

December 2003



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This has nothing to do with featured cars,
I just thought it was worth reprinting
By the way DUES are due \$10.00

Veterans Day Parade in West Richland

We had another great time at the Veterans Day celebration in West Richland. As you probably know from all media hype, the moving wall was there. This is a half size version of the wall in Washington, DC. The site was quite impressive. I felt a sense of awe even though I didn't have any friends or relatives on the wall. It was a well organized event. My hat is of to the city of West Richland. The parade was equally well run, and we had a great showing. I think we had 9 cars in all.



Thoughts to Ponder

On the Canadian 2 dollar bill, the flag waving over the Parliament is an American flag



Wayne Williams with his 55 Studebaker pickup, Bob McClary in a 55 Oldsmobile, my 41 Dodge, Joe Kuhns in his Model "A", Earnie's Hudson, Ed Edwards had two cars, his 53 Ford and his Crosley station wagon, Eldon had his 55



Dodge, and the Armstrongs were there with their 27 Model "T", Oh and Jack was there with his 40 Merc. I

guess that makes 10 cars. If I forgot anyone I'm Sorry. I guess all the pressure we put on Ed had some results, his trunk was full of Spudnuts. There was also a Chinook Helicopter and some music (?) supplied by bagpipers.



Well the gang all gathered at Vern and Martha's for some apple squeezin this past Sat. As you can see it was a little cold that day, but that didn't stop the work.

There is Russ and Fred hard at work, I think. I will give the Shreves credit for having a well organized work party!



And here we have our two intellects discussing the finer points of hard work.(Bob and Bob)

To the right is our accountant hiding his face from the camara, wonder who he is hiding from?



Here we have a very hard working pair (Eric and Annie Tchemitcheff). Below are our club members doing what they do best.



2

CAR OF THE TIMES. YOUR DE SOTO

TOMORROW'S STYLE TODAY

3

DON'T tell it to the Marines—they KNOW!

INTERNATIONAL TRUCKS

4

PACKARD

What every motorist can learn from a Mustang pilot

*Surviving That Start
Away Down Deep*

The Road Leader, Not Just

5 *Lincoln Zephyr V12*

The Year They Stopped Making Cars

World War II brought some mighty lean times for lovers of new automobiles.

By Bill Schwartzberg Flushing, New York

IN THE FALL of 1941; American carmakers introduced the 1942 models. I was only 4 years old at the time, but I was already a car buff.

I loved playing with toy cars, and our '38 Olds rarely left the house without me in it: The car often went on random rides to nowhere since that was the only way Father could get me to stop pestering him!

Visitors to our house got the same treatment. I'd often talk them into taking me for rides around the block in their cars.

I still vaguely recall December 7, 1941 and the gloom that settled inside our house. I certainly didn't understand what "war" meant and how it would make life pretty grim for a 4-year-old car buff.

For adults, the impact of the coming war was apparent in most advertising for the 1942 'models: Those ads emphasized fuel economy, durability and conservation of scarce resources. Highlighted were each manufacturer's contributions to the defense effort. A common theme was "choosing a better car for the long haul", a hint that soon; new cars wouldn't be available. In fact, new car production was halted at the end of January of 1942, just 4 months after the '42 models were introduced.

Built to Last ...and Save Gas

"More durable" cars were desired by wartime motorists, but heavily built cars raised some concerns as gas rationing was upon us! This change in its consumers' lifestyle wasn't lost on Oldsmobile (1), whose ad stated that its cars "Help you save America's gasoline".

Even whitewall tires were sacrificed for the war effort. But that didn't deter DeSoto from putting white plastic wheel trim rings on this model (2).

Although this International truck ad (3) appeared in *The Saturday Evening Post* on October 25, 1941, 6 weeks before war actually broke out, it illustrated only war products, not civilian goods, a practice followed by most car manufacturers during the war. As shown by this wartime Packard ad (4) manufacturers stressed the durability of their products under difficult wartime conditions and the importance of regular maintenance.

The Lincoln ad (5) was one of the few that didn't devote space to the company's war efforts. "This is a good year to buy a better car" and, "no skimping on materials" are the only references to the world situation.

Helps You Save AMERICA'S GASOLINE!

B-44

OLDSMOBILE

Return Was Slow

As the war years passed, shortages, rationing, scrap drives and no new cars on the streets began to seem normal to me. I couldn't even get toy cars in the stores anymore! By 1945, the only new cars I remembered seeing were in a few dealerships near our home. Each showroom had one or two '42 models on display. They remained there for the duration of the war.

Toward the end of the war, car manufacturers returned to the matter of selling new vehicles to a car starved public. The Buick ad (6) was placed after VE Day and emphasized the open road and a "bright and lively new Buick".

The caption underneath the convertible reads, "This is the 1942 Buick which sets the high standards to be surpassed by new model now being made ready."

I recall seeing that ad and being excited about the prospect of going to faraway places in a new car. But it took a while.

Finally, 11/2 years after the war's end (and 5 full years after Pearl Harbor), I enjoyed the greatest experience of my short life delivery of our family's brand new 1946 Olds!

HARDTOGET HARDTOPS. When America's industries cranked up for the war effort, brandnew automobiles became unavailable. The vintage ads shown here tout some of the 1942 models that were still being sold late in 1941. The advertisement emphasized the cars' longevity, and they'd need it because there would be no more new ones for 4 years! Even when the war was winding down, the ads, like the one above for Buick, showed the 1942 models. But they promised new and better models soon. It was the beginning of the automobile boom, when servicemen came home, moved their families to the suburbs and needed transportation for work, school and pleasure.

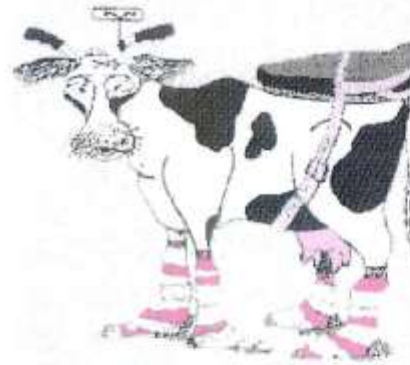
... so nice to come home to!



This article was reproduced from the January 1996 issue of Reminisce magazine.

Two things!! If you are going to the Christmas party, please, please call Bob McClary at 783-3622 with your meal choice and to make your reservation. And DUES are due \$10.00

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There is a new motorcycle company on the horizon. To the left is their newest model. Can you guess the name of the company? See the bottom of the page for the answer.

WHERE ARE THESE DRIVERS FROM?

- One hand on the wheel, one hand on the horn: **Chicago.**
- Both hands in air gesturing, both feet on accelerator, head. turned to talked to someone in back seat : **Italy.**
- One hand on wheel, one hand on newspaper, foot solidly on accelerator: **Boston.**
- Hand on wheel, eyes shut, both feet on brake, quivering in terror **Ohio,** but driving in : **California.**
- One hand on Latte', one knee on wheel, cradling cell phone, in left lane with foot on brake, scanning the radio for weekend forecast: **Seattle.**
- One hand on wheel, one hand on hunting rifle, alternating between both feet on the brake, throwing a McDonald's bag out window: **Texas.**
- Fourwheel drive pickup truck, shotgun mounted in the rear window, beer cans on floor, squirrel tails attached to antenna: **West Virginia.**
- Two hands gripping wheel, blue hair verily visible above window level, driving 35 mph on the Interstate in the left lane with left blinkered on: **Florida.**
- One hand on wheel, the other holding a cell phone, driving 130 mph and four feet from your bumper, while flashing headlights to tell you to get out of the way: **Atlanta.**
- Rusted out pickup truck, highpowered rifles tin one hand, beer in the other, going 120 mph, cops don't care: **Montana.**
- One hand and wheel, the other hand waving out the window, cutting across all lanes of traffic: **New Jersey**

as seen in the Bellingham Spokesman and copied from the Hassie Newsetter.

Answer to quiz at the top of the page COW-A-SOCK-E

UP COMING EVENTS

Dec 6th Our Christmas Party will be held at the Elks in Kennewick. Bob McClary has tickets for the dinner. The tickets must be pre-purchased in order to have an idea how many people are coming and what the meal choices will be. The meal will cost \$20 per person, but the club is paying half so the tickets only cost \$10 per person.

Dec 6th Our monthly meeting will also be held at the dinner. We will be electing officers for next year and discussing any other club business that comes up.

Jan ?? Our meeting will be a combination meeting and hobby night. You are urged to come and bring any thing that you might have that relates to your hobby, miniture car collection, quilts, dolls, crafts of any kind, trains,period clothes, help me here....Let's make this a lot of fun!!

Mar 13, 14 Freeze Your Fanny Tour.The Three Rivers Model "T" club is touring to the beautiful Hotel Condon, a magnificent three story structure built in the 1920's and restored to the elegance of yesteryear. Please call Bill Sheller @ 1-541-922-4747 for details. Hurry , because the deadline for hotel reservations is Jan 31 2004

Any suggestions of things the club might enjoy would be greatly appreciated. Please contact Dennis at 547-0916

DUES ARE DUE \$10.00



December Birthdays

- 1st Dave Stands
- 1st Annie Tchemitcheff
- 4th Judy Bergum
- 5th Karla Jackson
- 5th Dwight Underwood
- 7th Willie Gould
- 9th Barbara Harrow
- 10th Fred Fraser
- 14th Rebecca Dawson
- 16th Sherrie Boob
- 17th Lindell Smith
- 18th Lorraine Williams
- 19th Allen Johnson
- 22nd Bruce Stinsman
- 23rd Denise Moberg
- 23rd Bob Rupp
- 23rd Scott Klipper
- 24th Kay Sundgren
- 24th Charles Lantz

December Anniversaries

- 3rd Jack & Martha Varnado
- 3rd John & Elaine Kutrowski
- 11th Dave & Paula Stands
- 18th Eric & Annie Tchemitcheff
- 26th Royce & Bernice Martin
- ???? Ray & Delores Benson

D&C 2003



1931 Cunningham

The classic Cunningham (since 1916) was powered by a 442 c.i.d. L-head V-8 engine. Though Cunningham did little advertising, its fame as a quality car spread during the 1920s in social circles. After 1919, the Cunningham was available on an elongated 142-inch wheelbase as well as on the 132-inch. Various custom bodies were applied to a purchaser's order, though Cunningham also built bodies.

The company was first incorporated in 1882, and it originally built carts, carriages, and other motorless vehicles. Its auto manufacturing began in 1907.

By the later 1920s, Cunningham had picked up a noteworthy list of clientele. Among the famous personalities who bought Cunningham automobiles:

Mary Pickford, Marshall Field, William Randolph Hearst, Philip Wrigley, Cecil B. De Mille, Harold Lloyd, and many other business, entertainment, and political figures.

After 1933, Cunningham ceased production of its own passenger car chassis and built bodies to be applied to Ford and other chassis. (Brewster was another respected East Coast manufacturer that did this.) Also, Cunningham continued a more lucrative sideline of ambulances and funeral vehicles.

Generally speaking, Cunningham's heyday was in the 1920s. But, this 1931 model was one of its finest-looking creations, and that's why it was selected for *Auto Album*.

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Official newsletter of Ye Olde Car Club

Dedicated to
Having fun with the past



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