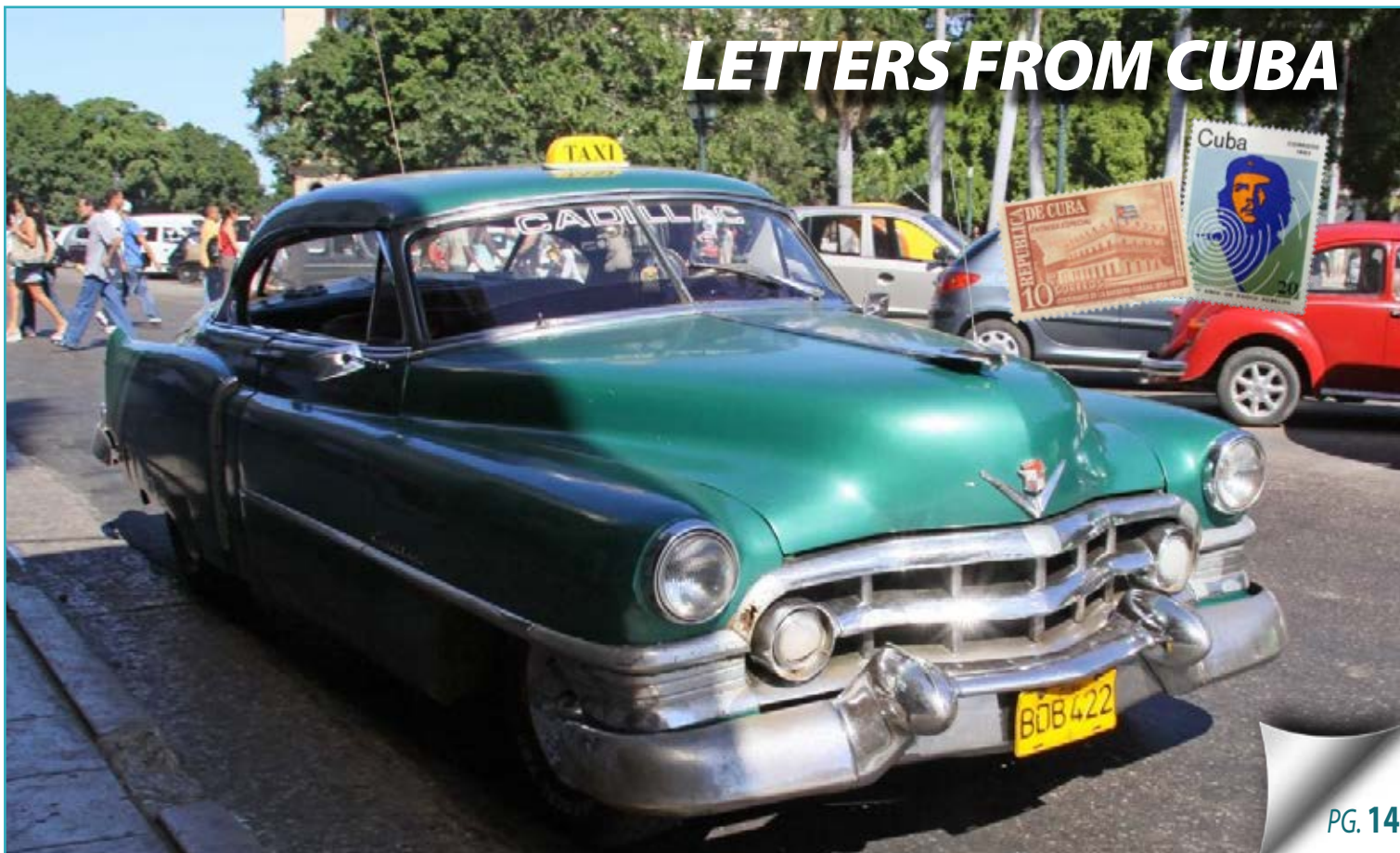


The TAILFIN

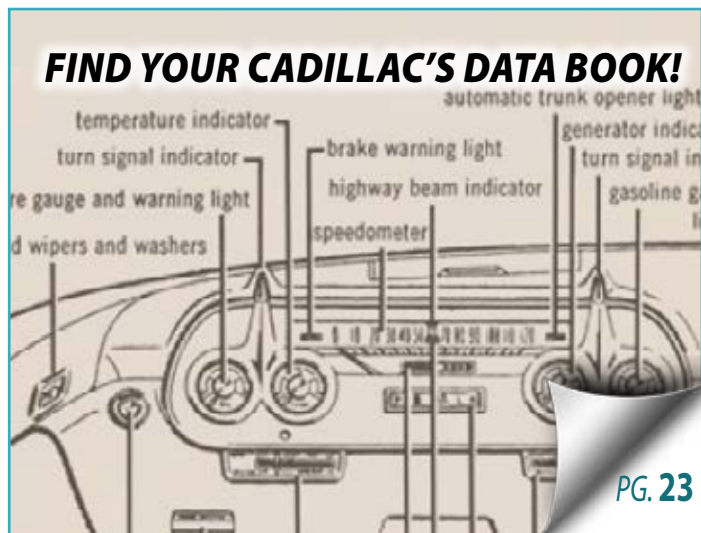
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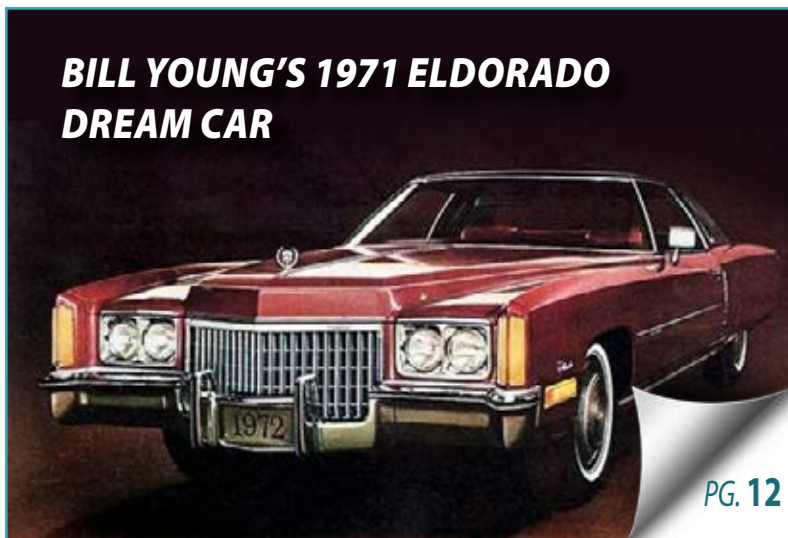
LETTERS FROM CUBA

PG. 14



FIND YOUR CADILLAC'S DATA BOOK!

PG. 23



BILL YOUNG'S 1971 ELDORADO DREAM CAR

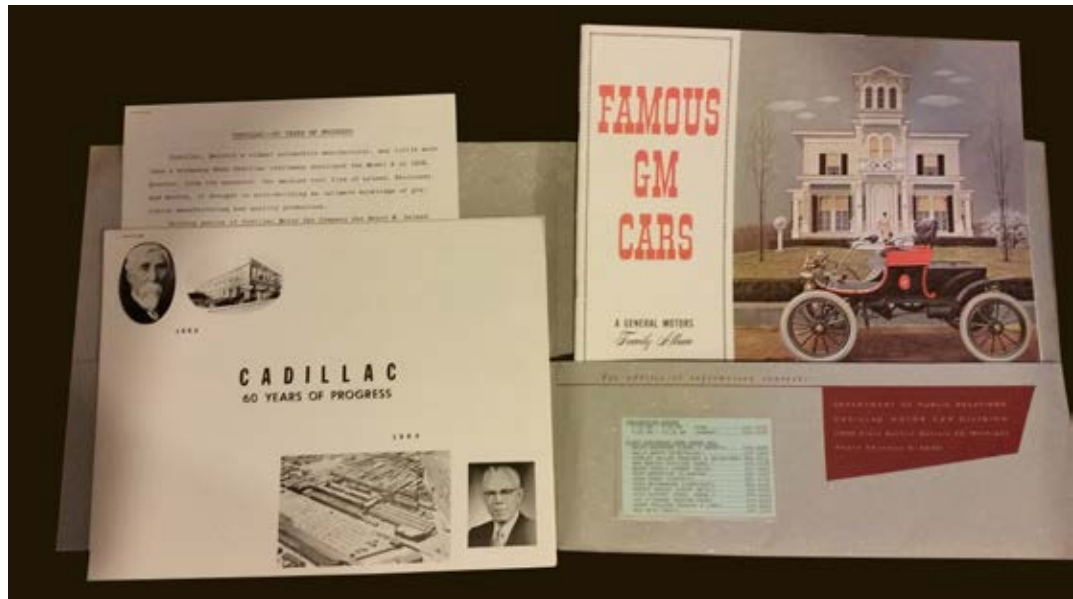
PG. 12

Dateline DETROIT: *This just in... Peach State CLC inherits treasure trove of original Cadillac documents from Sandy Barth, eldest daughter of Cadillac executive, Wally Barth.*

You know Sandy as our newest board member, and as our editor extraordinaire of the TAILFIN. Her graphics design expertise speaks for itself. You also know about the annual holiday celebration we host each year at Atlanta Country Club, and the very popular auction conducted as part of the entertainment. This winter Sandy was struggling to find just the right piece of memorabilia to offer the club for the auction. She hit upon a most interesting idea... she would bring us a prized keepsake from her dad's days at Cadillac Motor Company: a complete set of promotional materials celebrating its 60th anniversary from 1962! Mr. Barth's personal copy of the anniversary packet is pictured in the photo at right. The TAILFIN will be publishing excerpts from this packet in this and future editions, in order to share this important set of documents before we offer them to the Cadillac Museum.

Sandy knew from an early age that she was privileged to live in the executive suburbs of Bloomfield Hills in the early

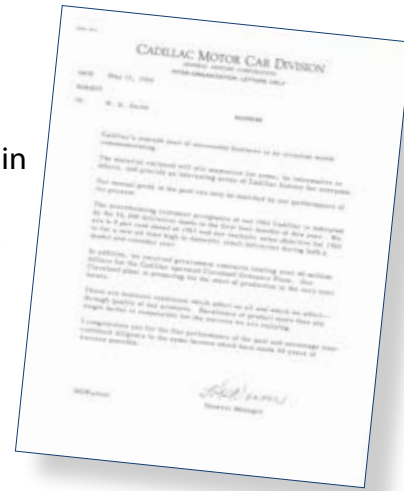
'Sixties. You know the place: Head north out of Detroit on the boulevard they call Woodward Avenue. Pass through Birmingham, but do not go as far as the GM Proving Ground at Milford... It's Bloomfield Hills. Where the best and brightest of "the General" lived in the glory days of the American automobile. Stomping grounds of Chuck Jordan, Dave Hollis, Bob Templin... and the Barth family.



Ms. Barth would no doubt protest the sobriquet "child of privilege," but who could argue that the daughter of engineering exec Wally Barth was living the American Dream in '62? Picture if you will the Camelot years of Jack and Jackie, an assassin's bullet in Dallas still over a year away. That winter, the president banned all trade with Cuba on the heels of the Bay of Pigs debacle; the anxiety of the Cuban Missile Crisis was months in the future. That year NASA fired a Ranger 3 rocket at the moon... missing by 22,000 miles! Apollo 11's Aldrin and Armstrong would not step on the lunar surface for seven more years. Out west, the US was testing nuclear weapons in the desert air of the Nevada Test Range. Almost monthly. The Beatles cut "Love Me Do" and THEN replaced drummer Pete Best with Ringo Starr. The "Beverly Hillbillies" debuted on CBS, where Walter Cronkite, who would become the voice of a nation, took his seat at the news desk for the first time. Think back. Gas was a quarter a gallon, a trip to the movies cost you \$.50, and the Four Seasons squealed out "Big Girls Don't Cry!" In Detroit it was the 50th anniversary of Chevrolet. But Cadillac was where the action was, celebrating its 60th year. Cadillac Motors continued to seal its reputation as the Standard of the World, this time by introducing a dual-reservoir brake master cylinder five years ahead of Federal requirements. Its new cornering lights made their appearance for the first time in '62, under development by the focus of our story.

Dateline DETROIT: *(continued)*

In May 1962 Wally Barth received a letter signed by Cadillac's General Manager, H. G. Warner, attached to a folder of 60th anniversary materials. The letter noted in part, "Excellence of product more than any single factor is responsible for the success we are enjoying. I congratulate you for the fine performance of the past, and encourage your continued diligence to the same factors which made 60 years of success possible." Barth, we imagine, beamed with pride.



Mr. Barth had grown up in the depression-era home of a photographic artist in Detroit. He started work early as a delivery boy. By his tenth birthday (in '36) Barth's pop had built him a motorized go-cart from plans published in "Popular Mechanics" magazine, leading to a lifelong love of automobiles. He was driving a '39 Olds the day he heard the news from Pearl Harbor. When he graduated in '44 he was drafted. Despite qualifying as a marksman Barth did a tour of duty with the Army Signal Corps in the Pacific theater, mostly in India. In '46 he headed to the University of Michigan on the GI Bill, earning his EE degree in 1950. Turned down by Pontiac (!), the newly minted engineer landed softly at Cadillac, which was opening a new tank plant in Cleveland to support the Korean War effort. He commuted in his green \$1700 Plymouth. As a project engineer working on control boxes and switches he was courted by Chrysler, but at the urging of his boss, Bob Templin, he stayed with Cadillac. His march up the ranks to senior Project Engineer put him on the "A roll" in '53, yielding a 25% discount on his Cadillacs. His first? A light blue Coupe DeVille. In '54 Mr. Barth's new Cadillac was an Iris convertible with a red leather interior and a dark blue top --- can you say "traffic stopper?" In '55 he developed a cold weather starting kit for the M41 and M42 tanks, a valuable contribution given where those tanks were thought to be heading during the Cold War. Mr. Barth returned to Detroit in November 1958 as Senior Project Engineer in charge of clocks, turn signal and neutral safety switches, the new Twilight Sentinel, radio noise suppression – and the new cornering lamps. By the time of Warner's letter our Mr. Barth had reached the executive level as Assistant Staff Engineer. A new home. Club memberships and amenities. Upward mobility! The Barth family had arrived. Sandy grew up in this household, playing in the yard, watching as her dad's friends and associates toiled around their neighborhood in brand new Cadillacs and Corvettes...

So, let's take a glance into that packet. Besides H.G. Warner's letter, Sandy's dad's packet contained:

- Cadillac – 60 Years of Progress, 1902 – 1962,
- Famous GM Cars,
- Cadillac Milestones (which is a year-by-year recap of major developments that continues to this day in Cadillac literature), and
- A blue laminated pocket card containing names and phone numbers of the Engineering section.

In this edition of your TAILFIN we will share ten images from just one of the brochures in the 60th anniversary packet, Cadillac – 60 Years of Progress. Look for the full color, 20-page Famous GM Cars, as well as Sandy's stories of growing up in a Cadillac household, in future editions of the TAILFIN.

-- Doug Bailey

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to view a PDF
of the Anniversary
letter and brochure.

