

RedsPartsAttic & Chrome Plating Service
2017 Newsletter Volume 2 Issue 8

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! \$



TESTIMONY: Joe at Reds Parts Attic put me at ease dealing with an out of state company without really knowing the quality of their work. Every business says their work is top shelf, and show chrome, but is it? You really don't know until you receive your parts back. Well the people at Red's are the best! I have never seen chrome work so beautiful. Any future

chroming I need will be done by them without hesitation. Thanks Joe for making this an enjoyable experience. Dennis.

FEATURE: In this issue, we are featuring a 1968 Cadillac De Ville convertible. We helped our customer Dennis with chrome plating of his front bumper. At first, he was unsure about dealing with an out of state company. We understand his concerns. We've heard the stories from other customers run ins with other shops. Reds is different. We believe our service can't compare, it is important to us. We handle every order with the attention and detail our customers deserve. Our name and reputation is important to us. We want each customer to be satisfied with our chrome services, so they will share their experience. You can count on Reds for all your chrome plating needs!

RED'S COMMENT: Dennis, thank you for sharing your positive feedback and photos. I'm glad you're satisfied with our chrome quality and customer service. Thank you for trusting us to handle your order being from out of state. Your 1968 Cadillac convertible is looking great! I really like the Caribe Aqua Metallic color with the white top. People must ask a lot questions when you're showing your Cadillac at the local car shows. Please let me know if anything else we can do to help you. Thank you for your business it is greatly appreciated.

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

1968 CADILLAC BRIEF HISTORY: In 1968 Cadillac set a new sales record producing 230,003 cars. That's an average of 19,166 cars a month, an average of 630 cars sold a day. In 1968, 18,025 of those Cadillac's were convertibles. The average base price for a 1968 Cadillac was \$5,785.

In 1968 Cadillac introduced a new 472 cu in V-8 engine that produced 375 HP. The new engine was designed to be more efficient and more powerful. The engine was slightly smaller with fewer parts to make it easier to service. One of the main goals for Cadillac was to improve the serviceability of their vehicles. Cadillac was also dedicated in providing a vehicle that would offer greater comfort, less vibration, less noise, longer life and better safety. In 1968 Cadillac offered front disc brakes to help bring the 4600 lb car to a stop. The 1968 Cadillac was one of the most technologically advanced vehicles available at its time.

A major noticeable difference to the exterior was the 8 ½" extended hood. This was done to hide the now recessed windshield wiper washers. Cadillac offered 21 different exterior colors, 14 of them being new. On the inside there was a wide variety of upholstery combinations to select from. They offered 147 different upholstery combinations, 76 in cloth, 67 in leather and 4 in vinyl. 1968 was the first year Cadillac's were produced outside of the Detroit area. GM opened an assembly plant in Linden, NJ that started to manufacture Cadillac's at full capacity.

CADILLAC MAINTAINS IT'S VALUE: Cadillac has always been known to produce luxury vehicles that were technologically advanced for their time. A well maintained Cadillac always seems to appreciate in value over time. In 2006 a 1968 Cadillac in Excellent condition was valued around \$11,700. Three years later in 2009 the value jumped up to \$18,300. Since then the value has been steadily increasing and currently valued around \$21,000 to \$30,000 depending the cars condition. The 1959 Cadillac is another example showing a favorable increase in the cars value. In 2006 a 1959 Cadillac in excellent condition was valued around \$34,000, now its current value is \$46,500. Seeing how Cadillac's continue to rise in value helps make them a great classic car to invest in. Plus you'll always have fun and get tons of attention cruising around in a Cadillac.

CLASSIC REPAIR TIPS: Way before electronics instrumentation was base on basic theories of electricity and mechanical switches and senders. Application in automotive and aviation prove reliable with few hiccups for decades. Of course as with anything mechanical there is required maintenance. Owners of Classic Vehicles most likely have a



Speedometer Needle Jumping.

cable driven speedometer. The dash cluster housed a mechanical speedometer and sometimes a tachometer. Both would be driven by gears and a cable that made the connection between the transmission for the speedometer and the distributor (usual connection) for the tachometer. To provide a smooth sweep of the indicator needle a light lube was applied to the drive cables. As the cable spins the lube would break down and allow the cable to contact the cable sleeve and set up a vibration that was transmitted up the cable into the meter. The results were a bouncing indicator needle. The fix is to remove the core inside cable from the dash or transmission side for cleaning and adding fresh lube. Typical lube used is white lithium grease

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](#)

Phone: 713-299-1555

Email: joe@redspartsattic.com

Website: www.redspartsattic.com

facebook.com/redspartsattic

