



Luck 'o the Irish!

# Caddy Corner

## Cadillac & LaSalle Club, Florida Suncoast Region

Promoting fellowship with people of similar interests in Cadillac and LaSalle automobiles.

Website: <https://www.cadillaclasalleclubflorida.com/>

<https://www.facebook.com/Cadillac-LaSalle-Club-Florida-Suncoast-Region-1573534062920397/>

### CLUB OFFICERS

**Region Director:**

Mark Demyan

**Vice Director:**

Len Berman

**Secretary:**

Mike Santos

**Treasurer:**

Ben Berman

**Membership Director:**

Mike Santos

**Activities Director:**

(open)

**Newsletter Editor/Publisher:**

Paul Simcock

**MONTHLY MEETINGS:**

All meetings are held the second Tuesday of every month. The doors open at 6:30 p.m. The meeting will start at 7:00 p.m.

**UPCOMING MEETINGS are Mar 14<sup>th</sup> & April**

**11<sup>th</sup>**. The meeting location is PoFolks Restaurant. The address is 2001 34th St North, St. Petersburg, FL 33713. Phone: (727) 327-8090. Directions: Take I-275, 22nd Ave N, exit west to 34th St. (*34th St is US 19*). Turn left on US 19; PoFolks is on the left.

**EVENTS:** See details in the Activities Director's Report in this newsletter.

***Can you Guess the  
Car Photo?***

Test your overall skill and knowledge of various Cadillac motorcar imagery. Find out the answer by emailing the Editor.



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## Florida Suncoast Region CLC

### Consolidated Meeting Reports

### February 28, 2023

**Treasurer's Report.** Time is almost up! We're well into 2023 and there are still members of the Florida Suncoast Region who have not paid their current year's dues. Don't risk losing access to the Caddy Corner and Regional events by failing to renew. If you're not sure whether you're paid up, contact me to find out. Dues are still only \$25 for the year, payable by check made out to CLC Florida Suncoast Region.

Mail checks to:

Ben Berman, Treasurer  
CLC Florida Suncoast Region  
4223 MacKay Falls Terrace  
Sarasota, Florida 34243

Questions? Call (941) 355-2469 or email [bib1946@aol.com](mailto:bib1946@aol.com)

Respectfully Submitted,

Benjamin L. Berman,  
Treasurer, Florida Suncoast Region,  
Cadillac & LaSalle Club



**Membership Report.** Of the total of 65 current and past members (family membership units) on the list from Gordon or 45 on Dottie's list, 29 have renewed for 2023 including one honorary member for life. There are two other honorary members from 2018 the status of which is not known to me. The remaining 34 *(or 14 depending on who's list is being referenced)* have not paid any dues since early 2021 or earlier. We continue to respond to requests for further information about the Florida Suncoast Region Cadillac & LaSalle Club. Membership renewals for 2023 are starting to come in. We'd like to remind members that your National dues must be current. The expiration date of your National dues is on the mailing page of your SELF STARTER.

Respectfully Submitted,

Mike Santos,  
Membership Director, Florida Suncoast Region,  
Cadillac & LaSalle Club



**Florida Suncoast Region,  
Cadillac & LaSalle Club  
Director's Report  
March 2023**

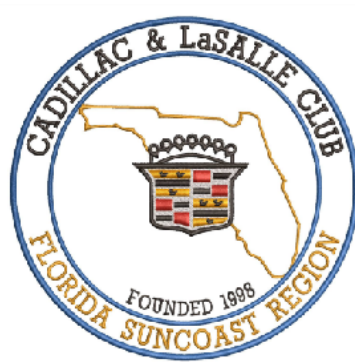
Hi All,

We are entering the best time of the year with weather and daylight for the monthly gatherings at PoFolks, so bring your cars out and socialize with your fellow club members.

I am enjoying being able to hold this position with the club and hope I am providing everything, or the best available of everything, that you are looking for from the club. If there is something you would like to add, change or just want to mention you can always reply to the Club's email this Newsletter is sent from and I will see it.

Remember club dues are back and needed to be submitted by all members. Membership in the National Club is a pre-requisite to being a member in a Region, so please make sure you are up to date with them.

Mark



Respectfully Submitted,

Mark Demyan,

Director, Florida Suncoast Region,  
Cadillac & LaSalle Club



**Activities Report.**

Dear Fellow Club Members:

We are meeting regularly on the Second Tuesday of the month at PoFolks in St. Pete so come join us for some friendly socializing and to include your input in the discussions of the club activities.

The Spring Road Trip - Dauer was canceled despite involving several other car clubs too. It seems over night hotel stays are not something many are interested in doing anymore. We will continue with the outdoor picnics on Sundays every quarter or so. Since the museum visit won't be happening, we will try to find a place for a picnic to occur soon that will be club supported for the food and drinks.

Many members often say how they would like to be joining in on the monthly Tuesday night gatherings but at that time of the night the rush hour traffic turns the drive into a much longer and aggravating situation than they want to deal with. As one who has to spend three quarters of my time just trying to get to the expressway, I completely understand. With that in mind I am wondering if the members would like to change our monthly meeting/gathering to a Brunch on the Second Sunday of the month instead of being on the Second Tuesday Night of the month? *Please let me know what your thoughts are on this by replying to the club email that you received this Newsletter from.*

Mark

***Did You Know...***

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***Marilyn Monroe's Famous '59***

*The year was 1959, a year of significant events:*

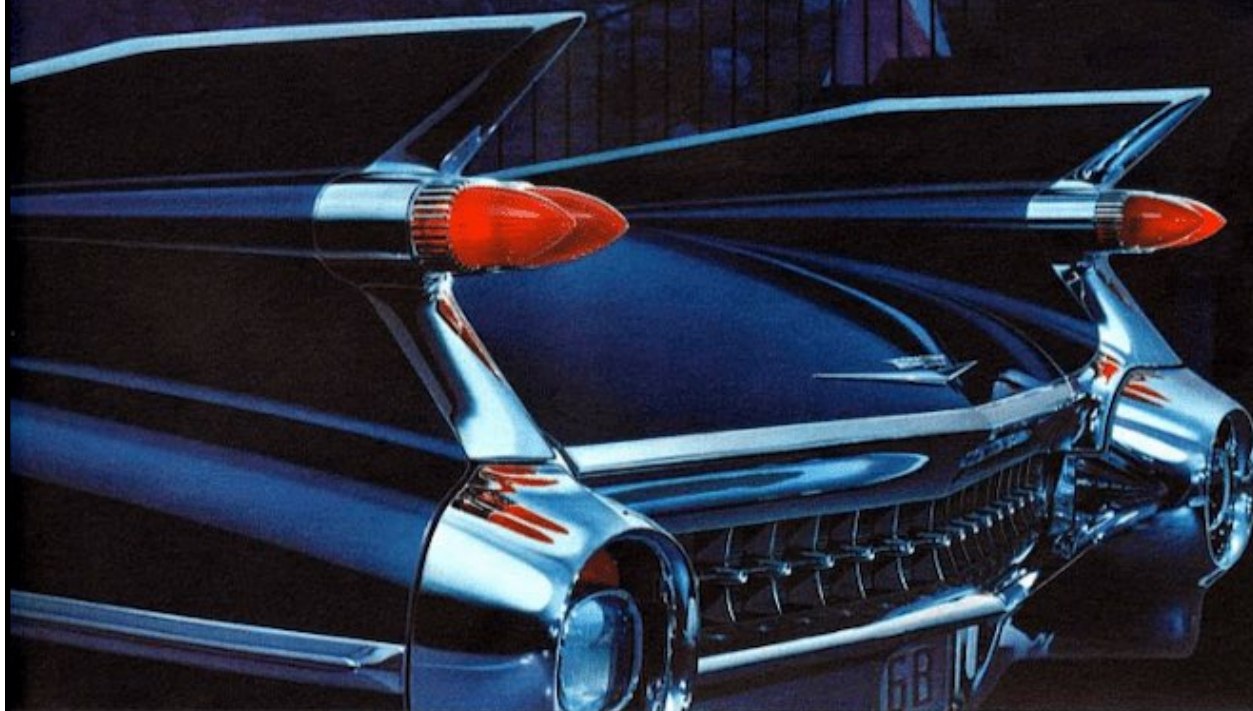
1. Fidel Castro came into power after the Cuban Revolution
2. Dalai Lama fled to India after the Chinese Tibetan takeover
3. Antarctic Treaty was signed in Washington by 12 countries
4. Hawaii became the 50th State in the Union
5. NASA launched the Pioneer 4 Spacecraft
6. The big hit movie, Ben-Hur premiered



Joe DiMaggio, Marilyn's former famous legendary baseball star husband (*married in 1954 but only lasted less than a year*); the couple remained close until her death in 1962. As a loving gesture to Marilyn, he bought her a beautiful new Cadillac Eldorado Seville coupe. It was the most exclusive hardtop coupe ever made with only 975 units produced that year. Style number 6437 H Series, the car sold for a whopping \$7,500.00...a fortune in 1959. As a contrast, the median to average annual income for working class families in 1959 was \$5,400.00!



# Our world-acclaimed self-regard could be yours, too



It is impossible to express how proud Cadillac is to introduce you to our majestic 1959 models.

As you know, the appearance of a new Cadillac motor car is always awaited with moist anticipation by the world's most scintillating motorists. And certainly, international affection for Cadillac has reached an all-time peak.

For 1959, never before has Cadillac advanced so fully all of its traditional virtues of quality, craftsmanship and understated luxury. What you see before you represents an entirely new dimension in automotive goodness.

Visit your dealer soon and learn how you too can bask in the glow of Cadillac's self-regard.

In a realm all its own... *Cadillac*



# *Larry's* **CAR SHOW**

**EVERY THURSDAY • 4-8PM**



*Hosted by Larry Clem*

**REGISTER YOUR CAR TO WIN PRIZES & TROPHIES!**

*You will also receive*

**10% OFF A FOOD PURCHASE**



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@quakersteak  
  





Saturday, March 25, 4-9:00 PM  
Celebrating our 27th Year!

The Villages monthly Cruise-In  
Spanish Springs Town Square  
<https://www.thevillagesentertainment.com/special-events/March-2023-cruise-in/>



The GO-TO Place on the web for all your upcoming car show cruise-in venues, dates, and times!

*...See you there!*

**DADE CITY**  
CAR & TRUCK  
SHOW  
*Hosted by Ronnie Setser*

THE FIRST SATURDAY FROM SEPT-MAY  
12pm-4pm

**\$10**

**Registration fee to qualify for trophy presentation**

Cruising cars will still be allowed but will not be part of the judging or receive dash plaques or trophies.

**NEW LOCATION:** Enter from Hwy. 301 / 7th St. onto Pasco Ave. We will no longer be closing SR 52 / Meridian Ave. Show will take place on the east and south sides of the Historic County Courthouse and roads to the east.

PLEASE SUPPORT ALL OF DOWNTOWN DADE CITY

For questions and further information, please contact Ronnie Setser (813) 879-1616 or (813) 601-7227 // [ronniesetsercustoms.com](http://ronniesetsercustoms.com)



## Items for Sale

### 1939/ 1940 Cadillac V8 flathead 346 engine

Matching 3-speed, side load synchromesh transmission includes bell-housing, clutch and pressure plate/throwout bearing. This is the same engine that was used in US WW II Tanks! This engine is complete with all bolt on parts and turns free but probably needs rebuilt. Included are two brand new head gaskets and a wooden engine stand.

Asking \$1,750.00 OBO.

Call Bill Storms at:

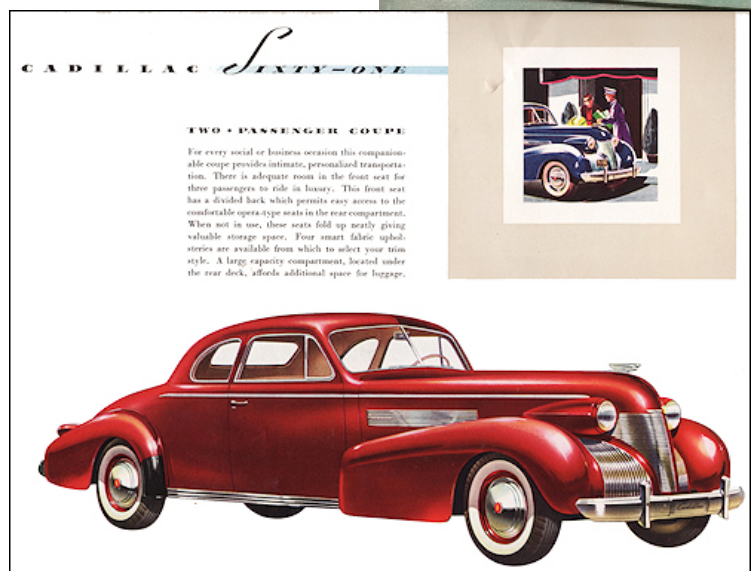
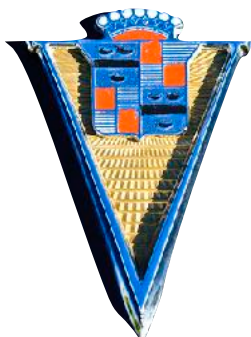
941-356-2064 or email

[captwindy@verizon.net](mailto:captwindy@verizon.net)



#### Other Cadillac Parts for Sale:

- 1929 Cadillac differential housing, \$50.00
- 2009 Cadillac XLR Headlight parts/ right front housing/ wiring, no lens, \$100.00
- *Other 2009 XLR Parts include:*
- New headlight running light lenses, \$100.00
- Good right taillight assembly, \$250.00
- Right front seat cover, black, \$50.00
- New radiator fan control module, \$120.00
- Shift console parts, \$20.00





## A Word From the Editor: Paul Simcock



**A few reminders:** If you would like your “story” to be featured in the newsletter, please submit your article along with some photos directly to me. *All articles, business cards and ads are due by the 15th of each month.*

If you have a pre-published article you would like to submit; those are also welcome. Please include copyright information so we can properly give credits to the source or author of the article or piece. Any reproduction of this newsletter content, *in whole or in part*, without prior permission is strictly prohibited by copyright law.

Also, we offer free advertising for cars & parts in our regional newsletter to current paid Regional Members. These ads do not have to be just for Cadillacs or LaSalles. Regional Members may also run their business cards for cars, or non-related ads for \$25.00 for a 4-month ad. A Non-member can take out a 4-month ad (*up to one page including photos*) for \$25.00. Non-member ads must be car related and you must state an asking price.

## Part\$ and Apparel for \$ale

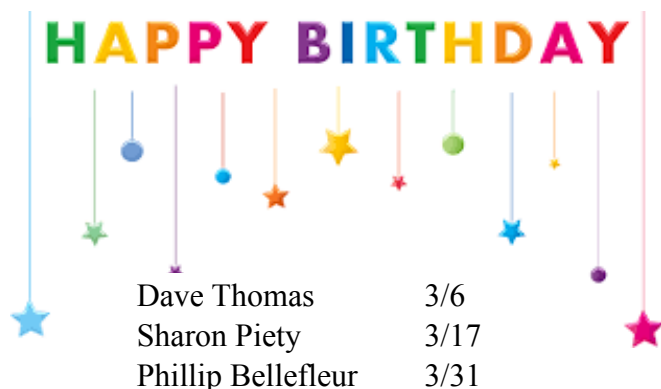


<https://gmclubapparel.com/collections/clc-florida->

## Get the Most From Your National CLC Membership

Go to the homepage for National CLC and click on “Forums” for all the latest blog discussions, and major category information on:

- Authenticity Manuals and VIN Data
- Technical Manuals & Bulletins
- Restoration Tips & Techniques
- Parts Availability & Sourcing
- Newsletters Past and Present
- Event Calendar
- Want to Buy



*Note: If you would like your birthday posted, please respond back to the Editor.*

## The Year Was 1971...

### The Vietnam War had 3 More Long Years to go

Two years after the Tet Offensive, Americans needed affirmation that we were still the world's great force to be reckoned with. Some of those strong societal convictions manifested themselves in the production of some of the most iconic automobiles ever produced in the history of auto-making of that era.

Cadillac introduced a new look of leadership in 1971 with the completely restyled model year. Sculptured attributes included new luxurious conveniences, foremost engineering innovation and glamorous interiors. Choices of magnificent tufted brocade broadcloths adorned many new Cadillacs and once again, state-of-the-art features like elimination of the B pillar on all Sedans, DeVille Convertible and the Fleetwood Sixty Special was now replaced by the Brougham Series. Coupe DeVille enjoyed very renowned popularity and stainless steel body adornments appeared on all models.

A new Turbo-Hydramatic transmission was introduced with newly refined braking systems along with a new exterior louvered flow-through cabin ventilation system.

Cadillac Motor Division sold a record number of units with 69,345 Sedan DeVilles and 66,081 Coupe DeVilles shipped to Cadillac Dealers. Some assembly took place outside of Detroit at GMAD, General Motors Assembly Division in Linden, NJ. The sum total of all sales for the calendar year, including professional cars and commercial chassis models hit a new all time high of 267,868 units.



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Dark Jade Green Antique Matelasse



White Sierra Grain Leather and Medium Dunbar Maise Matelasse



Dark Blue Dante Matelasse Cloth with Leather





## BECOME A MEMBER

Cadillac & LaSalle Club, Florida Suncoast Region

Membership is open to anyone owning or having an interest in Cadillac or LaSalle Automobiles.  
You Do Not have to own a Cadillac or LaSalle to join.

The Cadillac & LaSalle Club, Florida Suncoast Region membership dues are \$25.00 per year. Being a member is a way to participate in the Club's monthly meetings, activities and fellowship with other car enthusiasts. Also, it is a great way to learn more about your car and cars of other club members. A monthly Newsletter will keep you informed of all Region Activities. Many of our members are located in the Central Gulf Coast area, but we routinely welcome and have current members in Central and North Florida.

Mail your completed application form and check payable to "CLC, Florida Suncoast Region" to:

CLC, Florida Suncoast Region  
c/o Benjamin L. Berman, Treasurer  
4223 MacKay Falls Terrace  
Sarasota, Florida 34243

### 2023 Membership Application/Renewal Form

*(Membership Consists of Two Members per Household.)*

*Those joining October - December will include membership for the following year.*

New Member \_\_\_\_\_ or Renewal \_\_\_\_\_ Date \_\_\_\_\_  
Name(s): \_\_\_\_\_

**NEW MEMBERS: Below, please print the exact name(s) for two complimentary club name badges.**

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone # \_\_\_\_\_

Cadillac or LaSalle vehicle(s) owned *(use separate sheet for additional cars).*

Year: \_\_\_\_\_ Model: \_\_\_\_\_ Year: \_\_\_\_\_ Model: \_\_\_\_\_

Year: \_\_\_\_\_ Model: \_\_\_\_\_ Year: \_\_\_\_\_ Model: \_\_\_\_\_

Member of National Cadillac LaSalle Club? Yes: \_\_\_\_\_ No: \_\_\_\_\_

**National Member # \_\_\_\_\_ National Membership Renewal Month: \_\_\_\_\_**

**NATIONAL MEMBERSHIP IS REQUIRED. YOU CAN JOIN OR RENEW THE NATIONAL AT THIS SITE:**

**[HTTPS://WWW.CADILLACLASALLECLUB.ORG](https://www.cadillaclasalleclub.org)**

I authorize use of my information for club purposes only: Yes \_\_\_\_\_ No \_\_\_\_\_

Signature: \_\_\_\_\_

Club apparel is available for purchase. Inquire at monthly meeting or club website.

## Post Script: The Most Often Neglected Part of Your Car...Your Tires



**When was the last time you checked your tires?**

People forget that their entire ride and all it's accoutrements are riding on their tires. As the tread begins to wear down, it decreases the tire's ability to remove debris and causes the tire to lose grip with the road. On wet days, this could cause you to hydroplane and lose control. On icy and snowy days, this could cause your tires to slide and make your car go off the road. Also be aware of unusual tire wear patterns that can indicate suspension problems, misalignment issues and incorrect inflation.

***Consult your owners manual for the tire data information that is specific to your car model.***

Always observe the gross vehicle weight statistic and how that correlates to tire performance and specifically, inflation. With so many types of tires out there, it's easy to get confused about what serves your car best and ultimately, the type of ride you desire based on your vehicle usage and driving habits.

For those who like a "cushy" ride, an all-season tire will give you the best ride, however, they also usually wear faster because the sidewalls are made of soft composite rubber. Ideally, you should determine the payload requirements based on your type of vehicle; whether it be a passenger sedan, crossover or SUV for your best tire selection criteria. Also be aware that tires are date-stamped on the sidewall, so remember that tires can get dry-rotted with age as well. All too many times, especially with classics, the owners forget when they enter the open road that their tires are five years old, or more for example and not road-safe, especially at high speeds. **SAFETY FIRST**, that's what it's all about.



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### Here's some Sound Advice:

1. Always check your tires before any road trips
2. Observe correct inflation for your specific car
3. Inspect tread depth routinely for normal wear
4. Replace tires that have damaged sidewalls, etc.
5. Remember seasonal changes in the outside ambient temperature can affect inflation
6. Purchase a tire protection plan for road hazards

