

# 49 - 59 FORD CUSTOMLINE



**CAR CLUB OF VICTORIA Inc.**  
THE PREMIER CAR CLUB FOR YOUR  
FABULOUS FIFTIES FORD CUSTOMLINE



*SOME OF OUR CLUB VEHICLES ON DISPLAY*

**[www.customlineclub.org.au](http://www.customlineclub.org.au)**

**SEPTEMBER - OCTOBER - NOVEMBER 2012 NEWSLETTER**

# 49 – 59 Ford Customline Car Club of Victoria Inc.

**“Dedicated to the preservation, restoration and enjoyment of V8 Fords built throughout the years 1949 to 1959”.**

## 2012-2013 Committee Members.

President:	Jim Pierce
Vice President:	Lorraine Carroll
Secretary:	Kevin Mulroney
Treasurer:	Jackie Mulroney
Committee Member:	Rob Breheny
Committee Member:	Ray Kilby
Minutes Secretary:	Helen Tuo
Newsletter Editor:	Rob Brereton
Assistant Newsletter Ed	Mick Breheny
Runs Co-ordinator:	Mick Breheny
Trophies:	Ray Kilby
Merchandise:	Rob Breheny
Webmaster:	Rob Brereton
Property:	Mick Breheny
Club Permit (RED CH & H PLATES) “Authorised Permit Officer”:	Les Cross
AOMC Representative:	Rob Brereton

**Please feel free to contact any of the committee or relevant reps for any queries on any of the above phone numbers, or write to:**

**49-59-Ford Customline Car Club of Victoria Inc.  
PO Box 221 Reservoir 3073 Victoria Australia.**

**If you have any Membership Queries or Questions then please contact the Secretary, Kevin Mulroney on 5783-1721 or E-mail at: [mulrone1@bigpond.net.au](mailto:mulrone1@bigpond.net.au)**

**Our Club Meetings are held on the third Sunday Bi-monthly, commencing at 11 am.**

## The Next Meeting Dates are:

**October 21<sup>st</sup> 2012: Committee/General Meeting**

**December 2<sup>nd</sup> – 2012: Club Christmas Party**

**Please note the Month Changes for the meetings in 2013**

**January 20<sup>th</sup> 2013: Committee/General Meeting**

**Please also note the March meeting is the Second Sunday**

**March 10<sup>th</sup> 2013: Committee/General Meeting**

**Our Meeting Place is at the Sunbury RSL Rooms at the corner of Barkly and Macedon St, Sunbury.  
Melway Reference Map 382 F4.**

**Rob Brereton. Newsletter Editor.  
Mick Breheny. Assistant Newsletter Editor.**

## The Club Newsletter.

This Newsletter is at present published four times a year by the 49-59 Ford Customline Car Club of Victoria Inc, Registered No: A0018043T, PO Box 221 Reservoir 3073, Victoria Australia, and is free to all financial members.

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Unless stated otherwise the views, opinions and beliefs expressed in the newsletter are those of their authors and do not necessarily represent the views of the Editor or the Club.

## Submitting Articles and Photos.

This newsletter is prepared using a word processor and is printed by the Club. It is preferable to type articles and reports but they can be in e-mail format or most word processing formats, and if any of these are unavailable they can then be submitted in neatly, legible hand written format.

Electronic images should be submitted as JPEG's, GIF's or Bitmaps. They should be attached to e-mails (or included on disks) separately and not included in the body of the e-mail article and all images should be accurately captioned.

Photos or pictures submitted, that need to be scanned by the Editor, should not be folded and should be packaged with enough protection to ensure their safety in transit.

Articles and images can be submitted to the Editor by Post, i.e., hand written, typed, or on 3.5inch floppy disks or CD's or E-mailed.

## Membership.

Anyone interested in becoming a Club Member can do so in one of the following ways.

Contact the Secretary and ask for a membership application form to be mailed to you.

Come along to a General Meeting and introduce yourself to the Club Officials.

Download an application form from the Clubs web site. Fill it in, sign it and send it back to the address shown on the form.

**If you have any Membership Queries or Questions then please contact the Secretary, Kevin Mulroney on 5783-1721 or E-mail him at: [mulrone1@bigpond.net.au](mailto:mulrone1@bigpond.net.au)**

**Visitors are always most welcome to attend the Club's meetings.**



## *A Word from Our President*

Hello Members,

19th August 2012

Well with the AGM over for another year, I would like to thank the Committee for their efforts in the past year and the Members for their confidence in the committee, which has been shown with very little change for the next twelve months. There was a new position added this year, a meeting Minutes Secretary, which was filled by Helen Tuo, to help out the Secretary. Lorraine Carroll has moved into the Vice Presidents position. Thanks girls for helping the Club out.

The annual Ernie Taylor Achievement award was won by our Runs Co-ordinator Mick Breheny. I would like to congratulate Mick and at the same time thank him for the great runs we have enjoyed in the past year. At the meeting today members heard about the future runs and we certainly have a great year coming up.

Today we also welcomed five new members, who have joined over the last couple of months. They are Laurie and Josie Westcott with a 1957 Customline, Larry Cornell with a 1956 Sedan, Peter and Denise Cox with a 1957 Sedan, Ray Burness with a 1955 Crown Victoria and Robert Hewson with his Star Model Hearse. It is good to see the expansion of the Club as well as more Customlines on our runs.

There is a matter which I mentioned at the meeting and that is this year I really want to concentrate on what I believe the Club is all about and that is the enjoyment of the cars and members helping each other out with problems with restorations and other repairs and so on and taking a lighter approach to Club politics. Some of the restoration articles in the newsletter and on the website are fantastic and I would like to encourage this type of thing.

Once again the Christmas Party is being organised and that tells me that the good weather is coming, so get the cars ready for a great time out.

Safe and Happy Cruising. (In a Fifties Ford Of course)

*Jim Pierce*

Your Club President.

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**CONGRATULATIONS** Pam & Graeme Dahlstrom wish to announce that they are New Grandparents. Their little Grand Daughter, Bella Rose Stephenson, was born on 6<sup>th</sup> of August 2012 and weighed in at 5-lb 13-oz. The Club wishes Nicole and Chad and all the family all the best for now and the future.



# Your New Committee for 2012-2013



President  
Jim Pierce



Vice President  
Lorraine Carroll



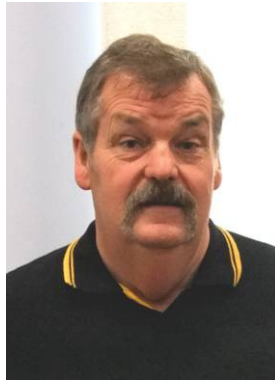
Secretary  
Kevin Mulroney



Treasurer  
Jackie Mulroney



Newsletter Editor  
Rob Brereton



Runs Co-ordinator  
Mick Breheny



Trophies  
Ray Kilby



Merchandise  
Rob Breheny



At left we have our Club Permit Officer, Les Cross & our new Minutes Secretary Helen Tuo.

We also have two Committee Members Rob Breheny and Ray Kilby.

Rob Brereton also holds the Webmaster position and Mick Breheny also holds the Property position and the Assistant Newsletter Editor positions.

Rob Brereton also holds the AOMC Representative position.

## ACHIEVEMENT AWARD

At the 2012 Annual General Meeting the members present voted for the member who had displayed great commitment and contributed to the Club over the last twelve months. The Trophy was awarded in the memory of Ernie Taylor who was always a faithful member displaying a great love for Customlines and the Club.

**This year the Trophy was awarded to Mick Breheny for his outstanding effort in all his Club positions, and for his continued efforts to improve the Club throughout the past twelve months.**

**Well done Mick, and keep up the good work,  
From all at the Customline Club.**



# Annual General Meeting

*19<sup>TH</sup> AUGUST 2012*

Well here we are again with another Annual General Meeting completed which is a relief to all involved, as I am sure there is a little more effort needed to organise this meeting and to document it all afterwards.

We had another good attendance of members at this meeting, with 31 attendees, which shows the committee that their efforts throughout the year are not in vain. In the past these meetings tended to be avoided like the plague, but in recent years that trend has changed for the better. All the members who attended today are listed in the Attendance Register along with the Apologies.

The Ernie Taylor Achievement Award was this year awarded to Mick Breheny for his efforts throughout the year, for all his positions, and especially his Runs Co-ordinator position, as well as being a good ambassador for the Club and also for being a committed Member of the Club. Mick Breheny was also presented with his replacement trophy for his last years achievements.

At the Committee elections Harry once again stepped up to chair this part of the meeting and at the conclusion of this part of the meeting Jim Pierce once again took the chair as the incoming President. The Secretaries position was again filled by Kevin Mulroney and the Treasurers position was filled by Jackie Mulroney. We have a new Minutes Secretary, Helen Tuo, to help out the Secretary at the meetings. Our two new Ordinary Committee Members are Rob Breheny and Ray Kilby once again. You can see the other positions that were filled by reading page four of the newsletter (opposite) and see their mugshots.

So please give these committee members your full support in running the Club over the next twelve months as you have done during the past twelve months.

The President thanked all outgoing committee members for their efforts during the last year and hoped the new committee can do just as well.

I am sure that all members who attended today are as proud to be Cussy Club members just as I am, and by your attendance at the Clubs AGM you have shown this.

Once again, proud to be a Cussy Club Member, Rob Brereton. PS. I'm behind the camera again.





## DON'T FORGET OUR CHRISTMAS PARTY.

Included with your Newsletter is your flyer for this year's Club Christmas Party. Please send back the reply slip, with your payments ASAP, so we won't forget to cater for you and your family. This year it is to be held again at the Beveridge Recreation Reserve Hall where we will be having a fully catered Spit Roast. All details as per the attached Flyer and Runs Sheet. Please return forms to Mick Breheny by the 16<sup>th</sup> November, so the committee can organize this function. Hope to see you all there again this year.

**Jim Pierce. President.**

## FROM THE EDITORS DESK

Just a short note from your Newsletter Editor again. With the help of Mick Breheny I hope I have once again gained your interest in this issue of the Club Newsletter. We have another good spread of Run Reports and Articles for you to read. Our Forthcoming Events page is well stacked again and should keep you busy over the next few months, so keep it handy for quick reference. Enjoy the read once again.



**Rob Brereton Newsletter Editor & Mick Breheny Assistant Newsletter Editor.**

**THE GREAT ESCAPE 2013:** East Coast Cruize. Dates are now in place, we leave Wednesday 13<sup>th</sup> March and return Monday 25<sup>th</sup> March. Visiting Lakes Entrance, Merimbula, Moruya, Canberra, Wodonga then Home. So far there are 19 Club cars attending this run. More would be welcome. A trip highlight will be meeting up with the 49-62 Ford V8 Club of NSW, to have a look at their Cussies etc. For more details please ring Mick's Mobile: 0418 & before 8:30 pm.

**Our New Members:** We have FOUR new memberships to welcome into the Club this Newsletter, so let's all give a very warm welcome to: Larry Cornell from Cremorne Point (NSW), who has just purchased a very nice 56 Customline



Sedan. Peter & Denise Cox from Regent (Vic) who have also just purchased a Blue & White 57 Sedan. Ray Burness from Sherbrooke (Vic) who has a Blue & White 55 Crown Victoria and lastly Robert Hewson from



Batemans Bay (NSW) who has a Black 59 Mainline Hearse, which he is currently restoring. We would also like to welcome Laurie and Josie Westcott back into the Club after an extended break.



## Happy Birthday to You

*Best Wishes to all Celebrating their Birthdays during the next Three Months.*



### September:

7<sup>th</sup> Chris Lavery  
9<sup>th</sup> Ann Wylie  
15<sup>th</sup> Scott Green  
18<sup>th</sup> Barbara Black  
19<sup>th</sup> Paul Cattach  
23<sup>rd</sup> Jackie Mulrone  
23<sup>rd</sup> Linda Myers  
25<sup>th</sup> Cherie Butt  
25<sup>th</sup> Rob Brereton

25<sup>th</sup> Jim Camilleri  
27<sup>th</sup> Karen Hird  
27<sup>th</sup> Linda Wright  
27<sup>th</sup> Judi Gregory

### October:

6<sup>th</sup> Rob Breheny  
10<sup>th</sup> Larry Cornell  
24<sup>th</sup> Sandra Kilby  
24<sup>th</sup> John Newman  
31<sup>st</sup> Joe Faralla

### November:

3<sup>rd</sup> Georgina Patching  
3<sup>rd</sup> Kevin Shepherd  
12<sup>th</sup> Bill Patton  
13<sup>th</sup> Colin Wicks  
18<sup>th</sup> Joan Brereton  
26<sup>th</sup> Phil Butt  
27<sup>th</sup> Wayne Carroll  
30<sup>th</sup> Les Horne

# BOWLING AFTERNOON MENTONE BOWL

& TEA AT THE ROYAL OAK HOTEL 2:6:2012

On the way to Mentone Jim and I stopped off and picked up his son Rory as an extra team member for the boys. We arrived to find Kevin, Jackie, Mick, Debbie, Rob and Joan



already enjoying an afternoon snack and not long after our arrival Bill, Margaret, Wayne and June arrived to make up the rest of the party. No Cussies today, all moderns.

Well as usual there was lots of fun and laughter. Margaret did a lot of jumping in the air in excitement on the girls side and on the



boys, well Jim seemed quite stunned at times. I am sure there were not as many "strikes" as last year and we had the bumpers up. Us girls were accused of cheating when two pins became stuck in the gutter at the end of the bumpers, it wasn't our fault. June was Mrs Cool, calm and collected, and I just sucked.



Rory said he would go again so we can't have been too bad. At the end of the first game Jackie and Rob were the winners and at the end of the second it was Jackie and Mick. So, on that basis the girls were the winners! (But the boys had the highest score. Ed.)

Off up the road we trouped to the Royal Oak Hotel. Well what a disaster! The service was non existent and some of the meals not to expectations and way off the mark. Anyway we had good company and a few drinks to wet the whistle. We had to head off fairly early for our long drive home.



Definitely go bowling next year, but we will have to partake of another eatery. Helen Tuo.



# GARAGE CLASSICS OF WILLIAMSTOWN

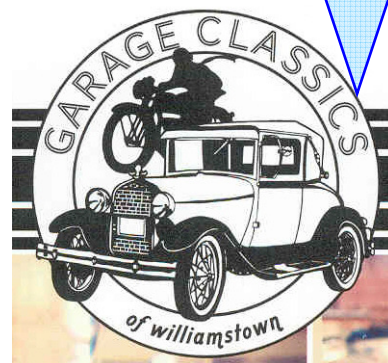
## 1ST JULY 2012

Rob and I arrived at the Garage Classics of Williamstown just before Midday. Wayne, June, Bill and Margaret were there already and then Les and Sue arrived, followed shortly by the men's car with Mick,



Robert, Kevin M (K1) and Kevin S (K2) in it, then Joe and Connie arrived and it was lovely to catch up with them again.

We had a good look around at the cars



and motorbikes and all the other items on display and I was very impressed with the Rolls Royce, as it had a place under the bonnet for the tools. Sue and I were talking about riding bikes and Sue said she and Les ride a motorbike, I said I'd like a three wheeler but forgot to say to



Sue "pushbike".

Les and Mick tried on an old bike

helmet and it looked like it came out of Hogan's Heroes, they looked impressive, but unfortunately Rob



wasn't close by to get a photo of them. They also had picnic baskets on display that I hadn't seen before, with places for your wine glasses and a cooler at the bottom. We had coffee and cakes in the Café then eventually we said our goodbyes to Joe and Connie, with the rest of us heading off to the Altona Sports Club for lunch, which we all enjoyed very much and said we should go back there again soon.



It was a cold and very wet afternoon, but that doesn't worry you when you are surrounded by great people, so thanks to all for your company on this day.

See you on the next run. Joan Brereton.





# RUBBER CONNECTION RUN

## 15th JULY 2012

I headed off this morning in the Cussy to meet up with other members at the Rubber Connection in Dandenong South. The weather was nice, but a bit windy and it was not long before I pulled into their car park, although a little puzzled as to their location as their sign at the front had blown down just previously.

We had a good turn up today with Peter Hibbert following me into the car park of the Rubber Connection's new factory premises. Les Cross



and Jim Camilleri, with Dave and also Kev Shepherd were already there looking at bits to buy. Mick Breheny and his brother Peter arrived shortly after, with Rob Breheny and Margaret not far behind. Wayne Paterson and Bill Stocks also arrived about then.

We all said our hellos to Heather and Jeff and proceeded to have a good look around their new showroom. They had a good display of their wares and hopefully will have more on display soon. Jeff also had his very nice Black 1930 Hot Rod on display. Then it was time for a bite to eat, Hot Dogs with cheese and sauce and washed down with a cuppa.

Some members were seen heading in and out with their purchases and then some more purchases and I have even ordered some stuff for myself.

Greta Taylor and Charlie Edmonds arrived about then in their very nice 56 F100.



We also had another visitor, Steve, arrive with his very original Black Star Model Cussy and then Colin Wicks arrived in his Starry.

There was also a lot of looking under bonnets and especially Les Cross's new 55 Sunliner which he had only picked up a couple of days earlier.

A lot more chatting, looking and discussing was done and eventually people started to head off for home. I am sure that everyone who attended today had a great day and also hopefully got a bargain.

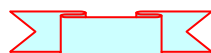
Eventually we all drifted off and I got home mid afternoon in the Sunshine but there



were big black clouds looming in the South West.

Hope to see you all on another run soon.

Rob Brereton.



# Ford Motor Company Facts



By Rob Wagner, eHow Contributor.

*The Dearborn Michigan based Ford Motor Company is a multinational automobile manufacturing company that employs more than 213,000 workers. It's one of the large automakers in the world, taking in an estimated \$146.3 billion in total revenue in the fiscal year ending in December 2008. Ford has recorded severe net losses since 2006, although as of June 2009, it has avoided the bankruptcy filings required by its chief competitors, General Motors and Chrysler LLC.*

## Origins

The company was founded by Henry Ford and incorporated in 1903. Ford perfected the modern assembly line in 1908 to mass produce the Model T, which gave Americans an affordable car. He instituted a credit plan as well as the eight-hour work day.

## Products

Ford manufactures Ford, Lincoln, Mercury, Volvo and Mazda cars and trucks. It owns a minority stake in Aston Martin. At one time, it was the parent company to the United Kingdom based Jaguar and Land Rover, before selling these subsidiaries in 2008 to Tata Motors of India.

## Global Reach

In early 2009, Ford distributed its products from 95 plants to more than 200 markets on six continents. Its operations include Ford North America, Ford Europe, Ford Asia Pacific (Australia) and Ford South America. In 2008 Ford sold the Thai-Swedish Assembly Group to Volvo Holding Sverige. It also acquired in 2008 a 72.4 percent stake in S.C. Automobile Craiova SA of Romania.

## High-Water Mark

In 1987, Ford recorded its biggest profit in its history at \$4.63 billion. During the flush economy of the 1990s, it carried 345,000 employees worldwide on its payroll. In 1993, five of the eight best selling vehicles in the United States were Fords. In addition, the company saw its total revenue soar to \$107 billion in 2001.

## Junk Status

Ford was dealt a blow in 2005 when its corporate bond rating was downgraded to junk status due to the high cost of U.S. health care for an older workforce, dropping SUV sales, a falling market share and high gas prices. In 2006, the company raised a line of credit of \$25 billion to avert bankruptcy.

## Dark Horizon

In 2006, the company suffered its biggest annual loss in its history at \$12.7 billion. During the second quarter of 2007, it recorded a \$750 million profit, but net losses for the year were \$2.7 billion. Net losses grew in 2008 to another record high of \$14.7 billion. Since the beginning of the 21st century, it has shed 13.4 percent of its worldwide workforce.

## Recovery Plan

Forced to reconsider its future on a smaller scale, Ford sold its Jaguar and Land Rover subsidiaries to Tata Motors for \$2.3 billion. Along with General Motors and Chrysler, Ford went to Congress in late 2008 for a bailout, but was rebuffed. Chrysler and GM eventually received bailout funds, but Ford decided to reject the money. The company cited the line of credit it acquired in 2006 and its current liquidity as sufficient to see it through the crisis.

Hopefully Ford will still be around for a few more years. Ed.





# GREENDALE COUNTRY PUB

## LUNCH RUN

29TH JULY 2012

Kevin and I headed off around 9 am on this very chilly morning to meet up with Robert and Margaret Breheny at their place for a coffee before meeting



up with everyone at Maccas BP Rockbank at 10.30. We found that a lot of our Cussys were off the road, Our Baby is having an engine transplant, Rob Brereton's 56 Cussy's water pump sprung a leak and was being repaired and Ray and Sandra's baby had a day at home out of

the weather. So we were very short on Classic Cars with only Mick and Debbie Breheny's 57 Cussy, Bill and Margaret Stocks with their Star Model and Les and Sue Cross brought along their new 55 Sunliner and what a really nice car it is. Everyone had a good look at it and along



with Robert and Margaret Breheny's Caddy they were the only cars, the rest of us where in our back up cars.

After a coffee and a chat we all headed off to the Greendale Pub to find that it was even colder up in the hills. Everyone gathered around the fire as soon as we got there as the pub was freezing, until the fires were cranked up and the place warmed up. Everyone enjoyed the food and with good



company everyone soon forgot about the cold as well until it was time to make our way home. I also got to meet up with a friend of mine who lives in Greendale before we left and I asked her a bit about the place. She told me that the Greendale Pub was built in 1890 and was called the Mid Way Hotel and Store and most of it is still the original building, except for the kitchen which was added in 1990 to make more room for seating. It has been said the hotel was also used for some scenes of the movie, The Man from Snowy River. It is also a regular meeting place for some bike clubs. Greendale also has a market 3 times a year in the summer, so maybe we can



try again in the warmer weather and see a bit more of Greendale.

Till next time, Stay Safe, Brenda-Lee.



# ***History of the Ford Rouge Plant    Part 1***

**By the Numbers** Located a few miles south of Detroit at the confluence of the Rouge and Detroit Rivers, the original Rouge complex was a mile-and-a-half wide and more than a mile long. The multiplex of 93 buildings totaled 15,767,708 square feet of floor area crisscrossed by 120 miles of conveyors.

There were ore docks, steel furnaces, coke ovens, rolling mills, glass furnaces and plate-glass rollers. Buildings included a tire-making plant, stamping plant, engine casting plant, frame and assembly plant, transmission plant, radiator plant, tool and die plant, and, at one time, even a paper mill. A massive power plant produced enough electricity to light a city the size of nearby Detroit, and a soybean conversion plant turned soybeans into plastic auto parts.

The Rouge had its own railroad with 100 miles of track and 16 locomotives. A scheduled bus network and 15 miles of paved roads kept everything and everyone on the move.

It was a city without residents. At its peak in the 1930s, more than 100,000 people worked at the Rouge. To accommodate them required a multi-station fire department, a modern police force, a fully staffed hospital and a maintenance crew 5,000 strong. One new car rolled off the line every 49 seconds. Each day, workers smelted more than 1,500 tons of iron and made 500 tons of glass, and every month 3,500 mop heads had to be replaced to keep the complex clean.

**The Idea** Henry Ford's ultimate goal was to achieve total self-sufficiency by owning, operating and coordinating all the resources needed to produce complete automobiles.

Ford Motor Company owned 700,000 acres of forest, iron mines and limestone quarries in northern Michigan, Minnesota and Wisconsin. Ford mines covered thousands of acres of coal-rich land in Kentucky, West Virginia and Pennsylvania. Ford even purchased and operated a rubber plantation in Brazil.

To bring all these materials to the Rouge, Ford operated a fleet of ore freighters and an entire regional railroad company.

Ford's ambition was never completely realized, but no one has ever come so close on such a grand scale. At no time, for example, did Ford have fewer than 6,000 suppliers serving the Rouge.

**The Rouge Fires Up** Ford began buying the property that was to become the Rouge in 1915. In total, he acquired a 2,000-acre stretch of bottomland along the Rouge River.

The Rouge River property still was not earmarked for any particular use. Ford had even considered turning the land into a large bird sanctuary. That changed near the end of World War I, when Undersecretary of the Navy Franklin D. Roosevelt engaged Henry Ford to build boats.

In 1917, a three-story structure, Building B, was erected on the Rouge site to build Eagle Boats, warships intended to hunt down German submarines. Building B was the first substantial Rouge building and today serves as part of the Dearborn Assembly Plant.

Although the war ended before the Ford Eagle Boats ever went into action, the effort did allow Ford to widen the Rouge River substantially, presenting the possibility of bringing ore boats up the river. The Rouge soon became the destination of massive Ford lake freighters filled with iron ore, coal, and limestone. The first coke oven battery went into operation in October of 1919, while blast furnaces were added in 1920 and 1922. Iron from the furnaces was transported directly to the foundry where it was poured into molds to make engine blocks, cylinder heads, intake and exhaust manifolds, and other automotive parts. The foundry covered 30 acres and was, at its inception, the largest on earth. In 1926 steelmaking furnaces and rolling mills were added. Eventually, the Rouge produced virtually every Model T component, but assembly of the Model T remained at Highland Park.

**Part 2. Next Page. Ed.**





# *History of the Ford Rouge Plant      Part 2*

## The First Assembly

The first land vehicles actually assembled in the Rouge were not cars but farm tractors. No sooner had Henry Ford achieved low-cost transportation with the Model T than he set his sights on doing the same for the world's farmers. In 1921 production of the world's first mass-produced tractor, the Fordson, was transferred from the original Dearborn plant to the Rouge.

Ford put a mammoth power plant into operation in 1920 that furnished all the Rouge's electricity and one-third of the Highland Park Plant's needs as well. At times, surplus Rouge power was even sold to Detroit Edison Company.

An innovative glass plant began operation in 1923. Utilizing a continuous process that Ford had helped develop, it produced higher quality glass at lower cost. In 1928 the Model A became the first low-priced car to use laminated safety glass. By 1930 the Ford was making its own safety glass at the Rouge.

The Rouge achieved the distinction of automotive "ore to assembly" in 1927 with the long-awaited introduction of the Model A. Building B would be the home of assembly operations from that time forth.

## Albert Kahn Design

Most of these buildings, and several hundred more in the Ford empire, were designed by Albert Kahn, one the most renowned architects of his day. Although the buildings were designed pragmatically for their manufacturing function, Kahn managed to add a sense of light and air. When the Rouge glass plant was erected with heavily glassed upper walls and ceiling, it was called "the single factory that carries industrial architecture forward more than any other."

## Unionization

By 1928, the complex was complete, yet it was never settled. The Rouge continued to operate throughout the Great Depression, yet Ford's obsession with ever-increasing cost reductions through methodical efficiency studies made life difficult for workers.

On May 26, 1937, when a group of union organizers led by Walter Reuther attempted to distribute union literature at the Rouge, Ford security and a gang of hired thugs beat them severely. It would be known as the **Battle of the Overpass** and became a pivotal event for the United Auto Workers and other unions.

The Rouge settled with UAW representation before World War II broke out. During the war the giant complex produced jeeps, amphibious vehicles, parts for tanks and tank engines, and aircraft engines used in fighter planes and medium bombers.

## The Rouge after Henry Ford

In 1947, at the pinnacle of the Rouge's success, Henry Ford died. The roar of the Rouge began to fade as Ford Motor Company embarked on a new era that stressed decentralization and a more global approach.

Henry Ford II and his new team of "Whiz Kid" managers continued to fully employ the Rouge through the late 1960s, operating in a distinctly different world from Henry Ford. For one, there was a growing awareness of the environment. In the early days of American industrialization, smoke rising from a stack was a positive sign of full employment. As industry matured, government and manufacturers alike became aware that black smoke had other implications.

Air and water quality standards were developed by government agencies. More manufacturing facilities located within a community, accumulatively adding to emissions, meant more stringent controls. This, in part, led to closure of some older facilities. The Rouge, the largest single industrial complex in the world, probably would be the last of its kind.

**Part 3. Next Issue hopefully. Ed.**



# FORD STUFF YOU SHOULD KNOW

## **US FORDS**

The Ford line of cars gained a new body for 1955 to keep up with surging Chevrolet, although it remained similar to the 1952 Ford underneath. The *Mileage Maker* I6 was bumped up to 223 CID (3.7 L) for 120 hp (89 kW) and the new for 1954 *Y-block* V8 was now offered in two sizes: Standard Fords used a 272 CID (4.5 L) version with 162 hp (121 kW), but the large 292 CID (4.8 L) unit from the Thunderbird was also offered, boasting 193 hp (144 kW).

## **FORD 1955**

Apart from the engine changes, customers were sure to notice the new Fairlane, which replaced the Crestline as the top trim level, while a new Crown Victoria style featured a chrome "basket handle" across the familiar (and continued) "Victoria" hardtop roof, which originally appeared on the Mercury XM-800 concept car. This use of a styling feature to visually separate the front of the passenger compartment from the rear reappeared on the 1977-1979 Ford Thunderbird, the Ford Fairmont Futura and Mercury Zephyr Z-7 coupes. The company now boasted three different rooflines, the tall two-pillar Mainline, Customline, and Fairlane, lower chrome-pillar Crown Victoria, and pillarless hardtop Victoria. The "Skyliner" acrylic glass roof was still offered, this time only on the Crown Victoria model. New brakes were used, 11-inch (280 mm) drums. Also, Fords had a new frame with five cross members.

The Fords introduced for 1955 also featured the panoramic windshields found on Oldsmobiles, Buicks and Cadillacs the previous year. With this panoramic windshield the A-pillars have a vertical angle, this gives the driver more panoramic visibility.

For the first time, Ford offered seat belts as a dealer option (not factory installed, with instructions provided by a Service Bulletin). Also new for 1955 was Ford's first factory installed air conditioner. This "Select Aire" option featured an integrated heater core and evaporator coil unit within the dash and cold air discharge vents located on top of the dash on either side of the radio speaker. The "Select Aire" design was carried over to the 1956 models with slightly different cold air vents in the same location as on the 1955 models. The condenser was mounted in front of the radiator as in later cars.

Station wagons were offered as a separate series for the first time in 1955. The Ranch Wagon and Custom Ranch Wagon were 2 door wagons whilst the Country Sedan and Country Squire models were 4 doors wagons, the latter featuring wooden appliqué side mouldings.

## **FORD 1956**

The eggcrate grille featured on the 1955 cars was widened into a series of rectangles for 1956, but this subtle exterior change was nothing compared to Ford's adoption of a 12-volt electrical system across the line. The Crown Victoria Skyliner's sales were plummeting with just 603 made, and it would be replaced by a convertible the next year. A new addition at midyear was the "Town Victoria" 4-door hardtop model which, along with the new Customline 2-door hardtop, were meant to compete with the Chevrolet Bel Air. The Parklane, a Fairlane trimmed Tudor station wagon, was added to compete with the Chevrolet Nomad. Idiot lights for oil pressure and ammeter were standard.

The Lifeguard safety package — consisting of seat belts, a padded dashboard, a deep-dish steering wheel, and a breakaway rearview mirror — was introduced. The option was a slow-seller. The optional air conditioner, which remained expensive and thus a slow seller, was totally revamped; the compressor was now housed beneath the hood and the cooling vents were moved to atop the dashboard (it could not be ordered on the Thunderbird).

## **AUSTRALIAN PRODUCTION 1955 - 1959**

The 1955 Ford was also produced by Ford Australia which offered it as a V8 Customline 4-door sedan and as a V8 Mainline 2-door Coupe Utility. The latter body style was developed in Australia utilising an imported convertible chassis strengthened for load carrying. A limited number of Customline wagons were also built. Customlines and Mainlines received the 1956 US Ford facelift and then further makeovers in 1957 and 1958 with the final series utilizing the grille from 1955 Meteor of Canada. Production ended the following year with the introduction of the 1959 US Ford which was locally produced in Custom 300, Fairlane 500 and Ranch Wagon models.


Sourced from Wikipedia. Ed.






# FORTHCOMING EVENTS

Official Club Runs are in: **"Bold Italics"** with  indicated.

## September 2012

<b>16<sup>th</sup></b> 	<b><u>"Healesville Community Market"</u></b> then <b><u>"Picnic Lunch at Badger Creek Dam"</u></b> You can meet at Maccas Croydon on Maroondah Hwy. Mel Ref 50/G1 at 9:00am to depart 9:30am, or you can meet at the Terminus Hotel car park in Harker St Healesville at 10:30am. Mel Ref 278/A1. <b>Or ring Mick for all other travelling details.</b> <b>Don't forget to DRIVE the Cussy.</b>
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## October 2012

<b>7<sup>th</sup></b> 	<b><u>"Euroa Car Show"</u></b> <b>Please ring Mick for travelling details if you intend to go.</b> <b>Don't forget to DRIVE the Cussy.</b>
<b>21<sup>st</sup></b> 	<b><u>"Committee General Meeting"</u></b> Our Meeting Place is at the Sunbury RSL Rooms at the corner of Barkly and Macedon St. Sunbury. Mel Ref: 382 F4. We will start the meeting this day at 11 am. After the meeting we will have a sausage sizzle. Tea and coffee will be provided. <b>Don't forget to DRIVE the Cussy.</b>
<b>26<sup>th</sup> 27<sup>th</sup> &amp; 28<sup>th</sup></b> 	<b><u>"Camperdown Weekend Cruise"</u></b> "Rockabilly Festival". Leave Friday lunchtime, BYO Tea or Pizza in the camp kitchen at the Big Four Caravan Park Belmont. Cruise to Camperdown Saturday morning, peruse the shops and the Car Show, cruise back to Belmont in the arvo, then to the RSL for tea. Sunday Geelong Foreshore for breakfast then cruise home at your leisure. For all details and bookings please ring Mick on 0418 , ASAP. <b>Don't forget to Drive the Cussy.</b>


## November 2012

<b>10<sup>th</sup> &amp; 11<sup>th</sup></b>	Bright Rod Run. Make your own arrangements if you are going.
<b>25<sup>th</sup></b> 	<b><u>"Wallan Car Show"</u></b> Meet at 10am in the car park of the Wallan Shopping Complex (opposite Pub). Please ring Mick on 0418 if you wish to attend this run as he needs to book a car space for you and he needs to book for lunch at the Blue Denim Café. Trophies awarded. <b>Don't forget to POLISH &amp; DRIVE the Cussy.</b>

## December 2012

<b>2<sup>nd</sup></b> 	<b><u>"Annual Cussy Club Christmas Party"</u></b> Come along to our Christmas Party this year to be held at the Beveridge Recreation Reserve Hall, Lithgow Street Beveridge. Check the attached Flyer for details and don't forget to send back the Reply Slip by the 16 <sup>th</sup> Nov. Trophies awarded. <b>And don't forget to POLISH &amp; DRIVE the Cussy.</b>
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## January 2013

<b>6<sup>th</sup></b> 	<b><u>"Picnic at Rippon Lea"</u></b> . Come along on this run and have a squiz at this famous Mansion and have a picnic lunch in the gardens. Ring Mick for booking details. There will be a (reduced) entry fee payable. <b>And don't forget to DRIVE the Cussy.</b>
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If you have other suggestions about where we can go on a Run, then please contact our Run's Co-ordinator Mick Breheny.

**Phone Mick's Mobile: 0418**

**& before 8:30 pm.**

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