



Hammer Drop

May 1, 2019

Volume 3, Number 2

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Next Meeting:

May 11 2019,
Megafield Oilfield Inspection,
(3653-73ave)

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Western Mopar Madness
emawmm.com

Secretary's Message

We have changed some things with the newsletter. First, we will be using a new format for the newsletter. Secondly, we will be including the minutes from the last meeting as a part of our newsletter instead of sending it as a separate attachment.

Our last meeting, we had over 30 people in attendance and it was quite productive, I hope we have lots of members at our upcoming meetings. It was nice to meet Bob Beverage and chat with him; he has such interesting stories to tell. For those of you who missed the last meeting; Bob worked at Crosstown Motor City from March 1966, to November 1978. That time was the "Golden Age of Muscle Cars" and was during the Edmonton International Speedway's premiere Canadian automobiles facility racing lifespan. Bob mentioned to me that he is willing to talk to us and share his firsthand knowledge and experience. Bob's phone number and email is added our members' list if you'd like to chat with him.

Are you all getting excited for Western Mopar Madness? I defiantly am! Especially after the unforgettable weekend at the Grande Prairie show. Ed, Paula, Murry and myself got to not only meet but have a few beers with Dave Kindig and KevDog from the tv show Bitchin Rides. They are amazing guys and we had so much fun hanging out with them, and I have included some pictures. We were also busy talking to some of the owners of beautiful Mopars and telling them about our show. The interest and excitement are growing with every person we talk to. Congratulations to EMA member Kevin Kuypers on taking home a top five trophy for his gorgeous 1970 Cuda.

If you have signed up to volunteer or would like to volunteer for Western Mopar Madness please plan to attend the next meeting. We will be figuring out where people will be that day, and if you are not there you will be placed in a spot.

Nicole Shermack, EMA Secretary



Events

May 11 EMA Monthly meeting

June 1 Black gold Rodeo sponsored by Leduc Chrysler.

June 8 EMA Monthly meeting

June 8 & 9 History Roads at Reynolds Museum in Wetaskiwin

June 23 Cruise to Sherwood Dodge Meet and Greet

July 26 Blackjacks Roadhouse WMM Meet and Greet

July 27 Western Mopar Madness, **if you have not registered please do so as this is our show and we will not be hosting the EMA Iron Garage show this year.**

August 10 Central Alberta Mopar Association show and shine in Red Deer.

August 18 club meet at Crosstown, come out for a burger and chat with your fellow EMA members.

Future Business

To help make our newsletter a success we are going to need help from all of you.

We are going to have a Members Business section. If you or your spouse has a business that you would like mentioned in our future issues, please send a picture of your business card (if you have one) and contact info so we can support each other. This information will only be available to current paid members through the newsletter.

We have added membership section. If you wish not to have your name, phone number and email made available through the newsletter please email us and it will be removed. If you notice a mistake in a phone number or email please e-mail me and I will change it for you. This information will only be available to current paid members through the newsletter in hopes of connecting with each other and recognizing each other a bit more. Please respect this private information, please ask before passing on someone's information.

There is also going to be a Wanted/Needed section. If you have anything you would like to give our members first pick at, please send a detailed email with pictures, prices and your contact info.

In keeping with getting to know each other better, there will be a Members Ride/ Spotlight section. If you would like to be our featured member for an upcoming month please send pictures and a write up on your vehicle. It's always nice to see what has been done to a vehicle as well as the history. We are going to share some of Edmonton's race car history in the next few issues, to get us excited about seeing these cars at Western Mopar Madness.

Spotlight

Mopar Mavericks History

Written by Vic Porcher



There will be quite a few gaps in this story as some of these events happened over fifty years ago and as the saying goes: "If you remember the sixties you weren't there". In my

case, there weren't any recreational pharmaceuticals involved, but time has a way of erasing details.

In October 1966 I was living and working in Ft. St. John BC, but still travelling back to Edmonton regularly as I had family there and the head office of the company, I was working for was located there, too. I remember going to Crosstown Motor City's lot to look at some of the new factory hot rods and spotted a 1966 Coronet 500 equipped with a 426 Hemi that was still new, even though the 1967 cars had been around for a few months. I talked with a salesman who turned out to be a childhood neighbour and we went for a test drive. Because it was a Hemi car, he drove as per company policy at the time. My daily driver car was a 1957 Desoto Adventurer with a 341" Hemi that I purchased only because it had that magic word Hemi attached to it.

I knew at this time that I was going to be transferred back to Edmonton by Christmas and I wanted that Coronet desperately. I didn't want to be driving it in Ft. St. John in the winter, so I put a deposit on the car and told the salesman I would complete the deal when I got back to the city. Young and naive, I expected that the \$100 deposit would actually hold the car for me for three months. Since the Hemi option was just a little over \$1000, this car was priced at least that much over other Coronets on the lots and was a bit of a tough sell for Crosstown, so it was still there when I moved back in late December. It had a few more "test miles" on it, but I managed to get some creative financing with the salesman's help and I was driving it around the city looking at the Christmas lights the next evening.

I spent a fair amount of time hanging around the Crosstown lot and met up with a few other young guys that recently bought new Mopars, and so, the idea of a Mopar car club was formed. We had a few meetings at my house and worked hard at finding a name for the group. Since most Mopar people are somewhat different than the rest of the automotive masses, we thought the name Mavericks was appropriate. Ford hadn't built their Maverick car yet, so we didn't see this as a conflict.

I can't recall the number of members at the peak of the club's existence, but it was around 20, I think. A couple of the members were salesmen at Crosstown and a lot of the members' cars were purchased there, so the dealership allowed us to use their boardroom for meetings. As part of our club's persona, we tried to have a good public image and to do some charitable events like bottle drives for a local school for the handicapped. We also did lunch hour presentations at local high schools to promote the use of the track at Speedway Park to keep the street racing down. Crosstown was a big supporter of this last activity and would supply us with a new car to get to the schools. One particular day, I remember we got to use a brand new Daytona to deliver the presentation. At one time we had at least seven or eight new Mopars racing under our banner at Speedway, so the public knew who we were. I only kept the Coronet for one year as I was just a young guy with not enough money to prep and race the car competitively. I made a deal with Jim Ronaghan to trade the Coronet for his wife's 1966 Sport Fury 440 so Jim could get the Hemi for a spare bullet for the Old Trapper GTX. I had already decided to order a 1968 340 GTS Dart, so the Sport Fury was just my winter ride until the GTS showed up. I raced the Dart for the 68 & 69 seasons at Speedway, Sheppard Raceway in Calgary and Saskatoon International Raceway.

By now, the Mopar Mavericks were well known around the city, at least in the Mopar community, and we had lots of fun times at meetings, community events and club parties, of course. The club was registered as an NHRA Charter Club and was also registered under the Societies Act in Alberta.

We eventually disbanded around 1972. Shortly afterwards, Pat & I moved to B.C. and have been there ever since. The group has had a few reunions over the years, but the attendance has been dropping due to attrition.

We have been able to reach about ten of the former members for the Western Mopar Madness event and hopefully, we'll be able to get together there.



Early 1968 race season. Check out the high-tech shoe polish lettering. At one time I was told by a Crosstown salesman that this car was responsible for selling over 50 Darts. Real Life "Win on Sunday, sell on Monday".

This was a four-speed car that was very consistent. I still have time slips that show six runs in a row, all with in a hundredth of a second. It was a whole second quicker and six MPH faster than my Hemi Coronet the year before.

Some of the other team cars were a 1962 fuel injected Dart. "That Damned Dodge", 1968 Super Bee 383, 1968 Road Runner 383, 1968 Dart GTS 383, 1969 1/2 Six Pack Super Bee, 1969 1/2 Six Barrel Road Runner, 1968 Hemi Dart, 1968 Charger R/T 440. There were more but they are lost in the memory banks.

Funny



Thank you all for taking the time to read our newsletter, if there is something you would like added to this in the future please don't hesitate and send off an email to us at:

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communication@edmontonmoparassociation.com

Have a great month and see you all at the next meeting