Published in the Interest of Preserving 1949 to 1954 Chevrolets

Volume 26  No. 8
October 2011

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Cruisin’ in the U.K.
Welcome to "The Club"

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,

It’s still hot here. We had a short break with some cooler weather, but it’s back up to the 90’s. Yesterday Paul was up early, as usual, and he made a list of things to do – we got a couple of simple things done and watched TV most of the rest of the day. It was just too hot to do anything.

We’ve been parting out some cars finally, but nothing is being processed as of yet. I’m not sure what he is going to do with the car shells, but I’m hoping they will be gone. We kind of got more sitting around than usual. As soon as parts are processed, we will get more listed on our website.

We’re still keeping busy around here with orders and renewals. Just a note to those of you that have renewed your membership.... THANKS! We appreciate your support and hope we can continue to earn your support and please remember to let us know if you need help or have any problems with your order or newsletter arriving.

We have a couple of new parts as you can see in this newsletter and hopefully we’ll have more in the near future. We are having problems getting windshield gaskets and channel right now and some of our other suppliers seem to be back ordering more parts. They don’t seem to be keeping as much in stock as before. Hopefully this will change soon.

Keep the great articles coming. We have been getting some fantastic cars and hope more of you will send in some pictures and articles of your car.

Time to go – ‘til next time.......
1954

As is typical of all American automobile manufacturers, after one big change year, the following year is relatively quiet. And such was the case with Chevrolet this year, with only minor face lifting gracing the cars. The wheelbase remained 115 inches, but the cars again shrunk slightly, now being 195 inches overall. However, the wagons went the other way, now being 198 inches overall, and thus, Chevrolet once again had two different body sizes in production.

Mechanically, the main news was a power boost given to last year's brand new engine. The displacement remained at 235.5 cubic inches, but compression was raised to 7.5:1 for the standard block. This produced 115 horsepower at 3700 RPM. An even stronger version of the Blue Flame was used on those cars equipped with Powerglide, and this provided 125 horsepower at 4000 RPM. And, on the Corvettes, the same block was used but with an 8:1 compression ratio that provided a rating of 150 horsepower at 4200 RPM.

The series remained the same as those of 1953, with only some shuffling of models within the various series. Model year production totaled 1,151,486, of which 137,714 were in the 150 Special Series; 524,122 were in the 210 DeLuxe Series; 486,190 were in the Bel Air Series, and 3,460 were Corvettes. Of this production, 467,861 cars were equipped with Powerglide. Calendar year production was 1,414,352.

As could be expected, the Corvette was unchanged from that issued in 1953. The limited production car, known as the Model 2934, had a run of only 3,460. It was priced at $3,523 and weighed 2,705 pounds. However, its newly designed 6-cylinder engine now was rated at 150 horsepower at 4200 RPM. As before, the windows were of the roadster-type, and snapped into chrome moldings on the doors. The top was not power operated.

This stylized drawing shows the Corvette's newest innovation, a removable solid top of fiberglass. With the new top, which was introduced at mid-year, the Corvette had a base price or $3,822 — in other words, the top cost $300. The unit shown here was experimental at the time the sketch was made, but was put into production shortly thereafter.

Chevrolet's first Corvair was not a competitor for Volkswagen, but instead was this attractive show car, first displayed at the 1954 Motorama. The 2-passenger model used fiberglass body very similar to that used on the Corvette, but having a solid swept-back roofline.
One of Chevrolet’s most attractive models this year was the Bel Air 2-Door Sedan, Model 2402, which had a run of 143,573. It cost $1,830, and weighed 3,220 pounds. Knowing a good thing when it had it, the Bel Air retained its dual fender chrome with the center portion in matching color.

Chevrolet’s most popular car this year was the Bel Air 4-Door Sedan, Model 2403, which had a production run of 246,750. It cost $1,884 and weighed 3,255 pounds. This original model, still in factory condition, wearing California license plates, was spotted in Indianapolis in 1971.

Graduating from the 210 DeLuxe Series to the Bel Air Series was the Townsman Wagon, Model 2419. This year the wood grain trim consisted of only a small belt band. The 9-passenger model was Chevrolet’s least popular model, and only 8,156 were built. It cost $2,263 and weighed 3,540 pounds.

Although purists shudder at the thought, in a sense it is a credit to a particular car when large numbers find their way into the speed set — for this group of auto enthusiasts has never been known to pick up clunkers for modification into exotic street or strip machinery. One car that quickly became a pet of the modifying contingent was the attractive Bel Air Sport Coupe, Model 2454, shown here with mag wheels, shaved deck, and other minor modifications that certainly enhance this car’s appearance. In stock form, it weighed 3,300 pounds and had a base price of $2,061. Production was 66,378.

The Bel Air Convertible, Model 2434, was available with both tops and interiors in matching colors. The interiors were all-vinyl. The car had a base price of $2,185, weighed 3,445 pounds, and attracted 19,333 buyers.
The former 210 DeLuxe Club Coupe came out under a new name this year. Called the Delray Club Coupe, Model 2124, it had a run of 66,303. It cost $1,782 and weighed 3,185 pounds. Both seat and sidewall material was in matching color vinyl as standard equipment.

Chevrolet’s most popular wagon was the Handyman, Model 2109, which enjoyed a run of 27,175. Regarded as part of the 210 DeLuxe Series, the Handyman used the trim of that series throughout. It cost $2,133 and weighed 3,470 pounds.

Shown fore and aft is the 210 DeLuxe Series 2-Door Sedan, Model 2102, a popular car which enjoyed a run of 195,496. This model, formerly owned by Jim Petrik of Madeira, O., weighed 3,185 pounds. It had a base price of $1,717. This year the 210 DeLuxe models had all-vinyl door and panel covering, in matching tones. Four different interior color schemes were available.
The most popular car in the 150 Special Series was the 2-Door Sedan, which had a run of 64,855. Designated the Model 1502, it weighed 3,165 pounds and provided basic transportation for $1,623.

Appearing for the last time in the 150 Special Series was the Handyman Wagon, Model 2105. In 1954 this model would be redesigned into a 2-door wagon. In this year’s 4-door version, it cost $2,020, weighed 3,465, and attracted 21,404 buyers.

Again devoid of any exterior trim was the economy line 150 Special Series, of which this is the 4-Door Sedan, Model 1503. It cost $1,680 and weighed 3,210 pounds. Chevrolet built 32,430.

Of new design was the 150 Special Utility Sedan, Model 1512, of which 10,770 were built. The 3-passenger economy model listed for $1,539 and weighed 3,145 pounds.

The interior of the newly redesigned 150 Special Utility Sedan shows how the entire rear compartment was now devoted to cargo space. Formerly, this part of the body lost cargo area because the trunk area protruded into the rear compartment. The floor had a rubber mat, while the sides were protected by heavy-duty cardboard paneling.

Chevrolet’s revised Blue Flame engine was now rated at 125 horsepower at 4000 RPM when used with the Powerglide transmission. The standard engine was the 115 horsepower model with 7.5:1 compression ratio.
Chevrolet’s truck line finally caught the eye of the stylists—and they should have left well enough alone. Except for the new grille treatment, the trucks were virtually unchanged. This is the Model 3104 ¾-ton pickup, which carried a maximum gross vehicle weight rating of 4800 pounds. Its bed provided 28 square feet of floor space.

The Sedan Delivery, Model 1506, was still attractive to route men and users of light duty trucks. Chevrolet produced 6,255 this year.

The DeLuxe Panel was still available for those who wanted an attractive vehicle for display as well as utility. It was part of the 3100 Series of ¾-ton trucks. However, this year the trim items did not include chrome grille bars or hubcaps. These were painted in body color, with the hubcaps having matching color trim stripes.

The appearance of the Model 3106 Carryall Suburban, with panel type doors, was not exactly enhanced by the new front end. The ¾-ton wagon was also available as the Model 3116, which had tail and lift gates. Interiors were now finished in gray and maroon.

Even the heavy-duty COE models were graced with the new frontal design. This is the Model 5103, on a 110-inch wheelbase especially designed for tractor work. With an 8-ton gross vehicle weight rating, the unit was also available as the 134-inch wheelbase Series 5400, or the 150-inch wheelbase Series 5700.
Dear Dominic,

Please find enclosed hard photos, as promised, of my car. These were taken approximately two weeks ago, just before I put on all the new chrome you have sent to me.

Big Bertha, as she is known, was purchased by me last July. She is a 1950 Styleline Deluxe Station Wagon / 216 c.i. six / 3 spd. manual. Of the history I know, it was last owned by a guy called Kevin Hurley of Illinois, who sold it to a body shop in Belleville. Here I think it was restored, probably around 1987. Then she found her way to Belgium for about 20 years. Then bought by an English classic car dealer (Alan Camington) at London who sold her to John Savage, for £16,000 in 2002.

He took her to his Villa in Portugal and then he died. His wife disposed of Bertha to the guy I bought the car from (Ken Holmes). Ken was the guitarist in the late 60s-70s pop group Christie. They were famous for their No. 1 hit “Yellow River.” Ken also died; this is how I came to own her. Since buying the necessities to put her back on the road after three years of hibernation, I’ve bought lots of items from National Chevy Association, and always, always came up with the goods. Dominic is so very helpful, so I always deal with him. If ever there is a problem, which is rare, Dom sorts it out. Please, Dominic, don’t ever leave!!

Hope you all enjoy the photos.

Many thanks Minnesota
Alan Burton
Cover Car from the U.K.
Cover Car from the U.K.
I purchased a 1954 Chevy Del-Ray a little over a year ago. The car had been sitting in a barn in Indiana. I am enclosing pictures, both what it looked like at the time I purchased it and what it looks like now.

I, of course, had a few surprises when I started working on the car. The engine definitely needed rebuilding. I had planned on rebuilding it anyway, just not quite so soon. Somehow, though, the bolt that holds the breather on ended up down inside the engine, causing a lot of problems that had to be taken care of ASAP.

Rebuilding the engine turned out to be how I passed the time last winter. I got a lot of parts from the National Chevy Assoc. I could not believe that the parts were readily available. Of course, I had a few unexpected problems, but overall, it went fairly smoothly.

The pictures I have enclosed show the condition of the car when I first got it. It had been painted 15 years previously, but held up well for being in a barn for so long. I buffed it out, and as you can see, it really made a difference. I have always been involved with cars and have really enjoyed being able to work on the older ones again.

Every car show that I have entered the car into has drawn a lot of attention and usually ends up with a considerable crowd around it. I have won quite a few trophies and plaques already this year. It seems as though most of the people who stand around it have stories and memories to tell about when their parents owned one or it was their first car, etc.

People seem to have a problem believing it is only a 6-cylinder when they hear it pull in for a car show, etc. They all talk about the healthy rap, rap, rap sound that it makes with the Fenton split manifold.

I guess since I “rescued” it from a barn and all the cats sleeping on it, it has a home now.

Larry Goolman
Centerville, Ohio
Now Showing

After

October 2011 National Chevy Association™
Car Winter Storage Tips

by Ty Hauer
From MSRA Newsletter

As we enter the eve of another winter solstice, forcing ourselves once again to become one with the great indoors, some find themselves parting with their beloved, leaving them in a far away place for a long hibernation of sorts.

I posed a question to some of my readers...OK, maybe it was just some people I knew with old cars. Anyway, I asked them what their ideas or plans were for storing their favorite four-wheeled friend. Answers ranged anywhere from step-by-step detailed, almost religious, yearly routines to, “what do you mean, store? There’s plenty of nice days to drive in the un-summer.” So, what I’m about to tell you has some facts mixed with some ideas.

There as no debate about checking to make certain the coolant is adequate for what can sometimes be darn cold around here. Another across-the-board practice is to disconnect the battery. Disconnecting is best, but some folks just flip the main power switch. I don’t want to sound like your mother; however, it’s a darn good idea to have care when working around your battery. No less than 70 people a year in the state of Minnesota alone, sustain an eye injury due to battery-related accidents. So, wear your safety glasses and be careful.

Also, use the right tools for the job, which does NOT include a hammer for banging the clamps on and off the posts. If you are prone to occasionally start your car over the winter, it might be a good idea to take your battery out and give it a slow charge and warm it up. The cranking power available in a fully charged battery at 80°F = 100%, 32°F = 65%, and 0°F = 40%, which translates to, if it’s cold outside and the battery is cold, a harder to start car.

Some storage places don’t allow you to put your car on blocks and some people just choose not to. Either way, it was brought to my attention that if you have a slow leak it might be beneficial to inflate all your tires to 35-38 lbs., or whatever you think is a good number. This way, you may still have enough air in the tires to at least get your car out of its cave. On the other hand, maybe you put your car on blocks every year for whatever reason — air flow, to take the load off the suspension, because you like your wheels in your bedroom, I don’t know. Whatever the reason, take the time to make certain the air isn’t sitting twisted. It should sit like it does on the road. Especially convertibles. It would really stink if you had to redo a frame because yours was higher on one side than the other.

For instance where it might be nice to have the airflow would be if you had to park on a dirt floor. Moisture had a funny way of developing fretting corrosion (rust) in places you don’t want it. It would also be a good idea to put down a tarp to act as a barrier.

Another biggie, that I’m certain everyone already does, is to change the oil before you park it. Your oil acts as a filter and collects all kinds of vile dreck which you won’t want eating at the inside of your new motor, or any motor for that matter. All oils have hygroscopicity (WOR) which is the ability to absorb moisture. Trust me, you don’t want none of that working its evil spells on the inside of your power plant. It’s up to you and your personal preference what brand or weight. One guy told me he also shoots a little WD-40 down each spark plug hole, and, of course, replaces the plugs. On the subject of oil, it’s important that if you have air conditioning in your ride, you should run the compressor for awhile just prior to putting your car away. Your compressor seal needs a coating of oil to seal properly and the only way to do that is to run the compressor. Freon is NOT getting any cheaper, so ‘nuff said about that.

I received a couple different suggestions on fuel systems. I was hoping to get more feedback on this before you read this, but sometimes the best laid plans...In other words, you’ll have to come to your own conclusions, but, then, you would have anyway. One guy said he always fills his tank full to reduce the chance of creating varnish in his system. Another guy fills his tank and adds a can of Restore to the tank to help aid against the varnishing process. Yet, another fella felt that five months should not be enough time to cause varnishing in the system. Of course, another way of combating that whole dilemma would be to buy a stainless steel or polyethylene tank and not worry about it. Well, that’s enough fuelin’ around,

Speaking of moth balls, some like ’em, some don’t. They work, but the trouble is your interior does NOT have that new car smell come spring. A suggestion was made, and tried successfully. Take a bar of Irish Spring and shave it into sections and spread it throughout the car. I guess the critters don’t like the perfume in the soap. And, what the heck, it might be the closest some of us have come to soap in a while. Our friends might think we’ve turned over a new leaf. Dryer sheets also work great!

Since you brought up critters, it’s worth mentioning that your car might want to be covered. Actually, I’m sure it wants to be covered. If not for protection from the layers of dust, you would definitely not want critter do-do on your paint. The acid in that yuck will mess up your shine big-time.
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Find the Hidden Witch

& Win a $75.00 Gift Certificate

In this issue you will find five witches hidden in articles or ads. To enter the contest, find the witches, fill in the form below and mail or fax your entry to us by November 15, 2011. On November 18 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 witches 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

Congrats to Ron Black of Carterville, IL, our Hidden Firecracker contest winner.
FOR SALE — 1954 Chevy steering column powerglide w/steering box, shifter, wire cover, $100; complete vacuum windshield wiper assembly, $50; radio w/knobs (no speaker); more available. Call Ray (206) 249-8190

FOR SALE — 1953 235 engine, $850; powerglide transmission, 11,000 miles, $950; differential with torque tube, $350; radiator, rear springs, 12 volt generator, steering box with column. (815) 685-9960 Russ.

FOR SALE — 1953 4-door body repair panels, fenders, fender skirts, hood, truck lid, doors, seats, air cleaner, radios, king pin set, vacuum advance kits, bumper. (815) 685-9960 Russ.

FOR SALE — 1953 windshield, $300; rear window, $300; new hood ornament, $90; steering wheel, outside sunvisor, gravel guards, body seal kit, pedal pads, shocks, much more. (815) 685-9960 Russ.

WANTED — 1949-53 Station Wagon upper endgate supports, left & right, push button type. Ronnie (918) 272-7084.

WANTED — 1952 Chevy 4-dr. Deluxe hood ornament. Bill (609) 567-0840. NJ

WANTED — Outside sunvisor with brackets for 1954 BelAir Sedan, 4-dr. N.O.S. good condition. Call Richard Burns (781) 643-2639

WANTED — Wrap-a-rounds for 1949-54 front & back bumper corners. Also 1953-54 Wagon rear bumper guards. Please call Andy (928) 580-5617 AZ

WANTED — 1951 Chevy chrome for my signal light. (Note) the U shape not the rectangular shape or the oil grill. Louie (206) 354-2903

FOR SALE — 1950 Chevy Styline Deluxe 4-dr. Sedan - $12,500. One-of-a-kind. One owner with 22,000 actual miles. You will not find another one like this. Car recently purchased from the estate of a lady who bought the car new in February, 1950. I have the original sales slip from the dealer, original keys, and papers. The car was kept in a garage and had not been driven for awhile. A lot of work has been done since buying the car to make it as safe and dependable as possible. Have had the engine, transmission, rear end, and fuel lines flushed, rebuilt the Rochester carburetor, installed a new gas tank, a new exhaust system, new battery, new shocks, new master cylinder, wheel cylinders and brake lines, new spark plugs, new thermostat, new carpet throughout the car and trunk, all new door, trunk and fender skirt gaskets, new rubber grommets, a new set of Coker radial wide white wall tires. The car had plastic seat covers put on when it was new. The front seat has a few small holes. The back seat is very good. The paint is better than you can imagine. This car is truly an original antique. Original seat covers, headliner, door panels, etc. All work was professionally done. You will not find another 61-year old car in as good condition as this one. Runs and drives like new with no rattles or squeaks and could be driven anywhere. Don’t miss out on owning this piece of history. You will definitely be a proud owner. Buyer responsible for picking up or shipping. I will help any way possible. Car is in Texas. Can send a lot of pictures. Any questions, call James at (512) 748-3528

FOR SALE — 1954 Chevy 210, 2-dr Delray. All original - 235 C.I. standard shift. Good interior, very little rust. $1,200 in new parts in boxes from National Chevy Assoc. All for $3,500. Call (810) 231-2713 MI
I had a lot of people call me asking how to install their clutch linkage, so I thought I would put it in the newsletter to help some of you out.

STEP 1: First you want to start to install the threaded rod with jam nuts onto the clutch fork.

STEP 2: Then install rod with loop onto the front of the master cylinder. Then slip the loop over the threaded rod.

STEP 3: Then hook the S hook into slot on the frame, then put spring onto other side of the S hook, and install the spring onto the threaded rod.

Thanks Eddie
FEED DOWN THE FENDER MAKERS... HEL, HEL...

I DIDN'T FORGET TO... 

I Wonder... In all my haste, I forgot installing that Nifty O.S. Power Steering and Power Brakes System and those other accessories I got from National Chevy... 

Especially after staying up till the wee hours this morning.

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