



How Did We Get The Chevrolet “Bowtie”?



The Founders



Louis Chevrolet




William C. Durant



Mr. Durant's Recounting- It originated in Durant's imagination when, as a world traveler in 1908...

"I saw the pattern marching off into infinity as a design on wallpaper in a French hotel. I tore off a piece of the wallpaper and kept it to show friends, with the thought, that it would make a good nameplate for a car"

LOOK FOR THIS NAME PLATE



- IF YOU WANT -

STYLE **SPEED** **ECONOMY**
POWER **EASY RIDING**

ALL THIS FOR

\$750 For the Roadster - Touring Car **\$875**
f. o. b., Flint, Mich.

Will negotiate 12% on \$500 or 20% on \$1000 or more on high speed, and will make 100 miles an hour on the flat. It will run 22 miles on one gallon of gasoline. 1913 Chevrolet, 3000, 3500, 4000, 4500, 5000, 5500, 6000, 6500, 7000, 7500, 8000, 8500, 9000, 9500, 10000.

Please call for literature.

THE HENDERSON-ROWE AUTO CO.
Phone N. 4521 1127 14th Street N. W.

Washington Post - October 2, 1913

Washington Post—October 2, 1913



Mrs. Durant's Recounting- while reading an illustrated Virginia newspaper on vacation in 1912...

"We were in a suite reading the papers, and he saw this design and said, 'I think this would be a very good emblem for the Chevrolet'"



**All That's Good In Coal Left In,
All That's Bad Left Out!**





Margery Durant's Recounting- In My Father, written in 1929, is Margery's version of how her father designed the Chevrolet Bowtie...

"...my father drew name-plates on pieces of paper at the dinner table. I think it was between the soup and the fried chicken one night that he sketched out the design that is used on the Chevrolet car to this day".





October 2, 1913



US Patent office
Feb 17, 1914



Type Block 1920's



1960's



1940's



1930's



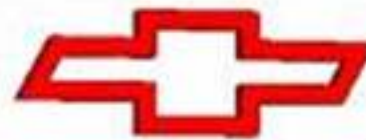
1920's



1970's



1980's



1990's



CHEVROLET

2000's

And That's the Rest of the Story



“Whatever the source, the Bowtie proved to be a recognizable winner, and is still the marquee of today’s Chevrolet.”

Margery Durant Green

