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Sallee Speaks



Photo from AACA published in 1991 of LaSalle owner John Maharg, PA seated on the running board of his 40's coupe, 5027.

Newsletter of the LaSalle Appreciation Society

A Chapter of the Cadillac & LaSalle Club Inc.



Web site at <http://www.LaSalleAS.org/>, and

Facebook group at <https://www.facebook.com/groups/LaSalleAS/>

1. Director's Speak

Hello to my fellow LaSalle Addicts,

For being a semi-retired old codger I seem to be terribly busy all the time. It doesn't help that I don't sleep well and need more recuperation time from any physical activity-such as puttering around with one of my LaSalles, an endless process. I still work about 25 hours a week for a friend from the CLC who owns a 1941 Cadillac convertible sedan and a 1939 Cadillac V-16 limo. This connection often leads to interesting conversations and less work, I'm happy to say. He has restored and sold a very nice and very original (all the parts were there) 1937 LaSalle sedan to a gent in Delaware who then resold it (we know not where) after owning it for only 2 years. It was dark green, not Cavern Green but more of a lighter green with a bit of metallic in it if I remember correctly. Nice car but we can only save so many.

Along these lines I have stumbled across a lapsed CLC member who inherited his father's pride and joy, a 1929 5 passenger coupe. Yes, a true 8570 coupe. I haven't seen it yet but will in a week or two. He tells me it did run but developed a problem with the fuel vacuum system, now repaired, and a carburetor malfunction that he is working on. I intend to bring him back into the fold like the lost soul he is. Strangely enough he is my daughter-in-law's mothers' mailman! Obviously we never know what lurks in all these suburban garages whose doors are never open to the prying eyes of old car fanatics.

In rambling through my half started and half finished restoration projects I continually find jobs I started then was diverted from for lack of parts or mostly lack of skill to solve the problem. The latest thing I returned to was a broken vent window regulator, at least I think that's what it is called. In discussion with other old car guys I learned this problem is rampant through the hobby. And no two cars seem to use the same design! I sure would like to hear from some members of the LAS as to how they

solved this problem. As usual it is the driver's side which I am sure got the most use. I figured out that if it had been possible to lubricate the mechanism inside the door panel it most likely would still be working but with the super fragile white metal casting it didn't have a chance. Although it did last 50 years or so. The restoration of the coupe is stalled due to lack of disposable funds and waiting for chrome and stainless refinishing among other things. It doesn't help that the car is 4 hours away, which I hope to remedy as soon as I can get the mechanics in place and the front clip installed. This project is about 90% done, the last 10% might be the death of me, or at least mind altering. As John Washburn and Peter Ratcliff often recommend, have another glass of red, mate!

Blue Skies and Green Lights,
LaSalles forever,

Jack

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3 Message from the Editor

While we are again focusing on 1940 for this edition, I intend to look to Commercials and Specials in the near future. Your assistance in providing information to use would be appreciated. I do have enough Australian content but lack other country details so how about sending the poor editor something to feed the newsletter. Para 11 contains an excellent report from Nancy of where this Chapter is at this time.

Remember, as advised in the previous newsletter, we have our own web site and facebook group. Do look into the previous newsletter for details on these sites available for your use.

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.

Remember "Cadillac Excellence made LaSalle Supreme"

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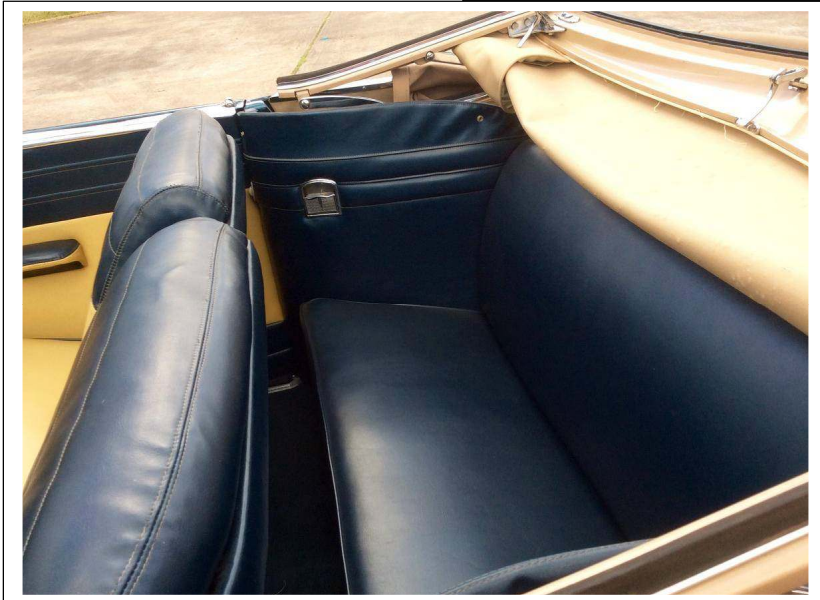
6 LaSalle Articles

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) A Hemmings Find of the Day

The seller described this 1940 LaSalle Series 52 Convertible Coupe(torpedo body), as "one of only 425 built in 1940. A rare car to find and good addition to your collection. (Actually 16 on current 2018 membership directory ...Ed) This car includes the following options: chrome foglights, windshield washer, radio, and under seat heaters. The car has the first vacuum powered convertible top that was put into production and it works fine".





6b) A readers thoughts

Jack Murray from Connecticut advised

"Just finished reading the latest one, and several things occurred to me. They may be of interest to readers.

Australian member Doug Jowett's article on getting his '39 back on the road was excellent reading. I have a '40, and I don't have an oil filter. The thought occurred to me that I'm probably not missing much, because the LaSalle didn't have one from the factory. I doubt an oil filter was even an option. I seldom drive more than 1,000 miles a year, and I change the oil at least every year. I'm not sure an oil filter would extend my engine's life, but I am sure the oil pressure would drop as the pump would be forced to push oil through a filter. I looked at a '40 like mine owned by a member in Rohnert Park, California late last year. He had an external filter. Its element was a roll of toilet paper! Honest to God!

I guess what I'm saying is, maybe you don't need an oil filter if you change the oil every 1,000 miles or so.

What should you use for oil? Hemmings sells oil with zinc in it, but I buy straight 30 weight non-detergent oil and add sixteen ounces of Lucas break-in additive. You can't have too much zinc, and the 16 ounces gives 7.5 quarts just the right amount.

Refer also to the previous Sallee Speaks regarding your choice of oil...Ed

Somewhere Doug mentioned Petronix ignition. This product would seem to be the answer to a prayer - but - be aware there is a dark side to this product. It's an issue that I had with the product in my '70 Cadillac, and one my brother-in-law experienced somewhere out in Narragansett Bay. It can fail. It gives no warning. You may get a little spark, so it would be the last thing you'd think of as you scratch your head trying to figure out why your engine won't run. To determine if it's the Petronix, take it out and replace it with the points and condenser you removed - and saved - I hope. When it roars to life, even if you timed it by eye and set the point gap with a match book cover - you found the culprit! This I know now. I didn't know it when I spent a summer ripping the gizzards out of my 472 to find out the timing chain was fine.

I understand from a friend with Petronix that after a couple of mishaps with his 6V system that the Petronix supplier reconfigured the unit to run on 12V via an inverter to provide a more reliable performance...Ed

I hope my thoughts on this will be helpful.

Thanks Jack for your thoughts, much appreciated when members send in their thoughtsEd

6c) A Nice Award

At the Feb 2018 monthly meeting of the Valley Forge Region of the CLC, Editor of The Goddess, John Barry, received the award below in recognition of service to the region by way of the newsletter. Congratulations John and an award all of us LaSalle owners would be proud to display.



6d) Vehicle Information Kits

Craig Duerling advised recently that he had just found a very informative free archive with Vehicle Information Kits for all years of the LaSalle. It is at the GM Heritage center web site. The VIKs are at <https://www.gmheritagecenter.com/gm-heritage-archive/vehicle-information-kits.html>

A wealth of information for all of us.

6e) Finally

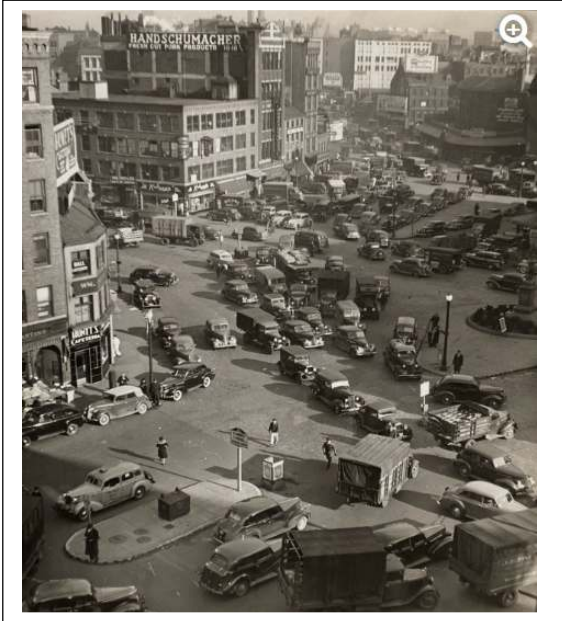
Many of you will be aware of "The Old Motor Newsletter" that is a weekly internet magazine. Well, after a few years of searching I finally found a LaSalle in an early May 2018 publication.



Looks to be a 1937 / 5019

The Old Motor advise it was taken in Lexington Kentucky with the photo courtesy of the University of Kentucky.

Timing is unknown but most likely late 30's to early 40's.



And then mid May 2018 I saw the following.

Titled "Grid Lock in Dock Square Boston , Massachusetts".

Looks to be a 39 LaSalle sedan parked on the corner.

7 Members Cars

7a) A further selection from the previous Grand National



This 1935 LaSalle , owned by Randy and Susan Denchfield of Chevy Chase, MD, was for display only

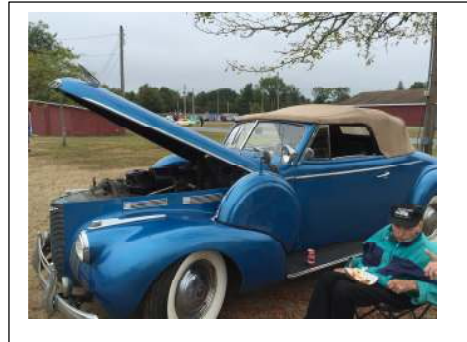


This lovely green ccp is a 5267 with real fender skirts!
Owned by Richard Hosley of Guilford, Connecticut



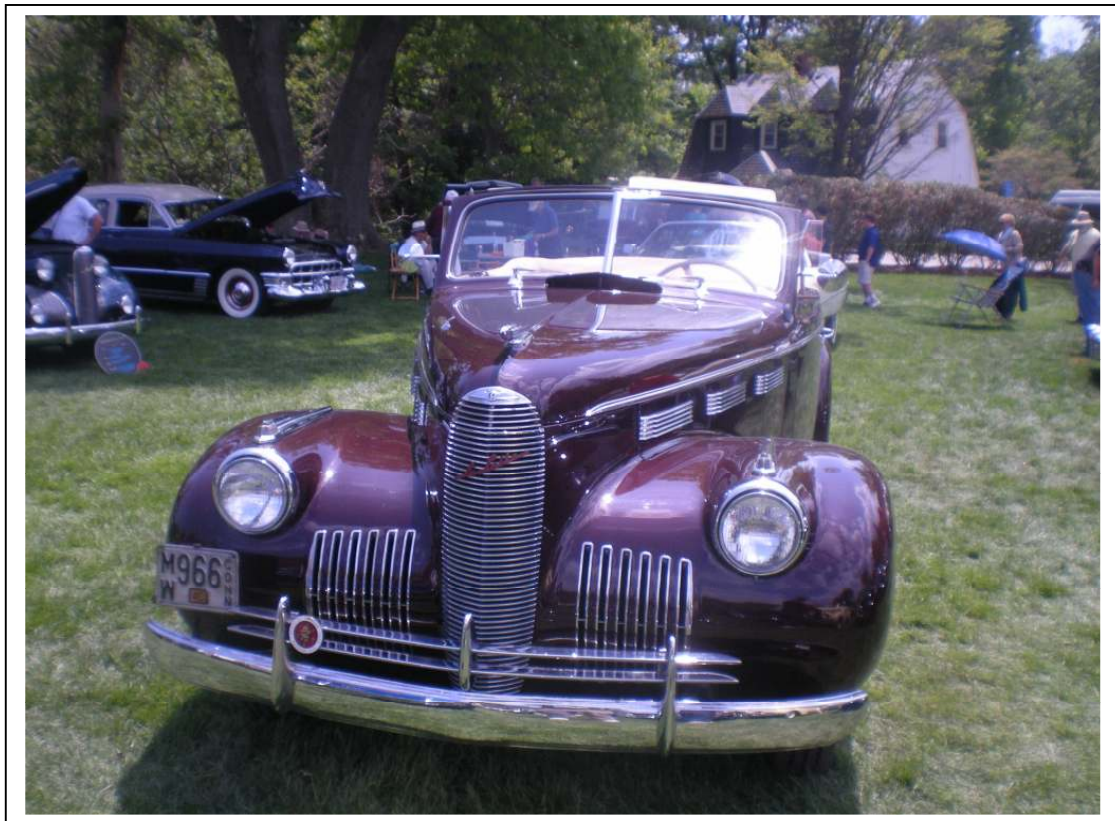
7b) Jack Murray's 40-5067, take 2

In the previous Sallee Speaks I published the photo opposite as Jack Murray with his 40-5067. This is incorrect. Jack provided the photo because of the rarity of the LaSalle with the dual side mounts. Does anyone recognize the gent seated, I assume he is the current owner.



So onto Jack's 40-5067....Ed

1940 LaSalle - Model 5067



This is one of only 599 similar vehicles built in model year 1940. It's not what I wanted. I wanted a 1937 convertible coupe, but sometimes you have to take what you can get – for our time on this earth is limited. It is a 50 series which means it shares a body from the cowl back with "B" bodied Pontiacs, Oldsmobiles and Buicks of that year. The series 52 was introduced later in 1940, but it shared a body with the "C" bodied Pontiacs, Oldsmobiles, Buicks and 62 series Cadillacs. These were called "Specials".

50 series LaSalles came in a four-door sedan, two door sedans, coupe, convertible coupe, convertible sedan, and a commercial chassis.

I found this one in Reno. The dealer would not tell me who previously owned it. I guess when you consign your car to a dealer, he will honor your desire to not have your identity disclosed.

Thanks to 50 bucks and the GM Heritage Center, I know some of its history. It was delivered to Hoosier Cadillac in Indianapolis in October 1939. It cost the dealer \$1,069.34. What he sold it for, and to whom, I do not know. Everybody knew the war was coming, so I'm sure the dealer did quite well.



The title arrived several months after the car arrived. It contained a treasure trove of information. In 2000, the LaSalle was sold by the Rucker Family Trust of Grants Pass, Oregon to Monte Shelton. Monte Shelton had a Jaguar dealership in Portland, and he runs a side business buying and selling collector cars. I was able to speak to Mr.

Shelton, and he remembered the car. He didn't think he owned it for two years, but he remembered it as being a nice running car that he drove to several shows in the area. The title told me he sold it in 2002 to Monroe Brown of San Jose, California. I tried to find Mr. Brown, and that became a challenge. Still, the internet makes it difficult to hide from someone who really wants to find you. Our daughter lives in Lafayette, California. I go there frequently, and so, on one of my trips, I took a ride south on the 680 to San Jose and found the address I believed to be Mr. Brown's. (Californians refer to their major highways by their route numbers, the 4, the 24, the 80, and so on.) It was obvious there was no one home, and somehow it just did not have the look of what I would expect for the owner of a vintage LaSalle convertible. Across the street, a woman was tending her flower garden, so I asked her if she knew anything about Monroe Brown. She not only knew him, she knew where he now lived and gave me his address. I was able to speak with Mr. Brown who told me he had the LaSalle for a number of years and made a few improvements. One improvement was to have the six-volt starter rewound by a shop in Oakland, California so that it would crank the engine as if eight volts were being applied to it. After a number of years, I don't know how many, his health forced him to part with it. He sold it to someone in Pleasanton, California. Pleasanton is about twenty miles north of San Jose on the 680. I found it in February 2014. How it got to Reno almost four hours northeast remains a mystery.

It was obviously restored prior to 2000. There's a slim possibility it spent some time when quite new in the Boston area. The radio buttons contain Boston call letters. Back then radios were AM only, and the manufacturer provided a sheet of perforated labels for the call letters for every known U.S. radio station. The first owner carefully removed the appropriate call letters and placed them under the buttons on his car's radio. This could have meant the first owner bought the car in Indianapolis, but soon drove it to Boston – quite the road trip in 1939. It's just as possible the radio may have been installed during the car's restoration, and it may have come from New England. The car was not delivered with a factory installed radio, but Hoosier Cadillac could have installed one prior to its sale. Cars can't talk, so we'll never know, will we?



In the Cadillac & LaSalle Club, there are sixteen similar cars including mine. There are others. I have found another half dozen. In my wild, untamed youth, three years ago, I thought I would try to determine how many besides mine still exist in one form or another. Somehow, my goal changed to include

all LaSalle's. This turned out to be an impossible task. I'll stick with my original intent.

About the only problems I've experienced is a tendency to overheat in hot weather at slow speeds. Some other owners tell me that's a common problem. The other was a coil failure – made worse by the overheating issue I'm sure. I've done a couple of parades, not a smart move in hindsight, but.... Well, I promised, so....

I've driven it to Cadillac Day at the Museum of Transportation in Brookline, Massachusetts. That's about 100 miles each way for me. On one trip, I had a flat tire a third of the way there. With no jack and a flat spare, it came home on a flatbed, but that's so far, the only time.

I won't drive it in rain, but this car was typical of what everybody drove in the late 30's, 40's, and thanks to the war, early '50's. My first memories are from road trips in the back seats of an early 30's Chevrolet, a '35 Plymouth, a '36 Buick Roadmaster, a '37 DeSoto, and a '39 Plymouth. We drove all over Rhode Island, Massachusetts, Connecticut and on vacations to Maine and New Hampshire. With what passed for brakes, steering, tires, headlights, and wipers on those cars, how my old man ever got us back home in one piece, I'll never know.

Jack Murray, Marlborough, Connecticut USA

7c) Photos from Dirk

The following has been forwarded previously by our Director of European Affiliates, Dirk Van Dorst



This 1937 sedan is owned by Eric Debusschere of Belgium.

Dirk advised that Eric participated with this car in a Cadillac event held in France at Castelsarras in 2005 and that Eric drives this car to many meetings.



Another two pict's taken in 2007, Dexter Michigan , not far away from Hickory corners and the CLCMRC . The car was owned by the late Billy Wetzel.

In the car are Dirk and his wife Liliane.



Here the same 34 La Salle, Dirk and Bill.

Dirk advised this was the only place he ever saw several 34 LaSalle conv coupes standing next to each other, at the 2002 Centennial in Dearborn Michigan.



7d) Lorne's 27 LaSalle

This article has been updated from a previous Cadillac LaSalle Chronical newsletter that is edited by Lorne Scott.

As per para 9 below, if you are not on Lorne's e-mail list you are recommended to send Lorne an e-mail.....Ed

A Biography Of "LADY VICTORIA"

It all began in the early 1920s' when G.M. found a price gap between Cadillacs and Buicks that was sending mid priced luxury car buyers elsewhere. Alfred P. Sloan wanted this niche filled and by doing this, G.M. would regain the sales lead in the luxury car market.

We now jump ahead to the mid 1920s – Wages were higher, affluence abounded, and the automobile was becoming higher on peoples priority list. The Fisher brothers had heard about a California designer - Harley Earl who was designing and customizing Cadillacs for the Hollywood stars. With their encouragement, G.M. executives commissioned Earl to design and build this new mid market vehicle, the LaSalle. The end result was so astounding that he was hired on to establish and run the new "Art, Color and Design Department for General Motors.

The LaSalle was first introduced in March of 1927 to the delight of the public and G.M. The Victoria 4 passenger coupe sold for approximately \$2550.00 in the U.S. and \$3380.00 in Canada at that time. Finally G.M. had a full slate and would once again dominate the luxury car field.

The birth of my "Lady Victoria" would have been sometime in late Nov. or early Dec. in that she was shipped from Detroit to Oshawa Ontario Canada on December 21st 1927. She arrived at Begg Motors in Victoria B.C. Canada early in January 1928 and would

remain in the area for the next 90 plus years and through seven caring owners to this point. LaSalle, "Cadillac's Companion Car" the reference manual for LaSalle's, written by Matt Larson and Ron Van Gelderen, informs us that there were 405 of this model - 4 passenger Victoria Coupes - built in 1927 and 1928. At last count, there is one restored and living in Mississippi, one that has been resurrected some years ago from a large collection in the Orlando Florida area and has recently been found on E Bay for sale and then Lady Victoria - resting on a carpeted floor, in a heated garage, 14 steps from our kitchen. Life is good!! The Michigan vehicle disappeared from the CLCC Directory after one printing and location is no longer known, by me anyway.

A BRIEF SUMMARY OF LADY VICTORIA'S LIFE

The original owner, Mr. A.T. Goward picked up his new pride and joy and drove it the three miles to his home in the (at that time) country. Back in 1928, roads were scarce and rough. The new Victoria four passenger coupe would transport him and his wife on their everyday missions for the next 20 years.

At this time I would like to express my most sincere thanks to members of the Goward family for their recent corrections and additions to her story and history. The B&B, Goward House, mentioned in the first issuance, is still in use and is designated a Heritage Building, after more than 100 years, proudly displaying a portrait of the LaSalle in the front foyer. Her first owner was a prominent executive in the BC Electric Railway CO. and brother of the Goward hotelier. He lived in an area that seemed miles away from town in those days but now is only ten minutes by a main road from the center of Victoria. Lady Victoria was also used by the area Doctor to make his calls when available hence, the Doctor's bag in the luggage rack at present.

Lady Victoria was then sold into hard labor (1948). She was sold to a gentleman who operated a chainsaw business about 20 miles west of Victoria. The commute in 1949 was still over logging roads and mountainous terrain. She held up well physically but the carburation and fuel systems became unreliable. A more modern and up to date carburetor and electric fuel pump were installed and still operates comfortably with this equipment in place. The original equipment sits in a box and awaits restoration. I met this second owner at a car show one day when I almost ran him down with her. He was so excited about seeing her again that he tripped behind her while I was backing Lady Victoria into place. We became good friends even if he does drive a Maseretti onto the show field. He passed away recently but his memory is still very vivid.

After going through a lady owners hands for a short while, (too much car for her to handle) Lady Victoria was sold to another attentive owner who unfortunately, on a Saturday night foray broke the center dash plate with his head and tore the upholstery in a couple of places. This gentleman died before I could contact him but his wife says she still has some unopened boxes in the basement so what treasures do they hold? (She too has passed on now so those boxes may never meet up with Lady Victoria.) I met the fifth owner at a show as well so more photos ensued and we still meet at car shows in the area. He has graduated to a '51 Cadillac coupe as his ride.



This brings us to the sixth owner who was very dear friend of mine, Stan Katherens. He attended to Victoria's needs from 1971 until 1997 when heart disease took him down the final road. During her life with him, I was privileged to be his chauffeur

when she was shown and attended parades and other events. She spent some years in the local museum while Stan restored a model A and a '35 Chrysler R/S coupe. . Upon Stan's demise, I was left with first option on the LaSalle, for which I thank him every time I take her out or work with her.

Lady Victoria has been my responsibility since 1997 and has won many awards at shows but they pale in comparison to the comments she receives when on display. As far as I know, she is original except for the fuel system, which allows her to idle beautifully at what seems to be about 300RPM and recently the upholstery. Her material top was replaced in 1972 and it is still in superb condition. I don't drive her over 45 MPH with high hopes of never damaging anything mechanical. She is one of three that are known to survive of 405 1927-28 LaSalle Victoria 4 passenger coupes, in existence. With that in mind, she receives royal treatment.

Over the past few years I have been able to locate different items and information pertaining to her history and well being. This was added to a few years ago when I received the "Build Sheet" from Cadillac Motor Car Division. The build information in 1927-1928 consisted of a hand written line across a double-paged leather bound ledger. This has been photographed onto microfilm and I received a photocopy of this film with her serial number standing proud in the first column. Most of the rest was unreadable but with the help of magnification and the latest reference book "LaSalle, Cadillac's Companion Car" I was able to decipher most of the numbers and little black specks on the photocopy. I consider this one of her most important pieces of documentation, giving verification of part numbers, colors, sizes and most of the stats necessary for a future restoration. If the "Old Lady" keeps going the way she is at present, the restoration may be a long way down the road.

At present there is a bit of a problem as I have lost her gas cap. The tank neck isn't one of those common sized ones and is larger ,I guess, due to the amount of gas she consumes. I have been told that gas is the least expensive item that you will put into

your car. Is this ever true. After trying to locate a gas cap for about six months, one finally showed up at a swap meet, some 800 miles from our little island. The price on this like most other parts that are available is out of site and the word for it is gouging. If all goes well, negotiations on the price may be lengthy but hopefully successful in the near future.

Another problem that has recently arisen is Lady Victoria's differential. I had my grandsons out for a ride a few weeks back and when I let the clutch out, she just sat there. After a ride home on the back of a flat deck, the cover was taken off the differential and we discovered that the Crown gear still turned but there was a disconnect between it and the back wheels somewhere. I can hardly wait to find out what parts are going to be required and at what expense this repair will cost. Other than that, she is still in great shape for a 90 year old lady.



Vintage decals from CLC and that of the Cadillac LaSalle Club of Canada

Some of the special interest items on her are shown in the accompanying photos and one of the most interesting to a lot of people is the Cadillac LaSalle Club decal in the back window. It shows the dates 1902 to 1942 then says the club was formed in 1958. Apparently, the 1902 to 1942 dates designate the years of Cadillac/LaSalle that were recognized by the CLC when it was first formed in 1958. The remaining portion of this story

would make a good historical article that may be written by some well-informed historian of the CLC in the future.



The "TRUARC DISK WHEEL" and the Doctors bag from 1928

Another is the disk wheels. Victoria B.C. has great weather for most of the year but the winter rains are intense. The reason that this no cost option was chosen was to eliminate

any possibility of dry rot in wooden spokes. These wheels are of the split rim variety

with a snap ring on the outside to hold the tire. These are known as "Truarc" Wheels. They apparently were an option that didn't appeal to many buyers as they are almost non-existent today. A friend here in Canada has been looking for one for sometime and there doesn't seem to be any available. He has since gone on a quest to locate the history and any other info that may be available. I have only been able to find three cars pictured with them attached, Randy's '28 LaSalle 5 passenger coupe, Lady Victoria and a large Phaeton in France. Should anyone who reads this know the whereabouts of any or any information about the wheels or the Truarc Company, please contact me at your earliest convenience.

The running board luggage rack was added for transporting luggage due to the small trunk. It also was a great place to hold the doctor's bag when the area doctor borrowed the car. Apparently he left the bag with the car and it has remained ever since.

In the rear seat behind the driver is a compartment for storage of whatever. I can only assume that it had a very practical use in days of prohibition. The jump seat still allows for gracious entry to the rear seat and the original blinds still close when privacy is required.

Since this article was published originally in the Self-Starter in 2001, a few changes have been made. She now sports new upholstery and another luggage rack containing my father's vintage luggage from the late 20's. When she first came to our home, she had a



The newly applied upholstery with the compartment in shown in the upper left corner

cloth over the driver's seat and an old blanket in the back. The upholstery had mostly gone from the door panels and there was no carpeting at all. After a few years the springs made driving very uncomfortable so new material was put in place making it a pleasure to drive again. Just recently, I had to open up the engine for the first time in 80+ years as the head gasket finally

developed a leak between two cylinders. Everything else looked great so the heads were torqued back down and we were under way again. Now we have the differential disaster to deal with but if I am in that fine shape when I am over 90, won't life be grand.

After this article was published, I heard from a gentleman in Australia who was in the process of restoring what he thought was a '28 Victoria that is mounted on a Fleetwood

Chassis and is also right hand drive. This vehicle turned out to be a 5 passenger coupe with a rumble seat. In 2008, I heard of another and communicated with the owner and who was an avid admirer of his Victoria in Orlando Florida. He had planned to sell it until he found out about the rarity of it. As with most auto enthusiasts, it became an issue and it was then put on EBAY and sold to an unknown person. It recently showed up on EBay again as a restored vehicle. The ad gave information that does not coincide with a numbers matching restoration. Another has shown up in the CLC Directory and lived in Mississippi. These are the only known 4 passenger Victoria coupes left of the 405 that were built in 1927-28.

My enthusiasm for LaSalles got the better of me a few years ago and I felt that a conduit for information should be developed so the "LaSalle Information Line " was initiated for LaSalle enthusiasts. This is conducted world-wide over the internet and in conjunction with the LaSalle Appreciation Society with over 250 owners on the listings. We do send out a monthly newsletter with information regarding LaSalles and Cadillacs and we are always looking to expand for the sake of communication. Should you be interested, please contact me at the email address below or the LaSalle Appreciation Society - addresses in the CLC Directory.

There are many things that I still have to learn about "Lady Victoria" and would be very interested to know if anyone knows the whereabouts of any other 1928 LaSalle 4 passenger, Victoria Coupes. It would be my pleasure to communicate with anyone who may have any of this information. My e-mail address is seabreeze28@gmail.com should anyone wish to share information either way.

I am a firm believer that the old car hobby should continue and young people should become involved. It is hard to do with disposable "Rice Rockets" going at prices the young can afford and the price of restoration of classics and special interest cars being so high. When people ask what Lady Victoria is worth, they are told that she is not for sale because she is willed to my daughter after I can no longer take care of her. With any good fortune, Lady Victoria will go down the line as a family heirloom for the enjoyment of generations to come.

Lady Victoria's First Owner ALBERT TOLLARD GOWARD

Lady Victoria's history is well embedded in Victoria as she has been a resident since her arrival in January 1928 at Begg Motors, the Chrysler and Dodge dealership. Begg Motors of Victoria also had a sister dealership in Vancouver that had the franchise for Cadillac, LaSalle and other GM products. This enabled clients in both areas to obtain all these brands in either city.

Lady Victoria was one of the fortunate GM vehicles that was purchased through Vancouver Begg Motors and transferred and sold in Victoria. The dealership was on the corner of Yates and Vancouver Streets in Victoria and still exists with the BCAA motor club being one of the main occupants. The new owner - Mr. A.T. Goward picked up Lady Victoria and drove her to his estate in Oak Bay. That estate was designed by Mr. Ratenbury, an architect of that era that designed many of the famous historical buildings in Victoria. A photo of the main gate below does not allow for a clear view of the home but can be vaguely seen through the trees in the upper left corner.

T. Goward, his parents and his family immigrated to Canada in the 1890's from Tenby, Pembrokeshire Wales. He must have been past childhood as he had this estate

constructed by 1908. Should further information on the family be forthcoming, it will be appreciated and added to this missive.

Albert had achieved the position of Manager of B.C. Electric Railway by 1928 when he purchased Lady Victoria. The rail tracks have now been removed and a walking path has been constructed basically from Victoria to Saanichton, some 10 miles apart. There is a lovely winding road named after AT as was the railway station at the beginning of the road. There was also a brother by the name of Owen Goward who owned a road-house on the outskirts of Victoria at the time which is now only 15 minutes from the center of Victoria. Goward House is still used for gatherings and is cherished by those of us that enjoy the history of our city.



I would like to express my sincere gratitude to Shaun Paterson, David Eyles and the late Elizabeth Goward for their assistance in the accumulation of this history concerning Lady Victoria.

Many thanks also to the Goward family for the corrections of the early history that had been passed down (and embellished) by the previous owners. Also many thanks again to Richard Stanley, Matt Larson, Richard Sills and Gregg Wallace for the assistance, information and encouragement they have given over the past years. With people such as these it is no wonder the Cadillac LaSalle Club, The LaSalle Appreciation Society and the LaSalle Information Line are so successful.

The other six owners have a story as well but time, interest and space won't allow us to tell them. I am the seventh owner in 90 years and I promised Stan's wife that I would

take care of Lady Victoria. If only there were more of these lovely old rolling sculptures still around. Many thanks for reading through her story and with any luck, your LaSalle (or other favorite ride) will have as good a life and their stories will be told in the future either in the "Sallee Speaks", "The Cadillac LaSalle Chronicle", "The Self- Starter" or another communication that keeps these vehicles on our roads.

Just imagine what stories the cars themselves would have to tell!

All the best, Lorne



Note the red triangle on the rear fender denoting 4 wheel brakes

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 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). **Until sold out.**

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,. **Until sold out.**



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 . **Until sold out.**



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. **Until sold out.**

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 **Until sold out.**



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 February 2018

Please refer to the previous Sallee Speaks for the latest chapter report, dated Feb 2018

11 Minutes of the latest LAS Meeting

LAS Business Meeting: April 7, 2018:

During the past few years printing and postage costs for the newsletter have risen bit by bit. This has, over time, greatly affected the LAS in its newsletter and merchandise mailings. In some cases where purchasing a logo item to be mailed, the cost to the customer becomes unreasonable in price. So after having a few "off the cuff" conversations, it was decided we needed to sit down together and have a serious discussion.

April 7, 2018 Barbara Coleman, Bud Coleman, Mike Barruzza, Vicky Barruzza, Jack, and I met to go over the Chapter's expenses and its income. We discussed all the various items we have been selling, the costs to us, and costs of their shipping. We decided to discontinue a few things. Once they are sold out we will not order them anymore. So the future ads in both *The Self Starter*, *The Sallee Speaks*, the website, and on *Facebook* will reflect this decision. We will continue to advertise the LAS logo caps, golf shirts, sweat shirts, and t-shirts. (These items are all embroidered logo items and can be personalized for an additional cost.). The key fobs, pins, badges, flashlights and vests will be discontinued once they are sold out. We will still be selling the LaSalle ID cards at same price since they can be mailed in a regular business-sized envelope, no extra postage needed. Needless to say, articles purchased at GNs and car shows where they are displayed will be postage free provided they are not personalized. If the customer wishes personalization then postage needs to be charged for mailing it to the customer after processing. The new ads will reflect these changes. We try to make only a few dollars on each logo item we sell, making the logo merchandise affordable to members. We certainly do not have sufficient income to absorb the loss due to shipping costs. So the items advertised will specify postage as additional.

We have always made an effort in the past to keep the LAS Chapter dues rates low because members are required to join the CLC National but also they may belong to other car regions and clubs. This Chapter was officially formed in September of 2001. In 2014 we made the first change to the dues structure due to the growing popularity of email, using it to offset the rising costs of mailing newsletters. At that time most of our members received the newsletters by USPS.

When our Editor John Byrden of Australia took over the position he shortened the number of pages in the newsletter in an effort to cut both printing and postage costs. He also took over all correspondence to foreign countries, i.e. Australia, Britain, The Netherlands, France, Denmark, Germany, Norway, Italy, Luxembourg, France, Belgium, and Sweden. This offers us access to their expertise and experience without the costly expenses of communication which we once bore on our own. John has no expenses

because his correspondence is all done by email. Folks from Australia and other countries have purchased our logo merchandise when they attend our GNs. As you can imagine, we do not offer to ship anything to them. (For example, just to mail a CLC National Directory to John Byrden in Australia, the shipping cost is \$23.00.)

Next we needed to discuss the newsletter expenses as they relate to our income. *The Sallee Speaks* is published 4 times a year at regular 3 month intervals. At this time Jack emails *The Sallee Speaks* to 55 members and Nancy mails 60 hard copies to members in the USA and Canada. Some members want the newsletter sent to them in hand. That is their prerogative and we try to accommodate them. Not everyone uses email. But it obviously costs more when you consider the printing, envelopes, and postage to send them by USPS. The advantage of email other than costing less, is that members see the newsletter in full color and they also receive their copy a little sooner than the mailed black and white editions.

Lorne Scott of Victoria, BC still operates the LaSalle Hotline, a free Internet link for those who wish to solicit information, buy and sell car parts, and make inquiries.

Now this year The Chapter has opted to offer a Facebook Page and Website through the kindness of Craig Duerling, both a National CLC and LAS Chapter member from Maryland. John Byrden of AU is also working with Craig in this effort. This is in keeping with the progress we are feeling in the world of new technology. At this time the cost to the Chapter is minimal. Both Craig and John are kept informed of the current CLC membership numbers in order to facilitate the process of allowing legitimate viewers onto our LAS Facebook Site.

So after all these issues were considered, it was decided to raise the annual dues for snail mail recipients to \$18. The electronic recipients' dues will remain at \$10. We have few members who like to receive the newsletter both electronically and by USPS. They must pay the \$18 per year for the USPS delivery.

For those people paying their dues a few years ahead as some folks have done, the increase will not effect them until their paid up time runs out. For those people whose dues are yet to be paid for 2018, there will be no increase required until the next billing date for them. Their blue postcards for 2018 billing are yet to be mailed and will show no reflected increase. The new billing rates will become effective January of 2019. This seemed the only fair way to handle this since 2/3 of our membership has paid dues for 2018 and the other third have yet to be billed as per their date of signing up for membership.

The LaSalle Appreciation Society meets all the requirements for The CLC National and remains a very strong Chapter. We have kept up with the times by providing all the methods we do for communication. It is one of the longest surviving Chapters in the history of the CLC...A fact of which all of us should take pride. We have always felt it provides an excellent forum for the LAS Aficionados to share and to have a voice.

Respectfully submitted, Nancy Hotz, LAS-CLC Membership/ Secretary

12 LAS Treasure Chest

No treasures at this time however a good collection is normally found within the Cadillac LaSalle Chronical organized by Lorne Scott as documented above.

13 In Closing

Do You Need any Back Copies of Sallee Speaks

Nancy advises that some Hard Copies of Back Issues can be purchased from Nancy for \$6 each, posted within USA. So send an e-mail to Nancy if you are after any. Remember the web site has all newsletters available to you and these would be in colour if you printed them yourself.

New Members

A welcome to three new members to LAS,

Gary Randall of Racine, WI with a 1940 Series 50 coupe,
Kai Nielsen of Mt Vernon, WA with a 1929 Series 328 Model 8590 2 pass coupe and
Pete Donlan from Victoria, Australia with a 1940 Series 52S .