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The Goddess is the bi-monthly publication of the Valley Forge Region of the Cadillac & LaSalle Club

<https://vfrclc.org/goddess.html>

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The Valley Forge Region meetings are held the third Tuesday of the month at the Desmond Hotel in Malvern, PA at 7:30pm. If you can't be there in person, the meeting is available via this **NEW** Zoom at the following link:

Join Zoom Meeting:

<https://us02web.zoom.us/j/87022741627?pwd=S3R5TUVJaDl6Nm41bmJSVkJNiUjZlYQTo9>

Meeting ID: 870 2274 1627

Passcode: 538638

One tap mobile - tap one of the links below to join via cell phone:
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OR, Dial-in by your location:

- +1 929 205 6099 US (New York)
- +1 301 715 8592 US (Washington DC)



Greetings. I hope everyone got through our region's second and third snow events without any problems. Hopefully, we won't have any more of the white stuff, and spring rains will clear the roads of salt. The crew in my neighborhood was "heavy-handed" with the road salt.

REMINDER: If you haven't renewed your VFR membership for 2024, please do so NOW! The membership renewal form is included in this issue, and available on the VFR website. Print, complete, and mail it with a check to Earl Rutter. VFR membership renews each December for the following year (so yes, your dues are now 2-3 months late). Check your national CLC membership to ensure that it is current. You must be a national member in good standing to join/ renew your VFR membership. Your national membership renews on the month that you joined. You can check your national membership status on the cadillaclasalleclub.org website.

VFR Vice President & *Goddess* Editor Robert Schles and I attended the CLC National Winter Board Meeting in Irving, TX on January 26th. It was good to see several of our friends from other regions and enjoy a few tours, including the GM plant in Arlington. Several items were discussed by the Board, including a new Region in Palm Springs, CA, and a new, national Chapter for 1959-1960 Cadillacs was approved. Highlights of the Winter Board Meeting will be finalized and published in an up coming issue of *The Self Starter*.

CLC announced the availability of a long-awaited book, "*Cadillac 1970-1979: An Era of American Automotive Opulence*". This can be pre-ordered online at store.cadillaclasalleclub.org or by mailing in the attached pre-order form. Pre-ordered books can be picked up at the Grand National in Gettysburg, saving shipping cost and sales tax. Dr. Robert Newbrough will be at the GN to sign your book! Order today before they sell out.

CLC and non-CLC events planned throughout our region are outlined on page 5 and posted on the VFR website. Robert, Mike Marchese and I will update regularly. Let Robert or me know of any changes or additions. We look forward to seeing you!



- ◆ A multi-club gathering on **April 21st** featuring **Scott & November Nickett's collection** at their beautiful, 32-acre home garage in Doylestown PA. Details and registration form are included in this issue. We expect upwards of 70 cars/ 100+ participants. Be sure to register before the April 1st deadline.
- ◆ The **2024 Grand National** will be held at the Wyndham in Gettysburg **June 10-15**. Both the Wyndham and the Marriott next door are sold out. Country Inn and Suites by Radisson Gettysburg is the overflow hotel. Approximately 170 registrations (320 people, 70 cars) have been received to date. Many volunteers will be needed. Contact Lynn Gardner (Potomac Region) or Diana Moy (Central PA) by email to discuss how you can help. See details attached.
- ◆ The **CLC Northeast Inter-Region Meet and Show** is scheduled for **Sat-Sun Sept. 21-22** at the **AACA Museum**. We will have a group tour of the museum, and the behind the scenes tour on Saturday, a group dinner for those interested, and the car show on Sunday with lunch available from a local deli. More details to come.
- ◆ The **Peddler's Village show** Co-hosted by the Philadelphia Region LCOC will be held on **Sunday September 29th**; rain date is **Saturday, October 19th**. In addition to the LCOC, there may be one or two additional clubs participating in 2024! Stay tuned.
- ◆ VFR plans to participate as a club in several better-known regional events, including Das Awksch Fescht in Macungie, Hagley Museum, New Hope, Doylestown at Dusk, Delaware State Police Museum... Dates of these shows are on the club calendar. Please attend any show that you can.
- ◆ Other social gatherings, cruise-ins and shows in conjunction with local regions/ chapters of CLC, AACA, LCOC... Let us know if you have any ideas/ suggestions!

Thank you all for your comments, suggestions, and continued support. Best wishes to all VFR members and your families that you all remain safe and healthy. Be *well!*

Your Director,

Michael Stinson

The car hobby is not about our cars; it's about people; our cars are merely a catalyst for cultivating relationships.



VFR MEETING NEWS

A special event is planned for **April 21st**: a visit to the Nickett collection. Scott and November Nickett invite members of local regions/chapters of the CLC, LCOC, and AACA to bring their cars and tour their spectacular collection of national award-winning antique cars at their 32-acre home in Doylestown, Bucks County. Event includes tour of their collection in a new showroom garage, lunch, refreshments, on a picturesque, 32-acre country estate, and club fellowship! Bring a lawn chair to relax and enjoy the views! If you plan to attend, be sure to send in the form, on the page 6, by **April 1st**.

Fellow VFR member Henry 'Hank' Hallowell has been elected President of the **AACA Museum** by the Board of Directors . Lets all congratulate Hank in his new roll. The announcement can be found [here](#).

- ◆ The **Potomac Region** is having a fund raiser - "Daniel Jobe Warehouse Sale", **March 23-24** in Beltsville, MD. Information can be found here: [Daniel Jobe Warehouse Sale \(clcpotomacregion.org\)](http://clcpotomacregion.org)
- ◆ **Cadillac Club of North Jersey** is having a spring show on **April 28th** at the Stateline Lookout in Alpine, NJ
- ◆ We are looking at Sunday **September 29th** for the Valley Forge Car Show at Peddler's Village in Lahaska, PA. Once again we will co-host the show with the Lincoln & Continental Owners Club. Watch for the show flyer to be posted in a future *Goddess*.
- ◆ **Save The Date:** The Pennsauken Country Club has been reserved for the **Valley Forge Fall Banquet** for **November 17, 2024**.

Please note there is a **NEW ZOOM link** for the monthly meeting. See details below:

A reminder: VFR holds its meetings the 3rd Tuesday of the month at 7:30pm

at the Desmond Hotel in Malvern, PA

If you are unable to attend in person, all VFR club meetings

are available via NEW Zoom from the following link:

Join Zoom Meeting:

<https://us02web.zoom.us/j/87022741627?pwd=S3R5TUVJaDl6Nm41bmJSVknNiUjZlYQTo9>

Meeting ID: 870 2274 1627

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OR, Dial-in by your location:

- +1 929 205 6099 US (New York)
- +1 301 715 8592 US (Washington DC)

Car Show Calendar

March

- 3th **New Location** Hamburg Swap Meet & Car Corral Ontelaunee AACA 7-2 Leesport Farmers Market, 312 Germany's Church Rd Leesport, PA
- 9th HCCP Pancake Run to the Stolen Sun Craft Brewing & Roasting in Exton, PA Time: 8am-11am Meeting at PJ Whelihans in Edgemont Leaving at 7:30
- 24th South Jersey AACA Swap Meet & Car Corral 8-3 Salem County Fairgrounds, Woodstown, NJ

April

- 13th North Montco 3rd Annual Car show, Sunneytown Pike next to North Penn High School Pre-registration on-line only, \$20.00 Lansdale, PA
- 14th Brandywine AACA Swap Meet 8-3 New Garden Township Park 8938 Newport Gap Pike Landenberg, PA
- 14th 1st Annual Car Spring Benefit Car Show, 9 – 3, \$20, Berks International, 400 E. 2nc St, Boyertown, PA. Proceeds benefit a family with a child who has cancer.
- 17th Hilltop Drive-in Cruise Night, 2910 E. High Street, Pottstown, PA 5 – 9
- 20th Cumberland County Technical Center Car Show 8-2 3400 College Drive, Vineland, NJ
- 21st Nickett Collection 11-4 3802 Burnt House Hill Rd., Doylestown, PA **See Next Page**
- 21st Friends Helping Friends Car Show 10-2 4670 NJ-42 Turnersville, NJ
- 28th Wheels on Wayne, 12:30-3, on line registration www.radnor.com/WOW Wayne, PA
- 27th Top Dead Center Cruise Nights, Main St., Exton, PA 5 – 8

May

- 4th Del Classics Car Show 8-1 Delcastle Technical High School 1417 Newport Road, Wilmington, DE
- 11th East Penn Modifiers Car Club, Landis Super Market, 2685 County Line Rd, Telford, PA 9-2
- 15th Hilltop Drive-in Cruise Night, 2910 E. High Street, Pottstown, PA 5 - 9
- 18th Chariots of Fire, Spring Fling, Morgantown, PA 10 – 3
- 18th HCCP Annual Spring Meet & Flea Market 9-3 Linvilla Orchards Media, PA
- 25th Pottstown Classic Car Club, Norco Fire Co. 144 W. Schuylkill Rd, Pottstown, PA 10 – 2
- 25th Union Lodge, 10th Annual Car Show, 201 Washington St, Birdsboro, PA 9 – 2:30
- 25th Top Dead Center Cruise Nights, Main St., Exton, PA 5 – 8

Save the Date!

Multi-Club Visit to the Nickett Collection



An Afternoon of Award-Winning Antique Cars and Lunch at a Beautiful 32-acre Bucks County Estate

Scott and November Nickett invite members of local regions/ chapters of the CLC, LCOC, and AACA to tour their spectacular collection of national award-winning antique cars at their 32-acre home in Doylestown, Bucks County. The Stinson "collection" will also be on display. Lunch (sandwiches) and refreshments will be served.

Event includes tour of their collection in a new showroom garage, lunch, refreshments, a picturesque, 32-acre country estate, and club fellowship! Bring a lawn chair to relax and enjoy the views!

Sunday, April 21, 2024, 11AM – 4PM

Rain Date: Sunday April 28th

3802 Burnt House Hill Rd., Doylestown, PA 18902

This is a great opportunity to drive **YOUR** pride and joy for everyone to enjoy. Attendees' cars will be displayed in a lovely setting near Scott's garage. Limited trailer parking is available.

Due to the caliber of the collection, this is an adults-only event. RSVP and Payment **must be received by April 1st** (*no foolin'*). No reservations by phone or email.

Questions? Call/email Michael Stinson: michael.c.stinson46@gmail.com 267-251-8588

=====

Mail this form with check payable to VFR-CLC to John Wood, 327 Bellevue Avenue, Penndel, PA 19047-5310

No. Persons _____ (adults only) @ \$20.00 each = **Amount Enclosed:** _____

Name: _____

Address: _____

Cell Phone: _____ Email: _____

Driving your Collector Car? (Y / N) _____ Trailering a Car? (Y / N) _____ Club Affiliation _____

Any mobility restrictions (stairs, uneven surfaces)? _____

Dietary Restrictions (vegetarian, gluten/sugar/salt-free): _____



VFR Website Statistics (courtesy Jeff Hansen):

For January 14 to February 17 = 35 Days 70 website visitors (or 2.00 per day). This compares to 66 visitors (2.36 per day) over the previous period mid-December to mid-January (28) days in length.

Top countries where our visitors are from: USA (52), China (4), and Two countries with 2 and Six Countries with 1 visitor each

most popular pages:
1) Home page, then **The Goddess**
Online Calendar
Current News
Our Cars

Classified Ads
Our Friends
Join Us (Membership sign up)
Monthly Meeting Information
10) Club Officers

Number of people downloading an issue of **The Goddess** directly from our website in November : 11

Treasurer's

**January
2024**

**Report From
John Wood**

INCOME		EXPENSES	
Membership	\$495.00	CD Purchase	\$10,000
		Treasury Stamps:	\$27.20
Net for January:	\$462.79		
Net for 2024	\$462.79		
		Total	\$10,027.20



IN CLC NATIONAL NEWS



Help Wanted



Volunteers are needed to help with the upcoming CLC Grand National 2024 in Gettysburg. Here is a partial list of volunteer positions needed:

- ♦ Event Set Up Sunday & Monday
- ♦ Bus Tours Chaperones
- ♦ Event Set-up Museum Auction
- ♦ Show Field Set Up & Access
- ♦ Photo Booth Volunteers
- ♦ Ticket Takers for Reception & Banquet

Lynn Gardner and Dianna Moy are heading up the volunteer committee. If interested, email Lynn lynnwgardnerusa@aol.com or Dianna dianna.nicole.moy@comcast.net

The long awaited **Cadillac 1970-1979 An Era of America's Automobile Opulence** is available for pre-order. If you order now, you can pick up a signed copy by the author Dr Robert Newbrough at the Grand National, shipping and sales tax will be waved. **See page 21 for details.**

Get ready for Gettysburg!

June 10-15, 2024

**Wyndham Gettysburg and
Courtyard by Marriott Gettysburg
Gettysburg, Pennsylvania**

Local Attractions

- Gettysburg National
Military Park & Visitors Center
- Eisenhower National Historic Site
- Gettysburg Heritage Center

Scheduled Tours

Classic Auto Mall

Home to a fantastic collection of over 400 barn find automobiles that range in age from the earliest 1904 Cadillac Roadster through the 1970s, and hundreds more for sale or on consignment.

Swigart Museum

Home to automobiles and carriages dating back to 1896. The excitement of early automobile racing and old cars are depicted in prints, paintings, and photographs from renowned automobile artists.

America's Transportation Experience—The AACA Museum

One of the top automotive museums in the world and home to the Cammack Tucker Collection and the Museum of Bus Transportation Collection.

Isett Heritage Museum

Home to the area's largest collection of antiques and memorabilia. The museum is family-oriented, educational, and fun for all ages and contains exhibits from the 1800s to the present day.

World War II American Experience

Experience a wide variety of authentic World War II vehicles, uniforms, and artifacts in realistic dioramas and exhibits that portray not just the battlefield, but the home front as well.

Plus...

Group dinners, Caddy Queens, seminars, Region workshop, Driving Tour, judged car show, and the Awards Banquet.

Hotel Information

Wyndham Gettysburg

95 Presidential Cir., Gettysburg, PA 17325-8397. Phone 717-339-0020. CLC special rate of \$149/night good June 9-17. Reserve your room at [tinyurl.com/4jpf32u2](https://www.tinyurl.com/4jpf32u2)

Courtyard by Marriott Gettysburg

115 Presidential Cir., Gettysburg, PA 17325-8398. Phone 717-334-5600. CLC special rate of \$149/night good June 9-17. Reserve your room at [tinyurl.com/CLCGN2024Courtyard](https://www.tinyurl.com/CLCGN2024Courtyard)



Reserve your room now!

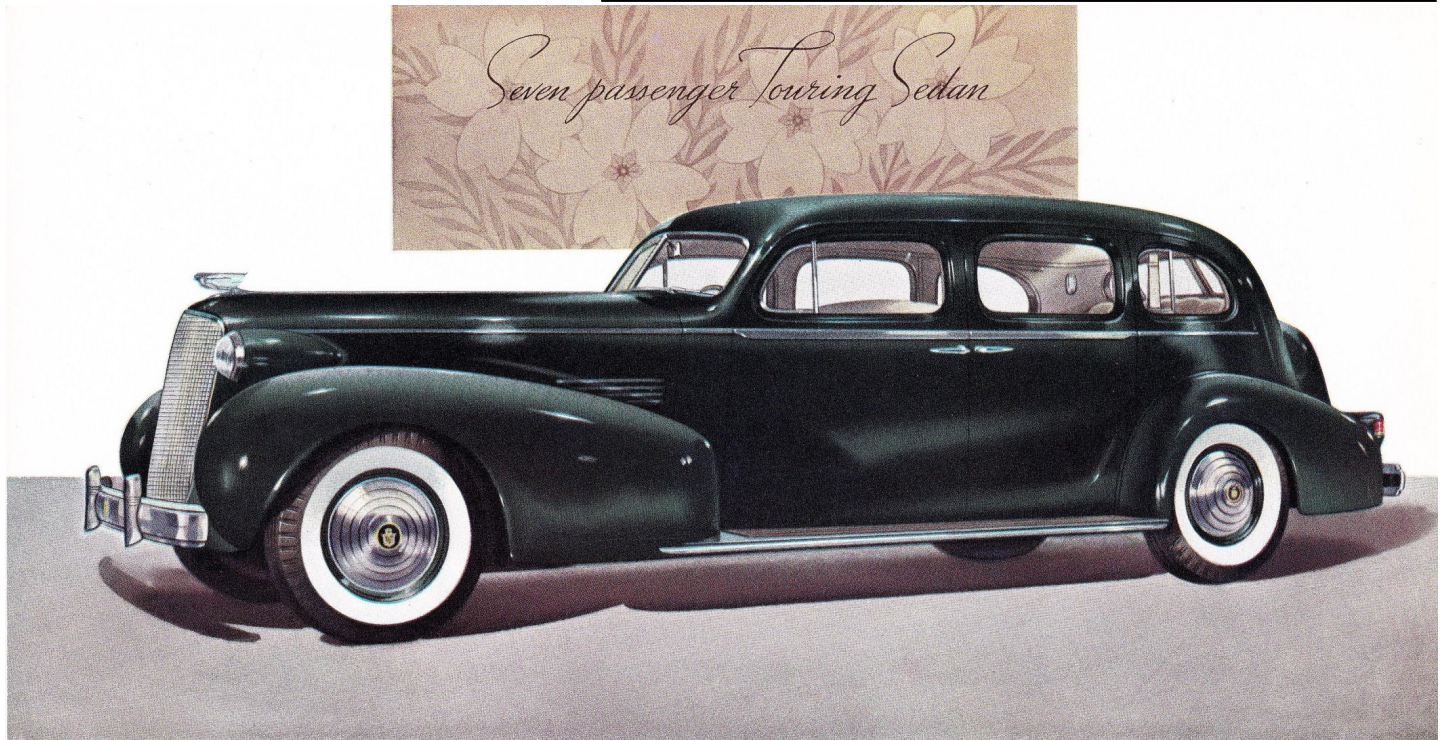
If you would like to have your car featured in the next Goddess, just email me.



A 1937 Seven Passenger Touring Sedan V-12

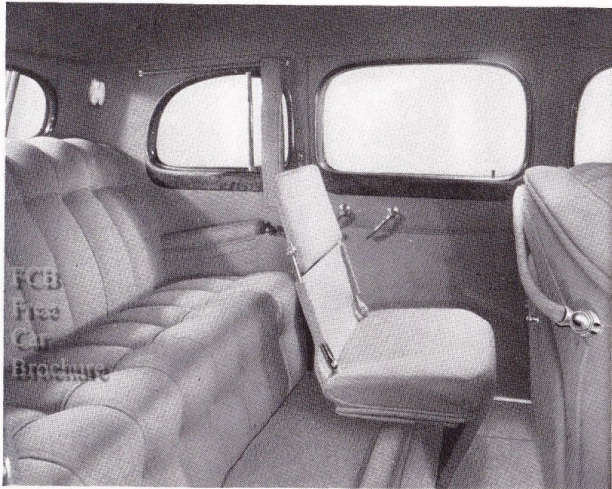
By Paul Aveni

My interest in old cars started 1971 when I would help my Uncle Tom work on his 1937 Cadillac which is still in the family. It was always a dream of mine to own my uncle's car or have one of my own. In January of 2023 I went to a concourse event in Florida where I was fortunate to meet a gentleman with a 1937 Fleetwood 7 Passenger Sedan powered by the original V12 he was looking to sell.



SERIES 75 AND 85 * 138-INCH WHEELBASE

SPECIFICATIONS ON REVERSE SIDE



FLEETWOOD

SEVEN-PASSENGER TOURING SEDAN

Style 7523-8523

- Rear Quarters* Metal with quarter windows.
- Front Seat* Entire front seat cushion and back rest adjustable 4 inches. Seat cushion has 3/4-inch rise. Seat frame integral with center body pillars.
- Rear Seat* Seat cushion and seat back stationary.
- Lighting:* Dome light operated by curb-side rear door and rear pillar switch; two rear corner lights operated by rear pillar switch.
- Windows* Front doors and rear quarter windows are equipped with individually controlled ventilation feature. All windows Security Plate Glass.
- Interior Panels* Burl Walnut, integral with Walnut garnish mouldings.
- Smoking Equipment* Two ash receivers and two pass-around lighters located at front of rear compartment side arm rest; pass-around cigar lighter on instrument board, ash receiver located in top center instrument board.
- Extra Seats* Two facing forward, luxuriously upholstered with Marshall Springs, double throw backs, providing sufficient room for three passengers, concealed in back of front seat when not in use.
- Equipment* Foot rest, oval shaped, double adjustable, sponge rubber filled, carpet covered to match floor carpet, silk curtain for rear window; two sliding arm slings; two interior sun visors, fully adjustable; folding center arm rest in rear seat back; arm rest on each front door; robe cord.



This car is believed to be one of the first cars to cross the Golden Gate Bridge during the opening ceremony on May 28, 1937.

The car was originally purchased by the state of California from well known Don Lee Cadillac & LaSalle dealership. It is rumored to have been frequently driven by then Governor Ragan. In 1986, the car was sent to British Columbia where it was on display in the Vancouver World's Fair. The car has a rich history and a long future in our family and is recognized by the Classic Car Club of America.





Paul Aveni
Along Side His
1937 7 Passenger
V12 Sedan



Cadillac & LaSalle Club Winter Board Meeting 2024

By Robert Schles

The CLC Winter Board meeting was held in Irving, Texas on January 24th-27th. Members from all over the country attended including myself and Michael Stinson from the Valley Forge Region. Dave Rubin, the head of the Meets and Tour Committee had several days of fun filled outings planned. On Thursday, January 24th members were bused to tour the extensive Sam Pack private 420 car collection. On display was only 1/3 of the vast collection which included many rare and outstanding vehicles from a 1903 Cadillac truck to many celebrity owned vehicles cars include Lucille Ball's 1953 XK120 Jaguar.



A pair of 1934 Cadillac Sixteen Custom Roadsters



1941 Chrysler Indy 500 Pacemaker



1938 Lincoln "K" V-12 Cabriolet



1933 Lincoln V 12 KB Brougham



1940 Packard Super Eight



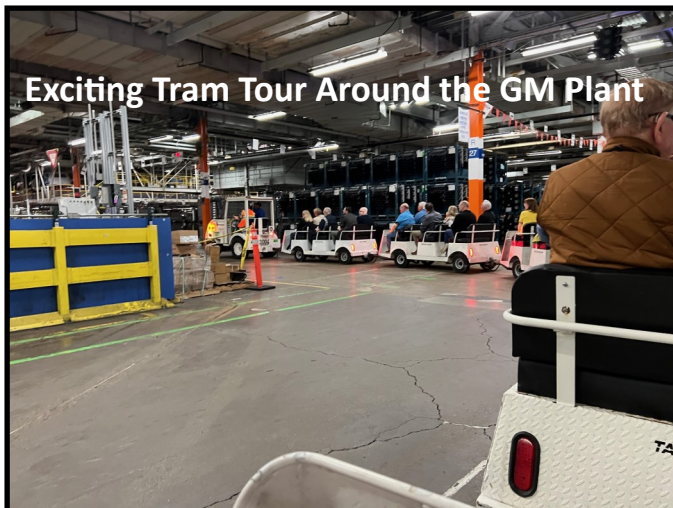
So many cars to see!

After the visit to Sam Pick's collection, members had time to rest up before heading to Billy Bob's Texas for dinner. Billy Bob's is reportedly the worlds largest honkytonk.



Billy Bob's Texas

On Friday, January 25th club members got an early start to tour the General Motors Arlington Assembly Plant. At the Arlington plant, GM builds full size SUVs including; Chevy Tahoe and Suburban, GMC Yukon and Yukon XL and the Cadillac Escalade and Escalade-V. GM produces 1350 vehicles each day at the plant or almost one vehicle a minute! After a safety video and a briefing on the history and plant layout, we all boarded a tram to see the assembly line. The tour started in the body shop where the body sections are stamped then welded together.



Exciting Tram Tour Around the GM Plant



Welding Robots in the Body Shop

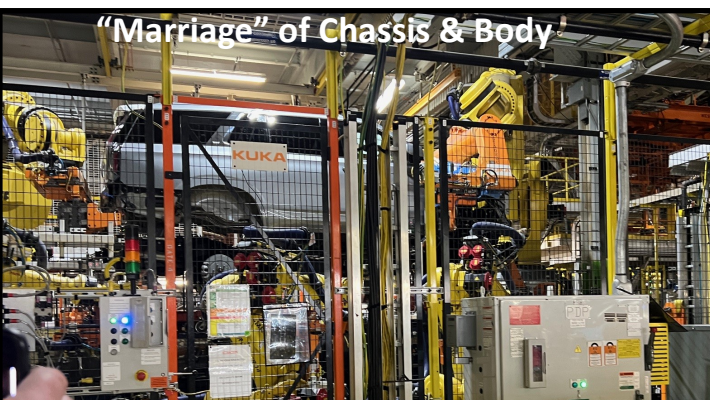
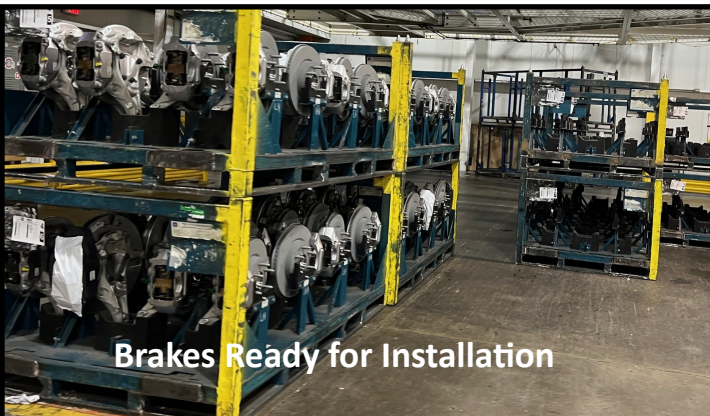
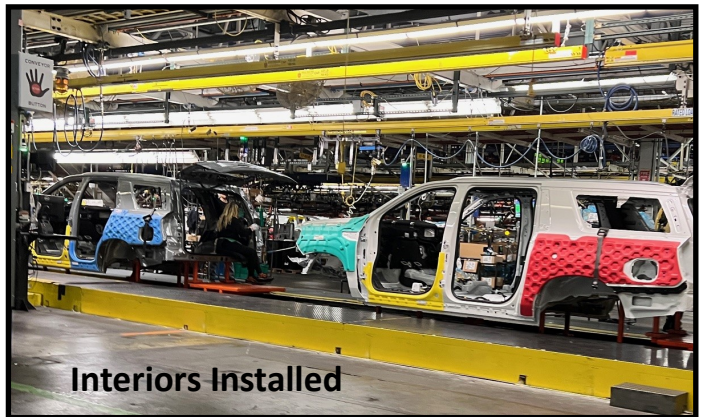
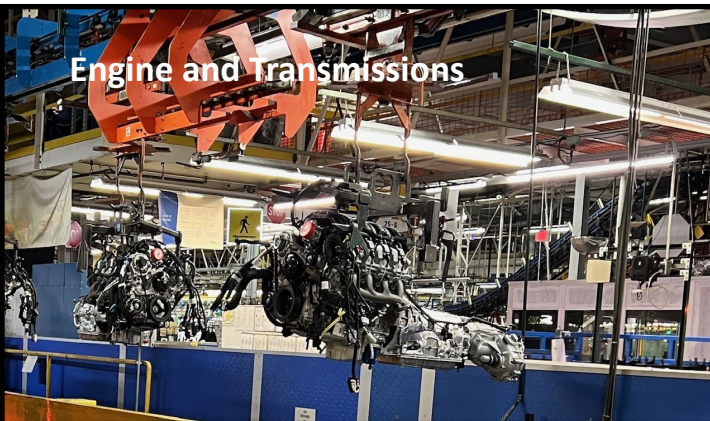
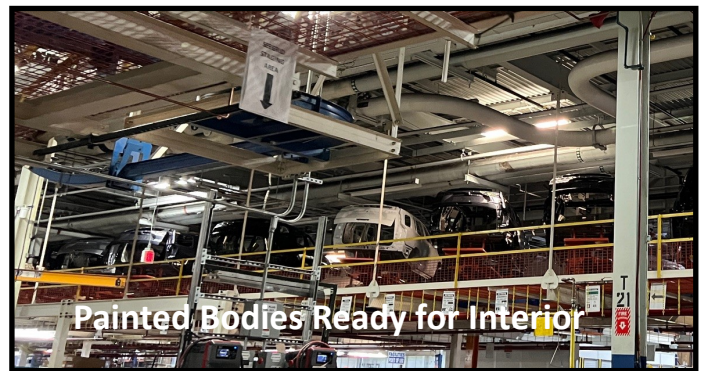


Body Side Panels Ready for Welding



Body Frame Ready for Side Panels

After the bodies are completed they go to the paint shop (which was not on the tour) for corrosion protection and painting. Afterwards, the painted are bodies return to the assembly line for the interior and exterior components. Once the body and chassis is completed, they are “married” together by massive robots. If you would like to see a video of the body and chassis “marriage” it can be viewed [here](#).





Final Testing



A 2024 Escalade-V Ready for Delivery

After the incredible tour of the GM assembly plant, we went to the Frontiers of Flight Museum. The museum is Texas' premier Air and space museum. On display are more than 40 air and space vehicles with many



A Blue Angel Aircraft on Display



Apollo 7 with Many Vintage Aircraft



Babe's Chicken Dinner House

historic aircraft including a Wright Brothers airworthy Flyer, the Apollo 7 Command Module and a Boeing 737-300 you can tour. Afterwards we were all treated to fantastic southern cuisine at Babe's Chicken Dinner House.

If you have never been to a Cadillac & LaSalle Club Board Meeting, I highly recommend attending one. It's a great way to see the local sights, make new friends and reconnect with old friends too.

The next CLC Board Meeting will be held in Chattanooga, TN on January 29, 2025.

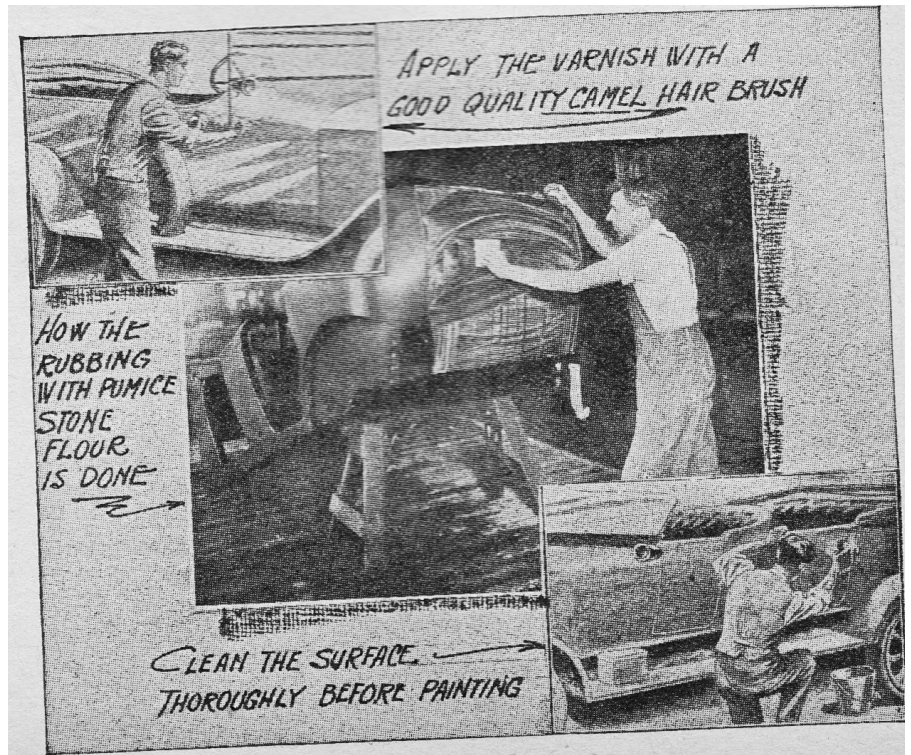
One Hundred Years Ago: 1924 - The Year General Motors Changed Automotive Painting by Robert Schles

1924 was an important year at General Motors for the advancement of automotive finishes. Prior to 1924 GM and other automotive manufacturers painted cars the same way that horse carriages were painted, with a brush. Here's a description from an advertisement of the Studebaker Brothers Carriage Manufacturing Company: "Studebaker Finish! The most perfect, lasting surface of paint and varnish possible to put upon carriages. As the most vivid means of suggesting all the processes that culminate in a Studebaker finish, the accompanying panel was prepared. It illustrates the twenty-two successive stages of finish as they appear on every Studebaker carriage. But, there are other steps typical of Studebaker thoroughness that cannot be pictured: the chemists tests of oils and pigments; the careful preparation of the wood to take its finish properly; the repeated hand rubbing (sanding and polishing) to get smoothness; the perfect drying of the coats, an item that means fifty-two days of valuable time." 22 steps and 52 days of manufacturing time!



An article in the April 1921 issue of the *American Automotive Digest* describes the labor intensive process of repainting automobiles. Here are highlights from the 3 page article:

- ◆ Heat the old paint and varnish with a gasoline blow-torch, While still soft, remove paint with a scraper or putty knife
- ◆ To remove any remaining paint, apply a liquid paint remover in a two foot square area at a time, allowing 20-30 minutes to soften remaining paint, remove paint with a scraper or putty knife; several application may be necessary
- ◆ Clean the body with turpentine or gasoline removing all paint remover, dirt and grease
- ◆ Use an oval brush to apply the primer brushing out as smoothly as possible
- ◆ For the coloring material to give the primer enough body, add oil-ground lead in the direction of the chosen color, allow to dry
- ◆ For the next coat, beat up keg lead in one part raw linseed oil and six parts turpentine, apply with a chisel point brush, allow to dry



- ◆ Knife on the pigment coat with a 2 1/2" French scraping knife working it out as smoothly as possible, allow to dry at least 48 hours; sand with No.1 sandpaper then No. 2 sandpaper bringing out a glossy finish
- ◆ Apply the color foundation using 1 part raw linseed oil, 5 parts turpentine and 1 case of Japan ground color; allow to dry to lose it's gloss but not dead in appearance
- ◆ For the first coat, flow on a color varnish as soon as possible, rub with a wet wool sponge dipped in pumice-stone flour allow; to dry 48 hours
- ◆ For the second coat, halve the amount of color varnish, rub with a wet wool sponge dipped in pumice-stone flour allow to dry at least 2 days
- ◆ Apply any pinstriping , allow to dry, then apply a coat of rubbing varnish, allow to dry 3 days, rub with a wet wool sponge dipped in pumice-stone flour; allow to dry
- ◆ The final finish applied is an elastic body finishing varnish

62 THE VEHICLE MONTHLY April, 1919

F. O. PIERCE COMPANY

NEW YORK, U. S. A.

Manufacturers of High Class Pigment Colors
from ORIGINAL FORMULAE. Colors ground in
Japan and other MEDIUMS to meet any
SYSTEM of APPLICATION

We can now furnish Uzatona Reds ground in Japan, Oil or Varnish.
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EDWARD SMITH & CO.
Carriage Varnishes

92 Years' Experience in Every Car

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CHICAGO **NEW YORK**

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Everything from the Bare Wood to the Finishing Coat

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"IT CERTAINLY IS BLACK"

ATLANTIC VARNISH WORKS, RICHMOND, VA.

French's Colors

A complete line for the painter of automobiles, trailers, carriages and wagons.

Ground in purest coach japan. You will be pleased with their uniformity, elasticity and durability.

Write for Latest Color Book

SAMUEL H. FRENCH & COMPANY
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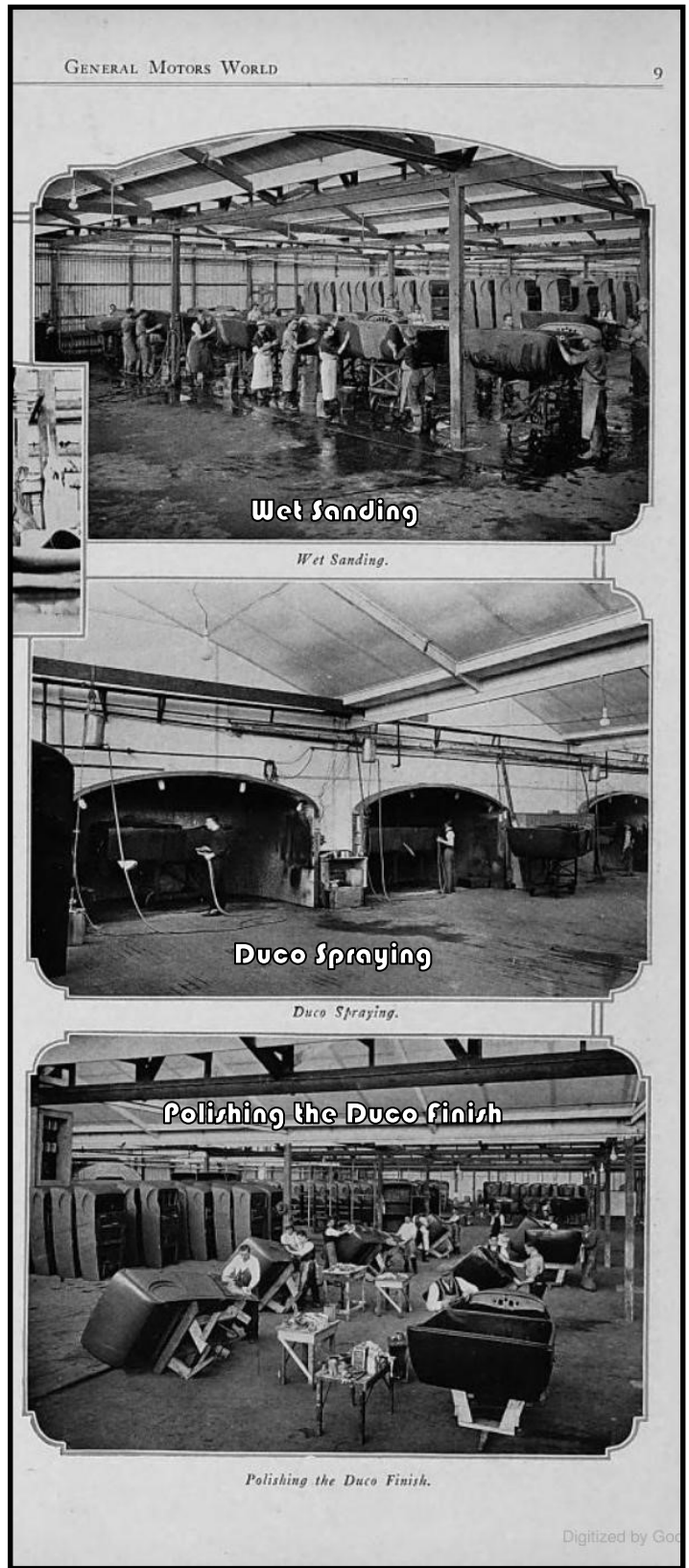
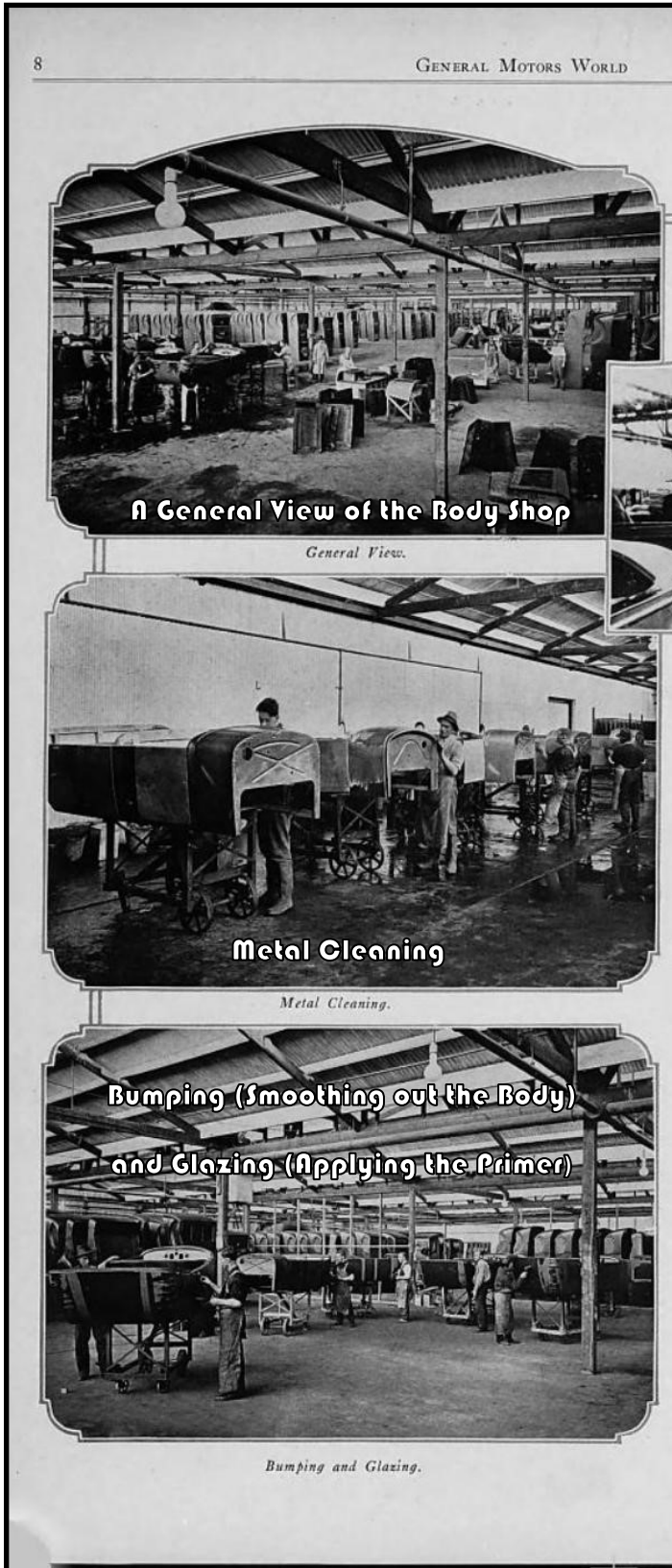
Mention THE VEHICLE MONTHLY when writing to advertisers.

Just reading all the steps is exhausting. Furthermore, the affects of the hazardous chemicals involved on the health of the painters could not have been good. Ford, at the time, was using high-temperature baked black enamel paint on all Model T's. The Model T's were black because black dried the quickest of all the colors, taking about a week.

In 1921, the DuPont Chemical Company discovered nitrocellulose lacquer. On a hot Friday afternoon in July 1921, as the story goes, a worker at the DuPont film plant left a drum of gun cotton (cotton fibers treated with a nitrate solution) out on a loading dock during the very warm weekend. Monday morning, concerned workers brought the drum inside and opened it up. To their amazement, what they found wasn't gun cotton, but a clear, viscous liquid. This liquid became the foundation of nitrocellulose lacquer. The lacquer finish, sold under the name Duco Automotive Paint, would be used for the next 50 years. Following this discovery, the DuPont Chemical Company worked with GM engineers on developing both the lacquer paint and primer for automotive use with this new material. The lacquer paint was a huge improvement over the varnish and enamels of the time. Most low-end varnish finishes came in few colors, while Duco was made available in a variety of colors.

By this time paint spray guns had been around for several years. But it wasn't until 1924, after a few years of testing, General Motors introduced the use of spraying on the Duco finish on Oakland Automobiles. I am sure it wasn't a coincidence GM was one of the first companies to use Duco Paint on it's assembly line. Pierre S. du Pont who was then president of GM was also on the board of directors of duPont Chemical Company. "Duco has become so popular," reported one GM executive, "that customers are now demanding it." Alfred P. Sloan who took over as president of General Motors recognized that Duco was such a sensation he recommended that GM apply it to all models. By mid-1925 GM used the Duco lacquer finish on their entire automotive line-up. Cadillacs could still be ordered with any available type of finish the customer preferred. By the end of 1925, more than 14 automotive manufactures were using the Duco finish. The quick-drying, spray-on Duco reduced the steps, drying time, labor costs, and storage space. The Duco automotive paint enabled manufactures to end the old process of applying the finish using scrapping knives and brushes.

Below are pictures from the January 1926 issue of *General Motors World* magazine of a GM Body Plant in Australia applying the Duco paint finish. GM was the only auto manufacture using Duco paint in Australia at



that time. Duco paint dried faster than varnish and baked enamel, was cheap to apply, and could be made in any color. GM dealers also ordered stocks of Duco paint for the purpose of speeding up used car sales by refinishing the used cars with the Duco finish. The new Duco paint not only cut costs but the new finish added great value to GM's automotive lineup for many years to come.



From *Car Life* magazine:

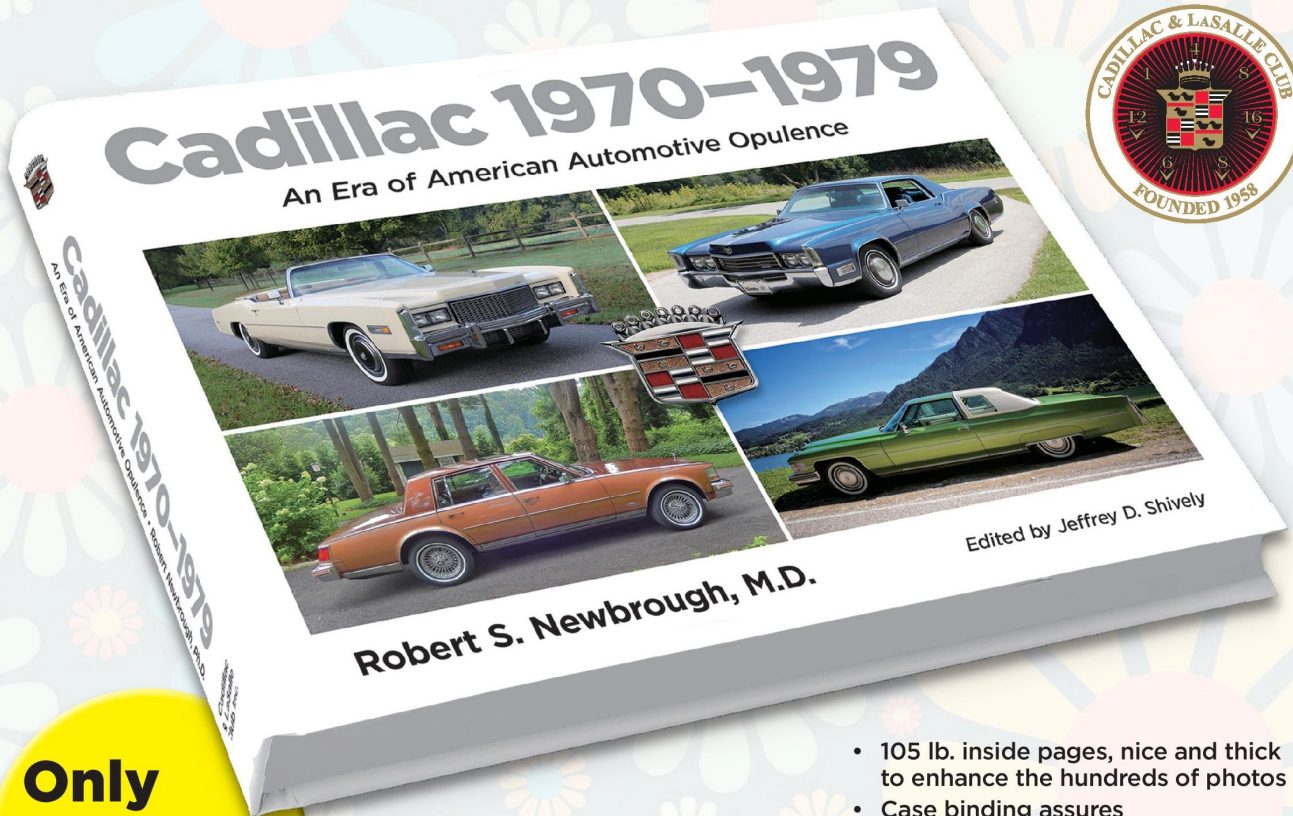
LOOK TO THE REAR: Owners of 1956 Cadillacs are warned to watch out when backing their cars. In response to a poll taken last year, designers completely revamped the gear ratios for this year's models. One thing that people complained of was the slow reverse of their Caddies, so this year's gear ratio has been upped to a whopping 4.3:1. Results? A little less power, but plenty of speed.

LEADING THE FIELD: Two innovations first introduced in '56 Cadillacs are soon to be released to other auto manufactures. These are electrically-operated radio antennas and the "remote control" exterior rear-view mirrors. The new electrical antenna replaced the vacuum-operated antenna standard until this year. The exterior rear-view mirror combines the expansive view of the old mirror with an inside "spot light" control, enabling the driver to adjust the mirror from within the car.

ALL THAT GLITTERS: The gold grille and gold spoke wheels available on all '56 Cadillacs may be the beginnings of another Cadillac "first". What looks like a solid gold grille is anodized aluminum. This is accomplished through an electro-chemical process of building up an aluminum oxide layer on stamped or cast aluminum, then dipping the metal into a color dye, and chemically sealing the color. The process locks in the color permanently. According to aluminum manufactures, this is just the beginning of the use of color metals in automobiles. GM's 1956 dream cars features a brushed aluminum top which reflects the heat better than most light colors. Chrome moldings may be replaced with colored anodized aluminum for new styling concepts. Wheel caps and bumpers are also well within the realm of possibility for the new models. Watch for gleaming aluminum in many new locations on next year's cars.

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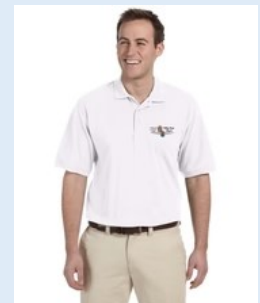
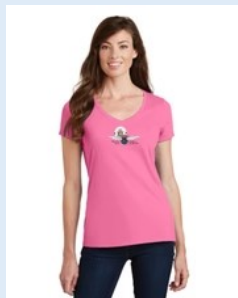


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<https://gmclubapparel.com/collections/clc-cadillac-lasalle-club-valley-forge-region>

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45th Annual General Motors on Display

SPONSORED BY THE KEYSTONE STATE CHAPTER, PONTIAC-OAKLAND CLUB INTERNATIONAL

EXHIBITION OF GENERAL MOTORS CARS, TRUCKS, COMMERCIAL VEHICLES, & FLEA MARKET FOR GENERAL MOTORS PARTS

LOCATION - Macungie Memorial Park (home of Das Awkscht Fescht), Rt. 100, center of Macungie, Pa.

DATE/TIME - **Sunday, June 2, 2024 (Rain or Shine) Registration 9:00 am -12:00 Noon**

CLASSES - The show is open to all General Motors cars and trucks.
Cars will be parked in the order they arrive, special requests will be considered

AWARDS - No judging or trophies. High quality dash plaques for the first 100 registered vehicles excluding cars for sale. Door prizes will be awarded by drawing.

VENDORS - Flea market featuring General Motors parts and literature.

FOR SALE - For Sale signs are not permitted on the show field. Vehicles for sale will be the same price as show vehicles and parked in the Car Corral

FOOD - Coffee, donuts, and a hot breakfast will be available in the park until 11 AM. A variety of hot and cold lunch items will be served after 11 AM.

MUSIC - A variety of music will be provided by our DJ.

INFO - Tom Wright, 61 Elmar Circle, Royersford PA 19468
Phone: (610)587-3468 Email: tommyjw22@yahoo.com

REGISTER - Show vehicles \$15.00 pre-registered, \$20.00 day of show. Cars for Sale same price_ Flea market spaces 20'x20' \$15.00 pre-registered, \$20.00 day of show. Vendors must furnish tables.
Pre-registration deadline is May 24, 2024 Keep the top and send the registration form only
You can also pre-register on-line at <http://www.kscpoci.org>

GENERAL MOTORS ON DISPLAY - PRE-REGISTRATION Form

DEADLINE: Detach and return by May 24, 2024 SEND Checks/Money Order or pre-register on-line
 PAYABLE TO: Keystone State Chapter P.O.C.I. MAIL TO: Sandra Kemp, 1603 S. Main St., Bechtelsville PA
 ENCLOSE: \$15.00 per vehicle, \$20.00 per 20'x20 vendor space 19505

NAME _____ E-mail _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____

YEAR ____ CAR MAKE _____
 MODEL _____ BODY STYLE _____
 SHOW CARS (ABOVE) ____ @ \$15.00 CARS FOR SALE ____ @ \$15.00 FLEA MARKET SPACES ____ @ \$20.00

TOTAL ENCLOSED \$ _____ SIGNATURE: _____

By signing you are stating that you will not hold the Keystone State Chapter P.O.C.I. responsible for personal injury, property damage, or other liability



Welcome to the Valley Forge Region
of the Cadillac LaSalle Club



Membership - 2024

Check one: NEW MEMBER* or RENEWAL

Membership runs from January 1 through December 31
Members of the Valley Forge Region receive our
award-winning newsletter, *The Goddess*†.

To be a member of VFR, you must be a member of the National CLC.

Name: _____ Auxiliary: _____

Address: _____

City: _____ State: _____ Zip: _____

Cell Phone: _____ E-mail†: _____

Other Phone: _____ Home Office

Choose one, two, or three-year membership:

- One year - \$20/single member \$25 includes Auxiliary member
- Two year - \$35/single member \$45 includes Auxiliary member
- Three year - \$45/single member \$60 includes Auxiliary member
- Member 90 or older – FREE! (includes Auxiliary member)

†IMPORTANT - *The Goddess* is distributed by e-mail.

Please be sure to include your current e-mail address in the space provided.

VFR-CLC Nametags VFR-CLC Nametags VFR-CLC Nametags VFR-CLC Nametags

VFR Members are entitled to one (1) official Club name tag, and one (1) for an Associate Member. Please indicate the names *exactly* as you want them to appear on the name tag:

Member: _____ Auxiliary: _____

New (No charge for Member and Auxiliary) No thanks, I/We have VFR-CLC name tags

Ours have been lost. Please supply replacements with names as above. We have enclosed \$13 ea.

***My National Membership ID # is: _____ (if already a member)**

*******PLEASE MAIL CHECK PAYABLE to "VFR-CLC" TO: *******

**Earl Rutter, Jr., VFR-CLC Membership
758 S Mildred Street
Philadelphia, PA 19147**

My Garage includes the following cars (please state Cadillac or LaSalle, year, style)

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2. _____
3. _____

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