

# THE FOUNDING and EARLY HISTORY of THE CADILLAC-LASALLE CLUB, INC.



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## **THE FOUNDING and EARLY HISTORY of THE CADILLAC-LASALLE CLUB, INC.**

Several times in recent years, national officers of the Club asked that Ansel Sackett, Co-Founder, and myself write a history to preserve the record of how the Club was started and the significant events that occurred during the early years as the Club developed and grew to international prominence. We declined these requests as we felt that the information had been given in my 1983 article for the 25th Anniversary and in Ansel's 1989 article for the 30th Anniversary. We thought that it might be better if someone who had not been as close to the subject and as personally involved in all aspects of the Club as Ansel and I had been were asked to write this.

Following a repeat of the request by officers at the 1995 National Board Meeting, Ansel and I discussed this and we, again, felt that what we'd already written adequately covered the subject. Several months later I decided to prove that our conclusion was correct by reviewing everything I have that documents the Club. As I dug further, it became apparent that there was much more documented information that could be presented to expand what we'd previously written. It took eight months and three complete rewrites to finalize the text. It would have been better, in my opinion, if someone not directly involved had written this as, even though I tried to detach myself and be objective with use of documented information, they would be free of the emotions that color this narrative.

Please accept this text in the good spirit and love of our hobby in which it is offered to you. It is based on Club publications, initially called THE STANDARD in the August and September 1958 issues; then CLUB BULLETIN in the October, November and the combined December 1958–January 1959 issues; and finally, to our everlasting good fortune, the most definitive THE SELF-STARTER starting with the February 1959 issue. Since they contain valuable information about what happened, and may be accepted as the most accurate depiction, they were used as the primary source of documentation and were supplemented with personal records and first hand knowledge of events.

Now that you know what this is all about and where it comes from, here is the story as best I'm able to tell it of the eminently successful and most enjoyable group of enthusiasts throughout the world that are members of, THE CADILLAC-LASALLE CLUB, INC. It's my greatest wish that you find this as interesting as Ansel Sackett, myself and the many others in the early days of the Club did in living this grand experience.

This narrative is dedicated to the Charter Members (prior to Jan. 1, 1959, nine of whom remain continuous members into 1997), to all the current and past members, to the stalwart Regions and their officers who contributed so greatly to the growth and success of the Club, and to all the National officers, directors, editors, technicians, specialists, authors of SELF-STARTER articles, and those who have managed judging, awards, jewelry or served on special committees contributing freely of their time, talent, energy and devotion to the hobby we share and enjoy with each other. Our Club may have been initiated from pride in our automobiles, Cadillacs and LaSalles, but the success and enjoyment is due to your participation.

With Fondest Memories of ALL of YOU in This, Our 40th Anniversary Year,

Norm Uhler, Co-Founder

The Founders of THE CADILLAC-LASALLE CLUB, INC. are Ken Baldwin, Ansel Sackett and Norman Uhler, along with the unstinting help of their wives Betty Baldwin, Harriet Sackett and Agnes Uhler. This group did nearly everything during the first year that was necessary for the successful operation and continuation of the Club. Initially, the Club was named The Cadillac-LaSalle Car Club, but we learned that this was an infringement of the trademark owned by Cadillac Motor Car Division, General Motors Corporation, and we hastily changed it in March 1959 to CADILLAC-LASALLE Club. Our incorporation in the State of Michigan came soon afterward. How did the formation of the Club happen?

It was in early July 1958 that I saw an ad where someone needed a speedometer for their 1931 V12 Cadillac. I had just recently acquired one so I phoned and within two hours Ken Baldwin, who lived in Grosse Pointe, Michigan, was at my home in Royal Oak, Michigan, driving his 1931 V12 Cadillac Convertible Coupe. It turned out that Ken Baldwin was Manager of Dealer Management at Cadillac Motor Car Division and, when he learned that I was in management at Packard Electric Division (the original remnant of the Packard Motor Car in Warren, Ohio), we both knew that we had much in common professionally as well as in our hobby interests since I owned a 1930 V16 Cadillac Coupe. My wife and I both took an immediate liking to Ken and I made a gift of the speedometer to him. He left for home with a promise to call for another visit.

A week or two later Ken phoned for a social chat and when I mentioned that I was going out to a farm on Saturday to take more parts off the 1931 V12 derelict Cadillac I'd bought just to get the radiator Flying Goddess ornament, he offered to come over and drive us out to lend a hand in the work. He showed up in a light green 1958 Sedan de Ville and we had the misfortune to encounter newly sprayed tar on West Ten Mile Road near Farmington, Michigan. It was a typical hot, muggy Michigan summer day and, while we were removing various parts from the rusting, rotting V12 Cadillac (exactly the kind that people buy to restore now), I was stung by a swarm of wasps nesting under the front seat. Thus, started the fable of Norm Uhler's big head! We drove back to my house on different roads to avoid more fresh tar, which had made a great mess on the de Ville. It was during this ride that Ken, Agnes and I started a serious conversation concerning existing car clubs and the lack of interest that was apparent in the Cadillac and LaSalle automobiles. Why?

We questioned if it might be due to the fact the Cadillac Motor Car Division was so successful and dominant in the luxury car field, while nearly all former competitors in this county had failed and ceased production. Another thought we had was that it might be that because older Cadillacs were still so plentiful they were just considered used cars (previously owned for the purist) and that hobby collectors didn't see a need to save them like the many other makes that had become orphans when their manufacture ended. We readily

agreed that when we attended existing multi-make car club functions our beloved Cadillacs and LaSalles were appallingly conspicuous by their absence. What was the solution to this obvious dilemma? What contribution could we make toward a solution? That was exciting talk. Were we overly impetuous to venture into the unknown thinking that we had the ability, much less the power, to correct this oversight? It boiled down to a unified, challenging thought that something could and should be done to correct the situation. All too soon we were back in my driveway with a tarred car!

In addition to the obvious use, I always kept lighter fluid on hand to clean road tar and oil off our cars, and we used all that was available to return the light green de Ville to a presentable state for a Cadillac.

With the driveway restoration completed we resumed our previous discussion and, whatever the perplexing reason for the identified problem, we yielded to the challenge. Ken said that he knew others who shared our feeling and we might be able to pull enough together to start a new car club. He said that if we'd commit to the venture he would proceed to recruit others willing to help and have a meeting to get things started. We did, he did, and never in my wildest imagination did I conceive what a constantly thrilling adventure this would be throughout the remainder of my life. No marble halls, no big name personalities, no champagne toast, but I still see us standing in the driveway at 710 Symes with the sun setting and hear the strains of Chopin's "Fantasie-Impromptu, Opus 66" as it builds in an ever mounting crescendo. Very soon our lives became entwined with others of whom many are the closest friends nearly four decades down the Cadillac-LaSalle pathway. Although there have been chuckholes and detours along the way, it has been a fabulous ride that we, and those that follow our initial effort, have enjoyed and will always fondly remember because of the wonderful people we've met and the lasting friendships that developed.

Ansel Sackett cannot recall when he first met Ken Baldwin. Since they both worked at Cadillac Motor Car Division, although in widely spaced different departments, they pursued a common interest in the older model Cadillac and LaSalle cars and it is a certainty that this must have drawn them together. I did not know or meet Ansel Sackett until Ken Baldwin held the Founder's Meeting in late July 1958.

That first meeting, and several subsequently, took place at Ken Baldwin's home. Present were Ken and Betty Baldwin, Ansel Sackett, Norm and Agnes Uhler, and there were one or two others who did not participate as officers or in the operation of the Club. This small group, under Ken's leadership, formed the CADILLAC-LASALLE CAR CLUB. As stated previously, we had to delete the word "CAR" so that we did not infringe on the trademark right of Cadillac Motor Car Division. As you've seen, the names Cadillac as well as LaSalle

have been used by many others in conjunction with non automotive types of products as well as services. By March 1959 we were officially renamed the CADILLAC-LASALLE CLUB.

Ken, Ansel and I were “exempt salary” General Motors Corporation employees and were somewhat concerned about initiating an endeavor that might not be looked on with favor by our superiors. There wasn’t an office or a person within General Motors to ask permission for what we wanted to do. We believed that if we did everything properly, with restraint and dignity, that our jobs and futures could not be jeopardized by our activity in the Club. Therefore, we acted like we knew what we were doing and plunged ahead into the unknown. As is done with the initial organization of other founding groups, we decided among ourselves who would do what and the office they would hold. None of us wanted to be President and we left that position vacant until Ken suggested someone whom we appointed to the office. Ken Baldwin was made Editor as well as Director of Regions, Ansel Sackett was made Treasurer (and would hold that position 32 years), Norm Uhler was made Secretary, and Jack Tallman (who was not present) was made Technician. We decided that membership dues would be \$2.00 plus \$.50 per spouse until January 1, 1959 for the Charter Members, and would then increase to \$3.00. You notice that we neglected to fill an office for Membership. These results of the Founding Meeting are contained in the one-page August 1, 1958, Vol. 1, No. 1 of THE STANDARD.

Ken Baldwin was in daily contact with Cadillac zone offices as well as the individual dealerships throughout the country. He was instrumental in gaining most of the initial members from references and leads through these agencies and the membership directories of other car clubs which listed owners of Cadillacs and LaSalles. By January 1, 1959, we claimed 193 members, of which 32 were spouses. These were all designated CHARTER MEMBERS. Although memberships were for individuals in our first years, we changed this to membership for the immediate family later. Word spread quickly and there was an influx of members who were eager to join the Club that was exclusively for the cars of their preference.

The September 1, 1958 issue of THE STANDARD stated that the Club was for all Cadillacs and LaSalles built prior to 1942. The obvious error is that this statement ignored the Cadillacs that were built in January 1942 prior to the shutdown for conversion to defense work. There was also the comment that we needed 500 members and had a potential of 2,000 members. Betty Baldwin was appointed Membership Secretary as shown in the October 1958 issue of what was now called CLUB BULLETIN after we’d learned that another club already had a publication named THE STANDARD. This issue mentioned that I was to coordinate the design of the Club Emblem and that ideas should be sent to me. That November Larry Boland was named President.



In the combined Dec. 1958–Jan. 1959 issue of the CLUB BULLETIN we refined the purpose of the Club and finalized it in the next issue. Tom Bucklen was appointed Parts Specialist and his longtime experience in the Cadillac Parts Department gave him the highest qualifications.

At the January 1959 meeting we struggled to come up with a more meaningful name for the Club publication. Many fanciful names were suggested, but they all sounded frivolous until Tom Bucklen suggested that, since Cadillac had developed the first successful electric SELF-STARTER that went into their 1912 model production, it would be appropriate to name our publication THE SELF-STARTER. We adopted Tom's idea, which was pure genius, and it has graced our masthead ever since. At this meeting Agnes Uhler was appointed Editor of the initial issue of THE SELF-STARTER for February 1959 and would hold that position for eleven years. Harriet Sackett volunteered as typist for the mimeograph mats that we used to print THE SELF-STARTER. Ansel Sackett managed to have the printing done at no cost to the Club until early in 1960 when we made a valiant attempt to do our own printing. The February 1959 initial issue of THE SELF-STARTER was four sheets, or eight numbered pages. It stated the following as the Club's purpose:

This Club has been formed for the express purpose of interesting sportsmen and women in banding together for mutual interests in the preservation, restoration, and enjoyment of the Cadillac and LaSalle cars built prior to 1942. Not affiliated with the Cadillac Motor Car Division or the General Motors Corp. in any way.

That statement of purpose, with the "prior to 1942" error was revised in the March 1962 issue to say, "...express purpose of encouraging automobile enthusiasts to band together for mutual interests...built through 1942." The model year limitation was later changed to say, "...all LaSalles, and Cadillacs after they are 25 years old." The age limitation was eliminated in the mid-1970s, which brought an influx of the newer model Cadillacs into recognized Club activities with corresponding decline of older model Cadillacs and LaSalles appearing at Regional and National Meets.

During February and March of 1959 I completed writing the Club's Constitution and ByLaws along with the legal paperwork for incorporation of the Club in the State of Michigan. We had to complete and approve the Constitution and ByLaws first as they had to be submitted in conjunction with the papers for incorporation and this was accomplished in quick succession. At the February 1959 meeting I submitted the Constitution and ByLaws and they were approved as written. We were granted our Certificate of Incorporation on our initial application and we were officially and legally in business as THE CADILLAC-LASALLE CLUB, INC. One involved task led to another endlessly.

The significant suggestions from our members for design of the Club Emblem came from Buzz Steger and Jim Pearson, who drew a variety of proposals and submitted them to me. These were presented at the February 1959 meeting and the writeup in the March SELF-STARTER contains errors about the events of the final approval and production of the emblem, and this is explained in the following paragraph, which also differs somewhat from the account written by Ansel Sackett. All of the drawings to substantiate this exist for the Club and are available when there is an assured safe place for their keeping as a part of the Club's heritage.

No single design submitted was chosen, or approved, at the February meeting. It became a consensus that certain features of one design proposal and another feature from a different one, etc., could be combined into one design that would be more appealing than any one of those submitted. These were, as mentioned above, the drawings of Buzz Steger and Jim Pearson. We already had learned that we could not use the words car or automobile in conjunction with either Cadillac or LaSalle. Additionally, the emblem of the LaSalle is a commercial design covered by trademark, while the Cadillac crest cannot be trademarked as it is a family Coat of Arms. These facts negated many of the designs submitted. Taking the best of the various design features that we would be allowed to utilize, I was asked to combine them into a single design and come back with a final proposal. While not skilled artistically, I had the mechanical drawing ability to render the final design that was approved. A copy of the final design is attached and credit for the conceptual design must be given to Buzz Steger and Jim Pearson. Finding a production source for the emblem at a cost we could afford became a problem.

All of the American car companies had discontinued using clousene, or cloisonné (also known as vitreous glass fired enamel), in favor of lower cost plastics or painted emblems. Only one source remained in the U.S., and the tooling and piece part cost was prohibitive. We finally found a company in Spain that could produce handpainted enamel emblems at a cost where we could make some profit from sale to our members to bolster our meager treasury. It was much later that we found means to pay for the tooling and obtain the beautiful clousene emblem from a source in Japan. During the interim the painted emblem served the purpose and gave us the Club identification to display on our cars that we felt was needed.

The April 1959 issue of THE SELF-STARTER included a four-page copy of the Constitution and ByLaws which served our need for many years. It contains an expanded definition of the purpose of the Club without the error about the year 1942. With its adoption, some new titles were assigned, with Ken Baldwin being Regional Vice President and myself the Corresponding Secretary. The big event in the May 1959 issue was our first picture page, and the last for quite awhile as we juggled our finances to stay solvent.



The Club Emblem was finally shown to the membership in the July 1959 issue along with a full-page description and an order blank. The drawing shown is the composite that I had rendered for final approval and is, with very minor modification, the Emblem design the Club continues to utilize. We are indebted to Buzz and Jim for their valuable contribution to our Club.

The Club was growing so fast that it became a problem to manage the crush of paperwork, phone calls and the monthly publication of THE SELF-STARTER. The constant activity impacted most on three people. Betty Baldwin had to process all inquiries we received as well as process the new memberships as they arrived. The new names and addresses had to be sent to both the Editor as well as to the Treasurer with dues payment. Ansel Sackett had to shift through the lists and checks he received from Betty and deposit the receipts, pay our various bills, and chase down the people who sent in checks on closed accounts or with insufficient funds. Ansel performed this service for thirty-two years along with many other indispensable functions both during as well as after he voluntarily relinquished the Office of the Treasurer. The Editor's position is so involved that I can only say, as I have so often, "you have no idea what it entails unless you have done it yourself over a substantial period of time". It is most significant that in the first thirty-seven years of this Club there have been just three that carried the burden of Editor and they would agree, I'm certain, with what I've said.

The workload for the other officers, staff and directors was very different in nature. For some of them it consisted of short periods of intense work with lengthy respite between. This is opposite from what the Membership Secretary, Treasurer and Editor experienced where the phone, the letters and processing the work never ceased. They made this Club operate and succeed then, just as the devoted people we have do today.

By mid-1959 there were nearly 400 members, and we had sorted out who did what and when, and we settled into the endless work we'd created. There were very few complaints internally or from the members. Most of them knew, and appreciated, what was being done for them and for the hobby.

The August 1959 SELF-STARTER carried the disappointing news that only about thirty Club Emblem orders had been received; whereas, a minimum of seventy were needed to start the project. The price was \$7.00! Ken announced the cancellation of the first annual meet that he had written about in several previous issues. This was the first sign of the problem developing that led to his departure from the Club.

Our First Anniversary Issue in September 1959 substantiates many of the events covered thus far. It also gave an update that we had orders for sixty-three Emblems and that we wanted to have one hundred orders. This was the second issue to contain a picture page. Membership by the end of this year was nearly 500 strong.

We had been operating on the proverbial shoestring and, in some instances, covering Club costs out of our individual pockets. In October 1959 we told our members that dues would be \$5.00 per member, plus \$1.00 for spouse or child under twenty one, commencing January 1, 1960. As usual, any time dues are renewed, let alone increased, some choose to drop their membership and there is a significant loss as has occurred most years since. New members, along with the late renewals, make up for the loss by midyear.

We were finally able to announce that we had seventy-five Emblem orders and had placed our order with a company in Spain for the hand painted ceramic enamel over a brass metal stamping. This started an experience, questionable in value, of corresponding with overseas manufacturers, money exchange rates, shipping and docking schedules, federal import procedures, import impounding warehouses, inspecting and rejecting defective Emblems, letters from members, and repackaging, addressing and mailing Emblems. In my naivete I supposed that when the shipment arrived at the dock in nowheresville on the Detroit River that someone either called or wrote you, and you drove down into the area, signed a receipt and drove off with the shipment. I learned that my naivete bordered on stupidity. My first attempt took an entire afternoon without success. The second time I went dressed in my oldest clothes, found the right warehouse, finally found the small boxes in a stadium-size clutter of dirty boxes piled all around, found that I first had to get a customs release form signed, and then carried them off the restricted area to my car. Chalk it up as a learning experience as I repeated it a number of times for nearly ten years.

Back issues of THE SELF-STARTER were 10 cents each including postage which, at that time, was 4 cents per ounce. Storing the back issues and mailing them to the members who sent in their dimes was another job of mine for the next ten years. We failed to realize that none of us were saving copies of THE SELF-STARTER as a master file for the Club until we had mailed out all of the copies of some early issues. This was an unfortunate oversight during the days and nights of hectic activity. My personal copies of every issue will become Club property when there is an assured safe permanent repository.

Early in 1960 we made the bad decision to buy an old, very used mimeograph machine and attempt to do our own printing. Up to this time Ansel Sackett had found some way to furnish the Club free printing from a good friend in the printing business, but we knew that this could not continue much longer. The infernal machine was delivered to my house and became a

source of monthly frustration, long hours of effort, and pure torture to all of us who became slaves to its fiendish idiosyncrasies. This mistake lasted about a year and we submitted to defeat and the absolute necessity of paid commercial printing. We also picked up a used devilish device known as a hand operated Addressograph machine. We had to buy the nameplates to address THE SELF-STARTER and, to save the cost and delay involved, I devised a means of making the name plates with a reverse print label maker like you see at most stores. This became another ten-year night job of making plates, addressing, stamping and mailing both THE SELF-STARTER and Membership Directories.

Nothing is as important to the Club members as receiving the publications. That's true today as it was then. When our printing operation was scheduled to commence for the monthly issue, the Baldwins and Sacketts would arrive to lend their effort in this basement frenzy which usually ended much too late. We also utilized this time to hold informal meetings and, since my house was midway between the Baldwin's and Sackett's, this became the regular meeting place for Club business. A few others occasionally came to assist in the printing, but their incentive was overwhelmed by the time and effort involved in the task. At times, the cantankerous mimeograph had the faithful six workers at their wit's end. Sometimes a page turned out upside-down. The ultimate printing disaster was in doing the November 1960 issue in which Agnes decided that pages done in either red or green ink would be appropriate for the Holiday Season. We all agreed that would never, never happen again.

It is of historical significance that Miss Miriam Woodbridge, granddaughter of Henry M. Leland, came to my home to assist us in running the April 1960 SELF-STARTER. She was a beautiful and completely charming lady who had done much of the work in the restoration of her Grandfather's car, OSCEOLA, as she described in her March 1960 SELF-STARTER article. Her interest never wavered in the Cadillac-LaSalle Club activities and, several times, she went to a great deal of effort in taking OSCEOLA out of the Detroit Historic Museum and driving it to early meets both in Grosse Pointe Shores and to our First National Meet in Farmington. I mention the locations as they were considerable distances from the Museum and OSCEOLA was, by then, a fifty-five year old single cylinder automobile that was the prototype of the first American production fully enclosed model.

The Club Emblems arrived from Spain this April and, after carefully opening, inspecting and repackaging, I mailed nearly 150 of them within two days. That was about thirty six years ago and it seems like only yesterday.

We announced the First Annual Meeting in the April 1960 SELF-STARTER to be held at the Botsford Inn, Farmington, Michigan on June 1112, 1960. The Botsford Inn is a historic landmark with a wealth of charm befitting its significance. It was built in 1836 and is the oldest inn found in Michigan.

At one time during its existence Henry Ford bought it and utilized it to house and entertain his distinguished guests. Registration for the Club's First Annual Meeting was \$6.00 per car to be displayed or judged, and the banquet was \$5.00 per person with a feast to be remembered. Yet more interesting were the room rates starting at \$8.50 for a single, and up to a lofty \$15.00 for a spacious corner twin room. Yes, times have changed.

Ansel Sackett suggested a SELF-STARTER AWARD for the first place winner of the car show and I built the Award that is pictured on the front page of the June 1960 issue along with my article describing the Meet. Charles "Chuck" Jordan, Director of Cadillac Styling Studios (later to become head of all G.M. Styling), was our guest speaker at the banquet and he enthralled us with a picture slide show dealing with Cadillacs of the past, present and the future. The very successful event marked the emergence of the Club from a newly formed embryonic stage into a nationally, even internationally, recognized major single marque automobile hobby club. We had firmly established the Club as a permanent force in the old car hobby and it was evident that, with proper management in maintaining our stated purpose and serving the membership, the Club would continue to grow and flourish around the world for the benefit of the Cadillac and LaSalle enthusiasts. It has fulfilled this objective beyond our highest expectation.

Following the June National Meet the Board of Directors elected President Arthur Anderson of Massachusetts, Executive Vice President Alfred Rodway of Ohio, and the remaining officers, Ken Baldwin, Betty Baldwin, Ansel Sackett and myself, were reelected to their office. The Specialists, Technician, and Editor remained the same. The August 1960 issue announced that 1961 dues would be unchanged at \$5.00 per member and \$1.00 per spouse and children under 18 at 50 cents. This needless complication of dues was overcome when we adopted the family membership system.

We alerted our members that the 1941 Cadillac tail and stop light "jewels" were still available for \$1.15 each at Cadillac dealers because it had been a production part as late as 1949 on the Fleetwood "75" Series. Our members listed slightly over 600 cars in the Club Directory.

Difficulties between Ken Baldwin and others in the headquarters group that had appeared earlier now began surfacing on a regular basis in the day-to-day operation of the Club. Others perceived that they were chastised by Ken for taking action that he had directed to be done. Verbal communications frequently ended in disagreement as to what was actually said. Thus began a difficult period. Everything that Ken sent to the Editor for THE SELF-STARTER was run exactly as he had written it. Then, in the November 1960 issue he wrote that he was taking his Custom Cadillac article out of the Club publication and giving it to another club for their use. Despite subsequent phone calls and our attempts at direct conversation with Ken, the

communications problem could not be solved. In March 1961 Ken and Betty Baldwin resigned their offices and did not renew their membership in the Club. This unexpected and unexplained break with the Club was now final.

The January 1961 issue carried a new distinctive masthead featuring the Club Emblem along with crank handles on either side of an electric starting motor. We had received the second batch of 200 Emblems from Spain and were selling them along with jewelry items that are very similar to most of what we have now. Ansel Sackett had found a jeweler with the original Cadillac-LaSalle crest tooling and arranged for our Club to purchase jewelry from them. This was very important for the Club to have a source of high quality jewelry without tooling cost and it boosted our prestige. Picture pages in THE SELF-STARTER had become regular format. Maurice Horger volunteered to receive orders from our members for the Emblems and jewelry, ship the orders out, and manage the replacement orders and the inventory.

In the April 1961 issue President Art Anderson announced the resignation of Ken and Betty Baldwin that followed the annual meeting on March 18. The ByLaws were amended so that starting with 1962 memberships the dues would be \$6.00 for the entire immediate family. Bill Tite of Michigan was elected Membership Secretary and Lou Moore of Pennsylvania was elected Regional Vice-President to fill the vacated positions.

The Second National Meet was held in Berea, Ohio on June 9–11, 1961, jointly with the Antique Automobile Club of America at the Cuyahoga County Fairground. We conducted our judging separately from AACA and awarded three long distance awards along with awards in thirty three classifications. Some of our members, being AACA members as well, came away with double first place prizes. This was a marvelous showing of Club strength and we had cars on display spanning nearly thirty years of Cadillac production.

The operations of the Club went along smoothly during the summer of 1961. We were exerting constant pressure on the larger, multi make car clubs to recognize more of the Cadillac and LaSalle models. Slowly, but surely, our insistence was being felt and considered. In time, the necessary changes in their classifications took place and many additional models of our cars became eligible in their judging. Now we saw Cadillacs and LaSalles as the frequent winners of top prizes across the country at major car shows. This was a significant achievement brought about through efforts of the Club and its members.

Back issues of THE SELF-STARTER were now 20 cents each. In 1961 we were able, again, to have our printing done on the outside under a favorable arrangement. How glad we were to get rid of our monster printing machine.



Arthur Anderson found that his involvement in the Club took too much time away from the business he managed, and he submitted his letter of resignation as President with that as his sole reason. He had done a fine job and was well liked during the time that he had been Director of the New England Region and then President of the Club. Executive Vice President Al Rodway called a special meeting to be held in his hotel room (coincidentally, the Book Cadillac Hotel with Cadillac Crests on all the doorknobs). He insisted that he should be named President, without waiting for our next regular election. When others did not agree, he resigned. This was a troubling turn of events that the Club managed to survive.

No mention was made in THE SELF-STARTER of the resignations, as those of us remaining to continue the work of the Club did not believe that it would be in the best interest of the Club to go into detail about the matter. We regrouped our faithful core of workers and continued with the task to be done. At the end of 1961 we had 550 members. Our next regular election was a year away in the Fall of 1962 and we took no action to fill the vacant offices until then.

The 1962 dues continued at \$6.00 per family membership. My favorite masthead is the one we used on the July 1962 issue, and it reappeared on the cover, or inside, until February 1972. The August and September issues reverted to the prior masthead to use up some preprinted cover stock that the printer had found. We economized to the maximum where possible and there were a few times toward the end of a year when we ran short of funds and paid postage costs ourselves until the membership renewal dues became available. THE SELF-STARTER had stabilized at ten sheets, twenty numbered pages, and the printing quality as well as the picture pages had improved noticeably.

Following the second National Meet we concluded that the joint meet with a larger multi car make club was more successful and we continued to hold our National Meet in conjunction with the Classic Car Carnival of Cars. This was a splendid arrangement as they did nearly all the preparation work and we took more than our share of prizes. We encouraged our members to enter other club meets and show their Cadillacs and LaSalles with our Club Emblem or decal displayed. Our emphasis was strongest on the Grand Classic, which had become a multi location meet, where our entrants increased dramatically and the awards were now frequently won. The stature of the Club within the old car hobby grew as more and more of our members' cars won top awards across the nation. Membership continued to grow at about one hundred a year and renewal time always resulted in lower membership until the late ones and additional new memberships replenished our ranks.

Following the 1962 Board of Directors election, the national officers were elected at the August meeting with the following result: Norm Uhler, President; Doug Houston, Executive Vice President; Bill Tite, Regional Vice



President; Ansel Sackett, Treasurer; Agnes Uhler, Corresponding Secretary; and Diane Tite, Membership Secretary. These officers were announced in the August issue. A chart of all national officers from 1958 through 1973 is attached for reference. Dues for 1963 remained at \$6.00. We bought an electric typewriter which gave us another improvement in visual quality in THE SELF-STARTER.

All of THE SELF-STARTER typing was now done by the Editor and myself except for those very cooperative members who sent articles that were print ready. We found that commercial printers have a short loyalty timespan. They would bid low and promise reliability to gain the print work and then perform poorly and seek price increases within a short time. During 1962-63 the printing quality improved noticeably and the members favored all of us with some fine articles. At the Fourth Anniversary of the Club we felt that everything was going well and that continued growth would be self sustaining. All of those holding office or performing service to the Club were performing well and in a good spirit of cooperation. But then, as ever since, there are just a few doing a great deal of endless work for the benefit of the Club and the members. A true Cadillac spirit and devotion to accomplishment within the headquarters group has been our constant good fortune.

From 1959 through 1969 the Club centered around Agnes Uhler. Both as the Editor and in the two national offices she held during that period, she was the primary contact for the members who responded to her requests for articles and gave her praise for her effort. She spent many hours at the Detroit Historical Library and at Cadillac Motor Car Division Public Relations in the search for material to use in THE SELF-STARTER. With my accessibility to information within G.M. Corporation I found valuable information we used on Cadillac Motor Car, Ternstedt, Fisher Body and the Proving Grounds. The activity was sometimes exciting and it was always stimulating and lots of work, work, work. That's exactly as the successors have found it to be ever since. The reward is partially self achievement, but it is more importantly the service to a cause as well as to others that brings about and promotes lasting friendships in our shared hobby. Many of my closest, longtime friends are listed in the early membership directories of this Club. We usually held monthly Board Meetings so that no problem that surfaced had long to wait for action and a solution. When nothing important was pending we would cancel the meeting. These meetings usually lasted several hours and were followed by social sessions that promoted harmony among those attending.

In April 1963 Bill Tite, Membership Secretary, and I took a two-week trip to California, stopping to visit members along the way. We drove west in a factory new car that we delivered to a dealer, and drove back in Hollis Weihe's former 1940 Series 7567 Fleetwood Two-Passenger Convertible Coupe that Bill had bought. I enjoyed my first trip west of the Mississippi so much that

I became an interstate trekker and have returned to California to visit with Club members at every possible opportunity. The writeup covering the trip, along with photos, filled the entire May issue.

Increased postage and printing costs forced a dues increase to \$7.50 for 1964 and we managed to hold that figure for five years. Back issues were available at 20 to 50 cents each depending on postage and, by the Spring of 1964 we'd grown to nearly 700 members. The Annual Meeting was held following a dinner party where the meals offered, including both tax and tip, were Chicken \$3.25, Roast Beef \$3.50, Lobster \$4.50, Prime Rib \$4.75 and Filet Mignon \$5.25. You could have ordered every one of these and not equal what the cost is today. Back issues became 35 cents, or three for \$1.00.

We had large concentrations of members in the East, Midwest and the West Coast with Regions that were regularly conducting meets that were well attended and helped promote and increase the stature of the Club.

In October 1965 Agnes and I, along with Charter Members George and Dorothy Timoff, drove from Michigan to California to attend their Second Annual Western Regional Meet at Asilomar State Park in Pacific Grove on the beautiful Monterrey Peninsula. It was a wonderful opportunity to meet many members from whom we'd received correspondence as well as articles and photos for use in THE SELF-STARTER. A remarkable number of these fine people are still active in the affairs of the Club thirty years later.

The March 1966 issue carried the following: our membership is several hundred more than it has ever been by this time of year. It may surprise you, but we lose just about 200 members each year at renewal time. This is probably due to the fact that they sold their car or had a change of interest. Usually by May or June we are back up to the previous year's membership and, from that point on, we grow a little bigger. At this point we again have 200 that have not renewed, and I send them all a short letter as a reminder. Some of them will rejoin when the mood hits them. However, we have so many new members that our total today is almost up to the high of last year. Specifically, we have 752 paid memberships, which is several hundred more than we had at this time last year. Our treasury is in the best condition ever with a healthy surplus over what is required for operating expenses for the remainder of this year. Your Board has approved the purchase of some new equipment for the Club. It would probably surprise you to know how little the Club does have. This typewriter is an eleven year old electric that we picked up at a reasonable price. We have one rebuilt standard and another much older one that we paid very little for years ago. Then there is the portable Addressograph machine known as the monster. It is so old that most of our cars are new by comparison. With the adding machine, file cabinet, and camera we pretty much cover Club property. It is interesting to reflect that three years ago we were flat broke. At that time we raised the dues to the prevailing

\$7.50 and instituted economy measures to get back onto our feet. We pay big salaries—exactly nothing. Several times we have investigated paid help and found that it could not be done from prevailing dues. By consolidating all our records, except the treasury, we were able to simplify the overall operation to the point where it is manageable. Not easy, but manageable. Hundreds of you have written to Agnes and me. We thoroughly enjoy hearing from each of you. Please excuse our brief replies—often jotted on your letter—but we do our best to answer all inquiries at the earliest possible date. Etc.

We bought a new IBM Selectric typewriter at discount and that was almost as thrilling as your first drive in a new car. After years of addressing THE SELF-STARTER with the used hand operated Addressograph monster, we bought a motor driven Addressograph that reduced the time and effort beyond belief. These were the only major equipment purchases in the first fifteen years of the Club. The dues remained \$7.50. Back issues were now 50 cents each.

The 1966 Annual Meeting was held in conjunction with our National Meet in early June. We attempted to initiate a Club Library that would consist of catalogs, shop and owner's manuals, and all other types of information that pertained to our cars. This was unsuccessful. By October 1966 we had over 900 members. We increased our effort to establish the twenty designated Regions of the Club. We felt that growth within the Regions would assure the continued growth and success of the Club. This has proven to be correct.

The March 1967 issue announced the National Meet for June 3 with the Annual Meeting and banquet at the Holiday Inn in Dearborn prior to the car show June 4. There was even the offer of complimentary cocktails in a hospitality room. During the April Board Meeting we thrashed out a new Region borderlines plan that was based on areas of membership concentration as opposed to the previous geographic areas. These new Regions, I believe there were twelve, included 80% of our membership within their designated borders. Many of our members belonged to other car clubs and gaining their interest to form and to join Cadillac-LaSalle Club Regions had proven difficult. We planned to concentrate the effort by national at those areas where we knew we had enough members to support a Region. It took many more years to achieve this.

The May 1967 issue displayed a drawing of our proposed cloisonne car emblem. The design improvement and the manufacturing drawings were made possible with the help of Dave Holls, our Executive Vice President, who obtained the assistance of G.M. Styling to prepare the complex drawings that we needed. The idea of replacing our painted Emblem with one made of cloisonne was from Bert Evans who had been managing the Club jewelry for several years. He searched for nearly a year before he was able to locate a

source in Japan that quoted a price which would allow us to maintain the \$7.00 we asked from our members. This project gave the Club a jewellike Emblem that is one of the most outstanding to be found in the world.

Membership was nearing 1,000 and the dues for 1968 remained \$7.50. Barry Wheeler, later to be President, promoted the idea of an entire issue to be photos of members' cars and this appeared in the combined Nov.–Dec. 1967 issue.

The January 1968 issue is in the format of a magazine instead of the usual individual pages stapled at the top left corner: The change backfired on us as the printing cost escalated at the same time that the postage rates increased and we were forced to return to our previous format. The Editor predicted in the March issue that, "This will eventually be what your publication will look like. But we did want to do two things this year, bring you the new format and give you a colored page". Both wishes had to wait a much longer time than we had visualized, but our Editor was correct in her prediction of what we would accomplish.

The May 1968 issue said that the Annual Meet would be in conjunction with the Classic Car Club at the Carnival of Cars June 9. We had become the Club with the greatest number of cars in attendance and we sent out 200 notices to our members near Detroit to insure that we maintained that distinction. Twelve car clubs participated and the Cadillac-LaSalle Club was, again, at the top. From this, as well as at other multi car meets, it was obvious that our cars had reached their deserved stature and the owners were consistently winning awards. If any had ever doubted the success of this club, it was dispelled by the evidence of the growth in size and prestige.

A 10th Anniversary Club National Meet was scheduled for October 12, 1968 with the entire Cambria Pines Lodge in Cambria, California being reserved for the Club. Agnes and I flew to the West Coast and drove to Cambria Pines, near the famous Hearst Castle. Nearly one hundred members attended this meet and our outside activities were hampered by a steady rain, but that did not deter the judges in their mission to choose the trophy winners for the awards banquet. Our West Coast members had staged a memorable celebration.

The Treasurer's report for 1967 showed a net loss of \$26.85 as we had paid for the order of new cloisonne Emblems and would have to wait for delivery and sale to the members to recoup that expense. Increasing postage and printing cost prompted our increasing the 1969 dues to \$8.00 after five years without change. In January 1969 Mary Lou Evans was elected Membership Secretary. Except for a short absence in 1972, during which ever-helpful Harriet Sackett held that Office, Mary Lou Evans faithfully, efficiently and pleasantly held that position until July 1994, an astounding twenty-five years.

We continued to hold our National Meet with the Classic Car Club's Carnival of Cars, which was held at Cranbrook Institute in Bloomfield Hills, Michigan on June 8, 1969. That was almost in my back yard.

Another significant event within the Club in October was the retirement of our Editor for the past eleven years, Agnes Uhler, and her volunteer replacement, Edith Childs, who served the Club and members for an even longer length of time, most pleasantly, efficiently and faithfully. Edith Childs and Mary Lou Evans became the prime individuals around whom the Club activities revolved for nearly the next twenty years. They were part of my legacy to the Club and they served under the following five Presidents.

Now the membership records, Addressograph plates and machine, the electric typewriter and the file cabinet were out of my home after eleven years of frequent use, and this may have caused a midlife crisis because within two months I gave two weeks' notice and left an excellent position at General Motors after nearly thirty years employment. During a six week tour of New Zealand and Australia in 1970 we participated in the International Automobile Rally "Down Under", and we were able to encourage Ken Moss and his friends to form their Region of the Club. They did this with great success.

Again in 1970 we participated in the Carnival of Cars at the former Packard Proving Grounds in Utica, Michigan, now owned by Ford Motor Company. The AUTOMOBILE QUARTERLY Associate Editor wrote me in May that they were in the planning stage for their first single marque book to be devoted entirely to the Cadillac and LaSalle automobiles. He said, "The Cadillac-LaSalle Club has been among the leading one marque clubs in the United States for some years now, and through THE SELF-STARTER and your activities, has ably maintained the great dignity of these great motorcars. We would therefore welcome, and certainly appreciate, the thoughts of your organization as to what our Cadillac book should contain. Etc." What an opportunity! I wrote back, immediately, assuring him of our total interest and gave our suggestions and willingness to cooperate fully. It's one of those happy coincidences that I'd been corresponding with Maurice Hendry, in New Zealand, since 1964 on this very subject and I was thoroughly delighted when he was eventually chosen to author the book. I'm still writing to Maurice after thirty years.

The membership in 1970 reached 1,300 and with the physical work of managing the Club no longer in my home and my responsibility I experienced a letdown. We continued to hold Board Meetings at my house as it continued to be a midpoint for those attending. For the first time I felt that my interest was lagging and there was a void which I found impossible to fill satisfactorily. It was long overdue for me to step aside, but all my previous offers to do so



had been ignored. My recruiting of others to be the President had failed. Katie Robbins was one of those whom I did my best to entice; but she confided that she hoped she might become President of the Classic Car Club, and she did.

During the previous years of the Club I cannot recall that we ever turned down any member expressing an interest in becoming a Director or an Officer. Some who joined the headquarters staff soon found that the workload was beyond their ability or wish to carry and soon left us with their backlog that we had to take over and complete in addition to our assigned task. One name kept coming up regularly, Ron VanGelderren. He wrote superb articles, provided excellent photographs, and kept in touch with a keen sense of interest and concern. Several times he came out of his way to my house to visit and learn firsthand what we were doing and what we hoped to achieve for the Club. Over a period of several years I became convinced that Ron VanGelderren was the person for the job and it was now my job to convince him of this.

Another postage increase in 1971 led to the necessity of raising dues to \$9.00 for 1972. One of the biggest changes made since formation of the Club was to start recognizing those models that were now twenty-five years old. This insured continued growth of the Club as each year another newer year model Cadillac became eligible for full Club activity.

During mid-1972 Ron VanGelderren agreed to consider the Presidency. He had already been elected a Director. In the Fall of 1972 Ron agreed to and was elected President of the Cadillac-LaSalle Club, Inc. At last, the baton was passed and I felt fully confident that the Club was in safe, competent hands. The Treasurer, Membership Secretary and Editor were well experienced and would continue to serve in those positions beyond Ron's terms. Ansel Sackett, CoFounder, had always been objective and completely faithful to his office and the Club, provided new ideas and benefits for the Club, and was always my close friend and confidant. His tenure as Treasurer of the Club surpassed all others, then, now and most likely in the future. We've been fortunate to have his guidance and fortitude these many years.

The Regions along with their officers and staffs could not be included without greatly enlarging what is already too lengthy a narrative. I apologize for this and give you assurance that it is not an intentional oversight.

This concludes the first fifteen years' History of the Cadillac-LaSalle Club, Inc. and I hope that those who followed will continue the epic. I'm sure that they will enjoy their reflections as I have. My fondest wishes and sincere thanks to all of the very many who made 1958 through today such an enjoyable experience for me. I will remember all of you.

\* \* \* \* \*

September 11, 1996



P.S. On the very day I finished typing this third revision I received a large package from our good friend, Robert Maidment of England, containing the information from the "Archives of the Rolls-Royce Enthusiasts Club duplicated in 1996 for the Cadillac-LaSalle Club by joint cooperation of Peter Baines and Robert Maidment." These archives contain the correspondence, testing, evaluation and reports by Rolls-Royce, Ltd. involving the Cadillac Motor Car Division and the Cadillac automobiles from 1919 through 1939. We hope that some of this may be of use in THE SELF-STARTER. All of it is the property of the Club as evidence of Rolls-Royce interest in THE STANDARD OF THE WORLD, "CADILLAC."

# MEMBERSHIP ROSTER

JAN 1959  
 CHARTER MEMBERS  
 193 TOTAL  
 32 WERE SPOUSES  
 161 CAR

NAME

ADDRESS

CITY

## "A"

Anderson, Albert J.	Warwick Avenue	Northfield, Mass.	1910-Cad.
Anderson, Arthur J. Jr.	62 Hampshire Road	Wellesley Hills, Mass.	1907-Cad. & others
Anderson, Oscar G.	2929 N. W. 70	Oklahoma City, Okla.	1940-Cad.
Armstrong, M. J. (Jack)	1 La France	Springfield, Vermont	1931-Cad.
Armstrong, (Mrs.) M. J.	1 La France	Springfield, Vermont	1931-Cad.

## "B"

Baldwin, Kenneth R.	818 Cadieux Road	Grosse Pointe 30, Mich.	1931-Cad.
Baldwin, Marian E.	818 Cadieux Road	Grosse Pointe 30, Mich.	1931-Cad.
Baldwin, Paul R.	1166 Whittier	Grosse Pointe Pk. Mich.	1910-Cad.
Ballard, F. D. (Pat)	Box # 1	Troy, Pennsylvania	1931-Cad. & other
Baranchuk, George	6 Magnolia St.	Newark, New Jersey	1931-Cad.
Bardsley, Kenneth R.	41 Oxford St.	Auburn, Massachusetts	1933-L.S. & other
Barton, Edward P. (Ted)	6030 Temple City Blvd.	Temple City, Calif.	1931-Cad. & other
Bayowski, E. E.	R. D. #1, Box 144	Lowellville, Ohio	1939-Cad. & other
Bigelow, Nathaniel, Jr.	11 Shirley Park	Goffstown, N. H.	1936-L.S.
Bigelow, Nathaniel, (Mrs.)	11 Shirley Park	Goffstown, N. H.	1936-L.S.
Blake, S. Prestley	263 Farmington	Long Meadow, Mass.	1931-Cad.
Britt, Robert C., M. D.	152 Clinton St.	Tonawanda, New York	1931-Cad.
Boland, Larry R.	704 S. Santa Fe	Glendora, California	1931-Cad.
Borzon, Jules	4301 Murray St.	Flushing, L.I. N. Y.	1931-Cad. & other
Borzon, Jules (Mrs.)	4301 Murray St.	Flushing, L.I. N. Y.	1931-Cad. & other
Brooks, Dale	R. R.	Delmar, Iowa	1931-Cad.
Bucklen, Thomas	13572 St. Marys	Detroit 27, Michigan	
Buell, Martin F. M. D.	407 North Broadway	Union City, Michigan	1931-L.S. & other
Buffalow, Robert John E.	6612 Wabash	Kansas City 30, Mo.	1939-L.S.

## "C"

Capra, Anthony R.	1004 Harrison St.	Frenchtown, N. J.	1928-Cad.
Carew, John L.	Green Lake Wisconsin	-	1936-L.S. & other
Carney, William E.	3711 Forest St.	Kansas City, Mo.	1928-Cad.
Carter, Robert E.	317 North First Avenue	Alhambra, California	1937-Cad.
Cassirer Eric	1149 Church St.	Ventura, California	1919-Cad.
Charles, Buchanan	140 Academy Road	North Andover, Mass.	1939-Cad.
Cole, Donald Jr.	600 East Long St.	Columbus, Ohio	
Commy, Paul G.	1103 Main Avenue	Fargo, N. D.	1939-L.S.
Connolly, Paul L. M. D.	5888 Miller Way E.	Birmingham, Michigan	1941-Cad.
Connolly, Paul L. (Mrs.)	5888 Miller Way E.	Birmingham, Michigan	1941-Cad.
Conrad, Charles T.	808 Washington St.	East Walpole, Mass.	1918-Cad.
Copeland, Paul R., Jr.	Cross Highway	Westport, Conn.	1937-Cad. & other
Crain, Owen R.	1462 N. San Gabriel	S. San Gabriel, Calif.	1939-Cad. & others

## "D"

Davies, Barney Joe	6641 Truman Road	Kansas City, Mo.	1931-Cad.
Dibble, Bob	1545 Poinsettia Place	Hollywood 46, Calif.	1941-Cad. & others
Doty, Troy E.	110 N. Commercial	Benton, Illinois	1931-Cad.
Doty, Troy E. (Mrs.)	110 N. Commercial	Benton, Illinois	1931-Cad.
Dowd, David D.	12626 Kilbourne	Detroit, Michigan	1940-Cad.

# MEMBERSHIP ROSTER

## "D"

Dugger, M. Ross	P. O. Box 191	Sayre, Oklahoma	1930-Cad.
Dugger, M. Ross (Mrs.)	P. O. Box 191	Sayre, Oklahoma	1930-Cad.
Dunning, Margaret (Miss)	994 Penniman	Plymouth, Michigan	1930-Cad.
Durante, Pete	809 Sacramento Avenue	Dunsmuir, California	1930-Cad.

## "E"

Edmands, Nathaniel M.	112 E. 17th Street	Huntington Stn. L.I. N.Y.	1930-L.S. & other
Edmands, Elinor	112 E. 17th Street	Huntington Stn. L.I. N.Y.	1930-L.S. & other
Elliott, Charles A., Jr.	944 W. 4th St. (Shorey)	N. Topeka, Kansas	1931-Cad.
Ellis, Donald Wesley	9201 N. Bryan-Rt. 1-Box 175B	Oklahoma City 11,	1932-Cad.

## "F"

Fagan, Bruce	241 Reeves Drive	Beverly Hills, Calif.	1941-Cad. & other
Fingar, Claudius D.	87 Front St.	Exeter, N. H.	1904-Cad.
Fingar, Claudius D. (Mrs.)	87 Front St.	Exeter, N. H.	1904-Cad.
Flynn, Robert	7 Fletcher Avenue	Lexington, Mass.	1931-Cad. & others
Fornoff Theodore F. Jr.	88 Gates Avenue	River Edge, N. J.	1939-L.S. & other
Fornoff Angie (Mrs.)	88 Gates Avenue	River Edge, N. J.	1939-L.S. & other
Franklin, Howard	1127 Pennsylvania	Elmira, New York	1931-Cad.

## "G"

Geary, John Jr.	1142 Grant Avenue	Waterloo, Iowa	1938-Cad. & other
Gegen, Robert B.	3160 N.W. Second St.	Miami 35, Florida	1932-Cad.
Gehlbach, Arthur	718 - 8th Street	Lincoln, Illinois	1938-L.S.
Giltner, Elmer L.	1119 Blake Street	Pueblo, Colorado	1931-L.S.
Giltner, Anna M. (Mrs.)	1119 Blake Street	Pueblo, Colorado	1931-L.S.
Glesman, Edward	77 Meadow Street	Holyoke, Mass.	1931-Cad. & other
Gravel, Louis J. M.	374 Metcalfe - Westmount	- Montreal, Quebec	1926-Cad. & others
Gravel, Louis J. M. (Mrs.)	374 Metcalfe - Westmount	- Montreal, Quebec	1926-Cad. & others
Gray, C. C.	R. F. D. #1, Box 71-B	Roanoke, Virginia	1930-Cad.
Green, Richard W. Jr.	Barker Hill Road	Townsend, Mass.	1940-Cad.
Greenberger, George	90 Hallam Road	Buffalo 16, New York	1927-L.S.
Grenon, Forrest M.	327 Leicester St.	Auburn, Massachusetts	1940-Cad.
Gross, Leonard W.	-	Gwynedd, Penn.	1947-Cad. & other

## "H"

Hammer, Bill	159 - 16th Avenue	San Mateo, Calif.	1941-Cad.
Haverstick, Wm. Krenning	346 N. Boyle	St. Louis 8, Mo.	1933-Cad.
Hawley, Bentley	White Oaks	Barrington, Ill.	1936-Cad.
Hay, Frank B.	2840 N. Green Bay	Racine, Wisconsin	1941-Cad.
Hay, Lucille F.	2840 N. Green Bay	Racine, Wisconsin	1941-Cad.
Heinsbergen, A. I.	7415 Beverly Blvd.	Los Angeles 36, Calif.	
Hoffberger, Charles C.	6414 Park Heights Ave.	Baltimore 15, Md.	1932-Cad.
Howard, Frisbie C.	9 Tioga Street	Verly, New York	1935-Cad. & others
Hughes, Jerome J.	1042 Florence Avenue	anston, Illinois	1940-L.S.
Hugins, Calvin Farnham	26 Miles Street	Elford, Connecticut	1929-L.S. & others
Huguely, George W., Jr.	Sherman Avenue & W. St.	Washington 1, D. C.	1933-Cad. & other

## "I"

Ihnen, Edward William	194 Kinderknack Road	Park Ridge, New Jersey	1939-Cad.
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# MEMBERSHIP ROSTER

## "J"

Johnson, Alden O.	2008 Como Avenue, S.E.	Minneapolis, Minn.	1939-Cad. & other
Johnson, Earl W.	Route U. S. 46	Great Meadows, N. J.	1929-Cad. & other
Johnson, Louis A.	151 Main Street	Hackettstown, N. J.	1933-L.S.
Jurkoska, Leroy	7902 - 29th Avenue	Kenosha, Wisconsin	1941-Cad.
Jurkoska, Elaine	7902 - 29th Avenue	Kenosha, Wisconsin	1941-Cad.

## "K"

Keen, H. W.	200 N. Alexander	Royal Oak, Michigan	1940-Cad.
Kennedy, Jack Neilson	186 James St. East	Cobourg, Ontario, Canada	1930-L.S.
King, Roberta M. (Mrs.)	5 Rooney Street	Northboro, Mass.	1939-Cad.
Klaisle, Peter A.	Limestone College	Gaffney, South Carolina	1930-L.S.
Krotz, Karl L.	1010 North Kickapoo St.	Lincoln, Illinois	1937-Cad. & other

## "L"

Lang, Frank	246 Madison Avenue	River Edge, N. J.	1932-Cad.
LeForge, Richard S.	1750 N. Wilton Pl.,	Hollywood 28, Calif.	1930-Cad. & others
Leshner, William E.	R. R. 2	Tipp City, Ohio	1935-Cad.
Licari, Roy N.	907 W. Braddock Rd.	Alexandria, Virginia	1935-Cad. & other
Lindburg, Earl C.	40 N. Kingshighway Blvd.	St. Louis, Missouri	1910-Cad.
Lindburg, Joan M. (Mrs.)	40 N. Kingshighway Blvd.	St. Louis, Missouri	1910-Cad.
Litchfield, Jack	Apt. 27, 5821 Cote-Luc Rd.	Montreal, Quebec, Canada	1934-Cad.
Long, George A.	Airport	Decatur, Texas	Cad.
Long, George A. (Mrs.)	Airport	Decatur, Texas	Cad.
Long, Richard	8 Mount View Avenue	Auburn, Massachusetts	1941-Cad. & others
Low, Frank E.	Derman Mt. Lodge	Grahamsville, N. Y.	1942-Cad. & others
Lundstrom, Fred L.	4430 Sanford Drive	Houston 35, Texas	1931-Cad.
Lundstrom, Orville, G.	3614 Aberdeen Way	Houston, Texas	1929-Cad.

## "Mc"

McDaniel, T. C. (M.D.)	403 Eastern Avenue	New Lexington, Ohio	1929-Cad.
McDaniel, T. C. (Mrs.)	403 Eastern Avenue	New Lexington, Ohio	1929-Cad.
McDougall, Clifford A.	122 South Avenue	Newark, New York	1927-Cad.

## "M"

Mahn, Herbert E.	18 Colonial Road	Westport, Connecticut	1931-Cad.
Marut, Paul F.	536 Liberty Blvd.	Phillipsburg, N. J.	1928-Cad.
Mattison, Joseph, Jr.	32 Suffolk Road	Chestnut Hill 67, Mass.	1931-Cad.
Meador, F. D.	Box 486	Decatur, Texas	1931-Cad.
Middleton, Douglas M.	196 Signal Hill Road	Barrington, Illinois	1932-Cad.
Mellin, Robert C.	R. R. # 2	Richmond, Michigan	1934-Cad.
Mikell, John S. Dr.	2508 E. 6th Street	Tucson, Arizona	1931-Cad.
Moore, H. Louis	428 E. McCormick	State College, Pa.	1931-Cad.
Moore, Jane	428 E. McCormick	State College, Pa.	1931-Cad.
Morrissey, James H.	Meeting House Hill	North Franklin, Conn.	1927-Cad. & other
Morrissey, James H. (Mrs.)	Meeting House Hill	North Franklin, Conn.	1927-Cad. & other
Mueller, Frank E.	9 Brewer Street	Jamaica Plain, Mass.	1931-Cad. & other
Munro, Warren W.	3515 Sierra Drive	Honolulu, Hawaii	1937-Cad.
Murphy, Harry F.	78 Clinton Street	Newark 2, New Jersey	1936-Cad.
Murray, Mike	94 Battery Avenue	Brooklyn, 9, N. Y.	1929-Cad.
Murray, Mike (Mrs.) Bessie	94 Battery Avenue	Brooklyn, 9, N. Y.	1929-Cad.

# MEMBERSHIP ROSTER

## "N"

Neilson, Graham	277 Gladstone Avenue	Toronto, Ontario, Canada	1939-Cad.
Neilson, Harley	20 Park Lane Circle	R.R.1 Don Mills, Ont.	1928-Cad.
Nethercutt, J. B.	221 S. Rockingham	Los Angeles, Calif.	1932-Cad.
Nethercutt, J. B. (Mrs.)	221 S. Rockingham	Los Angeles, Calif.	1932-Cad.
Nolan, William J. Jr.	411 - 7th Street	Norco, California	1938-Cad. & other

## "O"

Obie, Max	Box 73	Paramus, New Jersey	1927-Cad. & other
Obie, Cecile	Box 73	Paramus, New Jersey	1927-Cad. & other
Ort, Charles G.	The Trees	Hackettstown, N. J.	1928-Cad.
Osborne, Edgar S. (Ed)	16142 Morrison St.	Encino, California	1931-Cad. & other
Osborne, John	16142 Morrison St.	Encino, California	(13 Cars)
Ostrander, Royal G.	Box 1048	Rapid City, S. D.	1913-Cad.

## "P"

Pearson, James	1310 S. 28th Street	Kansas City 6, Kansas	
Pearson, Louise	1310 S. 28th Street	Kansas City 6, Kansas	
Perusse, George L.Jr.(Dr.)	1100 N. Oak Park	Oak Park, Illinois	1931-Cad. & others
Philips, G. C.	601 Jackson Street	Chillicothe, Mo.	1929-Cad. & others
Pullen, Charles	Apt.203, 2555 Bloor, W.	Toronto, Ontario, Canada	1931-Cad.
Pullen, Helen	Apt.203, 2555 Bloor, W.	Toronto, Ontario, Canada	1931-Cad.

## "R"

Reilly, Joseph B.	236 Corlies Avenue	Allenhurst, N. J.	1933-Cad.
Riggs, George P. H.	2123 Scott Avenue	Los Angeles 26, Calif.	1942-Cad.
Rink, A. G. (M.D.)	10921 S. Parnell	Chicago, Illinois	1930-L.S.

## "S"

Sackett, Ansel L.	30670 Kirk Lane	Birmingham, Michigan	1930-Cad.
Schmucker, Katherine (Miss)	R. D. 1	Oley, Berks Co., Penn.	1931-Cad.
Scholl, D.D.S. Carle H.	500 Sunset Road	West Reading, Penn.	1931-L.S.
Shepard, Henry B.	256 Highland Street	W. Newton 65, Mass.	1909-Cad.
Showalter, V. Herbert	4733 Isabella Avenue	Fair Oaks, California	1911-Cad.
Smith, Winston K.	336 Kensington Drive	Madison 4, Wisconsin	1909-Cad.
Soponski, Chester F.	362 Liecester Street	Auburn, Massachusetts	1940-L.S. & others
Stadle, Wendell (Dr.)	607 Jennings Landing	Battle Creek, Michigan	1910-Cad.
Stadle, Wendell (Mrs.)	607 Jennings Landing	Battle Creek, Michigan	1910-Cad.
Steger, Buzz	2800 Lathrop Avenue	Racine, Wisconsin	1941-Cad. & other
Stoffel, Arthur F. Jr.	4812 Ole Davidson Rd.	Racine, Wisconsin	1939-L.S.
Stoker, Harold D.	44 East 1st North	Tooele, Utah	1931-Cad.
Stoker, Harold (Mrs.)	44 East 1st North	Tooele, Utah	1931-Cad.
Synnott, Thomas W. 11	201 E. Mantua Avenue	Wenonah, New Jersey	1935-Cad. & others

## "T"

Tallman, Jack L.	1714 West Wood Avenue	Decatur, Illinois	
Tanner, Ray	1217 S. Tremaine Avenue	Los Angeles 19, Calif.	1940-Cad.
Taylor, Barbara	1217 S. Tremaine Avenue	Los Angeles 19, Calif.	1940-Cad.
Taylor, H. G., Jr.	c/o Ritz Cafe	Huntsville, Alabama	1931-Cad.
Taylor, H. Newal	2760 E. 27th Avenue	Vancouver, B.C. Canada	1931-Cad.



# MEMBERSHIP ROSTER

## "T"

Thomas, J. Albert	33 Carter Road	Lynn, Mass.	1933-Cad.
Thomason, Michael Scott	624 S. W. 10th	Oklahoma City 4, Okla.	1940-Cad.
Thompson, R. E.	3429 N. Chatham St.	Racine, Wisconsin	1941-Cad.
Thompson, R. E. (Mrs.)	3429 N. Chatham St.	Racine, Wisconsin	1941-Cad.
Timoff, George T.	2574 Litchfield	Drayton Plains, Michigan	1938-Cad. & other
Timoff, Dorothy J. (Mrs.)	2574 Litchfield	Drayton Plains, Michigan	1938-Cad. & other

## "U"

Uhler, Norman	710 Symes	Royal Oak, Michigan	1931-Cad.
Uhler, Agnes	710 Symes	Royal Oak, Michigan	1931-Cad.

## "V"

Van Brunt, H. T.	Lake Street	Horseheads, New York	1931-Cad. & other
Vance, Robert J.	630 S. Penn	Mason City, Iowa	1939-Cad. & others
Van Eimeren, Gene	2804 Lathrop Avenue	Racine, Wisconsin	1941-Cad. & others

## "W"

Wadhams, Richard S.	P. O. Box 142	Torrington, Conn.	1932-Cad. & other
Warren, H. E.	Wayzata at Lyndale	Minneapolis 3, Minn.	1905-Cad.
Warren, Helen, (Mrs.)	Wayzata at Lyndale	Minneapolis 3, Minn.	1905-Cad.
Waters, H. E.	403 Forest Street	Springhill, Louisiana	Cad.
Watson, Jim	Route 3, Box 284	Arlington, Texas	1931-Cad.
Webster, Kenneth B.	480 Maple Avenue	Doylestown, Penn.	1937-L.S.
Wehling, George W.	631 Wayside Drive	San Antonio, Texas	1931-L.S.
Wellwood, Robert C.	5614 Walnut Street	Pittsburgh 32, Penn.	Cad.
Whipple, Howard B.	41 Mountwood Road	Swampscott, Mass.	1936-Cad.
White, Duane C.	63 Avalon Road	Waban 68, Mass.	1905-Cad.
Wiglesworth, Glen	5500 Mission Road	Kansas City 3, Kansas	1916-Cad.
Winford, E. Carlton	P. O. Box 9525	Dallas 14, Texas	1931-Cad.
Wolff, Arthur	340 Prospect St.	South Orange, N. J.	1931-Cad. & other
Wrixton, Tom	1517 Plainfield Avenue	Racine, Wisconsin	1931-Cad.
Wrixton, Tom (Mrs.)	1517 Plainfield Avenue	Racine, Wisconsin	1931-Cad.

## "Y"

Yeisley, Peter F.	130 E. Center Street	Nazareth, Pennsylvania	1916-Cad.
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## "Z"

Zahn, Calvin T.	307 S. First Street	Ann Arbor, Michigan	1919-Cad.
Zahn, Calvin T. (Mrs.)	307 S. First Street	Ann Arbor, Michigan	1919-Cad.
Zander, Liston	621 N. Alamo	San Antonio, Texas	1907-Cad. & others



## YOUR CADILLAC - LASALLE EMBLEM

The full scale size emblem is a composite of original sketches by Buzz Steger and many members who kindly submitted their ideas. It fulfills the requirements brought out in the creativity of suggestions received. Unfortunately, we cannot use the LaSalle Crest, as it is an active trademark, and we would be liable if we should infringe.

With colors you can paint in the attached drawing for a better idea of this truly distinctive emblem. The extreme outer narrow band is silver. The next wider band containing "Cadillac-LaSalle Club, 1902-1942" has a blue background with silver letters. The inner narrow band is silver. The remaining inner circle containing "1-4-8-V8-V12-V16, Formed 1958 and the Crest" has a yellow background with silver letters. The Crest is to be authentic in color as follows:

**The Couronne or Coronet -**

The seven pearls in the Couronne are white.

The base, or inner ring, of the Couronne is red.

**The Shield -**

The first and fourth quarterings contain the black "Merlettes" (Birds) and "Fess".

The second and third quarterings in each case are red in the top left and bottom right squares, and alternate bands of white and blue in the top right and bottom left squares.

Thus, we have included all the colors of Cadillac and LaSalle, along with all engines produced during the years 1902 to 1942, into what we believe is an emblem that every Cadillac-LaSalle Club Member can be proud to own and display on their cars. A positive mounting bracket will be part of the emblem.

Let's face it, fellow members, the volume we're talking about is small, and the major cost per emblem is due to tooling the forming die. We will attempt to utilize an existing trim die to keep tool cost down. The colored portions of the emblem will be hard-fired jewellers' vitreous enamels, also known in the trade as fired glass, glassed enamel or Clousene. It's beautiful!. You'll want one or more. Now is the time to order.

We must order 200 emblems to get the benefit of production run cost. With die cost and piece part price, we must have orders from the membership for 100 emblems on hand before we can finance the order with the manufacturer. The yearly dues each of us are paying barely cover the cost of paper, printing and stamps for this monthly bulletin, "The Self-Starter". We have had many written suggestions to increase the dues, but your Board of Directors does not want to sacrifice membership for hope of a full treasury. Not one cent of treasury money has been used for anything other than operating cost. We need letterhead stationery and some bare essential office equipment in the very near future. Thus far, the Club has bought none. You have some high-caliber people devoting many of their personal hours to the success of your Club without remuneration other than your many appreciated letters of thanks and encouragement.

The emblems are available to Club members at \$7.00 each. You may order one or as many as you wish right now at \$7.00 per emblem. Fill out the order form attached and mail with your check or postal money order, payable to Cadillac-LaSalle Club, to Mrs. Betty Baldwin, Membership Secretary, Cadillac-LaSalle Club, National Headquarters, 818 Cadieux Road, Grosse Pointe 30, Michigan.

**ORDER NOW!!!** The sooner we receive orders totaling 100 emblems, the sooner we tell the manufacturer to start tooling - and the sooner you'll have this most outstanding club emblem in your possession to display on your Cadillac or LaSalle

In July of last year my better half saw an ad in the Classic Car Bulletin entered by a guy by the name Ken. Baldwin who needed a speedometer for his V-12 Caddy. Norm called Mr. Baldwin, and two hours later we met Ken for the first time. For those of you who haven't met him -- he's over 6', brown hair, wears glasses and a perpetual grin. He naturally loves old Caddies and LaSalles (new ones too, he works for Cadillac Motor). The men hit it off just fine, and after about three hours of conversation about you-know-what, a friendship was formed.

Our next encounter with Mr. Baldwin came when he, Norm and I went to take parts off a 1931 V-12 we had recently purchased. On the way Ken said, "You know it's a shame there isn't a club just for Caddies and LaSalles", and in the very next breath, "Would you be interested in forming one"? Well, this set both of us back on our heels! These thoughts went through my mind. Yes, it would be a good idea, and there is a need -- but, oh the work, and would it really go? Could we interest enough people? Could we spare the time, and the most important thing -- would the effort be worth the result? But Ken had no qualms about it, "think of it," he said "a meet with Cadillac cars from 1902-1942, and LaSalle cars from the first one in 1927". I sighed, "Yes, but" and he continued with, "What a sight for the antique and classic car lover." Why argue? WE WERE FOUNDED...let me tell you Ken. Baldwin gets an idea and he is off to the races!

In August we received the first letter or bulletin. Norman was made permanent Secretary, Ansel Sackett the Treasurer, and Jack Tallman the Club Technician. Ken took over the hard job -- Editor and Director of Regions (Ken at that time didn't have the members participating in the news like we have now -- try to fill a page some time without knowing if you are giving the people what they want). In Sept. Betty Baldwin (Ken's wife) was made Membership Secretary -- Betty is one of those people who always has the situation well in hand. Nothing is too big for her to tackle -- if you stop in for a visit, stay for dinner; if there is a meeting to be held, she wants it at her house -- she is a born volunteer. She is not only efficient, but very attractive. Did I forget to mention they have five children? Betty decided 500 members for the first year was a good goal, and by golly she got them! The applications began to roll in and our Club grew.

October gave us the first three-page bulletin, our motto was set (this appears each month on page one under the date), membership cards were printed and sent out, and our Parts Locator File was started.

By November we were going full steam ahead -- Larry Boland in California was made President, Art Anderson took over the New England Region; Bob Dibble, California; Louis Moore, Pa; Jim Pearson, Kansas City; and Ken Webster took over the LaSalle technical end. In this issue we had four pages of news and four pages of "for Sale, wanted and will swap". This is what we wanted -- to put into your hands the parts you need, and sell or swap the parts you don't need. Reason: to bring the Cadillacs and LaSalles to the top of the heap where they belong!

December and January was a combined issue. On the first page was Tom Bucklen's name. He became our parts specialist. He knew parts backwards and forwards. He is swamped with mail but treats each problem as if it were his own. Ken. Webster's first "LaSalle Tips" appeared, and he hasn't failed us yet, we get copy from him every month. Buzz Steger, Geo. Long, Earl Lindberg, and Charles Hoffberger came in as Directors which we figured would about round out the Directors, and as our Club grew, Elmer Giltner, Herman Taylor and Nathaniel Edmands offered their time as Directors.

The February Issue gave us the "Cadillac Corner" headed by Jack Tallman, but contributed to by all. It can't be just one person's doings, it has to be everyone's project. So, because of the increased load at National Headquarters (Ken's house), he gave me the job of Editor. Tom Bucklen at one of the meetings thought up the name "Self Starter" for our bulletin, and it stuck. Cadillac pioneered in the electric starter, we felt we had some right to the name.

In March Larry Boland, our President, wrote an inspiring open letter to the members. We developed

## ANNIVERSARY ISSUE (con.'t.)

Regions, zoning the States. Thirteen Regions in all. Norman began drafting the By-laws and the Constitution. It was decided that the ads would be run only once because our paper was becoming too large.

April was a good month -- Geo. Paddock took issue with one of our statements in the March Bulletin, and he wrote a wonderful letter telling us his views and information. This started the ball rolling. Letters began to pour in about what people were doing with their cars, how they had found and restored them. Do I love to see that mailman come? The more letters, the better! We try to answer each and every one of them. They are extremely interesting to us -- some of you are natural-born writers. We get tips which started "Tips from our Tipsters". "Who Lives Where?" originated. Our Constitution was attached to this copy. We stated in this issue we wouldn't put out an issue in July and August due to vacations, but we got mail! So, in May we retracted our statement with an appeal for HELP to fill the issue, and thanks to you we had the copy. About this time I decided to run the history of Cadillac (which was to be done in parts); Ken. Webster kept sending in his LaSalle Tips (bless him); Ken. Baldwin with his Regional Scoreboard; Betty Baldwin with her Membership Scroll; and you members began to fill in the "Items of Interest"; not to mention the Wanted, For Sale and Swap Section, which usually equals our news; and we added pictures!

In June our issue was ten pages long, and Harriet Sackett who has the sad job of typing up the pages for each issue was beginning to wonder when it would all end. Harriet does a beautiful job each month -- "Oh," she says, "anyone can do it" (wanta bet!). (Typist's Note: Guess it must be a labor of love for those beautiful old cars!) Also in June Regions were beginning to form and get-togethers were being held. Questions were being asked, "Who will take this job? what kind of events do you want?", etc. The move was on.

You have an idea of what our emblem would be like. Did you color yours in to get the true idea? Combined efforts made this emblem possible. Its success or failure depends on you. This issue was twelve pages. OUCH!

But August broke all records -- fourteen pages -- eight cents postage. This was more than our Club could endure, especially when we were trying to get money for our emblem. So, from now on I am allowed only ten pages (that's what they get for having a female Editor), and we can safely fill ten for four cents. Yet the August issue was a good one, don't you agree? Or just what do you think constitutes a good issue? Jim Pearson's info. on Cadillacs was wonderful; Ken. Webster's LaSalle news was above his normal excellent copy; Ken. Baldwin started "Did You Know?", and his news about the Texas Region was great; "The Feminine View Of Restoration" article by Frank Hay was not only funny but interesting. My Editorial was too long, but I tried to cut out all the frills. Did you read the "Items Of Interest"? That really filled out the paper, and that is what you and I wanted in. So all I can say is "thanks" to all who have contributed, and the extra four cents was worth hearing from you.



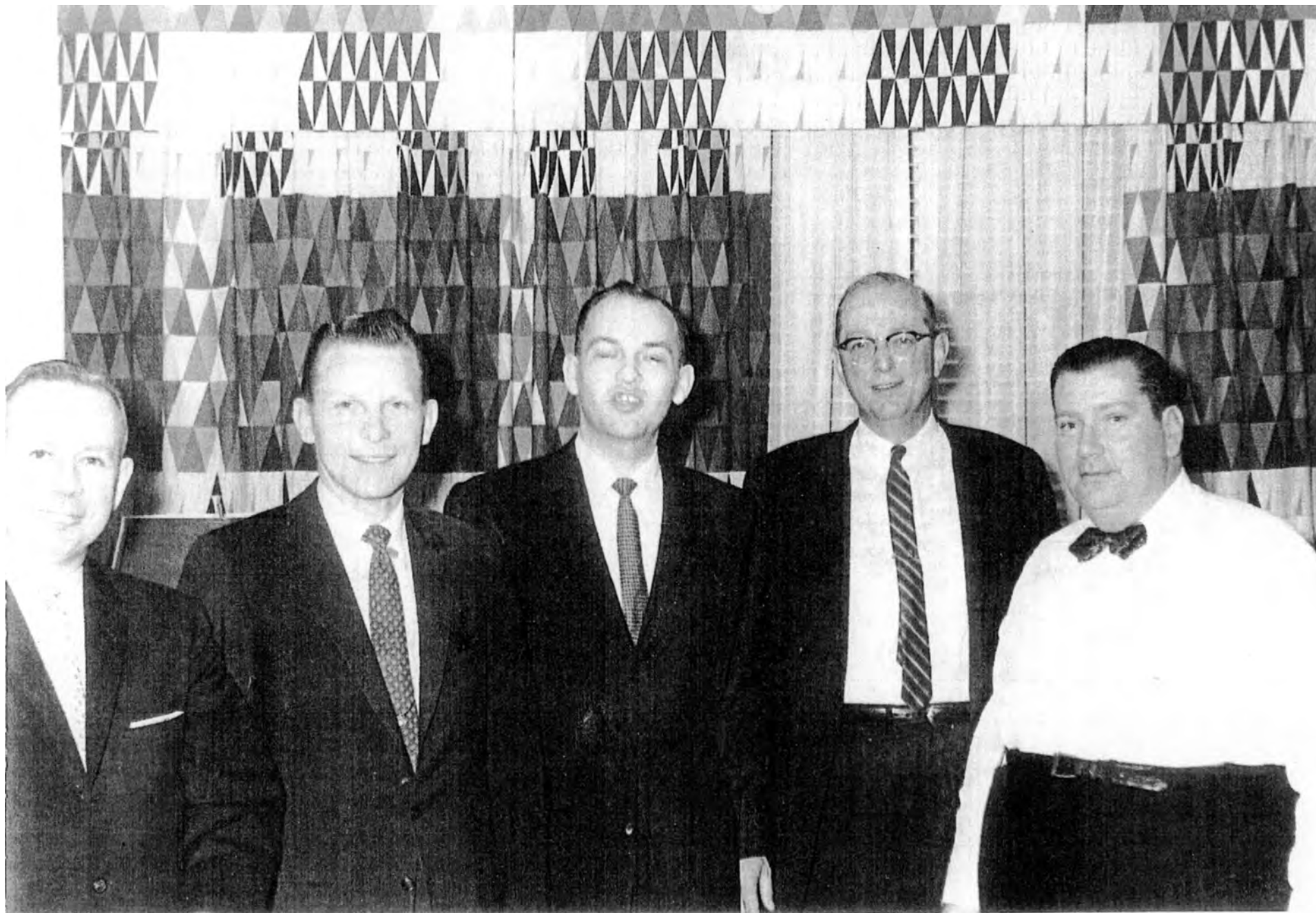
LASALLE  
1940

No. 6

THIRD NATIONAL MEET A FUN-FILLED SUCCESS

-National Directors-

30



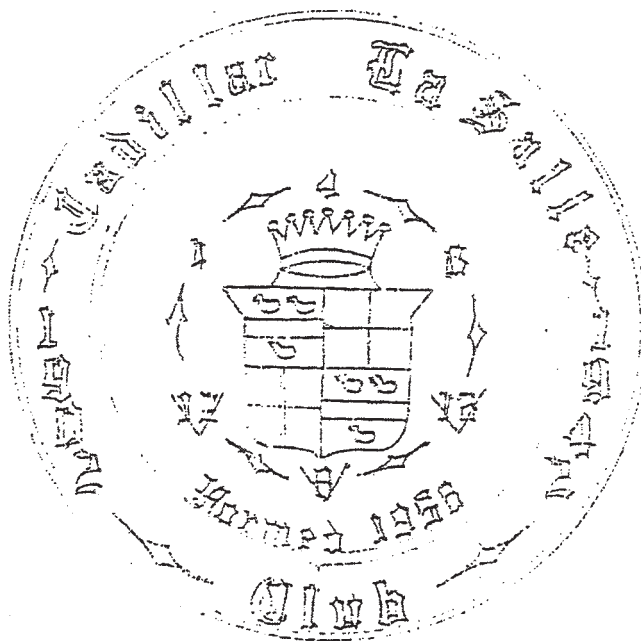
Ansel Sackett  
TREASURER

Norm Uhlir  
SECRETARY

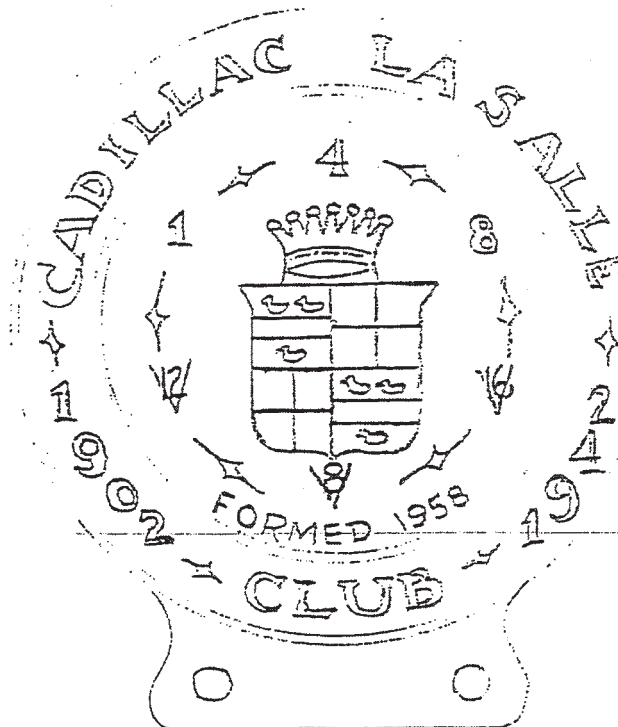
Bill Tite  
MEMBERSHIP

Art Anderson  
PRESIDENT

Al Rodway  
EX. VICE PRES.



1959 Final Design  
of Club Emblem





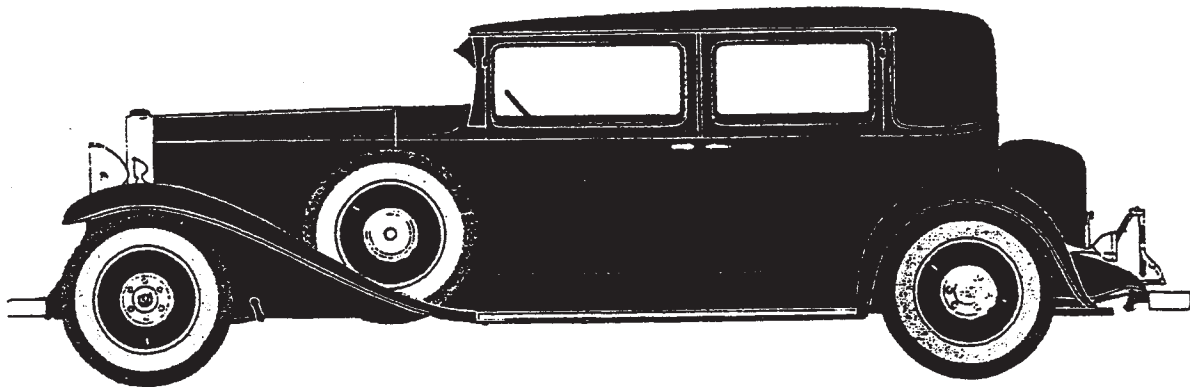
OFFICERS AND EDITORS IN THE CADILLAC-LASALLE CLUB

<u>YEAR</u>	<u>PRESIDENT</u>	<u>EXECUTIVE VICE PRES.</u>	<u>REGIONAL VICE PRES.</u>	<u>TREASURER</u>	<u>CORRESPONDING SECRETARY</u>	<u>MEMBERSHIP SECRETARY</u>	<u>EDITOR</u>
1958	L. P. Boland	-----	K. R. Baldwin	A. L. Sackett	N. F. Uhler	B. Baldwin	K. R. Baldwin
9	"	-----	"	"	"	"	A. Uhler
1960	A. J. Anderson	A. N. Rodway	"	"	"	"	"
1	"	"	H. L. Moore	"	"	W. R. Tite	"
2	N. F. Uhler	C. D. Houston	W. R. Tite	"	A. Uhler	D. Tite	"
3	"	H. D. Brown	D. J. Harrelson	"	J. Baysinger	W. R. Tite	"
4	"	-----	-----	"	W. R. Tite	A. Uhler	"
5	"	-----	-----	"	"	"	"
6	"	D. R. Holls	J. H. Currie	"	"	"	"
7	"	"	"	"	"	"	"
8	"	"	"	"	"	"	"
9	"	"	"	"	"	M. L. Evans	"
1970	"	"	"	"	"	"	E. Childs
1	"	"	"	"	"	"	"
2	"	Wm. G. Childs	-----	"	"	H. Sackett	"
3	R. E. VanGelderren	"	J. R. Ladas	"	I. Ladas	M. L. Evans	"



It is a truth, almost without exception, that those who visit the Cadillac plants prefer Cadillac and La Salle forever after. To see these magnificent cars in the process of creation—to watch, with one's own eyes, Cadillac craftsmen at their work—is to have an enduring conviction that no higher standards could be enforced. And such, indeed, is Cadillac's oldest tradition—to build as finely as it is possible to build

CADILLAC MOTOR CAR COMPANY, DETROIT, MICHIGAN, *Division of General Motors*



Built by Cadillac, in the finest Cadillac traditions—the new La Salle is the first car of its type to be made available in the medium-price field. Entirely aside from its Cadillac-born quality and prestige, it represents unusual value—for it serves so well and so dependably that owners drive it far longer than the average automobile

\$2195 to \$3245, f. o. b. Detroit

*The liberal G. M. A. C. payment plan is available  
to purchasers of La Salle*



**AUGUST 1983**

L A S A L L E

★ ★ ★  
★ ★ ★ HOW IT ALL STARTED. ★ ★ ★  
★ ★ ★

Founding of The Cadillac-LaSalle Club, Inc.

- Presented In Four Acts -

AUTHORS

Ken Baldwin Ansel Sackett Norm Uhler

CAST

The Largest Ever Assembled By A Single Producer

1 Cylinder Cadillac (1902-1908)  
4 Cylinder Cadillac (1905-1914)  
V-8 Cadillac (1915- )  
V-8 LaSalle (1927-1933 & 1937-'40)  
8 Cylinder LaSalle (1934-1936)  
V-12 Cadillac (1931-1937)  
V-16 Cadillac (1930-1940)

CREDITS

Business Manager - Betty Baldwin  
Financial Advisor - Harriet Sackett  
Script Writer - Agnes Uhler  
Technical Advisor - Jack Tallman  
Special Advisor - Ken Webster  
Props Manager - Tom Bucklen

An "ANODES" Production

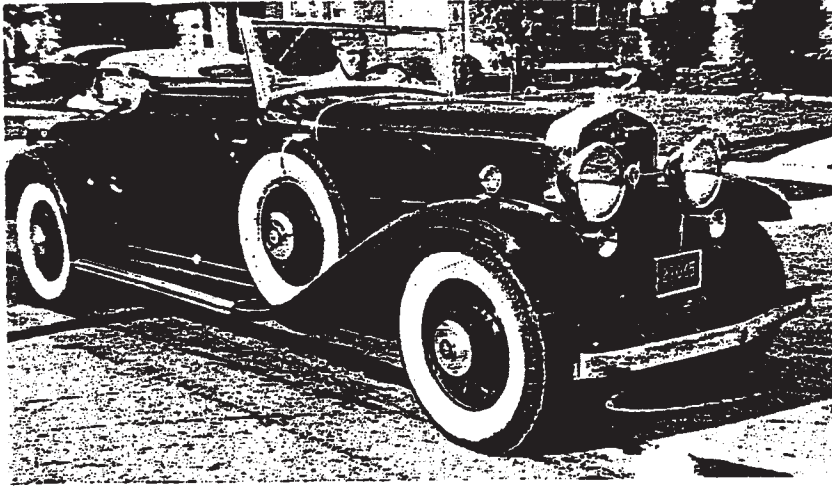
by

Norm Uhler

## SYNOPSIS

### Act I. THE MEETING

- Scene I. Uhlir reading Michigan Region Classic Car Club publication in summer 1958 sees Baldwin's wanted ad for 1931 V-12 Cadillac Speedometer. Phones Baldwin.
- Scene II. (Same day) Baldwin arrives Uhlir home driving 1931 V-12 Cadillac.



"The Day"  
it all started.

There is much discussion. Uhlir gives Baldwin speedometer. Agree to keep in phone contact.

- Scene III. (A week or two later) On the phone they agree to spend a day taking parts off Uhlir's V-12 out at a Farmington, Michigan farm.

### Act II. THE IDEA

- Scene I. Baldwin arrives Uhlir's in a light green 1958 Cadillac and with Agnes Uhlir they drive out Ten Mile Road to Farmington where they encounter a newly tarred road surface which makes a mess of the car.
- Scene II. Arrive at farm and start removing parts from derelict V-12 Sedan. Hornets in a nest under the front seat erupt and sting Uhlir on the head, giving cause for story about Uhlir's "Big Head."
- Scene III. Long, slow trip back on other roads to escape the tar. Start talking about a Club for Cadillac and LaSalle automobile enthusiasts. Wonder if enough people would be interested. Ken knows a few others who might.
- Scene IV. Back at Uhlir's the trio use lighter fluid in attempt to clean the car and manage to remove most of the tar. They continue discussion about starting a Car Club and reach a decision to give it a try. (Scene fades with Baldwin and Uhlirs standing in driveway with the sun setting in the background and the strains of Chopin's Fantasie-Impromptu, Opus 66, come swelling in an ever mounting crescendo).

### Act III. THE START

Scene I. Baldwin talks to Ansel Sackett about The Idea and he joins the movement.

Scene II. Prospective member opens mail and reads a one page August 1, 1958 issue of "The Standard" from The Cadillac-LaSalle Car Club. It lists Ken Baldwin as Editor and Director of Regions, Norm Uhlir as the permanent Secretary, Ansel Sackett as Treasuere and Jack Tallman as Club Technician. Dues are \$2 with 50¢ for a spouse.

Scene III. A new member is reading his Club publications. One page September 1, 1958 Standard names Betty Baldwin Membership Secretary and states need for at least 500 members.

Four page October 15, 1958 publication titled Club Bulletin states some Club policies, duties of Officers and overall organization. Thirty-eight new members are listed. Uhlir is asked to coordinate a Club Emblem design.

Eight page November 15, 1958 Club Bulletin carries 4¢ postage. Fifty-five new members are listed and a President appointed. A 1937 V-16 with 20,000 miles is For Sale at \$875.

The first SELF-STARTER dated February 1959 was the name suggested by Tom Bucklen at the February 15 meeting. Agnes Uhlir is Editor, assisted by Harriet Sackett. For Sale is a 1927 LaSalle Coupe for \$425 and a 1942 Derham Town Car in mint condition for around \$1,000.

Scene IV. Meeting at Baldwin's house. The group studies various design proposals for the Club Emblem. Uhlir presents the Articles of Incorporation from the State of Michigan and the final draft of the Constitution and By-laws for approval. Club must drop use of word "Car" in the Club name due to legal implications.

Scene V. Member reads his copies of SELF-STARTER. April 1959 has Club Constitution attached. For sale is a nearly mint 1931 V-12 Convertible Coupe for \$950 and a 1941 Series 63 with 15,000 miles for \$695.

May 1959 is the first issue with a picture page. The Club Emblem is a variation of proposals by Buzz Steger and Jim Pearson. For Sale is a 1941 Convertible Coupe in very good shape for \$650.

### Act IV. THE FUTURE

Scene I. Cars arriving for a Grand Classic. Many of them are superb Cadillac and LaSalles which win most of the top awards.

Scene II. Post Office sorting several thousand SELF-STARTERS to nearly two dozen countries.

Scene III. Car collector reading For Sale section with 1941 Convertibles at \$15,000 plus and 1930-31 V-16's at \$30,000 to \$150,000 or more.

Scene IV. Sydney, Austrailia with Cadillac-LaSalle Club holding their National Meet with Ken Moss leading the parade across the Harbor Bridge in "Mabelene".

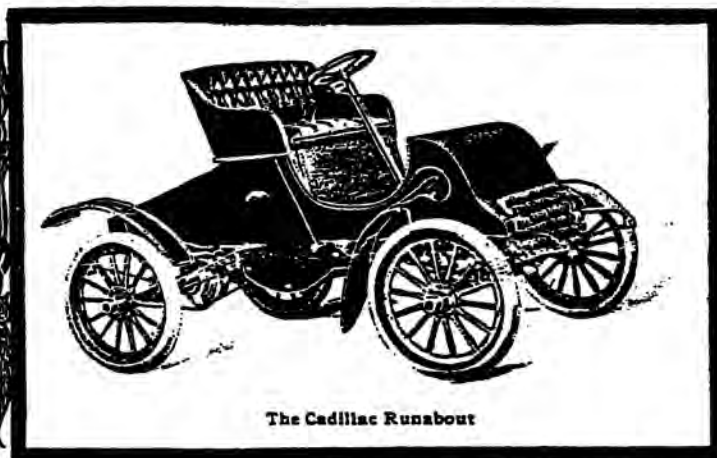
Scene V. A Grand National Meet with hundreds of Cadillacs and LaSalles from nearly every year with the many owners and spectators joining in the activity.



Scene I. Uhler: "Hello, is this Ken Baldwin? I'm Norm Uhler and I'm calling about that speedometer you need. I've got one and if you'd like we could....."

\*\*\*\*\*  
("On A Clear Day You Can See Forever")

Presenting the "CAST" In Their Order Of Appearance



The Cadillac Runabout

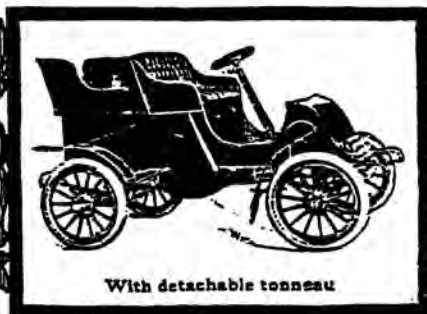
## *The Cadillac*

### **The Automobile that Solves the Problem**

Until the CADILLAC was made, all automobile construction was more or less experimental—no one had made an entirely satisfactory motor vehicle. This machine is made on a new system developed from the experiences of all previous makers: the faults and weaknesses of the old methods have been avoided and a new ideal of motor travel developed that gives a perfect vehicle for comfort, speed, absolute safety, greatest durability, simplicity of operation, wide radius of travel, and reliability under all conditions of roads. There is no other automobile that can be compared to the Cadillac in any particular of speed, stability, ease of operation or convenience of use. You should not buy before examining this wonderful new machine. Price f.o.b. at factory, \$750.

The new tonneau attachment, at an extra cost of \$100, gives a combination of light carriage for city streets and substantial touring car for country roads—practically two motor vehicles in one, with a seating capacity of two or four, as required—a very graceful effect in either use. Write for new illustrated booklet.

**CADILLAC AUTOMOBILE COMPANY, Detroit, Mich.**



With detachable tonneau

# EARLY REFLECTIONS

## *rallying the faithful enthusiasts*

Story and photos by Ansel Sackett

Ansel L. Sackett grew up in Detroit's automotive environment and worked for Cadillac some 43 years. He served in a multitude of varied positions and special assignments; inspection, tanks, accessory planning, parts and accessory merchandising/marketing, field operations, service promotion and dealer service development. Often seen as a judge at AACA, VMCCA, CCCA and CLC meets he also served as the ad hoc custodian of Cadillac's 1903 model taking it to shows at Greenfield Village, Meadow Brook and others. He has owned two 1912 Cadillacs and two 1941's. Currently he is serving as the first and only Treasurer of the Cadillac-LaSalle Club for more than 30 years.

As one of the founding members of the Cadillac-LaSalle Club, I have found it interesting in our 30th year to reminisce about the early beginnings of our club. When I look back now, I realize that my own interest in the automobile took root early in my life.

One summer morning in 1929, my father suggested that I back our Model A out of the garage at our Cherry Island summer cottage on Lake Erie. This was a memorable experience for a ten year old boy. The family in the summer home next door drove Cadillacs, which at that time sparked my interest in "The Standard of the World".

In 1941, fresh out of school with two job offers before me, I chose Cadillac over Packard.

In this department, we maintained shipping records of Cadillacs from 1902 as reference for parts and accessories order processing. Many requests came in from old-car enthusiasts for information about their Cadillacs and LaSalles. This served as my indoctrination into the old-car hobby.

I acquired my first old car, a basket case Model T, in the mid '50's and subsequently joined the Veteran Motor Car Club of America (VMCCA). As a result of my new-found hobby interests, many of the requests for old Cadillac history information eventually found their way to me for researching.

In July of 1958, another Cadillac employee and enthusiast, Ken Baldwin, contacted me to see if I would be interested in joining with him and another hobbyist to discuss organizing a Cadillac and LaSalle old-car club. This idea appealed to me as I could see an organization such as this serving to exchange information on vintage Cadillacs and LaSalles.

At this first informal gathering at Ken Baldwin's home, I met Norm Uhler and his wife. Norm was a sales representative in the Detroit area for Packard Electric Division of GM. Ken was an excellent organizer, and we soon expanded our group to include other local Cadillac enthusiasts.

At this time, Ken's job responsibilities included Cadillac dealer contacts throughout the country. He used this opportunity to interest Cadillac dealers and their local hobbyist friends in our fledgling group. We recognized that to develop a successful club, it must include regions across the country. Initially, it was decided to have twelve regions. However, with the interest from our friends in Canada, we expanded to thirteen and soon to fifteen as we became an international club early in 1960.

Back at the first meeting, Ken accepted the job of editor and director of regions, Norm Uhler became our secretary, and I became treasurer. Geographically in the metropolitan area, we were spread out. Ken Baldwin lived in a suburb on the far east side, Grosse Pointe. I lived in the Village of Franklin in the far northwest, and Norm Uhler lived in Royal Oak, about half way between. For convenience, we began meeting at Norm Uhler's home. In August of 1958, we published our first bulletin, "The Standard." Ken had already enlisted Jack Tallman, a Cadillac dealer in Decatur, Illinois, as the club Cadillac technician.



First Emblem and Volume 1, No 1

NATIONAL HEADQUARTERS  
THE CADILLAC LASALLE CAR CLUB  
818 GADSDEN ROAD  
GROSSE POINTE 30, MICHIGAN  
August 1, 1958

THE STANDARD  
VOLUME 1, No. 1

EDITOR'S COLUMN:

This is the first of a series of Bulletins which will be published monthly by the newly formed Cadillac LaSalle Car Club.

Many of you that will receive this issue will probably wonder just what this is all about. Well, the thought has occurred to some of us here in Michigan, and elsewhere that the fine Cadillac and LaSalle Cars should have a club of their loyal owners. A club that will be primarily one of good fellowship, but provide a swapping place for Cadillac-LaSalle lore, parts and care for interested members.

So far, the writer has been more or less appointed as Editor and Director of Regions. Mr. Norm Uhler, 710 Sykes, Royal Oak, Michigan, has agreed to be the permanent Secretary. Mr. Ansel Sackett, of 30670 Kirk Lane, Birmingham, Michigan, has agreed to assume the duties of Treasurer. Both of these fine fellows are ardent Cadillac enthusiasts. Mr. Jack Tallman, 1714 West Wood, Decatur, Illinois has agreed to be the Club Technician.

We, of course, will need lots of members. Also lots of help from all you interested fellows and gals! But it is not an impossible job and so we are soliciting your membership through the medium of this copy of our Bulletin.

Membership Dues will be \$2.00 for each member, and fifty cents for his spouse. All members signed up before January 1, 1959 will be charter members. After January 1, 1959, the dues will be increased to \$3.00. We intend to have a Parts technician and be able to locate parts, and give technical information of a sort not available elsewhere. In addition, we plan to have a monthly bulletin of a larger stature than this issue.

If any of you are interested, please use the attached application blank. We would also be interested in any ideas or suggestions that you might make. We want to have about 15 National Directors. Each of which would be responsible for a region. These directors would appoint local regional or state or area Directors wherever a local group would want to so organize.

Imagine a meet with Cadillac cars from 1902 to 1942 and LaSalle cars from the first one in 1927! What a sight for the antique and classic car lover!

Mr. Jack Tallman has a complete service data file so he will be able to assist you in any technical questions.

We will advise our technician on parts as soon as the job is filled.

Our monthly bulletin will publish ads each month free to members on "for sale" and "wanted" items. We will appreciate any "leads" that you can give us.

See you next month.....

Kenneth R. Baldwin,  
Editor





CLC First National Meet - Batsford Inn - June 11 & 12, 1960. Ansel Sackett's entry 1930 353 V8 Conv. Cpe. minus left rear fender.

Membership dues were established at \$2.00 for each member and \$.50 for the spouse. We then determined that all members signed up before January 1, 1959, would be considered charter members. We started with five members; Ken and Betty Baldwin, Norm Uhlir and his wife, and myself. I was too cheap to include my wife, Harriet, but enlisted her soon after when we needed a typist for the publication.

In September, Betty Baldwin accepted the job of membership secretary. Soon, the applications began to roll in, and our club began to grow. As a result of Ken Baldwin's efforts, by November, Larry Boland in California had accepted the job of President, and Art Anderson took the directorship of the New England region. Other early members were Bob Dibble in California, Louis Moore in Pennsylvania, Jim Pearson in Kansas City, and Ken Webster from Pennsylvania. In October, we had our first three-page bulletin. Our November issue, eight pages long, included four pages of cars and parts for sale,

wanted items, items for swap, and leads. This issue announced the appointment of Ken Webster of Doylestown, Pennsylvania, as the LaSalle Specialist.

Next, we published a combined December/January issue and listed Tom Bucklen as our new Parts Specialist. I had recruited him at Cadillac because of his interest in the hobby and his broad background in Fisher and Cadillac parts. Soon after joining, Tom suggested the name "Self Starter" for our bulletin, and as Cadillac had developed the first practical electrical self starter in 1912, we felt this was an appropriate name for our publication.

In our sixth bulletin in February, 1959, we announced that effective with the March issue, the bulletin would be edited by Mrs. Norman Uhlir, assisted by my wife, Harriet.

A director's meeting was scheduled for February 15, 1959, at National Headquarters to formulate a Constitution, By-Laws, Club Logo, and an emblem design. A request had been included in the fourth issue of the club bulletin for members to suggest a design for our club emblem. It wasn't until March of 1959 in our seventh bulletin that we announced a design submitted by Buzz Steger of Racine, Wisconsin. At this time, we started working on the artwork, following his suggestion. In July of '59, the artwork was finalized and we were ready to go into production. It was necessary for us, however, to solicit at least one hundred orders at \$7.00 each before we could tell a manufacturer to start tooling. Thus, we started this solicitation in July of '59.

Membership had soared from the original five members to about 400 in early 1959 and 500 by the end of the year. With about 500 members, we decided to schedule our first annual National Meet. The Michigan/Ohio region hosted it at the historic Botsford Inn in the Detroit area on June 11 and 12, 1960. Our featured speaker at the awards banquet was Charles Jordan, then Director of the Cadillac Styling Studio and now Vice President of GM and Director of Styling for the Corporation.

Often the question has been asked why the early club recognized only Cadillacs and LaSalle from 1902—1942. All LaSalle and all pre-World War II

Cadillacs seemed like a logical choice, because in 1958, post-war Cadillacs were just used cars. That concept has obviously changed with the years.

In the ensuing years, our club has continued to expand and now has an active membership of approximately 3,000 spread throughout the world. In response to suggestions from the members, many additional activities and projects have been implemented and favorably received over the years. Looking towards the future, the club will continue to strive to successfully serve old and new members alike.



CLC First National Meet June 11 & 12 '60. "Osceola" 1905 Cad. Cpe. custom built for Henry M. Leland to determine feasibility of building a closed car. Later owned by his granddaughter, Miriam Leland Woodbridge - back to camera - Tom Bucklen meet judge.