



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region

December 2020



Awarded Best CLC Regional Newsletter 2007, 2020

Seven New 1972 "SOLD" Cadillac DeVilles Go Topless!

Story and Photos by

Story and illustrations by Alex Beloff III



general finishes arm r seal

These seven "topless" Cadillacs were already sold and my proud owners waiting. One of the "unexpected moments" of owning my own dealership!



It is important to understand that back in 1972 The luxury and fine car business was one of the most cash hungry businesses on earth. The dual Cadillac dealerships (meaning Pontiac Cadillac or Olds Cadillac) were small town stores occupying corners across America. Beloff Pontiac Cadillac GMC, Inc in Peru was about 70 miles North of Indianapolis. Competition for sales was lethal. I always lived by what I say! Well, "SEVEN" sold Cadillacs was historic. Not only were the proud new owners anticipating their cars, but these sold Cadillacs were announcement cars for display only at our private cocktail party and grand opening. All seven were now topless Cadillacs after the train was diverted to another route with a bridge that was too low and train did not stop in time! Now it takes 30-60-90 days to order and receive Cadillacs from Detroit. The very hot hot selling 1972 Cadillac Coupe DeVilles were coming from GM's Linden, New Jersey facility by rail to the rail head at Indianapolis then trucked to Peru and dropping off Cadillacs along the way. Cadillac Motor Car Division manufactured in Detroit and replaced all seven in three days with "hot car" priority. The new Cadillac owners were thrilled and the Beloff Pontiac Cadillac GMC grand opening was successful.

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,
2016, 2017, 2018, 2019**

It is hard to imagine now but in 1972, Cadillac was very much a visible symbol that instantly established the ownership was the undisputed choice of the cognoscenti . . . with a clear vision of what was required to solidify its ranking as “The Standard of the World . . . Clark Avenue Gold,” maintaining a consistent design philosophy so that a Cadillac would always be new but “recognizably Cadillac,” a logical step in any success story. Cadillac - one of the best credentials a businessman can have. Cadillac - high class sedans driven the world over.

What’s so special about the new 1972 Cadillac The 70th anniversary of Cadillac 1902—1972 - show quality lacquer paint on arrow straight factory hand sanded perfectly fit panels, triple plated mirror like chrome bumpers, free of any bumper bolts or blemishes - a GM exclusive, finely tailored exteriors, exquisite trim work dominated the cabin - happiness others can feel, a driver’s experience matched by no other car - you lived your life in it, it was great style - rolling art!

All 1972 DeVilles and Calais were rear wheel drive Excerpt from Tom Purves, CEO, BMW, *Automotive News* 18 July 2005: *Rear wheel drive delivers the best balance of any layout in terms of performance and feed back to the driver . . . Our customers rate very highly the exhilaration of acceleration and seat of the pants vehicle connection to the road . . . This enables us to achieve a near 50 - 50 weight distribution . . . RWD delivers maximum performance to many race cars. Standard size vehicles deliver obvious RWD benefits to customers who value the enjoyment of the driving experience.*

Older, well established Cadillac, Lincoln and other fine luxury car owners are to be praised and respected. Excerpts from *Automotive News* Senior Editor John K. Teathen, Jr. 24 November 2003: *We are not upside down, no nutty 96 month \$112,000 land barge vehicle loans, older stable citizen’s kids are raised, house is paid for, money in the bank, high degree of brand loyalty, sell once and several times. They love cars, dreamed about them growing up and named the cars as they passed . . . Great customers, worthy of being courted by any manufacturer and by any auto dealer . . . The merchant who sells to ‘old folks’ will never run out of good customers.* One more thing from Alex III: They also love their country and many are former or retired U. S. military veterans. We Americans cherish these golden age cars largely because we lived it and we never thought it would end!

Cadillac Style - Volume 1 . . .
Just received this book by legendary Richard Lentinello as an anniversary present from my wife Connie. It is definitely a must have!

Merry New Year to all! May God bless the trails you ride. *Alex III*



1972 CADILLAC SEDAN DE VILLE

PATE SWAP MEET NOTES

PLEASE NOTE and MARK Ya”ll’s Calendars:

Final Dates For The Pate Swap Meet

Texas Motor Speedway has contacted the Pate Swap Meet Organization about a recently-scheduled NASCAR race for the weekend of May 1, 2021. This race would have conflicted with our regular dates of April 29 through May 1, 2021. The speedway asked if we would move our dates forward a week to accommodate the race and we agreed.

PATE SWAP MEET DATES: 2021

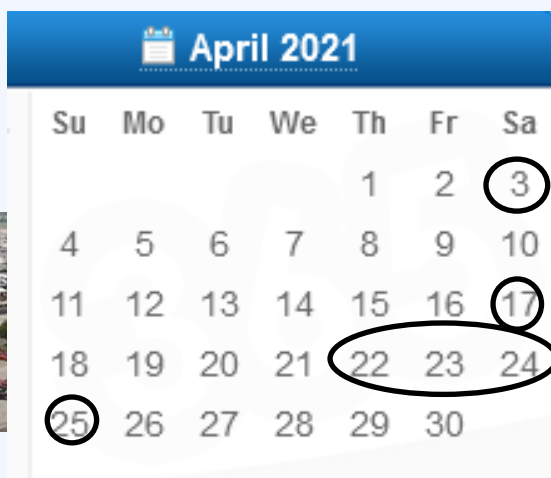
April 3rd with a rain date of **April 10th** Vendor Space Marker Tile Refurbish Party at Zone Zero, Texas Motor Speedway 10:00 a.m.

April 17th NTXCLC PSM Set up day. Meet at Gate 4, Texas Motor Speedway at 9:00 a.m.

April 22nd—April 24th Hospitality Tent Workers.

April 25th 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.

Under The Editor's Bonnet
By Lifer



“Do you think the front right tire might need some air...?”

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.

By using ZOOM we are able to communicate with members and socialize abit during these trying times.

Classifieds



FOR SALE: 1973 Texas Tags, matching set. If you have a 1973 Cadillac, Pontiac, etc., these can be re-issued to the car. Kind of cool. We have 1964 tags on one car, and everyone asks "What year is that car?"...

\$40 for the pair. Richard 817-472-4260



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

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.

December 5th First Saturday Breakfast Social (Zoom)

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

January 3, 2021 Christmas Party. Delayed.

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.

Annual Dues

Local Region club dues are due by **December 31, 2020**. And for **Pate Swap Meet**, we earn a share of the profits based on our membership roster as of December 31st each year.

So, make your checks out for **\$20.00** payable to the **North Texas Region Cadillac & LaSalle Club** and mail to our membership chairman:

Bill Haesslein
5744 Caracas Drive,
North Richland Hills, TX 76180

National dues are invoiced by Columbus when due through the year.

Sunshine Report

Mary Lou Ruhling
Dave Eckberg
Reagan Hammett
Malia Hubbard Garrett--- began Chem Treatments--Ruby Mae daughter
Ned Hannah rehab for Knee surgery
Terry Graham-----Rehab

Rest of CAD Members seem to be staying home trying to be safe wishing to see one another.

Be safe, WEAR YOUR MASK, wash your hands often, and stay 6 or more feet apart.

GOD BLESS each and every one

Love,

Ruby

817 996-8066

Membership Report

Welcome New Members:

Jim McMeans, Oak Point, Tx 1941 C 6219 4-door
Bob Harrison, Duncanville, 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.

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 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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North Texas Region

Jacket	\$75 + \$10.95 S&H U.S.
Goddess Shirt	\$25 + \$6.95 S&H U.S.
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
(North Texas Region Cadillac & LaSalle Club)

Send your orders to:
Rubye Hubbard
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

December 2020



STANDARD OF THE WORLD

Bill Levy (lifer@writeme.com)
Editor, North Texas Region CLC
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Golden Quill 2012, 2013,
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First Class Mail

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

NTXCLC

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