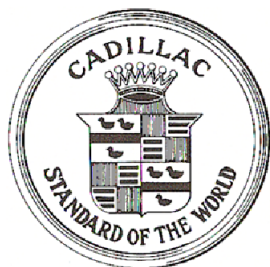
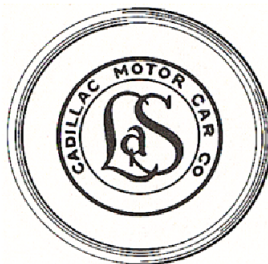


CADILLAC



CLUB

LaSALLE



PACIFIC NORTHWEST REGION

NORTHWEST STANDARD

FEBRUARY 2012
VOLUME 35, No. 2

UPCOMING EVENTS:

- February 26, Leland Party, Covington Cellars
- March 24, Tour Details to come
- April 14, Paccar Tech Tour / Skagit Tulips

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Jewels by Harry Winston.

Authoritative records of used car values reveal that a Cadillac may be expected to return a greater share of its owner's investment at the time of re-sale than any other car built in America. . . . This is true not only after a Cadillac's first year of service—but after its second, and third and fourth years, as well. . . . This is, of course, a great tribute to the Cadillac car—and to the wisdom and judgment of those in our community who own it. But it is, too, we think, a wholly understandable circumstance. . . . It is obvious, for instance, that a Cadillac's beauty and stature are little dimmed by the miles and the years. Its performance, as owners can testify, is a constant joy throughout the car's life span. And its luxury and dependability and economy continue over almost any period of time its owner may elect to enjoy them. . . . If you are one of the many motorists who are contemplating the move up to Cadillac, please reflect on these important facts. They will convince you, we are certain, that you should delay no longer in coming in to place your order.

YOUR CADILLAC DEALER

NORTHWEST STANDARD is published by the Pacific Northwest Region of the Cadillac & LaSalle Club. The purpose of this club is to exchange information, encourage the maintenance, preservation and restoration of Cadillac and LaSalle Automobiles.

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STEERING COLUMN – FEBRUARY 2012

“Snowmageddon”, “Icepocollips”, call it what you want, January left its mark on the area. So bad was the weather that week, we had to cancel our business meeting on the 21st as navigating in the north end was still difficult. We will hold an abbreviated business meeting in conjunction with the Leland Party on Feb. 26th.

Along with the extreme weather, our region has suffered an extreme loss with the passing of Cliff Houser on Jan. 18th. A founding member of our region’s reformation in 1977 and an avid 1949 Cadillac collector and expert, Cliff had battled congestive heart failure for the last several years. Our thoughts and prayers go out to Virginia & Vicki, and the rest of Cliff’s family. A tribute to Cliff is in this issue. Remembrances in Cliff’s name can be made to the Cadillac & LaSalle Club Museum and Research Center, PO Box 252796, West Bloomfield, MI 48325.

Coming up this month is our annual Leland Party on Feb. 26th. If you have not signed up yet please do. The information is in last month’s NWS and page 5 of this issue.

— Robert “Bobby” LeCoque



A BIT OF HISTORY

You may have noticed that I used the term “reformation” a couple of times in this issue in reference to our region. So, I thought I would explain that bit of history of our region.

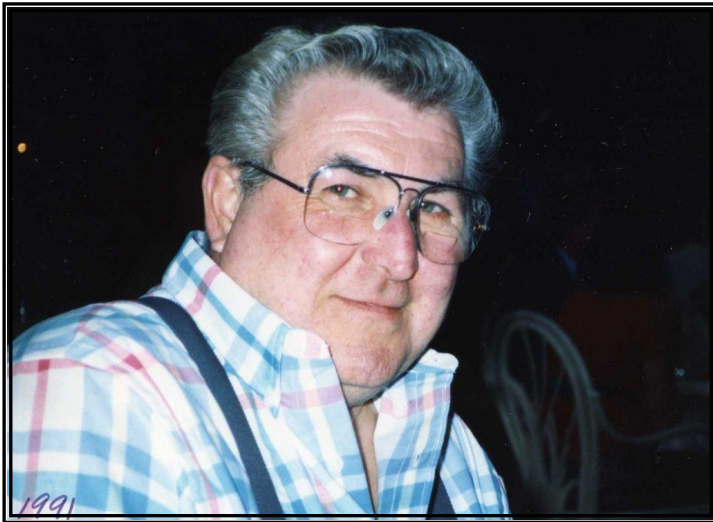
The Pacific Northwest Region of the Cadillac & LaSalle Club was originally chartered by National in 1966. From what I have been told, not a lot of activity took place back then and the region was mostly dormant. In the early 70’s, current member Frank Starr caught up with the fellow in Rochester, WA who held the charter and Frank (charter in hand) then worked on develop-

ing some regional interest and activity. As Frank told me “I’m not a marketing type”, so he had his difficulties in developing and sustaining interest.

In 1976, Glenn Mounger put together a “Picnic” show for the region, at Gasworks Park in Seattle, to develop interest and membership. The same event was held again in the summer of 1977. Enter Cliff and Virginia Houser. Under the suggestion of then National President Carl Steig, Virginia got the sign in sheets and started calling people to

spark a new interest in the region. In December of 1977, about ten of us met at Glenn Mounger’s home and plunked our \$10 each on the coffee table and called the club active. Therefore, the region was “reformed” in 1977 and the rest is, as they say, history. Since then, we have been a very active region locally having held a picnic show every year since then plus two Grand National meets (1987 & 1994) and a National Tour in 2010.

Clifford Daniel Houser 1936—2012



A long time CLC member and PNWR reformation founder, Cliff passed away peacefully on Jan 18th with Virginia, daughter Victoria, and nephew Richard Adlum at his side. He had battled congestive heart failure for several years.

Cliff was born in Oklahoma. The family came to Seattle in the mid 1940's when his parents were hired by The Boeing Company. Cliff was also a Korean War Vet and attended Edison Tech after he got out of the service where he studied auto mechanics. He got his AA with very high marks while working at Boeing. Cliff met Virginia at Boeing, where she also worked. In the late 60's there was another major layoff by the company and he choose to leave the company rather then get downgraded. This is when he opened his Union Oil Station in south Seattle. It was a brand new unit and he both opened it and closed it 21 years and 7 months later, when Unocal "left the state". After that he moved a mile west where he operated Cliff Houser's Automotive for the next 10 years before retiring. Over the years Cliff maintained many of our club member's Cadillacs, LaSalles, and other makes.

Cliff had many "toy" cars over the years, but his all time favorites were the 1949 Cadillac Club Coupe and Coupe de Ville models. Cliff's French Gray Club Coupe garnered many awards at CLC National Meets and other shows and was known as one of the most authentically restored 1949's in the country. Cliff traveled to many Grand Nationals over the years where he was always a willing candidate to help judge at the show.

Cliff not only showed his cars but drove them as well, and not just locally. The Gray '49 made several trips to Oregon, California and Nevada for shows and tours. He was a consummate hobbyist and was always willing to help others with their car projects and share his vast knowledge of Cadillac detail and history.

Our thoughts and prayers go out to Virginia and Vicki and the rest of Cliff's family. Remembrances in Cliff's name can be made to the Cadillac & LaSalle Club Museum and Research Center, PO Box 252796, West Bloomfield, MI 48325

Ed. Note: I had the opportunity to work for Cliff and Virginia at their Union Station when I was in High School. I owe a great deal of my auto repair knowledge to Cliff.





*Celebrate Henry Leland's Birthday
with the Pacific Northwest
Cadillac 'LaSalle Club
Sunday, February 26, 2012*



*Please join us for our Annual Henry Leland
Birthday Event at:*

Covington Cellars in Woodinville.

18580 142nd Ave. NE

Woodinville, WA 98072

*Included in this Newsletter is a flyer outlining the
event. It runs from 2-4.*

Our cost is \$35 per person.

*We need a head count ten days in advance, so please
send a check to reserve your reservation to:*



*Jerry Leighton
2649 W. Boston St.
Seattle, WA 98199*



For additional information: Joni Reis, 206-755-4623

CLASSIFIED ADS

1949 Cadillac Coupe de Ville. Chassis, engine, and trans rebuilt. Body is stripped and much of the bodywork is done. High quality upholstery done. Many extra parts. Literature included. Second owner. \$25,000 firm. Virginia Houser 253-759-0343



1949 Cadillac Sedanet 2 door fastback, Series 6207, dark metallic blue exterior with blue interior (both after market work). First year for the 331 cu in Cadillac V-8 with overhead valves, 2 barrel Carter Carb, 160 HP, and 85,8XX (+/-) original miles on the car. Excellent chrome (the front and rear bumpers and the grill are absolutely GORGEOUS) except the two door strips. It also has original type wide white sidewall bias ply tires with decent tread left on them and they are also mounted on the original, optional Cadillac wire wheels with nice center piece hubcaps. The car is quite nice, runs and drives great for the most part, with newer paint

and partial interior replaces original to somewhat like new with two minor mechanical flaws we can discuss if you have sufficient interest. I am asking \$28,500 and I've been



offered \$24,500 for it several years ago. I have owned this car for about 8 years and it is always in my garage as well unless I'm driving it. Les Snodgrass (Olympia, WA - 360-459-1749)

1961 Cadillac, series 6239, 4 door, 4 window pillarless sedan hardtop, as near as I can tell in mostly original and VERY good condition. It has a stock colored (I do believe) pink body, white top and pink and burgundy interior, 390 cu in Cadillac V-8, 4 barrel carb, 325 HP, 55,8XX (+/-) miles, decent rubber on radial tires and is complete with all four (4) original hubcaps. This car is VERY nice, runs and drives great, just like new. There is slight damage to right rear fender and fender skirt from a modest scrape from getting it too close to my own garage door jamb open-

ing. However, it is a GREAT looking Caddy, fun to drive and the "fins" go on for miles!! I am asking \$18,500, but will reduce by \$1000 for the damage to the right rear side (an easy, quick and inexpensive job for Maaco - I've been told \$600 will easily fix it). I've been offered \$15,000 for this car several times over the years, so I do believe this is a fair and realistic price for today. I have owned this car for about 6 years, and it has always been garaged when not in use. Les Snodgrass (Olympia, WA - 360-459-1749)



AD POLICIES: All member classifieds are free, run for three months, and can be renewed. Non-member classifieds cost \$10 per month or \$25 for three months. No extra charge for pictures. A business card ad costs \$50 and lasts for 6 months, from anyone. "Leads" are free from anyone and run three months.

To place an ad or if you have questions, contact Bob LeCoque: rlcoque@msn.com.

Or, call 425-226-7875

1976 Cadillac Eldorado Convertible

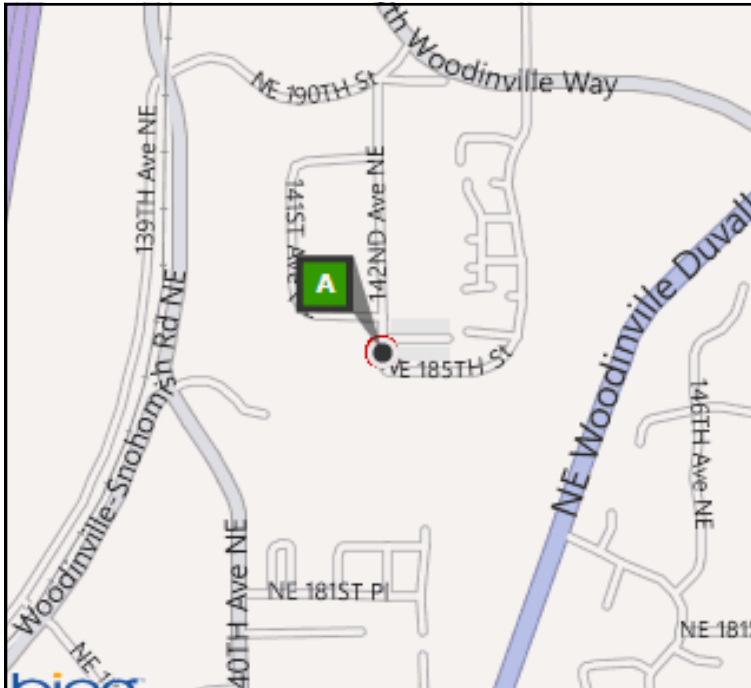
Grand National First Place Car
Less than 39,000 miles
All original, New Tires & Top
Needs nothing \$19,900 Robert Witham 425-259-2298
Robert.Oh1@msn.com



NEXT EVENT—LELAND BIRTHDAY PARTY AT COVINGTON CELLARS IN WOODINVILLE

18580 142ND AVE NE, WOODINVILLE, WA 98072 (SEE FLYER INSIDE THIS ISSUE FOR DETAILS AND RSVP)

[MAP TO COVINGTON CELLARS](#)



SEEU THERE!

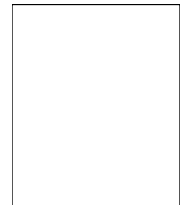


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