

The Official Newsletter of the
Piedmont Classic Chevy Club
THE BOWTIE BULLETIN

December 2011

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MONTH

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Message From The Vice Prez

Piedmont Classic Chevy Club continues to shine. We had a great turnout for both the Veterans Day Parade, and the Raleigh Christmas Parade. This was followed up by our club winning the club participation award at the 3rd Annual Reunion at Grill 57. We also signed up several new members at the reunion. Hopefully we will see them at our meetings. Please make them feel welcome.

Wishing everyone Happy Holidays and a Healthy New Year.



Barry Kitchener

Vice President



No Business Meeting in December

Next PCCC Business Meeting - January 23, 2012

CLUB INFO • NEWS • SOCIAL EVENTS

Club Apparel

Royal Blue Polyester Golf Shirts
(including standard embroidery) (\$25)

Royal Blue Cotton Golf Shirts
(including standard embroidery) (\$20)
Add (\$2) for 2XL and (\$3) for 3XL

Club Jacket Black or Royal Blue/Navy
(including standard embroidery) (\$44)
Add (\$3) for 2XL and (\$4) for 3XL
\$5 extra for embroidered name on shirt or jacket
\$10 for embroidered club logo on back

Magnetic Engraved Name Badges (\$6.50)

Contact **Barry Kitchener** @ 919.833.0882
or barrykit2000@yahoo.com
for complete ordering details

2011-2012 Club Officers

President - Ray Bader
raybader@earthlink.net

Vice President - Barry Kitchener
barrykit2000@yahoo.com

Secretary - Linda DeMichele
R57Chevy@nc.rr.com

Treasurer - Keith Archambault
karchambault@nc.rr.com

Need to pay your 2012 Club Dues ?

Send \$25 to PCCC Treasurer

Keith Archambault

1010 Acorn Court; Knightdale, NC

Max Cooper has assumed the responsibility of maintaining the PCCC Email Distribution

Les Shelton has assumed responsibility of PCCC Historian



*Barry Kitchener's
1939 Chevy Dash*

Scheduled PCCC Social Events

Saturday December 3—Club Christmas Party

***Fairview Community Center. Eat @ 700PM
Gift Exchange - Bring a \$15 gift wrapped item***

***Any Questions? Contact David Ward Jones at 919.571.3308 or
daviddwjarchitect@nc.rr.com***

Stay tuned for upcoming events in 2012

CARSHOWS & CRUISES

Select Carshows - Cruise Ins - Special Events

CRUISE-INS

DEC 10 - Christmas Cruise-In - **Dunn** - 10AM-4PM

JAN 1 - New Years Day Cruise In - **Raleigh** (At The Grill 57) - 11AM-6PM

SPECIAL EVENTS

DEC 3 - Toys For Tots - **Raleigh** (Located at the K-Mart on US 401 South) - 10AM-4PM

JAN 13/14 - 10th Annual Shriners Drag Racing & Hot Rod Expo - **Greensboro** - 800AM-500PM

**FOR A COMPLETE LIST OF DETAILS AND LINKS FOR ALL
EVENTS**

**VISIT OUR PCCC WEBSITE AT www.piedmontccc.com
or contact David Matthews @ dmhotrod089@gmail.com**

NEW MEMBERS

Jay & Katherine Shealy

Raleigh, NC

1967 Camaro RS/SS



DO YOU KNOW YOUR PLATES?

David Smith's TECHNICAL TID BITS

INSTALLING A NEW TRUNK SEAL

A worn-out trunk seal let's water into the gutter area around the seal and can rust out the groove around your trunk. Or even worse, let water into the trunk floor itself. The solution is easy: replace your old seal with a quality, easy to install trunk weather-strip. Time spent carefully following these instructions will help you achieve the "like new" results you're after.

General Hints

1. Take your time! Hurrying, especially when working with adhesives, can cause you to damage your seals. Regarding adhesives, I recommend 3M Black Super Weather-strip Adhesive. The black color is much more concealing. (ever see cars at cruse-ins with yellow around the seals? *Yuk*)
2. Check the seal you purchased and confirm that the seal you are about to install is for your year, make, and model car.
3. Confirm that the seal will fit into the groove around your trunk edge.
4. Make note of how your old seal is installed, and the direction the edge is facing. This step is very, very important to get a good seal.

Preparation

Remove the old strip, in one piece if possible. Pull the rubber away from the channel, using a release agent to remove old glue if necessary. Clean and scrape the channel with a small wire brush, using masking tape to avoid scratching any surfaces.

Cleaning

Clean the entire channel surface in the trunk edge. Remaining seal pieces or other debris can make the seal "stick out" further than it should, possibly causing the trunk lid to close harder than normal.

Direction Is Important

Proper trunk seal function depends on correct installation. Do not use your old flattened strip as a guide. Before beginning, read the instructions entirely. The new seal does not need to match the old seal's profile exactly. But, it is VERY important that the upper seal edge faces the right direction! The upper seal lip should always face toward the OUTSIDE of the trunk. If the seal is installed backwards, it will fit the channel, but will not seal. Thus defeating the whole project.

Adhesive Bead

Check your trunk lid alignment and then run a bead of adhesive inside the groove as you install the strip.

Install Weather-strip

Start at the center above the lock cylinder and begin to insert your new weather-strip. Run a bead of adhesive inside the groove about 8 inches ahead of the seal as you work your way around the opening. Make sure both inside and outside edges of the seal are tight and sealed.

Finish Installing

Once you work your way around the trunk, you will have an overlapping end. Carefully cut the ends squarely to match together, allowing a 1/4 inch to overlap. At this seam, apply adhesive to the trunk channel and a small amount to the ends of the strip. Hold the ends together for a moment and then insert. Close your trunk and open it, making sure no glue oozes out and shows. I always hold the key in the open position while closing the trunk so that it does not fully lock shut, remember you are just testing fit not seal at this point.

Wipe up any excess glue immediately.

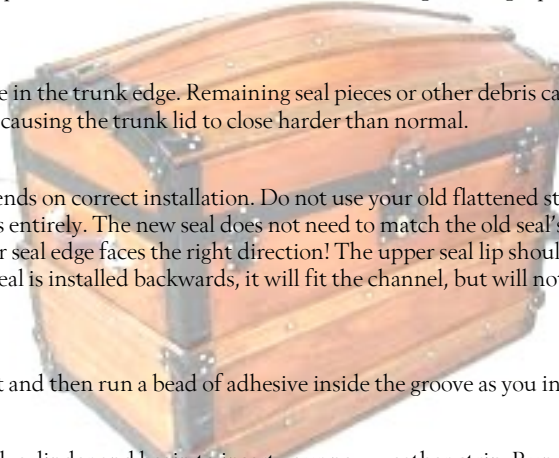
Finally

Let the adhesive fully dry before shutting your trunk lid. If you accidentally tear the weather-strip while installing it, Super Glue can be used to repair the tear.

Afterwards

The trunk weather-strip will gradually form itself to the trunk lid. This usually takes about 1 week. Your trunk may close harder than usual until this forming is completed.

As always keep the greasy side down and the shiny side up.



CHEVROLET HISTORY

2011 marks the 100th anniversary of Chevrolet. During these 100 years the company developed over a hundred different types of cars, vans and trucks. All of those cars, vans and trucks have something in common: they all contain speedometers.

Speedometers are those kind of items you look at thousands of times during your life, without ever really noticing. You notice the speed, not the meter. And if you do notice the meter chances are you don't realize someone actually designed it. The company probably even did some research beforehand. Research regarding the readability of typefaces, the right size of the numbers and the space between them.

The design of speedometers hasn't changed much over the decades. Recently, however, there's a trend towards digital meters. They're probably supposed to look fresh and new, but due to the use of stopwatch-like (the digital stopwatch was invented in 1971) typefaces they actually look extremely primitive and dated.

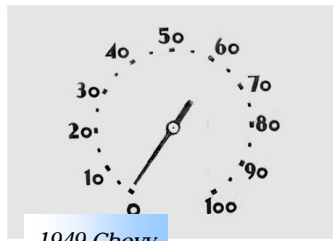
Found on the Internet by Ralph DeMichele



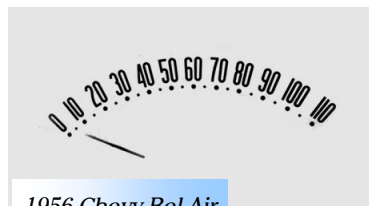
1941 Chevy Truck



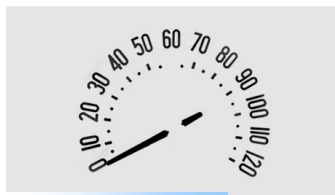
1947 Chevy Truck



1949 Chevy



1956 Chevy Bel Air



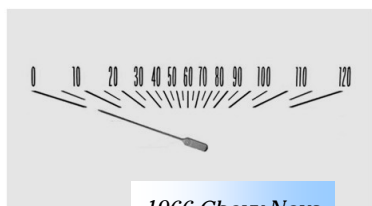
1957 Chevy Nomad



1959 Chevy Apache



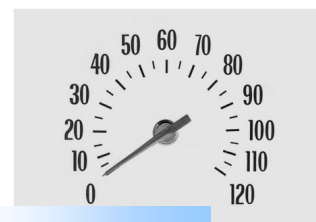
1959 Chevy Impala



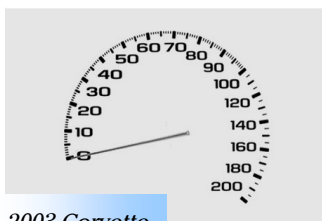
1966 Chevy Nova



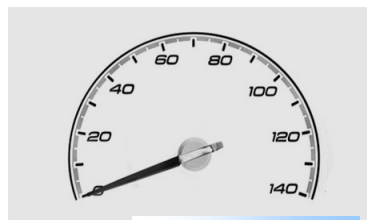
1969 Camaro



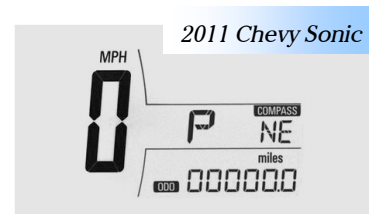
1970 Chevy Monte Carlo



2003 Corvette



2009 Chevy Malibu



2011 Chevy Sonic

Feature Articles

On a whim, I drove the old car to my local Chevrolet dealer, Performance Chevrolet in Chapel Hill. I asked if I could photograph my car with signage provided by the manufacturer commemorating the centennial of the marquee. The dealer had not even unpacked the banner provided by Chevrolet. The sales manager pulled out the banner and promised to call me when they had it on display. Later in the afternoon he called and invited me to pull my car into the showroom for some photographs.

Submitted by Lee Caplan



ORIGIN OF THE CHEVY BOWTIE EMBLEM

Globally recognized today, the Chevrolet bowtie logo was introduced by company co-founder William C. Durant in late 1913. But how it came to be synonymous with the brand is open to wide interpretation.

Durant's version of how the logo came into existence is well known. The long-accepted story, confirmed by Durant himself, was that it was inspired by the wallpaper design in a Parisian hotel.

According to *The Chevrolet Story* of 1961, an official company publication issued in celebration of Chevrolet's 50th anniversary:

"It originated in Durant's imagination when, as a world traveler in 1908, he saw the pattern marching off into infinity as a design on wallpaper in a French hotel. He tore off a piece of the wallpaper and kept it to show friends, with the thought that it would make a good nameplate for a car."

However, conflicting accounts have emerged, each of which is plausible enough to deepen the mystery and suggest it may never be solved. Two of the alternate origins come from within the Durant family itself.

In 1929, Durant's daughter, Margery, published a book entitled, *My Father*. In it, she told how Durant sometimes doodled nameplate designs on pieces of paper at the dinner table. "I think it was between the soup and the fried chicken one night that he sketched out the design that is used on the Chevrolet car to this day," she wrote.

More than half a century later, another Bowtie origin was recounted in a 1986 issue of *Chevrolet Pro Management Magazine* based on a 13-year-old interview with Durant's widow, Catherine. She recalled how she and her husband were on holiday in Hot Springs, Va., in 1912. While reading a newspaper in their hotel room, Durant spotted a design and exclaimed, "I think this would be a very good emblem for the Chevrolet." Unfortunately, at the time, Mrs. Durant didn't clarify what the motif was or how it was used.

Taken from <http://media.gm.com>

CARS & PARTS CLUB SWAP

Edelbrock Performer Carb (600 CFM) (\$125); Edelbrock Performer Intake (2101) (\$75); Long Style Cast Iron Water Pump (for small block) (\$25); HEI Distributor (\$75); Carter Fuel Pump (\$15); 1970-72 Chevelle Original Dash Pad (\$75); 1970 Chevelle tail light lenses (\$40 for both); "350" emblems (R&L) for 70 Chevelle (\$40); Trunk Emblem for 70 Chevelle (\$30); Grill Emblem for 70 Chevelle (\$15); Rocker Panel Trim for 1970-72 Chevelle (\$100 for pair); Craftsman Compressor (needs some maint) (\$25); Shop Vac (\$20) [Jeff Hopp](mailto:Jeff.Hopp@suncrestnc.com) @ 919-467-9594

1970-72 Chevelle 10 Bolt Rear End (\$100); Small Block Quadrajet manifold (\$40); Kenwood AM/FM Cass & CD Controller (\$100); Kenwood 6 CD Changer (\$50); Rebuilt TH350 with shift kit & 1900 stall converter. (\$450) [Ray Bader](mailto:Ray.Bader@suncrestnc.com) @ 919-387-0479

Contact members listed for more details on items for sale as space will be limited.

Only cars or car related items for sale will be accepted for posting in the newsletter. Once items are sold contact [Jeff Hopp](mailto:Jeff.Hopp@suncrestnc.com) at suncrest@nc.rr.com to have item removed or if changes are required.

Do you think you know Chevrolet Trivia?

What year was the "Next Generation" big block Chevrolet engine introduced?
Answer - In 1965 the 396 ci "Porcupine Head" engine was introduced, available in full sized Chevrolets, Corvettes and Chevelles

Answer from November 2011 Edition

When did the iconic Chevrolet Bow Tie debut?



Answer in January 2012 Edition

Nov Trivia and Photo Winners - David Smith, Max Cooper



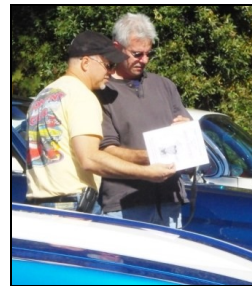
WHAT IS IT?
Guess the year, make and who in the club owns the car

Send your answers to [Jeff Hopp](mailto:Jeff.Hopp@suncrestnc.com) at suncrest@nc.rr.com

Jon & Jeanne Williams'
1971 Nova SS



OUT AND ABOUT WITH PCCC



Photos by Charles Pearce, David Matthews, Don Mende, Ray Bader, Lisa Lewis, Les Shelton, Jeff Hopp, David Ward Jones