



Indy Mopar Club News

www.indymoparclub.com

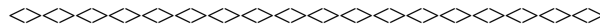
JULY 2023

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

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| 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: July 27, 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



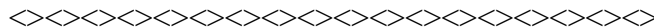
Message from Jeff Platzer, Club President:

Hello everyone! Well let's give this another try. We've been hampered lately by weather issues, canceling the last meeting and then canceling the Fletcher cruise in. So, the next try for the **Fletcher Cruise-in is August 5**. We re-posted it on the old cars only.com website and of course our Facebook page. Hope to see you there this time. Steve Wisdom and I attended the Wanamaker show and the Ray Skillman show. Good turnout and some nice Mopars. There are a few photos below.

York is in good shape to go. The dealership just completed their all-new remodel, and it looks great. Randy has brochures ready for us so try to attend the meeting and pick some up. This is our first try for a Sunday show so we'll see how that goes with far less competition than we normally would have on a Saturday. York wanted to try it, mainly because it doesn't interfere with their normal Saturday sales.

We heard and confirmed that DSR Racing in Brownsburg will again be hosting their car show the Friday of the first night of the NHRA US Nationals. In the past this has been one of our biggest club events. The show is normally indoors but this year it's all outdoors around the building. We're going to try and reserve a Mopar section for us. Please put this on your calendar!

FYI The first Wednesday of the month is the Culver's in Avon up by Dan Jones Road on Rockville Road. The third Wednesday is Portillo's in Avon. Both are getting nice turnouts.
Jeff



June 29, 2023 Indy Mopar Club Meeting was cancelled due to Severe Weather so no Meeting Minutes.

Club Members' July Newsletter Contributions:

From Tom Kelly - The Club responded nicely to a "Call to Arms" to help our dear friend and long-time member Jan Peel on Saturday July 22. As most who've been following Jan's journey through rehab have learned, she will be moving into a new assisted living facility at month's end. Because of that, her house needs to be put on the market quickly. With the huge collection of auto parts left over from her and her late husband Stan's S & J Parts business, as well as his large collection of miniature cars & trucks, that was a large obstacle to jump.

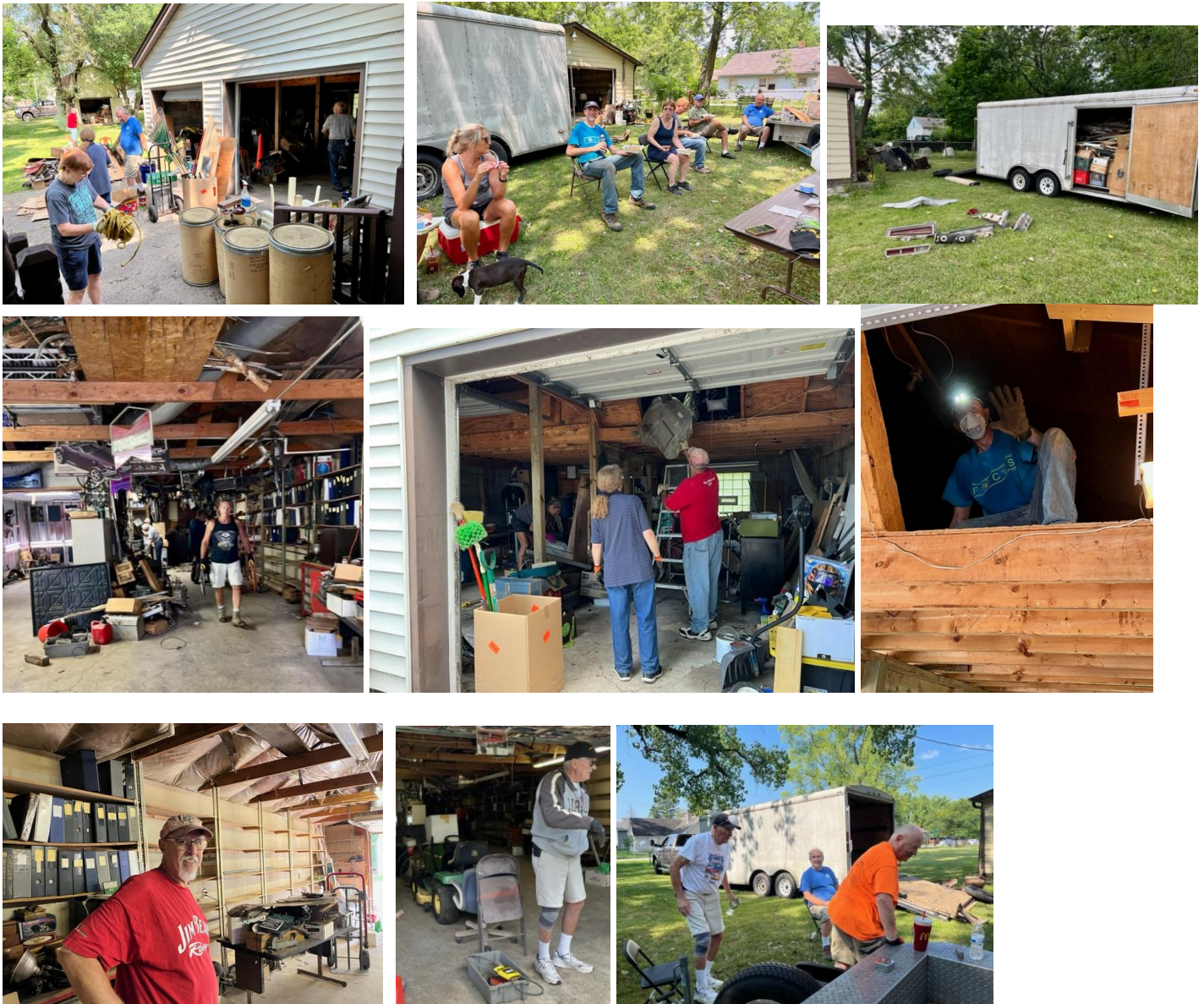
I'm happy to say that an interested buyer (**Mike Carter- obsoletemopar@yahoo.com**) was found at the Chryslers at Carlisle event the weekend of July 13-16. With a deal sweetener to help load his trailer at her house, an offer was made that Jan accepted.

Fourteen Club members showed up to assist unloading four attics as well as the four buildings below them! Two-wheel dollies, headband flashlights and lots of muscle arrived on the scene. Krispy Cream donuts and iced down bottled water supplied by the Kelly's and a great McAllister's carry-out lunch provided by the Zimmerman's kept the group hydrated and nourished!

Even before the buyer's truck and trailer rolled to a stop, there were mumbles, "He's gonna need a bigger trailer"! And indeed, he did. A second trip back up from Georgia is on the schedule for this coming Saturday, July 29. The group also helped daughter Carol with sorting and handling non-car related items that will be auctioned next weekend as well as disposing of 'no-longer needed' or damaged items. As fortune would have it, a scrap metal man came by and three truck loads later, the Peels will not have to pay for that disposal!

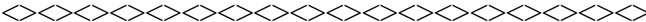
Jan & Carol asked repeatedly that I extend a personal, heartfelt "Thank-you" to all that jumped in to help them out. The IMC gang that helped included Rick & Ginger Zimmerman, Randy Smith, Steve Wisdom, Rick Kelly, Garrett Bergquist, Dick Crawmer, Steve Claycomb, Jeff Andis, Ronda Cherry, Dave Opel, Evan Springer, Teresa & Tom Kelly. I want to give a special 'Shout-Out to Randy for all the time he spent in the attics dragging stuff to the openings! This man should be given another PhD for 'Spelunking' after this weekend!

At a time like this, you realize what a great group of people we have in the Indy Mopar Club! THANK YOU!



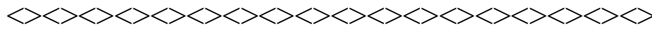


Our thanks to this little lady for all she has done for our Club over the years!



From Jeff Platzer - a few pics from the Wannamaker Show including Jeff's '67 Coronet:





From Tom Kelly -

Let's Make It Danville (CHRYSLER-PLYMOUTH-DODGE) ... PART TWO of THREE

(Due to other submissions this month, this article was broken into THREE parts).

Gary Houser Sr. remembered it was tough going for the first number of years. As with many small towns even today, the business had a little trouble being accepted in the community since they were 'outsiders'. He said the Danville area had a lot of folks who worked for GM and Detroit Diesel-Allison so gaining a customer base for Chrysler Products was a challenge. It helped that he had used cars of all different manufacturers to get potential customers on the lot. Gary remembered his first used car on the lot was a maroon 1955 Ford with spinner hubcaps, certainly something to grab attention! He said he always had a personal preference for the 66-67 Chrysler products body lines.

Interestingly, Gary said though he struggled getting 'GM loyal' dad & mom to stop in the showroom, the new '68 Plymouth GTX and Road Runners did draw in the younger crowd! He credited the Mopar muscle cars with attracting a lot of initial interest, traffic, and young customers to their brand-new dealership. A later review of some of his old sales files confirmed a lot of GTXs found new owners from his dealership. Gary estimated that about 1/3 of his new car sales were performance cars during the start-up years. He attributes that to helping them survive those critical first few years!

Regarding new vehicle selection for the dealership, I asked if Chrysler Corporate influenced what specific type of models he stocked. I was curious if they pushed the high-performance vehicles at all. Gary didn't remember any specific emphasis on the performance cars, but the Michigan area Chrysler Sales Bank did let him know what they had available and make recommendations. Other sources of stock were Chrysler Exec cars that were Dealer Auctioned at various plants in Detroit. He would get calls from the Chrysler rep regularly, letting him know current available stock.

Interesting to me, this is how he obtained the specific car I later pulled from a field in late 1982. More on this later but here is the teaser: The Chrysler factory rep called Gary and said they had two 1968 Hemi Road Runners available if he was interested. One was a PP1 Matador Red, Hemi Automatic Coupe (the one I own today) and the other was a GG1 Forest Green Hemi Automatic. Gary said, "I'll take them both" and they became the only two Hemi cars he ever sold through the dealership. As I noted, plenty of other performance cars were sold through Danville, including three 1969-1/2 A12 lift-off hood cars (one Six Pack Super Bee and two 440-6BBL Road Runners) and at least one AAR Cuda. 340 and 383 cars were popular sales as well for Danville. He even sold a few 'Lil Red Express trucks new in their '78-'79 era.

There was one performance car Gary remembered with a bit of distaste after all these years. He said he acquired a 340 Dart GTS exec car. Gary said unfortunately, it was light blue, had a white vinyl top with a white interior. While this car would likely be quite popular today in the collector market, we suspect back then it was not quite 'macho' enough with that color scheme. Gary said he had to practically 'give it away' to get it off his lot!

Gary smiled as he recalled another sale he was working on. This one was a Plum Crazy Dodge Dart. The Buyer wanted a black Racing Stripes on the hood so Gary said they could take care of it to make the sale. They took it into the shop, scuffed the area and painted the stripes with black spray cans as they had no paint gun equipment. The shop must have done an outstanding job since the owner was happy and the sale was completed!

Gary also remembered one particularly nightmarish event when he drove into the lot early one morning and found four new Road Runners sitting on concrete blocks with their wheels & tires missing. Definitely not a good way to start off the day!

During our conversation, an interesting aside for me was remembering a small used car lot just west of Brownsburg on US 136. I had gotten my license in early 1968 and my buddies and I would include this car lot in our after-hours cruise route to see what new Mopar cars they had on the lot. I found it curious that Porter's Used Cars always had an

abundance of Dodge and Plymouth muscle cars that were nearly always current model years. I always wondered how this tiny used car lot managed to get an abundance of highly desirable late model Mopar factory 'hot-rods'. Gary was able to shed light on this mystery as well. Gary knew the owner, Bill Porter, and said Bill was a licensed auto auctioneer. Bill happened to have a contract with Chrysler Corporation to oversee the Chrysler Exec car auctions for the Lynch Road Assembly Plant. These on-site auctions were for dealers looking to acquire low mileage Exec cars. Bill Porter obviously knew what was coming across the block and managed to acquire a few of the more desirable Road Runners, Super Bees, Chargers, GTXs and R/Ts for himself. As today, being in the right place at the right time was a nice advantage. Gary smiled as he recalled those many trips to the Detroit auctions with other area dealers who became great friends and great buddies to party with!

Among many of the other dealership owners at the time, Gary noted that Charlie Taylor (Hoosier Chrysler Plymouth), Eldon Palmer (Palmer Dodge) and John Jackson (C-P in Muncie, now Gaddis) were great friends to travel and hang with.

When I met Gary in the mid '80s after buying my Road Runner, I knew he also sold new Dodges along with Chryslers and Plymouths. Most of the Indianapolis area dealerships were either C-P or Dodge but not both, so I asked him how that transpired. Gary said Chrysler offered the Dodge franchise to them in spring or summer 1968 at no additional initial investment so they jumped on that opportunity. It may have been based on Danville being a rural dealership and the fact Chrysler had lost the Dodge dealership in the area in 1961 as mentioned earlier. Regardless, it allowed Danville C-P-D to sell new Dodge trucks to the area farmers as well as school buses to the local school corporations. He later actually sold a Dodge dump truck to the Town of Danville, taking a 1955 Chevy dump truck in trade. The dealership had finally become accepted by the community!

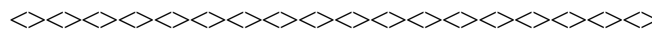
Gary personally served the Danville community as well, after locating in Danville. He joined the Danville Fire Department in 1969 and became the Assistant Fire Chief in January 1975. Gary served with the Department through 1980. The Danville dealership also sponsored local Little League as well as local bowling leagues through the years. The dealership advertised in the Hendricks County Flyer and on a local Public Service radio station.

Since Gary and Bob were leasing the initial property, the partners decided to buy a piece of property a mile or so east of their first site in the fall of 1968 at US 36 and County Road 300 East. They eventually built and relocated the dealership to that location in February 1972.

In 1980, Gary bought out Bob Huse's share of the Danville C-P dealership and continued the business on his own. As Gary continued to grow his Chrysler-Plymouth-Dodge dealership, Bob Huse returned to Ford Motor Company.

We spoke of sales promotions during the early years. Gary said tent sales were a tactic used to bring customers out, much as still used today. The local dealerships often held a combined Hendricks County Dealers tent sale at US 36 & State Road 267 (it was mainly open fields back then but it's a main crossroad of Avon today). Along with Danville C-P-D, Gary remembers Tom Costin Buick (Plainfield), Joe Stevens C-P (Plainfield), Blank Chevrolet (Brownsburg), Carson Ford (Brownsburg), Dugan Chevrolet (Danville) and all the other Hendricks County dealerships participating at the time.

During our conversation, I gained a little insight into the workings of dealerships & Chrysler's business requirements and practices back in the late '60s-80s. **That will be covered in Part THREE of this article next month.** TVK



Tattler's Corner



I last spoke with **Jan Peel** on Monday 7-23. She completed her last radiation treatment last week and though just having had a breathing treatment that morning for difficulty with catching her breath, said she was doing well. At the end of the month, she will be moving to her own one-bedroom apartment type assisted living facility. She is excited as she & her daughter Carol can decorate it with some of her own things so it will be more 'home-like' than the single room in the rehabilitation facility where she is currently. I'll provide the new location once she has relocated.
Tom Kelly



August 2023 Birthdays:

Dorinda Crawmer 8-5 Elaine Thomas 8-6 Steve Claycomb 8-11 Sam Willard 8-14

August 2023 Anniversaries:

Donna & Dave Opel 8-1 Regina & Carlton Brock 8-11 Elaine & Walter Thomas 8-18

CONGRATULATIONS TO ALL!!!

2023 INDY MOPAR CLUB – EVENT LIST **TBV – to be verified** **TBD – to be determined** **R4 Updated 7-24-23 tvk** **IMC Contact**

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|------|-------|-----------|--------------|--|--|---------------------|
| Jul | 27 | Thurs | 7-8p | Indy Mopar Club Monthly Mtg | MCL Cafeteria | Jeff Platzer |
| Aug | 5 | Sat | 10a-2p | Fletcher Chrysler - IMC Cruise-In | Franklin, IN | Steve Wisdom |
| | 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 | 7:30a-1p | Cruise Indy (details: see their Facebook) | Carmel IN | J Platzer |
| | 31 | Thurs | 7-8p | Indy Mopar Club Monthly Mtg | MCL Cafeteria | Jeff Platzer |
| Sept | 1 | Fri | tbv time: 8a | DSR Outdoor Cruise-In | Brownsburg IN | Jeff Platzer |
| | 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 1202 Leisure Lane, Greenwood 46142 | Steve Wisdom |

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 | Mooresville Cruise-in / TBV | Mooresville 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 | |