

Newsletter



PRESIDENT'S MESSAGE February 2012



Well, not much snow yet! We have been very lucky here in North Dakota with good weather and good times.

Speaking of good times, wasn't the NDSRA party a great success?! Thanks to Dave Alberts and his wonderful crew of folks that pulled it off. Thanks to everybody involved. From the meetings lay-out, the garage tour (7 shops) the meal, the auction and how neat was it to see somebody win that nice welder! Thanks also to Steve Lesmeister at Northland Bus for providing two busses for the day. Thanks, Steve.

We have some really exciting news to share with everyone at the monthly meeting. It is HUGE for the Dakota Cruisers, and every Car Club in the whole country will be envious of this. Due to the generosity of one Lifetime member, he is going to ---well, you will just have to come to the meeting to hear the details. But guaranteed it is HUGE!!!

Wild About Wheels Car Show is going to take place at the ND State Fairgrounds in March. The move-in is the 16th Friday, and the show will be the 17th and 18th. That show usually kicks off the season for all of us. Them, moving it to March have seemed to help out attendance and the turnout of display cars. All are welcomed.

The new shirts and sweat shirts will be available this coming Feb meeting at the Vegas for all of the members. They are really 'snappy' this year and I know you will want one or more for wear this season.

The featured car this year at the Motor Magic Event will be the past "Car of the Year" honorees cars that are still around. Some have sold, some have been traded, but the honor still is there and the cars will be displayed as best possible.

Thanks to Tammy for doing a great job on the newsletter. It is a large undertaking and commitment for anybody, but she is hanging in there and doing just superb!

Lots of changes this year for the Wednesday night cruises. Our "BIG NEWS" as mentioned above could affect one Wednesday night each month, so be sure and stay tuned. It has something to do with a new 'club house'.

So with that, I will sign off. Please come to the meeting if you can and I hope to see you there for the announcement---if you are not in Arizona!

George

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The Dakota Cruisers would like to assemble a membership information book of the members for members only. This will not be posted on the internet and is strictly on a volunteer basis. Since so many people have gone with cell phones, it is hard to contact other members since they are not located in the phone book. Steve Smith, so graciously volunteer to take this on and accumulate the information. If you would like to have your name and information in the book. Please give Steve a call at 852-1955/833-3434 or email him your information at scsmith@srt.com. He would like your name, preferably cell phone number or landline, address, and email or whatever you would to have posted.

The History of Wide Whites

Whitewall tires or white sidewall (WSW) tires are tires having a stripe or entire sidewall of white rubber. From Wikipedia.com

Early automobile tires were made entirely of natural white rubber. However, the white rubber did not offer sufficient traction and endurance, so carbon black was added to the rubber used for the treads. Using carbon black only in the tread produced tires with inner and outer sidewalls of white rubber. Later, entirely black tires became available, the still extant white sidewalls being covered with a somewhat thin, black colored layer of rubber. Should a black sidewall tire have been severely scuffed against a curb, the underlying white rubber would be revealed; it is in a similar manner that raised white letter (RWL) tires are made.



The status of whitewall tires versus blackwall tires was originally the reverse of what it later became, with fully black tires requiring a greater amount of carbon black and less effort to maintain a clean appearance these were considered the premium tire; since the black tires first became available they were commonly fitted to many luxury cars through the 1930s. During the late-1920s gleaming whitewalls contrasted against darker surroundings were considered a stylish, but high-maintenance feature. The popularity of whitewalls as an option increased during the 1930s, while automobile streamlining and skirted fenders eventually rendered the two-sided whitewall obsolete.



1950s Rambler American with vintage aftermarket "curb feeler"

The availability of whitewall tires was limited during the supply shortages of raw materials during World War II and the Korean War.^[1]

Wide whitewall tires reached their zenith in popularity by the early-1950s. The 1957 production version of the Cadillac Eldorado Brougham was fitted with whitewalls that were reduced to a 1" wide stripe floating on the tire sidewall with a black area between this stripe and the wheel rim. The whitewall stripe width began to diminish as an attempt to reduce the perceived height of the wheel/tire, during the decade increasingly lower vehicle heights were in vogue.

Wide whitewall tires reached their zenith in popularity by the early-1950s. The 1957 production version of the

Wide whitewalls generally fell out of favor in the U.S. by the 1962 model year. They continued as an option on the Lincoln Continental for some time thereafter but most common were narrower 3/4"-1" stripe whitewalls. During the mid-1960s variations on the striped whitewall began to appear; a red/white stripe combination was offered on Thunderbirds and other high-end Fords, and triple white stripe variations were offered on Cadillac's, Lincolns, and Imperials. Whitewall tires were a popular option on new cars during the 1950s and 1960s, as well as in the replacement market.

Maintaining a clean sidewall was an issue. Some motorists added aftermarket "curb feelers" that were attached at the bottom of the wheel opening lip to help reduce scraping the whitewall tire against curbs.

By 1968, wide whitewall tires were no longer available on the Chevrolet Corvette; replaced by F70x15 bias-ply nylon cord tires with thin stripes, either a narrow white or narrow red stripe.^[2]

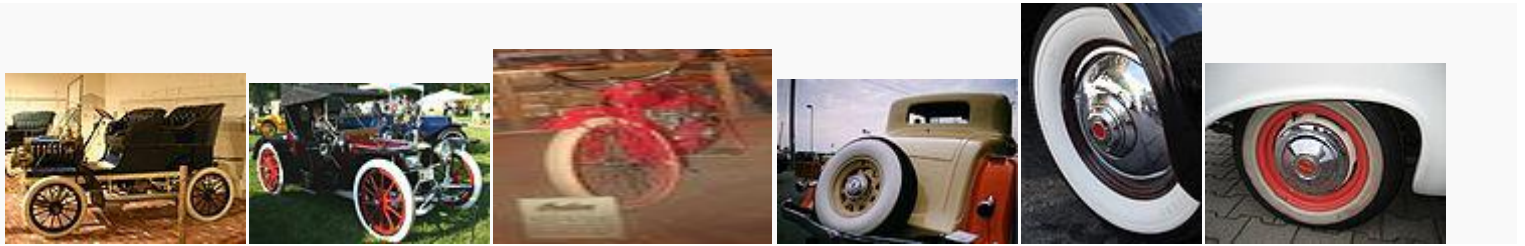
The single-sided whitewall remained a desirable option through the 1970s, becoming a hallmark of "traditional luxury". In some cases, having whitewall tires were a "must have" to get the right look on a car; and for those who could not afford the real deal, add-ons could be installed over the rim of the wheel that could leak if the pressure was

too high. Full-fledged wide whitewalls had made a return within the pimpmobile culture. The resurgence of traditional hot rods, customs, low-rider's and resto-cal cars have also contributed to the resurgence in whitewall tires.

Although wide whitewalls are virtually nonexistent as a factory option on modern automobiles, they are still manufactured in original bias-ply or radial form by specialty outlets. The last car available in the United Kingdom with whitewall tires was the Kia Pride. Some companies manufacture wide whitewall inserts - the so-called "Portawall" inserts are usually sold through Volkswagen Beetle restoration companies.

Modern trends toward more minimal styling, and large wheels favoring very low-profile tires leave little room for a whitewall. As of 2010 the Lincoln Town Car was the only new vehicle offered with a factory whitewall option, a narrow white stripe.

Cars with whitewall tires:



1904 Auburn with very difficult to clean all white rubber tires

1913 American Underslung featured all white tires during its era

1915 Indian Big Twin with standard white rubber tires

Whitewall sparetire (with thick white band) on a 1932 Nash Coupe

Wide whitewall tires were popular on premium automobiles

1958 Ford Taunus white wall tire



Narrow gold stripe performance tire from the 1960s

Buick Electra with white stripe tire partially covered by a fender skirt

Narrow stripe white wall tires were common throughout the 1970s and into the early 1980s

A variation with white letters on the sidewall found on muscle car tires, these are still used on modern SUVs

We would like to Thank all the club members who donated items and helped out with the NDSRA party. Without club participation we couldn't make these events turn out as good as they do.

Thank you,

Co-Chairs,

Dave Alberts

Bob Larson

◀ January		~ February 2012 ~					March ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
			1 Meeting at the Vegas 7pm	2	3 Noon Luncheon-call hotline for location	4	
5	6	7	8 Cruise to Hardee's 6:30	9	10 Noon Luncheon-call hotline for location	11	
12	13	14 Happy Valentine Day 	15 Cruise to Hardee's 6:30	16	17 Noon Luncheon-call hotline for location	18	
19	20	21	22 Cruise to Hardee's 6:30	23	24 Noon Luncheon-call hotline for location	25 Counts car club annual car show Rapid City, SD	
26 Counts car club annual car show Rapid City, SD	27	28	29 Cruise to Hardee's 6:30	Notes: The day after tomorrow is the third day of the rest of your life.			



Give me one friend, just one, who meets the needs of all my varying moods.

***Congratulation to the Car of the year honoree's.
Warren and Liz Hoppman '40 Buick Convertible
Marlin and Marilyn Schiele '56 Ford
Steve Weiskoph '73 Lincoln Mark IV***

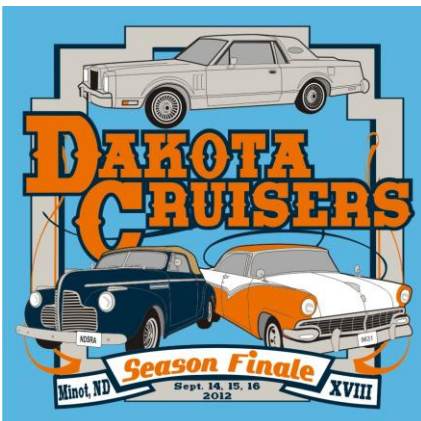
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Next General Meetings at the Vegas:

March 7/April 4, 2012