

Volume 50, Number 5
September / October 2025



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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 Zoom at the following link:

Join Zoom Meeting:

<https://us02web.zoom.us/j/87022741627?pwd=S3R5TUVJbDl6Nm41bmJSVkJNiUjZYQT09>

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)



Greetings! The weather is wonderful! I hope everyone is taking time to enjoy it, especially over the Labor Day weekend! Pray for good weather for our Peddler's Village show on Sept. 7th. There are several important announcements and updates in this issue of *The Goddess*; please make time to read it.

The **Inter-Region Meet and Show on Saturday and Sunday August 16th-17th** was not large, but everyone enjoyed the event and show. We had 12 for the museum tour, led by Richard Sills, followed by dinner at Giotti's. We had 22 cars for the show at the AACA Museum on Sunday. We will highlight the winners

Pre-registrations for the **VFR-CLC and Philadelphia Region LCOC combined show at Peddler's Village on September 7th** stand at 23 cars. Pre-Registrations are due by this Friday, so please send it ASAP if you haven't already. We get many day-of-show registrations; pre-registering will help expedite check-in, organize the show field, classes, etc. Details and registration form are attached to this email. We look forward to seeing you.

It's not too late to register for the **VFR's 50th Anniversary Banquet** is also attached. You should have also received an invitation via snail mail. Please plan to attend this milestone event. 21+% of the cost of the banquet is being subsidized by the VFR. We look forward to celebrating with you.

Please note: **VFR's September monthly meeting** on Tuesday, September 16th is **cancelled**. If there is any club business you wish to bring before the VFR Board of Directors, please plan to attend the October meeting on Tuesday the 21st.

A complete listing of local and regional events is below and on the VFR website; please plan to attend events hosted / organized by VFR, RRR, or Potomac Regions, or CLC National listed below.

- ♦ **Sunday Sept. 7th: Peddler's Village Car Show Lahaska PA; rain date Sept. 28.**
- ♦ **Saturday Sept. 13: Ankogas AACA Annual Show,** at , at Gateway Classic Cars, Runnemede, NJ.



- ♦ **Sunday, Sept. 14: VFR 50th Anniversary Banquet – Pennsauken Country Club**
- ♦ **Sept. 26-27: CLC Fall Festival at CLCMRC Museum in Hickory Corners MI**
- ♦ **Oct. 7-10: AACA Fall Hershey Flea Market and Eastern National.** Please plan to help with the CLC hospitality tent Oct. 7-9. I will send an email to sign up in the next week or so.
- ♦ **Oct. 15-18: CLC National Driving Tour, Central/upstate NY.**
- ♦ **CLCNJ Fall Show at State Line Lookout - Sun Nov. 2 (to be confirmed).**

Goddess Editor Robert Schles is looking for articles! If you would like to share the story of your Cadillac or LaSalle, write a draft and email it with photos to Rob. We will collaborate with you to edit if needed.

Best Wishes to you and your families. I look forward to seeing you soon. Be *well!*

Warm Regards,

Michael Stinson, Director,

Valley Forge Region Cadillac & LaSalle Club





Cadillac & LaSalle Club

Valley Forge Region

Michael Stinson, Director

September 1, 2025

Re: Valley Forge Region CLC Membership Dues Increase

Greetings VFR Members:

At our August 19th monthly meeting, the VFR Board approved a motion to increase our annual dues effective January 1, 2026. Annual dues will increase by \$10.00 per year for each membership tier as shown on the attached updated member renewal form.

As you know, costs for everything have been increasing for the last several years. VFR's dues have remained the same since 2010. The VFR Board endeavored to keep this increase minimal, while looking to offset higher club costs.

The \$10.00 annual increase is less than the compounded inflation rate from 2010 to present. A one-year membership with auxiliary will increase from \$25 to \$35. This membership would be \$37.00 if adjusted for inflation. The flat, \$10 annual increase for two or three year memberships is less on a percentage basis, maintaining some savings compared to a one-year membership.

Where Does the Money Go?

VFR operates with the goal of breaking even on shows and events that we host. We strive to return dues to our members after expenses by partially subsidizing club events and activities. When planning shows or events, we work to keep costs in line with projected income from that event. If costs exceed projected revenue, VFR subsidizes the difference. Costs of events such as the annual banquet and this year's 50th anniversary banquet are subsidized by the club at 10-20% of total costs on average.

While some club expenses have decreased in recent years, such as no longer printing and mailing *The Goddess* monthly newsletter, other expenses have increased significantly and continue to do so:

Web hosting and services cost \$522 for a three-year period.

Name tags for new members are now \$20 each. VFR subsidizes \$10 of the cost for new members plus an auxiliary (two badges) for the first year. The dues increase will offset this expense but not cover it completely.

The cost of first-class postage is now \$0.78.

We have held registration fees for shows, but trophy costs have increased causing us to cut back on classes to reduce the number of trophies and reuse old trophies donated by members. Even with these efforts, some events lose money if we do not get enough registered cars to break even.

We regret having to increase dues but hope this letter provides a better understanding of why and what dues are used for.

Thank you for your continued support of, and participation in the VFR. Feel free to contact me with any questions or would like more information.

Sincerely,

Michael Stinson, Director



VFR MEETING NEWS

Note: With the 50th Anniversary Banquet taking place on September 14th, there will be NO September Meeting at the Desmond Hotel.

Mark your calendars for several up coming special events put together by your club

- ♦ Join us for one of the most picturesque shows of the season in beautiful Peddler's Village. Stroll through charming shops and enjoy great dining while admiring a spectacular lineup of Cadillacs, Lincolns and other classics. This event is always a crowd favorite and promises a full day of automotive beauty and camaraderie. **Flyer on page 28**
- ♦ Help us celebrate **50 years of the Valley Forge Region** at the Pennsauken Country Club! This milestone event will feature a dinner reception, special recognitions, and memories from our club's rich history. Don't miss the chance to connect with longtime members and toast to the next fifty years of VFR excellence. **Reservations due to Nancy Hotz by September 3rd. Flyer on page 29**
- ♦ The world-famous Fall Hershey Meet returns, and this year marks the final appearance of the CLC tent. Stop by to meet fellow Cadillac enthusiasts, view rare memorabilia, and take in one of the largest antique car events in the world. Volunteers are always welcome to help staff the tent—reach out to Michael Stinson if you can lend a hand!
- ♦ CLC National Driving Tour **October 15-18** - Caravan with several VFR members - **See page 25 for details**

The Early Days Of The Valley Forge Region

Continuing the story of The Birth Of A Region — 50 Years Ago This Year The Region Was Formed.

Some of you may fondly recall these past events. Here are a few photos capturing memorable moments from the Valley Forge Region's earlier gatherings courtesy of Nancy and Jack Holz.



VFR Directors— Lancaster GN 1993



Seattle GN 1987



Woody Rohrbach shows his 1931



Gary's Garage in Mays Landing, NJ 4/2005



June 2001



Saratoga GN 2003

Your Photos Needed! At the end of the year there will be an article in the Self-Starter about the history of the VFR. If you have photos from the 70s, 80s, 90s & 2000s of region events, send them to therobertschles@gmail.com



VFR Website Statistics (courtesy Webmaster Jeff Hansen):

For July 13 to August 16 = 35 Days 380 website visitors (or 10.86 per day). This compares to 222 visitors (7.93 per day) over the previous period 28 days.

Top countries where our visitors are from: USA (354), China (7), Netherlands (6), Ireland (4), Australia (3), others with 1 visitor each

10 most popular pages:

1) "upcoming events" (No such page, most likely data mining of website) then,

Home page

Online Calendar

The Goddess

Officers

Join Us (Membership Application)

Our Friends

Current News

President Message

Number of people downloading an issue of **The Goddess** directly from our website in July 2025 - 11

Treasurer's

July

2025

Report From
John Wood

INCOME		EXPENSES	
Inter-Regional Regs:	\$202.00		
Gateway + Other Donation:	\$130.00		
Lahaska Registrations:	\$80.00		
Net for July	\$412.00		
Net YTD:	-\$496.93	Total	\$0.00



IN CLC NATIONAL NEWS



2025 CLC National Membership Drive

From Aug. 1—Nov. 30, the CLC is challenging its members to a National Membership Drive! Winner receives a \$150 credit to a future Grand National or Winter Reunion & Board Meetings event (happening in the next two years—through Winter 2028). The runnerup will receive a \$50 gift card to the GM Club Apparel Store. (gmclubapparel.com)

To win, you must have the highest number of new memberships credited to you. Credit can only be assigned via the website "member who referred you" OR on the paper form, under "Referring Member" line.

Who referred you?

Referring member (if applicable)

Not required for membership

Online form

Paper form

New memberships are counted as any individual signing up as a new member, who has not been a member in the last two years (since August 2023). Not sure how to find new members? Here are some ideas:

- Go to local shows and bring signup forms with you
- Ask your local Cadillac dealer sales floor to hand them out with car purchases or have them available on the showroom floor.
- Get your friends and family signed up!

Membership rack cards and business cards are available; keep some in your cars, wallet and/or purse. Ask your Region/Chapter/Affiliate director for a supply or order them from Jason Edge at jasonedge64@outlook.com.



The CLC is having a National Membership Drive through November 30th. The winner will receive a \$150 credit to a future Grand National or Winter Reunion & Board Meeting event {happening in the next 2 years—through the Winter of 2028}. See page 5 of the August Self-Starter for all the contest rules.

There are a couple of new functionalities on the CLC Website.

- ♦ You can also gift a renewal CLC membership to former CLC member. Follow this Link:

giftrenew.cadillaclasalleclub.org

- ♦ Direct new members to join here:

<http://join.cadillaclasalleclub.org/>

Car Show Calendar

September

- 1st Ludwig's Corner Antique Car Show Hosted by HCCP 1326 Pottstown Pike Glenmoore, PA 9a-3p
- 6th 50th Annual Classic Car & Street Rod Show Cruisin' the Boards, Ocean City, NJ 9a-5p
- 7th **VFR & LOCC Peddler's Village Car Show Lahaska PA 9a-2:30p See Page 28 for Flyer**
- 13th Ankokas AACA Annual Show, at Gateway Classic Cars, 195 E. 9th Ave. Runnemede, NJ 9a-2p
- 13th Woodbury's Martin Plaza Car Show 429 S. Evergreen Ave Woodbury, NJ 10a-2p
- 14th **VFR 50th Anniversary Banquet – Pennsauken Country Club** *Flyer on page 29*
- 20th Hockessin Car Show 7250 Lancaster Pike Hockessin, DE 19707 12p-4p
- 20th Riverwinds Car Show ,1000 Riverwinds Drive West Deptford, NJ 19-4p
- 21th Hagley Car Show Hagley Museum 200 Hagley Creek Road Wilmington, DE 9a-3p
- 28th Stoltzfus Farm Service Fall Show, 1043 Gap Newport Pike Cochranville, PA 12p-4p
- 28th 50th Annual All GM Car Show 111 Barto Rd, Barto, PA 8:30a-2:30p

October

- 1st-5th Fall Carlisle at the Carlisle Expo Center in Carlisle, PA
- 4th 12th Annual Cars for Kacie, Classic Auto Mall Morgantown, PA 8a-3p
- 4th Pine Hill District Scouting America 5th Annual Car Show, Camden County College, Cherry Hill, NJ
- 5th Celebration of Cars Benefit Car Show A&T Chevrolet-Subaru 801 Bethlehem Pike Sellersville, PA 9a-1p
- 7th-10th **Fall Hershey** - Volunteers needed for the CLC Tent - Email Michael Stinson michael.c.stinson46@gmail.com for more details
- 12th 39th Annual Car Show at the Woodbridge Community Center 600 Main St Woodbridge, NJ 8a-3p
- 15th-18th **CLC National Driving Tour** - Caravan with several VFR members - **See page 25 for details**
- 18th DVRR Halloween Car Show 9061 Mill Creek Rd Levittown, PA 2p-6p
- 19th Bristol Day Car Show, 450 Beaver St Bristol, PA 10a-3p
- 25th Delaware Cops & Rodders Car Show Glasgow Park 2275 Pulaski Highway Newark, DE 9a-2p

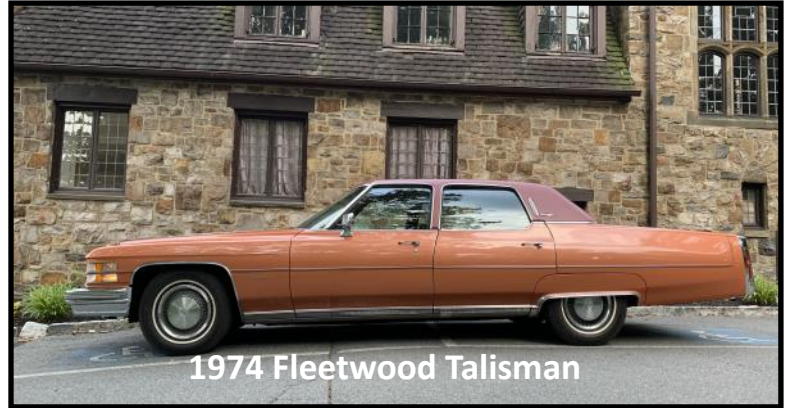
- November** 8th 6th Annual Cruise-In Car Show 210 Penns Trail, Newtown, PA 12p-4p

Earl Rutter's 1962 Series 62

Tail Light Tale



Cadillacs first caught my interest after getting a ride in a then brand new 1993 Eldorado Touring Coupe with the Northstar system. It was a memorable ride as the owner took us for a drive showing off the power the car had. I remember being sucked into the backseat listening to the sound of that Northstar as he floored it. From there, my first old Cadillac was a 1974 Coupe Deville I drove through college and have owned several after including a 1974 Fleetwood Talisman.



1974 Fleetwood Talisman

I sold the Talisman fall of 2021 and decided it was time for a convertible. I picked up a 1963 Eldorado about a year and a half later with the intention of restoring it. I quickly found out, I was in way over my head. I sold the Eldorado in the spring of 2023 and over a year later, I get an email from my friend Jack McClow of the Potomac Region about a 1962 Cadillac Series 62 Convertible for sale. At the time, I did not have an antique Cadillac and would frequently get emails from friends sharing cars for sale. Jack knew what I was looking for and thought this car would be the ideal and he was correct.



1963 Eldorado



1962 Series 62 Convertible

The 1962 Cadillac Series 62 Convertible was owned by a fellow Cadillac & LaSalle Club member of the Raritan River Region in New Jersey. There were only a few pictures but it was my favorite color combination, turquoise with white interior and top. I also like the styling of the 1961/1962s with the lower fin. I reached out to a few of my friends in Raritan River Region to get the story on the car. The current owner had the car 18 years and was meticulous in its care and maintenance. It even had the original bill of sale and invoice. The car was sold new at Criss Cadillac in Providence Rhode Island to a doctor. He bought the car on October 23, 1962 as a summer car for his wife. Interestingly, this was the same day President Kennedy signed the proclamation authorizing a naval quarantine of Cuba during the Cuban missile crisis. The original family had the car for about 40 years; it changed hands to its second owner who had it about 4 years and then on to its current owner. I called and made an appointment to take a look.



The 1962 Cadillac was everything described. After a brief drive, we agreed on a number and I picked the car up on October 4, 2024. With winter coming, I put the car away and spent time on some detail items to make the car more period correct. For example, modern T3 headlights, correct floor mats, plug wires, etc. There were a few electrical things that needed attention like the wipers and a brake light that was out. That is not my area of expertise, but thankfully VFR Assistant Director Robert Schles was gracious enough to offer his time to help analyze the problems. With winter soon approaching, I decided to wait until spring the following year to have Robert look at that car. Over the winter I turned my attention to detailing the car. I cleaned and conditioned the interior and polished the chrome trim. Every small improvement brought the Cadillac closer to how it would have looked rolling out of the showroom over sixty years plus ago.



Spring of this year brought constant rain and we had to reschedule a few times. We did finally get a nice day and I drove the car down to his house in Delaware. I sent him a text as I was getting onto the highway about 12 miles from his house. And then 10 minutes later, I was calling him. The car shut off a few miles after my text.

Robert came out with a brand new Cadillac Lyriq he bought only a few days earlier and diagnosed the problem. The points were not opening which means the car did not have spark. After gapping the points with a folded \$1 bill and getting them to open and close, we were off to his house. We hooked up the car to a tach/dwell meter to set the points to the proper dwell angle of 30°. Now the car was running smoothly. Next it was time to focus on the brake light and wipers. After much troubleshooting, we discovered a faulty wire connection under the rear bumper causing the left brake light not to work. The wipers were another story. With a through diagnosis, it was determined the wiper motor itself was bad. At some point I will look for a replacement motor.



It was a traditional Cadillac smooth ride home with the top down. Many thanks to Robert for the rescue and his time that day. I look forward to continually improving the car while driving and showing it.



Northeast CLC Iner-regional Meet 2025

On August 16–17, 2025, the 4th Annual Northeast CLC Inter-Regional Meet was held at the AACA Museum in Hershey, PA. Saturday featured an optional *Behind-the-Scenes Tour* of the museum's storage garage, led by former CLC President and Museum Director, **Richard Sills**, whose knowledge of the many makes and models stored there is truly unmatched. Participants left with fresh insights, not only about the vehicles themselves but also about the generous owners who donated them. With so many fascinating cars on display, capturing them all in photos was nearly impossible. Below is just a small sampling of what we saw in storage.



1905 Cadillac Model E



1912 Cadillac Model 30 Touring



Notice It's a Right-Hand Drive

On Sunday, the main event took center stage as the car show brought together an impressive variety of Cadillacs, spanning multiple eras and showcasing the brand's unmatched style and heritage. Attendees were treated to gleaming chrome, richly detailed interiors, and meticulously maintained engines, each vehicle telling its own unique story of craftsmanship and care. Judging for the event was done by People's Choice, allowing everyone present to cast their votes for their favorite vehicles.

Five Cadillac & LaSalle Club (CLC) Regions were proudly represented at the event, along with their respective Directors and leadership. Attendees included **Michael C. Stinson** from the Valley Forge Region, **Ted Mandalakis** from the Raritan River Region, **Richard Sills** from the Central PA Region, **Anthony Vanacore** from the North Jersey Region, and **Chuck Piel**, Assistant Director of the Potomac Region. In addition, **Jeffrey Montgomery**, Northeastern Regions Vice President, was also in attendance. Here are the well-deserving winners who captured the admiration of fellow enthusiasts:



Michael Stinson presented **Richard Sills** with the **Inter-Regional CLC Meet ABC Award** in recognition of his outstanding contributions, unwavering dedication, and lifelong passion for the Cadillac & LaSalle Club.

Class A – Cadillac & LaSalle – 1959 and older



1st prize – 1953 Series 62 convertible, Sam Shipley



2nd prize – 1949 Series 62 sedan, Art Archambeault III

Class B – Cadillac – 1960-1969



1st prize – 1962 Series 62 convertible, Earl Rutter



2nd prize – 1962 Fleetwood 60 Special, Melissa Archambeault Dalton

Class C – Cadillac – 1970-1979



1st prize – 1979 Coupe deVille d'Elegance, Ted Dubbs



1st prize – 1971 Sedan deVille, Ted Mandalakis

Class D – Cadillac – 1980 and Newer



1st prize – 1984 Eldorado Biarritz convertible, Ori Masdeu

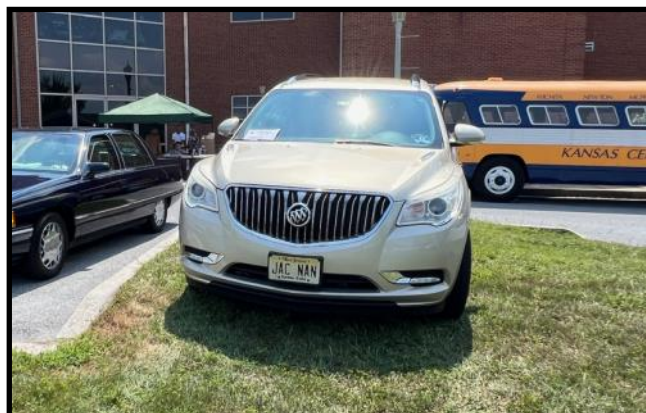


2nd prize – 1998 Sedan deVille, Jeff Montgomery

Class E – Other Makes



1st prize – 1951 Oldsmobile 98 sedan, Dan Reed



2nd prize – 2018 Buick Enclave, Jack and Nancy Hotz



Best of Show — Sam Shipley With His 1953 Cadillac Series 62 convertible



Long Distance Award — Joe Vanacore With His 1978 Fleetwood drove 157miles from Mahwah, NJ



The Show Winners!

The Car Show Reporter, Pamela Hirschhorn, put together a walk around video of the show. It can be found on YouTube at this link: <https://www.youtube.com/watch?v=xoDqItOPrWY>

Valley Forge Region CLC Covered Bridge Run

The Valley Forge Region's Covered Bridge Tour took place on **Saturday, July 19th**, and it turned out to be a great day for a drive despite a slightly uncertain start. As members gathered at **Northbrook Marketplace** in **West Chester, PA**, the weather looked a bit questionable. However, by **10:00 AM**, the skies began to clear, setting the stage for a beautiful ride. Joining the run were VFR members Nancy & Jack Hotz, Happy & Sam Shipley, Clare & Bill Smith, Sarah & Robert Schles, Don Miller, Earl Rutter Jr. and Michael Stinson.

To our pleasant surprise, a **Cars and Coffee** event was also taking place at **Northbrook Marketplace** that morning. This unexpected bonus gave members the chance to enjoy a variety of vehicles on display while waiting to begin the tour.



Sam and Happy Shipley in their 1953 Series 62 Convertible with 2 Canine Family Members



Michael Stinson's 1985 Eldorado



Don Miller's 1966 Coupe deVille Convertible
Parked Along Side a 1938 Packard



A few of the More Exotic Vehicles
at the Cars and Coffee

Our first bridge was the **Gibson-Harmony Hill Bridge** outside of Marshallton, PA. It was built in 1872 by Edward Hall and Thomas Schull. It's a 78-foot-long Burr truss bridge. This is the only covered bridge remaining over the Brandywine Creek crossing, over the east branch of the Creek.



Sam and Happy Shipley's 1953 Series 62
Going Thru the Gibson-Harmony Bridge



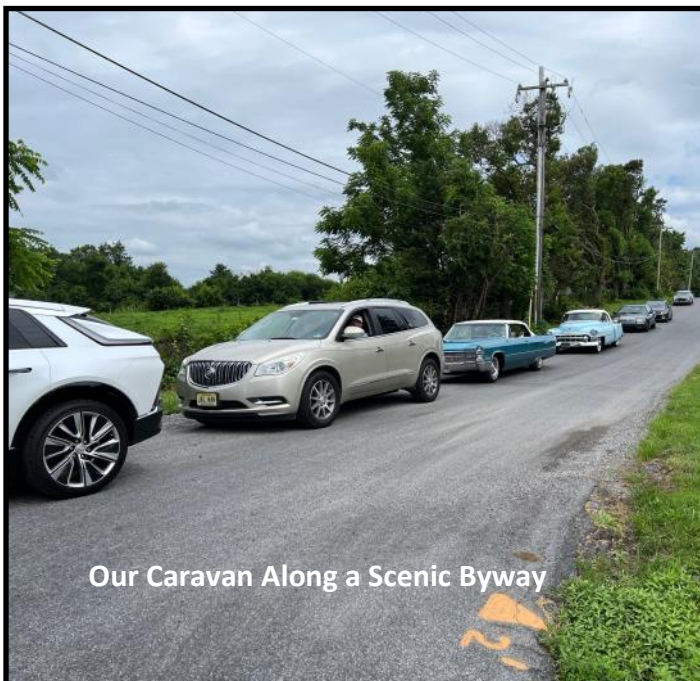
Our second bridge we went through was the **Speakman Bridge #1**; there is a Speakman #2 bridge, but it's on private property. Our bridge resides outside of Coatesville, originally constructed in 1881. The bridge at one time served the Johnathan Speakman gristmill, thus the name. It is 75 feet long and has a Burr arch truss design.



Our next bridge encounter was the **Linton Stevens Bridge** 1051 Kings Row Rd, Oxford, PA. The County built an iron bridge here in 1875. This was so damaged by the June 26, 1884 flood that J. Denithorne & Son were paid \$1,294.00 for repairing it. Only two years later a wooden covered bridge replaced the iron bridge. The bridge was named for Linton Stephens, a local postmaster. Chester County bridge maintenance records show an unexplained change of the spelling to Stevens in 1914.



Our scenic route covered **45 miles** through the rolling hills, farmland, and back roads of **Chester County, PA** leading us through just a few of the region's many historic covered bridges. With 7 cars on the tour, the pace allowed everyone to take in the natural beauty and enjoy their cars along the way.



Unfortunately, the **Glen Hope Covered Bridge**, the final bridge on our tour, was recently closed for restoration, so we weren't able to visit it this time around. But that didn't dampen our spirits! After the drive, several members headed out for lunch at **Two Stones Pub**. However, a bit of confusion arose, unbeknownst to us, there are actually **two** Two Stones Pub locations nearby. As a result, half the group ended up at the **Jennersville** location, while the other half arrived at the **Kennett Square** location. Despite the mix-up, everyone enjoyed a good meal and a chance to relax and recap the day. It certainly added an unexpected twist to an otherwise smooth and scenic outing!

1959-1965 Cadillac Rear Ball (Spherical)

Joint Replacement

By Robert Schles

When VFR Director Michael Stinson recently bought a 1964 Eldorado, he let me take it for a spin to compare it to my own '64 Eldorado. Right away, I noticed how much smoother his car rode. After 15 years with mine, I'd grown used to its feel, but now I had to find out why it rode so differently.

During my 2022 engine rebuild, I had already replaced most of the front suspension, so I knew that likely wasn't the issue. The rear end, however, had been largely untouched aside from a set of new shocks. It was time for a deeper look.

Upon inspection, I noticed the rear ball (spherical) joint looked worn. According to the 1964 shop manual, removing it was a straightforward six-step process. How hard could it be?

"Rear Upper Control Yoke Spherical Joint - Removal"

1. Raise car and place jack stands under front and rear frame side rails.

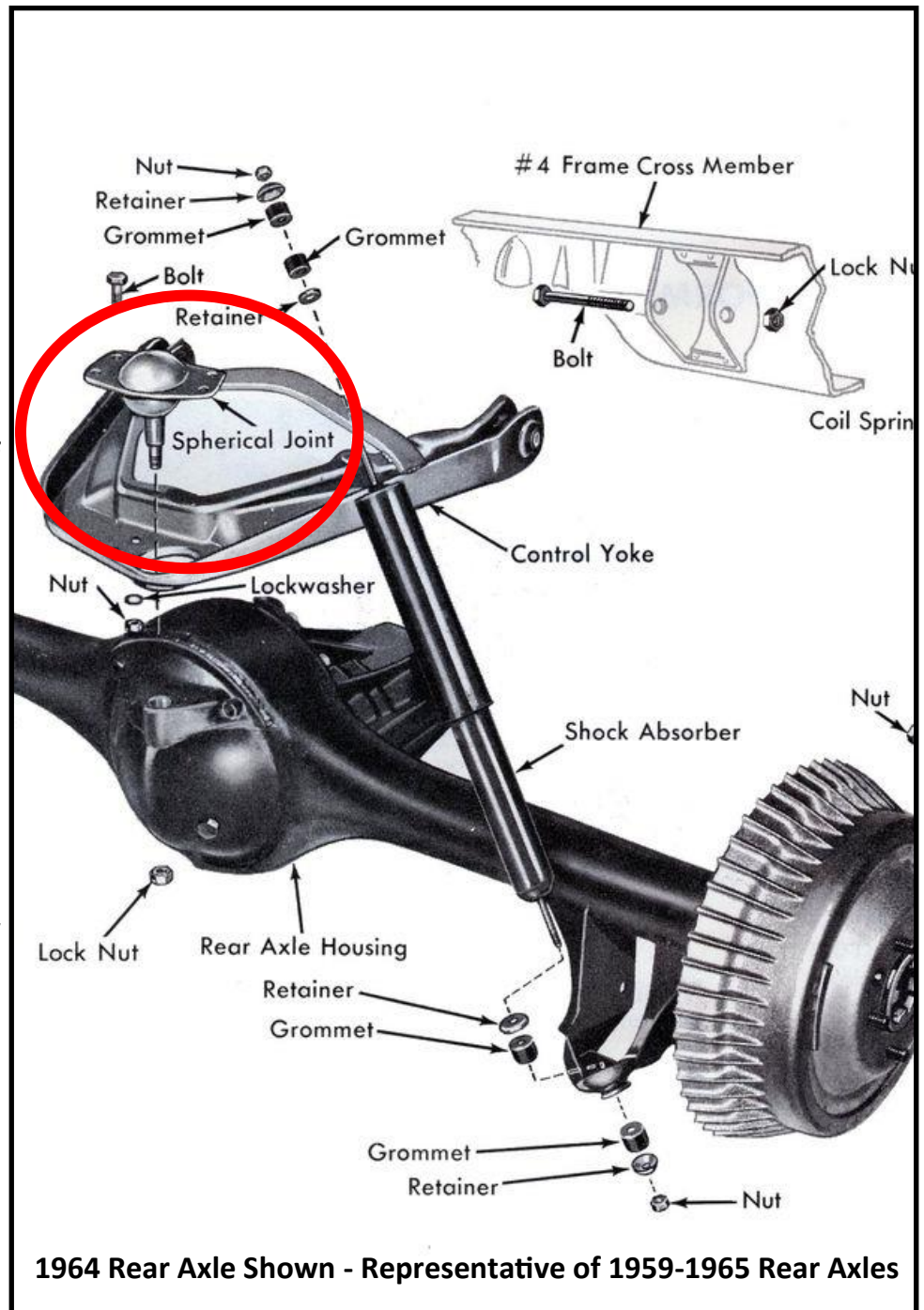
2. Place jack under forward end of differential housing and raise slightly to relieve tension on drive line.

3. Remove nut from spherical joint stud

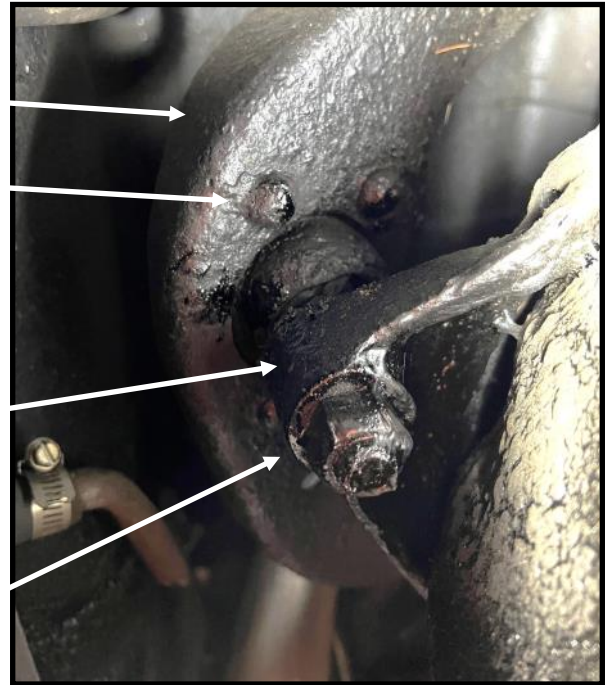
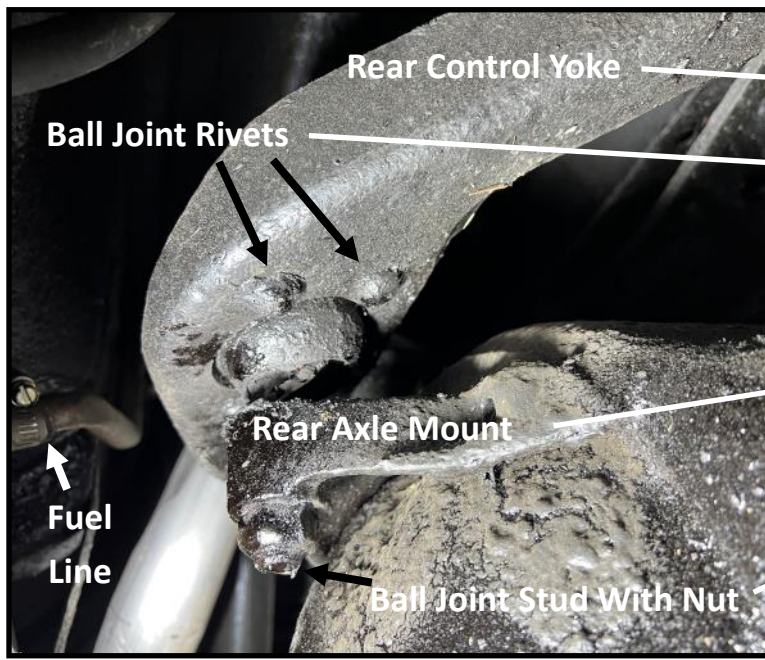
4. Strike mounting base with hammer in area of spherical joint stud to break joint loose.

5. Grind off heads and punch out all four spherical joint mounting rivets. Be careful to avoid damage to mounting holes.

6. Remove spherical joint."



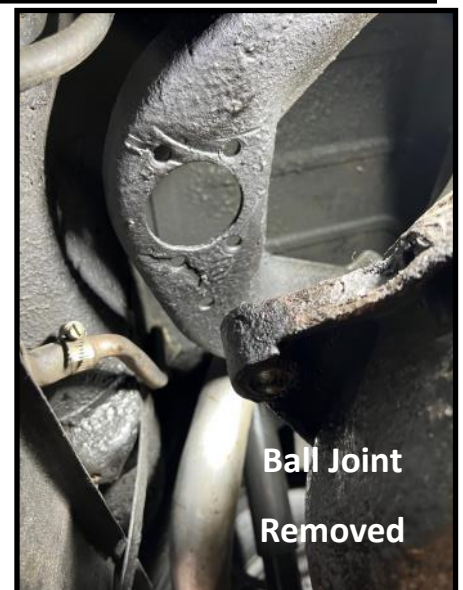
1964 Rear Axle Shown - Representative of 1959-1965 Rear Axles

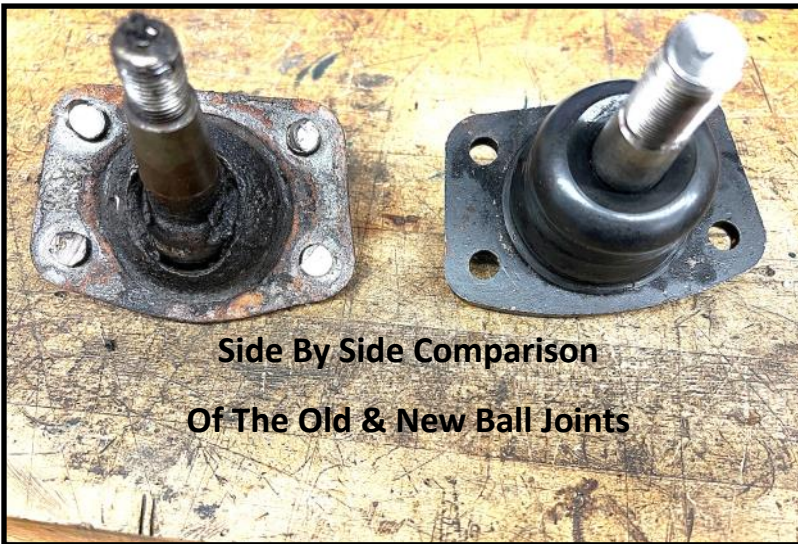


Steps 1 and 2 went smoothly, *placing car on jackstands and supporting the driveline*. Step 3 *Remove nut from spherical joint stud*, however called for removing a nut that hadn't moved in 61 years. I needed an impact wrench to break it loose. Step 4 *Strike mounting base with hammer in area of spherical joint stud to break joint loose* was the real battle, no matter how hard I hit the stud, it wouldn't budge. I even borrowed a ball joint removal tool, that didn't work either. Working on my back with limited space (and growing fatigue), I switched tactics and brought out a heavy-duty puller. I cranked down on it, added a few whacks for good measure, but still, nothing. Heating the joint would have helped, but with the gas tank inches away, that wasn't an option.



I stepped away and came back the next day with a new plan: skip to Step 4 and move on to Step 5, *Grind off heads and punch out all four spherical joint mounting rivets*. I used an angle grinder to cut three of the four mounting rivets. The fourth, tucked just above the axle, was out of reach, so I brought in the Sawzall. It was slow going through hardened steel, but it worked. Step 5 also involved punching out the rivets, which were just as stubborn as the stud. I circled back to Step 4 to break free the stud. This time, luck was on my side. A few solid hits and the stud popped free, probably loosened by all the vibration from the cutting and grinding. With the stud finally out, I used a chisel and the puller to remove the old ball joint and freed the unit. Victory, at last.





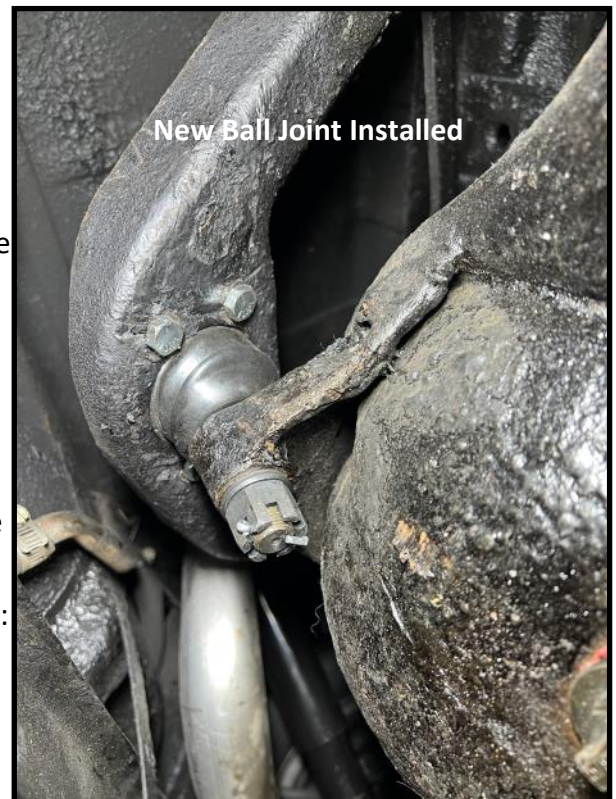
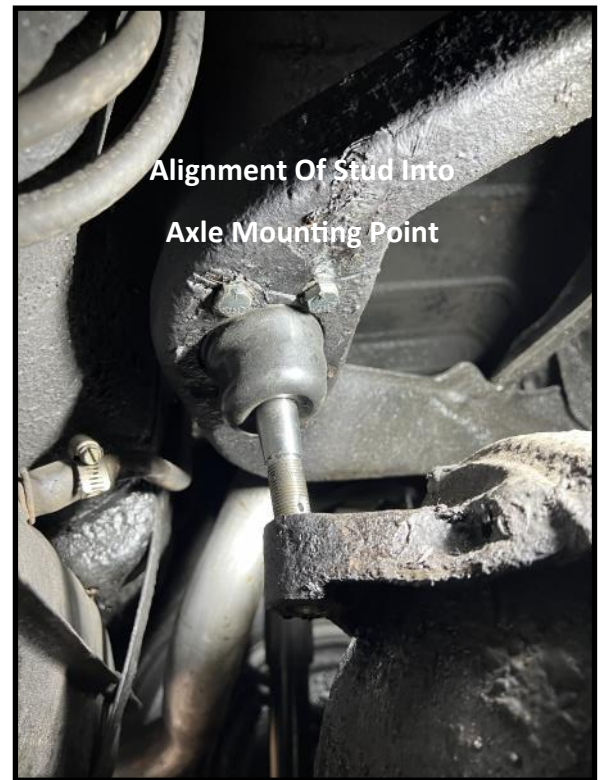
**Side By Side Comparison
Of The Old & New Ball Joints**

Installing the new ball joint was straightforward. The only hiccup came when trying to get the stud mounted back into the axle. I ended up using a 10-inch clamp to pull down the rear control yoke just enough to get the nut started on the stud, then tightened it up with the impact wrench. Job done. After taking the car out on the road, there was a noticeable improvement, riding like a Cadillac should.

Summary & Reflections

What began as a friendly comparison between two Cadillacs turned into a rewarding project. A good reminder that even the smallest components make a big difference in ride quality. Sometimes it takes a fresh perspective (or a simple test drive) to realize what your own car has been trying to tell you for years. After years of gradually adjusting to my Eldorado's quirks, I hadn't realized just how much the ride had changed over time. Driving Michael's car opened my eyes to what these cars are supposed to feel like, smooth, solid, and effortless. It also reinforced something many of us in the club already know: that ownership is more than just maintenance it's discovery, learning, and connection. Whether you're chasing down a replacement part, consulting a shop manual, or spending time under the car chasing a stubborn bolt, it's all part of the experience. That moment when the new part finally goes in and everything lines up, that's a victory worth celebrating.

Now, with the new rear ball joint installed, my Eldorado drives better than it has in years. It's amazing how one overlooked component can make such a noticeable difference. And it's even better when the journey to fix it becomes a story worth sharing with fellow enthusiasts who've been there, done that, and probably have a few knuckle-busting tales of their own. ***If you have a story to share, send it to me for a future Goddess.***



Was Cadillac the First Influencer?

In the days when Cadillac stood as the ultimate symbol of luxury, quality, and grandeur, many manufacturers featured Cadillacs in their advertising to highlight their own products' excellence by association. Was this simply clever marketing, or could it be seen as an early form of product placement orchestrated by GM? Here are several examples of products that show Cadillacs in their ads with the month and year shown.



How Much Luggage Will Fit In Your Trunk?
General Tire & Rubber Co. 6/1959



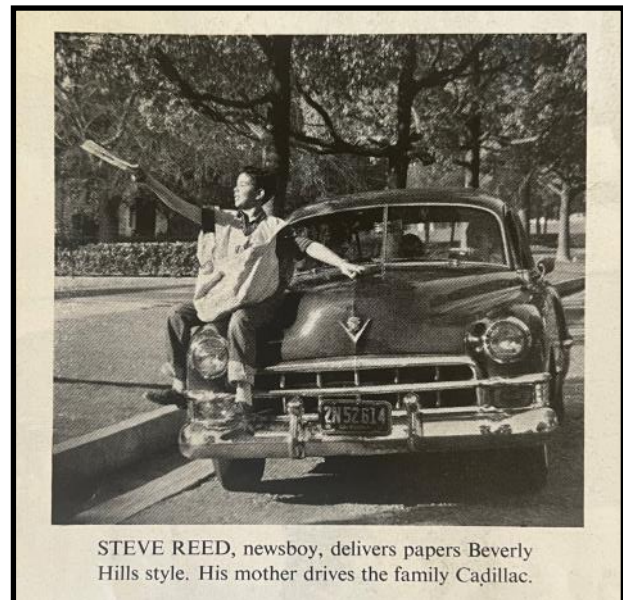
Best Western Motels 5/67



New Moon Homes 11/53



Rolls In London Or Cadillac In New York,
You Choose - Booth's London Dry Gin
8/1960



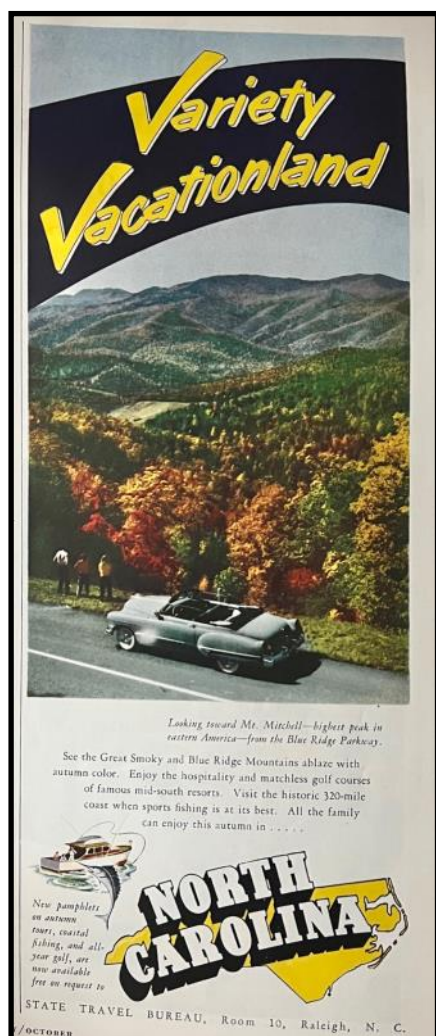
Who Wouldn't Want Their LA Newspaper
Delivered By Cadillac? 10/1952



Hertz Rent A Car 4/1963



Hertz 4/2025



Come to North Carolina In Your Cadillac 10/1951



Put A Brim On Your Cadillac - Fulton Co. 7/1947



Tanner Guideposts

to fun in California, Arizona and Nevada

REALLY SEE HOLLYWOOD

- See INSIDE Movie Studios with Tanner Gray Line scheduled tours in deluxe parlor coaches—see homes of stars, TV and radio shows. See everything! Let experts show you the sights!

Rent-a-car U-DRIVE package tour of YOSEMITE

- Leave your car home; we have a new one for you at low rental rates. Or take Gray Line U-Drive Tour to San Francisco via Santa Barbara, Carmel, & Yosemite Park. Special price includes car, gas, hotels.

Luxurious Sightseeing

- Tell us where you'd like to go in California, Arizona, Nevada, we'll suggest itinerary and quote costs on limousine with chauffeur trained in the Tanner tradition of complete dependability and courtesy.

TEACHERS TOURS

- Educators praise our many popular tours, such as Huntington Library, Mt. Palomar Telescope, Harbor, Missions, Tijuana, Foreign Quarter, Orange Empire.



Thrilling highlight of Tour 5 is trip through Warner Bros. studio lot in the San Fernando Valley, home of world famous stars.



Go where you please in Tanner U-Drive car; all makes, models. "Dismiss at Destination" plan permits one-way touring.



7-Passenger Cadillac or Chrysler Imperial limousines with dependable chauffeur, for hire at reasonable rates.



Tanner-Gray Line conducted tour of "Giant Eye," world's largest telescope, includes visit to famous San Luis Rey Mission.



TANNER-GRAY LINE

Avis RENT-A-CAR SYSTEM (LICENSEE)

SEND FOR FREE ILLUSTRATED FOLDER WITH RATES AND TOUR DESCRIPTIONS

Send Folder to:

NAME

ADDRESS

CITY

STATE

Folder Dept. H5

TANNER-GRAY LINE

1207 W. THIRD STREET

LOS ANGELES 17, CALIF.

MU 9-01 3111

Offices throughout So. California, Arizona, Nevada. Service desks in principal hotels.

104 HOLIDAY

Tanner-Gray Line Featuring A Chauffeured Driven 7 Passenger Cadillac 5/1952



BE REALLY REFRESHED...DRIVE-IN FOR COKE!



Brighten every bite with Coke! Only Coca-Cola gives you that cheerful lift...that cold crisp taste! No wonder it's the real refreshment...anytime...anywhere you're driving! Pause...for Coke!

 SIGN OF GOOD TASTE

Take Your Date Out In Your Parent's Cadillac And Enjoy A Coke 7/1959

Shows your engine how to step out in style!



Quiet hum of pure power, itching to step out at a gentle hint from your foot. This kind of engine performance is built in under the stylish exterior of your car. Any less response when you press the throttle — a clatter, ping or knock under the hood — can mean a build-up of harmful deposits in the engine.

Fully fitted engine parts. This is The Tough-Film® motor oil, 100% Pennsylvanian, blended with an exclusive ingredient, Z-7. It's a supreme combination of lubricant and detergent that prevents wear and the formation of deposits, keeps your engine clean, quiet and powerful for longer.

Next oil change, insist on Pennzoil with Z-7. Ask for it by name at your favorite dealer.

IN EVERY STATE, AT DEALERS WHO CARE FOR YOUR CAR AND IN CANADA AT DEALERS

Sound your Z... insist on Pennzoil



MEMBER: PENNZOIL GROUP, INC. 4001... PENNZOIL INC. 4001... PENNZOIL INC. 4001...

Style Your Cadillac Engine With Pennzoil 8/1958

A Brief Look Back At Cadillac 100 Years ago - 1925

In May 1925, Lawrence P. Fisher was appointed president and general manager of Cadillac, succeeding Herbert H. Rice. Fisher quickly set to work enhancing Cadillac's prestige and exclusivity. One of his notable achievements occurred in September 1925 when Fisher orchestrated GM's acquisition of the **Fleetwood Metal Body Company**, securing exclusive use of Fleetwood coachwork for Cadillac, a defining step in elevating the brand's luxury status. Marketing shifted to focus on the brand "Cadillac," strengthening its brand identity.

New "standard" model for 1925, the Cadillac "Coach", style number #6010, cost \$3,185 (\$59,000 in today's dollars). This is Cadillac's first, true coupe for five passengers, one of the most popular of all Cadillac styles at the time.



In 1925, Ford with pressure from rising competition from companies like General Motors (Cadillac included), published a full-page ad titled "**Opening the Highways to All Mankind**," in newspapers like *The Saturday Evening Post*. The ad was both philosophical and defensive, as Henry Ford began facing criticism for being slow to modernize and update the aging Model T. The ad highlighted some key themes:

The Ford Way of Doing Business:

- Simplicity, affordability, and reliability
- Efficiency in manufacturing (assembly line)
- "One car for all"—especially the Model T
- Moral and Social Messaging Ford often portrayed itself as a company that uplifted workers, supported American values, and provided mobility for the masses. Ford ads featured rural farmers, families, and workers, often emphasizing: "The universal car that serves all classes of people."
- Defense of the Model T and Mass Production as competitors (like GM and Cadillac) began offering fancier, more colorful, and more luxurious cars, Ford doubled down on the practicality and economic advantage of the Model T, positioning it as morally and economically superior to "needless luxury."

This was Ford's answer to Cadillac's growing luxury image. The ad concluded with a signature line: "Opening the highways to all mankind". **Interesting to note, the Model T was replaced only 2 years later in 1927 by the Model A.**

In response to Ford's institutional campaign, Cadillac released a high-profile advertisement titled "**The Human Side of Cadillac**,". This ad emphasized Cadillac's belief that its strength lay in its workforce rather than its machinery or factories. The ad emphasized Cadillac's "Craftsmanship", "Individual excellence", "Pride in work" and "The soul behind the machine". — See the ad on the next page.

THE HUMAN SIDE of CADILLAC

*To all present and
prospective Cadillac owners:*

Cadillac is great as an institution and as a product, not because of plants and equipment, not because of financial resources; but because to these is joined the kind of man-power which is peculiarly Cadillac.

It is probably true that in buildings and equipment, in fine mechanical facilities and their orderly arrangement—in every physical aspect—Cadillac is not equaled anywhere in the world.

But it requires nothing more than money to duplicate these things.

Important as they are to a product of Cadillac quality, an investment of millions comes to naught if the human element is lacking or fails in its part.

The men who build your Cadillac pour into their work more than skill and painstaking precision.

They pour into it their own loyalty to Cadillac and its high traditions; their deep-seated pride in the institution, in the product, and in the part they contribute; their unified will to make each individual Cadillac car worthy

to be called the standard of the world.

That is the great driving force behind Cadillac; that is the animating spirit in Cadillac which cannot be duplicated by purchase; that is the living foundation on which Cadillac has grown to greatness.

The men who generate this driving force not only work for Cadillac, but with Cadillac.

They are literally a part of Cadillac, for every executive from high to low, and scores of men in the shops, are Cadillac stockholders. Many of them have grown to their prime, and beyond, in these factories.

They would not, even if they could, relax one iota of the alert vigilance and care they bring to their daily tasks; to them the Cadillac standards of precision and quality are above and beyond all others.

So think of your Cadillac, not as the impersonal product of impersonal machines, but rather as the spirited product of human hearts and hands which earnestly desire and strive to give you the finest motor car in the world.

L. P. Fisher
President

CADILLAC

Division of General Motors Corporation





Empire State Aeroscience Museum - Prospect Mtn - Blenheim Covered Bridge - Saratoga Auto Museum - Ulysses S. Grant Cottage - Lake Placid Olympic Museum - Fort Ticonderoga - Mills Mansion - Private Collections - Scenic Roads - Fall Foliage - Old Friends - New Friends

Monday 10/13-Wednesday 10/15
Courtyard Marriott Mohawk Harbor
240 Harborside Dr, Schenectady, NY
(518) 579-6620
<https://tinyurl.com/2025NDTCourtyard>

\$189 + Tax

Thursday 10/16—Saturday 10/18
Fort William Henry Conference Center
48 Canada St., Lake George, NY 12845
(518) 668-3081
<https://tinyurl.com/CLCLakeGeorge>
Group Name: Cadillac LaSalle Club

\$179 + Tax

Cruisin the Capital

The 2025 Cadillac & LaSalle Club National Driving Tour

October 14-18

Presented by the NY Capital District Region

Join us as we place the natural beauty and significant history of upstate New York on center stage with a dramatic backdrop of peak fall foliage colors.

See The Article In The July Self-Starter For More Details

Tour Highlights:

- ◆ Carefully curated jaunts throughout the Catskill and Adirondack Mountain regions to Tour venues/sites, all while experiencing **breathtaking fall foliage colors**.
- ◆ Exclusive opportunities for **one-of-a-kind viewings of private and public classic car collections**. Including the Alan Rosenblum collection, Woody Wagons and more.
- ◆ Don't miss the **intimate Five Course Kick-Off Dinner** where you'll dine among the stunning collector car displays of the **Saratoga Auto Museum**. Enjoy sumptuous seasonal fare by renowned chef, Larry Schepici, while surrounded by brilliant automotive works of art, including the historic Corvettes on loan from the GM Heritage Center.
- ◆ **"Do you believe in miracles?"** A visit to Lake Placid (home of the 1932 & 1980 Winter Olympics) including tours of the *Miracle on Ice* arena, the newly-remodeled Olympic Museum, and the 120-meter tall ski jumping complex.
- ◆ **A stay in Lake George**, home of the 2014 CLC Grand National Meet and a drive around the lake featuring its stunning vistas and historical venues. This will also be a Poker Run.
- ◆ Compelling **historic site visits to some of the region's important battlegrounds, forts and more**. Included: Fort Ticonderoga, Bennington Battlefields, and the Ulysses S. Grant Cottage National Historic Landmark.
- ◆ The area's **famous waterfalls & covered bridges with photo-ops galore** during the most beautiful time of the year in upstate New York. Plenty of local food/dining options.
- ◆ Explore the **historic military aircraft collection** at the Empire State Aerosciences Museum offering rare opportunities to photograph your car amongst some of the display pieces.
- ◆ Most importantly; **socialization, fellowship with like-minded Cadillac enthusiasts** both familiar and new and where forever friends will be made.

Following the Tour conclusion, a chance to participate in the famed Gathering of Old Cars at Mills Mansion, Staatsburg, NY where there will be reserved Cadillac parking and a special display of some big-finned beauties from the CLC's 1959 & 1960 Cadillac Chapter.

Itinerary, Registration & More Info available at cadillaclasalleclub.org

Thanks to our major sponsors including: **Melissa Grandjean & Joe Roglieri and Cadillac Parts & Restoration.**



Cruisin' the Capital Albany, New York

CLC National Driving Tour Registration Form

Oct. 14-18, 2025

Registration deadline is Sept. 30, 2025

CLC Member No. _____

Member name _____ Name on badge _____

First CLC National Driving Tour? (Indicate one) ☐ Yes ☐ No

Significant other/
spouse/partner name _____ Name on badge _____

First CLC National Driving Tour? (Indicate one) ☐ Yes ☐ No

Attending children name(s) _____ and age(s) _____

Guest name(s) _____

Member full address _____

Phone no. during tour _____ Email address _____

Other phone no. _____ Emergency contact name/phone no. _____

Car info: Year/Make/Model _____ [A Cadillac or LaSalle is not required] Trailer Parking ☐ Yes ☐ No

Registration fee Covers driver and includes tour book \$65
Spouse/partner and/or each guest # _____ \$ **65**
_____ spouse/partner and/or guests @ \$20 each \$ _____

Please read detailed tour descriptions in article on page XX inside THE SELF-STARTER July 2025 issue before completing this section! Prices are per person.

Tuesday, Oct. 14	Catskills & Car Collections	# _____ attendees @ \$60	\$ _____
Wednesday, Oct. 15	Catskills, Caves, & Creeks Tour	# _____ attendees @ \$25	\$ _____
	Howe Caverns	# _____ attendees @ \$25	\$ _____
	Opening Ceremony Dinner, Saratoga Automobile Museum	# _____ attendees @ \$75	\$ _____
Thursday, Oct. 16	Saratoga Battlefields & Bridges Tour	# _____ attendees @ \$20	\$ _____
Friday, Oct. 17	Olympic Spirit Adirondack Experience	# _____ attendees @ \$85	\$ _____
Saturday, Oct. 18	Loop Around the Lake Poker Run to Fort Ticonderoga	# _____ attendees @ \$25	\$ _____
	Closing and Awards Banquet at Fort William Henry	# _____ attendees @ \$65	\$ _____
		# _____ plates @ \$20 each	\$ _____

Souvenir 6 x 12" aluminum license plate with event logo
Sunday, Oct. 19, I will be attending the Gathering of Old Cars ☐ Yes ☐ No

Total registration in U.S. dollars enclosed \$ _____

IMPORTANT

- You must make your own hotel reservations. **Monday, Oct. 13–Wednesday, Oct. 15:** Courtyard Marriott Mohawk Harbor, 240 Harborside Dr., Schenectady, NY 12305-1020. Call 518-579-6620 or book online at tinyurl.com/2025NDTCourtyard. \$189/night plus tax. **Thursday, Oct. 16–Saturday, Oct. 18:** Fort William Henry Conference Center, 48 Canada St., Lake George, NY 12845-1604. Call 518-668-3081 or book online at tinyurl.com/CLCLakeGeorge. Group name: Cadillac & LaSalle Club. \$179/night plus tax.
- All events on a first-come, first-served basis. **Refund Policy:** Registration fee, any prepaid meals, and admission costs are not refundable. We are not responsible for hotel reservation refunds. In the event of a pandemic, refunds will be made based on State of New York mandates.
- Driving directions will be provided, but not guaranteed. It is expected all drivers will have a GPS or GPS phone app during the Driving Tour.
- The organizers reserve the right to cancel or substitute a similar activity due to conditions, closure, or lack of attendees.

Please make your check payable in U.S. dollars to the **Capital District Cadillac & LaSalle Club**, and mail your registration to:

Ray Stanton
617 Duaneburg Rd.
Schenectady, NY 12306-1016

For international registrations, please mail or email this form, but pay at the time of arrival in U.S. funds. For questions, contact Ray at raymond.L.stanton@outlook.com or call 518-495-0352.

I certify that I am a member in good standing with the Cadillac & LaSalle Club Inc. (CLC). I hereby release the CLC, the New York Capital District Region CLC, and their officers and representatives from any liability, damage, or loss arising from my own, my guests', and family's participation in the 2025 Cadillac & LaSalle Club National Driving Tour. I certify that my tour vehicle is registered in the state or country it is garaged in and has at least the minimum liability insurance coverage for bodily injury and property damage.

Signature _____

Date _____



**The Valley Forge Region, Cadillac & LaSalle Club
and Lincoln & Continental Owner's Club Philadelphia Region**
Annual Fall Car Show at Peddler's Village

DATE: Sunday, September 7th, 2025, 9AM-2:30PM. Awards Presented at 2PM.

Rain Date: Sunday, September 28th.

Open to All Years, Makes and Models. Over 90 Cars participated last year!

Top 20 High Scores (all makes), best Lincoln, Best Cadillac, Best of Show (any make)

167 Carousel Lane, Lahaska PA 18931

For Maps, Directions, and a GPS address, visit www.peddlersvillage.com/directions

See the ***new*** car show field location on the attached map.

Pre-Registration Fee: \$20., Day-of-Show = \$25. Please make checks payable to
VFR-CLC. Pre-Registration is strongly recommended; payment by check is preferred.

Show Field Opens at 9AM. Please, no "early birds".

=====

VFR-CLC and Phila LCOC Annual Fall Car Show at Peddler's Village

Sunday, September 7th, 2025, Rain Date: Sunday September 28th

Pre-registration MUST be received by Friday, August 29th! No Refunds.

Mail Registration Form and payment to: John Wood, 327 Bellevue Ave, Penndel, PA 19047-5310
267-939-5925 renopa@verizon.net

Name:		Cell Phone:	
Address:		City, State, Zip:	
Email Address:		Club Membership:	
Vehicle Year, Make, Model, Body Style			
Trailer parking? Y/N			



You're Invited!



1975

Valley Forge Region

2025

Of the **Cadillac & LaSalle Club**



Banquet - Sunday September 14, 2025

Marcos at Pennsauken Country Club

3800 Haddonfield Road Pennsauken, NJ 08109

*Join us as we celebrate 50 years of Cadillac passion, friendship,
and unforgettable memories - PLUS A FEW SUPPRISES!*

\$50 per Person Includes Soup, Salad, Entrée, Dessert, Coffee, Tea and Soda

Cocktails (Cash Bar) Noon-1PM

Seated Dinner & Program 1:15-4PM *RSVP BY 9/3/2025*

Amount Enclosed: \$ _____ To Reserve, send form with a check payable to:
(\$50 per Person)

VFR-CLC c/o Nancy Hotz 318 E. Cottage Ave Haddonfield, NJ 08033

Meal Selection?:

Name:

Quantity

Address:

_____ Broiled Salmon

_____ Filet Au Poivre

_____ Chicken Francaise

Phone

Email



Membership - 2026

Check one: ☐ NEW MEMBER* or ☐ RENEWAL

Membership runs from January 1 through December 31

Members of the Valley Forge Region receive our award-winning newsletter, *The Goddess*.



To be a member of VFR, you must be a member of the National CLC.

Name: _____ Auxiliary: _____

Address: _____

City: _____ State: _____ Zip: _____

Cell Phone: _____ E-mail: _____

Other Phone: _____ Home ☐ Office ☐

Choose one, two, or three-year membership:

☐ One year - \$30/single member ☐ \$35 includes Auxiliary member

☐ Two year - \$45/single member ☐ \$55 includes Auxiliary member

☐ Three year - \$55/single member ☐ \$70 includes Auxiliary member

☐ Member 90 or older — FREE! (includes Auxiliary member)

IMPORTANT - *The Goddess* is distributed by e-mail.

Please be sure to include your current e-mail address in the space provided.

VFR-CLC Nametags VFR-CLC Nametags VFR-CLC Nametags VFR-CLC Nametags

VFR Members are entitled to one (1) official Club name tag, and one (1) for an Associate Member. Please indicate the names *exactly* as you want them to appear on the name tag:

Member: _____ Auxiliary: _____

☐ New (No charge for Member and Auxiliary) ☐ No thanks, I/We have VFR-CLC name tags

☐ Ours have been lost. Please supply replacements with names as above. We have enclosed \$13 ea.

*My National Membership ID # is: _____ (if already a member)

*****PLEASE MAIL CHECK PAYABLE to "VFR-CLC" TO: *****

Earl Rutter, Jr., VFR-CLC Membership

758 S Mildred Street Philadelphia, PA 19147

My Garage includes the following cars (please state Cadillac or LaSalle, year, style)

1. _____

2. _____

3. _____

(Continue on back if necessary)

☐ I can help run an activity – Please call me!

We appreciate your membership in our Region and hope

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



The Sixty-Two Convertible • Jeweled "V" and Crest crested in emeralds and diamonds by Harry Winston, Inc.

Cadillac enchantment

Distance is never more enchanting than when it is viewed
through the windshield of a new 1962 Cadillac.

Cadillac Motor-Car Division • General Motors Corporation

1962