



Cadillac & LaSalle Club Potomac Region Caddie Chronicle March 2021



DIRECTOR'S MESSAGE BY DAN RUBY

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SUMMER PICNIC HOST
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NEWSLETTER COLUMNIST
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CHRISTOPHER WINTER

CAR SHOW COORDINATOR
NEWSLETTER COLUMNIST
VALLEY FORGE REGION LIAISON
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CENTRAL PENNSYLVANIA REGION
LIAISON
NEWSLETTER COLUMNIST
RICHARD SILLS

Only a few more weeks until spring, and hopefully better weather! So far the groundhog was right.

Here is some exciting news for our club. One of our members, Marc Tuwiner, was featured on an episode of the T.V. show



Marc Tuwiner in the center with *American Pickers* Mike Mefford on the far left and Mike Wolfe on the far right, and April Moore and her mom, Roz
Photo from April Moore's Facebook page

American Pickers. He was in Florida giving advice to April Moore and her mom, Roz, on the family's collection of cars that were for sale. Marc is well known throughout the world as the "go to" person for rare Cadillac cars & parts, especially 1950s Eldorados.

More exciting news is I've been in touch with Gibbs Fogarty with the Sport Automotive Group about a future date at their new Cadillac dealership in Silver Spring, MD. He sounds as excited as I do about putting together a show in the coming months!

Another event in the works is a CLC inter-regional show in August at the AACA Museum in Hershey, PA. More news to follow as plans are confirmed. On a disappointing note, the Washington Auto Show has been cancelled for the 2021 year due to the pandemic.

Hopefully, we can all get together soon, but in the meantime we'll continue to have our monthly "Zoom" meetings until further notice. It is wonderful to see some new faces and hear their stories on these calls. If you have any interesting stories and pictures to share, please consider submitting them to Vince Taliano for publication in our newsletter.

I look forward to seeing everyone in the coming months! Remember "Drive them, don't hide them!"

Dan Ruby



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LETTER TO THE EDITOR



January 31, 2021

I saw the article in the February issue about "The Chevy that wanted to be a Cadillac." I have one of those and brought it to the 2017 Grand National in McLean, Virginia. It's called a Cimarron (wink wink)! Read more about the car in the January 2016 issue of the [Caddie Chronicle](#), pages 9-11.

Jeff Malo
Richmond, Virginia



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FEBRUARY 16, 2021 MEETING MINUTES

BY DIANNA MOY

PLACE: Virtual Meeting via Zoom

TIME: Open discussion started at 7:00 PM, meeting started at 7:30 PM and concluded at approximately 9:50 PM

PRESIDING: Dan Ruby, Regional Director

ATTENDEES: 21 attendees (which included eight officers): **Dianna Moy (Secretary), Dan Ruby (Regional Director), Lynn Gardner (Car Show Coordinator), Bill Hilliard (Treasurer), Franklin Gage (Membership Director), Chuck Piel (Assistant Regional Director), Vince Taliano (Newsletter Editor and Website Manager), Christopher Winter (Activities Director),** Dale Graves, Larry Good, Bill Harrison, Daniel Jobe, Brewster Thackeray, Richard Sills, Randy & Susan Denchfield, Grady McMahan, Harry Scott, Sandy Kemper, Ivars Jaunrubenis and Rick Menz

DIRECTOR'S REMARKS: Dan Ruby thanked everyone for attending, and thanked Daniel Jobe for arranging an upcoming meeting with Sport Cadillac to discuss the possibility to co-hosting a car show and automobilia auction at their facility.

SECRETARYS REMARKS: The minutes from the January 2021 meeting were not read since they were published and distributed to all members in the February 2021 newsletter.

TREASURER'S REPORT: Treasurer's Report covered the time period from the January 2021 meeting to date. The revenues and expenses were as follows: Total Revenue: \$173.11, Total Expense: \$92.92 and Net Income: \$80.19. Most of the revenue was from membership renewals while most of the expense was from the cost of the annual IRS Form 990N filing.

MEMBERSHIP REPORT: There are 166 current members. After all phases of the 2020 membership renewal drive, 18 members from 2020 did not renew for a variety of reasons. That represents an attrition rate of 9.83%.

ACTIVITIES REPORT: The following activities were discussed:

- **Upcoming PR Events:**
 - **Tech Day.** Christopher Winter reported that Sat, June 5 has been selected as a Tech Day at Scot Minesinger's home in Fairfax Station, VA. A flyer will be finalized and distributed in an upcoming issue of the newsletter. There will be a limit on attendance, so members will be required to RSVP to reserve their space. Plans are underway for another Tech Day later in the year at [Hoffmaster's Auto Care](#) in Silver Spring, MD.
 - **Washington, D.C. Auto Show.** An announcement was made recently that the 2021 Washington, D.C. Auto Show will not be held this year. At present, the 2022 show is scheduled for Fri-Sun, January 21-30.
 - **Inter-Regional CLC Meet.** Christopher mentioned that preliminary plans are underway for an inter-regional meet to be held at the AACA Museum in Hershey, PA on Sat-Sun, August 21-22 with several regions that are located within a three-hour drive. Stay tuned for more details.



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- **Annual Car Show & Automobilia Auction.** Discussions with Sport Cadillac will be held soon for hopefully a show and automobilia auction in the fall.

NEW BUSINESS: Chuck Piel led a discussion on the current state of our Potomac Region website and its future, using its current software platform or a new more modern one. The site was developed in February 2006 (Happy 15th Anniversary) and uses Microsoft Front Page software that is housed on Vince Taliano’s computer. Derrick Fisher coined the phrase **“The Standard of the World Wide Web”** as a play on the phrase Cadillac was known for during its heyday. Below are the stats for 2020.

2020	Unique Visitors	Number of visits	Pages	Hits	Bandwidth
Annual Total	13,130	19,176	53,705	521,465	43.77 GB
Month Average	1,094	1,598	4,475	43,455	3.65 GB

The website typically gets updated monthly, at a minimum, especially the director's message, classified ads, events listing, etc. In addition, pictures of events are added as they are submitted. At this point, there are probably approximately 4,000 pictures on the site.

Suggestions were made for attendees to review the website's current design and provide recommendations to Vince. Dianna Moy has already submitted suggested updates and Christopher Winter will do so as well.

OPEN FORUM: The floor was opened for general discussion from the attendees and there was a wide-ranging dialogue.

- Lynn Gardner informed everyone that the online registration for the Grand National in Albuquerque, NM worked smoothly, and announced that he will begin working with the CLC on the vehicle awards.
- Dianna displayed Brewster Thackeray’s Von Thyme Productions webpage on his [1976 Sedan Deville](#), while he discussed the car. Brewster and Vince will collaborate on a story for the newsletter.
- Dianna shared a 10-minute Cadillac video on [“The 5 Greatest Cadillacs Ever Produced”](#) that led to an interesting discussion.

NEXT MEETING: Our next meeting is scheduled to be held on Monday, March 15, 2021. This meeting will be held using the Zoom application. The “meeting room” will be open starting at 7:00 PM for those that want to join early and chat with each other, and the official meeting will start at 7:30 PM. As with prior Zoom meetings, phone access will be available. Those who may wish to join the Zoom meeting with video on the smartphone, there is a Zoom app available in the Google Play Store as well as in the Apple Store. An email with the meeting access information will be sent in early March. A video on “15 Things You Didn’t Know About Cadillac” will be presented.

ADJOURNMENT: Meeting adjourned at approximately 9:50 PM.



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**2021 TECH DAY #1
BY CHRISTOPHER WINTER
PHOTO FROM [2017 TECH DAY](#)**



Saturday, June 5
8600 Running Fox Ct.
Fairfax Station, VA 22039
10:30 AM – 5:00 PM (Followed by a cook-out)

Coordinator and instructor: Christopher Winter
Host and instructor: Scot Minesinger

Limited to the first 10 Potomac Region members' cars to RSVP (Cadillacs/LaSalle only – more members are OK, but 10 cars is the limit). Bring your car's shop manual.

If you have a specific problem with your Cadillac/LaSalle, we will attempt diagnosis and repair on one to three cars (due to time and complexity). The instructors have direct experience with the cars of the '60s and '70s. We can discuss other model years' problems and offer guidance. We may be able to do some under-the-car work using a floor jack and stands. We will not have a lift available for this session, so we cannot do any extensive under-the-car work, but brakes, wheel bearings, tires and exhaust systems should be within the scope of our capabilities.

This will be mostly an outdoor event, and social distancing will be observed.

For more information and reservations, contact Christopher Winter at christopherwinter@clcpotomacregion.org.



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**ROCKBRIDGE COUNTY'S PINK CADILLAC DINER LOOKS TO A BRIGHTER 2021
BY BRUCE YOUNG
JANUARY 6, 2021
SOURCE: [WDBJ7](#)
REPRINTED WITH PERMISSION**

Rockbridge County, VA. (WDBJ)
- It's hard to miss the [Pink Cadillac Diner](#). It's a sprawling bright pink building with an eponymous Pink Cadillac out front.

"It's a destination restaurant," said Brian Torrance, the Pink Cadillac's owner. "People come here on purpose to come to the Pink Cadillac."

But the Pink Cadillac Diner came near closing over the summer. "It was a very emotional period for us," Torrance said. "I had never had to lay off a complete staff before."

The dining room was empty, they went to just two meals a day, and customers could only get takeout. The only savior was the crowds waiting to get into the neighboring Virginia Safari Park, packed as parents sought some activity that was open.

"There would be days when there would be lines of traffic out here," Torrance remembered. "And here we are doing take out only, and doing a fair amount of that." But now the open sign is on again, and starting with New Year's, breakfast is being served.

"Kind of a new year, new hope kind of thing," said Torrance.

And as customers discover that the Pink Cadillac Diner is open again, its owner hopes things will continue into recovery. "It's very tricky," he said. "And now we're entering our two slowest months of the year. So hopefully things sort of stay okay."





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BY JEREMY PEARCE

Just like flashy jumpsuits are synonymous with the King of Rock & Roll on stage, the Cadillac is the quintessential symbol of Elvis Presley in his personal life. Elvis' love affair with Cadillacs started with the famous 1955 pink Cadillac and ended with this 1977 baby blue Cadillac Eldorado—perfect bookends connecting two American originals. A new Cadillac was not only an example of his attraction to style and luxury, but also a testament to his legendary generosity—it was his gift of choice for friends, family and even perfect strangers.



On January 14, 1976, Elvis went on a famous car buying spree at Jack Kent Cadillac in Denver, CO. One of the people who received a car that night was Shirley Dieu, the girlfriend of Elvis' road manager Joe Esposito (pictured left with Elvis on April 26, 1977). She was offered a green Eldorado after the dealership could not locate a white one, which was her first choice. Elvis suggested she accept the green one as a “placeholder” until she could get one she really wanted.

Early the following year, the dealership called Joe & Shirley in California to offer them a brand new 1977 baby blue Eldorado, since they still couldn't locate a white one for them. Joe said he would need to call Elvis first to see what he thought. According to Joe, Elvis told him, “No problem, if Shirley likes the blue one, then get it ... I'll pay for it.” They decided to take the new one and traded the green one back to Jack Kent. Elvis paid for the new car on April 26, 1977 (less than four months before his death), making it the last Cadillac that Elvis would pay for in his lifetime.



The new, blue Eldorado was registered to the Graceland address, but delivered to Joe & Shirley's condo in Los Angeles. But, this is not one of those cars Elvis simply gave away, Elvis was in this Cadillac! Joe & Shirley both state that when Elvis visited Los Angeles during the last months of his life, this was the car he used. In fact, one of their final memories of the King was riding with him in this Cadillac down Santa Monica Blvd.



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All of this has been fully documented, including a copy of the original registration (below right), a written Certificate of Authenticity from Joe Esposito and a video by both Joe & Shirley on the history of this car. The car is now owned by Elvis collector and Tribute Artist [Jeremy Pearce](#) (below left), who also owns [The EP Mobile Museum](#), and is available to [book for events](#). Before taking the car out for display, the material on the inside of the driver's side door, which had cracked over time, was replaced. Collectors can purchase a swatch of the original material on [eBay](#). Find out additional details about this Cadillac and its Elvis connections on the famous and authoritative [Elvis Cadillacs](#) website!



STATE OF TENNESSEE DEPARTMENT OF REVENUE
APPLICATION FOR CERTIFICATE OF TITLE AND REGISTRATION
1279445C
Miss Remy 741-3101 - 244-2381
2477-207

FILE NO.	COLOR	VIN
	B	6L 47S 70 232 415
LICENSE NO.	REG. CO.	REGISTRATION EXPIRES
CH330	5-5-73	2162229
MAKE	YEAR	MODEL
Cadillac	77	Eldorado 2D
REG. NO.	REG. DATE	REG. FEE
5-5-73	Reg.	2162229
REG. TITLE NO.	STATE LICENSE NO.	TRADE-IN
	Colo.	
REG. TITLE	FIRST NAME	MIDDLE INITIAL
Esposito, Joe		
STREET ADDRESS ONLY	CITY	STATE
3764 Elvis Presley Blvd.	Memph	TN
ZIP CODE		
30116		
TEST DRIVEHOLDER	TEST DRIVE	DATE
	None	
STREET ADDRESS	CITY	STATE
2ND LICENSEHOLDER	2ND LICENSE	DATE
STREET ADDRESS	CITY	STATE
REGISTRATION FEE	REGISTERED WT.	NET CLASS
01	SEATS	SEATMENTS NO.
01		
PRINCIPAL DRIVER LICENSE NO.	MIC ENGINE NO.	TOTAL SALES OR USE TAX PAID ON VEHICLE
		17.75
COST OF VEHICLE	COMPUTATION OF SALES TAX USE TAX	TAXES PAID
13770.00	Sales or Use Tax (State 5%)	688.25
READY-TO-ALLOWANCE	Local Rate (Subject to Maximum)	
12405.00	Subtotal	7.50
TAXABLE AMOUNT	Credit Sales or Use Tax Paid in State of	
1285.00	Tax Due	
I certify the information given is correct and there are no liens against this vehicle except those identified:		
Signature of Owner	DATE	COUNTY
	5-5-77	Shelby
NOTARY PUBLIC (SEAL)	NOTARY PUBLIC (SEAL)	COMMISSION EXPIRES
SALES TAX, Notary fee 1.00		
TOTAL: 22.00		





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MADISON CADILLAC
BY BREWSTER THACKERAY

Cadillac was not only considered by many the best American car, it was often the biggest. 1976 was the last year for that. While Cadillacs had changed substantially in all other recent years, its luxury carried on almost unchanged from 1975, with good reason. These cars were stunning! While the downsized Seville that debuted as a 1975 model did a fine job responding to European competition, and the Eldorado was offering the "last" American convertible, the bread and butter of the line was the massive set of sedans: Calais, Sedan DeVille and Fleetwood.

The car my high school friend, Jeff Werner, piloted was a hand-me-down blue '76 Sedan DeVille. I was smitten by the aging car's ability to fit six people and my dog in comfort. It was so smooth. My favorite feature was the massive four-door pillarless hardtop that made the car feel like a rolling porch. (Yes, porch, not Porsche!)

In college, my friend, Ward Halverson, collected his grandmother's car, a Dunbarton Green '76 sedan. I loved cruising in that one too. In those days, these were just 10-15 year-old, obsolete dinosaurs. But now they are 45 years old, and surviving examples are getting the appreciation they deserve. There will never be cars like them again, that is for sure. While new Cadillacs are wondrous world cars, and the rightful descendants of the '70s Seville, what can you do if you want to cruise with six people on couches on a rolling porch?

My blue '76 Sedan DeVille (pictured below) was purchased from an enthusiast in western Virginia in fall 2020. He had bought it from a high-end dealer in Florida. The car has only



26,000 miles and is in ultra-mint condition with original paint and interior. Everything works, except the A/C at the moment. The car floats as it was meant to.

One thing that makes this car special is its owner documents that show it was purchased from Madison Cadillac of Memphis, TN. That is the now-defunct dealership where Elvis Presley famously bought most of the many Cadillacs for himself and/or as gifts for friends and relatives. While there is no evidence that Elvis owned this car, he quite likely walked by and gave it an approving smile at his favorite dealership (**ELVIS LOVED THESE CARS!**). That is why this car's name is "Madison Cadillac."



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[See more pictures](#) on Brewster's website.

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ADDRESS: 3101 Automobile Boulevard Silver Spring, MD 20904	ADDRESS: 3101 Automobile Boulevard, Silver Spring, MD 20904

SPORT CADILLAC
3101 AUTOMOBILE BOULEVARD / SILVER SPRING, MD / 20904
301-890-6000 / SPORTCADILLAC.COM



Greetings,

If you are not aware, Capitol Cadillac has been purchased by Sport Automotive. [Sport Cadillac](#) is now your manufacturers designated dealership for Cadillac Sales and Certified Service. Much like Capitol Cadillac, Sport Automotive has been a family owned and operated dealership, recently celebrating fifty years in business. Our award-winning sales and service team is dedicated to "Above And Beyond" customer service much like you have received for so many years with Capitol Cadillac.



As we look forward to meeting you in person, as we do with all of our "Fans", we wanted to reach out with updated information as quickly as possible regarding your new sales and service location. Below you will find contact information for Cadillac Sales and Certified Service. Please look for more thorough communications in the near future.

Regards,
Gibbs Fogarty
Owner / General Manager
Phone: 240-560-5383
Email: gforarty@sportautomotive.com

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THE 1953 ELDORADO RESEARCH PROJECT BY LARRY GOOD

Restoring a classic car authentically requires a lot of research. This is what I do now in my retirement. In this case, it's about a 1953 Eldorado and all the examples here will be of this model. But it could have been any car. No matter how much research has already been done, more questions will always come up, so either you search until you find the answer or you wind up guessing.

Why would anybody research a car? It could be for restoration authenticity, obsession with perfection, admiration of design strengths, criticism of design faults, fascination with public mystique, lust for gossip or one's own vanity. I'm guilty of all these and more. To quote Winston Churchill, "My tastes are simple. I only want the best." Therefore, I research it. There are two things to research: the features of the particular car and the population of the particular model. The latter feeds the former. Of course, the main tool today is the internet. Similar research 50 years ago would have taken years in libraries, flea markets and antique shops as well as big bucks for travel, phone interviews, film processing and much more, but the results would have been much less. I still visit actual cars when I can, but that's icing on the cake.

The Model: 1953 Eldorado

Tracking down the remaining population of '53 Eldorados is a doable pursuit, only 532 were ever made. When I started, the new Cadillac Database had already identified nearly 200 still existing. With incessant searching, I have managed to come up with another 19 based on varying levels of evidence. "Incessant" means visiting about 1,000 websites in the last couple of years (most of them multiple times). I grab the information and save it before it disappears. As I find them, I am submitting facts on the 19 new Eldorados and others to the new Cadillac Database, which is undergoing reconstruction now. After the changeover a lot of new information will appear. Here are three examples.



#100 – One that disappeared was a Kruse webpage about car #100 with VIN 536246201. It's good I grabbed it because it was a new find for the Cadillac Database, and now the page is gone. The stories you find in research can be colorful and captivating. Cadillac delivered this car to Pennsylvania in 1953 and it immediately went to Mexico. The character of the car hunters who brought it back for sale in the U.S. a few years ago has faced bitter scrutiny by reviewers. No. 100 experienced brief air time in 2014 on a Discovery Channel show called *Chrome Underground* (pictured left), a show that was praised by a few viewers but slammed brutally by many.

Source: [KCWX's Better San Antonio](#)

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#92 – Another newly-discovered survivor that turned up was Eldorado #92. *Chronicle* editor Vince Taliano helped contribute information on this one. It has real star power. Its first owner was Bill Goetz, founder of 20th Century Fox and husband of Edith Mayer, the daughter of Louis B. Mayer (the second “M” in MGM). Following the Eldorado in 1953, Goetz ordered for himself a Derham custom Crown Imperial Limousine in 1956 and a custom Rolls Royce Silver Cloud Saloon Coupe in 1959.



Picture from the Cadillac Database, probably 1953 Eldorado #92
(ID pending confirmation)



The Goetzes' Hillside Property
Source: [The Hollywood Reporter](#)
Courtesy of the Goetz Family

Talk about stories! The Hollywood parties Edith threw surpassed those depicted in *The Great Gatsby* on the East Coast. The exotic garden on Goetzes' \$40 million (current value) hillside property (pictured left) actually had its own funicular. Marilyn Monroe was a personal friend of the family and palled around with Judy, the Goetzes' daughter. Some think Ms. Monroe got behind the wheel of #92. After Bill passed away, Frank Sinatra proposed to widow Edith. She spurned him as Mafia trash, and the story got out. Ol' Blue Eyes was miffed. No. 92 is up for sale now.



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#62 & #288 – My favorite story is the one about the chassis switch. The Cadillac Database named two '53 Eldorados, a red #62 and a blue #288, as survivors, but couldn't match the body numbers with the right VINs or pictures. That's because somebody switched those two bodies on their chassis some time before 2004 but didn't tell anybody. The Database page called "Description of Survivors" first showed #288 as red, but the owner said, "No way. My car's never been red!" Now at the bottom of the Description page the red car appears as an orphan looking for an ID.

I looked at the VINs of both cars and suspected a switch based on the huge discrepancy in chronology of production. I visited one of the cars and talked to owners of both, but they couldn't explain what they hadn't been told. Finally, factory documents (build sheet and invoice) proved that their cars had originally been issued with the others' chassis. A different page in the Database, the Numerical Listing, was showing the correct original numbering all along, but in the confusion, nobody recognized what actually happened. #288 now resides in Europe and #62 has been modernized mechanically while retaining its original look because the owner saw no hope of ever returning it to a numbers-matching car again. It is now for sale in the U.S.



**Red #62, now titled with original VIN of #288, and
Blue #288, now titled with original VIN of #62
Source: Barrett-Jackson and Cadillac Database**

My extensive research on 1953 Eldorados continues. Stay tuned for more articles.



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THE "AUTOMAGIC" TRANSMISSION BY CHRISTOPHER WINTER



Tom and Ray Magliozzi
Hosts, Car Talk
Source: [NPR](#)

Some of you may remember Tom and Ray Magliozzi. They were the hosts of the popular National Public Radio show called *Car Talk*. Affectionately known as "Click and Clack, the Tappet Brothers," they would dispense automotive advice to callers from all over the country. One of my favorite expressions of Tom's was the word he used to describe the device between the engine and the driveshaft – the "automagic" transmission.

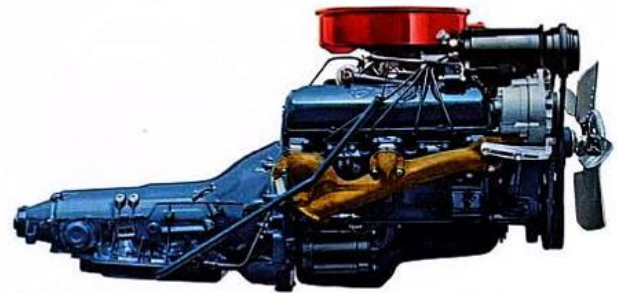
I have to imagine that when Cadillac first offered an automatic transmission in 1941, it did indeed seem like magic. No clutch pedal to press. No shifting of gears. Just step on the gas or step on the brake, and the automatic transmission would take care of all the necessary shifting from start to stop. So how does this "magic" take place?

Cadillac's first automatic transmission was called the Hydra-Matic. It had four forward speeds (gear ratios) and one reverse. It was used in Cadillacs from 1941 through 1955 with some minor

revisions. In 1956 there was a major revision, but the transmission was still called Hydra-Matic and it was used through 1964.

Not all 1964 models had Hydra-Matics. Some 1964 Cadillacs got a totally new transmission called the Turbo Hydra-Matic (TH) 400. The TH400 may have been a new transmission, but it used the very same principles that had been worked out for the 1941 Hydra-Matic. In fact, Cadillac's recent 10L60 automatic transmission (10 forward speeds) also uses the same principles as the 1941 Hydra-Matic, although with electronic controls as compared to the early Hydra-Matic's mechanical controls.

An automatic transmission has to do two things: connect and disconnect the power from the engine to the transmission (taking the place of a manual clutch) and provide leverage, through different gear ratios, to put in motion a two-ton stationary Cadillac. An ingenious, yet simple device called a fluid coupling was used to take the place of a manual clutch in the first Hydra-Matic. This device, resembling two fans facing each other, allowed a car to sit virtually motionless at idle, but when engine revolutions per minute (RPMs) increased, the fluid coupling allowed the engine power to be sent to the transmission, putting the car in motion.



ENGINE & CHASSIS

The advanced engineering and skilled craftsmanship behind the Cadillac motor car has been unique in the industry for more than sixty years. Many important mechanical features that have distinguished Cadillac for years are still to find their way into other cars. The great new Cadillac engine for 1964 – the most powerful in its history – is an outstanding example. So, too, are the Hydra-Matic transmission and the new Turbo Hydra-Matic automatic transmission. Another is Cadillac's exclusive True Center Drive Line which isolates and cancels normal driving

sound and vibration and produces a smooth and quiet flow of power to the rear wheels. Cadillac also gives you the assurance of an improved Triple Braking System, with separate front and rear brake systems, plus a true auxiliary parking-emergency brake. In addition, all four drums are finned for better cooling, smoother stops and longer brake life, and are self-adjusting. These unique features, and many more which your authorized dealer will demonstrate, are your assurance that when you drive a Cadillac car you are driving the Standard of the World.



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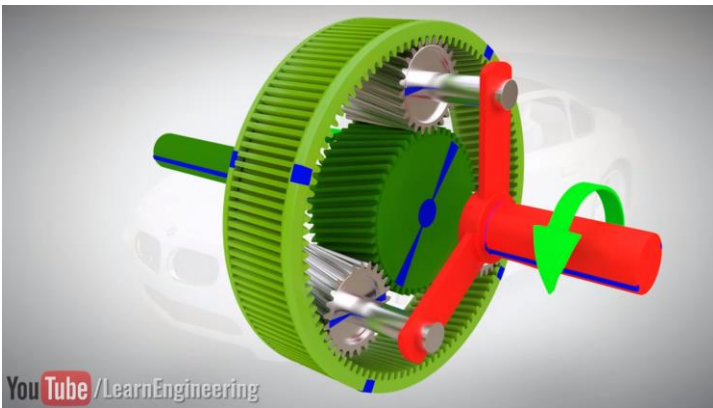
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Instead of the “fan” blades blowing air, the blades propelled hydraulic fluid. The design of the fluid coupling was quite satisfactory for several years as a means of connecting and disconnecting engine power to and from the transmission. In 1964, Cadillac adopted the use of the Buick-derived torque converter as the replacement for the fluid coupling. A torque converter looks similar to and does the same job as a fluid coupling—it replaces a manual clutch—but does so more efficiently. A torque converter is used on Cadillac’s most recent automatic transmissions, although with more sophisticated controls.

Once a car is in motion, there needs to be a method by which the road speed can increase without a commensurate increase in engine RPMs. If a car had only one forward gear, engine RPMs and road speed would increase in a linear fashion, until the engine exploded. Shifting gears allows road speed to increase while maintaining RPMs within engine design parameters.

In order to shift gears (up or down) in an automatic transmission, three things are needed: a type of gerset that can be manipulated by pressure, a means of applying the pressure and a means of controlling when the pressure is applied. The type of gerset used in a Cadillac automatic transmission is a planetary gerset. Unlike a manual transmission, where the gears have to be pushed into engagement by the driver through the shift lever, planetary gersets are always engaged.



There are three elements to a [planetary gerset](#): a sun gear, planet gears and an internal gear (also called a ring gear). Any or all of these elements can be held stationary. If all three elements are held stationary, no rotation of the gerset occurs. This is not very useful for an automobile, so typically any combination of one or two elements is used. This provides for two useful gear ratios, and it makes it possible to use hydraulic pressure to hold stationary one or two of the gerset elements.

To hold the elements stationary, hydraulic pressure is applied to a piston, which in turn applies pressure to a clutch pack (not to be confused with a manual clutch between an engine and a manual transmission) or a band. A clutch pack is a series of flat steel rings interleaved with flat composite paper rings that can be compressed in a smooth manner to effectively hold one of a gerset’s elements. A band is ring of flexible steel with an internal lining that is compressed around the outside diameter of a drum. Clutch packs and bands are the devices that apply hydraulic pressure to make stationary one or two of the planetary gerset elements. Current automatic transmissions still use clutches and bands to hold stationary the elements of a planetary gerset.



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During the first years of automatic transmissions, two controls were used to control when hydraulic pressure was applied or released. One control, called the throttle valve (TV) was used to determine if the engine was speeding up or slowing down. The other control was called the governor, and it was used to determine the road speed of the car. Today, these functions are controlled by the engine and transmission computers via input from sensors like the Throttle Position Sensor and the Vehicle Speed Sensor (VSS). Regardless, these controls are used as inputs to determine an appropriate gear for a given engine load and road speed.

If the engine load/throttle position sensors are in a state that indicates the car is accelerating, the hydraulic pressure in this control circuit is generally greater than the hydraulic pressure in the governor/VSS circuit. This directs the hydraulic pressure to valves that, in turn, apply hydraulic pressure to the clutches and bands that will hold stationary (or release) one or two elements of a planetary gearset, thus effecting an upshift.

If the governor/VSS sensors are in a state that indicates the car is decelerating, the hydraulic pressure in this control circuit is generally greater than the hydraulic pressure in the engine load/throttle position circuit. This directs the hydraulic pressure to valves that in turn apply hydraulic pressure to the clutches and bands that will hold stationary (or release) one or two elements of a planetary gearset, thus effecting a downshift.

Automatic transmissions have become more efficient over the years, but also more complex, sophisticated, and expensive to repair. The best single maintenance item you can perform on an automatic is to check the fluid level on level ground per the owner's manual (unfortunately, this is no longer possible on some of the newest automatic transmissions). There is no magic to proper, routine maintenance, whether done by you or the dealership. Thus, despite Tom Magliozzi's appellation, there is no "automagic"

transmission: just the engineering expertise one would expect from the "Standard of the World."



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"WHO SHOT J.R.?" NOT A CADILLAC OWNER BY VINCE TALIANO

One way automobile brands marketed their cars in the 1950s and beyond was through a program called "Product Placement," where their vehicles would be featured on T.V. shows that targeted a large and/or specific audience in exchange for payment in some form to a production company or studio. For example, *The Andy Griffith Show* was known for featuring Fords and *The Beverly Hillbillies* Chryslers. It is difficult to quantify the success of these programs, but there likely were increased sales of vehicle models that appeared on highly-rated T.V. shows.

In 1978, CBS aired a five-part mini-series called *Dallas*. Lincoln and Mercedes-Benz equipped the men of the Ewing family with vehicles. Specifically, Jock Ewing, the patriarch, drove a [1978 Lincoln Continental Mark V](#), while his sons, J.R. and Bobby, drove a 1975 Mercedes-Benz 280 SE and 1978 Mercedes-Benz 450 SL, respectively (in contrast, Cadillacs only appeared in street scenes, scenes that included limos and/or as guest-star vehicles). Their investment in the show paid off because it was "picked up" for additional seasons. In the spring / summer / fall of 1980, the show became a cultural phenomenon when a world-wide audience was transfixed by the cliffhanger, "Who Shot J.R.?" The public's perception of Jock, J.R. and Bobby was influenced by the cars they drove, likely resulting in increased sales for Lincoln and Mercedes-Benz, respectively.

From season four in 1980, when the "Who Done It" episode (second highest rated episode in T.V. history) revealed the shooter, through season eight in 1985, the show was #1 in the Nielsen Ratings three times and #2 twice. By then, other automobile brands saw the benefit of being featured in the show, including Cadillac. According to a [Chicago Tribune article](#) in 1986, "Cadillac arranged with the producers of the television series *Dallas* to have the character of oil tycoon J.R. Ewing drive an Allanté this season. Ewing, portrayed by Larry Hagman, had driven a 560 SL in past shows." However, by 1986-87 the show had lost quite a bit of its following and was viewed by its most loyal viewers, so the return on investment by Cadillac may not have been as large if one of their models was featured during the show's peak seasons.

In the video [The 5 Greatest Cadillacs Ever Produced](#), the 1976-1979 Cadillac Seville is included on the short list. According to the video, "by the 1970s Cadillac was receiving some serious competition from Mercedes-Benz. Some potential and loyal Cadillac buyers were opting out for Mercedes-Benz models. Cadillac's solution was the release of the much smaller but stylish four-door Cadillac called the Seville." In the case of T.V. game show host, Allen Ludden, a Seamist Green 1977 Seville was the perfect gift for his wife, television personality, Betty White. She owned the car for 25 years and then donated it to a pet charity auction. Eventually the car, affectionately nicknamed "Parakeet," was donated by Nick Ferrantino of Houston, TX to the AACA Museum in Hershey, PA. The car is currently adopted by the Potomac Region.

If any of the Ewing men drove a Seville and/or other Cadillac models instead of Lincolns and/or Mercedes-Benzes during those top-rated seasons, how would that have impacted Cadillac sales, perception and image? Unlike "Who Shot J.R.?", we will never know the answer.



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CLC AND DALLAS BY VINCE TALIANO PHOTOS FROM 2006 CLC GRAND NATIONAL VIDEO AND IMDB TV

Although Cadillacs didn't play a prominent role during the peak seasons of the T.V. show *Dallas*, CLC member Morgan Woodward did. He played Jock Ewing's good friend, Marvin "Punk" Anderson, in seasons 4-11 (pictured right). Morgan's career in films and T.V. spanned over 30 years and 250 appearances, including 55 on *Dallas*. He is probably best remembered for his portrayal of Boss Godfrey, the sunglasses-wearing "man with no eyes," in the 1967 film *Cool Hand Luke*, starring Paul Newman and George Kennedy. Morgan was also a guest star on two episodes of the T.V. show *Star Trek, The Original Series*, as two different characters.

Morgan, who passed away in 2019 at the age of 93, attended the 2006 CLC Grand National in Anaheim, CA, where his 1938 Cadillac received a first-place award in the Primary 09 class (pictured right).

Read more about his incredible life on his [official website](http://www.clcpotomacregion.org).



**Morgan Woodward 1938 Cadillac
First Place Primary 09**



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CADDIE CLASSIFIEDS

Cars For Sale



1967 Fleetwood 60 Special Sedan – 126k miles – Driven by the original owner until 1997 – After his passing, the original owner’s son moved the Cadillac to a carport where it has stayed for 22 years – Although this storage was relatively dry, the back windows were left partially open and mud daubers/mud nests were found in the interior of the car – To get the car operable to sell, the points, condenser, battery & fuel pump were replaced and the car started – Rubber fuel lines above the fuel tank were cracked so to run a small plastic gas container was placed under the hood – Front brake cylinders are seized however the rear brakes work by using the emergency brake pedal – Car was driven approximately 1.5 miles recently and then returned to its original storage spot – Although everything is in rough condition, the drivetrain appears good – A lot of good original parts available – Last VA inspection sticker expired March 1998 – [See pictures](#) – **Asking \$3,950** – For more info, contact David DeJarnette at 540-718-3919 or dejf5@comcast.net – Car is located in Culpeper, VA



1968 Sedan deVille Pillared – 41k miles – Sudan Beige (code 40) with medium covert cloth and leather interior – Ran and drove when purchased from son of original owner, but had been sitting in garage for more than 20 years following original owner’s sudden death – Son got it running, made some repairs but needed the car out of his mother’s garage – After purchasing it, the current owner drove the car for a couple months until the transmission started slipping, probably due to disuse – Since the car was straight and un-molested, it was decided to do a full resto-mod as this would probably be owner’s last large-scale project – Car was completely disassembled, and firewall started to be smoothed as Vintage Air A/C was planned – Health issues require sale of the car as is – Everything is included – Rolls fine, doors were re-hung, and many boxes of parts stored inside, while more delicate trim pieces are stored in trunk – Car will never be finished by current owner, who can’t bear to watch it just sit – Buyer could build, part out or whatever they choose – Lots of hard-to-find parts as the '68 has some odd pieces not found elsewhere – Not looking to recoup the thousands already in the car – [See pictures and details of work completed](#) – **Asking \$1,500** which would be considered a win all things considered – Buyer would have to transport the car and ALL the parts (e.g., fenders, hood, deck lid, etc.) – For more info, contact Joe at sinfulsaint99@yahoo.com – Car is located in Nokesville, VA , where it was moved from the owner’s garage to his barn in November 2020 and parked on heavy sheet plastic to avoid moisture migration to underside of car and under cover



1970 Sedan DeVille – 41k original miles – Purchased in 2012 by the current owner from the original owner’s grandson in Baltimore as a father/son project – Reliable Cadillac that runs and drives as new on four Diamondback radials with the correct white wall pattern (spare too) installed in 2020 – [See pictures and details of work completed](#) – **Asking \$19,000** – For more info, contact Scot Minesinger at 703-283-2021 or rscotm@cox.net – Car is located in Fairfax Station, VA



NEW ARRIVAL 1977 Eldorado Biarritz – 67k miles – Drives and rides like an ocean liner – Second place winner at 2016 Jerry's Chevrolet Annual Show in Baltimore – Third place winner at 2013 Fall Capitol Cadillac Show in Greenbelt, MD – Owner is getting older and his vision is not as good as it used to be so he wants it to go to a person that will continue to keep it in excellent condition – [See pictures](#) – **Asking \$12,500 or best offer** – For more info, contact Jim McKoy at 240-310-6452 or gmoneyflowing@gmail.com – Car is located in Baltimore, MD

Car Wanted

1959 Cadillac Hardtop – Maryland resident looking for a quality car – Leads would be greatly appreciated – For more info, contact Max at mzaporo@gmail.com



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Parts For Sale



1950s Wire Wheels – Three mid-1950s Cadillac 15" Chrome Kelsey Hayes 15 x 6 Wire Wheels – Condition varies as shown – These will fit many years from 1940s to early 1960s – Many more photos available – **\$150 for all three** – **NOS Headlight Bezel for a 1976-79 Cadillac Seville (passenger side)** – New Old Stock, original GM part in original box – Perfect in every respect – GM part #1607004 – **\$50** – For more info, contact John Ryan at john@ryanweb.com – Parts are located in Bethesda, MD

Parts Wanted

1998-99 Fleetwood Limited Badges and Skirts – Recently purchased a '99 Fleetwood Limited that was de-badged at some point in its life and was optioned without the removable fender skirts – Actually like the look of the car without them, but for completeness, like to track down a set of badges and skirts – For more info, contact Josh Pinho at pinhoj007@gmail.com

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2021 OFFICERS

NAME	POSITION(S)	PHONE NUMBER	EMAIL ADDRESS
Dan Ruby	Regional Director Automobilia Auctioneer Summer Picnic Host	301-343-1463	danruby@clcpotomacregion.org
Chuck Piel	Assistant Regional Director Central Virginia Region Liaison Newsletter Columnist	240-888-5115	chuckpiel@clcpotomacregion.org
Bill Hilliard	Treasurer	301-622-3651	billhilliard@clcpotomacregion.org
Dianna Moy	Secretary	301-717-7412	diannamoy@clcpotomacregion.org
Christopher Winter	Activities Director	410-869-8619	christopherwinter@clcpotomacregion.org
Lynn Gardner	Car Show Coordinator Newsletter Columnist Valley Forge Region Liaison	703-303-7310	lynngardner@clcpotomacregion.org
Franklin Gage	Membership Director	703-869-8434	franklingage@clcpotomacregion.org
Vince Taliano	Newsletter Editor Website Manager	301-258-8321	vincetaliano@clcpotomacregion.org
Jack McClow	National Director Newsletter Columnist	301-330-5417	jackmcclow@clcpotomacregion.org