A Message from the President

Great to see everyone at the NHHAC Annual After-Christmas Party!

A big thanks to members Jack Swaney for making the arrangements and donating gifts and auction items, Stephen and Hope Illsley for donating auction items, Jennie and Ken Barker for making name tags and helping with the auction, Pat O'Neill for printing the rosters, Rick Kelley for making sure folks got their roster, and friends of NHHAC Rosemary Scott and Don Brant for donating auction items. It takes a group effort to make these events successful. I’m sure everyone appreciates the time and effort put forth by these folks so we could have an enjoyable evening.

I will admit I got quite a chuckle watching folks cruise past the items displayed, silently hoping to win a certain prize, trying to figure out what the number meant on their name card........and then their surprise to find out these would be auctioned to the highest bidder.

The auction raised $319 for the club and there were some amazing bargains! That's right $319 or about 25% of the average profit from previous car shows in just one hour. We auctioned things off rather quickly due to the weather.

I received many positive comments after the party. Usually folks don't tell you negative things after a good dinner and chocolate cake.

There are a few things I've been thinking about and had suggestions from folks. I'd like to hear your opinion.

1. Change the time to Sunday at 1 p.m.
2. Change the month to March.
3. Club members donate items for the auction. I've seen this done at other car clubs.
4. Your thoughts.

Please email me at maryjo4458@yahoo.com or call after 7 p.m. 724-316-8809 with your ideas. I'll put them on the agenda and we can discuss them at the next meeting.

Your humble servant,
Mary Jo Phillips

This month’s pun:
What do you call a Ford Fiesta that ran out of gas?
(answer at the bottom of the Minutes on the next page)

Answer - Member Submission!
The NHHAC Member in February's Feature Photo is Jack Dougherty.
Minutes - February 10, 2019

At Luciano’s Brick Oven, on February 10, 2019, the meeting was called to order by President Mary Jo Phillips following the pledge of allegiance. There were no additions or corrections to the minutes of the January 13 meeting. Minutes were accepted by Jen Barker and seconded by Ken Barker.

Treasurer’s Report

No report presented.

Wellness Report

No report presented.

Old Business

Reservations are closed for the March trip to Black Water Falls, but if you want to attend, call Jackie Sheerer.

New Business

Contact Jen Barker if you are interested in a free-to-a-good home Baldwin piano.

There being no further business, the meeting was adjourned by Steve Illsley.

We thank Jack Swaney for his usual excellent job inplanning our after Christmas party.

Respectfully submitted,
Diane Otto, Secretary

President's Pun Answer:
A Ford Siesta
Email Information List
If you want to be included on the email list that informs members of cancellations, member illnesses, and similar events between newsletters, send a note to Sean O’Neill at nhhacnews@yahoo.com

Wellness and Condolences
For get-well cards, contact Jackie Sheerer at redbug17@verizon.net or (412) 367-3138.
For funeral flowers/fruit baskets, contact Jack Swaney at carnut123@hotmail.com or (724) 272-9405.

Officers and Directors

President
Mary Jo Phillips - (724) 316-8809
maryjo4458@yahoo.com

Vice Presidents
Ken Barker - (412) 486-2767

Treasurer
Jack Swaney - (724) 272-9405

Secretary
Diane Otto - (412) 821-2473

Directors
Steve Illsley, Past President
Bob Goetz, Term 2018
Jennie Barker, Term 2019
Ken Barker, Term 2020
Mary Jo Swaney, Term 2021

Appointive Positions

Historian
Position Open

Flea Market Chair
Daryl Elliott – elliottdj50@gmail.com
(412) 600-9580

Newsletter Editor
Sean O’Neill - nhhacnews@yahoo.com

Merchandise Director
Diane Otto - doton1208@aol.com
(412) 821-2473
Steve Illsley - (724) 553-8386

Webmaster
Pat O’Neill - p.oneill5020@gmail.com
(724) 768-7484

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NHHAC Annual After-Christmas Party

Luciano's Brick Oven
116 Scharberry Lane
Mars, PA 16046

Sunday, February 10, 2019

"This year Jack and MJ conducted an auction of items donated by Rosemary Scott and by Jack and his family. It was a lot of fun and raised money for the club. There were (I think) 55 attendees, the food, especially the chocolate cake, was amazing, and everyone had a good time." -- Jennie Barker

www.nhhacclub.com
How DeSoto Went From Sitting Pretty to Utter Doom In Just 3 Years
By Thom Taylor, Hagerty News

DeSoto was killing it in 1957. People loved their stunning styling. Fins and flash were in, and Chrysler’s line of affordable sedans offered plenty of both. DeSoto enjoyed healthy sales—178,594 in all—even as its rivals struggled.

Yet the company was being squeezed from within and without, undercut by more luxurious Chrysler products, increasing competition from established brands like Chevrolet and an upstart called Edsel, and a slowing economy. Just four years later, Chrysler would kill the brand. The last DeSoto rolled off the line on November 30, 1960.

Walter Chrysler launched the brand in 1928 and named it for Spanish explorer Hernando de Soto. Chrysler wanted a line of cars to compete with mid-priced models from the likes of Oldsmobile, Studebaker, and Hudson.

The company sold 81,065 cars in 1929, an inaugural record that stood until Ford introduced the Falcon in 1960. Chrysler decided to make DeSoto a more upscale line of cars so as not to cannibalize sales from Dodge, and introduced the aerodynamic AirFlow and AirStream models in the mid-1930s. The cars were sleek and stylish, and the 1935 AirStream is probably DeSoto’s most famous model, although its 1942 model is famous for being the first mass-produced American car with pop-up headlights.

As with all American automakers, DeSoto essentially stopped building cars during the War, and the 1946 models were merely reissued 1942 cars. It soon offered sleek, modern models like the Firesweep, Firedome, and Fireflite.

The lineup was redesigned in 1955 by Virgil Exner, who gave all of Chrysler’s cars his “Forward Look.” People loved the styling, especially the massive fins—with triple taillights—and snapped up the cars. DeSoto saw sales jump by 7000 in 1957.

The cars offered as much go as show. The hemi engine was good for 345 horsepower, or an impressive one pony per cubic inch. Torsion-bar front suspension, a new Torqueflite automatic transmission with push-button shifting, and a convertible model made the DeSoto Adventurer a particularly popular model.

DeSoto had some serious problems, though. The first was spotty quality control. Its cars suffered from leaky windshields and rear windows, weak torsion bars that occasionally broke, splitting upholstery and flaking paint, and other problems. Things got so bad Chrysler actually took the unheard-of step of shutting down the assembly line for a week to set things right.

DeSoto faced more pressing issues, too: the more upscale Chrysler Windsor was cheaper than anything it offered. It also saw increasing competition in the mid-priced segment from Ford, Mercury, General Motors, and Chrysler’s own Newport lineup. Edsel also landed a serious blow when it introduced its first model in 1958, selling 60,000-odd cars in its first year.

All of this came about as the nation slipped into a recession that clobbered Detroit. DeSoto saw sales fall 60 percent in 1958, and Chrysler posted a loss of more than $40 million. Eager to stop the bleeding, Chrysler merged DeSoto with the new Chrysler-Plymouth division and stopped building DeSotos in a dedicated factory. It wasn’t enough. DeSoto celebrated its 30th anniversary by selling just 45,700 cars.

Even as all of this was happening, Chrysler’s so-called Special Car Committee started developing what would become the company’s first compact cars, the Plymouth Valiant and Dodge Lancer. The automaker soon realized it couldn’t afford five marques and develop the Valiant, so it dedicated a large portion of

Continued on next page

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DeSoto’s development, sales, and management resources to the new endeavor. DeSoto offered just two models, the Adventurer and Fireflite, in 1960.

Chrysler announced its decision to kill the DeSoto on November 19, 1960 and decided to produce a two-door and four-door DeSoto—neither car was given a model name—until it ran out of parts. Those 3034 cars were a hodgepodge of bits and pieces, with dashboards from the previous year’s Dodge models and mismatched steering wheels and other pieces snatched from the Chrysler Newport parts bin. Anyone who’d ordered a DeSoto but didn’t get it before the parts finally ran out received a Newport instead. In that way, sadly, the last DeSoto wasn’t even a DeSoto.

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**NHHAC Calendar of Events**

- March 10 - Monthly Meeting, St. Alphonsus Cafeteria, 7:00pm
- March 31 - Men's Breakfast, Eat 'n Park on Rt. 910, 8:00am
- April 3 - Women's Lunch, 11:30am
- April 7 - Monthly Meeting, St. Alphonsus Cafeteria, 7:00pm
- April 28 - Men's Breakfast, Eat 'n Park on Rt. 910, 8:00am

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**Women's Lunch - Wednesday, March 13**

The next Women's Lunch will be at Log Cabin Inn
430 Perry Highway, Harmony, PA 16037 at 11:30am.

For reservations, please call Joyce Fugini at (724)553.5259

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**PAY YOUR DUES**

$25 is due to Jack Swaney
(If you haven't paid by now!)

Pay in person or mail to Jack Swaney at:
PO Box 152, Mars, PA 16046

www.nhhacclub.com
Classifieds and Notices

FOR SALE
Craftsman Air Compressor; comes on rolling stand. $80
Call Steve Illsley (724) 625-1372

Advertising Policy

Free member classifieds:
• Must be received by the 20th of the month.
• Must be from members current on their dues.
• Are limited to 50 words or less, and may include one photo if space permits.
• Must state an asking price, except for miscellaneous parts.
• Must have a club member as the contact.
• Expire after three consecutive months unless the editor is notified otherwise.

Preference is given to ads for antique and classic vehicles and parts. Please include the phone number and/or email address you want displayed. Other ads may be included on a space-available basis. The NHHAC News does not accept business advertising.

NHHAC News is published monthly. All items for publication must be received no later than the 20th of each month. Send submissions to Sean O’Neill, 675 Bairdford Road, Gibsonia, PA 15044 or email to nhhacnews@yahoo.com. Any car or club-related news from the membership is greatly appreciated.

Application for membership and annual dues should be sent to Jack Swaney, P.O. Box 152 Mars, PA 16046-0152. An application for membership is located on the club website at http://nhhaclub.com/membership-info/.

Is your information in the club directory correct?
Send changes (address, phone, email, vehicles) to:
Pat O’Neill
675 Bairdford Road
Gibsonia, PA 15044-7880

(724) 768-7484

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