



FLEETWOOD

HAPPY
Father's
Day!

FLYER



Cadillac

LaSalle

CLUB
St. Louis Region

JUNE 2024



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Region Sponsor: ELCO Cadillac

15110 Manchester Road, Ballwin, Mo

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



JUNE MEETING AND VINTAGE MARKET CAR SHOW

Date: Saturday, June 22nd

Time: 10 AM to 2-4 PM

Where: Two Chicks Vintage Market

Address: 15892 Manchester Rd, Ellisville, MO
(On the lot behind the CVS Pharmacy)

Note: With the late distribution of the June newsletter due to attendance at the 2024 Grand National, this meeting was communicated to members in a June 4th email.



JULY MEETING

July meeting details are pending. Once confirmed, information will be distributed by email and in the July newsletter.

AUGUST EVENT

We have added an August 17th event, a tour of the Fabulous Fox Theatre! See details on page 2. (This is in addition to our August 31st meeting and car show). Early RSVP and payment before August 10th is MUCH APPRECIATED!

SECRETARY'S REPORT

May Meeting: On Saturday, May 18th, 26 members and guests attended our May meeting that included the Danny and Sharon Krumm garage tour and BBQ. Many thanks go out to Danny and Sharon for allowing us to tour their incredible Mustang and Mopar car collection along with the numerous and fun items displayed in their garage including trophies, plaques, model cars, and an impressive beer can collection.

Additional thanks go out to Gene Bossaller of the Archway Oldsmobile Club for the invitation to the event and his fine bratwurst and hot dog grilling skills that he has perfected. And many thanks to Barb Knudsen for her event coordination, supplies, and event setup efforts. Everything worked to perfection, including the weather.

And if that was not enough, members had the opportunity for a short railroad trip around the quarter mile oval that Danny built on his property using salvaged smaller-gauge railroad track and rail cars from a mining operation.

One casualty of the event was on the journey to the Krumm's, Director Todd's 1929 LaSalle had some screws vibrate loose on a headlight retaining frame and a large headlight lens fell out and broke on the road. I have been told a replacement has since been found, several actually.

See the meeting photo collage on page 6.

Grand National: As mentioned in the June meeting note, several members have returned from this year's Grand National (GN), held in Gettysburg, PA. Post-GN, I have learned of additional CLC news to report. Please see Member News for a special announcement.

GN attending members, spouses and guests numbered 12. In addition, Cathy Ellison's sister and brother-in-law, the Tyndalls, attended from Wisconsin, and our Region's good friends, the Halvers, attended from Arizona. The weather cooperated perfectly with most days having highs

in the mid 80s and any rain of substance occurring during the evening. This was the first GN with judging occurring over two days, Friday and Saturday. I know the judges very much appreciated the additional time.

This GN had a large turnout of beautiful cars to view and admire. I heard it mentioned that Pennsylvania has the highest number of registered collector cars in the U.S. When you include the surrounding east-coast states, there is a large pool of vintage Cadillacs nearby to make the trip to the GN.

The 2025 GN will be held in Murphysboro, TN, just a five hour drive from St. Louis. Make your hotel reservations now! (They can always be cancelled).

This year's GN was the largest I have attended regarding participants and items displayed at the indoor and outdoor parts swap meets. Bargains could be found, and I will have a short article in a future newsletter on some of the "finds" purchased by members.

Doug Birk plans to continue his excellent and traditional annual Grand National review articles that highlight the event and the cars in attendance, with tidbits on their owners and their stories about their particular Cadillacs or LaSalles. To hold you over until then, Doug has provided us a fun article on Cadillac model cars that so many of us collect. As always, Thank You, Doug!

Calendar Notes and Events:

July Meeting: Our July meeting details are yet to be determined as to the date and location. Stay tuned for future updates by email and the July newsletter.

We have added a fun new event for August in addition to our August meeting:



August 17th Fox Theatre Tour: Member Dave Stephens has arranged for us to tour the Fabulous Fox Theatre on Grand Avenue on August 17th. More details to follow. Dave is one of the organists that plays the Fox's famed Mighty Wurlitzer Theatre Organ. This tour is not to be missed! Plan to be at the Fox by 10:15. Tour is at 10:30. Free parking on the side of the Fox Theatre. See the attached flyer.

Discounted admission is \$7.00 per person cash or check. Reservations must be made to Todd Tobias by August 10th, 2024. 314-540-2431. Mail payment DUE by August 10th to

Cadillac LaSalle Club, c/o Todd Tobias, 417 Fairlawn Ave., Webster Groves, MO.

Additional upcoming events are as follows:

◆ August 27th–31th - "Cadillacs in Kansas":



The CLC National Driving Tour will be a five-day Hub-and-Spoke tour of the wonders of central Kansas with Wichita, KS as the hub. Several museums and a private auto collection visit are planned. The tour is sponsored by the Missouri

Valley Region and the Central States Region. The event is a very-reasonable 6½-hour drive from downtown St. Louis. The link for Cadillacs in Kansas is: [Cadillacs in Kansas: National Driving Tour August 27–31, 2024 | Cadillac Club of Kansas City \(kccadillacclub.org\)](https://www.kccadillacclub.org).

The event registration form is included with the June *The Self-Starter*. Several members have expressed interest in attending.

- ◆ **August 31st - CLC-StL Meeting:** Saturday, 9 AM to Noon, Gateway Classic Cars (GCC), O'Fallon, IL. The Club will participate in GCC's monthly Caffeine & Chrome Car Show. Our Club will be a "Featured Club". As a Featured Club, GCC will contribute \$10 to CLC-StL for each Club vehicle displayed. This event is GCC's annual Cause for Paws Charity Event. The spotlight charity will be Stray Rescue of St. Louis.



- ◆ **September 7th - Route 66 Car Show:** Saturday, 11 AM–2 PM, Ray M. Schon Park Glen Carbon, IL. FREE to exhibit and attend. [KICKS ON 66' - Kicks on 66](#). See attached flyer.
- ◆ **September 8th - CLC-StL Meeting & Picnic:** Sunday, Tilles Park, Noon - dusk. The picnic is back! We will join with the Spirit Region of the CCCA for an old-fashion picnic. There will be lots of automobile eye-candy to drool over! The picnic site is a shelter overlooking a lake; so, bring your fishing poles! Sushi anyone?
- ◆ **October 5th - Fall CLC-StL Car Show:** Our 2023 Fall Car Show was held at the Creve Coeur Elks Lodge with the Jaguar Car Club's annual show. The Jaguar Club has extended an invitation again for 2024, which members have accepted. The Fall Car Show is now OFFICIAL and will be similar to 2023. A \$20 catered lunch will be available for prepurchase. More details to follow in the fall.

Member News: Post-Grand National, I have learned that Gary Fisher, our National Central Regions VP has stepped down from the position after 12 years. At the Grand National, the Board of Directors elected **Kevin Williams** as the new National Central Regions VP. Congratulations, Kevin! This is fantastic news, and I know you will do a great job. And, as noted at our June meeting, you are now our CLC-StL Director Todd's boss!

Jim Schild, age 77, long-time auto enthusiast, Cadillac owner, former CLC-StL Region member and long-time Secretary and Editor, prolific author (30



books), veteran, and friend of many, lost his battle with cancer on June 14th. He is survived by wife Myrna, daughter Lisa Rogers, and many grand- and great-grandchildren. The funeral was held June 20th, with burial at Jefferson Barracks National Cemetery. All who knew Jim will miss him, his generosity, and knowledge.

Welcome to new member **Rob Hosenfelt**! Many know Rob from his participation in the Classic Car Club of America. Rob hails from the St. Charles, MO area. I believe Rob is on the hunt for the purchase of that "perfect" Classic Car that meets all his needs and checks all the boxes. Hopefully, it will be a Cadillac or LaSalle! On behalf of the Club, welcome, Rob!

Do not delay in reading your June *The Self-Starter* as I did. That edition contains an excellent article submitted by **Larry Hassel** on the acquisition of his beautiful 1931 LaSalle Coupe, "Lucy", below.



Larry discusses details of both the general model as well as his specific car. Larry provides insight into the types of problems and repairs one needs to be aware of to keep a 93-year-old vehicle running down the road as a finely-tuned machine. As you know, Larry always has a camera around his neck, and his article contains exquisite

photography. The article runs across parts of 8 pages and represents the St. Louis Region very well. Great article, Larry, and congratulations on its publication in *The Self-Starter*!

Terry Jacks has come across a vintage LaSalle. Not a "barn find", I will call it a "forest find".



Terry asks: Are there any local CLC member who maybe interested in going out and having a look at it? If you have interest, you can contact Terry at <www.halftrackjohns@att.net>.

Jim and Sharon Lumma have agreed to loan their 1961 Cadillac Series 62 Convertible to the St. Louis Muni Opera for stage use in the upcoming "Dreamgirls" show. How neat is that? I hope they provided them with some tickets to the show. Take lots of pictures of your car on stage. Maybe you can enthrall the members with a *Fleetwood Flyer* article on the whole experience, once done.

Craig and Cindy Masterson's 1971 Cadillac Fleetwood Eldorado Convertible is pictured in the much-anticipated book "Cadillac 1970-1979", subtitled, "An Era Of American Automotive Opulence". Written by national CLC member Robert Newbrough, M.D., the book was released at the Grand National. It will become the go-to reference book for '70s Cadillacs, similar to the excellent Cadillac reference books by Roy Schneider for Cadillacs of the '40s, '50s and '60s.



As this newsletter is being distributed after the fact, let me wish a Happy Belated Father's Day to all of you Fathers! And stay cool; it looks like the next several weeks will be real scorchers.

Craig Masterson

INTRODUCING THE 2025 CADILLAC OPTIQ

(By: Cadillac Pressroom)

The 2025 Cadillac OPTIQ is the electrifying new luxury entry point for the next generation of EV buyers. It features:

- Cadillac-estimated 300 miles of range
- Standard dual motor all-wheel drive
- Standard Super Cruise (3-year connected service)
- Segment-best in cargo capacity and second-row spaciousness
- An innovative, expressive interior and bold exterior design



OPTIQ will bookend the EV portfolio while remaining true to Cadillac's brand promise in a competitively priced luxury SUV. It will join the growing Cadillac EV lineup, which also includes LYRIQ, ESCALADE IQ, CELESTIQ and next year, VISTIQ. Building on the momentum of LYRIQ, OPTIQ will launch with several segment-leading features adding to its purpose and distinction.

"Cadillac has always defined American luxury, and OPTIQ is an example of how our bold, innovative spirit is propelling us into the EV future," said John Roth, vice president, Global Cadillac. "Over the past five years, Cadillac has welcomed approximately 1 million new customers to the family globally, while our percentage of younger buyers has increased 5% in the U.S. OPTIQ will be an important gateway to attract luxury EV intenders to Cadillac as we look to offer a fully electric portfolio by the end of the decade."

Thrilling yet agile performance: OPTIQ will launch in standard dual motor all-wheel drive form, contributing to a fun and athletic drive experience. The 6-inch shorter wheelbase (compared to the

Cadillac LYRIQ) results in a more agile architecture.

OPTIQ includes an 85-kilowatt-hour battery pack with a standard dual motor all-wheel drive propulsion system that offers a Cadillac-estimated 300 horsepower and 354 lb-ft of instant torque. DC fast charging can add up to 79 miles of range in about 10 minutes.

OPTIQ offers Regen On Demand, a driver-controlled braking feature that allows the driver to slow down or stop the OPTIQ with a dedicated, pressure-sensitive paddle located on the steering wheel.

One-Pedal Driving allows the driver to slow down and stop the vehicle using only the accelerator under most driving conditions. The system also converts kinetic energy from the OPTIQ's forward momentum into electricity, which is stored in the battery pack for future use.

OPTIQ gives drivers the opportunity to switch between several Drive Modes, including Tour used for everyday driving, Sport for enhanced road driving and improved steering, Snow/Ice to prevent wheel spin and My Mode which personalizes the driving experience with adjustable braking responsiveness and steering feel.

Unique design detailing: OPTIQ offers a sporty and youthful persona to the Cadillac EV portfolio. Seamlessly blending sophisticated surfacing and technology, the OPTIQ silhouette masterfully balances the visual agility of a fastback with distinctive Cadillac crossover EV styling. Ambitiously proportioned wheels and tires pushed out to the corners of OPTIQ emphasize the athletic character and size of the vehicle.

Other unique exterior design details include: Roof Encompassing Glasswork: The fixed-glass roof enables a seamless transition from glass to sheet metal.

Black Crystal Grille: OPTIQ's signature black crystal grille incorporates the Cadillac vertical signature lighting and includes a laser-etched pattern within the grille that offers an understated, high-tech feel.

Rear-Quarter Panel: OPTIQ's rear quarter panel window design is achieved through a Cadillac-first precision pattern in acoustic laminate glass. The graphic pattern is found throughout OPTIQ and aligns with the Mondrian crest in a nod to classic Cadillac styling.

Signature Lighting Choreography: When the driver approaches or exits the vehicle, their key fob begins a choreographed lighting sequence to greet them.

Customer-focused tech and interior: The interior cabin experience was designed to be high tech, welcoming and connected. OPTIQ packages interior spaciousness and luxury into a comfortable suite. Illuminated décor and embellishments add to OPTIQ's unique interior interpretation of Cadillac luxury, while the suite of in-vehicle technology features creates an intuitive experience.



A focus on innovative materials and a new approach to material application and placement creates the most progressive Cadillac interior. OPTIQ's patterned accent fabric is woven from yarn made from 100% recycled materials. OPTIQ's Paper-Wood veneer is made up of equal parts of tulip wood and recycled newspaper.

The OPTIQ interior experience also includes: Segment best in cargo capacity and second-row spaciousness.

A 33-inch diagonal advanced LED display with 9k resolution projecting over 1 billion colors.

Super Cruise driver assistance technology will be standard (3 years connected service) enabled by high-definition GPS mapping, driver attention system, lane changing capabilities and steering wheel light bar.

Advanced radar, camera and ultrasonic sensor technology integrated throughout OPTIQ will help provide customers with enhanced views, sensing and monitoring of their surroundings in a variety of everyday driving scenarios.

Standard safety and driver assistance technologies include adaptive cruise control, Blind Zone Steering Assist, Enhanced Automatic Parking, Forward Collision Alert and several others.

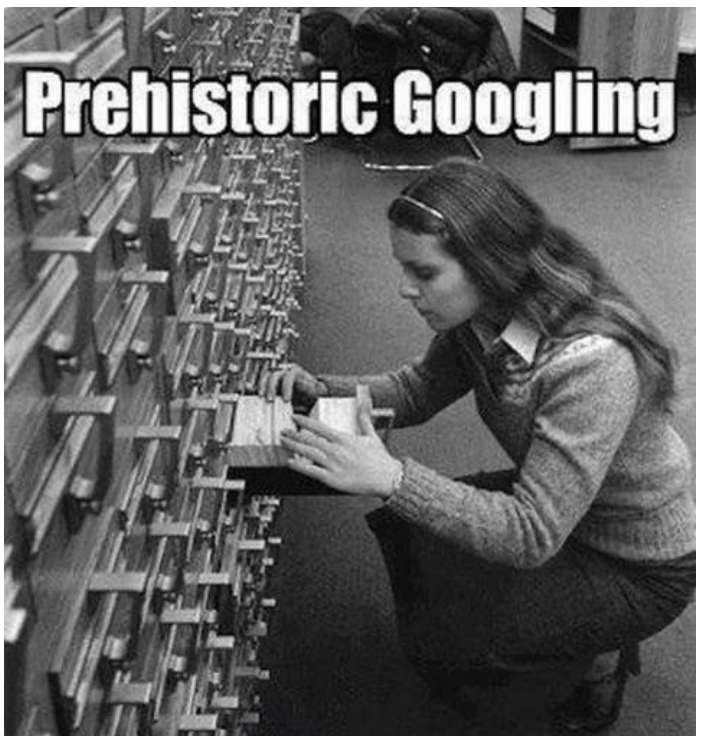
Google built-in compatibility infotainment experience, featuring Google Maps and Google Assistant.

Standard 19-speaker AKG Audio System and Dolby Atmos®. Dolby Atmos is an immersive sound experience that reveals more depth, clarity and details in the customer's favorite music and entertainment. The AKG Audio System features

custom-tuned speakers and amplifier.

OPTIQ will offer two distinctive trims — Luxury and Sport — enabling the customer to choose a vehicle that matches their own personality and preferences. Pricing starts at an estimated \$54,000, including destination charges, excluding tax, title, license, and dealer fees. Dealer sets final price.

Production of OPTIQ will begin late this fall.





May Meeting & Garage Tour



SMALL CADDIES FOR BIG DADDIES

(BY: Doug Birk)

It has been said, the difference between men and boys is the price of their toys. I guess a solution is to purchase one just like the real one, only smaller. Yes, scale model cars and trucks have an avid fan club for anyone with a passion for the automobile. Whether it be diecast, resin, plastic, rubber, or tin, all have a "garage space" waiting for the next collector's treasure.

Most popular and collected scales range from a 1/64 diecast (Matchbox, Hot Wheels), 1/43 (Dinky, Corgi), 1/32 (Ertl, Signature), 1/24 (Johan, friction and dealer promos) to 1/18 size (Maisto, Road Signature, Ertl).

Focusing on the 1/43 scale model Cadillacs, the following manufactures, lesser known in the USA, are mostly European, exception being BFCC of China.

BFCC produces a nice diecast 1941 Cadillac 60 Special at a reasonable price (very much like Dinky of old), but with upgraded features of chrome plated bumpers, detailed badging, plastic windows and authentic 1941 paint colors of Fair Oaks green over El Centro green metallic. Other variations come in two-tone silver and maroon, silver-over-blue and monotone khaki-tan with military door star decal, known as the "Patton" staff car.



Moving up a level in detail and price are models made by MATRIX, headquartered in the Netherlands. A fine example is a one-off 1941 Cadillac 60 Special Custom, named the "Duchess", designed by Harley Earl and handcrafted for the Duke and Duchess of Windsor upon their visit to America. Details include chrome plating for bumpers and hardware, dual antennas (one for each radio), royal crests on the rear doors, and the crowning touch of a gold flying lady hood ornament.



The following two Cadillac models are rare and even real ones are seldom seen on the streets. First, the 1976 Cadillac Mirage Sport Wagon below in pearlescent white.



Next, a 1976 Cadillac Fleetwood Castillion Estate Wagon in metallic Chesterfield Brown. Both models share detailed features such as open sunroof, intricate chrome plated grill, vertical hood ornament, period-correct 2" white-wall tires and even a banded, tinted windshield on the Mirage. The conversion was performed by Traditional Coachworks Ltd. of California, as indicated on the plastic case.



Not to be morbid, but professional cars (limos, hearses, ambulances) are collected for many reasons, mostly for their rarity and hand-fabricated bodies. Also, if you really want to be noticed...! The stunning Sable black model of the 1962 Cadillac Miller Meteor Hearse is a work of art. Details include, but are not limited to, intricate plastic chrome plating on the grill, bumpers and accessory hardware, landau bars, textured headlight and taillight lenses, and the proverbial "coffin in the cabin" with window curtains.



The 1966 Cadillac Landau Hearse in authentic Georgian silver and fabric-covered roof included a detailed interior, dash, period-correct dual-stripe white-wall tires, and glass head/taillight lenses. The casket is external to the car, resting on a folding metal stand.

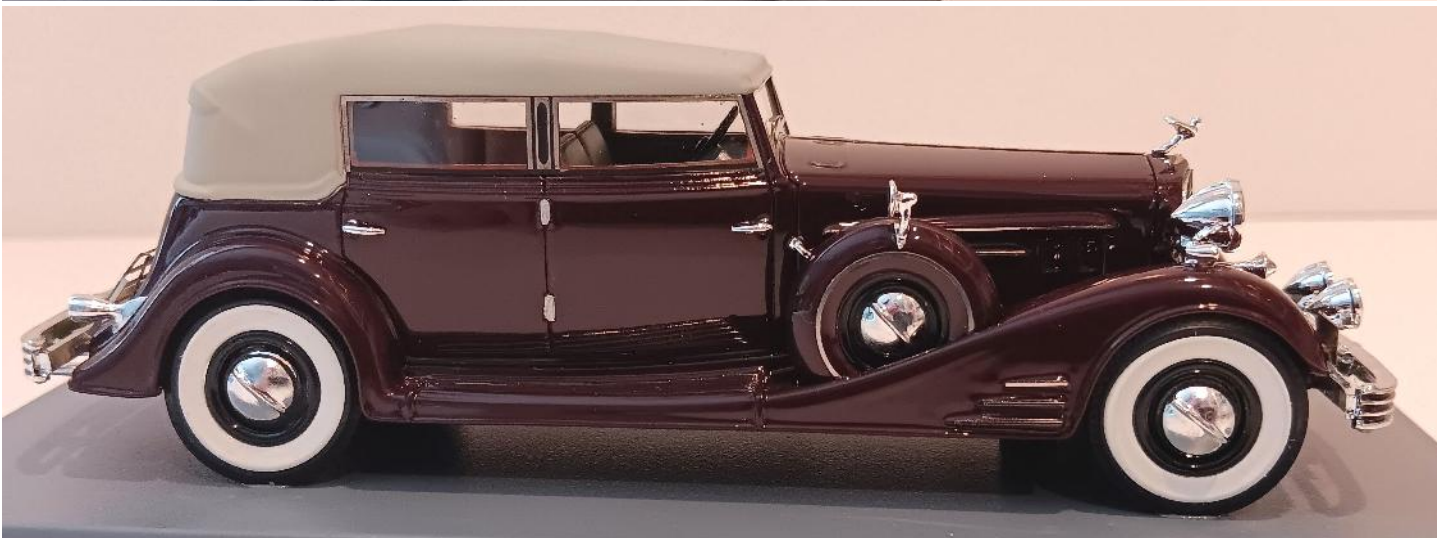
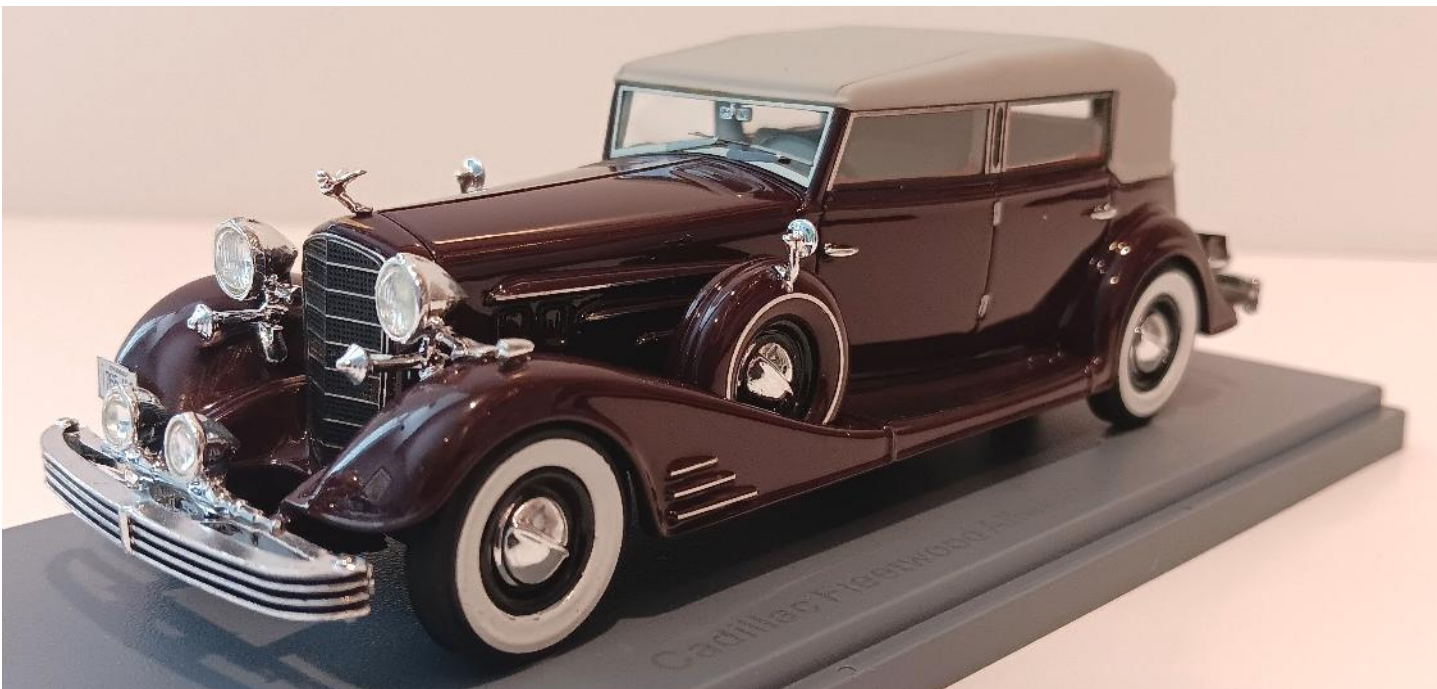


All MATRIX models are limited production and numbered as such. As previously mentioned, they are for the European market, even having the box labeled in 7 languages.

Comparable in quality and price to MATRIX is the manufacturer BOS (Best of Show), focusing on post-war Cadillacs. The crimson red-over-white 1970 Cadillac de Ville convertible is well detailed with chrome plated plastic trim, correct dual-striped white-wall tires, embossed Cadillac emblems, and even wood-grain veneer in the door panels and dash. If you see one of these models, it is best to buy it on the spot as there are few to be found. This 1970 model has been discontinued, making it even more desirable for the collector.



Upping the ante, is the company NEO of Germany. Yes, these models are more expensive, retailing from the low \$100s to upwards of \$500. This 1933 Cadillac Fleetwood All Weather Phaeton is highly detailed, from chrome mirrors, wipers, dual exhaust extensions, to intricate grill design. The model is available in either the top-up or top-down position. This 1933 Fleetwood was a flaunting of wealth in the depths of a great depression, so few of these magnificent cars were actually made.



I am always looking forward to my next future treasure find...one never knows what is just around the corner, but more than likely NOT in a barn!





LaSalle
CLUB
St. Louis Region

June Edition

2024

**CLC - St. Louis Region
Calendar of Events**



Date	Day	Time	Event	Location	Notes
1/6	Sat	1:00 PM	Monthly Mtg & Holiday Party	Favazza's Restaurant, 5201 Southwest Ave.	
2/24	Sat	10:00 AM	Monthly Mtg - St. Louis Car Museum	1575 Woodson Rd, St. Louis, MO 63114	Lunch out afterwards
3/14	Thur	6:00 PM	Monthly Mtg - The Sports Café	579 Pennridge Dr., Bridgeton, 63044	
4/13	Sat	8:30 AM	Evergreen Car Collection Tour	Lebanon, MO	See Flyer
4/28	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
5/5	Sun	10 AM - 3 PM	CLC/Lambda Dine & Wine Cruise	Diamond Mineral Springs Restaurant	RSVP, See Flyer
5/18	Sat	10:30 AM	Monthly Mtg & Krumm Garage Tour & BBQ	Meet at Park & Ride Lot at Gravois & Hwy 270	Sunset Hills, MO, RSVP required
6/22	Sat	10 AM - 4 PM	Monthly Mtg & Rally at the Roost Car Show	15892 Manchester Rd, Ellisville, MO 63011	Two Chicks Vintage Marketplace
6/10-15			CLC 2023 Grand National	Gettysburg, PA	
July	TBD	TBD	Monthly Mtg		
8/17	Sat	10:15 AM	The Fabulous Fox Theatre Tour	527 N. Grand Blvd., St. Louis, MO 63103	Free parking at Fox
8/27-31			Natl. CLC Driving Tour - Cadillacs in KS	Wichita, Kansas	
8/31	Sat	8 AM - 12 PM	Mo. Mtg - Caffeine & Chrome Show	1237 Central Park Dr. , O'Fallon, IL 62269	Gateway Classic Car-CLC Featured
9/8	Sun	12 PM	Monthly Mtg & Picnic	Tillis Park, 9551 Litzsinger Rd, St. Louis, MO 63124	Joint Event with the CCA
10/5	Sat	10 AM - 3 PM	Annual CLC Car Show & Monthly Mtg	12481 Ladue Rd, Creve Coeur, MO 63141	Elks Lodge #9, w/Jaguar Club
11/20	Wed	6:00 PM	Monthly Mtg-Tentative	ELCO Cadillac, 15110 Manchester Rd, Ballwin	Final Meeting of 2024
Other Local Car Related Events					
3/31	Sun	8:00 AM	HCCMO-Annual Easter Car Show	Forest Park-Muny Opera Upper Parking Lot	
6/16	Sun	10 AM-3 PM	HCCMO-Father's Day Car Show	Museum of Transport., 2967 Barrett Station Rd	
9/7	Sat	11 AM-2 PM	Kicks On 66/R.Gori Memorial Car Show	Edwardsville, IL	
9/15	Sun	8:00 AM	HCCMO Show & Swap Meet	TBD	Date & location tentative
10/19	Sat	5 PM-11 PM	Archway Oldsmobile Charity Trivia Night	2500 Raymond Dr., St. Charles, MO	Amer.Legion #312, \$20/person