National Chevy Assoc. would like to say "Welcome to the Club" to new members and to the “old-timers" renewing their membership.

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Hi from Nat’l. Chevy,

We finally got rid of our sub-zero weather, then we get about 4” of snow. Tomorrow morning it’s supposed to be -15° again, then we get a little warm-up and more snow on Monday. I don’t like winter, but this year it seems to be driving me crazy. Hopefully we’ll get an early spring.

We’ve been keeping quite busy and as usual it seems like there is never enough time. When I was a kid it seemed like summer vacation from school lasted forever. Now, as I am much older, it seems like a whole year is gone in 6 months.

We have some good specials this month – check them out. We have a couple of new items that should be in the March newsletter and if we can get it worked out, we’ll have a very different type of special.

As usual, I need pictures and stories for the newsletter. Help me if you can please.

I hope you enjoy the cute cover car article this month and until next month.....

---

**February Specials**

**Money Saving**

**Shipping** with purchase of Dual Exhaust System featuring the new “Williams” Headers ($600 complete).

See catalog for more details. Current members only please.

Limit one offer or coupon per order. Offer good February 1-28, 2017.

**Shipping on Deluxe Custom Interiors**

1/2 Off All vinyl seats

Includes: Front & rear vinyl seat covers, vinyl seat side shell covers, brushed cotton headliner, sunvisors (using your cores), pre-sewn windlace, vinyl covered door panels, loop or cut pile carpet, kick panels, package tray. Colors available: Turquoise, dk. green, red, black, dk. blue, tan, charcoal, white. No carpet in white. Call for samples.

Current members only. Limited one offer or coupon per order.

1950’s Trivia Questions

1. What was the first American credit card?
2. What radio personality began a 50+ year national broadcast career in 1950?
3. Which oft-married Hollywood actress married her first husband in 1950?
4. Which popular comic strip, featuring a boy and a dog, debuted in 1950?
5. Name the new heavyweight boxing champion as of August, 1950?
6. What still-used crime fighting innovation did the FBI institute in 1950?
7. What cowboy spawned the lunch box craze in 1950?
8. What Hollywood legend began his career in a 1950 television commercial?
9. What were “Cooties”?
10. Which war began in 1950?
11. What did a “stacked” woman have?
12. What was a “fla top”?
13. Describe a girl with a “fast” reputation.
14. On what was “butch wax” used?
15. What were “dibs”?
16. What was a “spaz”?
17. What was a “blast”?
18. What were you if you were endowed with a lot of “bread”?
19. If anyone were to “go ape” they would be...
20. What was a “pad”?
21. Which singer’s first record was “That’s Alright”?
22. What were women’s skirts with large appliqués of dogs called?
23. What were “greaser” hairdos called?
24. What time did “Little Susie” finally wake up?
25. What were the common colors of saddle shoes?

INLINERS INTERNATIONAL

Bay Area Inliners Chapter
will meet the 3rd Saturday of the month (except November and December)
Meetings are open to everyone.
We meet for breakfast at 9:30am at the Omega Restaurant in Milpitas, CA
Membership info contact Chapter Head - Kevin Scott (408) 453-6556
Check us out at bayareainliners.ning.com
DEVOTED TO ALL INLINE ENGINES

Mar17
1950's Trivia Answers

1. Diners Club
2. Paul Harvey
3. Elizabeth Taylor
4. Peanuts
5. Ezzard Charles
6. 10 Most Wanted List
7. Hopalong Cassidy
8. James Dean
9. Imaginary Insects
10. Korean War
11. Large breasts
12. Boy's haircut
13. Sexually active
14. Hair
15. Claims
16. Uncoordinated person
17. A good time
18. Rich
19. Be angry, crazy, nuts
20. Residence, home
21. Elvis Presley
22. Poodle skirts
23. Ducktails or “DA's”
24. Four o'clock
25. Brown and white
FOURTH SESSION
(Approximate Time: 2 to 2½ Hours.)

Materials Needed:
Slidefilms and Records:
Better Than Ever
The Completely New Line of Genuine Chevrolet Accessories for 1953

Booklets:
"Better Than Ever—Chevrolet's Truck Line for 1953"
"The Completely New Line of Genuine Chevrolet Accessories for 1953"
Questions and Answers No. 4

1. Opening Remarks:
(Something along these lines.)

"This Fourth Session of our 1953 Product Training School will cover two very important phases of our selling work—Trucks and Accessories. We have many new and improved features in our 1953 line of Advance-Design Trucks which make them better than ever and give us an opportunity to better serve our truck market in 1953. And our 1953 accessory line is completely new, with many accessories entirely new to the line, and all of the items newly styled to harmonize with the new car.

"First, let's become acquainted with the new 1953 line of Advance-Design Trucks."

2. Show Film: Better Than Ever.

3. Discuss the Film, using the Questions and Answers given here, to tie in with your Quiz rules.

QUESTIONS AND ANSWERS
Better Than Ever

1. What is new about the appearance of the 1953 Sedan Delivery?
ANSWER: It is completely new in appearance.

2. What type of windshield does the new Sedan Delivery have?
ANSWER: One-piece curved windshield.

3. Why is starting the new Sedan Delivery more convenient?
ANSWER: Because it has ignition-key starting.

4. What improved feature permits better ventilation of the Sedan Delivery driver's compartment?
ANSWER: Larger left-hand air duct.

5. What new feature permits better control of ventilation in the Sedan Delivery?
ANSWER: Crank operation of the Ventipanes.

6. What two changes provide easier steering in the Sedan Delivery?
ANSWER: 1. Use of needle bearings in the Pitman arms.
2. Larger diameter steering wheel.
1953 Product Training Sessions

7. What new feature results in easier and better braking in the Sedan Delivery? Why?
ANSWER: A new master brake cylinder that produces 30% greater line pressure and thus reduces the effort needed by the driver to apply the brakes and results in better control of the vehicle.

8. What changes were made in the front suspension on the Sedan Delivery to provide easier riding and better load protection?
ANSWER: New front coil springs and improved shock absorbers.

9. What is the new, more powerful truck engine called?
ANSWER: Loadmaster High-Compression Engine.

10. What is the compression ratio of the new Loadmaster Engine?
ANSWER: The new compression ratio is 7.1 to 1.

11. Give the gross and net horsepower of the new 1953 Loadmaster Engine as used in the 6000 Series Trucks. Compare these figures with the 1952 engine.
ANSWER:
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<tr>
<td>Gross horsepower</td>
<td>108</td>
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<tr>
<td>Net horsepower</td>
<td>103</td>
<td>98</td>
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12. Give the gross and net torque of the new 1953 Loadmaster Engine as used in the 6000 Series models and compare these figures with the 1952 engine.
ANSWER:
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<th>1953</th>
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<td>Max. gross torque</td>
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<tr>
<td>Net torque</td>
<td>196</td>
<td>186</td>
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13. Give the gross and net horsepower of the 1953 Loadmaster Engine as used in Series 3700 and 3900 models, and compare with last year.
ANSWER:
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<th>1953</th>
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<tr>
<td>Gross horsepower</td>
<td>107</td>
<td>92</td>
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<tr>
<td>Net horsepower</td>
<td>102</td>
<td>85</td>
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14. Give the gross and net torque of the 1953 Loadmaster Engine as used in Series 3700 and 3900 models, and compare with last year.
ANSWER:
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<tbody>
<tr>
<td>Gross torque</td>
<td>196</td>
<td>182</td>
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<tr>
<td>Net torque</td>
<td>193</td>
<td>176</td>
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15. Give gross and net horsepower and gross and net torque of the 1953 Loadmaster Engine as used in the 5000 Series and compare with last year.
ANSWER:
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<tr>
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<tr>
<td>Net horsepower</td>
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<td>96</td>
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<tr>
<td>Gross torque</td>
<td>196</td>
<td>190</td>
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<td>Net torque</td>
<td>193</td>
<td>187</td>
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16. How have the Loadmaster connecting rods and crankshaft been improved for 1953?
ANSWER: Connecting rods are more rigid, and crankshaft is stiffer with heavier counterweighting.

17. What is the purpose of the new chrome top piston ring in the new Loadmaster Engine?
ANSWER: To minimize scuffing during break-in and to prolong ring life.

18. What feature of the new Loadmaster Engine keeps valve faces and seats clean and minimizes warping, burning, and pitting of valves?
ANSWER: Valve rotators.

19. What design feature of the crankcase of the new Loadmaster Engine makes it more durable?
ANSWER: The crankcase has been strengthened and stiffened with thicker walls and external ribbing.

20. What are the over-all benefits of the new Loadmaster Engine features as far as truck operators are concerned?
ANSWER: More power; higher top speed; better acceleration, passing and hill-climbing; and better fuel mileage.

21. What are two advantages of the new ignition system of the new Loadmaster Engine?
ANSWER: (1) Produces a hotter spark for increased power. (2) Helps provide easier wet-weather starting.

22. What is the purpose of the bypass cooling system in the new Loadmaster Engine?
ANSWER: Assures a more uniform warm-up throughout the cylinder block, which means quicker warm-up to normal operating temperatures, with less time lost and increased economy.

23. In what Series is the new Loadmaster High-Compression Engine standard equipment?
ANSWER: Series 3700, 3900, 5000 and 6000.

24. In what Series is the new Loadmaster High-Compression Engine an option at extra cost?
ANSWER: Series 4000.

25. What Series feature the Thriftmaster Engine as standard equipment?
ANSWER: Series 1500, 3100, 3600, 3800 and 4000.

26. What are two important improvements in the Thriftmaster Engine for 1953?
ANSWER: More rigid connecting rods and rubber covers at the spark plug terminals.

27. What is the capacity of the new generator that is standard on all Series?
ANSWER: 45 amperes.

28. What major change has been made in the 1953 brakes on Series 3600, 3700, 3800 and 3900 Trucks?
ANSWER: These Series now have New Torque-Action brakes for 1953.
29. What brake design is used in the front brakes of Series 4000, 5000 and 6000 Trucks and in what respect is it different from the front brakes used in previous years?

ANSWER: Torque-Action design is used and this year the brake lining area has been increased.

30. What design is used in the rear brakes of Series 4000, 5000 and 6000 Trucks?

ANSWER: Twin-Action.

31. How have the 1953 truck frames been improved on all Series for 1953?

ANSWER: Heavier front cross member.

32. What improvement gives greater strength and durability to the Series 3100 frame?

ANSWER: Vertical ribs have been added at the cab-shackle frame-bracket.

33. What improvements on the Series 3600 Truck frame give it greater rigidity and also contribute to stability of the truck?

ANSWER: A heavier frame cross member and braces at the rear spring front hanger.

34. In addition to the heavier front cross member, what design change of the Series 4000, 5000 and 6000 frames provides extra ruggedness and stability for heavy-duty operations?

ANSWER: Heavier gussets and ribs.

35. What front-end changes contribute to greater safety and ruggedness for Series 3600, 3700, 3800 and 3900 Trucks?

ANSWER: Front axles and steering knuckles are heavier in Series 3600 and 3800 Trucks. In Series 3700 and 3900 models, front axles are heavier and spindles are larger.

36. What Series Trucks now have the Saginaw-type steering connecting rod ends?

ANSWER: All Series.

37. What improvement adds strength and rigidity to the steering gear assembly in Series 3700 and 3900 Trucks?

ANSWER: A new reinforcement bracket.

38. How have greater strength and rigidity been achieved in the radiator support of Series 3600 Trucks?

ANSWER: A new support has been designed which is spread-mounted and reinforced with cross-braced rods.

39. What is the name given to the new horn used on all Series of 1953 Chevrolet Trucks?

ANSWER: "Sea Shell."

40. On what Models can E-Z-Eye glass be secured as a regular production option in 1953?

ANSWER: All cab suburban and panel models.

41. A rear bumper is now standard or optional equipment on Series 3100 and 3600 Trucks, with the exception of what models?

ANSWER: Stake and platform.

42. A side-mounted tire carrier is now available as an option on what models?

ANSWER: All three pickup models (3104, 3604 and 3804).

43. What option on the Series 5000 and 6000 Trucks provides increased cooling capacity under all operating conditions?

ANSWER: Optional heavy-duty radiator with 3-inch core and 407 sq. in. of frontal area.

44. How many colors are available, at no extra cost, for the choice of truck buyers?

ANSWER: 12.

45. How many of the 12 truck colors are new for 1953?

ANSWER: 7.

46. In how many colors is Sedan Delivery available for 1953?

ANSWER: Choice of 8 passenger car colors.

4. It is suggested that you show the film straight through again, reminding the men to watch closely for any points they may have missed previously.

5. Show the Film, The Completely New Line of Genuine Chevrolet Accessories, introducing it with a few remarks along these lines:

"The 1953 line of accessories is really completely new—new styling to harmonize with the new Chevrolet car—plus many new accessories to offer our customers. The film we are about to see presents the new line of accessories and also makes some suggestions on how we can increase our accessories sales in 1953."

6. Discuss the Film, The Completely New Line of Genuine Chevrolet Accessories, using the Questions and Answers following, in accordance with your Quiz rules.

QUESTIONS AND ANSWERS

1. What are the three main buying motives that accessories must satisfy?

ANSWER: Sex-Ability and Vision Aid
Beauty and Protection
Living Room Comfort and Convenience.

2. What important "key" word characterizes all Chevrolet accessories?

ANSWER: Useful.
3. What is the new “Auronic Eye”?  
**ANSWER:** An electronic device that automatically lowers headlight beams as another car approaches.

4. What new rearview mirror has Chevrolet introduced into the line this year?  
**ANSWER:** A remote control mirror, easily adjustable from inside the car.

5. Name three other accessories contributing to See-Ability and Vision Aid.  
**ANSWER:** *(Any three from this list)*  
Inside rearview mirror  
Outside rearview mirror  
Prismatic traffic signal viewer  
Spotlights  
Back-up lamps  
Outside visor.

6. What are three accessories that chiefly contribute to beauty?  
**ANSWER:** *(Any three from this list)*  
Hood ornament  
Rear fender panels  
License frames  
Exhaust extension  
Stainless steel trim rings  
Full wheel covers.

7. Name three accessories that primarily offer protection.  
**ANSWER:** *(Any three from this list)*  
Overflow condenser  
Cooling system filter  
Locking gas tank cap  
Accelerator pedal cover  
Direction signal.

8. Name three accessories that offer both beauty and protection.  
**ANSWER:** *(Any three from this list)*  
Gas tank door guard  
Front fender gravel shields  
Fender guards  
Center-Mounted Grille Guard.

9. What are three new accessories contributing to Living Room Comfort and Convenience?  
**ANSWER:** *(Any three from this list)*  
New seat covers  
Electronically wound watch  
New radios  
Courtesy lights  

10. Name three other accessories that contribute to Living Room Comfort and Convenience.  
**ANSWER:** *(Any three from this list)*  
Tissue dispenser  
Vanity visor mirror  
Automatic luggage compartment lamp  
Underhood lamp  
Floor mats.

11. When the air control lever of the new Twin-Flow All-Weather Heater is set on “inside air” position what is the result?  
**ANSWER:** Outside air cannot enter the car. This prevents exhaust fumes or disagreeable odors from being drawn into the car. The air inside the car is heated and recirculated.

12. What results when the air control lever of the new Twin-Flow heater is set on “outside air” position?  
**ANSWER:** In this position, the outside air is permitted to enter the car where it is heated and circulated.

13. What features of the new heater give it ample heat output and defrosting capacity for the coldest climate?  
**ANSWER:** The large, 39-sq. in. core and jet air distribution.

14. How often does the large motor-driven heater fan change the 140 cu. ft. of air in the car?  
**ANSWER:** Once a minute.

15. What is the effect of putting the heater air control lever in “summer ventilation” position?  
**ANSWER:** This cuts off any air going through the heater core and converts the unit into an efficient direct-air-flow ventilation system for greater comfort in warm weather.

16. To boost our individual sales of accessories in 1953, what is suggested in the film?  
**ANSWER:** Present accessories to every customer to whom we sell a car.

7. Show the Film Again, urging the men to watch closely for any point they may have missed.

8. General Discussion. Discuss both films, inviting comments and reactions to the films and underscoring any points you think especially important.


11. Distribute Question and Answer Booklet No. 4.

12. Closing Remarks and Assignments. (Remind the men that the next session will be the Final Review and Quiz. Urge them to study carefully all the booklets they have received so that each man will give himself a fair chance to win in the Final Quiz Contest the next day. Thank the men for their attention throughout the training sessions — and wish them luck in the contest.)
I was 15 when Dad and Mom brought this cutie home. It was love at first ride.

The 1976 Street Rod Nationals at the Minnesota State Fairgrounds started it all for me. Cruisin’ on Snelling, sitting on the stone wall at Hamline playground. The sounds, the blue dot tail lights, the music, the chrome, the cars, it was great!

The next few years we were regulars at local car shows – Peterson Pontiac, White Bear Dodge, Main Motors (a Mother’s Day tradition), Midway Center and Porky’s. Always fun, always warm.

Our turquoise convert was unique and drew a lot of comments, honks, thumbs up and smiles. I loved it. The first and only time we were mooned - we were driving over the Snelling bridge near the fairgrounds - there was a lot of honking and ruckus coming up from behind - it was a car full of young men - one of them dropped his drawers and exposed us to a full moon! My dad (who is always on) pointed then shouted, “I’D KNOW THAT FACE ANYWHERE!”

It was so much fun being in that car.

A few years later Mom and Dad got a place at the lake. Weekends became more about fishing and hunting at the lake and not so much on car showings.

Oh, sure, Dad and I would hit the fairgrounds now and then - searching for the Chevy treasures at the swap meets that were held at the racetrack oval, but nothing tops my early teenage memories.

In May, “My Chevy” found a new family. Someone my dad says has the same enthusiasm for the ‘54 as he had 41 years ago - and the new owner has teenagers!

Hopefully their time with the ‘54 will be as happy as ours.

Happy Thanksgiving/Happy Holidays

Pattie Lentsch-Morley
Cover Car - “Our Chevy” - 1975-2016
Here is a pic of our 1950 Chev used in several weddings here in New Hampshire.

Many parts are from National Chevy, including gas tank, fuel lines, sending unit, door and trunk weatherstrip, chrome bumper bolts, window felt kits, vent window seals, trunk mat, on and on.

We drive this car a lot. We especially enjoy the conversations with the many people who like seeing the car “out and about.” Better than any car show to us.

We drove from New Hampshire to the Rock and Roll Hall of Fame Museum in Cleveland, via wine country tour in New York State. Made it back too!

We had a 1950 Chevy when we met in college (1970).

Hope you like it!

PS - You can see a peek of the disc brake kit from NCA - fits the original wheels perfectly, as promised!

Brian and Valerie Gill
Fitzwilliam, NH
Word Find - Car Parts

T E R U O C I C Y I H Q B P U Y W R N A
V P A B I O D H A O M N J L T S R O O D
O X D T R L O R C T R P I R L U I H T I
M E I M S C L K V L B O C Y T S L R L A
R H O O D T S I B D C A S L S M G E M T
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T M R D U D J E N G R Y M C V J M R V R
L U L U P A N M P J C S A L D N L A B E
I R O R R I M J N R N Q V W B L U T U P
F J B K L E P T Y A A S G N I R P S K M
L K A D I Y V W R D L C S W O D N I W U
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O E T R L S O O K T U E D A L B N A F J
H O O D B I R D D P S E K A R B T M A P

TIRES
SEATS
SUNVISOR
HOOD
BUMPER
TRANSMISSION
HORN
RADIO
GRILL

OIL FILTER
HEADLINER
STARTER
RADIATOR
COIL
BATTERY
HOOD BIRD
CARPET
MIRROR

DOORS
SHOCKS
WIRING
FAN BLADE
SPRINGS
CLOCK
BRAKES
WINDOWS
Tip: If you do not like the way the carpet is fitting once it’s glued in, it is okay to remove the carpet and reglue it.

**Step 1:** Start by glueing in carpet pad both front and rear.

**Step 2:** Then lay front portion of carpet in car. Once laid in with a good fit, fold either the right or the left side about half way over then glue in. Once that side is fitted you want to fold the other side over and do the same.

**Step 3:** You will need to make some cuts to go around the pedals. You want to make these cuts when you have the rest of the carpet glued in. To make these cuts, fold the upper edge of the carpet just in front of the pedals then make a vertical cut ending just in front of the base of the pedal.

**Step 4:** Then install the little pieces that go on the side of the front seat.

**Step 5:** Then lay the back portion in the back of the car, when you get a good fit glue in by using the same process you used to glue in the front portion.
Find the Hidden Cupid

& Win a $75.00 Gift Certificate

In this issue you will find five Cupids hidden in articles or ads. To enter the contest, find the Cupids, fill in the form below and mail or fax your entry to us by March 14, 2017. On March 15 we will draw the contest winner. Remember - if you don’t enter you can’t win. Have fun. Contest open to current members only please.

Entry Form

Name____________________________________________________________________________________

Address ______________________________________________________________________________________

City, State, Zip_____________________________________________   Phone (______) __________________

What pages did you find the Cupids on?

Page _____ Page _____ Page _____ Page _____ Page _____

Mail or Fax to NCA, 947 Arcade St., St. Paul, MN 55106 • Fax 1-800-785-5354 or 651-778-9686


**CLASSIFIED ADVERTISING RATES**

Please advertise '49 through '54 Chev parts only. “Parts-Line” is printed once monthly and members receive 3 free 25-word ads per year. Ads over 25 words run 10¢ per word over the 25 word limit. Ad rates for non-members are $3.00 up to 25 words and 10¢ per word thereafter. All ads will run for 3 consecutive issues unless cancelled by you. Please put prices on items that you advertise. Mail 947 Arcade, St. Paul, MN 55106 or fax 1-800-785-5354 or email info@nationalchevyassoc.com ads before the first of the previous month.

**PARTS FOR SALE**

**FOR SALE** — 1954 Chevy Bel Air power brake unit. Brand new. $150  (603) 504-4484

**FOR SALE** — 1954 Bel Air front gravel guards (2). Stainless Steel. Brand new. $50  (603) 504-4484

**FOR SALE** — 1954 Bel Air gas door guard. Stainless Steel. Brand new. $20  (603) 504-4484

**FOR SALE** — 1953 4-door 210 parts: 2 front fenders, 1 hood, 1 trunk lid, some glass, chrome, very little rust, all straight. Garrett (815) 427-6515 IL

**FOR SALE** — 1950-51 pass trans. clutch spring PG-3689712, NOS, $10; 1951 TAG Light bezel, nice, $12; 6 volt 3 prong flasher signal stat, new, in box, $10. Parts + shipping. Rich (585) 468-2264. NY

**FOR SALE** — 1953 Radiator/Cross Member with drums, new brakes all around/Rebuilt 235 engine (with less than 1,000 miles) bell housing/3 speed transmission/drive line & rear/running when removed from car/craigslist pictures available/$1000/717-597-3032. Brian in Greencastle, PA

**WANTED** — 1950-52 or earlier manual choke parts. Basically the carburetor choke cap with metal pieces. In good shape. Call Tom (716) 200-7371 or MES201715@adelphia.net

**WANTED** — Dual carb aluminum intake manifold for Chevy 235 six cylinder engine, carbs optional, would consider a triple carb aluminum manifold. Reasonably priced. Butch Rocco, 113 Stone House Drive, Renfrew, PA 16053 (724) 789-0058.

**CARS FOR SALE**


**FOR SALE** — 1951 Bel Air. 3 spd. Rough, generally complete. A few spare parts. Left rear fender crunch. Needs title work, have info for bonded title. Ran several years ago. $2,500 Jim Nelson (402) 350-2546.

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City___________________________________________  State ______ Zip ____________

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OK.... I ADMIT I'M CO-DEPENDANT....
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