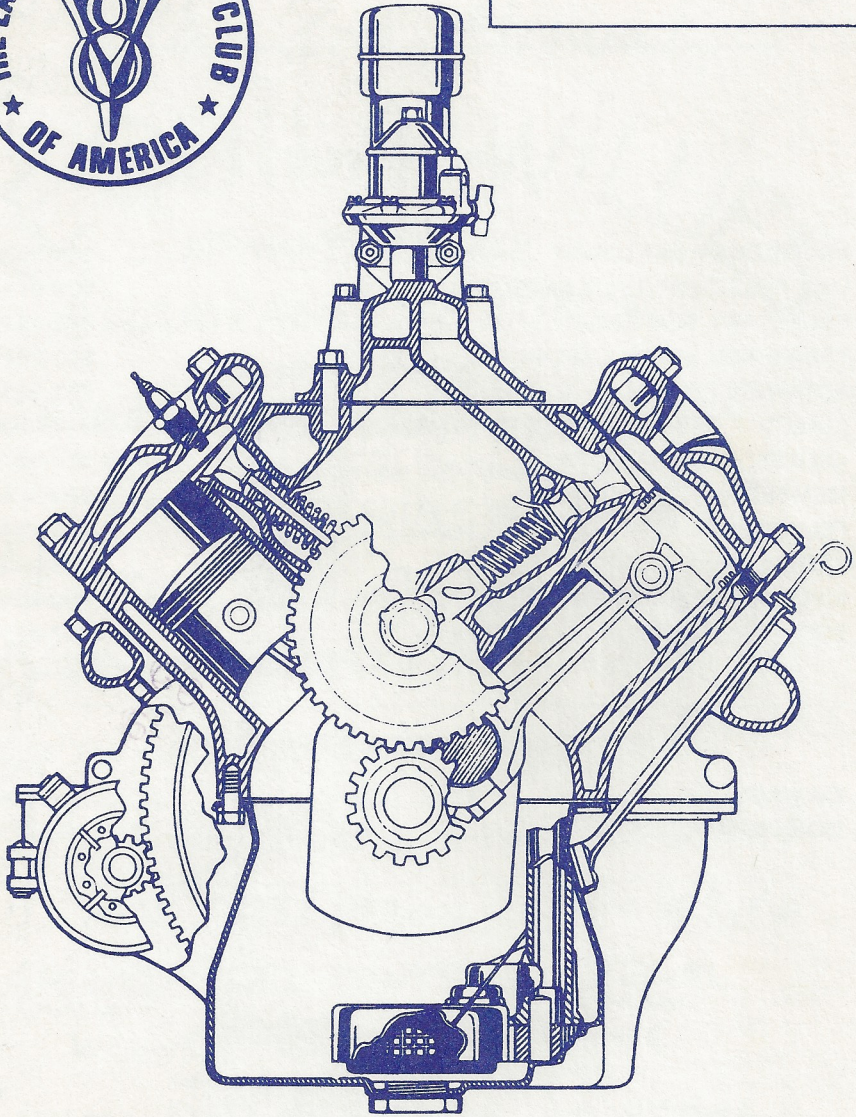




FEB 85



Drive Lines

The Valley 's

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Drive Lines

Published by

SAN FERNANDO VALLEY CHAPTER 40
of the EARLY FORD V8 CLUB of AMERICA

P.O. Box 96
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~ SUNDAY FEB. 24 ~

The Valley U-8's present
the 2nd Annual

TEQUILA WILLIES

MANHATTAN BEACH
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SPECIAL ~ FORD CONTEST ~ SPECIAL

WINNER GETS 2 BRUNCHES

MEET: SUN. FEB 24TH AT 9:00A.M.
UNION SAVINGS (OUR REGULAR MTG HEADQUARTERS)

45 MINUTE DRIVE TO MANHATTAN BEACH.

(DRIVE YOUR
EARLY Ford)

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(818) 362-4842

PRESIDENT'S MESSAGE

As this is being written, final plans are coming together to ensure the success of the Installation Banquet for the National Board of Directors at Disneyland Hotel on January 26. Of course, by the time you receive this the banquet will be history, but attend our February 3rd club meeting and we'll run the highlights by you!

Twenty three (23) Valley V-8 members will not receive their personal copies of the Drive Lines this month for failure to pay their 1985 dues. We've also lost a handful of members this year for personal and business reasons, and we've also gained about the same number of new members. So----I am happy to report that there are 99 dues-paying members in our club as of now. If you have a friend who hasn't renewed, call and give him a nudge. Chances are he just forgot to put the check in the mail.

Several members of the Valley and Ventura V-8 Groups held a Ventura Venture Committee Meeting at Don Durkee's house on January 10. Plans are going ahead full-steam and they have already agreed on trophy design and quantities. When you're selecting your vacation this year, remember to save some time for Ventura Venture!

Speaking of Ventura Venture--I'm sure most of you know we're raffling a 1953 Mercury two-door sedan to help cover the meet expenses--trophies, etc. Well, ticket sales have been somewhat slow. In fact, we haven't sold enough yet to pay for the cost of the car, let alone make a profit. And that's where you come in. Just about everyone is willing to pay \$1 for a chance to win a car--especially an antique car.

I would like each member to purchase a book of tickets from Jack Miles and then resell them to your friends, neighbors, and fellow workers. There are 25 tickets in a book and the purchase price is \$20.00 so you can either make \$5.00 for your trouble, or put your name on 5 free tickets. If 100 members respond we will raise \$2,000.00 and it will put us over the hump. Please think about it.

Don't miss the February meeting--Jack Miles will be sharing tips and gadgets with us to make working on our old Fords a lot easier. He's also going to show us how to overhaul a carburetor.

Kent Lowry



VALLEY V-8 VIEWS

Vintage Vehicles at the January Meeting:

Bill Culp	29 Roadster
Alan Berlin	39 Coupe
Frank Deiny	40 2 Dr.
Don DuPree	34 Cabriolet
Jack Kelejian	36 5 window Cpe
Dan Reubens	48 2 Dr.
Bob Rose	36 3 window Cpe
Russ Sylvis	36 5 window Cpe
Harold Selson	36 2Dr Sedan & 51 Custom 2 Dr
John & Virginia Wolf	40 Cpe
Bill Woods	40 Mercury Cpe
Tom Welch	40 Cpe
Ray E. Johnson	53 ½ ton Studebaker ??

How do you like that for a nice old car turnout? Best we've had in a long time.

Our new president has us rolling. Not only a great turnout but three guests joined without being pressured! Terry Smith was collecting dues and announced that if you haven't paid by this issue, you'll have to get a copy of DRIVE LINES at the library, 'cause you won't be on the mailing list anymore.

The club voted to foot the bill for the table centerpieces at the National Installation Banquet on Jan. 26th. Since we're the host chapter we felt it only fitting and proper to do things correctly, and also, we are expected to do so whether we want to or not.....

By the time you read this, our raffle car should be a few steps further toward completion. Jack Miles got volunteers to come over and share the work. I think most of the members were at one time or another in the service where you soon learned not to volunteer for anything. Jack begged, pleaded & threatened, until finally eight of the old reliables offered to help.

Thanks to Harold Selson and Kent Lowry we had plenty to eat at the last meeting, but then we had an overflow crowd so nothing was left but crumbs and dirty napkins.

Ben DiFatta is checking out the possibility of acquiring a couple of 2 way radios for our tours so we can lessen the chances of getting lost and as well as get more immediate help in case of a breakdown along the way.

Anyone interested in a '25 Studebaker for \$15000? If so, call "Suzie" at (818) 343-7050. That's what the note sent to the club said. (I think we got the letter by mistake. The Studebaker Club meets here later in the month, and we'll forward it to them.)

Now if you really are interested in two fine cars, call Harold Selson. He has an all original '51 Ford Custom Club Cpe in beautiful shape for \$4500., and a really nice '36 Ford Deluxe Touring Sedan 2 Dr. for \$7000.

The club drawing of \$35.00 was won by Ernie Baily. He said he was going to spend it on his fine newly restored Plymouth 2 dr. Treasurer Larry Caplan found out about it and stopped payment on the check. Ernie, you know you can only spend the loot on FORD products!!!

Dave Sanborn, who incidently, is providing the refreshments for the Feb. meeting, presented an excellent slide show from LeBaron Bonny showing the work put forth to produce the excellent upholstery line. Our club was the first to see the show, & we were very fortunate to have Dave acquire it for us. It was interesting to learn that in the early 1900's, Amesbury, Mass, the home of LB, was known as the Detroit of the east, with such a great amount of auto manufacturing sub firms being there.

Don't forget the TEQUILA WILLIE tour on Feb. 24th. See the ad in this months DRIVE LINES.....

SECRETARILY YOURS,

Bob Roe

* MORE ON THE 1935 FORD *

EXTERIOR BODY FINISHES

The marketing of exterior body finishes in 1935 is an interesting case study in one phase of Ford's evolution from a product-driven to a marketing-driven company. In 1935, Ford Motor Company used its exterior body finishes to market its cars. Polish and dealer repainting services in 1935 were also marketed by emphasizing care and changes of body finishes.

The 1935 models continued with the same enamel paint type that Ford introduced into its production process in the spring of 1933. Ford used the enamel paint feature as a major selling point. In the 1935 Salesman's Handbook, Ford Motor Company stressed the unusual wearing qualities and enduring lustre of the enamel body finish. The Salesman's Handbook says the enamel finish is the result of years of laboratory experiments and rigorous tests in many parts of the world.

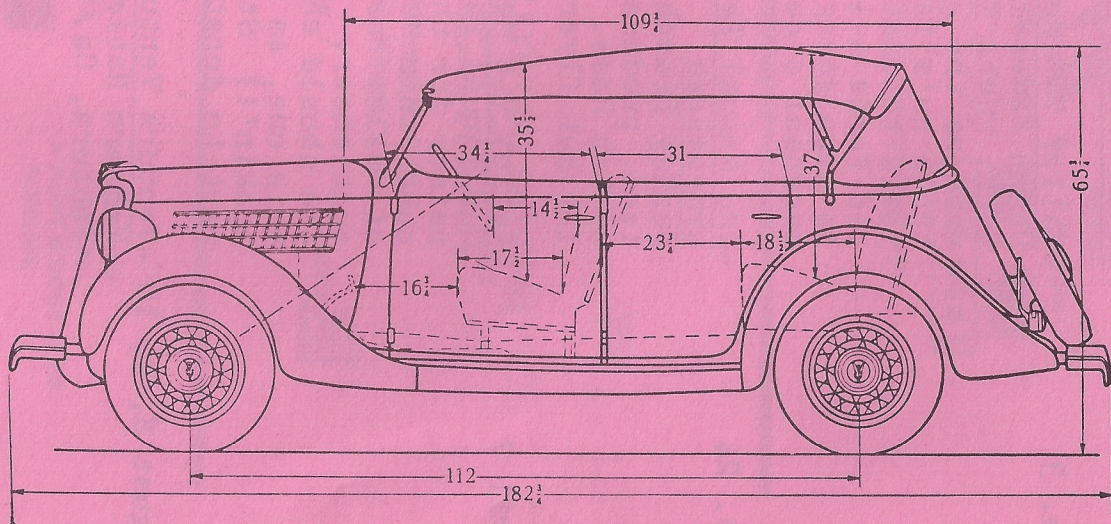
Even though the new baked enamel provided a more durable finish than the previously used pyroxilyn lacquer, Ford received most of the benefit. Painting time was reduced by five to seven hours per body when baked enamel was used instead of pyroxilyn lacquer.

The Salesman's Handbook stressed the enamel paint selling point by stating enamel is not affected by the ultra-violet rays of the sun. Consequently, it solved a problem of the average car owner by enabling him to easily keep his car bright and shiny. It did not need polishing, only a good washing to restore its original sheen. However, the customer instruction book first published in 1934 says the body and fenders should be protected from the elements by a suitable polish. It recommended a twice yearly application of Lincoln polishing wax.

Even though enamel was used exclusively in the production process, lacquer colors were used for repainting. For example, in March 1935 Ford Engineering approved five lacquer colors for use over specific Ford standard colors. This step was taken to help dealers with their repainting business.

The way Ford dealt with exterior body finishes in 1935 may seem inconsistent. However, the Company's policies were not inconsistent when one keeps in mind the Company's objective. That objective being to sell as many cars as possible at a competitively profitable price. --

Dave Sanborn



The Phaeton

COMING EVENTS

Feb. 3

-Valley V-8 Meeting

Union Federal Savings & Loan Bldg. Jack Miles will share with us the gadgets and special tools he's fabricated over the years to make working on our old Fords a lot easier. Jack is also going to show us how to overhaul a carburetor.

Feb. 24

-2nd Annual Tequila Willie Extravaganza

Sunday Brunch and Binge organized, produced, and directed by Bob Rose. Bob will be sending out flyers on this one!

April 7

-Valley V-8 Meeting

Our Annual Parts Auction Fund-raiser for the Club with none other than "Wild" Bill Norton of Valley Ford Obsolete as the auctioneer.

(We should charge admission for this one, as Bill really gets cookin'!) Start polishing up a part to donate.

August 8, 9, 10

-Ventura Venture

Western National Meet
Ventura, Ca.

MEETING - 1ST SUNDAY OF THE MONTH AT

7:00 P.M.

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