

The Dashboard

A Publication of Central Oklahoma Classic Chevy Club

February 2014

A message from the President...

There was a good turnout for our February 9th meeting even with the cold and dreary weather. Larry Myers was the only one to brave the road salt and drive a classic. We filled more of the positions for the 2015 Ecklers show and will continue to work on this at future meetings. Our March 9th meeting we will have a guest speaker Dennis Meyers a NSRA safety team member. Hopefully it will be a nice day and we can get more classics out and blow the dust off of them.

Robert Bogardus

Upcoming Events:

March 3 thru 6 OKC Auto Show at State Fairgrounds

April 11 thru 13 Southwest Street Rod Nationals at State Fairgrounds

Check out the Route 66 web site for all local show info.

<http://www.route66cruisersok.org/carshow.htm>

For a complete listing on local and nationwide shows refer to the OK Hot Rod Association calendar.

<http://www.ohra.us/>

WWW.55-57chevys.com/coccc



Happy Birthday wishes go out to: Carolyn Bradsher, Rustyne Harris, Fred Hensley, Louise Main, David Reeds, Linda Reeds

If your birthday was missed, or your e-mail and contact info has changed, please let me know and I'll

update the master member info file.

Some interesting reading from Wikipedia, the free encyclopedia

History



First logo of the company (1911).

On November 3, 1911, [Swiss](#) race car driver and automotive engineer [Louis Chevrolet](#) co-founded the Chevrolet Motor Company in Detroit with [William C. Durant](#) and investment partners William Little (maker of the [Little automobile](#)) and Dr. Edwin R. Campbell (son-in-law of Durant) and in 1912 [R. S. McLaughlin](#) GEO of General Motors in Canada.

Durant was cast out from the management of General Motors in 1910 for five years. He took over the Flint Wagon Works, incorporating the Mason and Little companies. As head of [Buick Motor Company](#) prior to founding GM, Durant had hired Louis Chevrolet to drive Buicks in promotional races.^[6] Durant planned to use Chevrolet's reputation as a racer as the foundation for his new automobile company.

Actual design work for the first Chevy, the costly [Series C Classic Six](#), was drawn up by Etienne Planche, following instructions from Louis. The first C prototype was ready months before Chevrolet was actually incorporated. However the first actual production wasn't until the 1913 model. So in essence there were no 1911 or 1912 production models, only the 1 pre-production model was made and fine tuned throughout the early part of 1912. Then in the fall of that year the new 1913 model was introduced at the New York auto show.



The "bowtie" emblem, introduced in 1913.

Chevrolet first used the "bowtie emblem"^[7] logo in 1914 on the H series models (Royal Mail and Baby Grand) and The L Series Model (Light Six). It may have been designed from wallpaper Durant once saw in a French hotel room.^[8] More recent research by historian Ken Kaufmann presents a case that the logo is based on a logo of the "Coalettes" coal company.^{[9][10]} Others claim that the design was a stylized [Swiss cross](#), in tribute to the homeland of Chevrolet's parents.^[11]

Louis Chevrolet had differences with Durant over design and in 1915 sold Durant his share in the company. By 1916, Chevrolet was profitable enough with successful sales of the cheaper [Series 490](#) to allow Durant to repurchase a controlling interest in General Motors. After the deal was completed in 1917, Durant became president of General Motors, and Chevrolet was merged into GM as a separate division. In 1919, Chevrolet's factories were located at New York City; Tarrytown, N.Y.; Flint, Michigan; [Toledo](#), Ohio; St. Louis, Missouri; Oakland, California; Fort Worth, Texas, and [Oshawa](#), Ontario General Motors of Canada Limited, McLaughlin's were given GM Corporation stock for the

proprietorship of their Company article Sept. 23, 1933 Financial Post page 9.^[12] In the 1918 model year, Chevrolet introduced the [Series D](#), a [V8](#)-powered model in four-passenger [roadster](#) and five-passenger [tourer](#) models. Sales were poor and it was dropped in 1919.

Chevrolet continued into the 1920s, 1930s, and 1940s competing with Ford, and after the [Chrysler Corporation](#) formed [Plymouth](#) in 1928, Plymouth, Ford, and Chevrolet were known as the "Low-priced three".^[13] In 1933 Chevrolet launched the [Standard Six](#), which was advertised in the United States as the cheapest six-cylinder car on sale.^[14]

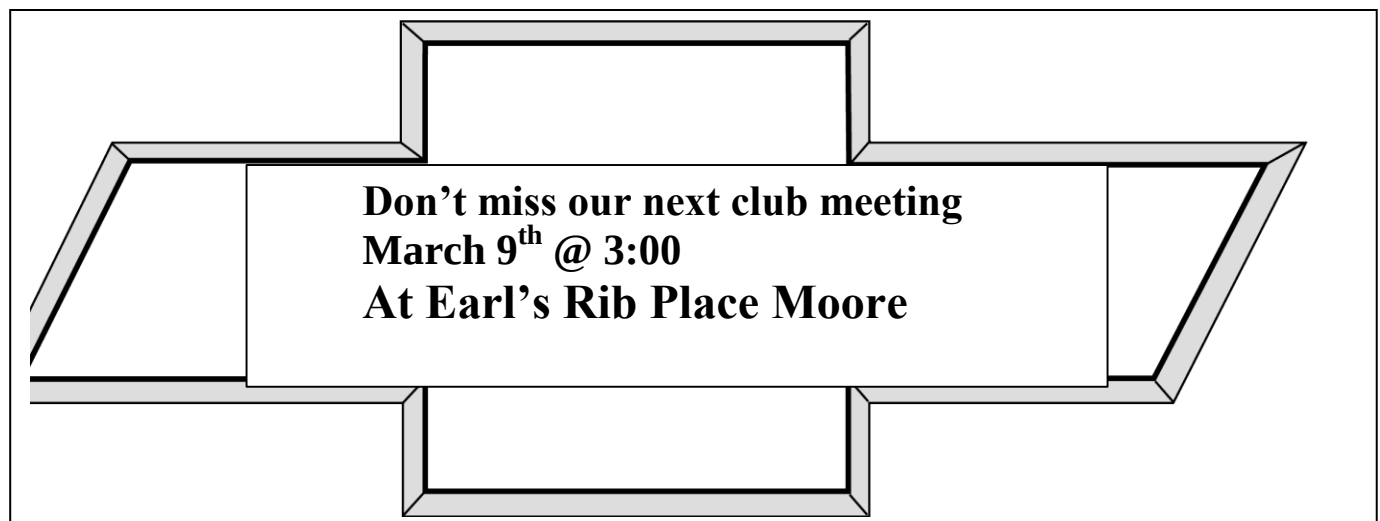
Chevrolet had a great influence on the American automobile market during the 1950s and 1960s. In 1953 it produced the [Corvette](#), a two-seater sports car with a fibreglass body. In 1957 Chevy introduced its first fuel-injected engine,^[15] the [Rochester](#) Ramjet option on Corvette and passenger cars, priced at \$484.^[16] In 1960 it introduced the [Corvair](#), with a rear-mounted air-cooled engine. In 1963 one out of every ten cars sold in the United States was a Chevrolet.^[17]

During the 1960s and early 1970s, the standard Chevrolet, particularly the deluxe Impala series, became one of America's best selling lines of automobiles in history.

The basic [Chevrolet small-block V8](#) design has remained in continuous production since its debut in 1955, longer than any other mass-produced engine in the world, although current versions share few if any parts interchangeable with the original. Descendants of the basic small-block OHV V8 design platform in production today have been much modified with advances such as aluminium block and heads, electronic engine management, and sequential port fuel injection. Depending on the vehicle type, Chevrolet V8s are built in displacements from 4.3 to 9.4 litres with outputs ranging from 111 horsepower (83 kW) to 994 horsepower (741 kW) as installed at the factory. The engine design has also been used over the years in GM products built and sold under the Pontiac, Oldsmobile, Buick, Hummer, [Opel](#) (Germany), and Holden (Australia) nameplates.

In 2005, General Motors re-launched the Chevrolet marque in Europe, using rebadged versions of the Daewoo cars produced by GM Korea.^[18]

The Chevrolet division has largely recovered from the economic downturn of 2007–2010 through launching new vehicles and improving existing lines. GM began developing more fuel efficient cars and trucks to compete with foreign automakers. In late 2010 General Motors began production of the plug-in electric [Chevrolet Volt](#) (and related Opel/Vauxhall Ampera), which later was announced as the 2012 North American Car of the Year, European Car of the Year, and World Green Car of the Year.





I pledge allegiance to the flag of the United States of America, and to the republic for which it stands, one nation, under God, indivisible with liberty and justice for all.

Central OK Classic Chevy Club
P.O. Box 676
Wheatland, OK 73097