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Sallee Speaks



Angie and Gary's P & J Refer 7b) below.

Newsletter of the LaSalle Appreciation Society

A Chapter of the Cadillac & LaSalle Club Inc.



Further to the cover photo.



1. Director's Speak

Good Day Fellow LaSalle Owners,

It seems spring is finally going to be sprung. Although it appears to be coming a bit early this year we always look forward to the spring flowers and the first fair weather car shows. The Cadillac & LaSalle Grand National will be here before you know it in Gettysburg, PA, June 10th through the 15th. The organizers of the show expect record number of attendees and a large number of cars to be judged. If you can possibly attend please consider helping with the judging or some other volunteer position. I will be there, hopefully with my LaSalle coupe, as a member of the judging teams and officiating at a meeting of the LaSalle Appreciation Society. I hope to meet many of you there. You may be aware the Classic Car Club of America has recognized all LaSalles as 'Full Classics' by their club standards. The CCCA has recognized LaSalles from 1927 through 1933 as 'Full Classics' for many years. It is only in the past couple of years they included the rest of LaSalle production. This past July at the Indiana Region Grand Classic a fabulous 1937 LaSalle 5027 side mounted coupe scored 99.75 points in the Senior Division taking a first place. Knowing how their judging works that tells me that this LaSalle has previously won a first in Primary Class and in July was eligible for the Senior Class Award. Congratulations to Kevin Cornish of Zionsville, IN. As many of you know I have been puttering around with this 37 5027 for many years. Due to some financial reverses and just getting too damn old it has taken way too long to get this car done. Well I finally got my car back from the restoration shop after a one year wait while they replaced the rebuilt engine they allowed to freeze and crack. It now resides in DE with my friend Rob Robison. Rob and my drinking buddy Jeff Hansen are doing the heavy lifting correcting the billion things the resto

shop didn't do or did do half way or just did totally unacceptable workmanship. These friends are great and have a total understanding of how these old cars work and are assembled. They are actually better than the shop I paid good money to who are advertised as experts. I could go on but I'll leave it before my blood pressure goes up. In attacking this 37 coupe over the years I have slowly become aware that there are folks out there, our editor John as an example, who take on field grown basket case cars and work for years trying to assemble enough parts and learn the workmanship to put them back on the road. I realize I took on a project through my own ignorance that I was in no way mentally or financially able to pursue in a timely manner. The thought of a car in even worse condition needing everything including the fabrication of missing parts boggles my mind. I salute you great LaSalle home restoration specialists.

LaSalles forever,

Jack

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3 Message from the Editor

Pride and Joy articles have been very rare over recent times so if you would like to put together an article on your LaSalle, it can be recorded in our Sallee Speaks.

Many thanks to Angie in providing the article below. Our Director, Jack Hotz, has advised he will be sending in some articles on his 37 resto, so they will be something to look forward to.

Remember "Cadillac Excellence made LaSalle Supreme".

4 LAS Contact Information

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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 from the original owner. Ed

6a) 1937 5067 CCP RS

This Convertible Coupe with rumbleseat was a Pride and Joy article in Self Starter, January 1987. Thirty seven years later this LaSalle is still owned by Frank Pezzimenti now residing in Florida. Thanks to FINZ editor Ron Melville for forwarding the article.





JANUARY 1987

My pride and joy is a 1937 LaSalle Series 50 Convertible Coupe with rumbleseat. It is the finished product of a 4 year search and a 3 year ground-up restoration of a solid original, 51,000 mile car. I am the third owner with the last motor vehicle registration being 1957.

The first owner operated a service station, keeping the LaSalle as his summer and weekend car. After many years of storage, the car was sold to a second gentleman who never drove the car, attempting to have it restored by a restoration shop in a nearby city. This ended in disaster since the restorer was not working on the car but actually extorting money for work never done plus selling a few parts off the car! The police became involved, followed by litigation which resulted in the so called "restorer" being fined and put in jail. The second owner became discouraged and the car sat for several more years. I happened upon the car quite by accident while calling a vendor in Hemmings Motor News on some auto parts. I asked if he had heard of any convertibles for sale, preferably late 1930's Cadillac, and he came up with the second owner's name and phone number. After arranging an appointment to see the car, we undertook the long ordeal of trailoring the car six hours from one end of New York state to the other, part of which included a snow storm.

From the time I took possession, it has been all work and going by the book as I sought to do as near perfect a job as I could. This included a complete disassembly of the car, body off the frame, stripping of all old paint, rewiring, rebuilding the power train and rechroming. The most difficult aspect of the project was the fact that much of the car was previously disassembled with parts scattered throughout various boxes in an unmarked haphazard fashion. The task was much the same as assembling a large jigsaw puzzle, with a few of the pieces missing. Several of the chrome pieces around the vent windows and in the top irons had to be custom made. I was invaluably helped in this task by body and shop manuals, pictures taken at the 1984 Grand National Meet in Detroit and most of all by a remarkably complete 37 LaSalle parts car.





The entire project, including the many coats of lacquer paint, was essentially a father and son venture with technical assistance from Kinsman Carriage Shop of Buffalo, NY, plus information and parts obtained from the Cadillac-LaSalle Club Self-Starter.

The 37 LaSalle is a deep maroon with tan leather interior and tan canvas top. As for options, it is equipped with a working radio, clock and deluxe banjo steering wheel. My initial drives with the car produced the frequently reported problems of overheating as well as difficult starting when hot. The solution, in my case, was to have the radiator recored and the starter totally rebuilt. The temperature gauge has not approached the hot zone since—even at long idles. On the interstate, the flathead V-8 will effortlessly cruise at 50-60 MPH, drawing stares and crowds wherever we travel.

The 1937 model LaSalle series represented noteable milestones such as: Being designated the official pace car of the Indy 500; last year of the bi-fold opening hood and the last year of the floor mounted stick shift.

Other standard features of that era were; Rumble seat, running boards with radio antennas mounted beneath, trumpet horns, 16 inch tires and manually operated convertible top.



6b) 1937 Sales Brochure

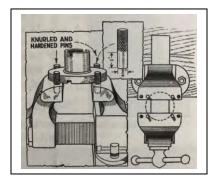
1937 Cadillac LaSalle 16-page Vintage Car Sales Brochure Catalog



6c) Technical Notes,

Again a few ideas from the Australian publication "Restored Cars". This is very worthwhile read and the editor has allowed the use of the following articles.

PINS HOLD CIRCULAR PARTS ON VICE



Limitations of the jaw opening and the impracticality of holding disk-shaped parts in the usual bench vice can be overcome by the use of pins or studs set into the upper faces of the jaws. Four holes are drilled into the soft section of the jaws, and steel pins are inserted into the holes. Extra holes may be drilled to hold disks of various sizes, and if desired, the upper ends of the pins may be knurled and hardened tp obtain a firmer grip.

QUICKLY REMOVABLE COTTER PIN



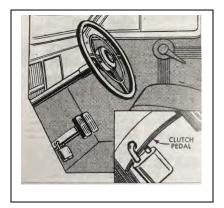
A quickly removeable cotter pin, which is useful in place where a pin must frequently be removed from a clevis for adjustment. A coil spring, with one end straightened is slipped over the clevis, and the far end is rested against a washer placed between the clevis and locknut. When the pin is removed, the coil string is pulled out of the cotter pin hole.

Plus from Vintage Sports Car Club of Victoria June 2022

TECHNICAL REMOVAL OF BROKEN STUDS, SCREWS ETC.

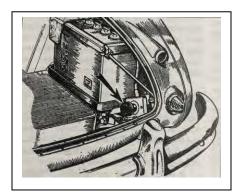
I thought that this would help others who have had issues removing broken studs, screws etc, I recently discovered in the Benz a broken "lift a dot "double length pin which left the broken screw section in the body screwed into the timber frame below the level of the painted aluminium skin. There was a hole about 3mm diameter in the skin and the core of the screw was about 2.5mm diameter and it turned out to be very hard which may be why it broke off, I really needed to remove the remaining part of the screw but had only one access point. I chatted to a friend who manufactures drills, taps and all odd sizes of difficult to get engineering items and he recommended using a left-hand drill of which I was unaware of. I tried a 2mm "leftie" but it was not hard enough to do more than put a cone in the centre of the stub, so we resorted to a solid carbide 1mm mill 3 mm long which left a pilot hole, then a 1.7 mm cobalt drill and then the 2mm "leftie" and it was out in a trice and no damage, repainting, cursing etc all very satisfactory. I personally have always found "Easy (NOT) outs" completely useless and this is a good solution to a difficult problem. This was all done with a handheld portable electric drill which has a reversing function. The Capital Cutting Tool Company is the source of all my drills, taps etc. (including one off odd ball items ,11 by 1mm bottoming tap in my case with a turnaround of 1-2 days) and they can be found at 37 Hammond St, Hamilton, phone (03) 55711772. Ask for Paul or Garry and they no doubt have a web site with catalogue so look there first, by member James Earl.

Anti-Theft Device



If you do not wish to drill the pedal arm, fabricate a slipover collar to suit and drill the section close to the floor to fit the padlock. Having the car set in reverse gear is also recommended.

Battery Cutout Switch



If you have the battery located in the boot, as in this Austin Healey, a cutout switch can be fitted in this location. If it is under the floor, look at a location in the engine bay that could be used.

6d) Internet Finds







Ibrahim Patel's 1937 Coupe from South Africa, as shown in LAS facebook site.



Assume drivetrain is heavily modified but elegant lines of the 40 LaSalle are retained.





1938 5011 2 dr Sedan

6e) A Little Unknown Fact, Until Now

Richard Stanley advises: There is one small fact that is part of the lore of LaSalle that is incorrect: The 303 LaSalle was not first introduced at the Boston Auto Show in 1927. The LaSalle was actually introduced the day before the Boston show at the Los Angeles Auto Show, making LaSalle the first major marque to be introduced in Los Angeles. Richard states that he has the L.A. Times article somewhere in my archives to verify the above.

6f) 37 LaSalle Pace Car

Supplied by Peter Ratcliff.

- the 37 LaSalle pace car at the Indianapolis "brickyard" driven by Ralph de Palma.



6g) Five things you should know about wax and polish before shining your ride.

A Hemmings Motor News article by Matt Litwin, June 2021.



Winter, it seems, is finally behind us, even up here in the northern climate where it has a habit of lingering into early May. It's time to get the vintage vehicles out of hiding and prepped for a summer of enjoyment. First on the list should always be a wash and wax. Or was it wash and polish? Wax, polish - what's the difference, right? Therein lies the problem: More often than not, there's a misconception about wax and polish, and what they should be used for. They are two different products that serve distinct purposes, so here are a few points to ponder after you've given the ol' ride a proper wash.

1. Polish

After washing your vehicle, the first product you should reach for is polish. The misconception about polish is that it produces a nice shine. In truth, its primary purpose is to remove minute imperfections such as grease, dirt, and oxidation from a vehicle's paint (or clearcoat) that in many instances normal washing will not alleviate. Polish also fixes minute scratches, scrapes and swirls. Here's the catch, though: a single polish does not solve all of these surface maladies with a single stroke of application.

There are actually two types of polishes, the first being a chemical polish. Its non-abrasive formula essentially cleans the surface, removing (as mentioned) grease, dirt, oxidation, and - if caught early on - even some stains. Abrasive polishes help eliminate/repair swirl marks and scratches before they become an eyesore. This is accomplished by the abrasive compound within, which removes an incredibly thin layer of paint or clearcoat. The abrasiveness varies from one product to the next - from fine to course - to suit various needs, and some are so fine that they are not referred to as abrasive compound polishes, which means it's important to read the label's small print. In either case, polish is often found as a cream, spray, or liquid product, and while the surface will look fantastic when the job is completed, it's important to remember that polish does not seal or protect the paint/clearcoat.



2. Car Wax

Car wax is pretty straight forward. It's been in use - in some form - since the early 1800s, when extending the look and life of an ornate wooden carriage was important to the family budget. It's carryover to the automotive market was seamless. Unlike polish, wax becomes a barrier between your vehicle's paint/clearcoat surface and the litany of contaminants that attack it, including UV rays and other airborne pollutants, not forgetting that it helps stymie corrosion. Wax also creates, or more

accurately, enhances, the glossy finish many car owners aim for. Because it seals a vehicle's surface, it's important to apply wax after polishing the surface, lest the contaminants be locked against the surface, expediting potential damage.

There are two different types of automotive wax available: natural and synthetic. As one could guess, the former has been formulated from natural occurring resources, such as waxes, oils, and solvents (crude oil distillates, ethanol, mineral spirits, petroleum, and more). A natural wax offers an incredible shine with great protection, as does a synthetically manufactured wax; however, it does not last as long as synthetic.

3. Carnuba Wax

One of the best-known automotive wax types is Carnauba wax. It is a plant-based, vegetable wax made from the leaves of the Brazilian Palm tree. In its natural form, the substance protects the trees from the sweltering sun. For automotive use, carnauba is blended with other oils and like ingredients that maxes it able to withstand intense UV rays and temperatures in excess of 180 degrees. It's also insoluble, which means it won't wash away after an occasional encounter with water. This makes carnauba wax a favorite among many vintage vehicle enthusiasts, despite having to be applied more frequently that a synthetic wax.



4. Application Frequency

Many owners have slid into the habit of polishing or waxing their vehicle once a year, especially those who take their coveted car to a mere handful of shows via enclosed trailer. That strategy may be enough to last the year; however, if you enjoy relatively frequent drives, you should

be aware that polish and wax require different rates of application to maximize protection. Under most "normal driving" scenarios, one deployment of polish at the start of the year should last the duration of prime show-n'-shine season. Conversely, it's advisable to apply wax two to four times annually due to its wear limit; it generally ranges between 8 to 12 weeks based on the wax type.



5 Quick Tips

Polishing and waxing a car properly isn't hard, but it does take time and energy, and with the right tools and methods, the result will be rewarding. For instance, unlike some quick detail products discussed previously, it's never a good idea to polish and/or wax your car in direct sunlight; comfortable shade ensures that the products will be more effective. Applying too much wax or polish can make the coat uneven, and in some instances,

perceptively unattractive. Using microfiber towels to wipe away excess product will accomplish the end result without incurring more microscopic scratches. Don't use the same piece of material for washing, polishing, and waxing; the product residues will cross-contaminate, hindering their effectiveness. Power tools, such as orbital polishers, help expedite the polish/wax process, but be sure not to buff too much or too hard; doing so will severely damage the surface you're trying to protect.

6h) 1930 LaSalle Roadster.

John Hewitt, Australia, advises: This is a rare car that is still in Sydney in a private collection and has not been out in at least forty years. The man standing behind it is Frank Illich who owned it then. Frank was a car dealer who owned a Chrysler and Mitsubishi dealership and made Viscount caravans. I knew him quite well. The car is owned by someone else who keeps it locked away. It has



a Fleetwood body not Fisher. For some reason the LaSalle roadsters were made at Fleetwood.

CLC
Membership
Directory
confirms 1930
RDS
manufactured
by Fleetwood,
being body
style 4002...Ed.

7 Members

7a) Scuff Plates for 1927 & 1928

Neil Murrie, South Australia, is currently in the restoration of a 1928 Sedan and as part of this work he has undertaken the fabrication of the scuff plates that match a previous 1928 Fisher LaSalle that he owned.

With the Editor and Peter Cockbain, NSW, both currently undertaking 1927 Roadster restorations, Neil has graciously ensured the supply of scuff plates, however a check of a 1927 Roadster owned by Russell Clough, Vic, showed up a slight discrepancy between the 1927 Roadster and Neil's 1928 Sedan.

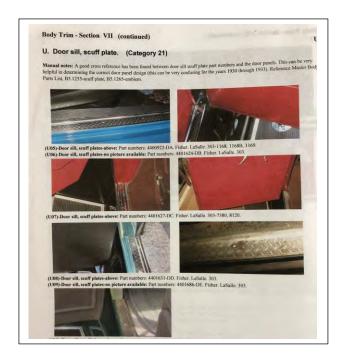






From the above photos the new fabricated piece, as per **Neil's** 1928, is the top piece and that below is from the Russell's 1927 Roadster.

The 1927 does have the extra strip and the rolled section is not as high as in the 1928 example.



Authenticity Manual for 1927 / 1928 303 shows Fisher detail as per Russell's roadster.

CLC Membership Directory advises 27 Roadsters only built by Fisher and 1928 Sedans only built by Fisher also.

So can any of our readers explain the differences. Is it possibly a tooling difference through the 303 period.

We know there was a substantial difference in 1929 with the finish changing from the chevron pattern to longitudinal ridges and the LaSalle emblem as shown above in the Authenticity Manual.

7b) Angie and Gary's P & J

This 1930 resto story has been supplied by Angie Stearns-Smith.

The article below describes the work from Gary Hammond and Angie Stearns-Smith in restoring their Pride and Joy with the photos providing a glimpse into the amount of work undertaken.

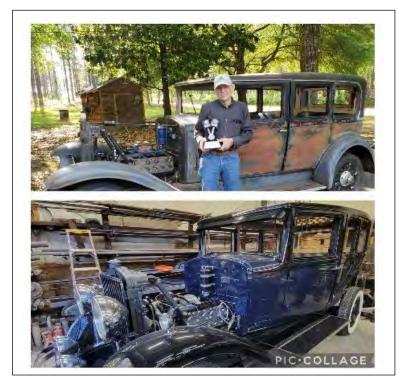
Angie advises: We purchased our 1930 Lasalle 340 sedan, March of 2019. Our restoration journey has definitely been one of learning, trial and error, and challenges, but most of all it has been a journey of priceless made memories.



We found her via an internet search, the previous owner had owned her for 15 years and being in poor health advertised her with the hopes that someone would love her enough to bring her original beauty back to life.

As we began to inspect our new find, we soon realized that there had not been any attempts to restore her since she left the factory, November 1929. This was partially evident by the numerous parts missing or stripped from the car and the badly rotted wood body. So began countless days, weeks and months researching the history and any information we could gather on LaSalle's,

followed by making connections with other LaSalle owners.



The daunting task of acquiring parts soon became real as well, it was and is extremely hard, unlike Ford where parts and wood body kits are a dime a dozen. We bought what we could find that was usable and then had to start making some on our own where they weren't available or too pricey to justify the cost, especially when Gary had the talent and personal drive to make them himself and not to mention. I think he truly enjoys the challenge. As you know a good many of parts for these cars and others were made of pot metal and not intended to last over 20 years,

nonetheless 93 years. A few

parts that Gary has made from "scratch are bumper clamps, distributor base, hood latches, headlight switch bracket, door handles, and the list goes on, oh and let's not forget the new wood body that took him 12 months to complete.

During the last five years we have tried to document every step in this restoration process, we've taken thousands of pictures, literally so that we could hopefully put her



back together. One thing that is certain, from the day we started, Gary told me we'll be lucky if she fits back and with that you can imagine just some of the challenges we have faced. Projects like these definitely take time, precision, and a whole lot of patience, and when the patience wore thin, we just walked away, came back later refreshed with clear heads

and ready to push through. As owners yourselves, you know from the start that you have to be in it for the passion of giving life back to preserve a piece of history and not for the money.



This journey has been amazing, we have not only learned a great deal about LaSalle's and their history, but we have also made new friends in the process. We challenged ourselves when faced with obstacles and have learned how to make things work when we had nothing to start with. We are now ready for the interior and anticipating a completion date of June 2024. Her long-awaited reveal party is getting closer, our time to finally showcase her restored beauty. I would sum up our journey like this.....the most fun was driving her for the first time in 2019, the most exciting was the original wood wheel restoration, and the most

rewarding has been watching her transformation become reality. Our restoration has

been a labor of love, of passion, a connection to history and the desire to bring her timeless beauty back.

























Gary, well done, what a great achievement. Many of us aim to achieve what you have done and are encouraged when reading articles like this compiled by Angie.

Hope to see some completed resto photos in the near future... ${\bf Ed}$

7c) A Bit of History

A former LaSalle owner in Australia, John Hewitt, sent in the following photos.



John advised that this is a 1930 Town Sedan that he and his uncle, Jack Hochstadt a foundation member of the CLC in Australia, discovered at Rylstone NSW in 1976.

They subsequently restored it, as shown, and the LaSalle is now overseas. One wonders where this RHD LaSalle is now.





7d) The Editor's 27 Roadster Project, 212064

A couple of questions for our readers.

I have recently picked to another radiator that has brackets attached to the radiator support as shown below.





In my research I have only come across one photo of this on one 1927 LaSalle as shown. Can anyone advise on its use, I would assume it is to hold the bonnet open, well when there is no wind.



The other query is the thermostat in my radiator that operates the shutters is past its used buy date. Can they still be sourced. I heard a rumor that they are similar to ones in a Mack truck but I have not been able to prove that. In Australia the weather is such that the shutters will be open all the time so cable operation may have to be the go.

A long while ago I reconstructed the drainage channel for the two top scuttle vents from old parts, ply wood and body filler to about 6% larger than the original, so as to allow for shrinkage. Castings were then made however I have realized that more time taken to get the sample to fit would have made it easier to then fit the castings.







As for the saga of the rear brakes, they are now all completed and connected although not to the front brakes as the gearbox that supports the connection between front and rear is not installed.





Fitting the wheel onto the car, as shown above, did cause me a bit of grief. It locked on and then when I tried to remove it, it would not release. Found through a bit of perseverance that I needed a bit more throw in the cam to release the centre locking mechanism, 7/16"or 11.5mm is required. A washer under the cam did the job.





7e) Ken's 1940 Series 52 project

Ken Twaddle from Warrnambool Victoria Aus has recently acquired a Californian import as shown below. From the photos "äs acquired" to "as now", it would seem Ken is on his way to a full restoration.

With eleven 1940 LaSalles on our mailing list in Australia and eight of them in Victoria, it is hoped that there will be some assistance to Ken in the chasing up of the inevitable ever missing parts for this coupe.









7f) A second bit of history

John Hewitt also advised that this is the car that belonged to Clem Ryan in Adelaide plus a photo of the house where it was kept along with some Packards and two other LaSalles, a 1927 Roadster and a 27 Limo. The house is at 78 Fisher Road Fullerton and this was in 1974.



This LaSalle is now owned by Bob Ausburn,

NSW Australia. Bob advises this LAS runs extremely well and he wishes he had more time to spend on it to bring it up to his standard.

7g) Jack's 37 Coupe Experience



Many years ago, 2002 to be exact, a fellow LaSalle owner had this car at a Grand National Meet and wanted to sell it. I drove it and it was an ok driver but he wanted what I considered too much money for the condition of the car. Forward to 2009 and the same member still had the car for sale although it wasn't at that meet. I didn't realize he had taken the car home in 2002 and parked it in his driveway with a tarp over it. We all know what happens to a car in primer

when exposed to weather. It shows in the pictures. Rust and de-laminated glass. He said buy it now or I'm going to rat rod it out. In a moment of weakness, or insanity, I said ok I'll buy it. Now 15 years later there is not a bolt or nut or anything else that hasn't been replaced or re-plated, or re-fitted on this whole car. The only reason I bought this car was a moment of sentiment for an old car that was headed to rat rod oblivion. I should have my head examined for holes! At the time there seemed to be a scarcity of 37 coupes on the market. I would have been better off waiting and buying one in better shape and needing less than a full restoration. Let that be a lesson to all of you who feel it is worth the time and money to save a significant old vehicle unless you have the time, money, and mechanical ability to get it done in short order. And if you need a restoration shop, get one close to home so you can push them along on a weekly basis or your car will end up at the back of the shop gathering dust.

Just a story of my personal experience.

Jack Hotz



8 LAS-CLC Membership Report

Please refer to the latest report, dated September 2023, as tabled in Sallee Speaks No 60.

9 Minutes of the latest LAS Meeting

Please refer to Sallee Speaks No 46 for the latest LAS Chapter Minutes from the 2019 CLC GN, Louisville, KY, June 15, 2019, submitted by Nancy Hotz LAS-CLC Secretary.

10 LAS Treasure Chest

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

10.1 1930 Roadster For Sale

. This 1930 LaSalle roadster is being offered for sale by Robert Tingay.

Professionally restored to a high standard about 35 years ago and still looks and drives beautifully and reliably. Nothing needed.

Leather interior, factory RHD, delivered from Detroit to GMH Adelaide in October 1929, comes with a few spares if needed.

Asking \$180k AUD

Phone Robert in central Victoria Australia 0429 723632.





10.2 1937 Parts Required by Jack

I need HELP!

I finally got my 37 coupe from the restoration shop and my amigos and I are checking it over and trying to finish the assembly. We have found poor workmanship, missing parts, and wrong parts. We are missing the stainless steel trim as seen on the top panel, which is in bad shape. That s/s trim fastens onto the blue panel. I got the blue panel back but

not the trim that goes on it. This panel goes on the side of the hood behind the head light.

I'm also now missing the chrome small plates the jump seat supports rest on when the jump seats are down.

Any help would be appreciated. Thanks, LaSalles forever, Jack.



11 In Closing

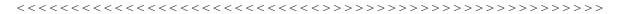
To all a warm hello, especially new members

Ken Twaddle from Warrnambool, Victoria Aus who owns a 1940 La Salle Series 52 Coupe, ex Ian Reece.

John Hewitt, NSW Australia, a former LaSalle owner heavily involved around the early years of the CIC in Australia.

I hope you have enjoyed this read and are getting out and about in your LaSalle.

If you see other LaSalles about, do seek an email contact so that we can bring them into our LaSalle family.





We in the LaSalle Appreciation Society are very proud winners of Old Cars Golden Quill Award in 2003, 2004, 2005, 2006, 2016, 2019, 2020, 2021 and 2022 and are always striving to achieve a high standard publication for our members.

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

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



An extract from a previous Self Starter.

Interesting to note the changes over the year from 1934 to 1935.

While the later year has increased visibility with the V type windshield, the early one does have great presence with the biplane bumpers.

Still two very lovely coupes.

Sometimes the best therapy Is a few hours in the garage.....

