

FLORIDA REGION
ANTIQUE AUTOMOBILE CLUB OF AMERICA

The Running Board

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



1948 Lincoln Continental Cabriolet

August 2024

Coming Events:

August 12	Florida Region Board Meeting, All Saints Episcopal Church in the Mary Martha Room.	6:00PM
August 12	Florida Region General Meeting, All Saints Episcopal Church in the Mary Martha Room.	7:00PM



For the latest Florida Region club news visit our website
www.FloridaRegion.aaca.com



THE RUNNING BOARD		
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Send your article submissions to:
boardeditorfl@gmail.com
Deadline is the 20th of the month

August Birthdays

Nelson Lawhorn	August 11
Gerri Cannizzaro	August 19
Matt Cannizzaro	August 19
Mickey Bryant	August 27
Angie Strague	August 28

Board and General Meeting –

The Florida Region AACA Club general meeting and club annual auction were held on July 8 at the All Saints Episcopal Church in the Bridal Parlour.

President Charlie Jones called the meeting to order. There were 13 club members present for the meeting. Treasurer Don Allen presented the treasurer's monthly report. The report was accepted by the club members. Charlie asked the club members for old issues of AACA Antique Automobile magazines to provide at the club table at Gateway Classic Cars.

Then club events were addressed. The Christmas party is planned to be at Perkins/Apopka on Dec 9 at 1pm. RSVPs will be sent out for the party to provide count to Perkins. The christmas party would also have a collection for children hospital gift cards.

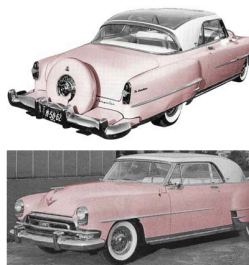
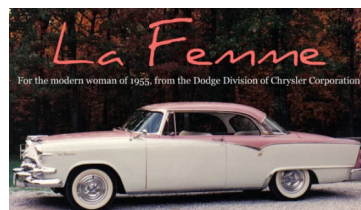
There is an opportunity for monthly club cruises to be held at Perkins/Apopka. The cruises tentatively would be on Sunday at around 2pm to 5pm, from September to May monthly.

Next, the club Raffle was held. Bud Benier had the winning ticket. Betsy Campbell won the Silver Dollar

Next the program for this meeting was presented by Don Allen. Don covered the history of unique car models. The history of the Dodge La Contessa and La Femme, and Willys Surrey/Gala. Then the meeting was adjourned.

Glenn Harris, Secretary

La Femme



La Contessa



Willys Surrey/Gala

In Memory

Bob Coolidge passed away on July 12, 2024. Bob was a long time member of AACA and the Florida Region serving on the board many years and as President of the Florida Region in 2010-2011. A great collector of Studebaker's!

We will miss Him! Our thoughts and prayers go out to Lorraine and the family.

Vinyl On Wheels: The Brief History Of In-Car Record Players

[Read More:](#)

<https://www.slashgear.com/1612507/vinyl-history-of-in-car-record-players/>

In the 1950s anything seemed possible. The United States was recovering from a World War and feeling very confident in its future. It felt like America was rising like a phoenix from the ashes of the war, and new inventions were everywhere. Technology was heading in leaps and bounds toward the advancements that would take men into space, and home gadgets and gizmos were being created that were intended solely for convenience.

One of the places where the luxury of the 50s and 60s was felt the most was the car market. Cars were suddenly a sign of luxury and having a car with all the extras said something about a person. Enter all kinds of

wacky comforts and upgrades, including the record player making its appearance in vehicles.

Record players in cars was a dream that would one day lead to the reality of portable music that we all know and take for granted.

CBS employee Peter Goldmark. Goldmark, one of the individuals who helped develop the 33 1/3 rpm LP, came up with an in-car record player called the Highway Hi-Fi, which debuted in Chrysler vehicles for the 1956 model year. Goldmark bypassed the issues with 12- and seven-inch records by introducing a proprietary format that used seven-inch discs playing at a much slower 16 2/3 rpm, allowing for up to an hour of music per side.



This combined the easy handling of 45s with a running time far exceeding that of even the longest 33-rpm album. While it

sounded great on paper, the Highway Hi-Fi wasn't without its downsides. For one, the Highway Hi-Fi chewed through needles, which cost owners \$2.50 each — nearly \$32 in today's money — to replace. Secondly, the proprietary format meant that you couldn't just play the records you already had: owners had to buy dedicated Highway Hi-Fi records, and there were only ever 42 advertised.

The first records produced by Columbia offered many popular tracks. These tracks included work by Percy Faith, Cole Porter, and more. These were the hits of the time, and they were meant to be an inducement to make more people want to invest in this new technology.



Consumer Reports did not test the product before it was added to vehicles, but the price tag of nearly \$200 would have been a constraint for many people. This is \$1,700 in today's money!

The Highway Hi-Fi continued into 1957 in cars like the Chrysler New Yorker and Saratoga but was gone by 1958.

The Highway Hi-Fi's short-lived and unceremonious two-year run in Chrysler cars signaled the end of Columbia's attempt to offer vinyl-based in-car entertainment. However, Chrysler hadn't given up entirely, as just two years later, it would partner with RCA Victor for the RCA Victor Auto Victrola

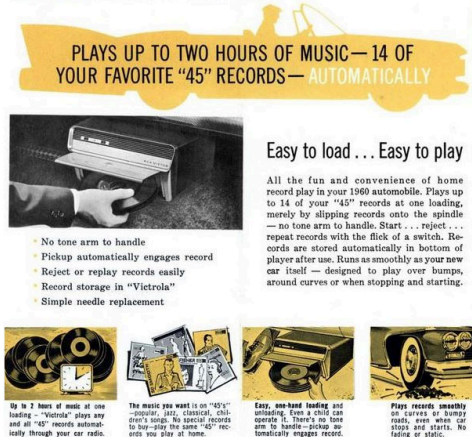
Developed by Chrysler and RCA Victor engineers and introduced for 1960 Plymouth and DeSoto cars, the Auto Victrola took a radically different approach from the Highway Hi-Fi. Instead of asking owners to invest in a new format with a limited selection of titles, RCA opted to use the already existing (and incredibly popular) 45-rpm seven-inch record in its in-car player — but with a twist.

RCA's gambit was to increase playing time simply by stacking 14 seven-inch records on top of each other, with the Auto Victrola changing between them to keep the music going hands-free. RCA claimed up to two hours of playtime with a fully loaded Auto Victrola. This wasn't new technology, though, as RCA already had a 14-record player for home use, and it's entirely possible that its engineers reused the basic design

In 1960, the cheaper car record player landed on the market. The RCA Victor, was also referred to as the "Victrola." The record

player cost \$51.75, which is \$410.47 today. This was a more expensive option, but you could play your 45s on this record player. The record player was tested by Consumer Reports. The testers found that the record player would hold 14 records and that these records would play for two and ½ hours.

THE **CHRYSLER** RCA VICTOR "45" RECORD PLAYER



PLAYS UP TO TWO HOURS OF MUSIC—14 OF YOUR FAVORITE "45" RECORDS—AUTOMATICALLY

Easy to load . . . Easy to play

All the fun and convenience of home record play in your 1960 automobile. Plays up to 14 of your "45" records at one loading, merely by slipping records onto the spindle — no tone arm to handle. Start . . . reject . . . repeat records with the flick of a switch. Records are stored automatically in bottom of player after use. Runs as smoothly as your new car itself — designed to play over bumps, around curves or when stopping and starting.

- No tone arm to handle
- Pickup automatically engages record
- Reject or replay records easily
- Record storage in "Victrola"
- Simple needle replacement

Up to 2 hours of music at one loading — "Victrola" plays any and all "45" records automatically through your car radio.

The music you want is on "45's" — popular, jazz, classical, children's songs. No special records to buy — only the same "45" records you play at home.

Easy, one-hand loading and unloading. Even a child can operate it. There's no tone arm to handle — pickup automatically engages record.

Plays records smoothly on curves or bumps, around roads, even when car stops and starts. No fading or static.

This record player was also found to be easier to operate, and it allowed you to focus on the road rather than changing the record. A year later, there was a new record player produced by Norelco. This was called the Auto Mignon. This player only held one 45 rpm record at a time. This was just four and ½ minutes of playtime. The Norelco also did not store records, so storage was an issue within the car. Surprisingly, these new record players were actually relatively stable and did not skip when you drove. The stylus never jumped over the grooves, even when driving over ruts and grooves. These units also ran faster than the Highway Hi-Fi. This made it sound better and helped to make sure that your other records would

play on the record player in your car.



George Harrison with his Philips Norelco Auto-Mignon. Source: "The Beatles Book Monthly", photo by Johnny Dean.

This was a smaller unit that fit under the dash and barely impeded the legroom at the front of the car. This was a nice change of pace when compared with the first devices, which were larger and bulkier. This smaller unit probably needed to be bigger to make storage more effective, but the sleek model was a nice change of pace.

However, the RCA Victor was discontinued in 1961. There was a new technology on the scene, and it would actually be the device that would propel music portability forward. Without the introduction of record players to cars, the next steps of the music portability revolution might never have happened. The event that sounded the death knell for in-car record players was the emergence of tape-based music in the form of the compact cassette and eight-track cartridge.