# The Big E





# 60th Anniversary Commemoration of the Last Edsel Built was a Great Success!

Photos and story by Jason Peters

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I want to start off of giving Jason Michael Gilmore a big round of applause for planning and coordinating an outstanding event in Louisville in November. The event took place from November 15th-17th and celebrated the 60th anniversary of the final Edsel produced at the Louisville Assembly Plant, which was Thursday, November 19th, 1959. The event was not club-specific and was open to all Edsel enthusiasts wanting to pay respects to our beloved brand. We arrived on Thursday evening to a lobby filled with wonderful Edsel people catching up and

exchanging warm greetings. The next day, we had the opportunity to tour Ford's Louisville Assembly Plant. This plant usually isn't open to the public, and due to the model changeover to the new Escape and brand new Lincoln Corsair, the tour almost didn't come together. After the tour, we took advantage of the perfect (if chilly) weather for plenty of photo-ops with Edsels from all three years lined up in front of the plant. We then congregated inside a conference room for a special presentation and were each given an Edsel medallion as a gift from the folks at Ford.

On Saturday we drove about 30 miles to Elizabethtown, KY, to tour the former Hoover Edsel Sales building. The building has been restored to it's 1950s glory and is ~ Continued on Page 3



Greetings friends and Edsel owners.

The new year has come and now we are in the season of great expectations. All of those projects that we started last year and that are still on the bench - are there waiting for completion. I have the hood off the Pacer right now. I have detailed the underside & am now carefully retaining all of the original paint while touching up the little scrapes and imperfections. But, the insulation is still in need of attention, so I scraped out the old stuff. Problem is, when I toss the hood around, more of the particles drop out and fall all over the floor. I have run long pieces of thin sheet metal under the metal supports to loosen & remove as much as possible and vacuum out the rest. When that is done, I will start gluing in the new black material.

While the hood is in my studio, I have been working intermittently up in our garage detailing the wiring and all the other little components that make up the compartment. It is a tedious and time consuming event. But, I am getting ready to drive the car to our next convention in Boise, Idaho, this year.

August 5th - 9th is the big event which I look forward to each year. Robert and I are already making plans and we hope to see as many people there as possible. This will be our summer vacation for 2020 and there are many items that need to be noted.

First, this will be the longest trip that we have made in the Pacer since our purchase back in February 2017. Since the purchase, there has been much work completed on the paint, the interior, and the transmission as well. New tires, suspension, and other work has also been finished as well as the entire Tele-touch system. Hopefully the trip will go smoothly but to my relief - there will be other mechanics on the caravan from California to offer support should there be a problem.

Importantly, I also wanted to point out that my presidential term with the Edsel Owners Club is coming to an end this year. I have a great group, of which I am confident will remain on the team. This is simply a term of office which has expired - it ran its full course and now it is time to step aside. And, according to our by-laws, another individual will need to fill the opening of my position. If you have a desire to be on the board, or work as the president of this club, I would like to say that it is not a difficult position and is most likely the easiest to perform...With such a good team working for me, it has been a snap to organize our great group here to make all things run so smoothly. They are all very, very dependable. I would like to say that it has been a pleasure and if you should need any advice, please do not hesitate to call me or reach out on our Edsel Owners Club Facebook site.

On another note, there will be some more discussions at the convention on what we can do to reach out to some of the other Edsel Clubs to see what we can do to add more fulfillment to our group and our members. Some of this was discussed at the last convention, which I was not able to attend. This year, I hopefully will have the opportunity to discuss this more fully and we can start the process on what to do to make this happen. I look forward to the input from our members. Please put some ideas together now so that we can discuss them at the membership meetings.

Also, at the convention, I plan to do a small seminar on how to touch up those little bangs and bumps on the paint of your car. Yes, those little door edge scrapes and the loss of paint around that annoying backward opening hood - especially on the '58s! When I am finished with the seminar, I am going to set you loose on some projects of your own and see just how well you listened. It should be fun for everyone!

If you can come to the 2020 convention in your Edsel that would be great! I have an idea that there will be at least two Edsels there that will drop your jaws! I suspect - but cannot promise - there will be a beautiful and rarely seen - restored Edsel press car. Perhaps our member Ted Downer and his partner will bring the Pacer hard-top to the convention for us all to see. And, of course in the works and coming right along is another extraordinarily rare Edsel - the very, very rare Edsel Service Roundup of which only a couple (or perhaps three) are still in existence. Mike and Nancy Hinsch from Oregon might pay us a visit with their stunning wagon. This should provide us all with plenty of curiosity and excitement as they arrive!

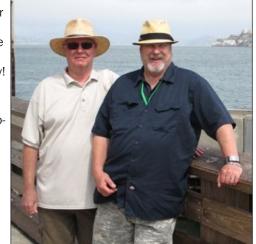
It is going to be a great year for everyone in attendance. More to come later, so keep watch in your BIG E for more details as they are presented to us.

At the start of the new year - and new decade -- I want to thank everyone for your support on this great club. Since becoming a member back in 1968 I have made many friends here in the club, including Dave Sinclair, who is the only remaining founding member. He has the distinction of being - the one and only - EOC member to attend each and every meeting since the first day! Wow... that is really saying something! See you in August, Dave!

As the year progresses, come on over to the Edsel Owners Club Facebook site and browse along with many people who are interested in providing photos, both vintage and new, and start your own discussion. Kathy Grant O'Malley or myself will welcome you into our group and you can have some fun and rekindle some friendships as well.

We'll be seeing you in Boise... And, until then, drive safely and enjoy your Edsel on the road!





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Continued from Page 1 ~ used as an event space for weddings and parties. The owner who performed the restoration was kind enough to host our group to come in and see the building and share a complete history of the building. The one-car showroom no longer had the sales offices but we could see where they would have been and could still imagine Edsels lined up outside or rolling through the Service Department. One lucky Edsel owner even had the opportunity to drive his car in and park it in the showroom! Jim Perrault piloted his Regal Red 1960 Edsel convertible into the building as we all took in the experience of seeing such a breathtaking car parked in an Edsel showroom! It was a surreal experience.

The overwhelming takeaway (and food for thought) was that smaller, regional events like this are successful ways to keep the passion alive in the months between national meets. This was a wonderful opportunity to take in a tremendous amount of Edsel history and connect with old friends - as well as make some new ones!





Left: Edsels lined up in front of the Louisville Ford Plant.

Above and on cover: Edsels parked in front of the former Hoover Edsel Sales in Elizabethtown, Kentucky



Left: Bruce Dean, President of the International Edsel Club; along with Jason Gilmore; Jason Peters, Vice-President - Chapters - Edsel Owners Club; and Steve Harrell, Vice-Chair of The Edsel Club, presented a montage of the Last Edsel off the Louisville Assembly line to Plant Manager Carlos Hollwell.

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This Sign Leads Us to Modesto

By Michael Hinsch

Early in September I was contacted through Facebook Messenger by fellow Edsel lover Charlie Spears in Modesto, California. He sent me two pictures with the message, "This would look good in your collection" and his number to call. Needless to say, I contacted him right away and he described to me the sign we have since lovingly named "Elmo." More on that later!

The sign that Charlie had is a 6.5 - foot diameter double-sided rotating neon/clear incandescent sign that was originally ordered from the Federal Sign Company for the Wilson Edsel Sales in Modesto, California. After the demise of the Edsel and its dealerships, Elmo Wilson used the sign to identify his used car lot, putting the Big E sign as the "E" in his Elmo Wilson Lincoln Mercury Used Cars lot sign. When that was no longer needed, Elmo Wilson sold the sign to Jerry Byford, a local Edsel enthusiast, who displayed the sign in front of his house for years. Now you know where we came up with the name for the sign. In memory of Elmo Wilson, who by all accounts never had a bad thing to say about the Edsel.

Eventually Charlie ended up with the sign. Charlie started the restoration on the sign by taking it to a local neon shop for

disassembly and then he took the main body of the sign, stripped it and painted it to look like new again. This is where the story takes

and unfortunate turn. The sign company convinced Charlie that the internal spinning mechanism and motor were worthless and that the sign didn't need it anyway. Without Charlie knowing, they promptly removed and sold the valuable mechanism. Charlie was furious when he learned of this development and unfortunately couldn't do

much about it. He promptly retrieved the sign from them. Come to find out much more was also missing than Charlie originally had thought. That sign company is no longer in business by the way. ~Continued on Page 5

Top: Mike Hinsch and Charlie Spears with the Edsel Sign.

Above: Old photo showing Jerry Byford's residence with the Edsel sign many years ago.

Right: Sign was in rough condition when Charlie Spears purchased it.



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Jeannine Phipps has been hard at work planning for the 52nd Annual EOC Meet in Boise, Idaho, which will be taking place from August 5th through the 9th, 2020. The Red Lion Hotel Boise Downtowner has been selected to be the convention site and it is located at 1800 W. Fairview Ave, in Boise Idaho.

Please make hotel reservations directly with the Red Lion Hotel Boise Downtowner, Boise Idaho. Phone 800-733-5466 and provide them with your planned check-in date and be sure to mention that you're with the Edsel Owners Club and give them the group code (EOCC8040) for the special group rate.

Room Rate: \$109.00 US per night, Single or Double (plus applicable taxes) or \$119.00 US per night, Triple or Quad (plus applicable taxes). Jeannine is still working on the Tentative Schedule and the Registration Form and they will be in the March/April Issue

2020 EOC Color Calendars. By now you should have received them, but if you wish to have additional copies, they are still available at:

\$15 each includes mailing for US

\$20 each includes mailing for International

Contact: Lois Roth, 1740 NW 3rd St, Gresham, OR 97030 Ph: 503-492-0878 e-mail: Lois\_Roth97030@msn.com

Continued from Page 4 ~ Eventually Charlie decided to part ways with the sign and thought the sign would be a great addition to our collection in the "Garage Mahal." We came to an agreement on price and we scheduled the pickup of our new addition in early October. While in Modesto we were able to stop by the original building where Wilson Edsel Sales was located and took a picture of the sign in front of the building.

It was interesting traveling home pulling this huge sign behind us as we headed north on I-5. Quite a sight to see! Elmo is now safe at home.

I have since found that most of the glass insulators for the neon are missing as are all the 116 ceramic sockets that held the clear bulbs in the Edsel "E".

We have sourced many of the missing pieces, which fortunately are available and on their way to get Elmo back to his former glory. The biggest challenge will be replacing the spinning motor mechanism. We will see if that is something we can recreate. Only time will tell!



Above: Mike Hinsch parks sign in front of original location of Wilson Edsel Sales in Modesto.

Left: Edsel Sign being towed to its new home in Oregon

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# 13th Annual Rollin' to the River in Laughlin, Nevada Registration Form March 12 – March 15, 2020

Name	Guest/Spouse: _			
Address:				
City:	State:	Zip:		
Email Address:				
Car Information: Make:	Model	:		Year:
Show Registration:		1:	x \$30.00 = \$ 30.00	
Awards Banquet:		Adults:	x \$38.00 = \$	
		Children:>	x \$16.00 = \$	
T-Shirts:	Small Med	_Lg XL>	x \$25.00 = \$	
	2	XL 3XL×	¢ \$28.00 = \$	
			TOTAL = \$	
or any official of The Southlan		b members/Officers	s and the Riverside H	and myself. I agree to release Larry Nopper otel & Casino from any and all liabilities
	Name		ignature Date	
Make checks or money order	payable to Larry Nopp	er and mail registra	tion and payment to	:
517 S. Pasadena Avenue, Gle	ndora, CA 91741			
Any questions, please contac	t Larry at (626) 260-803	L4 or email: thelarry	/leeshow@aol.com	
Information you need to know	w:			
Riverside Hotel & Casino rooi	m booking: call 1-800-2	27-3849 opt-1		
Var. marret airre thama tha and a	C/FDC20 to got the one	:-!		

You must give them the code C/EDS20 to get the special room rate.

Rooms are \$39 Thursday night plus \$10 resort fee and tax.

Friday and Saturday night \$59 plus \$10 resort fee and tax for each night.

ROOMS are LIMITED - please reserve early.

NOTE - changes for 2020, FRIDAY the 13th from 9am till 2pm is the car show in the parking lot.

FRIDAY 13th – 5:45 pm is the dinner boat cruise, you must call Laughlin River tours at 1-800-228-9825 to place your meal order and pay them directly. Boarding is on the river deck behind the Aquarius Hotel.

Saturday from 11:00 am till 2pm We have been invited to our friend Leo Karras' house for a BBQ. A donation of \$5 at the venue gets you lots of food and drinks. Non Alcoholic of course. He lives only 2 miles from Laughlin. We will caravan together so no one is left behind.

SATURDAY Evening, 6pm till 9pm. The Awards banquet, Raffle and opportunity drawing will take place in the Harbor Port rooms 1, 2 and 3.

Sunday- 8 am farewell breakfast in the coffee shop.

A side trip to Oatman is planned on Sunday late morning, which will by hosted by William Cooke.

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# **Edsel Calendar of Events**



We need your Edsel photos for the 2021 Calendar! Please submit a picture with a nice background setting and the picture needs to be 6" x 8" at high resolution (1800 Pixels x 2400 Pixels) at DPI (dots per inch) or it will be blurry. Send either to Jeannine Phipps 2500 NE 187<sup>th</sup> Ave, Vancouver, WA 98684 e-mail address: jeanninephipps@comcast.net Or to Lois Roth 1740 NW 3<sup>rd</sup> St., Gresham, OR 97030 e-mail address: Lois Roth97030@msn.com

We need to know what the local chapters are doing. Let us know if there is anything in your area that deserves to be noted in this calendar. Email your event info to edselmaniac@msn.com

# 13th Annual Rollin' to the River in Laughlin, Nevada March 12 - March 15, 2020

See previous page for registration information

# 52nd Annual Edsel Owners Club Meet in Boise, Idaho



August 5th - 9th, 2020

See page 5 for more information



# **EOC MEMBERSHIP DRIVE 2020:** WATCH THE SPEEDOMETER CUMB!



# WELCOME NEW **MEMBERS!**

Ernest Simpson - Clinton, IN Jonathan Rispante - Henderson, NV Frances Adair - Cartersville, GA Christopher Varner - Castro Valley, CA Jeffery Rucklos - Chesterton, IN Mark Krutsinger - Paso Robles, CA

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## EDSEL ACTION ADS

Ads in the Green Line are free to members. \$10 fee to non-members. They will be run for 3 issues, on a space available basis. Ads should be kept to 35 words or less and sent to:

Green Line Action Ads David Fleischer 1156 North 350 West Centerville, Utah 84014

or

Email: edselmaniac@msn.com

#### **EDSELS FOR SALE**



1959 Corsair Cony White & Red w/ Red & Black Interior, 361 V-8 P.S. Auto, Heater, New Tires, Runs. Xtra Parts. Asking \$28,000. Contact Laverne Kappauf, 247 Mabelle, San Antonio, Texas 78233 Ph: 210-749-2498



1960 Ranger Conv CLONE. Made from 1960 Edsel sedan with all original Edsel parts and frame using 1960 Ford top. Professionally built and restored in the 1970's. Excellent condition! You can't tell the difference from the senior grand national 1960 Edsel Ranger convertible parked next to it in my garage. Only \$49,950.00 or offer. Dan, 775-750-0452. Reno, NV.

1959 Villager wagon body perfect, new paint in bright Corvette Yellow w/white top and spear. New 352 V8 motor w/ 3 speed auto. brand new tires and hubcaps. Interior is in original shape. For shows and driving. \$23,500 O.B.O. Rick or Dan Fredeen. Auburn, WA call: 253-931-0267.



1958 Pacer Conv yellow and black, have owned this car for ten years; restoration was done by previous owner. Many improvements over the past few years. New Coker Classic radial tires. P.S. teletouch. Starts, runs and drives very nicely. Price: \$37,500 Contact: Doug Hartmann in Fremont, NE. Ph: 402-721-1008 e-mail: dogdad1@gmail.com



1960 Ranger 2 dr SD 1 of 777 built. Runs like new, NOS upholstery, new brakes, truckload of rust free parts including fenders, grille, tail light housing, lenses, stainless trim, emblems, radio, wheel covers and much more. \$22,500 Contact Randy Brown in Kent, WA Ph: 206-817-8047 or email: sally.randy70@gmail.com

1959 Ranger 4 dr sdn needs restoration. Vin # 958DK59-504973 \$6,000 or best offer. Located in Leduc County, AB near Edmonton AB. Contact Sandra Pawluk Ph: 780-929-5599 e-mail: sales@sandrasoldworldcharm.com

1959 Corsair 2-dr ht\_332 w/ standard shift. Fairly solid car but need total restoration, only rust is in lower front fender tips. Most parts are there and I can give any parts that are missing. Asking \$1,500.00. Located near Harrisburg, Pa. Contact: Henry Klinger Ph: 717-453-7244 or e-mail hedsel44@frontiernet.net

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#### PARTS & LITERATURE MEMORABILIA FOR SALE

1958-1960 Edsel Carpet Sets - ACC-Auto Custom Carpet sets for all models and body styles. Samples available upon request. 20% off retail price - order MUST be placed through Jason Peters.

Ph: 816-824-2902. e-mail: mcmotorsandrestoration@gmail.com

EDSEL PARTS: Hugh Lesley's daughter, Eileen Lesley-Scotten, has started a website to sell her father's parts. It includes Edsel, Lincoln, Mercury, Ford parts and also some non Ford parts. The new website is: lesleyslemongrove.com

#### EDSEL PRODUCTS FOR SALE: (NOTE SLIGHT PRICE INCREASE) 58 & 59 KICK PANELS \$27 58 & 59 HOOD INSULATION KITS \$37 58 & 59 TRUNK INSULATION KITS \$42 58 RAN/PAC - TRUNK BOARD KITS - 5 PCS \$77 58 COR/CIT - TRUNK BOARD KITS - 5 PCS \$88 58, 59, 60 GLOVE BOXES w/ or w/o factory air \$23 58 & 59 REAR PACKAGE TRAY \$34 58 & 59 REAR PACKAGE TRAY W/SPEAKER SLOTS \$48 58 Ranger/Pacer TRUNK MAT GRAINED RUBBER \$77 58 COR/CIT TRUNK MAT GRAINED RUBBER \$85 58 COR/CIT FIREWALL INSULATION PAD \$55 58 COR/CIT TAILLIGHT LENS GASKETS 4 PC \$30 58 COR/CIT TRUNK LIFT BAR GASKET 1 PC \$13 58 PARKING LIGHT LENS GASKETS 2 PC \$17 58 BACK UP LIGHT LENS GASKETS 2 PC \$13 58 BACK UP LIGHT HOUSING GASKETS 2 PC \$18 58 RAN/PAC TAILLIGHT LENS GASKETS 4 PC \$30 58 RAN/PAC TRUNK LIFT BAR GASKET 1 Pc \$13 58 WAGON TAIL LIGHT LENS GASKETS 6 PC \$37 58 HEADLIGHT BUCKET GASKETS 2 PC \$29 59 UPHOLSTERY BACKING BOARDS FOR 2-DR \$73 \*NEW ITEM\* 59 TRUNK BOARD KIT 3 PCS \$66 59 TRUNK MAT 3 pieces \$69 59 WASHER BAG NEW \$30 59 4 DR UPHOLSTERY BACKING BOARDS 4 PC \$73 59 STATION WAGON CARGO BOARDS \$68 59 TAIL LIGHT LENS GASKETS 6 PC \$19 59 HEADLIGHT BUCKET GASKETS 2 PC \$26 60 TRUNK BOARD KITS 3 PCS \$67 60 WASHER BAG WITH CAP NEW \$35 60 TAILLIGHT LENS GASKETS 4 PC \$18 60 FRONT TURN SIGNAL LENS GASKET 2 PC \$13 60 WAGON TAILLIGHT LENS GASKETS 4 PC \$18 HOODED MIRROR GASKET \$15 ANTENNA GASKET \$10

PRICES PLUS SHIPPING COST. PHONE: 717-453-7244 OR E-MAIL: hedsel44@frontiernet.net. HENRY KLINGER, 506 POTTSVILLE ST, P.O. BOX 167, WICONISCO, PA. 17097

4 Full dish "big E " hubcaps for \$100. New chrome dash trim, value unknown. Also have a rear window from a 58 Ranger/Pacer, make offer, Contact Jim Ward Ph: 901-837-2407 or e-mail: xhippie73@gmail.com

Rear Window Rubber Seal (New) 1959 Edsel 2/4 Door Sdn/Hrdtp \$130.00 each. Add \$15.00 shipping/ins. Dave Houchin, 145 William Bartram Drive, Crescent City, FL 32112.

1958-1960 Edsel Fuel Pumps. Have 6 Cyl and 8 Cyl pumps for vacuum and electrical wiper models. Factory rebuilt. Contact Blaise Kendzioiski, 1408 S. Wenona, Bay City, Michigan 48706 Ph: 989-892-2652.

Reproduction turn signal levers for 58s are now available: two different versions: Gray for Ranger, Pacer and wagons. Ivory for Corsair and Citations. \$75 per lever plus \$6.80 shipping in U.S. Contact: Randy Lincoln Ph: 608-438-6469 e-mail akacoon@hotmail.com

### EDSEL/EDSEL PARTS WANTED/TRADE



WANTED - for 1960 Edsel, a pair of chrome tips as shown above. Also need the molding just below it on the outside upper rear end which the chrome pieces covers outside portion. (Arrows pointing to parts needed) Part number is COKB 64291A24A and B. Contact: Gary Fakeley e-mail: edseland@telusplanet.net

WANTED - 1960 Ford/Edsel power seat relay B9A 14546 A also has 270 1663 stamped on relay. Contact: Gary Fakeley e-mail: edseland@telusplanet.net

WANTED - Steering gear (box) for 1959 Ranger 361 engine with p/s. Intact and restorable. Contact Bill at Ph: 703-613-5227 or email: williamchannas@yahoo.com

WANTED - Looking for the following, a '60 4 door hard top or a '60 Villager, or a '58 Citation with speed warning light, and nicely equipped otherwise, 2 or 4 door is fine. A car with documented history, or an interesting story. No '59s, No projects, nice driver quality is fine, original unrestored is better. Price based on quality, condition etc. Contact: Hank email: backalleypedalcars@yahoo.com or Ph: 419-569-3361

WANTED - for my 58 Roundup wagon — need Roundup front fender scripts in ANY condition, any interior panels for trim code BD (Roundup) red boxcalf vinyl/gold cloth Inserts, red cargo decking contact: Jim Turner e-mail: roundup1958@gmail.com Ph: 716-544-7023

WANTED - Edsel Touchup Paint Sticks, looking for all colors. Send price & pictures to me by email. Contact Jim Turner e-mail: roundup1958@gmail.com

WANTED - NOS chrome taillight housings for 58 wagon. Can purchase or trade for other NOS Edsel parts. Contact: Mike Hahn Ph: 614-886-4209 email: mlhahn58@gmail.com

WANTED - Any items from the Falconi Edsel dealer in Canonsburg, PA 15317. Contact: Bertha, Ph: 724-223-0939 email: bpk@msa-fal.com

WANTED- Dealership items from north Louisiana: Bledsoe Motors (Shreveport), Wray M-E-L (Shreveport), Dick Wilson (Alexandria), and Steele Motors (Monroe). Contact: Jonathan Fox, 235 Martha Anne Drive, Shreveport, LA 71115 PH: 318-798-5906. e-mail: jefox0902@gmail.com

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#### Edsel Owners Club Inc.

Edsel Owners Club Editor David Fleischer 1156 North 350 West Centerville, UT 84014

Text: 801-698-9035 email: edselmaniac@msn.com

We're on the web at www.edselclub.org



## Edsel Owners Club Inc.

The "BIG E" is the official publication of the Edsel Owners Club. The Club is dedicated to the preservation of the Edsel, with members in all walks of life helping each other in their labor of love. The Edsel Owner's Club, Inc. was founded by Edsel Henry Ford, Perry E. Piper, Michael Read and David Sinclair and was incorporated as a non-profit organization under the laws of the State of Illinois on February 3rd, 1969. Annual membership dues: United States \$35 (\$25 if Big E is received by email), Canada \$40 (US Funds)(\$30 if Big E is received by email), all others \$45 (US Funds)(\$35 if Big E is received by email) per year. Of this amount \$30 is applied as an annual subscription to "The Big E", the official club publication. All dues should be forwarded to the club treasurer, Lois Roth. An Associate Membership (someone presiding in the same household) is available for \$15.

Mailing Address Line 1 Mailing Address Line 2 Mailing Address Line 3 Mailing Address Line 4 Mailing Address Line 5

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Historian - Mike Hinsch

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Edsel Henry Ford - b.1925 - d. 2013 Perry Piper - b.1911- d.1999 Mike Read - b.1943 - d.2005 David Sinclair, Eagle, ID edselguy@q.com (208) 939-5534

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Big E Publication Dates
January, March, May, July,
September, November and
Calendar Issue.

Copy deadline is 30 days prior to above publication dates.

Submit ads and photos to:

David Fleischer edselmaniac@msn.com