

Bottle Buzz

*Memphis Classic
Chevy Club*

February 2021 Edition | www.memphisclassicchevys.com



The Blizzard Edition:

- * March Meeting Announcement
- * Electric S10
- * Chevy Songbook - The Boss
- * Cameo Pick-ups
- * Yeoman Duty
- * Amphibious Corvairs



The Purpose of the MCCC shall be to promote, foster, and encourage all activities toward the collection, restoration, preservation, and appreciation of all Chevrolets produced from 1955-1972, and to better facilitate the exchange of information and ideas regarding these automobiles.

MEETING & CRUISE-IN

- MCCC meetings are held on the third Monday of each month. There is no meeting in December. Meetings are held at The Brunswick Kitchen, 5197 Brunswick Rd, Arlington, TN 38002. Next Meeting: **An in in-person MCCC meeting is planned for March 15th.** Plans are to hold the meeting at **Wally Hatchet's Comfort Food Restaurant**, 6439 Summer Avenue Memphis, TN 38134. They're willing to accommodate our meeting, and will provide plenty of hamburgers and French fries on the menu. Due to the ongoing pandemic, we ask that you please observe social distancing and wear a mask.
- MCCC Cruise-in every Thursday (weather permitting), at the corner of Stage & Kirby Whitten Rd. in Bartlett. This is the old cruise-in site, and the business climate there is not currently opposed to the Thursday night gatherings. The Bartlett Cruise-in will officially kick off on March 18th. Also returning is the **Impromptu Cruise Night** on the Collierville Town Square. The first of the 2021 Collierville cruise-ins is slated for Wednesday, March 10th.

CLUB NEWS

- 2021 has arrived, and the February blizzard has finally moved out of our area, so engaging with our classic cars is once again the best therapy for riding out the pandemic. Stay tuned as we monitor the pulse of activities in our area that will allow us to enjoy those Classic Chevys during the pandemic.
- Peggy Travis has recently entered home hospice care. Please keep Peggy, her husband Mike and the entire Travis family in your thoughts and prayers.
- Some newly recurring activities are emerging during the pandemic. Cruise-ins allow for engagement with classic cars while maintaining proper social distance in a safer outdoor setting. **The Butcher Shop Restaurant** at 107 S Germantown Pkwy in Cordova is now hosting a Cars-n-Coffee event on the

1st and 3rd Saturday of each month. **On the Edge Cars & Coffee** events are held on the 2nd Saturday at 627 Monroe avenue in Memphis. The Germantown Performing Arts Center at 1801 Exeter Rd. in Germantown is the scene for the **GPAC Cars and Coffee** event on the 4th Saturday of the month. and **Bartlett Cars & Coffee** are tentatively scheduled to begin at Freeman Park starting in April on the 3rd Saturday of the month. Follow updates to the schedule on the [Cars and Coffee Memphis Facebook page](#).

- Well, you may have noticed the **Arctic Blast** that arrived in our neck of the woods during mid-February. Monday the 15th of February was supposed to be an MCCC club meeting, but it was unceremoniously cancelled by mother nature soon after the sun came up. We eventually wound up with about 10 inches of snow, unbearable cold temperatures, dangerous driving conditions, frozen pipes, barren grocery store shelves, and the need to boil potable water as we sat out the deep freeze in the hopes of driving our classic Chevys once again. Of course, once the cold snap subsided, it was 65-70 degrees as if it were all some kind of joke, but I say it wasn't very funny. It's also why the February newsletter is late, as I waited for something newsworthy to announce besides a miserable weather report.



The Tri-Five Nationals are scheduled to return in 2021. Let's hope it happens!

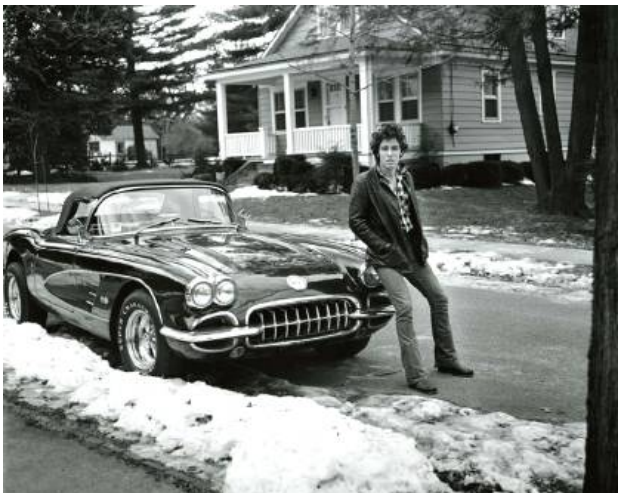
Chevy Goes Electric... in 1997?



This plain vanilla Chevy S10 pick-up truck was actually one of the first fully electric pick-up trucks available to the public as far back as 1997. It stayed in production for two years and was primarily intended for fleet use. They didn't make many of them, it was slow as mud, and it cost a bunch. Still, it beat all the newfangled electric trucks that are about to hit the market to the punch by about a quarter century. Click here: [Chevrolet S-10 Electric Pickup](#) for a deeper drive into this forgotten trendsetter.

Reminder: If you paid your MCCC dues in 2020, then you're also paid in full for 2021. This is a special pandemic themed blue-light special to make sure MCCC members get a proper return on their investment in the club. Hang in there, something closer to normal is at the next exit on this strange highway.

Chevy Songbook: Bruce Springsteen



It's time to visit the classic rock world for a double-dip serving of the latest **Chevy Song of The Month**. So let's start out by putting Bruce Springsteen's 1975 album [Born to Run](#) on the turntable for some spirited driving music. This album is chock full of FM radio standards, and it occupies the 18th spot on [Rolling Stone Magazine's 500 Greatest Albums of All Time](#). The most Bowtie centric song on the album is [Thunder Road](#), which combines cryptic Chevy references... *in the skeleton frames of burned out Chevrolets* with an insatiable wanderlust to hit the road, step on the gas, and find out what life has to offer. Or, maybe you would prefer the reflective sound of [Racing in the Street](#) from 1978's [Darkness on the Edge of Town](#)... *I got a sixty-*

nine Chevy with a three-niner-six Fuelie heads and a Hurst on the floor. Despite the mechanically obtuse arrangement of lyrics that the Boss employs on this tune, and it's road weary protagonist, it's a gearhead anthem for the ages. Bruce is apparently the real deal when it comes to his affection for classic Chevys, as he has been known to cruise about in a 57 Chevy convertible, and the [1960 Corvette](#) that Born to Run allowed him to acquire. Click the VEVO photo for a video link.

2021 MCCC ELECTED OFFICERS

(Note: Officer's Meeting is the 1st Monday of Each Month)

Jack Mabry, President	901-351-0808	belair55dream@yahoo.com
Danny Ford, Vice President	901-337-1957	abelairman57@gmail.com
Cindy Hubbard, Secretary	901-438-5368	clhubbard1956@gmail.com
Louis Kimery, Communications Director	901-488-0856	lkphoto@gmail.com
Buddy Bonner, Technical Director	901-786-8743	gbonner1@southwest.tn.edu
Teri Hodnett, Membership Director	901-304-9320	thodnett1955@yahoo.net
Cookie Bonner, Treasurer	901-619-6983	gbonner792@att.net
Denis Elliot, Events Coordinator	901-487-3024	cwwdelliott@bellsouth.net
Ajay Cohen, Web Master	901-626-5160	ajaycohen@gmail.com



Find us on
Facebook

The **Memphis Classic Chevys** Facebook page currently has **1,117 followers**. That's right, we've got over 1,100 rabid Chevy enthusiasts Following the MCCC on Facebook. This is a public Facebook group so any MCCC member or other verifiable automotive enthusiast can request to join the group here:

<https://www.facebook.com/groups/memphisclassicchevys/>

Swap Meet:

Car Show
May 1st 2021
Halls Air Base
Benefits The Veteran`s Museum
TOP 20 Awards Plus
Best; Car , Truck , Jeep, 4x4
,Antique,Under Construction,Import
BEST OF SHOW
\$ 20.00 Entry Fee
Food , Fun, Music, Hot Rods



The image contains three logos at the bottom. The first is a red circle with a white border, featuring a woman in a green military-style uniform holding an American flag, standing on a red and white car. The second is a colorful cartoon illustration of a car character with a face, holding a yellow flag, with the word 'DEESE' and 'ANNOUNCER' written above it. The third is the logo for the Dyersburg Street Rod Association (DSRA), featuring the letters 'DSRA' in a large blue font inside a white oval with a red border, with 'DYERSBURG STREET ROD' written above and 'ASSOCIATION' below, and a red banner at the bottom that says 'MEMBER'.

A show to benefit the Veteran's Museum is slated to take place on the mid-south's original drag strip.



UPCOMING EVENTS (Note: All events are tentative due to possible pandemic restrictions)

- [10th Annual Motor Mania Car Show](#) - Jackson Fairgrounds - March 20, 2021
- [Blue Suede Cruise](#) - Tupelo MS - April 30 - May 2, 2021.
- [Halls Air Base Car Show](#) - [Dyersburg Army Air Base](#) - May 1, 2021.
- [MCCC Fun Run](#) - Buckhead Creek - May 16, 2021.
- [Memphis Legends](#) - Edge Motor Museum - May 22-23, 2021.
- [Goodguys 15th Nashville Nationals](#) - Nissan Stadium, Nashville TN - May 28-30, 2021.
- [Covington BBQ-fest & Car Show](#) - Covington TN - June 3-5, 2021.
- [Holley National Hot Rod Reunion](#) - Beech Bend Raceway, Bowling Green KY - June 17-19.
- [Glory Days Vintage Drag Race](#) - Byron Dragway, Byron IL - July 16-18, 2021.
- [51st Annual Street Rod Nationals](#) - Kentucky Exposition Center, Louisville KY - August 5-8
- [The Danchuk Tri-Five Nationals](#) - Beech Bend International Raceway, Bowling Green KY - August 12-14, 2021.
- [Super Chevy Show](#) - Memphis International Raceway - September 10-12, 2021.

PS: I'm still waiting... and waiting... Come on now, you're bound to have some unwanted goods you would like to sell. I'm holding space in this newsletter for your Buy-Sell-Trade items, and wondering where you are. Please considering sharing what you want to get rid of and also what you want to find. It could benefit another Chevy enthusiast. **Please send photos and text of what you've got for buy-sell or trade to your [faithful newsletter editor](#).**

Cameo Appearance:



Unlike today's trucks... that are decked out like a 4-door tour bus, there was a time when a pick-up was strictly a working tool. They all had either a stake bed or a step-side bed on a typically short wheelbase. Eventually, the need to stand out with something special was an idea whose time seemed to have arrived, so by 1955 Chevy chose to offer a more personalized version of the venerable pick-up truck by which customers could mix-up their work-life and relaxation needs with.

So the first ever production pick-up with a Fleetside bed was the 1955 [Chevrolet Cameo Carrier](#). Something for the boss to arrive at the worksite in, it gave its owner a little more pizzazz while still providing the practicality of a bed when needed. It also paved the way for the [El Camino](#) a few years later, which merged the idea of a pick-up with the comfort of a coupe/sedan. The Cameo's box was actually a standard Stepside bed with fiberglass cladding attached to give the straight side snazzy appearance that would become its hallmark styling feature.



Production of Cameos... lasted for four years. They were produced through the 1958 model year, but Chevy never sold a bunch of them. Just over 1800 in 1955, and never more than the 2200 units sold in 1957. Chevy added some additional colors to the palette, but that still didn't really set the concept on fire. The 1959 model year would see the creation of the **El Camino** for its initial two-year production run, which made the Cameo sort of redundant, and considering the lethargic sales numbers, it unceremoniously got the axe.



Was the Cameo a good idea that arrived too soon? The evolution of the American pick-up truck from a working tool to a status symbol would suggest that it may have shown up a couple of decades early. Surviving Cameos are now highly collectable and coveted by Bowtie truck fans everywhere, and pick-ups are now the luxury laden golden geese that have kept some manufacturers from facing the abyss of unprofitability. So it's fitting that the Cameo has received retribution. Since everyone is a truck person at least some of the time, don't hesitate to embrace a Cameo should one cross your path.



Yeoman Duty:



So when's the last time you saw one of these?

When the 1958 model year arrived, a whole new look had arrived for Chevrolet, and the powers that be had morphed the Nomad from a two-door sport wagon, into a four-door family hauler. The entry level for Chevy's wagon line-up introduced a new model called the [Yeoman](#). It was a no frills worker bee, that came in both two-door and four door variants. Being a station wagon, sales were slanted towards the four-door version... by a lot. Out of 187,000 1958 Chevy station wagons built, only 16,590 of them rolled off the assembly line as two-door Yeoman models. Now, if happen to run across one and squint your eyes while looking at the sun, you can almost see it as the unintended heir apparent to the the Ti-five era Nomad. It lacks most of the premium do-dads that came on the original Mads, but catches the eye just the same. Sadly, by 1959 the Yeoman model line-up was history.

Yeoman

Swampvair: 1962 Corvair Promo Film

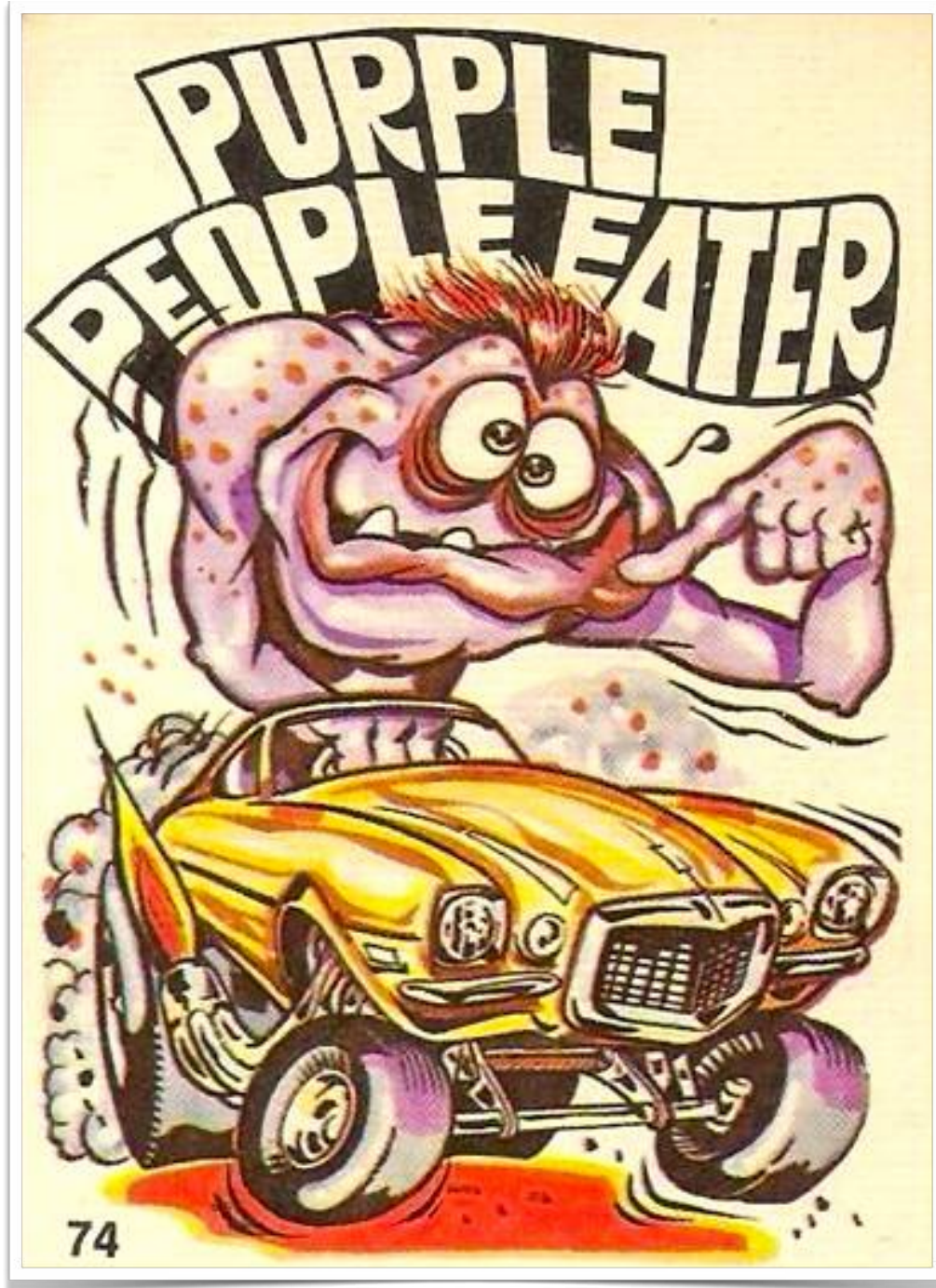


Before Ralph Nader deconstructed the Chevrolet Corvair's reputation with his 1965 consumer advocate tome [Unsafe at Any Speed](#), the econo-car based Corvair appeared to have a bright future as a semi-amphibious vehicle as seen in this 1962 promo film. As shown; the rear-engined Corvair plows through a Florida swamp like it was raised by ducks. I'd like to see you try this in your LS-7 Corvette! I'll bet it does pretty well in a Memphis snowstorm too. Click the photo for a video link.



Special Notice: It looks like Memphis International Raceway has crowned a new general manager of the facility in [Sam Martin](#). He took the job in December, and comes from Route 66 Raceway in Illinois. MIR is also postponing the 34th Annual Super Chevy event for a second time due to the Coronavirus pandemic. The new date is September 10-12,

2021. Let's hope this one sticks to the calendar without any further need for delay!



Did you know that the goofy [Odd Rods](#) Collector Stickers were produced by the [Donruss Company](#) in Memphis TN?

Well they were, and so now you know. They also made the notorious [Super Bubble](#) bubble gum that you saved and stuck under your desk in Jr. High School.

See you in March with another Bowtie Buzz.