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The Brass Lamp is published monthly by and for the members of the Genesee Valley Antique Car Society Inc. GVACS is a region of the Antique Automobile Club of America.



John Ross's 1955 Buick Roadmaster Convertible

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A Message From Your Editor Judy Keenan

hope you have been enjoying our GVACS activities as much as I have. The Venues, food and desserts have been great, maybe a little to good! I have found my clothes are fitting a little bit tighter than usual.

The picture to the right was from our trip to the AACA Founders Tour in London, Ontario, Canada. We visited the estate of philanthropist and antique auto enthusiast Steve Plunkett. We saw his 90 plus General Motors cars with at least 50 of them being Cadillacs.

Besides all of his cars, he has had the privilege to meet and entertain movie stars at his home. For 15 years Steve has hosted the Fleetwood Country Cuize-in with each weekend raising approximately \$150,000.00. He then shared the money with about 24 charities. As well, in 1997 he developed the Plunkett Foundation which also donated money to various charities.

We thank Steve for welcoming the AACA tour to view his fantastic collection.

Blessings, Judy



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A Message From Your President Don Dear

ar shows are still on the calendar. Check out the "things to do" in this issue. Our Highlands event still happened, in part, despite the rain. The car show and dinner were canceled, but there were delicious desserts and music for all. Many members enjoyed the festivities. See pictures in this issue.

Many thanks to Joe Kozloski and Linda Perkins for a terrific August picnic. This is a popular event. There was a great barbecue, delicious salads and desserts shared by members and an impressive vintage car show in the parking lot. Pultneyville is beautiful.

Most recently Keenans, Krons, Denos and Dears attended the AACA Founders Tour in London, Ontario, Canada. The Brighton chapter planned an outstanding tour, showcasing the area. Dears also attended an VMCCA tour in Flint and Huffmans were in Vermont and in Michigan at the Celebration of Brass. If you have never gone on a tour, now is the time. Check out your AACA magazine for upcoming tours.

GVACS annually gives out awards to our members. Descriptions are in this issue. Take this opportunity to

nominate a fellow member, who has served our club in a special way. Awards will be presented at the December banquet. Nominations must be received by mid October.

Mark your calendar with the dates for our upcoming events. The updated calendar is in this issue. There are many open spots for 2024!! Pick a place that YOU



would like to go and contact me. We'll make it into an event for our members.

Elections are in November, with a return engagement by Geoff Wasmer, GVACS computer consultant. If you have a special topic or concern, please email me. He would like to be able to answer your concerns.

Enjoy the ride!

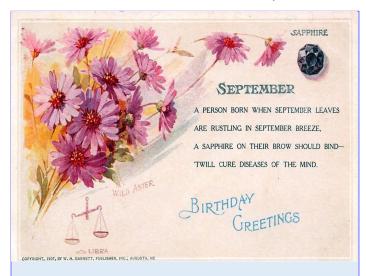
Don

Cars and Coffee at The Log Cabin Restaurant









01 Tom Stewart

10 Karen Martin

04 Sue Smith

10 Martin Schutt

05 Charlie Bauder

22 Bill Fortino

05 Chris Dear

22 David Morse

05 Cherly Klingensmith

25 Janet Sharp

06 Tom Smith

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GVACS Board Meeting on July 13, 2023 at Jim Day's Home

Call to order by: Chris Dear



Secretary's Report (Jim Day)

The Board met on May 24th for the first time this year and the meeting highlights of the May 24th meeting follow:

Chris Dear opened the meeting.

Jerry Huffman presented the Treasurer's report that indicated that we have \$13,074.22 in Cash assets.

Judy Keenan provided an update on the Brass Lamp.

John O'Connor offered an update on the website and work to resolve the random image problem with some of the pictures in the Brass Lamp.

Ann Neal updated the Board that GVACS currently has 92 Memberships.

There was discussion on a number of topics of which some will ultimately develop into GVACS events down the road.

A motion to adjourn was forwarded by Bob Dilger and seconded by Brad Sargent.

Please note that we have begun to receive opportunities to participate in events and that over the next few months additional events will continue to develop. Keep up to date by reading the Brass Lamp. - James L. Day, GVACS Secretary

Treasurer's Report Jerry Huffman

Jerry did not make the meeting, but forwarded a copy of the current financial situation for our information. The financial spread sheet currently shows a balance of \$13,423.07 in the combined savings and checking account.

A Motion to accept the report was made by Don Dear and seconded by Brad Sargent.

Discussion about the financial status of the club. A motion was made to spend \$500 more for the Holiday party this winter. This motion was made by Ann Neal and seconded by Brian Moon.

Brass Lamp Report (Judy Keenan)

Judy is going to put a picture for the front page of the August issue of Pat and Evelyn Lloyd's 31 Model A four door. The consensus was that it was an excellent choice.

Website Report John O'Connor

John has been working on the picture rotating problem that exists hit and miss. There is no real resolve to the problem yet. It was stated that the Wix website program is the problem.

Membership Report Ann Neal

Total Membership 93 includes 160 people

The new membership forms are now in place and being used

We have a pending membership for Wayne and Kathy Honsburger.

There was discussion that there was a need to send a reminder that the AACA dues will be due soon.

Calendar Review - see next page in package

Chris stated that she had 15 people signed up for the fall trip to Pennsylvania to go to Eagles Mere Pennsylvania Auto Museum with one hotel room left.

We need an indoor event for November

Old Business

New Business

- 1. Financial Review for the years 2021 and 2022. Bob Dilger is going to check with the accountants
- 2. Brian is having trouble with the engraver and is going to try to do it himself
- 3. Award Nominations need to be to Chris Dear by October 13th
- 4. Slate of officers is to be voted on in the November10th meeting

Next Board of Directors meeting: August 24 11:30 AM at the summer picnic

Look into having Jeff the computer consultant as a speaker for the November meeting and activity.

Discussion ensued with respect to the Poppy exhibition being a wonderful event. Ann Neal and Brian Moon agreed to put the details of a trip to the Poppy display on or about October 14, 2023.

At 9:00 a Motion to adjourn was made by Don Dear and seconded by Bob Dilger

Respectfully submitted

Jim Day, Secretary





This year, GVACS Awards will be announced at the Holiday Party in December. Awards are presented to deserving GVACS members selected by the Board of Directors. The Board welcomes suggestions from the membership.

If you wish to suggest a person for the Board to consider for any of the awards listed below, please send a note or email to the Chairman of the Board, Chris Dear by Friday, Oct. 13, 2023 (585-872-4141 or cdchrisdear1@gmail.com). Include the information below:

- 1. Name of the GVACS member (s) you are suggesting for the Board's consideration.
- 2. Name of the Award to be given.
- 3. A paragraph that lists the person's qualifications for the particular award (i.e. why that person is deserving).

The Awards and their criteria are described below.

The Allan G. Nagle Memorial Trophy - Established: 1960

Qualifications: The winner is a person who, in the opinion of the Board of Directors, has done the most to better the club or the most in the way of assisting other members or for the best restoration of an antique car. The winner may be outstanding in one or more of these qualifications.

The D. W. Price Sr. Memorial Trophy - Established: 1965

Qualifications: This trophy is presented to an individual who has given much service to the club.

<u>The Billy Knipper Award</u> - Established: 1970 (at the Club's 20th Anniversary Dinner)

Qualifications: The cup was designated to be used annually as an award for outstanding achievement of a club member with extra consideration going to a long-standing members.

The GVACS Outstanding Tour Award - Established: 2001

Qualifications: This is awarded to the person(s) who organize an outstanding tour. (Not necessarily to be given each year.)

AACA National Calendar and Other Events

September 2023

14-16 Special Central Divisional Tour (Up to 1998)

Piqua, Ohio

Southern Ohio Chapter - 937-689-6901

25-29 Western Divisional Tour (Up to 1998)

Santa Barbara, CA

AACACaliforniaTour@mail.com

October 2023

3-6 Eastern Fall Nationals

Hershey, PA

Hershey Region - 717-566-7720

Flea market set-up is Monday, show date is Friday

22-27 Revival AAA Glidden Tour (Pre-1943)

Thomasville, Georgia - VMCCA hosted

February 2024

8-10 AACA Annual Convention

Dulles, Virginia 717-534-1910

March 17-23, 2024

17-23 Founders Tour (1932-1999)

Louisiana - Louisiana Region

21-24 Winter Nationals

Guaynabo, Puerto Rico Region

April 4-6, 2024

Southeastern Spring Nationals/Grand Nationals

Charlotte, NC - Hornets Nest Region - 704-847-4215

June 20-22, 2024

AACA Western Division Tour (Up to 1999)

Big Horn Mt., Wyoming - Nebraski Region

July 10-14, 2024

AACA Eastern Fall Nationals

Hershey, PA - Hershey Region - 717-566-7720

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Upcoming Events & Things to Do!

September 9th - Car show at Cherry Ridge St. Ann's Community in Webster. Time: 10:30am - 1:00pm. Refreshments, Hot Dogs and Ice Cream available for purchase. Live Music and Voting of cars by residents. Contacts: Megan Berry 585-697-6716, mbarrt@MyStAnns.com , Patty Finnigan 585-697-6717, pfinnigan@MyStAnns.com.

<u>September 16th</u> - Camp Stella Maris Car & Truck Show. Enter at 10:00am awards at 2:00pm. \$15 Advance, \$25 Day of. Campstellamaris.org/car-show. Proceeds to benefit the Campership Fund.

<u>September 23rd</u> - The Windmill Fall Car Show, Rt. 142 Penn Yan, NY. Reg 8-12, Awards at 3pm. \$15 Day of Show. First 100 Entries receive goody bag & Dash Plaque. Lots of door prizes and Shops.

September 23rd - Homecoming MVP Car Show. 11am - 1:30pm . Roberts Wesleyan University, 2301 Westside Dr., Rochester, NY, Parking Lot C. On Saturday, members of the Roberts community will come together for our annual Homecoming Festival to celebrate the past, present and future of the University.

For this season closer, we expect over 100 vehicles ranging from classic cars, motorcycles, foreign and domestic. All types of vehicles are welcome! Registration begins at 10:30am. Check in at the Registration tent to get your judging number.

Enjoy the Homecoming Festival food tents for Lunch.

Can You Identify This Car?



Attached is a picture of a car that I came across on a Facebook page. It is a picture of someone's uncle with his car. Can anybody identify the car? I just thought it would be a fun thing for members to try to identify it. - Joel Neal

Requests for Car Displays and/or Eblast Requests

It's that time of the year when organizations contact GVACS with requests for car displays or to publicize their event via an Eblast. **Groups should be advised that we publicize, however we do not take reservations, nor do we guarantee participation.** In order to publicize an event, we need the information below (the key "WH"questions!)

President, Don Dear approves requests for Eblasts. Any requests for an Eblast should be directed to President, Don Dear (ddear99@gmail.com) with a copy to Secretary, Jim Day, jameslday21@gmail.com.

wnat:
(Name of event i.e. Car Display at)
Where:(Address/location of facility/venue)
When:
What Time:
Who: Name to contact to make reservations:
Contact Phone No: Contact Email:
Deadline for making a reservation:
Special details: (For e.g. what refreshments are being served to car owners, entertainment provided, etc.

Jeep, The Improbable Survivor

A Murray Stahl Muse (Circa, April, 2009 - revised April 2023) PART THREE

The New

A huge management problem is the addressing of "Multiple simultaneous events" each with its

own "unintended consequences." "Studebaker's response was to continue doing what thev always had.

They plunged into the 53-model year with one great product and a series of also-rans. Trucks were an expensive distraction that siphoned off talent and money in a hopeless quest to gain market share. Their trucks were different

and pretty but never achieved enough market volume to make them viable. Studebaker trucks larger than pick-ups were produced at a Rolls-Royce run-rate, essentially hand made.

At the same time that Studebaker had a little cash on

hand, Jeep was for sale. They might have purchased Jeep, It was a cash cow and they could have snatched it away from Kaiser. The basic Jeep line has continued with only small, incremental changes for 30 plus years. Jeeps were always profit-

able and retain a cult following to this day. A Studebaker-Jeep line would have produced a predictable profit instead of the predictable loss that their truck division promised.

The Aero Willy's sedan by Jeep could have been

Studebaker's Rambler; it was a good design well before its time. Kaiser dropped it to eliminate competition with it's own Henry-J. Even now, 60 years later the Jeep franchise is one of Chrysler's most profitable and recog-

nizable brands and their only internationally known nameplate.

Letting Kaiser purchase Jeep for peanuts was a major mistake for Studebaker and Nash.

Studebaker continued doing what they always had. The automotive marketplace was rapidly evolving

and Studebaker missed the turn.

The 53 Jeep model update featured a new but still, a too-small engine called the "Hurricane." The body looked for all the world like a Jeep but had a new hood and some grille changes, all very incremental. Over 155K of this new model were produced.

In 1970, after almost twenty

years of growing the business Kaiser Jeep sold out to the American Motors Corp. (AMC). This was incidentally fifteen years after the death of Kaiser's automobile adventure in the US. In a few short years AMC was selling Jeeps at a 180,000 unit pace. They

> had split the civilian business from the military contract production by creating American General Corp, think postal delivery wagons.

In 1976, AMC introduced the CJ-7. It was the first major change in the open Jeep in 23

years. The CJ-7 was mounted on a slightly longer wheelbase than the CJ-5 to allow automatic transmission to be fitted. For the first time Jeep offered an optional molded top and real steel doors. AMC finally discontinued the CJ-5 after a

> 30-year production run. In 1987 AMC introduced the Wrangler (model YJ) and it retained all the expected Jeep "stuff." It had doors that could be removed and round headlights. The windshield still folded down and a choice

of a soft-top or removable hardtop. In a bow to safety a roll bar was standard equipment. The Wrangler entered Jeep history 47 years after the first Jeep was conceived and it still looked very much like its







Jeep, The Improbable Survivor

A Murray Stahl Muse (Circa, April, 2009 - revised April 2023) PART THREE

Grandparent and it was still noisy and leaky. Through the long life of the Wrangler 633 thousand would be sold.

In 1987 a year after the introduction of the Wrangler, American Motors Corporation was sold to the Chrysler Corporation and the popular Jeep brand became a part of the Jeep/ Eagle Division of Chrysler Corporation. Of all the products that AMC produced Chrysler's interest was only on the Jeep.

Chrysler now manufactures Jeeps in the USA, Austria, China, Malaysia, Thailand, Indonesia, Venezuela, Ar-

gentina and Egypt. The US market enjoys the name Wrangler for the open Jeep while the rest of the world sees the identical vehicles labeled as TJ.

The open Jeep is a transcending vehicle of a type that only a very few manufacturers have stumbled onto the formula. People driving a Jeep are viewed as individualistic and self-assured. The Jeep casts an

aura over its driver like few other vehicles. There are many expensive cars that lend certain panache to their owners but in the Jeep its "cheap Chic." An open Jeep is just cool without spending Convertible Bentley money and it's always been cool / different. Corvettes Mustangs, and Road Runners had that coolness for a time but the Jeep aura

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The 1997 Wrangler (TJ) Still with a lift off top and doors, still fun!

has persisted for close to eighty years, Hoo-rah.

The new Jeep Wrangler is still an open car that's very noisy and leaks all over. The doors still can be lifted off and it still looks like the wartime Jeep's older brother. It now has a four-door sibling that has ex-

tended the open Jeep franchise and it still sells in meaningful numbers; A survivor indeed.

The Jeep is an icon now but history has noted that it was birthed by a company in dire financial shape and then was passed through another four owners that were in various states of financial difficulty. Through it all the Jeep stood out as the rocksolid asset for each of its owners; always profitable, always fun.

Epilogue:

Around the world Jeeps serve in many ways. The United Nations has adopted this all-purpose machine as

the standard field car for its relief agencies. They are superb as emergency vehicles, and farmers used them as small all-purpose tractors but mostly they are simply fun. The Jeep is also a favorite among American sportsmen, for it can tackle both bogging sands and the most primitive road. Jeeps still meet adoring glances from ex-servicemen, and a new gen-

eration has grown up to supply the cars with eager young swains. In true Hollywood fashion it was "love at first sight" and, like the typical happy ending, it lasts for life.

Postscript:

Sprinkled throughout this article there are references to how dominant a position GM enjoyed in the fifties; alas they squan-

dered the Alfred P. Sloan legacy with a long series of leaders skilled in the practice of office politics but clueless about product management. They blithely ignored the loss of market share every year as Asian competitors consistently manufactured cars that Americans wanted. Their recent malfeasance has

Jeep, The Improbable Survivor

A Murray Stahl Muse (Circa, April, 2009 - revised April 2023) PART THREE

taken one of the preeminent industrial enterprises in history to the brink of bankruptcy.

<u>Just a few of General Motors proud moments on</u> the downside:

----The Oldsmobile Gasoline V-8 engine converted to diesel fiasco. GM seemed surprised that customers wanted engines that lasted more than 10,000 miles without needing a complete overall.

----The multi-displacement 2-4 -6-8 engine that worked for a week if you were a decent mechanic.

----The Vega engine that selfdestructed with any 20-degree temperature swing while the car itself visibly rusted fast enough to be seen.

----The Chevette, a car designed to rid our shores of the Asian competition. It had a life span similar to a fruit fly.

----The Corvair; a good car ignored by the marketplace, perhaps too innovative for the time.

----The Cadillac Cimarron; this car marked the point when even the most passive and incurious American finally woke up and said, " are you f***ing kidding me?" A prestige nameplate slapped on a cheap rental car design does not make a great car; it makes a marketing catastrophe.

----The Bloated 1991 Caprice with curves in all the wrong places. The idea seemed to be to build something so appallingly unappealing that not even the elderly would buy it. State Troopers were embarrassed to be seen in it.

----All the look alike sedans of the era with interiors that taxicab companies would be ashamed of.

----The deletion of convertibles since it was obvious to GM that no one would ever want one.

----A maroon automobile paint that faded in about 6 months but continued in GM use for 5 years!

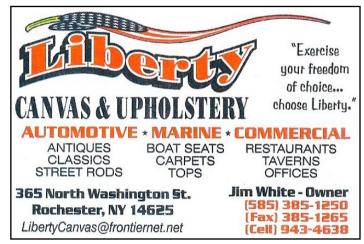
---- The height of incompetence was the Aztec, a final insult to a people long erased from human history. Designed by a team that must have been headed by "Curious George" GM affixed their name to this repugnant gallimaufry of discordant design elements ranging from art deco to insectoid. This seemed to be GMs low point. The Aztec took GM from Harley

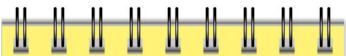
Earl's soaring Styling exercises to a car whose name now symbolizes any ugly, dysfunctional design for all time.

After the Aztec low point GM must have re-read the Studebaker saga for their newer designs for Cadillac, Corvette and Malibu are on

the mark; now they only have to convince the buying public that they have reformed and will sin no more, it's a work in process. The Government's intent to force-feed EV cars onto a public that is less than thrilled with the trade-offs that EV cars would force on our citizen life styles is on pace to finally kill off the US automotive business.

Fini.
Murray D. Stahl, Circa 2009—Revision 2023





September 2023 Secretary's Report

The GVACS antique car season is in full swing. There are multiple car events still to be enjoyed, but fall is coming soon and as such it is time to get out and take advantage of the weather while we still have it.

The Board met on July 13th and the meeting highlights follow:

- Chris Dear opened the meeting.
- We continue to add new members slowly and methodically. The current membership is 93 families and 160 people as members of GVACS.
- There was a reminder that the AACA dues will soon be due.
- There was 15 people signed up for the Pennsylvania trip with only one room left.
- The November speaker is set with our computer consultant Jeff Wasmer.
- There was discussion about a trip to the Poppy fields in the Geneseo area.
- A motion to adjourn was forwarded by Don Dear and seconded by Bob Dilger.

James L. Day, GVACS Secretary



Sticking to the Mission By Phillip Cole Vice President - The Rummage Box Publications

Major corporations began to develop mission statements in the 1980's to help them stay focused on their primary business tasks. Nowadays, your grandchild's elementary school probably has a mission statement. Mission statements can help groups - large or small - remember their mission and stick to it.



The mission statement of AACA clearly states that we strive to be "America's Premier Resource for the Collectible Vehicle Community." If you would like to know more about our mission and how we work together to achieve it, let me suggest you go to AACA.org and under Publications, click on the Policies and Procedures Manual.

Granted, striving to be "America's Premier Resource for the Collectible Vehicle Community" may seem awfully broad to some. Yet, when you read through the Policies and Procedures Manual, you realize how many experiences, plans, opportunities, resources, forums, events and publications we offer and continue to expand to make our mission possible. It is like we are building an ever-expanding AACA garage where many different people share in their love of old cars. You want to know more about your great grandfather's very rare old automobile? Well, there's a guy here who has restored three of them. Over in the middle of our garage is a library that has an owner's manual for it.

A truly interesting thing about this AACA garage is our doors are virtually always open. The people who gather there to move forward with our mission know they must also strive to see all sides of each issue. Realizing how important our mission is, we generally decide to let the petty things roll away like water off a duck's back. Our daily plan in our garage is to learn from others and share with others. We set our sites on what truly matters in our mission, which helps each of us find our own unique role in the process of being an AACA member.

When I was a child, my father never had to wake me on Saturday morning. Why? Because Saturday morning was when we went to Jack's service station. Years ago, I tried to find out what Jack's last name was, but nobody could remember. To this very day I have no idea what brand of gas he sold, even though every Saturday he filled up the tank, checked the oil, and cleaned the windshield. I quickly learned as long as you stayed out of the way, didn't mess with the tools and kept quiet, Jack and his mechanic really didn't mind if you watched them work. By the time I was old enough to get a job at age 14, Jack's station was long gone. Last year, I took my granddaughter, an AACA student member, to teach her how to fill up the gas, check the oil and tires, etc. The whole time I thought about Jack and wondered, "How do many children learn to understand and appreciate cars (not just old ones)"? I believe it is up to us!

Pictures of GVACS at The Highlands at Pittsford Classic Car Show

















Pictures of GVACS on Their 3 Day Trip to AACA Eastern Spring Nationals, Northeast Classic Car Museum, Seward House and Harriet Tubman House.































GVACS FALL TRIP TO LIVINGSTON COUNTY VETERAN'S MONUMENT



This is quite an amazing sight in Groveland, NY (Livingston County) as an enormous flag is adorned with 4-5 foot high metal poppies as a way to honor our military veterans. Each one was custom made for a particular veteran. They were made by the Mount Morris Genesee Valley BOCES metal trade shop. The folks involved with this program have created a wonderful tribute along Route 63 not too far from American Rock Salt.

When: October 14th, 2023

What Time: Meet at 9:30am in Lowes Parking lot. Leave at 10am.

Where: Lowes Parking Lot, 2350 Marketplace Drive, Rochester, NY 14623

Lunch: Charcoal Corral (Perry). Club will subsidize part of the lunch.

What: We will be taking a colorful ride to Mount Morris to the Poppies as seen above. The leaves should be in full color. We can enjoy the poppies for awhile and then drive to the Charcoal Corral for lunch.

RSVP BY OCTOBER 2nd			
Contact Brian Moon: Email: 65bmoon@gmail.com			
Name(s):			
Number of people attending:			



Don't Miss Our Annual Meeting & Election of Officers November 10, 2023 at 7pm ook Who's Returning SPEAKER

Geoff Wasmer, **GVACS Technology Consultant**

Topic:

Living in a World with Scammers

Location:

Lutheran Church of the Resurrection 3736 St. Paul Blvd., Rochester, NY

If you have a special topic or concern, please email Chris Dear. He would like to be able to answer your concerns.

GVACS Activities Calendar Updated August 20, 2023				
Dates 2023	Activity/Event/Speaker	Organizer/Hosts		
September 22-24, 2023 S&K SOLD HERE! 2020 OPEN DATES MAY 16-0CT 11TH THE ULTIMATE COLLECTION OF AMERICANA	Eagles Mere Auto and Air Museum is the highlight. Several museums, Bill's Old Bike Barn and Worlds End State Park will be visited. Eagles Mere, PA	Brian & Mary Moon Chris & Don Dear		
October 14, 2023	Visit Livingston Veterans Monument 5871 Groveland Station Rd. Mt. Morris, NY 250 Metal Poppies Lunch at the Charcoal Coral in Perry	Brian Moon & Ann Neal		
November 10, 2023	Annual Mtg & Election of Officers-7pm Speaker: Geoff Wasmer GVACS Technology Consultant Lutheran Church of the Resurrection 3736 St. Paul Blvd., Rochester, NY	Chris Dear		
December 10, 2023	Holiday Party Shadow Lake Golf and Racquet Club	Joel and Ann Neal & Linda Hosenfeld		
Dates 2024	Activity/Event/Speaker	Need Volunteers		
January 2023 Event	No Event This Month			
February 2024 Event Date TBD	?? Ideas ?? ?? Winter Picnic ??	Need Volunteer		
March 2024 Date TBD	?? Ideas ?? ?? Pancake Run ??	Need Volunteer		
April 2024 Date TBD	?? Ideas ??	Need Volunteer		
May 2024 Date TBD	?? Ideas ?? ?? Brunch Run ??	Need Volunteer		
June 2024 Date TBD	?? Ideas ?? ?? Ice Cream Social ??	Need Volunteer		



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