



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region

January 2024



Awarded Best CLC Regional Newsletter 2008, 2020

1968 Cadillac Coupe DeVille

Former Owner and Photos & Story by Lifer



68349-B All 68 Cadillacs had a 472ci V8 at 375 hp and 525 lb-ft of torque, three-speed Turbo-Hydramatic automatic transmission. The Coupe was 224.7 inches long and 79.9 inches in width, and 129.5 inches in wheelbase. It weighed in at 4,593 lbs.

The factory claimed zero to 60 mph in just over 8 seconds. However, nothing except a hot 'vette ever beat me in a street drag.

Twenty exterior color options were available for 1968, and a selection of 147 upholstery combinations included 76 in cloth, 67 in leather, and four in vinyl. Mine was Topaz Gold with Black Vinyl Roof and Sand Beige interior

My car had optional disc brakes, tilt and telescope steering wheel, automatic climate control, power door locks, padded roof, AM radio, and a remote trunk lock. (The trunk could hold three teenagers while driving into the drive-in movie).

MSRP of \$6,472 before options. 63,935 produced. Average income in 1968 \$7,850 (equivalent \$68,687 in 2023)

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 breakfast meal and a group of classic cars in the parking lot. The gents share thoughts on old cars, collector cars, and more cars, and the spouses enjoy things that are just not very 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 and conversation is good. Your spouses are invited. Next meeting is February 3rd.



At the gent's table: Bill Levy, Doug Ashby, Jeff Pendleton, Bill Sheldon, Neil Polan, Alex Beloff III, Harry Michalewitz, Jim Hanson, Steve Overby, Dan Harrison, and Ron Fishell.



At our ladies' table: Harriett Levy, Kathleen Ashby, Linda Mikyska, Connie Beloff, Judith Michalewitz, Karen Fishell, Debbie Overby, Janis Sheldon, and Judy Hanson.

President's Notes

Coming up in January 24-27 is the CLC National Board Meeting, being held at the DFW Sheraton Hotel. This event is open to all CLC members that wish to attend, and since it is so close by, NTX members can enjoy the event without a hotel stay. Page 11 for Registration Form to the 2024 Winter Board Meeting.

A few reminders: If you would like your “story” to be featured in the newsletter, please submit your article along with some photos directly to me. All articles, business cards and ads are due by the 20th of each month. If you have a pre-published article you would like to submit; those are also welcome. Please include copyright information so we can properly give credits to the source or author of the article or piece. Also, we offer free 3-month advertising for cars & parts in our regional newsletter to current paid Regional Members. These ads do not have to be just for Cadillacs or LaSalles. Regional Members may also run their business cards for cars, or non-related ads for \$35.00 for a 3-month ad. For commercial ads, see the schedule on page 11. Non-member ads are \$35.00 for three lines for three months, or \$50.00 with pictures, and must be car related and you must state an asking price.

lifer@writeme.com

REGIONAL DUES

For all of the members of the North Texas Region, it is dues time again, and your \$20.00 was due December 31st, for another whole year of membership. This is your local club dues. If you forgot, get it in now.

Let's put this \$20.00 dues in perspective so you can better understand what it buys you. First, you become part of a group of people that all have a mutual interest—classic cars and especially fine Cadillacs and LaSalles. Second, when you need help with repairs, parts, how-tos, and information, the club is a great venue to get this and other assistance. Also, you get this great newsletter monthly.

Now, there is a cost above and beyond. We do expect our members to participate in monthly events, many which are of no cost to members, or some costs paid for. There is the adventure aspect and of course, the social aspect of these events. And in order to pay for all these extras, we expect our members to help with our work at the Pate Swap Meet, the largest swap meet west of the Mississippi river. Whether you are helping with vendor space marking tiles, street signs, or just being a friendly person in our hospitality tent, your work is always appreciated.

And speaking of Pate Swap Meet, we earn a share of the profits based on our membership roster as of December 31st each year.

Note: If you are a new member in 2022 or 2023 your dues are already paid.

So, make your checks out for **\$20.00** payable to the **North Texas Region Cadillac & LaSalle Club** and mail to our membership chairman:

Bill Haesslein

5744 Caracas Drive,

North Richland Hills, TX 76180

National dues are invoiced by Columbus when due through the year.

Activities Calendar

2024

January 7th NTXCLC Cadillac Christmas Party
February 3rd 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 January 24-27, Irving, Texas, CLC 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



Contact Greg for all your printing needs!
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2730 N. Stemmons #740W
Dallas, Texas 75207

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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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- Pate Director Assistant: (open)
- Historians: **Alex Beloff III**
- Directors: **Richard Cross**
- 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

January Birthdays: If your birthday is in January let us know.
Virginia Andrews 1/6

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


Love, *Ruby*



CADILLAC ADS GREATEST HISTORICAL ACHIEVEMENTS

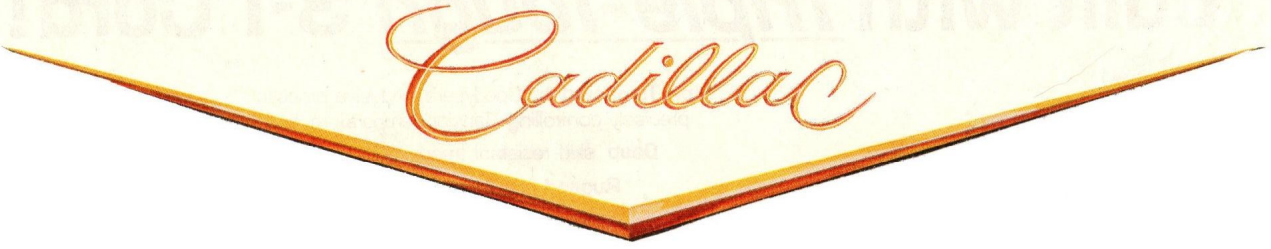
Contributors: M/T, C&D, National Geographic, Cadillac Motor Car, GM photographic

No Man Is Ever a Stranger...



... to those who behold him as he sits at the wheel of a Cadillac car. For wherever it goes, the "car of cars" tells a wonderful and revealing story about its proud and happy owner. Its great beauty and elegance, for instance, leave no doubt as to his personal judgment. Its renowned safety and its luxurious Fleetwood coachcrafting reveal his concern for those who travel as his passengers. And its extraordinary economy of ownership and operation tells you all that is necessary about his practical wisdom. In fact, a Cadillac tells you so many things about its owner that you almost feel you know him—even before he alights at the curbside. If you are still a "stranger" to these many Cadillac virtues, we urge you to visit your dealer soon and take the wheel for yourself. He'll be happy to show you why this is the "golden moment" to make the move—from a standpoint of both economy and delivery. Why not stop in tomorrow?

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



Study our lives printed on Cadillac canvas, our culture, our way of life. Example, this 1963 Cadillac Coupe DeVille ad is about you, us! Steal a glance back at the car in his life. A prideful thing - owning a Cadillac. The temptation to see it as others see it; difficult to resist! Hours spent at the wheel are among the finest hours of the 24! Below is Alex's show quality 1963 Coupe DeVille purchased 1966 at B-58 Hustler SAC Wing, Peru, Indiana.



SOMETIMES WHEN A MAN STEPS AWAY FROM HIS CADILLAC, he'll steal a glance back at the car in his life. For it's a prideful thing to own a new Cadillac—and the temptation to see it as others see it is difficult to resist. It's a reluctant parting on other counts, too. The hours spent at the wheel, in command of that great new engine and surrounded by Cadillac's marvelous new comfort and luxury, are among the finest hours of the twenty-four. Before you can step away from your own Cadillac, you must first step up to one. Your Cadillac dealer will show you what an easy move it is.




Cadillac Motor Car Division • General Motors Corporation



Tile Party

57

A Man Needs No Introduction...

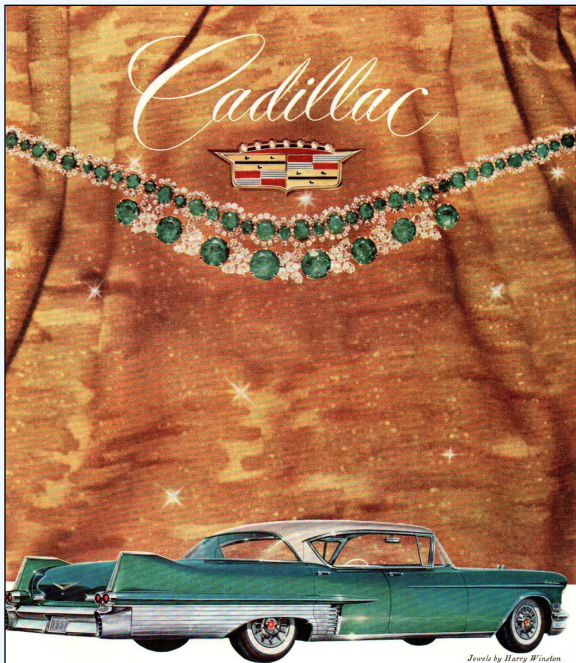


... to those about him when he sits at the wheel of a Cadillac. For the car reveals, with remarkable clarity, so many wonderful things about his person and his personality. Because of its long association with the world's distinguished motorists, it indicates his own high standing in his world of affairs. Because of its obvious quality and elegance, it testifies to his taste and judgment. Because of its great luxury, it bespeaks his concern for the comfort of his

family. And because of its renowned economies of ownership and operation, it testifies to his practical wisdom. Have you considered how wonderful it would be to let a new Cadillac speak its message on *your* behalf? Then we urge you to visit your dealer—spend an hour in the driver's seat—and learn the amazing Cadillac story for yourself. Sixty minutes at the wheel and you'll want to make the "car of cars" your own personal spokesman.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac



Jewels by Harry Winston

Magnificent Beyond All Expectations!

When a new Cadillac car is imminent on the American motoring scene, it is usually expected that the car will be dramatically advanced in every way.

But no one, not even Cadillac owners themselves, was fully prepared for the magnificent new Cadillac which you see pictured above.

But then, how could anyone have anticipated a motor car as beautiful to behold as this newest "car of cars"? Its graceful new lines and its inspiring new silhouette are simply without precedent.

Or how could anyone have foreseen a motor car of such rare luxury? Its interiors are beautiful and gracious almost beyond belief.

And how could anyone have predicted a motor car so brilliant in performance? Its new power, responsiveness and ease of handling are without counterpart even in Cadillac's glorious past.

We suggest that you pay your Cadillac dealer an early visit for a personal demonstration.

Come with your hopes set high—and you'll still be pleasantly surprised with this latest of Cadillacs.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

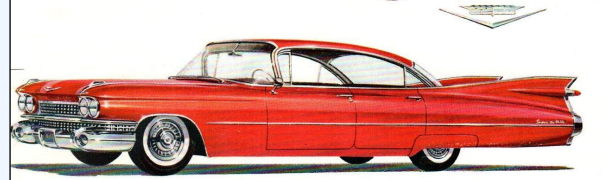


photo by Elizabeth Arden

In all the world of commerce, there are a few products for which there are no acceptable substitutes. And among these, most certainly, must be counted the great Cadillac car. For in beauty and elegance . . . in luxury and comfort . . . in value and practicality . . . in everything that contributes to making a motor car supreme—Cadillac is in a realm all its own. To see it and to drive it is to discover a new measure of fulfillment in modern motoring. Your Cadillac dealer will be most happy to demonstrate this fact to you at any time—and to explain why Cadillac is now such an unusually sound investment for such a surprisingly wide group of motorists. We hope you will accord him the opportunity—soon.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION
EVERY WINDOW OF EVERY CADILLAC IS SAFETY PLATE GLASS

In a realm all its own... *Cadillac*



Appearance influences sales, called styling. The stylists interpreted our customer psyche. Study the feel proud script in the ads. The all new 1957 Fleetwood design circa, lowness and length. The glamour of the world famous 1959. This is my 1957 parade Cadillac convertible. It had pages of firsts and was last year for functional dual bumper exhausts.

From Great Achievements...An Inspiring Tradition!

Cadillac's many and varied contributions to the cause of automotive progress have, over the years, represented one of the most important and inspiring traditions in all motordom. And certainly, that list of Cadillac's achievements has become all the more meaningful in the light of the current year. For in styling, in design and in engineering, this latest "car of cars" has added dramatic emphasis to the fact of

Cadillac leadership. If you have not yet inspected its magnificent new Fleetwood coachcrafting—or experienced its brilliant new performance—you should do so soon. Your dealer will be happy to introduce you to all the new models, including the distinguished Eldorado Brougham. CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION
Every Window of Every Cadillac is Safety Plate Glass



'58

Cadillac

Standard of the World for more than half a century



My 1970 Cadillac convertible was last year for 472 cubic inch V-8 375 hp premium fuel with dual exhaust, tuning and pushed 425 hp. Note custom Cadillac spokes and whites.



General Manager Delvis Hall presents "Best in the Midwest" Finalist plaque to New Car Salesman Alex Beloff.

As a national competitive product knowledge presenter, I remained virtually career undefeated. The first 80 seconds are critical and must be useful to the client. . . unique to the industry! You can't fake it! We must protect our art, history and Cadillac—a symbol of America. God bless the trails you ride. *Alex*



You can change your mind eleven times and still be right. Cadillac is the only luxury car to offer you the luxury of choice. And what a magnificent choice—eleven models, including the only luxury convertible built in America, and Eldorado, the world's finest personal car. Each one is fashioned in the distinctive Cadillac tradition. Each can be personalized with Cadillac's stunning array of colors and conveniences. Which 1970 Cadillac is for you? Any one of the eleven models. Each one expresses the spirit of the seventies with rare taste, style and distinction.

MARCH '70



NTX CLC HISTORICAL MEMORIES



Membership Report

Welcome to our New Members:



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

2024 CLC Board Meeting



REGISTRATION FORM

Cadillac & LaSalle Club/CLC Museum Winter Board Meetings

Jan. 24-27, 2024

Sheraton DFW Airport Hotel

4440 W. John Carpenter Freeway • Irving, TX 75063-2927 • 972-929-8400

Hotel reservations: <http://tinyurl.com/CLCWOD2024> \$134 per night

Hotel reservations must be made by **Dec. 31, 2023**, to guarantee this rate



Member Name _____ *CLC Membership No. _____

Spouse/Partner/Guest Name(s) and city/state of each guest _____

*Address _____ *City _____

*State _____ *Zip Code _____ *Cell/mobile phone _____

*Email address _____ CLC title (if any) _____

Schedule of Activities	Time	Price per person	How many?	Total
Wednesday, Jan. 24 <i>Travel Day — Welcome</i>				
Registration open — Sheraton DFW Airport Hotel Lobby	1-5 p.m.			
Hospitality — Medal of Honor Suite	5-9 p.m.			
Dinner on your own				
Thursday, Jan. 25				
Hotel breakfast buffet discount ticket		\$15		\$ _____
Committee meetings — Estates Conference Room	8-11 a.m.			
Bus tour: Sam Pack private collection (Bus will return to hotel between attractions so you can /freshen up)				
Billy Bob's Texas, Fort Worth	2-9 p.m.	\$40		\$ _____
Dinner on your own				
Hospitality — Medal of Honor Suite	9-10 p.m.			
Friday, Jan. 26				
Hotel breakfast buffet discount ticket		\$15		\$ _____
Bus tour: General Motors Assembly Plant, Arlington (Note: No open-toe or open-heel shoes, short pants/skirts, or tank tops allowed.)				
Lunch at Babe's Chicken Dinner House, Carrollton				
Frontiers of Flight Museum, Dallas	9:30 a.m.-5 p.m.	\$75		\$ _____
Hospitality — Medal of Honor Suite	5-9 p.m.			
Dinner on your own				
Saturday, Jan. 27				
Hotel breakfast buffet discount ticket		\$15		\$ _____
CLC Museum Board Meeting	8 a.m.-12 Noon	NO CHARGE		
Lunch for CLC/CLCMRC board members	12 Noon-1 p.m.	NO CHARGE		
CLC Board Meeting	1-4 p.m.	NO CHARGE		
CLC/CLCMRC Board Dinner, Sheraton DFW Airport Hotel	Cocktails 5:30 p.m. (Cash Bar), Dinner 6:30 p.m.	NO CHARGE		
		for all registered attendees		
TOTAL				\$ _____

If paying by credit card, enter information here Expiration date [MM/YY] CVV2 [three- or four-digit number on back of card]

15- or 16-digit account number _____ / _____ _____

Signature _____

I certify I am a member in good standing in the Cadillac & LaSalle Club. By signing this form, I agree to release the Cadillac & LaSalle Club, the Sheraton DFW Airport Hotel, and their respective officers, directors, employees and agents from any and all losses, damages, or claims arising out of my participation, and that of my family and my guests, at the 2024 CLC and CLC Museum Winter Board Meetings. The CLC reserves the right to cancel or substitute a similar activity due to conditions, closure, or lack of attendees. I understand there are **NO REFUNDS unless the Winter Board Meetings are canceled by the CLC.** A \$25 fee will be charged for each returned check or for each disputed credit card chargeback.

*Signed _____

*Date _____

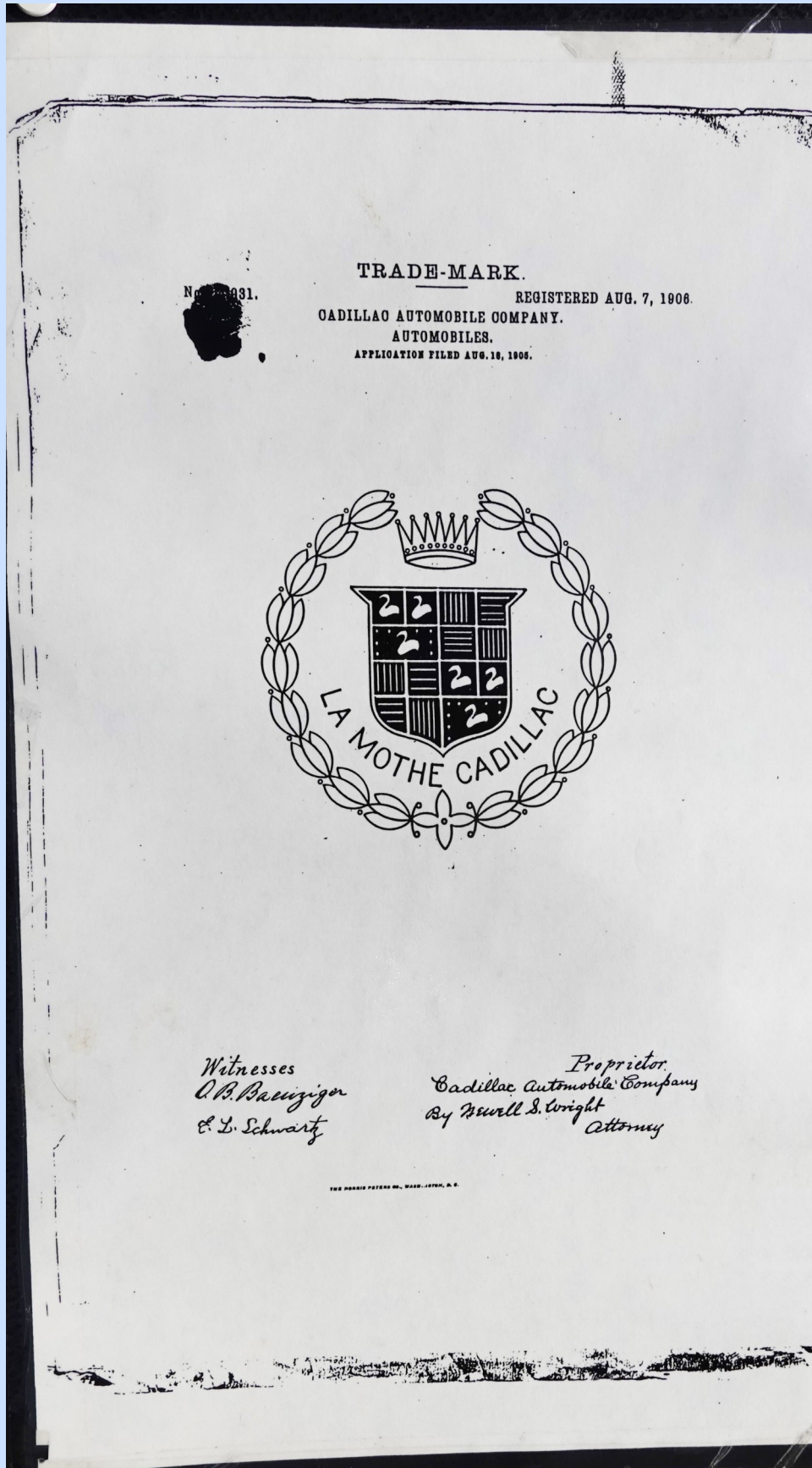
Registrar must receive your Winter Board Meetings registration by **Jan. 14, 2024**
 Register at wbm.cadillacallasalleclub.org
 Or, return this form with your check, money order, or credit card information to:
Cynthia Rutledge, CLC/CLCMRC Winter Board Meetings
 1681 Nita Ct., Cheyenne, WY 82009-9829
 This form must be received no later than **January 14, 2024.**
 Please make your check/money order payable to CLC or fill out credit card info above.
Board members/officers: Please bring along your CLC/CLCMRC name tag, as paper name tags and lanyards will be provided only for spouses and guests.
Registration questions? Cynthia Rutledge, email gnregistran@cadillacallasalleclub.org or call 727-742-9649. **Tour/meal questions?** David Rubin, email david@davidrubin.com, 914-980-6776 [call or text with your name].

*Required fields

See the November/December issue of the CLC Self Starter Magazine

In order to participate in the GM Plant tour (now Jan 26th, you must be registered by Jan 14th.

Editor's Page



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