



# THE NORTHWESTERN STAR

VOL. 36 | NO. 9

PORTLAND SECTION

SEPTEMBER, 2012

## Welcome, New Members

- Michael Flores**  
Portland
- Malcome Lewis**  
Ashland
- Robert Schmor**  
Oregon City
- Martin Slapikas**  
Portland
- Lawrence Stewart**  
Oregon City
- John Wellschlager**  
Oregon City
- + 17 renewing members

## Upcoming Events

- Sep 8** Detail Clinic
- Sep 15** Oregon Festival of Cars
- Sep 22** Board Meeting
- Sep 22** Drive-In Movie
- Sept 28–Oct 3** StarFest
- Sep 15** Open House, M-B Medford
- Oct 13** Mt. Adams tour
- Nov 17** Annual General Mtng
- Full Event Calendar on page 12*

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Saturday, October 13

# Mt. Adams Tour Coming Up

**L**et's see: a curvy road with hardly any traffic. A sparkling fall day. Good friends. A Mercedes-Benz. What a formula! It's like perfect margarita: rarely encountered but treasured when it is.

We're talking about the October tour through the area south of Mt. Adams in Klickitat County, Washington. It's a loop route beginning in Bingen, WA, which is on the north side of the Columbia River opposite Hood River. We'll drive east of Bingen along Washington State Route 14 to the town of Lyle – about ten miles (point B on map). There we'll turn north and drive along the Klickitat River on route 142. Our route takes us through the town of Klickitat (point C on map), and ascends to a plateau west of Goldendale, WA (point D on map). We'll proceed west-northwest through the town of Glenwood (point E on map) to Trout Lake, WA (point F on map). Then we'll turn south and go back to Bingen, where we'll gather at the Solstice Wood Fire Café for pizza (point G on map).



See "Mt. Adams," page 7

## Next Event: Detail Clinic

Place: Sidedraught City, 1001 SE Main St., Portland  
 Date: September 8  
 Time: 10:00 AM  
 Cost: None

*Details on page 3; full Events Calendar on page 12*

# President's Message

I just returned from the Monterey Classic Car week, where thousands of auto enthusiasts converged for auctions, Concours, and historic racing. It was invigorating to see old friends, meet new friends, and see many fine Mercedes-Benz automobiles.



The Legends of the Autobahn event kicked things off with a bang. Organized by the Mercedes-Benz Club of America, BMW Car Club of America, Porsche Club of America, and the Audi club of North America, it is a Concours only for German cars. Over one hundred automobiles competed for trophies in the Concours, and another 150 or so cars were parked in the corral area. Portland-section member Barry Corno displayed his 1982 380SEC in a special class for Mercedes-Benz SEC wide-body coupes. Other Portland Section members showing cars were Lee and Heidi Musgrave, John Robison and Hal Harper. I strongly recommend you make plans to attend this event in 2013!



*Legends of the Autobahn, 2012. Photo by Allen Stephens*

While in Monterey I visited the Gooding & Co. auction to take the pulse on the market for classic Mercedes-Benz. The most-watched sale of the weekend was the 1936 Mercedes-Benz 540K Special roadster. This is the 540K that was displayed at the Portland Art Museum last summer – it sold for \$11,770,000 including a buyer's premium of 10%. There were many exceptional Mercedes-Benz automobiles on the field at the Pebble Beach Concours. Portland Section member Jim Friswold displayed a 1939 Mercedes-Benz 540K

See "President," page 3



## Mercedes-Benz Club of America, Portland Section

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The **Northwestern Star** is the official publication of the Portland Section, Mercedes-Benz Club of America, Inc., and is provided solely for the benefit of its members. Opinions are those of the authors and do not necessarily represent those of the publisher or MBCA, Inc.

We encourage submissions—articles, photos—from our members. Deadline for submissions is the 15th of the month, care of the editor. We reserve the right to edit or refuse submissions and/or advertising.

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"President," from page 2

Special Roadster that he restored for a client. It looked spectacular lined up in a row with three other 540Ks. Best in Show was awarded to a 1928 Mercedes-Benz 680S Saoutchik Torpedo.

We have new events scheduled for our Portland Section Members in September. Join us on Saturday September 8th at 10:00 AM for a detail clinic at Sidedraught City, Portland's dealer for Griot's Garage products (see story, this page). We will line up our cars on the street in front of the business, and see a demo of Griot's products in the service bay. Bring your questions on how to make your car shine.

The Oregon Festival of Cars on September 15th (see story, page 7) welcomes sports and enthusiast cars of any vintage. This year the event has moved to a new location at the Les Schwab Amphitheater in the Old Mill District in Bend. The event will award more prizes this year, along with the Jay Audia People's Choice Award, but don't worry, no one is going to be rewarded for having the biggest Q-tips. It's still going to be a shine and show type of event, and you will be very comfortable showing the car you drove to Bend, rock chips and all. Join me for the drive/tour to Bend on Friday Sept. 14th, and the 'pre-fest' gathering on Friday night. The Festival Car show on Saturday is the main event, with car placement at 8AM and the car show at 10AM.

Finally, the Portland Section is excited to announce a new, informal "drive-in" (literally) event on Saturday, September 22 at 6:30 PM at Newberg's historic "99W Drive-In." (see story, page 5). Information about this drive-in theater, which is one of the last few remaining in the Northwest, can be found at <http://www.99w.com/>. This will be a fun, casual event for the whole family.

— Allen Stephens



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## September 8th at Sidedraught City Griot's Detail Clinic

Every Mercedes-Benz owner wants to keep his or her car looking its best. How can I remove water spots? Should I use an orbital polisher? What is a clay bar? How can I do a quick detail for the next club event?

We will answer these questions and many more at our Detail Clinic at Sidedraught City on Saturday, September 8th. Sidedraught City is Portland's headquarters for Griot's Garage, offering car care products and accessories for the perfectionist.



Sidedraught City. Photo by Allen Stephens

The clinic will start at 10:00 AM, with coffee and breakfast snacks. Mercedes club members can park on the street around the building at 1001 SE Main Street in Portland. Sidedraught City is located two blocks north of SE Hawthorne Blvd. at the corner of SE 10th and Main. We will get a demonstration of Griot's products in their service bay, and a peek at the restoration shop that shares the building. Plus, every member attending will be entered into a raffle for \$100 in Griot's Garage Products!

Get the knowledge and right products to keep your car looking showroom new! Please RSVP to Allen Stephens at [allenstephens@frontier.com](mailto:allenstephens@frontier.com) or call 503-708-0397. We need a semi-accurate count of how many club members to expect.

— Allen Stephens



## Five Tips for the Perfect Road Trip

**W**e've just returned from another road trip in our SLK, traveling down to San Diego via Highways 1 and 101 and back. The California coast is stunning in the summertime, even more so in panorama, viewed from a Mercedes convertible.

This isn't our first road trip. My first was in 1965, to San Francisco. In 1967 it was North Carolina. In 1968 it was Florida, and so on. Each one brings its own lessons, and the lessons never end. Below, a few of the best:

- *Stay more than one night.* Plan your trip so you can stay more than one night wherever you can. You won't discover much about a place if all you do is arrive, find a restaurant, go to bed, then pack up in the morning and leave. Exceptions are places you don't want to discover, places you can't avoid but are the only available stop. I remember one night in Price, Utah... but that's another column.



- *Drive four hours or less a day when you can.* Stop for meals. Stop for the world's largest ball of string. Leave time for a swim in the motel pool. Road trips aren't *all* about the road.
- *Pack small bags.* A half-dozen small bags are much more versatile than a couple of steamer trunks. The nice dinner clothes, for example, don't have to be lugged up three flights of stairs in Price, Utah. Leave the dinner-clothes bag in the car until that night on the town in San Francisco. Conversely, leave the bag with the swimsuits and flip-flops in the car when you're staying at the Mark Hopkins.
- *Load up on media.* Audiobooks, playlists, podcasts — for when the road gets monotonous. Most newer cars can accommodate things like this via Blue-

tooth and a smartphone. If your car is older, almost any car audio shop can retrofit your radio with an adaptor for a smartphone or an MP3 player.

- *Consolidate electronics.* Speaking of electronics, if you're like us and use them to stay in touch — or work — on the road, take one item that will do it all. An iPad, a seven-inch tablet (watch for a flood of them on the market this fall, most under \$200), or a smartphone can track e-mail, take pictures, watch movies, play music, read books — just about everything electronic. There's a compromise, of course. There always is. But the simplicity is worth it. Accept compromise. Perhaps even break a habit. Go easy on connectivity and take just one doodad.

There are other tips, of course (this year we could have used an OBD reader to determine why our Check Engine light came on), but these five are a start. Keep them in mind as you plan your next road trip. Oh yeah: the engine light? It went out. Aren't Mercedes grand?

— Tom Lichty

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## Saturday Night Drive-In

The Portland Section is excited to announce a new, informal "drive-in" (literally) event on Saturday, September 22, at Newberg's historic "99W Drive-In," which is located just off I-5 about ten miles South of Portland. Information about this drive-in theater, which is one of the last few remaining in the Northwest, can be found at <http://www.99w.com/>.

The theater's box office opens at 6:30 PM, and the film will start at dusk. Anyone interested in attending should arrive by that time to ensure admission. Although the movie schedule for that night will not be announced until



the first part of the preceding week, who cares? We'll just be there for the fun (and memories) of it. If you would like to attend (or if you would like an email update once the film that will screen that night is identified), please email club member Ellen Theodorson at [ellentheodorson@yahoo.com](mailto:ellentheodorson@yahoo.com). As the event date approaches, she will provide you more information about the drive-in, admission prices (which are the only costs of attending this club event), and the film to be shown.

We hope you'll attend the historic "99W Drive-In" with your fellow club members on September 22!



## Open House Oct. 6 & 7

Mercedes-Benz of Medford will be holding an Open House and Oktoberfest October 6th & 7th at their shop, located at 3240 Crater Lake Avenue. Portland Section Members will receive 20% off parts and service. Details to come in the October NW Star.



## September Board Meeting

The September meeting of the MBCA Portland Section board will take place at Mercedes-Benz of Wilsonville Saturday, September 22, at 10:00 AM. All members of the club are invited: your participation and your comments are always welcome.



Starts September 28 in Phoenix

## StarFest This Month

StarFest 2012 is a one-of-a-kind event that allows Mercedes-Benz enthusiasts to compete for best of show or for speed on the track. Activities include the Concours d'Elegance; the Concours d'Elegance Awards Banquet featuring Honorary Event Chairman Wayne Carini of TV's signature series "Chasing Classic Cars"; time trials and acceleration runs at Firebird International Raceway; and a challenging rallye drive throughout Greater Phoenix.

In addition, StarFest will feature never before shown together collections from the Kemp Auto Museum of St Louis, Mo., and the MB Classic Centers in Irvine, Calif., and Fellbach, Germany. Highly anticipated models include rare Gullwings and exceptional 300SL Roadsters. Sunday's showing will be free and open to the public.

Registration is open through September, whether you're a member of MBCA or not. Registration is available online at <http://bit.ly/PrY7Hj>.



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Space reservations are due by the 15th of the month. Camera-ready ads (PDF format) are due by the 20th of the month.

The Northwestern Star can produce your ad. Production rates are \$50/hr, half hour minimum.

Contact the editor (see page 2) to reserve space or for further information.



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## Not a Member?

Become a club member by completing the form below and submitting your application by mail, by using the QR code on your smart phone, or by applying online at [MBCA.org/join-today](http://MBCA.org/join-today).

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Questions? Call Allen Stephens at 503.708.0397 or the National Business Office at 800.637.2360 M-F, 8am-5pm MT. Or visit [www.mbca.org](http://www.mbca.org).



September 14 – 16

# Oregon Festival of Cars

The Sunriver Festival of Cars has been a hugely successful event, recognized by many as their favorite car event of the year. Recently the opportunity came to take it to a higher level, so now it's the *Oregon Festival of Cars*, and it will be held in the Les Schwab Amphitheater in the Old Mill District of Bend September 14–16.

The immediate advantage is space. There are now three acres of grass to accommodate the event. There is also almost unlimited space surrounding the facility for additional attractions. What might those be? Read on...

There will be a Friday evening registration and reception at the Les Schwab Amphitheater. The Festival car show will run from 10–3 on Saturday. The Saturday evening Festival Banquet will be held at Club Carrera, nestled among the cars, and the Sunday Dash through the desert will return

Club President Allen Stephens will coordinate the drive from Portland to Bend on Friday, September 14th. We will meet at 8:30 AM on Friday at Langdon Farms Golf Course near Aurora. There is a car wash area for participants located behind the Les Schwab Amphitheater. On Friday night, there is a pre-fest gathering from 6:30 PM to 8:30 PM at Club Carrera in Bend.



The registration for the Full Weekend is \$225. You can register just for the Saturday Car show for \$60. Full details are at <http://www.oregonfestivalofcars.com/>.

All in all, a once-a-year event that offers you (and your car) an opportunity to mingle among other enthusiasts (and their cars), in Oregon's High Desert, with the wind in your hair and the sun on your shoulders. This is an event we look forward to all year long. (Photo credit: *Sunriver Festival of Cars.*)



"Mt. Adams," from page 1

This route is lightly traveled, and has lots of twists and turns. Event organizer Stacy Rollins has driven this route many times over the last twenty years and he claims he never tires of it. It's always fun, and pizza at the Solstice Café is a great way to end the trip.

We'll meet at the Starbucks next to the Hood River Bridge in Hood River. Departure time is 11:00 Saturday morning, October 13. We'll cross the Columbia River on the Hood River Bridge, drive through Bingen, and start the loop, which takes about 2 1/2 – 3 hours to complete. NOTE: The Hood River Bridge is a toll bridge; the toll is \$1.

Those coming from Portland and elsewhere in Oregon should take Exit 64 on I-84. Washington residents can take State Route 14 and meet us in Bingen. From the Troutdale area to Hood River is about an hour's drive.

RSVP to Stacy ([stacy@stacyrollins.com](mailto:stacy@stacyrollins.com)) if you're going to attend the drive. We'll need to tell Solstice Café in advance how many of us will be there.



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## Bertha Benz and the Boys

The Blonde in a Benz usually feels pretty self-important, as you can imagine. After all she is the BB. Imagine her dismay to discover that the very first woman to drive a Benz – indeed the first *person* to drive a Benz more than a few feet – was also a BB. And what a woman she was!

She was Bertha Benz, wife of Karl Benz. Karl, ever the opportunist, used up Bertha's dowry starting a little machine-making company in Mannheim, Germany. After he had designed three horseless carriages, the brilliant but introverted Karl had done nothing more than sputter around in the backyard. They didn't sow, mow, or reap – what were they *for*?

Determined to get her dowry's worth, Bertha snuck out of the house early one morning in 1888, dragging along two teenaged sons, and shoved them into Karl's number three Motorwagen, which was the most advanced. They set out from Mannheim on a day-long, sixty-five-mile trip to visit her mother. Not sure if they left a note.



Bertha and her boys (with the Number 3 Motorwagen), from the German film "Carl & Bertha," 2011.



It was not a flawless voyage, but Bertha was no dope. When a fuel line got clogged, she used a hairpin to clean it out. When she ran out of gas, she refilled the empty tank with a bottle of petroleum from the pharmacy (the world's first gas station!). She wrapped a frayed wire with fabric from her corset. When the Benz

had trouble going uphill, she hired a pair of horses to help (and later suggested the use of a gearbox). It also had trouble fighting gravity downhill; she suggested better brakes.

Bertha Benz thus became the first person to go on a road trip. (We do not know if the boys were shouting "Roooad trip!" in the back seat.) Until then, nobody understood what crazy Karl's horseless carriage was actually *for*.

The trip also proved that the car was simple enough for *even a woman* to drive, and safe enough for a woman to take children along.

The attendant publicity did wonders for the brand, but there is no record of how Karl felt when he discovered his wife, two of his five kids, and most importantly, his most advanced number three Motorwagen, had gone missing. Or what happened when they returned.

(The Blonde suspects that Karl knew about the road trip all along, but just didn't want to visit Bertha's mother.)

Given the major role played by Bertha Benz in the marketing and branding of the car, one would think the car would get named after her: the Bertha-Benz. But no.

Ten years after Bertha's pioneering ride, an Austrian entrepreneur by the name of Emil Jellinek fell in love with what was then the Daimler-Motoren vehicles. In 1898, Jellinek ordered a Daimler Phoenix with a custom souped-up four-cylinder engine. He entered it in the 1899 Tour de Nice, registering himself under the pseudonym Mercedes, the name of his nine-year-old daughter. (It was quite fashionable at the time for gen-

See "Bertha," page 9



*"Bertha," from page 8*

tllemen to use a pseudonym in entering races, so as not to seem lowbrow.) Jellinek won the Tour de Nice, and in a flush of enthusiasm, decided to invest in the company. In so doing, some say, he saved it from bankruptcy. He also became a Benz dealer and ordered thirty-six Phoenix model Benzes.

Jellinek was a proud and loud sort of fellow – today he would be doing his own late-night television ads. He submitted this gigantic wholesale order with the proviso that he be made sole sales agent in Austria-Hungary, France, and America. Also, the vehicles must be named not Phoenix-Benz, but Mercedes-Benz after his little darling. (He also named his yacht and all his houses after her. Weird.)



*Emil and Mercedes Jellinek, ca. 1899.*

In 1902, Daimler-Motoren trademarked the name. And the Benz became the not-Bertha.

(Mercedes herself didn't care a fig about cars and was nowhere near as enterprising as Bertha. She married a rich baron at a knockout wedding in 1909, bore him two children, and left him for a sculptor. It was all very scandalous at the time.)

Pondering all this, the Blonde admires the gutsy Bertha Benz, but knows that the company is not going to drop the name Mercedes anytime soon. It has historic charisma, and it means "grace," which is kind of nice. It would be hard to picture anyone exclaiming, "Wow, look at that hot Bertha!"

The Blonde has decided that her next Benz will be named Bertha. No doubt Bertha Benz, wherever she may be then, will appreciate it.



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# A-Class to Come to US in 2014

Loyal readers may recall my missive from France (see *The Northwestern Star*, May, 2011 at <http://portland.mbca.org/>) where I talked about the ubiquity of A-class Mercedes in Europe. They're small, they're (dare I say it?) cute (Mercedes prefers "chic"), and according to Mercedes, they're intended to attract younger customers to the brand.

"The A class is the right product at the right time and has tremendous potential to tap into new target groups and markets," Joachim Schmidt, head of sales and marketing at Mercedes, said in a statement.

The A class arrives in European showrooms this month and is scheduled to launch in the United States in 2014.

Mercedes expects more than half of A-class customers will be new to the brand. "We are targeting buyers aged from the late 30s to the mid-40s," Schmidt told *Automobilwoche*, a sister publication of *Automotive News Europe*, in an interview.

The A class will be the first Mercedes compact car sold in the United States. "The United States is ready for a chic, compact car from Mercedes," Schmidt said. "It will be offered with all the important features, including safety technology. I am convinced that it will be a success there."

The A class will be built in Germany, Hungary, and China, where it will also go on sale in 2013.



Photo courtesy Mercedes-Benz of America

The car will be a key model for Mercedes in its bid to retake the luxury-car lead from BMW, as well as fight off tougher competition from Audi.

Mercedes hopes the car's sporty styling will make it a strong competitor to the BMW 1 series and Audi A3.

The A class is based on the new Mercedes Frontwheel Architecture (MFA) that also underpins the new B class, which was unveiled at the 2011 Frankfurt auto show and retains its boxy, minivan-like design.

The A class has an array of safety features including a radar-based collision warning system as standard and gasoline and diesel engines with fuel-saving direct injection and stop-start systems.

"It is completely new, down to the last detail," Daimler CEO Dieter Zetsche said in a statement. "In automotive development, it's not often you get the chance to start with a clean sheet of paper. Our engineers and designers have made the very most of the opportunity."

— Tom Lichty

An advertisement for WheelKraft NW. The top part features the company logo "WHEELKRAFT NW" in a stylized font, with "Mobile Alloy Wheel Refinishing" written below it. Below the logo are two cars: a red one in the background and a blue one in the foreground. At the bottom, the slogan "We Fix Wheels" is written in a blue, cursive font. Below the slogan, the text reads: "Scratches, Scrapes, Nicks, Dings and Bends", "10216 NE 13th Ave. Vancouver, WA 98686", "Business: 360.546.1799 | Mobile: 360.608.7110", and "Info@WheelKraftNW.com | www.WheelKraftNW.com".

# Classified Ads

Ads run for one issue and are placed free of charge for MBCA members. Non-club members are charged \$10.00 per ad, \$20 with a picture. The submission deadline is the 15th of the month.

You may place an ad by contacting the editor.

**1973 Mercedes-Benz 450 SL** - In near perfect all original condition with two owners, both of them architects. 104K miles, both tops, light yellow exterior with camel interior. Was at Forest Grove this year. Has all tools, books, original and never used spare tire. Always garaged. Asking \$10,500 obo. Leave message at 503-228-6531 (or cell 312-909-9548).



**2004 G55 AMG** - \$101,400.00 original MSRP, massive 469 hp and 516 lb-ft, AMG Brakes AMG Monobloc Wheels AMG Side Exit Exhaust Auto-Dimming Mirrors Designo Floor Mats Lumbar Support Maintenance Records Owners Manuals Premium Nappa Leather Rear Back-Up Alert Tinted Privacy Glass, 4-Wheel Drive AMG Sport Suspension Premium Wheels Electronic Climate Control Heated Seats HomeLink Interior Wood Trim Leather Memory Seats Power Door Locks Power Seats Power Windows Rear Defroster Steering Wheel Audio Controls Telescoping Steering Wheel Wood Trim Steering Wheel 6 Airbags Anti-lock Brakes Traction Control Alloy Wheels Brush Guard Heated Mirrors Power Mirrors Rain-sensing Wipers Running Boards Signal Mirrors Sunroof Sunroof 86k miles \$39,000.

Mike\_p\_spicer@hotmail.com, 503-550-1403.



**1972 300SEL 4.5** Blue metallic/dark blue leather. Sunroof, column shift. 152,000 mi. Runs very well. Rear air suspension excellent; front replaced with 280SEL springs. New heater controls, but needs radio and front seat leather. Stainless steel exhaust. Best offer over \$5,000. Peter Richardson 503-472-9614. prichard@linfield.edu.



**1970 Mercedes 300SEL 6.3** (world class restoration) Recipient of an open-checkbook restoration exceeding \$150k and is in exceptional condition, 96k miles. Upgraded 15" rims. Engine/transmission: rebuilt at 64K, suspension works perfectly. \$20k Paint job, chrome is all as new, gaps are perfect. Wood re-finished, stereo updated, gauges work properly. Interior is in new condition. \$49,995.

Mike\_p\_spicer@hotmail.com, 503-550-1403.



**Looking for removable top** for 1977 450 SL in black, white, off-white exterior with Palomino/light beige interior. Ron Woodruff 503-708-8151.





The Northwestern Star  
Portland Section  
Mercedes-Benz Club of America  
1318-B NW 20th Ave  
Portland, OR 97209

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## Portland Section Schedule of Events

**Sept 8:** Detail Clinic at Sidedraught City. See story, page 3.

**Sept 14–16:** Oregon Festival of Cars, Les Schwab Amphitheater in Bend. See story, page 7.

**Sept 22:** MBCA Portland Section board meeting, Mercedes-Benz of Wilsonville. All members welcome.

**Sept 22:** Drive-in movie at 99W Drive-In in Newberg. See story, page 5.

**Sept 28–Oct 3:** Starfest 2012 in Phoenix. See story, page 5.

**Oct 6 & 7:** Open House and Octoberfest at M-B of Medford. See story, page 5.

**Oct 13:** Mt. Adams tour. See story, page 1.

**Nov 17:** Annual General Meeting at Saylor's Old Country Kitchen, 5:30 PM. Details in October edition.

**Dec 8:** Toy drive and Holiday Lights at PIR.

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There's always something going on at your club.  
Join in!

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*Past issues of the Northwest Star are posted online at <http://portland.mbca.org/newsletters>.*