



Celebrate Aug 9th, Sunday

Caddy Corner

Cadillac & LaSalle Club, Florida Suncoast Region

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

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

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

CLUB OFFICERS

Region Director:

Mark Demyan

Vice Director:

Len Berman

Secretary:

Mike Santos

Treasurer:

Ben Berman

Membership Director:

Mike Santos

Activities Director:

(open)

Newsletter Editor/Publisher:

Paul Simcock

MONTHLY MEETINGS:

All meetings are held the 2nd Tuesday of every month. The doors open at 11:00 a.m. The meeting will start at 11:30 a.m.

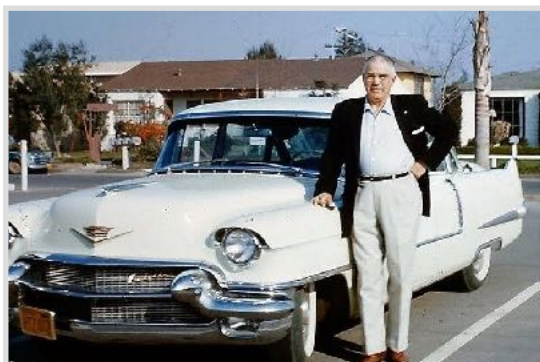
UPCOMING MEETING - August 11th 2026

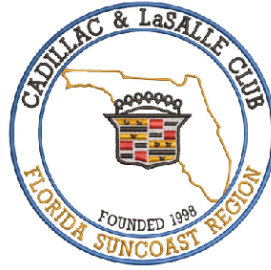
Perkins Restaurant in Clearwater, address is 2626 Gulf-to-Bay Blvd , Clearwater, FL 33759.

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

Can you Guess the Car Photo?

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





Florida Suncoast Region CLC Consolidated Meeting Reports July 31, 2026

Treasurer's Report Right now I'm going through a process familiar to all of us. I took one of my cars in for a routine service two weeks ago. That afternoon I received a call from the shop asking if I wanted a wheel alignment done. I said yes. A few hours later I received a call saying that there was a clunk coming from the left front suspension, and to do the alignment would require replacement of the left front strut. The part is \$1,200 and labor \$560. I agreed to the repair. I hadn't heard anything after that, so I dropped by the shop this morning to check on my car. The new strut didn't cure the noise, so they replaced the wheel hub. That didn't work either, so they replaced a tie rod end. And then wheel bearings. The noise has still not been fixed. At this point the vehicle is in the same condition it was when I brought it in, but the repair bill is probably approaching the market value of my 20-year-old car.



Although expressions of sympathy are welcome, the purpose of relating my tale of woe is only to point out that compared to other car-related expenses, the annual dues for membership in the Florida Suncoast Region are an exceptional bargain! For a mere \$25 you get an award winning monthly newsletter, entree into a group of fellow Cadillac enthusiasts, two annual picnics and more. Plus the fact that we don't ask for more money once you've paid your dues. Think about it when it comes time this fall to pay 2027 dues!

Respectfully Submitted,

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

Membership Report We had no renewals this month. We are at nineteen 2026 renewals so far. We have a total of 26 active members. Nine have not renewed for 2026 yet. We had one new inquiry. Someone selling a 1986 or 1987 Brougham which I responded to. I placed an order for all outstanding name badges. Recent members (past 2-3 years) should have their badges by now. If you are a recent new member and you did not receive a name badge, please contact me by email at cadillacmike68@yahoo.com and I will look into it. We'd like to remind our members that your National dues must be kept current. The expiration date of your National dues is on the mailing page of your SELF-STARTER Magazine.



Respectfully Submitted,

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

Florida Suncoast Region, Cadillac & LaSalle Club Director's Report August 2026

Hello Everyone:

It's that time of year when several of our members head north for the summer, The rest of us here will still continue to meet each month for our luncheon gatherings. After all, what is a club if we don't get together in person.

Respectfully Submitted,
Mark Demyan,
Director, Florida Suncoast Region,
Cadillac & LaSalle Club



Did You Know...

Cadillac Master Dealer vs. Dealer of the Year

The Cadillac Master Dealer Program—part of the national Mark of Excellence performance recognition—honors annually the top echelon, (typically around the top 5% to 10%, or roughly 40 to 42 dealerships nationwide) for notable and commendable outperforming peers in unit sales, customer satisfaction, and operational austerity.

Dealer of the Year

A more elite, narrower subset is chosen from the pool of top Cadillac Master Dealers, the Dealer of the Year, to represent the absolute best-of-the-best nationwide.



Club Activities Report

Dear Fellow Club Members:

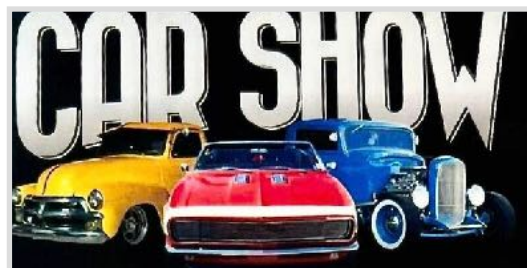
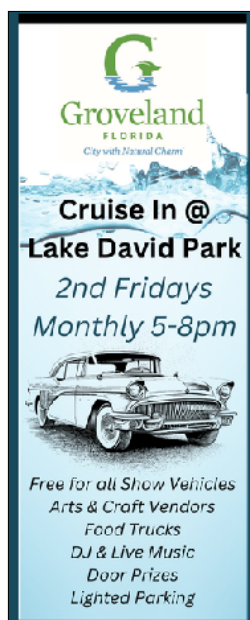
Next event will be the Fall picnic probably in October. Keep a watch on emails for details.

The monthly gathering is always on the second Tuesday of the month at 11am at the Perkins Restaurant & Bakery at 2626 Gulf-to-Bay Blvd Clearwater, FL 33759.

If you have an idea for an event and you are willing to do the legwork to make it happen, please contact me and I will provide all needed correspondences to the members.

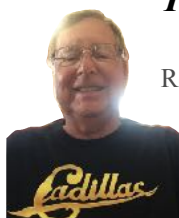
Mark

It's Showtime!



Let's go to historic downtown Eustis for the popular downtown classic car show on the fourth Saturday of every month. Some 150 Classic Cars will cruise into beautiful Ferran Park in Downtown Eustis. Enjoy our unique downtown shops and restaurants, great music and very cool classic and muscle cars. Registration is free the day of the event and all registered attendees are entered into a cash prize giveaway. Cruise-In times are 2:00 pm - 5:00 pm. Sponsored in mutual cooperation with the Eustis Business Alliance Council and the Eustis City Chamber of Commerce.

Thoughts on Vintage Cracked Steering Wheels



Repairing a vintage steering wheel is no easy task. I can tell you first hand since I've successfully done two of them. Years ago, steering wheels were made out of early plastic type "bakelite" material that would invariably disintegrate over time, shrink and crack with age. The fix is diverse and depends on how deep your pockets are. You can send the wheel away and have it recast (approx. \$800-\$1,500) or you can buy a 2-part epoxy kit like I did and perform an arduous labor-of-love over several weeks. The result is hours upon hours of intense sculpting, sanding and shaping as well as special custom painting. The net result is very rewarding as can be seen on the right. I am proud of the end result for a fraction of the money to recast at a high-end wheel restoration house!



Seen on the right is the wheel I repaired from my 1965 Cadillac Calais 4-door sedan. I started with large chunks missing with the exposed metal substrate as a starting point. The transformation was miraculous as you can see. This included rechroming the division rings as well.

My '55 Coupe wheel was actually "all there" after sitting in a farmers field for 30+ years. Surface cracks were all that needed attention plus painting for a beautifully completed show quality finish.





WHEN CHAUFFEURS TALK OF CADILLAC, the talk is all good. For very few ever have the opportunity for such firsthand knowledge of fine cars - nor for such consistent approval of superior car quality. And this year, these men, like everyone who sits at its wheel, have favored a special affection for the 1963 Cadillac. Its new performance, its new luxury, and new beauty make this the most pleasure-provoking automobile of all time. See your authorized dealer and the new Cadillac car. You won't need a chauffeur - taking the wheel yourself is all the pleasure you'll need to enter the wonderful world of Cadillac!





Saturday, August 8th, 4-9:00 PM
Celebrating our 30th Year!

The Villages monthly Cruise-In
Spanish Springs Town Square
<https://www.thevillagesentertainment.com/special-events/August-2026-cruise-in/>

The Villages® ENTERTAINMENT



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

...See you there!

DADE CITY
CAR & TRUCK
SHOW
Hosted by Ronnie Setser

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

\$10

Registration fee to qualify for trophy presentation

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

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

PLEASE SUPPORT ALL OF DOWNTOWN DADE CITY

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

From the Editor: Paul Simcock

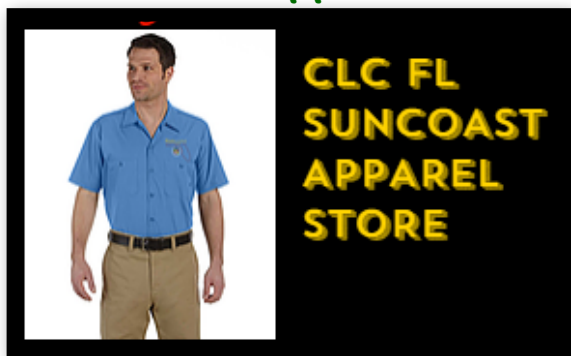


A few reminders: If you would like your “story” to be featured in the newsletter, please submit your article along with some photos directly to me. *All articles, business cards and ads are due by the 15th of each month.*

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

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

Part\$ and Apparel for \$ale



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

HAPPY BIRTHDAY



Gene Binion August 10
Chris Overcash August 29

Note: If you would like your birthday posted, please contact the Editor.

Get the Most From Your National CLC Membership

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

- Authenticity Manuals and VIN Data
- Technical Manuals & Bulletins





BECOME A MEMBER

Cadillac & LaSalle Club, Florida Suncoast Region

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

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

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

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

2026 Membership Application/Renewal Form

(Membership Consists of Two Members per Household.)

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

New Member _____ or Renewal _____ Date _____
Name(s): _____

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

Address: _____

Email: _____ Phone # _____

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

Year: _____ Model: _____ Year: _____ Model: _____

Year: _____ Model: _____ Year: _____ Model: _____

Member of National Cadillac LaSalle Club? Yes: _____ No: _____

National Member # _____ National Membership Renewal Month: _____

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

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

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

Signature: _____

Harley Earl's First Assignment - LaSalle

Early Design Challenges At GM- Circa 1926

Cadillac's sister car, the LaSalle lead a checkered career in it's 13 years of existence. The car was originally visualized by Alfred P. Sloan in a new model to bridge the gap between its lowest priced (\$2,995.00) Cadillac and the top Buick line which sold for a modest \$1,995.00.

The LaSalle met it's debut at the 1927 Boston Auto Show. This was the world's first production automobile planned by an automotive stylist instead of the typical design engineer and it heralded a new era in Detroit. After a first year production of 10,000 units, LaSalle continued to advance until the Great Depression which caused sagging sales. Only a new dynamic design by Earl and thrifty use of parts from other GM divisions (*like the Olds reworked straight 8 vs. the LaSalle V8*) saved the marque from extinction in 1934. Sales began inching upward and by 1937 LaSalle's pricing started at only \$995.00 and ranged up to \$1,495.00. The factory advertised that this was the lowest priced LaSalle ever and without mentioning the 1934-37 Olds-engined cars, emphasized that LaSalle was a completely Cadillac division built automobile.

Available in showrooms, the LaSalle was offered in a full line of body styles including both two- and four-door sedans, a coupe, a convertible coupe and convertible sedan. The new look followed the GM trend for a year; lush bulbous bodies with skirted pontoon fenders. New for 1937 was a narrow checkerboard grille similar to Cadillac and a return to a V8 engine was subtly hinted by the three chevrons which graced the leading edge of the front fenders. The hood was still center-hinged and lifted from the sides, but featured six horizontal strips down the hood sides. Another eleven short chrome bars pointed to the bulge where the hood met the radiator shell on either side. Free-standing bullet headlights were mounted on the catwalks and the bumpers carried the LaSalle logo at the center. The 1937 LaSalle was perhaps the line's finest hour as the car was perceived as good-looking, powerful and a Cadillac in all but name. Sales were the best in the history of the line since introduction and GM was well pleased with the results. However, the recession of 1938 brought sales numbers tumbling on all GM fronts including Chevrolet; a top seller to the middle class. Sales did inch up again in 1940 with just over 10,000 units sold.

LaSalle's Unfortunate Demise

At General Motors, a major decision was about to be made. There would be no more LaSalle. Although work was done on a prototype basis for 1941, production was closed down in the Autumn of 1940. The final car, a torpedo sedan, rolled off the line and the LaSalle fell into the hallowed halls of automotive history for all eternity...a great illustrious showing and today a present-day collector's dream.



Happy Motoring!

...and Best of All, it's a Cadillac!