



The
BRASS LAMP
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Genesee Valley Antique Car Society Inc. GVACS is a region of the Antique Automobile Club of America.*



Joel & Ann Neal's
1956 Ford Customline Victoria

THE BRASS LAMP - JUNE 2023

GVACS OFFICERS

PRESIDENT **DON DEAR**
576-5318
ddear99@gmail.com

VICE PRESIDENT **BOB DILGER**
586-8570
bcdilger56@yahoo.com

SECRETARY **JIM DAY**
202-4450
jameslday21@gmail.com

TREASURER **JERRY HUFFMAN**
746-7421
jhuffman1@aol.com

BOARD OF DIRECTORS

BOARD CHAIR **CHRIS DEAR**
cdchrisdear1@gmail.com

BOARD MEMBER **JOHN O'CONNOR** 377-2252
wjoconnorjr@usa.com

BOARD MEMBER **BRIAN MOON** 545-9522
65bmoon@gmail.com

BOARD MEMBER **ANN NEAL** 315-597-6623
aaneal@rochester.rr.com

BOARD MEMBER **BRAD SARGENT** 690-0474
bsargen1@rochester.rr.com

BRASS LAMP STAFF

EDITOR **JUDY KEENAN**
1807 Quaker Mtg House Rd
Honeoye Falls, NY 14472
jmiller1313@hotmail.com

MAILING **BOB DILGER** 586-8570
bcdilger56@yahoo.com

**SUNSHINE/
REPORTER** **SUSAN SMITH** 410-5884
suziesgardens@aol.com
513 Stony Point Road
Spencerport, NY 14559

ADVERTISING **JERRY KIER** 872-3244
mandjkier@yahoo.com

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CLUB	BRIAN MOON	545-9522
ENGRAVER	65bmoon@gmail.com	
MEMBERSHIP	ANN NEAL	315-597-6623
CHAIRPERSON	aaneal@rochester.rr.com	
WEBMASTER	JOHN O'CONNOR	585-377-2252
	wjoconnorjr@usa.com	
CLUB	Brian and Mary Moon	545-9522
PHOTOGRAPHERS	65bmoon@gmail.com	
	Marialuna1017@hotmail.com	

A Message From Your Editor Judy Keenan

Those of you who have not yet attended any of our functions this year are missing out on some great times.

So far we have had a chili cook-off with some very interesting versions of chili, delicious buckwheat pancakes, beef-on-weck, a wonderful time at Mike Adam's (brother of John Adams) car collection, lunch at Johnny D's Family Restaurant, and my favorite, ice cream at Lugia's.

Our activities help keep our club alive and fun to belong to. The enjoyment of travel and good fellowship provide and endless source of friendships, and personal satisfaction.

We have some other great activities planned BUT



we still have some months we need help with. PLEASE put your thinking caps on and hookup with another club member and together discuss any activity you would like to do and turn it into a GVACS' activity.

Blessings, Judy

Cars & Coffee
Thursday, June 29th
@ 9:00 AM
Browncroft Family Restaurant
2501 Browncroft Blvd. Rochester
(corner of Blossom Rd.)
Good Food and Good Friends.
See You There!

A Message From Your President Don Dear

Over 30 club members enjoyed a cloudless morning visiting Mike Adams' impressive collection of cars, trucks, memorabilia and trophies. Thank you, Mike! Many thanks to Margaret and John Adams for arranging this. Our group enjoyed a delicious lunch at Johnny D's and some even enjoyed ice cream at Lugia's. The "baby" cones are huge. Enjoy the pictures in this issue.

The BOCES car show is always a fun event. The young people are especially fond of our cars. Thank you Sedat Ogultekin and Chuck Lynn for your planning. Photos will be in the July newsletter.

Mark your calendars for the special car display/dinner at The Highlands in Pittsford. The date is Tuesday, August 8th. Be sure to register early, as space is limited. Details are in this issue.

Ice cream! A GVACS favorite! Make your reservations

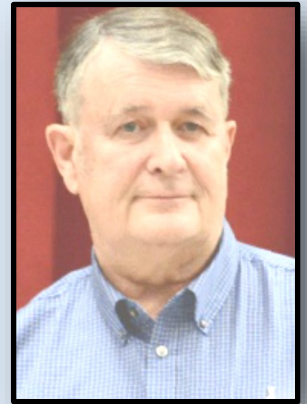
for the ice cream social on Wednesday June 21st at Tom Wahl's in Avon. See the RSVP information in this issue.

Check out the GVACS calendar. There are many activities planned and scenic places to drive your favorite ride. It is fun to have other drivers honk or give you a thumbs up. There

are a couple months that still need a host. Plan something YOU would like to do and share it with the club. It is your club! We can help you facilitate the activity. Call me or a Board member.

Enjoy the ride!

Don



Pictures from Cars & Coffee at Browncroft Family Restaurant

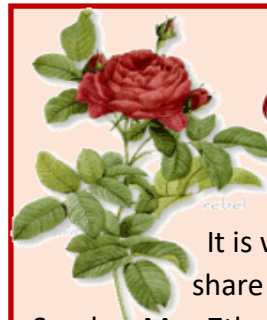




HAPPY ANNIVERSARY

01	Steven & Pamela Heald	1990	33
05	Chris & Lynne Van Zandt	1982	41
13	Roger & Diane Libby	1976	47
19	Robert & Deborah Joseph	1993	30
26	Anthony & Claire Zappone	1976	47
27	Phil & Verna Mendola	1970	53

03	John Martin	14	Diane Libby
05	Janice Coon	14	Preston Pierce
05	Brian Moon	14	John Ross
07	Ann Neal	24	Ellen Hill
08	Norma Herendeen	24	Maureen Clark



Our Deepest Sympathy

It is with much sadness that we share that Bonnie Franko passed last Sunday, May 7th. She enjoyed the car hobby and did so much to further the GVACS, Packard and Buick organizations that she loved. She will be dearly missed.

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Pictures of GVACS Club at Mike Adams Car Collection



Secretary's Report May 9, 2023

The season is finally here. It is time to bring our Antique cars to life for the summer season.

We have a board meeting scheduled for the 24th of May and as such we will have activity to report in the July Brass Lamp.

Until then, enjoy the season.

James L. Day, Secretary



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Steve Heald, a GVACS member has provided us with an opportunity to show certain cars at the 200th anniversary of the forming of Wayne County. Please see Steve's memorandum as follows:

Some of you may have heard that 2023 is the 200th anniversary of the founding of Wayne County. One event being planned to celebrate the bicentennial is a car and boat show to be held this coming July 22nd at the Sodus Bay Yacht Club.

The car portion of the show is an invitational event that will focus on the evolution of the automobile, and will be open to cars with its year ending in "3" (e.g. 2023), one for each decade. The goal is to have one car from each decade covering 1903 through 2023, with a variety of cars, trucks, sports cars, military, etc. highlighting how the automobile has changed over the past 120 years.

Representation for 1903 and 1913 has been found, but I am seeking one vehicle from each decade 1923 through 2023. If you would be interested in participating in this event with your car, please reach out to me at seheald@gmail.com.

Because automobile production was halted during World War II, I'm especially interested in finding a 1943 military Jeep to represent that decade. If you know of anyone with such a vehicle, I'd appreciate knowing about it.

Thanks in advance; I hope to hear from any GVACS members that have a qualifying vehicle.

Steve Heald

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Email: carbkit@frontiernet.net

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AACA National Calendar and Other Events

June 2023

25-28 Eastern Divisional Tour

Denver, PA

AACA Library hosting - 717-534-2082

July 2023

6-8 Central Spring Nationals

Auburn, Indiana

Crossroads of America Region - 727-415-7679

16-22 Founders Tour

Ontario, Canada

Ontario Region - 905-305-7747

26-29 Special Eastern Summer Nationals

Norwich, NY

Rolling Antiquers Region - 607-334-2907

August 2023

10-12 Grand Nationals

Bettendorf, Iowa

Mississippi Valley Region

309-373-2169

16-19 Vintage Tour (1931 and earlier)

Aroostook County, Maine

Maine Region - 207-768-1033

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

AACA Annual Convention

Dulles, Virginia

717-534-1910

March 17-23, 2024

17-23 Founders Tour (1932-1999)

Louisiana - Louisiana Region

Upcoming Events & Things to Do!

June 10th - 12pm - 5 pm. Classic Car Show. Come out and join the fun of the Classic Car Show in Downtown Canandaigua! Classic & Vintage cars manufactured from Europe, England and Japan prior to 1998 will be rolling through Historic Downtown! Awards for Peoples Choice, Best Display and Theme are just a few that you can be involved in during this event! There will be music, International foods and Business Passports during this event, so make sure to be a part of it! Pre-Registration is open on the following link! <https://www.downtowncanandaigua.com/car-show-2023-1>

June 18th - Father's Day Car Show at Sonnenberg Gardens & Mansion State Historic Park. 11am - 4:30pm. Celebrate Dad with classic cars! Food, flowers & fun for the whole family. Sign-up online to show off your wheels! (\$10.00 for carload of 4 people or less) or purchase tickets online to bring Dad to the park! <https://www.donnenberg.org/events/>

July 16th - 22nd - 2023 AACA Founders Tour, London, Ontario, Canada. Tour highlights will feature: RM/Sotheby's Restorations, Fleetwood Estate (The collection of Steve Plunkett), Oil Museum of Canada, The Canadian Baseball Hall of Fame. Contact: Andrew Sommers (Tour Chairman), AACA-Ontario2023@gmail.com, 905-7747. Hotel booking information at aacaontario.ca

July 26th - 29th - Classics at White Eagle, AACA Special Eastern Spring Nationals 2023, Hamilton, NY. Hosted by the RAOCC Norwich Region.

Show Chair: Allan Strong 607-334-2907,

Email: stumpmaker99@netscape.net

July 29th - 10:30am. EBHS 3rd Annual Bloomfield Car Show and Parade, Veterans Park, Bloomfield, NY. A show to show off your Car, Hot Rod, Truck, Motorcycle, or Unique Vehicle. 34 trophies and Awards to be handed out. There will be two classes for Cars, Pre 1986 and Post 1985, as well as a Class for Motorcycles. This show is OPEN to the Public, so Wash, Wax, and Polish up your ride!

August 8th - Highlands at Pittsford Antique Car Show. The Hahnemann Square at the Highlands of Pittsford, 100 Hahnemann Trail, Pittsford. Details on page 14.

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.

What: _____
(Name of event i.e. Car Display at _____)

Where: _____
(Address/location of facility/venue)

When: _____
(Date of event)

What Time: _____
(Time frame for cars to be on display.)

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.)

Pacer, A Noble Effort

A Murray Stahl Muse

Beginning in the 1950s all of the “small” auto companies came under ever-increasing financial pressure. It was a new era where customers wanted a restyled car every model year. This new trend was augmented by mechanical innovations that set the bar far beyond the financial capability of the low volume, small car companies. By the 1970s all of the independent car companies had passed into the great-beyond except for the American-Motors-Corp, (AMC) that superseded Nash Motors.

What happened in the 1950s was an automotive tragedy, cars are expensive to bring to market. Consider that an automobile has upwards of 14,000 parts without even considering the myriad of small sub-parts making up a larger component; I.E levers and springs in the window mechanism, bolts and nuts on the starter. It is arguably the most costly, complex product ever put into mass production; its manufacturing requires complex engineering, design and timing problems even beyond its huge overhead structure and marginal returns.

All these parts have to be engineered, priced, tooled and planned out to a cost and time budget. The small makers like Nash/AMC were always faced with the key question of how many units would be sold as

opposed to how many would be needed to pay for the tooling. The product planners at a GM division would be dividing a \$500,000 bumper die set by a two million unit run for a tooling cost of \$.25 a bumper while the independents would optimistically use a divisor of 200,000 cars. Their best case then was a \$2.50 tooling cost.

This simplification shows a ten times greater cost advantage for GM than for one of the independent companies and would be multiplied over thousands of parts. One of the consequences of this would be a much longer life span for parts; the 1953 Studebaker bumpers were still in use at the end in 1964 as were the basic front fenders. Hudson at the end was using an engine designed in the early thirties.

Studebaker was actually able to produce a very capable V8 in 1951; it was the only modern engine produced by the independent car companies until Packard fielded a V8 in 1955.

A little history is in order. Back in the day carmakers reveled in different approaches; why in 1930 the Cadillac division alone made a V-8 along with a V12 and a V16. Customer choices abounded. By 1950 General Motors was offering customers the choice of a flathead six or eight-cylinder car (Pontiac); an overhead valve six (Chevrolet & GMC), an overhead



Pacer, A Noble Effort

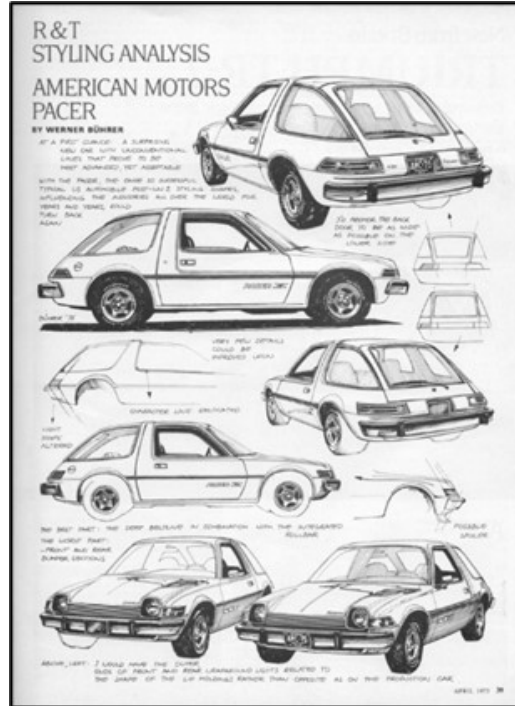
A Murray Stahl Muse

valve V-8 (Cadillac & Olds), an overhead valve straight eight (Buick) and all kinds of permutations of 2, 3 or 4 speed automatic transmissions. That's five dramatically different engine configuration designs just at GM. The GM philosophy seemed to be that they could provide whatever engine & transmission combination a customer wanted in one of their divisions.

It's of interest that none of the small car companies could afford to develop their own automatic transmission until Packard, late in the mid-fifties. So, In the 19-fifties General Motors was a colossus that straddled the automotive market setting the standard for styling and mechanical innovation that the rest of the industry had to dance to. The small companies had no chance as they sought out a niche in the market to hide in.

By 1976 only American Motors was left, Hudson, Willys, Packard, Studebaker, Kaiser were gone. Each of these proud-old companies had designed a "niche" product that would keep them in the automotive business. Hudson had the its Jet, Willys its Aero,

Packard its Pan-America, Studebaker had Hawks and the Avanti and Kaiser its Darrin and Henry-J.



American Motors dabbled in Muscle cars like the Javelin and AMX with some success but they needed a "Hero" car. In 1970 they marketed the Gremlin (on April 1st, LOL) which was widely panned but made significant cash for AMC.

Management opted to swing for the fences with a new "clean-sheet-of-paper" design. The end result was the Pacer, a \$65Mil investment that entered the market in 1975, this kind of money was a huge stretch for



AMC. It's a surety that the development of Hudson's "Jet" for half that amount was on their mind; it was a spectacular, company killing failure, Yikes.

I think that AMC wanted their new car to be different, not

only just another new model but a car that would

drive a new design trend. The VW bug was very different from anything else in the marketplace, a one word description of the VW-bug would be "impertinent". The VW was unusual and bathed in cuteness, like a new puppy. The Pacer design aimed for



Different / Cute. At the Pacer's launch, it seemed

(continued on page 12)

(continued from page 11)

Pacer, A Noble Effort

A Murray Stahl Muse

that AMC had threaded the needle, the dealer's showrooms were crowded.

In the second year, around 120,000 Pacers were sold; a good outcome for AMC, but cracks were beginning to show. The engine was slow, heavy and unresponsive, the car took over 14 seconds to get to 60mph, and it only clocked around 16mpg, less if you used the air conditioning, which you did because of all that glass. It was hard to park because of the width and weight, and mechanical faults were beginning to show through. The electrics were proving unreliable and there were reports of the steering seizing and failing due to the extra weight and strain imposed on the steering rack by the heavy engine.

Alas, the Pacer's platform was far too heavy and space inefficient to compete with the downsized Big Three cars of the late-70s. As a case in point, the 1976 Pacer weighed more than a 1978 Chevrolet Malibu two-door coupe (by roughly 110 pounds) and a Ford Fairmont two-door sedan with a six-cylinder engine (by more than 500 pounds).

In 1977, a two-door station wagon was added to the lineup, complete with roof rack and woodgrain-vinyl options, and in 1978 the front end received a minor facelift with a taller grille opening. The AMC 304 CID V8 also became available that year along with the 232 and 258 CID inline sixes. But by then, sales of the offbeat vehicle were slowing dramatically as the enthusiastic but limited demand was met. The best

year was 1976 with 117,000 cars sold, and by 1980, the Pacer's final year, volume dwindled to only 1,746 units.

Until a few years ago, the Pacer stuck in the Automotive Freak Show, scoring high in "Worst Car Ever" lists and books with titles like "Lemon!" or "Automotive Atrocities — the Cars We Love to Hate", often accompanied by the AMC Gremlin, so much that one gets almost disappointed when its name misses from such a compilation. However, times are a-changing.



Today, cars from the 1970s are dated technology, and many are gone for good. Lately, the Pacer is seen differently: as a design icon of its time, and as what it could have been. On the other hand, part of the fun in owning a collector car is in having a machine that isn't like everything else, and the Pacer definitely checks that box.

I must confess that I am a fan of the different, somewhat wacky, attempts at "unique" enough to attract buyers but not so different as to scare buyers away. I think the Pacer is right in the middle between unique and scary; I would own one but there is no chance of recovering any cash spent on achieving "show-quality" so it remains a historic footnote in automotive history.

A Pacer at a car show always draws a crowd, and not many cars have this talent. So, AMC-Pacer is gone but by no means forgotten.

Fini

New Members

W · E · L · C · O · M · E

Welcome to David Morse

We would like to welcome to our new member David Morse! We are looking forward to meeting you at one of our functions and getting to know you. Hope to see you soon.

NEW ADDRESS

Edward and Jean Sherry
Seabury Woods, 110 Dalaker Drive
Apt. 218, Rochester, NY 14624
Phone: 585-287-6103

Classics at White Eagle

AACA Special Eastern Spring Nationals 2023 July 26–29 Hamilton, NY

Hosted by the RAOCC Norwich Region

Show Chair: Allan Strong 607-334-2907

Email: stumpmaker99@netscape.net



THE BRASS LAMP - JUNE 2023

The Highlands at Pittsford Classic Car Show

Again this year, The Highlands at Pittsford has invited GVACS car owners to display their cars. Residents, resident's families, and prospective residents look forward to this display and seeing our beautiful cars. They enjoy talking with GVACS members, reminiscing, and sharing car stories. If you'd like to attend, you must make a reservation. Check out the details....

What: The Highlands at Pittsford Classic Car Show

Where: The Hahnemann Square at the Highlands of Pittsford, 100 Hahnemann Trail, Pittsford, NY

When: Tuesday, August 8, 2023

What Time: 4:00-4:30 PM -- Owners park at Hahnemann Square Building 100 prior to dinner.

After parking, car owners will be invited inside for dinner.

5:30 PM -- Following dinner, car owners will go to the Music Room for dessert.

6 PM-7:30 PM -- Car owners will be at their cars to chat about their vehicle with residents and prospective residents at the apartment neighborhood.

Whom to contact for reservation - (Reservations required) RSVP after July 1st:

Maria Sommerville (585) 641-6381 - if she is not there, leave a message and she will return your call. Or email maria_sommerville@urmc.rochester.edu. She will need your name, phone number, email and year/make of your car. (Car owners may bring a guest - however include the guest when making your reservation)

Deadline for making a reservation: Friday, July 28, 2023

Other details: Show is held rain or shine. Drivers will park their cars at Hahnemann Square Building 100 neighborhood. Attendants will be available to direct/assist car owners with parking.

Show is for residents and prospective residents considering The Highlands.

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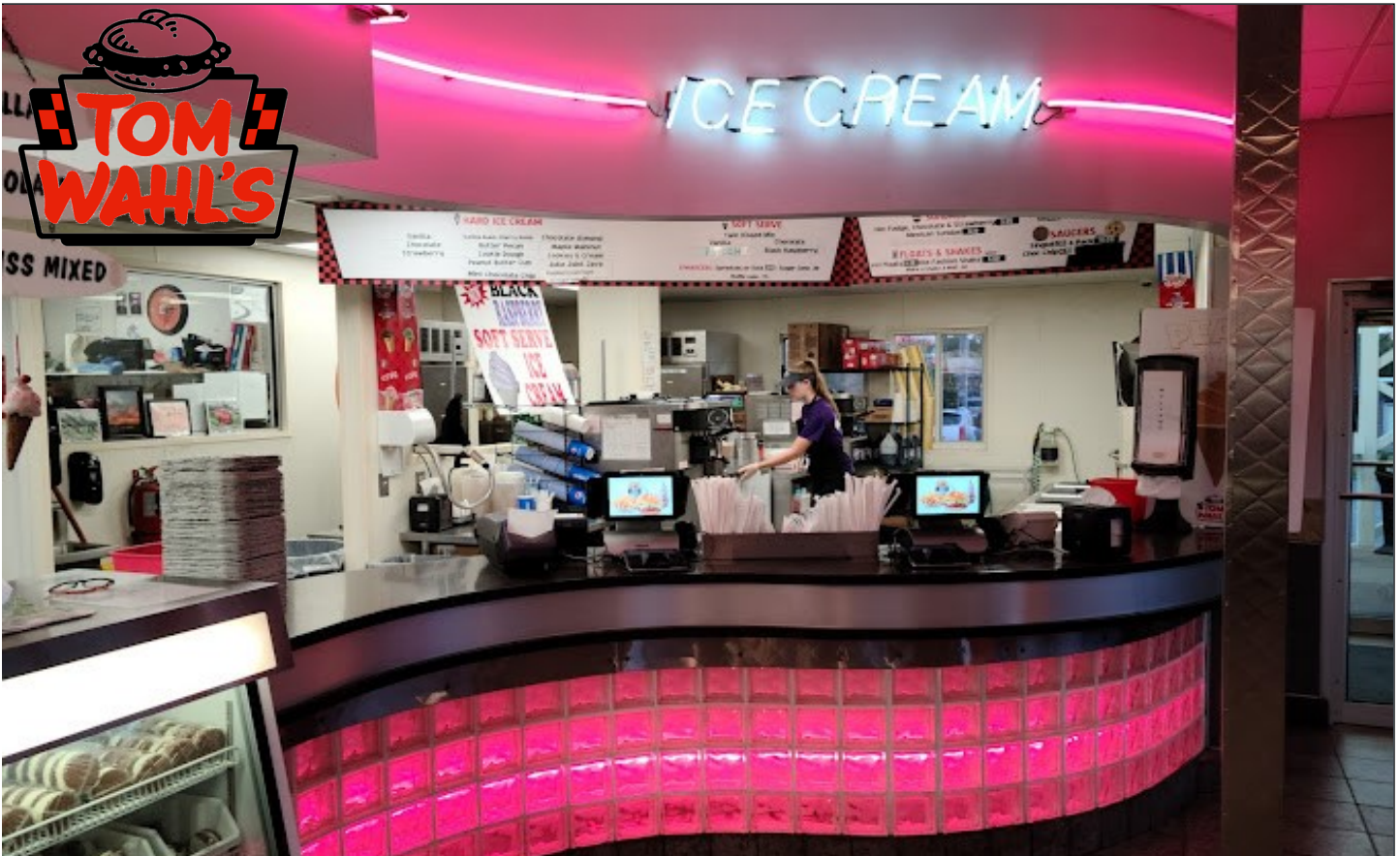
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Those wishing to have dinner on your own,
are welcome to do so.

Please call Betty Reilly

@ 585-624-2263

or e-mail: reillym148@aol.com

Please let me know by June 16th if you plan to attend.

I SCREAM FOR ICE CREAM



National Car Collector's Appreciation Day Picnic

When: July 8th 2023

What Time: 10:00 AM

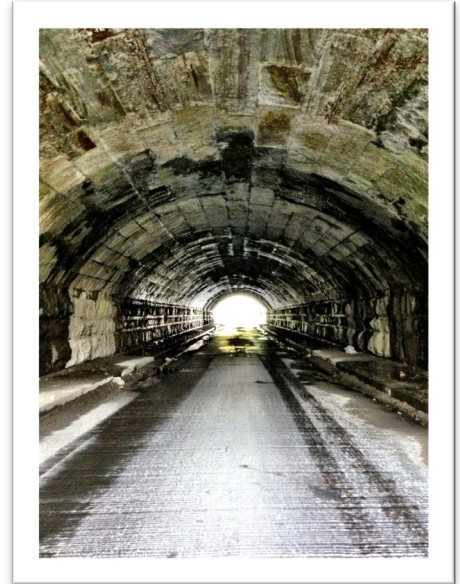
Where: Pat & Evelyn Lloyd's Home
214 Hamlin Parma Townline Road
Hilton, NY 14468

Lunch: We are planning to cook lots of Zweigles hot dogs and provide rolls with all the condiments, bottled water and soda.

Cost: No Cost

What: We will do a driving tour on the backroads to Medina where the Erie Canal passes over the road (3699 Culvert Road, Medina, NY).

<https://www.onlyinyourstate.com/new-york/erie-canal-drive-ny/>



After the canal we will make our way back to Pat and Evelyn's house for a picnic and see everyone's vehicles and have a great afternoon together.

Hopefully we will have some other car clubs join us.

What to Bring With You: Please bring your favorite dish to pass or salads, desserts etc. We have refrigerators to keep food cold while we are out driving. Bring your own drinks, whatever that might be, if you want.

Other Details: I do have about 30 chairs and 4 large picnic tables so bringing your own chair might be needed. We will have seating inside the pole barn and outdoors in the lawn.

RSVP BY JULY 5th

Contact Pat Lloyd: Email: pat@lloydmechanical.com or cell phone: (585-509-9044)
Please leave a message if I do not answer. Text is ok too.

Name(s) _____

I plan to bring: Side _____ Salad _____ Dessert _____

Also Bring: Lawn Chair & your own drink. (There will be 4 picnic tables and a few chairs provided.)

SUMMER 2023 GVACS 3 DAY TRIP

July 28th - 30th!

**It's a go! We have enough interest to make this happen!
Since this is only 2 - 3 hours away, feel free to come to 1 or all three days.**

This is a tentative schedule.

Day 1 - Friday, July 28th

9am - Meet at Wegmans Parking Lot, 235 Eastern Blvd, Canandaigua.
2pm - 5pm - Register at the hotel
Some of the venues we are looking at are, Tour of Colgate University, Cooperstown, Museums, Oswego, Wineries.
Since most people wanted a 3 day event, we are still planning things for Friday. If there is anything anyone is interested in doing, let us know.

Day 2 - Saturday, July 29th

9am - Breakfast on your own
11:30am - 12pm - Arrive at AACA Special Eastern Spring Nationals 2023.
White Eagle, 2910 Lake Moraine Road, Hamilton, NY 13346
12pm - 2pm - Eat lunch and enjoy the car show & flea market.
12pm - 3pm - TCT Antique Alley Rally Open House & Car Show
3570 Canal Road, Bouckville, NY (about 5 miles from Hamilton)
(Judy & Bob Keenan will be at site 14)
6pm - Catered BBQ Dinner at TCT Antique Alley Rally in Bouckville
7pm - Live music (Bring your lawn chair)
9pm - Return to hotel (You can return whenever you want)

Day 3 - Sunday, July 30th

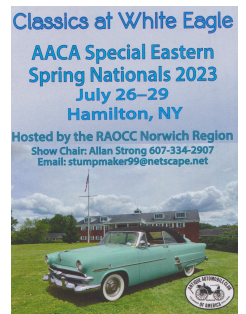
9am - Leave hotel for Northeast Classic Car Museum (About 30 miles)
24 Rexford St., Norwich, NY 13815, (607) 334-2886, www.classiccarmuseum.org
10am - 12pm - Enjoy the Northeast Classic Car Museum - Over 170 classic and vintage cars and 28 motorcycles are on display in 5 connected, climate-controlled buildings.
12pm - Lunch on our way home.

Hotel Information: Please call the Hotel ASAP. With the AACA Special Eastern Spring Nationals going on, the hotels might fill up fast. We have a block of rooms set aside. Just tell them you are with the AACA Group to get the special rates.

Hotel One75, 175 Utica Street, Hamilton N. Y. 13346

Telephone 315-824-4400, info@hotelone75.com

Special rate for Friday, July 28 and July 29 - \$149.00/night



**Please let Jim Day know ASAP so we can make this trip happen.
jameslday21@gmail.com or call (585) 202-4450**

GVACS Activities Calendar Updated May 20, 2023

Dates 2023	Activity/Event/Speaker	Organizer/Hosts
 <p style="text-align: center;">June 21, 2023</p>	<p style="text-align: center;">Ice Cream Social - 6pm at Tom Wahl's - Avon 283 East Main St. (Rt. 5 & 20) Details on page 15</p>	<p style="text-align: center;">Betty Reilly Judy & Bob Keenan</p>
 <p style="text-align: center;">July 8, 2023</p>	<p style="text-align: center;">National Car Collector Appreciation Day 10:00 AM Pat & Evelyn Lloyd's Home 214 Hamlin Parma Townline Road Hilton, NY 14468 Details on page 16</p>	<p style="text-align: center;">Pat & Evelyn Lloyd</p>
 <p style="text-align: center;">August 24, 2023</p>	<p style="text-align: center;">Summer Picnic Foreman Park - White House Pavilion, 4507 Lake Rd. Pultneyville, NY</p>	<p style="text-align: center;">Joe Kozloski & Linda Perkins</p>
<p style="text-align: center;">September 2023 Event Date TBD</p>	<p style="text-align: center;">??Ideas??</p>	<p style="text-align: center;">Need Volunteer(s) to Host and Organize</p>
<p style="text-align: center;">October 2023 Event Date TBD</p>	<p style="text-align: center;">??Ideas?? ? Fall Run ?</p>	<p style="text-align: center;">Need Volunteer(s) to Host and Organize</p>
<p style="text-align: center;">November 10, 2023 Event</p>	<p style="text-align: center;">Indoor Meeting - 7PM Annual Meeting and Speaker Lutheran Church of the Resurrection 3736 St. Paul Blvd., Rochester, NY</p>	<p style="text-align: center;">Need Volunteer(s) to Host and Organize</p>
 <p style="text-align: center;">December 10, 2023</p>	<p style="text-align: center;">Holiday Party Shadow Lake Golf and Racquet Club</p>	<p style="text-align: center;">Joel and Ann Neal & Linda Hosenfeld</p>

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