



STANDARD OF THE WORLD

Cadillac LaSalle Club

North Texas Region

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June 2013

Awarded Best CLC Regional Newsletter 2007-2008



Elvis On The Square

Story and photos by Lifer

May 11, 2013

Sponsored by the Denton, Texas Kiwanis club and produced by Fritts Car Shows, and the North Texas Region Cadillac & LaSalle club, the Cadillac and Custom Car Show attracted Cadillacs, LaSalle's, and all sorts of custom cars from around the area for a wonderful morning and afternoon of fun in the sun. Under blue skies and 80 degree Texas weather, cars were parked all over the Wells Fargo Bank parking lot, with food being grilled and new friends being made and old friend being enjoyed. The morning started with a parade of Cadillacs from the Civic Center to the parking lot, and then many others joined in for the car show.

One of the reasons to be a care taker of a classic or fine car is having the opportunity to show it off, and this show was an example of that opportunity. It also allows you the time to spend with people with like interest, mainly cars, old and new. And we even signed up a new member!

Among the car owners in attendance was Southwest Regions CLC Vice President Tom Coy, one of our senior members Bill Hurly, and also leading members of the Denton Kiwanis club. Money raised from the event goes to help the Kiwanis with their charity efforts for the area children during the year.



NTXCLC members L-R: Neil Jefferson, Gerry Terranova, Rubye Musser, Charlie Bross, Bill Levy, Jim Hanson, Ron Fishell, Dave Eckberg, Tony Yates, Bill Hurley, Bill Fisher, W.G. Horst, Candy Fisher, John Foust

Winner Golden Quill Award 2012





Elvis On The Square



Looks like Cadillac Row from our 1st Saturday event. And there are more Cadillacs spread throughout the show. The first one is Bill Hurley and daughter Pat's beautiful 1938 LaSalle 4 door trunk back sedan. And next to that is Dave Eckberg's 1937 seven passenger Imperial limousine.

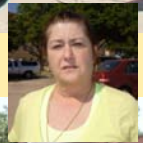


Tim Coy, Southwest Regions VP flew in from Louisville, CO to take part in our car show.

Doug's Award-Winning Elvis shirt



Doug Whitmore's 1959 Series 62 4-Door "Flat Top" Elvis-Ready Pink Cadillac



Bill Hurley and his daughter Pat drove Mister Green, their 1938 LaSalle 5-passenger, 4-door style #5019 Sedan from Lawton Oklahoma.



John Foust's 1970 Convertible complete with emergency rations (doughnuts and hot dogs)



Bill & Candy Fisher's 1971 Devill Sedan



Bill Levy's 2001 Eldorado ETC and Show Bear



Gerry Terranova's "new" 1984 Seville



Winner of the car show lottery ticket 50-50 drawing



Elvis On The Square



Ron Fishell's 1987 Allante



Neil Jefferson's 1993 Allante



Jim Hanson's 1993 Allante



Tim Coy and senior NTXCLC and military veteran Bill Hurley.



Ruby dancing to the oldies music



W. G. Horst's 1964 Cadillac Model 62



NTXCLC won ten trophies in the competition portion of this car show. There were over 40 -50 cars total registered and Jim Fritts awarded us the most. gold

Old Cars Weekly Golden Quill



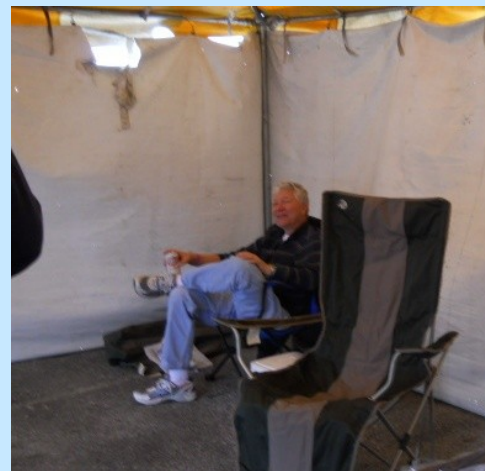
Southwest Regions VP Tim Coy is presenting Bill "Lifer" Levy, the editor of the *Standard Of The World* Newsletter with the Old Cars Weekly 2012 Golden Quill Award for Regional Subcompact Class. The Golden Quill Award is awarded by the staff of *Old Cars Weekly* to provide special recognition of literary achievement that boosts the old car hobby. Per Tim COY our Region VP he stated that this is the Pulitzer Prize of old car newsletter publishing.

President's Message

The North Texas Region was honored to have our new REGIONAL VP, Tim Coy who selected his first region visit to be us at our Drive and Show at Denton with Elvis. on the Square. He was delighted to see the big showing of 13 cars we had. NTXCLC was favored with ten of our prized possessions claiming awards. William Hurley brought his green '38 LaSalle that he had worked and completed himself. Gerry Teranova drove his "brand new" '84 Seville and won an award. WG Horst had his pretty '61. The crowd loved the Pink '59 belonging to Doug Whitmore, who allowed John Foust to chauffeur-- Elvis in at the Square at 8 PM. Of course John had his own '70 red convertible there also. Then, of course, our Allante group - Neil, Jim, Ron, each won their own plaque for their year. We had a possible new member, Bill and Candy Fisher, who brought their beautiful one-owner green '71. Bill Levy and Left Lane Louie and their Eldorado ETC won also. Guess who walked off with the big prize, THE KIWANIS CHOICE? It was our one and only-- Dave Eckberg and the Black Beauty 1937 limo. I was so proud of our group for *all the winners* we had at a big show. Altogether there were about 40 cars in the show. Tony Yates was hard at work with the new *Join the Club* display sent to us by National. He also helped Salty with organizing the parade. Charles Bross and I helped out where we could. I signed one new member and one rejoined, so we had a great day. Tim Coy really enjoyed his day and the free hot dog, hamburger, and drink provided by James Woods Cadillac. We were entertained with nice period music and shade and of course best, our friends. Be sure not to miss the next event.

Hot Rod *Rubye*

PATE SWAP MEET Memories



Swiss Avenue Home Tour

At the turn of the last century Robert S. Munger, a successful cotton gin manufacturer from Dallas, had a plan to build an upscale residential community northeast of downtown, which became the first deed-restricted neighborhood in Texas. The requirements to build here included such restrictions as a minimum cost of \$10,000 (a great deal of money at the time), at least two stories in height, had to be constructed of brick or masonry, could not face a side street and could not be built "on spec." In other words they had to be built and occupied by their intended residents.

This neighborhood attracted many famous and wealthy early Dallas residents who built many magnificent homes. In 1973 Swiss Avenue was designated as Dallas' first historic district.

Every Mother's Day weekend, for the past forty years, the owners of the magnificent old homes along the historic Swiss Avenue, many of which date back to about 1915, open up many of these beautiful houses for public visits. They also include a Mother's Day brunch in the park, bands and such. And, they invite local antique car owners to park some of their vehicles in the driveways of these mansions to add to the ambience of the occasion. Vice President Jim Warren has been parking his car at these occasion for several years now, this year showing his car on Saturday.

This year I was also invited to display one of my cars (I picked my 1937 Cadillac limo to display) in front of a home on Mother's Day. It was mostly as a prop, if you will, but it was a very popular "prop." I parked my car in front of 5125 Swiss Avenue and then my wife and I went off to participate in the tour of homes. But every time I could see my car, from wherever I was along Swiss Avenue, it was surrounded by people. Folks were looking into it, taking pictures of it and having their pictures taken in front of it. Very few of the crowd which passed by the car after touring the home simply walked past it. Almost all stopped to look and inspect it. They were very interested in seeing this relic of years past and very much seemed to appreciate it being there.

This is an annual event and if other folks have cars which be appropriate for this event, more could be accommodated. However, numbers are limited and by invitation only. If you're interested in possibly showing your classic at the Mother's day home show next year you can contact Terry Plata (Terry.Plata@L-3Com.com) for information. It was a wonderful day and those exhibiting cars are provided tickets to the tour of homes. Jim Warren also participated.

Dave Eckberg



Swiss Avenue Home Tour



Jim Warren's 1949 4-Door Sedan in front of a Swiss Ave Home



Dave and Kathy Eckberg's 1937 Cadillac seven passenger Imperial limousine.

President's Activities

JUNE date TBA Ron Fishell to have more details on DRIVE and Park in town of MARSHALL.

JULY 4th-----ARLINGTON July 4th Parade. 7:30 am. Terry and Rubye

JULY 14th—**Sunday Afternoon** The Lincoln Club has invited NTX to the Arlington Steak House 2:00 PM Location is 1724 W. Division, Arlington Texas, between N. Felder and Bowen Roads Please RSVP to Rubye Musser for head count 817-996-8066.

JULY 31 to AUG 3 GRAND NATIONAL --Boston, Mass----Quincy

AUG 10th TBA

AUG 31st Warbirds On Parade Lancaster Regional Airport, Lancaster Texas – Beltline and Ferris Road

September 21st-----Twelfth Annual Cowtown Cruisin' For A Cure car show

Rubye

The Cadillac-LaSalle Club Museum and Research Center (CLCMRC)

Tim Coy, our Region VP, brought a message from National!!!!



The Museum has received a huge donation, which brings the goal of the Museum Fund very close. So they are requesting that each and every individual, if possible, donate as much as they can to the Museum Fund so that they can begin building.

For members getting this newsletter by email or web –**THANK YOU!**

MEMBERSHIP REPORT: Bill Haesslein

Welcome New Members:

Steve Nordseth, Mequite, TX
Lance & Andrea Richmond, Cedar Hill, TX 75104
Austin Sides, Sanger, TX
David Cothren, Irving, Texas



There are 17 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, beside meaning a more fun and interesting club, gets the club a bigger share of the Pate income.

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 Rubye Musser (rubyemusser@yahoo.com) or Bill Levy (lifer@writeme.com) for an application or special request.

SUNSHINE REPORT: Rubye Musser

2012 NTXCLC OFFICERS

We pray for your recovery and better days ahead each day especially for our Beloved Service men protecting us daily.

- President:** **Rubye Musser**
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- Pate Director Assistant:** **Neil Jefferson**
- Historians:** **Randoll and Joyce Reagan, John Foust**
- Directors:** **Minnie Bedrick, Al Haltiwanger, Ron Fishell, Jim Hanson**

Bill Byers Bill Tucker Ted Ruhling
Rudy Bedrick Sandy and Charlie Gambolus
Cecil Thompson Mrs Keith Beers Chad Hannah

June 4 90th birthday of AL Gitleman our D-Day Survivor
Congratulations to Jim Warren for being invited to show & park his car at a home on Swiss Ave during a homes showing on Swiss.

Congratulations to Honest John for being featured on the show Texas Country Reporter.

Congratulations to Bill Levy for winning the Golden Quill Award.

Thanks to all for the work at Pate..It was very successful. Thanks to Tony Yates also.

Thanks to Tim Coy Region VP for selecting NTXCLC for his first Region visit.

Congratulations for the huge turnout and Winners at EV-LIS on the Square- Denton

Rubye



CLASSIFIED ADS

CARS FOR SALE

+++++
‘58 Cadillac Brougham, one of 4 1958’s in Maharani Maroon. Extremely nice car with most vanities. No rust and outstanding S/S work. Price in the low \$100’s. Call Lee at (817)917-5555. (Jun)

‘71 Cadillac Sedan DeVille 33K orig miles, very nice condition. Casablanca Yellow w/green interior. Must see to appreciate. Nothing to do but drive and enjoy. Priced @ \$12,000. Phone (214) 415-1850

‘40 LaSalle Convertible Coupe Model 5267, highly optioned and in excellent condition. A very desirable car. Call Ted Ruhling (817) 579-9171 for additional information. (Apr)

Classified Ads – for 3 months Members: free, and Non-members -\$35 for three lines for three months. No credit for early cancellation. For additional rates contact Rubye Musser at 817 996-8066 rubyemusser@yahoo.com



Name Tags

Bill Levy
206 Turnberry Lane
Coppell, TX 75019
lifer@writeme.com

Our new North Texas Region Cadillac & LaSalle personal magnetic name tags have been real popular. They are made of white plastic, so they should last a

long time. Either with your name only with the club logo, or, if you really want to tell people who you are, with your favorite picture of your favorite car, and optional –the year. The cost is \$10.00 each.



Cowtown Cruisin' for a Cure 2013 September 21, 2013

This is the 12th Annual presentation of this show. The North Texas Region Cadillac & LaSalle Club has reserved a curb for our display. We need your Cadillacs and your LaSalle for this worthwhile show in downtown Ft. Worth. **Hiley Mazda has Donated their 2nd Mazda Miata (or Equivalent) for raffle this year.**

Contact Bill Levy or Neil Jefferson with your registration (\$35.00 early). We need name, address, phone, T shirt size, are you a prostate survivor Y/N, and car-year and model. Please respond by August 1 if possible so we can track the car count. Space is tight in Ft. Worth and we don't want to miss out.

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STANDARD OF THE WORLD

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DRIVE, SHOW, CHROME, BUMPERS, TAILS

NTXCLC

- *TBA Marshall, Texas Drive and Park — Car Show.
- * **July 4th** Arlington, Parade and get-together. 7:30 am Terry & Rubye
- * **JULY 14th**—**Sunday Afternoon** The Lincoln Club has invited NTX to the Arlington Steak House 2:00 PM

AUG 10th TBA

AUG 31st Warbirds On Parade Lancaster Regional Airport, Lancaster Texas – Beltline and Ferris Road

September 21st-----Twelfth Annual Cowtown Cruisin' For A Cure car show

June 1, July 6- Cars and Coffee, 8am – Noon. Get there NLT 7:30 for a reserved spot on Cadillac Row as the lot fills up fast after 6:45 am. 6800 Dallas Parkway, Plano TX 75024 Email lifer@writeme.com that you will be there.



COMING UP:

June 3 –7, 2013 National Driving Tour, Northern California Region. 900 miles. See Self Starter for details.

July 31—August 3, 2013 Cadillac & LaSalle Club Grand National, Boston, Mass. See Self Starter for information and application. Reservations—(617) 472-1000 Code CADCADA

July 8—12, 2014 Cadillac & LaSalle Club Grand National, Lake George, New York.

Send any corrections and/or additions to:
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