



# STANDARD OF THE WORLD

## Cadillac LaSalle Club North Texas Region

February 2022



*Awarded Best CLC Regional Newsletter 2008, 2020*

### PATE SWAP MEET

The Pate Swap Meet will be upon us SOON! This is important to us since this is the primary source of club revenue. As many of you know, we are part of 14 Texas car clubs that represent membership in Pate. This is the largest swap meet west of the Mississippi, now listed as the second largest in the country, and soon to be the largest swap meet in the United States. To operate this event requires many volunteers from each club, with many different assigned tasks. Lots to do for lots of vendors and a whole lots more visitors and customers. And we are back on the west side, all asphalt except the new grass spaces.

Here is what WE need to do. We need you to please consider volunteering for each and every activity that NTX-CLC contributes to for the overall success for this swap meet. Pate Director Bill Levy has made a great effort to make the work easier (it's never easy...) this year, and we look forward to your participation.

#### At the Texas Motor Speedway:

**Saturday March 19th** (rain date March 26th) 10 a.m. Meeting at the **storage Conex in Zone Zero** to replace missing vendor space tiles and put them in numerical order. We need as much help as possible and generally we finish before noon if there is enough help. Bring a chair, if you have a spare table, that would be welcome.

**Saturday, April 23rd** 9 a.m. Gate 4 We place the vendor space tiles in the parking lot. We also put out concrete sign bases, poles, and street signs. Snack and lunch will be provided. The more volunteers, the better and faster we can finish. Golf carts and communications for the zone crews will be made available.

**Thursday April 28th—Saturday April 30th** is the official days of PATE. The NTXCLC has a big tent on our spaces, room for a few member's Cadillacs and LaSalles to be shown off, and a private locked porta-potty. Here our club can really promote our club, meet old friends, visiting members, and new prospective members. We need volunteers (Tent Managers) to staff the tent during swap meet hours—around 8 a.m. to 5p.m. each day. ALL efforts will be appreciated.

**Sunday May 1st** 9 a.m. We pick everything up—tiles, bases, poles, and signs. Everything we put out April 22nd.

With enough volunteers, we also begin to put the tiles in order. Lunch is provided. WE NEED YOU!

If you have been out on these PATE work events before, you know what to look forward to. If you haven't, we sure could use your help.

*Pate Director Bill "Lifer" Levy 214 563-1033*

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*

## CLASSIFIED

**For Sale: 1990.5 (V4J) PHASE TWO ALLANTE**, red with tan interior. 53K miles. This Allante has been a Texas car from the beginning. It was originally sold in Midland, TX. Has never been out of Texas. It has been very well kept, and has always been garaged. No accidents. This Allante is in good shape. **Contact Ron Fishell (972) 905-5753**



**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*



**By Lifer**

A response to an email from Phil Hole, Newsletter Editor, Cadillac Owners Club GB Jan-Feb magazine:

To Phil, Great, interesting, colorful issue. But should your table of contents say “in the Boot?”

To Bill, I guess if it were a European car club it might be, but ‘In the boot’ doesn’t have the same ring to it as ‘in the trunk’ does it :).

According to the handbook for my Cadillac, it has a trunk, deck lid, fenders and a hood, so we go with that. It’s quite funny, many people who don’t own American cars over here, will often use the US terminology or even correct themselves by saying boot, I mean trunk.

So as Marshall McCloud Isidro to say “There ya go”.

Ps... there are still people over here who think fender means bumper, but we’re gradually educating them :).

Stay safe, Phil

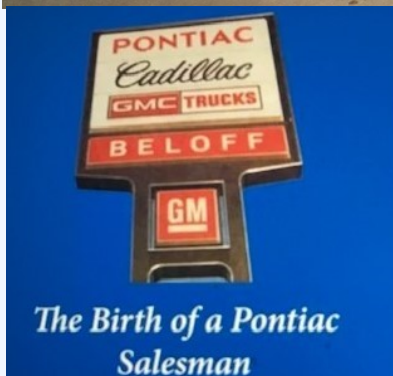
## 1st Saturday Breakfast Social

Our 1st Saturday get-togethers are getting increasingly popular as it is a social event with 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 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 February 5th at 9:00 a.m.



Jim Hanson, Steve Overby, Bill Levy, Doug Ashby, Juby Hanson, Harriett Levy, ,Connie Beloff, Kathleen Ashby, Sandy and Bill Ische, Alex Beloff III, and Ron Fishell

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**CLC NORTH TEXAS BELOFF ARTICLES**

Biarritz . . . Topless Cadillacs . . . Escalade . . . 1973 Eldorado

**ALEX'S BOOK OF 159 CARS**

# WHY IS THE DEALERS VEHICLE "FLOOR PLAN" VITAL?

Story and artwork by Alex Beloff III except where noted



In early 1972 I bought out a failing Pontiac Cadillac dealer in Peru, Indiana. This facility was very badly neglected. There was a mass mutiny of customers. I paid no blue sky and refused his entire remaining new car inventory and relic used cars. Folks, I did not marry well, so no deep family pockets and there was no bail out money. With my own unencumbered cash, I bought a business nobody wanted. I was 31 years old and the youngest known Cadillac Pontiac dealer in the country. Ne-



**New 1972 Pontiacs on display with one new 1972 Cadillac and my 1967 Cadillac Fleetwood**

You had to have your shot records up to date to enter the old service department. I would have loved to close the dealership to do all remodeling after purchase, but you cannot close your doors for more than 24 hours or the franchise automatically reverts to the manufacturer. So after closing until dawn, we stripped the walls and floors using muriatic acid then painted and complied with OSHA requirements. At 2:30 am the police entered the open shop doors, caught one whiff of clouds of muriatic acid and immediately. . New service department photo above and note car exhaust flex hoses in the ceiling.

Tile Party

With a “floor plan” from GMAC, General Motors Acceptance Corporation, I carefully ordered a fresh properly merchandized compelling inventory. “With selling a creed and service a law,” Beloff Pontiac Cadillac GMC opened for business. To me the customer is paramount. You can’t build a business with unhappy owners. After 18 months, according to the Peru Chamber who researched and did an article, we broke every existing sales records for Miami County. It would not be possible without a “floor plan” . . . to provide a loan for our vehicle inventory and outdoor displays to finance the vehicles on our floor.

All those vehicles on new dealership lots are most likely owned by the bank or manufacturers financial credit line in some form of “floor plan.” That’s right! Each vehicle generates a monthly “floor plan” interest charge. You can’t have a legal loan without interest. Some slow moving vehicles with accumulated and built up interest, if sold at list price, the dealership would lose money.

GMAC with wholesale floor plan sheets monthly check each vehicle personally by VI# and location. If a vehicle shows over 250 miles on the odometer, you must purchase it off your floor plan which is unnecessary selling expense on an unsold vehicle. The absolute killer for any dealer is aged inventory.

Strict “floor plan” rules apply. The day you deliver to a sold customer is the day you pay. Pictured is my new 1972 ice blue fire mist Eldorado VI #6L4753Q411125 listing for \$9,242.10 as an example. My office manager must write a company check for invoice on my floor plan for let’s say \$7,000.00 and have it in the mail within 24 hours OR you are legally “out of trust.” The lender could have the sheriff padlock the doors and you are OUT OF BUSINESS! It is serious. If there is a trade in, we must immediately transfer funds from the used car department to the new car department to cover the actual cash value. Fortunately GMAC was liberal and always had resources to fund swelling inventories during model change, strikes, lay offs and brutal weather conditions and discontinued models.

Can a dealer survive without a “floor plan?” The answer would usually be NO but I did! While in Mexico on my first vacation in Spring 1974, my office manager wrote a bad check to GMAC for \$11,847.60. It bounced and I automatically went COD - **basically I was out of business.** I had an Indianapolis friend rush \$15,000.00 to my account in Peru to make it good. Everyone said I was finished - except for Cadillac District Sales Manager Clifford C. Wagner. He said, *Al, you’ve got more friends than you know. May Cleverly, owner of Cleverly Cadillac in Indianapolis will let you order all your sold Cadillacs on her floor plan, pay with a certified check to Freda Lockhart office manager and personally take delivery of the car and I’ll transfer the paperwork so you get credit for the sale. The Pontiac dealer in South Bend and Cox GMC in Logansport will do the same. You are back in business!*

My saving grace was (back then) GMAC would not permit the floor plan of used cars. Doing so is the death rattle plus that is your money in used cars. One tends to watch closer and I did. I owned an impressive fast moving 30 day used car inventory. I was always taking care of the customer even if they had nothing coming. Compromise and generous concessions eliminate disgruntled owners and spread good will throughout the community.

**Cadillac** STANDARD OF THE WORLD  
**CADILLAC MOTOR CAR DIVISION** GENERAL MOTORS CORPORATION

MODEL FLEETWOOD ELDORADO VIN 6L4753Q411125  
 BELOFF PONT-CADILLAC GMC PERU IN 54633  
 ORDER NO. IN H0015 FINAL ASSEMBLY POINT  
 DELIVERED TO DEALER AT PERU IN H0015 DETROIT MICHIGAN

MANUFACTURER'S SUGGESTED RETAIL PRICE OF THIS VEHICLE: 7230.40

MANUFACTURER'S SUGGESTED RETAIL PRICE OF OPTIONS AND ACCESSORIES INSTALLED ON THIS VEHICLE BY MANUFACTURER	PRICE
C09 VINYL ROOF	157.00
YL1 LEATHER UPHOLSTERY	179.00
AM6 DUAL COMFORT SEAT	103.00
Y36 F9 FLR MATS RUBBER FR & RR ONE PC	19.00
B36 I TRUNK MAT	8.00
Q03 W WHITE WALL TIRES - 5	41.00
A01 E SOFT RAY GLASS	57.00
DF3 AB MIRROR-RIGHT SIDE REMOTE CNTRL	26.00
AG1 Y 5 WAY DRIVER DUAL COMF SEAT ADJ	39.00
B93 D DOOR EDGE GUARDS - TWO	6.30
C61 K AUTOMATIC CLIMATE CONTROL	523.00
AUS M PWR DOOR LOCKS & SEAT BACK REL	89.00
N37 G TILT & TELESCOPE STEERING WHEEL	92.00
T82 J TWILIGHT SENTINEL	40.00
A90 T REMOTE CONTROL TRUNK LOCK	96.00
K30 C CRUISE CONTROL	92.00
VH8 B LAMP MONITORS	48.00
VES P BUMPER IMPACT STRIPS	24.00
VK3 X LIC PLATE FRT MOUNTING BRACKET	.00
V40 6 AM-FM STEREO RADIO SIGNAL SEEK/WINDSHIELD ANTENNA	320.00

\*AMONG THE ITEMS OF EQUIPMENT INCLUDED ON THIS MODEL AT NO EXTRA COST ARE THE FOLLOWING

- POWER STEERING \*
- DUAL POWER BRAKES \*
- FRONT DISC BRAKES \*
- POWER WINDOWS \*
- CORNERING LIGHTS \*
- AUTOMATIC LEVEL CONTROL \*
- FRONT WHEEL DRIVE \*

DESTINATION CHARGE 23.00  
 TOTAL AMOUNT: 9242.40

My saving grace was (back then) GMAC would not permit the floor plan of used cars. Doing so is the death rattle plus that is your money in used cars. One tends to watch closer and I did. I owned an impressive fast moving 30 day used car inventory. I was always taking care of the customer even if they had nothing coming. Compromise and generous concessions eliminate disgruntled owners and spread good will throughout the community.

Cadillac's Cliff Wagner (became owner of Wagner Cadillac, Richmond, Indiana) said, *Al, now comes the hard part. For a long time your monthly financial statement shows you (Beloff Pontiac Cadillac GMC) grossing about \$10,000.00 a month. The last two months that dropped to \$1,000.00. I'm convinced everyone in the dealership is stealing from you. Get your attorney Patrick Roberts and the police in the morning and fire everyone including your office manager. Close all bank accounts. Immediately transfer personal funds and open new accounts and you are the only one who can write checks. Now this part is critical. When you have a sold Cadillac arrive and there is a trade, have it pre-sold. You are the best at that. If not sold within 48 hours, take the trade to Indiana Auto Auction in Fort Wayne on Thursday, Mid-Auction in South Bend on Friday, anapolis Auction next week. Sell trade for whatever it brings and money back in the bank.*



*hours, Auction States or Indiana the put the*

Competitors hated our success and intense community involvement so the one way to bring us down was to comprise the office manager to write the bad check to GMAC so we would be out of business. Our come back was historic.



Paul Maverik was my new sales manager. He was a first rate guy, a family man, a very accomplished Peru auto man, and 6' 4" 300 pound scratch golfer. Paul was deeply respect and he was a key part of my success. I had achieved Cadillac sales status with 31.4% of my luxury high market group (national was 24%). Cadillac awarded me with title of "Master Cadillac Dealer" which was remarkable accomplishment with no floor plan.

After 6 months complying with all the terms, I was exhausted. I went to see Ron Schram who was President of Peru Trust Bank and a long time highly respected banker. He was a very tall handsome man with the world's best handshake. I gave him a big box with a ribbon. I made him a present of the best binoculars I could afford. He appreciated wildlife. I said, *Ron, look through your office window past the courthouse and read the VIN numbers on my cars.* He said, *Amazing!* I said, *Ron, I need \$100,000.00 floor plan. I am grooming the place to sell with buyers lined up.* He said, *I wouldn't floor plan my brother.* I said, *Good. I am not your brother and I'm putting up five of my personal vintage car titles easily worth that.* Ron said, *Okay, get out of here.* We settled under absolute secrecy.

Within 30 days, I sold the dealership just in time to avoid the 1974 OPEC fuel embargos. With gas lines around the block to get 10 gallons, a Pontiac or Cadillac looked like an aircraft carrier when there's no gas! My fellow small time dealers heckled me for selling out after working so hard. Within a year, most of them went broke or sold out. Remember I was the one who told dealer friends of mine to sell their stand alone Saturn dealerships in 2004. By 2008 because of Government Motors bailout, 4,830 dealers across America closed their doors. To this day, a dealer's floor plan is the life blood of the dealership's sales success. You have to admire dealers with hundreds of new vehicles that could cost interest upwards of \$300.00 each vehicle each month. They are just as anxious to deliver and stop interest as you are to have a new ride. The entire dealership is therefore focused on YOU!

***May God bless the trails you ride! Alex***

## 2022 CLC Grande National



Online registration for the 2022 Grand National in Chicago, IL, is now open. See the January issue of the Self Starter. Remember that you can get significant discount on the Family and Vehicle registrations by signing up early.

This CLC is the first since the pandemic started, and we expect a large participation, so register early.

### Hotel Booking Information

#### MEET HEADQUARTERS

The Westin Chicago Lombard

70 Yorktown Center, Lombard, IL 60148-5529

Main number 630-719-8000

Room registration link is at [cadillaclasalleclub.org/gn](http://cadillaclasalleclub.org/gn) or call 888-

**627-9031**, ask for the CLC Grand National or Cadillac & LaSalle rate.

Maximum **two rooms** per CLC member. Room rates from \$129/night.

Room charges, incidentals, taxes and other fees are the responsibility

of the registrant. **Having trouble with room reservations?** See

[cadillaclasalleclub.org/gn](http://cadillaclasalleclub.org/gn) for updated hotel information.

**NTXCLC Classic Cars**

*1967 Cadillac Eldorado*



Owner Greg Nieberding



# Sunshine Report

Bob Musser—Stroke in Cleveland, Ohio  
Steve Overby  
Terry Graham—awaiting surgery  
Malia Hubbard Garret—recovering cancer treatment  
Marvin Block—recovering from stroke and shoulder surgery  
Bill Levy—Rotator Cuff Surgery  
Alex Beloff III

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

May God Bless All and keep safe from the Covid.

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

Love,

*Ruby*



# Membership Report

## Welcome New Members:

Matthew K. Loynachan , Arlington, TX

**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 would 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)

## **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.

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

# 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

**February 5th** NTXCLC First Saturday Breakfast Social.

**March 5th** NTXCLC First Saturday Breakfast Social.

## PATE DATES—2022

**March 19** Tile Party (March 26 Rain Date)

**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 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.

Pending:

February-Valentines Day

March-Granbury Opera House, Saturday March 12, @7:30 p.m.

April-Pate

May-Rusk Texas, Drive and Ride the Train.

June-Caravan to Chicago CLC Grand National.

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<b>Jacket</b>	<b>\$75</b> + \$10.95 S&H U.S.
<b>Goddess Shirt</b>	<b>\$25</b> + \$6.95 S&H U.S.
<b>Hatband</b>	<b>\$10</b> + \$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](mailto:rubyemusser@gmail.com) for information on shipping charges.

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

**Next Board Meeting TBA**

February 2022



**STANDARD OF THE WORLD**

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*Awarded Best CLC  
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2008, 2020*

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**First Class Mail**

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

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

Send any corrections, complaints, compliments, discussions, and/or additions to:  
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