



# STANDARD OF THE WORLD

## Cadillac LaSalle Club North Texas Region

May 2022



*Awarded Best CLC Regional Newsletter 2008, 2020*

### PATE SWAP MEET NOTES



This year's Pate Swap Meet was a sellout, selling more spaces than ever before. Over an estimated 200,000 visitors for the three days of the second largest transportation swap meet in America. We had many visitors to the hospitality tent, some wanting information about their Cadillacs, some wanting to buy Caddy parts, and some wanting to join our regional club.

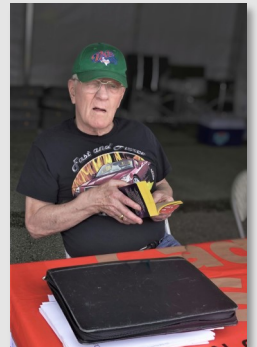
Preparation, setup, and last-days teardown was met with good weather. This year the meet expanded into the west grass area and we had a crew preparing the 2,480 new vendor space marking tiles



Tile marking crew: Harriett Levy, Norma Gipson, Bill Ische, Sandy Ische, Debby Overby, and Linda Stathopulo.



Chris Jessen developed and executed the banner placements for the hospitality tent.



Doug Ashby was one of the hospitality tent hosts this year, answering questions and taking names.

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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

## Pate Swap Meet Setup And Tear Down Crews

On a cloudy and very windy in April at the Texas Motor Speedway, Pate Swap Meet area, these 50 volunteers from the North Texas Region and West Texas Region Cadillac & LaSalle Club, Lone Star Model T, and the Texas Region AACA helped to set out the 10,148 + vendor space marker tiles. Then on a bright, sunny, cloudless day with little wind, the 41 members of these clubs helped to retrieve all the tiles and 132 street signs, put them in plastic storage tubs and into the Connex for safe, dry storage until next year.

A big **THANK YOU** to all!

### SETUP 4/23

Cole	Clayton	AACA
Kathay	Clayton	AACA
Sue	Frisby	AACA
Carey	Frisby	AACA
Charles	Gambulos II	AACA
Charles	Gambulos III	AACA
George	Leny	AACA
Joey	Roper	AACA
Doug	Siminoe	AACA
Susie	Siminoe	AACA
Chris	Stathopulo	AACA
Linda	Stathopulo	AACA
John	Velde	AACA
Steve	Bourgeois	LST
Ed	Clark	LST
Marc	Engel	LST
Noah	Engel	LST
Hal	Gorman	LST
Cheyene	Girden	LST
Dan	Hays	LST
Robert	Jebavy	LST
Frank	Joey	LST
Larry	Kollie	LST
Joey	Mackey	LST
Ric	Martin	LST
Caleb	Martin	LST
Fran	McGlinn	LST
Bill	Peterson	LST
Mike	Phillips	LST
Brian	Phillips	LST
Joey	Potts	LST
Adran	Potts	LST
Teresa	Rafidi	LST
David	Rosenow	LST
Ken	Bagley	LST
Betty	Dawson	LST
Richard	Cross	NTXCLC
Norma	Gipson	NTXCLC
Ned	Hannah	NTXCLC
Bill	Ische	NTXCLC
Sandy	Ische	NTXCLC
Chris	Jennsen	NTXCLC
Bill	Levy	NTXCLC
Harriett	Levy	NTXCLC
Steve	Overby	NTXCLC
Debbie	Overby	NTXCLC
Jeff	Podmers	NTXCLC
William	White	NTXCLC
Rick	Elkins	WTR

### TEARDOWN 5/1

Sandie	Gambulos	AACA
Charles	Gambulos II	AACA
Ernest	Gonzales	AACA
Kim	Heith	AACA
Amy	Heith	AACA
Nuris	Hester	AACA
Neely	Kerr	AACA
Judy	Kerr-Guysinger	AACA
Steve	Knight	AACA
Kassie	Knight	AACA
George	Lang	AACA
Doug	Siminoe	AACA
Susie	Siminoe	AACA
Markus	Tirschler	AACA
John	Velde	AACA
Denise	Velde	AACA
Steve	Bourgeois	LST
Marc	Engel	LST
Jim	Frierson	LST
Mike	Garrett	LST
Sam	Goforth	LST
Robert	Jebavy	LST
Candy	Jebavy	LST
Larry	Kollie	LST
Ric	Martin	LST
Bill	Peterson	LST
Brian	Phillips	LST
Teresa	Rafidi	LST
Ken	Bagley	LST
Betty	Dawson	LST
Ron	Fishell	NTX
Norma	Gipson	NTX
Ned	Hannah	NTX
Jim	Hanson	NTX
Chris	Jessen	NTX
Bill	Levy	NTX
Harriett	Levy	NTX
Jeff	Podmers	NTX
Mark	Waterman	NTX
Butch	James	
Dave	Beck	

### HOSPITALITY TENT

Doug Ashby  
Chris Jessen  
Ron Fishell  
Bill Levy

## CLASSIFIED

**For Sale: 1997 Eldorado ESC.** Bought at Sewell: New NAPA radiator, lower hose, & coolant. tagged to 2/23. Killer AC. Only option is a trunk mount CD player. Spare full size wheel included, owners books, keys, sales literature, etc. Downsizing, too many cars. \$1350. Please do not try to low ball me. **Richard 817-472-4260**

**For Sale:** hood emblem, possibly early 1970s. Spring loaded, two studs/mounting. Karen's finger in the photo is not included. \$40. **Richard 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*

### *Under The Editor's Bonnet*



I was reading about the new Cadillac CT5-V with 668 horsepower. Golly, that's a lot of oomph for a family car. And I wondered what sort of family would benefit from this souped up factory hot rod. Well, I'll betcha that Bonnie and Clyde would still be alive today if they had that CT5-V instead of that rattly old 1934 Ford V8.

I see this car for sale is all original; new paint, new interior, refurbished engine, original hub caps...



This the first hospitality tent set up for NTXCLC at Pate Swap Meet April 23rd. It failed to survive the weekend due to the Texas April winds.



## 1st Saturday Breakfast Social

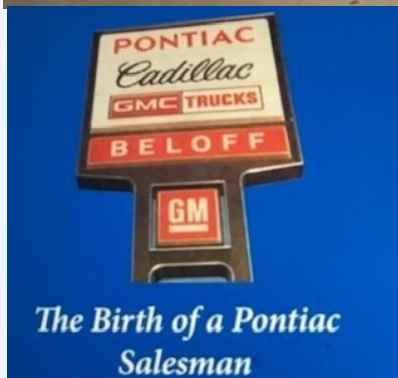
Our 1st Saturday get-togethers are a relaxed fun social event with classic cars in the parking lot a secondary thing. The gents share thoughts on old cars, collector cars, and just cars, and the spouses enjoy things that are just not automobile related. Part of the car club experience is friendship, 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. You will have a good time and food is good. Spouses are invited. Next meeting May 7th at 9:00 a.m.



Connie Beloff, Judy Hanson, Harriett Levy, Judy Zimmerman, Debbie Overby and Kathleen Ashby

Ron Fishell, Bill Levy, Steve Ovrby, Lenny Zimmerman, Doug Ashby, DaN Harrison, Alex Beloff III, and Jim Hanson. And one of the happy waitresses at Bic's

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## CADILLAC TO THE RESCUE OF JOHN Z. DELOREAN

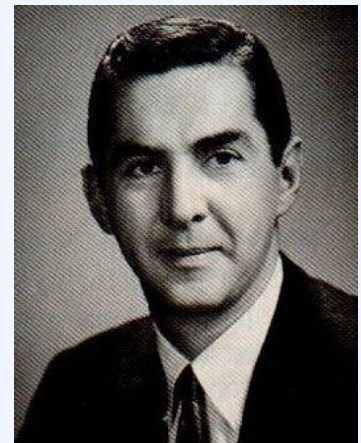
Story and artwork by Alex Beloff III except where noted

A true story that is as unexpected as it is shocking . . . To learn of a Cadillac “official” document of great historical importance. I have never spoken “in print” of this man until now but I was there!

Astonished at the extent of his reputation clear back to 1959, in my view John Zachary DeLorean was the origin of enthusiasm and brute horsepower. The very essence of the term “muscle car madness” and Pontiac excitement. As an original gear head car guy, you must have heard of John DeLorean unless you were doing hard time or freeze dried. John stuck his neck out at the glare of distaste from anti racing GM brass.

Pontiac on October 1, 1963, debuted the GTO as an option Lemans package code W62 with 325 hp 389 V-8 high compression 421 heads and optional three Rochester two barrel carbs for “tri-power” setup! Wind it up. . . Blow it out . . . GTO heart pounding! DeLorean, Estes, Collins and Wagner fashioned truly uninhibited automobiles - the best of the breed. GM brass scoffed anticipating a modest 5,000 sold 1964 GTOs. Ageless car lovers bought 32,450 and production lines couldn’t keep up with more sold orders. John DeLorean, general manager of Pontiac, turned out one hit after another growing Pontiacs sales to nearly one million annually. Pontiacs were the best looking and *Motor Trends* car of the year four times and third in sales nationally for six straight years 1961-1966.

The son of a Ford foundry worker, John worked his way to an MA and MBA. At 27 John was head of Packard R & D and then moved to GM and the stodgy Pontiac division at 31. John was director of advanced engineering. By 1965 he was manager of Pontiac at the young age of 40. In 1971 at 47, John now head of Chevrolet developed a battle plan that led to a 300% increase in Chevy profits and three million cars and trucks. That earned him \$650,000 annually and poised him to be the next president of the largest company in the world GM. In 1972 John was head of GM’s North American car and truck. After he repeatedly complained about GMs quality, he resigned (error) was forced out in 1973. In 1975 he founded the DeLorean Motor Car (DMC).

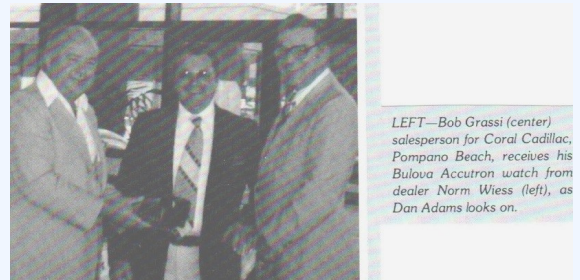




I think it was 1974 that Cadillac Motor Car Division offered John Zachary DeLorean an “official” document authorizing DeLorean as the new metro exclusive franchised Cadillac dealer located in a “hot” selling Southern Florida location. Folks this is historic! A new Cadillac location eliminates aged inventory, marginal facilities (all new ground up), and most of all no blue sky. Traditionally purchasing an existing premium Cadillac location at the time required paying at least above book value. That is a premium for owning a money machine. The factory (Cadillac) pretends no knowledge of this.



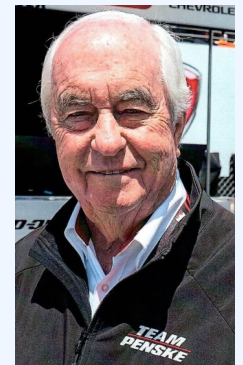
John desperate for cash learned he could sell “the Cadillac letter” and demand a mind boggling one million dollars . . . but no takers! Cliff Wagner of Cadillac Motor Car Division alerted highly successful stand alone Oldsmobile dealer Norm Wiese in Kokomo, Indiana, about “the letter”. As a top producer at Eric’s Chevrolet (part time) while still at Bunker Hill AFB B-58 Hustler nuclear bomber wing, I met Norm often and we were friends. In 1967 as I remember, Norm Wiese loaned the former county sheriff \$10,000 to open Ponderosa Steak House. I think Dan Lasater and Charles Kleptz also participated and later they sold Ponderosa for \$30,000,000 making Norm Wiese a millionaire. The one million for John DeLorean’s Cadillac letter became affordable for Norm.



John DeLorean did not realize that as a Southern Florida Cadillac dealer, he would be assured of success. You can’t miss! It would have generated an impressive income for the rest of his life plus access to many billionaires and the leadership of the world that enjoy wintering in Southern Florida from November through Easter. He was blinded by desperation for cash. Norm Wiese officially became the Cadillac dealer in Pompano (Light House Point), Florida, called Coral Cadillac. Remember, Norm Wiese’s one million dollar purchase of the Cadillac letter? Coral Cadillac regained his purchased price in three short years.



Roger Penske determined his early path to success as a Cadillac dealer in Downey, Van Nyse, and Menlo Park, California back in the 1980’s -1990’s. Today according to *Automotive News* 2022, Penske Automotive Group, Inc. is the #3 largest dealer group based in the US and owns 287 dealerships with a gross annual income of \$25,554,716,000. Perhaps DeLorean sold the Cadillac letter too cheap and may have dumped in his own mess kit! For those who may not know, Roger Penske’s racing team has won more events than anyone in recorded history.



John DeLorean recruited some of the best talent in the automobile business. With \$300 million in loans and a British government partner, the modern manufacturing started in October 1978 in a cow pasture in Dunmurry Northern Ireland. By January 1981, the first Gull Wing stainless steel car was produced. Exposing fatal flaws were: speedos not working, tachs not working, washers not working, windows falling out of their channels, the gorgeous Gull Wing 90 pound doors are jamming shut or not locking at all, and the 75 amps alternator is drastically understrength. DeLorean cars were lying all across the country with dead batteries and leaking cooling systems. The trends are irreversible.

You could never force dealers to buy cars they couldn't sell. The company keeps the press away. The Renault V-6, Volvo heads, Bosch fuel injection promises more performance than the power plant could deliver. November had the recall of all vehicles for front wheels that could fall off and the throttle cables freeze even in motion. Nobody would buy a car with such serious defects even stainless steel. It's over. DeLorean should be remembered as the pride of one man's work generates the pride of thousands. His engineering skills and great emotional style generated pride in thousands of factory workers, dealers, and sales people across America. Inspiration for the DeLorean gull wing doors came from the 1954 Pontiac Bonneville Motorama show car and later the Mercedes Benz shown here that sold for 3.4 million some-time again ago. How is that for history!



It is important to remember that none of my carriage trade owners go to Michigan for the winter. From November through Easter, they winter in Southern Florida. As I predicted, my Cadillac owners were buying where they winter and remain domiciled in their Florida estates. The most extravagant lavish facilities on the planet in my view are in Southern Florida on both coasts. The dealers and staff catered to every whim including free pick up and delivery and no charge for regular servicing. Trade ins of some of the most exotic vehicles registered 3,000 to 4,000 miles a year. To be a Cadillac dealer back then, Florida was the garden spot of the universe. After all, unless you had feathers in your hair, it is the people from the North in the last 100 years that developed Florida as we know it today. Above photo is from 1965.

*May God bless the trails you ride! Alex*



## PATE WORLD



New Banner we bought at Pate, from a Model A vendor...



Dave Beck and Butch James, from Arkansas. Hardest working Pate Swap Meet workers in the world.



Another easy restoration here at Pate.



One of the many food vendors at Pate. This one was having a sale on hotdogs. Was \$5.00, but now for a limited time only, \$6.00 each.



There is almost nothing you can't buy at Pate.



There are many tough jobs at Pate.



# Sunshine Report

NTX members pray and wish the best and speedy recovery to all who are ill.

May God Bless All and keep safe from the Covid.

**March Birthdays: If your birthday is in May, let us know.**

Alex S. Beloff III  
Greg Nieberding

Love,

*Ruby*



# Membership Report

## Welcome 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](mailto:billhsln@att.net)

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# Activities Calendar

Photos by Hugh Harris-Evans

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

## 2021

Due to the current Coronavirus situation, certain activities are on hold. Please bear with us and be safe.

## 2022

**May 7th** NTXCLC First Saturday Breakfast Social.

**June 4th** NTXCLC First Saturday Breakfast Social.

## PATE DATES—2023

Please plan accordingly

**March 18th** Tile Party (March 25th rain date)

**April 22nd** Setup

**April 27-29** Pate Swap Meet

**April 30th** Tear Down

## NATIONAL:

**2022 June 21– June 25** CLC Grand National, Chicago (Lombard), IL.

**2022 September 22-24** Cadillac Fall Festival and Concours d'Elegance, Gilmore Car Museum campus.

**2022 October 30—November 4** National Driving Tour-Virginia Beach, VA a tour to cover several south-east states.

**2023** Winter Board Meeting is in Concord, NC

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

**2024 January**, Irving, Texas National Board Meeting.

Pending:

May-Rusk Texas, Drive and Ride the Train.

June-Caravan to Chicago CLC Grand National.



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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.



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**NTXCLC Board Meetings usually 3rd Saturday at 11:30 a.m. of even months**

**Next Board Meeting TBA**

May 2022



**STANDARD OF THE WORLD**

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**First Class Mail**

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**2024** CLC Grand National Gettysburg, PA.  
**2025** Grand National Atlantic City, NJ.

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

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