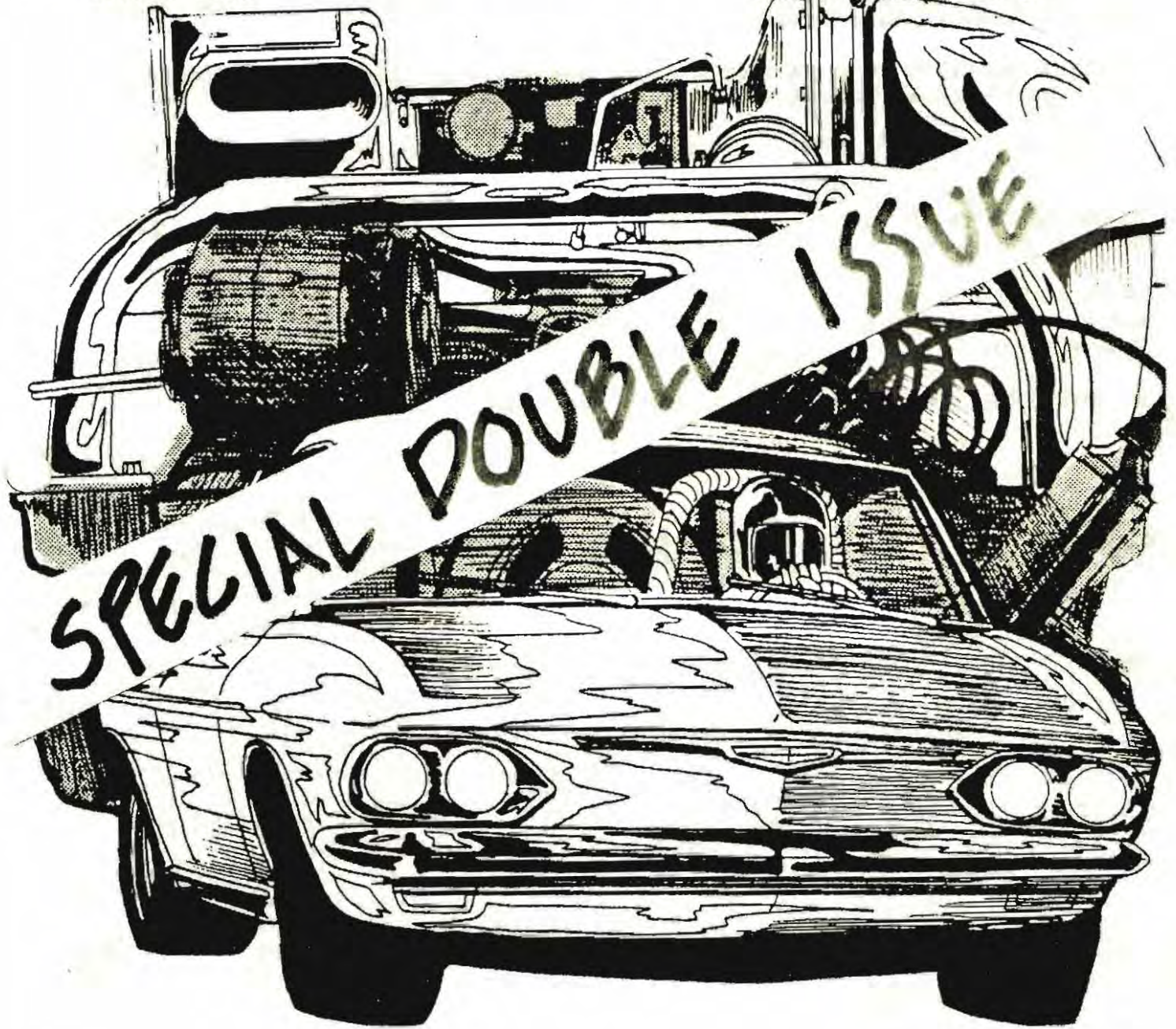


Corvairisation

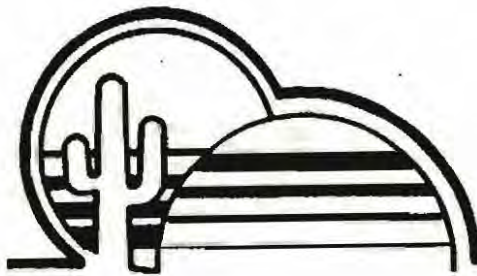
TUCSON CORVAIR ASSOCIATION
AUGUST 1985

TUCSON, ARIZONA
VOLUME 11 NUMBER 5



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What Really Killed the Corvair



TUCSON CORVAIR ASSOCIATION

CORVAIRSATION is a monthly publication of the TUCSON CORVAIR ASSOCIATION, which is dedicated to the preservation though restoration of the Corvair model of the Chevrolet Motor Division. The Tucson Corvair Association is a chartered member of the CORVAIR SOCIETY OF AMERICA (COSA).

MONTHLY MEETINGS are held on the 4th Wednesday of each month except December, and one technical/social event is planned for each month except July and August.

MEMBERSHIP DUES are \$10 per year payable to the TUCSON CORVAIR ASSOCIATION through the membership chairman.

COSA MEMBERSHIP DUES are \$22 per year and include a subscription to the COSA Communique, a monthly publication. Membership applications are available from either the Membership Chairman or the Treasurer.

CLASSIFIED ADS are FREE to all TCA members and are \$1.00 per line to others. The deadline for all materials submitted for publication is the 10th of the month. Mail or deliver all materials to the Corvairsation editor.

BUSINESS MAILING ADDRESS: P.O. Box 50401, Tucson AZ 85703

Wheel & Spokes

PRESIDENT

Mark McKenna
3726 S. Pantano Road
Tucson AZ 85730
(602) 745-9209

VICE PRESIDENT

Larry Dandridge
1003 N Perry
Tucson AZ 85705
(602) 792-9724

TREASURER

Alan Atwood
4287 N. Lumberlost Place
Tucson AZ 85705
(602) 888-4433

RECORDING SECRETARY

Sherril Roberts

(602) 886-7628

MEMBERSHIP CHAIRMAN

Carole Sanford
1710 S. Ceylon Place
Tucson AZ 85748
(602) 885-9214

LIBRARIAN

David Martin
820 E. Adelaide Drive
Tucson AZ 85719
(602) 884-7785

BOARD OF DIRECTORS

Van Pershing, Bob Gay,
Carole Sanford, Corvairsation
Editor, and current officers.

BOARD MEMBER AT LARGE

Pat Bender
1025 E. Windsor
Tucson AZ 85719
(602) 888-2224

CORVAIRSATION EDITOR

Van Pershing
4842 N. Paseo de las Colinas
Tucson AZ 85745
(602) 743-9185

MARK'S REMARKS

The August meeting will feature a Clark's Corvair Parts slide presentation on interior restoration. Included, will be a Clark's Gift Certificate which will be included in the regular raffle.

Our Club has been asked by Jim Click Nissan to participate in a classic car show, on Saturday August 31st. The dealership plans to raffle off a late model Corvair. We need at least 15 clean Corvairs. So if you are interested in entering your car in this event, and we need your support, let me know at the August meeting.



If you are having difficulties locating a Corvair part, you might try calling this TOLL FREE number:

1-800-633-3637

This number reaches the nationwide Chevrolet parts locator. You provide the correct group and part numbers from a GM parts catalog, and the locator computer can tell you if the part is available and where. The computer contains inventories for Chevrolet dealers and warehouses around the country.

The Regular Meeting of the TCA was called to order by President Mark McKenna at 7:32 P.M. at Picadillys Cafeteria at 6767 E. Broadway, Tucson, AZ on Wednesday, July 24, 1985.

New members and visitors were introduced and welcomed.

Remember to sign up for Casas De Los Ninos Show. We now have 15 spots reserved. Contact Mark. Don Robertson has tickets for sale for drawing.

Ed Sanford discussed the judging at the MiniConvention. He is waiting for the forms to be sent to him. Has been advised that they will soon be here. We still need a few volunteers.

No merchandise tonight. Will be at the next meeting.

Reminder that there is no Mid-Month activity for August. See further information regarding up-coming events in the Corvairsation.

There will be a Cruise on August 24th. This is for all "oldies" and Bill Keller invited our club to attend. More information regarding this event in the Corvairsation.

Have you paid your dues? Contact Carole Sanford.

Reminder to pay for meals during meeting at the break.

Break

After break, door prizes were awarded which were donated by TCA and Sheri Roberts. Winners were: Ed Sanford, Mike Hayden, Pat Bender, Jim Wright and Alan Attwood.

Prizes for the Auto license are now being handled different. When you drive your Corvair, your license number is put into a bag. Each time you drive to a meeting, you get another ticket. One is drawn at each meeting. All tickets stay in bag. More times you drive to a meeting, More chances you have to win a prize.

Buy, sell, trade and tech tips discussed.

Bill Keller presented a slide show on the Great American Car Race. Saw some beautiful old autos. Very interesting slide presentation.

Meeting adjourned at 8:45 P.M.

Respectfully submitted,





Casa Car Show '85

Sunday, October 13, 11 a.m.

Reid Park, Tucson, Arizona

GRAND DOOR PRIZE

1932 Ford Roadster Streetrod

Arizona's Largest Special Interest Car Show

Over 450 Cars on Display!

Over 50 other Door Prizes including

One Night, Deluxe Room for Two
Breakfast Courtesy of
Westward Look Resort

Two 6-Month Memberships
From All-American Nautilus

Window Tint Valued at \$100
Courtesy Thermal Controls

Sharp Portable Stereo
Courtesy Appliance TV City

Mongoose Expert Bicycle from
Morrison Bicycles

San Carlos, Mexico
Weekend for Two
Courtesy RC World Tours,
Rama Mexican Insurance and
Ajax Rent-a-Car — Specializing
in Rentals to Mexico

Hanimex Camera Outfit from
Scott Photo

Santa Rita Exchange Club
Cotton Candy

Two-hour Limousine Service
From Classic Limousine Service

Red-Eye Trip for Two to Las Vegas
Courtesy of Grayline Tours

10 Complete "Make-Overs"
Haircut, facial, make-up for women
Courtesy of Great Waves Salon

Pueblo Optimists
Refreshments

Also — Sunday, October 13

Palo Verde Kiwanis Pancake Breakfast

Begins 8 a.m. at Ramada #5 next to Casa Car Show

Tickets for breakfast available for donation of \$2.50.

Proceeds benefit disadvantaged children.

Door Prize Tickets available for a donation of
\$1 each or family packet of 6 for \$5

Door Prize Drawing at 5 p.m., October 13

Winner need not be present.

All proceeds benefit Casa de los Niños and its care for children in crisis. Children in crisis include those from families with emotional, financial or medical crises, as well as abused, abandoned and neglected children.

For tickets and information, call

624-5600.



Casa de los Niños

Proceeds from the Casa Car Show help keep the doors of the Casa open twenty-four hours a day, seven days a week to children in crisis.

Who are children in crisis? Children whose families need time to resolve an emotional, financial or physical crisis and need a place for their children to be cared for in a homelike atmosphere — and abandoned, neglected and abused children.

These children are cared for — without charge — until parents and families can resolve their crises.

Casa stands ready in crisis situations to prevent abuse and potentially harmful situations for children. Facilities at Casa de los Niños now include: Casa A, providing care for children newborn to three years of age; Casa B for children three to eleven

years and Casa C and the Casa C Annex which offer a temporary home to parents and children in crisis situations.

In addition, Casa provides short-term foster care through its Foster Care Program and the Parent Aide Program which makes available supportive friends and role models to parents having problems.

Casa de los Niños is a community project — founded by Sister Kathleen Clark, R.N., and is supported by volunteers and public contributions. The Casa Thrift Shops, 2719 N. Campbell and 708 E. Prince Road are also supported by volunteers and donations and their proceeds also help to keep the doors of the Casa open to children in crisis.

Join everyone at the Casa Car Show — because of you Casa cares!

— because of you
Casa Cares!

CORVAIR INTERIOR RESTORATION

Special Presentation at the next club meeting on August 28th!!!

- 1) Colored slides and narrative cassette tape
- 2) Suggestion of topics that your members might want to elaborate on after the slide show.
- 3) Sample boards of all our reproduction materials - headliner, cardboard, padded dashes, upholstery, carpets.
- 4) Samples of an early and late door panel reproduction (which the Club can award after the program)
- 5) The colored slide program gives an indepth tour of our complete interior manufacturing facilities including:
 - die cutting of interior parts
 - embossing of upholstery and door panels
 - production of upholstery, headliner, top boots
 - additional hints on installation of some of these items
- 6) Copies for each member of our installation instructions for upholstery, headliners, door panels, padded dashes, and carpets.
- 7) A Gift Certificate that can be awarded at the Club meeting for a 1960-69 car carpet
- 8) Coupons that can be given to each member attending giving them 5% off all interior items ordered on (1) order during 1984
(The coupon is worth 10% if interior order exceeds \$500.00)

THE INLAND EMPIRE CORVAIR CLUB PRESENTS THE

8TH ANNUAL GREAT WESTERN FAN BELT TOSS AND SWAP MEET

NOVEMBER 1st, 2nd, & 3rd, 1985 -- ANGEL STADIUM -- PALM SPRINGS, CALIFORNIA

The Inland Empire Corvair Club extends an invitation to all CROSA members and Corvair Friends to join us in what once again promises to be a fun filled weekend. The entire Angel Stadium has again been reserved for our Corvair pleasures. RVs and campers may reserve a space on the grass field to stay Friday &/or Saturday night (No hook ups, but water is available) - \$5 fee per night. Motel rooms will be available Friday & Saturday nights at the QUALITY INN or the RACQUET CLUB with special discount rates, but ONLY if advanced reservations are made through IECC.

The festivities will begin Friday evening with a Welcome Party from 5:00 to 7:00PM in the Convention Center at the Quality Inn. Lots of Corvair talk, hors d'oeuvres and a no-host bar.

See Alan Atwood @ the next Club Meeting for an application blank
or call him @ 888-4433

The extra page *Hobbies*

The Times-Herald, Thursday, Feb. 7, 1985

C13

Corvair: Car of the past just won't die

SHELBURNE, Mass. (AP) — Twenty years after Ralph Nader launched the modern consumer movement by calling the Chevrolet Corvair unsafe at any speed, the rear-engine economy car is alive and well. Just ask Cal and Joan Clark.

In the 12 years since the Clarks began a mail-order Corvair parts business at their home, they have expanded their operation to a five-building complex employing 31 people full time.

"We still get five to 10 catalog requests a day," said Cal Clark.

At least one-quarter of the 2 million Corvairs made between 1960 and 1969 are on the road, he estimated.

"With the price of new cars, a lot of people who stashed them in their back yards are bringing them out now," said Mrs. Clark. "They are still cheaper to insure and better built than a lot of new cars."

The Clarks' customers range from "little old ladies and high school kids" to doctors, airplane pilots, General Motors executives and "a banker from Venezuela who calls us every year, just to say hello, even if he doesn't want to order anything," she said.

As a collector's item, a vintage Spyder or Monza, two Corvair variations, costs about \$4,000 to \$5,000, Clark said, noting that a Corvette from the same era normally "starts around \$10,000."

"Part of the enduring appeal of the Corvair is due to the baby boom generation that was growing up during the 1960s and remembers the Corvair as the car they had then," Clark said. "But a lot of people think the cars and the times before we had to worry about gas shortages and pollution were neat."

"Unsafe At Any Speed," Nader's 1965 book that criticized the Corvair's handling faults, has hardly affected the car's popularity, Clark said.

"If anything, a lot of people who bought Corvairs have felt maligned all those years and there's an attitude of I'm going to show him (Nader)," Clark said. "What really caused the demise of the Corvair was not Nader, but the Ford



In 12 years the Clarks have created a thriving mail order business in Corvair parts.

Mustang. Horsepower was the big thing then and nobody cared about gas mileage."

In a recent telephone interview, Nader said "once in a while" he still encounters Corvair loyalists, who give him an earful.

"It's turned into quite a collector's item. I ran into one man who has 100 of them," the consumer advocate said. "I don't think they are making a statement. It's just part of the whole hobby world. People will collect boxtops, beer cans — anything."

But 20 years later, Nader still had a word of advice for people thinking about buying an old Corvair.

"They ought to be concerned about carbon monoxide," he warned. "There were problems with the heater exchange in the 1960 to 1969 models. General Motors issued a warning that owners should take the car back to the dealer for repairs. But at the time the owners had to pay to get it fixed so I don't know how many bothered."

The Clarks got into the Corvair parts business when they spotted a black 1964 Spyder Coupe with turbocharger in a snowbank and bought it for \$50.

In restoring the car, they grew so familiar with available Corvair parts that friends soon began ordering their parts through them rather than

through local dealers. During Christmas vacation in 1973 — Clark was then a high school science teacher — the couple placed a small advertisement in some car magazines and sent out a mimeographed list of 150 parts.

"Nobody is more surprised than I am that we are still at it 12 years later," Clark said. "The first response we got was on Feb. 1 from a lawyer in Buffalo, and I remember getting the envelope from the mailbox and thinking 'Oh, no, we must have done something illegal.' But he just wanted to place an order."

The three-page list has grown into a 400-page catalog mailed to 12,000 customers last year and an inventory of more than 4,500 different parts from more than 300 suppliers. Some of the parts, such as high-temperature seals and gaskets and replacement upholstery, are turned out on their mini-assembly line in this isolated hamlet of 100 people in the Berkshire Hills.

Three years after starting the business, Clark quit his teaching job; by 1979, the parts firm had outgrown the couple's home. Two years later, Clark hired his father, Cal Clark Sr., a machinist, who had spent 30 years in local tool-making plants, to help design the machinery needed to turn out parts no longer on the market.

"My 86-year-old grandmother also still helps out, stuffing envelopes," he said.

The Clarks also provide a telephone hot line that offers technical assistance to amateur mechanics. "Sometimes people are surprised to hear a woman's voice," said Joan Clark, who takes her turn at the phones. "But after you've torn down a few engines you get to learn the stuff."

Although the couple has started a high-speed printing business aimed at the cottage mail-order industries that dot western Massachusetts, Clark said he has no intention of branching out into other makes of vintage cars.

"I'm not about to try anything else. It's taken me 12 years just to learn about the Corvair," he said.



The Clarks with affordable classics: Supplying nostalgic owners with spare parts

Corvair: Hot at Any Speed

In 1971, Cal Clark of Shelburne Falls, Mass., was teaching high-school science classes, and his wife, Joan, was working as a secretary. That's what they'd probably be doing today if they hadn't spotted an old Chevrolet **Corvair** buried under a snowbank in nearby Greenfield. Cal and Joan had both learned to drive in Corvairs and, Ralph Nader or no Ralph Nader, thought they were pretty good little cars. They bought this one for \$50 and began collecting spare parts, thinking they might get scarce for a car that had been out of production for two years. Today, Clark's Corvair Parts, Inc., occupies five large Quonset huts on a hillside in Shelburne Falls, employs 30 people and even has a subsidiary—a printing business that grew out of publishing their 351-page catalog. The Clarks won't say how much they make selling parts for a long-defunct car, but Cal hasn't dissected a frog in years.

Between 1960 and 1969 General Motors produced 1.7 million of the rear-engine air-cooled Corvairs: about 100,000 are still on the road. In 1965, Ralph Nader's "Unsafe at Any Speed" denounced them as dangerously unstable and blamed grisly Corvair accidents on faulty design. But despite all the bad publicity, Cal Clark doesn't think Nader hounded the Corvair out of the marketplace. "He didn't help much," says Clark. "But the major cause of the Corvair's downfall was the Ford Mustang. In those days people wanted high performance, not economy."

Collectable: These days, though, the Corvair, like skinny ties and rockabilly, is hot again. The Corvair Society of America has 10 members, many of whom own several Corvairs: one Texan has 400. ("I should have bought a whole warehouse full of them and watched them appreciate," Nader jokes today.) Clark believes a Corvair—unlike a vintage Corvette or Thunderbird, which

can sell for \$30,000 and more—may never be worth more than about \$7,000. That, of course, is part of the reason the Corvair is catching on: it's collectable but affordable.

But Clark says most of the Corvairs still around aren't owned by collectors at all, but simply by "people who know a good value when they see one." To serve them, the Clarks, who have by far the world's biggest Corvair-parts dealership, stock over 4,500 different items—from heater hoses and engine seals to vinyl seat covers in 20 different colors. They order most of them from outside suppliers—about 300 different sources in all—but they also make hundreds of parts, including all the upholstery, themselves. Many manufacturers won't bother turning out new parts for the relatively tiny Corvair market, and every year the Clarks' suppliers run out of another 150 to 200 items. This presents them with some hard choices. Soon, for example, they must decide whether or not to pay \$100,000 to have a contractor manufacture new axle bearings for certain models. They would see little return on this investment for years, but without axle bearings the cars can't be driven; if the cars can't be driven their owners won't buy *any* parts.

The Clarks are modest about their mission—"It's nice to help keep the cars on the road," says Cal—but it's clear that it is a mission. Some of the current vogue for the Corvair originates in an affection for the underdog; in part, too, it's a populist response to know-it-alls like Ralph Nader. But for the Clarks, as for most collectors, their love for the Corvair is inseparable from their nostalgia for the days when, as Cal Clark says, "potato chips were five cents, a soda was a dime, gas was 33 cents a gallon and a 1965 Corvair was brand new."

DAVID GATES with JERRY BUCKLEY
in Shelburne Falls, Mass.

April 1, 1985 / \$1.75

Newsweek®

WHAT'S IT WORTH?

The following was extracted from the Fall 1985 issue of Old Cars Price Guide.

We rate the conditions of old cars on a one-to-five scale which is often used as a standard in the old car hobby. The abbreviation "FP" is used to head the column giving original factory prices for cars. There are also five separate price listings which estimate what each car is worth in the five conditions we describe below. Prices listed are considered to be for complete vehicles that can be put on the road. Cars useful only for parts are *not* listed, nor do we value modified cars or those that are over-restored. Values for modified cars can be gauged, somewhat, by adding the cost of restoration to *original condition* to the "ballpark" values listed herein.

The condition classes used in the OLD CARS PRICE GUIDE correspond to the following word descriptions:

1) EXCELLENT: restored to current maximum professional standards of quality in every area; or perfect original with all components operating and appearing as new.

2) FINE: well-restored; or a combination of superior restoration and excellent original; or an extremely well-maintained original showing very minimal wear.

3) VERY GOOD: completely operable original or older restoration showing wear; or amateur restoration; all presentable and serviceable inside and out. Also, combinations of well-done restoration and good operable components; or partially restored car with all parts necessary to complete/or valuable New Old Stock (NOS) parts.

4) GOOD: a driveable vehicle needing no or only minor work to be functional; or a deteriorated restoration; or a very poor amateur restoration. All components may need restoration to be EXCELLENT, but mostly useable "as is."

5) RESTORABLE: needs complete restoration of body, chassis and interior. May or may not run, but isn't weathered, wrecked or stripped to the point of being useful only for parts salvage.

YEAR	MODEL	BODY	FP	5	4	3	2	1
62	500	2D	1992	700	850	1250	1850	3300
62	700	2D	2057	750	900	1400	2050	3800
62	700	4D	2111	650	800	1200	1750	3100
62	700	STA WAG	2407	700	850	1350	2000	3600
62	MONZA	2D	2273	800	950	1650	2300	4300
62	MONZA	4D	2273	700	850	1300	1950	3500
62	MONZA	CONV	2483	850	1150	2000	3000	5000
62	MONZA	STA WAG	2569	750	900	1500	2150	4000
62	SPYDER	2D	2569	850	1150	2000	3000	5000
62	SPYDER	CONV	2779	950	1400	2500	3700	6000
62	GRNBRIER	SPT WAG	2655	750	900	1350	2000	3700
62	CORVAN	PANEL	2295	700	850	1300	1900	3400
62	CORVAN	RAMP SD	2140	700	850	1350	2000	3600
62	CORVAN	LOAD SD	2085	750	900	1350	2000	3700

63	500	2D	1992	700	850	1300	1950	3500
63	700	2D	2056	750	900	1500	2150	4000
63	700	4D	2110	700	850	1300	1950	3500
63	MONZA	2D	2272	850	1150	2000	3000	5000
63	MONZA	4D	2326	750	900	1500	2150	4000
63	MONZA	CONV	2481	950	1400	2500	3700	6000
63	SPYDER	2D	2589	850	1150	2000	3000	5000
63	SPYDER	CONV	2798	1000	1600	2700	4000	6500
63	GRNBRIER	SPT WAG	2655	750	900	1350	2000	3700
63	CORVAN	PANEL	2212	700	850	1250	1850	3300
63	CORVAN	RAMP SD	2136	750	900	1350	2000	3700

64	500	2D	2000	750	900	1350	2000	3700
64	700	4D	2119	700	850	1250	1850	3300
64	MONZA	2D	2281	800	1000	1800	2500	4500
64	MONZA	4D	2335	750	900	1400	2050	3800
64	MONZA	CONV	2492	1000	1600	2700	4000	6500
64	SPYDER	2D	2599	900	1300	2300	3300	5500
64	SPYDER	CONV	2811	1000	1800	2800	4200	7000
64	GRNBRIER	SPT WAG	2666	750	900	1500	2150	4000
64	CORVAN	PANEL	2212	650	850	1250	1800	3200
64	CORVAN	RAMP SD	2136	700	850	1300	1950	3500

65	500	2D	2022	650	800	1100	1600	2800
65	500	4D	2096	600	750	1050	1550	2700
65	MONZA	2D	2297	800	950	1600	2250	4200
65	MONZA	4D	2370	700	850	1250	1850	3300
65	MONZA	CONV	2440	850	1050	1900	2700	4700
65	CORSA	2D	2465	800	1000	1850	2600	4600
65	CORSA	CONV	2608	850	1200	2150	3100	5200
65	GRNBRIER	SPT WAG	2609	800	950	1650	2300	4300

YEAR	MODEL	BODY	FP	5	4	3	2	1
60	STD	4D	2038	650	800	1200	1700	3000
60	STD	2D	1984	700	850	1350	2000	3600
60	DELUXE	4D	2103	650	800	1200	1750	3100
60	DELUXE	2D	2049	750	900	1500	2150	4000
60	MONZA	2D	2238	800	1000	1800	2500	4500

61	500	2D	1920	700	850	1300	1900	3400
61	500	4D	1974	650	800	1100	1600	2800
61	500	STA WAG	2266	700	850	1300	1950	3500
61	700	2D	1985	750	900	1350	2000	3700
61	700	4D	2039	650	800	1200	1700	3000
61	700	STA WAG	2331	700	850	1350	2000	3600
61	MONZA	2D	2201	800	1000	1800	2500	4500
61	MONZA	4D	2201	700	850	1350	1950	3500
61	GRNBRIER	SPT WAG	2651	650	800	1200	1700	3000
61	GRNBRIER	VAN	2650	650	850	1250	1800	3200
61	CORVAN	PANEL	2290	700	850	1250	1850	3300
61	CORVAN	RAMP SD	2135	700	850	1300	1950	3500
61	CORVAN	LOAD SD	2080	700	850	1350	2000	3600

YEAR	MODEL	BODY	FP	5	4	3	2	1
	500	2D	2083	650	800	1200	1750	3100
	500	4D	2157	650	800	1150	1650	2900
66	MONZA	2D	2350	800	1000	1800	2500	4500
66	MONZA	4D	2454	750	900	1350	2000	3700
66	MONZA	CONV	2493	850	1150	2100	3000	5100
66	CORSA	2D	2519	850	1050	1950	2800	4800
66	CORSA	CONV	2662	950	1450	2500	3600	5900

67	500	2D	2128	650	800	1200	1700	3000
67	500	4D	2194	650	800	1150	1650	2900
67	MONZA	2D	2398	800	1000	1850	2600	4600
67	MONZA	4D	2464	700	850	1300	1950	3500
67	MONZA	CONV	2540	900	1300	2200	3200	5400

68	500	2D	2243	700	850	1300	1950	3500
68	MONZA	2D	2507	850	1050	1900	2700	4700
68	MONZA	CONV	2626	950	1400	2500	3700	6000

69	500	2D	2258	750	950	1550	2200	4100
69	MONZA	2D	2522	850	1150	2100	3000	5100
69	MONZA	CONV	2641	950	1600	2700	3900	6400



Now just for the fun of it we asked the computer to sort out the twenty or so highest dollar Corvairs. Also we asked the computer to sort another list of Corvairs that had the highest spread between a car in "5" condition and a car in "1" condition. It seemed like this would be the best list to work from if a person wanted the biggest increase in value. When we compared the two lists, they were exactly in the same order!! So here's a list of the most valuable Corvairs and the biggest gain in value.



YEAR	MODEL	BODY	FP	5	4	3	2	1	SPREAD
64	SPYDER	CONV	2811	1000	1800	2800	4200	7000	6000
64	MONZA	CONV	2492	1000	1600	2700	4000	6500	5500
63	SPYDER	CONV	2798	1000	1600	2700	4000	6500	5500
69	MONZA	CONV	2641	950	1600	2700	3900	6400	5450
68	MONZA	CONV	2626	950	1400	2500	3700	6000	5050
63	MONZA	CONV	2481	950	1400	2500	3700	6000	5050
62	SPYDER	CONV	2779	950	1400	2500	3700	6000	5050
66	CORSA	CONV	2662	950	1450	2500	3600	5900	4950
64	SPYDER	2D	2599	900	1300	2300	3300	5500	4600
67	MONZA	CONV	2540	900	1300	2200	3200	5400	4500
65	CORSA	CONV	2608	850	1200	2150	3100	5200	4350
69	MONZA	2D	2522	850	1150	2100	3000	5100	4250
66	MONZA	CONV	2493	850	1150	2100	3000	5100	4250
63	SPYDER	2D	2589	850	1150	2000	3000	5000	4150
63	MONZA	2D	2272	850	1150	2000	3000	5000	4150
62	MONZA	CONV	2483	850	1150	2000	3000	5000	4150
62	SPYDER	2D	2569	850	1150	2000	3000	5000	4150
66	CORSA	2D	2519	850	1050	1950	2800	4800	3950
68	MONZA	2D	2507	850	1050	1900	2700	4700	3850
65	MONZA	CONV	2440	850	1050	1900	2700	4700	3850
67	MONZA	2D	2398	800	1000	1850	2600	4600	3800

(Does that make you feel good, Frank?)

CHAPTER 12

MUSTANG, CAMARO, NADER AND PROFIT

Trying to outsell the Mustang was, for the Corvair, like trying to raise the TITANIC with an Erector set.

The Mustang was introduced to the world with an advertising blitz that made the initial Corvair introduction back in '59 look like a laryngitis sit-in at the old-folks home.

On the evening of April 16, 1964, Ford bought the 9:00 p.m. time slot on **all** three major networks, so 29,000,000 viewers got to see the Mustang's unveiling without leaving their living rooms.

The next morning 2,600 major newspapers carried announcements ads (and articles) for the Mustang. Some 150 auto editors had been invited, as Ford's guests, to the New York World's Fair (it opened that day in New York) and after wining and dining, were allowed the next day, to drive Mustangs from New York to Detroit. This paid off in glowing reports the following week.

Mustangs were put on display in airport terminals, Holiday Inn lobbies, and, of course, dealers' showrooms all over the country. Everywhere, the car's price stood out boldly—\$2,368.

Concurrently, *Life*, *Look*, *Esquire*, *U.S. News and World Report*, *Time*, *Newsweek* and *The Wall Street Journal*, and most business and automotive journals carried big articles on the Mustang.

And, of course, Chevy dealers were still selling '64's (or trying to) at the time. Sales of **all** Corvairs virtually stopped. Mustang sold 417,000, with only two models, the first year, more than Corvair had sold in **any** year (with, at one point, thirteen models). And, the totally new '65 did little to stop the the stampede.

Chevy published 'Dealer Aids' comparing the Mustang to Corvair, showing its price advantage (Monza was \$2,347) comparing Corvair's engineering superiority (bonded brakes, more square inches of effective lining, independent rear-suspension, better handling) even quoting glowing reports from journalists (*Car and Driver*):

"The basic Mustang without any performance equipment is a kind of bargain Thunderbird. It has no particular vices— but it has no great charm either . . . with the addition of a heavy-duty suspension and hotter engine it becomes very exciting to drive. Unfortunately, part of this excitement stems from Ford's antique Hotchkiss-drive rear-suspension (abandoned on the big Ford line this year) which allows the back end to slide at a furious rate . . ."

(Detect any 'arrowhead at the front reasoning' there?) But it was about as productive as shoveling horse manure into the wind. Mustang galloped on.

Then, there were new leaders at Chevy's controls now, and Corvair was just another car, and with its costly engine and those liability actions that were starting over the first series, not a very profitable one, at that. In fact, it has been stated by one of the lawyers who defended GM in several of the previously mentioned suits, that GM **lost** \$50 on each Corvair made. If that were the case, it's amazing the Corvair continued as long as it did.

Of course, there was R & D work going on. One of the engines in the Monza GT has been a truly remarkable engine, particularly from an American manufacturer. It had separate one-piece cylinder head and barrel-castings for each cylinder. With stock carburetion, it gave 125 hp at 5000 rpm and 144 ft/lbs of torque at 2800. With GM-built Weber-type three-barrel down-draft carbs and 176 cid, it ran like a bear.

And in the '67 Astro I show car, GM unveiled a flat-opposed six with cylinders cast in threes, steel-lined bores, SOHC per bank, driven by a cogged belt.

Output figures for his engine specified 240 bhp at 7200 rpm. Its other unique features included: a single centrifugal blower above each set of opposing cylinders, BMW-type valve gear, and inclined valves in hemi-heads. Its carburetion was similar to the GM-Weber type previously mentioned.

But this engine never propelled even the Astro I, and in fact was only beginning its first dyno-tests when all Corvair development was halted.

I saw the Astro I in St. Louis a few years back, on the same display stand with the then-new Monza 2+2. I photographed the outside from many angles, and was sad to see the condition this car was in. Rubber sealing hung down from the door, one tire was almost flat, and the engine inside wasn't even the one specified above, containing only a stock-looking Corvair motor. The description that went with the display made no mention of the Corvair, only that the car was powered by a six-cylinder, horizontal-opposed engine.

One of the other liabilities of the Corvair was, while it would handle with the best Europe had to offer, it was locked into that rear-engine, economy-sized as it was. Even latter day tinkerers have been able to open it up to only 183 cid, from 164 cid, and that with special cylinders, block finagling, and many dollars of machining.

If there had been money, and time, the standard engine could have been hopped up, but Americans are famous for wanting everything **now**, and Mustang had **power—now!!** (And **looked** as if it could **out-handle** the best Europe had to offer. It couldn't, as many Mustang owners found, as they scraped weeds from the radiator, after dicing with a Corvair over winding roads. But it would **go**—in a straight line!)

The factory put out a propaganda film for the dealers, showing a Mustang and a Corvair in drag race. The Corvair won, but it was using the turbo engine against the Mustang's lowest hp V-8. When the four-barrel or Cobra engine was used, the Corvair was left in the dust, even with the turbo (in standard form).

(As an aside, to give you some idea of what could have been done, I once had a '66 Corsa turbo that could beat the socks off many large V-8's. This car turned 0-80 in nine seconds flat. It was totally stock, engine and carb, with only a high performance exhaust housing, (Crown A/R ratio: 0.55, stock Corvair: 0.70), a TK-10 impeller and water-menthanol injection.) Granted, this required being careful of detonation, but if the factory had offered this with a similar guarantee as the Cobra engine in the Mustang (90-days) there might have been more Corvairs sold and fewer red faces on Corvair owners.

So began the Camaro development program. Reasons? Besides the fact it could have as big an engine as could be shoe-horned in, it could use many parts from already-produced cars, namely the Chevy II. It didn't have a bad image, it could be just as fast as Mustang and, with its initial production single-leaf rear spring, could handle much worse. And it was cheaper to build though it could sell for a higher price than Corvair because of anticipated demand and a longer option list.

Let the Corvair hang on for another year, (which it did, in almost exactly the same form as '65) 'cause the Mustang-beater would be out in the fall of '66, then the Corvair could just plain 'Go Hang!' Unfortunately (ever notice how that word keeps popping up in this story?) Ralph Nader's book, *Unsafe at Any Speed* was published in November, 1965, so Corvair had to hang on for just a tad longer. Until 1969, to be exact.

Of course, GM officials have denied it, but the consensus of many in the know says the only reason the Corvair wasn't dropped by GM as soon as the Camaro debuted, was because it would have looked as if GM were knuckling under to Nader and the ruckus he raised.

Nader called the Corvair, '...one of the greatest acts of industrial irresponsibility in the present century.' Not exactly good press.

Nader was only talking about the '60-'63 Corvair (on rare occasions in his book he specifies the '64) even using the '65 to show how the second-series had been improved, correcting the alleged 'faults' of the first series. Unfortunately (there it is again!) the name 'Corvair' doesn't differentiate between series, so readers, glancing over the first chapter, took it to mean **all** Corvairs. And he did such a good job of raking GM over the coals that by the time the reader finished that chapter, (and the only chapter dealing with Corvair) he was ready to go sue GM, on general principles.

So with all these coming together, it was just easier to let Corvair 'turn slowly, slowly in the wind.' Instead of infusing money, instead of letting the public know that the alleged problems had been fixed, GM chose to let the Corvair die of neglect.

They still advertised the car, even into 1967, but with the debut of Camaro, the Corsa, along with its 140 and 180 engine was dropped. The 140 was later reinstated, as special order option, but wasn't even included in the Owner's Manual or the Shop Manual supplement of 1967. The reasons for slowing down on Corvair were obvious to even the most casual observer. The Camaro cost less to build, and it didn't have to be defended in court. And why have competition between the higher-rated engines of the Corvair and the lower-rated ones of the Camaro?

But probably GM figured, as with any other headache, if you leave it alone, perhaps it will go away.

So from 237,000 produced in '65 to less than half that in '66 to 27,000 in '67 to 15,000 in '68 to a hand-built 6,000 in '69, the Corvair finally died.

The last Corvair, an Olympic Gold Coupe was completed at 1:30 p.m. on May 14, 1969. It carried a price tag of \$2,868. Something very peculiar happened before it left the plant. The Corvair ahead of it had back-fired and stopped when a worker tried to drive it off, to make way for the last one. It was pushed off the line.

Perhaps the reluctant Corvair was trying to tell us something, was trying to say, "Look, a small, economical, practical, imaginative car like me will be in a great demand in the '80's and forever after."

But by then, nobody was listening to anything the Corvair had to say.

It was a brave little car, a unique individual in today's world of boxy look-alikes. Sadly, we may never see its equal in America again. I wish it good luck.

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327-2156

T R E A S U R E R ' S R E P O R T

Balance, July 1, 1985.....\$649.66

Income:

Dues.....	\$50.00
Corvairsation Ads.....	82.50
Raffle Tickets.....	28.00
Merchandise Sales.....	3.50
Cans.....	22.05

Total Income..... 186.05

Expenses:

Corvairsation.....	22.00
Raffle Prizes (June & July)....	38.79
Merchandise.....	7.35

Total Expenses..... 68.14

Balance, August 1, 1985.....\$767.57



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Cecil & Rosalie Allain
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Tucson AZ 85718
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TUCSON CORVAIR ASSOCIATION

APPLICATION FOR MEMBERSHIP

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ADDRESS _____

CITY/STATE _____ ZIP _____

PHONE _____

OCCUPATION _____

EMPLOYER _____

CORVAIRS OWNED: YEAR MODEL BODY STYLE H.P.

#1 _____

#2 _____

#3 _____

Date _____ Signed _____

Recommended by _____ Member's signature _____

Dues must accompany this application. You will be notified of your acceptance into the Association.

Tune-Up Specifications

YEAR	MODEL AND DISPLACEMENT	SPARK PLUGS		DISTRIBUTOR		IGNITION TIMING (Deg.) ▲	CRANKING COMP. PRESSURE (Psi)	VALVES		FUEL PUMP PRESSURE (Psi)	HOLE SPEED (Rpm) *
		Type	Gap (In.)	Point Dwell (Deg.)	Point Gap (In.)			Topset (Net) Clearance (In.)	Intake Opens (Deg.)		
1960	140 Cu. In.	44FF	.035	31-36"	.019	48	130#	■	■	438	450-500
1961	145 Cu. In.; T.A., M.T.	46FF	.035	33"	.019	48	130#	■	■	438	500
	145 Cu. In.; T.A., A.T.	46FF	.035	33"	.019	138	130#	■	■	438	500
	145 Cu. In.; Super T.A.	46FF	.035	33"	.019	138	130#	■	■	548	500
	145 Cu. In.; Turbo Air M.T.	46FF	.035	33"	.019	48	130#	■	■	438	475
1962-63	145 Cu. In.; Turbo Air A.T.	46FF	.035	33"	.019	138	130#	■	■	438	475
	145 Cu. In.; Monza A.T.	44FF	.035	33"	.019	138	130#	■	■	438	475
	145 Cu. In.; Super Turbo Air	44FF	.035	33"	.019	138	130#	■	■	548	475
	145 Cu. In.; Super Charged	44FF†	.035	33"	.019	248	130#	■	■	548	800
	164 Cu. In.; Turbo Air M.T.	46FF	.035	33"	.019	28	130#	■	■	448	500
	164 Cu. In.; Turbo Air A.T.	46FF	.035	33"	.019	108	130#	■	■	448	500
1964	164 Cu. In.; Super Turbo Air	44FF	.030	33"	.019	128	130#	■	■	548	600
	164 Cu. In.; Super Charged	44FF	.030	33"	.019	248	130#	■	■	548	850
	164 Cu. In.; Turbo Air (95 HP)	46FF	.035	33"	.019	68⊙	130#	■	■	448	500
	164 Cu. In.; Turbo Air (110 HP)	46FF	.035	33"	.019	148⊙	130#	■	■	558	500
1965-67	164 Cu. In.; Turbo Air (140 HP)	44FF	.030	33"	.019	188	130#	■	■	558	600
	164 Cu. In.; Super Chg. (180 HP)	44FF	.030	33"	.019	248	130#	■	■	828	850
	164 Cu. In.; Turbo Air (95 HP) M.T.	46FF⊙	.035	33"	.019	68	130#	■	■	268	700
	164 Cu. In.; Turbo Air (95 HP) A.T.	46FF⊙	.035	33"	.019	148	130#	■	■	268	600
	164 Cu. In.; Turbo Air (110 HP) M.T.	44FF	.030	33"	.019	48	130#	■	■	378	700
	164 Cu. In.; Turbo Air (110 HP) A.T.	44FF	.030	33"	.019	128	130#	■	■	378	600
1968-69	164 Cu. In.; Turbo Air (140 HP)	44FF	.030	33"	.019	48	130#	■	■	708	650

W—With manual transmission in M and automatic in D.

⊙—500 rpm with automatic in D.

⊙—No automatic.

▲—With vacuum advance disconnected and plugged. NOTE: These settings are only approximate. Engine design, altitude, temperature, fuel octane rating and the condition of the individual engine are all factors which can influence timing. The limiting advance factor must, therefore, be the "knock point" of the individual engine.

■—1 turn tighter than zero lash.

●—Powerglide—14 B.

●—W/A.T., 140 HP—550 rpm.

⊙—W/exh. emission—95 HP—TDC, 110 HP—4 B.

⊙—1969—44FF.

B—Before top dead center.

#—Minimum.

†—42FF for racing.

A.T.—Automatic transmission.

M.T.—Manual transmission.

T.A.—Turbo Air

††—New points; used points — .016.

TIRE PRESSURES

		Cold	Hot
Cars	Front	15	18
	Rear	28	32
Vans & P-Us	Front	24	28
	Rear	30	35

The pressure differential between front and rear is more important than the actual pressures used.

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FOR SALE: '65 Corsa 140HP,
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Dorthy MacGregor 327-5838

FOR SALE: '65 Corvair Parts
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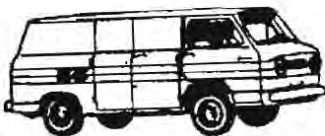
FOR SALE: 64 MONZA 4door,
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Runs great, 110HP motor/4-speed,
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FOR SALE: '61 Four Door.
automatic, one of Bryan Lynch's
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Frank McKenna 885-8571.

FOR SALE: '61 Greenbrier, 4-
speed, new transmission, clutch,
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Great Condition. Make Offer.
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FOR SALE: 61 Lakewood, 95hp
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New in box, 15% off. '65
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wood wheel, \$125. Top rubber
W/S for both early & late
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Early front carpet for coupe,
dark blue, exc condition, \$20.
'63 steering column w/ complete
turn signal unit in exc condition,
\$35. Tail light lenses for all
early models. Many other new
& good used parts. Call Gordon
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FOR SALE: '61 LAKEWOOD in
very nice condition. 10K miles
on complete restoration. '65
110 auto. Old eng w/ complete
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real buy @ \$2,750.00 OBO.
Call Gordon Cauble 299-1122

FOR SALE: '64 Monza 4-door
w/ 110 Auto, Gold w/ white top.
New fabric interior, needs
minor body work. Recent engine
seal. Runs very good. No Rust.
\$1100.00 OBO.
Call Gordon Cauble 299-1122

FOR SALE: '64 Monza 4-door
w/ 110 4-speed & air condition.
Only 3000 miles on rebuilt
engine. New tires on mag wheels,
Brown Exterior & white interior.
\$1,500 OBO.
Call Gordon Cauble 299-1122

FOR SALE: '64 Greenbrier w/
automatic transmission. '64
engine runs good. Body good-
no rust. Doors need repair.
\$600 OBO
Call Gary 622-0478



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4260 E. ILLINOIS, TUCSON, ARIZONA 85714**



TUCSON CORVAIR ASSOCIATION REGULAR MONTHLY MEETING

* THE TIME: 7:00. the 4th Wednesday of each month

* THE PLACE: Piccadilly Cafeteria, 6767 E. Broadway

Gather @ 6:30, eat @ 7:00 - You don't have to eat to attend.

COMING
EVENTS

28 August: Special Club Meeting - Interior Restoration

31 August: Jim Click Nissan Car Show: 2001 N. Stone

9am - 6pm. '67 Corvair door prize. \$250

best of show prize. Call Mark for details 745-9209

15 September: Kit Peak Picnic - Leave from Bosa Donuts at

Ajo Way & Mission Road - 8am. Soft drinks provided.

Other Clubs' Events:

7 Sept - SASCC 1st Saturday Rally: Call Carl Broberg @ 297-3934

15 Sept - SSCC Slalom - Ft Huachuca. Call Chuck Kelley @

1-458-2685 for details.

1-3 November: 8th Annual Great Western Fan Belt Toss & Swap Meet

Palm Springs - Call Alan Atwood for details 888-443

The Tucson Corvair Association is a chartered
chapter of the Corvair Society of America
(CORSA).

CORVAIR SATION EDITOR
4842 W. Paseo de las Colinas
Tucson, Arizona 85745



FIRST CLASS MAIL

