



Number 29

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Jan 2016

Sallee Speaks



This is a 33/355-CX and seems to be the only remaining Cadillac LaSalle
Not a Cadillac and not a LaSalle but a Cadillac LaSalle. Refer 7b) below.

Newsletter of the LaSalle Appreciation Society

A Chapter of the Cadillac & LaSalle Club Inc.



1. Director’s Speak

Fellow LaSalle Enthusiasts,
Here on the east coast of the US we have had suspiciously warm weather for December. Could this be a harbinger of more cold and nasty weather later? Well, I guess we will just have to wait. Contrary to the global climatologists, I would not dare to forecast more than a week into the future. Of course in Canada two days is the limit.

I'd like to say I've used this warmth to get some time behind the wheel but life keeps intruding into my plans. I somehow got interested in restoring a couple of 1940's radios that have been kicking around the basement for years so I have been refinishing old wood and found another old codger like myself who make these things produce music. It's fun and a lot easier than turning wrenches or lifting gear boxes.

I just received my member directory from the Cadillac LaSalle Club of Australia and I am always impressed by the number of LaSalles still roaming the roads of Oz. In the time I have spent there I have met and talked LaSalle with a good number of the names I see in the directory. It is quite an experience to travel that far and encounter such enthusiasm for a common interest. Unfortunately I will not be at the 2016 meet at Wangaratta but I do hope to get back again someday. Perhaps when the Dixon twins are old enough to understand I'm their long lost Uncle Jack.

Now that we have the cold coming here in the northern hemisphere and the tremendous heat coming to the southern we all will be lying low with our cars. Unless you have a climate controlled shed working on our cars is not likely. Now is the time we can read through catalogues looking for parts and services, contacting fellow members about projects we are working on, and plan activities for when

the weather improves. It is also time for me to finish this bloody 37 chassis and get it back to the restoration shop so they can paint the body and start assembling the various parts. With some luck I should have the coupe done for the 2017 Grand national in McLean, Virginia.

It's been a long trek but I haven't given up yet.

LaSalles forever,

Jack

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3 Message from the Editor

Well I do hope you all had a great festive break and are all enjoying the new year. Within the next newsletter the history section will focus on 1935. Again still a fairly rare LaSalle with only 19 LaSalles in the CLC 2016 Directory and with none in the CLC Australian Membership Directory.

Nancy and I had a little publicity drive a few months ago and have picked up a few more members. You will note a couple of these new members have their LaSalles documented in this newsletter. To those LaSalle owners and other recent members we welcome you and your family to the LAS.

Did you notice that there were no LaSalles in the 2016 CLC calendar. The CLC advises that they require members to forward photos for them to be included, so how about it. Most owners will have at least one quality photo of their pride and joy. In a future newsletter I will advise on photo requirements.

To all the LaSalle owners in Australia, you will be aware the Australian CLC National Meet is to be held in Victoria at Wangaratta next March, the "Kelly Country Cruise". So the big question still remains, will your LaSalle be ready. Let's see a strong representation of LaSalles at Wangaratta.

Remember "Cadillac Excellence made LaSalle Supreme"

4 LAS Contact Information

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Remember that all LAS members must also be registered with the National Cadillac and LaSalle Club. All addresses, e-mail addresses (where available), and phone listings can therefore be found in the International CLC Membership Directory or the applicable country directory.

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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.

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) Cole Porter



The above picture of Cole Porter and a 34 Convertible courtesy of "Self Starter".

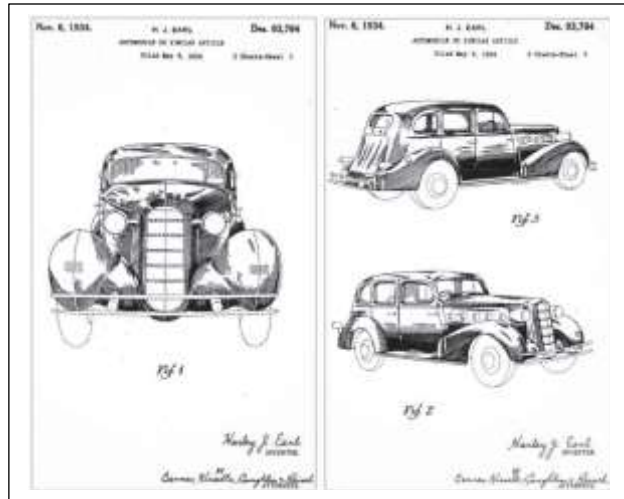
6b) History of LaSalle Part 8, 1934.

The 1934 LaSalle

The 1934 LaSalle was considered to be more like an Oldsmobile than a Cadillac.

The Oldsmobile L-head straight eight replaced the traditional Cadillac V-8 and had a 240.3 cu.i. (4-litre) displacement. The chassis was completely redesigned and had a much shorter, 119-inch wheelbase. The double-plate type clutch was replaced with a single-plate clutch.

Another first to GM's repertoire was the newly adopted hydraulic brakes. The unsprung weight problem that had been an issue with the 1933 models was reduced with independent front suspension. With the cost cutting new innovative features, the price of the base model LaSalle was reduced by \$650.00.



This U. S. Patent is of the beautifully streamlined 1934 LaSalle. Notice there is only one engineer's name on it.

The LaSalle was considered to be the automotive industries fashion leader and was equally impressive in design. The new 1934 design was considered to be dramatic and eye catching. Harley Earl's work with the LaSalle resulted in a graceful vehicle, led by an elegant thin radiator grille. Earl's other contribution was modern, airplane styled, semi-shielded portholes along the side of the hood. High-set headlamps in bullet-shaped pods were placed on either side of the tall, narrow vee'd radiator. At both the front and rear were curvy 'pontoon' fenders. Chromed discs encased the wheels.

The bumpers were similar to the 1927 Cadillacs, emulating the shape of twin slim blades separated by two bullets. All models had the trunk absorbed into the body and the spare tyre was moved inside the trunk. The LaSalle Series 50 featured a four-door sedan, a new five-passenger club sedan, a two-seat coupe and a rumble-seat convertible coupe in the 1934 line-up. Fleetwood bodywork was showcased in all models. The front doors were rear-hinged. The quality and luxury were still rated as outstanding despite the money-saving measures. Its mission now was not to fill a price gap, but to keep the luxury car division out of the red. Sales rebounded and almost doubled to 7,218 units for the year. The real pacesetter in 1934 was the radical design of the all-new streamlined LaSalle and the turret top invention GM had just introduced onto the auto scene (in a couple of years, all GM's cars had them).

LaSalle was also a giant sales leader, too.

In 1934, it was Earl who made the monumental decision on which way windshield wipers and their motorized apparatus would be standardized on all GM's future cars and trucks, this being would the wiper blades come up from the cowl region or hang down instead. The virtues of Earl's ultra streamlined designs saved time and money and during the economic depression he was already having GM's pre-war cars undergo the rigors of wind-tunnel tests of clay models. But in the end, many new GM models didn't even have to go down this road, since Earl gained a reputation for often creating aerodynamically correct vehicles...ahead of time. A new level of keenly attuned leadership arose whereby Harley Earl's specified production cycle allowed GM to dramatically innovate their future engineering product line. At this point in history, no other company, or country, had this leading edge technology. GM became dependent on Earl's new body of engineering knowledge...some of which were based on a theme of "art with intent". Harley Earl was

the true auto pioneer who radically changed GM along with the modern automobile world.

In 1934, the '34 model LaSalle convertible coupe was chosen as a pace car for that year's Indianapolis 500 with Bill Rader at the wheel.

GM used a European theme in its advertisements that year in an attempt to build the image that the LaSalle was a worldly vehicle, fashionable in all settings and places. The smart, distinctive Cadillac-LaSalle body designs, that created a national vogue in motor car style, were carried to new heights of refinement and beauty. The exquisite closed bodies were notably engineered with unprecedented roominess and comfort. More strikingly apparent than ever before seen in any production automobiles, Harley Earl's stylish engineering leadership was brilliantly exemplified in these modern motor car designs.

1934 LaSalle Series 350 (L-Head Straight Eight)

Bore: 3"

Stroke: 4¼"

Displacement: 240.3 cu.in.

Compression ratio: 6.5:1

Brake HP: 95 BHP @ 3700 rpm

Wheel bases: 119"

Total units built: 7,128 (Ackerson), 7,195 (another source), 7232 (Van Gelderen)

Price range: \$1495-\$1595 (one source) (\$1595-\$1695 (another source))

Introduced: January, 1934

Principal features (1934)

Brand new, streamlined body shell,

pontoon fenders, cut off at the rear, (easy ID = biplane bumpers),

sandwiching "bullet" bumper pods,

spring-mounted, five, round hood ports, tall, narrow,

shallow-V grill with one vertical and 6 horizontal separations,

three chrome chevrons on leading edge of front fenders,

streamlined, "teardrop" headlights mounted on each side of the radiator shell,

streamlined "bullet" tail-lights,

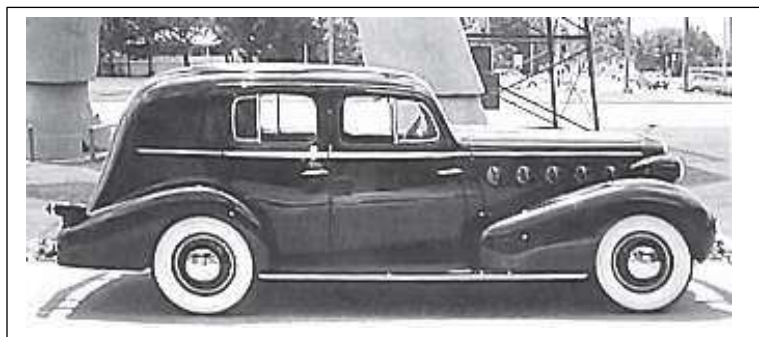
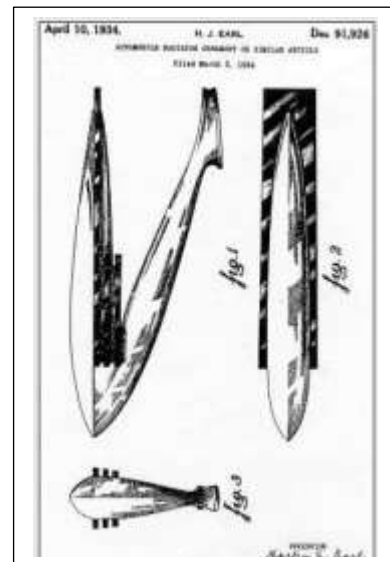
4-ribbed, vertical chrome flashes on each fender apron,

independent "Knee-Action" front suspension,

Oldsmobile straight-eight engine

hydraulic brakes

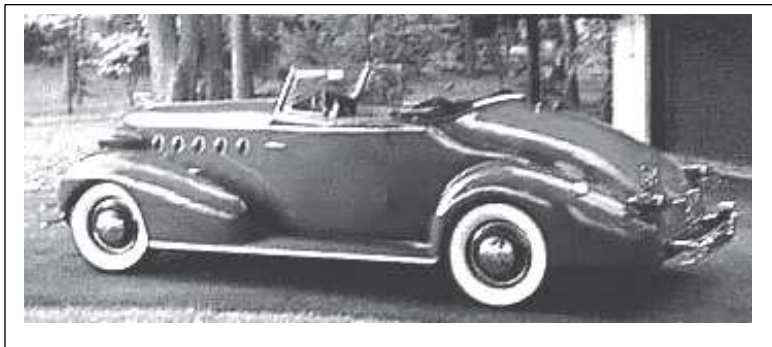
unlimited colour schemes



*Style #34-182 (Fleetwood #6333S)
sedan for 5 passengers
(no quarter windows)*



*Style #34-178 (Fleetwood #6376) coupe for 2 passengers
(Provided by Peter Ratcliff)*



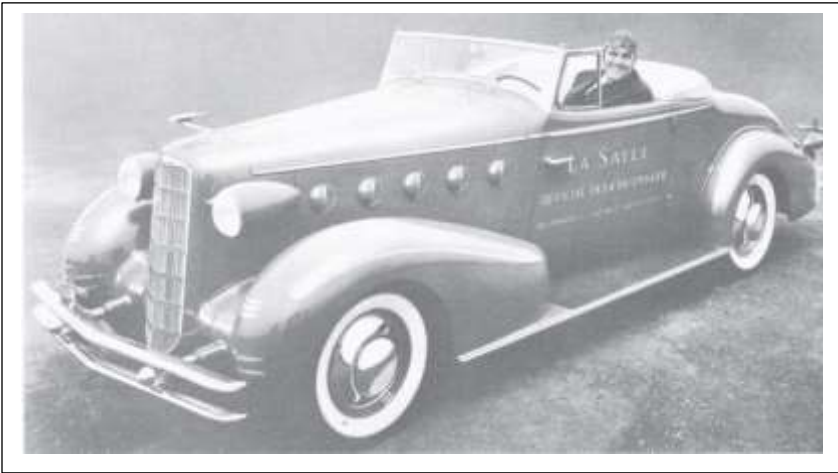
Style #34168 (Fleetwood #6335) convertible coupe for 2 passengers



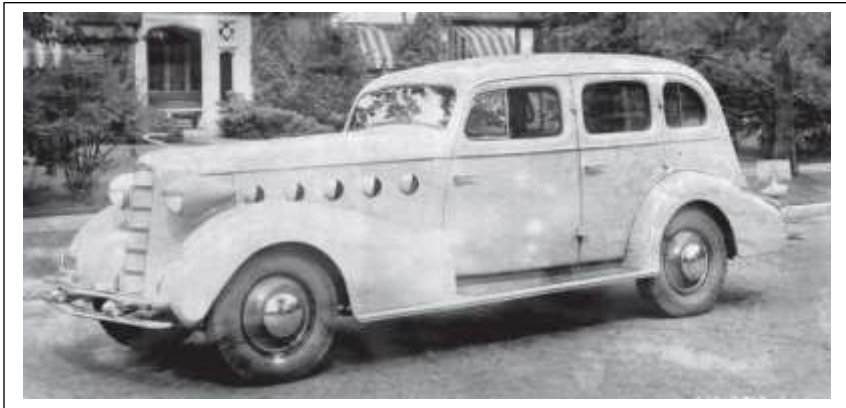
1934 LaSalle prototype



*Bob Lutz's 1934 LaSalle Convertible
(Provided by Peter Ratcliff)*



1934 LaSalle convertible coupe - Indianapolis 500 pace car with Bill Rader at the wheel



Style #34-159 (Fleetwood #6330S), sedan for 5 passengers (GM Archives)

LUCKY LADY MODEL

Lucky Lady!

priced at \$1495 and \$1595

We call this lucky lady because she has the best name ever. The most beautifully pronounced one in the world—La Salle! And you, there is not another name that can be so easily said in a woman's personal life. * With all the convenience of which we are capable, we say to you this if perhaps you don't buy you a motor car—of any kind—be sure to buy the graceful one of course, there is La Salle. * This is meant to handle the dirtiest roads and the most beautiful to look at of all the cars available. * And, of course, it's a lifetime partner in the latest meaning of the word—word of its kind—can be Fleetwood, the famous builder of custom bodies in the world.

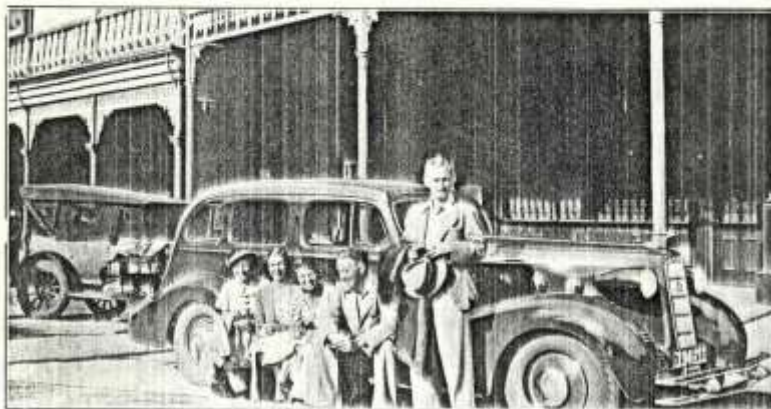
LA SALLE

DESIGNED AND BUILT BY THE DELICIOUSLY UNITED CAR COMPANY

This LaSalle advertisement is an elegant US production

La Salle Surprises Tennis Authority

When Mr. Harley Malcolm, Victorian delegate to the L.T.A.A., rode in the "Royal Scot" at 78 miles an hour during his last trip in England, he thought that was the fastest and most comfortable ride he would ever have. But, since accompanying a party of tennis champions in Mr. W. L. Ryan's La Salle saloon to a tournament at Hamilton (Vict.), Mr. Malcolm has changed his mind.



Mr. Harley Malcolm took this picture. Left to right—Mrs. Hopman, Miss Dorothy Bellamy, Miss Kath. Woodward, Mr. Ryan, and Mr. Harry Hopman

INTENDING to reach the home of Mrs. A. J. Black, of Mount Noorat, early, Mr. Malcolm's party—Mrs. and Mr. Harry Hopman, and the Misses Kath. Woodward, May Blick and Dorothy Bellamy—arranged an early start for the 143 miles. An average of 35 m.p.h. was in the party's mind until they reached the rendezvous. Here they found the La Salle the centre of an admiring group, with Mr. Ryan wondering why they wished to start "in the middle of the night!"

They explained that they were due at Mrs. Black's for lunch and Mr. Ryan replied that it might inconvenience Mrs. Black when they turned up for breakfast instead!

The La Salle was probably the fastest car on the road, so the owner went quietly about getting the luggage and tennis equipment stored aboard.

92 M.P.H.

IT was 20 minutes to 12, mid-day, when they eventually moved off and were soon bowling along at increasing speeds.

A 5-minute halt to adjust baggage and a delay through a mob of sheep retarded their progress. Lunch, then,

looked a long way off. But speed was quickly got again and the La Salle tore over the miles.

The sight of blurred fence posts racing by aroused Mr. Malcolm's curiosity and prompted him to glance at the speedo. The hand stood at 73 and then moved on to 92! For the miles connecting Winchelsea, Colac and the Stony Rises the speedo hand wandered between the 70 and 90 mark.

Camperdown was reached at 1.45 p.m.—132 miles in 125 minutes! The "Royal Scot" faded as a speedster! Only 13 miles remained to Mount Noorat and this was glided over at a sedate 60 m.p.h.

After five delightful days the party returned. The same high average was maintained down the highway.

A Puncture!

ATHOUGHT occurred to Mr. Malcolm while they were swooping along. Just suppose a tyre blew out at this speed? It might be disastrous. Bad accidents had happened through this very cause.

As though acting on his thoughts there came a loud explosion. A tyre had punctured! Instead of disaster, or even a hectic few moments the La

Salle, in Mr. Ryan's hands, held the centre of the road and quietly reduced speed to a stand-still.

Nearing home, the party had an amusing experience with the occupants of a V-8 Ford Roadster. The Ford was allowed to pass, then determinedly pressed from behind till it was flat out. To indulge them, Mr. Ryan slackened off for a time to allow a gap creep between them. The Ford people yelled in triumph—they had beaten off the La Salle. Then, as a long stretch appeared near Melton, the La Salle was sent after them. Quickly they caught up and, despite the frantic efforts of the Ford to hold the lead, passed them with ease, leaving them to become smaller and smaller in the rear.

A wonderful trip in a wonderful car ended at half-past six that afternoon.

"How Pleased"

THE foregoing story gives some idea of the behaviour of the La Salle, but the following letter from a more than satisfied owner, shows that the big La Salle has a small car performance. It is from Mr. Phillip H. Lock, of "The Manor," Werribee, and is addressed to Messrs. Rhodes Motors—attention, Mr. Graham Tucker.

Gentlemen,—It gives me a great deal of pleasure to write to you this letter to let you know how pleased we are with the operation of the new La Salle Sedan that we purchased from you recently.

We have driven this car about 2,000 miles, and we made a very strict petrol test, and we are very pleased to be able to tell you that we are getting exactly 15½ miles to the gallon.

Your Service Manager, Mr. Cox, has taken a personal interest in the car, and I can tell you that it is a real pleasure to go into your service station, as in my opinion your entire personnel are very efficient.

You are at liberty to quote us as a reference at any time, and we wish to thank you for the courteous manner which has governed the entire transaction.

There is a motor mechanic living in Mechanicville, Pennsylvania, whose name is R. Mechanick.

The Road Test is from Pointers magazine in May 1935 and the car tested belonged to Melbourne motor industry identity W L Ryan, manufacturer of Ryco filters. (Copy provided by Peter Ratcliff)

6c) Other 1934 LaSalles

In past Sallee Speaks there has been six 1934 LaSalles, in issue Nos 2, 3, 12 and 16, if my research is accurate and within the CLC of Australia there is one recorded, a 1934 LaSalle, a speedster which is a project in progress.

Within the CLC Inc. Membership Directory 2016 there are 9 Convert Coupes, 7 Coupes, 1 Sedan and 1 Club Sedan 4 door.



SS No 2 2002, Frank Stevenson of San Diego, CA
('34 LaSalle and '61 Volkswagen)



SS No 6 2004, By Robert Sondheim,
Seattle, WA "The Untouchable"



SS No 12 2006 No 16 2008, and No 22 2013 Owned by Marshall Kraus, Sacramento California.





SS No 12 2006, Owner Dr Ben Solomon Sacramento CA



San Diego LaSalle Photo by Peter Radcliff

6d) 34 LaSalles photos



The convert labelled RHD Detroit was actually snapped at the CLC Grand National in Dearborn in 1983. Believe it came from South America Photo by Peter Radcliff




The "as found" coupe is, I believe, in Russell Holden's collection at Mudgee NSW and is an Australian delivery car.... Photo by Peter Radcliff

For Distinguished Occasions

LASALLE

[Cadillac's
Newest Production]



IMPORTED BODIES
by
FLEETWOOD

£995

RHODES Motor Co
Pty. Ltd. 401-11 ELIZABETH ST.,
MELBOURNE ... C.I.

A Melbourne Australia ad
provided by Peter Radcliff



A ccp euro body, owner Urban Gohlin, Sweden ... photo provided by Jack Hotz



Owner Bob Dare... photo provided by Jack Hotz

6e) The 1934 LaSalle by Russell Holden

1934 is the "forgotten" LaSalle, much demised for the use of other GM parts, such as the rumour that the motor was an Oldsmobile motor. Anyone who has studied 1934 La Salle (or tried to find parts for one!) quickly realise that the 34 is a unique beast. An interchange parts book reveals that only a handful of parts interchange with any GM product, Cadillac or otherwise, so much for, "it was a made up car!". Whilst Cadillac due to both the cost constraints and the late commencement of the model run did source several components in their raw state from other GM departments, such as the Oldsmobile cylinder & head castings, these were all subject to the "Cadillac treatment" in the case of the LaSalle motor it had 6% more power than the Oldsmobile and they were considerably more precise and better quality than any other GM product.

It is folk law how Harley Earl change the Cadillac executives decision to drop the La Salle after the woeful sale of 1933, however what most people don't realise is that "all" 34 La Salle's were Fleetwood bodied, and there are very little interchangeable parts between the 1934 Fleetwood body and the 35 Fisher body cars, even though at first glance they are the same. As an example I have a set of 1935 six wheel equipped guards (Fender) and there is no way without significant modification they can be used on a 34 Fleetwood La Salle. Even a great number of the mechanical components and not interchangeable 1934 to 35 or 36.

There were approximately twenty 34 LaS delivered to Australia, I have located 7 of the 20 and purchased 6 of the 7, some were in very bad states having been through significant bush fires (picture above..Ed) and were only parts cars, I also purchased the 1934 LaS that was on the cover of the very first Restored Cars magazine, which was at the time in Flynn's wrecking yard in Cooma NSW (picture above..Ed). I also owned the 1934 Coupe, the only coupe delivered to Australia, which was used as a company car by Edward Wheewall Holden, (1885-1947) President of General Motors Holden 1931 - 1947 before being sold later into the market.

I always find it intriguing that the Classic Car Club of America snubs the 34-36 La Salle's as "Classic's" whereas all other model La Salle are eligible. When looked at in a historical prospective the 1934 saved the La Salle line from demise for another 6 years, it introduced Art Deco styling to mass produced the automobile, features some ground breaking innovations and were all factor bodied cars in 1934 were all Fleetwood bodied, if that's not a classic I'm not sure what is?

6f) Dave Johnson's Rare 34 by Jack Hotz

When Nancy and I were attending the Cadillac & LaSalle Fall Festival at the Gilmore Museum this past September, on Sunday, which is display day for anyone who wishes to show up, we came across this fairly original 34 LaSalle. In speaking to the owner, Dave Johnson of Union City, Michigan, we learned the car was purchased by his father in 1972 for \$ 500. They have



replaced the canvas top and the mascot and that's about it. Other than taking some revealing photos I never formed any opinions about the car. It is definitely a survivor.

And rare.



7 Members Cars

7a) ALL IN THE FAMILY By Robert Bridenbecker

Around November 29, 1937, Richard Francis Woods, his wife Matilda and son Richard, Jr. took delivery of a brand new 1938 LaSalle from the Don Lee Cadillac dealership in Los Angeles. The Don Lee name, and the acquisition date, was painted on the radiator cowling by the dealer (or factory?) and can still be seen today.



The LaSalle was a Model 38-5019 four door, five passenger touring sedan, with built in trunk and concealed spare tire, painted Antoinette Blue with tan ribbed interior.

The car featured several firsts for Cadillac, including column shift, fender mounted headlights and alligator style hood access.



It was one of 9,997 made and cost around \$1,400. The purchase upgraded the Woods' family from a Model A Ford into the Cadillac family of cars.

One of the four single car garages in back of the house was home to the LaSalle for the next 75 years.

Richard, Sr. died in 1948; but the LaSalle remained in the family with ownership passing first to his wife and then to son Richard, Jr. The two Richards drove the car regularly into the mid-1950s, a total 165,000 miles by 1957. However, in 1956 Richard, Jr. was bitten by the Volkswagen "bug", becoming an early owner in California. He continued to drive VWs for the rest of his life, but kept the LaSalle operational, putting another 15,000 miles on it over the next 30 years. Following Richard, Jr.'s death in 2011, the car was acquired by Richard's second cousin, the grandson of Julia Woods, Richard Sr.'s sister. It was moved from its 24th Street house to Orange County, California, keeping it "all in the family" once again. Perhaps today more accurately becoming the L.A. LaSalle of Orange County!

The car was a daily driver throughout much of its lifetime, and its history is documented by an extensive collection of service invoices and other maintenance records. In the first ten years of operation, 50,000 miles were put on the car--a lot considering the war years. The car reached 100,000 miles by 1952, and 165,000 miles by April 1957.

This is an average 7,000 miles per year for the first 15 years, and about double that for the next five years when son Richard used it regularly in his plumbing business.

Around 1950 the LaSalle was taken on a road trip out the now famous Route 66. The original Automobile Club (AAA) map highlighting the route, together with many of the Club's trip map and guide books showing hotel and motel prices along the way, add another piece of nostalgia to the car's history.



After accumulating 165,000 miles by 1957, the car was only driven 100 miles per year for the next 10 years, followed by 1,000 miles each year from 1967-1977. Finally, only another 1,000 miles in 20 years through 1997 when the LaSalle was retired to the 24th Street garage. It gathered dust until 2012 and its rebirth in Orange County with 179,500 miles recorded.



We inflated the tires (that I later found had been on the car since 1957) and winched it out and down the long narrow driveway. The garage bay was so small we couldn't reach the right side of the car until it was out. Lots of old gear found there.

The LaSalle's maintenance records provide a detailed history of the work required to keep the car on the road for all those miles, recording the cost of labor and parts in Los Angeles from the war years to the 1990s. Aside from routine tune-ups, brake service and miscellaneous minor repairs, the following highlights the more significant work done.

In August 1947, with 10 years and 48,000 miles on the car, the engine was rebuilt by Al Farley Service of L.A. Cylinders were rebored and valves ground. New pistons, all bearings, timing gear and chain seals, and clutch were replaced. The bill was \$275, including \$103 labor and \$167 for parts!

Valves were ground again in 1949 at 63,500 miles for \$32 and the fuel pump replaced for \$10. The generator was rebuilt and voltage regulator replaced in 1950 after 80,000 miles for \$10 labor and \$20 parts. Also installed by Al Farley Service in 1950 was a firewall mounted Marvel Mystery Oil injection system leading to the intake manifold. It is still in place and functioning today. In 1950, the paint was stripped, car reprimed and repainted in the original color by Muller Bros. on Sunset Blvd. in Hollywood for \$75.



Also in 1950 at 100,000 miles, A. R. Tucker of Hollywood rebuilt the engine, including replacing the hydraulic lifters, installing new piston rings, along with rod bearings, timing gear and valves ground once again--all for \$204.

I got a kick from this. A Marvel Mystery Oil dispenser installed in 1950 (I have the receipt). Injects into the intake manifold at the base of the carburettor. Supposed to lubricate the valves. I left it in place.

Front shocks were replaced in 1953. And then in 1954 with 120,000 miles on the car, A. R. Tucker once again went to work on the engine, reboring the cylinders 60 over, with new pistons, and then timing chain, rod bearings and, yes, another valve job!



The only rust area was below the radiator . Also shown is the typical dash center for 1938

When the car was removed from its 24th Street garage in 2012, it had been sitting for more than 15 years. With modest effort, the car was started and driven enough to verify that the major systems functioned. The car was original and complete in most all respects, with little rust and no significant body or structural damage. Exterior paint, brightwork and interior fabric reflected the car's age and mileage.

The goal of the present owner was to get the LaSalle back on the road, running reliably and to keep it in the family, but to otherwise maintain it in the condition it had evolved into over the years.

The engine, having several issues including cracked pistons, was rebuilt by L & R Machine in Santa Fe Springs, CA. All other mechanical systems were serviced by Bill Henry and crew at Santiago Car Care Center in Orange County. This included new brake shoes and wheel cylinders, new radiator, new windshield (the other windows were left in as found condition), and the dash center replaced from a kit purchased from Bruce Bergoff. All gauges worked as found except for fuel. Nothing else was touched. The car cleaned up nicely, although the paint is in poor--but interesting--condition.

And, it rides very nicely on a suspension that is original but for the front shocks. It was returned to the road January 9, 2015, to continue its history. The 57 year-old tires still held air, but were replaced with radials before hitting the freeway. However, the old tires are held in storage should they be needed in the future. After all, they were purchased when the present owner entered high school.



Back on the road with 180,000 miles after rebuilding the engine, new brake shoes and cylinders, new radiator, dash center from a kit supplied by Bruce Berghoff, and a good clean up. All else is as found. A close look would show the paint in shot but it's ok from a distance. So the car is older than me but has been kept "all in the family"!



Dash center I built from Bruce Berghoff kit and as installed.

Rebuilt engine in place including oil filter as Cadillac deleted it from the 38 to save a few bucks.



7b) A Mystery Car

Do you have a copy of “LaSalle – Cadillac’s Companion Car” ?

What a great read and do you know that this document can be purchased through the CLC.

On page 166, Authors Ron Van Gelderen and Matt Larson refer to a group of 101 cars designated as Series 355-CX that had a mixture of Cadillac and LaSalle chassis numbers, with LaSalle steering boxes and with the X referring to export models.



During 1998 a CLC member acquired some original factory literature and within this was a sheet dated March 8, 1933, issued by General Motors Export, General Sales Department, Service Division, entitled “1933 Cadillac Specification”.

The bottom of the page tells it all: “Cadillac-LaSalle V-8, Series 355-CX is available for export only-known as LaSalle in the United States”.

In the above book it was concluded that the marketers actually linked the two names to enhance export sales during the 1933 model year.

So, below are a few photos not of a Cadillac, nor a LaSalle but a Cadillac-LaSalle and I am advised this is the only one remaining of the original 101.





Dirk van Dorst, the CLC Director of European Affiliates forwarded the above photos and advised that his brother in law, Roger De Brandt, owns this 1933 Cadillac LaSalle that was delivered in Antwerp Belgium when new.

Of note: the three gentlemen in the above 2007 photo are Matt Larson, Dirk van Dorst and Ron Van Gelderen.

7c) 1933 Convertible

The yellow 1933 La Salle is owned by Rob Robinson

Photo was taken at Hershey fall meet in 2007 by Dirk van Dorst.

From the left, Dirk's wife Lilianne, Dirk and Matt Larson on the right.



7d) 40 Woodie by Jack Hotz



In the October issue of 'Sallee Speaks', on page 3, is a picture submitted by my mate, Peter Ratcliff. The remarkable picture is of an 8 door 'woodie' wagon. A similar picture appeared on page 247 of Walter M. P. McCall's book '80 Years of Cadillac LaSalle', published in 1982.

Amazingly enough I received a phone call the day after the issue was e-mailed out to the members from Jim Zinardi who began the conversation with "That's my car on page 3 of 'Sallee Speaks'". Jim has owned the car for about 9 years and has done some restoration and research on the history of the car.

It was built by Meteor as a custom body stretch people mover for Matilda Dodge for use on the Dodge estate, Meadowbrook Hall. The wheel base is 190 inches and has 4 doors on each side. The car was commercial chassis # 496 from the Cadillac factory. Coincidentally # 495 was a 4 door 'woodie' by Meteor owned by Tom Boehm in Indiana. We featured that car some time ago in 'Sallee Speaks' when Tom pulled it from a field where it had rested for many years. It must be time for an update on Tom's car and Jim has promised to write up something and send pictures soon.

I thank Robert Robin for his recent e-mail stating he recognized the Woodie, having seen it at the CCCA Grand National about a decade ago at Orange, CA and recalling it being in superb condition, forest green with brown interior...Ed

7e) A LaSalle Get to Gether.

As a LaSalle owner, have you thought, or do you, sometimes seek the company of other LaSalle owners. I am sure you do so how about some details.



The Editors 39/5019 and a Aub Smiths 1929 Series 328 Tourer at a recent CLC Victorian Region Australia club activity



and a more focused social activity in country Victoria, 36/5019 owned by Mal and Helen Sterry, the Editors 39 and a 37 coupe owned by Geoff Pollard.

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

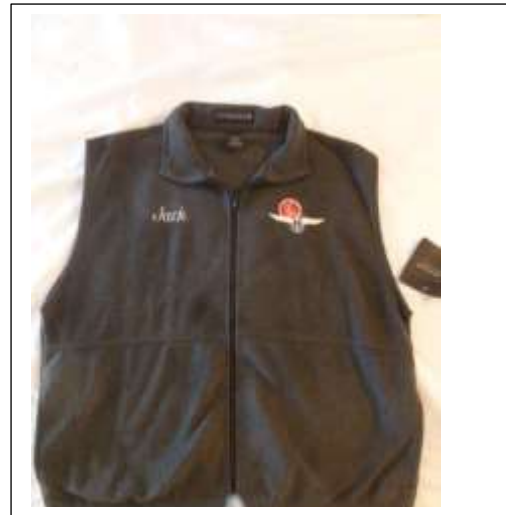
Key fobs are \$17,.





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

In 1940, Ernie Kay’s father bought a brand New 1940 LaSalle. When he closed the deal, he was given this button, or badge as some people like to call it, by the dealer. **“I’m a Proud LaSalle Owner”**



Ernie was kind enough to lend us his father’s button in hopes of us having copies made for our LAS members to proudly wear. Ernie has since passed away, as some of you know.

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 15 of the 2016 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 Membership

As stated above, Nancy Hotz and the Editor are currently on a membership drive.

We ask all LAS members to distribute this newsletter to LaSalle owners and seek their involvement in our LAS chapter.

We all find out about other LaSallees when talking to others so how about obtaining owner contact details and forwarding them onto either Nancy Hotz or the Editor.

11 Finance

No details at this time, funds are structured to manage the LAS merchandise ...Ed

12 Minutes of the next Grand National LAS Meeting

The June 2015 details have been provided and we await the next GN Ed

13 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.

There are no entries at this time.

14 In Closing

There are not that many LaSalles within the world so let's keep in-touch with each other and seek out LaSalle owners when the opportunity arises.

For those of you interested in the articles in issue #25 and #26 on the differences between Fisher and Holden bodies, I have recently noticed an extra two:

The hub caps seem to be bigger on the Fisher or is it the Editors imagination ? and the rear quarter window is sliding on the Fisher and hinged on the Holden. (photos of Editors 39 Holden bodied)

