



NORTHWEST OHIO REGION

Cadillac & LaSalle Club Northwest Ohio Region News

November 2013

Volume 6, Number 11



***Monthly meeting—
Wednesday, November 13, 7:30
Ford and Phyllis Cauffiel Car Museum,
3171 North Republic Boulevard, Toledo***

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Visiting the electronic Wish Book
by Elden Smith

EBAY FILLS A GAP caused by the demise of Sears, Penney's, Ward's, Spiegel's, and other home-shopping publications. These were regular household staples in the early part of the Twentieth Century. The Sears Wish Book, released annually in September, contained toys and other holiday-related merchandise.

Currently, car collectors like me shop for "toys" through eBay. I go "window shopping" on a regular basis just to see what is out there though I rarely loosen the purse strings to bid or buy. This is a harmless way to dream of owning cars that I have admired for years.

My first online car-buying experience was major. Spotted by my sister-in-law and sight unseen by me, I won the eBay bid on my 1990 Eldorado in September 2007. Eldora arrived from Norwalk, Connecticut, thoroughly decorated by birds but exactly as the eBay seller and his pictures described her. When I began to yearn for an Allanté, and after discovering that many of them on eBay are in Florida or California, I turned to Craig's List. I bought my 1991 Allanté from the Lincoln dealer in Bowling Green because I saw his listing there. I went to BG, clutching my checkbook and credit cards (just in case), hoping only to see and try out the merchandise. As some folks say, the rest is history.

The cover picture comes from e-Bay. It is a 1933 LaSalle 345C, five-passenger Town Sedan. It presently lives in Madison, North Carolina—too far for me to dash over to take a look and a test drive. Besides that, the starting bid is \$175,000, and my checkbook and credit cards do not go that high for "used cars."

Just like the Sears Wish Book, I can dream. Sure, it is a bit bigger and more expensive than a Red Ryder BB gun, but eBay lets me dream big expensive dreams.



President's Message

by George Louthan



WELL I HATE TO SAY IT but the Cruise/Car show season is closing for 2013. I hope you all had the opportunity to attend all that you had planned to. There are always conflicts in personal schedules so all that are available cannot be attended, but I trust you made the right choices as to events and keeping the home front happy at the same time. I understand these are not easy choices for car guys.

Speaking of cruises the fall tour was attended by only eight members and associates but it did not dampen the spirit of the day as all had a great fall tour and plenty to eat. We started the tour in Maumee and traveled the back roads through the Maumee Forest and Oak Openings Reserve to Archbold and the Sauder Museum with the intent of a great lunch at The Barn Restaurant. Much to our surprise there was a wood carver's convention at the museum and the facility along with the restaurant was packed. A quick phone call and short discussion led us back down SR 2 to the Essen Haus restaurant for lunch. This eatery is run by another Mennonite family related to the Sauders and has similar fare, namely country chicken dinner with all the trimmings—yum-yum. After lunch, we got back in our cars with full stomachs and headed home through country roads, enjoying the fall colors. For those of you that missed this, you are the losers.

Membership

If you haven't renewed your membership by now, you have several days left. You must keep your national dues current to be part of our region. Call Steve Kasprzak (membership chairman) if you have any questions or just send him your dues (\$30). Don't miss out on being part of us and receiving our national award-winning newsletter.

November Meeting

The November meeting is special for several reasons. First, we will have a short business meeting with coffee and doughnuts. It will include election of officers. After the meeting, you will be treated to a tour of the Cauffiel collection of fourteen classic autos of various denominations narrated by our host Ford Cauffiel. The meeting will be held at the rear entrance to 3171 North Republic Boulevard. Directions are as follows. North Republic Boulevard runs north off Central Avenue,

one block west of where Reynolds Road terminates on Central Avenue. Don't miss this special meeting and tour of the Cauffiel collection. Time and date is Wednesday, November 13 at 7:30.

Election

At this month membership meeting at the Cauffiels' we will elect new officers for the coming year. If you would like to run for an office or would like to nominate someone else in the club for a position, please submit your name or other names to me before the meeting. A nominating form appears on page 10.

Trivia For October

The question was: Which major Cadillac achievement followed the introduction of the self-starter the following year? **The answer is:** the first Cadillac V-8 engine in 1914. Actually, the engine was first produced in 1914 for 1915 models.

Trivia For November

This month trivia question is: Throughout the 1920s and 1930s, Cadillac sometimes used a unique type of bumper that had both styling and performance characteristics different from the standard bumper. The bumper became known as the _____? _____ bumper. Can you name this type bumper and the only year it was used on the LaSalle?

Call or E-Mail Elden, if you know the answer.

Th-Th-Th-That's all folks.

—George Louthan

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Artists, Engineers, Executives designed our collector cars

by Elden Smith

NOSTALGIA IS A WONDERFUL THING. It allows people to recall and share memories from earlier and simpler times. Recently, I celebrated my seventy-fifth birthday. At about the same time, I began working on this editorial.

Recalling my early years and the cars of the period, I noted that many vehicles from the 1930s survived into the 1940s. There were numerous reasons for this.

The Great Depression lasted into the late 1930s. People kept their cars longer because they did not have money to upgrade. World War II disrupted the entire world but it ended the depression. The war years and government restrictions made it impossible to buy new cars because steel, rubber, cars (that became military vehicles of various kinds), and parts went to the war effort. From 1939 through 1945, changes in auto design were not extravagant.

Not to diminish the brass period, the cars of the 1930s and 1940s lie at the base of our collector car hobby. To me, important trailblazers of these decades came from Cadillac and Ford. The 1927–1931 Ford Model A and the 1927–1940 LaSalle of Harley Earl offered signs of things to come.

Equally interesting are the industry leaders responsible for design, technology, and economics in the new era. By 1924, the American auto market began to reach saturation. General Motors CEO Alfred P. Sloan, Jr. suggested annual model-year design changes. His hope was to convince car owners that they needed to buy a new replacement each year. Critics called his strategy planned obsolescence. Sloan preferred the term “dynamic obsolescence.”

By contrast, Henry Ford did not like the model-year change. He held an engineer’s practical point of view. I wonder whether he might have said, “Why replace dies that are not worn out?” According to some automotive historians, the bitterest disagreements between Henry Ford and his son Edsel related to abandoning the Model T and bringing on the Model A as the “bread and butter” car of the company.

Here is an impressive but incomplete list of the designers, engineers, and executives who are near contemporaries in the world of classic motor vehicles.

Harley Earl..... 1893–1969

Raymond Loewy 1893–1986

Virgil Exner 1909–1973

Richard Teague 1923–1991

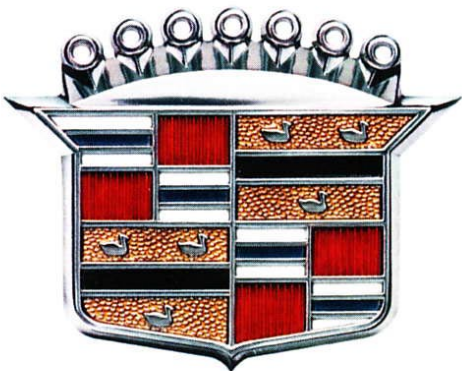
The corporate “cross-pollination” that occurred among these men was notable. Exner and Loewy had worked together at Studebaker. Loewy was among the designers hired by Robert Hupp to save his dying Hupmobile Company, already associated with Cord and Graham-Paige. Richard Teague passed through the corporate structures of General Motors, Studebaker-Packard, Ford, and Chrysler before landing at AMC where he seemed to find his niche. One often-repeated auto design story tells how Teague sketched the 1970 AMC Gremlin on a Northwest Airlines barf bag!



Photos above

Top: 1928 Ford Model A

Bottom: 1931 LaSalle Roadster

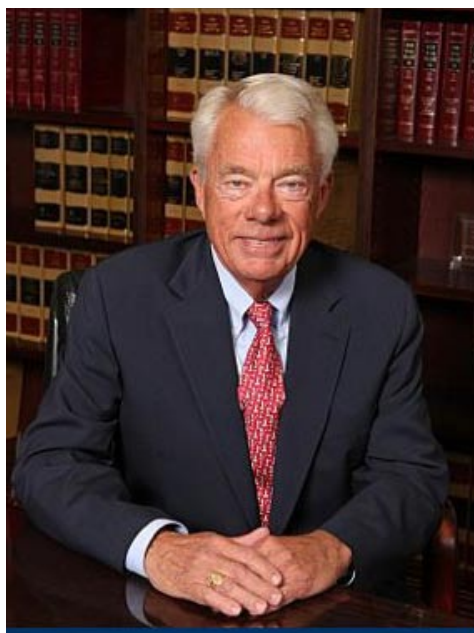
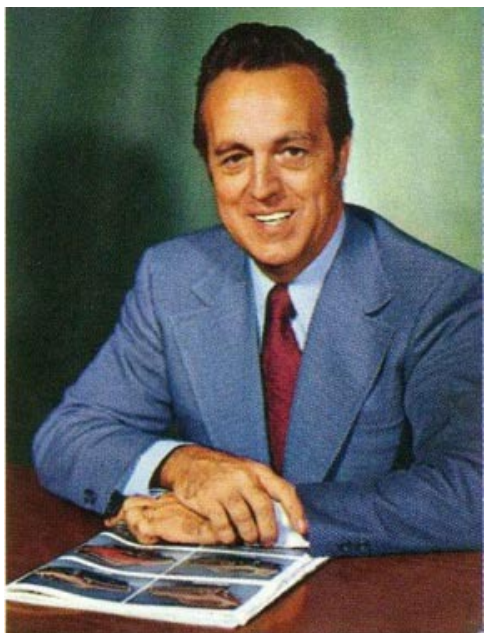
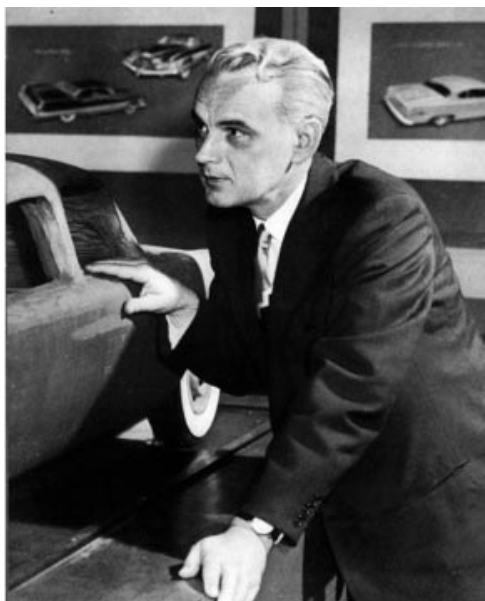
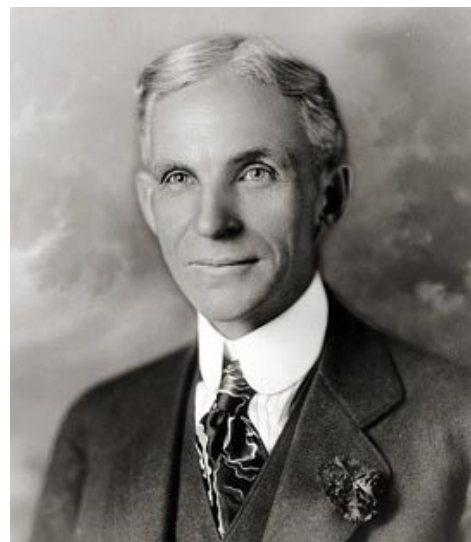


Cadillac fans point to Harley Earl for his role in introducing the beloved fins as well as the LaSalle. (Frank Hershey, in fact, designed the fins.) Earl pioneered the use of freeform sketching and hand sculpted clay models as automotive design techniques. A 2001–2002 TV commercial featured the “ghost” of Harley Earl and his participation in Buick design. Among these famous Buick innovations in the 1940s (in addition to the Y-Job) were the “portholes” introduced on the 1949 models.

Some folks jokingly remarked that Virgil Exner and Harley Earl competed to see whose fins would be taller in 1959.

This editorial could easily become a research document or even a book if it included other famous names and contributions. For example, Lee Iacocca influenced both Ford and Chrysler as early as the 1940s.

This is my attempt to invite others to join a nostalgia trip to our youth. If you are not old enough for this trip, a trip through Google will fill you in.



Photos this page

Top, above: Alfred P. Sloan
 Center, above: Henry Ford
 Bottom, above: Lee Iacocca
 Center, left: Virgil Exner
 Center, right: Harley Earl
 Bottom, left: Richard Teague
 Bottom, right: Raymond Loewy

Elmiraj is a concept car worth waiting and hoping for

by Elden Smith

THE LAST TIME I WENT INTO ECSTASY over a concept car was in 1951. It was Harley Earl's LeSabre. Indented below is an excerpt from the April 2011 issue of this newsletter describing my enthusiasm over this car.

"In July 1951, the GM concept car LeSabre made its debut before the press at the GM proving grounds. Then, in the fall, Harley Earl drove it to the Watkins Glen sports car races. Reportedly, 100,000 people viewed it in a pre-race parade. I recall seeing photos of the LeSabre in magazines at about that time. In my early-teen eyes, this was the most exciting and beautiful car ever. I still hold that view to some extent."

Starting with the front, I like the revised crest on the Elmiraj very much. Gone is the wreath that is dated and fussy. The crest itself is broader and bolder. It either has or will soon appear on the SRX, according to gossip.

Looking down the side of the car, I see the two-door design whose return I have eagerly awaited—this car has no b-pillar! It is a real hardtop like those lost years ago. Clearly, some engineering group has mastered the problem of roof support.

The rear view is bold with beautiful trunk lines and taillights. I particularly like the exhaust exit incorporated into the bumper cover.

Some promotion photos show a convertible model. Most photos show dark blue or black cars with a beige/saddle leather interior. I have always liked this interior/exterior color combination. If my memory is correct, I think I first saw and admired this on a Mercury Cougar in the 1970s.

I appreciate the many clippings and pictures that readers submitted about the Elmiraj. Motor City CLC Editor (*The Standard*) Kevin Luedtke captioned his cover picture of the car, "Message to Cadillac: Build this Car!"

I second the motion.



For more information, go to www.cadillac.com/Elmiraj



AMBASSADOR OF LUXURY Wherever it appeared, including at the 1951 Paris Auto Salon, the Le Sabre created a sensation.

Museum visit among coming events

For a preview of the Cauffiel collection go to:

www.facebook.com/media/set/?set=a.486363494765381.1073741825.337168903018175&type=3

ON WEDNESDAY, NOVEMBER 13, CLC/NWO will meet and tour Phyllis and Ford Cauffiel's Car Museum. It is located at 3171 North Republic Boulevard, Toledo. The time will be as usual—7:30.



Above left: 1917 Milburn, built in Toledo, owned by the Cauffiels. Above right: Ford and Phyllis Cauffiel share another hobby. The floral arrangement is your clue.

For those not familiar with the location, here is a photo of the building. It is at the end of Republic Boulevard.



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Some Cimarrons cherished by discriminating Cadillac owners

by Elden Smith

BUILT AT THE GM PLANT IN JANESVILLE, WISCONSIN from 1982–1988, the post-production legacy of the Cimarron remains negative. Many factors contribute to this negativity. Beginning with the engine, the base model sported a four-cylinder engine, not manufactured by Cadillac since 1914. This model also came with the first manual transmission offered by Cadillac since 1953.

One could tell that Cimarron was a Cadillac by the many luxury options offered. These included a V-6 engine—that became optional in 1985 and standard in 1987 and Turbo-hydramatic. The base price was \$12,131 (\$31,149 in 2013 dollars). This was a hefty increase over its J-platform siblings. This car was, essentially, a Chevrolet Cavalier dressed up. First-year sales were only 25,968, about a third of what Cadillac anticipated. In seven model years, Cadillac built 132,499 Cimarrons.

Here is the first Cimarron “hiccup.” GM emphasized that this car was not a Cadillac. It was, instead, a “Cimarron by Cadillac.” This lasted for a short time probably because this naming fiasco failed to explain

why the car wore a Cadillac crest. In 1983, it became the Cadillac Cimarron. Legend has it that Cadillac product director John Howell has a picture of the Cimarron on his wall captioned, “Lest we forget.”

The Cimarron accomplished a few things that Cadillac hoped for. Among early Cimarron buyers, nearly three-quarters had never owned a Cadillac before. It helped bring younger customers to the brand. The average age of a Cimarron buyer was under 50 years old. However, one-quarter of long-time Cadillac owners would never buy another Cadillac.

Some say that the Cimarron and Catera errors paved the way for CTS to become the success that it is. Perhaps because Halloween is fast approaching, these Cadillac oddities seem appealing as subjects for print. *Obscura Antiques & Oddities* appears on the Discovery Channel, but it is far more extreme than odd and unpopular cars.

According to CLC/NWO records, Alan Haas is the only Cimarron owner among us. His is a 1988—the final year of production. A quick look at eBay reveals only 5 Cateras and NO Cimarrons! This might be a good place to find truly unusual Cadillacs.





Minutes of October 9 meeting by Phil Vrzal

Call to Order/Adjournment/Attendance

- President George Louthan called this monthly meeting to order at the comfortable Taylor Cadillac location promptly at 7:47 and adjourned it at 8:28. Twelve members, two associates and two guests attended. Five Cadillacs proudly driven by members took in the cool fall air and operated flawlessly.

Approval of Minutes from Previous Meeting

- Meeting minutes are published in the monthly newsletter. There were no previous minutes requiring approval.

Winter Meeting Dates and Venues

- The date for next NWO/CLC meeting will be published in the newsletter. It will probably be scheduled at 7:30 on the first or second Wednesday in November. The location will be at the Ford Cauffiel Collection building location, 3171 North Republic Boulevard, Toledo 43015. See the newsletter for the November meeting date as well as the NWO/CLC winter schedule.

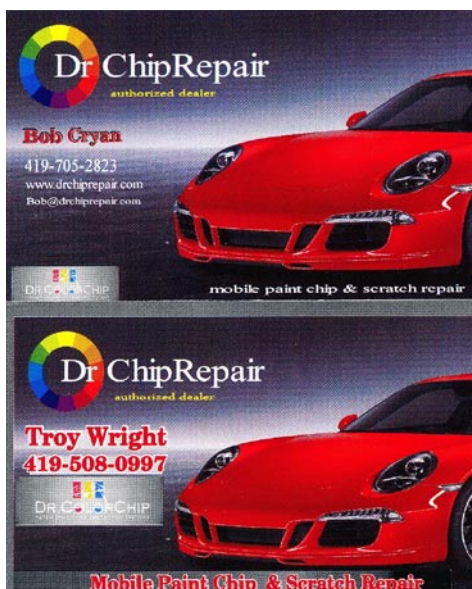
Open Issues/Old Business

- Andrew Shepherd provided a Treasurer's report summary. The current balance as of this meeting after the cost of the newsletter is \$1,131.86.
- Membership Chair Steve Kasprzak reported that 24 members have paid during the September through November 1 dues window for 2014. A new member, Gary Nelson has two Eldorado coupes, a '70 and a '72 model.
- The Annual Taylor Classic Cadillac Show on Saturday, September 21, was a rousing success. Fifty-two cars were featured. Many visitors enjoyed both the vehicles and the weather.
- George Louthan gave his account of the Gilmore Museum groundbreaking weekend, including the Saturday tour, Saturday evening dinner, and Sunday groundbreaking activities.

New Business

- Bob Cryan, along with Troy Wright, authorized dealers for Dr. Chip Repair give a brief presentation of the capabilities and advantages of their mobile paint chip and scratch repair service, featuring good results for reasonable prices. (See business cards to the left.)
- There were no other new business topics.

—Minutes respectfully submitted by Phil Vrzal.



Treasurer's Report by Andrew Shepherd

Balance on September 11, 2013	\$609.90
Income (new and renewal)	\$558.00
Newsletter expenses.....	\$36.04
Balance on October 9, 2013	\$1131.86

Nominating Form
Northwest Ohio Region/Cadillac LaSalle Club

Nominating Ballot For 2013–14 Officers

You may nominate yourself for a position. All present officers and any member in good standing may nominate themselves.

Your nomination must be in writing or confirmed by e-mail or phone. Contact George Louthan at 419-754-4454 or gelouthan@bex.net by the Wednesday, November 13 meeting, at the Cauffiel Museum, 7:30.

At that time all nominations will be acknowledged and voted on by the members in attendance.

President/Director_____

Vice President/Activities Director_____

Recording Secretary_____

Treasurer_____

News Editor_____

Membership Chairman_____

Member At Large_____

Member At Large_____

Show your CLC/NWO colors—wear our region's logo



Left:

Large CLC/NWO logo embroidered onto your jacket
\$125 plus tax: total \$133.44

Right:

Small CLC/NWO logo embroidered onto
your jacket, shirt, hat, or whatever you like
\$35 plus tax: total \$37.36

Editor's note:

To order these logos, e-mail jharry3456@bex.net
or telephone 419-882-6258. Advance payment in the
form of a check required.

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*Northwest Ohio Region
Of
Cadillac Lasalle Club Inc.*
Membership Application/Renewal

Name _____

Associate Name _____

Address _____

City/Town _____ State _____ Zip _____

Home phone _____ Work phone _____

Cell phone _____ Date _____

E-mail _____

CLC Membership Number * _____ Year Fee \$30 Paid _____

2 Year Fee \$58 Paid _____

Car #	Make	Year	Model
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1	_____	_____	_____
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2	_____	_____	_____
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3	_____	_____	_____
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4	_____	_____	_____
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5	_____	_____	_____
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6	_____	_____	_____
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7	_____	_____	_____
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8	_____	_____	_____
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Make check payable to
Northwest Ohio Region Of CLC



Return To: Steve Kasprzak
2510 Randall Dr.
Oregon, Ohio 43616

*** National CLC membership required. Find application form at:
http://cadillaclasalleclub.org/images/CLC_membership_application.pdf**

Classified
Member items for sale



- **1955 Coupe DeVille**, 35,000 miles on odometer, one re-paint in 1988, California car, original hydramatic, original 331 cubic inch engine. \$38,000 firm. Contact Steve Kasprzak, 419-693-8098 (picture above)

- **1975 Cadillac Eldorado Convertible**, 11,000 miles. Red with red leather interior, white top. Excellent condition, \$19,000. Call Duke Gercke 419-588-2737
- **1976 Cadillac Coupe DeVille**, 33,000 miles, White with blue vinyl top, blue leather interior, Excellent condition, \$12,000. Call Duke Gercke 419-588-2737

Literature for Sale

Cadillac Master Parts List ('38-'56) CD, 1,322 pages for \$40 as listed in *The Self-Starter*. Special \$30 to NWO/CLC members. Great data base. Easy navigation to enlarge, rotate etc. Print whatever you need. Sectioned by Parts Groups 1-55 with illustrations, charts and detailed info. Bound version sells for \$175 online. Phil Vrzal, NWO/CLC (419) 203-5956; Email: pcking@bex.net

For sale by friends of the club

1998 DeVille D'elegance, 92,500 miles, never seen winter, tan in color, asking \$5000. Blaine Place (friend of Phil Vrzal). Call 419-874-6415 (residence) or 419-262-4077 (cell). E-mail bdeplace@gmail.com

1941 Cadillac four-door sedan, selling from an estate. Asking \$27,500 obo. Contact John Castellanos at 419-704-8704.



Visit the CLC/NWOhio Facebook page at
www.facebook.com/pages/Cadillac-Lasalle-Club-of-Northwest-Ohio/141332016021534

For Sale by Attorney for Estate

1977 Cadillac Eldorado Biarritz coupe, 128,000 miles, sunroof option, 425 cubic inch engine, automatic; runs, shifts, and stops well, white half-padded vinyl top over white body; interior is white leather with red carpet, red dash with no cracks, and red seat belts.

Needs four fender extensions. Surface rust about one inch wide on all sides of the sunroof, a little surface rust on top of left fender, and at bottom of sail panels. Paint otherwise in generally good shape, and vinyl top is in very good shape.

The Estate is asking \$3900 for it—but as this is the last thing keeping the Estate open I will entertain offers.

J. P. Smith, Attorney for the Estate. Call 419-244-0991.

