



Indy Mopar Club News

www.indymoparclub.com

JUNE 2023

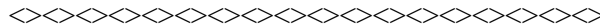
Jan Peel & Tom Kelly - Editors 317.439.1727 e-mail: tomvkelly@aol.com



Jeff Platzer, President 260.403.6616	Ronda Cherry, Vice President 317.997.6999
Steve Wisdom, Treasurer 317.457.5205	David Opel, Secretary 317.450.7813
Randy Smith, Communications Director 317.696.1894	

Meetings are normally the last Thursday of every month except November & December. Refer to the President's Message for both those and future meeting dates.

Next regular meeting: June 29, 2023; will be held at *MCL Cafeteria, 3630 South East Street* Indianapolis (US 31- N of Southern Plaza between Sumner & National). Meet for dinner at 6pm, meeting at 7pm. A Map Quest link is available on the IMC website – www.indymoparclub.com



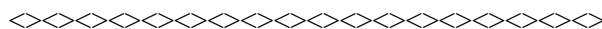
Message from Jeff Platzer, President:

Hello everyone and welcome to the start of summer! Most of us have already gotten a couple of shows and cruise-ins under our belts. I've made it to Lowe's once and Culver's Avon. Went to Franklin's show with Jay Williamson. I'd really like to get as many of you as possible to do the Wanamaker show on Sunday June 25. It's obviously before our meeting, but if you see this in time, do your best. I'd also like to call Saturday July 25th as a club cruise-in at Lowe's in Avon. We've met there before, and it worked out nicely. I'll bring a big tent. Time is 5pm to whenever.

I think we're in good shape for Fletcher on July 8. We're passing out flyers. We have the registration forms and the cards printed by Jay. I've checked our inventory and I think we've got enough stuff. If you've got any unused new bottles of anything, bring it with you, as we've got two shows of stuff we need. We're still trying to get the website oldcaronly.com to load our show. We've sent the info 5 times with no luck. We'll keep trying.

I'd like to encourage everyone that likes drag racing to attend the NMCA World Finals here in Indy at IRP Sept. 23-24. There's a car show you can enter either day which is very good. The drag racing is excellent, being a national event. The new Ramcharger Challenger should be there, and it looks really nice! It competes in the Holley EFI Factory Super Car class. They are also campaigning it in NHRA, under Factory Stock Showdown. Pro Mods are also here but NMCA does not do Nitro cars. Lots of nostalgia super stockers dominated by Mopars, so that's awesome to see.

See you soon!
Jeff



May 25, 2023 Indy Mopar Club Meeting Minutes

1. The meeting was called to order at 7pm by IMC Club President. - Jeff Platzer.

2. Introduction of Members and Guests, Auto Updates, Mopar Updates – Jeff Platzer.
3. Secretary report / Highlights of Last Meeting - Dave Opel.
 - a. Minutes from previous meeting accepted with no corrections.
4. Treasurer’s Report – Steve Wisdom.
 - a. Balance Sheet April 30, 2023,
 - i. April 27, 2023 Balance: \$2,937.17
 - ii. May 2023 Income: \$96.00
 - iii. May 2023 Expense: \$829.25
 - iv. May 25, 2023 Balance: \$2,203.92
 - b. Flower Fund: \$255.71
 - c. 59 Member families Paid to date.
5. Communications Director Report – Randy Smith.
 - a. Flyers for Fletcher Show (July 8) completed and presented to members for distribution.
 - b. Flyers for York Show (Oct 1) being updated.
6. Member News, Birthdays, Anniversaries – Ronda Cherry
 - a. Report given – Congratulations to all!
 - b. Tom & Teresa Kelly visited Jan Peel on May 24, her room changed to #107.
7. Event Calendar – Tom Kelly
 - a. Cruise-in at Lowes in Avon is on Saturday evenings 6-9pm. Jeff will select a date for IMC participation.
8. Attendance @ Meeting – Ronda Cherry
 - a. 16 Members in attendance.
 - b. Attendees: Jeff Platzer, Ronda Cherry, Steve Wisdom, Dave Opel, Randy Smith, Garrett Bergquist, Kevin & Sharon Wedan, Dart & Donna Leibrandt, Tom Kelly, Ron Kriech, John & Vickie Walker, Jeff Andis, Evan Springer.
9. New Business – Jeff Platzer
 - a. Broke/Fixed or New Projects: Jeff has fired his upgraded engine, sounds healthy!
 - b. Fletcher Update- no changes.
 - c. York Cruise-in update- Sunday October 1, 2023. Activities being finalized.
 - d. Mecum Show update- large number of automobiles and bidders/guests.
 - e. Black Ghost, a legend of Detroit street racing sold for \$975,000. A movie is reportedly to be produced.
 - f. Newsletter Articles/Member Profiles needed for months ahead.
10. Old Business – Jeff Platzer
 - a. Have a safe summer and visit OldCarsOnly.com for upcoming Cruise-in Activities.
11. Meeting Adjourned at 7:45pm. Motion by Randy Smith, Seconded by Garrett Bergquist.
Submitted by Dave Opel, IMC Secretary

Club Members’ June Newsletter Contributions:

From Dave Opel- Announcement in Hemmings News June 2023:

Dodge to offer a limited number of buyers the chance to purchase a 2023 Challenger SRT Demon 170. The supercharged 6.2 Hemi produces 1,025 horsepower at 6,500 rpm and 945 ft-lbs of torque at 4,200 rpm. This car can hit 60 mph in 1.66 seconds and cover ¼ mile in 8.91 seconds at 151.17 mph (can we say FAST).

Production will be limited to 3,300 units, 3000 U.S. and 300 Canada. Suggested MSRP to be \$96,666 excluding destination charges and fees. This car is the seventh and final “Last Call” for special edition model for Dodge before phasing out internal combustion performance cars altogether. Sorry to see this end for a very special car.

From Tom Kelly... Got a few shots of IMC member Dan Kelly's 1968 Plymouth Road Runner at the Danville Cruise-in.



els in



I'll preface this story by saying I pulled a 1968 Plymouth Road Runner from a barn lot in North Salem, Indiana in 1982 which I still own today. An original 426 Hemi automatic car, I learned from the owner that it came from the Danville Chrysler- Plymouth dealership in Danville Indiana when new. I later met with the dealership owner, Gary Houser in the mid '80s to see if I could learn some history on the car and on him procuring a Hemi back in the day. I have had a valued friendship with Gary ever since. This led to my interest in writing a story on his starting this dealership and some insight to what it was like back in the 'good ole days' of the performance cars era & beyond. Because of its' length, I'll break this down into two parts with the remainder of the story next month. *Tom Kelly*

Let's Make It Danville... PART ONE

Growing up in New Castle Indiana, a lot of local young men marched into the employment office at the New Castle Chrysler Plant with hopes of employment and kick starting their journey towards the American dream. Gary Houser (now Sr.) was among them. Gary hoped he had a leg up on some of the others. He did chores and yardwork for a neighbor lady that worked in the Plant office and crossed his fingers that would help. Alas, things did not work out at Chrysler; at least not yet. Instead, Gary found himself, at age 21, selling cars at the New Castle Ford dealership, Bill Bruce Ford. He found it was a business field that he enjoyed. And it was here that Gary met another salesman, 10 years his senior, who would eventually help set a different trajectory for both of their lives.

After two years at Bill Bruce Ford, Gary now age 23 had a little brainstorming discussion with his friend Bob Huse. They questioned why they were spending such long hours working for someone else when it seemed more reasonable to pursue working for themselves. They decided to investigate starting their own automobile dealership. Gary said they set their sights on a Chrysler Corporation dealership, not even considering Ford or GM.

It was early 1967 and after reviewing their individual savings, they headed out to Cincinnati Ohio, the area's Zone Office for Chrysler Corporation. They walked in, not really knowing anyone and boldly said they had \$16,000 (\$14,000 was Bob's and the youngster Gary had a hard earned \$2000) and wanted to start a Chrysler dealership!

I'm pretty sure today they would have been quickly shown the door, if not actually escorted out by security. Let's remember the world was a little different place some 55 years ago for such a crazy request. Well, the man behind the Chrysler Zone Office desk listened and actually let them give their best sales pitch (they had been selling cars for a few years by now!). He obviously saw their sincerity and desire so stated Chrysler's requirements. It basically boiled down to, 'you get a facility leased from the list of areas where we want a dealership, and we'll give you a Chrysler-Plymouth

franchise'! I suspect they might have thought, "wow, we should have done this years ago!". Among the numerous Indiana location choices were Elwood, Madison, and Danville. He then added that there was an abandoned Pontiac dealership building and lot in Danville that was currently on the market. Ok, they agreed, let's try Danville!

Armed with that lead and an abundance of youthful determination, they identified the former dealership facility and found the location just east of Danville on old US 36. They discovered it had been a Pontiac dealership for many years, first under Nort Watson, who later relocated his dealership to Indianapolis. The facility was then reopened as Jake Freedman Pontiac. This owner later vacated it for his new site a bit further east, in the building that currently houses 'The Finer Details' restoration shop in Danville.

After contacting the site owner, the man said he wanted \$500 a month to lease the building and lot. Gary said, 'we countered with \$450 a month and the gentleman said he'd take that for the first year of the lease'. The first step was done, and they were on their way towards the birth of Danville Chrysler-Plymouth (C-P). As an aside, Gary told me that there had been a Dodge dealership in the Danville town limits up until 1961 but it had closed when they saw the 1961 Dodge models! I had heard about the dealership outcry ("we can't sell those!") when the homely (or some said 'ugly') 1961 Chrysler product models were introduced to the public. This appears to be firsthand confirmation!

After locking in the facility and getting confirmation of their new C-P franchise, the partners had to get busy immediately. New 1968 model release was mid-September in those days, and it was approaching quickly. There was a lot of work required to get established and geared up. Gary got a room at the Kirk Motel (it was located across Old US 36 from the current Finer Details location at that time). It obviously wasn't practical to commute 80 miles each way from his home in New Castle daily. The partner's leased building was completely empty, so some frantic shopping ensued. Consider that they were starting from scratch. Desks, chairs, file cabinets, supplies, etc., all had to be located, ordered, and purchased. They hauled furniture and equipment with a 1958 Dodge truck they had purchased from the New Castle Ford dealership before they left. An old Mopar truck... what a great way to start a Chrysler dealership!

Another priority was finding a mechanic to take care of vehicle prep and service. They were starting from the ground up, not taking over an existing business so lots of things had to be considered. The garage mechanic would require tools, engine diagnostic equipment and obviously all the other equipment to adequately service and repair the new and used vehicles they would be selling.

Gary first approached Slim Davisson, a mechanic at the Kincaid Chrysler Dealership in nearby Lizton, but after much deliberation, said he couldn't risk leaving his stable job for a start-up. Interestingly enough, the Lizton dealership closed years before Danville C-P finally did! Gary eventually hired Jim Willard who worked for him for many years. Gary said initially he and Bob were pretty much 'jacks of all trades' for the first few years though each had their specialized tasks. Bob handled a lot of the office paperwork duties & parts, while Gary handled sales. Gary noted that Ms. Blanche Wean was a wonderful help as she did some of their legal bookkeeping and knew everyone in town, which helped immensely being new to the area. Gary said this small staff did have a business advantage with low overhead, but the workload did keep them extremely busy those first few years!

As their business continued to grow, a year after opening, they hired Jim Pitcock as their second mechanic. Gary said Jim was a wizard on the Sun distributor and engine diagnostic machines in the shop. Gary also remembered the initial shop rate was \$5.50/hour for service/repair. Yeah, the good old days!

Gary remembered the original location had a showroom that would only hold 3 cars but did have an adequate service area. That initial location's building & lot, though now significantly changed, still exists today as Edwards Equipment Sales, a Kubota tractor and Stihl equipment dealer on Old US 36, across from the Danville Hendricks County Hospital complex.

Their new Danville Chrysler-Plymouth dealership officially opened the day after Labor Day, September 5, 1967, just ahead of new model introductions. There was just one glitch, albeit a rather large one! Though they had ramped up

with used cars, over a month after opening, in mid-October, they still had no new 1968 models to display in their new car showroom! Anyone who grew up in the late '60s & early '70 muscle car era (including me), remembers how exciting it was to head to the dealership and get a first look at the new year's offering. 1968 was especially exciting as the new Road Runner and remodeled GTXs were being introduced. You may have seen advance pictures, advertisements or even teaser road tests in the car magazines. You might have even seen ads in the "LIFE" or "LOOK" magazines that your mom received, but it was nothing like seeing them 'in the flesh' at the dealership. Yet Gary and Bob had no new cars to display!






Gary made some frantic calls to the Cincinnati Zone Office to see what had happened to their first allocation of new vehicles. It was finally discovered that due to a clerical mix-up, their Line of Credit had not been activated. Their new 1968 model vehicles were still at the factory's holding facility in Detroit. They were told the new cars would not arrive any time soon, so alternative measures had to be taken. A quick call to Charlie Taylor, the owner of Hoosier Chrysler Plymouth dealership (Lafayette Road, just south of 38th Street, Indianapolis) resulted in the loan of three new cars for their showroom! Gary remembered having three 1968 Plymouth Satellites: a blue 2 door, a maroon 2 door with black vinyl top and a blue 4 door! The new Danville Chrysler-Plymouth Dealership, Code 64123, was finally in the new car business!

(PART 2 NEXT MONTH)

Dave Walden · 3h · 🗿

One of my uncles in Danville, Indiana in the late 60s. (Sorry about the bird 🐦)

BILL BRUCE SAYS:
April Specials on New '65 Fords
 FROM OUR FRIENDLY SALES FORCE
IT'S YOUR MONEY SO SPEND IT WISELY—
SAVE \$100 to \$300

 1965 GALAXIE LTD 2 dr. Hardtop Cruise-O-Matic, Radio, Power Steering, Power Brakes, Tinted Glass, WSW Tires, 304 V-8, 300 Miles. No. 289 Sticker Price \$3683.80 OUR PRICE \$3289.77	 1965 F100 129 Pick-Up Deluxe Heater, 7.5hp. Conv. Cab, 311 V-8 Exc. Springs, Chrome Bumper. No. 425T Sticker Price \$2555.80 OUR PRICE \$2224.12	 1965 GALAXIE 500 4 dr. Sedan Cruise-O-Matic, Radio, Power Steering, 311 V-8 WSW Tires, Wipers, Tinted W. Mailings. No. 348 Sticker Price \$3417.40 OUR PRICE \$3086.01	 1965 MUSTANG 2 dr. Hardtop 4 Cyl. 61. Stroke, Radio, Bucket Seats, Wheel Covers, Vinyl Trim. No. 404M Sticker Price \$2477.55 OUR PRICE \$2344.33
 1965 T-BIRD 2 dr. Hardtop Air Conditioning, Power Windows, Tinted Glass, WSW Tires, Radio, Steering & Brakes. No. 363TB Sticker Price \$5218.60 OUR PRICE \$4590.79	 1965 GALAXIE 500 4 dr. Hardtop Cruise-O-Matic, Radio, Power Steering, 311 V-8, WSW Tires, Padded Dash. No. 324 Sticker Price \$3447.30 OUR PRICE \$3108.48	 1965 FAIRLANE 2 dr. Sedan Cruise-O-Matic, Radio, Tinted W. Wheel Covers, WSW Tires, Padded Dash. No. 298X Sticker Price \$2397.40 OUR PRICE \$2445.12	 1965 FALCON 4 dr. Sedan Cruise-O-Matic, Radio, WSW Tires, 304 V-8. No. 402F Sticker Price \$2397.40 OUR PRICE \$2274.90

Did you know that you can buy a NEW '65 FORD for the price of most late model used cars . . . and get a 2-year factory warranty?

41 New Fords In Stock For Immediate Delivery

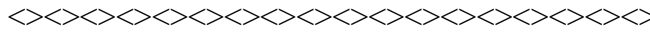
- Convertibles
- Sport Hardtops
- Station Wagons
- 2 Door Sedans
- 4 Door Sedans
- Thunderbirds
- Pick-Up Trucks

BILL BRUCE FORD
 1 BLOCK NORTH OF 3 & 38 INTERSECTION
 PH. JA 9-2537
 OPEN TILL 9 P.M. "We Service What We Sell"



Gary Houser & future Danville C-P partner Bob Huse.

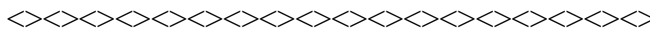
Picture of Danville C-P found on Facebook.



Tattler's Corner



I talked to **Jan Peel** on Tues 6-20. She had a procedure the previous Friday that went well but the doctor held off on a second test at the time. She said, "I think he rescheduled me for a second appointment because he needs a new Cadillac". Her feistiness is still there! She loves the cards, so keep them coming! **Evergreen Crossing and the Lofts, Room 107, 5404 Georgetown Rd., Indianapolis IN 46254.** Tvk



JULY 2023 Birthdays:

Barbara Crane 7-03

Jim Rockey 7-03

David Tays 7-07



Larry King 7-12
Mary Ordo 7-27

Ray Bridwell 7-20
Dart Liebrandt 7-28

John Walker 7-23

JULY 2023 Anniversaries:

Felicia & Larry King 7-04

Deb & Jeff Platzer 7-25

Caryn & Jay Williamson 7-26

Ginger & Rick Zimmerman 7-28

Sue & Larry Mayes 7-31

CONGRATULATIONS TO ALL!!!

2023 INDY MOPAR CLUB – EVENT LIST **TBV – to be verified** **TBD – to be determined** **R3 Updated 6-20-23 tvk** **IMC Contact**

Jun	18-24	Sun-Sat		Dodge Brothers Club	New York	Tom Kelly
	29	Thurs	6-8p	Indy Mopar Club Monthly Mtg	MCL Cafeteria	Jeff Platzer
Jul	8	Sat	10a-2p	Fletcher Chrysler - IMC Cruise-In	Franklin, IN	Steve Wisdom
	16	Sun	8a-3:30p	Shelby Shifters Car Show (Register 8a-12)	Shelbyville, IN	Jeff Platzer
	16-20	Sun-Thurs		Airflow Club of Amer National Meet	Cambria CA	Tom Kelly
	14-16	Fri-Sun		Chryslers at Carlisle	Carlisle PA	Dave Watt/Tom Kelly
	19-23	Sun-Thur		Ply Owners Club National Meet	Kalamazoo MI	Tom Kelly-Jan Peel
	26-30	Wed-Sun		The National DeSoto Club Natl Meet	Chatham Ontario Canada	Tom Kelly
	27	Thurs	7-8p	Indy Mopar Club Monthly Mtg	MCL Cafeteria	Jeff Platzer
Aug	2-6	Wed-Sun		Walter P Chrysler WPC Natl Meet	Niagara Falls, NY	Tom Kelly
	11-13	Fri-Sun		MOPAR NATIONALS-Natl Trails Raceway	Columbus (Hebron) OH	Tom Kelly
	19	Sat		Woodward Dream Cruise (wk long lead up)	Oakland County MI	Jeff Platzer
	26	Sat	9a-12p	Cruise Indy (details upcoming see FB)	Carmel IN	J Platzer
	31	Thurs	7-8p	Indy Mopar Club Monthly Mtg	MCL Cafeteria	Jeff Platzer
Sept	14-16	Thurs-Sat		Pure Stock Muscle Car Drag Race	Stanton MI	Dave Watt/Tom Kelly
	15-17	Fri-Sun		Holley Moparty-Beech Bend Raceway	Bowling Green KY	J Platzer
	16	Sat	8am	JDRF RUN/WALK - Carroll Soccer Stadium	Indianapolis IN	Steve Wisdom
	21-24	Thu-Sun		NMCA Race-Show	Lucas Raceway (IRP-Clermont)	Dave Watt
	21-24	Thu-Sun		World of Mopar -Summit Motorsports PK	Norwalk OH	Jeff Platzer
	28	Thurs	7-8p	Indy Mopar Club Monthly Mtg	MCL Cafeteria	Jeff Platzer
Oct	1	Sun	12noon-4p	York Chrysler / IMC Cruise-in	Plainfield IN	Jeff Platzer
	26	Thurs	7-8p	Indy Mopar Club Monthly Mtg Nominations for 2023 Officers	MCL Cafeteria	Jeff Platzer
Nov	18-19	Sat-Sun		Muscle Car and Corvette Nationals show	Rosemont IL	Tom Kelly/Dave Watt
	30	Thurs	7-8p	Indy Mopar Club Monthly Mtg	MCL Cafeteria	Jeff Platzer
Dec	10	Sun	5p	Indy Mopar Club Christmas Party	Steve Wisdom's Clubhouse	Steve Wisdom
				NOTE: NO DECEMBER MEETING AT MCL	1202 Leisure Lane, Greenwood 46142	

Local 2023 Cruise-Ins (Re-occurring)

May thru Sept	1 st Fri	5-9pm	Danville Cruise-In 1st Friday of Month	Danville IN Town Square	Tom Kelly
May thru Sept	Sat	6-9pm	Lowes Summer Cruise-in - Every Sat Night	Avon IN US 36	Jeff Platzer
May thru Sept		TBV	Mooreville Cruise-in / TBV	Mooreville IN	Dick Crawmer
Apr thru Oct	Sat	4pm	The SUDS Cruise-in	Greenwood IN	Evan Springer
May thru Sept	Thur	5-9pm	Martinsville Thursday Cruise on the Square	Martinsville IN	Dick Crawmer
May thru Sept	Sat	4-9pm	Noblesville Cruise	Noblesville IN	
Apr thru Oct	Fri	5pm --	Culvers 11351 E. Washington St.	Indpls IN	
Apr thru Oct	1 st Wed	6pm --	Culvers, Rockville Rd (US 36)	Avon IN	Jeff Platzer
May thru Aug	4 th Thur	5:30-7:30p	North Salem Cruise at Post Office	North Salem IN	