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The Goddess is the bi-monthly publication of the Valley Forge Region of the Cadillac & LaSalle Club

https://vfrclc.org/goddess.html

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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 this **NEW** Zoom at the following link:

Join New Zoom Meeting: https://uso2web.zoom.us/j/87022741627? pwd=S3R5TUVJaDl6Nm41bmJSVkNiUjZYQT09

Meeting ID: 870 2274 1627 **Passcode:** 538638

One tap mobile - tap one of the links below to join via cell phone:

+19292056099,,87022741627#,,,,*538638# US (New York)

OR, Dial-in by your location:

- +1 929 205 6099 US (New York)
- +1 301 715 8592 US (Washington DC)

November/December 2024

The Goddess

Greetings. October was especially busy. The AACA Eastern Fall National in Hershey ran from October 8th -11th. The CLC hospitality tent was successful; CLC volunteers signed up new members and several membership renewals. Many thanks to the CLC volunteers to helped staff the tent, especially Robert Schles, Jeff Hansen and Robert Leonard from Los Angeles CA. The hospitality tent *will* be back in 2025, as the Club has approved a deposit for the space and tent. Plan to attend next year and help us welcome CLC members!

The RRR Gold Coast show held on October 13th was well attended with over sixty cars participating representing the 1930s through 2000s. The food truck vendor was very good. The Gold Coast Cadillac dealership is a nice show venue and there are always interesting cars in attendance.

VFR and the Philadelphia Region LCOC co-hosted our annual show at Peddler's Village in Lahaska PA on Saturday October 19th. We had over 90 cars participate. I am amazed by the caliber as well as quantity of cars that participate. Many thanks to the VFR and LCOC volunteers, and everyone who spent a gorgeous day with us. There will be a full article on the show in the January Goddess.

I participated in LCOC's Eastern National meet in Morgantown October 23rd-27th. A few friends from CLC attended. LCOC a sociable club, and members are very proud of their cars. The Philadelphia Region LCOC will host the 2025 Eastern National in Gettysburg PA September 17-20; it is a great opportunity to see fabulous Lincolns dating back to the 1920s.

The season isn't over yet! The **Jefferson Fire Co**. hosts their 8th annual show on Saturday Nov 2nd from 10-3 in Jeffersonville PA. Several VFR members including me will be participating. **Cadillac Club of North Jersey** is hosting their 34th Annual Fall Car Show on **Sunday, November 3rd** from 10AM-3PM Rain or Shine! Awards at 2:30 PM. Location: State Line Lookout, Palisades Interstate Park, Alpine, NJ 07624. Theme: "Fabulous Fleetwoods!". Pre-Registeration is closed, but day-of-show registration is available for \$40. It is a lovely venue with over 100 cars registered. Contact Anthony Vanacore: 551-404-3307.



Last month, I erroneously reported (*speculated*) that this may be CCNJ's last show held at State Line Lookout. I was incorrect. CCNJ Director Anthony Vanacore assured me that they will continue to host shows at this beautiful venue for the foreseeable future. I apologize to Anthony, the CCNJ Region, and to you, our readers, for my misstatement.

Also on **Sunday**, **November 3**rd there is a car show at the **Massey Aerodrome** in Kent Co. MD. *Details* on all these show can be found starting on page 22.

The Historical Car Club of Pennsylvania (historicalcarclub.org) will host their 60th(!) Annual Frostbite Run at the Thomas Massey House on Lawrence Rd in Broomall on Thursday, Nov 28th from 8-11AM. There will be coffee and donuts. No fee, but please bring a non-perishable food item for the local foodbank and some toys for the Toys for Tots drive. It is held rain or shine and even Snow. Contact Seth Pancoast at 610-454-8806 or mustangbub88@yahoo.com.

Let us know your ideas for a group driving tour or lunch. VFR members would love to get together, especially over the winter! VFR is planning special events to celebrate our 50th anniversary in 2025!

Thank you all for your comments, suggestions, and continued support. I look forward to seeing you at the Fall banquet on Nov. 17th! Best wishes to you and your families that you all remain safe and healthy. Be *well!*

Regards, 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. November/December 2024

The Goddess

VFR MEETING NEWS

Only a couple of weeks away until the **Valley Forge Fall Banquet** on **Sunday November 17, 2024** at the Pennsauken Country Club. There will be a special slide show put together by Jack Hotz and I. Be sure to help celebrate 49 years of the Valley Forge Region with your fellow club members. Thank you Nancy Holz for coordinating the banquet.

Your club is planning a few unique events for 2025 to celebrate the 50 years of the Valley Forge Region. Including, a spring driving tour of 4 covered bridges in Chester County PA, several Cars & Coffee meet ups around the VFR area, a special year end Banquet Celebration and more! Look for announcements in The Goddess and Emails blasts.

We met a couple of very enthusiastic Cadillac aficionados from Quebec, Canada at the Hershey last month. They have a large Canadian following and are looking to become a new club region in Canada. Here is their website : <u>https://cadillacquebec.com/</u>

Recent Mecum Auction Results From Las Vagas 2024



1949 Cadillac Series 61 Sedanette Sold \$77,000



1947 Cadillac Fleetwood Sedan Sold \$11,000



1976 Cadillac Eldorado Convertible Sold \$16,500

All auction results can be found on the Mecum website here: <u>https://www.mecum.com/</u>

The Goddess



VFR Website Statistics (courtesy Webmaster Jeff Hansen):

For September 15 to October 12 = 28 Days 117 website visitors (or 4.18 per day). This compares to 134 visitors (4.79 per day) over the previous period 28 days.

Top countries where our visitors are from: USA (104), China (3), Australia & Online Calendar Nigeria (2) and others with The Goddess 1 visitor each

10 most popular pages: 1) Home page, then **Current News** Join Us

Our Cars President's Message **Our Friends** Classifieds 10) FAQs

Number of people downloading an issue of *The Goddess* directly from our website in September : 8

Treasurer's	INCOME		EXPENSES	
September	Lahaska Registrations:	\$780.00	Lahaska Trophies	\$631.84
- 2024	Banquet Registrations:	\$672.00	Lahaska Flyers	\$75.00
Report From John Wood	Total Income:	\$1,4520.00		
	Net for September	\$745.16		
	Net for 2024	\$537.14	Total	\$706.84



Grand Nationals • National Driving Tours Winter Reunions & Board Meetings • 2024-2027

2024 National Driving Tour August 27-31 'Cadillacs in Kansas" Drury Plaza Hotel, Wichita, Kansas Missouri Valley Region hosting



25

ND NATIONAL

2025 Winter Reunion & Board Meetings January 29-February 1 Embassy Suites by Hilton Chattanooga Hamilton Place Chattanooga, Tennessee

2025 Grand National Meet

June 2-7 Embassy Suites by Hilton Nashville SE Murfreesboro Murfreesboro, Tennessee



2025 National Driving Tour

October 15-18 "Cruising the Capital" Central New York, Host Hotel TBD NY Capital District Region hosting



2026 Winter Reunion & Board Meetings January 7-10 Element by Westin International Drive

Orlando, Florida

2026 Grand National Meet June 1-6 **Embassy Suites by Hilton Charlotte** Concord Golf Resort & Spa Concord, North Carolina



2027 Winter Reunion & Board Meetings lanuary 27-30

Hyatt Regency at Riverchase Galleria, Birmingham/Hoover, Alabama

2027 Grand National Meet

May 17-22 Nugget Casino Resort, Reno/Sparks, Nevada

1973 S&S Victoria Hearse and 1974 Superior Coupe de Fleur Flower Car by Ed Thompson



My wife and I have always had a love for cars of all kinds. We are a lucky pair to share the carcollecting passion and she rarely says no when I want to bring a new car home. In our early days together, going back nearly 30 years now, Nikki would tell me how much she wanted a hearse, just like the one that Mike Barruzza took her to her senior prom in. I would just laugh and tell her eventually we would find one that she could restore. I have always had a love for Cadillacs and Buicks; my first car was a 1984 Buick Riviera but only because the baby blue 1985 Coupe de Ville I wanted to buy needed much more work than the Riviera. In those days, we would spend time scouring the local auto trader magazine looking for cars that we would like to buy. One of my favorites was a late 80's Cadillac 6-door limousine, where the ad boasted that it was "Mortuary Kept". At 19 years old, I had no idea that it was a funeral limo and that there were people who collected professional cars, but little did I know that I would own just such a car in the future.





My wife's parents, Mike and Vicky Barruzza, were active members in the CLC VFR and the Professional Car Society. Mike was Director of the Valley Forge Region in 2005-2006. Mike and I had a lot in common; we had been co-workers driving school buses at the same district for years and having a love for restoring cars and showing them. At holidays and family functions, we would always end up talking about our latest projects and comparing notes. While I had seen his cars at



Mike Barruzza 1996 S&S Presidential 6 Door Limousine

various times, I never really had the opportunity to see the 1973 hearse that my wife told me about, It was out of sight and out of mind. Often the car was covered when we went to the garage where it was kept alongside it's mate, the 1974 flower car. Our two children had flown the nest by 2019, giving us more time to be able to devote to our love of cars. Vicky and Nikki, (for those who knew Vicky, you'd understand that she rhymed her daughter's name with hers because she thought it would be funny.), were talking about plans to attend a Grand National event together and to introduce us to their friends in the CLC.



Senior Award Winner 1974 Superior Coupe de Fleur Flower Car

Sadly, in 2021, we lost Mike to Covid. We all felt that we lost him too soon and his passing left a huge hole in our lives. In preparing for Mike's funeral, we had to choose the cars that would take him for his final ride. The first choice, was his 1963 pale blue S&S Park Row combination car. But when the newly rebuilt brake cylinder failed, it was decided that he would be taken in his 1974 Superior Coupe de Fleur. I was given the honor of being the one to drive his car that day, with Nikki in the passenger seat. That funeral was the most amazing one to see, Cadillacs and Professional cars as far as the eye could see.

Vicky, who always described Mike as the love of her life, was now left with the task of caring for the collection of cars that they had built together over the past 20 years. She was able to procure good homes for a few of the cars, however we think she felt like she was selling off their life together, so she decided to wait a while longer and just kept the cars and all the spare parts and memorabilia that had been collected over the years. Vicky passed from cancer in the spring of 2023. She was driven to be laid to rest in the 1973 S&S Victoria hearse that had taken her daughter and granddaughter to their proms. Again, I was given the honor of being her chauffer for her last ride.

Upon their passing, my wife and her brothers were left with the enormous task of re-homing all of the cars and parts in the collection. The family agreed that the hearse and the flower car should not be separated, as they were a well-matched pair. Our family agreed that we would be the custodians for those two cars, especially since we have the garage that is long enough to fit the 254" flower car and 253" hearse. Nikki finally drove the hearse nearly 30 years after she fell in love with that car. She still smiles and tells me she has butterflies when she takes it out of the garage, even for a short trip to get ice cream or go to a car show. How do I know that she really loves the hearse? She will wax and polish it herself, and that's a lot of car to wax. We recently found the original pink slip for the hearse showing that Mike bought the car in May of 1990 for \$2500.00. There is an entire folder of receipts and notes on all of the restorations and repairs that he had made to the car of the years, we are working to organize them and keep them as documentation for the history of the car.



We have one more Cadillac professional car that remained in our care, a 1996 S&S Presidential 6door limousine. Mike had acquired the car sometime around 2015, taking it to at least one Grand National event. We have heard many stories about Mike and Vicky taking their friends and fellow CLC members Jack and Nancy Hotz, and Bud and Barbara Colman to the laundromat in the limo. They all had a fun time toting around in the long black Cadillac at many events. "Grandad" as Mike was affectionately known to his grandchildren, also dressed up in his suit and took his two eldest grandkids to of each of their Senior Proms at Pennsbury. Pennsbury's Prom has a parade for the kids to make their entrance, each group of kids will make floats or have other unique entrances in a lead up to the dance. The limo was shined up, American flags installed on the hood and was flanked by two sheriff vehicles, making it appear that someone of real importance was in this car. While waiting in the entrance parade for the prom, Mike rolled his window down and was asked by an observer who was in the car. His response? "The Governor's granddaughter". Our daughter, Victoria, still laughs about that today.





1973 S&S Victoria Hearse Interior





1974 Superior Coupe de Fleur Flower Car Interior



Mike Barruzza's restored white & orange '77 Superior Coaches Transport ambulance recently captured in S&S/Superior Coach Company, Inc. museum storage. The very first; #1 of only 10 made this year and 30 total through '79 model's end

The limo was slated to be sold shortly after Vicky's passing, but there was a slight complication, more grandchildren who had been promised that Grandad and Memaw would take them to their proms in the limo. How could we not hold up the promise made by their grandparents? We found the space to garage the car, and it will be making yet another appearance in the Pennsbury Senior Prom parade in the spring of 2025. Fortunately, the buyer who was lined up to purchase the limo understood and the car remains in our care.



Nikki at her senior prom in May of 1993



Daughter Victoria, at her senior prom in May of 2019

We know how fortunate we are to have inherited such beautiful, well-restored and maintained Cadillacs. It is our hope to steward them through the years and continue to show them in both the CLC and the PCS and be active members in those clubs. It was exciting to take part in our first Grand National this year at Gettysburg, and to maintain the two hearse's statuses of Senior Award Cars. Nikki was happy to talk to anyone about her car, and after it was judged, she finally figured out what the light switch in the dashboard controlled. We also learned why Vicky insisted that we get AC Delco batteries, (we didn't listen, but that's been corrected). It was fantastic to learn about the club, the judging process and make so many new friends while at the CLC Grand National in Gettysburg.

It is our plan that all of our Cadillacs be maintained to the level that would make Mike and Vicky proud until we can no longer do so. Someday, they may join a few of Mike's other cars at the S&S and Superior Museum that is collecting cars to be displayed in Ohio. Until that time comes, you may just see them driving down the highway or just around the corner. We can't wait to take the limo to Murfreesboro, TN in 2025, maybe we will see you there!



Ed and Niki Thompson at the 2024 CLC Grand National in Gettysburg, PA Senior Award Winner 1973 6ZZ90 S&S Victoria Hearse

2017 Cadillac XTS Funeral Car

Yes they are still making professional cars from Cadillacs. This 2017 XTS Regal Florette combination Hearse/ Flower Car made by the Amrbruster Stageway Company <u>https://armbrusterstageway.com/</u> was recently spotted at a rest stop on the New Jersey Turnpike.











Continuing the story of The Birth Of A Region — After Lewis A. Howells sent a letter to all members of the Cadillac & LaSalle Club in the Delaware Valley area, 20 members had signed up paying the \$2.00 dues. The region had their second meeting on June 29, 1975 at the Bella Villa Inn in Berwyn, PA. Below is an article which ran in the August 1975 Self-Starter about the VFR second meeting. The very first VFR car show was held in Macungie, PA. Thank you Lars Kneller for digging through the 50 year old Self-Starter to provide a reprint of the article.

Regional News

VALLEY FORGE REGION

Submitted by: Lew Howells, Regional Director Philadelphia, Pa.

The Region had their second meeting on June 29, 1975, at the Bella Villa Inn. Berwyn, Pa. It became a fine sunny day after a brief shower which might have discouraged a number of members from attending. Those who did attend enjoyed themselves.

It's almost time for a <u>NATIONAL MEET</u> for our territory in cooridination with other regions throughout the country; so therefore, it has been approved by attending members to hold ours on <u>August 3, at the MACUNGIE AUTO SHOW</u>, Macungie, Pa. It is one of the fine shows of Pennsylvania and will be a good chance to meet old and new members - so bring your cars out and join us....

THIS REGION NEEDS YOUR SUPPORT - SOLET'S GET BUSY AND GET OUR CARS OUT THERE:



LINE UP - L - R. 1947 Cmd. - 1941 Cad. - 1938 Cad.

1938 CADILLAC V8 - 7523 Owner: Gus Drake

1941 CADILLAC 63 SERIES Owner: Lew Howells

Talking about Cadillacs and La Salles -Right - after all - what else is there?

Page ∦6

"What's the One Car You Always Wanted" - A LaSalle Story

t was a beautiful late summer day, Labor Day 2022 to be exact.

Around 2 p.m. the phone rang. The driver said he was about an hour out. I went outside, set up some rocking chairs and put some music on. Dean Martin and Frank Sinatra seemed fitting. I went inside the house and said to dad let's go outside and relax. He sat down in the rocking chair listening to the music. Dad was diagnosed with bladder cancer in 2021. After extensive chemotherapy and bladder removal surgery by the best doctors and surgeons at The University of Pennsylvania he is now in remission. While listening to music I said to him I have something to show you.







Soon a huge hauling truck with a thirty foot white box trailer meandered down the street. Being Labor Day, there were quite a few neighbors outside in wonder. Dad said to me "where is this guy going"? With that, the driver pulled in front of the house. I went out and greeted him. He had been driving for three days from the west coast. I went over to Dad and said to him, "what's the one car you always wanted"?



Now to put some context to his response this man is from the old school. He was born in 1940. Eighty four years young just like the Lasalle. He walked to school and back home in six feet of snow. Uphill both ways! He grew up in West Oak Lane Philadelphia. Went to North Catholic. The Nuns would slap you with a ruler, and if you got in a fight, the Priests would make you and the other guy put on the gloves and duke it out when school was done for the day. He had one pair of basketball sneakers, one baseball glove, and one bicycle. And as a kid growing up I can attest he had the same 1969 Chevy impala for thirty years. So with a bit of coercing he said a Cadillac. The trailer door dropped and you could hear the roar of a car engine from inside the trailer. The 1940 Lasalle series 52 convertible backed out and arrived to its new home and new caretaker.





Editor's Note: You may have seen this car in the September 2024 Self-Starter. It was Jeff Shively Editor's Choice for the 2024 Grand National. This LaSalle Series 5267 Convertible Coupe was a one year only body style. Due to a limited production run from March 5 to June 20 1940 only 425 examples were produced.

Jeff Hansen's 1941 Restoration - Part 5

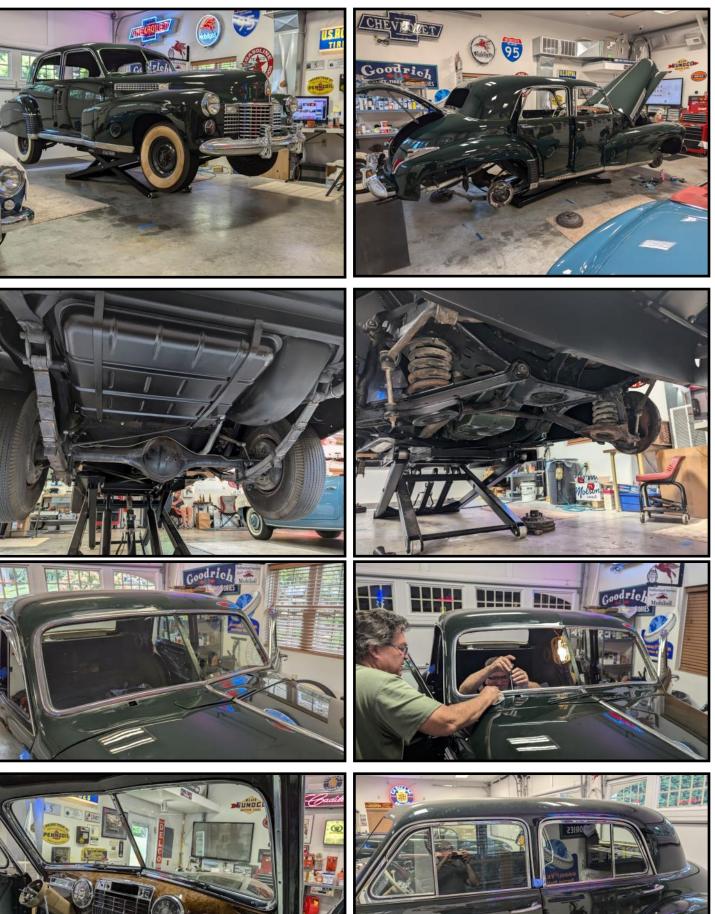


Wow does time fly! A lot has happened since the last installment of this restoration saga, but then again, it hasn't.

Until the recent Gettysburg Grand National Meet, I was at the stage of this restoration where progress comes in tiny steps. Life gets in the way and other projects take priority - helping Jack Hotz finish assembling his '37 LaSalle and prepping my '42 series 75 for the Gettysburg show, for example. Up until July 5, progress was slight in the past 10 months: I was able to install most of the body wiring harness and test it and I built linkage for the backup light to work off the shift linkage (in '41, the optional backup light was activated by a switch attached to the bottom of the dashboard). After Hershey last year, VFR member Rich Taylor was kind enough to travel to Delaware and lay down a nice antique gold pinstripe on the belt molding. That's the extent of progress up to the end of June.

What changed on July 5 of this year is that VFR member Rob Robison and I transported my car to Rob's garage/workshop to continue the restoration. Jack Holz, Rob, and I had so much fun finishing Jack's LaSalle that they agreed to help me finish my car. Greg Forgey, a lifelong friend of Rob's, is also helping. I am forever grateful to all of them!

Progress since that July day includes getting new weatherstripping, fuzzies, and glass installed in all four doors. The windshield has been installed. The front suspension has been cleaned up and lubricated. All four shocks required fluid and were filled. All nuts in the steering linkage and front suspension were retorqued – and some needed it. With less than 80,000 miles, the car's front suspension seems to be in good order. A test drive on the tightened-up suspension will be interesting to see how the ride quality has changed, if at all. The wheels have been dismounted, powder coated their original color, and remounted. Jack is busy repairing the structural wood around the back glass. I could not be happier with the progress!











Next steps include installation of the back glass once the window frame returns from the plating shop, installation of the door weatherstripping, a road test, installation and testing of the restored deluxe heating system, etc.

There is still a ways to go before I start to look for someone to sew the upholstery fabric, but progress has resumed in a big way. I am thankful to have very talented friends!

Cadillac in the 1980s

The 1980s was an interesting and transformative period for Cadillac. During this decade, Cadillac made significant advancements and introduced notable features in their vehicles. Here are some aspects that were special about 1980s Cadillacs:

1. Downsized Models: In response to changing market demands and stricter fuel economy regulations, Cadillac downsized their vehicle lineup in the early 1980s. This resulted in smaller and more fuel-efficient models while still maintaining a luxurious experience. The

downsized models featured sleeker and more aerodynamic designs.



1982 Cimarron

2. Technological Advancements: Cadillac embraced new technologies in the 1980s. They introduced electronic fuel injection systems, digital instrument clusters, onboard computer diagnostics, and other electronic advancements that improved performance, fuel efficiency, and overall reliability.



1987 Seville

3. Comfort and Luxury: Despite the downsizing, Cadillac maintained a focus on providing a comfortable and luxurious experience for its customers. The interiors of 1980s Cadillacs featured plush upholstery, premium materials, and a host of amenities such as power seats, power windows, and advanced audio systems.



1983 Eldorado

4. Advanced Suspension Systems: Cadillac implemented advanced suspension systems in their vehicles during the 1980s. The introduction of electronic level control and computer-controlled suspension systems improved ride quality, handling, and stability.

5. Innovative Safety Features: Safety features became a priority for automakers in the 1980s, and Cadillac was at the forefront of introducing innovative safety technologies. Some of the notable safety features in 1980s Cadillacs included anti-lock braking systems (ABS), driverside airbags, and traction control.

6. Allante Convertible: One standout model from the 1980s was the Cadillac Allante. Introduced in 1987, the Allante was a twoseater luxury convertible that showcased Cadillac's commitment to style and craftsmanship. It featured a sleek design, a retractable soft top, and a range of luxurious amenities.

Overall, the 1980s Cadillacs were characterized by a blend of comfort, luxury, and

advanced technology. The downsizing efforts, adoption of electronic advancements, and focus on safety features were some of the key aspects that made 1980s Cadillacs special.

1988 Anti-Lock Brakes



1987 Allante

20

14. Four-speed automatic corrective transmission cuts regime rops 10 to in crusing speeds. 15. Meth-mounted wheels and tires for nulling amouthness. Heavy-Duty Ride Package Available for Feetwood Broughams and DeVilles. The Heavy-Duty Ride Package provides added ride form



Touring Suspension...

Exceptional LaSalles Available:

1939 LaSalle 2-Door Sedan for Sale

Former CLC member has a **39 LaSalle 2-door sedan** for sale. Low production model. *Currently disassembled*. Nice body; rebuilt motor that has never been fired. Contact: **Robert Sykora, Call 610-585-5300** 1194 Collegeville Rd. Collegeville Pa 19426

From Jack Hotz: I received a call from Peter Moffett in Toronto who is 80 and is cleaning out everything in his garage. He has left over parts from years ago when his brother had a **38 LaSalle convertible**. He has a gas tank, hood, side panels, generator, etc. He wants them all gone as a group. Some cash would be nice but not necessary. He just hopes they go to a good home, if not they are going to the SCRAP YARD. Come get them. **Peter Moffett 1-519-888-9987**

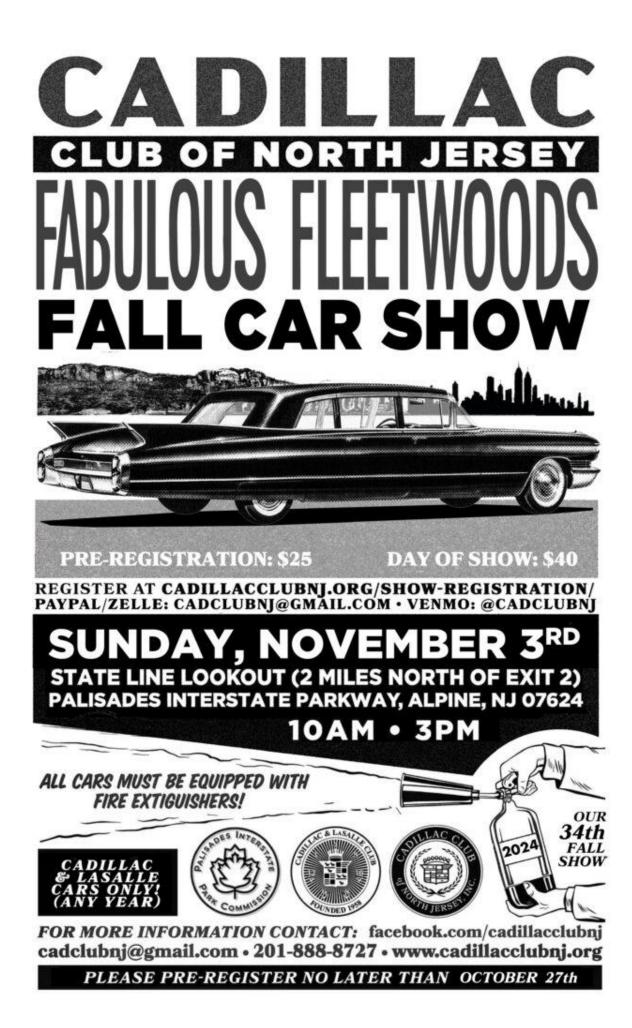
1940 LaSalle 4-Door Sedan Series 52 - No Reasonable offer Refused

Paint complete, Matching numbers, Assembly Required Located in Longview, Texas - **Call Nelson Bates 903-237-8098** for more photos Text **Eli 480-863-4313**





NOTE: JEFFERSON FIRE COMPANY NO. 1, WEST NORRITON TOWNSHIP, BLACK HORSE AUTO SUPPLY, CYCLE STOP, TORNETTA REALTY CORP OR ANY OTHER SHOW SPONSORS WILL NOT BE HELD RESPONSIBLE FOR INJURY OR DAMAGE TO ANY CAR OR PERSON.



GALENA LIONS CLUB CAR SHOW



Where: Massey Aerodrome (Kent Co., Maryland) 33541 Maryland Line Rd., Massey, MD 21650 When: Sunday, 3rd November 2024 Entry Fee: \$20.00 (Includes entry to Air Museum) Registration: 10:00 am to 12 noon / Judging: 12 to 1:30 pm Awards: 2:00 p.m. (Info.: Chris @ 410-708-4889 or 410-648-9974) Presidents Trophy & Top Ten Plaque Awards Dash Plaques to First 50 Vehicles Door Prizes - 50/50 - D.J. Music - Food & Beverages (Rain Date: Sunday Nov. 10th) -- (200 show cars last year!) (Event benefits Galena Lions Club & Massey Air Museum 410-928-5270)



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

There are many items to choose from, here are just a few examples:



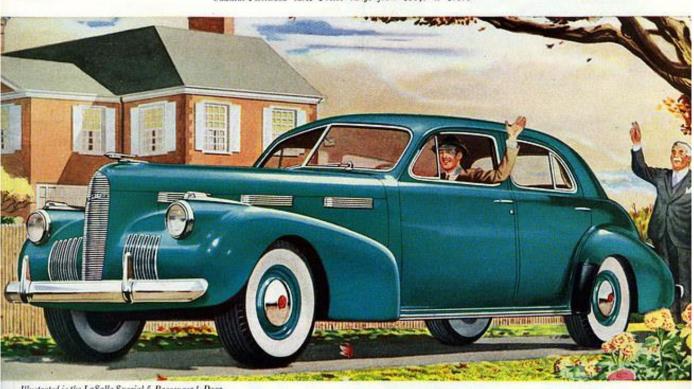
Let Them Know You're a Valley Forge Member Use Code CLC15 and Receive a 15% Discount on all Orders

"Here's why I think you should drive a La Salle"

"Well," said the father of the bride, "I'll tell you why I think you should drive a LaSalle. In the first place, your LaSalle will actually save you money—and I know you're interested in that. Not only is LaSalle's first cost extremely moderate—but the car is so dependable, and lasts so long, that upkeep and depreciation are unusually low. A LaSalle will give you a lot more pleasure, too. It's a *Cadillac* product, and is powered by a Cadillac V-8 engine. Its performance and comfort and handling ease are simply unmatched at the price. And, finally, you'll be much *safer* in a LaSalle and I'll confess to a very special interest in the welfare of both of you. Why not visit the Cadillac-LaSalle showroom today? I'm sure you'll find I'm right!"

The Cadillac Motor Car Division builds LaSalle, Cadillac and Cadillac-Fleetwood cars. Prices range from \$1240 to \$7175*





Illustrated is the LaSalle Special 5-Passenger & Door Touring Sedan \$1550. White sidewall tires, extra*



1240 AND UP *delirered at Detroit. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.