



# The Windshield Post

Mid-Peninsula Old Time Auto Club

MARCH 2024

[mpotac.com](http://mpotac.com)

ISSUE THREE

## WE'RE SEEING RED!!!

FIRST A PRE-WAR ALLEY AT FRIENDSHIP DAY.  
COULD A RED CAR ALLEY BE NEXT???

BRING YOUR FRIENDSHIP IDEAS TO OUR NEXT MEETING. YOU WILL SOON BE ASKED TO VOLUNTEER TO HELP AT THIS IMPORTANT CLUB EVENT. WE WANT TO HEAR FROM YOU!



# AUTOMOBILE EMBLEMS



# AD OF THE MONTH



## PRESIDENT'S MESSAGE

Happy St.Patrick's Day and Happy Easter,

This month we celebrate a happy time, it's the end of Winter, and the beginning of Spring to come. We hope you're staying warm and dry, and healthy with family and loved ones. We heard that our friend, Ed Krantz had a fall and is recovering nicely at home. Please take this time to make a call, to re-connect with a club member or family member you haven't heard from in a while. The time you spend staying in touch with family and friends is an investment in their mental health as well as your own.

I'm sharing a few photos from a recent tour of a private collection in Los Gatos. Bill Bratt joined us and we had a great time with our nearby Santa Clara Valley Chevy Club and Mission Trails EF-V8 club.

We discussed a few tours at our last meeting, which was held outside the HCC, due to an un-announced building closure for floor re-surfacing. We will share tour information through the website and email this month, and hope that you can make it. All of our extra time is being spent on planning our Friendship Day 2024 ... more information to follow.

See you at our next meeting on Friday, March 22,  
Charlie and Cynthia



## **HOW CARS GET THEIR NAME**

*From Consumers Union of U.S*

Would you like to drive a Hep Cat or a Panther. Sorry, no such cars exist. However, Ford and Chevrolet considered those names. Ford considered Hep Cat for the 1955 Thunderbird and Panther was the code name for the Camaro of 1967.

The director of global advanced product marketing for the Ford Motor Company explained Ford's naming process.

A team from the company's marketing, design, and communications departments comes up with, perhaps, 150 suggestions, considering the images and feelings each evokes. Contenders are checked for inappropriate or negative meanings. (Life Dunk, a Honda van sold in Asia, would not have worked in the U.S., for instance.) External brand-naming companies are sometimes used, and focus groups may provide feedback on how likable a name is and whether it "fits" the car.

A slimmed down list is submitted for legal and trademark review. This stage can be tricky, as Ford has experienced. The Mustang was originally sold in West Germany as the T-5 because an industrial equipment company held the rights to the Mustang trademark.) Finally, the name is approved by Ford's CEO.

Sometimes a car name isn't a real word but is chosen for its sound and connotation, such as Lexus, which, a Toyota rep said, "combines word roots evoking images of luxury and technology." A company rep from Volkswagen says their Routan, is "a play off of other multipurpose vehicle names in the VW brand globally: Sharan, Touran ... Routan." Jetta was named for the jet stream, and Passat is the German word for trade wind. If a "name" is an alphanumeric stew, as is the case with BMW and Mercedes models, it still must be easy to pronounce. Another challenge is to have a name that works internationally. The Ford Focus and Fiesta are each known by a single name around the world, but the Fusion and Escape are Mondeo and Kuga in Europe and elsewhere.

*Continued on next page*

Susan Pacheco from Ford Motor Company says “There’s no limit to the places we can use for inspiration, including other languages, astronomy, and mythology.” Astrology can come into play, too. The Ford Taurus was named for the sign of the wives of two company executives.

Mark Dziewit, Chevrolet’s global product manager, says he maintains a database of about 750 names, narrowing the list to six to 10 for a new car. In the end, though, the quality of the car is what matters. “The product makes the name,” Dziewit says, “not the other way around.”

**Match the suggested name to the final choice:**

|                      |                       |
|----------------------|-----------------------|
| A. Lafayette         | 1. Ford Edsel         |
| B. Panda             | 2. Dodge Dart         |
| C. Pegasus           | 3. Plymouth Barracuda |
| D. Utopian Turtletop | 4. Pontiac Fiero      |
| E. Zipp              | 5. Ford Mustang       |

**Answers:**

- A: 5
- B: 3
- C: 4
- D: 1
- E: 2



## Upcoming MPOTAC Events

**March 18** - Board Meeting, 7:30

**March 22** - General Meeting, 7:30

**May 19, 2024** - Friendship Day. Port of Redwood City. 7:30 to 2:00. Entrance fee \$25. NO CHARGE to MPOTAC members who are signed up in advance to volunteer at the event. Coffee and donuts while they last. More details as the date gets closer.

**June 24, Monday** - Enderby Model A Tour (other types of cars welcomed!). More information coming as the date gets closer.

## Other Automotive Events

**Cars and Coffee Peninsula** is every 2nd Sunday from 7am to 10am at Breaker's Cafe, 270 Woodside Road. Bring your car, truck or motorcycle and mingle with other auto enthusiasts! All makes and models welcome.

**May 5, Maltese Heritage Association** - At CSM, car show. See more info in this newsletter.

**June 23**, Hillsborough Concours

**September 14**, Antique Autos in History Park, San José

MPOTAC holds its Board and General meetings at The Highland's Community Club in Redwood City, at 7:30pm, located at 1665 Fernside Street, Redwood City, CA. All members are invited to attend the General membership meeting as well as the Board meeting. Specific meeting dates are located elsewhere in this newsletter.

To make contributions to this newsletter, contact the editor, Jim Remington, [mtshastachalet@yahoo.com](mailto:mtshastachalet@yahoo.com)



**THE MALTESE HERITAGE ASSOCIATION'S**

**✠ 10TH ANNUAL ✠**  
*Classic Car Show*

**MAY 5, 2024**

**10AM - 3PM**



**FREE FOR  
PUBLIC**

**CALLING ALL CAR ENTHUSIASTS!**

At this unique exhibition, you'll witness a spectacular display of vintage wheels, each with its own story and history.

Trophies for different classes, including Best In Show!

**FOOD TRUCKS, RAFFLE, TROPHIES & MUSIC!**

Proceeds from the event to benefit charitable organizations

**COLLEGE OF SAN MATEO**

1700 W. Hillsdale Blvd. Lot A

San Mateo CA 94402

**MORE INFO:**

Contact Debbie Ghiglieri 650-303-1256 [dghiglieri@sbcglobal.net](mailto:dghiglieri@sbcglobal.net)

THE MALTESE HERITAGE ASSOCIATION'S

✱ 10TH ANNUAL ✱  
*Classic Car Show*



**Sunday, May 5, 2024**

Thank you for supporting the Maltese Heritage Association at our 10th Annual Classic Car Show. Free admittance for all spectators and food available for purchase! We look forward to seeing you there and appreciate your support!

**Deadline to be included in the Program: April 27, 2024**

**Pre-registration Fee: \$45.00**

**Day of Show: \$50**

Registration includes complimentary morning coffee, donuts and a dash plaque while supplies last.

In honor of our **10th Annual Classic Car Show**, all registrants will receive a special commemorative gift while supplies last!

**Classic Car Set-up time: 8:00 AM    Departure time: 3:00 PM**

**College of San Mateo – Lot A  
1700 W. Hillsdale Blvd.  
San Mateo, CA 94403**

**For questions contact Debbie Ghiglieri at 650-303-1256.**

**Complete the bottom portion of this form and mail it, along with your check, to the address shown below.**



Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Address: \_\_\_\_\_

Email address: \_\_\_\_\_

Year\*: \_\_\_\_\_ Make: \_\_\_\_\_ Model: \_\_\_\_\_

**I hereby release the San Mateo County Community College District and the Maltese Heritage Association, members, volunteers and sponsors from all liability and personal or public damage resulting in my participation in this event known as the Maltese Heritage Association's Classic Car Show. I also give my permission to use photographs of my automobile for any publication. I am an adult or my parent or guardian will sign this form on my behalf.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Sorry, no refunds!**

**Make checks payable to: *Maltese Heritage Association***

**Send your check and completed form to:  
*Maltese Heritage Association*  
4 Wilshire Court, Daly City, CA 94015**

**\*Vehicle must be manufactured no later than 1979.**

From club member Sam Asaro...

For sale 1 Kwik-Lift car ramp. This is the premium package " the best one ". Originally sold for \$ 1.725. It is in, like new condition.

Asking \$ 750. or offer.

Call, Sam @ 650-520-1659

<https://www.kwik-lift.com/product/kwik-lift-premium-package/>

**FRIENDSHIP DAY 2024**  
Sunday, May 19th / 8am-2pm  
Seaport Court, Port of Redwood City



We are the Bay Area's longest running family friendly car show.  
The Mid-Peninsula Old Time Auto Club (MPOTAC), began in 1960  
and Friendship Day started in 1963 (sixty years ago).  
Plan ahead to join us again next year:  
**Sunday May 19<sup>th</sup>, 2024**