



# STANDARD OF THE WORLD

## Cadillac LaSalle Club North Texas Region

December 2021



*Awarded Best CLC Regional Newsletter 2008, 2020*

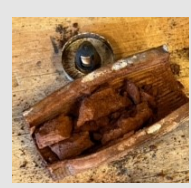
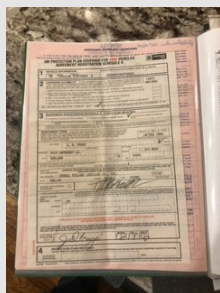
### 1986 Cadillac Fleetwood D'Elegance

Story and Pictures by Matt Varble

A 1986 Cadillac Fleetwood Brougham D'Elegance sold new at Sewell Village Cadillac in Dallas on February 18, 1986 to J.D. Fruge of Garland, TX for \$25,845.05. He was a ham radio operator and his wife drove the car until her passing in 2002. It then sat in a barn at the family heir of the Fruge estate in De Kalb, Texas for close to 18 years, and has slightly over 29,000 miles on it. However, as a result of sitting for 18 years, the car has what is referred to as high-class problems.

The car was sold at Mecum auction to me on September 9, 2021 in Dallas Texas from the estate. It was on a Thursday afternoon and nobody was really paying attention as it rolled up on the red carpet which is when I decided to pounce. The upholstery is in pristine condition and there have never been any accidents. I still have the original sales receipt from February 1986 and the original window sticker. I also have the original booklet and sales invoice which is virtually unheard of.

The vehicle is a rear wheel drive and has the 5L Oldsmobile 307 engine with a four barrel carburetor. It is also the first year that Cadillac put a third rear brake light in the rear window. The car has also required the entire fuel system to be replaced including the entire fuel tank due to the sediment buildup from sitting for 18 years. I have included a picture of the fuel filter and a picture of the fuel filter cut open showing the clogging. It is now with a master mechanic and is presently being mechanically restored and expected to be roadworthy in early 2022.



Clogged Fuel Filter

Original Window Sticker (Maroney) and Documents

**NOTE: Important item on page 2**

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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

## NTXCLC Special December Event

Thanks to Ruby Hubbard Musser and Debbie Overby

**For** the last several years, our club has participated in the Toys for Tots collection drive at the Frank Kent dealership in West Fort Worth. Because so many other organizations also support the Toys for Tots drive, Bill Levy asked if the club might want to benefit a smaller group this year. Debbie Overby suggested benefiting the 25 underprivileged kids in the after-school program of Feed Lake Highlands, which is an off-campus ministry of her church, Lake Highlands United Methodist in northeast Dallas.

Fire up your Cadillacs, wear your Cadillac shirts or Christmas sweaters, load your trunk with unwrapped toys\* and meet us in the parking lot! Spread the word to your non-Cadillac car friends – the more the merrier!

**Sunday, December 12, 2021**

**2 – 3 p.m.**

The New Room Community Center  
10061 Whitehurst, Dallas, TX 75243

(exit LBJ at Skillman, turn right on Skillman, right on Whitehurst, & right into the parking lot)

We'll donate our toys and then enjoy lemonade or coffee, cookies, and Christmas music with the kids!

\*Toys, games, and puzzles for ages 10-12 are recommended.

Read more information about the organization at [www.feedlakehighlands.org](http://www.feedlakehighlands.org).

## 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.



## 1st Saturday Breakfast Social



Doug

Jim Hanson, Doug Ashby, Kathleen Ashby, Judy Hanson, Marsha & Jeff Pendleton, Ron Fishell, and John Parish

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.

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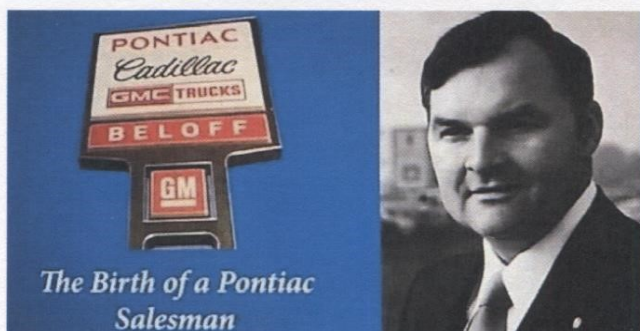
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**CLC NORTH TEXAS BELOFF ARTICLES**

Topless Cadillacs . . . 1957 Cadillac . . . Biarritz

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**THE BIRTH OF A PONTIAC SALESMAN**





## MARY KAY'S PINK LONE STAR CADILLACS—I WAS THERE!

Story and artwork by Alex Beloff III except where noted



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National Geographic, September 1984

Dallas!

**This** spectacular historical scene at Mary Kay Cosmetics world headquarters, Dallas, Texas, features over 50 “new” 1984 specially painted Cadillac Coupe Deville. They were styled with elegant white leather and white cabriolet tops. Lone Star Cadillac of Dallas VIP ordered, carefully prepared, delivered and presented these Mary Kay mountain laurel pink Cadillacs. Prior to this only the top National Sales Directors received the pink Cadillacs. This shows the proud Mary Kay Directors receiving their Cadillacs after their units qualified for the car. Their top performance will continue to earn the pink Cadillac.

After my previous Lone Star article, a good friend wrote this to me, *I am still eager to read the story about Cadillac and Mary Kay Ash. How did Cadillac win that client, who chose the color, and what happens to all the old pink Cadillacs.* Mary Kay carefully observed that wherever people of prominence gather, Cadillac is the pre-eminent car on the scene. No motor car in the world today attends as many gala and impressive functions. The owner driven Cadillac motor car provides luxury, distinction and stature complimenting your wisdom and good taste.

Tile Party





Mary Kay is remembered for this first year mountain laurel pink 1956 Cadillac Eldorado Seville Coupe with factory chrome saber spoke wheels, correct white walls and white top. This very unique image of poise, elegance and class is synonymous with gorgeous women! This era in pink created the 1955-1957 T-birds, 1957 Lincoln and 1957 Mercury Turnpike Cruiser.



Cadillac, at great expense, in order to accommodate the production of Mary Kay Cadillacs, required the re-dyeing of all plastic rear quarter panel and front fender fillers to match the pink paint. Otherwise they would be silver and absolutely butt ugly. Cadillac also noted that the reason for the short three year run of pink Cadillacs in the late 50'S was because the public rejected that color of the era. Now Cadillac insisted that all Mary Kay Cadillacs at the time would come with factory white leather and a white quarter top and correct white wall tires. It is stated by some that the pink color is dreadful. The white leather, white top and white walls made the same color appear to be soft, pastel, and elegant. White leather was abolished in 1996. The pink Cadillacs continue to arrive with dark grey cloth interior or grey leather.

Lone Star Cadillac was the overwhelming choice as the delivering dealer. Seen in all the right places since 1934, Lone Star Cadillac owned five city blocks of downtown Dallas. We had

massive storage capabilities, a huge support staff, and resources. We even had our own fuel storage facilities on the premises. The other four stand alone Cadillac competitors were hopelessly hemmed in geographically and lack of facilities. Now comes the rub. You must understand that Lone Star Cadillac had 13 sales people that placed the dealership in the top 10 of the United States. I was salesman of the year four times. In order to be fair, anyone who came in the showroom even asking for directions was considered an up. Your chance to wait on a potential customer. One person was designated to hold welcome classes for the new Mary Kay Cadillac owners. No one ever showed up. We at Lone Star Cadillac extended every courtesy to our owners who represent the leadership of Texas. We must be selective as to who gets free pick up and delivery, limousine service, complementary servicing and car washes including topping off their fuel tanks all at no charge. The Mary Kay folks were screaming that they too wanted the same consideration of people who purchased or leased here. In many cases if considerations weren't altered, they were on the phone to Mary Kay personally. We also had to field some heart breaking pink Cadillac directors who had not met quotas and had to turn their Cadillac into the dealership. The situation became so untenable, that Lone Star Cadillac after one year was delighted to hand over the Mary Kay Cadillacs to Roger Meir Cadillac at LBJ and Marsh. There are many excellent Mary Kay representatives who purchased Cadillacs on their own from us and became life time customers and friends.

Cadillac Motor Car Division at great expense has been painting with lacquer since the mid 1920's. It is extremely durable and has brilliant reflection qualities. Five to ten year old Cadillacs properly cared for with frequent beauty treatments will protect that lacquer glass look. Unfortunately, pink that is neglected and exposed to excessive salt spray, precipitation, sunlight, bruising car washes, bird droppings, and atmospheric containments left untreated will scar and bruise the finish right through the four coats of paint and two coats of primer. Nothing is more homily than a badly neglected pink Cadillac where ever it may be. Nobody wants it, not even for free. Don't forget, around 1989 I think, Mary Kay went to the Sedan Deville. Without a white top or white leather, it was offensive looking. So the real glory days in my view of the Mary Kay pink Cadillacs are Coupe DeVilles with white leather, white top and correct white walls. Even pink lacquer can be wet sanded, buffed, touched up and look great. White leather can be redyed so reconditioning enhanced its new looking image. The pink Sedan DeVilles with grey interior were so dreadful in appearance that they never even got a bid at national auctions without a complete repaint in white. White is forgiving as it does not show bumps, lumps and dents.

***May God bless the trails you ride! Alex***



This 1976 Coupe Deville in factory mountain laurel pink with white top made the pink appear to be much softer. It had a gorgeous pink leather and black brocade interior and excellent chrome functional bumper exhausts. I installed a used set of highly desirable Cadillac chrome saber spoke wheels with correct white walls. The driver's door power window was inoperative and the motor was shot. This is 1976-1977 and we didn't have rock auto or other sources for reproduction trim and power components. I covered the open window in plastic but then knew I was moving for



# CLC Winter Reunion November 2021 Kissimmee, Florida

Story by Rubye Hubbard Musser, Photos by Lifer

It was so great to see lots of familiar faces and enjoyed visitation with all. Plus Kissimmee / Orlando, Florida provided us with an excellent hotel, sights and three Outstanding Car Museums.



Rubye enjoying an extremely beautiful 1966 DeVille

The first Museum was the private National Parts Depot Car Collection at Ocala containing over 200 fine cars plus a nice bus ride seeing the country side.



Evening Welcome Dinner to 120+ guest



Harriett and Packard, both created in 1948



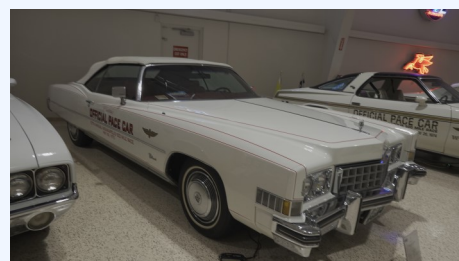
Then the Museum of DON GARLITS MUSEUM of DRAG RACING in Ocala, FL. He is dubbed Big Daddy, the "King of the Dragsters. He was the first drag racer to officially surpass the 170 to 270 MPH quarter mile drag race. He won the AHRA ten times, the NHRA U. S. Nationals three times. He had two buildings one full of racing cars, and the other with 300 cars. Plus, here were the Garlits

Swamp Rat slingshot rail dragsters. Don Garlits supports the Military after he did a tour of Vietnam in 1972.



Harriett and Rubye at shoe-in for better cars

The third museum was the AMERICAN MUSCLE Cars Museum in Melbourne, FL. This museum was most impressive to me where I saw 365 cars that only had 200 up 1000 miles driven, and one had only 18 miles on it. The beautiful white 1973 Cadillac Eldorado Convertible Indy Pace Car. Gorgeous. The owner, Mark Pieloch, donates his money to children care charities. He was a great speaker and entertainer too!!



Our last night was very different and change of venue and full of entertainment and audience participation. I was picked to raise a flag on this pirate ship. The play occurred on this pirate ship. We also dined at the Pirates Dinner Adventure. Lots of Fun.



It was a great trip thanks to Cynthia Rutledge, Tim Coy, and of course our Director of Activities Marsha Redman, and our outstanding President Glenn Brown.

## 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—Stroke in Cleveland, Ohio  
Steve Overby  
Terry Graham—awaiting surgery  
Malia Hubbard Garret—recovering cancer treatment  
Marvin Block—recovering from stroke and shoulder surgery  
Bill Levy—Rotator Cuff Surgery  
Alex Beloff III

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

May God Bless All and keep safe from the Covid.

**December Birthdays:** Bill Kaufman  
Frank Remes

Bill and Harriet Levy enjoyed a sea cruise before attending the CLC Reunion

Ruby Mae Hubbard Musser also attended the CLC Reunion, in Kissimmee, FL

Love,



## 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"

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If you have a special request contact us for rates. Contact Bill Levy (lifer@write.me.com) for an application or special request.

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

# 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.

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

## 2022

**January 8th** 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:

**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 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.

**2024** CLC Grand National Gettysburg, PA.

**2025** Grand National Atlantic City, NJ.

## London to Brighton Veteran Car Run

Photos by Hugh Harris-Evans

The **London to Brighton Veteran Car Run** is the world's longest-running motoring event, held on a course between London and Brighton, England. To qualify, participating cars must have been built before 1905. The run has taken place most years since its initial revival in 1927. It currently takes place on the first Sunday in November, starting at sunrise in Hyde Park, London, and mostly following the old A23 road to the finish at Brighton – a distance of 54 miles (87 km). These were some of the Cadillacs, still running, that were part of the run this year.



1904



1904



1906



1904



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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](mailto:rubyemusser@gmail.com) for information on shipping charges.

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[minniebedrick@gmail.com](mailto:minniebedrick@gmail.com)

Membership: **Bill Haesslein**  
[billhsln@airmail.net](mailto:billhsln@airmail.net)

Assistant Membership:  
Activities: **Ruby Musser**  
(817) 996-8066 [rubymusser@gmail.com](mailto:rubymusser@gmail.com)

Assistant Activities:  
Sunshine: **Ruby Musser**  
[rubymusser@gmail.com](mailto:rubymusser@gmail.com)

Newsletter Editor & Distribution: **Bill Levy**  
(214) 563-1033 [lifer@write.com](mailto:lifer@write.com)

Newsletter Printer: **Greg Nieberding**

Pate Director: **Bill Levy**

Pate Director Assistant:

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

**Next Board Meeting TBA**

December 2021



STANDARD OF THE WORLD

Bill Levy (lifer@writeme.com)  
Editor, North Texas Region CLC  
16734 Lauder Lane  
Dallas, TX 75248

*Awarded Best CLC  
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Send any corrections, complaints, compliments, and/or additions to:

Bill (Lifer) Levy lifer@writeme.com 214 563-1033

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