

Joe Pike

From April 1960 until his retirement in 1976, Joe Pike was editor of *Corvette News* and in charge of Corvette sales promotion. For those 16 years, he was one of the Corvette's main spiritual leaders. As the regional organization manager in Denver, he coordinated the National Council of Corvette Clubs and pioneered the Continental Divide Rally. His dedication caught Ed Cole's eye, and Pike was soon working at the Chevrolet Central Office. He was named assistant merchandising manager, promoting Corvettes with enthusiasm and devotion. "Pike didn't start the Corvette club movement, but many thought he had because he nurtured it so successtully," said Mike Antonick.