

# STANDARD OF THE WORLD



## Cadillac LaSalle Club North Texas Region

October 2020



**Awarded Best CLC Regional Newsletter 2007, 2020**

### *Memories of my Dad's Cadillac*

Text and Photo by Greg Nieberding

My father, like most of our dads, was a car guy. He drove DeSotos through the '50's, then a new 1962 Chrysler 300. In the early 1960's, he shifted to GM marques. A 1963 Buick Wildcat and a 1965 Pontiac Bonneville, both convertibles.

Then, in April of 1966, a family friend's son won in a raffle a gorgeous brand-new Cadillac DeVille convertible but could not afford the taxes. My dad offered to trade his Bonneville plus cash for the Cadillac, and just like that the Flamenco Red beauty, with perforated white leather interior and white convertible top, was sitting in our driveway in Cincinnati, Ohio.

My dad loved that car, as would any successful young businessman. My father owned a machine tool company that served customers around the globe, including General Electric and Trane Co. Many of his customers were in the Midwest and he was on the road 3 or 4 days every week. As he justified to my mother, he practically lived in his car, so why shouldn't he enjoy a little comfort and luxury? No argument from 9-year old me!

In August of that year, it so happened our local parish, St. Bartholomew, was also raffling a new Cadillac convertible in Flamenco Red as a fundraiser during the annual church festival. Since my dad's car was identical to the one being raffled (both came from Thompson-McConnell Cadillac in Cincinnati), the church asked if they could "borrow" his car to double the number of places the car could be displayed and raffle tickets sold.

My dad thought this would be a golden opportunity for his son (me) to get more sales experience. After all, I had successfully sold greeting cards for companies who advertised in the back of comic books. Full disclosure...most of those sales came from my 2 aunts who worked at a garment manufacturer and a sign company. I pressed them into service as my selling agents.

In any case, I found my calling. I loved the Cadillac and read every word in the sales literature, so I was already a well versed in the features and options. I was a hit almost instantly. Getting permission from the store managers, my dad would pull the Cadillac up to a K-Mart (you remember those) or Kroger store on a weekend morning and I would politely stop people going in or out and hustle those raffle tickets, \$1.00 each, 6 for \$5.00. Boy, would the church ladies eat this up! I got to know very quickly, who wore the pants in the family when the Mrs. would make her husband get out his wallet! The car practically sold the tickets for me, over \$1,500 worth of raffle tickets over just one weekend. Remember, this was 1966. My dad could not have been more pleased!



Dad went on to own 3 more DeVille convertibles, a 1968 in Regal Silver, a 1969 in Shalimar Gold and a 1970 in Spartacus Blue. And, although I begged him to, he never did buy a 1967 Eldorado. But, I was able to purchase my dream Eldorado back in 2007. I can feel my dad with me when I am behind the wheel!

web site: [www.clcntx.com](http://www.clcntx.com)



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Site Merit Award  
2013, 2014, 2015  
2016, 2017, 2018**



**Winner Old Cars Weekly  
Golden Quill  
Award  
2012, 2013, 2014, 2015,  
2016, 2017, 2018, 2019**

# Cadillac Ambassador

Story and photography by Alex Beloff III

So . . . You are a Cadillac LaSalle and Fine Ride Ambassador!

I see no reason to disagree with our very accomplished Cadillac LaSalle Club President Glenn L. Brown when he said, (excerpts from President's Message October 2019). *Each of us is an ambassador for this club and hobby . . . Exhibitors are seemingly detached from the admiring crowd . . . We need to make an effort to share that kind of enthusiasm with our friends, fellow enthusiasts, even though those who don't have Cadillacs or LaSalles, otherwise the hobby will continue to shrink and the CLC could founder.*"



Well said President Glenn. That is why my wife Connie and I have personally founded and sponsored six new CLC ambassador members. They are very outstanding individuals and selected for their community influence and passion for vehicles. 1-Greg Paul, 2-Mark Waterman, 3-Steve Janicek, 4-Duff O'Dell, 5-Bill Buffington, 6-A. J. Gillinger. I hope you have a friend worth a \$40 CLC membership. What a legacy.



Get in your Cadillac and cruise regardless of the vehicle's condition or appearance. I enjoy cruising Main Street in Grapevine, Texas, almost every day styling in my 1991 Cadillac Fleetwood Brougham - RWD academy grey, red leather 5.7 liter LT1 Corvette motor and sporting Vogue Tyres. The moment that someone stops for a closer examination of my Cadillac, I immediately describe what year it is, color, make features, open the hood, the doors, the trunk and let them know that not only was it assembled in Arlington, Texas, by Texans but it is 19' 6" long and will easily fit in our 20' garage. It also has six sets of seatbelts and you don't have to have a ladder to get into it. I point out that the carpets are one piece at great expense and something you don't see anymore is all power seat, window lock and recliner buttons are beautifully designed into the top of the armrests instead of the side of the seats. In many cases, a small crowd gathers and are hanging on every word. They quickly point out how gorgeous the car is and how well I take care of it. Sometimes I am thinking privately, They don't see that it is in need of a bath like I do. In parting most

all of them will say, their family or friends grew up with a Cadillac like that and wished they still had it. This body style was produced in 1980 until 1992. The little kids love the chrome bumpers! Most important, I installed a kill switch under the dash that completely disengages the entire electrical system. If you park most modern vehicles for any length of time, the on-board computers will drain the battery. Disconnecting the battery is no fun. It is difficult and dangerous. What a joy to go out in the garage every time and hit the kill switch and the car starts every time.

Someone at Generous Motors Cadillac Motor Car Division created a program to strip the Cadillac wreath and crest of world wide symbols depicting leadership and innovation to attract younger buyers. Good news – a revelation – Cadillac is bringing back the ducks in the symbol. The ducks are merlettes. Heraldic adaptations of the martin, depicted without legs or beaks symbolizing virtue and merit.



In keeping with present day attitudes October 2020 . . . I choose to honor and salute law enforcement featuring my high school friend and family, retired Rossford Police Officer Michael J. (Mickey) Reiter. He is appropriately standing next to me and the new 2009 Cadillac SUV. The SUV was introduced to the public that week and Massey Cadillac in Plymouth, Michigan, loaned it to us to drive while there for the Woodward Avenue cruise in August. This new model Cadillac was a huge sensation and the ultimate in driving experience. Mickey, Alex and our Cadillac LaSalle President Bill Levy are all three decorated in-country Vietnam veterans. Mickey Reiter, Grapevine Police Chief Mike Hamlin and police everywhere, we salute you!

Hey, how about this gorgeous new hot red CTS 2010 Cadillac with dual exhausts. The good looking babe is my own ambassador, Connie, at her Mason City Iowa high school reunion in June of 2010.



WINTER — Winter will arrive soon. How about this Colorado winter scene? Wrong – that is Grapevine, Texas! 1408 Thistlewood Lane, home of Connie and Alex Beloff – 11 November 2010. Look closely at the open garage door and my 1957 (Red Lady) top down Cadillac convertible is barely visible. Let's get ready for winter driving.

**GARAGE**—Do you have a garage? Use it! Put the \$200,000 worth of vehicles sitting in your driveway and park them in the garage. Of course, you will have to remove \$3,000 of junk and push it or drag it to the curb. If you are fortunate to live in Grapevine, Texas, the city will haul it away for free. Thank you Bruno. In 2007 this garage was dark as a dungeon. With paint and floor treatment (follow instructions), it can look great and tools too. Women spend \$27 - \$75 to get their hair done. How nice to enter your vehicle from the garage in the rain, wind and snow. Don't forget a \$20 fire extinguisher (kitchen, garage and each vehicle). Try to show and judge your Cadillac at a national meet without a fire extinguisher. Must be displayed properly in front of the left front tire.



Cadillac is a global ambassador vehicle. This is a 1959 Cadillac Sedan in front of our 1<sup>st</sup> Mobile Communications Group (1<sup>st</sup> MOB) barracks and headquarters for rapid deployment to Southeast Asia, Vietnam and Laos. Seen here at Clark AFB in 1962, note the Manila plates. Folks, look closely at the perfectly straight moldings, panels, original glass black lacquer paint, and spectacular chrome work with no visible bumper bolts on this four year old example of Clark Avenue Gold impressionistic art.



**FIRST CADILLAC**— Many have asked me what was my first Cadillac. It was a 1956 Cadillac Eldorado Seville Coupe complete with factory air, 2 fours, and saber wheels. Reassigned to Eglin AFB from Vietnam, I bought this rare 305 horse H stock ambassador from renown Cadillac man Joe Dugan Motors, Toledo, Ohio for \$880.00. Note: cold day in Rossford, Ohio, with hot pipes upper left. Photo taken on Highway 98 on Okaloosa Island Fort Walton Beach, Florida (no amusement parks in the background). On frame restoration was performed by Mitchell Olds Cadillac, Pensacola, Florida. The interior leather inserts replaced with light pearl metallic. It was last year for the chrome steering column. A pristine original bat wing 2 fours air breather today has brought \$2,400 on up. Note 1963 Ohio plates.

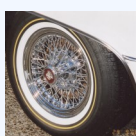


Fun with high mileage, very affordable Cadillac ambassadors. Example: My 1983 Cadillac Fleetwood Brougham purchased in Columbia, South Carolina. I then drove it to California. It had 153,000 miles on the original drive train. Note: Vogue 7 plates, Vogue Tyres and it had first ever Roadster wire wheels.



**PLATES** – Connie's new Infiniti Q70L with 20" chrome wheels has plates that read "MY IZZI". My 1991 Fleetwood (a CLC NTX winner) plates read "BELOFF" Vietnam Veteran.

My 1970 Cadillac convertible (also 1<sup>st</sup> place CLC NTX winner) in San Mateo Red, white leather, red carpets and dash (exclusive only to Cadillac) had 100,000 miles on it. I sanded and buffed all body scratches, serviced, detailed and chromed the 472 cu in 375 horse air premium fuel engine. It was last RWD Cadillac factory convertible.



My 1991 CLC NTX 1<sup>st</sup> place winner was a 1991 RWD Cadillac Fleetwood triple white assembled in Arlington, Texas, sold new at DeVoe Cadillac, Naples, Florida, had 91,000 miles and driven daily. Important – note original Cadillac wire wheels were very nasty but with patience and new Vogue Tyres made this spectacular ambassador. Photo taken at my new six car garage home in Eades, Tennessee, in 2006.



The Cadillac fountain of youth and winter reliability will be some of the features for next month. Mean time, check all the fluid levels, wiper blades and have fun, fun, fun. Motoring joy to all ambassadors.

May God bless the trails you ride. *Alex*

# PATE SWAP MEET NOTES

## PATE SWAP MEET DATES: 2021

**April 10th** with a rain date of **April 17th** Vendor Space Marker Tile Refurbish Party at Zone Zero, Texas Motor Speedway 10:00 a.m.

**April 24th** NTXCLC PSM Set up day. Meet at Gate 4, Texas Motor Speedway at 9:00 a.m.

**April 29th—May 1st** Hospitality Tent Workers.

**May 2nd** 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*.



## Memories of Pate Past





# ELECTION OF OFFICERS

It's that time of year again that we have elections for our six office positions. Since we are not going to have a Regional meet this year due to the Coronavirus, we will have to do everything either electronically or by snail mail.

Here are the candidates for your consideration. Each NTXCLC member in good standing (National CLC and Local Region) has one vote for each position, and can substitute a write-in if desired. See page 5 of the September 2020 issue of the Standard of the World newsletter for descriptions of the positions.

Send voting selections by email to [doveryby@hotmail.com](mailto:doveryby@hotmail.com). Please submit by **October 20th**.

Additional positions are non-voting and are appointed by the Board. If you might be interested in these positions, please include this with your ballot. 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.**

## OFFICIAL NTXCLC ANNUAL BALLOT

**PRESIDENT:** Vote For One.  
 Bill Levy

**VICE PRESIDENT:** Vote For One  
 Bill Ische

**SECRETARY:** Vote For One  
 Terry Graham


**MEMBERSHIP CHAIRMAN:** Vote For One  
 Bill Haesslein


**TREASURER:** Vote For One  
 Jim Hanson

**ACTIVITIES DIRECTOR:** Vote For One  
 Rubye Mae Hubbard Musser

Send voting selections by email to [doveryby@hotmail.com](mailto:doveryby@hotmail.com).

**Deadline for receipt October 20, 2020.**





## NTXCLC Sunday Drive

During this event called the Pandemic that has us all sheltered in place, making us stir crazy, and infected with cabin fever, it becomes very enjoyable to do some simple things, such as a car ride.

NTXCLC member Doug Ashby plotted out and planned a car ride through the back roads of northeast Texas with a defined destination of Bonham, Texas, a small city located in Fannin County, with a population of about 10,300. Historically James Bonham sought the aid of James Fannin at the Battle of the Alamo (San Antonio, Texas). Bonham is also the home of Sam Rayburn, former Speaker of the House of Representatives, and Fort English, which dates back to the first Fannin County settlement in 1837.

Doug invited other members of the North Texas Region Cadillac & LaSalle Club to join him and wife Kathleen for this tour, but due to short notice, it was only the members show below that attended.

Our journey began in McKinney, and passed through some small, interesting towns and communities such as Melissa (pop @5,000), Anna (pop 14,243), Van Alstyne (pop), Tom Bean (pop 1,045), and Whitewrite (pop 1,604), along with passing many beautiful farms and ranches on the way.

In Bonham we shared a lunch break while social distancing. Then we packed up and headed out on a different route to Farmersville. We passed through Gober, Wolf City, and Celeste (pop 814), and more beautiful farms and ranches. In Farmersville we had a refreshment, some refuel, and departed for our homes.



Lunch Break in Bonham at the Bonham High School parking lot: Doug Ashby, Judy Hanson, Kathleen Ashby, Bill Levy, Harriett Levy, Steve Overby, and Debbie Overby.

## 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.

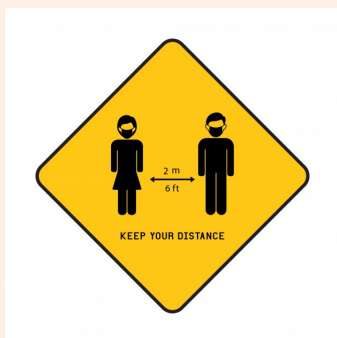
A number of us from the club enjoyed a First Saturday Cars & Coffee car show, in which after we saw all the cars and schmoozed with our friends, would drive out to a restaurant for a nice quiet social breakfast. After the C&C shut down we decided to continue the breakfast gathering and it has been a 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. 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 Mark Waterman, host Bill and Harriett Levy, Richard Cross, Bill Haesslein, Jim and Judy Hanson, Marvin Block, Alex Beloff III, Jeffrey Pendleton, Jim Hanson, and Ron Fishell.

**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.**



# Classifieds



**FOR SALE: 2007 Chrysler PT Street Cruiser** rare Pacific Coast Highway Limited Edition 14,600 miles, flaw free 100 pct Texas car. Ocean blue paint, two tone interior gray w/ Ocean Blue Alias seat inserts, sun roof, auto trans, 17" platinum clad 15 spoke wheels, 4 whl disc brakes, sport suspension, Pacific Coast Highway badges side / back, power windows and driver seat, only made in 2007. Asking \$8,500. second owner. **Ron Fishell 972-902-5753 OCT**

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



Cadillacs celebrating Patriots Day in White, Red, and Blue. Starting at the right, Steve Overby's 1956 Cadillac Eldorado, Marvin Block's 1990 1/2 Cadillac Allante, Doug Ashby's 2004 Cadillac XLR, Bill Levy's 2001 Cadillac Eldorado ETC, and Ron Fishell's 1992 Cadillac Allante.



## 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.

**October 3rd** First Saturday Breakfast Social (Zoom)

**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. 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

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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](mailto: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

I am pleased I hope to say that I know of no one among NTX members that is suffering with the dreaded disease Coronavirus.

We need maybe to do more FaceTime or ZOOM calls which I will try for next time

- Dave Eckberg
- Reagan & Betty Hammett
- Mary Lou Ruhling
- Pauline Johnston
- Bob Musser
- Martha and George Smith
- Bill Haesslein
- Terry Graham rehab
- Duff O'Dell -double by-pass surgery

I have not heard from the families of recent losses so if anyone knows any news please send to Rubye

I do hope all are staying home and safe from Covid. Wear your mask and Stay Well.

we will be together soon we hope.

I pray for each of you!!!!

Love,

*Rubye* 817 996-8066

# Membership Report

## Welcome New Members:

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.

**For one full year,**  
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**\$75.00 – 1/8 page, \$125.00 – Quarter page,**  
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If you have a special request contact us for rates. Contact Bill Levy (lifer@writeme.com) for an application or special request.

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

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<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.

Make checks payable to NTXCLC  
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Send your orders to:  
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3148 Waterside Dr. • Arlington, TX 76012

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

**Next Board Meeting TBA**

October 2020



**STANDARD OF THE WORLD**

**Bill Levy (lifer@writeme.com)**  
**Editor, North Texas Region CLC**  
**16734 Lauder Lane**  
**Dallas, TX 75248**

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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 southeast states.

Send any corrections, complaints, compliments, discussions, and/or additions to:  
Bill (Lifer) Levy lifer@writeme.com 214 563-1033

**web site: [www.clcntx.com](http://www.clcntx.com)**