





Since 1935

St. Augustine Since 1565

Ancient City Auto Club Antique Automobile Club of America

May, 2015



Brian and Carolyn Wirz chased this car down from Canada. A beautiful 1939 LaSalle. They plan to make a comfortable driver out of it with modern things that make cars fun to drive on the roads of today. A beautiful project, excellent choice for them. Congratulations!



What emerged as the LaSalle in 1927 is widely regarded as the modern American beginning of automotive styling, and was introduced on the GM C platform with Cadillac. The 1927 LaSalle was designed by Harley Earl, who would go onto have a 30-year career at General Motors, eventually gaining control of all design and styling at General Motors.

Prior to the 1927 LaSalle, automobile design essentially followed a set pattern, with design changes driven principally by engineering needs. For example, the Ford Model T evolved only slightly over its production run; A 1927 Model T was almost identical to a 1910 Model T.[citation needed]

Harley Earl, who had been hired Cadillac's General Manager, Lawrence P. Fisher, conceived the LaSalle not as a junior Cadillac, but as something more agile and stylish. Influenced by the rakish Hispano-Suiza roadsters of the time, Earl's LaSalle emerged as a smaller, yet elegant counterpoint to Cadillac's larger cars, unlike anything else built bv an American automotive manufacturer.[citation needed]

Wheelbases ranged between 128 in (3,251 mm) and 134 in (3,404 mm). The LaSalles of this era were equipped with Cadillac's "Ninety Degree V-8", making the car fast, while its smaller size made it sportier and more agile. [citation needed]

On June 20, 1927, a LaSalle driven by Willard Rader, along with

Gus Bell, on the track at the Milford Proving Grounds, achieved 952 miles (1,532 km), averaging 95.2 mph (153.2 km/h), with only seven minutes given over to refueling and tire changes. In comparison, the average speed at that year's Indianapolis 500 was 97.5 mph (156.9 km/h). The test at Milford would have continued; however, a problem in the oil system drew the test to an early close, approaching the 9:45 mark. [citation needed]

1927-1933[edit]

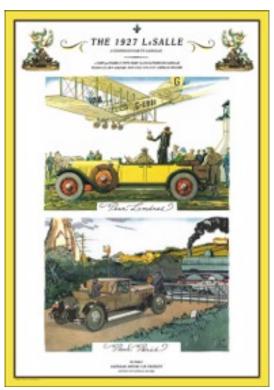
1928 LaSalle Series 303 Phaeton

1930 LaSalle Series 340, photographed in Perth, Western Australia

Built by Cadillac to its high standards, the LaSalle soon emerged as a trend-setting automobile. Earl was then placed in charge of overseeing the design of all of General Motors' vehicles. [citation needed]

The LaSalle was offered in a full range of body styles, including Fisher and Fleetwood Metal Body-built custom designs. The roadster could also be ordered in two-tone color combinations, at a time when dark colors like black and navy blue were still the most familiar colors produced by manufacturers. Earl's design even included a nod to the inspirational Hispano-Suiza, with the marque's circled trademark "LaS" cast into the horizontal tie bar between the front

lights. [citation needed]



1927 dealer showroom poster promoting the new LaSalle. GM used a European theme in its ads that year in an attempt to build the image that the LaSalle was a worldly vehicle, fashionable in all settings and places.

Later, the Great Depression, combined with LaSalle's stalling sales' numbers, caused Cadillac to rethink its companion make. Both Buick and Oldsmobile had eliminated the Marquette and the Viking in 1930, their second model year. Cadillac also saw sales of its cars losing ground, as confirmed Cadillac buyers tried to trim pennies by buying the less expensive LaSalle. LaSalle sales also were falling, from a high of 22,691 models in 1929 to a low of 3,290 in 1932. [citation] needed

Beginning with the 1934 model year, a significant portion of the LaSalle was more closely related to

the Oldsmobile, than to senior Cadillacs. Again, Earl's work with the LaSalle resulted in a graceful vehicle, led by an elegant and thin radiator grille. Earl's other contribution was the modern, airplane-styled, semishielded portholes along the side of the hood. All bodies were now made by Fleetwood. [2]

This new LaSalle was now priced \$1,000 less than the least expensive Cadillac, its mission was not to fill a price gap, but to keep the luxury car division out of the red. But as the economy began to recover, the LaSalle did not, at least not commensurate with the economy. Sales were 7,195 in 1934, 8,651 in 1935 and 13,004 in 1936. [2]

Meanwhile the Packard One-Twenty had been introduced in 1935, and had taken off like a rocket. Additional competition from the Lincoln-Zephyr, introduced in 1936, did not help things either. For 1937 Cadillac made the LaSalle its own again, giving it the 322 cu in (5.3 L) Monobloc V8 of the Series 60, nice new styling, a lower price range and a heavy promotion campaign emphasizing that the car was completely Cadillac built. But it was too late. Model year sales of 32,000 LaSalles was a terrific leap forward, but the LaSalle remained leagues behind the junior Packards.[2]

A 1934 LaSalle Model 350 was chosen as the Pace Car for the Indianapolis 500 and a 1937 LaSalle Series 50 convertible also served as an Indy 500 Pace Car. [citation needed]

1939-1940[edit]



1939 LaSalle Series 50 4-door convertible

In its final years, the LaSalle once again became more Cadillac-like in its appearance and details. The narrow radiator grille opening was retained was flanked and additional side grill work. Headlights, which had moved down and been secured to the "cat-walk", were again attached to the radiator shell. One interesting feature, adopted LaSalle in these years, was а Sunroof, marketed as the "Sunshine Turret Top". Sales climbed up from 15,501 in 1938 to 23,028 in 1939.[2]

The final 1940 LaSalles were introduced in October 1939 with, as it had in its first year, a full array of semi-custom body styles, including a convertible sedan. Harley Earl also oversaw this redesign. The LaSalle smooth-flowing with emeraed a design, its trademark thin radiator flanked by a series of thin chrome slots, giving it a futuristic look. [citation] needed In its final year sales of the LaSalle reached the second highest level ever at 24,133.[2]

1941[edit]

By the time the decision was made to drop the LaSalle at least three wood and metal mockups had been made for potential 1941 LaSalle models. One was based on the

notchback GM C platform which ended up being shared by the Cadillac Series 62, Buick Roadmaster and Super, the Oldsmobile 90 and the Pontiac Custom Torpedo. A second was based on the fastback GM B platform which ended up being shared by the Cadillac Series 61, the Buick Century and Special, the Oldsmobile 70 and the Pontiac Streamliner Torpedo. A third was a modified notchback design, derived from the fastback B-body, but described as "Abody-like", that ended up being used by the Cadillac Series 63. Any or all of these could have ended up being part of the next LaSalle line. However, it has been inferred that of the three. the third design was most likely to have been a LaSalle, with that platform being assigned exclusively to LaSalle, and that the second design, whose platform was shared with the Series 61, was the next most likely. Sales of the Series 61 and 63 were 29,258 and 5,030 in 1941.[2][3]

LaSalle sales had consistently exceeded Cadillac's since 1933, so the question arises, why did GM decide to drop LaSalle? Evidently the lesson of the Packard One-Twenty had been weighing on the minds of the executives at GM. Since its introduction in 1935 the medium priced Packard One-Twenty had consistently outsold the LaSalle, with sales volume exceeding Cadillac's counterpart by an average of 72 percent over the six-year period 1935-40 inclusively. Since LaSalle had been a Cadillac in all but name for

most of its lifespan, it was decided it was time to bestow upon it the prestigious title of Cadillac.[3]

Interestingly, in Packard circles, the fact that the marque's lower priced cars were designated Packards is thought by many to have ultimately resulted in the ruination of the company. In LaSalle's case that it wasn't a Cadillac was probably the ruinous factor. People do buy prestige and a Cadillac was prestige. LaSalle did not have the time to develop a prestigious name before the onset of the Great Depression, and did not have the opportunity after. [2]

(All from Wikipedia)

Brian and Carolyn found their car in Surrey, British Columbia, where it had been stored in a barn since 1967. It took almost 4 months to get across the border, but it was worth the wait. The car is virtually rust free and the odometer shows only 44,000 miles. They plan to make a resto-mod out of it using an aftermarket chassis, modern engine and transmission, and a fully modernized interior. The exterior will be left as stock as possible.



Ancient City Auto Club

Minutes: April 2015 Club Meeting

Date/Time: Thursday, April 2, 2015 at 7:00 PM Location: Murray's Brothers Caddy Shack

Restaurant, 455 South Legacy Trail,

St Augustine, FL

Minutes:

- President Dick Sherrod called the meeting to order at approximately 7:30 PM.
- Carl Brilliant collected a total of \$104 for the 50/50. Ray Emory was the winner!
- Mark Young distributed previously ordered ACAC shirts to those members who had ordered a shirt and invited members to order various styles and color club shirts, jackets etc. to support the club.
- Brian Wirz updated members on the 2015
 Dream Cars event in Orlando, FL.
- Donna Sherrod, Treasurer, reported on ACAC 's financial status.
- Jennifer Steinberger, Secretary, asked for approval of last month's club meeting minutes and approval was given.
- Activities report was delivered by Dewey Porter:
 - Tuni and Jim Weiss' event was reviewed.
 - April 16th is the Annual Fish fry at the Episcopal Church.
 - Frost Bite Picnic will be held at Princess Park in Palm Coast on April 25^{th.}
 - The Old Guys Breakfast is Friday, April 10th.
- Dick Sherrod announced that Brian and Carolyn Wirz's "new" 1939 LaSalle Cadillac arrived at their house this week!
- Karen Erwin and Sidney Hobbs will attend the April Board of Directors meeting to discuss the fund raising brochure for the 2015 Car Show at the D&B School.
- Membership Chairman, Dave Burrows reported that we currently have 61 members.
- Scholarship Chairman, Bill Soman, reported that two positions are open as Automotive Field Instructors at the technical school.
- Bob Quackenbush, Founder Member, reminded members that on April 11th the early Ford V8 "club" will meet at the Quackenbush residence @ 10;30 AM and all members were welcome to attend event.
- Meeting adjourned at 7:55 PM.

Minutes prepared April 11th, 2015 by Jennifer Steinberger, Secretary

Ancient City Auto Club Board Meeting

Minutes: April Board Meeting

Date/Time: Thursday, April 16, 2015, 7:00 PM

Location: Sherrod's Residence

Attendees: Dick Sherrod, President/Donna

Sherrod, Treasurer/Brian Wirz,

VP/Jennifer Steinberger, Secretary/Dewey Porter, Activities/Jim Weiss, Past President, Karen Erwin, Sidney Hobbs, Jinny Quackenbush, Newsletter/Bob Quackenbush,

Founder Member

Agenda Item: 2015 Car Show

- Attendees reviewed the 2015 car show registration form to review any last minute recommendations.
- Discussion of producing a car show advertising brochure to enhance community participation and recognition of ACAC's involvement and support of scholarships and the D&B School was led by Sidney Hobbs. Sidney has agreed to chair this project and will be looking for membership support for each of us to acquire one advertiser each for this year's car show.
- Pay Pal might be added to registration form next year or possibly this year, as an additional payment option.
- Karen Erwin announced that starting in two weeks the St Johns County Convention Bureau's publication will be distributed. This publication will highlight events for the coming year along with the 2015 ACAC Car Show at the D&B School.

Action Items:

- Karen Erwin will look into how many registration forms to print and what the price break is for printing.
- Jennifer Steinberger to get together with Sidney Hobbs to learn how to set up pay pal for Car Show event.
- Dewey Porter will hand out a supply of 2015 Car Show flyers at other car shows for distribution.

Agenda Item: Activities and Planning

- Brian Wirz reviewed information on the upcoming 2015 Dream Cars Show at Disney in Orlando, FL.
- Open ACAC meeting will be held at Caddy Shack on May 7th.

- Board Meeting for May was changed to May 27th and to be held at Jim and Tuni Weiss' home.
- Jennifer Steinberger to look into other restaurants for future ACAC open meetings.
- Dewey Porter announced that the club picnic will take place at the Princess Place Park on Saturday April 25th. The charge is \$5.00 pp for club members.
- Dewey announced that there will be no dine out this month due to picnic.
- Cruiser's Car Show is May 2nd and Dewey asked that members of ACAC show support by attending.
- Moultrie GA car show is May 15th and 16th.

Action Items:

- Brian Wirz to send email to members regarding Dream Car event with detailed information.
- Jennifer Steinberger to email Board members with potential meeting sites.
- Dewey Porter to look into the Foxy Lady Cruise Ship out of St Augustine for a dine out experience.

Agenda Item: Membership

- Decision was made to give all NEW members a club "packet" which will include a patch, decal and a supply of ACAC business cards. The business card contains information on the club in case a prospective member wants to join.
- Dave Burrows will keep the packets for the club.
- We currently have 61 membership renewals.

Agenda Item: Treasurer Report

 Donna Sherrod provided a detailed report of the Club's financial status solvent.

Agenda Item: Newsletter

 Bob Quackenbush asked that members write concise updates on their various car projects to be posted in the newsletter. He felt it would be interesting reading for our members.

Special notes:

Meeting adjourned at 8:35 PM. Minutes prepared by Jennifer Steinberger, April 19, 2015.



Jackie & Jim Palmer Mike, Tammy, Dave & Shannon Fax 904.797.5950

Awesome Travel and Tours

www.awesometravelandtours.com jackie@awesometravelandtours.com

3490 U.S. 1 South St. Augustine, FL 32086 904.794.1121





Kewpie Doll at SAC's Show at FSDB

St. Augustine Cruisers Car Show at FSDB May 2, 2015



I've always been a fan of Cadillacs and this one reminded me of my grandfather's so it brought back happy memories.

A beautiful day for a car show!! Here are some that caught my eye-



Carla and Joel Looney in their White Car get directions from Carol Wynne.





Only 19 of these Bantams still exist. Nice examples of these cars sell for between 25K and 35K, but they don't change hands very often, so, it's hard to pick a price range.



Nice '55 Chevy



Scary Ride!



Ride, Sally, Ride!
They had a great band that entertained for most of the afternoon. But the best thing was the "Cold Cow"—Yummy!



Our son, Jeff had one of these '57s



Lots of nice Corvettes, older & new.



Plenty of door prizes! Nice People!



This 1946 All Steel Chevrolet Pickup is fully powered; air/heat, windows, brakes, stereo—Motor built in Chicago Machine Shop—350 Chevy motor, bored 30 over; 700 R4 Trans., 1982 S-10 Chassis, T-Bird Rack. Sat in farmer's field for over a decade—buried in mud up to the fenders/ After hours or hard work it is now a beautiful truck—Larry's Trim Shop—Dan's Paint job.





Trophies!!



St. Augustine Line Dancers Really nice day!

Early Ford V-8 Club visits St. Augustine April 11

About 20 members of the Early Ford V-8 club journeyed up from Daytona to visit The Cave on April 11. Dave Burrows and Hope and Ray Emery (ACAC) brought along their cars also for a morning's dusting off of cars Quackenbushes' home. It had been a long time since so many of the cars had been showable, but groups coming can be an inspiration to polish those cars. We tried to emphasize the Fords.



'51, '39, '92 Fords



Some Cadillacs got in the act.



Inside The Cave.

ACAC
Meeting
Thursday,
May 7
Caddyshack
6 eat, 7 meet



Robert & Sara Guice, Gary and Jennifer Steinberger, Dick Sherrod, Ella and Walter Wesley, Hope Emery at the pool.

Brian and Carolyn Wirz standing behind.

Ancient City at Princess Place Preserve

Approximately 30 of our members gathered at the elegant Princess Place Preserve, just south of the southernmost entrance for St. Augustine to I-95.

Some very pretty cars showed up.



Hope and Ray Emery's Beautiful '50 Ford.

We took a leisurely walk around the grounds, exploring the Adirondack-style home and sampling the rocking chairs on the spacious porch. The weather held up beautifully; nice breeze, not too hot.



Keeping it Ford—Arpaia's lovely long Lincoln.



Also Ford-Cliff and Gladys Williams True Blue



Ford Thunderbirds—the gray one is Dick & Donna's and the white one is simply elegant.



But, I don't know whose it is. ????



Dewey's Knight, shining bright.



Twinkle, twinkle bright Starr. Stunning Studebaker.



And another ('51) Ford brought by Bob Quackenbush



Please support our sponsors--

Debbie's Day Spa

For a State of Well Being

Mon. – Fri. 9 a.m. – 7 p.m.—Sat. 9 – 5 904-825-0569 403 Anastasia Blvd. St. Augustine, Florida 32080

SKIP FERGUSON

Commercial — Industrial – Residential New Construction - Remodeling "Complete Plumbing Service" 250 Menecal Ave., St. Augustine

904-824-6774 (office),

904-825-7324 (cell),

904-824-1640 (fax)



Since 1979

A & R AUTO ELECTRIC

1306 Ponce de Leon Blvd. ST. AUGUSTINE, FL 32084 Batteries – Starters –s Alternators Foreign – Domestic – Marine Industrial 904-829-2021 - Anthony Puleo

NATIONAL CARBURETORS

EDDIE OBI

SINCE 1954

6500 BOWDEN ROAD, JAX, FL 32216 SUITE 300 – 904-636-9400

Domestic Cars and Trucks, Marine, Antique, Industrial



Boyd's

GLASS, Inc.

Winston Boyd

Auto Glass – Windshield Repair – Moultrie Business Park 904-794-4446

www.boydsglass.com

old city tire

Richard Taylor

Manager

904-824-8788

250 San Marco Avenue St. Augustine, FL 32084 Post Office Box 3685 St. Augustine FL 32085



2015 Dream Cars Weekend September 4th, 5th, and 6th Walt Disney World Swan and Dolphin Hotel

Hi!

I've talked about this event at the last couple of club meetings. Here are some specifics that might be of interest to you.

- We plan to leave for Orlando sometime the morning of September 4th and return early afternoon on the 6th. So, you would book your hotel room for the evening of the 4th and 5th.
- Phone number for reservations is 407-934-4000. The rate is currently \$149.00 per night plus a resort fee of \$23 and a parking fee of \$17. If you are considering going, make your reservation now. You can always cancel.
 - Tell them you are coming for the DCW event. This gets you the low rate. Without this
 information the rate is \$189 per night.
 - o If you are entering a car in the show, the parking fee is waived for one car.
 - o If you are trailering a car, there is parking available for trucks and trailers.
- There are several events planned for the weekend. Each person/ couple is, of course, free to choose what they want to do. As of now, Carolyn and I plan to attend the show, Vendor marketplace and perhaps visit one of the theme parks.
 - o **Car show** -This event is free to spectators.
 - Vendor Marketplace- This event is free to spectators
 - An Evening at Mardi Gras-This event takes place on Friday evening. There is a charge of \$79.00 per person.
 - Rock and Roll Sock Hop- This event takes place Saturday evening. There is a charge of \$79.00 per person.
 - Awards Breakfast-This event takes place Sunday morning. If you have entered the show, there is one free ticket. All other attendees, are charged \$25.00 per person.
 - After 2:00 and after 4:00 passes to the Theme Parks-these are available for \$89 and \$69 respectively.
- If you are planning to enter a car in the show, visit Dream Cars Weekend.com and register.
 - Show cars will have 24 hour security protection
 - o The show is within easy walking distance of the hotel.
 - Show entrants can put a picture of their car on the DCW website
- **If you have any problems** or further questions about the event, you can contact Tara Bush, the event manager, at 407-617-4201.
- If you are planning to attend, please send me an e-mail letting me know. I'll create a list of attendees and as we get closer to the event, I'll send out e-mails with additional details.

Hope you can come with us.

Brian and Carolyn Wirzbc@bellsouth.net 904-940-0110

ACTIVITIES

May 7 ACAC Monthly Meeting 6 PM Caddyshack WGV

May 8 John's Old Guys Breakfast9 AM Steak & Shake US 1 So next to Home Depot. Car talk and parking lot tire kicking.

May 15 – 16 Moultrie, GA. Summer Show huge car corral & flea Market info 229 686 1771

May 21 ACAC Board meeting normally scheduled the third Thursday has been moved to May 27

May 23 All Chevrolet Car Show at Nimnicht Chevrolet, Jacksonville, Fl.

May 27 ACAC Board Meeting at Wirz residence. 7 PM

June 20 Vettes At The Village Show WGV (hosted by N. Fla. Corvette Assoc.

Oct 3 FCCC 29th Annual Show at Trout Creek Fish Camp SR 13 St. Johns County

Oct 7 – 10 AACA Eastern Fall Meet, Hershey, PA

Oct 17 19th Annual 8 Flags Car Show at Fernandina Beach

Oct 24 Clay County Cruisers 8th Annual Back to the Fifties Car Show, Fleming Island Presbyterian Ch. 1743 County Road 220 Fleming Island.

Nov 21 ACAC 31st Annual Auto Show at FSD&B School

Nov 27-28 AACA Volusia Region Car show on Saturday at Fortunato Park Ormond Beach. Gaslight parade Friday night. 1988 & Older, no modified or customs. All cars judged. www.aaca.org/volusia



This is Jinny Q. at Boyd's Glass— Something must have needed doing and Winston was nowhere to be found this afternoon when I went to get a feature article about this faithful advertiser. You can tell he likes old cars from the models that hang at his place of business. And those papers behind me? - they are letters from customers expressing thankfulness for the wonderful service they have received. When I had earlier called Winston, he said that all the information you would need about Boyd's glass is on the website—I went there; it is. www.bovdsglass.com

Officers for 2015

Ancient City Auto Club/Antique Automobile Club of America
President — <u>Dick Sherrod</u>—904-940-1005
cell 904-501-0100 <u>j_sherrod@bellsouth.net</u>
8249 Colee Cove Branch Rd., St. Augustine, FL
32092

Vice President – <u>Brian Wirz</u>—904-940-0110 <u>wirzbc@bellsouth.net</u> 8161 Six Mile Way, St. Augustine, FL 32092

Treasurer — <u>Donna Sherrod</u>—904-940-1005 cell—904-510-0100 - 8249 Colee Cove Branch Rd., St. Augustine, FL 30292 donnabeard8249@icloud.net

Secretary – Jennifer Steinberger – 904-794-4162 – jsteinberger@att.net - 904-806-6458 – 728 Charmwood Dr., St. Augustine, FL 32086

Activities – <u>Dewey Porter</u> -904-797-7732 – <u>ddpnamp@aol.com</u> - 904-806-4517 – 769 Crestwood Dr., St. Augustine, FL 32086

Car Show – <u>Karen Erwin</u> – 904-794-1941 – <u>staugwed@aug.com</u> - 904-814-3011 – 513 Brookes Ct., St. Augustine, FL 32086

Eat Out – **Ron Leone** – 904-471-0511 – rjleone111@yahoo.com - 904-671-4249 – 2 Contera Dr., St. Augustine, FL 32080

Founding Member – **Bob Quackenbush** – 904-797-5191 – 100 West Genung St., St. Augustine, FL 32086 – 904-377-2886 - magaquack@aol.com

Olde News Editor – Jinny Quackenbush – 904-797-5191 – 100 W. Genung St., St. Augustine, FL 32086 – 904-377-9000 – magaquack@aol.com

Membership – <u>Dave Burrows</u> – 904-940-8086 – <u>mgbman@sbcglobal.net</u> - 231-675-4919 – 620 N. Legacy Trl., St. Augustine, FL 32092

President Emeritus – <u>Jim Weiss</u> – 904-540-5956 – 232 Barco Rd., St. Augustine, FL 32080 – <u>jandts26@gmail.com</u> Scholarship Chairman – <u>Bill Soman</u> – 904-461-9595 – <u>billsoman54@gmail.com</u> - 904-501-8492 0 1186 San Jose Forest Dr., St. Augustine, FL 32080



Nice truck with Ford V-8 Club at The Cave.



OGWOC still going strong (only shows half!)

TUESDAY NEWS:

As we related last month, Tuesdays at Brian and Carolyn Wirz's garage have seen the gathering of members to work on cars together. Wirz's new addition, the LaSalle is a worthy project, but just last Tuesday the project was Dewey Porter's '31 Pontiac.

So, coming next month will be photos and progress report for that car.

We are also looking forward to following step by step the transformation of the LaSalle.

SEE YOU AT Caddyshack— JInny Quackenbush- Editor in Chief