



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region

April 2023



Awarded Best CLC Regional Newsletter 2008, 2020

Pate Swap Meet Notes

April 22, Saturday: On Setup Day the meeting time is 9:00-10:00 a.m. at the Cadillac & LaSalle Club-Pate Swap Meet hospitality tent at Andretti and Third Street in Zone 1A (the only tent up). There will be refreshments and water on hand. Be sure to sign the sign-in sheet. We pick up the golf carts and drive them over to the tent where the vendor space marker tile tubs and street sign cones are stored.

Tiles: Each golf cart is loaded up with the tile tubs for the zone that is being worked. Note that each cart can have a walkie-talkie, water, and any other refreshments the cart occupant's desire. After laying the tiles, the tubs with maps and walky-talkies are returned to the hospitality tent and the golf carts are then returned to north of the ditch near the HQ trailer before leaving. Leave cart keys in the carts when parking. They will be collected when we are done.

Signs: The sign crew will also have a cart and will load cones and maps. After posting the signs, return to the Conex to unload any leftover items and then drop off the cart at Petty and West Gate 3 by the HQ trailer before leaving.

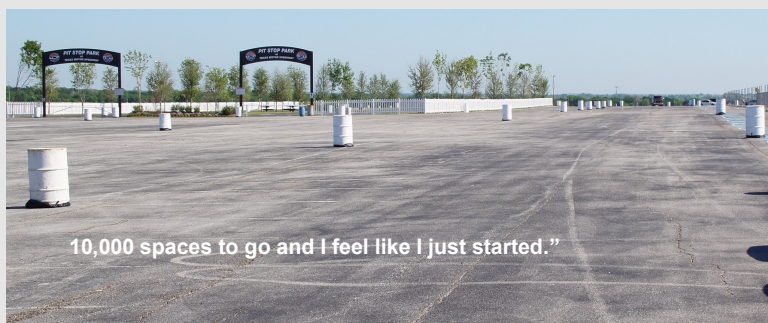
Lunch: Individual clubs will make arraignments for their member for lunch.

April 30th Sunday: On Pickup Day we meet at 9:00 -10:00 a.m. at the Cadillac & LaSalle Club-Pate Swap Meet hospitality tent at Andretti Avenue and Third Street in Zone 1A. The swap meet will be winding down, so driving your car to the tent should not be a problem. Be sure to sign the sign-in sheet.

Golf carts will be provided for the activity. Each cart will load up with zone-specific tubs, rubber bands, maps, walkie-talkies, water, and refreshments as desired for tile pickup. A sign crew will use a cart to pick up sign cones. After the tiles are retrieved, they should be taken to the hospitality tent for final sorting. After sorting the tubs will be taken to the Conex in Zone Zero for storage. Sign materials are taken to the Conex for storage.

Golf Carts: Before you leave, the empty golf carts are to be dropped off at the HQ trailer at Petty and West Gate 3. Leave the keys in the carts.

Lunch: Individual clubs will make arraignments for their member for lunch.



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, 2020, 2021, 2022**

NTXCLC First Saturday Breakfast

Our 1st Saturday get-togethers are a relaxed fun social event with a group of classic cars in the parking lot . The gents share thoughts on old cars, collector cars, and just cars, and the spouses enjoy things that are just not automobile related. Part of the car club experience is friendship, with those who have similar interests, and these friendships can grow and last for years. So, if the timing of the 1st Saturday meets your availability, come on in and break bread with us for a while. Bring your collector car, weather permitting. You will have a good time and food is good. Your spouses are invited. Next meeting May 6th at 9:00 a.m.



At the men's table, deep in automotive conversations about Cadillacs and Electric Cars: Jim Hanson, Jeff Pendleton, Doug Ashby, Bill Ische, Blair Francis, Bill Levy, Marc Waterman, Steve Overby, Alex Beloff III, and Ron Fishell.

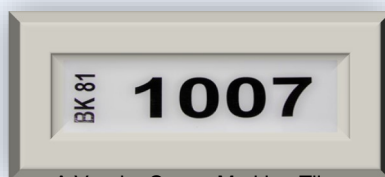


At the ladies' table, deep in conversations of "not cars,": Harriett Levy, Judy Hanson, Debbie Overby, Sandy Ische, Marcia Pendleton, Kathleen Ashby, Connie Beloff, and Karen Fishell.

Pate Swap Meet Tile Party



Tubs in the shelving in
Zone Zero PATE Conex



A Vendor Space-Marking Tile



A tile tub with tiles sorted
and ready for placement
April 22nd Setup Day

On a cold, windy, but sunny day in March at the Texas Motor Speedway, Pate Swap Meet Conex, these volunteers from the North Texas Region Cadillac & LaSalle Club, Lone Star T, the AACA and the Dallas Area Pontiac Association gathered to prepare the 10,777 + vendor space marker tiles for setting up on April 22nd.

NTXCLC

Ashby, Doug
Bedrick, Minnie
Hanson, Jim
Hanson, Judy
Levy, Bill
Levy, Harriett
Overby, Steve
Pendleton, Marica
Pendleton, Jeff
Waterman, Mark

AACA

Gambulos II,
Charles
Hester, Naris
Hester, Jra
Keith, Kim
Knight, Steve
Lang, George
Lester, Paul
Richardson, John
Richardson, Lynn
Riemitis, Andy
Stathopulo, Linda
Velde, John
Velde, Denise

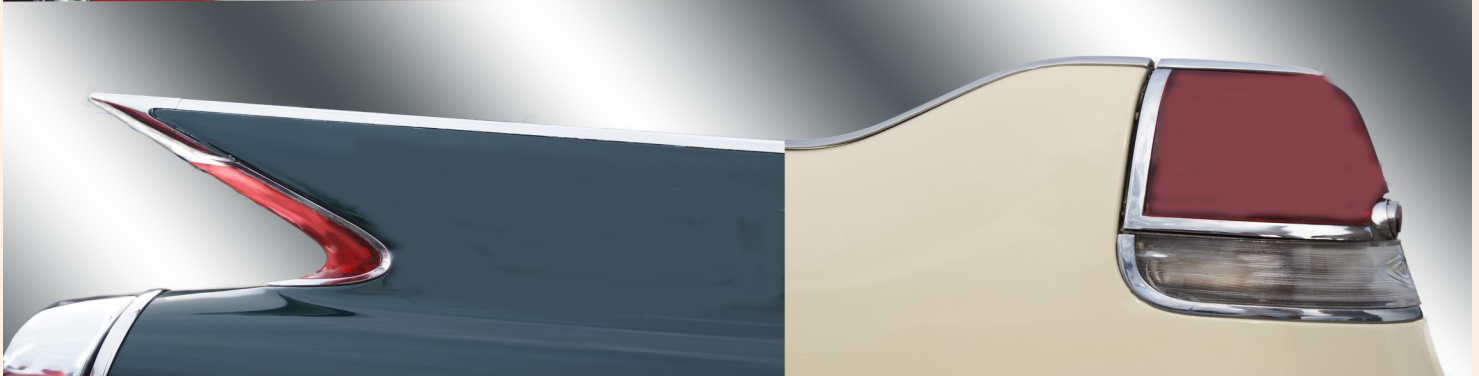
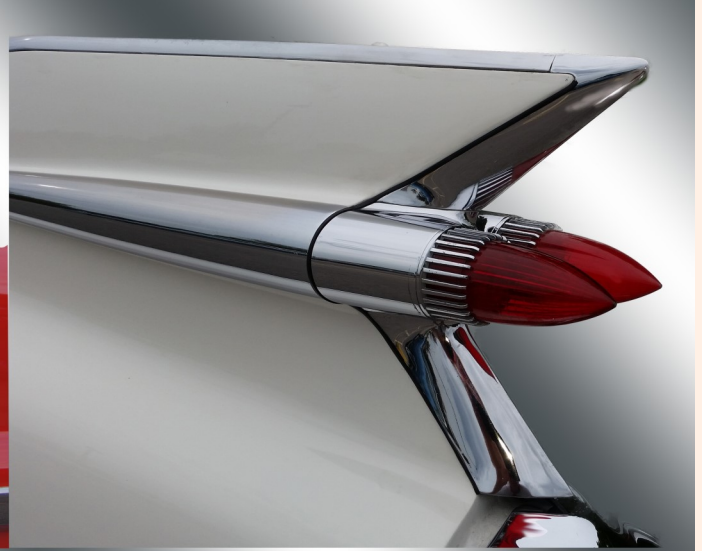
LST

Bourgeois, Steve
Bourgeois, Susie
Hengst, Gary
Jebavy, Robert
Jebavy, Candy
McGunn, Fran
Peterson, Bill
Peterson, Judy
Rosenow, David
Stevenson, Don
Terry, Jeff
Terry, Mary

DAPA

Dutton, John
Dutton, LaDonna
Cole Clayton
Kathy Clayton
Grace, Dan
Hromadka, Anthony
Hromadka, Caryl
Krey, Tom
Maclane, Ken
McClendon, Ricky
Morgan, Mark
Reaves, Thom
Reaves, Margaret
Schafer, Joe
Schafer, Robin
Schwalen, Merle
Schwalen, Myra





Sunshine Report

We at NTXCLC are scheduling somethings for next couple of months so as to see one another! watch your emails.

April Birthdays: If your birthday is in April let us know.

Bill Haesslein 4/7
Jim Hanson 4/13

Please inform me of members that were missed on the list.

Love, *Ruby*



CLASSIFIED

For Sale: 1986 Fleetwood Brougham, owned by my mother. Red interior, lots of options. AC converted to R134, 4 new tires, new headliner, intake manifold and vacuum lines..etc. Cruise Control repaired. Books, brochures, records, manuals, keys, even has metal license plate frame from the dealer. Nice car to drive. Decent MPG.... \$9,240.00 firm. Richard Cross 817-472-4260



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

Activities Calendar

2023

March 4th NTXCLC First Saturday Breakfast Social.

April 1st NTXCLC First Saturday Breakfast Social

PATE DATES—2023

Please plan accordingly

April 22nd Setup

April 27-29 Pate Swap Meet

April 30th Tear Down



NATIONAL:

2023 June 20-June 24 CLC Grand National Albuquerque, NM.

2024 January, Irving, Texas National Board Meeting.

2024 CLC Grand National Gettysburg, PA.



INSPIRING CLUB GROWTH, RETENTION NIX EXTINCTION

Story and Photos by Alex Beloff III except where noted as GM archives, GM photographic and Cadillac Motor Car Division



Cadillac LaSalle Club members of contagious ownership nature are inspired avowed dedicated preservationists. “In my view,” entrusted talented real life long gear heads are lovers of cool rides who instinctively raise the pulse rates of true enthusiasts to join our fun Cadillac snobatorium. As a 53 year Rotarian and life member of the VFW and American Legion, my archives revealed Legion’s Co. Vincent November 2022 articles illustrating how a post with barely enough members to keep its charter, today has more than 500 members. They mentorship new members and renewals are a year round commitment. Members make calls, zero in on homes with veteran bumper stickers, knock on doors, and leave door hanger contact information. They approach folks with license revealing plates, caps, shirts, jackets, cars, and at car and sport shows to come as my guest. Engagement, videos and community involvement works!

The fastest way to increase membership is to fund and sponsor a “Mark Waterman” and retain him. We met at a Lone Star Pontiac POCI. Mark is a successfully retired NAPA store owner operator and an extraordinary car guy. His spectacular fully restored show quality 1937 Pontiac Coupe Sports is a healthy 350 V-8 GTO style tri-powered 4-speed properly shod on chromed revers wheels, caps driven an unbelievable 100,000 miles. His rare correct slick roof 1973 Cadillac Coupe DeVille is gorgeous and I got to ride in it! Wow! Connie and I funded the \$45 national and \$20 local chapter NTX CLC dues making Mark Waterman our new member. Very pleased to say that Mark has become a very involved member of CLC.



Mark Waterman

If just 15% of you Cadillac LaSalle folks sponsored a Mark Waterman, we’d have over 800 new members. Ah . . . Retention. Mark told me NAPA stores discovered it cost ten times more to seek out forgotten customers as it does to keep them current.

INSPIRING CLUB GROWTH, RETENTION NIX EXTINCTION

All customers, owners, members want to be remembered. “Hey, we missed you last month.” “Are you okay?” “You don’t like us anymore?” Quite relying on charm and good looks to keep members. Retirees, how about a phone call, e-mail, US mail by sending notes of remembering, love, and compassion. Oh yes, you should know at least one person and gift the \$45 bucks CLC sponsorship to them. After almost two years in the Vietnam rice patties, I can tell you - a dead man doesn’t give a damn about money. Help others and yourself to enjoy your senior years. It’s a privilege denied many.

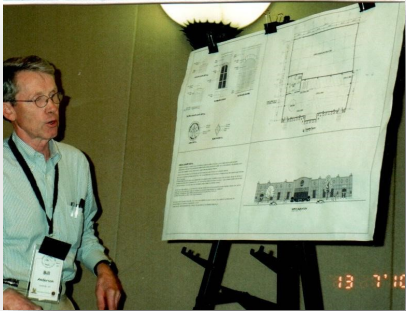
You never know when a chance phone call might offer up the opportunity to add a new CLC member. Connie was calling around to help find a tiny part for the 1991 Cadillac Fleetwood she sold to Jay Davis. She was talking to Trenton Browne of Browne’s Auto Salvage in Sunset, Texas. He had recently purchased a lot of John Foust’s Cadillac Corner inventory to complement his all-makes inventory. She asked him if he was a CLC member. When he said no, Connie asked if he would allow us to gift him a membership in NTX CLC and national CLC. He said “yes” and the paperwork was in the mail the next day. You can even gift a membership with a phone call or do a surprise one too. Just do it! Alex says, *I hope you have a “Mark Waterman” in your life to fund and support for CLC membership.*



Next, our most important project of the year for funding NTXCLC is “Pate Swap Meet” at the famous Texas Motor Speedway. This is a Disney Land swap meet, the second largest automotive swap meet in the U.S.A. Richard Lentinello summed it up in Hemmings Motor News, April 2018: *“The biggest challenge facing car clubs goes beyond a lack of younger enthusiasts and car owners joining, but rather its an absence of members pitching in to help with club functions. A club can only be as successful as its membership allows it to be.”*

Our own accomplished retired field grade Vietnam Army officer, well traveled, Cadillac Eldorado Touring Coupe owner, and NTXCLC President Bill “Lifer” Levy is deeply involved in Pate. He is looking out for you and for the future of NTXCLC. Look for him for yourself for NTXCLC at Pate. 214-563-1033 lifer@writeme.com Volunteer to work and have fun with like minded people. Remember, “Arthur” in his 1984 movie said, *“Isn’t fun the best thing to have?”*

INSPIRING CLUB GROWTH, RETENTION NIX EXTINCTION



Connie and I were invited to the Museum's fund raising by Paul Ayres at the Kansas City CLC Nationals. I snapped this closed meeting photo of respected Judge and Chairman William C. "Bill" Anderson July 13, 2010. Sadly it was last time to see long time California friend and true Cadillac man Carl L. Steig. Formed in 1995, the grand opening of the spectacular new Cadillac LaSalle Museum & Research Center was September 28, 2014 at Gilmore Museums, Hickory Corners, Michigan. Styled after the 1948 Pemberton Cadillac Dealership in Toledo, Ohio, rests in a beautiful 90 acre setting unequalled anywhere in the world. I have this rare evening photo of my Dad's new 1957 Cadillac convertible in front of Pemberton with huge Cadillac letters glowing!



I urge everyone most earnestly to consider preserving our heritage and our image through funding, influence and support recommendations. To diminish or lose our knowledge and appreciation of such a major source of American pride to some is hateful. So take care of our classics! Preserve what the vehicles that were made in Michigan - the industrial heartland of the world. Take young folks to car shows this summer. America's reputation depends on it. You can reach Bill Anderson at rivsgr8@aol.com or at 443-994-5455 for your donations of funds and/or vehicles. Have your attorney advise controlled gift arrangements for 501 C3.

In 1994, I gave this well-cared for, one-owner, 19 year old trade-in I purchased from Wayne Stead Cadillac to my brother, Randy Beloff. He is a former pilot, journalist, and vehicle guru 408 miles away in Southern California. He drove this 1975 Sedan DeVille countless miles and years into oblivion. Randy said, *I am celebrity status styling around in this gorgeous Cadillac! It is a real crowd pleaser!* If you have an older vehicle that is road worthy, gladden the heart of a new driver with the gift of ownership. You will always be remembered.



May God bless the trails you ride. *Alex*

For Your Information

IMPORTANT ANNOUNCEMENTS!

Results from CLC winter BOD meeting, January 28, 2023
Please take time to read all changes.

1. With the approaching retirement of Mike and Nancy Book (April 15), the BOD approved hiring Cornerstone Registration, Maple Grove, MN, as our office and membership management company. They will assume official duties April 1, with a NEW mailing address, a NEW email address, and a NEW office phone number. More details and information in the upcoming days and weeks.
2. Due to the transition of membership data and other pertinent information to a new website, it was decided and approved that there will be no attempt to produce a 2024 Membership Directory either electronically or printed. However, every effort will be made to offer for purchase a printed Membership Directory for 2025.
3. All membership dues were approved for a modest increase. All existing dues (excluding E-membership) will increase \$10.00 annually effective April 1. Lifetime membership, available to an existing member of 10 years, will increase to \$1,250 domestically and \$1,500 other countries effective April 1. All dues categories DO NOT include a published Membership Directory. Any surviving spouse of a lifetime member will no longer benefit from membership effective December 31. We will be glad to accept survivor spouse membership applications.
4. Effective with Gettysburg 2024 GN, all car judging will be on Friday. CLC and MRC board meetings will be scheduled on Saturday; all cars registered will be required to remain on display through Saturday at 4:00 pm unless removal is approved by National Chief Judge. These enhancements will allow tabulators sufficient time to accurately complete judging results and the awards committee time to assemble appropriate awards.
5. A "rain policy" was approved by the BOD to be enacted at the Albuquerque GN. In the event that rain or inclement weather exists, and judging is halted or canceled, there will be no further judging and NO awards issued for any cars previously judged. More details to follow.
6. Our webmaster, Stefan, asks everyone to access their member profile ASAP and edit all information to facilitate accurate personal/vehicle information for transfer into the new system.

We will be communicating more information soon.
Thanks for your understanding and support,
Ronnie Hux
President



Membership Report

Welcome to our New Members:



There are 14 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 could 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.

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

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.

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

325 Crosstimber Drive, Hurst, TX 76053

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ische.tx@gmail.com

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Jam_Han@msn.com

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NTX CLC BREAKFAST AT DENNY'S ON NW HWY IN DALLAS 2012

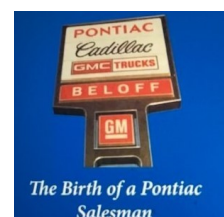


ALEX BELOFF III IS PLEASED TO SHARE HIS PHOTOS OF NTX CLC EVENTS!

Enjoy the past NTX CLC Beloff articles on website at www.alexbeloff3.com!

NTX CLC Cadillacs from past events . . . Topless Cadillacs . . . Distributorships

See the photos and stories of the 159 cars Alex has owned at www.alexbeloff3.com.



April 2023



STANDARD OF THE WORLD

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

*Awarded Best CLC
Regional Newsletter
2008, 2020*

*Awarded Old Cars Weekly **Golden
Quill** 2012, 2013, 2014, 2015, 2016,
2017, 2018, 2019, 2020, 2021, 2022*

*Awarded CLC Web Site Of
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First Class Mail

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2024 CLC Grand National Gettysburg, PA.



Pate Swap Meet

Send any corrections, complaints, compliments, discussions, and/or additions to:

Bill (Lifer) Levy lifer@writeme.com 214 563-1033

web site: www.clcntx.com