



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region

February 2024



Awarded Best CLC Regional Newsletter 2008, 2020

PATE SWAP MEET TILE REFRIBISH PARTY

MARCH 23, 2024 (March 30, rain date.)

Story by Lifer

We will meet at 10:00 a.m. on March 23rd at the Center Conex in Zone Zero.

The Tile Refurbish Party's purpose is to inspect each vendor's space-marking tile and each tile tub. Each of the 44 tubs has a laminated map of the zone and the blocks assigned for that tub. We place the tiles in the correct tub, in numerical order by blocks (even numbers in one stack and odd numbers in second stack). Each stack gets a big rubber band to secure it. Missing tiles or unreadable tiles are replaced, using the vinyl film from the roll to make the replacement tile. There are about 11,000 tiles, but the work goes fast and we have fun with the get-together of club members. Refreshments will be provided, along with required supplies. However, please dress appropriately for the weather to be comfortable as we will be outside, and BRING A CHAIR.



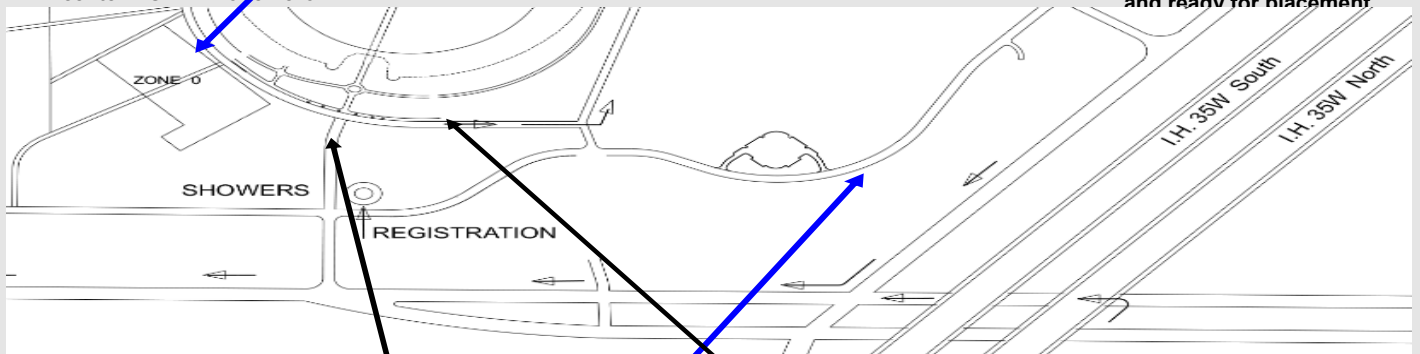
Tubs in the shelving in center CONEX Zone Zero



A Vendor Space-Marking Tile



A tile tub with tiles sorted and ready for placement



Coming from I35W frontage road (Victory Circle) or Route 114, Go north on Allison Ave, left on Lone Star Circle and left into Zone Zero where the yellow Conex's are located.

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

Pate Swap Meet Notes

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. Here is what WE need to do. We need you to please consider volunteering for each and every activity that NTXCLC 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 23rd (rain date March 30th) 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 20th 9 a.m. Gate 4 at the CLCNTX Hospitality Tent. We place the vendor space tiles in the parking lot. We also put out concrete sign bases, poles, and street signs. Snacks will be provided. The more volunteers, the better and faster we can finish. Golf carts for the zone crews will be made available.

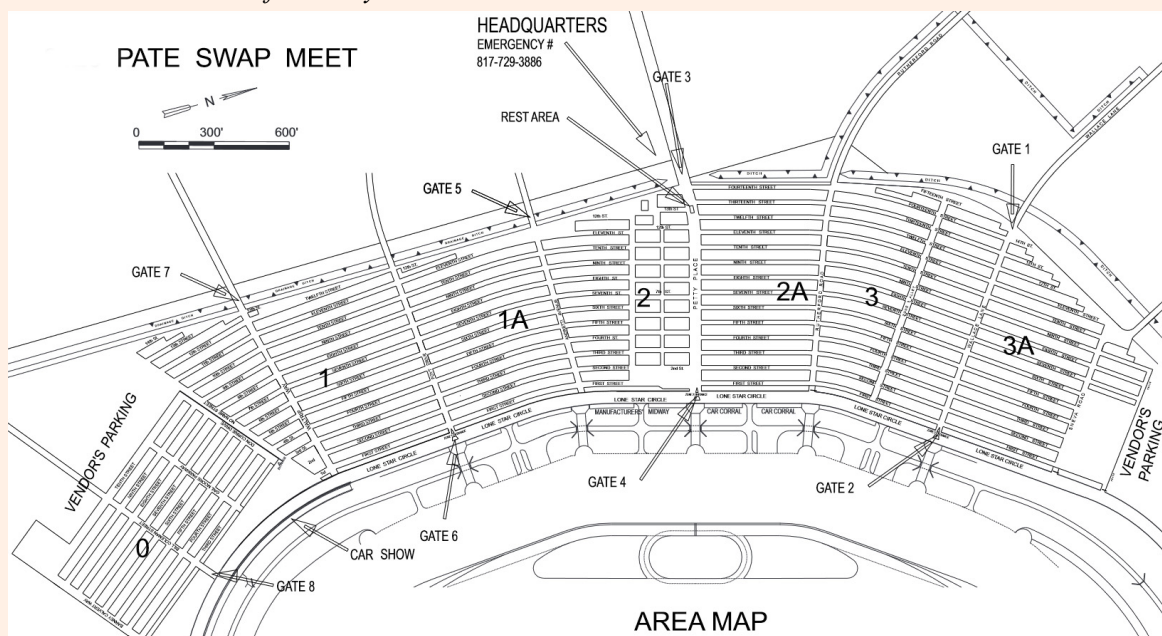
Thursday April 27th—Saturday April 29th is the official days of PATE. The NTXCLC has a big tent on our spaces, room for a few member's Cadillacs and LaSalles to be shown off, and a private locked porta-potty. Here our club can really promote our club, meet old friends, visiting members, and new prospective 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 April 30th 9 a.m. We pick everything up—tiles, bases, poles, and signs. Everything we put out April 20th. Golf carts for the zone crews will be made available.

With enough volunteers, we also begin to put the tiles in order. **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



NTX Annual Holiday Party

Text by Rubye Hubbard and Lifer

A Happy New Year to Cadillac & LaSalle Club members. It has been a few years since we had a holiday party and dinner and this one on January 7th was very welcomed. Good friends, good entertainment, and by golly, good food. The Sheraton Airport hotel in Irving, Texas was the venue this year and it was very luxurious and accommodating.

After the dinner guests arrived and some friendly schmoozing, we were entertained by the Evening Stars Tap Dancing Troupe, a group of very exciting senior citizen tap dancers and performers. This group has been around for a number of years and every member was smiling and singing and tapping to a variety of music genres.

One of our members came a long distance to enjoy the evening, Greg Surfias came up from San Antonio with wife Barbara. Greg has been a speaker and writer at CLC Grand Nationals on the complicated subject of carburetors.

We had the pleasure and honor of having past president Rubye Mae Hubbard, and past treasurer and vice president Bill Ische and wife Sandy. Also, Joyce Reagan, widow of Randoll Reagan, one our club's founder and past president. Joyce provided a number of very rare Cadillac memento items for our gifts for the guests.

Bill Haesslein brought in a slide show of many memorable moments from then past year and beyond.

After our very delicious meal we had a ticket drawing for gifts and lots of socialization among the guests.

Overall, it was a most enjoyable evening and presents a great introduction to a really good year.



Evening Stars Tap Dancers



NTX Annual Holiday Party



Alex and Connie Beloff III



Julia and Bill Haesslein



Judy and Jim Hanson



Dan Harrison



Bill and Sandy Ische



Richard Cross and Karen Phillips



Bill and Harriett Levy



Ken Maclane



Mark MacCay, Johanna Gullett, Justin Burgess

NTX Annual Holiday Party



Harry and Judith Michalewicz



Judy and Steve Overby



Jeff and Marcia Pendleton



Jeff and Beverly Podmers



Linda Mikyska and Neal Polan



Joyce Reagan



Frank and Helen Remes



Bill and Janis Sheldon



Rubye Mae Hubbard, and Barbara and Greg Surfes

Activities Calendar

2024

February 3rd NTXCLC Meeting and First Saturday Breakfast Social.
March 2nd NTXCLC Meeting and First Saturday Breakfast Social.

PATE DATES—2024

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

NATIONAL:

2024 June 10-15 CLC Grand National, Gettysburg, PA.
2024 Aug 27-Sept 1 National Driving Tour Kansas
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



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Send any corrections, complaints, compliments, discussions, and/or additions to:
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- Historians: **Alex Beloff III**
- Directors: **Richard Cross, Ruby Hubbard**
- Calling Post: **Karen Phillips**

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

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

Ron Fishell 2/17

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

Love, *Ruby*

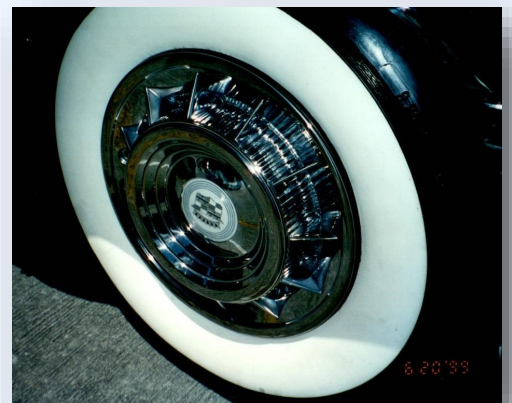


THE MILESTONE RAREST CADILLAC EVER PRODUCED

Story and photos by Alex S. Beloff III



The 1957 Eldorado Brougham signature stainless-steel roof (only 55.5 inches high) was only Cadillac featuring quad headlamps. Hand crafted coach built by Fleetwood at one per day required extensive tedious craftsmanship. Aesthetic accuracy all steel pillarless sedan as per Harley Earl's specific instructions. Numerous styling and engineering firsts: exclusive Brougham forged deep fluted show quality wheels, atomizer containing Arpege Lanvin perfume, and heated rear seats. Long admired and coveted for its beauty and rarity, this Eldorado Brougham hold its allure enduring the test of time.

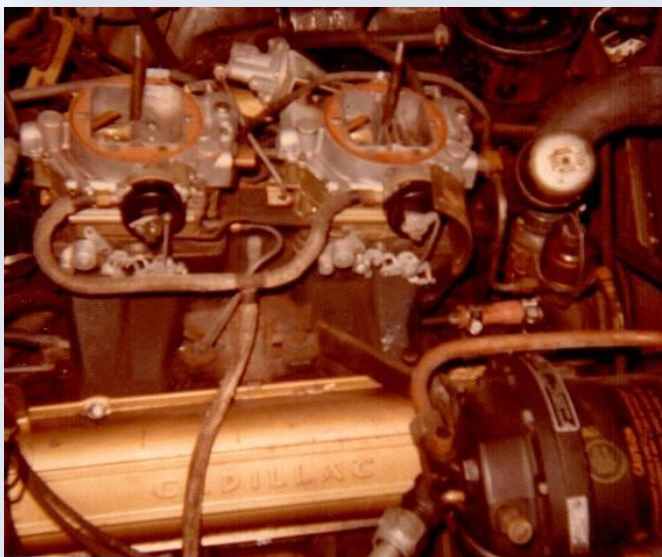


The American luxury car market was dominated by Cadillac. The 1957 Eldorado Brougham was amazingly complex and fabulously luxurious. It was the most expensive American car on the market. It debuted in March of 1957 for a jaw dropping \$13,074. In a year when the average salary was \$4,657 and a base Bentley S1 Saloon cost \$12,000. In 1957 that would buy a luxury home.

The 1957 Eldorado Brougham came with an exclusive brushed stainless steel roof that wrapped around the windshield because the windshield was a one off vertical a-pillar design. It was a true four door hardtop and seven inches lower than production Cadillacs. It was built by Cadillac Motor Car Division at the Cadillac plant Clark Avenue in Detroit, Michigan. The design and styling *(continued on page 8)*

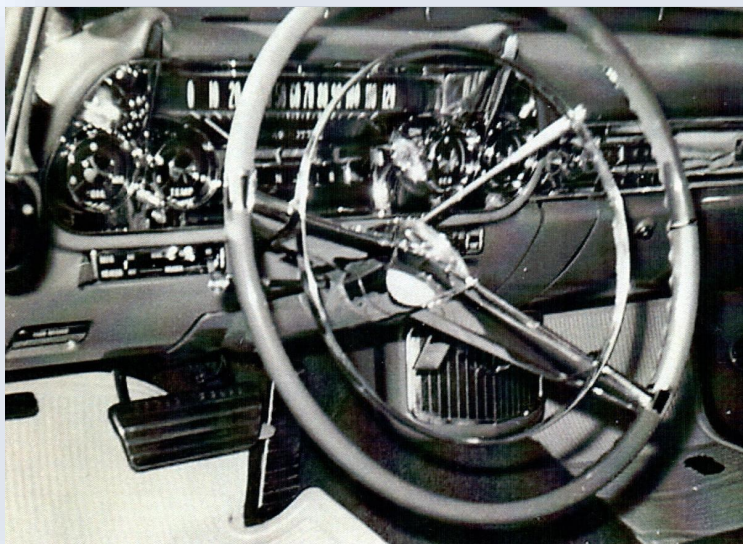
Tile Party

responsibility was credited to Ed Glowacke who headed Cadillac Studio. Engineering was handled by Fred Arnold, Cadillac's Chief Engineer. The 1957 model was an all steel body. This creation conceived by Harley Earl would inspire future Cadillac design for years. Top fender hot air engine extractors would appear on 1958 Fleetwoods. For the first time for 1957, all Cadillacs had the hood lower than the front fenders and the radio volume and station selection knob were placed side by side.



Cadillac 365 cubic inch V-8 in the Brougham developed 325 hp at 4800 rpm. It featured a 10/0;01 compression ratio and two Carter 4 bbl carburetors (actually pushing over 400 hp) mated to a four speed hydromatic transmission. Power steering, power brakes and air conditioning are standard. It was equipped with remote control starting. Those of you who appreciate your automatic deck lid and rear door opening and closing, it was pioneered on this car. At the touch of a button, the trunk would open and close. It was an industry first!

This dash was Brougham only and had deep dished steering wheel, turn signal indicator, four round gauges and engine operations. The interior glove box vanity included a mirror, lipstick holder, comb, powder and puff, cigarette compartment adjoined by six small metal drinking cups with magnetic bases. There was a note pad with Cross pen. The floor was covered with Mouton or Karakul. All doors locked automatically when in gear. The car would not start if either of the rear doors were open. The first ever memory seats were standard and it had one year only floor speaker.



All Broughams were standard with the first air suspension system on a car. When working as designed, it provided an incredibly smooth ride. It was plagued with air leaks at the fittings and valve. It was available on Cadillacs until 1960 when GM dropped the system.

To the trained eye, this Cadillac in any condition was a rare find. Since I still had my home in Indianapolis, I was commuting daily to my Beloff Pontiac Cadillac GMC dealership in Peru. Flying down the road just North of Carmel, Indiana, **I spotted it!** (CONTINUED ON PAGE 9)

Sitting in an upscale motel parking lot kissing the ground looking like it had four flat tires told me the air suspension did not work properly. It also told me perhaps many other complex features were not working which translated into a possible real bargain price if for sale.

An inquiry revealed that it belonged to a GM Delco engineer who was on assignment out of the country and he was desperate to sell it. We agreed on an even more attractive price and I was the owner personally of a 1957 Eldorado Brougham. I next had a professional wrecker carefully pick the car up. I knew enough about the air suspension to bypass the leaks and get it to stand upon all four tires that were flat. Well, I was fortunate.

Cliff Wagner, Cadillac Motor Car Division District Manager said, *You are in luck. You must be living right because Larry Carrino, Cadillac Motor Division Service Rep is assigned to your area and he is an expert on air suspension.* Larry came to the dealership. We replaced every weak area with up to date air suspension components and it worked perfect every time. I said, *Larry, What happens when it is freezing outside. I understand moisture gets in the system and freezes.* He said, *I have the corrective action for that right now. When you open the hood to the right side, you see a small two piston compressor.* He raised the air receiving valve and carefully administered drops of liquid alcohol which eliminated freezing.

I had my chief mechanic, Mike Nicholas, rebuild both carburetors, perform a major tune up and service the air conditioner heating system. Next, I had my expert head paint and detail man, Gary Kuchler, bring the tired bruised weathered original lacquer paint back to life. It was beautiful. The wheels were steel with custom aluminum inserts that were gorgeous. Of course, it had functional dual exhausts through the attractive bumper outlets. The dash was different to accommodate four appropriate race car type gauges (generator, fuel, oil, temperature). There are other touches far too numerous to mention. Doris King was impressed by the car. While in California, she mentioned it to Pete Stranges, the owner of the "Cars for the Stars" Museum located in Niagara Falls, New York. He contacted me immediately. I had all of the necessary paperwork and titles tracing the car to its original owner - the Onassis Family in Maryland - and sold it to the Museum for a staggering price.

Few are known to exist today. Most people never saw them even new. Only 400 built in 1957. Parts are Brougham specific and not compatible with other 1957 Cadillacs. It was called Motor-dom's Masterpiece. Driving is a rewarding experience . . . Well worth the price! Thank you Connie for this idea!

May God bless the trails you ride.

Alex



NTX CLC HISTORICAL MEMORIES



Membership Report

Welcome to our New Members:

Joseph Jones

For membership information— Contact Bill Haesslein at billhsln@att.net

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

The following Cadillac & LaSalle Club items are now available:

Hat Bands \$10.00 each + \$3.95 S&H Zippered Bags \$40.00 + \$9.95 S&H

CLC Jackets in L and XXL \$70.00 + \$9.95 S&H

Blankets 60" X 48" All Cotton Jacquard Mill Woven \$70.00 + \$9.95 S&H

Make checks payable to **North Texas Region Cadillac & LaSalle Club**

NTXCLC, 16734 Lauder Lane, Dallas, TX 75248



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.

Cadillac Wheels



For Sale Four 2005 CTS nine spoke aluminum bright polish wheels with chrome lug bolts and TPMS senders. Condition is like new. Size—18 X 8.5 5X120 lug 48mm offset. \$600.00 Shipping included.



For Sale Four Vogue Rio #190-67910 PVD Chrome Condition is like new. Size— 17X7.5 5X120 lug 48mm offset \$600.00 Shipping included.

Make checks payable to **North Texas Region Cadillac & LaSalle Club**
NTXCLC, 16734 Lauder Lane, Dallas, TX 75248

Editor's Page

UNITED STATES PATENT OFFICE.

CADILLAC AUTOMOBILE COMPANY, OF DETROIT, MICHIGAN, ASSIGNOR
TO CADILLAC MOTOR CAR COMPANY, OF DETROIT, MICHIGAN, A
CORPORATION OF MICHIGAN.

TRADE-MARK FOR AUTOMOBILES.

No. 54,931.

Statement and Declaration.

Registered Aug. 7, 1906.

Application filed August 18, 1905. Serial No. 11,765.

STATEMENT.

To all whom it may concern:

Be it known that the CADILLAC AUTOMOBILE COMPANY, a corporation organized under the laws of the State of Michigan, and located in the city of Detroit, county of Wayne, in said State, and doing business at 1343 Cass avenue, in said city of Detroit, has adopted for its use the trade-mark shown in the accompanying drawing.

This trade-mark has been continuously used by the said corporation in its business since on or about the 1st of September, 1902.

The class of merchandise to which the trade-mark is appropriated is Class 19, Boats and road-vehicles, and the particular description of merchandise comprised in said

class upon which the trade-mark is used is automobiles.

This trade-mark is affixed usually to said articles of merchandise by attaching plates and labels thereto bearing said trade-mark, and by printing and stenciling the trade-mark upon said articles and upon packages containing said articles. It is also the custom of said corporation to use said trade-mark in various ways customary to the trade.

[L. s.] CADILLAC AUTOMOBILE COMPANY,
By CLARENCE A. BLACK,
President.
LEM. W. BOWEN,
Secretary.

DECLARATION.

State of Michigan, county of Wayne, ss:

WILLIAM H. MURPHY, being duly sworn, deposes and says that he is the treasurer of the corporation, the applicant named in the foregoing statement; that he believes the foregoing statement is true; that he believes said corporation is the owner of the trade-mark sought to be registered; that no other person, firm, corporation or association, to the best of his knowledge and belief, has the right to use said trade-mark, either in the identical form or in any such near resemblance thereto as may calculate to deceive; that said trade-mark is used by said corporation in commerce among the several States

of the United States and between the United States and foreign nations or Indian tribes, and particularly with the Dominion of Canada; Great Britain, and with France and that the description, drawing and facsimiles presented truly represent the trade-mark sought to be registered.

WILLIAM H. MURPHY.

Subscribed and sworn to before me, a notary public in and for said county, this first day of August, A. D. 1905.

[L. s.] WILLIAM H. WETHERBEE,
Notary Public, Wayne Co., Mich.

Copy of the original Cadillac Trade-Mark Patent August 7, 1906. Courtesy of Joyce Reagan