

LaSalles were Full Classics® from their start in 1927 through 1933; but not for years afterward

CCCA considered the 1934's a few years ago, but rejected them

Periodically *The Roadrunner* runs an article about American made Full Classics® and the non-classics produced by the same manufacturer. The last article about Jordan, Kissel and Julian was in the December, 2004 issue. We do not include custom cars nor “application considered.”

By Les Jackson

Why is it that the 1933 (and earlier) LaSalles were recognized as Full Classics®, but not the models that came later?

The first thing we look at is the engine. LaSalle featured V-8's from 1927 through 1933.

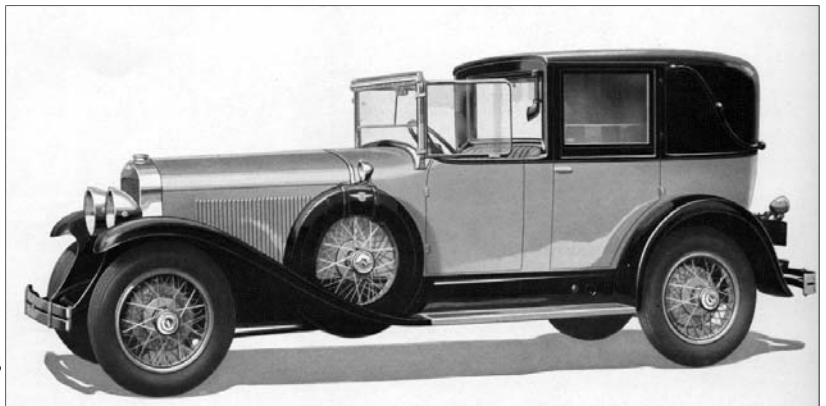
In 1927 and 1928 the engine produced 80 horsepower at 3000 rpm and displaced 303 inches. In 1929 it was enlarged to 328 cubic inches and 85 horsepower at 3000 rpm. Prices of sedans in those three years were \$2,685, \$2,495 and \$2,450.

Engine improvements continued in 1930 to 340 cubic inches displacement and 90 horsepower, again at 3000 rpm. In 1931 more im-

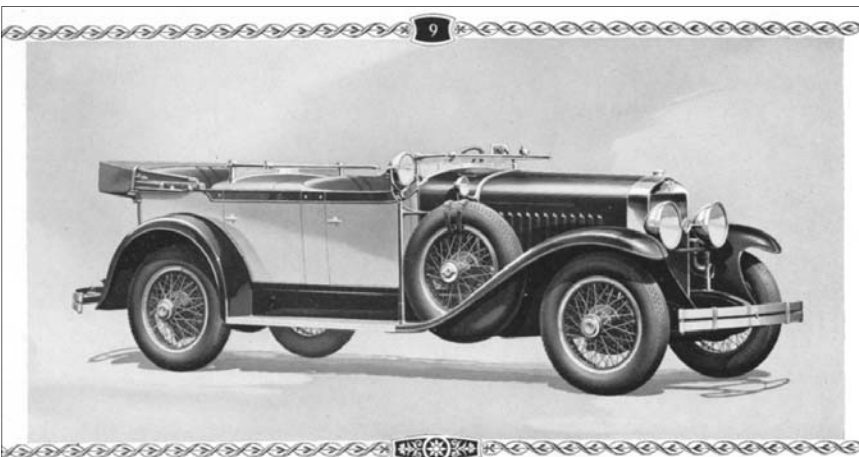
provement to 353 inches and 95 horsepower at 3000 rpm/ The 1932 and 1933 models had the same displacement engines, but they produced 115 horsepower at 3000 rpm.

An Oldsmobile 8 engine?

What happened in 1934? No longer a V8, but a straight 8 with 240 inch displacement and 90 horsepower at 3700 rpm. This was a smaller and less powerful engine than the Series 60 Buick, a non-classic. It is believed that the new LaSalle engine was actually the engine used in the non-classic



Fleetwood produced the body for this 1928 town cabriolet which accommodated 5 passengers in the back section. It was identified as style no. 3130. Original price was \$4,500 and weight was estimated at 5,100 pounds.



LaSalle was advertised as the companion car to Cadillac. Above is the sport phaeton. It was described: “Distinction and individuality are the keynotes of this open car. A striking feature is the tonneau cowl which extends over the rear passenger compartment and is fitted with folding windshield.” Body by Fisher, it sold for \$2,975 in 1927.

Oldsmobile 8.

The price of the sedan had dropped to \$1,695 in 1934 after the 1933 model had a price of \$2,245, a 25 percent decrease in one year. Many other cars prices decreased during this depression period, so the LaSalle was not alone in this respect. The “downgrading” of the LaSalle to a status well below that of its Cadillac parent was also apparent in the advertising of the car.

The price decrease did appear to help sales, however, as they more than doubled in 1934 to 7,195 cars. This was in contrast to the biggest earlier year for LaSalle in 1929 with 22,961 sales.

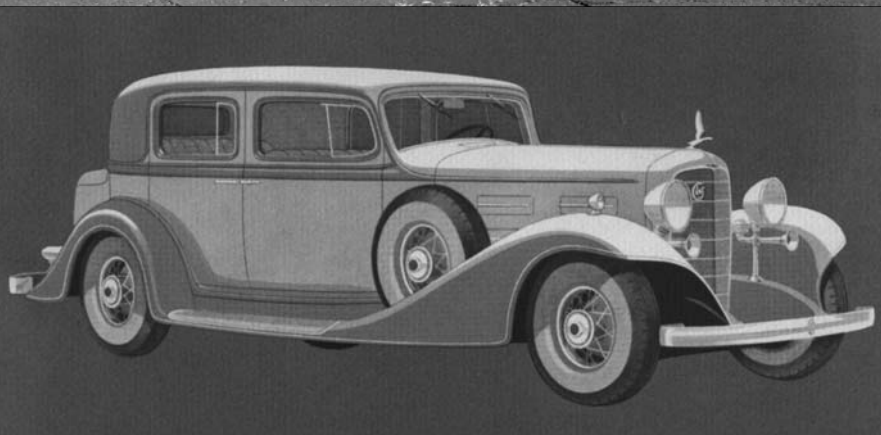
LaSalle’s last year was 1940. In 1941 Cadillac came out with the 61 series

(non-classic) at the bottom of its offerings with a price that was very close to that of the last LaSalle.

A bright beginning in 1927

LaSalle was originally intended to fill the price gap between Cadillac and Buick for General Motors when it was introduced in 1927. Harley Earl was responsible for the first designs of the LaSalle. Cadillac built the LaSalle, but it was its own design. Actually the design of the LaSalle was highly thought of throughout its 13 year history including the Full Classic[®] and non classic

Below is a 1930 Fleetwood LaSalle all-weather phaeton previously owned by Arizona Region member Dean Buchanan. Dean sold the car at an auction in early 2005. LaSalle called it the "Fleetway." Wheelbase was 134 inches.



The LaSalle styling for 1933, its last Classic year, was significantly different than prior years. This is the 5 passenger 4 door town sedan with its "sweeping line of radiator and hood (flowing) along the molding to the modish trunk in the rear." It was body by Fisher on a 136" wheelbase and cost \$2,495 at a weight of 4,915 pounds.



CADILLAC *welcomes* LaSalle

years as well.

The new 1927 LaSalle was with bodies by Fisher or by Fleetwood. This continued through 1933. In 1934 all the LaSalle were Fleetwoods despite the down grading of the brand. In 1935 and subsequent years, bodies were by Fisher.

Sources for this issue:

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