





VALLEY FORGE REGION CADILLAC / LASALLE CLUB



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Secretary:

Treasurer: John Wood; renopa@verizon.net Membership: Earl Rutter erutterjr@gmail.com

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BOARD OF DIRECTORS

Cliff Woodbury III John Wood Robert Schles Mike Zimmerman Michael Marchese Mike Stinson

Ron Hux

Earl Rutter

PAST PRESIDENTS

Lew Howells [1975-82]

Gary Anderson [1983-7]

George Cavanaugh [1988-9]

Jack Hotz [1990-1]

Don Miller [1992-3]

Bill Edmunds [1994-5]

Jack Hotz [1996-9]

Toni Rothman [2000-01]

Rob Robison [2002-03]

Mike Barruzza [2004-05]

Marty Watkins [2006-09]

Cliff Woodbury [2010-2011]

Cilli Woodbury [2010-2011

Ron Hux [2012-2017]



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"Cadillac Heaven" The Greenberg Cadillac Museum

Restoration of a 1941 Cadillac 6019S Sedan Pt. 1

Would you go big on a Caddy Wagon?

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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 Zoom at the following link:

Join Zoom Meeting

https://us02web.zoom.us/j/71438914122?

pwd=UDZDQUg0OFRtYVRSZmdacDNaa0JDQT09

Meeting ID: 714 3891 4122 Passcode: VFRmonthly One tap mobile dial-in:

+13017158592,,71438914122#,,,,*2569716791# US (Washington DC)

+13126266799,,71438914122#,,,,*2569716791# US (Chicago)

Dial-in by your location (audio only):

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

March 2022	Tidy Sirg Calder a	The Goddess Page 2	
March 06	127 South 4th St - rear Pine St Hamburg, PA	Ontelaunee Region of the AACA Presents the Hamburg Swap Meet & Car Corral 7a-3p	
March 26	1228 Forest Parkway Suite 200 West Deptford, NJ	Contact Lester Manwiller for details at 1-610-823-465 Caffeine and Chrome-Gateway Classic Cars of Philadelphia 9a-12p	
March 27	735 Harding Hwy US Rt. 40. Woodstown, NJ, 08098	South Jersey Region AACA 50th Annual Swap Meet and Car Corral at Salem County Fairgrounds https://www.sjraaca.com/annual-swap-meet-car-corral/	
April 9	Lansdale, PA	North Montco Technical Career Center Car Show 9a-3p	
April 10	Quakertown, PA	Dairy Queen Car Cruise & Good Time Motorvators 3p-7 p	
April 15	Morgantown, PA	Indoor/Outdoor Auto Parts Swap Meet and Car Corral at Classic Auto Mall 8a-3p	
April 20 — 24	Carlisle, PA	Spring Carlisle https://www.carlisleevents.com/events/events- detail/index?id=spring+carlisle	
April 23	Exton, PA	Top Dead Cruisers on Main Street 5p-8p	
April 24	King of Prussia Mall	Upper Merion Police Association Car Show JC Penny Lot 9a-2p	
April 30	Roebling, NJ	12th Annual Roebling Museum Car show 9a-3p https://www.hemmings.com/events/detail?listing_id=60284	
May 6-7	Wildwood, NJ	Wildwood Spring Show	
May 7	Downingtown, PA	Crusin Classic of Chester County Caln Village Shopping Center 3947 Lincoln Hwy 9a–2p	
May 14	Morgantown, PA	Chariots of Fire @ Classic Auto Mall	
May 21	Dover, DE	Delaware State Police Museum Car Show Contact Don Miller for details bluefludon@aol.com	
June 21-25	LOMBARD, IL	CLC GRAND NATIONAL 2022 CHICAGO HTTPS://www.cadillaclasalleclub.org/events/EventDetails. ASPX?ID=1515121&GROUP=	





Greetings. Winter is advancing quickly to its desired, timely end, albeit not without a fight; March is coming in like a lion as I write, with sleet, freezing rain, and ice in tonight's forecast. Twenty-four hours ago, it was 70 degrees! March is such a scheming month... teasing us with a 70-degree day, then BAM! No, we cannot pull the cars out of storage just yet. Despite the weather, the VFR and CLC National Boards have been busy developing plans for the 2022 season. 2022 will be as busy as any other year, with local, regional, and national events in the works. I've outlined items of interest from the CLC Winter Board (Zoom) meeting on page five. An updated calendar of local and regional events of interest is on page three.

The VFR Board continues to plan activities for 2022, which (we hope) will include one or two social cruiseins and picnics, banquets, brunches, and VFR's return to Lahaska in the fall. We also plan to organize joint activities with neighboring regions. Please join us on March 15th at the Desmond Hotel to share ideas and to get involved. As I mention each month, we are always looking for new ideas of social and Club activities to host. If you have an idea, let me know by email or phone. Any activities we host requires assistance from you, our members. We need help with organizing events, collecting & tracking registrations & payments, coordinating food, activities, and judging at shows. Contact me and let me know your willingness to help and in what capacity, so we can plan such activities based on the help we will have. We cannot commit to an event like a dealer judged show if we do not have adequate volunteer help. If you are interested and able to help in any capacity, please contact me as soon as possible.

I hope everyone is enjoying the new format and publication schedule of schedule of *The Goddess* newsletter. Receiving it every other month does take some getting used to. We will keep you informed of events, happenings, and developments each month with email updates sent between issues. We are now offering classified ads in the newsletter, as well as on the VFR



website. These are free for VFR members; non-VFR members who would like to place a classified ad will be charged a nominal fee. Contact Rob for details.

I hope many of you will share stories with Rob to spotlight in future issues. To submit an article for publication in *The Goddess*, email a draft to Rob at least one month in advance of the publication date. He will work with you edit your article for grammar, punctuation, spelling, conciseness, and word-count.

If you cannot attend the monthly meeting in person, or if weather/ road conditions cause the in-person meeting to be cancelled, we will continue to stream the monthly meeting live via Zoom. Zoom meeting details are the same each month and can be found on the title page of *The Goddess*.

Updates to Regional & Inter-Regional Events:

A calendar of events in and around the region is on Page two and is updated each month. Consult respective websites, Facebook pages and organizers for updates on shows and events hosted by other regions, clubs, and organizations. Let the Club know of any local events in your area by forwarding information to *The Goddess* Editor Robert Schles, and posting on the VFR-CLC Facebook page: https://

www.facebook.com/

CadillacandLaSalleClubValleyForge

Michael Stinson

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





No meeting was held in the month of February.

Sunshine – VFR member Ed McBride pasted away on January 30th. VFR donated in Ed McBride's memory to "Families Behind the Badge" Children's Foundation.

New Activities and events for 2022 are being planned and will be discussed at the March monthly meeting. Possible social / tour activities include:

- ◆ A meet-up/cruise-in to Gateway Classic Cars https://www.gatewayclassiccars.com dealership in West Deptford, NJ. Gateway Classic Cars hosts a cars & coffee on the last Saturday of each month from 9-noon. They have a new marketing program, where a local car club is a "featured club" each month. The featured club receives a \$10.00 per car donation for each club member who attends the cars & coffee, up to \$200.00. More will be discussed at the next meeting but a tentative date of August 27th is being planned. Contact Mike Marchese mpmarchese@aol.com or Michael Stinson michael.c.stinson46@gmail.com if interested in attending.
- ◆ A cruise to and tour of the Helicopter Museum in West Chester, PA. https://americanhelicopter.museum/ Lunch would follow.
- ♦ A cruise to and tour of American Treasure Museum in Oaks, PA. http://americantreasuretour.com/. They offer group tours Fridays, Saturdays, and Sundays for 15 or more people utilizing a tram car. The group would convene for lunch afterward. No date set yet, but we are thinking of arranging one Saturday in March or early April. Contact Bill Smith for details and to sign up.

VFR Website Statistics (courtesy Jeff Hansen):

For January 16th – February 12th

121 website visitors (or 4.23 per day). This compares to 117 visitors (4.18 per day) over the previous period.

Top countries where our visitors are from: USA (100), Netherlands (7), Germany (5) and five countries with 1 or 2 visitor each.

10 most popular pages:

1) Home page Membership (Join Us!)

The Goddess Our Cars

Current News Online Calendar of Events
Our Friends President's Message
Classifieds 10) Officers info

Treasurer's Report (courtesy John Wood)

INCOME		EXPENSES	
Membership	\$185.00	Website Hosting Fees \$364.17	
TOTAL	\$185.00	Membership	\$130.41
NET For January	-\$309.58	TOTAL	\$494.58
Net 2021 YTD	-\$309.58		

Jan 2022

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The CLC National Winter Board of Directors Meeting was held virtually via Zoom on January 29th. Meeting minutes will be published in the March issue of *The Self Starter*. Among the topics of local interest:

- Additional national judging guidelines and protocols are being developed. Among the areas being addressed is clarity on "as built by the factory" vs. "as delivered to the customer by the dealer". Additional judging criteria are also being developed for modified vehicles.
- Nick Manole, Director of the Albuquerque Region Head of the Fleetwood Chapter, was approved unanimously to be the new Vice President of Chapters, replacing Bob Crimmins.
- ◆ A 1970s book is being compiled for publication.
- CLC members can receive discounted admission tickets and bidders passes to Mecum Auctions. Discounts for groups of 15 or more are also available. CLC can also arrange to have a club information table at Mecum auctions.
- ◆ The 2023 National Driving Tour will be September 18th-21st, starting in northeast Indiana and ending in Northwest Ohio. It will end just before the 2023 Fall Festival in Kalamazoo MI.
- ◆ The **2024 Grand National** is to be held at the **Wyndham Hotel in Gettysburg PA**. A contract with the hotel is being finalized now. We have not heard what region(s) will be involved in hosting, but we expect the VFR may be called upon to assist.
- ♦ The 2022 Grand National meet will take place June 21-25 at The Westin Chicago Lombard, 70 Yorktown Center, Lombard, IL 60148. Hosted by the West of the Lake (Chicagoland) Region. The room block is available for booking. Meet registration is in the January issue of *The Self-Starter* and on the CLC National website.
 - A few VFR members would like to organize a two-day driving tour to the GN, stopping in Cleveland and visiting a local point of interest before continuing on to Lombard. If you plan to drive to the GN and are interested in joining the CLC "road trip", please email Robert Schles at therobertschles@gmail.com
- The annual CLCMRC Fall Festival is scheduled for Sept. 22-24 at the CLC Museum & Research Center, Gilmore Museum, Hickory Corners, MI. Save the date and go to the festival website https://www.cadillacfallfestival.com/ for details and updates.

SAVE THE DATES! CLC National Driving Tour 2022 When: Sunday, 10/30 to Friday 11/4

Virginia Beach - VA, Outer Banks, NC - Wilmington, NC - Myrtle Beach, NC - Charleston, SC

Contact: Dave Rubin david@DavidBRubin.com 914-980-6776

More information will be featured in a future issue of *The Goddess*



Editor's Note: This month's Spotlight is from club member Russ Cantell and his 1963 Eldorado. The article was originally published in the CLC 6364 Chapter newsletter. Thank you Jason Edge for sharing.

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

Russ & Maria Candell 's 1963 Eldorado Biarritz

By Russ Candell





I always had the "Car Bug", but with kids and family, cars took the back burner. I always loved Cadillacs and back in the 80s, my folks gave me a gold 1970 Cadillac while I was in college. Wish I kept it. My uncles had 60s Cadillacs and I always wanted a land yacht. Loved the fins. When I decided to get a Cadillac, I was considering 59-64. I viewed probably hundreds on-line and gravitated to a few. I selected the 63 Eldorado because it was gorgeous. All original for the most part. I did what was needed to get it closer to perfect.



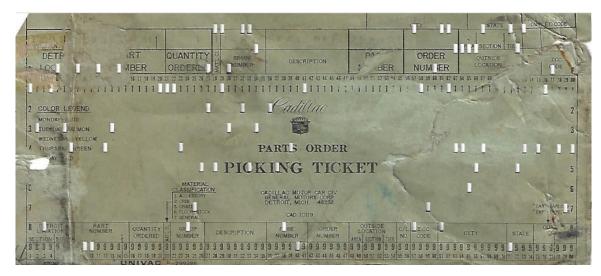
Philadelphia Veteran's Day Parade 2019





New Coker tires 820-15BFG 1" white wall, hoses, period clamps, Electron Top, and battery did the trick. From the owner's manual I learned the car was originally purchased in Columbus, OH at Columbus Motor Car Company to a F. Stanley Crooks.

Somewhere along the line the car spent time in Arizona and has an Arizona CLC sticker on the window. Pictures of the restoration showed the car had been painted blue and was returned to the original paint during the restoration. The car was equipped from the factory with a trumpet horn. I enjoy a good honk occasionally. The radio is original and works. To keep the radio original, I use a Bluetooth device in the cigarette lighter and transmit my tunes to the radio via my cell phone.



This computer punch card is the Parts Order **Picking Ticket** that followed the vehicle through production - so I am told.

The vehicle was restored in the 1990s and then was sold at Barrett Jackson. The car spent a good amount of time in Scottsdale, AZ before it was traded to a broker. The car resided in the Charlotte, NC area from 2002 to 2019 when I purchased this gem. Jenkins restored the interior in 2007. The VIN indicated the car was to be Frost Red Firemist, with white interior, and a white top. The restoration brought it back to its original state. The Eldorado has matching numbers. For a time, it was painted blue as seen below in the restoration photos. My plan is to try and track back the ownership and obtain more information on the ownership and restoration.

Note in the restoration pictures to the right and below that this Eldorado had been painted blue at some point, but later restored to the original red exterior color.











Maria and I enjoy driving down the highway in this awesome boulevard yacht. We noticed that many

times while driving on the Jersey Turnpike, that we were being videoed by
passing cars. I can imagine parents telling kids in the back seat that this is how
cars were made years ago. Cars of this
era remind me of the men and women
who won WWII, came home, went to
work, designed the greatest cars, and
landed on the moon. To me, this car is
dedicated to my father who
fought, was wounded, and
suffered as a POW during WWII. I

wish he lived to see it; he would have loved it. My wife and I are enjoying the time we spend driving around. This car is a real head turner.







The picture on the left was an anniversary card given to my wife years ago. When I got the Cadillac, she showed me the keepsake card. We recreated the picture as seen above.... stripped shirt and all.



Nothing like July 4th in a 1963 Eldorado Biarritz!



Interior of Russ & Maria Candell's 1963 Eldorado









Engine Compartment







Left Front & Left Rear View of Russ & Maria Candell's 1963 Eldorado





From Around the Internet

GM launches CarBravo to rival Carvana

General Motors has announced the launch of CarBravo, a used vehicle shopping site, which is a direct rival to other used car retailers like Carvana and CarMax. CarBravo will be GM's used vehicle shopping site and will be directly linked to its dealership network.

Hagerty's Bull Market Review

For the fifth year in a row, *Hagerty Insurance* published it's "Bull Market List". They use the prices of the cars they insured for 2021 plus other factors. But above all, they use demographics which play a huge role as younger buyers express their unique preferences. Yes, it's been quite a year with supply shortages, price spikes, and disappointing employment numbers; prices of classic cars went up, too. You might be surprised as (I was) in the cars that made the list this year. Here is *Hagerty's* top 10 list:

10. Pontiac GTO 1966-1967

9. Mercedes-Benz 230SL 1963 -1967

8. Ferrari 246 Dino 1969—1974 7. Tesla Roadster 2008 –2012

6. Land Rover Defender 1983—1997

5. Mazda RX-7 1979—1985

4. Suzuki Samurai 1985 -1995

3. Volvo 245 1975 -1993

2. Porsche 1992—1995

1. Cadillac DeVille 1965 -1970

Cadillac sales* highlights from the Mecum Auction, Kissimmee, FL January 2022

\$104,500 - 1958 Cadillac Eldorado Brougham

\$99,00 - 2009 Cadillac XLR-V

\$90,200 - 1953 Cadillac Series 62

\$84,700 - 1958 Cadillac Series 62

\$71,500 - 1964 Cadillac Eldorado

\$66,00 - 1949 Cadillac Series 62

\$39,500 - 1939 Cadillac Custom

\$37,000 - 1946 Cadillac Fleetwood

\$31,900 - 1941 Cadillac Series 62

\$27,500 - 1993 Cadillac Allante

\$25,300 - 1970 Cadillac Eldorado

\$16,500 - 1991 Cadillac Fleetwood Brougham

*Prices include buyers premium

"Cadillac Heaven" The Greenberg Cadillac Museum

67 South White St. Brookville, Pa. 15825 By Robert Schles

While an ophthalmology resident in Detroit in 1966, Steven Greenberg bought his first Cadillac. He found a 1 year old 1965 Cadillac at an Oldsmobile/Cadillac dealership. After owning the car only six months, it was stolen. He then bought a 1966 Cadillac which was also stolen a short time later. Anyone else might have given up on owning Cadillacs after having two stolen from him but not Steven. He then found a 1966 Eldorado which he still owns today. In 1973, Steven Greenberg drove from Detroit to Brookville, PA in the very same 1966 Cadillac Eldorado along with his recently purchased 1946 Cadillac to continue his ophthalmology career. Steven Greenberg has loved Cadillacs from a young age growing up in Detroit. He never planned to start the largest collection of Cadillacs in the United States. His collection now contains over 70 cars.



1966 Eldorado

"I grew up in Detroit. So, you don't have to say anything other than that," Greenberg said. "In Detroit, you



1958 Eldorado Brougham

grow up with cars. You grow up loving cars. Either cars or Motown, or both." When he was 14 years old, Greenberg's uncle took him to a car show in Detroit, where he saw a 1958 Cadillac Eldorado. From that day, his goal was to buy one. Once he saved up enough money, his dream came true. "The first thing I bought... I found a '58 Eldorado in Pennsylvania," Greenberg said. After buying that car, one of his patients noticed, and asked if he wanted to add another to his collection. He said yes, and the collection began.

Greenberg has collected some classics over the years. A 1955 Eldorado, 1929 Fleetwood, painted green and black, to match the coloring the gangsters in Chicago used to drive around in.

Today, the retired ophthalmologist spends his days "rescuing" Cadillacs. He does a lot of the work himself along with his team. They will spend anywhere between 4-6 months bringing them back to life. "After doing eye surgery 10 hours a day for 30 years" Dr. Greenberg said "I needed something to do with my hands after retirement and this is the perfect thing. We love to buy cars that are not running or in need of a repaint and bring them back to life. That's the fun part of the restoration"

His collection is housed in a former Cadillac dealership and currently consists of Cadillacs as old as 1905. His days are entirely devoted to these cars. He has one goal in mind, to have one Cadillac from each year. He currently has 65 years of Cadillacs starting from 1903 up to 2013 with many more to be added to his collection.



1927 Fleetwood



1970 Eldorado



1987 Brougham

Dr. Greenberg has invited the VFR to a private tour of his museum. If there is enough interest, we hope to make the trip to the Greenberg Cadillac Museum in Brookville, PA sometime later this year. Whatever years of Cadillac you are interested in, you'll find it here. If you might be interested in joining the adventure, let Michael or I know.

Sources: Greenberg Museum Website, VisitGOPA, WATM News, ABC23.com

Restoration of a 1941 Cadillac 6019S Sedan

Part 1. Engine Pulling Party

By Robert Schles and Jeff Hansen



After owning his 1941 Cadillac 6019S for six years, Jeff Hansen decided it was time to do a full restoration on the car. Really, the decision was made for him as the engine had started to knock, the wiring needed to be replaced, the paint was flaking off, and there wasn't much left of the original interior. To kick things off, on November 20, 2021, an engine pulling party was held at Jeff's house. In attendance were Rob Robison, Robert Schles, Jeff, his wife Lauren, and their son, Tyler. In preparation for the party, Jeff had already removed the driveshaft, front bumper, grill, carburetor, starter, generator, intake and exhaust manifolds, distributor, fuel

pump, upper radiator hoses, all wiring connected to the engine and drained the radiator.

After we all arrived, Jeff promptly got the party started by having the team push the 4230 pound beast out of the garage. We proceeded to remove the radiator and drain any remaining fluid.





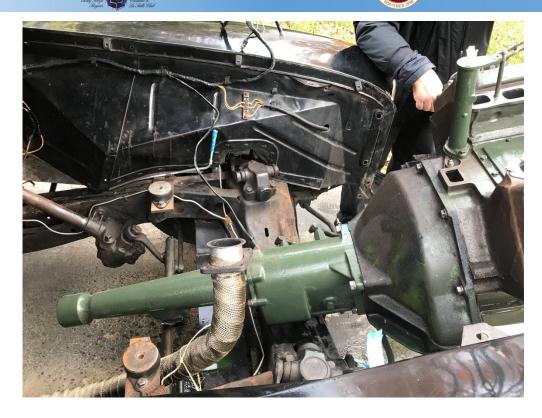
Jeff had rented an engine hoist for the party, which to be honest, looked like it had seen better days. The chain for the hoist was fastened to the head bolts. The hoist was raised with just enough tension to support the engine while the motor mounts and transmission were disconnected. Let the pulling commence!

Rob Robison connecting hoist to the engine





Rob Robison and Tyler Hansen guiding the engine out



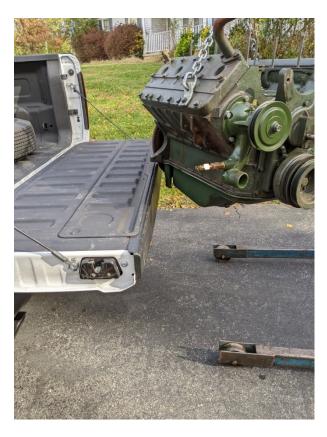
Once out of the car, the engine was lowered to the ground and the transmission, clutch, pressure plate, and bellhousing were removed.



Jeff Hansen guiding the transmission



It was then time to lift the engine into the back of Tyler's pickup truck. While attempting to place the nearly 900 pound engine into the back of the truck, we found out the hoist wouldn't lift the engine up high enough. The engine was about six inches too low to get into the truck bed. Aghh!



While we all stood around scratching our heads, Jeff had the brilliant idea to let the air out of the truck's tires. It was a good thought but the truck did not go down low enough; still 4 inches to high! Robert then jumped into the back of the truck which lowered the bed another 2 inches. His 155lb frame was just enough weight to permit the engine to be heaved, pushed, and shoved into the truck! We secured it in the bed with ratchet straps to all four bed corners.



Now secure in the truck bed, the engine was transported to Don Miller's house for a complete rebuild.

We all pushed the car, which was much lighter without the engine and transmission, back into Jeff's garage to complete the job. Stay tuned for part two as Jeff strips the car down for a trip

to the body shop.



From the website Jalopnik https://jalopnik.com/at-38-995-would-you-go-big-in-this-1970-cadillac-wago-1848554005 by Rob Emslie

At \$38,995, Would You Go Big In This Custom 1970 Cadillac Fleetwood Wagon?



Now, as we all know, back when this Fleetwood was new, Cadillac simply didn't build station wagons. This is the work of the American Sunroof Company — which is still in business today as American Specialty Cars. ASC had been offering sunroof conversions for popular luxury cars of the time, and in fact, did a short run for Cadillac in 1969 before the carmaker took the option in-house.

This wagon conversion shows far more work than just cutting a hole in the car's roof, but thanks to the availability of similarly-sized models from other GM brands at the time, it still looks like a factory job. ASC made a handful of these over the course of a couple of years, all commissioned jobs, with one '71 edition even going to stunt man Evel Knievel.

The low miles of and stately nature of the car are reflected in its presentation. The Condor Blue paint looks stellar and is accented by a padded landau roof that is audaciously matched with more of the material on the door tops. Full wheel covers and whitewall tires, they offer even more luxury adornment.

The interior is equally handsome and is swathed in button-tufted blue leather upholstery with deep-pile carpet below and colormatch door panels and dash to really tie the space together.

You get three



rows of seats here, with the first two fully three-passengers wide for a total of eight seats. This being a Cadillac, there are a ton of convenience features in here, including auto-dimming headlamps, power windows, and set-it-and-forget-it automatic climate control. This wagon

goes so far as to feature the dual-action tailgate (sideways or fold-down) that was popular in more plebeian wagons of the time. It even has the little step cutout in the bumper!





For power, this Caddy goes big too. There's a 472 cubic inch displacement V8 under the aircraft carrier launch deck disguised as a hood, and according to factory brochures of the time, that made 375 horsepower (gross) without breaking a sweat. The title is clean and the asking price is \$38,995.

Here is the ad from Jalopnik:

This 1970 Cadillac Fleetwood Wagon for sale has a 472c.i. Numbers Matching V8 w/ 4bbl Carb, Turbo 400 Automatic Transmission, Converted to a Wagon By ASC Custom Craft, Very Few Of These Wagons Were Ever Produced, Said to be 72,904 ORIGINAL Miles! Correct Condor Blue Exterior w/ Vinyl Top, Correct and Original Blue Leather Interior, Power Sunroof, Power Rear Glass, Rear Facing Third Row Seating, All Rear Seats Fold Down, Factory Air Conditioning Converted to R134a, Power Steering, Power Disc Brakes, Power Seat, Power Door Locks, AM Radio, Tilt Wheel, Rear Seat Footrests, Very Rare ASC Built Cadillac Wagon That Is a Head Turner!















Original Cadillac Shop
Service Manuals For Sale
The following manuals are
available for only \$10 each

therobertschles@gmail.com

Email me if interested at:

1977 and 1979

1985 - 2 Manuals - Cimarron and Brougham/Eldorado/Seville

1986 - 4 Manuals - DeVille/Fleetwood, Eldorado/Seville, Fleetwood Brougham and Cimarron

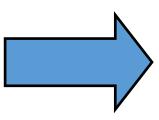
1987 - 4 Manuals - Eldorado/Seville, Brougham, DeVille/Fleetwood and Cimarron

1987/1988 Allante

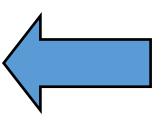
1988 - 4 Manuals - Eldorado/Seville, Brougham, DeVille/Fleetwood and Cimarron

1989 - 4 Manuals - Eldorado/Seville, Brougham, DeVille/Fleetwood and Allante

1990 - 3 Manuals - Eldorado/Seville, DeVille/Fleetwood and Allante



Got something Cadillac related to sell or trade? Email me by the 15th of the month to place your ad in the next issue!



Someday roads will tell cars where to go.



And you'll be able to drive cross-country without a road map and never get lost. Just leave the guiding to ERGS: The Electronic Route Guidance System developed cooperatively by General Motors Research Laboratories and the Corporation's Delco Radio Division.

Here's how it'll work. Let's say you're living in Chicago and want to drive to Los Angeles. Just dial the destination code for Los Angeles on a special radio receiver panel in your car and start heading west. As you approach an intersection, an antenna buried in the pavement signals your destination to roadside computer equipment. Quicker than a blink, the computer processes your destination information, signals back to your radio receiver and the proper directions light up on your receiver panel.

Since ERGS will be geared to your final destination, it won't be thrown off by side trips and stops along the way.

Traffic guidance is just one of the many areas where General Motors scientists are working to make your driving simpler and more enjoyable in days to come.



General Motors