

# **SPACE AGE STAR**

**DECEMBER 2020**

SPACE  
AGE

CHEVROLET  
REGION



**SIXTY YEARS OF 1961 CHEVROLET**



ANTIQUE AUTOMOBILE CLUB  
of AMERICA

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## EDITOR'S NOTES

I owe region members an apology. I stated in the last newsletter that we'd have a region Zoom meeting in November, but that hasn't happened. November is more than half over as I write this. Unfortunately, the meeting kept slipping my mind. Let's shoot for a Zoom meeting in January.

We've reached our last newsletter for 2020. I doubt many of us will be sad to see 2020 in the rear-view mirror. Let's hope 2021 is a much better year than 2020. AACA has a full slate of events scheduled for 2021. You can view the events calendar on the club web site, [aaca.org](http://aaca.org). I hope the pandemic will be in the rear-view mirror so we can enjoy the 2021 events.

In this newsletter we begin a look back at 1961 Chevrolets. This is my favorite model year for two reasons. One, I think these were the best-looking cars Chevrolet ever built (1961 Chevrolet's entire design blended beautifully. It looks like the whole car was designed by the same person, every component fits the design perfectly. Compare 1961 Chevrolet to the 1961 Plymouth, which looks like different people designed different parts of the car without consulting each other). Two, I was born in 1961, so I'm partial to the year. This month's article features the full-size, or (in Chevrolet-speak) passenger cars. We'll focus on Corvair, Corvette and light trucks in future newsletters.

Speaking of 1961 Chevrolets, in the August 2020 Editor's Notes, I mentioned that a local car club friend bought a 1961 Impala that I once owned. I finally got to see the car a few weeks ago. My friend stopped by my house to pick up some parts I had for him. He's using the car (pictured on page 17) as a daily driver. He's slowly improving it cosmetically and enjoying driving it. It was fun to see the car again and remember repairs done during my ownership. An interim owner replaced the factory 283 V-8 with a 350 V-8. They also installed an aftermarket aluminum radiator. Except for those changes, the car was as I remembered it, although the paint has faded (it was never that great when I bought the car).

I hope our region members have survived this year's hardships. I've missed seeing you in person at AACA events, especially Hershey. I hope we can meet in person during 2021. In the meantime, best wishes for a Merry Christmas, Happy Hanukkah, and Happy New Year. Stay well.

*Russell Heim*

# **Sixty Years of “Sixty-Underful” Chevrolet**

For the third time in four years, Chevrolet had completely new styling. The past year's compound-curve wraparound windshield and tail fins were eliminated from the design. Inside was an all new instrument panel with the speedometer now housed in a horizontal unit. The glove box was moved to the center of the panel. They relocated the gas tank from under the trunk floor to the area between the trunk and rear axle. This gave a deep well in the trunk, which was great for carrying tall items. The fuel filler had to be moved to the driver's side quarter panel to compensate for the new gas tank location.

A new model year brought new sales slogans. In 1961, not only was the new Chevrolet “Jet Smooth,” it was also the “Greatest Show on Worth,” and “Sixty-Underful.” Fortunately, the cars lived up to the hyperbole. This year's sales brochure claimed that the new Chevrolets had a trim new size, clean new style, and fine new comfort. Chevrolet claimed the 1961 cars had more interior room (headroom increased by two inches) than in 1960, and that the new door openings were wider than last year.

The “Clean New Style” consisted of “neatly tailored simplicity” and clean lines. The “trim new size” (1.8 inches shorter and 2.4 inches narrower than 1960) was practical for getting around town. The anodized grille was “classically clean.” The slanting windshield pillars blended beautifully with the distinctive new roof styling. It's interesting that in 1961 Chevrolet was proud of producing a smaller car. Despite using the same 119-inch wheelbase, these cars grew larger as the decade went on.

1961 offered Chevrolet's greatest model choice for “economical driving,” “three thrifty passenger car series (14 models in all) and six station wagon models (all with four doors). The three series were the same as they'd been since 1959, top-of-the line Impala, mid-priced Bel Air, and price leader Biscayne. The station wagons came in three series that had trim matching the passenger car series, Nomad (Impala), Parkwood (Bel Air), and Brookwood (Biscayne).





# FINE NEW COMFORT

**NEW WIDER DOORS • HIGHER SEATS • EASY-TO-REACH, EASY-TO-SEE INSTRUMENT CONSOLE • HUGE EASY-TO-LOAD TRUNK**

In every dimension, this 1961 Chevrolet has been planned for your convenience. In fact, you can actually measure the comfort you get! Door openings are wider and roomier in every model. Higher seats give more comfortable seating. Best of all, careful engineering has given Chevy the remarkable combination of *trim new size outside . . . more room inside* in the dimensions that mean most to your comfort! There's more front seat head room and leg room in all models . . . more rear foot room. And the quality and workmanship in Chevy's Body by Fisher are evident at a glance. There are functional fabrics, in a wide variety of bright new colors and patterns. The handsome new Instrument Console strikes a clearly luxurious note—puts all controls at your finger tips. Chevrolet's new trunk design gives you more usable luggage space. Here, indeed, is fine new comfort in Chevrolet for 1961 . . .

**THE GREATEST SHOW ON WORTH!**



**LOOK AT** Chevrolet's completely new Instrument Console. See how all the instruments, including the clock in Impala models, are positioned directly in front of the driver. In addition, its compact design puts the heater controls, radio controls, ash tray and glove box all within easy reach of the driver.

**LOAD** this new Chevrolet trunk and see how its big dimensions make loading easier for you. Its lower sill (up to 10.5 inches lower) extends full width . . . means less lifting, makes bulky items easier to stow. Its wide lid makes it simple to load from the side. The new deep well in the trunk floor provides a place for cargo that's tall. And space is more usable with the spare tire tucked up out of the way.



# IMPALA SERIES

**MOST LUXURIOUS CHEVROLET**—You'd be hard-pressed to find a reason for wanting any more car than this! The elegant Impala is unquestionably the finest car in its field. For 1961, a new 2-Door Sedan joins the Impala Series, featuring the new canopy roof and slim pillar sedan styling. Impala standard equipment includes such luxury features as electric clock, parking brake warning light, back-up lights, rich deep-twist carpeting, de luxe window cranks, fingertip door releases and extra long armrests with built-in safety reflectors. Interiors are available in six beautiful color combinations.



IMPALA SPORT COUPE  
IN HONDURAS MAROON

Ask about the IMPALA SUPER SPORT\*! It's the highly personalized version of any model in Chevy's top luxury line. Just check its great performance rundown: your choice of 305-, 340- or 350-h.p. V8 with 4-Speed Synchro-Mesh transmission (305-h.p. V8 also available with high-performance Powerglide), power steering, power brakes, sintered-metallic brake linings, exclusive 8.00 x 14 narrow-band whitewall tires. There's a distinctive sports car assist bar on the padded instrument panel, electric tachometer, stylish SS identification, full wheel covers with simulated knockoff hubs and heavy-duty suspension components. Get full details at your Chevy dealer's...on the Super Sport, the extra-luxury, higher performance optional package available on all five Impala models.

\*Optional at extra cost.



IMPALA SPORT SEDAN IN ARBOR GREEN



IMPALA 4-DOOR SEDAN IN SATEEN SILVER



IMPALA CONVERTIBLE IN SEAMIST TURQUOISE



IMPALA 2-DOOR SEDAN IN CORONNA CREAM

Chevrolet sales literature described Impala as elegant and “unquestionably the finest car in its field.” Standard Impala features were electric clock, parking brake warning light, back up lights, “deep-twist” carpeting, “finger-tip” door releases, and full-length arm rests. The interior was upholstered in “rich patterned fabrics, trimmed with soft leather-grained vinyl and finished with distinctive bright metal end panels.” Six interior colors were available. The interior featured deluxe window cranks and safety reflectors on the back of the full-length arm rests.

1961 Impala base prices (six-cylinder models): Convertible \$2,847, Sport Sedan \$2,662, Sport Coupe \$2,597, Four-door sedan \$2,590, Two-door sedan \$2,536. Add \$107 to the base price for a 283 cubic-inch V-8 engine. Chevrolet built 491,000 Impalas for 1961.

Chevrolet introduced two new optional features for 1961 Impala: Super Sport trim and the legendary 409 cubic-inch V-8. Neither option sold well in 1961, but they became big as the Sixties went on. Super Sport was a \$53 trim option that could be added to any Impala with a high performance engine and chassis. The introductory brochure shows the SS trim added to a Sport Sedan. Most sources state that only Sport Coupes and convertibles received the SS option. Chevrolet sold 453 Super Sport trimmed cars in 1961. The new 360 horsepower 409 V-8 was limited to 142 sales this year. This new engine was a \$484 extra cost option.



LOOK WHAT'S NEW!



# THE CHEVY IMPALA SUPER SPORT

A VERY SPECIAL  
VERSION IN  
CHEVROLET'S  
MOST LUXURIOUS LINE!

see how much extra the Impala Super Sport\* offers

- Choice of 305-, 340- or 350-h.p. V8 with 4-Speed Synchro-Mesh Transmission (305-h.p. Engine also available with High-Performance Powerglide)
- Sports Car Front Passenger Assist Bar ■ Electric Tachometer ■ Padded Instrument Panel ■ Special Full Wheel Covers with Simulated Knockoff Hubs
- Exclusive Super Sport 8.00 x 14 Four-Ply Narrow-Band Whitewall Tires ■ Power Steering ■ Power Brakes ■ Sintered-Metallic Brake Linings ■ Heavy-Duty Front and Rear Coil Springs and Shock Absorbers to assure true sports car handling and roadability ■ Distinctive Super Sport Identification (SS over Exterior Crossed Flags, also SS Assist Bar Emblem).

plus all the elegant standards in every '61 Impala

\*A complete special package . . . optional at extra cost for any of the five '61 Impala models.

Super Sport is the highly personalized Impala that blends Chevy's full-size, top-of-the-line luxury with a peak performance power team and true sports car equipment. There's a choice of three top-powered V8's (all over 300 h.p.), plus sports-minded interior richness, competition-type suspension and brakes, distinctive "SS" identification inside and out. It's a complete special package available in Chevy's Convertible or any other luxurious '61 Impala model. For discriminating customers who like sports car flair and go, teamed with big car elegance, suggest Chevrolet's new Impala Super Sport.

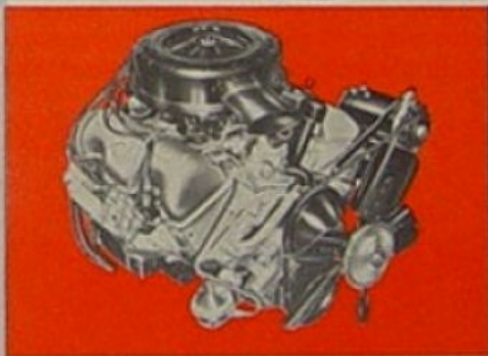




# PEAK PERFORMANCE • SPORTS CAR FEATURES



**PERSONALIZED INTERIOR LUXURY!** Take a close look at Impala Super Sport's padded instrument panel. Notice how the tachometer (mounted on steering column) and passenger assist bar add real sports car flavor to Impala's tasteful Instrument Console design. Check, too, the bright metal Super Sport emblem on the assist bar. Of course, there's all the interior luxury found in every '61 Impala, including full deep-twist carpeting, extra-long armrests and fingertip door releases, foam cushioned seating comfort front and rear.



**POWER-PACKED CHOICES!** With Impala Super Sport, your customers have Chevy's special 348-cu.-in. V8's to choose from—350, 340 and 305 h.p. There's triple two-barrel carburetion for extra top-end boost in the 350 h.p., four-barrel performance in the other two. All come equipped with dual exhausts and special heavy-duty components. Buyers can team any of these power-packed engines with Chevy's versatile 4-Speed transmission. If they prefer automatic shifting, the 305 h.p. version also can be matched with high-performance Powerglide.



**COMPETITION-STYLED FEATURES!** Whether your prospect is a staunch enthusiast or just someone who yearns for the sports car approach, he'll go for Impala Super Sport. Take these special wheel covers, for example, with the kind of styling that gives a competition-car look. And those narrow-band whitewall tires are exclusive Super Sport extras, offered with no other full-size Chevy. Underneath, heavy-duty springing and shock absorbers help the Impala Super Sport corner and handle like the best of the world's road champions.



**4-SPEED TRANSMISSION!** For exhilarating fun and true sports car feel to shifting, Chevy's 4-Speed Synchro-Mesh transmission can't be beat. It has a floor-mounted shift lever, is fully synchronized in all forward speeds for smooth up-and-down-shifting. And when customers choose the 4-Speed in an Impala Super Sport, there's an identifying trim plate of bright metal at the shift lever base. Show your prospects all the special features they can enjoy in the Impala Super Sport. At first chance, let them drive one and experience its exciting difference!

CHEVROLET

IMPALA  
SUPER  
SPORT

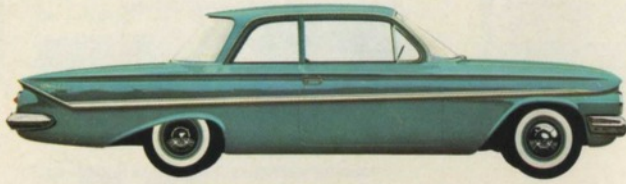




# BEL AIR SERIES

**CHEVROLET'S POPULAR PRICED MODELS**—Again, for 1961, the Bel Air has all it takes to make it America's most popular model! Chevy's slim new size makes it easier than ever to drive, park and garage. Its clean lines promise lasting beauty and value. And such comforts as glove box light, automatic dome light, foam cushioned seats front and rear, color-matched carpet and rubber floor mats, deluxe door handles and window cranks, twin rear ashtrays and deluxe steering wheel with thumb button horn are standard equipment. All these basic Chevy virtues are yours in Bel Air, plus a price that makes buying too easy to resist.

BEL AIR SPORT COUPE IN ROMAN RED AND ERMINE WHITE



BEL AIR 2-DOOR SEDAN IN TWILIGHT TURQUOISE



BEL AIR 4-DOOR SEDAN IN SHADOW GRAY



BEL AIR SPORT SEDAN IN ALMOND BEIGE

Bel Air was Chevrolet's "popular priced model". It featured a glove box light, automatic dome light, foam cushioned front and rear seats, deluxe door handles and window cranks, twin rear ash trays, and deluxe steering wheel with thumb operated horn button as standard.

Bel Air interiors differed by body style. Sedans had patterned cloth upholstery available in five colors. The floors had a vinyl coated rubber floor mat keyed to the interior color. The Sport Coupe and Sport Sedan featured a slightly fancier interior. "Freshly styled striped fabric" was the main interior feature. Tri-color stripes were featured on the vinyl seat surround and on the door panels. Floor were covered by deep-twist carpeting with rubber inserts on wear areas. Bel Air sport model interiors came in red, gray, green, blue, turquoise, and fawn.

Bel Air was Chevrolet's second most popular series in 1961, with 330,000 produced. Bel Air six-cylinder base prices: Sport Sedan \$2,554, Sport Coupe \$2,489, four-door sedan \$2,438, two-door sedan \$2,384. Customers had to pay \$107 extra to get a 283 V-8 in their Bel Air.



# BISCAYNE SERIES

## LOWEST PRICED FULL-SIZE CHEVY

—This beauty is a bargain at the price! In Chevrolet's Biscayne you enjoy the solid quality and comfort of Body by Fisher. Its rugged construction will take the bumps and jolts of the toughest everyday driving, and still stay tight and quiet. Big, capable Safety-Master brakes, with bonded linings and air cooling slots, give you safe, quick stopping, long brake lining life. Foam cushioned front seat, dual sun visors, two arm-rests, safety door locks and glove box lock are all standard equipment. These are the kind of quality features that make every Chevy more satisfying to own, worth more when it comes time to trade.



BISCAYNE UTILITY SEDAN IN TUXEDO BLACK



BISCAYNE 2-DOOR SEDAN IN JEWEL BLUE AND ERMINE WHITE



BISCAYNE 4-DOOR SEDAN IN FAWN BEIGE

## BISCAYNE FLEETMASTER

Chevrolet's Fleetmaster is specially designed to lend a helping hand in your business. It's more economical to buy and to operate for commercial and fleet requirements. It's offered in both 2-Door and 4-Door Sedan models. For specific information on models and options, consult your Chevrolet salesman.



BISCAYNE FLEETMASTER 2-DOOR SEDAN IN JEWEL BLUE



BISCAYNE FLEETMASTER 4-DOOR SEDAN IN ARBOR GREEN

Biscayne was billed as the "lowest-priced full-sized Chevy." The sales brochure said "this beauty is a bargain at the price!" If you bought a Biscayne, you'd "enjoy the solid quality and comfort of Body by Fisher." A Biscayne owner enjoyed these standard features: foam-cushioned front seat, dual sun visors, two arm rests, safety door locks, and a locking glove box. Biscayne interiors had cloth and vinyl seats with a vinyl covered floor mat. Blue, green, and gray were the available interior colors. The floor mats were color-keyed to the rest of the interior.

Chevrolet built 201,000 regular Biscaynes and 3,000 Fleetmasters for 1961. Biscayne six-cylinder prices were: Two-door sedan \$2,262, four-door sedan \$2,316, Biscayne Utility Sedan \$2,175, Fleetmaster two-door sedan \$2,230, Fleetmaster four-door sedan \$2,284. A 283 V-8 added \$107 to a Biscayne's price.

# 6 FULL-SIZE STATION WAGON MODELS

For 1961, Chevy Wagons are offered in 3 six-passenger and 3 nine-passenger models. There's up to 97.5 cu. ft. for cargo, and every model gives you the convenience of four wide doors. A new concealed compartment under the rear platform gives additional storage space in all models. The second seat in Chevy Wagons folds flush with the floor in a single motion. A substantially wider (over 9 inches) and taller tailgate opening makes it simpler to load cargo, easier to enter the rear-facing third seat. Special concealed hinges counterbalance more of the tailgate weight, make it easier to open and close.

ALL WITH 4-DOOR CONVENIENCE . . . CHOICE OF 6- OR 9-PASSENGER SEATING



PARKWOOD 4-DOOR 6-PASSENGER  
STATION WAGON IN AVONET GREEN



BROOKWOOD 4-DOOR 6-PASSENGER  
STATION WAGON IN BIRMINGHAM RED

For further information on Chevrolet Station Wagons, ask your salesman for the 1961 Chevrolet Station Wagon Catalog.



NOMAD 4-DOOR 9-PASSENGER STATION WAGON IN BIRMINGHAM RED

Chevrolet offered six full-size station wagons for 1961. All wagons had four-doors this year. There were three six-passenger wagons and three nine-passenger wagons. 1961 wagons had up to 97.5 cubic feet of cargo space. A concealed storage space under the rear floor was a new feature for 1961. The rear seats folded down to make a flat cargo floor. The tailgate was taller and wider for easier cargo loading and made for easier third seat passenger entry and exit in nine-passenger wagons. Nomad was the top of the line wagon, featuring Impala trim and interior. The Parkwood wagon corresponded with Bel Air, and Brookwood was the equivalent of Biscayne. Each wagon model was available as either a six or nine-passenger vehicle.

For 1961 Chevrolet made 137,300 six-passenger wagons and 31,649 nine-passenger wagons. List prices for 1961 Station Wagons were: Nomad six-passenger wagon, \$2,889, Nomad nine-passenger wagon, \$2,992, Parkwood six-passenger wagon, \$2,747. Parkwood nine-passenger wagon, \$2,850. Brookwood six-passenger wagon, \$2,643. Brookwood nine-passenger wagon, \$2,756. Adding a V-8 cost \$107.



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## POWER TEAMS FOR 1961 PERFORMANCE-ECONOMY



**TRADITIONAL ECONOMY LEADER**—Chevy's HI-THRIFT 6 is the industry's most thoroughly refined 6-cylinder design. It gives you proven operating economy from the word go! The Hi-Thrift 6 squeezes extra miles from each gallon . . . runs like a charm on regular gas. Standard automatic choke gives you all the fuel you need for cold-engine starts . . . thriftily leans the mixture the instant the engine is warm. Advanced hydraulic valve lifters give quieter operation . . . never need adjusting. Economical 8.25 to 1 compression ratio . . . lively 135-h.p. rating.

**A WIDE RANGE OF V8'S**—ECONOMY TURBO-FIRE V8 makes gas saving a V8 virtue! This standard V8 engine features an economy-contoured camshaft that gives more torque, more efficient operation, in the low and middle speed ranges you use most. A finely calibrated 2-barrel carburetor also helps mete out the fuel in miserly fashion. Still another money-saving feature: this husky engine delivers its V8 "go" on regular gas! Cylinder head design helps boost oil economy. Full-flow oil filter is standard equipment. 283-cu.-in. displacement, 8.5 to 1 compression ratio, 170 h.p.

Four-barrel carburetion gives Chevy's 283-cu.-in. **SUPER TURBO-FIRE V8\*** an extra measure of get-up-and-go whenever the occasion calls for it. At normal driving speeds you operate economically on just 2 barrels. 9.5 to 1 compression ratio, 230 horsepower.

Chevy's 348-cu.-in. **TURBO-THRUST V8\*** is sized and equipped for performance! Its wedge-shaped combustion chambers are precision machined to deliver smooth, quiet power . . . efficient fuel burning. Four-barrel carburetor, high-efficiency air cleaner and dual exhaust system are standard equipment. Compression ratio, 9.5 to 1; 250 h.p.

Triple two-barrel carburetion puts extra muscle in the 348-cu.-in. **SUPER TURBO-THRUST V8\***. At normal cruising speeds you run on just two barrels, but when you need peak performance just step down on the accelerator and all six barrels go into action. Dual exhausts are standard. Compression ratio, 9.5 to 1; 280 h.p.

### 5 FINE TRANSMISSIONS

Standard equipment on every Chevrolet is 3-SPEED SYNCHRO-MESH . . . as smoothly coordinated and dependable a manual shift as any ever made. Chevrolet **OVERDRIVE\*** will give you top economy over the long haul. It cuts the number of engine revolutions for each turn of the wheels . . . reduces engine wear, saves on gas. You can select 4-SPEED SYNCHRO-MESH\* as a performance partner for any one of Chevy's spirited 348-cu.-in. V8's. It has a floor-mounted shift lever, and is fully synchronized in all forward speeds for smooth up- and down-shifting.

For the most popular automatic transmission in the low-price field, look no farther than Chevrolet's **POWERGLIDE!**\* Its low initial cost, dependability and liquid-smooth shifting have made it the biggest selling automatic in its class. For the ultimate, try **TURBOGLIDE.\*** With its triple-turbine action, you never feel a shift in "Drive"—the only sensation is a whisper-smooth flow of power. Chevy's built-in grade retarder provides an exclusive assist in downhill braking.

### SELECT FROM THE INDUSTRY'S WIDEST CHOICE OF POWER TEAMS

	Turboglide	Powerglide	4-Speed Synchro-Mesh	3-Speed Synchro-Mesh	Overdrive
280-h.p. Super Turbo-Thrust V8**	X		X	X	
250-h.p. Turbo-Thrust V8**†	X		X	X	
230-h.p. Super Turbo-Fire V8	X	X		X	X
170-h.p. Economy Turbo-Fire V8	X	X		X	X
135-h.p. Hi-Thrift 6		X		X	X

\*\*These two engines, modified for special uses, are available with power ratings of 350 h.p. and 340 h.p. respectively, with either 3-Speed or 4-Speed Synchro-Mesh transmissions. †Also 305 h.p. available with heavy-duty Powerglide, and 3-Speed or 4-Speed Synchro-Mesh transmissions.

### CHEVY OPTIONS AND POWER FEATURES

**POWER STEERING\*** is virtually effortless, instantly responsive. It makes highway driving safer . . . parking so much easier. And Power Steering will return a good portion of your investment at trade-in time. **POWER BRAKES\*** relieve you of up to one-third of the braking effort . . . give an extra measure of safety in an emergency. This low-cost power feature will repay you in comfort many times over. **POWER WINDOWS\*** operate from a master control on the driver's door . . . eliminate reaching. For passenger convenience there is also a push button for each window. **6-WAY FLEXOMATIC POWER SEAT\*** moves forward and back, up and down, even tilts to the most comfortable angle . . . all at the touch of a button. **AIR CONDITIONING\*** gives you four-season temperature control inside your Chevrolet. Chevrolet Air Conditioning operates in conjunction with the heater, giving warm air in winter . . . cool, dry, pollen- and dust-free air in summer. **NEW DE LUXE HEATER\*** improves temperature control through a new air blending system. Temperature setting controls the amount of cold and hot air mixed . . . allows an infinite variation in temperature and registers new temperature settings immediately. **POSITRACTION REAR AXLE\*** automatically transfers power to the wheel with the grip. All you need is one rear wheel with traction, and Positraction will keep you going through sand, mud, ice and snow.



## CHOICE OF 5 FINE TRANSMISSIONS

**C** Standard equipment on every Chevrolet is 3-SPEED SYNCHRO-MESH... as smoothly coordinated and dependable a manual shift as any ever made. Chevrolet OVERDRIVE\* will give you top economy over the long haul. It cuts the number of engine revolutions for each turn of the wheels... reduces engine wear, saves on gas. You can select 4-SPEED SYNCHRO-MESH\* as a performance partner for any one of Chevy's spirited 348-cu.-in. V8's. It has a floor-mounted shift lever, and is fully synchronized in all forward speeds for smooth up- and down-shifting.

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## A HOST OF QUALITY FEATURES

**A** In this fine new Chevrolet, as in the past, it's the quality extras that make the big difference. Chevrolet's sincere concern for your comfort adds immeasurably to the everyday pleasure and long-term satisfaction of owning a Chevy.

**MAGIC-MIRROR ACRYLIC LACQUER** is everything an automotive finish should be. Its deep-down luster is protected by its acrylic (plastic) base. This tough finish resists sun, salt, road tar and chipping... retains its showroom shine with little more care than a car wash. And spot repairs and

refinishing are made easy, because Chevrolet's Magic-Mirror lacquer can be blended and rubbed to a uniform high gloss. You can choose from 15 solid colors (9 of them totally new) and 10 two-tone combinations. Many are luxurious high-metallic finishes.

**NEW CLEAN-SWEEP WINDSHIELD WIPER ACTION** gives greater visibility in wet weather. These new, parallel-action wipers clear the windshield in an overlapping pattern for better clearance at the center. Electrically operated, they wipe at a constant rate regardless of engine speed. Two-speed electric wipers with windshield washer are optional at extra cost.

**NEW DEFROSTER DESIGN** in both Recirculating\* and De Luxe Heaters\* features short ducts and wide, large defroster nozzles. As a result, warm air, moving slowly, efficiently clears the windshield... giving quicker de-icing and fog removal. For better visibility almost immediately, the warm air stream is directed against the windshield near eye level.

**5-POSITION IGNITION SWITCH** gives Chevrolet owners a new convenience feature. Switch positions include: Accessory, Lock, Off, On and Start. The "Accessory" position allows operation of radio, heater and directional signals, separate from the battery drain of the engine ignition system. "Accessory" and "Lock" positions require a key to operate. When the ignition is left in the "Off" position, the car can be started without the key, a great convenience in parking lot situations.

Other Chevy convenience features: the same key that fits the ignition also fits the door locks, trunk and glove box—and push-button locks let you lock any door without a key.

**FISHER BODY CRAFTSMANSHIP** is apparent in the most casual inspection. The uniform body seams... the careful finishing around windows, doors and trim... the interior attention to detail... are your assurance of quality. And Chevrolet fabrics are selected only after exhaustive Fisher Body seat wear tests have proven their durability.

**DUAL HEADLIGHT SYSTEM**, with individual sealed beam lamps for low and high beams, requires no compromise in filament location or lens design. You get better focused light that blankets the road ahead.

**FOOT-OPERATED PARKING BRAKE**, compared to other types, offers extra gripping power, safer release action, is easier to operate. The brake is released simply by pulling a T-handle on the dash... "springback" of the foot pedal is completely eliminated.

**HIGH-LEVEL VENTILATION** gives cleaner, fresher air for passenger compartment. Air for ventilation is taken in at the cowl, above low-lying dust and exhaust fumes from other cars.

**PRECISION BALANCED WHEELS** on every Chevrolet means that wheels roll easier, tires wear longer. This is an extra step in the production of each Chevrolet, one more way in which Chevy takes better care of you.

**TYREX CORD TIRES** feature a narrow cord design, use more cords per ply. The happy result is that they run cooler and last longer. Special tread material gives excellent traction, even on wet pavement, and a quieter ride.

\*Optional at extra cost.



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## WITH A CHOICE OF 3 NEW ROOF LINES



Gently sloping front pillars and sleek rear pillars are the basis for this new roof line on all Sport Coupes. This clean, slim design has great structural strength... gives a delightfully light and airy effect.



Chevy Sedans take on the flair of sports models! For 1961, all Chevrolet 2-Door and 4-Door Sedans feature this modern canopy roof. Roof extension shields rear seat passengers from the heat of the summer sun.

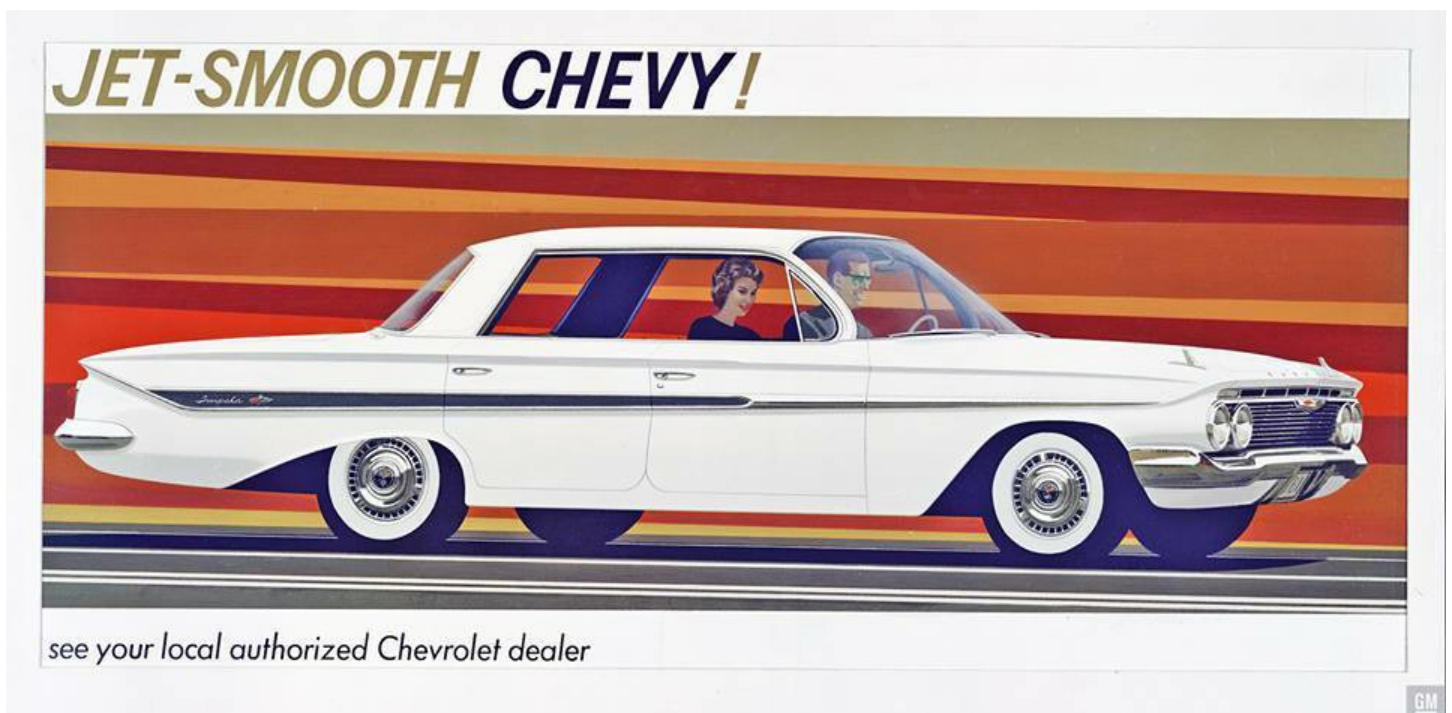


A distinctively new silhouette identifies Chevrolet Sport Sedans for 1961. Wide, substantial rear pillars and custom-formed roof add a touch of town-car luxury.





1961 Bel Air four-door sedan



1961 advertising billboard featuring a “Jet-Smooth” 1961 Impala Sport Sedan

*The climate couldn't be better for buying a new*

# **JET-SMOOTH CHEVROLET**

*(and that's the car more people are buying!)*

The wish-I-had-a-Chevy season's here! Summer's in sight. Horizons are brightening. Vacation plans are percolating. It's the most rewarding time of the year to stop by and talk buy with your Chevrolet dealer. ■ And why not do more than just talk? Take a Jet-smooth Chevy out on the road. That wonderfully gentle ride you'll feel is what we're so proud of (Full Coil suspension and a chassisful of other

road tamers are responsible). Inspect the advantages of the finely built Body by Fisher (none can match it in Chevrolet's field). Look over the full selection of models and compare the prices (18 Six and V8 Jet-smooth Chevis are priced below comparable competitive models\*). ■ So now you know why more people are buying Chevis than any other make. Just one other thing—check the sweet trade-in allowance your Chevrolet dealer can offer you now. See how easy it is to blossom out in a new Chevrolet?

\*Based on a comparison of manufacturers' suggested retail prices (including Federal tax) for models with 115-inch wheelbase or above.



*The Impala Convertible and the new Corvette—two of 31 models awaiting your pleasure at your Chevrolet dealer's*

See the new Chevrolets at your local authorized Chevrolet dealer's One-Stop Shopping Center



**BISCAYNE UTILITY SEDAN** in Tuxedo Black. Rear compartment provides 28.5 cu. ft. of carrying capacity.

## **BISCAYNE FLEETMASTER**

These low-priced workers mean business! That's because Chevrolet's Fleetmaster is specially designed to lend a helping hand in your business. It's more economical to buy and to operate. The Fleetmaster is offered in both 2-Door and 4-Door Sedan models. For specific information on models and options, consult your Chevrolet salesman.

▼ **BISCAYNE FLEETMASTER 2-DOOR SEDAN** in Jewel Blue.



**BISCAYNE FLEETMASTER 4-DOOR SEDAN** in Arbor Green.

Lowest priced 1961 Chevrolets - Biscayne Utility Sedan and Biscayne Fleetmaster.





For Corvair and Corvette specifications, see separate catalogs.

**HEEL AIR AND PARKWOOD ADDITIONAL FEATURES**—Crta-quality trim and identification, tuen-cushioned rear seats, nylon-face pattern cloth seat upholstery. Vinyl headlining in Sport Sedan, Sport Coupe and Parkwood (cloth in other models). Special steering wheel with dual thumb button horn control, rear armrests, cigarette lighter, glove compartment light, automatic front door light switches. Combination carpet and vinyl-coated rubber floor mats in Sport Sedan, Sport Coupe and Parkwood (vinyl-coated rubber in other models)—plus Biscayne and Brookwood standard equipment.

**CLUTCH**— $9\frac{1}{2}$ -inch diaphragm spring type with Hi-Thrust 6 engine, 10-inch with Economy Turbo-Fire V8, 10-inch semi-centrifugal diaphragm spring type with Super Turbo-Fire V8, 10 $\frac{1}{2}$ -inch semi-centrifugal diaphragm spring type with Turbo-Thrust V8, Super Turbo-Thrust V8, and special V8 engines. Single plate dry disk, molded facings, permanently lubricated release bearing.

**OPTIONAL EQUIPMENT**—Power steering. Power brakes. Power windows\*\*. Pneumatic 6-Way\*\* power front seat. Power tailgate window. Station wagon. Station wagon. 2nd row and lock for second-row passenger compartment. Power windows. Power door locks. Power mirrors. Heavy-duty rear suspension. Pull-down rear axle. Heavy-duty clutch\*\*. Temperature controlled heat\*\*. Heavy-duty radiator. 2-2 valve. Padded instrument panel. De Luxe steering wheel\*\*. Extra-heavy van cushioned front seat\*\*. De Luxe or Retroluxing heater and defroster. Air-Weather\*\* or Cool-Pack air conditioner. Two-tone paint. Whitehall tires, E10 x 14 4-ply Black Stars\*\*. Choice of radio. Dual exhaust\*\*. Heavy-duty generators. Heavy-duty battery. Two-speed electric windshield wiper and pushbutton windshield wipers. Crankcase ventilation equipment. Oil filter and oil-bath air cleaner for 9A-RV17H. Special police or taxicab equipment. Full line of Custom Feature accessories.

\*Optional at extra cost.  
\*\*Availability determined by other model or equipment.

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication. The right is reserved to make changes at any time without notice in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

CHEVROLET MOTOR DIVISION • GENERAL MOTORS CORPORATION, DETROIT 2, MICHIGAN

**TYREX CORD TIRES** feature a narrow cord design, use more cord per ply. The happy result is that they run cooler and last longer. Special tread material gives excellent traction, even on wet pavement, and a quieter ride.





A posed Chevrolet publicity photo of a customer taking delivery of a new 1961 Impala Sport Coupe. Check out the 1959 Impala Sport Coupe on the lift in the background. It looks like the Corvair Rampside is ready for delivery too.

1961 Chevrolet production by body style: Four-door sedan – 452,251, Sport Coupe - 177,969, Sport Sedan - 174,141, two-door sedan – 168,935, six-passenger wagons - 137,300, convertibles - 64,624, nine-passenger wagons - 31,649. Approximately 513,000 1961 Chevrolets had six-cylinder engines.

Chevrolet introduced the 1961 models to the public on October 8, 1960. The last day of 1961 model production was August 2, 1961. According to the Standard Catalog of Chevrolet 1912-1998, Chevrolet produced 1,193,978 passenger cars for the 1961 model year.





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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