

July 2021

THE SIDELIGHT

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THE SIDELIGHT OFFICIAL PUBLICATION OF KYSWAP, INC. LOUISVILLE, KENTUCKY

Deadline for articles is the 18th of preceding month in order to have it printed in the following issue. Articles from the membership are welcome and will be printed as space permits. Members may advertise at no charge, either for items for sale or requests to obtain.

Editorials and/or letters to the editor are the personal opinion of the writer and do not necessarily reflect the official policy of the club.



FROM THE PRESIDENT FRED TRUSTY

Unmasked! It sure feels good to be able to go out in public again without wearing a mask, and that means that car related events should be back in full swing soon. We just returned from the AACA national convention in Williamsburg, VA. For the first time in its 86-year history, AACA held the annual convention somewhere other than Philadelphia. The best part was that the weather was warm. Everyone that I talked with was happy not to be in Philadelphia in February so maybe there are some changes in store in the next few years.

We arrived in Williamsburg a day early so that we could visit some of the historical attractions. The Jamestown settlement was founded in 1607 by British colonists. Can you imagine spending over 4 months on a cargo ship that was a little over 100 feet long and about 20 feet wide with 70 other people? Talk about no personal space. People back then were either tough, desperate, or both. We also had the opportunity to tour AACA president Jim and Donna Elliott's garage. All I can say is, "Wow!" It's a modern construction that looks like an old service station but it is much larger and it is filled with almost all GM cars and trucks. When I grow up, I want to be like Jim. Oh well, no chance of that.

I was able to attend a couple of the seminars at the convention which were very informative. One was on the future of automotive magazines. The combination of the internet and Covid-19 has forced a lot of magazines to go under. I won't mention any by name but a lot more have become nothing more than puppets for the big advertisers. When I got home I went through some past issues of some of the magazines that I subscribe to and sure enough, these magazines must be on a diet. The magazines are a lot thinner, lots more advertisements, more and larger photos, and less text. They probably won't read my cancellation letter but at least I can say I voiced my opinion. On a brighter note, I found a brand new car magazine called "The Crankshaft". It's a quarterly magazine that contains a lot of very good information so I'm going to give it a try for a year.

If you haven't been to the KYANA website lately, check it out along with Steve Lippmann's feature article in the KYANA KARS section. We still need other members to write articles. Surely, someone has an interesting story to tell. I still have a few of the AACA raffle tickets for the 1973 Jeep Commando or \$5000 in cash. We're only selling a limited number of tickets so your chances of winning are pretty good.

One last item. I need an oil return tube for my '29 Chevy sedan with the 216 cubic inch stove bolt six-cylinder engine. I guess I could have one machined but it sure would be easier if I could find one. I hate to buy an entire engine just for one little part but I might have to if I can't find the tube only.

I look forward to seeing everyone and meeting the new members so let's have some fun in twenty-one.



FROM THE SECRETARY MARK KUBANCIK

KYANA REGION BOARD MEETING

June 8, 2021

Location: KYANA Clubhouse

KYANA Region Board members present: Brian Hill, Brian Koressel, Mark Kubancik, Pat Palmer-Ball, Chester Robertson, Roger Stephan, and Fred Trusty.

KYANA Region members present: Ruth Hill, Ken Martin

Meeting called to order @ 6:24 p.m.

Secretary's Report: Pat moved to accept the May report, Chester seconded the motion, and the motion carried with all in favor.

Treasurer's Report: Mark made a motion to accept the May Treasurer's report. Brian Koressel seconded the motion and the motion carried with all in favor.

Activities: Pat updated the board on registrations thus far for the Claudia Sanders dinner. Mark suggested that nursing home car displays be added to the list of activities for pre-members to meet their participation requirement. The board was supportive and agreed to include these displays beginning with 2021 activity.

The activity calendar needs updated with the following dates: KYANA picnic – Sept. 12, Adult Christmas Party – Dec. 5, Children's Christmas Party – Dec. 11 (pending clubhouse availability; Ruth to advise if already reserved for a rental).

Membership: Roger reviewed his prepared list of duties for the Membership Chair. The board was in agreement with his list with only minor changes.

Roger then reviewed a proposed by-law change regarding sponsors and support for pre-members during their probationary period. Fred will send a copy of by-laws in electronic form and Mark agreed to wordsmith the sections that will require editing. The board will then review and comment before following the by-law change process.

Clubhouse: Ruth updated the board on current scheduled rentals. The Koi Club show went smoothly with no issues. The subdivision in which our clubhouse sits asked to use our clubhouse for their annual HOA meeting. The meeting is scheduled for Saturday, Sept. 25 @ 11:00 a.m. The board agreed that it likely benefits our club to provide the meeting space at no charge, keeping the residents invested in the best interest of our club and property. Further, several board members agreed to attend the meeting and thank the residents for watching over our property when we are not there.

Sidelight: The June Sidelight arrived within the first week of the month.

Web Page: Steve Lippmann submitted a new website feature article for the home page of the website.

Old Business: None to report.

New Business: None to report.

There being no further business to discuss, Pat moved to adjourn. Brian Koressel seconded the motion and the meeting adjourned at 7:43 p.m. with all in favor. The next KYANA Region meeting will take place at 6:30 p.m. on Tuesday, July 6, 2021, at the KYANA clubhouse. The meeting date was moved forward one week due to scheduled AACA events.



KYANA EVENTS BY CHESTER ROBERTSON

The hot, humid weather has hit the KYANA area so many members will want to drive their air conditioned antiques. I will just have to open the windshield and let the air blow. To help with the hot, humid temperature, how about going underground? Roger believes that will work with his trip in July.

The air conditioned room at the Home Plate Restaurant will be filled with hungry KYANA members for lunch, and then a few hours you will arrive at Indiana Caverns with temperatures in the mid-fifties and icy cold water at your fingertips off the side of the boats. If you haven't signed up for this event please do so now! Ruth Hill has a nice cool experience waiting for KYANA in August. See the details in this issue .Let's stay cool this summer! Chester

ON THE COVER



During Memorial Day the Forest Park Community Church had their 13th annual car and bike show. With the great weather that day about 140 cars enjoyed the festivities, good music and food throughout the day. I always have a good day at this show.

This year we had some unexpected visitors come by the show cars. Three Louisville Metro Officers were walking through looking at all the cars. As one of them walked beside my Dodge I heard her say, "Hey that's the KYANA Car Club" as she pointed to the KYANA logo magnet on the door of my car. They all walked to the rear, where I was sitting, and I recognized Officer Batson.

I met him before when I and other KYANA board members took gift cards to the 6th precinct for the officers who work there. He drives one of the new Dodge Chargers they have. He just got it a week before and gave us a tour of the new car. It is bigger than the others and has more room for their equipment.

They all thank KYANA for the gift cards and we had a nice visit with Officers Gaddis, Batson and Hill. I am sure this visit gave them a break from their normal routine.

Submitted by Neil White



PRAYERS, THANKS AND CONGRATULATIONS

✚ Bob Johnson is doing well after a hospital stay with blood clots in his lungs.

✚ Ramona Johnson is doing well after knee replacement.

✚ KYANA extends our sympathy to Ray Hayes and his family in the death of his mother.

✚ KYANA extends our sympathy to Ronnie Rudolph and his family in the sudden, tragic death of his son Dion.

✚ Ramona Johnsons sent in a thank you card reads: Thanks for the fruit basket you sent during my knee replacement. It was delicious. I love our club .I am doing great! Thanks Ramona.

✚ Bob Johnson also sent in a thank you card says: Our family at KYANA is so kind. Thank you for all the thoughts and prayers. I do not have much energy, but no pain either. Thanks again for the delicious fruit basket. Bob Johnson.

Stay well KYANA Patsy

THANK YOU FROM THE SIDELIGHT EDITOR

I received this in the mail this week. Thanks to Fred for submitting the Sidelight for this award. It has been my pleasure to be given the opportunity to publish this newsletter each month. I can't thank all of you for your support, ideas and suggestions. This is a fantastic club and it is my honor to be a part of it. I share this with all of you who send in articles, pictures and support the club.



NORTON COMMONS INDEPENDENCE DAY PARADE
MONDAY, JULY 5TH

After a one-year Covid hiatus, KYANA has again been invited to participate in Norton Commons annual Independence Day parade. With July 4TH falling on a Sunday, the parade will be held on Monday, July 5th at 10:00 a.m. July 5th is the nationally observed holiday this year due to July 4 falling on Sunday. We are to gather at an as-yet to be identified gathering spot at 9:30 a.m.

Due to the size of the parade route, the Norton Commons activities coordinator has asked us to limit participation to 12 antique cars. The first 11 KYANA members who contact me and commit to participating in the parade will be on the list. Pat and I plan to participate, thus the need for 11 other members. Please contact me if you plan to participate. Additional meeting location details will be shared with participants prior to July 5th. Thanks for your interest!



Mark Kubancik

Email: mark.kubancik@gmail.com

Phone: 502-797-8555



INDIANA CAVERNS CAVE TRIP

Hosted by Roger Stephan

Folks, please mark your calendar for Sunday, July 18th. Our starting point will be the parking lot of Valley High School which is located on Dixie Highway about one mile north of the Snyder Freeway. Try to arrive there around 10:00am sharp. Maps and instructions will be handed out before we start our trip.

Our first stop will be in Brandenburg for a buffet lunch at The Home Plate Restaurant. The price for KYANA members is \$8.50 for adults and \$5.00 for children under 12. The cost for non KYANA members is double that.

After lunch we will cross over the Ohio River Bridge into Southern Indiana. From there it's only 10 to 15 miles further to our destination. The KYANA member price for the cave trip and the underground river boat ride is \$8.00 for adults and \$4.50 for children between the ages of 4 to 12. Each tour consists of 18 people and a new cave tour starts about every 20 minutes.

Your tour cost will depend on what you choose. Some of you may only want the buffet, so you only pay for the buffet. If you choose both then you pay for both. I am doing it this way because our club has older members who will enjoy a tour in their old cars with a nice buffet with fellow club members, but may not care about the cave adventure. Several years ago I was on this cave adventure and that boat ride on the underground river is something I'll never forget.

Please try to have your check for this tour to me no later than July 12th. I need an accurate count to reserve our group. However if you find out at the last minute that you can go, please call me and I'll see what I can do. (No promises) Make your checks payable to KYANA and send them to me:

Roger Stephan 10220 Dodge Lane. Louisville, KY. 40272. Phone 502-640-0115. Thanks everyone, and I'm sure looking forward to seeing all of you again.



WHO'S READY FOR SOME COUNTRY MUSIC AND FUN?!

We will be going back to the Shepherdsville Country Music show on August 21st. This year they are planning to have half country music and half rock and roll. KYANA will give each member \$10.00 for a meal. Meals range from \$8.50 for a fish combo to \$2.00 for hot dogs or hamburgers. Soft drinks and water are \$1.00.

This year we are asking everyone to drive their old cars. The cost of the show is \$10.00 per person. Please send a check to:

Ruth Hill
123 Dorchester Road
Louisville, KY 40223

Come on out, it will be a great show and lots of fun for all KYANA members that attend.

FORREST HILLS COMMONS CAR SHOW



Forrest Hills Commons Nursing Home visit and car show on Wednesday, June 16th was a wonderful event that was enjoyed by many of the residents and car owners alike. The great weather was another added bonus. Thanks to everyone who attended.



FORREST SPRINGS HEALTH CAMPUS CAR SHOW

The Forest Springs Health Campus nursing home/ car show visit on Friday, June 19th was the second car show in two days. This time the weather was hot and participation in cars and visitors was less robust, nevertheless, fun for those who participated and no doubt the visitors who viewed the cars were eager participants. Yes, these nursing home car shows are worthwhile and good to be doing. YES.



SIDELIGHT: IN PAPER COPY OR BY EMAIL?

We are lucky to have a great monthly Sidelight. Sandra Joseph does a wonderful job at publishing our newsletter. KYANA benefits by us being able to stay in contact, we know what just happened, and learn what is coming soon. Especially during COVID-19, the Sidelight helped maintain club connections.

Some of the membership, and that includes me, think that the newsletter would be better if more of them are US-mailed in paper to the membership rather than by email. Yes, everyone can elect to get it only to their computer or have a copy US-mailed to them; however, I thought more emphasis on the paper version would be beneficial. Sure, US-mailing would cost more money, but I think it would be worth the expense, perhaps by a slight raise in the dues (now only \$10 a year). Think it over and give the club leadership and/or others your feedback.

My thoughts: Receiving it in paper copy gives me more time for viewing and later reading again for details. I keep mine on the kitchen table, looking at different sections later on. It also gives a reminder and phone numbers to call the sponsors of a coming event and to place elected events on my personal reminder calendar. Besides that, sometimes I show copies to my neighbors.

I think a paper copy has more impact. Maybe (?) it is because I am an old (?) guy who likes print better than internet?

I believe it is worth the extra cost by putting more emphasis on US-mailed monthly Sidelights. Hopefully, a hardcopy version would add to club connectedness, boost event attendance, and increase group spirit.

So be it ... tell us what you think, even send your thoughts to our Sidelight.

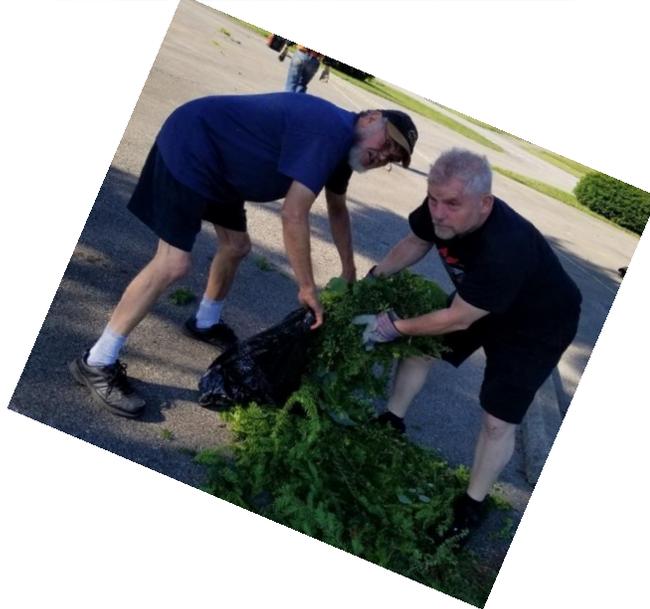
Thanks, Steve Lippmann



CLEAN UP THANK YOU From Jerry Bass

The KYANA Clubhouse grounds cleanup was a big success. I just wanted to take a moment to thank all of the members who came out to support this effort.

We trimmed all of the shrubs, cleaned out the beds and cut up some of the down tree limbs on the property line. We are now accepting bids to remove about a dozen dead trees from that same property line.



WHAT WENT WRONG?
SUBMITTED BY: STEVE LIPPMAN



Many of us KYANA folks remember the rise and fall of Edsel brand automobiles as a short-lived commercial failure between 1958-1960. The Edsel was introduced to the American public with a huge advertising blitz on the so-called "E day" of September 4, 1957. Thus, began the official 1958 Edsel model year. Interestingly particularly to us, a high proportion of those made were built at our Louisville Assembly plant.

The automotive market in the USA was booming in the early 1950s, especially for the so-called Big Three: Ford, General Motors, and Chrysler. In 1956, the Ford Motor Company became a public corporation rather than a family-directed business. This led to production being timed to sales-number monetary business decisions for gaining market share, visions toward company profitability, and less family-focused considerations.

In those mid 1950 years, Lincoln was not competing well with Cadillac; thus came the decision to have a more upscale brand, the Continental, to augment the company lineup of Ford, Mercury, and Lincoln. The General Motors' Pontiac, Oldsmobile, and Buick brands and Chrysler's Dodge and Desoto offerings were selling well, while Mercury was slightly less popular than hoped for. Chevrolet had often been the number one car in sale numbers. The Ford Company experienced financial concerns and began to plan for ways to gain a mid-priced automobile competitive advantage by offering a vehicle theoretically to fit a niche between Ford and Mercury. That car was the Edsel, named for Henry Ford's son, Edsel. The name, by itself, led to difficult issues since it was known in those days that Henry and Edsel Ford had a long-troubled relationship and Henry Ford II vigorously disagreed with the chosen name.

Apart from the vehicle itself, there were national automotive market concerns that might have doomed the Edsel from the beginning. The industry had been very competitive and was consolidating brands with the recent disappearance of several, like Kaiser, Frazier, and Henry J, etc. Not sufficiently anticipated by the Ford Motor Company, there was a major financial recession in 1957 and 1958. Car sales were plummeting, a bad time to introduce a new product, especially one without prior customer loyalty. Packard had acquired Studebaker; however, by 1958 Packard's were partly a rebadged Studebaker, and the company was failing financially. American Motors stopped producing the Nash and Hudson. Desoto's demise began then with low sales and was discontinued by 1961. The entire mid-priced automobile market was further consolidating, shrinking, and had begun moving increasingly toward less expensive, more economical compact cars.

The Edsel car had the initial backing of the Ford Motor Company with publicity about good new technologies like a safety-related deep-dish steering wheel, child-proof door locks, optional seatbelts, and self-adjusting brakes (originally of a 1948 Studebaker design). Some other innovative features included hoods safety-hinged in the front with an electronic release-control inside the vehicle, nicely front-mounted engine accessories like the coil and oil dipstick, triple-thermostat cooling systems, and more driver-comfort front seats. There were also some "gadgets" installed, but not all met with consumer appeal. One example was a so-called "floating" speedometer that glowed with speed changes and signaled when speed limits were exceeded. A lot was promised; yet, the advertising itself may have been counterproductive. It was over-promoted to be "a new kind of car," and "the car for the future," but it never met those standards. Poor quality manufacture, top management disinterest, and loss of public trust in the brand followed. How did this happen?

Instrument lights were installed into the dashboard to warn drivers of low oil pressure, engine overheating, or parking brake engagement, but ironically some people called them "idiot lights". There was a push-button transmission shifting system built into the center of the steering wheel. That

placement was unfamiliar to drivers. This electrical device had wires mounted near the exhaust manifold that resulted in transmission shifting malfunctions.



There were mechanical difficulties with the 410 cubic-inch engines that caused altered combustion patterns and confused some mechanics. To make some of the engines look more powerful than they were, torque ratings were displayed, rather than more conventional horsepower or engine displacement numbers. Even the body design was controversial. The centered, oval (horse collar) grill was unpopular. There were initial design

problems, like of the 1958 station wagon taillights. These were V-shaped, and directed inwardly, pointing toward each other (> and <), so that when turn signals were activated, it confused drivers behind them. When indicator arrows flashed, they appeared to point for turns in the direction opposite to the driver's intent.

Corporate money issues and politically motivated management struggles did not facilitate many needed corrections. Throughout its production, pricing levels never identified a position for Edsel within market profiles: was it an expensive Ford, or a cheaper Mercury? Finally, the car increasingly became essentially just a slightly higher-priced Ford with different body trim.

Greatly compounding these basic problems, Edsel's were not assembled in their own factory. Built in Ford and/or Mercury plants, they came down the line intermixed so that there was continued worker disruption and confusion about which car to build. Worker routines were interrupted with needing to quickly decide which brand of parts or tools were required. That slowed and complicated the assembly process; however, management did not offer more training or allow reduced production quotas. Quality control suffered. These production failures remained uncorrected. Worker satisfaction and pride in the product output declined. Edsel Ford had not been well-liked by many employees. Resentment rose to the point of some deliberate sabotage, so much so that many cars left the factory unfinished. Uninstalled implements were supposed to be left in the trunk for dealerships to complete assembly. Dealership personnel morale subsequently declined.

Automotive magazine consumer quality assessments of Edsel's gave them low marks. The image of a fine new automobile brand precipitously dropped, despite sustained, costly over-zealous publicity. To entice customers, for example, Ford sent about 1,000 ponies to many of their dealerships, but that counterproductively further alienated dealers in city environments, by added burdensome animal care needs. Once the public took a dim view of Edsel, things went from bad to worse. That led to its demise.

Ford stopped production in November 1960, at considerable investment expense and a revised plan to avoid continued losses. Out of 118,287 Edsel built in the USA and Canada, about 116,000 were sold to customers. A sad outcome for Edsel owners was a precipitous drop in used car book-values. That also further depressed new car sales and image. Nowadays, however, Edsel's in nice condition can have good value because of being relatively rare, nostalgic collector items.



KYSWAP KYANA SWAP MEET LARGEST INDOOR



SWAP MEET
56th YEAR - SINCE 1965

March 12-13, 2022

KY State Fair & Exposition Center
937 Phillips Lane
Louisville, KY 40209

Saturday – 8:00am – 6:00pm

Sunday – 8:00 – 4:00pm



Admission - \$10.00 per day
Children under 12 Free with an adult

Room for over 1140 Vendors under one roof
Regular Space - (10x20) - \$90.00
Corner Space - (10x20) - \$100.00
Carpeted Space - (10x10) - \$50.00

100 Space Outside Car Corral
Contact: Kevin Alwes
502-468-1442
\$30.00 per space



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KYANA EVENTS FOR 2021

DATE	EVENT	SPONSOR
Postponed	January Business Meeting	Donna Burchett
Postponed	Swap Meet Planning Meeting	Morgan Howard

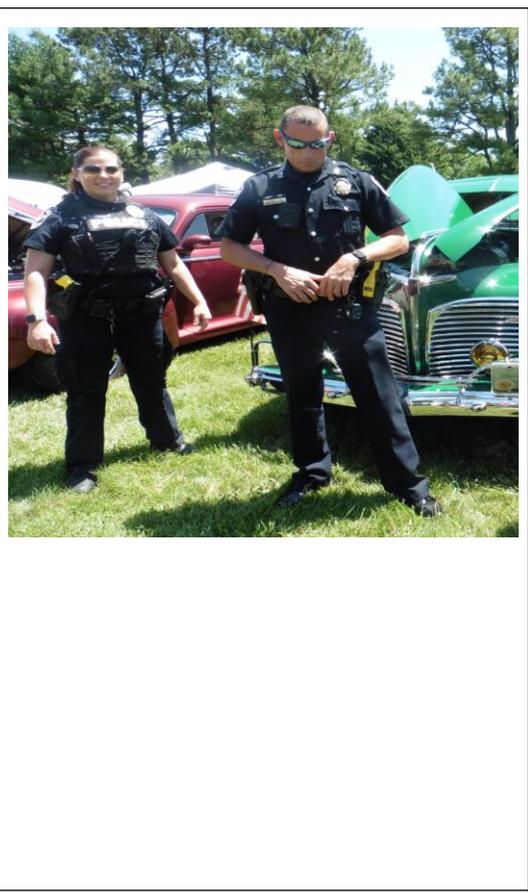
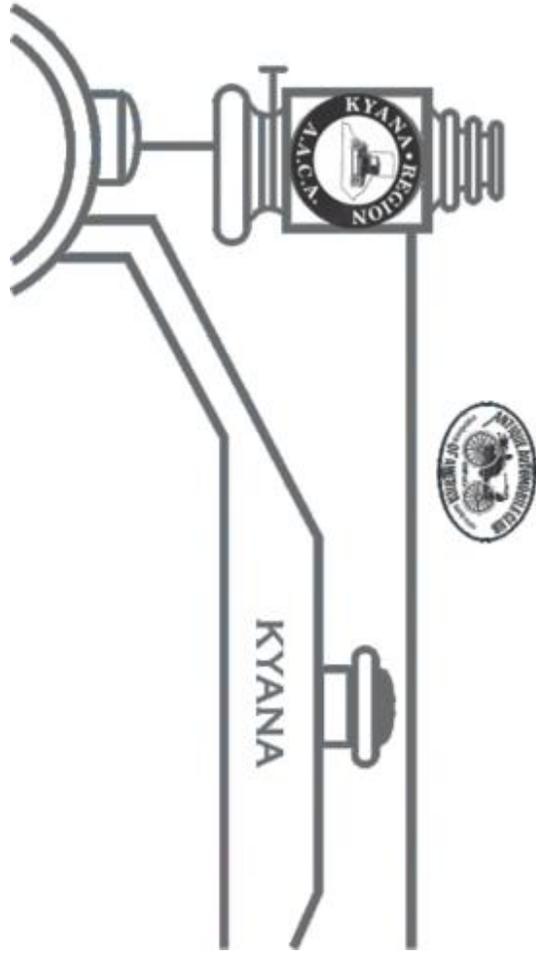
Postponed	KYANA Swap Meet	
March 27	Salvage Yard Tour	Mark Kubancik
April 24	KYANA Mystery Tour	Chester Robertson
May 15	Grease Knuckles Car Show	Mike Mulrooney
June 5	KYANA Spring Clubhouse Clean Up	Jerry Bass
June 24	THE GREAT RACE E-TOWN	Tim Truax
June 26	Claudia Sanders Dinner	Pat Palmer-Ball
July 2-3	Central Spring National Car Show Auburn	Jim & Sandy Joseph
July 18	Cave Tour	Roger Stephan
August 21	Country Music Show	Ruth Hill
September 12	KYANA Picnic	Pat Palmer-Ball
September 19	Mt. Washington Police Car Show	Bill Willhoite
October 2-3	Bowman Field Festival	Chris Mueller
October 6-9	Hershey AACA Meet	AACA
October 9	St. Francis Car Show	Roger Stephan
October 16	Kentucky Train Museum	Neil White
October ??	Corydon Fall Auto Show	Alex Wilkins
October ??	Toys for Tots Breakfast	Alan & Maureen Vannatta
November 6	Veteran's Day Parade	Chester Robertson
November ??	Awards and Elections	Jesse & Beverly Foster
November ??	Light up Louisville Parade	Alan Vannatta
December 5	Adult Christmas Party	Brian & Shelly Koressel
December 11	Children's Christmas Party	Kubancik & Mulrooney

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On the cover:

Officers of the
6th precinct



THE SIDELIGHT
KYANA
ANTIQUE AUTOMOBILE CLUB OF AMERICA
V o l u m e 1 0 1 J u l y 2 0 2 1 N u m b e r 6 2