



Cadillac & LaSalle Club Potomac Region



2011 Annual

Capitol Cadillac

Fall Car Show



Dazzling DeVilles

Sunday October 30, 2011

Dazzling DeVilles

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.

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 also adopted the pillarless hardtop styling. In 1958, that trend not only continued, but 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.

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.

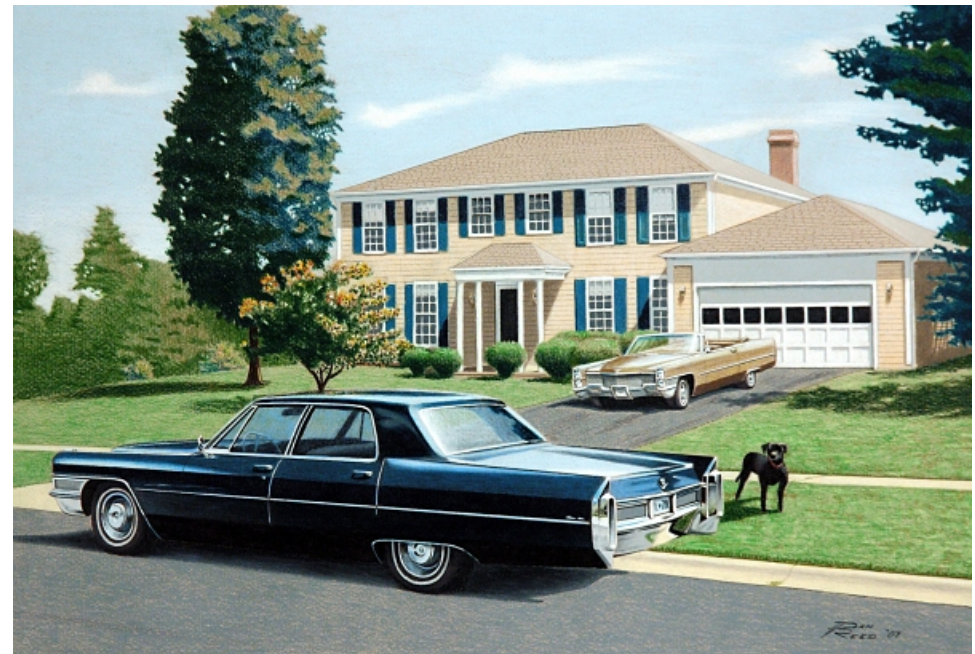
Dazzling DeVilles (continued)

From 1961 to 1963, there was yet a third version of the Sedan DeVille, also offered at the same price. That was the short-deck version - seven inches shorter, with the difference in the trunk area. In 1961, the short-deck model was a six-window Sedan DeVille; in 1962 and 1963, it was a four-window model called the Park Avenue. It was intended to appeal to customers whose garages were too small for the longer cars, or who lived in big cities where parking spaces were tight. The idea was good, but perhaps ahead of its time, because there wasn't enough demand to continue the model, and it ended after the 1963 model year.

In 1964, the DeVille series expanded to include a welcome addition -- the Cadillac convertible. An unusual model 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. 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 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. 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.

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.c



Dazzling DeVilles On Display

(Information about each car furnished by the owner)

Car: 1950 Cadillac Coupe DeVille

Owner: Doris Phelps, Manchester, MD

Purchased from the family of the original owner, after current owner purchased the family's original 1967 Sedan DeVille. Car came with a picture of the seller standing next to the car as a 3-year-old boy. Since 2006, has been shown and won many awards, including an AACA 1st Junior Award.

Car: 1953 Cadillac Coupe DeVille

Owner: Henry Ruby, Temple Hills, MD

*Purchased in 1968 by the current owner. Has appeared in several movies, including *The Godfather* and *F.I.S.T.* Over 150k miles on this charter Potomac Region vehicle. Driven to many shows, including several CLC Grand Nationals. Owner has added some of his personal touches to this beauty.*

Car: 1955 Cadillac Coupe DeVille

Owner: J. Roger Bentley, Brinklow, MD

Originally sold new in Arizona. Equipped with rare factory air conditioning (still works). Also surviving is a dealer option of a set of matching Samsonite luggage that is the same color of the car, Wedgewood Green. Dagmar bumper bullets give the car as aggressive appearance. Still sweet to drive year around.

Car: 1955 Cadillac Coupe DeVille

Owner: Joe Cottrell, Tinton Falls, NJ

Purchased in 2008 in Tenn. Car sat in a barn for 32 years. After being made road-worthy, the current owner painted the roof white to match his father's '54 Coupe DeVille that he rode in as a youngster. Growing up, his brother had a '56 Coupe DeVille so the current owner decided that '55 was his year.

Car: 1955 Cadillac Coupe DeVille

Owner: Bob Crimmins, Manalapan, NJ

Purchased in 1977 from the second owner. Car is known as "Ava Gardner". Completely restored over the last 34 years -- repainted in 1978. Fully equipped with all power accessories plus factory air conditioning. Includes Sabre wheels and full deck continental kit.

Car: 1956 Cadillac Sedan DeVille

Owner: Dan O'Flaherty, Fort Lauderdale, FL

First year of the Sedan DeVille, a pillarless 4 door hardtop for 1956. Current owner used to live in Arlington, VA. Car is being shown by Lou Monette.

Dazzling DeVilles On Display

(Information about each car furnished by the owner)

Car: 1958 Cadillac Coupe DeVille

Owners: Jim & Gail Cowin, Cambridge, OH

Originally sold new in Lima, OH. Current owners purchased the car in 2011 from their 20-year-old son, who purchased it three years earlier and began the restoration. Since the restoration was completed, the car has won an AACA 1st Junior in '07, a Senior in 2010 and a CLC 1st Primary in '11.

Car: 1959 Cadillac Coupe DeVille

Owner: Mark E. Brodsky, Chevy Chase, MD

An original 29k mile Coupe DeVille in Gotham Gold with Dover White top and fawn cloth and leather interior.

Car: 1959 Cadillac Coupe DeVille

Owner: Randy Edison, Washington, DC

Sold new to an Alexandria, VA fire chief and has remained in Alexandria its whole life. Current owner is the fourth owner. Car has 61k original miles. Repainted once in the early 1990s and carpet replaced. Fitted with an aftermarket radio, dash pad cover and stainless steel brake lines.

Car: 1959 Cadillac Sedan DeVille

Owner: Paul Habicht, Glen Arm, MD

99% original as it left the factory with 41k miles. Won a CLC Senior (#477) and a Past Presidents' Preservation Award at the 2003 Grand National, and a AACA Senior Award in 2004. Original owner said the car reminded him of Flash Gordon because of the handsome tail fins and rear bumper jet ports.

Car: 1959 Cadillac Coupe DeVille

Owner: Sandy Kemper, Silver Spring, MD

Purchased in 2000 by the current owner. According to the sellers, their grandmother bought the car from a dealer in Norfolk, VA. Most of the body metal, chrome bumpers & trim, paint and interior are original and unrestored. Current mileage is a little over 96k miles.

Car: 1960 Cadillac Coupe DeVille

Owners: George & Rita Boxley, West River, MD

Purchased at the Atlantic City Auction 19 years ago with 72K miles. Coupe currently has 77K miles. Driven to several CLC Grand Nationals and other road trips trouble-free. Attention-getter where ever it is driven.

Dazzling DeVilles On Display

(Information about each car furnished by the owner)

Car: 1961 Cadillac Sedan DeVille Short Deck

Owners: Jerry & Helen Gordon, Pikesville, MD

Sold new to a Funeral Home in Parma, OH. Purchased in 1985 by the current owners. Won a CLC Senior (#156) at the 1993 Grand National. After winning an AACA 1st Junior and Senior Award, car has gone on to win 25 AACA Preservation Awards. Currently has 26k miles.

Car: 1962 Cadillac Sedan DeVille

Owner: Tom Pollutri, Wilmington, DE

Car is precisely like the '62 Cadillac the current owner's father used to bring him home from the hospital after he was born in 1968. In 2004, he surprised his father with this car as a gift. The father insisted that his son keep the car. Owner hopes to preserve the car for his 5-year-old son.

Car: 1964 Cadillac DeVille Convertible

Owner: Mark E. Brodsky, Chevy Chase, MD

Originally sold new in Newark, OH. Won a CLC Senior (#74) at the 1989 Grand National, and a Past Presidents' Award and Best Original "Late" at the 2003 Grand National. Car has 32k original miles. Rare bucket seat interior.

Car: 1965 Cadillac Coupe DeVille

Owner: Debbie Taylor, Frederick, MD

Car was found rotting in a field by the current owner's late husband, Carl. The interior had evidence of rats, among other things. Carl named the car "Lazarus" and did all the work himself to bring it back to life. He passed away before it was finished. As a tribute to him, the car was painted Hot Rod Black.

Car: 1966 Cadillac DeVille Convertible

Owner: Mark E. Brodsky, Chevy Chase, MD

Sold new by Capitol Cadillac of Washington, DC to Lawrence Levy on November 22, 1966. Current owner first saw the car in 1970 when leasing a warehouse in Kensington, MD. He told the leasing agent to call if the car was ever for sale, eventually buying the car in '78 for \$1,100 – his first collector car.

Car: 1967 Cadillac Coupe DeVille

Owner: Dudley Peters, Friendship, MD

Originally sold new in Glendale, CA. Purchased in 2008 by the current owner after explaining to his wife "it needed some work." Work of reviving the car has been a wonderful family bonding experience with the owner's daughters being involved with the decisions and helping with all the work.

Dazzling DeVilles On Display

(Information about each car furnished by the owner)

Car: 1967 Cadillac DeVille Convertible

Owners: Mike & Vicky Barruzza, Bristol, PA

Purchased in 2001 by current owners from CLC members Toni & David Rothman, who bought it after it didn't sell at the Manheim Red Rose auction. Started life as a chauffeur-driven car. "Chocolate Bud" is completely original except for the tires, batteries and fluid, and is in excellent shape.

Car: 1967 Cadillac DeVille Convertible

Owners: Chuck & Debbie Piel, Ellicott City, MD

Originally sold new in Cleveland, OH. Purchased in 2010 by the current owners, who are the third owners. Except for paint, top and tires, all of which were renewed in 2010, "Big Blue" is all original, including the spare in the trunk. Has all options except bucket seats and automatic level control.

Car: 1967 Cadillac Sedan DeVille

Owner: Doris Phelps, Manchester, MD

Purchased in 2005 from the son of the original owner because it was easier to drive on tours and to car shows than the current owner's 1929 Ford Model A roadster. Totally original with 17k miles. AACA First Place in Junior, Senior and Preservation class awards at the Annual Fall Hershey events.

Car: 1968 Cadillac Coupe DeVille

Owner: Barbara Coleman, Malvern, PA

Purchased in 2000 by current owner. She owned one in the 1970s and had to have one again. Car is black with a tan leather interior, a rare combination. Runs great.

Car: 1968 Cadillac Coupe DeVille

Owners: Jack & Pat Noll, Spring Grove, PA

Purchased by the current owners at a public auction. Car was as a 31k mile original Coupe that had been in storage since 1971. Fortunately, the sun was kept out as were all varmints, as there was no damage to the car. It is now road-worthy and a pleasure to drive.

Car: 1968 Cadillac DeVille Convertible

Owner: Jeffrey Seifert, Rockville, MD

This DeVille Convertible was well-cared for by the previous two families that owned it. At some point, its factory color of Arctic Blue was changed to Dazzling White. With about 54k miles, it appears to be otherwise mostly original. With the top down and smooth ride, it is a joy to cruise the country roads.

Dazzling DeVilles On Display

(Information about each car furnished by the owner)

Car: 1968 Cadillac Sedan DeVille

Owner: Eugene R. Korejwo, Reading, PA

Car was found in the back yard of a young man who was given the car by his grandfather. Car then sat in current owner's yard for two years until his granddaughter informed him that she was going to her prom in the car in 10 months! Full restoration was completed in time. 34k miles on this beauty.

Car: 1969 Cadillac Coupe DeVille

Owner: Mark E. Brodsky, Chevy Chase, MD

Purchased from the son of the original owner. Won a CLC Senior (#658) at the 2008 Grand National. Car has 21k original miles. "Double" white with an unusual mauve (purple) leather interior.

Car: 1969 Cadillac Coupe DeVille

Owner: Rob Robison, Yorklyn, DE

Purchased from the family of the original owner with 6k miles. Black Coupe with a black vinyl roof and red leather interior. Great low-mileage original Cadillac.

Car: 1969 Cadillac DeVille Convertible

Owner: Mark E. Brodsky, Chevy Chase, MD

Three-owner car purchased from the original owner's next door neighbor. An original 42k mile car in Persian Aqua with white interior and top. Won a CLC Past Presidents' Preservation Award at the 2007 Grand National.

Car: 1969 Cadillac DeVille Convertible

Owner: Bryce Frey, Chesapeake Beach, MD

Acquired in 2007 in a three-way trade. The longest trip made was to the Cherry Hill NJ 2008 CLC National Meet, where it took second place in class on a rainy day. Car was also shown at the Spring 2009 Capitol Cadillac Potomac Region CLC car show.

Car: 1970 Cadillac DeVille Convertible

Owner: Mark E. Brodsky, Chevy Chase, MD

Except for a refinish in the original color, Bayberry, this is an original 42k mile convertible. Previously a one-family owned car bought new from Central Cadillac in Cleveland, OH, a Cadillac dealership since 1942.

Car: 1970 Cadillac DeVille Convertible

Owners: Cheney & Berkeley Edmunds, Annapolis, MD

Purchased sight unseen in 2003 from eBay for \$8,700, which included shipping from Corona, CA. All three of the current owner's children have been driven home from the hospital in this car after they were born, as the nurses cheered them on.

Dazzling DeVilles On Display

(Information about each car furnished by the owner)

Car: 1970 Cadillac DeVille Convertible

Owners: Cheney & Berkeley Edmunds, Annapolis, MD

Purchased sight unseen in 2007 from eBay for \$15,000 and was shipped from Chicago. Whenever the current owners park in downtown Annapolis, they are always swarmed by tourists taking pictures. They can't get enough of it.

Car: 1970 Cadillac DeVille Convertible

Owner: Robert Meekins, Eldersburg, MD

Purchased in 2009 from a classic car restorer in Malvern, PA. Most notably, the convertible was used to chauffeur Maryland's Governor Martin O'Malley and his family in four July 4th parades in 2010, and Baltimore City Mayor Stephanie Rawlings-Blake in a 2011 St Patrick's Day parade.

Car: 1970 Cadillac DeVille Convertible

Owner: R. Scot Minesinger, Fairfax Station, VA

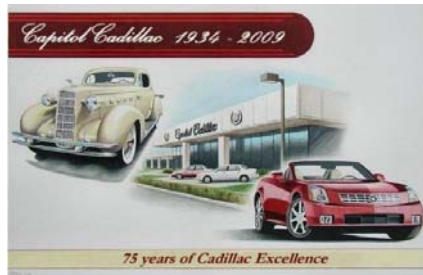
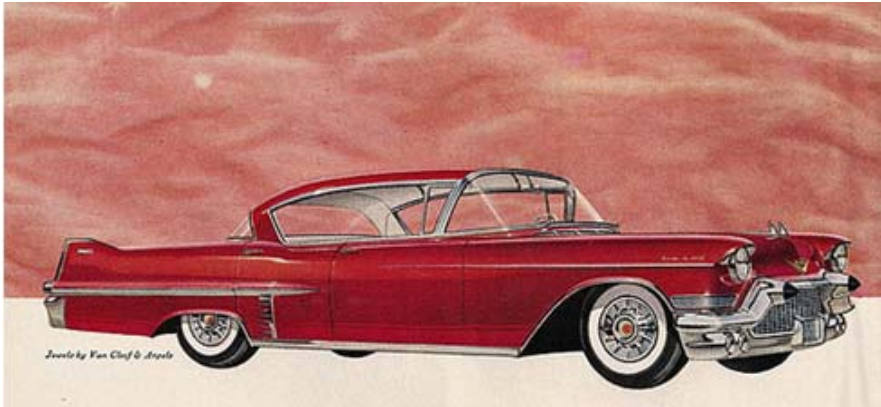
Purchased in 2005 when looking for a convertible with a V-8 and rear wheel drive that would seat six (cars like this are not built anymore). Car was "90% restored" at the time of purchase and 10% has been completed since. Driven 22k miles since 2005, almost daily during good weather.

Car: 1970 Cadillac Sedan DeVille

Owner: Don Miller, Malvern, PA

Three-owner car purchased by current owner in 2010. Certified Historical Preservation of Original Features (HPOF) by AACA at Fall Hershey in 2010. Only work completed by owner has been a rebuilt carburetor, new tires and a new A/C compressor.





**The Cadillac & LaSalle Club
Potomac Region would like to
thank Capitol Cadillac and
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