



MONTHLY NEWSLETTER

FLEETWOOD FLYER



SEPTEMBER 2025

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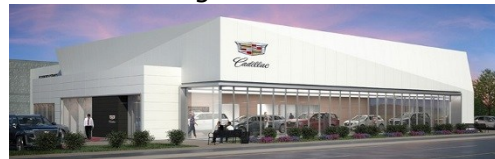
Region Website: <cadillaclasalleclubstl.org>

(submit info to <contact@cadillaclasalleclubstl.org>)

Region Sponsor: ELCO Cadillac

15110 Manchester Road, Ballwin, Mo

Cadillac Sales Manager - Bill Pastor: 877-590-6609



SEPTEMBER MEETING

Date: Sunday, September 14, 2025

Time: 10:00 AM (Meet near the registration table),
Swap Meet/Show is 6:30 AM - 4:00 PM

Where: HCC Swap Meet & Car Show

Address: 849 Jeffco Blvd., Arnold, MO (Fox School
District Service Center, Lemay Ferry/Hwy 67)

Notes: **UPDATE**—We have been informed there will be NO COST to display your car, as there is no judging at the show. See emailed flyer for show/swap meet details.

OCTOBER MEETING & CLC FALL CAR SHOW

Date: Saturday, October 11th

Time: 9:00 AM to 3:00 PM

Where: Elks Lodge #9

Address: 12481 Ladue Rd., Creve Coeur, MO

RSVP & Lunch: **RSVPs with lunch invoice payment must be received by David Baker by Thursday, Oct. 2nd.** See mailing address on invoice. The cost is **\$20 per person** and includes tax and tip. All beverages except ice water must be purchased separately. Lunch served 11:00 AM.

NOTE: NO DAY OF SHOW MEAL PURCHASES!

The catered lunch will include dollar rolls, pulled pork, sliced meat tray, potato salad, coleslaw, condiments, and assorted cookies. The lodge bar will serve beverages for an additional fee.

Meeting Notes: Car show participants should arrive at 9 AM and enter at the **EAST** entrance for parking on the east lawn. The west entrance will be used by the Jaguar Club, whose members will park on the west lawn.

For members/spectators not displaying a car, there is parking at the back of the Elks Lodge. It is suggested you arrive by 10 AM as there is no off-site street parking. **BRING** lawn chairs and bug spray! We will have our Club meeting and Officer Elections during lunch. Hope for good weather!



SECRETARY'S REPORT

I want to recognize that our CLC St. Louis Region is sponsored by ELCO Chevrolet & Cadillac. ELCO is celebrating its 40th Anniversary in 2025! We greatly appreciate ELCO's past support helping to defray club costs and providing meeting and car show space at its location. If you need a new Cadillac or Chevrolet, or a used vehicle, please be sure to contact Cadillac General Sales Manager Bill Pastor and mention your CLC membership. Bill's contact data is listed on page one.

2025 Event Dates:

- **September 14, 2025:** CLC Meeting. See page one. Let us gather near the registration table at 10 AM for our brief meeting. Car display is optional, and there is no cost to display your car. Or, just enjoy the show and swap meet before or after our 10 AM meeting.
- **October 11, 2025:** CLC Meeting, Officer Elections, Annual Show. Details on page 1.
- **October 23-26, 2025:** Our Region will host the Kansas City Region for a tour of various St. Louis venues of interest. A "Save the Date" informational flyer has been distributed with the tentative tours. This event is similar to the St. Louis Region's visit to Kansas City in 2023. Planning and the final details for the event are in progress. Details Soon!

Member Car Show Submissions:

- ♦ **Crusin' the Square - Highland, IL:** Last Saturday of every month, May thru October, 5 PM-8 PM. [Crusin on the Square presented by Rusty Rodz Car Club | Facebook](#)
- ♦ **Lindbergh High School Bands Car Show:** Sunday, **Sept. 21st**, 11 AM - 2 PM, Band Fund Raiser - \$25 / Rain or Shine. [Lindbergh Bands Bandstanders - Lindbergh Bands Car Show in Partnership with Cruisin' Lindbergh - 2025](#)
- ♦ **Quality Buick GMC Cadillac Car Show:** Saturday **Oct. 4th**, 10 AM - 2 PM, Alton, Illinois, 1620 Homer M. Adams Pkwy. Open to all collector cars, no judging. Display your pride and joy vehicle, visit with friends and others, and enjoy the FREE provided lunch. See flyer distributed.
- ♦ **National Museum of Transportation:** Saturday, **Sept. 20. and various dates through Oct. 15.** Celebrate the 30th anniversary of the F/A-18 E1 Super Hornet. [F18 Anniversary - National Museum of Transportation](#)



Member News: Several members recently enjoyed the St. Louis Car Museum Car Show on September 7th. See page 3 for some photos from that spectacular late summer day!

Ever wonder how a quarter panel is installed? Check out Frisco Hill Auto technician Brad replacing the quarter panel on the **Mastersons'** 1971 Cadillac Eldorado in this 2:45 video: <https://www.facebook.com/friscohillauto/videos/787400267289329>

!! Calling all future CLC-StL Club Officers !!

This fall marks the end of the two-year term for the current Club Officer positions. Elections will be held at our October Meeting/Fall Car Show. All positions are available, but **DIRECTOR and TREASURER** in particular. Are **you** ready to serve?



Please strongly consider this opportunity to help your Club, have FUN, and be admired by all.

This month's newsletter contains Part 3 of Doug Birk's always-anticipated series of articles on the most-recent Grand National, 2025 in Murfreesboro, TN. Another great article as always, Doug. THANK YOU for your efforts and dedication to the St. Louis Region!

Craig Masterson





St. Louis
Sept. 7th



Cadillac

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(BY: DOUG BIRK)

In Part 2 of my 2025 Grand National (GN) recap, cars from the 1950s through 1960s were covered. Part 3 highlights cars from the 1970s and beyond. First up, one cannot forget this 1970 white Eldorado (below-left), known as the gentleman's hot rod, with the 8.2-liter (500 cu.in.) engine. Going "formal" brought us to the elegant black Fleetwood Brougham (below-right) with wire wheels.



Early '70s models included our past CLC National President Glenn Brown's 1972 Fleetwood Brougham in Chestnut Brown (below-left) and a shorter 1972 Sedan de Ville in Zodiac Blue

(below-center). A late arrival was the 1973 Coupe de Ville in Harvester Yellow, parked under the hotel's portico (below-right).



1974-1976 models have become very collectible, while still affordable, except for their appetite for fuel. This 1974 Cotillion White with red leather Eldorado Convertible (below-left) seemed right at home along with its companions. Also in this model-year-range was a 1974 Coupe de Ville in the one-year-only color of Andes Copper, and a 1976 Coupe de Ville in Dunbarton Green (both shown below-right).



And for those who want and think big, how about this 1976 Georgian Silver Fleetwood Brougham (below left-top), measuring a record 233.7 inches? The 1975-1978 large Eldorados made a nice showing. Shown was a 1975 Gossamer Blue Firemist with white interior (left-center), joined by a Firethorn Red 1976 model (left-bottom). A super-low-mileage 1978 Biarritz Coupe in Mediterranean Blue was a contrast to the usual two-tone Demitasse Brown and Arizona Beige version (both below-right).



Something out of the ordinary was the 1978 Seville Opera Coupe. It is 1 of 600 conversions that were completed by the Grandeur Motor Company of Florida. I guess you would call the ownership and driving of this car (below) a matter of personal taste!



The new, downsized 1977 Cadillacs were finally coming into their own domain, being shorter, easier to park, and lighter, yet having plenty of V8 power with better performance and gas mileage than their predecessors. Another repeat show car was a 1977 Fleetwood Brougham (below-left) finished in Seamist Green. Alongside was a very appealing '77 Coupe de Ville, finished in Naples Yellow, with matching leather seats, carpet, dash, and headliner (below-right).



Drawing my attention to the yellow CDV above was not only the car, but its yellow and black California license plate. Yes, this fine car was driven all the way from the West Coast to the GN. Conversing with the owner, Craig Chally of Thousand Oaks, CA, provided me with a bit of the car's history. Craig is the 4th owner. The car was originally sold in San Diego, and then worked its way up the coast to Santa Barbara and on to Sacramento, where he found it.

Always a CA car, it is totally rust-free. Craig had the engine rebuilt by Jasper Engines at 144K miles. Now showing 223K miles, it is truly a road car. Mostly original, having only a quarter panel repainted, it features such options as cruise control, tilt wheel, AM/FM radio, wire wheel discs, and roof coach lights.

Craig has driven this car from CA to attend other GN's, including Cherry Hill, NJ, and Saint Augustine, FL. His home in Thousand Oaks is just northwest of Los Angeles, over the Santa Monica Mountains; so yes, he is a "Valley Person" as many joke about. But driving this beautiful car is anything but a joke. Hope he had a pleasant and safe four-day drive home.

Two 1985 downsized Eldorado Coupes were displayed. One was finished in all black, *sans* vinyl top (right), the other in an unusual Sherwood Green Metallic (far-right).



Only one redesigned, bustle-back Seville (right) was shown, a 1980 Seville Elegante in silver-over-black. This car was also driven from CA, receiving the long-distance award, traveling 3,686 miles one way. Did I mention that this car is a diesel???



Other '80s Cadillacs included a 1980 Coupe de Ville D'Elegance in Beige Metallic (above-left) and a 1983 Coupe de Ville in white (above-center).

The very attractive redesigned 1989-1993 Cadillac de Villes sported longer quarter panels and open rear wheel wells. Only one car, a 1990 Sedan de Ville in Burnished Gold (above-right), was displayed at the GN with this new body style.

Unfortunately, only one large rear-wheel-drive pre-1992 Brougham Sedan (right) was shown, a dark blue metallic model from NY.



Allantés came in traditional patriotic colors of red, white, and blue as seen with these 1993 models (below) which were displayed. 1993 Allantés seemed to be the favorite among collectors, being the only year for the Northstar engine, and the last year of production. Personally, my preference is for the earlier models with a 4.5- or 4.9-liter engine with established reliability.



"Andare Avanti"—yes, moving forward to the mid-1990s provided a trio of beige 1993-96 Broughams parked on the hot asphalt, posed for a photo shoot. Nearby, parked under a shade tree near its sisters, was a 1995 model from IN in all-black.



A distinctive model attracting the interest of many was the 1996 Fleetwood Presidential Limo (below) finished in none other than Presidential Black. This stretched-wheelbase model allowed for six doors, a raised squared-off roof, formal rear window, fully-padded top, and fender flag mounts. The young lady attending the car, Nicole, was eager to answer any questions about the car. These were the types of cars typically used by President Clinton and his staff. Nicole offered me the opportunity to sit in it, but I declined. Maybe she thought I was royalty or just an old, tired person needing a place to sit.



The 1997 Eldorado coupe (below-left) graciously made room for the influx of Cadillac's new, two-seat roadster, the XLR (2004-2009). Gaining in popularity and affordability, these once-new cars have joined the ranks of collector cars. With only 15,460 units produced over six years (below-center), these ageless beauties are quickly being purchased, especially the instant collector model XLR-V (below-right) with the heart of a Corvette.



The 2000s models included display of St. Louis Region members Clayton Patterson and Michael Lott's Crystal Red Tintcoat 2009 DTS (right). Not only were they attending their very first GN, they also took home a First-Place Award in Touring Class. Congratulations, guys! (FYI, here is a link to a YouTube interview of Clayton: [A Tour of the 2025 CLC Grand National](#), view Clayton @15:37 / editor).



Also present was a 2011 DTS in Pearl White (below-left), alongside two XTSs, a 2013 in gold with a padded top and Vogue tires (below-center) and the other, a 2015 in Brittany Blue (right).



Buyers of all ages have been taken by the smaller, redesigned CTS, introduced in 2002. Many later-model CTSs were displayed, such as a red 2011 CTS-V (below-left), a 2012 CTS Sport Wagon in Pearl White, also with Vogue tires (below-center), and a 2014 CTS in Ruby Red (below-right).



The last of the "real" full-size Cadillac sedans were the CT6 model (2016-2020). Kevin and Caro Williams drove their White CT6-Platinum to the show (below-left), and newer CLC-StL members Jerry Wilson and Chris Doria (Frisco Hill Auto Restoration) displayed a 2019 CT6-V Blackwing finished in black metallic (below-right).



The Cadillac LaSalle Club Museum & Research Center will hold its annual Cadillac Fall Festival and Car Show Competition at the Gilmore Car Museum in Hickory Corners, Michigan. Cadillac's V cars are featured this year, and Jerry and Chris's CT6-V will be on display at the Festival held September 26-27.

For those who think big, the Cadillac Escalade will fill your needs but drain your pocketbook. Shown was the 2013 EXT (pickup) model in white, a 2011 EXT in bright blue, and the King himself, a 2024 Escalade-V in dark gray.



I hope to see you at next year's "treasure hunt". The 2026 GN will be held in Charlotte-Concord, NC. Wishing you safe and happy motoring!



Cadillac Heritage of Ownership Medallions : 1989-2000

(By: John Abend)

Long has it been commonplace for Cadillac dealers to reward their customers old and new with little extras when a sale is made or they're looking to close the deal. Many such items are just promotional/advertising items the local dealership had made up as giveaways. Cadillac crested pens, keychains, moleskin paperwork wallets...a little something to make the customer or potential customer feel special.

But, starting in 1989, Cadillac rolled out the Cadillac Heritage of Ownership program. They wanted owners to feel they were truly part of an exclusive club as well as flaunting (advertising) it openly on the radiator grille of their new Cadillac.



Each new Cadillac purchase or lease entitled the buyer to a heavy pewter or gold-toned grille medallion with proper mounting hardware for their year/model and an accompanying personalized thank you card from the servicing dealership. Although not widely known, any prior owner could have technically ordered one through the program if you had the department phone number, with the medallions priced at \$129.

The round medallion featured raised lettering on its circumference stating in bold capital letters "Cadillac Motor Car Division Heritage of Ownership". At the medallion's center was a space for a clip in token. The token could have a Roman numeral above a Cadillac script between I-XXXX (1-40) or 1 of 2 worded tokens (Cadillac or Cadillac Master Owner).

The numbered medallions represented the cumulative total of new Cadillacs either purchased or leased by that particular owner over their lifetime. Roman numeral grille badges above number XV (15) are rare to find with each higher number increasing in rarity. Usually, the only owners that attained high number badges were either affluent Cadillac brand loyalists or purchasing fleet vehicles for their business (funeral homes, limousine companies, etc.), which would have netted them a whole series of grille medallions of increasing numbers.

The Cadillac script only token was given to a customer either by their own request or, if they made no request for any particular Roman numeral grille badge, the dealership would order them this script only medallion.

The Cadillac Master Owner badge was as rare then as it is today since an owner needed to have purchased/leased 41+ new Cadillacs in their lifetime to be bestowed this high honor.

As to the two different types, gold-toned and pewter, this was simply a decision made by either the customer or ordering dealership. Standard issue was the gold-toned medallion but if the





owner wanted, they could request the pewter style. So, this is why it's much more common for these gold-toned versions to be seen nowadays adorning a classic Cadillac grille than a pewter one. Also available, albeit only for the 1992 model year, was a gold-toned only, cloisonné "Golden Anniversary DeVille 50 years" medallion, celebrating the DeVille model's 50th production year.

After the 2000 model year, Cadillac redesigned the medallions to better align with the changing design of grilles with less narrow, short grille slat boxing to the larger egg crate future styles with more contour. Often referred to as the "golf putter style" medallion, these are more common and less collectible than their predecessor. Most are still in their velvet covered clam shell boxes, sitting deep at the bottom of the car's console.

Changing tastes, Cadillac targeting younger buyers, and ever evolving styling with the less-is-more mind set made additional bolt on accessories such as these medallions fall out of favor with newer owners and the whole program was eventually closed down in the early-mid 2010s. Cadillac and it's dealerships still continue to giveaway the usual array of trinkets and slightly more upscale items like emblazoned wine glasses, golf accessories or Cross pens. Still, none of those gifts have had the same flair as these old medallions that clearly stated when you pulled up to the curb and parked that "You've Arrived."



This fine article was written by John Abend, owner of Captain Cadillac's Cove. John graciously allowed the reprint of his article after I discovered it while searching the Internet for Cadillac parts. John sells NOS, New, Used and Reproduction Cadillac Parts & Accessories for 1961-1991 on his website <https://captaincadillacscove.com/>, and eBay store under the same name. John, Thank You for allowing us to reprint your great article!





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September Edition

2025

CLC - St. Louis Region Calendar of Events



Date	Day	Time	Event	Location	Notes
1/11	Sat	1:00 PM	Monthly Mtg & Holiday Party	Favazza's Restaurant, 5201 Southwest Ave.	
2/27	Thur	6:00 PM	Monthly Mtg - The Sports Café	579 Pennridge Dr., Bridgeton, 63044	
3/22	Sat	10:00 AM	Monthly Mtg - St. Louis Car Museum	1575 Woodson Rd., St. Louis, MO 63114	Lunch out afterwards
4/20	Sun	8:00 AM	HCCM-Annual Easter Car Show	Forest Park-Muny Opera Upper Parking Lot	
5/04	Sun	11:30 AM-3:30 PM	Monthly Mtg & Car Show	St.Martin's Episcopal Church, 15764 Clayton Rd., Ellisville	Circle of Concern Food Pantry Benefit
6/2-7			CLC Grand National	Murphysboro, TN	
6/14	Sat	11:00 AM	Monthly Mtg & Lunch	Van Berkel home, Arnold, MO	RSVP-Bring side dishes/desserts
7/13	Sun	10:30 AM	Monthly Mtg & Lunch	Edwardsville/Highland, IL (See June FF for details)	Diamond Mineral Springs Restr.
8/9	Sat	8:30 AM	Monthly Mtg - Drive to Koch Collection	Chatham, IL - Details to be emailed	Lunch - Rte 66 Motorheads Garage
9/14	Sun	10:00 AM	Monthly Mtg - HCC Car Show/Swap Meet	849 Jeffco Blvd., Arnold, MO	Enjoy the show & swap meet
9/26-27	Fri-Sat		CLC Fall Festival & Car Show	Gilmore Museum, Hickory Corners, MI	Cadillac's V cars featured this year
10/11	Sat	9 AM - 3 PM	Annual CLC Car Show & Monthly Mtg	12481 Ladue Rd., Creve Coeur, MO 63141	Elks Lodge #9, w/Jaguar Club
10/15-18	Wed-Sat		CLC National Driving Tour	Central New York State	
10/23-26	Thur-Sun		CLC-StL/KC Fountains to Gateway Tour	Westport / Hunter Car Collection / TBD	Fun-Fun-Fun
11/19	Wed	6:00 PM	Monthly Mtg	ELCO Cadillac, 15110 Manchester Rd., Ballwin	Final 2025 meeting
Other Local Car Related Events					
6/15	Sun	10 AM-3 PM	HCCM Father's Day Car Show	Museum of Transport, 2967 Barrett Station Rd.	
9/06	Sat	10 AM-2 PM	St. Louis Car Museum Car Show	1575 Woodson Rd., St. Louis, MO 63114	Benefiting the StL Area Food Bank!
9/13	Sat	11 AM-2 PM	Kicks On 66/R.Gori Memorial Car Show	Ray M. Schon Park, Glen Carbon, IL	
9/14	Sun	6:30 AM - 4 PM	HCC Show & Swap Meet	849 Jeffco Blvd., Arnold MO 63010	Fox School District Service Center
10/12	Sat	10 AM-4 PM	Hoffmeister Car Show	6464 Chippawa St., St. Louis	\$10/ Proceeds to Feed My People
10/20	Sat	7 PM-11 PM	Archway Oldsmobile Charity Trivia Night	2500 Raymond Dr., St. Charles, MO	Amer.Legion #312, \$20/person