

JUNE-JULY 2024 NEWSLETTER

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



Founded September 9, 1974; LONGEST CONTINUOUSLY OPERATING CHAPTER

CELEBRATING 50 YEARS



Tuckers at Swigart Museum



3 Dog Garage

40 Pontiac at Old Stillwater Garage

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From the Chief

Hello Fellow Members,

Here we are almost into June. The Club has already had some great spring events. If you missed them, come out to some of next few months' events.

June 2nd is GM On Display at Macungie Park. I am enthusiastic in asking that members really try to bring yourself and your car to this event. We have cash prizes, gifts for club members, a celebration cake, tall tales and fellowship with your club brethren.

Our summer picnic is coming up at Knoebel's Amusement Park. The club is providing a free lunch burgers, hotdogs, and chips. Please help by bringing a side dish and then take the young and young at heart and have some fun.

Review the calendar in this newsletter for dates, times and make sure to sign up. The POCI National Convention is in Arkansas this year, the same week is the Norwalk Nationals in Ohio. If you plan on attending either one of these shows, please let me know.

There will be some special recognition for our 50th anniversary. Again, I strongly ask that you to attend these events as they are a lot of fun and can even be better with your participation.

See you at one of our upcoming events and look forward to celebrating our 50th with each of you.

Tom

Welcome Back

Marlin Bressi '09 G8 GT

George Hirn '80 GP

124 MEMBERS STRONG!

SWIGART TOUR APRIL 27th

On Saturday, April 27th, our second tour of the season took us to the William Swigart Museum, located in Huntingdon, Pa. Fortunately, we were indoors, as we did have a few showers. We had about 20 members and guests attend this event, and everyone had a great time. Activities commenced in the main museum building, with a private guided tour which provided us with a wealth of knowledge of all the vehicles on display. Many are rare, including one which is the last of that make in existence. Several custom built, and experimentals were also on display. Bill Swigart and his father had been collecting cars since early in the 1900's, and opened the current museum in the 1950's. They proudly display 2 Tuckers, the "Tin Goose", which is the prototype which was used on the show circuits to demonstrate the cars and solicit dealerships, and stock sales. Next to it is production vehicle number 13. Some of their mechanical and cosmetic work has been done by students in the automotive restoration program at the Pennsylvania of Technology in Williamsport, including work on the Tucker. After viewing the main museum, we adjourned to a nearby restaurant for lunch. We then went several miles to downtown Huntingdon to view the "overflow" vehicles in the collection. These are stored in 2 old dealership buildings, which make a perfect backdrop for these ancient vehicles. Many of those cars are not restored, and in dead storage, however, many do run, and are periodically swapped out with some of the vehicles on display in the museum. There is also an extensive collection of PA license plates, and a great deal of ads, brochures, and other memorabilia. There is an extensive collection of name badges, removed from cars over the years. It was a day well spent. We sincerely thank one of our founding members, Don Barlup, for pulling some strings to get this setup. The museum is still closed for the winter, but Don is a personal friend of Bill Swigart's 2nd wife, Pat Swigart, and sits on the museum board of directors.

Ralph Keller



[CLICK HERE TO SEE ALL THE PICTURES](#)



AACA Museum Show, June 15, 2024

On Saturday, June 15th, we will participate in the annual car show to be held at the AACA Museum, near Hershey. Since the Museum is running the show, we need to abide by their guidelines, and a few things will be a little different from our usual shows. There is no admission charge, and you need not be an AACA member to attend. Remember that the museum is officially divorced from AACA. Hank Hallowell will again be our host for the event. We have asked if we could park together as a group, and we can do that. He recommends that we get all our members together nearby, before entering the field, to facilitate parking us in one area. The entry hours are from 9-11, but we want to have everyone there at 10 AM so we can go in as a group. The usual time for the show end is around 2 PM. They prefer older vehicles rather than new ones; however, he is OK with any year Pontiac since they are out of production. They do not go with the AACA guidelines of 25 years old or more. Any make is welcome, but they discourage hot rods, tuners, heavily modified, and such. We will be allowed to put up our canopy, and also sell merchandise under our tent. Hank said he will provide us with lunch, so—

**WE MUST HAVE A HEAD COUNT BY JUNE 7TH, SO
FOOD CAN BE ORDERED.**

Since Hank is buying the food, we ask that you bring only club member and their immediate families, but not other guests to this event,

Please contact Ralph Keller with your reservations at:

rjkeller203@gmail.com

Or

Call 570-326-9237



2024 UPCOMING EVENTS

GET EVENT INFO AND PRE-REGISTER AT THE CLUB WEBSITE—
www.ksepci.org

June 15, Saturday: AACA museum car show; see article in this issue

July 15-20: National Convention (52nd) – Springdale, Arkansas; www.poci.org



Our Club picnic at Knoebel's Amusement Park is on **Saturday July 13th**. For our 50th Anniversary year, we are going to have a catered lunch and cake so we will need you to RSVP to Ralph Keller **BY JUNE 13TH**. The park requires us to let them know this early so please

RSVP to Ralph at **570-326-9237** or by email
to rjkeller203@gmail.com **BY June 13th**.

August 4, Sunday: Club Day at Das Awkscht Fescht; **Pre-registration only by July 1**, get form for Sunday at: www.awkscht.com

Sept. 21, Saturday: Tour of Hallowell estate and collection

Sept. 29, Sunday: ALL GM show, PADRE PIO SHRINE, Bally, PA

October 19, Saturday: To Scranton to visit Steamtown national historical site

November 29, Friday: Black Friday Junk Yard Tour, see website for details.

December 7, Saturday; Christmas Party, Bird-In-Hand Restaurant, 12:30-4

January 25, 2025, **Saturday**: Membership Meeting, Bird-In-Hand Fire House; 11am start

Petroliana Collecting – Part 3 (B) Signs

By Bill McIntosh

Collecting petroliana deals with accruing items related to vintage gas station and service garages (including dealerships). Three major segments of the hobby are (1) gas pumps, (2) oil cans, and (3) signs. In the first part of this series (Oct/Nov 2022 *Pontiacion*), I offered an overview of gas pumps. The second part of this series (Jun/Jul 2023 *Pontiacion*) I devoted to the subject of oil cans. In this third part, I focus on signs or signage. This comes in the form of four articles covering the variety of signs in my collection. The first of these, “Petroliana Collecting – Part 3 (A),” appeared in the March/April 2024 edition of *Pontiacion*.

The majority of gas station signs in my collection feature TEXACO, and are the focus of this article. The sign that got me started on TEXACO was the sign shown directly below. While I got it for free (believe it or not), it is probably one of the more valuable signs I own. When living in Maryland, the homeowner beyond my back yard was cleaning out his barn. He had two piles of stuff – one that was junk and would be thrown out and the other, to save. This sign was on the top of the junk pile, so I asked if I could have it and he said yes! It was covered with green paint on both sides and did not look very promising. Fortunately, the combination of water-based paint and porcelain finish wound up being easy to clean. With a little elbow grease, compounding, and waxing, it is a beautiful example today.



This is an early TEXACO sign. Collectors refer to these early examples as “Black T”, specifically referring to the black outline around the large green T in the middle of the star. Later logos have “White Ts” meaning the T in the middle of the star is outlined in white. This sign is probably from the 1930s or 1940s -- and is in very, very good shape given its age. It is 42” in diameter, two sided and porcelain. It was likely used as the main identification for a service station. My guess is that today it is worth a few thousand dollars.



This sign represents TEXACO’s attempt to make a brand name out of its lubrication service, thus the name MARFAK Lubrication. A 36” long by 24” high single-sided painted sign such as this one was usually hung on an exterior wall or on the lubrication bay wall of the service station. My guess is that this sign dates from the 1950s.

I do not believe that the MARFAK name was promoted much past the early 1960s.

Continued on next page



This sign is unusual for a couple of reasons. First, it is the only one in my collection that is made of cardboard. Second, it is the only TEXACO sign that displays the famous slogan, "Trust your car to the man who wears the star." This slogan was used in the 1950s and 1960s, and was most popularly used on TEXACO sponsored TV variety shows. The sign is 21" square, is printed on both sides, and has punched holes in the top. Clearly, the sign could not have been displayed outside the station, so I believe it was hung from the ceiling in the waiting room or where patrons paid their bills



This sign is made up of large plastic letters. These were used on the upper front of TEXACO gas stations in the 1960s and 1970s, up to the point that stations were modernized for the last time before going out of business following Chevron's buyout. The set was actually pretty inexpensive when I acquired it in the early 2000s. While the letters were not damaged in any way, the finish on many had been marred. As a result, I spray painted them before installing on a dedicated backing board. This is a very big sign measuring 2' tall and over 11' long. Note also the TEXACO star on the right and the three TEXACO green stripes just beneath the letters.



This is a very early two-sided porcelain TEXACO motor oil sign. You will note again that the T in the middle of the star logo is outlined by a black line and thus, a "Black T" -- and quite early. I would be guessing that this sign was used in the 1930s or early 1940s. It is in remarkably good condition given its age. The sign was acquired by my late cousin, Bruce Todd, who lived in Hamilton, Ontario, Canada. In time, he sold it to me. The sign is relatively small, measuring only 24" by 18".

Continued on next page



This is another early TEXACO two-sided porcelain sign. It is not quite as early as the previous sign that claims the product is “clean, clear and golden.” This one promotes the “insulated” quality of TEXACO motor oil, which seems to relate to viscosity that withstands both heat and cold. It probably appeared in the 1940s as it has the “White T” in the star. I doubt that the “insulated” campaign lasted beyond the 1950s if that. Again, a small sign, measuring only 24” by 18”.



This sign is one of the largest in my collection. It is 48” (4’) in diameter and double-sided. I am not sure if it is porcelain or painted, but is certainly not the heavy porcelain of the earliest signs. These were used as the main identification signs for stations in the late 1940s, throughout the 1950s and early 1960s. Generally, they were encased in a heavy metal ring and installed on a pole, high in the air so potential customers could see it from far away.



While there are other TEXACO signs in my collection, I conclude this article with a sign that was displayed almost exclusively somewhere in the service station’s driveway. Mounted in a frame that allowed the sign to swing in the wind, it is painted, double-sided, 30” by 37” in size, and does not show any of the typical TEXACO logos or colors. TEXACO, in attempting to attract tourists to its stations required franchisees to keep its rest rooms up to a high standard. Only then could they display this sign in the driveway. The signs were used in the 1950s and 1960s as a way to differentiate TEXACO stations from the competition. I also have a matching print advertisement showing both the sign in a station driveway and a little girl apparently needing to use the clean, comfortable facilities.

3 Dog Garage Tour

by Tim Britton

On May 18th, 2024 our chapter was invited to see Ross Myers' private collection at 3 Dog Garage in Boyertown Pa. He owns two buildings with several floors with early and late race cars, original unrestored Fords, historical dry lakes and drag race cars, vintage notable hot rods and customs, and recently built street rods done by some of the top shops in the business.

Our tour began at the original building. Upon entering, we saw the restoration area, several model aircraft, numerous vintage signs, a few hot rods, and a recreation of an old Mobil gas station. The second and third floors of this building were filled with meticulously built and restored hot rods and customs. Most of these cars were Fords from Model Ts up to the late 1930s. One of the cars in this building included the Ricky Nelson roadster a 1932 Ford that appeared in various episodes of The Adventures of Ozzie and Harriet tv show. Another was the "Kookie Kar" a 1922 Ford Model T roadster T-bucket built by Norm Grabowski, that appeared on the tv show "77 Sunset Strip".

From there we went to building #2. The first thing we saw was a large display of Ford late model race cars, including some from Saleen and Roush Racing. Further back were two Shelby Cobras, a first generation Mustang Shelby GT350 raced by the late Ken Miles, and a 1957 Thunderbird "Battlebird".

Other cars on display included Dan Gurney's 1967 Cougar Trans Am race car, the "Orange Crate" 1932 Ford sedan drag/show car, the "22 Jr." 1929 Ford roadster built by Tony Nancy, and the "Chrisman Brothers Coupe" a highly modified 1930 Ford coupe built to race on the dry lakes and Bonneville Salt Flats.

The second building also housed the Mark Smith collection of original unrestored Fords from the 1920s and the 1930s.

The buildings themselves have all been renovated and decorated with vintage automotive and local business signs.

We had approximately 28 members and guests in attendance, It was again a rainy dreary day outside but everyone left in awe after viewing the contents of the buildings.



[Click on this link to see all the 3Dog Pictures](#)

Old Stillwater Garage Open House

On Saturday, May 11th, we took a road trip to Stillwater, New Jersey, to participate in the spring dust off held by our long-time friend, Lou Calasibetta. Since Lou specializes in high end restoration of Pontiac and Oldsmobile cars, and is big into custom work, we knew we were in for a treat. While it was raining in PA when we left, the weather cleared, and it turned out to be a beautiful, rain free day in Stillwater. This small town is just over the Jersey border, and the back roads thru several small villages were a delight on a nice day. I would guess attendance was 75 or more cars, ranging from pure stock, to radical customs, and full-blown race cars. Not unexpectedly, Pontiacs were in abundance, and Lou has a perfect spot for the show, with lots of room, and great food. KSC members attending included President Tom Wright, Marlin Guigley, Jim Martin, Tim and Karen Britton, Steve Liebert, Dick Stover, Ralph Keller, and long-time former members David and Lina Myers. Several of our members drove show cars to the event. Pontiac was very well represented in all sizes and shapes on the show field. Lou had his shop open for viewing, and a number of his cars on display as well. Of special interest was a 1956 Canadian Laurentian (US Star Chief) 4 door hardtop. Also in the shop was a 57 Pontiac convertible, freshly painted and ready for assembly. In the outdoor lot were two 57 Pontiac donor cars, labeled as "I'm dead" and "Help Me I'm Dying", possibly donors for the just completed 57 convertible indoors. Just behind that car was a difficult to see 54 Pontiac, restored, but without the front-end sheet metal in place. Looking closely, you could see front disc brakes had been added, and while it appeared to retain the original flathead motor, a custom dual carb intake manifold was fitted.

As nice as all of these were, I had one very special car that spoke out to me. Located near the highway, next to a fence, was what appeared to be a very nice, simple two-tone tan, 2 door sedan. Upon closer inspection, it was immediately obvious that this was an ultra-rare 1941 "C" body car, one of only 3 that I have seen in my lifetime. The first was owned by early KSC member Leh Silliman, and it was located in his sales building in Neffs, Pa. the other was owned by Kurt Kelsey and was on display at the 2018 convention at Wisconsin Dells. I found more information provided by our good friend and prolific Pontiac author, John "Gunner" Gunnell, (now deceased) in his book titled 75 years of Pontiac and Oakland. He stated that in 1941 Pontiac added a 3rd line of cars to its offerings, when the models were built on the A, B, and C bodies. The A body was the small Chevy body shared by low end Pontiacs. The B bodies were the slightly longer body and wheelbase cars routinely used in the higher end Pontiacs, and small Buick and Oldsmobile. The C body cars were longer in overall length, but built on the same 122" wheelbase as the B series cars. Lou's car would be Custom Torpedo Slantback Streamliner. The A body cars were 201.5" long, while the B body cars were 207.5" long, and the extended C body cars topped out at 211.5". A total of 330,061 cars were sold in 1941.

A great time was had by all, and we will look forward to returning next year. Thanks Lou, for a great outing.

[CLICK HERE TO SEE ALL THE PICTURES](#)



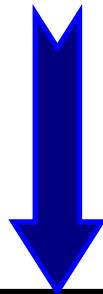
**1974-2024
Congratulations Keystone State Chapter,
the oldest, continuous Chapter in POCI
Just think: 50 years!**

In honor of our anniversary, each member will receive a 50th anniversary pin!

See Tom Wright at our next get together!

Also, in addition our club store has been restocked with some new goodies. We will be selling a KSC - 1974 hat pin (a little different from the 50th anniversary gift pin). We also now have blue long sleeve t-shirts and red short sleeve t-shirts with the vintage print on the front. These are really nice quality and sure to be a best seller as they were years ago. George will have all these items at our GM on Display show as well as our Fall "Come Home" celebration show on September 29th at Padre Pio

And new this year - we can now accept credit cards for payment!



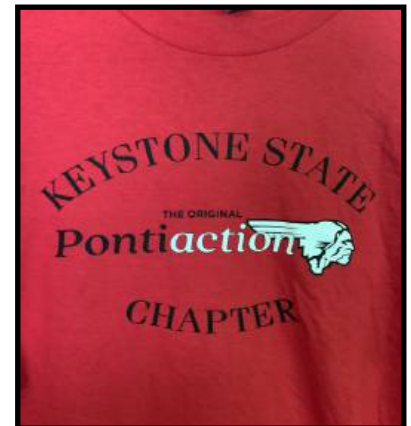
Long Sleeve FRONT



Long Sleeve BACK



Short Sleeve FRONT



Short Sleeve BACK



Also, check out these two new T-shirts

Hey all, do you know a business that might want to help the club with a sponsorship? Print out this letter and give it to the owner/manager.



Keystone State Chapter, POCI
2314 Fonthill Ct.
Langhorne PA 19047
215-499-8530
rtstover@gmail.com

April 6, 2024

The Keystone State Chapter POCI is celebrating our 50th anniversary of preserving Pontiacs, Oaklands and GMC's for future generations to enjoy. We are currently 123 members strong with members located in PA, MD, NJ, DE, and NY.

We have exciting news! We're looking for sponsors to help fund our newsletter. And in return for sponsorship, we're offering multiple advertising opportunities throughout the 2024 season.

Would you consider sponsoring our club and donating \$ 25.00 to help us to meet our goal?

We're so grateful for what our sponsors just like you have helped us accomplish over the years. From funding our car shows to helping with our newsletters and so much more, we're immensely thankful to our past, present, and future sponsors.

To demonstrate of our gratitude, the Keystone State Chapter POCI would like to offer you a business card ad in our bi-monthly newsletters for 2024 plus a display board which will prominently display your card at all events, in recognition of your gift.

We hope you're able to contribute and thank you for the consideration.

To make a contribution, simply include your gift with this letter and business card and mail to Keystone State Chapter POCI, 2314 Fonthill Ct., Langhorne PA 19047 or hand deliver to our representative.

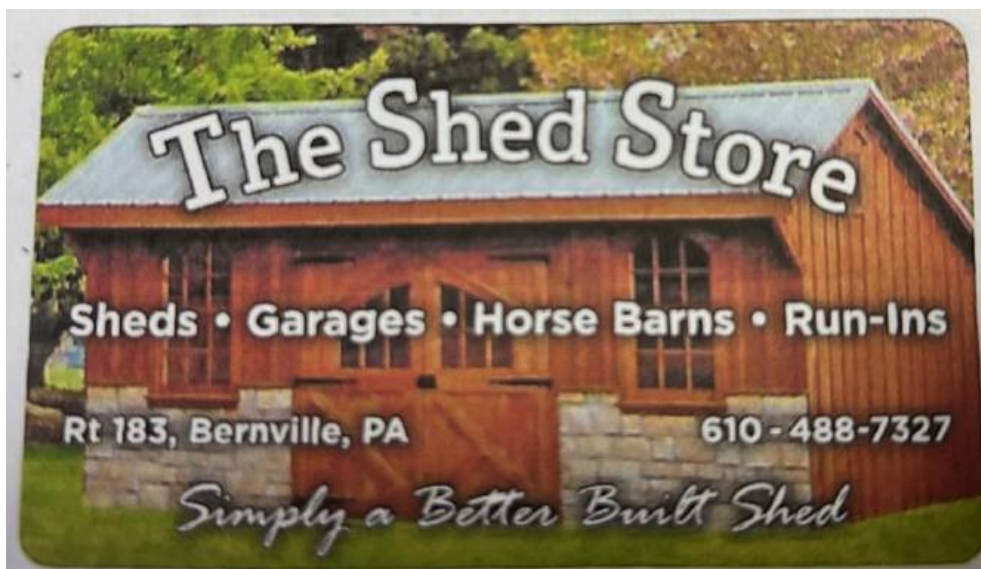
Many thanks in advance for your sponsorship! Go Keystone State Chapter POCI!

Sincerely,

Tom Wright, President

P. S. We'd like to invite you to our car shows this year. GM on Display -June 2nd at Macungie Memorial Park. All GM Car Show - Sept 29th at Padre Pio Shrine, Barto PA

Support our Sponsors



Odds and Ends

There is no such thing as too much horsepower, just not enough traction.

- Carroll Shelby



When you want to make sure you can get there with your EV



Editor:
Richard Stover
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Langhorne, PA 19047
kscpociinfo@gmail.com

HOW ABOUT YOU, YES, YOU
WRITING AN ARTICLE ABOUT
YOUR CAR or CARS, AND HOW
YOU CAME TO HAVE THEM?

NEWSLETTER ARTICLE DEADLINE

- August-September: July 15th
- October-November: September 15th
- December-January: November 15th

T



Keystone State Chapter Membership Information

For general information, contact Karen Britton at kscmembership@gmail.com

For Pontiac-Oakland Club International information go to www.poci.org or email: pociworldhq@aol.com

Annual POCI dues are \$45.00 and includes a high quality color monthly magazine.

Annual Chapter dues are \$20.00 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.

Pay on line at www.kscpoci.org or
Send dues payable to KSC-POCI, c/o Sandra Kemp;
1603 S. Main St.; Bechtelsville, PA 19505

2023 and 2024 Officers and Directors:

- President: Tom Wright
- Vice President: Sandy Kemp
- Treasurer: Richard Stover
- Secretary: Karen Britton
- Director: Ken Fernsler
- Director: Bill McIntosh
- Director: Jim Martin
- Director: Steven Martinez
- Director: Stephan Leibert
- Co-Activities Director: Ralph Keller
- Co-Activities Director: George Burbage
- Newsletter Editor: Richard Stover
- Chapter Historian: Ralph Keller
- Promotional Sales: George & Amy Burbage
- Display Board: Ken Fernsler

Check out our web site: www.kscpoci.org