

SPACE AGE STAR

DECEMBER 2015



**IN THIS ISSUE: 1961 - 1962 CORVAIR STATION WAGONS,
1974 SELLING POINTS, HERSHEY REPORT AND PHOTOS**



ANTIQUE AUTOMOBILE CLUB
of AMERICA

EDITOR'S NOTES - RUSSELL HEIM

It's hard to believe that Hershey has come and gone. Now it's late autumn (almost winter), and the 2015 Hershey meet is just a memory.

We held a brief region meeting on October 8 at our flea market spaces in the Red field. We decided to keep the region as it is, informal and with no dues. John Mahoney, III, Eldon Frisk, David Heim, Bill Pritchett and your editor attended the meeting. Myron Smith, John Mahoney and Bill Lutkowski were also at our spaces that day and contributed to the discussion.

We recruited one new member, Larry Federico, at Hershey. I also sent the complimentary AACA membership forms to potential members.

Our region had a good year with 2015 being our first full calendar year as a region. We gained a few members and published our newsletters on time. Member contributions made for a great newsletter. Please keep the contributions coming.

This year I visited the AACA Library for the first time. My father and fellow member David Heim and I attended the Library's garage sale on October 6. It was very crowded, but I bought a number of brochures for \$2.00 each. I added the 1965 full-size and full-line brochures to my collection along with two rare 1961 mailers. I saw the same brochures selling for \$15-20 in the flea market the next day.

By Friday I was in no shape to walk the flea market any more, so we returned to the library for some research. Librarian Chris Ritter and his staff were very helpful. I copied some great information for use in future newsletter articles. I recommend visiting the AACA Library and taking advantage of all it has to offer when you have the chance .

I'm including a few pictures of Space Age era Chevrolets I took at Hershey. I have trouble getting around, so I only covered parts of the Chocolate and Red fields. A few of the pictures are from the AACA Museum. If any members have photos from the car corral , the flea market or the car show, please send them to me for publication in a future newsletter.

As the new year approaches, it's time to realize that 1991 model Chevrolets will join the ranks of AACA eligible cars. The restyled Caprice was the big news that year. The new styling was controversial and not always well-received but the 1991 Caprice was *Motor Trend's* car of the year.

Other big news for 1991 was the return of the Camaro Z28. This change appears to be due to Chevrolet losing the IROC naming rights; they had to call the high-performance Camaro something, what better than Z28?

Lumina received a sporty addition to its lineup, a coupe called Z34. The coupe boasted a dual overhead cam 3.4 liter V6 and featured bucket seats, a spoiler and ground effects. The analog instruments included a tachometer.

Also new for 1991 was a four-door version of the S-10 Blazer. Chevrolet promoted this model's extra rear seat room and wheelbase compared to the two-door Blazer.

Cavalier was Chevrolet's best selling 1991 model, followed by Lumina, Corsica and Caprice. Let's welcome any 1991 models we encounter in our AACA travels.

Best wishes to all members and their families for a Merry Christmas, Happy Hanukah, and a wonderful 2016. Stay well.

SPACE AGE CHEVROLETS AT HERSHEY

PHOTOS BY RUSSELL HEIM



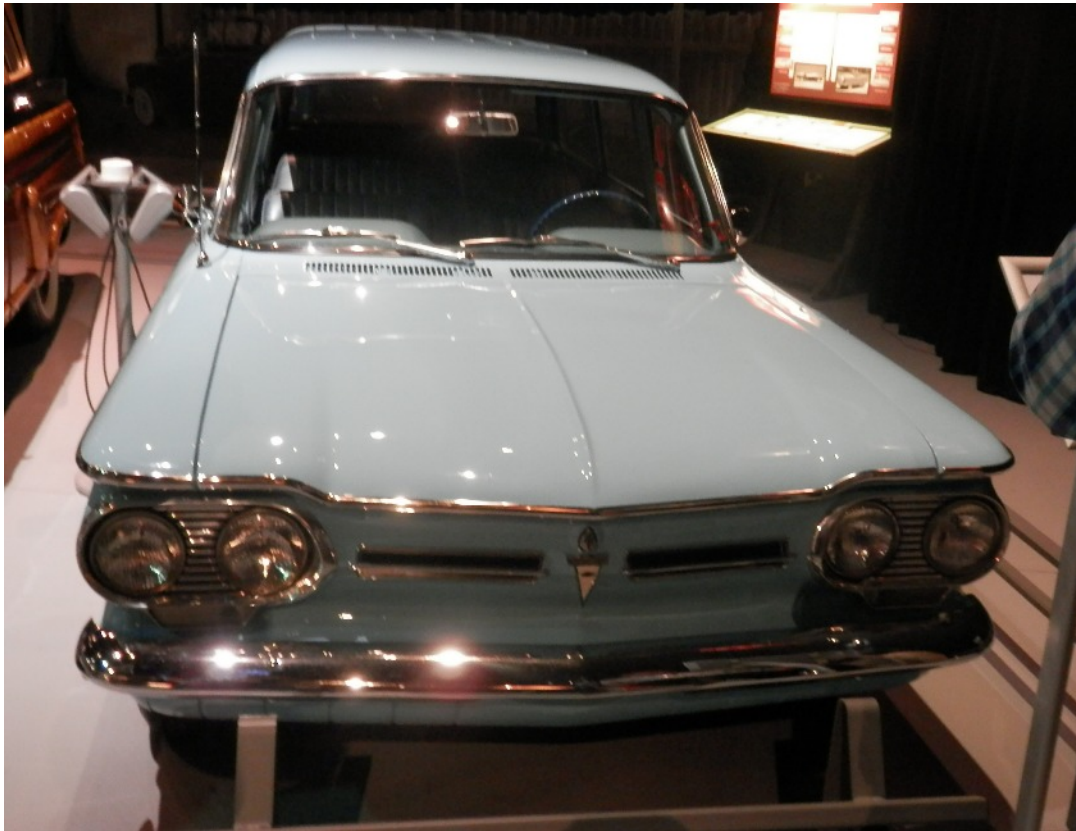
1962 Bel Air Wagon in the AACA Museum's Station Wagon Exhibit.



1957 Bel Air Wagon was offered for sale at \$37,500 in the Chocolate Flea Market.



1974 Vega Kamback GT at the AACA Museum. Region member David Heim owned a yellow 1975 Kamback with a black interior and a four-speed transmission. His Vega had a Pontiac “Iron Duke” four-cylinder engine transplant and served the family as a commuter/college car for a long time. Your humble editor never mastered shifting the four-speed.



Two views of the 1962 Corvair Monza Wagon at the AACA Museum. The Museum is worth a visit any time you're in or near Hershey. Please see the next page for a feature article about Corvair station wagons.

CORVAIR LAKEWOOD - SHORT-LIVED BUT MEMORABLE STATION WAGON - BY RUSSELL HEIM

LAKEWOOD STATION WAGONS

ONLY WAGONS IN THE WORLD WITH PLENTY OF REAR AND FRONT CARGO SPACE

Corvair Lakewood Station Wagons offer the double convenience of plenty of rear cargo area and a concealed front luggage compartment with key lock. Both the 700 and 500 are 4-door wagons; roomy interiors seat six passengers comfortably; virtually flat floor gives extra foot room; second seat folds down. There's the strength and silence of Monostrut Body by Fisher . . . the smooth, soft ride of 4-wheel independent coil suspension. In all, Chevy's Corvair Lakewoods add up to the most ideal family wagons in the field.



▲ **EASY LIFTGATE LOADING**—Counterbalanced, single-unit liftgate opens in one simple motion, ready to load or unload from the rear! Because 700 and 500 are 4-door models, there's convenient side loading. As in all Lakewood windows, the liftgate pane is Safety Plate Glass for finest viewing.

68 CUBIC FEET OF CARGO SPACE—The Corvair Lakewood is remarkably roomy for carrying cargo, passengers or both. With second seat folded flat, there's 68 cubic feet of stowage space: 10 cu. ft. up front, 58 cu. ft. inside and a load floor that extends nearly 6½ feet. Load floor is steel, coated with easy-to-clean vinyl.

LAKEWOOD 500 4-DOOR STATION WAGON in Tuxedo Black. Lowest priced Corvair wagon offers front and rear carrying space along with proved rear-engine benefits.



LAKEWOOD 700 4-DOOR STATION WAGON in Seafoam Green. Note the rear canopy shape . . . the perfect design for fresh outside styling.



SMART, DURABLE INTERIORS—Shown here: the 700's rich fabric-vinyl upholstery, offered in three color-keyed choices. 500 all-vinyl interior also comes in three color-keyed blends. Check the push-button locks on rear doors. ▼



Chevrolet Division advertised the new for 1961 Corvair Lakewood station wagon as “The only wagon with plenty of cargo space plus a key locking front trunk!” The Lakewood combined the cargo-carrying capacity and versatility of a wagon with a 10 cubic-foot front trunk. How did they achieve this amazing feat? The engine was in the rear, under the cargo floor.

Chevrolet stated that with the rear seat folded down, the Lakewood had 58 cubic feet of load space. They bragged that the Lakewood “combines excellent features of compact design with utility and service expected in a modern station wagon,” and that the “full width front and rear seats accommodate three persons apiece.” Chevrolet also said, “Corvair steers and brakes so easily that extra-cost power assists aren’t needed.”

The cargo deck was 71 inches long with the rear seat folded down. It was 53 inches wide and 27 inches high. The spare tire rode in the front trunk and reduced the usable space. Access to the cargo area was through a fully counterbalanced upward swinging liftgate. The liftgate glass was fixed. Owners could also access the cargo area through the rear passenger doors when the rear seat was folded down.

Chevrolet engineering documents state that the Lakewood had the same front and rear suspension as Corvair coupes and sedans. The Lakewood was structurally the same as the four-door sedan except in areas “peculiar to the station wagon-type vehicles.” Front end sheet metal, body front end, side doors and underbody back to the rear of the second seat were the same as the sedan. “The station wagon roof is 1.5 inches higher than the sedan which means the windshield and side windows are larger.”

Lakewoods were powered by the Corvair’s 80 horsepower Turbo-Air six or the optional 98

horsepower Super Turbo-Air six. The optional engine’s horsepower increased to 102 in 1962. The 1961 and 1962 Corvair engines displaced 145 cubic inches, an increase of five cubic inches from 1960. Cooling air for the engine entered through vertical air louvers in the quarter panels. An anodized aluminum air exhaust grille below the rear bumper removed heated air from the engine. Owners and mechanics accessed the engine compartment through a hinged cover in the cargo floor and an exterior bottom-hinged service door above the rear bumper.

Customers had three available transmission choices; three or four-speed synchro-mesh or Powerglide automatic. The three-speed was standard, the others were optional at extra-cost.

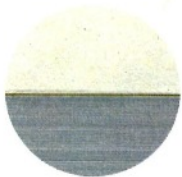
The Lakewood 500 was only available for 1961. The list price was \$2,266, and Chevrolet sold 5591 of them. The 700 wagon was available in 1961 and 1962. The “Lakewood” nameplate was missing in 1962, that year’s Chevrolet literature calls the wagons “Corvair 700 Station Wagon” and “Corvair Monza Station Wagon.” The 700’s list price in 1961 was \$2,331, and they sold 20,451 wagons. The price rose to \$2,407 for 1962, production fell to 3,716. The Monza wagon replaced the 500 in 1962, it cost \$2,569 and sold 2362.

Chevrolet discontinued the Corvair station wagons during the 1962 model year, allegedly to make room for the new Monza and Monza Spyder convertibles on the assembly line. I’ve also read that they discontinued Lakewood to make room for Chevy II wagons on the assembly line. Whichever story is true, the Lakewood was an innovative and memorable vehicle.



LAKEWOOD 500 STATION WAGON ILLUSTRATED IN SEAMIST TURQUOISE AND TWILIGHT TURQUOISE

Lakewood Dimensions: Wheelbase -108 inches, overall length 180 inches, height 53.5 inches, width 67 inches, front and rear tread 54 inches. 1961 Lakewood 500 pictured.



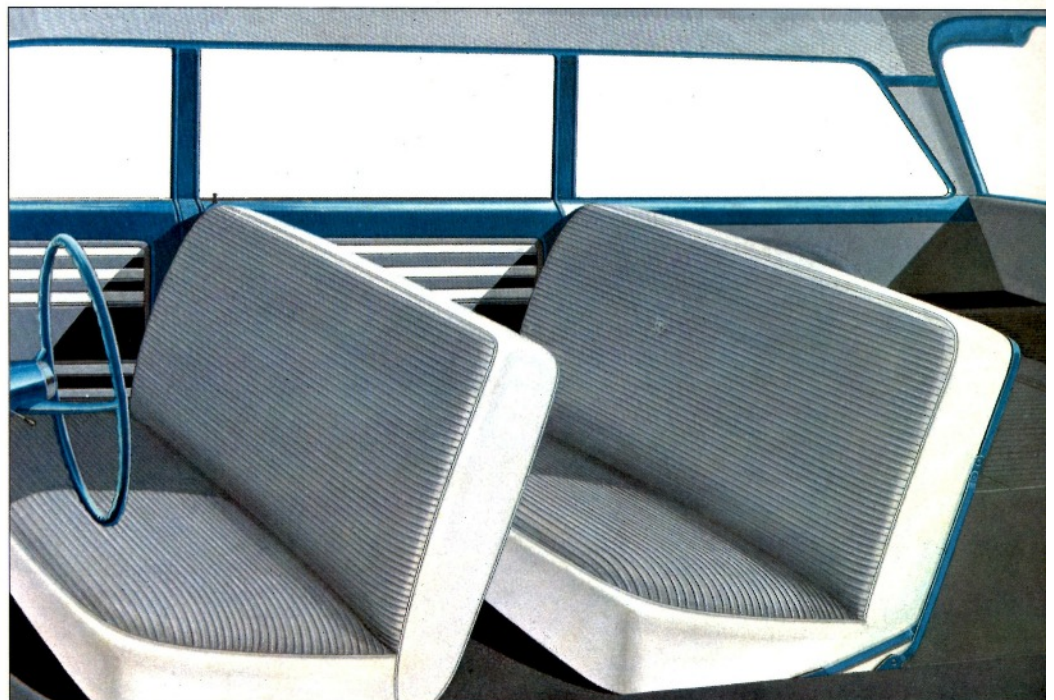
Ivory and Gray
R.P.O. 895



Light and Medium Green
R.P.O. 832

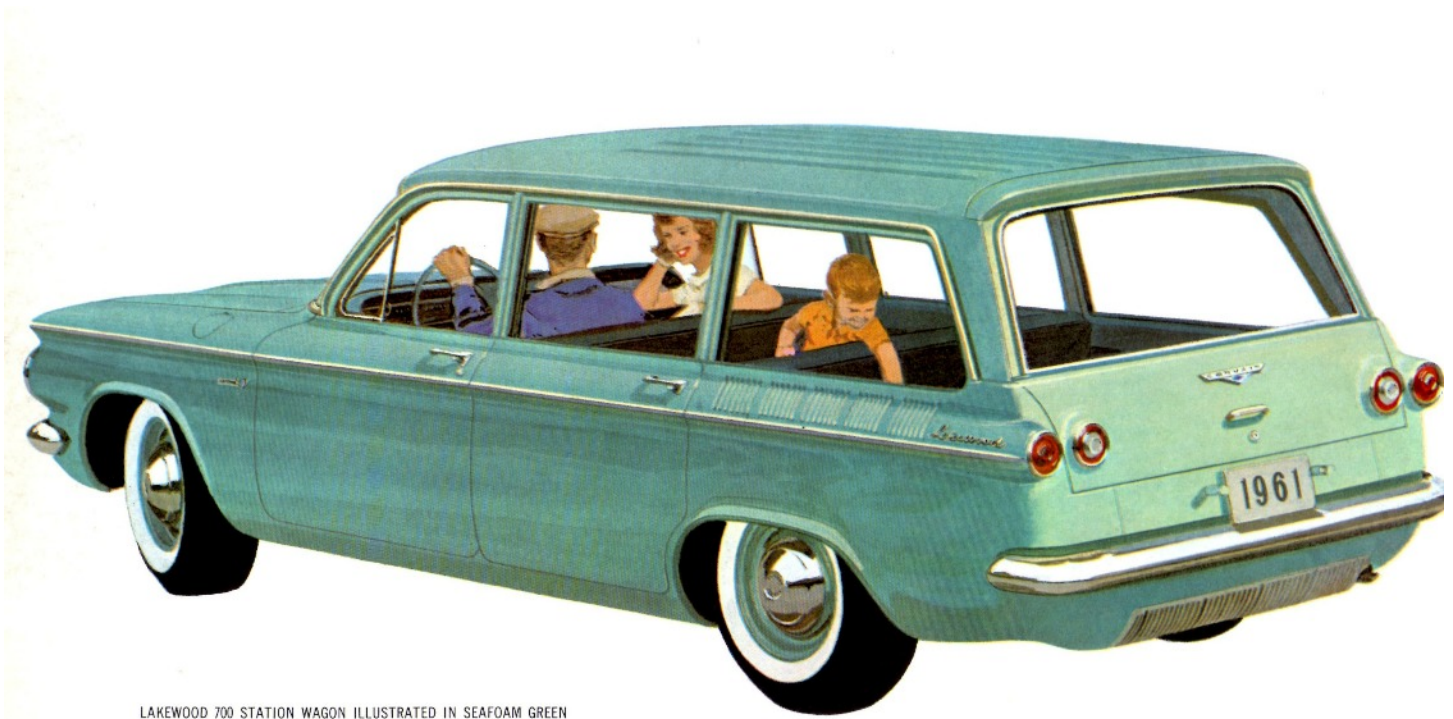


Light and Medium Blue
R.P.O. 837



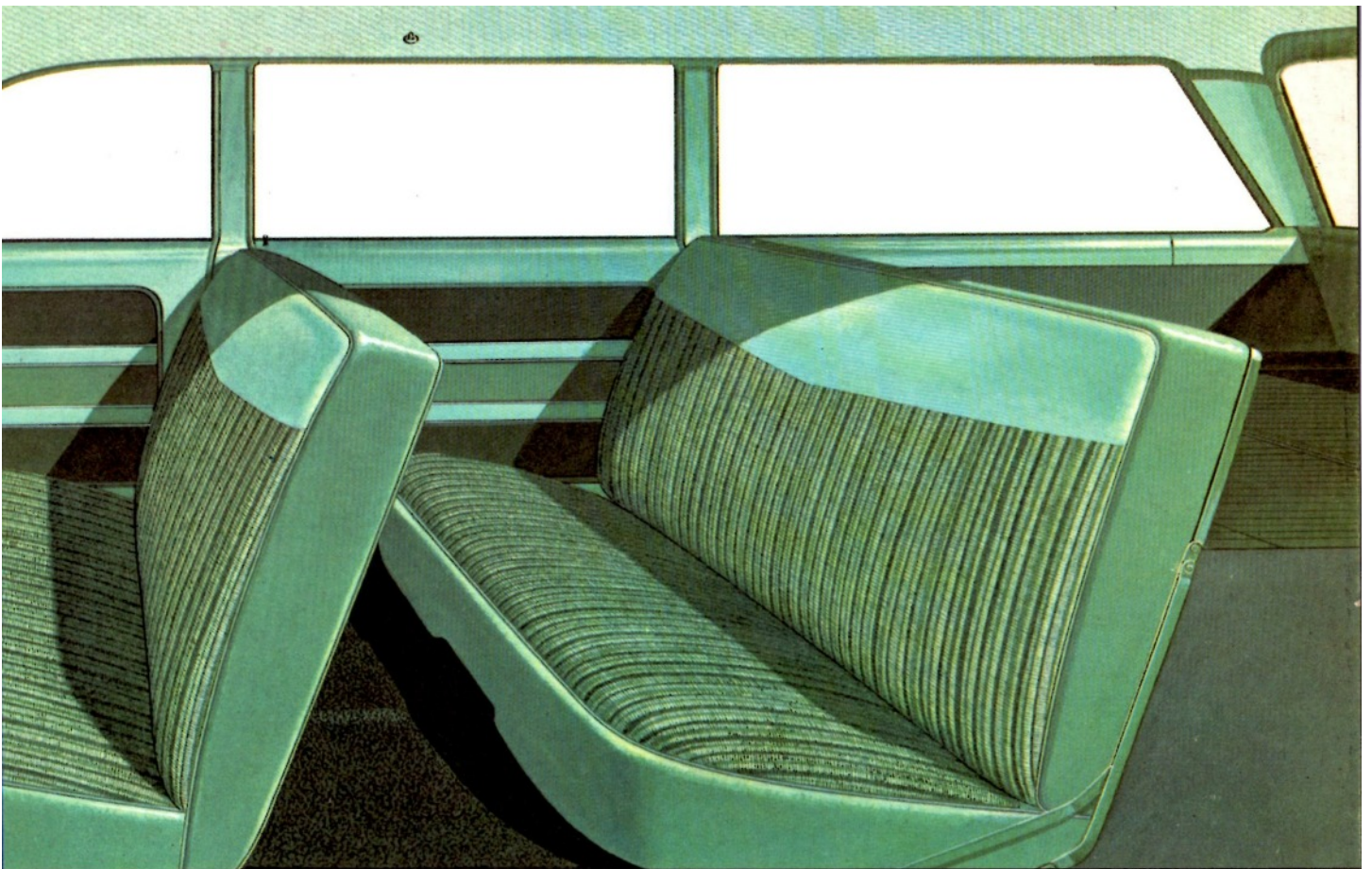
LAKEWOOD 500 STATION WAGON INTERIOR SHOWN IN IVORY AND GRAY (RPO 895)

1961 Lakewood 500 interior featured foam cushioned front seat, all vinyl seating in three color choices, two-spoke steering wheel with central horn button, central dome light with instrument panel switch, vinyl coated metal cargo floor, rubber floor mats and a driver's side sun visor.



LAKWOOD 700 STATION WAGON ILLUSTRATED IN SEAFOAM GREEN

1961 Lakewoods were available in 12 solid colors and seven two-tone combinations. 1961 Lakewood 700 pictured.



1961 Lakewood 700 featured three color keyed interiors with combination pattern cloth and vinyl, automatic front door dome light switches, a bright metal glove compartment door and dual horns.

EASY-TO-REACH ENGINE—Routine access to the Corvair Station Wagon rear engine is made easy by the convenient service door. For less-frequent service, a hinged cargo floor cover can be lifted for quick engine maintenance. Special insulation gives a thick cover to help deaden engine heat and noise.



1962 Corvair Wagon brochure illustration.



1962 brochure illustrates Corvair Wagon's versatility and convenience. Corvair was the only American station wagon with a trunk in the front, giving the car extra load capacity.



1962 Corvair 700 Station Wagon. The author didn't find a specific illustration or write-up of the Monza 900 Wagon in the 1962 Dealer Album or sales brochure.

CORVAIR **700** **STATION WAGON**

Thrifty hauler with all the Corvair road-clinging virtues. Rear-engine design gives you 58 cubic feet of rear cargo space plus a lockable trunk up front. Second seat folds quickly to expose a cargo floor nearly 6.5 feet long. Counterbalanced liftgate and four-door convenience make loading easy from any angle. And, with its light, precise steering, you'll find this money saver a joy to park or to pilot through traffic.

CHEVROLET—CENTRAL OFFICE

DIVISION OF GENERAL MOTORS CORPORATION
DETROIT 2, MICHIGAN



TECHNICAL SERVICE BULLETIN

Technical Service Department



FOUR SPEED TRANSMISSION GEAR CLASH

SUBJECT: 1961-62 CORVAIR AND CORVAIR 95 MODELS

BULLETIN No. DR #515

SECTION VII

January 18, 1962

TO ALL CHEVROLET DEALERS

Complaints of gear clash or momentary block-out when shifting into third or fourth speed on 1961 or 62 Corvair or Corvair 95 Models equipped with the four speed transmission, may be caused by excessive wear between the 3-4 synchronizer hub and the third speed gear. The excessive end clearance produced by such wear slows synchronization of the mainshaft to the selected gear speed and clash or block-out results.

To eliminate the wear point between the third speed gear and the 3-4 synchronizer hub, a redesigned third speed gear which allows use of a .031" thick thrust washer between the gear and 3-4 synchronizer hub entered transmission production October 6, 1961. The undercut at the front face of the third speed gear was increased by .031" to provide space for the new phosphate-coated, steel thrust washer.

If field complaints of gear clash or block-out are encountered on 1961 transmissions or 1962 transmissions built prior to transmission serial number SF1006, the third speed gear should be removed and replaced by third speed gear unit 3821380, which includes the new thrust washer. In most cases, it will also be necessary to replace the 3-4 synchronizer hub and collar, 3813904, as the wear generally occurs on the rear face of the 3-4 synchronizer hub. Both the hub and collar must be replaced as this is a matched assembly.


PARTS DATA

Third Speed Gear Unit (consist of 3rd Gear and Thrust Washer 3817703)	3821380
3-4 Synchronizer Hub and Collar Assembly	3813904

FLAT RATE

Disassemble 4-speed transmission mainshaft to remove and replace third gear and install new thrust washer.

Corvair	5.8 Hrs.
Corvair 95	6.0 Hrs.


Director, Technical Service Department

COLLECTING LITERATURE - MAILERS

Mailers: These are harder to find because people usually discarded them as junk mail. I think they're worth looking for. Chevrolet gave these to dealers to send to the general public. They were brochures or fold outs. They also contained illustrations and brief descriptions of the cars. The Mailers give us a great view of how Chevrolet presented the cars. The brochures' headline was usually one of that year's advertising themes. Many of them were seasonal and issued at different points in the model year.

Chevy targeted automobile professionals with some of the mailers. I have one that was sent to a garage in Arlington, Virginia. This mailer introduces the 1961 models and invites the garage's owner to visit his local Chevy dealer for a preview of the new models. The mailer unfolds to show pictures and descriptions of Chevrolets and Corvairs. It unfolds a second time to show lubrication points and new features of each car.

SOME AUTOMOTIVE FACTS

Head room in a car is measured from a point on the seat cushion five inches ahead of the seat back and 15 inches from car center, to the headliner at an 8 degree from vertical angle.

A car's height is measured in inches with the car under full design load which includes five passengers, spare wheel and tires, jack and tools, and full gas tank, radiator, and crankcase.

Hip room is measured between body side walls at seat cushion level five inches ahead of seat backrest. Front seat hip room is measured with the seat in its rearmost position.

Leg Room is measured from the ball of your foot (on the toe pan or rear seat floor) at an angle to the front corner of the seat cushion and then horizontally to the seat backrest. The measurement is made with the front seat in its rearmost position.

Body Overhang is a horizontal measurement of the length between the extreme front or rear of a car and the nearest wheel. Space Age era Chevrolets have a lot of overhang.

Road Clearance: Measured in inches at the center of the car with the car fully loaded.

Shoulder room is measured across the car's interior at windowsill height, five inches ahead of the seat backrest. Front seat shoulder room is measured with the seat in its rearmost position.

KNOW YOUR PROSPECTS - 1974 SELLING POINTS - BY RUSSELL HEIM

If you sold Chevrolets in the 1970's, how did you identify your potential customers? Probably your Sales Manager would inform you during a sales meeting or pep talk. The Sales Manager got his training information from the Chevrolet Sales Manager's Handbook. Below are some samples of selected models.

The first chapter of the 1974 Handbook, entitled "Analyzing the Market," contained a section

called "Guide to Chevrolet Product Line Positioning." They broke the section into two columns, "Principal Product Appeals" and "Key Buyer Characteristics." The second column helped identify potential customers.



Vega Notchback Coupe:

Potential Product Appeals: Economical, practical, durable, dependable. A lot of little car for the money.

Key Buyer Characteristics:

- ☐ Price-conscious, value-oriented buyers
- ☐ Foreign-car prospects
- ☐ Young singles and marrieds
- ☐ Multiple-car families



Nova Sedan:

Potential Product Appeals: Chevrolet's lowest-priced four-door sedan, offering roominess, comfort and convenience in a smaller-sized, less-costly package than the intermediates. Dependable, durable transportation.

Key Buyer Characteristics:

- ☐ Older couples
- ☐ Older singles
- ☐ Retired people
- ☐ Enticing move up for four-door foreign economy-car owners and prospects
- ☐ Marginal intermediate buyers



Camaro Coupe:

Potential Product Appeals: Styling, superb handling characteristics; appeal beyond youth and performance markets.

Key Buyer Characteristics:

- Women
- Young singles and marrieds
- Sporty-car aspirers



Chevelle Malibu:

Principal Product Appeals: New base series is upgraded with a higher level of interior comfort than '73, and an exterior appearance similar to the Malibu Classic.

Key Buyer Characteristics:

- Owners and intenders of low-series B.O.P's (Buick, Oldsmobile and Pontiac) and Gran Torino
- Both single and multiple-car families
- Approximately 50% under 35 years old
- Marrieds



Monte Carlo Landau:

Principal Product Appeals: Same appeals as the “S” model plus the high-luxury package offering unique vinyl roof, custom wheels and other luxury image features -- extra touches of elegance and style; a prestigious personal vehicle.

Key Buyer Characteristics:

- “Road Car” (domestic and foreign”) enthusiasts
- Initial price is of less concern in the purchase (average income about \$16,000 a year)



Impala:

Principal Product Appeals: Value and full size at a reasonable price; mainstay of the line; an exceptionally well-equipped base car; high resale value. New acoustical insulation package for all Impala models is available with “Silent Sound Group.”

Key Buyer Characteristics:

- Median age of Impala buyers is 42 years
- The largest selling nameplate in America
- Fleet rental
- Leasing



Caprice Estate Wagon:

Principal Product Appeals: The luxury and elegance and comfort of a car in a fully functional wagon -- superlative ride and handling; tuned suspension; cargo capacity; forward-facing third seat; Glide-Away tailgate; trailering applications

Key Buyer Characteristics:

- Room for people or cargo -- people *and* cargo
- Trailering families
- Business and family use
- Research indicates that 55% of those interviewed preferred a forward-facing third seat for seating comfort and convenience (Ford wagon had dual-facing rear seats, which are comfortable for adult seating)
- Other recreational or business needs

Chevrolet spent a lot of time and effort to prepare their sales force. The above was only a small section of the handbook. It contained key phrases to describe a car's selling points and identified the target customer for each car. 1974 was a tough model-year for the American auto industry. With the oil embargo, rising fuel prices and increased competition from foreign makes, the sales force needed all the help available to them.

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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