



The Headliner

Cadillac & LaSalle Club

Northern California Region Newsletter

1948 3rd Ave.

Walnut Creek, CA 94597

clcnorcal.com

May/June 2010

First Class Mail

Upcoming Events:

Palo Alto Concours d'Elegance - Cadillac Featured Marque - June 26 & 27

**Portal Park - Don Frolich Memorial Meet
July 25 - Sign up now!**

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freds29lasalle@comcast.net

2010 Nor Cal CLC Calendar of Events

(*) Indicates an event of interest, but not an official club event.

June 26 & 27
June Fridays

Palo Alto Concours - Cadillac Featured Marque!
Fridays on the Main - Martinez every friday this summer

July 9-11
July 25
July 29

Hot San Jose Nights*
Portal Park Show, Cupertino
Danville Hot Summer Nights*

August 14
August 26

Novato Nostalgia Days
Danville Hot Summer Nights - Second show*

September 12
September 25

Hillsboughough Concours D'Elegance*
Ironstone Concours, Murphy's

October 1-3
October 1-3
October 9

North-South Meet - Location TBD
Neillo Concours in El Dorado Hills at Serrano*
Alameda Park Street Car Show*

November 7th

Planning Meeting

December TBD

Tesla Plant Tour (Tentative)

If you have an event you'd like to share with the club for 2010, send it to Carolyn Dippel.

The Due date for any articles, ads, or other info is the last day of the month prior to publication (ex: June 30th for a July Publication).

DENNIS W. COY
President

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Showroom

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A Message from Your President

The last couple of months have been a whirlwind of car-related activities. And, in my case, there has been a wealth of reward... or should I say an embarrassment of riches? The end of April brought the Grass Valley Car Show. Sandy Carrion hosted a dinner party at her home in Grass Valley, and treated a small but lively group to lasagna and all the fixin's. Jerry and Pat Brick, along with two dogs and a cat, set up camp in their RV home on wheels in the campground just around the corner from Sandy's, and provided the dessert to top off the dinner. Mary and Joe McDonald joined the group as did two of Sandy's friends from the Roamin' Angels hot rod club. The evening was topped off when the Bricks and McDonalds piled into Charles' '49 Caddy with the top down and went cruisin' to drop everyone off for a good night's sleep.

We had a small showing of two cars from our club at the Grass Valley Car Show. Joe McDonald brought out his 1949 Coupe de Ville, and I drove up in my 1949 convertible. Just adjacent to us, was a '49 Club Coupe (sometimes called a Sedanette). So we had all three two-door models for 1949. Much to my surprise, my convertible won Best Cadillac, and I didn't even find out until Sandy Carrion saw the listing of winners in the local newspaper.

On May 8th, we also had a small showing of cars from our club at the San Rafael May Madness Car Show and Parade. Don Barnes brought his '58 Biarritz Eldorado and I entered my '49 convertible. Big crowd, lots of cars, great weather. This time, my '49 convertible was presented with the People's Choice Award.

On May 15th, I joined about 150 other cars on The Drive – a scenic drive along the Marin County coast starting at Piazza D'Angelo Ristorante in Mill Valley for registration, decals, pastries, and coffee.



May Madness
San Rafael 2010



Marin-Sonoma Concours
"The Drive" 2010

Then winding throughout West Marin to Tomales, and ending at Rockin' H Ranch for lunch catered by Il Davide Restaurant. Finally, The Drive ended at Il Davide Restaurant for a wine and cheese reception. The following day was the Marin-Sonoma concours itself. Wow, what a show – the attendance more than doubled over last year. And here is where the "embarrassment of riches" comment is explained. My '49 Caddy won Best In Class which was a huge thrill for me. But the "icing on the cake" was that the Hospice By The Bay committee of people working the show presented my car with the Spirit of Caring Award, a beautiful etched crystal salad bowl. The chairperson selected the '49 convertible as the car she could most see herself cruising in.

Let this be a lesson for all of us who own and care for a vintage Cadillac or LaSalle. People everywhere just love our Cadillacs. It is your responsibility and your duty to see to it that your car is shown frequently and shared with all of those whose wonderful and nostalgic memories are stirred when they see these cars.



Bring your cars out and display them for the residence and there families on July 24, 2010 from 10:00 am - 1:30 pm Chateau # 3 will provide Coffee & donnuts in the morning and a Barbecue Lunch for the car owners. Oh by the way the cost is just bring you car. Yes it's Free. There is room for about ten more cars. Contact Mike Gutierrez for more info (510) 715-7123

Martinez Fridays On the Main

Weekly Car, Truck & Bike Cruise-In - On Main Street in downtown Martinez
Live Music & Raffles 6-9pm - Every Friday! May 7 through August 27
http://www.mainstreetmartinez.org/php/FridaysOnTheMain_details.php

Danville Hot Summer Nights

Location: Downtown Hartz Avenue
Dates: Thursday, July 29, 2010 & Thursday August 26th, 2010
Time: 4:00 PM - 9:00 PM

A street party like no other, Danville's Hot Summer Nights Car Shows combine classic cars and camaraderie to create an evening of summer celebration. Downtown streets are lined with muscle cars, hot rods, and vintage rides dating back to 1969—some traditional and some sublime—while live bands play '50s and '60s music to people dancing in the streets. You can also browse the myriad of food, drink, and souvenir booths throughout, or stop off in one of the downtown shops or restaurants.

To learn more, contact David Miller at (925) 437-3649 or ezasugo@hotmail.com.

THE 2010 DON FROLICH MEMORIAL NATIONAL MEET

AT PORTAL PARK IN CUPERTINO

Hosted by the
NORTHERN CALIFORNIA REGION,
CADILLAC-LA SALLE CLUB, INC.

SUNDAY JULY 25th, 2010

NOW IS THE TIME TO SEND IN YOUR RESERVATION FORM AND CHECK FOR THIS YEARS NORTHERN CALIFORNIA-CLC NATIONAL MEET! This is always the most popular event of the NORCAL CLC touring season. There is an entry blank/reservation form elsewhere in this newsletter.

You will find driving directions below.

PLEASE MAIL YOUR RESERVATION FORM AND CHECK TO FRED BAUSCH BEFORE JULY 19th.

Earlier would be most helpful. After that deadline, you are still welcome to attend, but bring your own food and drink and plan to park in the parking lot.

BRING YOUR OWN DRINKS-EVERYTHING ELSE WILL BE FURNISHED:

CHOICE OF CHICKEN, ITALIAN SAUSAGE, OR BBQ'D TRI-TIPS OF BEEF, CHILI, CHOICE OF GREEN OR POTATO SALAD, GARLIC BREAD, WATERMELON, AND HOT DOGS FOR THE KIDS

SEE THE REGISTRATION FORM TO REGISTER YOUR CAR AND ORDER THE BBQ LUNCH

PLAN TO ARRIVE AT PORTAL PARK BETWEEN 10:00 AND 11:30am.

THE BARBQUE LUNCH IS SERVED PROMPTLY AT NOON!

PLEASE NOTE (ESPECIALLY NEW MEMBERS) it is not necessary that you bring a Cadillac or LaSalle in order to participate in this event, nor need your Cad or LaSalle be in top show condition to be "entered" in this Meet. This is a very low key, social, fun event. There's a great play area for small children, and there is lots of grass and shade in this safe RESIDENTIAL PARK AREA.

DO YOU HAVE ANY QUESTIONS? Please call FRED BAUSCH @ (650) 592-9159. PLEASE SEND YOUR RESERVATION AND CHECK TO FRED BEFORE JULY 17th. **THANK YOU!**

SEATING FOR EATING

Since we are experiencing a larger group at this event every year, and seating in the designated BBQ area is minimal, I would like to encourage anyone who has a folding picnic table and benches, to bring them along. There are lots of places under the trees where you can set up for your BBQ lunch in shady comfort.

DRIVING DIRECTIONS TO PORTAL PARK IN CUPERTINO

From anywhere in the Bay Area - - - Drive to 280 (between 85 and 880) in Cupertino. Turn west on WOLFE ROAD (toward the hills). Go past the Cupertino Square Shopping Center, to STEVENS CREEK BLVD. Turn right on Stevens Creek and go 1 long block (pass 1 stop light) to PORTAL AVE. Turn right on Portal Ave, go past the round-a-bout and you will soon see PORTAL PARK on the left. There are barriers at the first parking lot entrance, so go to the 2nd entrance where you will see the "CLC BBQ" sign. Turn left into the lot, left again, and follow the signs and arrows back thru the parking lot and they will guide you into the park and BBQ area. (Turn right up a slight incline next to the debris bins) It's a piece of cake from there. ----

THE 2010 DON FROLICH MEMORIAL NATIONAL MEET

AT PORTAL PARK IN CUPERTINO, SUNDAY JULY 25TH, 2010
HOSTED BY THE NORTHERN CALIFORNIA REGION INC., OF
THE CADILLAC & LASALLE CLUB, INC.

PLEASE FILL OUT THIS ENTIRE FORM AND SEND IT WITH YOUR CHECK MADE OUT TO NORCAL C&LC TO----FRED BAUSCH, 806 EL CAMINO REAL, SAN CARLOS 94070-4093

CHECKS AND REGISTRATION MUST BE RECEIVED BEFORE JULY 19th.

CLASSES (Cad and LaSalle only)....Please indicate yours on the entry form below

(A) 02-24 CAD	(F) 48-49 CAD	(L) 61-64 CAD	(Q) 1981 TO CURRENT CAD
(B) 25-33 CAD	(G) 50-53 CAD**	(M) 65-70 CAD	(R) V12 & V16, ALL YEARS
(C) 34-40 CAD	(H) 54-56 CAD**	(N) 71-80 CAD	(S) LA SALLE 27-33
(D) 1941 CAD	(J) 57-58 CAD**	(O) ELDO 53-66	(T) LA SALLE 34-40
(E) 42-47 CAD	(K) 59-60 CAD*	(P) ELDO 67-80	**EXCEPT ELDORADO

PLEASE LIST YOUR ENTRY(s) ("MAKE" means Cadillac, LaSalle, or other Marque)

<u>MAKE</u>	<u>YEAR</u>	<u>CLASS</u>	<u>SERIES</u>	<u>BODY STYLE</u>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
<u>OTHER MARQUES</u>	<u>YEAR</u>	<u>MODEL</u>		<u>BODY STYLE</u>
_____	_____	_____		_____
_____	_____	_____		_____

THE FOLLOWING RELEASE MUST BE SIGNED!

Whereas the undersigned, desiring to enter and participate in the 2010 NorCal Region, C&LC Inc. National meet does hereby tender his/her application to participate. Now therefore, in consideration of acceptance by the Club of the undersigned's application to participate in said event, the undersigned does hereby:

RELEASE THE CITY OF CUPERTINO, ITS OFFICERS AND AGENTS, THE CADILLAC AND LA SALLE CLUB, INC. AND ITS OFFICERS AND AGENTS, AND THE NORTHERN CALIFORNIA REGION OF THE C&LC AND ITS OFFICERS AND AGENTS, FROM ANY LIABILITY ARISING FROM SAID EVENT; AND 2, RELEASE ALL OTHER MEMBERS, PARTICIPANTS, AND OFFICIALS FROM ANY AND ALL LIABILITY ARISING FROM SAID EVENT.

THIS APPLICATION IS SUBMITTED IN ACCEPTANCE OF THE ABOVE TERMS AND CONDITIONS

SIGNATURE(S) _____ OR _____
OWNER/MEMBER DATE EXHIBITOR DATE

BAR B QUE AND REGISTRATION RESERVATION

ADULTS---CHICKEN x # _____ ITALIAN SAUSAGE x # _____ @\$16.00 EA= _____
BARBEQUED TRI TIPS 12 OZ ----- x # _____ @ \$18.00 EA= _____

CHILDREN (under 10 years) HOT DOG & trimmings x# _____ @\$8.00 EA= _____

REGISTRATION FEE, including any number of cars will entitle the registrant to one dash plaque per vehicle. THIS REGISTRATION FEE MUST BE PAID BY EVERY REGISTRANT!!! \$10.00

MAKE YOUR CHECK OUT TO NORCAL C&LC FOR THE AMOUNT SHOWN- total- \$ _____

PLEASE PRINT YOUR NAME _____ Phone (____) _____
CITY - _____

PLEASE INDICATE YOUR CLUB AFFILIATION- - C&LC, ___ CHVA, ___ CCCA, ___ HUDSON, ___ IMPERIAL, ___ 6 LINCOLN, ___ OLDSMOBILE, ___ PACKARD, ___ PIERCE ARROW, ___ STUDEBAKER, ___ ZEPHYR, ___



Saturday and Sunday, June 26-27, 2010, Stanford University



Palo Alto Concours d'Elegance Classic Car Auction

Featuring automobiles from private collections

SATURDAY, JUNE 26, 2010

Auction held on Concours Site. Starting mid day.

Preview: Saturday 8 a.m. to 4 p.m.

*The Palo Alto Concours is Proud to announce
the addition of a Classic Car Auction, as
part of its week end of car events.*

*Watch for more information on consignment,
bidding, and tickets in future mailings.*

To join our email list for faster updates.

*Send your email to Dave Buchanan,
at "auction@paconcours.com"*

CONCOURS FIELD

Sand Hill Road at Pasteur Drive, Stanford University

An annual fund raising event of

Palo Alto Host Lions Club



Palo Alto Lions Charities



Airship Ventures

Zeppelin NT Eureka Flyover*

*Weather permitting



2010 EUROPEAN MARQUE Mercedes-Benz



2010 AMERICAN MARQUE Cadillac

An Annual Fund Raising Event of the Palo Alto Host Lions Club and the Palo Alto Lions Charities, Inc.

Ticket or Entry information - 650-813-1100 - www.paconcours.com

Admission: Prior sale \$20, day of event \$25 - 12 and under are free

(Special rates for advance sales. Please call 650-813-1100)

PayPal Credit Card Services Available



CONCOURS FIELD

Sand Hill Road at Pasteur Drive, Stanford University

Automobile photography courtesy Ron Kimball Photography • Zeppelin photograph by Roger Cain



Airship Ventures
www.airshipventures.com

For Sale

'67 Eldo \$700, or best offer. You can reach Ken@ 510-886-5934.



The front edge of the hood has some serious rust, there's also some rust and one spot around the rear window but the rest of the car seems to be pretty much rust free. The registration is current but the tags are Non-Op'd.

1973 Cadillac Eldorado \$10,600 Firm - 90,193 miles in Menlo Park, CA. Has always been stored in a garage and has no history of damage or accidents. Car is ready for the road. Vehicle has original exterior paint. Convertible top works fine. New tires, original hub caps, All fluid hoses have been replaced this year, new top including glass rear window, The electric radio antennae, and dash clock do not work. Contact Kathleen at ktery_kat@yahoo.com

1940 LaSalle 4 dr Sedan - interior excellent, paint a little tired, some chrome off to be redone, along with 1 running board. All parts are with car. Runs Good. Asking \$20k /OBO Call Carol Woodsford 775-427-8602 (Reno, NV)

1967 Eldorado This car has been in the same family since original purchase. Brown exterior/interior, Brougham Cloth top, Exterior needs work, Interior in good condition, 68,000 original miles, Does not run. All original down to the hubcaps, asking \$1800.00 or best offer. contact Tim murraytim_@hotmail.com



New Members

Anthony & Diane Sottile

1265 Weathersfield Way
San Jose, 95118
408 264 3181
41 cad sedanette
56 cad fltwd sdn

Wendell Joost

P.O. Box 14
Guerneville 95446
707 869 9507
96 Cad Eldo cpe
58 Cad Sdv
(Also has a Locomobile, 26 Lincoln, 35 Mack fire truck!)

Larry Vera

48 Marion Ave
Salinas 93901
76 Cad CDV

CLC Museum Update

As you may have been reading in the Self Starter, the Cadillac & LaSalle Club, Inc. has contracted to build a Museum building to house our current collection of fine Cadillac and LaSalle motorcars, and memorabilia at the the Gilmore Car Museum. Until that building is built, we are going to occupy a small permanent building on the grounds temporarily, until our own building is completed.

When you have a chance, visit the site, and take a look at the beautiful grounds that will surround our new Museum, and learn more about the Gilmore Foundation.

<http://www.gilmorecarmuseum.org/>

A Cadillac Story by Dennis Coy

I started selling Cadillac's in November of 1988. The newer technology was focused on the front wheel drive models but I was always drawn to the rear-wheel Brougham (the model formerly known as the Fleetwood). The training we received from Cadillac at that time was superior, and I eagerly anticipated the many new features and improvements in store for the 1990 Brougham!

For starters, the biggest improvement was going to be a trailer-tow package option that would come with a long awaited more powerful engine, the 5.7 350. After the disastrous 4.1 liter years, and then the standard 5.0 liter, the 5.7 liter would finally give the Cadillac the power that it needed. The new halogen composite headlights gave it a new facelift, replacing the rectangular dual headlights dating back to the seventies. The Brougham would get a whole new proud stance. The dash changes were minimal but significantly more modern with the new digital readouts, and the old fuel gauge location being replaced with the so tasteful Cadillac script. All "idiot" lights would be hidden but illuminated from behind the simulated burl wood trim.

When the 1990 models finally arrived at the dealership, we displayed one of the first Brougham models in our then huge showroom. It was Sable Black with the monotone option (my number one color of choice), with Antelope leather interior and the d'Elegance package. This particular car was also equipped with the optional and very rare, real Cadillac factory wire wheels and the standard (but exclusive on Brougham models only) Uniroyal Gold Seal puncture-proof tires!



The dealership I worked for at that time was known to customize the showroom display cars, but fortunately did not go overboard on this one. No Vogue tires, no gold package, no Continental wheel on the trunk...just a simple but stately chrome Cadillac grille. Unfortunately the only other after-market accessory they chose to add was an alarm system. Although this was not one of my favorite accessories, it did come with a big bonus—a key fob for keyless entry, something that was not offered from the factory.

All of the new models for 1990 were freshly detailed before being placed on display—only the Brougham was surrounded by velvet ropes to keep it at arm's length and looking good; the showroom looked amazing! I will never forget the evening that I sold that beautiful Brougham. It was bittersweet—sweet because I made a sale, and bitter because I really loved this particular car and was truly sad to see it being driven off (along with my hopes of ever owning it). The new owners were typical of what you would expect for a Cadillac prospect. The middle aged couple pulled up in their flawless, low mileage, 1973 Cadillac Coupe de Ville. He was a conservative and quite man; she was anything but conservative in her mink coat, all of her jewelry, and hair that looked like she had just left the salon. After finalizing the deal, they drove the Brougham off the showroom floor!

Throughout my career in auto sales, it has always been my policy to stay in touch with my clients by sending out birthday cards, and calling them personally on their birthday. It was during one such call in the late 90's that I came know about the gentleman's passing. They had been my customers for a few years by this time. During the conversation that morning, she began telling me how she had never felt the need to have a drivers license and that she would not be getting one now due to her age. She told me that she was hiring drivers or using taxi services to get around her various appointments and the grocery store. They had no close family and, so I volunteered to shuttle her around to the store when needed, and would occasionally take her out for dinner. So for the next decade I would get to drive the Cadillac that had been sitting in her garage all this time. Errand after errand, year after year, I slowly watched the odometer climb to 10K miles!



In 2008 I received the sad news that my dear customer had passed away. Even more shocking was the news that she and her husband had left a provision in their will that upon their death, their 1990 Brougham d'Elegance would go to the one person that loved the car as much as they did, ME!



Photos From the Grass Valley Tour from Jerry Brick



Overview of the street on the left, and Charles Thompson and Sandy Carrion checking out some cars below



To the left: Eric Clausen with his 1937 Cadillac Convertible, below: some other cadillacs that were at the show

