

Colorado Mopar is open to all persons of good character. Our motto is "*Friends Helping Friends*". We meet the first Friday of every month at 7:00 pm at the "Light & Life Community Church", 220 S. Yarrow, Lakewood CO



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

**This Month's Meeting: April 3, 2009**

**Colorado Mopar**  
1671 Tamarac St.  
Denver, CO 80220



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# Colorado Mopar Newsletter

March 6, 2009

**Next Month's Meeting Is  
May 1, 2009**

## Club Officers

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## Letter From the President

Well, we have seen the ever changing nature of Colorado Spring weather. This weekend trying to un-bury ourselves from the Spring Blizzard versus the week before we had a mini Sonic meeting at 72nd and Federal in 70 degree weather! Don't know if we are done with the snow but warmer days are popping up for us to get cars out of the Winter Hibernation. The 3rd annual Burt Dodge/Colorado Mopar show on June 20th (Saturday) and the 3rd annual Joint Southern Mopar Club and Colorado Mopar club picnic is set for June 28th (Sunday) at the Air Force Academy. Please mark your calendars for these two club events. The Burt Dodge show is a good warm up for our August Show at Gunther Toody's and is a money maker for the club too.

See you this Friday at the Meeting!

John Quinn  
2009 Club President

## Event Calendar

<b>April 3</b>	Colorado Mopar Meeting 7 PM at the Light & Light Community Church, 220 S. Yarrow St, Lakewood CO
<b>May 1</b>	Colorado Mopar Meeting 7 PM at the Light & Light Community Church, 220 S. Yarrow St, Lakewood CO
<b>May 3</b>	Wildlife Sanctuary in Hudson We will be meeting at the park and ride at 120th and HWY 25 at 9:00 leaving at 9:30 to arrive at approx, 10:30-11:00. After the tour of the wildlife park we will have lunch in Hudson at the Pepper Pod.
<b>May 24</b>	MOPAR picnic at TINYTOWN We will all meet at the Fort in Golden at 9:00, leave for TINYTOWN at 9:30 to be there at approx 10:00. Prices for admission into the park will be, \$4.00 for adults and \$2.00 for children, this includes the train.
<b>May 30</b>	5 <sup>th</sup> Annual Southern Colorado Mopar Festival The Southern Colorado Mopar Festival and Rocky Mountain LX Meet are now part of the Rocky Mountain Muscle Car Classic at PPIR. Visit <a href="http://rmmcc.com">rmmcc.com</a> for more information about this year's Classic
<b>May 31</b>	Mopar at Thunder Mountain Bandimere Speedway Morrison, CO Gates open at 8:30 am. Participants pay \$30, with Spectators paying \$13 at the gate. Children 12 & under are free with a paying adult. Discount coupons are available at participating Dodge, Chrysler, Jeep dealers along the Front Range
<b>Jun. 5 - Jun. 7</b>	12th Colorado Nationals, (Good Guys Show) Larimer County Fairgrounds (Budweiser Events Center)
<b>June 20</b>	3 <sup>rd</sup> Annual Burt Mopars Only Car Show, Presented By Burt Chrysler Dodge Jeep in conjunction with Colorado Mopar. Parker CO.
<b>June 28</b>	3rd annual Joint Southern Mopar Club and Colorado Mopar club at the Air Force Academy
<b>July 12</b>	2009 Road Rally There will be a \$5.00 sign up fee this year

**Remember your Club dues are due by the April Meeting!**

## The Evolution of a Trademark

When Chrysler bought Dodge in 1928, the need for a dedicated parts manufacturer, supplier and distribution system to support the growing enterprise led to the formation of the Chrysler Motor Parts Corporation (CMPC) in 1929. From 1933 to 1937, Chrysler Motor Parts featured a logo with the letters D, C, P, and D...for Dodge, Chrysler, Plymouth, and Desoto. This led to the Mopar trademark becoming one of the most familiar trademarks in automotive history. However, did you know that it evolved from a group of unlikely characters that included a genius, a camel and a robot?

The genius was Nelson L. Farley, Chrysler Division's sales promotional manager in the 1930s. Farley had established a "think tank" called the Activities Council, whose purpose was to brainstorm new merchandising ideas and report back to him.

In the spring of 1937, this activities council was working on the creation of a product name to put on cans of Chrysler Motor Parts antifreeze that was being used in their cars. The group, after many suggestions, came up with a simple name that would be easy to remember: a combination of the words motors and parts hence the word...MOPAR.

Now Chrysler needed a logo type for the trade name. The first attempt, created by a man named Burke Bartlett, was a bright purple logo arranged in a vertical arrow. Farley immediately rejected it because he didn't like the downward pointing arrow or the use of the color purple.

The next design became one of the most famous and distinctive trademarks of the century, the unique signpost of the Chrysler Parts Division.

The Activities Council then came up with a way to introduce the new acronym to the public. They created a character named "Mr. Mopar" who made his first debut in the form of a camel.

In 1937, the Shriners' national convention came to Detroit, and Chrysler Corporation's Parts Division was creating a corporate float for the opening parade. A camel seemed to fit right in. The float was made up of piston rings, cylinders, push rods, oil pans, etc. Of course, the camel needed someone to lead it.

A year or two earlier, a man named Vern Dupuis had made a small "mechanical man" fashioned out of parts. The group found this mechanical man, named him "ACCY," an abbreviation for accessory, and put him in front of the camel. An employee in full Moslem dress sat atop the camel and the float was a big hit.

Eleven years later, when Dupuis was in the Merchandising and Development Department, he modified "ACCY" into a moving and speaking robot and renamed him "Mr. Mopar." A later version of this robot made television appearances from coast to coast.

So what 's in a name? An entire history. If the name is "Mopar," it stands for "Motor" and "Parts" and quality engineering. The color of the name, like Chrysler, is always blue.

You know that the term Mopar came about by combining the words motor and parts, but what you may not know is that the development and growth of Mopar is quite a story.

1959-1963: Prior to 1960, Chrysler had very little involvement in what has been termed "the aftermarket," which is the overproduction of parts for sale to the independent parts distributors. Toward the end of the 1950s, Chrysler began to see the advantages of the aftermarket, and the opportunities it could provide. The aftermarket had a great profit capability, as well as market stability. Chrysler knew that during bad times, auto owners tended to spend more money to keep their older cars running, as opposed to buying new vehicles.

Along with penetrating the automotive aftermarket, in November of 1963, Chrysler announced plans for the elimination of all of its wholesalers. At this time, the Mopar logo continued to display the Chrysler models available.

1964-1971: The biggest problem at the time was that Chrysler dealers could not compete with the wholesalers because the wholesalers were beating their prices. The solution for Chrysler was to go back to the depot system used in earlier years. In July of 1964, a depot network was set up consisting of Area Depots, Regional Depots and National Depots, eighteen in all. By 1965, Chrysler parts were being distributed by two separate systems. The Dealer Parts Sales Group supplied Chrysler parts through Chrysler dealers and wholesalers, and the Independent Aftermarket Parts Sales Group distributed Mopar parts through franchised warehouse distributors, or WDs. The Mopar logo no longer displayed the model designations, and took on the Omega M that we see today.

1972-1984: Chrysler developed newer methods of distribution, inventory control and tracking systems, to name a few. With the widespread advancements happening in technology, Chrysler was able to meet supply and demand at a greater rate than that in earlier years. Wholesalers were out of the picture, and Chrysler only dealt with aftermarket parts through the dealer network. At this time, the Mopar Logo began featuring the well-known pentastar. In addition, the colors were updated to red, white and blue.

1985-1990: Chrysler continued to flourish, with the addition of American Motors Corporation (AMC), and expanded their parts operations. Also, Chrysler sponsored events such as drag racing presented an ideal form of recognition for Mopar. "Chrysler Corporation Genuine Parts" was incorporated into the Mopar logo, so as to differentiate genuine Chrysler parts from aftermarket and counterfeit parts.

Today, Mopar represents quality replacement parts for Chrysler, Plymouth, Dodge, Jeep and Eagle products. The tag line "Get Real. Get Mopar" tells customers that Mopar is designed to fit and work the best for all Chrysler Corporation Products.

(source: turbinecar.com)



# Want Ads

*Items will be listed for 2 issues of the newsletter and then will be dropped unless you call or email the editor to request an additional run of 2 more issues.*

Lee Shurtleff is selling his beautiful 1964 Plymouth Sport Fury. Standard bore 400 big block, 2 fours on low rise intake, recent valve job on cleaned up 906 heads, HP exhaust manifolds, recently overhauled 727 and 11" converter, 3.23 posi, HD suspension with super stock springs, front and rear sway bars, excellent black bucket seat interior, yellow exterior with nice paint and Weld Wheels. \$18,995

Gerad Richard is looking for a 1928, '29, or '30 Dodge Business Coup. If you know where one is for sale, Call Tony, Jared Richard. Let's help a young gun build his first Rod! 303-294-9898

Kevin Clapham has six Rallye Wheels, 14" with trim rings and the center caps from '72-74. Good condition! Tires on the wheels are in fair condition. Call Kevin for details.

Kevin also is selling a '90 Dodge D100. It is equipped with a 318 FI engine, A500 O.D., 2 wd and a camper shell. \$1200. Call 303-263-5247

Rick Clapham has a '64 A833 4 speed Transmission for sale. Call for price.

PARTING OUT: 1966 Dodge Coronet 440, 4 Door. Solid trunk floor, gas tank, nice interior, many other parts. CALL TONY 303-294-9898

Ryan Needs Patch Panels for his 1974 Charger

Tyson is selling the following: 4x4 727 Transmission for divorced transfer case, shift kit added, 20,000 miles, \$400; '73 - '76 Duster hood, \$80; Rear sump oil pan for 273-360 engines, \$30.

Tyson is also helping a person to sell a '64 Dodge Dart GT, 2 Dr, 273 Hi Performance with a push button 904 Auto Trans.

Tyson is in need of a good 360 engine.

Rich Oliver is in need of a S81 Steering Wheel that fits 1968 B Bodies.

FOR SALE: 1971 Challenger, original 318 & 904 auto. Stored 19 years. Runs good, new carpet, paint, seats, & trunk mat. Good brakes with silicone BF. Still needs some body finishing. \$13,000. John (for Karl) Tuthill, 303-279-8039

Set of TTI small block ceramic coated headers for sale. They are step headers 1 5/8" primaries to 1 3/4" secondaries with a three inch collector. They were bought for a small block engine going into a B or E body car. I am asking \$400 or offer. Keith Lundquist can be reached at: Cuda1970@q.com