

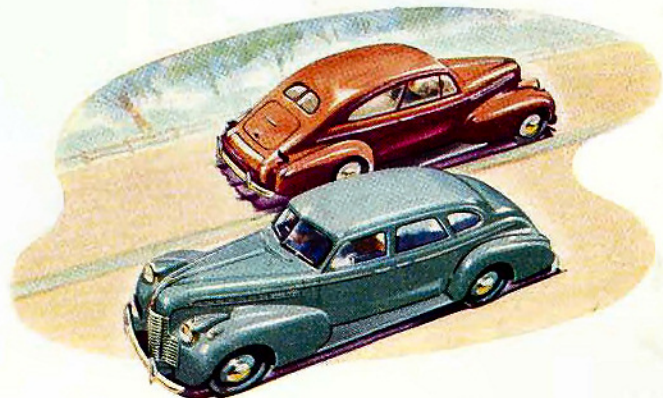
CHEVROLET

*Pullman and
Ridemaster* SERIES

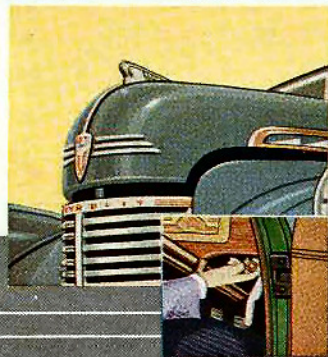
4 DAZZLING NEW *BIGGER-VALUE* CHEVROLETS!

THE glamorous new Chevrolets described in this catalogue represent a new highlight in Chevrolet history. They are offered in two entirely new series — “Pullman” and “Ridemaster” — with De Luxe models on both classes giving a choice of 4 new Chevrolets with Sedan or Coupe bodies available on all of them. Every model is built to the high standards of quality in design, materials and manufacture for which Chevrolet has long been famous. All are Chevrolets through and through, identical in the design and construction of their engines, transmissions, clutches, rear axles and brakes. *All of them have Chevrolet's exclusive Vacuum-assisted, steering column gearshift.* All give you the unequalled safety, comfort and silence of all-steel body by Holden.

These new “Pullman” and “Ridemaster” models (with your option of De Luxe models of each) — differing in price only as they differ in features, equipment and interior furnishing — offer you the most beautiful styling, the most thrilling performance and the greatest economy of any cars in their class. *They offer you a value for money that has won and held for Chevrolet the world's sales leadership in 8 of the last 9 years!*



NEW FRONT OPENING BONNET. The new Chevrolet bonnet is the Alligator Jaw type, hinged at the rear with double interlocking catches (one controlled from the instrument panel) to prevent the bonnet being opened accidentally or by unauthorised persons. The bonnet cannot be opened when the car is locked. Counter-balance springs hold the bonnet in any open position.

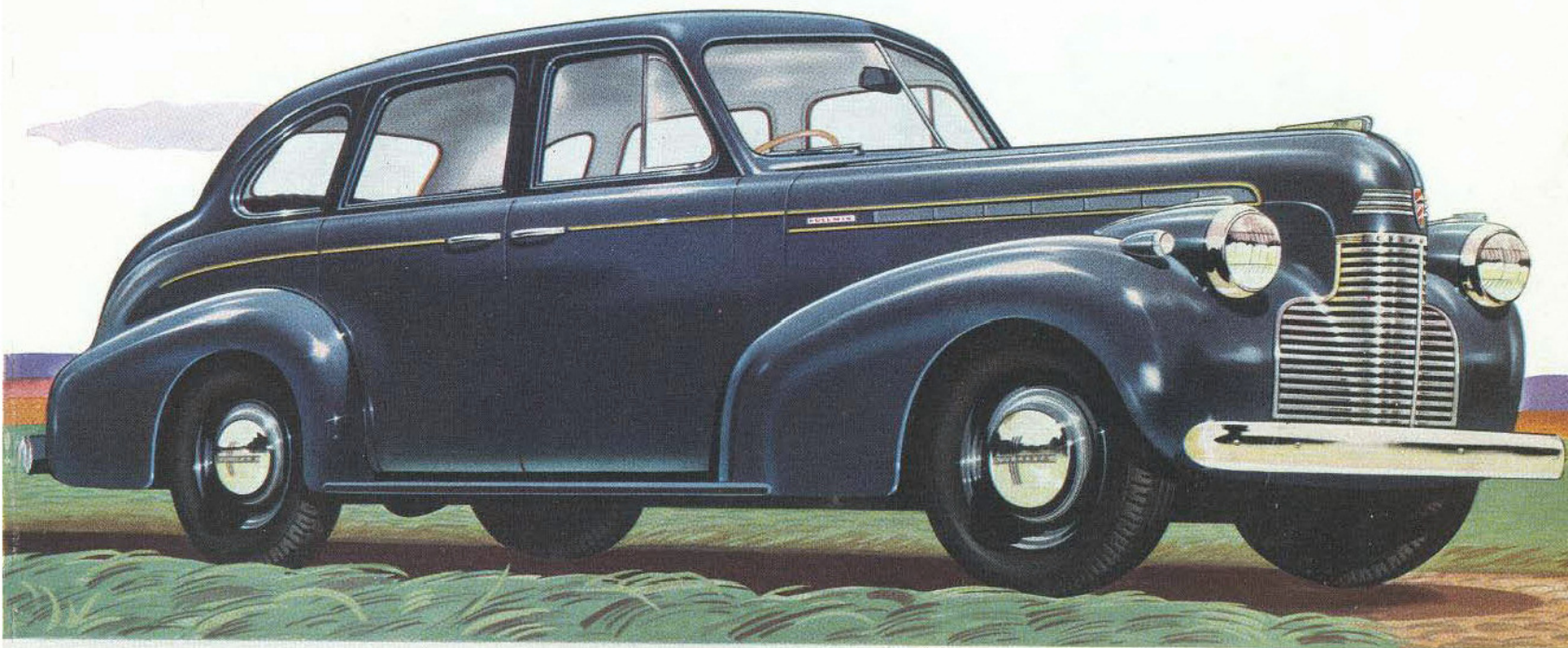


Interiors on all models are roomier; seats are wider, more comfortable. All models are distinguished by handsome new instrument panel and many other tastefully designed fittings. On “Pullman” and “Ridemaster” De Luxe models there is a wealth of extra equipment and furnishings which set these magnificent new Chevrolets still further ahead of other competitively-priced cars . . . it is truer than ever that *Chevrolet gives you all that's best at lowest cost.*

CHEVROLET FEATURES: New “Royal Clipper” Styling . Bigger Inside and Outside . All-steel Bodies by Holden . Improved “Pilot-Seat” Driving Vision . Exclusive Vacuum-assisted Gearshift . “The Ride Royal” — Chevrolet's Perfected Independent Front Wheel Springing* . Super-Silent Overhead Valve Engine . Perfected “Full Contact” Hydraulic Brakes . All-Silent Synchro-Mesh Gears . Larger Tiptoe-matic Clutch . New Super-Beam Headlamps with Separate Parking Lights . Improved Shockproof Steering . Safety Glass in Windscreen and Side Windows.

** On “Ridemaster” Models.*

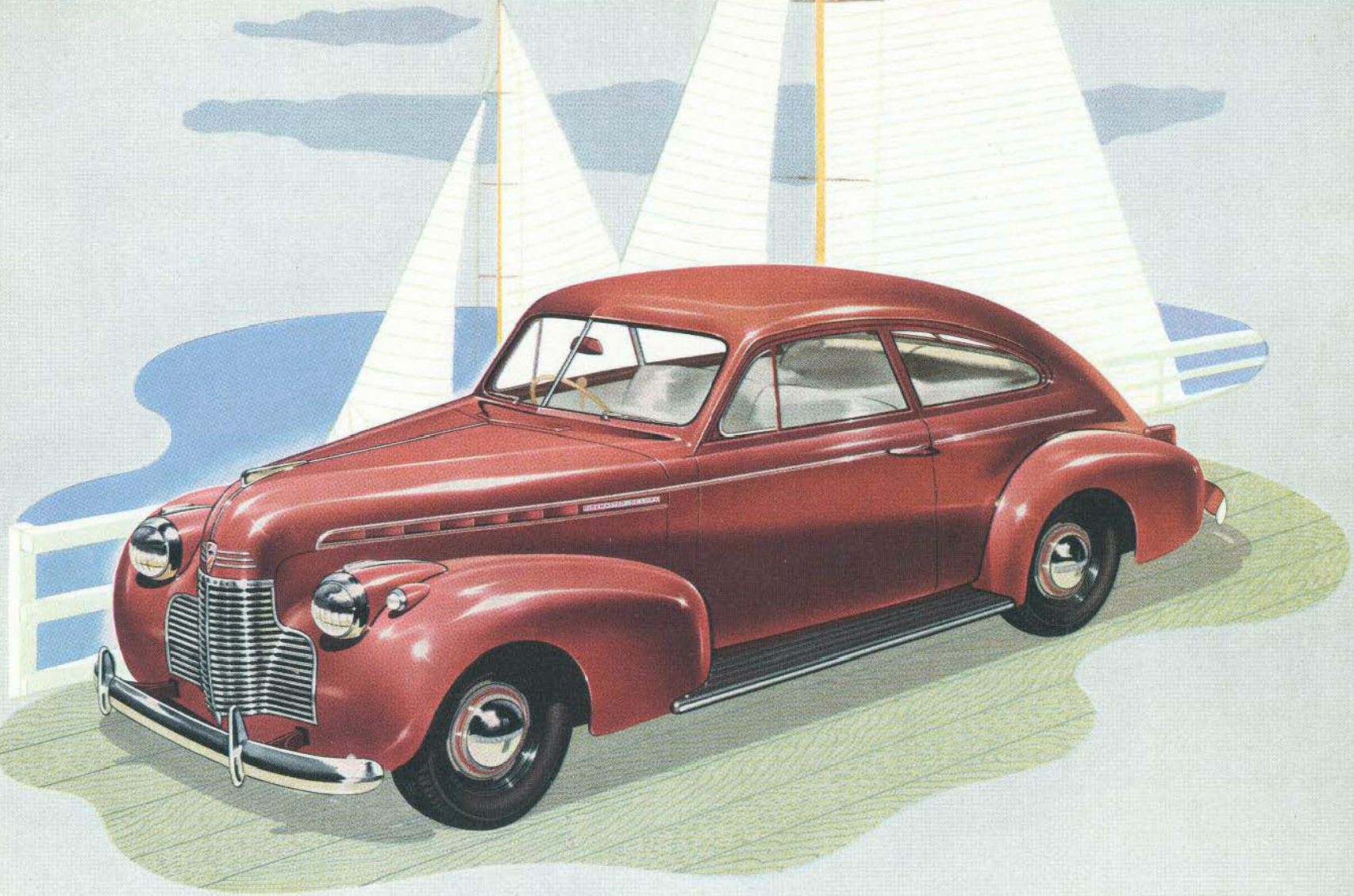
CHEVROLET



THE CHEVROLET "PULLMAN" SEDAN. You'll approve everything about this beautiful newly-styled, economically-priced Chevrolet "Pullman" Sedan—one of the greatest values in Chevrolet history. Splendidly appointed inside and outside . . . the new interiors are roomier, more comfortable, with wider, deeper seats. Other "Pullman" models available are the smart all-enclosed Coupe, the ideal business car; also a De Luxe Sedan and a De Luxe Coupe.

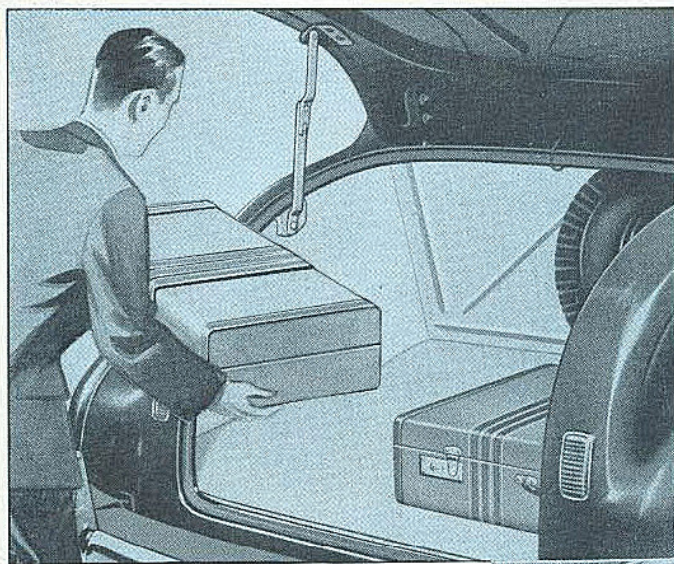


THE CHEVROLET "RIDEMASTER" DE LUXE SEDAN. Look at this glamorous "Ridemaster" De Luxe Sedan . . . see how completely it meets *your* idea of the perfect car — and at an amazingly low cost. Interiors are lavishly equipped and finished. With newly designed seating and Independent Front Wheel Springing, comfort is unsurpassed. Both "Ridemaster" and "Ridemaster" De Luxe Sedans are available.

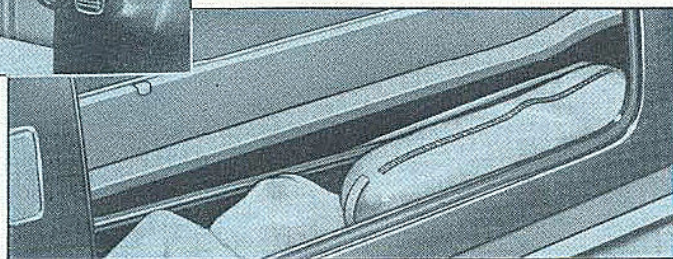


THE CHEVROLET "RIDEMASTER" DE LUXE COUPE. The graceful lines of this new Chevrolet "Ridemaster" All-enclosed De Luxe Coupe match the beauty of the new front end, the newly-designed fenders and lamps. From every angle it's a style-leader, and inside that sleek body is *comfortable* seating for six adults. Rear seat and squab fold down, making the whole rear compartment available for luggage. Both "Ridemaster" and "Ridemaster" De Luxe Coupes are available.

ALL-STEEL HOLDEN BODY FOR LUXURIOUS COMFORT AND SAFETY



GIANT LUGGAGE TRUNK. The longer, wider trunk on the new Chevrolet Sedans has room for a positively amazing amount of luggage. Interior is illuminated at night through special apertures in the tail lamps. Spare wheel is mounted at the forward end and a roomy tool box (right) is located under the floor at the rear end.

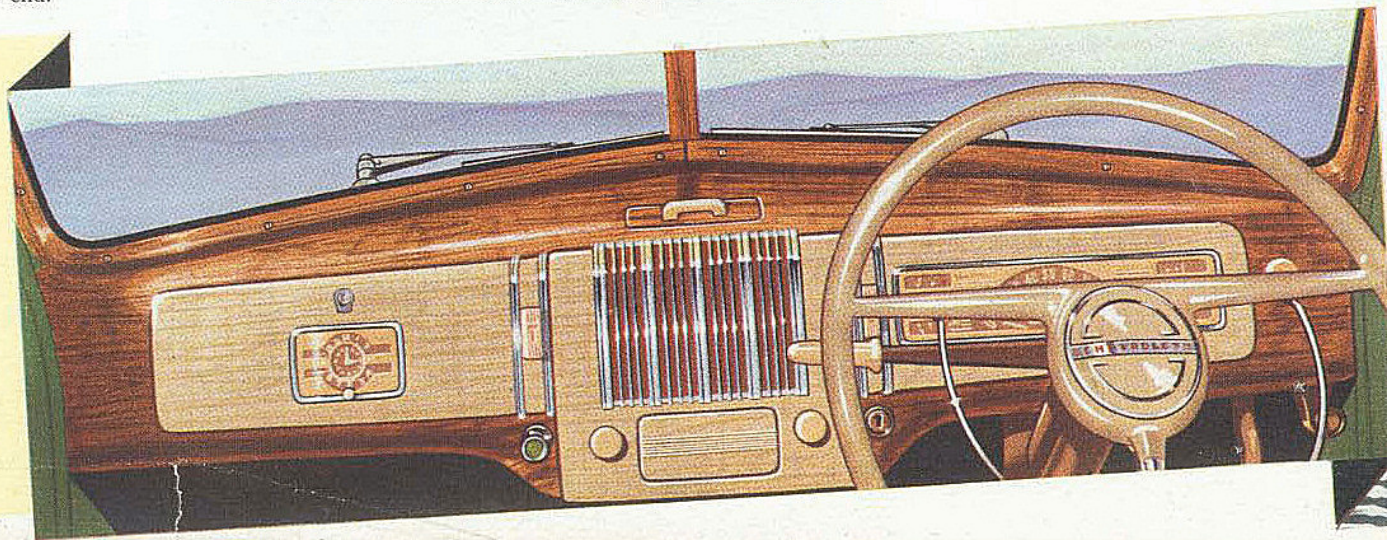


Chevrolet's beautiful all-steel Holden body is of Unisteel "Turrettop" construction, and has unequalled strength, safety, quietness and finish. In Unisteel construction, all body pillars, roof rails and sills are of box-section, giving super strength and resistance to twisting or buckling. These members, the one-piece "Turrettop" roof, the one-piece steel underbody, the inner and outer side panels and door panels are then welded throughout to form a body unit of tremendous strength and inherent quietness. In addition, special insulating materials are used to proof it thoroughly against noise, dust and draughts, thus providing the highest possible degree of comfort and security.



NO DRAUGHT VENTILATION. Chevrolet, because of its thorough body insulation against dust, noise and draughts, and its famous No-draught Ventilation system, provides maximum passenger comfort in any kind of weather. With Chevrolet's adjustable No-draught ventilators as illustrated above, fresh air circulation is controlled to suit the pleasure of driver and passengers.

NEW INSTRUMENT PANEL. Note the neat grouping of controls and instrument cluster (indirectly illuminated for night driving); the decorative moulding of the centre piece and built-in ash receivers; big locking glove compartment and built-in clock ("Pullman" and "Ridemaster" De Luxe models). Note the new design of steering wheel (Ridemaster De Luxe), and note also the extremely wide angle of vision of Chevrolet's improved "Pilot Seat" driving vision.

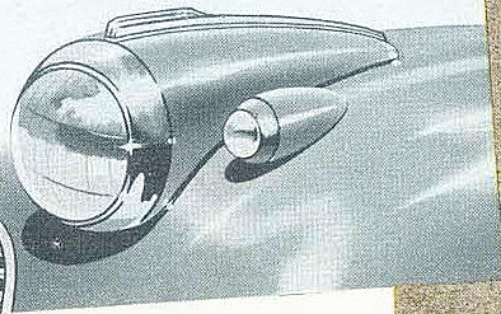


INTERIORS OF Matchless Style ... Luxury

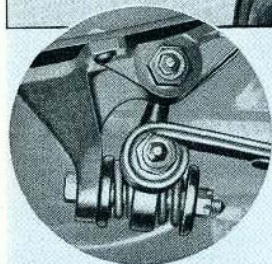
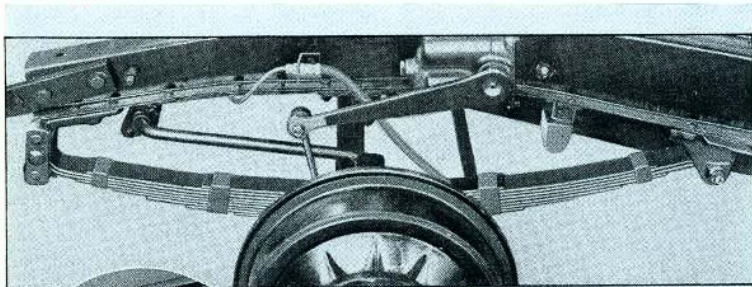
Chevrolet leads the field in the beauty and luxury of its interior furnishing. Seats are covered in genuine leather and are wider, more comfortable than ever before — more springs are used per seat, and a new method of padding is used. Trims and headlining are smartly tailored, garnish mouldings and door hardware strike a pleasant harmony in colour and design. Inviting arm rests are provided on each side of the rear seat on Sedans. Front seat back is softly padded on top. Door locks, with safety handles on outside are also fitted with an interior safety catch, which allows the door handle to "free-wheel" and prevents accidental opening. A wide parcel shelf is located behind the rear seat top on Sedans. Windscreen and all side windows are fitted with Safety Glass and additional safety is provided by Chevrolet's amazing new wide-angle "Pilot-Seat" Driving Vision.



NEW SUPER BEAM HEADLAMPS. More powerful bulbs, newly designed reflectors and lenses specially protected against dust, give a tremendous increase in night driving safety. Separate parking lights on fenders.

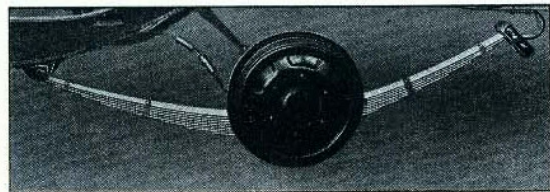


CHEVROLET RIDING COMFORT LEADS THE LOW PRICED FIELD



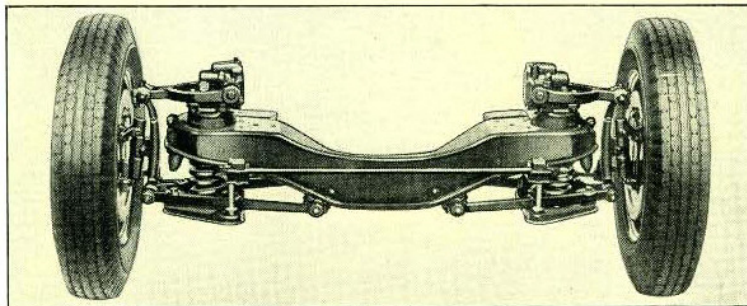
KICK SHACKLE CUSHIONS STEERING.

The spring-loaded kick shackle illustrated above is located at the rear end of the front spring on the driver's side and prevents spring movement being transmitted to the steering linkage. Steering gear is the worm and needle-bearing roller sector type with a ratio of 19 to 1.



SOFT REAR SPRINGS FOR ADDED RIDING COMFORT.

Rear springs on all models are the long semi-elliptic type controlled by double-acting hydraulic shock absorbers. Action is harmonized with front springs, giving a supremely comfortable ride. Spring seats are completely insulated from the rear axle with live rubber bushings.

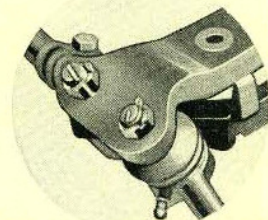


"THE RIDE ROYAL." PERFECTED INDEPENDENT FRONT WHEEL SPRINGING.

The new Chevrolet "Ridemaster" and "Ridemaster" De Luxe models are aptly named, for they are equipped with Perfected Independent Front Wheel Springing—a costly feature which only Chevrolet "Ridemaster" gives you at an economical price. In the "Ridemaster" system, big soft coil springs, high efficiency, double-acting hydraulic shock absorbers, a front ride stabilizer bar, and spring deflection rate almost equal to that of the rear springs—all combine to give the smoothest, softest, safest ride you've ever experienced.

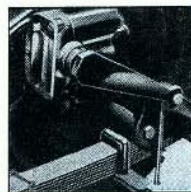
IMPROVED SHOCKPROOF STEERING.

The "Ridemaster" Independent Front Wheel Springing permits the use of a steering linkage which shuts out road shock, keeping the steering wheel firm and steady even when the car is travelling at high speed on rough roads. A separate drag link is used for each wheel and all joints are rubber-cushioned. Steering gear is worm and ball bearing roller sector type; ratio $17\frac{1}{2}$ to 1.

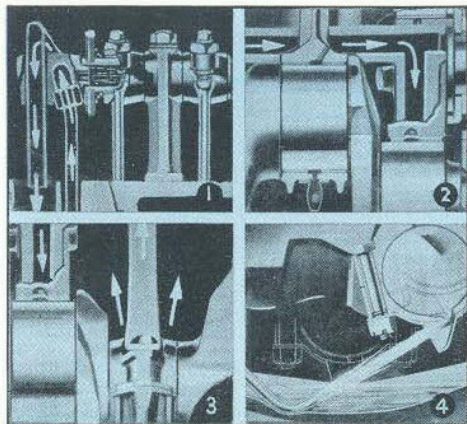


DOUBLE ACTING HYDRAULIC SHOCK ABSORBERS.

These highly-efficient shock absorbers are fitted to front and rear springs on *all models* and give remarkably sensitive control of every up and down movement of the springs.



FAMOUS 6-CYL. OVERHEAD VALVE ENGINE—which never needs replacing

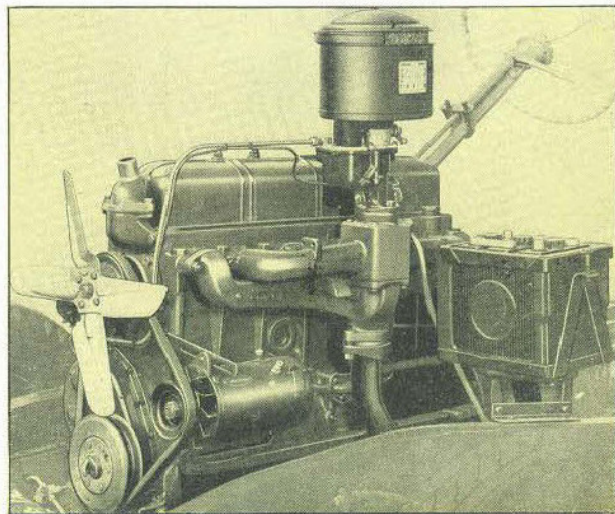


4-WAY LUBRICATION. Chevrolet's exclusive and costly 4-way oiling system ensures for each engine unit the type of lubrication best suited to it. Illustrations show: 1. Closely regulated pressure feed to overhead valve mechanism. 2. Direct pressure to crankshaft, and camshaft through drilled passages in engine block. 3. Splash—connecting rod dippers spray oil to piston walls and pins. 4. Pressure stream—high pressure jets of oil flood connecting rod bearings at high speeds.

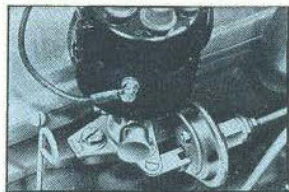
THRILLING SUPER-SILENT PERFORMANCE WITH AMAZING ECONOMY.

World speed records on land, on the sea and in the air are all held by machines powered with overhead valve engines—a design acknowledged to be 10% more efficient size for size than any other engine type. With this high efficiency factor as a starting point, Chevrolet engineers have built an overhead valve engine that gives you super-silent performance with thrilling acceleration, effortless top-gear hill-climbing, mile-devouring speed, if you wish, and which does all these things with an amazingly economical use of petrol and oil. In addition, Chevrolet's Overhead Valve engine never needs replacing—its design permits perfect lubrication, more efficient cooling and greatest accessibility for servicing—all features which save you many pounds in maintenance costs over the life of your car.

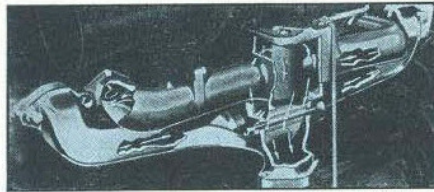
BLUE FLAME COMBUSTION: The special design of the combustion chambers in the Chevrolet engine ensures complete combustion of the fuel mixture, thus extracting utmost power from the fuel used. Compression ratio is 6.25 to 1.



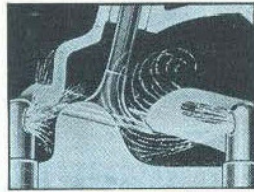
CONVENIENT NEW BATTERY LOCATION. The new position of the battery, which is now located under the bonnet at the side of the engine, as illustrated above, has been made possible by the new Alligator-type front opening bonnet. When open to its fullest extent, this permits convenient access to battery oil level rod, oil and water fillers and octane selector, facilitates battery servicing. The greater accessibility of the battery means that it will get more attention than formerly, thus prolonging the useful life and maintaining the efficiency of this important unit.



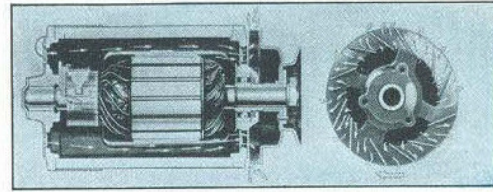
THE OCTANE SELECTOR. In addition to the Vacuum-Spark Control operated from the carburettor riser, Chevrolet has a manually operated and easily accessible octane selector. This valuable feature permits you to make instant adjustment of the spark timing so that you can use any grade of fuel.



MANIFOLD TEMPERATURE CONTROL. This feature makes use of hot exhaust gas to warm the fuel mixture and ensures efficient engine operation within a few moments of starting from cold. When the engine temperature rises, exhaust gas is automatically diverted direct to the exhaust pipe.

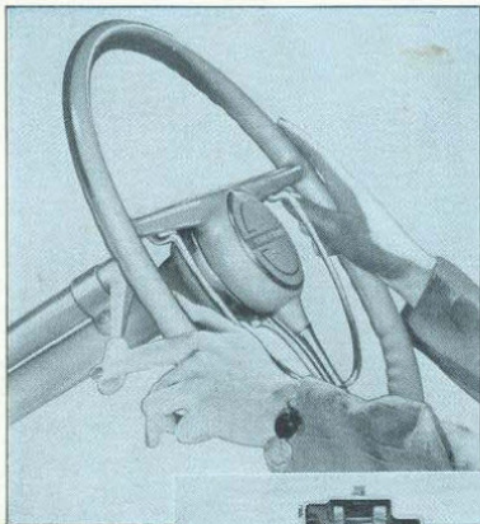


SPRAY COOLED VALVES. Water from the coolest part of the radiator is continually sprayed against the metal surrounding the exhaust valve seats, which thus operate at a safe temperature under the most severe driving conditions. Engine efficiency is stepped up, and the need for valve grinding minimised.

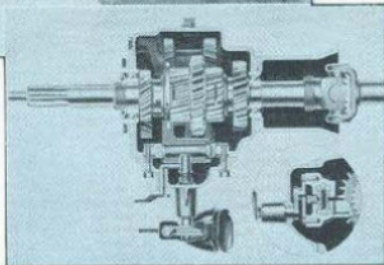


AIR COOLED GENERATOR. The new Chevrolet generator has a 50% greater output over a wide range of road speeds and supplies ample current for the new headlamps and other electrical equipment. A built-in fan maintains a constant safe temperature within the generator.

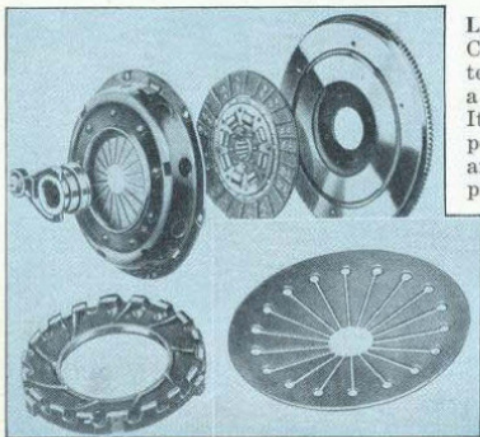
EVERY FEATURE FOR SAFETY, DEPENDABILITY AND ACCESSIBILITY



VACUUM ASSISTED SAFETY GEAR SHIFT. All "Pullman" and "Ridemaster" models are equipped with Chevrolet's exclusive Vacuum Assisted Gearshift. With this system, the gearshift lever is mounted on the steering column jacket, and can be reached with the fingers without taking the hands from the wheel. The gearshift operation — is exactly the same as the movements used in changing gears with the lever projecting through the floor, so that there is nothing new to learn. An important feature of the Chevrolet system is that the vacuum shift mechanism supplies only 80% of the effort needed, the remaining 20% being supplied manually, which allows the driver to "feel" the shifting action, as with the ordinary floor-type shift lever.

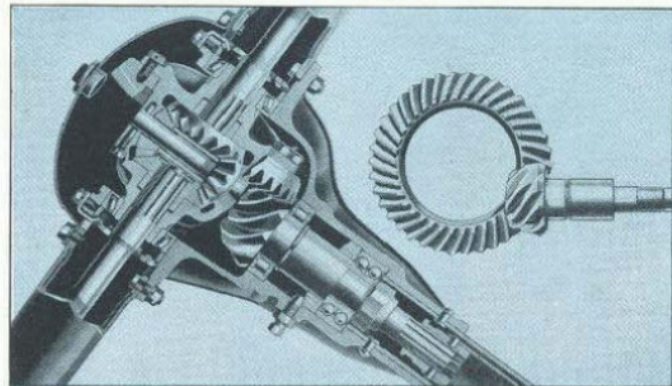
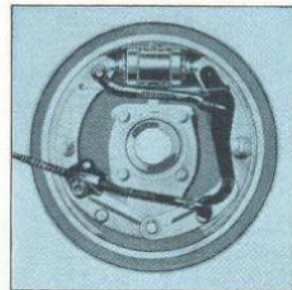


ALL-SILENT SYNCHRO-MESH GEARS: Chevrolet's genuine Synchro-mesh transmission assures safe, certain and clashless gear changing at all speeds. Helical gears are now used *throughout*, providing silent drive in low and reverse gears as well as in second and third.

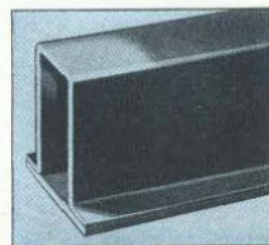


LARGER TIPTOE-MATIC CLUTCH. Chevrolet's clutch makes use of a highly tempered steel spring operating with a diaphragm action on the pressure plate. It is one of the simplest, smoothest, most positive clutch mechanisms ever devised, and is operated with the lightest pedal pressures. Refinements on the new clutch include 9% increase in lining area with linings double riveted and slotted radially for quick release of the disc from the pressure plate and flywheel facings. Ball throw-out bearing is permanently lubricated, and built-in ventilating vanes on the pressure plate ensure adequate cooling.

PERFECTED HYDRAULIC BRAKES. The outstanding difference between Chevrolet's perfected hydraulic brakes and other hydraulic types is the use of double articulated shoe linkage ensuring the most effective use of the 158½ sq. ins. braking area available. A trigger-control handbrake located under the dash operates separately on the rear brake shoes, through steel cable linkage.

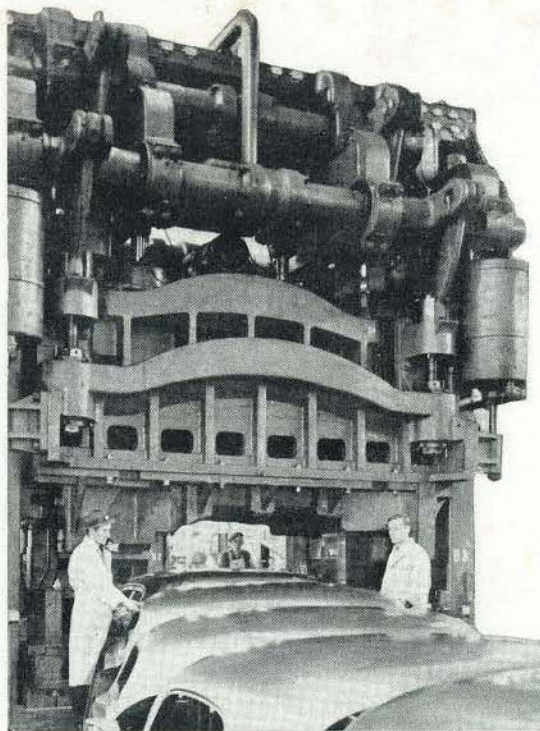


HYPOID DRIVE REAR AXLE. Chevrolet's hypoid gear drive has an unsurpassed record for trouble-free service and long life. Hypoid gears, because of the greater area of tooth contact and the sliding action of the teeth, give a steadier, more positive drive with less wear and tear on rear axle assembly. With Hypoid gears too, the propeller shaft is lowered, and permits a lower centre of gravity with flat floor in the rear compartment. The rear axle is of the semi-floating type.



BOX GIRDER FRAME. Box girder construction is the strongest method known to engineers of making use of the full strength and sturdiness of steel. Each frame member of the Chevrolet chassis is a deep flanged channel section welded to a heavy closure plate as illustrated left, giving tremendous strength without excessive deadweight.

EXPRESS YOUR INDIVIDUALITY WITH THESE ATTRACTIVE NASCO ACCESSORIES



Illustrated above is the giant 1,000-ton body panel press installed at Woodville. It is the largest of its kind in Australia, and is typical of the modern equipment used in the production of Chevrolet's wonderful Holden All-Steel body.

PROTECTIVE OWNER SERVICE POLICY.

Chevrolet gives you the most complete after-sale service. For 90 days, or 3,000 miles of operation, whichever is first reached, you are protected against defective workmanship or material under General Motors-Holden's Ltd. unusual Owner Service Policy. In addition you are entitled to two thorough inspections and adjustments of your Chevrolet free. Chevrolet Spare Parts and Service are available throughout Australia.

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 with a Company which is a unit of General Motors, and thus has a direct interest in maintaining your satisfaction in your car. General Motors Acceptance Corporation is the largest Hire Purchase Institution in the world, and is able to offer low rental charges, and to arrange a payment plan fitted to individual requirements. Your local dealer will gladly give a full explanation of the G.M.A.C. Plan.

For the motorist who wishes to personalize his car — to keep it always smart and attractive, there is a complete range of attractive NASCO accessories available. All of them are high-quality products, modern to the minute, designed to harmonise with the appointments of your new Chevrolet, and positively the best value you can buy anywhere. Only a few of the items available are illustrated or listed below, and remember that the cost of any NASCO Accessories you choose when you purchase your new Chevrolet can be included in the terms price of your car.

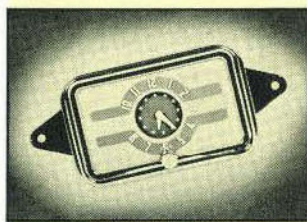
NASCO ACCESSORIES — ALL MODELS: ("Pullman," "Pullman" De Luxe, "Ridemaster" and "Ridemaster" De Luxe) Wheel Moulding Set. Auto Compass. Overflow Tank. Fog Lamp. Grille Guard. Visor Vanity Mirror. Back-up Lamp. Radiator Insect Screen. Automatic Tyre Inflator. Exhaust Extension.

(For "Pullman" and "Ridemaster" only) Stem Wind Clock. Left-hand Windscreen Wiper Arm Assembly. Left-hand Sun Visor. Left-hand Arm Rest. Assist Grips (pair). Robe Rail.

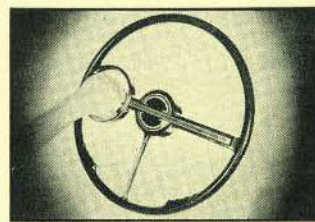
Duco, chrome and leather polishes, special lubricants and cleaners are also available to help keep your car in tip-top condition.



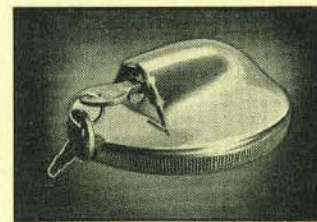
The installation of the latest model "Air Chief" will complete your motoring enjoyment. "Air Chief" is a truly remarkable set, giving faithful reproduction whether the volume control is set at whispering level or loud enough for dance music at a picnic. A special "Air Chief" model is available for Chevrolet, and your dealer will gladly give you a demonstration of "Air Chief's" wonderful radio reception.



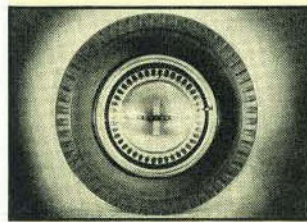
ELECTRIC CLOCK.



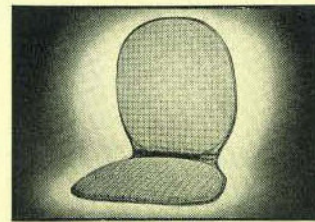
STEERING WHEEL, with Spinner.



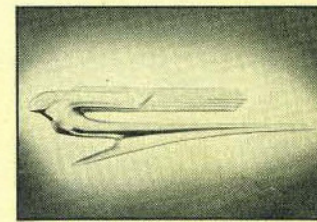
PETROL TANK LOCKING CAP.



WHEEL DISCS.



COOL CUSHION.



RADIATOR ORNAMENT.

SPECIFICATIONS

CHEVROLET "PULLMAN," "PULLMAN" DE LUXE, "RIDEMASTER" AND "RIDEMASTER" DE LUXE MODELS.

ENGINE: Overhead Valve. Six cylinders, $3\frac{1}{4}$ " bore, $3\frac{3}{4}$ " stroke; 85 horsepower.

PISTONS: Lightweight Cast-iron, with dome head and slipper skirt; electroplated.

CRANKSHAFT: Weight, 68 lbs. Counter-balanced. Four main bearings. Rubber-floated harmonic balancer.

OILING SYSTEM: Refill capacity, $8\frac{1}{2}$ pints. Positive pressure feed to crankshaft, camshaft and valve rocker arms. Connecting rod bearings lubricated by dippers at low speeds; 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: Carter single-adjustment balanced downdraught carburettor with accelerating pump. AC air cleaner, silencer, flame arrester. Fuel mixture heated (thermostatic control) in manifold heat-chamber. High-reserve fuel pump, with filter. $11\frac{1}{2}$ gallon tank in rear.

COOLING SYSTEM: Capacity $11\frac{3}{4}$ quarts. Ribbed-cellular copper-core radiator. 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. Battery under engine bonnet. Mechanical-shift starter.

CLUTCH: Improved ventilated type. Diaphragm Spring. Cushion mounted disc with bigger, double-riveted braided moulded facings. Permanently lubricated ball throw-out bearing.

TRANSMISSION: Synchro-mesh. Vacuum gear shift (*Standard equipment on all models*).

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 banjo-type pressed-steel housing. One-piece differential case.

REAR SPRINGS: Semi-elliptic, tapered leaf-ends; threaded shackles. Double-acting hydraulic shock absorbers.

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

FRONT SUSPENSION: (*On "Pullman" and "Pullman" De Luxe*) I-beam front axle. Semi-elliptic springs, reversed front eyes, double-wrapped. Double-acting shock absorbers. Ride Stabilizer.

(*On "Ridemaster" and "Ridemaster" De Luxe*) Independent Front Wheel Suspension, with built-in double-acting hydraulic shock absorbers. Ride Stabilizer.

STEERING GEAR: (*On "Pullman" and "Pullman" De Luxe*) Semi-reversible, worm and needle-bearing roller-sector; 19 to 1 ratio. Spring-loaded kick shackle.

(*On "Ridemaster" and "Ridemaster" De Luxe*) Semi-reversible, worm and ball-bearing roller-sector; $17\frac{1}{2}$ to 1 ratio. Shockproof steering.

WHEELS AND TYRES: Five short-spoke steel disc wheels. Five 6.00—16 tyres.

LIGHTS: New super-beam headlamps. Separate parking lamps on mudguards. Tail and stop lights. Separate rear-license lamp on Sedans. Single license lamp, tail and stop lamp on Coupes.

WHEELBASE: 113 inches.

BODY EQUIPMENT (ALL MODELS)

Fine quality soft leather upholstery; all-steel structure with Holden "Turrettop" and solid steel under-body. Sloping "V" windshield with wiper at bottom. No-draught ventilation. Cowl ventilator. Safety Glass in windscreen and all side windows. Adjustable driver's seat. Full-width front-seat cushion (with divided back in Coupes). Adjustable sun visor. Rear-view mirror. Dome light. Rear-seat arm rests on Sedans. Scuff Plates. Safety-tread running Boards. Large luggage compartment with Tool Compartment. Tool kit. Bumpers front and rear. Rubber pads on pedals.

Stainless steel running board mouldings. ("Ridemaster" models.)

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, ash receiver, and glove compartment, with flush lock. Cigar lighter and engine heat indicator. Covered openings for installation of radio controls.

ADDITIONAL EQUIPMENT ON DE LUXE MODELS

Coupes. Armrests on both front doors. Extra sun-visor with vanity mirror. Extra wind-screen wiper. Clock in glove compartment door.

Sedans. Armrests on both front doors. Extra sun-visor with vanity mirror. Extra wind-screen wiper. Clock in glove compartment door. Ventilating rear-quarter windows. Ash receiver in rear compartment. Two assist straps. Robe rail. Rear quarter lamps instead of dome light. Bumper guards. Chrome-plated license-plate lamp.

Specifications and Equipment Subject to Change Without Notice.

GENERAL MOTORS-HOLDENS LIMITED

BRISBANE

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