



Vol. 31, No. 3

# Ragtops & Rumbleseats

Mar 2024

CLASSIC  
SERIES

• Inside: Honoring the GTO



## Vintage Advertising

The advertisement from 1947 features new signage available from Chrysler Corporation's Parts Division in support of their service network. These all-steel signs with a baked enamel finish are nearly five feet tall (or long), and at the time cost \$1.80 (less shipping). Today, collectors will pay many thousands of dollars for these signs. At a Richmond Auctions Gas, Oil & Advertising sale last year, a horizontal sign rated 8/10 sold for \$6,000, and a vertical one with the same rating fetched \$5,000. We think we broke our calculator on the percentage gain, which exceeded 333,000%! Can we use the SIR-AACA Time Machine to go back and buy the entire inventory?

## In This Issue

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Seeking help with the SIRAACA Garage

The SIRAACA Time Machine visits a Pontiac dealer in Tottenville who paved the way for a Star on Hylan Boulevard.

## Indoor and Outdoor All Metal Signs



**MOPAR**  
PARTS AND ACCESSORIES

58 3/4" x 16 3/4"



16 3/4" x 58 3/4"



These MoPar Parts and Accessories Signs are all-steel, baked enamel finish, permitting many uses both inside and outside the building—at entrance to the parts department—on each side of main entrance to the Service Department—on pillar, post or wall where it will meet the eye of the customer—above and behind the parts counter, mounted on the bins or suspended from the ceiling—and many other locations can be found that are suitable. Holes have already been punched for nails or screws to simplify mounting.

PRICE  
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Horizontal Sign—D-10888 ... \$1.80 Net f.o.b. Detroit  
Battery Sign—D-10889 ... \$1.80 Net f.o.b. Detroit

*Order from*

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Advertising Department, P. O. Box 1718, Detroit 31, Mich.



PRICES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE

IDENTIFY YOUR PLACE OF BUSINESS WITH APPROVED MOPAR PARTS SIGNS

Did you know? MoPar was created in 1937 by combining "motor" and "parts" and was used first as the product name for Chrysler Motor Parts' MoPar Antifreeze. Eventually, the word Mopar became an inclusive reference to any Chrysler-built vehicle.

*Trivia Question: The MoPar brand was not introduced into Canada until the late 1970's. What were the equivalent brands used there before then?*

*Answer: Chrysler parts were sold under the brands "Chryco" and "Autopar" in Canada.*

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# Minutes of the 573rd Meeting

## February 6, 2024

1. The 573rd meeting of the Staten Island Region AACA was called to order at 7:07pm on February 6 at The Square on Annadale. After reciting the Pledge of Allegiance and offering a moment of silence, the minutes of the previous meeting were accepted as read.
2. Paul announced that we had learned about Tom LaGuidice's passing in January. His car will be featured in his memory on our next dash plaque. The club will also make a donation as per the family's wishes to the Children's Tumor Foundation
3. Our show dates are confirmed for this year. The Dust-Off will be held on April 21 with a rain date of April 28. The fall show will be held on September 15 with a rain date of September 22.
4. This year's raffle car is a 1987 Camaro IROC-Z coupe with T-Tops. Thanks to the members who located this local car for sale and made the effort to look it over before negotiating a price that satisfied our budget needs. Tickets will be ordered soon.
5. Members recapped the club's group trip out to Boyertown, PA to visit the incredible collection at the 3 Dog garage. All agreed to continue working with the NJRAACA on additional trips.
6. Don Bosco updated all on the work being done to form an auto museum within the Lighthouse Museum grounds next to the Staten Island Ferry.
7. The club agreed to return to Hot Rods & Harley's in Rahway on May 11. We will require 12 or so members to help judge while others stay at our tent and sell tickets on our raffle car. The show organizers will donate \$1,000 to the club in return.
8. Bob Ferone has purchased Jeff Tucker's 1967 Ford Galaxie. Jeff recruited Bob into our club and this seems a fitting place for the car to end up, remaining in the SIRAACA Garage.
9. Good feedback on the Holiday Party. Will we outgrow La Strada next year?
10. Phil Boffa gave a Treasury report with all in order.
11. The meeting was adjourned at 8:08. The 50/50 collected \$44. Mike Signorile won \$22.

Respectfully submitted,  
Tony DiAngelo, Secretary



## SIRAACA Acknowledges GTO's 60th

The Pontiac GTO pounced onto the street in 1964, starting a muscle car era that remains one of the hottest segments of our hobby. Our club is recognizing the 60th anniversary of that debut in a few ways. First, member Pat Colabella has been invited to display his 1966 GTO convertible at the GTO Showcase featured at this year's New York Auto Show at the Javits Center. The showcase will be open from April 5-7. Second, one of this year's special awards at our upcoming Spring Dust-Off will mark this anniversary with a GTO Award. Each year, the Richmond County Pontiac Association displays plenty of "goats" at our show - which one will ride the red carpet this year? Finally, we are featuring the GTO on this year's Spring Dust-Off poster to help advertise the show. Our poster is once again illustrated by Dennis Simone, and copies have been printed and will be available at our March meeting. Please place posters in your neighborhood stores, as they help drive spectator interest. They also help prime the pump for later conversations with store owners about trophy donations for our fall show.

### Before Social Media...

... there were local newspapers and gazettes, designed to inform a community about noteworthy items on top of spreading news of national interest. As we went through countless online copies of the Advance from the early 1900's, we came across this little snippet from May 22, 1909:

#### AUTOMOBILE NOTES

Harry Bedell of Tottenville has purchased a runabout.

M.D. Taylor of West Brighton has purchased a Ford runabout.

Mr. & Mrs. George Van Name and son of Port Richmond, and Dr. and Mrs. H. Vere of West Brighton will leave on Tuesday for an auto trip to Atlantic City.

**17TH ANNUAL STATEN ISLAND REGION AACA  
SPRING DUST-OFF  
CAR SHOW  
& FLEA MARKET**

**SUNDAY, APRIL 21, 2024 GATES/ OPEN AT 8:00 AM**  
**RAIN DATE: SUNDAY, APRIL 28**  
**COMMON/ CAFE, 2 TELEPORT DRIVE OFF OF SOUTH AVENUE**

**GTO  
6.5 LITRE**

**60 YEARS  
OF THE GTO**

- \$25 Vehicle Entry Fee • No Cut-Off Year
- Red Carpet Awards in Expanded Categories
- Dash plaques to first 200 vehicles
- Spectator entry fee: Adults \$5, Children \$2
- \$40 Vendor Fee • Food & Drinks
- Music • 50/50 Drawing

INFO: CALL 917-626-0233 OR EMAIL SIRAACA@YAHOO.COM

POSTER DESIGNED AND ILLUSTRATED  
BY DENNIS SIMONE STUDIOS  
917-969-5000 WWW.DENNESSIMONE.COM DENNIS SIMONE STUDIOS

*The tiger theme stems from a Pontiac marketing effort for GTO, where it said a GTO was "for a man who wouldn't mind riding a tiger if someone only put wheels on it.."*

### March Call for Local Dues

Artie Guarnieri will be collecting unpaid local dues (\$20) from members who have yet to renew their SIRAACA membership for 2024. Members who have yet to pay and plan to attend the next meeting can give cash or check (payable to SIRAACA). Of course, it is expected that you all have renewed your national AACA membership for the new year already. National membership is a requirement for local membership.



## From the President

Congratulations are in order as our region was recognized by the AACA with two awards at the Annual Convention. Frank Nathanson received a Master Webmaster Award (below) for his work on our club website. Our editor also won an Award of Excellence for our club newsletter (bottom).  
- Paul Jr.



## - NEXT MEETING - March 5

Our next monthly meeting is on Tuesday, March 5. Odds are we are returning to The Square on Annadale, and we will confirm that with all before that date. The club will provide pizza and soda, and members can purchase additional or alternate items on their own

## SIRAACA Will Return to HR&H

Once again, our club will return to Hot Rods & Harley's in Rahway on May 11. We will need to provide a good number of judges to select their award winners, and we will also have our tent and raffle car on hand with other members selling tickets. In return, the show organizers will make a \$1,000 donation to our club. This will be our third year under this arrangement. We sold \$1,040 in tickets last year and \$1,235 tickets in 2022. Combined with the donations, this has been worth our effort.

## Spring Dash Plaque Honors Tom

Here is your first look at the dash plaque for our upcoming Spring Dust-Off. It features the 1982 Datsun 290ZX owned by member Tom LaGuidice, who recently passed away. Two hundred will be given out at the show, with the rest earmarked for our members and Tom's family.





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## Inside the SIRAACA Garage

This month we feature a car in The SIRAACA Garage. It belongs to one of our newer members.

It's a Challenger. It's blue. The top is black and the tires have white letters.

Wait a minute. That's it? What's going on here?

This happens to be Bobby Lombardi's car, but I don't know much about it. That's where you, our members come in. I love featuring your cars in this column. I enjoy learning some key facts about them, and every car has a story worth telling. I'll even do some research on them to add context, such as production figures and historical facts.

But I need a good starting point. Many of you have yet to have a car featured here, or have additional cars that we haven't seen yet. You don't even have to own it anymore. We have lots of room inside, even for the ghosts of our cars past. Send me a photo and some details via email at [parena2@verizon.net](mailto:parena2@verizon.net) and I'll be sure to give your car the spotlight it deserves.

The SIRAACA Garage is home to all of our members' cars, past and present. Has your car been featured yet? Make sure you get the details to Paul Jr. if you want to share your car with us all.

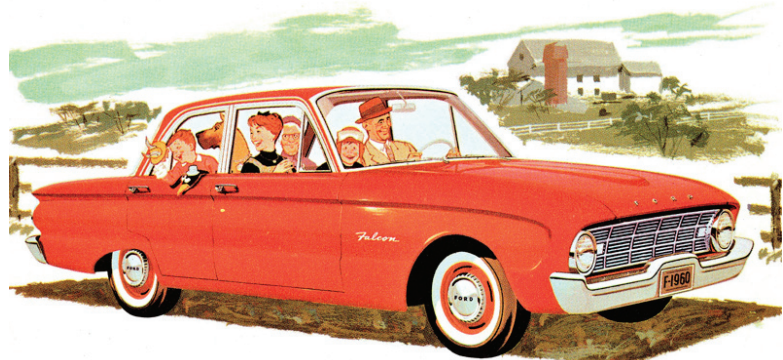


*This is where I usually add another fact or two about the feature car. This one happens to have its trunk left open. (photo by Paul Jr.).*

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## Upcoming Events

Load up your car and head out to one of these upcoming events:



- South Jersey Region AACA 52nd Annual Swap Meet - March 24
- Classics at the Course, New Rose Golf Course, Old Bridge, NJ - April 7
- Spring Englishtown Swap Meet & Show, Raceway Park - April 12-14
- Spring Carlisle Flea Market & Car Corral, Carlisle, PA - April 17-21
- SIRAACA 17th Annual Spring Dust-Off, Commons Cafe - April 21
- NJRAACA 71st Annual Car Show, East Hanover, NJ - May 5
- 30th Nam Knights Car & Bike Show, Carlstadt, NJ - May 5





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# The SIRAACA Time Machine

The Time Machine visited Tottenville, where E.M Honig's Pontiac dealership was on the corner of Amboy and Brehaut in 1940 (right). No later than 1955, it had relocated to Hylan Boulevard in New Dorp, next to Tavern on the Green, as seen as we passed by in the middle photo.. It soon after became Star Pontiac, as we've seen local advertising from 1957 with that name. It remained for some time through at least 1977, as seen in the bottom photo. Too bad the Time Machine isn't an auto carrier. We'd have hauled a good number of these cars back to us in 2024.



Top photo courtesy of the NYC Municipal Archives. Center photo courtesy of the Staten Island Historical Society, taken by Herbert Flamm. Bottom photo courtesy of the Museum of the City of New York, taken by Harvey Wang.



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