

**GTO
BY
PONTIAC
GATEWAY
GTO CLUB
NEWS**



GATE WAY GTO CLUB ST. LOUIS
C/O S. HEDRICK
2738 CORRAL ESTATES
ARNOLD, MO. 63010



THE FIRST GTO MEETING OF THIS DECADE, OF 1990, WILL BE AS FOLLOWS.....

PLACE.... EL PAGLIACCI'S PIZZA AND DELI

#7 VILLAGE PLAZE

ARNOLD,MO. 464-0044

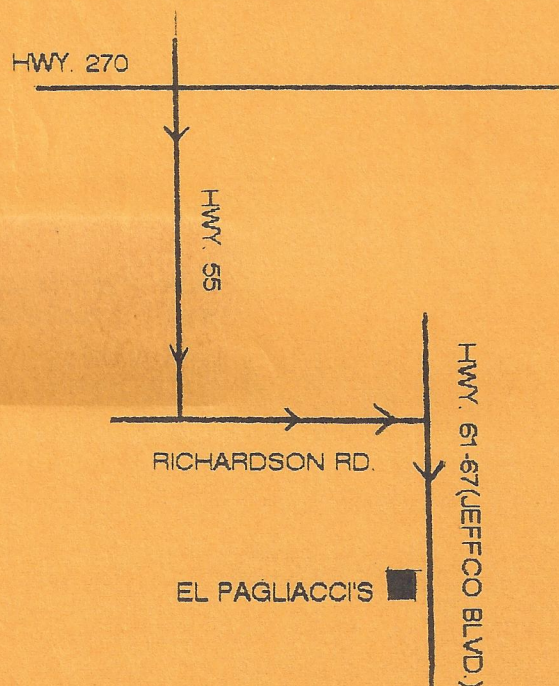
TIME..... JAN. 21 1990

2:00 PM SHARP !!!!!

MAKE PLANS TODAY TO BE THERE !!!!!

FREE PIZZA , SODA, AND GTO
FUN FOR ALL.. SEE YOU THERE

TAKE HWY. 55 SOUTH TO RICHARDSON RD.
MAKE A LEFT ON RICHARDSON TO 61-67
(JEFFCO BLVD) TURN RIGHT,GO ABOUT 1
MILE TO EL PAGLIACCI'S ON THE RIGHT.
IF YOU MAKE IT TO THE SKATING RINK YOU
HAVE GONE TO FAR. (NOTE : THE PIZZA
PLACE IS IN A PLAZA ON THE RIGHT.)
ANY TROUBLE CALL ME OR THE PIZZA PLACE.



THE GTO NEWSLETTER GATEWAY EDITION

JANUARY 90
the year of the
1965 tiger !!!!

With the start of the new year, I feel we should look back on the past year to see where we as a club have gone and where we should go from here. Jan. is always a great time to do these type of things as we watch the snow build up in front of the garage, as if it knows what's inside. So keep the goat in and let your thought of spring run wild. This is going to be a GREAT YEAR !

---- TESTING-
--- IN 1969 WHAT
OPTION WOULD
KEEP YOU COOL IN
YOUR RAMAIR IV
GOAT IN THE
SUMMER TIME?

HAPPY B- DAY

Well yet another year has past and all those 1965s turn the big 25. Without going unnoticed the 1970s will hit the big 20 this year for those of you who went to the showrooms in 1970 to see them it might not seem like that far away, but to those of us who cant even remember that far back , its a real treat to wish these legends a happy birthday. Its really great that the GTO is still around to admir, to think what it took to make that car what it is today . To those people who love our GTOs and have lived GTOs for years this is a great time to see these car age with the respect that they have come to deserve. The best that we can hope for is that the legend will live another 25years. I have no doubt they will, and then some.

NEWS

A new book that could come in handy is the book Pontiac Musclecar Performance by Pete McCarthy 1955-1979, this is the definitive guide to pontiac V8 engines. PMD is still considering to make us a GTO for the 1990s, but they will not risk the name until they have the power to back it up, lets hope they keep the legend alive as its been known.



1965 the second year for the GTO with production at 75,352 the car was a success

GR-RRREAT

ONE !!!

GTOAA
MEMBER

THE RISE AND FALL

The emergence of any milestone car is very fascinating, especially when it is so successful that becomes a trend setter. An industry leader. The car everyone then copies, competes with after the fact.

1964 was a double whammy year for Detroit successmobiles because of two trendsetting and quite different milestone cars; Pontiac's GTO the very first muscle car or factory built hot rod for the street and Ford's Mustang, the first pony car.

Both cars were boxy and some what sporty, and each created a very definite trend.

The GTO was of course the more muscular of the two new milestones, 389 cubes to Ford's meager 289. Surprisingly the GTO's birth was the more difficult of the two, even though it only an engine swap into an already existing car. The 389 engine too, was already in thousands of Pontiacs.

On top of that the GM top brass was the very anti-performance and especially against racing by the time 1963 and 1964 rolled around. Two major factors allowed the GTO to be born in the first place: It did not violate GM's strict and total 1963 racing ban because it was purely and simply a street car. And secondly every part on the car except some grille and trim pieces were on-line in Pontiac foundries and rolling in hundreds of thousands of intermediate Pontiac Tempests.

Certainly the right people with the right stuff also fell into place when Pontiac

ad man Jim Wagner came up with the idea for the GTO in the first in 1962. Wagner was not looking for any great expenditure, no new sheet metal dies that cost millions,

no new engines and hardly any new engine pieces. Wagner was actually proposing an engine swap of the Bonneville's 389 cube, 325 horse mill into the medium weight intermediate size Tempest.

Jim had the enthusiastic support of Pontiac's general manager Pete Estes, himself a former chief engineer at Pontiac Motor Division, and of sales/marketing and engineer whizkid John DeLorean, Pontiac's Chief Engineer in 1963. And support of all the engineering types, especially camshaft superman Malcolm MacKeller. DeLorean was even more performance conscious and gung-ho than Pete Estes. DeLorean had boosted Pontiac's sales by transferring the super duty 421's racing image and success to street sales. But then came the '63 racing ban. Getting around the ban was a product of a brilliant strategy by Jim. The GTO would be nothing more than a sophisticated engine swap, a high performance street machine. The car would have nothing at all to do with racing.

Jim was a avid Pontiac fan and racer and had worked for the division as a product planner. Now, as chief ad man over at Pontiac's ad agency, MacManus, John, and Adams, Wagner had the opportunity to write

...some fabulous copy for his existing concept car. Wagners punchy copy had the same effect in launching the car as if Richard Petty had gone out and won a string of races in the new model.

Wagners also thought up the GTO nameplate. It was borrowed from the European racing circles (there was a Ferrari model with the logo). GTO in Italian means Grand Turismo Omologato, or roughly Grand Touring Homologated, the latter being a racing classification, or homologation (approval for racing in a certain class) in Europe.

The GTO name was ironic because the first muscle car did not have an animal kingdom nickname like almost all its subsequent rivals.

For Pontiac's new baby, GTO was an unusual and foreign-sounding monicker. Still over 10,000 GTOs were sold by Jan. 1964 and when the 64s run had ended, Pontiac could proudly add up a total of 32,450 GTO unit sales. The 1964 389 GTO with 325 hp 4-barrel carburetor AFB and 325 standard hp could be had for a mere \$2556.00 with a 4-speed and any of rear end cogs you wanted. A three 2-barrel tripower setup was available over and above the 4-barrel 389.

Estes, Wagners, Delorean and MacKeller were very streetwise and so included a total package with their engine swap. The GTO's suspension was stiffer than standard Tempests. Also, optional suspension pieces above and beyond that were available expressly for the GTO.

THAT COVERS THINGS UP TO 1965 ,
NEXT MONTH WE WILL TALK MORE
ABOUT THE 1965 AND POSSIBLY 66,
SO SAVE THIS COPY TO REFERENCE
BACK TO

JUST TALKEN !

IN 1965 PONTIAC ENTERED A JOINT PROMOTION WITH THE HURST COMPANY. A 1965 GTO WAS PAINTED GOLD AND EQUIPPED WITH GOLD HURST WHEELS AND A SET OF TIGER PAW TIRES TO BE GIVEN AWAY TO THE WINNER OF THE CONTEST. (SURE BEATES A T-SHIRT, EH?) A MUSICAL GROUP NAMED THE TIGERS WAS FORMED FOR THE EVENT AND RELEASED A SONG NAMED GEETO TIGER. TO ENTER THE CONTEST YOU HAD TO COUNT HOW MANY TIMES THE WORD TIGER WAS USED IN THE SONG, THEN WRITE A BRIEF NOTE ABOUT WHY YOU'D LIKE TO WIN THE CAR. AFTER THE CONTEST WAS OVER THE GTO HAD A COUPLE OF DIFFERANT OWNERS BUT MANAGED TO SURVIVE TO THE PRESENT DAY.

WHAT DO YOU THINK?

HEMMINGS MOTOR NEWS NEEDS TO KNOW HOW YOU FEEL. SOMEONE HAS BEEN RUNNING AN AD IN HEMMINGS OFFERING TO SELL INFORMATION ON HOW TO TURN A LE MANS INTO A GTO. A READER WROTE IN AND POINTED OUT THAT HEMMINGS WAS CONTRIBUTING TO THE CREATION OF FRAUDULENT CARS, AND ASKED THEM STOP RUNNING THE AD. HEMMINGS REPLY WAS THAT IT WANTED TO KNOW HOW READERS FELT ABOUT IT. HERES YOUR CHANCE TO STRIKE A BLOW AGAINST COUNTERFEIT MUSCLECARS. HEMMINGS MOTOR NEWS ADMINISTRATION, BOX 256, BENNINGTON, VERMONT 05201

MORE GTO NEWS AND INFO... GATEWAY GTO CLUB.....

GATEWAY GTO MEMORABILIA

ITEMS LISTED ARE AVAIBLE NOW!!!!!!!

**CAN WRAPS \$2.50 EA. (5 MO. TILL
SUMMER)**

ELEGANT POLO SHIRTS \$12.50 EA.

WHITE 2 LARGE, 1 SMALL

BLUE 2 LARGE

BLACK 1 X-LARGE, 1LARGE

JACKETS

**(THESE ARE A ONE TIME DEAL, WITH
SMALL BLEMS IN THE PRINTING, GET
YOURS TODAY!)**

BLUE 6 LARGE, 2 X-LARGE \$20.00 EA.

REMBER THESE SALES BENIFET THE CLUB, AND
THATS YOU, SO SUPORT YOUR CLUB.

THE GATEWAY GTO ASSOATION

THIS NEWSLETTER IS PUBLISHED FOR YOU, OUR
VALUED MEMBERS AND FRIENDS, IN ORDER TO
MAKE YOUR MEMBERSHIP MORE ENJOYABLE. IF
YOU WOULD LIKE TO SEE CERTAIN THINGS IN
FUTURE ISSUES, PLEASE WRITE OR CALL IN CARE
OF
EDITOR

GATEWAY GTO CLUB ST. LOUIS

C/O STEVE HEDRICK

2738 CORRAL ESYATES

ARNOLD, MO. 63010 (314) 296-7559

RICH VIE (PRES.) 426-2709

TONY BEZZOLE (TREASURER) 878-6892

THE JAN. MEETING IS A GO

WELL ITS HEAR AT LAST THE FIRST
MEETING OF THE 1990'S, THE FIRST
GTO MEETING OF THIS NEW DECADE,
DOES THIS SOUND LIKE SOMTHING
THAT YOU CAN NOT MISS , WELL
DON'T BECAUSE IF YOU DO YOU'LL
MISS MORE THAN JUST A GREAT
TIME WITH SOME GREAT GTO
PEOPLE , MORE THAN THE ELECTION
OF OFFICERS, MORE THAN A RUN
DOWN OF THE THINGS THAT WILL
BE TAKING PLACE IN THE COMING
YEAR YOU'LL BE MISSING FREE PIZZA
AND SODA, YEA FREE. SO IF THE
CRISTMAS BILL'S GOT YOU DOWN
DON'T YOU DARR MISS THIS
MEETING. I HOPE THAT EVERYONE
CAN MAKE,

SEE YOU THERE....

THE PLACE.....

EL PAGLIACCI'S PIZZA AND DELI

#7 VILLAGE PLAZA

ARNOLD MO.

464-0044

TIME.....

JAN. 21 1990

2:00 PM

SHARP !!!!!

WANTED OFFICER

IF YOU'RE INTRESTED IN A POSITION IN THE
CLUB, PLEASE CONTACT RICH VIE AT 426-2709
FOR MORE INFO . ON DUTIES AND BENIFITS