



# STANDARD OF THE WORLD

## Cadillac LaSalle Club North Texas Region

February 2025



*Awarded Best CLC Regional Newsletter 2008, 2020*

# 2025 ANNUAL HOLIDAY LUNCH

This year we decided to have an annual holiday luncheon instead of a holiday dinner, especially for those members that love their older collector cars but don't want to drive on the busy Texas highways after dark. So we picked a good weekend in January at a real cool location, but Mother Nature decided that was her weekend to dump snow, lots of snow, on us and the rest of the country. So, after conferring with our board members and my wife Harriett, it was decided to cancel. I had to notify everyone of the cancellation.

I thought about securing the hall for the next weekend but was informed our venue was unavailable for the rest of the month. Then Connie Beloff came through with a reservation at the Vine Art Center in Grapevine as it was available for the last weekend in January, so we were ready to go. Just inform all of our guests and get ready for some socializing and good food.

It was good turnout and the weather was warming up, so we defiantly had a happy holiday party. Our caterer was Grapevine's Bartley's BBQ and was well received by everyone at the luncheon.



*Winner CLC Web Site Merit Award 2007-2008, 2013, 2014, 2015, 2016, 2017, 2018*



*Winner Old Cars Weekly Golden Quill Award 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023*

# 2025 ANNUAL HOLIDAY LUNCH

Photos by Lifer



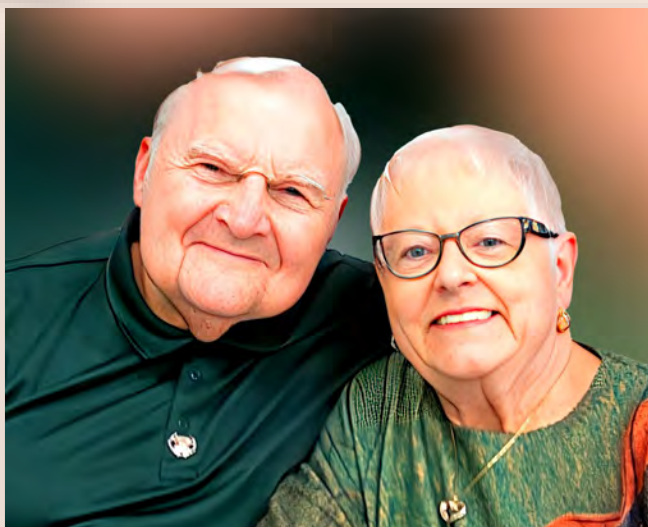
**Kathleen Farland and Doug Ashby**



**Jeff Podmers**



**Joyce Reagan**



**Alex and Connie Beloff**



**Bill and Julia Haeslein and granddaughter Ameliana Doran**

# 2025 ANNUAL HOLIDAY LUNCH



Judy and Jim Hanson

Recipients of this years Nola Kenning Award, an award recognizing extra efforts on behalf of the membership of this club, Debbie Hanson and Kathleen Farland.



Diane Gardner and Mark Kenning



Janis and Bill Sheldon

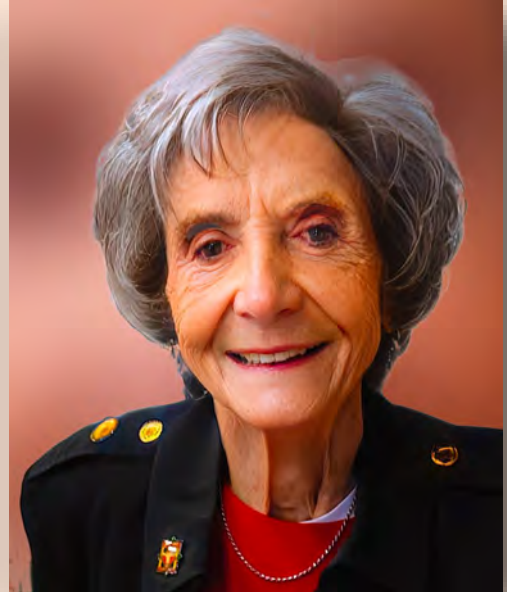


Dan Harrison

# 2025 ANNUAL HOLIDAY LUNCH



Harry and Judith Michalewicz



Rubye Mae Hubbard



Steve and Debbie Overby



Jeff and Marcia Pendleton

# 2025 ANNUAL HOLIDAY LUNCH



Karen Phillips and Richard Cross



Neal Polan and Linda Mkyska



Harriett and Bill Levy

# Classified

*Classified Ads – for 3 months Mem-  
bers: 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*

# New Member

Danial Tumbry, Allen, TX ;50 Coupe DeVille

Charles Gambulos II

**North Texas Region**

Hat Bands	<b>\$10</b> + \$3.95 S&H U.S.
CLC Jackets	<b>\$70</b> + \$9.95 S&H U.S.
Blankets	<b>\$70</b> + \$9.95 S&H U.S.



Blankets are 60x48", all cotton, Jacquard mill woven, really nice



Jacket available in adult sizes (S, M, L, XL). These can be special ordered in sizes 2X, 3X, or 4X at an additional cost.



Make checks payable to  
North Texas Region Cadillac & LaSalle Club

Send your orders to:  
**North Texas Region Cadillac & LaSalle Club**  
16734 Lauder Ln. • Dallas, TX 75248-1737

# Tell us About Your Caddy

# Activities Calendar

**2925**

**January 11th** Holiday Lunch, Bessie Mitchell House Grapevine.  
**February 1st** NTXCLC Meeting and First Saturday Breakfast Social.

**National Calendar**

**CLC Grand National** Embassy Suites by Hilton Nashville SE Murfreesboro  
 1200 Conference Center Blvd., Murfreesboro, TN 37129-4320 June 2–June 7 (Board meetings June 7)  
 Room rate \$149 plus tax

**2026 Winter Reunion & Board Meeting** Element Orlando International Drive  
 5750 Central Florida Pkwy., Orlando, FL 32821-8638 January 7–January 10 (Board meetings January 10)  
 Room rate \$149 plus tax

**CLC Grand National** Embassy Suites by Hilton Charlotte Concord Golf Resort & Spa  
 5400 John Q Hammons Dr. NW, Concord, NC 28027-3401 June 1–June 6 (Board meetings June 6)  
 Room rate \$149 plus tax

**2027 Winter Reunion & Board Meetings** Hyatt Regency Birmingham—The Wynfrey Hotel 1000 River-  
 chase Galleria, Hoover, AL 35244-2301 J January 27–January 30 (Board meetings June 30)  
 Rate \$145 plus tax

**CLC Grand National**  
 Nugget Casino Resort 1100 Nugget Ave., Sparks, NV 89431-5750 May 17–May 22 (Board meetings  
 May 22)  
 Rate \$115 plus tax

**2028 Winter Reunion & Board Meetings** Holiday Inn San Antonio—Riverwalk  
 217 N. St. Mary's St., San Antonio, TX 78205-2303 January 26–January 29 (Board meetings January 29)  
 Rate \$159 plus tax

**CLC Grand National**  
 Marriott at the University of Dayton 1414 S. Patterson Blvd., Dayton, OH 45409-2105  
 July 24–July 29 (Board meetings July 29)  
 Rate \$159 plus tax

Please note: The clcntx.com website is temporarily down for maintenance.

Our Facebook Account is now North Texas Region Caddy Club.

## Officers

**President:** [Bill Levy](#)  
 (214) 563-1033 [lifer@writeme.com](mailto:lifer@writeme.com)  
**Vice President:** (open)  
**Secretary:** (open)  
**Treasurer:** [Jim Hanson](#)  
[Jam\\_Han@msn.com](mailto:Jam_Han@msn.com)  
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**Membership:**  
**Activities :**  
**Assistant Activities:** [Kathleen Ashby](#), [Debbie Overby](#),  
[Judy Hanson](#)  
**Sunshine:**  
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**Newsletter Printer:** [Greg Nieberding](#)  
**Pate Director:** [Bill Levy](#)  
**Pate Director Assistant:** (open)  
**Historians:** [Alex Beloff III](#)  
**Directors:** [Richard Cross](#), [Ruby Hubbard](#)  
**Calling Post:** [Karen Phillips](#)

**PATE SWAP MEET 2025**

**Please plan accordingly**

**March 22nd Tile Party**

**April 19th Setup**

**April 24-26 Pate Swap Meet**

**April 27th Tear Down**

# Sunshine Report

**Birthdays:**

Ron Fishel 2/17



Please inform me of members that were missed on the list.

Love, *Ruby*

**digital 3 printing**

*Contact Greg for all your printing needs!*

**Greg Nieberding 469-556-4792**

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Send any corrections, complaints, compliments, discussions, and/or additions to:  
**Bill (Lifer) Levy** [lifer@writeme.com](mailto:lifer@writeme.com) (214) 563-1033

## ALEX'S SUCCESSFUL SECRETS TO CADILLAC SALES

Alex Beloff III

Ron Melville, owner of a flawless 1968 Cadillac Coupe and respected editor of *The Finz Magazine* of the Cadillac LaSalle Club of New Zealand, asked me to share my successful Cadillac secrets. Can we benefit today? Absolutely!

My first job selling cars was at Brown Motors Chrysler Plymouth Imperial at Fort Walton Beach, Florida, in 1963. It was a hot dusty sandlot, no show room, no air conditioning, a Quonset hut building. Gary Lee Pontiac Olds' new mercury vapor lights helped illuminate our poorly lit lot from across the street. As a returning decorated Vietnam Veteran stationed at Eglin Air Force Base B-52H Nuclear 39th Bomb SAC Wing, I was hired as "part time" salesman but really a "lot boy" not allowed to take ups (*customers*). I had to bring in airmen from base and sell them on a two week trial. I was allowed to convert a small broom closet for an office. I thought it was a palace. I sold 172 units in 14 months until transferred to B-58 Hustlers in Peru, Indiana. I learned the value of a single customer and the influence they had on others.



W. S. "Big Mac" McLelland was assistant sales manager at Brown Motors. "Big Mac" was a retired Army Sergeant Major in the Staff Judge Advocates Office in Germany. He taught me how to hand write the most beautifully scribed flattering thank you letters to every prospective customer I met the same day! I was fortunate to know him. This was 1964 when Cassius Clay defeated Sonny Liston. I bought Chrysler stock at \$44 a share and it went to \$106 split twice.



At the original Lone Star Cadillac, this is my unique controlled closing environment. Every carefully selected item including desk pad generates purpose and professionalism unseen by most every competitor.

Tile Party



## ALEX'S SUCCESSFUL SECRETS TO CADILLAC SALES

The file cabinet contains copies of all monthly media articles flattering and detrimental comments with my business card affixed to enlighten, inform and convince through follow up a future owner's decision making. Nobody went to this effort and it was very appreciated by astute clientele. Everything was arranged to eliminate fumbling and disorder in front of customers. Every popular brand of smokes, tube cigars and comfort treats were available including portable floor mounted refrigerator for drinks. I had parting gifts: women received a one of a kind red silk rose and men received free passes to PGA golf tournaments or all popular sporting events including NFL. Everyone received a personal hand written thank you letter mailed that very day from me even if they did not make a purchase. A personal hand written note was also sent to every person I met the same day.

Follow up is essential! Most all local carriage trade suffered from a 82% lack of follow up. Customers were shocked, flattered and thrilled to be remembered. For the price of quality stationary, an envelope and postage, personal contact produced results. I was also the only salesperson to follow up on orphan Cadillac owners whose sales person had left the dealership. Important: I also held all my calls when I was with a client so they had my undivided attention. Follow up calls were made and monthly mail notes were sent

I say to the man wearing a ring, *Interesting ring. Where did you go to school?* He says, *Oh, University of Texas.* I say, *What did you study?* Oh, law, logistics, basket weaving. I always respond, *Oh, a rich man!* Watch the smiles, humility and laughter. You just made him a hero in front of his family. Same true of fraternal, civic pins, symbols, hats, belt buckles or shirts. If they were not proud of them, they wouldn't wear them. If you have a college ring, wear it. Shows formal education and discipline. If lost, get a new one.

The woman, lady, wife, significant other takes so much time to look nice. When's the last time you noticed? Costs nothing! I say, *Who does your hair? Looks great!* She says, *Oh myself or Rita.* Don't forget those diamond earrings, pretty nails, or arm tattoos. *Impressive art work on your arm. Did it hurt? How long did it take?* If she has an impressive diamond ring, say, *That ring is gorgeous. Looks like a light on a freight train. Somebody loves you! I've never seen this other unique ring. Where did you get that?* She says, *Well this was my mother's ring. She passed away and I had a jeweler combine other stones to create it.* She almost has tears in her eyes.

Now for children in your office, you say, *What's your name? What grade are you in? Who is your teacher? What did you learn? Do you have a dog or cat? Who feeds it?* I would always have little toy cars in my drawer for children so they could play on my desk while I am visiting with parents.

I always ask them, *What can we show you? Are you familiar with our products?* And immediately lead them to inventory. Remember, many are terrified to just walk in the door. A new vehicle, product or service purchase helps erase past negativity. The most expensive purchase are vehicles not your house. Cars depreciate and cannot be equity refinanced. For these two articles (How to buy a car November 2020) and (How to sell your car November 2022) go to our website at [alexbeloff3.com](http://alexbeloff3.com). All articles are under CLC North Texas.

## ALEX'S SUCCESSFUL SECRETS TO CADILLAC SALES

Loosing a customer can be fatal! Unproductive sales will kill your career, your company, and even your country. The one person who perpetuates everything we hold dear. The customer buying a car equates to jobs on the assembly line, transports, dealers, insurance, gas, oil, taxes, natural and synthetic resources, advertising, and massive depreciation. You get the picture. Customers should be treated with the utmost courtesy and respect. They help you build your business and make great friends.

Too many retailers are blindly unaware of the customer's image of most salespeople. Generations of buyers representing millions of dollars and countless jobs, loathe high pressured, ill mannered, heavy smokers, and boozing womanizing wastrels in real life. Poor communicators hard to understand force buyers to put price first and product last with false excuses that exempt you from selling. A modern distrust of government, the media, demented politicians and even reality itself will reward ethical polite and respectful seasoned behavior.

In my view, most every business or profession including social and personal relationships, can benefit from critical efforts I experienced in the field at the point of sale. By re-inventing an ethical selling process, we can discourage owner mutiny, eliminate "skating" colleagues (*stealing customers*). We created a loyal happy clientele where non existed! This fosters glowing "CSI". Devoe Infiniti always paid me a monthly \$800 bonus for a perfect 100% CSI score.

The owners you develop become a valuable source of repeat and referral business. Embarrassingly I told a trusted Walnut Creek fellow Rotarian that in 1969 at Oaklandon Sales Chevrolet Pontiac, *I only made \$20,576*. He said, *That is a lot of money. I was the branch manager of a large bank in 1969 and made \$7,500*. There is no such thing as a born salesman. I have seen baby boys and girls but I've never seen a baby attorney or a baby physician. They worked hard and studied hard for years. Salespersons are created by discipline!

Etiquette, meticulous wrinkle free, above reproach images garner critical ethos. A compelling competitive abiding memorable knowledge product presentation offers deep comforts to sooth competitors inflicted emotional wounds. We must be brutally honesty and irresistibly entertaining. We become the ethical voice of sanity. An industry prominence, free of distractions, injecting wit, sarcasm, humor, laughter, humility and descriptive metaphors to bring competition vs. our products or services to life. The right choice of words could touch the senses.

I delivered over 900 Cadillacs in four years at Lone Star. Cadillac wreath and crest are on reverse side of my card. I anxiously wait for the customer to ask for my card before they leave which is a complement and know they will keep the card.



May God bless the trails you ride. *Alex*



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When it's time to sell your classic vehicle, CALL US!



**For Sale** Four 2005 CTS nine spoke aluminum bright polish wheels with chrome lug bolts and TPMS senders. Condition is like new. Size—18 X 8.5 5X120 lug 48mm offset. \$600.00 Shipping included.



**For Sale** Four Vogue Rio #190-67910 PVD Chrome Condition is like new. Size— 17X7.5 5X120 lug 48mm offset \$500.00 Shipping included.

Make checks payable to **North Texas Region Cadillac & LaSalle Club**

NTXCLC, 16734 Lauder Lane, Dallas, TX 75248

# Parting Thoughts

## Troubles Come in Threes

It's been said that trouble comes in threes. Here's one instance where it's true.

After returning home from a trip in my '73 Cadillac Coupe DeVille, it became apparent that my erratically functioning speedometer was not going to respond to cable lubrication. Removing the dashboard cover is the only way to get at the speedometer, so after doing that I proceeded to remove it so that I could take it to the local speedometer shop. Once repaired, it was reinstalled and a test drive confirmed that it was working properly, so the dashboard cover was reinstalled.

That same test drive revealed that the windshield wipers worked on high speed only, no matter if the switch was put in low, medium, or high. So, the second item to need repair was the windshield wiper motor. That was a whole lot easier than the speedometer, but not without its challenges.

No sooner was that done, than the fact that the windshield washer didn't work became apparent. Some diagnostic time revealed that it was the washer switch that was malfunctioning, but its removal was no easy task either. It looks nice on the upper door panel, but the practicality of having a wiper switch on the dashboard shouldn't be overlooked. Regardless, I took the door panel off and removed the switch. To Cadillac's credit, the switch is not a sealed unit but is held together with Phillips screws. After disassembly, I realized that a jumper wire would fix the problem. After repair, the switch was reassembled then reinstalled then tested. Finally, the upper door panel was reinstalled. Simple!

*Lifer*

So, troubles do come in threes but happily, so do repairs!

Happy motoring, Mark Waterman

