



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region

web site: www.clcntx.com

October 2012

Awarded Best CLC Regional Newsletter 2007-2008

Feature Cadillac—1957 Series 6267X Convertible

Text and Photos by Lifer



Presenting Ed Eckhart's beautiful 1957 Cadillac 2-door convertible. One of 9,000 produced during the model year and fully restored to perfection. The 4,800 lb car sold new for \$5,225 plus tax, title, delivery and options, where the average new 1957 car sold for \$2,749. When this car was new I was home watching Annette Funicello on the Mickey Mouse Club show, The Real McCoys, and Have Gun – Will Travel (*brought to you by Buick*). The Soviet Union launched the first space satellite Sputnik 1. Movies included "Twelve Angry Men" and "The Bridge Over the River Kwai", and TV showed "Perry Mason" and "Maverick" for the first time. The music continued to be Rock and Roll with artists like "Little Richard".

1957 saw the continued growth of bigger taller tail fins on new cars and more lights, more chrome, and bigger, more powerful engines. The competition was tough that model year. GM had a lot of good looking, warmed over Chevys, Pontiacs, Buicks, and Olds; Chrysler had just introduced the super fast 300C; and Studebaker had the fabulous supercharged Golden Hawk. But Cadillac had a full stable of really impressive cars, and those who wanted luxury AND performance gravitated towards the Series 62s, Eldorados, and series 60s.

Cadillac unveiled basically an all-new car for 1957. This Harley Earl creation was a sharper-edged evolution of the 1954-56 'Standard of the World.' Innovations abounded, including an unusual X-shaped frame, and a radically curved wraparound windshield. The frame was used in several cars in the GM line. In order to make the X frame work, Fisher Body increased the strength of the rocker sills of the bodies, as well as side-to-side stiffeners in the floor. Basically, GM was transferring a substantial amount of the overall structure's strength to the body; certainly any side impact resistance that this intrinsically vulnerable design might have had. The problem is not only whether the body sills had enough strength for that purpose in the first place, but these rocker sills were notorious for collecting moisture and rusting prematurely, especially in the north.

[Now to page two for a closer look at Ed's car.](#)

web site: www.clcntx.com



Feature Cadillac - 1957 Series 6267X Convertible

Text and Photos by Lifer



An few of the options—after-market air conditioning, heating system, electrically-operated antenna, signal-seeking pre-selector radio, and Autronic Eye. This is a loaded car.



For the non-Eldorado cars the tail was similar to the 55-56 Eldorado style.



Air conditioning was ordered in less than 20% of cars manufactured and considered a very expensive luxury. And no one ordered air in a convertible.



365 cubic inches, with a bore X stroke: 4.00 x 3.625 inches, compression ratio: 10.0:1, giving a brake horsepower: 300 at 4800 rpm. Carburetor: Rochester four barrel Model 7015701. Air cleaner is 'from 58.

Cruisin and Ramblin Caddies

Text and Photos by Rubye

Our fall season has started with a bang! We had rain after but not during the Cruisin' for Prostate Cure Saturday 15th. Those 11 Cadillacs that showed out of 16 registered were superb cars. We are very proud of NTXCLC members showing their beautiful cars beginning with a chilly morning among the 350+ cars on the Main St., Fort Worth, plus the adding of some beautiful sculptured trophies to their collections. Congratulate these winners when you see them at the upcoming events: Richard Perry, long time since we have had him present, also Jess Jordon, Larry Freeman winning the Mayors Award plus our regular Cadillac Kids. See page 4.



I had great pleasure riding the train to Dallas to the Mecum Auction this month, meeting our National Tour Director Marsha Redman there. This was my first time to such an event of this magnitude with the vast amount of cars plus the bidding and auctioneering that went on. I had the pleasure of being guided around and shown the Cadillacs of interest by one of our members, Bill Kimball plus seeing Marc Byers and Jim White there. An outstanding 1948 convertible made us Caddy lovers drool over this one. Wish more of you could have attended this event. But you can have a chance to see another auction in Dallas in November sponsored by one of our members, Mr. Sevenoaks with Leake Auction Company.



Bill Kimball & Rubye



But first in October, please shine up your cars and show at our Regional Meet sponsored by Sewell Cadillac this year. This should be fun! You will also have a chance to see, in another area, the Pontiac Club there with us.

Now is the time, also, to drum up lots of new members when you attend car functions. I was privileged to attend with Tony Yates, (the head honcho-- Coordinator of Pate) the general Pate Swap meeting this month and there the sharing checks were distributed to the 17 clubs. Ours could be a WHOLE LOT more if you each would bring in one or two new members. I remember in the past several years ago, when NTXCLC had 280+ members, we were presented with a Pate Swap Meet sharing check for \$17,000. So come on, talk to your friends and Caddy drivers to join or rejoin the club!!! Also get behind Tony and offer to take his place as our Regional Pate Director, so he can devote his full time to position he now holds as Coordinator at Pate. Neil Jefferson, his assistant Region Pate Director needs help too. So step and Volunteer! Participate, that is what makes a club tick.

Watch your calendar for the future events. Exciting fun, and show your cars, plus free food at these upcoming activities. So Come on out and Support Your Club!

Pray for Our Country
Rubye Musser

Ruby



Rubye and Marsha Redman

Text and Photo by Lifer

OTHER ACTIVITIES



Over the beautiful and popcorn-poppin' hot Labor Day the Cadillac Kids entered an car show sponsored by the Noon Exchange Club in Garland Texas. Entrance fees in part go to the club for their Christmas Charity event for needy children. Jim Hanson, Neil Jefferson, and Ron Fishell brought out their well-cared for Allantes, and Bill "Lifer" Levy brought his show-winning Eldorado, and Left Lane Louie bear for the kids. All four cars won trophies for their class. A very nice representation of the North Texas Region Cadillac & LaSalle Club.

Name Tags

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 the same—\$10.00 each, Here is the basic style.

Bill Levy
206 Turnberry Lane
Coppell, TX 75019
lifer@writeme.com



Make a check payable to Bill Levy for \$10.00 and send it to Bill Levy with a note stating exactly how you want the name to appear (be sure your name and address is included in the note). If you want a car picture on it, either send a sharp photo or email a JPG picture file of the car. Or we can have someone take a picture of the car for you—no charge if it is in the area. Get one now, you

Cruisin' For The Prostrate Cure

Text and Photos by Lifer

NTXCLC had a great turnout for the tenth anniversary of this worthwhile charity. Participants included :

Charlie Bross -2010 CTS Wagon
Bill Byers-1961 Coupe Deville
Ron Fishell-1987 Allante
Larry Freeman-1959 Convertible (Mayor's Choice Award)
Jim Hanson-1993 Allante
Neil Jefferson-1993 Allante
Jess Jordan-1957 Eldorado (Best Cadillac Award)
Bill Levy-2001 Eldorado
Bill Haesslein-1968 Convertible
Rich Perry—1959 Eldorado Convertible (Best Convertible Award and One of 7 Best of Shows)
Ruby Muser—2010 CRX



Bill Byers & Jess Jordan



LS1 in '61 Caddy

The weather was cool, the sky was s shady, and there over 350 cars—customs, rods, and restorations lining the streets of downtown Ft. Worth. At the awards ceremony the Cadillac Row had four fine trophies, a new record. Of course we hope to do better next year with more member's participating. Sadly, some signed up, but because of scheduling, had to miss out, but there is next year.



**Larry Freeman—
1959 Convertible**



**Rich Perry—
1959 Eldo-**



**Jess Jordan-1957 El-
dorado**



Activities by the Activities Director

Fall is here and surely cooler so all of you will want to drive your classic car and participate in all the exciting activities we planned for you. Shine Paint, Polish Chrome, and Drive that car, and greet your friends that you missed last couple of months, and also have some fun.

October— This is a full month for us, so get your planners and calendars out and mark the dates.

October 6th - From 9 am--6 pm **TEXAS STATE FAIR**. Park and show your car in a fenced area. Lots of fun to be had. Remember, those who show see the fair for free – carload pass! (Be there between 7:30am –9:00am gate time)

October 20th-This is a big Saturday ******NOTE the Change of Date ****** This is our REGIONAL, hosted by Sewell Cadillac. **9am to 3pm. Be parked by 10:30.** Lots of Cars----- Shine and Show yours to be judged by the members a couple of special judged awards given by Sewell Cadillac. We have an added bonus of visiting the Pontiac Club whose cars who will be on the lot. FREE FREE FREE, Hamburger, and Hot Dogs. If you have not done so, send in your reservation by Oct 6th—See page 9.

October 27th – We are going over to the Town Village and show our Caddies at their Craft Fair. Time- 10 am—2pm. FREE& Drinks. Dolores Lackey is living there. Come on out and show off our cars and see some crafts and have some fun.

November – The Turkey month. Happy Thanksgiving.

November 10th - We will be at the Sherwin Williams Automotive Paint Training Center, 1450 Avenue R, Grand Prairie, east of highway 360 & Green Oaks. From 10 am to 2pm. This is a technical meet and SW is providing doughnuts and coffee and a free Lunch.

November 24th - Sam Pack Museum, from 1pm to 5 pm is a great big event for us to attend with the Early Ford V-8 club --Jim Warren is in charge of this. This is a rare opportunity to see the Sam Pack Museum. It will be a great honor to view and gaze over this superb collection. Do not miss this once in a life time opportunity!

December – Merry Christmas

December 8th Our big annual OPEN TRUNKS car show for The U.S. Marine Corps Reserves' Toys for Tots program at Frank KENT Cadillac, Fort Worth. This is a very rewarding event and one of our most important as a club. Along with our giving from our hearts and trunks there will be free hot dogs and drinks, and lots of socializing with our members. Start gathering toys now until the event and make this a really big showing. You gatta come out to this event.

Do not forget to order your Name Badge. Those that have really like their magnet badge.

Yours truly,
Love and Hugs,
Ruby Musser
817-996-8066



Under the Editor's Bonnet

by Bill "Lifer" Levy



Thoughts while working under the hood of my car:

1. Why are most, not all, but most of the Cadillacs that are advertised in the Self Starter classifieds from up north? You know, them Yankee states where they salt the roads and rust is king. It can't be that they have most of them. We have lots of Cadillacs 'round here, too. I looked at a supposedly fabulous 94 Fleetwood with 17,000 miles on it that had some real nice pictures posted on line by the selling dealer. In the photos there was no rust or corrosion, and the paint looked really nice. I drove out to see it up close and personal and was painfully disappointed. The car was built in Arlington, Texas, and then sold to someone in Troy, Michigan (think: 14 Mile Road to East South Blvd, east of I-75, home of K-Mart, for those who have been there). They salt the streets there at the first inkling of snow. Under 20 degrees Fahrenheit the snow does not melt, but above that it melts, along with the salt, for a rust-creating slush. This car had corrosion in the wheel wells, chrome, and engine compartment, scratches in the paint, and things that failed to work. It was a sad sight. Northern cars (I grew up in Ohio and saw three year-old cars with holes eaten through in the fenders) are just scary.
2. Let me point ya'all to Hemmings Motor News, October 2012, page 24, for their one page, but informative article on the 1938-1940 Cadillac model Sixty Special by Mark J. McCourt, a writer for Hemmings. If you had purchased that car in 1938 for \$2,090. US dollars, it would be the same as buying it new for \$32,133 today, which as about what Hemmings says it is worth today. Interesting.
3. And in the same issue is a nice article by Ron Colling and his restoration of his 1958 Coupe DeVille on page 64.
4. Jay Leno—yes, that Jay Leno, took a 50% cut in pay at NBC. How is America's favorite car guy going to make it on \$15 million a year?
5. No, I did not miss the times for the **Regional Meet** in last month's newsletter. They had not been finalized yet. BUT—here they are: **9am to 3 pm. Be parked by 10:30.**
6. And right there on page 7 of the September issue of the CLC Self Starter magazine was Honest John Foust from the North Texas Region, and Ron Zahn from the Mt. Hood Region sharing some brew and Texas steak while Ron was on a cross country trip in his "new" 1968 Coupe DeVille. Small world. Ron and John and I all were in St. Augustine—I took this picture of Ron's car on June 15th at the Grand National because I love '68 Caddys.
7. A couple of the NTXCLC members were invited to participate in the Italian Car Festival 2012 held at the historic Nash Farm in Grapevine, Texas, put on by the Italian Car Club of the Southwest. There were 71 cars entered and a whole bunch more Italian creations in the visitors parking. I felt so broke \$\$\$\$. Our members entered their Cadillac Allantes in the new Italian Connection class.
8. I happened to catch a ad on page 78 of Hemmings Classic Car, November, 2012 issue, a product for Cadillac rear wheel drive cars; some really neat chrome wire wheels. These are designed for the '77 through '96 big rides. If you have the bucks, these are super nice.



Lifer

My Newest Car

By Ron Fishell

I had been surfing the net when I found a beautiful low mileage Cadillac Allante in Mississippi on carsforsale.com. I gave a link for the ad to a friend of mine so he could buy it because he said he was looking for one. Meanwhile I contacted the seller for detailed information about the car. As my friend procrastinated, the car's owner kept calling me with updates and inquiries regarding the car. Finally, after he sent several pictures of the car was sent to me, I made him an offer. He took my offer and I haven't been sorry since. I had the car shipped and when it arrived I took it to Sewell Cadillac for a full service (all fluids were changed) and extensive checkup. They found nothing wrong with car plus said it was the nicest Allante they have seen in a long time. The first two car shows I put it in my '87 Allante it won first place in its class. One of the shows that it won in was the Italian carfest in Grapevine, Texas, which is a very prestigious show. The show producers said it was the first Cadillac ever to win. As far as I can tell the car only had one owner. That owner, according to his family, only used the car to go to the gulf course. It looks like he was proud of the car and really took care of the car. All the decals on and in the engine compartment are not faded or scratched up as they look brand new. Truly a prime example of Allante history. I am glad I bought the car.



TIP

Here is the tip of the month from NTXCLC Membership Director Bill Haesslein:

Perhaps the only fantasy in the collector car world as common as the "I wish I had a time machine to go back and buy all the cool cars before they got expensive" daydream is the one in which people wish they had their old high-school car back. In most cases, however, that old high-school car disappeared decades ago, presumably never to be seen again. A new TV show, however, aims to change all that.

Restoration Reunion, a show currently in development from London- and Santa Monica-based Firecracker Films, has put out a call for classic car enthusiasts who would like to find their old cars. "You know, the one you took to the drive-in filled with all your friends, or the one you paraded the love of your life in, or the one you religiously washed and waxed every weekend while the neighborhood kids watched," Firecracker Films wrote. The producers are also opening up the show to people looking to surprise spouses, partners or parents with their old cars. While it would be ideal for interested people to have the VIN and photos of the missing car, the show's producers said it's not necessary.

Anybody who would like to participate in the show should email jesse.margolis@firecrackerfilms.com sometime within the next couple of weeks.



2012 NTXCLC OFFICERS

President: **Ruby Musser**
(817) 996-8066 rubymusser@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: **Ruby Musser**
rubymusser@yahoo.com

Newsletter & Distribution: **Bill Levy**
(214) 563-1033 lifer@write.me.com

Pate Director: **Tony Yates** (940) 368-8678

Pate Director Assistant: **Neil Jefferson**

Historians: **Randall and Joyce Reagan, John Foust**

Directors: **Minnie Bedrick, Al Haltiwanger, Ron Fishell**

SUNSHINE REPORT: Ruby Musser

Best Wishes and Speedy Recovery

Charlie Gambolus--frac leg healed
Al Gitleman-- frac elbow healed
Justin Burgess-- progress cancer tretment
Mark McKay Bill Byers
Dave Eckberg Bill Coleman
John Harmon Magaret Kressman
Rudy Bedrick Bill Tucker
Karen Phillips

We wish all who have a birthday this month, HAPPY BIRTHDAY
Norm Kressman

Need your birth date all...

Let's remember in our prays our servicemen and women who are defending our country and our free way of life.

MEMBERSHIP REPORT: Bill Haesslein

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!

If a member obtains 5 or more new members to the NTXCLC they will receive a free meal 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 Ruby Musser (rubymusser@yahoo.com) or Bill Levy (lifer@write.me.com) for an application or special request.

HONEST JOHN'S

www.honestjohn.com



Caddy Corner

VINTAGE CADILLAC PARTS



1941 - 2001

New, Rebuilt, Used Parts

888-59CADDY

Toll Free (888-592-2339)



P.O. BOX 741 • JUSTIN, TEXAS 76247

FAX 940-648-9135 — 24 HR.



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:

Ruby Musser
3148 Waterside Dr.
Arlington, TX 76012



50's CAD & BUICK
PARTS SPECIALIST



Rick's Antiques & Autos

3310 BIRDWELL LN. AT GILMER RD.
LONGVIEW, TEXAS 75605

Res: 903-758-0480
Bus: 903-759-1390
Cell: 903-738-0813

RICK SMITH
BUY & SELL ANTIQUE
AUTOS & PARTS

CLASSIFIED ADS

CARS FOR SALE

+++++

'85 Eldorado Biarritz beautiful car-stnls top, white, perfect red interior, Conny kit, body needs plastic fillers. Garaged its whole life. 68,000 miles. Engine purrs. Want it to go to a Cadillac lover, not to some kid. Send picture requests to combs.s@tx.rr.com. Located in Bedford. \$4000.00 (Sep)

'87 Allante metallic gold (rare color, 2 years, 426 cars) pristine condition with 23K miles. Probably lowest mileage '87 for sale in existence. Has hard top. Recently serviced & checked by Sewell Cadillac. All fluids changed. Call Ron for pricing. (972) 530-3946, Cell (214) 952-4226 (Oct)

PARTS FOR SALE

+++++

Classified Ads – for 3 months Members: free, and Non-members -\$35 for three lines for three months. No credit for early cancellation. For additional rates contact Ruby Musser at 817 996-8066 rubymusser@yahoo.com

Retiring --400 cars---1948 to 1964 Parts and Part Cars



STOP STARING. START DRIVING.

*The all-new 2013 ATS will not be in the showroom long. Reserve yours today.
You will not only be certain to drive off with an exceptional vehicle,
you will be assured the exceptional service of Sewell Cadillac.*



SEWELL
Cadillac

*Contact Saadallah El-Jundi at 214-956-3712
for any of your new or pre-owned automotive needs.*

7310 Lemmon Avenue / Dallas, Texas 75209

October 2012



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

First Class Mail

STANDARD OF THE WORLD

**Bill Levy (lifer@writeme.com)
Editor, North Texas Region CLC**

The Standard Of The World is published monthly and mailed First Class or emailed to all NTXRCLC members on the current roster, and select others who are member of the CLC. Copyright ©2012 North Texas Region Cadillac and LaSalle Club. Other CLC Regions may reprint articles without permission as long as attribution is given. The deadline for submission is the 20th day of the month prior to issue date. ALL NTXRCLC members are encouraged to submit articles, letters and photos to the Editor for publication. Cadillac and the Cadillac Wreath & Crest are registered trademarks of Cadillac and General Motors.

DRIVE, SHOW, CHROME, BUMPERS, TAILS UPCOMING ACTIVITIES: Rubye Musser

NTXCLC

***October 6th**—9:00 am Texas State Fair, Cadillac Car Corral. Confirm with Rubye. (7:30am –9:00am gate time)

***October 20th**—NTXCLC Regional Meet and Officer Elections , Sewell Cadillac, Lemon and Mockingbird, Dallas, TX. 9am to 3 pm. Be parked by 10:30.

Print off the flyer on Page 9 and send it in. HURRY!

***October 27th**—Town Village Retirement, 1250 West Park Row, Arlington -show our Caddies at their Craft Fair. Time - 10 am to 2 pm. FREE Food & Drinks.

***November 10th**— 10 am Sherwin Williams Automotive Training Center Grand Prairie Ave R Exit 360 north onto Green Oaks, go east past Great Southwest Pky to Ave R turn right.

***November 24th**—1-5 pm Sam Pack Museum with the Early Ford V8 Club.

***December 8th**—Toys For Tots at Frank Kent Cadillac.

***January 13**—NTXCLC Annual Holiday Party.

October 6th, November 3rd, December 1st 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.



A record showing for September.'s Cadillac Row

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 CAD-CADA

July 8—12, 2014 Cadillac & LaSalle Club Grand National, Lake George, New York.

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

web site: www.clcntx.com