



# The Distributor



## Newsletter of the Hi-Country Regional Group #28 Early Ford V8 Club of America

HiCountryV8.org

Feb 2017

VOLUME 47, NUMBER 2

Our meeting place is the Denver United Church located at 660 S. Broadway Denver Co.  
Meeting held the First Thursday of every month at 7:30 p.m. No meeting in January.  
Should you like to go to Board meeting contact President for location.  
Remember when sending mass e-mails do them BCC to protect e-mail addresses.

### President's Message

I would like to thank the EFV8 Board of Directors for having enough confidence in me to elect me as President for the 2017 year. I will make every effort to make the meetings interesting and keep everything running smoothly. During our first general meeting we will begin planning for our tours and seminars. I believe that if our club is proactive in planning we won't be at the last minute trying to come up with tours or seminars. Everyone's input will be appreciated.

Thank You. F. Bernie Arellano

### Feb Seminar Saturday 4<sup>th</sup> & Sunday 5<sup>th</sup>

The region's largest indoor automotive swap meet held at the National Western Complex will be our Restoration Seminar for February. You can attend Saturday or Sunday, Feb 4th or 5th; \$10 on Saturday, \$6 on Sunday (8:00 AM beginning both days). See the web site for details: [www.tristateswapmeet.com](http://www.tristateswapmeet.com). R T Fell, Restoration Seminar Chairman

North East corner of Washington St & I 70 enter off Brighton Blvd.

#### National Western Complex

4655 Humboldt St.  
Denver, CO 80216

### Comfort & Concern

The following members are in our  
Thoughts & prayers for medical or other issues

#### Sympathy

Dick Fells Uncle passed away.

#### Concern

Steve Carmack still having Knee Issues

### Inside This Issue

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### New Members are

#### Andy & Amy Helck

3154 Ponderosa Dr. Ridgway Co. 81432  
c- 1-845-304-417  
e-mail andyhelck60@gmail.com  
1935 Ford Deluxe Convertible Sedan

#### Scott & Aurelia Turnage

1640 S. Forest St. Denver Co. 80222  
H-303-753-6738 Cell-303-819-3893  
e-mail—sturned@msn.com  
1940 Ford Two Door Street Rod  
1932 Ford Roaster Street Rod

### The Distributor

Is a monthly publication of the **Early Ford V8 Club of America, Hi-Country Regional Group**, a non-profit club founded in 1970, dedicated to the restoration and preservation of Ford Motor Company vehicles manufactured from 1932 to 1953. Contributions of articles, photos, cartoons, sale or wanted items, etc., are welcome and may be mailed to Len Harcourt, dead line the 18<sup>th</sup> of the month.

3534 Desert Ridge Cir. Castle Rock, CO 80108, 720-733-2446, or email [len-mary24@outlook.com](mailto:len-mary24@outlook.com)

### EARLY FORD V8 CLUB OF AMERICA, HI-COUNTRY REGIONAL GROUP

#### 2016 Officers & Board:

Bernie Arellano..... President  
Gene Pastor.....Vice President  
Patti Jantz.....Treasurer  
Russ Newnes..... Recording Sec  
Empty.....Corresponding Secretary  
Gordon Snow.....Board member  
Abe Jones..... Board member  
Dennis White..... Alternate

#### Chairmen:

Gordon Snow ..... Membership  
Dick Fell..... Seminars  
Jim Hatfield.....Tours  
Jay Svigel..... Meeting Programs  
Jim Nielsen .....CCCC Representative

#### Newsletter/Web Site Staff:

Len Harcourt ..... Editor  
Jack & Pat Eakins..... Circulation  
Ed Rockwell ..... Photographer  
Patti Jantz ..... Remembrance and  
Celebrations  
Jay Svigel .....Web Site/E Mail  
EFV8 Hi-Country Regional Group  
P.O. Box 3137, Littleton, CO 80122  
website: **HiCountryV8.org**

## Feb 19<sup>th</sup> Tour

The next tour will be on February 19th at the Colorado Railroad Museum.

We will meet at 1pm. Regular gate fee is \$10.00 and \$8.00 for seniors over 60.

The address is 17155 W. 44TH Ave in Golden.

Please call Jim Hatfield if you have any questions.

303-877-2722



Remember!!

Our new meeting Date is back to the first Thursday of each month. Same time- 7:30pm. See you all On Thursday the 2nd

Many thanks to Nick, Bernie and others for organizing the Installation Banquet. The band was great.

Photos by Ed Rockwell

Editor Len

Story Submitted by Jim Nielsen  
I apologize the print cannot any get larger.

Len Harcourt

# 15 Years of SUCCESS



K. R. WILSON,  
Founder and  
Sole Owner.  
Member S. A. E.

## PAST

**1916** MY automobile experience dates back to the very beginning of the steam and gasoline engine driven automobiles.

In 1907 I built the first modern garage in Western New York. From 1909 to 1911 I was a Ford and Buick dealer. From 1912 to 1915 I manufactured "57 varieties" of accessories for Fords. Soon afterward, through a bad partnership arrangement, I lost every dollar I had accumulated.

But 1916 proved the turning point in my life and the beginning of my present business. With no assets other than plenty of ambition and a determination to make good, I started an independent Ford Service Station. At this time but little service station equipment was available, so that most of the work had to be done by hand. In spite of this handicap, my experience, with the aid of a good machine shop at my disposal, enabled me to turn out good work and build up a wonderful business. I found that many operations could be done better, and in a fraction of the time, if especially designed tools could be had. So I immediately designed the most needed one at that time—the Transmission Bushing Reaming Machine.

## PRESENT

Dealers around Buffalo were invited to come in and try it. As a result many of them wanted me to build duplicate machines for them, which I agreed to do. Several of them paid in advance to secure preferential delivery. With this "Capital" the present K. R. Wilson business was founded. From then on the business financed itself. Accumulated profits were used to further expand the business and develop new equipment.

SPACE does not permit me to tell of the struggles with competitors and other obstacles which had to be overcome during the next ten years. However . . . I survived! In 1929 I wrote and published a book which opened the eyes of Ford Service Men and revolutionized repair shop methods. Soon afterwards The Ford Motor Company recognized that my equipment and methods were right. Subsequently arrangements were made whereby Ford Dealers could purchase K. R. W. Shop Equipment direct from the factory, at prices unheard of before.

From time to time jobbers have intimidated manufacturers and suppliers who sold me, in an effort to stop my source of supply, making it necessary for me to manufacture

## FUTURE

**1931** such equipment in my own plant. In every case I have been able to make such equipment better and cheaper. Today I own and operate the largest plant of its kind in the world—where nearly all K. R. W. Equipment is produced from the raw material to the finished product.

As to the future, I have every confidence that the Automobile Industry will continue to develop and always be the greatest in existence. With this faith in the future, I have invested millions of dollars in factories, machinery and stocks of merchandise to keep pace with this great industry.

ASIDE from the financial remuneration this business has brought me, I feel my greatest reward is the recognition accorded me by the Ford Organization and its Dealers throughout the entire world.

This fact, and my 15 years of successful designing and manufacturing should be sufficient to warrant every confidence in K. R. W. Products.

K. R. Wilson.

*"Nothing Succeeds Like Success"*



Reprinted from KRW Service Station Equipment for Ford Dealers - 1931-1932 Catalog

July/August 2015 • The Restorer • 9



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 JULY AUG 2016  
 Tim Nielsen

## K. R. WILSON TOOLS FOR FORDS

By Stan Johnson, Springfield, Virginia



K.R. Wilson, Inc. was founded by the late Kirke R. Wilson in the village of Arcade, New York in 1920. The rise of the firm and its significance in America's industrial development is a most unusual saga.

Kirke R. Wilson's automotive experience began with the early steam and gasoline driven cars. During 1918, he designed the first "Service Tools" for Ford cars and also did servicing of cars at his garage at 1018 Main Street, Buffalo. Initially he hired other firms to make his tools, but he eventually set up manufacturing in Arcade, New York. K.R. Wilson continued to invent, perfect and manufacture these Ford service tools in ever-increasing quantities, selling to Ford dealers through direct mail advertising and displays at auto shows. He opened a new factory in Arcade on August 3, 1920, which consisted of a machine shop and foundry. In 1923, he added another building; and then added other buildings in 1924, 1926, and 1927.



In 1921, he developed the famed KRW Combination Machine that revolutionized the methods then used for rebuilding Ford engines. "With this machine" reported an observer, "it was made so easy to rebore blocks and pour crank shaft and camshaft bearings that the Combination Machine became as indispensable to Ford dealers as anvils were to blacksmiths."

During 1925 and 1926, K. R. Wilson sold the Ford Motor Company, and Henry Ford himself, on the idea of a complete service system for Ford's franchised garages and agencies all over the world. The story is told that Mr. Wilson was visiting a small Kansas town in 1926 when he received a wire from

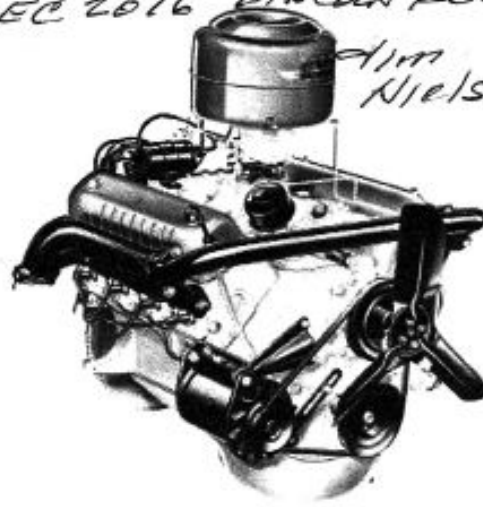
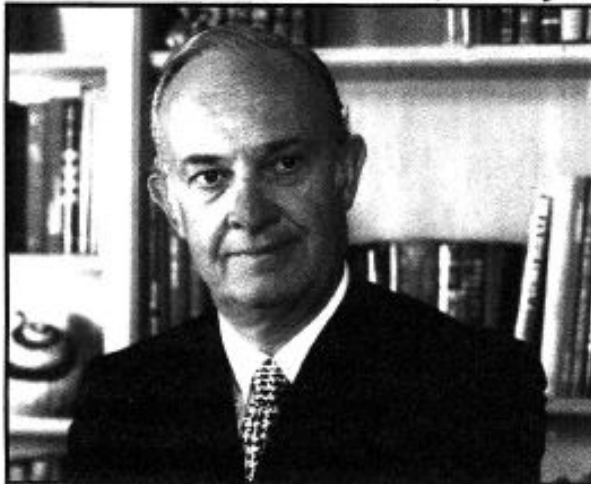
the Ford organization to report to Detroit for consultation. The Kansas train station there was not a scheduled stop for the Santa Fe passenger train but Wilson was determined to reach Michigan as soon as possible. He built a bonfire upon the track by burning newspapers and with the additional aid of a lantern flagged the train to a halt. The conductor was exceedingly angry over the delay and the many laws that Mr. Wilson had violated, but he allowed him to get aboard. The next day he reached Dearborn, Michigan, where he met Henry Ford. During his stay with the great industrialist, K.R. demonstrated what his tools would do and a bargain was struck which united KRW tools with the Ford empire.

The Wilson firm stayed in close collaboration with the Ford firm for a quarter of a century. In 1948, the Wilson company achieved what was hailed as a near-miracle of manufacturing when they designed and manufactured complete sets of desirable service tools for all Ford branch schools in just 21 days from blueprints to finished units. This achievement was necessitated by the appearance of an entirely redesigned motor car, the 1949 Ford. Once these tools were accepted, sufficient sets were produced in less than five months and delivered to 85% of the Ford dealerships in the United States. Wilson produced hundreds of thousands of special tool items for every model of Ford, Mercury, Lincoln, and Ford trucks, and these KRW products are sought after by old car enthusiasts to this day. A special display of K.R. Wilson tools is a part of the Model A Ford Museum in Hickory Corners, Michigan.

Portions of this article were extracted from Tim Hill's website at <http://krwilsontools.com/>



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Jim Nielsen

## THE MAN WHO SAVED THE V8

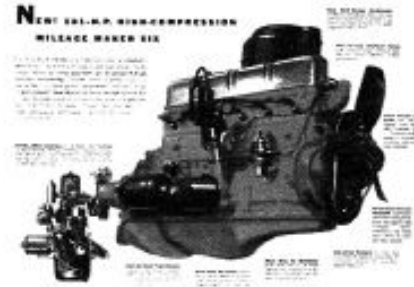
By Mike Denney

I thought I knew a lot about Ford history, but the story I'm about to share with you is something I did not know. The man pictured above is named Chase Morsey Jr. often referred to as "The Man Who Saved the V8". In fact, Mr. Morsey wrote a book with that title that I just finished reading; I must say it was very interesting!

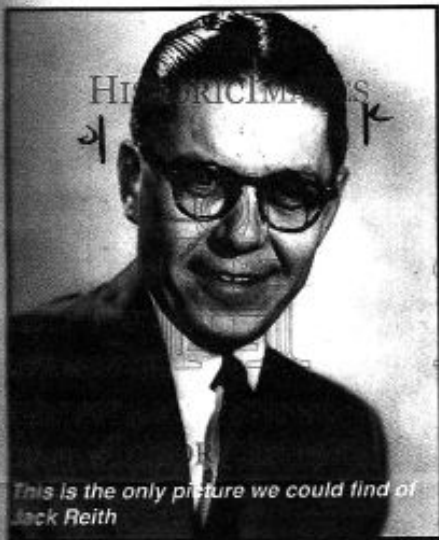
The Ford Motor Company was in disarray at the end of World War II; Henry Ford II was brought in to run the company. He hired several men from GM plus some talented folks from the armed services that became known as the "Whiz Kids". They had changed things up in 1949 with the introduction of the new Ford. But the long range product planning was also in the works and, shockingly, for the 1952 model year Ford management had decided to drop the V8.....yes, you read that right! They were going to stop producing the V8 engine in favor of the new Ford "Milage Maker" overhead valve six that was under development. Dropping the V8, it was believed, would save millions of dollars in production costs. After all, Chevy was outselling Ford and they only offered a six cylinder engine. Ford management had approved dropping the V8; it was a done deal until a new employee named Chase Morsey Jr. was hired.

Mr Morsey had gone to work for IBM right out of college, and he gained valuable experience in the business machine company. During WWII he had joined the Army Air Corp. Once the powers that be realized his experience with crunching numbers and organizational skills, the government actually sent him to Harvard business school. One of his teachers was Robert McNamara, the subject was analytical methods that had been developed for business. Those methods were to be applied to the war effort to keep track of material resources such as aircraft and aircrews. Big business techniques were applied to war time endeavors; he was quite successful and rose to the rank of Captain. One of his commanding officers was Francis "Jack" Reith, and they became good friends.

Right out of high school Chase Morsey's parents gave him a 30s era Ford V8 coupe. He fell in love with that car and particularly the V8 engine. He was often asked at gas stations if he liked the V8 and of course his answer was a resounding yes! His loyalty to the Ford car was set; he drove that coupe all over the place while he was in college and after he went to work for IBM. He finally bought a new 41 Ford with a V8 just before the war. To him the name Ford and the V8 were synonymous.







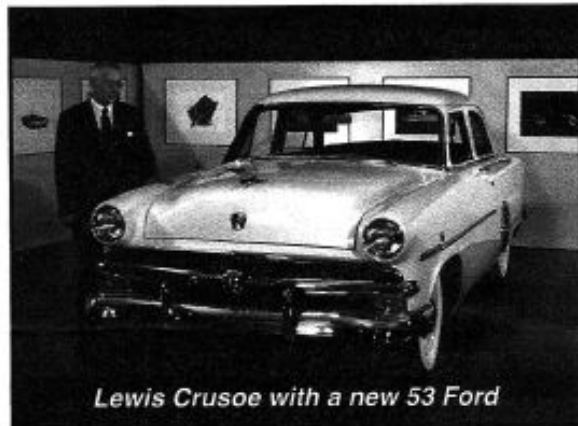
*This is the only picture we could find of Jack Reith*

the "Whiz Kid" team. Remembering that his good friend Chase Morsey was a big fan of Ford, Jack offered him a job. That was 1948 and Chase jumped at the chance to work for Ford, so he packed up his wife and moved to Dearborn. He was put in charge of a new division called "Product Planning" which was to commence with the 1952 product line up. One Friday, Jack Reith gave Morsey a thick black binder to read over the weekend to get him up to speed on the plans for future products. Over that weekend, Morsey read and re-read that binder; nowhere in it was mention of the V8 engine. Chase was dumbfounded. No V8 in a Ford, he felt, was one of the biggest mistakes that could be made for the future of the company!

Monday morning Jack Reith walked into his office to find Chase Morsey waiting for him. Chase quickly launched into his passionate plea that dropping the V8 was the biggest mistake Ford could make; he went so far as to say the plan was just plain stupid. Of course, Reith explained that the entire Ford management team had signed off on this plan, and changing it now would be next to impossible (and probably that hiring Chase was a mistake). But Chase wouldn't give up, he finally got Jack to go talk to his boss, a man named Lewis Crusoe. Crusoe summoned Morsey to his office to hear him out. After listening to Chase's plea, Crusoe asked him some questions such as, "how old are you?" "29", Chase answered. "How long have you been in the automobile business?" Crusoe asked. "Six weeks", Morsey answered. Those questions didn't sway Chase's plea, he asked that he be given 90 days to prove his point that the V8 was vital for Ford (by the way, during all this, Chase kept wondering if he would be welcomed back at IBM after he got fired from Ford). Crusoe went to his boss, Ernest Breech, president of Ford and a ex GM man. Long story short, Breech gave Morsey the 90 days he asked for to prove his point.

It's interesting to note that during this period in the auto industry, market studies were unheard of. The industry dictated what the public would buy and their arrogance came back to bite them big time in the 70s! What Morsey proposed to do was go to the customer as well as the Ford dealers to get their opinion on Ford dropping the V8. One of the questions his team asked was: would the customer be willing to pay \$100 extra for a V8 engine when they bought a Ford. The dealers were asked how important the V8 engine was to their customers and sales. The results were impressive: 90% of the customers surveyed said they would pay \$100 extra for a V8 engine, and the dealers almost unanimously said the V8 was vital for their sales and dropping the V8 would be a disaster for them!

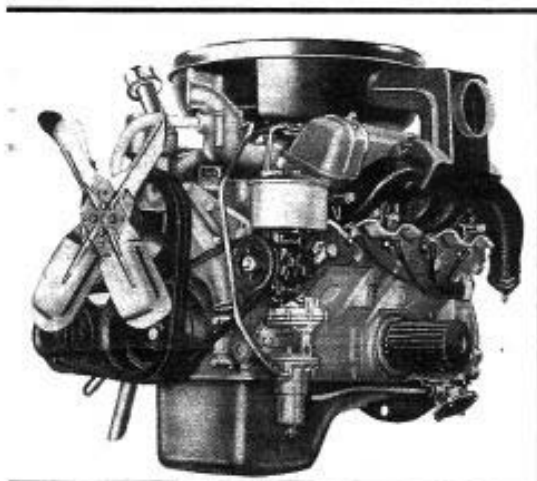
Dropping the V8 had everything to do with costs, Ford was bleeding red, so the new management was looking to cut costs wherever they could. They were hired to make Ford profitable again. Chase understood their reasoning, the six would be cheaper to produce, the components of the car could lighter thus cheaper to produce and it would get better gas millage. Many of the new managers came from GM where the six had work well for Chevrolet; they were outselling Ford after all. The missing element was none of these men had been Ford customers like Chase Morsey. He had real world experience with the Ford V8. He grew passionate as well as loyal to the Ford product but that product had to have a V8!



*Lewis Crusoe with a new 53 Ford*

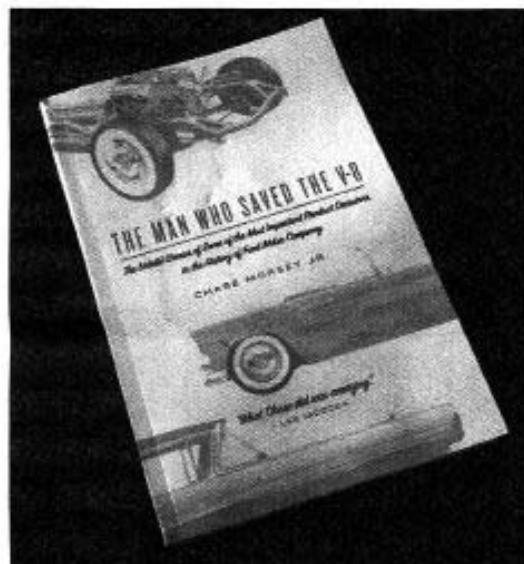


The bean counters had told management that it would cost \$100 more per unit to produce a V8 compared to a six. Where this information came from is unknown, but Morsey thought it was ridiculous. Crusoe had Morsey visit Ford's manufacturing expert, a man named Roy T. Hurley.



The Lincoln 368 V8

version of the Y-block. Chances are the Lincoln would have had a V8 even if Ford didn't. As we all know, the Lincoln Y-Block was used in Lincoln cars from 1952 until 1957 (Ford's first overhead valve V8). Some



The Man Who Saved the V8 is a good read

Chase Morsey continued to play an important roll in the marketing of Ford products for years to come, which includes some brilliant marketing concepts for the introduction of the wildly successful Mustang. As I said, his book is very interesting and an easy read (I read it in two evenings and that is pretty fast for me). I highly recommend it. It is available on Amazon.

I want to thank my good friend Bill Osborn, editor of the Forties Limited newsletter of Orange County, CA, for recommending this book to me. Lastly, Chase Morsey Jr. passed away February 26 of this year. He was 96.

Mr Hurley did his own cost study, and based on new manufacturing machines and techniques, he determined it would only cost \$16 per unit more to produce a V8 than a six. Now think about this, if it only cost \$16 more to produce a V8 and customers were willing to pay a \$100 premium, that is a big profit on a car with a V8 engine.

At this point I must point out that this was not about dropping the flathead V8, it was about dropping the new overhead valve V8 known as the Y-block. It was to be the next generation engine and was to share many parts with the new six. This is not really spelled out in Morsey's book. The new overhead valve V8 was supposed to debut in 1952 but mostly due to the Korean war and lack of material, the Y-block's introduction was delayed until 1954. Lincoln did introduce its version of the Y-block design in the 52 Lincoln cars, but that engine has little to do with Ford's Lincoln Y-Block. Chances are the Lincoln would have had a V8 even if Ford didn't. As we all know, the Lincoln Y-Block was used in Lincoln cars from 1952 until 1957 (Ford's first overhead valve V8). Some of you may not know that the Lincoln Y-Block was used in big Ford trucks up to 1963. In the Lincoln line, the displacements ranged from 317-52 to 54, 341-55, to 368 in 56 and 57. In the trucks the displacements were 279 54 only, 302 from 55 to 63 (not to be confused with the small Ford 302) and 332 55 to 63. Interestingly, Ford change the carburetor bolt pattern to the modern style in 63.

Back to Chase Morsey, after his cost study of the six versus the V8, he was now armed with all his market studies as well as the manufacturing cost studies. He went before the entire Ford management team, including Henry Ford II to show the results of his research. He had boards on easels with graphs and figures showing the importance of the V8 to Ford's future. Once he had made his presentation, the room fell silent, Chase didn't know what was going to happen, then Ernest Breech leaned back in his chair and said, "I vote we keep the V8!" Chase had done the impossible, turning the decision that management had made for a six cylinder engine only in favor of keeping the V8!





# Thank You

Dear V-8 Club Members -

Thank you to everyone who called,  
sent cards, and attended Larry's  
services!

Although his health prevented him  
from attending club events, he  
never lost interest in the club  
and his V8 friends.

Sincerely,  
Lola Happel



This is the card front to story on page 11



12-28-16

I WOULD SAY FEW OF YOU HAVE EVER HEARD  
THE FOLLOWING SONG FROM  
THE EARLY 30'S!

GIVE ME A FORD, A FORD V-8, AND A RUMBLE SEAT  
FOR 2, AND LET ME WAH-HOO - WAH-HOO, WAH  
HOO. FOR I'M JUST LIKE A PRAIRIE FLOWER,  
GROWING WILDER EVERY HOUR; GIVE ME A  
MOON, A PRAIRIE MOON AND GIVE ME A GAL  
OR 2, AND LET ME WAH-HOO, WAH-HOO, WAH  
HOO. GIVE ME THE WIDE OPEN SPACES  
AND SO ON. REMINDS ME OF MY EARLY  
DAYS WITH MY BRO IN OUR 27" T. CPE.

WHAT A BEAUTIFUL TIME OF LIFE THAT  
WAS. WE STRIPPED THE BODY DOWN TO  
ONLY A SEAT TO SIT ON. I?? MY BRO & I  
BOTH SERVED IN THE KOREAN & VN WARS. HE  
FINISH A 83 AND I'M NEARING 90. <sup>AND</sup>  
WE BOTH RETIRED FROM THE MIL (82ND & 101ST <sup>OTHER</sup> <sup>LINKS</sup>)

TO: THE HI-COUNTRY REGIONAL GROUP  
EARLY  
FORD V-8

CLUB OF AMERICA

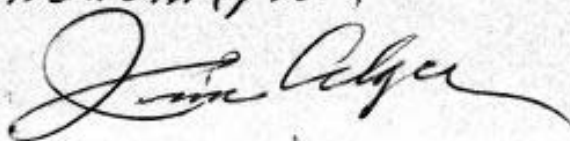
With friendly greetings of the season  
and best wishes for a prosperous New Year.

TO ALL V-8 CLUB MEMBERS!

LET'S KEEP THE 'OL CARS  
ROLLING!

STAY HEALTHY, TOO!

PICTURE REMINDS ME  
OF MY BRO & IN OUR  
OLD COW-BOY DAYS  
ON THE RANCH!



WE WERE OLD COW-BOYS BUT NOT THE OLD BRANDS

# THE DISTRIBUTOR

## EARLY FORD V-8 CLUB

HI-COUNTRY REGIONAL GROUP

website: HiCountryV8.org

P.O. BOX 3137

CENTENNIAL, CO 80122



CALENDAR OF EVENTS				(*) Indicates Points Event			February 2017	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		
			1	*General Meeting: Denver United Church 2	3	*Garage Seminar: Tri State Swap meet 4		
*Tri State Swap Meet 5	6	7	8	9	10	11		
12	13	Happy Valentine's Day 14	15	16	17	Dist Article Submission Deadline: 18		
*Colo Railway Museum	20	21	22	Board Meeting 23	24	25		
26	27	28						
			12					