



The Steering Wheel

October 2022

Newsletter of the Midwest Antique Auto Club

Not affiliated with any national club.

An independent group of collectible vehicle enthusiasts.

Dedicated to the preservation of the antique/collectible automobile.

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<u>News Letter Editors</u>	We still need someone	<u>Ph. (xxx)-xxx-xxxx</u>
<u>Historians</u>	<u>Clif & Joyce Ellis</u>	<u>Ph. (402)-397-4279</u>

Meetings are held on the third Sunday of each month. The Board meets at 1:30 p.m. and the general meeting begins at 2:00 p.m. during the months of November, January, February and March at the **NEW CASSEL RETIREMENT CENTER at 900 N. 90th St., Omaha, NE 68114.** During the summer months of April, May, June, July, August, September and October, there are no inside meetings. In these months we have “Official Car Tours” on the third Sunday of each month. Plus whatever extra tours may please us. There is no meeting in December, that meeting is replaced by our annual Christmas banquet. All vehicles are welcome, any year, make or model, but a drivable collectible/antique vehicle is not a requirement for membership.

The deadline for articles for the Steering Wheel is the last Saturday of the month.

The President's Message



Hello Everyone,

We are finally at the last driving tour of the year. It always seems to go by so quickly. I hope everyone enjoyed our trips this year. We will be having a little deja vu by returning to the Fontanelle Orchard (north of Arlington) for pie and ice cream (just like last year). I hope you can join us and have a treat on the club's dime.

We continue to finish the final few items on my dad's car. We did get the new convertible top and interior upholstery done (our upholster, Bill Bovill did a great job). We are still having a few problems with the rear driveline that is preventing us from driving the car. I am hopeful that we can get it fixed before our final tour so that everyone can see the car in person. Thanks again for the club's assistance in helping us finish the car. We are almost done.

See you in October.

John and Karen Thurber



CALENDAR OF EVENTS

October Driving Tour – Sunday, October 16

We will be visiting the Fontanelle Orchard in Fontanelle Nebraska (just north of Arlington, NE) just like last year. The club will be purchasing pie and ice cream for all the members that participate in our tour. **Please meet at 1:00 p.m. on Sunday, October 16, at the First National Bank of Omaha building at 204th & Maple Street.** The bank is located at the northeast corner of 204th & Maple - you can turn right off 204th Street onto Laramie Road which is just north of the bank, and curves around to the bank. We will be leaving to drive to Fontanelle Orchard at 1:30 p.m. Pies will be available to purchase for \$18 a pie. Please bring chairs to the tour. I hope to see you at our last driving tour of the year.

November Indoor Tour

We are planning to hold our first indoor meeting on **Sunday, November 20 at 2:00 p.m. at New Cassell Retirement Center – 900 N. 90th Street, Omaha.** Please enter New Cassell in the lower North entrance. We will be having a vote for officers of the club and approving changes to the club's bylaws. More information to come in the November Steering Wheel.

December Christmas Party

We are planning to hold our traditional end-of-year Christmas Party at the **Pizza King in Council Bluffs on Saturday, December 17th at 4 p.m.** More Information on the Christmas Party (including dinner selections, pricing, etc.) will be in the November Steering Wheel.

MEMBER NEWS

Sad News – Rich Schmidt passed away in September. Rich was a long-time member of the club. Rich serviced in the Army Air Corp during WW2. Please keep Rich's family in your thoughts and prayers.

New Member – I am excited to announce that we have a new member to our club, Ron Shields of Bennington, NE. Ron has a 32 Ford 3 window coupe that I saw at another car show. It is a beautiful car and I look forward to Ron showing us his car at a future car tour.

September Tour to New Cassel Retirement Center - We met at New Cassel Retirement Center on Sunday, September 25th for a car show for the residents. New Cassel has been a great supporter of the MAAC club allowing us to use their indoor space for our winter meetings. I really appreciate those that attended the show because there were a number of other events that day. The following is a list of people attending: John and Karen Thurber (47 Chevy), Michael Thurber (66 Toronado), Monte Frost and grandson Daniel (31 Model A Wagen and 50 Jeepster), Ed and Janet Hedegaard (59 Jaguar), Tom and Gloria Kannas (41 Buick), Tom Beiriger (28 Model A), Max Meier (modern), Jim and Cheryl Cushman (39 Buick), Daryl and Linda Baker (modern), Roger Bunch (modern), Nate Bunch (86 Olds), Delmar and Barb Bunch (69 Chevy), Dale Freyer.

Why the switch to horizontal grilles was the single most important sea-change to auto design

Bob De Palma Hemmings Motor News 10/06/2022



Have you noticed how styling trends tend to appear at about the same time in the automobile industry? Consider wraparound windshields. Only a handful of early cars had them, but virtually all cars suddenly had them in 1955... Rambler, Willys, and, oddly enough, Lincoln, excepted.

Studebaker was caught off guard and introduced its bread-and-butter 1955 "sedan" line with conventional windshields. When it was obvious the market demanded wrap-around windshields, Studebaker spared no expense in retooling those sedan models for wrap-around windshields during the model year! New factory tooling was positioned during

Christmas vacation in 1954. When 1955 production resumed in January 1955, Studebaker sedans were built with wrap-around windshields.

Another example is quad headlamps —they were almost universally adopted by the domestic industry for the 1958 model year after laws outlawing them in a few states were rescinded during 1957.

It might be argued that today's generic, computer-generated, "bar of soap left out in the rain" shapes represent the most dramatic styling shift in the history of automobile design. Might we consider an alternative? To wit: The decisive shift from essentially vertical, radiator-defined styling of the 1930s to the predominantly horizontal styling that almost universally began with 1941 models.

During the 1930s, radiator height and narrowness were emphasized in varying degrees. Exposed radiators became enclosed behind increasingly streamlined, but still vertical, grillwork. Hoods often incorporated speed lines that were defined by pinstripes, louvers, and/ or horizontal chrome or stainless-steel moldings flowing back from prominent, upright grilles. Hudson's pretty 1941 "Symphonic Styling," shown here, showcased the new horizontal styling trend despite having a vestigial tall hood.

Consider almost any 1941 model car and, by contrast, you will see vertical features muted, if not eliminated entirely, in the interest of a more horizontal theme. Compare, say, the famous front end of a 1940 Ford DeLuxe with the comparable 1941 model. Few would argue that the 1941 model was more attractive, but it did feature decidedly more horizontal

styling that was further enhanced for 1942.

This trend continued after World War II as new models stressed an increasingly broad, horizontal look. Manufacturers advertised longer, lower, and, specifically, wider styling, throughout the 1950s. Chevrolet was caught off guard styling the all-new 1955 model when it appeared with a smallish, Ferrari-like grille, rather than a fullwidth grille championed by competitors. Chevrolet returned for 1956 with a full-width grille and enjoyed resounding sales; more than 25 percent of 1956 model-year cars sold in the United States were Chevrolets.

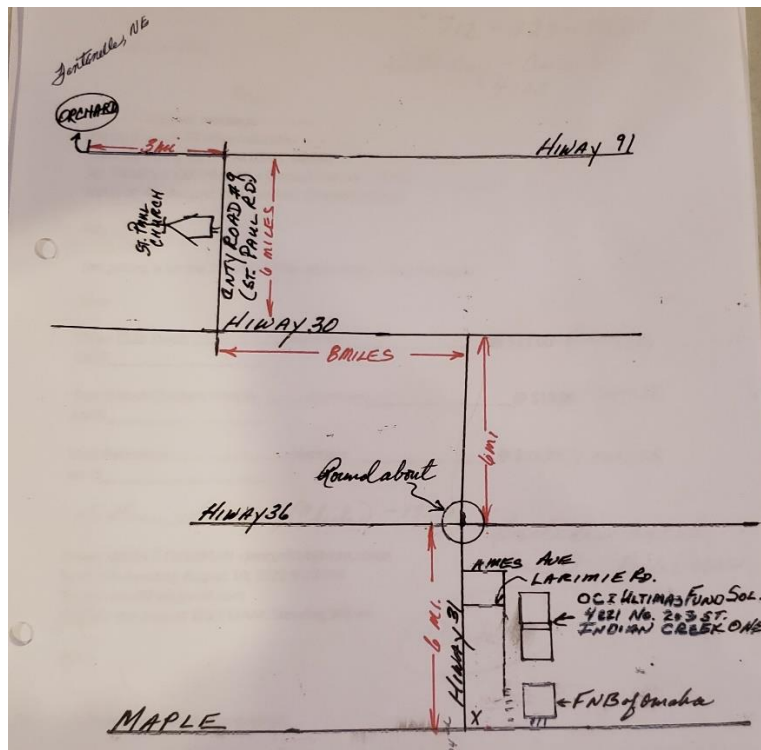
Packard probably had trouble transitioning to a horizontal format when trying to incorporate its famous "oxbow" radiator shell to continue Packard's traditionally distinctive style. However, when John Reinhart designed the last all-new Packard, the 1951 model, he carefully included a hint of the oxbow grille in the hood's lines and upper grille shell. This was continued in the heavily facelifted 1955 and 1956 models, though it was even more muted.

An infamous contender bucking that trend was the 1958 Edsel, which "went retro" long before it was fashionable...in fact, contemporary jokes and sales proved it was much too ahead of the curve.

Pontiac's muted split grille design, beginning in 1959 but interrupted by the one-year frontal styling of 1960 models, was more favorably received throughout the marque's glory years of the 1960s — that's when owning a Pontiac dealership was tantamount to having a license to print money.

Today's frontal styling, inaugurated by the 1986 Ford Taurus, is "pinched in" from the sides to reduce wind resistance and augment gas mileage, so it's unlikely we'll ever again enjoy the wide expanses of frontal chrome "going horizontal" from 1941 through the mid-1980s. But we can fondly remember such distinctive styling, can't we?

Map of our October Car Tour



MIDWEST ANTIQUE AUTO CLUB

AN INDEPENDENT GROUP OF COLLECTIBLE VEHICLE ENTHUSIASTS