

SPACE AGE STAR

AUGUST 2015



In this issue: 1960 Corvair Introduction, 1965 Impala Back on the Road, Chevrolet Market Research, Heavy Chevy and Rally Nova, GM Heritage Center Photos



EDITOR'S NOTES: I hope everyone is having a nice summer and enjoying their old Chevrolets. As of this writing (mid-July), my 1965 Impala has been back on the road for a week and I'm having fun driving it.

I found out from a Chevrolet numbers expert that my car is one of 10,747 six-cylinder 1965 Impala Sport Sedans. Does this make the car rare? Unusual, yes, but not rare. I wouldn't call any 1965 Impala rare. There are very few Chevrolet vehicles I'd consider rare.

It's amazing how the word "rare" is overused in antique car "for sale" ads. I saw one ad for a 1967 Caprice where every third word was "rare." 1967 Caprice production, excluding station wagons, was 124,500, so I don't see how it could be rare, even 48 years later. The overuse of this word is another example of sellers trying to make their cars sound better.

Some cars are "rare" for a reason. They were either impractical or overpriced when new. I think 1955 - 1957 Nomads fit in this category. They're beautiful cars, but didn't sell well because of price and limited utility. Chevrolet built enough of them that I don't consider them rare.

I think 1964-65 two-door Chevelle station wagons are rare. They built 2710 two-door

wagons in 1964. I couldn't find a figure for 1965 production. It must have been so low that no one bothered to record it. Other than this model, I doubt the words "rare" and "Chevrolet" go together often.

Feel free to submit your opinion on what's "rare" in the collector car world, especially regarding our Space Age Chevrolets.

Hershey is only two months away. As always, I'm looking forward to attending. I'd like to schedule a region meeting again this year. We had a decent turn-out for last year's meeting, but it would be nice to meet more members this year. We held last year's meeting at 2 pm on Thursday as that seemed to be the best time for everyone. We can hold the meeting in our spaces again (Red Field North), but if someone else would like to host the meeting in their spaces, please contact me via the region email.

Also, please send me your vendor space numbers, and I'll publish them in the October newsletter for anyone who wants to drop in and visit.

As always, "my car" stories and restoration tips are welcome in the newsletter. Don't be shy, please send them in.

Russell Heim

COLLECTING LITERATURE: CUSTOM FEATURES BROCHURES

Also available at your local Chevrolet Dealer was a Custom Features Brochure. These were designed to entice customers to order extra-cost items for their new car. Many of the Custom Features, such as seat belts, air conditioners, and radios are now standard on new cars. These brochures are less common than the Sales Brochures. Chevy also issued a large Custom Features catalog for use by the sales force. These catalogs illustrated accessories for the car and truck lines and included selling tips. The Custom Features brochures and catalogs are great tools for verifying which accessories are correct for your car.

Russell Heim

INTRODUCING CORVAIR

BY RUSSELL HEIM



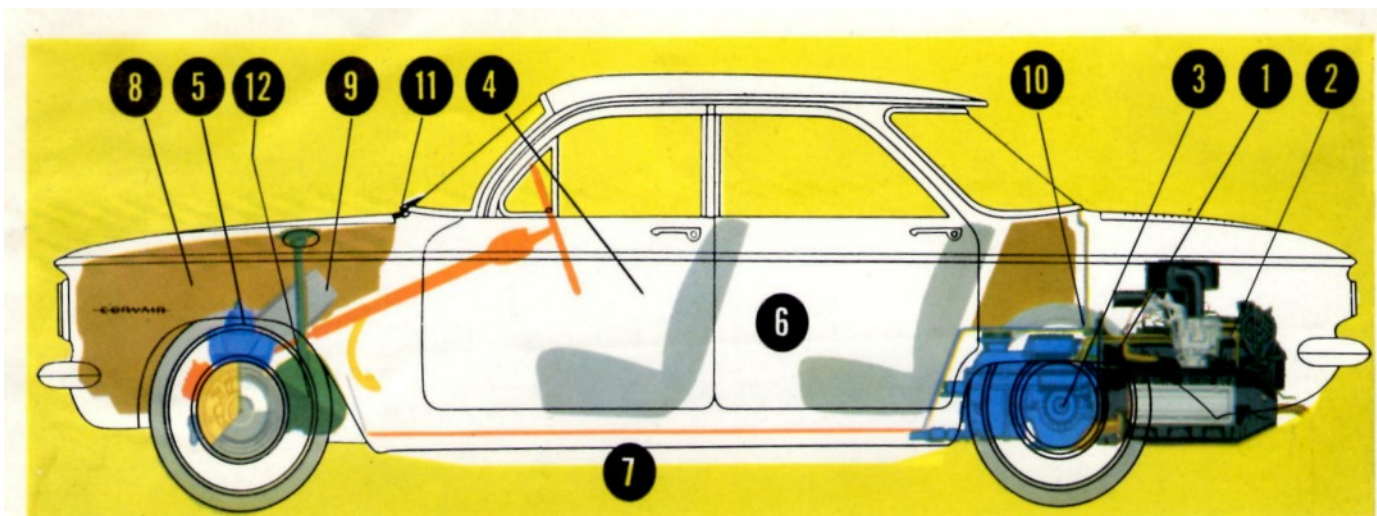
There are many books and articles covering Chevrolet's rear-engine compact car. Instead of rehashing everything that's been said; this article focuses on how Chevrolet promoted the car at its introduction in the fall of 1959 as a 1960 model.

Chevrolet promoted their new compact car as unique and revolutionary. They claimed that "For the first time in America...Chevrolet introduces a revolutionary new aluminum engine - so light it can be joined with the transmission and axle to form a compact, lightweight power unit, and placed in the rear where it belongs in a compact car. This important development has freed designers to create more genuine engineering advancements than ever introduced on a car before. The result is that the new Corvair is the one compact economy car that measures up to American standards of room, ride and performance."

The sales brochures claimed that the Corvair was the only American compact car that wasn't a compromise between conventional car design and reduced size. "The Corvair is a true compact car... specifically designed as a compact car should be!"

The Unipack power team, combining engine, transmission and axle, in one unit was touted as "the key that unlocked the door" to the revolutionary design. This power team, light enough to be mounted in the rear, pointed the way to a host of engineering advancements. Chevrolet described the Unipack's advantages as power being transmitted more directly to the rear wheels and vehicle weight reduction.

The main Unipack component, the Corvair Turbo-Air six-cylinder engine, was described as America's most revolutionary automobile engine. Chevrolet said it was designed to combine around-town economy and enough power to safely travel on modern super-highways. Turbo-Air's main features were horizontally opposed aluminum pistons and air-cooling. It produced 80 horsepower and 125 pounds-feet of torque.



FIRST SPECIFIC DESIGN FOR AN AMERICAN COMPACT CAR

1. UNIPACK POWER TEAM—engine, transmission and axle are combined in a compact low-weight unit in the rear.

2. TURBO-AIR 6—America's first modern aluminum engine; aircraft-type; horizontally opposed cylinders, forced-air cooling; 80 h.p., 125 lb.-ft. torque.

3. TRANSAXLE—this component of Unipack combines transmission and rear axle drive gears; choice of standard floor-shift or automatic* transmission.

4. UNISTRUT BODY BY FISHER—this is a unitized body-frame design; rigid, all-welded steel construction.

*Optional at extra cost.

5. QUADRI-FLEX SUSPENSION—all four wheels independently suspended by big coil springs; isolated from body by extra-thick rubber cushions.

6. 6-PASSENGER SEATING—ample head room, leg room, shoulder room, hip room—both the front *and* rear seats.

7. LOW, VIRTUALLY FLAT FLOOR—comfortable seating, ample foot room—all thanks to rear engine design.

8. FRONT LUGGAGE COMPARTMENT—key-locking; totals 15.6 cubic feet including stowage space behind the rear seat; counterbalanced trunk lid.

9. SPARE TIRE AND WHEEL—conveniently located under front hood; easy to get at.

10. SPECIAL INSULATED REAR BULKHEAD—helps prevent heat and engine sounds from reaching the passengers.

11. HIGH-LEVEL VENTILATION—fresh air intake is located above low-lying road fumes and dust; double-thick steel cowl gives added strength.

12. FRONT-MOUNTED FUEL TANK—away from engine and exhaust system heat; protected by massive front cross-member; 11-gal. capacity.

CORVAIR MODELS

MODEL IDENTIFICATION

CORVAIR



CORVAIR 700
6-passenger 4-door compact sedan
with Turbo-Air 6 . . . Model 769



CORVAIR
6-passenger 4-door compact sedan
with Turbo-Air 6 . . . Model 569

Both Corvair models are identified by Corvair nameplates on front fenders. Corvair 700 is distinguished from standard Corvair in that it is decorated with additional exterior bright metal trim, has interior that is color-keyed to many exterior colors and has special Corvair 700 nameplate on glove compartment door. In this catalog, "Corvair" applies to both models, except where it is necessary to distinguish between Corvair 700 and standard Corvair.

DISTINGUISHING FEATURES Chevrolet Corvair is a precision-built car of high quality, with many features never before offered in an American production car. Compact for easy

handling and with ample room for six adults plus luggage, Corvair is agile, easy to drive and provides a smooth, comfortable ride. Moreover, Corvair operates with outstanding gasoline

economy. Oil refills take only four quarts. Anti-freeze bills are eliminated. And normal parts replacement is thrifty—with parts available at every Chevrolet dealership.

Two new transmissions connected the Turbo-Air six to the rear axle. Three-speed synchro-mesh was standard and mounted on the floor. A tiny lever protruding from the dashboard operated the optional Powerglide automatic transmission.

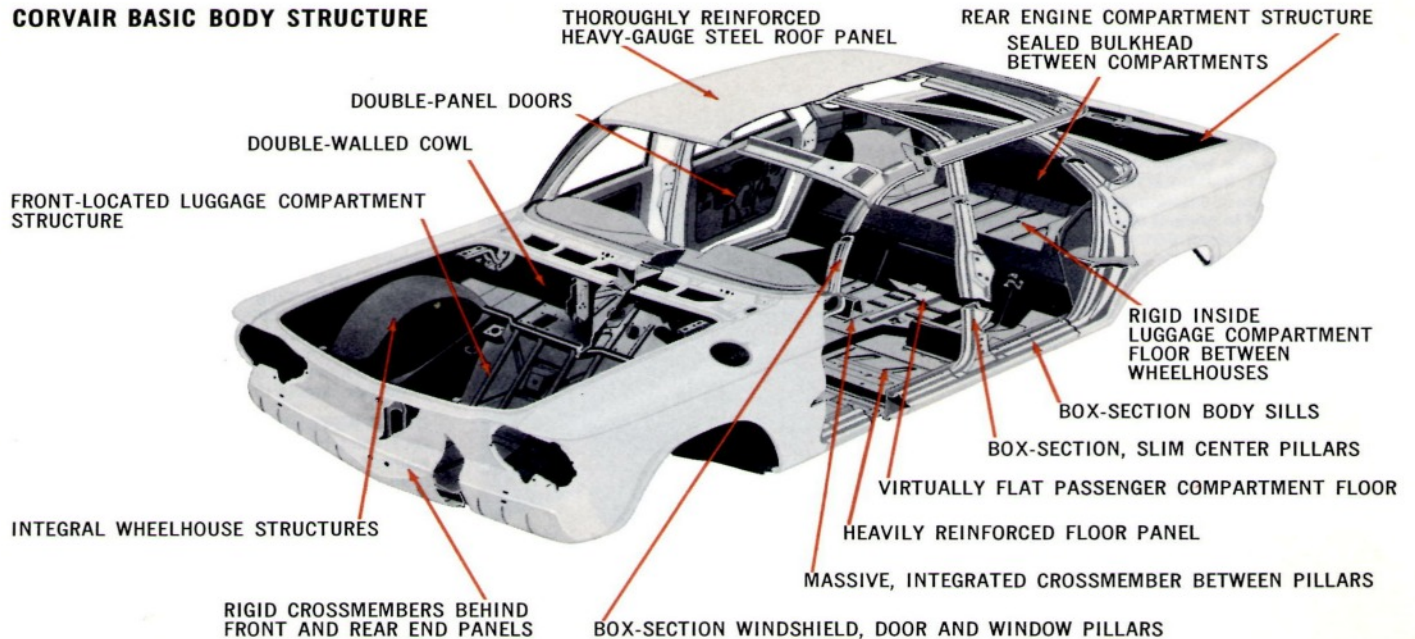
Mounting the drive train in the rear allowed the compact Corvair to seat six in comfort. The flat passenger compartment floor added "a new measure of comfort for all passengers." Chevrolet claimed the Corvair had ample head, shoulder, hip and leg room for six passengers and provided the kind of comfort Americans expect.

The rear engine also created "ideal weight distribution." Chevrolet stated the rear-biased weight distribution resulted in marked handling improvements. The engine's weight gave extra traction to the rear tires, creating better traction for climbing hills, negotiating curves and driving on ice and snow. Steering was lighter and easier due to the lightened load on the front wheels.

Chevrolet also said that the weight distribution contributed to superior braking. They claimed that the Corvair's weight distribution became nearly equal front and rear during normal stopping as all four wheels shared the braking load more evenly. The engine weight in the rear helped the wheels hold the road during braking and reduced nose-dive, which they claimed was a problem in many front-engine compact cars. Chevrolet also claimed longer brake lining life.

Unibody construction wasn't new in 1960, but Chevrolet said their "Unistrut" body by Fisher made a major contribution to compact car comfort and safety. Chevrolet described the unitized body as providing strength and rigidity. It joined the roof, floor, sides and front and rear sheet metal in a welded construction of superior strength. The cowl extended the full width of the front and was made of double-thick steel walls, giving extra protection for the driver and passengers. A thickly insulated rear bulkhead prevented engine compartment heat and noise from entering the passenger compartment.

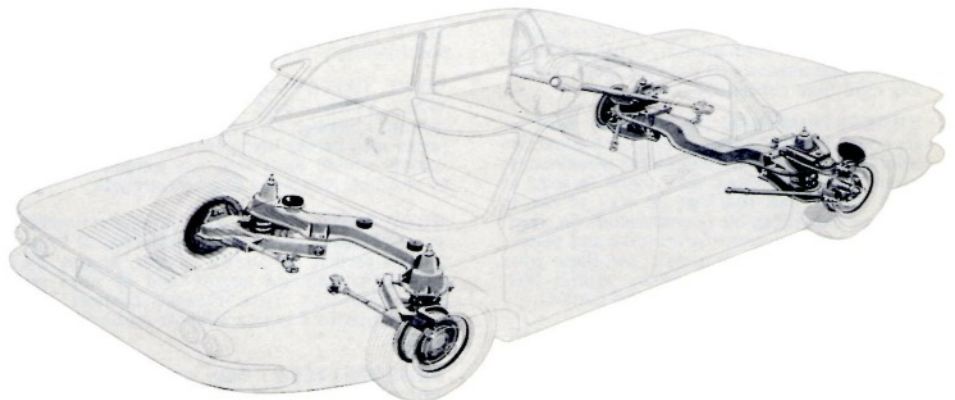
CORVAIR BASIC BODY STRUCTURE



The revolutionary features continued with the first four-wheel independent suspension on a modern American car. Chevrolet called this suspension "Quadri-Flex" and stated that each wheel was free to move up and down with road irregularities. This contributed to "road-clinging stability" that allowed Corvair to hug the road better than any other compact car. Large coil springs at each wheel helped produce a "wonderfully smooth and quiet ride."

CORVAIR SUSPENSION SYSTEM

QUADRI-FLEX FULL INDEPENDENT SUSPENSION America's first fully-independent suspension system is designed to give Corvair riding qualities comparable to many large luxury cars. Each wheel is suspended by a deep coil spring with shock absorber mounted inside to cushion out road shock independent of the action of other wheels. Quadri-Flex full independent suspension system also permits more of car's weight to be supported by coil springs. Corvair's ideal compact car weight distribution combines with full independent suspension to give outstanding roadability and handling around sharp curves and corners. Advanced suspension geometry is engineered to produce desirable understeer characteristic which helps Corvair hug curves with precision control. In addition to riding and turning stability, built-in levelizing action (dive control) helps keep Corvair on an even keel during quick stops and under hard acceleration.



Upon introduction, the only available body style was the four-door sedan. It came in two trim levels, standard Corvair, and upscale Corvair 700. Standard features included Magic-Mirror acrylic lacquer finish, Safety Plate glass in all windows, turn signals and electric windshield wipers.

Chevrolet also touted Corvair's "special brand of beauty", luxurious interiors, big safety-master brakes, four-headlamp system, front luggage compartment, and five tubeless Tyrex cord tires. Drivers didn't have to wait for the engine to warm up for the heater to obtain optimum performance. Padded instrument panel, automatic transmission, aircraft type heater, transistorized radio and fold-down rear seat were extra-cost options.

Despite the glowing introduction and revolutionary features, the 1960 Corvair lost the sales race to Ford's conventionally engineered Falcon. Two-door coupes were introduced later in the model year, including the upscale and sporty Monza 900 which became Corvair's sales leader starting in 1961. It seems that Chevrolet envisioned the Corvair as basic economy transportation, but the customers viewed it as a low-priced sporty car.

The Corvair was never the success Chevrolet intended it to be but it still sold very well. There's no middle ground when discussing Corvair; it's either lauded as a landmark design or reviled as an unsafe menace. None of this was apparent at the introduction, and Chevrolet's introductory material presented it as a fabulous new type of car.



Heavy Chevy

(RPO YF3)

- Special body stripes
- Heavy Chevy decals on hood, front fenders and trunk lid
- Special SS hood with raised center and lock pins
- Black-painted grille
- Black-painted headlight bezels
- Rally Wheels without trim rings



Rally Nova

(RPO YF1)

- Bright roof drip moldings
- Color-keyed floor carpeting
- Left-hand sport mirror
- Black-painted grille
- Black-painted headlight bezels
- Special body stripes
- 14 x 6 Rally Wheels without trim rings
- Heavy-duty front and rear suspension
- Rally Nova decal on hood



For Chevrolet Salesmen:

Two new sporty cars from Chevrolet are coming your way.

HEAVY CHEVY. AND RALLY NOVA. Both are heavy on looks and light on price. They're designed for the under-25 group, the single market, for guys as well as gals.

Both of these new cars afford the owner an opportunity to express his or her individuality at a minimum price.

And they afford you an opportunity to close on those prospects who are looking for a "performance-car" image at an economy car price.

Inside is a rundown on the standard equipment these cars come with. In addition, you have these selling points to work with:

• **LOW INITIAL COST.** For just a few extra dollars, the Rally Nova and the Heavy Chevy put across that sought-after individual image.

• **LOW OPERATING COSTS.** Both cars are available with standard engines that run on low-lead or regular gas. Rally Nova comes with a Six or V8. Heavy Chevy with a V8.

• **LOW INSURANCE RATES.** When equipped with standard engines, insurance rates on these cars are considerably less than "real" performance cars.

• **HIGH RESALE.** A Chevrolet tradition.

Heavy Chevy. The very sporty Chevelle.

This is our new one, introduced the middle of 1971 and already a favorite. It's built around a Chevelle Sport Coupe as you can see on page 6.

See the difference? You get a special understated black grille. A domed hood with lock pins. Special side striping and 14" x 6" rally-type wheels with special center caps and bright lug nuts. It's available only with a V8 engine (you wouldn't want it any other way). The Turbo-Fire 307 is standard, but you can order from three others including our Turbo-Jet 400. If that seems like a

large choice, it is. But we know how it's fun to be choosy when you buy a new car.

Some other options you can order: special instrumentation including a clock, tachometer, ammeter and temperature gauge. And if you're that serious you'll want to look into our Positraction rear axle, wide-ratio 4-Speed transmission and power disc/drum brakes. You see, choosing is what the Heavy Chevy is all about. Settle for its looks or make it a h-e-a-v-y Heavy Chevy with options.

SS. The super sporty Malibu.

This is the one the driving purists think of when you say Chevelle. It comes in either sport coupe or convertible with all the nice things you get with a Malibu and then some. Things like a special suspension—a Sport Suspension that gives SS remarkable handling qualities on the road. Very firm. If you order an SS you have to specify the V8 engine you want. It's no problem. There's a 307-cu.-in., two different 350-cu.-in., a 400-cu.-in. or even (and only on the SS) the famous Turbo-Jet 454. You want, we've got.

All Chevelles with SS on the fender come with power disc/drum brakes, a black grille, a special domed hood with lock pins; a left-hand remote control sport mirror (that, you'll really like). 15" x 7" Sport Wheels and white-lettered F60 x 15 tires to grip the road. You can order things on SS that you can't get on any other mid-size car, like the Turbo-Jet 454 engine. If you're SS prone you already know that. But talk to your salesman. Look at the long list of available equipment. He can help you put it all together.



Heavy Chevy Sport Coupe



SS Sport Coupe



SS Convertible

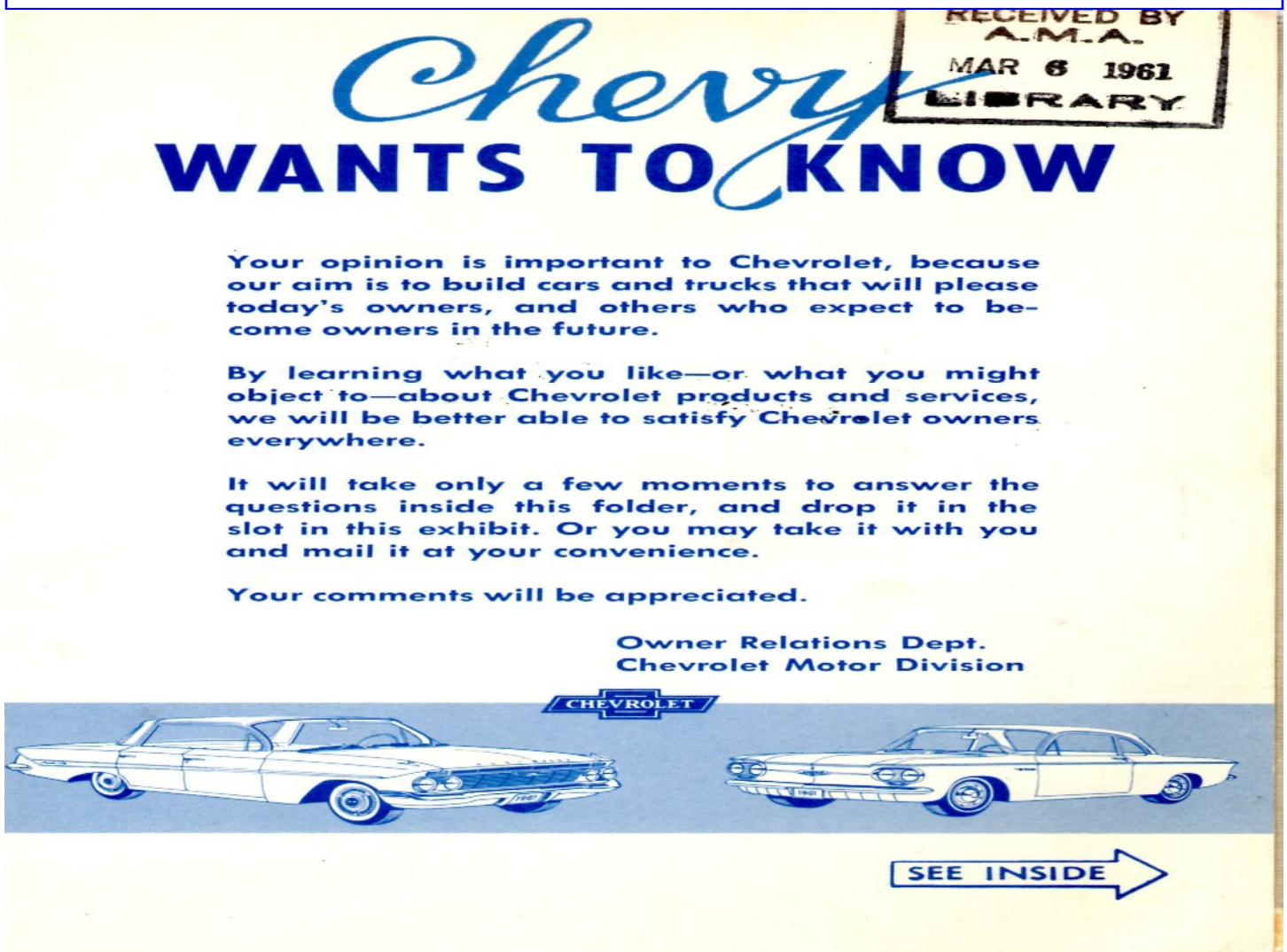
EARLY MARKET RESEARCH

BY RUSSELL HEIM

This two-page survey is an early attempt at market research by Chevrolet Division. They distributed these folders at auto shows to potential customers. The introduction on the cover invites the customer to share their opinion and expresses appreciation for their comments.

The first page solicits general opinions of Chevrolet products and services. There's space at the bottom for the customer to write their name and address. The second page requests opinions on Corvair, Chevrolet "regular cars", and Chevrolet trucks. There's room only for short replies to the questions.

The back page has pre-paid postage via business reply mail to the manager of owner relations in Detroit. They must have had collection boxes at the auto show because the folder in the photo is stamped "collected at Chicago Auto Show Feb. 18-26 1961". Whoever put it in the box didn't bother to fill it out.



**YOUR OPINION OF CHEVROLET,
ITS PRODUCTS—ITS SERVICES**

What has been your opinion of Chevrolet products over the years?

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.....
.....

Is there anything about them that you'd like to see changed in future Chevrolet products?

.....
.....
.....

What is your opinion of the services offered by Chevrolet dealers?

.....
.....
.....

Is there anything about the services offered by Chevrolet dealers that you think needs improving?

.....
.....
.....

What make of car or truck do you own?

Car.....Model Year.....Body Style.....

Truck.....Model Year.....Body Style.....

Did you purchase your car— ☐ New or ☐ Used?

Did you purchase your truck— ☐ New or ☐ Used?

.....
Name

.....
Address

.....
City State

YOUR OPINION OF 1961 CHEVROLET PRODUCTS

Compared to other cars of similar type (Falcon, Valiant, Comet, Lancer, Rambler etc.,) what is your over-all rating of the 1961 Chevrolet CORVAIR?

☐ Excellent ☐ Good ☐ Fair ☐ Poor

What do you especially LIKE about the 1961 Chevrolet CORVAIR?

.....
.....

Anything about it that you'd like to see CHANGED?

.....
.....

Compared to other cars of similar type (Ford, Plymouth, Dart, etc.) what is your over-all rating of the 1961 CHEVROLET regular cars?

☐ Excellent ☐ Good ☐ Fair ☐ Poor

What do you especially LIKE about the 1961 CHEVROLET?
(regular cars)

.....
.....

Anything about them that you'd like to see CHANGED?

.....
.....

Compared to other trucks of similar type (Ford, Dodge etc.,) what is your over-all rating of the 1961 CHEVROLET TRUCKS?

☐ Excellent ☐ Good ☐ Fair ☐ Poor

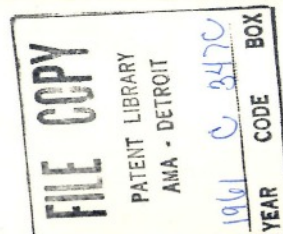
What do you especially LIKE about the 1961 Chevrolet TRUCKS?

.....
.....

Anything about them that you'd like to see CHANGED?

.....
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**Chevrolet Motor Division
General Motors Corporation
General Motors Building
Detroit 2, Michigan**

COLLECTED AT
CHI-AGO AUTO SHOW
FEB. 18 26 1961

Attention Mack W. Worden
Manager, Owner Relations
Room 3-161

GM HERITAGE CENTER

PHOTOS BY RUSSELL HEIM

In July, 2011 my family and I visited the GM Heritage Center as part of a tour during the VCCA 50th Anniversary Meet in Flint, Michigan. The chance to tour the Heritage Center was the main reason we attended the VCCA meet. It's difficult to describe in words how much we enjoyed this visit, so I present a photo essay instead, focused on Space Age era Chevrolets. Enjoy!











1957 CHEVROLET BEL AIR HARDTOP

The 1957 Chevrolet is one of the all-time favorite classics from the 50s. This is a Bel Air 2-door hardtop with the optional 263 V8 equipped with two 4 bbl carburetors. Bel Air models had extra silver anodized aluminum side trim and gold anodized accents. The gas filler was incorporated into the chrome trim on rear edge of the left-hand fender. Bel Air models were available as 2 and 4-door sedans, 2 and 4-door hardtops, 2-door convertible and 2 and 4-door station wagons. The 1957 Chevrolet sales total was 1,400,000 units. Chevy's slogan, "The 1957 Ford on a calendar year basis."

ENGINE: 263 CID V8, 240 HORSEPOWER | BASE PRICE: \$2,411

Hendryx



1964 CHEVROLET 50 SERIES

The 1964 Chevrolet 50 Series is a station wagon. It features a two-tone paint job with a white lower half and a red upper half. The car has a chrome grille, dual round headlights, and a chrome bumper. The license plate reads "SJ4419".

ENGINE: 263 CID V8, 240 HORSEPOWER | BASE PRICE: \$2,411

Hendryx



CLASSIFIED AD: THE OWL WORKS AT NIGHT

Chevrolet enthusiast offering maintenance and repair services for collectible cars. Was a repair shop manager in the '70's and current labor rates are in tune with 1975. If you have a project you can't get started on or need repairs done, contact Ken Michaels at 631-880-8489.

1965 IMPALA BACK ON THE ROAD

BY RUSSELL HEIM

In the December 2014 Space Age Star, I wrote about how I purchased a 1965 Impala Sport Sedan last summer and couldn't decide whether to sell it or repair it and drive it. I kept the car and had it repaired by becoming the first customer of "The Owl Works at Night" (see classified ads in this and prior issues).

In March of this year, Jim Wood towed the Impala from my house to Ken Michaels' house so Ken could perform the needed repairs. I sent the car to Ken with a trunk full of parts. As more parts were needed, I bought them and delivered them to Ken.

Here's a list of repairs Ken made:

- Replaced fuel tank and sender
- Changed rear axle fluid and gasket
- Replaced transmission pan gasket, filter and fluid
- Replaced brake shoes, wheel cylinders, brake hoses and lines and master cylinder
- Flushed, filled and bled brake system
- Changed engine oil and filter
- Replaced clogged grease fittings
- Replaced upper control arm bushings
- Cleaned and painted control arms
- Replaced water pump and all belts and hoses
- Flushed cooling system
- Cleaned and painted engine, inner fenders and frame

- Replaced stabilizer links and strut rod bushings
- Removed damaged passenger side fender
- Stripped, treated and primed replacement fender
- Straightened damaged front bumper
- Installed replacement fender
- Cleaned, painted and refurbished inner fender
- Replaced door locks and cleaned inside the doors
- Prepared passenger side front door for body repair (his friend did the body work)
- Cleaned, rust proofed and painted trunk
- Installed new trunk weather-strip
- Repaired blower switch
- Cleaned out nest from passenger side kick panel

Ken's rates were very reasonable, and I'm very happy with the car. He did a great job. It still needs a paint job and interior refurbishing, but I'm going to drive it a lot while the weather's nice and address those items later.

The car is a pleasure to drive. It's very comfortable for my bad back and really has a Jet-Smooth ride. It accelerates much better than I thought it would with the six-cylinder. This Space-Age Chevy is a keeper. Here are some recent photos of the car.





CHEVROLET—CENTRAL OFFICE

DIVISION OF GENERAL MOTORS CORPORATION
DETROIT 2, MICHIGAN



TECHNICAL SERVICE BULLETIN

Service and Mechanical Department



FUEL TANK VENT PIPE FREEZING

SUBJECT: 1959 PASSENGER CARS

BULLETIN No. DR #403

SECTION VIII

TO: ALL CHEVROLET DEALERS

February 19, 1959

1959 Passenger cars, except station wagons and sedan delivery models, when operating under severe snow, slush, or freezing rain conditions may be susceptible to freezing of the fuel tank vent pipe. Continued operation with a restricted or clogged vent, and the resulting vacuum build up in the fuel tank, may eventually cause partial collapse of the tank, which upsets the fuel gauge accuracy and also reduces the fuel capacity of the tank.

To prevent this condition, a rubber hose extension which places the end of the fuel tank vent out of the critical "splash" area has been released for production.

In areas where snow and slush conditions are prevalent and freezing of the fuel tank vent pipe is experienced, a vent extension hose should be installed as follows:

- . Cut an 8" length of 7/32" I.D. hose from bulk hose, part #601607 (serviced in 50 ft. rolls).
- . Position a hairpin clip, part #148150, approximately 3/4" to 1" from end of hose. If this clip is not available, a large diameter plain flat washer having an I.D. which will provide a tight fit on the hose, may be positioned on the hose about 3/4" to 1" from the end. The hairpin clip or flat washer prevents the hose from pulling out of the frame crossmember after installation.
- . Thread the hose in between the rear bumper and rear frame crossmember through the gauge hole located in the crossmember vertical section directly behind the fuel tank vent pipe. Attach forward end of hose to fuel tank vent pipe, pushing hose on pipe approximately 1".

Manager, Service and Mechanical Department

The Space Age Star is the official publication of the Space Age Chevrolet Region of the Antique Automobile Club of America. This is a non-geographic region dedicated to the enjoyment, restoration and history of 1955 and later AACA eligible Chevrolet cars and trucks. We publish the newsletter six times each year.

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Please send all articles and classified ads to the editor at spaceagechevy@gmail.com

Our Web Address is:

http://njaaca.org/index.php?option=com_content&view=article&id=25&Itemid=44

