



Cadillac & LaSalle Club

Potomac Region

Caddie Chronicle

August 2011



DIRECTOR'S MESSAGE BY VINCE TALIANO

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NEWSLETTER EDITOR
WEBSITE MANAGER
CENTRAL VA REGION LIAISON
VINCE TALIANO

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DAN RUBY

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JACK MCCLOW

SECRETARY
ASSOCIATE NEWSLETTER EDITOR
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CAR SHOW COORDINATORS
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NEWSLETTER COLUMNIST
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NEWSLETTER COLUMNIST
RITA BIAL-BOXLEY

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NEWSLETTER COLUMNIST
VERN PARKER

CAR SHOW MASTER OF CEREMONIES
NATIONAL CLC ADVISOR
NEWSLETTER COLUMNIST
RICHARD SILLS

Our ***Dazzling DeVilles*** event is drawing some interest already! To date, out-of-state owners of a 1949 Coupe DeVille and a 1955 Coupe DeVille have contacted me expressing their interest in attending. In addition, CLC President Lars Kneller has informed us that he will be attending the event. This is gearing up to be another fantastic weekend event.

The show flyer with hotel information is included in this issue. We suggest that everyone who plans to attend should register as soon as possible, especially if you plan to register a DeVille from 1949-1970. The showroom is reserved for those special cars and pre-registered cars will be at the top of the list for selection.

Flyers will also be distributed to attendees at this month's Grand National in Columbus, Ohio. We also encourage Potomac Region members attending the Grand National to spread the word. For those not planning to attend this year's Grand National, a local favorite annual car show will be taking place that same weekend: the All-GM Show in Rockville at which our ***Dazzling DeVilles*** event can be promoted.

Check out this month's "Caddie Classifieds" on pages 17-18 where over 10 Cadillacs are listed for sale. The cars range from a 1957 Fleetwood to a 1995 Concours. There are some great cars available for enthusiasts looking to add to their collection.

Please note that our August meeting will be held at Snyder's Family Restaurant in Linthicum, Maryland on Sunday August 21st. This has become a popular meeting place, allowing our Baltimore area members to attend semi-annual meetings in their area.

Thanks to everyone who has attended an event recently and provided a story and/or photos, especially Sandy Kemper, Jack McCLOW, Tom McQueen, Scot Minesinger, Chuck & Debbie Piel and Richard Sills. It is contributions from a multitude of folks that make this world-wide publication a popular read each month. Keep sending us your stories and we'll keep publishing them!

Our condolences go out to Paul Sevag on the recent passing of his mother.

Vince Taliano



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2011 CALENDAR OF EVENTS

DATE	TIME	EVENT	LOCATION	CONTACT INFORMATION
Aug 10-13 Wed-Sat		CLC Grand National Meet Hosted by the Central Ohio Region	Columbus OH	www.2011clcgn.org
Aug 13 Sat	10:00 am – 3:00 pm	37th Annual Metro Chapter Buick Club All-GM Show	Montgomery College Rockville MD	Cory Correll at 240-686-0229 or corydraw@starpower.net
Aug 14 Sun	10:00 am – 3:00 pm	VCCA Free State Region's Annual Car & Truck Show	Meadowbrook Regional Park Lutherville MD	Larry at 410-360-8216, bowag45@hotmail.com or grand1917@comcast.net
Aug 21 Sun	8:00 am – 3:00 pm	26th Annual Francis Scott Key Antique Car Show	Rose Hill Manor Frederick MD	Joe Bart at 301-898-1041 or Ken Wilson at 301-695-6581
Aug 21 Sun	2:00 pm – 4:00 pm	Potomac Region Monthly Meeting	Snyder's Willow Grove Restaurant Linthicum MD	Vince Taliano at 301-258-8321 or vincetaliano@clcpotomacregion.org
Aug 27 Sat	6:00 pm – ???	C & J's Free Cruise-In	Hot Spot Cool Eats Cambridge MD	Jerry Tennant at 443-521-2980 or Catherine Carlson at 443-521-1907
Aug 30 Tue	Pre-game Car Show 7:05 pm Game Time	Ripken Stadium I-95 Show Off	Ripken Stadium Aberdeen MD	Matt Banion at 410-297-9292 or msbanion@udel.edu
Sep 4 Sun	10:00 am – 3:00 pm	Vern Parker's Street Dreams Car Show	Spring Hill Recreation Center McLean VA	www.vernparker.com
Sep 10 Sat	9:00 am – 3:00 pm	15th Annual CLC Hampton Roads Region Car Show	Suttle Motors Newport News VA	Bob Geiger at 757-253-6501 or bobnlettygeiger@aol.com
Sep 11 Sun	8:00 am – 3:00 pm	42nd Annual AACA Sugarloaf Region's Activities Meet and Antique Car Show featuring Cadillacs	Urbana Volunteer Fireman Department Grounds Urbana MD	Bruce Mazzie at 301-865-7244 or brucemazzie@comcast.net Rob Burchill at 301-371-0654 or robburchill@comcast.net
Sep 12 Mon	7:30 pm – 9:30 pm	Potomac Region Monthly Meeting	Capitol Cadillac Greenbelt MD	Vince Taliano at 301-258-8321 or vincetaliano@clcpotomacregion.org
Sep 17 Sat	8:00 am – 3:00 pm	36th Annual Edgar Rohr Memorial Antique Car Meet	Manassas Museum Manassas VA	Joann Richardson at 703-768-1569 or www.bullrunaaca.org
Sep 17 Sat	10:00 am – 4:30 pm	1st Annual Motors for Music Car Show	Chesapeake High School Pasadena MD	Kimberlee S. Jewer at KJewer@Jewer.cc
Sep 24 Sat	11:00 am – 5:00 pm	Classic Car Show at the 19th Annual Bluebirds Blues Festival	Prince George's Community College Largo MD	Office of Alumni Relations at 301-322-0858 or alumni@pgcc.edu
Sep 25 Sun		Potomac Region Fall Driving Tour	Wineries of Northern Virginia	R. Scot Minesinger at rscotm@cox.net or 703-283-2021
Sep 28 - Oct 2 Wed-Sun	Gates open daily at 7:00 am	Fall Carlisle Collector Car Swap Meet & Corral	Carlisle PA	717-243-7855 or www.carsatcarlisle.com
Oct 2 Sat	9:00 am – 3:00 pm	All-GM Show hosted by the Royal GTOs	King Buick GMC Gaithersburg MD	Roy Dwyer at 301-879-2816 or Tim Sickle at 301-249-3830
Oct 5-8 Wed-Sat	Gates open daily at 7:00 am	AACA National Eastern Fall Meet	Giant Center and Show Grounds Hershey PA	www.hersheyaaca.org
Oct 15 Sat	8:30 am – 3:30 pm	City of Rockville Antique and Classic Car Show	Rockville Civic Center Rockville MD	240-314-5022 or www.rockvillemd.gov/events/carshow.htm
Oct 22 Sat	10:00 am – 3:00 pm	5th Annual Potomac Day Classic Car Show	Falls Rd & River Rd Potomac MD	202-438-3553 or potomacdaycarshow@yahoo.com
Oct 30 Sun	9:00 am – 3:00 pm	Capitol Cadillac Fall Car Show <i>Dazzling DeVilles</i>	Capitol Cadillac Greenbelt MD	Diane & Henry Ruby at 301-297-4459, 301-894-8026 or henry.ladydi@verizon.net

On August 7th, at 10:30 PM EDT, check out **Car Crazy** on the Speed Channel. The episode, which features the 100th year anniversary celebration at the Indianapolis Motor Speedway, includes an interview with Randy & Susan Denchfield who were in attendance with their 1935 LaSalle Convertible Coupe (see picture of the car on page 10).

Visit us on the web!
www.clcpotomacregion.org



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Annual Fall Car Show Dazzling DeVilles

Sunday October 30, 2011

Car Registration: 9:00 am – 12:00 pm

- Please read the [Car Show Rules](#)

Show Hours: 9:00 am – 3:00 pm

6500 Capitol Drive

Greenbelt, MD 20770

Phone: 301-441-9600

www.ecapitol.com



1949 Cadillac Coupe DeVille

ILLUSTRATION BY BOB ENG

Following in the tradition of celebrating a theme at the Annual Fall Car Show at Capitol Cadillac, this year's theme will be **Dazzling DeVilles**. Specifically, DeVilles from the model years 1949-1970 will be the honored cars at the show to be held on Sunday October 30th in Greenbelt, MD. These were among Cadillac's most popular models during the period when Cadillac became the undisputed sales leader in the luxury car market.

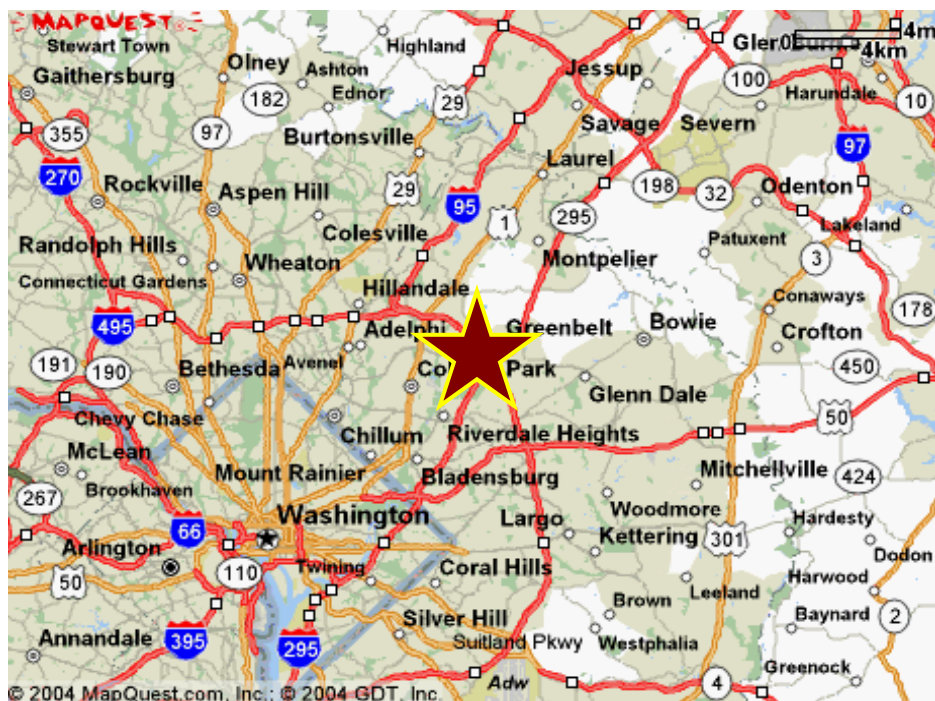
Like theme shows of the past, the goal of our **Dazzling DeVilles** show is to be one of the largest gatherings of DeVilles in recent Mid-Atlantic Area history. Every 1949-1970 DeVille owner is encouraged to attend this very special show. To celebrate the event, each registered owner will receive a commemorative dash plaque illustration of a DeVille that renowned artist Dan Reed is creating especially for this show. Also, each registered owner will be given a commemorative show program highlighting the history of DeVilles and featuring a description of each DeVille pre-registered for the show. In addition, the DeVille owners will receive a framed certificate of appreciation for participating. It is time for the 1949-1970 DeVille owners to take their place alongside the V-12 / V-16, Eldorado, LaSalle, Fleetwood and Capitol Cadillac Alumni Car owners who have been featured at the Potomac Region's past theme-related car shows.

The judging will be done by the owners of the vehicles registered. The registered owners will be able to judge cars in all classes, including their own, and 1st, 2nd and 3rd place awards will be given to winning vehicles in each class, **including three special classes for the *Dazzling DeVilles***.

Capitol Cadillac is an easy five minute drive from the Holiday Inn Greenbelt where rooms will be reserved for Friday thru Sunday at the special rate of **\$94/night** (301-982-7000 – mention "Cadillac & LaSalle Club" when making reservation). The Holiday Inn Greenbelt will also be the site for a dinner the night before the show hosted by past CLC President Richard Sills & Shelley Chadick. If you plan to attend the dinner, please RSVP to Shelley at shelleychadick@yahoo.com or 717-368-4422.



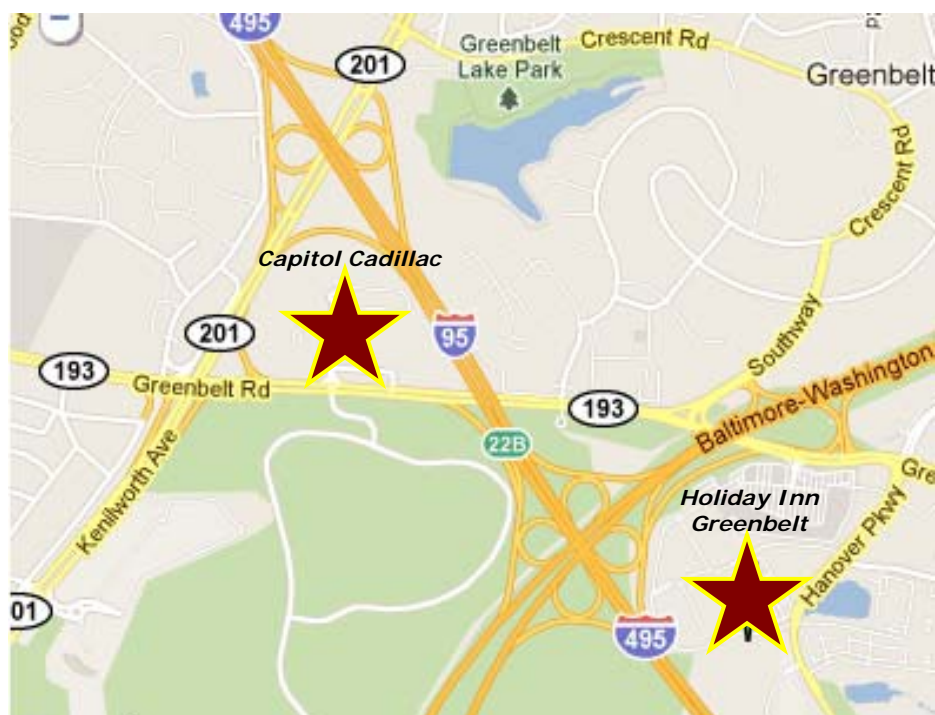
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LOCAL DIRECTIONS:

From Capital Beltway (I-495/95)

- Use Exit 23 - Kenilworth Avenue Rte 201, proceed South on Kenilworth Avenue to first exit - Greenbelt Road, Route 193
- At light, proceed East on Greenbelt Road - Rte 193 (left)
- At traffic light make left onto Walker Drive (**TGI Friday's** Restaurant on corner)
- Make an immediate right onto Capitol Drive (Dealership is on your left)



From Baltimore- Washington Parkway (Rte 295)

- Use Exit for Rte 193 (Greenbelt Road)
- Proceed West on Rte 193 - Greenbelt Road
- Make first right after underpass onto Capitol Drive (Dealership is on your right)

For more information, contact Diane & Henry Ruby, Car Show Coordinators,
at 301-297-4459, 301-894-8026 or henry.ladydi@verizon.net.



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Car Show Rules

- **Rain or Shine:** The car show will take place rain or shine. No refunds.
- **Safety:** If a vehicle(s) has fluid drips or leaks, the owner must bring absorbent material or drip pans to avoid slippery conditions and to protect the showroom floor or show field parking lot. **The Potomac Region reserves the right from preventing any cars with excessive fluid leaks from entering the show field.** It is recommended that a working fire extinguisher be in every vehicle.
- **Judging / Parking Rules:** By registering a vehicle for the show, the registrant accepts the following terms: the Potomac Region reserves the right 1) to determine each vehicle's judging class and 2) each vehicle's placement in the show field. **There will be no parking on the grassy areas whatsoever, due to sprinkler heads and possible rut damage.** Vehicles will be peer judged by the individual owners of the registered cars. Registrants will be able to judge vehicles in all classes, including their own. 1st, 2nd and 3rd place awards will be given to winning vehicles in each class.

Judging Classes

Class A: 1949 - 1959 Coupe and Sedan DeVilles
Class B: 1960 - 1970 Coupe and Sedan DeVilles
Class C: 1964 - 1970 DeVille Convertibles
Class D: 1902 - 1942 Cadillac
Class E: 1927 - 1940 LaSalle
Class F: 1946 - 1958 excluding DeVilles
Class G: 1959 - 1970 excluding DeVilles
Class H: 1971 - 1976
Class I: 1977 - 1986
Class J: 1987 - 1996
Class K: 1997 - Current
Class L: Commercial Vehicles
Class M: Modified Vehicles

Other Awards

- Dealer's Choice
- Best Pre-War
- Best Post-War
- Best of Show
- Ladies Choice
- Long Distance (Driven Cars Only)

A vehicle receiving "Best of Show" may also receive an award in its class, but will not be eligible to receive "Best Pre War" or "Best Post War" at the same show.

Registration Form

Make checks payable to **CLC Potomac Region** and mail registration form to:

Harry Scott, Treasurer
14421 Aden Road
Nokesville VA 20181-3122

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Vehicle Registration Fee: (Up to Oct 14: \$15/per car - After Oct 14: \$20/per car)

Circle Make: CAD LAS Year: _____ Model: _____ Class: _____

Circle Make: CAD LAS Year: _____ Model: _____ Class: _____

The Potomac Region recommends that owners keep a fire extinguisher in their collector cars.

☐

Check the box if you do not want your vehicle(s) judged

www.clcpotomacregion.org



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Dazzling DeVilles **COMMEMORATIVE PROGRAM WRITE-UP**

Please include a brief description on each ***Dazzling DeVille*** 1949-1970 registered for the show for inclusion in the Commemorative Program.

Examples: history of the car, unique features, favorite memory, etc.
Use an additional sheet if necessary.

***(Please return along with car show registration by October 14, 2011
in order to be included in the commemorative program)***

Year: _____ **Model:** _____ **Owner:** _____ **City & State:** _____

Year: _____ **Model:** _____ **Owner:** _____ **City & State:** _____



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JULY 18, 2011 MEETING MINUTES

BY SANDY KEMPER

PLACE: Silver Diner, Merrifield, VA

TIME: 7:35 PM

PRESIDING: Activities Director R. Scot Minesinger

ATTENDANCE: Nasser Almasary; Byron & Alida Alsop; Chris Cummings; Brenda & Jim George; Jeff Gurski; Sandy Kemper; Jack McCloy; Tom McQueen; Henry Ruby and Harry Scott

DIRECTOR'S REMARKS: Scot thanked everyone for attending. He asked new member Nasser to introduce himself to everyone.

SECRETARY'S REPORT: The Minutes from the June meeting were not read since they had been published and distributed to all members in the July, 2011 newsletter.

TREASURER'S REPORT: The Treasurer's Report covered the time period from the June meeting to date. Harry reported that the Region's income was \$157.01. The total expenses for the same time period were \$387.33. The checking account balance is \$7,706.60. The CD principal balance is \$5,870.48.

MEMBERSHIP REPORT: Tom McQueen reported that our current membership is at 218 members. Our newest members are Thomas E. Miller of Berkeley Springs, WV and Chris Overcash of Warrenton, VA. Thomas owns two Cadillacs: a 1979 Coupe Deville and a 1998 Sedan Deville. Chris has a 1956 Series 62 Sedan that he brought to our Spring Car Show and a 1972 Eldorado Coupe. Welcome!!

ACTIVITIES REPORT: The following activities were discussed:

1. Recently Held Events:

- **7th Annual Picnic w/ Lincoln Mercury Friends, J. Roger Bentley's home, Brinklow, MD, Sat, Jul 2:** The weather was great and nearly 40 people enjoyed a full day. Thanks to Roger for hosting this wonderful picnic each year. Thanks to Henry & Diane for providing tables, soft drinks, ice, etc, and to everyone who brought food to share.
- **5th Annual Inter-Regional Car Show, AACA Museum, Hershey, PA, Sat, Jul 9:** All the PR members who participated in this show with their cars received awards. The awards were provided by a local dealership and were excellent. Overall there was a good turnout for the show in perfect summer weather.

2. Upcoming PR Events:

- **Potomac Region Driving Fall Driving Tour, Sun, Sep 25:** Scot provided an update on the plans for a driving tour to different wineries throughout Northern Virginia.
- **Potomac Region Tour of Librandi Plating:** Scot discussed his idea of a tour to Librandi Plating in Middletown, PA, near Harrisburg. At this time, he is still trying to find a mutually agreeable date (possibly 11/12) to hold the event.



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3. Other upcoming events: The following events were mentioned:

- **Classic Car Nite, Southern MD Blue Crabs Baseball, Waldorf, MD, Sun, Jul 24**
- **37th Annual Metro Chapter Buick Club All-GM Show, Rockville, MD, Sat, Aug 13:** For those not going to the CLC Grand National, this is a good show to attend.
- **Antique Car Show at Rose Hill Manor, Frederick, MD, Sun, Aug 21:** This show was always recommended by the late Steven Sisson.
- **I-95 Show-Off, Ripken Stadium, Tue, Aug 30, 1-5:30pm:** Car show before the Aberdeen Ironbirds game at 7:05pm.
- **Vern Parker's Street Dreams Car Show, Spring Hill Recreation Center, McLean, VA, Sun, Sep 4:** Despite construction work at the Center, this show is still expected to be held.
- **AACA Sugarloaf Mountain Region, 42nd Anniversary Car Show & Activities Meet, Urbana, MD, Sun, Sep 11:** Sandy attended a SMR meeting last week & provided more details about this show. The featured marque this year is Cadillac and we want many of our members to participate.
- **AACA Bull Run Region, 36th Annual Edgar Rohr Memorial Car Meet, Manassas, VA, Sat, Sep 17:** Held on the grounds of the Manassas Museum, just one block from Old Town Historic Manassas and a Farmer's Market, 8th annual Old World Festival and "Bands, Brews and Barbecue" festival all on the same day.

OLD BUSINESS:

- **2011 CLC Grand National, Columbus, OH, Aug 9-13:** A club caravan may not be feasible due to the fact that almost everyone who plans to attend is leaving for Columbus on different days. Note that we expect to distribute flyers advertising our **Dazzling DeVilles** Show at the GN.
- **Dazzling DeVilles Fall Show, Sun, Oct 30:** Work has begun in earnest on the fall theme show. Some of the advance tasks include 1) drafting and distributing a media press release, 2) developing promotional information for distribution at the 2011 Grand National, 3) researching and creating a commemorative program illustrating the history of DeVilles, 4) selecting a dash plaque image, 5) developing a certificate of recognition template, etc., and 6) finalizing the special classes to honor the DeVilles. The show flyer should be completed in time for distribution with the August newsletter.

NEW BUSINESS: We have been informed that the CLCMRC Capital Campaign has reached \$410,000 toward the overall goal of \$2,000,000. Also the CLCMRC has unveiled a "Founding Sponsors" acknowledgement board that will be on permanent display at the Gilmore Museum.

GENERAL INFORMATION: Jeff Gurski said that he had recently attended "Katie's Cars & Coffee," a cruise-in on Saturday mornings in Great Falls, VA. He was impressed by the quantity and quality of the cars. Chris Cummings showed a copy of **Fleetwood**, a book by James Schild that has been re-printed. Quantities are limited, so a timely purchase by those interested is advised.

NEXT MEETING: Sunday, August 21, 2:00 PM at Snyder's Restaurant, Linthicum, MD

ADJOURNMENT: Meeting adjourned at 8:10 PM

Visit us on the web!
www.clcpotomacregion.org



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***NEXT MONTH: AACA SUGARLOAF MOUNTAIN REGION'S CAR SHOW
FEATURING CADILLACS
STORY AND PHOTO BY SANDY KEMPER***

Many members of the CLC Potomac Region are members also of the Antique Automobile Club of America (AACA) and its many regions in the surrounding area (e.g. Bull Run, Chesapeake, and Sugarloaf Mountain, to name a few). So when we receive a request from a local AACA region to participate in a car show or to support one of its activities, we usually try to oblige.

Next month, on Sunday, September 11th, the AACA Sugarloaf Mountain Region (SMR) will hold its 42nd Anniversary "Activities Meet and Antique Car Show." This long-running show used to be held in Mt. Airy, Maryland. But this year the SMR has moved the location to Urbana Volunteer



Urbana Volunteer Fire & Rescue recently hosted another car show

Fire and Rescue Department grounds in Urbana, Maryland. This new site is simple to find and it's an easy drive. It's just off I-270 (Exit 26) on Urbana Pike (MD Route 355). Of important note for our club, the featured marque for this year's show will be Cadillac. This includes all Cadillacs through 1986. What an opportunity for us to show off the "***Standard of the World!***"

There will be participant judging (not points judging) and there will be special awards. There will be an auto parts flea market and a car corral, along with children's activities, door prizes, and a 50/50 raffle. Plenty of food will be available and participants will be entitled to a chicken dinner. The Urbana Fire Department grounds can hold over 150 show cars, most of which can be displayed on blacktop. But there are trees around the property that provide shade on sunny days. The Fire Department buildings will be open and there are indoor rest room facilities.

Since this show date falls on the tenth anniversary of the 9-11-2001 terrorist attacks on the United States, the SMR will honor the "First Responders - Fire, Rescue, E.M.S., Police and Military." They expect to have a special display of emergency, police and military vehicles. They have arranged for a special, limited edition dash plaque for the show participants. A memorial service is being planned with the Urbana Fire Department members. Besides the "9-11-2001" special display, there will be a "Winners Circle" exhibit featuring AACA National Award winners.

Recently we learned that the Mid-Maryland Corvair Society will be celebrating its 30th anniversary and hopes to have 30 Corvairs attend this show. **We have been challenged to match or exceed this number with our Cadillacs. Mark your calendar and get your Cadillac ready to be the feature of the show!**



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7TH ANNUAL SUMMER PICNIC WITH LINCOLN MERCURY FRIENDS STORY BY JACK MCCLOW PHOTOS BY CHUCK & DEBBIE PIEL



L to R: Richard Sisson's 1954 Eldorado Convertible and Jack McClow's 1957 Series 62 Convertible



Henry Ruby and Jeff Gurski enjoying the event

In the midst of this summer's extended heat wave, we were blessed with a couple of seasonably normal days with tolerable humidity. Fortunately for us, Roger Bentley's Annual Summer Picnic with Lincoln Mercury Friends fell on one of those days. As a result, some 40 plus people attended with their Cadillacs, LaSalle, Lincolns, Mercurys and other makes. However we did, miss the presence of two of the event's annual participants, Steven Sisson and Chad Coombs. Steven, who passed away in February, was the Potomac Region's co-founder, and Chad, who passed away just a few weeks prior to the picnic, was a past president of the Lincoln-Zephyr Owners Club.

Our sincerest thanks go out to Roger for his continued hospitality. Thanks to Henry & Diane Ruby for providing tables, soft drinks, ice, etc, and to everyone else who brought food to share.



**Randy & Susan Denchfield's
1935 LaSalle Convertible Coupe**



**Chuck & Debbie Piel's
1967 DeVille Convertible**



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**CADILLAC CRAFTSMAN'S LEAGUE
STORY AND PHOTOS BY TOM BOYNTON AND VINCE TALIANO**



THE *Cadillac* **CRAFTSMAN**



• Published By and For the Employees of The Cadillac Motor Car Division •

VOL. 8 DETROIT, MICHIGAN, FEBRUARY, 1948 NO. 2

DISTRIBUTORS SEE 1948 MODEL DISPLAY



SERIES 60—SPECIAL SEDAN



SERIES 62—CONVERTIBLE COUPE

Second \$1,000.00 Idea Award at Cadillac in Six Weeks

Good ideas are not few or far between at Cadillac. Joe Fabiano, IMI, set the pace for 1948 suggestion awards with a \$1,000.00 idea, just six weeks after an award of the same amount had been pre-

Start '48 Model as Changeover is Completed

First of the 1948 Cadillac models moved down the final assembly

New Design Wins Top Praise at Convention

Cadillac's first truly postwar-styled car, the 1948 model, went on display at the distributor's convention. Depic in

The Cadillac Craftsman's League was a pretty cool thing. Formed in 1935, any Cadillac technician from Cadillac dealerships throughout the United States and Canada could participate. Membership entitled members to receive a monthly newsletter which had all kinds of new information, new service bulletins, tech tips and stories on the newest technologies and how they worked (pictured above is the February 1948 issue). In addition, members could participate in the awards program, which was a series of tests based on material that was contained in shop manuals, ***Serviceman Bulletins***, service supplements and the round table charts provided by Cadillac. These tests would occur once a month or so and would be based on the current technical systems. The best place to get information on these tests was in the training materials that members received when they attended their normal GM training sessions.



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The actual purpose of the Certified Craftsman's League was to help Cadillac servicemen carry out, and abide by, their responsibility to their customers, which is pledged in the Cadillac Craftsman's Code. This Code is the standard set by Cadillac Servicemen that has earned world acclaim through the years. Those principles are clearly defined by that Code. Below is the code:

"I hereby pledge myself in all my work on Cadillac cars, to be thorough and exact, in diagnosing trouble; to recommend only that service which is to the best interest of the owner; to perform that work for which I am responsible in accordance with Cadillac standards to the best of my ability, and in all my dealings with Cadillac owners, to be courteous, honest, and ethical; and to do everything within my power to further the owner's satisfaction and promote his good will to Cadillac and to my dealer."

Cadillac
Certified Craftsman's League

EXAMINATION No. 3

The questions used in this examination were taken from the Front Suspension, Rear Suspension, and Brake Sections of the 1942 Shop Manual and the November, 1947 issue of the Cadillac Serviceman. Total questions to be answered—15.

To be returned to the Factory Service Department by Feb. 15, 1948

NAME _____
(Please print or type)

TYPE OF WORK _____

DISTRIBUTOR or DEALER'S NAME _____

DISTRIBUTOR or DEALER'S ADDRESS _____

CITY _____ STATE _____

If above address is not the same as shown on previous examinations, please indicate old address below.

DISTRIBUTOR or DEALER'S NAME _____

DISTRIBUTOR or DEALER'S ADDRESS _____

CITY _____

PRINTED IN U.S.A.

Sample exam from 1948

There were originally 26 GM training centers in the U.S. The one covering the Northeast US was at the Tarrytown, NY training center. The GM training centers were dedicated buildings filled with cars, tools, classrooms and instructors that held regular one, two-day and longer training sessions for GM personnel in all divisions. Most of these centers were built in the '60s and '70s and were pretty active until most of them were shut down in the '90s in favor more of a more Internet-based learning style. Members would go there for a couple of days about once every two months and learn the latest technical information and receive training books that they could apply at their job repairing Cadillacs.

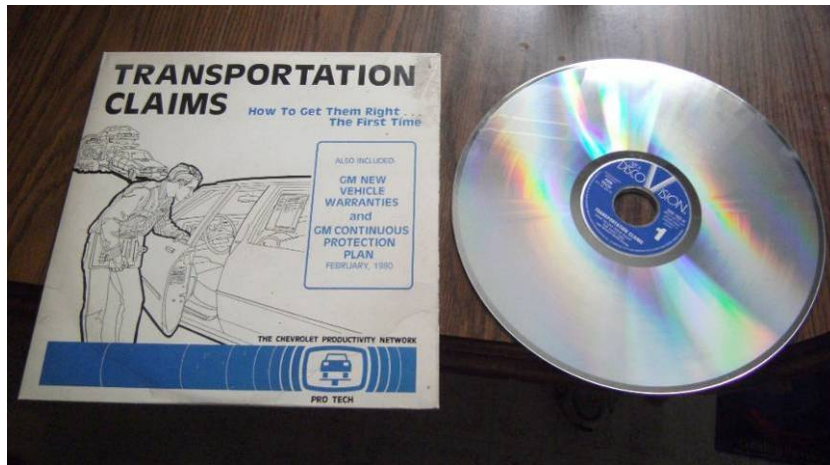
To qualify for the awards program for the Cadillac Craftsman's League, members had to have a certain amount of hours of GM training at the training centers and to take Cadillac service tests as they became available (about once a month). Members would enter their answers originally in a bubble sheet for each test and send this to GM in their return envelope. By the late '90s, members would enter answers into a telephone automated system. Oldsmobile had a similar program called the Oldsmobile Service Guild.



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GM would also send Cadillac dealerships VCR tapes for training. Originally, they were huge laser discs called Disco-Vision, which looked like a CD but were the size of an LP record (pictured right). They would be played on a special player at the dealership. Then eventually DVDs came along toward the end of the program. The hour-long sessions would include sessions on topics such as "New Model Features". Members would also take tests during those sessions.



**1948 Service
Lapel Pin**

If members scored at the very highest level at the end of the year for all their tests, they would achieve Gold status. The level right below that was Silver, and below that was the Bronze level. The Bronze level still required a fairly decent score. When members achieved one of these distinctions, they could pick awards out of a catalog. In the early years of the program, awards included service lapel pins, wallets, wine glasses, crystal mugs, etc. Later in the program, Gold members could get color TVs, trips, large camping equipment, etc. The Silver level members would get things like toasters, small tents and camping equipment. Bronze members would get things like coffee mugs, T shirts, hats, towels and small radios.



**Coffee Mug
(circa 1983)**

To achieve the Gold Level, members typically had to painstakingly research the questions on the tests. Since they were open book tests, members could use whatever training materials they had. The test questions could usually be found somewhere in the printed material in the books. This took a great deal of time to research, but it was worth it. This way, members could appeal the test results if an answer was marked wrong by showing where the answer was in print somewhere. Gold level usually required a near perfect overall score.

The Cadillac Craftsman's League also held dinner award ceremonies. Only the best techs (Master Techs) from each dealership would be invited, maybe one or two techs, and the dealer principal. The entire event in a fancy locale was paid totally by Cadillac, but unfortunately the award ceremonies also went away when the program was eliminated in the '90s.

[Editor's Note: Tom Boynton is a former Cadillac Master Technician who received his GM Master Technician certifications in ten separate categories. Over the years, he reached the Cadillac Craftsman's League Gold Level award level numerous times winning trips to Florida, color TVs, professional camping tents, gas grills and a bunch of small stuff. Today he is a Manufacturing Process Engineer in Bloomfield, CT. Special thanks to Tom Boynton for his contributions to this story.]



Cadillac & LaSalle Club Potomac Region Caddie Chronicle August 2011



HERSHEY HAS IT ALL: 5TH ANNUAL CLC INTER-REGIONAL MEET STORY BY R. SCOT MINESINGER PHOTOS BY JACK MCCLOW AND CHUCK & DEBBIE PIEL

Everything was perfect for the 5th Annual CLC Inter-Regional Meet held at the AACA Museum in Hershey, PA, and sponsored by the Central Penn and Upper Susquehanna Regions. Many CLC members attended, including CLC Southeast Region Vice President Lee Herbermann and his wife Judy from Pittsburgh, PA, and CLC Northeast Region Vice President Andy Zizolfo and his wife Allene from Long Island, NY.

The weather was great with very sunny, blue skies. Registering a car at the show entitled the attendees a free ticket to the museum. Visiting the museum alone is worth a day of your time for summer leisure, especially if you have never been there before. The current exhibit features Indy 500 Pace Cars. Potomac Region member Tom McQueen's 1959 white Buick Electra convertible looked magnificent among the other pace car replicas.

This show is an opportunity for Potomac Region members to reciprocate the support the Pennsylvania club members give our car shows in Greenbelt, MD. In addition, a trip to Hershey allows everyone to see great cars we would not typically see. For example, Cliff Woodbury, Valley Forge Region President, brought the 1935 Cadillac Convertible that he rode home in from the hospital after he was born! His father purchased the Cadillac as a used car in 1940. It won Best of Show. Bob & Carolyn Archer brought their beautiful red-and-white 1959 Oldsmobile Super 88 convertible that they purchased new. The Archers met at the Oldsmobile dealership where they both worked. They also own a 1985 Seville, which replaces the 1984 Seville they drove to Capitol Cadillac a couple of years ago for a show. Another great vehicle at the show was a restored 1967 Good Humor truck. The Good Humor Ice Cream man, complete in white uniform with vintage coin-changer, served traditional ice cream just like when many of the Cadillacs at the show were new.



***"I'm your ice cream man, stop me
when I'm passin' by!"***



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Peer judging was conducted for each class separated by decade and for modified Cadillacs. Judging was also conducted for other makes in two classes, and two Best of Show awards were presented, one for Cadillac/LaSalle and one for other makes. Everyone from the Potomac Region who registered a car won an award. Henry & Diane Ruby's 1992 Brougham, Chuck & Debbie Piel's 1967 DeVille Convertible, and my 1970 DeVille Convertible all earned trophies. The trophies were sponsored by Kelly Cadillac of Lancaster, PA, and were very nice. There were just so many fine cars it was difficult to select the winners.



A perfect day for a perfect event!

The show concluded around 3:00 pm and the dinner followed at 5:00 PM at Pavone's Restaurant three miles away. During this break, I stopped at the Hershey Chocolate World gift shop to bring back some fresh chocolate in a cooler for the family.



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Then, I went on to the Hotel Hershey that Tom McQueen wrote about recently, the site of the Concourse d'Elegance. The Hotel was built in the early 1930s with pre-depression funds and post-depression costs, so it is unbelievable. It sits high on a hill and looks fit for presidential entertaining.

The dinner was great and the company even better. I always enjoy talking cars with club members I don't get to converse with very often. I always learn something. After dinner, it was still light outside, so we could depart before dark. The weather all day was amazing: almost no clouds and wonderful driving weather to the show and home.



Representing the Valley Forge Region, Cliff Woodbury (left) receives the Adopt-A-Car Program certificate from David Rothman for the Valley Forge Region's adoption of the Museum's 1931 Cadillac



L to R: Chuck Piel, Debbie Piel, Henry Ruby and Diane Ruby

For those who could stay over, there was a tour in the morning of Dick & Karen Beckley's collection. The Beckleys' 1954 Buick Skylark took Best in Show - Other Makes at the CLC event on Saturday. Their collection featured some grand Buick convertibles from the 1930s to the 1960s.

What a great show! Thanks to the Central Penn and Upper Susquehanna Regions for hosting another great event. Count me in for next year!

To see more than 25 pictures from the event, visit
<http://www.clcpotomacregion.org/2011AACAmuseumcarshow.htm>



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CADDIE CLASSIFIEDS

Cars For Sale

NEW ARRIVAL 1957 Fleetwood – Offered for sale by the third caring owner of this absolutely beautiful 75,000 original mile car – Second owner garage-kept the car for 32 years – Equipped with the following options: 365 V-8 engine with a Rochester four-barrel carb, power steering, power brakes, power windows, electric trunk latch, four cigarette lighters and ash trays, front and rear seat center armrests, working AM wonderbar tube radio, electric antenna (not working), A/C (needs to be recharged with R12), electric dash clock (not working) and auto high beam dimmer instrument on dash – Solid throughout – Recently re-plated rear bumper ends (rest of the bumpers are good) – Stainless steel trim is also in good condition – Repainted from the windows down 20 years ago (roof has original paint) – Needs new rubber door seals – Original owner's manual included with the original owners name on it - Cool car to drive – Turns heads the whole time – Hard to find cars like this anymore – See pictures at

<http://www.clcpotomacregion.org/57cadillacforsale.htm> – **Asking a reasonable price of \$20,000** – For more info, contact Michael Ruby at 410-627-7463 or psefullrut1@comcast.net – Car is located in Westminster, MD

1967 Sedan deVille hardtop – Original unrestored car with only 25,817 actual miles since it was sold new on May 12, 1967 by Bayer Motors in Dudley, MA – Crystal (Green) Firemist with black padded roof – Medium Beige Duchess Cloth and leather interior – Equipment includes automatic climate control, power windows, 6-way power seat, AM-FM radio with power antenna, automatic headlamp dimming, door edge guards, soft-ray glass and Firemist paint – Shown once, at the 2008 Cadillac-LaSalle Club Grand National Meet, where it won first place in primary class (CLC Senior Badge #657) and also the CLC Past Presidents' Preservation Award – Showroom condition throughout, and will please the most particular collector – Original keys, owner's manual and bill of sale go with car – See pictures at <http://www.clcpotomacregion.org/67cadillacforsale.htm> – **\$19,500** For more info, contact Paul Sevag at paulsevag@clcpotomacregion.org or 610-496-4246 – Car is located in West Chester, PA

1976 Fleetwood Brougham – Commodore Blue with white padded roof and Dark Blue Minoa Cloth and leather interior – Original unrestored car with only 31,215 actual miles since it was sold new on June 7, 1976 by Gump Cadillac-Oldsmobile in Canton, OH – Original owner kept car for 17 years; two collector owners since then – Equipment includes automatic climate control, AM-FM stereo with tape player and power antenna, power windows, 60-40 dual comfort front seat with 6-way power driver's seat, power door locks, tilt and telescopic steering wheel, cruise control, twilight sentinel, right side remote control mirror, illuminated visor vanity mirror, opera lamps, door edge guards, and original carpeted floor mats – This car is in showroom condition throughout, and will please the most particular collector – Original keys and window sticker go with car – See pictures at <http://www.clcpotomacregion.org/76cadillacforsale.htm> – **\$14,900** For more info, contact Paul Sevag at paulsevag@clcpotomacregion.org or 610-496-4246 – Car is located in West Chester, PA

NEW ARRIVAL 1994 Fleetwood Brougham – White with matching padded vinyl top, neutral beige leather interior and gold-trimmed ornamentation – Near showroom condition inside and out – Less than 67,000 miles on this two-owner like new Cadillac – Clean Carfax report -- never any accidents – Equipped with powerful 5.7L H.O. V-8 engine (260 h.p.), 4-speed automatic transmission with overdrive and just about every option available – Just completed major service including new front brake pads & rotors, cooling system service with new radiator & hoses, air filter, recent whitewall tires, new battery, an oil service and current PA emissions & safety inspections – Runs, drives & looks like new – Ready to drive or show – See pictures at <http://www.clcpotomacregion.org/94cadillacforsale.htm> – **\$9,950** – For more info, contact Paul Sevag at paulsevag@clcpotomacregion.org or 610-496-4246 – Car is located in West Chester, PA

NEW ARRIVAL 1970 Eldorado Hardtop – 17,000 mile survivor – Cinnamon Firemist with white vinyl top – Rare factory sunroof (first year for this option) – Runs and drives well – Documentation available – **Asking \$11,000** – For more info, contact Eugene Woodruff at 703-560-9306 – Car is located in Fairfax, VA

NEW ARRIVAL 1976 Seville Modified – Fitted with 500 c.i. Cadillac engine bored .030 over – Hydraulic performance cam, oversized valves and ported heads among the mods – Estimated 400 h.p. – TH 400 trans – Worth the asking price for the drive train along – Stock appearance – Runs & drives well – **Asking \$3,500** – For more info, contact Eugene Woodruff at 703-560-9306 – Car is located in Fairfax, VA

NEW ARRIVAL 1981 Seville – 37k original miles – Three owners (documentation available) – Burgundy over Champagne – factory chrome wire wheels – 368 c.i. Cadillac 8-6-4 engine works like it should – Very few original survivors remain – Runs & drives well – **Asking \$7,500** – For more info, contact Eugene Woodruff at 703-560-9306 – Car is located in Fairfax, VA



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1979 Eldorado Coupe – Original Capitol Cadillac car – 32 years and hardly shows any wear – 37K original miles verifiable – All original equipment – Body in excellent condition with no dents or body damage, just a couple of dings in the doors – 350 c.i. engine runs very smooth – White leather interior in excellent condition – Tires in excellent condition – A/C will need to be converted to R34 and recharged plus needs a relay switch installed to make the blower fan work – See pictures at <http://www.clcpotomacregion.org/79cadillacforsale.htm> – **Asking \$18,000** – For more info, contact Norm Richards at 703-698-0585 or 571-438-1488 (cell) – Car is located in Fairfax, VA

NEW ARRIVAL 1979 Fleetwood Brougham Sedan – 16,000 miles – One-owner southern “little ‘ole lady” car is finished in Cotillion White with matching padded vinyl roof and an all original light blue velour interior – All original with all the amenities and luxury accessories one would expect from this period luxury automobile – Like new Michelin radial tires – See picture at <http://www.clcpotomacregion.org/79cadillac2forsale.htm> – **Asking \$12,973** – For further info, contact Ronnie Hux at 302-745-8850 or cadiman59@aol.com – Car is located in Avondale, PA

NEW ARRIVAL 1984 Eldorado Biarritz Convertible – 52,000 miles – Two-owner southern vehicle finished in Cotillion White with its original matching white diamond-grain top – Interior is finished in Crimson diamond-tuffed leather with complementing carpets, dash, and door panels – Ordered with every available Cadillac option available – Only 3,300 of these magnificent convertibles were made for the 1984 model year – Vogue real wire spoke wheels that are mounted on Michelin radials that have minimum wear – Original books, window sticker, interior and trunk mats that were shipped from Cadillac – One unique feature is the matching standard headliner to complete the luxury interior – Left front door, left front fender, and hood refinished some years back, however Carfax report indicates no prior record of accident involvement – See picture at <http://www.clcpotomacregion.org/84cadillac2forsale.htm> – **Asking \$11,973** – For further info, contact Ronnie Hux at 302-745-8850 or cadiman59@aol.com – Car is located in Avondale, PA

NEW ARRIVAL 1985 Fleetwood Brougham Coupe RWD – 18,000 miles – Adult driven one-owner car finished in Academy Grey with matching half coach roof and complementing leather interior – Garage kept and 100% original except for a new stainless steel exhaust system and new Firestone radial tires – Exterior, interior, trunk, and entire car is as it was delivered from a regional Cadillac dealer – Rust proofed by “Rusty Jones” when new and has absolutely no rust issues – Truly a magnificent luxury coupe that has been in a time capsule – Original owner’s manuals and the original factory window sticker included – See picture at <http://www.clcpotomacregion.org/85cadillac2forsale.htm> – **Asking \$12,500** – For further info, contact Ronnie Hux at 302-745-8850 or cadiman59@aol.com – Car is located in Avondale, PA

1985 Eldorado Biarritz – 94,588 miles – 2nd retail owner – Original Arizona car until 2003 – Since 2003 the car has been garaged, covered and only driven to shows – 4.1 liter engine, having the later VIN number after FE623772 (see Hemmings Classic Car January 2009) – Paint, stainless trim, chrome, interior, roof and engine are all original and in beautiful condition – No pitting on the chrome or stainless – Gold package – Service records and two custom covers included – All CLC awards convey with sale – Recent 2010 appraisal, by the International Vehicle Appraisers Network, received an overall condition code #2 with \$12,200 value – See pictures at <http://www.clcpotomacregion.org/85cadillacforsale.htm> – **Asking \$10,500** – For more info, contact Chuck O’Bryan at 703-408-3057 or TazandSierra@aol.com – Car is located in Falls Church, VA

NEW ARRIVAL 1991 Sedan Deville – Two owner-car with 108k miles – White with maroon interior – Recent major tune-up including all new fuel injectors – New set of Michelin tires – Current Carfax report available – Just passed VA inspection – Lots of comfortable miles left – See pictures at <http://www.clcpotomacregion.org/91cadillacforsale.htm> – **Asking \$2,800** – For more info, contact Harry Scott at 703-791-3278 or hscott1937@aol.com – Car is located in Nokesville, VA

1995 Concours – One owner car with 20,850 original miles – Purchased new at Moore Cadillac in Richmond, VA and has been maintained there since new – Garage kept, in almost like new condition – Fully optioned with power windows, power door locks, cruise control, power steering, AM/FM stereo with cassette and CD (single disc) player, dual air bags, dual power seats with leather and premium wheels – As far as the owner can tell everything works including cold A/C – White exterior with fawn leather interior – 4.6 liter V-8 engine with automatic transmission – MPG: city 15 and hwy 23 – Brakes are new and tires are almost new – Should be no issues with this collector car – See pictures at <http://www.clcpotomacregion.org/95cadillacforsale.htm> – **Asking \$7,500** – For more info, contact Ken Nachman at kennachman@comcast.net or 804-840-1441 – Car is located in Richmond, VA



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