



Mercedes-Benz Club of America

More than a Car Club. We're a Community. TM

Star Bulletin

May 2020

EVENTS SCHEDULE & SPECIAL ANNOUNCEMENTS

➤ **Due to the cost of printing and mailing the mailed Star Bulletin is being reduced to four pages beginning with your June edition. Thank you for your understanding.**

Nothing is as certain as change! Some smart man said that in the past and it is certainly true today. The Coronavirus has upended our world – we still don't know the outcome of this viral invasion.

When this current crisis moves on into the history books, the Club's Board plans to hold events that will inform, educate, and entertain you. The Board has the role of planning and producing activities. You have the role of attending and enjoying the events. We need each other for this to work.

The Board members are not seeking fame and glory. In essence, they are people that enjoy the people in the Club and are willing to help create events that allow Mercedes enthusiasts to meet, talk cars, and become good friends.

Our goal is to get new Club Members and existing club members to join the Board and offer their input into Club events and operation. Board Meetings will be open to everyone and, when possible, held with activities for the convenience of everyone.

Join us and decide if you would like to join the Board to help steer the Club. Several Member-at-Large positions do not have specific duties but contribute their thoughts and ideas. You could be one of them!

Please help us take this unfortunate turn of events and make it a starting point for a stronger Club.

I hope to see you all of you on the other side of the lockdown.

In the meantime, enjoy the Star-Bulletin and see if you can identify the mystery car and win that chicken dinner, even if it takes a month.

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Is your membership due for renewal? Don't let it expire and miss out on the fun we have in the MBCA - San Diego Section

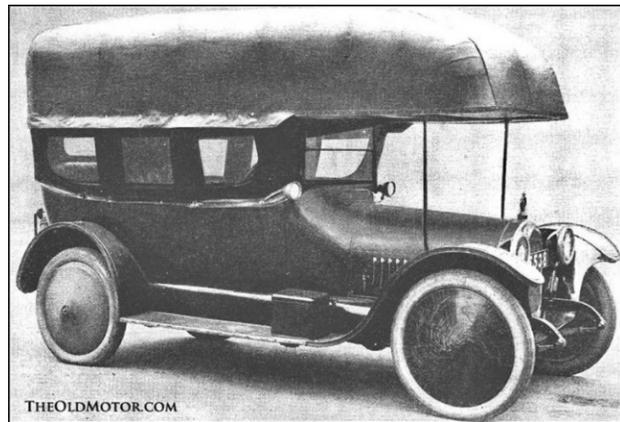
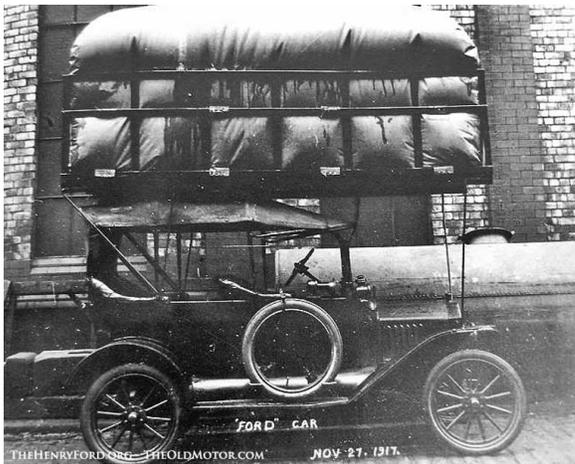
HOW WE DEALT WITH WORLD EVENTS IN THE PAST

S. Ross



Since we are experiencing a world-wide crisis, perhaps this is an excellent time to reflect on how past crises were managed.

In WWI and to a much larger extent in WWII, petroleum products for powering internal combustion engines were in very short supply. The most interesting adaption of alternative fuel was for automobiles, trucks, and buses was gas from coal and wood. Although there was a severe shortage of crude oil to refine into fuel, there was not a shortage of coal and wood. Coal or wood may be heated in the absence of oxygen to produce a form of natural gas. Back in the day, this was called "town Gas." As the coal or wood was heated, the gas was captured in a bag mounted on the roof of the car. Coal, wood chips, or charcoal was used as a heat source. I was not there to experience this but, I think I would have walked or used a horse and buggy before I went to all this time and effort to produce gas to catch in a big bag on the roof. The range for a Model T Ford with a full bag was 17 miles. It would appear that humankind was addicted to the automobile as early as 1914.



This Model T Ford is a three bagger for extended range



A British Model T Taxi



When WWII came along the German Company, Daimler-Benz had developed a much more efficient system but, there were still less efficient home-made rigs being used and some still had the gas bags on the roof. During WWII there were over 500,000 coal and wood gas powered vehicles in Germany.

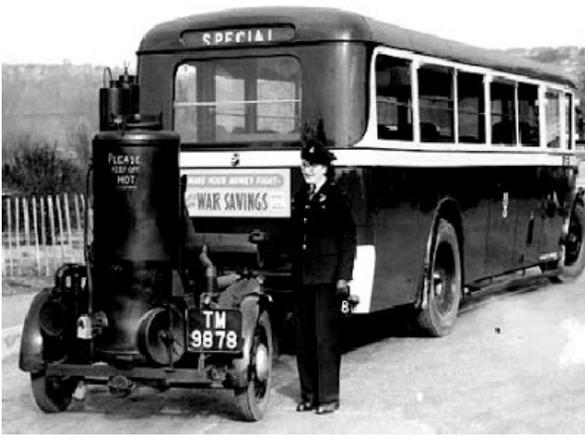
Adler Diplomat limousine converted to run on wood as a source fuel



Coal gas car in Sidney, Australia, Circa 1944



Japanese truck using coal gas to operate, circa 1949. Several Japanese vehicles still used coal gas into the early 1950's.



Some Green enthusiasts are using wood gas systems today. Above is a Saab 99 pulling a trailer with gas generator and on the left is a Dodge pickup using a Keith gasifier system.

I don't think this means of producing gas was used to any extent in the USA. We had plenty of crude, although in WWII gas was rationed, as was meat, sugar and a lot of other things. I was alive then, albeit young, but I remember it and was concerned because my folks were.



| | | | | | |
|--|--|---|--|-------------------------|--|
| Holder's Surname: <i>Blake</i> | | KEEP THIS CARD CAREFULLY | | RATIONING ORDER, N. 86. | |
| Christian Name: <i>Leonard</i> | | | | Food Office of Issue. | |
| Address: <i>3</i> | | | | MONTANA | |
| Name and Address of BUTCHER <i>A</i> | | Name and Address of Retailer for <i>D</i> | | | |
| Name and Address of BUTTER Retailer <i>B</i> | | Name and Address of Retailer for <i>E</i> | | | |
| Name and Address of SUGAR Retailer <i>C</i> | | Name and Address of Retailer for <i>F</i> | | | |
| SPARE. Signature and Address of Holder. | | Name and Address of Retailer for <i>D</i> | | | |

This card is for meat, butter and sugar

5 SPECIAL SUGAR COUPON 5

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Cecy E. DeLaur
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OPA R-342

Gas was rationed according to priority, and the lowest priority was the A card which allotted the holder four gallons of gas per week, think about that. Doctors were given a larger ration etc. Sugar was limited to one-half pound per week, and coffee was one pound for every five weeks. Stamps worth points were used, and this limited butter to about two ounces per week per person. Rationing was not so bad for me as we lived on a farm and had plenty of butter, eggs, milk, etc. Many of the farmers raised sugar cane and made sorghum, and used like sugar, and there was honey—farmers received a generous gas allowance. Rationing resulted in graft cheating, and trading with others was illegal. A black market flourished in the cities. Farmers were not so much affected by rationing. As I recall, there was not a shortage of toilet paper as there were plenty of Sears-Roebuck and Monkey Wards catalogs.

So Buck up Buttercup.

WHAT CAR PEOPLE ARE DOING DURING THE LOCKDOWN?

C. Ross

Ron Smith: Hilarious! I asked Barrons if they had any toilet paper available...they said: sure, we have TP available in ONE roll per customer increments...I bought one and am running out of opportunities for "gifting" it with humor...

Mike Strickland: Besides being locked in my house with a 3 & 5 year old I have been doing some extensive cleaning to Janis, my W126. She still needs some love but I'm taking good care of her. I am proud to say all electronics work including the antenna and original stereo. I've done some subtle upgrades such as HID European headlights and LED lighting elsewhere. But as an airline pilot, I am an essential worker for now. So I'm still putting in my time. I have been unable to attend any of the meetups so far and I'm on my second year of membership. I have been frequenting the pull your part in Chula Vista for random interior bits that are hard to find and every once in a while I come across some gems. I have included some before and after pictures of wheel parts and one of Janis.



As for staying busy, the piano has kept my attention at home. It's nice to have more time playing even though it's interrupted by two children. A teaching opportunity right? Well anyway I just wanted to say hello and I look forward to attending a meetup in the near future.



Anthony: Doing some cooking videos, thinking about the world situation, the MBCA and his Mercedes Benz—Oh and drinking some wine.

Wes Gibbs: I believe he said someone was pregnant but no sure as the message was garbled.

FACTOID: The trans-Atlantic ocean liner Queen Mary 2 carries enough toilet paper to circle the globe five and a half times. For inquiring minds that is 218,625,825 rolls of toilet paper based on 302 feet on a roll. Who said we have too n much time on our hands.

Radu: Great to hear from you. I hope you and Carol are doing well and staying safe. All good here with us. A while back we received a slow cooker as a gift and we used it only a couple of times. But, in the past few weeks we got to know it really well. We've made at least three kinds of soups with it, so it's all about slow cooking for us :)



Sent by Wes Gibbs

"I meant to tell you before you blew it up. That's the planet where all the toilet paper was made."

A recent graduate of the Gibbs performance driving school



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291 (2).mp4

A MORNING AT THE SPA, Cruise and Lunch



No, not the spa you're thinking of, but a spa for your car. 5 POINT AUTOSPA is hosting our club and providing a tour of their facility and the services they offer to help maintain the beauty of our cars.

Date: Saturday, May 23
Time: 9:30-11:00 am
Where: 5 POINT AUTO SPA, 1948 Kellogg Ave,
Carlsbad, CA 92008

We will meet at 9:30. Our hosts are graciously providing juice, bagels, pastries and coffee. Some of the topics they will cover include paint correction (removing surface swirls and scratches), ceramic coatings, clear bras, and window film.

After the presentation we will go on a short drive and have some lunch at a yet to be determined location.

Please reserve your spot by calling, emailing or texting Diana. 619-851-8067, dianakruse@ymail.com. Deadline for signing up is Friday, May 15th.



ENTER FOR A CHANCE TO WIN!

1st Prize
 AMG GT Roadster
 MSRP: \$127,900



2nd Prize
 2020 German Trip
 MSRP: \$10,500



Image in contest promotional materials does not entirely represent actual prize being won.
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TICKET PURCHASES (including your Official Order Form and payment) **MUST BE RECEIVED BY June 17, 2020.**
 If purchasing by credit or debit card you may call 800.637.2360
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No limit to the number of tickets you can buy. At least one phone number is required.

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Member Name _____

Cell Ph. # (____) _____

Address _____

Email Address _____

City, State, Zip _____

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Paying by (select one):

Check # _____ Money Order # _____

Credit or Debit Card*

*(MUST complete credit/debit card information on reverse side)

Consider buying a ticket, as the odds are pretty good as compared as compared to other raffles

THE HISTORY OF MERCEDES-BENZ DEALERS

In San Diego County from 1959 to 2000

By Bob Gunthorp

This is the story of Mercedes-Benz dealerships in San Diego County and some of the people who worked at/for these dealerships and in 1967 I became one of them.

THE MAX HOFFMAN ERA



Max Hoffman

The story of Mercedes-Benz in the U.S. actually started with an Austrian car dealer named Max Hoffman (1904-1981) in New York City. He was one of the first dealers to import many brands of vehicles from Europe, including Mercedes-Benz, BMW, and Volkswagen. Among the many things Max Hoffman is credited is the production of both the 300SL "Gullwing" and the 190SL (his personal creation). The 190SL was a marketing genius on his part because it was about half the price of the 300SL and much easier to drive.

Unfortunately, the 190SL was not received as anticipated by the public. The 10SL turned out to be very hard to sell. In 1978 while I was working for John Marooney at El Cajon Ltd., he told me several things about selling the 190SL. According to him, when he was the sales manager for the L.A. zone, he used incentives (bonuses) to get his sales team to sell the 190SL. One time a dealer needed a vehicle right away, so ask Marooney to send the car the next day, and he said he would. The vehicle arrived the next day, there was a 190SL in front of the vehicle that would have to be unloaded first. The dealer called and asked Marooney about the 190SL. His replay was, "You will have to buy the 190SL before your car is unloaded." The dealer did buy the 190SL. However, this article is not about the "Gullwing" or the 190SL, but about the evolution of the Mercedes-Benz dealers in San Diego Country.



Dealership in Manhattan

Starting in 1947, Max Hoffman founded the Hoffman Motor Co at 430 Park Avenue New York City. His show room for Mercedes-Benz of Manhattan was designed by Frank Lloyd Wright (1867-1959) in 1954. Furthermore, Wright went on in 1955 to design Hoffman's home in Rye New York. However, the house was not completed until 1972 long after Wright had passed away. For his work, Wright was paid partially in automotive "currency", accepting two new Mercedes from Hoffman as well as a large quantity of cash. Presumably, Wright was not interested in receiving payment in the form of a Jaguar. The Park Avenue showroom was demolished in 2013.



Home designed by Frank Lloyd Wright



In In the early 1950s, Max Hoffman had become the sole United States importer and distributor of Mercedes-Benz, BMW, Porsche, and the principal dealer for Volkswagen when Volkswagen made its U.S. debut on July 17, 1950, at Hoffman Motors in New York City. He became the initial and exclusive importer of Mercedes-Benz in 1952. Two other non-German marques that Hoffman represented were Jaguar and Alfa Romeo. As an automaker, Daimler-Benz AG had set its sights

on the American market with Hoffman as their sole disturber. Unfortunately, through his two dealerships in New York and Las Angeles they sold only 253 cars in 1952 and 421 in 1953. Clearly this was not what Daimler-Benz AG had in mind. They needed to sell the entry level vehicles and Hoffman preferred selling the high end models. So around the same time that 300 SL was introduced in New York Daimler-Benz AG decided to establish their own marketing network and eliminate Hoffman and his New York and Los Angeles dealerships, which also sold other competitive European Marques at the time. A plan was set into motion after the 300 SL's debut, and in the fall of 1954 Daimler-Benz hired an English-speaking Austrian businessman named Heinz Hoppe, who was sent to the United

States to lay the groundwork for the US dealerships and by 1957 Hoffman was out as a Mercedes-Benz dealer.

Frank Lloyd Wright at the Hoffman home with the Gullwing that Max probably gave him. Other car is a Mercedes-Benz 300S, I think.



Frank out for a ride in his Hot Shot



Editor comment

Wright was a collector of luxury automobiles. He had Packards, Rolls-Royce, and Mercedes-Benz. There was one exception to his collection, his Crosley Hot Shot. I took this photo at the Auburn Cord Duesenberg Museum several years ago. The placard stated that this was his favorite car. He also had more than one Crosley.

Go to the MBCA website, mbca.org, where there is an extensive article about the Daimler-Studebaker deal and the role the MBCA played.

Sir Sterling Moss (1929- 2020). Perhaps the last time he ever drove this ca.r



Sterling Moss and Navigator Denis Jenkinson at the 1955 992 mile Mille Miglia which they won in 19 hours, seven minutes and 48 seconds at an average speed of 99mph. They finished 32 minutes ahead of the second place car driven by Juan Manuel Fangio. The record for this race has never been broken

Sir Sterling and Lady Susie



WIN A CHICKEN DINNER

WE HAVE NO CHICKEN DINNER WINNER THIS MONTH! Jon Bernardi nailed it but alas he has termed out for this year.

This is a 1959 Scimitar designed by Karossirewerk Ruter of Stuttgart Germany. The car was built on a 1959 Chrysler New Yorker chassis with the 413 CID V8 engine and torque Flight Transmission. Only a few Scimitar cars were built and they never went into production. It would seem the designer liked the Edsel look



This is A Scimitar all-purpose sedan

THE CHICKEN DINNER CAR FOR MARCH



Be the first on your block to win that chicken dinner by sending Steve the make and year of this automobile

****CHICKEN DINNER RULES. CONTESTANTS MAY ONLY WIN 2 CHICKEN DINNERS PER CALENDAR YEAR**

*Even if you have won your allotted limit, please guess anyway...
and if you're correct, the editor will buy you a big orange drink at our next even*

NEW AND LOYAL MEMBERS

WELCOME NEW MEMBERS

The San Diego Section welcomes you to our Mercedes-Benz world. Please join us ASAP and see how we have fun. Have a question contact me the membership guy at 619-508-3925- or inewsx@sbcglobal.net

Martin Harrington

Kimi Atchason

George Parsons

THANK YOU LOYAL MEMBERS FOR RENEWING

Arthur Boyd

Claudette Berwin

Jon Krause

Juan Villasenor

Robert Gunthorp

Gordon Davies

Bill Neff

Richard Pepper

Anthony Edwards

We sincerely thank you for renewing your membership and continued support of the San Diego Section and the MBCA



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FOR SALE OR WANT ADS:

Personal classified ads (sale or wanted) are FREE exclusively for MBCA members. NO commercial or business sales allowed in the classified ad section.

Business advertising is available at competitive rates. Please contact the Treasurer for latest ad rates. If you want to place a personal ad in the "for sale" section e-Mail Steve Ross inewsx@sbcglobal.net
Please contact Steve every month to continue your AD

We are always looking for volunteers to help out with ideas, planning, and coordinating events.

If you would like to feature your Mercedes-Benz vehicle(s) in this Newsletter with an interesting story or photo, please submit in digital format via e-mail to:

inewsx@sbcglobal.net

We would love to get to know you & your Mercedes-B. Come to an event and ask us how to obtain a FREE name badge. Maybe even a free beverage.



Can't wait to have a really "Cool" MBCA name badge? Here's how to order one: Go to the MBCA website www.mbca.org,

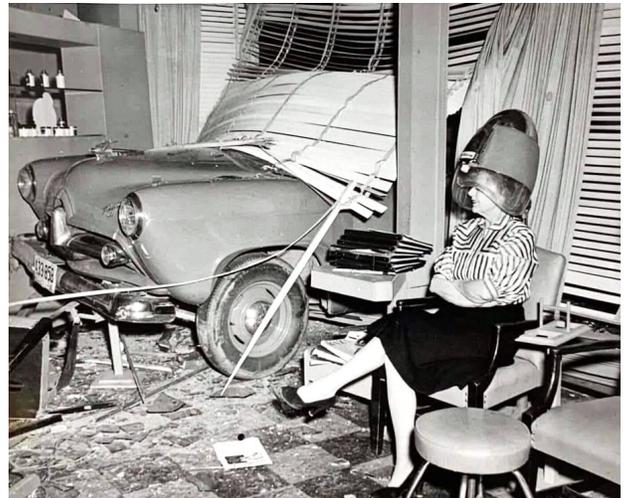
log on, click on Store, click on MBCA Event Equipment Store and scroll down and click on the Name Badge. You are now in the order form.

Second method: Log onto MBCA website and enter Name Badge in the search box at upper right hand corner of screen, click on the Magnifying Glass icon and this will take you to the order form OR you may call 800-637-2360, ask for Anna McBride. She will take your order. All payments are made via credit card.

THIS SPACE MAY BE USED FOR YOUR AD OR FOR SOMETHING YOU, AS A MEMBER, NO LONGER HAVE A USE FOR. AS YOU MAY KNOW THE COST FOR A MEMBER TO RUN AN AD FOR THEIR ITEM IN THE STAR IS FREE. YEP WE SAID FREE.

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 107 Chassis tops:
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2020 Schedule of Events

MBCA – San Diego Section

Our motto “Have it your way, as long as it’s FUN!” Always remember...this is YOUR club.

**New ideas or changes please contact a Board Member!!!
Note: All dates may be subject to change**

| EVENT DATE 2020 | EVENT DESCRIPTION | EVENT CHAIR/COORDINATOR |
|---------------------------|--------------------------------|------------------------------------|
| May 23 | Auto Detailing Demo, | Diana |
| June TBD | Trip to Perris | Gary Jarvis/Bob Gunthorp |
| July TBD | Lawrence Welk | Carol |
| August 8 | Patio Races | Pete and Jen Lobner |
| September 12 | Bob Gunthorp BBQ | Birds of a Feather Catering |
| October 10/9-10/11 | Idyllwild Art Festival | Steve, with Packard Club |
| November 7 | TBD | Steve |
| December 13 | Holiday/Christmas Party | The Board @ RB Country Club |

ADJUSTING TO THE NEW LIFE STYLE

S. Ross

U.S.S. Bennington, CVS 20 1965. I was on the ship when this photo was taken



It was Day Six of lockdown and I was not suffering as much as I had planned. Yep I was bored, tired of looking at the same ol’ S—t ,and hearing the news give the body count for the day and casualties, which reminded me of the Vietnam “conflict” evening news. Well I am now a happy shut in! I have adjusted by calling on my past life in the U.S. Navy doing figure eights for 45 days in the Tonkin Gulf for 4 or 5 months. I have movies to watch that are anywhere from 20 to 50 years old, you learn to put up with folks that irritate you, most of the time, you are restricted to an area that is no larger than a flight deck, and the food becomes

more of a ritual than a source of taste bud stimulation. BUT, wait here is the upside: you get mail every day, you may still get paid but nowhere to spend it, if mail brings bills you get leeway, I hear we are getting money for being shut in, yep that’s what I hear, you have fresh milk if you want it, fresh water that doesn’t taste like diesel fuel, you don’t have to worry about falling overboard, and most of all you can take as many showers as you want for as long as you want, Hallelujah! Once you adjust the mind, this shut in stuff is a piece of cake. Oh, and no one is shooting at me!

Star Bulletin

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MAY 2020

MBCA Board Meeting
May 19 @ 6:30 PM
Mimi's Cafe, 10788 Westview Parkway
San Diego CA (Mira Mesa)

**Note: Our regular Board meetings are scheduled
on the 3rd Tuesday of the month**

The board has occasionally cancelled meetings when there is a small amount of business that can be considered adequately by telephone or e-mail. If you are considering joining us at a board meeting, please call a board member first to make sure the meeting will take place as scheduled.

**WANT TO JOIN THE SAN DIEGO SECTION OF
THE MERCEDES-BENZ CLUB OF AMERICA?
IT'S EASY JUST GO TO MBCA.ORG OR
USE THE QR CODE BELOW.**



MBCA San Diego Section

President's Message – May 2020

<http://sandiego.mbca.org>



I was hoping that things would be returning to some sort of normalcy by now and we could resume our monthly gatherings, but that is not the case. Hopefully, everyone received the email from MBCA about the MERCEDES-BENZ VIRTUAL CAR SHOW being held on May 2nd and will participate or at least check it out. I am not an Instagram expert, but I am going to give it a shot and I hope to see some familiar cars posted. As of now, we haven't cancelled our May events however we may need to depending on the status of the social distancing guidelines. I hope you have been keeping busy and not going too crazy staying in. I have been working from home since March 16th and the commute has been great! Sometimes I run into four-legged speed bumps lying on the floor, but other than that it is a smooth commute from the bedroom to the dining room where my make-shift office is. 2020 may be half over by the time we are able to get together so we'll have to make it a great second half of the year! Stay safe.

Diana

President - MBCA San Diego Section

