



# STANDARD OF THE WORLD

## Cadillac LaSalle Club North Texas Region

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

May 2017

**Awarded Best CLC Regional Newsletter 2007-2008**

### PATE Swap Meet Month

Photo and text by Lifer



Its that time of year again when the sixteen car clubs that comprise the Pate Swap Meet Association gather in late April to put on the largest swap meet in the Midwestern United States, and possibly the second largest in the country. This is the 47th year of this annual event, and the North Texas Region of the Cadillac & LaSalle Club is a major player. This four-day event, which took many months of hard work by members of the member car clubs, has everything in the way of automobiles, motorcycles, and most anything transportation related, including parts of all kinds, accessories, automobilia, street rods, hot rods, antiques, classics, and loads of hard-to-find vintage items.

The NTX mission is very important, as we are responsible to lay on the ground in eight zones, a special marker for each vendor space so the vendors who paid for their space can locate it. This year we are trying a new tile marker that has a vinyl sticker overlaid on a rubber marker tile. There are approximately 9,300 tiles, each hand-prepared by members of three car clubs, and hand-laid in the proper position on the Texas Motor Speedway west parking lot on the Saturday before the week of the swap meet. On the last Sunday of the swap meet all tiles are recovered, sorted, missing tiles noted, and then stored for the next year's swap meet.



We are also responsible to mark the streets with 133 street signs so vendors and patrons can find their way around this massive site. Before they are set out, PVC poles have to be corrected from the previous year and made ready. Each 6-foot sign has two streets marked, and is screwed into in a concrete base that weighs about 50 pounds. These signs are set up by a NTX crew that has plenty of muscle. On the last day of the swap meet the signs have to be taken down and stored for another year.

Why do we do it? Because we are part of a large active organization that has the same interests we do. It's hard work, and it's fun. The fun part comes on the swap meet days when we see old friends and greet new ones who come by our yellow and white hospitality tent on the corner of Andretti and Third Street, when we sign up new members, and when we show off some of our Cadillacs on display in front of our tent.

These pages will have some pictures of our work and thank you for those who helped and participated. If you didn't make it this year, try to schedule some time for next year, as we would love to have you aboard.



**Winner CLC Web  
Site Merit Award  
2013, 2014, 2015**

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



# President's Message

We, the Board of Directors, wish to thank one and all for showing up Saturday, April 1, to set the new tile markers that we worked on. David Anderton and Bill Levy are anxious to hear your comments after the Saturday, April 22, Setup, and Tear Down April 30th.

And thanks for participating at the PATE Swap Meet work days, having fun, shopping, visiting and meeting some possible new member prospects, and appearing at the different booths.

Remember this is our money maker project for operating the club for the coming year along with your newsletters each month.

May and the next few months should be very interesting for NTXCLC before August rolls around.

We had our first ever, the Concours d'Elegance of TEXAS at Rangers Ball Park. This, the first for our area, and local clubs, so hope you showed your support -- The Make a Wish Charity event.

Get out of your easy chair, wash, shine and drive that Cadillac to the coming monthly meetings. Remember you earn points and maybe win a prize drawing each month.

What do y'all think about a drive to the west of the Metroplex and stop off in Strawn Texas for a huge chicken fried steak?? Call let me know your thoughts May or June would be a perfect month for such drive. 817 996 8066.

Also, we would like to see some of you new members or anyone writing a story about your pride and joy. Plus who designed your car or some tit bits about your Cadillac.

If your need help writing call us or send to Bill Levy and he can flower it up for you. Share your car and stories, memories with fellow members.

Even down to maybe using a grease gun and finding all the zerk fittings to grease or something special or unique about your Cadillac.

Hope to see you on the road soon.

*Ruby*

817 996-8066

**See page 12 —May 13th Woods, Waves and Wheels** Lets drive in as caravan: MEET at 11:30 a.m. on Boat Club Road.

Exit 820 and Azle Avenue and park in parking lot on right at Health First Medical Clinic. Then we will drive 3-4 miles on Boat Club Rd to register, and proceed to area that will be reserved for us.

**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.**





# TULSA 2017



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## **ACTIVITIES DIRECTOR'S CALEN-**

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

**May 13th, 2017-12 to 5 p.m. Eagle Mountain Lake WOOD, WAVES WHEELS (See Pages 2 and 12)**

Free food and drink available on site. There a few prizes

Lets go represent & Show the CADILLAC CARS

Great site - grass, shade and water.

Great area to show and look and enjoy boats cars and Motorcycles

**June 10, 2017 TBA**

Possibly ARBARITIUM Dallas tour gardens and house on premises

or find a restoration or car place such as Red Oak restoration.

**July 4th Arlington Parade, need 8 cars**

**August 12** Peach tour to Hams Orchard, Terrell, highway 80 east of Dallas

**TBA - DRIVE** to Strawn, Tx for Chicken Fried Steak and a stop back in Weathford for an Ice Cream Cone

**September TBA** Tour and Park and Show, Classical Gas, Arlington, Texas

Or Possibly the State FAIR PARK. Date to be announced

**December 9, 2017 Toys for Tots, Frank Kent Cadillac, Ft. Worth, TX**

Open Your Trunks

### **Planning:**

**June 25-July 1, 2017** CLC National Driving Tour, Illinois Route 66—Chicago to St. Louis.

**July 31-Aug 5, 2017** CLC Grand National, McLean, VA.

**August 23 -27, 2017** Grand European—Copenhagen, Denmark.

**September 23 and 24, 2017** Cadillac Fall Festival at the Cadillac & LaSalle Museum at the Gilmore Car Museum, Hickory Corners, Michigan.

**2018** CLC Grand National—San Marcos, Texas.

**2018** CLC National Driving Tour—Central California Coast.

**21-26, March, 2018** Australian Grand National, Renmark SA.

**April 21, 2018** PATE Swap Meet Setup Day.

**April 26-April 28, 20178** PATE Swap Meet Tent Staff needed

**April 29, 2018** Tear Down Day—lunch will be provided.

See you & meet you on the road,

*Rubye*



# PATE SWAP MEET TILE PARTY

By Lifer

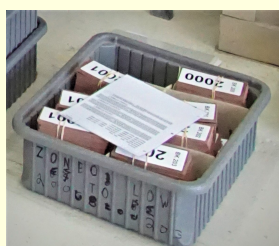


Located in Pate Swap Meet Director Dave Anderton's repair shop, forty-six people from three different car clubs worked diligently for about two and one half hours (a new record for this event) to place the vinyl number overlay onto approximately 9,377 old and new 6" X 3" rubber tiles. This was the first year for the vinyl stickers, printed in numerical order on a number of rolls, with a self-adhesive back. The ability to handle the weather and the abuse they will receive while on the ground at the swap meet is yet to be fully tested.

The shop was well lit, and comfortable to work in, and after all the work was completed, a lunch was served by the NTX club. Here are the members of three clubs who volunteered their time, effort, and skills to make this event a success.



Here some of the 42 tubs full of new tiles ready to go.



Each tub contains tiles for specific blocks and a laminated map for exact tile count and field position



152 Sign Poles, and signs refurbished by Jim Warren and Bill levy

A big thank you for all the club members that helped make the PATE Swap Meet the almost biggest in the U.S.A. Clubs included the North Texas Region Cadillac & LaSalle Club, North Texas Region Horseless Carriage Club of America, and the Lone Star Model T Ford Club

NTXCLC		HCCA		Model T Ford Club	
Mark	Anderson	Ken	Begley	Judi	Cobb
Virginia	Andrews	Sue	Chovanetz	Jim	Frierson
Doug	Ashby	Raymond	Chovanetz	Sam	Goforth
Minnie	Bedrick	Betty	Dawson	Hal	Gorman
Richard	Cross	David	Groves	Dan	Hayes
Ned	Hannah	Ann	Groves	Robert	Jebavy
Karen	Hannah	Jerri	Harkens	Cindy	Jebavy
Jim	Hanson	Golin	Hiley	Ric	Martin
Judy	Hanson	Jerry	Howard	David	McDonald
Pauline	Johnston	Linda	Lodge	Fran	McGlenn
Bill	Levy	Mel	McDonald	Don	Mitchell
Rubye	Musser	Jane	McDonald	Bill	Peterson
Jim	Warren	Suzy	Page	Judy	Peterson
		Gary	Page	Teresa	Rafidi
		Sandy	Rose	Dave	Rosenow
		John	Sanders		
		Bob	Tarpenning		
		James	Toler		

As a quick note, a number of vendors complimented us on the new space tile markers. Easier to read, and less prone to wind-flipping due to the added weight of the vinyl sticker.

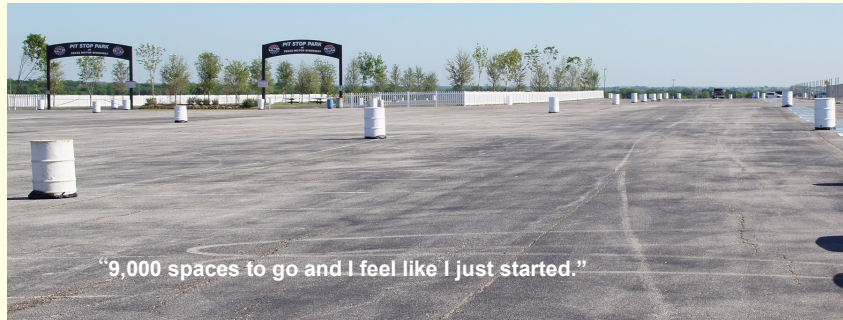
# PATE Swap Meet Setup

By Rubye Musser and Bill Levy. Photos by Lifer

There is nothing like arriving early in the morning by Gate 4 of the Texas Motor Speedway and greeted by 42 tubs of vendor space-marking tiles, 133 street sign units, wind, cold wind, and more wind, and a few sweets to get the day moving. Due to traffic problems in I35W, our 47 workers finally arrived and after an orientation by NTXCLC Pate Swap Meet Director Bill Levy, assignments of duties and the issuing of eight golf carts, instructions on new walki-talkies, and issuing of maps and tubs, the setup day began. Fighting the strong cold wind and new parking lot markings, we finished up at about 3:00 p.m. with some minor work left for the next week. All in all, it was a good work effort and a lot got done.



Setup Fuel



"9,000 spaces to go and I feel like I just started."



The 150 Plus sign poles and signs



Mounting a sign pole



Sign crew setting out 50-lb concrete bases for the signs

## NTXCLC

- Debbie Overby
- Steve Overby
- Minnie Bedrick + trailer
- Ned Hannah + plus pickup and trailer
- Richard Cross
- Al Haltiwanger
- Rubye Musser
- Bill Levy
- Paulline Johnston
- Virginia Andrews
- Bob Musser
- Johnnie Bills + pickup
- Ciandra Bills
- Bill Haesslein
- Sebastian Duran
- Terry Graham
- Jim Hanson
- Chris Jesson
- Ben Jesson----nephew
- Ron Fishell
- Doug Ashby

## Model T Ford Club

- Robert & Candy Jabay
- Hal Gorman
- Kathy Harris
- Dave Rosenow
- Francie McGinn
- Sam Goforth
- Nolan Renfro
- Steve & Suele Bourgeois
- Bill Carr
- Bill & Judy Peterson
- Ken Begley
- Betty Dawson
- Gary Page

## HCCA

- Linda Lodge
- Jeri Marcus
- Jason Cook
- Richard Emery
- Jerry Howard
- Mel McDonald
- Chuck Murphy
- Dale Roberts
- John Sanders
- James Tolar



# PATE Swap Meet Setup

Due to extreme weather, certain setup functions were finalized on the following Monday. Repair of sign poles due to high winds on Saturday were minimal. A hard-working skeleton crew made up of **Bill Levy, Harriett Goodfriend, Ron Fishell, and Chris Jesson** put in another eight hours mounting signs on the sign poles, final review and auditing of the space tile markers for correct placement, adding addition missing tiles along the ditch rows, and adding addition signs on 3rd Street Ally. This was missed due to the confusion caused by the highly welcomed new parking lot stripping. And as the tent company mounted our hospitality tent at An-dretti Avenue and 3rd Street, we felt a job well done and complete. Already for the big swap meet.

Some statistics-

2016:	<b>Number of Vendors and Exhibitors:</b>	<b>1,153</b>
	<b>Spaces Rented:</b>	<b>8,960</b>
	<b>Car Corral:</b>	<b>279</b>





## GEE, OUR OLD LASALLE LOOKED GREAT

By Jerry Cianciolo

Turns out the old line that car buyers only care about the size and quantity of cup holders isn't true. According to a 2017 study from J.D. Power, the top reason shoppers buy a specific model is the vehicle's exterior styling. This beat out reliability, price, fuel economy and even safety.

When did Americans begin to pay attention to car design? In the automobile's early years consumers accepted their Ford Model T or Chevy 6 as nothing more than a way to get from point A to point B. That changed 90 years ago this month, when General Motors unveiled its 1927 LaSalle—the first assembly-line car designed by a stylist rather than an engineer.

Harley Earl, the LaSalle's designer, was only 33 when the LaSalle first hit American roads, but he was already a visionary. Earl's career path came into focus during a family outing in 1910, according to the Automotive Hall of Fame. The 16-year-old, who would later work in his father's carriage shop, "found a clay-filled hollow" near his family's campsite and "sculpted the clay into fantasy cars more elegant than any that existed at the time."

Like Earle, Alfred Sloan wasn't satisfied with cars being simply functional. The General Motors president knew of Earl's custom bodywork for stars like Fatty Arbuckle, and hired him to create something snappy for the roaring '20s. From sketches to mock-up, it took Earl three months to design the LaSalle. Upon its debut the New Yorker magazine called it "as refreshing as a Paris frock in a Des Moines, Iowa, ballroom."

It was as colorful as a peacock, too. Three years before, the DuPont Chemical Co. had developed a fast-drying, polychromatic finish. A LaSalle buyer could choose from an astonishing 482 color combinations of two- and three-tone paints, according to Tim Pawl, curator of the Cadillac LaSalle Club Museum.

In the first year of the LaSalle's 14-year run, GM sold nearly 17,000, prompting Sloan to create the Art and Color Section of GM. He tapped Earl to lead the new section and assimilate art and style into the auto maker's full line of vehicles. The company's engineers scoffed, calling Earl one of the "pretty picture boys" and deriding his 50-person department as a "beauty parlor."

The insults didn't hamper Earl's productivity. By the time his 32-year career came to an end, he and his GM design team could claim credit for the onset of annual styling changes, the first modern concept car, the wrap-around windshield, the hardtop sedan, the Chevrolet Corvette, and the soaring tail fins of the 1950s. Art critic Dave Hickey wrote in his 1997 book "Air Guitar: Essays on Art & Democracy" that Earl changed car marketing from "being about what they do to what they mean." Earl's farsightedness was evidenced by the 1956 Buick Centurion concept car that incorporated a rearview camera—an option that wouldn't become available until 2002, decades after his death.

Earl's legacy is substantial. He was inducted into the Automotive Hall of Fame in 1986. The winner of the Daytona 500 brings home the Harley J. Earl Perpetual Trophy. In 1999 the Detroit Free Press ranked Earl as the third most significant Michigan artist of the 20th century, just behind Aretha Franklin and Stevie Wonder.

That's fast company.

*Mr. Cianciolo is chief editor of Emerson & Church Publishers in Medfield, Mass. Appeared in the Mar. 14, 2017, print edition, Wall Street Journal. Reprinted by permission.*

# PATE Swap Meet Hospitality



Our Hospitality tent with New (2016 CTS) and old (2001 Eldorado) on display.



The NTXCLC Hospitality Tent served as a warm spot to greet current members, new prospects, old friends, and anyone interested in Cadillacs. We always had a seat to rest weary swap meet deal-hunting feet, and a beverage to quench a thirst.

Here are some visitors and workers at the tent.

## Visitors and Workers

- |                        |                        |
|------------------------|------------------------|
| <b>Robert Allen</b>    | <b>Jim Hanson</b>      |
| <b>Minnie Bedrick</b>  | <b>Bill Levy</b>       |
| <b>Ciandra Bills</b>   | <b>Bob Musser</b>      |
| <b>Johnnie Bills</b>   | <b>Ruby Musser</b>     |
| <b>Tom Brown</b>       | <b>Jerry Parkis</b>    |
| <b>Tim Coy</b>         | <b>Gary Pennington</b> |
| <b>Ameliana Duran</b>  | <b>Joyce Reagan</b>    |
| <b>Felicita Duran</b>  | <b>Randall Reagan</b>  |
| <b>James Fine</b>      | <b>Frank Remes</b>     |
| <b>Bill Haesslein</b>  | <b>Helen Remes</b>     |
| <b>Julia Haesslein</b> | <b>George Smith</b>    |
| <b>Jim Warren</b>      |                        |



# PATE Swap Meet Tear Down



Twenty-two workers and eight golf carts ready for the mission of recovering tiles and signs. It was windy and cold, but due to careful planning and organization, it was completed in records time.

Its over. The shoppers have shopped, the vendors have gone, some empty handed, and others with stuff to sell at the next swap meet. But overall, the Pate Swap Meet Board of Directors felt it was the best swap meet ever and the weather held tight throughout. Now it was time to fight the heavy winds and pick up all the 9,000 plus tiles we had set out, and the 133 street signs we erected, and put it all away for next year.



Minnie Bedrick's trailer loaded with results.



Bases, poles, signs, and tile tubs stored for the next year.





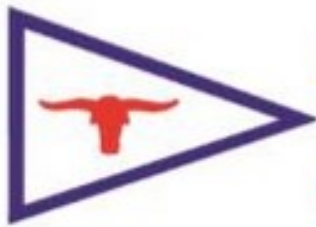
## PATE Swap Meet Tear Down



**Mark Anderson**  
**Doug Ashby**  
**Minnie Bedrick**  
**Ciandra Bills**  
**Johnnie Bills**  
**Ray Chovanetz**  
**Tim Coy**  
**John Faust**  
**James Fine**  
**Ron Fishell**  
**Ned Hannah**

**Chris Jesson**  
**Linda Lodge**  
**Jeri Marus**  
**Mel McDolald**  
**Tod Moore**  
**Gary Pennington**  
**Jeff Podmers**  
**James Toler**  
**Jim Warren**  
**Harriet Goodfriend**  
**Bill Levy**

*Event for May*



2017



# WOOD, WAVES & WHEELS

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## BOAT, CAR & BIKE SHOW

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Wood, Waves and Wheels has become a regional favorite with beautiful vintage cars and motorcycles displayed in the shade on the lawn at Fort Worth Boat Club over-looking a marina filled with spectacular classic boats of all kinds.



**SATURDAY, MAY 13TH**

**FORT WORTH BOAT CLUB**

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**12:00PM – 5:00PM**

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*Under The Editor's Bonnet* By Lifer



**As the NTXCLC Pate Swap Meet Director, I wish to extend a super THANK YOU to every one that helped set up, participate, and tear down the swap meet. This includes the members on this club, the Lone Star Model T Ford Club members, and the North Texas Region HCCA club members. Its hard work, with no pay, but the effort supports the clubs and that is what is about.**

**I also want to thank Pate President John Anderson, and Coordinator David Anderton for their help and advice when we needed it.**



# Sunshine Report

Dave Eckberg in Houston receiving stem cells  
 Steve Overby  
 John Terlingo  
 Charles Gambolus  
 Reagan Hammett  
 Cecil Thompson  
 Karen Hannah  
 John Foust family -father and sister  
 Mark Schmitz  
 Lew Reagan  
 Al Haltiwanger  
 Tony Yates

Say a prayer for each and call or send card

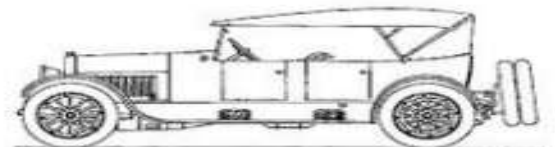
Please let me know of anyone having health problems

*Ruby* 817 996-8066

# Membership Report

## Welcome New and Renewed Members:

David Clemans, Melissa, TX  
 Bryan Yule, Bartonville, 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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 \$250.00 – Half page, \$500.00 – Full page.

If you have a special request contact us for rates. Contact Ruby Musser (rubyemusser@gmail.com) or Bill Levy (lifer@writeme.com) for an application or special request.

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# Officers

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[auldcarz2@gmail.com](mailto:auldcarz2@gmail.com)

**Secretary:** **Terry Graham**  
[tzgraham@flash.net](mailto:tzgraham@flash.net)

**Treasurer:** **Jim Hanson**  
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**Webmaster:** **Minnie Bedrick**  
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**Assistant Membership:** **Bill Haesslein**  
[billhsln@airmail.net](mailto:billhsln@airmail.net)

**Activities :** **John Foust**  
[john@honestjohn.com](mailto:john@honestjohn.com)

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**Sunshine:** **Ruby Musser**  
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**Pate Director:** **Bill Levy**

**Pate Director Assistant:**

**Historians:** **John Foust**

**Directors:** **John McDaniel, Minnie Bedrick, Richard Cross, Karen Phillips, Al Haltwanger**

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<b>Goddess Shirt</b>	<b>\$25</b>
<b>Hatband</b>	<b>\$10</b> + \$3.95 S&H
<b>Bag</b> Looks like pillow, but with handles	<b>\$30</b>

Jacket available in adult sizes (S, M, L, XL). These can be special ordered in 2X, 3X or 4X at an additional cost. Goddess shirt available in sizes M, L, XL and XXL, in white, black, red and aqua.




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**NTXCLC Board Meetings 3rd Saturday of even months, 4:00 p.m. at Willhoite's in Grapevine, TX.**

**Next meeting June 17th 2017 4:00 p.m. in Grapevine.**

May 2017



**Awarded Best CLC  
Regional Newsletter  
2007-2008**

**Awarded Old Cars Weekly  
Golden Quill 2012, 2013,  
2014, 2015**

**Awarded CLC Web Site Of  
Merit Award 2013, 2014,  
2015**

**First Class Mail**

**STANDARD OF THE WORLD**

**Bill Levy (lifer@writeme.com)  
Editor, North Texas Region CLC  
206 Turnberry Lane  
Coppell, TX 75019**

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*Drive, Show, Chrome, Bumper, Bullets, Tail Fins*

**NTXCLC**

**Calendar (See page 4)**

**May 13th 2017-12 to 5 p.m. Eagle Mountain Lake WOOD WAVES WHEELS**

**June 10, 2017 TBA**

**July 4th Arlington Parade, need 8 cars**

**August 12** Peach tour to Hams Orchard, Terrell, highway 80 east of Dallas

**TBA - DRIVE** to Strawn, Tx for Chicken Fried Steak and a stop back in Weatheford for an Ice Cream Cone

**September TBA**

**December 9, 2017 Toys for Tots, Frank Kent Cadillac, Ft. Worth, TX  
Open Your Trunks**

**Cars and Coffee**, May 6th, June 3rd 7 a.m. – 11 a.m.. Gates open at **6:30 a.m.** Be in place by 7:30 for a reserved spot on **Cadillac Row** as the big lot fills up very fast. So get there early. 6800 Dallas Parkway, Plano TX 75024. Email lifer@writeme.com if you have any questions.



- COMING UP:**
- June 25-July 1 2017** CLC National Driving Tour Illinois Route 66—Chicago to St. Louis.
  - July 31-Aug 5, 2017** CLC Grand National, McLean, VA. (reserve hotel after Late May 2017.)
  - August 23-27, 2017** Grand European, Copenhagen, Denmark
  - September 23 and 24, 2017** Cadillac Fall Festival at the Cadillac & LaSalle Museum at the Gilmore Car Museum, Hickory Corners, Michigan.
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  - 2018** CLC Grand National—San Marcos, TX.
  - 2018** CLC National Driving Tour—Central California Coast.

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