



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region

November 2021



Awarded Best CLC Regional Newsletter 2007, 2020



2001 Cadillac Eldorado ETC

This was the top of the line in a personal car, sometimes called a banker's hot rod.

300 horsepower 4.6 L; 278.6 cu in L37 Northstar engine.

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**

Election of Officers

The annual NTXCLC Officer Elections have been completed and the final tally is being done. An announcement will be made in January 2022. Thank you for your participation in this important club function.

Additional positions are non-voting and are appointed by the Board. If you might be interested in these positions, please notify the Board. The assistant positions are a great way to learn about the positions and the club operations. **Newsletter Editor, Pate Director (Region), Assistant Pate Director, Assistant Membership Director, and Assistant Activities Director.**

PATE SWAP MEET NOTES



PATE SWAP MEET DATES: 2022

March 19th with a rain date of **March 26th** Vendor Space Marker Tile Refurbish Party at Zone Zero, Texas Motor Speedway 10:00 a.m.

April 23th NTXCLC PSM Set up day. Meet at Gate 4, Texas Motor Speedway at 9:00 a.m.

April 28th—April 30th Hospitality Tent Workers.

May 1st PSM Tear Down. Meet at Hospitality Tent 9:00 a.m.

Please adjust your planning and join us for these important events.

The Pate Swap Meet web site is *PateSwapMeet.com*.

1st Saturday Breakfast Social



Mathew Varble, John Parish, Bill Levy, Lenny Zimmerman, Doug Ashby, Bill & Sandy Ische, Kathleen Ashby, Judy Zimmerman, Judy Hanson, Harriett Levy, Debbie & Steve Overby, Jim Hanson, Ron Fishell, Marsha & Jeff Pendleton

Our 1st Saturday get-togethers are getting increasingly popular as it is a social event with 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 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 I and break bread with us for a while. You will have a good time.

NOTE: CORRECTION The October newsletter said the November 1st Saturday was on the 20th. No, it will be on the 6th of November.



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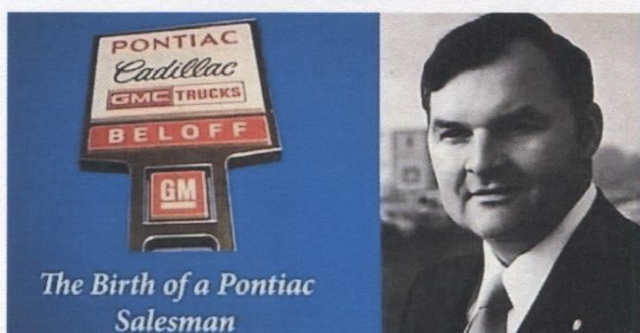
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CLC NORTH TEXAS BELOFF ARTICLES

Topless Cadillacs . . . 1957 Cadillac . . . Biarritz

Seville Elegante` . . . Lone Star Cadillac

THE BIRTH OF A PONTIAC SALESMAN



The Birth of a Pontiac Salesman

CADILLAC ESCALADE'S PROVINCE AND EXPOSE AS I LIVED IT

Story and artwork by Alex Beloff III

On the 22nd of August, 1997, I was recruited by fellow Vietnam era Veteran, General Sales Manager and F-14 Tom Cat pilot Captain Wayne Osterman as the senior salesman for Herrera Cadillac Oldsmobile GMC of prestigious Pleasanton, California. I had a private office and was salesman of the month consecutively. I spent a lifetime training my mind, body and soul as a Cadillac salesman. In 1998, I was told we are no longer a Cadillac dealership. I had to become a truck salesman!



The GM's riposte to the Lincoln Navigator, the gussied up Ford Expedition, that helped topple Cadillac as America's No. 1 luxury brand for the first time in history. After 16,000 first year Navigator sales, enter the "ESCALADE". Well, no amount of window dressing can disguise the fact that it remains a "truck in a tux" obviously related to Chevy Tahoe and GMC Yukon.

Mr. Herrera was approached by Cadillac that they didn't want the Escalade sold on the same lot as the look alike GMC Denali. So he accepted \$1,000,000 cash to give up Cadillac franchise. Mr. Herrera took the cash and I am now selling trucks.

Well, enter the 1998 Cadillac Escalade. "Escalade" is a term referring to the act of using ladders to scale defensive fortress walls. It is a fitting name for Cadillac's first SUV with extra spacious 142.8 cubic feet of cargo. The original Escalade was a GMC Yukon Denali - itself a fancy Chevy Tahoe - with wreath and crest badges and some wood and leather inside. So who got the Cadillac franchise so as not to sell Escalade with sister division Chevy Tahoe? Enter Crown Chevrolet Oldsmobile Cadillac in near by Dublin, California. A first rate dealer now selling Escalade and Chevy on the same lot!



Meanwhile back at Herrera, Buick was being dualed up with GMC so we became Buick also. The only time Captain “Wayne-o” and I locked horns. He wanted me to represent Herrera Buick at the San Francisco zone product presentation. I had 24 hours to prepare. I won first place and remained undefeated. All my Cadillac owners staged a mutiny and mass exodus to one of 16 Bay Area Cadillac dealerships.

Crown Chevrolet Oldsmobile Cadillac immediately rerecruited me. My private office was called “the trophy room”. Crown’s owner was anxious for me to retain my Cadillac owners to this first time ever location. Daily balloon etiquette, popcorn, hot dogs, and lot lizards turned off most of my former Cadillac exclusive clientele and this atmosphere turned off my previous owners who wanted the “exclusive” Cadillac experience.

Don Signer, owner of Signer Cadillac Buick in Newark, California, called me personally encouraging me to join his small select staff. He heard of my past accomplishments and agreed to support my retained owners. Yes, even Escalade sold better at this facility and was closed on Sunday.

THE ESCALADE DILEMMA by M/T Angus MacKenzie November 2017: Ditching the current models cumbersome live axle will lower the floor at the rear allowing decent leg room for third row passenger . . . The current model’s clunky and clumsy analog column shifter, something straight out of a Silverado pickup, escalade drivers ought to be able to shift between park, reverse and drive with their fingertips instead of arm wrestle a relic from the 1960’S . . . An Escalade body-on-frame truck simply cannot deliver the performance, ride, handling, quietness, interior room, and energy efficiency customers outside North America will demand. Cadillac need its ‘truck in a tux’ to keep the cash registers ringing well into the 2020’s.

Having lost 40% of my Cadillac owners to other luxury brands, I accepted an assignment at Germain Lexus of Naples, Florida. I was sent to Lexus product event in Fort Lauderdale. There on the polo grounds were huge piles of sand to demonstrate the unstoppable capabilities of the Lexus. Parked next to the entrance to the course was a big sign that read



these 4-wheel drive vehicles are “not allowed” on the dunes. Parked was the Escalade, Tahoe, Yukon, Navigator and Suburban—most all Detroit monster SUVs. They do not have central locking differentials meaning even in 4-wheel drive if one wheel is suspended in mid air, that vehicle will not and cannot move and must be towed to safety. What an eye opener!

There is more. My last Naples assignment was at Defoe Infiniti. Both Lexus and Infiniti have “central locking” differentials. Yes, it costs more. Both have the transmission shifter on the console. Both have all important dual over head cam V-8 that produce the highest useable towing capacity and best fuel economy. Both Lexus and Infiniti big SUV’s have semi independent rear suspension, meaning the third row seat folds flat, more head and leg room and better ride. Escalade had a solid rear axel which won’t allow that advantage. I once researched why Generous Motors won’t go to dual overhead cam SUV engines. Simple. GM produces 5,000,000 push rod V-8 each year (an engine that goes back to the 1955 Chevy).



The 2021 Cadillac Escalade is by far the finest in its history. Every engineering, styling and technical advancement is now in place. Is the Escalade Sport Platinum edition worth \$101,595.00 plus perhaps a \$20,000.00 surcharge? That is for you to decide. Probably the best buy will be

when an Escalade is two years old as a pre-loved purchase.

September was a lovely month for Connie’s 61st class reunion in Mason City, Iowa. Alex was very excited to see her classmates “extremely rare rides.” Steve Sinner has the 2020 Toyota 86 hakone edition coupe. Nick Magnani has the 2020 Lexus LC coupe. Each vehicles had exotic interiors with suedes and leathers. Thanks guys for showing Alex your cool rides!



May God bless the trails you ride. Alex

Newsletter Articles

I'll bet you would love to see your Cadillac on the pages of this NTXCLC newsletter? This special deluxe publication gets great 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 is now part of Cadillac history. **All it takes is your story and your pictures,** or perhaps 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, no problem, 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



REGIONAL DUES

For all of the members of the North Texas Region, it is dues time again, \$20.00, due December 31st, for another whole year of membership. This is your local club dues.

Let's put this \$20.00 dues in perspective so you can better understand what it buys you. First, you become part of a group of people that all have a mutual interest—classic cars and especially fine Cadillacs and LaSalles. Second, when you need help with repairs, parts, how-tos, and information, the club is a great venue to get this and other assistance. Also, you get this great newsletter monthly.

Now, there is a cost above and beyond. We do expect our members to participate in monthly events, many which are of no cost to members, or some costs paid for. There is the adventure aspect and of course, the social aspect of these events. And in order to pay for all these extras, we expect our members to help with our work at the Pate Swap Meet, the largest swap meet west of the Mississippi river. Whether you are helping with vendor space marking tiles, street signs, or just being a friendly person in our hospitality tent, your work is always appreciated.

And speaking of Pate Swap Meet, we earn a share of the profits based on our membership roster as of December 31st each year.

Note: If you are a new member in 2020 or 2021 your dues are already paid.

So, make your checks out for **\$20.00** payable to the **North Texas Region Cadillac & LaSalle Club** and mail to our membership chairman:

Bill Haesslein
5744 Caracas Drive,
North Richland Hills, TX 76180

Remember, the member count, besides meaning

National dues are invoiced by Columbus when due through the year.

Sunshine Report

Bob Musser
Pauline Johnston
Malia Hubbard Garret—having radiation now for cancer
Marvin Block

May all have a speedy recovery

Please inform me of anyone you know that should be on the list

May God Bless All and keep safe from the Covid

November Birthdays:

Steve Overby

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 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.

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,

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\$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.

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

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.

November 6th NTXCLC First Saturday Breakfast Social.

December 4th NTXCLC First Saturday Breakfast Social.

PATE DATES—2022

March 19 Tile Party (March 26 Rain Date)

April 23 Setup Saturday

April 28-30 Hospitality Tent

May 1 Teardown Sunday

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.

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

Next Board Meeting TBA

November 2021



STANDARD OF THE WORLD

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First Class Mail

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NTXCLC

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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 Winter Board Meeting is in Concord, NC

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

2025 Grand National Atlantic City, NJ.

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

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