

FLORIDA REGION  
ANTIQUE AUTOMOBILE CLUB OF AMERICA

# ***The Running Board***

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



## **1959 Pontiac Bonneville July 2025**

### Coming Events:

July 14	Florida Region Club Board Meeting, All Saints Church, Winter Park FL, Thomas Center in the Bride's Parlour.	6:30 PM
July 14	Florida Region Club General Meeting, All Saints Church, Winter Park FL, Thomas Center in the Bride's Parlour	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

July 2025

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

## July Birthdays

Dan Brennan July 6

Joanne Swain July 23

Don Reinhardt July 30

## Board and General Meeting –

The Florida Region AACA Club general was held on June 9 at All Saints Church in the Bride's Parlour. Thirteen members attended the general meeting after the board meeting. The arrival of Darrell Cole in his police car replica provided a nice way for getting everyone's attention for meeting opening.

President Charlie Jones called the meeting to order at 7:04PM. The minutes from the meeting as presented in the TRB newsletter

were accepted by the club. The Treasury report was presented by Treasurer Don Allen and was accepted by the club members.

Charlie opened the discussion of the club show plan with an announcement that Jack Scott has donated 4 car models to be used for the show trophies: a 1951 Studaker, a 1969 Chevrolet Corvair, a 1948 Ford convertible, and 1967 VW Beetle. Mickey only needs a Chrysler model to have enough to complete all the trophies needed for the show.

Don Allen brought the show fliers to pass out to members to distribute in the community. Mickey Bryant also picked up some fliers for mailing to those who attended the last show and to the state regional AACA clubs.

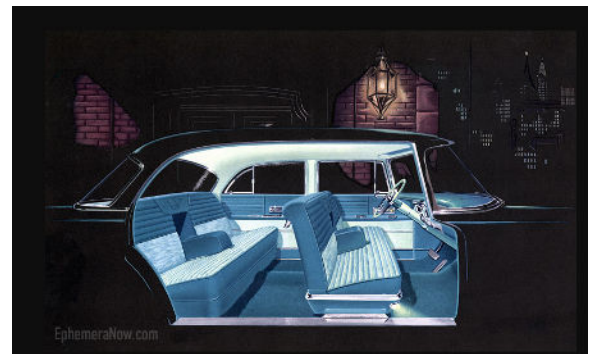
Matt Cannizzaro reported on the recent Mustang Club of America in Orlando Deezerland. The show was organized by the local MCA chapter. Over 300 cars were presented. Matt said Darrell Cole's Ford GT was a hit of the show drawing the largest viewers. Matt closed by saying that the secret to having a successful show is to have a strong marketing effort ahead of time. He said he visited the local shows to spread the word about the Mustang show and encourage car owners to participate in his show.

Next the 50/50 drawing was performed.


The program for the meeting was a video that Charlie Jones showed on the history of Nascar stock car racing and its roots at Daytona.

Afterward club members had refreshments provided by Betsy Campbell.

Dana Sprague  
Club Secretary



### **1955 Imperial: The First Class Lounge on Wheels**

 The Shocking Truth About the 1955 I...

<https://macsmotorcitygarage.com/birth-of-a-new-brand-the-1955-imperial/>

Seeing as 2025 is the 100th year of the Chrysler Corporation, the following is a section covering one of Chrysler's showcase models: the 1955 Imperial.



By the early 1950s, it had become clear to Chrysler that the Imperial had to be differentiated from other Chrysler vehicles to compete with the domestic luxury brands of Cadillac, Lincoln, and Packard. Until the early 1950s, the Imperial had been a long-wheelbase, basically a chrome-free version of the Chrysler New Yorker, with the exception of the Imperial Crown. But things began to change significantly in 1955, when the sixth-generation Imperial emerged as the first generation of a new, stand-alone division of the Chrysler Corporation called the Imperial Division. First, as an independent division, Imperial's vehicles did not bear Chrysler emblems, and Chrysler Corporation

notified the 48 states that Imperial was legally a separate brand. In response to this change, Cadillac dropped the "Imperial" designation from its top-of-the-line limousines in 1955.

Chrysler called it the "The 100 Million Dollar Look." Designer Virgil Exner had been hired by Chrysler to completely remake the company's stodgy, antiquated look. And he delivered his 1955 "Forward Look" transforming their products from the lowest-price Plymouth to this, the flagship Imperial. No longer a Chrysler, Imperial was a new division in 1955, building the most luxurious, most advanced vehicles for the company to compete against Cadillac and Lincoln.

Riding on a luxurious 130 inch wheelbase, the Imperial featured the 331 cu-in FirePower V8 engine, the first-generation "Hemi" with its famed hemispherical-head design. PowerFlite automatic transmission, plus power steering, brakes, windows and front seats were all standard.

Many contemporary reviewers still reflexively described it as the "Chrysler Imperial," perhaps reflecting the rather erratic way Chrysler had applied the



name since 1926. The standard 1955 Imperial was 223 inches (5,664 mm) long on a 130-inch (3,302mm) wheelbase, weighing around 4,800 lb (2,175 kg) at the curb. The very rare Crown Imperial, offered either as an eight-passenger sedan or limousine, was 242.5 inches (6,160 mm) long on a 149.5-inch (3,797mm) wheelbase. Imperials had simpler side trim than New Yorkers, along with taller eggcrate grilles and unique bumpers.

difference



1954 Chrysler Imperial



1955 “forward look” Imperial vs 1954 Chrysler Imperial- notice the wheel well

The basic interior structure and dash were shared with the Chrysler New Yorker as well, but with richer fabrics and colors, and power windows and power seats were standard. Both the Crown Imperial Sedan and Limousine were equipped with forward-facing jump seats that folded into the front seat backs, while the Limousine featured an electric partition window, also built into the front seat back. Imperial prices ranged from \$4,483 to \$7,095, compared to \$2,660 to \$4,209 for the standard Chrysler line.