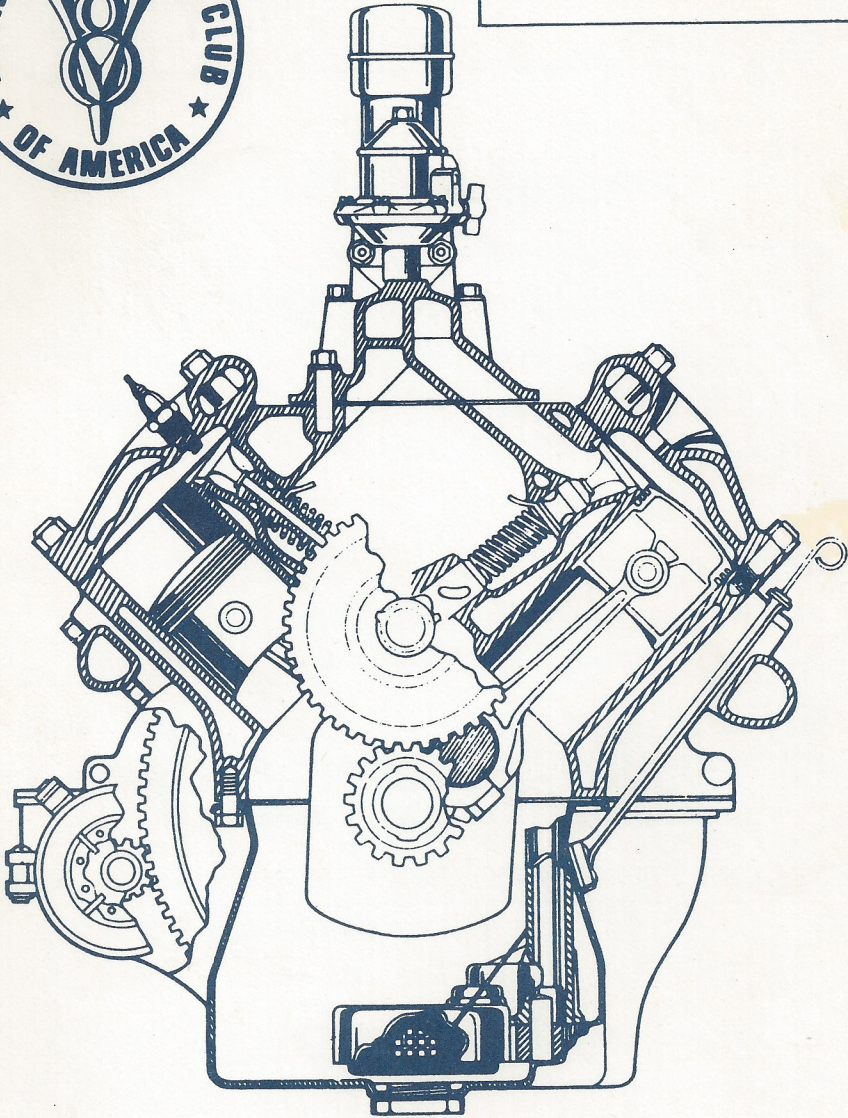


OCTOBER



Drive Lines

The Valley s

1991 OFFICERS

PRESIDENT, JOE DiFATTA (818) 782-9883
VICE PRESIDENT/ACTIVITIES, CHUCK SHUBB ... (818) 882-2927
SECRETARY, JERRY JENSEN (818) 886-5711
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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

COVER/ROY JONES

THE VALLEY V8's

October 1991

"Our 20th Year"



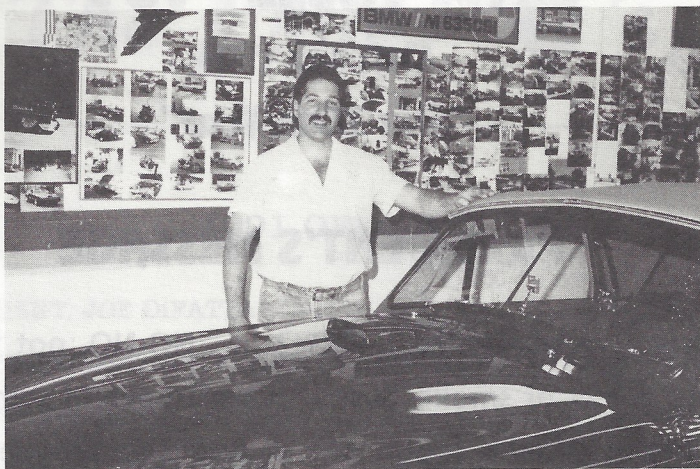
PRESIDENT'S MESSAGE

Have you ever needed a FIX?!? . . . NO-NO, not the kind you "sniff on," inject or smoke. Just a picker-upper of someone to talk to. You know, after a rough day at work, employees grumbling, receivables coming in slowly, lots of junk mail, lunch is terrible, the weather is "ick" . . . then it comes to me . . . call a jolly Irish man. Ring - ring - he answers, "Hello." You say, "Top of the morning." He answers, "May the rest of the day be yours."

Just what I needed - we joked and laughed about his removing the rear drums off his '38 Ford Pickup. He says, "Brakes need replacing, drums turned, going to take a few days to get the parts." I tell him my problems. He says, "They could be worse, look at the bright side. You'll be driving your Ford to the meeting, mine won't be ready." Well, he picked-up my day and made the ride home from work a lot easier. Oh! The jolly Irish man is our Accessories Chairman with shirts and hats for sale . . . Tomy Thompson!!

Also, was talking to Ed Hardin (one of the Charter members) and he and a few others went on a tour in 1971, up old Sepulveda Pass to Beal's Pass on the way to Newhall, lunch up at Bouquet Canyon, then down to San Francisquito Canyon, and then home. He did that trip in 1971 in his 1950 Ford . . . *the car he still has!!* We would repeat that trip during our 20th Anniversary year!

PROGRAM FOR OCTOBER MEETING



7:00 P.M. FELLOWSHIP

7:30 GENERAL MEETING

Lots to talk about . . . fortunately JOHN MANGIAPANE, owner of Show Car Restoration will give us the "Ins & Outs" of proper body work and painting of our cars.

John left Long Island, New York in 1981, in his restored '67 Cadillac Convertible. (Wonder what he did with the Cad?) He opened his restoration shop in 1987 in Van Nuys. (He is also one of our advertisers.) John has been involved with auto restoration since 1975.

Save up your questions for the end of the meeting and John will have the answers.

*Wear Your Ford
Shirt & Cap Proudly!*

**CONTACT TOMY THOMPSON
FOR OUR FORD ACCESSORIES.**

Refreshments for October
will be supplied by
Kent and Karen Lowry



CALENDAR OF EVENTS

Sunday, October 6th — GENERAL MEETING 7:30 p.m.

Western Federal Savings - 12175 Ventura Blvd., 2nd Floor
1/2 block West of Laurel Canyon Blvd. (Lots of good parking)
FELLOWSHIP — 7:00 p.m. We will have a security guard.

Sunday, October 13th — POMONA SWAP MEET

Saturday, October 19th — BOTHWELL COLLECTION

Meet at Woodley Park - 10:00 a.m. after the tour.
We will lunch at a nearby restaurant, or there are tables for a picnic lunch at Bothwell's.

October 23-27 — HOLLYWOOD WESTERN NATIONAL MEET

Hosted by the Lincoln & Continental Owners Club
"Celebrating 70 Years of Lincoln Motorcars"
Universal Hilton Towers, Universal City
Contact Cal Beauregard if interested a.s.a.p. - (818) 792-4833.

Sunday, December 8th — HOLIDAY BRUNCH

Odyssey Restaurant - Bring a toy for a needy youngster.

MEET NEW MEMBERS

Kip Coulombe (LORI)

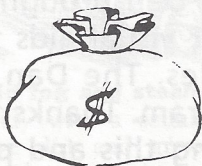
'46 Ford Pickup
'65 Mustang Convertible
1433 E. Uppingham
Thousand Oaks, CA 91360
Res. (805) 4925813

Joe Setka (MARY)

4307 Keystone Ave.
Culver City, CA 90232
Res. (213) 838-0077

Leland Wright

'52 Ford F1 Pickup
'51 Chevy Deluxe Fleetline
2020 N. Valley Street
Burbank, CA 91505
Res. (818) 846-4906
Bus. (818) 953-8643



JACKPOT!!

**We will draw for brunch.
December 8th for two people.**

(You just have to be present wearing your badge to win!)

SECRETARY'S VIEWPOINT

by Jerry Jensen

On September 9th I received a phone call from Dave Satel. Dave told a story about how three "south of the border" types tried to steal his '40 Panel Delivery. If a neighbor hadn't interfered they probably would have succeeded. The thieves were driving a blue Toyota Celica, License 123 GONE. The police were notified, but for whatever reason, did not follow up after finding the car registered in Encino. If you see this Toyota - beware!

The September meeting opened with everyone introducing themselves and telling what car they wish they had kept. It seems that a couple of divorced members were relieved of some desirable vehicles in their legal proceedings. Larry Caplan said he never got rid of any cars he wanted; and so it went.

Don Durkee gave a short summary of the Western National Meet at Whistler, B.C. One of the stories he related was about Ed Warnock. It seems Ed was towing his '32 three window near Gorman when his tow vehicle became disabled. Ed took the '32 out of the trailer and started south towards Los Angeles. The '32 was running so good that after a short distance, Ed turned around and decided to drive the '32 to Whistler. It proved to be a good decision as Ed drove both ways without any problems.

John Kemmerer was appointed the secret hand shaker. Patti Smith had good timing and shook hands at the right time to win a Ford pen. Bill Woods was the winner of the name tag drawing. The prize for the drawing was Brunch For Two at the Holiday Party. Lee (new member) Wright was the winner of the drawing for those driving their Early Ford V-8's.

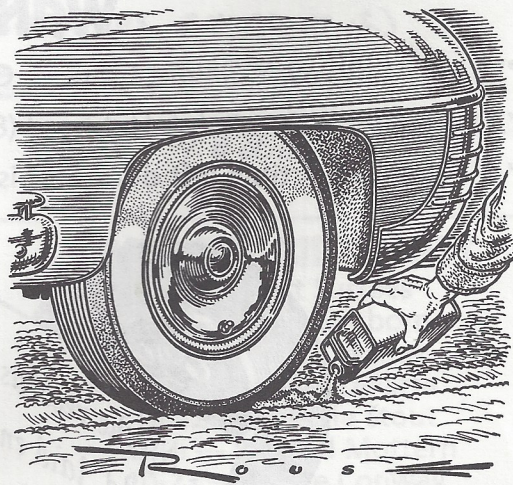
Guest speakers Dan Krehbiel and Alex DeUlloa of the Southern California Regional Group lived up to their reputation as knowledgeable Sportsman experts. Alex and Dan brought a few Sportsman parts and a number of photos for visual aids to their talk on these rare wood-bodied convertibles. The Dan & Alex Show was an informative and enjoyable program. Thanks to Larry Caplan, our program chairman, for arranging this and previous programs this year.

Vintage Cars Driven To September Meeting

'50 Ford Tudor.....	Dick & Patti Smith
'53 Ford Club Coupe	Lloyd & Donna Paschal
'57 Thunderbird.....	George Richards
'39 Ford Convertible Sedan	Cal Beauregard
'47 Ford Club Coupe	Rich Mottern
'48 Ford Club Coupe	Joe DiFatta
'48 Plymouth	Ernie Baily
'39 Ford Deluxe Tudor	Jerry Jensen
'40 Ford Woody.....	Al Spencer
'41 Ford Coupe.....	Chuck Mair
'40 Ford Coupe	Bill Woods
'53 Mercury	Don Durkee
'40 Ford Coupe.....	John & Virginia Wolf
'34 Ford Pickup.....	Doug Peterson
'46 Ford Pickup.....	Kip & Lori Coulombe
'36 Ford Cabriolet.....	Richard Valleroy
'40 Ford Deluxe Tudor	Lin & John Kemmerer
'36 Ford Cabriolet.....	Dave Sanborn



Windshield fog and steam can be wiped away quickly with a cellulose sponge. It will remove dirt and grease streaks and absorb considerable moisture before becoming saturated. A small inexpensive sponge will do the trick.



If sand is carried in a couple of one-gallon, screw-top cans, you can simply pour it under the tires when you get stuck on ice or snow. No need for a shovel to spread it. The cans are better than a box, for the sand can't scatter through the trunk.

FOR SALE

1938 FORD STD. TUDOR with late stainless trim. Very original solid California car. Original interior, near mint orig. woodgrain. 59AB completely balanced engine goes with car. Original gull gray paint - repainted 2 years ago with all pieces painted separately. New welding and chrome. \$8,000. Ralph Hubbard (818) 792-6237.

1951 FORD FORDOR, automatic transmission, new paint, brakes, wheel bearings. Rich Mottern (818) 848-4948.

1972 MACH I. New engine & transmission. Consider trades. Dudley Ochsner 818-446-1206.

1963 FORD RED CONVERTIBLE. Very good, under 20,000 original miles. \$10,000. Cal Beauregard (818) 355-2739.

1935-48 RING & PINIONS 4:11, 3:78 NOS, 3:54 used, all 10 spline; '40 Std. Steering Wheel - \$50; '40 Coupe Deck Lid - \$100. Dan Krehbiel (714) 524-3358.

'32 RIGHT FRONT FENDER. Great shape - \$700. Alex (714) 974-6396

1948 FORD SUPER DELUXE COUPE. Exactly like Pres. Joe D's. Restored, LeBaron Bonney interior, radio, heater, white side walls. Asking \$9700. Contact Joe DiFatta (818) 782-9883.

1946 FORD CONVERTIBLE. Clean. Tom McArdle at (818) 780-6272.

WANTED

'35 Ford left rear tail light bracket. Chuck Shubb (818) 709-1512.

'39 Mercury Script. Ralph Hubbard (818) 792-6237.

'47 Ford Convertible left door garnish molding. Alex (714) 974-6396.



FUN

VENTURA V-8

FUN

"JULIAN TOUR"

NOVEMBER 15TH - 16TH - 17TH IN

MEET AT THE BLACKWELLS
IN AGUA DULCE CANYON
STOPPING IN TEMECULA AT THE

"BUD AND BARBARA WILLIAMS RANCH"

THEN ON TO JULIAN
TO THE "JULIAN LODGE"

CALL FOR RESERVATION BY 11-1-91 - PHONE:
619-765-1420

MENTION - V-8 - FORD CLUB WHEN CALLING

FREE CONTINENTAL BREAKFAST INCLUDED
(OLD MINES, ANTIQUE SHOPS, SHOPPING, etc.)

MORE DETAILS TO FOLLOW

"SHOULD BE A GREAT TOUR"

SEPTEMBER BIRTHDAYS

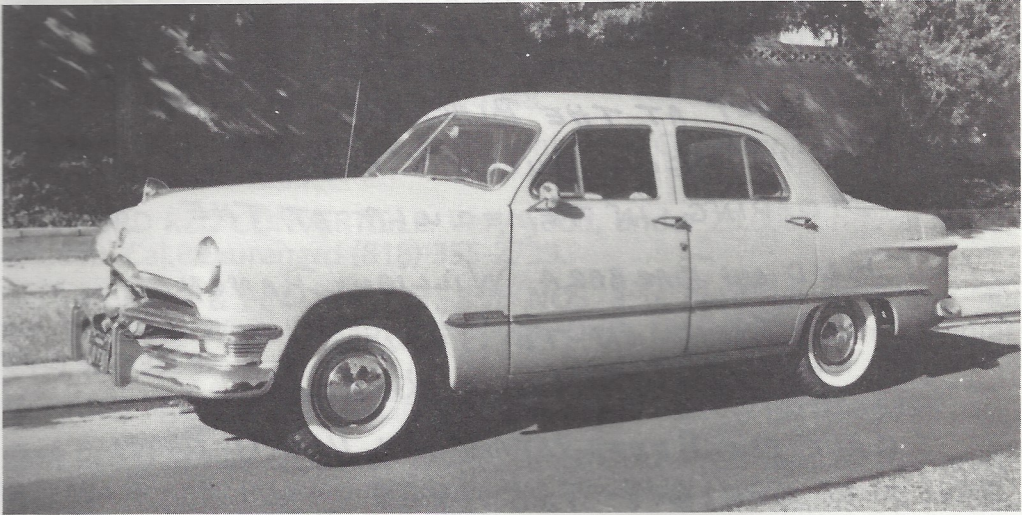
- 9-2 — Laverne Selsen
- 9-6 — Suzanne Case
- 9-7 — Tomy Thompson
- 9-13 — Ann Caplan
- 9-15 — Martin Luening
- 9-18 — Dick Smith
- 9-20 — Bob McCullagh
- 9-21 — John Wedberg
- 9-24 — Jerry Veley
- 9-28 — Diann Chamberlin
- 9-28 — Bill Carpenter

OCTOBER BIRTHDAYS

- 10-1 — Art Surtees
- 10-3 — Dave Sanborn
- 10-9 — Fritz Casanas
- 10-10 — Isabel DiFatta
- 10-12 — Cheryle Stout
- 10-15 — Richard Mottern
- 10-23 — Elaine Conway
- 10-23 — Bob Rose
- 10-24 — Jan Hardin
- 10-24 — Leslie Littner
- 10-24 — Mike Stajakovich (Stack)
- 10-29 — Cal Beauregard

"Story Of A 1950 Ford"

by Ed Hardin



In the fall of 1962, our daughter Marguerite decided to become a Registered Nurse, and in order to do this she enrolled at San Jose State University. She needed a car to go to the University in the mornings, and to the hospital in the afternoons.

A friend of mine who was the head mechanic at Beverly Hills Lincoln Mercury told me that the manager of the parts department had a 1950 Ford 4-door for sale for \$100.00. He had bought it new and it had four new tires.

Who would want to pay \$100.00 for a 1950 Ford? But I thought I could sell it when Marguerite graduated and perhaps get part of my money back. So, we bought the '50 Ford - drove to San Jose and would you believe it - Marguerite had changed her major!!

But, the car ran so well that we decided to keep it around as a second car and 28 years later we still have it.

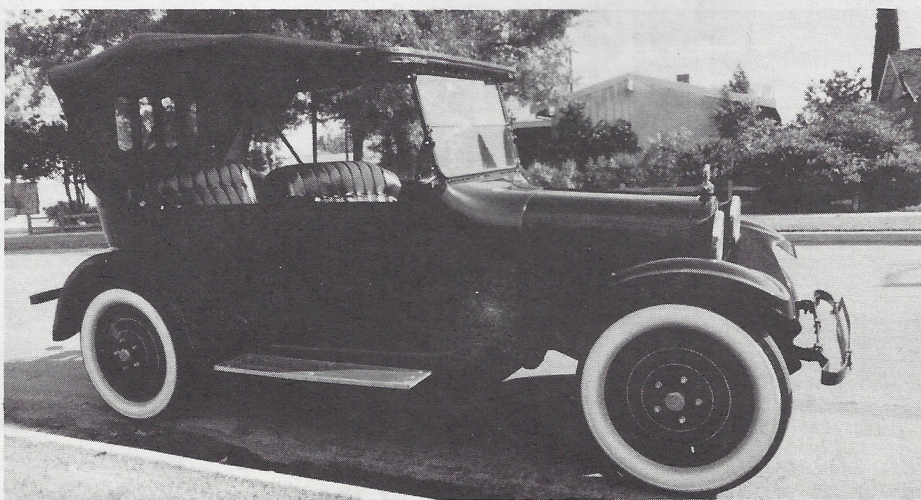
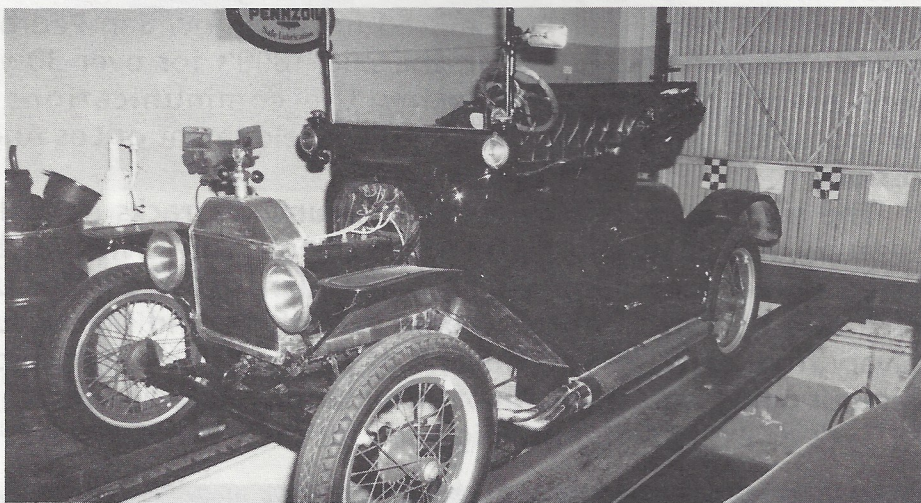
We led the first tour of the Early V8 Ford Club San Fernando Valley Chapter in the Ford. We visited the historical sites in the Newhall area, had lunch at "Tips" on Sierra Highway, and stopped at Gordy Chamberlin's home for a coke and rolls on the way home. Gordy Chamberlin was the National President, and he signed our charter - year 1971.

LOOK WHAT ELSE ED HAS IN HIS GARAGE!!

I ran some figures that might be of interest . . . "What it costs to run a 1950 Ford for 28 years?" The cost came to \$13.06 per month - this includes all repairs, tires, batteries, but not gas and oil. The Ford was always used as a second car until recently - now for parades, tours, and fun.

There have been times in the past few years when I have been tempted to sell the Ford - especially since the prices of Early V8 Fords have gone up so high - but I am glad I still own her.

I really enjoy driving the Ford and I will try to take as good care of her as she has of me.



Where was Columbus?

SEPTEMBER 7th TOUR

We had a very weak turn out on Saturday, September 7th. My guess was because there was no food around.

We went to see Steve Bond's car collection. Odd-ball cars, one of a kind, very different, etc.

He buys them cheap, gets them running, then rents them to the studios who paint and upholster them. When they are through, he sells them at reasonable prices.

Traveling South on the 405, we stopped to see the Banning Museum. For those of you who are "building" a Victorian home, you missed a great tour. You missed hearing how San Pedro was started. The Banning Family, in the mid 1800's for over 30 years, were pivotal figures in creating the communications and transportation network that made the development of Los Angeles possible.

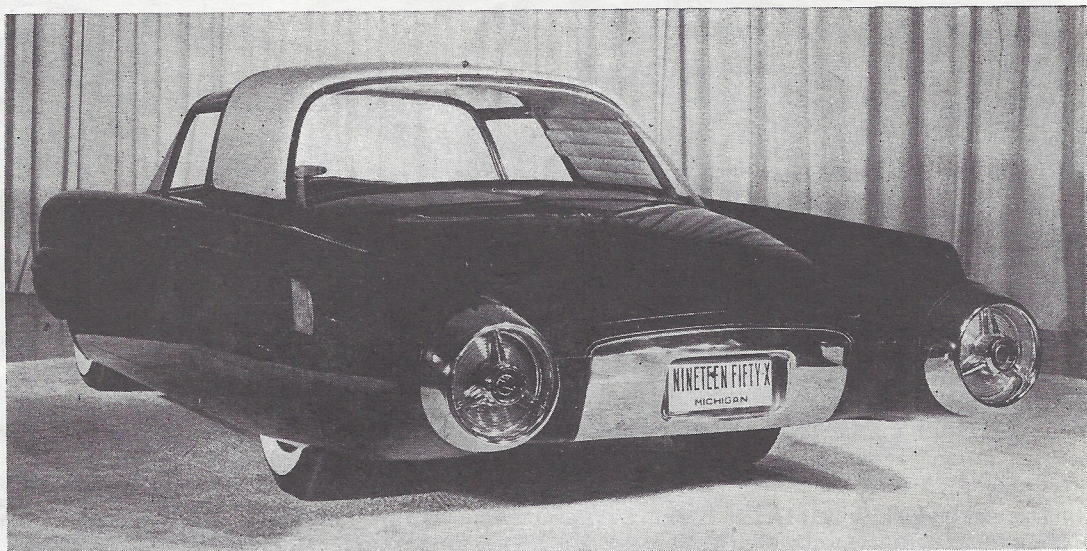
The six of us voted to see the "Drum" Barracks (a civil war museum) which was just down the street. You Civil War buffs missed a great tour. About 17,000 Californians enlisted in the Union Force where many went to become part of the 2nd Massachusetts Calvary from early 1863 to the end of the war. The rooms, pictures and tour guide were a wealth of information to see and hear.

Let's give Chuck Shubb a big hand for these tours.



Nino Russo '34 Ford Cabriolet meets with a "Twin Celebrity" car. The twin cars are the ones used for the Columbo television shows!! Actual photo was taken at the Universal Studios lot . . . Where was Columbo?

Ford Forecasts This



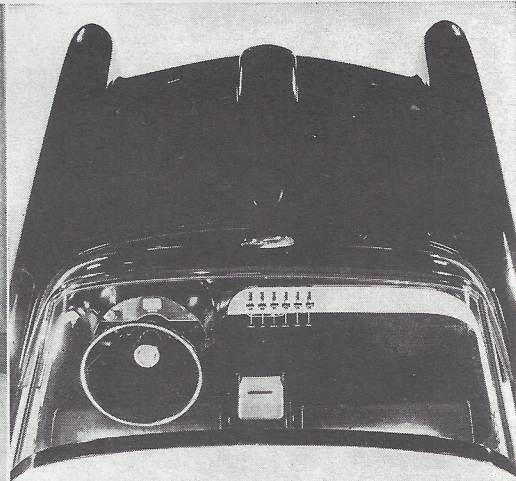
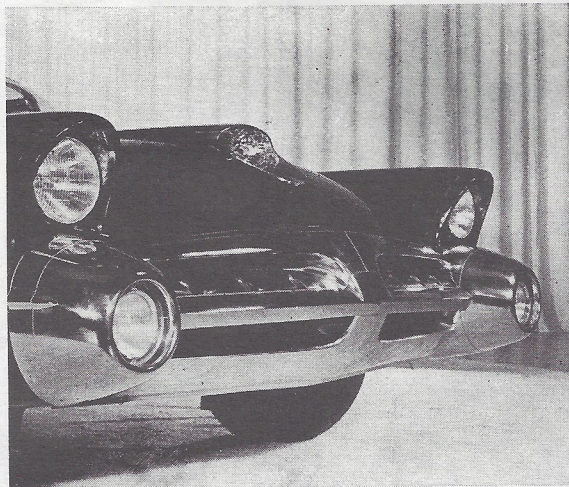
Twin exhausts are centered in the huge, round rear lights, at the ends of finned fenders.

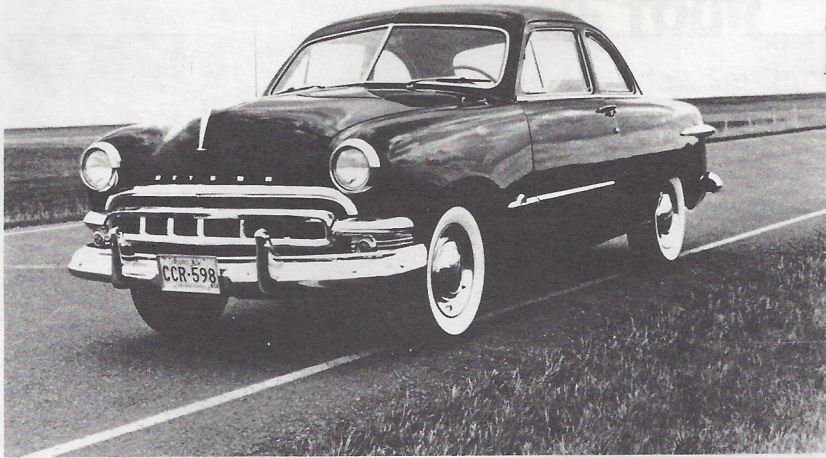
"THIS is really *my* baby," said Henry Ford II when he showed newspapermen his company's 18-foot, four-passenger dream car, the Continental 195X, which has a retractable glass top over its front seat. Rival of GM's Le Sabre, Chrysler's K-310 and Nash's NXI, the car is seriously intended for production.

Ford officials would not discuss details of its engine but said it provides "tremendous increases in power and performance." These result from a new Turbo-dyne high-compression combustion chamber, and better carburetion and manifolding. The car also has power-operated steering gear and brakes.

MID-HOOD LIGHT for parking has been added to the conventional four front lights. The Continental 195X is more than 18 feet long, less than five feet high, nearly seven feet wide.

PLANE-LIKE CONTROL PANEL has levers for brakes, air, automatic jacks, windshield wipers, and hood and rear-deck latches. Pedestal at center has telephone and dictating machine.

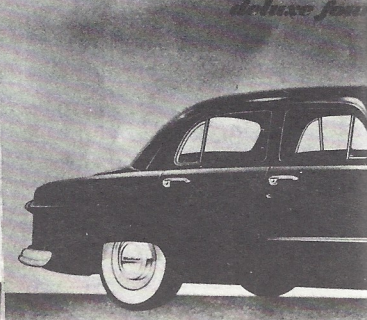
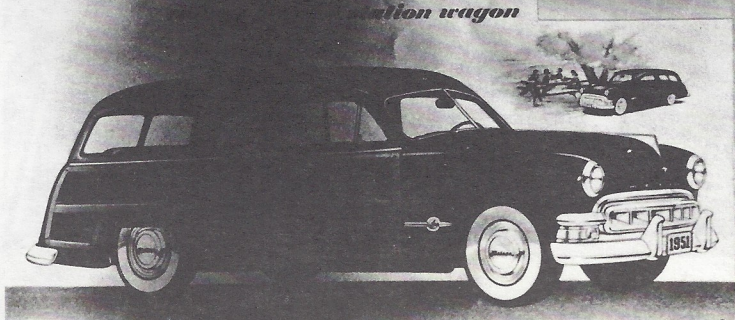
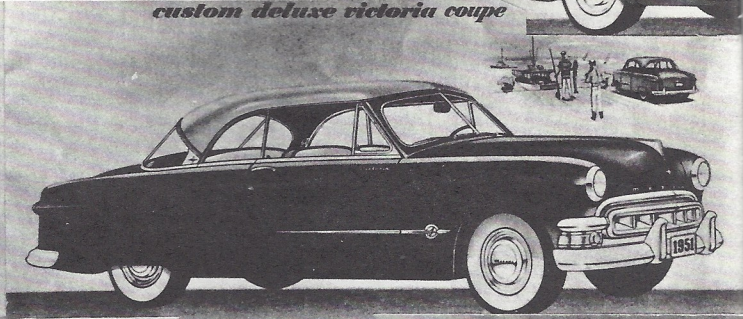
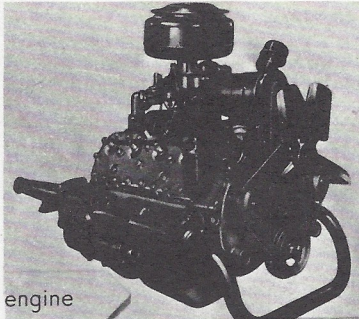
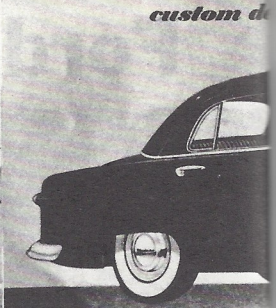




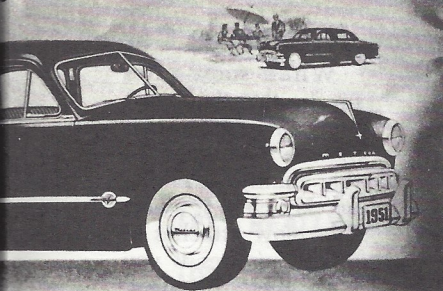
1951 Meteor

This elegant looking 1951 Meteor Custom DeLuxe Coupe belongs to Denny Morgan of Alberta, Canada. With photos of his car, he was kind enough to enclose photos of a '51 Meteor brochure, published by Ford of Canada. Quite frankly we had never seen a Meteor brochure and thought perhaps a great many of our members had not either. We certainly couldn't print all of it, and regrettably not in color. We thought awhile and finally came up with this idea to present most of the good stuff and include a couple shots of Denny's car as well.

The Canadian Meteor is built by Ford of Canada and is sold as a Mercury. In this case it was basically a 1951 American Ford with a totally unique and different grille and trim. We think you will agree that although it looks different than most of us are used to, it is nevertheless a very attractive design.



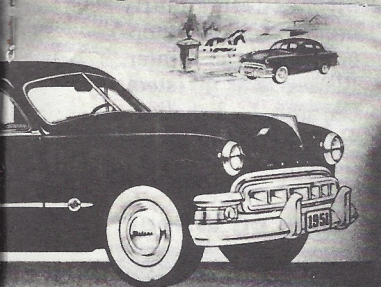
four-door sedan



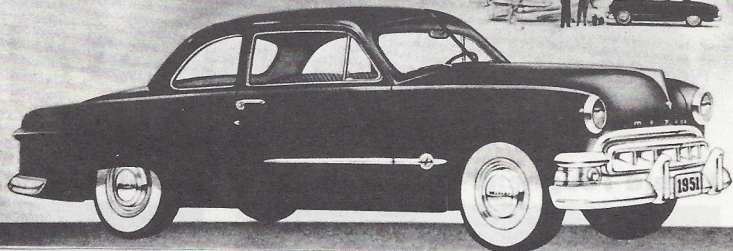
*stay miles and miles ahead with the new 1951 **Mercury***



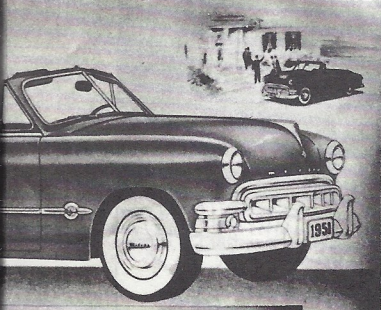
club coupe



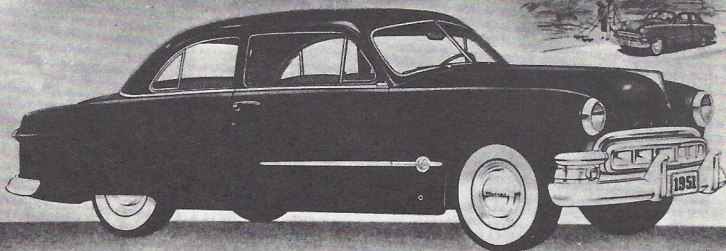
deluxe business coupe



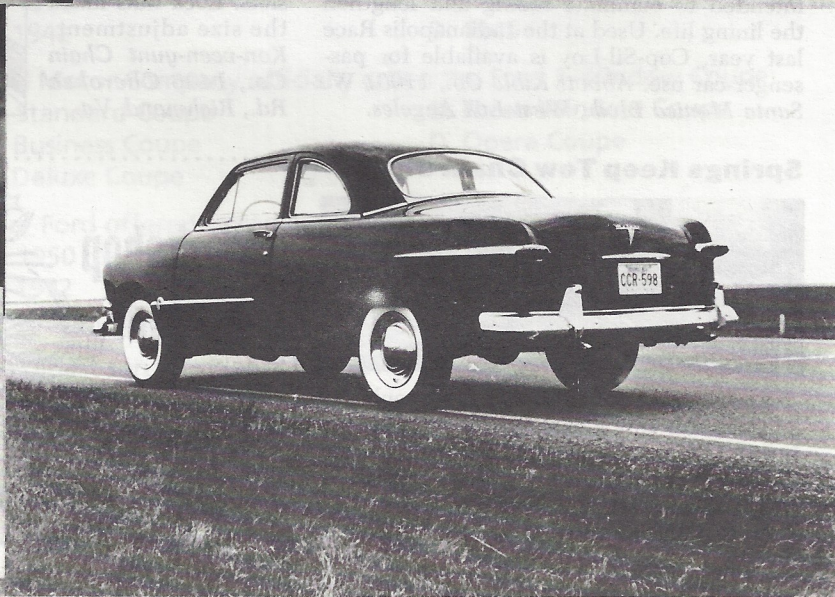
club coupe

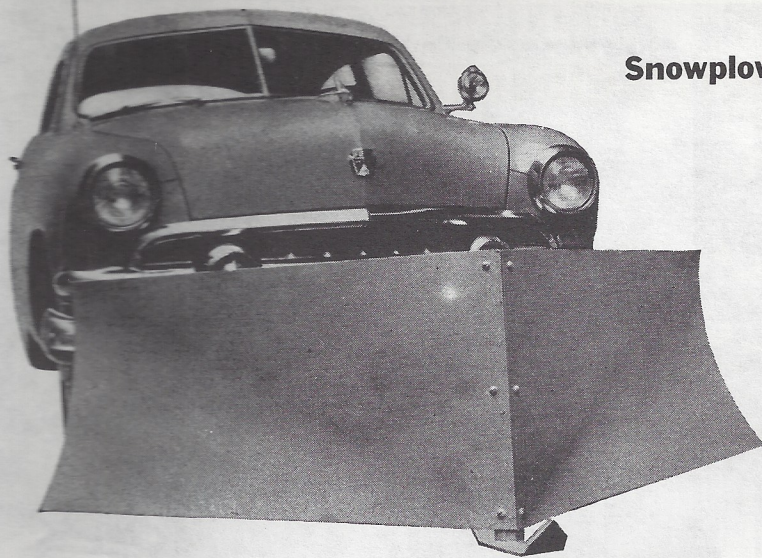


custom deluxe two-door sedan



sedan

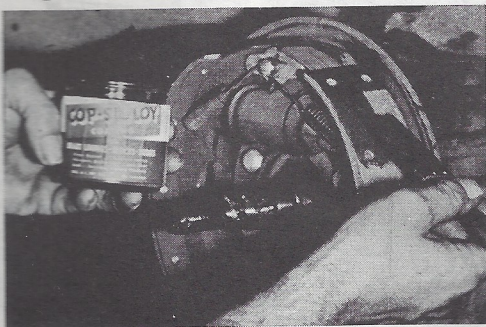




Snowplow Hitches to Car

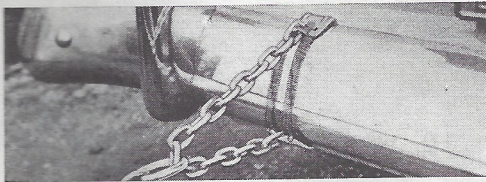
WHEN snow piles up in the driveway, you can hitch this plow to the bumper of the family car and quickly clear it away. The plow attaches in a few minutes if you keep the ball members of two trailer hitches permanently mounted on the bumper during the winter. Blades are $\frac{3}{8}$ " steel. *Cheston L. Eshelman Co., 119 Light St., Baltimore.*

Liquid Toughens Brake Lining



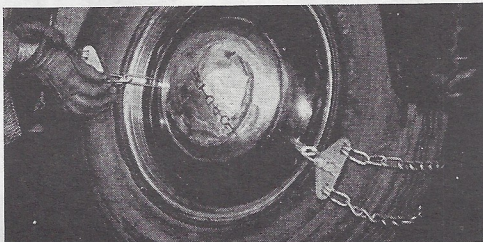
BRUSHED on the brake linings, a new liquid compound of copper and silver is intended to eliminate fading and lengthen the lining life. Used at the Indianapolis Race last year, Cop-Sil-Loy is available for passenger-car use. *Abbott Kible Co., 11001 W. Santa Monica Blvd., West Los Angeles.*

Springs Keep Tow Chain Snug

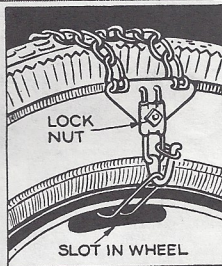


EIGHT feet long and weighing only $5\frac{1}{2}$ pounds, this tow chain can be fitted to the bumper of any car. Strong coil springs hold the clamp securely to the bumper regardless of its width. *Master Specialty Co., 3016 E. Lake St., Minneapolis.*

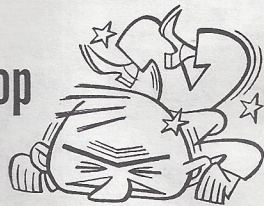
All-Steel Chains Lock on Wheel



A METAL ring locks these emergency chains on the wheel. Two sizes adjust to fit all cars with wheel slots. Lock nuts make the size adjustment. *Kon-veen-yunt Chain Co., 1406 Cherokee Rd., Richmond, Va.*



Workshop Wisdom



*Bill's brakes didn't hold worth an atom.
Relined is what he shoulda had 'em.
But instead, with a thrill,
He went down a steep hill
And for brakes used his chin on macadam.*

OCTOBER TRIVIA QUIZ

by *Ralph Hubbard*

(LET'S REALLY TRY AND STOMP HIM. SO ON YOUR HONOR - LET'S DO IT!!)

- The engine color for a 1950 Ford V-8 engine was:
A. Bronze Gold
B. Dark Blue
C. Light Green
D. Dark Green
E. Red
- The first year Ford introduced an Overhead Valve G-Cylinder engine was:
A. 1952
B. 1953
C. 1954
D. 1955
- 1949 to 1953 Mercury V-8 engines had how many cubic inches?
A. 221
B. 239
C. 248
D. 255
E. 283
- V-8 Club Members wearing a round red pin with a V-8 insignia in the corner belong to:
A. Knitting Club
B. Nothing, but they drive their V8's day and night for long distances, cross country at 60 mph and above.
C. A Pin Club in Malibu
D. A group of Army truck drivers in World War II that drove their vehicles day and night.
- What year did Ford, Mercury and Lincoln all have their parking lots on top of the fender, just above the headlight?
A. 1938
B. 1941
C. 1942
D. 1946
- In 1932, Ford Motor Company officially called the Ford 3-Window Coupe:
A. Standard Coupe
B. Three-Window Coupe
C. Business Coupe
D. Opera Coupe
E. Deluxe Coupe
- The first year Ford offered tinted glass as an authorized accessory was:
A. 1950
B. 1951
C. 1952
D. 1953
E. 1954
- Edsel Ford's oldest son was Henry II — Who was his youngest son?
A. William Clay Ford
B. Benson Ford
C. Reggie Mayfield Ford
D. Edsel II Ford
E. Hershey Ford

Answers next page . . . no peeking before you turn page!!

GREAT TURNOUT FOR SEPTEMBER 22nd PASADENA BREAKFAST

Dave Sanborn and his committee welcomed over 125 people at the Peppermill Restaurant last Sunday. Lots of raffle prizes and a great breakfast. About 54 Fords in the parking lot.

Members attending, along with wives and guests were: J. Case, J. Littner, D. Sanborn, J. DiFatta, C. Shubb, G. Chamberlin, J. Kemmerer, D. Oschner, E. Hardin, J. Wolf, T. Thompson, L. Paschal, J. Jensen, D. Durkee, A. Spencer, T. Smith, B. Toensing, N. Russo, and R. Hubbard.

Award certificates for good looking cars went to: C. Shubb, J. Kemmerer, J. Wolf (2), G. Chamberlin, D. Durkee, A. Spencer, B. Toensing, and P. Kirk.

A great morning for the Valley V-8 Club.

TRIVIA ANSWERS:

THERE'S ONLY EIGHT QUESTIONS - IF YOU ANSWERED SIX OR MORE CORRECTLY:

The use of a VCR Lorin Sorensen Tape on '35-'36 Ford or 1940 Ford.

IF YOU ANSWERED THREE TO FIVE CORRECTLY:

Call the guy that won the tape and ask him to watch it with him.

IF YOU ANSWERED UNDER THREE CORRECTLY:

You buy the popcorn and beg to see the tape!

1 — A - Bronze Gold

5 — B - 1941

2 — A - 1952

6 — E - Deluxe Coupe

3 — D - 255

7 — C - 1952

4 — B - Nothing

8 — A - William Clay Ford

Imagine
Dad
selling me
on a
Whizzer!



SAY, EDDIE, YOUR FRIEND BOB TELLS ME HE'S HAD A WHIZZER MOTOR PUT ON HIS BIKE



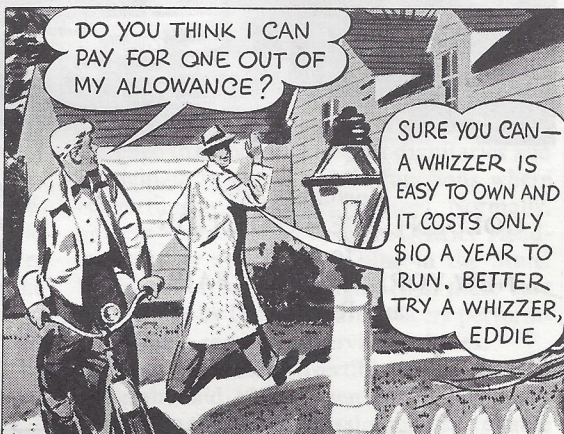
YEAH, NOT A BAD IDEA

NOT A BAD IDEA! LISTEN — HE GETS 125 MILES ON A GALLON OF GAS!



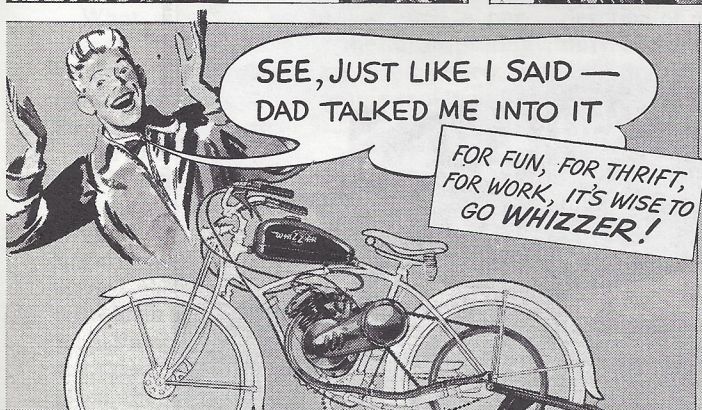
THAT'S GOOD, ISN'T IT?

DO YOU THINK I CAN PAY FOR ONE OUT OF MY ALLOWANCE?



SURE YOU CAN — A WHIZZER IS EASY TO OWN AND IT COSTS ONLY \$10 A YEAR TO RUN. BETTER TRY A WHIZZER, EDDIE

SEE, JUST LIKE I SAID — DAD TALKED ME INTO IT



FOR FUN, FOR THRIFT,
FOR WORK, IT'S WISE TO
GO WHIZZER!

COMPLETE WITH ALL NECESSARY ATTACHMENTS

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Steel Cable Core Notched
V-belt Drive

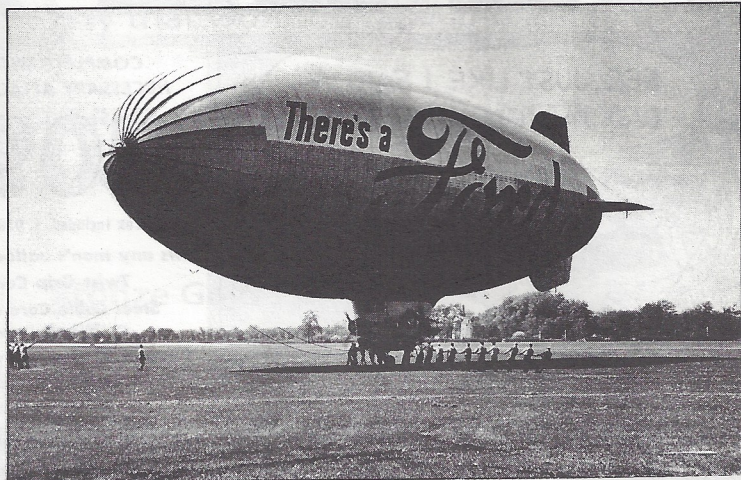
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coast to coast

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GOLDEN GATE EXPOSITION
 to
NEW YORK WORLD'S FAIR
 and Return

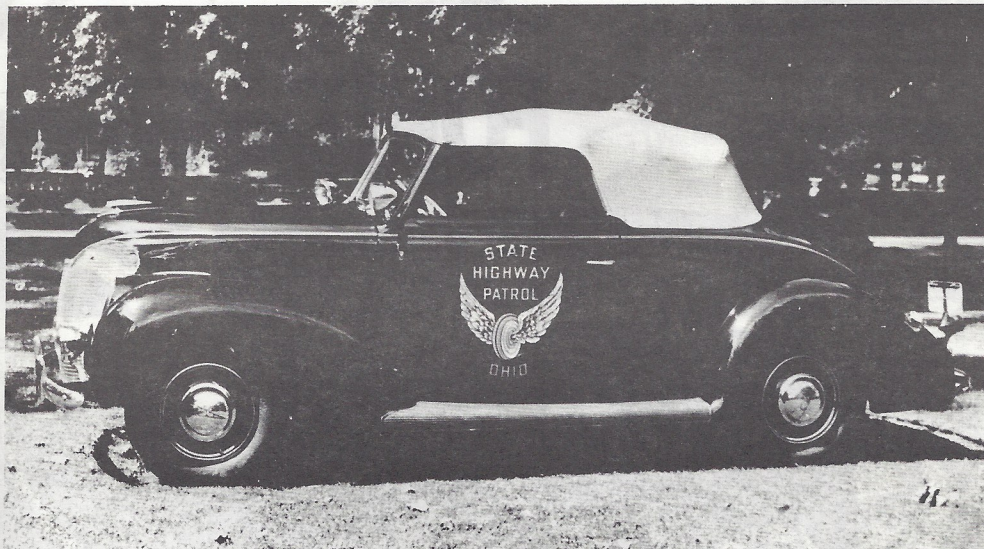
The New York World's Fair opened on April 30th, and when the milestone '39 Ford arrived, it was placed on display in the Garden Court. By the time it returned to the Golden Gate Exposition, it was covered with the license plates of all the states through which it passed, all bearing the numbers, "27-000-000."



HENRY FORD MUSEUM / GREENFIELD VILLAGE

PATROL CAR ?

By Jim Petrik



If one were to make mention of the simple fact that in 1938 the Ohio State Highway Patrol purchased six 1938 Fords, it is extremely doubtful if so much as a single eyebrow would be raised. After all, the cars did have good performance for that era, they were low in cost, and even may have had most of the attributes listed in the showroom brochures. However, the joker in this deck is that the cars were not the expected Standard Tudor or Fordor sedans, these were the Deluxe Convertible Club Coupes.

What reasoning lay behind such a purchase? Was it to trap the unsuspecting speeder? Did someone have a fun project in mind? Was there a good simple explanation? Read on and we shall see.

The Ohio State Highway Patrol was begun in 1933, with 54 motorcycle patrolmen and six lieutenants, each lieutenant having a black Brand X sedan. The present Highway Patrol has over 1400 patrolmen. When the Patrol was started, the speed limit was 45 MPH, and the patrolmen did not have the authority to enforce the speed limit. In 1940, the speed limit was raised to 50 MPH and the patrolmen were given the necessary powers to enforce this limit.

In its earlier days, the Patrol was frequently assigned to escort or transport dignitaries and participate in major public functions where convertible vehicles were required. Normally, one car was assigned to each District Headquarters, or at the most, nine in the State. When not on special assignments, these cars were driven by District Staff Officers performing their regular supervisory duties.

These vehicles (convertibles) were phased out in the mid-1950's when the Patrol sought relief from these special assignments to enable devotion of more time to on-the-road patrol duty. Motorcycles were also phased out about this same time. Information is no longer available on the cost of these convertibles, but it is doubtful that there was much cost difference from the special "police package" vehicles used by the Patrol, as these convertibles were strictly "stock."

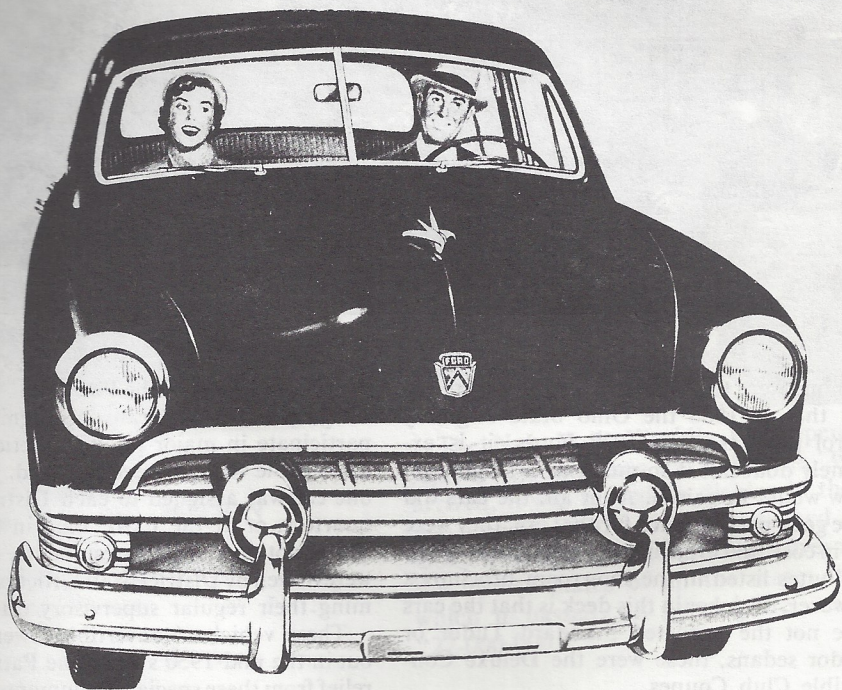
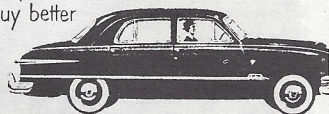
*Photograph and information courtesy of
CAPTAIN C. R. KIMBER
Ohio State Highway Patrol*

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'51

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FORD



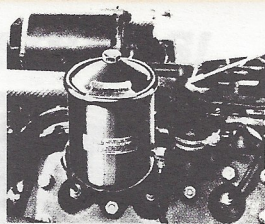
1951 found us more involved in Korea, as the U.N. forces bogged down in Korean mud. Many affluent Americans were building bomb shelters in their backyards as the wartime jitters increased. Russia had tested their own atomic bomb in the last months of 1949, and the great arms race was picking up speed. Still, life in America went on much the same. The nation watched as the great Willie Mays, batting for the Giants, stepped up to the plate for the first time on May 25. He struck out! In fact, for the next twenty-six times up he managed only one hit, and the fans had about decided he was just one more wet skyrocket. Then all that talent and promise came together as he began to hit, run, and throw with dazzling style. He was named Rookie of the Year as the Giants took the Pennant, and his baseball career was off and running. Television was coming of age as Edward R. Murrow began his famous "See it Now" broadcasts on November 18, 1951. For the first time America was linked coast to coast by television. Simultaneous live pictures of two bridges were shown

on Mr. Murrow's program: New York's Brooklyn Bridge and San Francisco's Golden Gate. Ducktail haircuts were coming into vogue, while the girls experimented with poodlecuts. Best-selling record for the year was "Tennessee Waltz," by Patti Page, and the best-selling fiction book, *From Here to Eternity*.

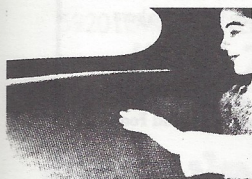
Most auto companies used the basic '49 body shell for the third year, and Ford was no exception. Both Ford and Mercury received facelifts, although of a more radical nature than in 1950. The Ford was easiest to spot, with the new "twin turret" grill that evidently paid homage to the old adage that if one was great then two must be twice as good. The Ford also received a new dashboard and instrument panel that was to be unique for only 1951. However, the new Station Wagons were to retain the 1949/'50 instrument panel with slight modifications. By mid-year, Ford had evidently decided to do it the G.M. way, and the Crestliner was discontinued to be replaced by the '51 Ford Victoria, using a pillarless top welded onto a Convertible body.

ACCESSORIES

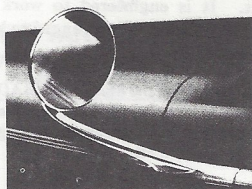
for 1941



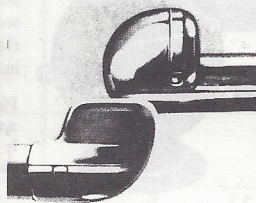
OIL FILTER—cleans the oil continuously. This increases oil mileage and reduces engine wear.



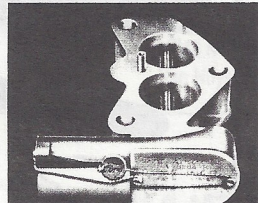
SEAT COVERS—Provide cool comfort. Tailored to a smooth fit. Art leather trimmed.



SIDE MIRROR—The base fits like a section of the car molding. Theft proof when car is locked.



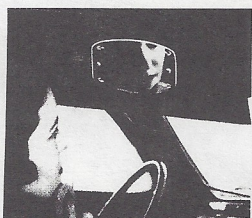
BUMPER END GUARDS—Fit over ends of front and rear bumpers for additional fender protection.



GOVERNOR—set at any speed limit the owner chooses. For Commercial and Trucks.



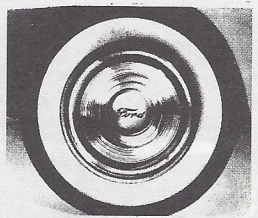
GRAVEL DEFLECTOR—fits between rear bumper and body. Keeps gravel, thrown up by wheels, from pitting the finish.



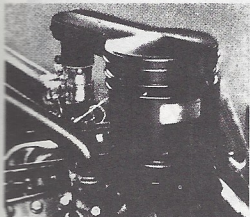
VISOR VANITY MIRROR—of high quality glass, conveniently attaches to back of sun visor. Floral decoration.



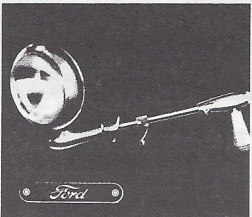
LICENSE PLATE FRAMES—trim the unpainted edges and bring license plates into harmony with the car design.



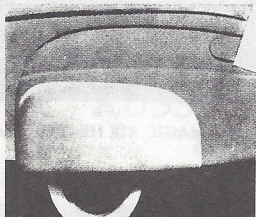
RUSTLESS STEEL WHEEL COVERS—turn wheels into flashing discs. For extra "sparkle." Cover and Band installed.



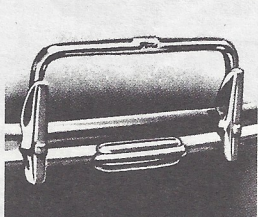
AIR CLEANER (oil bath heavy duty)—recommended for use under exceptionally dusty conditions.



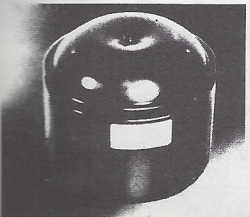
SPOTLIGHT—its strong beam is a tremendous help in finding road signs, house numbers, etc.



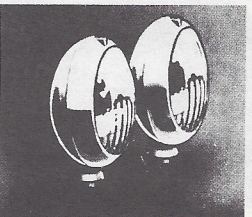
REAR FENDER SHIELDS—a "dreezy" accessory, blending with the beautiful car lines.



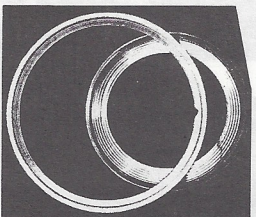
BUMPER CENTER GUARD (front)—protects the radiator grille from possible injury by another car.



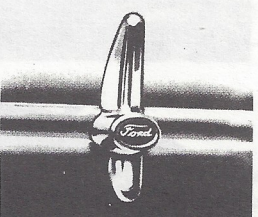
AIR CLEANER (oil bath hat type)—helps keep dust from the engine and reduces excessive wear.



ROAD LAMPS—throw a broad low amber beam improving visibility during rain, fog or snow.



RUSTLESS STEEL WHEEL BANDS—also add extra brilliance. Fit over regular wheel rim. Band and Cover shown.



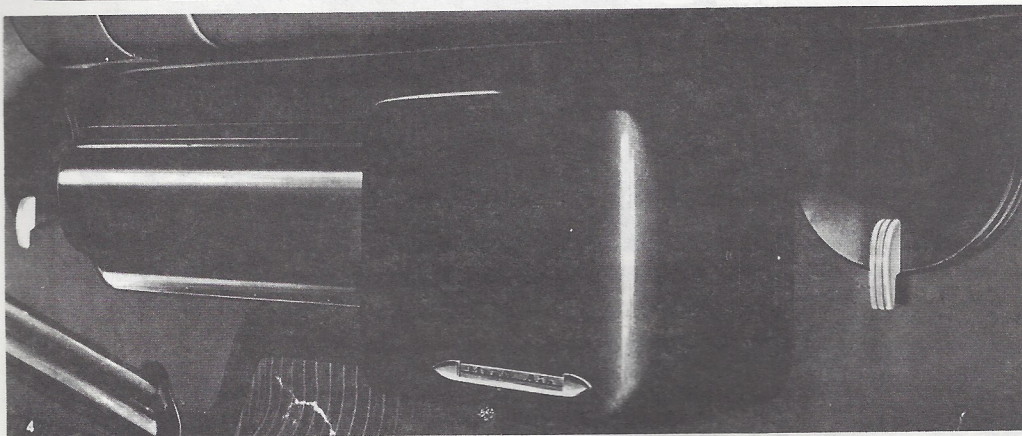
BUMPER CENTER GUARD (rear)—protects luggage compartment door. Avoids damage when parking.



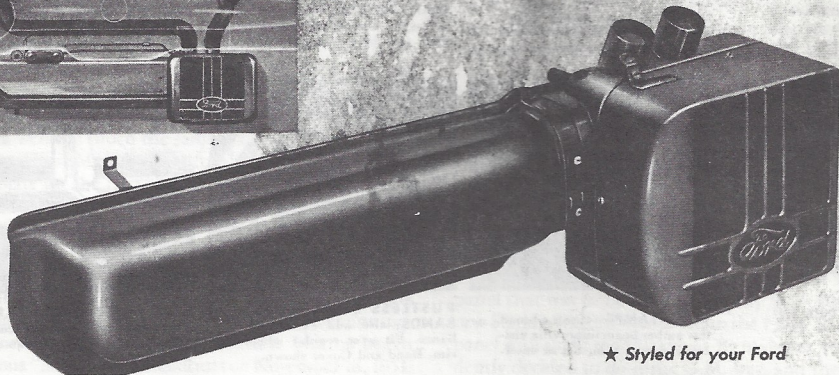
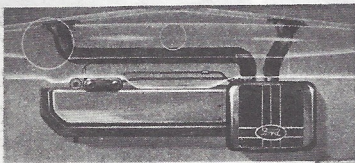
Rear Seat **RADIO SPEAKER**

The Ford Rear Seat Radio Speaker brings the full beauty and fidelity of radio programs to rear seat passengers without extra-loud volume in the front seat. It is engineered to work with Ford Auto Radios and wiring is arranged to keep both speakers in perfect phase.

Picture #3 shows the REAR SEAT RADIO SPEAKER which appears to be a ruggedly-built item that may have been fairly expensive. It obviously was not a good seller and Ford discontinued it after 1949.



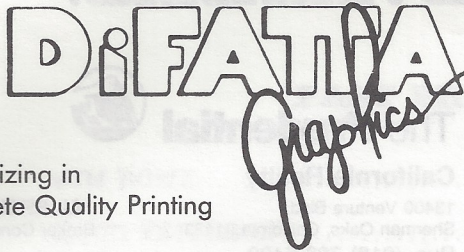
Picture #4 shows the 1949 MAGIC AIR HEATER. These heaters were restyled for 1950 and again in 1951.



★ *Styled for your Ford*

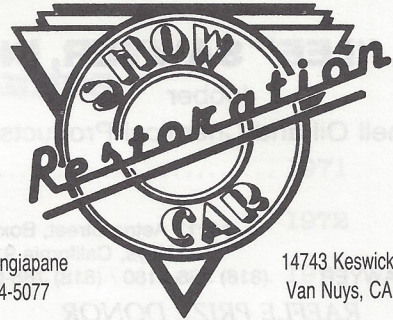
Picture #5 shows the rare RECIRCULATING HEATER and DEFROSTER. If you have one of these in your 1949 Ford you should have a copy of this article with you to prove its authenticity.

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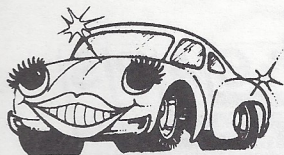
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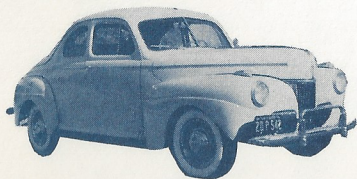
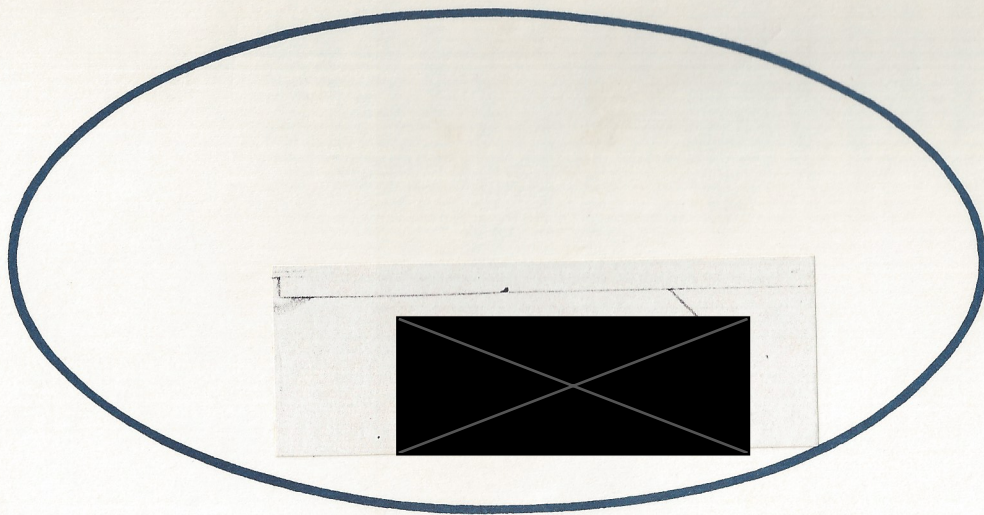
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