

SWANKS NEWS

Swanks Car Club

Established 1956

Swanks Newsletter

July-August 2023

Steve Olson Visits Jerry Quam

Photos: Steve Olson



Steve Olson and Jerry Quam Swanks Members since the 1960's

Steve Olson, past president of the Swanks Car Club had a few days in Arizona this past February to meet up with another Swanks Member Jerry Quam. Steve wanted to catch up with Tim Hoyt another Swanks member who lives about one and a half miles from Jerry but limited time did not allow it.

Jerry moved to California as a young man and operated a specialty cars sales company. He also directed and produced some of the most famous car shows in the United States. The Swanks News May-June 2023 Issue has a column about Jerry. I hope that Steve and I can communicate with Jerry soon to gain more information on his most interesting career and his recollections of the Swanks Car Club in the 60's.

Jerry and other early members of the Swanks really made a mark in the hot rod world, and I want to document as much of their activities as I can.

As The Swanks Car Club Casselton celebrates its fifteenth year, we can thank these individuals for building the traditions and history we carry forward today.



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Issue Dates: Jan. 25th, March 25th, May 25th, July 25th, September 25th, November 25th

Going to a car show? Bring your camera and send in the photos for the next newsletter.

Got a project or a new car? Take a few photos and submit them to the newsletter.

Got something to sell? Put it into the newsletter—
rondahley@gmail.com

Jerry Quam's Shops



"There's not much in life more exhilarating than a T-Bucket."
Street Rodder Magazine



Jerry Quam



By Bill Sanders

The Strip. That short, winding stretch of Sunset Boulevard in a county no-man's land between Los Angeles and Beverly Hills, Sunset Strip. It has always been a paradox playground of the unusual, catering to the famous and drawing out the masses. From its heyday of the Twenties with lavish night clubs and pseudo-French building facades to 1960 and the convergence of the hippies and hip persona, the Strip has always been an extravagant display of what is happening now.

The Strip. It begins and ends at the other just a drug store. The Strip. It was Lana Turner being "discovered" at Schwab's. It was Cary Grant, the big name night club with the big name interlopers and big name patrons. It was Dino's Lodge and '77 Sunset Strip. Now it's the Playboy Club. It's Cyrano and Alee's. It's The Whiskey and Sneezy Pete's. Sunset Strip. A potpourri of the unusual.

It's not surprising then that Sunset Strip is home for what may be "The World's Most Unusual Car Lot." On a street where anonymity is a cardinal sin, the endeavor is to be different, quiches almost every aspect of personality, especially in dress, homes and modes of transportation. If you're making the scene, you've got to have a set of wheels that are distinct. Twenty minutes along The Strip any afternoon will prove that thesis.

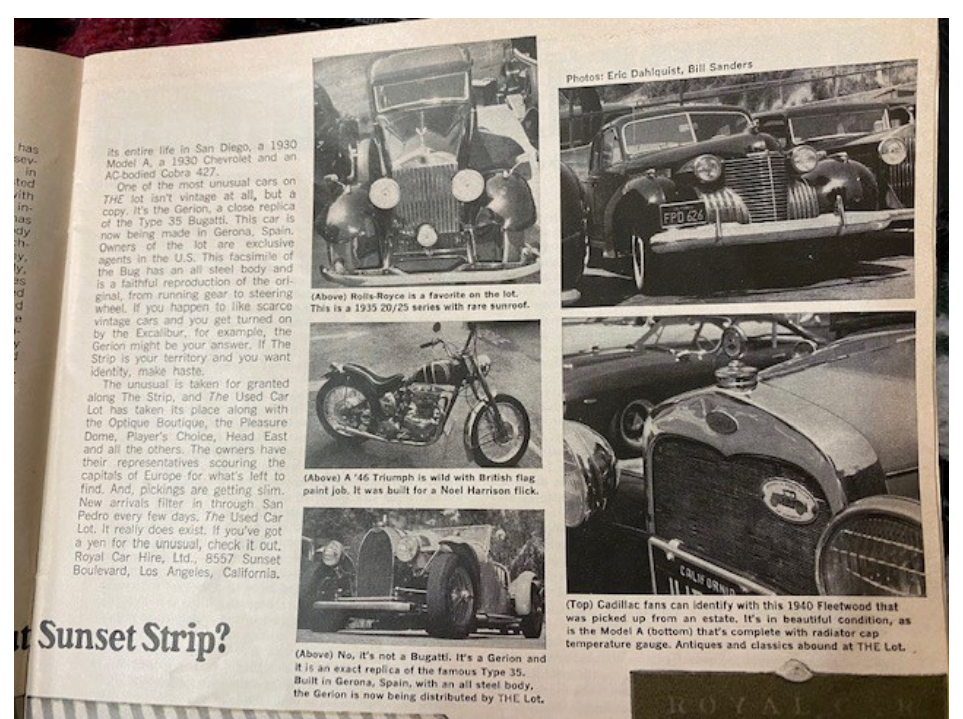
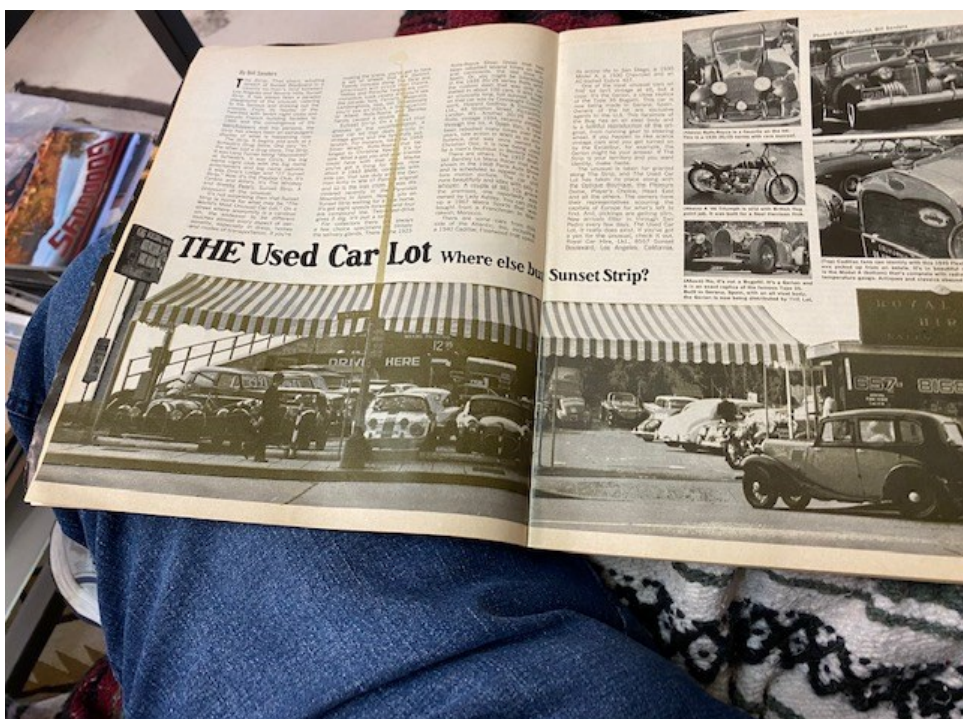
Vettes and Porsche Targas are commonplace. Look closely and you'll see the parade; Isos, Ferraris, Maseratis, Lamborghinis, new, old. Occasionally you'll see an OSCA, a Stanguellini or Allard. Rolls-Royce and Bentley hardly caused a double take.

Sunset Strip. On a street that grooves on the unconventional; a used car lot that deals strictly in vintage goons and the fancifully outlandish. For instance, take the 1953 Silver Wraith Rolls-Royce that belonged to Christine Keeler. It's for sale. What a gas you and your friends could have with that one. Maybe you've got a thing for bikes. How about a 1943 BMW, complete with side car, that saw duty with the German Army in WW I? Painted original and so is the iron cross. It was discovered recently in the Pyrenees Mountains in Spain. Now it sits on Sunset Strip waiting for a new home. It's got eight speeds forward and four are compound low. Two-wheel-drive gives it dig. It'll pull a tank.

For collectors there are always a few choice specimens. There's always the salivary glands. There's the 1923 Rolls-Royce Silver Ghost that has been rebodied several times on several continents, the last time in Spain. Or you might be interested in the 1935 20/25 series Rolls with the custom dash that was only installed in about 100 cars. It also has an unusually long, full sunroof. Body on that car was by Connaught Coachwork, Howard Godfrey & Company, Ltd., 48 Stratton Street, Piccadilly, London W1. Another 20/25 series Rolls, vintage 1934, recently passed through the lot. A Gown Van, it has been rebodied many times over the years, saw action in WWII as an ambulance, and was once owned by Christian Dior. It is now being used by a men's boutique in Beverly Hills.

There are others. The 1937 Boat-tail Bentley Le Mans Racer that was shown in the 1968 Paris Auto Show and is scheduled to appear in a future motion picture. The car still runs beautifully and idles with only a whisper. A couple of MG TCs grace the premises, one reportedly owned by Lady Ashley. You can pick up a 1967 Matra Sports that was bought from a Frenchman in Marrakesh, Morocco.

There are some cars from this side of the Atlantic, too, including a 1940 Cadillac Fleetwood that spent



Above; The Motor Trend magazine from the 1970's featuring an article on Jerry Quam's Hot Rod and Exotic Used Car Lot.

Fun Fact: Edward Hines came up with the idea of marking the roadway with a white line down the center. He came up with the idea when he was following a milk wagon leaking milk leaving a white trail on the road. The first white painted lines were in Michigan in 1911.

Feature Car The Ford Crestline

Mac's Motor City Garage

The Short, Happy Reign of the Ford Crestline, 1952-54



The model name is an obscure one today, but from 1952 through 1954 the Crestline was the flagship of the Ford passenger car line.

The Ford Crestline came to be in 1952 when the Dearborn carmaker decided to replace its two old-fashioned DeLuxe and Custom model names with three newer and jazzier designations. It's been said that Henry Ford II himself decreed that it was time for a change, but while that hasn't been verified, we can bet it wasn't done without his personal approval

In ascending order in price and features, the new names were Mainline, Customline, and Crestline. There was some precedent for the Crestline tag, sort of. In '50 and '51, Ford had offered a specially trimmed Custom Tudor, intended to compete with the General Motors pillarless hardtops, called the Crestliner—note the extra “r” on the end. Also, in 1954 through 1956, Ford badged its bodies with the Crestmark name in emulation of GM's Fisher Body.

As if to signal its exclusivity, the Crestline was offered in just three body styles in '52 and '53: the two-door hardtop Victoria, the Sunliner Convertible, and the wood-trimmed Country Squire, Ford's deluxe eight-passenger wagon. Each style was available only in the Crestline series. (A four-door sedan was finally added for 1954.) Prices ranged from \$1,925 to \$2,186, and along with the exclusive body styles, buyers received additional bright metal exterior trim and finer materials inside, nicely done up in a two-tone theme of mixed nylon and vinyl.

Like all Ford passenger cars in '52-'53, the Crestline could be powered by the familiar 239 cubic-inch flathead V8 or the new OHV 223 CID six. Either could be paired with your choice of a three-speed manual, overdrive, or Fordomatic automatic transmission. Annual styling changes were minor but in 1954 an entire list of extra cost power options became available: power steering, power brakes, power seats, and power windows. By checking enough boxes on the order form, a Ford could now be as fully equipped as most of the cars in the mid-priced field More big news for '54: The aging flathead V8 was retired in favor of the new overhead-valve Y-Block V8 and the revised chassis now featured ball-joint front suspension. One more body style joined the Crestliner lineup, the Plexiglas-roofed Skyliner, which didn't sell in large numbers but added glamour to the Crestline series

Despite their higher prices and low-volume body styles, the Crestlines did reasonably well for the Ford division—especially the four-door sedan in '54, which sold nearly 100,000 units. After a short but successful three-year run, in 1955 the Crestline was replaced as the flagship Ford model by the Fairlane, which took its name from Fair Lane, the Dearborn estate of Henry Ford I.

Lanny's Can Am Rendezvous

Photos: Gary Johnson

Gary Johnson and Mark Kieffer cruised to Mayville ND for Lanny's Can Am Rendezvous. Thanks to Gary for sharing some pictures of their fun day.



I'll paint any car for \$29.95

Earl Scheib
AUTO PAINTING

Ted Talk with Ted Bryans

This past weekend, July 14, 15, and 16, was the last drag race at the Mile High Nationals at Bandimere Race Track located just outside of Denver, Colorado. The track has been hosting great races since 1958, but this year was its last. The facility was sold to Amazon and will be razed for new projects and a new racing facility is planned about 10 miles away. About 100,000 fans attended the 3-day event for the last time. John Bandimere Jr., the second generation to run the race track is planning on building a track near the Denver International Airport with more property to spread out. The current property is situated on 100 acres and the 65-year old facility's parking is becoming a major issue. The new facility is projected to open in 2025.



A Message from Jerry Quam

On July 17 I received a message from Jerry Quam and thought I should share it with Swanks Members and friends.

"Swanks" newsletter; thanks for sharing it; long time back for me; still got a "Swanks" original plaque; (cast @ F/ M foundry back in the day; Steve Olson brought a newsletter here to Scottsdale awhile back; but forgot it in his hotel room1 Glad to see the club up and running; still existing! It seemed to me back in the late fifties; early sixties; car clubs seemed to run out of gas; guys got married; went in the service; etc; and it (Swanks) kind of died out; I moved to California in 1962 after selling my 32 Ford 5 window; ; and that seemed to be towards the then end of the club; but stayed in contact with many ex-members; Lanny Ericken; Gary Hoffsomer; bob Pettinger; and others. I got into import cars in Calif; selling Rolls-Royces; Bentleys; Jaguars; etc.; did that for ten years; resulting in owning a classic car lot on Sunset Blvd.. (across from the "playboy " Club); sold that after a few years; moved to Santa Barbara; starting selling street rods; customs; racecars; etc.; now basically retired; but have 15 or so cars; (32 Ford Hiboy; 35 Roadster; 36 Roadster; 39 Roadster Covert; 1962 Thunderbird full custom; 1941 Cadillac series 60 with all modern running; full power; also a 1938 Packard Cnv sedan (same drive line); still selling a few exotics; but slowed down; (82 years old) keep in touch with Dave Conmy; Steve Olsen; his cousin; Mike Beaton; and others. Glad the club survived; I think it is better now than in the 50s/60s; older guys; level headed and the car quality is much better than "in the day" Thanks! Gerald Quam; Scottsdale, Az

I received a second message from Jerry on July 21, here he shares mor memories from the past. I think we would all find this most interesting and enlightening.

Ron; Saw the newsletter pertaining to the G S T A; (Gopher state timing association) I won first place in "street rod" at the G T S A show in 1961; with my 32 Ford 5 window; I still have the trophy here in my garage today! Also won at the "toppers" several times; and the "roadrunners" show; Also first "street Rod" at "Winnipeg Roadsters" and "best Paint" We used to put up a club display at most of the car shows; We had a large white vinyl banner with the "Swanks" logo; and we all parked together; regardless of the different classes we were in; a couple of original members are around the phoenix area; Gary Schmidt; I still see. Thanks for the memories, Jerry Quam.

Do You Know? In 1960 and 61 the Dodge Dart was a full sized automobile. In 1962 the Dodge Dart was a B body or mid size car. In 1963 the Dodge Dart was a compact car.

Cure for Cancer Car Show

Words/Photos: Ron Dahley

This spring a small but very nice car show was held in the parking lot of West Fargo High School. It was part of a Relay for Life Program held that day and the show certainly augmented all the other festivities. Some nice cars as well as several food vendors were on hand to give all the participants a fun time.



Where did it go? The uncertain T has not been seen since 1973

Bench Rodding with Phil Shaw

I met Phil Shaw from Auburn, Nebraska at the Back to the 50's Car Show when I spotted his 1958 Yellow and Black Dodge. The first time I saw it I tried to take a picture and there were so many people around it I finally gave up. I came back several hours later and waited for a while and finally got a break in the admiring crowds to take a few snapshots. I then introduced myself and chatted with Phil and his wife.

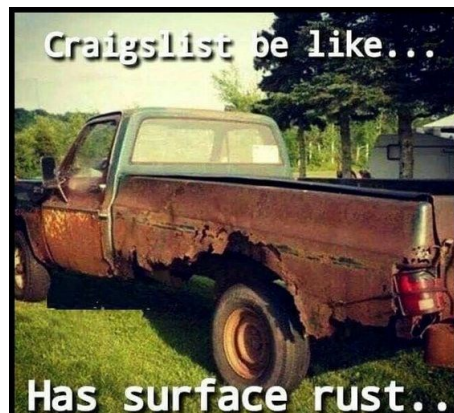
Phil- I found the car in a restoration shop where the owner was having the car rebuilt. He had been diagnosed with cancer and had decided to sell the car to concentrate on his health journey. I purchased the car and had the car completed. There had rust issues and the floors and body parts were replaced as needed. Parts are hard to find for a 58 Dodge so one must go to extremes to acquire needed parts. The drivers side wing window was missing the lock and the chrome bottom trim. I looked all over for those pieces several years passed and a friend of mine called me one day and told me he had spotted a 58 Dodge along a tree stand at a farm stead. He gave me the address and I drove to the farm and asked the farmer if he would sell me the parts. The farmer would buy a car and drive it until he decided he needed a new one and he would park the old car on his land. The farmer had about 30 cars parked bumper to bumper along the tree line. The farmer said he would sell the entire car for \$150. I told him I'd take it. He then clarified his statement and explained I had to take all the cars for \$150. apiece. At the time metal prices were very high so I called a guy who had a salvage yard and he offered me \$300. a car so I made the deal, I bought all the cars, the salvage yard picked them up and hauled them away and I got my 58 Dodge parts car.

The last time we attended Back to the 50's was 2017 and Dave Kindig was here. Dave was walking around the fairgrounds and I spotted him as he walked directly over to me and said "I think you have the rarest car here", I responded with "maybe" and he asked "have you seen another 58 Dodge here? I haven't." I thought that was pretty cool.



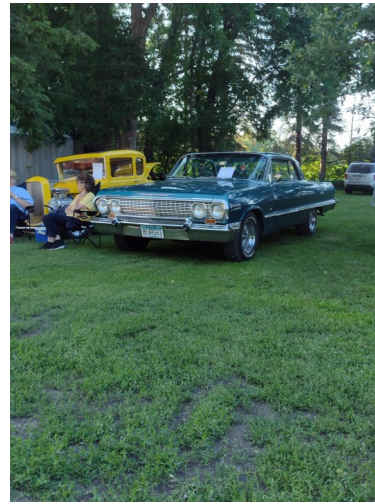
Right:

The lower piece of chrome on the vent cost Phil 30 junk cars.



Crooked Lane Farm Car Show

Johnny "Rocket" Nustad



Good weather, good friends, nice cars and amazing food made for a nice evening.



Lesley Gore 1963

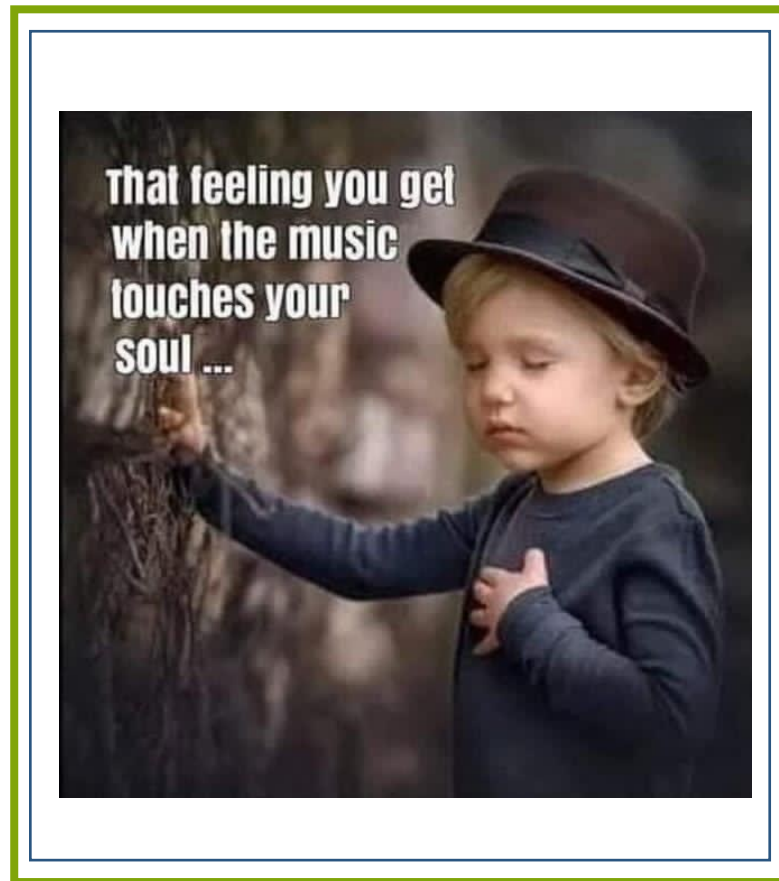
From: Doo Wop, the 50's/60's and Wikipedia

You Don't Own Me Lesley Gore 1963

You Don't Own Me was probably shocking in 1963 for its anti-patriarchal stance, shocking the power of one woman to deny the wishes of a man. Since then, the song has been hailed as an early feminist anthem.

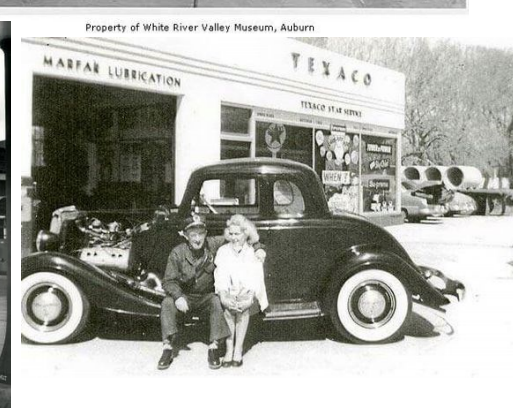
Lesley Gore was born Lesley Sue Goldstein in May 2, 1946. She was an American singer, songwriter, actress, and activist. At the age of 16, she recorded the pop hit "It's My Party", a US number one in 1963. She followed it up with ten further Billboard top 40 hits including "Judy's Turn To Cry" and "You Don't Own Me". Lesley Gore passed away February 16, 2015

Swanks Kooking Korner



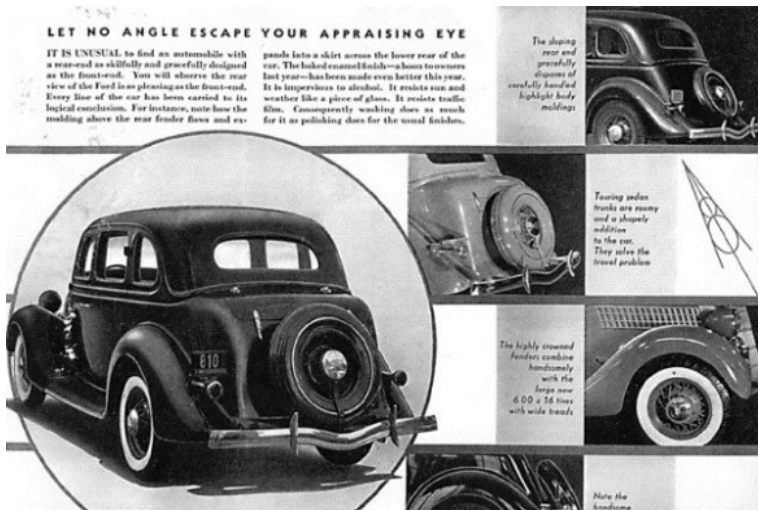
Vintage Photos

Photos: Pinterest/ Gail Bryans



What's The Diff? 1935 and 36 Ford

For 1935 the Ford passenger car line was again redesigned. The wheelbase remained 112 inches, but the front suspension was revised and the engine was shoved forward in the chassis to provide more volume in the passenger space. Accordingly, the resculpted grille was also moved forward, to well ahead of the spindle centerline, to maintain a long, pleasing hood line. The cab itself was now bigger, rounder, and roomier in every direction



One new feature for 1935 was the incorporation of an integral trunk. Available in both the Tudor and Fordor versions, these cars were marketed by Ford as Touring Sedans. The non-trunk models (small illustration upper right) were simply called Sedans in official Ford nomenclature. However, among hot rodders and restorers today, these are commonly known as flatback or slant back body styles. In similar fashion, the Touring Sedan is known in some quarters nowadays as a trunk sedan.

The '36 Ford received new hood and grille sheet metal with a more rounded, nautical look, (Both Edsel Ford and his chief stylist Bob Gregorie were fans of marine design.) This was also the last year for separate headlamp pods in Ford passenger cars—from '37 on, the lamp assemblies were faired into the fender and body sheet metal.

Additionally, in '36 Ford's welded wire wheels were finally retired, replaced with steel disc wheels in a bolt pattern that came to be known as "wide five" and was used from '36 to '39.

This was also the last year for the venerable Three Window Coupe, shown here (as in most years, available only in Deluxe.) Standard and Deluxe models for '36 are most easily distinguished by their grilles: painted in Standard, chrome in Deluxe.



The hand, no matter how dexterous, would be a useless piece of machinery were it not guided by intellect. *Henry Ford*

Street MACHINE Nationals in St. Paul, Minnesota

Todd Schultz

Todd Schultz attended the Street Machine Nationals in St. Paul, MN advertised as the biggest muscle car party of the year. Todd reports that over 6000 cars were registered for this three day event. This is the only car show I am aware of where you can bring your car and have it Dynod, they also have burnout contests, show and shine, a swap meet and a performance marketplace.



Swanks Drive Careful

Next up on the pole, it's Sierra.



Ron's Helpful Hot Rod Tips



I found the whatmacallit that fixes the thingamabob.

Up Coming Events 2023

Please call to ensure the events have not been cancelled.

- July 21-23** Street Machine Nationals Minnesota State Fair, St Paul MN
- July 26** Eventide Sheyenne Crossings Car Show, 225 13th Ave West, West Fargo ND 6-8pm
- July 27** Cruise to Casselton, Swanks Car Show Casselton
- July 29** VW's in the Valley, FM Visitors Center 10am-3pm
- August 5** McClusky ND Car show
- August 5** NDSRA Run to Medina Medina ND
- August 11-13** Dacotah Rodders Granny Run Grand Rapids ND
- August 12** Northern Knights Car Show, Park Rapids MN 8am-12:300
- August 14** Buffalo Wild Wings Car Show Moorhead MN 5-8
- August 16** Veterans Vintage Car Show Moorhead American Legion 5-8
- August 19** Cormorant Daze Car Show, Cormorant MN 10-3
- August 19** Classic Car Cruise, Rosholt, SD 1-5pm
- August 20** Dare 2 Stand out Car show Sickies Rest 4-8pm
- August 23-27** Kool Deadwood Nites Deadwood SD
- Sept 9** All Ford Car Show Luther Family Ford, Fargo ND 9-3
- Sept 10** Cruise to the Island Mayville ND Island Park 10-4
- Sept 17** Rydell Car Show Grand Forks ND
- Sept. 23** Pumpkifest Car Show Lake Park MN 9-2
- Sept 23** Fort Ransom ND Car Show
- Sept 24** Suedes Swap Meet Interstate Dragways Sabin MN 8-12
- Oct 5** Classic Car Show Smith Motors Wahpeton ND 4-7
- Oct 14** **Frankensteiners Ball #18** Isanti Fairgrounds Cambridge MN 9-3

Frequent Events

- 1st Tues.** Elroco Cruise Night Grand Forks ND 6:30-9:30.
- 2nd Tues.** Elks Car Show Fargo ND 4-8:30 pm 3435 North Broadway.
- Wed.** Cruise Night Bismarck ND 6 to 9 pm Scotty's Drive-in.
- Wed.** Cruise Night Pelican Rapids MN 6:30 Main Street.
- 2nd Wed** Cruise DL Detroit Lakes MN 4:00-8:30 pm West Lake Drive on the beach.
- Thurs.** Cruise Night Grand Forks ND 6-8:30 pm Culvers Restaurant.
- 1st Thursday** Moorhead Cruise Night Moorhead MN 5-8:30 pm Downtown Center Avenue Moorhead. Starts in May.
- 2nd Thursday** Barnesville MN Show "N" Shine 6-8 pm Downtown Barnesville.
- 3rd Thurs** West Fargo Cruz Night West Fargo ND 4:30-9 pm