

Designing the Corvair announcement ads

Harry Borgman

When I decided to leave Campbell Ewald I was immediately rehired as a freelancer to work on a top secret project, the announcement ads for the Corvair. CECO even set me up in a special office in the GM building. I couldn't let anyone in my office or tell anyone just what I was doing. The CECO employees frequently ran into me and were very curious as to what I was up to. What was I doing in the GM building every day after I had just quit CECO? This project was so secretive that when I had to have type set I used two or three different typesetters, breaking up the headlines so that they made no sense, then reassembling the words later. I was also frequently in the CECO offices which made the whole thing more mystifying to the art directors and others. I can't remember the time frame but it went on for two or three months I believe. I have always been heavily involved with drawing cartoons and that was the direction I took in designing these ads. It was a fun project and a great way for me to launch my freelance career.

HERE IT COMES!
Corvair
NEW COMPACT CAR BY CHEVROLET

AMERICA'S ONLY CAR WITH
THE TRUNK UP FRONT (MUCH
EASIER CURB-SIDE LOADING
WHEN YOU'RE ANGLE-PARKED!).



COMING FRIDAY, OCT. 2
See it at your local authorized Chevrolet dealer's

ON ITS WAY!
Corvair
NEW COMPACT CAR BY CHEVROLET

AMERICA'S ONLY CAR WITH A
PRACTICALLY FLAT FLOOR (SO IT
SEATS 6 WITH NEW LEG ROOM
FOR ALL!).

COMING FRIDAY, OCT. 2
See it at your local authorized Chevrolet dealer's

HURRYING YOUR WAY!
Corvair
NEW COMPACT CAR BY CHEVROLET

BEAUTIFULLY
BALANCED FOR
PRECISE, SURE-
FOOTED STEERING

(and there's no need
for power steering!)

COMING FRIDAY, OCT. 2
See it at your local authorized Chevrolet dealer's

COMING SOON!
Corvair
NEW COMPACT CAR BY CHEVROLET

AMERICA'S ONLY CAR WITH
THE ENGINE IN THE REAR
(WHERE IT BELONGS IN A
COMPACT CAR!).

COMING FRIDAY, OCT. 2
See it at your local authorized Chevrolet dealer's

YOU'VE GOT A THRILL COMING!
Corvair
NEW COMPACT CAR BY CHEVROLET

AMERICA'S ONLY CAR WITH
THE ASTONISHING SOFTNESS
OF COMPLETE INDEPENDENT
SUSPENSION AT ALL FOUR WHEELS!

COMING FRIDAY, OCT. 2
See it at your local authorized Chevrolet dealer's

IT WON'T BE LONG NOW!
Corvair
NEW COMPACT CAR BY CHEVROLET

NEARLY
3 FEET
SHORTER
FOR EASIER
HANDLING
AND PARKING!

COMING FRIDAY, OCT. 2
See it at your local authorized Chevrolet dealer's

WAIT TILL YOU SEE IT!
Corvair
NEW COMPACT CAR BY CHEVROLET

AMERICA'S ONLY CAR WITH
AN AIR-COOLED ENGINE
(NOW YOU CAN
FORGET ABOUT
WATER AND
ANTIFREEZE
FOREVER!).

COMING FRIDAY, OCT. 2
See it at your local authorized Chevrolet dealer's

Tucson Corvair Association



Established 1975

The Corvairsation is a monthly publication of the Tucson Corvair Association, which is dedicated to the preservation of the Corvair model of the Chevrolet Motor Division of General Motors. The Tucson Corvair Association is a chartered member of the Corvair Society of America (CORSA) as Chapter 857.

Membership dues are \$15 per year for individuals and \$18 for families. Initial dues are \$19 for individuals and \$22 for families (includes name tags). Make checks payable to the Tucson Corvair Association.

Change of Address: Report any change of address or phone number to the Membership Chairperson. Do not report such changes to the Corvairsation Editor.

CORSA membership dues are \$38 per year (\$76 for 26 months) and include a subscription to the CORSA Communique, a monthly publication. CORSA memberships is not required for membership in the Tucson Corvair Association, but is highly recommended. See any TCA officer for more information.

Classified ads are free to members and \$3 per 4-line ad for non-members. Deadline for materials submitted for publication is the 10th of the month.

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TCA 2010 Events at a Glance

Wed, Aug 25 **Regular Monthly Meeting.** Parking Lot Bull Session at 6:30 pm. Meeting starts at 7:00pm. Golden Corral, 6865 N Thornydale Road (just south of Ina).

Sat, Sep 4 **Cars & Bikes at the Vista.** Vista Park, Bisbee, Arizona. A show benefiting the Boys & Girls Club of Bisbee. Meet at the Triple T on I-10 and Craycrpft at 7:00am.

Sat, Sep 25 **Run to Kitt Peak.** A peronalized tour of the telescope facilites by club member Bob Moulton. It's about an hour drive up with a 3-hour tour. We'll meet at the McDonald's near the corner of Kinney and Ajo at 9:30am. We'll depart at 10:00 sharp. **Bring a sack lunch!**

Wed, Sep 29 **Regular Monthly Meeting.** Parking Lot Bull Session at 6:30 pm. Meeting starts at 7:00pm. Golden Corral, 6865 N Thornydale Road (just south of Ina).

Sat, Oct 16 **4th Annual Classics of Tucson Car Show.** Let's get those Corvairs ready for another greqat showing!

NEW MEETING PLACE

Starting with the August meeting, the Tucson Corvair Association will begin meeting the GOLDEN CORRAL located at 6865 N Thornydale Road just south of Ina. It is hoped that the change will offer better meeting facilities as well as an improvement in food quality.

K & R Corvair Parts and Repair



Specializing early model parts with many late model parts available. Repair service for all years. Call Ken at 520-661-5716 or Ron at 520-891-7542.

July Meeting Minutes

Minutes from the TCA regular monthly meeting held July 28, 2010 at 4380 E 22nd Street, Tucson Arizona.

Members Present: Dave Lynch; Patrick Lynch; Ken Farr; Heidi Farr; Don Robinson; Ron Bloom; Lynn Bloom; Van Pershing; Bill L; Chris Cunningham; Bob Moulton; Barry Cunningham & Ryan Green.

President Ken Farr called the meeting to order at 7:26pm.

Approval of the Minutes for June: Motion to approve the June minutes was made by Don Robinson, seconded by Ron Bloom and unanimously approved.

President's Report: Ken announced a \$20 donation had been made to the club by a personal friend in lieu of payment for some bolts furnished gratis by Ken. A call for an estimate of likely participants in the August mid-month activity, a run to Summerhaven, was made and though few members planned on attending the activity is to be made as planned. The September 4th club run to Bisbee conflicts with the annual TCC show. No resolution to the conflict was discussed. The monthly board member meeting will be held at Ken's home at 7267 South Badger Canyon Drive at 6pm on Thursday, August 5th.

Vice President's Report: Lynn was not present and no report was made in her stead.

Treasurer's Report: Treasurer Barry Cunningham reported that due to his absence at the prior membership meeting this month's report included activity from both May and June. The opening

balance for May was \$2,769.53 and ending balance for the month of June of \$2,695.37. Primary income was generated through payment of membership dues and sales of raffle tickets.

Raffle: No prizes; no raffle.

Tech Talk: Dave Lynch voiced some concerns about the damage to his air filter that occurred during its time in storage at the Last Chance Garage.

Miscellany: A card, wishing a speedy recovery in his impending surgery was signed by all TCA members present and presented to Bob Moulton. Dave Lynch hosted a slide show of his Afghan adventures in tandem with tales from the NATO base where he works searching vehicles for explosives with his partner, a bomb detecting German Shepherd. Van made available for browsing a book he had recently received chronicling the history of the Yenko called: Yenko - the Man the Machines, the Legend authored by Bob McClurg after seeing it featured on the Tonight Show with Jay Leno.

Adjournment: Motion to adjourn was made by Ken Farr at 7:50 and seconded by Barry Cunningham. Motion to adjourn was passed.

Respectfully Submitted,

Ryan Green
Recording Secretary

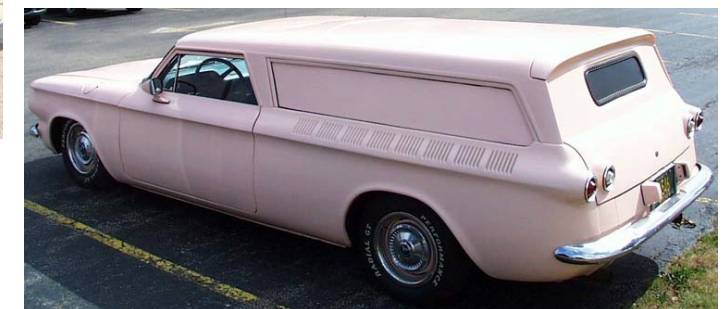
Hardtop for an early convertible



courtesy of 4carbcorvair (corvairforum.com)

CUSTOM CORVAIRS - An internet seach

A few minutes of surfing the net yeilded a plethora of interesting Corvairs. There is no limit to what can be done with a Corvair and ton of money. These are just a few of what can be seen. They didn't come with any explanations but they are still fun to look at.



MORE CUSTOMS....



These pictures were posted on www.corvairforum.com



Monthly Newsletter - August 2010 - Vol. 35, No. 2
Corvair Society of America Chapter 857



Regular Monthly Meetings are held on the Fourth Wednesday of every month with a bull session starting at 6:30pm with the meeting starting at 7:00pm.

The November meeting is held on the third Wednesday. The December meeting is our annual Christmas party with the time and place to be announced.

NEW MEETING PLACE:

Golden Corral, 6865 N Thornydale Road (Ina and Thornydale), Tucson, Arizona.



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August 2010

Volume 35, Number 2

