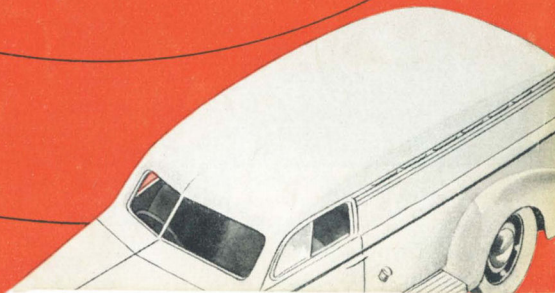
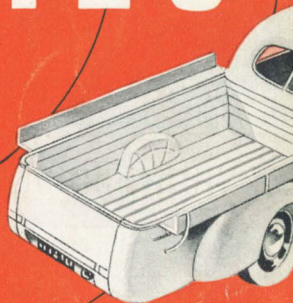
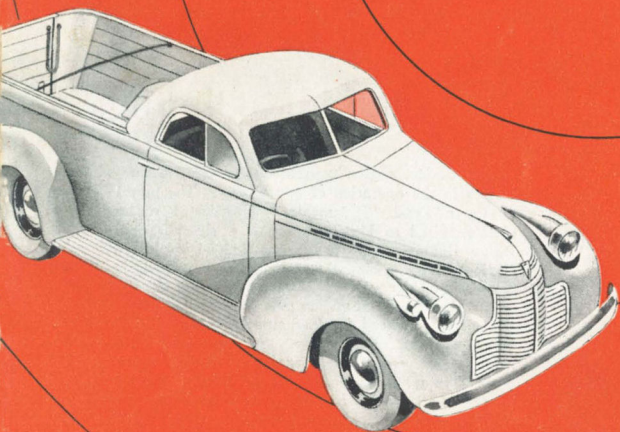


CHEVROLET UTILITIES

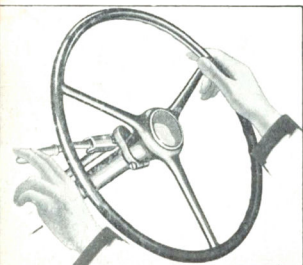


Chevrolet's First again

WITH THE HANDSOME NEW "PULLMAN" & "RIDEMASTER" UTILITIES

JUDGED by any standard—value, usefulness, economy—Chevrolet once again offers Australia's finest 10-12 cwt. Utilities! In two entirely new series—"Pullman" and "Ridemaster"—they're the best-looking, the most modern in engineering and design . . . the biggest-value, dual-purpose units available. Look at these features:

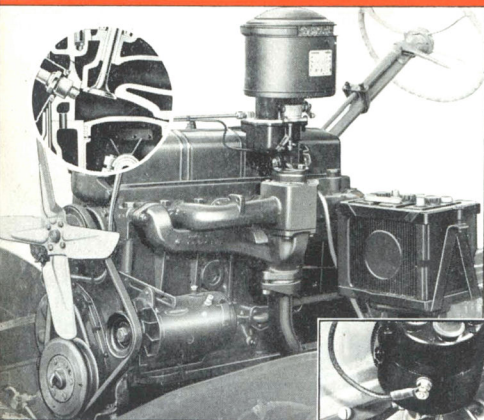
Vacuum-assisted steering column gearshift with all-silent Synchro-mesh Gears (all models); 6-cyl. Overhead Valve Engine (which never needs replacing); Perfected Independent Front Wheel Springing (Ridemaster); "Pullman Ride" leaf springing (Pullman); Dual-rate Rear Springing; Improved Tip-toe-matic Clutch; Full-Contact Hydraulic Brakes; Hypoid Drive Rear Axle, and new, roomier, more comfortable Coupe Body.



VACUUM-ASSISTED STEERING COLUMN GEARSHIFT

Both "Pullman" and "Ridemaster" now give you Chevrolet's exclusive Vacuum-assisted Gearshift with the lever mounted on the steering column (illustrated left). You can change gears without taking your hands from the wheel and, with the under-dash handbrake, the floor is completely free of levers. This unobstructed floor space means a considerable increase in the legroom and comfort of the smart Coupe body—there is now comfortable accommodation for two adults and two children. The special vacuum control attached to the gear box supplies 80% of the effort used in gear changing; only the slightest manual effort is needed (just enough to enable you to feel the gears slide into place). With the new all-silent Synchro-mesh Gears (see page 7), Chevrolet's is the most modern transmission system ever offered on a low-priced Utility.

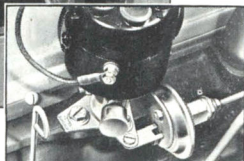
ENGINEERED FOR GREATEST OVERALL ECONOMY



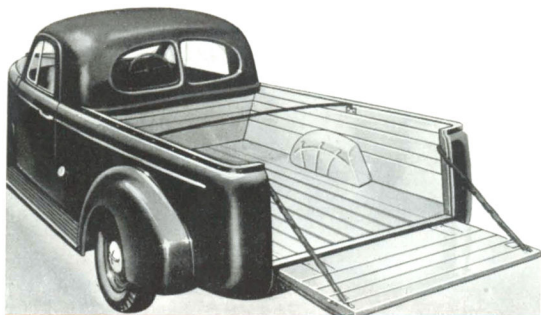
Engine design, engine capacity and pulling power are vital factors in the operation of any Utility. The new Chevrolet "Pullman" and "Ridemaster" Utilities have an engine ideally suited to Utility work — a six-cylinder *Overhead Valve Engine* — a type acknowledged to be 10% more efficient size for size than any other engine design. With this basic efficiency of design and with many exclusive refinements, the Chevrolet engine provides with amazing economy, the power you need for fast, smooth, top-gear work without being "flat-out" all the time. As a consequence, the Chevrolet engine *never needs replacing*, rarely needs anything more than minor servicing for the life of the Utility, and is readily accessible if servicing is needed. Remember too, that low-cost spare parts are available throughout Australia.

Some of the important features contributing to the amazing efficiency and long life of this famous engine are described on page 6.

OCTANE SELECTOR.—In the Chevrolet engine the spark timing is adjusted automatically and instantaneously to every variation in engine speed. In addition, Chevrolet provides an Octane Selector (illustrated left), an important feature by which you can set spark timing quickly and easily by hand to enable you to use any grade of fuel.



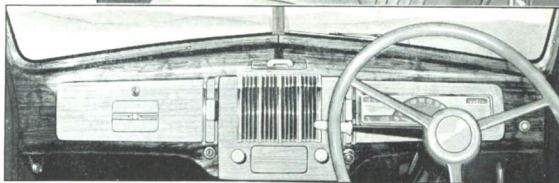
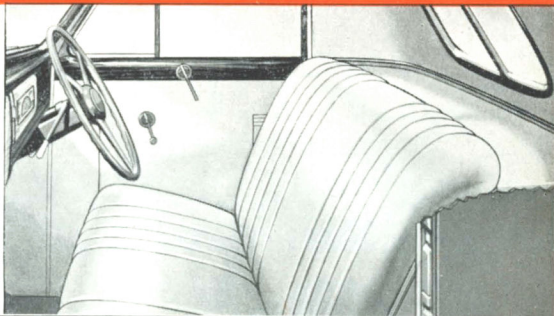
SPACE FOR BULKIEST 10-12 CWT. LOADS



Most Utility loads are bulky loads—Chevrolet provides load space to take care of the bulkiest. Note the generous dimensions of the new Straightside body illustrated left—floor length 86 ins.; floor width 55½ ins.; depth of sides 21½ ins.; and remember that this big load area is achieved without excessive body overhang, so that when necessary, you can make good use of the extra 21 ins. of floor length available with the tail-board horizontal. All open bodies are constructed of welded steel with hardwood floors and steel skid strips, and wheel housings on all models are shaped to give maximum floor area. Bodies available are: Straight-sides, Wellsides, Flaresides and Panel Van.

EXTRA COMFORT & ROOMINESS IN NEW COUPE BODIES

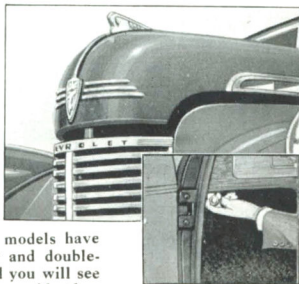
Whatever work you do you'll appreciate the passenger-car comfort and extra roominess of Chevrolet's new Coupe body. You'll appreciate it particularly if you use your Utility at week-ends or for long business trips. The seat is wide, deep and luxuriously cushioned, and is now adjustable to give the most comfortable driving position. A big parcel shelf is provided behind the seat and cab floor is clear of hand levers. There's a handsome new instrument panel (illustrated below) with controls neatly grouped on the right—a lock-up glove box on the left. Amazing new, wide-angle "Pilot-Seat" Driving Vision gives you a perfect view of the road ahead. Bigger windows in the back of the Coupe body give an excellent rear view for manoeuvring. There's Safety Glass in Windscreen, Side Windows and Rear Windows, and you can adjust the No-draught Ventipanes to suit your comfort.

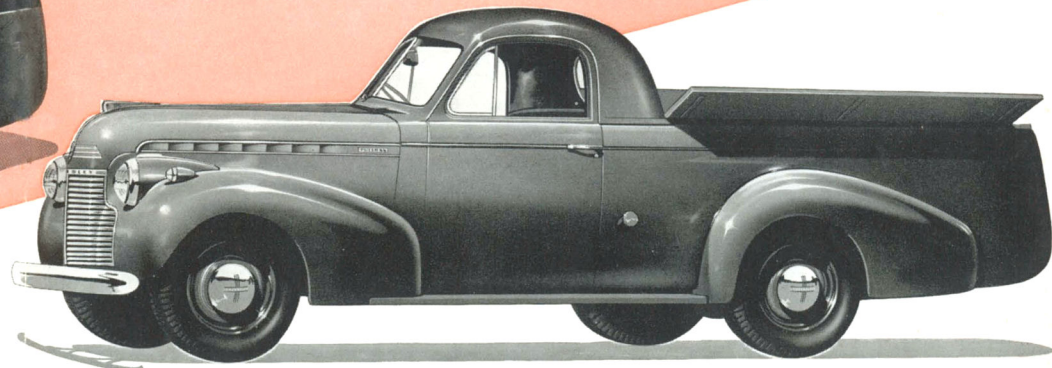
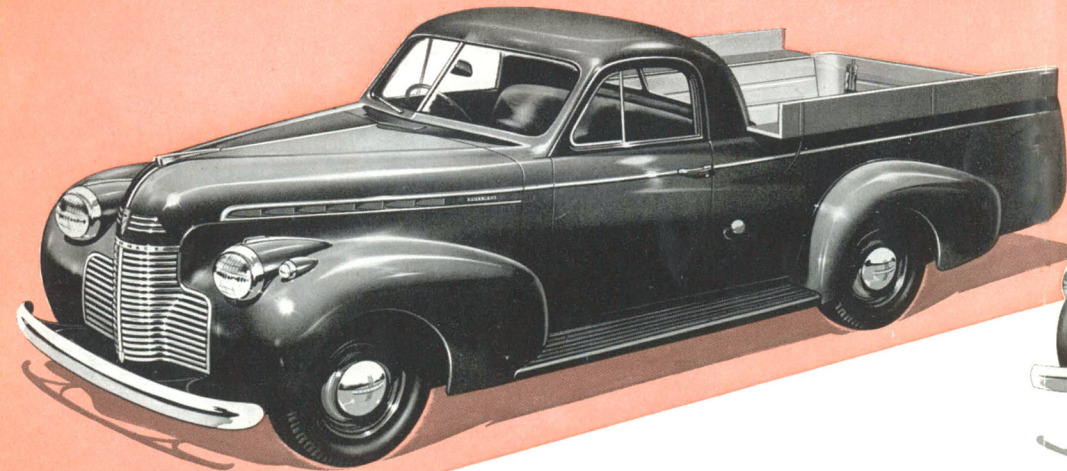


NEW FRONT OPENING BONNET The bonnet on the new Chevrolet Utilities is the Alligator Jaw type, hinged at the rear. It is fastened at the front with double interlocking catches, one of them operated from the instrument panel. It is thus impossible for any unauthorised person to open the bonnet when the Coupe body doors are locked.

UNEQUALLED RIDING COMFORT WITH "DUAL RATE" REAR SPRINGS

Modern springing is an outstanding feature of the new Chevrolet Utilities. "Ridemaster" models give you Perfected Independent Front Wheel Springing; "Pullman" models have an amazingly smooth leaf spring system and all models have "Dual-rate" rear springs, with tension type rear shackles, front ride stabiliser and double-acting hydraulic shock absorbers front and rear. Read the details on page 7 and you will see why a new Chevrolet Utility, with or without load, gives you a more luxurious ride than any other Utility.





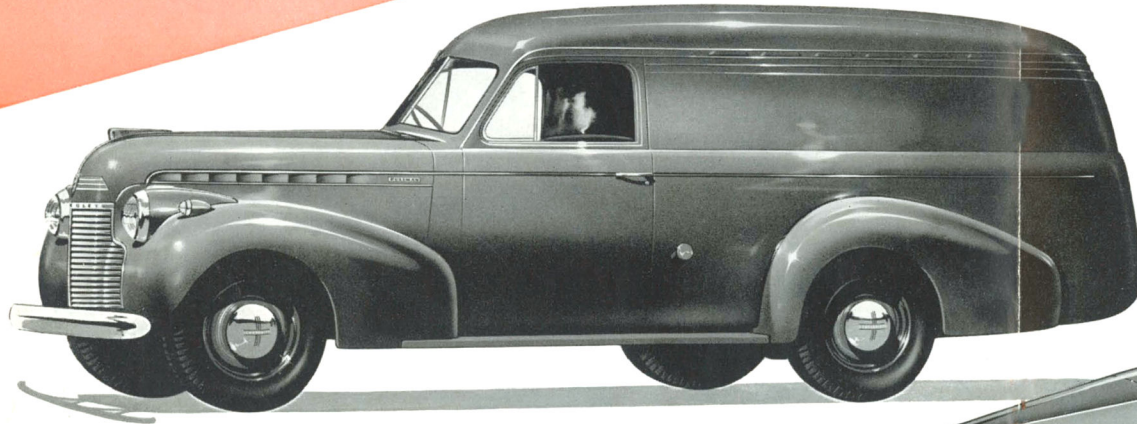
CHEVROLET WELLSIDES

This most useful unit (illustrated top left) is ideal for Builders, Plumbers, Electricians, Fruiters, Grocers—for any job where the normal load has extra bulk or length. Available with full door Coupe body on "Pullman" or "Ridemaster" Chassis. Body dimensions are: Length of Floor (maximum), 86 ins. Width of Floor (maximum), 55½ ins. Width inside Wheel Housings, 47 ins. Width at Top of Sides, 58½ ins. Width inside Wellsides, 70 ins. Height of Sides (floor to top of wellsides), 28 ins.

CHEVROLET FLARESIDES

The model illustrated above is the one you need for extra bulky loads—bales, boxes, cases, packages, etc.

Available with full door Coupe body on "Pullman" or "Ridemaster" Chassis. Body dimensions are: Length of Floor (maximum), 86 ins. Width of Floor (maximum), 55½ ins. Width at Top of Sides, 58½ ins. Width inside Wheel Housings, 47 ins. Height of Sides (floor to top of flare), 27½ ins.



CHEVROLET PANEL VAN

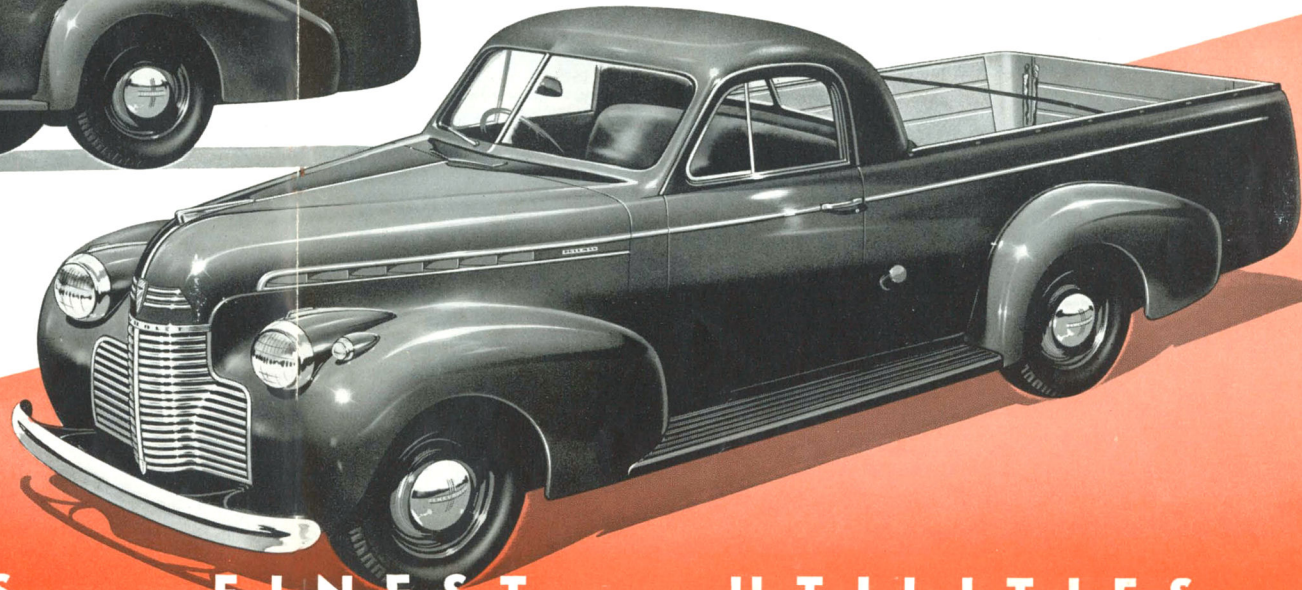
The stylish van (illustrated above) has an all-steel "Turret" roof, steel sides, stout hardwood floor and a load space of more than 100 cubic feet. A half sliding bulkhead partition and two rear doors gives easy access to the load.

Available on "Pullman" Chassis. Body dimensions are: Length of Floor (driver's seat to rear doors at floor level), 86 ins. Height of Roof from Floor, 47 ins. Width inside Wheel Housing, 47 ins. Width of Floor (maximum), 55½ ins.

CHEVROLET OPEN

This model (illustrated right) is available with full door Coupe body on "Pullman" or "Ridemaster" Chassis. Body dimensions are: Length of Floor (maximum), 86 ins. Width of Floor (maximum), 55½ ins. Width at Top of Sides, 58½ ins. Width inside Wheel Housing, 47 ins. Height of Sides from Floor, 21½ ins.

A neat "snap-on" waterproof cover is available for the load compartment when it is not in use.

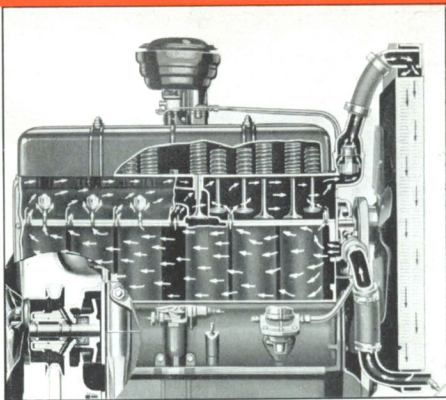


A U S T R A L I A ' S

F I N E S T

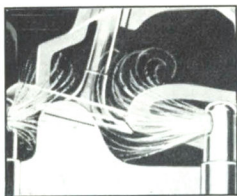
U T I L I T I E S

MODERN CHEVROLET FEATURES FOR



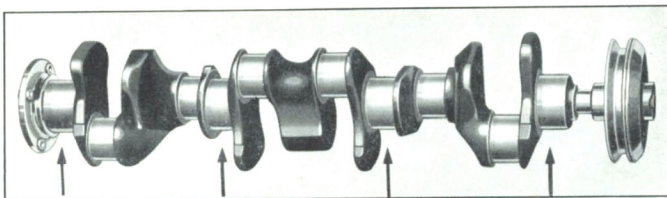
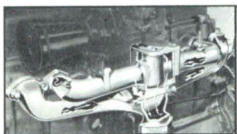
EFFICIENT COOLING SYSTEM

The dissipation of excessive engine heat while, at the same time, maintaining an efficient working temperature, is an important factor in engine operating economy. Chevrolet's wonderfully efficient, trouble-free cooling system is due chiefly to Chevrolet's Overhead Valve Engine design, which permits the most efficient cooling of cylinders, exhaust valve seats and spark plugs. In Chevrolet's engine, water surrounds each cylinder for its full length; the metal surrounding exhaust valve seats is constantly sprayed with water from the coolest part of the radiator, and engine temperature is closely regulated by a thermostatic control in the water outlet. A big 4-bladed fan circulates a plentiful supply of air through the radiator grille and around engine surfaces. Mounted directly behind the fan is a permanently lubricated, permanently sealed ball-bearing water pump (inset left) which ensures constant circulation of the water through the cooling system.



SPRAY COOLED VALVES

Chevrolet's special spray cooling of exhaust valve seats prevents pitting and distortion of valves through overheating, and maintains high operating efficiency over a long period.



4-BEARING CRANKSHAFT

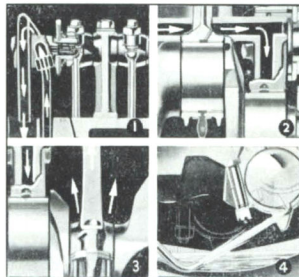
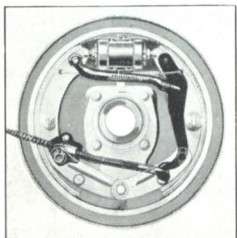
The Chevrolet crankshaft is supported on four big main bearings, is balanced statically and dynamically, and equipped with a rubber-floated Harmonic Balancer—all features which contribute to amazing smoothness of operation and long life. Connecting rods are short and stiff, with big bearings slightly overlapping the main bearings. An air bleed vent at the top makes operation safe even with cold oil.

MANIFOLD HEAT CONTROL

The manifold warming chamber in Chevrolet's engine ensures a quick warm-up, and lively acceleration without excessive use of the choke. The exhaust gas used for heating is automatically diverted through the exhaust pipe, when the engine reaches an efficient working temperature.

PERFECTED FULL-CONTACT HYDRAULIC BRAKES

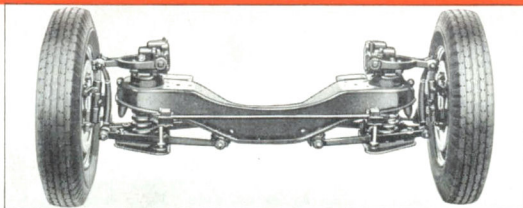
No better brakes are fitted to any Utility (regardless of price) than you get on the new Chevrolet Utilities. In addition to hydraulic actuation, Chevrolet uses double-articulated shoe linkage. This feature ensures that you use all of the 154 sq. ins. of effective braking area available each time you press your foot on the brake pedal. With Chevrolet's full lining contact, brake fading is eliminated and lining life is considerably increased. A trigger-control handbrake located under the dash operates on the rear shoes through steel cable linkage.



4-WAY LUBRICATION

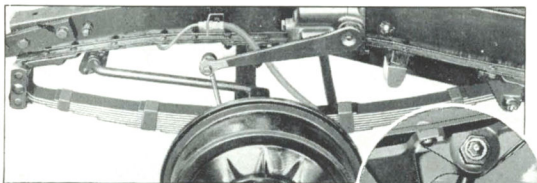
Chevrolet provides for each engine unit the best type of oiling. The illustrations show: 1. Low-pressure oil to valve mechanism; 2. High pressure oil to crankshaft and camshaft bearings through drilled passages; 3. Connecting-rod dippers spray oil to pistons; 4. High-pressure jets of oil flood connecting rod bearings at high speeds.

ECONOMY · RIDING COMFORT · LONG LIFE



PERFECTED INDEPENDENT FRONT WHEEL SPRING ON "RIDEMASTER" MODELS

Independent Front Wheel Springing is a valuable Utility feature which only Chevrolet gives you at an economical price. It affords the greatest protection for fragile loads, gives you the luxurious riding comfort of an expensive modern car, and permits the use of a steering linkage which shuts out road shock even when travelling at high speed over rough roads. The illustration above shows the efficient, trouble-free Chevrolet "unit" system which makes use of big, open-coil springs controlled by high efficiency, double-acting hydraulic shock absorbers and a front ride stabiliser bar.



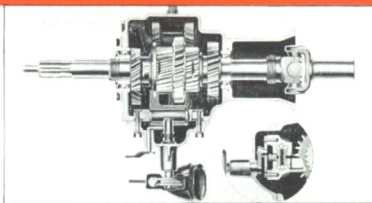
NEW LEAF SPRING SYSTEM ON "PULLMAN" MODELS

A leaf-spring system which gives an amazingly comfortable ride is an exclusive feature of Chevrolet "Pullman" models. It is a newly-engineered suspension system which makes use of softer, thin-leaf front springs, high-efficiency double-acting hydraulic shock absorbers and a torsion-bar, front ride stabiliser. An outstanding feature is the provision of a special spring loaded kick shackle (inset) which cushions the steering linkage against road shock.



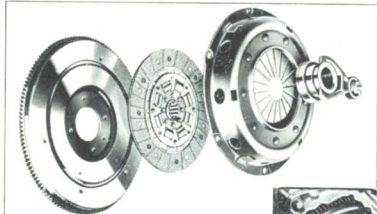
"DUAL-RATE" REAR SPRINGING

With the front wheel springing systems described above, and with "dual-rate" rear springs, Chevrolet "Pullman" and "Ridemaster" Utilities give a wonderfully smooth ride whether loaded or empty. Springs are equipped with new tension-type shackles at the rear—the mounting bracket is a strap of heavy spring steel attached to the underside of the side-rail. As the spring is compressed the pull exerted against the spring by the shackle being in tension progressively increases the spring deflection rate; the auxiliary leaves come into action when a full load is carried. Spring movement is controlled by double-acting hydraulic shock absorbers.



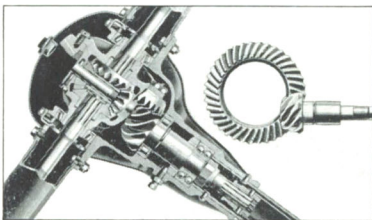
ALL-SILENT SYNCHRO-MESH GEARS

The synchro-mesh gearbox on the new "Pullman" and "Ridemaster" Utilities now has helical gears throughout, giving smooth "clashless" changing and silent drive in all speeds. The illustration above shows the layout of the new gearbox and the vacuum operated change mechanism which is controlled from a shift lever on the steering column.



BIGGER TIPTOE-MATIC CLUTCH

Chevrolet's new diaphragm-spring clutch has a 9% increase in lining area with linings double-riveted and slotted radially for quick release from pressure plate and flywheel facings. Adequate cooling is assured by ventilating vanes on the pressure plate (see inset) and ball throw-out bearing is permanently lubricated.



HYPOID DRIVE AXLE GEARS

The use of hypoid gear drive contributes a good deal to Chevrolet's low upkeep cost and trouble-free service. Hypoid gears, because of the greater area of tooth contact and the sliding action of the teeth, give a steadier, more efficient drive with less wear and tear on rear axle assembly. They also permit a lower centre of gravity and flat floor in both cab and load compartment.

SPECIFICATIONS

CHEVROLET "PULLMAN" AND "RIDEMASTER" UTILITIES

ENGINE.—Six cylinders, overhead valve; $3\frac{1}{2}$ in. bore, $3\frac{1}{4}$ 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, 1 41/64 in. diameter; exhaust, 1 15/32 in.

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

CONNECTING ROD BEARINGS.—2 5/16 in. diameter, $1\frac{1}{2}$ 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 cam-shaft bearings. Cast babbitt connecting rod bearings.

OILING SYSTEM.—Re-fill 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, 11 2/3 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. Battery under bonnet. Mechanical-shift starter.

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

TRANSMISSION.—All-silent Synchro-mesh, with helical gears throughout. Vacuum gear-shift 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 with new, tension-type shackles at rear. Double-acting hydraulic shock absorbers. Dual deflection ræ 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, glove compartment with flush lock, ash receiver, cigar lighter and engine heat indicator. Covered openings for installation of radio controls and clock.

EQUIPMENT.—High-pressures gun lubrication, tool kit, tail and stop light, rear vision mirror, vibrator horn, super-beam headlamps with separate parking lamps. Adjustable driver's seat. No-draught ventilation. Front bumper. Vacuum windscreen wiper on Panel Van. Electric windscreen wiper and adjustable sun visor on coupe models. Rubber pads on clutch and brake pedals. Dome lamp. Parcel shelf. Safety glass in windscreen, side windows, and rear window.

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

WHEELBASE.—113 inches.

ON "PULLMAN" MODELS.

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

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

ON "RIDEMASTER" MODELS.

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

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.

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.

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.

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