

HATS

Our hats are available in 3 colors. The simple embroidered design looks great!



Black Hat ORDER #94

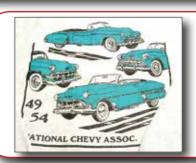
> Navy **Blue Hat Beige Beak** ORDER #95



Beige Hat Navy Blue Beak **ORDER #96**



SHIRTS



Available in L, XL, XXL Specify size or we'll send you an XL

Sweatshirt

ORDER #6

200



SPECIFY SIZE If no size is specified we'll send you an XL



National Chevy T-Shirts

Newly designed Chevie "Custom" cars T-shirt.

White ORDER #4005 Black ORDER #4006

15 Each



T-Shirts

Patterned after our best selling "1953-54 National Chevy Association" T-Shirts. These shirts are ash in color with turquoise and black cars and lettering. Printed on top quality shirts. Now you can proudly display your affiliation to the

"National Chevy Association," no matter what year of car you own.

All shirts available in S, M, L, XL and XXL. (Specify size or we'll send you an XL!)

Wear a National Chevy Association T-shirt! A great way to locate and meet fellow members at car shows.



1953-54 T-shirt **ORDER #1**



1949-50 T-shirt ORDER #4001



1951-52 T-shirt ORDER #4002



1949-54 ORDER #4003

Feature Car___

Here is a short story to go with the email photos we sent to you recently.

I bought my 1954 Chev BelAir in Mary 7, 1963, at Valley Auto Sales in Rochester, Pennsylvania for \$725.00. We used it as our everyday car for a while but when I told my wife that it was too nice to use and I wanted to put it away. She said, "What?! You are crazy." I won her over after a while and put it away. In the mid eighties, I took it all apart and repainted it. I took the engine all apart even though it only had 24,000 miles and put everything new in it. It now has 26,000 miles on it. I put a new headliner in it myself and don't have a wrinkle in it. I started showing it in the late 80's and won every where I took it, even two Best of Shows. I covered it in 1993 and just let let it sit as I was restoring other cars. When i uncovered it early this year, I discovered some paint cracking. I took the body completely apart and repainted it with the correct colors which was Horizon Blue and India Ivory.

I had all the chrome (every piece) replated at Paul's Plating in Mars, California, in the mid to late 80s and it looks as good now as it did then. I buffed all the stainless and it all looks like chrome. I put new carpet (from NCA) in it but everything else in the interior is original and is incredibly nice. All the tires are new wide whites from Caker. I am a fuss button for detail so everything that needed attention was attended to. My wife and I are going to drive it now and enjoyed our first ride in it last month after all these years. I have driven it several times lately and really loving it.

Thanks to you and NCA for all your help over the years and wish you all well. Her name is "Ginny."

Your faithful member, Thomas C. Schweikertl New Castle, Pennsylvania



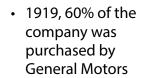


Napoleanic Coach on Body by Fisher Tag ____

Fischer Facts

- · Albert Fisher worked as a carriage builder
- Purchased Standard Wagon Works
- Commissioned by Ford to build body for his contraption
- By 1913, they had the capacity to build 100,000 bodies for various customers
- By 1914, became world's largest manufacturer of auto bodies
- By 1916, became Fisher Body Corporation
- Produced 370,000 bodies per year for the following customers: Abbot, Buick, Cadillac, Chalmers, Chandler, Chevrolet, Chrysler, Churchfield,

Cleveland,
Dodge, Elmore,
EMF, Essex,
Ford, Herreshoff,
Hudson, Krit,
LaSalle, Maxwell,
Marquette,
Oakland,
Oldsmobile,
Packard, Peerless,
Pontiac, Regal,
Scripps Booth,
Studebaker, Viking
and Wells St. Claire



• 1922, Body by Fisher trademark



- featuring the Royal Coach was adopted by the Fisher Body Company
- 1923, Body by Fisher Coach registered with the government
- 1930, Coach Model Pattern produced
- 1930, Official competition started for models built by young men placed in two divisions – Junior, age 12 through 15 and Senior Division age 16 through 19
- Judging took place in State, Regional and National levels
- 1931, \$5,000 Scholarships were awarded to 4 top National winners (equivalent to \$45,000 today) 2 Junior and 2 Senior
- Many contestants completed college and went on to employment in various jobs with Fisher Company

CUSTOM CARPET COVERED TRUNK CARDBOARDS

Customize your trunk compartment with this

3-piece trunk cardboard set. Cardboards are covered
with a light gray charcoal carpet liner.

1949-52

STYLELINE SEDANS

ORDER #4809-1

FLEETLINE SEDANS

ORDER #4809-2

CONVERTIBLE

ORDER #4809-3

BELAIR HARDTOP/COUPE

ORDER #4809-4



*Oversize
Shipping

\$9000

Custom trunk
cardboard 3-piece
set with light gray
carpet liner cover
and carpet covered
gas filler tube cover.



1953-54

1953/54 2 or 4 door Sedan 1953/54 Hardtop 1953/54 Convertible

> *Oversize Shipping

ORDER #826 ORDER #827 ORDER #828

\$9000

SAVE 10%

when you buy trunk cardboard and spare tire cover combination!

Regular price \$116.00

Now only

\$104

Spare tire cover





Available in red, blue, green, black, gray, and tan.

SPECIFY COLOR.

Can be ordered to match custom interior.

ORDER #835

\$2600

1949-54

SPARE TIRE COVER

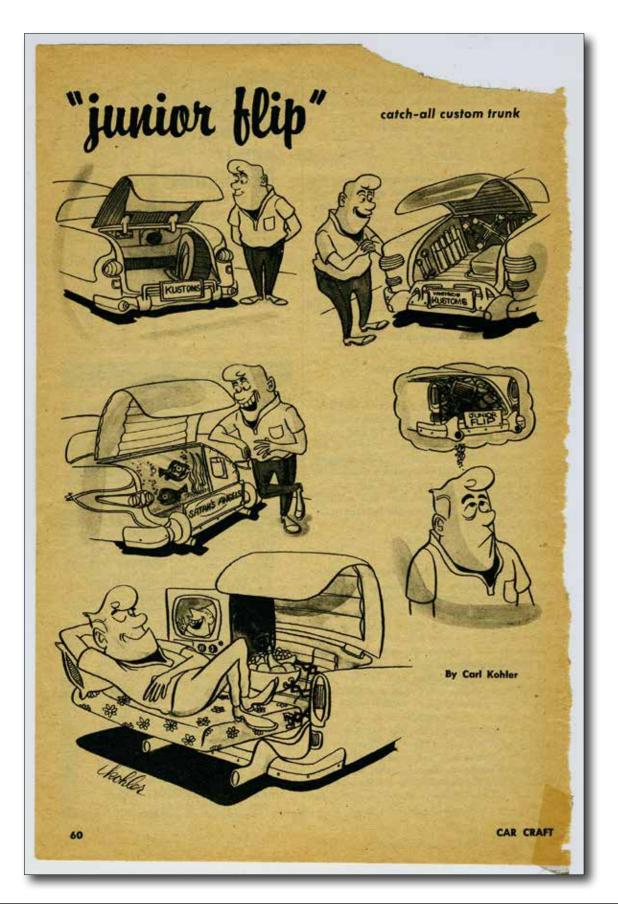
Soft black vinyl with storage pockets.

Fits all 15" tires and gives trunk a nice finished look.

ORDER #815

\$26⁰⁰

Reprint – Car Craft September 1956





Extinct American Cars 💝

D	Y	R	U	C	R	E	M	P	Y	T	E	T	A	T	S	L	L	A
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$Words\ may\ be\ found\ forwards, backwards\ and\ diagonally.$

ALLSTATE	HUPMOBILE	STANLEY	MAXWELL
NASH	DURANT	STUTZ	OAKLAND
HUDSON	DESOTO	WHIPPET	PLYMOUTH
WILLYS	TUCKER	AMPHICAR	CHECKER
RICKENBACKER	DUSENBERG	PACKARD	CORD
MORSE	AVANTI	AUBURN	STUDEBAKER
MERCURY	PAN CAR	HENRY I	

Help from Friends

Hello,

I have wanted a hitch for my 1952 Chevy. I have a small trailer I pull. After a lot of looking, and a lot of work at my U-Haul dealer, I came up with a 1995-2004 S-10 Class I or E hitch that fit well. Just a little work on both ends, cut the big ends off, it will fit from frame to frame. Mount it so the square part is even with your bumper. It looks good. You can barely see it. It works great plus 200# tongue weight and 2500 GVW on trailer. I hope this will help all the fine members of NCA. "O" mine was out of a wrecked S-10 for #50 and \$25 to install it.

Thanks Gary Williams





This Year You Can Buy

161 Chevrolets ...All Different

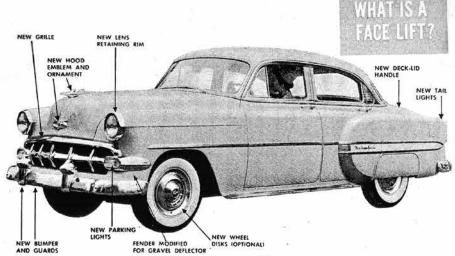


122 POPULAR SCIENCE

And here's the arithmetic on your varied choices:

CHEVVY ARRIVES at figure of 161 different-looking cars for 1954 by multiplying colors available by models in each line or "series." In solid colors, for instance, 210 series has two models available in 10 colors plus one model in six colors and one model in three colors—total 29. Adding solid colors and two-tones gives grand total of 161.

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2-Tone Cars	
(150) 4 × 3 + 2 =	14
(210) 7×2+6+3 =	23
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DETROIT LINGO for model changes made without replacing costly body dies, a "face lift" can add up to a big difference in looks. Not shown here is Chevyy's mechanical news

for '54: the standard engine goes from 103 to 115 hp., Powerglide job from 115 to 125. A high-lift east-iron cam does trick, helps performance in middle, upper ranges.

endless stories in the cloakrooms of Detroit's factories. One of them is the Case of the Frightened Female. It seems that Chevvy turned out 7,700-odd cars last year of a special color, one for each of its dealers. The cars weren't offered for public sale. These cars were strictly show jobs. Some of the dealers, none-theless, disposed of the cars to customers. One fell into the hands of a matron who scared easily.

One day, out driving, she noticed a car following her. At its wheel was a man. Every time she turned, the man turned. She drove around the block. The man followed. Desperate, she pulled up beside a cop.

"That man's following me," she re-

The cop stalked back to interview the suspected driver. He returned in a moment grinning. "The guy in that car," he reported, "says this here color car you got is a dealer's car. He's a Ford salesman and he's following you around to see where you stop so he can spot your sales prospects."

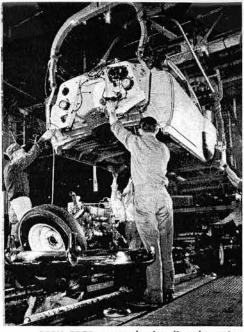
The most striking change in the public's taste in automobile colors is the growing popularity of the pastels—a light tan, for instance, in preference to a brown. Yet. with 22 colors and hues to choose from. car buyers—reports Du Pont, one of the suppliers of finishes to the industry—chose only five in bulk. They were light green (by far the most popular), light blue, dark green, light gray and black, in that order of preference. Clear down on the list were bluegreen, maroon, light red, light brown, medium red, medium gray, tan and dark red.

If you want a genuine oddity, buy a white car. Hardly anybody orders one. Better yet, buy a reddish mustard. Nobody wants that.

Bright Hues Go with Good Times

The Chevrolet people, wading around in oceans of statistics, report other quirks in the public's tastes. The evidence tends to indicate that in good times people buy snappy colors and in bad times the mood is for somber ones. Year to year, the northeastern states order the darker colors while Florida, the entire West Coast and the southwestern states like the lighter ones. In the Midwest it's 50-50.

Color in automobiles first began to tickle the buyer's fancy in the mid-Twenties—not long after Henry Ford, rid-



BODY DROP on production line dramatizes incredible scheduling job in making 161 combinations of body and color. Magically, the right wheels, body, chassis always meet.

ing a crest of popularity, fliply told a dealers' convention: "Gentlemen, you can have any color you want, so long as it's black." He lived to see his cars light up like pinball machines.

Color was becoming a definite factor in buyer preference by 1926. The new pyroxylin finishes, a guarantee against peeling, had been introduced. Manufacturers began leavening their traditional black with other colors. A decade later Edgar A. Guest, the newspaper poet, was writing:

When I was but a little lad Few were the colors that we had Then red was red and blue was blue, And that was all we ever knew; But since they have made the motor car Behold how many shades there are!

That year, by the way, Eddie Guest himself was driving a two-tone Cadillac finished with what Du Pont, in an excess of ecstasy, called Piccadilly Brown and London Smoke.

But far more black cars were sold than any other. Today black accounts for less than one-tenth of the entire market.

Gimmicks and Color Vie for Attention

Exactly 20 years ago Chevrolet made 11 models in two lines, in seven solid, darkish colors, including black.

As late as 1941 Chevrolet was offering a choice of pretty somber colors—13 of them—in all its models. Three more colors were available only in three specific models. One pastel turned up. Black predominated. But the two-tone idea had taken root. There were four of those in the catalogue.

Now the latest mechanical gimmicks have to compete with color for the buy-

er's attention. They must also compete with chi-chi models like hardtops and with various lines or "series." As among the brands, decision has to be made on the kind of fishtails on the rear fenders and wind-splits on the front ones. The number of choices that has to be made before the money and the car change hands is getting so huge that the emotionally unstable buyer had best stay out on the sidewalk, point through the window and settle it by saying, "Gimme that one."

Sorry, No Agnes Pink

Chevrolet won't be making any Agnes Pink automobiles in 1954. It won't even change its basic sheet metal from 1953. But the cars will get away from a light faster and—a point vital to the fellow who is fiddling with the notion of buying a new car—they will look different. Engine power is up. Compression ratio is up. A new camshaft has been installed. Power plants are quieter. Carburetors are changed for smoother acceleration. There's a new muffler and nylon inserts for the rear springs, eliminating the need for spring covers and for lubrication.

Power brakes will also be available for 1954. They are the low-pedal type, made by Bendix.

You Pays Your Money . . .

And colors! Nine of the 14 exterior colors are spanking new. So go down to the showroom and make your choices: Solid color? Two-tone? Hardtop? Sedan? Station wagon? What line, the Bel Air? What transmission, a standard or automatic? What tires, plain or whitewall? Want power steering? An electric front-seat adjustment? Automatic window lifts? Wheel covers? Turn signals? Backup lights? Or perhaps a station-seeking radio?

On second thought, you'd better make out a check list and sit down and talk it over with the little woman. It will save you trouble.

Want a distinctive-looking automobile? Now you can get it—right off a standard production line.

By Devon Francis

A MAN in Missouri wrote a letter the other day to the people who make Chevrolets with an idea that he thought was a dandy. Why not, he said, name one of the colors to be offered to the public in the 1954 crop of cars after a dear old lady, his maiden aunt? They could call it Agnes Pink.

As all big corporations do in such circumstances, Chevrolet replied gravely on starched stationery that the idea had profound merit but didn't quite fit in with its plans. Moreover—and here the company thanked its lucky stars for a

convenient escape hatch-it wouldn't be making any pink cars.

It's making them in just about every other color and hue, though. After the new Chevrolets were announced last month, someone totted up the number of choices in models, colors, hues and two-tone combinations that the buyer could get on the salesroom floor. It came to 161.

For 1954, Chevrolet—which makes and sells more cars than anybody else on earth—is offering green cars, blue cars, beige cars, brown cars, gray cars, red cars, turquoise cars, cream cars, tan cars and some in-between hues. You can even



FACTS ON '54 CHEVROLET

Model: 210 series four-door sedan.

Engine: 6-cyl. with overhead valves; 115 hp. at 3,700 r.p.m.; compression ratio, 7.5:1; piston displacement, 235.5 cu. in.; piston travel (in feet per car mile at 20 m.p.h.), 1,816.5; bore and stroke, 3 9/16" by 3 15/16"; crankshaft bearing surface, 29.37 sq. in.; torque, 200 lb.-ft. at 2,000 r.p.m.

Performance weight: (curb weight plus 600 lb.) 3,960 lb.; per hp., 34.43.

Transmission: Three-speed synchromesh (optional Powerglide torque converter with 125-hp. engine).

Steering ratio: 23.1:1 manual; 22.1:1 power; radius of turning circle, 19'.

Effective brake-lining area: 158 sq. in. Springs: front, coil; rear, semi-elliptic.

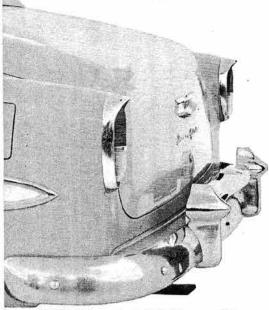
Outside dimensions: height, 63%" at design load; over-all length with bumpers and guards, 196.44"; width, 75"; wheelbase, 115"; overhang, front, 33", rear, 48.44"; tread, front 56.70", rear 58.77".

Inside dimensions: seat-cushion width, front 59.9", rear 60.5"; leg room, front 42.7", rear 41.4"; seat height, front 13.5", rear 12.6"; vertical distance, steering wheel to seat cushion with seat in mid-position, 4.4"; front-seat horizontal adjustment, 4.4".

Tire size: 6.70 by 15.



NEW HORN-RIM CAPS to match steering-wheel colors help spruce up interiors. Electric seat and window lifts are optional.



EYEBROWS on the tail lights are a '54 recognition feature. There's a new low-back-pressure muffler on all but convertibles.

FABRICS on seats and sidewalls and trim are richer. In Bel Air models cloths, combined with vinyls, are faced with nylon.



buy black cars. You can buy cars with ivory tops and turquoise bodies, beige tops and green bodies, and red tops with beige bodies.

You can buy a beige top with a red body and a silver wheel-stripe garnished with a maroon-and-beige trim. And when the man on the salesroom floor, showing all his teeth, gently tries to shoo you off an ivory-blue-silver-gray combination with an onyx-black treatment of the instrument panel, garnish moldings, lock buttons and steering-wheel rim and cap, on the plea that they don't make them that way, just say, "Better read your own sales literature, bub."

You can carry the differences a lot further than 161 Chevrolets for 1954. If you count in the number of variables possible in such factory-installed items as transmissions, brakes, steering and rear-axle ratios, the number of different cars gets to be astronomical. For a single model of a single line of Chevrolets this year—and there are 13 models in three lines in all—the figure is upward of 40,000.

No Two Oshkoshers Would Have Same Car

That means that every man, woman and child in a city the size of Oshkosh, Wis., could each buy, say, a four-door sedan of Chevrolet's middle or 210 line, and no two of them would be exactly alike.

And this, bear in mind, does *not* count the multitude of possible variations with such dealer-installed accessories as radios, heaters, backup lights, seat covers and hare tails on the fender antenna.

The rash of colors in U. S. automobiles is relatively new. You could get colors long before World War II in fair variety, but the real profusion began only a couple of years ago. Gradually, color has come to share the emphasis put on the galloping horses in the new engines, automatic transmissions, power steering and air conditioning. The reason, of course, is that automobile owners want to be different.

Color variety in automobiles spawns
124 POPULAR SCIENCE

Windshield Installation

We 've been getting a lot of calls regarding windshield installation, so I thought this article might be helpful to you. Seems like the shops don't even know this method any more. Hope this helps you out.

WINDSHIELD ASSEMBLY (1953)

All 1953 Chevrolet body styles utilize a large one piece windshield. The removal and installation procedure is basically the same for all body styles, with the exception of the molding removal.

Before windshield removal, protect the paint finish by masking around the windshield opening. Also, place a suitable covering across the hood and fenders.

Removal

- 1. Remove windshield wiper blade and arm assemblies and wiper transmissions. Lower top on Convertibles.
- 2. Remove windshield garnish moldings, escutcheon and rear view mirror. On convertibles remove screw retaining side reveal molding to upper windshield pillar.
- On Sport Coupes, remove rain deflector and single screw from each windshield side reveal molding.
- 4. Remove instrument panel compartment box to gain access to belt molding attaching nuts.

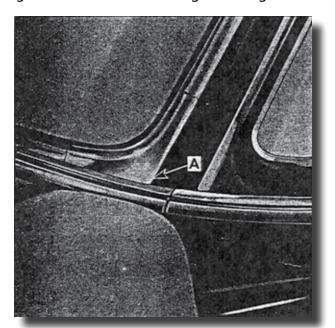


Fig. 19 - Corner Reveal Molding Disengagement

- 5. On closed body styles loosen two belt molding attaching nuts nearest front body hinge pillar. On Sport Coupes and Convertibles it is necessary to remove the entire belt molding.
- 6. Loosen hinge pillar trim on Sport Coupes and Convertibles to gain acces to windshield rubber channel.
- 7. Inside the body loosen the inside lip of the windshield rubber channel, at the windshield pinch- weld, with a putty knife.
- 8. Starting at the inside upper corner of the glass, carefully force the glass assembly outward with the palm of the hand. Repeat this operation until the lip of the rubber channel clears the upper pinch-weld flange.
- 9. Carefully work the windshield assembly outward and upward to disengage the rubber channel lip from the lower pinch-weld flange. On Bel-Air and 210 series bodies, disengage the flange of each corner reveal molding "A" from the belt molding (fig. 19).
- 10. With a helper carefully lift the entire windshield assembly from the opening and place it on a covered bench.
- 11. Remove the reveal moldings and rubber channel from the windshield glass.

Installation

Before installing new glass, inspect the contour of the pinch-weld flange for any irregularities and correct. New glass may be used as a template for this check.

- 1. Clean, all old sealer from the windshield opening and rubber channel with a putty knife and rags. Do not use gasoline, oleum spirits or other solvents to clean sealer from rubber channel as the channel will be damaged.
- 2. Install rubber channel around windshield glass.
- Insert attaching flanges of reveal moldings into reveal molding groove of rubber channel.
 NOTE: Windshield glass is installed with manufacturers trade mark at the lower corner.
- 4. Insert a strong cord into the pinch-weld flange cavity of the rubber channel, tie cord ends at bottom center of assembly and tape ends to windshield glass (fig. 20).

5. With a sealing gun, apply a continuous heavy ribbon of 3-M Autobody Sealer, or its equivalent to the base of rubber channel.

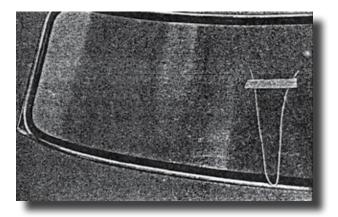


Fig. 20-Cord in Pinch.Weld Cavity

- 6. Apply a heavy ribbon of sealer at the pinchweld flange along each side of the windshield opening and extending out six inches from each corner.
- 7. With the aid of a helper, place the windshield assembly into the body windshield opening. On Convertibles and Sport Coupes position windshield assembly slightly off center in opening so as to engage the flange of the side reveal molding with the windshield pillar. While pressing firmly from the outside, have helper on the inside slowly pull the cord along the bottom only so as to seat the lip of the rubber channel over the pinch-weld. Pull cord only as far as the lower corners of the opening.
- 8. On Bel Air and 210 Series bodies from the outside of the windshield, apply pressure downward at each lower left and right corner so as to seat the lower flange of the corner reveal moldings underneath the belt molding.

- 9. Contine pulling the cord up each side and across top of the windshield until the lip of the rubber channel is seated over the pinchweld completely around the opening. On Convertibles and Sport Coupes engage flange of side reveal molding with windshield pillar with the aid of a putty knife.
- 10. With windshield in position, retighten belt molding attaching nuts underneath the instrument panel, then reinstall the glove box to its original position.
- 11. Sport Coupes, apply a ribbon of 3-M Autobody Sealer, or its equivalent, to the attaching flange of the rain deflector; this sealer should partially cover the attaching screw holes. Then install rain deflector to body.
- 12. On Convertibles and Sport Coupes, seal around belt molding attaching holes with 3-M Autobody sealer or its equivalent. Install belt molding.
- 13. Reseal windshield wiper transmissions with 3-M Weatherstrip Adhesive or its equivalent and install wiper transmissions.
- 14. Install windshield garnish moldings, escutcheon and rear view mirror.
- 15. Seal lip of rubber channel to windshield with 3-M Weatherstrip Adhesive or its equivalent.
- 16. Clean up glass, remove protective coverings and replace wiper blade and arm assemblies



The National Chevy Association™



CLASSIFIED ADVERTISING RATES

Please advertise '49 through '54 Chev parts only. "Parts-Line" is printed once monthly and members receive 3 free 25-word ads per year. Ads over 25 words run 10¢ per word over the 25 word limit. Ad rates for non-members are \$3.00 up to 25 words and 10¢ per word thereafter. All ads will run for 3 consecutive issues unless cancelled by you. Please put prices on items that you advertise. Mail 947 Arcade, St. Paul, MN 55106 or fax 1-800-785-5354 or email info@national-chevyassoc.com ads before the first of the previous month.

NATIONAL CHEVY'S

FAX LINE.

Place orders 24 hours a day.

Email or Fax Ads.

info@nationalchevyassoc.com

Fax: (651) 778-9686 or

1-800-785-5354

Or phone us at (651) 778-9522 Monday - Friday 9 a.m.-12 p.m., 12:30 p.m.-5 p.m. Central time.

CARS FOR SALE



FOR SALE — 1954 Chevrolet 210 Two door Sedan - \$7777 235 PowerGlide Original, complete project car. Good condition. Starts, Runs and Drives. Wixom, MI 248-924-6546 Dave dpshelbo@live.com

Nov



FOR SALE — 1954 Bel Air 2 dr HT. Zero rust all original. 235 blue flame 6 with P/G trans. 12V system. Fully rebuilt front suspension. Trans has no reverse. Scandia, MN. Call for details: 651.238.5721.



FOR SALE — '54 project car. Many new parts still in boxes needs paint. Newly upholstered seats. 4 door 210 model. New carpet and headliner still in boxes all parts included for completer restoration. Hilton NY: jan_a_stein@yahoo.com for more pics or info. \$5,733.

No



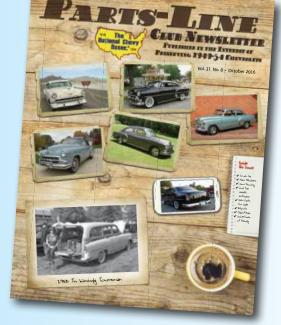


MONTHLY ONLINE NEWSLETTER



To our loyal members we are proud to have over the last 30 years offered you a high quality mailed monthly newsletter packed with great deals, super buys, members car builds and tech tips. We thank you for your years of support! But alas just like the times, we are changing and growing.

We will now offer the same great monthly newsletter free to everyone on our website! You will have access to each great monthly issue when



ever you want! Catch up on the latest issues on your phone, tablet, computer or print it out! Each issue will still be packed with the same great content as always!

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