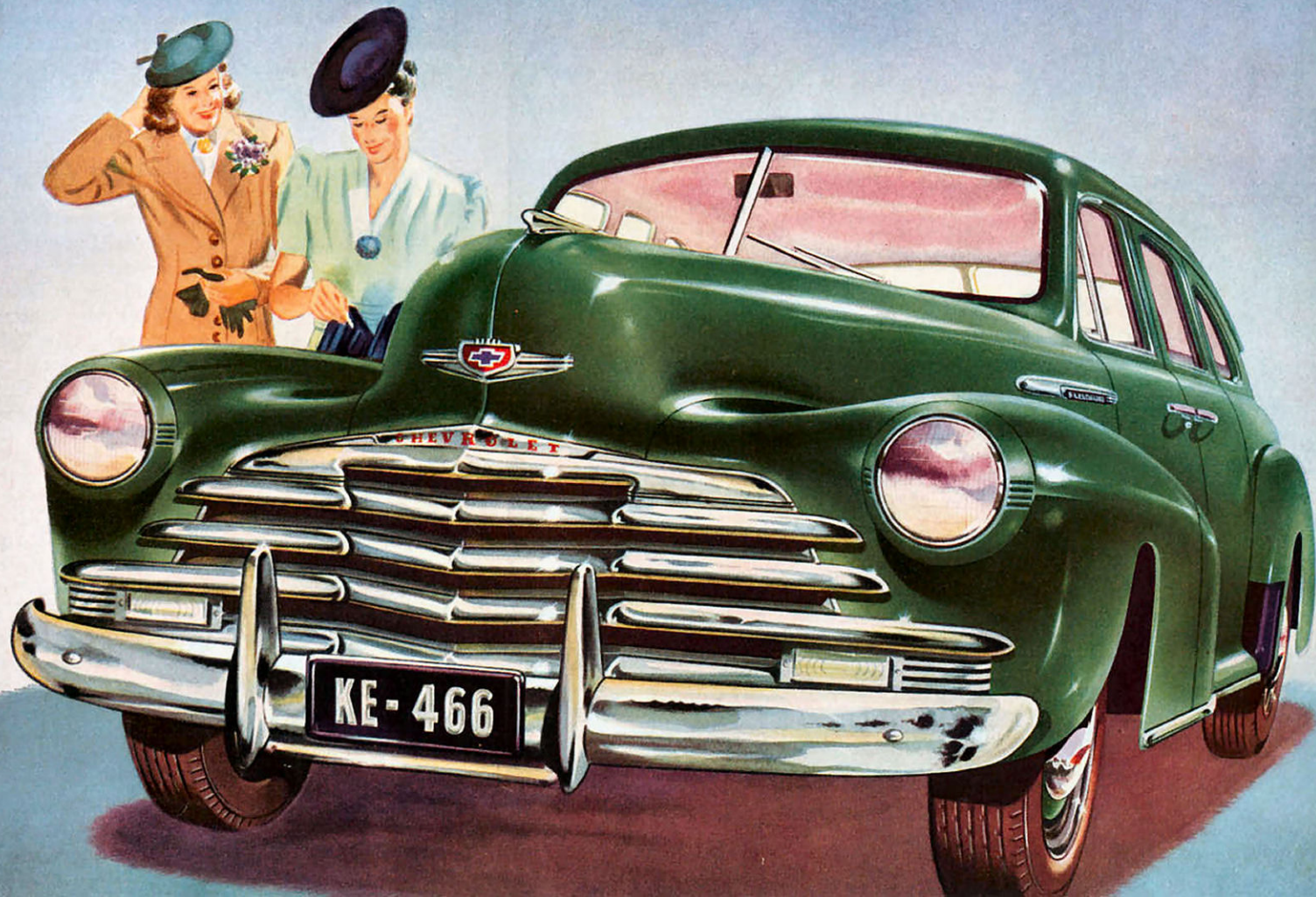


Chevrolet



First, Finest and Foremost . . .

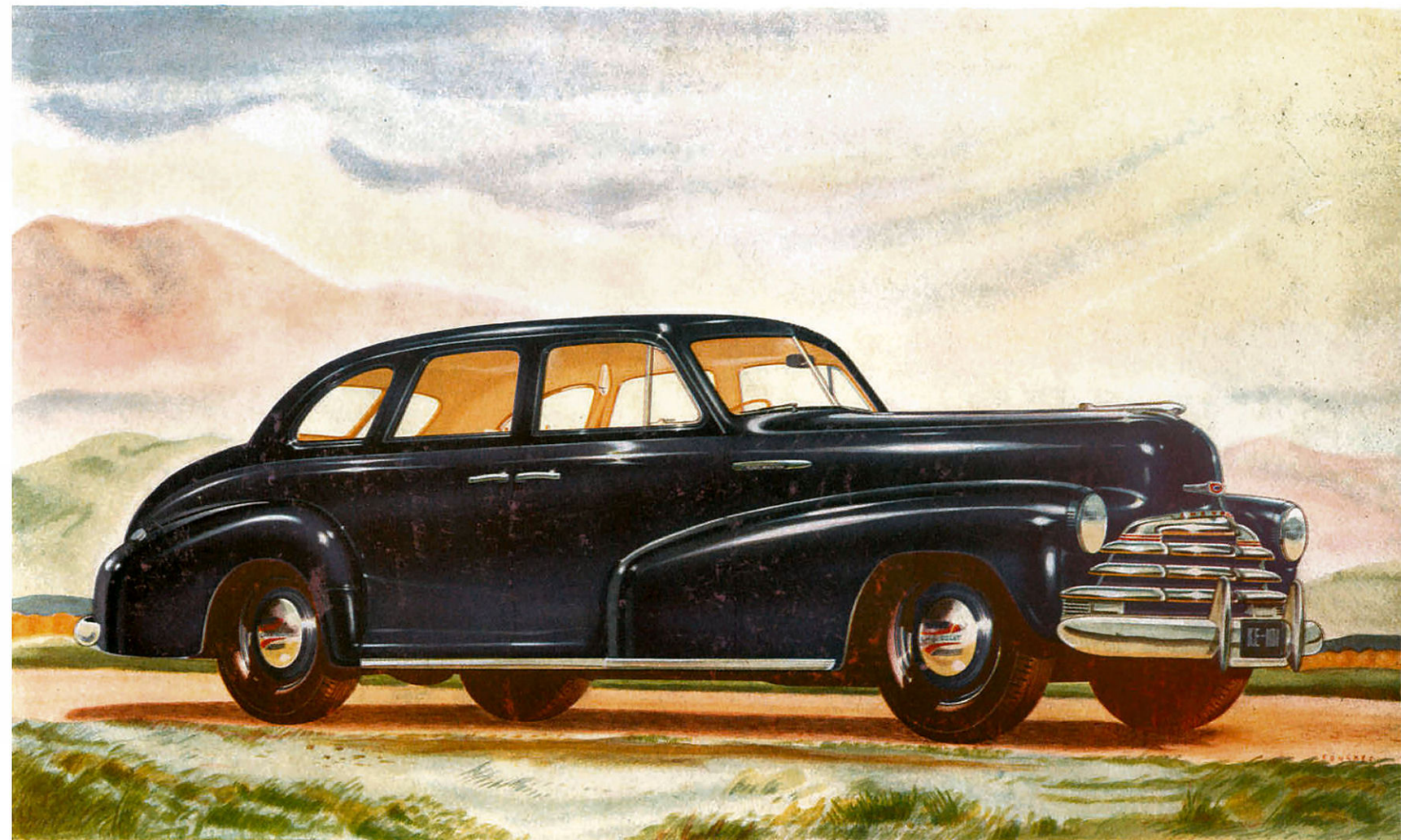


FIRST IN WORLD SALES For 11 of the last 12 production years, Chevrolet has led world sales. This fact alone places the stamp of superiority on Chevrolet . . . a superiority maintained in two splendid new models—the impressive “Stylemaster” and the luxurious “Fleetmaster de Luxe”. Never has Chevrolet’s value-leadership been more strongly emphasised . . . never has the foresight that has made Chevrolet first in the field of engineering and design, been better expressed.

FINEST IN PERFORMANCE Compare Chevrolet feature for feature with any car in its class. None can offer the rare combination of power and economy of Chevrolet’s famous valve-in-head “Thriftmaster” engine, the unequalled riding comfort of unitized independent front wheel springing, with synchronized rear springing to Chevrolet’s own design. Consider, too, these other value features, each one designed to enhance Chevrolet’s proud record of leadership . . . positive action perfected hydraulic brakes, shockproof steering, beautiful Holden all-steel body, with wide-angle vision and safety glass in windscreen and side windows.

FOREMOST IN STYLING Chevrolet has a classic beauty that bears the hallmark of quality. From its newly-designed front grille to its delicately tapering rear end, Chevrolet’s appearance bespeaks taste and refinement. Modern door-action fenders . . . massive new bumpers . . . new “drawing-room” interior luxury with no-draught ventilation, graceful instrument panel, delightful colour schemes—all these are signs of the awareness of Chevrolet designers that distinction must be built into every single detail of Chevrolet—the car with the quality that is unmatched! See your Chevrolet Dealer now. He’ll prove Chevrolet’s leadership.

*DRAWING-ROOM COMFORT
is expressed in Chevrolet’s
luxurious new interiors.*



SALES LEADER FOR 11 OF THE LAST 12 PRODUCTION YEARS . . .

ABRIDGED SPECIFICATIONS

Chevrolet "Stylenmaster" and Chevrolet "Fleetmaster de Luxe"

ENGINE: Overhead Valve. Six cylinders. 3½ in. bore. 3¼ in. stroke: 90 horsepower.

PISTONS: Lightweight cast alloy iron with flat head and slipper skirt; surface treated.

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

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; 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 down-draught 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 1½/3 gallon tank in rear.

COOLING SYSTEM: Capacity, 12½ quarts. Ribbed-cellular copper-core radiator. Self-adjusting, permanently-lubricated ball bearing water pump. Full length water jackets. Nozzle-spray valve-seat cooling.

ELECTRICAL: Ignition with automatic and vacuum spark advance control; octane selector. High-output ventilated generator. Voltage regulator. 13-plate battery, 92 ampere hours. Battery under engine bonnet. Push-button Solenoid Starter.

TRANSMISSION: Synchro-mesh; helical gear; throughout. Vacuum gear shift.

CLUTCH: Diaphragm-spring type, ventilated. Cushion-mounted disc with radial slotted, braided moulded facings riveted on clock-spring-steel cushions. Permanently lubricated ball throw-out bearing.

POWER PLANT MOUNTING: Five-point cushion-balanced.

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

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

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

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

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

STEERING GEAR: Worm and ball-bearing roller-sector fully adjustable; worm mounted on tapered roller bearings; 17½ to 1 ratio. Shockproof steering.

WHEELS AND TYRES: Five short-spoke steel disc wheels. Five 6.00-16 x 4-ply standard tyres, option 6.00-16 x 6-ply.

LIGHTS: Super-beam headlamps. Separate parking lamps mounted in radiator grille. Dual tail and stop lights. Separate rear-licence lamp.

WHEELBASE: 116 inches.

BODY EQUIPMENT (BOTH MODELS)

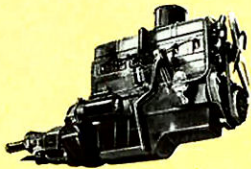
Fine quality restful upholstery; all-steel structure with Holden "Turrettop" and solid steel under-body. Sloping "V" windshield with dual wipers at bottom. No-draught ventilation. Cowl ventilator. Safety Glass in wind-screen and all windows. Adjustable driver's seat. Full-width front-seat cushion. Adjustable sunvisors. Rear-view mirror. Convenient parcel shelf behind rear seat. Rear seat arm rests. Scuff Plates. Concealed running boards. Large luggage compartment with tool compartment. Tool kit. Robe rail and assist grips—footrest—pileless carpet on trunk floor. Bumpers front and rear. Rubber pads on pedals. Rain deflectors. Rear quarter lamps.

INSTRUMENT PANEL: Indirectly lighted with control for brightness. 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 locking glove compartment. Engine heat indicator. Provision for installation of radio controls.

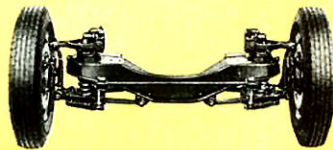
EXTRA EQUIPMENT ON "FLEETMASTER DE LUXE"

Vanity mirror on sun visor. Clock on instrument panel. Ventilating rear-quarter windows. Ash receivers in rear seat arm rests. Bumper guards. Chrome-plated licence-plate lamp. Cigar lighter.

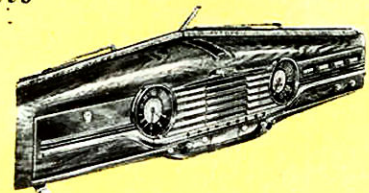
Chevrolet Engineering Leadership Presents



OVERHEAD VALVE "THRIFTMASTER" ENGINE of exclusive Chevrolet design, will accomplish more on a given quantity of fuel than any other type at present in use.



LIMITED INDEPENDENT FRONT-WHEEL SPRINGING. No other car in its class presents the perfectly balanced riding qualities of Chevrolet's unitized independent front-wheel springing.



INSTRUMENT PANEL. The indirectly-lighted instrument panel of the Chevrolet combines both beauty and utility. In its design, emphasis has been placed on simplicity and convenience of operation.

G.M.A.C. CONFIDENTIAL PAYMENT PLAN

Convenient hire-purchase terms are available on your Chevrolet through General Motors' own finance company. Because General Motors Acceptance Corporation is the largest Hire Purchase Institution in the world, it is able to offer low rental charges, and arrange a payment plan fitted to your individual requirements. Your local dealer can explain the G.M.A.C. Plan and arrange payments to suit you.

Specifications and Equipment Subject to Change Without Notice

GENERAL MOTORS-HOLDEN'S LIMITED

BRISBANE - SYDNEY - MELBOURNE - ADELAIDE - PERTH

PROTECTIVE OWNER SERVICE POLICY

The unusual General Motors-Holden's Ltd. Owner Service Policy protects you against defective workmanship or materials for 90 days or 4,000 miles of operation. You are also entitled to two thorough inspections and adjustments of your Chevrolet without charge. Chevrolet Spare Parts and Expert Service available throughout Australia.