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Sallee Speaks



The 1940 Series 52 of new member Craig Duerling, from Cambridge, MD

Newsletter of the LaSalle Appreciation Society A Chapter
of the Cadillac & LaSalle Club Inc.



1. Director's Speak

Hello Fellow Sallyites,

For those of you who are interested in the activities of the Cad-LaSalle club I will update you on the Grand National. On Friday night there are 405 rooms booked at the host hotel and 115 at the back up. Gives you a good idea on how popular this meet has become. Back in 2002 the Motor City Region held the 100th anniversary of the founding of Cadillac Grand National. There were about 2,000 people and over 500 cars if I remember correctly. However there were only 236 cars , I think, entered for judging. With the changes in which cars are accepted for judging and the proliferation of some what newer cars, the numbers have been creeping up. In addition all shows on the east coast draw more participants than the rest of the country. So we have at last count we had 233 cars for judging and not enough judges. We are closing in on a significant number of members in attendance but they don't seem to be interested in the purpose of the meet; to judge the cars. I admit the tour schedule and evening activities are quite interesting but it should not detract from the real reason we are all going to hot and steamy McLean.

On another subject: I have been reading about the changes Elon Musk, producer of the Tesla car, and others have been expounding about the radical changes in car ownership and operation. They are predicting vastly reduced numbers of personally owned vehicles, which I see coming by the reluctance of many Millennials to get a drivers license, the idea of shared cars, and autonomous cars. Good grief!

I thought Uber was a threat but self driving cars? And what about us who self drive our own cars, with no power brakes and a big old 700 pound flat head pushing us at less than ideal highway

speeds. Just how will that all work out? Well I realize it will work out by the miracle of modern electronics and computers. But if my PC is any indication of competent computer operation I will be watching these new critters driving around and I will give them a wide berth.

More important to me or at least more pressing is the need for either a rebuild kit and/or a new drag link for my '37's. The old coupe has been through too many recent hands to figure out where some of the parts went. The drag link being one. Perhaps I still have it tucked away in a box or on a shelf behind some other clutter, who knows? So I stole the one from the sedan. Now they tell me it's missing parts. Well it went from my garage to the parts shelf where it sat for 25 years, never moving. Now when they have it it's missing parts, hmm. I think it's time to take her home where I have better control. But I am interested in some '37 parts if they are out there. Thanks.

LaSalles forever,

Jack

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all have views on this and I await further input. So 1939 will be in the next edition or two .1940 is prominent this edition solely based on articles submitted.

Remember “Cadillac Excellence made LaSalle Supreme”

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3 Message from the Editor

While this edition was to focus on the 1939 year I thought we would deviate a bit and focus in a couple of articles on what made LaSalles great. I am sure you

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) Sallee Speaks is an Award Winner

Dozens of car clubs on the national and regional levels have achieved the Golden Quill Award for 2016, issued by the editors of Old Cars Weekly.



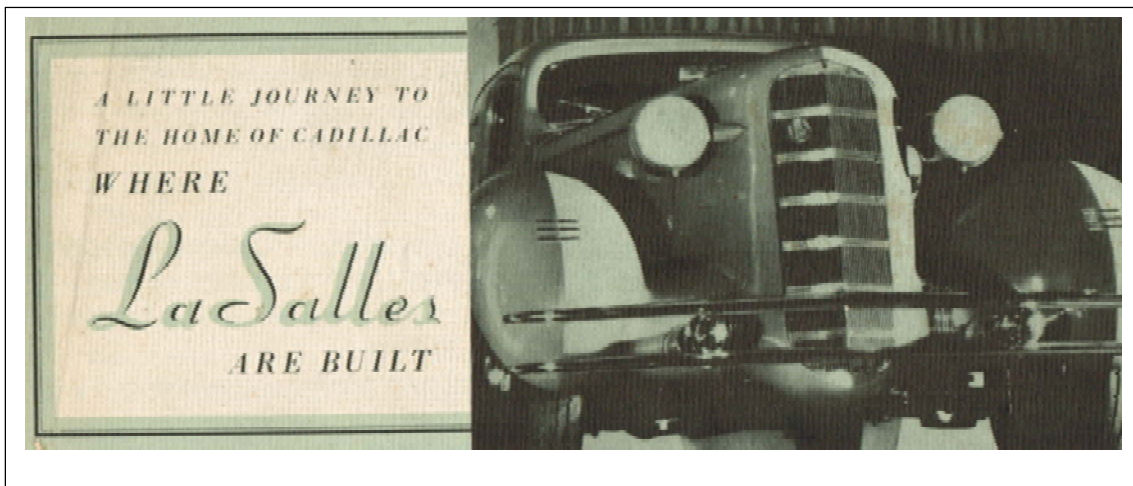
For 2016 Sallee has been fortunate to achieve this award, as did a few other CLC publications including LaCad in Australia, our own The Self Starter, Finz from New Zealand, The Stacked Lamp Standard, Winged Goddess, North West Ohio Region

News, Caddy Chatter and Voice.

My aim as Editor is to maintain this standard for all of our LaSalle readers however I do need your help in providing a wide range of articles about our LaSalles. So do you have a LaSalle story or technical issue to share.

6b) Features of Construction, 1934

In the booklet below concerning the 1934 Model 350 LaSalle



President L P Fisher states

Cadillac presents

THE SENSATIONAL NEW LASALLE

The World's Newest Car

AND THE YOUTHFUL ARISTOCRAT OF MOTORDOM

À Statement by L. P. FISHER, President
CADILLAC MOTOR CAR COMPANY

EVERY MEMBER of the Cadillac Selling Organization will be interested in a brief review of the reasons and thinking back of the introduction of La Salle in our selling program for 1934. The new La Salle represents over two years of extensive study and planning. For the design, appearance and performance features, we went to the consumer. We found thousands of medium high priced car owners who wanted a motor car distinctive and advanced in design, thrilling and dashing in performance; yet comparatively economical as to first cost and upkeep.

We learned, however, that to meet these requirements is not enough, for these people also wanted a car whose name reputation would give them a plus value in prestige. Today, no matter what price is paid, people want something more than transportation when they select a car.

In the highest price groups this desire finds expression in individuality of design, and to satisfy that requirement the V-12 and the V-16 Cadillac-Fleetwoods are built. But a program of individual design, because of the cost involved, lifts such a possibility above the financial reach of the higher medium class group.

To those of us who have studied this problem it became increasingly apparent that a marvelous opportunity was knocking at the door of Cadillac. La Salle was originally introduced in 1927 to meet the requirements I have just described, but since that date the whole economic scheme of things has changed. The 1933 La Salle was beyond the reach of the market it was originally planned for—thus its natural place in the automotive world was destroyed. This fact was apparent as early as 1931, and immediately we began to plan the new La Salle to fit the requirements I have already outlined. In no respect have we changed the original purpose of La Salle's creation—we have simply redesigned it for the new conditions and demands of the world in which we are now living.

If a car is to be outstanding and appeal to any particular group of buyers in its particular price group it must make a stronger appeal than its competitors. To accomplish this we have built the new La Salle and I want to assure you that all of us who have had a hand in its development sincerely feel it represents a tremendous stride forward.

The new La Salle with its Fleetwood Bodies is a car that embodies all the mechanical and appearance qualities its exacting market demands. It bears an established name already honored and looked up to by all who know motor cars. It carries the full sponsorship of Cadillac endorsement with the full force of its prestige, and of Fleetwood for every line of its body styling.

I am confident it will meet with an enthusiastic endorsement not only in our own organization but also have a quick and ready response from the buying public.

L. P. FISHER, President
Cadillac Motor Car Company

December 27, 1933

Well time has shown that LaSalle has met the exacting standards required but I have never thought of it as "The Youthful Aristocrat Of Motordom".

But then it has the youthful high spirits when compared with other makes of the day and, of course it has the prestige quality.

With new features listed

NEW 1934 LASALLE FEATURES

- 1. AN ENTIRELY NEW STANDARD OF IMPROVED RIDING COMFORT**
 - (a) Scientific redistribution of car weight by locating car units to give better riding balance.
 - (b) Independently sprung front wheels and elimination of front axle and reduction of unsprung weight.
 - (c) Changing of front and rear spring rates to nearly equal frequencies, to eliminate neck cracking and forward pitching motion to rear seat passengers.
 - (d) Reduction of body-roll through use of ride stabilizer.
 - (e) Minimized road vibration through use of softer springs, frictionless coil front springs, threaded rear spring shackles and Hotchkiss Drive.
- 2. GREATER EASE OF CONTROL**
 - (a) *Improved Steering*
New type worm and roller steering gear mounted on anti-friction bearings reduces physical effort to control car.
Increased steering ratio makes it easier to steer at any speed.
Reduction of turning radius making it possible to turn car in much smaller space and park with no more effort than smaller and shorter wheelbase cars.
Reduction of steering wheel whip through use of double tie-rods giving perfect steering geometry.
 - (b) *Improved Lighting System—"Multi-Beam"*
Adoption of three beam "Multi-Beam" lighting system legal in all states. Foot control of dimmer switch for country driving and passing beams. Visible dial indicator on instrument panel to show kind of light beam being used.
 - (c) *Easier Starting*
Push button type starter button located on instrument panel.
Automatic choke to provide easy starting in coldest weather.
Current controlled generator automatically regulates charging rate to battery in proportion to lighting load and keeps the battery at proper strength for necessary starting energy.
 - (d) *Improved Ride Control*
Double acting automatic shock absorbers.
Ride stabilizer.
- 3. NEW IMPROVED PERFORMANCE**
 - (a) Increased compression that gives greater power efficiency from same amount of fuel mixture.
 - (b) New type long wearing light weight anodized alloy pistons.
 - (c) Dual downdraft carburetion.
- 4. GREATER ECONOMY**
 - (a) Better gasoline economy due to lighter car weight, smaller engine, higher compression.
 - (b) Reduced oil consumption. New pistons, new rings, smaller cylinders.

- 5. NEW BEAUTY AND STYLING (Exterior)**
 - (1) *Bodies*
 - (a) Completely new designed Fleetwood bodies with more steeply sloping windshields and beaver-tail rear decks that completely cover the chassis.
 - (b) Spare-wheel compartment in rear decks of bodies.
 - (2) *Radiator Grille*
Newly designed slender radiator grille that slopes steeply to the rear.
 - (3) *Hoods*
New long hoods that extend nearly to windshields, with racing car type louvers.
 - (4) *Front Fenders*
New air-foil type fenders with streamlined fronts that are brought low to cover chassis. The new design has a higher hood still and moulds into the radiator replacing the splash shields. Fenders are creased along their centerlines.
 - (5) *Bumpers*
New streamlined bumpers with concealed coil springs and especially shaped to deflect gravel and flying stones.
 - (6) *Headlamps*
New tear-drop shaped lamps filleted to radiator.
 - (7) *Running Boards*
New style long running boards with heavy rubber mats effectively trimmed and requiring no visible dust shield.
 - (8) *Rear Fenders*
New air-foil shaped rear fenders to blend with streamlined tail lamps.
- 6. INTERIOR COMFORT**
Newly shaped cushions and seat backs.
New style trimming.
New appearance instrument panel.
New improved package compartment door mechanism.
New easy operating front seat adjustment.
Front doors easier operating and hinged at center pillar.
Rear doors hinged at their rears.
New design door bolts.
New type inside door locks.
New special design striker plates—easier adjustment.
New type inside visors.
Improved Fisher No-Draft Ventilators—Neater appearing rubber seals for ventilators. C. V. drip shields on front door ventilators.
Improved screen type cowl ventilators opening towards rear to give more air.
- 7. NEW MECHANICAL FEATURES**

<ol style="list-style-type: none"> (a) <i>La Salle Chassis</i> <ol style="list-style-type: none"> (1) Frame (2) Hotchkiss Drive (3) Bumpers (4) Shock Absorbers (5) Roll Stabilizer (6) Steering (7) Hydraulic Brakes (8) 3-Beam Multi Beam Headlights (9) Current Controlled Generator (10) Locked Type Ignition Coil 	<ol style="list-style-type: none"> (b) <i>Engine Improvements</i> <ol style="list-style-type: none"> (1) Automatic Choke (2) Higher Compression (3) Anodized Alloy Pistons
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And listing the opposite optional equipment.

OPTIONAL AND EXTRA EQUIPMENT

WHEELS

LA SALLE—Standard Equipment—5 steel wheels with disc covers. Extra wheel carried in compartment at rear.

Optional Equipment—(at additional cost) 6 steel wheels with disc covers. 2 extra wheels and tires carried in fenderwells.

Wood or wire wheels not available.

COLOR

LA SALLE—9 Standard color options.
Or any single durable color may be had without extra cost, subject to the usual delay for special color and such orders are not subject to cancellation after order has been started in production.

Opalescent Finish—Available at extra charge and not subject to cancellation after order has been started in production.

Fenders—Standard practice is to finish in same color as body panels. Black may be specified without extra charge but subject to delay.

UPHOLSTERY MATERIALS

LA SALLE—For closed bodies—2 Heather mixture cloths.
For convertible coupe—4 leathers.
Special upholstery material can be specified at extra charge, subject to delay in procuring the required material.

WHEEL FINISH

LA SALLE—Each standard color combination has a standard wheel color. Any other single durable color (except opalescent) may be specified without extra charge, but such orders are not subject to cancellation after order has been started in production.

Chromium finish disc covers available at extra charge and are not subject to cancellation after order has been started in production.

MISCELLANEOUS

MONOGRAMS— $\frac{3}{8}$ " three-letter block style monogram in any color except silver or gold leaf—\$10.00 list and net.

TIRES—U. S. Royal.

GEAR RATIO—4.78.

This booklet also included 5 pages on various models available and finished with 4 pages on questions and answers regarding the changes to the 1934 model LaSalle.



General Questions *and* Answers

Why did we abandon the torque-tube drive in favor of Hotchkiss?
 With the new more rigid frame and the improved ride, the torque-tube became a conveyor of road vibrations to the body. The type of Hotchkiss drive we are using has never been used before and completely eliminates the transmission of these vibrations to the body.

Why Centrifuge drums on La Salle and chrome nickel cast iron drums on Cadillac?
 Because of Cadillac's greater weight chrome nickel cast iron drums are required to give the same effectiveness as the Centrifuge drums on the La Salle.

Why Hydraulic brakes on La Salle and not on Cadillac?
 The weight of the La Salle, which is substantially less than that of Cadillac, makes possible the use of hydraulic brakes of the newest type, which give maximum braking efficiency with minimum physical effort. With larger, longer and heavier Cadillac cars, we use mechanical brakes with vacuum brake assist to accomplish the same result.

Why do we build a straight-8 La Salle, after 19 years of pioneering in the V-type field?
 General Motors does not restrict itself to any one type of engine design. In planning the new La Salle, Cadillac desired to broaden its market and knew that in the new La Salle price field the preponderant demand is for a straight-eight motor.

How can we equip La Salle with Fleetwood bodies, at a lower price than the Cadillac V-8 with Fisher body?
 The La Salle is in every respect a smaller car than the Cadillac V-8 and naturally costs less to produce. In addition, we offer only four body styles on the La Salle as compared with thirteen Fisher Bodies on the Cadillac V-8, thus simplifying La Salle body production and hence reducing costs.

LA SALLE QUESTIONS

Is the rumor true that La Salle is an assembled automobile, with either a Buick or an Oldsmobile-8 chassis?
 This is not true. The new La Salle was designed and developed by Cadillac engineers and measures up to Cadillac standards in every respect. The La Salle engine, transmission and rear axle, which are the most important units in any chassis are all built in the Cadillac factory to Cadillac standards and you are at liberty to invite prospects to visit the Cadillac factory at any time to see the La Salle built.

Why do you have such a short wheelbase on the La Salle?
 Wheelbase is no longer important except to provide sufficient room for passenger carrying purposes. The old need for length of wheelbase to better the ride is gone, due to the new ride design developed by Cadillac. The overall length of the new La Salle is less than two inches shorter than the previous model.

Why only 4 body styles?
 We know that these particular body styles will meet the majority of the public's demand.

6c) 1935 Sales Brochure.

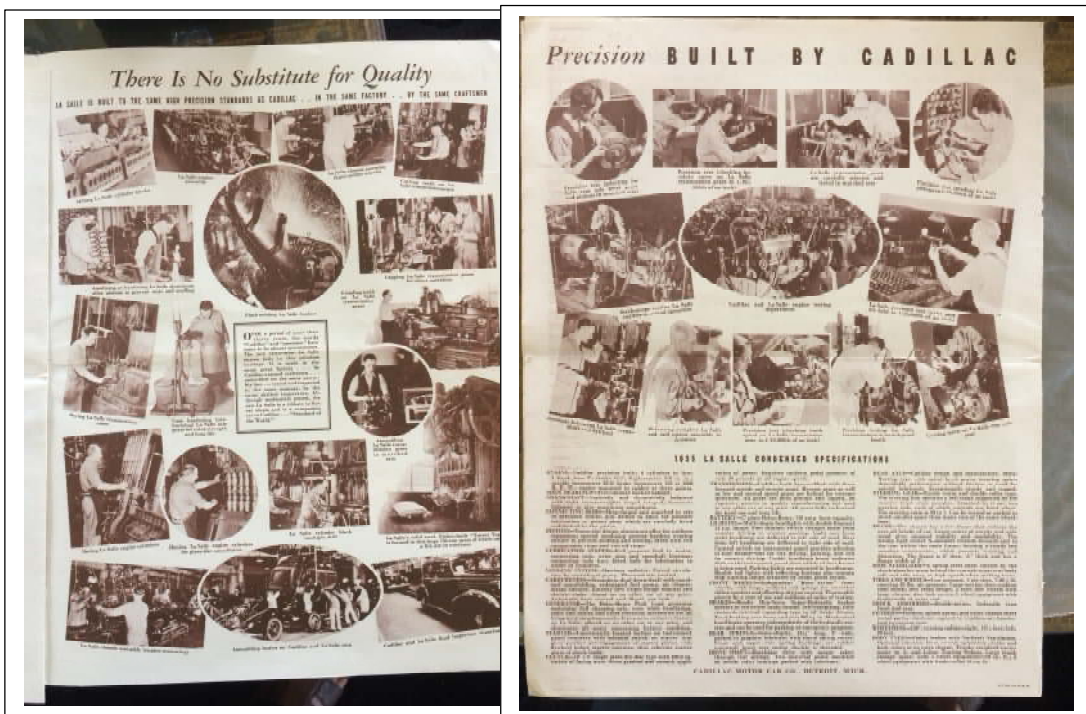
While the quality of LaSalle against most other makes is well known, the following 8 page brochure highlights the additional values provided in the LaSalle.



From performance to cabin safety



To "New" Triple range choke and peak load generator and
What has been well proved in time, the "Rugged" syncro-mesh transmission



And just quality, quality, quality.
Care and dedication to provide the LaSalle we all know and appreciate.

6d) Celebrating 90 years of LaSalles !!!.

Celebrating 90 years of LaSalles!!!!
 Wishing you blue skies, green lights and plenty of gas! LaSalles forever!



The LaSalle Appreciation Society
 A Chapter of the Cadillac and LaSalle Club
 P.O. Box 263
 Haddonfield, NJ 08033

This is the ad we have submitted for use in the CLC Grand National '17 Ad Book .


The picture was taken a few years ago when the local VFR-CLC hosted a brunch at Renault Winery in Egg Harbor, NJ..

Afterwards we drove a short distance to visit Gary's Garage in Little Egg Harbor, NJ. Gary had some interesting things collected over the years on display in a building and on the grounds. The biggest treat was this restored gas station/garage

which we all delighted in walking through and taking pictures of our cars at the pumps. These are Bud Coleman's '40 LaSalle and Jack's '39 LaSalle. What a wonderful time we had! ...Nancy Hotz.

6e) Ron's Scans.

-The Editor of NZ Finz, Ron Melville, has been sending in articles on LaSalles from early editions of Self Starter. That opposite is the Smart Circles LS ad, back page, SS October 1999



La Nouvelle Arrivée

FAVORITE—IN SMART CIRCLES EVERYWHERE

Wherever you go, you will find the La Salle the pronounced favorite in the smarter, more discriminating circles. The reason is plain. The more one appreciates charm of contour and of color, and values the finer points of motor car performance, the higher is the La Salle esteemed. The powerful appeal of the LaSalle lies in the surpassing degree in which it combines unique style and exquisite beauty, with performance so smooth, so brilliant, as to be a continuous source of gratification and delight. Only a car upon which has been lavished the finest workmanship of Fisher Body craftsmen, and which enjoys the engineering supremacy of the 90-degree, V-type, 8-cylinder engine design, could approach so near complete and detailed perfection

You may possess a LaSalle on the liberal term-payment plan of the General Motors Acceptance Corporation—the appraised value of your used car acceptable as cash

CADILLAC MOTOR CAR COMPANY
 DIVISION OF GENERAL MOTORS CORPORATION
 DETROIT, MICHIGAN OSHAWA, CANADA

LA SALLE
 FROM \$2495 to \$2895 F. O. B. DETROIT

6f) Car Prices

In the Feb 2016 edition of Classic Car there was a review titled “Why some cars didn’t sell during Arizona Auction Week”.



Regarding Pre War cars, there was a reference to the 39 Caddy opposite with the statement “This was a trend we saw all week — top-tier American classics were way off and struggled to sell for half their 2015 transaction prices. It seems as if fewer people, especially the new-to-the-hobby Gen-X buyers, are interested in these cars and as a result they are hard to sell for what they cost to restore.”

I expect sales are no different in 2017 as I have noticed this same trend over the past 12 months. Most of us are not in this car game / hobby to make money although we do not want to lose too much in the process. While we participate for the motoring enjoyment, its challenges and the strong friendship we continue to make, we do need to be more mindful of the costs involved in restoration. Of course stronger sale prices would not hurt.



In the 2016 Valley Forge Dec newsletter the early 40’s used car lot photo was shown. Now wouldn’t that 40 LaSalle make a worthwhile restoration.

Well that is what I think when I look at this photo...ever the dreamer. What do readers think, do we now need to do much more of the LaSalle restoration our self with less to the professional to try and contain costs. I know from my own experience that this can work but one has to be ever mindful of one’s own limitations. On the positive side, lower prices may entice more enthusiasts to get involved with our beloved LaSalle.

6g) TO RESTORE OR NOT TO RESTORE, THAT IS THE QUESTION

Lorne Scott provided the following article in a past edition of “Cadillac LaSalle Chronicle”, a newsletter of the CLC of Canada.

Envision yourself “Crusin’ Woodward Drive”, enjoying some “Hot August Nights”, “Getting your kicks on Route 66” or just enjoying the trip to a local event in your favorite wheels. We have all had those dreams and many of us have actually had them fulfilled. Along with those dreams were the many sleepless nights over decisions that must be made even before you start on the quest for your new ride. There are many factors that must be taken into consideration at this dream stage. Some of them may not be too pleasant should reality set in but they must be made non-the less. They will be both pro and con and each person will have a different opinion, as to which is which for their application. I will endeavor to provide some general food for thought before embarking on this adventure.

It usually depends on your dream. I have found in my years that you can justify almost anything if you try hard enough and it is good to have someone with a realistic outlook keeping you in check on these ventures.

When the decision has been made on the vehicle, your next one should be the initial price range. I say initial because this is only the beginning. What you don’t put in now, you may well have to pay later.

Some of the main considerations in this venture are as follows:

Initial price and choice of vehicle

This factor is usually determined by your vehicle choice, the availability of it and what you can afford. For the more unique and exotic vehicles, more time will be required in the hunt and the higher the price will usually be. The condition of the car is another price determining factor when it comes to the initial financial outlay. Suffice it to say, that the better the condition, the less must be put into it later. At this point it is usually beneficial to have some other mechanically inclined person give a second opinion as to its real value. If you are spending more than “pocket change” for the vehicle it may be worth calling in an appraiser, remembering that this charge must also be added to the balance sheet. As the old adage goes, “you only get what you pay for”.

Storage Availability

Sufficient storage space is always a problem for a car buff and this becomes very vivid if major restoration is required. A recommendation of 2-3 times the size of the car is recommended as a minimum especially if a ground up resto is going to occur. Too small an area will lead to mistakes

and usually an incomplete project. Your space requirements will depend on your choice and condition of vehicle and the quality of outcome you wish to attain for future presentation.

Knowledge and abilities

This is one of the major factors in the question of restoration and or maintenance of a special interest vehicle. If you are not mechanically inclined but wish to drive and enjoy the car to it's fullest; a finished vehicle may be the way to go. Should you opt for an unfinished project or one requiring restoration, you will require deep pockets to keep the tradesmen on the job. Most of us range somewhere in between this and the fully qualified restoration shop. In any case, the average car buff will have some knowledge, a little money, do some of the work themselves and have the rest farmed out.

Those wishing to purchase the finished vehicle may have a time finding their vehicle of choice. If and when you do, you will usually find that someone has put more time and money into it than they are asking. If you can locate your dream machine like this, your money will be well spent.

Should you opt for the long term restoration and doing as much as possible on your own, the same holds true –you must be careful to not invest more in it than the eventual value will be. This happens frequently, the restorer becomes discouraged and either the job is poorly done or not completed at all.

Be sure that the end result is worth it to you either financially or in happiness points.

Parts Availability

Parts are usually available for most of the common cars providing you have the time, patience and finances. It becomes proportionally more difficult with the rarity of the unit. There are some vehicles that parts are no longer available for whether at swap meets, magazines or any of the other sources usually used. This is the time when a pattern and an appropriate tradesman must be employed. This can be very expensive so hopefully your project is complete enough to have the old part for use as a template. If this is not the case, a lengthy search may turn up a drawing or information will likely turn up so your replacement piece can be built. Patience is the key word.

Eventual value of your project

Before embarking on such a project, the finished value must be considered especially if this is being done for profit. If it is being done for your own use and will likely be kept for years, you will be able to amortize some of the costs over the years and be deducted in the joy that will be derived from it. If you are trying to recapture a point in time of your youth for example, the cost over-run may be easier to take.

It is much easier to live with yourself (and your spouse) if you have overspent on your dream car than if you have written off your profit margin at resale time. (More justification)

Time Availability

Time required for this venture will vary depending on how much is to be sub-contracted and how much you can do yourself. It also depends on what type of restoration is to be done, either partial, complete or somewhere in between.

If too much time must be allotted to the project, other aspects of life may be neglected and can cause endless friction in your world. An endeavor such as a restoration can also add endless hours of enjoyment to life especially if you are able to share it with someone.

Commitment

Just how much commitment do you have to this project? If your lifestyle contains many other priorities, you may be well advised to obtain a vehicle that will require low maintenance and wait for restoration. In life, our wishes usually take second place to our needs and responsibilities so be sure that when you start on this wish that it has a reasonable chance of success.

Availability of Assistance

As most of us who are in the hobby know folks with like interests, help is usually available, one way or another. You may find that if you question five people, you will likely get at least five different answers. It would seem best to take the useful parts from all five, add it to your original idea and come up with a sixth. Everyone has their own way of doing things but the best one is the one that works for you. Some of the best advice and assistance will come from members of a club who are dedicated to that marque such as the Tech Reps from the CLC. They will either supply the information required or guide you to somewhere that it is available. As far as actual physical assistance goes, you will likely recruit it from your circle of friends or club members nearby.

Commercial assistance may be available at your location or you may have to search through magazines for shops with the technology you require. Most of those that advertise in the reputable magazines will be able to assist you to your satisfaction because negative advertising for them travels faster and is more effective than a monthly issue advertisement.

Eventual Use of the Finished Product.

Whether restored or original, a driver or show car, the end result must be to your liking. If your vehicle is to be left in original condition and repaired as necessary, you will have the pleasure and feel of the machine as it was so many years ago. You will also have the difficulties and inadequacies of the past such as mechanical brakes, non syncro transmission, drafty interiors and being left on the side of the road when the un-restored mechanics fail.

If a restored beauty is what you wish, you may miss out on some of the previously outlined joys but safety, endurance and comfort have their attributes as well.

Are You Thinking With Your Mind Or Your Heart?

Nostalgia plays a large part in the question of restoration. Your mind reverts back to those teenage years when your first car was a dream, and then reality, then wasn't it great? If only you could relive those days again.

There are times when this type of thinking gets you into trouble. That car from years ago is now a very expensive “classic “ automobile, a rusted out pile of metal or something somewhere in between. At this point if your heart over-rules your head, you could be in for a very expensive and discouraging project. Again, it may be time for that second opinion and a reality check. It may be better to spend a little more and buy the pre restored one.

Your dreams may become a reality once again if all goes well. If your heart is disappointed due to your minds decision, it was likely for the best and another alternative is just down the road. If that dilapidated barn doesn't contain it, maybe the next one does.

In summary, the decision whether to restore or not is one that only you can make because everyone's circumstances are different. We have all drooled over a 100 point restored show car although there are those of us as well, that can imagine who rode in the back seat or how those marks got onto the upholstery and why did they change this or that on an original

What ever road you take, enjoy your project and remember:

“A vehicle can be restored many times but it is only original once”.

7 Members Cars

7a) My 39 LaSalles by Clarence Heatherly

This article is also provided by Lorne Scott and has been a previous article in the Cadillac LaSalle Chronical.



Lorne advises " These rare and beautiful Arizona LaSalles enhance our favorite area of that lovely State. They reside in Wickenburg - between Phoenix and Sedona. We are so pleased that they won't be cursed with rust or violent weather and they will be preserved for generations to come.

Thanks Clarence for being so kind to these cars and to the world so the beauty of these Classics will live on . Let's let Clarence tell you about them."



I noted that you requested that the members report the cars they owned.

I own two 1939 LaSalles. But, my LaSalles are very rare.

What makes them very rare is that they are both Dual Sidemounted. As you know I am sure, LaSalle discontinued making sidemounted cars in 1938. They only made a very limited number in 1939 when they were especially ordered. I did an in-depth study a few years ago and I found out the exact number of how many were actually made, and it was a very small number. I have misplaced the paperwork at the moment on that study, and I can't remember the exact figure, but it was extremely low.

One of my cars is an Opera Coupe and the other is a four door Touring Sedan. One other thing that is very rare on these two cars is that they both have factory Fender Skirts with the LaSalle Medallion.

Several Collectors who have seen my cars have commented that they have only seen these skirts in LaSalle advertising Literature for 1939 and never the real thing. I have attached photos of both my cars. Thought you might be interested in seeing them. In the event you choose to print these photos in your publication, you are welcome to do so. I'm sure not many of your members have seen a 1939 LaSalle with dual sidemounts, much less factory fender skirts.

Best Regards: Clarence Heatherly, Wickenburg, Arizona

7b) Cecilia by Don Ulrich

Thanks to Don for sending in the following a while ago. Readers responses are always welcome... Ed

Dear John,

Thank you for sending me the newsletter "Sallee Speaks Number 26 Vol 11, No. 1". As I was intently reading the newsletter and reached the section (7e) "A bit of history", my interest was piqued.

It was mentioned in that article that B.W.Reese was in attendance with his car, a 1940 Cadillac 60S limo, once owned by Sir Cedric Hardwick. I purchased that same car in 2005 and have considerable documentation back to when B.W.Reese owned it. I also have California registrations for B.W. Reese from 1966 through 1970.



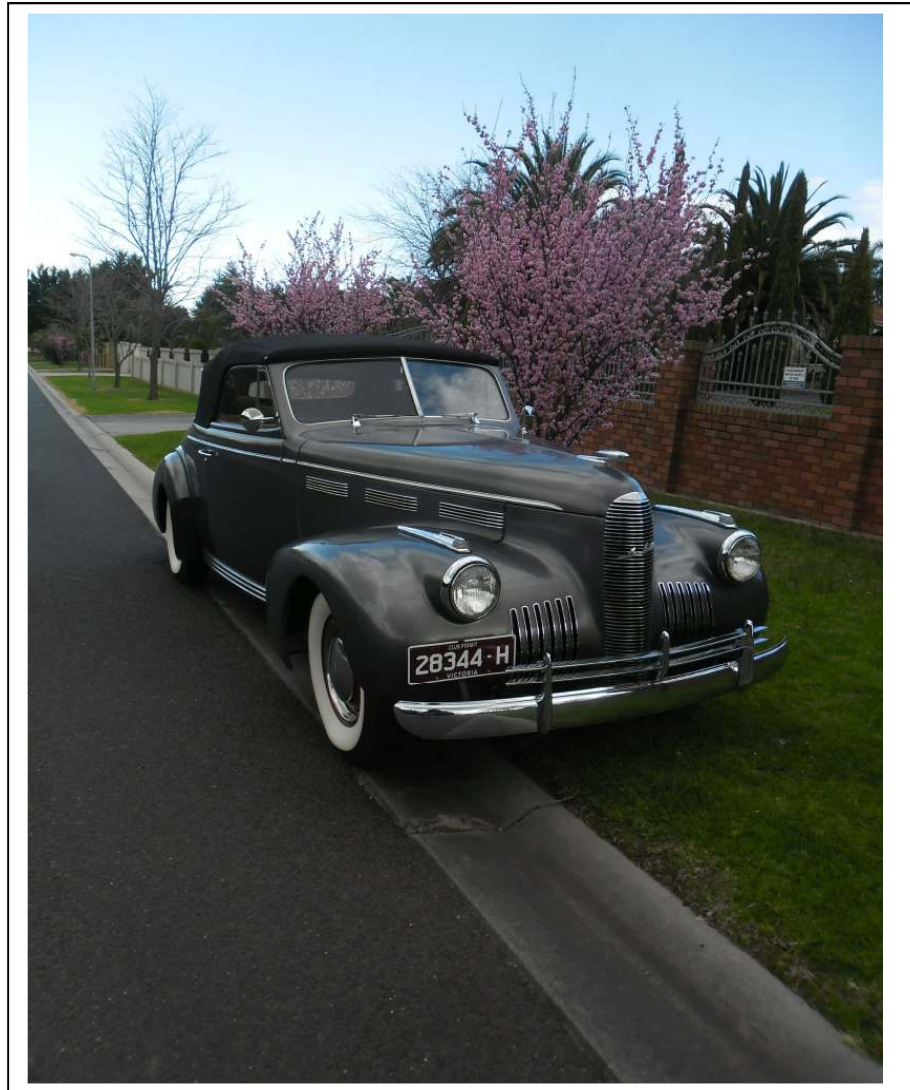
The car is still impeccable "show worthy" condition and is shown regularly. I have won many awards with this car. It's name is still "Cedric" but now "Cedric" has a little sister, her name is "Cecilia". "Cecilia" is a 1940 LaSalle Model 5267 #360 Convertible Coupe. She also has won many trophies. I have attached a picture of her for your enjoyment.

I hope this additional history was as interesting to you as your newsletter was to me. I have always wanted to join the LAS Chapter (LaSalle Appreciation Society) but never found the time until now. The newsletter has given me the impetus to join.

Regards, Don Ulrich*Thanks Don, Welcome to the LAS...Ed*

7c) 1940 Walkaround

Robin Dunkley, Victoria Australia sent in the following connection to a video link on you tube of his 1940 LaSalle convertible coupe. If you are interested you can go into you tube and search against 1940 LaSalle convertible or place the following in your browser,



<https://www.youtube.com/watch?v=v4qMjDwPrk8>

7d) New Member

A warm welcome to new member Craig Duerling, Cambridge, MD and thanks for sending in photos of your 40's sedan, our cover car for this edition.



Craig advises "I recently purchased a 1940 LaSalle sedan model 52 that was restored by Verne Finch of Hardeeville, SC. In the box of information that I received with the car were several newsletters entitled "Sallie Speaks" and referring to the LaSalle Appreciation Society.

This car is my first classic car. The back story is that when I was very young, we had a 1940 LaSalle. I loved that car! When I was about 9 years old, dad sold it to buy a new-to-us used car. I begged him to hold onto the LaSalle and put it up on blocks in the back yard until I was old enough to drive, but he didn't (probably couldn't afford to) do it. Anyway after that, I never thought that I would own one. Our car was the same two-tone green as this one!"

This looks an extremely clean car and I am sure it drives as well as it looks. As a new member we would all be interested in hearing of your LaSalle experiences and do rely on the resources of the Cadillac LaSalle Club if any issues arise....Ed



7d) Russell Clough's, Victoria Australia, 1929 Roadster

Russell stated "Yes, I've has my LaSalle for 51 years.... bought it from my Uncle (Jim Cox) in 1965, when I was still at school.

I believe he bought the car in 1929.

It was pretty rough in the body when I got it, but was mechanically very sound.... In fact, as far as I know the engine has never been touched for anything major since it left the factory new....Just a valve grind and some new gaskets to stop oil leaks since I've had it.

It still has the original carburettor & distributor, it runs smoothly, doesn't use oil and has excellent oil pressure.....pretty good for a 90 year old engine.

Best Regards, Russell"

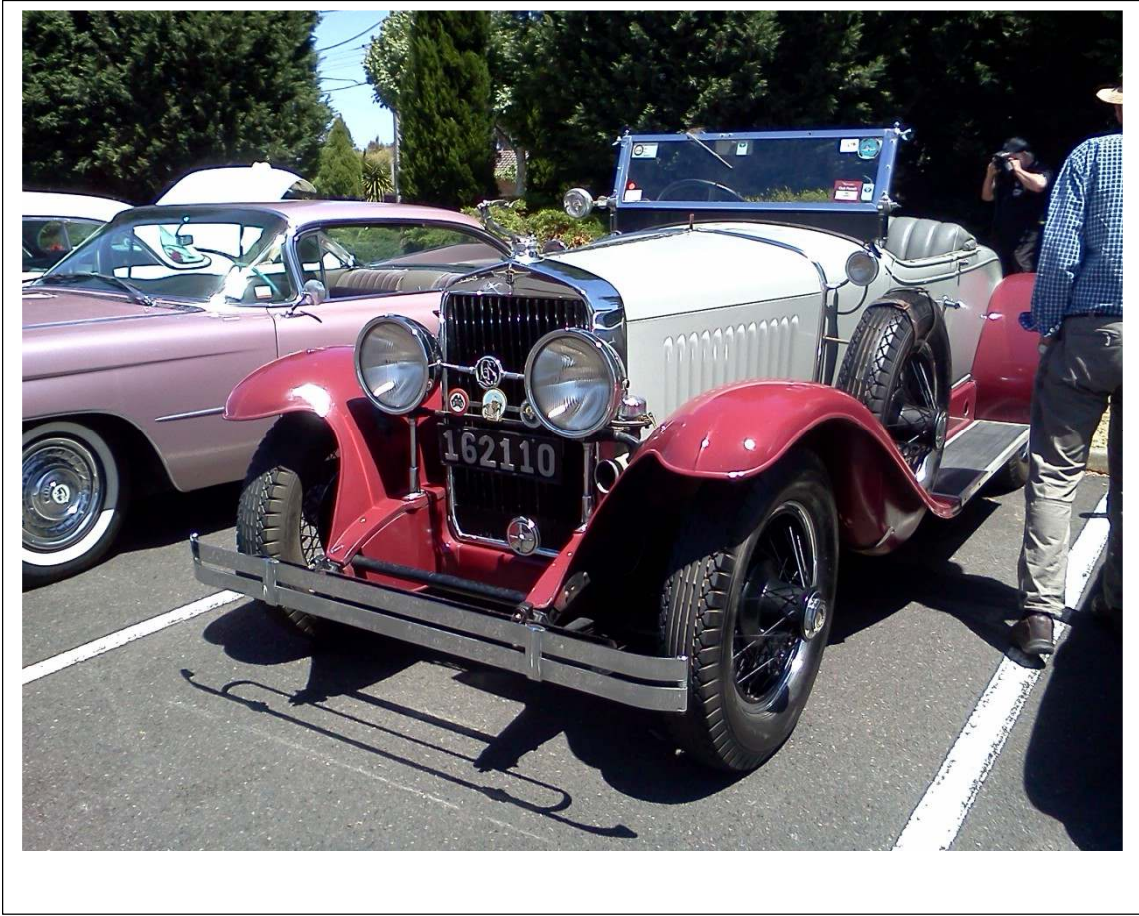


Photo taken at a LaSalle get together last year in Victoria, Australia. The 40 convertible is as per para 7c above.



Another photo from the LaSalle get to gether with Steen Edmonds 37 coupe project on the trailer.



Now isn't that a very nice line up



A couple of early photos

7e) Destroyed by Success by New Member Jim Richardson

This article also appeared in a recent edition of Hemmings Classic Car...Ed

In 1944 my father was a radioman on a destroyer at Treasure Island near San Francisco. My mother and I took the train from Los Angeles to see him off on a voyage that took him to Iwo Jima, Okinawa

and finally Tokyo. We stayed with my great aunt Dolly in Berkeley who drove a dove gray 1940 LaSalle series 52 coupe. I was four years old at the time, and that car was actually the only thing I remember from the occasion. My father filled in all the other details years later.



My earliest childhood memories are just snapshots. They are pictures that are vivid, but have little or no context. That LaSalle was one of those. I just remember at the time thinking that it was the most beautiful thing I had ever seen. I did not know until years later that aunt Dolly's LaSalle was the last of its kind, because they stopped making them after the 1940 model year. That LaSalle stuck with me the rest of my life.

Why that car you ask? That's easy. It is the most beautiful year and model of a beautiful line of cars. LaSalle was originally conceived as a companion make much like Oldsmobile's Viking and Oakland's Pontiac. The Viking didn't last long; but Pontiac – the low priced Oakland offering – ended up consuming its host in 1931.

LaSalle got its start when Harley Earl was hired away from Don Lee Cadillac's custom coachwork shop in 1926. He was given only four months to design Cadillac's new sporty smaller model. He knocked off the handsome Hispano Suizas of the era and added a few flourishes of his own, and the combination was stunning. It was also a major marketing success that year as well.

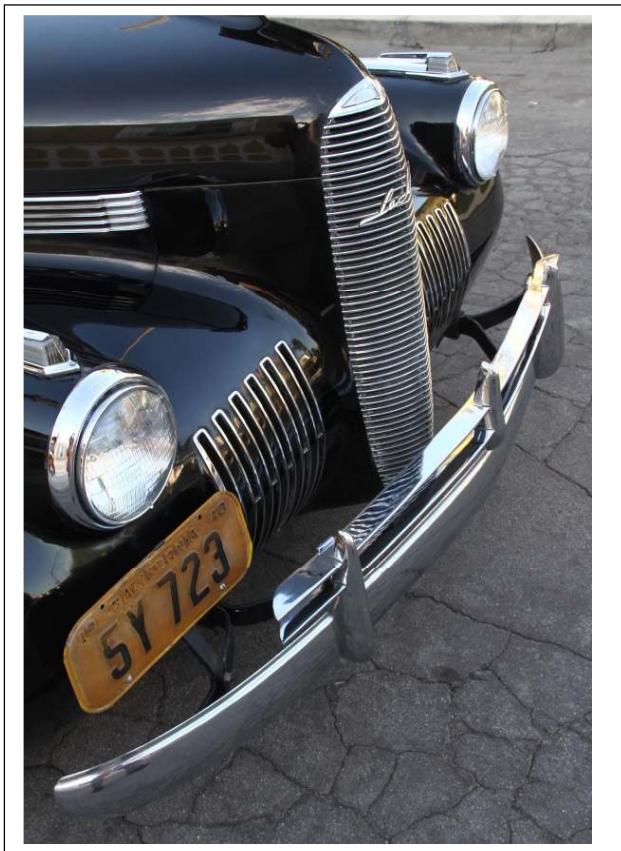
In fact it was such a success that Earl was put in charge of all General Motors styling and given his own Arts and Colours department. The LaSalle was built to Cadillac standards with a Cadillac chassis and running gear but sold for much less, and as a result it was a major success except for the fact that it was as costly to build as a Cadillac but not nearly as profitable.



As a result, when the depression was in its darkest hour in 1932 management at GM was considering dropping the LaSalle. That is until a young designer in Earl's department named Jules Agramonte left some sketches lying around his work area that featured wind cheating aerodynamic styling reminiscent of the streamlined Sunbeam land speed beach racers that caught Earl's eye.

Earl was impressed, and unveiled it at a show for management and billed it as the car they were *not* going to build. Management loved it and LaSalle was saved. At least for a time. LaSalles were so stylish that most of GM's management began driving them by the late thirties, including even Cadillac designer Bill Mitchell who later took over as head of the Arts and Colours department when Earl retired.

The goal at LaSalle was to present something trendy every year to reach the people who wanted something new and daring. It was the opposite of Packard's less expensive junior series 120 that debuted in 1935. Packard always aimed at the conservative end of the market, and as a result their styling was evolutionary rather than revolutionary. They also stayed with the Packard name for their new models in order to capitalize on the prestige that the marque enjoyed at the time.



LaSalle, and the mid-thirties Cords were the trendsetters of the era and played off one another, but Packard kept to the neo-classical look. The LaSalle still sold very well, but the profits weren't there in the numbers that GM management expected. The Packard 120 sold far better, with 1937 being Packard's best year ever thanks to their new junior offerings.

But both companion makes turned out to have their downsides. LaSalle did not trade on Cadillac's prestigious name and was not the runaway success that Packard's cheaper line was, but then Packard ended up losing the prestige market to Cadillac who grabbed it by dropping the LaSalle name but continuing to make the same car under the Cadillac brand. Both companies built great cars, but it came down to branding and positioning in the end.

These days I would say I am a blessed because I have a 1939 Packard 120 and a 1940 LaSalle. They are two entirely different cars built to reach two different markets, but comparable in quality and performance. Pharmacists and doctors drove junior series Packards, and people like Hedy Lamarr drove LaSalles.

The Packard is dignified and silent, and the LaSalle is brash and has a throaty rumble. They each get a lot of attention because they are both beautiful in their own way, but one looks aristocratic and the other looks exciting. For me my 1940 LaSalle Series 52 coupe is a lifelong dream come true. Now if you will excuse me, it's time for a spin.

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!!!



her handbag.).

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

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 June, 2017

LAS Chapter Report June, 2017:

Well, here in the States we are busy opening the summer season for car enthusiasts while the Australians are beginning their winter season and closing down! It is quite a usual circumstance to adjust to, yet a fascinating one because it means we have car activity ongoing year round within our Chapter!

There seems to be a lot of enthusiasm growing with new members who have bought LaSalles from our faithful longtime LAS members who have decided to sell their cars due to downsizing that comes with owners aging. Many of these longtime members have chosen to remain in touch which is great because they have proven to be such great mentors for those people new to the hobby. Some of these new members became acquainted with us through recommendations that come with their newly acquired purchases and some have called for advice deciding they need to be kept in the loop of information that evolves through the Chapter. Whatever the reason, it seems to work and we find our Chapter is still an active one. We try to notify each new CLC member listed in The Self Starter with postcards soliciting membership as an additional method of keeping the Chapter alive and active.

We must say thanks for modern communication methods because many of us live so far from one another.

The bright lemon yellow dues renewal cards are being mailed in three groups this year according to the anniversary month in which people joined the Chapter. Some of you were to be renewed in winter while yet others were contacted late spring/early summer. There is left now a group to be notified in the fall. Dues have remained the same \$10 for electronic and \$15 for snail mail. All members must also belong to The National CLC-LAS so keeping our Chapter dues low helps with members' dues expenses. .

Barbara Coleman is still selling logo merchandise: t-shirts, golf shirts, key fobs, personalized sweatshirts, vests, rhinestone pins, flashlights, ID cards, owner badges, and hats. She has signed up for a table at the annual GN to be held at Tysons Corners, VA in August so for those attending can purchase merchandise and save shipping costs. As most of you know we depend on the dues money and the profits from the sales of logo merchandise to keep our dues low and our Chapter solvent.

John Byrden has been doing a wonderful job producing our *NewSallee Speaks Newsletter* on a quarterly basis. Many members choose to receive it electronically which makes it more expedient and economical, giving folks the added advantage of seeing the photographs in color which is also lovely! We are very proud to announce that this spring John has been awarded **The Golden Quill Award** from *Old Cars News Weekly*. So for those contemplating joining, they better hurry up because they don't know what they are missing! We are in our 17th year of existence!

Our Annual Chapter Meeting this year will be held in The Hilton, the host hotel, Friday, August 4th at 10-11 AM. This is especially nice because as the Nationals are held in various parts of the country each year, it gives us an opportunity to meet face to face with members from various areas of the country and share our stories, experiences, sources, and solutions.

Our membership is still running around 200 give or take as it fluctuates throughout the year. This includes the Australian contingent of about 55 members. All of the Australian group receives the newsletter as delivered by John Byrden. It is certainly cost prohibitive for us to take on the postage costs involved with International mailings if we were to choose to send everything from here in Haddonfield, NJ, USA..

The main problem we have...and have always had...is collecting material for publication in **The Sallee Speaks**. We are constantly asking members to send us photos of their cars, tell us stories of their LaSalle experiences both good or bad, share problems they have incurred, and provide us with tales of solving these tech problems if they've had any. We all want to read about the adventures and truly driving a LaSalle can be a real adventure! Shared communication was the initial purpose of forming the Chapter. The newsletter provides a forum for knowledgeable sources to keep these cars running and on the roads. It also gives us a wonderful documented collection of written material specific to LaSalles. Some members feel intimidated by writing skills while others think what they have experienced is common knowledge. Nothing is common knowledge in a group as large as ours, living so many miles from one another!!! There is always something to be shared and something we can learn. It never ends! **The Sallee Speaks** is our newsletter and will only exist if we can continue to receive material from members for sharing. If someone has already published an article it doesn't mean we don't want to see another from them...or share photos of what we have done to our cars. Sometimes a photo explains much more than words ever can! There are always adventures riding in LaSalles, funny or sad stories to be told too! We are recording history in a place where it can be retrieved by everyone.

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 upcoming Grand National in McLean, VA, on Friday, August 3rd at 10 AM. If you are attending do program your time to attend this meeting.

12 LAS Treasure Chest

Further treasures can be found within the LaSalle Info Line organized by Lorne Scott as documented above.

There are no items this edition..

13 In Closing

I do hope you continually enjoy the articles in Sallee Speaks and again a warm welcome to all our new members, especially those that have submitted some of the above articles. As a reminder to members, if you have any details on Commercial LaSalles or Specials I would like to hear from you.