



Number 34

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Sallee Speaks



1938 LaSalle model 5011- 2 door sedan owned by Richard Nalavany, Watchung, NJ in 2005 and as per the 2017 Directory, Richard is still the owner. Further details in Sallee Speaks No 9.

Newsletter of the LaSalle Appreciation Society

A Chapter of the Cadillac & LaSalle Club Inc.



1. Director’s Speak

Hello Fellow Sallyites,

Those of us in the north are seeing the beginnings of spring, those in the south are starting to feel the cool breezes of fall. It is so interesting to see the alternating seasons at both ends of the LaSalle world. More interesting is that both hemispheres participate in car activities at approximately the same time; those in the north welcome the warm spring while the south welcomes the coolness of fall, all timed to bring out the old iron and play. Car stuff has been rather slow in the north but Paul Dixon keeps sending me pictures of car events in Oz and many pictures of his beautiful daughters. Our editor, John Byrden, keeps coming up with pictures of interesting LaSalles from all over the world. Great!

Nancy has sent out a trimester dues plea and we are seeing a healthy response from our old members with a smattering of new folks. Membership is slowly increasing as many LaSalles change hands and new people discover the LAS. Nancy has divided the members into 3 groups for dues renewal, so if you didn't get a postcard yet you will in a couple of months.

Both Paul Ayres and Bill Anderson have requested I alert all LaSalle folk that this coming September the Cadillac Fall Festival will be held at the Gilmore Museum complex in Hickory Corners, MI. This year will feature all years of LaSalles as this, 2017, is the 90th anniversary of the introduction of our favorite car. I understand driving your pride and joy too many miles on today's high speed highways can be challenging but it can be done. I refer to Mr. Frank DeCou who drove his 39 to many Grand National Meets all over the US for over 10 years. The gents in charge of the CLC Museum

tell me all LaSalles attending will receive a special award.

Continuing on about activities: I have been quite surprised to see so few Australians signed up for the 2017 GN in McLean, VA. So far I think Warren is the only one, I guess his mates don't care if he has to buy his own beer. At last count we have sold 495 rooms for Friday night, the Hilton is sold out for that night, the Westin still has room. There are a few rooms at the host hotel for nights other than Friday but most recent registrants are staying the week at the back up hotel, the Westin. It appears this will be a very well attended event. Numerous activities have been planned, so many that they don't all fit on the registration page, please refer to the GN section on the CLC web site for full details and announcements.

This will be a Grand National to remember, don't miss it.

LaSalles forever,

Jack

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3 Message from the Editor

After the next four or so editions of Sallee Speaks I was going to focus on Commercials and Specials. So how about sending in some details of LaSalles that fit this scenario. Information you have may be very interesting to other LaSalle owners.

5 LAS Charter Members

The Charter Members of the LAS are: David Barr, Michael Barruzza, Barbara Coleman, Aaron "Bud" Coleman, Bill Edmunds, Jim Fields, Richard Hartkorn, John "Jack" Hotz, Nancy Hotz, Donald J. Miller, Joseph Mosteller, Jr., Lee Mullen, Mary Mullen, Richard Nalavany, Seth Pancoast, Clyde "Rob" Robison, David Rothman, Toni Rothman, Richard Sills, and Ted Walter.

I am aware there is not a balance of Aussi and American LaSalle articles in this edition however I can only forward what is sent to me. So how about even updating an old article on your Pride and Joy and forwarding it on.

Remember "Cadillac Excellence made LaSalle Supreme"

4 LAS Contact Information

Director: Jack Hotz 856-429-0641
JacksCaddy@aol.com
 318 East Cottage Avenue
 PO Box 263
 Haddonfield, NJ 08033

Asst. Director: Bud Coleman 610-644-5981
BandBC40LaSalle@aol.com
 1515 LeBoutillier Road
 Malvern, PA 19355-8742

Treasurer/Marketing: Barbara Coleman
BandBC40LaSalle@aol.com

Secretary/ Membership: Nancy Hotz
NansCaddy@aol.com

Remember that all LAS members must also be registered with the National Cadillac and LaSalle Club

Editor: John Byrden
cjbyrden@gmail.com
 +61 3 94312194
 3 Otis Place Eltham Victoria 3095
 Australia

6 LaSalle Articles

Articles presented here are provided for information; however their content has in no way been verified for accuracy. Readers are requested to make their own judgment on the usefulness or otherwise of these articles. Further, it is assumed that members forwarding articles have obtained permission for their publication by the original owner. Ed

6a) LaSalle's 90th Birthday in 2017

So how did you celebrate the LaSalle birthday on 5th March in America. In Australia we have the above date or perhaps November 2017 as the birthday of GM's introduction of LaSalle to Australia.

For the CLC in Victoria, Australia the editor is organizing a power point display of all current LaSalles within the Victorian membership to be shown later in the year at a meal and LaSalle celebration for club members.

Further to the above birthday celebrations, the **2017 Cadillac Fall Festival** is featuring LaSalle automobiles in recognition of the 90th Anniversary of their creation. The Fall Festival will be held September 22 to 24, 2017 at the Cadillac Museum.

A special display area for LaSalles from 1927 to 1940 has been designated immediately adjacent to the Cadillac & LaSalle Club Museum & Research Center at the Gilmore Car Museum. The organizers are hoping to have at least one LaSalle from each year displayed.

LaSalle owners interested in showing their pride and joy at the 2017 Fall Festival should contact Bill Anderson by phone (443) 994-5455 or email Rivsgr8@aol.com to nominate their car by July 31, 2017. A picture of the car and its description are requested.



Each car selected for the display will receive a special trophy commemorating their participation. They will also compete for a Concours d'Elegance trophy on Sunday, September 24.

Do not miss the chance to part of this celebration of LaSalle!

L. Tribble's prize-winning LaSalle at the 2016 Cadillac Fall Festival.

6b) History of LaSalle Part 12, 1938.

The 1938 Series 50 LaSalle was little changed from the 1937 model. Most of the changes were cosmetic only though there was an introduction of a new material to modernise the interiors of the Series 50 – plastic. This new material could be inexpensively cast and gave a jewel-like appearance. Plastic was used on the steering wheel, gearshift knob, radio centre console grille and numerous other parts. It had a translucent colouring which was rich and had a beautiful smooth finish when new. However, this material did deteriorate in the sun and was affected by extreme temperature changes. It had a tendency to cracking and warping. The art deco instruments and panel with their plastic bezels looked stylish, but are frequently cursed by restorers today, as the plastic has deteriorated and distorted from more than seventy summers.

Some of other cosmetic changes were: a larger, Vee'd, diecast grille that was two (2) inches wider than the previous model, slimmer side hood ventilator panels that extended the entire length of the hood, elongation and squaring off of the fenders and removal of the traditional chevrons from the leading edge of the front fenders.

The biggest change was the relocation of the gear shift from the floor to the steering column. The benefits were the ease of changing gears and the fact that three (3) people could be seated across the front bench seat.

The North American LaSalle for 1938 continued to share GM's B body with Oldsmobile, Pontiac and Buick, and rode on a 124 inch wheelbase. This same chassis, built in right hand drive arrangement, was used for export to several countries including Australia, where Holdens fitted their own sedan body. Holden's body plan also involved sharing this body with the eight-cylinder models of Buick, Oldsmobile and Pontiac. The various makes were distinguished externally by their grilles, badgework, etc

US LaSalles were available in a full range of body styles including sedan, coupe, convertible coupe, convertible sedan, two-door sedan and commercial chassis for funeral cars, ambulances, etc. In Australia however, a four-door sedan was the only style available. 1938 was the last year of rumble seat in convertible coupes. It was killed off by the availability of extra rear seats inside the car since 1937 – these were folding seats intended for short trips only, and became a full-time rear seat in 1940.

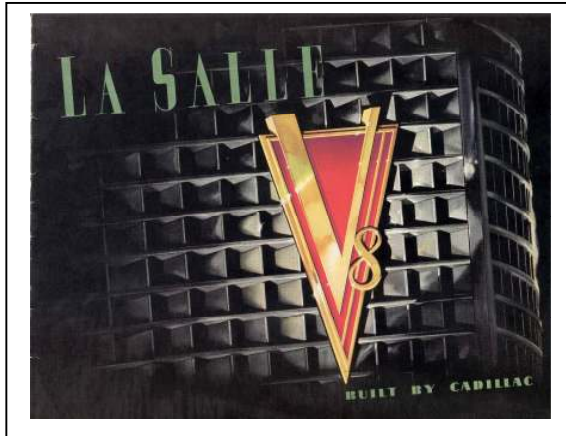
The 322 cubic inch V8 continued as in 1937, a remarkably smooth and quiet engine in all conditions and giving seamless acceleration and overtaking power that would surprise many modern car owners, even today. This engine was so satisfactory that it quickly led to the withdrawal of Cadillac's V-12 and first generation V-16 engines. LaSalle was already a style leader, but this engine put it into a new performance-car category. The 125 bhp LaSalle was one of America's fastest cars, along with the Buick Century. A tube was inserted between the air cleaner and the valley cover at the rear of the motor allowed crankcase breathing.

Changes such as the alligator type hood opening allowed for easy access to the motor when the side panels were removed. The hood ornament was used to lift the hood and this led to many a mechanic breaking the hood ornaments of the previous 1937 model where the hood opened from back to front. The alligator-type hood opening became the trend and many other manufactures followed this trend.

Due to the economic downturn, there was a drop in sales of all makes and models. Black and white LaSalle advertisements were used for the second year in a row and moved from the "Want ..." to "Now look at LaSalle". The relocation of the gear shift was used as a promotion of the 1938 LaSalle.

The 1938 LaSalle 60 Special was a project that Harley Earl wanted to set a precedent just as the 1927 and 1934 LaSalle had done. Harley Earl was very impressed by a young stylist William L. Mitchell who he hired to join General Motors.

Following a visit to the 1934 Paris Salon by Harley Earl and GM President Bill Knudsen, Earl phoned Mitchell telling him about the window treatment of a French designed Panhard Panoramic – the delicate bright metal window surrounds. Mitchell then produced several clay versions of the 60 Special for Earl prior to his return from Paris.



The impressive front cover of the rare Australian sales brochure for the 1938 LaSalle. This was the second year of the return to V8 power for the upmarket LaSalle and the company proudly promoted it. This Aussie artwork is much more stylish and daring than that in the US brochure.

As Earl was very impressed by Mitchell's efforts, they continued to work on the project following Earl's return from Paris and within a couple of weeks they had created the first version of the 60 Special. The differences to the 50 Special were

many. It included: suitcase fenders with a crease at the top and the bottom; convertible-like windows with chrome moulding; no belt moulding; no running boards; headlamps in the leading edge of the front fenders; taillights as an integral part of the rear fenders without protruding; and an integrated trunk.

Factory photos of this model show that it appears that the seats and the door panels were finished in leather; armrests were located at a slant on the door panels (both front and rear); a three (3) spoke banjo steering wheel was used; and there was a different instrument panel to the 50 Special.

This model never made it to the assembly line as a LaSalle but with a number of styling features changed, the basic design became the Cadillac 60 Special.

These changes included: wider and bolder grille; typical 1938 headlights; and lowered body profile.

Earl's ideas of style and changes, whilst not used in "Cadillac's Companion Car", were to certainly influence the style of that year's Cadillac.

The US price was a low \$1,259 for the coupe and \$1,385 for a sedan.

1938 LaSalle Series 38-50 (L-Head 90o V-8)

Bore: 33/8", Stroke: 4½", Displacement: 322 cu.in.

Compression ratio: 6.25:1 Brake HP: 125 @ 3400 rpm

Wheel bases: 124" and 160"

Carburettor: Stromberg AAV-25 or Carter WDO 392s

Gearbox: 3 speeds + reverse (column mounted)

Tyres: 7.00 x 16 inches

Total units built: 15,575 (one source), 15,001 (Ackerson and van Gelderen)

Price range (USA): \$1,259 - \$1,825; (AU) £765 (sedan only)

Introduced: October 1937

Principal features:

Headlights moved outboard of grille and lowered again

Three vertical strips below headlights, four chrome strips on hood louvers

2" wider, "egg-crate" grille, more rounded on top, more upright

"Alligator jaw" hood, hinged at rear	"LaS" medallion in centre of front bumper
New tail lights	New wheel covers
Gold-coloured "V8" symbol at upper RH side of grille	More luxurious interiors
New dash	Fisher "Unisteel, turret top" roof
Split-V windshield	Pontoon fenders, cut off at rear
Streamlined, "bullet" tail lights	Independent "Knee-action" front suspension
Hydraulic brakes	Fender-mounted spare wheel (optional)
"Syncro-matic" gearshift lever (column mounted)	

Australia – There were a mere 72 LaSalle chassis imported to Australia for the 1938 model year according to Larson & van Gelderen's book (compared with 64 in 1937) so these were always a rare car here, and quite expensive. Their price was £765 at a time when you could buy a new Master Chevrolet sedan for £386. Many older enthusiasts had never seen a 1937- 38 LaSalle until the cars began to appear in the hobby in the 1970s.



The LaSalle sedan rear seat being demonstrated for us in the US sales brochure. This of course is a Fisher body.

Almost all Aussie LaSalle of this era had their engines replaced with new army surplus V8s during the fifties. A few of this model also received automatic transmissions courtesy of the army engine transplant. Former Cadillac LaSalle Club member, the late Reg Tanner, had a garage in South Melbourne, Victoria, where he fitted some of these military engines and transmissions to his own and customers' Cadillacs and LaSalle. Reg operated service cars between Melbourne and several Murray River resort towns in the fifties.

There were also two brothers named Mitchelson who were early Melbourne, Victoria, CLC

members who had 1938 LaSalle with military engines and hydramatic transmissions – one of these is now owned by Noel Klower. I'm not sure whether these alterations were done by Tanner or someone else.



Starting the Engine

Automatic features have greatly simplified the procedure. First of all, press the accelerator pedal the floorboards. This "sets" the automatic choke. press the clutch pedal, switch on the ignition and starter button at the left of the panel. Built-in controls provide the correct starting mixture and idling.

The engine should start in from 5 to 25 seconds ing. If it does not, release the starter button and the cause:

Check the contents of the gasoline tank.

See that the throttle button is pushed in to especially in cold weather.

Make sure the ignition key is turned all the way

⚙️ Crank the engine with the accelerator pedal he

This Holden bodied 1938 LaSalle sedan has had a Hydramatic transmission fitted at a later date and is now owned by member Noel Klower

Page 18 of the 1938 owner's manual (the 1938 was only a supplement to the 1937)



Life member Gordon Smith of Sydney has been attending Club runs in his 1938 LaSalle sedan since he restored it about 35 years ago. It still looks great. Now owned by Peter Storen....Ed

1938 LaSalle Coupe



This extremely rare LaSalle body style is the convertible sedan, which many think is the most beautiful of the range. Only 265 of these cars were built in 1938. This picture was taken in Dearborn Michigan in 1983.

This spectacular carved-side LaSalle hearse with body by S&S Coachbuilders in the US was imported to Melbourne in the 1980s and was owned by Lam van Beek when this photo was snapped in 1988. It is believed the car was later sold to a funeral home in Belgium.



*Alan Achilles' 1938
LaSalle sedan*



*1938 La Salle Series 50 Holden
Bodied badge plate*

*George and Diana Aqualina's 1938
LaSalle convertible, imported early in
2006 and photographed here at
Tocumwal, NSW March 2006. Only
819 of this body style were
manufactured.*



*So you thought '37 and '38 LaSalle's were
much the same car? The difference in hood
(bonnet) opening is demonstrated here
with the "alligator-style" on George
Aqualina's '38 nearer the camera, and
Bryson Talamini's "old-style" side-
opening bonnet on his 1937 at rear.
Snapped at Tocumwal, NSW 2006.*

This lovely restored LaSalle was on its first outing when this picture was snapped at Flemington, Vic in 1997. Owner was Gary Stanley who was transferred to work overseas and the car placed in storage.



1938 LaSalle Restored

Following is a story from the Camden News (NSW Australia) Wednesday October 8 1969 regarding Harold and Pat's 38 LaSalle.

Our commiserations to Harold on the recent passing of wife Pat, a life member of the CLC South Australia...Ed



Mr. Richard Lindsay, of Kimbarra Avenue, Camden is a senior constable attached to Camden police. He bought the car from Mr. Frank Booking, of Ellis Lane, Camden, and has spent over \$1100 on its restoration. Mr. Lindsay said the engine, chassis and front end bodywork was made by General Motors in the U.S. and the main bodywork was made by Holden in Australia.

This was many years before Holden became a partner with General Motors in car manufacturing in Australia.

The Cadillac is a La Salle model with a V8 engine of 346 cubic inches volume.

It has a rated output of 40 h.p. and develops a maximum of 135 h.p. at 3400 r.p.m., Mr. Lindsay said.

The first owner of the car was a Mr. Harding, the engineer of the Balmain Shire Council. He paid about £800 for it in 1938. Mr. Lindsay said the biggest job in the restoration was the removal of the paint work in order to repaint it. He said the original cream-coloured enamel was about one sixteenth of an inch thick and was as hard as rock. It took many hours of sanding to reach the original metal. The repainting was carried out by the Camden firm of Wal Charles.



Rusty panels in the door were replaced and other restoration work carried out, including about \$150 worth of chrome plating. The car was completely rewired, recarpeted and fitted with new tyres and tubes. Dents and damage to the bodywork were repaired and the leather upholstery was resewn where it had come apart.

Beautifully laid out dash

A Good Engine

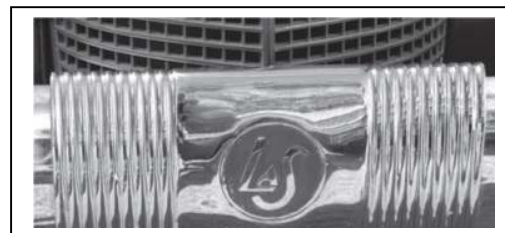
Mr. Lindsay said he took the engine to pieces but found that the only work needed was de-carbonising and grinding the valves. Locating spare parts was one of the problems associated with the restoration of the Cadillac. Mr. Lindsay said that only 50 models of this car were sold in N.S.W. and spare parts were hard to locate. The door handles, for example, came from a wrecking yard at Taree. The car weights 39 hundredweight and is registered as a normal car. Mr. Lindsay explained that it was not yet old enough to be classed as a vintage or veteran car, which qualify for lower rates of registration. Mr. Lindsay said he had previously worked on a number of old cars, but the Cadillac is his first complete restoration job. He said he is not sure what he will do with the Cadillac now that it is finished. "I've been approached by people wanting to buy it, but I haven't made up my mind about its future," he said.

Well, Mr Lindsay did sell the LaSalle and as stated above, it is now proudly owned by Harold Heaven of the National Cadillac Club of SA....Ed



Grille, mascot and V8 badge

Taillight with the three chevrons



Front bumper

Aerial



Back of front seat showing ashtray, cigarette lighter and handhold

Photo courtesy of GM archives



While hundreds looked on, 94-year-old Mrs. H. L. Downey, of Lansing, Mich., known as the "Grandmother of the Automobile Industry," formally opened Detroit's annual auto show by clipping a ribbon that extended across the entrance. Later, after a tour of the exhibits, Mrs. Downey signed for a 1938 La Salle sedan. She is shown above placing the order with F. H. McClintock.

WANT SOMETHING *DIFFERENT?*

WANT something different? Want a car that stands out from the multitude like lightning against the sky?

Go look at LaSalle!

One glance at this beautiful, sleek-lined creation—and you'll see that you've found what you're looking for. It's a feast for the eyes, if ever there was one.

But wait till you slide in behind the wheel and take to the highway. Before you've traveled around the block, you'll know you've got something.

You go from *first* through *second* and into *high* as fast as you can read the words in this sentence.

While other drivers are still struggling with the levers, you find yourself a hundred yards out in the clear.

On the open road, you have only the legal speed limit to restrict your time-table. Ralph DePalma drove a LaSalle five hundred miles on the Indianapolis Speedway in 366 minutes—under A.A.A. supervision.

To be sure, we don't recommend this. The only *safe* speed is a *sane* speed. But LaSalle is loaded to the mudguards with power, if you need it. And it's *reluct* power, too. You

scarcely feel the power impulses. All the reaction you get is a sense of movement as the car is propelled forward.

And this impression is helped by the serene manner in which the car rides the roads. Any highway department ought to be ashamed of a bump that would bobble a LaSalle!

And LaSalle does all this with

amazing economy. Owners report up to fourteen miles to the gallon of gasoline—even on long, hard trips.

Don't you think it's about time YOU looked at LaSalle? The finest motoring days are now at hand—and there's a beautiful LaSalle, in your favorite color, waiting to help you enjoy them.

Why not see your Cadillac-LaSalle dealer today—and get going?



LOOK AT LASALLE!

LaSalle is actually lower in price than certain So—before model cars.

V-8 • 125 HORSEPOWER CADILLAC ENGINE
A GENERAL MOTORS VALUE

1938 LaSalle
Advertisement used in

Gordon Smith's Pride and Joy

This LaSalle is now owned by Peter Storen, NSW Australia. Pls also refer 6g) below....Ed
The following is from the Cadillac LaSalle Club newsletter Volume 6/2 December 1975
It was back in May, 1972 that I first laid eyes on this 1938 LaSalle in Albie Frost's workshop. Albie had it as a 'parts' car for the 1939 Cadillac 60 S which he then owned.



Gordon's LaSalle has not changed much since this photo taken around 1975

After looking it over, I decided it would be possible to restore it with a lot of work, luck and spare parts and so after negotiation the car was mine. Next hurdle was to break the news to Lorna, so the following day I took her to the garage, stood back and said, "Have a look at what I just bought" to which she replied, "What! That rusty heap. You trying to be funny!" then turned and walked away. Inspired with such enthusiasm, I decided to carry on any way.

Close inspection showed some major problems, front cross member rusted out by radiator overflow, several teeth missing off the diff and the pinion nut welded on. No gearbox, rusted body panels in places and multiple coats of paint in others.

After much preparation, the body was painted in black Dulon acrylic lacquer. It looks good if you wash it twice a day. Early model Holden inside door and window handles were used. The fuel tank had so many holes in the top it was as much trouble to keep water out as to keep fuel in! The tank had been repaired underneath with copper so another sheet of copper was handformed for the top and then swetted onto the old repair and a 6- volt Holden tank sender unit fitted for the gauge.



The car was last registered in South Australia in October 1962 and was purchased by me in May 1972. It had its first run on Club plates to Cherry Park Kurrajong in March 1974 and has been to every Club run held since then, the longest

Gordon Smith's Holden Bodied 1938 LaSalle sedan

being the 1975 Alpine Assault to Cooma and district, when we covered over 700 miles at an average of 15 ½ m.p.g.

The motor fitted to the car at present is an ex-Army (No 3F4805) Cadillac of 346 cu. Inch displacement and no doubt performs better and uses more fuel than the original LaSalle V8 of 322 cu. inch. The difference being an increase from 3 3/8 inch to 3 ½ inch in the bore size.

It is interesting to note that of a total Cadillac factory production of approximately 25,000 cars for the 1938 model year, about 15,500 were La Salles and were common on Australian roads at that time and were fitted with Holden built bodies.

Prior to joining the Cad-La Salle Club, I had been on several Club runs as a guest and thoroughly enjoyed myself. But it was not until restoration on this car had started that I realised just what clubmanship was all about. The helpful advice, drawn from experience and generous giving of time and parts, overcame the problems I encountered.

I must say a big Thank You to all the members who helped so willingly. For without them, my car would not be on the road today. It is a pleasure to be part of such a terrific Club.

Gordon Smith



Many thanks to Peter Ratcliff (photos and information), Brendan and Callum Walsh (advertisements, extract from Owner's manual and photos of Pat and Harold's LaSalle), Harold Heaven for the article from the Camden News, Gordon Smith, Yann Saunders and Car-nection (The (New) Cadillac Database), and Ron van Gelderen and Matt Larson (LaSalle - Cadillac's Companion Car) for information which aided in the writing of this article. ed.

End of Part 12 of "The History of LaSalle", an extract from LaCad Winter 2009

6c) Authentic Fan Belts.

Jack Hotz had had an interesting phone call recently. An LAS member is looking for an authentic fan belt for his 39 ccp. It seems they are no longer available and no one knows what to use. Bud Coleman says the only possibility is a lorry/truck belt with a C classification. However these are modern cog belts and don't look authentic.

In Australia where the green stripe belt is available as a cog belt there is also the Total DrivePlus brand which is not a cog belt. Biggest issue I had was finding the correct size as I expect the pulley on our 39 sedan is not standard.....Ed.



Can anyone assist with this query ?

6d) 1938 LaSalles

Within the CLC Inc. Membership Directory 2017 there are 2 two door sedan, 10 Convert Coupes with rumble seat, 16 Coupes , 7 four door convertibles, 2 commercials, 1 speedster and 20 Sedans and there are 6 sedans and 1 convertible coupe with rumble seat in the Australian Membership directory. The 6 Australian sedans above are RHD Holden bodied.



Adhania Olson of Carnation, WA in Sallee Speaks No 5

Warren Lauridsen in SS No 8





Jerry Marlo of Sewell, NJ in Sallee Speaks No 12



Holden bodied Hearse in LaCad Summer 2007

Some cosmetic differences to other 38 LaSalles. Is this due to the commercial chassis ?...Ed

6e) LaSalle Awards in Self Starter Jan 2017

While most of the readers receive Self Starter, here is an opportunity to again recognize some award winning LaSalles from the 2016 Cadillac Fall Festival in Michigan.

I wonder why it is not called the Cadillac LaSalle Fall Festival. The three photos below are all that were displayed in Self Starter.



1939 LaSalle 5067 Convertible Coupe
Dennis J. Buchholz • Crestwood, Ky.
First Place, Class P5



1940 LaSalle 5267 Convertible Coupe
Lawrence D. Tribble • East Windsor, Conn.
Third Place, Class S4



1940 LaSalle 5019 Sedan
George D. Stockman • Milan, Mich.
First Place, Class T2

In Senior Crown, Class SC2

1st went to Richard Zapala, Mich for his
1935 5067 Conv Coupe

In Senior Class S4

2nd to John Bertolone, Mich for his
1940 5219 Sedan and
3rd to Lawrence Tribble, Conn for his
1940 5267 Conv Coupe

In Primary Class P5

1st to Dennis Buchholz Ky for his 1939
5067 Conv Coupe and

In Touring Class T2

1st to George Stockman, Mich for his 1940 5019 Sedan and
2nd to Mark Reenders, Mich for his 1930 262 Seven-Passenger Sedan

Well Done to you all from the LaSalle Community.

6f) Peter Storen's 1938 Aussie LaSalle with U.S. chassis number 2272259 by Peter Ratcliff

Peter Storen of Tarago, NSW was restoring a 1938 LaSalle sedan that he had bought partially restored from Gembrook, Vic, when CLC foundation member the late Gordon Smith advertised his long-held 1938 LaSalle for sale.

Peter promptly bought Gordon's car and hey presto, he had a running driving 38 LaSalle. Gordon had bought this car in 1972 from club member Alby Frost after Alby had ratted it for parts for the 39 Cadillac he restored.

So Gordon had his work cut out, searching for missing parts and repairing worn and deteriorated parts. Anyway his 38 LaSalle became the Pride & Joy feature car in the December 1975 LaCad magazine and probably attended more club events over the following 42 years than any other car, before or since.

This article is not about the work that Peter had to do after all those years of wear and tear – it is about a discovery that Peter made about the origins of this car, origins that Gordon apparently never found out about.

Owners of Australian LaSallees know how hard it is to find information about their cars – Australian-assembled cars have chassis numbers (VIN) that are totally different from US numbers, and stamped in totally different locations on the chassis. Also in most cases the original LaSalle engines have been discarded and replaced with a Cadillac military engine, which again uses a different number system.

Added to this, there were only 72

LaSallees sold here for the 1938 year. So there are lots of Australian LaSalle owners who cannot find much information about their car.

I remember telling Gordon many years ago where to look for his Aussie chassis number, but he couldn't find it – to the frustration of both of us. But Peter has the car's club rego form from the Cadillac LaSalle Club and serial number field is blank, so Peter thinks that Gordon did not know there was a number.



Peter Storen with his grandson Calvin and son Alec who were visiting from Kingston , Ontario

However Peter Storen knew where to look – he had found the number on his “Gembrook” (Australian) LaSalle chassis just where the Aussie numbers are found. When he couldn’t find a number in that spot on Gordon’s car he began his search as to why the car didn’t have a GMH number. Peter then found a number on the LaSalle’s chassis where the number is normally found on

US chassis, and it was within the number range of 1938 US LaSalles. Peter was surprised that Gordon

seemed to be unaware of the existence of the Detroit-stamped number, and puts it down to the fact that “he was short in stature and wore bifocals. R.I.P. Dear Gordon!” 1938 engine numbers start at 2270001 and Gordon’s number is 2272259 – this chassis and engine were on the ship to Australia in August 1937 and the model was released to the US public in October, so you can form your own conclusion as to how many cars had been produced prior to the public release.

Peter and I frowned at each other when he told me that this Holden bodied car had a US chassis number! He wrote away to Allied Vaughn (GM’s records contractor in Michigan) and received a GM Export document (build sheet) stating that the chassis was sent to Australia in August 1937 as an “ engineering sample ”. The sheet also says it was right hand drive, “includes sheet metal in prime”, had a flexible steering wheel, a “dummy cowl” and was equipped with a grease gun and an electric clock.

The explanation of “engineering sample” was found in the Larsen-Van Gelderen LaSalle book – their research showed that two such “engineering sample” chassis were sent to Melbourne, presumably on the same ship on 5 August 1937. We can be certain that Gordon’s was one of the first two 1938 LaSalles to come to Australia, and it was probably used in GM-H publicity photos, etc. The early shipping to Australia was to allow General Motors-Holdens time to adapt their locally-made cowl and body to the new chassis. As LaSalle was an expensive car in Australia, so few were sold that economies had to be made, and this meant sharing existing parts with other GM makes of higher volume, such as Buick. I believe Holden used the Buick cowl, toeboard and sedan body, with modifications made as required to fit it to the LaSalle chassis.

Brendan Walsh – Victorian 38 LaSalle owner and researcher – explained that while the 1938 LaSalle was released in America (as usual) in October 1937 the GM-H release in Australia was not done until May 1938. So Gordon’s LaSalle chassis was on the ship to Australia about two months before the car’s public release in its home country. The US chassis number and its location indicate that the chassis was fully assembled and finished in Detroit before it was shipped out, probably with its companion chassis (the other engineering sample) in another box.

The remaining 72 LaSalle chassis sold in Australia for 1938 had Aussie chassis numbers. There are no known records of where these cars were delivered to their first owners.

LaSalles were sold as a low-volume luxury car in Australia, despite being a middle-priced car in the US. They were sold in Australia by GM-H from the introduction of the new make in 1927 until its demise in 1940. From 1927 to 1935 all LaSalles were fully imported, built right hand drive in Detroit. But from 1936, only the chassis was imported "knocked down" and Holden built bodies for them in Adelaide, which were offered in sedan form only. They were sold through dealerships in large cities only and in small numbers. GMH would fully import the occasional LaSalle coupe and Cadillacs, so a very few Fisher and Fleetwood bodies would be seen among the Holden bodies of the day.

LaSalles from 1936-1940 used a slightly modified Buick-Olds-Pontiac sedan body built by Holden. The bodies were transported from Adelaide to assembly plants in other capital cities, and fitted to the imported chassis.

Australian Holden bodied cars were fitted with electric windscreen wipers, while their American brothers came with good old vacuum wipers. Aussie cars also had a reversed quadrant to the column gearchange pattern, which is quite a curiosity on those cars that have not been "conventionalised", as many have over the years. The sedan body is slightly different from the US Fisher body, having a two piece rear window, and of course Holden cars had leather interior as standard. List price in Australia was £765, when a lowest-priced Chev cost £349.

7 Members Cars

7a) My Pride and Joy by Les Francis. Victoria Australia.

Although I've restored several cars and trucks over the years, my 1938 LaSalle Sedan has become my greatest pride and joy because I can take my grandson for outings in comfort and safety. The joy this dear 8 year old expresses when riding in the back is indescribable and has made the three year restoration process seem a minor inconvenience by comparison.



In early 2010, I felt I wanted a vehicle which would offer a high level of comfort, which was easy to drive, and one which would accommodate a child's safety harness to comply with the new laws in Victoria. I was looking for a

car with an all-steel body (no wood), one whose mechanical components were easy to come by , one which had slipper bearings (not white metal) and which was still within the vintage / classic era.

As I'm a "jack of all trades" (learned largely at the school of hard knocks), I had plenty of time on my hands (but not a lot of cash), lots of enthusiasm , and heaps of knowledgeable mates from whom I could get information on a car which would take my fancy.



It all began in early 2010 , when , by word of mouth , I heard of a 1938 LaSalle near Gundagai. As I later learned , this car was brought to Melbourne (Australia) in 1937 as a right-hand-drive conversion by General Motors. Photos of the car were emailed to Irwin Sinclair , and after a few phone calls to the owner , Irwin and I headed north with a tri-axle trailer. Twenty-odd years previously, someone had started restoring (or to put it more correctly , "destroying") the car and it was in thousands of bits.



The car was painted in the drab olive green colour used for military vehicles. Wartime headlight blackout lenses were found in the boot. Further evidence that the car had been requisitioned for military use was found when the back seat cushion was being stripped. An original "Department of the Interior – Transport Section Advice Notice " dated Monday 22 November (1943) was found. It instructed Driver Thompson "over and above his normal work to please perform the following extra duties " ; namely, at 6:15 PM , to take the car from Reid Tech to the Woden (A.C.T.) police station, indicating that the car had been used for Government duties in the capital. Also located inside the cushion was a scrap of calico ironically stencilled "cotton made in Japan" ! Imagine the chagrin WWII Army brass would have felt had they known they'd been sitting on Japanese fine cotton !

"Problem areas" were caused by the fact that 1938 marked the introduction of an early type of plastic in the centre of the dashboard as well as strips of diecast metal. 1938 LaSalles were the first U.S. cars to use Phillips-head screws in their construction, and the "three on the tree" (column-mounted gear shifter) also debuted that year and the entire assembly was off the car. The jig-saw puzzle began !

The cylinder heads had been unbolted from the block, and although they had been left in situ , the cylinder bores were rusty and the engine was seized. I heard of a 346 engine in Mt Gambier, S.A. but it had no pistons. I eventually got on to a complete, un-seized 346 in Castlemaine which needed a full rebuild. I sourced new pistons , bearings , valves and camshaft from " Egge " , U.S.A. and the engine refurbishment was expertly performed by M.L. & B.H. McCullagh of Warrnambool , Vic. The block was bored out to accommodate the .040" oversize pistons, the crankshaft main and rod bearings were ground by the same amount and new camshaft bearings were fitted as well.

Surprisingly, after weeks of sorting out this "basket case " , I discovered that the only part missing from the car was the driver's door stainless steel beltline strip, and an ad in LaCad quickly rectified that problem.



7b) Talamini's Pride and Joy by Bryson Part 2

In the previous edition of *Sallee Speaks* the P&J article on Bryson's 38 was not complete. So here is the remaining article on, 'Fate' and 'Coincidence'...Ed

Following information from a Buick friend, I read a review of this particular car, published in 'Restored Cars' magazine a year previously. Now it so happened that, together with some friends, Ione and I were soon to take a touring holiday to and around Victoria, and this Buick was en route in the Victorian town of Kyneton. A phone call to the seller and an inspection was arranged [that bit was easy].



Meanwhile I was assessing my shed situation, and with careful measurement deduced that, by moving the smaller Chandler roadster to the space occupied in the shed by the garden equipment, the larger Buick could be accommodated. The shed would only require a new door, and a new garden shed could be erected on the children's old sand pit, which Ione had been wanting me to remove for

some years [win/win here]. Armed with my plan for the sand pit and the glossy magazine pictures of the stylish Buick, I presented my ideas to Ione in a delightful coffee shop [my experience came into play here], en route to Victoria. She is actually quite keen on the old cars so this hurdle was cleared without mishap. [Fortunate to find a wife like that.....]. However, after all this effort, the car proved to be a disappointing restoration, and was relatively easily erased from my thoughts. And at this stage I couldn't even spell 'LaSalle'!



The following day we went to Castlemaine and met up with another couple whom we were joining for a three day veteran rally in their 1910 International Harvester high wheeler. This was great fun. The next rally day we were hanging around at our lunch stop, so I took the opportunity to glance through 'Just Cars' magazine, which I had bought on impulse two days earlier. I was merely purchasing my daily paper,

however the shop just happened to have the latest edition stacked beside the newspaper. Perhaps those twins 'Fate' and 'Coincidence' felt sorry for me because I had gone to all that effort to accommodate an additional car at home. After ten minutes of uninspiring perusal, I saw this newly restored 37 LaSalle coupe; even in the small black and white photo it looked impressive. Furthermore, the phone number indicated that it was in central Victoria. On phoning the seller it sounded very interesting, was in fact located only half a mile from our motel, and yes he would be home at 4.30! Twins again! The body and interior had been very well restored although the engine had a lot of what sounded like tappet noise. Ione swears she could tell that as soon as I saw it I was a goner, [wives are perceptive like that...], however I thought it best to consider it for a couple of days and do some research on LaSalle.

Two days later I went back, checked it very thoroughly, and negotiated an appropriate deal to allow for the obviously faulty hydraulic valve lifters, suspect brakes, and numerous lesser deficiencies. Two weeks later it was delivered to its new home.

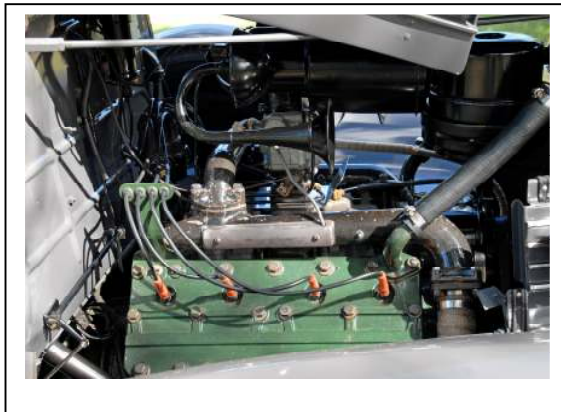


Ione was of course right. To me the 37 LaSalle was a perfect example of the very brief art deco styling period, especially the interior. Being a coupe it has much more attractive lines than a sedan, and seems to epitomise the increasing affluence and exuberance of the late thirties before the onset of war gloominess. 'Lefty', as he has been named, does not appeal in the same way to Ione, as she is not a big fan of art

deco; however she is gradually warming to his charms, especially the comfort and ride.

During the year after acquisition I did quite a lot of mechanical work, including the aforementioned hydraulic lifters replacement and brake overhaul. But then I became enthusiastic and went over all the ancillaries as well, and sorted out various electrical matters. This was all very worthwhile as we then drove the car to the 2006 national rally in Tocumwal, a 2200 mile round trip, without any problems. The performance from the superb engine is outstanding, as is the quality of the engineering in general. This car has its original engine with number matching the chassis, however it had been bored out to take standard 346 cubic inch Cadillac pistons, and the resulting high power to weight ratio gives quite exhilarating performance. The extra cubes were an unexpected bonus.

Although late thirties LaSalle coupes and convertibles were never imported new into Australia, a few have arrived during the last thirty years. This LaSalle coupe was originally



delivered to Don Lee Cadillac in San Francisco, last used on the road in Denver about 1964 and imported into Australia as a restoration project in 1988. It was restored over the period 1994-2004, and first registered for road use here in Brisbane, after I purchased it. I tracked down the original importer, an old car enthusiast for decades, who visited in 2006, and was thrilled to see it and go for a ride. That was a real 'feel good' afternoon.

So now, after the persistent intervention of those twins, 'Fate' and 'Coincidence', I am an avid LaSalle enthusiast; quite surprising for someone who had neither the space nor inclination for another car. I wonder if I were to convert the swimming pool to a garden, perhaps a little shed out the back might not be out of the question.....After all, an appealing Cadillac or LaSalle is bound to turn up sometime, and one can never have enough 'Pride and Joy'!

7c) 1940 LaSalles at 2016 Cadillac Falls Festival cars by George Stockman

Here is a few pictures of my black 1940, 50 Series LaSalle and John Bertolone's burgandy 1940 52 series LaSalle at Gilmore Heritage Center at Hickory Corners, Michigan.



This was at the 2016 Cadillac Fall Festival cars. 1st time out for mine, I've owned it for 2 1/2 years. Previous owner had taken the engine to a club member to be rebuilt 12 years before I bought it. It took about 3 months to get the engine back, still not rebuilt, it's rebuilt now and on the road again. Thanks! George Stockman



P.S. the one on the bench next to Lincoln, is Mr LaSalle (John Bertolone)



8 Merchandise

For the items below send your cash or check payable to: **LAS-CLC** to **Barbara Coleman 1515 Le Boutillier Road Malvern, PA 19355-8742**. Note prices below are only for delivery within USA. For clothing and foreign orders, please e-mail bandbc40lasalle@aol.com for shipping rates when ordering.

1) Handy Dandy New LAS Logo Item!!!



Ever wish you could just put a little more light on the subject? This little flashlight is perfect for looking into those dark places under the hood, under the dash, in the trunk, under your LaSalle! It is also great for walking at night! It fits so nicely in your tool box, in your glove box or in your pocket. (Nancy likes to use hers when she travels and carries it in

her handbag.).

The 12 ultra-bright LED bulbs are 140 times brighter than candle light and the batteries last about five times longer than regular flashlights. The tough casing is water/shock resistant, has an exclusive titanium finish, and weighs less than 3.5 ounces. The size is a perfect 4 5/8" by 1 1/4" with a wrist strap attached to the end. It comes with a nylon pouch and 3 AAA batteries. The color LAS logo is mounted on the side under an epoxy dome. Cost only \$15 (US funds).

2) Embroidered Sweatshirts



Many of you have asked us for sweatshirts and they are indeed useful for car shows because of the changing weather, especially in the spring and fall. So we are now offering a beautiful navy cotton/polyester fabric sweatshirt with the embroidered LAS logo on one side and you can have your name and the year of your car embroidered on the other side. Both designs are embroidered on the front. When you order be sure to print what you want to appear on your sweatshirt so it is clearly legible for the seamstress.

These fine shirts are completely washable and come in sizes S, M, L, XL and XXL. Cost is \$37 each

3) Key fob

Key fobs are \$17,.



4) Embroadered T-shirts

Short sleeve with pocket Jerzee poly cotton-shirts with LaS logo. All standard sizes. Colors: white, ash, black, burnt orange, navy, khaki, royal blue, true red \$24 each plus shipping and handling . Also available in long sleeve for \$30.

5) Poly-fleece Vest

These comfortable poly-fleece vests are perfect for those spring and fall car shows. Not too warm in spring but warm enough in fall. Available in all the usual sizes. Colours: Grey, Navy and Black. Includes LaS logo, additional embroidery such as a name (\$3) and car year and make (\$3) are additional. \$40 each plus shipping / handling



6) LaSalle Owner Button

This badge is 2.25 inches in diameter and has a pin on the back, typical of badges of its type. The letters appear in black on white background, making it easily readable...exactly like the original button. \$6 each.



7) ID Tags

Did you ever wonder what went into that sewn on pocket attached to the right side front kick panel? Well here they are. Courtesy of John Bertelone we can now offer these ownership cards to our members.

The cost is \$ 2 per card or 3 for \$ 5,. Order from Nancy Hotz,



8) Red Round Lapel Pins



Ideal for the formal club gathering. Show the world you are a LaSalle Aficionado.
Send \$ 6

9) LaSalle Lady Pins

This item is a real attention getter! Each letter is 1/2 " square, each pin weighs less than 1/2 oz, and is made of many brilliant rhinestones mounted on a locking pin. Be sure and state which pin you desire:



LaSalle Lady or **LaSalle** Cost only \$15 each

10) Authenticate your LaSalle

Contact the Cadillac Historical Services to seek documentation on your LaSalle by providing details as listed below.

Cadillac Historical Services has expanded the range of documentation offered to include copies of Salesman's Data Books, Operation Manuals, Optional Specifications, etc, as available. This vintage info pack sells for \$50.

A copy of the record sheet showing the as-built configuration, including original destination, paint color code, trim code, accessories and component serial numbers, is available for \$50.

Provide the VIN and vehicle data – year, style#, body# and serial/VIN#.

Include a check or money order in US funds for \$50 (plus an additional \$50 for the invoice) payable to Allied Vaughn.

For further details refer to the notice on Page 295 of the 2017 International Directory.

9 Cadillac LaSalle Chronical

If you are not currently receiving CLC, formally LaSalle Information Line, then contact Lorne Scott via seabreeze28@gmail.com and he will put you on the CLC mailing list.

10 LAS Chapter Report for January, 2017

The Chapter has been quietly humming along with no big surprise lately. I have been sending out postcards to LaSalle owners after the arrival of each TSS , using the new members listings on the back inside cover. We generally do not get much response to this method but once in awhile we pick up one or two new members. It is more often that we pick up new members after they have called Jack to discuss a car problem or to inquire sources contact information from him. Sometimes we send a complimentary issue of the newsletter to those who call depending on their level of interest as motivation to join and to become acquainted with us.

The LAS Chapter has been in operation for many years now (since 2001) and it is sad to see/hear of longtime members selling off their beautiful cars. It is also sad that they have devoted so much time and money into these beautiful cars to learn that the actual selling prices for is so much lower than the amounts they've invested in restoring, driving, and showing them.

A fine example of that are the two amazing LaSalles that Marshall Krauss has been trying to sell for quite some time now. We have printed feature articles on his cars several times over the years along with many photos of them. Wonderful cars and fine examples of the LaSalle era!

Anyone in the prewar car hobby can tell you the interest in owning these cars has really fallen to an all time low. This is evidenced by their increasing absence at local car events. The new /younger hobbyists now seem to want the newer cars and hot rods...cars **they** grew up with in the 70's and sooner. Such a shame because these prewar cars are so much more fun to work on, play with, and drive due to their simplicity. You don't need a computer for them to analyze what needs fixed!!! It is really a shame we can't restore their owners to "like new" condition too!

Meantime, in these years of the LAS Chapter we have seen and are aware of many more LaSalles having been restored, driven, and shown than there were in the nineties.

Our newsletters are still being published 4 times a year by our wonderful editor, John Byrden who lives in Australia. It is really a task collecting material for these newsletters...and we are always trying to coax members into writing articles with pictures for inclusion in each issue. John sends the copy to us electronically and we burn them to a CD, have them published, and mail them out by snail mail or email according to the member's wishes. Issue #33 was just published earlier this month. Our

membership in the USA and Australia combined is approximately 220 but fluctuates throughout the year.

Membership renewal cards will be mailed in February as usual.

We still have logo merchandise for sale...no new items as of late. People seem to want mostly sweatshirts and hats but we do have pins, vests, car ID cards, keyfobs, and badges. Barbara has informed us she will have a vendors' table at the GN'17 in McLeans, VA. This will help boost our treasury since more sales are made when the merchandise is seen "live". We also have ads with photos in *The Self Starter* and *The Sallee Speaks*.

Our membership is still pretty much the same as it was at our last time of reporting. A detailed listing was sent to Bob Crimmins, Chapter Liaison, and to Mike and Nancy Book, of the National CLC Office. We were determined to be 98% compliant with the National CLC membership requirement.

Hoping for blue skies, green lights, and plenty of gas...

Respectfully submitted, Nancy Hotz, LAS Secretary and Membership Chairperson

11 Minutes of the latest LAS Meeting

Refer Sallee Speaks No 30 for the Minutes of the LAS Chapter Meeting with the next meeting will be held at the Grand National in McLean, VA, on Friday, August 3rd at 10 AM.

12 LAS Treasure Chest

Further opportunities to that below can be found within the LaSalle Info Line organized by Lorne Scott as documented above.

Entries in the "Treasure Chest" will only occur once unless otherwise requested. Hopefully this will ensure details are always up to date.

12.1 Wanted - 1937 LaSalle Australian sales brochure

I would like to obtain a 1937 LaSalle Australian sales brochure. I realise it would be expensive and am prepared to pay, or I have some interesting and rare Aussie brochures that I would trade, as some people prefer that when trading rare stuff. If someone does not want to part with an original, I would be delighted with a decent copy (preferably colour). If you happen to know anyone who has one of these, would you please let me know or ask them to contact me.

Peter Ratcliff, 03 9580 1838, peteratcliff@netspace.net.au

13 In Closing

I do hope you continually enjoy the articles in Sallee Speaks. As stated in para 3 above, if you have any details on Commercial LaSalles or Specials I would like to hear from you.