



# STANDARD OF THE WORLD

## Cadillac LaSalle Club North Texas Region

November 2023



*Awarded Best CLC Regional Newsletter 2008, 2020*

### 1976 Cadillac Coupe DeVille

Photos & Story by Lifer



Owner Bill and Janice Sheldon

1976 Cadillac Coupe De Ville weighs 5,025 pounds and 114,482 units built.

Engine 500 cubic inches -190 horsepower, 360 pounds of torque, Wheelbase 130 inches and 230.7 inches in length. 1976 would be the final year for the traditional full-size luxury Cadillac.

This was the first year for a weather band radio, automatic door lock system, and a power recliner seat.

Optional extra cost equipment which we now take for granted today included the following: Electronic Fuel Injection, Fuel Monitor System, Air Cushion Restraint System, Tilt and Telescope Steering Wheel, Cruise Control, Rear Window Defogger, Controlled Cycle Windshield Wipers, Guide-Matic Automatic Headlamp Dimmer, Twilight Sentinel, Lighted Vanity Mirror, Illuminated Entry System, Outside Thermometer, Remote Control Right Mirror, Six-Way Power Front Seat, Passenger's Six-Way Power Seat Adjuster, Trumpet Horn, Theft-Deterrent System, Remote Control Trunk Lock Release, 80 Amp Generator, Coupe deVille Cabriolet Roof, and Automatic Door Locks. Also the new Delco Freedom battery, never needing water, and Track Master.

web site: [www.clcntx.com](http://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 November 11th at 9:00 a.m. The 4th of November has been rescheduled so our members can attend the **Buick-Olds-Pontiac-Cadillac car show** at Classic cars, 1250 Mustang Drive, Grapevine. See page 4.



Doug Ashby, Alex Beloff III, Dan Harrison, Ron Fishell, Steve Overby, Bill Levy, Jeff Palmer, Bill Sheldon Jr, and Neal Polan



Connie Beloff, Kathleen Ashby, Janis Sheldon, Harriett Levy, and Debbie Overby

# ELECTION OF OFFICERS

Its that time of year again when we have elections for our six office positions. We will have to everything either electronically or by snail mail.

The positions open are **President, Vice President, Treasurer, Secretary, Membership Chairman and Activities Director**. Any member in good standing (both National CLC and Local Region) is eligible to participate in nominated and elections. These six officers are Board voting positions. The Club is governed by the Board. The Board assumes management and control of the affairs and property of the Club; establishes policy for the Club not otherwise specified by the Constitution; performs all duties usually accorded a board of directors; and at all times acts in the best interests of the Club and its members.

You may submit nominations for yourself or someone else who would be interested in the position(s). Send your nominations by email to **doverby@hotmail.com**, or by USPS to **D. Overby, 8530 Bacardi Drive, Dallas, TX 75238-4924. Please submit by November 20th**

## DUTIES OF OFFICERS

**PRESIDENT:** The President shall preside over all meetings of the Board and the membership. He/she shall appoint all committee chairpersons who, in turn shall select their committee members, except the Nominating Committee, of which the President shall appoint all committee members. He/she shall decide all questions of equal division and shall have all powers, authority and duties usually accorded a President.

**VICE PRESIDENT:** The Vice President shall perform such duties as may be assigned to him/her by the President or the Board. In case of death or absence of the President, He/she shall perform the duties of President.

**SECRETARY:** The Secretary shall record and keep all minutes of the Board and the annual meetings of the members and mail them to all board members within two weeks after the meetings. The Secretary shall carry on and maintain a file of Club correspondence and shall perform such other duties as the President or the Board may direct.

**MEMBERSHIP CHAIRMAN:** The Membership Chairman shall actively promote membership in the Club. He/she shall keep an up-to-date roster of the names and addresses of all Club members, send membership applications upon request, process membership applications, receive dues to be turned over to the Treasurer; and he/she shall notify the Board of any Club member whose national dues have not been current for a period of six months.

**TREASURER:** The Treasurer shall collect funds on behalf of the club for deposit in the club's operating account, and disburse the funds of the Club as directed by the Board. He/she shall keep the region's financial records current and in order at all times and give a report of the club's finances at each regular meeting of the Board. He/she shall render a financial report to the membership at the annual meeting, and to the President and/or the Board as they direct. He/she shall perform such other duties and possess such other powers usually accorded the office of Treasurer, or as the Board may direct.

**ACTIVITIES DIRECTOR:** The Activities Director shall plan and coordinate activities of interest to the Club membership, and in furtherance of the purposes for which the club is founded. He/she shall present proposed activities to the Board for consideration, and shall have primary responsibility for the details of any activity undertaken by the Club, and shall perform other duties as may be assigned by the Board.

Additional position are non-voting and are appointed by the Board. If you might be interested in these position, please include this in your nomination. The assistant positions are a great way to learn about the positions and the club operations. **Newsletter Editor, Pate Director (Region), Assistant Pate Director, Assistant Membership Director, Assistant Activities Director, and Historian.**

Send your nominations by email to **doverby@hotmail.com**, or by USPS to **D. Overby, 8530 Bacardi Drive, Dallas, TX 75238-4924 Please submit by November 20th.**

# President's Notes

WE are into the last months of the year, with fall and winter here and summer coming. There are lots to plan for, including attendance at the CLC Grand National in Gettysburg and our participation in the Pate Swap Meet. If any of you members have some special activities that you would like to suggest, feel free to do so.

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. The North Texas Region has also been asked to provide to assistance with the hospitality suite. On Wednesday help with setup and stay from 6 p.m.to 10 p.m. and Friday evening from 6 p.m.to 10 p.m. Let me know if any of you are available for this. See the November-December Self Starter for Registration Form to the 2024 Winter Board Meeting and page 16-17 for more info.

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, \$20.00, due December 31st, for another whole year of membership. This is your local club dues.

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.

# CLC GN GETTYSBURG

Get ready for Gettysburg! June 10–15, 2024



Source: ApplianceViews

Just a sample of the beautiful and historic area called Gettysburg, Pennsylvania.

# Activities Calendar

**2023**

November 11th NTXCLC Meeting and First Saturday Breakfast Social.  
 December 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 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

**Officers**

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

**Vice President:** (open)

**Secretary:** (open)

**Treasurer:** [Jim Hanson](#)  
[Jam\\_Han@msn.com](mailto:Jam_Han@msn.com)

**Webmaster:** [Minnie Bedrick](#)  
[minniebedrick@gmail.com](mailto:minniebedrick@gmail.com)

**Membership:** [Bill Haeslein](#)  
[billhsln@att.net](mailto: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](mailto: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	<b>\$75</b> + \$10.95 S&H U.S.
Goddess Shirt	<b>\$25</b> + \$6.95 S&H U.S.
Hatband	<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 U.S., please email Rubye at [rubymusser@gmail.com](mailto:rubymusser@gmail.com) for information on shipping charges.

Make checks payable to NTXCLC (North Texas Region Cadillac & LaSalle Club)

Send your orders to:  
**Ruby Mae Hubbard**  
 325 Crosstimber Dr. • Hurst, TX 76053-6507



**Contact Greg for all your printing needs!**

**Greg Nieberding 469-556-4792**

[greg@digital3printing.com](mailto:greg@digital3printing.com)  
 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](mailto:lifer@writeme.com) 214 563-1033

# Sunshine Report

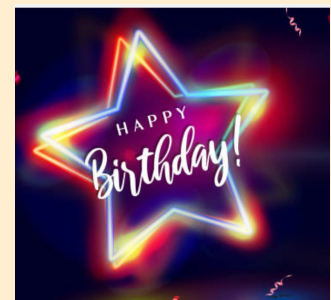
NTXCLC is scheduling somethings for next couple of months so as to see one another! watch your emails. If you have a suggestion for a road trip or visit, send it to: [lifer@writeme.com](mailto:lifer@writeme.com)

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

Steve Overby November 4th

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

Love, *Ruby*



## THE CADILLAC PHENOMENON

Contributors: John Michael Franks, Attorney; William H. Whyte Jr., *Fortune Magazine*, *Time Inc.*, Cadillac Motor Car Division, GM photographic, Alex Beloff III

Jon Michael Franks, a respected local attorney, friend and car enthusiast is owner of numerous domestic, foreign and exotic rides. He alerted me to required reading his sophomore year in college - *The Cadillac Phenomenon* by William H. Whyt, Jr. high lighting 1955. These are rare photos of the custom ELDORADO. It had many "firsts": individualized futuristic styled quarter panels, rear fenders stylized fins plus no fender skirts. Under the hood was a 270 HP engine with twin four barrel carburetors, new functional bumper exhausts, and ribbed applique belt door. The Motorama Eldorado was standard with virtually every option/ accessory. Most exciting was the new sabre spoke wheels, white pearlescent body, interior upholstery of white ermine, pearlescent leather, matching mouton fur carpeting with matching aluminum floor mat grids, and chrome plated steering column.



Tile Party



## William L. "Bill" Mitchell's Dream Cars

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



The hugely popular sales of the 1954 Cadillac featured an attractive Eldorado sharing its rear fenders with all 1954 Cadillacs. Eldorado featured ribbed lower quarter panel cladding. Record setting sales of the 1955 Cadillac featured one of the world's most advanced styled and engineered "limited production" (convertible only) Eldorado. First time ever, the exclusive Eldorado futuristic rear fender fins and quarter panels demand admiration. Their styling greatly influenced the entire Cadillac production for 1957 and 1958. Imagine owning an Eldorado two years ahead in design. Remember from design to production was three years!

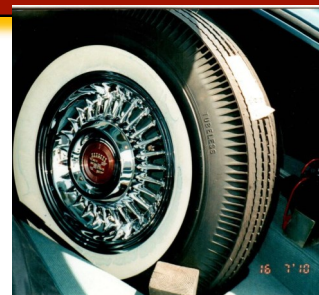


1957 Cadillac Fleetwood and 1958 Cadillac Coupe DeVille were greatly influenced by the dramatically styled 1955 Eldorado! 1956 featured more HP for Eldorado now a Biarritz convertible and first time popular Eldorado Seville Coupe!

Back in the 50'S as I lived it with radio blasting, the sight and healthy sound of any performance enhancing "dual exhaust" car was captivating. In 1952, all Cadillacs are standard with "dual exhaust" engineered and styled functional bumper exhausts - coolness! 1957 was the last year for functional bumper exhausts. Nothing is more impressive on frigid engine starts than seeing hot dual exhaust gas smoke bellowing out several feet.



Before the ever popular Cragger styled chrome mag wheels appeared, Cadillac created the world famous gorgeous standard Eldorado with five 15" custom chrome plated sabre spoke wheels and was optional on all Cadillacs from 1955-1958. They are adaptable to fit most RWD 5 on 5 brake drum Cadillacs. I had a set on my 1967 Fleetwood RWD - check left and right mounting. Replating show quality sabres is about \$1,000 each.



First year 1955 Eldorado 270 HP pushing 340 HP with two fours also had an impressive gold "bat wing" air breather that today with correct carter AFBs and intake can fetch enough to buy a cheap used car! If you pulled up to a 2-4s Eldorado at the light and nail it, lesser makes got their feelings hurt! I had a restored 56 Eldorado Seville in 1963.

**MEETING OF . . . CADILLAC OWNERS!**

So many fine American corporations have its entire board membership represented on the Cadillac owners list. Exceptional qualities, inspiring beauty, magnificent performance, brilliant luxury, extra ordinary operating economy and one of motordrome's greatest values - win the favor of distinguished motorists.

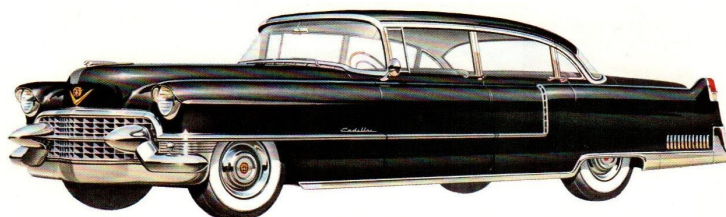
Special thanks to Jon Michael Franks for his amazing recall the 1955 *The Cadillac Phenomenon* covering Cadillacs meteoric success. Jon Michael successfully rebuilt, raced and also owned over 58 vehicles including several heart pounding neck braking motorcycles.



of

**1955 Fleetwood is an exact replica of DRIVING MISS DAISY . . .1955!**

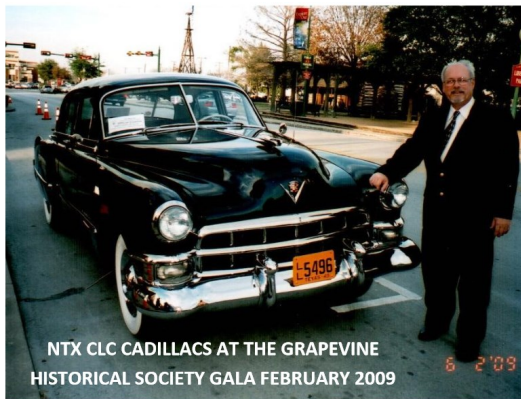
Well, 1955 over 800,000 Clark Avenue gold Cadillacs were still on the road. From 1946-1955, Cadillac invested an astronomical \$160 million for tools, dies and plant improvements. 74% of all Cadillac sales are to previous Cadillac buyers a way of life! Many Cadillac owners washed their own Cadillacs. Sought after previously owned Cadillacs dominated used car lots. Quality must precede prestige and popularity of superb engineering.



1954 Cadillac dealers grossed \$980 million. Everyone paid list price including long trades. Operating profits were \$45 million (twice the rate of all auto dealers). The Cadillac owner, stewards of the symbol was the most cared for anywhere. Customer attention was carefully planned. Any Cadillac agency was "home". Repairs were charged to home dealer. No credit cards back then in 1955. Dealers cashed checks, made hotel or restaurant reservations, got theatre tickets, golf times, and courtesy transportation. Completely satisfied, says Ahrens. Cadillac's advertising budget for 1955 was \$8 million. You can relax as a Cadillac owner.

*May God bless the trails you ride. Alex*

Advertisement



NTX CLC CADILLACS AT THE GRAPEVINE HISTORICAL SOCIETY GALA FEBRUARY 2009

**ALEX BELOFF III IS PLEASED TO SHARE THESE PHOTOS OF NTX CLC EVENTS FROM HIS PERSONAL ARCHIVES!**

**Website: [www.alexbeloff3.com](http://www.alexbeloff3.com)**

**E-mail: [alexbeloff@verizon.net](mailto:alexbeloff@verizon.net)**

**Enjoy the past NTX CLC Beloff articles on website!**  
Biarritz . . . Topless Cadillacs . . . Vapor Lock

**Photos and stories of the 159 cars Alex has owned!**  
Fleetwood Brougham . . . Coupe DeVille

## 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 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. 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](mailto:lifer@writeme.com)) for an application or special request.

# Editor's Page



NTX members Jim and Judy Hanson and Debbie and Steve Overby enjoy a festive October afternoon at the Dallas Arboretum. Judy and Debbie are also celebrating October Birthdays.