



NEWS

Volume 29 Issue 7

A Car Club for the Chrysler Corporation and American Motors Enthusiast (est 1992)

July 2021

Upcoming Events

- **CCM General Meeting**
Tuesday July 6, 7pm
Carmichael Elks
- **Bunch Brunch?**
Sunday June 6,
- **CCM Board Meeting**
Tuesday July 20, 7pm
Carmichael Elks
- **The Lunch Bunch**
Wednesday July 28, TBA
- **CCM Patriot Day with the Elks**
Saturday
September 11, 2021

As California is moving out of the Covid-19 pandemic, we're beginning to re-start Club events, with General and Board Meetings, planning for the newly scheduled Car Show (September 11), and now Lunch Bunch and Bunch Brunch.

We're not yet completely in the clear, and still not able to hold our meetings at the Auto Museum, so please watch the CCM Newsletter and website for future announcements.

When you join us, please understand we all still need to feel safe, so remember your precautions.

If you don't feel you can come out yet, please do stay in touch with your fellow CCM members by phone, e-mail, text.



THE JET AGE 1961 CHRYSLER 300G STILL SOARS WITH COLLECTORS OF RARE AMERICAN STEEL
courtesy Matt Litwin, Hemmings Motor News



Chrysler's first-generation Letter Cars hammered the competition during the 1955-'56 NASCAR seasons. The full-size fliers then went on to set speed records at Daytona in '57, prior to both the AMA ban on motorsports and NASCAR's embargo on elaborate fuel delivery systems. In spite of those two apparent setbacks, Chrysler continued to improve its top-of-the-line V-8 engine as well as the now-legendary luxury performance machine that engine came wrapped in. So, the mighty Letter Cars thundered on, in production form, at the command of well-heeled owners seeking grown-up thrills. By 1961, Chrysler had moved up the alphabet to the letter "G."

The post-'57 Letter Cars were no longer eligible for circle track racing, but the 300G was still a force to be reckoned with in street trim, thanks to performance equipment that not only sounded good—413 cubic inches, Cross-Ram, dual

THE DE SOTO ADVENTURER CONVERTIBLE WAS A BARGAIN-PRICED CHRYSLER 300 BEATER
courtesy Jeff Koch, Hemmings Motor News



Poor De Soto. The division was designed to be the Oldsmobile competitor in Chrysler Corporation's five-part GM-division-equivalency program (where Plymouth = Chevy, Dodge = Pontiac, De Soto = Oldsmobile, Chrysler = Buick, and Imperial = Cadillac). The only flaw in this plan was that Chrysler didn't have the market penetration to front five divisions—and the divisions were so busy trying to cannibalize each other's sales that GM's equivalents always felt out of reach. Consider: In 1955, all five of GM's divisions were in the top-10 overall for sales, living in first, third, sixth, seventh, and 10th place. That same year, Plymouth was fourth, Dodge was eighth, and Chrysler was ninth, while both De Soto and Imperial fell outside the top 10. De Soto was averaging roughly 100,000 units a year from postwar through 1955, while its GM equivalent, Oldsmobile, would



De Anza College
21250 Stevens Creek Blvd.

October 10, 2021

Capital City Mopars General Meeting – June 1, 2021

Meeting called to order at: 7:27pm

General meeting was held at Carmichael Elks Lodge parking lot.

Attendance: 21 including Board and Staff

Guests: total 5 - Daryl & Donna Oie, DJ, and 2 new members

New Members: Noah & Therea Trijillo

Newsletter Mark – Newsletter has been sent out, and working on the current newsletter.

Membership Richard – Absent

Webmaster Anthony – Absent

Competition Mike – Sac Raceway is open for events again

Activities John- Brunch Bunch to be held June 6 at Crickets Country Kitchen, Lunch Bunch on June 30 at #1 Buffet

Car Show Bob Severin – 27 cars registered. Cruzin News has ¼ page ad for car show. Not listed in the monthly events. Mopar Alley is having their show in Oct.

Old Business (Bob):

- 1- The CAM museum is open on a limited schedule, with only volunteers, no staff.
- 2- Maxwell car show had a great turnout, approx. 400 cars. 8 CCM members attended.

New Business (Bob):

- 1- Membership renewals are running late. Please send in your updated app and check as soon as you can.
- 2- Regular Club meeting may resume at CAM soon.

Announcements:

- 1- Mopar Patriot Day with the Elks – September 11, 2021. We need raffle prizes, and fliers to be passed out. Mark is doing a map of venue for layout.
- 2- Shriners toy run – collecting all year
- 3- New member Theresa Trijillo can do decals for club

ELKS #901
SPINNIN' WHEELS
CHARITY CAR SHOW
Cars Games BBQ Lunch
Fun for the whole family
AT THE PETALUMA ELKS: 2105 South McDowell Blvd
Flyer downloaded on CaliforniaCarShows.com
Info : David@QPSprinting.net
Phone : (707) 694-0988

Sat Aug 21
10^{am} - 3^{pm}



Capital City Mopars Board Meeting – June 15, 2021

OFFICERS

President – Bob Berry
Vice President – Mike Allen
Secretary - Cindy Lenz
Treasurer – Norm Benedict

DIRECTOR

Car Show Coordinator – Bob Severin
Newsletter Editor - Mark Perry
Membership – Richard Teerlink
Activities Coordinators – John Riordan
Web Master - Anthony Garcia
Member(s) at Large – John Gerson
Steve Archer

Roll Call: Meeting was held at Carmichael Elks Lodge, parking lot

Call to order: 7:58pm

We had all members of the board present. This is the first time all members present since Feb. 2020
Ryan Durham a CCM member was present

Minutes: Cindy read Minutes from May board meeting

Webmaster – Anthony- Will put posting on Instagram to bring up to date. Jake to put posting on Facebook.

Activities – John- Norm would like to turn over the Poker Run events to the activities, after doing the Poker Run for many years. Thank you Norm!

Car Show – Bob Severin – Car show entries – 32 Total. Needs to go back and visit Folsom Dodge, and Thompsons Dodge for sponsorship. Mopar Alley show has 2 major sponsors that are their club members, and suggested CCM members become sponsors for our show.

Business:

1. Collect raffle prizes for car show.
2. Solicit Major & trophy sponsors. Mike Allen to check back with Elk Grove Dodge.
3. General Meeting – Tuesday, July 6 Carmichael Elks parking lot. Meeting 7:00pm, Food 6:30pm. Tacos (\$3) or Taco Salad (\$7) can be ordered. Orders to be sent to Bob by phone or text the Sunday before meeting. Payment to be made on meeting day.

Announcements:

1. The Car show is set for September 11, 2021 – DJ Mike Cage is confirmed for DJ @ \$450.00. Deposit \$250.00 pd, balance due on day of show, \$250.00 Cash
2. Calif. Auto museum is open on a limited basis, Thursday only for members. One person on staff at this time.
3. Shriners toys: collect all year

Adjourn: 8:26pm

SPYMAN
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Free car Show

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First Friday of each month starting March 5th
Flyer downloaded on CaliforniaCarShows.com
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FOOTHILLS
CARS & COOKOUT
JULY 13 6-8^{PM}

four-barrels—but backed it up with 375 or an optional 400 horsepower, delivering a 0-60-mph time of 8.2 seconds (Motor Life, April 1961). Though not the fastest time turned by contemporary road test periodicals, it occurred during a period when most full-size cars could barely achieve 60 mph in less than 10 or 11 seconds while simultaneously maintaining an air of luxury. Today, the 1961 300G is among the legion of groundbreaking Mopar performance cars, respected for its stunning combination of power and styling. Its value is bolstered by low production numbers—just 1,280 hardtops and 337 convertibles were built. These cars remain in the upper stratosphere of postwar American collector cars, but prices in recent years have held steady. Is this your time to grab one of the few remaining pieces of Letter Car history? Here's what you should keep in mind when you begin to shop.

Chrysler engineers specified a 413-cu.in. wedge to go under the hood of every 300G. Introduced into the RB-Series of V-8s in 1959, the 413 had a 4.18-inch bore and a



3.75-inch stroke with a forged-steel crankshaft. Compression was advertised as 10.1:1 and the cylinder heads breathed through 2.08/1.60-inch intake/exhaust valves, while a .430-inch lift, 268-degree camshaft dictated valve action. Also included was a pair of Carter AFB four-barrel carburetors. There were, however, two versions of the 413 installed, which were differentiated by the intake manifolds. Referred to as Ram Induction and initially appearing in 1960, the elongated aluminum intakes were designed based on much older principles involving resonance and its effect on a compression wave of, in this case, the fuel/air mixture. Though we won't go into greater depth regarding the physics here, intake tube length had a direct effect on the timing of the fuel delivery, or ramming, into each cylinder bore, maximizing engine output at certain rpm ranges.

With these basics in mind, expansion of midrange output was the main target of the base 300G 413 and the engineers thus calculated 30-inch runners would be ideal. Referred to as the Long Ram intakes, they were designed to fit neatly under the hood and crisscross (hence the Cross Ram moniker) over the top of the engine, each fitted with a single four-barrel carburetor at the outboard location. In this configuration, the engine hit 375 hp at 5,000 rpm and 495 lb-ft of torque at 2,800 rpm, effectively providing passing power on demand without sacrificing full-throttle acceleration. Optional was the high-performance Short Ram version. Though this intake system looked identical to the Long Ram at first blush, the separate internal runners measured only 15 inches in length, raising the engine's power band and enabling it to make peak horsepower at 5,200 rpm, with peak torque at 3,600 rpm. This meant that Chrysler's advertised Short Ram ratings were 400 hp and 465 lb-ft of torque. Visually, a keen eye can spot the difference between the Long and Short Ram intakes. The Long Rams feature a visible valley between each pair of runners for the entire length; they also have a seven-digit casting number that begins with "19." Short Rams sport only a partial valley between runners; their seven-digit casting number begins with "21."

double or triple De Soto's sales on a yearly basis in the same timeframe. Surely it didn't go unnoticed in Highland Park that Lansing's solidly middle-class nameplate was clawing its way up to fifth place in the annual sales charts in the first half of the '50s. Meanwhile, as affluence grew in line with the suburban sprawl, De Soto continued to languish.

The Hemi was upsized to 345-cu.in. for 1957 and a pair of four-barrel carburetors helped pump out 345 hp—1 horsepower per cubic inch. It was the only standard 1-hp-per-cube engine available at the time.

Steps were being taken, slowly. De Soto received Hemi power as early as 1952, but the cars those engines were dropped into could be described as "frumptastic." The "Styled for Tomorrow" 1955 models went down well, but model year 1956 really helped set the stage for what was to come. Along with applying Flight-Sweep styling (including the contrasting color band that shoots forward from the lower rear quarters to the leading edge of the front fender) to the well-received new-for-'55 bodyshells, De Soto boosted its profile with performance. Pacing the 1956 Indianapolis 500 and the Pikes Peak Hill Climb, and topping 137 mph on Daytona Beach thanks to its 341-cu.in. Hemi V-8, all likely helped get word out about De Soto when car sales dipped in 1956. While Oldsmobile shed 97,000 sales year-to-year, De Soto lost only 6,000 sales after a strong 1955. De Soto still sold more than 100,000 cars for the season, raising the nameplate from 12th place in 1955 to 11th in 1956—tantalizingly close to the top 10. (De Soto even topped Chrysler in sales—postwar, this previously had only happened in 1952, when De Soto built just 530 more cars than Chrysler Division.)



Arriving in tandem with De Soto's promotional performance push, the high-end, aspirational Adventurer model could well have had a hand in those sales. The name was apt,

if not exciting; today, it reminds you of an old man in a pith helmet recalling ancient trips to far-off lands. But in '50s America, it didn't matter. Just 996 were built (and sold out six weeks after the model's midyear launch), so they didn't significantly add to De Soto's bottom line. But what of image? The halo effect had to be huge. The '56 Adventurer had a 320-hp, 341-cu.in. Hemi under the hood, in a car that offered a better power-to-weight ratio than the Chrysler 300—and cost more than \$500 less. Yet it was no less luxurious than a 300: Standard equipment included pushbutton control of the PowerFlite automatic transmission; power steering, brakes, windows, and seats; padded dash; twin rearview mirrors; and dual radio antennae to top off the Flight-Sweep fins. Adventurer had cloth seats instead of leather, but who cared? De Soto, seemingly out of nowhere, was feeling its oats. And then 1957 happened. Virgil Exner's longer/lower/ wider iteration of the Forward Look exploded onto the streets of America and caught the public's fancy—from the buyers who bought Mopar products in heretofore unseen numbers, to the GM designers who ripped up the 1959 facelifts on their new-for-1958 cars and got back to work. The trick, at least on the De Soto, was simply taking three inches out of the roof—a '57 De Soto, at 57 inches tall, looked considerably wider despite most external dimensions not changing a whit. Ever-growing fins at the rear helped make the relatively blunt nose seem sharper. The four-headlight face wasn't even 50-state legal in 1957 and was another styling coup for Chrysler (legislation caught up with automotive fashion for 1958). But the details were astounding. The triple lights in the back of the De Soto's fin, stacked atop the exhaust pipe.



Finally, Short Ram 413 engines were designed for those more interested in straight-line contests and are therefore the rarer of the two.

Backing either engine was the already-durable 727 TorqueFlite automatic, which was issued as standard equipment. Like other Chryslers of the day, the three-speed unit was shifted via pushbutton on the dash; it contained first and second gear ratios of 2.45:1 and 1.45:1, respectively. Replacing the French-made four-speed on the option chart was a floor-shifted three-speed manual, which is a relative rarity today. First and second gear ratios were 2.55:1 and 1.49:1; the two gears were not synchronized, making for some uncomfortable downshifts for the uninitiated. Furthermore, contemporary road tests complained of a long second-to-third gate while hinting that the better performer in transferring torque to the differential was the TorqueFlite.

Differential The final transfer point for the torque from either engine was a standard 8.-inch open differential with semi-floating axles and a 3.23:1 final drive ratio, although some printed material suggests that a 3.15:1 ratio was employed when the three-speed manual was installed. While this unit was known for its durability, dealers were also able to provide a number of more highway-friendly or performance-oriented gear ratios, even if the optional Sure-Grip (positive traction) unit was installed on the assembly line.

Contemporary magazines reported an average mpg rating of 9 to 13 with a three-speed/3.23 arrangement, yet in terms of power off the line, both Motor Trend (8.3-second 0-60 mph) and Motor Life (8.2 seconds) stated that the 300G had more acceleration potential waiting to be unleashed if geared accordingly.

Chassis Each 300G hardtop and convertible was derived from the New Yorker, which meant they shared the same basic unit-body/subframe platform and 126-inch wheelbase; however, the similarities were limited beyond that. For instance, though an independent front torsion bar suspension system was used, the 44 x 1.08-inch torsion bars were thicker and 40 percent stiffer than those on other Chryslers, rated for 175 lb-in. The same can be said of the rear semi-elliptic leaf-sprung suspension, rated for 135 lb-in (or 50 percent stiffer) than those on the New Yorker. For reference, the rear springs were comprised of seven leaves, measuring 60 x 2.50 inches. Power steering, with its 15.7:1 gear ratio, was also standard equipment, as were heavy-duty shocks. In short, the chassis was engineered and better suited for high-speed highway travel and maneuverability rather than a short drive across the city. It could also handle short, quarter-mile blasts if, as discussed, geared accordingly.

Although equipment upgrades were made in other areas, the hydraulic drum-brake system was the same as found in the New Yorker series. Drum brakes, measuring 12 x 2.50-inches, were utilized at each corner. Power assist was standard, so stopping

the roughly 4,200-pound performer was easier; however, as with other drumbrake systems, each corner needed to be adjusted equally to prevent directional pull during sudden stops. Additionally,



While the big De Soto's wheelbase remained at 126 inches, and width and overall length remained within tenths



of an inch from the year before, the chassis couldn't be considered carryover. The Torsion-Aire front suspension incorporated torsion bars, and Chrysler's new TorqueFlite three-speed automatic transmission helped models across the board, from the lowliest Plymouth to the ritziest Chrysler, to become paragons of smoothness and comfort. But it was the Adventurer that continued to make enthusiasts-in-the-know drool. While 1-horsepower-per-cubic-inch engines were slowly coming on line, and were the apple of a performance buff's eye, the '57 Adventurer was the first to offer a standard-equipment engine with 1 horse per cubic inch. Thanks to a slight overbore on the previous engine's 341-cu.in. V-8, the Adventurer now displaced 345 cu.in. and made 345 hp. A totally "square" engine with 3.80 inches of both bore and stroke, it gained a second four-barrel carburetor to get it there.

Motor Trend magazine (which named every Chrysler Corporation car built for the year as its "Car of the Year" in '57) ushered an Adventurer Coupe to 60 mph from a standing start in 8.2 seconds— just .2 seconds slower than a comparable TorqueFlite-equipped Chrysler 300 in its comparison testing. Both Motor Trend and Mechanix Illustrated magazines piloted '57 Adventurer coupes to 140 mph. But Chrysler's 300C cost nearly \$1,000 more. Better than any other model in the line, the Adventurer lived up to De Soto's hyperbolic "Most Exciting Car in the World Today!" advertising tagline. Standard issue trim on the Adventurer was at least as ritzy as the year before. Seats were now color-keyed nylon-and-leather with gold strands woven into the cloth, along with gold-anodized side trim, full wheel covers with gold centers, power brakes, dual exhausts, radio, electric clock, full carpeting, and more. (The example on our pages wears the optional wire wheels that seem to appear on every full-size Mopar from the late '50s, replacing the full wheel covers.) Colors on the Adventurer were limited to white, black, or gold, with contrasting Flite-Sweep painted accents.

De Soto division was as strong as it had ever been in 1957. Total sales reached 117,000 (including 1,950 Adventurers: 1,650 coupes and 300 convertibles— nearly twice as many of the high-zoot models as the midyear short-run '56 models) and it was enough to vault the marque into the top 10 for the last time in its life. Other Chrysler Corporation brands did well



this year, too: Plymouth gained 155,000 sales (and slipped into third place for '57), and while Dodge gained just 47,000 sales over 1956, other companies' marques did poorly enough that Dodge moved into seventh place.

Only one interior scheme was available: The seats were dressed in what De Soto called "vinahide." Radio, electric clock, and the famous De Soto pushbutton automatic transmission were also included.

Conspiracy theorists think the Chrysler division saw De Soto's success and wanted it for its own, seeing a chance to double its sales and duel with the likes of Mercury. We remember Cadillac throwing its weight around when La Salle, Cadillac's companion division in the

Chrysler employed two wheel cylinders per front assembly—a fact to keep in mind when seeking replacement parts. Wheels and Tires Unlike the previous 300F, the new 300G was bestowed with larger 15 x 6-inch pressed-steel wheels, which were then shod with 8.00-15 Goodyear Blue Streak “racing-type” tires that featured white sidewalls. According to one report, the width of the whitewall itself ranged from 3- to 3 3/16-inches. Vented “300” wheel covers completed the ensemble, and no options were available.

Interiors remained exquisitely plush. A full-length, front-to-rear tunneled center console divided the interior in two, creating four truly individual buckets seats wrapped in ventilated leather. Those front seats retained the swivel feature, making for easy ingress/egress, while the console was trimmed with ample amounts of chrome and padded armrests that flipped open to expose additional storage areas. The console also housed optional power window controls, ashtrays, and a tachometer.

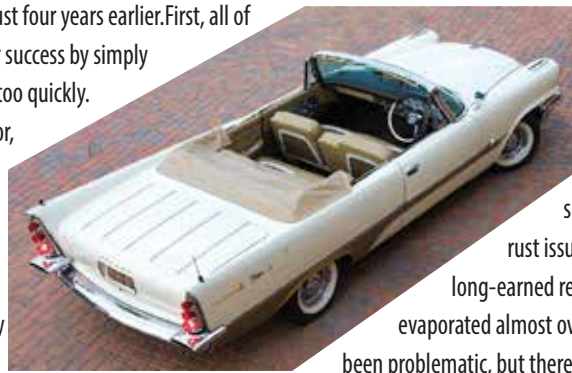


Primary instruments resided in a dome-like, easy-to-read bubble; potential glare concerns were eliminated by means of a matching padded dash arch. The transmission's

pushbutton controls resided to the left of the instrument cluster, balanced by radio, heat, and air controls to the right. Comfort and convenience options included power seats, power antenna, rear window defroster, and air conditioning.

'30s, became a little too successful and ended up getting absorbed into the parent brand. No difference here. But a confluence of events in 1958 saw De Soto dead by 1961, something that no one would have dreamed of just four years earlier. First, all of hobbled their success by simply the factories too quickly.

said to be poor, seemingly Rattles, (eventually) Chrysler's and durability would have



the Chrysler divisions pumping cars out of Quality control was and dealers had to finish final assembly. squeaks, leaks, and rust issues meant that

long-earned reputation for solidity evaporated almost overnight. By itself, that been problematic, but there was more: A new middle-class competitor, called Edsel, was being launched by Ford, to great fanfare. That story has been told ad infinitum elsewhere, and also did not end well, but the truth is that Edsel was looking for the same slice of pie that De Soto wanted. Buyers avoided both brands in '58.

But even more importantly, 1958 was a recession year that wreaked havoc on the auto industry. It started in the fall of '57, lasted through April of '58, and reduced GDP by 15 percent in its wake. Every domestic car company (save Rambler) got clobbered in 1958, but Chrysler was hit particularly hard. Dodge slid from 287,000 sales in '57 to 137,000 in '58. Imperial's sales disappeared just as dramatically, from 37,500 units to just 16,000 year-to-year. Plymouth dropped from 762,000 units to less than 444,000, though '58 was so terrible all around that Plymouth still retained third place in sales. De Soto's sales similarly tanked, from 126,000 in '57 to less than 50,000 in '58. Chrysler division production was just under 64,000 units—nearly half of 1957's sales. It could have been just the excuse that Chrysler needed to take De Soto's models under its wing.

De Soto Adventurers were never abundant, but the convertibles were particularly rare, and just 479 Adventurer ragtops were built between 1957 and '59. The fully restored 1957 example in our photography shows 82,000 miles on its odometer; after we photographed it, its owner passed, and it sold for \$126,500 at auction not long ago. Other model years are rarer and command more money, but looking back, 1957 saw De Soto at its best.



The brand's fall from grace was dramatic and merciless, and so the marque was forgotten. For decades, in the shadow of Chrysler's superstar 300 letter cars, De Soto's Adventurer series lurked quietly in the darkness. It was a performance car full of luxury, built in numbers that would have qualified the model as a marketplace failure in its day. Yet the Adventurer, designed at the height of Virgil Exner's considerable powers, seems infinitely more interesting today.

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All Years, Makes and Models are Welcome! Bring the Family and Friends.

For 2021 we will be returning to *Domino's Pizza* at the Sun Valley Mall in Concord. Every Friday From 4:30pm on.



Domino's Pizza @ 901 Sun Valley Blvd, Concord, CA 94520

Take the 680 to Concord, Exit the Willow Pass Exit. Head West and you will see us on the Right Side just past the Sears Parking lot.

Dates are from March 19th 2021 to November 5th, 2021

PLEASE NO BURN OUTS, SPEEDING, EXCESSIVE NOISE AND SIDE SHOWS. NO OPEN ALCOHOLIC BEVERAGES ALLOWED.

COVID PROTOCOL WILL BE FOLLOWED



Event Schedule (club events in **bold**)

date	event	location	more info / contact
<i>Our 2021 Event Schedule is starting to open up, but still ... Stay safe</i>			
July 6	CCM General Meeting	Carmichael Elks Club	Bob or Norm confirmed
June 11	CCM Bunch Brunch?	TBA	Bob Berry
July 20	CCM Board Meeting	Carmichael Elks Club	Bob or Norm confirmed
July 28	CCM Lunch Bunch	TBA	John Riordan
September 11	Mopar Patriot with the Elks 27	Carmichael Elks Club	Bob or Norm or Bob confirmed
September 24-25	Mopar Muscle-Car Shootout	Sacramento Raceway	Randy Pike confirmed

If you need more info on any of the events pictured, please e-mail the editor - mark@chlng.com. I can at least send you an enlarged copy of the flier.

MOPAR SHOOTOUT SACRAMENTO 2021
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9th Annual CAR SHOW
JULY 17, 2021
 10:00am - 3:00pm
FREE ADMISSION
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 All Cars Welcome: \$25 Entry Fee
 Funds Raised are for Back to School Supplies for kids returning to school in the fall.
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The TOWNSMEN PRESENT
The 17th Annual Car Show
July 17, 2021
MEGA RAFFLE POWER WALK
 Show Hours 9AM-3PM Check-in 7-8AM
LOOMIS TRAIN DEPOT (Horseshoe Bar Rd/Taylor Rd)
 Pre-Registration \$25, Limited to 200 Pre-75 Cars & Trucks
 Raffle Proceeds go to our Charities
 Ride to Walk & Sacramento Sheriff's Toy Project
 Information: Charles 916-316-8001 or Townsman.org

SACRAMENTO CLASSIC CAR & PARTS SWAP MEET
SATURDAY Sept. 25th, 2021
IN RUST WE TRUST
 www.sacramentoswapmeet.com
 Pre-Registration Deadline Sept. 11, 2021

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Regional Account Representative
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