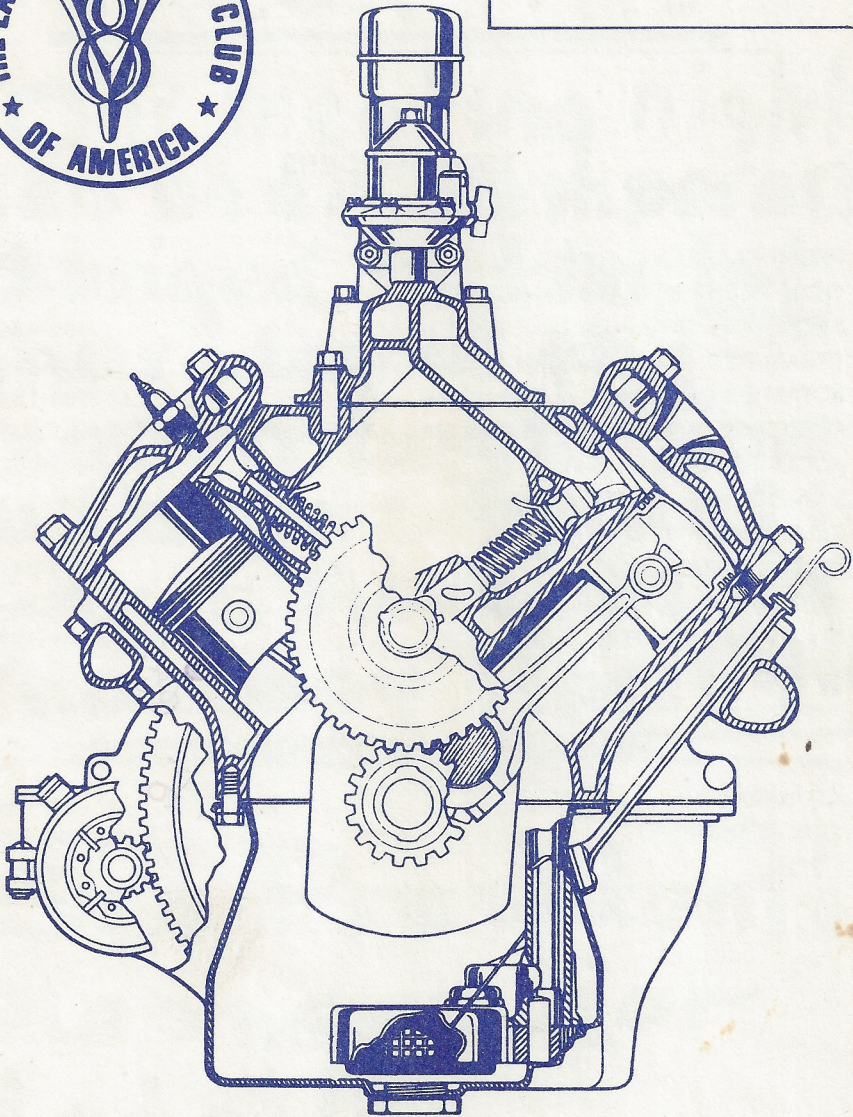




APRIL 85



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
RESEDA, CA. 91335

Read This

Our meeting night
has been temporarily
changed to the 1st
Thursday of the
month beginning
with our annual
parts Auction on
Thursday April 4th

See President's
Message for
details.

PRESIDENT'S MESSAGE

I know you're anxious to find out why our meeting night has changed, but first I want to say a few words about our Annual Parts Auction Fund Raiser.

In my five short years in the Valley V-8's, the Parts Auction has always been the major fundraiser for the club. The member's annual dues just about cover the cost of printing and postage for the monthly "Drive Lines" issues and all other expenditures (including any necessary subsidy of the Christmas party) are paid with the Parts Auction income.

I don't know how long Bill Norton has been the auctioneer at the annual auction, but he's been doing it since I've been around. And without being too saccharin, our auctions wouldn't be as successful if it weren't for him.

In appreciation for all the years of service to the club and in an attempt to find out just what makes the man tick, your "Drive Lines" news staff (Writer-Bob Rose; Photographer-Ben DiFatta) has done an indepth story on Norton complete with 8 x 10 black & white glossies (well, maybe 2" x 3")!

Now, the story about our meeting night---

Union Federal advised Harold Selson that the room had been given to another group for at least the next three months. Last year all we had to do was sign a 12-month contract with them-this year, they asked us to sign a 3-month contract, and renew it every 3 months. The problem was---they didn't tell us it was going to be first come-first served on the meeting nights. When we renewed this time, the Asst. Mgr. advised Harold Selson that someone had already beat us to the draw. I also talked with the Asst. Mgr., but she

simply wouldn't budge. There wasn't much we could do--how can you raise heck with someone when you're getting the place free?

Chuck Mair knows the President of Valley Federal (our old meeting place) and tried to get us back there; but they only had Monday evenings open. Ed Warnock is currently trying to get us a room at Vista Ford in Woodland Hills on Sundays, but that hasn't been resolved yet. To ensure we would have a meeting place, we took Thursday evenings at Union Federal until we can find a place on Sundays.

We hope you will be understanding of our situation and support the Thursday night meetings until we get back to Sundays. Any suggestions of meeting places you might know of would be greatly appreciated.

Remember, our Parts Auction is now on Thursday, April 4, at Union Federal. See you there!

Kent



VALLEY V-8 VIEWS

Cars driven to the March meeting:

Joe DiFatta.....	49	Plymouth
Ray E. Johnson.....	62	Chrysler
Paul Kirk.....	40	Buick Convert Sedan
Chuck Mair.....	41	Ford Cpe.
Bob Rose.....	41	Ford Convert
Whitney Rydbeck.....	46	Ford Taxi
Harold Selson.....	36	Ford 2 Dr.
Russ Sylvis.....	36	Ford 5 Window Cpe.

Nice bunch of cars. However, do you notice a trend developing. Look at the first three cars on the list.....Has The Gossip Editor heard about this yet?

After Pres. Lowry's opening ceremonies, Don Durkee gave us the preliminary information on the April 27th Solvang tour. The Royal Copenhagen will be our headquarters, with 20 reserved rooms. Overflow will have to go elsewhere. This is always a great tour and Mary & Don go all out to see that it's Ford fun all the way. We have until April 18th to firm up our reservations, so contact Don Durkee for details. He'll be getting a flyer out soon.

On Saturday June 8th, we are putting on a Santa Barbara brunch. This will be a welcome day for many, as Sundays are not always convenient. More on that one later.

As you all know by now, Bill "Valley Ford Parts" Norton will be here on THURSDAY APRIL 4th with our annual auction. (see this month's Drive Lines article) Bring out the parts, as we all must have 2-3 tons of goodies we're willing to part with for the good of THE VALLEY V-8's.

We had some interesting visitors at the meeting. The Hinkel Brothers, Greg, Charles, & Jim, of Pasadena, who are Lincoln people from way back, and still drive a '23. They brought a family album chocked full of interesting old car photos, and many stories to go with them. We hope to see them back soon.

The club drawing of \$5.00 went unclaimed as Tom Welch was a no show.

Thanks to John & Virginia Wolf we ate well, and Don Durkee promised to keep up the tradition at the April meeting.

Thanks to Larry Caplan for filling in for an ailing Jack Miles. Larry impressed us all with his knowledge, ability & technique regarding solving the rust problem. As he said, there are many opinions & ideas on the subject but as deliberate and precise as Larry is on everything he does, his approach to the matter is good enough for me.

Don DuPree has a new method of handling the monthly raffle. It eliminates a lot of ticket hassles. Just because he forgot the tickets and had to think up something at the last minute doesn't mean it wasn't a good idea.....

Speaking of DuPree, he has 4 21" Model A wheels if anyone is interested. Charles Hinkel has 2 NOS Ford water pumps. He thinks they might be for a 53. Terry Smith wants a 9" flywheel, and since no one had one he said he'd take a 10". He ain't Particular...

See you on THURSDAY APRIL 4th, 7:00 PM

Secretarily yours,

Bob Rose

THE GOSSIP COLUMN

The gossip editor has it on good authority that Ed Warnock is going out of the printing business & opening ED & HENRY'S GARAGE. My source tells me that the transformation will take place on or about April 1, '85. As you know, your gossip editor has never been wrong. Come to the April 4th meeting to expose the gossip goof as a phony, or to confirm his genius as an authoritative source of information.....

The Gossip Editor

+++ BILL NORTON - ONE OF A KIND +++

Van Nuys, California; corner of Vesper & Friar; year 1962. Bill Norton and Bob Holloway open a 900 sq. ft. building dealing with what some would call junk, while others would realize the value in stocking and selling old car parts!

Bill had been a Ford car and part fan for years; decided he didn't want to work and could see the business potential in the Ford field.

Also, for those of you familiar with the present store, Steve Liebring came along for the ride, also in '62. Holloway has gone his own way, though you can still find him over at the Vanowen address trying to keep Bill in line. Steve, except for a few years in college and other endeavors, came back in '76, and is still present. This shows what a strong character he has...

VALLEY FORD PARTS, as it is now called, moved to the present location in 1971, and expanded into its present tin building in '79. If you've ever had a chance to climb into the attic and risk your life looking for some part, you would never forget it...On one occasion, while looking for a Ford heater, Steve left me with a flash light and a sack lunch. I felt like Rip Van Winkle by the time I found how to get out. I did find the heater.....

Bill has bought out dealers all over the US, including Alaska. He finds parts in Mexico, Italy and more. Everywhere he goes questions are asked, and though some think he's strange, and they're correct, he finds the goods, and that's the name of the game.

VALLEY FORD also has some parts for the later years manufactured in Taiwan & Hong Kong. This is not so for the earlier cars however. You'll find advertisements in all the major motoring publications, and sales are made all over the world; Israel, Africa, Australia, New Zealand, South America, and the San Fernando Valley.

People have come in asking for violin strings, shoe laces, tooth paste, and Chevy

parts, among the stranger requests. The toothpaste he has.....

In case you wondered, the name FORD PARTS OBSOLETE was changed to VALLEY FORD PARTS because people couldn't spell obsolete on their checks. and as Bill says, "We help the public everywhere. We are not here for our personal gain, but to help perpetuate your hobby." After I got him to stop laughing, and my pants dried, he did say: "However, if I can make a buck, I shall not turn down the opportunity!!"

For those who complain about having to pay top dollar and above for a part, just go purchase it at your local Ford dealer, or price some parts for your modern Ford, Mercury or Lincoln, and before complaining about vintage parts, remember what this guy has to do to get some of this stuff.....

Say what you may about Norton, he's a pussycat in tiger's clothes, and we all better thank Henry Ford that he's here.

Come to our auktion on April 4th and see the master in operation.....

Bob Rose



* MORE ON THE 1935 FORD *

1935 PASSENGER CAR EXTERIOR BODY COLORS

Let's start by dealing with a couple of loose ends left from last month's article on 1935 V-8 ENGINE PRODUCTION, CONTROLS AND PRACTICES. The first loose end was why the reported quantity of vehicles Ford produced in 1935 exceeded the detail of production by model by 230,480 units. I can find no unequivocal answer to this question. Logical speculation leads me to believe that the difference must be accounted for by two factors. Foreign production may not be included in the statistics; and second, commercial vehicle production is not included.

The other loose end is an explanation of the 235 Victoria models listed in the 1935 production statistics. Again I don't have an answer. One possibility is the first 1935 Tudor Sedans may have been called Victoria since the Tudor had the same sloping rear end styling and two door configuration as the 1934 Victoria model. I would appreciate hearing from anyone who has a better answer to these questions.

Now let's shift to this month's topic -- EXTERIOR BODY COLORS. On December 27, 1934 Ford announced a new series of regular production body colors for its 1935 passenger models. Four of the colors were not really new, having been used on at least one regular production body style in 1934. These colors were Medium Luster Black, Dearborn Blue, Cordoba Gray, and Vineyard Green. An additional color, Coach Maroon, which had been used on some 1934 body styles, was used in 1935 in regular production for export models only.

In addition to the colors carried over from 1934, Light Gunmetal Gray was added in 1935. Duncan Blue, which had last been used in 1933, was reintroduced for use on 1935 export models.

In 1935 each color covered the entire body and fenders. This included the floor pan inside and underneath the car and under the fenders. A contrasting single stripe was used around the beltline of the body. Wheels were painted a variety of colors depending upon whether they were on a Deluxe or Standard body style and the color used on the body.

All 1935 passenger car color combinations were available on all body styles whether Standard or Deluxe. This was made possible through fleet sales or single special orders at extra cost. Ford policy was "do not lose a sale because of color combination."

Apparently some assembly plants did not follow the color specifications because in December 1935 the home office issued a corrective directive. The directive said: "It has been found that some assembly branches are not strictly adhering to the color combinations as specified for standard passenger cars, but instead are painting some standard passenger cars in deluxe passenger car colors. Only when extra cost orders are received should this be done."

Two body colors I have seen on "authentically restored" 1935 bodies are Tacoma Cream and Vermillion Red. Tacoma Cream is listed in the Antique Ford Repaint Manual compiled by Ditzler Automotive Finishes as a Ford production color. I find no other source supporting Tacoma Cream as a body color available from Ford in 1935. Vermillion Red was a Ford production color available only on Sedan Delivery, Pickup and truck body styles in 1935.

The 1935 Ford customer sales manual identified "NEW COLORS OF LASTING BEAUTY" as follows:

Medium Luster Black--All deluxe cars--entire body and fenders. Stripe--bright Apple Green. Wheels--Medium Apple Green.

Tudor and Fordor Sedans and Five-Window Coupe without deluxe appointments, entire body, fenders and wheels. Stripe--bright Apple Green.

*

Cordoba Gray--All deluxe cars--entire body and fenders. Stripe--medium bright Poppy Red. Wheels--Cordoba Gray or Medium Poppy Red.

Five-Window Coupe without deluxe appointments--entire body and fenders. Wheels--black.

*

Vineyard Green--All deluxe cars--entire body, fenders. Stripe--bright Apple Green. Wheels--medium Apple Green or Vineyard Green.

Fordor and Tudor Sedans without deluxe equipment entire body and fenders. Stripe--bright Apple Green. Wheels--black.

*

Dearborn Blue--All deluxe cars--entire body and fenders. Stripe--medium bright Poppy Red. Wheels--medium Poppy Red.

*

Gunmetal Gray--All deluxe cars--entire body, fenders and wheels. Stripe--medium bright Poppy Red. Wheels--bright Apple Green.

In addition to options listed in the sales manual buyers had other choices. Black wheels were available with any color scheme. Also color schemes used on cars built for export were available for domestic purchase on special order. The export color schemes were:

Duncan Blue--entire body and fenders. Stripe--medium bright Poppy Red. Wheels--medium Poppy Red.

*

Coach Maroon--entire body and fenders. stripe--medium bright Poppy Red. Wheels--medium Poppy Red.

To help dealers in the repainting business, in March 1935 Ford Engineering approved five

lacquer colors for use over specific Ford standard colors. Washington Blue, Slate Green and Rust Brown Metallic were approved for painting over Vineyard Green. Gunmetal Light Metallic was approved for covering Light Gunmetal Gray, and Palm Beach Gray for use over Gunmetal Gray was approved.

Ford produced a wide variety of attractive color combinations in 1935. Based on the high public acceptance of 1935 Ford V-8's, the public apparently approved.

Dave Sanborn

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* A GREAT YEAR

COMING EVENTS

ACTIVITIES

April 4 THURSDAY - THURSDAY - THURSDAY

New Meeting Day
Same Place
Valley V-8 Meeting
Annual Parts Acution-Fundraiser -
"Wild Bill Norton" will be there.

April 21 ANTIQUE NATIONALS

Near Palmdale
Info: 714 369-8737 Day
Jim 818 337-4827 Eve

April 21 POMONA SWAP MEET

April 27 -28 Saturday & Sunday
DURKEE - SOLVANG TOUR

Info: 805 495-5298 Eve
818 889-8120 Day
MEET AT: Howard Johnsons
Calabasses Parkway Dr.
Calabasses

TIME: 8:00 a.m. Breakfast
9:00 a.m. SHARP - LEAVE

MOTEL RESERVATIONS

Royal Copenahgen
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Ask for Don Durkee V-8 tour Rate

June 8 Saturday
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August 8,9,10 VENTURA - VENTURA
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