

In this issue

President's Report	Page 2
Minutes	Page 3
Potpourri	Page 6

Items of interest

- Ford Living Legends Tour
- Tennessee, West to East
- Gas price comparisons



T
H
E



S
P
A
R
K
P
L
U
G



Highway Heraldry

Ever wonder about those crests and insignia so prominently displayed on American automobiles? Actually these emblems distinguish and identify the make of the automobile just as much as its styling, body design and other characteristics.

What is the meaning of these medallions? Many of them reflect the ancient art of heraldry. Generally, knights of yore exhibited heraldic emblems on the coats of arms to identify their family and its lineage.

Motorcar manufacturers employ them for a similar purpose ~ to identify the company and symbolize the excellence of its product. Many medallions have no heraldic significance, however. They are designed to fit and glamorize the automobile in keeping with the style of the modern car, and often change each year.

BUICK'S original emblem boasts a crest bearing the ancestral arms of David Buick, who planned and built the first motorcar to bear that name. This heraldic device, first emblazoned on the armor of the ancient Scottish family of Buick (the original spelling), features a buck's head and a cross separated by a bank. When the Buick company revived this crest in 1937, no picture of the original shield could be located so "Burke's Heraldry", published in 1851, provided a description from which it was designed.

Not all automobile medallions, however, reflect heraldic symbolism. William C. Durant, one of the founders of General Motors, designed the original CHEVROLET emblem. While traveling in France in 1907, a distinctive wallpaper design in his hotel room so caught his fancy that he ripped off a small sample,

believing it would make a unique insignia for a "horseless carriage" he was designing. Durant dubbed his new automobile after a famous race driver, Louis Chevrolet, who helped design the engine.

The emblems of CHRYSLER and IMPERIAL cars designed by artists to add to the external beauty, have no heraldic importance. The original Chrysler medallion portrays the gold seal of approval by supposedly representing its sealing wax and ribbons. The lighting design in the medallion symbolizes the letter "Z" suggested by the name of F. M. Zeder, one of the men associated with building the first Chrysler automobiles.

PLYMOUTH'S original medallion came from the first Plymouth Colony Seal. The ship represents the Mayflower. The pine trees of the original seal have been deleted and the Indians, holding flaming hearts, have been varied from their original position on the seal.

In 1950, FORD, departing from almost half a century of tradition, incorporated a Ford coat of arms on the automobile. This colorful crest was derived by Ford stylists from an authentic coat of arms which dates back to seventeenth century England. The crest, shaped like a shield, has the word "Ford" surmounted in block letters. Divided into three fields of red, white and blue, separated by a black chevron marked with five gold spheres, it has a golden lion mounted in the center of each of the three fields.

Ford Motor Company stylists created the MERCURY crest to incorporate mythological symbols from the ancient Roman god of the same name. The wings on each side symbolize Mercury's hat and sandals. (Cont. on Page 6)

Keeping the pedal to the metal...

The Steering Column

By Leah Musgrove



Bill and I recently returned from our first AACA National tour. We went to Rochester, NY for the 2001 Founder's Tour. There is not sufficient room in this column to describe the fun we had, the things we saw and the great people we met. Maybe I can find time to write an article about it for next month's *Sparkplug*. Suffice to say that I would highly recommend you go on a National tour if you get the opportunity. It was great!

People working together in cooperation with each other can sometimes have miraculous results. Such is the case with the Beautification Committee formed after last month's meeting. If you recall, I offered to chair a committee laden with the task of assessing and making needed repairs and cosmetic changes to the clubhouse and its grounds. I gathered a group of interested, hard-working and creative members to handle the job. Almost immediately, Lycle Crowdus took on the duty of redecorating the bathrooms and has made tremendous progress. Plans for a new driveway entrance are well under way as Ernie and Eugenia Youens have begun scouting different ideas and sketching them out for the Committee. The Committee is also addressing the need for porch painting and repairs as well as possible changes to the kitchen area. If you are not on the Committee and have an input regarding the work, please do not hesitate to contact me. I know you will all be delighted with the work and I hope you will assist in any way you can if called upon.

The Hooters car show and the SE Divisional Tour are coming together with the hard work of many members. Don't forget to bring your door prizes to the clubhouse for both of these events. My thanks to everyone for your support of both the car show and the tour.

I will look forward to seeing you at the **August meeting** and remember, we now start at **7:00 PM**. Until then, here are a couple of things to ponder:

You know you're getting old when you stoop to tie your shoes and wonder what else you can do while you're down there.

My mind not only wanders, sometimes it leaves completely

Deep South Region Officers 2001



President.....	Leah Musgrove	633-9305
Vice President....	Eddie Anderson	649-3231
Secretary.....	Reecie Mims	479-2523
Treasurer.....	Carl Bailey	947-5262
Activities.....	Joyce Francis	342-3398
	Theresa Vaughan	639-0803
Editor.....	Patt Paquet	661-4009
Mem. at Large.....	Cecil Pugh	342-3404

Appointees, Volunteers & Support Personnel

Chaplain	Lambert Mims	479-2523
SE Divisional Tour	Oct. 31- Nov. 3, 2001	
Chairman	Charlie Froehlich	(601) 749-9935
Proofreader.....	Tracy Henderson	661-2818
Layout	Buddy Paquet	

The Sparkplug is non-profit and published for the information of our members and friends. DEEP SOUTH REGION meetings are held the fourth Thursday of each month at 7:30 PM in the clubhouse located at 951 Forest Hill Dr. Membership in the Antique Automobile Club of America is required to be a member of this region. Annual local dues are \$15; AACA National dues are \$26. Views expressed in the Sparkplug are not necessarily those of the Region officers or AACA. Permission to copy is hereby granted provided source is disclosed and credit given to author. Some material maybe copyrighted and permission to use granted to this publication only. Contributions to the Sparkplug are welcome but the Editor reserves the right to edit material that may not be suitable for publication

When you finish reading this newsletter, please share it with a friend who might enjoy knowing more about our hobby.

A matter of record

Minutes

Deep South Region, A.A.C.A. Meeting July 26, 2001

The meeting was called to order by Leah Musgrove, President, at 7:12 PM, with 31 members present. Lambert Mims, chaplain, gave the invocation.

OLD BUSINESS: President: President Leah asked for updates on the Hooters Show and the SE Div. Tour. Pat Francis assured us again that he is getting great cooperation from the local people on the Hooters Car Show and already has nine sponsors; and the shirts are due in shortly. Patt Paquet reported on the SE Div. Tour and stressed that home/hand made door prizes are preferred. She stated that special gifts are being made by club members for the officials. Tour book advertisements cost from \$15.00 to \$100.00 each. Leah discussed again the Christmas Display and Gifts Social for the occupants of the Bill Green State Veteran's Home in Bay Minette. It was decided to make this a Club Activity on December 15th, on a motion by Buddy Paquet and a second by Ross Sloan. **Vice President:** Eddie Anderson announced that once per month is not enough to cut the grass. A motion was made by Reecie Mims with a second by Carl Bailey to authorize Eddie to have the grass cut as needed during the growing season, with the cost per cutting to remain at \$125.00. On a motion by Carl Bailey and a second by Patt Paquet the Club agreed to pay an additional \$25.00 to the yard man for the last cutting. **Secretary:** The minutes for last month were approved as printed, on a motion by Hershel Whigham and a second by Ann Rowell. **Activities:** Theresa Vaughan again brought up the matter of the activity to Stennis Space Center. It was decided to make the trip a club activity on a motion by Joyce Francis and a second by Eddie Anderson. The date chosen for the outing is Sept. 15, 2001. Joyce Francis announced a 9:00 AM breakfast at Stony's on August 11th. **Member at Large:** Absent

NEW BUSINESS: Leah discussed making some improvements to the Clubhouse entrance and the bathrooms; and whether or not to use the money in the Joan Lunsford Fund. A motion was made by Reecie Mims and seconded by Patt Paquet that the President appoint a committee to handle the improvements, and that the money should be used from the above mentioned fund. Motion carried. **Treasurer:** The financial report was approved as printed on a motion by Buddy Paquet and a second by Melvin Neese. **Editor:** Patt suggested that we "pass the hat" to take up a collection for the parents of the little Arbogast boy who was bitten by a shark. Ross Sloan immediately put up \$150.00 and challenged the club to match his donation. Some members thought we might come short of the 150.00 in a collection, and made a motion to take out of the general fund an amount to make up any difference. As it turned out we did not need to do that. With Ernie Youens' \$50.00 donation and a matching amount from Bill Musgrove, a total of \$202.00 was collected, making a total from our club of \$352.00. It was suggested that other Clubs be contacted and challenged to help this family, since the Arbogasts are members of an Antique Car Club. **Activities:** Joyce announced a Health Fair Display on Oct. 6, 2001, 9AM-1PM at Friendship Missionary Baptist Church. On a motion by Carl Bailey and a second by Patt Paquet it was decided to make this a Club Activity. Also announced was a Cerebral Palsy display at the Fair Grounds on March 8, 9, 2002. On a motion by Eddie Anderson and a second by Patt Paquet it was decided to make this a Club Activity. There was some discussion about the details of the Christmas Party. In that regard a motion was made by Patt Paquet, with a second by Reecie Mims, that the Activities Directors make decisions on activities without including the whole membership in the deliberations; and then bring the final decision to the club for a vote.

Reecie Mims won the 50/50 pot.

Meeting was adjourned at 8:20 PM.

Respectfully submitted

Reecie Mims

Tennessee, from West to East and everything in between

by Susie Anderson

The four of us, me and Eddie and Bill and Leah Musgrove, left on our long anticipated trip Friday, July 13th. We had hardly gotten out of town before the thirteenth's bad luck caught up with us. A flat tire on the Musgrove trailer caused us to have to spend our first night on the road, (Can you believe this?) in Jackson, Mississippi. Might just as well have been home in our own beds!

The next morning, with the necessary repairs having been accomplished, we were on our way to Memphis once more. That evening we toured almost the entire city. One of the highlights was going to the Peabody Hotel that night and seeing the "Ducks on Parade" They were really something to watch.

Sunday morning was what I had been waiting for from the time the trip started being planned. I am a huge Elvis fan and touring Graceland was the ultimate for me. I only broke down and boo-hoed



once. Afterward, we ate at the Elvis Presley Restaurant where we had what is supposed to have been a favorite of his, fried banana and peanut butter sandwiches. You really should try one sometime, it is actually quite good. And I couldn't leave without having a look at the Sun Records Studios where Elvis recorded his first record. We concluded our day with a tour of the renown Beale Street.

Before I had barely put my head on the pillow, it was Monday morning, and I had one more "Elvis-fix" to enjoy before leaving Memphis. After all, who would not want a tour of the "Heartbreak Hotel"? Then it was "head 'em up and move 'em out" for Chatanooga on the opposite side of the state. We arrived just before dark and found our hotel which was...yep, you guessed it, the Chatanooga Choo-Choo Holiday Inn. This was the host hotel and headquarters for the Ford Retractable Convention. There were 130 cars, plus or minus one or two, in every color of the rainbow, registered.

Gosh! It's Tuesday already and there's so much to do and so little time for it all. We spent the day visiting the Towing Truck Museum, the Fire

Museum and the Aquarium. We finished with all this just in time to plan what we wanted to do and see the next day!

I know nearly everyone has seen the picture of the old building with "See Rock City" painted on the roof. Well, we not only saw Rock City but Ruby Falls as well. We rode the Lookout Mountain Incline Railway and I was scared out of several years of my life which at this point in time, I really can't afford to give up.

Thursday we took a train trip on the Tennessee Valley Railroad which was a lot less stressful. That afternoon we were back at the Chatanooga Choo Choo Hotel for the auction which was a part of the convention activities. When this was over, we loaded everything up and headed for home.

I think we stopped to visit every gift shop that we found along the way and also I am convinced that we ate every hour on the hour!

Elvis, the (Shriek!) Pelvis

Test your Elvis knowledge with the questions below. If you get all 8 correct, you are a die hard Elvis fan; 6 to 8 correct you are old enough to remember him, 4-6 correct you remember but don't care; less than 4 correct you ask "Elvis who?"

1. Elvis made his TV debut with the _____ Bros. on the CBS Saturday night "Stage Show" 1/28/56.
 2. Name the "Colonel" who was The Pelvis' manager.
 3. What type car did Elvis drive during his heyday?
 4. Where was the rock 'n roll idol stationed after being drafted in 1958?
 5. What was Presley's primary job assignment in the army?
 6. What special arrangements did Ed Sullivan work out with his cameraman when Elvis appeared on his Sunday night variety program?
 7. Name Elvis's first release for the Sun Records Recording Company in 1954.
 8. What major record company bought up Presley's contract from Sun Records for \$30,000 and a brand new Cadillac?
- (Answers on Page 5)

Laura Ricks made me do it (Or driving the 2002 Thunderbird)

by Charlie Froehlich

I really wasn't going to write about this experience but in the July 14th edition of The Times Picayune Laura Ricks wrote about driving the 2002 Thunderbird. Now I am sure her experience in getting to the driver's seat was a little different from mine. In her case I would imagine that Ford came looking for her. I had to do a little weasel work to get there. After all, she has a few more readers than I have.

So here is the story. We learned that Ford's Living Legends Tour was going to be on the Gulf Coast of Mississippi July 6 and 7. The Mississippi Coast Mustang Club (MCMC) was one of their local hosts. Now I simply could not see a bunch of Mustangs running around with the New Bird without having a Classic Bird along with them. So, on July 6 Ardie and I took off for the Coast. WE met the group at Butch Oustalet Ford in Gulfport and were warmly welcomed (it was a hot day). Two of the New Birds and a Focus took off for Henderson Ford in Bay St. Louis along with MCMC cars and our '57 Bird. Other groups went elsewhere; three Ford dealerships were involved.

In Bay St. Louis we sat around the dealership visiting while local admirers came by to see the vehicles. I worked on Jennifer, the Ford representative, for a while but was unable to get in the driver's seat of the New Bird – except without the ignition key. From there, our group drove to the Sonic Drive Inn on Cedar Lake Road. Here we again displayed the cars and visited. A lot of visiting with Jennifer. Just before it was time to depart for the Sonic on the Beach, I suggested to Jennifer that she had probably never driven a '57 Bird and this was her chance. She thought that over for a while and finally came over with a release paper for me to sign. So, now we are all set to hit the road. One small problem! Jennifer got in the '57 and exclaimed "I can't drive a standard transmission!" Man, shot out of the saddle before I even started! Ardie came to the rescue – "I'll drive the '57 and Jennifer can ride with me." So we're on the road with old COF driving a New Bird. We got to the Beach Sonic, stayed around a while for the Cruise Night then headed for home hot, tired and happy.

However, this wasn't the end of the story. We were not going to the Coast on Saturday and I just couldn't see them showing off the New Birds

with out a Classic Bird. A MCMC friend of ours was going down Saturday and for sometime wanted to drive a Bird to one of their activities. OK, problem solved, Mickey and Sandy took the '57 on Saturday., Meanwhile we went to a Deep South Region outing in Mobile where I described our Friday activities. Bill Musgrove spoke up and said "I want to drive a New Bird. I have my name on the list for one." I was aware we may be able to drive the cars on Sunday morning so I told Bill to meet me there Sunday and maybe we could arrange it Ardie said she had had enough and wasn't going Sunday. Fine with me.

Saturday night Mickey and Sandy came back with the '57 and said they had a fine day. Sandy advised that they needed a driver for one of the New Birds and she was selected. Sunday morning I am preparing to leave for the Coast when Ardie asks "When are we leaving?" "I though you weren't going." "If Sandy drove a New Bird, I want to drive one." So off to the Coast again, this time in the '55. Bill does not show up at the appointed meeting place until 1 ½ hours late in a taxi cab. "Where were you?" "Man, I wrecked my '57 Bird about a mile down the road on Highway 90." A car had pulled out in front of him and totally demolished the front end of a nice '57 but nobody was injured. Anyway, when the Rod people showed up Sunday morning, they gave both Ardie and Bill a New Bird to drive for 30 minutes.

How does it drive you ask? I guess about like any new car. It had plenty of comfort features, good AC, adequate power and it looked good – better than in the pictures in my opinion. It was a busy and fun weekend. But I sure feel bad about Bill's car. If I had kept my mouth shut, that wouldn't have happened.

Elvis Trivia Answers

(1) Dorsey (2) Colonel Tom Parker (3) Cadillacs (4) German (5) He drove a Jeep (6) They photographed him from the waist up (7) "That's Alright (Mama)" (8) RCA Victor

Highway Heraldry...

Continued from Page 1

The stars represent Mercury's acclaim as a forerunner of astronomers in mythological lore. The four stars and four adjacent squares indicate four, Mercury's sacred number.

The CADILLAC takes its name from Antoine de Lamont Cadillac, French explorer who founded the city of Detroit in 1701. Cadillac's emblem, the coat of arms of the Cadillac family first displayed by some ancient Holy Crusader, consists of two parts: the crown and the shield. The seven pearls in the coronet atop the shield represent Antoine Cadillac's descent from as many ancient courts of France.

Automobile crests appear in various positions: on the Radiator grille, at the steering wheel's center, on the hub caps and on the trunk lid. These medallions as well as the model names, serve to distinguish the cars as much as its other features.

Automobile manufacturers obviously consider the crests and model names valuable business assets, for they have spent millions of dollars through the years to promote highway heraldry.

The preceding article is reprinted from the January 2001 issue of *Kar Kapers*. It first appeared in their 1973 issue and was originally written by Frank Remington for *Fidelity's Home Magazine*.

You think a gallon of gas is expensive?

Brake fluid 12 oz/ \$3.15 = \$33.60 per gallon
Pepto Bismol 4 oz./\$3.85 = \$123.20 per gallon
Scope 1.5 oz./\$.99 = \$84.48 per gallon
Vick's Nyquil 6 oz./\$8.35 = 178.13 per gallon
Lipton Ice Tea 16 oz/\$1.19 = \$9.52 per gallon
Evian water 9 oz/\$1.40 = \$21.19 gallon
Whiteout 7 oz./\$1.39 = \$25.42 per gallon
Evian water 9 oz./\$2.40 = \$21.29 per gallon

\$21.19 a gallon for water!! Next time you pull up to the pump, just be glad your car doesn't run on Scope, Whiteout or Pepto Bismol!

Copied from *Lug Nuts & Wenchies*, newsletter of the West Florida Region AACA edited by Ken Gunderson

Did you know?

Don L'Hoste

After going to Canada in 1963, Studebaker left the automobile business in 1966. By then, Leo Newman and Nathan Altman, partners in a South Bend Indiana Studebaker dealership had resurrected the Avanti, which was designed by a team working under Raymond Loewy. It was Studebaker's greatest car of the 60s.

Before its phase-out upon Studebaker's departure from South Bend, the Avanti had broken virtually every major U.S. auto club speed record, running 17078 mph at Bonneville. Knowing this car was too good to lose, Newman and Altman bought the Avanti name, production rights, and roofing as well as a portion of the century-old South Bend factory where Studebaker had built it. There, in late 1965, they began turning out a revised version called Avanti II.

Unlike its predecessor, the Avanti II was a commercial success. Its fiberglass body construction meant there were no expensive sheet metal dies to maintain and because Newman and Altman had conceived the II as more exclusive than the original Avanti, it could be built on a miniature assembly line, carefully and largely by hand and tailored to each customer's personal specifications.

Options included Hurst four-speed manual transmission, power steering, air, electric windows, tinted windows, AM/FM radio, fog lights and limited slip differential. Early Avanti IIs had vinyl or leather interiors. Paint colors were anything the customer wanted. This led to some bizarre, individual cars. This was all part of the "custom built" appeal that made the Avanti unique.

The company was purchased in 1982 by Stephen Blake, who added a convertible line in 1985. A peeling paint problem forced the company into Chapter 11. It was sold again in 1986 to Mike Kelly and John Cafaro. However, increasing governmental regulations were too much for a small company and in 1991 Avanti quietly died after nearly 30 years on the scene.

P.S. Avanti was the first American car to feature disc brakes. It used Bendix, the same brakes that Jaguar had been using for years.

Editor's Note: The preceding article was copied from *Kar Kapers*, newsletter of the Horseless Carriage Club of New Orleans, edited by Charles Maher.

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Shoney's Breakfast

by Joyce Francis



Neither rain, more rain or much more rain pre-vented the "Intrepid Fourteen" from missing breakfast at Shoney's on Saturday, August 11th.

Some of those who met even braved the elements in their

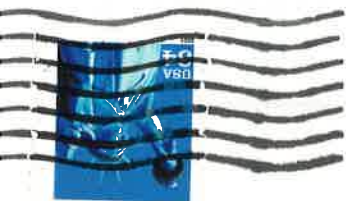
not-so-modern cars while the rest of us opted to drive newer models.

We worked up an appetite exerting ourselves just

Didja Know??

(For ages 12 and up !)

1. How did fuel get to the carburetor on Model As?
2. What engine can run without spark plugs?
3. In what year did the first sealed beam headlights appear?
4. What new idea first appeared on the winning car in the 1911 INDY 500 race?
5. What direction do even numbered U.S. highways run?



Deep South Region
 Antique Automobile Club of America
 4963 Freeway Lane
 Mobile, AL 36619-1716

Important Dates 2001

- Aug. 23** *DSR Meeting at the clubhouse at 7:00 P.M.*
- Sept. 15** "Cars for a Cause" sponsored by "Past Time Cruisers" at Sam's Club on the Beltline Highway. Proceeds benefit the Animal Rescue Foundation. 633-4688
- Sept. 22** West Florida Region AACA 34TH Antique Auto Show in Seville Square Pensacola
 Ken Gunderson, 2594 Cove Road Navarre, FL 32566 (850) 939 3789
kengunderson@juno.com Bill Tingler (850) 932 3637 wtingler@cs.com
- Sept. 22-23** 37th Annual Nocalula Falls Park Meet sponsored by the Gadsden Antique Auto Club ~ Contact: Joan Clements (256) 547-7143

7

(1) Gravity (2) Diesel (3) 1939 (4) Rearview mirror (5) East to West. (6) Tires (7) Pontiac (8) 1926 Hupmobile

- 8. What is on a U.S. \$10 bill that is important to AACA?
- 7. What automobile company is named for an Indian chief?
- 6. What does the term "skin" mean to a hot rod hobbyist?



advantage of the wonderful, hot food. Those who attended were 2 Andersons, C. Bailey, 2 Francis, J. Henderson, 2 McCrorys, 2 Musgroves, L. Nelson, B. Vaughan and 2 R. Whites. This happened to be Susie Anderson's birthday so we all gave her our best musical Happy Birthday rendition.