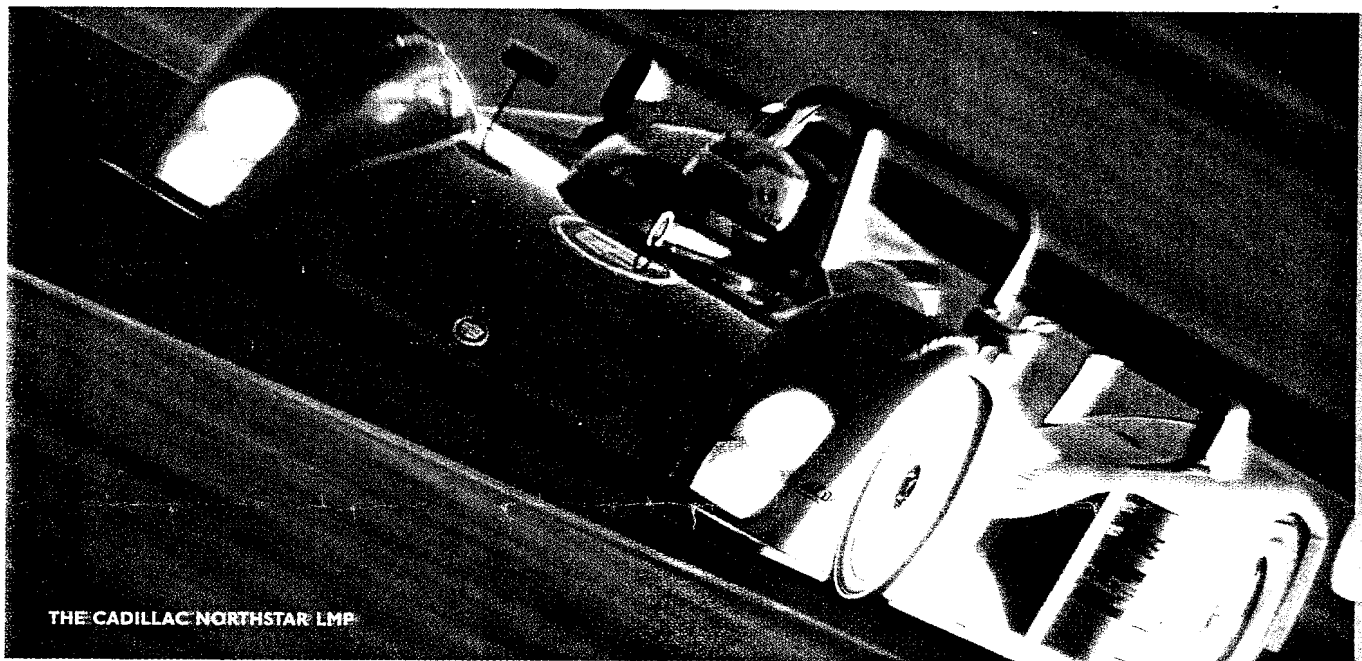
The CLC Directory (pages 13 – 16) describes each award in detail. The section gives the award description, history, criteria and past recipients. I urge you all to spend some time reviewing this informative section of the Directory. Please encourage your membership to nominate those people who, they feel, have made contributions that may fit into the criteria worthy of an award. The awards are the highest recognition the club can give to an individual, in recognition of their efforts and dedication.

Send nominations to me, along with any supporting information you may have. I will submit all nominees and data to the Board of Directors for review and evaluation.

I thank you for your help and support!

Sincerely,

# SEBRING ON LE MANS



THE CADILLAC NORTHSTAR LMP

Congratulations to Team Cadillac on their performance in the Superflo<sup>®</sup> 12 Hours at Sebring. It all started in Daytona. It continued at Sebring. Next stop Le Mans, June 17-18.

THE POWER OF &  
THE FUSION OF DESIGN & TECHNOLOGY.



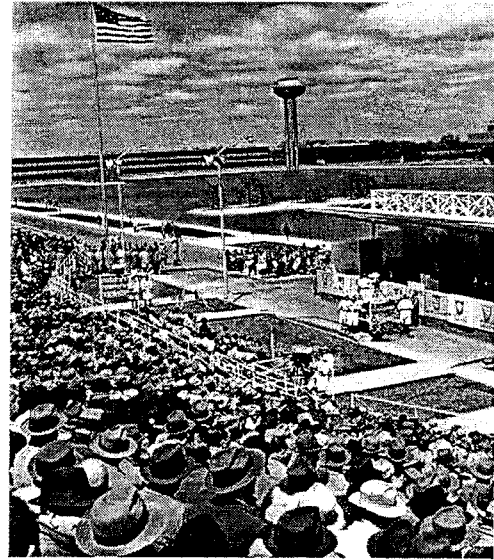
To learn more about Cadillac racing, visit [cadillac.com](http://cadillac.com).

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## Day in history - May 16, 1956

### 1956 House of Style

General Motors dedicated its brand-new, \$125 million GM Technical Center in Warren, Michigan. The Center, or at least its breathtaking style and dimension, was the product of Alfred Sloan and GM stylist Harley Earl. Born to Hollywood affluence, Earl never lost his movie-star flair. He is famous for being the automotive industry's first "stylist." In reality, he was a car architect. He achieved fame for his design of GM's 1927 LaSalle. The LaSalle was the first production car to offer a sleek, long and rounded look to its buyers. By later standards the LaSalle still looks, in its designer's words, "top-heavy and stiff-shouldered," but at the time of its unveiling, it was enough to make Earls' career. He was brought to GM by Alfred Sloan, the company's almighty president. Sloan created a new department for Earl, at the head of which Earl would oversee the styling for all GM cars. Earl began his incremental quest for longer, lower cars. Why? Said Earl, "Because my sense of proportion tells me that oblongs are more attractive than squares, just as a ranch house is more attractive than a three-story flat-roofed house or a greyhound is more graceful than an English bulldog." Earl's sense of proportion never exactly fit with the other vice presidents at GM. First of all, he stood six feet, four inches tall. The well-tanned Earl kept identical suits in his office so that he would never wrinkle over the course of a workday. This stylish approach to life rubbed many of Detroit's staunch executives the wrong way. Earl's major conflicts came with the GM body division, headed by the Fisher Brothers. The Body Division was in charge of turning Earl's artwork into roadworthy realities. Earl was often dissatisfied with their product, and he showed open contempt for the Fisher



Brothers, whom he dubbed "the Seven Dwarves." The Fishers, in turn, weren't sure Earl was as practical as he could have been. Earl remains a larger than life figure in the pantheon of automotive history. Often credited with breakthroughs that he managed to promote better than the ideas' originators, Earl can be viewed in hindsight as a showman. But his artistic sense cannot be denied, nor can his impact on the artistic leanings of the automotive industry. Earl, as much as anyone, was responsible for the glorious aesthetic renaissance of 1950s Detroit. When Alfred Sloan suggested that GM should build a compound to house the company's research activities, it was Earl who urged him to create a structure that was architecturally and aesthetically distinctive. Ignoring his peers' pleas for practicality, Sloan allowed Earl to enlist the architectural skills of Eliel and Eero Saarinen. Today, the GM Technical Center is one of the landmarks of twentieth-century architecture. The aluminum-sheathed dome that houses its stylish auditorium stands a fitting monument to Harley Earl's legacy.

(Source of information web site for the History channel)