



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region

September 2022



Awarded Best CLC Regional Newsletter 2008, 2020

1973 Cadillac



Text and Photos by Lifer. Car owned by Mark Waterman



Mark Waterman

After a nationwide strike against GM by the United Auto Workers in 1970, severely curtailing availability of its 1971 model cars and trucks, Cadillac quickly recovered to celebrate its 70th Anniversary by selling a new record of 267,827 cars in 1972. The 1972 sales totals was the first time Cadillac built more than 250,000 vehicles in a single model year. Notably, Cadillac was also the oldest automobile manufacturer still building automobiles in the Detroit, Michigan area.

As a comparison, the 1972 683D47-J Coupe deVille sold for \$6,168, weighing in at 4,682 pounds. 95,280D were built. Then after a September, 1972 introduction our feature car, the 6D847/J Coupe deVille sold for \$6,268 and was at 4,925 pounds. A total of 112,849 were built. The 1973 Coupe deVille was the top model, beating the once popular sedan for the first time.

Minor changes from the 1972 model included the front bumper and grille assembly, which were now one, as the grille was actually bolted to the bumper to allow it to retract several inches in a minor collision, to avoid damage. The new 1973 grille was wider, and emphasized a vertical texture. Front and rear fiber optic lamp monitors were now options for 1973 and 1974. Interestingly, seat buttons are not wrapped in leather, but are plastic. The cost cutting begins.

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

1973 Cadillac



Mark's 1973 Coupe deVille is in excellent condition. The color is Prominade Gold Metallic. One feature Mark enjoys is that the optional padded roof was not applied. This padded creates a home for corrosion and rust.



As big as this beast is at 130" wheelbase, the rear glass cannot be lowered to a flush position in the rear seat area.

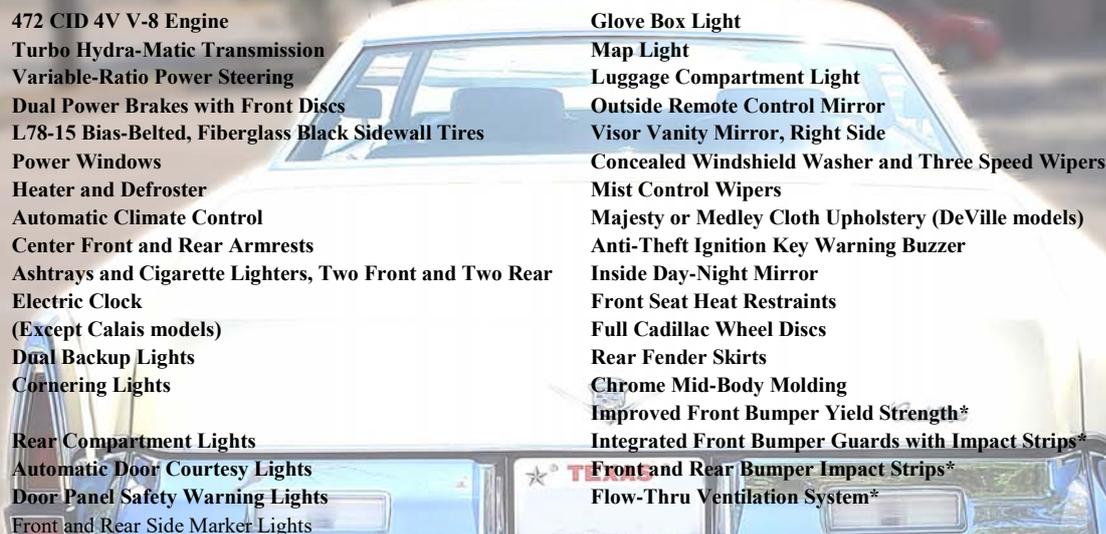


Medium Maize (Gold)

Statistics: Displacement: 7.7 liter 472 CID V-8 with a bore and stroke of 4.30 x 4.06 and a compression ratio of 8.5 to 1, producing gross horsepower of 345 @ 4400 rpm and SAE net horsepower: 220 @ 4000 rpm. This engine usually had a Rochester Quadrajets 4MV carburetor. 0-60 mph in 10.1 sec, 0-100 km/h in 10.7 sec and quarter mile time is 17.5 secs.

1973 Cadillac

1973 Cadillac DeVille Standard Equipment



472 CID 4V V-8 Engine
Turbo Hydra-Matic Transmission
Variable-Ratio Power Steering
Dual Power Brakes with Front Discs
L78-15 Bias-Belted, Fiberglass Black Sidewall Tires
Power Windows
Heater and Defroster
Automatic Climate Control
Center Front and Rear Armrests
Ashtrays and Cigarette Lighters, Two Front and Two Rear
Electric Clock
(Except Calais models)
Dual Backup Lights
Cornering Lights
Rear Compartment Lights
Automatic Door Courtesy Lights
Door Panel Safety Warning Lights
Front and Rear Side Marker Lights
Glove Box Light
Map Light
Luggage Compartment Light
Outside Remote Control Mirror
Visor Vanity Mirror, Right Side
Concealed Windshield Washer and Three Speed Wipers
Mist Control Wipers
Majesty or Medley Cloth Upholstery (DeVille models)
Anti-Theft Ignition Key Warning Buzzer
Inside Day-Night Mirror
Front Seat Heat Restraints
Full Cadillac Wheel Discs
Rear Fender Skirts
Chrome Mid-Body Molding
Improved Front Bumper Yield Strength*
Integrated Front Bumper Guards with Impact Strips*
Front and Rear Bumper Impact Strips*
Flow-Thru Ventilation System*

Accessory Code - Option - (Price)

K - Automatic Climate Control (\$523 early; \$536.80 late)
 L - Automatic Level Control (—\$77)
 C - Cruise Control (\$92 early; \$94.75 late)
 A - Rear Window Defogger (—\$31)
 E - Soft Ray Tinted Glass (\$57 early; \$58.95 late)
 U - Guide-Matic Automatic Headlamp Dimmer (\$51)
 J - Twilight Sentinel (\$40)
 I - Remote Control Right Mirror (—\$26)
 O - Opera Lamps (Fleetwood models only—\$51 early; \$52.65 late)
 Firemist Paint (\$128)
 3 - AM/FM Radio with Front and Rear Speaker (\$183)
 2 - AM/FM Signal-Seeking Stereo Radio with Four Speakers (\$320 early; \$328.40 late)
 1 - AM/FM Stereo Radio with Integral Eight Track Tape Player (\$406)
 Stereo Tape Player (Under Instrument Panel)
 Radio Foot Control (AM/FM Signal-Seeking Radio only)
 Padded Vinyl Roof (—\$152)
 S - Power Sunroof (Vinyl Roof required—\$610)
 M - Power Door Locks (Includes Electric Seat Back Release on 2-door models—\$69 early; \$70.55 late)
 Power Door Locks (—\$115)
 Dual Comfort Front Seat (\$103)
 Y - Six-Way Power Seat (Bench or Dual Comfort Seat, Driver's Side only—\$89 early; \$91.60 late)
 V - Six-Way Power Seat (Dual Comfort Seat; Passenger Side—\$115 early; \$117.90 late)
 Sierra Grain Leather Upholstery —\$169)
 Rear Shoulder Belts (\$31)
 Q - Tilt and Telescope Steering Wheel (\$92 early; \$94.75 late)
 H - Trumpet Horn (\$16)
 T - Remote Control Trunk Lock with Power Latch and Warning Light (\$56 early; \$57.90 late)
 Door Edge Guards (2—\$6; 4—\$9.50 late)
 5 - License Frame (One, \$5.75—includes Filler Plate in front)
 6 - License Frames (Two, \$12)
 F - Twin Front and Rear Floor Mats (\$16)
 P - Trunk Mat (\$8)
 W - White Sidewall L78-15 Tires (\$41 early; \$42.10 late)
 White Sidewall L78-15 Tires (Seventy-Five models—\$47)
 Steel-Belted Radial Ply White Sidewall Tires* (\$156)
 G - Controlled Differential (\$56)
 X - Track Master (\$205)
 N - Heavy Duty Cooling System (\$56)
 80 Amp Generator (\$41)
 Exhaust Emission System (—\$15)
 R - Trailer Towing Package (\$62)
 B - Lamp Monitors (\$49.50)
 V - Bumper Impact Strips (\$24.25)

NTXCLC First Saturday Breakfast

Our 1st Saturday get-togethers are a relaxed fun social event with classic cars in the parking lot a secondary thing. 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 September 3rd at 9:00 a.m.



Bill Levy, Doug Ashby, Jeff Pendleton, Marsha Pendleton, Harriett Levy, Judy Hanson, Jim Hanson, Linda Mikyska, Karen Fishell, Ron Fishell, Kathleen Ashby, Neil Polan, Tom Brakett, and Mark Waterman



A truly unusual site: three 1992 Cadillac Allantés, all owned by NTXCLC members. Fuel-injected 4.5-liter, V-8 engine produces 200 horsepower. The Allanté for 1992 was priced at: the Convertible Hardtop had a base price of \$62,800 while the Convertible had an MSRP of \$57,200. 1,931 were produced this year, a, abbreviated production year, as the 1993 model with the Northstar V8 was on the way.

From left to right, Ron Fishell, Jeff Pendleton, and Jim Hanson, caretakers of Cadillac's Finest Automobiles.

CLASSIFIED

CD changer w/din plug connector. From 1998 DeVille. Mounts, instructions & hardware included.
\$50

Richard 817-472-4260



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

Don't forget to vote for the members of the club's Officers. See the August newsletter for complete details.

If you lost your August copy, go to <https://forums.cadillacallasalleclub.org/index.php?topic=169099.0>

There is a PDF copy attach.

Activities Calendar

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

2022

August 6th NTXCLC First Saturday Breakfast Social.

September 3rd 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:

2022 September 22-24 Cadillac Fall Festival and Concours d'Elegance, Gilmore Car Museum campus.

2022 October 30—November 4 National Driving Tour-Virginia Beach, VA a tour to cover several southeast states.

2023 Winter Board Meeting is in Concord, NC

2023 June 20-June 24 CLC Grand National Albuquerque, NM.

2024 January, Irving, Texas National Board Meeting.

2024 CLC Grand National Gettysburg, PA.

CADILLAC ELECTROCUTION AND VAPOR LOCKED

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



As a retired Pontiac “Master” Cadillac GMC dealer, recognized and endorsed by legendary *Automotive News* senior opinion editor Keith Crain, and as a loyal subscriber over 50 years, I highly recommend *Automotive News*. Editorials and archives are most appreciated.

The Cadillac “hand built” Celestiq \$81 million show car advanced electric vehicle with hands-free driver assistance is scheduled for sale late 2023 for only \$300,000.00. GM’s 12 Mile, Mound Road, Warren, Michigan “Tech Center” will produce the next Standard of the World”. 25 July 2022



Cadillac gave 20 tech savvy chosen buyers \$5,500.00 discounts on the new Lyriq Crossover. Customers can’t tell friends and family anything about their experience owning Cadillacs first electric vehicle. Participants sign a non-disclosure agreement prohibiting them from discussing their Lyriq with anyone outside GM! 25 July 2022



Electric Escalade “IQ” expected 2024-2025.

Electric Crossover XT4 expected 2024 built in Mexico (discontinued 2026)

XT5 to be discontinued 2025

CT5 to be discontinued 2025

XT4 to be discontinued 2026

CT4 to be discontinued 2026

By Cadillac Electrocutation

Anyone remember November 2008 when GM CEO Rick Wagoner arrived in Washington D.C. in a private jet with tin cup in hand was seeking and receiving billions of taxpayer government emergency “bail out” dollars? Well, in August 2022 Generous Motors has lost nearly \$5 billion since 2018. \$5 million a day to build a robot taxi business in San Francisco, CA. Cruise unit starts charging riders. Losses are accelerating. GM trails Toyota by about 90,000 light vehicles sales in U.S. 11 October 2021

Featured 1962 Pontiac 421 super duty dual four barrel carburetors with clothespins on fuel lines, an alleged remedy for “vapor lock” (gasoline must vaporize to ignite). Vaporization means easier cold starts, but easier “vapor lock” in older vehicles including the new 1932 Ford flathead V-8! “Vapor lock” all but stops the fuel from pumping . . . an engine “heart attack”! Hot weather or hot running engines can exacerbate the issue. Modern vehicles use tank mounted pumps. Electric fuel pump mounted closer to the tank helps avoid “vapor lock” on older rides. My 1956 dual four barrel Eldorado Seville in Florida required repairing and replacing the in line fuel glass sediment bowl to restart. Cadillacs Cliff Wagner simply ran a fuel return line to the tank in 1956 and adopted by Cadillac nationwide.



Tile Party

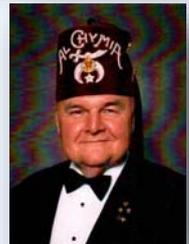


L to R: Your author with Dad’s 1957 Cadillac in 1958. The “REVS” hot rod club, Rossford, Ohio in 1959 (L to R): Dave, Larry, Chief Marty, Emil, Alex, Earl, Jim and back to us is Ken Limph. Alex Beloff III and my like new red 1957 Cadillac. 2009 My valued 1959 “RHS classmate, car man and friend Ken heard the Lord call his name last month. He “vapor locked”. His passing is hard to bear and reminds us to live life to the fullest now.

Featured is an extraordinary couple Al Chymia Shrine “Brother”, Morris Ferguson and Easter Star Chaplain “Sister” Peg Ferguson at my under construction six car garage home in Eads, TN. Morris was an American automotive legacy. His philosophy, interest and generosity fit so magnificently into Cadillacs and special interest rides of contemporary America, especially in Memphis.



Well . . . This is a very important memorandum for every enthusiast. I received that call from Peg the “black camel” had come for Morris. My friend heard the Lord call his name—he “vapor locked”. His passing was not unexpected. At 90 I think, his body and judgement plus dementia and very poor mobility had succumbed to age. You must understand that as a Shriner, I have a fraternal responsibility to look out for the personal emotional material and spiritual welfare or a brothers widow. A commission I do not take lightly. Note to Armed Forces Veterans: Where is your DD Form 214? Must have it to have the American flag or burial in national cemetery.



Morris was a very stubborn man saving everything. He grew up a self made man. Each car was one of his children and all his memorabilia were national treasures. Peg’s call to me was panic. In Morris’s immortality, almost immediately his famous Memphis 9 car garage home was sold! That’s not the worst of it. All five vehicles including hundreds of Danbury mint models cars and enough parts to outfit a small NAPA store had to be gone in 72 hours. Morris had 40 years to domicile his automotive collectibles. A real mess. Be sure you have a will and documents and personal effects neat and tidy to give your loved ones peace of mind.



I called Tim Johns, Memphis Klassics in Atoka, TN., who is a very accomplished specialty car guy and his checks are always good. That's Tim with his three car carrier. I sold him two, one not shown, 1959 Edsel prestigious international winner convertibles, a national winner 1959 Edsel sedan (the 1978 Seville Elegante is my car), a pristine low mileage 1973 Buick Riviera and the authentic, original documented timeless appealing 1976 Cadillac Eldorado convertible with 10,980 miles, Florentine red with factory parade boat. Remember Cadillac had the only convertible for 1976! This was 2005 and all five cars sold for \$60,000.00. Tim may have doubled his money. That's ok with me. Peg got \$60,000.00 within hours and a momentary bright spot in Edsel's downward spiral.



I personally purchased several hundred Danbury Mint models for \$500.00. Most had so much shelf dirt, it took weeks to clean and polish what you see here. It took years to gladden the hearts of known automotive enthusiasts with a rare model car gift.

Here is longtime valued Cadillac man Dick Lyke of Memphis, TN. He is a premier realtor and owner of this perfect 1957 Cadillac 62 Series DeVille convertible. Remember 1957 was the only year the fins faced forward. Photo was taken in Bud Davis Cadillac lot. Dick sold me three acres to build my Eads, TN. six car garage home.



Congratulations to Ronnie Hux - our new President of Cadillac LaSalle Club. Ronnie and I go back to Bud Davis Cadillac in Memphis, TN. Ronnie was our very accomplished sales manager. He is a true Cadillac man. Ronnie, I wish you continued success and happy motoring in your very spectacular 1973 Cadillac.



May God bless the trails you ride! Alex

Newsletter Articles

Would you like to see your Cadillac on the pages of the NTX-CLC newsletter? This small, but deluxe publication gets circulation, not only in our region, but is sent to many of the CLC clubs across the nation and world. By appearing here your story can become part of Cadillac history. **I need your story and your pictures**, or just your favorite photo of your car. It could be a story about the vehicle as it is now, or it can be a restoration article, or a funny, interesting, or even a sad story. But it's about your car, and this means it is about you, too. If you feel you can't write well enough, send me the basics and I will help you write the story. I have many pages to present monthly, and I have room for you in them. So, don't feel embarrassed—email me, or call me, or see me at the NTXCLC outings and let's make history.

lifer@writeme.com



Sunshine Report

We have had several members that have had or have Covid. So we send out prayers and wish them a Speedy Recovery. and soon hope to schedule an event but Covid is still very much in the news so we must be very cautious !!!!!!!!!!!!!

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

Rubye Musser 9/9/2022
Bill Levy 9/10/2022

Love, *Rubye*



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 rubyemusser@gmail.com for information on shipping charges.

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

Send your orders to:
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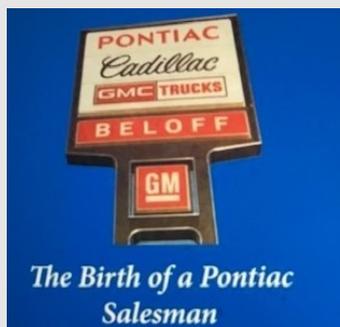
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CLC NORTH TEXAS BELOFF ARTICLES



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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

NTXCLC

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- September 3rd NTXCLC First Saturday Breakfast Social.
- October 1st 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

Hotel Booking Info

Albuquerque Marriott Pyramid North
 5151 San Francisco Rd. NE
 Albuquerque, NM 87109-4641
 505-821-3333

CLC room rate is \$129/night plus tax.
 To reserve your room, go online to cadillacallasalleclub.org/gn, click on the link on that page to reach the Marriott reservations site; call group reservations at 800-262-2043 and ask for the "Cadillac & LaSalle Club" rate; or scan the QR code below with your smartphone.

All room reservations must be guaranteed with a major credit card; the hotel will not hold reservations otherwise. Cancellations less than 30 days before the event are subject to a one night's penalty.



- 2022 September 22-24 Cadillac Fall Festival and Concours d'Elegance, Gilmore Car Museum campus.
- 2022 October 30—November 4 National Driving Tour-Virginia Beach, VA a tour to cover several southeast states.
- 2023 Winter Board Meeting is in Concord, NC
- 2023 June 20-June 24 CLC Grand National Albuquerque, NM.
- 2024 January, Irving, Texas National Board Meeting.
- 2024 CLC Grand National Gettysburg, PA.

- For Your Interest:
- September 03 Warbirds And Wheels, Lancaster Airport, 650 Farris Rd.
 - September 30-October 2 CAF Air Power Tour, San Marcos Muni Airport.
 - November 11-13 2022 CAF wings Over Dallas WWII Airshow, Dallas Executive Airport.

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