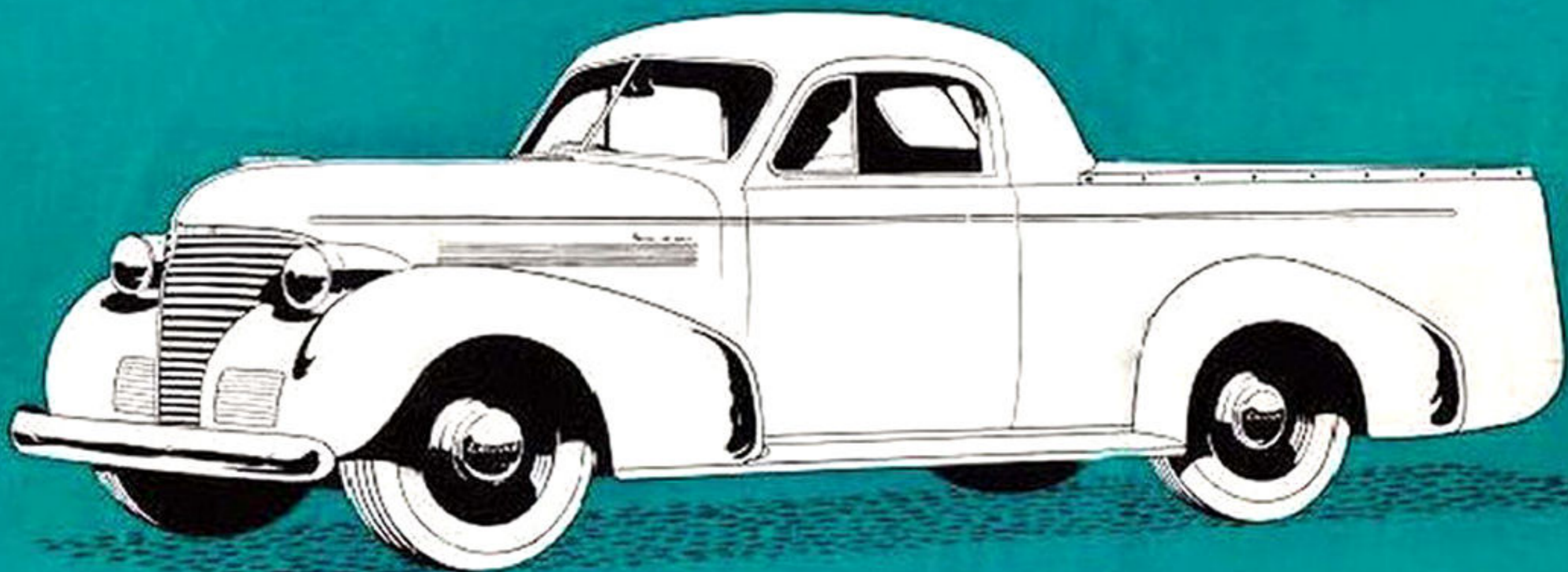


CHEVROLET *Utilities*



The Ideal Dual-purpose Units

AGAIN CHEVROLET HAS THE MOST ADVANCED UTILITY FEATURES AT THE LOWEST PRICE

With a magnificent new range of Standard and Master de Luxe Utilities Chevrolet offers the smartest, biggest-value dual-purpose units on the Australian market. Only Chevrolet—built by the world's largest manufacturers of commercial vehicles—gives you such advanced Utility engineering and design features at such an economical price... the smartest styling... all the comfort, safety and handling ease of a costly passenger car... the overall economy, body capacity and durability needed for the most profitable hauling of 10-12 cwt. loads.

The new Coupe Cabs, supremely comfortable, have an outstanding new design-feature: "Pilot-Seat" Driving Vision—windscreen area is 25% greater—visibility and control are increased to an amazing extent. Cabs have "Armourplate" Safety Glass in windscreen and side windows and No-draught Ventilation. A new and amazingly comfortable system of leaf-springing is an outstanding feature of the new Standard models. Completely redesigned springs in front with new "Dual-rate" rear springs give a wonderfully smooth ride whether the Utility is loaded or empty (read details on Page 7). On Master De Luxe models an exclusive Vacuum-assisted Safety Gear Shift Control is mounted on the steering column—with the new under-dash position of the handbrake, the floor is entirely free from levers. Perfected Independent Front Wheel Springing is another outstanding Master De Luxe feature—with new "Dual-rate" rear springs it gives unequalled riding comfort and Shockproof Steering.

Chevrolet has many other Utility features of major importance. Note the list at right, then make your own test of a suitable unit on your own job . . . check Chevrolet's

Overall Economy and you will find that no other Utility, big or small, offers such a splendid investment.

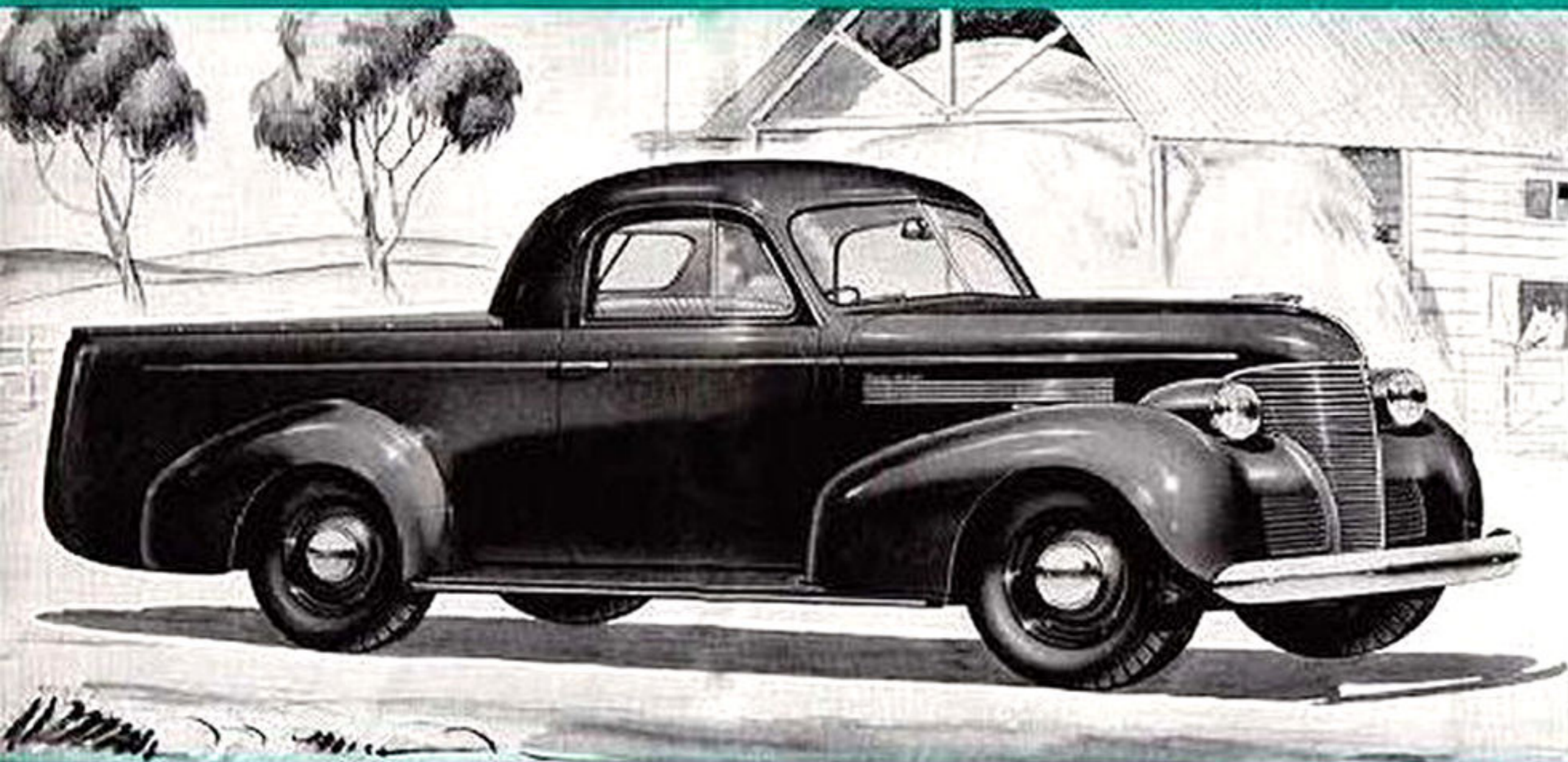
12% GREATER LOADING SPACE: Ample capacity for the bulkiest 10-12 cwt. loads is provided in Chevrolet's New Utility Bodies. As illustrated left, an entirely new body design gives more than 12% greater load space. Wheel housings are smaller . . . overall floor length is increased to 85½ ins.; maximum floor width is now 55½ ins. and depth of sides 21½ ins. All open body models are of welded steel construction with hardwood floors and steel skid strips. Body styles include: Open, Wellside and Placboard Deliveries and Panel Van.



FEATURE HIGHLIGHTS

- "PILOT-SEAT" DRIVING VISION — Driver's vision and control are immeasurably improved.
- VACUUM-ASSISTED SAFETY GEAR SHIFT (Master de Luxe) — cab floor is free of levers.
- PERFECTED INDEPENDENT FRONT WHEEL SPRINGING (Master de Luxe).
- NEW LEAF-SPRINGING (Standard Models) — completely redesigned front and rear springing, giving an unbelievably smooth ride.
- HANDSOME NEW HOLDEN "TURRETOP" COUPE CAB — with "Armourplate" Safety Glass windscreen and side windows and No-draught Ventilation.
- PERFECTED "FULL CONTACT" HYDRAULIC BRAKES with Trigger Control under-dash handbrake.
- FAMOUS 6-CYL. OVERHEAD VALVE ECONOMY ENGINE — never needs replacing and is famous for its operating economy and accessibility.
- TIPTOE-MATIC CLUTCH AND GENUINE SYNCHRO-MESH GEARS.
- 12% GREATER LOADING SPACE.
- ALL MODELS COMPLETELY EQUIPPED AND CORRECTLY TYRED.

In addition to the new range of Standard and Master de Luxe models, a heavier type "Commercial" Utility for 15 cwt. loads is also available in a full range of body styles. Your Chevrolet Dealer will gladly give you full particulars.

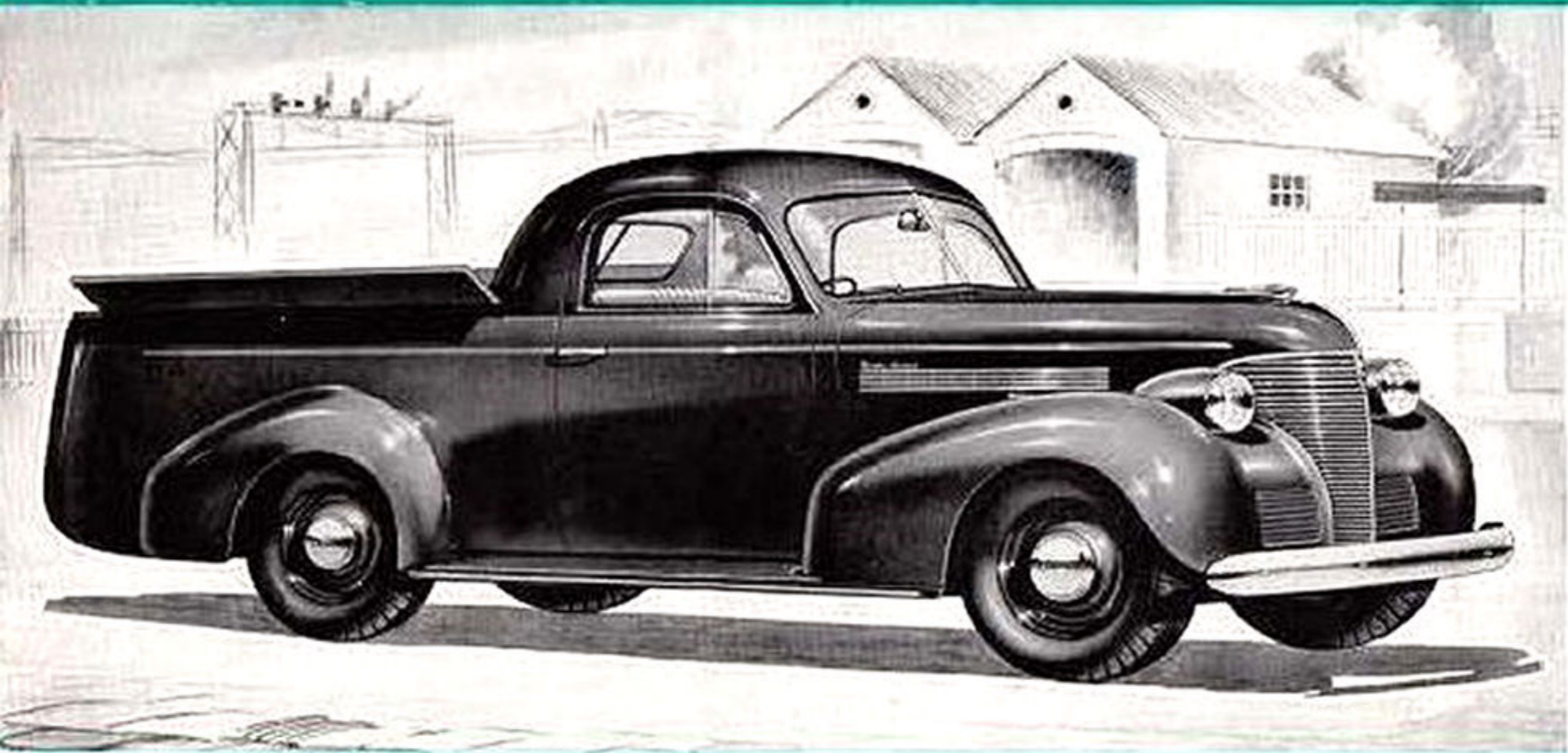


OPEN DELIVERY

Here is the biggest value dual-purpose unit on the market. With handsome styling and neat "snap-on" waterproof cover over the load compartment it's a smart, comfortable, pleasure vehicle. But when there's work to do you'll appreciate its extra-big load space, and the efficient, economical way this Chevrolet Utility handles all loads up to 10-12 cwt.

Available with full door Coupe Cab on Standard or Master de Luxe Chassis. (Master de Luxe model illustrated.) Body dimensions are:—

Length of Floor (maximum)	85½ ins.
Width of Floor (maximum)	55½ ins.
Width at Top of Sides	57½ ins.
Width inside Wheel Housing	45½ ins.
Height of Sides from Floor	21½ ins.



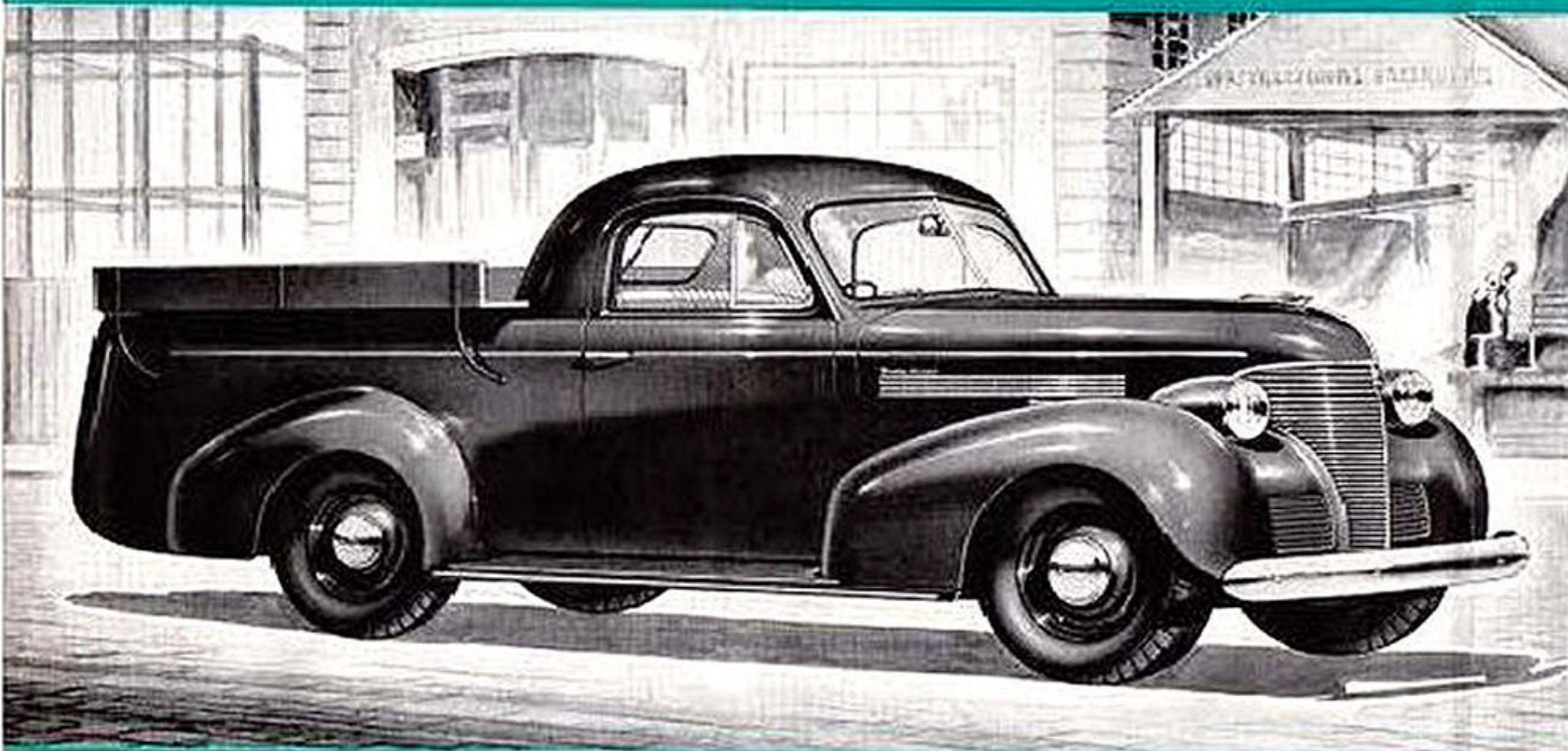
FLAREBOARD DELIVERY

Whether your job is all stop and start or fast long-distance work, you'll find Chevrolet Utilities unequalled for economical haulage. This model is the one you need for extra bulky loads—bales, boxes, cases, packages.

The sturdy hardwood flareboards add 5½ inches to the depth of the sides and increase the big load capacity by approximately 12 cubic feet.

Available with full door Coupe Cab on Standard or Master de Luxe Chassis. (Master de Luxe model illustrated.) Body dimensions are:—

Length of Floor (maximum)	85½ ins.
Width of Floor (maximum)	55½ ins.
Width at Top of Sides	57½ ins.
Width inside Wheel Housings	45½ ins.
Height of Sides (floor to top of flare)	27½ ins.

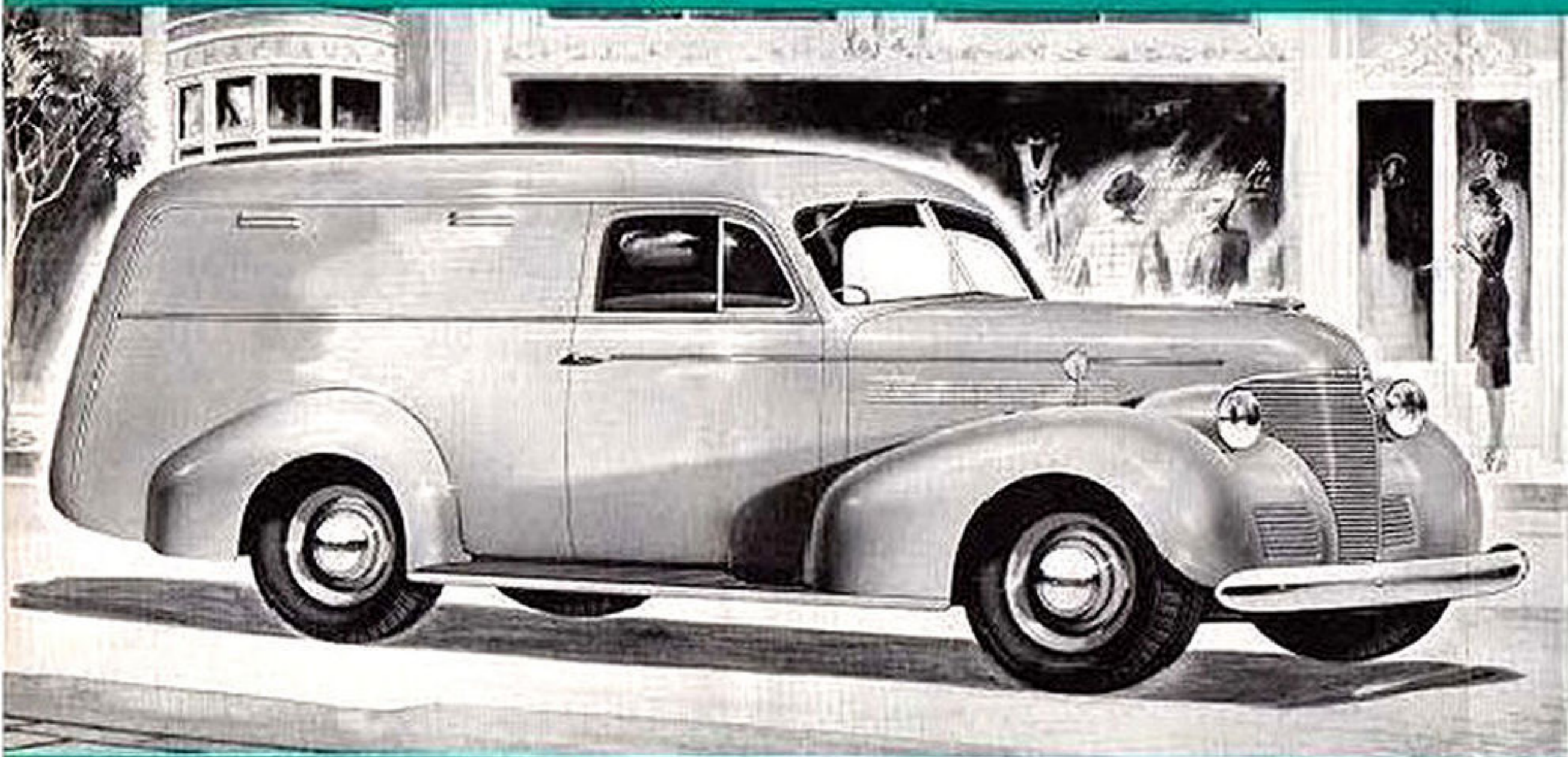


WELLSIDES DELIVERY

The model illustrated is the most useful unit for Builders, Plumbers, Electricians, Fruiters, Grocers—for any job where the normal load has extra bulk or length. This smart Chevrolet Utility will save you money when you buy it and continue to save you money because of its low operating cost, low maintenance cost and greater allround dependability.

Available with full door Coupe Cab on Standard or Master de Luxe Chassis. (Master de Luxe model illustrated.) Body dimensions are:—

Length of Floor (maximum) — —	85½ ins.
Width of Floor (maximum) — —	55½ ins.
Width inside Wheel Housings — —	45½ ins.
Width at top of Sides — — — —	57½ ins.
Width inside Wellsides — — — —	65½ ins.
Height of Sides (floor to top of wellsides) — —	28 ins.



STANDARD PANEL VAN

This handsome steel Panel Van has a capacity of 100 cubic feet. A half-sliding bulkhead partition behind the driver and two hinged doors at the rear give easy access to the big load space. Loading height is only 30½ ins. from the ground—driving compartment is equipped with the comfort of a passenger car. You'll find this new Chevrolet unit the most economical full-sized Van to buy, to operate and to maintain.

Available on Standard Chassis only. Body dimensions are:—

Length of Floor (driver's seat to rear doors at floor level) — —	88½ ins.
Height of Roof from Floor — —	43 ins.
Width inside Wheel Housing — —	45 ins.
Width of Floor (maximum) — —	57 ins.

CHEVROLET'S FAMOUS 6 CYL. OVERHEAD VALVE ECONOMY ENGINE IS IDEAL FOR UTILITY WORK

Overhead Valve Engine design is acknowledged by engineers to be at least 10% more efficient size for size than any other type. Overhead Valve design permits the most efficient cooling of cylinders, exhaust valve seats and spark plugs; better lubrication of all valve mechanism; and greatest accessibility for servicing. These factors alone represent a big saving in maintenance cost, over the life of your Chevrolet Utility. With all the advantages of overhead valve design and with many mechanical refinements for 1939, the 55 h.p. Chevrolet engine is ideal for Utility work. It never needs replacing; its power development is ample for fast, top-gear work at comparatively slow engine revs., and it develops this power with such efficiency that the average running cost of a full-sized Chevrolet Utility is only a little more per year than that of the smallest, low-powered units.

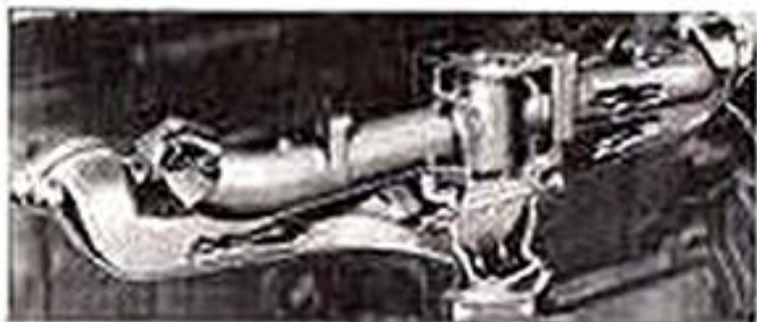


FOUR-BEARING CRANKSHAFT WITH HARMONIC BALANCER

Chevrolet's rugged crankshaft has four large bearings; is balanced both statically and dynamically and is equipped with a new, more sensitive rubber-floated Harmonic Balancer which dampens out all torsional vibrations. The Harmonic Balancer is a costly engineering feature used by few low-priced Utilities and is a big factor in Chevrolet's velvety-smooth running.

EFFICIENT COOLING SYSTEM

Chevrolet has an exceptionally efficient, trouble-free cooling system. A thermostat in the water outlet closely regulates engine temperature and a big four-bladed fan provides ample cool air circulation. A new leak-proof pump (illustrated), self-adjusting and permanently lubricated, is mounted on ball bearings directly behind the fan.



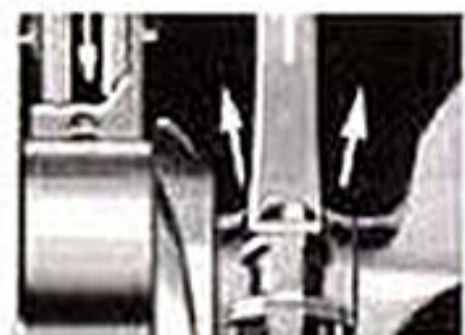
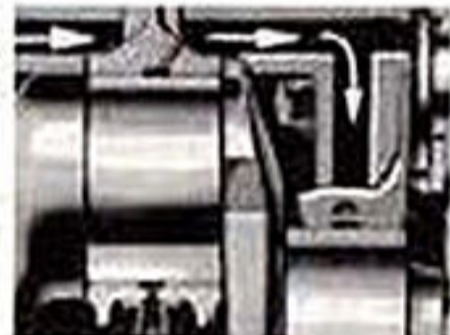
MANIFOLD HEAT CONTROL

The temperature of the fuel mixture for the Chevrolet engine is controlled by a manifold warming chamber. This ensures a quick warm-up and swift acceleration without excessive use of the choke. As engine temperature increases, exhaust gas is automatically diverted to the exhaust pipe.



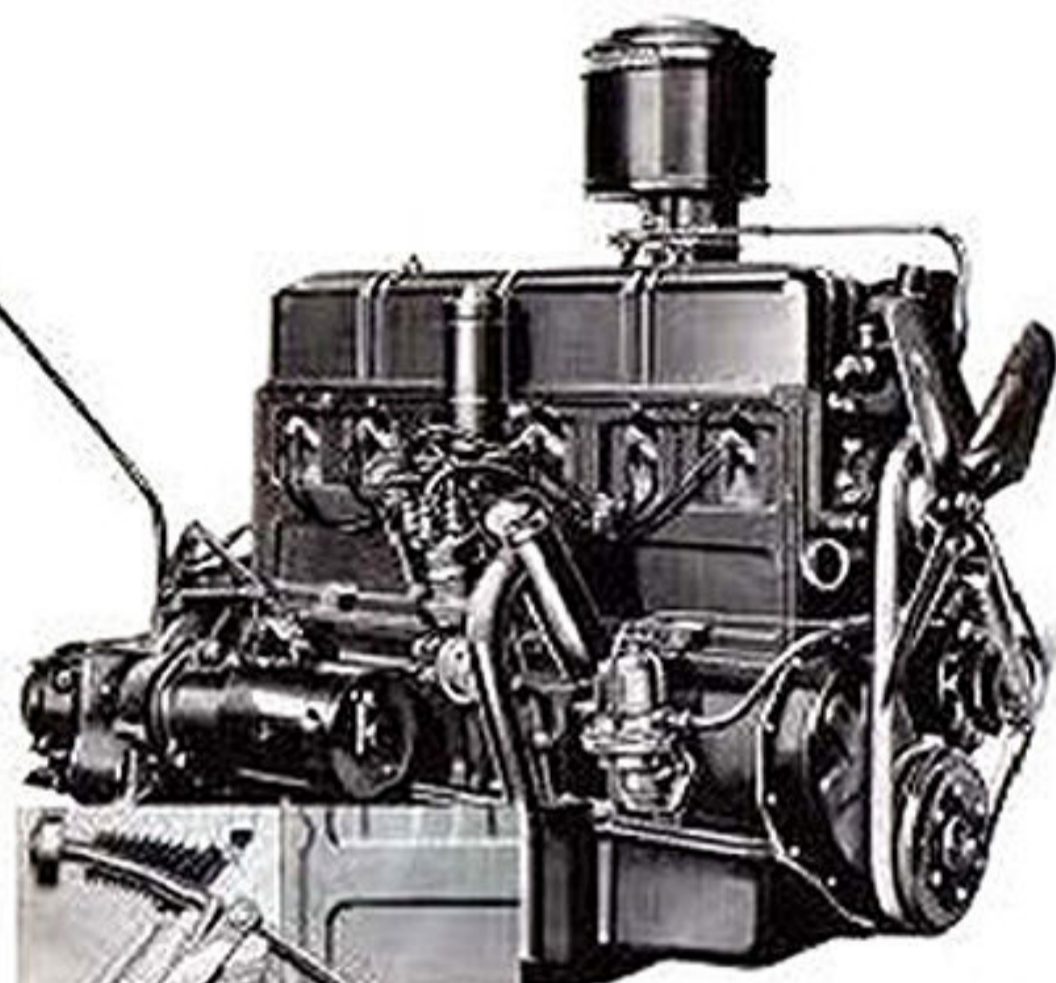
BLUE FLAME COMBUSTION

Chevrolet's combustion chamber is shaped and proportioned to produce full power from every atom of fuel. Compression ratio is 6.25 to 1.



FOUR WAY OILING SYSTEM

1. OVERHEAD PIPE to valve mechanism. New pressure regulator ensures positive oiling.
2. DIRECT PRESSURE to crankshaft and camshaft bearings through drilled passages.
3. PRESSURE SPLASH. Connecting rod dippers hitting pressure jets spray oil to piston walls and pins.
4. PRESSURE STREAM. Solid high-pressure jets of oil flood the connecting-rod bearings at high speeds.



MANUAL SHIFT STARTER

The starter pedal on all Chevrolet Utilities is linked directly to the starter pinion. By this means positive engagement of starter pinion and ring gear is assured at all times—faulty meshing is eliminated.



SPRAY COOLED VALVES

Cool water from the radiator is sprayed directly against the metal surrounding exhaust valve seats, ensuring safe temperatures under all driving conditions.



OCTANE SELECTOR

Distributor timing can be quickly regulated for best performance and greatest economy from any grade of fuel.

CHEVROLET'S CHASSIS IS ENGINEERED FOR SAFETY, LONG LIFE AND ACCESSIBILITY

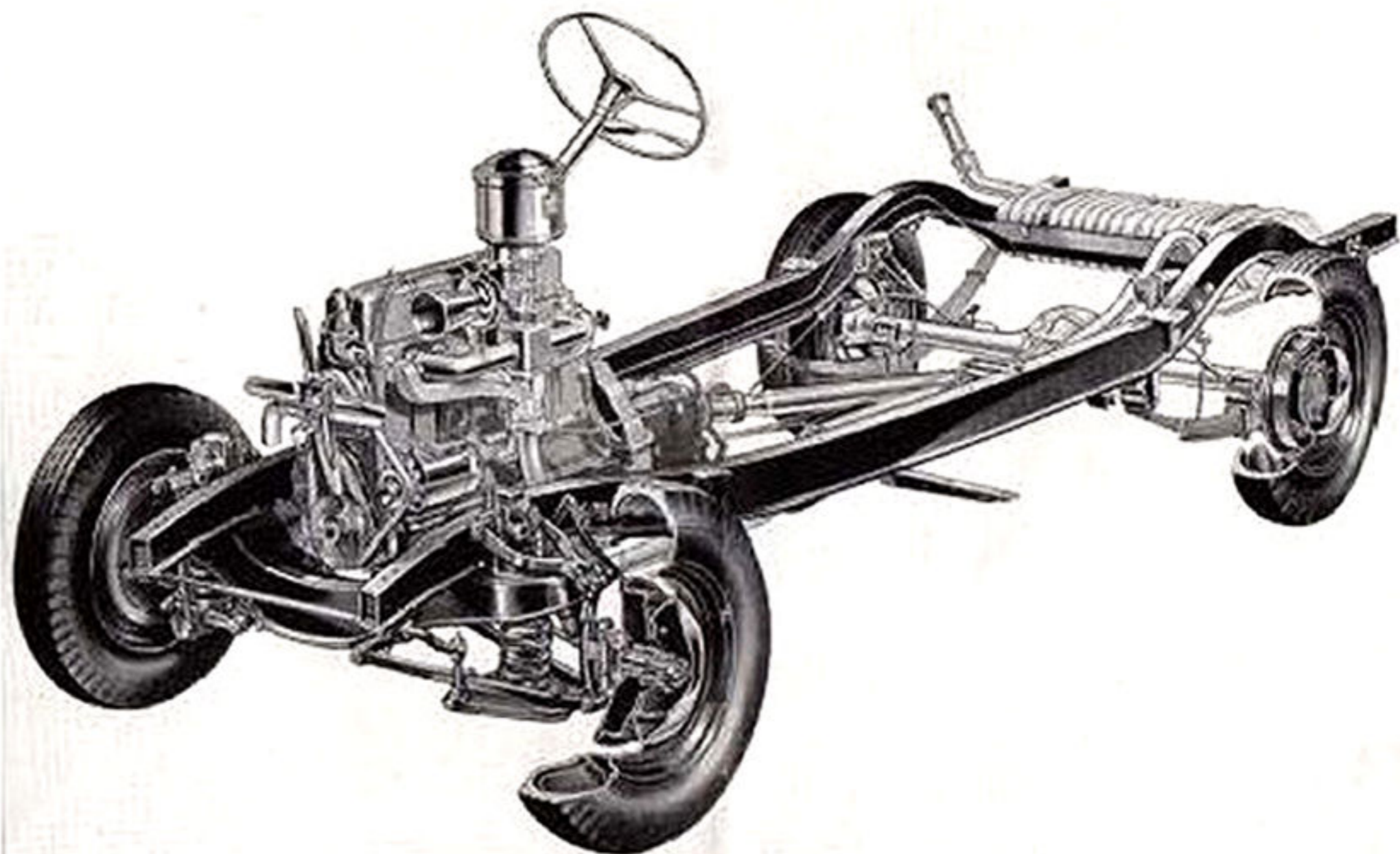
*OUTSTANDING FEATURES INCLUDE:
New Leaf-Springing (Standard Models);
Perfected Independent Front Wheel Springing
and Vacuum-assisted Safety Gear Shift (Master
de Luxe).*

NOTE.—Petrol tank is mounted at rear (as illustrated) on chassis only. On Body models tank is located under the driver's seat and is filled from outside the cab on the kerb side.

Chevrolet provides two distinctly different chassis for Utility work—the Standard with an entirely new leaf-spring suspension, and the Master de Luxe with Perfected Independent Front Wheel Springing and new "dual-rate" rear springs. In both series only the highest quality materials are used—the entire frame is of sturdy box-girder construction and chassis components are scientifically located to provide the greatest strength, safety and accessibility.

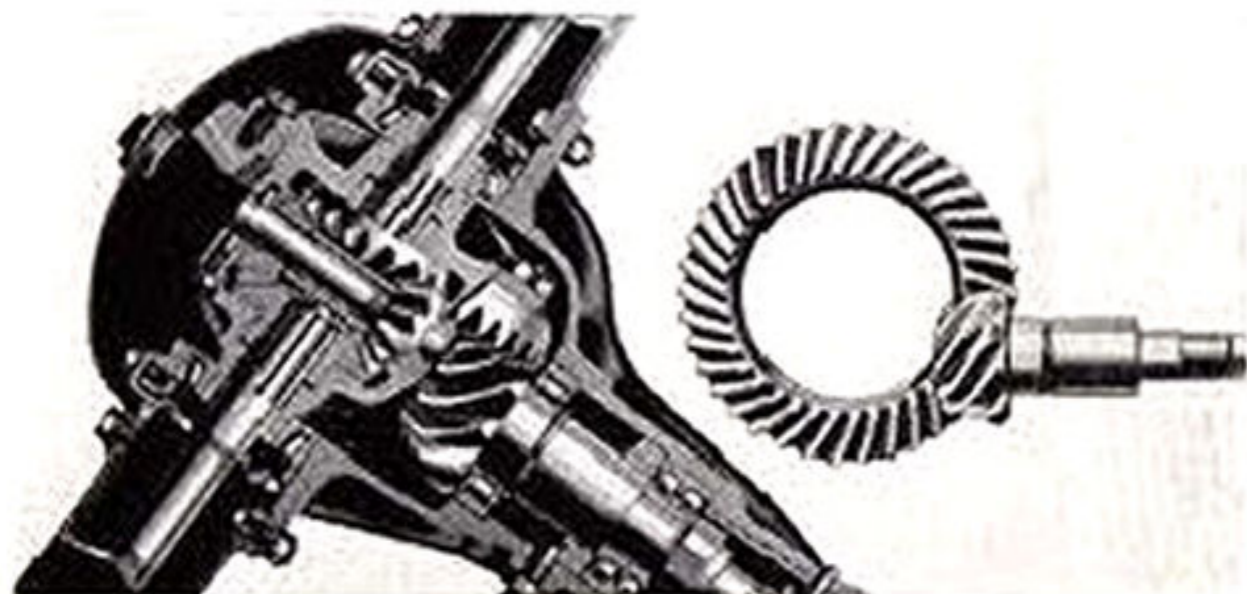
Illustrated is the Master de Luxe Chassis with wheels cut away to show the new Independent Front Suspension unit, Ride Stabilizer, Rear Springs and Brake Mechanism. The illustration also shows the new Vacuum-assisted Gear Shift lever. This new Gear Control and the provision (on all models) of a new trigger-type handbrake under the dash, leaves the cab floor in Master de Luxe models free from hand levers.

The Standard Chassis, similar in other respects to the Master de Luxe, has a rigid "I" beam front axle and an amazing new leaf-spring system which gives unbelievably smooth riding qualities. Details of this are given on the next page.



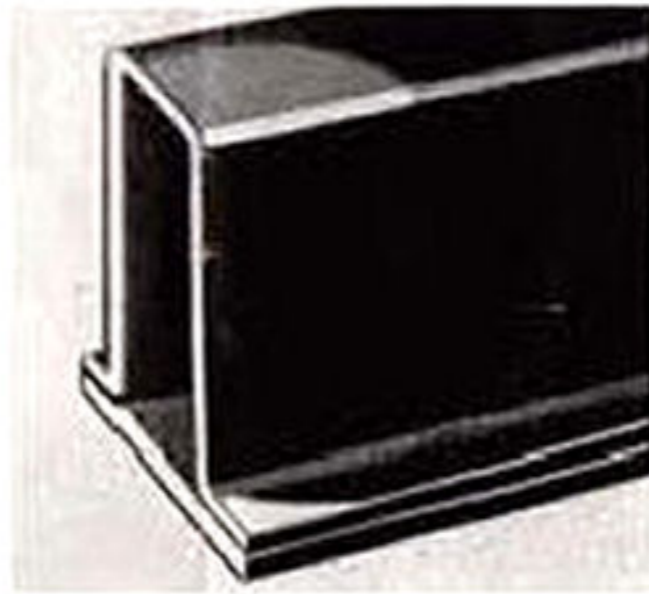
HYPOID AXLE GEARS

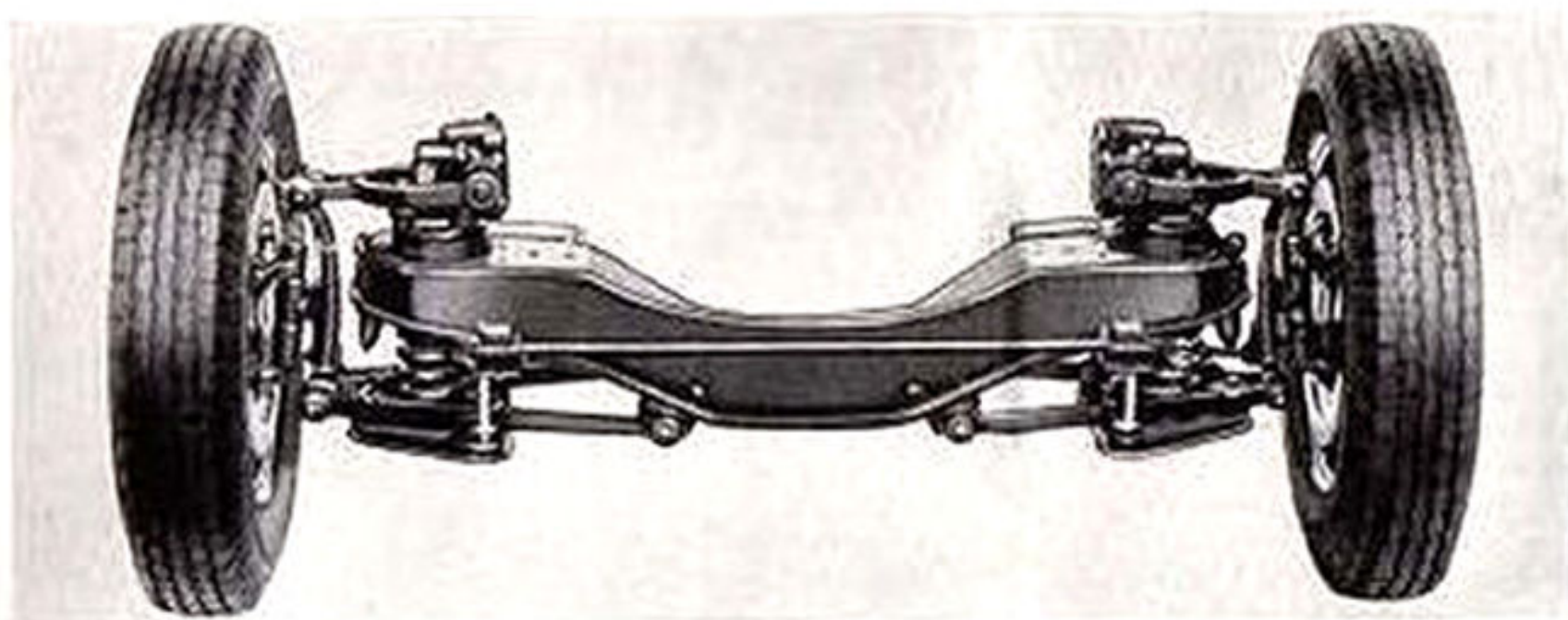
With Chevrolet's Hypoid Gear Assembly, the drive pinion engages the crown wheel below the centre of the axle. The propeller shaft is thus lowered, permitting the construction of flat floors in both cab and load compartment and a lower centre of gravity. Chevrolet's semi-floating rear axle is supported on sturdy roller bearings in a pressed-steel banjo-type housing. The whole Chevrolet back axle assembly has an unsurpassed record for durability.



BOX GIRDER FRAME

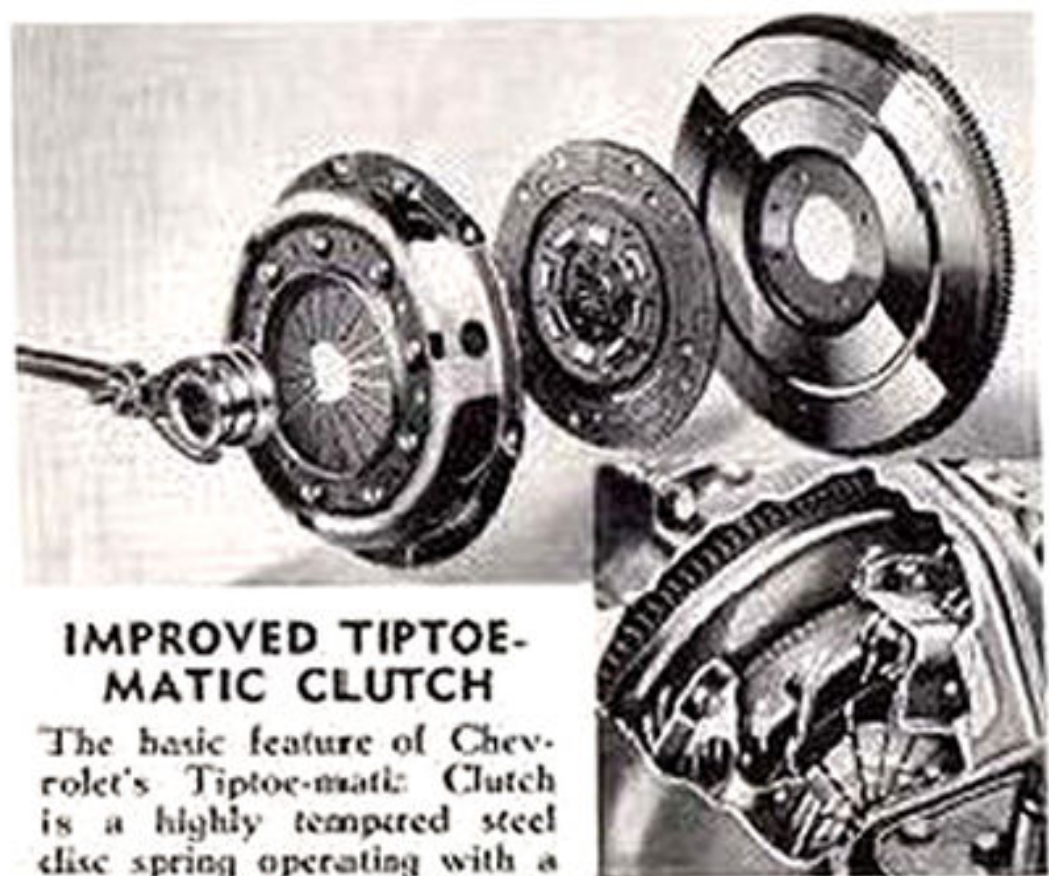
The entire frame of both Standard and Master de Luxe Chassis is of rugged box-girder construction—a method long recognised by engineers as the best means of using the natural strength and sturdiness of steel to the greatest advantage. Each frame member is a deep, flanged channel-section covered by a heavy closure plate welded across the channel to the extreme edges of the flanges.





PERFECTED INDEPENDENT FRONT WHEEL SPRINGING (Master de Luxe models)

Since Chevrolet pioneered Independent Front Wheel Springing on a low-priced full-sized Utility in 1934, millions of Chevrolet owners have proved its safety, durability and comfort. Other manufacturers throughout the world have steadily adopted this modern feature, but Chevrolet, with more experience than any other manufacturer in the production of independently sprung units, still leads the way by equipping the Master de Luxe Utilities for 1939 with the new Perfected system illustrated above. Its mechanism is triple-tested, and exclusive unit construction permits greatest accessibility for servicing. Soft coil springs are controlled by double-acting hydraulic shock absorbers and a ride stabilizer, giving unequalled riding comfort and genuine shock-proof steering.



IMPROVED TIPTOE-MATIC CLUTCH

The basic feature of Chevrolet's Tiptoe-matic Clutch is a highly tempered steel disc spring operating with a "diaphragm" action on the pressure plate. It is a clutch particularly suited to Utility work with its constant stopping and starting. It gives equal pressure distribution, prolongs the life of clutch linings and safeguards the flywheel face because of its smoother, more positive engagement. A permanently lubricated throw-out bearing adds to its smooth efficient action and a specially designed pressure plate (inset) ensures thorough cooling of the clutch assembly.



NEW VACUUM ASSISTED SAFETY GEAR SHIFT (Master de Luxe)

On Master de Luxe models the gear change lever is now mounted on the steering column, and a special vacuum control (designed by and exclusive to Chevrolet) takes 80 per cent. of the effort out of gear changing. Gears are changed in the normal way and can be operated when the engine is not running.

All Chevrolet Utilities have genuine synchro-mesh transmission; gear changing at all times is safe, certain and "clashless."



NEW "DUAL-RATE" REAR SPRINGING

New "dual-rate" rear springs on all models give a wonderfully smooth ride whether the vehicle is loaded or empty. With a light load deflection rate for each spring is only 155 lbs.—almost equal to that of the front springs. This harmonized action gives a smooth comfortable ride without wheel chatter and axle bounce. When full load is carried the auxiliary leaves come into action, increasing the deflection rate to 260 lbs. for each spring. Spring action is controlled by double-acting hydraulic shock absorbers.



NEW LEAF SPRINGING (Standard Models)

The new springing on this year's Chevrolet Standard Utilities gives amazing new riding comfort. Front spring length is increased, giving a longer riding base and a valuable dampening effect is secured by mounting front springs off centre—the extra length is located behind the axle. Thin leaves are used and deflection rate of front and rear springs is now approximately equal when the vehicle is lightly loaded. A special spring loaded kick shackle at the rear of the front spring on the driving side prevents spring movement being transmitted to the steering linkage. Two rubber buffers mounted on the frame, one over the axle and one toward the rear of the spring, prevent metal-to-metal contact when spring travel is excessive. DOUBLE-ACTING HYDRAULIC SHOCK ABSORBERS of the highly efficient end-to-end discharge type are fitted to all springs (see section inset) and a rubber-insulated ride stabilizer bar at the forward end of the front springs prevents body roll and side-sway.



PERFECTED "FULL CONTACT" HYDRAULIC BRAKES

Chevrolet has the safest, smoothest, most dependable brakes ever fitted to a low-priced Utility. As illustrated, Chevrolet brake shoes have a double articulated linkage which ensures full contact between drum and linings whenever the brake is used. There is no "heel and toe" wear as in brakes with ordinary linkage—brake fading is eliminated—the life of brake linings is considerably increased and because full use is made of the 154 sq. ins. of effective braking area available, safe, positive straight-line stops are assured.

S P E C I F I C A T I O N S

CHEVROLET STANDARD AND MASTER DE LUXE UTILITIES

ENGINE.—Six cylinders, overhead valve; 3½ in. bore, 3½ in. stroke; S.A.E. or R.A.C. rating, 29.4 h.p.; develops 85 h.p. at 3,200 r.p.m.

VALVES.—Intake, 1½ in. diameter; exhaust, 1½ in.

PISTONS.—Light-weight cast iron, with dome-head and slipper-skirt; electroplated.

CONNECTING ROD BEARINGS.—2½ in. diameter, 1½ in. long. Material, babbitt.

CRANKSHAFT.—Weight, 68 pounds. Counterbalanced. Rubber-floated Harmonic balancer combined with crankshaft pulley. Four bearings.

BEARINGS.—Four removable steel-backed main bearings. Four removable steel-backed camshaft bearings. Cast babbitt connecting rod bearings.

OILING SYSTEM.—Refill capacity, 8½ pints. 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; 15-gallon tank under driver's seat on body models.

COOLING.—Ribbed cellular copper-core radiator. Capacity, 11½ quarts. Self-adjusting permanently lubricated, ball bearing water pump. Full-length water jackets. Nozzle-spray valve-seat cooling.

ELECTRICAL.—Delco-Remy ignition with automatic and vacuum spark-advance control; octane selector. High-output ventilated generator. Voltage regulator. 15-plate battery, 105 ampere-hours. Accessible battery cover. Mechanical-shift starter.

CLUTCH.—Improved ventilated diaphragm spring type. Single cushion-mounted disc with braided moulded facings; permanently lubricated ball throw-out bearing.

TRANSMISSION.—Synchro-mesh, silent second speed (all models). Vacuum gear-shift. (Master de Luxe models only.)

POWER PLANT MOUNTING.—Cushion-balanced.

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

REAR AXLE.—Semi-floating. Hypoid drive gears. One-piece hanjo-type pressed-steel housing. One-piece differential case.

REAR SPRINGS.—Semi-elliptic with threaded shackles. Double-acting hydraulic shock absorbers. Dual deflection rate with 4-leaf auxiliary spring.

BRAKES.—Four-wheel hydraulic, 11 in. brake drums, with cast iron braking surface and cooling ribs. Mechanical hand brakes, with under-cowl trigger-release lever.

WHEELS AND TYRES.—Five short-spoke steel disc wheels. Spare wheel.

TYRES.—6.00-16.

INSTRUMENT PANEL.—Indirectly lighted. Includes battery charge indicator, oil-pressure gauge, speedometer, illuminated theft-resisting ignition lock, lighting switch, choke and throttle controls, petrol gauge, headlamp-beam

indicator, and glove compartment with flush lock. Cigar Lighter and Engine Heat Indicator. Covered openings for installation of radio controls and clock.

EQUIPMENT.—High-pressure gun lubrication, tool kit, tail and stop light, rear vision mirror, vibrator horn, two-beam headlamps with parking bulbs. No-Draught ventilation. Front bumper. Vacuum windscreen wiper on Panel Van. Electric windscreen wiper and adjustable sun visor on full door Coupe models. Rubber pads on clutch and brake pedals.

TRIM.—Coupe Utilities: M.B. leather on seat and squab. Panel Van: Fabrex on seat and squab.

WHEELBASE.—112½ inches.

WINDSCREEN.—V-type windscreen of "Armourplate" safety glass.

ON STANDARD MODELS ONLY.

FRONT SUSPENSION.—I-beam front axle. Semi-elliptic springs; reversed front eyes double-wrapped. Double-acting hydraulic shock absorbers front and rear. Front ride stabilizer.

STEERING GEAR.—Shockless semi-reversible worm and roller, 19 to 1 ratio.

ON MASTER DE LUXE ONLY.

FRONT SUSPENSION.—Independent Front Wheel Suspension, with built-in double-acting hydraulic shock absorbers. Front ride stabilizer.

STEERING GEAR.—Semi-reversible, worm and ball-bearing roller-sector; 17½ to 1 ratio. Shock-proof steering.

EQUIPMENT.—Stainless steel running board mouldings.

Specifications and Equipment Subject to Change Without Notice.

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 Utility. 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 to suit you.

PROTECTIVE OWNER SERVICE POLICY.

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 of your Chevrolet without any charge whatsoever. Genuine Chevrolet Spare Parts and Expert Service are available throughout Australia.

Your Money Goes Farther in a General Motors' Product

GENERAL MOTORS  HOLDEN'S LIMITED

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SYDNEY

MELBOURNE

ADELAIDE

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