



## MONTHLY NEWSLETTER

# FLEETWOOD FLYER



### JULY 2025

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**Region Sponsor: ELCO Cadillac**

15110 Manchester Road, Ballwin, Mo

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### AUGUST MEETING, DRIVE & LUNCH

**Date:** Saturday, August 9th

**Time:** 8:30 AM to late afternoon

**Where:** Steve and Jodie Koch Collection

**Address:** Chatham (near Springfield), IL (details to be emailed)

**RSVP: Please RSVP no later than Wednesday, August 6th for restaurant reservations to Todd Tobiasz at <ttobiasz@sbcglobal.net> or 314-540-2431.**

**Notes:** The tentative plan is to depart the St. Louis area by 8:30 AM, drive/caravan 1.5 hours to Chatham, arriving about 10 AM to view the Koch Car Collection. About Noon, proceed to the Route 66 Motorheads Bar & Grill/Museum: [Route 66 Motorheads Bar, Grill and Museum](#) for lunch. An after-lunch visit to a yet-to-be-determined site-of-interest is planned before returning home by late afternoon.

Join us for what will surely be a fun and entertaining event to view a private car collection, with a lunch visit to a Route 66 Museum. A detailed itinerary with addresses will be provided to those who RSVP.

### SECRETARY'S REPORT

**July Meeting:** Our July 13th meeting started at the home of David Baker and Michael Neuf and was co-hosted by Clayton Patterson and Michael Lott. We had 22 members in attendance, and all were duly impressed with David and Michael's

beautiful home. After socializing while enjoying donuts and coffee, it was off to lunch at the historic Diamond Mineral Springs Restaurant (DMSR) in Highland, IL, with Clayton and Michael leading the caravan and snapping this picture:



Thank you David Baker, Michael Neuf, Clayton Patterson, and Michael Lott for the organization, hosting, and caravan piloting for this great event!

DMSR is the oldest continuously-serving restaurant in IL. Visting DMSR is very nostalgic for member Steve Koch who worked at the restaurant while in high school.





remain in the planning stages. Contact Todd Tobiasz if you wish to be involved in planning.

**Member News:** I am pleased to announce that we have several new members. Welcome, **Jerry and Caryl Wilson**. Jerry is a past National President of the Oldsmobile Club of America and is very involved with all of the various GM National Car Clubs. Jerry was recently elected to the Board of Directors of the Cadillac LaSalle Club Museum & Research Center. Congratulations, Jerry!



After lunch, ten members proceeded to the Copper Dock Winery for additional lakeside socializing, enjoying some red and white delights.

**August Meeting:** At and after our July meeting, Todd Tobiasz and Steve Koch planned our August event noted previously. This event will be FUN!

**Kansas City Region Event:** Regarding our planned hosting event for the Kansas City Region in October (Fountains to Gateway), the dates have been pushed back one week, to October 23-26 (Thursday-Sunday). This change was necessary, so that the Club could visit the impressive Hunter Car Collection on Friday, October 24th.

#### **2025 Event Dates:**

- **August 9, 2025:** CLC meeting/drive/lunch, Chatham/Springfield, IL. [See page 1!](#)
- **September Meeting:** Date and event TBD. Ideas anyone?
- **October 11, 2025:** CLC Annual Show.
- **October 23-26, 2025:** Our Region will host the Kansas City Region to wow them with the finer life in St. Louis! This event is similar to the St. Louis Region's visit to Kansas City in 2023. Planning for the event venues and lodging

Our newest member is **Kevin Brown**, from Ste. Genevieve, MO. Kevin desires to acquire a vintage Cadillac convertible. But, before purchase, he would like to learn more about the various models and years from the members—to help guide him to the perfect Cadillac for his budget and desires. Kevin, you have come to the right place; we have many members with decades of Cadillac knowledge and experience who can assist you with their thoughts and recommendations.

On behalf of all of the members, Welcome, Jerry, Caryl, and Kevin!!!

Members attending recent car shows include **Todd and Amber Tobiasz** who attended the June 27th Saint Louis Art Museum Car Show with their beautiful 1929 LaSalle. (See top of page 3). Despite the threat, and eventual arrival, of rain, Todd stated that the turnout was good. A couple of other members had planned to participate but were discouraged by the weather.

**Bobby Patterson** attended the July 5th Legends & Liberty Car Show in Louisiana, MO. Bobby displayed his powerful 2019 CT6 Platinum AWD 4.2TT with his impressive car show signage display, flying one Cadillac and three U.S. flags. (See next page). For his efforts, Bobby garnered a





1st-Place Trophy in the Orphan Car Class. (After all, the CT6 is now an orphan!). Congratulations, Bobby!



The **Mastersons'** 1971 Eldorado is in the process of receiving its new hind-quarters (quarter panels) at Frisco Hill Auto. The workmanship and results to date are excellent. Once the quarter panels arrived from Arizona, the replacement process has moved at an amazing pace. Having owned the car since 1988, it is exciting to see the progress and know that the car will soon be back on the road.

Additional restoration efforts include the engine and transmission being regasketed/resealed, the cylinder heads and oil pump being rebuilt, and new timing chain with gears and ceramic-coated manifolds being installed. Our stretch-goal, fingers-crossed, is functional and cold factory A/C.



Jim Crain reported that he sold his 1939 Cadillac Series 6167 Convertible Coupe that he had advertised in *The Self-Starter*. The car is off to a new home in California. Jim has replaced it with a 2025 Cadillac Lyric—quite the technology upgrade!

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







# 2025 GRAND NATIONAL PART 1



(BY: DOUG BIRK)

Welcome! It was that special time of the year for us Cadillac lovers, when one's imagination conjured up what was in store for this year's Grand National (GN) show. The anticipation was overwhelming, similar to what surprise gifts are under the Christmas tree, or a youngster arriving at that magical, mystical land of Disney, wondering what new rides and attractions await beyond the gates. Yes, at Disneyland, the rides are magnificent, fun, and wonderful to experience, but those "rides" cannot be taken home. Similarly, like youngsters at Disneyland, we oldsters, however young at heart, cannot take these "rides" home from the Cadillac show—just photos and good memories.

The 2025 GN celebration was held in Murfreesboro, TN, just down the road a piece from the "Country Music Capital" of Nashville. Founded in 1817, Murfreesboro is a quaint and unique town, rich in southern culture and antebellum architecture, and was once the Capital of Tennessee (1818-1826). What was once a small agricultural community is now a thriving city of over 50,000 residents.

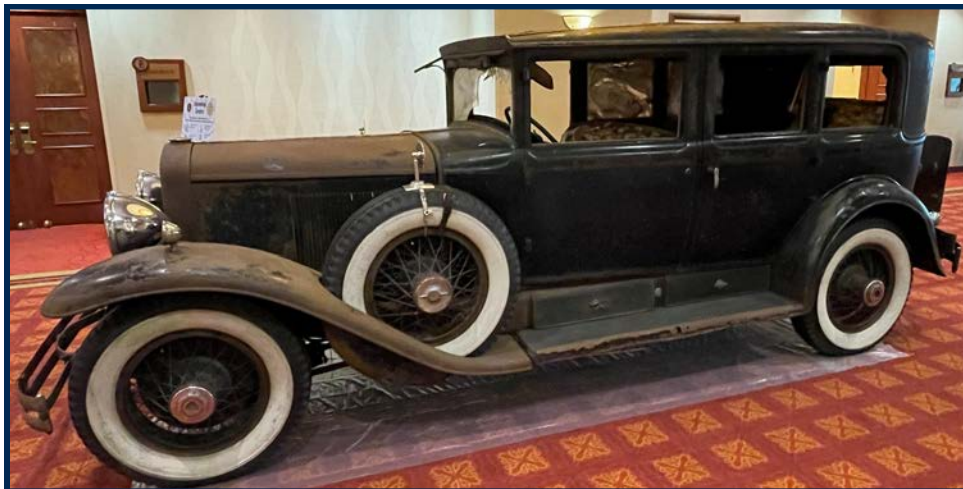
Our host hotel was the Embassy Suites-Hilton, offering spacious 2-room units overlooking an airy indoor courtyard, as well as providing an included morning breakfast and a complimentary happy hour; now, that is real southern hospitality. Parking for all attendees was included, plus a nicely-paved parking lot accommodating all of the GN show cars, car corral, and vendors.

The smaller-than-usual turnout of Cadillacs was far from disappointing, offering a variety of polished old iron, some never previously displayed. Many "first-timers" were in attendance, and I am hoping that they were inspired to return to a future GN.

There were approximately 130 cars registered, with a few cancellations and a few last-minute arrivals not on the docket. Participation included members and guests representing 38 States, as well as six foreign countries and a U.S. territory (Australia, Austria, Canada, Curaçao, Germany, Netherlands, and Puerto Rico). Welcome, All!

First, one must mention the awards received by members of the St. Louis Region. Clayton Patterson and Michael Lott won First-Place in the Touring Class with their 2009 Cadillac DTS. Congratulations, Clayton and Michael! Second, the St. Louis Region won the Norm Uhlir Regional Activity Award, which recognizes the region demonstrating outstanding overall activity in membership services, regional meets, membership stability, quality article submission to *The Self-Starter*, participation in annual GN shows, and special activities and projects. Congratulations to all of our Region members for their combined Club participation and efforts leading to this recognition and very special award!

Now for the cars shown...Pre-War (WWII) cars were sparse but encompassed a range from the 1912 Torpedo to a 1942 Cadillac Club Coupe. Displayed inside the hotel was a barn-find 1929 Model 341B Fisher Body 7-passenger Sedan that will remain unrestored.



## 1929 CADILLAC FISHER BODY 7 PASSENGER SEDAN, 341B

- ① IN SPRING OF 2015, I PULLED THIS CAR OUT OF A MICHIGAN CITY, INDIANA BARN WHERE IT HAD BEEN SINCE THE 1940'S.
- ② THE CAR WAS FOUND 95% COMPLETE. I REPLACED THE TIRES AND SOME MISSING PARTS FOR DISPLAY PURPOSES.
- ③ SINCE THESE FINDS ARE RARE, I'VE DECIDED TO KEEP & SHOW THIS CAR IN ITS AS FOUND CONDITION.
- ④ THIS CAR WAS NOT IN A FIRE. THIS IS WHAT OCCURS WHEN A VEHICLE IS LEFT IN A HOT BARN FOR SO LONG.

SPECIFICATIONS: V8 ENGINE RATED @ 95 HP.  
140" WHEEL BASE  
WEIGHT IS 5100 LBS.  
OPTIONAL WIRE WHEELS

FIRST YEAR: SYCRO-MESH SHIFT TRANSMISSION  
DUAL-ACTION SHOCK ABSORBERS  
CHROME PLATING  
SAFETY GLASS  
THEFT DETRENT IGNITION LOCK  
4 WHEEL INTERNAL DRUM BRAKES  
GMAC DEFERRED PAYMENT PLAN

TOTAL YEAR PRODUCTION: 18,004 UNITS/ALL BODY STYLES

OWNER: ALAN NOWACZYK  
MANCHESTER, TN

Let us start with our focus on a special 1930 LaSalle Series 340, Model 254, 5-passenger Sedan, restored to perfection. The owner is Gary Hammond from Georgia, who had quite the story to tell about the journey and process of his restoration efforts. Chatting with Gary and his longtime companion and co-owner, Angelia, this relic of a LaSalle was stashed in a 3-sided lean-to in rural Georgia. Upon first glance, most everyone would say "no way", "impossible", or "parts car", then just walk away. Not Gary and Angelia, as visionaries, with Gary's hands-on-craftsmanship, and Angelia's dedication to preserving the past and locating parts and materials for the project, it was a go! Gary's many talents, including carpenter, machinist, welder, fabricator, and inventor, were the skills and attributes needed in starting the long journey down this road.



An example of Gary's talents is demonstrated in his efforts to replace the interior window shades and associated hardware. Since NAPA does not carry them, Gary resorted to making them, while Angelia tracked down the necessary parts and fabric for the job. Many replaced parts were not available, so Gary used off-the-shelf hardware material to cut, weld, and fabricate the brackets, rods, and springs needed. Their results were fantastic—now having a complete set of new 1930 window shades. (Link to CLC Forum Topic about this car: [1930 LaSalle Restoration](#) / editor's note).

Gary admits he is not a painter, but talent runs in the family. His son is a natural with a spray gun for a perfect finish and also had a steady hand in pinstriping the body, trim, and spoke wood wheels.



The 1930 LaSalle was one of 14,987 units made at a base price of \$2,590, And now, it is one-of-one and priceless. So put on your double-breasted suit and spats, climb in, tune the radio to Gershwin's "I've Got Rhythm", and head to the movies, like *Little Caesar* starring Edward G. Robinson or the Marx Brothers in *Animal Crackers*. Congratulations on winning First-Place in your Primary Class, the People's Choice Award, and on attending your first GN!

Other fine cars filling the gap between 1930 and 1942 included a resto-mod 1931 Cadillac V-16, authentic on the exterior but with all-modern running gear (below-left). Todd and Amber Tobiasz drove





their reliable and beautiful 1936 Cadillac Series 7029 Convertible Sedan. Its glossy ruby red finish and bright shiny chrome drew the attention of many admirers (page 5 bottom-right). They also drove this car from St. Louis to Louisville, KY, and back for the 2019 GN.

A 1939 Cadillac V-16 Formal Sedan from Kansas City had a special indoor parking spot (below). Owners Tom and Lynn Keegan, like the Tobiasz's, drove their car to the show, as they had also done for both the 2023 GN in Albuquerque, NM, and the 2024 GN in Gettysburg, PA. (This car will be shipped to Europe this summer for touring in Europe and will participate in the Cadillac Grand European 2025 event in Munich, Germany! /editor's note).



A 1940 LaSalle Sedan (below-left), and two beautiful 1940 La Salle Coupes were displayed—one, two-tone blue (below-center), the other in light beige (below-right).



The light beige LaSalle (Colonial Cream) is owned by Duree LeClaire from IL, who is dedicated, determined, and active in preserving and driving old Cadillacs and LaSalles. Duree found this relic in Sacramento, CA, in 2017—rust-free, fairly complete, somewhat disassembled, not running, and needing total restoration. This undertaking took seven years to complete—a nut-and-bolt restoration, including the engine, transmission, suspension, instrument gauges, interior upholstery, and interior wood-graining. The repaint alone was \$28,000. Duree has no problem driving his LaSalle at 75 mph down the freeway; after all, speed is in his DNA. Duree, being a master mechanic, has built aluminum-bodied midget race cars and raced at the Bonneville Salt Flats, setting and breaking his own speed records.

Duree is also an airplane collector and pilot, specializing in Beechcraft models. Who said 80 years old is boring? So, hop in the car, crank up the radio to the swing tunes of Benny Goodman and head out for a good movie, like *Gone With The Wind* with Clark Gable and Vivien Leigh or a Charlie Chaplin comedy, *The Little Dictator*.

Rounding out the end of the pre-war models was a 1941 Series 61 Coupe in deep maroon (below-left), and a rare and collectible 1941 Series 62 Convertible Sedan in El Centro Green (below-center and right).



A rare 1942 Club Coupe finished in a tan-over-blue finish with red-accented wheels had a unique look. (below-left).

Cadillac's early post-war cars were mostly warmed-over versions of the pre-war models as seen here with the 1947 two-tone gray-and-beige Series 62 Club Coupe (below-right). Late post-war Cadillacs (1948-1949) hinted at the advanced styling to come in the '50s, e.g., Cadillac's iconic fishtail fins.



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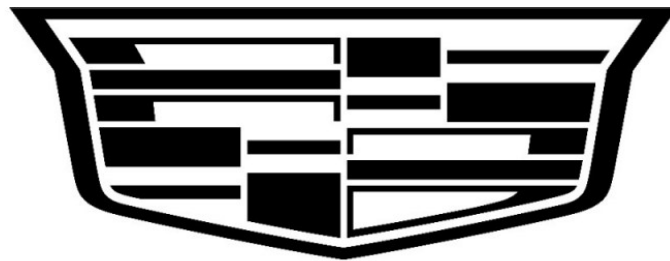
## Cadillac Formula 1 Team Unveils New Logo

(By: Cadillac Pressroom)

The Cadillac Formula 1 Team unveiled its new logo in a video released ahead of the 2025 Miami Grand Prix, offering a first look at the branding that will debut when the team joins the FIA Formula One World Championship grid in 2026. Link: [Cadillac Formula 1 Team unveils new logo](#)

The partnership between TWG Motorsports and GM has created a distinctly American team with unique attributes. Those attributes and Cadillac's bold heritage are reflected in the team's logo and branding.

"Cadillac is honored to share the F1 stage with the best luxury brands from around the world. It's a brand whose legacy on and off the track is filled with innovation, technological precision, and timeless beauty," said GM President Mark Reuss. "Our journey has been long but from the very beginning, it has been about ambition... audacity... and now acceleration."

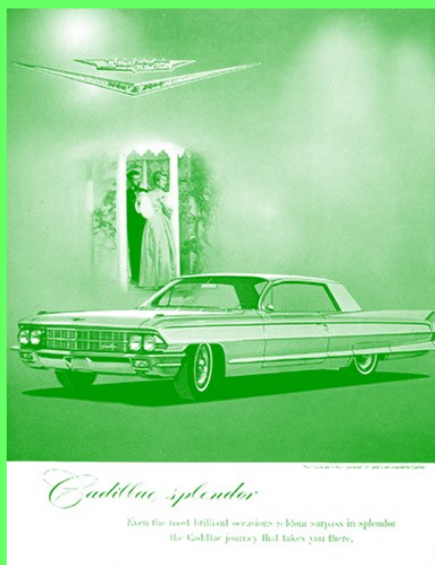
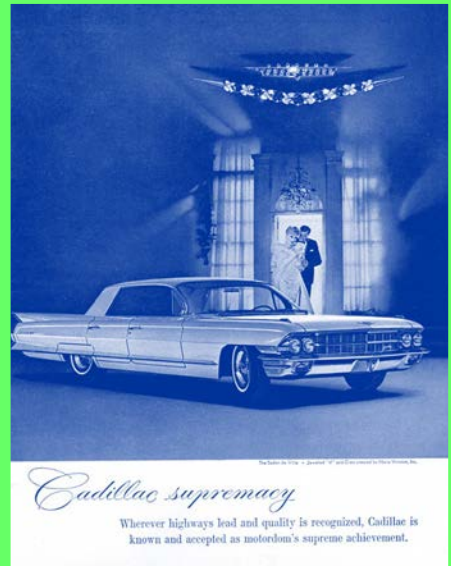
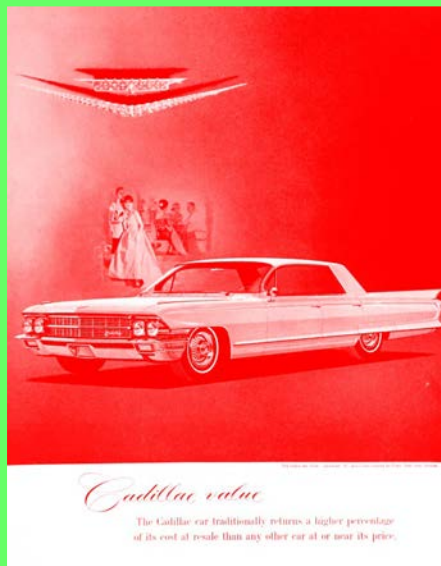


CADILLAC  
FORMULA 1™ TEAM





# What If Andy Warhol Had Painted Cadillacs...?





# **Cadillac and the Invention of the Self-Starter: Revolutionizing the Automobile Industry**

(By: Craig Masterson)

Have you read your CLC *The Self-Starter* magazine and thought *where did its unique name come from?* Well...one of Cadillac's early claims to fame, as it evolved into the *Standard of The World*, was the invention of, and the introduction of, the "starter motor, i.e., "The Self-Starter"!

In the early 1900s, starting a car was far from the simple task that it is today. For most motorists, the process involved using a hand crank—a physically demanding and often dangerous operation. This was especially challenging for women and the elderly, who struggled with the strength and dexterity required to start the engine. Enter Cadillac, the American (cue *The Stars and Stripes Forever*) automaker that would forever change the driving experience with the invention of the self-starter.

## **The Problem with Hand Cranks**

Before the self-starter, starting a car was an arduous ritual. A hand crank was used to manually turn the engine over, which required considerable physical effort. The process was not only exhausting but also risky; if the crank were turned too quickly or incorrectly, the engine could backfire, causing the crank to snap back violently. The result was injuries ranging from bruises to broken bones, deterring many people from even attempting to drive. Moreover, the cranking process made it difficult for women and older individuals, further limiting the market for automobiles.

## **Cadillac's Breakthrough**

In 1911, Cadillac, then a division of General Motors, introduced the self-starter—a mechanical system that eliminated the need for hand cranks. The innovation was the brainchild of Charles Kettering, an engineer and inventor working for General Motors. Kettering had already made a name for himself with his development of the electric ignition, but it was his creation of the self-starter that would cement his place in automotive history.

The self-starter was a simple yet groundbreaking device. It consisted of an electric motor powered by a battery, which, when activated, turned the engine over, starting the car with the push of a button. This innovation not only made starting a car far easier and safer but also marked a significant shift in how automobiles were perceived. For the first time, driving was accessible to a wider demographic, removing the physical barriers that had previously limited ownership and use.

## **The Impact on the Auto Industry**

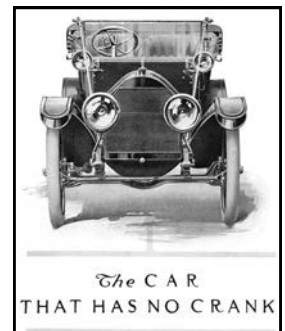
Cadillac's introduction of the self-starter was more than just a technical advancement—it was a marketing triumph. In 1912, Cadillac's advertisement in the *New York Times* boldly proclaimed: "The Cadillac is the first car to have an electric self-starter, making it the car of the future." This resonated deeply with consumers, particularly women, who had previously been hesitant to drive due to the physical strain of cranking the engine. Cadillac's self-starter democratized the driving experience, making it easier for all to operate a car, and in doing so, it expanded the potential market for automobiles.

The success of Cadillac's self-starter led other manufacturers to follow suit, and within a few years, the self-starter became a standard feature on most cars. By 1915, it was almost unheard of to find a new car without this life-changing invention. The self-starter became not only a symbol of progress but also a key factor in the mass adoption of the automobile.

## **A Legacy of Innovation**

Cadillac's introduction of the self-starter is often seen as one of the most important moments in automotive history. It is credited with making cars more accessible to the general public, accelerating the growth of the automobile industry, and laying the foundation for future innovations in automotive technology. In a broader sense, it symbolized how technological advancements could improve daily life and transform industries.

As the automotive industry continued to evolve, Cadillac remained at the forefront of innovation. However, the self-starter will always be remembered as the company's landmark invention—one that reshaped the way people interacted with their cars and helped pave the way for modern motoring.



(The "watermark" on this page is a copy of Kettering's 1911 patent)





*LaSalle*  
CLUB  
St. Louis Region

July 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
Sept.	TBD	TBD	Monthly Mtg		
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 & CLC-KC Fountains to Gateway Tour	St. Louis/ Hunter Car Collection / TBD	Fun-Fun-Fun
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