



The Valley s

San Fernando Valley Chapter 40

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SECRETARY.....VOLUNTEERS?	HISTORIAN.....HAROLD SELSON
TREASURER.....DEE PETERSON	ACTIVITIES....MONTHLY VOLUNTEERS

PRESIDENT'S MESSAGE: This next meeting will feature a talk on 1940 model cars. It is very gratifying to see so many from a group as small as ours willing to participate in meeting talks. Many go to a great deal of effort by bringing clumbersum projectors, screens and car parts. This effort is well appreciated I'm sure as the attendance for meetings has been increasing. This meeting will be the drawing for the 46 sedan. Approximately one half of the tickets have been returned to me at this time. Hopefully more will be in by the meeting next Sunday. We need a club secretary to take the minutes at our meeting for the remainder of the year. Thanks to Jim Rowe for serving as secretary at our last meeting.

JUNE 3rd MEETING: Paul Meske gave a talk on the 1939 Model V-8 with "lead-in" from the 1938 and "flow-out" into the '40 where applicable. With Pauls' willingness to present the program and the ever available material and "goodies" from the Gordon Chamberlin Historical Archives the information and discussion held on this popular model enriched the background on our V-8's to all who attended. Ed Warnock showed pictures of last years Santa Rosa Meet which brought back many happy memories of that great time and gave all present a chance to drool, once more, at those beautiful machines that were there. Bob Wilson showed some slides taken on the recent Grape Vine Joint Tour with the Southern California chapter. All-in-all it was a very worth while meeting. There was one announcement we were all sorry to hear however.

Due to the heavy commitments and schedule of his new job activities, Larry Stocker will no longer be able to continue as our Chapter Secretary. We hope you can attend our meetings whenever time permits Larry. Best of luck on your new venture! We will now accept the best one out of the first four volunteers for the job of Secretary. How about it? It is a relatively simple, but very important position to our Chapter. (Anyone who can write and read what he's written (which lets me out) can do it.) You should be a fairly regular member attending most of the meetings so as to keep a record of what was discussed and accomplished. Summer may be a tough time to make a commitment, but how about hearing from you at, or before, the next meeting?

SOUND FAMILIAR? "NEW ROOMINESS: Bodies are longer and wider this year, adding as much as seven inches to seating width. **SOFT, QUIET RIDE:** A new Ford ride, with new frame and stabilizer, softer springs, improved shock absorbers.

POWER WITH ECONOMY: This year, more than ever, Ford owners are enthusiastic about the economy and fine all-around performance of Ford cars. **BIG WINDOWS:** Windshield and windows increased all around to give nearly four square feet of added vision area in each Ford Sedan. **LARGEST HYDRAULIC BRAKES;** in the Ford Price field give added safety, longer brake-lining wear." Well, except for the last line this add could have been read from today's newspaper. However it is an exact reprint of an ad written for the NEW 1941 FORD! Not much really changes after all does it?

Did you hear about the office party in the completely automated office- - the computer got loaded and tried to unfasten the electric typewriter's ribbon. OR-

50 mph down a winding 2 lane road in a Jordan Playboy or a '36 Ford roadster or a '47 Buick convertible is one of life's better pastimes, but 80 mph across Kansas in the summer in a Chevrolet Caprice convertible with the top down is another kettle of baked fish!

OR

Woman looking at stack of Birthday and Anniversary Cards ready to mail. "This year it finally happened - the stamps cost more than the cards."

(Thanks to the San Diego Ford Fan for the above.) (AND THE FOLLOWING)

CRISIS OF 1933

(excerpts taken from "Chapter I Crisis of 1933", FORD: DECLINE AND REBIRTH, 1933-1962 by Nevins and Hills, publr. Chas. Scribners Sons)

Ford in 1933 was thus battling not only the depression, but two strong rivals." (General Motors and Chrysler). In 1931 it was clear that Model A could no longer be a winner. Ford did not meet his competitors with a new 6-cylinder car like the Chevrolet and Plymouth; instead, he leapt to an 8-cylinder motor for the new Ford--hitherto unheard of for a cheap car. The V-8, as it was called, was to last long and enjoy its periods of triumph, but it came into production so slowly that the Ford Motor Company sustained grave losses. For 1931-1933 the deficits, after taxes, amounted to about \$120,000,000. In the darkening scene Ford never lost faith. As the center of the motor car industry, Detroit was a city of the unemployed, in which hundreds of thousands of workers were idle, and at the great Rouge plant, where a hundred thousand had worked, less than 30,000 were busy. Yet Ford, although almost sixty-nine, an aging David without a sure weapon to fell his giant adversary, stood poised for action. He saw the depression as a deeply instructive experience. "We are here to work out something, and we go on from where we leave off." Ford took his text from his past achievements. Had they not been of Aladdin brilliancy? Pursuing the dream of a cheap but sound car for the masses, he and his organization had developed the moving assembly line and true mass production. They had inaugurated the then fabulous five-dollar-day, lifted the Model T to a position of unchallenged superiority for a dozen years, had developed the first cheap reliable tractor, later the Model A, and, now the V-8. More than any other agency, the Ford Motor Company had enabled workers of low income to possess motor cars. For most Americans, Ford was a shining archetype of industrial leadership, and was well aware of the fact. Ford believed that he and his company, having accomplished so much, would with their tested resourcefulness accomplish more. They had the means for doing so. The Ford organization in fact controlled an empire. Many Americans if asked to say what the word "Ford" meant to them, might have replied "The Rouge," and the company's immense plant on the Rouge River some half dozen miles south of the town of Dearborn, Michigan, was the greatest single center of Ford activities. Occupying a tract of 1100 acres, utilizing its own harbor, to which ships could come from Europe or Africa, it contained the largest foundry in the world, a steel-manufacturing complex, a paper mill, a body making unit for Ford cars, and other buildings engaged in the manufacture of engines and parts for the company automobiles. No comparable automotive factory existed anywhere else. It used 92 miles of railroad track and a fantastic system of conveyors to bear products in the making from one building to another. Its machine tools, numbering 53,000 required a special work force to sharpen and repair them. In addition to main plants and assembly factories, the Ford Motor Company operated a number of village industries. These small units, using some hydroelectric power, produced parts for Ford cars--valves, tappets, springs. They were experimental in character, and not self-supporting. In 1933 there were five village industries; and four larger plants near cities which used some water power. At this time Ford was planning to process soy beans for oils, plastics,

and paints for his cars, but as yet had no factories. The company used a Ford Fleet of more than a dozen freighters, and owned iron and coal mines, forests and woodworking plants on the Upper Peninsula of Michigan. It operated an enormous rubber plantation in Brazil at a constant loss. Ford was completing at no small expense Greenfield Village, with the Edison Institute and Henry Ford museum, a showcase of older American life. Many of these activities were personal peripheral to automobile making, and expensive. The Ford automotive enterprises were not confined to the United States, for they had long since spilled over into other countries, so that the total investment in foreign lands by 1933 exceeded \$56,000,000. During the depression Ford had neglected none of these activities. New assembly plants had been opened, as at Richmond, California, and Alexandria, Virginia, and the works at Dagenhan in England had begun operations in 1931. The only activity that he dropped was the airplane operations he had begun in 1925, which had developed the Ford Trimotor and blazed a path for modern American commercial aviation. Meanwhile, the industry had attained a certain maturity. It had reached the point where motor cars were assumed to be dependable. Durability and safety were taken for granted: speed, comfort, and pleasing appearance were the qualities for which buyers now looked. For the cheaper cars particularly this represented a change. Once the ability of a car to go somewhere and return, however rough the road, had been the crucial test. Now the leading cheap cars offered power with 6 or 8 cylinder engines, provided comfort with springs, shock absorbers, improved suspension, and better brakes, and used streamlining and happy color combinations to present an attractive appearance. Open cars had practically disappeared, and all protected their occupants from the weather. The lower priced cars cost from \$450 to \$700, and the medium priced from \$700 to \$1500. General Motors covered the middle class field with the Pontiac, Oldsmobile, and Buick, Chrysler with the De Soto, Dodge and Chrysler: and Ford in 1933 had no car in this area. The Packard, Pierce-Arrow, Cadillac and Lincoln were all priced above \$2,000. However, as the public had increasingly shifted to the cheap car, it was there that the battle for supremacy would be waged. At the same time, it was more and more important that a company offer four or five models instead of one. Such was the general situation that Ford and his company faced in 1933. As the year began, he was busy building up the production of his new model, the V-8, and was also concerned with public affairs. (end.)

CALENDER OF EVENTS:

July 1st Regular monthly meeting - Northridge
 August 5th Regular monthly meeting - Northridge
 August 8th - 12th DEARBORN!

CLASSIFIED AD SECTION:

PARTS WANTED: Stainless outside door handles for '32 open cars.
 Outside rearview mirror '32 open cars, or '30-'31 'A'
 Outer Metal Spare tire covers for '32.
 Ed Warnock 213-346-7882

Would you believe that no one wants any parts or has any to sell? So it would seem since only one card was received. Let's hear from you and we'll try to get it for you or sell it for you. Give it a try.....the price it right!