



# STANDARD OF THE WORLD

## Cadillac LaSalle Club North Texas Region

March 2022



*Awarded Best CLC Regional Newsletter 2008, 2020*

### PATE SWAP MEET NOTES

#### PATE SWAP MEET DATES:

**March 19th** Pate Swap Meet Tile Refurbish Party, Texas Motor Speedway—  
Zone Zero. 10:a.m. (**March 26th** rain date)

**April 23rd** Pate Swap Meet Set-up day, Texas Motor Speedway.

**April 28th-April 30th** NTXCLC and Pate Swap Meet Hospitality Tent, Texas  
Motor Speedway.

**May 1st** Pate Swap Meet Tear Down, Texas Motor Speedway.



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

The Tile Refurbish Party's purpose is to inspect each vendor's space-marking tile and each tile tub. Each tub 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 a 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 over 10,000 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. If you have a table, this would also help. We need as many of you to come as possible, so mark the date and come on out.



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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**

### Pate Swap Meet Tile Party Directions



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.

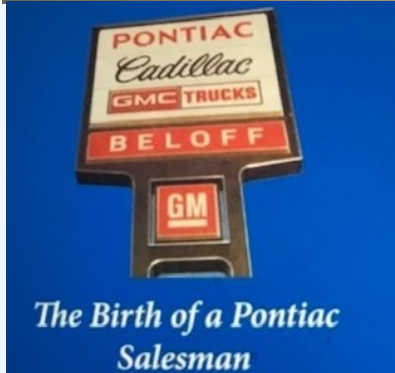
# 1st Saturday Breakfast Social

Our 1st Saturday get-togethers are a relaxed fun 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 March 5th at 9:00 a.m.



Judy Hanson, Kathleen Ashby, Mark Waterman, Bill Levy Jim Hanson, Ron Fishell, Doug Ashby, Steve Overby, and Harriett Levy

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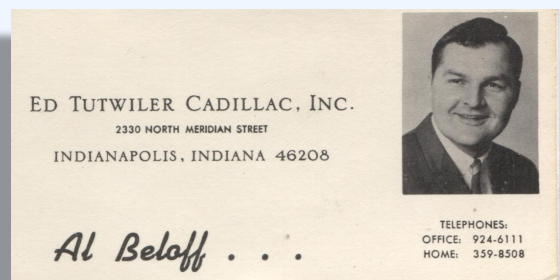
Story and artwork by Alex Beloff III except where noted



The coveted Cadillac distributor for all of Indiana was revered Hoosier Cadillac of Indianapolis. The showroom became antiquated, the service facility obsolete and the buildings badly weathered from brutal conditions and constant use. The Cadillac distributorship legacy and positive residuals were officially selected and assigned to Ed Tutwiler Cadillac. With a massive investment, Mr. Tutwiler closed the old three car showroom. On glamorous North Meridian Street, he erected one of the finest Cadillac showrooms in America. Featured on regal garnet carpet were eleven new Cadillacs flanked by four \$1,000 over-stuffed leather sofas enhanced by two large wood tables housing custom concaved metal dishes for inviting hot hors d'oeuvres served by professionals. Six salesmen's offices were all glass walls floor to ceiling so to be ever watchful to greet guests immediately. Behind the showroom and offices was a heated warehouse with 40 new 1970 Cadillacs on emerald carpet, full of gas ready for immediate delivery. Next was a complete "state of the art" service facility with the finest collection of Cadillac certified technicians, staff and reconditioning talent anywhere.



I loved Mr. Tutwiler's selling philosophy and requirements. He announced, *I provide you with a new Cadillac demonstrator, unlimited gas and daily washes, and you are the highest paid selling out of a well stocked Cadillac palace. You come to work each morning with the newspaper read and breakfast in your stomach. Your dress is always above reproach. No smoking, no bad language and a telephone growing out of your ear or correspondence with past prospective owners. If a customer comes on the showroom floor and they don't ask for you, you are out. Abuse your company car and I'll ask for your keys and call you a cab.* Our sales manager was Carl Farnsworth. Our general manager was young Ed Estes, son of Pete Estes, 15th president of GM.





Our Cadillac fathers at Hoosier Cadillac are pictured with a 1904 Cadillac one cylinder.

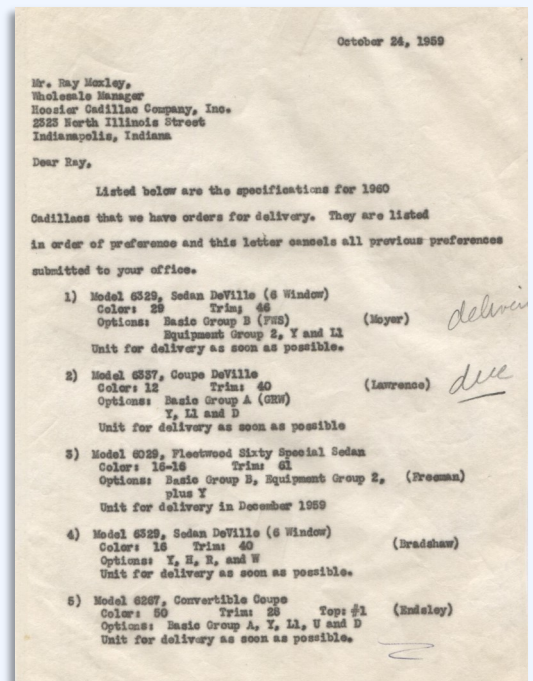
Left wall sign is "New Hydramatic Transmission" and right wall sign is "New Power Steering".

Since the early days of Cadillac when **craftsmanship a creed - accuracy a law** created the **STANDARD OF THE WORLD** arena, some very intelligent "Cadillac fathers" created the highly successful "retail" mandate that was the hallmark of Cadillac distributorships thus guaranteeing the integrity of Cadillac and above all protecting Cadillac's carriage trade (wealthy clientele at the point of sale) against guile, insidious cunning, chicanery, trickery, misrepresentation to wholesale the worlds most celebrated finest motor car to the public through weak and stupid selling. Cadillac was aware of the larceny in the hearts of "fast buck" sales people of obvious limitations. Cadillac, therefore, demanded the highest form of professionalism or you are history including the dealer. You carefully read your period correct dealer selling servicing agreement back then. This forced dealers and their entire staff to be successful. No aged inventory. Sold out every year helping protect a loyal clientele. Cadillacs brilliant development of "happy owners" in the field fostered ethics, etiquette, social behavior and memorable delivery ceremonies for all new and pre-owned sales. This all but eliminated the charlatan give away artists and the "mooch" that ruins our image and gutter resale value. Sales managers whose sole purpose in life is to "cut the price until the customer buys" can continue looking for a job. Great selling. no need for poorly educated sales people and lame, ill mannered closer.

This is an original carbon copy of a document to Ray Moxley. The benefit of the Cadillac distributorship is huge to most smaller Cadillac dealers especially those dual up with sister division manufactures. You submit a sold order for a specific Cadillac. They order it "correctly" then ship it to your location, fueled, cleaned, polished and ready for immediate delivery. You save the floor plan interest which is huge for a specific Cadillac because of 20 days free billing. No lot damage and extra space for faster moving inventory. Most important, the distributor tracks the sale prohibiting you from scabbing off a large metro market clientele. All distributorships were abolished in 1964 because of anti-trust laws. How come Toyota has distributorships?



This was my Tutwiler demonstrator in 1970 that was always in unblemished hand polished condition. Mrs. Tutwiler liked this byzantine gold Cadillac so much she took it on her trip to Boca Raton, Florida.



For years, I was buying parts for my special interest cars from my friends at Wrecks Inc in Whitestown, Indiana, owned by Julius and Mick Maurer. The best run junk yard in the country. The disassembled wrecks were carefully stored and had photographs with accurate description for all body panels. It was Mick, I think, who could answer the phone by hitting the receiver and catching it in mid-air. At Tutwiler Cadillac I sold both Mick and Julius matching new Cadillacs.



James L. Pierce owned four or five highly profitable *buy here pay here* used car lots. We flipped each other old unwanted special interest cars over the years. A good Catholic with eight kids, he was a rough tough looking almost scary guy and afraid of nothing. For almost a year, a prosperous Indianapolis baby doctor had tried to stiff Circus Circus in Las Vegas out of a \$35,000 marker that he had always made good. All civic and congenial methods failed and Circus Circus called James the collector! He said, *I forced my way into his examining room with a screaming revealing patient and said, 'I'm here to collect the \$35,000 you owe Circus Circus.'* I had a choke hold on the doctor and with a straight razor from my boot, I cut off the doctor's ear lobe. Every chance I get I will cut off a piece of you. From a hidden wall safe, the shaking doctor with gauze on his ear reached in the safe with piles of cash and counted out \$35,000 then signed Jimmy's receipt book. Jimmy sent the funds to Circus Circus. They sent him back their standard 30% collection fee. Jimmy said, *That was the hardest thing I did in my life, but I sent back the \$10,500 collection fee stating that I didn't want their money. I just wanted their friendship.*



So touched Circus Circus bought Jimmy a brand new 1970 Cadillac triple black Fleetwood from me at Tutwiler Cadillac as a thank you. True story!

Every story has a beginning and the start of my Tutwiler one is that I was selling at Oaklandon Sales in Indianapolis but love Cadillacs. I purchased a new 1968, 1969 and this 1970 Cadillac from Tutwiler Cadillac. Mr. Tutwiler saw me in the service department early one morning. He said, *You are Al Beloff, the top producer at Oaklandon Sales.* I said, *Yes sir. That's correct.* He continued, *I'm on the Indianapolis Dealers Auto Trade Association with your boss, Howard Houser. I understand you purchase a new Cadillac every year. You must love Cadillacs. You should sell Cadillacs. If you ever want to make a change, I want you here with us.* End of story is Alex is a Cadillac Crest Club highest achiever for years and is proud of his Crest Club ring with 16 diamonds.



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May God bless the trails you ride! Alex

## Pate Swap Meet History

Every year since around 1973 the North Texas Region of the Cadillac & LaSalle club has met with 14 other antique car clubs to present the Pate Swap Meet, the second largest swap meet in the United States. Vendors from across the country fill the vast acreage with everything automotive -- from cars and trucks to hard-to-find car parts and related items, and to everything else imaginable. There is even a car corral for selling of running cars. Each club has a part in the operation and presentation of the swap meet. It provides an effective tool for fund raising for the seventeen Texas antique automobile clubs.

The swap meet was originally held in a muddy cow pasture field in a ranch south west of Fort Worth, near the village of Cresson. From its inception, it was decided that the swap meet would begin on the last Thursday in April, and continue through the weekend, always missing any conflict with the Easter holiday and while still in cooler weather before the Texas heat kicked in. The ranch was sold in 1997 and the Pate Swap Meet moved to the parking lot of the Dallas Motor Speedway, just north of Ft. Worth and the Alliance business airport. The new location had better access, better showers, pavement, and many modern conveniences. These facilities provide ample parking for all visitors to the swap meet, easy access to and from Interstate 35W, unlimited space for camper parking during the event, and a vast amount of paved space for the swap meet to expand in the future. There are now over 10,000 vendor spaces sold, and it is still growing.

The North Texas Region's jobs at the swap meet include the laying out and later retrieving most of the 10,000 temporary space markers for the vendor spaces, marking streets and rows, and working the NTXCLC club tent. On the meet's operational days -- Thursday through Sunday morning, members come out to help at our tent and discuss membership in the club with swap meet visitors, or maybe work at one of the three gates to count attendance. A few even show off their cars near the tent (free parking...).

For the club's members the participation and work at the Pate Swap Meet translates into great fellowship and memories with members of this and other clubs. Some of these memories can quite exciting, thanks to the crazy weather we have here in Texas; rain, wind, hail, and cold. And then there are the fabulous days of sunshine and crowds of visitors and vendors.



Pate Swap Meet

## Texas Weather

We have had some tough weather in Texas, and February's brought ice and snow and freezing weather.

But to warm up I remember the North Texas Region's hosting the great CLC National Tour and our ride to the bottom of the Palo Duro Canyon in the Texas Panhandle in June 2011.





# 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 March, let us know.**

Lynn Waterman  
Terry Graham  
Karen Phillips

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 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@write.me](mailto:lifer@write.me)) 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

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

**April 2nd** 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:

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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**North Texas Region**

<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.

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

**Next Board Meeting TBA**

March 2022



**STANDARD OF THE WORLD**

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**First Class Mail**

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**NTXCLC**

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

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