



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region

web site: www.clcntx.com

February 2013

Awarded Best CLC Regional Newsletter 2007-2008

Feature LaSalle—1939 –5027 2-Dr Coupe

Text & pictures by Lifer



Owner Dave Eckberg

Introduced as a smaller car in October, 1938, the 1939 LaSalle Model 50 had a 322 cubic inch flat head V-8 engine producing 125 horsepower on a new, shorter 120-inch wheelbase. The engine, new in 1937, was designed with high torque at low rpms so that the car could accelerate without a stutter from five miles per hour or so, making gear-shifting through its column-mounted shifter (what a neat, roomy idea) a reasonably infrequent occurrence. While it was superb for around-town driving, the LaSalle had a top speed of close to 100 miles per hour. The LaSalle advertising for this period proclaimed that the “LaSalle was powered by a Cadillac V-8 engine.” If fact, the bore was different (3 3/8” vs 3 1/2” and 322 cu in vs 346 cu in), but most of the rest was the same.

The LaSalle was promoted at a starting price of \$1,240 and delivered from Detroit. A car like Dave’s car was delivered from the Cadillac Motor Division to a dealer in NY at a cost of \$861.40, plus whitewalls \$15.00, anti-freeze \$1.50, handling and service \$34.00, co-operative advertising \$17.00, and transportation \$36.47 for a total of \$968.87. A similar car was retailed for 1,323 with the opera seats and \$31.50 heater, \$69.50 radio, and standard clock. Other options were available, including side mounts (rare) and no running boards (no extra cost). In 2013 dollars this car was worth \$21,601 new.

LaSalle turned out 23,028 cars that year. Of those 3,531 were “2 passenger coupes,” 15% of total production and the 2nd best seller. Only the 5 Pass. 4 Door Touring Sedan model 50-5019 sold more at 15,683 units.

The two door coupe was called a “coupe” or “2 pass. coupe” (although three passengers could sit in the front seat because the new gearshift was on the column) and not a “business coupe” as was the same body on a Chevrolet, Pontiac, or Buick. Both Cadillac and LaSalle called their car a coupe, and sometimes referred as an “opera coupe.” Behind the front seats was a roomy area for luggage or salesman’s sample cases, and some were fitted with side-facing jump seats. The trunk area (“a large capacity are under the rear deck”) was also large for storage.

web site: www.clcntx.com

Feature LaSalle—1939 -5207 2-Dr Coupe

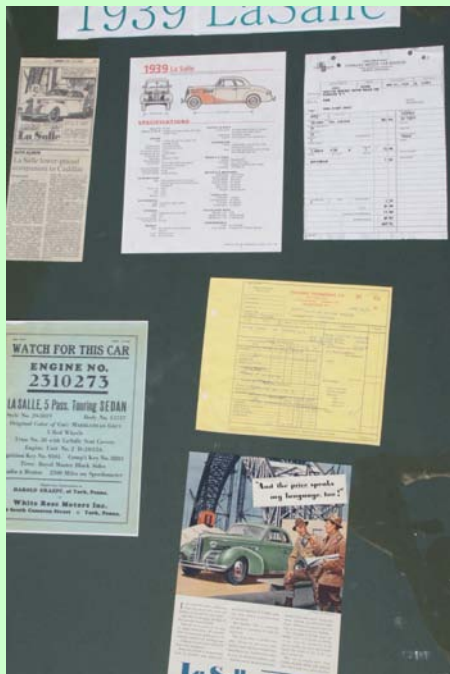
Text & pictures by Lifer



The interiors were considered roomy for its class and promoted as very comfortable. Three passengers could sit in the front seat as the shift lever was now on the column.



The V-8 engine, used since 1937, was very strong at low RPMs and used 3.92 gear ratio in the rear axle.



Dave has collected some material that adds real interest to the car. He even has the owner's manual.



Lots of room for luggage and clutter. The factory even included an assortment of hand tools. There is a lock on the lid and a light in the interior.



The rear area behind the front seat is fitted out very handsomely. The seat belts on the jump seats are extras.



North Texas Region Cadillac LaSalle Club 2013 Annual Christmas Party



Photos by Lifer

This year's Christmas Party, January 13, 2013, was held at the Hilton Doubletree hotel in Irving, Texas. The photos are an example of the membership's enjoyment of associating with the Standard Of The World, and with their pleasure of getting together with each other. all, to be very warm and cheerful.



Malia & Patrick Garrett



1961 Coupe DeVille, Bill & Marc Byers



Debbie & Steve Overby Beverly Terranova



Susan & Tim Mateus



1962 Custom Cadillac Convertible, Bill & Marc Byers



Lance & Trina McGlung



1937 Laalle Coupe, Dave Eckberg



Mary & Al Gitelman and Caron Grant



Richard Cross, Karen Phillips, Ron Fishell, Jim Hanson



Carol & Chris Cohen Dara & Jim Warren



Eldon & Peggy Byers



Greg & Barbara Suffas, Virginia Andrews



Margaret & Bill Byers, Marc Byers



Marianne & Neil Jefferson, Tony Yates Bill Ische and daughter Sandy



Judy Hanson



Mark Kenning present Nola Kenning Award to Julia Haesslein



North Texas Region Cadillac LaSalle Club 2013 Annual Christmas Party



Bob Musser, Pauline & Norm Ofstad



Justin Burgess, Johanna Gullett, Mark McCay



Daniel Harrison, Jim White, Herb & Joan Losey



Marie Zaczkowski, Jim Becker



Ned & Karen Hannah, Dr. Paula & Robert Allen, Wallace Wade



Socorro Wade, Lora Jane & Arlyn Campbell, Dave & Kathy Eckberg



Bill and Julia Haesslein



Gerry Terranova



Trina & David McGlun, James Garrett



Randoll & Joyce Reagan, Sonny & Terry Graham



Wallace Wade presented an Award of Service to Sonny Graham

Cruisin and Ramblin Caddies

HAPPY NEW YEAR TO ONE and ALL!!!

WE wish to express our sincere and overwhelming thanks to the seventy-four attending and making our Christmas party a huge success. The video, singing and music made everyone all dressed up wanting to parade around the beautiful cars on display. David Eckberg brought in a gorgeous canary yellow '39 LaSalle he just purchased. Bill Byers showed off his black beauty '61 custom Cadillac and Marc Byers brought in a perfect paint and lined to the T. Ron Fishell and Neil Jefferson parked their fine Allantes as door sentries outside. Many thanks to you all for sharing your cars with us. We also had a guest from San Antonio at our Christmas party. He won the long distance award. Thanks for coming, Greg and Barbara Surfas. We appreciate you sharing with us.

We would like to thank those that donated gifts for the Christmas party, those being Mark Kenning in honor of Nola Kenning, Wade Wallace from Wallace W. Wade Specialty Tires, Neil Jefferson and wife Marianne, members of NTXCLC, and for all the help from the Board members.

We also appreciate the tenor singer Patrick Garrett and the audio visual technician Robert Williams for the music and coordination of the video collated by Bill Haesslein. Bill and wife Julia did the packets for the party. Thank you all.

I must apologize for the cold and tuff meats that were served. We had such good meals last year. However, please **note** that I have spoken to the hotel managers regarding our dissatisfaction of this meal. I do want you to know that we did receive a refund of our deposit. Also they will not go up on the prices for next year and will rework the contract, plus they promise to have good hot food for us.

Now we must look forward to a productive, fruitful, and enjoyable 2013. We want each of you to participate in all function when possible. However, we need your input as to what you desire to accomplish these goals.

Some ideas we would like to suggest are:

1. Have couples or several members to co-host or assist with each meeting. So sign up or let us know your choice and idea for a month.
2. PATE--- We hope to be able to help Tony Yates from the clubs aspect, since he is responsible as the Coordinator of entire Pate Swap meet. Jim Warren and Neil Jefferson hope to help by having Zone leaders and then those that volunteers that signed up will be assigned to a particular zone leader to work in pairs in just one zone and not hop to another zone to help and confuse that zone leader... maybe this will alleviate some mistakes.
3. Establish a Phone Committee---Volunteers needed
4. Select an officer and help them or let them mentor you.
5. Sign up to be on a committee.

We need for you to renew your dues if you haven't done so, asap.

6. Sign up new members

WE look forward to a great year, so come and join and participate.

Drive and show off those Caddies, and come out and meet some new ones too!

Rubye

President's Activities

We NTXCLC members are a club with high standards and uphold high morals so we hope to continue these goals in 2013. Any suggestions for all activities will be accepted.

Now some of these new goals and ideas we hope will encourage more member -club participation.

We would like more couples or several to volunteer and sign up to sponsor or help with a monthly meeting and welcoming all to that meeting.

PATE - Tony Yates, along with Neil Jefferson, will form a committee, and Jim Warren & Jim Hanson have ideas to ease the job of director.

Now for your calendar for 2013:

I had a GM plant tour but cancelled due to new construction and adding a shift, so we will do this later.

Feb 9 @3:15 pm General Meeting for all. Bring a dish -chili,beans, cornbread or what you desire, at St Mary Virgin Church, Arlington, 1408 N. Davis--817 460 227

March 30: Fly In --Drive In @ Valley View--Bob Jones Place. Bring a dish ---- club will provide brisket.

April Pate: Setup 20th, Tear down 28th

May 11: Denton Elvis On The Square-they will provide food.

I want to recommend attendance at interregional this year sponsored by gulf coast, March 8,9 in Columbus See the painted churches, four drives, and see several car collections on back roads.

Rubye

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,

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

MEMBERSHIP REPORT: Bill Haesslein

Welcome New Members:

Johanna Gullett. Dallas, TX

Dr. Jose J. Caballero, Irving, TX

Tony Yates is challenging all members to each bring in one new member. Remember that membership means income from the Pate swap Meet, so lets recruit!

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 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 remember those who are having some difficulties:

Bill Tucker Home from hospital 1-26
 Buddie Walton send a card or call
 Charles Gambolus Minnie & Rudy Bedrick
 George Nilan Dolores Lackey
 Tom Domkowski Jo Thompson Bill Byers

Congratulations to Saadallah El- Jundi on birth of new daughter born on the day of our Christmas holiday party. Saadallah is Sewell Cadillac dealership owner.

Keep us informed about your health and BIRTHDAYS please.

Rubye

President: Rubye Musser

(817) 996-8066 rubyemusser@yahoo.com

Vice President: Jim Warren

fordcoupeman@hotmail.com

Secretary: Terry Graham

terry@abaxial.net

Treasurer: Neil Jefferson

neiljefferson@att.net

Webmaster: Minnie Bedrick

rudminbed@centurylink.net

Membership: Bill Haesslein

billhsln@airmail.net

Activities and Sunshine: Rubye Musser

rubyemusser@yahoo.com

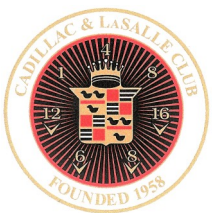
Newsletter & Distribution: Bill Levy

(214) 563-1033 lifer@writeme.com

Pate Director: Tony Yates (940) 368-8678**Pate Director Assistant: Neil Jefferson****Historians: Randoll and Joyce Reagan, John Foust****Directors: Minnie Bedrick, Al Haltiwanger, Ron Fishell, Jim Hanson****CLASSIFIED ADS****CARS FOR SALE**

+++++

1947 Cadillac 7523 seven pass limo, originally owned by Sarah Jane Campbell, the heiress of founders of The Texas Company, later "Texaco." Fourth owner & have complete history. 68,000 orig miles on orig engine & transmission. Glossy new paint, beautifully redone interior, refin orig wood interior trim, 5 new tires, new chrome, redone brakes, fuel pump, hydro-electric window lifts, and much more. All orig except aux electric fuel pump. Solid car, no rust, never wrecked. Have well over \$42K in this car. Dave Eckberg 940-262-3012 dreck@prodigy.net for pictures. (Feb)

**CADILLAC & LASALLE CLUB, GULF COAST REGION**

What: 16th annual Inter-Regional Meet

When: March 8-9, 2013

Where: Columbus, Texas

The Gulf Coast Region would like to invite all Cadillac LaSalle Club members everywhere to make plans and join us at the 2013 Inter-regional Meet to be held in Columbus, Texas. Friends, Guests and other Non-Members encouraged to register and attend.

Host City: Columbus, Texas — **Located** - 80 miles west of Houston, TX on 1-10 - 120 miles east of San Antonio TX on 1-10

Host Hotel: Columbus Inn, 2208 Hwy 71 South Columbus, TX 78934 1-10 Exit 696 Phone (979) 732-5723

Room Rates: Ask for Cadillac Club Special Rate \$50.00 plus tax Single or Double occupancy

Overflow Hotel: La Quinta Inn Suites 2427 Hwy 71 South Columbus, TX 78934 Phone (800) 573-3757

La Quinta Room Rates: Regular Rate plus tax .

Questions: Duane Medley Tour Chairman—713-725-2707

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1939 LaSalle 2 Passenger business coupe. One of only 3500 made. Gorgeous paint, perfect interior, great chrome, good tires & more. Gauges work xcpt clock. Reliable, always starts easily. Fun to drive. All original xcpt auxiliary electric fuel pump, after-market running lights, and aircraft-grade seat belts. \$60,000 in restorations, repairs, upgrades and improvements. Mid-\$30,000 range OBO. Dave Eckberg 940-262-3012 dreck@prodigy.net (Jan)

1958 Brougham. Outstanding example of an unmolested classic. Still on air ride, orig. tri-power, beautiful s/s top, no rust. One of four delivered in Maharani Maroon. CA black plates, titled and registered in my name. \$125K. (817)917-5555 (Feb)

Classified Ads - for 3 months Members: free, and Non-members -\$35 for three lines for three months. No credit for early cancellation.

Goddess Shirt for Cadillac & LaSalle ladies. A beautiful heavy weight cotton available in 4 different colors for \$25.00 +7.95 S&H. Available in adult sizes S,M,L,XL Make check payable to NTXCLC. Send your orders to:

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CADILLAC & LASALLE CLUB, GULF COAST REGION

16th Texas Annual Inter-Regional Meet

Columbus, Texas -----March 8 & 9—2013

REGISTRATION

Name (Print) for name Tag _____

Spouse or Guest _____

Address _____ City _____ State _____ Zip _____

Contact Phone _____ (whichever you will answer)

Registration Fee (ea) under 12 free. @ \$45 ea How many _____ \$ _____.

Late Registration After 3-1-13 @ \$55 ea How many _____ \$ _____.

Full Refunds IF canceled BEFORE 3-1-13.

Friday - Castle Tour - INCLUDES Lunch @ \$15 ea. How many _____ \$ _____.

Saturday Barbecue Lunch @ \$10 ea How many _____ \$ _____.

Sat-Painted Church's Tour w/ Guide @ \$9 ea How many _____ \$ _____.

Sat-Buffer Banquet@ 6pm @ \$15 ea How many _____ \$ _____.

TOTAL ENCLOSED \$ _____.

ALSO: Registration fee includes: Our Hospitality room, Hospitality Food & Beverages, Door Prizes,

Admittance to several Auto Collections, 4 scenic drives.

Host Hotel Columbus Inn-2208 Hwy 71 south, Columbus, Tx—78934—Ph. 979-732-5723.

Cad Club (SPECIAL PRICE) \$50 per night. (YOU MUST CALL & MAKE YOUR OWN RESERVATIONS)

Send this form and check to: _____ Jim Woody, 646 E. Cypresswood Dr, Spring, TX 77373

Checks Payable to: Cadillac & LaSalle Club, GCR

Questions: Duane Medley, Tour Chairman. **713-725-2707**

CADILLAC & LASALLE CLUB, GULF COAST REGION

16th Texas Annual Inter-Regional Meet, Columbus, Texas, March 8 & 9, 2013

Activity Schedule - Friday March 8, 2013

*Country Drive to Bellville, TX –**Leave Hotel about 9am**

-Drive through Columbus, Tx (Colorado County Seat) See huge oak trees, Historic downtown (Court House, water tower, Stafford Opera House) etc.

-Drive by St Roche Catholic Church

-Drive to Newman's Bakery

-Drive through Bellville, Tx (Austin County Seat) See Court House, Historic Downtown and continue to Newman's castle

-Visit Newman's Castle with lunch provided

* Drive to Sealy, TX

-Drive back through Bellville, Tx and on to Sealy, Tx

-Visit Kathryn and Jeff Virnau car collection at Sealy Tractor Company (50 cars, 20 tractors and antiques) *Country

Drive – Returning to Columbus Inn –**about 3pm**

* Free Time –**Hospitality Suite open.**

Activity Schedule - Saturday March 9, 2013

*Country drive to Betty and John Burkland's home –**Leave hotel about 9am**

- Drive through Fayetteville, TX - Circle the city square, See the Precinct Courthouse and historic downtown

- Drive on to the Burkland's and view their car collection (50 cars 40 tractors)

- Drive to Pam and Lance Harrington's automobile restoration and sales with a **Bar-Q lunch provided** (Lance has a 2000 foot runway if you desire to fly-in)

*Country drive through LaGrange Tx to Ammonsville Tx

-Visit Ammonsville Painted Church (St .John the Baptist Catholic Church)

*Country drive to Dubina Tx

-Visit Dubina Painted Church (St Cyril and Methodius Catholic Church)

*Country drive returning to Columbus Inn –**about 4pm**

-Drive on Piano Rd over Piano Bridge

*Free **Time –Hospitality Suite open**

*Saturday Night Banquet (Buffet 3 meats, vegetables and drinks) –**Across the street from Hotel: Starts @ 6pm**



**Awarded Best CLC
Regional Newsletter**

First Class Mail

STANDARD OF THE WORLD

Bill Levy (lifer@writeme.com)

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DRIVE, SHOW, CHROME, BUMPERS, TAILS



NTXCLC

***February 9th** –3:15 pm General Meeting. Bring a dish - chili,beans, cornbread or what you desire, at St Mary Virgin Church, Arlington, 1408 N. Davis---817 460 227

March 8th & 9th Inter-regional Meet, Columbus, Texas. Reservations: Columbus Inn Hotel See Page 10 and 11.

2208 Hiwy 71 S. 979-732-5723
State that for CADILLAC CLUB
@ \$50.

***March 30th** Valley View Tx, CADILLAC & AIRPLANES
A drive will be planned to go as group. Bring dish and your chairs.

- *April 20** SET UP --- 9 AM -Pate Swap Meet
- *April 24th**—27th Pate Swap Meet—Working the meet
- *April 28** TEAR DOWN @12 Pate Swap Meet

***May 11th** - There will be "Elvis on the Square" in Denton, Texas. They want as many Cadillacs as we can bring.

And lots more to do in 2013. Bring a new member to enjoy our club.

February 2, March 2, 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: