

Appleton Old Car Show and Swap Meet

40

1978

YEARS

2017



Pierce Park

SWAP MEET | CAR CORRAL  
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JULY 16  
2017

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Appleton-Fox Cities Kiwanis  
Fox Valley Street Rod Association

Packerland Region Vintage  
Chevrolet Club of America  
Stephensville Street Rods

HOURS  
8-4

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[www.foxkiwanis.org](http://www.foxkiwanis.org)



[www.foxkiwanis.org](http://www.foxkiwanis.org)

## Appleton-Fox Cities Kiwanis

Celebrating over 30 years of providing delicious food and beverages to car enthusiasts attending the Appleton Old Car Show



over

# \$925,000

total dollars fundraised by our Kiwanis Club and reinvested into your community



We are Kiwanis. Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time. Chartered in 1972, we are a group of committed men and women who make a difference in our community through service and fellowship.

Join us every Friday at 7:15am at Atlas Coffee Mill.





# WELCOME TO THE APPLETON OLD CAR SHOW & SWAP MEET

**JOIN US FOR THE 23RD ANNUAL  
103.9 WVBO CLASSIC CAR SHOW CRUISE NIGHT!**

**SATURDAY, JULY 15TH  
AT FOX VALLEY TECHNICAL COLLEGE IN APPLETON**

**FREE to Spectators and Show Cars!**

**Show 3pm-6pm with a short cruise  
through downtown Appleton.**

**Trophies for Best in Show contemporary,  
Classic, Paint and WVBO DJ Favorites!**

**Plus trophy winners will be featured in the  
2018 WVBO Classic Car Calendar!**



## **SPECIAL THANKS & RECOGNITION**

is extended to the following **Appleton 2017 Car Show Supporters**  
who have helped make this year's show possible.

- |  |   |                                     |   |
|--|---|-------------------------------------|---|
| ■ 103.9 WVBO<br>The Valley's Best Oldies | ■ Booky's Hot Rod Shop                      | ■ Fox Valley Technical College      | ■ Packerland Region-Vintage Chevrolet Club of America |
| ■ A-1 Moving and Storage                 | ■ Bow Tie Cars, LLC                         | ■ Geiger Auto Body                  | ■ Peotter's Collision Center                          |
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| ■ Appleton Downtown, Inc.                | ■ Carew Golf Carts                          | ■ Joe's Collision and Restoration   | ■ St. Elizabeth's Hospital First Aid                  |
| ■ Appleton Harley Davidson               | ■ City of Appleton                          | ■ Keen's Auto Repair                | ■ Stephenville Street Rods                            |
| ■ Appleton Parks and Recreation Dept.    | ■ Classic Mechanics, LLC                    | ■ Knorr Auto Body                   | ■ The Chrome Shop                                     |
| ■ Appleton Police Department             | ■ Custom Plating Specialists, Inc.          | ■ Koehn Insurance Agency            | ■ Timeline Saloon & BBQ                               |
| ■ Appleton Trophy and Engraving          | ■ Erik Hosking - State Farm Insurance       | ■ Kolosso of Appleton               | ■ Toys For Trucks                                     |
| ■ Appleton-Fox Cities Kiwanis            | ■ FastSigns                                 | ■ Larry McGray's Antique Automotive | ■ Tri City Glass and Door                             |
| ■ Automotive Supply Inc.                 | ■ Ferrellgas of Appleton                    | ■ License To Cruise 2017            | ■ Van's John D Towing                                 |
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| ■ Baumgart Tire and Wheel Inc.           | ■ Fox Cities Convention and Visitors Bureau | ■ Metal Products, Inc.              | ■ WE Energies   |
|  | ■ Fox Cities Magazine                       | ■ Mike Murphy Ford, Inc.            | ■ Wisconsin Distributors Appleton                     |
|  | ■ Fox Valley Early Birds                    | ■ Miller Electric                   |   |
|  | ■ Fox Valley Street Rod Association         | ■ Neuman Auto Frame                 |   |
|  |   | ■ Northeast WI Corvair Club         |   |



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*For Show Information Write:*

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P.O. BOX 863 • APPLETON, WI 54912

*Or Call:* **GENERAL INFO** **SWAP MEET**  
 920-731-8519 920-733-3945

*Or Visit Us On the Web at:*  
[www.appletonoldcarshow.com](http://www.appletonoldcarshow.com)

## **APPLETON 2017 WEEKEND EVENTS**

### **JULY 15 - SATURDAY**

23rd Annual 103.9/WVBO

Classic Car Show & Cruise - FREE Event!

3:00 - 6:00 p.m.

Fox Valley Technical College • Appleton, WI

COME JOIN IN THE FUN!

### **JULY 16 - SUNDAY**

40th ANNUAL OLD CAR SHOW & SWAP MEET

- PIERCE PARK

6:00 a.m. Vendor Set-up

8:00 a.m. Show Car Registration Opens  
 Pavilion Stage

11:00 a.m. Face Painting/Pavilion until 3pm

1:00 p.m. Show Car Voting Closes

2:00 p.m. Vehicle Entry Closes

3:30 p.m. Show Car Award Presentations

3:45 p.m. Miller Electric Co. Welder Drawing  
 (MUST BE PRESENT TO WIN)

Open to cars 1987 and older

# **2017 Appleton Old Car Show & Swap Meet SAYS THANKS to Our Dedicated Volunteers!**

**To View Map**  
 scan this code  
 with your smart phone!



2017 is the 40th Anniversary of the Appleton Old Car Show and Swap Meet. This year's show is grateful to all the dedicated volunteers that help make this show successful as all of the wonderful classics roll through the park's gates. If you own one of these fine cars, please make plans to attend this year's show to display your car with fellow

car owners and enthusiasts. If you have a nice photo of your car, please send it to us. We would like to add it to our web site: [www.appletonoldcarshow.com](http://www.appletonoldcarshow.com). Your participation will be appreciated by the tens of thousands of old car enthusiasts who annually attend the show. This year's show is grateful to the following clubs and all the volunteers that make this show possible: • **Joe Theisen and friends** at the front gate • **Fox Valley Street Rod Members** for classing and registering cars • **The Packerland Region Vintage Chevrolet Club of America** for taking care of all the vendor and car corral set up and registration • **The Stephenville Street Rods** for handling all the parking duties • **Appleton Fox Cities Kiwanis** for handling all the food and refreshment activities • **Appleton Old Car Inc.** for managing and organization of the show. Hope you are able to attend this family-friendly event! ♦

**Please: No carry-in alcoholic beverages are permitted.**

The park is licensed for the sale of beer as part of the food and beverage concessions. Concession proceeds beyond the cost of producing the largest free car show in the area are all directed back into the community to help make the Fox Valley a better place to live and work. *Thank you.*

## **Table of Contents**

List of Car Show Supporters .....	4
WVBO Car Show & Cruise Night .....	4
Schedule of Events .....	5
General Information .....	7
Swap Meet Registration Form .....	11
Car Corral Registration Form .....	11
Show Car Trophy Sponsors .....	12
Trophy Classification .....	13
Miller Electric Welder Give-Away .....	13

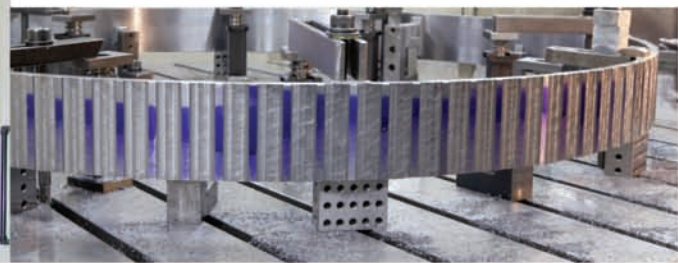




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## General Information

### Appleton Old Car Show & Swap Meet GENERAL CAR SHOW INFORMATION

**QUALIFY:** The show is open to Collector Cars and Trucks that are 1987 and older.

**ADMISSION:** The car show and all activities on the grounds are **FREE** to Old Car enthusiasts and spectators, including youth activities.

**OLD CAR REGISTRATION:** There are no registration fees and each old car registered will receive the following:

- 40th Annual Meet Dash Plaque - First 1000 entrants
- Trophies - Opportunity to win one of over 35 trophies based on car show entrants voting within their class.
- Registration for **FREE** Miller Welder by raffle for car show owner participants - Winner must be present at time of drawing to win.

Registration for show cars and their participants is held at the stage of the pavilion on the east side. This is an excellent location to secure directions or emergency assistance.

**CAR SHOW HOURS:** Cars may enter the show field no earlier than 8:00 a.m. and will not be allowed into show after 2:00 p.m. The official and basically only acceptable entrance to the car show is located on the southwest corner of the intersection of Prospect and Pierce Streets. Please look for signs and follow the directions of show staff.

**GROUND RULES:** Due to the heavy concentration and close proximity of the show cars in the park, strict fire regulation will be enforced. NO OPEN FIRES, grills, or cooking fires will be permitted in the park the day of the car show. The show sponsors wish to encourage a minimum amount of car movement in the show area and that movement should be made at a safe and respectable pace as not to hazard participants or spectators. Flame throwing, burnouts and spinning of tires in park are strictly forbidden.

**FOOD ON GROUNDS:** A very tasty, well-prepared and reasonably-priced array of food is prepared on the grounds by the Appleton Fox Cities Kiwanis as their major fundraiser for 2017. The food stand is located on the west side of the pavilion, and there are additional food and beverage stands located throughout the park.

**SWAP MEET & CAR CORRAL:** A very popular and well-attended area has been designed within the park for a Swap Area and Car Corral. Reservations for Swap spaces and Car Corral are available on another page in this book. The Car Corral is a designated area where cars for sale are parked in a reserved paid-for space. Please note that NO FOR SALE SIGNS are allowed on cars parked in the car show display areas. Cars with For Sale signs will be asked to remove them and/or remove their car from the show. The Swap and Car Corral are located on the northwest side of the park. Use park map for directions. The entrance to the Swap Meet and Car Corral for vendors is the entrance to Piece Park from Prospect on the North side of the park. Swap vendors will use the right lane and circle down through the lower parking lot then stop, check registration and be guided to their stalls. Vehicles entering the Car Corral will use the same north entrance off Prospect, but use the left lane through the entrance, stop for registration, then proceed by direction to the Car Corral.

**FIRST AID & EMERGENCIES:** A first aid station has been established on the south end of the pavilion for any emergency. Police are available on the grounds during the car show. For best information or for an emergency, head for the registration stand in the pavilion.

**HANDICAPPED PARKING:** A handicap parking area has been designated just inside and on the west side of the Prospect Street entrance to Pierce Park.

**RESTROOM & TOILET FACILITIES:** A restroom is located just off of the pavilion on its Northwest corner. There are also port-a-potties located throughout the grounds.

**INVITED CLASSICS:** The Appleton Old Car Show has invited a select group of Classics and Old Cars to participate in The GREAT MOTORING MEMORIES display. This tented and roped-off area, east of the pavilion, presents some of the area's classic automobiles and outstanding examples of unique and one-of-a-kind vehicles that have achieved prominence in automobile history. Preference is given to brass-era antique and classic cars. In past years, many of the cars featured have received the prestigious honor of having been judged national winners in concours competition. The public is invited to view these selected old cars. When enjoying any of the hundreds of cars on display please respect the value of these cars to their owners.

**TRADEMARK:** The Appleton 2017 symbol is a trademark of the Appleton Old Car Club. Reproduction in any form, on any item, is restricted to authorized vendors. All such requests must be received and authorized prior to July 1, 2017. **FOR MORE INFORMATION PHONE 920-731-8519**

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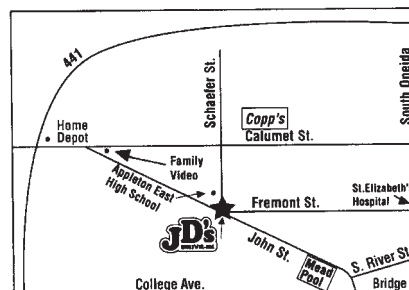
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### SUMMER **ELKHORN** 32<sup>ND</sup> ANNUAL! AUGUST 5- 6, 2017

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# CREATE

# DISCOVER

## SUMMER EVENTS 2017

### ART ON THE TOWN

Third Friday of the Month  
May - September • 5:00-8:00 p.m.

### CREATIVE KIDS

Houdini Plaza  
July 21 & Aug. 18 • 3:00-5:00 p.m.

### LUNCHTIME LIVE CONCERTS

Houdini Plaza  
Thursdays, June 1 - Aug. 31  
11:30 a.m. - 1:00 p.m.

### HEID MUSIC SUMMER CONCERT SERIES

Thursdays, June 1 - Aug. 31  
5:30 - 8:30 p.m.

### NOON TUNES

Creative Parklet  
Wednesdays, June 7 - August 30  
12:00 - 1:00 p.m.

### DOWNTOWN APPLETON FARM MARKET

Saturdays, June 17 - October 28  
8:00 a.m. - 12:30 p.m.



#onegreatplace



**appletondowntown.org**





Friday, September 29, 2017  
College Avenue, Appleton  
6:00 – 9:30 pm



Enjoy the Doo-Wop Daddies in Houdini Plaza, 6:00 – 9:30 PM  
Street corner performers throughout College Avenue

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# Swap Meet & Car Corral Forms

## Swap Meet Registration Form (Please print)

Name/Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

### No. of Spaces (spaces may contain trees)

\_\_\_\_\_ 15 x 20 Outdoor Space, \$35.00 through July 1st Total \$ \_\_\_\_\_

\_\_\_\_\_ 15 x 20 Outdoor Space, \$40.00 after July 1st Total \$ \_\_\_\_\_

Swap spaces frontage can vary between 15 and 20 ft. of frontage depending on layout. All items **MUST** be within your allotted space. We do not provide space for your vehicle or trailers on grounds. Large trucks and trailers please come early (Saturday afternoon) if possible in order to maneuver into your space. PLEASE take ALL parts back home — DO NOT leave in park!

Total amount enclosed \$ \_\_\_\_\_

Description of products to be sold \_\_\_\_\_

Make checks payable to "Appleton Old Car Show" and Mail to:

**Appleton Old Car Show Swap Registration**

2701 North Ullman St., Appleton, WI 54911

**Advance Registration will be confirmed time permitting.**

## Car Corral Registration Form (Please print)

Name/Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

### No. of Spaces

\_\_\_\_\_ Car Corral Space, \$35.00 through July 1st Total \$ \_\_\_\_\_

\_\_\_\_\_ Car Corral Space, \$40.00 after July 1st Total \$ \_\_\_\_\_

Total amount enclosed \$ \_\_\_\_\_

• **NOTICE - CARS IN CAR CORRAL MUST BE 1991 OR OLDER**

• **NO FOR SALE SIGNS WILL BE PERMITTED ON SHOW CARS.**

Make checks payable to "Appleton Old Car Show" and Mail to:

**Appleton Old Car Show Car Corral Registration**

2701 North Ullman St., Appleton, WI 54911

**Advance Registration will be confirmed time permitting.**



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**APPLETON**  
Old Car Show and Swap Meet

## 2017 TROPHY CLASSIFICATIONS

GENERAL	A	1900 - 1931	GENERAL
	B	1932 - 1948	GENERAL
	C	1949 - 1954	GENERAL
	D	1955 - 1957	GENERAL
	E	1958 - 1961	GENERAL
	F	1962 - 1964	GENERAL
	G	1965 - 1967	GENERAL
	H	1968 - 1970	GENERAL
	I	1971 - 1973	GENERAL
	J	1974 - 1976	GENERAL
	K	1977 - 1980	GENERAL
	L	1981 - 1984	GENERAL
	M	1985 - 1987	GENERAL
GM	N	1955 - 1957	CHEVROLET
	O	1953 - 1987	CORVETTE
	P	1967 - 1987	CAMARO/FIREBIRD
	Q	1964 - 1987	CHEVELLE/MALIBU
	R	1964 - 1974	GTO
	S	1960 - 1969	CORVAIR
	T	1955 - 1957	THUNDERBIRD
FORD	U	1958 - 1987	THUNDERBIRD
	V	1964 - 1987	MUSTANG
MOPAR	W	1966 - 1978	CHARGER
	X	1962 - 1987	PLYMOUTH
	Y	1962 - 1987	DODGE
OTHER	Z	1900 - 1957	TRUCKS
	AA	1958 - 1972	TRUCKS
	BB	1973 - 1987	TRUCKS
	CC	1900 - 1934	STREET RODS
	DD	1935 - 1948	STREET RODS
	EE	1935 - 1987	CUSTOMS
	FF	1949 - 1987	STREET MACHINES
	GG	1900 - 1987	SPORTS CAR
	HH	1900 - 1987	AMC, NASH, HUDSON
	MAYOR'S CHOICE		
BEST OF SHOW - PRE WAR			
BEST OF SHOW - POST WAR			
CONCOURS D' ELEGANCE			
All Show Cars Must Be 1987 and Older. NO EXCEPTIONS.			

## Register to WIN

the **Miller Electric Welder** at the Pavilion!

As in previous years, the great community-minded Miller Electric Company of Appleton, Wisconsin, has made a wonderful donation available to the Appleton Old Car Show. Any person registering a 1987 car or older at the Appleton Old Car Show will have an opportunity to win a Miller Electric Millermatic wire-feed welder ideally suited for working on any old car restoration project and a perfect piece of equipment for the restorer that has set high standards on the quality of his/her work. It is also the perfect welder for many other jobs at home and on the job. The random drawing will be held during the trophy presentation normally mid-afternoon on Sunday. Please note that all the registered participants at the show are eligible and **participants MUST BE PRESENT TO WIN** the welder. Stop by the pavilion, fill out the entry form, and place it in the bucket for your chance to win! ♦



2016 Miller Welder Winner: Eugene Schapp • Plymouth, WI

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