



## MONTHLY NEWSLETTER

# FLEETWOOD FLYER



*Cadillac*  
*LaSalle*

CLUB  
St. Louis Region

### MARCH 2025

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**National Website:** <cadillaclasalleclub.org>

**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



### MARCH MEETING

**Date:** Saturday, March 22nd

**Time:** 10 am to Noon

**Where:** St. Louis Car Museum

**Address:** 1575 Woodson Rd., St. Louis, MO 63114

**Note:** Those who wish can then participate in a group lunch outing after the meeting to a local restaurant yet to be determined.

### APRIL EASTER AUTO SHOW

**Date:** Sunday, April 20th

**Time:** 8 am

**Where:** Forest Park Upper Muny Parking Lot

**Address:** Summit Dr., St. Louis, MO 63312

**Registration:** Sign up for the Club Display! Submit your Name, Make, Model, and Year of car with \$15 Display or \$30 Judged fee to Todd by March 31st. Mail your check payable to "HCCM" to:

Todd Tobiasz

417 Fairlawn Ave.

Webster Groves, MO 63119

**Easter Show Notes:** Judged cars can park with their associated club. MOST IMPORTANTLY, for car club displays, there is NO requirement that vehicles be at least 25 years old. So, any club member's Cadillac is welcome to be included in the Club's display regardless of age!

Below are the key points to know:

- The fee to display with the Club is \$15, otherwise, the display fee is \$20 if you display outside of the Club. (Good marketing!)

- If you display with the Club, DO NOT submit the Easter Show Registration form. Use the form only if you wish to display separate from the Club. Just submit your check and vehicle information to Todd Tobiasz as noted at "Registration".
- If you desire to be Judged, please complete the Easter Show Registration form provided so your vehicle can be placed in its appropriate class. [Easter-Show-Registration-2025-with-AAA-logo.pdf](#).
- If you are Judged, and wish to display with the Club, please note that on the registration form. The form and payment is submitted to Todd Tobiasz.

### SECRETARY'S REPORT

Our February 27th meeting was held at the Sports Café in Bridgeton. We had a good turnout of 21 members. Ted Fivian's Treasury Report showed that we continue to have a sufficient balance for future activities. Ted reported the Club's current treasury balance was about five Clevelands and a Franklin. (I have my bill denominations correct this time!)



**2025 CLC-StL Dues:** I have contacted directly those members who have not yet renewed, so that they have the opportunity to be included in the 2025 Region Roster. I am planning to distribute the 2025 Roster with the April newsletter.

**Winter Reunion & Board Meeting (WRBM):**

Kevin Williams reported on his attendance at the CLC WRBM held in Chattanooga, TN. *En route* to home, Kevin stopped in Murfreesboro, TN to view the hotel reserved for this year's Grand National. The primary hotel, Embassy Suites, is sold out, and the second hotel is filling up fast. If you ever considered attending a GN, this would be an ideal one to experience, as it is only a five-and-a-half-hour drive from St. Louis. Additional bus tours have been added to accommodate the demand.

The **Grand National** for 2026 will be held in Charlotte, NC. For 2027, it will be in Reno, NV, scheduled for an earlier week of May 17-22 to try to avoid the heat. The 2028 Grand National will be held in Dayton, OH, which is also only a five-and-a-half-hour drive away. So, 2029 may be the first opportunity for a St. Louis Grand National. They may also consider St. Louis for the WRBM in the future, but they may want to reassess given what our January-February weather can be like! Maybe a warmer-climate location would be better.

This being Kevin's first WRBM attendance, he stated that it was very similar to going to a Grand National, but without the car show. There are many activities and tours to attend in addition to the board meeting itself. The 2026 **WRBM** will be held in Orlando/Kissimmee, FL, and the 2027 in Birmingham, AL. San Antonio, TX will host the 2028 WRBM.

Regarding the CLC **National Driving Tours**, 2025 is in central New York State October 15-18. The 2026 tour will be hosted by the southeast region originating from Huntsville, AL. This tour will be a planned 400-mile trip. The 2027 Tour will originate in the Province of Ontario Canada (Toronto or Ottawa?). It may include some of the U.S. states that border Canada, thus making it the first multi-national driving tour. (Unless Canada has become the 51<sup>st</sup> state by then!)

Kevin next addressed the discussion at the WRBM regarding membership. The national CLC will start distributing a listing of the Region's members whose national membership is scheduled to expire in the next two months, on a bi-monthly basis to each Region's Director. This practice will allow each Region to keep current on its membership status.

Another opportunity to maintain or increase national member headcount is to actively court

those members who have not joined their respective local Regions. Our Region is active in doing so, both having contacted national members in our Region's area that are not CLC-StL Region members, as well as monitoring new national members as listed on *The Self-Starter's* white paper mailing cover.

Another membership growth opportunity is to place national CLC brochures within the various local Cadillac dealerships which can be provided to new Cadillac owners. Steve Colesworthy, having had a long and successful career in the automotive sales industry, has volunteered to visit local Cadillac dealerships to provide and place the brochures. Thank you, Steve!

Changes within the National Club include a change of Chief Judge. Fred Butalla from Joliet, IL (Chicago Region) has replaced longtime Chief Judge Bill Anderson. Fred has several ideas and plans to introduce a newer, simplified judging system. They will add a new class to judge cars as they were "delivered from the dealer", not necessarily "delivered from the factory". Thus, dealer-added options, accessories, and customizations which may not be acceptable under "as delivered from the factory" judging will be acceptable in this new class.

They are also going to either simplify the Touring Class judging requirements or maybe create a new "Driver Class", where judging will only include inspection of the car's exterior, interior and operation. No review and judging will take place as to the engine bay or chassis/underside of the car. The "Modified" and "Custom" classes will also be tweaked to allow for more entries in this class.

**1959 & 1960 Cadillac Chapter (59/60CC):** At this year's CLC Winter Board meeting, the Board voted to change the 59/60CC status from "provisional" to "official" status.

Also approved was the Chapter's request for a brand new annual 59/60CC award to be presented beginning with the 2025 Grand National Meet Awards Banquet. Separate from the traditional judging categories, this award recipient will be chosen exclusively by 59/60CC members and will recognize the displayed 1959 or 1960 Cadillac found to be the most distinctive on the showfield.

Eligible candidates are any 1959 or 1960 Cadillac entered in the Primary, Touring, Modified, or Display Only Class. "Distinctive" will be up to the voting member's own criteria and can include originality, restored condition, customization, interesting history, or any other criteria that makes a vehicle distinctive to him or her.

In creating this new award, it is hoped that the award will attract more 1959 and 1960 Cadillacs to the showfield and promote and grow the 59/60CC.

**Gateway Grizzlies:** We have been contacted by the Gateway Grizzlies baseball team, located in Sauget, IL regarding an upcoming promotion they will host. On July 6<sup>th</sup>, there will be a classic car cruise-in to promote the fall KSHE Radio Car Show. Bring your collector car to the stadium and stay and watch the game. More details to follow including any potential special admission pricing for the game for Car Show participants.

**CLC-StL Vendor List:** We are moving forward on the development of a recommended vendor list as to both parts and service based on member knowledge and experience. If you have a vendor or vendors that you would like to submit, either local, national or international, please submit as much of the following vendor information listed below as possible:

Vendor Information

Vendor Name:

Vendor Contact:

Full Address:

Phone Number:

Web site:

Specialty:

Notes:

Please submit your vendor recommendations to Mark Ellison at [maellisonod80@gmail.com](mailto:maellisonod80@gmail.com).

Mark will compile the vendors list into categories for quick lookup. The categories contemplated are listed below. Please feel free to chime in with any thoughts and/or ideas:

| Cat.# | Category Description                                                                                        |
|-------|-------------------------------------------------------------------------------------------------------------|
| 1)    | <b>Accessories</b> (antenna, autronic eye, cruise control, radio/speakers, etc.)                            |
| 2)    | <b>Body &amp; Chassis</b> (body panels, bumpers, emblems, glass, trim, weatherstrip)                        |
| 3)    | <b>Brakes, Suspension/Steering, Tires/Wheels</b>                                                            |
| 4)    | <b>Convertible</b>                                                                                          |
| 5)    | <b>Driveline</b> (transmission, driveshaft, differential)                                                   |
| 6)    | <b>Electrical</b> (alternator/generator, lighting, wiper/washer, instrument panel, power seat/window, etc.) |
| 7)    | <b>Engine</b> (cooling, ignition, fuel system/tank, mechanical)                                             |
| 8)    | <b>HVAC</b> (A/C, heater, controls)                                                                         |
| 9)    | <b>Interior</b> (upholstery, carpet, trim)                                                                  |
| 10)   | <b>Plating/Coatings</b> (ceramic, chrome, cadmium, powder coat, nickel, zinc)                               |
| 11)   | <b>Restoration &amp; Repair</b> (body, paint, mechanical, general)                                          |
| 12)   | <b>Vendors</b> (multiple-parts/general)                                                                     |

Please contact Mark Ellison or Craig Masterson with any questions or suggestions. Thanks!

**2025 Event Dates:** Our 2025 Calendar of Events will be a work in progress over the course of next year. Meeting and event ideas were solicited at our meeting and several great suggestions were made. If you have ideas on meeting locations, events and drives, etc. please let Director Todd or Assistant Director David know. Better yet, if you are willing to assist by helping to plan and organize the suggested event, all members will appreciate your efforts and doing so helps immensely.

Current 2025 Club events currently planned or in the planning stages for save-the-dates are .

- April 20, 2025: Sunday, Easter Auto Show- Forest Park. (details page 1).
- May 4, 2025: Sunday, Meeting & Car Show, St. Martin's Church, Ellisville, MO.
- June 2-7, 2025: CLC Grand National, Murfreesboro, TN. CLC registration started on January 10th. Please book your hotel room now while rooms are available: [2025 Grand National | Cadillac & LaSalle Club](#).
- **June 14, 2025:** Dave and Patti Van Berkel have graciously offered to host our June Club meeting at their home in Arnold, MO. They are located very near the I-55 and MO 141 intersection. The current plan is to purchase fried chicken from a nearby eatery, with members signing up to bring side dishes or desserts, their beverages of choice, and lawn chairs. The Van Berkel's have a beautiful home with plenty of off-street parking. This meeting will be rain-or-shine, as they have available a large partially covered patio that adjoins several acres of forest, as well as an impressive indoor, lower-level party room with access to the patio. More details to follow. We will need RSVPs in May along with side-dish and dessert sign-ups. A good time is guaranteed! Thank You, Dave and Patti!
- Sept./Oct.: Date to be determined, but we hope to host the Kansas City Region over a 3-4 day weekend to introduce them to the finer life in St. Louis! This event is similar to the St. Louis Region's visit to the Kansas City Region two years ago for the "Gateway to Fountains" Tour. I am tentatively naming this tour "B-B-Q to the Lou" or "Jazz meets the Blues". Please submit your name suggestions and your hotel and tour ideas to Director Todd Tobiasz.

**Member News:** Friend of the Club, **Bill Tabor**, recently had a successful heart procedure performed, and all appears to have gone well. We hope you are feeling better, Bill. Bill is still

accepting your old car magazines for distribution to all of the Veteran's Homes located throughout Missouri. Please put no more than 5-7 in a bag for ease of transportation. Please consider giving Bill your personal monetary contribution to help fund the postage cost for distributing these magazines.

**Patti Van Berkel** recently had a couple of minor surgeries (is surgery ever minor?). Patti, we hope all went well and are wishing you a speedy and successful recovery.

**Todd and Amber Tobiasz** visited long-distance members **Scott and Allyson Halver** who reside outside of Phoenix, AZ. Todd and Scott, at the request of the **Mastersons**, visited Desert Valley Auto Parts (DVAP) in the area, ([Desert Valley Auto Parts](#)). The father and son owners, the McClures, starred in the Discovery channel cable TV show *Desert Car Kings* where they highlighted their large salvage yard and would choose a car to "restore" and sell during each episode.

The reason for the visit? As reported last month, the Mastersons have entrusted their 1971 Eldorado Convertible to member **Chris Doria's** Frisco Hill Auto restoration shop for rust and mechanical repairs. The diagnosis was that it would be best and most efficient to acquire a set of completely rust-free rear fenders rather than to "recreate" any other potential fix for the existing rusty fenders on the car.

Todd and Scott initiated a video phone call with me upon their arrival as they roamed the salvage yard assessing the potential 1971-1972 Eldorado donor candidates available. Despite the crackling high-tension power lines overhead and on the lookout for rattlesnakes, they successfully found and confirmed the availability and suitability of two good rear fenders—each side from a different car. FYI, despite the "environmental risks" they endured, it should also be noted that when they called, they were basking in a sunny 80° day with blue skies, while St. Louis was experiencing 0° Fahrenheit that morning!

DVAP will mark up the proposed fender cut-off lines and send pictures for approval before cutting. These parts will then be placed on a pallet and shipped via semi directly to Frisco Hill Auto. Thank You, Todd and Scott!

This month's newsletter continues with Doug Birk's excellent series of 2024 Grand National articles, covering 1979-1993 vehicles displayed. Doug, GREAT article as always. Thank you for your efforts and dedication to the Club!

*Craig Masterson*

## **CARS FOR SALE**

### **1970 Coupe de Ville**

A friend of Todd Tobiasz's neighbor has a 1970 Cadillac Coupe de Ville for sale that was acquired in an unusual manner. The owner, **Gordon Carlson**, acquired the car when he purchased the garage it was stored in as part of a property tax delinquency auction. Todd and Gordon surmise that the vehicle was last licensed in 1984 and has likely been sitting in the garage since then. Gordon will be applying for a title for the car with the state of Missouri. The car is gold with a black vinyl top and gold cloth interior. It shows 84K miles on the odometer. The body appears virtually rust free, although there are some nicks and scratches in the gold paint. No asking price has been determined yet. My hunch is that Gordon may be a motivated seller. He can be contacted at **(314) 727-4960** if you are interested and would like to view the car.





# Engagement Cadillac



(By: Craig Masterson)

Last summer my nephew, Aaron, became engaged to his fiancée, Natasha. They decided to have engagement photos taken for use on their wedding planning website and invitations. They asked if they could use one of our collector cars in the photo shoot. *Of course*, we said, expecting that they would choose Cindy's sporty gold 1978 Firebird Trans Am. But, no, they chose the 1959 Cadillac! They had decided on a classic, formal wedding, and the black Cadillac fits the bill to a tee. Looking for an appropriate classic photoshoot background, the Central Library in downtown St. Louis was chosen. FYI, an April wedding is planned.

If you have never visited the Central Library, it is a gem. The library boasts some of the finest examples of Beaux-Arts and Neo-Classical Architecture in the United States. Designed by renowned architect Cass Gilbert and completed in 1912, the structure occupies a full city block and is an historic treasure. Exquisite replicas of features from the Pantheon, Vatican and Michelangelo's Laurentian Library bring the Italian Renaissance to life in the heart of downtown St. Louis. Among the many amazing treasures featured throughout Central Library are the thirty decorative shields bearing the "Printers' Devices" or marks of some of history's most famous printers carved on the building's stone exterior.





## 2024 GRAND NATIONAL PART 6



(BY: DOUG BIRK)

Before leaving the 1970s, frozen in the rearview mirror, there was one car that was the “elephant in the room”. That was a 1974 Eldorado custom by Moloney Coachbuilders (Chicago, IL). No, it was not your average family car, unless you were in “the oldest profession”. Remember the 1972 movie *Super Fly* with Ron O’Neal? This pimped-out Eldorado would be a tribute car to that genre. Easily mistaken for a stereotypical Hollywood movie-set car, it had these added features: special gold/bronze metallic paint, a fabricated, heavily-padded top, with a limo-like small rear window, blanked-out opera windows, landau bars, coach lamps, sunroof, oversized chromed grille and header topped with a large chrome flying lady hood ornament, two oversized amber-tinted headlight covers, chromed fender tip extensions, fog lights, continental-style trunk, crushed gold velour interior, veined-turbine (Rocket) alloy wheels, gangster 4-inch-wide whitewall tires, and curb feelers.



It may not be everyone's cup of tea, but the unique (atrocious?) style immediately draws one's attention to this “hood” car. In May 2024, this original 36K mile classic was advertised for sale for only \$25,000. Love it or hate it; just don't park in my driveway! The neighbors may get the wrong impression!

Another decade ended, while a new one began—that of the 1980s. The cultural emergence of Generation-X (1965-1980), with their independent thinking and valued stability, all while embracing the trends in fashion of bold colors (pink, lime green), big curly hair, miniskirts with leg warmers, rappers in baggy, ill-fitting clothes, vibrant music ranging from synthetic pop to Madonna and Prince, and Mötley Crüe to Michael Jackson, MTV's music videos, collecting Cabbage Patch dolls, and hanging out at overcrowded shopping malls and food courts.

Movie entertainment ranged from the creepiness of *The Shining* and *Friday the 13<sup>th</sup>*, to the action films *The Terminator* and *Die Hard*, to the supernatural of *ET*, *Back to the Future* and *Star Wars*. Others may just remember it as the Reagan Years. Yes, the '80s were also a period of flux for auto design, due to mandated federal safety standards and environmental emissions challenges.

Downsizing became more accepted starting with the introduction of the 1979 Fleetwood Eldorado, a body style that would carry through the 1985 model year. Even after losing 1,150 pounds and shrinking in all dimensions—the wheelbase by 12 inches, length by 20 inches, and width by eight inches—amazingly it gained interior space, both in front and rear headroom and leg room. Additionally, it gained in popularity, selling a record 67,436 units. Giving up size does not mean relinquishing luxury.

This body style was represented by several Eldorados at the show. Spencer Chaplin from VA drove his stunning dark-blue 1984 Biarritz coupe (below-left), comforted by all-white tufted leather seats and wire wheel covers. The black 1984 Eldorado coupe (below-center) owned by Sal Richichi from NY featured the optional full-fabric carriage roof (\$995) and aftermarket wire wheels with the Cadillac crest on the center caps. A record number of 75,506 units were sold.



Only manufactured for 1984-1985 was the Biarritz convertible. Eric Hulshart from PA won first place in Touring for his 1985 Firemist-Blue convertible (above-right). Accented with an all-white interior, it sported a modified Rolls Royce-style grille/header and True-Spoke wire wheels. Joining the group was another '85

convertible in Firemist-Blue with white trim, an original car owned by Michael Stinson from PA, (right-top). And then there was the gorgeous triple-white convertible (right-bottom) owned by Michael Gentile of NY, showing what elegance can be found in an open car. Missing would be only a red model to complete a patriotic set. Only 2,300 units were sold in 1985.



Prices for these limited-production models (1984-1985) started at an unbelievable price of \$31,286 and \$32,105, respectively, roughly 55% more than the base price of the coupe. Still classy today, but not a very good investment...just have fun with an open-air car that few other folks own but would love to.



Following the trend in downsized luxury was the newly designed 1980-1985 Seville. Gone was traditional RWD, now powered by FWD with all new styling and a sweeping fastback roof line and sculptured "bustle back" trunk, inspired by the Hooper-bodied Rolls Royce of yesteryear. It was a love-it-or-hate-it design, initially selling 38,344 units at a base price of \$20,477. By 1985, sales were 39,755 units with a factory base price of \$23,729. Representing this era was an all-white sedan (right) owned by Rex Fisher from OH. A beautiful ride to and from the show, he went home with a first-place trophy in his class.



Cadillac's bread-and-butter models, de Ville and Fleetwood, remained full-size from 1980 through the 1984 model year. While the overall body remained similar, engine size varied greatly from the 368 cu.in. used in 1980, to the V-8-6-4 modulated displacement 368 cu.in. engine in 1982, to the smaller HT4100 249 cu.in. V-8 used from 1983 through 1986 models, *sans* Brougham.



Representing 1980 was Randy Greenberg's series 6CD47 Coupe de Ville, in its original Sandstone finish with black cabriolet vinyl roof (right-top)—a preservation car from CT. Stepping up a rung on the price ladder was the 1980 CDV d'Elegance. It was another preservation/unrestored car owned by Anthony D'Alessandro from NJ. The finely detailed collectible was finished in Saxony Red with Claret cabriolet vinyl roof (right-center). The base price came in at \$12,401, with an additional \$1,005 for the d'Elegance package. It also featured optional wire wheels (\$628) and Vogue gold-line whitewall tires. A popular model, it sold 55,400 units in 1980.



Representing 1983, Daniel Mullane drove his distinguished Mahogany Coupe de Ville (right-bottom) from VA. It was a popular model that year with a factory base price of \$15,970.



The flagship Fleetwood Brougham for the period 1980 through 1992 remained the constant fixture of the traditional RWD luxury car. Offered as a coupe from 1980 through 1985 model years, it was basically a CDV with Brougham luxury trim—at a cost! The Cotillion-White 1984 Brougham Coupe (right) owned by Izzo Gennaro from NY featured authentic wire wheels and was truly outstanding, taking first place in its class.



Fleetwood Brougham Sedans from 1980 to 1992 were plentiful, appealing to many people with excellent taste in fine automobiles. A fantastically-preserved 1984 Brougham in metallic-Sandstone (right) is owned by Chris Carlton from MN, who just happened to take home a first-place trophy. Options included leather seating and wire wheel discs. The base price for this model was then \$20,451.



Another pleasant surprise was the custom-fabricated 1987 Fleetwood-bodied Cadillac Station Wagon, owned by Rita Trapani from NY. Fully

optioned, this metallic-Steel-Blue people mover (right) included a full, dark-blue, tuxedo-grained vinyl roof, all-leather seating, chrome luggage rack, and wire wheel disks. Rita took second place in the specialty class.



A 1989 Brougham Sedan (right), finished in deep-metallic Maroon, with matching vinyl roof, accented with crimson leather seats, was driven by Scott Wardinski from VA. The cost of this model had risen to \$25,699, with a total production of 40,508 units. (28,296 standard sedans and 12,212 d'Elegance models). New power came from a larger, more-dependable, 5-liter (307 cu.in.) V-8 engine.



1990 models were refined, or as Cadillac advertised, "contemporary yet classic restyling" In this large C-body car, changes included composite halogen headlights, new endcaps, rub strips and bumper fillers. The lower side trim was clad in either a matching body color or contrasting silver-gray finish. The rear taillight lenses were clear with a red reflective insert, reminiscent of the 1962 model that first introduced this unusual design feature. Prices started at \$27,400, which quickly ballooned when adding the pricey \$2,846 d'Elegance leather package, \$1,355 Astro roof, \$395 gold trim, full formal padded top at \$1,195, and wire wheels at \$1,000. The standard engine was the 5.0-liter (307 cu.in.) V-8, with an optional 5.7-liter (350 cu.in.) V-8 engine available.



This award-winning 1990 Cobalt Blue metallic Brougham (above-right) owned by Michael Francioni of NY featured optional wire wheel discs and white wall tires. A total of 33,741 units were sold. (21,529 standard models and 12,212 d'Elegance models).



After an annual price increase, the 1991 models now started at a hefty \$30,225. Representing 1991 was a Brougham wearing a new color offered that year, Antelope-metallic, sporting a matching almond-shade vinyl top (right-top). A decrease in sales resulted in only 27,231 units being sold. The owner is Doc Toliver from CT.



Little changed for the 1992 Brougham, other than the price—then set at \$31,740. Here was another Antelope-metallic sedan (right-center) from CT, featuring a full-fabric carriage roof in dark brown, and Vogue gold-line tires. The owner is Chic Smedes.



Wrapping up the Brougham sedans was a 1992 in gloss black with matching vinyl top (right-bottom). Extras include wire wheels and a full-leather interior. The owner is Larry Kennedy from IN. Just 13,751 units were sold that year.

Cadillac's once-glittering tiara was quickly being tarnished and robbed of its jewels by designers and engineers who had to meet the new government-mandated CAFE (fuel economy) and safety standards. Their solution was to manufacture a smaller, lighter, fuel-efficient luxury car. Their response was the newly-designed 1985 Cadillac de Ville and Fleetwood (*sans* Brougham), the bread-and-butter models for Cadillac buyers. Other than the "Cimmaron by Cadillac" (note: not "Cadillac Cimarron") that was based on the Chevrolet Cavalier that was introduced in 1982; the new 1985 models were Cadillac's attempt at a "full-size", albeit smaller, luxury car. No examples of the early model (1985-1988) de Villes or Fleetwoods attended the 2024 show.

Now history, the grand-old Cadillacs lost 2 feet in length, 600 pounds in weight, 10 inches in wheelbase, and utilized the small HT 4100 engine with FWD configuration. The aesthetics—the short hood, an even shorter chopped rear deck, and tall roof—left something to be desired. The new look seemed out-of-proportion, almost making it "cartoonish". Similar attempts by Ford in downsizing its 1980-1982 Thunderbirds and Mercury Cougars didn't exactly send cars flying out of showroom doors.

The passion of long-time Cadillac owners now turned to the Lincoln Town Car to satisfy their desire for luxury. The Town Car was nicely-proportioned, comfortable, and roomy, and it was powered by a V-8

engine with conventional RWD. By 1989, Cadillac styling improvements with better proportions and a larger V8 (4.5-liter) enticed former Cadillac owners to return to their roots, again owning the "Standard of the World".

Model identification for the late '80s and early '90s was confusing. The Fleetwood Brougham, or just Brougham, remained the only full-size RWD model. Sedans and Coupe de Villes, Fleetwoods, and 60 Specials were all FWD. Several nice cars of this period (1988-1993) were on display.

I was proud to have our own local members, Todd and Amber Tobias of Webster Groves, drive their 1990 Sedan de Ville (right) to the 2024 event. Todd and Amber are anything but shy about driving their wonderful antique cars to events away from St. Louis, regardless of the distance. Something to be said of their car, with regular maintenance and care, this SDV still has its original 4.5-liter engine and has accumulated well over 200K miles. This popular sedan, model 6CD47, sold at a base price of \$27,540 with 131,717 units produced. Thanks for showing folks how enjoyable it is to drive one's pride and joy to a Grand National Show.



Another 1990 Cadillac was shown, this being a triple-black Coupe de Ville (right). Options included a full formal carriage fabric roof (\$825), all-leather seats (\$560), locking wire-spoke hubcaps (\$365), and the gold package (\$395). A beautiful car, it took a second-place award in the touring class for happy and proud owner Howie Schneider from NY.



It is hard to describe how original the 1991 Sedan de Ville, in Slate Gray (right) with contrasting dark-gray trim was, with only 18K miles on the odometer. It is a low production model with only 1,600 units made in this configuration! The original owner purchased the car from Heritage Cadillac of Lombard, IL. He later passed ownership to his son, and now it is owned by his grandson. The light-Slate-Gray leather interior still smells like new. The current owner is Ryan Lockhart of WV, who took a first-place award in the primary class.



For 1992, subtle changes were made in the grill pattern, trim, and additional optional equipment. The new and larger 4.9-liter V-8 (300 cu.in.) was carried over from its introduction the previous year. This Crimson-Red-metallic Coupe de Ville (right), owned by Jim Elliott from VA, tied for first place in its primary class, along with the previously-mentioned 1991 SDV. Options included the Spring Edition Package (\$1,481)—a full cabriolet roof, custom aluminum wheels, illuminated entry, and a gold ornamentation package. Driving home is a pleasure, sitting in soft, deep-red leather; just don't fall asleep at the wheel.



The final car with this body style was a 1993 Medium-Blue-metallic Sedan de Ville owned by Nick Medici of NJ (right). Its blue finish was accented with light-gray trim and incorporated the new standard features, including speed-sensitive steering and suspension, power-assist rack-and-pinion steering, 4.9-liter V-8 engine, and the 4T60-E electronically-controlled 4-speed automatic transmission. The SDV was the best-selling luxury car, and owners agreed.



Newly-designed Seviles for 1986 through 1989 were either absent or unnoticed at this year's show. The final installment of this series of 2024 Grand National articles will address the models from the '90s to the present.

(Photos by Doug Birk and CLC *The Self-Starter*)



# ◆ BLAST FROM THE PAST ◆

St. Louis Daily Globe Democrat ◆ March 8, 1927

St. Louis Daily Globe-Democrat, Thursday Morning, March 8, 1927.



*You are cordially invited to attend*

## CADILLAC Spring Salon

MARCH 5th to 12th  
Evenings until 10 o'clock

AT THE Cadillac Spring Salon will be shown the latest body styles and types and the newest upholstery and color combinations in the motor car world. The Cadillac cars in this brilliant exhibition will be representative of the fifty cus-

tom-built and standard automobiles, in 500 different color combinations, which constitute the great new Cadillac line. The Spring Salon is certain to provide still further reason why Cadillac is outselling all other fine cars combined.

*At the Spring Salon Will Be Shown for  
the First Time the*

## La Salle

• • Companion-Car to Cadillac • •

THIS new car is Cadillac's response to the demand for a car of Cadillac calibre to fill a slightly varying field of usefulness.

The congenial task of creating this companion-car to Cadillac has gone on carefully for nearly four years.

The luminous result is a rarely beautiful car of most brilliant performance—the

LaSalle—companion-car in every sense of the word to the Cadillac as Rene Robert Cavalier Sieur de LaSalle himself was companion in distinguished achievement to that other great early-American, Antoine de la Mothe Cadillac. The LaSalle is manufactured completely by the Cadillac Motor Car Company within its own plants.

OLIVER CADILLAC CO.

Locust & Lindell Cut-off



Telephone Jefferson 3080

Oliver W. Oliver, President



CLUB  
St. Louis Region

March 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                      | Murphysburo, TN                                             |                                       |
| 6/14                                  | Sat  | TBD              | Monthly Mtg & Lunch                     | Van Berkel home, Arnold, MO                                 | Bring side dishes/desserts            |
| July                                  | TBD  | TBD              | Monthly Mtg                             |                                                             |                                       |
| Aug.                                  | TBD  | TBD              | Monthly Mtg                             |                                                             |                                       |
| Sept.                                 | TBD  | TBD              | Monthly Mtg                             |                                                             |                                       |
| 10/15-18                              |      |                  | CLC National Driving Tour               | Central New York state                                      |                                       |
| 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          |
| 11/19                                 | Wed  | 6:00 PM          | Monthly Mtg                             | ELCO Cadillac, 15110 Manchester Rd., Ballwin                | Final 2025 meeting                    |
|                                       |      |                  |                                         |                                                             |                                       |
|                                       |      |                  |                                         |                                                             |                                       |
|                                       |      |                  |                                         |                                                             |                                       |
|                                       |      |                  |                                         |                                                             |                                       |
| <b>Other Local Car Related Events</b> |      |                  |                                         |                                                             |                                       |
| 6/15                                  | Sun  | 10 AM-3 PM       | HCCM Father's Day Car Show              | Museum of Transport., 2967 Barrett Station Rd.              |                                       |
| 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  | 8:30 AM          | HCCM Show & Swap Meet                   | 849 Jeffco Blvd., Arnold MO 63010                           | Fox School District Service Center    |
| Oct.                                  | Sat  | 7 PM-11 PM       | Archway Oldsmobile Charity Trivia Night | 2500 Raymond Dr., St. Charles, MO                           | Amer.Legion #312, \$20/person         |
|                                       |      |                  |                                         |                                                             |                                       |