



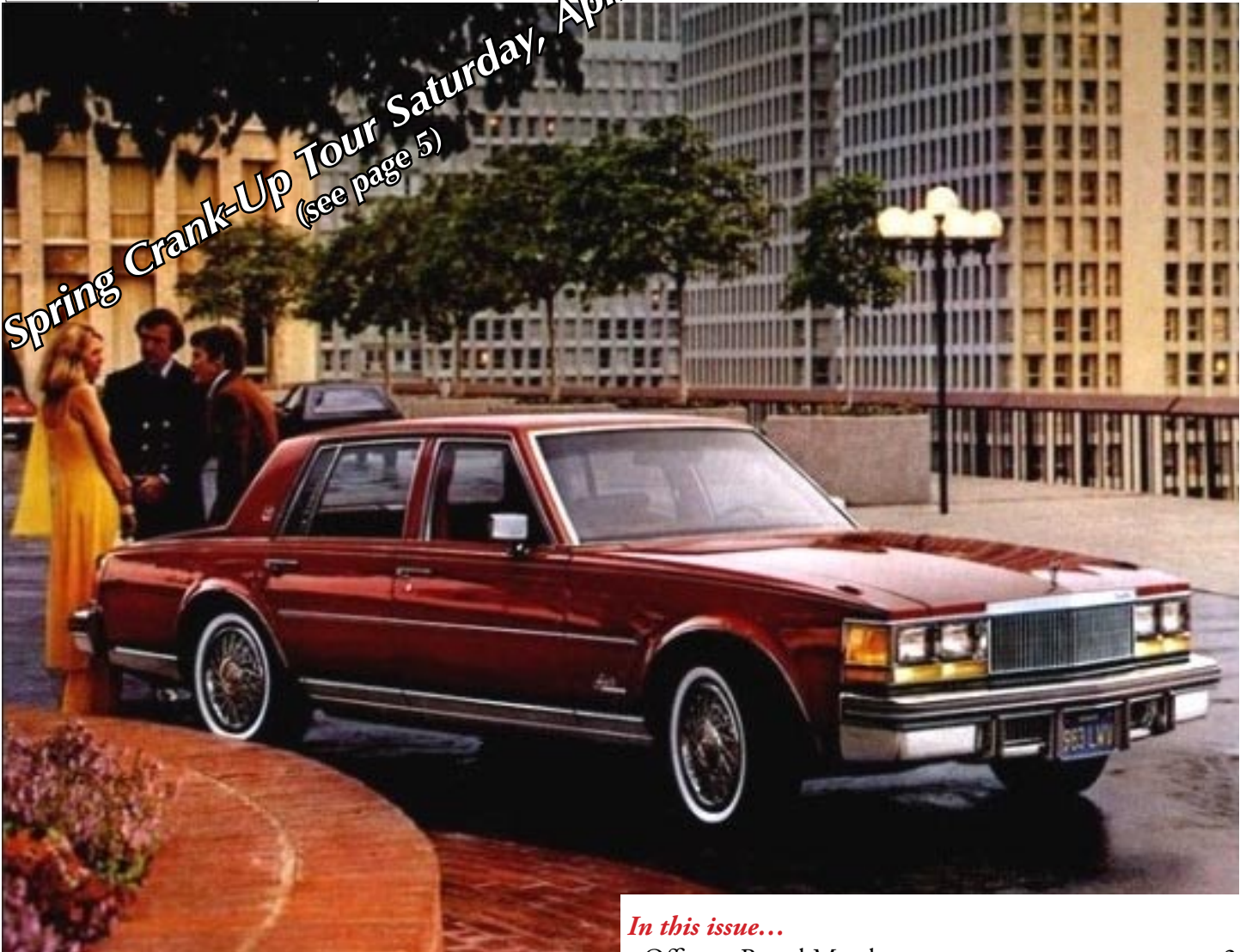
NORTHWEST OHIO REGION

Cadillac & LaSalle Club Northwest Ohio Region News

April 2014

Volume 7, Number 4

*Spring Crank-Up Tour Saturday, April 26
(see page 5)*



Monthly meeting

April 12, Saturday, 2:00

Uncle John's Pancake House

3131 Secor Road (near Central Avenue)

Toledo

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Seville moved Cadillac into small car market
by Elden Smith

THE SEVILLE, INTRODUCED IN MAY 1975, was Cadillac's answer to the growing popularity of luxury imports from Europe. GM planners worried that Cadillac's image as "The standard of the world" had faded, especially among young buyers. The Seville's mission was to win back import owners. Full-size design prototypes of this car, created as early as winter of 1972-73, wore the name "LaSalle."

Initially based on the rear-wheel drive X-body of the Chevrolet Nova, the Seville's unibody and chassis were re-engineered and upgraded. It received the designation "K-body." Cadillac stylists added a crisp, angular body that established GM styling for the next decade. This was the first time Cadillac engineered a vehicle based on components previously used in a Chevrolet.

Cadillac produced Seville from 1975 through 2004. Ford tried unsuccessfully to compete with the foreign imports and with Seville. Below is Ford's Lincoln Versailles, produced from 1977-1980. The Ford Granada and the Mercury Monarch were too similar in appearance to make the Versailles appealing.



Visit the CLC/NWOhio
Facebook page at

[www.facebook.com/pages/Cadillac-
Lasalle-Club-of-Northwest-Ohio/
141332016021534](http://www.facebook.com/pages/Cadillac-Lasalle-Club-of-Northwest-Ohio/141332016021534)



President's Message

by William Shepherd

WHAT'S THERE TO DO IN NORTHWEST OHIO?

It's a question similar to what your children or grandchildren may have asked when their level of entertainment didn't meet their expectations.

Likewise, if we want to host a driving tour or (my aspiration) a Grand National, then we need to have a number of activities for all sorts of tastes.

I present here a list of destinations I generated. Note that they are all in Northwest Ohio, as we wouldn't want to step on the toes of neighboring Regions. Some of these are probably high on your list, too. But I need you to add to this list of (summertime) activities, as no one person is going to know all of the great activities to be found in our area. Please email your list to me.

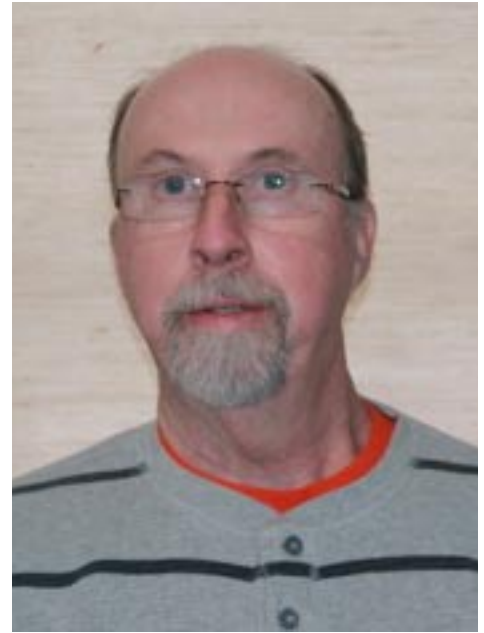
So here goes:

1. Toledo Art Museum
2. Toledo Zoo
3. Mud Hens baseball game
4. Jeep/Hydrumatic (Powertrain) tours
5. Dining at various upscale restaurants (Mancy's, etc.)
6. Great Lakes Museum (former Willis Boyer)
7. Cedar Point
8. Rutherford B. Hayes Presidential Museum
9. Marblehead Lighthouse
10. Snook's Auto Collection
11. Sauder Village
12. Grand Rapids and other shopping destinations
13. Toledo Fireman Museum
14. Bay State Park
15. Various Metroparks
16. Imagination Station
17. Hollywood Casino
18. Former plants related to the auto industry—Willys, Miller, LOF, Prestolite, Champion
19. Driving tour in the country
20. Edison Birthplace Museum
21. Pro Team Corvette collection/sales office in Napoleon
22. Lincoln Highway remnants
23. Historic churches in Toledo/historic homes in Old West End

I never realized there was so much to do in Northwest Ohio!

I'll see you on the Cadillac road.

***Monthly Meeting at
Uncle John's Pancake House
3131 Secor Road
(near Central Avenue)
April 12, 2:00***



*Above: Marblehead Lighthouse (#9)
Below: Historic Church of St. Patrick (#23)*



View from “down under” comes to NW Ohio Club

by Elden Smith



EACH MONTH, BETWEEN EIGHT AND TWELVE news editors from all over the USA and around the world post their region's newsletters on the CLC national website (<http://cadillaclasalleclub.org/>). These appear under the button “CLC Discussion Forums.” That button leads to another labeled “newsletters.” I cannot recommend highly enough exploring the national website and viewing our club's newsletters.

The newsletters are diverse: they reveal the concerns and issues faced by other regions, and they are highly informative on a broad range of topics. Often, editors “lift” things from each other. Sharing ideas, designs, and graphics enriches our publications. This month, an article from *FINZ*, the official magazine of the CLC of New Zealand, attracted my attention.

I do not remember ever seeing a modern Cadillac with right-hand drive. It is a 1978 Seville owned by George Akele, a CLC Australia member. I have included pictures and commentary on page 8. The pictures enticed me to read the article to learn that the modification (not from the Hamtramck assembly plant) happened in Melbourne, Australia. I hope you will enjoy the pictures and text that I borrowed. I “tip my hat” to Ron Melville, editor of *FINZ*, the Cadillac & LaSalle Club of New Zealand magazine.

“My thoughts are with our fellow members in the States enduring bleak wintry weather and our Australian friends experiencing bush fires and heat waves—what a contrast.” These are words of greeting from Ron Melville, *FINZ* editor.

The *FINZ* publication and these thoughts remind me that CLC/NWO members, Janet and Jerry Steinard, for many years have spent winter months in Australia and New Zealand. (Eighteen hour time difference, I think.)

Belonging to a national and international car club enriches the perspectives of members. Although none of these publications would claim to be an “education piece,” nearly all of them fulfill that function. Please continue to submit thoughts and questions for inclusion in this newsletter. Those submissions make our club life and publication better.

Keep reading—there is more to come.



By accident, I came across this photo in a box of junk: my first car—a 1955 Pontiac Star Chief hardtop, Polar White over Fawn Beige. The interior was real leather (copper and white). My parents got this for me in 1959 when I began my senior year in college. This (1955) was the first year that Pontiac produced a V-8. The tranny was dual-range Hydramatic. My mother never worried about me in this car. It was a real “log wagon!”

I traded it for a 1960 Pontiac Catalina—which was not a “log wagon” and which did worry my mother.



NORTHWEST OHIO REGION

New advertising policy

This issue has no “classified” listing on the final page. Several people discontinued their listing. Other listings were old and stale.

To keep our newsletter current and interesting, classified listings will include an expiration date. Listings will expire at the end of three months.

Spring Crank-Up Tour to travel to Bowling Green
by George Louthan, Vice President and Activities Director

We will meet at the Cracker Barrel Restaurant in Perrysburg (on Helen Drive off US 20 by the Holiday Inn) for brunch, Saturday, April 26, at 10:30. After lunch, we will travel to the Snook's Dream Car Garage in Bowling Green to see their collection of cars and other automotive collectables. We should arrive there at 1:00 or sooner. Jeff Snook will be our host and the cost of entry will be \$4 each. That is special pricing for our group. Get the old car out of mothballs and join us or join us anyways for this touring season opener.



For readers who are unfamiliar with the Snook collection, the following introduction appears on the Snook website.

Travel in the Past Lane
from snooksdreamcars.com

"Snook's Dream Cars, owned by Bill Snook and his son Jeff, features a recreated 1940s era Texaco gas station, a showroom of extensive automobile memorabilia and a car collection presented within period scenes ranging from a 1930s general store to a racetrack from the 1960s.

"We like to consider this a living museum," says Jeff, "since all the cars on display are in working condition. My father and I drive one or another of them around town on a regular basis."

The car collection, which features models from the 1930s to the 1960s, includes coupes, convertibles, sedans, roadsters and racecars, made by Cadillac, Ford, Chevrolet, Buick, Pontiac, Packard, Kaiser,

Willys, Jaguar, Triumph, MG and Lotus. The facility also houses a complete four-bay shop for maintaining collector cars, a warehouse for collector car storage, and an area for banquets or special events! To view pictures of the museum, click on Tour.

The Snooks' love for cars began when they restored a 1929 Model A Ford in 1963 that Jeff then drove when he turned 16; they have been collecting cars and automotive memorabilia ever since. Their memorabilia collection includes model cars, toy cars, die-cast banks, signs, advertising items, oil cans, period auto accessories, coin-operated machines and games, pedal cars, a kiddie ride, and much more."

Minutes of March 8 meeting

by Phil Vrzal

Call to Order/Adjournment/Attendance

- President Bill Shepherd called the meeting to order at 2:08 and adjourned it at 3:10 at our winter venue, Uncle John's on Secor Road at Central Avenue. Seventeen members and eight associates attended. Five Cadillacs were proudly driven and handled the snow packed roads with typical Cadillac panache.

Approval of Minutes from Previous Meeting

- Meeting minutes are published in the monthly newsletter. No previous minutes required approval.

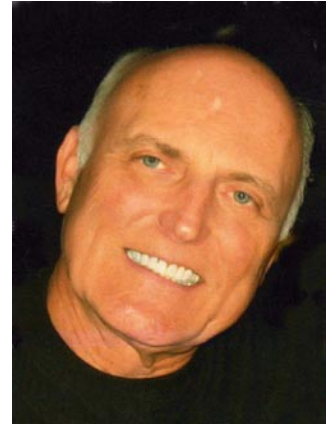
Winter Meeting Dates and Venues

- The next scheduled meeting is on Saturday, April 12, at Uncle John's with a 2:00 start.

Open Issues/Old Business

- Andrew Shepherd provided the Treasurer's summary. The current balance today, after deducting the cost of the newsletter and more membership revenue of \$90, is \$1,333.76. He also confirmed the date for the Annual Picnic as Sunday, June 7, at his home.
- The membership total compiled by Steve Kasprzak stands at 38 active members.

- Activities Vice President George Louthan provided an extensive summary of the types of activities he is suggesting for the summer and fall months. His week-by-week outline will be posted in the next newsletter.



- Alan Haas updated the CLC construction progress at the Gilmore Museum. Steel framing members are in place as well as the roof and wall studs. He provided photos for all to enjoy. More work is scheduled pending a break in the weather.
- Newsletter editor Elden Smith voiced his pleasure with the supportive response to his request for member related content to enhance the newsletter.

New Business

- No new issues were suggested.

Minutes respectfully submitted by Phil Vrzal.



Treasurer's Report

by Andrew Shepherd

Balance February 28	\$1,387.69
Newsletter expenses.....	\$53.93
Deposit for dues	\$30.00
Deposit for auction	\$15.00
Balance March 13	\$1,378.76



1930 LaSalle



Activities Report

by George Louthan, Vice-president, Activities Director

Below is a list of activities I am proposing for the coming year. I handed out this list at the March meeting. I am adding two National items to that report, namely the CLC Grand National Meet in Lake George, New York, July 8–12, and the CLC National Driving tour in Indiana on September 23–27. I realize only a few of you will go to Lake George, but I need to include this as part of our schedule. On the other hand, I will push you to join us on the National Driving Tour in our neighboring state of Indiana in the fall. As I receive more information on this, I will fill in the details. Please pay attention to the information on page 5 regarding our crank-up tour to Snook's Dream Car Museum April 26.

Upcoming Events For Northwest Ohio CLC

April 13 (Sunday) Monroe County Swap Meet at Monroe County Fair Grounds.
April 26 (Saturday) CLC/NWO Crank-up tour, Snook's Dream Car Museum, Bowling Green
June 7 (Saturday) CLC/NWO Club picnic at the Shepherds. 12:00
June 12 (Thursday) Blissfield MI evening cruise-in
July 8–12
(Tuesday through Saturday) CLC Grand National Meet in Lake George, New York
July 12 (Saturday) Bowling Green Street Show.
July 16 (Wednesday) Wauseon Super Cruise Night
July 19 (Saturday) Toledo Vintage Show
Original/restored over 30 years of age. (CLC/NWO sponsored)
August 7 (Thursday) Evening cruise-in to Pemberville
September 13 (Saturday) Taylor Classic Cadillac Show at Taylor Cadillac (CLC/NWO sponsored)
September 23–27
(Tuesday through Saturday) CLC National Driving Tour in Indiana
October 18 or 25 CLC/NWO crank down tour (to be determined)

Trivia—by George!

March Trivia

Regarding the 8.2-liter engine, I told you it would be an easy one. Apparently, it was so easy that most of you did not respond—with the exception of Craig Brillhart who was 100% on the money.

Answer: The 8.2 liter or Cadillac 500 engine was introduced in 1970 and was exclusive to the Eldorado through 1976, the engine's last year of production. The exception to this was all 1975 and 1976 models used the same engine.

The interesting footnote to this engine was that it was introduced shortly before the beginning of the dual crises of the gas shortage and higher emission standards. All manufacturers were forced by the government to downsize horsepower, improve gas mileage, and observe strict emission standards. In a gradual change, the engine was reduced in horsepower and emission standards were added, such as the catalytic converter. Consequently, the 1970 engine, rated at 375 horsepower, was reduced to 190 horsepower by 1976. Regardless of

this, the 500 engine, because of its design strength and horsepower potential is the choice of retro-rod builders. Many restored Cadillacs from the '30s and '40s sport 500 engines and turbo Hydramatics under the hood.

April Trivia

Henry Leland, founder of Cadillac, also owned a well-respected machine shop named Leland and Faulconer. Before the Cadillac venture, the Leland-Faulconer Company produced engines for another car manufacturer. Can you name this automobile and the famous model the engine was installed in?



The Editor's Inbox



Burt Park sent these picture (and many more) showing car transports in the long ago. If my eye is any good, I believe the cars are 1948 Pontiacs (left) and 1956 Oldsmobiles (right). If there were space, I would have included more of the pictures. I will forward (by e-mail) the collection of pictures to anyone who would like to see them.

Cadillac lives in New Zealand, too
from FINZ, the official magazine of the CLC of New Zealand



A brief description of the 1978 Cadillac Seville
5.7 liter V8 (350 cubic inches of Detroit iron), unleaded petrol, electronic fuel injection, Turbo 400 three speed auto gearbox, 2.56 differential ratio for reduced highway revolutions and for better economy, 4-wheel disc brakes, fiber optics, climate control air conditioning, electronic ride leveling, twilight sentinel, and the usual power features. The color is Academy Grey over Georgian Silver and has matching grey leather, carpet, and roof lining. The conversion to right hand drive was done in Melbourne.

George Akele, CLC Australia Member

The Editor's Inbox continues

From: H. James Tollett III

My grandfather, H.J. Tollett was a Cadillac/Nash dealer in Galveston, Texas during the late 1930's and early 1940's. I have been researching some of my family history and am looking to fill in a few blanks. I recently read your column in your club's February newsletter about the 1940 auto designs.

Attached you will find a photograph taken at the Biltmore Hotel, Miami, Florida in February 1940. The gentlemen in the photo are the 1939 Cadillac-LaSalle Order of Merit Salesmen honorees. My grandfather is center, front row with a hat at the front of his crossed legs. Your club members may enjoy this photo.

Perhaps you can help me identify some of the others in the photo or even point me toward how I can obtain more history about the Order of Merit. I've seen (online) copies of the Order of Merit Magazine from 1939 and would love to have an original or even a facsimile.

H. James Tollett III
San Antonio, Texas 78230

Editor:

I will use this information in the next newsletter (along with the picture). I know nothing of the Order of Merit, but we have members who might. I also try, occasionally, to search out ancestors, so I know some of your challenges.

Thank you for writing and sharing the photo.



GM Media Online releases information about the new Cadillac crest

Cadillac crest evolves to reflect brand growth

Change follows brand's product-driven renaissance

DETROIT—Cadillac is introducing an evolution of the historic Cadillac Crest, a revision in synch with new products such as the award-winning 2014 CTS and 2015 ATS Coupe. The new Cadillac Crest will begin appearing on vehicles in the second half of 2014.

The unmistakable Cadillac Crest has a heritage of evolution, marking new eras. Cadillac's product and design advances are moving the brand forward. The Cadillac Crest evolves now to reflect this growth, just as it has for more than 111 years.

Sleeker and streamlined, the revised Crest first appeared on the Elmiraj concept in 2013.

"The Crest remains a consistent symbol of Cadillac and our core values," said Andrew Smith, Cadillac executive design director. "This new Crest matches the lower, longer, leaner mantra of our current car designs, and reflects the evolution of our Art and Science philosophy."

Accompanied over the years by a crown, chevron, or laurel wreath, the Crest has been the central aspect of Cadillac heraldry throughout the brand's history. It was last revised in 1999.

The latest update sharpens the focus on the Crest. Cadillac's characteristic script lettering remains.

"Our goal was to evolve the emblem design to integrate with the new vehicle form while maintaining the core graphic elements that preserve its strong brand recognition," Smith said. "This resulted in retaining the iconic 'crest' shape and color palette with geometric grid from the original Cadillac family 'coat of arms.'"

The update to the Crest occurs amid significant growth for the brand. Cadillac is the fastest-growing full-line luxury auto brand, building on a 22-percent sales increase in the U.S. in 2013.

This month marks the U.S. debut of the ELR, an electrified luxury coupe featuring 340 miles of driving range. Later in 2014, Cadillac will launch the next-generation Escalade luxury SUV and the 2015 ATS Coupe.



The November 2013 issue of our newsletter reported upcoming changes in the crest. These changes made their debut with the Elmiraj concept car.

At the left is the new crest that will appear on the late model year 2014 CTS and on the 2015 ATS Coupe.

At the top of this column is the crest we have seen since 2000. The second crest is from about 1915. The illustration below it shows the 1906 crest. The bottom (and perhaps most familiar) is from 1979.



The Cadillac & Lasalle Club Museum Building Progress

Building completion estimate—June 30, 2014

Grand Opening Celebration—September 28, 2014

This communication is to provide you the most current information and photos on the construction of the CLC museum building at the Gilmore Car Museum in Hickory Corners, Michigan (near Kalamazoo). Also thanks to member, Dell Deaton, progress on the building can be followed on your favorite social medium. By accessing any of these three sites you will be able to monitor the weekly construction progress.

Facebook

<http://www.facebook.com/pages/Cadillac-Lasalle-Club-Museum-Research-Center/593415324019434>

Google

<http://plus.google.com/u/0/b/101462416657602968247/101462416657602968247/posts>

Twitter

<http://twitter.com/clcmuseum>

FORTUNATELY, ALL SITE PREPARATION and the concrete foundation work was completed in December prior to the onset of the severe 2014 winter weather that is being experienced in the midwest. The pre fabricated steel that forms the structure of the building arrived shortly before the Christmas holidays.

In spite of the record snowfall (about 70 inches to date) and chilling arctic temperatures (15 degrees below zero), Cornerstone construction has continued to soldier on. This has been the coldest and snowiest winter since the 1970s. But by the end of January the entire main steel structure was in place. The pre fabricated steel is

assembled in much the same manner as an erector set. The installation of the corrugated steel inner roof is now being done. This is the first step in enclosing the structure. We are thrilled with the progress, particularly in lieu of the inclement weather.

The contractor still plans to complete the museum building and hand us the keys on June 30. Allowing time to install the lighting, create the displays and select and position the cars, the Grand Opening is scheduled for September 28. This will coordinate with the CLC National Driving Tour that will begin in Indiana and end at Gilmore at the annual Cadillac Gathering weekend at Gilmore.

The Fifth Annual Cadillac & LaSalle Club Picnic

Saturday June 7, 2014

Noon–4:00

Please RSVP by June 3 at 419-534-3055 or 419-349-5692.

5980 Bucher Road
Whitehouse, OH 43571
(in Waterville Township)

Questions prior to the event? Call Bill Shepherd 419-534-3055

Questions the day of the event? Call Andrew Shepherd 419-349-5692

Come see the Shepherd car collection featuring Cadillacs, Corvettes, Mercurys, and others.

We always have new additions for you to see.

The club will provide sandwiches and soft drinks.

Bring your family in your classic car, chairs, plus a dish to pass.

We have a large amount of parking at the house.

A Shell gas station is located around the block, about 1.5 miles away.

Directions from the north or south: I-75 to I-475/US-23 to US 24 (exit #4). 1 mile to Stitt Road (exit #67). Turn right at light, go 100 feet to next light, turn left (Russel Road becomes Stitt) and follow Stitt Road west 3 miles to Bucher. Left on Bucher for 0.4 mile.

Directions from the east or west: I-80/90 to SR 2 (exit #52). Left on SR 2 for 1 mile. Right on Eber Road for 4.8 miles until it dead ends at Weckerly (ignore Weckerly road at 0.9 mile mark). Left on Weckerly for 0.7 mile. Right on Stitt for 0.2 miles. Right on Bucher for 0.4 mile.