



NHHAC NEWS

The Newsletter of the North Hills Historic Auto Club



Volume 51 Issue 05

MAY 2020

PRESIDENT'S MESSAGE

Quarantine Day #39

I really hope everyone is coping with all this crazy.

If it wasn't for trying to teach online science to 7th graders, I don't think I'd know what day it is! One thing for sure, I'm glad I have a good supply of sweats and t-shirts so I can follow the quarantine dress code.

To think we thought the strangest NHHAC season was cancelling a car show because of tornado warnings and the flea market because of ice. Who knew a pandemic would make those cancellations seem minor!

I had a few plans this year that got knocked out of whack by Covid-19, retiring from teaching and getting married.

Online teaching is not how I wanted to spend the final grading period. It is not fun without the interaction with the little 7th grade darlings. Some of them have even admitted to me that they miss school. I'm sure by now their parents are really missing sending them to school.

John and I had a wedding planned for April 4 because I wanted a party with a theme. That day worked because we'd both be 62 and saying "I do" That's the theme. We had a drive-in wedding with the ceremony officiated by my niece, Monica. She's legit according to getordained.org and the state of Pennsylvania. Here's a link to a story in the local Cranberry Eagle paper <http://www.thecranberryeagle.com/article/20200422/CRAN0101/704229895/-1/CRAN01>

Hopefully we can get together at a safe distance in June at the Mars Train station. You know I can talk loud enough to run a meeting from 6 feet.

Stay safe - stay connected
MJ



Minutes April 2020 - None, no meeting.

UPCOMING EVENTS

Women's lunch and Men's breakfast temporarily suspended

May CANCELLED Monthly Meeting; 7:00 pm, St. Alphonsus Church

June 8 (Tuesday) Monthly Meeting; 7:00 pm, Mars Train Station

September 13 Annual Picnic

Lunch Tours

As everyone is aware of the restaurant problem, I'm sad to say all of our Thursday lunch outings are cancelled until further notice.

We have a few new locations to visit and, of course, some of the old standby ones, just as soon as we can safely plan an outing.

Until then, please stay well and we will look forward to seeing everyone later!

Steve Illsley

For Sale

Franklin Mint collectibles

1911 Stanley Steamer 1:16 scale \$35

1913 Ford Model T 1:16 scale \$75

Call Joyce Fugini (412) 913-3501

Advertising Policy

Free member classifieds:

- Must be received by the 20th of the month.
- Must have a club member as the contact.
- Must be from members current on their dues.
- Are limited to 50 words or less, and may include one photo if space permits.
- Must state an asking price, except for miscellaneous parts.
- Expire after three consecutive months unless the editor is notified otherwise.

Preference is given to ads for antique and classic vehicles and parts.

Please include the phone number and/or email address you want displayed.

Other ads may be included on a space-available basis.

The NHHAC News does not accept business advertising.

OFFICERS AND DIRECTORS

President

Mary Jo Phillips (724) 316-8809
maryjo4458@yahoo.com

Vice President

Ken Barker (412) 486-2767

Treasurer

Jack Swaney (724) 272-9405

Secretary

Position Open

Directors

Steve Illsley, Past President
Jean Nelson King, Term 2020
Rich King, Term 2021
Jackie Sheerer, Term 2022
Jan Smith, Term 2023

APPOINTIVE POSITIONS

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Email Information List

If you want to be included on the email list that informs members of cancellations, member illnesses and similar events between newsletters, send a note to Cindy Cook at nhhacnews@yahoo.com

Wellness and Condolences

Get-well cards, contact Jackie Sheerer:
(412) 367-3138 or redbug17@verizon.net
Funeral flowers/fruit baskets, contact Jack Swaney:
(724) 272-9405 or carnut123@hotmail.com

Is your information in the club directory correct?

Send changes (address, phone, email, vehicles) to:
Pat O'Neill
675 Bairdford Road
Gibsonia, PA 15044-7880
(724)768-7484

Membership Application Form

On club website at
<http://nhhaclub.com/membership-info/>
Send with annual fee to:
Pat O'Neill
675 Bairdford Road
Gibsonia, PA 15044-7880

**CORRECTIONS & OMISSIONS / PHOTOS, STORIES AND EVENTS TO:
Editor at nhhacnews@yahoo.com**

"SPIRIT OF AMERICA"

The (Early) Spirit of America by Sean O'Neill

Let's start off making sure we are clear on one point: I love shopping. It doesn't matter whether it's shopping for new bow ties or picking out the next spray car detailer I want to try. Grocery shopping can even be enjoyable, especially when a gurgling tummy guides you through the aisles, but the grocery store is the epitome of a major pet peeve I have with American society: there's no such thing as "too soon."

You don't even have to think about it to know that it's true -- companies are promoting goods seasons before we're ready for them, like funneling Christmas music through the PA system by October 1 or displaying Valentine's Day chocolates and sugar hearts next to the leftover pumpkin pies that didn't sell at Thanksgiving. Not to be outdone, General Motors wanted to kick off America's Bicentennial (1976) in...1974.

What was billed as the first of many promotions for the Bicentennial, Chevrolet's "Spirit of America" line debuted in unmistakable patriotism: a "gleaming white exterior with sporty red, white, and blue stripes" down the sides and vents, and a similar matching interior. This special edition was available on three line-up models: Impala Sport, Nova, and Vega Hatchback), and was meant to showcase how Chevrolet itself was an integral part of American society.



To do so, the marketing campaign was intense to both the consumers and the salesman. Talking points were handed out to each dealership with the selling points behind these specific models, as well as describing which "prospects" (buyers) might gravitate towards which model to help guide the salesman's strategy. But perhaps the marketing firm hired by Chevrolet should have completed one more peer review before submitting their proposals for print -- "America" appeared in big letters across many of their print advertisements, such as the example here.

Selling the Spirit of America package was a success for Chevrolet. The Impala sold about 2,500 units, as this edition was available on the Impala Sport model, while the Nova sold an impressive 14,463; I could not find the production numbers for the Vega model. The upgrade cost the consumer \$399, which cost more than either an automatic transmission or air conditioner option. However, with just those two production numbers that I was able to get, met with the demand they received, these cars brought over \$6.7M into the Detroit headquarters.

These days, the cars are not getting much attention. One of the most recent notable sales was back in 2008, when an untitled 1974 Impala with 250mi on the odometer, the Manufacturer’s Statement of Origin (MSO) and window sticker still there, sold for just over \$21,000 at a Barret-Jackson auction. Most of the Chevys that you might see around are not in nearly as good shape and at best would set you back one-tenth of that auction sale.

To my knowledge, there was no additional Bicentennial campaign by Chevrolet like this “Spirit of America” model. The following year brought the (dare I say, *obnoxious*) TV ad that sang “Baseball, hot dogs, apple pie, and Chevrolet!” over and over and over again. Chevrolet then began to focus on marketing their pick-up trucks as a way to fill out the family driveway. The Montreal Olympics in Summer 1976 brought ads highlighting the new gold and silver paint options available for Novas in “Nova Medalist.” So 1974 came and went and most Americans moved on without a second thought with what Limited Edition model may come next, but Chevrolet demonstrated that the early bald eagle got the Bicentennial worm before anyone else!

Thank you to Sean O’Neill for this submission.



The Spirit of America Impala package:
 • White or blue exterior. • Special white padded vinyl roof. • Special striping. • Special white wheels with paint stripes and trim rings. • Spirit of America crests. • Dual Sport mirrors, LH remote-control. • Wheel-opening moldings and fender skirts. • Bumper impact strips. • White all-vinyl interior trim with blue or red accents and carpeting. • Deluxe seat and shoulder belts. • Quiet Sound Group body insulation.



The Spirit of America Nova package:
 • White exterior. • Black touring-style vinyl roof. • Special striping. • Spirit of America decals. • White rally wheels with trim rings and special hubs. • Black dual Sport mirrors, LH remote-control. • Black grille. • E78-14 white-stripe tires. • White all-vinyl bucket seat interior. • Red carpeting.

A limited edition of Chevrolets in America's favorite colors.



The Spirit of America Vega package:
 • White exterior. • White vinyl roof. • Special striping. • Spirit of America decals. • White GT wheels with trim rings. • Custom Exterior. • Black-finished body sills. • White LH remote Sport mirror. • A70-13 white-lettered tires. • White all-vinyl Custom Interior. • Red carpeting.



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