

SPACE AGE STAR

APRIL 2020



IN THIS ISSUE WE CELEBRATE 60 YEARS OF 1960 CHEVROLET.



TABLE OF CONTENTS

EDITOR'S NOTES.....Page 2
1960 CHEVROLET TURNS 60.....Page 3

EDITOR'S NOTES:

I imagine this newsletter finds most, if not all, of you in some kind of shut-in situation. I hope all our region members are staying well. Maybe this newsletter will relieve a little boredom.

Something else to pass the time during Corona virus quarantines is watching Jam Handy films on You Tube. In case you don't know, Jam Handy made industrial training films. Chevrolet was a big client of theirs, and Jam Handy produced many promotional and training films for Chevrolet. I especially enjoy the sales force training films and film strips. They're a lot of fun, especially when they compare Chevrolet products to the competition. Look for the 1962 film entitled "Duel in the Desert," as it'll take you back in time and provide a few laughs. Laughter is important in times like this.

Our region has 99 members this year, the exact number we had last year. A few old members didn't appear on the active roster when I prepared the 2020 roster for national headquarters. We recruited the same number of new members as those who left, so our number didn't change. I haven't deleted anyone from the email list. If your membership lapsed and you've since renewed it, contact me at the region email address, and I'll place you back on the official roster.

The newsletter received an "Award of Distinction" from AACA for 2019. It's always nice to be recognized. Thanks to all the members who contributed to the newsletter. Actually, I was surprised that we received an award, I thought the newsletter quality was down last year, mostly because I was ill and couldn't give it as much attention as usual.

This month begins a look back at the 1960 Chevrolet. We'll cover passenger cars this month and light trucks and Corvette in June. We featured region Vice President John Mahoney's 1960 Impala in the April 2017 newsletter. John contributed an article about the 1960 custom feature accessory Speedminder in the same issue. We covered 1960 Corvair extensively in the August 2015 *Space Age Star*, so we won't include it this time.

Russell Heim

Letter to the Editor:

Morning and great job as always on the newsletter.

In response to your comment about my letter to the editor in the AACA Magazine, the club is so 2-sided in that they want new members, but they don't want them to have "newer" cars! And that infuriates me. I wrote another letter to West Peterson a few years ago about how I was treated at the Virginia Beach National meet. "That's just a used car!" is what was said to me and I was so mad that I had to write about it. The response was amazing! I can't tell you how many people told me that they received the same comments on their 25 year-old vehicle. And I don't mind sticking up for people "my age" who don't have/want 20's/30's/40's vehicles. While I love them and they are beautiful, they don't work for us in this time of our lives. My Wagon, like my Suburban, is my daily driver as well as my HPOF vehicle. I will never own a "new" car.

Sorry.... I hope I didn't ramble too much! And I got your oh so subtle hint about an article on my car. I'll wait until I have some better photos until I submit.

Annie Goldman

Thanks for your thoughts, Annie. I hope your experiences make people think before they speak.

60 YEARS OF 1960 CHEVROLET



1960 was the first model year since 1957 that Chevrolet didn't introduce a radically restyled car. The 1960 Chevrolets bore a strong resemblance to the 1959 models. The 1958 and 1959 models barely resembled their immediate predecessors.

1960 styling was a refinement of the 1959 exterior. The front end was simpler than 1959. They removed the air intakes from the edge of the hood. The new grille was oval shaped with a large emblem in the center.

The 1959 tear-drop rear lights were replaced with double tail lights on Biscayne and Bel Air and triple tail lights on Impala models. Impala and Bel Air featured bright rear cove panels

surrounding the tail lights. Biscayne made due with a body colored rear cove. The rear fins were lower than last year.

The 1960 side trim featured a jet plane with a contrail theme. While Biscayne had a simple wing with a thin bright stainless strip trailing behind it, Bel Air had a small plane with a larger single stainless bright strip, with Impala having a fancy airplane with two bright strips behind it. The space between the strips was painted in a contrasting color to the main body color. Impala front fenders featured slot like trim directly behind the headlights.



BISCAYNE 4-DOOR SEDAN
 6-passenger, conventional
 4-door sedan
 With V8 engine Model 1219
 With Hi-Thrift 6 Model 1119



BISCAYNE 2-DOOR SEDAN
 6-passenger, conventional
 2-door sedan
 With V8 engine Model 1211
 With Hi-Thrift 6 Model 1111



BISCAYNE UTILITY SEDAN
 3-passenger 2-door
 business sedan
 With V8 engine Model 1221
 With Hi-Thrift 6 Model 1121



DISTINGUISHING FEATURES Biscayne models are identified by chrome listed below and by special nameplates and ornaments.

Chromes and Special Features (See pages 207-211 for more)		
FRONT	Windshield frame	S
	Windshield wiper hardware	C & S
	CHEVROLET name on hood	C
	Radiator grille and frame	A
	Engine—identifying emblem frame	A
	Headlight frames	A
	Parking light frames	S
SIDES	Bumpers and guards	C
	Ventipane glass moldings	C
	Rear fender moldings (convex)	S
	Series nameplates	C
	Series ornaments	A
REAR	Door handles and keylocks	C
	Hub caps	S
	Rear window frame	S
	Engine—identifying emblem	C
	Luggage compartment keylock	S
	Deck lid edge molding	S
	Taillight frames	A
	Bumper and guards	C

A—Anodized aluminum. C—Chrome-plated metal.
 S—Stainless steel.

B6 EXTERIORS Impala, Bel Air and Biscayne Models

Biscayne: Chevrolet's ad writers had plenty to say about the lowest priced series: "Thriftiest of all full-sized Chevrolets." "For the first time in a low-priced series, you get extra luxury and convenience features, such as cigarette lighter, front arm rests, dual sun visors – all at no extra cost." Biscaynes featured a vinyl and cloth interior color-keyed to the exterior. Only the front seats were foam cushioned. Biscayne came in three body styles – two-door sedan, four-door sedan, and utility sedan. Chevrolet built 287,662 1960 Biscaynes. Here are Biscayne's base prices: Biscayne Utility Sedan: \$2,175. Biscayne two-door sedan: \$2,369. Biscayne four-door sedan: \$2,423. Biscayne Fleetmaster two-door sedan: \$2,337. Biscayne Fleetmaster four-door sedan: \$2,391.



BEL AIR MODEL IDENTIFICATION

BEL AIR SPORT SEDAN

6-passenger*, 4-door hardtop sedan
 With V8 engine Model 1639
 With Hi-Thrift 6 Model 1539
 *Increased capacity for 1960



BEL AIR SPORT COUPE*

5-passenger, 2-door hardtop coupe
 With V8 engine Model 1637
 With Hi-Thrift 6 Model 1537
 *Added to 1960 line

BEL AIR 4-DOOR SEDAN

6-passenger, conventional 4-door sedan
 With V8 engine Model 1619
 With Hi-Thrift 6 Model 1519



BEL AIR 2-DOOR SEDAN

6-passenger, conventional 2-door sedan
 With V8 engine Model 1611
 With Hi-Thrift 6 Model 1511



B4 EXTERIORS Impala, Bel Air and Biscayne Models

Bel Air: Chevrolet referred to 1960 Bel Air as: “Popular priced” and “a beautiful blend of elegance and economy.” In the passenger compartment, Bel Air offered five vinyl and fabric interior color combinations, color-keyed to the exterior. Carpeting had vinyl-coated rubber inserts. Bel Air had four body styles, two-door sedan, four-door sedan, sport coupe and sport sedan. All seats were foam cushioned.

Base prices for Bel Air were: four-door sedan: \$2,545, two-door sedan: \$2,491, sport coupe: \$2,596, sport sedan: \$2,661. Chevrolet produced 381,517 1960 model year Bel Airs.





IMPALA CONVERTIBLE, shown in Sardinia Copper, . . . newest version of America's most fashionable convertible. Top folds down deep under smooth-fitting tailored top boot. Choice of four top colors.



IMPALA MODEL IDENTIFICATION

IMPALA SPORT SEDAN

6-passenger*, 4-door hardtop sedan
 With V8 engine Model 1839
 With Hi-Thrift 6 Model 1739

*Increased capacity for 1960

IMPALA SPORT COUPE

5-passenger, 2-door hardtop coupe
 With V8 engine Model 1837
 With Hi-Thrift 6 Model 1737

IMPALA 4-DOOR SEDAN

6-passenger, conventional 4-door sedan
 With V8 engine Model 1819
 With Hi-Thrift 6 Model 1719

IMPALA CONVERTIBLE

5-passenger, 2-door convertible coupe
 With V8 engine Model 1867
 With Hi-Thrift 6 Model 1767

Impala was, according to Chevrolet's sales brochures: "Luxury leader of the low-priced field." "At a glance you can tell the elegance of an Impala by its distinctive side molding, bright rear end panel and triple rear lights." "For interior beauty, there's a brilliant new selection of pattern cloth and leather-grained vinyl upholsteries, color-keyed to the exterior, with rich floor coverings and tasteful appointments." Impala had standard features that were extras on other models: electric clock, parking brake warning light, glove compartment light, and back-up lights. Impala offered four body styles, sport coupe, convertible, sport sedan and four-door sedan. All seats were foam cushioned. Impala base prices: convertible: \$2,945, sport coupe: \$2,704, sport sedan: \$2,769, four-door sedan: \$2,697. Impala production for 1960 was 511,925 cars.

EXTERIOR CHROME PARTS NAMES AND MATERIALS

ENGINE-IDENTIFYING EMBLEMS . . . Front emblems on white background in silver-colored anodized aluminum frame are colored plastic. Chevrolet crest is red, white and blue. V is gold-colored and crossed flags are red and black and white. Rear Chevrolet crest is red, white and blue plastic. Crest frame, V and crossed flags are chrome-plated metal with flags painted red and black.



CHROME USAGE Chrome is used to decorate and protect exterior finish and to help distinguish between series and models. For 1960, chrome treatments of all models are new, as exemplified in illustrations of Impala models on these pages and listed on pages B3-B6. Three materials are identified as "chrome" in this catalog. Each has bright finish that resists corrosion, scratches and dents, can be kept clean with just soap and water and can be polished.

- WINDSHIELD FRAME Stainless steel
- ROOF SIDE MOLDINGS Stainless steel
- SIDE WINDOWS FRONT FRAME Stainless steel
- VENTIPANE MOLDINGS Chrome-plated steel
- WINDSHIELD WIPER HARDWARE Chrome-plated and stainless steel
- NAME ON HOOD Chrome-plated steel
- HEADLIGHT FRAMES Silver aluminum
- RADIATOR GRILLE Silver aluminum
- FRONT AND REAR ENGINE IDENTIFYING EMBLEMS See illustrations
- RADIATOR GRILLE EXTENSIONS AND BARS Silver aluminum
- BUMPERS AND GUARDS Chrome-plated steel
- PARKING LIGHT FRAMES Stainless steel
- DOOR HANDLES Chrome-plated metal
- DOOR KEYLOCKS Chrome-plated metal
- HUB CAPS Stainless steel

CHROME MATERIALS **Chrome-Plated Metal** Chromium, a hard durable metal, is used to plate irregularly shaped parts and large, heavy-gauge steel parts, such as bumpers. **Stainless Steel** Chromium is alloyed with steel to make stainless steel—used extensively in moldings. **Aluminum** Aluminum is light and can be finished with smooth or textured surface. By an anodizing process, color can be integrated with surface so it can't wear off.

SIDE SERIES NAMEPLATES Bright chrome. Names are in silver-colored script; Impala figure and flagstaffs are colored gold; flags are red, gold and black; Bel Air crest is gold and white.



DRIP GUTTER MOLDINGS ABOVE WINDOWS AND ON WINDSHIELD PILLARS

- ROOF REAR MOLDING Stainless steel
- REAR WINDOW FRAME Stainless steel
- SIDE WINDOW GLASS MOLDINGS Chrome-plated steel
- SIMULATED AIR EXHAUST PORTS Stainless steel
- DECK LID EDGE MOLDING Stainless steel
- LUGGAGE COMPARTMENT KEYLOCK Stainless steel
- END PANEL MOLDING Silver aluminum
- END PANEL TRIM PLATE Silver aluminum
- REAR LIGHT FRAMES Silver aluminum
- REAR DOOR LOCK PILLAR MOLDINGS Stainless steel
- BODY SIDE MOLDINGS Stainless steel
- BELT LINE MOLDINGS Stainless steel
- REAR FENDER MOLDINGS Stainless steel
- SIDE SERIES NAMEPLATES See illustrations
- SIDE SERIES ORNAMENTS Stainless steel





IMPALA & BIRDSEYE SEATED, shown in Green Turquoise and Coral White... limited availability of special colors and interior finishes



IMPALA SPORT COUPE, shown in Coral White. High-contrast rear window and panoramic glass also give a sport, air feeling

IMPALA SERIES

Fisher Body interior and gold tone are the heart of Impala interiors. All seats in all Impala models have luxurious foam cushioning.



Comfort for the whole family... with generous leg room, head room, leg room and shoulder room, in both front and rear.

STATION WAGON MODEL IDENTIFICATION



NOMAD
6-passenger, 2-seat, 4-door station wagon; similar in quality, styling and equipment to Impala 4-door sedan. With V8 engine. Model 1815
With Hi-Thrust 6. Model 1735



PARKWOOD
6-passenger, 2-seat, 4-door station wagon; similar in quality, styling and equipment to Bel Air 4-door sedan. With V8 engine. Model 1635
With Hi-Thrust 6. Model 1555



KINGSWOOD
9-passenger, 2-seat, 4-door station wagon; similar in quality, styling and equipment to Bel Air 4-door sedan. With V8 engine. Model 1645
With Hi-Thrust 6. Model 1545



4-DOOR BROOKWOOD
6-passenger, 2-seat, 4-door station wagon; similar in quality, styling and equipment to Brookwood 4-door sedan. With V8 engine. Model 1125
With Hi-Thrust 6. Model 1135



2-DOOR BROOKWOOD
6-passenger, 2-seat, 2-door station wagon; similar in quality, styling and equipment to Brookwood 4-door sedan. With V8 engine. Model 1115
With Hi-Thrust 6. Model 1115

DISTINGUISHING FEATURES Chevrolet station wagons rank with finest in industry. Basically, they are identical with comparable Chevrolet sedans (see chart) from front of car to rear of front doors. From there back, modern station wagon body features make them small, highly capable cargo carriers: **Slimline Styling** . . . Sedan height, long flat roof, expansive windows and gull-wing fenders for graceful lines. **Magic-Mirror Finish** . . . Looks better, lasts longer. **Safety Plate Glass in All Windows** . . . For more restful vision. **Full Vision** . . . Panoramic windshield, narrow pillars and wrap-around rear quarter windows for full vision around car. **Retractable Rear Window** . . . Lowers into tailgate; power-operated in Kingswood. **Foam-Cushioned Seats with Generous Dimensions** . . . For maximum comfort. **Look-out Lounge Third Seat in Kingswood** . . . Comfortable room and exceptional view for three persons; more accessible. **Fast-Folding Second and Third Seats** . . . Fold easily and quickly to become part of platform. **Sturdy Platform** . . . Broad, flat and covered with durable vinyl; low height aids loading and entry to third seat. **Single Tailgate** . . . Opens level with platform; no overhanging liftgate. **Large Cargo Space** . . . Up to 52 cubic feet; cargo length, with tailgate down, is more than ten feet. **Concealed Tire Stowage** . . . Spare is in compartment under platform or behind sidewall. **All-Vinyl Interior** . . . Except for portions of seats in some models, trim is durable vinyl.

Station Wagons: 1960 wagons got the sales hyperbole too: “Everyone of Chevrolet’s five wagons shares the distinctive good looks of Chevy passenger cars. That’s because Chevrolet styling for 1960 was conceived and developed to be ideally suited for both cars and station wagons.” “Chevrolet wagons ride and handle like passenger cars, too.” Chevrolet wagons offered 92 cubic feet of storage with the rear seats folded down. This year the rear window rolled down into the tailgate for easier loading. 1960 saw Chevrolet build 212,729 station wagons.

Chevrolet’s 1960 wagon offerings were: four-door six-passenger Nomad: base price \$2,996, four-door nine-passenger Kingswood: base price \$2,957, four-door six passenger Parkwood: base price \$2,854, four-door six-passenger Brookwood: base price \$2,760, and two-door six-passenger Brookwood: base price \$2,693.



STATION WAGON BASIC BODY STRUCTURE

ROOF PANEL Roof panel is formed of single sheet of steel that is stiffened by lengthwise grooves, reinforced by box-section headers above windshield and rear window and box-section rails at sides, and braced across middle by six flanged channel bows, one more than in 1959.

ROOF GUTTERS Deep gutters formed in roof rails and rear window header drain water away before it can enter door and window openings.

COWL, INSTRUMENT PANEL AND DASH WALL STRUCTURE Double-walled to form plenum chamber for ventilation system, cowl forms arch across front of body. Instrument panel and heavily ribbed dash wall are welded to cowl to form structure of great strength. Dash legs on front of structure brace body to chassis frame; help maintain body and chassis alignment.



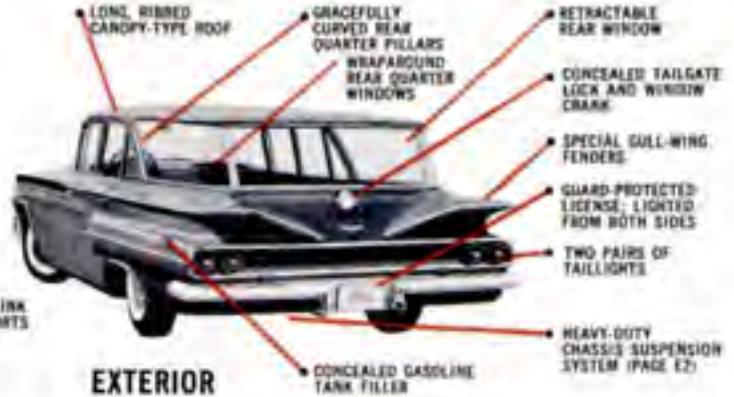
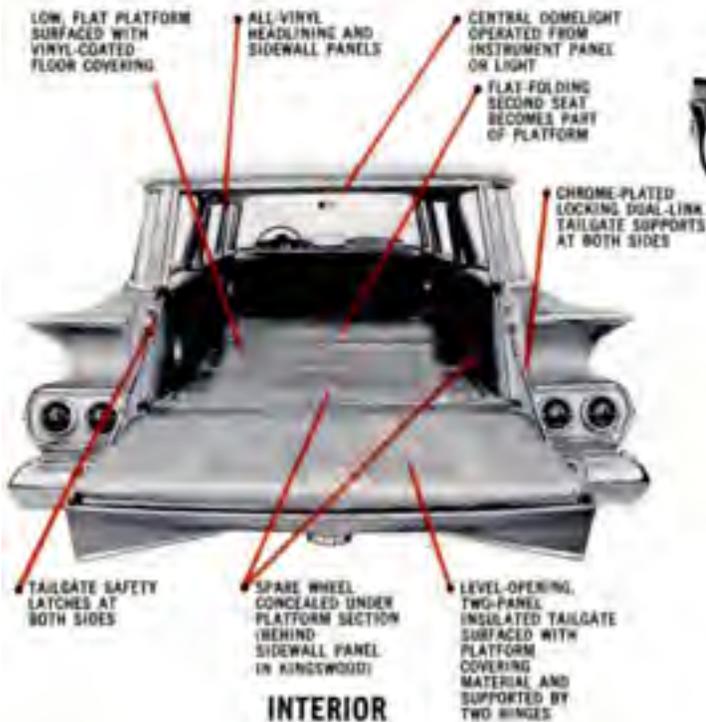
WINDOW AND DOOR PILLARS Internally reinforced box-section pillars support and reinforce roof. "Dog-leg" front pillars permit big windshield and doorways. Center pillars are of T-shaped box-section to make them narrow. Curved pillars in rear quarter areas are braced by wheelhouses.

SIDEWALL AND WHEELHOUSE STRUCTURES Door frames, body panels and wheelhouse for each side are built as unit to provide precise door fits. Rigid wheelhouses stiffen body sides and brace roof through rear quarter pillars. Body sides are braced across car by rigid cowl, roof and floor.

FLOOR PANEL Rib-stiffened panel, reinforced by box-section cross beams and double-box-section siderail type body sills (page E4). For 1960, front tunnel of floor is narrowed by as much as 1½ inches and lowered by as much as 1¼ inches, providing more foot room and making sliding across seat easier.

UNISTEEL BODY CONSTRUCTION All-steel body components are welded into solid substantial structure that is completed by securely locked double-walled doors and tailgate and safety plate glass in all windows.

STATION WAGON SPECIAL FEATURES



ENGINE IDENTIFICATION



235.5-CUBIC-INCH HI-THRIFT 6 Hi-Thrift 6 is standard engine and is provided by factory when any 6-cylinder Chevrolet model is ordered (see model identification). Every Chevrolet model with Hi-Thrift 6 engine is identified by Chevrolet crest on grille and on rear of car. Crest is red, blue and gold colored plastic in chrome-plated metal frame.

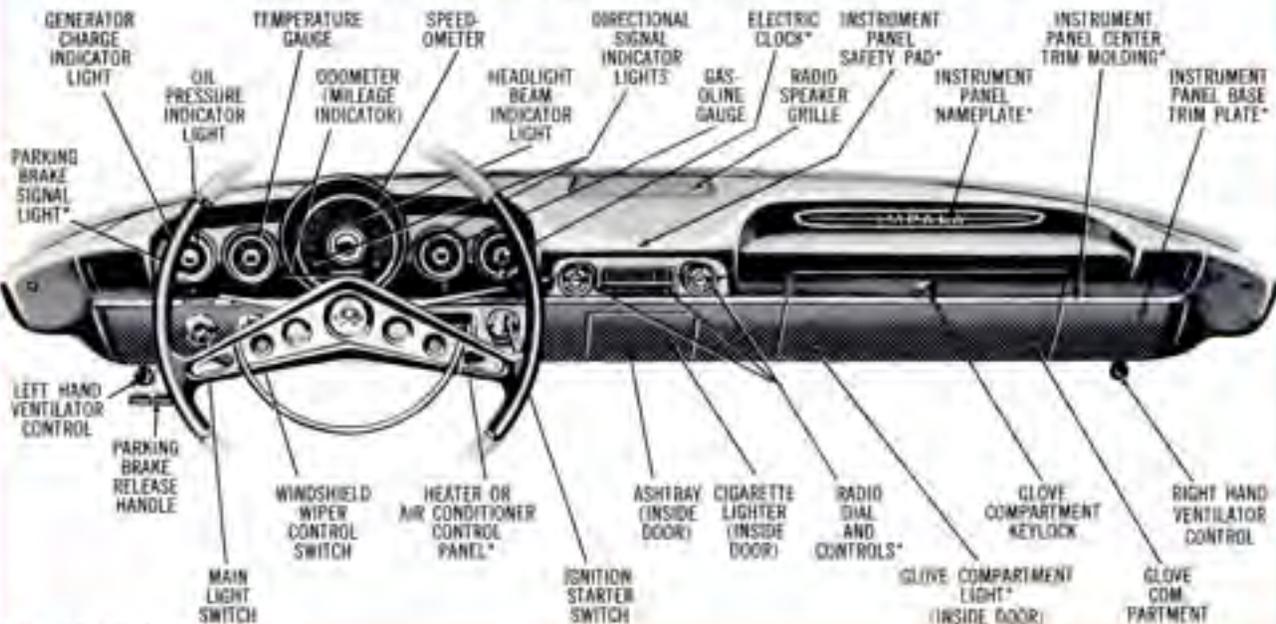


283-CUBIC-INCH V8 ENGINES Turbo-Fire V8 (illustrated) is standard Chevrolet V8 engine and is provided by factory when any standard V8 model is ordered. Super Turbo-Fire V8, however, is regular production option identified by number RPO 410. Chevrolets with either engine are identified by Chevrolet crest above broad V on grille and rear of car.



348-CUBIC-INCH V8 ENGINES RPO numbers for these optional engines are: Super Turbo-Thrust Special V8, RPO 574. Turbo-Thrust Special V8 with Synchro-Mesh, RPO 577. Super Turbo-Thrust V8, RPO 573. Turbo-Thrust V8, RPO 576. Turbo-Thrust Special V8 with Powerglide is deviation of RPO 576. Car emblems include crossed flags above broad V.

INSTRUMENT PANEL EQUIPMENT LOCATIONS (Impala panel illustrated)



*See Text for Availability

C8 INTERIORS Impala, Bel Air and Biscayne Models

BASIC BODY STRUCTURE

COWL, INSTRUMENT PANEL AND DASH WALL STRUCTURE Double-walled to form plenum chamber for ventilation system, cowl arches across front of body. Instrument panel and heavily ribbed dash wall are welded to cowl to complete structure of great strength. Dash legs on front of structure brace body to chassis frame and help maintain body and chassis alignment.

ROOF PANEL Roof panel is single formed sheet of heavy-gauge steel reinforced at front by box-section windshield header, at rear by box section rear window header and at sides by box section roof rails. A flanged channel roof bow braces roof across its middle.

BOX SECTION One of strongest yet lightest steel structural forms; used in roof rails, pillars, sills, cross beams and braces.

ROOF BUTTERS Deep gutters formed in roof rails drain water away before it can enter door and window openings.

LUGGAGE COMPARTMENT STRUCTURE Body sides are joined by seat backrest support, parcel shelf and car end panel below deck. All are integrated by deep gutter that extends around luggage compartment opening.



SIDEWALL AND WHEELHOUSE STRUCTURES Door frames, body panels and wheelhouse for each side are built as unit to provide precise door fits. Rigid wheelhouses stiffen body sides and brace roof through rear pillars.

WINDOW AND DOOR PILLARS Internally reinforced box-section pillars support and reinforce roof. "Dog-leg" front pillars permit big windshield and doorways. Sedan center pillars are T-shaped box section to make them slender (page D4).

FLOOR PANEL Rib-stiffened panel, reinforced by box-section cross beams and double box-section siderail type body sills (page E4). For 1960, changes in tunnel area of floor provide more foot room inside body (page D12).

CHASSIS FRAME

CONSTRUCTION Safety-Girder tubular center X-built frame is composed of all-welded structural members that are welded into unit to provide car foundation of great strength and rigidity. Exclusive to Chevrolet in its field, X-built frame contributes to long car

life and excellent riding comfort and permits a low body floor (page D12) in order to obtain low car height and low car center of gravity for extraordinary car stability.

BODY SILLS AND CROSS BEAMS Chassis frame needs no bowed-out side members because body sills of heavy-gauge steel in

broad double box sections have strength needed to resist impacts from sides. Location of sills farther outward and lower than bowed-out side members puts this protective strength where it is most needed—at widest part of body. Sills extend length of body from cowl to wheelhouses. Box-section cross beams, integral with body floor, brace sills laterally.



FRAME DIMENSIONS

Overall length . . . 195.3"
Maximum width . . . 47.5"

FRONT CROSS MEMBER Box-section member underslung below front of engine; provides substantial mount for front suspension.

ENGINE REAR SUPPORT Channel section; bolted mounting aids in removal of engine and transmission from chassis for repairs.

CENTER STRUCTURE Box section of tremendous strength resists twisting stresses imposed on frame. For 1960, top of structure is lower to help reduce height of floor tunnel (page D12).

SIDE MEMBERS Box sections integrated by center structure. In convertible, thick plates are welded on top and bottom of side members to front and rear of frame center structure.

REAR CROSS MEMBERS For 1960, three rear cross members strengthen frame and provide stronger mountings for rear suspension system members and rear bumper.

SEEK FOR LEAD IN TORQUE OUTPUT FOR TORQUE

When you seek for lead in torque output for torque, you are looking for a motor that will give you a steady and uniform output. It is not enough to have a motor that will give you a steady output for a short time. You want a motor that will give you a steady output for a long time. This is why we have a motor that will give you a steady output for a long time. This is why we have a motor that will give you a steady output for a long time.

When you seek for lead in torque output for torque, you are looking for a motor that will give you a steady and uniform output. It is not enough to have a motor that will give you a steady output for a short time. You want a motor that will give you a steady output for a long time. This is why we have a motor that will give you a steady output for a long time. This is why we have a motor that will give you a steady output for a long time.

Model	Year	Price	Output
Model A	1932	\$1,200	100
Model B	1933	\$1,300	110
Model C	1934	\$1,400	120
Model D	1935	\$1,500	130
Model E	1936	\$1,600	140
Model F	1937	\$1,700	150
Model G	1938	\$1,800	160
Model H	1939	\$1,900	170
Model I	1940	\$2,000	180



SPIRITED, ECONOMICAL PERFORMANCE

SEEK FOR LEAD IN TORQUE OUTPUT FOR TORQUE



SEEK FOR LEAD IN TORQUE OUTPUT FOR TORQUE



SPECIFICATIONS

The following specifications are for the standard model. For more information, see the dealer's literature.

Engine: 4-cylinder, 160 cubic inches, 1600 RPM, 100 HP.

Transmission: 4-speed manual.

Chassis: X-built, 100" wheelbase.

Wheels: 16" x 4" steel wheels with 16" x 4" tires.

Body: 2-door sedan, 160" x 60" x 40".

Price: \$1,200.

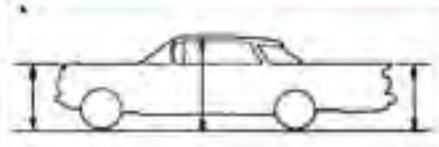
LENGTHS OF EXTENDED DIMENSIONS



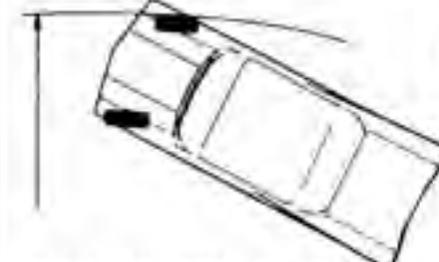
LENGTH Overall length of car provides generous length in passenger and luggage compartments. Long wheelbase allows seats to be located in most comfortable riding positions between wheels and contributes to smooth, level ride, as it permits car to pass over dips and rises in road with less angular disturbance.



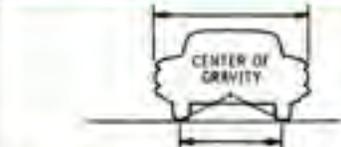
RAMP ANGLES Large ramp angles allow car to ascend and descend short steep grades without scraping bumpers or catching at center. Short overhang and high bumper make front ramp angle large. Although rear overhang is long to increase length of luggage compartment, high bumper provides large ramp angle.



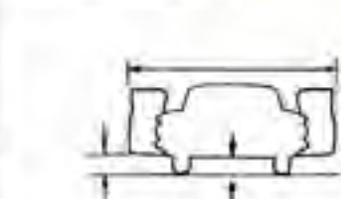
HEIGHT Low car height contributes to low center of gravity for increased riding stability and safety and to better appearance of car. Comfortable head and leg room are attained through close integration of body and chassis frame and scientific seat design. Shallow roof and low belt line permit windows to be tall.



TURNING DIAMETER Carefully calculated steering geometry permits car to turn in tight circle at curb level for easier maneuvering and parking. Short front overhang reduces wall-to-wall turning diameter to minimum.



WIDTH Broad width provides more hip, shoulder and hat room and roomier luggage and engine compartments. X-built chassis frame allows usable floor area for feet (page D12). Wide wheel treads, with low center of gravity, contribute to more stable ride, better handling of car and increased safety.



CLEARANCES Length permits car to fit in standard size garages. Width of doorways permits easier entrance and exit under all conditions. Bottoms of doors are high to clear curbs. High road clearances permit car to travel rutted roads with least possibility of damage to chassis.

Chevrolet copywriters described the 1960 models as: "Everybody's kind of elegance." The new cars were: "Nearest to perfection a low-priced car ever came." They told potential customers that: "You're surrounded by solid sturdy Fisher Body construction." 1960 advertising focused on these features: smooth ride with coil-springs at all four wheels, quicker stopping safety-master brakes, roomier interior with a lower and narrower transmission tunnel. Popular options that year were: two-tone paint, power brakes, power-steering, Powerglide, Turboglide, white wall tires, and door edge guards.

1960 production by body style: 497,048 four-door sedans, 228,322 two-door sedans, 204,467 sport coupes, 169,016 sport sedans, 79,903 convertibles, 198,066 four-door wagons, 14,663 two-door wagons.

Technical illustrations from 1960 Finger-Tip Facts courtesy of John Mahoney. Brochure and advertising illustrations courtesy of www.oldcarbrochures.com.

SMOOTH...

1. FULL COIL SUSPENSION gives you incredibly smooth, quiet riding even on the roughest roads. A funky coil spring at every wheel soaks up road shock and vibration before it ever reaches the passenger compartment. The coil springs mean other benefits: they don't squeak, never need greasing or oiling. Special low-link design of rear suspension enables better distribution of driving and braking forces—a major factor in Chevrolet's superior stability, smoother getaway and stopping. Full Coil is exclusive to Chevrolet in its field—one of the reasons why Chevrolet can offer you the big car luxury and quietness of a Custom-Comfort ride.

2. NEW LARGER BODY MOUNTS, made of a new formula rubber and scientifically positioned in a new pattern, give a relaxing, buffered silence to the ride by absorbing even more road shock and highway harshness.

3. 1.000 WHEELBASE AND WIDE TREAD are the hallmark of Chevrolet's Custom-Comfort ride. They give the '60 Chevy a solid, well-balanced stance, give ability to smooth out rough roads in stride.

4. BALL-BACE STEERING gives you more steering firm with less steering effort. Your commands are relayed by precision steel balls riding in a spiral track. Reduced friction means sure, more responsive control.

5. PRECISION-BALANCED WHEELS are the hallmark of Chevy's new riding. Every wheel and rim of every '60 Chevrolet is balanced at the factory—in its extra cost—to ensure smooth operation.

6. SOUND-DEADENING INSULATION is scientifically applied in Chevrolet's Buick by Fisher to shield you against nagging road noise... gives the Chevrolet interior a hushed air of quiet relaxation.

SAFE...

7. SAFETY-GARBER FRAME, X-Built, not just X-braced as on some cars, gives you the solid protection of sturdy box-joist body side rails reinforced by extra-rigid "X" design. Engineers will tell you: Chevy's X-built frame, exclusive to Chevrolet in its field, gives greater rigidity than ladder-type frames found on most other cars.

8. SAFETY-MASTER BRAKES offer giant-size braked lining area, and they're an insured to carry all most of the heat that can cause fade and wear. The result is much greater brake durability than found in most cars and vans, safer stops.

9. NEW FOOT-OPERATED PARKING BRAKE offers AAAA, safer release, also new extra gripping action. When you set the brake by pressing down on the pedal, it flexes below the instrument panel and to include parking brake is "on." To release, simply pull the handle out, the parking brake bar will slide back and move... eliminates "bumping."

10. SAFETY PLATE GLASS—typical of Chevrolet's extra value! Some cars use Safety Plate Glass in the windshield only, but Chevrolet puts Safety Plate Glass in every window—at no extra cost!... to ensure you greater family protection and clear visibility all around.

11. TYRICK CORE TIRES, standard on every wheel of every '60 Chevrolet, run longer longer for extra miles of wear, take safety uniformly. Improved tread material gives a better, quieter ride, greater friction and longer life.

12. UNSTEEL CONSTRUCTION is a welding technique of rigid steel, bolts and floor panels of heavy-gauge steel to make a solid, safe, open-air car.

13. SAFETY DOOR LOCKS keep doors securely closed. Triple safety wires hold doors fore and aft, vertically and crosswise.

SMART...

14. FISHER BODY QUALITY AND CRAFTSMANSHIP are evident in the snug, precise way doors and windows fit, in the solid stance of a Chevy door, in the fine tailoring of Chevy's quality upholstery. Only Chevrolet in its field enjoys the smartness, prestige and value that Buick by Fisher can build into a car.

15. MAGIC-MIRROR ACRYLIC LACQUER makes possible a whole new range of deep, gem-like colors that keep lustrous longer. What's more, special rust preventive and elastic primer coats under many lacquer coats offer important extra protection against the effects of acid and wet weather driving. Magic Mirror is exclusive to Chevrolet in its field—a major reason why Chevy has an extra distinctive sparkle.

16. ANODIZED ALUMINUM, in grille and other small exterior trim accents, offers lasting protection from rust and corrosion caused by bad weather and ice-melting compounds. Your Chevrolet can keep its bright sparkle in any weather, and over the years.

17. PROTECTED LICENSE PLATE MOUNTINGS help keep license plates smart and legible... reduce damage from bumper contacts.

CONVENIENT...

18. ROOMY SEATING in the '60 Chevrolet means spaciousness in every direction where it counts: head room, hip room, shoulder room and leg room—in even the front and back seats!

19. LOWER, NARROWER TRANSMISSION TUNNEL offers extra leg room, easier relaxation to the passenger in the middle. Leaves more room for other passengers, too.

20. HIGH-LEVEL COIL VENTILATION draws fresh air into the passenger compartment above the level of low-lying fumes and road dirt... another example of how comfort comes first in Chevy.

21. CRANK-OPERATED VENTILANES are easy to open and close... means movement eliminates the annoyance of crapped knuckles in cluttered with focus-type latches. Typical of the greater number of fine car features you find only in Chevrolet in its field.

22. ELECTRIC WINDSHIELD WIPERS, standard in every model, offer constant speed operation regardless of car speed. Greater visibility, greater safety because there's no wiper slow-downs during critical acceleration periods as with vacuum-operated wipers.

23. SINGLE-KEY LOCK SYSTEM lets you open all doors and locks with one key. Ignition lock may be set so that car can be operated without key. Only Chevrolet in its field offers such convenience.

24. BIG LUGGAGE COMPARTMENT has lower rear wall for easier loading... features more usable room... has up to 32 cubic feet of clear load space... designed for extra luggage protection.

POWER FEATURES FOR EXTRA PLEASURE

POWER STEERING* is greatly improved, more responsive—eliminates nearly all steering effort, leaving you just enough for a good "feel of the road." Straightaway driving is safer, parking's a cinch!

POWER BRAKES* make stopping so easy, so positive—do up to one-third the work for you. This popular power feature also keeps its low cost every time over in other pleasure and peace of mind.

POWER WINDOWS* may be raised or lowered at the touch of a push-button. Controls of each window or four-window master control rest in driver's seat.

FLEXOMATIC POWER SEAT* is offered in two types. Six-way seat moves forward or backward, up or down, even tilts to the most comfortable angle. Four-way seat moves forward and backward, up and down—all at the touch of convenient buttons.

AIR CONDITIONING* makes a comfortable inside climate in minutes, no matter what the weather's like outside. Works in winter, cools in summer; changes and filters the air, reduces pollen to negligible amount. Also dehumidifies the air in rainy weather, eliminates clouding of windows.

*Optional at extra cost.



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 a year.

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