

August 2007

THE OFFICIAL NEWSLETTER OF THE
CENTRAL VIRGINIA CADILLAC AND
LASALLE CLUB

Rescue Me!

Our Cadillac in need of rescue this month is a 1957 Sedan de Ville. The vehicle is located in the Fan District of Richmond, just east of Robinson Street between Grove and Hanover Avenues. It is probably the roughest of our “rescue me” vehicles to date, with rust, dents and missing parts. Still, when was the last time you saw a 1957 Cadillac?

The 1957 models were quite a styling departure from prior years. They were all new and their “car of the future” looks made them stand out. The redesigned body was lower with a lower hood line which was level with the front fenders, larger front wheel openings, and notched back rear roof pillars. There was new trim on the body sides and a new dual taillight grouping inspired by the Eldorado. Also, the fins ended with a pronounced slant toward the front of the car. As another first, all four-doors were hardtops (except for the Series 75 limousine) with no center post between the front and rear windows.

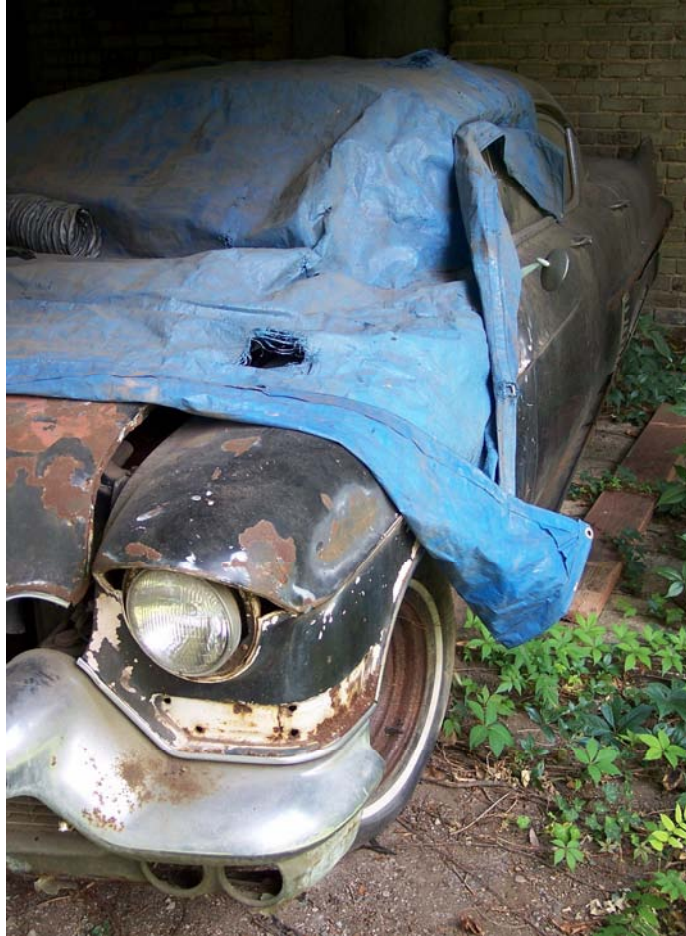


The Sedan de Ville models were longer than the “standard” models and the two Eldorado models were longer still; however, all models shared a 129 inch wheelbase. The de Villes had special gold nameplates on the front fenders just behind the headlights (missing on this example – see the sanded area). Dual parking lights (also missing above) were located below a massive, split chrome bumper with rubber bumper guard tips on the prominent “Dagmars” protecting the egg crate grill. A four-barrel V-8 engine produced 300 horsepower.

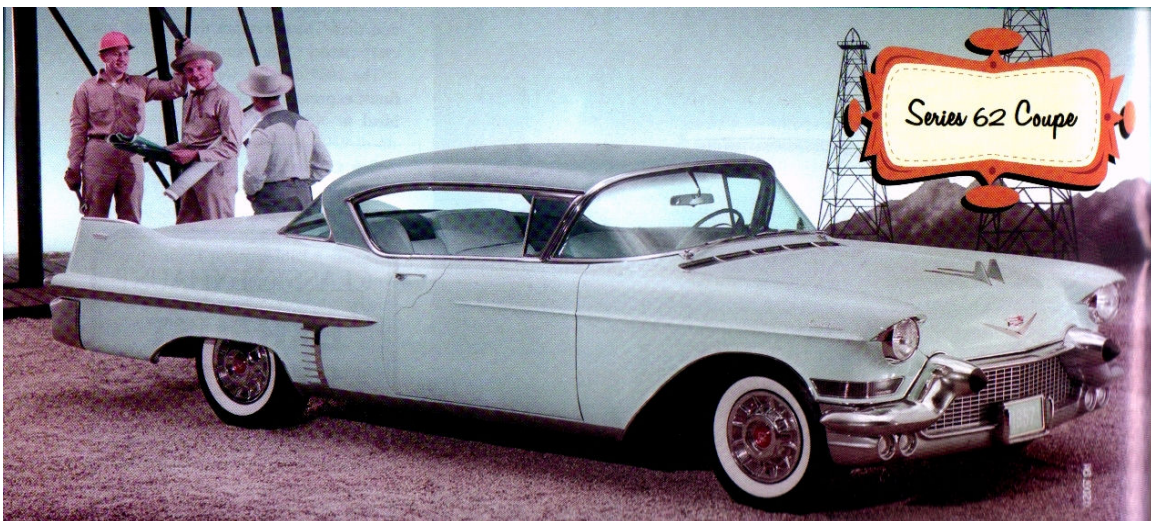
All de Villes came standard with Hydra-Matic drive, power steering, power brakes, power windows, and two-way power seats. The Sedan de Ville carried a factory price of \$5,188.00 and 23,808 were produced. The Coupe de Ville was slightly more popular with a run of 23,813.

1957 was a very successful year for Cadillac. Calendar year output was up 9 percent from 1956 and only 98 cars short of the all-time record set in 1955. Cadillac ranked 9th in the U.S. industry.

According to GM design chief Harley J. Earl, Cadillac’s future car designs were going to be more in tune with the public’s taste. However, the 1957 models began a three year period of wild and exotic new styling that didn’t always appeal to buyers. In fact, not until the 1962 model year did Cadillac sales achieve and exceed the 1957 sales.



By coincidence, the July issue of *The Self-Starter*, the national club newsletter features a 1957 convertible on its cover and has an article marking the 50th anniversary of the 1957 models. The article contains pictures of every model offered in 1957. Below is a picture of a Series 62 Coupe from *The Self-Starter* that shows how stylish, daring, and futuristic these cars were compared to prior years.



Tech Tips to Keep You on the Road

Mike Daily wrote this article to help us all keep our classics in top operating shape.

Antifreeze is the lifeblood of your car's cooling system. The usual service interval for replacing the antifreeze is between two and five years. How old is the antifreeze in your Cadillac or LaSalle? I know mine is probably 5 years old. After that amount of time, the anti-corrosion additives have either worn out or been used up.

How do you know when it's time to change antifreeze?

Many of us have probably used the old "turkey baster" tester which I think reports the specific gravity of the fluid being tested. This tester typically will tell you how hot or cold a temperature the antifreeze can provide protection for.



However, this type of instrument won't tell you the 'quality' of the antifreeze or how much life it has left. Worn-out antifreeze can act like an electrolyte in a battery and use up metal engine parts as part of its chemical reaction. It will eat away at freeze plugs, aluminum water pumps, thermostat housings, etc.

So, did you know you can test the anti-corrosion ability of the antifreeze by using a voltmeter? You can buy a simple digital voltmeter for only a few dollars. It will have a multitude of uses.



But to test the antifreeze, set the meter scale to 20 DC volts. Then place the positive (+) lead into the antifreeze (not touching any part of the radiator, just the fluid), and the negative (-) lead on a good ground, like the engine. Does the meter show a voltage reading? A voltage reading of 0.2 volts is OK. A reading around 0.5 volts should be considered marginal. Anything above 0.7 volts means that your coolant needs to be flushed and replaced.

If you end up having to change the antifreeze, also consider adding a water pump lubrication additive. As an example, you can use AC Delco "Radiator Anti-Rust & Water Pump Lubricant" (11 oz.) - part number X40.



Now, while you've got the tester out, let's check your grounds. Start the engine (make sure **no** accessories are on) and measure the antifreeze again. Perform the same test as above (positive in the antifreeze, negative to ground). If the tester shows **MORE** voltage than when the engine was off, you have a system that is leaking electricity into the coolant.

In this case, run the engine with all the accessories **on** and watch the voltmeter as a helper turns off the accessories one at a time. When the voltage drops below 0.01v (assuming good antifreeze), or it drops back to the voltage reading obtained in the initial test with the engine off, you have found the circuit that has a poor ground.

Perform the same test while cranking the starter because a poorly grounded starter can destroy the radiator and/or heater core in a matter of weeks.

One final tip to fight cooling system problems is to use a sacrificial anode (usually zinc). Some are on the underside of the radiator cap, some you hang in the coolant fluid. This metal gets eaten away before the other parts of your cooling system. J C Whitney has this item in their catalogue for less than \$15.00.

Autumn Car Shows

With the hottest month of summer now here, August gives you a chance to put another coat of wax on your pride and joy. While August provides a lull, fall is full of opportunities to share your Cadillac or LaSalle with other classic car lovers.

The Northern Neck Region of the Antique Automobile Club of America will host its 14th annual show on **September 8th** at the Richmond County Fairgrounds in Warsaw, Virginia. The show runs from 8:00 a.m. to 3:00 p.m. with judging at noon. Pre-registration (by August 30th) is \$10.00. Late registration is \$15.00. There will be at least two cash awards for pre-registered vehicles. For information, contact K. Harrison at 2174 Johnville Road, Dunnsville, Virginia 22454.

The Crater Antique Car Club and Dominion Southpark will have their 3rd annual "Paw Paw Classic Car Show" on **September 8th** from 10:00 a.m. to 4:00 p.m. at Dominion Southpark Automobile in Colonial Heights (next to Southpark Mall). Pre-registration (by September 1st) is \$15.00. Day of show registration is \$20.00. The rain date is **September 15th**. For information, contact Jeff Malo at (804) 272-0579.

The 11th Annual Hampton Roads Region Cadillac and LaSalle Club Car Show will be held on **September 8th** from 9:00 a.m. to 3:00 p.m. at Suttle Motors, 12525 Jefferson Avenue in Newport News. It is open to all Cadillacs, LaSalle's, Buicks, Pontiacs, and Oldsmobiles 1997 or older. Registration is \$20.00 through August 26th and \$25.00 after that. Make checks payable to CLC-HRR and send them with your name, address, phone number and vehicle information to Bob Geiger, 3856 Phillip Ludwell, Williamsburg VA 23188-1329. For questions, contact Bob Geiger at (757) 253-6501 or bobnlettygeiger@aol.com, or Tom Bottoni at (757) 538-1518 or bigred59@charter.net.

The 6th Annual Hilton Head Island Concours d'Elegance and Motoring Festival will be held from **November 1st to the 4th** at Hilton Head, South Carolina. The honored marque for 2007 is Cadillac and LaSalle. You can register and find other information online at www.hhiconcours.com.

Our Club's own Fall Car Show will be held at Moore Cadillac on Broad Street in Henrico County on Saturday, **November 3rd**. The rain date is Sunday, **November 4th**. Details will appear in future newsletters.

July Meeting Minutes

The July meeting was held on July 12th at Legend's Brewing Company at 321 W. 7th Street in the Manchester area of Richmond. Six members (including new member John Mendenhall) attended.

Ross Marshall of Knoxville, Tennessee also became a new member by mail. Mr. Marshall owns a car company and we agreed to link his business web site (www.marshallclassics.com) to the Club website since he has a number of Cadillacs for sale.

Upcoming car shows were discussed. Sources for parts, including *nos* (new old stock) parts were also talked about. One good source mentioned is www.collectorsaurosupply.com.

Members were again asked to **please** send articles, pictures and other information to the Newsletter Editor for inclusion in future issues.

July Treasurer's Report

The Treasurer reported that the club has a balance of \$1,436.76. The Treasurer still is waiting for the federal government to reply about our non-profit, tax-exempt status.

Future Meetings

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| <u>August 9th</u> | Famous Dave's BBQ, 7009 West Broad Street in Henrico County (just west of Glenside Drive across the street from K-Mart) – 6:30 p.m. |
| <u>September 13th</u> | Mexican restaurant at the intersection of Chippenham Parkway and Midlothian Turnpike in Chesterfield County, near Red Lobster and K-Mart (the location used to be Top's China Buffet until recently) – 6:30 p.m. |
| <u>October 11th</u> | River City Diner North, 803 East Parham Road, just off the Parham Road exit from I-95 (between I-95 and Route 1) – 6:30 p.m. |

Member Challenge Extended

Members agree that the club needs to grow to be stronger and more vital. However, no one won the member challenge that ran from January to May. SO again, each member is challenged to bring a potential new member or members to the August 8th meeting.

Potential members do not need to own a Cadillac or LaSalle. They may simply have an interest or fondness for Cadillacs and LaSalles, aspire to own one in the future, or simply have an interest in classic cars.

A prize will be awarded to the member who brings the most guests to any meetings (June thru December) who become members before January 1. The gauntlet is thrown down once more. The prize will be awarded at the January meeting.

To date, Ron Threadgill is winning.

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