

Official Newsletter of the Ozaukee Corvette Club

June 2018 Issue

"Cruisin' Since 1979"

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President:Jeff MyersMembership:Ron GieseVice Pres:Ron GieseParades:Thom BrownSecretary:Sue Montana MyersWeb Masters:Pat Murray

Secretary: Sue Montana Myers Web Masters: Pat Murray
Treasurer: Sue Giese Advertising: Mark Hobler (Hoh bler)

Newsletter Directors: Gregg Goetz, Mark Hobler

Editor: Jim Nowlen Pat Murray

The Ozaukee Glass, official Newsletter of the Ozaukee Corvette Club, is produced monthly and provided to all members, advertisers and other car clubs. Articles printed in Ozaukee Glass are believed to be accurate and correct. The Ozaukee Club assumes no responsibility for the completeness or correctness of the articles.

The Ozaukee Corvette Club meets the 2nd Wednesday of the month unless an alternate date is published.

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Upcoming Calendar of Events 2018 (See web site calendar for latest information)

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June 16th - 8am - Breakfast Run and Scenic Tour (Mud Creek Coffee), B Post. Please sign up.
June 29th - 3pm - Dinner and Sunset Cruise at Road America $20. B Post. Please sign up.
** We recommend you discuss being on track for this NON COMPETITIVE event with your insurance
agent.
** We need two people to volunteer to carry the banner in upcoming parades. Please
contact Thom Brown, Mark Hobler, or Ron Giese.
June 30th - 9:30am - PARADE Thiensville - Fun before the Fourth! Please sign up.
June 30th - 10:30am - PARADE Grafton Independence Day Parade, Car Show, Eats. Please sign up.
July 4th - 8:30am - PARADE Cedarburg Fourth-of-July. Meetup at Circle B.
July 4th - 1pm - PARADE Brown Deer Fourth-of-July.
July 11th - 6:00pm July OCC meeting. Jeff will send location by email 2 days BEFORE meeting.
July 14th - 8am. Breakfast Cruise to Log Cabin. B Post. Please Sign up.
July 21st - 8:30am - PARADE Port Washington Fish Day, Car Show after parade.
** After the Fish Day Parade, Occ will be going up to the upper park for the car show. PLEASE
come as we are now competing against Muskego Corvette Club.
August 8th - 6:00pm August OCC meeting. Jeff will send location by email 2 days BEFORE meeting.
August 11<sup>th</sup> - 8am Adopt a Highway. Meet at Wayne's. Please sign up.
** The last AAH was again a success with 9 of our members doing an excellent job for Ozaukee
County. We are doing our share for the community. Come and join us, we do have fun doing this
as a club. And it's a great way to get to know fellow members.
August 18th- 8am Lunch Tour Green Lake and Horicon Marsh. B Post. Please sign up.
August 21st - 5:30pm - Brew City Corvette Night #2, The Nines American Bistro, Mequon.
September 12th - 6:00pm September OCC meeting, Jeff will send location by email before.
September 14-16 - Fall Corvette Adventures in the Dells. Please sign up if you're going.
September 22<sup>nd</sup> - 8am Wildcat Mountain Twisty Road Tour. J Nowlen.
October 6th - 8am Door County Overnight (or perhaps not, TBD). B Post. Please sign up.
October 10th - 6:00pm October OCC meeting. Flip Side, Grafton.
November 3<sup>rd</sup> - 8am Adopt a Highway, Meet at Wayne's. Please sign up.
November 14th 2018 - 6:00pm November OCC meeting. Flip Side, Grafton.
December 12th 2018 - 6:00pm December OCC meeting. Flip Side, Grafton.
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The 6th National Corvette Caravan is scheduled for August 28 - 31, 2019 (eg: Next year). Read all about it here. As the next year unfolds, let's see how many in our club plan to participate and if so, we might want to coordinate with each other.

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Ozaukee Corvette Club Meeting Minutes May 9, 2018

The May 9, 2018 meeting of OCC was called to order by President Jeff Myers at 6:00pm at the Flipside Restaurant, 14 members were present.

Secretary's Report: Sue Montana Myers read the minutes from the April Meeting. Mark Hobler made a motion to accept the minutes as read seconded by Jim Baker.

Treasurer Report: Sue Giese gave her report on the balances on the checking account. A motion was made by Larry Cohodes, seconded by Jim Huck to accept the Treasurer's Report.

Newsletter: Jim Nowlen stated the newsletter was ready to go.

Membership: Ron Giese stated we now have 69 Members that renewed their membership.

Web Master: Pat Murray stated that the web site looks good. Pat Sated that we have 2 events happening this Sunday, May 3rd, the Ride Around the Lake and The Grafton Lions Club Chicken Roast plus Corvette Show.

Advertising: Mark Hobler stated that Buffalo Wild Wings, West Bend has become an advertiser. (ed note: as of publication we still do not have ad copy or payment)

V-President: We are looking for people to walk the OCC banner in our parades. Buffalo Wild Wings has offered OCC the benefit of when we come there to eat a portion of the proceeds will go Family Sharing as a donation.

New Business:

President Jeff Myers stated that we should save the date for the Caravan to the Corvette Museum - 25th Anniversay - August 2019. More to come............. Sue Giese suggested we start a binder with the OCC's meeting minutes in it. Sue Giese made a motion to start a binder withe the minutes, seconded by Larry Cohodes. Secretary Sue Montana will take care take care of the binder.

Parades: Thom Brown is back from Florida. He will inform us of the up-coming parades. Please see the sign-up sheet for parades.

Our next meeting will be Wednesday, May 9th at Wayne's. Meeting will start at 6:00pm. A motion was made to adjourn by Thom Brown, seconded by Jim Nowlen. Meeting was adjourned at 7:10pm.

Respectfully submitted, Sue Montana Myers

Tech Tip- Truman Corvettes!

President Harry Truman is the reason we have a Corvette.

That is a somewhat bold statement but is actually a fact. President Truman probably had no idea he gave birth to the Corvette as we know it, yet the events of the day would confirm this. There were a lot of articles written about the origins of the Corvette. Most of us have heard that returning soldiers from Europe and England brought home Jaguar's, Morgan's, Morgan's, Morgan's, Morgan's, Morgan's, and in some rare instances Mercedes and BMW's. World War II ended in Europe in May 1945, and in Japan in August. Perhaps you may have read that GM was alarmed at all the British sports cars being brought home by our returning service members. In truth, the designer, Harley Earl had drawings of a small 2 seat sports car prior to World War II, that bear a very close resemblance to the '53 and other C-1 Corvettes.

Years of hard work and good wages with few products available for consumers had left Americans with lots of money and pent up consumer demand, especially for products using steel and rubber, two materials critical to the war effort. Post war America was really a difficult or challenging place to live. Our parents and grandparents told us how everything seemed to be in short supply. Industry had to change from producing war goods to consumer goods. The logistics of change were slow to react to the needs and demands of Americans.

There is a very well written book called, "Corvette, fifty years" by Randy Leffingwell. This book was written in 2002/2003 with a lot of the pages devoted to the C-1 Corvette. The author pointed out that the GM Chairman Alfred P. Sloan had a massive job to straighten out the GM product line and eliminate overlapping brands in the 1920's. They developed the 5 car divisions of GM. There was a car "for every purse and purpose". The real problem for Sloan and GM was Chevrolet in the late 1920s. Sloan had designated the Chevy to be GM's entry level car. However, younger buyers were buying Ford convertibles and station wagons. Single young men liked the convertibles with the Ford flathead V-8, and married young men liked the station wagons with the same flathead V-8. The Fords were simply stylish and more powerful for the same money as a dull Chevy. Sloan brought Harley Earl to Detroit to design and consult on a new luxury car for Cadillac, the LaSalle. Earl gave GM senior management a beautiful design of the first car that was actually "styled", and the LaSalle was born. Sloan and his vice presidents felt Earl's new LaSalle would make the Cadillac look dated. Sloan did something never done before. He had Earl, a non-GM employee, look over the upcoming 1927 Cadillac, and Harley Earl told Sloan it was a drab design. It looked like it was a bunch of components thrown together without regard to any sense of style. Sloan hired Earl, had Earl bring in his own staff of stylists and redesign the Cadillac. Up to this point, cars were just not made to be works of art. There was very little regard for the use of creative color or flowing artistic lines by any domestic car makers.

Harley Earl's father owned a custom car design firm in Los Angeles. Harley would draw up designs for custom one off Cadillacs and Packards for wealthy actors and studio bosses. These were spectacular cars that were rolling works of art, and told the admiring public that someone very important was in that auto. This was not lost on the executives of all the car companies when they saw Harley Earl's creations. GM's Chairman, Alfred P. Sloan recognized the potential sales bonanza of creating beautiful cars that people would be very proud to own. Once hired, Sloan had Harley Earl create the Art & Colour Studios, and put him in charge of designing all GM vehicles. Sloan was succeeded by Charles Wilson as Chairman of GM. Wilson had witnessed the growth of GM's styled car lines, and supported Harley Earl, his people, and his designs. The good news was in 1950 GM had passed Ford to be #1. However, the bad news was Chevrolet was in trouble again with slowing sales and a poor image. The General Manager of Chevy was Charles Keating and he asked Wilson for help. Wilson knew Chevrolet was the key to GM remaining the #1 auto maker. If Chevrolet slipped behind Ford, so would GM. Wilson gave Keating the brightest and the best design and engineering t

Continued on Page 9

New Members! Welcome!

Bryce Goodman Frank Gross David Runge Sandie Gerosa

Member Anniversaries:

6/10 Dale & Linda Doerflinger

7/3 Jon & Nancy Gilmore

7/4 Fred & Mary Kellbach

7/28 Ken Sauter

Member Birthdays:

6/2 Leah Kilmer

6/7 Karen Schanen

6/8 Mary Kellbach

6/11 Thom Brown

6/12 Jan Hobler

6/12 Sue Montana Myers

6/14 Mike Landeck

6/16 Gregg Goetz

6/16 Pat Landeck

6/26 Zhaleh Barari

7/4 Sheri Brown

7/20 Frank Gross

7/22 Marilynn Feely

7/26 Jim Baker

7/26 Sandie Gerosa

NEWSLETTER PUBLICATION SCHEDULE:

Articles for each month's newsletter need to be sent to jimnowlen@gmail.com by or before the cutoff date below.

Next Newsletter cutoff is July 11, 2018







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We want to mention that Silk Screen specialists already have our club logo and most if not all Corvette generations 'vette logo. This is a great place to get your OCC logo gear.

Bring your own shirt, or buy from them. Note that our "official" shirt color for parades is White.



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Tech Tip; Continued from page 5:

talent to turn Chevy into a valuable entry level car line. Wilson asked <u>Harlow Curtice</u>, his executive V.P. to gather all the talent needed to transform Chevrolet into a winner. Curtice brought in <u>Ed Cole</u> from Cadillac as Chief Engineer. Cole brought in <u>Maurice Olley</u> as the chassis engineer. Wilson assigned Harley Earl to design exciting new cars for Chevrolet. The 1952 Chevy was dated, and there was no money to build and bring an all new Chevy to market. The Harley Earl designed Chevys were stunning. Perhaps you remember 3 of Harley Earl's more famous designs? The 1955, '56, and '57 Chevys. Keating had the talent he needed, now he needed to transform Chevy into a younger buyer's car company. What he needed next was a product that would bring those younger customers into the showrooms. Chevrolet had a very simple overhead valve V-8 ready to go, but were reluctant to offer it in the low priced Chevy. Ford was ready to spring its' first overhead valve V-8 in 1952, and Chevy had to figure out how to answer Ford while taking away a little of their thunder. Ironically, the motor that would eventually be the small block Chevy was actually running and being perfected as far back as 1937.

In early 1951, world events were once again heating up, and President Truman felt the U.S. had to respond to the Korean conflict. The U.S got involved fighting the Korean War. Steel was again in short supply because we were making tanks, shells, and ships for the war. President Truman re-imposed wage and price controls on January 26, 1951- 4 years after lifting them from World War II. However, President Truman's Wage Stabilization Board froze everyone's wages, yet authorized pay increases for steelworkers. The steel companies, believing they were unable to raise prices to cover the increased labor costs refused to pay the new wage rates. Intending to avert a strike, the president seized the steel mills on April 8, 1952 using existing employees and management to produce steel. The steel companies sued the government, and won. The court ruled that President Truman's seizure of the steel mills was illegal. In response 600,000 steelworkers walked out dropping production from 300,000 tons to 20,000 tons a day. By May 1952 a higher court transferred the steel mills back to the government and the steel workers returned to work. Eventually the Supreme Court ruled that Congress, and not the president, had the authority to seize a particular industry during a national emergency. The men returned to work at a much lower wage, and the steel companies could raise their prices \$4. a ton. All this back and forth caused tremendous doubt in the minds of all the auto makers about their secure sources of steel and got them thinking about alternate material to build cars.

The first Corvette show car was designed personally by Harley Earl sometime in late 1949 for executive review and approval. It first appeared in the early Spring of 1953 as a design exercise at the GM Motorama in New York's Waldorf Astoria. They had concealed microphones near the Corvette to hear consumer responses that turned out to be very favorable. There were over 300,000 people at the New York Motorama, and an additional 1.4 million in 5 other major cities that saw the 1953 pre-production design Corvette. Based on positive responses, the decision was made to build the Corvette, but the problem was how many should they plan on building? They couldn't just build thousands because fiberglass resin needed time to cure and harden. They also knew if they built the Corvette out of steel, the metal stamping dies would take a year to build, and they would need to sell 12,000 cars to just break even. Knowing 12,000 Corvettes might be too many to sell, and not really having any idea how many people would buy this new sports car, Chevrolet General Manager Keating, and his staff, determined to play it safe by not committing Chevy and GM to the expense of metal dies, and the additional year to make them. Then there were the spotty steel supplies that made production planning in a new location (St Louis), with a new untrained labor force, building an entirely new type of car all the more challenging. In reality, the easiest and safest thing to do would be to scrap the entire project, but there were key executives like Wilson, Keating, Earl, Cole, and Olley that just loved the little Corvette, and knew America was ready for their own home grown sports car. Boy, were they wrong! It is also interesting to note, that Zora Duntov's name does not ever come up during this initial start-up of the Corvette project. Turns out he was an entry level engineer designing door handles and hinges for Chevy, Pontiac, and Buick.

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Classifieds:

For Sale- 2007 Corvette Coupe, LS-2 400 hp, 6spd auto, Velocity Yellow, Cashmere interior, Chrome wheels, 3LT options, @9500 miles. Being sold by the original owners, Pat Zaske. Asking \$24,000. OBO (please note! Price reduced!). Call for more information 262-377-3331.

CORVETTE Storage in Cedarburg area. Very clean, dry, bird proof and secure. Reasonable annual rates. Thom Brown 262-227-9927.

<u>Windjammer for a C-5</u>. This attaches to the top of the windshield with a temporary clamp that can be easily be attached or removed. This was donated by one of our members since he now owns a C-7. As it did not sell at the Chili Cookoff, the club is selling it here. The money we receive for this will go to a charity. Windjammer retails for \$215.00, the club is asking \$100.00 <u>or best offer</u>. Please contact Ron Giese 262-628-3721.







Continued from page 9

Because of the instability of steel supplies due to the Korean War, and the threat of President Truman's seizing the steel mills again, GM executives had to take a long look at using a new alternative material like fiberglass, and made their decision to use fiberglass because if the Corvette failed to sell, the costs to abandon the project were minimal. Chevy General Manager Keating made an initial order of only 300 fiberglass bodies and parts, and even this was too optimistic. Owens Corning supplied the fiberglass and resins for the new car. The MFG Boat Company in Ashtabula, Ohio was awarded the contract for the body parts for 300 Corvettes. Initially, these first Corvettes would be assembled in a small 40,000 square foot GM building in Flint, Michigan with production moving to St Louis the following year. Sadly, GM sold only 183 of the 300 Corvettes in 1953. We all know the history of our favorite car as sales recovered and flourished over the years. Actually, enough Corvettes were made that steel would have been far more economical to use. The continued use of fiberglass today is more tradition than anything else, and it adds to the unique character of our cars

The real interesting thing is, had steel been a reliable commodity, and GM went ahead committing millions of dollars making the stamping dies, the Corvette would have probably been cancelled after a few years of dismal sales. Without knowing it at the time, President Truman made fiberglass the only viable alternative for GM, and saved the Corvette for more than 60 years- the longest continually produced car in the United States.

Save the Wave, Jeff Myers

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Ozaukee Glass Editorial Page

Please note that the Ozaukee Glass now contains "hyperlinks" to the electronic copy. On upcoming calendar where you see underlined text, click on <ctrl> button while clicking on that text and you'll be taken directly to the sign-up sheet. If you see underlined blue text (like this) within anything you're reading, <ctrl> click on that word for additional information. You'll see hyperlinks in Jeff's Tech Tips as well.

We really need volunteers to carry our club banner in the upcoming Parades! Also, the club ROSTER on our website has been updated. Please check YOUR information for errors or omissions and inform Ron Giese.

We are trying to put together a list of people interested in the 2019 Corvette Caravan. Please <u>sign up</u> if you're interested in participating. This promises to be a fantastic drive – and an opportunity to enjoy your Corvette's best features!

Our advertisers are small to medium sized independent businesses. We have member driven advertisers; where members have suggested the advertiser rather than hope companies would reach out to us. Between us, our membership trades at all of these places. Readers, please take time each month to read through our advertisers.

NEW FEATURE. If you're on a computer reading this, <ctrl> click on any advertiser to be taken directly to their website!

A note about Corvette Adventures. Four of us from our club participated this past week. What a terrific time! For 2019 four member couples reserved rooms in the A building of the Villa's. If you think you might be interested in participating next year, make your room reservation now if you want to be near other OCC members.



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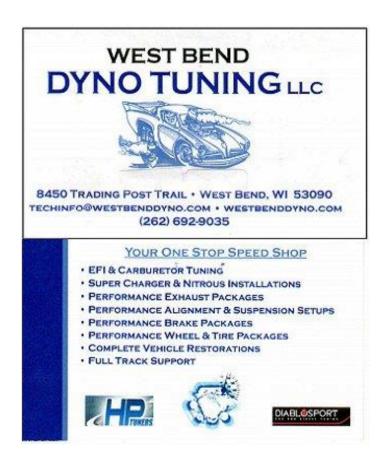
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Note to membership: One of the benefits of this newsletter is to help us get to know each other. As we typically experience each other with our Corvette, it will help us to know each other better when we feature a member's Corvette each month. I have no other contributions in my queue. This feature will be eliminated in June with no contributions. Please send in pictures, your story (see Spotlight below). I'll save and feature you in an upcoming issue. Thanks!





Member's Spotlight

Scott Fischer:

I have owned 6 Corvettes since I was 18 years old. "Toy" is my 7th one. I fell in love with Corvettes in my High School years when my "Shop class" teacher had a 1958 – white w /red scoops. He let me drive it when I was 17 years old. (A great teacher) and we became good friends and stayed in contact. After I graduated, he broke a timing chain on it and he became tired of it. My dad and I repaired it and then he offered it to me! As I recall, I paid \$2,400 for it. That was the start of it all. Wow, do I wish I had that one back. I traded it in for a 1963 coupe at Dale Chevrolet "Corvette Corral". Later traded that for a 64 convertible. After 54 years it still gives me a "Super rush" to get my Corvette out of storage every spring!



About the Corvette:

Year: 1998

Model: Coupe (2 tops)

Engine: LS1 Color: Torch Red Nickname: Toy

Outstanding Features: Hood and body graphics that I made and applied myself

- * Hood, top, and rear "Le Mans" style satin black stripping
- * Sides, Satin black "fade"

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Ozaukee Corvette Club PO Box 371 Cedarburg, WI 53012



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Upcoming Calendar Events(See web site calendar for latest information)

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