

The Goodyear Tire Co. Shine, Show & Swap

by F. L. Beaver
The Rocket City Mustang Club

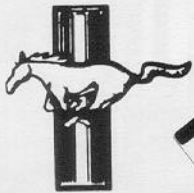
Traditionally, the Rocket City Mustang Club has held a yearly swap meet in early autumn in addition to its main car show and swap meet held in the spring. In the past, these autumn swap meets have been rather loosely organized affairs held mainly for the benefit of its members and little advertised outside the club. This year, though, our year-end event blossomed to include a mini car show with trophies and door prizes which necessitated quite a bit of prior planning and advertising.

Impressed by the nearly 140 Mustangs on display at our May 9th show along with numerous parts vendors and the hundreds of people in attendance, a manager at one of the Huntsville, Alabama Goodyear stores, Jim Gaurige, set up a meeting with representatives of the club to discuss hosting a similar event later that year in the parking lot of Dunnavant's Mall where his store is located. The result was the Goodyear Tire Co. Shine, Show & Swap held on Saturday, October 3rd — an event which may someday rival even our

spring show judging by the response to its inauguration.

In order to insure the widest possible interest, it was decided early on that the show would be open to all makes and models of cars and that there would be no entry fee to display a car or to sell parts. Goodyear agreed to pay the majority of the cost for the 10 trophies and the advertising and provide the door prizes (including a free set of Goodyear Eagles!) in exchange for the expertise of the club in organizing such an event.

Show day arrived crystal clear but cooler than expected which had everyone concerned about the turnout. Our fears were allayed, though, as slowly the cars and vendors began to trickle in during the morning as the temperature became more comfortable. By midday, over 40 cars were on display with several more offered for sale and approximately a dozen parts vendors were busy making deals. This was considered an outstanding turnout given the fact there were no less than four competing shows that day within a 2-3 hour drive from Huntsville. Many of the cars were Mustangs, as might be expected, including an '87 ASC McLaren Mustang conversion which drew quite a bit of interest and quite a few of the cars were modified. Huntsville has always supported a large population of handcrafted street rods and tricked-out street machines due to the high-tech influence of NASA's



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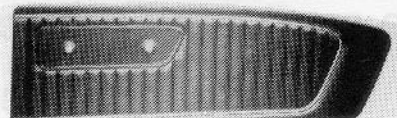
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Everyone was eligible for the door prizes, spectator and participant alike, and all that was required was that a Goodyear credit card application be filled out. Response was excellent as 90 applications were turned in as opposed to about a half dozen on a typical Saturday. As a bonus, everyone who filled out an application received a free two-liter bottle of Coke and everyone who participated in the show received a free Goodyear hat.

To keep things fair, Paul Wickenhauser, the Goodyear regional manager for high performance tires out of Atlanta, and Mr. Gaurige were given responsibility for judging the cars. As anyone who has judged a car show can attest, this turned out to be a rather difficult task for them as the overall quality of the cars was outstanding, but eventually they chose the 10 winners.

Even though we had to operate on a very modest budget, the Rocket City Mustang Club believes it gave Goodyear more than its money's worth and everyone was very pleased with the results. Other clubs are encouraged to approach their local Goodyear stores to hold similar events as we

found them to be very enthusiastic and easy to work with. The club hopes this is just the beginning of a lasting relationship with Goodyear and that future shows will be even bigger and better. Many thanks to all who assisted in the planning and organization and congratulations to all the winners.

Goodyear Tire Company's Shine, Show & Swap Winners List:

Stock Class

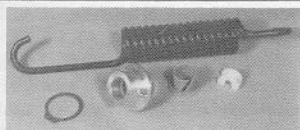
- 1st Scott Underwood (1969 RS-SS Camaro)
- 2nd Charles Goodman (1965 Mustang Coupe)
- 3rd Barry Barnett (1973 Mustang Coupe)

Modified Class

- 1st Tick Wright (1948 Chevy Truck)
- 2nd David Allen (1966 Mustang Fastback)
- 3rd Rodney Tielking (1966 Mustang Coupe)

- Best Interior** — Randall Jean (1964 Chevy Nova)
- Best Engine** — Larry Limbaugh (1966 Chevelle SS)
- Best Paint** — Jimmy Tielking (1970 Comet)
- Best of Show** — Jon Turis (1970 Oldsmobile 442 W-30)

MT



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