

# **SPACE AGE STAR**

**JUNE 2021**



**A LOOK AT WHAT OUR SPACE AGE CHEVROLETS  
WERE SELLING FOR 40 YEARS AGO, PART TWO OF  
AN INTERESTING 1955 SALES BROCHURE**



## TABLE OF CONTENTS

Editor's Notes.....	Page 2
1981 Classified Ads.....	Page 3
Woody Woodpecker.....	Page 9

## EDITOR'S NOTES

If you haven't bought a ticket for the AACA Jeep Commando raffle yet, I have a small supply of tickets. They're \$10.00 each. The proceeds of the raffle go to AACA. The winner will have the choice of taking the 1973 Jeep Commando, or \$5,000 cash. AACA will hold the drawing for the winning ticket on October 9, 2021 at 2 p.m. at the Eastern Fall Nationals in Hershey. The winner need not be present at the drawing. Contact me at the region email address, [spaceagechevy@gmail.com](mailto:spaceagechevy@gmail.com), if you want to buy a ticket or two.

Please contact me if you'll be attending the Spring Meet in Saratoga, New York. I'm scheduled to attend my first AACA judging school during the meet. If a few members attend the meet, we can schedule a region meeting, most likely Friday after the Judging School and CJs. My cell phone number is 516-728-3439 if you want to contact me during the meet.

I hope everyone enjoys the article about the classified ads for Space Age Chevrolets from 1981. It was fun to see the prices sellers were asking for their cars 40 years ago. None of the ads contained these phrases we see now: "No lowballers" and "I know what I have". The Internet has really changed how we buy and sell cars. It was a different world when we only had print advertising.

Woody Woodpecker makes his second, appearance in our newsletter as we continue our look at an unusual 1955 Chevrolet marketing

piece. For those of you that expressed copyright concerns, Western Publishing, whose imprint is on the brochure, went out of business in 1981. Universal Studios currently has the rights to Woody, but they've never responded to my inquiries about reproducing the brochure in the newsletter. I contacted the General Motors Media Relations department regarding the use of their old sales material when we started the Region. They have no objections as long as the newsletter is on-line only and we're a non-profit organization. We'll run the final part of this brochure in the August newsletter.

Now that things are opening up and antique car events are happening again, please take pictures of your old Chevrolets for use in the newsletter. We need pictures and stories about your cars to fill our newsletter pages. Technical articles, reminiscences, and classified ads are always welcome. We've expanded the eligible region model years back to 1949, let's see those earlier cars and trucks.

We have reserved the region spaces at Hershey again this year. If all goes well, it will be nice to return to the Fall Meet and hopefully see Region members. We'll plan a Region meeting at Hershey as we get closer to the meet.

Congratulations to Region members Annie Goldman and Kenny Stowe. Photos of their cars appear in the current issue of *Antique Automobile*, in the article about the Southeastern Spring Nationals. Annie's 1995 Caprice wagon appears on page 47. Kenny's 1963 Corvette is shown on pages 46 and 47.

As always, I hope everyone is doing well, and happy and safe motoring.

*Russell Heim*

# Space Age Chevrolets for Sale in 1981

John Mahoney gave me some copies of *Car Exchange* magazine from the late 1970's and early 1980's. He said I might find some interesting material for newsletter articles. John was right, as this article will prove.

Before we get to the cars for sale, does anyone remember *Car Exchange*? I hadn't heard of it before John gave me some old copies. It was a Krause Publications title, and appears to be a sister publication to *Old Cars Weekly*. The subtitle of the magazine was "The Car Enthusiast's Marketplace". The issues I've seen consisted of articles on 1950's and 1960's cars with an approximately 20 page classified ad section at the back of the magazine. The magazine debuted in 1979, but I don't know how long they published it.

I thought it would be fun to focus on the classified ads from the January 1981 issue. There was a page and a half of Chevrolet cars for sale. The oldest car offered was a 1934 Master coupe. A 1973 Corvette coupe and a 1973 Caprice convertible were the newest cars for sale. Let's focus on a few of the ads. It's interesting to see the asking prices. Keep in mind that a 1981 dollar is worth \$3.02 today.

A seller in Missouri advertised a 1959 fuel injected Corvette for \$7,995. It came with both tops and new paint. The seller said the car was a show winner that could be driven every day. Also for sale in Missouri was a 1950 four-door Styleline DeLuxe for \$3,695. It was said to be a one-owner car, in mint condition.





A Michigan seller offered a 1957 Bel Air Sport Sedan with a rebuilt 283, Powerglide, push-button radio, and new paint in excellent original condition, for \$3,500.



\$1,100 was the asking price for a 1964 Malibu Sport Coupe in Colorado. The seller claimed the car was in fair shape, with reupholstered seats, a new front end, almost new tires, and very little rust. This car had Powerglide.



A 55,000 mile 1963 Corvette split-window coupe in New Jersey was on sale for \$12,500. It was “superb” and had been in many shows.



From Kentucky came a 1964 Impala Super Sport Convertible with a 275 horsepower 327 and Powerglide. It was listed as “fire engine red” with a new convertible top. The seller offered to deliver the car. The asking price was \$3,950. Another 1964 convertible “in rough condition” was included in the ad for \$1,700.



A 1954 Bel Air two-door sedan with new paint, upholstery, and re-chromed bumpers was advertised at \$2,640 in Mississippi.



A yellow and black 1956 Nomad with a 265 and four-speed was listed for \$4,900 in Texas. It had a matching interior, good tires, and it ran well, according to the seller.



Three cars were for sale from the same seller in North Dakota. First was a 40,000 mile 1960 Bel Air four-door in excellent condition. Next, a 1958 Bel Air four door in good condition, and last, a 1960 Impala Sport Coupe in “real good” condition. The seller didn’t list prices for the cars. He encouraged potential buyers to make an offer.



**THE BEL AIR SPORT SEDAN**  
IN ARCTIC WHITE AND ANNIVERSARY GOLD  
Start at the massive new grille and multiple  
roundlights . . . sweep your glance along  
Chevy's sculptured length. Truly, here is a spectacular  
stride in styling, in ride, in performance!

©1959 CHEVROLET MOTOR DIVISION GENERAL MOTORS CORPORATION



**BEL AIR 4-DOOR SEDAN**, shown in Cascade Green and Ermine White . . . roomy family sedan at a popular price.



**IMPALA SPORT COUPE.**

Best offer over \$2,495 was the asking price for a red 1967 Camaro convertible. It had a red interior, the original convertible top, a 327, Powerglide, power steering and brakes, push-button AM radio, heater, and defroster. The ad from Ohio claimed the car had less than 50,000 miles.



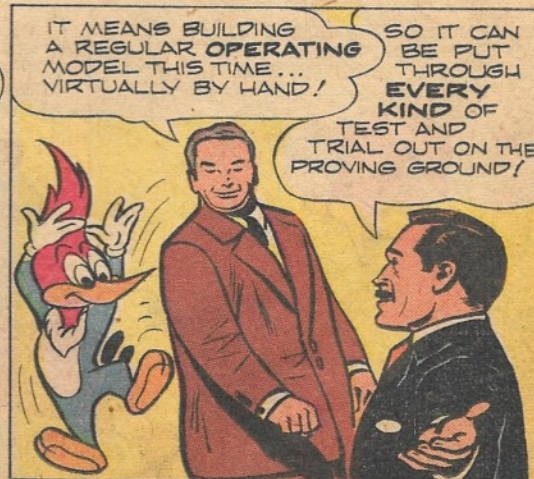
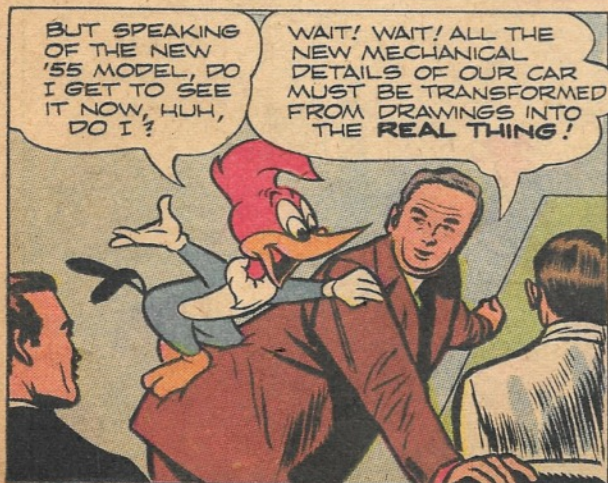
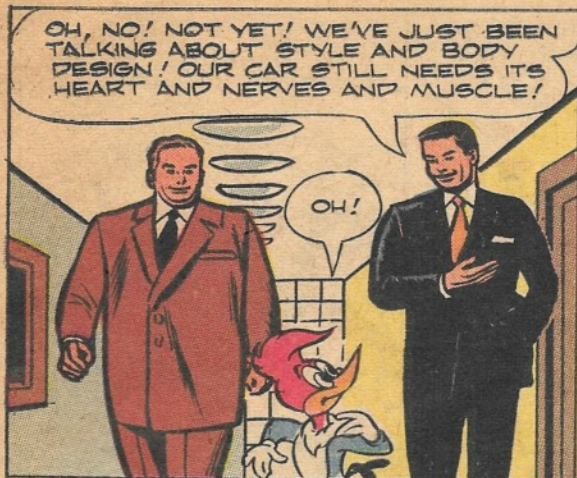
Also for sale in Kentucky was a 1973 Caprice convertible. It was blue with a white top and had a 454, Turbo-Hydramatic, air conditioning, power steering and brakes, tilt and telescoping steering wheel, and new tires. The asking price was \$4,000.



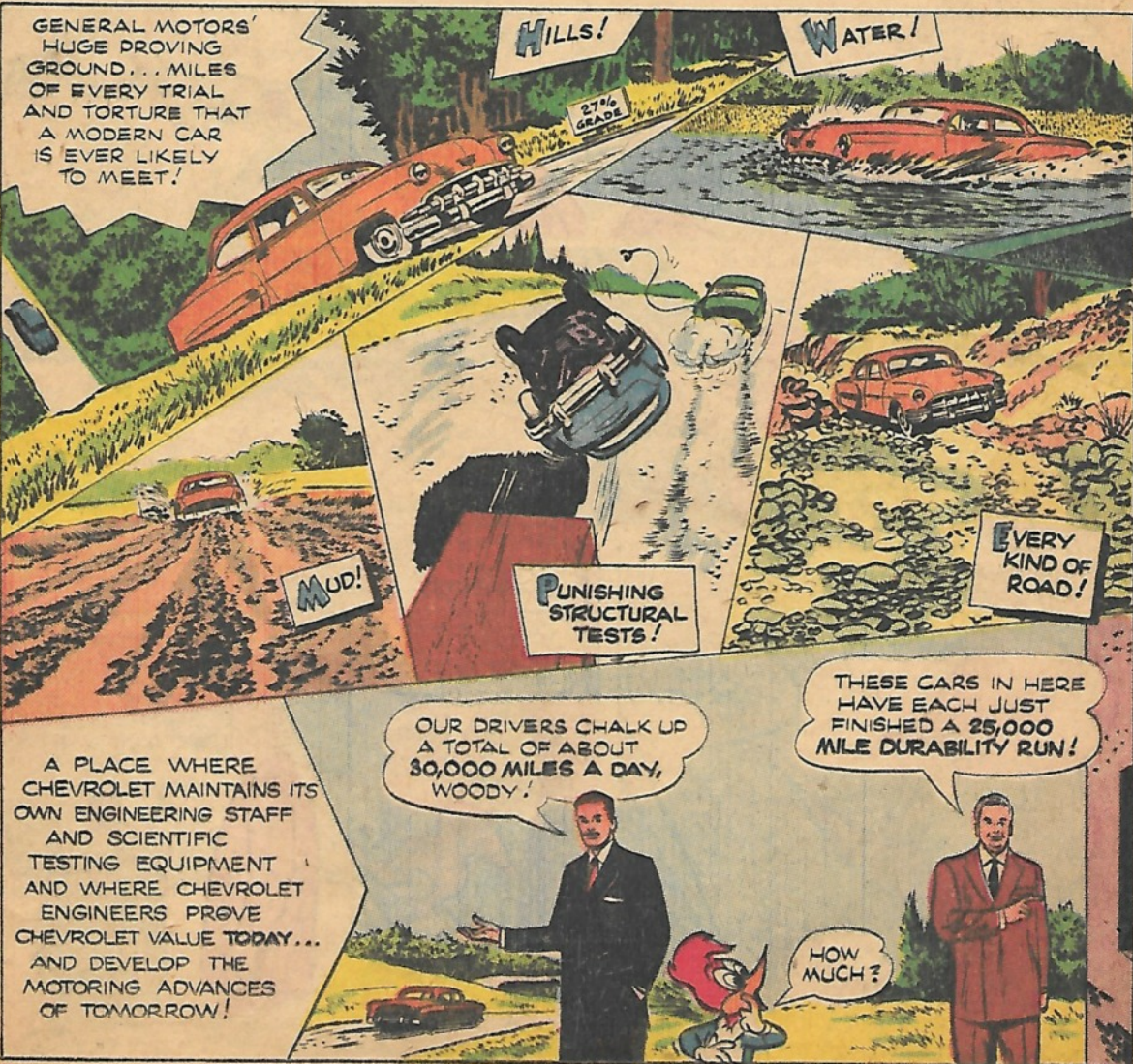
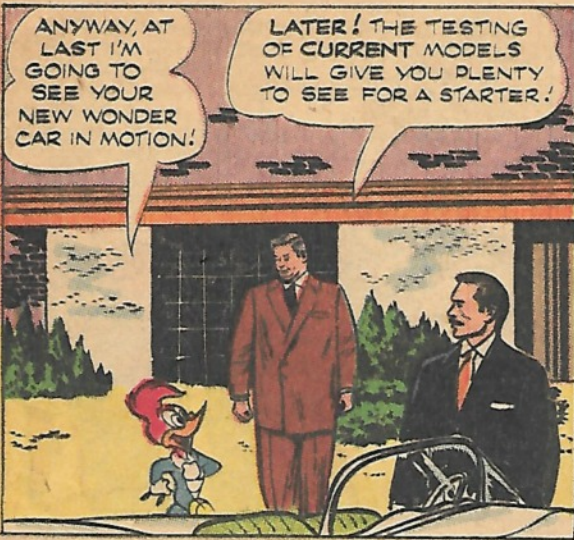
If you could go back to 1981, which of these cars would you buy? I'd go for either the 1957 or 1958 Bel Air. In the case of the 1957, I'd check very carefully for rust on a Michigan car.

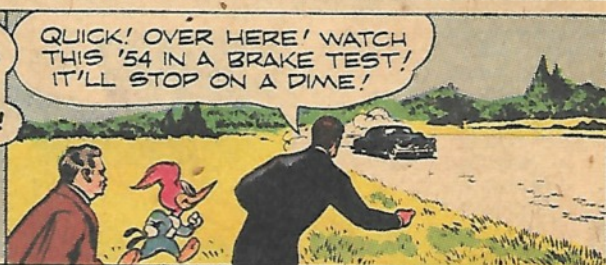
I bought a car in 1981, but it wasn't a Chevy. I paid \$650 for a 1967 Cadillac Sedan DeVille. I was in college, and drove by a lot of used car lots on the way to school. One day, an Aqua-marine Cadillac in the front row of one of the lots caught my eye. My brother needed a car, so I offered him my 1971 Buick Skylark. He accepted the offer, so I went back to the car lot, inspected the Caddy and bought it. I enjoyed owning it, but it cured me from ever wanting a Cadillac again. They're very nice, but complicated cars.

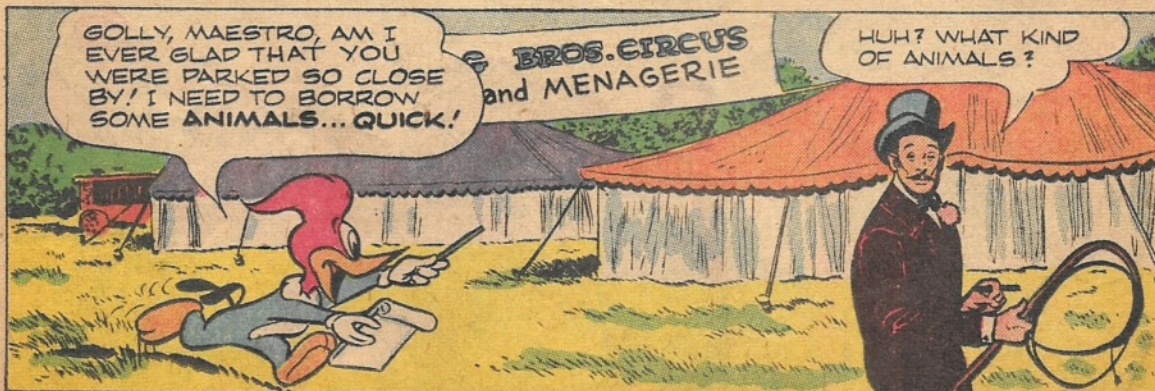
# WOODY WOODPECKER SELLS 1955 CHEVROLETS - PART TWO















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 1949 and later AACA eligible Chevrolet cars and trucks. We publish the newsletter six times a year.

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Undated photo of Louis Chevrolet.