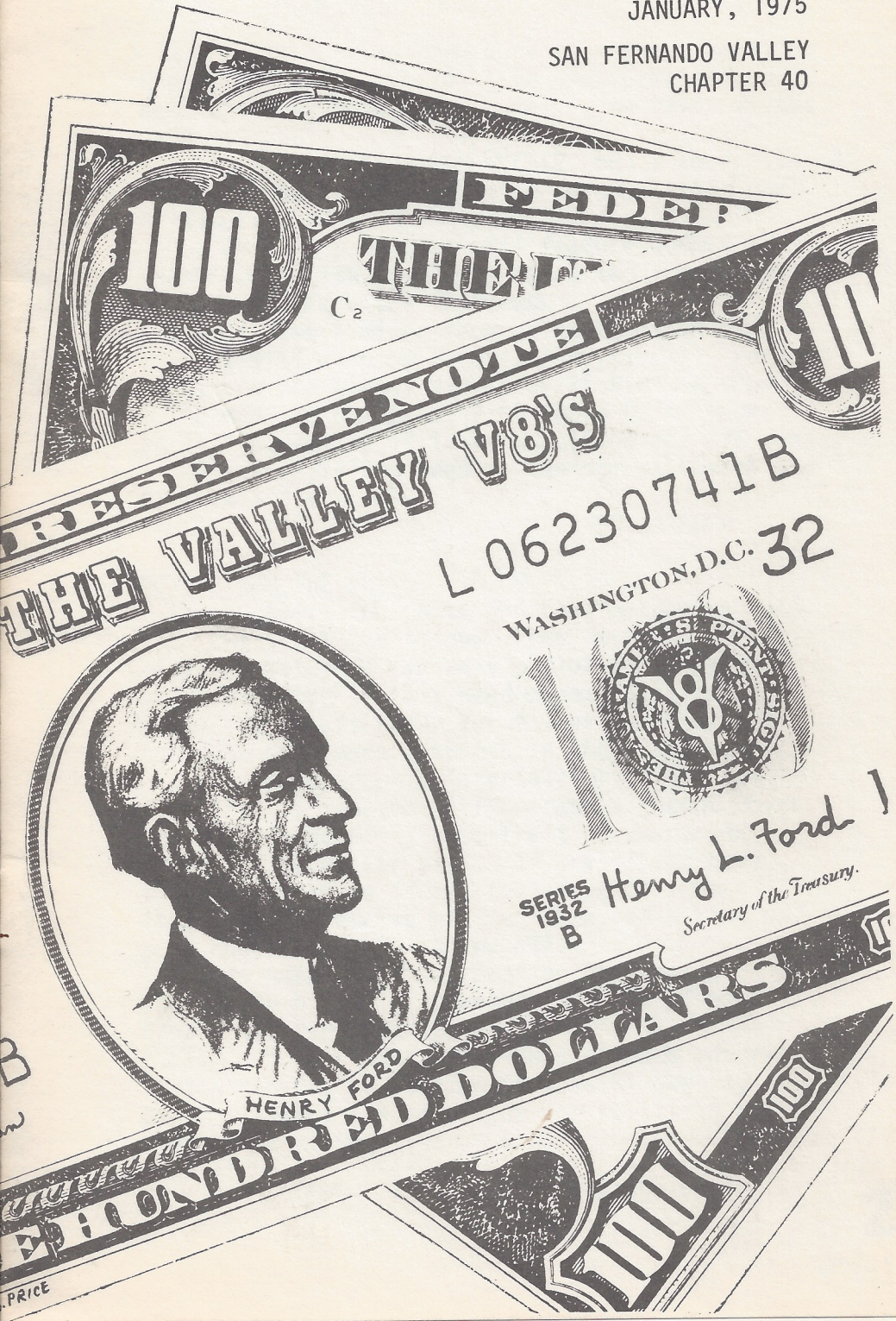


JANUARY, 1975

SAN FERNANDO VALLEY
CHAPTER 40

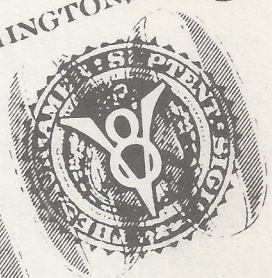


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RESERVE NOTE
THE VALLEY V8'S

L 06230741 B
WASHINGTON, D.C. 32



SERIES
1932
B

Henry L. Ford
Secretary of the Treasury.



HENRY FORD

ONE HUNDRED DOLLARS
100

PRICE

PRESIDENT'S MESSAGE

We're all looking Ford-ward to a great year for the Valley V-8's in '75. The new format of our newsletter by Editor Brick Price, we feel, is the best yet.

Activities Chairman, PAUL MESKE, has a tour planned along scenic Mulholland Drive in the latter part of January.

Our January 5 meeting will feature GORDON CHAMBERLAIN with Ford film clips and accompanying records from the thirties.

I will have a discussion on restoration tips.

There will also be a raffle, parts call, refreshments and the normal V-8 tire- kickin' session.

The meeting starts at 7:00 pm so bring your early V-8, family, friends and \$6.00 for '75 dues.

See you at Valley Federal Savings at Reseda and Parthenia Blvds.

ED WARNOCK

NOTES FROM THE EDITOR

Three cheers for those who have helped so much with the first two issues. The response for my plea for material for this bulletin has been gratifying but I still need more. Small, newsy items are always handy for filler material and add that much more interest in the reading.

I also need graphic materials which are expendable. I managed to fabricate a decent cover for this issue using a portrait of Henry and a phony \$100 dollar bill. If any of you have similar, suitable ideas, feel free to submit them. You'll receive praise, fame and a kiss on both cheeks from ED and myself.

I also need help in preparing this issue. This style of bulletin requires a lot of work from a two-fingered typist.

Last but not least, we need continued advertising support to publish on this hi-quality paper. Anyone can advertise for as little as a dollar a month. Thanks & have a merry.

BRICK PRICE

YOU CAN FIGHT CITY HALL

Last month I finally managed to complete registering my '32 Pick-up after fighting the commercial vehicle registration law for a couple of months. I wasn't really concerned about the money, it was the principle of having to pay the same fee as a '75 Mack truck.

I lost. I knew I would, it was a forgone conclusion. Even the DMV people felt sorry for me and the ridiculous law.

Well, now we can rejoice in knowing that we have a friend somewhere in office. Apparently there were many such complaints and the law concerning weight fees on commercially designed vehicles (woodie wagons included) has been amended in our favor. The new law provides that commercial vehicles manufactured in '36 or prior are now exempt. All such vehicles will now be allowed to remount the passenger plates. Furthermore, anyone who has vintage plates prior to the black/yellow or blue/yellow can display them on the car opposite the regular current plates.

This exercise proves that idiotic laws can be recended or ammended. If you feel something is unjust, bitch a little to the right folks.

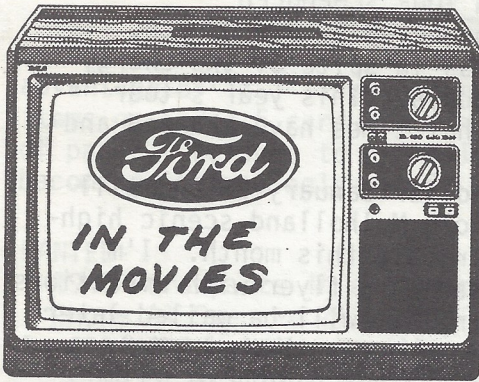
By Brick Price

NOSTALGIA, FREE FOR THE ASKING

Most Ford dealers are participating in a freebie giveaway that's kinda neat. Do you remember the old Ford banks with the big and little Ford dogs done in ceramic? Do you remember the names of the dogs?

Now you can get the same bank type with a single dog by simply taking a test ride in a new Ford. If you don't want a new Ford but do want the bank, don't waste the salesman's time. Use the more subtle approach and say "Gimme a bank or I'll drive my deuce through your plate glass windows." Seriously, I got my bank at Vista Ford in Woodland Hills and drove a new Granada. The people were super nice and gassed over the older Fords.

Brick Price



It's amazing to some of, but common sense to others that the old Fords, '27 through '51, are being given so much attention in movies, TV and in advertising.

Even Ford's ad agency is using old Fords to sell the new. The biggest reason for this interest is, of course, the current nostalgia craze in anything old and funky. But, companies like Ford find solace in knowing that a deserved reputation of reliability and economy was built around the old flathead V-8s and capitalize on that reputation. I personally find it offensive to compare a Pinto wagon to a woodie but we all have our dislikes. The Pinto ad is eye-catching and goes a long way toward improving interest in old cars. The more restorers there are the better.

Recent movies have been gold mines of eye-boggling cars, Ford and otherwise. I doubt that few of us missed "The Sting" or "Chinatown".

TV has also had a run on cars with "The Waltons" "Manhunter", "The Untouchables" re-runs, "Paper Moon" and the recent running of "Bonnie and Clyde" starring a '34 Vicky.

Directors realize that the easiest way to "date" a film is to throw in cars from that era. Where would "Happy Days" be without a chopped and channeled deuce coupe or a '49 Ford convertible? The "California Kid" would have merely been the "Kenosha Kid" if he'd been driving a Rambler American.

These movies can be a rich source of income for those of us who are willing to let our cars be driven in a movie for a few days. It's also nice for the ego. Maybe one of our members can shed some light on rags-to-riches stardom in a future issue. Meanwhile, let us know if anything good is coming on the tube.

Brick Price

2nd ANNUAL SLOW MOTION TOUR SCHEDULED

Last year's tour, conducted by DON DURKEE, was a tremendous success in spite of the energy crisis and gasless Sundays. This year's tour should be better now that times have changed and shortages have eased.

The tour is scheduled for January 26 and will cover portions of the old Mulholland scenic highway which is fifty years old this month. I'm in the process of preparing a flyer with directions and further information. It will be mailed later this month. Meanwhile, prepare that old V-8, load the picnic basket and buy plenty of film.

PAUL MESKE

NOTE ON A GREAT XMAS PARTY

The best thing you could say about this year's Xmas party is that it ended too early--by a month or so. We could have kept going on fun alone.

One of the highlights was when Saint Nick (DON DURKEE to those who peeked) handed out stockings sewn by LA VERNE SELSON MARY DURKEE & DAUGHTERS and filled with goodies from other members.

JIM GAMBLE gave a splendid X-rated puppet show as the entertainment. Jim is a co-pilot for Continental Airlines and works with Ed Warnock. We sincerely appreciate his talent and time.

Last year's officers were thanked in part with plaques and praise. We can never thank them enough for making this one of our best years. Those receiving honors were; PAUL MESKE. DOUG PETERSON, JACK MILES JIM RAWE, GORDON CHAMBERLAIN AND ED WARNOCK. We're not sure if DON DURKEE received his thanks since he was handing out these awards but we appreciate all he's done for us. Next month I'll have a recipe prepared for the bulletin.

By MARLENE NORDBURG

NEW MEMBERS

We want to greet new members this month. CHARLES LICHTER of Northridge who owns a '39 STD pick-up with 85 hp engine.

WILLIAM "BILL" NORTON finally joined our ranks from No. Hollywood. V-8 owners will recognize the name of the shy and bashful owner of Valley Ford Obsolete.

CLIFFORD SCOTT of Northridge brings with him a '39 Std. coupe and '36 Dlx. 5 window coupe.

CLASSIFIED

This section is a free, FREE!, service for all of our paid members. Why more people don't take advantage of it I'll never know. Submit your items on a 3 x 5 card our similar sized piece of paper. Be sure to print legibly since I'm becoming increasingly myopic with age.

WANTED-

1940 Ford parts in excellent to good condition.
Phone Al Spencer 213-788-6328

1. 01A-8182 molding, grille stainless welting, side of grille for '40 dlx.
2. 01A-16082 front fender splash apron, inter-panel, rh passenger side 40-41 112" chassis.
3. 01A-8424 grille crank hole cover, stainless oval shape.
4. 01A-18412 guard, center bumper, grille guard.
5. Stiffeners (back plates) for center grille guard.
6. Bumper jack.
7. Hi beam indicator
8. Dlx. hub caps 9. Bumper wing tips

FOR SALE

New spare tire fender well for '32-'34-\$12
Right front deuce fender, steel-\$35.
Horn, works, 19??-\$10, '32 speedometer in good condition \$20. Contact Brick Price 1-213-887-6391

WANTED

'32 commercial outside mirror. 16 inch wire wheel to use as spare for my '32. '32 truck rear fender braces. Contact Brick Price, 1-213-887-6391.

FOR SALE-

'48 grille-\$20, '48 stainless steel hood trim-\$3.each, '48 parking lights-\$5 per pair.
'39 4dr stainless body trim-\$3 each piece, 32 Calif. plates in mint cond.-\$18, '39 trans coverfloor sheet metal-\$10, '39 hood panels \$10.
'34 Houdaille shocks, need rebuild-\$8, '37 hood panel stainless trim-\$8. Call or write to Paul Meske, 575 Fargo st., Thousand Oaks, Calif. 91360 1-805-492-3027

A. D'Angelo & Sons, Inc.

GLENDALE, CA 91204 1260 SO. CENTRAL AVE.

(213) 244-7246 - (213) 245-3031

OXNARD, CA 93030 1217-A COMMERCIAL AVE.

(805) 487-2788

SAN FRANCISCO, CA 94109

724 ELLIS ST.

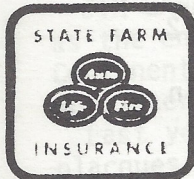
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"WE TAKE IT ALL OFF"

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Ford

Exact Copies of originals
Exclusively made on my molds & dies
in the U.S.A.

NEW



1935-1940
HINGE PIN MIRROR
R.H. or L.H.

Complete with pin \$16.00
Mirror head only \$8.95

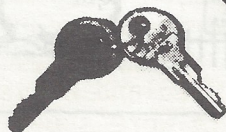
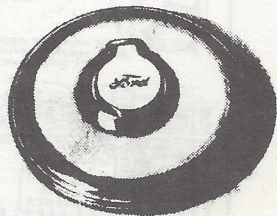
Calif. residents add
6 per cent sales tax

NEW V-8 CATALOG \$1.00

BOB DRAKE, P.O. BOX 642,
WOODLAND HILLS, CALIF. 91365



1940 COWL MIRROR
Die cast chrome plated \$34.00 each \$65.00 pair

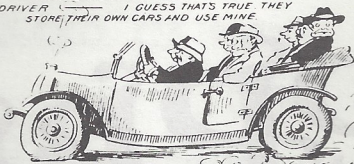


FORD SCRIPT LOCKING
GAS CAP 1932-48

Die cast chrome plated \$16.95

GASOLINE

PASSENGERS I UNDERSTAND, THE HIGH PRICE OF GASOLINE HAS CAUSED THIRTY PER CENT OF THE CAR OWNERS TO LEAVE THEIR CARS IN STORAGE. DRIVERS I GUESS THAT'S TRUE THEY STORE THEIR OWN CARS AND USE MINE.

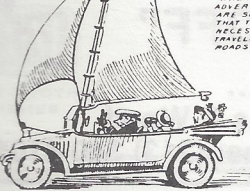


WIFE WATER COOLED DRIVERS SEAT

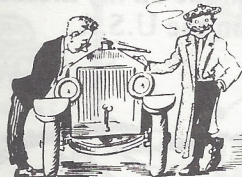
PULL CAR

SMOKE SHIELD WITH PORTABLE LANDSCAPE TO REST THE EYES WHEN TOURING. ADVERTISING SIGNS THAT THIS IS A NECESSITY WHEN TRAVELING COUNTRY ROADS BY DAYLIGHT.

CAR FINISHED IN ANY COLOR TO SUIT THE TASTE OF THE DRIVER.



GUARANTEED TO DO THIRTY MILES ON A JILL OF GASOLINE (IF THE WIND IS RIGHT) DURING MONTH OF MARCH. EIGHTY TWO MILES ON THE OILERS. GUARANTEED (THATS ON THE LEVEL.)



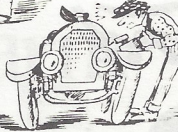
ARTHER - WHAT'S THAT THING FOR? MOMETER - THAT'S THE LATEST TO PREVENT EVAPORATION. WHENEVER YOU STOP IT SUCK'S THE GASOLINE OUT OF THE CARBURETOR AND INTAKE PIPE AND SQUirts IT BACK INTO THE TANK.



THE NEW EYE HOOK TO KEEP ONE EYE OPEN, WHEN SLEEPING WITH GASOLINE TANK UNDER PILLOW.

GOLD TO SCREW OR A LOCK OF HAIR 2 PINTS PLATINUM FOR BALD HEADS 3 PINTS

WHY BUY GASOLINE IN SMALL QUANTITIES GET A WHOLE GALLON ON THE WEEKLY PAYMENT PLAN

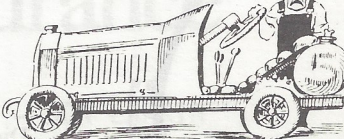


ALCOHOL TORCH TO HEAT CARBURETOR WILL BE PART OF THE EQUIPMENT IN 1920

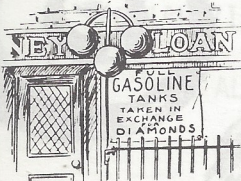


I HEAR GEORGE THAT YOU HAVE MET WITH A TERRIBLE LOSS DID YOUR WIFE DROWN ON THAT SHIP THAT WENT DOWN LAST NIGHT WORSE THAN THAT SOME WRETCH DRAINED THE TANK ON MY CAR AND IT WAS MORE THAN HALF FULL

Bill Davis

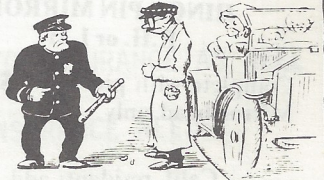


YOU SAY THE PRICE OF THIS CAR IS \$1200.00. MAY I ASK WHETHER THAT IS THE PRICE WITH THE GAS TANK FILLED OR EMPTY?



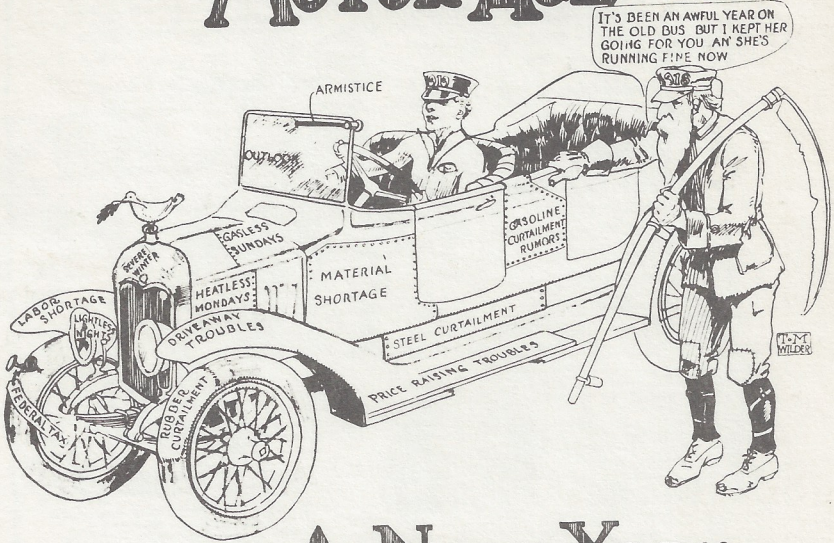
WHAT HARE'S MISS FOOTER SO UPISH LATELY

WHY, DIDNT YOU HEAR THE FARMER SAY 'SHE IS WORTH HER WEIGHT IN GASOLINE'



SO YOU ARE THE OWNER OF THIS CAR WHERE HAVE YOU BEEN? THIS CAR HAS STOOD HERE IN THE STREET FOR THREE DAYS AND NIGHTS YOU SEE WE WERE DOWN TO THE SEA SHORE THE PRICE OF GASOLINE GOT SO HIGH, WE HAD TO TAKE THE TRAIN.

MOTOR AGE



A New Year Takes the Wheel

Illustrations by Tom Wilder

REMEMBER this time last year! It was some different, wasn't it? Much has developed since then. Much has changed since then, the greatest change being that of Nov. 11. This time last year everybody was wondering what would happen next, what the future days would bring. Production already had been decreased. The industry already had been turned partly to war activities. The demand alone already had decreased slightly, owing to Liberty Loan sales and other war conditions. While the automotive world was growing, as it had been for some time, the growth was in a different direction, to war activities, that is, rather than to production for domestic consumption.

Rumors That Materialized

This time last year contemplated curtailment was being rumored, the rumors being followed closely with statements by Federal authorities wherein it was asserted that no classification of passenger cars among non-essentials was contemplated. We all know how that developed.

This time last year the great system of overland driveways of Army trucks to the seaboard was just beginning; the transportation crisis, then only a few months old, was just bringing out the immediate necessity for greater utilization of commercial motor vehicles to relieve the railroad congestion.

It has been a great twelve months since then. For Army trucks have gone overland to the seaboard in an unending stream. Commercial motor vehicles have saved thousands of freight cars. Farm and city have been linked together by the motor truck. Dealer and factory have kept open the path of communication by the open highways. Snow-shovelers' brigades have gone out for the huge task of keeping open the roads for the house might go out to open the path of communication with the barn or the front sidewalk after a snow.

The fuel situation last winter early indicated the changed conditions under which dealers, makers and owners must operate. It was in January, you will recall, that the

Fuel Administration ordered a five-day shutdown of all industries non-essential to war and included the passenger car industry among the non-essentials. It is true this drastic order was modified somewhat in individual cases afterward, but the psychological, as well as physical, effect of the move cannot be underestimated. Only those plants with Government work were to operate, and those only in the departments devoted to the Government work. In Michigan, 134 factories later were exempted from the heatless days, owing to war work, but the industry as a whole practically was paralyzed for the five days.

Fuel Famine Days

Ten heatless Mondays followed the five-day shutdown. But even then the fuel situation was almost desperate. In February production of passenger cars, trucks and war supplies alike was threatened by the lack of fuel. Many plants were forced to curtail production even further than other conditions required owing to the lack of fuel.

After World War I Americans had many shortages and met with difficulty in obtaining gasoline, merchandise and vital manufacturing materials. As we look back perhaps our difficulties after World War II are no greater than they were after the end of the first World War. For a short period when "Gasless Sundays" were in vogue, it was almost considered unpatriotic to go for a pleasure drive on Sunday.