



*March 2008*

THE OFFICIAL NEWSLETTER OF THE  
CENTRAL VIRGINIA CADILLAC AND  
LASALLE CLUB

*New Cadillac Coming*

**At** the 2008 Detroit Auto show, General Motors debuted the 2010 Cadillac CTS Coupe. Although introduced in "concept" form, the production model is not



expected to differ much from the model shown in Detroit. According to GM's vice president of Global Design, the new model will start coming off the Lansing Grand River assembly plant line in early June of 2009 (as a 2010 model).

Cadillac expects annual production to be from 15,000 to 20,000 units.



From the rear, the very short rear deck lid, angular taillights and sculpted rear fenders will appear on the production model. The production model will also have a lip spoiler with an integrated high-mount stop light. In the front, the lower fascia is expected to be "toned down" and the headlights will likely have a few

less LEDs. Also, the hood will probably have fewer creases. There is no official information on what the Coupe will be called, although “CTC” was the logical guess among viewers at the show.



PHOTO: JOHN R. COUGHLIN

This will be the first four passenger two-door Cadillac since the Cadillac Eldorado went out of production in 2002, a seven year absence. Fans of two door coupes can rejoice.

## *A Brief History of the Cadillac Logo*

**Cadillac** had a unique beginning. When Henry Ford left his second automobile company, *Henry Ford Company*, his financial backers wanted to liquidate the company’s assets, but Henry M. Leland, an engineer who went on to develop the Lincoln, persuaded them to continue the company. Thus Cadillac was born in 1902.

Cadillac’s first logo was based on the family crest of the minor French aristocrat that the company was named after, Antoine de La Mothe, Seigneur de Cadillac. In 1701, de La Mothe had founded Fort Pontchartrain, which later became Detroit.

Unfortunately, de La Mothe was never a member of the nobility. He was born Antoine Laumet and was forced to leave France for America under mysterious circumstances. In North America, he was able to assume a new

identity and he cobbled together a family crest with elements borrowed from more noble sources.



Authentic coat of arms of the lord of Lamothe at Bardigues, to whom de La Mothe was not related.



The "made up" de La Mothe/Cadillac family crest



Logo as trademarked by the Cadillac Automobile Company in 1906

He kept and used the crown, six birds (called merlettes), and a shield (modified) from the real coat of arms of the family with whom he shared a surname, but to whom he was not related. When the Cadillac Motor Car Company adopted its logo, it kept a "Hallmark" type crown and birds, reformatted the shield and added a surround of a laurel wreath.

By 1916, Cadillac was using a shield that was approximately as wide as it was tall, and the crown had become attached to the top of the shield. Predominant colors were gold and red, with touches of blue, white and black. In 1918, the crown once again stood separate from the shield and the shield was again surrounded by the laurel wreath. The shield of 1942 again joined the crown to the shield and eliminated the wreath. (The wreath would come and go over the years, sometimes being used to designate premium models, such as the 1964 Fleetwood Sixty Special sedan). The birds, which had been white, became black in color, and white disappeared as a color on the shield.



By 1953, the shield was broader than it was tall and the crown “sank” behind the shield so that the round “jewels” at the top of the crown points were about all that showed. In 1970, all color was removed from the shield and crown, and the logo appeared as antique silver or pewter.

As part of its new “art and science” design philosophy changes, Cadillac in 2002 eliminated the birds and the crown altogether, leaving a very modern shield that looks rather like a Mondrian painting, surrounded, once again, by a laurel wreath, although a very contemporary-looking one.

## *Were They Ever Built?*

**From** time to time, interesting pictures of Cadillacs show up and raise the question of whether they were ever manufactured by General Motors. Most recently, Club President Roget York was sent the interesting set of pictures below. They are labeled as 1958 models.



The “Eldorado Touring Coupe” features a slightly modified 1957 bumper (the Dagmars are missing), grill and front end, and adds quad headlights which weren’t available on Cadillac in 1957. The tailfin is also from 1957 with a “bite” taken out of it just above the taillights. This model features a closed rear quarter roof offering a more formal look and more privacy for rear passengers.



The “Eldorado Brougham” is labeled as a prototype. This time the front end is pure 1957 (again minus the Dagmars) with single headlights on each

fender. Again, the 1957 tailfin is notched at the base, the roofline is formal, with a large window behind the C pillar, akin to the Series 75 limousine, and the rear doors are rear hinged and open in the “suicide” style. The chrome trim strip below the doors takes a dip on the rear door, giving the appearance that the rear doors are curved and cut into the back floor, thus eliminating the “step-over” upon entering.

The car below is also labeled as an Eldorado Brougham prototype. It has the 1958 quad headlights on the slightly modified 1957 front end, the 1957 fins with the “bite” taken out above the taillights and a formal roofline, but as a four-window rather than a six-window sedan.



1958 CADILLAC ELDORADO BROUGHAM PROTOTYPE

The “Presidential” prototype carries quad headlights on a pure 1957 front end; the Dagmars make a prominent return. The tailfins are also pure 1957 and a brushed chrome appliqué is added behind the rear wheel well. The wheel covers are also restyled and feature what appears to be a checkerboard design overlaid with thin spokes. The roofline is standard Series 75 limousine for 1957 and 1958.



1958 CADILLAC FLEETWOOD 75 SPECIAL PRESIDENTIAL PROTOTYPE - C

The final example would appear to be an actual 1957 Series 75 limousine, with three exceptions. The most notable is the lack of a roof over the front seat, hence the name “Open Chauffeur Sedan.” This harks back to a style that was seen in the 1930’s and ‘40’s (although rarely even then). Some of these models had provisions for installation of either a soft canvas or hard metal top for rainy and/or cold weather. This model doesn’t appear to have such an option.

Perhaps it was only intended for use in warm, dry climates. The second exception to an actual 1957 model is the apparent rounded, undercut rear doors that eliminate the step-over upon entering. Finally, there is a thin chrome spear that begins on the lower part of the front fenders and ends mid-way down the rear doors.



Were these styling studies? If so, were they made by Cadillac or by a coachbuilder? Did they move beyond drawings to clay studies? We don't know, but undoubtedly there is a Cadillac aficionado somewhere who does.

## *February Meeting Minutes*

**The** February meeting, scheduled for February 14<sup>th</sup>, was postponed until February 21<sup>st</sup> due to Valentine's Day. It was then postponed until February 28<sup>th</sup> due to several members being ill. Finally, it was canceled altogether since the March meeting was only two weeks away.

## *February Treasurer's Report*

**Since** there was no February meeting, there was no February Treasurer's report.

## *Spring Auto Events*

**As** Spring bulbs begin to poke their leaves above ground, the antique/collector car community awakens from a brief winter rest. Of interest may be the following events:

**March 7 – 9** Motor Trend 2008 International Auto Show  
Richmond Convention Center in downtown Richmond

**April 11**

Collector Car Auction  
Motley's Auctions on West Broad Street in Richmond

**April 26**

Virginia Classic Cruisers 12<sup>th</sup> Annual Open Car Show  
9:00 a.m. to 4:00 p.m.  
Southside Nazarene Church – Rt. 288 & Courthouse Rd. in  
Chesterfield County

## *Contact Information*

### PRESIDENT/SECRETARY

Roger York

Phone(804) 788-1488

Email [lahm@hotmail.com](mailto:lahm@hotmail.com)

### VICE PRESIDENT

Max Koehler

Phone(804) 651-5034

Email [fleetwdmax@yahoo.com](mailto:fleetwdmax@yahoo.com)

### TREASURER/MEMBERSHIP SECRETARY

Ron Threadgill

Phone(804) 363-4055

Email [RedCad59@pipeline.com](mailto:RedCad59@pipeline.com)

### NEWSLETTER EDITOR

Rick Wilkinson

Phone(804) 358-0618

Email [vargww@gmail.com](mailto:vargww@gmail.com)

Central VA Cadillac-LaSalle Club  
Roger York, President  
2208 E. Grace Street  
Richmond VA 23223-7067

POSTAGE

ADDRESS CORRECTION REQUESTED

*Central Virginia  
Cadillac & LaSalle Club  
2008 Meetings*

<b>January 10</b>	Fuddrucker's	8205 West Broad Street
<b>February 14</b>	Mi Hacienda	8250 Midlothian Turnpike
<b>March 13</b>	Famous Dave's BBQ	7009 West Broad Street
<b>April 10</b>	Halteh's Pizza	2005 Huguenot Road
<b>May 8</b>	Super King Buffet	8087 West Broad Street

<b>June 12</b>	Legend Brewing Co.	321 West 7 <sup>th</sup> Street
<b>July 10</b>	Topeka's Steakhouse	1776 North Parham Road
<b>August 14</b>	Spinnaker's	11500 Midlothian Turnpike
<b>September 11</b>	Extra Billy's	1110 Alverser Drive
<b>October 9</b>	River City Diner North	803 Parham Road
<b>November 13</b>	Hong Kong King Buffet	10334 Midlothian Turnpike
<b>December 11</b>	River City Diner South	11430 Huguenot Road

All meetings are at 6:30 p.m.

## *Contact Information*

### PRESIDENT/SECRETARY

Michael Daly

Phone (804) 218-0422

Email [Cadillac.man@comcast.net](mailto:Cadillac.man@comcast.net).

### VICE PRESIDENT

Max Koehler

Phone (804) 651-5034

Email [fleetwdmax@yahoo.com](mailto:fleetwdmax@yahoo.com).

### TREASURER/MEMBERSHIP SECRETARY

Ron Threadgill

Phone (804) 363-4055

Email [RedCad59@pipeline.com](mailto:RedCad59@pipeline.com).

### NEWSLETTER EDITOR

Rick Wilkinson

Phone(804) 358-0618

Email [vargw@netscape.net](mailto:vargw@netscape.net).

Central VA Cadillac-LaSalle Club  
Michael Daly, President  
600 Fords Road  
Manakin Sabot VA 23103-2142

POSTAGE

ADDRESS CORRECTION REQUESTED