



Cadillac & LaSalle Club

Potomac Region

Caddie Chronicle

March 2019



DIRECTOR'S MESSAGE

BY DAN RUBY

2019 OFFICERS:

REGIONAL DIRECTOR
AUTOMOBILIA AUCTIONEER
SUMMER PICNIC HOST
DAN RUBY

ASSISTANT REGIONAL DIRECTOR
CENTRAL VA REGION LIAISON
NEWSLETTER COLUMNIST
CHUCK PIEL

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CHRIS CUMMINGS

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SUSAN DENCHFIELD

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DANIEL JOBE & CAPITOL CADILLAC

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TOM MCQUEEN

CAR SHOW MASTER OF CEREMONIES
CENTRAL PENNSYLVANIA REGION
LIAISON
NEWSLETTER COLUMNIST
RICHARD SILLS

Here we are already in the third month of the year and plans are in the works for an exciting spring. The Washington Auto Show is coming to the DC Convention Center from April 5-14. The Region will have space to promote the club and display two members' cars. Volunteers are needed to staff the area during show hours and provide information on the CLC, recruit new members, etc. If you are available to volunteer, please contact Chuck Piel. Volunteers receive free admission!

Thanks to Dave Leash the Potomac Region Club Store of merchandise is up and running at <https://gmclubapparel.com/collections/clc-potomac-collection>. Items including polo shirts (his and hers), t-shirts (short and long sleeve), lightweight jackets and a club banner are offered in different sizes and colors. The Region will receive a portion of the proceeds.

Plans for celebrating the 85th Anniversary of Capitol Cadillac at the Annual Spring Car Show and Automobilia Auction on May 19th are coming together. Items are needed for the Auction to be held in the Service Lane. Please donate whatever you may have. Call me to make arrangements to pick up items or bring them to the show.

I spent the day at the G. Potter Auto Auction in Atlantic City and saw several nice Cadillacs in the lineup and car corral, including two 1962 Cadillacs owned by CLC member Joe Palmore. Visit <http://www.acclassiccars.com/inventory.php> to see the auction results.



Our thoughts and prayers go out to CLC member Janet Steinard of Michigan on the recent passing of her husband, Jerry.

Dan Ruby



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IN MEMORIAM: JERRY STEINARD CONTRIBUTIONS FROM SUE PASH, SAWYER-FULLER FUNERAL HOME AND VINCE TALIANO

CLC member Gerald "Jerry" Steinard of Southfield, MI recently passed away at the age of 83. Jerry and his wife, Janet, were married September 13, 1958 at Greenfield Presbyterian Church and lived in Southfield for more than 60 years. He served the United States in the Army National Guard where he continued to work for over 30 years as a service technician until he began working for 3M.

Other than his family, Jerry's greatest pride was his prize-winning silver '76 Cadillac Series 75 Limousine that he loved to drive. Jerry & Janet traveled many thousands of miles to CLC Grand Nationals all over the country where "Popcorn Janet" was a fixture in the hospitality rooms while Jerry volunteered as a CLC Judge. They won many national awards with their limo. In addition, Jerry & Janet attended two Potomac Region shows at Capitol Cadillac with the most recent being the 2016 Fall Car Show where they won the Long Distance Award.

Jerry is survived by Janet, two sons and three grandchildren. Rest in peace!



L to R: Jerry Steinard receiving the Long Distance Award from Daniel Jobe at the 2016 Fall Car Show at Capitol Cadillac (see his car below in the dealership's service lane)





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FEBRUARY 18, 2019 MEETING MINUTES

BY SANDY KEMPER

PLACE: Silver Diner, Merrifield, VA

TIME: 8:20 pm

PRESIDING: Dan Ruby

ATTENDANCE: Franklin Gage, Lynn Gardner, Jeff Gurski, Greg Huver, Sandy Kemper, Chris Overcash, Scott Patton, Chuck Piel and Harry Scott

DIRECTOR'S REMARKS: Dan thanked everyone for attending. We received notice that CLC member Jerry Steinard passed away on February 12. Although Jerry lived in Southfield, MI, he and his wife Janet participated in a couple of our Capitol Cadillac Shows in their 1976 Fleetwood Series 75 limousine. Dave Leash, Brave Marketing Concepts, who sells GM branded apparel and merchandise for the CLC and several CLC regions, including our Region, has the CLC Potomac Region Store up and running with items for sale. We will need volunteers to staff our exhibit space at the Washington Auto Show on April 5-April 14. Spending half a day at our exhibit will serve our Region and allow you to see the Auto Show for free!

SECRETARY'S REPORT: The Minutes from the November 2018 meeting were not read since they were published and distributed to all members in the December 2018 newsletter.

TREASURER'S REPORT: The Treasurer's Report covered the time period from the beginning of January 2019 to date. The Region's income was \$1,418.49, mostly from membership renewals and the Holiday Party. The expenses for the same time period were \$2,053.69, including the Holiday Party and the CLC Lifetime Membership gift for Vince. Also, the following is a summary of the 2018 Year End Financial Report for the Region:

	(Jan - Dec 2018)	(Jan - Dec 2017)	2018 vs 2017
Total Income	\$6,420.82	\$7,581.41	(\$1,160.59)
Total Expenses	\$9,258.32	\$4,418.35	(\$4,839.97)
Net Income (Loss)	(\$2,837.50)	\$3,163.06	(\$6,000.56)
Liability (pre-paid dues)	\$3,280.00	\$3,680.00	\$400.00

MEMBERSHIP REPORT: Thanks to the diligent efforts of Chuck, Vince and Harry, our 2018 membership list was finalized and 100% compliant with CLC rules at 189 members. At present, our 2019 membership stands at 170. Our newest members are Robert Arnold of Stafford, VA and Kit Bonham of Columbia, MD. Robert owns a red 1959 Series 62 Convertible and Kit has a white 2002 Eldorado Collector Edition, respectively. Welcome!



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ACTIVITIES REPORT: The following activities were discussed:

1. Recent Events:

- **Holiday Party, Springfield Country Club, Springfield, VA, Sun, Jan 21st.** The party had to be postponed one week to January 17 due to the snowfall on the original date of January 10. We had a good crowd of nearly 40 attendees, including charter members Juan Aranda and Bryce Frey, enjoying the holiday fare. Region merchandise was for sale at the event, including some wonderful models donated by J. Roger Bentley. Our many thanks to Scot Minesinger for arranging this annual event.
- **CLC Winter Board Meeting, Murfreesboro, TN, Wed–Sat, Jan 30–Feb 2.** CLC Treasurer and National Director Jack McClow prepared a comprehensive report about the meeting which Sandy summarized. Jack's full report will be published in the March newsletter. Don't miss it.

2. Upcoming PR Events:

- **Potomac Region Tour at the AACA Museum, Sat, Mar 9.** Activities Director Randy Edison and Secretary Sandy Kemper are arranging a winter driving tour to the AACA Museum to see the "Land Yachts Exhibit" in which a couple Region members' cars are on display. Participants may travel on their own to the Museum or they may travel in a caravan starting from the Park & Ride Lot in Urbana, MD, just off I-270 at Exit 26. Since it's the winter season, there is no expectation that tour goers will drive a classic Cadillac or LaSalle. This tour is for one's everyday auto, regardless of make, model or vintage. Tentatively, the tour at the Museum will begin at 12:00 pm (noon) and will be led by CLC Past President Richard Sills who developed the theme for this exhibit. Following the time at the Museum, participants will be encouraged to take part in an early supper in the Hershey Area before heading home. More details will be forthcoming soon.
- **2019 Washington Auto Show, Convention Center, Washington, DC, Fri-Sun, Apr 5–14.** Daniel Jobe has arranged with the show organizers for the Region to have the exhibit space that has been allotted to us for the past few years. **Important note:** Chuck Piel will be our Auto Show coordinator this year since Franklin Gage will not be on hand for most of the days of the show. **We will need volunteers to staff the space.**
- **27th Annual Capitol Cadillac Car Show & Automobilia Auction, Sun, May 19, 9:00 am - 3:00 pm.** The registration flyer was published in the February newsletter. Plan to attend and help us celebrate another great event hosted by Daniel Jobe and Capitol Cadillac. Volunteers are needed to help with the show arrangements, including day of show assistance. If you are interested in volunteering, please let Car Show Coordinator Lynn Gardner know. Also, we are requesting auction items. As you do your spring cleaning, please keep the Region in mind for any automobile-related items. Proceeds from the items donated for the automobilia auction help the Region pay for events on behalf of the members such as the Holiday Party that was held recently.

3. Other Upcoming Events:

- **46th Annual AACA Chesapeake Region Parts Meet, Howard Co Fairgrounds, West Friendship, MD, Sat, Mar 9, 7:00 am - 3:00 pm.** This popular parts meet is staffed by and attended by some PR members.



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- **St. Patrick's Day Parade, Baltimore, MD, Sun, Mar 10, 1:00 pm.** The AACA Chesapeake Region members plan to participate in the parade for the 7th year. Assembly will be at 12:30 pm near Mt. Vernon Place. Advance sign-up is required. Contact the Chesapeake Region's Activities Chairman.
- **47th Annual AACA Sugarloaf Mountain Region Parts Meet, Carroll County Agriculture Center, Westminster MD, Fri-Sat, Mar 22-23.** This is the 7th year at this location for this well-attended meet.
- **9th Annual Unity Thunder Car Show, DC National Guard Armory, 2001 East Capitol Street, S.E., Washington, DC, Fri-Sun, Mar 29-31.** This is an indoor car show to benefit American Veterans. Spectator admission \$10.

To view more events, visit <http://www.clcpotomacregion.org/eventslisting.htm>

NEW BUSINESS: [See Director's Remarks, above] The CLC PR Store of PR branded apparel is now online. An ad will appear in the March newsletter.

NEXT MEETING: Sunday, March 24 2019, 2:00 pm at the Olive Grove Restaurant, 705 N Hammonds Ferry Rd, Linthicum Heights, Maryland; 410-636-1385

ADJOURNMENT: Meeting adjourned at 9:25 pm.

The advertisement features the Cadillac & LaSalle Club Potomac Region logo on the left. To the right, the text reads "YOUR CLUB STORE IS OPEN FOR BUSINESS!" in large, bold, black letters, followed by "SHOW YOUR CLUB PRIDE!" in red. Below this, there are four models wearing different styles of club apparel: a grey polo shirt, a yellow t-shirt, a maroon jacket, and a pink polo shirt. A "SHOP NOW" button with a yellow arrow is positioned on the right side of the advertisement.

Visit <https://gmclubapparel.com/collections/clc-potomac-collection> to order your gear.
The Region will receive a portion of the proceeds.



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CALENDAR OF EVENTS

DATE	TIME	EVENT	LOCATION	CONTACT INFORMATION
Mar 9 Sat	7:00 am – 3:00 pm	46th Annual AACA Chesapeake Region Collector Car Swap Meet	Howard County Fairgrounds West Friendship MD	Tom Young at 443-744-6338, birdtoms60@verizon.net or www.chesapeakeaaca.org
Mar 9 Sat	Arrive by 12:00 pm	Potomac Region Tour	AACA Museum Hershey PA	Randy Edison at 202-253-1545 or randyedison@clcpotomacregion.org
Mar 10 Sun	Assembly by 12:00 pm	St. Patrick's Day Parade	Mt. Vernon Place Baltimore MD	http://irishparade.net/
Mar 22-23 Fri-Sat	Doors open at 8:00 am	49th Annual AACA Sugarloaf Mountain Region Annual Antique Auto Parts Meet	Carroll County Agriculture Center Westminster MD	Jack Gallagher at 301-674-5431 or smraaca@aol.com
Mar 24 Sun	2:00 pm – 4:00 pm	Potomac Region Monthly Meeting	Olive Grove Restaurant Linthicum MD	Dan Ruby at 301-343-1463 or danruby@clcpotomacregion.org
Mar 29-31 Fri-Sun	Opens Fri at 2:00 pm Sat and Sun at 10:00 am	9th Annual Unity Thunder Car Show	DC National Guard Armory Washington DC	www.unitythunder.net
Apr 13 Sat	10:00 am – 2:00 pm	United Way of Charles County Easter Egg Stravaganza Car Show	Charles County Fairgrounds La Plata MD	http://www.unitedwaycharles.org/uwccceg
Apr 15 Mon	7:30 pm – 9:30 pm	Potomac Region Monthly Meeting	Capitol Cadillac Greenbelt MD	Dan Ruby at 301-343-1463 or danruby@clcpotomacregion.org
Apr 20 Sat	9:00 am – 3:00 pm	12th Annual Swap Meet & Car Corral	Classic Car Center Fredericksburg VA	www.classiccarcenter.net or 540-370-4474
Apr 24-28 Wed-Sun	Gates open daily at 7:00 am	Spring Carlisle	Carlisle PA	717-243-7855 or www.carsatcarlisle.com
May 4 Sat	9:00 am – 3:00 pm	CLC Valley Forge Region Car Show	Delaware Cadillac Wilmington DE	Marty Watkins at martyhw@msn.com or John Barry at jdrbarry@comcast.net
May 11 Sat	8:00 am – 4:00 pm	61st Annual AACA Apple Blossom Meet	Jim Barnett Park Winchester VA	Duane Catlett 540-533-7376 or sheanandoahregion@gmail.com
May 18 Sat	9:00 am – 3:00 pm	CLC Central Penn Region Car Show	Kelly Cadillac Lancaster PA	Richard Sills at 301-467-1212 or richard.sills@hklaw.com
May 19 Sun	9:00 am – 3:00 pm	27th Annual Capitol Cadillac Car Show/ Automobilia Auction	Capitol Cadillac Greenbelt MD	Lynn Gardner at 703-303-7310 or lynngardner@clcpotomacregion.org
May 20 Mon	7:30 pm – 9:30 pm	Potomac Region Monthly Meeting	Silver Diner Merrifield VA	Dan Ruby at 301-343-1463 or danruby@clcpotomacregion.org
June 11-15 Tue-Sat		CLC Grand National Hosted by the Indiana Region	Crowne Plaza Louisville KY	https://www.cadillacallasalleclub.org/events/EventDetails.aspx?id=1008246
June 17 Mon	7:30 pm – 9:30 pm	Potomac Region Monthly Meeting	IHOP Restaurant Rockville MD	Dan Ruby at 301-343-1463 or danruby@clcpotomacregion.org
Jul 13 Sat	9:00 am – 3:00 pm	13th Annual CLC Central Penn Meet	AACA Museum Hershey PA	Richard Sills at 301-467-1212 or richard.sills@hklaw.com
Jul 15 Mon	7:30 pm – 9:30 pm	Potomac Region Monthly Meeting	Silver Diner Merrifield VA	Dan Ruby at 301-343-1463 or danruby@clcpotomacregion.org
Aug 17 Sat	4:00 pm – 6:00 pm	Potomac Region Monthly Meeting	Olive Grove Restaurant Linthicum MD	Dan Ruby at 301-343-1463 or danruby@clcpotomacregion.org
Sep 16 Sat	7:30 pm – 9:00 pm	Potomac Region Monthly Meeting	Capitol Cadillac Greenbelt MD	Dan Ruby at 301-343-1463 or danruby@clcpotomacregion.org
Oct 21 Mon	7:30 pm – 9:00 pm	Potomac Region Monthly Meeting	Silver Diner Merrifield VA	Dan Ruby at 301-343-1463 or danruby@clcpotomacregion.org
Oct 22-26 Tue-Sat		CLC National Driving Tour Hosted by the Valley Forge Region	Wyndham Gettysburg PA	https://www.cadillacallasalleclub.org/events/EventDetails.aspx?id=1008245
Nov 18 Mon	7:30 pm – 9:30 pm	Potomac Region Monthly Meeting	IHOP Restaurant Rockville MD	Dan Ruby at 301-343-1463 or danruby@clcpotomacregion.org



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Announcing the Potomac Region's
Tour of the AACA Museum in Hershey, PA
Featuring the "Land Yachts" Exhibit
Saturday, March 9, 2019
(Note date change from the previous announcement)

Our day at the Museum will begin at 12:00 pm and starts with a tour of the "Land Yachts" exhibit, conducted by our own Richard Sills. Afterward we will be visiting the rest of the Museum and the Museum store, plus a special "Behind the Scenes" of the Museum's storage buildings. We expect to spend about four hours at the Museum.

Here's an overview of our itinerary at the Museum:

- View the "Land Yachts" exhibit
- Guided or self-guided time for the rest of the Museum
- Free time to visit the Museum store and short soft drink break
- "Behind the Scenes" tour
- Depart at approx. 4:00 pm for early supper in the area or travel home (attendee's choice)

Admission to AACA Museum is free for members of AACA and/or the AACA Museum. But if you are a member of the AACA, but not the Museum, you will need to show your AACA card(s). Otherwise, the group tour admission rates are \$10.00 (adults) and \$5.50 (children). The Region does have a limited number of free admission passes available that will be distributed on a "first come-first served" basis to attendees who are not members of the AACA or the AACA Museum.

There is an admission charge of \$8.00 per person for the "Behind the Scenes" tour that includes the storage buildings. This charge applies regardless of whether the person is an AACA member or has one of the free Museum admission passes.

After we depart the Museum, we will go to a restaurant within a short drive to have an early supper and enjoy more of our club camaraderie. Or, for those who may need to return home sooner, there is no obligation to stay for supper. The meal cost will be at one's own expense. The drive home will be on one's own or in informal caravans assembled at supper.

Driving to the Museum can be made in either of two ways. You may drive directly to the Museum on your own. Or, for those interested in driving in an informal caravan, we will have a meet-up/gathering location, in the Urbana Park & Ride parking lot, just off I-270, at Exit 26, MD Route 80, Fingerboard Rd, in Urbana, MD. We plan to depart that lot at 9:30 am to allow enough time to drive to the Museum, including a rest stop in Dillsburg, PA.

This activity is open to all Region members and their guests. There is no expectation that one should drive a classic Cadillac or LaSalle. Rather, a daily driver of any make is acceptable.

We ask that you provide us with an RSVP to Sandy Kemper at kempegav@verizon.net by **Tuesday, March 5**, so that we can provide headcounts to the Museum and the restaurant. Also, we would like to know who plans to meet at the Park & Ride lot so that we don't leave anyone behind who was hoping to caravan. So make sure that your email includes the following information (in some format):

- Will participate in the AACA Museum Tour (yes or no)
- Would like to use one of the Potomac Region's admission passes, if available (yes or no)
- Will partake in the restaurant meal after the tour (yes or no)
- Will join the caravan from the Park & Ride Lot to drive to the Museum (yes or no)
- Total number of participants: ()

Visit us on the web!
www.clcpotomacregion.org



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Celebrating Capitol Cadillac's 85th Anniversary at the 27th Annual Spring Car Show!

The CLC Potomac Region's car show sponsor, Capitol Cadillac in Greenbelt, Maryland, is celebrating its 85th Anniversary this year. The dealership was established in Washington, DC in 1934 by Floyd Akers, the grandfather of Daniel Jobe, its current President. About 1979, the dealership moved to its present facility in Greenbelt, Maryland and has been hosting CLC Potomac Region car shows since 1992. To commemorate the anniversary, the theme selected for this year's spring Capitol Cadillac / CLC Potomac Region car show is **"Celebrating Capitol Cadillac's 85th Anniversary."**

As part of the celebration, we are attempting to fill the showroom with Cadillacs / LaSalle's from 1934 - 1979 that were originally sold by Capitol Cadillac (all Cadillacs and LaSalle's will be welcome at the show, but the ones sold new by Capitol Cadillac in 1979 or before will be the specially- featured cars.)

As a result, the Region is extending an invitation to known owners of Cadillacs / LaSalle's that were sold new by Capitol Cadillac in 1979 or before. If out-of-town guests are interested in attending, please let us know and we will contact the Hilton Garden Inn near the dealership to reserve rooms. Also, if there are out-of-town attendees, we'll schedule a dinner the night before the show at a nearby restaurant. For further information, please contact Lynn Gardner, Car Show Coordinator, at 703-303-7310 or lynngardner@clcpotomacregion.org.





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**27th Annual Capitol Cadillac /
CLC Potomac Region
Car Show & Automobilia Auction
Sunday, May 19, 2019**

Car Registration:

9:00 am – 12:00 pm

Please read the Car Show Rules on the following page

Car Show Hours:

9:00 am – 3:00 pm

Auction starts at 11:30 am

Awards ceremony starts at 3:00 pm

**6500 Capitol Drive
Greenbelt, MD 20770
301-441-9600**

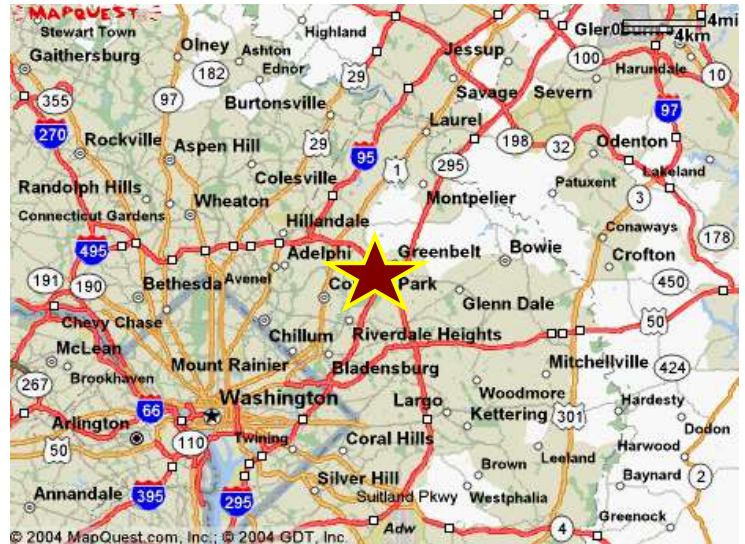
LOCAL DIRECTIONS:

From Capital Beltway (I-495/95)

- Use Exit 23 - Kenilworth Avenue Route 201, proceed South on Kenilworth Avenue to first exit - Greenbelt Road, Route 193
- At light, proceed East on Greenbelt Road - Route 193 (left)
- At traffic light make left onto Walker Drive (**TGI Friday's** Restaurant on corner)
- Make an immediate right onto Capitol Drive (Dealership is on your left)

From Baltimore-Washington Parkway (Rte 295)

- Use Exit for Route 193 (Greenbelt Road)
- Proceed West on Route 193 - Greenbelt Road
- Make first right after underpass onto Capitol Drive (Dealership is on your right)



FOR FURTHER INFORMATION:

**Lynn Gardner
Car Show Coordinator
703-303-7310**

lynngardner@clcpotomacregion.org

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Car Show Rules

- **Rain or Shine:** The car show will take place rain or shine. No refunds.
- **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 showroom floor or 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) each vehicle's placement in the show field. **There will be no parking on the grassy areas whatsoever, due to sprinkler heads and possible rut damage.** Vehicles will be peer judged by the individual owners of the registered cars. Registrants will be able to judge vehicles in all classes, including their own. 1st, 2nd and 3rd place awards will be given to winning vehicles in each class depending upon the number of vehicles registered in each class.
- **Lunch Tickets:** Each registered car owner will receive one free lunch ticket. The lunch ticket will entitle the person to receive the following from **Red, Hot & Blue**, who will be serving food:
 - 1) One Beef, Chicken or Pork Sandwich
 - 2) One Side order of Beans or Potato Salad and Cole Slaw
 - 3) One Drink including bottle water
 Anyone without a lunch ticket will pay Red, Hot & Blue directly at the time of their purchase.

Car Show Registration Form

<p>Judging Classes</p> <p>Class A: 1902 – 1942 Cadillac / LaSalle Class B: 1946 – 1958 Cadillac Class C: 1959 – 1964 Cadillac Class D: 1965 – 1970 Cadillac Class E: 1971 – 1976 Cadillac Class F: 1977 – 1992 Cadillac Class G: 1993 – Present Cadillac Class Z: Display Only</p>	<p>Other Awards</p> <p>Best of Show Best Post-War (Early: 1946-1964) Best Post-War (Late: 1965-Present) Best Modified Dealer's Choice Henry Ruby Memorial Award Ladies Choice Long Distance (Driven Cars Only) Mayor's Choice</p> <p>A vehicle receiving "Best of Show" or one of the "Best Post-War" awards will not be eligible to receive an award in its respective Judging Class.</p>
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Registration Form

Make checks payable to **CLC Potomac Region** and mail with completed registration form to:
 Bill Hilliard, Treasurer
 12602 Eldrid Ct
 Silver Spring MD 20904-3505

Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Vehicle Registration Fee: (Up to May 5th: \$15/per car - After May 5th: \$20/per car)

Circle Make: CAD LAS **Model:** _____ **Year:** _____ **Class:** _____

Circle Make: CAD LAS **Model:** _____ **Year:** _____ **Class:** _____

Circle Make: CAD LAS **Model:** _____ **Year:** _____ **Class:** _____

Check box if you want your vehicle(s) Display Only

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WHEN IN LOS ANGELES BY CHUCK PIEL

During our recent trip to Hawaii, Debbie and I stopped off in Los Angeles for a day on our outbound journey. We stayed near LAX in El Segundo. Debbie noticed a listing for the Automobile Driving Museum (ADM) in a local-attractions pamphlet. This intrigued us as it was only two blocks from our hotel and we had never heard of it before.

Last summer, we spent a week in SoCal as part of the 2018 CLC National Driving Tour of the Gold Coast that visited such famous automotive landmarks as the Petersen and Nethercutt Museums (see ***Caddie Chronicle*** articles in October and November 2018), respectively, so we were pleasantly surprised to find another spot so close to us.

The Automotive Driving Museum has an eclectic array of mostly American classics dating from the 1920's through the '90's. They have an especially interesting collection of Packards, as well as several fine Cadillacs. The great thing about this museum is that it is designed to allow visitors to touch and sit in the cars! What a great experience!

As we began walking around, we were greeted by the docent on duty, Paul Idelson, who was very friendly, but when he found out we were CLC members, opened up even more. Paul has numerous CLC friends in the LA area, including Rob & Linda Leonard, as well as our good friend Alan Clark. We shared a number of great memories from the Gold Coast NDT.

An interesting feature of the ADM is a replica 1930's showroom decked out in art deco décor with a fine array of '30's grand classics to match. The showroom also features numerous period black and white photos of opulent dealer palaces that were common for high-end marques of the classic-era. Included in this display are several incredible Packards - a '36 V-12 Dietrich All-Weather Phaeton and a '37 Super 8 Convertible Coupe. Representing Cadillac is a beautiful 1939 Series 75 Town Car. There are also beautiful examples of classic-era Stutz and Pierce-Arrow cars. The ADM website at www.TheADM.org has a great "virtual tour" feature that gives you a full 360-degree view of the showroom.



Classic Showroom with a 1936 V-12 Packard and 1939 Cadillac Series 75 Town Car



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Several other notable Packards include a 1936 Super 8 Phaeton and 1940 Packard Darrin Convertible, both veterans of the Rose Bowl Parade. However, my favorite non-Cadillac in the museum is a 1932 Packard Light 8 Convertible Coupe (pictured right). Also known as the "Shovel-Nose" Packard because of its unique protrusion of the lower radiator grill, the Light 8 was a one-year only model that preceded the Packard 120 models that would debut in 1935. This is my favorite Packard as it represents a perfectly proportioned slightly smaller car that does NOT have side-mounts – making for a very rakish shape.



Back to Cadillacs! The collection also features a beautiful 1956 Coupe deVille, almost identical to the '56 Cadillac driven by Ron & Annette Benneche from Georgia to California and back on last year's NDT (see aforementioned **Caddie Chronicle** articles). Sitting in this car not only brought back memories of my '55 Series 62 and '54 Eldorado convertibles, but made me appreciate Ron & Annette's journey even more!



Debbie Piel and Docent Paul Idelson in front of a 1956 Coupe deVille

Yes, when in Los Angeles, there are many notable automotive-related museums and attractions, but make sure you visit the Automobile Driving Museum. You won't be disappointed.



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2019 CLC WINTER BOARD MEETING STORY BY JACK MCCLOW PHOTOS BY MARTINA BUTLER AND JACK MCCLOW

2019 marked my 16th consecutive year attending the CLC Winter Board of Directors meeting. From 2004-2008, I represented the Peach State Region based in Georgia. Since 2009, I have represented the Potomac Region. Over the years, the meeting locations have been scattered throughout the country with four of the meetings held in Scottsdale, Arizona to coincide with the famous auction week.

This year we met in the Nashville suburb of Murfreesboro, Tennessee from Wednesday, January 30th thru Saturday, February 2nd. The actual meeting was held in the afternoon on the 2nd with the CLC Museum & Research Center (MRC) meeting held in the morning. Wednesday was the arrival and getting settled day with Thursday and Friday set aside as touring days with visits to two public museums (one being the well-known Lane Motor Museum in Nashville) on Thursday and two private automotive museums scheduled on Friday. The second of the private museums on Friday was located on the grounds of the estate once owned by country western superstar Alan Jackson. The current owner, Willis Johnson, owner of Copart and U-Pull-it Salvage Yards, constructed a number of impressive buildings on the property to display his extensive collection of automobiles and memorabilia. One extremely large building contained an impressive display of very desirable American muscle cars from the 1960's. Another building is devoted to his large collection of Corvettes, and his third building, my personal favorite, holds an impressive number of American made convertibles from the 1950's. The convertible collection began when Mr. Johnson purchased 17 of the 1957 convertibles from the Seventh Heaven Collection in 2009. My favorite of all of the cars in that collection (for obvious reasons) is a beautiful dark red with a white top 1957 Series 62 Convertible (actually every single one of Mr. Johnson's cars is in absolutely pristine condition, mechanically as well as cosmetically). The car, pictured right, is next to an awesome lavender Eldorado Biarritz with a matching top.



During the visit, we were chauffeured around the grounds in golf carts, and we even had a chance to visit for as long as we wanted with the miniature ponies on the grounds.



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The CLC business meeting began promptly at 1:00 pm on Saturday. My time slot is always early on the agenda, so I was soon called on to give my Treasurer's Report. I stated that the club is in excellent financial condition with profits of \$31,539.80 for the fiscal year just ended, and that the club had \$422,394.65 in various operating and investment accounts as of the close of the last fiscal year (the CLC's fiscal year is from October 1st through September 30th).

2018 was the first year the national club was in the driver's seat for its annual Grand National (held in San Marcos, Texas last June), and the CLC portion of the profits of \$18,793.27

contributed significantly to the bottom line, which saw an increase in our net income over the prior fiscal year by \$22,260.11. Another contributing factor to the improved bottom line was the cost reduction in printing **The Self-Starter**, specifically it cost \$7,331.08 less this last full fiscal year compared to the previous one. The reason for this reduction in cost was partly due to the number of members opting for the electronic form of our magazine and the nature of the printing business in general, which has become very competitive in recent years, much to our benefit.

Mike & Nancy Book, CLC Office Managers from Columbus, Ohio, followed with their report and stated our total membership of 6,475 increased slightly from one year earlier. While our club's membership topped out at 7,256 in early 2011, the current level of approximately 6,500 has been holding steady for the past several years. The Books have also taken on the responsibilities for the registration of the Grand National and the CLC Museum & Research Center's Fall Festival. Any questions or other issues related to event registration matters should be directed to them for resolution from this point forward.

The 2019 Grand National will be held in Louisville, Kentucky from June 12th to the 16th. The host hotel has already been sold out, as have several of the more popular tours and events, such as the Driving Tour on Tuesday and the Corvette Plant Tour on Friday. The back-up hotel is the Tru Hotel by Hilton, located within walking distance of the host hotel and the nightly rate is \$139. Please go to

<https://www.cadillaclasalleclub.org/events/EventDetails.aspx?id=1008246&group> for more information on the GN. Also, for the very first time, full registration and payment for the event can be done online and it works flawlessly. A confirmation of your registration will be sitting in your printer tray before you leave the site.

Grand Nationals have been planned through 2023: 2020 in the Kansas City area, 2021 in Northern New Jersey, 2022 in the Chicagoland area and 2023 in Albuquerque, New Mexico.



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National Driving Tours have been planned through 2022: 2019 will be in Gettysburg, Pennsylvania in October, 2020 in the Pacific Northwest, 2021 in North Texas and 2022 in the Mid-Atlantic area.

Bill Anderson mentioned a change in the judging procedures for vehicles entered in the Touring Division starting with the 2019 Grand National. Vehicles in this category will now be judged using a 200 point system, which will speed up the judging process. More information regarding this change will be available shortly on the CLC website.

2018 was the first year for the new and improved Hershey Tent Experience. This past October, for the first time, the CLC tent was large enough to include a retail section of Cadillac and CLC merchandise from the store of David Leash, as well as a 1906 Cadillac Model K on loan by Potomac Region member David Alt. This will be the new size of the CLC tent going forward, so please stop by, one and all, to see what the club has to offer on your next Hershey adventure.

The CLC Museum & Research Center continues to prosper and improve year after year, and the Cadillac Fall Festival & Concours d'Elegance at the Gilmore Complex in Hickory Corners, Michigan gains attendance and improves year after year, as well. This year's attendance almost reached 1,000 for the first time, and it is expected that the next one scheduled for September 26-28th will be even more popular. In addition to being able to tour the impressive grounds and many wonderful museums of the Gilmore Complex, the Fall Festival & Concours d'Elegance offers side trips to local attractions, local driving tours and even a chance to ride in one or more of the cars from the Museum's collection. The featured vehicle in 2018 was the 1987-93 Allanté, with 32 of them on display. For the 2019 event, the featured model will be the 1971-78 Eldorado. The honorary Chief Judge will be Wayne Kady, Chief Designer of the 1971 Eldorado, and one of the tour events will include a visit to the GM Tech Center and the GM Heritage Center in the Detroit area, two sites not open to the public that should be on everyone's automotive bucket list of things to do at least once. More information on this special event, as well as registration information, is available at www.cadillacfallfestival.com.

And last and most certainly not least, Potomac Region member Bob Crimmins was honored by the CLC by being appointed the club's newest Vice President. In the years that Bob has been the liaison of the CLC's chapters, the number of chapters and chapter members have risen dramatically, so the full CLC Board of Directors unanimously voted to elevate his position from Chapter Liaison to Vice President. Congratulations to Bob from everyone in the Potomac Region!

With the last report given and the last bit of business completed, the 2019 CLC Winter Board of Directors Meeting was called to a close. The next Winter Board meeting will be held in New Orleans in January 2020.



L to R: Michael Cascio, Martina Butler, Bob Norrid and Bob Crimmins



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**RECENT ROYAL FIND
BY ERIC VETTORETTI
PLATES MAGAZINE – FEBRUARY 2019
THE AUTOMOBILE LICENSE PLATE COLLECTORS ASSOCIATION
RE-PRINTED WITH PERMISSION**



In 1957, Queen Elizabeth II made her first official visit to Canada as reigning monarch after having become Queen in 1952. The four-day visit to Ottawa, Canada's capital, was greatly anticipated, as only one sitting monarch had visited Canada prior, King George VI in 1939. Approximately 50,000 people descended on Parliament Hill to witness the arrival of the Queen along with her husband, Prince Phillip. The Queen's main purpose of her 1957 visit was to open the first session of the 23rd Parliament – it was also her first-ever live television address.

To accommodate the visit, a special Cadillac Eldorado "Biarritz" was provided for the 14km (9 mile) royal motorcade trip from Ottawa International Airport (then called Canadian Forces Base Uplands) to Parliament Hill in downtown Ottawa. The Cadillac was provided by General Motors of Canada and was heavily customized including a massive, Lexan glass bubble to allow for optimum crowd viewing.



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The following text is an excerpt from the media lines GM Canada released in 1957:

"OSHAWA, CANADA - A Cadillac with a crystal-clear Plexiglas top has been specially outfitted by General Motors of Canada for the use of the Queen Elizabeth and Prince Philip during the royal stay in Canada. The "bubble" canopy, molded in one piece by A. V. Roe, the Canadian aircraft manufacturer in Toronto, has been fitted to an Eldorado Biarritz convertible to provide an unobstructed view of her Majesty by thousands who will line the streets during her visit to Ottawa. The windproof and waterproof top is easily removable if true convertible weather prevails. The car, complete with bubble, will be flown to Washington from Ottawa to be available for the royal party's arrival at the U.S. Capital."

Of course, one of the key finishing touches included a very regal pair of license plates especially made for this tour. Similar to the special plates made for her 1951 tour as princess, the Canadian Government custom-made three pairs of steel plates. They were painted red, complete with a silk-screened "19 57" in gold/white font and the Royal Coat of Arms of Canada at centre. There are a few differences between the 1951 and 1957 plates. The 1951 is 6½" x 12" while the 1957 is 6" x 12" based on the then-recently-adopted North American standard. The top of the 1957 plates are inscribed "COMMEMORATING HER MAJESTY'S VISIT TO CANADA" and do not have any embossing. The 1951 plates had a raised, embossed border and lacked any inscription.



Comparison of the 1957 plate created for Queen Elizabeth's Canadian visit and the 1951 plate (owned by Pierre Delacote) from then Princess Elizabeth's Canadian visit

I've been collecting plates for over 25 years and both the 1951 and 1957 plates have been on my want list ever since I learned of them. Recently, I re-launched my personal collecting website (www.ericplates.ca) using one of those free web-builder publishing tools (e.g. Weebly, Wix, WordPress, etc). My website has most of my personal collection pictured, as well as my want list. The main factor with these providers is that they have platforms which improve something called "SEO", which stands for Site Engine Optimization. In short, these platforms consider how search engines like Google work, then run background algorithms which help their hosted websites show higher in results when people search for key word(s), such as "royal license plates." Before this, I was manually creating my website using pretty archaic methods from when I started it back in 2003. As a result, my website kept falling lower and lower on Google's search list and had pretty well become dormant. About six months after publishing my upgraded website, traffic increased and my inquiries have been steady ever since.



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Last July, my hard work finally paid off. I was contacted by the son of the foreman who was in charge of the Cadillac customization at A. V. Roe in 1957. He sent a picture of the plates and told me a bit of the backstory. His father was given one of the three pairs of plates as thanks for his contribution to the project. The son wasn't sure if the pair he had was actually used on the car itself, but it was explained that three pairs were indeed made in case supplementary cars were added to the motorcade or if one of the plates was inadvertently damaged.

I tried not to get too excited (almost impossible), and wanted to make sure they were real. I compared the picture to the 1951 plate (owned by Pierre Delacote) which happens to be well documented on Christopher Garrish's BC plates website, and also did a Google image search to see if the 1957 plates were pictured anywhere. As luck would have it, Library and Archives Canada had some nice full colour pictures online of the visit, complete with a close-up of the car when the Queen landed at Canadian Forces Base Uplands. After reviewing all of this evidence, I knew they were real!



Queen Elizabeth II preparing to address the crowd with another 1957 Cadillac nearby

Understandably, the son wanted to keep one of the plates as a keepsake, but agreed to sell the mate. We settled on a price we were both happy with, and two days later the plate arrived via express courier. Those were the longest two days ever! My first impression was of just how heavy it was. I placed it on a scale and it weighed exactly one pound...(they don't make 'em like they used to!). On further inspection, the plate does have a few minor chips here and there which leads me to believe that it could've possibly been used as a front plate. Nothing conclusive, but perhaps a clue at the very least. Could it be the front plate pictured in 1957? I'm not sure – you be the judge...

To really make this plate a centerpiece on my wall, I plan to frame it along with some of the amazing photos from Library and Archives Canada. I'm truly happy and lucky to add this plate to my collection.

[Editor's Note: Special thanks to Bee Hamlin for informing us of this great story and to Eric Vettoretti and Eric Tanner, Editor of PLATES Magazine, for granting permission to re-print.]



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**CADILLAC ADS FOR OSCARS DEBUT NEW 'RISE ABOVE' TAGLINE
BY MICHAEL WAYLAND
FEBRUARY 22, 2019**

SOURCE: <https://www.autonews.com/marketing/cadillac-ads-oscars-debut-new-rise-above-tagline>



DETROIT — A new advertising campaign for Cadillac marks the end of the brand's four-year-old "Dare Greatly" ad campaign and the beginning of a new "Rise Above" tag line and ad campaign that will debut nationally Sunday during the Oscars.

The "Rise" campaign, according to a company spokeswoman, is not directly replacing the brand's overall "Dare Greatly" campaign. However, Cadillac will no longer use that messaging. The campaign, she said, was made specifically for the Oscars and the brand's crossovers and SUVs, not the entire Cadillac portfolio.

"After some careful thought and consideration, we felt it was best to take our name back and be unapologetically Cadillac again," Cadillac Chief Marketing Officer Deborah Wahl said in a statement to Ad Age, an affiliate of Automotive News, about the decision to end "Dare Greatly." She added: "In our newest brand campaign, 'Rise,' we have decided to allow the Cadillac name and our crest speak for themselves and continue to tell the story of our reinvention. And it begins with our growing SUV portfolio."



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It's unclear if the brand will debut an overall brand tagline on the future to directly replace "Dare Greatly," which debuted under Wahl's successor, Uwe Ellinghaus, for the Academy Awards in 2015. Cadillac is not referring to "Rise Above" as a tag line despite it being at the end of each of the ads for the Oscars.

"Dare Greatly" received positive feedback for its artistry and production. However, it also got negative feedback for being pretentious and not focusing on the vehicles.

"Rise," according to Cadillac, will lead the brand to "literally and metaphorically rise above its past and reimagine its future with its new SUV portfolio," which will comprise the Escalade SUV and three crossovers when the XT6 three-row crossover in the summer.

The change marks the largest change Wahl has instituted since beginning to lead the brand's marketing and advertising in March 2018. She also has brought more upbeat ads that focus more on the vehicles to the brand.

The brand will air four ads, which were posted on YouTube on Thursday night, during the 91st Academy Awards that focus on the brand's crossovers and SUVs, which Wahl has referred to as the "Cadillac SUV family."

"'Rise' gives life to the spirit of perseverance that has always been part of Cadillac," Wahl said in a statement.

A 60-second launch ad, titled "Rise Above," is more artistic than much of Cadillac's advertising in the last year. It features the entire lineup of Cadillac utility vehicles.

The three supporting ads — "Take the Stage," "Take Flight" and "Make Your Escape"—separately focus on the Escalade full-size SUV, XT5 midsize crossover and XT4 compact crossover.

All spots are set to rapper Childish Gambino's "Me and Your Mama" and end with a collective shot of the full Cadillac utility family. They also reimagine and highlight the Cadillac crest, showcasing its horizontal blue lines to form a staircase shape, which the company says "represents the brand's upward determination and drive to succeed."

This is the sixth year Cadillac will be the exclusive automotive partner of and vehicle provider for the Academy of Motion Picture Arts and Sciences, which hosts the 91st Oscars.

Cadillac's partnership with the Oscars also includes on-site red carpet presence, preshow broadcast integration and other digital and social components.



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CADDIE CLASSIFIEDS

Cars For Sale



1941 Series 61 Sedan – Current owner purchased from a long-time Cadillac & LaSalle Club member in Southern Maryland where the car was in garage storage for 15 years (ran well when parked) – Pretty original and complete car with black exterior and gray cloth interior – Body is straight and chrome is fair – V-8 with automatic transmission – Recent work completed includes new brake master cylinder, four new wheel cylinders, new fuel tank, new fuel pump, new fuel filter, new coil, new spark plugs and new plug wires (not installed) – Overall shows nicely – Only known issue is that the paint is cracked – Clear Montana title – See pictures at <http://www.clcpotomacregion.org/41cadillac3forsale.htm> – **Asking \$12,500** – For more info, contact Jeff Dunaway at 561-515-9492 (cell) or jdmwdunaway@gmail.com – Car is located in Annapolis, MD



1961 Fleetwood 60 Special – Equipped as it left the factory in Fontana Rose with matching rose interior and optional fog lights – Only exceptions are the recent addition of an in-line electric fuel pump and drive replacement – PW, PB, PS, seat and antennae – One repaint, rebuilt engine and transmission @ 95K miles – Interior, engine bay and trunk are all in extra clean condition with the paint, glass, stainless and chrome shining like new pennies – 00xxx miles showing – Won a First Junior at the 2017 AACA Palm Springs Meet – Winner of the 2019 CLCMRC calendar – Drives well and ready to show – Included are four 15" x 14" WW tires, AC vents, four polished, unpainted (option) hub caps, owner's manual, shop manual and various docs – See pictures at <http://www.clcpotomacregion.org/61cadillac5forsale.htm> – **\$31,500** – For more info, contact Mark Snyder at msnyder007@gmail.com – Car is located in Albuquerque, NM

Parts For Sale

Miscellaneous Parts For Sale – Cadillac, The Complete History, 4th edition, \$30 – '64 front fender chrome tip, \$20 – 2 '40's-'50's park light bulb deflectors, \$20 – '54 AC fuel pump for rebuild, \$25 – 6 '60's-'70's '80's cigarette lighters, \$40 – '57-'58 brake pedal pad, excel cond., \$35 – '54 brake pedal pad, new, \$25 – '54 shop manual, fair cond., \$25 – '50-'56 universal joint, new, \$25 – '54 prestige catalog, excel cond., \$90 – 10 miniature Cadillac emblems, various years, in display frame, \$85 – '54 jack hold down spring, \$12 – 12 '70's-'80's script nameplates, \$40 – 2 '50's 12 v. power window motors, good, L or R, \$50 – '51-'54 stop light switch, new, \$20 – '54 Gates fan belt, new, \$15 – '71,'72', '73 Eldo left door interior light ass'y, excel cond., \$20 – '37-'38 steel accelerator pedal, excel cond., \$30 – '70's turn signal lever, excel cond., \$12 – '70's-'80's wire wheel cover lock key, no color code, \$10 – '42, '46, '47 lower tail light lens, excel cond., \$20 – '70's interior remote control mirror knob, excel cond., \$10 – '40's conv. door lock knob, \$10 – '63-'84 Unity spotlight brackets, new, L & R, \$70 – '76 trunk lock ass'y w/ key, \$30 – For more info and pictures, please contact Richard Sisson at 301-646-0101 (call or text) or rdoubleus@aol.com – Parts are located in Oakland, TN

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2019 OFFICERS

NAME	POSITION(S)	PHONE NUMBER	EMAIL ADDRESS
Dan Ruby	Regional Director Automobilia Auctioneer Summer Picnic Host	301-343-1463	danruby@clcpotomacregion.org
Chuck Piel	Assistant Regional Director Central VA Region Liaison Newsletter Columnist	240-888-5115	chuckpiel@clcpotomacregion.org
Bill Hilliard	Treasurer	301-622-3651	billhilliard@clcpotomacregion.org
Sandy Kemper	Secretary Associate Newsletter Editor	301-585-0897	sandykemper@clcpotomacregion.org
Randy Edison	Activities Director Event Photographer	202-253-1545	randyedison@clcpotomacregion.org
Lynn Gardner	Car Show Coordinator Newsletter Columnist Valley Forge Region Liaison	703-303-7310	lynngardner@clcpotomacregion.org
Franklin Gage	Membership Director	703-869-8434	franklingage@clcpotomacregion.org
Vince Taliano	Newsletter Editor Website Manager	301-258-8321	vincetaliano@clcpotomacregion.org
Jack McClow	National Director Newsletter Columnist	301-330-5417	jackmcclow@clcpotomacregion.org