

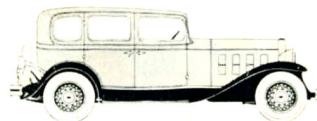
THE
1932

CHEVROLET SIX

WITH THE LATEST IMPROVEMENTS



LOW PRICE . . .
LOW OPERATING COST . . .
EVERY FEATURE OF THE
1932 CHEVROLET MAKES IT
THE IDEAL CAR FOR ALL
AUSTRALIAN
MOTORING
CONDITIONS





GENERAL MOTORS - HOLDEN'S LTD., in the development of the 1932 Chevrolet, have extended still further their policy of purchasing and building in Australia every possible part. Your selection of the 1932 Chevrolet definitely means more wealth for Australia, more jobs for Australians.

THE 1932 CHEVROLET'S **20** POINTS OF SUPERIORITY

1 SILENT SYNCHRO-MESH
TRANSMISSION

2 SIMPLIFIED FREE WHEELING

3 DOWN DRAFT CARBURETTION

4 A SMOOTH, POWERFUL
SIX-CYLINDER ENGINE

5 60 TO 70 MILES PER HOUR . .
WITH FLASHING ACCELERATION

6 RELIABLE . . LONG-WEARING
4-WHEEL BRAKES

7 EFFORTLESS . . . POSITIVE
CONTROL, STEERING

8 STABILIZED
FRONT FENDER DESIGN

9 STRONG DE LUXE WIRE WHEELS
AND LARGE BALLOON TYRES

10 FOUR HYDRAULIC
SHOCK ABSORBERS

11 SMART, COMFORTABLE AND
DURABLE BODIES BY HOLDEN

12 THE NEW EDDY-FREE FRONT

13 STURDY FRONT AND REAR AXLES

14 NON-GLARE VV WINDSCREEN
ON ALL SEDANS

15 COMPLETELY
EQUIPPED INSTRUMENT PANEL

16 HAND OPERATED CARBURETTOR
HEAT CONTROL

17 EASILY ADJUSTED DRIVER'S
SEAT IN CLOSED MODELS . . .

18 LOW OPERATING
AND MAINTENANCE COSTS

19 AN UNUSUAL
OWNER'S SERVICE POLICY . . .

20 CONVENIENT, FRIENDLY G.M.A.C.
PLAN OF DEFERRED PAYMENTS

WHY YOU SHOULD SEE AND DRIVE THE 1932 CHEVROLET

REGARDLESS of the price or type of car you are thinking about, you should first inspect the 1932 Chevrolet. You will find in it amazing new features—such as Synchro-mesh transmission and Simplified Free Wheeling—features and mechanical improvements that you have heretofore only associated with costly cars. Drive the 1932 Chevrolet to know and actually feel what a modern low-priced motor car can be. In these days of economy and careful buying you cannot afford to overlook the outstanding value of the 1932 Chevrolet. It definitely sets a new standard for low-priced motor cars.



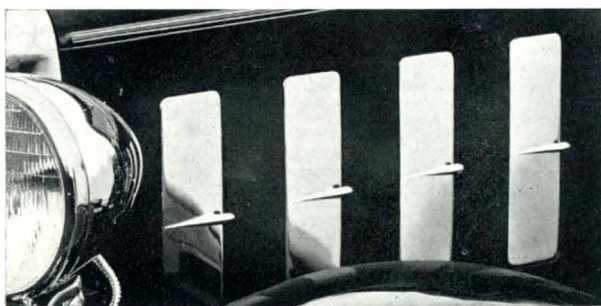
The front view of the 1932 Chevrolet reveals a beautiful example of modern styling. The new gracefully formed radiator with built-in screen, new design headlamps, new trumpet type horn and sturdy double tie-bar are plated in durable chromium.

**NEW
BEAUTY
COMFORT
ECONOMY**

and mechanical
features never
before associated
with a low priced
motor car . . .

MODERN

. . Chevrolet's modern design is reflected in every line — in every detail, no matter how small



The attractive new rectangular bonnet ports which open or close by a touch of the chromium-plated handle add greatly to the car's distinctive beauty.



The new graceful sloping windscreen and eddy-free front gives Chevrolet a smartness and style which are new to modern car design. Well-fitted massive doors with improved hinges, and narrow corner posts give the driver wider and safer vision.



The driver's compartment of the 1932 Chevrolet is unusually roomy. Form-fitting seats, the natural position of the steering wheel, wide unobstructed vision and a fully equipped instrument panel provide real comfort and convenience for the driver.

COMFORT AND CONVENIENCE

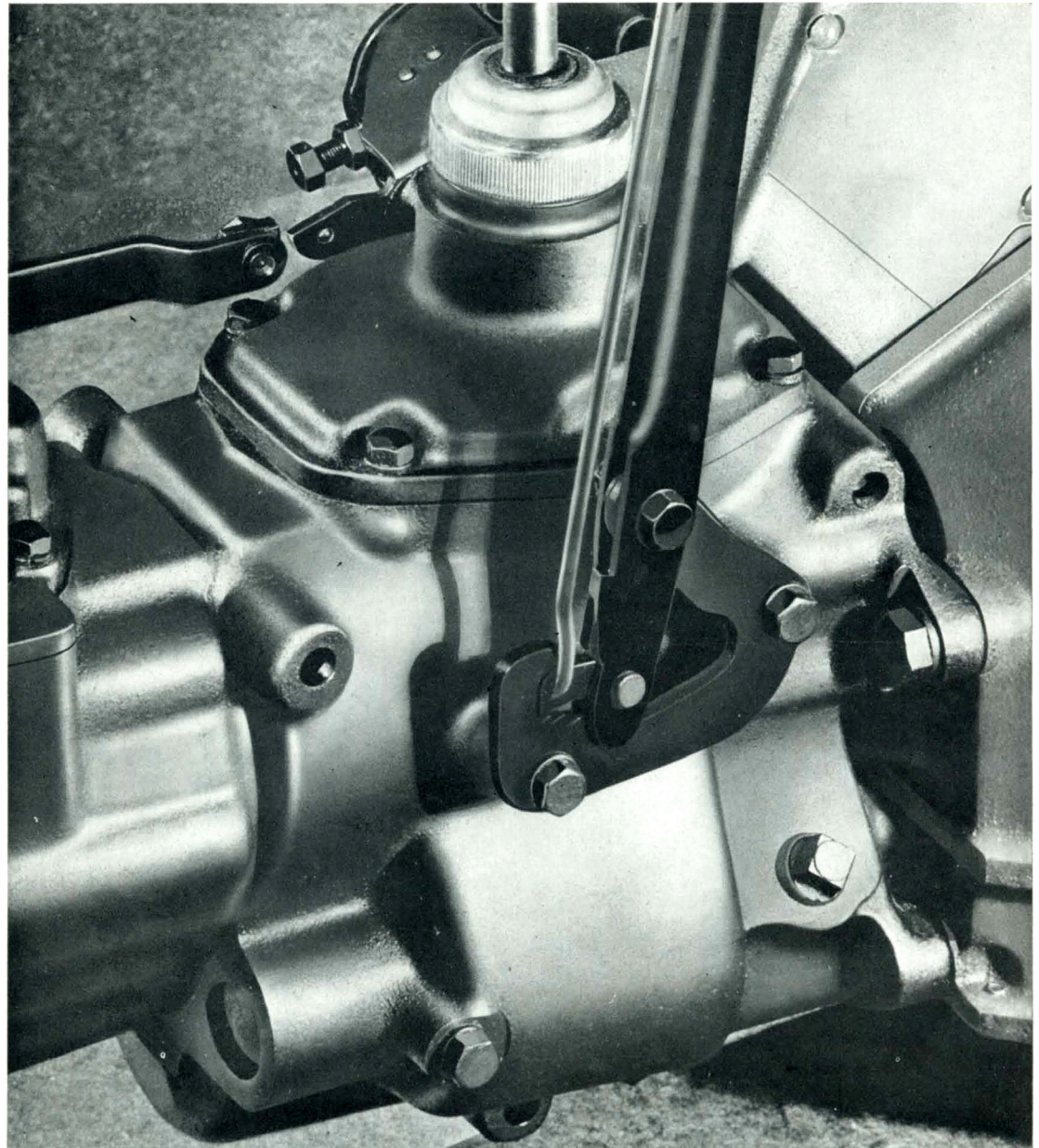
Many carefully
chosen features
have been ar-
ranged for your
comfort and
convenience . .



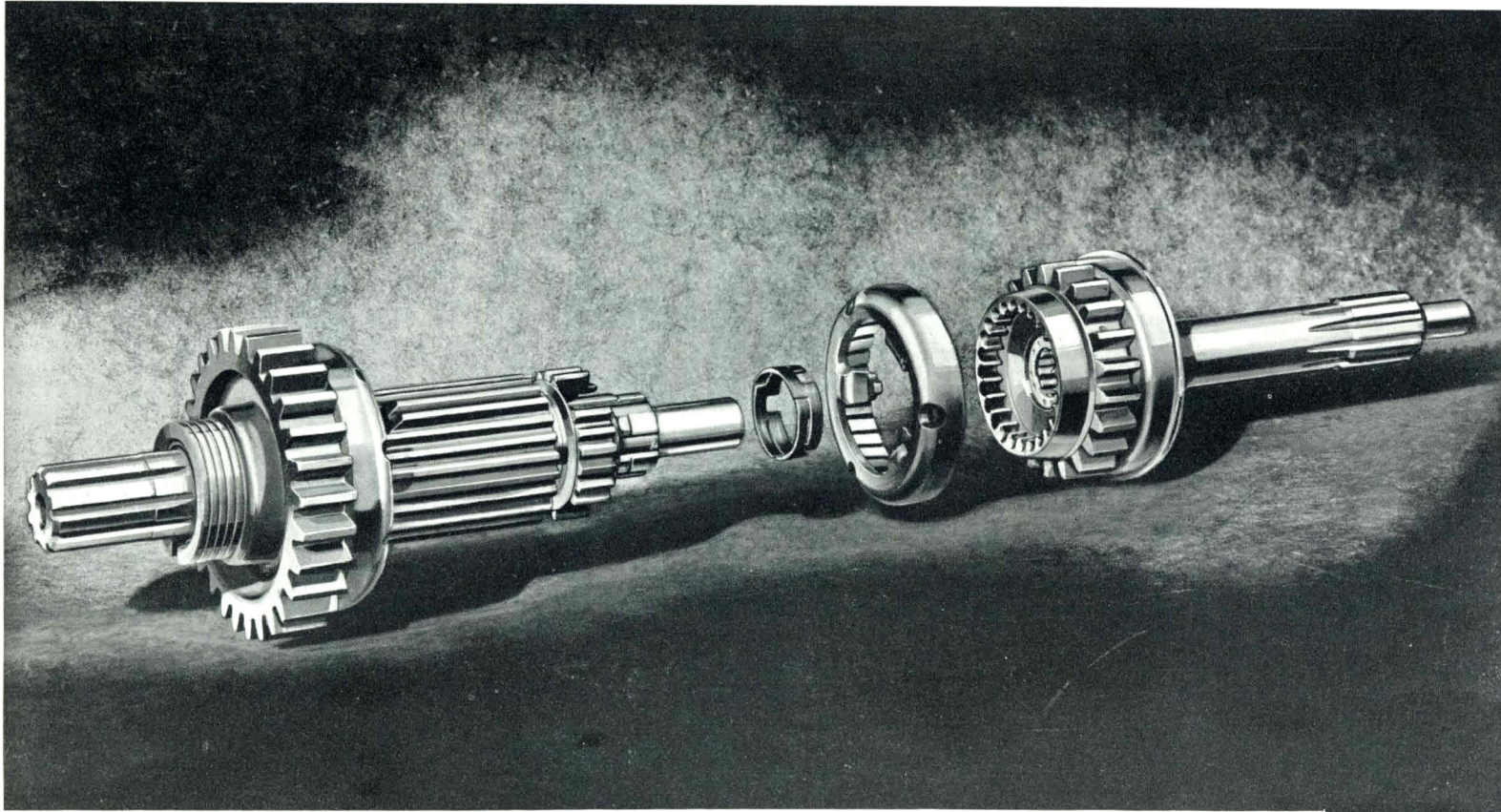
The VV nonglare windscreen offers extra wide driver's vision, easy ventilation and eliminates the dangerous night-reflections from car headlights in the rear. Greater vision has been provided by increasing the size of the windscreen, and the elimination of the outside sun visor. A wide rear-view mirror offers an excellent view of the traffic behind.

SYNCHRO-MESH TRANSMISSION

assures silent,
effortless gear-
shifting at any
speeds



The 1932 Chevrolet offers you the advantages and convenience of safe, quiet Synchro-mesh gear shifting. With this extremely modern type of transmission it is an exceedingly simple matter for even the most inexperienced driver to shift gears—particularly from top to second—easily and noiselessly at all speeds.

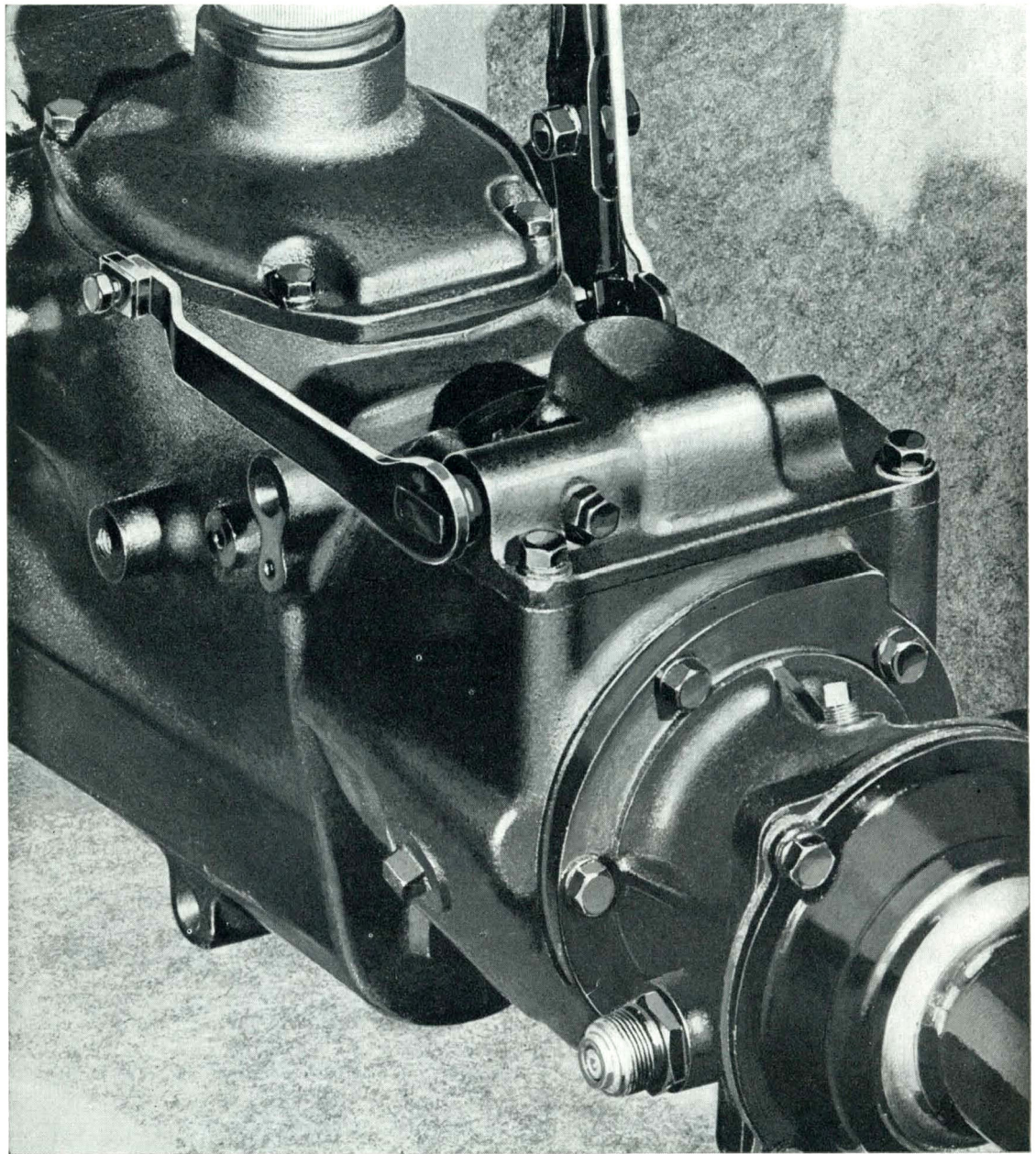


SYNCHRO-MESH gear shifting is smooth, silent shifting. As you move the gear-shift lever, a brake is automatically applied to the gears which brings them both to the same speed—before the shift is completed. In addition to the quiet, smooth operation, you get the safety advantage which permits you to shift quickly and easily from top to second gear at any speed. This is a decided advantage when you require the engine as a brake for driving in hilly country or on winding, mountainous grades.

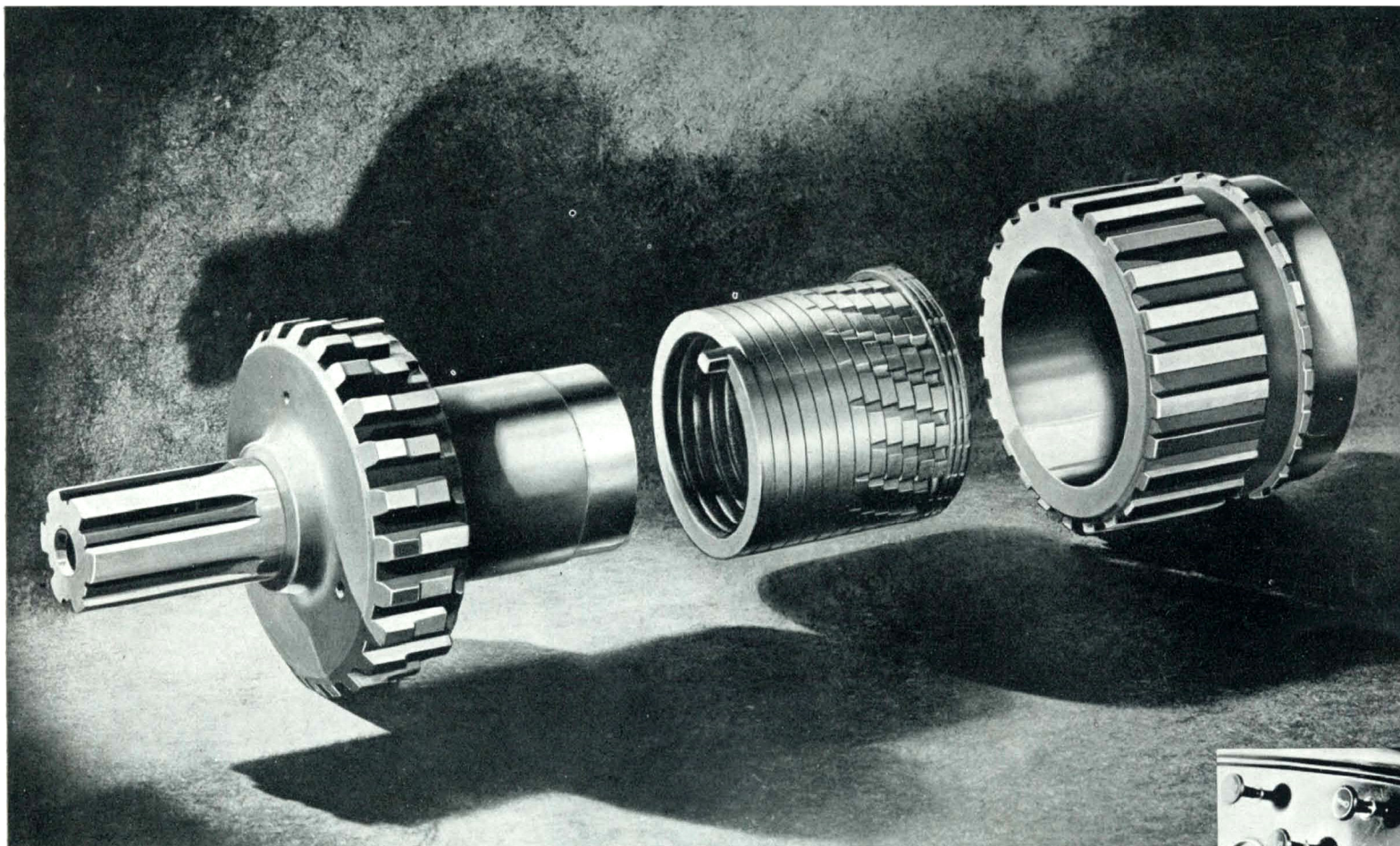


**SIMPLIFIED
FREE
WHEELING**

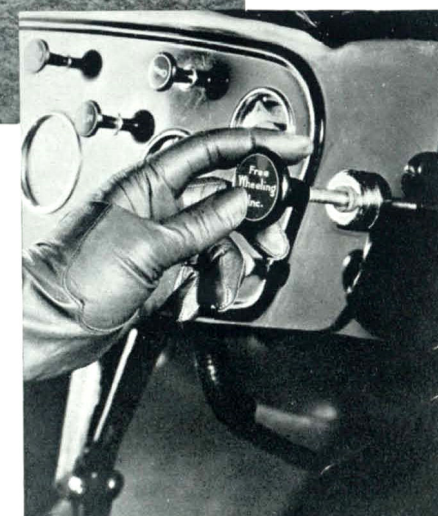
. an
advanced feature
of modern motor
car design . . .



The 1932 Chevrolet is the first car to offer the advantages of simplified Free Wheeling and Synchro-mesh Transmission gear shifting. The simplified Free Wheeling is mounted at the rear and as a part of the Synchro-mesh Transmission.

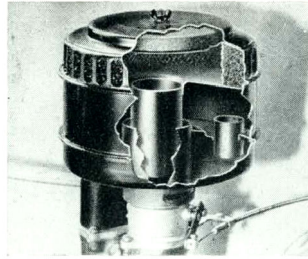


FREE WHEELING — Chevrolet engineers have achieved a notable simplicity of design in their Free-Wheeling device. The unit consists of only four major parts and offers many advantages. It gives greater petrol and oil mileage, and increases the life of the engine. The Free-Wheeling unit is automatically taken out of operation when changing into reverse gear, and automatically placed back in operation when changing into forward speeds. A convenient button on the dash permits the selection of either the combination of Free Wheeling with Synchro - Mesh, or Synchro-Mesh gear shifting only. When Free Wheeling, the clutch remains engaged.

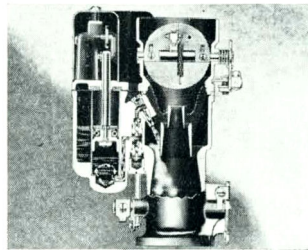


DOWN DRAFT CARBURETTION

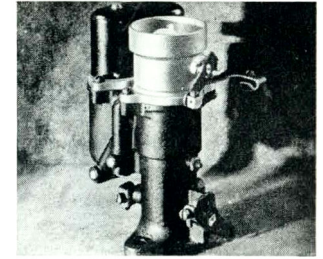
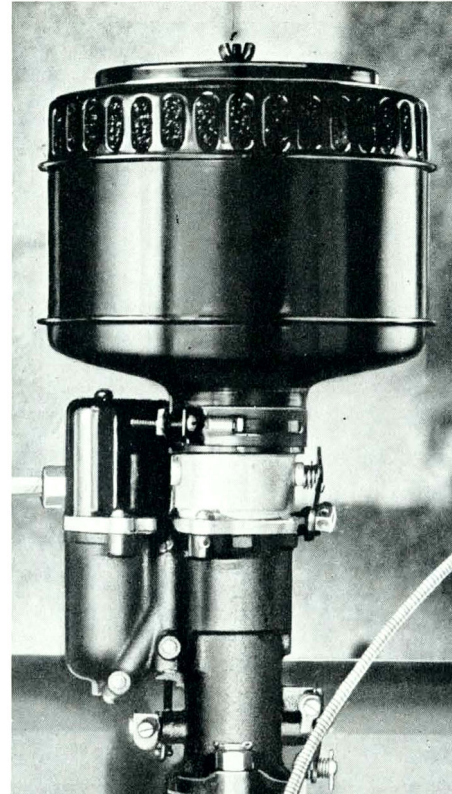
. . Chevrolet's
engineers have
applied every
modern principle
of design to give
outstanding per-
formance . . .



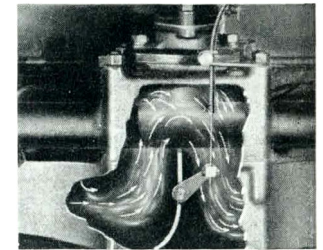
The air cleaner provides clean air for the engine, and the flame arrester is an added safety factor.



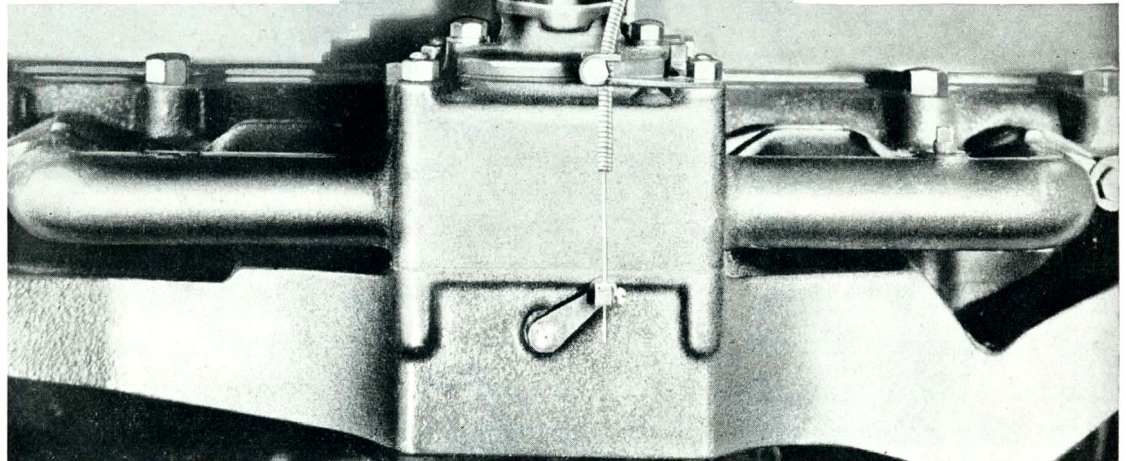
The accelerating pump which is an integral part of the carburettor, provides extra power for fast getaway in traffic.



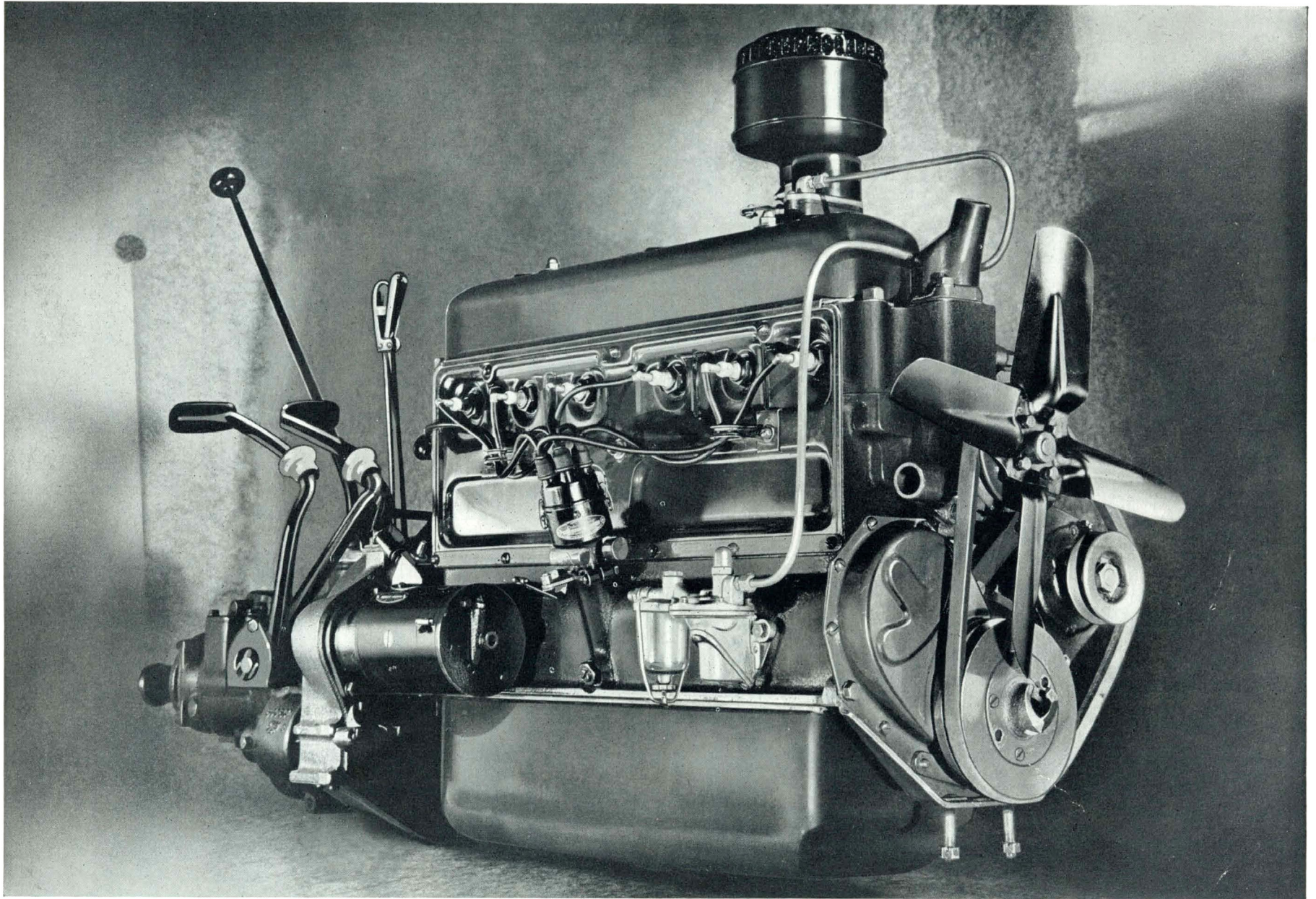
Chevrolet's Carter Carburettor has been specially designed to give exceptional petrol economy.



A new hand-operated manifold heat control has been added for further petrol economy.



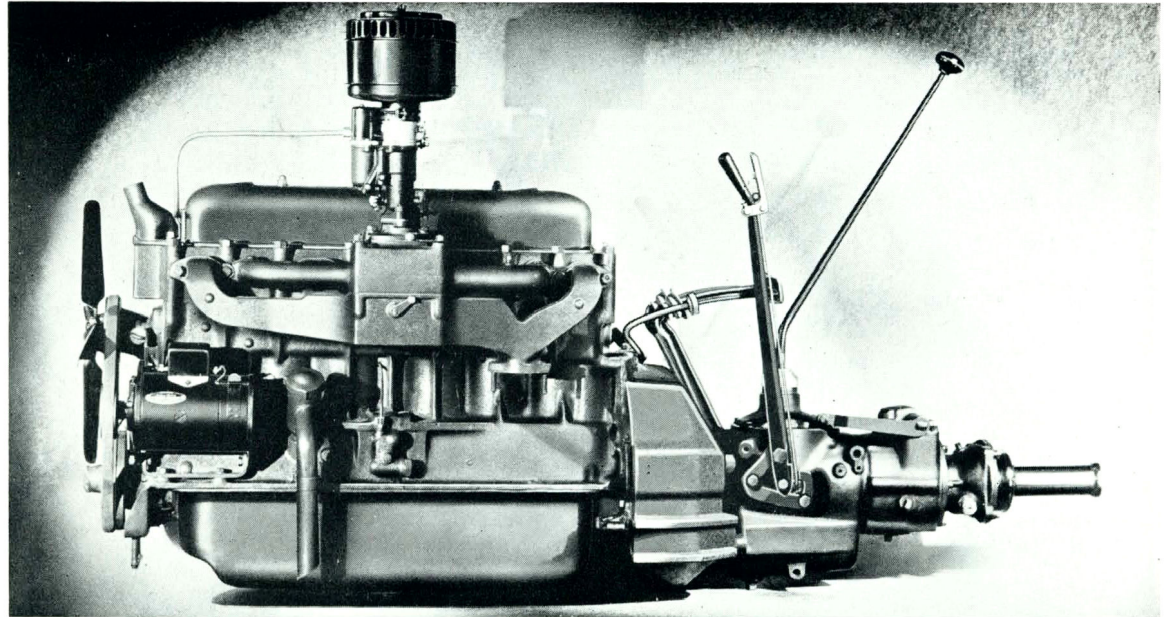
The down-draft carburettion system is an important factor in improved speed, power and acceleration of the smoother 1932 engine. An air intake silencer, flame arrester, accelerating pump, and a carburettor heat control are built in.



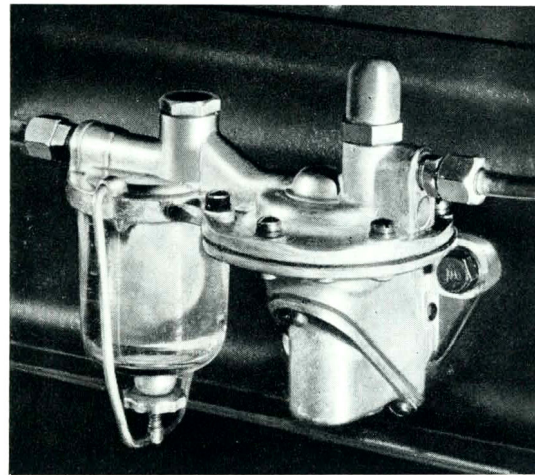
Chevrolet's economical six-cylinder engine gives you the built-in smoothness and quietness which nothing less than a six can give. It develops 60 h.p. and gives you a speed of 65 to 70 miles per hour with flashing acceleration and performance. The economy and dependability of Chevrolet's six-cylinder design have been proved by over two million owners in every part of the world.

SMOOTH OPERATION

Every unit is scientifically balanced for quiet, smooth, performance . . .



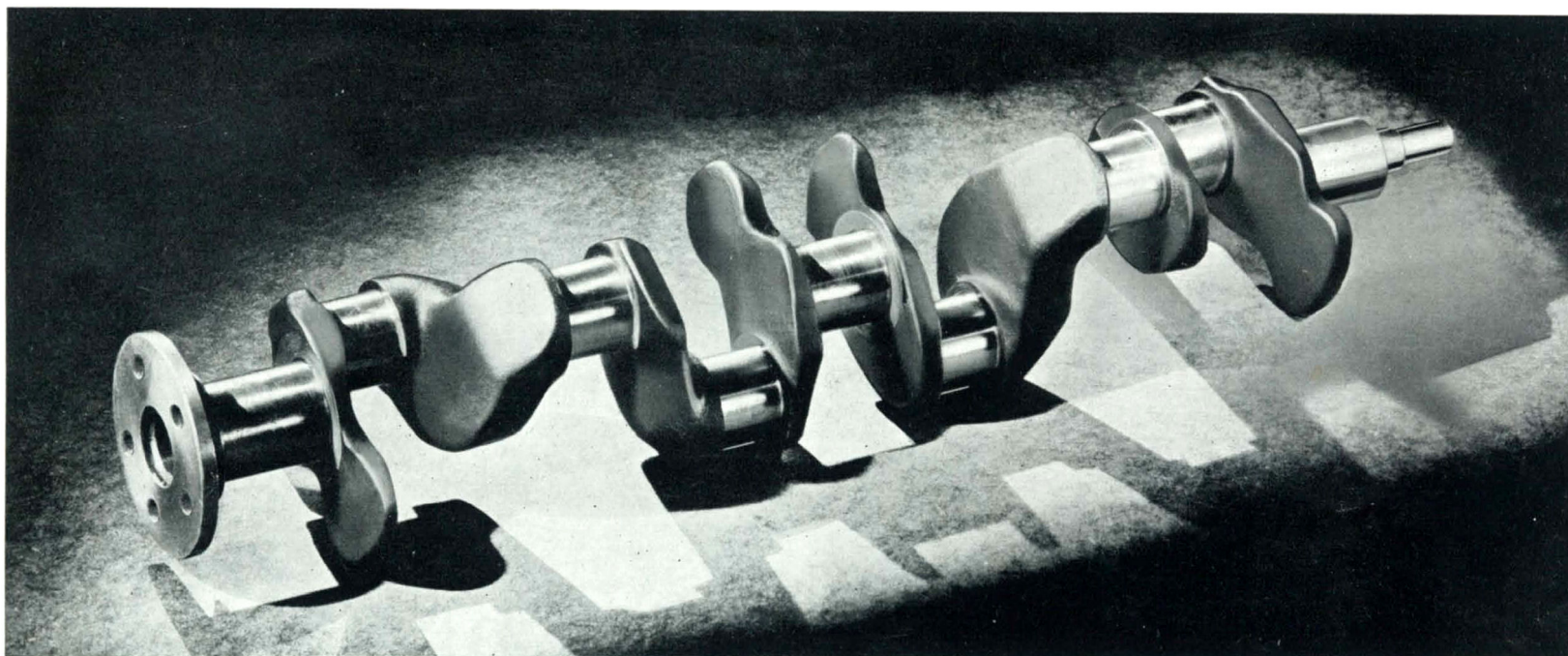
Chevrolet uses the "unit power plant" type of construction in which the engine, clutch, transmission, and free wheeling unit are mounted in one substantial unit. This ensures perfect alignment of these parts and adds to Chevrolet's smooth dependable operation.



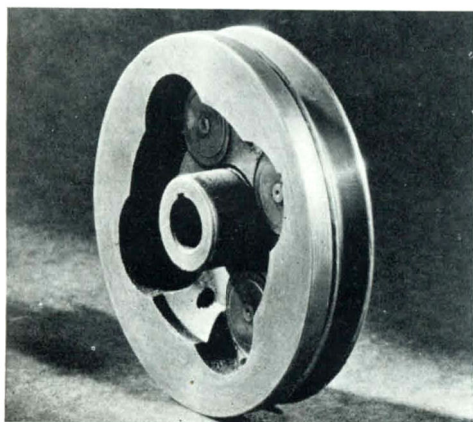
The modern petrol pump with filter, delivers a continuous supply of clean fuel to the carburettor at all engine speeds.



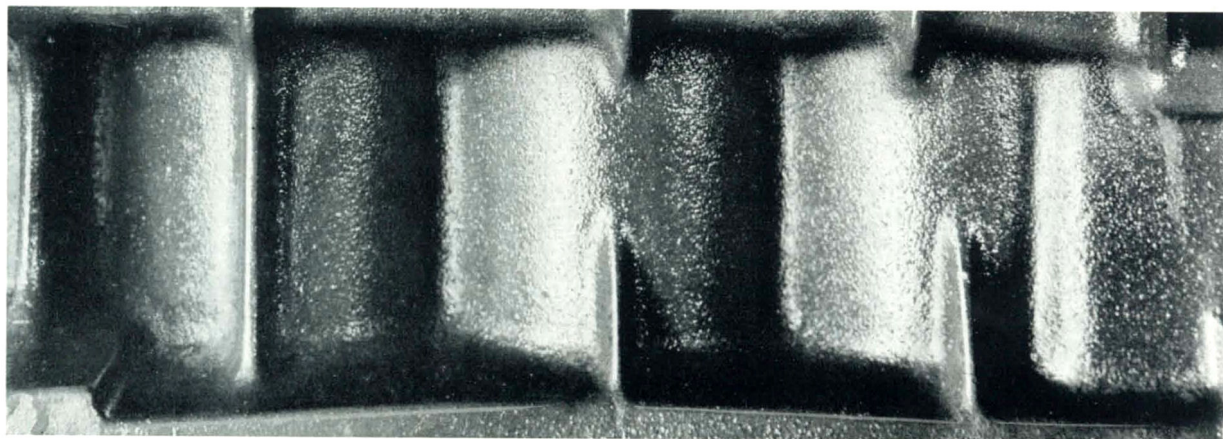
All spark plug wires are heavily insulated to ensure dependability under all conditions. Special rubber nipples seal the distributor cap against moisture.



Chevrolet's new crankshaft is counter-balanced by means of counterweights forged in one piece with the crankshaft. Its weight has been increased to 53 lbs., and it is an important factor in the unusually smooth operation of the improved engine. An improved positive lubricating system forces an ample supply of oil to the durable large main bearings.



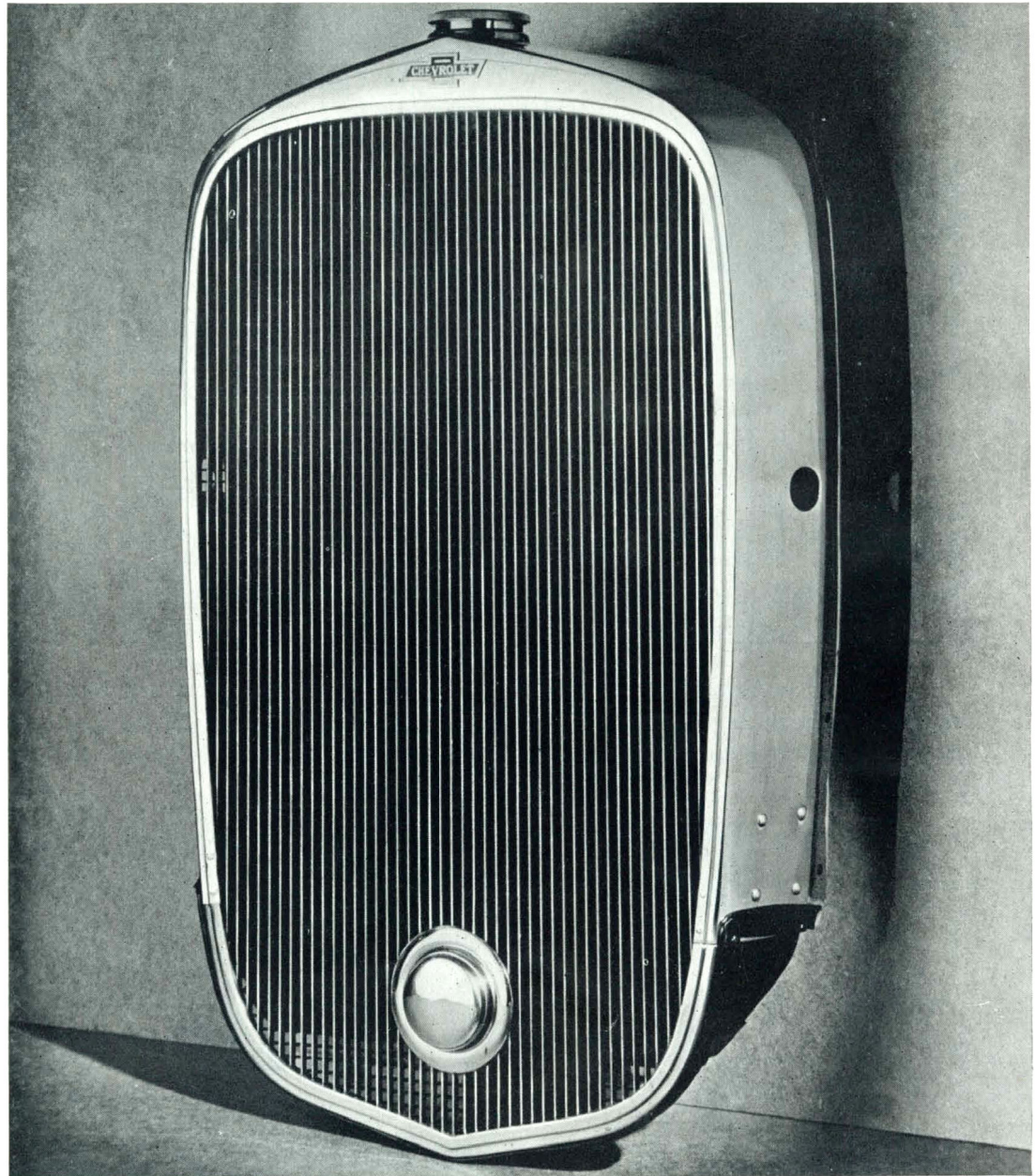
This Harmonic Balancer makes a smooth six-cylinder engine even smoother. It minimises vibration.



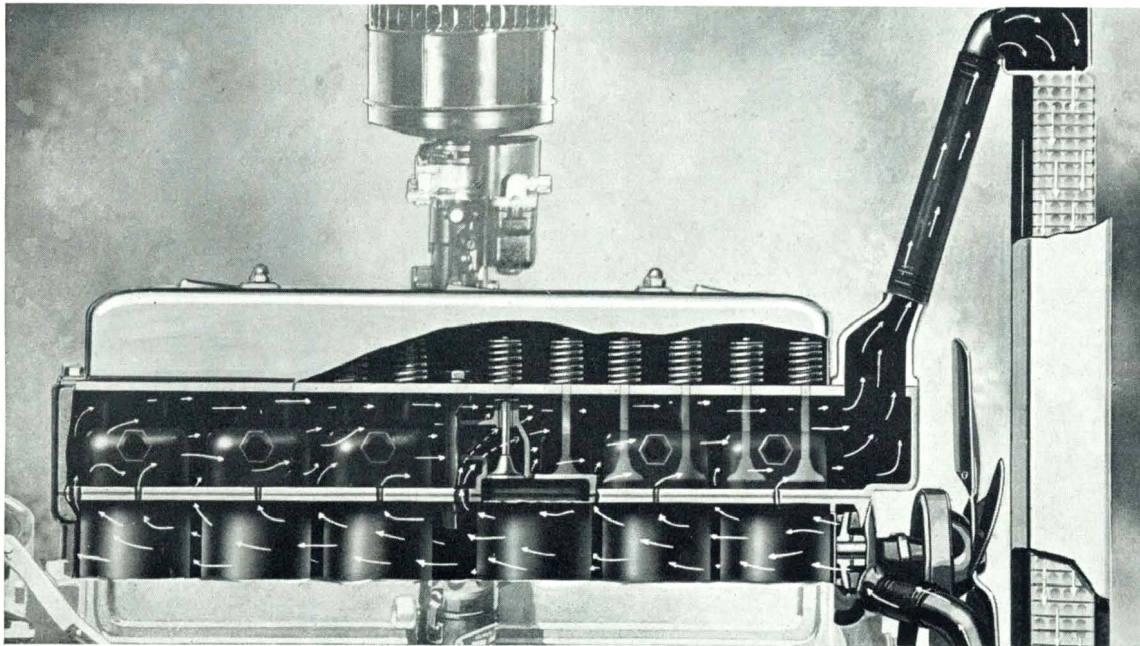
Chevrolet's rugged cylinder block is made of high quality grey iron. It is reinforced with heavy ribbing, which has been added to give it even greater rigidity. This helps to make the operation of Chevrolet's economical six-cylinder engine quieter and smoother than ever.

EFFICIENT COOLING

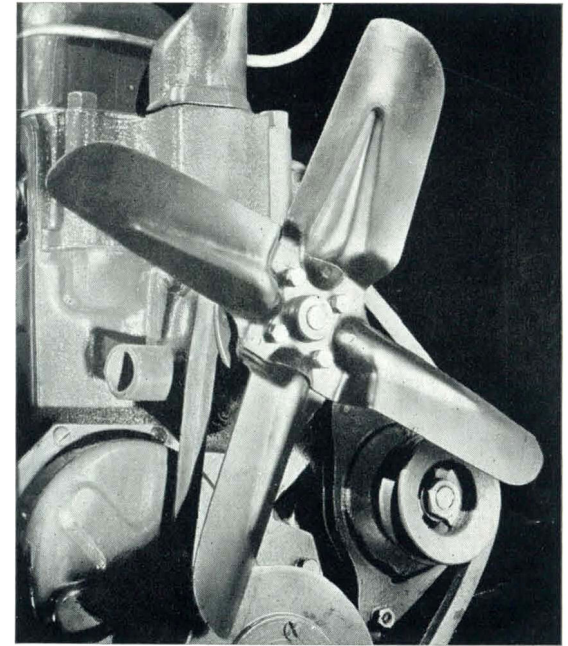
**. . . Chevrolet's
positive cooling
system provides
efficient operating
temperature for
all Australian
driving conditions**



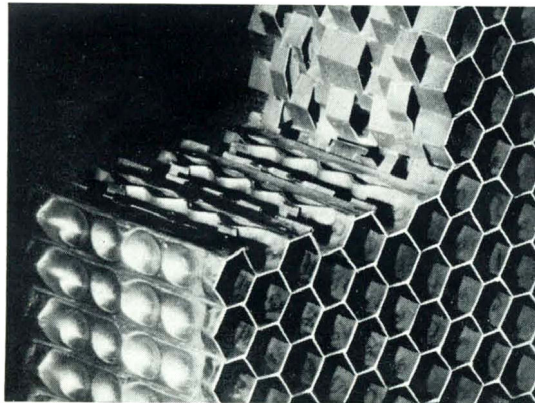
The ultra-modern design of the efficient Harrison Honeycomb type of radiator conforms with the new lines of the 1932 Chevrolet, and the shell and screen are finished in lasting chromium plate. The increased cooling surface provides efficient engine cooling, even in the hottest parts of the Commonwealth.



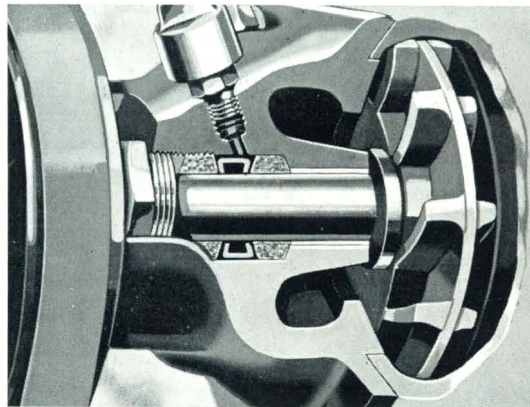
This cut-away view shows how the efficiency of Chevrolet's cooling system is due largely to the fact that each cylinder and each valve is entirely surrounded by water. Adequate water capacity is an insurance against service troubles on long runs.



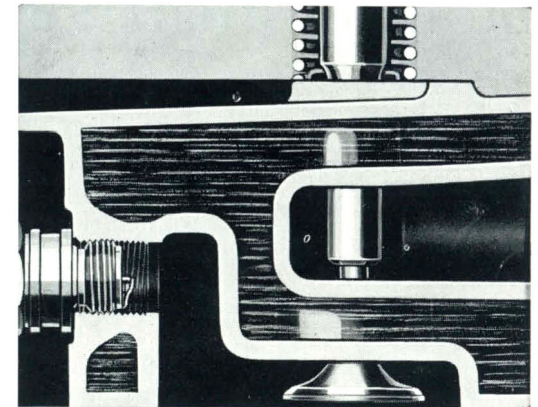
A new four blade fan—designed for quietness—is another factor in Chevrolet's improved and more efficient cooling system.



A section view of the new Harrison Honeycomb radiator showing how it is built up to offer a large cooling surface.



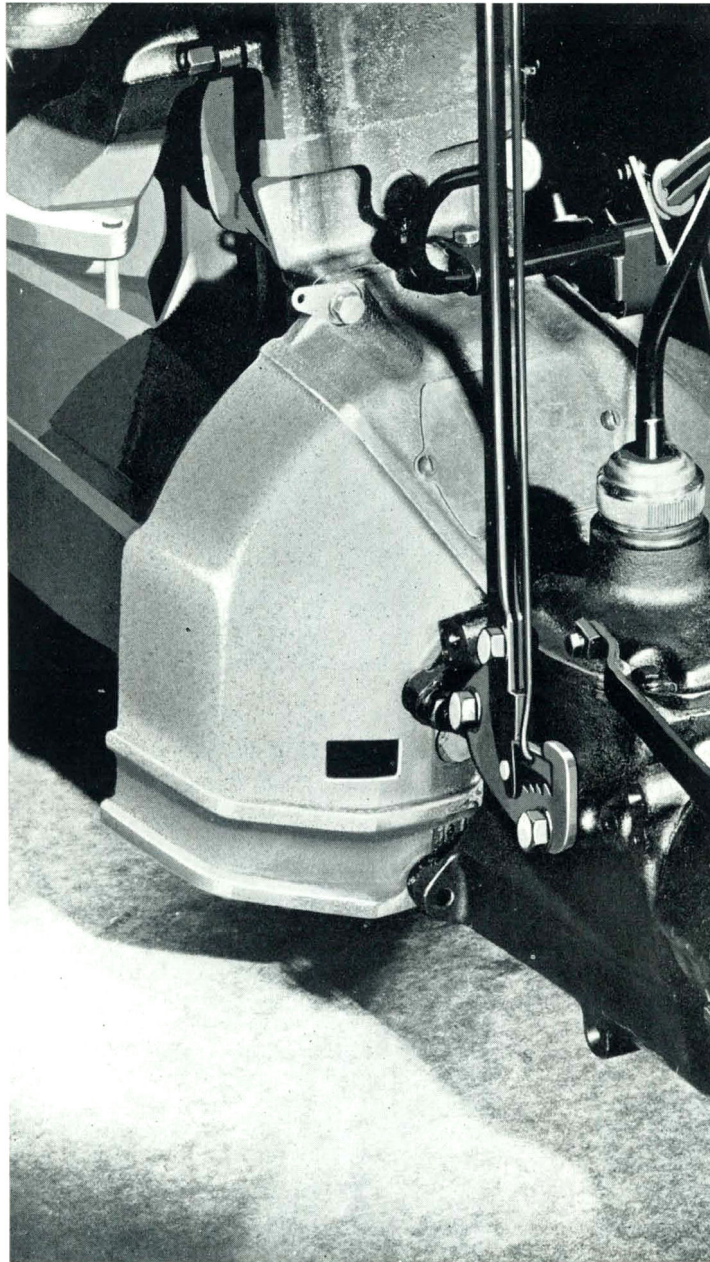
Chevrolet's large, efficient water pump insures positive circulation of water throughout all parts of cooling system.



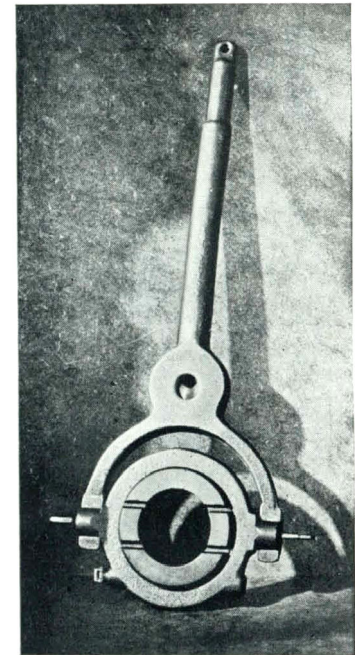
This sectional drawing shows how water entirely surrounds intake and exhaust valves to provide thorough cooling.

IMPROVED CLUTCH

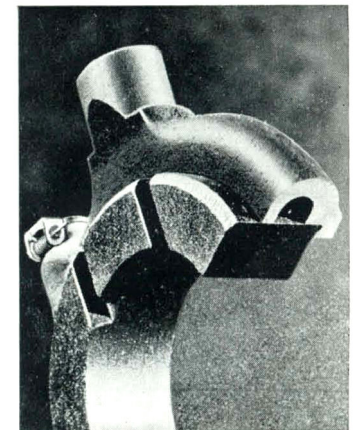
.. an improved
easily operated
clutch ensures
smooth, positive
transmission of
power



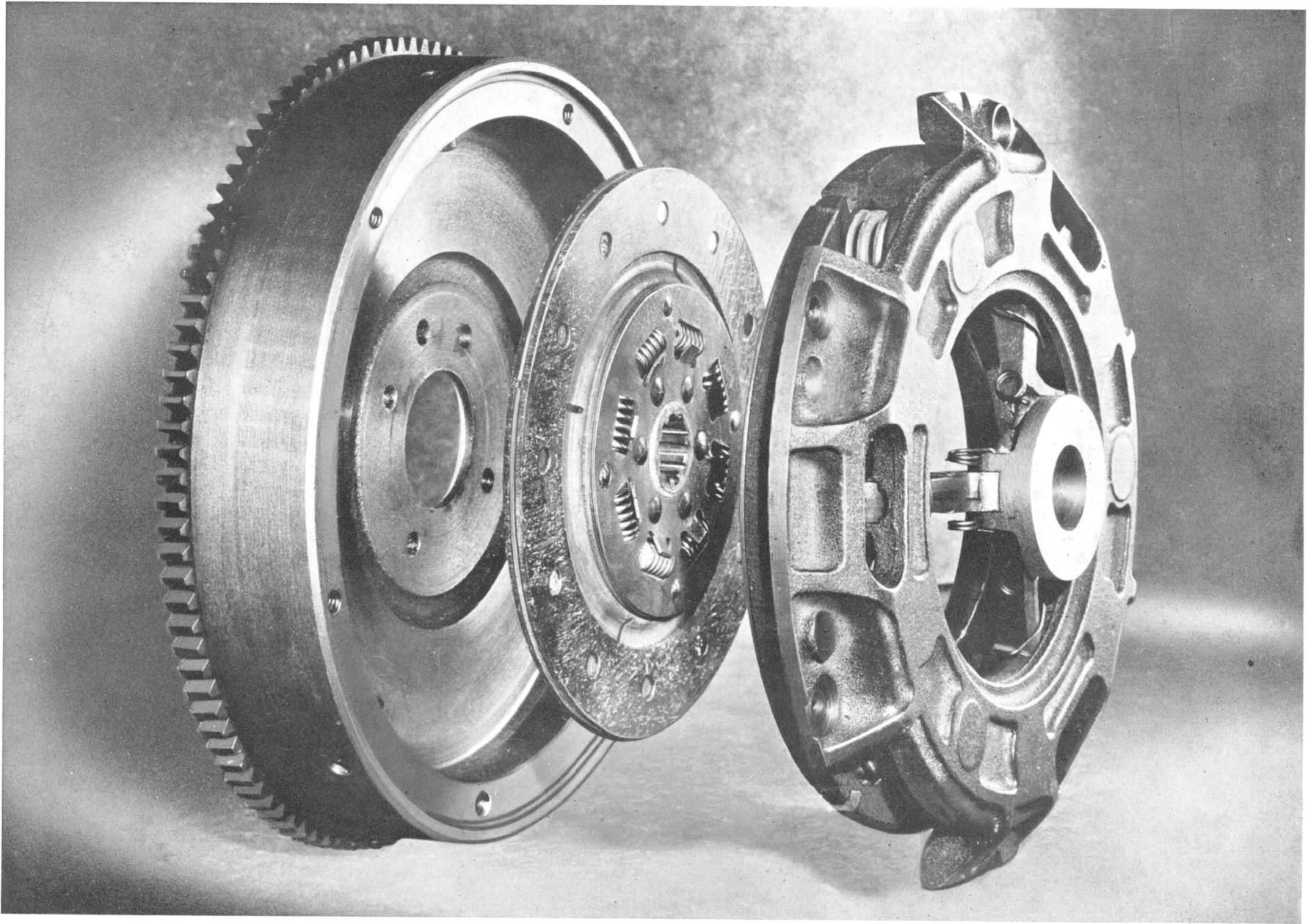
The new Chevrolet clutch is mounted in a strong cast iron clutch housing. Plate permits examination and adjustment of the clutch, without disassembling.



The quiet self-aligning clutch throw-out bearing is made of a long-wearing graphite composition.



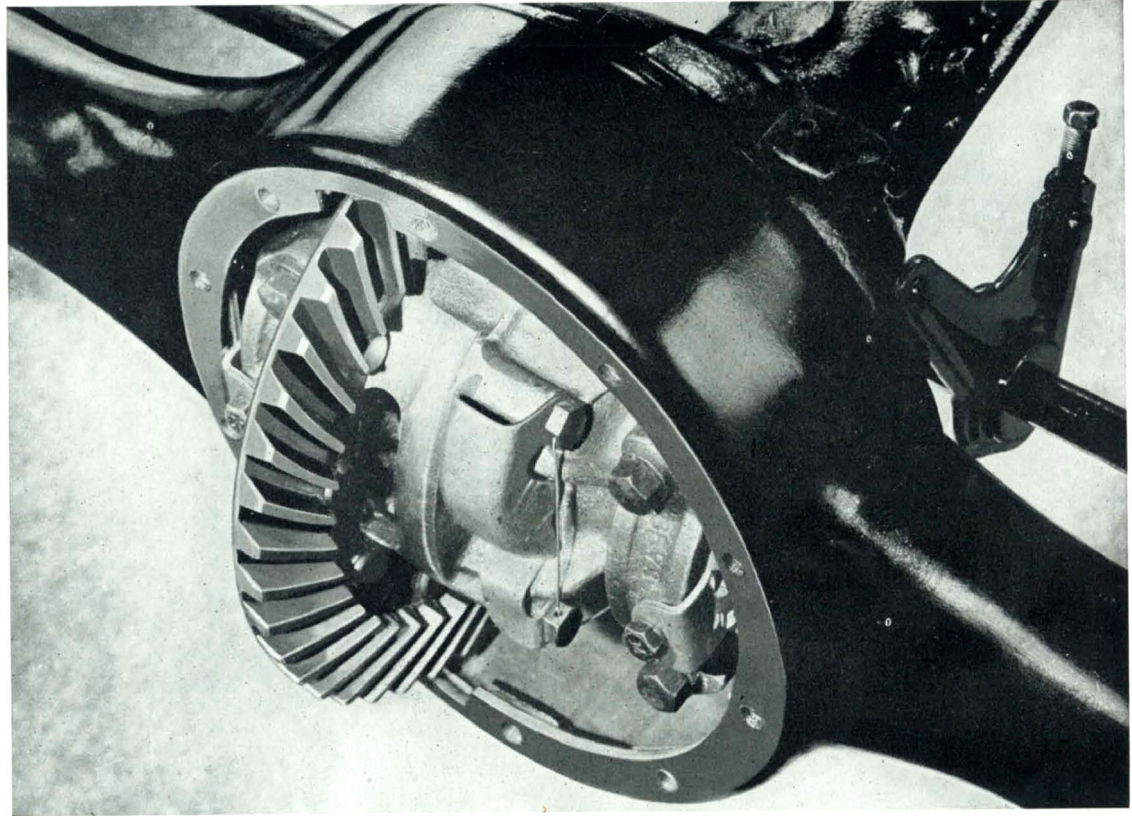
Cross section of clutch throw-out bearing showing rugged construction.



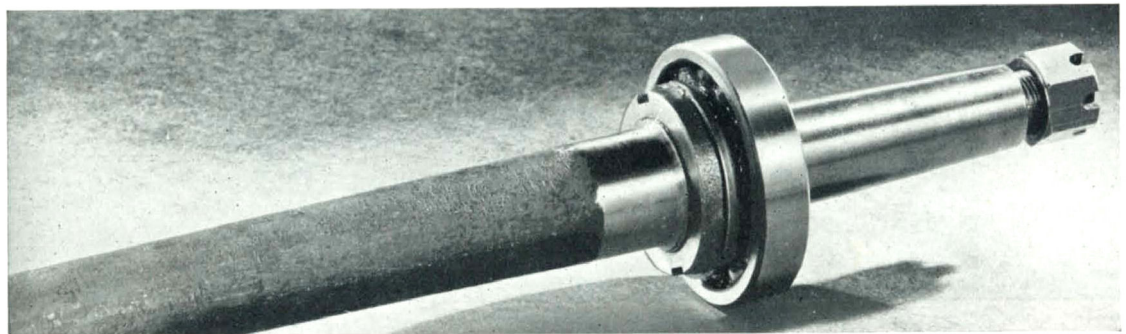
Chevrolet's clutch is simple in design and efficient in operation. It starts the car moving smoothly—transmits all of the engine power and operates with a very light pedal pressure. The driving plate is assembled against the machined surface of the flywheel and is provided with nine springs which act as shock absorbers—giving smooth, positive clutch operation, and greatly minimising wear.

STRENGTH

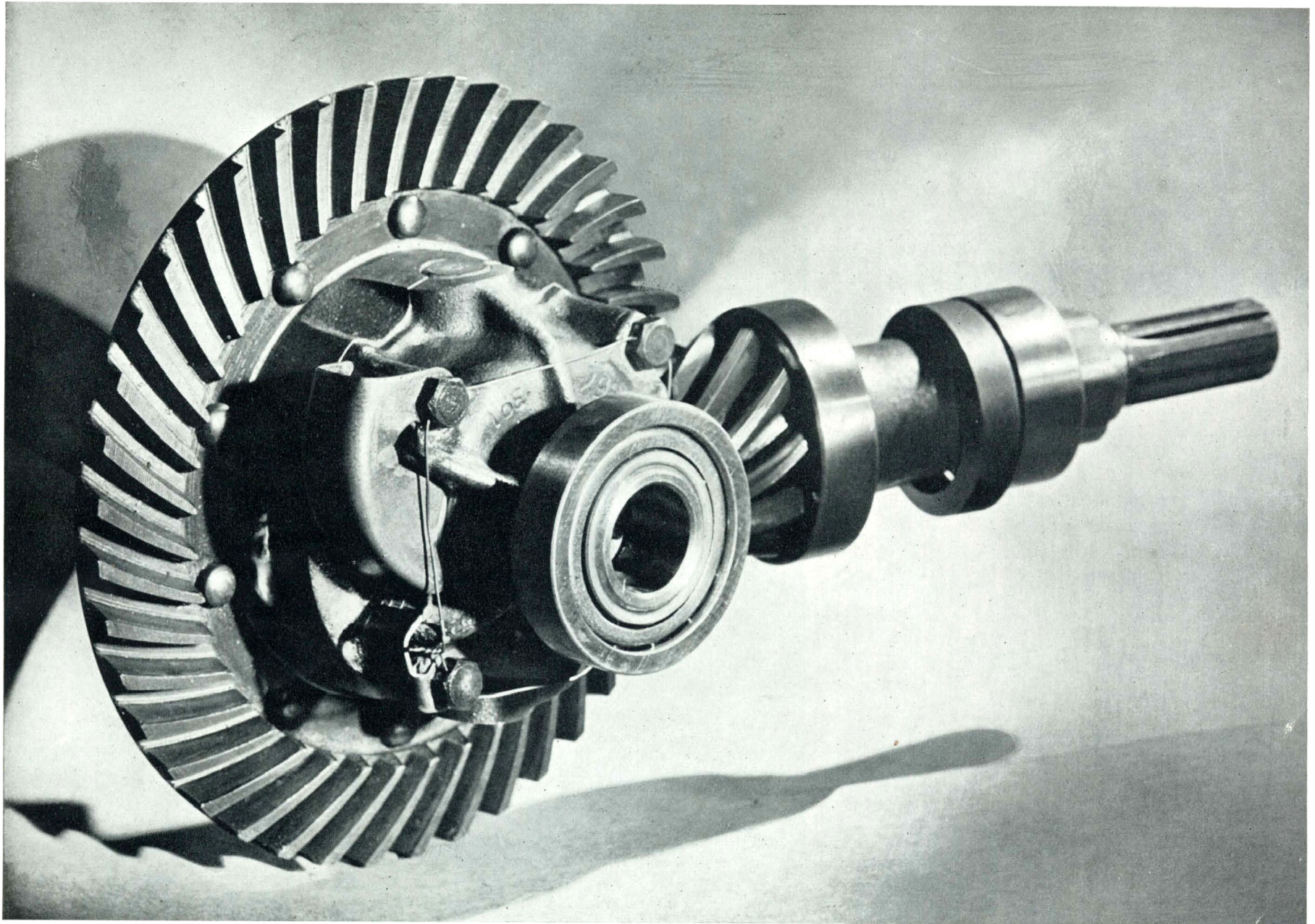
Rugged dependability in every part—to assure long life, even under the most severe conditions



Chevrolet's rugged rear axle is designed for dependability. It is mounted in a sturdy one-piece banjo-type axle housing which keeps all operating parts in perfect alignment. The ring and pinion gears are made of the finest steels to ensure constant service and long life—even under the most severe driving conditions.



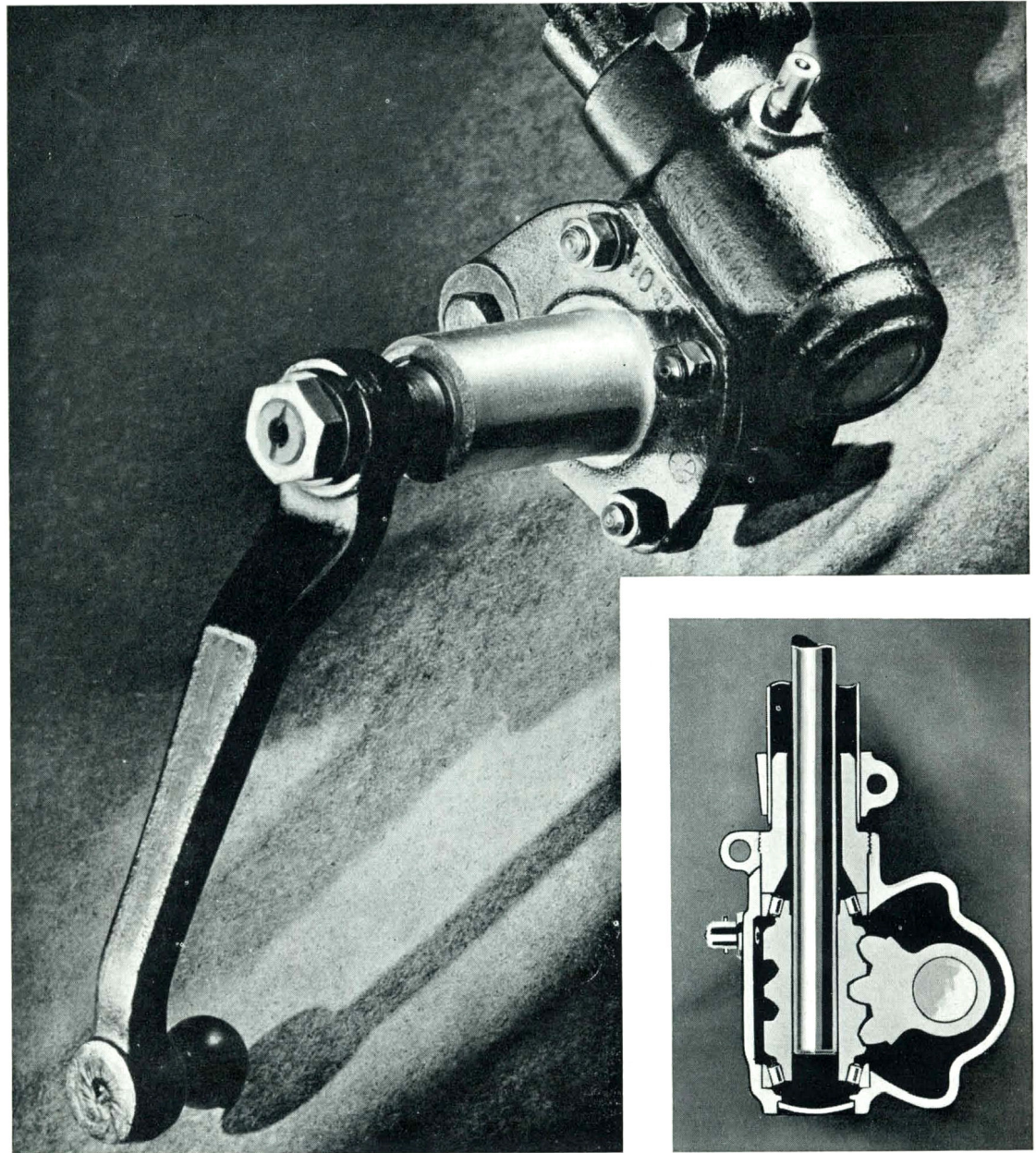
Chevrolet's axle shafts have been increased in size. They are made of the finest alloy steels, giving them greater strength for conveying the power of the husky 60 h.p. engine to the rear wheels. Six large New Departure ball bearings are used. The wheel bearings have also been increased in size. Greater strength throughout.



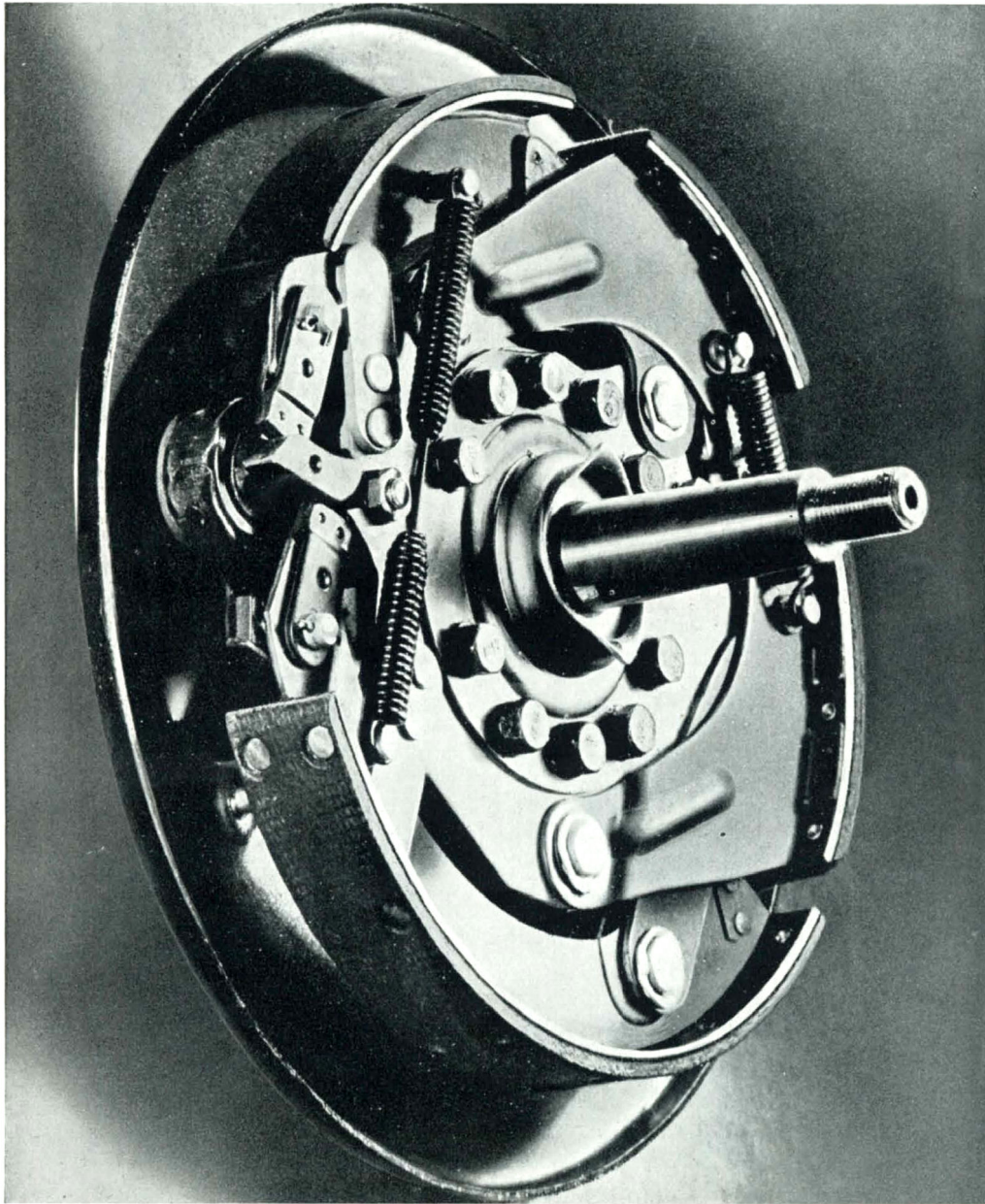
Here are Chevrolet's main driving gears. They are of spiral tooth construction, permitting the engagement of more than one tooth at a time, which gives them unusual driving strength and quietness. These gears are made of chromium nickel, one of the finest gear steels obtainable. The surface of the differential gears is lubricated by means of an oil dip which constantly forces lubricant between the teeth.

**SAFE
EFFORTLESS
CONTROL**

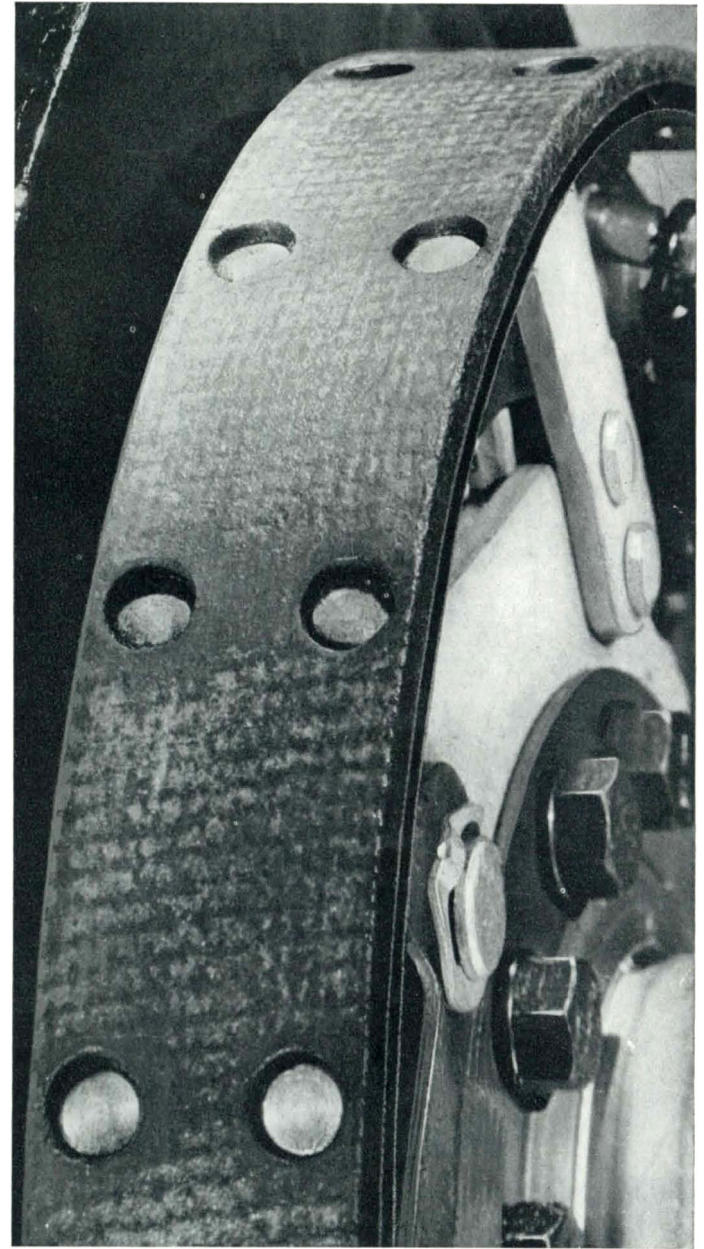
Positive control
of the car
under all condi-
tions of operation



The worm and sector type of steering gear is used on all Chevrolet cars. This type of gear is well known for its unusually easy operation. It is fully adjustable, and gives easy and positive control of the car — with a minimum of steering effort.



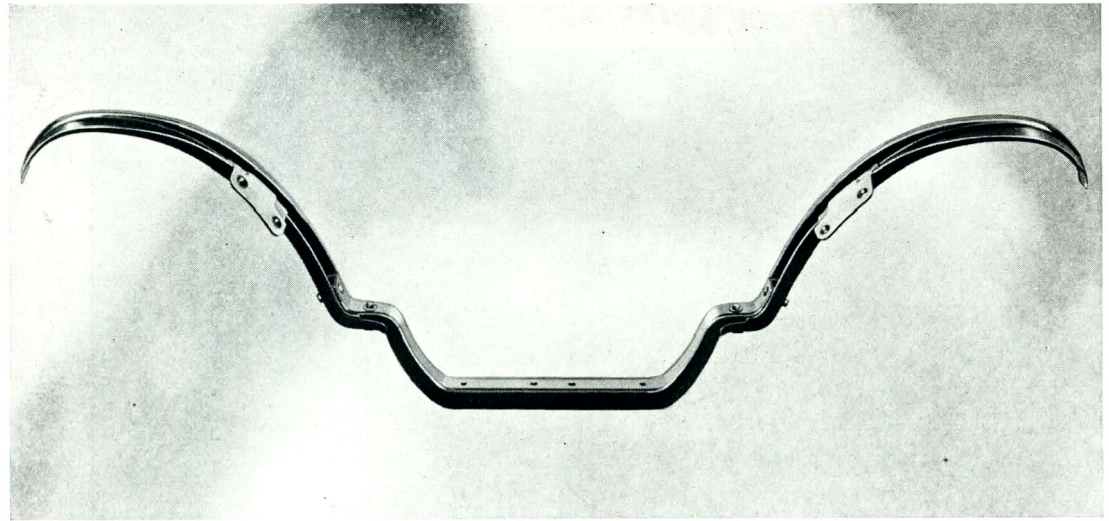
Chevrolet's reliable four wheel brakes are renowned for their long life. They are fully enclosed to keep out dirt and moisture. A light pedal pressure and the internal expanding shoes grip the drums over the full surface of the lining.



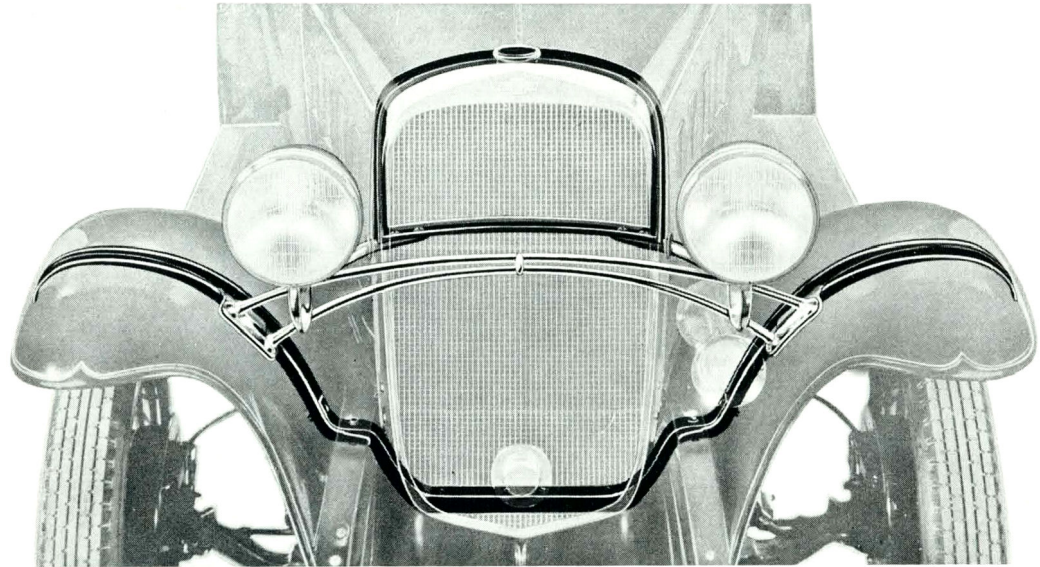
Chevrolet's heavy moulded brake lining will last for thousands of miles without replacement. Adjustment, though seldom, is easily and quickly made.

STABILITY

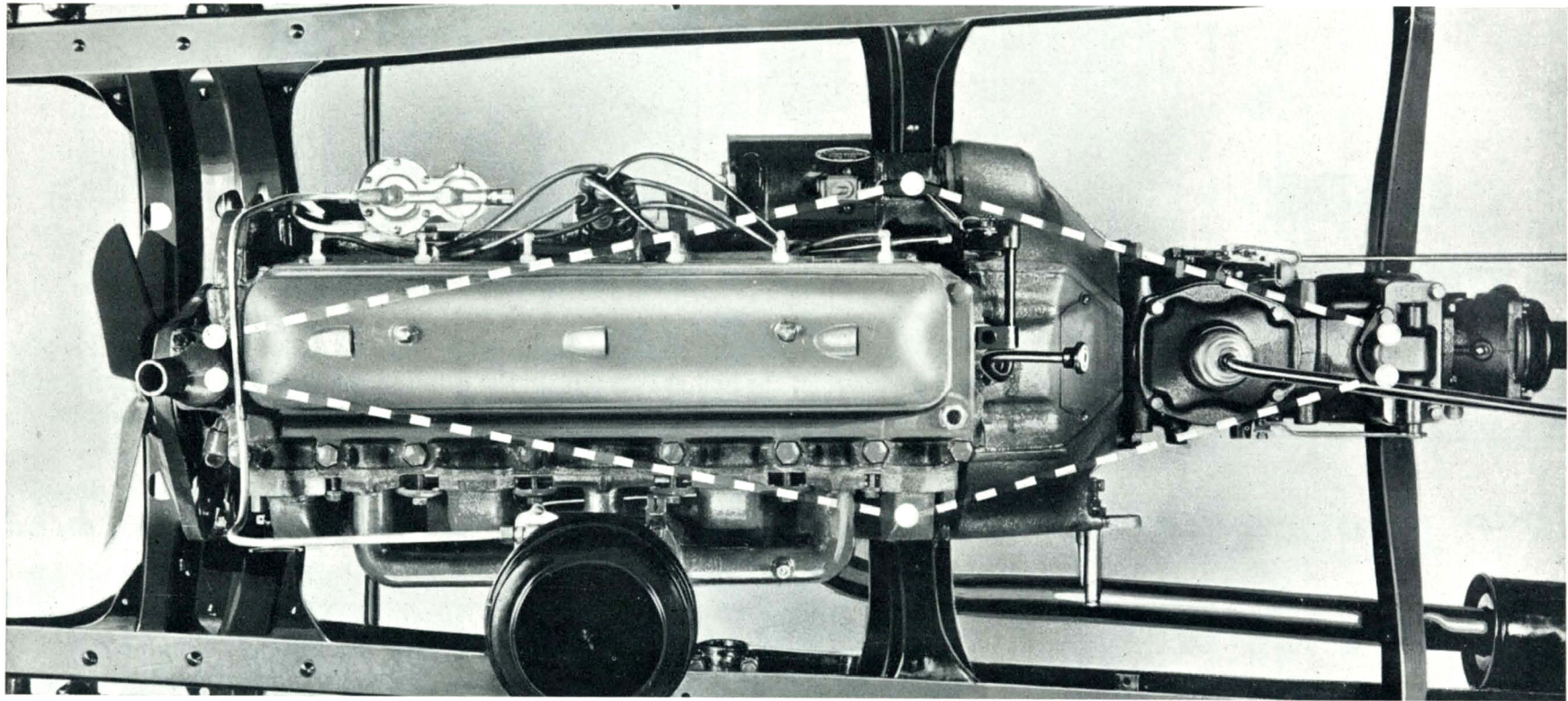
Many advanced construction features — assure long life for chassis and body



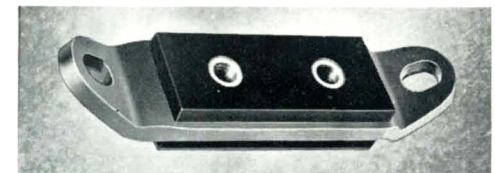
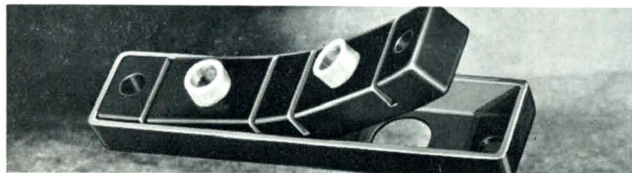
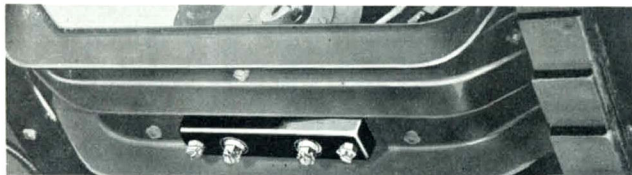
Another new feature of the 1932 Chevrolet is the new one-piece fender, radiator, and headlamp support which is securely fastened to the centre of the front cross member and insulated against shocks by a rubber cushion.



The stabilised front fender, radiator, and headlamp mounting is a new and exclusive feature—found only on the 1932 Chevrolet. This view shows the complete assembly of this feature, and how the new fender support holds the entire front construction together as one rigid unit. This design eliminates movement and weaving of bonnet and fenders, and as a result the new models ride smoothly and silently even on the roughest roads. It definitely prevents fender noise.



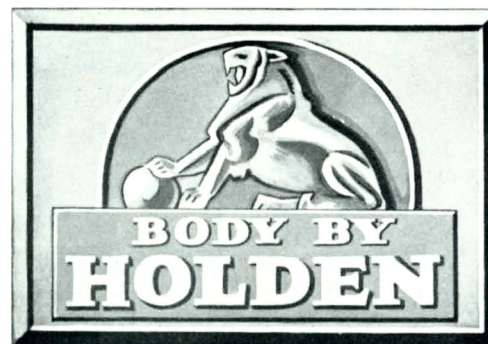
The powerful, economical six-cylinder engine is mounted securely in the redesigned frame at four points—at the front—in the centre of the front cross member; at each side—to the second cross member; and at the rear—in the centre of the third cross member.



These views of the engine mountings show how rubber blocks are used at each point, to insulate the engine from the frame. Each rubber block is encased in a steel housing. This style of construction completely insulates the engine from the frame—yet it provides the secure and stable mounting which is necessary to ensure a quieter engine, longer life, and smoother operation.

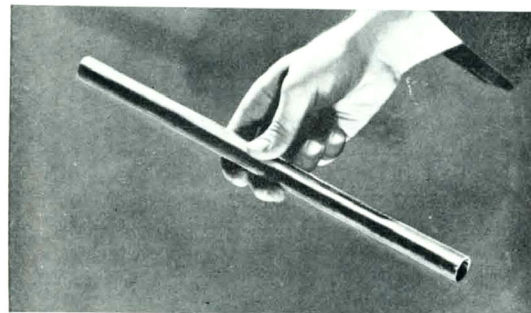
BODY CRAFTSMANSHIP

Years of experience
have proven the
Holden principle
of hardwood and
steel body con-
struction . . .

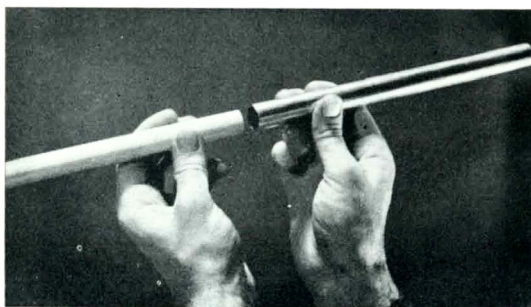


This emblem—Body by Holden—is the symbol of fine motor car bodies. It is placed on all Chevrolet car bodies and assures the purchase of the finest, safest and sturdiest type of body construction known—the durable combination of hardwood and steel.

This simple experiment proves beyond any question that combination hardwood and steel bodies are much stronger and safer than any other type of motor car body.



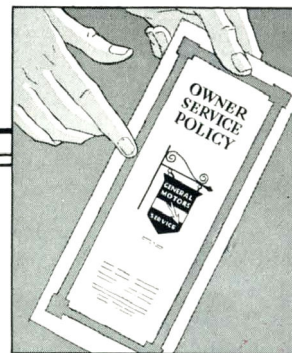
A tube of light body metal is very easily bent. But when it is reinforced—



with a close-fitting cylinder of hardwood—it offers great strength and safety.

SERVICE EVERYWHERE

. . . In addition to Chevrolet's unusual service policy, there are throughout Australia hundreds of specialized Chevrolet dealers with properly trained and equipped mechanics



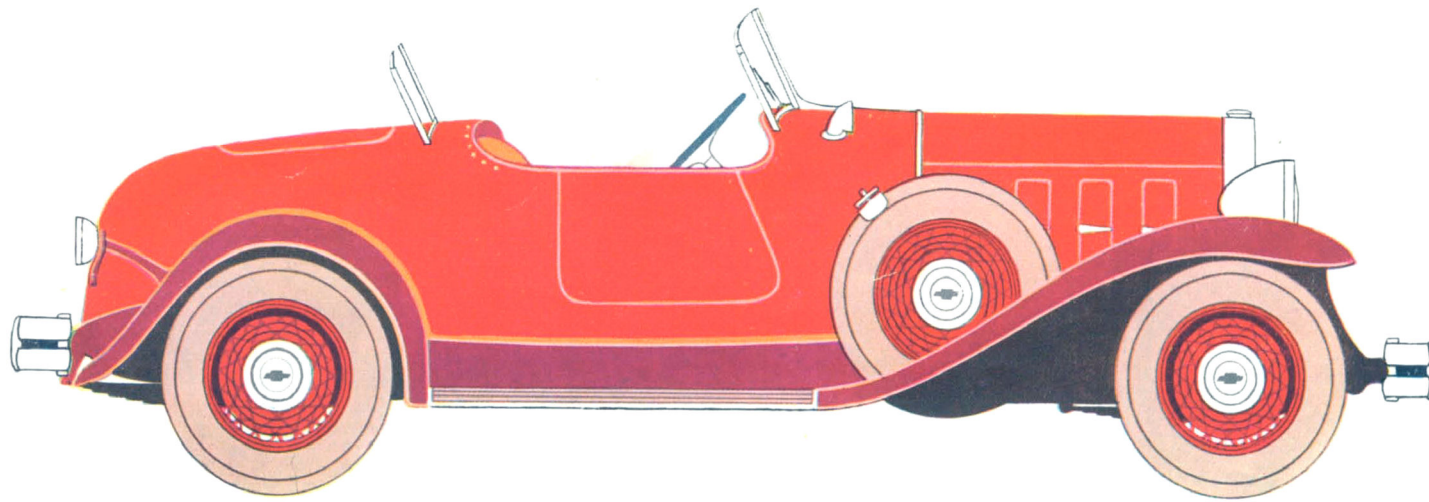
AN UNUSUAL OWNER SERVICE POLICY FOR YOUR PROTECTION

For 90 days, or 3,000 miles of operation, you are protected against defective workmanship or material under the terms of General Motors-Holden's Ltd. unusual Owner Service Policy. In addition to this, you are entitled to two thorough inspections and adjustments without charge.

**You can purchase a New Chevrolet on the convenient
friendly G.M.A.C. deferred Payment plan**

Thousands of people have bought Chevrolet cars on the convenient and accepted G.M.A.C. Plan of deferred payments.

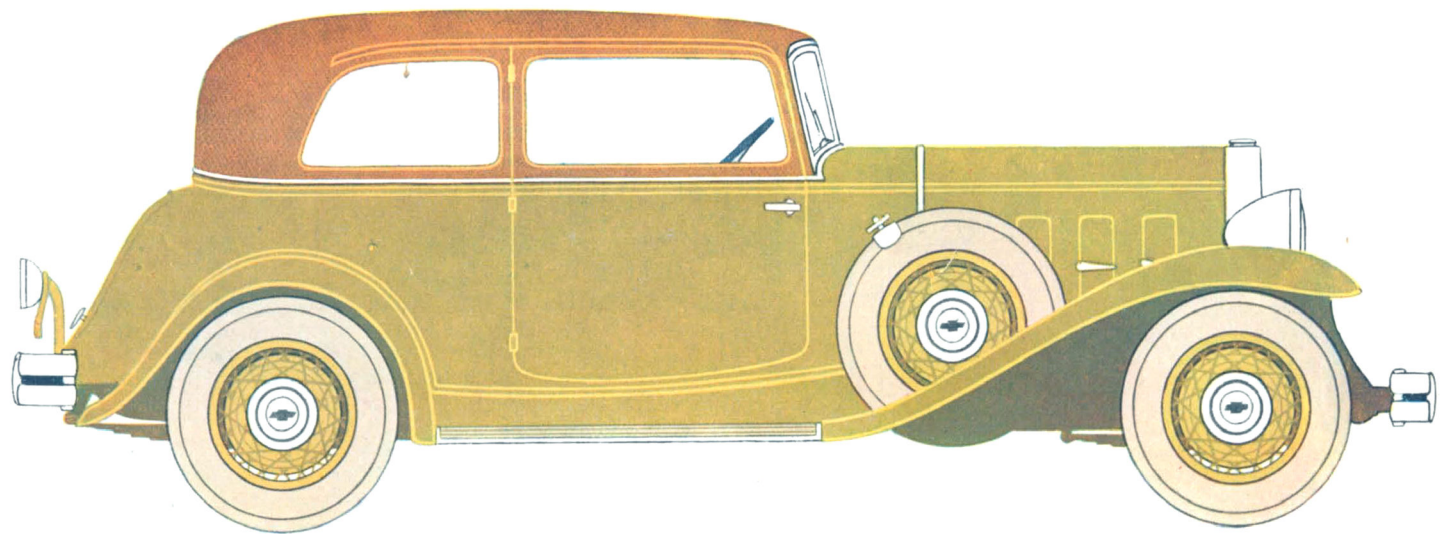
Because G.M.A.C. (General Motors Acceptance Corporation) is a unit of General Motors and the largest time financing institution in the world, you save money through low finance charges, secure valuable insurance protection, and are assured of considerate treatment. Your dealer can arrange your New Chevrolet purchase on a plan fitted to your requirements.



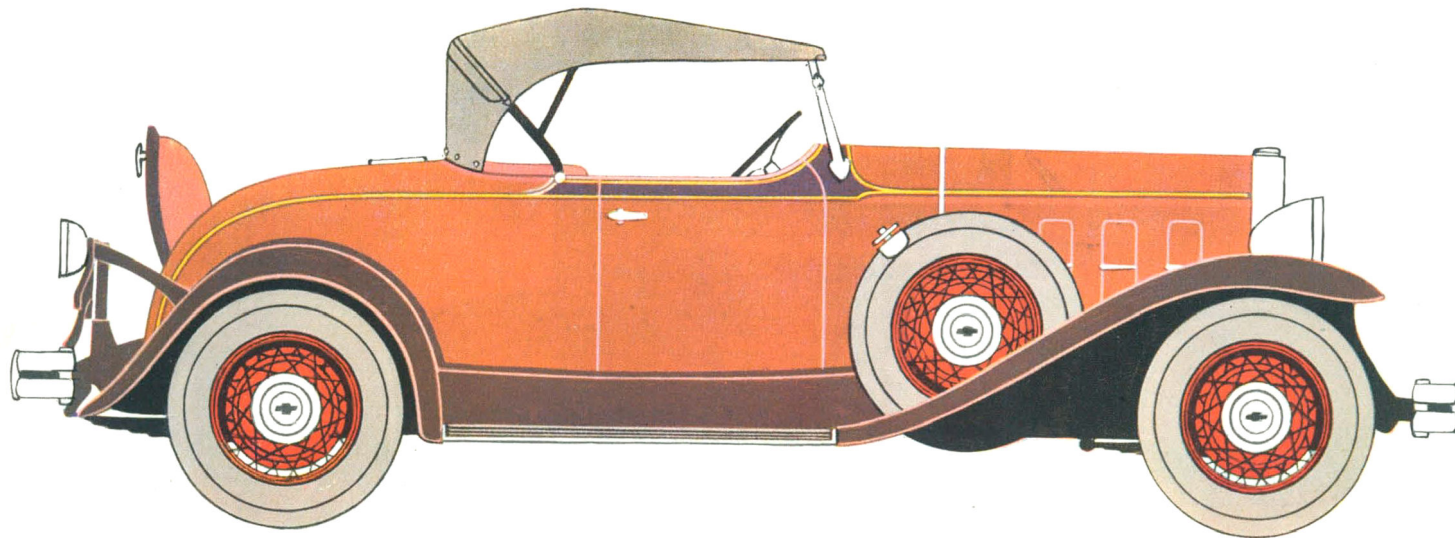
THE "MOONLIGHT" SPEEDSTER, CUSTOM BUILT.

In this strikingly handsome sports model, there is an unmistakable note of dignified individuality which is rarely found in any but the most expensive custom built models. The unusually high standard of quality, tasteful colour treatment and graceful streamline contour combines to make this speedster the smartest on the road. Six wire wheels are standard equipment.

In this completely new addition to the Chevrolet line, the Continental vogue for close-coupled coupes of the "Sportsman" type is at once evident. Four adults can ride in perfect comfort in the tastefully finished interior. Front seats tip forward to allow easy access to the rear seat. Upholstery is in soft leather which harmonises perfectly with the rich tonings of the body. Six wire wheels are standard.



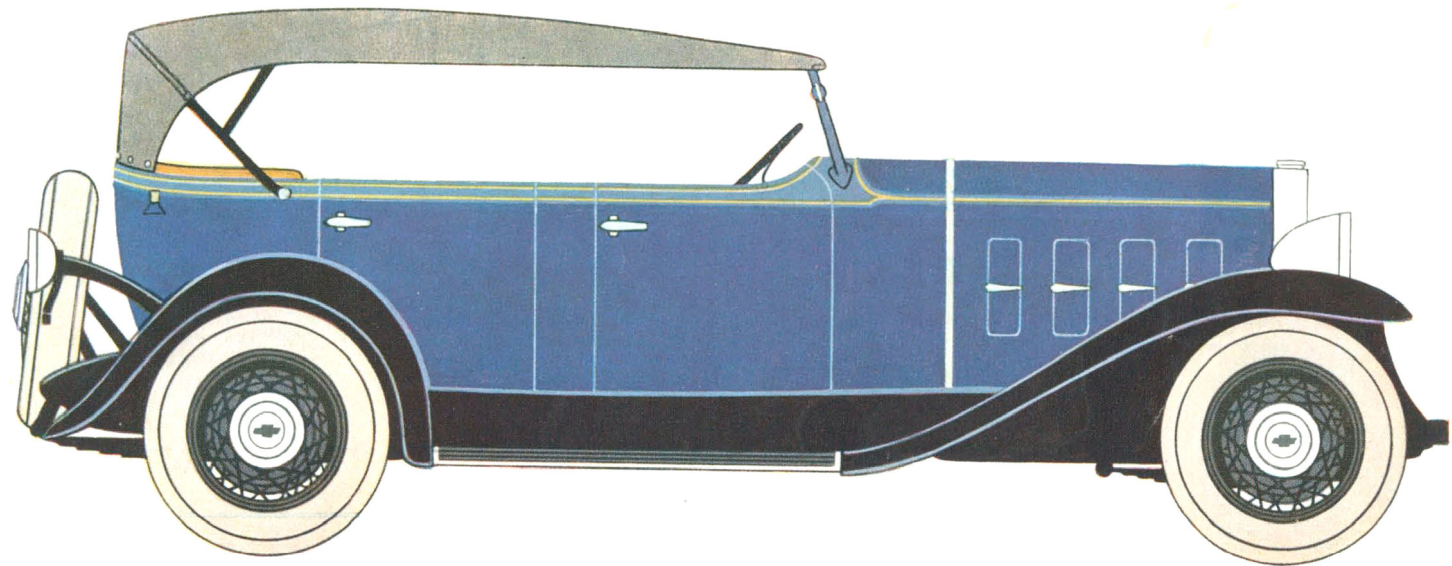
THE "MOONLIGHT" COUPE, CUSTOM BUILT.



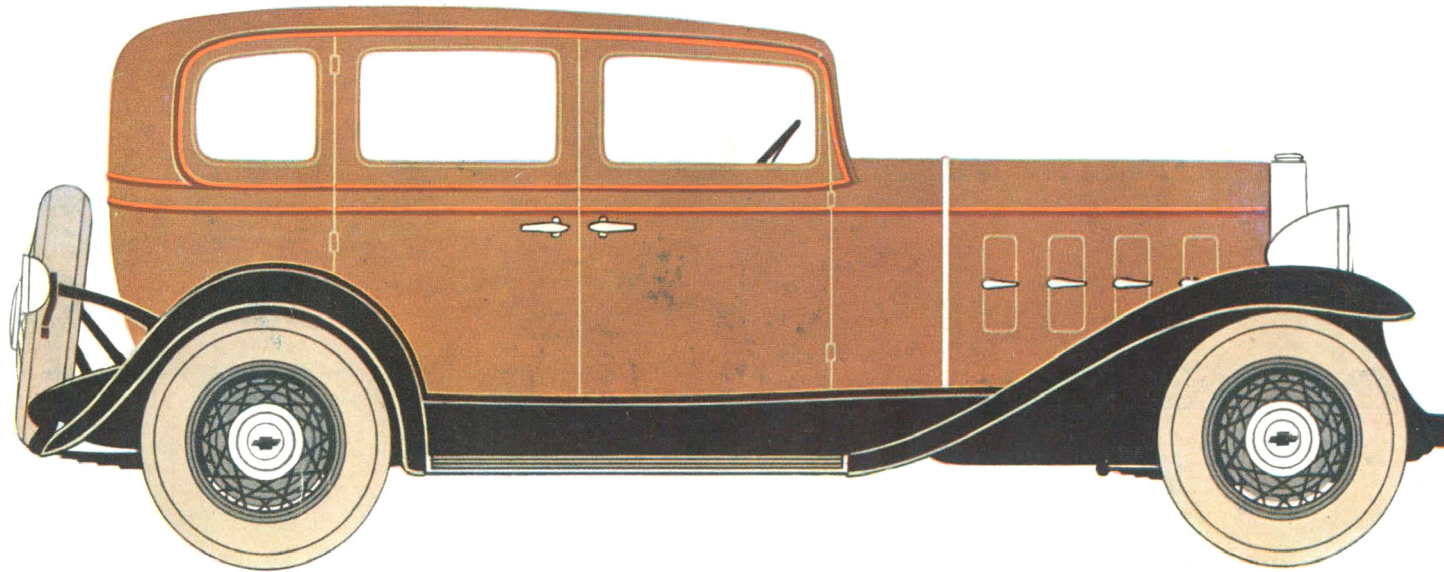
THE DE LUXE SPORTS ROADSTER.

For sheer smartness and distinctiveness, this model has few superiors. Among its high-lights are weather-proof easily adjusted rigid side curtains. Two complete spare wheels carried in front fender wells. Two big door pockets. Spacious dickey seat. Genuine leather upholstery throughout.

Designed and priced specially for those motorists who want a smart, sturdy car with all the most essential appointments and equipment. Like the other models in the suburban series, this low-priced tourer will always be popular because of its extraordinary value and unusual capacity for years of trouble-free service.



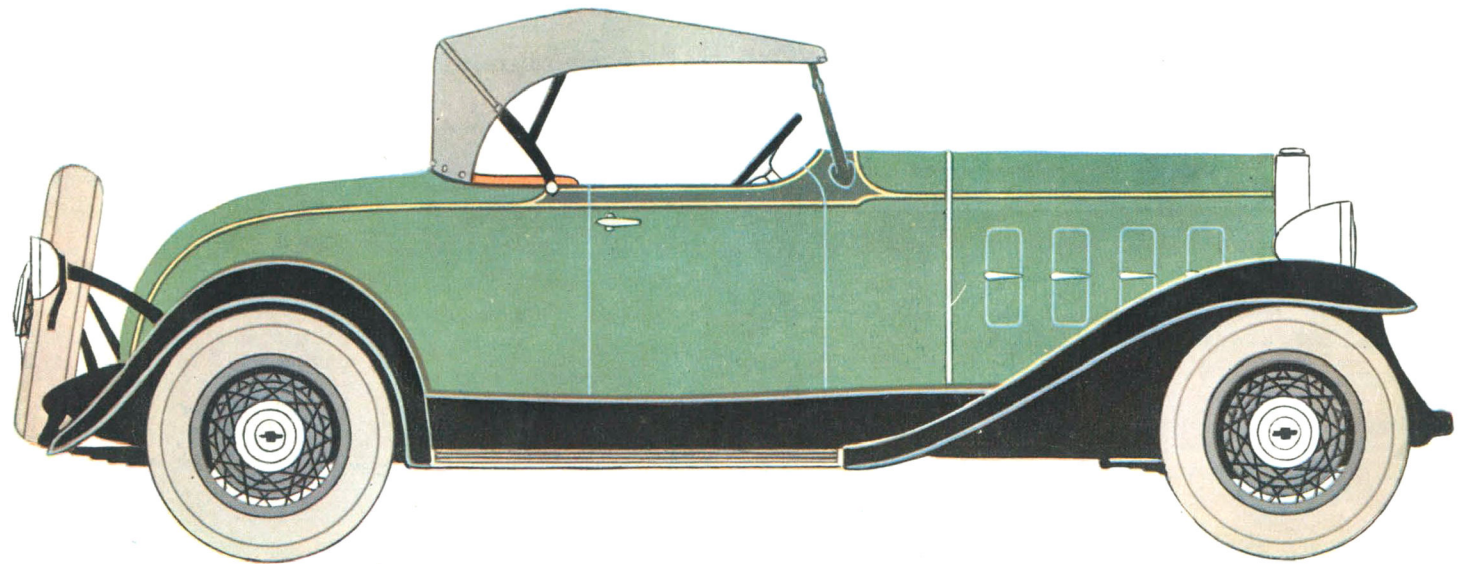
THE SUBURBAN TOURER.



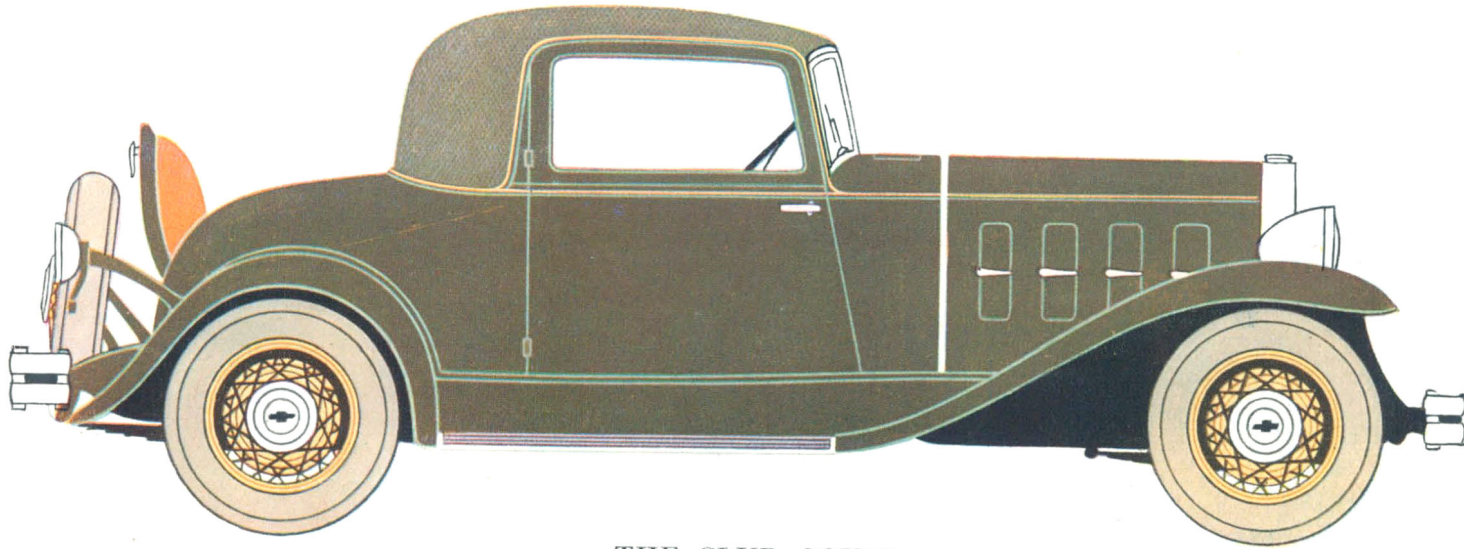
THE SUBURBAN SEDAN.

Here is luxurious motoring comfort at a reasonable cost. Admired everywhere for its new styling, clean cut contours and eddy-free front. Wide, roomy seats with ample leg and head room make this model eminently suited to all family requirements.

A smart low-slung model with a strong appeal to business and commercial men. The roomy rear compartment has extra large lid hinged at top. Serviceable and dignified new colour schemes. — All weather side curtains. Pockets on both doors.



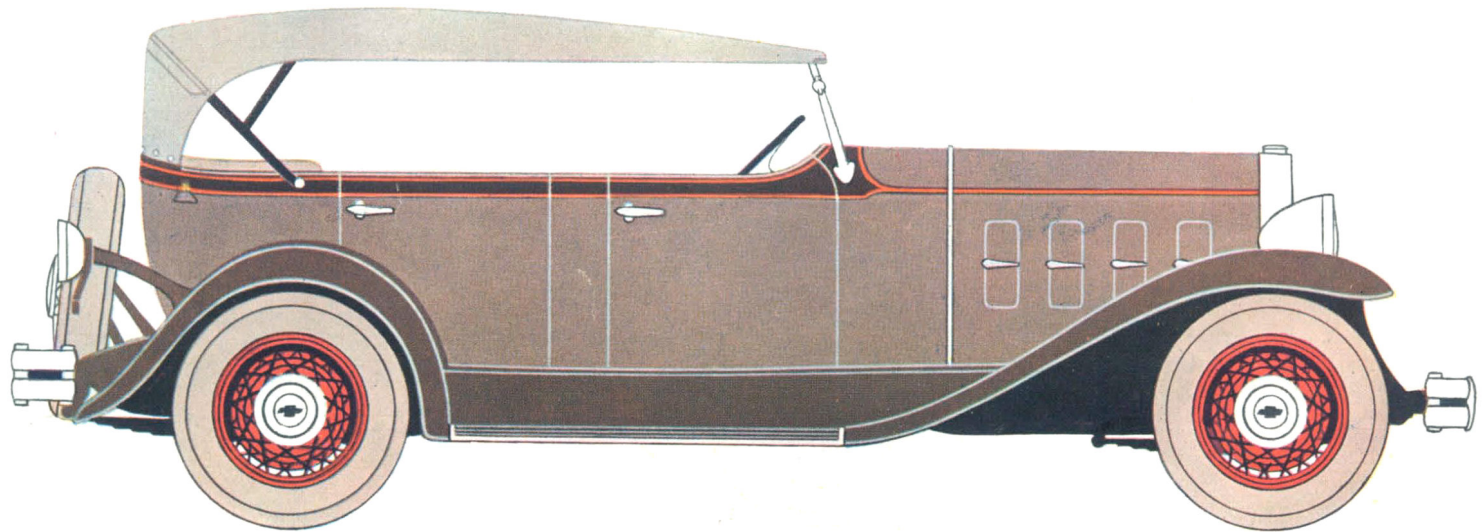
THE SUBURBAN ROADSTER.



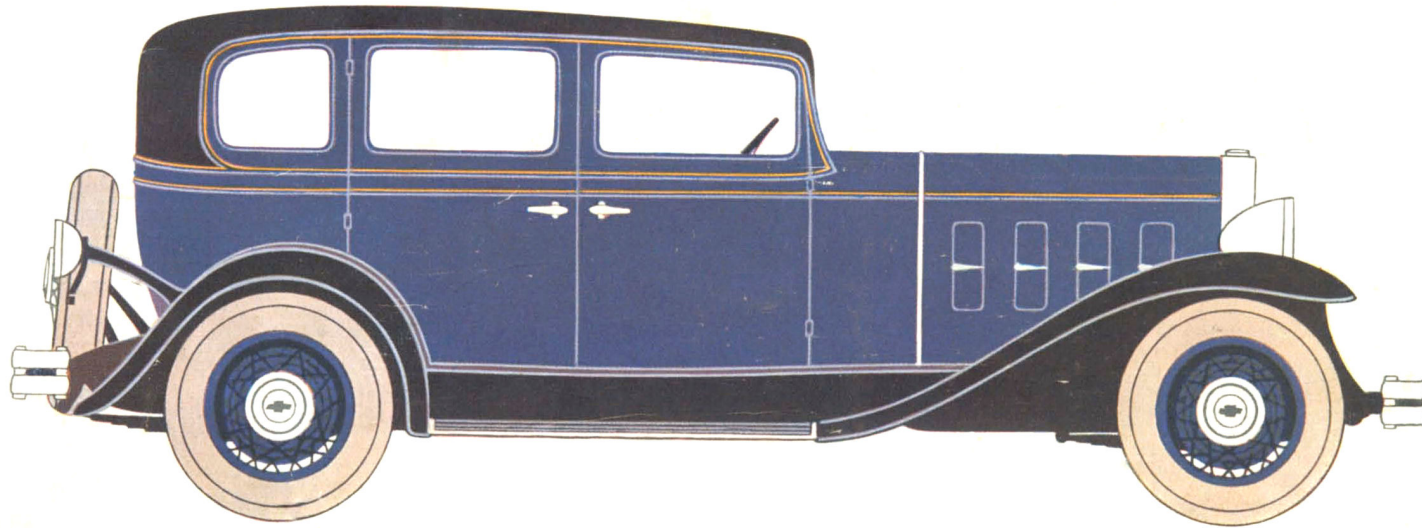
THE CLUB COUPE.

This model with roomy dickey seat visibly reflects the individuality of the master craftsman and reveals the influence of European coach-work and design. Special V-front windscreen and easily adjusted cowl ventilator. Interior sun visor. The deep, comfortable seat is upholstered in soft leather.

Ideal for long, hard driving. New seating angles, soft leather upholstery, and ample leg room provide unusually comfortable interiors. The smart tailored hood of grey top material fitted with rigid, clear vision side curtains ensures adequate protection against all weathers.

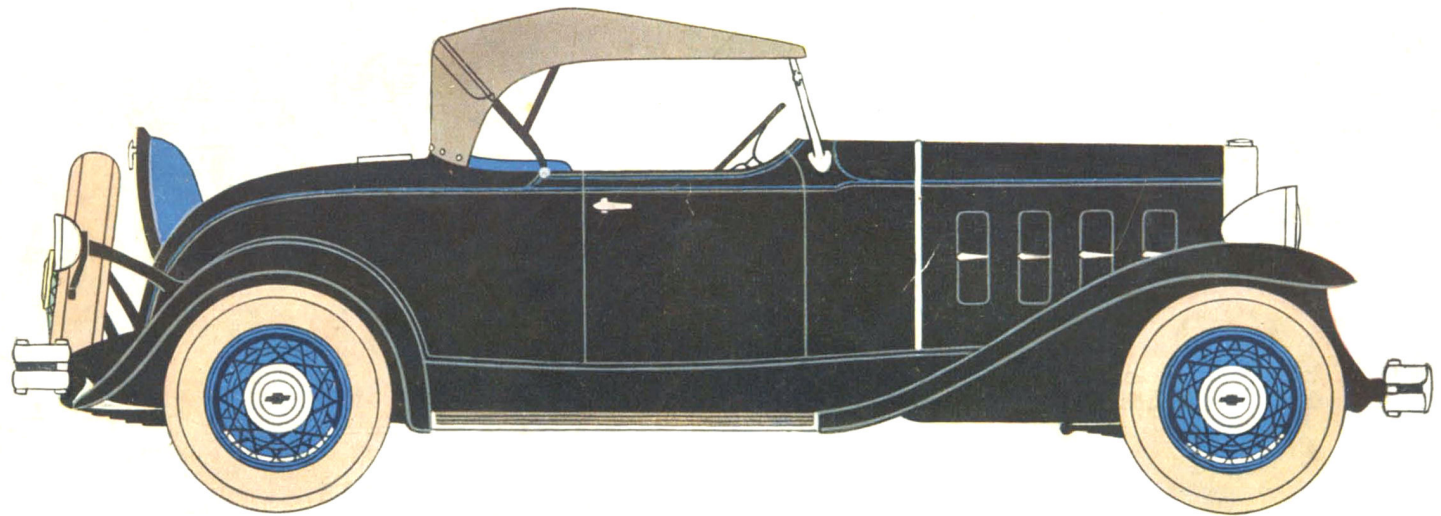


THE CLUB TOURER.



THE CLUB SEDAN.

This model can be obtained in broadcloth, plush or leather, easily adjustable front seat. Five wire wheels. Internal sun visor to protect driver against sun rays or brilliant head lamp glare of night driving. Assist cords and ash trays are also provided.



THE CLUB ROADSTER.

With five wire wheels and comfortable dickey seat bumper and bumperettes. Full hide leather upholstery in colour. The newly designed windscreen gives this model an added touch of smartness. This roadster combines youthful beauty with all-round utility.

SPECIFICATIONS

ENGINE: Six cylinders: valve-in-head type; 3 5/16in. bore; 3 3/4in. stroke; head detachable. **CONNECTING ROD BEARINGS:** 2in. diameter; 1 3/8in. long. **CRANKSHAFT:** Counter-balanced; Harmonic balancer. **CRANKSHAFT BEARINGS:** Front, 2 1/16in. diameter by 1 3/4in. long; centre, 2 1/4in. diameter by 2in. long; rear, 2 3/16in. diameter by 2 3/16in. long. **CAMSHAFT BEARINGS:** Shaft runs in three cast iron bearings which are integral with case. **OILING SYSTEM:** Positive pressure feed to crankshaft main bearings and camshaft bearings. All valve operating parts are automatically lubricated. Oil pressure gauge in instrument panel. Crankcase ventilator. **CARBURETTOR:** Down-draft construction. Carter, with accelerating pump and Venturi choke; accelerating pump with closure for weather protection; AC air cleaner, Flame arrester and silencer. **FUEL:** Mechanical fuel pump; 9-gallon tank in rear; gasoline gauge on instrument panel. **TRANSMISSION:** Synchro-Mesh; three speeds forward and one reverse; unit power plant construction. **INSTRUMENT PANEL:** Indirectly lighted. Includes carburettor heat control, free wheeling control, ammeter, oil gauge, speedometer, theft-proof ignition lock, lighting switch, engine heat indicator, carburettor choke, spark and throttle con-

trol, gas gauge. **FREE WHEELING:** Simplified expanding coil spring type. **CLUTCH:** New improved dry single plate; self adjusting. **COOLING:** Harrison radiator, water pump and fan. **FRONT AXLE:** Drop forged I-beam; 3 New Departure ball bearings in wheels. **REAR AXLE:** Semi-floating; one-piece banjo-type pressed steel housing. **BRAKES:** Four-wheel service internal expanding type on 11 1/2in. brake drums front and rear. Width of service brake lining, 1 1/2in. **WHEELS:** Five wire wheels. **TYRES:** 5.25 x 18 Balloons. **STEERING GEAR:** Semi-reversible; worm and sector type. **SPRINGS:** Chrome-vanadium, semi-elliptic, front 36in. and rear 54in.; self-adjusting shackles; Delco-Lovejoy shock absorbers front and rear. **FRAME:** Channel section; 5in. deep; width of flange, 2 1/4in.; stock thickness, 9/64in.; 5 sturdy cross members. **EQUIPMENT:** All cars equipped with Alemite lubricating system; theft-proof ignition lock; complete tool kit; automatic stop light; rear vision mirror; full vision windshield; automatic wiper; trumpet type horn, two beam headlamps; parking bulbs on all passenger models; adjustable driver's seat in all closed models. **WHEELBASE:** 109in. Specifications, prices and colours subject to change without notice.

