



# *the fifth wheel*

SEPTEMBER 2012

[HTTP://WWW.CORVAIR.ORG/CHAPTERS/LVCC](http://www.corvair.org/chapters/lvcc)

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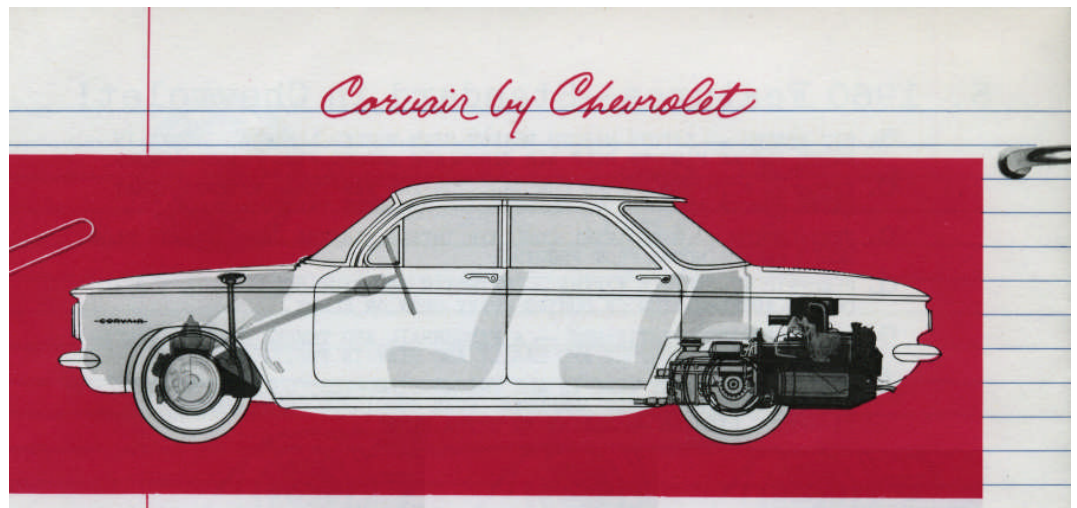
## *Selling the Corvair*

The Chevrolet Motor Division just spent a fortune developing this radical, new economy car and was wild with enthusiasm! But the dealers needed to be educated. There were so many unique and wonderful aspects of the Corvair! And so, not surprisingly, much of the educational materials for dealers consisted of technical literature.

In October 1959, the Chevrolet Engineering Center at Warren Michigan published a 72 glossy-page handbook named "1960 Corvair Features" which includes all the lovely see-through drawings and schematics that

are so familiar to Corvair enthusiasts. In the preface to this book, Harry Barr wrote, "The Corvair represents a break-through in compact car design. By starting with a clean slate, taking advantage of recent technological advances in automotive and allied fields, Chevrolet engineers have designed a new kind of car - one that meets a combination of requirements that as recently as five years ago would have been impossible to satisfy. The results, verified by over two million test miles, is a tribute not only to the technical skill but also to the vision, ingenuity and enthusiasm of those responsible for

*(Continued on page 2)*



*The Fifth Wheel* is published monthly by the Lehigh Valley Corvair Club (LVCC), Inc. We accept articles of interest to Corvair owners for publication. Classified advertising of interest to Corvair owners is available free of charge to all persons. Commercial advertising is also available on a fee basis. Please contact our newsletter editor, Allan Lacki for details.

LVCC is one of the many regional chapters of the Corvair Society of America (CORSA), a non-profit organization that was incorporated to satisfy the common needs of individuals interested in the preservation, restoration, and operation of the Chevrolet Corvair. LVCC caters to Corvair people who live in and around the Lehigh Valley Region of eastern Pennsylvania. This is a very special car club! LVCC dues are \$10 a year for CORSA members or \$15 a year for non-CORSA members.

its conception and ultimate design". The remaining pages of the book provide a thorough accounting of the Corvair concept, package, unit body construction, power trains, and optional equipment.

This was but one of several Chevrolet Motor Division publications that were distributed to dealers back in 1959 to familiarize salesmen with the Corvair's technical attributes. But by the end of the year, the campaign to educate dealers became less technical and more market-oriented.

In the early years, from 1960 to 1962, Chevy took the scatter-gun approach, offering a Corvair for just about every purpose and pocket book, from cargo-hauling Rampsides to economy-minded 500 coupes to air-conditioned Monza sedans to sporty turbo Spyderys. It was almost as if Chevy wanted to create a completely separate division of General Motors, with a full-range of vehicles to serve nearly the entire market. And Chevrolet encouraged its dealers to market the Corvair to a wide range of segments in the market.

Of course, priority number 1 was stemming the flow of customers to foreign car dealers. In May 1960, Chevrolet published a marketing pamphlet named, "Target for Corvair...", which pointed out that "Many foreign car owners have become dissatisfied with their little imported jobs. They've found them lacking in room and comfort, and too noisy for enjoyable driving ... So aim your Corvair selling at these prospects, your target for the Corvair-the 1,440,000 owners of imported foreign cars."

Another marketing pamphlet, published in December 1960, took aim at Corvair's American competitors; Rambler, Falcon, Valiant, and Lark. It points out that, "Corvair outclasses any car of its kind and is years ahead of its time." In contrast, "The Rambler American, Falcon, Valiant and Lark are scaled-down versions of conventional cars." It zeroed in hard on the Rambler American, saying, "The Rambler American is 'way out of date. It began life as the Nash

Rambler in 1950, with only some face lifting since then."

Chevrolet also encouraged its dealers to reach out to different segments of the public and to tailor its sales pitch according. For example, another of Chevy's marketing pamphlets, named, "Corvair...the Can-Do Car", gave suggestions on how to sell Corvairs to salesmen, farmers, construction workers, and other kinds of business people:

"Near the city, poultry farmers bring eggs and small-scale gardeners bring vegetables and fruit to the market. You'll find other prospects in the orchards, because Corvair can go right into the orchards for all kinds of errands."

"The general store owner in the country is a good Corvair prospect. These merchants pick up small items from their suppliers and later deliver to their customers' homes."

"In the country, the front luggage compartment comes in handy - to a farm machinery repairman, for example. He will find that his parts and tools are readily within reach while he is working. At night, as he works in the light from Corvair's four headlamps, the front compartment is even more handy."

The Corvair marketing strategy wasn't limited to men. "Sell Her Corvair...The Car that was made for the Woman Driver!" So says another Chevrolet marketing brochure published in

## In the city . . . on the farm

You'll find people who can use Corvair in their daily work both in the city and on the farm. Here are some good examples of Corvair prospects.

● Near the city, poultry farmers bring eggs and small-scale gardeners bring vegetables and fruit to the market. You'll find other prospects in the orchards, because Corvair can go right into the orchards for all kinds of errands.



The general-store owner in the country is a good Corvair prospect. These merchants pick up small items from their suppliers and later deliver to their customers' homes.

In the city, the pizza baker makes special deliveries. So do many drugstores and delicatessens. These stores depend on delivery for a good part of their business. And Corvair's pert appearance is good advertising, too.

*Corvair as Egg Hauler! From a 1960 Chevrolet marketing pamphlet.*



1964 CORVAIR MONZA CONVERTIBLE

*Stop in today and see why so many of our women owners are raving about their '64 CORVAIRS. One demonstration drive is all you'll need!*



Most of our women owners are simply wild about their '64 Corvairs. And their enthusiasm is quite understandable. Corvair is wonderful to drive and park. One reason: fingertip steering, so light and easy it's the next best thing to power steering—without the extra cost. And every '64 Corvair features smart, modern styling, attractive and easy-to-clean interiors and the kind of economical upkeep that's mighty nice to the purse. If you're a busy up-to-the-minute woman, Corvair is an ideal car for you. Stop in soon and take the wheel of one of our '64 Corvairs. One demonstration drive will convince you that Corvair rates your rave, too.

Wide Model and Color Selection

**HOMETOWN CHEVROLET** 

1234 Main Street Phone 123-4567

4 cols. x 8 inches

spend and spend it they do - on clothing, cosmetics, jewelry, cars, etc. As a Chevrolet dealer, you have the ideal car to appeal to these affluent women buyers - Corvair." The 1964 marketing package also pointed out that "Women inherit 80% of all life insurance and 68% of all estates"(!)

Over 2/3 of these multi-car families purchasing Corvair have incomes in excess of \$10,000 or more per year. They represent a vast sales and profit opportunity for every Chevrolet dealer, as you can see. And because these prospects usually want a car that is low in price and economical to operate as a second car, you have the perfect product to fit their needs - the fun-to-drive 1964 Corvair."

The 1964 Corvair marketing packet consisted of three folders; one folder for each of the three market segments described above. Each of the folders contains instructions and advice to help Chevy salesmen approach such customers when they came into the showroom.

"Young Set. The young set includes not only single males and females, but young married

The back panel of each folder contains the same message: "Start today to get your share of Corvair sales and profits. Listed below are several ideas to help you successfully merchandise and sell Corvair." And at the top of the list was this suggestion: "Organize and sponsor a Corvair Club. (Chevrolet will provide all the help you'll need, including a complete plans package with the necessary materials to get you started.)" And

March, 1960.

"She has a natural feeling for the finer, more compact Corvair design that, in her own mind, seems to point up her femininity...Today, women account for 30,850,000 of America's 80,850,000 licensed drivers. A Woman has a natural instinct to want to depend on a man. Today, you have the car to fit the wants and needs of these women drivers - THE CORVAIR - BY CHEVROLET!

After a few years, the focus narrowed considerably. Chevy's marketing packet for 1964 declared, "Basically, there are three distinct groups of prospects that offer you the greatest Corvair profit potential: women, the young set and multi-car households."

"Women. Women buyers offer an outstanding profit opportunity for Chevrolet dealers. Right now there are approximately two million more females than males in the country, and the percentage is increasing every year. Ten million American households are headed by women. And more women are working today than every before in history. These women have money to

couple as well. All studies indicate that one-half of the entire U.S. population will be under age 25 by 1965. And right now 34% of all Corvair buyers are under age 25. As time goes by, more and more of your prospects will be falling within this age group. Corvair, with its low initial cost, fun-car personality and sporty appeal, is a natural for these prospects."

"Multi-Car Families. Better than one out of five households in the U.S. now own two or more cars. And they account for 27.5% of all car-owning families, according to the latest U.S. Census information.

**'64 CORVAIR**  
YOUR PERFECT SECOND CAR



1964 CORVAIR MONZA 4 DOOR SEDAN

What do you look for in a second car? Low price? Economy of upkeep and operation? Or maybe smart, modern styling and easy handling are most important to you? No matter what your requirements, '64 Corvair is an ideal second car. Corvair's initial price is low, of course, but Corvair keeps right on pinching pennies for you as you drive, too . . . at the gas pump, in the maintenance department and at the trade-in mart. As for attractive styling—well, one look is all it'll take to convince you that Corvair is just as easy to look at as it is to drive. And the '64 Corvair handles like no other car, thanks to fingertip steering (rear-engine design does it). Stop in soon for a demonstration drive and get all the details.

Top Trades/Easy Financing/Stop in Today

**HOMETOWN CHEVROLET** 

1234 Main Street Phone 123-4567

4 cols. x 10 inches

# *Luxury & comfort*

## FEATURES OF CORVAIR

- Interior refinements include "thin-line" bucket-front-seat styling and a new 3-spoke oval steering wheel.
- There are three interior color choices in both the Corvair 500 and Monza models.
- A black interior is featured in the Corvair 500, while a new gold color is featured in the Monza.
- The optional instrument cluster contains an ammeter gauge, replacing the vacuum gauge used in 1966.
- All Corvairs have an all-vinyl interior, virtually flat floor, cigarette lighter, front door armrests, and foam-cushioned front seat.

*Misprint. Here is a snip from the 1967 Chevrolet Product Review Book, which announces an "optional instrument cluster" with an ammeter in place of the vacuum gage used in 1966.*

so, the seeds of today's CORSA chapters were sown...

Time went on, and Chevrolet stopped publishing marketing materials specifically for Corvairs. Corvairs were mentioned in sales guides covering the complete Chevrolet line of cars, but they weren't being "pushed" by the sales department any more. The division's increasing indifference to the Corvair is evidenced by their 1967 Chevrolet Product Review Book, which offers only two sentences of advice for dealers: "The typical Corvair buyer is above average in income and education and takes pride in owning a somewhat unconventional automobile. He is attracted to the Corvair because of the continental flair of its design and its unusual rear-engine placement."

With regard to Corvair features, the 1967 Chevrolet Product Review Book states, "The optional instrument cluster contains an ammeter gauge, replacing the vacuum gauge used in 1966." Of course, there was no "optional instrument cluster" after 1966, but an ammeter would have been a nice improvement had there been one!

Acknowledgement: The author would like to thank Dick Weidner, who has

collected a treasure trove of marketing materials that Chevrolet published for its dealers to instruct salesmen how to sell the Corvair. These marketing materials, which served as the basis for this article, describe Chevrolet's market research, the demographics, of car shoppers who would be most likely to purchase Chevy's rear-engine wonder.

## **Advice for Big Studs!**

Well, it finally came time to replace my 13 inch tires on "LeHeap", my beloved '66 Corvair. But 13 inch tires of the proper size are so hard to find these days! So, I bit the bullet and decided to "upgrade" to 15s. And naturally, this meant a purchase of not only 15 inch tires, but also 15 inch wheels.

Pennsylvania is hot-rodder paradise, and so there is no shame in installing a set of aftermarket wheels on an otherwise stock car like LeHeap. And so I decided to buy a nice set of machined one-piece aluminum wheels.

My first thought was to procure a full set of brand-new Halibrand Sprint wheels. But when I priced them out, I found that they would cost me more than LeHeap is worth!

Instead, I chose a set of Rocket-brand "Igniter" wheels, which are styled very much like the old Halibrand kidney-bean wheels from the early 1960s. By the way, the mid-engine Monza GT show car was equipped with Halibrand kidney-beans for a short while in 1962, before Chevy cast its own turbine-style wheels for it.

Coincidentally, while I was contemplating my choice in wheels, Bob Marlow from NJACE was offering a set of finned aluminum brake drums, so I snatched them up, too. Oooo! How nice those brake drums would look, peeking through the vent holes in those kidney-bean wheels!

And to make sure the ride would be perfectly smooth, I ordered a set of aluminum hub-centric rings, to make sure the new wheels would mate precisely to the hubs. (Some folks say lug-centric wheels are good enough, but I don't believe it).

Well, as the parts arrived, I made some trial fittings on Le Heap and I found that the stock wheel studs were a half-inch too short! The aluminum wheels and the aluminum brake drums are thicker than the original factory parts, and so, I would need to install a com-



plete set of 20 new wheel studs!

Not to worry! Wheel studs are a common commodity, and I learned that my problem would be solved if I simply replaced the stock Corvair studs with a set of stock Corvette studs. The Corvette studs are 1 3/4" long, providing the extra half-inch that I would need. My friendly local AutoZone sold me a set of Dorman-brand Corvette studs for a reasonable price; less than \$2.00 apiece.

Now, almost all the guys on the Corvair web blogs say that you can simply whack the old studs out of the hubs with a sledge hammer, without even removing the hubs from the car, but the idea of taking a sledge hammer to Le-Heap seemed too heavy-handed to me. Would it be possible to press them out, instead?

Apparently, some of the Mitsubishi guys have had the same concern, and a couple of them recommended using an inexpensive ball-joint removal tool sold by Harbor Freight, namely a "U.S. General 3/4 inch Forged Ball Joint Separator, Item # 99849". I never shop at the land-of-future-broken-tools-and-knuckles, and so it was with a bit of trepidation that I entered their local store in Reading, PA. But there was the ball-joint removal tool recommended by the Mitsubishi guys, sitting right there on the shelf! And it was a mere \$12 bucks! How could I go wrong?

So, I put LeHeap up on jack stands and got to work. I used the Harbor Freight tool with my 1/2" breaker bar on the front wheel studs, and they popped-out just fine! But the tool was no match for the rear studs. They were fused to

the hubs too tightly. And so, I resorted to the sledge hammer method after all.

But even the sledge hammer method came up short when it came to a few of those rear wheel studs. For a minute, I was beside myself. But then I had a brainstorm. I used the Harbor Freight tool in combination with the sledge hammer. First, I torqued the tool down as tightly as I could on the stubborn stud. Then, I whacked the tool with my sledge hammer. And that did the trick! Those stubborn studs shot out of the hubs, ricocheted off the brake baking plates, and when flying across the garage! One of them even emitted a mighty electrical spark! It was really cool!

You may be wondering how I pulled the new studs into the hubs. If you



*Popping out the old wheel studs with the Harbor Freight "Forged Ball Joint Separator".*



*Pulling-in a new wheel stud. The long breaker bar touching the floor prevents the hub from turning.*



*Wheel studs in. Brake drums on. The studs should align perfectly with the holes in the drums.*



*Author Lacki stares down LeHeap. "This better work or else!" Note the elegant garb...*

have an impact wrench, this is probably an easy job, but because I'm a manly kind of guy, (and too cheap to buy an air compressor), I did it with a breaker bar, old wheel nuts, and some structural-grade washers. (Structural washers, available at your friendly Fastenal store, are beefier than plain Grade 8 washers and are thus less likely to distort under pressure).

Simply insert the new stud through the back side of the hub, stack about a half dozen washers onto the shaft of the stud on the front side of the hub, grease the washers thoroughly, thread a wheel nut onto the shaft of the stud, and torque the stud into position. The stud is seated correctly when the head of the stud is flush with the back-side of the hub.

If you don't tighten the stud enough, you will fail to achieve a flush fit, and this will lead to the stud being crooked or even coming loose as you're driving down the road. But on the other hand, if you tighten the stud too much, you can snap it right off, before you even install the wheel.

This situation is not insurmountable. If you're using a breaker bar to tighten the stud, you can feel the point where the head of the stud becomes flush with the back-side of the hub. And, of course,

you'll be able to see that its flush, simply by looking at it. What I'm trying to say is that even us studly-kind of guys need a bit of sensitivity to do this dirty job right!

### ***Congrats to Larry Lewis!***

Larry Lewis bought Fred Scherzer's 1964 Spyder, drove it to the Coopersburg show, and won second place in the Corvair class, which consisted of ten show-worthy Corvairs. An instant prize for a very nice car!

### ***What, No Meeting Notes?***

Nope, not in this issue! We reported on our last meeting in last month's issue of "The Fifth Wheel!"

Don't forget our next meeting, scheduled for Wednesday, September 26 at the LANTA bus terminal offices in Allentown!

### ***NECC Update.***

The Sturbridge CORSA Convention has come and gone, so now, NECC is thinking about 2013. There is talk about doing the Corvair Olympics again, with time trials, drag racing, and autocross. Corvair racing will be alive and well next year. The Detroit Area Corvair Club has already announced that it will be running time trials during the Kalamazoo Convention, and several Corvair racers have announced their intention to run the Mitty Races once again.



**CAMARO 1969, CORVETTE 1982-60**

**Dorman Part # 610-259.1**

**Type : Serrated Stud**

**Thread : 7/16-20**

**Knurl Dia. : .475"**

**Length : 1-3/4"**

**Shoulder Length : 27/64"**

**Head Code :**

**Brand : Dorman - AutoGrade - Bagged**



### ***Corsa Gauge Plates.***

Here is something for you Corvair hot-rodders out there: Long-time Corvair enthusiasts, Seth Emerson of Silicone Wire Systems, is offering a kit that will enable you to easily install aftermarket gauges in your Corvair Corsa instrument panel. The following information is copied from the data sheet Seth was distributing at the Sturbridge CORSA Convention this summer:

Kit includes four separate plates: (1)



Speedo, (2) Tach, (3) Upper Center Gauge Pair, and (4) Lower Center Gauge Pair.

Fits 1965-1966 Corsa Instrument Cluster. (Will fit into 65-69 cars).

Parts are usable individually or in any combination. Upper pair and lower pair are replaced as a pair of gauges.

Instrument panel must be removed to install gauges. Plates retain the gauges from behind, pressing them up against the back side of the dash. Gauges are retained to plate by gauge mounting.

No cutting or modifications to the instrument panel are needed. Use original mounting screws. Cardboard tubes for the turn signals need to be re-

placed by shorter equivalents; plastic tubing works fine; to retain turn signal indicator lights.

Stock speedometer can be retained. Standard 3 3/8" speedo and tach gauges work fine, as well as standard 2 1/16" aftermarket gauges for oil, fuel, volts, etc.

Recommended Autometer Gauges:

- Tachometer P/N 2699 or 3991
- Mechanical Speedo P/N 2694 or 3992 (Mechanical speedos may read incorrectly)
- Electronic Speedo P/N 3688 (Consider using stock)
- Oil Pressure P/N 3327
- Oil Temp P/N 3348
- Fuel Gauge P/N 3314 (Uses stock sender)
- Volts P/N 3391
- Vacuum/Boost P/N 3377 or 8759.

Contact information:  
Silicone Wire Systems  
3462 Kirkwood Dr.  
San Jose, 95117-1549  
(408) 247-2237  
Sethracer@aol.com

## ***LVCC Classified Ads!***

**FOR SALE:** *Windshield for 1960-1964 Corvair Coupes and Sedans.* Clear, with tinted band on top. This relatively rare windshield, recovered from a 1961 Corvair, has no chips and no delaminations. Price: \$100. Call Scott Oberholzer at (610) 867-2846.

**FOR SALE:** *Windshield for 1961-1965 Forward Control Corvair.* Tinted throughout. Another relatively rare windshield, recovered from a Greenbrier, has no chips and no delaminations. Price: \$100. Call Scott Oberholzer at (610) 867-2846.

**FOR SALE:** *1966 Corvair Corsa Convertible.* 140 hp. 4-speed. Power top. Aztec Bronze exterior with black interior. All-new brake linings, brake lines, brake cylinders, DOT 5 silicone fluid, rear suspension bushings, and fuel tank. A very attractive car that needs some tender loving care. \$5,000. Contact Randy Kohler. (484) 239-2067. rjkvair@aol.com

### ***Mail Dues to:***

Lehigh Valley Corvair Club  
c/o Richard Weidner  
2304 Main Street  
Northampton, PA 18067

### ***LVCC Club Officers:***

President: William Remaly (570) 386-3578  
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Secr-Treasurer: Richard Weidner. Phone: (610) 502-1414 Email: rcwvair at rcn dot com  
Newsletter Editor: Allan Lacki. Phone: (610) 927-1583 Email: redbat01 at verizon dot net

# LVCC Calendar of Events!



## Saturday and Sunday, September 15-16, 2012 :::: Corvair Days in Hershey.

Hosted by Central PA Corvair Club at the AACA Museum, 161 Museum Drive, Hershey, PA. Events include Funkanna, AACA Scavenger Hunt, Model Display, People's Choice Show, Out Door Vending, and a Banquet on at Saturday at 5:00 PM.

### Saturday Schedule:

Registration ..... 8:00 AM till 12:00 PM  
 Outdoor Vendor Set-Up .....8:00 AM till 9:00 AM  
 Outdoor Vending..... 8:00 AM till 4:30 PM  
 Funkhanna Walk-Through..... 9:00 AM  
 Funkhanna .....9:30 AM till 11:30 AM  
 Show Field Closes ..... 12:00 PM  
 People's Choice Voting Begins... 12:00 PM till 3:00 PM  
 Scavenger Hunt Begins ..... 1:00 PM till 3:00 PM  
 Awards Presented ..... 3:30 PM  
 Social Hour.....4:00 PM till 5:00 PM  
 Banquet..... 5:00 PM

### Sunday Schedule:

Registration.....8:00 AM till 12:00 PM  
 Show Field Closes ..... 12:00 PM  
 People's Choice Voting Begins.. 12:00 PM till 3:00 PM  
 Awards Presented .....3:30 PM



## Wednesday, September 26, 2012 - Monthly LVCC Club Meeting.

Regular LVCC Club Meeting. 7:30 PM at the Lehigh and Northampton Transportation Authority (LANTA) office building in Allentown, Pennsylvania. The LANTA building is located at 1060 Lehigh Street Allentown, Pa 18103.

### Directions:

From I-78: Take Exit 57, Lehigh Street. At the end of the exit ramp, go east toward the City of Allentown. Follow Lehigh Street of approximately 2 miles - past the Parkway Shopping Center on the right and Faulkner Volkswagen on the left - until you reach the LANTA entrance on your left. It is at the intersection of Lehigh and South Howard Streets, right across from a Hess service station. Drive around to the auto parking lot and enter through the office entrance. Our meeting room is on the second floor.

## October 1, 2012 ::: Living Branches Car Show.

Lansdale, PA - Saturday - 1st annual Dock Woods Car Show at the Dock Woods Campus. Show hosted by the Dock Woods Classic Car Club 9:00 am - 3:00 pm. Show open to ALL Old Car owners with Antique, Modified, and Muscle Car . Registration \$5.00 and all proceeds will be used to support the Living Branches Foundation which helps to provide financial assistance to residents struggling to pay their care at Living Branches. Trophies for 1st and 2nd will be awarded to the top two cars in each class. 215-368-4438 ext 44227

## October 3-7, 2012 :::: Fall Carlisle Flea Market and Collector Car Auction.

Carlisle, PA. Showcasing antique, collector and special-interest vehicles at the Fairgrounds 1000 Bryn Mawr Rd zip: 17013. e-mail: info@carsatcarlisle.com or www.carsatcarlisle.com 717-243-7855 Fax 717-243-0255

## October 10-13, 2012 :::: Fall AACA Eastern National Meet and Giant Flea Market.

Hershey, PA - Fall AACA Eastern National Meet and Giant Flea Market, Car Show is Saturday "THE GRAND-DADDY OF THEM ALL!" <http://www.aaca.org/> 717-534-1910

## October 13, 2012 :::: 2nd Annual Easy Does It (EDII) Car Show & Swap Meet.

Leesport, PA - At 1300 Hilltop Road Rain Date: October 20 . Directions from 222 take 183 North to 2nd traffic light (CVS Pharmacy) turn left to 1st stop sign turn right to 2nd stop sign right onto Hilltop Rd event across from the New Reading Fairgrounds entrance. Dash Plaques to the first 150 entries, refreshments available. Registration 8:00 am - 9:45 am, Show 10:00 am - 4:00 pm. Pre-Registration \$10.00 by May 1st after and day of show \$15.00. Checks payable to Easy Does it Inc. co Easy Does It inc. 1300 hilltop Road Leesport PA 19533. Brad Reinert e-mail: breinert9@frontier.com or www.easydoesitinc.org 610-401-3348

**Next Membership Meeting: Wednesday September 26, 2012**