

SPACE AGE STAR

AUGUST 2017



This month: We look at the first Monte Carlo, continue learning the “Truth About Restoration”, see photos from the June Carlisle event, and review a 1961 OK Used Cars advertisement.



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Editor's Notes

It's hard to believe that our region is beginning its fourth year. We published our first newsletter in August 2014, right after we received our charter from AACA headquarters. I hope everyone enjoys the newsletters.

As we've done in the past, we'll hold our annual region meeting during the Fall Meet at Hershey. I'll announce the date and time in the October newsletter. If the scheduled meeting time is inconvenient for you, please stop by our vendor spaces whenever you can. The meeting is usually informal. We can discuss region business outside the meeting as well. Please contact me at the region email address regarding the time and date that works best for you.

The main discussion topic for the meeting will be increasing region membership. We've held steady at around 50 members for most of our existence. We should try to increase region membership. It should be easy to sell as there are no dues and you receive a free newsletter. If you have 1955 and later Chevrolet owning AACA friends, please try to recruit them.

If you'd like your Hershey vendor spaces listed in the October newsletter, please send your information to me via the region email address. I'll publish a list of vendor spaces in the newsletter.

If you have a topic you'd like covered in the newsletter, please let me know. I'd appreciate

ideas for newsletter articles. As always, please feel free to submit an article you've written yourself. I'd especially like to hear from Chevrolet truck owners. Members have expressed an interest in truck articles.

I received word from the National office that AACA membership dues will increase for 2018. Here's an excerpt from the memo they sent to region directors:

"AACA national dues have remained at \$35 since 2008. Your Board of Directors have resisted dues increases while most clubs have had increases. It has been the goal of AACA to find alternative revenue sources to keep dues low and that has been successful for the club over time. However, overhead continues to mount and ambitious plans for the future necessitates a minimal increase for 2018 to \$40 (Foreign - \$50.)"

"It is the goal of AACA to continue to deliver the greatest service, the most benefits and the highest quality magazine to its members while being very cognizant to keep dues increases to a minimum."

I hope everyone has a great summer. If you have a roadworthy "Space Age" Chevrolet, I hope you're enjoying it. Stay safe and stay well.

Russell Heim - Region Director and Editor



THE TRUTH ABOUT RESTORATION

PART THREE

BY KEN MICHAELS

If you recall in my last installment, my completely rebuilt Blue Flame beauty finally returned just seconds before I found the perfect 283. No matter; I would have had to change certain components that I now don't have to locate and purchase, such as a radiator, radiator support, bellhousing etc. To add insult to injury, I was to learn that some of these items had to be changed anyway. But back to our story.

The short block was completely assembled. I had changed the necessary front end parts which thankfully only amounted to upper control arm bushings and outer tie rod ends. I took most of it apart for cleaning and painting anyway, and put it all back together. I stripped the firewall, cleaned up the wiper motor and replaced the master cylinder. I painted the firewall the original Canyon Coral. The purchase of the paint should have been easier than it was. The guy in the auto body supply in Selden was not too bright, so I ended up driving back to my old supplier in Deer Park to get what I wanted. This is something else you don't hear about. In the magazines and newsletters everybody is helpful. BALONEY! I was lucky enough to locate the last two cans of Chevy Blue engine paint in Suffolk, but unlucky enough to need three. The engine is now Pontiac Blue.

I dropped the engine in with a new clutch and new motor mounts. I installed the head, manifolds, fuel pump, water pump and new oil. Using an old screw driver and a half inch drill motor I primed the oil pump, and was happy to see sixty pounds come up instantly. All this time I was marveling in the fun I was having and knowing that I can still do this stuff blindfolded.

Now here comes the “truth” part. I had dropped off my original radiator to be re-cored but when I inquired about it I was told the tank was no good and I needed to find a suitable core. The worst part was when he said, “Too bad it's a six, I have one here for a 283 all ready to go.” AAGGGGHHHHH.

After my release from the psycho ward, I regrouped and installed my original six-cylinder radiator support only to learn that the car had been hit. This too was NFG. I needed to obtain a new one. Plenty were found for a V8. Back to the psycho ward.

After I put all that behind me, and put the engine compartment together with new hardware as well as new fluid, I turned the key and she fired right up. If you recall from part one, that “fired right up” phrase is what the other guys say when they install a set of points and five dollars worth of gas to their “barn finds.” That was it, she runs. I had already spent double what I paid for the car but hey, she runs. Mechanically the car was done. I was ready to attack the body. Little did I know of the evil that awaited to attack me

1961 OK USED CARS AD

I recently leased a 2017 Chevrolet Equinox from my local Chevy dealer, Robert Chevrolet, in Hicksville, Long Island. The salesman had the ad on the next page tacked up at his desk. He told me one of his customers found the ad inside a wall while renovating their home. It appears that the ad was published in *Newsday*.

Robert Chevrolet has operated from their Hicksville location since 1957. Their phone number is still the same as listed in the ad. They sold the Syosset location many years ago. It was on Jericho Turnpike, where the car wash is now, in front of Syosset Hospital.

Which car would you buy? I think I'd buy the 1960 Bel Air Sport Sedan. It was "nicely equipped" according to the ad. It would be a rare car now as I don't recall ever seeing one in person. I've seen a fair number of 1960 Impala Sport Sedans.

The thing that grabs me the most is the prices on the two 1958 Impalas. Those cars are big collector's items, and they command hefty prices when offered for sale these days. It's a little surprising that they were asking more for the coupe than for the convertible. Maybe the convertible had more miles on it than the coupe did.

The two 1959 station wagons are also intriguing. The "all power" in the Nomad ad makes me think this car was loaded with options. The Parkwood shows Powerglide and power steering, so it was probably no slouch. I wonder if it was worth the extra \$100 for all the bells and whistles on the Nomad. \$100 was a lot of money in 1961.

The trade-ins from the other makes are also interesting. That 1956 Buick convertible would be very collectible today. I'm amazed at how much lower the price of the 1957 Ford convertible is than the 1958 Impala convertible. It's also interesting to compare the price of the 1960 Dodge against the 1960 Bel Air. I guess the 1956 Plymouth appealed to budget minded buyers. The 1958 Mercury would no doubt appeal to station wagon collectors today.

If you add another zero to the end of the prices in the ad, you'd still struggle to match today's used car prices.



For USED CAR VALUES...
LOOK HERE FIRST

ROBERT CHEVROLET BEST IN SALES-PARTS SERVICE

Renewed OK Cars for Top Quality Transportation

Page 24P

<p>1957 FORD Conv. Coupe <small>At Hicksville</small> Auto. Trans. R&H All White \$895</p>	<p>1958 CHEVROLET Impala Conv. <small>At Syosset</small> Power Steering Power Glide, R&H All White - Red Interior \$1450</p>
<p>1958 MERCURY Station Wagon "Colony Park" All Power <small>At Hicksville</small> \$1450</p>	<p>1959 CHEVROLET Parkwood Wagon <small>At Hicksville</small> 4 Door 6 Pass. PowerGlide, P.S. R&H \$1595</p>
<p>1958 CHEVROLET Impala <small>At Syosset</small> Hard Top R&H, Power Steering Power Glide All White \$1495</p>	<p>1960 DODGE 2 dr. Hardtop Auto Trans. <small>At Syosset</small> Power Steering \$1750</p>
<p>1960 CHEVROLET Belair <small>At Hicksville</small> 4 Dr. Hardtop V8 Power Steering, Power Brake Power Glide, R&H New Car Guarantee \$2095</p>	<p>1959 CHEVROLET Nomad Station Wagon <small>At Syosset</small> Very Clean All Power \$1695</p>
<p>1956 PLYMOUTH Belvedere <small>At Syosset</small> 4 Door Sedan Very Clean Auto. Trans., R&H \$575</p>	<p>1956 BUICK Convertible <small>At Syosset</small> All Power Very Clean \$695</p>

L.I. LIVING

Many, Many More Fine Cars at 2 Locations:

27 First Street
 Hicksville, New York
WE 1-1145

Jericho Turnpike (opp. Villa Victor)
 Syosset, N. Y.
WA 1-5700

February 9, 1961

A “GENTLEMAN’S CHEVROLET” INTRODUCING MONTE CARLO

BY RUSSELL HEIM



Monte Carlo was Chevrolet’s entry into the “personal luxury” car market segment. Despite the fact that other makes had offered personal luxury cars for years (Ford Thunderbird, Pontiac Grand Prix), Monte Carlo’s introductory ads and brochures claimed it was the only car in its market segment.

The sales brochure crowed, “Monte Carlo is a side of Chevrolet you’ve never known before. The correct British would title it a ‘gentleman’s car.’ And they’d be correct.” Continuing in this vein, the brochure claimed, “It is a car without pretense.”

Chevrolet touted the ride and handling characteristics of the new car, “Bend Monte Carlo around a tight curve and you can feel it biting its way through cleanly and smoothly.”

A driver could be comfortable “bending their Monte Carlo around a tight curve” because, “Without sacrificing passenger comfort a whit, the Monte Carlo ride contrasts markedly with the marshmallow feel of other cars that consider themselves gentlemanly.”

Superior comfort and handling were due in part to, “Fat, tempered steel coils at each wheel ... tailored by computer to car and equipment weight, providing a taut feel for the road. It straddles the pavement with a track nearly five feet wide.”

Monte Carlos were quiet too. They contained thick jute padding under the carpeting, asphalt impregnated materials above the headliner and at the bulkheads, “pounds and pounds” of spray on fiber sound deadeners and “yards of plump

butyl weather stripping. You sit, virtually, in a steel vault,” bragged the sales brochure. All floors were carpeted. There was also carpeting along the bottom of the door panels and the rear seat.

“Gentlemanly” quality at a great price was another selling point. Base price was \$3,123, only \$26 less than a V8 equipped Impala sport coupe. Monte Carlo was priced \$1,838 below Thunderbird and \$862 below Grand Prix. “Monte Carlo is a driver’s car that only a handful of American made cars have anything in common with. Had we priced Monte Carlo in their neighborhood it would have been very unChevrolet of us.”

If a prospective buyer had any doubts about the car’s value, Chevrolet claimed, “If we are guilty of any extravagance inside Monte Carlo, it is only for your well-being and comfort. Monte Carlo pampers you without overdoing it. We selected the quality of materials you’d probably shop for yourself in decorating your home.”

Monte Carlo was only available as a sport coupe and was only available with V8 engines. All

Monte Carlos were equipped with power front disc brakes, concealed wipers, 15-inch wheels and tires with full wheel covers, Astro ventilation and an electric clock.

The new car had a 116-inch wheelbase and was 206 inches long. The wheelbase was the same as a four-door Chevelle. One source I checked claimed that Monte Carlo used the same chassis as Pontiac Grand Prix. Other sources say the chassis was a modified Chevelle sedan one. Either way, the body contained 4400 welds and was mounted to a perimeter frame. Monte Carlo’s six-foot hood was the longest ever used on a Chevrolet.

Immediate sales success greeted Chevrolet’s new offering. Some sources list production as 145,975 for 1970. Other sources show a 130,657 production figure. Regardless, Monte Carlo outsold Thunderbird (50,364) and Grand Prix (65,750) combined. Very impressive for a new contender in its sales field.



Are you prepared to sacrifice all of this for an expensive car?



Your Chevrolet Monte Carlo checklist.
Use this checklist to tailor Monte Carlo to your tastes. Then take it to your Chevrolet dealer with questions on price and model/equipment availability.

Interiors (extra cost)

- All-vinyl Strato-bucket seats
- Black vinyl and custom knit nylon Strato-bucket seats

Engines

- 250-hp Turbo-Fire 350 V8 (standard)
- 300-hp Turbo-Fire 350 V8
- 265-hp Turbo-Fire 400 V8
- 330-hp Turbo-Jet 400 V8
- 360-hp Turbo-Jet 454 V8 (SS only)

Transmissions

- 3-Speed fully synchronized (standard with 250-hp V8)
- 4-Speed fully synchronized

- Powerglide automatic
- Turbo Hydra-matic

Magic-Mirror acrylic lacquer finishes

- Gobi Beige
- Forest Green
- Tuxedo Black
- Cranberry Red
- Astro Blue
- Cortez Silver
- Fathom Blue
- Shadow Gray
- Black Cherry
- Misty Turquoise
- Desert Sand
- Classic White
- Autumn Gold
- Green Mist
- Champagne Gold

Popular extras

- Monte Carlo SS
- Variable-ratio power steering
- Power door locks
- Automatic seat back release
- Finger-tip wiper control
- Rear fender skirts
- Power trunk release
- Stereo tape system

- Power seats
- Belt moldings
- Radios: AM or AM/FM or AM/FM/Stereo
- Auxiliary Lighting—including windshield washer fluid monitor
- Four-Season air conditioning
- Special instrumentation
- Deluxe or color-accented wheel covers; rally wheels
- Center console (with Strato-buckets only)
- Vinyl roof cover (black, white, dark blue, dark gold, dark green)
- Soft-Ray tinted windows

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models. Chevrolet Motor Division, General Motors Corp., Detroit, Mich. 48202.



Putting you first, keeps us first.

Photo in U.S.A.—D7877

PHOTO ESSAY - CHEVROLETS AT CARLISLE

BY JOHN MAHONEY

Thanks to John for bringing his camera along on his trip to the Chevrolets at Carlisle event. John attended as a member of the Cosworth Vega club. Space Age Chevrolets were well represented at this event.



This beautiful 1955 Delray Club Coupe was equipped with a Blue Flame six and three-speed synchro-mesh.



Project car anyone? The asking price was \$12,500.



This 1957 Bel Air Sport Coupe wasn't a project and wasn't for sale. It was just gorgeous.



Two vehicles you don't often see these days. 1957 Sedan Delivery (top photo), and a 1958 Bel Air four-door sedan.



Two from 1960: A Bel Air two-door sedan (top photo). The Apache short bed was offered for sale at \$24,750.



Region member Jim Wood displayed his 1966 Impala Sport Coupe. This beauty has only traveled 11,000 miles since 1966. It still wears its original Magic Mirror Acrylic Lacquer paint job.



Also wearing its original paint was a 1967 Nova Sport Coupe. This car was a Grand National 1st prize winner in 2000. You can see its Cool-Pack air conditioner in the bottom photo.



Some of the Cosworth Vegas displayed by the Cosworth Vega Owners Association. These guys are very dedicated and knowledgeable. To find out more about this club and these unique Chevrolets, visit www.cosworthvega.com.



Two versions of Chevrolet's sporty Monza. A Spyder (top photo), and a Mirage.



This late 1980's Maryland State Police Caprice looks like it's still ready for active duty.

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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