

# Pentastar Press

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[www.dallasmoparclub.com](http://www.dallasmoparclub.com)  
[dallasmoparclub@group.facebook.com](mailto:dallasmoparclub@group.facebook.com)  
[dallasmoparclub@gmail.com](mailto:dallasmoparclub@gmail.com)

## Officers:

President – Bill Bonney  
Vice-President – Open  
Secretary – Terry Lewis  
Treasurer – Brad Buttermore

## Contact Information

214-769-5314  
  
214-202-7480

## Directors:

Bob Ostrowski (5/17-4/19)  
Ron Petrasek (9/17-8/19)  
Mike Boyd (1/18-12/20)

469-286-7879  
214-385-0413  
972-762-4777

## Membership Committee:

Mike Boyd (1/18-12/20)

972-762-4777

## Event Coordination:

General Club - Frank Maxwell  
Mini-Nats - Jerry Reed  
Race Info - Robert Vaughan

214-577-5187  
214-755-6942  
972-998-7381

## Newsletter:

Ron Petrasek

214-385-0413

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## The President's Letter

Happy New Year fellow Moparites!

I'm not sure if I should thank the membership for electing me to serve as the 2019 President or plead insanity. I should have paid closer attention to what was happening at the club's Christmas party.

A big thank you to everyone who served in 2018. Frank Maxwell, aka as MoparMax, did an outstanding job of leading the DMC these last two years and has agreed to stay on and assume the position of Activities Director for 2019, a task for which he is very well suited.

Lee Elms has served as Secretary the last 3 years. She is such an asset to the Club and is the longest serving and active Club member. Enjoy your break as Secretary but don't go too far. Terry Lewis has graciously agreed to serve as Secretary for 2019.

Mike Boyd, Ron Petrasek, and Bob Ostrowski dutifully served as Directors. Mike has upgraded the Club's website with many features to better serve and communicate with the members at large. He has also rewritten the software used for registrations at the Mini-Nationals. Ron graciously accepted the position of Pentastar Editor and is doing an outstanding job. He always is seeking good input so keep those "cards and letters" coming his way with pictures and articles. Bob Ostrowski is the Club's resident artist offering his talent to the club. This may well be his last Autorama to show his talents as he will retire with over 18 years from the Dallas ISD this year and plans to relocate to his Arkansas property soon thereafter.

Brad Buttermore served as Assistant Treasurer the last two years and will serve as Treasurer for 2019. Brad's service and input to the club is truly appreciated. He is once again driving his 69 GTX after an engine rebuild and other upgrades.

We still need to fill the office of Vice President. The VP position is traditionally "project manager" for the Mini-Nats so we really need this position filled quickly as we start early in the year with planning.

Everyone that stepped up to serve at the 34th Southwest Mopar Mini-Nationals should take a bow. Jerry Reed, as Vice President did his usual magic in orchestrating a very well received and successful show. Enjoy your respite Jerry but don't wander too far away and get that Plymouth convertible complete and on the road.

Every organization requires people who are willing to serve in order for it to exist. Be thinking about how you can serve this year.

Bill

## Trivia Article

### THE HISTORY OF THE CHRYSLER MOTOR PARTS CORPORATION

Way back in 1928, Chrysler purchased Dodge with the intention of obtaining a larger plant to support Plymouth production.<sup>1</sup> At that time, Chrysler was the fourth-largest automobile maker in America. After the takeover, Chrysler prepared to meet customer demand as a dedicated parts supplier. In 1929, the official Chrysler Motor Parts Corporation was established for this purpose – what a mouthful!

From 1933 to 1937, the Chrysler Motor Parts Corporation (CMPC) tried to condense their brand name with a circle logo that surrounded the letters D, C, P, and D: representing Dodge, Chrysler, Plymouth, and DeSoto. Within the original logo, the “P” was the largest letter to depict the importance of the Plymouth brand.



In 1937, CMPC sales promotion manager Nelson I. Farley turned the tables by establishing the CMPC Activities Council to create new marketing and merchandising ideas. It was this Activities Counsel that was responsible for coming up with a newfangled acronym to market antifreeze: Mopar.

Instead of branding products with the long and often confusing Dodge, Chrysler, Plymouth, and DeSoto logo, Mopar made more sense. The Mopar name was trademarked soon thereafter with an accompanying logo created by Burke Bartlett for all CMPC products.<sup>2</sup>



**THE SLANG TERM MOPAR WAS USED IN ADVERTISING FOR CAR PARTS, SUPPLIES,  
AND EVEN THE CARS THEMSELVES**



The first Bartlett logo design featured the Mopar brand in bright purple as a downward pointing arrow. However, the design was vetoed by Nelson Farley as he disapproved of both the purple color and the arrow concept.

Logo design sketches continued; meanwhile, the Activities Council led by Farley came up with a camel character called Mr. Mopar. The character was intended to accompany the Chrysler float at the upcoming National Shriners Convention parade in Detroit. The float was constructed entirely out of engine parts and would be pulled by Mr. Mopar the Camel, led by a mechanical man called "Accy" (coined from "accessory").

Vern Dupuis was the brains behind the Accy character that first accompanied the Mr. Mopar Camel in the parade. Accy was eventually transformed into Mr. Mopar 11 years later when he was modified to speak and move. An updated version of the Mr. Mopar Robot even appeared on national TV.

Though the Mr. Mopar character was established, the Mopar logo was still left lacking. Nelson Farley finally approved an oval seal logo that was used from 1937 to 1947; at that time, the original logo was revamped with purple design features reintegrated. It may be hard to believe that a simple logo, a camel, and a robot character would play into the evolution of one of the most famous trademarks in automotive history. The early CMPC Activities Council think tank put their heads together to birth the original Mopar branding campaign that brought the renowned emblem where it is today.

### **MOPAR LOGO EVOLUTION: THE OMEGA M IS BORN**

Mopar hit a low in the 1940s. After World War II ended, Chrysler opted to drop its own distribution channels and use wholesale suppliers instead. But as sales suffered, Chrysler soon realized that using its own depot system could provide a steady sales channel, even in dire economic times.

Before 1960, Chrysler did not have a presence in what is known as the "aftermarket," referring to the overproduction of auto parts sold to independent distributors. Chrysler was drawn to the auto aftermarket to improve profit and provide sales stability. In a slump, the aftermarket proved lucrative since car owners were more likely to spend money on parts to maintain older vehicles as opposed to buying new cars.



### **CHRYSLER EVEN ESTABLISHED A MOPAR PERFORMANCE PARTS DIVISION TO HANDLE PART DEVELOPMENT.**

In 1964, Chrysler decided to forgo using wholesalers and instead relied on 18 depots for area, regional, and national supply. Within that same time frame, the popularity of 1960s muscle cars helped put Mopar on the map. Mopar came to represent high-performance auto parts produced by Dodge and Plymouth, as well as super-stock auto parts sold to drag racers.



With all of these changes under the Chrysler roof, it was time to give the Mopar label a second look. Chrysler opted to stop printing individual brands on the Mopar logo as of 1964, eliminating Dodge, Chrysler, Plymouth, and DeSoto from the symbol. The oval design was also nixed in favor of “MOPAR” listed in block letters with a larger “M” icon above.

This transformation in logo design paved the way for the “Omega M” emblem created by George Robinson. George Robinson, employed as a marketing manager of Chrysler, was asked to throw his hat in the ring and come up with a new logo for the rebranding of Chrysler packaging used in the auto aftermarket, beyond traditional dealer distribution. The new campaign required an updated logo for auto parts of all makes and models, not just Chrysler.

Reference the web: <http://www.buyautoinsurance.com/mopar/>

## Feature Car - Mechanics Day

### Recap of Dallas Mopar Club 2018 Feature cars

Brad Buttermore's 1969 GTX seven-year journey to refresh his Mopar. Body work, paint, engine rebuild, front end alignment parts along with dash board and interior refresh.

#### Before:



#### After:



Brad Buttermore's special thanks to Jerry Reed, Mark Faught from Abilene and David Whitacre all the way from Des Moines.



Robert Vaughan's hail damaged Belvidere II.0 (2.0) and lots of 50+ year old sheet metal needed TLC and two years of restoration. Robert learned to Never say "Never" because you'll revisit the "Never" one way or another.

### **Belvedere II.0 (2.0)**

**Before:**



**After 2+ year rebuild the Belvedere II.0 finally returns home. The Belvedere expensive parts were aquired from across the US with the help of Jerry Reed and Brad Buttermore assistance.**



***Finally coming home! November 2018***

## Membership in Dallas Mopar Club

### Time to Renew for 2019

Club membership for 2019 was due by the end of January in order to remain a member in good standing and to continue receiving the *PentaStar Press*. You can renew, or join, by going to the Club's website, [www.dallasmoparclub.com](http://www.dallasmoparclub.com), renew by mail or pay at one of the Club events. Thanks to those who have already renewed their membership.

The membership dues have remained constant for several years; Single membership is still \$25, and Family membership remains at \$40. Current members need not fill out a membership form for renewal unless a change is needed for membership information the Club has on file. Your email address is especially important as an email is sent out when the newsletter is posted on the website.

#### New DMC Board Elections:

- President. - Bill Bonney
- V.P. - Open
- Sec. - Terry Lewis
- Treas. - Brad Buttermore

## Dallas Mopar Events and Member Activities

### THE EVENTS LISTED BELOW ARE EVENTS ATTENDED BY MEMBERS

#### Upcoming Events

- **DMC Club Meetings**
  - **Monthly Member Club Meetings are 2:00 PM the second Sunday each month. We meet at Spring Creek BBQ 12835 Preston Road, Dallas TX 75230. We'll talk shop, share stories, announce events, and conduct club business.**



## Dallas Mopar Events and Member Activities

### Dallas Mopar Club Christmas party

December 1st for the DMC club Christmas party was held on December 1<sup>st</sup> at the Garland Senior Center. Dinner for all that attended with Brisket, chicken, sausage; 3 sides-Baked potato casserole, BBQ Beans & green beans, House salad Tea, and Lemonade. Followed by the annual white elephant exchange, Bingo and the 50-50 pull.







## The Dallas Mopar White Elephant Gift exchange

Lots of fun during the gift exchange with multiple items exchanging hands.





## Race Info

### Texas Muscle Car Club Challenge

FOR INFO CONTACT ROBERT VAUGHAN

972-988-7381 [REV383@YAHOO.COM](mailto:REV383@YAHOO.COM)



### Texas Muscle Car Club Challenge Racing Series.

*Come race with us!*

#### 2018 Race Schedule

[www.tmccc.org](http://www.tmccc.org)

Electronics, Outlaw, Super Pro, & Pro are all 1/8 mile

**Diapers are encouraged at all tracks**

#### SPRING RACING

25-Mar CHALLENGE LX- ENNIS

27-May [Texas Motorplex](#)

Make Up Ennis, TX

Gates open at 8am

Entry \$30.00 Spectator \$12.00

972-878-2641

22-Apr [The Big Country Raceway](#)

5601 West Stamford Street

Abilene, TX 79603

Gates open at 9am

Entry \$30.00 Spectator \$15.00

817-709-5868

5-May [Xtreme Raceway Park](#)

Saturday 1800 South I45 Service Rd.

Ferris, Texas 75125

**Gates open at 4pm**

Entry \$30.00 Spectator \$15.00

972-544-3724

10-Jun [Thunder Valley \(1/4 Mile\)](#)

10500 48th Ave. SE

Lexington, Oklahoma 73051

Gates open at 8am

Entry \$30.00 Spectator \$10.00

405-872-3429

24-Jun [Pine Valley Raceway](#)

3427 FM 2497

Lufkin, TX 75904

Gates open at 8am

Entry \$30.00 Spectator \$15.00

936-699-3227

#### FALL RACING

9-Sep [Wichita Raceway Park](#)

Wichita Falls, Texas

Gates open at 8am

Entry \$30.00 Spectator \$15.00

940-704-7420

28-Oct CHALLENGE LXI - ENNIS

[Texas Motorplex](#)

Ennis, Texas

Gates open at 8am

Entry \$30.00 Spectator \$12.00

972-878-2641

17-Nov **BANQUET**

#### 1/4 mile tracks

Electronics	1/8 mile
Super Pro	1/8 mile
Pro	1/8 mile
Outlaw Muscle	1/8 mile
King Muscle	12.00-12.99
Super Muscle	13.00-13.99
Street Muscle	14.00-15.49
Stock Muscle	15.50 & slower

#### 1/8 mile tracks

Electronics	all E.T.
Super Pro	6.99 & quicker
Pro	7.00-7.64
Outlaw Muscle	all E. T.
King Muscle	7.65-8.27
Super Muscle	8.28-8.91
Street Muscle	8.92-9.87
Stock Muscle	9.88 & slower

4/25/2018

## Mopar's: For Sale - Cars Wanted – Stuff

### 1966-67 Dodge Charger parts

**Brad Buttermore has some parts for 1966-67 Dodge Charger trim parts, a couple of sets of Headlight doors, a Hood, Deck Lid, Roof and Dog House for sale. Other misc. 66-67 charger parts as well. Contact Brad at 214-202-7480 or [Brad.Buttermore@cadallas.com](mailto:Brad.Buttermore@cadallas.com)**

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**Clint Cash has two Mopars for sale.**

- ☐ '68 Hemi Charger, \$115k,



- ☐ '70 Challenger RT/SE, \$89k.



**971-742-8191, email: [clintcash@gmail.com](mailto:clintcash@gmail.com)**

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**Jim Stigliano 214-544-2307 has a few items for sale:**

- 1987 Dodge Daytona Crab wheel with tire \$50
- 1969 Road Runner 2 taillights for \$50
- 1969 GTX Hardware for console \$50

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**Dallas Mopar Club Jackets** are available for DMC members to order. Contact Gabby at Unique Karz and Awards in Forney, TX to order yours.

All you need to do is contact her by e-mail: [Gabby1975e@Yahoo.com](mailto:Gabby1975e@Yahoo.com) or phone 469-632-6993. The jackets are \$45 and she takes credit cards.

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## Important Info from the Newsletter editor

Fellow Dallas Mopar Members, I wish to thank all those who sent articles to be in the newsletter.

I am planning to continue to be the newsletter editor but I do need your help. I need your input on what you would like to see in the newsletter.

If I don't get input, I cannot put it in the newsletter.

I need the following:

1. Feature Car
2. Tech article
3. Items for sale or trade
4. Pictures of events, parties, car shows attended
5. Anything you would like to have in the newsletter

Please send articles, pictures, your write-ups to:

Ron Petrasek @ [ripetrasek@msn.com](mailto:ripetrasek@msn.com)  
214-385-0413

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## Meeting Information:

Monthly meeting 2<sup>nd</sup> Sunday of each month at 2:00 pm, Spring Creek BBQ,  
12835 Preston Rd. SW Corner of Preston and LBJ

## BOARD MEETING INFORMATION

Board meetings are open to all club members: Board meetings are usually held 8:30 am at Charlie's Old-Fashioned Burger, 604 TX-78, Farmersville the Saturday before the Sunday monthly Club meeting and all members are encouraged to attend. Check the DMC website for any last-minute time or location changes.

Our sincere thanks go to Russel Hardin - Main 972-569-9650, Cell 469-337-06920 and the staff of **Chrysler Jeep Dodge City of McKinney** their support of the **Dallas MOPAR Club**



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