

Reds Parts Attic & Chrome Plating Service
2017 Newsletter Volume 2 Issue 5

Customer Service, Communication and Quality of work are important to us.
We stand by every job we do! Read what our customers have to say!
\$ We Offer *Volume Discounts*. Contact Us for details! \$



FEATURE: Last year we helped our customer Mike in Kentucky with his 1966 Cadillac Convertible. He contacted us online when he purchased a re-chromed rear bumper we had in stock. He was happy with quality and allowed us to help with his front bumper and some other parts for his restoration. Mike has attended local car shows and cruise nights. Mike has entered into one contest and has already brought home a trophy.

TESTIMONY: "They did a wonderful job with the chrome on my 1966 Cadillac. From now on this is where all my chrome work gets done." Michael Simpson (Kentucky)

REDS COMMENT: Mike you did a great job bringing your 1966 Cadillac Convertible back to life. It was fun to be a part of your project. I foresee many more trophy's for you in the near future. You may need a separate trophy showroom to keep them all in. Thank you for choosing us to be part of your Cadillac's restoration. Your business is greatly appreciated.

SHARE YOUR PROJECT: Send us pictures and a short description of your project for a chance to be featured in a future Newsletter!

1966 CADILLAC HISTORY: There were 196,685 Cadillac's produced in 1966. The average cost for a Cadillac that year was \$5,337 - \$5,580. Cadillac offered many

different options for convenience and luxury. A look back at these options shows a different time in automotive history. Standard options we have on vehicles these days were not standard back then. Today seatbelts are mandatory by law for safety. In 1966 you could get a \$17 credit to remove your front seat belts. Those days' back seats didn't come with seatbelts but could be added for an additional \$18. If you lived in an area where it stays warm you could receive a \$97 credit to delete your heater and defrost system. You could use that credit and put it towards an air conditioner that would run and additional \$495.

Cadillac offered many additional convenient options. There was an optional remote controlled AM/FM radio with rear speakers. Other options were power windows, power headlight controls, door locks, remote control trunk lock, heated seats, powered seats and head rests. Cadillac had options to add a custom look to your Cadillac. You could add padded roof tops, soft ray tinted windows and the classic Cadillac white wall tires. A set of white walls would run you an average of \$60.

In 1966 Cadillac's engineer team improved the perimeter frame for better handling ease. Cadillac introduced a new engine mounting system with redesigned pistons, oil rings and patented quiet exhaust. This made for a quiet, more enjoyable ride. Throughout the years Cadillac always found ways to be the first to offer luxury, convenience with advanced engineering. This helped Cadillac stay at the top of the Worlds list of luxury automobiles for 115 years.

EARLY CADILLAC HISTORY: Cadillac was named after French explorer Antoine de la Mothe Cadillac who founded Detroit Michigan on July 24th 1701. The Cadillac Crest was originally designed after his coat of arms. Cadillac is one of the oldest automobile companies in the US and around the world.

In 1902 Cadillac started from the remnants of the Ford Motor Company. Henry Ford had an argument with his investors and left that part of the company. Ford's financial backers Lemuel Bowen and William Murphy were originally going to liquidate the company. They called in engineer Henry Leland to appraise the value of the machinery and the factory. Leland saw potential with the company and was able to talk the financial backers into allowing the company to remain open. Leland's idea was to use a single cylinder engine that he originally designed for Oldsmobile. With Leland's engineering designs and ideas the Cadillac Company was up and running!

Six years later in 1908 Cadillac was the first American automobile company to win the Royal Automobile Club of England. Cadillac was awarded with the Dewar Trophy. A big part of Cadillac's win was their success in developing reliable, interchangeable, precision parts for their automobiles. Cadillac's big win lead to their new slogan "Standard of the World."

In 1909 GM purchased Cadillac for \$4.5 Million. GM continued forward with Cadillac's success. In 1912 Cadillac won the Dewar Trophy again. They introduced electric start and lighting to mass produced automobiles. Cadillac's pride in precision engineering and luxury helped them to become one of the finest automobile companies. 115 years later Cadillac continues to lead with luxury and advanced engineering.



Ground
Strap.

CLASSIC REPAIR TIPS: Often overlooked and easy to correct is a simple ground strap added between the starter and frame. This simple addition to the electrical system will provide a more direct path for the high amps drawn by the starter to return to ground. Where does current flow if the path is a long way off?

Yep you guessed it right into the engine and transmission. Seal leaks from the front of the transmission can be directly linked to a bad starter ground. If you check the front bushing it often has craters along with the normal wear patterns. Those craters are caused by starter arc. Engine bearings can also be affected in this way.

Over time valve springs in the transmission and engine can be weakened by current passing through them. So for a few dollars you can extend the life of your classic by giving it a shorter path to ground!

REDS PARTS ATTIC & CHROME

PLATING: We specialize in restoring vintage and classic auto parts. Our crew has over 100+ years combined experience. Every part we restore is Triple Plated using Copper, Nickel & Chrome. This is the best way to restore old parts to a deep mirror, chrome finish that will last. Every day we are helping our customers restore parts to complete their restoration projects. Spring time and warm weather are just around the corner. Are you ready? Contact us today for a quote and delivery time estimate!



NEED HELP DECIDING? CHROME OR

POLISH? Our staff of experts will evaluate your parts and suggest the best option finish for your parts!

BIKERS: We can help with your motorcycles plating & polishing needs!

Reds Parts Attic & Chrome Plating

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