

STANDARD OF THE WORLD



Cadillac LaSalle Club North Texas Region

August 2020



Awarded Best CLC Regional Newsletter 2007, 2020

The CLC is getting ready to begin a new campaign to increase our membership base as well as increasing our region's membership base. The Membership Committee has put together a "Benefits of Membership" list to aid you in recruiting new members. We hope this helps on both the National and Region level.

As a member of the Cadillac & LaSalle Club, you have access to the following valuable benefits:



Receive 11 issues of the multiple-award-winning *The Self-Starter* magazine each year—choose your membership level for a glossy, printed color magazine, or forego a paper copy and read it online (all membership levels have access to read *The Self-Starter* online), plus an annual membership directory;



Access over 180 back issues of *The Self-Starter* magazine online for entertaining articles, classified ads, and tech information;



Join other CLC members in local Regions and International Affiliates with tours, meetings, shows, tech sessions and other events;



Join a specialty Chapter to meet other like-minded members with similar cars and interests;



Participate in local and national driving tours and inter-Regional meets;



Learn about CLC International Class Judging and receive guidance for your restoration through our Authenticity Manuals and *Official Judging Manual*;



Attend our annual Grand National Meet with hundreds of other members; view beautiful cars, participate in our judging, attend tech seminars, receive access to private collections, museums, tours and social events;



Access to technical experts, who can guide you through issues, and provide missing details to help you on your car project;



Members can place three (3) free text-only ads in *The Self-Starter* classified section every year (photos an additional \$20 per photo, per month);



CLC members in the United States receive a 5% discount with Hagerty Insurance (*sorry, this discount not available in CA, MA, and TN*);



Free bidder and guest pass to Mecum Auction events in exchange for volunteering at the club booth (*up to \$150 value*); and



New members receive a welcome packet with membership card, CLC window cling, and a coupon code for 10% off an item in our Club Store.

Still want to look under the hood before you join?

[Click here](#) to check out a recent issue of *The Self-Starter* magazine.

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cadillaclasalleclub.org

This is now part of the NTXCLC Membership Brochure, available as a printed, two-page handout, or as a PDF computer file that a prospective member can print out.

web site: www.clcntx.com



**Winner CLC Web
Site Merit Award
2013, 2014, 2015
2016, 2017, 2018**

**Winner Old Cars Weekly
Golden Quill
Award
2012, 2013, 2014, 2015,**

1957 Cadillac

Story and photography by Alex Beloff III

So you want to know more about 1957 Cadillacs . . .

The sales success of the new 1957 Cadillac that finished in 9th place for national model year production of a whopping 146,841 sold units is no accident! Brilliant legendary car guys like the “Davinci of Detroit”, Harley Earl, loved and appreciated great style in cars his whole life. His influence of lower, longer, wider created the 1957 Cadillac ethic requiring crushing costs that many competitive makes could not handle. GM’s Alfred Sloan gave Earl a blank check for the 1957 Cadillac, the most aesthetically beautiful design of its day. The interior and exterior was striking even now. The 1957 Cadillac had 59% of the luxury market. GM got its money’s worth gaining real celebrity status for 1957.

The 1957 Eldorado got its own quarter panels and for some, the sexiest fins ever to grace a Cadillac. The designer was 23-year-old Ron Hill of the Glowack’s staff and recent grad of the Pasadena, California, Art Center College of Design. The 1957 Cadillac led the divisions when it came to styling and heart pounding performance with a purpose. Expensive art like chrome details were used to imply curves. The most attractive (last year) 1957 Cadillac jet exhaust rear bumper treatment was functional! Earl developed form and beauty from within designing shape into the body and ornaments that created great interest despite its size. It never looked clumsy. The entire 1957 Cadillac line up has gracefully flowing appeal.

Harley Earl left a tremendous automotive footprint supervising 50 million GM cars. Suffering a stroke, Earl died 10 April 1969 at age 75 in West Palm Beach, Florida, near Sloan’s Yacht where he spent month long summers.

In 1938 a disciple of Earl’s, William L. “Bill” Mitchell headed up the Cadillac styling Studio. He was a young 23 old fellow with a modicum of chutzpah to purpose the most radical design ever seen at Cadillac. WHERE THE HELL DO YOU PUT GAS IN IT? . . . started with the 1941 Cadillac. Bill also created the 1963 Riviera and renowned 1963 split window Corvette.

I see no reason to disagree with Richard Lentinello of Hemmings Classic Car excerpts April 2011 when he said:

There’s a fin out there shaped to get every one’s pulse racing.

Cars of yesterday were shaped for individuality attractiveness.

Easily identified from a quarter mile away, most new cars can hardly be identified even when you are sitting behind them at a traffic light.

To my eyes, there is no question as to which tail fin tops my favorite fin chart. It is on a Cadillac.

It is the stunningly beautiful 1957 Cadillac – not the Eldorado or Biarritz – no I’m talking about the mass-produced Series 62 . . . the forward lean on that fin.

The most distinguished looking cars of that era. I for one can never tire of admiring such a fantastic looking automobile.



The all new 1957 Cadillac . . .

First Cadillac with no fender skirts.

First Cadillac hood lower than fenders.

First Cadillac had roof line 3" lower than previous Cadillacs.

First Cadillac with traditional Goddess hood ornament gone and replaced by dual fins.

First Cadillac to have molded rubber bumper guard inserts that set up high style. One year only unique style. Did Buick and Chevy have this same feature? No. No one in industry had rubber molded guards like 57 Cadillac. First for Buick was 1961. Chevy in 1957 had aftermarket dealer add on rubber but not factory, and it was not standard throughout whole line.

First Cadillac featuring one year only deep fluted wheel covers popular with custom car owners to this day.

First Cadillac one year only with lower front bumper, housing two oval lenses side by side, parking, turn signals and opt. fog lamps to shoot light under road fog. Note the 1958 Impala has very similar grill lights, and 1959 Cadillac lower front bumpers.

First Cadillac with panoramic windshield and slant back pillars.

First Cadillac fresh air grill below windshield body sculpturing. The 55 and 56 Buick Roadmaster had a similar feature as part of lower windshield in a chrome housing never sculptured into the body.

First Cadillac "one year only" forward facing fins, rear fender fairings taper gracefully into first ever dual round taillights directional lights and back up lights possibly an industry first. This was the rear of the DeVille.



First Cadillac wheel wells were raised and recontoured with flowing sweeps and bright trimmed to enhance the effect.

First Cadillac with straight rear bumper greatly simplified and lost heavy bumper guards. This was on the DeVille also.

First Cadillac with functional vertical – oval louvered dual exhaust bumper styled outlets commanding attention. Cold winter days create visible fog like hot pipes. Lesser makes with single exhaust were especially envious of all 1957 Cadillacs standard with highly visible dual bumper exhausts.

First Cadillac with new tubular center x-frame to allow car to be lowered without losing space. Structural rigidity allowed greater passenger foot room in front and rear. Actually all Divisions got the x frame which lasted until 1960. However, it was a first for Cadillac

First Cadillac to have the wheel base increased to 129.5 inches. This greatly reduced driveway incline damage.

First Cadillac to have front suspension gained ball joints replacing kingpins.

First Cadillac with rear suspension leaf springs moved out closer to the wheels for stability and impressive traction during hard acceleration.

First Cadillac: for 1957—advanced engineering 365 cu. In. V-8 300 hp. compression ratio bumped to 10:1; redesigned 4-barrel performance-oriented Rochester carb along with competition type larger diameter combustion cylinder heads and high-performance manifold revisions. Lifters adjusted to almost zero, hotter cam, beefier rods, mains, inserts, cam bearings – smooth, powerful, QUIET and brutally fast! Most engine components shared with optional dual 4-barrel carter carbs. The Eldorado now produced 325 hp. A factory advertised stock 1957 Cadillac 300 hp. 365 cu. In. V-8 on a dyno with open headers developed 370 hp. If you pull up next to a new 1957 Cadillac at a traffic light to race, you probably got your feelings hurt.

First Cadillac 1957 new revised 4 speed hydra-matic automatic transmission with controlled coupling dependent on performance gears instead of a torque converter that tends to waste gas. Veteran Cadillac owner are amazed at the smoothness and shocking eager responsiveness and passing safety of slower vehicles.

First Cadillac to locate radio control knobs side by side to ease driver reach plus all controls had lighted bezels.

First Cadillac to have (only one year) large front radio speaker nestled inside an attractive quality steel styled housing on top transmission tunnel . . . only the 1957 Pontiac had same feature (plastic).

First Cadillac with impressive recessed thin steering wheel hub deeply dished inward for safety.

First Cadillac with glamorous two-tone harmonizing color steering wheel copied by 1958 Impala.

First Cadillac with concave recessed light reflecting dash knobs. The dash had a very expensive “one year only” concave chrome dash center molding for glamorous deep effect. *All Cadillacs had chrome windshield interior pillar posts and all instrument panels padded.

First Cadillac with car battery located next to radiator eliminating the miserable knuckle busting 1956 location between bottom of the passenger fender well and fire well.

First Cadillac with master control four button power window switches located safely near driver’s side windshield pillar posts.

First Cadillac DeVille with most impressive attractive sculptured seats in history with center folding arm rest and chrome seat trim. Like living room comfort seating with excellent lateral and lumbar support for long distance drivers.



First Cadillac to have seats cushions and seat backs styled with tufted biscuits and deeply recessed by Cadillac Fleetwood interiors, plus concave chrome buttons (one year only) light reflective glittering diamond effect. 1957 DeVille also had smart 1” piped, AND ONLY THE FINEST, smooth leather (gone in 1958). *The smell of real quality 1957 Cadillac leather and Cadillac blue coral polish are still with me – very memorable and intoxicating.

First Cadillac with a parking brake that makes sense. You both set and release with your foot.

First Cadillac with arm rests both front and back (exceptions 1962 sedan coupe and convertible) and padding on backs of front seats.

First Cadillac with ventilation system ducted from front door pillars into rear passenger compartment distributing heat and cool air comfort evenly (no draft in the neck). Stylish lower door chrome kick plates prevent careless scuffing and unsightly abrasions.

First Cadillac with no air conditioner evaporator in the trunk; now in the dash.

First Cadillac with car battery located next to radiator eliminating the miserable knuckle busting 1956 location between bottom of the passenger fender well and fire well.

Styling and engineering notes beginning with the 1957 Cadillac:

Longest wheelbase in the industry with less overhang.

Body by Fisher means all the sheet metal work is expertly tailored to fit.

Radio antenna retracts all the way, protection from vandalism and quick wash.

1957 Cadillac trunk deck lid opened just above the top of rear bumper. No lift over height problems, and spare tire stands upright in the tire trunk well 1958 too!

Most important . . . paint. All 1957 Cadillac panels and body metal were professionally hand sanded and prepped by Cadillac craftsmen. Imperfections not tolerated. Lacquer paint on straight panels is breath taking. Every new 1957 Cadillac appeared with a glass look show quality custom finish plus surfaces were hand buffed at Clark Avenue Cadillac Detroit.

Most 1957 Cadillacs were sold before the tires were cold! As a dealer, you could not get as many as you want. Earn by your sales rate and controlled by strict retail distributors abolished by Washington in 1964. All Cadillacs sold at list price to proud happy owners. This pricing structure assures impressive resale and minimal depreciation. Cadillac distributors monitored dealers retail sales. If one was caught taking advantage of other competitive Cadillac dealers by weak and stupid discounting, the Cadillac Motor Car division determined that dealer had too many Cadillacs to sell and immediately diverted his allocation to stronger retail Cadillac dealers.

Cadillac's Clark Street building in Detroit, produced six million Standard of the World CADILLACS. On the building were the words, **Craftsmanship a Creed, Accuracy a Law.**"

The 1957 addition of famous Cadillacs are the most renown of motor cars traveling the world's highways. Its new close-to-the road look is immediately apparent. It is in every respect a masterpiece of Cadillac styling and design.

May God bless the trails you ride,

Alex Stanley Beloff III

Alex Stanley Beloff III has over 54 years of automotive experience in every sales and management capacity, as well as owner of Beloff Pontiac Cadillac GMC at age 31 . . . a top producer in fine car and high-end luxury franchises. A serious collector, Alex owned 159 cars since 1958 (see alexbeloff3.com). Alex's favorite Cadillac is the 1957 Cadillac, of which he has owned twelve = 4 Coupe DeVille, 1 Sedan, 2 Eldorado Seville, 1 Biarritz, 3 Series 62 convertibles and 1 Onassis Eldorado Brougham.



Alex and Connie in the Red Lady

NTXCLC Obituaries



Anthony "Tony" Lonnie Yates

March 31, 1943 - July 19, 2020

Anthony Yates passed away in his sleep June 19, 2020 at the age of 77. He was born and raised in Durant Oklahoma, the seventh of eight children. Growing up on a farm instilled a work ethic that he carried throughout his life as an Air Force and civilian firefighter, long haul truck driver and business owner. He was never able to sit still, there was always work to be done on the job, around the house or helping family and friends.

He graduated from Durant High School in 1961 and enlisted in the U.S. Air Force. While stationed at Fairchild AFB in Spokane, WA he met and married Ann Wetzel. After leaving the service, he worked a number of jobs and they moved around until settling in Houston, TX. In 1987, he moved the family to Denton, TX while working as a truck driver. He eventually became an owner/operator for North American Van Lines. After retiring from the long-haul life, he started Tony's Clean Sweep and spent the next several years as owner/salesman/driver/mechanic for his business.

Tony loved being around people. He liked to tell jokes, listen to music, and would talk about anything from the weather to family to classic cars- especially Cadillacs. He was generous with his time and knowledge. He was happy to teach you what he knew...not necessarily patiently, but thoroughly.

During the 1990's he found a hobby with the Cadillac LaSalle Club of North Texas. He restored a couple of classic Caddies and eventually became an officer of the club, but more importantly found a group of friends which became family to him.

As he began losing his memory, the saddest part was forgetting the network of friends he had built. He might have forgotten names and faces, but anyone who sat down with him would hear a joke, a story, or an opinion.

The family would like to thank the staff and residents of Countryside Nursing and Rehabilitation and Leonard Manor for their compassion and patience, and for sitting with him as he took his last breaths.

Tony is survived by three siblings, his three children, two grandchildren, two great-grandchildren, and countless extended family and friends.

Marvin Wade of Lancaster, Texas passed away July 21, 2020.
His wife passed a number of years ago

He owned and showed a peach colored 56 Cadillac Sedan. He also owned a limousine service and later drove the newest suburban to transport his customers He was noted for having chauffeured famous people like Willie Nelson, and many others.

First Saturday Breakfast Social

One of the important missions and features of a car club is the social interaction with other people with similar interests. In our case it begins with the Cadillac and LaSalle automobiles, and through that ownership and desire to meet other owners with the same interests, the club thrives and grows.

Our regional club here in the Dallas-Ft. Worth area has done very well and has had some great events and activities. One of our pride and joy events is the long-term participation with the Pate Swap Meet, which has grown over the years to the largest automobile-oriented meet west of the Mississippi, and may be in second or close first in the country. Other superb activities we enjoy include the Inter-regionals, the Regional, and best of all is the Grand Nationals.

A number of us from the club enjoyed a First Saturday Cars & Coffee car show, in which after we saw all the cars and schmoozed with our friends, would drive out to a restaurant for a nice quiet social breakfast. After the C&C shut down we decided to continue the breakfast gathering and it has been a great success. But, since we are required to shelter-in-place in our homes, we had to find another way to say Hi, and get together.

The way we did this month worked exceptionally well, and I hope we attract more participants. We used ZOOM, a conferencing software application that is free and easy to use. During the meeting we discussed what each of us were doing to handle cabin fever, car trips we have taken, other news, and something special from Jeff Pendleton and Mark Waterman regarding discounts for car members from local chain auto parts stores.

It is hoped that more members, spouses, and friends join us both in using ZOOM, and when can really get out to a restaurant and break bread together.



This month's ZOOMers included Alex Beloff III, host Bill and Harriett Levy, Judy and Jim Hanson, Doug and Kathleen Ashby, Marvin Block, , Mark Waterman, and Ron Fishell.

Classifieds

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

Would you like to see your Cadillac on the pages of the NTXCLC newsletter? This small, but deluxe publication gets circulation, not only in our region, but is sent to many of the CLC clubs across the nation and world. By appearing here your story can become part of Cadillac history. **I need your story and your pictures.** It could be a story about the vehicle as it is now, or it can be a restoration article, or a funny, interesting, or even a sad story. But it's about your car, and this means it is about you, too. If you feel you can't write well enough, send me the basics and I will help you write the story. I have many pages to present monthly, and I have room for you in them. So, don't feel embarrassed—email me, or call me, or see me at the NTXCLC outings and let's make history.

lifer@writeme.com

To all my Cadillac friends, family, and associates. A face mask is not a political or personal statement. It means a protection for your health and others. Always wear your mask and wear it correctly in public places. And keep your distances. Thank you.



Activities Calendar

Here are the up and coming activities that members and family and guests can plan for and participate in.

2020

Due to the current Coronavirus situation, activities are on hold. Please bear with us and be safe.

August 1st First Saturday Breakfast Social (Zoom)

August (TBA) Perhaps a tour.

September 20th Regional Meet Cavanaugh Flight Museum in Addison.

October or November Depending on nature— a driving tour to see the autumn leaves.

December 12th Either the Ronald McDonald house or a children’s organization. Our Charity Toy event.

January 3, 2021 Christmas Party.

NATIONAL:

2021 National Driving Tour TBA

2021 CLC Winter Board Meeting Feb 25-27 Concord, N.C. See <https://www.cadillaclasalleclub.org/events/EventDetails.aspx?id=1389643&group=>

2021 CLC Grand National July 13-17 Marriott Pyramid Hotel- Albuquerque, NM. See the August issue Self Starter for registration information.

2022 CLC Grand National, Chicago, IL.

2022 National Driving Tour- a tour to cover several southeast states.

Ruby

817 996-8066

PATE

September 12th with a rain date of **Sept 19th** Vendor Space Marker Tile Refurbish Party at Zone Zero, Texas Motor Speedway 10:00 a.m. Please bring a chair as we have tables and supplies.

September 26th PSM Set up day. Meet at Gate 4, Texas Motor Speedway at 9:00 a.m.

October 1st – October 3rd Hospitality Tent Workers.

October 4th PSM Tear Down. Meet at Hospitality Tent 9:00 a.m.

Please adjust your planning and join us for these important events.

The Pate Swap Meet web site is PateSwapMeet.com.

If you are currently receiving your newsletter, The Standard Of The World, by mail, and would like faster service by email, please let the editor know (lifer@writeme.com). Email newsletters are emailed on the first day of every month, where snail mail takes sometimes a few days longer. Thank you.

Sunshine Report

Sending lots of sunshine to All our Members. We know all are getting tired of being cooped up in the house. But we Thank God and Pray Each day for the continued health of all.

Martha Smith
George Smith both had knee surgery and doing well at home
Pauline Johnston
Bob Musser——mini stroke and amputation
Mary Lou Ruhling
Dave Eckburg
Terry Graham——doing very well in Pt
Malia Garrett—— recuperating from a partial mastectomy
Bill Haesslein

Hope all staying well from the virus and hunkered at home and wearing a mask

Stay well.

Let me know if anyone is needing our **prayers**.

Love,

Ruby 817 996-8066

Membership Report

Welcome New Members:

J. Gillinger Grapevine, TX
Ron Standley, Rowlett, TX

There are 16 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.

If a member obtains 5 or more new members to the NTXCLC they will receive a free Club Shirt at the annual Christmas dinner.

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

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North Texas Region

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Hatband	\$10 + \$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 for information on shipping charges.

Make checks payable to NTXCLC
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NTXCLC Board Meetings usually 3rd Saturday at 11:30 a.m. of even months

Next Board Meeting TBA

August 2020



STANDARD OF THE WORLD

Bill Levy (lifer@writeme.com)
Editor, North Texas Region CLC
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2007, 2020**

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First Class Mail

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2022 CLC Grand National, Chicago, IL.

2022 National Driving Tour- a tour to cover several south-east states.

Send any corrections, complaints, compliments, discussions, and/or additions to:
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web site: www.clcntx.com