

PRESS RELEASE

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Fender Skirts & Poodle Skirts, Cruisin' the Fabulous '50s

Allentown, PA – Running November 4 through March 2017 in Allentown, Pennsylvania, America On Wheels Museum is excited to announce the debut of our Changing Exhibit **“Fender Skirts & Poodle Skirts, Cruisin’ the Fabulous ‘50s.** There will be a private sneak-a-peak opening for Museum Members on October 27th.

The display has been put together to showcase the Fifties. Museum Director, Linda Merkel states “As the Fifties began, Americans were benefitting from the post-war booms. The economy was growing, babies were booming, the “King” gyrated on the Ed Sullivan Show, suburbs were expanding and new interstates were connecting them all. New prosperity stimulated the purchase of cars and the manufacturers competed with appealing designs and increasing horsepower.” Over 40 million automobiles now cruised these new American roads bringing people to work and families to Grandma’s house. Television overtook radio and McDonald’s changed our eating habits. “We hope visitors will find the Museum’s tribute to the ‘50s as colorful and stirring as the decade itself,” says Merkel.

“When one thinks of the ‘50s we think proud, hopeful and strong. These American cars exemplified those times,” states Alan Gross, Exhibit Chair. The exhibit will showcase 14 glorious ‘50s cars that represent the decade.

Sneak Preview of the Display:

- **1960 Buick Electra 225 Convertible – Richard Sills – 301-467-1212 (Info: It is a one-of-a-kind car, having been designed by the GM Styling studio for the use of Harlow Curtice, who was the President of General Motors.**
- **1955 Chevrolet Belair 2-door hardtop – Terry Brown – 610-737-0272**
- **1958 Corvette – Dr. Jay Strauss – 484-553-2900 (Info: Panama Yellow was only available for the production year of 1958. Out of 9,168 Corvettes produced that year, only 190 were painted Panama Yellow with white coves).**
- **1955 Buick Century – Dan Phelps – 610-375-0906**
- **1951 Ford Custom Deluxe Convertible – Gary Hiller – 610.277-9731**

Merkel invites everyone to come to America On Wheels Museum to enjoy a colorful look back at the cars and the culture that made the ‘50s so memorable. America On Wheels Museum, 5 North Front Street, Allentown PA. General admission \$10. Seniors \$7, Children 5 and under FREE, students (6-16) \$5. Children FREE every Sunday. Hours of operation: Tuesday through Saturday 10 am-5 pm. Sunday Noon-5pm. Last ticket sale is 4pm. Call 610.432.4200 or visit www.americaonwheels.org for information.