



NORTHWEST OHIO REGION

Cadillac & LaSalle Club Northwest Ohio Region News

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Cover: The 1928 Cadillac
by Elden Smith

THE COVER PICTURE reminds me of Italy's Amalfi coast. It has been many years since I drove from Rome to Naples, boarded the hovercraft, and landed on Capri. The memory of that trip remains vivid. So, too, does one particular lunch featuring lobster salad and white wine. The Blue Grotto is breathtaking.

I have no idea whether the artist many years ago conjured an image of that coast, but the beauty of this Cadillac advertisement is riveting. In recent times, Cadillac advertising has relied on photographic equipment. I imagine that most of it is digital today, but this 1928 artist's concept, possibly based on a photo, is a beautiful piece of Cadillac history.

You may view historic brochures and ads, like last month's cover, at the following web addresses. The final one of these in the list below is from the February issue.

www.flickr.com/photos/that_chrysler_guy/sets/72157608685847079/
www.motorera.com/cadillac/index.htm
www.lov2xlr8.no/broch1.html

I hope you will visit these and find them interesting.

Finally, here is a closing word about this Cadillac. This convertible sedan is a Series 341 equipped with the 90° V-8, L-head. The series bears the name of the engine displacement—341 cubic inches.



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President's Message

by George Louthan

MARCH MARCHES ON as we move on into a new year with visions of 80° and many car shows. March is coming in as a Lion and, as tradition has it, should be going out as a Lamb. That means better weather is just around the corner. Get ready to wake up the pride and joy and go for a cruise.

Speaking of cruises are you ready for the crank-up tour to Auburn? If not, get ready as it's coming on April 13. This is going to be a great cruise so plan on going. Please RSVP to Bill or Andy Shepherd by April 8. See the advertisement on page 12.

Also keep in mind the June 8 club picnic. See page 13. This is also our June membership meeting. Bring an associate or friend and be prepared to eat.

The winter meetings have been well attended. March 9 is the last winter meeting at Uncle John's Pancake House, but because of popular demand we may move there in April also. We will see what the membership prefers on March 9. Stay tuned for further info.

Taylor News

The Taylor Classic Cadillac Show is being moved from September 14 to September 21 to accommodate a conflict on the 14th.

Today's trivia question is one some of you know. I will not give the answer now and we will see who responds with the right answer by the April newsletter. Give your answer to Elden Smith. I am running out of '49 trivia so this will require more research for future publications.

Question: How can you tell if a 1949 Cadillac engine is early production or later production? (Hint: It's a very obvious modification.)

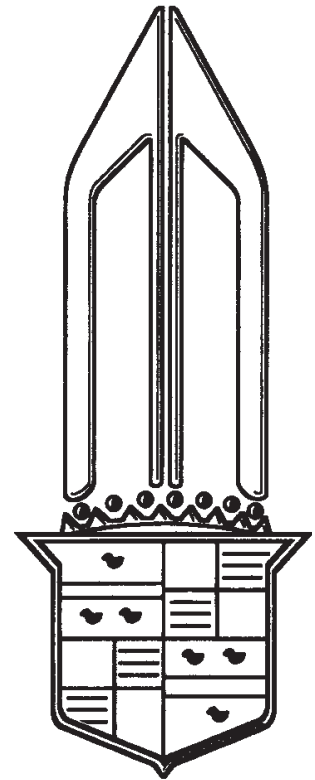
In closing and looking at the weather report you should probably leave room in your schedule for at least one more blizzard threat. My motto is "don't put the snow blower away until April 1."

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

—George L.



Curiosity auctioned during the February 9 meeting. (Photo from Andrew Shepherd.)



***Make your reservations now for the Spring Driving Tour, April 13.
Details on page 12.***

Rambling with the Editor: Advertising shapes action
by Elden Smith



PUBLIC OPINION RESPONDS TO MANY INFLUENCES. Some are intentional, but others, both negative and positive, result from prejudice, education, culture, tradition, history, and factors too numerous to mention here. Advertising is an intentional effort to shape opinion and incite action, hopefully for the better.

Cadillac advertising has shown itself to be effective. The following online publication speaks to the current ad philosophy at Cadillac and GM.

From AdAge.com

In Bid to Go Global, Cadillac Shifts Advertising Dollars to Digital Brand Doesn't Yet Have the Scale Abroad for TV to Make Sense

By: Michael Learmonth, Published: October 24, 2012

As GM attempts to take the Cadillac brand global, its ad spending is going digital.

Cadillac has moved 25% of its marketing spending into digital platforms from 17% three years ago as it uses online advertising to build its global brand around its BMW-fighting ATS sedan, said Don Butler, VP—U.S. marketing for Cadillac, between sessions at the JD Power Automotive Marketing Summit in Las Vegas on Wednesday.

“We’re using digital to do things we couldn’t do 15 years ago in terms of establishing and our place and our voice” abroad, Mr. Butler said.

Cadillac and Chevrolet are the two brands GM wants to build on a global basis, but Cadillac faces an uphill battle. Mr. Butler told the audience at the auto-marketing summit that 95% of global luxury-car sales comprise cars made outside in the US. In the US, meanwhile, imports account for 80%.

But Mr. Butler believes digital media is giving Cadillac the opportunity to tell its story in markets where its market share makes buying TV ads inefficient. “Essentially everything we do in Europe is digital,” he said. “We don’t have the scale or the volume at this point to do broadcast; it doesn’t make sense.”

“This is not an easy task, but we do believe we have an opportunity to establish American luxury as a true distinctive choice in the global marketplace,” Mr. Butler added.

Current Cadillac television ads identify with a younger audience more than ads from as recently as ten years ago. This trend seemed to begin with the CTS, with the restyled Cadillac crest, and now with the 2013 ATS.

Cadillac did its best to shape public opinion and perception of the company for many years. During World War II, Cadillac’s luxury image was unimportant when faced with the task of supporting the nation’s war effort.

Cadillac



Cadillac made many friends in the 1940s. Cadillac-built parts powered planes, ships, and land vehicles. Particularly famous was Cadillac's Hydramatic Drive, essential to American tank performance. A pair of Cadillac V-8 engines gave these tanks their power.

At the conclusion of World War II, Cadillac advertising addressed Americans who had not had new cars for at least five years. Most households had nursed their old cars from the 1930s through the war years. For many families a newer used car of any make or description would prove to be a blessing. Resumption of peacetime production could not and did not happen quickly.

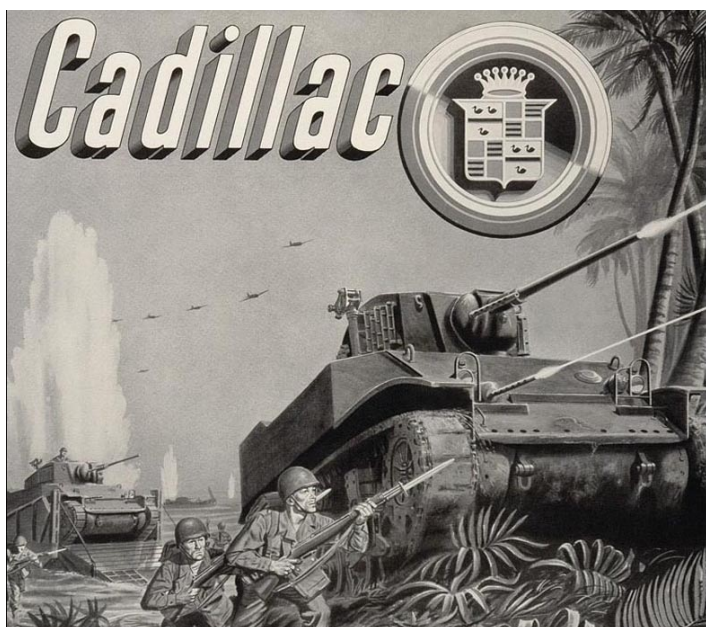
Advertising in 1945 urged buying a used Cadillac. If someone planned to spend \$1,000, a used Cadillac might "fill the bill" until auto factories resumed full-scale production. In 1941, a new Series 61 cost \$1,345 while a new 60S carried a price tag of \$2,195. In 1946, a new base-model Chevrolet cost about \$700. With the scarcity of new 1946 cars, a five-year-old Cadillac of any

series might have had a purchase price below the new Chevy that was unavailable anyway. Cadillac's five-year-old 346 cubic inch V-8 claimed making 14 to 17 miles per gallon, depending on the size of the vehicle that it propelled. Best of all, the used Caddy already existed! A used Cadillac was a smart move that made financial sense in many ways.

When the new 1946 cars began rolling off the assembly lines, they were little more than warmed-over copies of 1941 cars. General Motors introduced its new cars in 1949, but Cadillac led the pack in 1948 with the Lockheed P-38 inspired tailfins.

Luxury has been a prominent Cadillac theme, but practicality and serviceability have also been Cadillac marks of excellence, as we who own old Cadillacs can attest. MotorAuthority.com has published a report on current luxury car sales in the US. This report, submitted by Alan Haas, appears on page 6. Keep reading!

Stay cheerful—spring is only three weeks away!





"ONLY THE GOOD ENDURES"

A CAR'S reputation is made by the service it gives. It is easy to find Cadillac owners in Syracuse and Central New York and they will gladly tell the service their Cadillac is giving.

The first Cadillac Sold in Syracuse—April 16th, 1903—is still in use.

Visit Our Showrooms
Write for Catalogue



Genesee Motor Car Co.
108 W. Church St.,
Elmira, N. Y.

252 W. Genesee St.,
Syracuse, N. Y.

Editor's Inbox...
submitted by Alan Haas

Hi Elden:

Thought you might find this to be of interest. At #4 in luxury car sales in the USA Cadillac still has quite a challenge ahead. But if the January sales numbers are an indicator of things to come, the trend is very encouraging. I had no idea that Lincoln sales were so dismal.

Cheers, Alan Haas

Luxury car sales in January:

Cadillac rising fast, Audi continues record pace

By Nelson Ireson, MotorAuthority.com, February 1, 2013

The overall U.S. automotive industry's sales tally for January is looking rather good: sales are up almost across the board, and total sales figures are well above last year's. An increase, year-on-year, of 8 percent puts the total seasonally adjusted annual rate (SAAR) at 12.9 million retail vehicles and 15 million overall, even as U.S. unemployment rates stagnate, rising 0.1 percent to 7.9 percent. But how is the luxury sector doing?

Spectacularly, for the most part.

Cadillac posted its best sales month in 23 years, rising a whopping 47 percent over January 2012's figures, for a total of **13,116 vehicles sold**. Thank the 2013 ATS and its North American Car of the Year Award for a good chunk of that.

Porsche is tied for second in the luxury ranks in January on *percentage* increase over last year, due no doubt, at least in part, to the refreshed Boxster and 911 being available. Whatever the reason, a 32 percent rise is nothing to sniff at — though its relatively small 3,358-vehicle volume makes it a minor player in the overall picture.

Lexus is up about the same amount as Porsche, though the figures are a bit murkier: sales rose 26.8 percent on an unadjusted basis, and 32.1 percent when adjusted for the difference in sales days. Again, at **16,211 cars sold** for the month, Lexus returns brilliant figures, likely rising on the tide of the brand's recently redesigned models — the first major redesigns for the brand in several years.

Acura's sales were up 13.2 percent to **9,489 total**, doing better than the mainstream Honda brand and putting its growth rate at about 4 percent ahead of the overall industry rise in January.

Mercedes-Benz, which battled with BMW for the overall luxury volume lead in the U.S. last year, has opened up a gap on the competition: Mercedes rose 10.7 percent, while BMW scored an increase of just 0.7 percent in January — though BMW's figure rises to 2.3 percent overall growth when MINI division sales are incorporated. In terms of overall volume, **Mercedes-Benz moved 24,059 units in January, while BMW racked up 16,513 sales plus 5,248 MINIs for a total of 21,761 vehicles sold.**

Volvo registered a reasonable 9.3-percent increase to **4,875 vehicles sold** last month, the best for the brand since 2008.

Audi's 7.5 percent rise in January wasn't as strong as most of the rest of the luxury segment, but it marks the 25th consecutive month of sales increases for the brand — a strong and remarkable trend given the economy over the past two years. Total **Audi sales for January: 10,056 vehicles.**

Infiniti didn't do quite as well, rising just 4.9 percent to **7,126 cars sold**, but the brand's stunning new 2014 Q50 isn't on sale yet—people may be holding off on upgrades to a new Infiniti.

Lincoln was the luxury segment's big loser in January, dropping 18.2 percent to just **4,191 cars sold.**

Jaguar/Land Rover hasn't yet reported January 2013 sales.

Summarized for convenience:

Mercedes.....	24,059
BMW.....	21,761
Lexus	16,211
Cadillac.....	13,116



Pictures on page seven are from Cadillac.com website

Who owns which car brands?

by Consumer Reports, submitted by an Internet reader

The auto industry has a very confusing family tree. The past few years have seen partnerships, sales, separations, bankruptcies, and entire divisions killed off, making it difficult to keep up with who owns which car brands.

As automakers slim down to become more profitable and efficient, a number of changes have been made in recent years. We have seen storied names, such as Hummer, Mercury, and Pontiac, fade away into the history books. We have seen others, such as Chrysler, Jaguar, and Volvo, find new international corporate parents. And some, such as Aston Martin, remain in flux.

To help clear up some of the confusion, we present a basic road map to navigate who owns which car brands among the major automotive companies that sell in the United States. Of course, the list is definitely subject to change.

- BMW owns: Mini and Rolls Royce.
- Fiat owns: Alfa Romeo, Chrysler, Dodge, Ferrari, Jeep, Lancia, Maserati, and Ram.
- Ford Motor Company owns: Lincoln and a small stake in Mazda.
- General Motors owns: Buick, Cadillac, Chevrolet, and GMC. GM owns a controlling interest in Daewoo, as well as Opel and Vauxhall in Europe

and Holden in Australia. (The U.S. government also owns a stake in GM.)

- Honda owns: Acura.
- Hyundai owns: Kia.
- Tata Motors (India) owns: Jaguar and Land Rover.
- Mazda is independently owned.
- Mitsubishi is independently owned.
- Daimler AG owns: Mercedes-Benz and Smart.
- Nissan owns: Infiniti. (Nissan, in turn, is owned by Renault.)
- Saab is owned by National Electric Vehicle Sweden (NEVS).
- Subaru: Owned by Fuji Heavy Industries with Toyota a minority partner.
- Tesla: Toyota is a minority partner. Partnership with Daimler AG
- Toyota Motor Company owns: Lexus, Scion, Daihatsu and Hino Motors, with a stake in Fuji Industries (Subaru's parent company) and Isuzu.
- Volkswagen owns: Audi, Bentley, Bugatti, Lamborghini, Porsche, and overseas-brands SEAT and Skoda.
- Volvo is owned by Chinese-automaker Zhejiang Geely Holding Group, aka Geely.

Four new Cadillacs: top left to right XTS, CTS-V; bottom left to right ELR, ATS



Editor's Inbox continues...

submitted by readers

Texaco Star Theatre revisited

From Phil Vrzal

Hi Elden—

It just keeps getting better. You did a great job again. I truly enjoy “Rambling with the Editor.” I especially like the...Texaco gas service attendants (page 6, February).

That was 1950, I was twelve years old, and I knew (word for word) the beginning and ending segments of these four people that opened and closed the Milton Berle show. Even better I found just that picture and footage on YouTube and...scoffed out loud that those words of those “jingles” were still on the hard drive of my mind. I called my wife in and sang with it. She liked the video better than my singing. In 1950, I also worked cleaning up in a couple of my aunt's taverns on the main highway that led to the racetrack. Of course, she had a nickel jukebox that constantly played. The two 1950 songs that came to mind were *Mona Lisa* by Nat King Cole and *Bewitched, Bothered, and Bewildered* by Bill Snyder. How is that for worthless recall? And you caused it. Thank You.

Mopar identifications

In addition to Phil Vrzal's remembrance of the Texaco Star Theatre (see above), two other alert readers responded to my lack of knowledge of Mopar products.

From Phil Compton:

I believe that the car on the bottom right on page 7 is a 1955 Plymouth. I also think that you are correct about the 1937 LaSalle. The grill is narrower than on the 1938 and the chevrons on the fender give it away. The main difference between the '37 and '38 was that in 1938 the gear shifter was on the steering wheel and not the floor.

From Alan Haas:

Excellent newsletter as usual. The only thing that would improve it even more is member-submitted articles (I include myself as guilty).

I concur with your assessment of the 1937 LaSalle in the gas station photo. Could the caption in the lower right in the Sohio station have the year transposed (1956 vs. 1965)? The station wagon appears to be a '55 Chevy and the Plymouth is definitely a '56 Belvedere.

Editor's reply

Phil—

Thanks for the “vote of confidence.” The picture on page 6 (February 2013) came from the YouTube site you mentioned. Fortunately, it is in the common domain so I could freeze and lift it with no problem. I now have the entire text for the commercial. It appears on page 9 for those who do not remember it. I, too, was 12 in 1950, and I probably never got over being that age.

I am sorry that I could not find a picture of Milton Berle in a strapless evening gown. That would have made the story complete. Milton Berle (1908–2002) as Aunt Mildred (below) is the best I could find.

—Elden



Editor:

I do not catch all typos, and spell check doesn't know the difference between fact and fiction. Thank you for catching the error in the Chevrolet years. That was a “freaky finger” accident on my part. That Chevy was indeed a 1955, not a 1965. I learned to drive on 1954 and 1955 Chevies. In those days, Driver Education cars had “three-on-the tree.” I was just glad it was not a vacuum-shift like the one I remember my parents having a few years earlier.



It seems like old times...
by Elden Smith and contributors

From Wikipedia:

On television, continuing a practice long established in radio, Texaco included its brand name in the show title. When the television version launched on June 8, 1948, Texaco also made sure its employees were featured prominently throughout the hour, usually appearing as smiling “guardian angels” performing good deeds of one or another kind, and a quartet of Texaco singers opened each week’s show with the following theme song:

Opening

“Oh, we’re the men of Texaco
We work from Maine to Mexico
There’s nothing like this Texaco of ours!
Our show is very powerful
We’ll wow you with an hour full
Of howls from a shower full of stars.
We’re the merry Texaco men
Tonight we may be showmen
Tomorrow we’ll be servicing your cars!
I wipe the pipe
I pump the gas
I rub the hub
I scrub the glass
I touch the clutch
I mop the top
I poke the choke
I sell the pop
I clear the gear
I bop the knock
I jack the back
I set the clock
So join the ranks of those who know
And fill your tanks with Texaco
Sky Chief, fill up with Sky Chief,
And you will smile at the pile of new miles you will add
Fire Chief, fill up with Fire Chief
You’ll find that Texaco’s the finest friend your car has
ever had
...And now, ladies and gentlemen... America’s number
one television star... MILTON BERLE!”

Closing

“The curtain is descending and
We thank you for attending
But before we reach the ending may we add:
Remember to be loyal
To our gasoline and oil
When they save you time and toil you’ll be glad
Now the clock is striking nine off
But just before we sign off
The best friend your car has ever had!”

FOR THOSE WHO NEVER SAW any of the Burma Shave signs, here is a quick lesson in our history of the 1930’s, 1940’s, and 1950’s. Before there were Interstates, when everyone drove the old two-lane roads, BurmaShave signs would be posted all over the countryside in farmers’ fields.

They were small red signs with white letters. Five signs, about 100 feet apart, each containing one line of a four-line couplet—and the obligatory fifth sign advertising BurmaShave, a popular shaving cream.

Here are some of the actual signs:

Cautious Rider To Her Reckless Dear Let’s Have Less Bull And A Little More Steer BURMAHAVE	Don’t Stick Your Elbow Out So Far It May Go Home In Another Car. BURMAHAVE
--	--

Around The Curve Lickety-split Beautiful Car Wasn’t It? BURMAHAVE	Trains Don’t Wander All Over The Map ‘Cause Nobody Sits In The Engineer’s Lap BURMAHAVE
---	---

At Intersections Look Each Way A Harp Sounds Nice But It’s Hard To Play BURMAHAVE	She Kissed The Hairbrush By Mistake She Thought It Was Her Husband Jake BURMAHAVE
---	---

Cattle Crossing Means Go Slow That Old Bull Is Some Cow’s Beau BURMAHAVE	No Matter The Price No Matter How New The Best Safety Device In The Car Is You BURMAHAVE
--	--

Pat’s Whiskers
Tickled Bridget’s Nose
That’s When Her
Wild Irish Rose
BURMAHAVE

*Make your reservations now for the Spring Driving Tour, April 13.
Details on page 12.*

Motor Trend's Car of the Year

by Philip Compton

In February, a list of *Motor Trend* Car of the Year winners appeared on page 11 of this newsletter. It included Cadillac winners in 1949, 1952, 1992, and 2008. The head and subhead to the list were as follows:

OK—so who and what has won the *Motor Trend* Car of the Year Award?

(How many of these do you remember, and what did you think of them at the time?)

Phil Compton wrote a response to my question about the winners and any experience with them. I have a feeling that Phil might not be the only reader to have suffered through these misfortunes.



*Phil and LaDonna Compton
at the Accubilt Tour*

Having owned three of *Motor Trend's* Cars of the Year, I remain rather skeptical of this dubious award. I purchased each vehicle somewhat based on the *Motor Trend* award.

We purchased a 1964 Chevrolet Corvair Monza convertible—based in part on the 1960 Corvair being Car of the Year. This was an excellent car and very fun to drive. The rear engine, six-cylinder box engine never failed in the ten years that we owned the car—except for a \$1.48 oil pressure sending unit. Unfortunately, Ralph Nadar—who only rides a bicycle—made a mockery of the Corvair concerning the front suspension. I really never intended to drive the car over 100 mph. My major concern was the unibody construction. In its final years, the Corvair developed serious “cancer”—even the front floorboards rusted out—and one couldn't replace different body parts.

Our second *Motor Trend* Car of the Year was a 1972 Chevrolet Vega Kamback Wagon. Again, this was a fun car to drive and very practical for a Ph.D. student on a tight budget. However, the 2300 ci engine was no match when compared to the 1800 ci engine in our 1967 BMW—but the BMW was in the shop three months of each of the five years we owned it—a very expensive toy. First, the AIR pump on the Vega failed. The mechanic that I worked with told me how it was “against the law” for him to explain in detail how to remove the pump and plug the holes. At 26,000 miles, the engine crapped out—the head gasket blew. When you put a cast iron head on an aluminum block, and run it with a 195° thermostat, something is bound to blow. Not only that, the cylinders were not sleeved—only coated with silicon.

I purchased a new short block—had it bored out and sleeved—header exhaust—four bbl carburetor—oil cooler—and a 180° thermostat—and the car ran great. It was to be our daughter's car when she turned 16 (1986). She got her license at 3:00 pm and the car was history at 6:00 pm that same day. It was not her fault and no one was seriously injured.

Our third *Motor Trend* Car of the Year was a 1980 Chevrolet Citation. This was the first car that I owned that I couldn't work on myself. The six-cylinder transverse engine was difficult to access—especially the back three plugs. This was a nice car with all the bells and whistles—a five-door hatchback. However, the major drawback was that the dual camshafts wore down early and the car was losing power after 4 years. The later year Citation engines didn't fit in the 1980, so the only answers were either a major engine repair or unload the car—which we did.

In conclusion, I am really not all that impressed with the *Motor Trend* Car of the Year award. Our Cadillacs have been much better cars.

Prototype Cadillac not seen in decades coming to Amelia
submitted by Burt Park

FOR THE FIRST TIME IN 64 YEARS the first Cadillac to wear the name “Coupe de Ville” will make a public appearance. The site for this historic re-debut is the 18th annual Amelia Island *Concours d’Elegance* on March 10, 2013.

Charlie Wilson was the CEO of General Motors from 1946 through 1953 and President Eisenhower’s Secretary of Defense from 1953 through 1957. When Wilson left GM in 1953, the corporation gave him an extraordinary gift honoring his long service. What he got was the original Cadillac prototype Coupe De Ville by Fleetwood, the rarest of GenMotors Transportation Unlimited Exhibition show cars. Just four different prototypes were built. Only one survives: “Engine Charlie’s” Coupe de Ville. Wilson drove it during his tenure as Secretary of Defense.

This first Coupe de Ville was a radical departure from Cadillac’s showroom offerings of the Forties. Powered by a new 331 cubic inch engine—GM’s first overhead valve V-8—and mated to a 4-speed automatic transmission, the prototype Coupe de Ville took two months and \$30,000 (1949-dollars) to build.

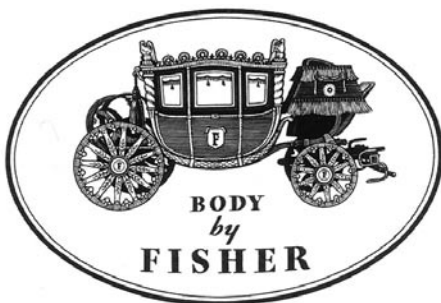
The de Ville featured GM’s first one piece curved windshield, and rode on a 133 inch wheelbase, seven inches longer than Cadillac’s production coupes. Inside was a two-way radio/telephone, power windows (even the vent windows were powered), power seats, chrome wheel arches, a three-piece rear window, lipstick holder, perfume atomizer, a back seat secretarial kit and leather seats and trim. The de Ville was the star of GM’s 1949 Waldorf Astoria Transportation Unlimited show.

“I have many cars but the Coupe de Ville restoration has been the most exciting. This will be the first time in 64 years the oldest surviving Motorama Dream Car will be displayed publically,” said Steve Plunkett. “What’s interesting is Eagle Ottawa has been a supplier of leather to the Big Three for generations and 64 years later they’re supplying the project again.”

An E-news release (January 25, 2013) from the Amelia Island *Concours d’Elegance*, Amelia Island, Florida, this article has shown itself to be popular with classic car news editors.

Burt Park submitted this last month, but it arrived too late for publication in the February issue. It is still a very interesting article and picture.

CLC/NWO News expresses thanks to Burt for sending this our way.





***Spring Driving Tour
to the
Auburn Cord Duesenberg and NATMUS* car museums***

(A perfect time to get your Cadillac out of storage for the spring)

When: Saturday, April 13

We will meet at the new Kroger on US 24 at 8:30.

We will then caravan US 24 to US 6 to Indiana SR 427.

This is the scenic route. We should arrive around 10.

Where: We will visit NATMUS first.

The group rate is \$5 per person, provided we have at least 10 participants.

Alternative price is \$7.

Next, we will visit the Auburn Cord Duesenberg Museum.

The group rate is \$8 per person, provided we have at least 10 participants.

Alternative price is \$10.

The museum will also provide a guided tour for our group.

After the museums, we will have lunch at a near by Cracker Barrel.

We will drive back Interstate 69 to US 24.

Please RSVP by April 8 so we can notify the museums of our group size
and call ahead to the restaurant for seating.

Bill Shepherd 419-534-3055

Andrew Shepherd 419-349-5692

We have been to both of these museums in the past
and think they have a lot to offer.

** National Automotive and Truck Museum (NATMUS)*

Below left: NATMUS model display

Below right: Interior of ACD Museum, Auburn, Indiana



The Fourth Annual Cadillac LaSalle Club Picnic

Saturday June 8, 2013

Noon–4:00

5980 Bucher Road

Whitehouse, OH 43571

(in Waterville Township)

Please RSVP by June 4 at 419-534-3055 or 419-349-5692.

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

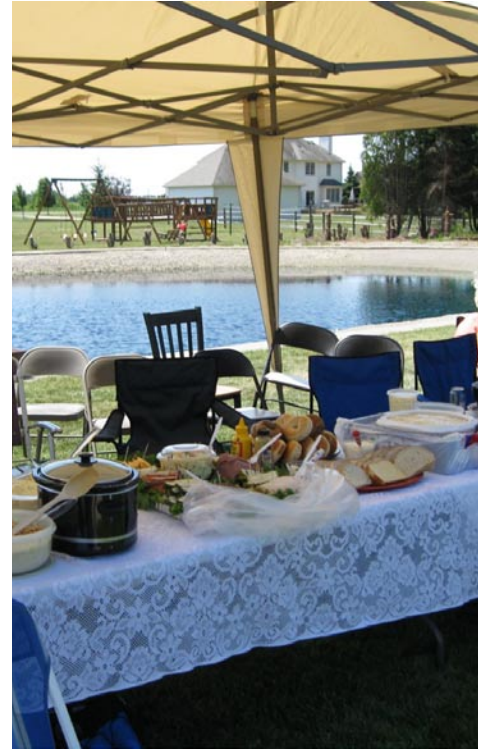
Questions the day of the event? Call Andrew Shepherd 419-349-5692

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. 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 mi. Right on Stitt for 0.2 miles. Right on Bucher for 0.4 miles.



Treasurer's Report ***by Duke Gercke***

Balance on December 10, 2012	\$1465.65
Membership dues paid	\$60.00
January newsletter, supplies	-\$121.56
Balance on January 10, 2013	\$1404.09
September auction proceeds	\$81.00
Taylor Cadillac Show expenses	\$61.90
February newsletter	\$138.91
Balance on February 6, 2013	\$1284.28

Classified



- 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)

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.

***Make your reservations now for the Spring Driving Tour, April 13.
Details on page 12.***

Saturday, March 23, the first show of the season!
At the Mobile Meals Great Chili Cook-Off,
Stranahan Hall, noon–4:00.
No registration fee or admission charge.
Information: Royce West, 419-344-2548.

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

Winter meeting schedule ***(Save this date)***

Place: Uncle John's Pancake House
3131 Secor Road
Toledo, Ohio

Time: 2:00

Dates: Saturday, March 9