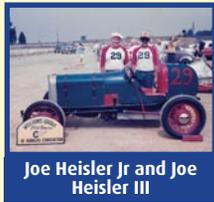


JOE HEISLER JR AND JOE HEISLER III

Joe Heisler Jr
By Joe Heisler III



Joe Heisler Jr and Joe Heisler III

Dad discovered auto racing due to a poster in a Philadelphia subway car advertising Midget Auto Races at the Yellow Jacket Stadium in the summer of 1946. He was eleven years old and it took several weeks to convince his parents to take him to his first race on August 6, 1946 which was won by Shorty McAndrews in the Ken Hickey #29 Ford 60. This first midget show only intensified his desire to see a Big Car race. It took over a year to get to Allentown on September 20, 1947 when Tommy Hinnershitz won the feature over Warke, Holland, Rogers and Light. What a way to start! From that day until now Big Cars have been one of his main interests in life. Writer Buzz Rose called Dad the most knowledgeable person he ever met on the history of Eastern Big Car racing. Dad would qualify that to read before 1965.

He was an early member of the CFFC and in the late 1950s wrote *The Sprinter* newsletter. He belonged to AAA, USAC, URC, and AACA where for a few years he announced the antique race car event on the Friday of show week along with Fred Sherk. I took Dad's place a few years ago. Dad served on EMMR's Board of Director for several years. Dad has enjoyed the history of racing since one day during high school when he discovered the newspaper room at the Philadelphia Public Library. He has contributed to race history books written by Buzz Rose, Spencer Riggs and John Snowberger. He has helped many antique race car owners with data on their cars. He also enjoys providing driver résumés for family and interested parties for the Big Car racers of the 1930s and 1940s.

Joe Heisler III
By Joe Heisler Jr

My son Joe III never had an option to not be involved in auto racing. I took him to his first race before he was six months old. It was the 1964 USAC sprint opener at Williams Grove on April 12, 1964 and the winner was A.J. Foyt in his Traco Engineering Special. We watched the race from the third turn hill.

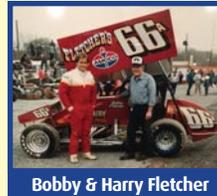
Our big father-son project was the restoration of the #29 Ford powered three-springer big car beginning in 1982. Joe has worked very hard to keep the car in action over the past four decades. In addition to appearing in as many EMMR events as possible, he has campaigned the car as far north as New Hampshire and as far south as Darlington, South Carolina, on dirt, pavement, and road courses. Joe has supported EMMR at numerous car shows and two years ago was very fortunate to be invited to show the #29 at the prestigious Radnor Hunt Concours near Philadelphia. Three Springer had come a long way from the early 1930s of racing at outlaw tracks in the Philadelphia, Wilmington, and south Jersey areas.

After serving on the Board of Directors for several years Joe continues to assist EMMR by managing the fund-raising "Block" programs. In addition to dirt track sprint, midget and Silver Crown shows, over the years Joe has found time to attend many different types of racing: The Indy 500, other Indy Car events, Nascar Cup events, Road Racing, and many non-racing car shows and events.

HARRY FLETCHER MEMORIAL

SIXTY YEARS OF FLETCHER'S RACING

Harry Fletcher was in high school in the late fifties, when he was firmly bitten by the racing bug. And who would have thought that six decades later, Fletcher's Racing would be one of the longest operating Sprint Car Teams in Central Pennsylvania. In the beginning Harry dabbled in local Drag Racing, but after a short time his interests turned to wrenching on the NASCAR #66 Grand National car (now the Monster Energy NASCAR Cup Series). Dirt racing then captured his interest and his first race car was an Upright Jalopy driven by Tom Bowers at many Maryland Speedways. A year later Fletcher's Racing took a big step and prepared a Modified race car, driven by Hall of Fame chauffeur Diz Dean. While the learning curve was steep, overall the team recorded a successful season.



Bobby & Harry Fletcher

Wanting more, Harry sought the help of racing great, Dick "Toby" Tobias during the winter of 1965. With inputs from an expert, Harry then built the very radical, but popular Fan Favorite Ford Powered "Sidewinder" Super Modified racer, using a set of blueprints that are still kept in the Fletcher's Race Shop.

About the time the new race car was being completed, a friend introduced Harry to a hot shot driver from Altoona, PA by the name of Johnny Grum, who coincidentally was looking to move into the Super Modifieds. Combining their driving and mechanical skills quickly allowed them to record seven victories for the season, including winning the Hagerstown Speedway Hub City 100 and Track Championship. From 1965 to 1968 the Fletcher's Racing "Sidewinder" was a winner in the Maryland and Pennsylvania dirt, and even competed at the famous Langhorne Speedway. However, the racing rule books were changing, and the winged Sprint Cars were replacing the Super Modifieds.

Moving with new racing directions in 1969, Harry purchased his first conventional sprint car chassis built by noted fabricator, Charlie Hill and Chevrolet powered engines crafted by respected engine builder, Pete Barrett of Washington, DC. The Fletcher/Grum Team were together until 1977 and inked many victories and Championships. In 1970 they scored 23 feature wins, including the 150 lap Williams Grove National Open. In 1975 at Port Royal the #66 was in victory lane 11 times, and won the Track Championship. Additionally, record books show the Fletcher/Grum Team as the eighth winningest team at Port Royal with 47 victories, and three victories in the famed Labor Day Classic.

Steve Smith Sr. took over the reins of the #66 Fletcher's Sprinter from 1978 until 1982. Smith, an accomplished driver and Fletcher, the talented owner-mechanic became the team to beat at the Pennsylvania dirt ovals. In 1978 they won 25 feature races before July. And at Lincoln Speedway alone, they were unquestionably the dominate race team. In the inaugural season for the World of Outlaws at Lincoln Speedway, the Fletcher/Smith team was victorious in all four WOO races. This powerful team also won the 150 lap Williams Grove National Open in 1981. At one point in the early 1980s it looked as though Fletcher's Racing would shutter the doors, but, just as Harry and Sandy Fletcher's son Bobby, was graduating with a business degree from the University of Maryland, he declared that he wanted to move into the #66 driver seat, and did so after a coat of red paint and re-numbering their sprinter to #66a. Bobby quickly put the family Sprinter back into victory lane and raced from 1985 to 1996 using Bobby Allen Chassis'. And not surprising, it wasn't long until the next Fletcher generation graduated with an agricultural degree from the University of Maryland, and a new driver's seat was purchased for Harry's Grandson, Cody. The year was 2013 and Cody now races the #66a at Trailways, Lincoln, and Susquehanna Speedways with a Maxim chassis and a Don Ott built engine.

During his years of racing, Harry Fletcher assisted many race teams and individuals in the sport. Competitors frequently came to the #66 hauler asking for a special tire, a spare part, tools, equipment, or yes, even requests for technical advice on chassis setups. And Harry was always there, giving advice that could potentially allow competitors to outrun his #66. A knowledgeable person once commented, "Nobody will ever know how many people were helped by Harry Fletcher." In the 1990s Harry turned the management of Fletcher's Service Center over to Bobby, allowing him to focus on his second interest—farming. With a farm in East Berlin, PA he fulfilled a childhood dream, and started raising grain. He grew his dream into a large operation and was recognized as the 1997 Adams County Farmer of the Year, and then further expanded his operation to include Fletcher's Grain Trucking Enterprises.

Harry Fletcher was one of a kind. He was a very humble person, who enjoyed success, but shunned recognition for those successes. Throughout his life, filled with hard work, Harry Fletcher's measure of a person was how hard they worked. Harry passed on September 16, 2015, while doing farm work.

2017 EMMR / WGOT CONVENTION



43rd Annual

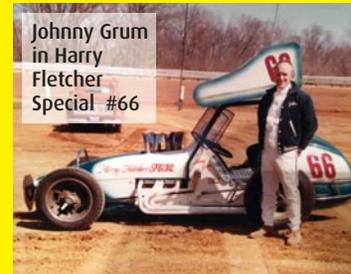
at: Latimore Valley Fairgrounds and Eastern Museum of Motor Racing

AUGUST 11-13 2017

HARRY FLETCHER MEMORIAL



Steve Smith Sr. in Fletcher's Racing Team #66



Johnny Grum in Harry Fletcher Special #66

HONORING: ★ *Grand Marshalls* **JOE HEISLER JR & JOE HEISLER III**

FREE Parking and Admission

held at the historic and beautiful **Latimore Valley Fairgrounds**

314 Latimore Valley Rd, York Springs, PA

Midway between Harrisburg and Gettysburg, PA



Located a minute off of US Route 15, just north of York Springs, PA. museum ph 717-528-8279 www.EMMR.org

2017 EMMR / WGOT CONVENTION



Meet race car drivers from the past and hear their stories of racing during the last 60 years! View antique and vintage race cars then hear the engines roar to life for laps on the historic dirt track!

FRIDAY AUGUST 11, 2017:

10a-7p **Eastern Museum of Motor Racing (EMMR) open** to the public for extended hours. Race Cars on display.

10a-3p **Refreshments** in museum.

1p-3p Meet our Grand Marshalls **Joe Heisler Jr** and **Joe Heisler III**. "Racing in the 1940s and 1950s."



LATIMORE VALLEY FAIRGROUNDS

CRUISE NIGHT

at EASTERN MUSEUM of MOTOR RACING

Saturday, **AUGUST 12, 2017** 3 to 8 pm

Rain Date: Sunday, Aug 13, 3 to 8 p.m.



All Vehicles and Makes Welcome!

Best of Show Awards and CASH Prizes:
Car \$100. Truck \$100. Motorcycle \$50.

• Grand Door Prize Drawing for Pre-Registered Vehicles, Valued over \$100. Sponsored by: Credit Connection Auto Sales.

• Registration Fee \$10. Donation or Pre-Register by July 31 for \$8.

Door Prizes, Music, Food, 50/50 Drawing, Chinese Auction

Dash Plaques to first 100 Cars, plus Goody Bags as long as they last!

Info: Carol Weaver 717-465-2191 or eaglespoint97@yahoo.com (On August 12: museum 717-528-8279)

Come Early! **Vintage Race Car Track Time Exhibition from Noon to 3 pm. Visit Museum!**



Eastern Museum of Motor Racing

SATURDAY AUGUST 12, 2017:

8a-10a **Coffee** in the Infield of Racetrack.

9a-9p **Eastern Museum of Motor Racing (EMMR) open** to the public for extended hours. Race Cars on display.

10a **Race Car Registration**

11a-3p **Refreshments** in the infield.

11:45a **Drivers Meeting** at the flagstand.

12p-3p **Vintage Race Car Track Time Exhibition** at Latimore Valley Racetrack.

12p **Inliners International** at Large Pavilion, call Steve at 215-547-0866

3p-8p **Cruise Night** for all cars and motorcycles at the Museum, see ad.

5p **Race cars** need to be at Susquehanna Speedway by **5:00 pm. EMMR Track Time & Display.**
In case of rain the Museum will be open till 9 pm.



EASTERN MUSEUM of MOTOR RACING

DIRECTIONS:

The Latimore Valley Fairgrounds and EMMR (Eastern Museum of Motor Racing) are located ½ mile east of US 15; just 1-½ miles north of York Springs; Halfway between the PA Turnpike & Gettysburg; Watch for the EMMR signs; Turn east onto Latimore Valley Rd. Follow signs.

EMMR (museum) PHYSICAL ADDRESS is located at: 100 Baltimore Road, York Springs, PA

MAILING ADDRESS:

PO Box 688, Mechanicsburg, PA 17055

MEMBERSHIPS to Eastern Museum of Motor Racing: Annual \$20 or Life \$200 (Mail Info & Check to PO Box above)

EASTERN MUSEUM of MOTOR RACING

EMMR and Fairgrounds are a Living History Museum!

The Fairgrounds are 60+ acres including a 1/2-mile **Dirt Track** that originally operated in the 1930s. At the other end of the Fairgrounds is the 18,000-sq.-ft. **Eastern Museum of Motor Racing**



(EMMR), which showcases 80+ vintage race cars, a Research Library, Book Store, and Gift Shop. Phone 717-528-8279. The

Museum's regular hours are 10 am to 4 pm on Friday, Saturday, and Sunday from April to October. Maintained by dedicated volunteers, admission to the EMMR is free but donations appreciated.

www.EMMR.org

SUNDAY AUGUST 13, 2017:

8a-10a **Coffee** in the Infield of Latimore Valley Racetrack.

9a **Church Service** in Infield.

9:45a **WGOT/EMMR Annual Membership Meeting** in infield at large pavilion. Elections and "The State of WGOT/EMMR." All welcome, please attend.

10p-4p **Eastern Museum of Motor Racing (EMMR) open** to the public.

11a  Introduction of **2017 Grand Marshalls: JOE HEISLER JR and JOE HEISLER III** in Infield.

11:30a Tribute to **Harry Fletcher** at infield large pavilion.

12p-3p **Refreshments** in the infield of Latimore Valley Racetrack.

12:30p **Drivers' Meeting** at flagstand.

1p-4p **Vintage Race Car Track Time Exhibition** at Latimore Valley Racetrack. Don't miss this!

