

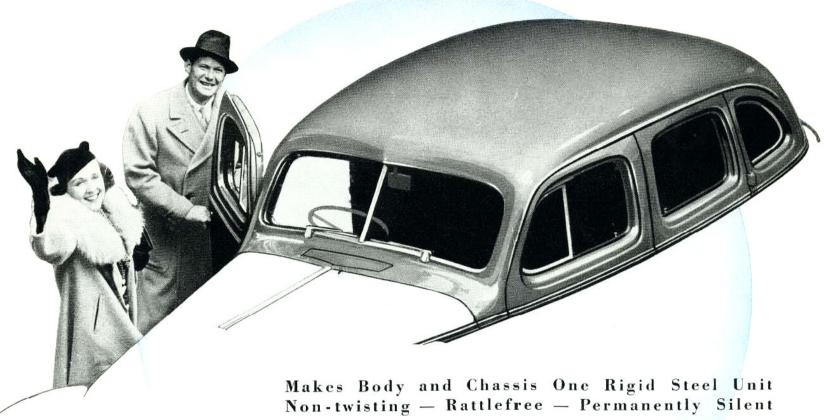
STANDARD and MASTER de LUXE

Chevrolet presents its proudest achievement — The Completely New Standard and Master de Luxe. Two cars that usher in an entirely new era of low cost motoring enjoyment. Forget every previous conception of what a low priced car could give you, because these new Chevrolets actually give you all the things you've wanted but considered impossible in a low priced car.

Their sleek low lines emphasize a new realisation of modern streamlining. Their new "Turret" Top all-steel bodies by Holden show your eye rythmic unbroken lines from speed-raked windscreens to inbuilt luggage trunks. These are the outward symbols that bespeak an amazing new Chevrolet achievement — two cars that out-match in beauty, performance, value and economy even those famous Chevrolets that have earned the unstinted praise of more than twelve million owners.



A Structural Engineering Triumph...The UNISTEEL "TURRET" TOP BODY by HOLDEN

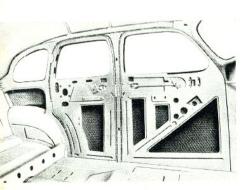


Chevrolet's genuine Unisteel "Turret" Top bodies by Holden bring you a major development in motoring safety, comfort and car life. These are not just new shapes in steel. They are engineered masterpieces that make chassis and body one complete rigid, rattlefree, silent unit.

Only a new constructional principle could achieve those things—only the vast engineering resources of General Motors and the giant organisation of Australia's largest body works, Holden's, could bring this principle to realisation.

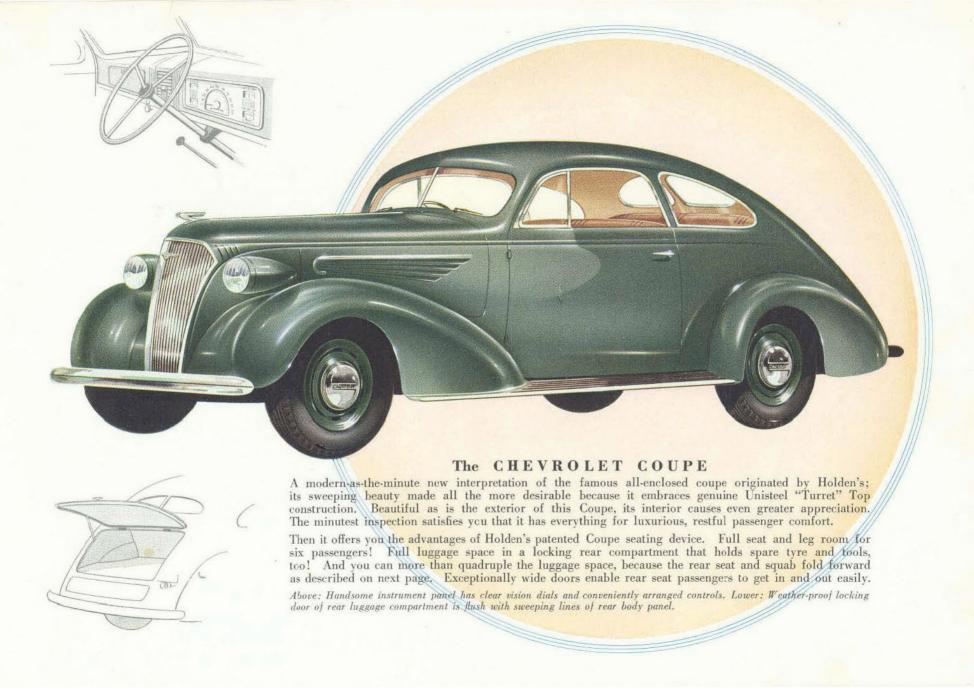
"Unisteel" is the new principle. "Unisteel" construction joins floor, cowl panels and "Turret" Top roof of the Chevrolet. all-silent, all-steel body together to form one integral structure welded at all joints, reinforced and braced, permanently silent and safe, not one bolt, screw, rivet or nail is used.

Chevrolet's new all-steel bodies are the most silent ever incorporated in a car. Unisteel construction permits the use of insulating materials which could not be used previously. Complete noise insulation of floor, roof, panels and points which are a source of noise in ordinary bodies is achieved. The quietness of travel in these bodies has to be experienced to be believed. Their extreme rigidity enables doors to be fitted snugly, so providing a seal against the entry of noise and draughts; and eliminating annoying squeaks and rattles. Because they are so perfectly insulated these Unisteel "Turret" Top Bodies by Holden are actually many degrees cooler under summer conditions, and warmer during the winter. Your first ride in this Completely New Chevrolet with its Unisteel Body will be more than a pleasure, it will be your first experience of real recotoring silence.



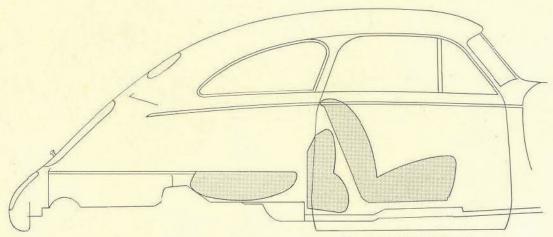


moving luggage.



Front seat in forward position

(for short drivers)



Front seat moved backwards (for tall drivers)

ALL ENCLOSED COUPE HAS FAMOUS HOLDEN PATENT FOLDING REAR SEAT

The smart sweeping lines of the exterior body-work of the Chevrolet all-enclosed Coupe present but one reason why this model is attractive to the buyer. The dual-purpose character of the rear compartment, which is made easy of access by the extra wide doors, provides a roomy comfortable seat for three more passengers, with ample leg space and head clearance. When this seat is not required for passengers, an ingenious patent, originated and introduced by Holden's, allows it to be folded forward with one easy motion, the back of the seat (squab) forming a level floor for the luggage compartment. The whole of the area behind the front seats thus becomes one large space for carrying luggage - more than four times that which could be carried in an ordinary car. This space can be used for innumerable purposes, such as for camping gear and stores during holiday touring, or for carrying a commercial man's samples, to mention only two.

"RELAX-O-FORM" THE NEW SEATING COMFORT.

Originated by Holden's and presented this year for the first time, "Relax-o-form" seating revolutionises car-seating

Hidden under a soft leather surface, the patented construction of "Relax-o-form" enables seat and squab to conform to every curve of your body, no matter how many bumps the car may be passing over. It gives an "air cushioning" effect — yet is firm enough to absorb every shock and vibration — making a day in a Chevrolet far less fatiguing than a short drive in a car with upholstery of orthodox construction.

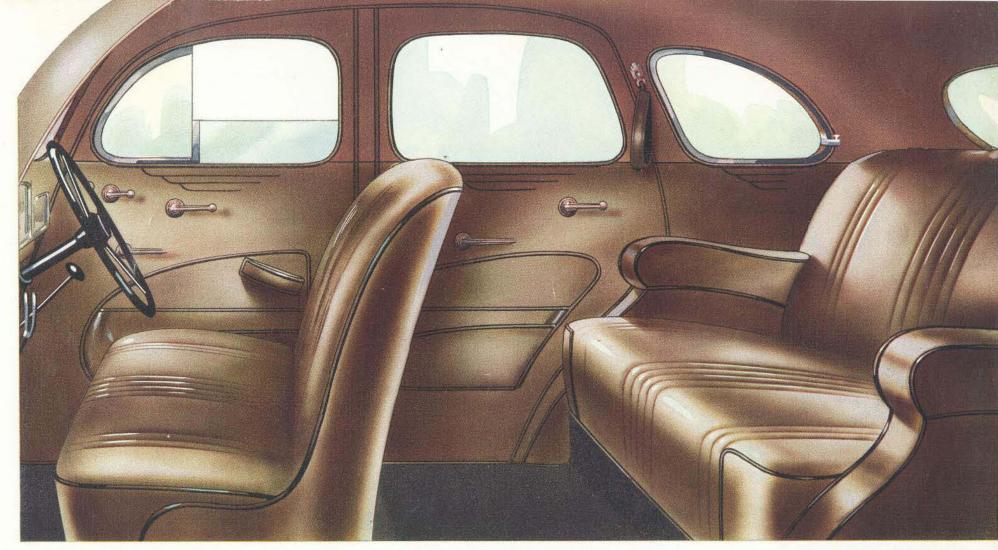


NEW MULTI-ADJUSTING DRIVING SEAT. A HOLDEN COMFORT FEATURE.

An innovation in this Completely New Chevrolet is the multi-adjustment driving seat designed by Holden's. This new seat is more than the ordinary sliding front seat—it provides a perfect driving position for all drivers irrespective

The new multi-adjustment seat operates in such a manner that when the seat is moved backward or forward the angle of seat and squab varies and the seat is raised or lowered. In this way the most restful position for the driver's back and legs is secured. Forward and upward for a short driver, backward and downward for a tall one. The seat can be adjusted in no less than eight different positions. When the Release Knob is pressed, the seat is drawn forward by a spring, while for backward movement, only a light pressure by the driver, is required.





Soft, spacious luxury is the dominant note of this new Chevrolet's interior—it presents a restful harmony of every detail. It's genuinely roomy too—with more leg room, head room, and seat room. There is no high tunnel through the floor to trip over, or be straddled by the centre passenger's feet; but a wide and thickly carpeted unobstructed floor. You'll delight in the dull-finish,

real leather, Relax-o-form upholstery (an exclusive Holden feature); the correct angle arm rests and the new front seat that automatically adjusts seat and squab to eight different positions for a perfect driving position to suit drivers of any height. Not a detail for passenger comfort is lacking, assist loops (Master de Luxe), roomy door pockets, glove box, foot rests, and easy operating door handles.







The sleek streamlined beauty of this new Holden designed tourer is but one reason why this model sets a new standard in open car designing. It brings to the touring car, comfort features previously found only in closed cars. Its rakish windscreen is constructed exactly like that of a sedan—with steel side pillars and top frame (this top frame slopes backward so that the hood is secured behind the windscreen, giving added smartness and eliminating wind entry at front of hood). Steel windscreen pillars also permit for the first time the introduction to an open car, of genuine No-draught ventilating panes with all their advantages for both passengers and driver. A surprise is the provision of a locking rear trunk with top-hinged lid, that conceals a commodious luggage space, and spare tyre and tool compartments.



MAJOR FEATURES OF THE NEW CHEVROLET

IMPROVED INDEPENDENT FRONT WHEEL SPRINGING.

(Genuine Dubonnet Knee-Action)

Independent front wheel springing (Knee-Action), proved by users (including the greatest racing drivers) the world over, to give motordom's safest and smoothest ride, is regular equipment on Chevrolet Master de Luxe. It is the only method of securing a really level smooth sale ride; the individual springs insulate the car from road inequalities at any speed, the whole of the car riding safely and smoothly with both front and rear passengers at perfect ease. Steering is feather-light, too, as no shocks are conveyed to the steering connections, so disposing of a common cause of driver-fatigue.

PERFECTED HYDRAULIC BRAKES

To the advantages of hydraulic brake operation — positive control, self-equalization and reliability — Chevrolet has added the equally important advantages of its own exclusive brake mechanism. Chevrolet alone has the fully controlled braking gained through the use of double-articulated brake shoe linkage — a design that automatically ensures full contact between brake shoes and drums, and automatically adjusts itself as the brake lining gradually wears from long usage. For holding on hills, or in reverse, these brakes are equally effective.







Winter or summer, wet weather or dry - you can ride in comfort with genuine No-Draught ventilation. You let air sweep freely through the car, or control a gentle circulation that expels stale air and tobacco smoke - and prevents the annoyance

and danger of windshield fogging. Comfort, clear air, safety, convenience - all are provided by the individually-controlled genuine No-draught ventilation. Fitted to all Chevrolet models. When the side window is lowered, its metal frame also disappears. This is most convenient for the driver, for, with the No-Draught pane swung open, it gives a clear space for easy vision, when backing and parking.

ALL STEEL VIBRATIONLESS FLOORS

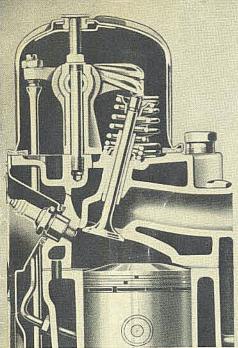
The Chevrolet floor is an all-steel unit - an integral part of the body. It is strong, vibrationless and silent; a protection from road dust and engine heat. Chevrolet's use of hypoid gearing in the rear axle enables the floor of these steel bodies to be set much lower and avoid high tunnels running through the centre which inconvenience passengers either seated or moving in and out There is a more convenient lower step and floor level; and exceptional height between floor and ceiling. No longer must passengers stoop almost double, nor ladies be embarassed by awkward steps.



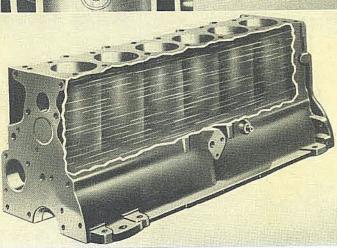
NEW BRIDGE-SPAN BOX GIRDER FRAME

till now only on costly cars, Chevrolet makes it available in every model.

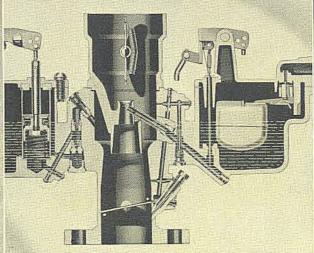


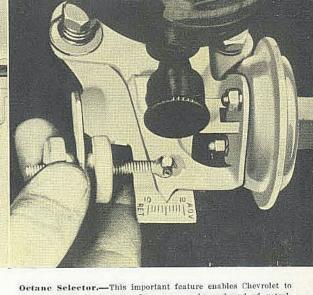


New Blue Flame Cylinder Head .- Chevrolet's new "Blue Flame" cylinder head has been scientifically designed to give more power and flexibility with a lower consumption of fuel. "Blue Flame" comes from the combustion principle discovered by General Motors Research Laboratories. A simple explanation is, that maximum power and economy is only achieved when the fuel is completely and efficiently burned. Such burning produces a blue flame. The Chevrolet "Blue Flame" combustion (hurning) chamber is so shaped, and sparking plugs and valves so placed that the fuel is completely burned. This complete combustion means great economies in petrol, because wastage is eliminated — it also gives better acceleration and greater power development.



Full Length Water Jackets.—In the Chevrolet cooling system, large water areas are provided around sparking plugs, valves and the full length of the cyclinder walls. With a big water capacity the unrestricted circulation prevents the likelihood of any hot spots developing in the engine, and keeps cylinders free from danger of distortion due to varying temperatures. The lubricating oil coming in contact with cylinder walls is cooled, and engine operating temperatures are materially reduced. Further oil cooling is effected by oil feed pipe to rocker arms passing through water jackets.

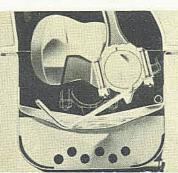




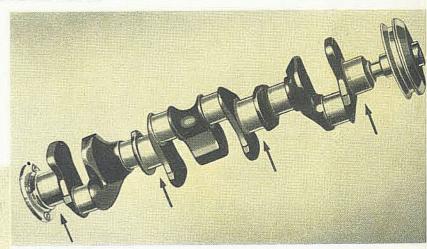
Balanced Down Draught Carburettor.—Only in Overhead-Valve engines such as Chevrolet can the fullest advantage be obtained from down draught carburettion, the system which gives added engine efficiency and quick starting action. A correct mixture of petrol gas actually falls into the cylinders instead of being sucked upwards. "Balanced" describes a special feature of design, which maintains an even pressure both inside and

outside the float and jet chambers, and so prevents variation in fuel mixture. Thermostatic control ensures rapid warming up in all weathers. Markedly improved economy has been achieved by re-designing this single-adjustment Carter-type carburettor to give the leaner (more economical) fuel mixture on which the new engine operates.

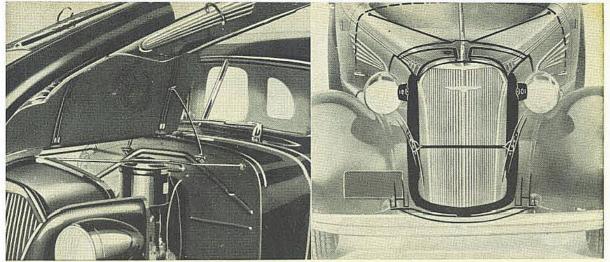
Pressure Stream Oiling.—In addition to positive pressure feed to crank-shaft camshaft and valve rocker arms, Chevrolet has an oiling system of dipper oiling at low speeds combined with pressure stream oiling at higher speeds. The latter system assures a positive and abundant oiling of connecting rod bearings through pressure lets or oil directed agains' the diopers.



Octane Selector.—This important feature enables Chevrolet to get the utmost in economy from any grade or brand of petrol. To gain maximum efficiency from the fuel being used, the readily accessible selector may be accurately adjusted by the knurled nuts, the marked scale clearly showing the amount of variation.

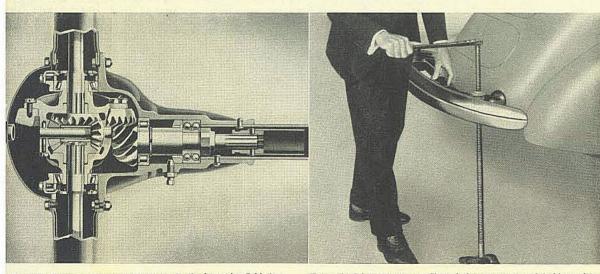


Four Bearing Crankshaft.—A four bearing-shaft, more highly counter-weighted than previous Chevrolet shafts, more rigid in torsion and better able to resist bending, is an important step in the direction of greater smoothness. A shorter stroke reduces centricual force and lighter pistons reduce reciprocating forces. A lighter, more sensitive harmonic balancer damps inherent tersional vibrations. A shorter, more rigid cylinder and crankcase casting, stifler by seventy-five per cent, against bending loads, is the final important contribution to the rigidity and smoothness of the engine.



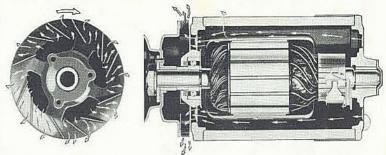
Convenient Bonnet Bracket,—Chevrolet introduces a convenient new feature for holding the engine bonnet in a raised position. At the rear end of the two bonnet fixps a sliding bracket rod is attached. This snaps into a locked position when the bracket is raised, giving a head high clearance that permits maximum accessibility to the engine.

Stabilised Front End.—On Chevrolet's stabilised front end, mudguards, radiator and headlamps are assembled together, in one complete and rigid unit mounted to the frame on a large rubber cushion to prevent noise and vibration.

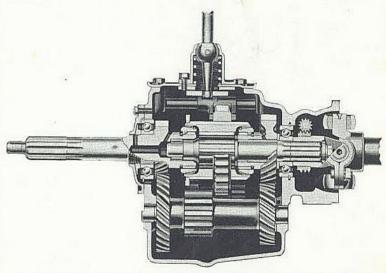


Hypoid Gears.—Chevrolet introduces to the low price field the hypoid gear rear axle, feature of costlier cars in recent years. The drive pinion engages the ring gear below the centre of the axle, lowering the propellor shaft and permitting lower bodies without high tunnels through the flows.

Easy Jacking System.—Chevrolet's new system of jacking takes all the fuss and bother out of raising the car. There's no necessity to stoop or bend—it is so simple that it can be operated by a child. This jack is designed to raise the car by means of the bumper bar supports at the front and rear of the car instead of difficult-to-get-at jack pads underneath the car. To jack up a wheel you simply hold the jack upright on the ground with the jacking bracket head (with its specially designed grip) under the bumper bar support nearest to the wheel—then, standing in an upright position, you merely operate the jack handle (which works on the ratchet principle) with an easy to and fro motion—a few turns and the car is raised, lifting the wheel free of the ground.



Air Cooled Generator.—Chevrolet has an extra large generator that provides ample current to the battery for operating lights, horn and radio. The generator is kept at a cool operating temperature by an efficient ventilating fan, incorporated in the armature.



Synchro Mesh Gears,—All Chevrolets have Synchro-Mesh Gears, an important contribution to driving safety that makes changes on hills and in traffic simple, even to a novice. This splendid feature, like many other modern improvements to motoring, was first introduced and patented by General Motors.

"AIR CHIEF" CAR RADIO



The "AIR CHIEF" CAR RADIO has controls specially designed for Chevrolet, and offers you a full bodied, perfectly modulated tone, keen selectivity and is entirely free from motor and foreign noises. The receiver and speaker are compactly housed in

the one unit which, when fitted behind the glove box, is entirely out of harm's way and does not interfere with the leg room of the passenger.

The "AIR CHIEF" CAR RADIO embodies all the latest car radio features:—

Delayed Automatic Volume Control.

Synchro Tuning.

Manual Tone Control, Improved Daylight Reception.

Improved Sensitivity, Tone and Volume.

No spark plug suppressors are required with this set, which is warranted for 90 days.

Instal an "Air Chief" and derive the utmost pleasure from your motoring hours.

G.M-H ACCESSORIES ENHANCE THE PLEASURE OF DRIVING YOUR CHEVROLET

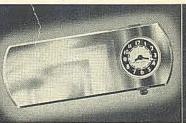
These Accessories and many more equally attractive — have been specially designed for equipping the New Chevrolet Models, and the addition of such useful fittings and refinements gives an individual distinction at most reasonable prices. If they are selected at the time of purchase the cost may be included in the terms price of the car.



De Luxe Steering Wheel.



Gas Tank Locking Cap.



Rear View Mirror with Clock.



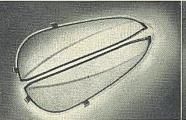
Inspection Lamp.



Kool Kooshion.



PH7 Radiator Cleaner and Preservative.



Insect Screens



Disappearing Ash Tray.

OTHER ACCESSORIES AVAILABLE BUT NOT

Brake Lever Extension Handle.
Door Ease — Dry Lubricant.
Ornamental Radiator Cap.
Glove Panel and Clock.

Cigarette Lighter, Heat Indicator, Fender Marker, Wheel Discs, Visor Vanity Mirror, Fancy Horn Button, Wheel Mouldings, Extra Sun Visor. I L L U S T R A T E D A R E

Fender Stream Liners (Prime Finish).

De Luxs Gear Shift Lever Ball,

GM-H Duco Cleaner and Pollsh.

Left Hand Windshield Winer.

G.M.A.C. CONFIDENTIAL PAYMENT PLAN

When you acquire your Chevrolet under the G.M.A.C. Confidential Payment Plan you enter into business relations, not with an outside finance organisation, but with a Company which is a unit of General Motors, and thus has a direct interest in maintaining your satisfaction in your car. Because General Motors Acceptance Corporation is the largest Hire Purchase Institution in the world, it is able to offer low rental charges, and to arrange a payment plan fitted to your individual requirements. Your local dealer can explain the G.M.A.C. Plan to you and arrange your payments on a basis convenient to you.

PROTECTIVE OWNER-SERVICE POLICY

For 90 days, or 3,000 miles of operation, whichever is first reached, 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 of your Chevrolet without any charge whatsoever. Chevrolet Spare Parts Service is available throughout Australia.

YOUR MONEY GOES FARTHER IN A GENERAL MOTOR'S CAI

All these FEATURES at CHEVROLET'S LOW PRICES

ECIFICATIONS

STANDARD AND MASTER DE LUXE.

ENGINE: Six cylinders, valve-in-head; 31/2 in. bore, 3% in. stroke.

VALVES: Intake, 141/64 in. diameter; exhaust, 115/32 in. PISTONS: Light-weight cast-iron, with dome-head and slipper-skirt; electroplated.

CONNECTING ROD BEARINGS: 25/16 in. diameter, 11/2 in. long. Material, babbitt.

CRANKSHAFT: Weight, 68 pounds. Counterbalanced. Harmonic balancer combined with crankshaft pulley. Four bearings.

CRANKSHAFT BEARINGS: Front, 211/16 in. diameter by 13/16 in, long. Front center, 223/32 in, by 13/16 in. Rear Centre, 234 in. by 17/16 in. Rear, 225/32 in. by 15/8 in. Material, steel-backed babbitt.

CAMSHAFT BEARINGS: Front, 21/32 in. diameter by 11/8 in. long. Front center, 131/32 in. by 15/16 in. Rear center 129/32 in. by 15/16 in. Rear, 127/32 in. by 15/16 in. Material, steel-backed babbitt.

OILING SYSTEM: Positive pressure feed to crankshaft. camshaft, and valve rocker arms. Connecting rod bearings lubricated by dippers at low speeds, and at higher

speeds by pressure jets of oil directed against the dippers. Gear type pump in crankcase, with screen on intake side. Crankcase ventilator.

FUEL SYSTEM: Down-draught, Carter single-adjustment balanced carburettor, with accelerating pump. AC air cleaner, silencer and flame arrester. Fuel mixture heated (thermostatic control) in manifold heat chamber. Mechanical high-reserve fuel pump with filter. 12-gallon tank in rear.

COOLING: Harrison ribbed cellular copper-core radiator. Self-adjusting water pump. Full-length water jackets. Nozzle-spray valve-seat cooling.

IGNITION: Delco-Remy. Waterproof high tension wires. Automatic and vacuum spark advance control. Octane

CLUTCH: Single-plate. Single cushion-mounted disc with braided moulded facings.

TRANSMISSION: Synchro-Mesh. Silent second speed.

REAR AXLE: Semi-floating. Hypoid drive gears. Onepiece banjo-type pressed steel housing. One-piece differential case.

FRAME: Box-girder type, with box-section side-rails and cross-members.

REAR SPRINGS: Semi-elliptic, with threaded shackles. Delco-Lovejov type shock absorbers.

BRAKES: Four-wheel hydraulic, 11 in. brake drums, with cast-iron braking surface and cooling ribs. Separate mechanical emergency hand brake.

WHEELS: Five Ventilated Disc-type Pressed Steel wheels. Spare wheel carried in concealed locking rear compartment. TYRES: 6.00-16.

INSTRUMENT PANEL: Indirectly lighted. Includes ammeter, oil pressure gauge, speedometer, theft-resisting ignition lock, lighting switch, choke, throttle control, petrol gauge, glove box with door, Ash Receivers, Covered openings for installation of radio control.

EOUIPMENT: High-pressure gun lubrication, tool kit, tail and stop light, rear vision mirror, electric windshield winer, vibrator horn, two-beam headlamps with parking bulbs. adjustable sun visor, Holden's Patent adjustable driver's seat, No Draught ventilation. Bumpers front and rear. WHEELBASE: 1121/4 inches.

ON STANDARD MODELS ONLY.

FRONT SUSPENSION: 1-beam front axle. Semi-elliptic springs; reversed front eyes, double wrapped. Singleacting shock absorbers.

STEERING GEAR: Semi-reversible, worm and straddlemounted sector, 16 to 1 ratio.

ON MASTER DE LUXE MODELS ONLY.

FRONT SUSPENSION: Genuine Dubonnet type fully enclosed Independent Front Wheel Springing (Knee Action) with built-in double-acting shock absorbers.

INSTRUMENT PANELS: Engine heat indicator.

STEERING GEAR: Shockless semi-reversible, worm and roller sector, 171/2 to 1 ratio.

CONTROLS: Rubber pads on clutch and brake pedals. EQUIPMENT: Full Fluted-bar Bumpers front and rear;

Applied Chromium Mouldings on Engine Hood Louvres and Running Boards: Dual Windscreen Wipers (Sedan and Coupe): Two Interior Sun Visors: Assist Loop: Arm Rests on both Front Doors: Special Ornate Mascot. Silken-cord Robe Rail.

SPECIFICATIONS AND EQUIPMENT SUBJECT TO CHANGE WITHOUT NOTICE.



GENERAL MOTORS-HOLDEN'S LTD.

BRISBANE

SYDNEY

MELBOURNE

ADELAIDE

PERTH