



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region

web site: www.clcntx.com

August 2012

Awarded Best CLC Regional Newsletter 2007-2008



Independence Day 2012 United States Of America



It was hotter than a firecracker on the fourth of July and the North Texas Region Cadillac & LaSalle members stuck it out and joined over 50 thousand others at the 47th annual Arlington, Texas (founded 1876) holiday parade. According to the parade people, it is the largest in Texas. Well, I am not sure of that, but it had lots of flags, marching music, pretty girls, classic cars, and plenty of fun.



Members met after the parade for an impromptu car show and picnic at the historic William A. Thorton Home. Built in 1906, and was the first house using gas lights in Arlington. Formerly a fraternity house, it is now a business office for NTXCLC member Sonny Graham.



Allantes from Neil Jefferson and Bob Musser, and Eldorados from Bill Levy and Richard Cross.

Ruby Musser, Minnie Bedrick and Margo Jordan admiring Jess Jordan's 1957 Cadillac Eldorado Biarritz



Neil Jefferson, Minnie Bedrick, Ruby Musser, and Richard Cross enjoying the shade on a hotter than hot Texas day.



Terry Graham displayed his very historic 1942 Cadillac Fastback Sedan



Ron Fishell and Charlie Bross Laying back to enjoy the afternoon.



Ruby Musser and Pate Director Tony Yates

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Feature Cadillac—1957

Photos by Lifer

Introduced to motoring public November 8, 1956, the newest iteration of Cadillac was considered something really special. Since 1956 was considered a very prosperous year, General Motors and its Cadillac Motor division felt optimistic offering some very expensive cars to compete with Lincoln Continentals and Chrysler Imperials. Two of these all-new "upper shelf" offerings were the 1957 series 62 Cadillac Eldorado Biarritz Convertible—\$7,286 (1,800 made) and the like-priced Seville hardtop (2,100). 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.



Inspired by Motorama show cars, the 1957 Biarritz featured exclusive rear sheet metal with American-style fins protruding from softly rounded, European-look rear fenders. Distinctive, to say the least! The designer was Ron Hill, a talented 23-year-old. The rear fenders were commonly referred to as "chipmunk cheeks".



94,214 well-cared-for and much enjoyed miles on this fabulous 57.



Sitting on a 129.5" wheelbase and having a 365 cubic inch engine that generated 300 horsepower, this 4930 pound beast moves with quiet grace and speed.



It even has an official Delco Poly Tar Top battery.



Our featured car here belongs to NTXCLC member Jess Jordon of Arlington, Texas, and is one of the nicest 57 Eldorado Biarritz' around.



Well detailed, more cush for the tush, the perfect interior in this ride makes a top-down cruise exciting. Jess has everything, including the hard boot, which is a hard item to find.



Here is a close-up of the famous Dagmar bumper guards that graced many GM cars for years. Dagmar was the bodacious blonde on the '50s TV show, *Broadway Open House*. The 55 year-old chrome here is perfect.

Cruisin and Ramblin Caddies

The 4th of July Parade was a delight for the NTXCLC members to watch with all different entries paying tribute to America and our troops. Some of the members had their show cars on the parking lot, such as a 1942 series 61, a 1957 Eldorado Seville convertible, a 1998 and a 2001 Eldorado, along with some beautiful Allante's. We were also royally treated to a wonderful lunch at Sonny Grams Realty, son of our newest board member. Terry Graham arranged this along with a great meeting room for a board meeting. We were also presented a tour of this newly refurbished house that was once the 1906 Fraternity house for University of Texas at Arlington (TX) until it burned. We thank the Graham's for their hospitality.

At the Board meeting it was decided that we will have each member obtain a name badge with your picture of their car on it. Each will be required to send the picture to the club to obtain this badge which is a magnetic badge. There is more information in this newsletter.

Now important information from National. Our club is still in the Southwest region as we have been but we will have a new Regional Director. So now we have been assigned to VP Tim Coy. The territory lines have been changed so that they are more manageable. Our past director Phil Terry is now VP over the Western Regions since Fred Baush retired. Tim Coy lives in Denver and is in charge of the artistic design of the Self Starter and has been on the National Board for years. He helped us get the merchandise displayed in the Self Starter, along with assisting with consents and pictures for our National Driving Tour. I met him at my first Grand National I attended in Denver in 2001. We wish Phil and Tim best of luck in their newly appointed positions.

I wish to extend to anyone the opportunity to send your name to be placed on the ballot at any position on the NTX board for coming year. Also, we have two positions open and need someone to offer their services. One is the Director of Pate for our club since Tony Yates is now the Pate Supervisor. Your duties are to be in charge of our club setting up and taking down our tiles and street markers, and attending board meetings. Also one director on the board. So volunteer, step up, and help your club to grow. We need new ideas and suggestions to draw in new members. Share your talents!!!

Reminder----very informative meeting August 11th at Sherwin Williams Auto Painting.

RUBY

President, NTXCLC

OTHER ACTIVITIES



NTXCLC members are making friends, presenting membership opportunities, and winning trophies at area car shows and events. Here Ron Fishell (92 Allante), Neil Jefferson (93 Allante), and Bill Levy (2001 Eldorado) {*The Cadillac Kids*} show off some of their latest awards. Ron won the very special Pastor's Trophy at the Richland Baptist Church show with his Allante being the car the pastor would most love to own.

Name Tags

We are putting together an offer for magnetic name tags to wear at our events and at other events so people will get to know each other more easily, and visitors and guests will be able to identify our members. Other clubs have had great success with using these name tags, and using a magnet for the back, they do not harm clothing, and are easy to put on and remove. They are made of metal, so they should last a long time. Here is the deal. We have decided on two styles. One with your name only, and a second style, as shown, with your favorite picture of your favorite car, and optional—the year. The cost is the same—\$10.00 each, but for the one with the picture, ordering time is of the essence. Here is the basic style.



The actual final tag may look a bit different, but the style will be close to these representations.

We request that if you want the name tag by the regional meet (November 13) that you place your order by the end of September. Make a check payable to NTXCLC for \$10.00 and send it to me 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 me a photo or email me 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.

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

Member in need of some Technical Help

1947 Series 61 Fastback Coupe, All original.

I have been working on removing about 5 old layers of paint, and applying primer. Then I'll start working on the interior, which is original, but in very sad shape. (65 year old headliner disintegrates when touched). Next step is to figure out how to remove the seats so I can get them re-covered. I've never restored anything, don't know what I'm doing, and don't have a lot of money to put into it. So I'm just having fun and fixing it just enough to look decent.

Anybody in the club have anything similar? Keith Kennington Plano, Texas kkcasualliving@yahoo.com



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AUG

August 11 Technical Tour - Sherwin Williams Automotive Training Center 10 am



web site: www.clcntx.com

Under the Editor's Bonnet

by Bill "Lifer" Levy



1953 Cadillac Eldorado

In 1953 the average cost of new house was \$9,550, an average wage was \$4,000 a year, gas was 20 cents a gallon, and you could buy a new car for \$1,650. That is, unless you wanted something special, like one of Cadillac Motor Division's 50th anniversary 1953 Cadillac Eldorado Special Sport Convertibles. Upon an introduction September 20, 1952, 532 were built, extensively modified, mostly hand constructed, for a selling price of \$7,750 US dollars. It is said that Cadillac lost money on every car it produced. Owners tell me the doors were custom fitted, not interchangeable between cars, and the body has a lot of lead to make it fit correctly.

This car was the product of General Motors design chief Harley Earl, based on the 1952 El Dorado "Golden Anniversary" concept car, and Harley designed bumper bullets (aka dagmars) from the 1951 GM LeSabre show car. The overall execution of the car was by Ed Glowacke, Chief Designer of the Cadillac Studio from 1951-57, who is known for further developing the "Dagmar" bumpers. Although the car was built from up from a 1953 series 62 convertible, it rode 3 to 4 inches lower and weighed in around 4,800 lbs. It was made for comfort with a generous interior, on a 126-inch wheel base and powered by the regular Cadillac 331 cubic inch (5.4 liter) engine, which produced 210 horsepower. Special features included the first Cadillac production wrap-around windshield, special cut-down doors, rich leather-and-cloth upholstery, wire wheels with 8.00 X 15 white wall tires, fog lamps, vanity and dual side mirrors, a metal tonneau soft-top cover instead of canvas, and a signal-seeking radio. If you had any more money burning a hole in your suit pants, you could get a heating and ventilation system for \$199, power steering for \$177, tinted E-Z-Eye glass \$46, the new Autronic Eye Automatic headlamp beam control for \$53, and for a mere \$620 you could have air conditioning (in a convertible??).

Officially the cars were offered in twelve Cadillac colors, but most of the cars were delivered in Aztec Red, Alpine White, Azure Blue, and Artisan Ochre — the latter is a yellow hue, although it was shown erroneously as black in the color folder issued on this rare model. There was no

special badging on the car, other than the "Eldorado" nameplate, in "gold", in the center of the dash, and the same design embossed in the aluminum carpet retainers in the door openings.

Because of a massive fire that destroyed GM's Detroit Transmission Division's four-year old Hydramatic plant on Plymouth Road and Hartel Street in Livonia, Michigan on August 12, 1953, along with two government contracts - one for a state-of-the-art guidance system, for the U.S. Air Force; and the other for a range finder system to be used on Army tanks, the corporation and the three divisions that used this transmission went scrambling for other sources of trannies to complete the year's model year production. As a result, Oldsmobiles and Cadillacs during the down-time were assembled with Buick's Dynaflow transmission. 19,000 Caddys used dynaflows (called Twin Turbines). To determine the cars with Dynaflows, they had Carter WCFB four-barrel Models 2088S, 2119S, and 2119SA, and also Rochester 4GC four-barrel Model 7006215. These carbs had special anti-stall dashpots to prevent the engine from stalling. They also had higher gearing in the rear ends to increase the transmission turbine speeds.

I snapped these three beauties at the St. Augustine, FL CLC Grand National all parked together as a red, white, and blue tribute to American craftsmanship and design. The alpine white Eldo is owned (and for sale) by Dick Peden, Atlanta, GA; the azure blue by Marke Brodsky of Chevy Chase, MD; and the aztec red, car number 107/532, is owned by Brady Como, Broussard, LA.

Lifer



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 Rubye Musser (rubymusser@yahoo.com) or Bill Levy (lifer@writeme.com) for an application or special request.

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

CLASSIFIED ADS

2012 NTXCLC OFFICERS

CARS FOR SALE

+++++

'59 Cadillac A 4 dr "special" with a bar in the back seat and adjustable air shocks. The engine is out & in a box; Contact Jim Edwards, 940-592-4874, jdedwod@clearwire.net (June)

PARTS FOR SALE

+++++

WANTED

+++++

OLD 8.00 X 15" or 8.20 X 15" tire to fit inside an enclosed continental kit; doesn't need to hold air. Steve Overby, 214/343-3355 or doverby@hotmail.com. (July)

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 Rubye Musser at 817 996-8066 rubyemusser@yahoo.com

President's Activities

By Rubye Musser

AUGUST 13 is National Antique Car Day

See you all August 11 at Sherwin Williams Auto Painting. This is a very well presented tech meet. So prepare to come and learn a lot about painting your car.

Watch the back page calendar -- lots of interesting activities coming up.

Last month I told you about Bill Shipp and Ford McWilliams driving in the GREAT RACE. Well, they completed the course with very little minor problems. So here is a partial story until he writes about his adventure for us:

"We had a muffler bracket break. Lots of gravel rough roads. On the way home the battery went bad. I had an extra in the trunk. A electric fuel pump quit right at a starting point, I had installed an extra one so all I had to do is unplug the bad one and plug in the new one. So really we had no problems. Trying to get rested and go over the car to make sure all is good."

"We made it home July 3rd. 4803 miles in a 1951 Packard. We did not win nor were we last. Somewhere in the middle. We achieved our goal, to drive there, compete, and drive home. To finish is to win. We did it!!!!"

CONGRATULATIONS GUYS!!!!!!!!!!

We wish to thank Terry and Sonny Graham for hosting our July 4th Meeting and Lunch

Thanks,

Ruby

President: **Ruby Musser**

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Secretary: **Terry Graham**

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Treasurer: **Neil Jefferson**

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Pate Director Assistant: **Neil Jefferson**

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

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

SUNSHINE REPORT: Rubye Musser

Best Wishes and Speedy Recovery

Charlie Gambolus--frac leg

Al Gitleman-- frac elbos

Justin Burgess-- progress cancer treatment

Mark McKay, Bill Byers, Dave Eckberg

Bill Coleman, John Harmon, Magaret Kressman

Rudy and Minnie Bedrick, Bill Tucker

Karen Phillips

We wish all who have a Happy Birthday this month:
Margaret Kressman

Need your birth date all...

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



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STANDARD OF THE WORLD

**Bill Levy (lifer@writeme.com)
Editor, North Texas Region CLC
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**The 20th of August
is the deadline for our September
2012 NTXCLC
newsletter items**

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Texas Region Cadillac & LaSalle Club, USA.**



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



NTXCLC

August 11th— 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. See map page 5.

August 25 & 26 44th Annual Bug Tussle Trek. Texas Region Antique Automobile Club of America. Charles Gambulos @ 214.924.3086

September 15— Annual Cowtown Cruisin' For The Cure, Ft. Worth. 10am-3pm. Still time to register your Cadillac. Contact Neil Jefferson at neiljefferson@att.net

***October 6,** 9:00 am Texas State Fair, Cadillac Car Corral. Confirm with Rubye.

***October 13,** NTXCLC Regional Meet and Officer Elections, Sewell Cadillac, Lemon and Mockingbird, Dallas, TX **Print off the flyer on Page 10 and send it in.**

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

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

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

August 4th, Cars and Coffee, 8am – Noon. Get there NLT 7:15 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.



July—18 Cadillacs (and one very rare Chrysler Imperial)

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.

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



2012 REGIONAL MEET and Elections

North Texas Region Cadillac & LaSalle Club

SATURDAY OCTOBER 13, 2012 - Head 'Em Up, Ride 'Em Out

Sewell Cadillac of Dallas
7310 Lemmon Ave. Dallas, TX 75209

PLEASE REGISTER on Page 2 NO LATER THAN SEPTEMBER 21
This is your copy

MEMBERS NAME & SPOUSE _____
ADDRESS _____
Phone _____
E-mail _____

Member and One Guest - NO Charge (indicate one or two for head count) _____
Additional family members \$15.00 _____
Children under age 6 - each \$ 6.00 _____
Additional non family - each \$20.00 _____
Total Due- \$ _____

PLEASE make check payable to:

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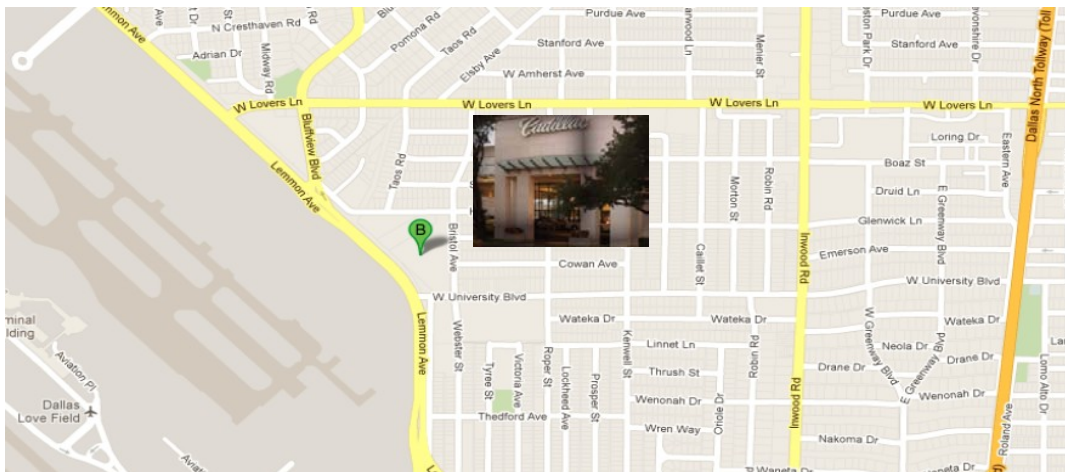
Please list all cars that you want to show for judging. Remember, ALL Cadillacs & LaSalle's are welcome to show. No matter what condition or year model or under construction. There will be room for everyone. WE want to see your car!!!!!!!!!!!!!!

Car # 1 Make _____ Model _____ Year _____

Car # 2 Make _____ Model _____ Year _____

Car # 3 Make _____ Model _____ Year _____

All right your done !! Get Ready for Chrome, Bumper Ballets, and Goodies





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REGISTRATION FORM

2012 REGIONAL MEET and Elections

North Texas Region Cadillac & LaSalle Club

SATURDAY OCTOBER 13, 2012 - Head 'Em Up, Ride 'Em Out

Sewell Cadillac of Dallas

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Car # 1 Make _____ Model _____ Year _____

Car # 2 Make _____ Model _____ Year _____

Car # 3 Make _____ Model _____ Year _____

**JUST FOLD FORM, TAPE SHUT, ATTACH A STAMP, AND MAIL
THANKS. WE WILL SEE ALL YA'ALL THERE**