



Indy Mopar Club News

www.indymoparclub.com

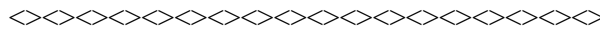
August 2023

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: August 31, 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 all and welcome to the dog days of summer in Indy. Hot enough for anyone yet?

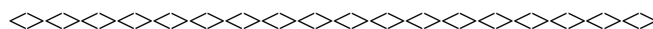
We had a successful cruise-in at Fletcher finally. Thanks to all that participated and helped. It was a good day and I think it went well for a rescheduled event. We'll get the final numbers from Steve at the next meeting. That was awesome that Steve got Little Caesar's to donate so many pizzas to us. I'm going to talk to them here in Plainfield and see if this one may be interested. We'll have photos and coverage in next month's newsletter if you missed it. We had some nice cars show up.

Our next cruise-in is Sunday October 1 in Plainfield at York Chrysler. Looks like we have things pretty well lined up for it. This will be our first try on a Sunday, so it'll be interesting to see if it helps or hurts. The two potential advantages are one, far less competition than on a Saturday, and two, employees that work at car dealerships that have cars, can't go to a Saturday show.

Deb and I went to the Detroit Dream Cruise this past weekend and the weather was perfect. On Friday they had a Ramchargers reunion event and Mopar car show. It was awesome. Listened to some stories and saw a lot of cool cars. We'll have event photos in the next newsletter. I know some others went to the Mopar Nationals, so we'll talk about that as well at the meeting. I spoke with Rob Wolf from Mopar Collectors Guide Magazine, and we might try helping him with a new idea for the Mopar swap meet. He'd like to see it become an even better event by bringing more high visibility unique cars.

Lastly, everyone got the email about The Don Schumacher Racing show Friday Sept. 1 at their headquarters in Brownsburg. For new members, this used to be an annual event for the club, and we'd get a significant turnout of members and their cars. We consider this a mainstay club event along with our cruise-ins, so please try to attend. The show time is around 8am-3pm range. A lot of great cars show up.

See you at the meeting August.31!

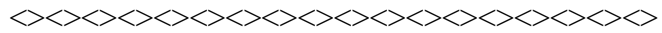


July 27, 2023 Indy Mopar Club Meeting Minutes

Submitted by Dave Opel, IMC Secretary

1. The meeting was called to order at 7pm by IMC Club President. - Jeff Platzer.
2. Introduction of Guests. – Jeff Platzer.
3. Secretary report - Dave Opel.

- a. There were no Minutes from June meeting as the meeting was cancelled due to severe storms.
- 4. Treasurer's Report – Steve Wisdom.
 - a. June Treasurer's report was also provided as there was no June Meeting.
 - b. Balance Sheet July 27, 2023
 - i. June 29 Balance: \$2,318.92
 - ii. July Income: \$0.00
 - iii. July Expenses: \$304.97
 - iv. July 27 Balance: \$2,013.95
 - v. Flower Fund: \$310.71
 - c. 59 Member Families Paid
- 5. Communications Director Report – Randy Smith
 - a. Flyers for York CDJ Cruise-In provided for distribution.
- 6. Member News, Birthdays, Anniversaries – Ronda Cherry
 - a. Read from newsletter – Congratulations to all!
- 7. Event Calendar – Tom Kelly
 - a. Mopar Nats Aug 11-13 – National Trails Raceway, Hebron OH
 - b. Aug 26 Cruise Indy – Carmel IN
 - c. Sept 1 DSR Open House – Brownsburg IN **CLUB EVENT, Volunteers to park cars see Evan Springer.**
 - d. Sept 15-17 MoParty @ Beech Bend Raceway – Bowling Green KY
 - e. Sept 15-16 Pure Stock Muscle Car Drag Race – Stanton MI
 - f. Sept 21-24 NMCA Race-Show Lucas Oil Indpls Raceway Pk – Clermont IN
 - g. Oct 15 Wheels for Veterans – Mooresville IN
- 8. Attendance – Ronda Cherry
 - a. 19 Members present.
 - b. Attendees: Jeff & Deb Platzer, Ronda Cherry, Steve Wisdom, Randy Smith, Dave Opel, Evan Springer, Dick & Dorinda Crawmer, Dart & Donna Liebrandt, Tom Kelly, Bill Edgerton, Garrett Bergquist, Steve Claycomb, Rick Zimmerman, Ron Kriech, Scott Oller, John Roberts.
- 9. New Business – Jeff Platzer
 - a. Broken or Fixed Projects –
 - i. Garrett had new paintwork completed on his Charger.
 - ii. Dick had new ceramic coating treatment done on his Challenger.
 - iii. Randy had clear wrap done on his car.
 - iv. Jeff got his new engine upgrades completed & fired it up in the '67 Coronet.
 - b. York Update – Oct 1 Cruise-In at newly remodeled Plainfield dealership. Food & Music is set up.
- 10. Old Business – Jeff Platzer
 - a. No Old Business was discussed.
- 11. Motion to Adjourn by Dick Crawmer, Seconded by Rick Zimmerman. The Meeting adjourned at 7:45pm.



We'll cover the Fletcher Show & Jeff's Woodward Avenue adventure in more detail in next month's issue.



A few members attended the Mopar Nationals at National Trails Raceway on August 11-13. Jim, Dan and Tom Kelly attended, bringing Jim's silver '63 Plymouth 426 Max Wedge and Tom's '79 Lil Red Express Truck. Dart and Donna Liebrandt made a road trip adventure out of the trip, coming up via southern Ohio. Dart drove his blue '67 Dart convertible followed by Donna in their late model support vehicle just in case something went wrong. Good news is that all went well! Members Rick Zimmerman, Dave Watt and Mike Leyes as well as Steve Wisdom's son Chad drove over for the show. On a sad note, Steve Wisdom did not make it this year. Right before the show, he began feeling ill, had a fever and took a spill. Subsequently, he was checked into the hospital and spent 4 days having come down with pneumonia. Steve's back on his feet now, feeling about 85%. **Best Wishes Steve, on a speedy full recovery!**

Dart and Donna got good news that Dart's brother and his nephew Daniel were coming over and bringing Daniel's beautiful '69 Dodge Charger 500, a factory equipped 426 Hemi car. It was a wonderful addition to the other IMC members and friends' cars including buddy Mark Graver's '67 Coronet R/T 440-4spd convertible that he drove down from Detroit. My brothers Dan & Jim have formed a partnership with Jan Peel to sell her remaining diecast car collection so had a booth in the swap area. They had a pretty decent weekend with sales. A nice weekend overall. TVK



Jim's 1963 Plymouth 426 MW



Dart's 1967 Dodge Dart



Tom's '79 Lil Red next to Mark's '67 R/T



Daniel's '69 Charger 500 426 Hemi.



Jim & Dan Kelly's swap space selling partner Jan's diecast cars.



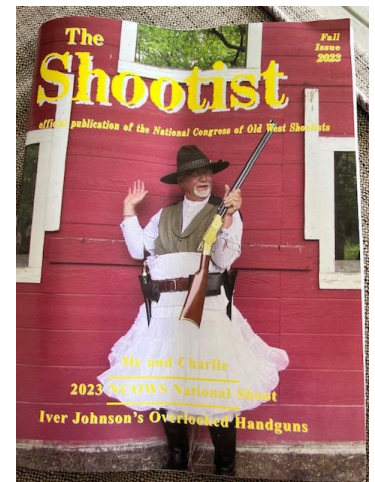
Original MW on display.

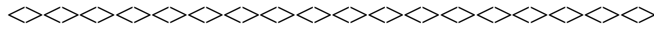
Club Members' AUGUST Newsletter Contributions:

From Dart Liebrandt –

This is Dart. I am known as Lite Colonel, Donna goes by Momma D. We are in the National Congress of Old West Shootists (NCOWS). I am the Deputy Marshal of NCOWS, and the Marshal of the local group in Brown County. Donna and I shot in the recent NCOWS National shooting competition in Kansas. Donna and I got 1st place in the categories we competed in. Our guns and dress are 1865 to 1899.

I had to wear a woman's skirt to shoot a funny scenario. (Editor's note: and naturally that's the one that made his organization's publication cover!!!! Congrats Dart & Donna!)





From Tom Kelly - CONTINUATION: Let's Make It Danville (CHRYSLER-PLYMOUTH-DODGE) ... PART 3 OF 3

From conversation with Gary, I gained a little insight into the workings of dealerships & Chrysler's business requirements and practices back in the late '60s through the '80s:

- The dealership's advertising budget with Chrysler was based on the number of vehicles sold on an annual basis.
- Chrysler's Corporate Sales training and communication was weak per Gary's experience having worked for Ford initially. Ford had much stronger dealership support programs.
- From about 1969-1990, if a car was sold through Chrysler Credit and the purchaser defaulted on the loan, the Dealership was responsible to purchase the vehicle back from Chrysler Credit. Gary actually had to go get a car in Florida because of this requirement, purchasing his one-way airfare on his AmEx card!
- Chrysler also established sales targets for the dealerships during the '80s "K-Car" era. If you achieved your target, you got a discount on your vehicle purchases. Gary said his dealership sales volume did so well that some other area dealerships (including Rockville, Greencastle, Rushville, Connersville, and Martinsville) would purchase their stock from him because he'd sell the vehicles cheaper to them than they could buy directly from the factory. Gary was very proud of that success.
- The New Model Release Reveals were held in Las Vegas for many years. It was quite an extravaganza and a great time. As a side note, my wife is a professional singer and worked on Detroit Manufacturer's Reveals music & soundtracks during that timeframe. Gary noted that Lee Iacocca ended Chrysler's participation after their bankruptcy issues in about 1985 for a few years until Chrysler paid back their government loan in '83. They celebrated in style with the huge new model reveal/extravaganza that included Mr. Iacocca, Frank Sinatra, music celebrities, and politicians.
- Chrysler Finance & Insurance (F&I) was a profit center for dealerships with 0.5% additional income to the dealership based on the amount financed through them.
- Gary was not a fan of the Chrysler re-badged imports. He said, "if you wanted one, you couldn't get it, and if you had one you couldn't sell it." During the gas crunch, he had a globe-type gas pump painted on the showroom window with "The American Way to Beat the Pump" and pushed the non-V8 domestic built Chrysler Products.
- Gary Sr. had a great memory of touring the Cummins Columbus facility as a guest of Dodge Truck in 1992 and was able to bring his dad. This was likely the celebration of Dodge having the Pace Car that year. The tour included a Dodge truck convoy led by a Stealth that was escorted north from Columbus to Indy, around I-465 to Speedway and then around the Indianapolis 500 Track. The event included a wonderful meal and displays and was very special to all the group attending.

After a long and successful career as a Chrysler-Plymouth-Dodge dealership owner, Gary Sr. made the decision to retire from the business the 1st day of November (day after Halloween he said) 1993. The dealership was sold to his son Gary Jr. and two partners.

The dealership had a new dealership built and relocated around 2006 in alignment with Daimler-Chrysler's directive for the new 'Taj Mahal' dealership buildings. This third location was on new US 36 just west of Avon, IN at the Prestwick Addition. Unfortunately, the business did not survive the poor economy of the late 2000s and finally closed the doors. After a brief inglorious period as a foreign car dealership, the building is currently an Electrical Contractor facility.

As a closing footnote, Gary Sr. has great memories from his years in the business and says he has been blessed over these years. His youngest son Jeff is still in the auto business in Naples Florida. Gary Sr. has a daughter Tammy and his oldest son Gary Jr.

Gary Sr. still has a collection of Chrysler vehicles including a 1978 'Lil Red Express and a 1982 Dodge Mirada he sold new and later kept when taken back in trade at his dealership years later. He just recently sold a 1974 Plymouth 'Cuda he also took in trade many years ago. It seems Mopar blood runs deep in the family since Gary Sr.'s sister, having just retired from St. Vincent's Children's care, is currently having a Hellcat engine transplanted into her 1974 Dodge Challenger!

In closing this story, remember the pair of 1968 Hemi Road Runners Gary sold in early 1968? The green one ended up going to a gentleman in Paris, Illinois per Gary's old dealership file. A search of the Vehicle Identification Number (VIN) on the internet has unfortunately turned up no current info as to whether it still exists or not.

And what about the second Hemi car, the Matador Red 1968 Road Runner Coupe? Per original dealership file documents. it was invoiced to Danville C-P on February 5, 1968, and Automobile Shippers Incorporated's transporter delivered it to Danville on February 9. Just under a month later, a gentleman from Brownsburg Indiana purchased the car on March 4, 1968. The Window Sticker was \$3881.35 and he had a trade-in allowance of \$681.36 to offset the cost.

The original owner only kept the Road Runner for a little over two months before selling it for reasons unknown. The second owner was a farmer, now deceased, from North Salem, Indiana and he bought this nearly new car on May 17, 1968. The car had a most successful street racing history according to the many people I've since talked to who knew of its exploits. After six years of pretty hard use, the red Hemi Road Runner was then parked in the owner's brother's barn lot in 1974, its actual malady long forgotten. Though courted for years to sell it, the owner chose not to part with it.

I heard about the car through a mutual friend in early September 1982. After much discussion over the phone on 'my intentions' for the car, I received the owner's approval to buy it. While others primarily wanted the engine for their projects, I stated from the onset that I planned to restore the Road Runner back to its original factory condition. That was the answer he had been looking for all those years!

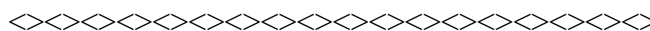
I purchased the Road Runner on September 21, 1982. My brother and a friend helped me winched it onto a trailer, hit a car wash with \$5 worth of quarters then trailered it to its new home. With the original 426 Hemi engine and transmission still in place, five years of labor and quite a few dollars later, it was broken in on North State Road 39 in front of my house in 1987. It's first outing that same week was the '87 Muscle Car Drag Race in Quaker City, Ohio. I've subsequently participated in numerous pure stock drag racing events, the most recently the Pure Stock Muscle Car Drag Race (PSMCDR) in Stanton Michigan off and on through 2015. I finally retired it from racing because of the value it still retaining its original engine and transmission. This 1968 Road Runner still sits in my garage today, now going on 41 years of my ownership.

I originally met Gary in the mid-1980s after buying the car. Having learned it came from Danville C-P, I met Gary Sr., and he was kind enough to look into his old files to see if he had information on it. We found the file on the green Hemi car but not the file on the red Road Runner I now owned.

Fast forward to approximately the year 2000 or so. Gary Sr. presented me with copies of the original paperwork and even the Certicard for my car. He had come across the folder in his old dealership files and made sure I received them. I cannot thank Gary Sr. enough for that kind gesture. I honestly believe he loves my old Road Runner almost as much as I do!

I dedicate this story to Gary Sr. He originally brought my Road Runner to Danville Indiana and thanks to that, I have it today. He's made another friend for life.

Tom Kelly



Tattler's Corner



My brothers Dan & Jim and I visited **Jan Peel** on Wednesday August 16 at her new place. She is all moved in and still feisty as ever! I believe she is pretty happy with her new apartment and senior living community. She asked that I thank everyone for all the help, prayers and good wishes coming her way. Jan said to feel free to share her new address and phone numbers with the Club:

The Oasis at 56th, Room 404, 4940 W. 56th Street, Indianapolis, IN 46254. Phone is (317) 864-3128

Lots of THANK-YOUs to those who helped as Jan transitioned to her new home:

On August 1, Jan's daughter Carol was given keys to Jan's new apartment and a crew consisting of Ron & Dru Kriech, my brother John, along with my wife Teresa and I moved and assembled her new furnishings in her new apartment. Carol's daughter-in-law brought Carol's grand-daughter over to help supervise!



Mike Carter, who purchased Jan's car parts collection made two additional trips from Georgia in August to clear the buildings of remaining car parts. In addition to the large group of Club members mentioned in last month's newsletter who cleaned the buildings and loaded trailer number 1 on July 22, more thanks to Rick Zimmerman and Jeff & Deb Platzer for helping as we loaded trailer number 2 after the Fletcher Cruise on 8-5.



Deb helping with Trailer #2



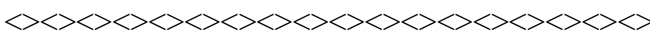
Chrysler rear diffs are not light! Ok, maybe Rick wasn't ready for a photo op!



Finally on Saturday August 19th my brother Rick and I assisted Mike in packing the final trailer load (number 3) with Jan's daughter Carol. I don't think I've seen so many hubcaps in my life!

Jan & Carol greatly appreciate all the help from those that stepped in to help at this difficult time.

Submitted by Tom Kelly



September 2023 Birthdays:



Cathleen Claycomb 9-06	Ronda Cherry 9-07	Donna Opel 9-13	Kim Vorpe 9-15
Jay Williamson 9-18	John Rodrigues 9-20	Dru Kriech 9-21	John Roberts 9-23
Deb Platzer 9-24	Summer McFarland 9-27		

September 2023 Anniversaries:

Sue & Jim Kelly 9-12

CONGRATULATIONS TO ALL!!!

Aug 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	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	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	