





Deep South Region of AACA Newsletter

Vol. 54 No. 1 February 2021



## A Southern Treasure

On our recent trip to Tampa for the RV show, we stopped over in Tallahassee in order to visit an awesome car museum. We had previously visited the Tallahassee Automobile Museum several years ago while on the Model T Winter Tour, and have been vowing to go back each time we passed by! This museum is right off I-10 at exit 209A.

This museum is the private collection of businessman DeVoe L. Moore. He truly is an American success story, and this collection is a testament to his work ethic and drive. His contributions to the community go far beyond this museum, and have resulted in his receiving an honorary doctorate degree from Florida State University



The second floor houses an amazing collection of outboard motors



Mr. Moore's incredible collection of pedal cars

for his philanthropy.

His collection includes over 160 classic, antique and muscle cars as well as several movie cars. For all of us car enthusiasts it is a treasure trove of history. But, this is only the beginning. There is a variety of collections.... something for everyone!

An unbelievable collection of one-of-a-kind Steinway grand pianos greets you when you come in the door. Music memorabilia, including items of Elvis, Jerry Lee Lewis and Conway Twitty are just a few of the artists represented in this section.

An enormous display of law enforcement items are along one wall, along with a very nice gun collection. Beyond the gun display, the ladies can enjoy a wonderful doll collection. From the vintage dolls you can travel



Part of the collection of motorcycles

through time all the way to the latest Barbie. The first floor displays also includes one of the actual horse drawn hearses that carried President Abraham Lincoln to his burial site.

Mr. Moore also has the most incredible collection of pedal cars and model cars that I have ever seen. Many pedal cars are displayed beside their full size counterparts. There is also a great display of these cars on a racetrack on the second floor.

If you like antique boats, outboard motors and fishing equipment, the second floor has a wonderful display. Motorcycles are also shown in this area as well

as more automobiles. In addition there is a collection of Red Skelton's art work. The second floor also houses collections of bicycles, golf clubs, brass electric fans, cash registers, slot machines and sports memorabilia. Everything is beautifully restored and displayed. There are just too many items to list!

Mr. Moore has truly given us a treasure trove of Americana that is easily reachable within a day's drive. If you get the chance stop by....you won't be disappointed! As the museum brochure says.... "It's more than a museum...It's a journey!" - Debbie Bright



The second floor houses an amazing collection of slot machines









## February 2021

A very warm greeting to all,

I hope you have kept warm while "ole man winter" has been visiting us. I'm looking forward to spring time rolling in shortly. Please keep your social distancing among yourself's.

Just to let you know, your Board members have been putting together some new guide lines to help our meetings move on a little faster, so we can free up some time for programs and activities at our monthly meetings.

We will be discussing this at our February meeting. Looking forward to seeing you at the February meeting.

Stay Safe

Zeno



School is in session so please be careful on the roads, those children are our kids and grandkids.



We have had several Club Members inquiring about who does the Logos on our club shirts. Joyce Young asks that you call before you come.

Azalea Monograms & Design. Leroy Stevens Rd, Mobile 251-661-9361



#### **DSR Officers for 2021**

President: Zeno Chaudron Vice President: Walt Fuller Secretary: Daniel McNamara Treasurer: Paul Dagenais Editor: Charlotte Dahlenburg Activities: David Ladnier Member-at-Large: Ray Harper blaze28@att.net waltmern@aol.com dmcnamara1886@gmail.com pdagenais@comcast.net deepsouth.aaca@gmail.com oneuncledavid@aol.com nipper486@gmail.com

#### **Appointed Chairman**

Historian: Ray Harper Nipper486@gmail.com

Photography: Refreshments:

Sponsorship: Susan Bergen sdbergen@hotmail.com Sunshine: Joyce Ladnier jgl830@aol.com

Webmaster: Charlotte Dahlenburg

deepsouth.aaca@gmail.com

Membership:

Finance Committee: Paul Dagenais, Tracy Metclaf, Robert

Haynes

The Sparkplug is published by the Deep South Region (DSR) chapter of the Antique Automobile Club of America organization. The Sparkplug is non-profit and published for the information of club members and friends. DSR meetings are held every fourth Thursday of each month at 7:00 p.m. at the clubhouse located at 951 Forest Hill Drive in Mobile, Alabama. Membership in the Antique Automobile Club of America is required to be a member of this Region. Annual local dues are \$20.00; AACA National dues are \$45.00. Ownership of an antique vehicle is not a requirement for membership.

Views expressed in the Sparkplug are not necessarily those of the Region officers, members or AACA. Permission to copy material is hereby granted provided the source is disclosed and credit given to the author. Some material may be copyrighted and permission to use is granted to this publication only. Contributions to the Sparkplug are welcome and encouraged. The Editor reserves the right to edit submissions.

Check out the Deep South Region Website at:
Deepsouth.aaca.com
Also, members should visit our Facebook page.

2018 The Ann S. Eady Memorial Award









## What have you been up to?







The Chamber's Annual Awards Gala was held Friday evening and celebrated the Chamber's 35th Anniversary. This was a big event for the Southwest Mobile County Chamber. Rep. Jerry Carl was the Guest Speaker and we were entertained by Mobile College Students "Voices of Mobile". Awards were to be given for Diplomat of the Year, Volunteer of the Year, Teacher of the Year, Business Community Impact Award and Citizen of the Year. Tillman's Corner Community Center was decorated to the nines.

This was quite an event -- DSR AACA was represented by Walt & Martha Fuller with their 1929 Model A Roadster. The Roadster was to be a decoration in the dining room, and we were pleased to be invited to show off our car.

Upon arrival we found out there was not an easy entrance to the facility. We were able to get our car in the lobby after the doors were removed, there was only 1½ inches on either side of the car. There were still two more doors to go, Martha was having a nervous breakdown, so as you can see by the pictures we left the car in the lobby. Guests entered around the car, and they were excited to stop, look and ask questions. There were many photos taken with the car. - Walt Fuller













#### Just can't wait to be on the road again

Marcus our young son is working to get Mom's car on the road again!!! Can't wait. - Tammy Lyons







This month, I did purchase another car! (I have a disease, "car disease"); it's a 1962 Dodge Polara 500, 4 door hardtop. it's unusual in that it has Factory Air, Power Steering, Power Brakes, Clock, Power Windows, Power Seat, and a trunk & glove compartment light. It's powered by the 361 engine with 305 hp. - Ernie Rogers

## "Mountain Fun in 2021!" 2021 AACA Founders Tour **Canaan Valley Resort**

Davis, West Virginia May 20-25, 2021 1936-1996 vehicles welcome

**Tour Chairman:** Franklin Gage f.gage@hotmail.com

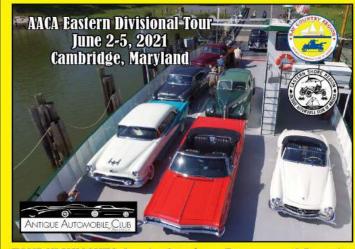
703-869-8434 Registration Deadline: March 20

(contact Tour Chairman for availability if past deadline)

Tour Highlights Include:

- Blackwater Falls & Seneca Rocks
- Dominion Power's Mt. Storm Power Station
- Windmills on Backbone Mountain
- Grant County Mulch Plant

Hosted by the Mountain State Classics Region AACA venues & schedule subject to change



TOUR HIGHLIGHTS: Opening Strawberry Extravaganza & Reception Seafood Processing Plant & Shipyard
 Harriet Tubman Visitor Center & Blackwater Wildlife Refuge • Old Salty's Eastern Shore Buffet • Dorchester Historical Society • St. Michaels Classic Motor Museum • Lunch by Union United Methodist Church, St. Michaels, MD • Oxford Bellevue Ferry • Scottish Highlands Creamery • Adkins Arboretum Tour Luncheon at Suicide Bridge Restaurant

#### HOST HOTEL:

Holiday Inn Express, 410-221-9900 2715 Ocean Gateway (Rt. 50) Cambridge, MD 21613 Rate: \$119/night plus tax

#### TOUR CHAIRMAN:

Charles Emery charlescemeryms@gmail.com 443-877-7750 (contact to be put on wait list)

Open to All AACA Eligible Vehicles Hosted by Eastern Shore Region AACA & Bay Country Region AACA





## Cruise - In for Mobay Cruisers

On January 30 David & Joyce Ladinier along with Darrin and Charlotte Dahlenburg attended the I-Hop Mobay Cruisers Cruise-In. The event was held at the IHOP in Tillman's Corner. The night was a nice night, and there were plenty of young kids at this event. It was a lot of fun to hang out with car people!



## **Congratulations!!**



Maddox Maverick Henry
February 6, 2021
6 lbs 11 oz • 18 inches long
The Henry's grandson arrived.
Maddox is the first grandson in the Henry family.
Proud grandparents are Debbie and Craig Henry





The 2021 Cruisin' the Coast (CTC) preparation is in full swing. The Pre-registration is available online or at our club meetings thru August 15th!

If you are due a Comp registration, please submit it A.S.A.P to our Auto Advisory Committee (AAC) Representatives! (Charlotte, David or Paul) The first AAC Meeting will be held in March.

Have you seen the 2021 25th Cruisin 'the Coast Raffle Car!

You Can Drive Away in the CTC Raffle Vehicle! Drawing Sunday, October 10, 2021 2017 Street Rodder Road Tour Feature Cary Built by Woody's Hot Rodz

1957 Chevrolet Bel Air Convertible

- Spec Tri-Five Chassis
- Chevrolet ZZ6 Crate Motor
- PPG Paint: Nickel Metallic, Yella, Orange Pearl & Oh So Sexy Red
- A.M. Hot Rod Acrylic Glass
- Flaming River Rack-and-Pinion Steering
- AFCO Coilovers
- Wilwood Disc Brakes
- Falken Tires/American Legend Racer Wheels Hughes Performance 4L80E Transmission
- Pete Hagan's Show Car Interior Vintage Air
- Dakota Digital Gages
- Danchuk Reproductions Parts

Ticket prices: One for \$10, Three for \$25 You do not have to be present to win!







## Refreshments

Due to Covid there will not be refreshments

### **Up Coming Club Events**

Monthly Meeting February 25 - 7 pm

## **Birthdays & Anniversaries**

Charlie Lyles March 2
Travis Henderson March 10
Craig Henry March 24
Violet Haynes March 29

Note: Your birthday or anniversary not listed? Please let me know the date(s) by email deepsouth.aaca@gmail.com. Spouses as well. Years are not necessary since we are all 29 at heart. Thanks, Charlotte

## Thoughts Go Out

Also keep good thoughts for Buddy & Patt Paquet, Foy Bobo, Lycyle Crowdus, Sasha & Jake Thatcher, Charlotte Dahlenburg and Katherine Harper.

## **Sunshine Committee**

Hi, all! I realized that many of you don't know how to contact me in the event that someone is in need of some sunshine. You can contact me on my cell (251) 689-2998 (please leave a message if I don't answer or send a text), or email me: jgl830@aol.com. Many thanks!

Joyce Ladnier, Sunshine Committee Chairperson

## **Letter from the Editor**

The start of 2021 has not been as great of a departure from 2020 as many of us were hoping. We are still facing some of the very things we have grown to hate, like face masks and social distancing.

This month should be a month of celebration and reflection, but we are still waiting on the vaccine and for things to open back up without so many restrictions.

It is a time to reflect not only on our actions and achievements, but to also celebrate our hobby, creators, influencers, and heroes of today. Our time in the sun is not far way anymore!

We all deserve to be empowered to pursue our dreams and be recognized for our accomplishments. In uplifting each other, we can better achieve our full potential and pave the path for those who come after us.

So let's not let our guards down and become complacent. We are all important. We all deserve to have our special moment!

2021 will bring us our opportunity to shine and show off the work we have done in the last 12 months. Our cars will be out there for all to see soon enough. Our lives will intermingle again. And we will rejoice!

See you on the road,

Charlotte

## **Notes from the Webmaster**

Our website is our first outreach to the community. It tells other car enthusiasts who we are. In order to keep it current and up to date, please take the time to help. If you have flyers for upcoming car shows, photos of club activities, or photos of your car(s), please send them to me for posting on the club web page. Please send them in jpg format. - Charlotte



Guess what this is? What does this go to? Email your answer to deepsouth.aaca@gmail.com.

Answer for last month: 1911-Marmon-Model-32





## **Minutes from January**

Meeting started at 7:01 with President Zeno Chaudron asking members to keep those who are sick or mourning in mind. Walt Fuller led the prayer and Zeno Chaudron led the Pledge of Allegiance.

Zeno Chaudron said we needed a new secretary because Ross has health issues. He said we (the board) would be contacting a few members to volunteer for the position.

**Old Business** 

President's report: No report

Vice President's report: Yellow and blue stakes in the yard show the land the club will be losing due to the new widening project of Ziegler Blvd. We will lose about 2/3 of the property. All other items will stay the same. Darrin Dahlenburg will be changing the locks to match the front door.

Editor report: No report
Activities report: No report
Member at Large: No report

**New Business** 

**President's Report:** Zeno recapped the Board meeting from last week. He also read the letter from the Ronald McDonald House that thanked the club for the donations. Debbie Bright described how the donations worked. She thanked everyone for all their help at the Christmas Dinner.

Vice President report: No report

**Treasurer report:** Paul Dagenais read the report and Charlotte Dahlenburg made a motion to accept the report as read; Ernie Rogers 2nd; Passed.

Missy Allen was welcomed to the club.

**Editor report:** Charlotte Dahlenburg shared the story about Shannon Douglas was very popular all over the US. The members talked about the plaque and where it should be hung. The plaque currently is displayed in the glass cabinet in the back room. Past member Mayor Mims was remembered and Tammy and Charlie Lyons recently sold his Studebaker.

Activities report: David Ladnier explained the new Activities Request Form. Please turn the form in early to get approval. Committee members are John Bright, Ray Harper and Charlotte Dahlenburg. Car show on April 17 at Bryant Hurricane High School.

Charlie Wychoff has a benefit car show on September 18 that he would like DSR to be involved in by judging the cars. Event at Lob Lolly Farm in Semmes benefiting Ronald McDonald House and USA Children's and Women's Hospital

**Webmaster report**: Charlotte told about the new tab on the web page for forms. Charlotte also discussed the free page for each member. Each member was asked to like the facebook page.

**Bylaws Committee report:** The committee had two recommendations to the bylaws that the Board is 100% in support of. The recommendations will be sent by email to all members that have email and mailed to those without. A vote will happen at the meeting that follows the notification.

CTC report: The team needs three members representing DSR. John Bright made a motion that Zeno Chaudron be the alternate for the Auto Advisory Committee (AAC). Ray Harper made a motion for Paul Dagenias to be the alternate of AAC. Both motions were put on hold. Susan Bergen is the current alternate and has not stepped down. Charlotte passed out a sheet that had 4 members of the club that are eligible for the Gene Oswalt Volunteer of the year Award. The list included the members that worked more than 24 hours of the event.

Ernie Rogers gave the new member a fee 50/50 ticket Motion was made to adjourn the meeting by Tracy Metclaf. 2nd Ernie Rogers; Passed

50/50 was won by Debbie Bright



## **Check Out Our Webbsite at deepsouth.aaca.com**







## First 100 MPH; It Happened Earlier in History Than You Think

Reprinted from historygarage.com

Today, cars go 100 MPH; It's no great feat. For some drivers, triple-digit speeds are the only way they commute. (I'm looking at you M3 drivers.)

There was a time when breaking that first 100 mph barrier held so much promise. The team who could do this would surely take premium positions in the engineering community. The driver would take a permanent seat on the podium of life's awesome people. The winning team would be winners. It was a big deal.

When it happened, it was a glorious moment for about fifteen minutes. Then another team broke that record. Still, considering it was in 1905, it was a big deal to go that fast without dying. It was the spark that would one day ignite the automobile safety industry.

As with much of history, there's a small fly in the ointment of this story. The question remains, who receives all the glory? Was it the Americans? The British? The French? Who was really first?

#### The Speed of Speed

Consider that the first feasible automobile, the Motorwagen by Benz, was a speedy 10 mph on the first day he drove it. That was 1886.

By 1895, when the first version of the Formula 1 came to Paris, cars screamed across the finish line at 15 mph. That was a gain of five mph in ten years.

The issue with the early cars was not as much a matter of engineering. We had the technology to make them faster, but to what end? They had to go fast on some sort of flat surface.



The problem was the roads. They were not safe for fast cars. If one was lucky, the road was a smooth-ish cobblestone.

Then there was the issue of all those damn horses and people walking about. It would be a few years before roadways would turn into a place for wheels only.

#### Ormond Beach, FL

Not far from today's Daytona Beach Speedway, the long flat beach in Ormond, Florida offered a spot to drive cars at speeds not possible elsewhere.

As such, a group of wealthy car owners and engineers gathered the end of January every year at the turn of the century to push the limits of speed. They called these races The Vanderbilt Cup.

The wealthy didn't drive the car at Vanderbilt, of course.







It required mid-race repairs to keep the car from splitting at the seams.

Arthur MacDonald, a British driver, was the man behind the wheel of a 90 horsepower Napier (D. Napier & Son Limited) on January 31, 1905. The Napier bore the number 5 and was the first to crack the 100 mph barrier.

MacDonald managed to go 104.65 in that beast. Then, 15-minutes later, another driver beat his time. That was in a Mercedes, twin-engine.

Apparently, twins were against the rules of that event, Authorities disqualified that car afterward.

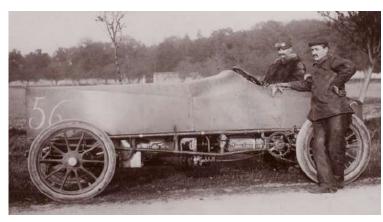
There's only one problem with this story. The French claimed to have done it a year earlier.

#### Ostend, Belgium

It was Louis Rigolly who claims the crown for first over 100. On July 21, 1904, Rigolly went with a team of



Learn more about the area by visiting www.saratoga.com/



engineers and fancy people to the beach in Ostend.

There, according to witnesses, he drove a 13.5-liter Gobron-Brillié over 103 mph. Hard to imagine, but despite our new found speed in cars, the world of information still traveled painfully slow.

Then, there was the matter of proving it. Never mind that endless pursuit. We give it to the French. (Otherwise, they'll whine all day. Get it?)



It was one thing to get a single piece of machinery over 100 mph, but a whole 'nother bag of bolts and nuts to make a production model car that did it all the time.

That award goes to the Brits. In 1913, Vauxhall Motors produced the 30-98, a sports car designed for going really fast.

Again, where one could drive 100 was another matter. This writer guesses it would have been on private tracks or the beach.

Despite this limitation, Vauxhall cranked out 600 of these bad boys from 1913 to '27. About 200 of them still exist, but I doubt they're setting any land-speed records these days.

At 100 mph, a car that old is more likely to set pantspeed records.

It's all ancient history now. We've since broken the sound barrier on land. The next hurdle will be breaking the speed of light, but that one is a few years off.

Let's just assume it will be the French so they don't whine again.









# It's Not the Cars, It's the Memories

By Fred Trusty Vice President - Membership

At age 14, I got a copy of the Kentucky Drivers Manual. I read it front to back several times and memorized all the stopping distances

and other important facts. If only I had that much enthusiasm for my school work.

On Sunday mornings I would get up and be ready for church long before it was time to leave. My mother would let me back her 1967 Oldsmobile Delmont 88 out of the garage about 10-15 minutes before it was time to leave.

I would drive it the 200 feet or so down the driveway but I wasn't allowed to go into the street (or at least I didn't get caught) so I would go in reverse all the way back to the garage. Everyone told me that parallel parking was the hardest part of the driving test so I put chalk markings on the asphalt in front of the garage to simulate parking spaces so I could practice parallel parking. A couple of days after my 16th birthday I took the written test and easily passed. Then a couple of months later I took the driving test and after 2 years of parallel parking practice,

I could parallel park that Olds blindfolded. I now had a license to drive but no money for insurance, and gas. Having a car meant no more walking to and from school uphill both ways in the snow, or at least that's what my kids say about me. I could be one of the cool kids at school. I could be somebody. Oh, and let's not forget the biggest motivating factor; girls. But getting a part time job after school meant quitting football. Hmm?

I started work at the Beechmont Key Market making \$1.60/hour. With some money I had saved from cutting grass and a loan from my father, I paid \$500 for a 1965 Ford Custom. The Custom was basically a Galaxy without all the options and trim but for some reason this one was equipped with factory air, automatic, power steering, power brakes, 352 CI engine, and a 4-barrel carburetor.

Cars invoke memories of our younger days. Have you ever noticed that when some people talk about their cars they have a gleam in their eyes? "I had one just like this in high school" or "The first date with my wife was in a car like this?" What are your memories? I might not have a '65 Ford Custom anymore but I still have the memories. Now think of young people today. 20 years from now when they see a car on the show field, are they going to say, "Wow, my first car was a '95 Toyota Corolla. I drove it in high school during the 2020 Covid-19 pandemic." If you see a 90's car on the show field, don't think of it as just a used car. To someone younger, someday it might bring back fond memories.

Rummage Box articles courtesy of AACA Rummage Box



#### **Condolences**

The DSR membership extends sincere sympathy to the family of Thomas Lloyd Crowdus. Lloyd was and avid car collector and a great supporter of the old car hobby and our club. He will be sadly missed by not just his family and our membership but by fiends all over the Southeast. I, as editor, shall miss his phone calls regarding the Sparkplug which he read from to back. (Lloyd Crowdus died January 24, 1996) DSR Car Show Set for May 11

Plans are coming together for our annual car show on Saturday

before Mother's Day. Jane Bruton is registration chairman and will be looking for members to help her. I need all the help I can get with the ad program and if you don't call me, you can be sure I will be calling you.

#### "Moon Pie...Moon Pie"

The Isle Dauphine Mystic Society held their annual Mardi Gras parade on Dauphin Island Jan. 20 with Charlie Lyles representing DSR. The had contacted him in December before the January outing was scheduled which prevented him from joining us. Charlie is a dedicated member and felt he was

# WHAT DEEP SOUTH REGION WAS DOING 25 YEARS AGO

from the February 1996 Sparkplug

committed to the parade rather than lunch.

#### '62 Thunderbird Destroyed by Fire

Many of you are acquainted with O.G. McDonald who lives in Gulf Breeze and has spent time and money lovingly restoring his white '62 T-Bird. Unfortunately, on Jan. 23 he lost his car and his garage to fire. According to his friend, Dale Brown, not even a wrench was salvageable. O.G. and his wife were not injured but will have to be out of the house for about 4 months while it is re-done. What can you say to someone in this circumstance?





## 2021 AACA Membership Cards Delayed in the Mail

We are processing all of the 2021 membership renewals as quickly as we can. While it only takes a day or two for the renewal process to be completed, please note that it does take a few weeks to see your new membership cards arrive in the mail. And, with all of the mail delays still going on in the U.S., members have been telling us that it is taking up to a month for them to see their cards.

Every 2 weeks, we send a batch of renewals to our printer who then prints and mails the cards for us. This process saves both staff time and mailing expenses.

Your new 2021 membership cards will come in a small blue envelope like the one pictured here.

ATTENTION HERSHEY VENDOR & CAR CORRAL RENEWALS: If you have NOT received your 2021 membership cards yet, don't worry and don't wait! Simply write your member number on your renewal form, make



a note that you haven't received your new card yet and send it in.

Story courtesy of AACA enewsletter the Speedster



REMINDER: If you haven't made a donation to the AACA Building Fund yet, it's not too late.

## **Every dollar helps!**

For information on how to donate, visit capitalcampaign.aaca.com or just call AACA National HQ at 717-534-1910.











#### March

- 27 9th Annual Open Car Show Bay Saint Louis at the VFW Auxiliary 3253, 208 Third Street. Registration 8AM-Noon \$25 registration, awards at 1:30pm
- Northside Cruisers Swamp Fest, Satsuma High School 1Gator Circle, Satsuma, AL 8am-3pm info Gyro Newman 251-510-3966
- Collard Green Festival Car Show, Evergreen Regional Airport, Evergreen, AL., 8:00 AM - 2:00 PM
- Chili Cars & Kids Chili Cook-Off & Car Show, Ollie's Neighborhood Grill, 6181 US-90, Milton, FL., 10:00 AM -2:00 PM.
- 13 William F Green Veterans Home Car Show, 300 Faulkner Dr., Bay Minette, AL., 9am-3pm. Registration \$25 preregister \$20.
- 20 26th Annual VW Show. Beauvoir, Jefferson Davis Home, 2244 Beach Blvd, Biloxi MS. 9am -3pm Reg \$25

- 20 GCRMC Spring Open Car show at OWA 1501 OWA Blvd, Foley. \$35 donation registration 8-11
- 27 CANCELED Camp Grace Yellow Day Fundraiser Car Show, 11081 Wanda Dr., Mobile, AL., 10am-2pm. Registration Info here.
- 27 Axles for Alzheimer's, Five Flags Speedway, Pensacola, FL., 8:00 AM - 3:00 PM.

#### April

- 10 CANCELED Camellia Classic Bellingrath Gardens & Home. Open to any vehicle
- 10 Loblolly Farm Classic Truck and 4x4 Cruise In. \$10 entry 10am-4pm 9930 Stone Road, Semmes, AL
- 10 Classic Truck & 4×4 Cruise In, 9930 Stone Rd, Semmes, AL 10am-4pm
- 17-18 4th Rock-N-Roll Open Car, Jeep, Truck and Bike Show. Sat. 9am-? At Point Cadet Plaza, Biloxi. MS. Registration 9am Judging 11am Awards 3pm.

#### **Market Place**

Ads in The Market Place section are free to members and will run for three months unless otherwise noted. Ads can consist of anything related to: For Sale – Want to Buy – Looking For Your ad(s) can run for an additional three months by contacting Charlotte Dahlenburg. Please submit new listings for The Market Place by the 12th of the month to: deepsouth.aaca@gmail.com



1987 Chevrolet K5 Blazer Excellent original condition, \$29,500. Contact Debbie or Craig at 601-540-8275



**1929 Tudor** Contact Becky or Scott Baisden - Email: beckyb081@att.net 850-384-5717 or 850-384-5717



1989 Chevy Caprice good condition. Call Ernest at 251-661-7692 or Email: bhcewc@att.net



1963 Ford Galaxie 500 Convertible 390 CID. Contact Jim and Michele Gray at 251-406-1841 Not Actual Car





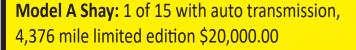
1971 Ford Torino Brougham. One owner 78,000 miles. 302. 2 barrel. 2 dr hardtop. Make Reasonable offer. Contact Sal at 251-456-9428



Not Actual Car



1977 3/4 Ton Crew Cab all systems work. Call Ernest at 251-661-7692 or Email: bhcewc@att.net



1964 Impala Super Sport

it's a project. It has a 300

two-door hardtop asking

251-472-6232

horse 327 Muncie 4-speed

\$6,000 call Robert Salter at



1987 Cadillac Sedan 4dr, all original in excellent condition. Deep burgundy with vinyl top. Call Betty at 251-648-2862

Original 1965 Mustang: 289 Engine 89k miles, Everything about is original no restoration. \$20000.00



03 Mercury Marador, 81k miles, black. \$15,000



Contact Buddy at 454-8947







1941 Graham Hollywood Model 109 Supercharged Recent tires, paint and wire harness. Excellent Condition. Andy Switzer 228-547-9030 \$28,500.00

# **RENEW YOUR MEMBERSHIP**



## It is not to LATE to renew See Paul at the meeting!

Dues are \$45.00 for the National and \$20.00 for our local: Total of \$65.00 per year. Make the check out to DSR and mail it to: Paul Dagenais, Treasurer. 58 S. Julia Street, Mobile, AL 36604





## Everybody's Kid Brother: Chrysler's Compact Valiant

Reprinted from ateupwithmotor.com

Advertised as "Nobody's Kid Brother," Chrysler's compact Valiant was originally intended to be its own marque. The story of how it became the Plymouth Valiant is a complicated one, going back to the origins of the Plymouth brand and its relationship with other Chrysler divisions. This is the story of the original Valiant, its little-known Dodge twin, the Lancer, and the long and contentious relationship between Plymouth and its sister divisions.



#### SIBLING RIVALRY

If you hang around Plymouth fans, particularly since Daimler-Chrysler opted to kill the brand in 2001, you will discover a remarkable level of bitterness. Surprisingly, that animosity is primarily directed not at Plymouth's rivals or even Daimler-Benz, but at the Chrysler Corporation itself. Talk to Mopar loyalists of a certain age and you'll find that their nostalgia is for not only what the brand used to be, but also for what they think it might have been had it not been cut off at the knees by the corporation and by Plymouth's hated sibling, the Dodge Division.

To understand their rancor, we must go back to the origins of Chrysler. In the early 1920s, Walter P. Chrysler, a former General Motors executive, was hired to salvage the failing Maxwell-Chalmers company. (Fans of old radio comedies may recall that comedian Jack Benny supposedly drove an ancient and decrepit Maxwell whose asthmatic sound effects were provided by Mel Blanc, better known as the voice of Bugs Bunny.) Walter Chrysler wanted to build a car of his own, so in May 1924, Maxwell-Chalmers unveiled the first Chrysler Six. Based on its success, Chrysler reorganized the company as the Chrysler Corporation in July 1925. The initial six-cylinder model (now known as G70) was soon joined by Chrysler's first four-cylinder car, the 50.

Chrysler's early products were aimed at the mid-price market, particularly Buick, but Walter Chrysler had ambitions of a GM-like model range. In May 1928, he incorporated two subsidiary companies, the Plymouth Motor Company and the DeSoto Motor Company. DeSoto would be aimed at the lower-middle-class range while Plymouth was Chrysler's answer to the Chevrolet and Ford's Model A.

The first "Chrysler Plymouth" (known internally as the Model Q) debuted in June 1928, replacing the four-cylinder

Chrysler 52. The Plymouth name was supposed to invoke the spirit of Plymouth Rock and the Mayflower, a stylized version of which was used as the marque's hood mascot for many years. Since it was essentially an updated and somewhat larger version of a previous Chrysler, the Plymouth was a good deal more expensive than either a Ford or a Chevrolet, but was also bigger than than either and offered features they did not — notably a fully pressurized engine oil system and four-wheel hydraulic brakes, which even some luxury cars of the time didn't yet have.

Going head to head with Ford in the low-priced field was risky, but Chrysler sold a respectable 62,444 of the Model Q in only seven months. The revised Model U, which arrived in early 1929, did even better, selling 108,350 units.

In July 1928, barely five weeks after introducing the Plymouth, Chrysler arranged to purchase Dodge Brothers. Founded in July 1914, Dodge Brothers had become one of the larger and more successful U.S. automakers. Although the company had floundered since the deaths of the brothers a few years earlier, Dodge was considerably bigger than Chrysler and had a dealer network and manufacturing capacity that Chrysler lacked. When Dodge became the Chrysler Corporation's fourth automotive division, it made Chrysler a serious player in the U.S. auto industry.

#### THE LITTLE BROTHER

In March 1930, responding to the economic downturn that followed the stock market crash, Chrysler decided to grant Plymouth franchises to existing DeSoto and Dodge dealers. This ensured that each of Chrysler's dealers had a low-price car to sell and increased the number of Plymouth sales outlets to more than 10,000. As a result, Plymouth quickly reached the No. 3 position in total U.S. sales. Bolstered by the addition of a new six-cylinder engine in 1933, Plymouth sold its millionth car in 1934 and reached 2 million by 1939.

By then, Walter Chrysler had become a figurehead in the company that bore his name. He remained chairman until his death in 1940, but in 1935, he relinquished the presidency to K.T. Keller, president and general manager of Dodge Division. Keller was a good deal more conservative than Chrysler was, so during Keller's tenure, the company's appetite for innovation eroded significantly (due in no small part to mediocre sales of the pioneering but controversial Chrysler Airflow, which Walter Chrysler had championed).

Although Plymouth remained Chrysler's best-selling division, the Dodge Division still controlled a substantial percentage of the corporation's labor and manufacturing resources and thus tended to hold far more sway than Plymouth did in corporate politics; what Dodge executives wanted, they generally got. That was a sharp contrast with GM, where Chevrolet was acknowledged as the corporation's most important division despite its position at the bottom of the GM price ladder. At GM, most senior executives would do a stint at Chevrolet before ascending to upper management. At Chrysler, for many years, most senior execs came from Dodge, including K.T. Keller and both of his immediate successors, L.L. (Tex) Colbert and Bill Newberg.



Since the other divisions were paired with Plymouth at the dealer level, the corporation tended to regard Plymouth as a loss leader — a basic model to lure buyers into dealerships where they could be "upsold" into more expensive, more



Plymouth's postwar styling was dowdy, but no worse than most bread-and-butter American cars of the time. Unfortunately, its early-fifties styling was no better, leaving it looking distinctly lackluster compared to its flashier rivals. With its 1933-vintage flathead six, it was slow, too — 0-60 mph (0-97 km/h) acceleration took around 25 seconds and top speed was only about 85 mph (137 km/h).

profitable marques. As a result, Plymouth soon tended to lag behind in features like automatic transmission, power steering, and V8 engines. Combined with the make's increasingly dowdy styling, Plymouth's market share began to shrink worryingly.

#### **FORWARD LOOK**

Things began to change in the mid-1950s. In 1952, designer Virgil Exner, who had been languishing in a special projects studio, persuaded K.T. Keller (now Chrysler's chairman, having relinquished the presidency to Tex Colbert in 1950) that the company's existing body shells could not be resuscitated for another model year. Keller relented and allowed Exner to revamp the 1955 lineup, launching a styling trend that ads described as "the Forward Look." Combined with new V8 engines and the PowerFlite automatic, Plymouth's fortunes brightened considerably, with sales up more than 50%.

Things looked even better in 1957, when the smartly restyled Plymouth line put the fear of God into GM Styling. Plymouth was becoming so successful, in fact, that there was talk of ending its traditional linkage with DeSoto, Dodge, and Chrysler and elevating it from companion make to full-fledged division, with its own standalone dealer franchises and dealer organization — a remarkable volte-face for the company.

#### **THINKING SMALLER**

While this was going on, Chrysler, like Chevrolet and Ford, was weighing the merits of developing a new compact. Like its competitors, Chrysler had toyed with the idea of compacts for many years. Nothing had come of those products, but Chrysler

was acutely aware of the alarming growth of import sales and of AMC's compact Rambler, which demanded some sort of response.

In the spring of 1957, Chrysler president Tex Colbert and Plymouth general manager Harry Chesebrough set up a study group called the Special Corporate Car Committee to explore alternatives for a Chrysler small car. One obvious possibility was finding an existing European car that Chrysler dealers could sell as a "captive import"; to that end, Chrysler acquired a minority stake in the French firm SIMCA in 1958, although U.S. sales of Simca cars never amounted to much.

Much like their counterparts at Ford, the committee considered several possible configurations, but eventually decided their best bet was a conventionally engineered compact, much like the popular Rambler. The original plan was to have the new car ready for the 1962 model year, but since Colbert was well aware that both Chevrolet and Ford would have compacts on sale by 1960, he concluded that Chrysler needed to be ready at the same time and ordered the project fast-tracked.

#### **PROJECT A901 TAKES SHAPE**

The Chrysler compact task force, led by Bob Sinclair and former Mercedes-Benz engineer Otto Winklemann, eventually had more than 200 engineers working on the development of Project A901, which proceeded in great haste and considerable secrecy. While there was nothing especially radical about the compact in engineering terms, it was nonetheless an all-new car, which always presents a variety of practical challenges.

With a wheelbase of 106.5 inches (2,705 mm) and an overall length of 184 inches (4,674 mm), the Chrysler compact's exterior dimensions split the difference between the Rambler (which at that time was 191.1 inches (4,855 mm) long on a 108-inch (2,743mm) wheelbase) and the smaller Rambler American (which was 178.3 inches (4,528 mm) long on a 100-inch (2,540mm) wheelbase). Project A901 was to have seating for six and a six-cylinder engine; a four-cylinder was considered early on, but performance was inadequate for American tastes.

The compact would have monocoque construction, which Chrysler was already preparing to introduce for all of its cars (except the Imperial) for 1960. Unit bodies were still relatively new in the U.S. at that point and their engineering was more art than science; many big American unitized cars were much heavier than they needed to be and controlling noise, vibration, and harshness was a major headache. To address that, the engineers made extensive use of computers for structural analysis, a bold step at the time; when Ford and Chevy engineers first proposed the use of computers for this purpose a few years later, they were greeted with considerable skepticism. The effort paid off, allowing the compact to forego the front subframe of its larger cousins and keeping weight to a minimum.

Like other Chryslers, Project A901 would use the recently introduced "Torsion-Aire" front suspensions — double wishbones with longitudinal torsion bar springs — with a live axle on semi-elliptical leaf springs in back. Brakes were duoservo Bendix drums while transmissions were a new three-speed manual or a new lightweight, aluminum-cased version of Chrysler's excellent three-speed TorqueFlite automatic.





Since Plymouth's existing 230 cu. in. (3,772 cc) L-head six was both elderly and much too big to fit the compact's engine compartment, Project A901 also had an all-new engine, an overhead-valve inline six tilted 30 degree to the right. The "Slant Six," as it was soon nicknamed, had long intake runners that provided a healthy increase in torque. Gross output was 101 hp (75 kW) and 155 lb-ft (209 N-m) of torque with a single-throat carburetor.



The legendary Chrysler Slant Six engine, seen here in its original 170 cu. in. (2,790 cc) form. Mildly tuned and decidedly under-stressed, it was a very durable engine and it endured in some applications until the 1990s. One of the Valiant's minor but noteworthy novelties was the first use of an alternator rather than an electrical generator, giving much better battery charging at low speeds. Chrysler was the first American manufacturer to switch to alternators, but it was soon widely imitated.

The most radical aspect of Project A901 was its styling. Virgil Exner had been looking for a new styling theme to replace the Forward Look and its prominent fins, which were becoming passé. In their place, Exner's designers, led by Robert Bingman, opted for a long-hood, short-deck look with heavily sculpted sides that also helped to make the car look bigger than it actually was. The gaping-maw grille was inspired by that of the 1957-1958 Chrysler 300 while the simulated spare tire on the decklid (often unkindly dubbed "the toilet seat") was



The 1960 Valiant was initially offered only as a four-door sedan and a six- or nine-passenger wagon, all sharing the same 106.5-inch (2,705mm) wheelbase. They were offered in base V-100 and deluxe V-200 trim; V-200 sedans, like this one, were the most popular, accounting for 106,515 sales in 1960. The V-200 can be identified by the chrome trim on the side sculpting, which the V-100 did not have; V-100s were also not available in red. This car's base price was \$2,110, although with its heater, radio, TorqueFlite automatic, and other minor accessories, the final tally was probably just under \$2,400.

borrowed from the Imperial and Exner's earlier concept cars, but in other respects, the compact intentionally bore little stylistic resemblance to other contemporary Chryslers. It was to be like the Rambler: a unique product that just happened to be smaller than the Detroit norm.

#### **NAMING NAMES**

Chrysler originally intended to call Project A901 the Falcon, a name previously applied to an attractive 1955 show car. However, shortly before launch, Tex Colbert agreed to release that name to Ford, which applied it to Ford's own compact. Officially, the alternative chosen, Valiant, was the result of a marketing survey, but Exner's son, Virgil Exner Jr., says it was actually borrowed from Hal Foster's Prince Valiant, which was his father's favorite comic strip.

At first, the Valiant, which went into production in September 1959 as a 1960 model, would not be called or badged as a Plymouth. Instead, it was registered as a separate marque, which brought the total number of Chrysler automotive brands to six.

The question on the minds of many Chrysler executives and dealers was whether the corporation would make good on its earlier promises to allow Plymouth to stand alone. In August 1959, Colbert had announced that the corporation would reorganize its six divisions into three: Chrysler-Imperial; Dodge; and a new Plymouth-DeSoto-Valiant division. Dodge dealers would no longer sell Plymouths, but Plymouth would still be paired with DeSoto and Chrysler and there would be no move to establish new standalone Plymouth stores. (There were some, but they were a small minority.) Valiant franchises, meanwhile,



This 1960 Valiant V-200 was not yet considered a Plymouth, so all its badges and identification say only "Valiant." The grille badge is actually the hood latch, a clever touch.

went to about half of the nation's 4,138 DeSoto-Plymouth and Chrysler-Imperial-Plymouth dealers.

This was hardly what the independence-minded Plymouth organization had had in mind. To make matters even worse for Plymouth, Dodge got a new model called the Dart, which



was essentially a lightly made-over big Plymouth wearing Dodge badges and offering nicer styling for only a little more money. Overnight, Dodge and Plymouth went from reluctant companions to bitter rivals.

#### THE VALIANT: NOBODY'S KID BROTHER

The Valiant bowed with great fanfare on October 27, 1959. At the press introduction at the Commodore Hotel in New York (where the original Chrysler Six had debuted back in 1924), Chrysler executive vice president Bill Newberg proclaimed proudly that the Valiant was not simply a small Plymouth. Early Valiant advertising echoed that sentiment, proclaimed the Valiant "Nobody's Kid Brother."

In most practical respects, the Valiant stacked up well next to its principal competitors: the Rambler 6, the Chevrolet Corvair, the Ford Falcon, and the Studebaker Lark. The Valiant was neither the biggest nor the largest of the bunch, being longer and significantly heavier than either the Corvair or the Falcon, but shorter and lighter than the Rambler. Excluding the V8 Rambler and Lark, the Valiant's performance was better than average for the the group: 0-60 mph (0-97 km/h) in about 16 seconds with automatic and a top speed of about 95 mph (153 km/h). Part of the Valiant's performance edge over the sleepy Falcon lay in the three-speed TorqueFlite (a \$172 option



The styling of the original Valiant is an acquired taste, to say the least. Close inspection reveals good overall proportions and an interesting body shape, marred by the overwrought side sculpture and an eccentrically shaped greenhouse. The prominent grille, inspired by the 1957 Chrysler 300C, gives the early compact a more aggressive character than later Plymouth Valiants. Note the flush-mounted side windows, an unusual feature for this era, although for cost reasons, the glass is flat, not curved.

specified by about half of Valiant buyers), which was much more flexible than Ford and Chevy's two-speed units.

With its relatively firm torsion bar suspension, the Valiant also handled better than the class norm, although that admittedly wasn't saying much. The ride was comfortable, in part because it was well-damped by American standards, and good packaging made for generous interior space for the

The Valiant's case was probably not helped by being somewhat more expensive than most rivals — the cheapest Valiant V-100 was \$79 more than the larger (if less powerful) four-door Falcon — nor by lingering signs of slipshod workmanship. However, it appears that where the Valiant really fell down in the public mind was in the curious styling, which apparently looked no less odd to contemporary buyers than it does today. Readers will naturally make their own judgements, but comparing sales makes it clear where the buyers of the time stood on the question of styling. Total Valiant sales for 1960 were 194,292, compared to 250,007 Corvairs, 314,440 Ramblers (not including the smaller Rambler American), and



One of Virgil Exner's favorite styling gimmicks of this era, introduced on the K-310 show car and later found on the contemporary Chrysler 300F and Imperial, was the fake Continental kit in the rear decklid, which wags have dubbed the "toilet seat." It has no relationship to the actual location of the spare tire, which was stowed beneath the trunk floor.

435,676 Falcons.

#### **BECOMING THE PLYMOUTH VALIANT**

The 1960 model year was not a good one for Plymouth. Total Plymouth sales skidded to 253,432 units, down more than 200,000 from 1959. Dodge sales increased by a very similar amount, suggesting that the new Dodge Dart was taking a big bite out of Plymouth's business. DeSoto, already struggling to find its place relative to Dodge, was doing even worse and would disappear early in the 1961 model year.

It apparently occurred to Chrysler management sometime late in the 1960 model year that if Valiant sales were added to Plymouth's, the total would allow Plymouth to cling precariously to its traditional No. 3 sales slot. In any case, being badged as a separate margue was not doing the Valiant any favors. Its lack of identity seemed to make dealers and buyers uneasy and the kind of marketing push that would have been necessary to establish it as a coherent brand was simply not there.

Chrysler's compact officially became the Plymouth Valiant in the fall of 1960. With the demise of the DeSoto brand, the Plymouth division merged in early 1961 with Chrysler-Imperial to become Chrysler-Plymouth.







#### April

- **9-10** Southeastern Spring Nationals Hornets Nest Region Concord, NC
- **15-16** (new dates) Annual Convention AACA National Philadelphia, PA
- **20-22** Southeastern Divisional Tour King of the Road Chapter Central Florida

#### May

- 6-8 Central Spring Nationals AACA National Auburn, IN
- **20-25** Founders Tour (1932-1996) Mountain State Classics Region Davis, WV

#### June

- **2-5** Eastern Divisional Tour Eastern Shore Region & Bay Country Region Eastern Shore of Maryland
- 17-19 Eastern Spring Nationals Saratoga Region Saratoga Springs, NY

#### July

**22-24** - Annual Grand Nationals - Minnesota Region - New Ulm, MN

#### **August**

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#### September

- **9-11** Southeastern Fall Nationals South Carolina Region Greenville, SC
- **12-17** Glidden Tour (1942 and earlier) VMCCA Saratoga Springs, NY

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