



# Cadillac & LaSalle Club Potomac Region Caddie Chronicle October 2011



## DIRECTOR'S MESSAGE BY VINCE TALIANO

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J. ROGER BENTLEY

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HAMPTON ROADS REGION LIAISON  
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NEWSLETTER COLUMNIST  
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NEWSLETTER COLUMNIST  
VERN PARKER

CAR SHOW MASTER OF CEREMONIES  
NATIONAL CLC ADVISOR  
NEWSLETTER COLUMNIST  
RICHARD SILLS

Here is the beautiful original painting that Dan Reed did for our ***Dazzling DeVilles*** show. Text and Capitol Cadillac's logo were added for the dash plaque. The original will be auctioned at our show by our very own

extraordinaire George Boxley. In addition, prints of the original will be available for sale, along with other great pieces from the Dan Reed collection. Visit <http://www.danreedillustration.com> to see Dan's on-line gallery.



To date, 21 ***Dazzling DeVilles*** have been pre-registered for our show, among the other models. We are expecting at least three 1955 Coupe DeVilles, including two from New Jersey. CLC members from Indiana, New Jersey, Ohio and Pennsylvania will be in attendance, in addition to our local members. It's not too late to pre-register. Details are included in this issue.

Unfortunately due to weather conditions, we rescheduled our Fall Driving Tour to Sunday November 13th. The updated flyer is on page 4. Scot has a great day planned for everyone. If you plan to attend, please RSVP to Scot. That way if the event needs to be canceled due to inclement weather, we will know exactly who to contact.

Our condolences go out to Mary Lightbown whose mother passed away recently.

*Vince Taliano*



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## ***IN MEMORIAM: HERB KAROW BY LEE HERBERMANN AND RICHARD SILLS***

Many of you knew Herb Karow, a long time member of the CLC, who was also a CLC and CLCMRC board member and former Central Region VP. Herb passed away recently after a long and courageous battle with cancer.

Herb was a first-class person and a gentleman, and he devoted a great deal of time and enthusiasm to the CLC. He and his wife Patty were able to attend the Grand National in Columbus last month where he was happy to see all of their friends. Although he was confined to a wheelchair and lacking energy he marched on doing the things he enjoyed, making friends and talking Cadillacs. His loving wife, Patty, was by his side all the way.

Should your wish to extend sympathy to Patty her address is 6000 Zenith Ave S. Edina, MN 55410-2836. The Herb Karow Memorial Fund has been set up by the CLCMRC. To contribute, send a check to CLCMRC c/o Henry Knight, 420 S. Grey Road, Auburn Hills, MI 48326-3810. The check should be marked "Herb Karow Memorial Fund" to assure proper recognition.

He was a great friend to all who knew him, and we will miss him a lot. Our condolences to Patty and to Herb's daughter Kelly and the rest of the family.



**L to R: Rich Esposito, Herb Karow and Carl Steig at the 2007 Grand National in Savannah, GA  
Photo by Vince Taliano**



# Cadillac & LaSalle Club

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#### 2011 CALENDAR OF EVENTS

DATE	TIME	EVENT	LOCATION	CONTACT INFORMATION
Sep 28 - Oct 2 Wed-Sun	Gates open daily at 7:00 am	Fall Carlisle Collector Car Swap Meet & Corral	Carlisle PA	717-243-7855 or <a href="http://www.carsatcarlisle.com">www.carsatcarlisle.com</a>
Oct 2 Sun	9:00 am – 3:00 pm	All-GM Show hosted by the Royal GTOs	King Buick GMC Gaithersburg MD	Roy Dwyer at 301-879-2816 or Tim Sickle at 301-249-3830
Oct 2 Sun	8:00 am – 1:00 pm	54th Annual Antique Auto Assembly	Armed Forces Retirement Home Washington DC	Dave Browne at 301-593-0789
Oct 5-8 Wed-Sat	Gates open daily at 7:00 am	AACA National Eastern Fall Meet	Giant Center and Show Grounds Hershey PA	<a href="http://www.hersheyaaca.org">www.hersheyaaca.org</a>
Oct 15 Sat	8:30 am – 3:30 pm	City of Rockville Antique and Classic Car Show	Rockville Civic Center Rockville MD	240-314-5022 or <a href="http://www.rockvillemd.gov/events/carshow.htm">www.rockvillemd.gov/events/carshow.htm</a>
Oct 17 Mon	7:30 pm – 9:30 pm	Potomac Region Monthly Meeting	Silver Diner Merrifield VA	Vince Taliano at 301-258-8321 or <a href="mailto:vincetaliano@clcpotomacregion.org">vincetaliano@clcpotomacregion.org</a>
Oct 22 Sat	10:00 am – 3:00 pm	5th Annual Potomac Day Classic Car Show	Falls Rd & River Rd Potomac MD	202-438-3553 or <a href="mailto:potomacdaycarshow@yahoo.com">potomacdaycarshow@yahoo.com</a>
Oct 22 Sat	9:00 am – 3:00 pm	1st Annual Car, Truck & Bike Show (Proceeds to end hungry in Calvert County)	Bayside Chevrolet Prince Frederick MD	Tim Deale at 410-610-0454 or Bob Gillepsie at 301-855-8185
Oct 30 Sun	9:00 am – 3:00 pm	Capitol Cadillac Fall Car Show <i>Dazzling DeVilles</i>	Capitol Cadillac Greenbelt MD	Diane & Henry Ruby at 301-894-8026
Nov 5 Sat	10:00 am – 4:00 pm	CLC Central Virginia Region Car Show	Moore Cadillac Richmond VA	804-363-4055 or 804-814-2812
Nov 5 Sat	10:00 am – 4:00 pm	CLC Valley Forge Region Car Show	Holman Cadillac Mt Laurel NJ	Ronnie Hux at <a href="mailto:cadiman59@aol.com">cadiman59@aol.com</a> or 302-745-8850
Nov 13 Sun		Potomac Region Fall Driving Tour	Wineries of Northern Virginia	R. Scot Minesinger at <a href="mailto:rscotm@cox.net">rscotm@cox.net</a> or 703-283-2021
Nov 21 Mon	7:30 pm – 9:30 pm	Potomac Region Monthly Meeting	White Flint Mall Eatery North Bethesda MD	Vince Taliano at 301-258-8321 or <a href="mailto:vincetaliano@clcpotomacregion.org">vincetaliano@clcpotomacregion.org</a>



# Cadillac & LaSalle Club Potomac Region Caddie Chronicle October 2011



## POTOMAC REGION FALL DRIVING TOUR SUNDAY, NOVEMBER 13, 2011 BY R. SCOT MINESINGER

This year's Fall Driving Tour has been rescheduled for Sunday November 13th and will include stops at some of Northern Virginia's finest wineries. Specifically, the tour will begin at the Paradise Spring Winery in Clifton, Virginia at 11:00 AM. Members will meet at Paradise, which opens at 11:00 AM on Sundays. It is a relatively new winery, but the wine is great. I am enjoying a glass of their famous "Cabernet Franc" 2009 as I type this invitation to all of our club members. Being produced in 2009 means it does not need new bushings or other restoration efforts.

From Paradise, Tom McQueen will lead us in his double-award winning GN trophy car, his 1974 Cadillac Sedan DeVille, to the Barrel Oak Winery in Delaplane, Virginia. The photo caption above is just figuratively speaking as Tom will lead the way. Barrel Oak Winery is also a relatively new winery with an excellent product, and it features spectacular views from its expansive patio. Incidentally, this winery employs a geothermal heating and cooling system I designed for them a few years ago.



Follow Scot and his *Dazzling DeVille*, a 1970 Convertible, to the fine vineyards of Virginia  
Photograph by Bill O'Brien/The Washington Times

From Barrel Oak Winery, Tom will lead us to the Swedenburg Estate Winery in Middleburg, Virginia. This has been a favorite stop of many car clubs, especially the Buick club. Swedenburg Estate Winery closes at 5:00 PM. When Swedenburg closes the Potomac Region event concludes. However, club members are encouraged to dine or shop in one of the many fine Middleburg establishments. A dinner restaurant reservation in advance may be required. It is recommended that everyone bring a small picnic lunch or light fare to enjoy at each winery. However, our first tour stop, the Paradise Spring Winery, sells food if a picnic is not your choice. At each winery there are tours, tasting, and hanging out with friends enjoying a glass of wine on the terraces. Use Mapquest or other software to obtain the directions that you need to join us at the winery of your choice. Below is the schedule.

11:00 AM - 12:30 PM Paradise Springs Winery 13219 Yates Ford Road Clifton, VA 20124 703-830-9463	1:15 PM - 3:15 PM Barrel Oak Winery 3623 Grove Lane Deleplane, VA 20144 540-364-6402	3:45 PM - 5:00 PM Swedenburg Estate Winery 23595 Winery Lane Middleburg, VA 20177 540-687-5219
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Attendees are encouraged to use good judgment.  
The Potomac Region is not responsible for the actions of individuals.

Visit us on the web!  
[www.clcpotomacregion.org](http://www.clcpotomacregion.org)



# **Cadillac & LaSalle Club**

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## **Annual Fall Car Show**

### **Dazzling DeVilles**

**Sunday October 30, 2011**

**Car Registration: 9:00 am – 12:00 pm**  
- Please read the [Car Show Rules](#) on the following page

**Show Hours: 9:00 am – 3:00 pm**

**6500 Capitol Drive**  
**Greenbelt, MD 20770**

**Phone: 301-441-9600**

**[www.ecapitol.com](http://www.ecapitol.com)**



1949 Cadillac Coupe DeVille

Following in the tradition of celebrating a theme at the Annual Fall Car Show at Capitol Cadillac, this year's theme will be **Dazzling DeVilles**. Specifically, DeVilles from the model years 1949-1970 will be the honored cars at the show to be held on Sunday October 30th in Greenbelt, MD. These were among Cadillac's most popular models during the period when Cadillac became the undisputed sales leader in the luxury car market.

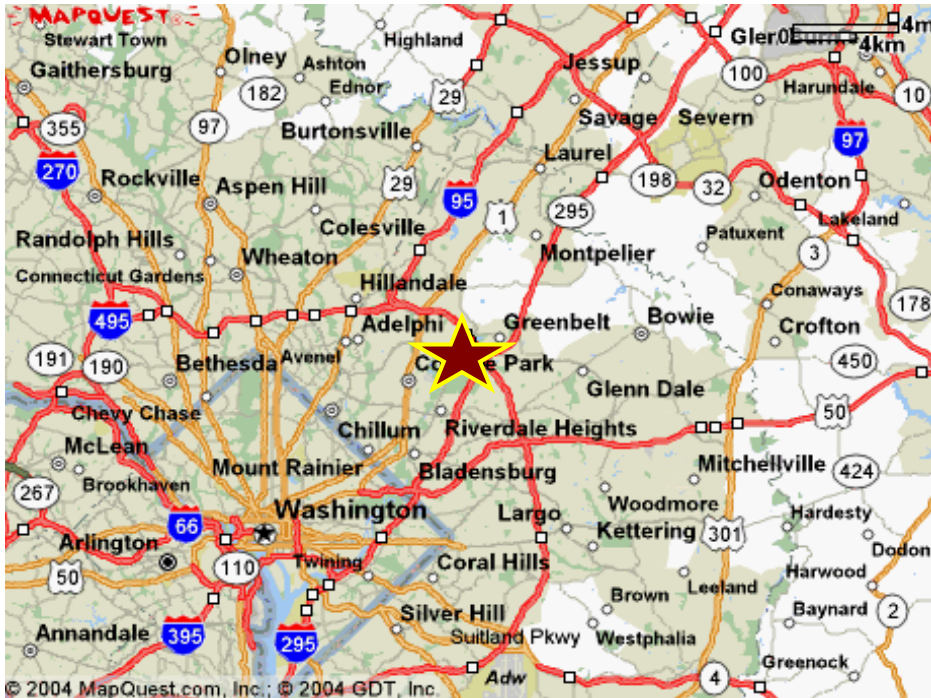
Like theme shows of the past, the goal of our **Dazzling DeVilles** show is to be one of the largest gatherings of DeVilles in recent Mid-Atlantic Area history. Every 1949-1970 DeVille owner is encouraged to attend this very special show. To celebrate the event, each registered owner will receive a commemorative dash plaque illustration of a DeVille that renowned artist Dan Reed is creating especially for this show. Also each registered owner will be given a commemorative show program highlighting the history of DeVilles and featuring a description of each DeVille pre-registered for the show. In addition, the DeVille owners will also receive a framed certificate of appreciation for participating. It is time for the 1949-1970 DeVille owners to take their place alongside the V-12 / V-16, Eldorado, LaSalle, Capitol Cadillac Alumni Car and Fleetwood owners who have been featured at the Potomac Region's past theme-related car shows.

The judging will be done by the owners of the vehicles registered. The registered owners will be able to judge cars in all classes (people's choice); including their own, and 1st, 2nd and 3rd place awards will be given to winning vehicles in each class, **including three special classes for the Dazzling DeVilles**.

Capitol Cadillac is an easy five minute drive from the Holiday Inn Greenbelt where rooms will be reserved for the night before the show at a special rate of **\$94/night** (301-982-7000 – mention "Cadillac & LaSalle Club" when making reservation). The Holiday Inn Greenbelt will also be the site for a dinner the night before the show hosted by past CLC President Richard Sills & Shelley Chadick. If you plan to attend the dinner, please RSVP to Shelley at [shelleychadick@yahoo.com](mailto:shelleychadick@yahoo.com) or 717-368-4422.



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## LOCAL DIRECTIONS:

### From Capital Beltway (I-495/95)

- Use Exit 23 - Kenilworth Avenue Rte 201, proceed South on Kenilworth Avenue to first exit - Greenbelt Road, Route 193
- At light, proceed East on Greenbelt Road - Rte 193 (left)
- At traffic light make left onto Walker Drive (*TGI Friday's* Restaurant on corner)
- Make an immediate right onto Capitol Drive (Dealership is on your left)



### From Baltimore-Washington Parkway (Rte 295)

- Use Exit for Rte 193 (Greenbelt Road)
- Proceed West on Rte 193 - Greenbelt Road
- Make first right after underpass onto Capitol Drive (Dealership is on your right)

For more information, contact Diane & Henry Ruby, Car Show Coordinators, at 301-297-4459, 301-894-8026 or [henry.ladydi@verizon.net](mailto:henry.ladydi@verizon.net).



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## Car Show Rules

- **Rain or Shine:** The car show will take place rain or shine. No refunds.
- **Safety:** If a vehicle(s) has fluid drips or leaks, the owner must bring absorbent material or drip pans to avoid slippery conditions and to protect the showroom floor or show field parking lot. **The Potomac Region reserves the right from preventing any cars with excessive fluid leaks from entering the show field.** It is recommended that a working fire extinguisher be in every vehicle.
- **Judging / Parking Rules:** By registering a vehicle for the show, the registrant accepts the following terms: the Potomac Region reserves the right 1) to determine each vehicle's judging class and 2) each vehicle's placement in the show field. **There will be no parking on the grassy areas whatsoever, due to sprinkler heads and possible rut damage.** Vehicles will be peer judged by the individual owners of the registered cars. Registrants will be able to judge vehicles in all classes, including their own. 1st, 2nd and 3rd place awards will be given to winning vehicles in each class.

<u>Judging Classes</u>	<u>Other Awards</u>
Class A: 1949 - 1959 Cadillac Coupe and Sedan DeVilles Class B: 1960 - 1970 Cadillac Coupe and Sedan DeVilles Class C: 1964 - 1970 Cadillac DeVille Convertibles Class D: 1902 - 1942 Cadillac Class E: 1927 - 1940 LaSalle Class F: 1946 - 1958 Cadillac excluding DeVilles Class G: 1959 - 1970 Cadillac excluding DeVilles Class H: 1971 - 1976 Cadillac Class I: 1977 - 1986 Cadillac Class J: 1987 - 1996 Cadillac Class K: 1997 - Current Class L: Commercial Vehicles Class M: Modified Vehicles	<ul style="list-style-type: none"> <li>• <b>Dealer's Choice</b></li> <li>• <b>Best Pre-War</b></li> <li>• <b>Best Post-War</b></li> <li>• <b>Best of Show</b></li> <li>• <b>Ladies Choice</b></li> <li>• <b>Long Distance (Driven Cars Only)</b></li> </ul> <p style="font-size: small; margin-top: 10px;">A vehicle receiving "Best of Show" may also receive an award in its class, but will not be eligible to receive "Best Pre War" or "Best Post War" at the same show.</p>

### Registration Form

Make checks payable to **CLC Potomac Region** and mail registration form to:  
 Harry Scott, Treasurer  
 14421 Aden Road  
 Nokesville VA 20181-3122

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Vehicle Registration Fee: (Up to Oct 14: \$15/per car - After Oct 14: \$20/per car)**

Circle Make: CAD LAS    Year: \_\_\_\_\_ Model: \_\_\_\_\_ Class: \_\_\_\_\_

Circle Make: CAD LAS    Year: \_\_\_\_\_ Model: \_\_\_\_\_ Class: \_\_\_\_\_

**The Potomac Region recommends that owners keep a fire extinguisher in their collector cars.**

Check the box if you do not want your vehicle(s) judged



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***Dazzling DeVilles***  
**COMMEMORATIVE PROGRAM WRITE-UP**

Please include a brief description on each ***Dazzling DeVille*** 1949-1970 registered for the show for inclusion in the Commemorative Program.

Examples: history of the car, unique features, favorite memory, etc.  
Use an additional sheet if necessary.

***(Please return along with car show registration by October 14, 2011  
in order to be included in the commemorative program)***

**Year:** \_\_\_\_\_ **Model:** \_\_\_\_\_ **Owner:** \_\_\_\_\_ **City & State:** \_\_\_\_\_

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**Year:** \_\_\_\_\_ **Model:** \_\_\_\_\_ **Owner:** \_\_\_\_\_ **City & State:** \_\_\_\_\_

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# ***Cadillac & LaSalle Club Potomac Region Caddie Chronicle October 2011***



## ***SEPTEMBER 12, 2011 MEETING MINUTES BY SANDY KEMPER AND JACK MCCLOW***

**PLACE:** Capitol Cadillac, Greenbelt MD

**TIME:** 7:30 PM

**PRESIDING:** Dan Ruby

**ATTENDANCE:** Rita & George Boxley; Chris Cummings; Susan & Randy Denchfield; Jeff Gurski; Daniel Jobe; Dick Kitterman; Jack McClow; Mark Mecler; Chuck Piel, Ed Reilly; Henry Ruby and JoJo Ruby

**DIRECTOR'S REMARKS:** Dan Ruby thanked everyone for attending. Jack McClow introduced our newest members, Mark Mecler and Ed Reilly, to the group. Ed and Mark gave us a little history of their involvement in the hobby and mentioned they have approximately eight Cadillacs between them from the '70s and '80s.

**SECRETARY'S REPORT:** The Minutes from the August meeting were not read since they had been published and distributed to all members in the September, 2011 newsletter.

**TREASURER'S REPORT:** The Treasurer's Report covered the time period from the August meeting to date. The Region's income was \$155.32. The total expenses for the same time period were \$499.16. This includes a matching donation to the CLCMRC. The checking account balance is \$7,050.78. The CD principal balance is \$5,889.41.

**MEMBERSHIP REPORT:** Our current membership is at 223 members. We have received a membership list from the CLC and 11 current Potomac Region members have inactive national memberships. Tom McQueen will contact them.

**ACTIVITIES REPORT:** The following activities were discussed:

### **1. Recent Events:**

- **Vern Parker's Street Dreams Car Show, Spring Hill Recreation Center, McLean, VA, Sun, Sep 4.** Several members attended and related their stories.
- **AACA Sugarloaf Mountain Region, 42nd Anniversary Car Show & Activities Meet, Urbana, MD, Sun, Sep 11.** This show drew over 160 cars. The featured marque was Cadillac and 14 Cadillacs and 1 LaSalle participated. Tom McQueen and Randy Denchfield won ribbons.

### **2. Upcoming PR Events:**

- **Potomac Region Driving Fall Driving Tour, Sun, Sep 25.** Scot has arranged a driving tour to different wineries throughout Northern Virginia. A full itinerary and flyer was published in the September newsletter. We will meet at the first winery in Clifton, VA and caravan to the other two vineyards on the tour. The itinerary in the newsletter can be used in case anyone needs to join the tour late or depart early.
- **Potomac Region Tour of Librandi Plating.** At this time, Scot is still trying to find a mutually agreeable date to arrange a tour to Librandi Plating in Middletown, PA, near Harrisburg.



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### **3. Other upcoming events:** The following events were mentioned:

- **AACA Bull Run Region, 36th Annual Edgar Rohr Memorial Car Meet, Manassas, VA, Sat, Sep 17.** Past Region Director Bill Sessler is the Meet Chairman and he hopes that many Potomac Region members will participate in this fine show. It will be held at the Manassas Museum, just one block from Old Town Manassas.
- **Old Soldiers and Sailors Home Antique Car Show, Washington, DC, Sun, Oct 2.** Randy Denchfield reminded everyone of this long-running event.
- **AACA Eastern Division Fall Meet at Hershey, Oct 5-8.** The CLC tent will be located in the same spaces, C4S 9-10 in the Chocolate field of the Flea Market as in past years. Several PR members expressed interest in volunteering to help staff the tent.
- **City of Rockville Antique and Classic Car Show, Rockville, MD, Sat, Oct 15.** Our Region is one of the sponsoring car clubs and we would like to get a lot of Cadillacs and LaSalles on the show field. Jack McClow is our club's representative on the Rockville Car Show Committee. He distributed registration forms/flyers for the show.

### **OLD BUSINESS:**

- ***Dazzling DeVilles* Fall Show, Sun, Oct 30.** Dash plaques based on Dan Reed's illustration of a 1949 Coupe DeVille have been ordered. Dan's original painting will be auctioned at the show and prints will be available for sale. Music Madness (DJ Mikey) and Roy's Concessions have been reserved. JoJo Ruby will arrange for the coffee and Danish service. To date, over 30 registrations have been received. Daniel Jobe asked us to let him know if, as the advance registrations begin to arrive, it looks like we will be having an exceptionally large field of show cars so he will be able to make more room available for us by moving cars out of the used car lot. Henry Ruby mentioned that Mark Brodsky is planning to bring six cars to the show and would like to be able to display them in a group. No one thought that would be a problem. Ten members asked Jack McClow to send their names to Shelley Chadick to be added to the RSVP list for the Saturday night dinner before the show. Plans are for the dinner to begin at 6:30 PM. Jack mentioned he saw Rob Burchill, who manages two local NAPA stores, at the AACA Sugarloaf Mountain Region show. Rob said that he would be happy to re-supply us with drip pads for our upcoming show.

### **NEW BUSINESS:**

- The Potomac Region Holiday Party is being planned for January 2012 at the Springfield Country Club. More details to follow. Thanks to Rita & George Boxley who offered to hold the event again this year at their home.
- JoJo Ruby's aunt is living in an assisted living facility in Potomac and suggested we could organize a showing of our cars there for the residents one day in order to help bring back some fond memories of the cars they remember.

**NEXT MEETING:** Monday, October 17, 7:30 PM at the Silver Diner, Merrifield, VA.

**ADJOURNMENT:** Meeting adjourned at 9:30 PM



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**THE DAZZLING DEVILLE: THE ENVY OF AMERICAN MOTORISTS**  
**COUPE DEVILLE - 1949-1993, SEDAN DEVILLE - 1956-2005**  
**AND DEVILLE CONVERTIBLE - 1964-1970**  
**BY RICHARD SILLS**



In January 1949, General Motors held a lavish car show in the Grand Ballroom of the Waldorf Astoria Hotel in New York. This show was called "Transportation Unlimited", and it was the forerunner to later Motoramas. At that show, GM unveiled several special show cars, one of which was called "Coupe deVille" -- a pillarless two door hardtop on a Sixty Special chassis.

It was not until much later in the model year that Cadillac brought out the Coupe deVille as a production car. It listed for \$3,497, just slightly less than a convertible, and only 2,150 were produced. Still, it caused a great sensation, and is considered as one of the most beautiful Cadillacs ever built.

The Coupe deVille then became a standard part of the Cadillac line. To many observers, the name "Coupe deVille" is synonymous with a Cadillac two-door hardtop, but in fact Cadillac offered less expensive two door hardtop models as well. In 1950 and 1951 there was a Series 61 Coupe and a Series 62 coupe in addition to the Coupe deVille. From 1952 through 1964, there was a Series 62 coupe priced below the Coupe deVille, and from 1965 through 1976, the lower priced version was called the Calais.

As the 1950s dawned, the pillarless hardtop style continued to gain popularity. In 1956, the deVille series grew to include a four-door Sedan deVille, with a body style derived from the 1953 Orleans show car. The Sedan deVille was such a hit that it immediately became the number-one selling Cadillac model in the first year it was introduced. In 1957 all Cadillacs except the limousines adopted the pillarless hardtop styling. In 1958, that trend continued, but that year Cadillac tried an experiment for one year only -- the Extended Deck Sedan deVille, which was several inches longer than the standard car, for those who wanted the size of a Fleetwood Sixty Special but the styling and price of a deVille.



# ***Cadillac & LaSalle Club*** ***Potomac Region*** ***Caddie Chronicle*** ***October 2011***



From 1959 through 1964, the deVille series expanded to include two different versions of the Sedan deVille -- one was the four window body style, and the other was the more traditional six-window model. The 1959 through 1961 four window models are sometimes referred to as "flat tops", because of their very flat rooflines with a radically wrapped around rear windshield. In 1962 through 1964, the four window Sedan deVille offered the four-door buyer a roofline that looked more like the Coupe deVille. In all these years, the two versions were offered with no difference in price. From 1959 through 1962, the conservatively styled six window model outsold the four window version, but in 1963 and 1964, the sportier looking four window version found more buyers.

In 1962 and 1963, there was yet a third version of the Sedan deVille, also offered at the same price. That was the Park Avenue, a short-deck version of the four window version Sedan deVille. The Park Avenue was seven inches shorter, with the difference being in the trunk area. This model was introduced to accommodate customers whose garages were too small to accommodate the longer cars, or, as the name implied, people who lived in big cities where parking spaces were tight. The idea was good, and perhaps ahead of its time, because there wasn't enough demand to continue the model, and it ended after the 1963 model year.



**1963 Coupe DeVille**  
**Illustration by Bob Eng**

In 1964, the deVille series expanded to include a welcome addition -- the Cadillac convertible. Cadillac convertibles always featured the higher line trim characteristics of the deVille series -- leather interiors, standard power windows and seats -- but for some reason they continued to be known as Series 62 convertibles all the way through 1963. Starting in 1964, the "regular" Cadillac convertible -- that is, the one that was not an Eldorado -- was now a deVille rather than a Series 62. Another unusual development in 1964 is that the deVille had a different transmission than the less expensive Series 62. The deVille had the new Turbo-Hydramatic transmission, while the Series 62 continued for one more year to use the older version of the Hydramatic. Maybe that difference was an incentive to make the convertible a deVille -- it was an expensive car, and it wouldn't be good marketing to put the old-fashioned transmission in the glamorous convertible.



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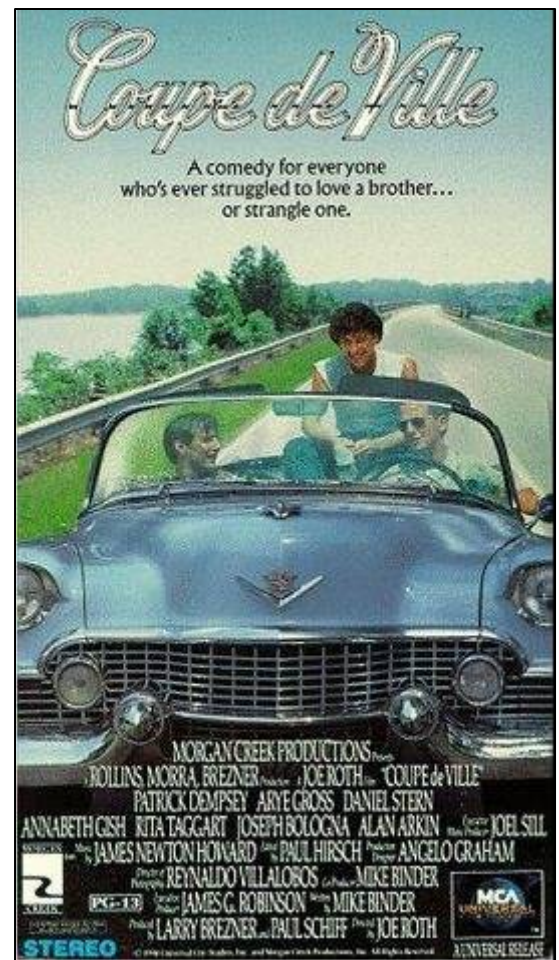
From 1965 through 1970, there were again two different Sedan deVilles. This time, one was a four-door pillarless hardtop and the other was a "pillared" sedan. Again there was no difference in price -- you paid your money and you took your choice. Many more buyers chose the sportier looking four-door hardtop version, so the "pillared" Sedan deVille is a relatively rare car today. But in the sixties, most young men, and some older men who wanted to look young, preferred the looks of a two-door car, and in that case, the Coupe deVille was the car of choice.

Throughout the 1950s and 1960s, the deVille series represented the more highly trimmed version of the Cadillac hardtops (and starting in 1956, the Cadillac sedans). Typically, deVilles had power windows and power seats standard, while those features were options on the lower priced models. Also, deVilles had genuine leather upholstery in place of vinyl (or as Cadillac called it, "coated fabric"). True, the Fleetwoods and Eldorados were more expensive, but these were relatively low production cars, and rarely seen even when new. For most of America, the Cadillac deVille represented the quintessential American luxury car.

1970 marked the last year of production for the deVille convertible -- the last rear-wheel drive Cadillac convertible, as well as the last year of GM's high compression V-8 engine. From 1971 through 1993, the deVille series consisted of the Coupe deVille and the Sedan deVille, and they were still extremely popular cars.

Both deVille models were pillarless hardtops from 1971 through 1973, but in 1974 the Coupe deVille acquired a different roofline with a fixed rectangular rear window. The Sedan deVille remained a pillarless hardtop through 1976. The 1976 Sedan deVille was the last pillarless hardtop body style offered by Cadillac -- the final chapter in the story of an extremely popular body style introduced with the 1949 Coupe deVille.

Even after the downsizing of 1977, the Coupe deVille and Sedan deVille remained as the mainstays of the Cadillac line-up. Both made the cuts when Cadillac downsized its big cars in 1985, but both deVille models became front-wheel drive cars in that year. They continued in that mode through 1993, which was the last year of production for the Coupe deVille. This ended a sensational 44 year run for a body style that inspired many song lines, a movie title, and many envious and admiring glances from men and women in all walks of life. Tastes and styles had changed, and a two-door body style was no longer considered essential for anyone who wanted a sporty looking car.



**Hollywood chose the more popular model name of Coupe deVille over Series 62 convertible for the title of this 1990 film**



# ***Cadillac & LaSalle Club*** ***Potomac Region*** ***Caddie Chronicle*** ***October 2011***



The Sedan deVille continued on, although by 1997 Cadillac dropped the word "Sedan" and just called it the "deVille". In 1999 Cadillac commemorated the 50th anniversary of the deVille series by creating a special 50th Anniversary version of the deVille. The commemorative model sported diamond white exterior paint, and special insignias that combined a large "V" with the number "50". These medallions appeared on the outside of the car on the sail panel, and also were embroidered on the seat back upholstery. The deVille continued in production through 2005. From 2000 through 2005, two higher trimmed versions of the deVille were given alphabetic names -- the "DHS" for the high luxury version, and the "DTS" for the high performance version, or DeVille Touring Sedan.

After 56 years, at the end of the 2005 model year, the deVille name was dropped from the Cadillac line-up for good. In 2006, the full-size sedan became the DTS, regardless of trim level. There were distinctions based on different option groups (three levels of luxury packages, and a performance package), but they did not affect the name of the model.

Still, the vestigial initial "D" remained as part of the name. Those of us who are Cadillac traditionalists know that the 2006 through 2011 DTS, with its full-size luxury and its Northstar V-8, is, in spirit, a deVille Touring Sedan.

In May 2011, the DTS was discontinued permanently, as was its smaller brother, the STS. Even in its last full year of production, the DTS outsold all other large luxury cars in the United States, including the Mercedes-Benz S-Class, BMW 7-Series, Lexus LS430 and Lincoln Town Car. A stretched version of the DTS serves as the U.S. presidential limousine. The last DTS to roll off the assembly line was a black car destined for the collection of well known car collector Nicola Bulgari, a fitting conclusion for a proud model.



**General Motors employees applaud as the last Cadillac DTS sedan, a beautiful black 2011 model, arrives at the end of the Detroit-Hamtramck Assembly Plant**

**Source: General Motors**

Cadillac is preparing to introduce a new sedan called the XTS in 2012, as a 2013 model. It will be bigger than the CTS, but smaller than the DTS. Now even the letter "D" that remained from "deVille" will be gone, and the deVille nameplate joins Eldorado, Fleetwood, Seville and other distinguished Cadillac model names to take their places in history.



# ***Cadillac & LaSalle Club Potomac Region Caddie Chronicle October 2011***



**AACA – SUGARLOAF MOUNTAIN REGION'S CAR SHOW  
FEATURING CADILLACS  
STORY BY SANDY KEMPER  
PHOTOS BY SANDY KEMPER AND CHUCK PIEL**



**A *Dazzling DeVille*, a 1968 Convertible version, marked the area for the Cadillacs / LaSalle**

Earlier this year, the AACA Sugarloaf Mountain Region (SMR) informed the CLC Potomac Region that their 42nd Annual "Activities Meet and Antique Car Show" was going to feature "Cadillac vehicles." We thought that this would be an excellent opportunity for our club to show off the "Standard of the World." Also, since the SMR show was scheduled to be held in early September, it fell conveniently between several popular area car shows in August and the busy month of October. So we encouraged our members to attend. Then we learned that the Mid-Maryland Corvair Society would be celebrating its 30th anniversary and hoped to have 30 Corvairs attend this show too. Thus we were challenged to match or exceed this number of Corvairs with our Cadillacs.

This long-running show used to be held in Mt. Airy, MD. But participation in the show in Mt. Airy had declined over the years. As a result, the SMR decided to move the meet location to the Urbana, MD Volunteer Fire and Rescue Department grounds. The Urbana Fire Department has hosted other car shows and its grounds can hold over 150 show cars, many of which can be displayed on blacktop. There are trees around the property that provide some shade on sunny days. And the Fire Department building is open and available with its indoor rest room facilities.

**Visit us on the web!  
[www.clcpotomacregion.org](http://www.clcpotomacregion.org)**



# **Cadillac & LaSalle Club**

## **Potomac Region**

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On Sunday, September 11th the day dawned sunny without the persistent rains that had been hovering over the area for many days. It was going to be a good day for a car show and as the registration area opened, there was a line of cars waiting. The AACA SMR folks worked hard to get the line of cars onto the show grounds and into their pre-arranged areas. But it was apparent that the AACA SMR had more participants than they had expected as some cars had to be moved around after being positioned on the show grounds.



Indeed the total number of registered cars was 170 – a good showing.

Since this show was held on the 10th anniversary of the 9-11-2001 terrorist attacks on the United States, the AACA SMR provided a special, limited edition dash plaque for the show participants. Then at 11:00AM, a color guard from the Damascus American Legion presented the colors and a short memorial service was conducted to honor the first responders and those that died in the terrorist attacks.

After the ceremony, the show continued in earnest with the participants completing their ballots for the peer judging. People wandered around the show cars and flea market. Others lined up to partake in the Fire Department's locally famous fried chicken platters. Meanwhile, a cycling group began performing on their high-wheeled bicycles around the grounds and certain car owners provided rides in their antique vehicles for the kids present. It was a festive atmosphere.



This **Dazzling DeVille** on display, a 1967 Sedan, is a 20k original mile AACA winner

We don't know the exact numbers, but we think that the number of Cadillacs and a LaSalle (17) matched that of the rival Corvairs. But we do know that our cars were a significant presence and one that exceeded the allotted space on the show field. There were 11 Potomac Region cars at the show and four other fine Cadillacs whose owners we encouraged to consider joining our club. Many thanks to all of the Potomac Region members who drove Cadillacs and a LaSalle to the show, and thanks to the SMR for making Cadillacs the featured vehicles.





# **Cadillac & LaSalle Club**

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### **AACA – BULL RUN REGION'S "EDGAR ROHR MEMORIAL CAR MEET"**

**STORY & PHOTOS BY SANDY KEMPER AND JACK MCCLAW**

On Saturday, September 17, the AACA Bull Run Region held its 36th Annual "Edgar Rohr Memorial" Car Meet. This meet is a highly regarded event among the Washington, DC Metro Area car enthusiasts. And this year's meet was chaired by our very own CLC Potomac Region Past Director Bill Sessler (who is also an officer in the AACA Bull Run Region). Despite the persistent rains hovering over the area for many days, this year's attendance was greater than last year's with over 160 cars participating in the show. Impressive!

The location for this show is excellent. It is held on the front lawn of the Manassas Museum and the adjacent streets, across from the historic Manassas train station and just one block from Old Town Manassas. The show is held at the same time as a Farmer's Market, the annual Old World Festival and the "Bands, Brews and Barbecue" festival. Plus, every registrant receives one free admission to the Manassas Museum. This means that if one gets tired of looking at all of the terrific cars, there is much more to enjoy within a short walk from the show field. However, the Bull Run Region folks try to keep everyone entertained without wandering away since the show includes a car corral, swap meet, the always delightful Ford Model T assembly and disassembly demonstration and an appearance by "Miss Virginia American Sweetheart 2011."

On this cloudy Saturday, the CLC Potomac Region participants included Jack McClaw with his 1975 Fleetwood Talisman, Byron Alsop with his son, Tom, showing both of Bryon's cars: 1929 Phaeton and 1936 Series 85 V-12 Convertible Sedan. Also on the show field, there was Vern Parker's 1939 LaSalle and two other Cadillacs, both of which won 3rd place awards: Lyle Gardner's 1975 Sedan DeVille, and a 1959 Series 62 Convertible shown by Bob Brown. There were several PR members in attendance to enjoy the show but they did not register their Cadillacs. Make sure that this show is on your list to attend next year. You won't be disappointed.



**Bob Brown's award-winning  
1959 Series 62 Convertible**



**Vern Parker's 1939 LaSalle 4-Door Sedan**



# Cadillac & LaSalle Club

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### CADDIE CLASSIFIEDS

#### Cars For Sale

**1933 Cadillac V-12 Victoria Town Coupe** – Tan and brown – Better than #2 condition – See picture at <http://www.clcpotomacregion.org/33cadillacforsale.htm> – **Asking \$87,000 or best offer** – For more info, contact Ruth Synodinos at 410-821-8580 – Car is located in the Baltimore, MD area

**1957 Fleetwood** – Offered for sale by the third caring owner of this absolutely beautiful 75,000 original mile car – Second owner garage-kept the car for 32 years – Equipped with the following options: 365 V-8 engine with a Rochester four-barrel carb, power steering, power brakes, power windows, electric trunk latch, four cigarette lighters and ash trays, front and rear seat center armrests, working AM wonderbar tube radio, electric antenna (not working), A/C (needs to be recharged with R12), electric dash clock (not working) and auto high beam dimmer instrument on dash – Solid throughout – Recently re-plated rear bumper ends (rest of the bumpers are good) – Stainless steel trim is also in good condition – Repainted from the windows down 20 years ago (roof has original paint) – Needs new rubber door seals – Original owner's manual included with the original owners name on it - Cool car to drive – Turns heads the whole time – Hard to find cars like this anymore – See pictures at <http://www.clcpotomacregion.org/57cadillacforsale.htm> – **Asking a reasonable price of \$17,000** – For more info, contact Michael Ruby at 410-627-7463 or [psefullrut1@comcast.net](mailto:psefullrut1@comcast.net) – Car is located in Westminster, MD

**1966 Fleetwood Brougham** – Excellent condition – All-original, 70K mile Cadillac – 429 c.i. / 340 h.p. engine runs well but exhaust manifold has a crack – Body in good shape but starting to surface rust in places – No perforations or major dents – Excellent black interior and vinyl top – Real wood interior – Fold down desks and footrests in rear – Electric vent windows front and rear – Automatic dimming and twilight timer on headlights – Original load leveling system was replaced with standard shocks – See pictures at <http://www.clcpotomacregion.org/66cadillacforsale.htm> – **Asking \$6,800** – For more info, contact Stuart Moran at [stuartlmoran@gmail.com](mailto:stuartlmoran@gmail.com) – Car is located near Fredericksburg, VA

**NEW ARRIVAL 1968 Fleetwood Brougham** – Three-owner car with 76k original miles – Garage-kept – Car was built in Baltimore, MD – Build sheet still attached to seat – Nice road-worthy condition with current tags – Four vent windows – New windshield, water pump and heater core – Fully loaded including cruise control, auto dim headlights, climate control, power windows, lights, seats (all work) – Interior is an 8 out of 10 condition – Other features include front disk brakes and rear window defroster – Great restoration candidate – Minimal rust – Needs trans reseal, rear main reseal and exhaust – Come take for a test drive – See pictures at <http://www.clcpotomacregion.org/68cadillacforsale.htm> – **Asking \$5,000 obo** – For more info, contact Scott Davis at [m44ruskie@yahoo.com](mailto:m44ruskie@yahoo.com) – Car is located in Mechanicsville, MD

**1970 Eldorado Hardtop** – 17,000 mile survivor – Cinnamon Firemist with white vinyl top – Rare factory sunroof (first year for this option) – Runs and drives well – Documentation available – **Asking \$11,000**

**1976 Seville Modified** – Fitted with 500 c.i. Cadillac engine bored .030 over – Hydraulic performance cam, oversized valves and ported heads among the mods – Estimated 400 h.p. – TH 400 trans – Worth the asking price for the drive train along – Stock appearance – Runs & drives well – **Asking \$3,500**

**1981 Seville** – 37k original miles – Three owners (documentation available) – Burgundy over Champagne – factory chrome wire wheels – 368 c.i. Cadillac 8-6-4 engine works like it should – Very few original survivors remain – Runs & drives well – **Asking \$7,500** – For more info, contact Eugene Woodruff at 703-560-9306 – Cars are located in Fairfax, VA

**NEW ARRIVAL 1976 Eldorado Convertible** – One owner car with **65 original miles** – Firethorn with white top – 50-50 soft white leather 6 way electric seats with passenger recliner – Fully powered and equipped including, AM/FM 8 track radio, cruise control, twilight sentinel, illuminated entry system, automatic climate control, t & t wheel, parade boot, remote control rear view mirrors, automatic level control, high altitude performance package, delayed wiper, remote control trunk, dual 4-wheel disc power brakes and a host of other standard equipment – New battery, antenna mast & headlight adjusters – Flawless show car condition, meticulously maintained, no snow or smoke – Window stickers on car – Original keys, title and owners manual go with the car – Rides impeccably – #1 vehicle condition – One of the finest in the country, a real time capsule – See pictures at <http://www.clcpotomacregion.org/76cadillac2forsale.htm> – **\$58,000** – For more info, contact Bob Williams at [r fw122927@aol.com](mailto:r fw122927@aol.com) or 864-246-0318 – Car is located in South Carolina

**1979 Fleetwood Brougham Sedan** – 16,000 miles – One-owner southern "little 'ole lady" car is finished in Cotillion White with matching padded vinyl roof and an all original light blue velour interior – All original with all the amenities and luxury accessories one would expect from this period luxury automobile – Like new Michelin radial tires – See picture at <http://www.clcpotomacregion.org/79cadillac2forsale.htm> – **Asking \$12,973** – For further info, contact Ronnie Hux at 302-745-8850 or [cadiman59@aol.com](mailto:cadiman59@aol.com) – Car is located in Avondale, PA

**1991 Allanté** – Great looking car – Garaged and occasionally driven by retired teacher – Maintained and updated regularly – New convertible top, ice cold air, new brake system and all electronic systems work – Ready to drive and enjoy with confidence – See pictures at <http://www.clcpotomacregion.org/91cadillacforsale.htm> – **Asking \$7,500 or best offer** – For more info, contact George Boxley at [georgeboxley@verizon.net](mailto:georgeboxley@verizon.net) or 301-261-5634 – Car is located in the Annapolis, MD area



# Cadillac & LaSalle Club Potomac Region Caddie Chronicle October 2011



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