

INTERACTION WITH AND BETWEEN REGIONS, CHAPTERS AND INDIVIDUAL MEMBERS (CONTINUED)

The presentation would cover a basic background conformation: History of the AACA, membership, national meets and tours, policy and procedures manual general information, attending national meets, activity request cards- where to find them and how to use them, etc. These topics can vary based on your membership requests. The total amount of time from beginning to end should be approximately one hour including 5-10 minutes for questions.

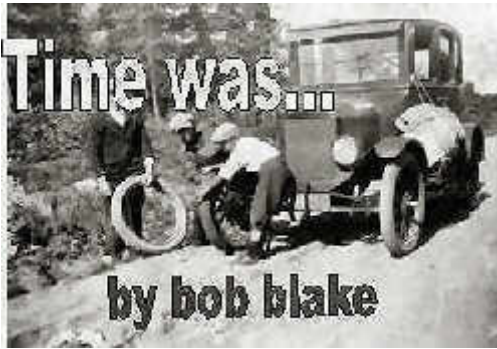
This effort is designated to establish more direct face-to-face contact between individual members and the National organization to foster a more direct feeling of belonging rather than any feeling of being “forced to belong”. It is my goal as Vice President of Development & Support to make individual members that are encountered feel they are important to the National organization and that their feelings and concerns are heard and considered.

If your membership would be interested for us to visit them and enjoy the club meeting or event as well as accept or answer questions, we need nothing more than an invitation. If any region or chapter is interested in this program, please contact me by letter, e-mail or phone and I am at your service. I will contact the chairman that is responsible for your state and make arrangements for him to contact your region or chapter. Thank you in advance for your response.

I can be reached at:

102 Converse Dr.
Jacksonville, NC 28546
or by telephone at 910 346-3834
or by email at [**herbfran@gibralter.net**](mailto:herbfran@gibralter.net)





Bob Blake

As much as I like Earl Tindol and Fred Caldwell, I can't picture myself shopping their dealerships for a suit of clothes! So why did a major department store think they could be a success marketing their own brand of cars? Did Sears really have such brazen self confidence to believe they could crash the automaker's party during the 1950s?

The real story behind this bold move can be traced to Theodore V. Houser, the Sears vice-president of marketing. He was also a board member of car maker Kaiser-Frazer. He envisioned K-F slightly modifying their new compact Henry J. and naming it the Allstate. He had grandiose ideas of the car riding on Allstate tires, cranking with an Allstate battery and plugs, and being serviced by Allstate Service Centers, which just happened to be next to their department stores. And just to make the fit even more complete, Sears and Kaiser-Frazer shared ownership of a metal company. A car would complete the family circle!

The 1952 Allstate was actually Sears' second venture into the world of wheels. They began with the 1908 Sears, a crude buggy type vehicle named after the company's founder, Richard Sears. His career began as a mail-order watch seller. The company started clicking when he and watch repairer Alvah Roebuck began publishing a catalog. It quickly became the "in and out house" favorite of rural America.

The Sears had a 1909 catalog price of \$395. Despite this low cost, it didn't sell. It was literally crushed by the 133,000 Model Ts built by Henry Ford. When the Sears production ended in 1912, their total number was less than 3,500. Part of the reason was that the Sears arrived in pieces and required the buyer to put much of it together! Is this where the catalog phrase, "some assembly required" began?

By 1952, the Sears was only a vague memory...and remember... history repeats itself! Kaiser-Frazer introduced the Henry J in 1951 and the department store saw a winner. Their car would be the Allstate – a perfect second car for American families.

Sears- Roebuck announced its new arrival during November, 1951. The advertising staff quickly touted it as America's only new car for 1952 – a real stretch of the facts.

Despite the Korean War, the 1952 American family was doing quite well. The median family income was \$3,900 and every third home had a television, probably tuned to The Jackie Gleason Show or getting "Just the facts, mam" from Jack Webb and Dragnet. The movies passed out funky glasses so we could see images leaping from the screen in "3-D." Just as the small Henry J/Allstate took center stage, the original compact company, Crosley, shut the gates.

The Henry J was a good choice for the retailer Sears. They already had brand name batteries, spark plugs, tires, tubes and a network of service centers ready to install them. The Allstate was simple and basic – just what America needed.

To keep their dealers happy, Kaiser slightly fluffed the Allstate's appearance. An extra bar was added to the grill, the hood ornament was changed and chrome strips graced the tops of the front fenders. The Allstate badge was a United States map with the letters "Allstate" stretching from coast to coast. Despite this ploy, the car sales were concentrated in the southeastern states. The deluxe Allstate had a working decklid, a glovebox, and armrests. Like the Henry J, they were all two-door models riding on a 100-inch wheelbase.

Both four and six-cylinder Willys engines were available. For its 2300-lb. weight, the 68-hp four banger gave the Allstate a respectable response. The 80-horse six scorched the pavement! An overdrive option was offered with the three-speed standard transmission. To the chagrin of the Kaiser-Frazer dealers, the \$1,395 price of the 1952 Allstate Basic Four was less than their Henry J.

Sears should have stuck to selling clothes, tools and appliances. Their second auto venture also crashed with a sickening thud. By early 1953 the misery was over. In all they sold slightly less than 2,400 cars. [1952 – 1,566; 1953 – 797] The curtain fell on the Henry J a year later when the 1,200 units sold were all leftovers. Swamped by debt, the entire Kaiser organization failed in 1955. Their demise was not all due to bad cars. As he departed the car scene, Edgar Kaiser was quoted as saying, "Slap a Buick nameplate on it and it would sell like hotcakes!"

America wasn't quite ready for a downsized car. The Ford Falcon, a decidedly better vehicle, was six years away.

And think about Sears. Their first car venture lasted two years longer than the second and they sold 1,200 more of their motorized buggies than they did the Allstate! Real progress!

(Reprinted from the Rummage Box)

2006 WPR ANNUAL MEETING
Sunday January 29, 2006
Dino's Lounge
Rt. 30 Latrobe
(across from Denny's)

The Western Pennsylvania Region's Annual Meeting will be held on Sunday, January 29, 2006 at Dino's Lounge, Rt. 30, Latrobe. The afternoon will begin with a cash bar and hors d'oeuvres at 3:00 PM. General Business Meeting and Elections at 4:00 PM. Dinner will follow.

Past WPR Presidents and their guest are invited to attend the dinner at no charge as the Region's guest. WPR Points can also be used.

Dinner Choices Are:

Prime Rib or
Broiled Cod with orange crush

Baked Potato, Baby Carrots, Salad, Dessert, Rolls & Butter, and
Coffee or Tea included with each meal.

RESERVATIONS MUST BE IN BY JANUARY 23rd

Please fill out the form below and mail to:

Mr. John Kuhns
2339 Raymond Avenue
Latrobe, PA 15650

Phone (724) 539-7574 if there are any questions.

(cut here)

Members Name: _____

Prime Rib _____ Members at \$15.00 \$ _____

Prime Rib _____ Non-Members at \$22.00 \$ _____

Broiled Cod _____ Members at \$15.00 \$ _____

Broiled Cod _____ Non-Members at \$22.00 \$ _____

Total Enclosed: \$ _____

Make Checks Payable to Western PA Region, AACA
Sorry no children's menu