



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region

January 2023



Awarded Best CLC Regional Newsletter 2008, 2020

1970 Cadillac deVille Convertible

Text by Chris Jessen, Photos by Lifer



70-683 68367F Cadillac deVille Convertible. New price- \$6,068 Weight: 4660 lbs, 15,172 built. This was the last year for the deVille Convertible, which dated back to the 1940 Series 62 Convertible Coupe. The 1970 model year established Cadillac as the top selling luxury car in America (again).

It all started back in 2013, my previously restored (amateur restoration-me) 1975 Olds Delta 88 Convertible needed a new round of work. As it had a salvage title and needing parts, labor and money to make it new again, I looked for a suitable replacement, not wanting to sink too much money into a not too desirable car with a salvage title.

I'd always admired the styling of cars around the model year 1970. In fact, I previously owned a 1970 Chevrolet Z28 and two 1970 Pontiac Trans Ams. In my mind, 1970 was a high point of that generation for General Motors. I also wanted a car that parts were generally and readily available, a car that had style and one that would hold its value.



Cadillac was to be the make as I now enjoy large, comfortable convertible cruisers. There's nothing better than driving with the top down in beautiful weather.

web site: www.clcntx.com



Winner CLC Web Site Merit
Award 2013, 2014, 2015, 2016,
2017, 2018

Winner Old Cars Weekly
Golden Quill Award
2012, 2013, 2014, 2015,
2016, 2017, 2018, 2019, 2020, 2021, 2022

1970 Cadillac deVille Convertible

With that, my search began. I soon discovered that Cadillac did not include a smog pump for the 1970 model year. It was also the third year for the 472 cubic inch, 375 horsepower engine. The deVille convertible for 1970 came nicely equipped from the factory. Power windows, power disc brakes, power steering, power top and power seats. I quickly determined the car I was searching for was a 1970 Cadillac deVille convertible. Cadillac produced more than 15,000 of them for that model year, so finding one at a reasonable price seemed doable.

Scouring the internet and watching local ads turned up few viable cars. In the fall of 2014, I finally found a good candidate from a dealer in Florida. The car met the necessary requirements; it was nicely optioned, had minimal rust, and it had decent paint and interior.

I called the dealer, and he provided the needed information on the car. With the blessing from the wife and within a few days, I found myself on a cramped airplane headed to sunny Pompano Beach, Florida to look at the car. My inspection confirmed his description of the car. It had good bones but still needed some work to bring it up to what I wanted for the car. It was a numbers matching car originally from New York, it had been nicely undercoated, and it had very little rust. After a short bit of haggling, I was now the new owner of a 1970 Cadillac deVille Convertible. I returned home, wired him the balance of the sale price, and within a couple of weeks, the car arrived in Dallas via enclosed car transporter.

The car was all original with the exception of a same color base coat / clear coat re-spray. I wanted to make it a dependable, everything works, drive anywhere type car. The odometer showed 67,000 miles, but who knows what the true mileage was. Hey, they're all low mileage originals, right? A quick compression test revealed a couple of cylinders down on compression, so it was decided that I'd pull the 472 and do a complete rebuild so everything would be fresh. I also decided to have the Turbo 400 transmission gone through as well. I believe in doing the job right and only doing it once. At the time, there were two or three Cadillac engine specialty shops in the country. After some research, I opted to have Marty Lane of Maximum Torque Specialties (later Cadillac High Performance) rebuild the engine. With some help from my brother, we pulled the engine and loaded it up in the back of my Chevrolet Avalanche. The wife and I drove it to Apple Valley, California to drop it off for the rebuild. We made it a week vacation road trip of it. I wanted to deliver it because if I'm going to spend quite an amount of money on the engine, I'd like to meet the guys doing the work and check out the shop.

Marty and I sat down and reviewed my wants with the car and engine. It was determined to go back with a mostly stock type rebuild with the original engine to be bored .030 over, though I opted for him to use a crankshaft from a 500 cubic inch Cadillac engine. He used new 10:1 forged pistons and forged rods, a mild flat tappet hydraulic cam, and aftermarket rocker arm shafts. Because of the aftermarket rocker shafts, the factory valve covers wouldn't fit so I went with aftermarket chrome valve covers. The valve covers are a bit taller and longer than the originals and because of that, the factory air cleaner and warm air tubing that normally resides over the valve cover wouldn't fit, so an aftermarket open element air cleaner was utilized. The heads have slightly larger valves and they have a mild porting job. I had the factory exhaust manifolds ceramic coated to keep them looking nice. Because the original block now holds a 500 crankshaft and it's bored .030 over (507 cubic inches), a larger carburetor was needed. I installed a 1976 Cadillac 800 CFM Rochester Quadrajets with electric choke. After Marty completed the engine work, he put the engine upside down on a wooden pallet and shipped it back to Texas via freight truck.



1970 Cadillac de Ville Convertible

While the engine and transmission were out, I cleaned up the engine compartment, replaced the evaporator core, had the POA valve rebuilt, replaced the radiator with a new four core radiator, cleaned and checked the heater core and condenser coil, and cleaned and resealed the heater core box. New carpet was installed in the interior over both dynamat and dynaliner (sound deadeners) and the front seat was re-padded. Since the original leather was in relatively good shape, it was all retained. While the interior was pulled apart, I also replaced the top lift cylinders and motor along with the hydraulic lines.

After the engine was received and over the next four to six weeks, we got the engine installed and all the necessary plumbing and wires connected. A rebuilt A6 compressor (utilizing R12 refrigerant) was also installed. After a few hiccups, we got the engine started and running properly.

Since the engine and transmission install, over time I've gone through the brakes replacing the calipers, wheel cylinders and master cylinder along with the power brake booster. All rubber lines were replaced along with some steel lines. Similarly, the front end was gone through including replacement of coil springs front & rear. The rear trailing arms and bushings have been replaced. When I got the car, it had an aftermarket stereo and speakers installed. I removed that equipment, obtained a restored factory am/fm mono radio, which was installed along with new factory type speakers. I also had dual exhaust with a center crossover pipe installed using both mufflers and resonators. Dual electric radiator fans were installed as well. To monitor the engine, I use an aftermarket water temperature gauge, a 6000 RPM tachometer and a digital set of gauges that monitor the block temperature, oil pressure and the alternator voltage output. The factory warning lights are functional as well. Us guys like to know what's going on under the hood.

From the factory, the car's optional equipment included air conditioning, tilt/telescoping steering wheel, am/fm signal seeking mono (not stereo) radio, twilight sentinel, cruise control, remote trunk release and hydraulic trunk pull down. It also came equipped with automatic rear leveling (non functional now – parts are hard to come by), trumpet horn (it's a Cadillac – it has four horns!), six-way power bench seat and door edge guards. Oddly enough, it's missing power door locks.

So, with all the work done and the car sorted (where'd the time go?), the wife and I made the trip to the 2018 GN in San Marcos, Texas and the 2019 GN in Louisville, Kentucky. It was there that upon starting the car, Bill Levy (standing just behind the car) said to me, "Hey, you gotta get that thing to the muffler shop!". (It was too loud.) It was shortly after that the resonators were added, quieting the car nicely. I can now say the engine sound is "Levy approved!". At the GNs, we don't have the car judged (because of the non-original add-ons) but we do enter the car into the Saturday show for display only. It participated in both GNs driving tour and was trouble free for both trips. Everything works as it should including the a/c and heating systems. Gas mileage, you ask? Four to six in town, my best on the highway was around 12 to 13. Needless to say, the car hasn't met a gas station it didn't like. On the plus side, we don't get stiff and cramped up on long trips! The odometer now shows 73,000 miles, the tires are now 8 years old, they'll get replaced at the 10-year mark.

As we all know, old cars continually need work or we have things we'd like to do to them and this car is no different. My "to do" list is at least a half to three quarters of a page long. That's the joy of owning a classic Cadillac, always something to do. What's missing from the factory you ask? A trash receptacle and cup holders. I fixed the cup holder problem by using a store-bought center console with integral cup holders. It works, but it's not ideal. I guess the designers back in the day hadn't thought about drinks and trash.



Happy motoring and enjoy your Cadillac whether it's new or a classic. And remember, it's the journey that makes life great, not the destination. It's been quite the journey with this one.



NTXCLC First Saturday Breakfast

Our 1st Saturday get-togethers are a relaxed fun social event with a group of classic cars in the parking lot . The gents share thoughts on old cars, collector cars, and just cars, and the spouses enjoy things that are just not automobile related. Part of the car club experience is friendship, with those who have similar interests, and these friendships can grow and last for years. So, if the timing of the 1st Saturday meets your availability, come on in and break bread with us for a while. Bring your collector car, weather permitting. You will have a good time and food is good. Your spouses are invited. Next meeting January 7th at 9:00 a.m.



Attending our Holiday BreakFast: Bill Levy, Doug Ashby, Chris Jessen, Tammy Jessen, Kathleen Ashby, Marcia Pendleton,, Debbie Overby, Harriett Levy, Karen Fishell, steve overby, Jeff Pendleton, and Ron Fishell. A few members were absent due to illness or travel plans.

Sunshine Report

We at NTXCLC have not had events happening due to Covid, but hope we can schedule something for next couple of months so as to see one another! watch your emails.

January Birthdays: If your birthday is in January let us know.

Virginia Andrews

Please inform me of members that were missed on the list.

Love, *Rubye*



CLASSIFIED

Wanted: Driver's side sun visor for **1986 Cadillac Fleetwood Brougham (RWD)**. Color not important: I just need the frame. Richard 817-472-4260^{NOV}

For Sale: Set of four brand new Michelin Defender tires driven less than 10 miles. Bought one day and car was totalled the next day. **Size 235/55R17**. Paid \$205 each; asking \$180 each. Contact Steve Overby at (214) 343-3355.^{Jan}

Classified Ads – for 3 months Members: free, Non-members -\$35 for three lines for three months. \$50 for ad with photo. No credit for early cancellation. For additional rates contact Bill Levy @ (214) 563-1033

Activities Calendar

Due to the current Coronavirus situation, certain activities are on hold. Please bear with us and be safe.

2023

- January 7th NTXCLC First Saturday Breakfast Social.
- February 4th NTXCLC First Saturday Breakfast Social.

PATE DATES—2023

Please plan accordingly

- March 18th Tile Party (March 25th rain date)
- April 22nd Setup
- April 27-29 Pate Swap Meet
- April 30th Tear Down

NATIONAL:

- 2023 June 20-June 24 CLC Grand National Albuquerque, NM.
- 2024 January, Irving, Texas National Board Meeting.
- 2024 CLC Grand National Gettysburg, PA.

CADILLAC ETHOS TIME CAPSULE DRIVABLE DREAMS

Story and Photos by Alex Beloff III except where noted as GM archives, GM photographic and Cadillac Motor Car Division

Cadillac collectors and enthusiasts have an appreciation for fine engineering, quality manufacturing and great style. These are special interest competitive makes maintained, protected and domiciled by proud Cadillac owners. Knowing our owners reveals absolute genius for other luxury makes as featured here and most are rarely below six figures. All photographs are from my private collection taken at various car events coast to coast.



Start of Cadillac fin era 1949 NTX CLC car



1959 Imperial with deck spare Alameda County



Custom California Cadillac concept hand built Roadster—one of a kind!

In the movie *Pillow Talk*, Tony Randall drives Doris Day back to New York City in a “new” 59 triple black Chrysler Imperial like above car. Mindful of past eras, this movie could not premier today because of cell phones.

Very few ever see a 1957 1958 era Cadillac Eldorado Brougham with a one-off dash Detroit custom. This was a hand-built Detroit creation by world famous Cadillac craftsmen and less than 800 made new at \$13,074.



1956 Eldorado Nashville TN with rear quarter was two years ahead in styling which influenced the 1957 and 1958 Cadillacs. Never in history has it ever been done before.
Note 1957-1958 DeVilles



Tile Party

CADILLAC ETHOS TIME CAPSULE DRIVABLE DREAMS



Car and air shows go together. B-52 at Castle AFB California. Note the rarely seen cockpit gauges!



P-51 Mustang and 90'S era Jaguar Southern California



1940 Cadillac dual cowl owner Pete Mlot of Illinois



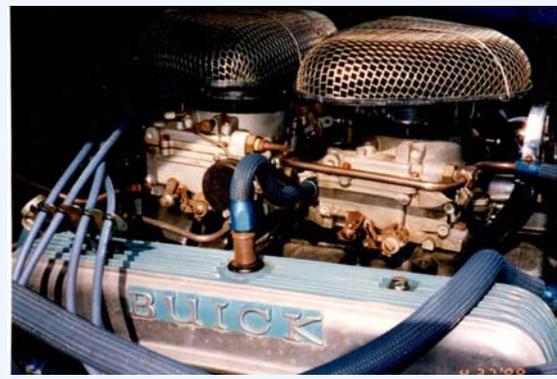
1957 Corvette at Crown Chevrolet California



1961 Corvette motor with dual carbs



1965 Buick Riviera GS, Alameda, California



Identical 425 dual carbs 1964 Wildcat engine

CADILLAC ETHOS TIME CAPSULE DRIVABLE DREAMS



Very rare 1958 Edsel (100 point) Benicia, CA.



1958 Ford retractable hard top Lafayette CA. Note: seen 1957



Repro. 810 Cord at Woodward Ave cruise



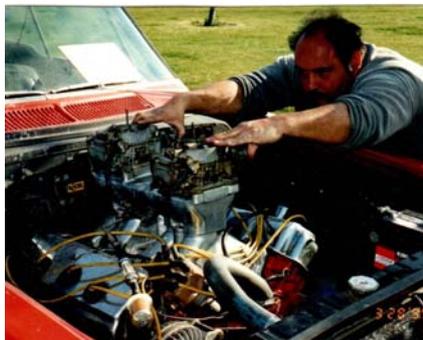
1961 (one year only) Coupe DeVille



John Sadek Connie Beloff Woodward Ave cruise 1958 Impala (one year model only)



Rare 1962 T-Bird Roadster, Benicia, CA



An artist and a modified 550 HP 1964 Dodge Hemi installed in a 1962 Dodge earth pounding. Alameda County Fairgrounds. He was working on car w/choice adjectives.



Cadillacs 1959 - 1949 - 1941

Correction: Last month we featured a 1967 black Eldorado, but I missed the 1968 parking lamps. **1968!** Thanks Past CLC President Lars!

GM produced 100 millionth automobile, first in history, 21 April 1967. No manufacturer had ever achieved this production milestone. Ford produced its 50 millionth in 1959. May God bless the trails you ride. *Alex*

REGIONAL DUES

For all of the members of the North Texas Region, it is dues time again, \$20.00, due December 31st, for another whole year of membership. This is your local club dues.

Let's put this \$20.00 dues in perspective so you can better understand what it buys you. First, you become part of a group of people that all have a mutual interest—classic cars and especially fine Cadillacs and LaSalles. Second, when you need help with repairs, parts, how-tos, and information, the club is a great venue to get this and other assistance. Also, you get this great newsletter monthly.

Now, there is a cost above and beyond. We do expect our members to participate in monthly events, many which are of no cost to members, or some costs paid for. There is the adventure aspect and of course, the social aspect of these events. And in order to pay for all these extras, we expect our members to help with our work at the Pate Swap Meet, the largest swap meet west of the Mississippi river. Whether you are helping with vendor space marking tiles, street signs, or just being a friendly person in our hospitality tent, your work is always appreciated.

And speaking of Pate Swap Meet, we earn a share of the profits based on our membership roster as of December 31st each year.

Note: If you are a new member in 2021 or 2022 your dues are already paid.

So, make your checks out for **\$20.00** payable to the **North Texas Region Cadillac & LaSalle Club** and mail to our membership chairman:

Bill Haesslein
5744 Caracas Drive,
North Richland Hills, TX 76180

National dues are invoiced by Columbus when due through the year. *Remember, the member count, besides meaning*

As of October 1st, 2022 the Cadillac & LaSalle Club has reduced the e-membership dues from \$35 to only \$25 annually.

This "online only" option allows members the same great benefits as the printed periodical rate, just all electronic, and at a lower cost! All other membership benefits apply.

For about the cost of one night out at the movies, or dinner for one or 1/4 tank of gas in your Cadillac or LaSalle you can join the premier Cadillac Club and enjoy all the benefits.

Membership Report

Welcome New Members:



There are 13 car clubs that manage the Pate Swap Meet each year. If every member of the North Texas Region Cadillac & LaSalle club recruited just one new member each, we could be the biggest club in the swap meet. Remember, the member count, besides meaning a more fun and interesting club, gets the club a bigger share of the Pate income.

If a member obtains 5 or more new members to the NTXCLC they will receive a free Club Shirt at the annual Christmas dinner.

For membership information— Contact Bill Haesslein at billhsln@att.net

COMMERCIAL ADVERTISING PRICES FOR NTXCLC NEWSLETTER "The Standard Of The World"

Your business will be advertising to car lovers and enthusiasts across the United States, Europe, Asia, and Australia.

**For one full year,
12 issues — \$50.00 – Business card size,
\$75.00 – 1/8 page, \$125.00 – Quarter page,
\$250.00 – Half page, \$500.00 – Full page.**

If you have a special request contact us for rates. Contact Bill Levy (lifer@writeme.com) for an application or special request.

North Texas Region

Jacket **\$75** + \$10.95 S&H U.S.

Goddess Shirt **\$25** + \$6.95 S&H U.S.

Hatband **\$10** + \$4.95 S&H U.S.



Jacket available in adult sizes (S, M, L, XL). These can be special ordered in sizes 2X, 3X, or 4X at an additional cost.

Goddess shirt available in sizes M, L, XL, and XXL, in white, black, red, and aqua.



If outside the United States, please email Rubye at rubymusser@gmail.com for information on shipping charges.

Make checks payable to NTXCLC
(North Texas Region Cadillac & LaSalle Club)

Send your orders to:
Rubye Hubbard
3148 Waterside Dr. • Arlington, TX 76012

Officers

As of January 2023

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(214) 563-1033 lifer@write.com

Vice President: **Bill Ische**
ische.tx@gmail.com

Secretary: (open)

Treasurer: **Jim Hanson**
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Webmaster: **Minnie Bedrick**
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Assistant Membership:
Activities: **Rubye Musser**
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digital **3** printing

Contact Greg for all your printing needs!

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Dallas, Texas 75207



NTX CLC fabulous Cadillacs
showcased at the 2009
Grapevine Historical Society's
Jubilee featuring Bob Eubanks
from the Newly Wed Game



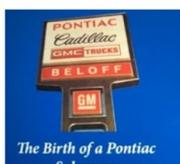
ALEX BELOFF III IS PLEASED TO SHARE HIS PHOTOS OF NTX CLC EVENTS!

Enjoy the past NTX CLC Beloff articles on website at www.alexbeloff3.com!

Biarritz . . . Topless Cadillacs . . . Vapor Lock . . . L.O.F. glass for Cadillacs

See the photos and stories of the 159 cars Alex has owned at www.alexbeloff3.com.

Silver Eldorado . . . Sedan Deville . . . Fleetwood Brougham . . . Coupe Deville



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STANDARD OF THE WORLD

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First Class Mail

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Drive, Show, Chrome, Bumper, Bullets, Tail Fins

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Send any corrections, complaints, compliments, discussions, and/or additions to:
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web site: www.clcntx.com