



# STANDARD OF THE WORLD

## Cadillac LaSalle Club North Texas Region

April 2022



*Awarded Best CLC Regional Newsletter 2008, 2020*

### PATE SWAP MEET NOTES

**April 23, Saturday:** On Setup Day the meeting time is 10:00 a.m. at the Cadillac & LaSalle Club-Pate Swap Meet hospitality tent at Andretti and Third Street in Zone 1A (the only tent up). There will be refreshments and water on hand. Be sure to sign the sign-in sheet. Down from gate 4 on Petty Place is the golf carts are stored, in the picket fence area ("Pet Cemetery"). We pick up the golf carts and drive them over to Zone 0 where the vendor space marker tile tubs and street signs and poles are stored in the PATE Conex .

**Tiles:** Each golf cart is loaded with the tile tubs for the zone that is being worked. Note that each cart should have a walkie-talkie, water, and any other refreshments the cart occupants desire. After laying the tiles, the tubs with maps and walky-talkies are returned to the hospitality tent and the golf carts are then returned to the pet cemetery before leaving. Leave cart keys in the carts when parking. They will be collected when we are done.

**Signs:** The sign crew will also have a cart and will load maps, poles, and signs from the Conex. After posting the signs, return to the Conex to unload any left over items and then drop off the cart in the pet cemetery before leaving.

**Lunch:** should be served around 12:00 noon at the hospitality tent, so if you are in the middle of your work, drive on in, and then after lunch, complete your mission.

**May 1<sup>st</sup> Sunday: On Pickup Day** we meet at 10:00 a.m. at the Cadillac & LaSalle Club-Pate Swap Meet hospitality tent at Andretti Avenue and Third Street in Zone 1A. The swap meet will be winding down, so driving your car to the tent should not be a problem. Be sure to sign the sign-in sheet.

**Golf carts** will be provided for the activity. Each cart will load up with zone-specific tubs, rubber bands, maps, walkie-talkies, water, and refreshments as desired for tile pickup. A sign crew will use a cart to pick up signs and poles. After the tiles are retrieved, they should be taken to the hospitality tent for final sorting. After sorting the tubs will be taken to the Conex in Zone Zero for storage. Sign materials are taken to the Conex storage.

**Lunch** should be served around 12:00 noon at the hospitality tent, so if you are in the middle of your work, drive on in, and then after lunch, finish the pickup. When done, leave the walkie-talkies in the hospitality tent.

**Golf Carts:** Before you leave, the empty golf carts are to be dropped off at the HQ trailer at Petty and West Gate 3. Leave the keys in the carts.

Note: Use this URL in your smartphone or GPS-capable device to locate your actual position at the Texas Motor Speedway Pate Swap Meet lot: <https://map.pateswapmeet.com/survey.htm>

web site: [www.clcntx.com](http://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, 2022

# Pate Swap Meet Tile Party

On a beautiful balmy, no-wind, bright day in March at the Texas Motor Speedway, Pate Swap Meet Con-  
ex, these volunteers from the North Texas Region Cadillac & LaSalle Club, Lone Star T, and the AACA  
gathered to prepare the 10,148 + vendor space marker tiles for setting up in April.

A big **THANK YOU** to all!



Tubs in the shelving in  
Zone Zero PATE Conex



A Vendor Space-Marking Tile



A tile tub with tiles sorted  
and ready for placement  
April 23rd Setup Day

Sue	Frisby	AACA
Carey	Frisby	AACA
Sandie	Gambulos	AACA
Charlie	Gambulos II	AACA
Charlie	Gambulos III	AACA
Steve	Knight	AACA
John	Richardson	AACA
Chris	Stathopulo	AACA
Judy	Vera-Guyriuger	AACA
Mark	Engel	LST
Jim	Frierson	LST
Gary	Hengst	LST
Holly	Ingram	LST
Kim	Keith	LST
Tammy	Keith	LST
Fran	McGlinn	LST
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Don	Stevenson	LST
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Ron	Fishell	NTXCLC
Jim	Hanson	NTXCLC
Judy	Hanson	NTXCLC
Bill	Levy	NTXCLC
Harriett	Levy	NTXCLC
Rubye Mae	Musser	NTXCLC
Steve	Overby	NTXCLC
Mark	Waterman	NTXCLC
Lenny	Zimmerman	NTXCLC



If I misspelled your name I apologize

## CLASSIFIED

**For Sale: 1997 Eldorado ESC.** Bought at Sewell: New NAPA radiator, lower hose, & coolant. tagged to 2/23. Killer AC. Only option is a trunk mount CD player. Spare full size wheel included, owners books, keys, sales literature, etc. Downsizing, too many cars. \$1350. Please do not try to low ball me. **Richard 817-472-4260**

**For Sale:** hood emblem, possibly early 1970s. Spring loaded, two studs/mounting. Karen's finger in the photo is not included. \$40. **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*

*Under The Editor's*



*Bonnet*

One of the things I look forward to is the club's participation in the Pate Swap Meet, held yearly at the end of April, at the Texas Motor Speedway. Our club is one of fourteen car clubs that are members of the **PATE SWAP MEET** partnership, and through this we get to participate in the setup and administration of the event. Consider that the Pate Swap Meet is the largest automotive swap meet west of the Mississippi, and considered one of the largest in the country. As members we get some privileges, such as showing off our pride and joy (car that is) in front of the club's hospitality tent, free parking for workers, and a comradery with other Pate workers. It makes you feel good when the president of the organization calls out a big hello and calls you by your nickname. The effort of helping at the swap meet is a lot of work but it has many rewards, one is a sharing of the profits to pay for club functions and parties.



**The Caddy Girls also enjoy a Monthly Social and seemed to have more fun than the guys, who only talked cars and more cars. L-R: Harriett Levy, Judy Zimmerman, Debbie Overby, Connie Beloff, and Judy Hanson.**



# 1st Saturday Breakfast Social

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. You will have a good time and food is good. Spouses are invited. Next meeting April 2nd at 9:00 a.m.

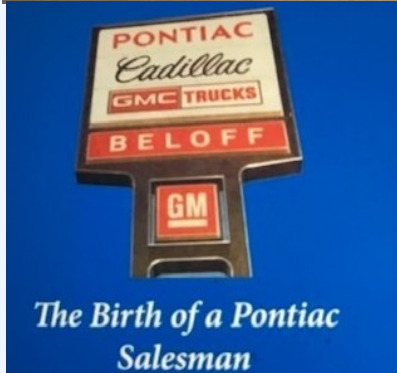


Matt Varble, Ron Fishell, Jim Hanson, Doug Ashby, Steve Overby, Bill Ische, Dan Harrison, Mark waterman, Alex Beloff III, and Bill Levy



Karen Fishell, Connie Beloff, Harriett Levy, Kathleen Ashby, Debbie Overby, and Sandy Ische

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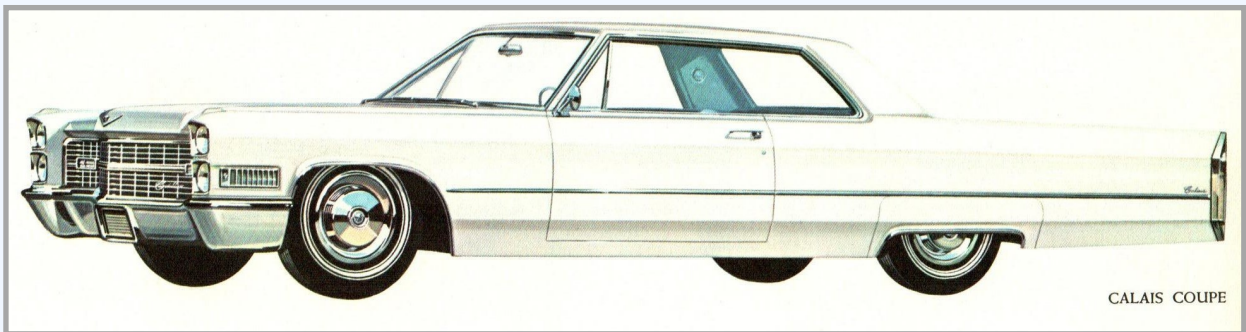
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# CADILLAC'S "CALAIS" MISUNDERSTOOD OWNER DECEPTION

Story and artwork by Alex Beloff III except where noted



COUPE de VILLE



CALAIS COUPE

Vintage and special interest Cadillacs attract enthusiasts wherever they are shown. It's no secret that "every customer matters." Cadillac sales associates are faithful guardians of potential Cadillac owners entrusted to our care regardless of age or era. We need to state the facts as they are. It's never good to mislead a potential buyer into thinking otherwise. To exploit enthusiasts out of their money through lies, falsehoods and other misconceptions to sell a car or make a point of fact is simply wrong!

In 1965 Cadillac introduces the Calais. It looks like a Cadillac DeVille. It drives like a DeVille sharing the same drive train components. However, that is where all similarities end! It is a price leader Cadillac, often poorly merchandized (equipped) that has suggestions of cheap, like taking a hot dog to a banquet! If you understand what you are getting, it's fine. MOST DO NOT. I know as my first new Cadillac was a 1966 Calais Coupe. Fortunately it had factory air as well as a tilt and telescoping steering wheel. A gorgeous Cadillac it was. A Coupe DeVille it was not. I was 25 years old, paid cash and promptly sold it. The Calais looked exactly like a Coupe DeVille until 1971 when the DeVilles became standard with great looking stainless steel rocker panel molding, trim and most had padded tops.





A local prominent Peru, Indiana, businessman approached me to purchase the hot selling (list price) youthful Coupe DeVille for 1972 of which a staggering 95,280 sold nationally. I gave him a compelling product presentation, memorable demonstration drive and proud facility tour for home of happy Cadillac owners. He said, *Al, I have no trade in, I pay cash and I'm going where I get the best price.* I said, *I never heard that before!* And he laughed. I send everyone a hand written thank you letter in the same day mail and follow up phone call. No response. A few days later, I got him on the phone. He said, *Hey, Al. I like you but I beat your deal in Indianapolis (65 miles) by almost \$2,700.00.* I said, *I've been beaten by a few hundred but never that much. Sorry I missed your business. This is important, what did the car list for, window sticker, MSRP?* He said, *I don't know. I am a busy guy. They had it prepped fuel ready for immediate delivery and it's loaded, got everything, it's a Cadillac.* I replied, *Well please bring it by for service or questions of operation. We will treat you like you bought it here.*



Six weeks later, he came in for a lubrication servicing with 4980 miles showing. After a complementary hand wash and vacuum, he was livid to point out somehow Cadillac at the factory left off his rocker panel moldings on his Coupe. I said, *No, you bought a Calais so no moldings.* He said, *My courtesy door lights don't work.* I said, *A Calais has reflectors.* He said, *My Calais also has these cheap Chevy loop pile carpets not deep cut pile. My biggest grip is I am audibly peeling my sweating legs off my leather seats.* I said, *No these are vinyl plastic seats. You can't even order leather on a Calais.* Lastly he said, *I pinch my legs between the bottom of the steering wheel and the seat. Is there any way to install a tilt and telescoping steering wheel?* I said, *No. You also have no cruise control, no twilight sentinel, no dual mirrors, no dual comfort seats (not available) and no premium sound. You don't know the worst of it. When you go to trade or sell it, you are appealing to a very narrow audience. What's it worth if no one wants it? I know you feel you got bagged. They took advantage of your emotions. I don't like it. I have a solution.*



He said, *I am listening.* I continued, *Your first loss is your best. Sell it now. I will detail it. You are a heavy smoker so with new trunk and floor mats and cut up air wick under the seats that will kill the smell of smoke, I'll put it on our showroom floor for sale. I have a vendor who owes me a favor. He will install a new factory correct vinyl top, no charge. Within a few days, I sold it to my friend who is a wealthy hog farmer (80,000 hogs in a building) who is also a heavy smoker. I gave him the whispering price. He loved it. He said, I don't care about lacking features. It is an almost new Cadillac with factory air.*

*You know what it will look like as my field car. I'll take it but I don't have my checkbook. I said, No matter. I will bill you. Here are the keys.* He could have easily written a check for the Calais or the dealership! Everyone was happy. My former Calais owner will get one of the first 1973 Coupe DeVilles ordered to suit the Cadillac man!



Clifford C. Wagner was correct when he said, *“I've never seen a bargain in true luxury and most of them have been 'mis-represented'”*. I raised hell with Cadillac Motor Car Division, many of whom I had grown up with, over continued Calais production.

A Cadillac Cincinnati zone communique letter from by Bruce A. Badger to Beloff Pontiac Cadillac GMC, dated 3 January 1974 revealed our luxury high group analysis of a whopping 30.3% (national average is 24%). In response to my outrage about the continued Calais production, Cadillac strongly urged caution regarding consumer emotionalism and answers and reply to many misleading statements surrounding Cadillacs. Well by 1976 the Calais was finished. From 1967-1976, these are the statistics from Cadillac Motor Car Division Detroit:

- Calais production was 74,059 sold units.
- Cadillac DeVille production was 1,613,852 sold units.
- 1972 Calais Coupe sold 3,900 units.
- 1972 Coupe DeVille sold 95,280 units.

It is a tragedy and disgrace that many of the over 74,000 Cadillac Calais owners were of the impression they bought DeVilles. Their embarrassment for future Cadillac sales is incalculable. Caution: always study the Monroney window sticker. It is required to be there by federal law to protect you in making a competitive purchase. The first year for the Coupe DeVille was 1949, I think. The last year for the Coupe DeVille was 1996 and the last year for a true two door hardtop was 1973.

Alex Cadillac memories: In 1970 I bought a brand new white Cadillac convertible from Tutwiler in Indianapolis. I wanted San Mateo red with white leather and red carpets but there was a six month waiting list for red. In 2009, I found at a private sale a 1970 Cadillac convertible with San Mateo red, white leather, red carpets as you see the car pictured here. I have my buddy Scooby Doo with me and we were a hit cruising Main Street in Grapevine, Texas. This was last year for Cadillac's rear wheel drive 375 hp convertible requiring premium fuel. Only Cadillac had harmonizing carpets. All other sister divisions were black. Nothing makes you feel alive like the top down!

*May God bless the trails you ride! Alex*



# Cadillac Fall Festival & Concours d'Elegance



## Accepting Concours Applications Cadillac Fall Festival & Concours d'Elegance September 22-24, 2022

You can now apply for the only [Concours d'Elegance](#) limited to Cadillacs and LaSalles! There are 8 classes for Cadillacs from 1903 to 1979 plus classes for LaSalles, Allantes, Cadillac V-cars from 2004 to the present, and preserved originals 1903 to 1979.

This is your chance to experience a special event. See historic and current Cadillac race cars, new Cadillacs, a special race car design exhibit by the Cadillac Design Studio, and a tribute display to legendary Cadillac designer David Hollis. Meet and visit with retired and active designers from GM Design's Cadillac Studio and much more. [Check out the full schedule of events.](#)

All of this at the renowned Gilmore Car Museum campus, with its over 400 car collection in seven replica dealerships, and other historic buildings on a 90-acre campus in southwest Michigan.

Apply Today!

### Additional Concours Information

- All accepted cars receive 2 FREE full admission tickets, commemorative items: one license plate, one poster, and two programs
- Concours d'Elegance Show and Judging on Saturday, September 24
- Best in Show winner will receive an invitation to the 2022 Hilton Head Concours



### Honorary Chief Judge

We are also excited to announce **John Manoogian II**, Past Director of Cadillac Design, will serve as the Honorary Chief Judge for the Concours d'Elegance. [Learn more about John.](#)

**Questions?** Please contact Erin Abel, Event Coordinator, at [erin.abel@cadillacfallfestival.com](mailto:erin.abel@cadillacfallfestival.com).

2022 Cadillac Fall Festival & Concours d'Elegance  
at the Gilmore Car Museum Campus  
6865 West Hickory Rd.  
Hickory Corners, MI 49060



# Sunshine Report

NTX members pray and wish the best and speedy recovery to all who are ill.

May God Bless All and keep safe from the Covid.

**March Birthdays: If your birthday is in April, let us know.**

Bill Haesslein  
Jim Hanson

Love,

*Ruby*



# Membership Report

## Welcome New Members:

There are 14 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.

For membership information— Contact Bill Haesslein at [billhsln@att.net](mailto:billhsln@att.net)

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# Activities Calendar

Photos by Hugh Harris-Evans

Here are the activities that members and family and guests can plan for and participate in.

## 2021

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

## 2022

**April 2nd** NTXCLC First Saturday Breakfast Social.

**May 7th** NTXCLC First Saturday Breakfast Social.

## PATE DATES—2022

**April 23** Setup Saturday

**April 28-30** Hospitality Tent

**May 1** Teardown Sunday

## NATIONAL:

**2022 June 21– June 25** CLC Grand National, Chicago (Lombard), IL.

**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 south-east 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.

**2025** Grand National Atlantic City, NJ.

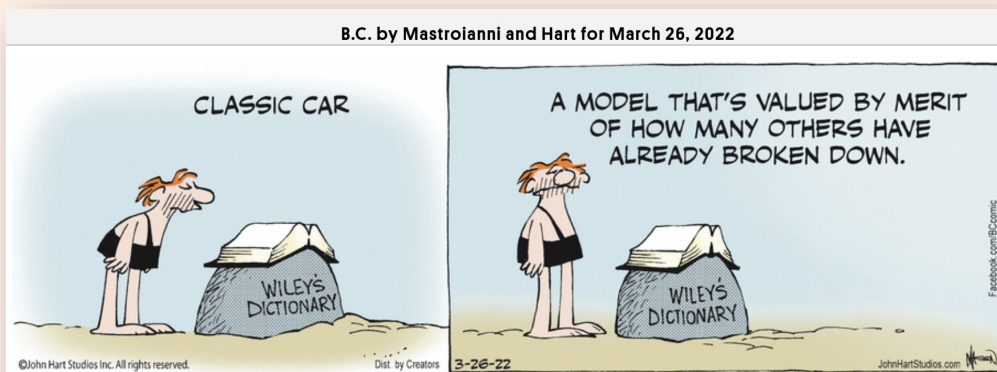
Pending:

April-Pate

May-Rusk Texas, Drive and Ride the Train.

June-Caravan to Chicago CLC Grand National.

See our Pate Times Listing at [https://pateswapmeet.com/pate-times-online-all-listings/north-texas-region-cadillac-la-salle-club-bill-levy?send\\_to=%2Fpate-times-online-all-listings%3F1390\\_browse\\_field\\_id%3D%261390\\_submit%3D%261390\\_query%3Dcadillac](https://pateswapmeet.com/pate-times-online-all-listings/north-texas-region-cadillac-la-salle-club-bill-levy?send_to=%2Fpate-times-online-all-listings%3F1390_browse_field_id%3D%261390_submit%3D%261390_query%3Dcadillac)



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



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**NTXCLC Board Meetings usually 3rd Saturday at 11:30 a.m. of even months**

**Next Board Meeting TBA**



April 2022



**STANDARD OF THE WORLD**

Bill Levy (lifer@writeme.com)  
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Dallas, TX 75248

*Awarded Best CLC Regional Newsletter 2008, 2020*

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**First Class Mail**

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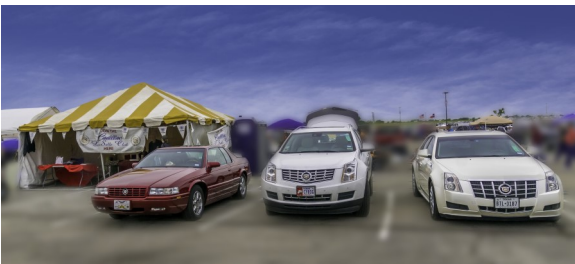
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Send any corrections, complaints, compliments, discussions, and/or additions to:  
Bill (Lifer) Levy lifer@writeme.com 214 563-1033

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