

PONTI ACTION

February-March 2021

45 YEARS OF JUST
HAVING FUN

Since almost all of the 2020 activities were cancelled we are applying your 2020 dues (renewal or new member) to 2021 - you are automatically renewed.

WINTER IMAGES



High and Dry Storage



Sleeping Steel



After Tune Up Test Drive



Somebody ran off with my 66 GTO



The Original *Pontiacion* Chapter...
The **Keystone State Chapter**
Pontiac Oakland Club International



From The Chief

Hello, Fellow Members,

We are well into a new year, and so far, not much has changed. Many of the January auctions we all watch and enjoy have been postponed and dates rescheduled.

The usual first show of the year in Allentown was moved to Carlisle, the show in Hamburg is cancelled, and the Motorama Car Show in March at the Philadelphia Expo Center has also been cancelled. I know we all want to see a full car season as we move closer to spring. Hopefully, the vaccine is working and becoming more available so that we can have the car season we all want.

In the hope of good times ahead and looking forward, the board and officers of Keystone Chapter have put together a club event schedule. The schedule was sent to all members when the annual meeting minutes were emailed to you. The schedule is also included in this month's newsletter. This event schedule is filled with some really great car shows, tours, and fun-filled events. Please review the schedule, mark you calendars, and support your club. Please follow our website, Facebook page, and emails for updates and additional information as we move closer to these events.

As stated in the minutes, I want to again thank Steve Martinez for joining the club's Board of Directors. My pet project is to recruit new members. Please help by encouraging potential members to complete one of the simple, easy applications. Review the "paver program" and raffle (previously sent to all) that fellow member AJ Koszi worked hard on putting together. Lastly, please do not forget to vote for the POCI National Board in the upcoming SMOKE. The Keystone Chapter and its officers and board strongly support candidate Mike Murray for the national board; please support his re-election.

Thanks for everyone's support of the Keystone Chapter, continue to prayer for the vaccine, stay patient and kind, and be safe.

See you down the road!

Tom Wright

Little Known Facts about Pontiacs – Number 4 “1960 Pontiac Featured in GM Corporate Ads”

By Bill McIntosh

After a subdued production year in 1958 because of the recession, Pontiac followed with a banner year in 1959 with over 383,000 cars produced. The 1960 model year was not to be outdone with production reaching almost 400,00 (actually 396,716). It seems that the transformation of Pontiac under Bunkie Knudsen had put the division in the spotlight and Corporate was delighted. As a spinoff of that glow, GM corporate and GM supplying divisions



used the 1960 Pontiac in many of their advertisements. As I have a significant collection of 1960 Pontiac ads (and cars), I thought readers would be interested in seeing some of the corporate GM ads that featured the 1960 model. Here are three of such ads.

This first ad is a two-page spread that was devoted to promoting the full GM line-up of cars for 1960. The ad featured a 1960 Pontiac Bonneville convertible and headlined the following copy: “THERE IS NOTHING LIKE A NEW CAR FOR GOING PLACES AND DOING THINGS.” The ad showed a family of four going to Marineland in Palos Verdes, California, where

continued on next page

“Bubbles” the wale performed. Curiously, the depiction of the car was not entirely what an actual 1960 model would look like. The red paint color was not one offered by Pontiac. The car showed chrome trim around the convertible boot area – again not on the production car. Finally, the gold script on the front grill was missing – the latter omission was typical of all ’60 Pontiac ads that year.

The ad goes on to highlight features of the GM line-up for the year including:

- Magic Mirror Finish
- Body by Fisher and
- Safety Plate Glass

The ad ends with the copy: “GENERAL MOTORS, Go GM For ’60, Chevrolet, Pontiac

Oldsmobile, Buick, Cadillac All with Body by Fisher.

This second ad is actually my favorite. Those that know me will say it is because I own a 1960 wagon in Coronado Red and white. Well, maybe.

Nevertheless, I particularly love this ad because it is, in a way, totally outrageous – both copy and graphics. The ad shows four members of a marching band on the roof of a 1960 Pontiac Bonneville Safari station wagon. The headline reads: “you’d think the musicians came with the car.”

The ad is actually one for DELCO Radios and encourages readers to be sure to specify a factory-installed DELCO in their next car.

The copy continues to read: “A million miles from nowhere, still the radio comes through – crystal clear offering:

- Greater fidelity
- Sensitivity
- Tonal range
- And straight-line tuning.

The sign off for the ad reads: DELCO Radio Division of General Motors

Kokomo, Indiana
 World Leader
 Auto Radio
 World Leader in
 Auto Radio





While it looks like a Pontiac ad, the third example appears to be sponsored by the Saginaw Steering Gear Division of General Motors. The headline “Parking Spaces Seem to Grow on Trees!” advertised the ease of Pontiac’s Wonder Touch Power Steering for 1960. The ad goes on to tout that the steering required only a gentle effort of 2 ½ pounds to activate. The sign off on this one-page, black-and- white ad highlighted that Pontiac was “The (only) car with Wonder Touch Power Steering and Wide Track Wheels”

Long live the Wide Tracks!!





2021 CALENDAR OF EVENTS



Around May 1: Tour TBD

June 6, Sunday: GM on Display

June 26, Saturday: Knoebels Grove; Tent #4 also known as T-4

July 11-15, National Convention (49th) – Mohegan Sun Resort, Uncasville, CT (go to www.poci.org for details and registration)

August 8, Sunday: Club Day at Das Awkscht Fescht; for registration form and details; register **BY JULY 1**

Sept 26(?), Sunday: Fall meet at Ebersole, Lebanon, PA; dealer's 101th anniversary; Cadillac, Buick, Olds, Pontiac, GMC show. **WILL CELEBRATE 101 YEARS IN 2021**

Oct, 23 or 24, Tour TBD

November 26, Friday: Black Friday Junk Yard Tour

December 4, Saturday: Christmas Party, Bird-In-Hand Restaurant, 12:30 pm

January 9, 2022, Sunday: Board/Planning Meeting, Bird-In-Hand Fire House; Noon start

57 FUN, or maybe not

Excerpts from experiences restoring a 57 Super Chief Custom Catalina Coupe

By Dave Bruch

Brake Issues

When I looked at car before purchasing noticed long spring between dash and brake pedal. Owner was told by place in Florida that rebuilding the power brake booster/ master cylinder would fix the problem of the brake pedal not returning all the way. Okay.... if you say so. Of course, if your brakes and wheel cylinders are rusted in place you have no pressure to return pedal. Booster/ master cylinder assembly was removed and disassembled for inspection. Some mechanic in Florida coated inside of master cylinder with epoxy for no apparent reason. Of course, epoxy and DOT 3 fluid don't work well together. It was getting soft and flaking off. Just what you want in a brake system. I took master cylinder home to work on it. Had to glass bead several times and used carbide burrs to remove epoxy. Then glass beaded again. Flushed out entire cylinder with denatured alcohol and filled reservoir with DOT 3 and let sit for 3 day looking for leaks. Then flushed out once more. Rebuilt master cylinder.

347/4bbl/270hp Rebuild

Engine is being rebuilt over winter. No problems just thought after 100,000 + miles it was time. Block, heads, crank etc. are at machine shop. The engine will be blueprinted and balanced as part of rebuild. Machine shop does lot of race engines and they are through and hold close tolerances. Crank in very good condition. Cam shows signs of wear from previously not having oil with ZDDP. I use Gibbs hot rod oil with ZDDP in any older flat tappet engine I have. Challenge is finding quality parts now a days.



Steering Box

While on a trip with the 57 to Illinois I lost control on PA turnpike on a curve. Fortunately, no one was next to me or in front of me. I've had more than one old Pontiac with very easy power steering. Never thought much of it. Found out hard way there is a recirculating ball (spool) in steering box that wears. Always thought your steering would get harder not easier if steering box was worn. It's not noticeable unless at highway speeds. Another indication is steering wheel will shake. I did not have that problem. From then on I did not exceed 50mph going through PA, WV and eastern OH. on curves. No problem going straight. After that it's flat straight highway. When I arrived in Illinois to visit my life-long friend who restored cars for a living we were able to get a steering box from LARES in MN. We changed it out in time for my return trip.



Follow the Pontiac Brick Road

Attention KSC Members

The Officers and the Board of Directors has approve a special addition to the Pontiac Transportation Museum brick program. As of today, 1/21/2021, our current total number of bricks is : **8** , for a total of \$950 Special THANKS to all who are now a permanent part of the PTM. For those yet undecided, here is another opportunity to participate.

PTM / Keystone State Chapter Raffle

Only **150** tickets will be sold! Three prizes to be awarded.

1st : PTM Brick (4 x 8) Your choice of text

2nd : 1 Year KSC Membership

3rd : Pontiac Arrow Earrings (1 pair & a hat pin)

Tickets are: **\$3.00 each, 2 for \$5.00** (multiples welcome)

Cash or checks accepted, payable to: A J Koszi - PTM, a self address stamped envelope must be included.

Drawing will be held when all the tickets have been sold. Winners will be notified by email and posted on the website. Tickets will be made available to Chapter members before being offered to other car clubs and the general public, when the auto show season begins. Tickets will be sold in order as the requests are received. Specific ticket numbers cannot be requested.

Thank you and Good Luck,

A J Koszi
1456 Jeter Ave
Fountain Hill, PA 18015-2420
r62gp@aol.com,
610-504-4735

SAMPLE



MORE WINTER IMAGES



**Tokeim 39
gas pump
restoration**



Back from years of storage



**Just back
from the paint
shop**



**34 5-window
under
restoration**

Return Address:
Richard Stover
2314 Fonthill Ct.
Langhorne, PA 19047

2021 and 2022 Officers and Directors:

President: Tom Wright
Vice President: Sandy Kemp
Treasurer: Brenda Steinhauer
Secretary: Richard Stover
Director: Ken Fernsler
Director: Bill McIntosh
Director: Jim Martin
Director: Vacant
Co-Activities Director: Ralph Keller
Co-Activities Director: George Burbage
Newsletter Editor: Richard Stover
Chapter Historian: Ralph Keller
Promotional Sales: Bill McIntosh
Display Board: Marlin Guigley

Keystone State Chapter Membership Information
For general information, contact Richard Stover at
kscpociinfo@gmail.com

Annual Chapter dues are \$20.00 (2021) payable in January. It is recommended that you be a member of the P.O.C.I. along with being a member of the Keystone State Chapter. Send dues payable to KSC-POCI, c/o Brenda Steinhauer; 48 Shillington Rd; Sinking Spring, PA 19608

For Pontiac-Oakland Club International information go to www.poci.org on the internet; or call: 877-368-3454; or email: pociworldhq@aol.com Annual POCI dues are \$45.00 and includes a high quality monthly magazine.