

FLORIDA REGION  
ANTIQUE AUTOMOBILE CLUB OF AMERICA

# *The Running Board*

Published Monthly in the Interest of the Preservation of  
Antique Motor Vehicles



## **Larry Cole's 1958 Buick Roadmaster 4 DR HT**

August 2019

Coming Events:

August 12	Florida Region board Meeting, Kress Memorial Church	6:00 PM
August 12	Florida Region General Meeting, Kress Memorial Church	7:00 PM



For the latest Florida Region club news visit our website

[www.FloridaRegion.aaca.com](http://www.FloridaRegion.aaca.com)



THE RUNNING BOARD
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Send your article submissions to:  
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Deadline is the 20th of the month

**President's Letter**

Greetings All,

Hope y'all are enjoying the summer - even with the extra temp's to deal with. Plenty of shows, tours and auctions to attend along with some good intermittent weather to take a drive in the countryside or just work on your rides.

During the down time of summer let's keep our minds working on the opportunities for activities, meeting topics, places to go, or anything of interest for the club and our hobby.

Best Regards,

Mickey Bryant

**Letter from the Editor**



July has been a busy month for the Running Board editor. I have an official Huntsville address now : 1202 Nature Walk Blvd, Huntsville AL 35824. Last week I got to see the car show at the Redstone Space and Rocket Center that celebrate the 50th anniversary of the moon landing.



Moon Buggy reproduction

## **Minutes of the Florida Region AACA Board & General Meeting – July 8, 2019**

The Florida Region AACA met at the Kress Memorial Church in Winter Park on July 8, 2019. President Mickey Bryant called the Board Meeting to order at 6:20 pm; General Meeting at 7:10 pm. Officers and Board Members present were Jack Scott, Howard Gilkes, Larry Cole, Bob Coolidge, Bill Morris, Darrel Cole, Larry Mills, Don Allen and Steve Tunney. New member David Berndt attended the meetings. General Meeting had thirty-one (31) members in attendance.

Dick Gauchat led the Pledge of Allegiance to the flag of the United States of America. The Minutes of the June Meetings were approved as printed in “The Running Board”. Don Allen presented the Treasurer’s Report for June, 2019. Pres. Mickey Bryant introduced new member David Berndt & old member Bob Rader.

At the Board Meeting, Bill Morris reported on the David MacMillan garage tour; about twelve (12) attended. The antique car and memorabilia collection was enjoyed by all.

There was a discussion on plans for what will become our annual Florida Region Car Show on November 2. Mickey Bryant, Larry Cole, Larry Mills and David Berndt are to design a Show Flyer. Darrel Cole reported that the New Car Show will be on September 20-22.

Fifteen (15) to twenty (20) antique cars and trucks are requested.

There was a continued discussion of upcoming 2019 Florida Region events:

August 12

Speaker or Story Night involving old car stories

September 9

PotLuck Dinner/Kendra, Chairman

September 20-22

New Car Show/Darrel Cole, Chairman

October 9-12

AACA Eastern Fall National, Hershey

October 26

Buick Olds Pontiac Cadillac car show

November 11?

Allegro Assisted Living Center/Wayne Bostak, 10 car request.

November 2

Florida Region / Mt. Dora Annual Car Show, 1<sup>st</sup> Baptist Church

December 12

Christmas Party/Golden Corral 6:30 pm/Howard Gilkes, Chair

Millie Gauchat's and Charlie Steffy's birthdays were celebrated by all present.

The 50/50 Winner was Fred Kaufmann. Silver Dollar winners were Dick Gauchat, Steve Tunney and Fred Kaufmann (again).

The Board Meeting was adjourned at 6:58 pm; General Meeting at 7:30 pm followed by our Club Auction with Darrel Cole as Auctioneer.

Howard Gilkes, Florida Region AACA Secretary

### **August Birthdays**

Mickey Bryant	August 27
Gerri Cannizzaro	August 19
Matt Cannizzaro	August 19
Bob Coolidge	August 29
Shirley Dawson	August 11
Merle DenBeesten	August 5
Nelson Lawson	August 11

### **Harley Earl at GM**

#### **Excerpt from Fins by William Knoedelseder**

Cadillac's chief engineer, Ernest Seaholm, was an early appreciator of Harley Earl's styling ideas. He asked Art and Colour to collaborate with GM's custom body division, Fleetwood, on the design for the Cadillac V-16 Aerodynamic coupe for the 1933 "Century of Progress" World's Fair in

Chicago. The result was a one-of-a-kind promotional show car that boasted a list of styling innovations nearly as long as its 149-inch wheelbase, including a sloping “fastback” rear end, the absence of running boards, pontoon-style fenders, a spare tire tucked away in an integral trunk, a lighted and recessed license plate housing, a gas tank filler hidden beneath the taillight assembly, bullet-shaped headlights, chrome tailpipes, and an exhaust system specially tuned to give the engine a specific tone. Inside, there was walnut trim, “knobs and handles plated in a satin gold finish,” and sun visors “shaped like abstract leaves, made of fine cloth and mounted with screws that had heads of imitation pearl.” Even the engine, the first V-16 to power an American passenger car, had the earmarks of a Harley Earl production, with the surfaces of its various components detailed and finished in enamel paint, porcelain, polished aluminum, and chrome. The car was such a hit with World’s Fair attendees that Cadillac decided to put it into production with few changes for the 1936 model year. With advertising aimed at “the very rich and very few,” management’s plan was to build only four hundred of the cars; however, they fell far short of the mark, finding only fifty-some customers for the elegantly appointed, hand-fashioned vehicle. Ernest Seaholm waxed poetic when he later summed up the car as “a dream of the Roaring Twenties, materializing at the time the bottom dropped out of the stock market, advertised for the ‘four hundred’

who were now in hiding, and finding instead only empty pocketbooks. “Be that as it may,” he said, “it was an outstanding piece of work.” Indeed, auto historians now credit the Aerodynamic coupe with ushering in the modern era of American car design. At the time, it showed GM management how much Harley and his staff could accomplish when they were given a freer hand.



Harley’s beloved LaSalle faced the same fate the following year, the result of an even steeper decline in sales. According to auto historian Michael Lamm, while Harley was in Europe making his annual rounds of auto shows, designer Jules Agramonte made “a full-sized airbrush rendering on black paper of the front of a car with a tall, slender radiator grille. The grille took its inspiration from that day’s track and beach racers.” Agramonte showed the drawing to Harry Shaw, the man Harley had left in charge, and suggested it might be a good design for the LaSalle. Shaw was unimpressed and told him to put the drawing away. But when Harley returned, Agramonte pulled it out and put in up on



the board for all to see. “Earl came in and got terribly excited about it, and they were working on it night and day from then on,” recalled designer Gordon Buehrig. Harley was so determined to save the LaSalle that he went beyond a clay model and ordered the construction of a wood-and-metal model of Agramonte’s proposed body—trimmed, painted, and accurate in every detail, to the point that you actually could open the doors and sit in it—a process that cost as much as \$100,000. Harley unveiled his proposed 1934 LaSalle to a group of pertinent executives he gathered in the Styling Auditorium. He “had the LaSalle mock-up onstage, alone, with the curtains drawn. As he rose to make his presentation, he said, ‘Gentlemen, if you decide to discontinue the LaSalle [as he pronounced it], this is the car you’re not going to build.’ The curtains parted, and there stood the gleaming mockup of the 1934 LaSalle. The audience sat silent for a moment, and then came to life. GM quickly approved it. The LaSalle would live another seven years.



Having learned from the 1929 “pregnant Buick” debacle that the average American car buyer didn’t go for abrupt, radical styling changes, Harley developed an ingenious process for delivering gradual, carefully planned change. He introduced major styling innovations—suitcase fenders, for instance—in the Cadillac, then passed them down in succeeding years to the less expensive makes, first to Buick, then to Oldsmobile, Pontiac, and finally, in the fifth year, to the low-priced Chevrolet, where they became commonplace. The trickle-down styling scheme “played upon consumers’ desire not merely for progress, but also for social mobility,” according to automotive historian David Gartman. “Consumers of the lower makes were persuaded that their cars were getting better because they looked more like Cadillacs, and their lives were getting better as well.” Alfred Sloan told Harley early on that he needed to stimulate the public’s appetite for new GM models without rendering the older models unpalatable in comparison. A delicate balance had to be maintained between the new and used car markets, he said, because most people depended on the trade-in value of their old car for the down payment on a new one.

### **Parking Lot Finds**

In parking lot on Hwy 72, Madison  
AL July 27 - Pontiac Catalina



Redstone Space and Rocket Center July 20,  
Moon Landing Anniversary Car Show



1969 Ford Talladega



1959 Mercedes 300 Aduer

1955 Buick Super Riviera



Volvo 144 at The Volvo Store Showroom  
Winter Park



# July Garage Tour

Many Thanks to the MacMillan's for a great  
Garage Tour with an interesting variety of Cars,  
Outboards Motors and miniature Donkeys



1930 Rugby Pickup



Cole's 1957 Oldsmobile 98 HT



1924 Yellow Taxi Cab



Miniature Donkeys  
(don't know the years)



1929 Model A Ford Tudor



1924 Yellow Taxi Cab



1929 Model A Panel Delivery



1951 Nash Metropolitan



1914 Regal  
Underslung Touring



1914 Regal  
Underslung Touring

Cole's 1958 Buick  
Roadmaster 4DR HT



1951 Nash Metropolitan



1931 Model A Ford Phaeton



1934 Dodge Pickup