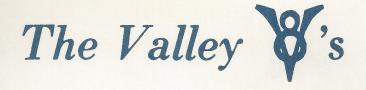


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Published by

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

P.O. Box 96 Reseda, CA 91335

THE VALLEY V8's May 1991 "OUR 20th YEAR"

PRESIDENT'S MESSAGE

Every month at our meeting, I meet more of our members. Of course, I have tried to become better acquainted with the ones I know, or have met. It gets easier to say "Hi" and ask about someone's family, or "How's business?", or "When are you going to sell me your Ford?"

Since our "Secret Handshaker" and drawing for driving your Ford to the meeting, better relations among our members has become great... but I have one question, "What would it take to get the 18 or so members that I haven't seen, to come to one of our meetings?" I wish I had the time to call each of you and ask you this question. We have sent out a postcard to remind members of either a Saturday or Sunday event.

When I get into doing something such as being President of this prestigious club, I don't stop. There is a group in this club that does quite a lot . . . say "Thanks" to them for great fellowship, programs, tours, hospitality at the meetings, and great raffle prizes.

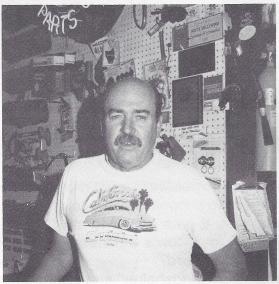
Be sure to check the calendar, as there has been come changes with June and July.

JACKPOT!!

We will draw for two \$20 winners at the May meeting.

You must be present, and wear your badge to win! (Sorry to Dick Smith and Pat Berry)

PROGRAM FOR MAY MEETING



Our yearly Auto Parts Auction, featuring BILL NORTON as our Guest Auctioneer.

Bill, along with Bob Holloway, started Ford Obsolete in 1963, on Friar Street in Van Nuys. After purchasing Bob's vested interest in the business, Bill moved the company to its present location, 11610 Vanowen Street, North Hollywood, in 1971. He probably has the largest inventory of car parts for 1909 to 1974 Fords.

Bill is a Valley Boy, born near Vineland and Ventura Boulevards. He attended North Hollywood Junior, and High Schools. Bill, and his wife, Terry, now reside in Studio City.

Bring your spare parts, some cash, or some checks to the meeting... it will be a great one!

LAST MEETING AT SECURITY BANK

ADD TO YOUR ROSTER:

JIM FOWLER

224 North Sabra Avenue Agoura, California 91301 (818) 889-6097

CALENDAR OF EVENTS

Sunday, June 2 — A CHANGE! Meeting at new location - Western Federal Savings, 12175 Ventura Blvd., 2nd Floor (½ block West of Laurel Canyon Blvd.)

Lots of ample parking, and we will have two security guards present in the parking lot. Elevator in building. Great room!

Sunday, July 7 — Meet approximately 4:00 p.m. Proceed to a member's garage, and then drive to Don and Bev Dupree's home and garage. Pizza or 6-foot sub sandwich will be available! (More details to follow)

UPCOMING TOURS

Sunday, May 19 — Pasadena City Tour

Saturday, June 1 — Motion Picture Home Parade at the Calabasas Home For Motion Picture Retirees Contact Cal Beauregard

PASADENA CITY TOUR

Meet at Woodley Park

Leave promptly at 10:00 a.m.

Dudley Oschner promises a great tour in and through Pasadena.

Make plans with the wife and family for this tour and lunch!

SECRETARY'S VIEWPOINT

By Jerry Jensen

The 1st day of daylight savings time coincided with the April 7 meeting, and many members took advantage of it by arriving early to socialize in the parking lot while it was still daylight. There was another good turnout of nearly 50 people, and 16 vintage vehicles.

Prez Joe D. opened the meeting with a discussion on tours and car shows for the month of April. The discussion covered the April 14th Wild Flower Tour, April 21st Spring Car Show at Woodley Park, and April 20th

and 21st Solvang Tour.

The April Trivia Quiz by Larry Caplan was a good one, but a couple of questions were criticized by Jack Miles and Ralph Hubbard. It is expected that these two gentlemen will be submitting their trivia quiz for publication in the near future.

Prez Joe made an appeal to the membership for more articles for the

Drivelines, so get those pens and pencils out, and get busy!

Chuck Mair was the winner of the drawing for those who drove their Early Ford V8's receiving \$5.00. Tomy Thompson was the secret hand shaker, and he decided the 17th person to shake his hand would be the winner. Tony DiMeo stepped up to be the winner of a Ford pen.

With a lack of winners in the name tag drawing the past few months, Prez Joe split the awards into three \$20 jackpots. Of the 3 names drawn, only Tony (just call me lucky) DiMeo was present. Dick Smith and Pat Berry were the other names drawn.

Tomy Thompson apologized for not having any of the shirts or caps with our logo on to look at. He promised he would definitely have some to demonstrate at the May meeting.

Nationally reknown Columbia axle expert John Deats was the guest speaker. John did not talk about Columbia's, but he did discuss and demonstrate standard Ford rear axles, using Marty Luening's freshly rebuilt unit. John also distributed an instruction pamphlet to everyone, on how to properly assemble a Ford or Columbia axle.

John thinks the most important tool that an Early Ford V8er should own is a K R Wilson ABV 156 hub puller. This is the only tool that will get your rear drums off ever time, without damage! Other points John made were DON'T sandblast the rear axle assembly, failure to properly tighten the hub nut causes most of the axle breakage, and use post war axle nuts (they are larger and cause less distortion. Not everything on the '40 Ford was improved: the rear axle bearing surfaces are approximately 90% defective

when rebuilding, compared to 10% for 39's and earlier.

Thanks to John for a very informative, and enjoyable presentation. I'm sure we all came away with a better understanding of the rear axle assembly.

Don't forget to bring a part, tool, or memorabilia to donate to the club's May auction. This is a very needed fund raiser for the club, and is also one of the most fun meetings of the year!

Vintage Cars Driven To The April Meeting

'53 Ford Convertible'50 Ford Convertible	
'40 Ford Deluxe Coupe	
'40 Ford Deluxe Tudor	John & Lin Kemmerer
'53 Ford Club Coupe	
'36 Ford 5W Coupe	Harold Selson
'40 Ford Coupe	Bill & Denise Nolan
'41 Ford Sedan Delivery	David Satel
'41 Ford Super Deluxe Tudor	William Toensing
'57 Ford Skyliner	George Richards
'63 Porsche	Jack Miles
'47 Ford Fordor	Dennis Keene
'48 Ford Club Coupe	Joe DiFatta
'41 Ford Coupe	Chuck Mair
'39 Ford Convertible Sedan	
'39 Ford Deluxe Tudor	Jerry Jensen

FOR SALE

- Parting-out '52 Ford Fordor Don Durkee (805) 495-5298.
- '40 Ford floor mat, black new \$40. '39-'40 running board covers (non-shoe box lid style) new \$40. Tony DiMeo (805) 296-4027.
- Excellent used 4.11 ring and pinion for '39-'48 Ford. Marty Luening (818) 353-1247.

WANTED

- Backup & under hood accessory lights for '53 Ford. Art Bjornstad (805) 379-2801.
- '46 Coupe interior/exterior trim parts. Any literature. Jim Fowler (818) 889-6097.

Wild Flowers Tour - Sunday, April 14th

by Lin's Happy Husband - John Kemmerer

"Wake up and smell the poppies!" was Pat Berry's theme as we assembled at Woodley Park for our almost annual trek to see the wild flowers. Club members gathered included Pat Berry, driving the '50 down from Big Pine to honcho the tour, prez and Marsha DiFatta, John & Virginia Wolf, Polly & Chuck Mair, George & Shirley Richards, Chuck & Judy Shubb and Lin Kemmerer with the husband. Prez Joe went out of his way to make each of the ladies feel appreciated by presenting them with a gift pack of Clinique cosmetics. (The guys got sun visors, that he ripped off of the Rotary.) Judging from the oohs and ahs, the women sure like Joe and his gifts. They're talking about drafting him for another year.

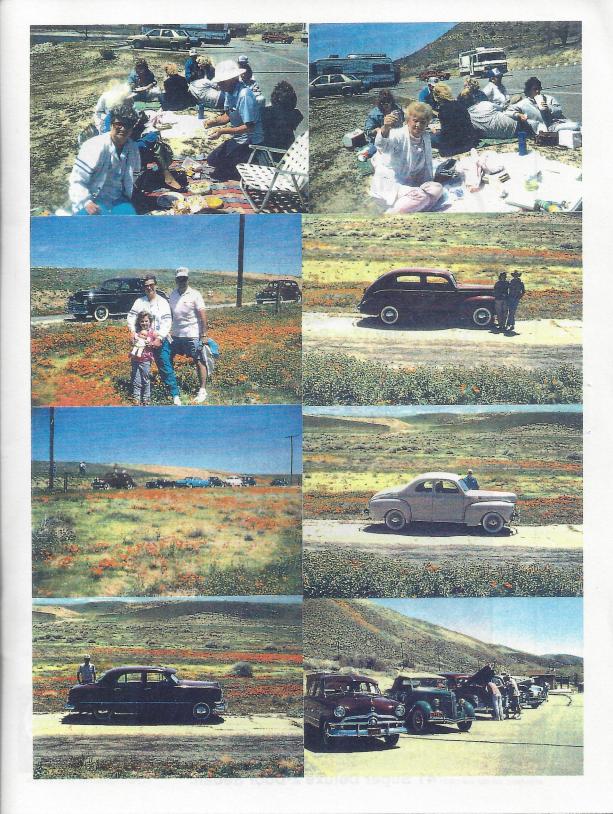
On to the flowers — heading up the "5" to Castaic Junction Lin's '40 sounded as if it was going to knock apart going over the pass. — A couple of turns of the screwdriver by John Wolf quickly took care of the ping. Pulling into McDonalds (it used to be the Landing) at Castaic we looked for the Ventura group. No one in sight. Pat did a quick turn around down the "5" to what used to be "Tips" looking for the Ventura folks - no luck!

After a short wait we took off up Lake Hughes Road, stopping at Lake Hughes for a catered lunch and some of Pat's punch. Didn't have to worry about ants or other bugs on this picnic - they couldn't take the wind. Shortly after our arrival, Art & Lorraine Bjornestad showed up in their '53 convertible with Kip & Lore Coulombe followed by Nancy & Bill Toensing in their '41 tudor.

After lunch Pat lead us to a side road and — Eureka! WILDFLOWERS, like a thousand points of light. I think everyone on the tour would agree that, no matter how many times you make this drive you never, not even once, take the magnificent sight for granted. We scampered up the hills and through the meadows. (Actually we walked kind of slow — Try to imagine John Wolf scampering through the flowers.) Pat set up his tripod and camera, taking a picture of each car.

After a pleasant drive home, it's back to reality and another week of work. There's always next weekend to look forward to though, as we top off the tank and join Don Durkee's tour to Solvang.

Thanks Pat for organizing a fantastic afternoon. Prez Joe – you did good too!



THANKS TO ...

Doug Peterson for the April cookie snacks!

Donna and Cecil Paschall will be bringing the May snacks!

Contact Virginia Wolf for June and July . . . it is easy to volunteer!!

V-8 MAY BIRTHDAYS

May 1 — Jim Albert

May 6 — Mary Lombardo

May 7 — Bill Toensing

May 9 — Doug Peterson

May 9 — Harold Selsen

May 11 — Virginia Wolf

May 12 — Ben Ostergren

May 19 — Paul Kirk

May 20 — Ann Powell

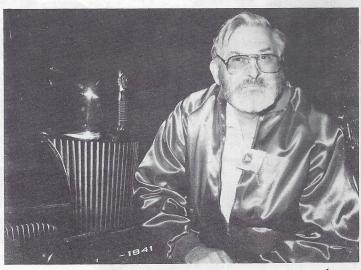
May 26 — Craig Lapair

May 28 — Emily Rosso

May 29 — Earl Hames

May 30 — Judy Shubb

May 30 — Dudley Oschner



Bill Toensing with his faithful '41 Super Deluxe 2-Door Sedan.



HENRY FORD said it;

SERVICE

In the Ford Motor Company service is emphasized equally with sales "

"It has always been our belief that a sale does not complete the transaction between us and the buyer, but establishes a new obligation on us to see that his car gives him service

We are as much interested in his economical operation of the car as he is in our economical manufacture of it!"

Henry Ford

OUR SERVICE POLICY:

Not "something for nothing"...but doing what is to be done promptly, intelligently and economically.

Many Ford Dealer



There's a Ford in your future!

REMEMBER THE BURMA-SHAVE SIGNS??

IF OUR ROAD SIGNS
CATCH YOUR EYE
SMILE
BUT DON'T FORGET
TO BUY
BURMA-SHAVE

The signs started in 1925. Leonard Odell, an attorney and president of Burma-Vita Co. started with a liniment receipe of essential oils from Malay peninsula. Along with Carl Noren, a chemist, they created brushless shaving cream. In the beginning sons Allan and Clinton would give intended stores a free jar of Burma-Shave. They explained to the store owner to try it, then they would come back in a week for the unused jar or an order.

Two hundred dollars was originally budgeted to purchase wood, paint, stencils and brushes for construction of the famous Burma-Shave signs.

Slogans were started!

Shave the Modern Way Fine for the skin Druggist have it Burma Shave Don't Pass Cars
on Curve or Hill
If the Cops
Don't get you
Morticians will

The first signs started on two roads out of Minneapolis. Six signs were planted 3 ft. deep 100 paces apart. At 35 m.p.h. it took 3 seconds to proceed and read from sign to sign.

Beneath this stone Lies Elmer Gush Tickled to death

by his Shaving Brush If Hugging on Highways is your sport

Trade in your car for a davenport

At the end of the twenties a contest was prompted...\$100 paid for each verse accepted. Entries poured in by the thousands. At one time fifty thousand entries were entered. Agency copywriters were also used to pick out the best. In 1935, public service jingles started to appear. The signs combined a safety admonition with a plug for the product.

Don't take

theft.

A curve at 60 per

We hate to lose

A customer ...

Many a forest

Used to stand

where a

lighted match

Got out of hand

Allan Odell's secretary, for thirty-three years, Fidelia M. Dearlove, did most of the paperwork on the road signs, and it was considerable. She had maps with pins that located each sign. They would have written agreements with farmers about placing the signs on their property. The general price ran \$15.00 to \$75.00 per year. In 1926, \$25,000 was spent on signs. Sales grew in 1927 to \$68,000. By 1929, \$65,000 was spent on signs. In 1930 sales grew to \$3,000,000. The relationship with the farmers was an amiable one. Leases with some property owners ran for decades. Farmers would often repair the signs themselves or have the company send a new replacement. Signs close to college towns were often taken. Special counterbored boltholes with special size nuts and bolts were created to help eliminate

In the first decades the strangest natural enemies of Burma-Shave signs were HORSES!! The signs were set in place with 9 foot posts. Horses used the signs as back-scratchers!! Therefore the signs were raised one foot.

Old Dobbin These Signs
reads these signs are not
each day for laughs alone
you see, he gets
his corn that way may be your own

Couple of witted jingles read: Free Offer / Rip a Fender / Off your Car / Mail it in for / a Half Pound Jar! – You can imagine people sending in or bringing in fenders even from toy cars and, of course, received their free jar. Another spoof jingle was: Free-Free / A Trip / to Mars / for 900 Empty Jars. Arliss "Frenchy" French, a store owner challenged Burma-Shave. Allen Odell wired back: If a Trip to Mars / You'd earn / Remember friend / there's no Return. Frenchy had people that purchase Burma-Shave empty the cream in a ice-cream carton and pile up the empty jars. This stunt made the news and the final settlement was a trip for Frenchyand his family to anywhere in the U.S.A.

Altho A Peach
we've sold Looks Good
Six million others With lots of Fuzz
We still can't sell But man's no Peach
those Coughdrop brothers and never wuz

In the late '50's the end of the signs with their sales magic was gone. People were driving too fast to read the small signs. Corny slogans were passe'.....

Times were changing.

In 1963 Burma-Vita Co. was sold to Philip Morris Co. It was determined that all signs were to be removed. The signs with the Anti-College-Boy bolts were removed along with the posts ... the signs weren't to fade and rot.

If you Farewell, O' Verse
Don't know Along the Road
Whose Signs How sad to
these are know you're
you can't have Out of Mode
Driven Very Far Burma-Shave

When the stork
Delivers a boy
Our whole
Darn Factory
Jumps for Joy

Dear Lover Boy,
Your photo came
But your doggone
Beard
won't fit the Frame



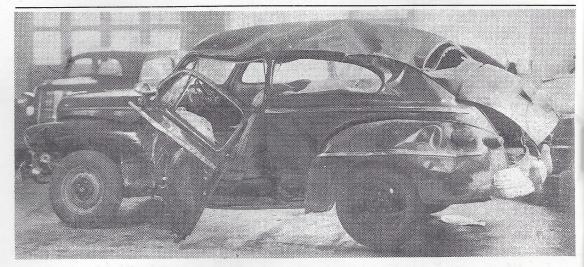
Samsonite Streamlite Luggage

TRIVIA QUESTIONS

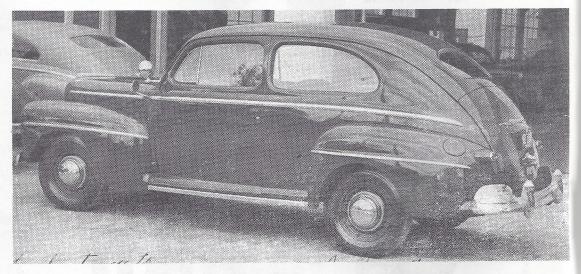
- 1. Henry Ford got his idea for a moving production assembly line from
 - A. Maserati Brothers
 - B. Meat Packing Co.
 - C. Mercedes Co.
- 2. Windshield wipers went from the top of window frame to bottom frame in
 - A. 1939
 - B. 1940
 - C. 1941
- 3. What is the differental gear ratio in 1941 sedan or coupe?
 - A. 4:11
 - B. 3:78
 - C. 3:54
- 4. What years Ford offered the previous year's front end (grill / fenders) on their Standard models?
 - A. 36-37-38
 - B. 37-38-39
 - C. 38-39-40
- 5. What 2 pre-war years did Ford not offer a wood grain dash?
 - A. 35 40
 - B. 36 40
 - C. 39 41
- 6. What was the last year Ford had the rumble seat?
 - A. 1937
 - B. 1934
 - C. 1939



OUCH!!!



These before and after photos show a '47 Ford (in 1947) that was involved in a "roll-over," and because cars were hard to get after the war, the Insurance company agreed to rebuild the Ford, provided the repair costs would not exceed the price of a new '47 Ford. Do you think we would do this today??!!



Answers to Trivia Questions

1 - B - Meat Packing Co.

2 - B - 1940

3 - B - 3:78

4 - C - 38-39-40

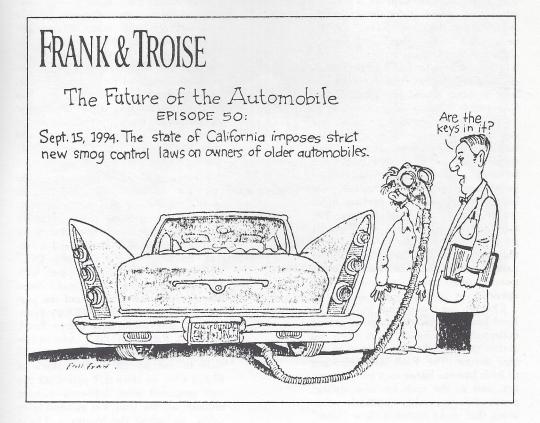
5 - A - 35 and 40

6 - C - 1939

Well, How did you do??



George Richards, along side his Lincoln . . . Where's the convertible??



Ford





The 1940 Ford marked the end of the era when all Fords looked as fast. sturdy and dependable as they were; a new era began with the totally restyled '41's. This was to be the beginning of the "Fat Ford" period, in which Ford attempted to catch up for many lost years in the styling race. The Ford chassis, kept at a 112-in. wheelbase since 1933, was finally stretched another two inches for the new, larger bodies. The lineup now included Super Deluxe models in addition to the Standard and Deluxe models, and for the first time in Ford history, a 6-cyl. model was offered. The Convertible Club Coupe was offered only in the Super Deluxe line, and now was equipped with an electric automatic top mechanism. The new bodies featured more nearly square, flat fenders, a narrow grille flanked by grille panels set into the fenders, new bumpers and trim, and parking lights set on top of the front fenders. The familiar running boards were almost gone, being covered by an extension on the bottom of the doors and quarter panels that made their usefulness apparent only when the door was opened.

The fat, un-traditional looking '41 Ford has not been very popular among collectors, until recent years when the earlier cars became expensive to obtain and restore. The Ford was beginning to look like the other cars on the market, and in the rush for new styling, production assembly methods came along that make restoring these "later"

cars more difficult than any before. The front fenders, for instance, are not one-piece but bolted together from three separate sheetmetal sections. Parts are not expensive for them, but you rarely see 'em at swap meets.

The '42 Ford, although not substantially different from the '41 except for a more unitized and attractive grille, is truly a special interest year. All car manufacturers were down to very low production levels, because the beginning of concerted involvement in producing war materials displaced car production early in the '42 model year. The attack on Pearl Harbor came less than three months after most new models had been introduced, and Ford's entire '42 production numbered only 43,407 units, with Chevrolet only slightly higher.

Because of this low production, any '42 Ford can be rightly considered as of special interest due to their rarity alone, however there are specialties within the year, too. Some 1800 Army staff officers of WW II received a "sedan, four-door, one each, color OD," which was a '42 Ford equipped with blackout lights front and rear. These are especially rare today, and the perfect collector car for the military history buff. Just three days before Pearl, the OPA (Office of Price Administration) gave the automobile industry 15 days to use up all existing stock of plated trim, so after this period all the cars produced were delivered without chrome; all the trim was painted body color, including the bumpers. These

cars are also highly sought-after today. Chances are if you do find a '42 model today, it will be quite complete, but needed parts will be hard to find.

After turning over the nationwide facilities of the many Ford plants to wartime production of tanks, trucks, gliders, engines, Jeeps, and building B-24 bombers at the incredible final rate of one an hour at Willow Run, Ford Motor Company was ready in mid-1945 to resume production of civilian automobiles. The first of the "new" 1946 Fords rolled off the assembly line July 3, 1945, ready to be snapped up by a car-starved public de-

nied new automobiles for the period of the war. Even though basically just a warmed-over '42 with a new grille and trim changes, the '46's sold well, aided by the fact that Ford was the first manufacturer to get back into postwar production of civilian cars. The '46 was still available with the 100-hp flathead V-8 or the 90-hp six, and in nine body styles. The six Super Deluxe models were the wagon, convertible coupe, coupe, sedan-coupe, and 2-and 4-door sedans, while Deluxe styles included just the sedans and the basic coupe. Late in 1946, the famous Ford Sportsman convertible was introduced.



JAY LENO, T.V. entertainer, enjoys the Ford Group at the recent tour held at Richard Carpenter's museum.



Don L. Durkee Ford V8 Driver

From Horse Barn To Dearborn

by Don Durkee

It all started 11 years ago when I went with a friend to look at a '40 Ford Convertible for sale. When we arrived at the address where the '40 was located, the gentleman who owned the car, also showed us his '50 maroon Ford Coupe. The Coupe was stored in his horse barn, and was not for sale.

When we left his house, I told the gentleman that if the '50 maroon Coupe ever was for sale, to please call me and I gave him my business card.

Well 10 years went by and I never heard from the owner of the '50 again, until one day the phone rang in my office. The caller was the owner of the '50 maroon Coupe, and he was wondering if I was still interested in purchasing the '50. It took a little while before I knew who the caller was, being it was 10 years later.

I then immediately went over to check out the '50 maroon Coupe again. The car looked as good as it did 10 years ago. It needed to be repainted, and all the stainless steel needed to be polished for it to be a #1 car again. The engine was stuck from setting so long.

I made the man an offer and said I would better my offer \$1000.00 if he could drive it to my house about two miles away. After two batteries and two starters, and two days later the man called me to come pick up the '50 for my original offer. I quickly went over there with a car trailer to bring the little maroon coupe home.

I removed the engine and complete disassembled it, but I did not replace any parts - and then I reassembled the engine. I installed the engine in the car and got it running on Wednesday night - the last week in April of 1989. The next day, on Thursday night, my wife and I, and another couple, decided to go to the Black Bart Tour some 500 miles away. We had never driven this car before, not even around the block.

The Black Bart Tour was fantastic, and the '50 maroon coupe made the 1200 mile round trip with no problems. I knew then that this '50 was a keeper.

It is now time to get ready for Arrowhead 1989 and I stripped the paint and repainted and polished the stainless. There was no time to do the chassie. I showed the car in Concourde and received a 2nd Place, which made me very happy. That's when I got the idea to upgrade the '50 and attend all three National Meets in 1990.

I restored the chassie of the '50 and took off for a one-month long trip to enter into the 1990 Central and Eastern National Meets.

The first leg of the trip was to Phoenix, Arizona, about 500 miles from my home in Thousand Oaks, California. I will call this portion of the trip, "By The Time I Get To Phoenix," and not the Glenn Campbell version. I left my house at midnight so I could cross the desert in the cool of the night. I don't think Glenn Campbell could of had as much fun as I did driving my '50 Club Coupe to Phoenix, listening to all the old songs on KRA Radio Station.

I met my friend and his son at the Phoenix Airport, who traveled with me on my way to Lake of the Ozars Missouri for the 1990 Central National Meet. Lake of the Ozars is a large lake with many fingers, as to appear as many rivers. There are also many hills with very rich green horticulture, which made the most beautiful scenery. The Meet had their driving events in a large national park, which was one of the highlights of the events. They also had a live band playing every night on the water's edge, so by day or night, the event was most enjoyable.

After the Ozars, it was on the way to Charlotte, North Carolina for the Eastern National Meet. Charlotte is the home of the famous Charlotte Motor Speedway. The Meet hotel was most gorgeous, with a view of the lake and many Canadian Honkers on the lake. And, all the concourse V8s park adjacent to the lake. What a beautiful sight! One of the tours was through one of the racing garages, and we had the privilege of viewing all the wrecked cars that were used in the move "Days Of Thunder." We also were able to take our V8s on the Charlotte Motor Speedway track for two laps.

Because of a heavy right foot, I was the only one that go to do three laps, instead of just two. But, the best part of attending the Eastern National Meet was the '50 Coupe received its first Dearborn Award.

After the Eastern National Meet was over, it was time to return to California.

We left North Carolina on Sunday, and since my wife's vacation ended on the following Wednesday, it meant a lot of pedal to the metal. We arrived home in California on Tuesday, at midnight, right on schedule. That 3000 miles in less than three days, with no problems is why I like to drive Ford Flathead V8s. They are fast and dependable.

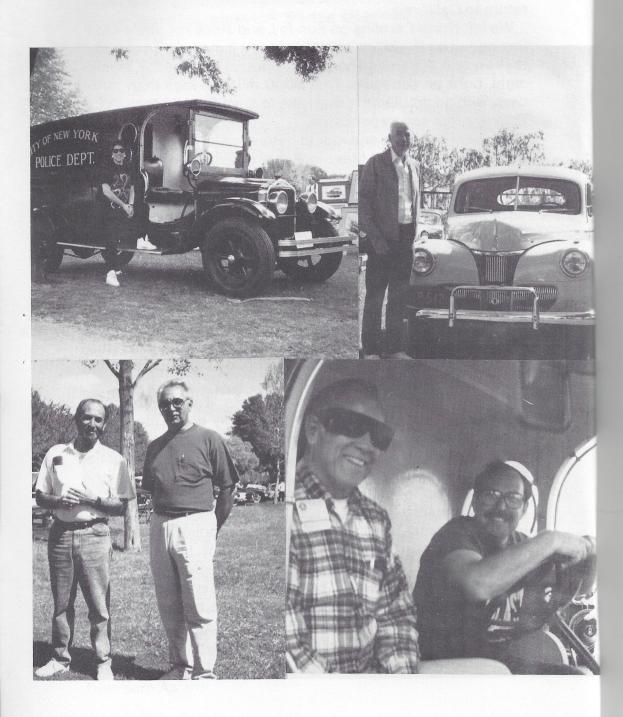
We were home for one month before it was time to leave for the Western National Meet in Reno, Nevada and hot August nights. The weather in Reno for me was just perfect - a little warm in the day time but nice warm nights.

One of the tours was to Virginia City, which appears just like the old west. Reno is a city like Las Vegas. It never sleeps. You can gamble or go to the show, or just cruise the main drag with many other old cars. The most exciting part of the Western National Meet was, the '50 Coupe received its 2nd Dearborn Award, with a score of 974. So, now the '50 Coupe is a retired Dearborn winner, which means, it doesn't have to be point judged again, it just gets a walk around. Well, it is time to return to home in Thousand Oaks, California, and our summer vacation is over.

By attending all three national meets, it made this past summer the most enjoyable summer in my entire life. Which National Meet is best? That I cannot answer, because all 3 were different. If you ever get the chance to attend all three national meets, do it! Every Ford V8er should attend at least one national meet. The enthusiasm is just great to get that next V8 project complete.

This past year, I drive 9000 miles attending those three national meets, with no mechanical problems. I drove through Phoenix and 117 degree temperatures, and on my entire trip I added 2 quarts of water, and no oil. I think this is what Henry had in mind with the flathead Ford V8. Drive them, even if its a Dearborn winner, or if its from a horse barn.

WOODLEY PARK



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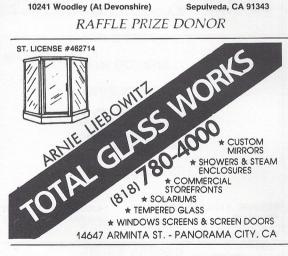
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