

# Auto Museum News

*A publication of the San Diego Automotive Museum*

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Winter/Spring 1988

## LADIES AND GENTLEMEN ... START YOUR MUSEUM



**From left to right: Rick Adams, Dan Biggs, Museum President, Barry Humphrey, Executive Director, Phil Gildred, Barnaby Brokaw, and Reid Carroll turn the giant ignition key to start The San Diego Automotive Museum.**

With the turn of a giant ignition key and the sound of a powerful engine starting, The San Diego Automotive Museum took possession of its new home in Balboa Park.

Jack Krasovich, Deputy Director of the Parks and Recreation Department, ceremoniously gave Barry Humphrey, Executive Director of The San Diego Automotive Museum, the keys to the Conference building before a large crowd of Museum supporters, members of the Museum's Board of Directors

and Advisory Board, representatives from other Balboa Park museums, reporters and photographers.

After the exciting ceremony with special effects by Gardner & Associates, visitors were invited into the building to view restoration and exhibition plans and see just a few of the vintage and collectible automobiles and motorcycles on display.

Members of the media were introduced to Humphrey and members of the Board of Directors and Advisory Board and

given the opportunity to discuss plans for the Museum.

Kimberly Hunt of KGTV interviewed Humphrey during 10News at Five and previewed the Open House held on the weekend.

Earlier in the week, Humphrey appeared on Sun Up with Jerry G. Bishop and Kathi Diamant to discuss The San Diego Automotive Museum, the 1940 Ford which was recently donated to the Museum, the press conference and the Open House.



## Museum Holds Open House

The San Diego Automotive Museum held a free Open House January 16 and 17 to celebrate its new home and to thank the thousands of San Diegans who supported the Museum.

The Open House was an opportunity for the Museum to encourage new interest and participation throughout the county.

Balloons, banners, music and

over 50 historic and exotic cars and motorcycles decorated the Museum for the two day event which was seen by over 4,000 people.

The Museum would like to once again thank all of those who prepared, delivered and allowed the Museum to show their cars during the Open House.

Thanks go out to the Packard

club and the Studebaker club for their continued support throughout Museum events.

Special thanks go to Museum volunteers Phil Binks, Ron and Brown, George and Ruth Campbell, John and Flo Cummings, David Katz, Caesar Oriol, Suzanne Osborne, Dick Rowe, Dave and Earline Stahl and David Woldstad for their help during the Open House.



Richard Ledford drove his 1909 DiDion to the Open House.



1913 Model J-35 Mercer Raceabout owned by Bill Evans.



The Amigos Car Club displayed three of their custom low riders.

# MUSEUM CELEBRATES 100TH ANNIVERSARY OF HOTEL DEL CORONADO

Friday, February 19th, 1988 was a night Museum supporters won't long forget. Mr. and Mrs. Gilbert Klecan, Mr. and Mrs. William Vollmer, Willis Allen, Jr., Mr. and Mrs. Barry Humphrey, Barnaby Brokaw and Stephanie Earle, LeAnn Eldridge, Melinda Lehde, Tom Gildred and Julie Roe, Mr. and Mrs. Alan Richards and five couples from San Diego Trust & Savings Bank took "The

ers were generously donated to The San Diego Automotive Museum by the Hotel del Coronado.

Guests entered through a marvelous time tunnel constructed at the main entryway of the hotel, traveling down a lighted pathway through eras gone by. Pushcarts, store fronts and street vendors served bounties of epicurean delights. Dixieland music and barbershop

stardom were found dancing beneath romantic palms while a big band played hits from the 30's and 40's in the Del Morocco nightclub. Custom-choreographed dancers performed a Cotton Club style stage show...talk about "Putting on the Ritz"...

The "oldies and goodies" Museum supporters were rockin' and rollin' until the wee hours in Del's Diner and Drive-In, where



LeAnn Eldridge, Stephanie Earle, and Melinda Lehde have their photo taken with Tony Curtis.



Museum party goes ham it up with the "Munchkins" at the Hotel Del Coronado's 100 year celebration.

Extraordinary Journey" through 100 years of entertainment, theatrics and history at the Hotel del Coronado Centennial Gala celebration. And what a journey it was!

Jeanne and M. Larry Lawrence, hotel owners underwriting the cost of the charitable weekend, helped unearth a mock time capsule with historic artifacts and then led guests through various parties commemorating important events during the resort's history. Contributions paid by these Museum support-

quartets set the mood for the "good ol' days" of the horse and buggy. Included in the journey was a rollicking street scene with vaudeville entertainment, and a raid that was so real it should have been illegal.

The "Some Like It Hot" speakeasy found Museum supporters listening to blues music, gambling (anything for charity), and sharing discreet drinks with Marilyn Monroe look-alikes and the "Some Like It Hot Dancers". Those able to steal themselves away from

waitresses served fifties cheeseburgers and potent Coronado Cool-Aid while on roller skates.

In tribute to Thomas Edison, who installed the Del's original lighting system, a *time warped* disco pounded out electric sounds by Thomas Edison-DJ. Kilowatt Coolers and fabulous food set the tone for an amazing late-night light show. Oh, what a night!

Thank you, Hotel del Coronado, for your generous charitable contribution!

# MARTIN MILNER GUEST OF HONOR AT MUSEUM SPEAKEASY FUNDRAISER

Over 250 car enthusiasts from all over Southern California donned their favorite 20's attire to show support at the San Diego Automotive Museum's SPEAKEASY fund-raiser held on March 5th at the Museum building. Guests entered through a 20's alleyway, complete with brick facade walls. The inside of the building was completely transformed by the dedicated committee, co-chaired by Joan Evons and Margie Ward. Councilman Bob Filner was the Honorary Chairman for the fund-raiser. Martin Milner, star of ROUTE 66 and ADAM-12, who is a San Diego county resident, was the Museum's Guest of Honor. Thousands of balloons and twinkling lights covered the ceiling of the Museum hall, where silver and black cylindrical columns gave glamour to the buffet and bars and an antique bathtub was brimming full of raw oysters. Ficus trees with twinkling lights outlined the dance floor where Doc's Prescription played music for dancers all through the night.

*Continued on next page*



Guest of Honor Martin Milner and Museum's assistant to the Director, Melinda Lehde smile for the camera.



Museum's Executive Director, Barry Humphrey and SPEAKEASY co-chairman, Joan Evons.



LeAnn Eldridge, Richie Clyne from The Imperial Palace and Melina Lehde enjoy the party.



Some of the party decorations with Al Capone's bullet proof limo in the background.

Richie Clyne from The Imperial Palace in Las Vegas generously added to the ambience of the evening by displaying historic automobiles, including Al Capone's car. An automotive art show was presented by The International Automotive Art Center showing works by local and national artists.

Museum supporters tempted Lady Luck in the SPEAKEASY casino. Bets were flying with everyone trying to win prizes and mini-vacations. Sandy & Lucina Sanford won the fabulous trip for two to Las Vegas (including round trip airfare)!

Other gifts donated included weekend accommodations at the Catamaran Resort Hotel, an automotive book from Performance World, embroidered jacket

courtesy of The Motoring Shop, wine from Deer Park Winery, portrait of winner and his/her special car by Phil Binks, gift certificate for dinner at Old Trieste, and a commemorative photograph of guests in front of a 1926 Lincoln, courtesy of Drew Ford.

Special thanks go to Ben Harroll/Clancy the Cop, Lawrence Bame, Sandra Brokaw, B.J. Hill, Gaynor Pates, Norma Shiner, Terry Sheldon, Lisa Arneson, John and Flo Cummings, Claudia Chadborne, Kim Klecan, Suzanne Osborne, Andy Reintjes, Randy Valentine, members of the Packard Club and all of the volunteers who helped to make the evening one of fun, food, gambling and dancing.

## MUSEUM SUPPORTERS

The number of San Diego Automotive Museum members increases everyday. The Museum depends on its members for continued support and growth. Have you sent in your membership form to begin or renew your membership with The San Diego Automotive Museum? Send it in today—The San Diego Automotive Museum, P.O. Box 127088, San Diego, California 92112-7088.

The Museum would like to thank the following for their generous new and continued support:

### SPONSORS - \$100.00 Annually

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True Line Wheel Alignment  
Ed & Marianne Turington  
William S. Vollmer

### DONORS - \$250.00 Annually

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The Flea Marketeers  
Marty & Lorraine Moore  
Jack Wills

### BENEFACTOR - \$1,000.00 Annually

H. G. Fenton Material Co.  
Project Design Consultants

### CAPITAL CAMPAIGN GIFTS

Phil Gildred - \$6,600  
San Diego Trust & Savings Bank - \$5,000  
Allied-Signal - \$5,000  
WD-40 Company - \$3,000  
Willis M. Allen, Jr. - \$1,100  
Barnaby Brokaw - \$1,100  
Gil Klecan - \$1,100  
Bill Vollmer - \$1,100  
Mr. & Mrs. Alan Richards - \$1,000  
Anonymous - \$1,000  
Barry Humphrey - \$300  
Bill Carroll - \$100  
Joan Evons - \$100  
Nicholas Fintzelberg - \$100



**Donnell L. Reid and John B. McCallan, Jr. of Pearson Ford present keys to the 1931 Model A Ford to Executive Director Barry Humphrey during the SPEAKEASY. Pearson Ford is the first automotive dealership to donate a vehicle to the Museum.**

# Curatorial Comments

by Nicholas Fintzelberg, Ph.D.

A very exciting addition to the Museum's collection came to us recently with the donation of a 1940 Ford coupe by Michael and Ann Marix. It is an original example, formerly in the Harrah Collection, which Marix maintained rather than restored. Thus for historic accuracy, we have an outstanding example of one of the most popular "swing era" cars.

To most collectors, the "even year" Fords of '32, '34, '36 and '40 vie for the contention of Best. From a styling standpoint, the '40 cars represent the last year of lithe design; 1941 and later cars became bulkier with an emphasis on interior room over exterior esthetics.

This was the era of annual design changes for all U.S. cars, and the 1940 was a refined example of an Edsel Ford-inspired "Zephyr" styling motif.

Henry's son—his only child—was not the tough and opinionated person his father was, and their sometimes tragic interpersonal relationships are the topic of several excellent histories of the Ford empire. To suffice here, Edsel was corporate president from 1923 until his death twenty years later, but never ran the company. Henry purchased the Lincoln Motor Car Company in 1922 out of spite and as the result of one of his many personal vendettas, and gave its management over to Edsel as an apparent attempt to keep Edsel from meddling in the design of the then-successful

Model T Ford. Edsel was a rather gifted designer and was responsible for most of the handsome Lincoln bodies through the K-series and the introduction of the sensational Lincoln Zephyr and Continental. The 1940 Ford is the final series in the familial design of the Lincoln Zephyr (introduced 1936) when Fords were purposefully marketed as "baby



Lincolns."

The nautical appearance of a ship's prow, established on the Zephyrs and brought to Ford in '37, was the design motif of nearly all U.S. cars by the end of the decade. (The '38 Cadillac 60-Special was to become the other important style leader for the subsequent generation of American design.) The '40 is the last offering of a lean and trim Ford until the 1960 Falcon.

Although by 1940 Americans were trying to forget about the devastating depression and were adjusting to the new fear, a world-wide war; frugality was still a positive attribute. The low-priced cars—Ford, Chevrolet, Plymouth, Studebaker and Willys—made their advertising

pitch on price and all offered models under \$700 FOB. Only Ford in this era reminded the buyer and everybody else who might see the car that he had purchased the minimum model: the 1940 Ford Standard wears a 1939 grille.

Begun in the early 1930's as a sales gimmick was the introduction of a deluxe line of the inexpensive makes. On Plymouth this meant trim features, while on Chevrolet there were some years when deluxe cars ("Master series") featured independent front suspension (DuBonnet) and standard models rode on beam axle. Ford joined the deluxe-standard dichotomy in 1937, and in 1938 they distinguished the deluxe with a new grille design, but left the '37 appearance

on the standard. Again in '39, the standard "looked like" a '38 and in 1940 the deluxe was new, but the standard had a '39 grille treatment.

Our '40 Ford coupe is the standard model, but not completely El Cheapo in its trim; it has a deluxe color (light green) and a right rear tail lamp. Coupes were more often deluxe than standard; in fact, only the two door sedan (in Ford-talk known as the Tudor) standard outsold the deluxe model. By 1941 this sales technique was retired, with Ford joining the Plymouth definition of deluxe vs. standard—better quality interior trim and a few dashes of chrome on the outside.

The 1940 was powered by its

trusty flat-head V-8, a peppy engine and one that would endure as long as any in the industry IF the owner kept his eye on the temperature gauge. Allowed to run hot, these engines developed cracks that today are the bane of the Ford restorer. The '40 is fast and easy to drive; it almost invites you to throw it into corners and leave the stop light at full throttle.

A bit of trivia about this remarkable handling car...for many years it was the favorite of Appalachian moonshiners, those hill folks whose sole reason for being was to escape paying tax on home-distilled liquor sold in regions of the country where alcohol was Sin itself. The folklore of the '40 Ford coupe was that it would out-perform anything the "Revenuers" might be driving and thus allow these independent businessmen to transport their white-lightning cargo from still to town.

The whole history of stock-car racing as a good ol' boy regional sport can be traced to this moonshine transportation requirement, and the 1940 Ford coupe was one of its stars.

## Long Beach Grand Prix Raffle



Toyota Grand Prix of Long Beach donated tickets to its race through the streets of Long Beach to The San Diego Automotive Museum to raffle off as a fundraiser.

The trip includes two general admission tickets to the race on Friday, April 15, two reserved seats and two garage passes for Saturday and Sunday, April 16 and 17, and two nights' hotel accommodations at the Hyatt Edgewater compliments of Seaport Village.

Congratulations to Melinda Lehde, the winner of the race package. The winning raffle ticket, drawn by a San Diego Park and Recreation Department representative, was a gift from a Museum member.

## Greatrace California Comes to San Diego

The Greatrace California, an offspring of the Great American Race, came to San Diego on February 28, 1988.

Sixty drivers from all over the country raced pre-1958 cars in the Greatrace California Championship Run from Riverside to Seaport Village where they took a quick lunch break and visited with the public before racing back to Riverside.

Jim Chaffee drove the Spirit of San Diego in the race again this year.

The Museum had over twenty five cars on display at Seaport Village, and several members of the Palomar A's toured from north county to spend the day participating in the festivities.

Thanks go out to the Palomar A's, Deer Park, the volunteers who staffed the Museum booth, and all of the members and friends of the Museum who brought their cars to Seaport Village.

## Michael and Ann Marix Donate '40 Ford

Michael and Ann Marix of Del Mar, California recently donated a 1940 Ford to The San Diego Automotive Museum.

Marix purchased the car from the first auction of the Harrah Collection by a sealed bid.

It was a bit of nostalgia that tempted Marix to bid on the car. As a young man growing up in Los Angeles, Marix had a 1940 Ford and having another one would bring back memories.

Marix was bitten by the car bug during his younger days. When his car would break down, he would work on and repair the car to get it back on the street. "Once a car nut, always a car nut."

Mrs. Marix has a 1951 MG TD she inherited from her father who won awards at the Pebble Beach Concours with his roadster. Between her father and her husband of 30 years, Mrs. Marix has been involved for quite some time.

The Marix's generous gift to the Museum entitles them to four lifetime passes to The San Diego Automotive Museum, a bronze donor plaque at the Museum, a bronze donor plaque for their office and a plaque on the Ford designating them as the donors of the car.



**Michael Marix presents the keys to the 1940 Ford Standard Coupe he and his wife Ann donated to the Museum.**

# Packard Update

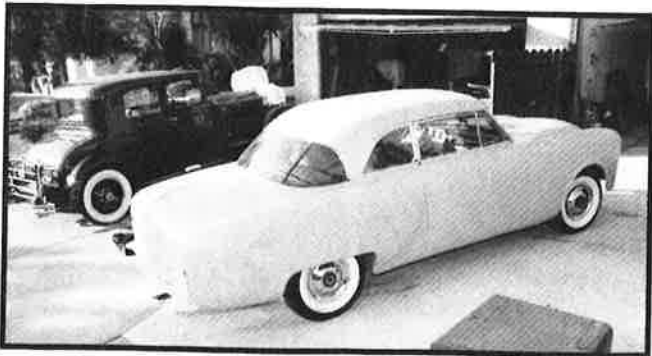
The San Diego Region of Packards International is well on its way to completing the refurbishing of the Museum's 1953 Packard Mayfair hardtop. The car is to be given away during the Museum's Grand Opening this fall.

Since receiving the car last summer many club members have devoted countless hours of time and effort to the project. They have rebuilt numerous parts such as the engine, transmission, carburetor, generator and water pump, as well as thoroughly cleaning, checking and refurbishing many other components like brakes, steering and suspension that were still within specification. In addition, all body work has been completed, and the car has received new paint in original factory color. Refinishing of all bright work is well underway with virtually all work being donated by Lemon Grove Plating of National City and Pacific Plating of San Diego.

The Packard will be on display at various automotive events throughout the coming months while the work continues. Look for us at such shows and events as the Fallbrook Vintage Car Show on Sunday, May 29 in Fallbrook, California and CHVA Car Meet at Rancho California near Temecula, California on June 19.

Tickets for the drawing are available at any of the local Packard Club events or by mail from PACKARD MAYFAIR, c/o Linda Bittner, Packard Club Secretary, 7737 Angeleno Road, San Diego, California 92126 or The San Diego Automotive Museum. The donation is \$1.00 per ticket or six tickets for \$5.00. Please include a stamped, self-addressed envelope with your request.

**All donations, which are tax deductible, will benefit the Museum's building fund.**



The 1953 Packard Mayfair after a new coat of paint and awaiting the replacement of the replated brightwork.

## Car Club Assists Renovation



The Studebaker Club and friends gathered at the Museum in February and March to help the Museum prepare for renovation.

If you drove by the Museum February 20 or March 19 you probably didn't see them working, but they were there...on the roof. Club members and volunteers raked leaves, cleared rain gutters and scraped windows.

The roof windows were covered with black roofing tar during World War II because military operations were housed in the building. Rather than having the Museum replace each pane of glass to allow for natural light to enter the building, the Studebaker Club took the responsibility to organize volunteers to clean the panes.

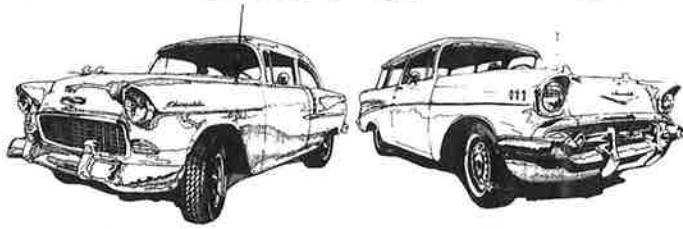
Thanks to John Bomer, Gene Cooper, John Cummings, David Hoover, Bill Mills, Gene Pierce, Jeff and Linda Pierce, Shelly Shelton, Chuck Spangrud, Bob Waite, Jim and Ann Weir, Greg Weir, Don Woodard, Garth Humphrey, Gil Klecan, John Carroll, Don Chappelle and George Campbell who scraped, raked and cleaned enough to fill two dumpsters.

Several of the windows still need to be scraped. If you can help by cleaning one or more of the windows, please call John Cummings at 282-5623.





# CALENDAR OF EVENTS



## May 11

Volunteer Orientation at Museum - 6:00 p.m.  
Car Club Advisory Council at Museum - 7:00 p.m.

## June 4-5

Second Annual Spring Showing at Museum -  
10:00 a.m. to 4:00 p.m.  
Free admission upon presentation of valid  
membership card

## June 8

Volunteer Orientation at Museum - 6:00 p.m.  
Car Club Advisory Council at Museum - 7:00 p.m.

## June 12

Deer Park Fourth Annual Invitational Spring  
Concours d'Elegance, Escondido  
\$1.00 off coupon benefits The Museum

## To Be Announced

Fifties party at Museum

## Sept. 18

9th Annual American Cancer Society  
San Diego Concours d'Elegance featuring Jaguar  
Embarcadero Marine Park, Seaport Village, San Diego  
For more information call 299-4200

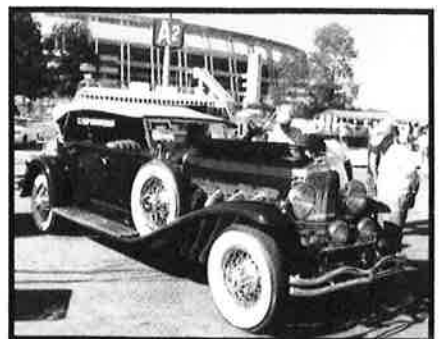
## Flea Marketeers Hold Swap Meet



The Flea Marketeers, promoters of the famous Carlisle, Pennsylvania flea market joined The San Diego Automotive Museum and hundreds of flea market and car corral exhibitors from across the country at San Diego's Jack Murphy Stadium, March 25-27th, 1988. Vendors from all over the United States displayed and sold cars, trucks, parts, accessories and memorabilia at the first "Carlisle California".

The Flea Marketeers are well-known for their class flea market held in Carlisle, Pennsylvania, one of the largest in the world. "We're excited about being in San Diego, the 'car-enthusiasts capital', and are extremely supportive of The San Diego Automotive Museum", states Bob Lichty, Flea Marketeer Marketing Manager.

The San Diego Automotive Museum thanks Bill and Chip Miller, Bob Lichty, and the Flea Marketeers, for their generous support.



Many of the very finest cars will be "on the green"  
for this SPECTACULAR ONE-DAY-EVENT !!!

June 12, 1988 Sunday  
10 AM - 4 PM

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# Car Club Advisory Council Meets

The Car Club Advisory Council had its first meeting on January 20. The meeting was chaired by B. J. Hill of the Packard Club and Chairman of the Museum's Membership Committee. It was an informal meeting to acquaint the car clubs with the Car Club Advisory Council's role and the Museum's recent progress.

At that first meeting, four members of local car clubs stepped forward to form a Steering Committee to provide leadership for the Council: John Carroll of the Model T Ford Club; Steve Hall of the Porsche Club; Hannah Whitworth of the Antique Automobile Club of America and Sandy Sanford of the Corvair Club.

At the March meeting, the Steering Committee presented proposed by-laws which the Council discussed, amended

and will review at the April 13 meeting. The Car Club Council elected Sandy Sanford temporary chairman who will represent the council on the Museum's board until elections for chairman, vice-chairman and secretary are held.

Dan Burger from Deer Park Winery and Barry Humphrey presented a proposal for the car clubs to help the Museum by working on the Deer Park Fourth Annual Invitational Spring Concours d'Elegance on June 12. Mr. Humphrey suggested car clubs meet at the Museum in the morning and then tour up to the show at Deer Park. In support of the Museum, Deer Park Winery is offering \$1.00 off coupons for distribution, with \$1.00 going to the Museum for each coupon used.

Remember that all car clubs which are members of the

Museum may choose a delegate to serve on the Car Club Advisory Council. The Chairman of this council will have a voting position on the Museum's Board of Directors to promote two-way communication between the Museum and the car clubs. Take this opportunity to participate on a ground floor level in this world-class automotive museum.

Car club memberships are \$75.00 per year and entitle your club to a monthly meeting room, the opportunity to have a delegate from your club serve on the Car Club Advisory Council, and a ten percent discount in our gift shop for each of your club members.

The Museum already has 25 car club members—don't be the last to participate in this exciting new addition to San Diego.

## HELP!

### The Museum Needs Your Help

The San Diego Automotive Museum is always looking for dedicated volunteers to assist in several areas including clerical work, bulk mailings and representation at special events. The possibilities are endless.

Now is your chance to get involved and be a part of the Museum. Call the Museum office at 231-AUTO and come to a volunteer orientation for more information. Volunteer orientation meetings are held the second Wednesday of every month at 6:00 p.m. See you there.

### Open House Winners

Congratulations to Joyce Ainamik, Duane Boyle, Paul Holmes, Lorraine Munoz and Dale Quick on winning one year memberships to The San Diego Automotive Museum; Theresa Ascuitto and Stacy Fuson on winning San Diego Automotive T-shirts; and Bob Miner on winning a trip for two across Miramar Lake in an Amphicar, donated by Howard Singer.

The winners were chosen from the hundreds of names entered in the drawing during the Open House January 16 and 17.



## the staff

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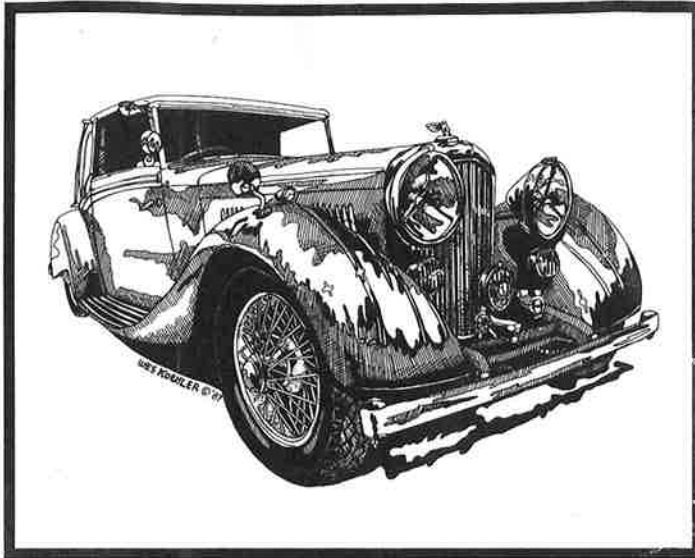
### ILLUSTRATIONS

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Henry Schmidt

# SAN DIEGO AUTOMOTIVE MUSEUM



## The Museum Will Feature:

- A core collection of culturally and historically significant vehicles.
- A rotating display of vehicles, automotive artifacts, and other special shows.
- A research library/resource center, providing access to rare books, films, photos, restoration books, and more.
- Restoration facilities, giving patrons a look at restorations in progress.
- Community meeting rooms, a place for local club meetings, presentations, special events planning, educational classes and seminars.
- And special automotive events.

The new San Diego Automotive Museum is located in the heart of San Diego in historic Balboa Park adjacent to the Aero-Space Museum.

The Museum offices are now open from 9 AM to 5 PM weekdays.

## *An Invitation to Join and Support The Museum*

In order for The San Diego Automotive Museum to become a success we need the support of people just like you. Show your support for the preservation and adoration of the automobile and join today.

Your membership will entitle you to special benefits and discounts at the Museum.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Do you own a collectible car?  Yes  No

Year \_\_\_\_\_ Make \_\_\_\_\_ Model \_\_\_\_\_

Are you a member of a car club?  Yes  No

Name of club \_\_\_\_\_

### Membership Levels

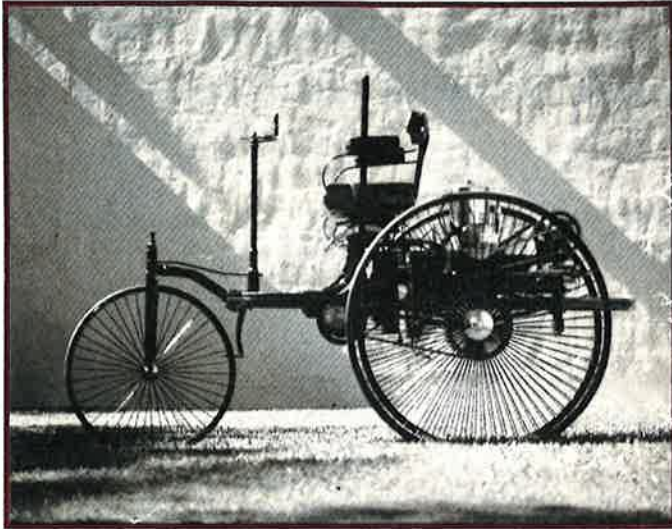
- Single.....\$25.00 Annually
- Dual..... \$35.00 Annually
- Contributor..... \$50.00 Annually
- Sponsor..... \$100.00 Annually
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- Car Club..... \$75.00 Annually

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Saturday and Sunday June 4 and 5, 1988  
10 AM to 4 PM

At The San Diego Automotive Museum Building in Balboa Park  
Admission \$2.50 Adults - \$1.00 Children under 12

**FREE ADMISSION for Museum Members upon presentation of valid membership card**

### SAN DIEGO AUTOMOTIVE MUSEUM

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