



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region



August 2021

Awarded Best CLC Regional Newsletter 2007, 2020

Road Trip

Story and Artwork by Bill Levy
Trip designed by Doug Ashby

After being trapped indoors for a year and a half, it was a welcome opportunity for a medium length road trip. Although it was assembled with short notification, a nice turnout was involved and we had a beautiful Texas summer day to enjoy the ride.

We started out in Frisco, Texas and headed north to Gunther, Texas where we visited with Keith Hickman and his Hickman Creations rod and custom shop. It is a very large shop with lots of cars in every stage of creation and construction. Keith has been in business 8 years and has accumulated a lot of floor space, most of it crammed with his and the other eleven employees work. What a great shop.



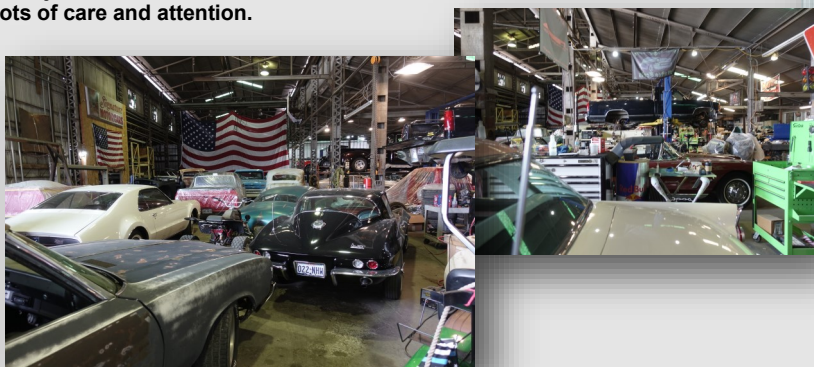
One of the projects at Hickman Creations is a 1938 LaSalle. This is the fully rebuilt 1,000 lb LaSalle flathead engine ready for installation. It includes fuel injection and an alternator and lots of care and attention.



1938 LaSalle. This car was stored away for more than 60 years in a dry state and going to be a fantastic resto-mod Cadillac when finished.



Keith Hickman took time to explain the features of his creations, and the workings of his shops.



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**

Road Trip



After enjoying the fantastic shop at Hickman creations we set out driving on the back roads to Nocona, Texas. There were five cars in this convoy, including a 1959 Cadillac Fleetwood driven by Dave Whitaker and his Boston Bull Terrier as the navigator, 1973 Series 62 Coupe DeVille piloted by



Mark Waterman and assisted by friend Gary Adams, a 2006 XLR driven by Doug Asby and accompanied by wife Kathleen, my 2001 Cadillac Eldorado, and a late model Mustang. Later we were joined by Steve and Debbie Overby in their 2020 Cadillac ST6.

We traveled westward along some very nice country roads, passing some gorgeous ranches and fine farm type homes, going through towns like Tioga, Texas, crossing Ray Roberts Lake, passing through Road Runner, Texas, Valley View, Texas, Era, Texas, Rosston, Texas, Forestburg, Texas, Montague, Texas, and finally entering Nocona, Texas for a tour of the Horton Classic car Museum.

The Horton Classic Car Museum is housed in the town's former Ford dealership; the Horton Motor Co. Museum is next door in the former Chevy dealership. In a town with a population of 3,000, this museum boasts 150 cars, including one of every year of 40 matching numbers Corvettes from 1953 to 1973.

Every car engine, interior, and exterior is immaculately clean, started twice a week, and makes for the most presentable cars in one place.



NTXCLC Road Trippers included Bill Levy, Al and Mary Berroteran, Kathleen and Doug Ashby, Debbie and Steve Overby, and Mark Waterman. Not shown: Gary Adams, and David Whitaker who left early.

1st Saturday Breakfast Social



Dan Harrison, Bill Levy, Steve Overby, Harriett Levy, Debbie Overby, Connie Beloff, Judy Hanson, Jim Hanson, Alex Beloff III, and Ron Fishell

This was our second together since March of 2020. It was a beautiful day, with NTXCLC members and spouses sharing a 1st Saturday Breakfast Social and it was very enjoyable. This one of our special events and we look forward to more participation as the year advances and the pandemic recedes.

Cadi Gals Lunch Social



On a pleasant Tuesday noon time Debbie Overby, Vicki Barr, Harriett Levy, Judy Hanson, and Jean McMeans got together for a club lunch social without the guys and their car talk. Harriett would like to make this a regular monthly feature of the NTX club, so feel free to contact her about availabilities, location and times. (214) 794-1898.

WHO SOLD THE MOST CLARK AVENUE GOLD?

Story and artwork by Alex Beloff III

Don Massey Cadillac Inc.
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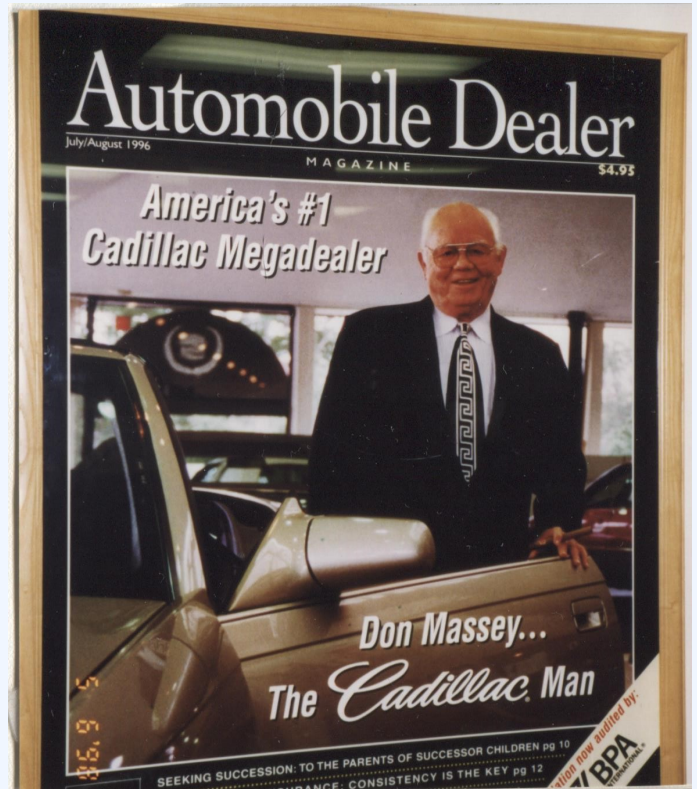
ALEX BELOFF
Sales Manager

Ed Pobur, Sr. with Alex and Ed Pobur, Jr.
 Massey Cadillac September 2009

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 Master Cadillac Dealer*

Tile Party

Mr. Don Massey and I were servants to the socially and financially privileged cognoscenti. He was a class act and a genuine gentleman. He always walked the 54,000 square foot facility including our 14 car show room. He was a customer psychic, extemporaneous and secretly compassionate. He said to me, *Alex, you have full authority to fix any customer long faces. Find out why and handle it promptly.* He set tough and exacting standards for the sales environment and customer service dealers to this day. The “Cadillac Man” was a true legend. He had become the most volume selling Cadillac dealership in the United States and the largest Cadillac retailer in the country. Mr. Massey retired in 2002, selling his 16 store dealerships to Sonic Automotive. Mr. Don Massey heard the Lord call his name on 9 January 2011 at his home in Northville, Michigan at the age of 83. Not bad for a young Tennessee native who arrived in Detroit 1961 in an old Hudson loaded with family and a cocker spaniel.



Since 1922, most all rear wheel drive Cadillacs were created and assembled at Clark Avenue plant in Detroit, Michigan, and referred to as “Clark Avenue Gold”. At Lone Star Cadillac in Dallas, Texas, when we saw the car transporter truck arrive with new Cadillacs, with pride we said, *Another load of Clark Avenue Gold!*

Remember “Northland Shopping Center” in Detroit, Michigan? J. L. Hudson? That’s my Dad’s 1957 Cadillac convertible he bought new. I was on emergency leave from Vietnam in 1961. The trip from Rossford, Ohio, was up Telegraph Road (24) through Monroe, MI (Colonel George Armstrong Custer’s home town) to Flat Rock to Mo-town and the annual pilgrimage to CoBo Hall new car show. Cruising Woodward Avenue, Hamtramck, Frankenmuth for fried chicken, Holland for the tulip festival, Clark’s Lake, Houghton Lake and Charlevoix. Dad, a Canadian by birth, drove to Sarnia, Canada, for great coffee. How about Helen and Chet’s polka party, WWJ Radio atop the Penobscot Building, WJR & CKLW, and the GM Tech Center at 12 Mile and Mound Road in Warren.





In 1981 on our showroom floor, we featured the Classy Chassis. Twelve gorgeous Detroit Piston basket ball team cheer leaders adorn Mr. Massey's personal #1 last year 1976 Eldorado bi-centennial convertible. Note our 20 foot high solid bronze Cadillac wreath and crest.

Don Massey Cadillac was on 11 paved acres and you could ride our comfortable golf carts to view the largest Cadillac inventory in North Central America. Cadillacs were all serviced, fueled, and standing tall for immediate delivery or shipment world wide. "Kings and Queens" adorn our rest room doors. View our own New York stock exchange monitor. Free car wash, free coffee and free new Cadillac service loaners as well as free pick up and delivery was available as well as the world's largest staff of certified Cadillac master technicians and the largest Cadillac parts inventory.

Some of my most memorable Don Massey remarks: *"He's got the personality of a cigar store Indian! Hi neighbor. How ya hitting 'em! (your golf game)." After only three months as Don Massey's sales manager, I was rushed to emergency surgery to remove a diseased gall bladder. Eighteen stomach sutures later negates even driving a car for three months. Mr. Massey immediately called me. I said, "I can't run with the ball for awhile."* He said with emotion and sincerity, *"You keep your demo Seville and your wife's leased coupe. When you're able, I want you back here with me . . . I only patronize winners!"* He is not an autocrat. Under that tough imposing persona is a great compassionate man. He remained my mentor and friend all of his life.

Note: Alex's creation of four impressive exhaust pipes per side on the 1957 Eldorado Biarritz . . .



Photos often show the inside of Cadillac's Clark Street plant in Detroit, Michigan, but few show the exterior. Here, an impressive line of 1955 Cadillacs is ready to be loaded below a giant Cadillac crest adorning a skyway between plant buildings. (GM Media Archives)

Coolness!

May God bless the trails you ride.

Alex

Newsletter Articles

Would you like to see your Cadillac on the pages of the NTX-CLC newsletter? This small, but deluxe publication gets circulation, not only in our region, but is sent to many of the CLC clubs across the nation and world. By appearing here your story can become part of Cadillac history. **I need your story and your pictures**, or just your favorite photo of your car. It could be a story about the vehicle as it is now, or it can be a restoration article, or a funny, interesting, or even a sad story. But it's about your car, and this means it is about you, too. If you feel you can't write well enough, send me the basics and I will help you write the story. I have many pages to present monthly, and I have room for you in them. So, don't feel embarrassed—email me, or call me, or see me at the NTXCLC outings and let's make history.

lifer@writeme.com



NTXCLC Membership Survey 2021

This is YOUR club so your Board (page 11) would appreciate and needs your suggestions. I am still asking!

Please return no later than **August 5**. You may
 Reply and answer questions to lifer@writeme.com
 Print and complete /take a picture and email it back by scanning or attachment
 Call me if would rather discuss or text me a picture of responses 214 563-1033
Bill Levy, President



How would you rank your satisfaction with the following activities?

Activity	Love It	Not My Favorite
1 st Saturday Breakfast Socials		
4th of July parade		
Cadillacs In The Cul-De-Sac – a car show , possibly Regional Meet		
Cadillac Through the Years car show		
Meet up at car events in town (at various producer's car shows)		
Christmas Holiday party – Dressy event at the Country Club		
Meet Up and Cruise Somewhere (Monthly Meeting)		
Picnic		
Zoom meetings		
Newsletter		
Pate Swap Meet – Tile Party		
Pate Swap Meet – Setup Day		
Pate Swap Meet – Tear Down Day		
Pate Swap Meet - Hospitality Tent		

Are you ready to meet with the Cadillac Club?

- ☐ a. More than ready just tell me when and where
☐ b. Outdoors only!
☐ c. Not yet but soon!

How satisfied are you with the NTXCLC Cadillac Club?

1 – Not for me	2	3	4	5 Love it
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Any ideas, suggestions, or general comments. Location suggestions for above events appreciated. Use additional paper if needed.

Call me: Name: _____ Phone: _____

I will help with: _____

Name: _____ Phone: _____

Sunshine Report

Sunshine:

Pauline Johnston

Marvin Block

Lance McClung, a cast on left arm, also completed a 14 days of quarantine.

Bob Musser

Welcome home for two week vacation to Patrick Garrett
off submarine duty and from Seattle, WA visiting family.

To any others that I have missed during the Covid
We hope all are well and ready for some outings.

Our sympathies to Richard Cross and Family.
His mother passed away July 15, 2021 at the age of 101.

Working on some events if anyone has a suggestion, please email or call 817 996 8066

Membership Report

Welcome New Members:

There are 15 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.

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\$75.00 – 1/8 page, \$125.00 – Quarter page,
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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

Classifieds

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

CLC Board Notes

The 100 year of Cadillac will be coming up in 2026. CLC planning a future tour drive of Route 66. CLC Museum has had four cars donated and has a 2007 DTS for sale. Bill Anderson is looking for additional judges for Grand Nationals.

Activities Calendar

Here are the up and coming 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.

August 7th NTXCLC First Saturday Breakfast Social.

August 14th. Road Trip to Weatherford for a peach ice cream cone. Meet at Kroger's in the westside Market Shopping mall, 9114 Camp Bowie Blvd, just east of I-820 at 11:00.

September 4th NTXCLC First Saturday Breakfast Social.

NATIONAL:

2021 September 24-25, 2021 Cadillac-LaSalle Club Museum and Research Center Fall Festival, Hickory Corners, MI.

2021 CLC National Driving Tour, TBA

2021 November 10– 14 Cadillac & LaSalle Reunion 2021, Kissimmee, Florida

2022 January, Irving, Texas National Board Meeting.

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

2022 October 30–November 4 National Driving Tour-Virginia Beach, VA a tour to cover several southeast states.

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

2025 Grand National Atlantic City, NJ.

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

Next Board Meeting TBA

August 2021



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First Class Mail

STANDARD OF THE WORLD

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



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