

# 'Miss Birmingham' Boat in Need of Sponsor

## Owner Reveals Plan To Rename Hydroplane

By BOB WEBB  
Sports Editor

One of the 20-odd unlimited class powerboats in the world could bear the name of "Miss Birmingham" next year if satisfactory arrangements could be made between local hydroplane owner Gordon Deneau of Birmingham and a potential sponsor or group of sponsors for the boat.

Deneau currently owns the powerful "Gale III" boat which he will race in the Labor Day Silver Cup regatta in the Detroit river under the name of "What-a-Pickle," as his current sponsor is Aunt Jane's Foods, Inc. He will race the boat under that name until the present contract expires at the end of the year.

IT IS THIS BOAT Deneau would like to rename "Miss Birmingham." It qualified recently for the Silver Cup at an average speed of 95 miles per hour.

"My present sponsor and I have had very cordial relations," Deneau said. "It is just that for about two years now I have had a tremendous urge to drive the boat under the name of "Miss Birmingham."

HE MADE A TRANSACTION last week for Gale III, offering What-a-Pickle I and II in the bargain. A sponsor can get a terrific amount of publicity from exhibiting the boats as well as by entering them in races, Deneau said.

He exhibited the boat at Muskegon Long Lake Boat Club last weekend, attracting about six different \$500 props.

IF SPONSORS FOR THE boat under the name "Miss Birmingham" are not forthcoming, he will offer the boat to any business sponsorship which makes him a good offer.

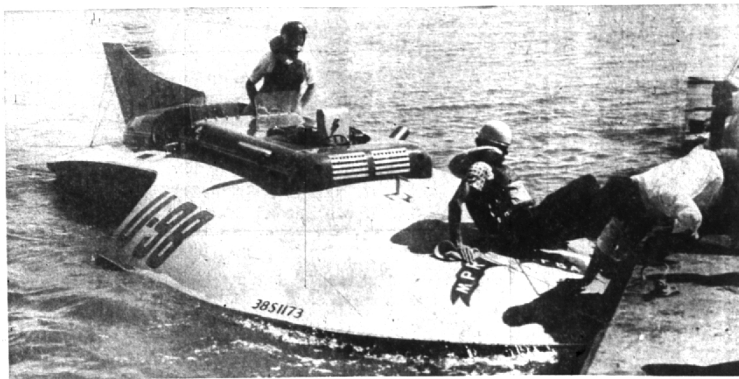
Parties interested in sponsoring the boat can contact the driver by writing to Gordon Deneau, Box 66, Birmingham.

"I think Miss Birmingham would be a terrific name," he said.



### Hot Driver -- Girls Go Wild Over His Convertible

One of the pleasures of owning a hydroplane is that you can easily get centennial queens to ride with you; one of the pleasures of being a centennial queen is that you can easily get offers to ride in hydroplanes. Above, Gordon Deneau of Birmingham prepares to leave dock and give Bay City centennial queen a rocket-like ride across the Bay.



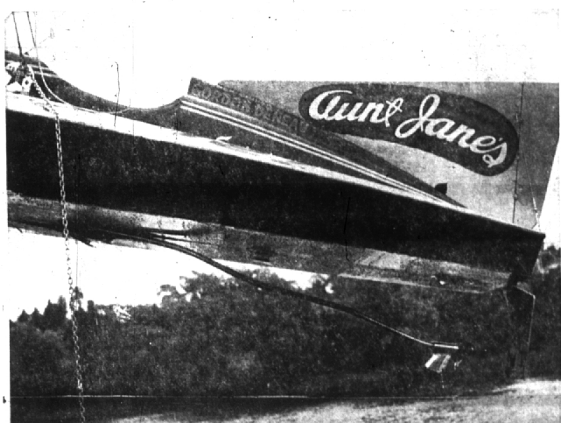
### Gordon Docks What-a-Pickle II in Bay City

Docking the hydroplane at Bay City, the Birmingham sales engineer completes one of several dozen demonstrations he gives annually. What a Pickle has a 2000 h.p. engine and a three to one gear box ratio. Gordon's attractive wife Sallie has ridden in the boat at 150 mph—also has "the lug". She refers to things in their lives as "B.B." and "A.B."—"before the boat" and "after the boat."



### Anxious Deneau Heckles Rival

Dressed in crash helmet and life preserver, Deneau gets ready to begin race at St. Clair. He catches sight of Bob Schroeder, driver of the Buffalo boat "Wild Root Charlie," lingering on the dock. "One on," he calls. "Get that boat out here and race!"



### Boat Sank 35 Feet in '56

In '56, after flipping Deneau onto the deck in a first heat turn at Pictou Bay, Ont., What a Pickle won the second heat. In the third, with chief mechanic Mary Hendric at the wheel, the hydroplane was passing the lead boat when the strut broke. The propeller shaft whipped, flipping the boat into the air before it sank 35 feet. Hendric was unhurt. Today the boat is completely rebuilt, with a new engine and gearbox.

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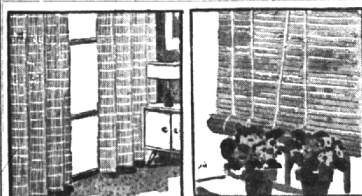
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