

Volume 48, Number 3

May 2023



# VALLEY FORGE REGION CADILLAC & LASALLE CLUB



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The Valley Forge Region meetings are held the third Tuesday of the month at the Desmond Hotel in Malvern, PA at 7:30pm. If you can't be there in person, the meeting is available via Zoom at the following link:

Join Zoom Meeting

[https://us02web.zoom.us/j/71438914122?](https://us02web.zoom.us/j/71438914122?pwd=UDZDQUg0OFRtYVRSZmdacDNaa0JDQT09)

[pwd=UDZDQUg0OFRtYVRSZmdacDNaa0JDQT09](https://us02web.zoom.us/j/71438914122?pwd=UDZDQUg0OFRtYVRSZmdacDNaa0JDQT09)

**Meeting ID:** 714 3891 4122

**Passcode:** VFRmonthly

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Dial-in by your location (audio only):

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)



Greetings. Car show season is *open!* Robert Schles and I attended the RRR show at Gold Coast Cadillac on Sunday April 28<sup>th</sup>. Despite the morning rain, they had 40-50 cars participate. On Sunday April 16, I attended North Jersey Region's show at the State Line Lookout at Palisades Park. Again, there were 30+ Cadillacs in attendance... Oh, and a boat trailered by an Escalade. It is a beautiful location! I recommend making the trip when you can.

**Sat, May 6** (rain date Sun May 7): is VFR's special gathering hosted by Tom & Carol Amendola. I will be contacting a few registrants to help on event day. Other upcoming events:

Sun May 7: Potomac Region's Dealer Show at Sport Cadillac in Silver Spring MD.

Sat June 17: Delaware State Police Museum 100th Anniversary Show. Don Miller is the organizer and M.C. of this special event. Plan to attend to support Don's hard work, and a wonderful museum. See page 23.

June 20-24: CLC Grand National, Albuquerque NM.

Sat Aug 12: Dan & JoJo Ruby host Potomac Region's annual picnic at their home 12-4PM, 7018 Wilderness Court, Owings, MD 20736.

Sun Aug. 20: Third Annual Northeast Inter-Region Show at the AACA Museum, Hershey PA. Details are being finalized now; registration will be sent shortly.

Sun Oct 8th: VFR-CLC & Phila. LCOC show at Peddler's Village. Details will be forthcoming. The VFR-AACA is organizing a drive to visit Ross Meyers Museum in Boyertown on a Saturday/Sunday in July. Details will be forthcoming.

The Boyertown Museum is inviting clubs to participate in their annual Dureya Day on September 2<sup>nd</sup>. Please email or text me if you plan to attend so I can let the Museum know how many of us will attend.

Plans are being finalized for the 2023 Northeast Inter-Region Meet and show, which will be held Sunday August 20<sup>th</sup> at the AACA Museum in Hershey PA. Those who wish to come early will gather at the museum on Saturday, August 19<sup>th</sup>; we'll tour the museum, and have dinner at a local restaurant. Show will be on the museum grounds on



Sunday Aug. 20<sup>th</sup>. A flyer and registration will be sent in the next few weeks.

We are also looking into a club event to tour the *Wings of Freedom Aviation Museum* in Horsham, PA sometime in the summer. <https://wingsoffreedommuseum.org/wp/>

### National News:

The **2024 Grand National** will be held at the **Wyndham Hotel in Gettysburg PA June 12-16**. I have been informed that VFR will be called upon to help organize and run events & activities. Please contact me by email to discuss how you can help.

I hope you enjoy the member car stories in this month's issue. Share *your* car story in *The Goddess* by emailing a draft to Robert at least one month in advance of the publication date. He will collaborate with you to edit your article for grammar, punctuation, spelling, and conciseness.

Thank you all for your comments, suggestions, and continued support. Keep your CLC family in your thoughts and prayers, along with your immediate family. Please stay *well!*

Your Director,

*Michael Stinson*

*The car hobby is not about our cars; it's about people; our cars are merely a catalyst for cultivating relationships.*

May 2023

The Goddess



# calendar of Events

DATE	TIME	EVENT	LOCATION	CONTACT
5/6	11A-4P	VFR Gathering with the Amendola's	511 North Main Street, Southampton, NJ	Contact Jack Hotz jackcaddy@aol.com
5/7	9A-3P	Potomac Region CLC Sport Cadillac Show	3101 Automobile Blvd Silver Springs, MD	See page 22 For Flyer
5/13	10A-2P	Spring Car Show	2600 Haines Road Levittown, PA	<a href="#">Spring Car Show</a>
5/13	10A-3P	American Heritage Car Show	2060 Red Lion Rd Philadelphia, PA	<a href="#">AHCUCarShow</a>
5/20	9A-2P	Spring BOPC Car Show presented by the Delaware Valley Oldsmobile Club	West Goshen Community Park West Chester, PA	<a href="http://delvaloldsclub.com/">http://delvaloldsclub.com/</a>
5/21	9A-3P	Historical Car Club of PA Spring Meet & Flea Market	Linvilla Orchards 598 Linvilla Rd Media, PA	<a href="https://www.linvilla.com/family-fun/antique-car-show">https://www.linvilla.com/family-fun/antique-car-show</a>
5/21	9A-3P	All Cadillac Show Long Island Region CLC	180 Little Neck Rd Centerport, NY	Howie Schneider 917-699-6693
5/27	9A-3P	Chester County Classic Car Club Show	Classic Auto Mall Morgantown, PA	<a href="#">CCACC CAR SHOW</a>
6/3	11A-3P	Gyro Fest & Car Show	430 W. Wheat Rd Vineland, NJ	<a href="#">Gyro Fest &amp; Car Show</a>
6/3	11A-4P	Conshohocken Art Festival & Car Show	Fayette St Conshohocken, PA	<a href="#">Conshohocken Art Festival</a>
6/4	11A-4P	Car-B-Que II	368 Cross Keys Road Sicklerville, NJ	<a href="#">Car-B-Que II</a>
6/4	9A-3P	All GM Car Show	50 Poplar St Macungie, PA	<a href="#">Pontiac-Oakland Club</a>
6/10	10A-3P	Casey Club Car Show & Cookout	260 Conrow Rd Delran, NJ	<a href="https://resurrection2.org/events/casey-club-car-show-cookout">https://resurrection2.org/events/casey-club-car-show-cookout</a>



# Calendar of Events

DATE	TIME	EVENT	LOCATION	CONTACT
6/17	10A-3P	Delaware State Police Car Show & Showcase	Delaware State Police Headquarters 1441 N. DuPont Hwy, Dover, DE	See page 23 for Flyer
6/18	10A-2P	Upper Providence Township Car Show	1286 Black Rock Rd Phoenixville, PA	<a href="#">Upper Providence Township</a>
6/20-24		CLC Grand National	Albuquerque, NM	<a href="#">CLC Grand National</a>
6/24	10A-2P	Delco Cruisers Car Show	1671 N Providence Rd Media, PA	<a href="https://delcocruisers.org/event-calendar">https://delcocruisers.org/event-calendar</a>
6/24	9A-2P	American Helicopter Museum Family Fun Fest & Car Show	1220 American Blvd West Chester, PA	<a href="#">American Helicopter Family Fun Fest &amp; Car Show</a>
7/29	10A-2P	Pottstown Classic Car Show	144 W. Skuylkill Rd Pottstown, PA	<a href="#">Pottstown Classic</a>
8/4-6	9A-4P	Das Awkscht Fescht	50 Poplar St Macungie, PA	<a href="#">Das Awkscht Fescht</a>
8/12	12N-4P	Potomac Region Annual Picnic	7018 Wilderness Court Owings, MD 20736	Contact Dan Ruby <a href="mailto:drubyflyaa@aol.com">drubyflyaa@aol.com</a>
8/20	9A-3P	CLC Inter-Regional Meet	AACA Museum 161 Museum Dr, Hershey, PA	See Page 24 for Flyer
9/17	10A-4P	HAGLEY CAR SHOW	200 Hagley Creek Road Wilmington, DE 19807	<a href="https://www.hagley.org/calendar/hagley-car-show-presented-fidelity">https://www.hagley.org/calendar/hagley-car-show-presented-fidelity</a>
10/1	9A-3P	Raritan River Region Car Show	Gold Coast Cadillac Oakhurst, NJ	<a href="https://www.rrrclc.org/upcoming-events/">https://www.rrrclc.org/upcoming-events/</a>
10/2-6	8A-4P	Fall AACA Hershey	Hershey, PA	<a href="#">Fall Hershey AACA</a>
10/8	9A-3P	VFR-LCOC Car Show	Peddlers Village Lahaska, PA	TBA



# VFR MEETING NEWS

On Tuesday 18th the monthly Valley Forge Region meeting was held at the Desmond Hotel in Malvern, PA. Several items were discussed including up coming VFR events. Some events the club is planning are; Picnic at Tom & Carol Amendola's on May 6th, Inter-Regional meet at AACA Museum in Hershey, PA 8/20, Fall Show with the Lincoln Club at Peddler's Village date mid October, Fall Banquet, and other social events. Watch for more information will be in future newsletters. In other news, Valley Forge Region now has a online store to purchase club related merchandise —see page 21 for details.

Here are some events to note on your calendars :

- ◆ **May 6 (rain date Sunday May 7): Picnic at the Amendola's**
- ◆ **May 7: Potomac Region Show at Sport Cadillac, Silver Springs, MD - *Flyer on page 22***
- ◆ **May 18-20: AACA Eastern National, Gettysburg PA**
- ◆ **May 20: Chariots of Fire Car Show @Classic Auto Mall Morgantown, PA**
- ◆ **June 17: Delaware State Police Museum 100th Anniversary Show - *Flyer on page 23***
- ◆ **June 20-24: CLC Grand National, Albuquerque NM**
- ◆ **Aug. 20: CLC Inter-Regional Meet, AACA Museum Hershey, PA**
- ◆ **Sept. 22-24: CLC-MRC Fall Festival at Gilmore Museum**
- ◆ **October 4-6: AACA Fall Meet @ Hershey in Hershey, PA**

***A reminder: VFR holds its meetings the 3rd Tuesday of the month at 7:30pm  
at the Desmond Hotel in Malvern, PA***

***If you are unable to attend in person, all VFR club meetings***

***are available via Zoom from the following link:***

Join Zoom Meeting

<https://us02web.zoom.us/j/71438914122?pwd=UDZDQUg0OFRtYVRSZmdacDNaa0JDQT09>

**Meeting ID:** 714 3891 4122

**Passcode:** VFRmonthly

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Dial-in by your location (audio only): 301 715 8592



### **VFR Website Statistics (courtesy Jeff Hansen):**

For mid-February to mid-March (2/19 to 3/18 - 28 days)

94 website visitors (or 3.36 per day). This compares to 83 visitors (2.37 per day) over the previous period.

Top countries where our visitors are from: USA (80), Netherlands (6), China (2), and other countries with 1 visitor each.

10 most popular pages:

- |                           |                               |
|---------------------------|-------------------------------|
| 1) Home page, then        | Join Us! - Membership Sign-up |
| The Goddess               | Our Friends                   |
| Online Calendar of Events | Monthly Meeting Information   |
| Current News              | Our Cars                      |
| President's Message       | 10) Classified Ads            |

**Treasurer's  
Report From  
John Wood  
Through  
3/31/2023**

INCOME		EXPENSES	
Amendola Registrations: \$640.00		P.O. Box Rental: \$274.00	
		Inter-Regional Meet Deposit \$250.00	
Net for March	\$116.00	Total	\$524.00
Net 2023	\$130.29		



# IN CLC NATIONAL NEWS



### The new club office contact details:

CLC c/o Cornerstone Registration Ltd.

PO Box 1715

Maple Grove, MN 55311-6715

(763) 420-7829

Office hours: M–F 9 AM–5 PM Central Time Office Email: [CLCOffice@cadillaclasalleclub.org](mailto:CLCOffice@cadillaclasalleclub.org)

**2023 Cadillac & LaSalle Club  
GRAND NATIONAL BUQUERQUE**



### **CLC Grand National**

June 20-20 2023

Albuquerque, NM

[https://www.cadillaclasalleclub.org/  
events/EventDetails.aspx?  
id=1657051&group=](https://www.cadillaclasalleclub.org/events/EventDetails.aspx?id=1657051&group=)



**We are Cadillac enthusiasts  
—vintage and new  
Welcome aboard!**

# Benefits of Membership

As a member of the Cadillac & LaSalle Club, you have access to the following valuable benefits:



Receive 11 issues of the multiple-award-winning *The Self-Starter* magazine each year—choose your membership level for a glossy, printed color magazine, or forgo a paper copy and read it online [all membership levels have access to read *The Self-Starter* online], plus a membership directory;



Access issues back to 2004 of *The Self-Starter* magazine online for entertaining articles, classified ads, and tech information;



Join other CLC members in local Regions and International Affiliates with tours, meetings, shows, tech sessions and other events;



Join a specialty Chapter to meet other like-minded members with similar cars and interests;



Learn about CLC International Class Judging and receive guidance for your restoration through our Authenticity Manuals and *Official Judging Manual*;



Participate in local and national driving tours and inter-Regional meets;



Access to technical experts, who can guide you through issues, and provide missing details to help you on your car project;



Attend our annual Grand National Meet with hundreds of other members; view beautiful cars, participate in our judging, attend tech seminars, receive access to private collections, museums, tours and social events;



Members may place three [3] free text-only ads in *The Self-Starter* classified section every year [photos an additional \$20 per photo, per month];



Discounted Standard Bidder registration to Mecum Auctions [over \$200 value] that includes one Guest badge; and



New members receive a welcome packet with membership card, CLC window cling, and a coupon code for 10% off an item in our Club Store.

**We want to thank you for joining us!**

**Cadillac & LaSalle Club**

c/o Cornerstone Registration Ltd., PO Box 1715, Maple Grove, MN 55311-6715

CLCOffice@cadillaclasalleclub.org • 763-420-7829

[cadillaclasalleclub.org](http://cadillaclasalleclub.org)





*If you would like to have your car featured in the next Goddess, just email me.*

## My 1976 Series 75

By Bill Smith

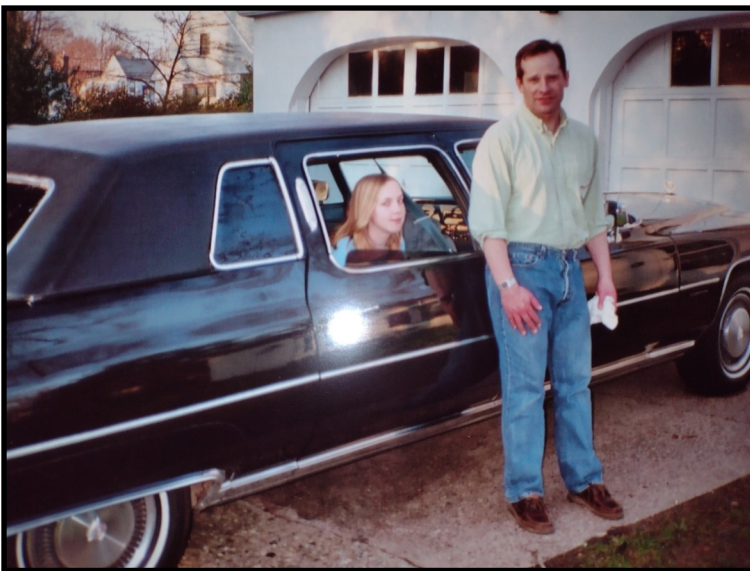


In 2008, I found the 1976 Series 75 Cadillac I was looking for on eBay. After the car arrived in Pennsylvania from Tecumseh, Michigan, I began operating the car's accessories and realized I had a lot of work to do.

One thing that suppressed my slight buyer's remorse was our daughter's gleeful reaction when she saw it in the driveway. She ran outside, jumped in the back seat and turned on the reading lamp. In the months ahead, the right rear seat would become her reserved spot.



The engine ran reasonably well, but was smoking somewhat on acceleration, the underside was a little rough and virtually all of the accessories needed to be gone through and rebuilt. These issues told me this would be a similar job to my previous project car, only more so. Although minor, perhaps the first item that had to be remedied was the aftermarket chrome grill extension featuring an ultra-tacky hood ornament. The bad taste police placed this in the trash within hours of the car's arrival. Now the real work could begin.



I started the restoration with front hood, fenders, wheel wells and radiator cross member which all came off fairly easily. Except for the hood, these were then sandblasted and repainted (only the inside of the fenders). More importantly, I was able to raise the body from the frame by approximately six inches so that the frame and rockers were exposed. The underside was then sandblasted. You wouldn't believe how blast media can get into everything. Once the underside was down to bare metal, I was pleased to see how well-preserved the sheet metal was. I discovered a small amount of rust behind the evaporator cover and on the bottom of the passenger fender behind the stainless trim. Since the problem areas would not be visible normally, I ground and welded new metal in fairly quickly. After some Eastwood company paint, the body could go back on the mounts.

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The interior got the treatment next. The door cards were removed so that the insides could be resealed. Replacing the bronze hinge pin bushings for the doors was a pain, especially when it came to the heavy rear doors. I am sure the image of me struggling to mount the doors was comical.

New floor insulation was installed so that when the car went to Accurate Auto Upholstery in Edgemont, PA, the new carpet, door piping, etc., could go in. While the car was there, I asked them to address the rust behind the c-pillar. After removing the vinyl roof and inspecting, they reprimed and put a new vinyl pad in place. They also told me they found no rust under the vinyl anyway. Oh well.



A series 75 has an extensive number of ventilation system components. Much of it is in duplicate as the back seat has its own equipment in the trunk. Everything was taken out of the car and laid in a big pile on



my garage floor. The components – except for the compressor and condenser which could be dealt with locally – were sent to Florida for a total rebuild. When the ventilation system components finally returned, they were reinstalled in the car. The next step was to have everything calibrated and tuned in by Jerry at Keystone Auto Electrical. He was very helpful and capable. Later, he would become instrumental in wiring harness work.

The original radio, while still in the dashboard, had been bypassed by an aftermarket system mounted under the dash. The original antenna had been replaced by an aftermarket unit. Because the car did not have the rear radio control option, I located the components from another series 75 that had been junked in North Carolina. After the radio was rebuilt along with a replacement factory antenna, I had fun changing the dashboard radio stations from the back seat.





The 500 cubic inch engine has been the most challenging part of the project. After removing and rebuilding it several times due to overheating and other problems, the engine seems to have settled down. I'm always looking at the gauges installed under the dash though to make sure everything is running properly. I placate myself by reading comments online from other Cadillac 500 owners. They seem to feel that 210 degrees is normal.

I enjoy reflecting on how far the car has travelled. While the engine stayed mostly local in various machine shops, the front bumper and door handles have been to Houston, the air-conditioning system wintered in Tampa and the dash clock spent time out West, I think. The list goes on. But the best thing about owning the Fleetwood is I have gotten to know a lot of nice people and that's what made it all worthwhile.



Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models and also to discontinue models. Some of the features and accessories shown on cars are available at extra cost.



# Best States For Car Enthusiasts

**Delaware** is the best state for car enthusiasts, according to a study from [Chrysler Capital](#). **Delaware**, which has a whopping overall Car Enthusiast Score of 99.2/100 based on a cumulative score ranking the state's registered vehicles and the number of car clubs and experience days.

Partly due to the compact size of the state, car enthusiasts can find a car club every 100 square miles, so they won't have to drive far to meet up with like-minded friends. There's also a car event every 311 square miles, a racetrack and racetrack experience every 1,244 square miles, and just 2.4 people for every vehicle in the state.



In second place and not far behind **Delaware** is **Connecticut**, which has a very good Car Enthusiast Score, too, of 96.0/100. **New Jersey** third across the finish line for best states overall. The state claims a lofty Car Enthusiast Score of 93.6/100 and is particularly appealing to the sociable enthusiast. It offers them a car club every 148 square miles and a car event every 165 square miles. , **Ohio** at 88.8, **North Carolina** at 88.4, **Illinois** at 86.8, **Indiana** at 86.4, **Maryland** at 86.4, **Florida** at 84.0 and **Massachusetts** at 82.8.

Car clubs are often formed along the lines of vehicle type, brand or other common interest, they are perhaps the perfect way to celebrate the automobile in all its glory. And it is **Texas**, according to *Chrysler Capital's* findings, that enjoys this aspect of car culture the most. The Southern state was found to have some 149 clubs devoted to cars. Next on the list, and a little way behind, is **California**, with 112, followed by **North Carolina** and **Washington** state, each with a round 100.

## Methodology

*Chrysler Capital gathered data on the number of registered vehicles, car clubs, car events, and driving experience days in each U.S. state. Then they looked at the population and size of each state to calculate the number of people per car and the number of square miles per club, event, and experience day. The states with the lowest number of people per vehicle were ranked highly as this meant there were fewer people sharing vehicles. States with the lowest number of square miles were ranked highly as this revealed the states that have the most activities for car enthusiasts per square mile in their state. All states were ranked out of 20 for each category (registered vehicles, number of clubs, events, racetracks and experience days) and then given an overall score out of 100.*

The complete study can be found here: <https://chryslercapital.com/blog/best-states-for-car-enthusiasts>

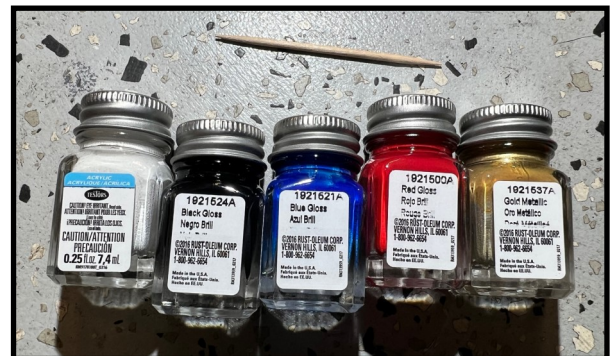


## Hubcap Crest Restoration

For 1963 Through Mid 1980s Cadillacs By Robert Schles



Now that spring is upon us I thought it might be time to clean up the hubcap crests that have faded over time. I bought the 10 piece Testors paint set which have the five colors used in the Cadillac crest; white, black, blue, red and gold. The paint can be found in any hobby store, home center or online.



The first thing to do is to remove the crest from the back of the wheel cover by releasing the clips holding the mounting studs. Then thoroughly clean the crest to remove any dirt, grease and road grime. You may want to use a brass brush to remove any loose paint as well. Finish up by cleaning the surface with alcohol or acetone to remove any residue left by the cleaner.

I found using a toothpick as a paint brush was the best way to get into the tight corners in the crest. A different toothpick was used for each color. The picture on the right shows the black paint being applied with the toothpick.



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One by one I applied the five colors to the crest letting each color dry before applying the next color. Don't worry if you don't have a steady hand and go outside the areas as I did. The paint can be cleaned up very easily afterwards with an Xatco knife.



If you find any areas that need a second coat of paint, now is a good time to apply it. Once you are satisfied with the freshly painted crest, spray one or two coats of clear coat to seal and protect the restored crest.

Before reattaching the crest, now is the time to thoroughly clean and polish the wheel cover. Reattach the crest to the wheel cover with the clips to the mounting studs. Make sure the crest is on tight so it doesn't rattle or come loose while driving.



Now just three more wheels to do and I'll be ready for the next car show. Incidentally, this technique can also be used on the trunk crest to restore that as well.

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On March 11, 2023 Edward Benson gave a seminar at the AACA Library on “How Cadillac Became Cadillac: Marketing and the Coming of Cadillac (1909 –1956)”. Ed graciously provided a two part excerpt of his seminar for Valley Forge Region members.

## Selling Cadillacs During the Age of Eisenhower, Part One – The Buyers

By Edwin Benson

If you want to study American culture during the 1950s, look at Cadillac advertising.

Consider the ad shown to the right. The message is that buying a Cadillac is a way to preserve your perfect family. The youthful but serious wife is clad in Christian Dior’s “New Look.” Her well-cared-for baby is on her lap. The daughter is her mother’s understudy. The boys in their suits with short pants look toward their mother, waiting for permission to change into their play clothes and climb trees. The home is nicely, but conservatively decorated.

This was just part of Cadillac’s world, crafted by a master ad-man, James Adams. For almost twenty years until his death in 1956, Adams personally chose the pictures and wrote every word of Cadillac’s national advertising.

**World's Best Reason for Ordering a Cadillac !**

As almost any Cadillac owner can tell you, his family represents the finest of all reasons for making the move to the "car of cars."

How wonderful it is, for instance, to be able to surround your loved ones with Cadillac's superlative comfort and safety. Every luxury and convenience and motoring safeguard known to

automotive science rides with them through every mile of every journey.

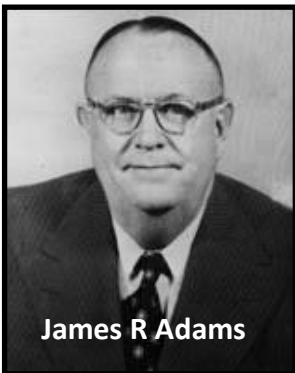
And how much a new Cadillac car adds to the family's daily happiness! As a source of family pride and pleasure . . . it is, truly, a thing apart in the world of personal possessions.

And it is even friendly to the family exchequer.

The car's original cost is surprisingly low—gasoline mileage is surprisingly high—and resale value is the best in the automotive industry.

If you think the time has come for your family to enjoy the countless benefits of a Cadillac, stop in and visit us today. We'll be happy to see you—and your family—at any time.

YOUR CADILLAC DEALER



James R Adams

Adams great gift was that he understood these America’s upper-middle-class consumers and helped them see 4,500 pounds of steel, rubber, glass, and cloth as a sign of hard-won prosperity. Adams communicated the image of Cadillac; in the process describing what it meant to be successful during the decade following World War II.

Not all of Adams’s scenes were domestic. Other ads would feature evenings at the theatre, parties around the pool, high-powered board meetings, and diplomatic fetes. Any aspect of the successful life of the mid-20<sup>th</sup> century was fodder for Adams’s goal – to make Cadillac the one irreplaceable symbol of 1950s success.

When a motorist takes possession of his first Cadillac, he usually does so expecting extraordinary things. But only on rare occasions does he suspect how satisfying the car will be from the standpoint of practicality! And that is why Cadillac's remarkably low cost . . . its wonderful economy of upkeep . . . and the marvelous manner in which it retains its value . . . are all so deeply satisfying. For they come as extra dividends, so to speak, for his wisdom in choosing the "Standard of the World". We suggest that you visit your dealer and investigate these lesser known Cadillac virtues—and learn some special news about cost and delivery.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

*Cadillac*

*Cadillac*

Meeting of... Cadillac Owners!

Through all the higher phases of business and industry, Cadillac is the overwhelming favorite. It is not at all unusual to find the four American corporations to have the entire board membership represented by the Cadillac owner but . . .

Nothing is so rare, a motor car made after many wonderful and exceptional qualities in order to win the favor of so distinguished a group of motorists. And never have these qualities been more clearly evident than they are in today's Cadillac car.

There is its inspiring beauty, its economy . . . its great distinction . . . its magnificent performance . . . its brilliant history . . . its marvellous operating economy . . . and its extraordinary dependability.

Of course, you don't have to be a member of a Board of Directors in order to enjoy a Cadillac. In fact, a Cadillac is one of man's greatest possessions—the ideal, the consummate, for a very wide range of American motorists.

We are sure to be your first opportunity—and confirm this for yourself!

YOUR CADILLAC DEALER

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

*Cadillac*

Favorite of All Nations!

As a conservative estimate, fifty per cent of all the motorcars in America would rather own a Cadillac than any other automobile.

But what is equally important, this desire to own and drive the "Car of World" is shared by people throughout the civilized world. It is simply every nation where the Cadillac car is worn and driven, it is the overwhelming favorite!

This is, we think, entirely logical. For Cadillac's motor cars are the automobile that has appeared to be the most perfect in every respect.

The car's great and inspiring beauty . . . its marvellous distinction . . . its marvellous performance and handling ease . . . and its extraordinary beauty and riding quality . . . always have no counterpart on the world's highways.

Of course, all of these Cadillac qualities are more evident today than ever before. And if you haven't yet made a personal investigation of this latest Cadillac masterpiece, you should arrange to do so now at your Cadillac dealer's. You'll understand quite fully why this car is so generally recognized as the "Standard of the World!"

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



May 2023

## The Goddess



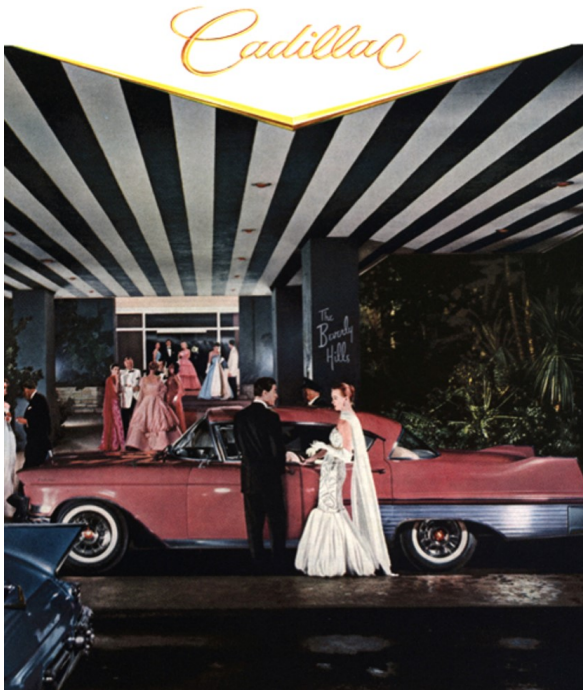
For many of these people, prosperity was a new experience. These were people born during the first two decades of the twentieth century. They became adults during the Great Depression and World War II. For them, the Iron Curtain was the most important factor in current events. In their world, well-being was not a gift – they had seen it come and go in the past – it was a prize to be won and cherished. These were the people who were about to re-elect Dwight Eisenhower to his second term as president.

## A Single Glance Tells the Story...



... when it reveals a gentleman and his lady in the company of a new Cadillac car. It tells you, for instance, that they are probably the kind of people you would enjoy knowing. It tells you that they are likely to be people of character and substance. And it tells you that they are people of unusual practical wisdom—for Cadillac owners,

in selecting the "car of cars", make the soundest investment in all motordom. Why not visit your dealer at your first convenience—spend an hour at the wheel—and discover for yourself the many wonders of Cadillac ownership? He'll be happy to show you—at any time—what a revealing picture you and your Cadillac would present! CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



Mother, daughter ensemble designed expressly for Cadillac by Ines de la Roca

The great Cadillac car has long been held in deep affection by the American woman. And yet, we believe that she will regard Cadillac with still greater favor during the coming year. For the "car of cars" now offers so much more to inspire and delight her. There's greater beauty and majesty of styling... new elegance and convenience of appointments... improved Fleetwood comfort and luxury... far finer performance and handling ease... and an even wider choice of models. So if you've lost your heart to Cadillac, this would be a wonderful year to find yourself at the wheel. Your dealer will be happy to acquaint you with all the new Cadillac virtues at any time.

EVERY WINDOW OF EVERY CADILLAC IS SAFETY PLATE GLASS. CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

In Dwight David Eisenhower, America found a leader who calmed its fears and confirmed its material desires. Having defeated Hitler, he seemed the ideal man to stare down Stalin. Yet he projected the image of a small-town boy made good – very good indeed. That combination of power, comfort, and prestige had great appeal in the 1950's. It was also a great description of Cadillac's appeal to the same Americans who liked Ike.

**Part two will appear in the July Goddess.**



On April 1st the Classic Car Club of America held their **Classic Car Grand Classic** at the Simeone Museum. Even though the weather did not cooperate, several Valley Forge members showcased their cars along side many beautiful classic automobiles. The next few pages are just a sampling of the outstands cars. All photos courtesy of Michael Stinson.



1916 Cole

1931 Duesenberg



1930 Cadillac Fleetwood

1940 Cadillac Convertible

1929 341B Cadillac



1947 Cadillac 75 Limousine Fleetwood



1937 LaSalle 50 Opera Coupe



1938 Cadillac 75 Sedan Fleetwood



1941 Cadillac Convertible Sedan



1937 Cadillac Fleetwood Convertible Sedan



1935 Auburn 851 S/C Cabriolet

May 2023

The Goddess



1938 Avions Voisin C28



1935 Auburn 851 Boat Tail Speedster



1933 Squire Roadster (X101)



Delahaye



1933 Auburn V12 12-165



Richard Taylor's 1947 Series 75 in the Rain

# Now Available Valley Forge Region Merchandise!

Each Piece in the Valley Forge Collection will have the Cadillac & LaSalle Club - Valley Forge Region Distinctive Logo

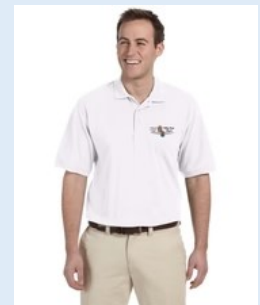
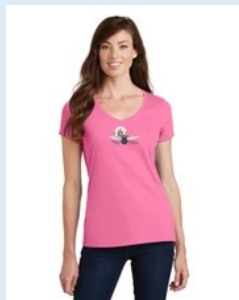


*Standout from the Crowd with your Valley Forge Embordered Merchandise*

All items are available online, just follow this link:

<https://gmclubapparel.com/collections/clc-cadillac-lasalle-club-valley-forge-region>

Here are some examples:



Let Them Know You're a Valley Forge Member Use Code CLC15 and Receive a 15% Discount on all Orders



# Cadillac & LaSalle Club Potomac Region



## 31st Annual Dealer Show and Automobilia Auction Sunday, May 7, 2023

### Car Show Rules

- **Rain Date:** There is no rain date for this show. If inclement weather causes a cancellation, an email will be sent to all pre-registered attendees (email address required on registration form) and Potomac Region members. In addition, an announcement will be posted on the club's website. **Rules of participation will be subject to any COVID-related restrictions by the county or dealership, if any, in effect on the show date.**
- **Safety:** If a vehicle has fluid drips or leaks, the owner must bring absorbent material or drip pans to avoid slippery conditions and to protect the show field parking lot. **The Potomac Region reserves the right to prevent any cars with excessive fluid leaks from entering the show field.** It is recommended that a working fire extinguisher be in every vehicle.
- **Judging / Parking Rules:** The Potomac Region reserves the right 1) to determine each vehicle's judging class and 2) placement in the show field. Vehicles will be peer judged by the individual owners of the registered cars, including their own. Awards will be given to winning vehicles in each class. Trailer parking is available.
- **Food and Drink:** A food vendor will be on-site. All participants and guests are responsible for their own food and beverages.
- **Chairs:** All participants and guests are responsible for bringing their own chairs.

### Car Show Registration Form

<b>Judging Classes</b> Class A: 1903-1942 Cadillac/LaSalle Class B: 1946-1964 Cadillac Class C: 1965-1976 Cadillac Class D: 1977-1985 Cadillac Class E: 1985-1999 Cadillac Class F: 2000-Present Cadillac Class G: Display Only	<b>Other Awards</b> <b>Best of Show - Early (1970 or earlier)</b> <b>Best of Show - Late (1971 or later)</b> <b>Long Distance (Driven Cars Only)</b> <b>Ladies' Choice</b> <b>Henry Ruby Memorial</b> <b>Dealer's Choice</b>  A vehicle receiving "Best Postwar (1946-Present)", or "Best of Show" will not be eligible to receive an award in its respective judging class.
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### Registration Form

Make checks payable to **CLC Potomac Region** and U.S. mail with completed registration form to:

Bill Hilliard, Treasurer  
 12602 Eldrid Ct.  
 Silver Spring, MD 20904-3505

Name(s): \_\_\_\_\_ Total Number Attending: \_\_\_\_\_

Address: \_\_\_\_\_ Email Address (required) \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Vehicle Registration Fee: (up until April 29: \$20/per car, after April 29 including day of show: \$25/per car)**

Circle Make: CAD LAS Year: \_\_\_\_\_ Class: \_\_\_\_\_ Model: \_\_\_\_\_

Circle Make: CAD LAS Year: \_\_\_\_\_ Class: \_\_\_\_\_ Model: \_\_\_\_\_

Circle Make: CAD LAS Year: \_\_\_\_\_ Class: \_\_\_\_\_ Model: \_\_\_\_\_

Check box if you do not  
want your vehicle judged  
for awards / display  
only.

### FOR FURTHER INFORMATION:

Chuck Piel, Assistant Regional Director  
 240-888-5115

[chuckpiel@clcpotomacregion.org](mailto:chuckpiel@clcpotomacregion.org)

Visit us on the web!

[www.clcpotomacregion.org](http://www.clcpotomacregion.org)



# Delaware State Police 100<sup>th</sup> Anniversary Car Show & Community Showcase



**Saturday, June 17, 2023**  
**10AM - 3PM**

Rain Date: Sunday, June 18, 2023

**Delaware State Police Headquarters Complex**  
1441 N. DuPont Hwy, Dover, DE 19901

**ALL Makes & Models**  
**Collector vehicles welcome!**

Club participation is encouraged & can be parked together.  
Please provide # of vehicles attending.

**No Registration Required/No Judging**

Visitor & Spectator  
Parking located at:  
Dover Mall  
1365 N. DuPont  
Hwy.  
Dover, DE 19901



**Delaware State Police Static Displays on Site**  
K-9 Demos, Aviation, Special Operations & More!  
Food Trucks on Site - Restaurants Nearby

**No Alcohol Please!**

**To Register Please Contact:**

Bob Herrington @ [dogbob@verizon.net](mailto:dogbob@verizon.net) (302)228-4858  
Don Miller @ [bluefludon@aol.com](mailto:bluefludon@aol.com) (610)329-4377

On this and the following pages

# Cadillac

proudly presents

## A NEW AMERICAN CLASSIC !

Seldom in Cadillac history has there been an announcement as significant as the message you are now reading.

For this is the announcement that introduces the magnificent new 1958 Cadillac—the finest and most advanced motor car ever to bear the celebrated Cadillac name.

Certainly, one glance at its extraordinary grace and symmetry will tell you instantly that this is motordom's masterpiece in styling.

Its new sweep and stature, its remarkable new rear fender design, its dazzling new grille and four-headlamp system, and its tasteful use of chrome and color . . . all mark it as a singularly beautiful and majestic automotive creation.

Surely, one look at its Fleetwood coachcrafting will convince you that this is motordom's masterpiece in spaciousness and luxury.

There are excitingly new fabrics and leathers . . . wondrous new beauty of appointments . . . a completely new instrument panel design . . . and a whole host of new passenger conveniences.

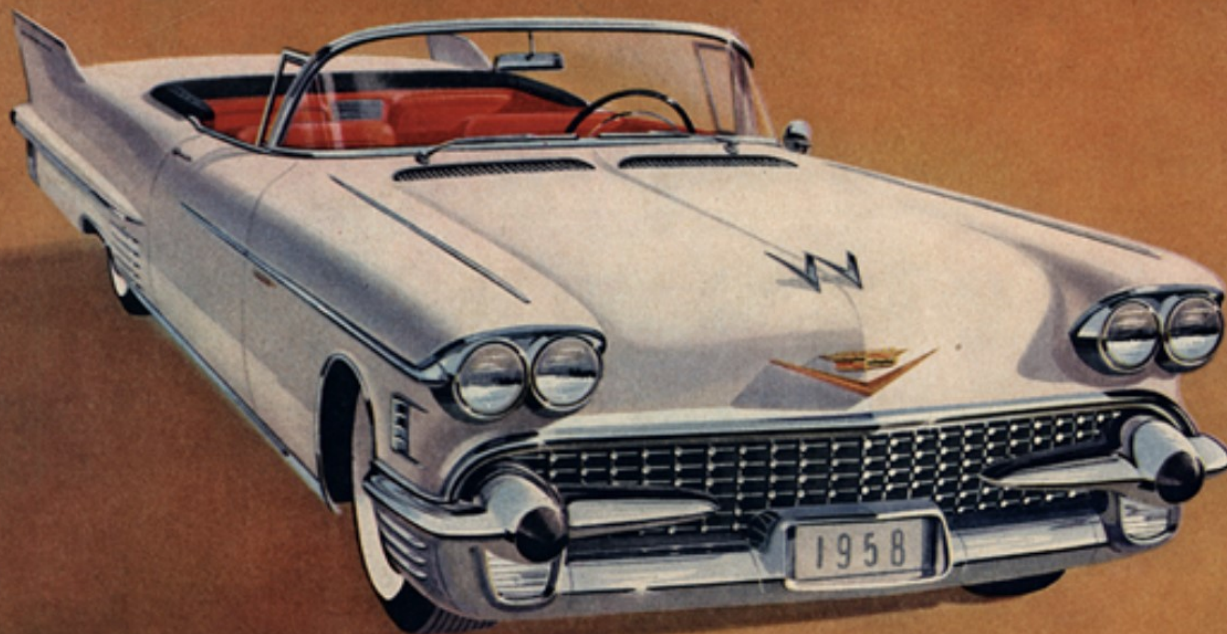
And, unquestionably, a single journey at the wheel will reveal why this is motordom's masterpiece in performance.

There is a spectacular new high-performance engine . . . marvelous new balance and ease of handling . . . an even smoother, more responsive transmission . . . and, as an option on every model, the marvel of Cadillac air suspension.

It's all new—it's all wonderful—and it's all waiting for you today in your authorized Cadillac dealer's showroom.

See and drive the 1958 Cadillac at your earliest convenience.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



1958