



Happy Easter!

# 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 - April 8<sup>th</sup> 2025**

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 March 31, 2025

**Treasurer's Report** Spring has certainly sprung in Florida, and the evidence is overwhelming when you look at the yellow dusting of pollen that's probably coating your Cadillac right now. While you rinse the car off, please remember that it's time to pay your 2025 dues if you haven't already done so. Sometime soon, everyone who hasn't gotten around to this minor chore will find that they're no longer receiving emails -- including our excellent *Caddy Corner* newsletter -- from the Region. You don't want to be left out of our meetings and activities simply because you delayed sending in that check. Don't leave yourself in the dark when it comes to joining your Cadillac friends in this year's adventures!

Respectfully Submitted,

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



**Membership Report** There were no new members this month. We have a total of 27 Active Members who have paid their renewals for 2025 and four Honorary Associates. *We'd like to remind all members that your National CLC Dues must be current.* The expiration date of your National CLC Dues is on the mailing page of your SELF STARTER.

Respectfully Submitted,

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



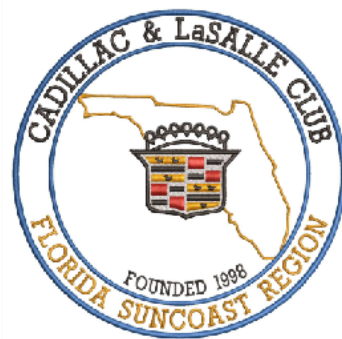
## Florida Suncoast Region, Cadillac & LaSalle Club Director's Report April 2025

Hi All!

I know that I should be using this space to promote the National club as well as our local region but I am just not the one who is that creative nor initiated enough to add something new here each month. However, Ben usually does a better job in his Treasury report covering such things so this month I am referencing you to go back up and read his report.

Mark

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



### ***Did You Know...***

Cadillac's history shows it had a noteworthy decade in the 1950s, both on the road and in movies. The brand quadrupled production and unveiled significant advancements like power steering and improved safety features. As seen by numerous examples from 1950s popular culture, like Elvis Presley's 1955 Pink Cadillac and the 1956 movie Solid Gold Cadillac, the Cadillac Eldorado Convertible Coupe debuted in 1953, the brand swiftly became associated with sumptuous luxury. Cadillac remained at the forefront of innovation throughout the 1960s and 1970s. In 1964, they were the first to add comfort amenities such as heating and air conditioning. They also set the path for modern safety improvements by introducing seatbelts a year before they were mandated by law and airbags as early as 1974.





## Club Activities Report

Dear Fellow Club Members:

The Spring Picnic is next on our calendar of special events. We are looking now at May when we can be sure that it won't be too cold or too hot. With Easter being so late in April, we had to move it out a bit. The website for reserving State Parks continues to get harder to deal with than easier. I am working on trying to get Lettuce Park again but it has been a struggle to communicate with them. More to come soon.

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!*



Every month on the second Sunday.  
DJ music, coffee & donuts, best of cars  
and coffee show trophy, vendors, and  
store discounts.



**Plan now** to attend the Lake Mirror Concours and Classic Annual Event in the downtown historic Lakeland, FL district. See rolling works of art from some of the nation's top auto collectors and museums along with rare and themed automobile displays. This unique setting also features many vintage wooden boats and the ever popular novel Amphicars will be in and around Lake Mirror at this center piece of the 3-day event. If you want to enter your car, the Concours Entrance Fee is \$75.00 Show Hours are: 10-4pm.



### Lake Mirror Concours and Classic Car Show to be held on Saturday - Oct. 18th, 2025



# *Larry's* **CAR SHOW**

**EVERY THURSDAY • 4-8PM**



*Hosted by Larry Clem*

**REGISTER YOUR CAR TO WIN PRIZES & TROPHIES!**

*You will also receive*

**10% OFF A FOOD PURCHASE**



Pinellas Park • 727-572-9464  
**THELUBE.COM**

@quakersteak  
  





Saturday, April 19th, 4-9:00 PM  
Celebrating our 29th Year!

The Villages monthly Cruise-In  
Spanish Springs Town Square  
<https://www.thevillagesentertainment.com/special-events/April-2025-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](http://ronniesetsercustoms.com)



## Items for Sale



If you're a fan like me, the 1967 Eldorado represented the epitome of luxury and styling; especially with the famous "razorback" taillights. Sporting a hefty front wheel drive 429 cubic inch OHV V8, it was the most powerful personal luxury car you could own in '67. So, if you're looking for a Replacement Back Window in excellent condition, call Bill Storms in Nokomis, FL at 941-356-2064 or email him at: captainwindy@verizon.net Asking Price: \$50.00 OBO

### 2007 Cadillac XLR For Sale

Up for sale is this fantastic Cadillac XLR Platinum Edition with less than 30K miles. In absolute pristine condition, this XLR has the time-proven 4.6L Northstar which is barely broken-in. Dressed in formal amethyst beautiful metallic paint with polished alloy wheels, this vehicle is sure to please it's new owner.



For those interested and to make an appointment to see this fine Platinum Edition Cadillac XLR, please contact Mrs. Butch Allison via text at: (352) 250-1591.

Asking Price: \$27,000.00



*XLR's powerful state-of-the art engine delivers 320 hp at 6400 rpm and 310 pound-feet of torque at 4400 rpm.*

## Professionally Framed Original Vintage Cadillac Magazine Ads



Up for sale is beautiful series of Vintage Cadillac full color print ads appearing in tabloid sized publications like the Saturday Evening Post, Look Magazine, and other similar magazines of the day.

Professionally framed and preserved under special mounted protective glass with exquisitely bevel custom-cut colored matting; matching the central color theme of each ad. The six piece collection features solid oak wood frames showcasing various 1950s model years. Contact the Editor for more details on this marvelous set of historic framed prints.



## A Word 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.

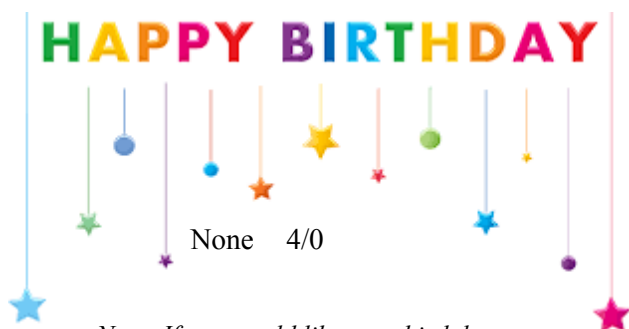


## Part\$ and Apparel for \$ale



[https://gmclubapparel.com/  
collections/clc-florida-](https://gmclubapparel.com/collections/clc-florida-)

[https://gmclubapparel.com/collections/  
clc-florida-suncoast-region](https://gmclubapparel.com/collections/clc-florida-suncoast-region)



*Note: If you would like your birthday posted, please respond back to 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
- Restoration Tips & Techniques
- Parts Availability & Sourcing
- Newsletters Past and Present







## 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

### 2025 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: \_\_\_\_\_

Club apparel is available for purchase. Inquire at monthly meeting or club website.



## Meeting of... Cadillac Owners!

Through all the higher phases of business and finance and industry, Cadillac is the overwhelming favorite.

It is not at all unusual, in fact, for a fine American corporation to have its entire board membership represented on the Cadillac owner list.

Needless to say, a motor car must offer many exceptional qualities in order to win the favor of so distinguished a group of motorists.

And never have these been more clearly evident than they are today.

There is Cadillac's inspiring new beauty, for instance . . . its great distinction . . . its magnificent performance . . . and its brilliant luxury.

Of course, you don't have to be a member of a Board of Directors in order to enjoy a new Cadillac car.

In fact, a Cadillac is one of motordom's greatest values—the ideal car, economically, for a very wide group of American motorists.

Why not visit your dealer soon—and confirm this for yourself?

CADILLAC MOTOR CAR DIVISION ★ GENERAL MOTORS CORPORATION







1957 Cadillac Fleetwood 60 Special



1957 Cadillac Eldorado Biarritz

# Early Cadillac Power Steering Systems

Cadillac began developing power steering in the 1950s, which helped the automaker take third, tenth, and eleventh places at the 24 Hours of Le Mans. Then, in 1954, Cadillac became the first carmaker to *standard-fit all* Cadillac models with power steering systems. Chrysler Corporation introduced the first commercially available passenger car power steering system on the 1951 Chrysler Imperial *under the name "Hydraguide" after the Cadillac preceding technology experimental patent ran out but it was never made standard until later in the early 1950s.*

As technology evolved, the 1965 Cadillacs offered "variable ratio power steering" which represented a first in design know-how and pacesetting technology on commercial Cadillac passenger cars.

All systems were belt-driven and utilized a high pressure hydraulic reservoir design to the steering rack. Through a series of special orifices and vane-driven pumps, ease of steering was realized at the wheel. Special proportioning DC driven slave units on the steering rack controlled by the PCM, provided "variable-assist steering" when the steering wheel was turned. This was also integrated digitally along with the speed of the vehicle to achieve optimal ease of steering under all vehicle speed conditions. This feature made parallel parking a breeze.

As expected, Cadillac will continue to forge the automotive design frontier in luxury passenger cars well into the future.



1960 Cadillac power steering pump system



Typical serpentine belt-driven pump design of the early 2000s era



**Happy Motoring!**



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