



The

Dagmar



The monthly newsletter for the Rocky Mountain Region Cadillac & LaSalle Club

MAY 2012



1950



1951-52



1953

EVOLUTION



1954

OF THE



1955

"DAGMAR" BUMPERS



1956



1957



1958

The Dagmar

The monthly newsletter for the Rocky Mountain Region Cadillac & LaSalle Club

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MONTHLY MEETINGS

Regular business meetings of the Rocky Mountain Region Cadillac and LaSalle Club are held on the second Tuesday of each month. We meet at the Elks Lodge at 2475 W. 26th. Ave. in Denver. The meetings begin at 7:00 PM with a dinner served beginning at 6:00 PM for those interested. The meetings are open to the entire membership.

THE DAGMAR

The Dagmar is published monthly except December and mailed First Class to all RMRCLC members on the current roster. The Dagmar is copyright ©2012 Rocky Mountain Region Cadillac and LaSalle Club. Other CLC Regions may reprint articles without permission as long as attribution is given. The deadline for submission is the 25th day of the month prior to issue date. ALL RMRCLC members are encouraged to submit articles, letters and photos to the Editor for publication.

ADVERTISING

Display ads are \$15 per issue or \$125 per year prepaid for a business card size ad. Larger ads are available (contact the Editor for more information).

CLASSIFIED ADS

ALL CLC members are welcome to submit Cadillac and LaSalle related ads. The ads are FREE for Rocky Mountain Region members for three months and are \$20 prepaid for non-members for three consecutive months.

WEB SITE

Be sure to visit our web site at www.rmrclc.com and the national site at www.cadillaclasalleclub.org.

NEWS IN BRIEF:

LATE BREAKING NEWS IF YOU ARE ATTENDING THE 2012 CLC GRAND NATIONAL IN ST. AUGUSTINE, FLORIDA

We just found it and it is too good to pass up!

A special viewing of the Robert Shearer Private Car Collection in Mims, FL.

Tuesday, June 12th (not the 19th as first reported) from 10 am – 4 pm

Tour includes coach transportation to and from the collection, tour & lunch.

Limited seating available on a 32 passenger coach. **The cost of the package is \$38 per person.**

If you will not be able to take the coach and would like to join up with the tour, the cost will be reduced and directions will be provided.

This special tour is not included on the registration form, please contact Len Berman for reservations.

The details about the Tuesday tour to Bob Shearer's collection are:

leave hotel at 10:00 am

lunch 11:30 am - 1:00 pm

tour 1:00 pm - 2:30 pm

arrive hotel 4:00 pm

If you would like to sign up for this last minute tour, please contact Len Berman. Remember space is limited, so please sign up quickly.

Len Berman 941-923-7436 email lsb1946@verizon.net



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Visit us on the web at www.RMRCLC.com





DIRECTOR'S MESSAGE FROM JOHN SERFLING

Finally, the activity season is starting. We have two events planned for May and four events for June. The season starts with the BPOC Show & Shine in the parking lot of Sheplers. You can read Jim Salmi's article on page 6 for details. Nancy, Brad and Dirk are among the annual attendees. They love this show! Join them early for the best spot to park (in the shade).

Once again we will be chauffeuring the Women Marines in the Denver Memorial Day parade. Hard working Jim Salmi has written an article on page 6 for this event also. Thanks, Jim! It seems like every year it is the same group of people who show up with their cars. This year at least one of those people will be missing, so those of you who have not participated should do so. I have always enjoyed this event, because of the Marines. Last year the Gold Star Wives joined us too, and they should be there again this year. The car that held these women, who have all lost their husbands while on active duty, was quite full, because we needed more cars. Please help out by driving with us.

Our annual summer tour will take place in early June. John Washburn, Art Cutler and Bill Woodman have put together quite the trip. Please read an update on page 6. These tours are the premier event for the Club every summer. Every one of them has been a great success. If you can possibly attend, I strongly suggest that you do so. See the April *Dagmar* for details of the tour. It is

available at www.rmrccl.com.

Leonard Johnson is bringing a special guest to the May meeting. Bo Parfet is the great-grandson of the Mr. Gilmore of the Gilmore Auto Museum fame. Bo has recently moved to Boulder and become friends with Leonard. He will talk to us about the museum and his own cars.

Leonard thought that having interesting people like Bo speak at our meetings would make the meetings more interesting and help increase attendance. I'm sure he is correct, so Leonard will be the speaker at the June meeting. The pressure is on for him to come up with something interesting. Wouldn't it be nice if these guys had 50 people to speak to instead of 25? Come on down and join us for both the May and June meetings! We continue to meet at the Denver Elks Lodge on 26th Ave, near Speer Blvd. and I-25. For those of you who haven't joined us yet or it has been a while since you've joined us, the Elks Lodge serves soup and salad, beef or bison hamburgers, fries and dessert for only \$10. Those of you who only want soup and salad can have that for \$5. We really do have a good time at the dinner, so please join us. The meeting portion of the evening begins at 7 (or whenever I get around to starting it).

Does your ego need a little boost after a long, cold winter? I stumbled upon a good way to get that boost. We live near Speer Blvd., so we

start out on Speer to get to almost any where that we are going. As is typical around town, there are beggars at almost every corner, many of whom are men born in the 50's. They fondly remember the old cars. Rick and I took the '63 convertible out to lunch the other day. These men were just ga-ga over the car! We were the 3rd car from the front while sitting at one traffic signal. One beggar saw us and yelled to one of his buddies, who ran up to us to tell us how pretty the car was. Unfortunately, we were in a middle lane and the light changed just as he started toward us. He didn't care. He stood there preventing two lanes of traffic from moving until he finished telling us how pretty the car was. Those he held up were kind enough not to honk or try to run him down. We also received nice complements from others along the way. The moral here is: if you need a little boost to your ego, get that car out of the garage and go for a drive. People really do appreciate being able to look at the cars we love and they will readily tell you that.

Every month you get to read a paragraph or two about my adventures either working on or driving my Cadillacs. If any of you have stories about working on your cars or road trips that you have taken, I'm sure Wayne Shmitka, the Editor of this publication, would like to include them in future issues. Please type them up and send them to him at editor.RMRCLC@msn.com. ♦





**SECRETARY'S MONTHLY MEETING MINUTES
FROM NANCY TUCKER**

**ROCKY MOUNTAIN REGION CADILLAC & LA SALLE CLUB
MONTHLY MEETING MINUTES
April 10, 2012**

Director John Serfling called the meeting to order at 7:00 p.m. The meeting was held at the Elk's Lodge. There were 23 in attendance.

SECRETARY'S REPORT: Minutes from last meeting are posted in *The Dagmar* and on the RMRCLC web-site.

TREASURER'S REPORT: Leonard Johnson has grill badges for sale at \$40 each.

MEMBERSHIP REPORT: Janice Olson said we have one new member this month.

CCCC REPORT: Tom Orton reviewed the OCCC meeting which was mainly about legislative matters concerning revising state laws for collector license plates.

OLD BUSINESS/NEW BUSINESS:

- Brad Bauer suggested we attend Cruise Littleton the 2nd Saturday of each month, with participants meeting near Littleton Blvd. and S. Broadway. More information can be found at www.cruiselittleton.com.

UPCOMING EVENTS: (See page 5 for latest list of Proposed Events)

- Activities Director, Jim Salmi, discussed upcoming activities. Those marked "Open" need a leader. Volunteers to lead or anyone wanting to add an activity should call Jim.

National Board Meeting hosted in Denver – January 10-12-2013

CHRISTMAS CHARITY PROJECT:

\$91 was donated to the fund.

CAR STORIES: Paul Olson entertained us with the acquisition of a 40' 1984 Bluebird motor home.

The meeting was adjourned.

Respectfully submitted,
Nancy Tucker, Secretary





**ACTIVITIES
FROM JIM SALMI**

**Rocky Mountain Region CLC
2012 Proposed Activities**

(as of April 30)

| Proposed Activities: | Leader: | Date: |
|---|--|---------------|
| Shepler's BPOC Show and Shine | Olds Club (www.rockymtnoldsclub.org) | May 12 |
| Memorial Day Parade | Jim Salmi (303.758.8930) | May 26 |
| Pueblo Area Tour | John Washburn (303.646.6105) | June 7-10 |
| | Art Cutler (303.470.6271) | |
| Grand National (St. Augustine, FL) | N/A | June 13-16 |
| Havana Cruise | Bob Lyons (303.337.7319) | June 16 |
| Father's Day Car Show | Blaise Flaherty (303.805.8850) | June 17 |
| Golden Cruise ? | Brad Bauer (303.791.1516) | July 7 |
| Cruise Littleton ? | Brad Bauer (303.791.1516) | July 14 |
| Tune-up Clinic | John Washburn (303.646.6105) | July/Aug ? |
| Wildlife Sanctuary Tour | Nancy Tucker (303.394.2557) | July 28 |
| | Jeanne Tiffany (303.452.4148) | |
| VFW Cookout | John Evans (303.425.9515) | Aug 4 |
| Colo. Yellow Ribbon Event | J. Salmi (303.758.8930) | Aug 11 |
| Regional Meet/McCaddon Cadillac | Leonard Johnson (303.438.6632) | Aug 25 |
| Labor Day Parade (Louisville) | Tim Coy (303.673.0011) | Sep 3 |
| | John Evans (303.425.9515) | |
| Colfax Cruise/Picnic @ East High School | Bob Lyons (303.337.7319) | Sep 15 |
| | Brad Bauer (303.791.1516) | |
| National Driving Tour (Las Vegas, NV) | N/A | Oct 13-14 |
| Veterans Day Parade | Jim Salmi (303.758.8930) | Nov 10 |

N/A = Not Applicable

OTHER 2012 CAR RELATED ACTIVITIES (Not RMRCLC Events)

Other car related activities, as published in Old Cars Weekly, Hemmings, CCCC, Denver Post or from other sources. Please verify accuracy before attending.

1st Sat ~ Boulder, CO Informal car show, S.W. corner of Hwy 42 & Arapahoe, 8am-12pm on the first Saturday of the month.

May 6 ~ Golden, CO Great Machine Car Show, Arapahoe Park, 44th & Indiana

Rocky Mountain Nova Club, www.rockymountainnovaclub.com

May 11-12 ~ Denver, CO Specialty & Collector Car Auction, National Western Complex, www.everettdickensheet@gmail.com

May 12 ~ Gateway, CO Gateway Canyons Classic, Gateway Canyons Resort,

1-hour southwest of Grand Junction on Hwy 141, www.gatewayautomuseum.com

May 19 ~ Canon City, CO Antique & Special Interest Car Show, The Abbey, 2951 East Hwy 50, VMCCA is sponsor

June 8-10 ~ Loveland, CO Goodguys Colorado Nationals, Larimer Cnty Fairgrounds

June 10 ~ Monument, CO Benefit Car Show, downtown Monument

June 22-24 ~ Pueblo, CO R. M. Street Rod Nationals, State Fairgrounds

July 4 ~ Arvada, CO Olde Town Arvada Spirit of America Car Show, Stenger/Lutz Complex, 58th & Kipling

July 11-14 ~ Westminster, CO Buick Skylark Club Meet, Springhill Suites by Marriott, www.skylarkclub.org

July 29 ~ Golden, CO Orphan Car Show, downtown Golden, Washington between 10th and 11th.

July 29-30 ~ Denver, CO Colorado Collector Car Auction, Denver Merchandise Mart, 451 East 58th Ave.

Aug 11 ~ Centennial, CO All Mopar Car Show, Southglenn, 7001 So. University Blvd. 10am-2pm

Aug 18 ~ Front Range Airport, CO F.R. Aircraft and Car Show, 8am-2pm

Oct 6 ~ Loveland, CO Specialty Auto Auction, Larimer Cnty Fairgrounds





**ACTIVITIES DIRECTOR REPORT
FROM JIM SALMI**

B.P.O.C. SHOW AT SHEPLERS MAY 12TH

The first car show we do as a group is rapidly approaching. Hosted by the Rocky Mountain Olds Club, it is a Buick, Pontiac, Oldsmobile and Cadillac event, to be held on Saturday, May 12 in the parking lot of the southeast Sheplers store, located just off South Willow Drive near the southeast corner of Orchard Road and I-25 in Greenwood Village. The show runs from about 10:00am to 2:00pm, and we are planning to get there about 7:30am or so to set up and get good spots. The organizers would like for those planning to park together to form up as a group before parking their cars to facilitate ease of maneuvering. There is a registration sheet and the fee is \$20.00 per car (checks payable to "Rocky Mountain Olds Club"). You can prepay by mail or just register on site at the event. There will be food concessions, and restrooms and a drinking fountain are in the Sheplers store. There will be awards, and goodie bags/dash plaques will be given out for the first ninety attendees. Bring plenty of sunscreen since the parking lot faces west. Hope to see lots of members, since this has become a popular event with our club. ♦

MEMORIAL DAY PARADE MAY 26TH

Here's a reminder that the Memorial Day parade in downtown Denver will be coming up soon. As we did last year, we will be participating in the parade as guests/drivers of the Women Marines Association. We will also have the honor of driving the Gold Star Wives again this year. They are widows who have lost a husband in combat. We will meet in the Albertson's parking lot at Alameda and Broadway at 8:15am or so, and from there we'll leave as a group to go downtown to our stepping off location. That is usually in the area of the Art Museum at 14th and Bannock. I will have our club's magnetic car signs. The parade usually takes until about 11:30am or so, and we can possibly have lunch afterward. This gives us an opportunity to recognize the service and sacrifice of our nation's military veterans.

Please let me know at jcsalmi@gmail.com if you think you can volunteer, or if you have any questions. I will be following up by email as the time gets closer and I have additional information. ♦



**PUEBLO TOUR: JUNE 7TH THRU THE 10TH (UPDATE)
FROM JOHN WASHBURN**

Friday April 20th was a glorious day for a drive to Pueblo. Art Cutler and I left for Pueblo after breakfast. We were able to stay off Highway 25 until we got to the town of Fountain, then we had to take I-25 for the last 30 miles. Art has a great driving route planned for our first day driving tour to Pueblo.

Art and I stopped at the Bill Woodman Horse Barn Mansion & Museum to pick up Bill for lunch at the Coyote Grill at the Nature Center on the Arkansas River. We will be having dinner at the Coyote Grill the first night of the Pueblo Tour and we needed to make sure the food and restaurant was top notch. Lucky for us the food was good, the restaurant was fun, and the location is great (and the trout were nice and fat as we watched them swim in the river).

So the plan is progressing as it should and we will verify all arrangements a couple of weeks prior to the tour to ensure our trip will be successful.

Sixteen folks have signed up for the tour and include Cullinan and his entourage, Dirk Biermann, Nancy Tucker, the Mueller's, Brent Hladky, Don Braden, and the Clubine's. The tour is from Thursday June 7th, and ends with the drive home on Sunday the 10th. Join us if you can. This should be a great tour. Drop me a note if you plan on coming or call me. (john.washburn@att.net or 303.646.6105).



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AllAmericanCarShow.com



Visit us on the web at www.RMRCLC.com



EDITOR'S COLUMN
FROM **WAYNE SHMITKA**

“Dagmar” Explained

When I joined the RMRCLC and received my first newsletter the name “Dagmar” intrigued me. So I had to ask our illustrious editor at the time, Tim Coy, how the name was chosen. He explained to me in male to male terms, which I won’t repeat here, how the name came about. Now that I have accepted the responsibility of being the editor as of January, I decided to do some research on the subject. Because we have new members joining and members who are too young to remember the ‘50’s, I would think that they may have the same inquisitive mind I had when I joined.

The definition I liked best came from Wikipedia which includes some information from an article that was written in *Hemmings Motor News* but is more informative.

Dagmar bumpers, also known simply as **Dagmars** (*dag-mar*), is a slang term for the artillery shell shaped styling elements found on the front bumper/grille assemblies on several makes of cars produced in the 1950’s, an era recognized for its flamboyant designs and prominent use of chrome details.

The term was coined by customizers in direct reference to Dagmar, an early 1950s television personality well known for her pronounced cleavage on *Broadway Open House*. Dagmar’s physical attributes were further enhanced by low-cut gowns and the shape of her bra cups, which were somewhat conical. She was amused by the tribute.

Evolution

As originally conceived by Harley Earl, GM Vice President of Design, the bumper guard elements would mimic exaggerated artillery

shells and were placed at either end of the front bumpers of Cadillacs. Their presence was both as a styling element indicating speed (as in the speeding bullet or projectile) and as bumper guards.

However as the 1950s wore on, the element on the Cadillac grew more pronounced, and in 1957 the Cadillac Eldorado Brougham gained black rubber tips, which were referred to in slang terms as *pasties*.

As the 1959 model year designs approached, American car designs were beginning to shed both their rear fins and the missile shaped grille elements. In 1960 the era of the **Dagmar** bumper ended when Lincoln dropped the element from its 1961 Lincoln Continental.

Dagmars as a massive grille or bumper decoration competed against not only “spinners,” as on the 1949 Ford and 1950 Studebaker, but also against a similar decorative element, which had a concave tip. Buick had these in a circular form both before and after the firm’s stint with **Dagmars**. Oldsmobile had these in an oval form and never used **Dagmars**.

Vehicles sporting Dagmar bumpers

Postwar Cadillacs began sporting missile pointed bumper elements with their 1946 models. Beginning with the 1951 models, stylists began lifting these bumper guards up into the grille work, however by 1953 their shape and detail began to take on a bullet motif with the tips of the element being scored in the manner in which a bullet casing is shaped. In 1957 black rubber tips were placed on the element which

was now placed at the top of the grille, approximately ten inches above the lower bumper. The element continued to become more pronounced in size through 1958, but were eliminated in the 1959 Cadillac redesign.

Mercury sprouted prominent **Dagmars** in 1953 and continued the look through the 1956 model year. Lincoln added **Dagmars** to its 1960 Lincoln and Continentals. The design took a different approach than GM, with the use of a black rubber ring separating the body of the element from the chrome tip.

Buick sported **Dagmars** on its 1954 and 1955 models. In 1954 the element was part of the bumper assembly; in 1955 the element moved up into the grille area.

This is the explanation of **Dagmars** according to Wikipedia. ♦





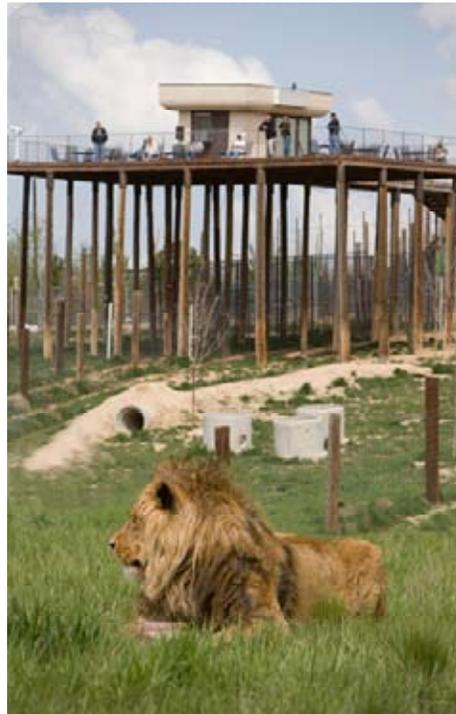
THE WILD ANIMAL SANCTUARY TOUR JULY 28TH
FROM NANCY TUCKER AND JEANNE TIFFANY

Several years ago we were fortunate to visit The Wild Animal Sanctuary near Keensburg. It was a memorable event for those who attended as we learned about this unique refuge with close to 300 abused and rescued exotic and endangered large carnivores. Most of us didn't even know of its existence, yet it is the oldest and largest non-profit of its kind in the U.S. The thing that makes it so special is that it is nothing like a zoo – it covers 720 acres of land and supports 15 different species, including lions, tigers, bears, and wolves. They live in separate habitats of up to 25 acres each where they can freely roam and spend the rest of their lives in a safe and protected environment. Guests view the animals from raised ramps and observation decks.

A lot has changed since that first club visit, so Jeanne Tiffany and I decided it was time for another club outing. Last year the sanctuary made world news by adopting 25 African lions from Bolivia after that government banned their inhumane use in circuses. These lions had been abused and malnourished their entire lives. It was a huge rescue operation and the sanctuary added 80 acres while TV personality Bob Barker funded a new 15,000 sq. ft. lion habitat. Later in the year three 14-year old lions were rescued from Panama after living their entire lives in a 5' x 8' steel and concrete cage. The Sanctuary is so remarkable that National Geographic has been filming and plans to run 3 specials

this year for their “Wild” series.

The expansion and international media coverage have doubled the Sanctuary's annual attendance to 100,000 visitors. To accommodate



the visitors they began a “Mile into the Wild” walkway project. The new walkway, opening this spring and before our visit in July, is adding an additional 3600 feet of elevated walkways and observation decks. We will be able to use the new walkway to stroll over dozens of habitats filled with tigers, wolves, grizzly bears and many other animals until we reach the Lion House and its 22' elevated observation deck that spans more than 4000 sq. ft. I was there last summer for a private fund-raiser and I can assure you it is a treat you won't want to miss. It is also heart-warming to see the lions

doing so well in their new home.

On July 28th we'll meet inside the Welcome Center at 10:00 a.m. for a 15-30 minute orientation before heading out on our own. Admission is \$10/adult and \$5/children 3-12. You'll have a guide book and there are also volunteers along the way to answer any questions you may have. We'll walk on ramps and observation decks above the animals – most are wheelchair accessible, but one is not. Some of the animals will be beneath you and others will be out in the fields surrounding the main complex. There is also an Education Center with a wonderful video produced by “Animal Planet”.

You'll want to wear comfortable clothing, good walking shoes, and a hat is recommended. They also suggest sunscreen, sunglasses, binoculars, and camera. You can bring water or purchase it there, along with sodas and snacks.

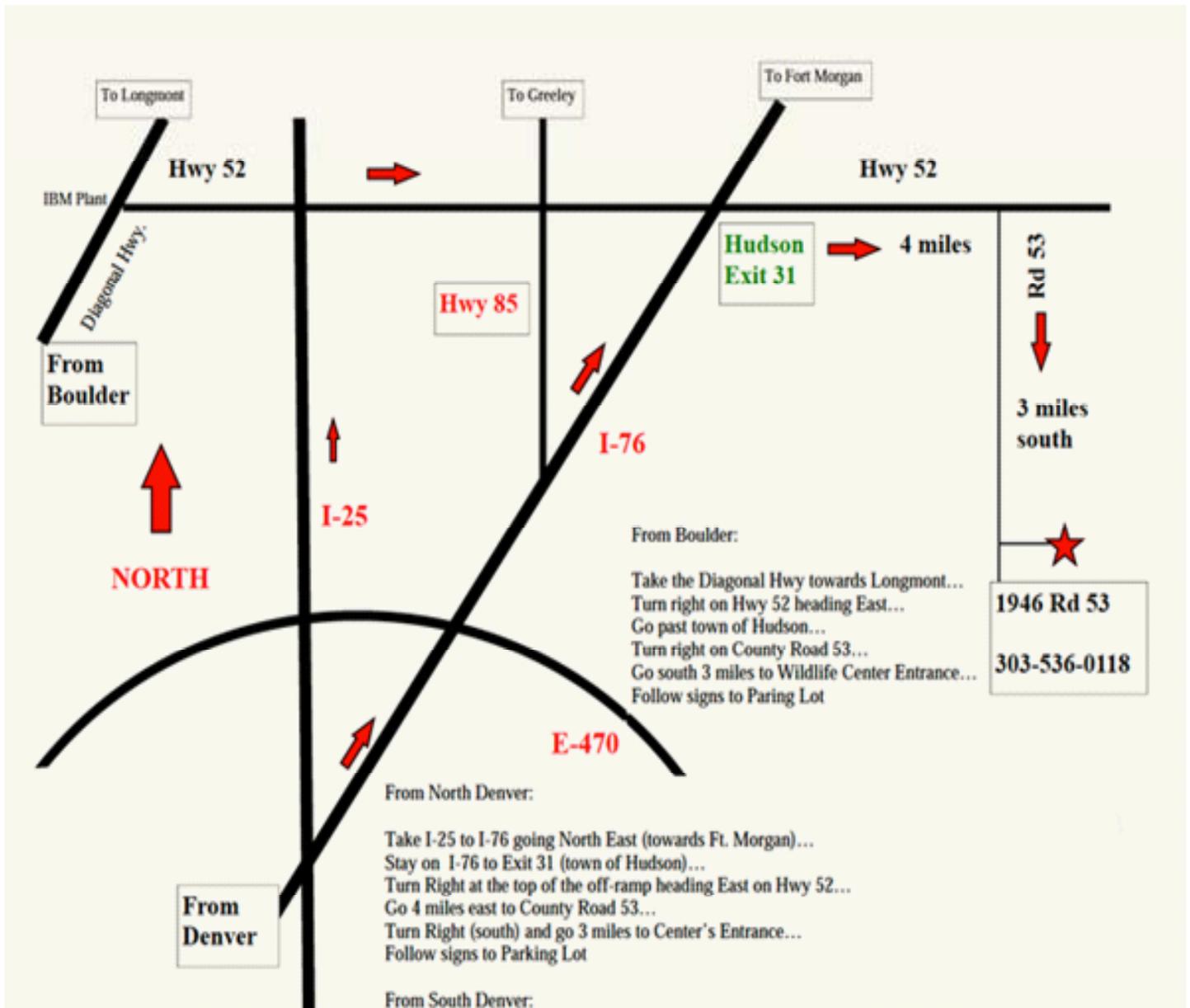
As of this writing we are planning lunch (and maybe a little more) afterwards at the American Legion at 595 E. Railroad Avenue in Keensburg. Details to follow.

Please RSVP me at nantuck1@msn.com or Jeanne at jeannetiffany73@yahoo.com so that we can make reservations. For more details on their beautiful website go to www.wildanimalsanctuary.org.

Turn page for more information:



Map & Rules:



Because this is a true Sanctuary, there are some strict rules to follow:

- No Smoking allowed; No Dogs allowed anywhere on the premises.
- When you arrive in the Parking Lot, go immediately into the Welcome Center. Do not loiter in the parking lot and do not stand or go near the fences surrounding the animal's habitat.
- Any children need to be with their chaperones at all times; no running, yelling or loud voices.
- As you are driving into or out of the Sanctuary be sure to obey the signs that ask you not to stop or get out of your cars to observe or photograph the animals.



Cadillac & LaSalle Classifieds

For Sale: 1950 Cadillac 2dr. Hardtop. Great condition. Original chrome and stainless. 33,000 original miles. New paint and upholstery. \$25,000. Contact Gene Fenton at 303.905.2107. Also have assorted sets of '50 - '70 Cadillac hubcaps and hood ornaments. Call to see if he has what you need.



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