



STANDARD OF THE WORLD

Cadillac LaSalle Club North Texas Region



June 2025

Awarded Best CLC Regional Newsletter 2008, 2020



***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***

NTXCLC First Saturday Breakfast

Photos by Jim Hanson

Our 1st Saturday meeting and social get-togethers are a relaxed fun event with a breakfast meal and group of classic cars in the parking lot. The gents share thoughts on old cars, collector cars, and more cars, and the ladies enjoy things that are just not very automobile related. Part of the car club experience is socialization and 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. Bring your collector car, weather permitting. You will have a good time and food and conversation is good. Spouses are invited. Next meeting is May 31st and July 5th at Darren's American Grill, 7602 N. Jupiter Road, Garland, TX (972 414-4009).



Raymond Self, Harry Michalewicz, Steve Overby, Dan Harrison, Ron Fishell, Mark Kenning, Jeff Pendleton, Kim Nagele, Doug Ashby, Reginald Self, Perry Pittman, Bill Sheldon



**Janis Sheldon, Judith Michalewicz, Kathleen Ashby, Judy Hanson,
Marcia Pendleton, Debbie Overby, Diane Gardner**

GM'S ALFRED P. SLOAN + MOTORS HOLDINGS = SUCCESS

Alex S. Beloff III

Special thanks to everyone, especially my wife Connie on 17th of May for my Happy 84th Birthday wishes. She wrote, *Everyday is an adventure filled with music, laughter and love!* Enjoy your senior years. It's a privilege denied many. Arthur said, *Isn't fun the best thing to have?*

In my 40 years of success in the fine car, luxury vehicle business, I developed great respect for those who made it possible. My lifetime student, archivist research asks: *Who is most responsible for GM's Century of Success, and since 1902 through it's golden years, the most famous luxury car in the world . . . Cadillac?*



That person is Alfred Pritchard Sloan, Jr. 1885 – 17 February 1966. President, Chairman and CEO of General Motors Corporation. Sloan helped GM from 1920s through the 1950s. His decades of concepts, annual model change, brand architecture, industrial engineering, automotive design (styling), and planned obsolescence transformed the industry, changed lifestyles, and built environment in America and globally.

An electrical engineer, Brooklyn Polytechnic and Massachusetts Institute of Technology grad, he also owned Hyatt Roller Bearing. Cadillac's Henry Leland, by 1903, summoned young Sloan to achieve quality of his bearings tolerance, of which huge amounts went into Ford Motor Company's Model T. 1916 Hyatt became part of General Motors Corporation. Sloan became GM President (1923), and Chairman (1937). Sloan established a price structure, a ladder of success, Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac.

Sloan attracted the most brilliant talent; Pierre S. Dupont, principal GM investor in the 1920s. In 1919, Sloan created General Motors Acceptance Corporation, practically inventing the auto loan system, allowing eager car buyers ownership propelling GM into the industry — sales leader for over 70 years. GM became the largest industrial enterprise the world had ever known. Calculating engineers — of — old working with calipers and slide rules. Sloan retired as Chairman 2 April, 1956. His management "treatise," . . . *My years with General Motors*, delayed a decade by GM legal staff fearing support for antitrust case against GM published in 1964. Sloan died in 1966 at age 90. Cadillac had to abolish national distributorships as antitrust in 1964. I think Toyota has distributorships, don't they? Anyone remember catalytic converters, 1975 mandatory all Detroit rides? Benz SL had no catalytic until 1980. Sloan's most important — value a company's inventory . . . Same as cash! Aged floor plan anyone? Sloan also warned of over — ardent managers, and directors ruination trades. GM bankruptcy 2008.

General Motors established “Motors Holding” in 1929 recognizing quality dealership operators of integrity, ambition, and a willingness to work, often do not have access to sufficient capital, an equally essential ingredient of success. Motor Holding provides qualified individuals a means to own dealerships through “structured investment” and buyout plans while providing business management experience and other operational assistance.

Eriks Chevrolet, Kokomo, Indiana, was a GM Motors Holding dealer. Operating out of Omar’s old bakery building, anxious for our new facility completion. Owner, Mr. Erik Dargevics selected me, and promoted me with full page ads in the Grissom A.F.B. Peru, Indiana, base paper.



B-47, B-58 world’s fastest in 1957, B-17 WWII, 8th A.F. England, 305th Bomb Wing S.A.C.

I ran the B-58 Hustler Nuclear S.A.C. big blue FMS “trouble truck” with red lights flashing, repairing all flight line and alert B-58s, aero space ground equipment on the critical night shift. Some nights I got 25 trouble calls and other nights, two or three. Parked in the secured alert area, I could sleep with the radio turned up high. Selling Eriks Chevrolets all day, I made a fortune, not hard to do on SSgt pay. Our B-58s had 4, G.E. J-79-5BC after burner turbojets = 1385 mph (1966-1967)! Grateful thanks also to my airman customers and the U.S. Air Force. Photo is Mr. Erik and Al Beloff.



AL BELOFF

Al has been with General Motors in retail sales of new & used automobiles since 1963. He has received technical training from several GM schools on how to better serve the public. He has been in the AF for 6 1/2 years and is fully acquainted with the Automotive wants and need of military personnel and has dedicated himself to serving ALL military people at BHAFFB through Eriks Chevrolet.

Please do not hesitate to contact Al at any time during his off duty hours concerning any phase of the automobile business. Al has spent a three-year tour of duty in the Pacific and Far East. Should any of the personnel at BH need a new Chevrolet to take overseas, Al is thoroughly acquainted all procedures necessary to expedite automobiles out of the Continental U.S. and can supply address of GM Service Centers in 147 countries.

FOR INTEGRITY, SERVICE & ECONOMY, SEE AL AT ERIKS

Here's an Example

- * PUSH-BUTTON RADIO
- * 263 CU. IN. V-8 ENGINE
- * POWER STEERING
- * POWER BRAKES
- * PADDED DASH
- * SEAT BELTS

\$2740
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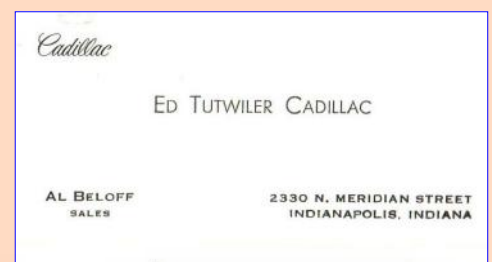
- * DELUXE WHEEL COVERS
- * HEATER
- * POWER GLIDE TRANSMISSION
- * TINTED WINDSHIELD
- * BACK-UP LIGHTS
- * WHITE SIDEWALLS

ERIKS CHEVROLET, Inc.



I sold 28 new Chevrolets and Pontiacs in February 1968 at Oaklandon. I was GM documented salesman of the year 1968-1969 and undefeated national product presenter. Anyone remember the Indy most famous radio jingle celebrity? *A stranger to nap-town inquired one day. Where can I buy me a new Chevrolet? I need me some wheels and I need 'em real soon. See the big dealer . . . The one called Bill Koon!*

Mr. Ed Tutwiler had known me personally from buying a new Cadillac every year since 1966. I was 25 years old. He hired me to sell Cadillacs. Karl Farnsworth, George Patridge and Ray Moxley were succumbing to age. Our GM was young Ed Estess, the son of Pete Estess, GM Pontiac and GM President.



GMAC new car floor planed at Beloff Pontiac Cadillac GMC, but never allowed floor planning of used cars. That's your cash! No aged units! If you floor planned used cars, it was the death rattle for dealerships.

My new 1970 A/C convertible purchased at Tutwiler and financed through GMAC.

May God bless the trails you ride. Alex



Classified

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

New Member



North Texas Region

| | |
|-------------|-------------------------------|
| Hat Bands | \$10 + \$3.95 S&H U.S. |
| CLC Jackets | \$70 + \$9.95 S&H U.S. |
| Blankets | \$70 + \$9.95 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.

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





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

May 3 NTXCLC Meeting and First Saturday Breakfast Social
June 7th 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 Riverchase 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

Officers

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Directors: **Richard Cross, Ruby Hubbard, Ron Fishell**
Calling Post: **Karen Phillips**

PATE SWAP MEET 2026

Please plan accordingly

April 30—June 2 Pate Swap Meet
June 3rd Tear Down

Sunshine Report

Birthdays:

Martha Smith 6/6
 Doug Ashby 6/6
 Harriet Levy 6/9
 Richard Cross 6/13
 Julia Haesslein 6/21
 Bev Podmers 6/22

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

Love, **Ruby**



digital 3 printing

Contact Greg for all your printing needs!
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Send any corrections, complaints, compliments, discussions, and/or additions to:
Bill (Lifer) Levy lifer@writeime.com (214) 563-1033

Cadillac and LaSalle Owners

Would you like to see your Cadillac on the pages of the NTXCLC 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.** 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 its 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.

Cadillac & LaSalle Club Future Events



Upcoming Events



Grand Nationals • National Driving Tours
Winter Reunions & Board Meetings • Cadillac Fall Festivals



2025 Grand National Meet
June 2-7
Embassy Suites by Hilton
Nashville SE Murfreesboro
Murfreesboro, Tennessee



2025 Cadillac Fall Festival
September 26-27
Gillmore Car Museum campus
Hickory Corners, Michigan



2025 National Driving Tour
October 14-18
"Cruisin' the Capital"
Albany/Lake George Area
New York Capital District Region hosting



2026 Winter Reunion & Board Meetings
January 7-10
Element by Westin International Drive
Orlando, Florida



2026 Grand National Meet
June 1-6
Embassy Suites by Hilton
Charlotte Concord
Golf Resort & Spa
Concord, North Carolina



2026 Cadillac Fall Festival
September 25-26
Gillmore Car Museum campus
Hickory Corners, Michigan



2026 National Driving Tour
October
Huntsville, Alabama, area
Peach State Region hosting



2027 Winter Reunion & Board Meetings
January 27-30
Hyatt Regency at Riverchase Galleria
Birmingham/Hoover, Alabama



2027 Grand National Meet
May 17-22
Nugget Casino Resort
Reno/Sparks, Nevada



2027 International Driving Tour
July 13-17
Detroit, USA, area to
Niagara Falls, Ontario, Canada



2027 Cadillac Fall Festival
September 24-25
Gillmore Car Museum campus
Hickory Corners, Michigan



2028 Winter Reunion & Board Meetings
January 26-29
Holiday Inn San Antonio — Riverwalk
San Antonio, Texas



2028 Grand National Meet
July 24-29
Marriott at the University of Dayton
Dayton, Ohio



2028 Cadillac Fall Festival
September 22-23
Gillmore Car Museum campus
Hickory Corners, Michigan

Join Us!
cadillacclasalleclub.org
cadillacclasallemuseum.org



Tim Coy, CLC Art Director



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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 off-set. \$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



Caddy Girls at Fernando' on Cinco de Mayo.

Debbie Overby, Joyce Reagan, and Judy Hanson