



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region

August 2023



Awarded Best CLC Regional Newsletter 2008, 2020

Photos & Story by Lifer except as noted



Neil Polan has just completing adding A/C to this magnificent 1962 Convertible 6267, including proper dash vents, and under-the-hood components. He is planning to take the car to Gettysburg for next year's Grand National to compete in the T-19 class. Neil's experiences in the restoration business means his work on this Caddy is only first-class.

web site: www.clcntx.com



Winner CLC Web Site Merit
Award 2007-2008, 2013,
2014, 2015, 2016, 2017, 2018



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

NTXCLC First Saturday Breakfast

Our 1st Saturday meeting and social get-togethers are a relaxed fun 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 August 5 at 9:00 a.m.



Judy Hanson, Judith Michalewicz, Alex Beloff III, Mark Waterman, Dan Harrison, Ron Fishell, Steve Overby, Jim Hanson, Doug Ashby, Jeff Pendleton, Harry Michalewicz, and Neil Polan.



Linda Mikyska, Kathleen Ashby, Debbie Overby, Candice Pison, Connie Beloff, Judy Hanson, and Marcia Pendleton.

Cadillac Fall Festival

Cadillac Fall Festival • Sept. 22-24, 2023

Registration Form

Registration form and payments go to:

Erin Abel, Registrar
Third Coast Events
3259 Longleaf Estates Dr.
Raleigh, NC 27616-4013

Make checks payable to CLCMRC
 Or, you may register online at cadillacfallfestival.com

You need not be a member of the Cadillac & LaSalle Club or any other GM brand club to show your GM car.
 If you have any questions, please email erin.abel@cadillacfallfestival.com or call 616-402-2000.

Registrations must be received by **Sept. 11, 2023**.
 All prices are per person.



Name _____ CLC No. _____ @ \$50 = \$ _____
 (First and Last) (if CLC member) (all weekends) @ \$30 = \$ _____
 (one day car entry)

Address _____ City _____
 State/Province _____ Zip/Postal Code _____ Country _____
 Cell phone _____ Email address _____

Additional guests _____ # of adults @ \$25/day = _____
 Children 10 and under _____ # of children _____ FREE
 Children 11 to 17 _____ # of children @ \$12/day = _____

Friday, Sept. 22, Dinner with Designers at the Gilmore Car Museum Heritage Center
 (Catered by the Radisson) Speakers TBA # of people @ \$85 = _____
 Sunday, Sept. 24, Brunch at Gull Lake Country Club, Richland, Michigan # of people @ \$45 = _____

Please list any dietary restrictions or food allergies _____

First Car Year _____ Make _____ Model _____
 Body Style _____ Judged Display Class _____ FREE

Second Car Year _____ Make _____ Model _____
 Body Style _____ Judged Display Class _____ @ \$25 = _____

Third Car Year _____ Make _____ Model _____
 Body Style _____ Judged Display Class _____ @ \$25 = _____
 Classes are listed on the reverse side of this form

CLCMRC Benefactor @ -\$10 = _____

Will you volunteer to help at the event? Yes No If yes, dates/times _____ **TOTAL** = \$ _____

GM Club Affiliation (list by acronym) _____

IMPORTANT ENTRANT REQUIREMENTS

- All cars must be insured for liability and property damage to be allowed on the show field.
- All cars on the show field must have a 2½-pound ABC fire extinguisher or equal with the car.

I have read the Entrant Requirements and agree to comply with those requirements, and I agree that I will not hold the Cadillac LaSalle Club & Research Center Inc. or the Gilmore Car Museum responsible for any accidents, property damage, or loss while participating in the 2023 Cadillac Fall Festival. Also, I agree that photos taken of my car(s) and the information about the car(s) may be used in future event publicity and car club publications.

Signature _____

Date _____

Hotels: The 2023 Cadillac Fall Festival will not have a hotel because all events are held at the Gilmore Car Museum campus and the Gull Lake Country Club. There is a wide variety of hotels in the Kalamazoo area (16 miles to Gilmore), the Battle Creek area (18 miles to Gilmore), and the Grand Rapids area (49 miles to Gilmore). This link will provide you easy access to help select a hotel best suited for you: bit.ly/A2zPCn. Or, please call 888-709-7172 toll-free for live assistance.

Supplement to The Self-Starter - July 2023

Cadillac Fall Festival Schedule

All Friday and Saturday events are on the Gilmore Car Museum campus, 6865 W. Hickory Rd., Hickory Corners, MI 49060-9788

Friday, Sept. 22, 2023

- 8 a.m. Show Field gates and Registration open
- 9 a.m.-3 p.m. Show Field parking for cars registered for Saturday's Car Show
- 9 a.m.-5 p.m. New Cadillacs and Concept Cars Display
- 9 a.m.-5 p.m. Garage Sale
- 9 a.m.-5 p.m. Collector Car Rides
- 2 p.m. Motorama Symposium
- 5-6 p.m. Cocktail Hour (Gilmore's Heritage Center)
- 6-8 p.m. Dinner with Designers and Program (Gilmore's Heritage Center)

Saturday, Sept. 23, 2023

- 8 a.m. Show Field gates and Registration open
- 9 a.m. Flag Ceremony
- 9 a.m.-3 p.m. All-GM Car Show with Designer and Peer Judging, Celebrating GM's Motorama
- 9 a.m.-5 p.m. New Cadillacs and Concept Cars Display
- 9 a.m.-3 p.m. Garage Sale
- 9 a.m.-3 p.m. Collector Car Rides
- 10 a.m. Motorama Symposium
- 4 p.m. Awards Ceremony at Cadillac Museum

Sunday, Sept. 24, 2023

- 9 a.m.-12 Noon Brunch at Gull Lake Country Club, 9725 W. Gull Lake Dr., Richland, MI 49083-9541

Cadillac Fall Festival Classes

The car show is open to all GM makes and models from 1903-2023, including modified cars, professional cars, race cars, and all preserved, original-condition cars.

NOTES:

A-Body performance includes Buick GS, Chevrolet SS, Oldsmobile 442, and Pontiac GTO

Full Size includes B, C, and D series bodies from 1959-1979

Depending upon the actual car entries through the day of the show, may result in combined classes

- A Pre-1943 (pre-WWII), all
- B 1946-1952, all
- C 1953-1958, all
- D 1959-1967, full size all including Eldorado thru 1966
- E 1968-1970 full size, all
- F 1963 and up—Riviera, Toronado and 1967 and up Eldorado
- G1 1971-1979, full size all, open
- G2 1971-1979, full size all, closed
- H1 1961-1972, H and X bodies, all
- H2 1960-1969, Corvair, all
- I 1980-current, Two-Seater (Reatta, Fiero, Sostice, Altamé, XLR), all
- J 1967-1974, Firebird/Trans Am, Camaro/Z28 (except modified)
- K 1975-current, Firebird/Trans Am, Camaro/Z28 (except modified)
- L1 1961-1967, A-Body Performance, all
- L2 1961-1967, A-Body Nonperformance, all
- N1 1968-1972, A-Body Performance, open
- N2 1968-1972, A-Body Performance, closed
- O1 1968-1972, A-Body Nonperformance, open
- O2 1968-1972, A-Body Nonperformance, closed
- P 1973-1979, A-, H-, and X-Bodies, all
- R1 1953-1967, Corvette (except modified)
- R2 1968-1982, Corvette (except modified)
- R3 1984-current, Corvette (except modified)
- S Pre-1986, Survivor (totally unrestored)
- V 2004-current, Cadillac V-Sport, all
- W1 1980-1989, Non Sport and Nonperformance, all
- W2 1980-1989, Sport and Performance, all
- X 1990-current, Non Sport and Nonperformance, all
- Y 1990-current, Sport and Performance, all
- Z All years—Professional Cars (sedan delivery, hearse, ambulance, flower car, etc.), all
- ZZ All years, Race Cars, all
- M1 1952 and earlier, all Modified
- M2 1953-1980, all Modified
- M3 1981-current, all Modified

See the July 2023 and August 2023 (page 38) CLC Self Starter

CLC National Driving Tour



A Hoosier HAT TRICK

2023 CLC National Driving Tour Registration Form Sept. 18-21, 2023

Registration deadline is Friday, Sept. 1, 2023

2023 National Driving Tour
September 18-21

CLC Member No. _____

Member name _____ Name on badge _____
 First CLC National Driving Tour? (Indicate one) Yes No

Significant other/
 spouse/partner name _____ Name on badge _____
 First CLC National Driving Tour? (Indicate one) Yes No

Attending children name(s) _____ and age(s) _____

Guest name(s) _____

Member address _____ City _____ State/Province _____
 Zip/Postal code _____ Country _____

Phone no. during tour _____ Email address _____

Other phone no. _____ Emergency contact name/phone no. _____

Car info: Year _____ Make _____ Model _____ *(A Cadillac or LaSalle is not required—just more fun!)*

Registration fee Covers driver, spouse, up to two children or two guests (Includes one tour booklet) \$ **50**
 Number of participants # _____

Please read detailed tour descriptions in article on page 8 inside THE SELF-STARTER June 2023 issue before completing this section! Prices inclusive for one person, per day. Breakfast and dinner on your own except where noted.

Monday, Sept. 18	"Reveling in Rebels, Professional Cars, and a bit of Jolly Olde England"	# _____ attendees @ \$85	\$ _____
	<i>Lunch Options</i>	<i>Dinner Options</i>	
	Fish and Chips # _____	Rib Dinner # _____	
	Beef Stew # _____	Chicken BLT Salad # _____	
	Bangers and Mash # _____	Lasagna # _____	
Tuesday, Sept. 19	"Relishing the Uncommonplace in the Classic City and Onward to Ohio!"	# _____ attendees @ \$65	\$ _____
Wednesday, Sept. 20	"Spectating Sparkplugs, Shepherds, and Snook's"	# _____ attendees @ \$35	\$ _____
Thursday, Sept. 21	"Off We Go to Ypsilanti and the Cadillac Fall Festival"	# _____ attendees @ \$25	\$ _____

Total Registration in U.S. Dollars Enclosed \$ _____

IMPORTANT:

- Lodging reservations must be made directly with the hotels—see hotel information on page 12 of the June 2023 issue of THE SELF-STARTER or at cadillacallasalleclub.org/events. There are no hotel contracts, just room blocks. Room availability not guaranteed, so please make hotel reservations as soon as possible. If suggested hotels are sold out, please contact the registrar or tour chair for assistance.
- The organizers reserve the right to cancel or substitute a similar activity due to conditions, closure, or lack of attendees. All events are on a first-come, first-served basis.

Mail this form (or a copy) to:
Bill Shepherd, Registrar
8310 Garden Rd.
Maumee, OH 43537-9307

*Please make U.S. checks payable to "Indiana Region, CLC." For international registrations, please mail or email this form, but pay at the time of arrival in U.S. funds. For questions, contact Bill Shepherd at 567-277-6215 (cadillacdude1@gmail.com) or Andrew Shepherd, tour chair, at 419-349-5692 (andrewthedada@gmail.com).

I certify that I am a member in good standing with the Cadillac & LaSalle Club Inc. (CLC). I hereby release the CLC, the Indiana Region CLC, and their officers and representatives from any liability, damage, or loss arising from my own, my guests', and family's participation in the 2023 Cadillac & LaSalle Club National Driving Tour. I certify that my tour vehicle is registered in the state or country it is garaged in and has at least the minimum liability insurance coverage for bodily injury and property damage.

Driver Signature _____
 Date _____

Supplement to The Self-Starter • June 2023

See the June CLC Self Starter, pages 8-13.

CLC GN GETTYSBURG

Get ready for Gettysburg! June 10–15, 2024

Although the fun has just finished in Albuquerque, it is never too early to begin thinking about the 2024 Grand National, which will be in Gettysburg, Pennsylvania. Gettysburg is notable for many things, including its rich history, quaint downtown area, beautiful locale, and experience in welcoming car clubs and their big events to the area.

And we are planning a big event. So big, in fact, we have reserved every room in two hotels. We have also added an extra day to the '24 Grand National, which will begin Monday, June 10, and end on Saturday, June 15.

The location of our two hotels, the Wyndham Gettysburg and the Courtyard by Marriott Gettysburg, could not be better situated for our members who want to explore the notable attractions in town, especially the Gettysburg National Military Park and charming downtown Gettysburg. Located just six miles from the Military Park Welcome Center, options to get there include making a quick drive in your personal vehicle or taking advantage of the regularly scheduled shuttle, which services the hotels.

We have some big tours planned, too, including to America's Transportation Experience/AACA Museum, which offers a rotating display of around 100 antique cars, and is the permanent home of the Museum of Bus Transportation and the Cammack Tucker Collection. We will visit The Isett Heritage Museum, home to central Pennsylvania's largest collection of antiques and memorabilia, containing exhibits from the 1800s to the present day; and The Swigart Museum, America's oldest antique automobile museum.

Also featured will be trips to The Shady Maple Smorgasbord, Frank Buck's World War II American Experience, and the Classic Auto Mall, home to a 400-vehicle barn find collection and hundreds more antique and special interest vehicles for sale.

Of course, there will also be those activities, back at the host hotels, that make Grand Nationals so worthwhile. We have planned interesting seminars, a driving tour, another Gathering of The Caddy Queens, a judging class, a judged car show, delicious meals, homestyle hospitality, entertainment, and a chance to get together with old friends and make new ones.

More information and registration materials will be coming soon. But for now, get ready for Gettysburg!

More Event Information

Local Attractions

Gettysburg National Military Park & Visitors Center
Eisenhower National Historic Site
Gettysburg Heritage Center

Scheduled Tours

Classic Auto Mall

Home to a fantastic collection of over 400 barn find automobiles that range in age from the earliest 1904 Cadillac Roadster through the 1970s, and hundreds more for sale or on consignment.

Swigart Museum

Home to automobiles and carriages dating back to 1896. The excitement of early automobile racing and old cars are depicted in prints, paintings, and photographs from renowned automobile artists.

America's Transportation Experience—The AACA Museum

One of the top automotive museums in the world and home to the Cammack Tucker Collection and the Museum of Bus Transportation Collection.

Isett Heritage Museum

Home to the area's largest collection of antiques and memorabilia. The museum is family-oriented, educational, and fun for all ages and contains exhibits from the 1800s to the present day.

World War II American Experience

Experience a wide variety of authentic World War II vehicles, uniforms, and artifacts in realistic dioramas and exhibits that portray not just the battlefield, but the home front as well.

Plus...

Group dinners, Caddy Queens, seminars, Region workshop, Driving Tour, judged car show, and the Awards Banquet.

Wyndham Gettysburg

95 Presidential Cir., Gettysburg, PA 17325-8397. Phone 717-339-0020. CLC special rate of \$149/night good June 9–17. Reserve your room at tinyurl.com/4jpf32u2

Courtyard by Marriott Gettysburg

115 Presidential Cir., Gettysburg, PA 17325-8398. Phone 717-334-5600. CLC special rate of \$149/night good June 9–17. Reserve your room at <https://tinyurl.com/>

Trip to Minneapolis

On Tuesday, June 20, good friend Bill Sommers and I took my 1973 Coupe DeVille to Kansas City en-route to Minneapolis for the huge Back to the Fifties Car Show. We knew that only 1964 and earlier cars were eligible, but decided to take the Cadillac anyway and just go as spectators. In Kansas City we ate at Jack Stack Barbecue and enjoyed burnt ends along with a cold beer. On Wednesday we drove the rest of the way to Minneapolis, even though the air conditioner stopped working in Des Moines. From then on it was 270 air conditioning, doing two windows down at 70 mph. We also noticed the brakes started to pulsate when hot, and presumed it must be warped rotors. Thursday morning we found the bolt that holds the air conditioning hose assembly on to the back of the compressor had vibrated loose. After tightening that, we put in freon but misread the gauge and overcharged the system enough to make the pressure relief valve release. It was loud! I thought I had blown the rear seal out of the compressor, but the car continued to cool. That afternoon we went to the host hotel and watched cars pull in and out of the parking lot. It was a good show. Later that day we discovered that the windshield washer no longer worked.

We spend all day Friday and all day Saturday at the show at the Minnesota State Fairgrounds. We went Sunday, too. There were 9,826 registered vehicles, and a whole lot of spectators.

Except for the air conditioner occasionally freezing up because of being overcharged, the drive home was uneventful. When I got home, I drained off some freon and the air conditioner resumed proper operation. Next, I went to the parts store and bought two new front rotors, which restored proper braking action. The third mechanical gremlin was the windshield washer switch, which I discovered to be the culprit. I removed it from the door panel, disassembled it, cleaned it, and reinstalled it. Again, proper action restored. So, now my favorite Cadillac is ready for the next road trip. Adventure awaits!

Happy motoring,

Mark Waterman

North Texas Chapter, Cadillac & LaSalle Club



Activities Calendar

2023

August 5th NTXCLC Meeting and First Saturday Breakfast Social
 September 2 NTXCLC Meeting and First Saturday Breakfast Social

October—Terrell, Texas—Terrell Heritage Society Car Show

PATE DATES—2024

Please plan accordingly
 March 23rd Tile Party
 April 20th Setup
 April 25-27 Pate Swap Meet
 April 28th Tear Down

NATIONAL:

2023 September 18-21 CLC National Driving Tour
 2024 January 24-27, Irving, Texas, National Board Meeting.
 2024 June 10-15 CLC Grand National, Gettysburg, PA.
 2025 January 29-February 1, Chattanooga, TN, National Board Meeting.
 2025 June 2-7 CLC Grand National, Murfreesboro, TN
 2026 January 7-10, Orlando, FL, National Board Meeting.
 2026 June 1-6 CLC Grand National, Concord, North Carolina

Officers

President: **Bill Levy**
 (214) 563-1033 lifer@writeme.com

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

Secretary: (open)

Treasurer: **Jim Hanson**
Jam_Han@msn.com

Webmaster: **Minnie Bedrick**
minniebedrick@gmail.com

Membership: **Bill Haeslein**
billhsln@att.net

Assistant Membership:

Activities : **Rubye Hubbard**
 (817) 996-8436

Assistant Activities: (open)

Sunshine: **Rubye Hubbard**

Newsletter Editor & Distribution: **Bill Levy**
 (214) 563-1033 lifer@writeme.com

Newsletter Printer: **Greg Neiberding**

Pate Director: **Bill Levy**

Pate Director Assistant: (open)

Historians: **Alex Beloff III**

Directors: **Richard Cross**

Calling Post: **Karen Phillips**

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:
Dr. Bruce M. Johnson
 325 Crosstimber Drive, Hurst, TX 76053

digital **3** printing

Contact Greg for all your printing needs!
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Send any corrections, complaints, compliments, discussions, and/or additions to:
Bill (Lifer) Levy lifer@writeme.com 214 563-1033

Sunshine Report

NTXCLC is scheduling somethings for next couple of months so as to see one another! watch your emails. If you have a suggestion for a road trip or visit, send it to: lifer@writeme.com

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

Connie Beloff 8/16
 George Smith 8/25

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

Love, **Rubye**



CADILLAC'S DA VINCI AND LUXURY BRAND DOMINANCE

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



Featured in his 1953 concept car driven daily is Cadillac and GM's Styling Chief - **Harley Earl!** He left a tremendous footprint on the automotive industry. Earl loved automobiles. They were his whole life. GM loved his impressive sales reports and huge record profits in the 31 years that he ran General Motors styling operation. Earl invented the automotive design profession. He directly supervised the design of more than 50 million cars including the secret of success - the "Cadillac look". Earl died 10 April 1969 at age 75 in West Palm Beach, Florida. One of the senior editors of *Motor Trend* wrote, *Harley Earl, the da Vinci of Detroit.*

Carefully study the Cadillac in photo to left below with popular 30's era running boards, dual side mounted spares, gigantic head and fog lamps to the bottom left timeless 1941 Cadillac Fleetwood.



Compare top right photo featuring a large upright folding rack trunk to bottom right 1941 Cadillac built in body trunk.



CADILLAC'S DA VINCI AND LUXURY BRAND DOMINANCE



1928 Cadillac - Richard Rawlings and Alex at Leake Dallas - flat tires were common so extra!



1937 LaSalle V-8

1938 Series 90 V-16

1941 Cadillac Fleetwood

Note: Evolution of Harley Earl, Bill Mitchell styling.

1936



1931 Cadillac dual side

1931 Cadillac with folding rack trunk

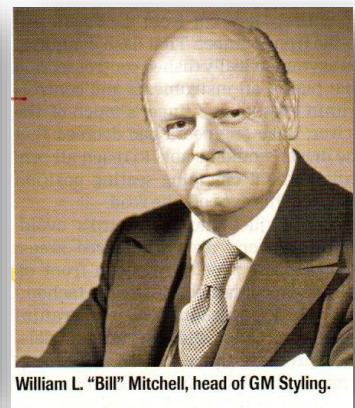
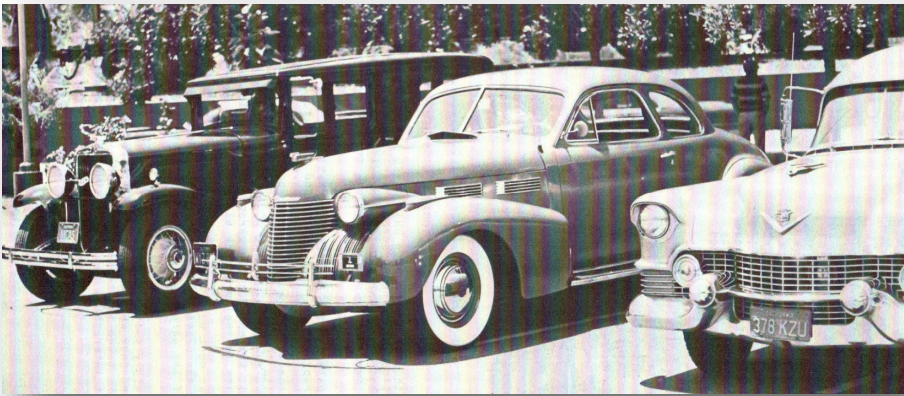
1940 Cadillac with integrated trunk and exposed gas cap



1938 Sixty Specials, special order two-tone paint, formal and convertible, sales up an astounding 254 percent!

1941 Cadillac convertible - first year. Egg crate grill, outboard mounted head lamps, hydraulic lifters, 346 cu. in. V-8, anti roll bars, center panel AM radio, gas filler cap under left taillight, optional fog lamps, back-up lights, vacuum aerials, air conditioning, and hydramatic drive - standard on 1950 62 series!

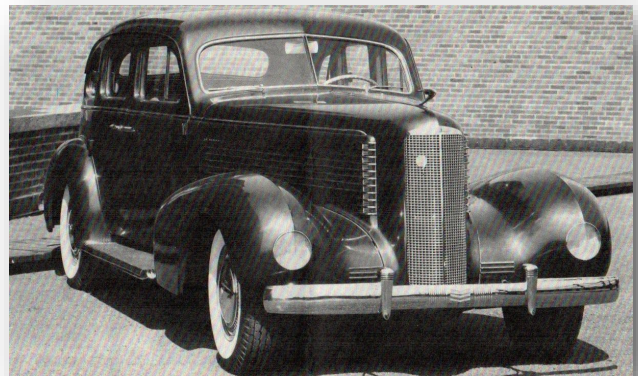
CADILLAC'S DA VINCI AND LUXURY BRAND DOMINANCE



William L. "Bill" Mitchell, head of GM Styling.

1936 marked the arrival of 23 year old William Mitchell - a brilliant new design talent to head the Cadillac design studio. As Harley Earl's mentor created more new roomier, luxurious, stylish performance Cadillac masterpiece quickly copied by the rest of GM and industry.

This is the 1937 LaSalle designed by Bill Mitchell and approved by Harley Earl. Location of the head lights in the fenders was profound and an industrial first. Cadillac advanced engineering and styling had approved it for production. Certain states had to have the head lights at a certain height. Thanks to Lars, this photo was in the archived CLC publications that I purchased as well as top left photo too.



This 1948 Cadillac convertible is almost a twin to the 1949 Cadillac, the most powerful new American car on the road. *Motor Trend* gave the 1949 Cadillac its first ever "Car of the Year" award. Tom McCahill, Dean of Automotive writers, called it **America's finest automobile to date.**



Did you know in 1941, your Cadillac could be ordered with a matching car upholstery four styles monogram alpaca pillow and robe for \$55.50? Pictured here is my pillow and robe ordered for a new 1973 Cadillac (last year) when I owned Beloff Pontiac Cadillac GMC in Peru, Indiana.

This international affection for Cadillac, the accepted symbol in styling, performance, luxury and craftsmanship is the **STANDARD OR THE WORLD.** Those of us who have inspected and demonstrated this great motor car proved the fact beyond question. Thank you to Connie for being my producer and editor.

May God bless the trails you ride. Alex



Alex Beloff III is please to share these photos from his personal archives!

NTX CLC at Arlington Parade July 4, 2009

www.alexbeloff3.com

Enjoy the past NTX CLC Beloff articles on website!
Restyled Cadillacs . . . Topless Cadillacs . . . Biarritz

See the only 1972 GTO convertible race car ever made by Pontiac Advanced Engineering for Beloff Pontiac Cadillac GMC, Peru, Indiana



Membership Report

Welcome to our 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.

Classified

For Sale: 1986 Fleetwood Brougham, owned by my mother. Red interior, lots of options. AC converted to R134, 4 new tires, new headliner, intake manifold and vacuum lines..etc. Cruise Control repaired. Books, brochures, records, manuals, keys, even has metal license plate frame from the dealer. Nice car to drive. Decent MPG.... \$9,240.00 firm. Richard Cross 817-472-4260 July



For Sale: 191-1993 Allante passenger side door, white. Pictures available. \$600.00. Call Bob 817 -565-8181 Aug

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.



Steve Overby hoping to have the wind in his hair.

