

Lower Michigan Region

CHEVY



CHATTER

Vintage Chevrolet Club of America

MAY 2013



1935 CHEVROLET CANOPY EXPRESS

Director: Verle Wetherwax 810-547-1768 sharonwetherwax@comcast.net
 Asst. Dir: Brian Granger 810-348-5198 grangerb59@yahoo.com
 Secretary: Marge Henige 810-638-5425 mhenige57@centurylink.net
 Treasurer: Leon Eisemann 517-467-6380 leoninmi@frontier.com
 Historian: Wayne Jackson 616-532-9471 waylojac@aol.com
 Sunshine Marjorie Henige 810-638-5425 mhenige57@centurylink.net

SENIOR BOARD MEMBERS:
 Jerry VanBrunt 517-467-2493 Jvrb12@aol.com
 Gary Mehl 269-979-8922 realbrowneyes@yahoo.com
 Dennis Clark 810-735-3297 ClarkdennisA@AOL.com
 JUNIOR BOARD MEMBERS:
 Mike Sparks 616-642-6457 Powerstroke50@Hotmail.net
 Ken Turnwald 989-845-2134

EX-OFFICIO BOARD MEMBER

Pinky Randall 989-302-0866

CHEVY CHATTER EDITOR

Richard Oldenburg 248-363-4437 RLOldenburg@aol.com
 4900 Juniper Dr., Commerce twp. MI 48382-1544

MEMBERSHIP:

Venessa Conrad 517-882-6975 veconbob@att.net
 3530 Bergman Ave., Lansing, MI 48910-4604

LOWER MICHIGAN REGION - VCCA – 2013 CALENDAR of EVENTS

May						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

18th Dust Off Tour & Reg.
 Business Meeting. See Registration
 Form within this newsletter

1st – 5th Back to The Bricks Tour
 22nd – 23rd Sloan Summer Fair
 23rd - LMR Reg. Business
 Meeting at Sloan Museum.

16th – 20th Corvair Nationals
 Kalamazoo, Michigan
www.VAIRIATION2013.com
 24th – 27th 50th Central Meet

WELCOME

The Lower Michigan Region, VCCA, Welcomes new Region Members

Paul & Deb Pawlosky from Otisville, Michigan

ANNOUNCEMENT:

Many of you may have attempted to make reservations at the Port Huron Doubletree Hotel on April 1st as previously announced, in preparation for the 50TH Central Meet, only to find that Doubletree was unable to accept your reservation at that time. The Doubletree has assured us that they will be ready for us in July and have made arrangements to accept your reservations through their corporate offices until such time as their Port Huron facility is up and running. Please follow the following procedure:

Call the Doubletree Corporate Offices at 616-647-3505. You can either wait until prompted or enter Extension number 170 on your phone key pad as soon as the initial recording starts. Ask to speak with Amanda Gibbs. Tell her you are making reservations for the July VCCA event being held at the Port Huron, MI Doubletree. Mention the Group rate of \$94.

It worked for me!

Directors Message, May 2013

It seems as though someone forgot to tell Mother Nature Spring is here. If what they say is true about 'April Showers bring May Flowers', our state should be loaded with phenomenal bouquets soon!

We had a regular meeting at Port Huron on the 14th of April, there was a respectable turnout. The main topic of discussion was the 50th VCCA Central Meet. If you haven't volunteered your assistance yet please do so, there is a position and place for everyone to help out. It will take all our cooperation to make it run smoothly and successfully. Please contact Mike McFarland 810 790 1812, or Linda Harbron 989 631 3509. Port Huron is a beautiful area near the water with a lot of interesting sights to see and things to do. I do believe it is a prime location to celebrate our 50th Anniversary.

Dave and Phyllis Rickabus have planned an intriguing Dust-Off Tour May 18th, I'm sure they have something very enjoyable up-their-sleeves. They have yet to disappoint us! If you don't have a tour-car ride with someone or drive your modern one.

Respectfully,

Verle

Email Delivery of The Monthly LMR Newsletter

During the April 14th, 2013 Region Business Meeting, Director Verle Wetherwax addressed the "pending" issue on **Email Delivery of the Monthly Region Newsletter**.

Back ground: *This issue was first addressed during a LMR Board of Director's meeting held in September 2012 with a motion to make the newsletter available via Email. After discussion the Newsletter Editor was asked to survey the Membership to determine the number of members willing to accept an email version and the motion was tabled pending further information. At a November 2012 LMR Board of Director's meeting, the Newsletter Editor reported twenty (20) Region Members had responded and were willing to accept an email version of the monthly newsletter. Once again the item was tabled until the spring of 2013 for resolution.*

After discussion with the General membership at the April meeting and receiving no negative feedback from the members present, Director Wetherwax directed the Newsletter Editor to go forward with the Email version for those who expressed a willingness to accept it.

Notice: The May, 2013 LMR Newsletter will be published in both hard copy and Email version to those members who previously agreed to accept an Email version. Please review both versions and should you find problems, or wish to return to the Hard Copy system only in the future, please contact the Newsletter Editor using the information provided within the "Officer Information" area on page 2 of the Newsletter. Otherwise you will receive only the email version starting with the June 2013 issue.

To those of you who did not choose to accept the email Newsletter version, nothing will change and you will continue to receive a hard copy on a monthly basis. But if you are now considering receiving an email version, we can arrange a trial copy for you at any time.

April 14, 2013 - Lower Michigan Region, VCCA, Meeting Minutes

The April 14th, 2013. Meeting of the Vintage Chevrolet Club of America was called to order by Director Verle Wetherwax at 2:00 PM at the Best Western Motel in Port Huron. We had 23 members in attendance. After pledging our allegiance to the United States of America Michael McFarland introduced Port Huron's Chamber of Commerce representative Judy Stewart to the membership. She welcomed us and gave us information about Port Huron including the fact that Port Huron has the oldest working lighthouse in Michigan.

Minutes of the previous meeting were approved as published in the newsletter. Brian Granger moved to approve and Denice Thomas seconded. Motion passed.

Sunshine Reporter Marjorie Henige reported a get well card sent to Lew Clark and a sympathy card and a memorial sent to the Charlie Scheer family in memory of Janet Scheer.

Treasurer Leon Eiseman was absent.

Membership chairperson Ve Conrad reported we have 90 paid members.

Bruce Granger is looking for a volunteer to work at the Sloan Auto Fair. His phone no. is 810-667-0144. For information of the Sloan Auto Fair go to sloanautofair.org. They now have a new truck replacing the truck that was stolen. There are 2 new displays in Sloan. The museum now has a display of the civil war.

Dick Oldenburg needs help with the computer with displays on the pages of the newsletter. He has not started sending the newsletter via e-mail to all members yet. Dick motioned to pay Bill Anderson \$30.00 for his input setting up lmcchevy.com. This motion seconded by Mary Samulski. And passed by a majority of the members present.

Director Verle Wetherwax announced the May 7, 2013 meeting at the Wetherwax home has been canceled and will be Tuesday August 6, 2013 at Verle's home.

NEW BUSINESS:

Bruce moved to pay for the meeting room we used today. Don Harbron seconded this motion. Motion passed. Brian suggested we ask at every meeting for volunteers for next year's officers.

The Dust Off Tour hosted by Dave and Phyllis Rickabus on May 18th is going to be a very interesting tour so get your reservations in soon. We will even visit a toy museum. It will be about a 100 mile tour.

Brian Granger and Mike McCarty will host the Moth-Ball tour Thursday and Friday Oct. 17th and 18th. It will be a two day tour at which we will tour the Chevy Volt plant.

Mary Samulski reported the Doubletree Port Huron Motel is now taking reservations for the Central Meet. We should mention the VCCA to receive the adjusted room rate. The phone number for Amanda is 616-647-3505 Ext.170. The hotels renovations will be completed by the meets start-up date.

We all agreed that we would be glad to receive donated items from Auctions America for goody bags etc. Mike asked anybody that has any field signs to call him and he would pick them up. He will use

them as is or update the ones that need updating. A request for volunteers for the arts and crafts set up and judging was made. If a person prefers he or she can participate in the costume show and NOT be judged. Phyllis will check at the Red Rooster Inn if they have gluten free food.

There will be a place by the hotel to park RVs and Motor Homes. The swap meet will have no fees. Our trophy person is Jim Morningstar. Ken Turnwald donated a John Deere Tractor Model for the raffle. The cars will be parked on a nice grassy spot for judging and the view may help bring in new members that are viewing the cars. Mary's phone number is 810-790-1811.

Bruce showed many auto items that he had for sale and some he would donate.

Jim Morningstar showed pamphlets he had on Cadillac history.

Dick Oldenburg and Phyllis Rickabus have been working on a new roster for a year.

Darrell Dowdy won the 50/50.

Brian Granger motioned to adjourn the meeting and Marvin Granger seconded. Meeting was adjourned.

Respectfully submitted by

Marjorie Henige

Editor's note: *This month's Chevy Chatter has been the worst for putting something together since I started doing this job. When I had everything in place that needed to be in place I was a page and a half short of filling the available space. I searched through my files looking at things I'd done over the years that people might find interesting. Nothing seemed appropriate. So I grabbed an old publication off the shelf and started searching. Came up with what you're about to read, copied from "The Best of Old Cars Weekly, Volume Five". No author listed for the article. Didn't bother to ask permission to reprint, not enough time remaining. But who cares, what is anyone going to do to a 79 year old anyway and possibly become responsible for their care and feeding?*

CHEVROLET – FIRST WITH LOW COST LUXURY

Chevrolet got off to a wobbly start in 1913, couldn't seem to find its reach, and by 1921 sales had dropped to a trickle. Losses that year almost reached \$10 million, a vast sum in those days. Model T was out selling Chevrolet 16 to one and gaining.

Then Chevrolet got up from this front seat on Death Row and built the broad base on which the modern General Motors was founded. Since GM came to be the mainstream of the US auto industry, Chevrolet let the United States, indeed the World in auto production.

The magnificent feat of imagination and courage perhaps unexampled in American business, rests squarely on two Chevrolets – 1925 Model K and 1932 Model named strangely Confederate Series BA. They were the beginning and the end of the automobile revolution.

In the beginning the small car production trouble was two-fold. When cars were built like birds' nests, one at a time, the way Rolls – Royce still is, only rich people could afford them. This method didn't produce many cars, but there weren't many rich people, either, so until World War I there was a nice balance in business between supply and demand with little incentive to upset it. The only lower priced cars the established industry could conceive were still costly. Packard Single Six of 1921 sold for \$2795, half the price of its big brother Twin Six but still five times too much for average Americans.

The looks of a low priced car before World War I weighed heavily against it. The deep rutted roads of the day demanded high wheels, and the body, set on a straight rail frame built up a high edifice. A long wheelbase car could carry this off, but fore-shortened such a car looked awkward. That small cars should be ugly was taken for granted, then, Henry Leland, past master of mechanical excellence, founder of Cadillac drove for his personal transportation a 1907 one cylinder Cadillac Model M Coupe that looked for all the world like a traveling phone booth.

Henry Ford solved half of this small car dilemma. Nineteen twenty five was the year he dropped his price to \$290 for a new touring car. If you wanted a low priced car, here it was. Like a mule it had no pride of ancestry, no hope of posterity. But nobody ever call it beautiful. It left the buyers with a crying psychological need. After World War I, the new motoring public wanted to take pride in their cars. The Chevrolet stroke of genius was to understand this when Henry Ford didn't. Chevrolet set out to make the owner proud of his car. The sales record shows the results.

Henry Ford produced 1,749,827 units in 1924, compared to 262,100 for Chevrolet. Only three years later, these figures were almost exactly reversed. Chevrolet sales soared to 1,749,998 while Ford fell to an abysmal 356,188 and then he shut down the Model T production line forever. In 1925 buyers were no longer looking for bare bones transportation. They were looking for low cost luxury and Chevrolet undertook to give it to them.

Model K Chevrolet of 1926 may have revolutionized the industry, but there was nothing about the car. It just looked better. A lot better.

The radiator shell used bright metal. Caddies waiting on the curb for a ride to a golf club I remember used to stand up when they saw a car coming with a shiny radiator, the mark of affluence. Now Chevrolet had one, too.

Duco made a great difference. You could have a Chevrolet in any color but black, and Chevrolets stood out in the drab traffic of the day in their bright coats of long lasting Duco paint.

The basics of Model K weren't so different. It was simply last year's car made more attractive. The body was longer, allowing more leg room. "All closed bodies featured a one piece windshield with an automatic wiper, a dome light and Klaxon horn. The clutch was improved and a new rear end replaced the one that had given so much trouble," according to A.P. Sloan, GM President. Balloon tires, bumpers and moto-meters were available. The sedans normally featured disc wheels like Packard; nickel trim, a neat visor and cowl parking lights produced a stylish image entirely new to the low priced field.

Seven years later Chevrolet's low cost luxury revolution was complete. New models in 1932 joined the General Motors family with no more implications of inferiority than younger brothers. George Dammann's Chevrolet book pictures a 1932 Chevrolet Roadster without a background to betray its scale which could easily be taken for a Cadillac Sixteen. It could even be argued that the Chevrolet was the better automobile – simpler, easier to drive and take care of and a strong competitor on the highway. Chevrolet had proved a low cost car could be handsome, complete and capable.

Chevrolet had won for General Motors the ascendancy in the automobile world it has enjoyed ever since.

Chevrolet for 1932 was a luxury revolution on wheels. It was indeed, a mini Cadillac.



The 1926 Chevrolet was the most influential automobile. It showed the grace, style and color could be an integral part of the low priced automobile



ADVERTISEMENTS

Note: Your advertisement will be placed here free of charge to club members

Wanted: Volunteers to help man Information Booth Saturday and Sunday morning during Sloan Auto Fair, June 22 – 23, 2013 [two hour shifts from 8AM–10 AM or 10AM – Noon] Call Bruce Granger 810-667-0144.

Auction: A vehicle maintenance and car guy passed away at the age of 96. His family is having an Estate Auction on Saturday, May 4th at 22664 32 Mile Road, Ray Michigan. The auction site is 6 miles east of Romeo. Many old time tools and equipment, some repair manuals and other memorabilia. Family feels that car collectors would be interested in this extensive variety of automotive items. As the auction date approaches further information will be available on Rowley's Auction Service web site at <http://www.rowleyauctions.com/>.

For Sale: 1999 Oldsmobile Silhouette, 80,000 miles. New brakes, tires, and battery. Gold Package. Build in air compressor, Independent ear phone, Rear radio controls, Dark Green color, Stored in winters, so no rust. \$5,000. Call 616-263-9545 or 616-308-5832. Vince Vicarie

For Sale: 2 ½ ton Hydraulic Floor Jack \$40; Four Jack Stands \$25; Cloth Car Cover \$10; Two Dash mounted Compasses \$5; Car Caddy (floor mounted – misc. storage) \$4; Two 1953 Chevy Service Manuals \$5 each; Two `1963 Corvair Manuals \$5 each: Dick Silagi, phone 734-451-1145.

For Sale: 50th Anniversary Meet Posters \$4 each [1] art work by David Chapple & [2] 4 different “Woodard Dream Cruise” Chevrolet billboard, will have at info booth during Sloan Auto Fair. Bruce Granger 810-667-0144

For Sale: Large accumulation of 1933 Chevy Master parts (4-Dr. Sedan) for sale located near Ann Arbor, MI. Too many to list. Call or Email and I will send pictures and negotiate prices. Joe Scheuring, Phone 734-426-3586 or Email Scheuring5@aol.com.

Wanted: Parts for 1940, 1941, 1942, 1946, 1947, and 1948 Chevrolet Passenger cars; Lester March, ph 810-658-9614