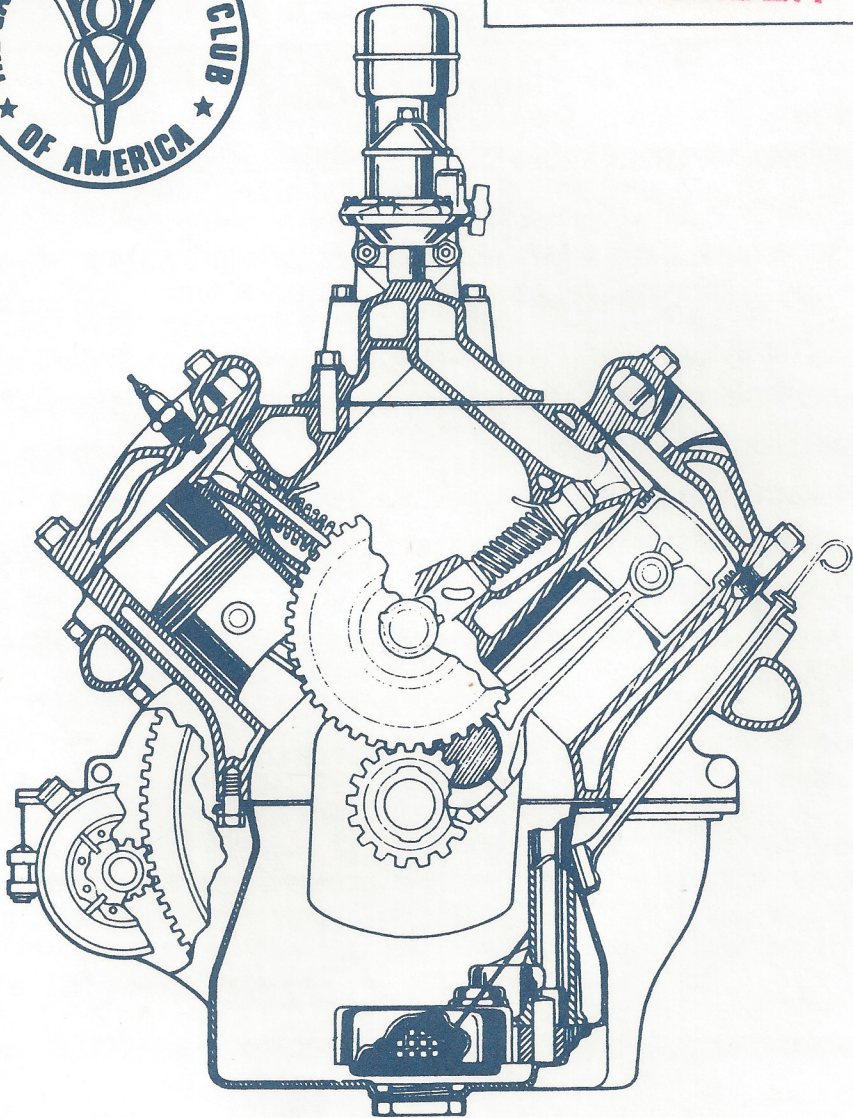




SEPTEMBER



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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

COVER/ROY JONES

The Valley V8's

SEPTEMBER 1992

PRESIDENT'S MESSAGE

As I am writing my September message in the coolness of my air-conditioned house, I look outside at the patio thermometer reading 108°. I wonder how the guys are doing on the J. Harris Tour. Maybe Chuck Mair had the right idea - going in a car with modern conveniences, like A/C Air. I am sure everyone who went to Idaho is having a good time.

REMEMBER: There is no regular meeting in September, but a Pizza Festival and very special tour to see Gordie Chamberlin's collection. See Larry Caplan's column inside this issue for where and when.

Tomy Thompson is leaving us. I want to say thanks to him for doing a good job as Accessories Officer. I wish him well living up in Gold Rush country. Lee Wright is going to take Tomy's job.

As a reminder — On September 20th there is a Model "T" Swap Meet at the GM Plant in Van Nuys; and an All Ford Picnic on October 4th at LaPalma Park. Let's all participate!

I want to wish a get well soon to LaVerne Selsen, who had a stroke. Our thoughts are with her for a speedy recovery.

I just received my renewal notice on one of my old cars. Boy, am I shocked! The DMV really wants to kill the hobby. I figure I am paying about 10¢ per mile to the DMV for the privilege of driving my old car. I am going to bring this topic up at a meeting in the near future. I know other hobbies are not taxed like this. What do you think?

We are going to have an opportunity to visit the General Lyons Car Collection in November. We must go on a chartered bus. A list will be passed around at the meeting. The tour date will be November 14th or 21st. If you are not on the list, there will not be a seat on the bus. Alternate: call a Board member - he will get you on the list. Thanks, Chuck.



JACKPOT

\$20.00

Could Be Yours!

(You just have to be present and wear your name badge to win.)

PROGRAM FOR SEPTEMBER MEETING

The program for September will take place at the home of Gordie Chamberlin high up in the hills overlooking Glendale. This is truly a case where we must go to the top of the mountain since the mountain can't come to our regular meeting place. The mountain in this instance is the mountain of incredible Ford memorabilia that Gordie has collected over a span of decades. This is the first time that this collection has ever been visited by a large group and we must be cautioned to not handle anything without asking. Suffice it to say that this is one of the most extensive collections of Ford collectibles in existence and is perhaps the only opportunity we may have to view it. Gordie will host our visit and answer any questions.

Gordie is well known to Ford hobbyists worldwide for his collaborative efforts with Lorin Sorenson that resulted in the series of magazines titled Ford Life. In addition, he has served as national president of the Early Ford V8 Club as well as regional president of the Southern California chapter. Gordie has been in the used auto sales business for many years in both Santa Monica and Los Angeles. During the early years of his business he bought and sold many early Fords which certainly had an influence in his passion for collectibles.

For our meeting on September 6th we will meet at the Numero Uno Pizza Parlor at 4917 Eagle Rock Boulevard in Eagle Rock at 6:00 p.m. for dinner. This is at the corner of Eagle Rock and Yosemite about four streets south of Colorado Boulevard. Then we will tour up the hill to fight over the very scarce parking places and walk the last two blocks to the promised land. Believe me this is going to be a promise fulfilled.

Larry Caplan

CALENDAR OF EVENTS.

SUNDAY, SEPTEMBER 6

SOCIAL MEETING AT GORDIE CHAMBERLIN'S
See a fabulous collection of Cars and Ford Treasures.

SUNDAY, SEPTEMBER 20

PARTS EXCHANGE & CAR SHOW AT GM MOTOR PLANT
8000 Van Nuys Boulevard, Panorama City
6:00 a.m. - 3:00 p.m.

SATURDAY, SEPTEMBER 26

WEST COVINA FIRE DEPARTMENT UNIQUE CAR AND
MOTORCYCLE SHOW – Featuring Antique Fire Trucks
Eastland Shopping Center
(Citrus and San Bernardino Freeway)

SUNDAY, OCTOBER 4

ALL FORD PICNIC AT LAPALMA PARK
Leave Woodley Park at 9:00 a.m.

SUNDAY, OCTOBER 11

PEPPER MILL BRUNCH
No regular meeting.

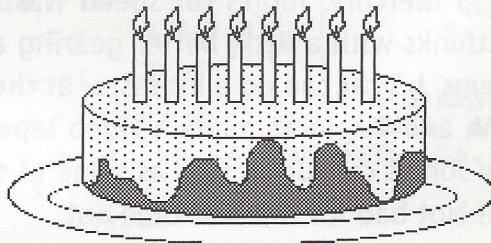
SATURDAY, OCTOBER 17

TOUR TO VISTA
Call Lloyd Felt – (714) 986-4689.

SUNDAY, OCTOBER 18

PARTY AT JOE DiFATTA's PLACE.

SEPTEMBER BIRTHDAYS



9th – LAVERNE SELSEN
6th – SUZANNE CASE
7th – TOMY THOMPSON
13th – ANN CAPLAN
15th – MARTY LUENING
18th – DICK SMITH

20th – BILL McCULLAGH
21st – JOHN WEDBERG
24th – JERRY VELEY
28th – DIANN CHAMBERLIN
28th – BILL CARPENTER

SECRETARY'S VIEWPOINT

Members and guests gathered in the parking lot at Western Savings and enjoyed the warm evening, kicking tires and swapping stories so much that the meeting for August got off to a late start.

Prez Chuck Shubb opened the meeting with the introduction of guests. Donna and Lloyd Paschal introduced their guests, Lorraine and Lyman Young, also from Simi Valley - they own a '53 Victoria. Past member Darryl Thomas, who is now a Hawaii resident, was also a guest.

Prez Chuck put a new wrinkle in the secret hand shaker program. Jerry Littner, the secret hand shaker picked several members for awards - which were Valley V8's coffee mugs instead of cash. A good idea!

Jim Winnett discussed the August 16th Tour to the Glendale Civic Auditorium for the Antique Collectors Show. The organizers are to provide special parking for vintage vehicles, but not modern cars. If that isn't incentive to drive your collector car, I don't know what is.

Bill Woods, if you are reading this, be advised that you would be \$20 richer if you had attended the August meeting, wearing your name tag. Yep! You guessed it. Your name was drawn for the jackpot.

Yours truly was the speaker for the evening on Upholstery. The big news for the evening though, was John Wolf, who broke the Class E record at Bonneville, with his recently completed race car. It is powered by a de-stroked and sleeved Ford 302 Engine. That brings it down to 255 C.I., about the same as a '49 - '53 Mercury. John's car speed was something like 242 miles per hour. John thinks with a little better gearing and with correction of a few minor problems, his car can go a lot faster at the August Bonneville meet. A friend of John and Virginia's made a video tape of the activities at Bonneville, so we saw John's car run as well as some of the other machines. Congratulations John! Not bad for the first time out.


If I don't see you at the Western National Meet at Coeur d'Alene, I'll see you at the September meeting.

Jerry Jensen

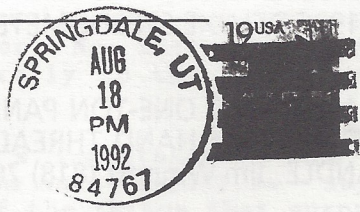
VINTAGE CARS DRIVEN TO THE AUGUST MEETING

47 FORD SEDAN DELIVERY.....	JERRY CASE
51 FORD F-2 PICKUP.....	JIM WINNETT
50 FORD TUDOR	DICK & PATTI SMITH
53 FORD CLUB COUPE	LLOYD & DONNA PASCHAL
40 FORD CONVERTIBLE.....	JOHN & CHRIS SANCHEZ
48 CONTINENTAL.....	BOB ROSE
41 FORD COUPE.....	CHUCK MAIR
39 FORD CONVERTIBLE SEDAN	CAL BEAUREGARD
38 FORD PICKUP.....	TOMY THOMPSON
47 MERCURY CONVERTIBLE	CHUCK SHUBB
50 PLYMOUTH.....	MARTY LUENING

Just received the following from Chuck Mair, who is on his way to Coeur D'Alene Meet . . .

Best of the West Prints — 

H I JOE,
 ONE '47 COUPE SPENT
 14 HOURS GETTING TO
 LAS VEGAS. THE REST
 MADE IT OK. 2ND DAY
 NO PROBLEMS. I MADE
 THE RIGHT DECISION.
 GREAT TRIP - NICE
 GROUP.
 SEE YOU SOON
 CHUCK



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BRYCE CANYON NATIONAL PARK
 Utah

A myriad of forms and spires grace the Queens Garden Trail.
 Photo by Alexander Skye

FOR SALE

- 1940 FORD STEERING WHEEL & GEAR BOX - \$75 - Marty Luening (818) 353-1247.
- 1949 to 1951 FORD SKIRTS. Don Dupree (818) 883-2747.
- 1972 MUSTANG MACH I - \$3,000 - Dudley (818) 446-1206.
- 1968 CHEVY BEL AIR COUPE - 30,000 miles. Ohio car - never driven in snow. Always garaged - \$3,500 - Kent Lowry (818) 368-9830.
- 1964 CHEVY 6-CYLINDER ENGINE (Complete) -Good for core - \$75 - Lloyd Paschal (805) 527-6464.
- 1950 FORD COUPE. Repainted Navy Blue - \$4,000 - Good condition. Black Wall Tires - Lou (non-member) (818) 766-2124 evenings.

WANTED

- 1940 FORD FENDER SUPPORT SPRING, RADIATOR SPLASH PAN, AND TRUNK LID INSULATION. Marty Luening (818) 353-1247.
- 1936 DELUXE SPEEDOMETER. Richard Valleroy (310) 828-7276.
- 1947 FORD ONE-TON PANEL HORN BUTTON, HOOD LATCHING ROLLER, LEFT & RIGHT HAND THREAD LUG NUTS, GEAR SHIFT KNOB, GLOVE BOX HANDLE. Jim Winnett (818) 768-4228.
- 1939 FORD FRONT BUMPER BRACKETS. Darryl Thomas (818) 363-6914.
- 1953 FORD OIL BATH AIR FILTER. Lyman Young (805) 526-3582.
- 1939-40 FORD COUPE. Call Sig Emerson (310) 390-6121.
- **FOR RENT:** Garage space available for rent in Van Nuys. Please call Joe DiFatta at (818) 782-9883.

A WOMAN'S POINT OF VIEW

Excerpts from: LOS ANGELES TIMES - 6/19/92 -By: Amy Harmon

U.S. AUTO FIRMS WONDER: 'WHAT DO WOMEN WANT?'

SALES: They buy half of all new vehicles, but Detroit is unsure how to tap the lucrative market.

DETROIT - The effort to sell cars to women might have reached its low point with the 1955 Dodge La Femme. Sold only in pink and lavender, with a rosebud interior and matching purse, umbrella, raincoat and boots, the ill-conceived sedan attracted fewer than 1,000 customers of either sex.

It has been apparent ever since that pastel is not the way to go. But four decades later, when women buy half of all new cars and even drive the contraptions themselves, the auto industry still has not quite figured out how to act around the "fairer sex". It's clumsiness has, by many accounts, left the lucrative women's market up for grabs.

Most agree that the industry is making progress. Auto designs are taking shorter legs and longer nails into account, auto advertising features conspicuously fewer women draped suggestively over hoods, and sensitivity training programs for dealers abound. But attracting women without turning off men is just one quandary facing an international industry that has for years billed its products as the ultimate symbol of masculinity. Meeting women's needs without patronizing them is another. Nor does it seem simply avoiding blatant sexism yet come naturally to the heavily male-dominated business.

As the statistical evidence of women's importance to the auto market keeps mounting, critics - and some auto executives - say the industry has a long way to go. "One of the things that surprises me as we have talked about this in the company and shown people these numbers is that everyone is completely shocked" about statistics that show the strength of women's buying power, says Bobbie Koehler-Gaunt, marketing research director for Ford Motor Co. With women now spending what Ford estimates to be \$65 billion annually to buy cars and trucks, Koehler-Gaunt and other industry analysts say manufacturers cannot afford to overlook the extent of women's purchasing power much longer.

As recently as 1986, for example, General Motors Corp.'s Buick division was advising its dealers to host tea parties for its female customers. Fashion shows were also recommended, until a group of GM's female managers suggested that the idea was insulting and not very effective besides. Most research has found that men

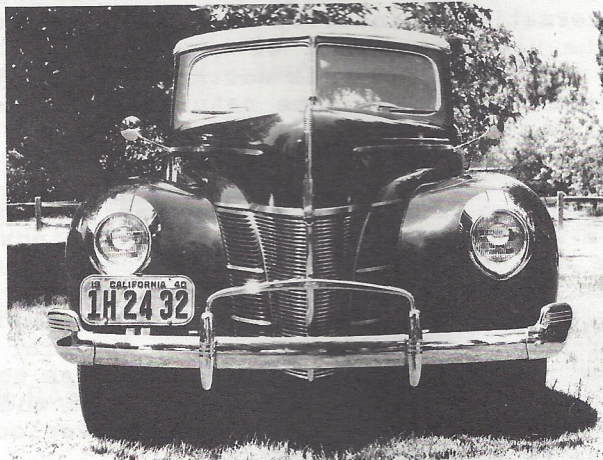
and women do want the same essential characteristics in their cars, with women placing a higher priority on dependability, safety, comfort and dealer service, whereas men care more about driving performance and speed.

Then there is the "fingernail consideration", as Niki Safron, head of Chrysler's women's committee, puts it, to which auto makers have paid near-zealous attention in recent years, designing knobs and door handles with special care for the well-manicured motorist. Lexus male engineers went so far as to paste on fake nails to wear when they were testing proposed new designs for power window controls.

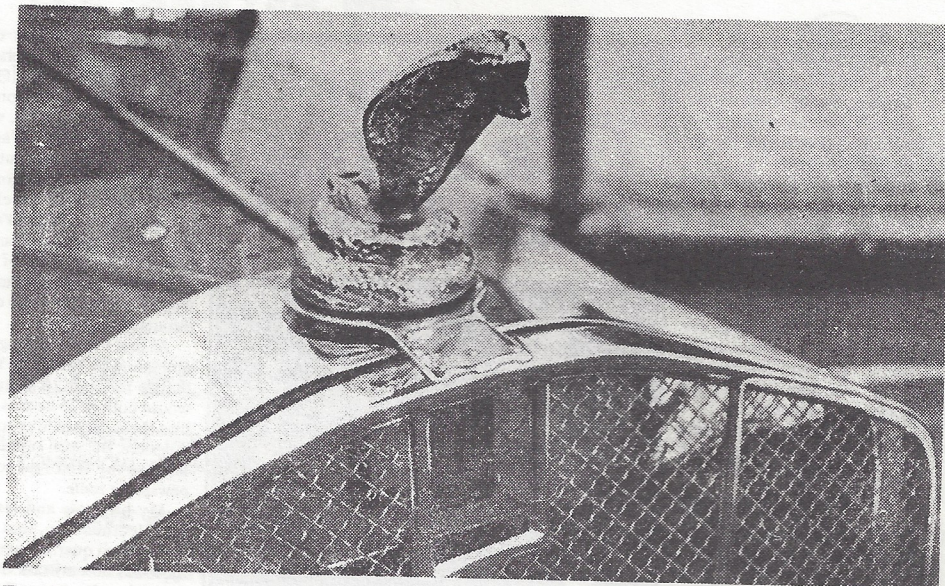
"Women's spending power isn't the same as men's. Women need to have a cheaper car", says Safron, who writes owners' manuals for Jeeps. "That's probably the main difference in what they select." Some analysts speculate that it is the bottom line, coupled with the threat of losing male customers should a model become known as a "woman's car", that has made auto makers reluctant to risk promoting a car directly to women.

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1940 FORD V-8
AMERICA'S PREWAR
SWEETHEART



Perhaps the world's most expensive hood ornament, Valentino's coiled Cobra was recently displayed at the Barrett-Jackson auction.

Art on the hood: Valentino's mascot

By Phil Skinner

He was the heartthrob of many of our grandmothers - maybe even a few great grandmothers, too! His haunting good looks drove movie fans crazy with desire. His films are classics, and through his entire career, he never spoke on film.

That was mainly due to the fact that when he died in 1924, Rudolph Valentino had not even heard of a talking picture; they were still a few years away.

But as a silent film actor, he had a most impressive aura around him. When his face appeared on the silver screen, women swooned, and young girls let their hearts pound faster.

In real life, Valentino enjoyed the fame and wealth it brought him. One of the most exciting and visual ways to spend gobs of money back then was on the automobile. Reported to have a stable of up to 10 cars, Valentino drove only the finest. No Tin Lizzies in his livery.

One of his more notable films was "Cobra." To promote the film, and as a way of saying thanks to Valentino, a solid gold Cobra hood ornament was produced for him. Featuring ruby eyes, the viper sits coiled atop the radiator, its head shield flared, and fangs exposed ready to strike.

So popular an item was this that several aftermarket reproductions were made for the general populace. Instead of real gold, the imitations were gold plated at best, or more often in brass with no eyes or red glass in place of the rubies.

The original Cobra hood ornament is still in existence, and was displayed at the 1992 Barrett-Jackson auction in Scottsdale, Ariz. There it was shown sitting on the hood of a beautiful Isotta-Fraschini phaeton.

Valued at close to \$40,000, this may well qualify it as the world's most expensive hood ornament.

OUR DISTRAUGHT Mom sat at the kitchen table, intently watching Dad try to revive our old refrigerator. Shaking his head, Dad pronounced the ailing machine dead.

What would we do now? The year was 1948, and our family didn't have a lot of money. The look on our parents' faces told us that things were pretty bleak.

My older brother, Bob, summoned his five siblings outside to convene on the porch steps. Mom and Dad needed help, and here was our big chance to contribute.

Sister Carol, age 17 and a true organizer, suggested a plan which would require all our efforts.

A few days earlier, Carol said, she had seen some shiny new refrigerators on display in the window of our local appliance store. Each had a funny little box attached to its side. Puzzled, she had gone into the store to ask about them.

What Were They?

The mysterious devices turned out to be coin boxes. You could purchase the refrigerator with no money down. The store would deliver the refrigerator free. But to keep it operating, it was necessary to deposit two quarters a day into the box.

Then, at the end of the month, a man would come to collect the money and credit your account with the payment. After 12 months the coin box would be removed and the new refrigerator would be paid for.

There was just one hitch.

The coin box was on a 24-hour timer. Unless two quarters were deposited every 24 hours, the box automatically shut off the refrigerator! You had to keep feeding the fridge quarters or your food would spoil.

But two quarters wasn't all that much... was it? Carol's proposal was this: The six children would commit to depositing two quarters in the box every 6 days for 1 year.

We thought it was a smashing idea, and we accepted her proposal with enthusiasm. We felt an enormous sense of

WE FED OUR FRIDGE COLD CASH!



Six brothers and sisters had a plan to help out Mom and Dad...but it meant feeding this "critter" every 24 hours.

By KerryAnn Sime, Bakersfield, California

pride because we could help the family. We presented our plan to Mom and Dad, and after a lot of persuasion on our part, they accepted the idea.

Delivery Day—Finally

The refrigerator we chose, a brand-new International Harvester, was delivered the following week. As the delivery men rolled it down the ramp, the neighbors began to gather.

Mom's appreciation and pride made the whole plan worthwhile. No longer would she need to fret over the soured milk, rancid butter, moldy bacon or

wilted vegetables that our old undependable refrigerator had wrought.

The postwar economy, while slowly recovering, was far from prosperity. Wages were low. I became acutely aware of the value of money when—6 days after the electric monster arrived—it was my turn to deposit two quarters into the hungry belly of the coin box. And I was aware of it again and again every 6 days throughout the year.

At first I tried meeting my obligation by collecting soda bottles for their 2¢ refund. I would collect 25 bottles and tote them on my bike to the drugstore. But soon I turned 12 and got my first real job, a newspaper route.

My brothers and sisters soon learned, too, that collecting two quarters every 6 days was no easy task. It had seemed easier during the enthusiasm of developing our "flawless plan". Still, difficult as it was, we stuck with our agreement.

Learning About Earning

My sisters earned their share by baby-sitting, baking and taking in ironing. Brother Bob had various odd jobs in town. There were times when we traded days with one another in order to keep the stream of quarters coming.

There were some very close calls, but we always managed to come up with enough money to feed the monster just before shut-off time.

By year's end, Mom and Dad never had to come forth with a single quarter. After 12 months of collecting \$15 a month, the appliance store removed the box and gave us kids a paid-in-full receipt for \$180.

The refrigerator was ours! It was a momentous day to celebrate. Each of us knew we had been part of accomplishing something special. That felt good.

But I don't think I'll ever forget the fear that big electric monster put into me. When the timer was running out and I had only one quarter in my pocket, it was downright frightening!

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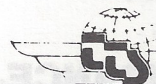
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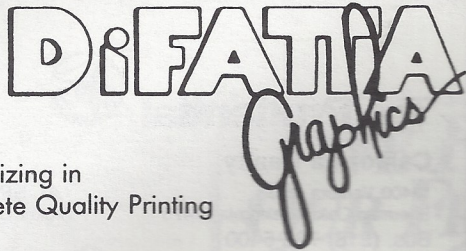
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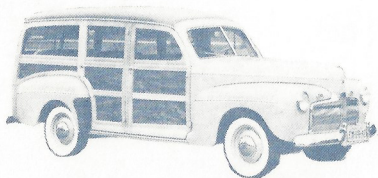
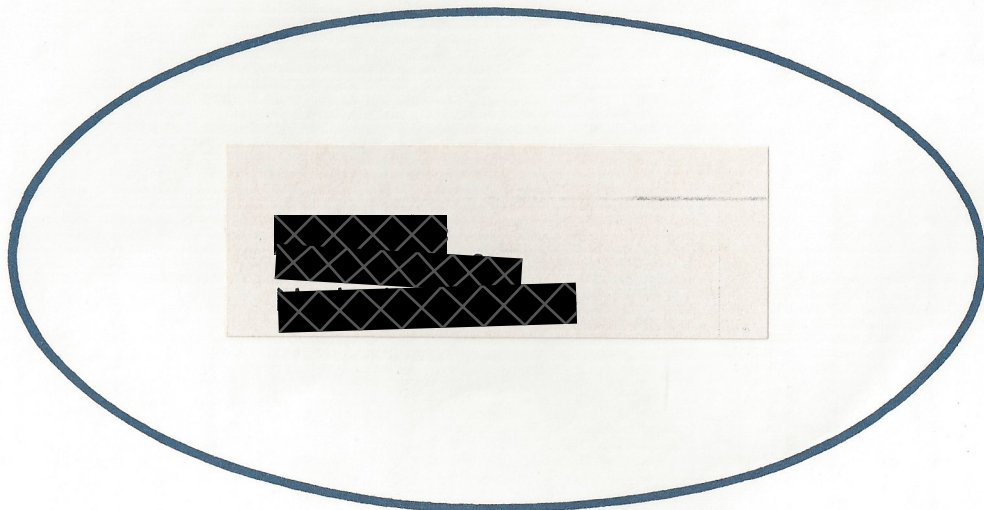
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DON DURKEE	1974
ED WARNOCK.....	1975
JOHN BUSK	1976
CHIP WERSTEIN.....	1977
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