

Vol. 26, No. 10

# Ragtops & Rumbleseats

Oct 2019



• **43rd Annual Car Show Wrap-Up**





# ESSEX THE CHALLENGER



*A challenge  
to real Big Six enjoyment  
for all the family*

A man's car—powerful and fast. A woman's car—beautiful, convenient of control, easily steered, always dependable. A family car—big, roomy, comfortable, economical to buy and own. No wonder its challenge is answered by all motordom coming to ride!

Every advancement suggested by the experience of more than 1,000,000 Super-Six owners is incorporated in Essex the Challenger. These include adult-sized bodies, greater performance range, distinctive beauty, and enduring

values, heretofore the exclusive qualities of costlier cars. Come take a real, big, fine six ride—and remember the price—it is but little more than for the smallest, lightest weight and lowest priced cars.



Standard Equipment Includes: 4 hydraulic shock absorbers—new type double action 4-wheel brakes, uniformly effective in all weather—starter, electric gas and oil gauge on dash—radiator shutters—saddle lamps—windshield wiper—rear view mirror—electrolock—controls on steering wheel—all bright parts chromium-plated.

**\$ 695 AND UP AT FACTORY**

Couche . . . . . \$695	Standard Sedan . . . . . \$715
2-Door Coupe . . . . . \$65	Town Sedan . . . . . \$59
Phaeton . . . . . \$65	Roadster C. . . . . \$59
Couche (with rumble seat) . . . . . 725	Convertible Coupe . . . . . 595

DEPARTMENT OF CORRECTIONS: Last month's SIRAACA Garage mistakenly identified Bruce Campbell's Mercury as a Caliente, when it is in fact a Cyclone GT.

*Trivia Question: What automobile company's founding in 1909 was financed by the owner of Detroit's most successful department store?*

*Answer: Hudson Motor Car Company, named for Joseph L. Hudson.*

## Vintage Advertising

In 1929, Hudson officially labeled the Essex as 'Essex the Challenger'. Essex dealers and distributors promoted the cars through performance events to showcase acceleration, braking, and fuel economy.

Essex began as a low-priced companion to Hudson in 1919. The name was selected off of a map of England as Hudson officials hunted for something with snob appeal. Essex was credited for making the enclosed-bodied automobile affordable at a time when most cars were open-bodied.

In 1922, the Essex Motor Company was dissolved, leaving it officially part of Hudson. It wrapped up production by 1933, carrying on as the Terraplane.

## In This Issue

Great turnout at fall show

Raffle car winner revealed

A vintage proclamation for antique cars on Staten Island.

What happened to Lillian Motors?

## **RAGTOPS & RUMBLESEATS**

**October 2019**

**Volume 26, Number 10**

### **SIRAACA Who's Who**

#### **EDITOR -**

**Paul Arena, Jr.**

parena2@verizon.net

#### **PRESIDENT -**

**Paul Arena, Jr.**

parena2@verizon.net

#### **VICE PRESIDENT -**

**Mike Signorile**

onehot51@aol.com

#### **SECRETARY -**

**Tony DiAngelo**

#### **TREASURER -**

**Phil Boffa** - phil.boffa@gmail.com

#### **MEMBERSHIP SECRETARY -**

**Jonathan Schulman**

jns@jonathanschulman.com

#### **SERGEANT-AT-ARMS -**

**Rocco Pompa**

**WEBMASTER** - siraaca@yahoo.com

**Frank Nathanson**

**www.siraaca.aaca.com**



# Minutes of the 532nd Meeting

## September 3, 2019

1. The 531st meeting of the Staten Island Region AACA was called to order at 7:41 by President Paul Jr. After reciting the pledge of allegiance and observing a moment of silence, the minutes of the 531st meeting were accepted as read.
2. The club discussed the passing of Jeff Tucker and will name the Best Ford Award each spring in his honor.
3. The club had a strong showing of cars on Labor Day weekend at the county fair, and sold a total of \$1080 in raffles at the event. Thanks to all who volunteered part of their holiday to spend time with us.
4. We are invited to the Apple Fest at Delicious Orchards on September 7-8. Volunteers are needed both days to show cars and sell raffles.
5. Our show is Sunday, September 15. Members are asked to be on site by 6:30 for set up. Final details were ironed out.
6. The goodie bag stuffing party will meet at 7:00 pm Thursday, September 12 at Mike Signorile's house.
7. The club presented Mike Gorgia with an award recognizing his raffle sales record last year. He is on track to beat that record this year.
8. Phil Boffa gave a treasury report with all in order.
9. The meeting was adjourned at 9:15. The 50/50 collected \$30.00, with Bob Columbia winning \$15.00.

Respectfully submitted,  
Tony DiAngelo, Secretary





## Great Turnout for SIRAACA's 43rd Annual Car Show

With guaranteed sunny skies in the forecast, the cars and crowds turned out in great numbers for SIRAACA's 43rd Annual Car Show & Flea Market on Sunday, September 15. Over 430 vehicles were on hand to compete for hundreds of trophies and a chance to roll across the red carpet for a special award. More than 1,000 spectators joined in the fun, enjoying 90+ years of automotive history on display.

When the judges tallied their scores and confirmed their choices, the following special awards were presented to the following vehicles and their owners, for all to see: David Girshman's 1936 Packard (top right), Best in Show Pre-War; Joe Terranova's 1957 Bonneville (middle), President's Cup; John Darpa's 1981 Cadillac deVille Pierre Cardin Edition (bottom right), Best in Show Post-War; Joe Marchese's 1932 Ford, Best in Show, Custom; Charlie M's 1957 Chevy, Best in Show, Modified; Ted Albanese's 1956 Ford, Best Truck; Vincent Passarelli's 1969 Chevelle, Best Paint, Stock; Vinny Aiello's 1971 Nova, Best Paint, Modified; Euan Wilson-Deigh's 1955 Chevrolet, Best Interior, Custom; Anthony Ianno's 1961 Corvette, Best Chrome; and Alvin Cruz's 1957 Chevy, Best Engine.

Prior to the parade of champions and the distribution of first, second and third place trophies, the club raffled off its 1992 Camaro RS 25th Anniversary Coupe. The winning ticket drawn belonged to Matt Barone, a Great Kills resident who was called "on the air" and told to "come on down", which he did before we wrapped our stay at the show field. See the next page for more on the winner.

A pair of 50/50 drawings were held as well, and Big Daddy George once again displayed his Drag-U-La, this time with a matching go-kart version. As usual, the Commons Cafe provided food and drink all day long, our DJ kept the music playing, and everyone enjoyed the day among friends and family.



(photos by Vincent Arena)



## From the President

I want to begin with a very big thank you to all of our members for once again delivering all season long. Despite a delayed start to the year with a pair of rained out Dust-Offs, and countless rainy Wednesday evenings that canceled so many weekly cruise nights, we wrapped up our events with a very successful fall show. In addition, the early returns on this year's raffle car reflect the efforts of those who volunteered at so many events and sold tickets on their own time as well. I look forward to celebrating with all of you at the Holiday Party in December.

It was nice to see a good number of our members pitching in to help the folks at the New Dorp Lane Show. I'm proud that our club has a reputation for doing things the right way, which is why we are asked for help.

I also want to wish all of our members heading out to Hershey both good luck and safe travels. Some of them will be showing cars, some will be selling cars, some will be judging cars, and all will be spending some money in the flea market (or on chocolate). The AACA Fall Meet at Hershey remains an ideal way to enjoy our hobby, and I encourage all of you to make the trip at least once.

Lastly, and on behalf of all of our members, I send our condolences to Don Bosco and his family on the passing of his father. As suggested by the Bosco family, the club will make a donation in his memory to St. Jude's Children's Hospital. - Paul Jr.

## - NEXT MEETING - October 1

Our October meeting will be held on Tuesday, October 1 at 7:00 PM at the Courthouse at Richmond Town. We meet upstairs and can enter from the parking lot on Clarke Avenue. We will be serving sandwiches this month.

## Great Kills Man Wins Raffle Car

The winning ticket drawn for the 1992 Camaro RS Coupe sported a local phone number, and when it was apparent the winner wasn't in the crowd, we dialed him up. Matt Barone answered, and learned that lady luck has smiled upon him that afternoon. He hustled back from New Jersey to reach us in time to check out his new ride, and make arrangements for delivery. He bought his book of tickets at the New Dorp High School show in June, and it's believed that Jeff Tucker sold him the book of tickets. Congratulations to Matt. Many members suggested that raffle car winners get a free membership to the AACA courtesy of our Region, which is a great idea. We hope to see Matt and his Camaro again, be it out for a cruise or at some of the remaining car shows happening this fall. The search continues for our 2020 raffle car, so keep your eyes and ears open for suitable leads. We look forward to seeing another smiling face like Matt's next year.



(photo by Frank Nathanson)



# Staten Island Dealership of Days Gone By

This month we step outside the SIR-AACA Garage for a look at a local ad from a dealer long gone from the local landscape. This ad ran in the Staten Island Advance on July 1, 1957. It's from Lillian Motors, located at 149 Victory Boulevard. That address is located at a triangular piece of property bordered by Westervelt Avenue and the crossing of Victory and Brook Street. Today, it's Payless Auto Repair and a Delta gas station.

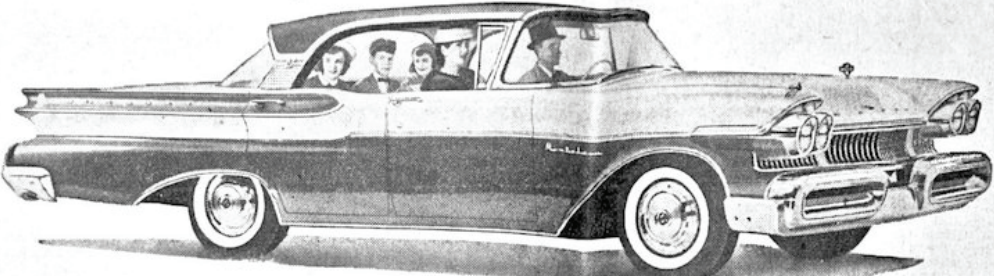
How long did Lillian Motors last? The web shows many Daily News ads from the mid-1960's that include Lillian in the listing of local Mercury dealerships. Further research shows Lillian Motors was also an Edsel dealer with an address of 1335 Castleton Avenue. Today, that's Ace Auto Salvage, just off of Clove Road. Does anyone recall the final days of Lillian Motors?

As for the Merc in the ad, savvy readers will notice it has quad headlamps and a relocated model name script below the chrome trim behind the front wheel. When the '57 models were first introduced, they still had single headlights and the model name script was above the chrome trim, at the front of the fender. Later models, like the one in this July ad, adopted the changes you see here. Turnpike Cruiser models were identified with their script on the large B-pillar instead of the front fenders.

STATEN ISLAND, N. Y., MONDAY, JULY 1, 1957 9

Here's your chance to save hundreds—

# PICK and SAVE now!



• Choose from models in stock. • Save plenty. • Huge trade-in allowances because of record-breaking sales. • Your present car will never be worth more. • Pick . . . save . . . drive home your Big M, tonight.

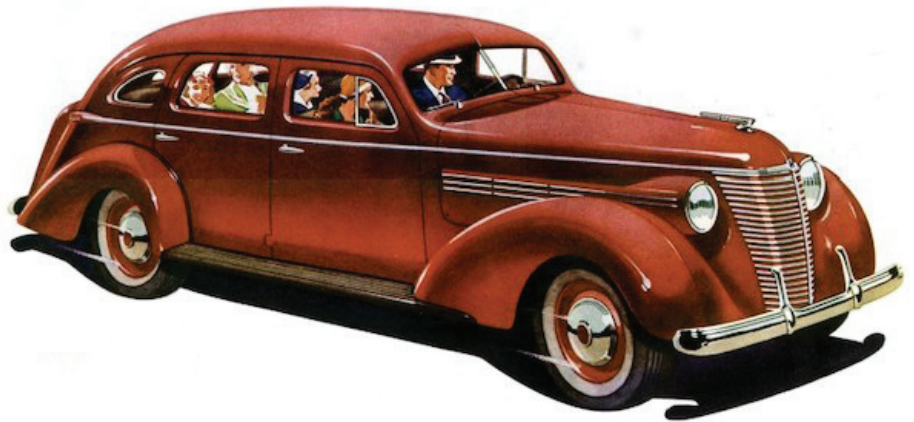
## MERCURY for '57

**LILLIAN MOTORS, INC.**  
149 VICTORY BOULEVARD, S. I., N. Y.

*There were 15 solid Super Enamel colors offered up for these ragtops, including what we guess is Cardinal Red seen on Bruce's car. (photo by Paul Jr.)*

## Upcoming Events

Load up the car with friends and family en route to one of these events.



- AACA Eastern National Fall Meet, Hershey, PA - October 9-12
- SIRAAACA Annual Holiday Party, RoadHouse Restaurant - December 8
- AACA 2020 Meeting and Convention, Philadelphia, PA - February 6-8
- AACA 2020 Grand National Meet, Allentown, PA - July 23-25





# J.C. TAYLOR

INSURANCE

---

JCTAYLOR.COM

1-888-ANTIQUE





Sunday, October 14, 1979

Nearly 40 years ago, Staten Island Borough President Anthony Gaeta proclaimed October 14, 1979 as Staten Island Antique Automobile Appreciation Day. In doing so, he urged our 356,000 residents to join with him in a sincere expression of appreciation for our club for holding our show that day, in "an effort to display and preserve the particular legacy of the golden age of gasoline powered autos in a worthwhile public event."

Wow, only 356,000 residents. We were pushing 480,000 in 2017. Also, at the time this was presented to us, an antique car dated from 1954 or earlier. The famous 55-57 Chevy that dominate so many car shows couldn't qualify as antique yet, never mind the muscle and pony cars that dominated the 1960's.

Our president at the time was Hap Kuffner, with Paul Arena serving as his vice-president. The fall show, our 3rd annual, was held on the football field at Wagner College. This was the first year we moved the show to their campus following two shows at the Academy of St. Dorothy.



 **farbetterprinting**  
ON-DEMAND PRINT CENTER

43 Hillel Place  
Brooklyn, NY 11210

Tel 718.859.3137  
Fax 718.421.4761

sales@farbetterprinting.com  
www.printingservicebrooklyn.com

**Joseph Portagallo**

M - Th 8 AM - 6:30 PM  
Fri 8 AM - 5 PM  
Sat 10 AM - 3 PM

**WANTED:  
DONATED VEHICLES.  
Any make, model,  
year and condition.  
Tax deductible.  
Call 917-626-0233**

**SIRAACA**