

CHEVROLET

Entirely NEW..through and through



These Accessories
Specially Designed
for the new Chevrolet

DE LUXE

AIR CHIEF

RADIO

Australia's finest car radio is available at extra cost. This 6-valve miniature tube set with 9-inch oval type speaker gives remarkable tone and clarity. Tailored controls blend beautifully with other instrument panel fittings.

Other Accessories for added beauty and driving enjoyment include lovely tailored Seat Covers in rich-looking patterns; Fender and Grille Guard units; Petrol Tank Locking Cap, Back Up Lamp and Outside Sun Visor.

SPECIFICATIONS

Power Plant

ENGINE TYPE: Valve-in-head, 106 horsepower. Six cylinders, 6.9:1 compression ratio.

PISTONS: Aluminium alloy with steel struts.

CRANKSHAFT: Four, precision interchangeable, thin wall babbitt lined main bearings. Counter-balanced. Rubber floated harmonic balancer.

OILING SYSTEM: Specialised system with instant cold starting lubrication, and positive pressure to crankshaft bearings, camshaft bearings, connecting rod bearings, valve rocker arms and timing gear spray nozzle.

FUEL SYSTEM: Single-adjustment balanced downdraft carburettor, with automatic choke, accelerating pump and fast idle mechanism. Octane Selector. Air cleaner, silencer and flame arrester. Fuel mixture heated (thermostatic control) in manifold heat-chamber. Tank capacity, 13-1/3 imperial gallons.

COOLING SYSTEM: Capacity, 12 1/2 quarts. Self-adjusting, permanently lubricated water pump with by pass. Individually cooled cylinders, full length water jackets. Nozzle jet valve seat cooling.

ELECTRICAL SYSTEM: Delco-Remy ignition with centrifugal and vacuum spark-advance control. High intensity spark for heavy duty ignition. Ignition coil. High output ventilated generator, with voltage and current regulator. Delco-Remy starter, with key turn starter switch.

POWER PLANT MOUNTING: Three point, rubber cushioned support high side mountings.

CLUTCH: Diaphragm spring type, ventilated. Permanently lubricated ball throwout bearings.

TRANSMISSION: Synchro-mesh with helical gears throughout. Manually operated steering column mounted gearshift control.

Chassis

FRAME: Box-girder type.

FRONT SUSPENSION: Unitized Independent Front Wheel Springing, with direct double-acting hydraulic shock absorbers. Ride Stabilizer.

REAR AXLE: Semi-floating type with hypoid-drive gears of 3.7 to 1 ratio.

REAR SPRINGS: Semi-elliptic springs and shackles of tension type. Rubber insulated. Fabric spring covers. Direct double-acting hydraulic shock absorbers.

DRIVE SYSTEM: Torque tube drive. Tubular propeller shaft; fully enclosed.

BRAKES: Four-wheel self-energising hydraulic. 11 in. brake drums. Self-aligning, full contact brake shoes. Mechanical parking brakes with T-shaped pull handle.

STEERING GEAR: Ball bearing mounted roller sector; worm-mounted on tapered roller bearings; fully adjustable. Ratio, 19.4 to 1. Centre-point steering. Wheel diameter, 18 in.; two spoke with horn button.

WHEELS AND TYRES: Five; steel disc with short spokes. 6.70-15 tyres on wide base rims. Tyre pressure, 24 pounds.

WHEELBASE: 115 inches. Over-all length, 195 1/2 in. (including bumpers).

CHASSIS EQUIPMENT: Bumpers with two guards, both front and rear. Splash and gravel deflectors front and rear.

Lights—Horn—Battery

LIGHTS: Sealed Beam headlamps with foot controlled beam indicator light on speedometer. Parking lights blended into each side of radiator grille. Dual tail and stop lights. Rear licence plate light. Dome light. Dual matched Horns.

BATTERY: 6-volt, 13-Plate 92 ampere-hour capacity.

Instrument Panel—Controls—Vision

INSTRUMENTS: Speedometer. Oil pressure and petrol gauges. Battery charge and engine heat indicators. Variable indirect instrument cluster lighting.

CONTROLS: Rubber padded foot controls. Illuminated 3 position ignition lock with key turn starting. Lights, choke, air intake, windshield wiper control.

VISION: Single control dual windshield wipers. Adjustable inside rear view mirror.

Body Equipment

Regular equipment includes the following:—

EXTERIOR: Stainless steel body belt line moulding. Curved windshield. Pushbutton door handles with key locks in both front doors. Petrol filler compartment under door in left rear fender.

INTERIOR: Seat cushions and squabs upholstered with antique finish leather. Dual ventilators in dash. Ventipanes on front doors, with drip shields in both front doors. Dome light with integral switch. Two extendible sun visors. Instrument panel ash tray. Instrument panel finish of grey deep-lustre metallic lacquer. Arm rests on doors, front and rear. Ash tray on back of front seat. Robe strap on back of front seat. Coat hooks located on rear roof rails.

G.M.A.C. Confidential Payment Plan

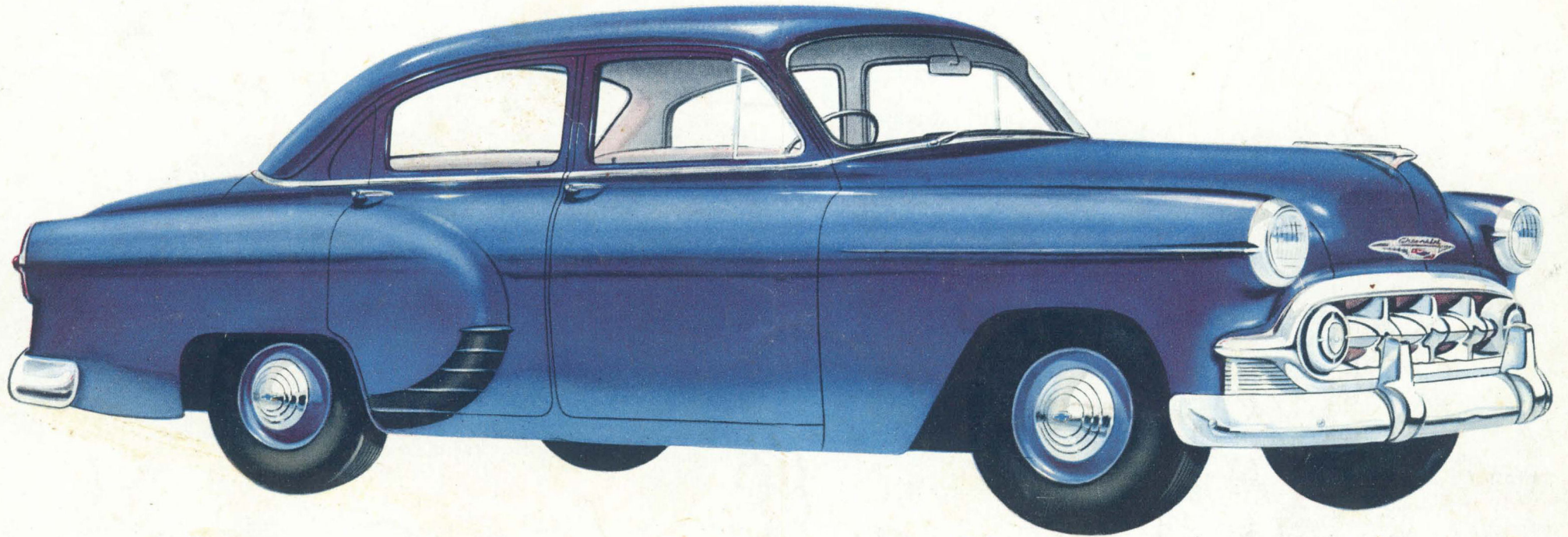
Convenient Terms are available on your Chevrolet through General Motors' own company, G.M.A.C. Because General Motors Acceptance Corporation is the largest Hire-purchase institution in the world, it is able to offer low rental charges, and arrange a payment plan fitted to your individual requirements.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

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 4000 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.

GENERAL MOTORS — HOLDEN'S LIMITED

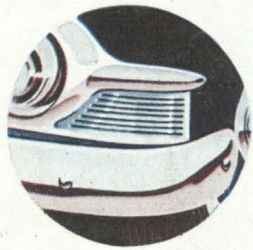
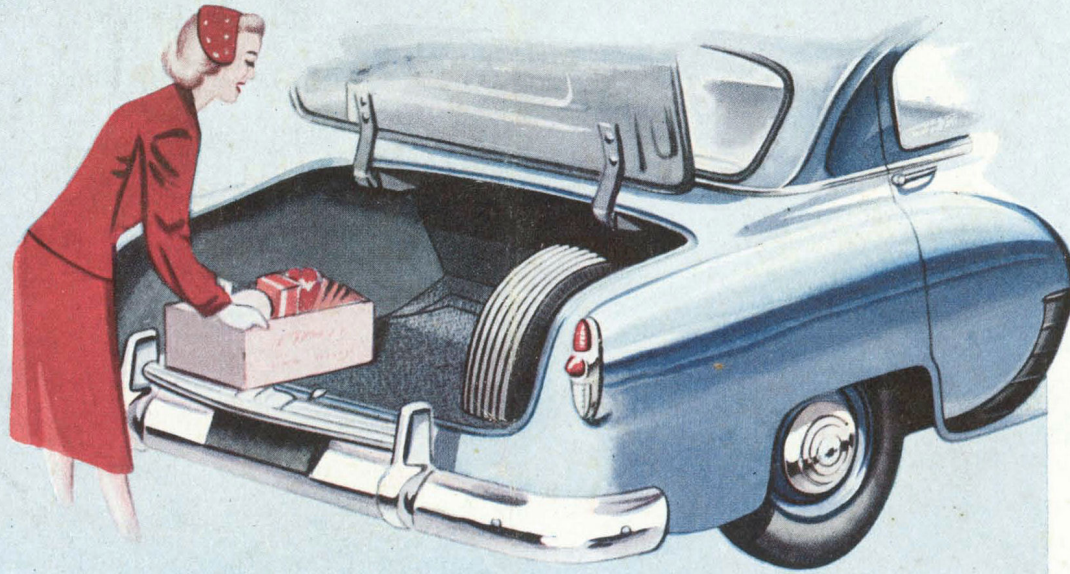
BRISBANE • SYDNEY • MELBOURNE • ADELAIDE • PERTH

Dazzling new beauty . . . luxurious to the last detail



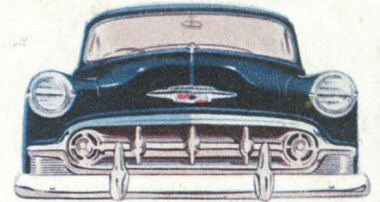
CHEVROLET IS NEW . . . strikingly new inside and out . . .
There's a new, lower silhouette with long, flowing lines and
contours. There's a new roomier interior providing the
utmost in comfort and convenience. Once again Chevrolet
sets the pace with styling that's dramatically different.

New giant-size luggage compartment...

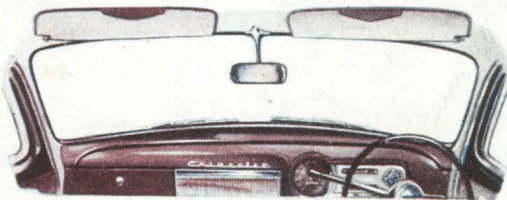


Wrap-around bumpers. Rugged wrap-around bumpers give maximum protection to fenders. They're attached to Chevrolet's box-section steel frame—not bolted to fenders.

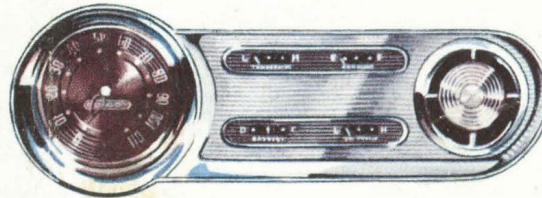
There's generous room for all the luggage and miscellaneous items you'll want to carry. New lid design with new low sill—nearly flush with rear bumper—makes loading and unloading easier. The lid opens with the turn of a key and the touch of your finger. *When closed, the luggage compartment lid is almost horizontal, complementing the high-crown rear fenders and giving Chevrolet a lower, longer appearance.*



From the front, this new Chevrolet displays fresh, new concepts of style and beauty. Circular parking lights are integral with the distinctive, handsome grille. Fenders join the hood line in a graceful curve. The over-all effect is one of beautiful simplicity.

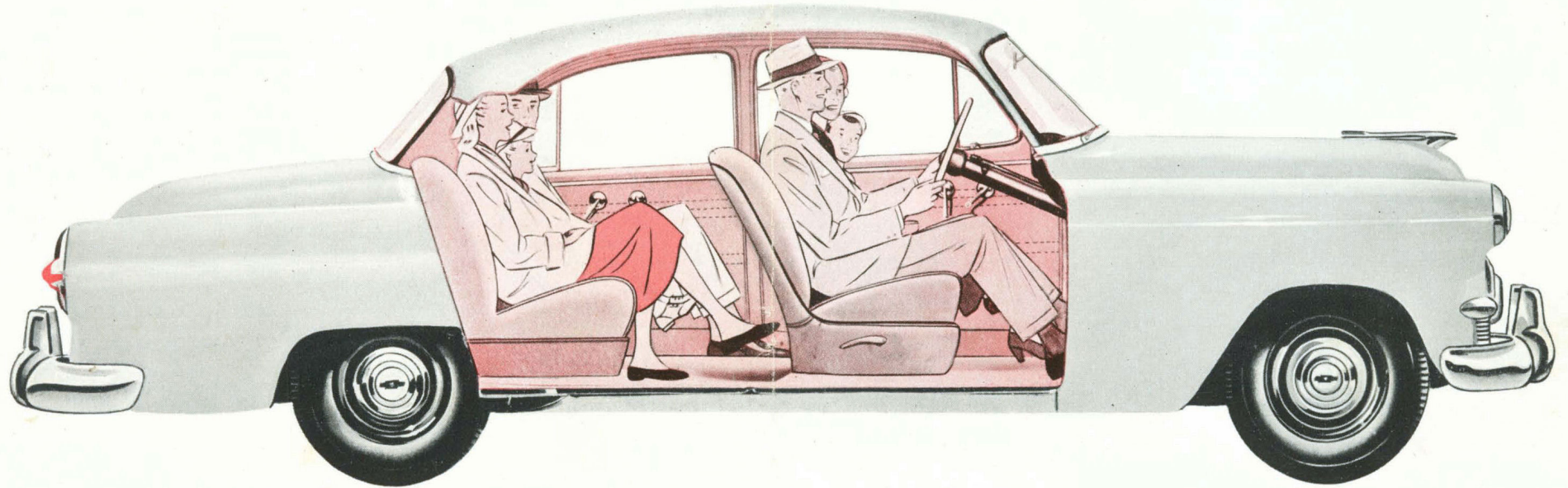


Gracefully curved one-piece windshield sweeps back to slim, strong corner posts. You have a wide, unobstructed view of the road ahead.



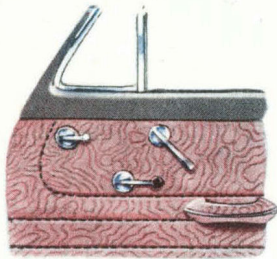
Handsome, easy-to-read instrument cluster is shielded so that its light won't be reflected by the windshield at night.

The last word in comfort!

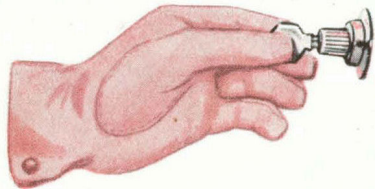


New Roominess. All the room you could ask for comfortable riding—plenty of space for six big people without crowding. Width has been increased to provide new comfort for both front and rear seat passengers. *A Gliding Ride.* Chevrolet gives you the ultimate in

luxurious riding comfort because you and your passengers ride between the axles and because Chevrolet features a combination of independent front wheel springing, airplane-type shock absorbers, centre-point rear suspension and low pressure tyres.



Notice the beautiful, functional door handle and window controls. Front door controlled ventilation windows are regulated by an easy-action crank control—another Chevrolet fine-car feature.



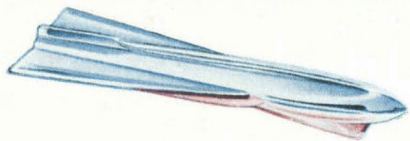
New key-turn starting. Just a twist of the key in the ignition lock starts the engine of your new Chevrolet. Key-turn starting is added to the three-position ignition switch, thus eliminating the separate starter button.

New high-compression engine brings you startling new performance

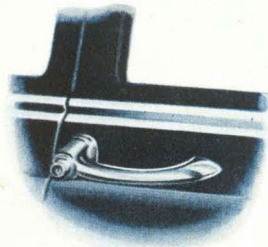
Chevrolet has a new, high powered 6-cylinder o.h.v. engine developing 106 b.h.p. With its increased power, Chevrolet gives you a new and wonderful performance. Extra power helps prolong engine life, too, because under normal driving conditions your engine operates at a relatively low percentage of its capacity. There is a minimum amount of stress on engine parts.

These 13 engine improvements make Chevrolet more thrilling . . . more dependable . . . more economical to own than ever.

★ *New higher compression ratio—6.9:1.* ★ *New, heavier, stiffer crankshaft.* ★ *New strengthened crankcase.* ★ *New stronger, stiffer connecting rods.* ★ *New, three extra cylinder head hold-down bolts.* ★ *New aluminium pistons with steel struts.* ★ *New full-pressure lubrication system.* ★ *New high tower distributor cap.* ★ *New 45 amp. generator.* ★ *New precision interchangeable big end bearings.* ★ *New deeper length water jackets.* ★ *New by-pass cooling features for more uniform warm up.* ★ *New automatic choke to make starting and warming up easier and prevent overchoking of engine.*

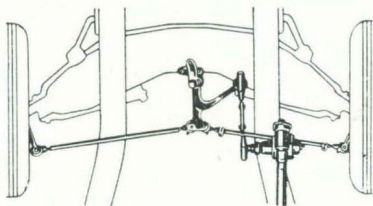


Hood ornament. This slim graceful hood ornament symbolizes the eager power of the 1953 Chevrolet. It's finished in handsome chrome.

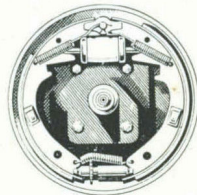


Push button door handles. No caught cuffs here! The ends of the smartly styled door handle curve into the door so they're always out of the way. You just push the button to open—and one key operates ignition, trunk and doors!

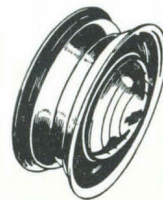
Important Chevrolet Safety Advantages



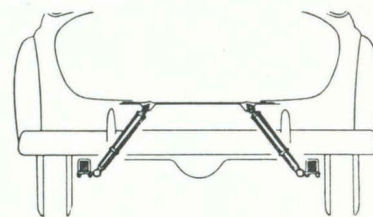
Centre-Point Steering for easier, surer, control. Stability under all road conditions is ensured with balanced length tie rods that centre control between the front wheels.



Large Drum Brakes for smoother stops with less pedal pressure. Self-energising brakes make use of car momentum to aid braking. Full 11-inch sealed brake drums.

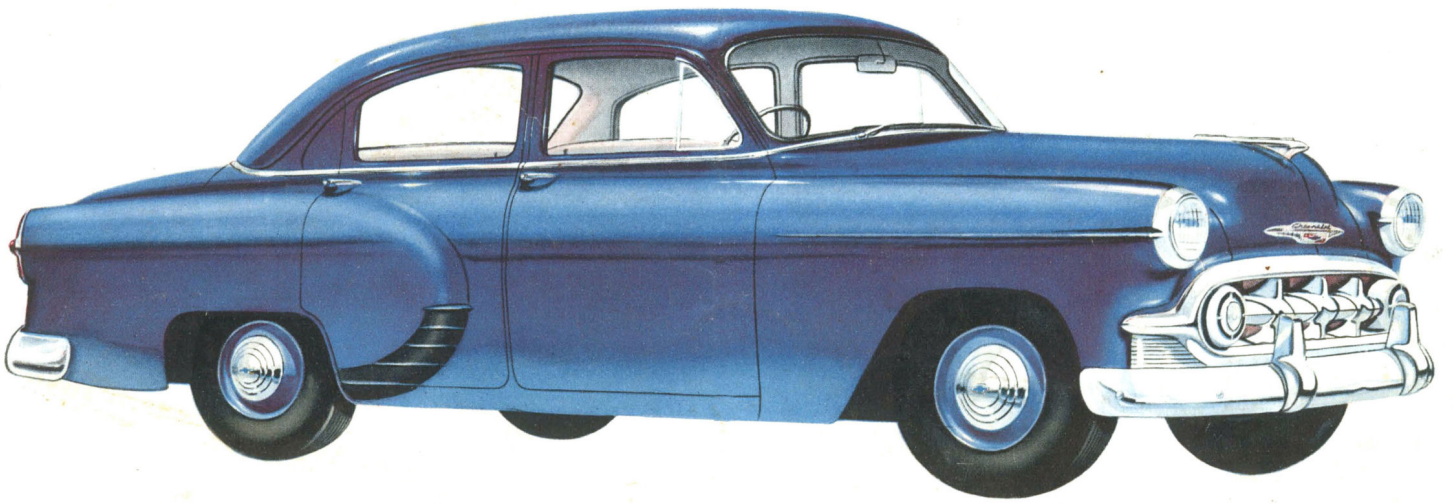


5-inch Wide Base Rims for steering stability and riding comfort. 5" rims carrying low-pressure tyres place a large, soft cushion between car and road.



Centre-Point Rear Suspension adds to Chevrolet's steering ease and driving safety. Airplane-type shock absorbers are mounted diagonally to increase stability and prevent sway.

Dazzling new beauty . . . luxurious to the last detail



CHEVROLET IS NEW . . . strikingly new inside and out . . . There's a new, lower silhouette with long, flowing lines and contours. There's a new roomier interior providing the utmost in comfort and convenience. Once again Chevrolet sets the pace with styling that's dramatically different.

Specifications and equipment subject to change without notice

GENERAL MOTORS — HOLDEN'S LIMITED

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10M-7 53 DW P

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OILING SYSTEM: Specialized system with instant cold starting lubrication, and positive pressure to crankshaft bearings, camshaft bearings, selector, air cleaners, blower and flame arrester. Self-adjusting, permanently lubricated water pump with by pass. Individually cooled cylinders, full length wear jackets. Nozzle jet valve seat cooling.

ELECTRICAL SYSTEM: Delco-Remy ignition with centrifugal and vacuum spark-advance control. High intensity spark for heavy duty ignition. Ignition coil. High output ventilated generator, with voltage and current regulator, Delco-Remy starter, with key turn starter switch.

POWER PLANT MOUNTING: Three points, rubber cushioned support high side mountings.

CLUTCH: Diaphragm spring type, ventilated. Permanently lubricated ball throwout bearings.

TRANSMISSION: Synchro-mesh with helical gears throughout. Manually operated steering column mounted gearshift control.

FRONT SUSPENSION: Unitized independent front wheel springing, with direct double-acting hydraulic shock absorbers. Ride Stabilizer.

SPECIFICATIONS

REAR AXLE: Semi-floating type with hypoid-drive gears of 3.7 to 1 ratio.

REAR SPRINGS: Semi-elliptic springs and shackles of tension type. Rubber insulated. Fabric spring covers. Direct double-acting hydraulic shock absorbers.

DRIVE SYSTEM: Torque tube drive. Tubular propeller shaft; fully enclosed.

BRAKES: Four-wheel self-energizing hydraulic brakes. Mechanical parking brakes with T-shaped pull handle.

STEERING GEAR: Ball bearing mounted roller sector; worm-mounted on tapered roller bearings; fully adjustable. Ratio, 19.4 to 1. Centre-point steering. Wheel diameter, 18 in.; two spoke with horn button.

WHEELS AND TYRES: Five; steel disc with 19.5 in. (including bumpers).

CHASSIS EQUIPMENT: Bumpers with two deflector front and rear. Splash and gravel guards, both front and rear.

LIGHTS—Horn—Battery

LIGHTS: Sealed beam headlights with foot controlled beam indicator light on speedometer. Parking lights blended into each side of radiator grille. Dual tail and stop lights. Rear licence plate light. Dome light. Dual matched Horns.

BATTERY: 6-volt, 13-plate 92 ampere-hour capacity.

Instrument Panel—Controls—Vision

INSTRUMENTS: Speedometer. Oil pressure and petrol gauges. Battery charge and engine heat indicators. Variable indirect instrument cluster lighting.

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Body Equipment

Regular equipment includes the following:—

EXTERIOR: Stainless steel body belt line moulding. Curved windshield. Puffblow door. Ventricles on front doors, with integral switches in both front doors. Dome light with integral switch. Two instrument sun visors. Instrument panel ash tray. Instrument panel finish of grey deep-lusters metallic lacquer. Arm rests on doors, front and rear. Ash tray on back of front seat. Rope strap on back of front seat. Coat hooks located on rear roof rails.

INTERIOR: Seat cushions and squabs upholstered with antique finish leather. Dual ventilators in dash compartment under door in left rear fender. Handles with key locks in both front doors. Petrol filler compartment under door in left rear fender.

VISION: Single control dual windshield wipers. Adjustable inside rear view mirror.

CONROLS: Rubber padded foot controls. Illuminated 3 position ignition lock with key turn starter. Lights, choke, air intake, windshield wiper control.

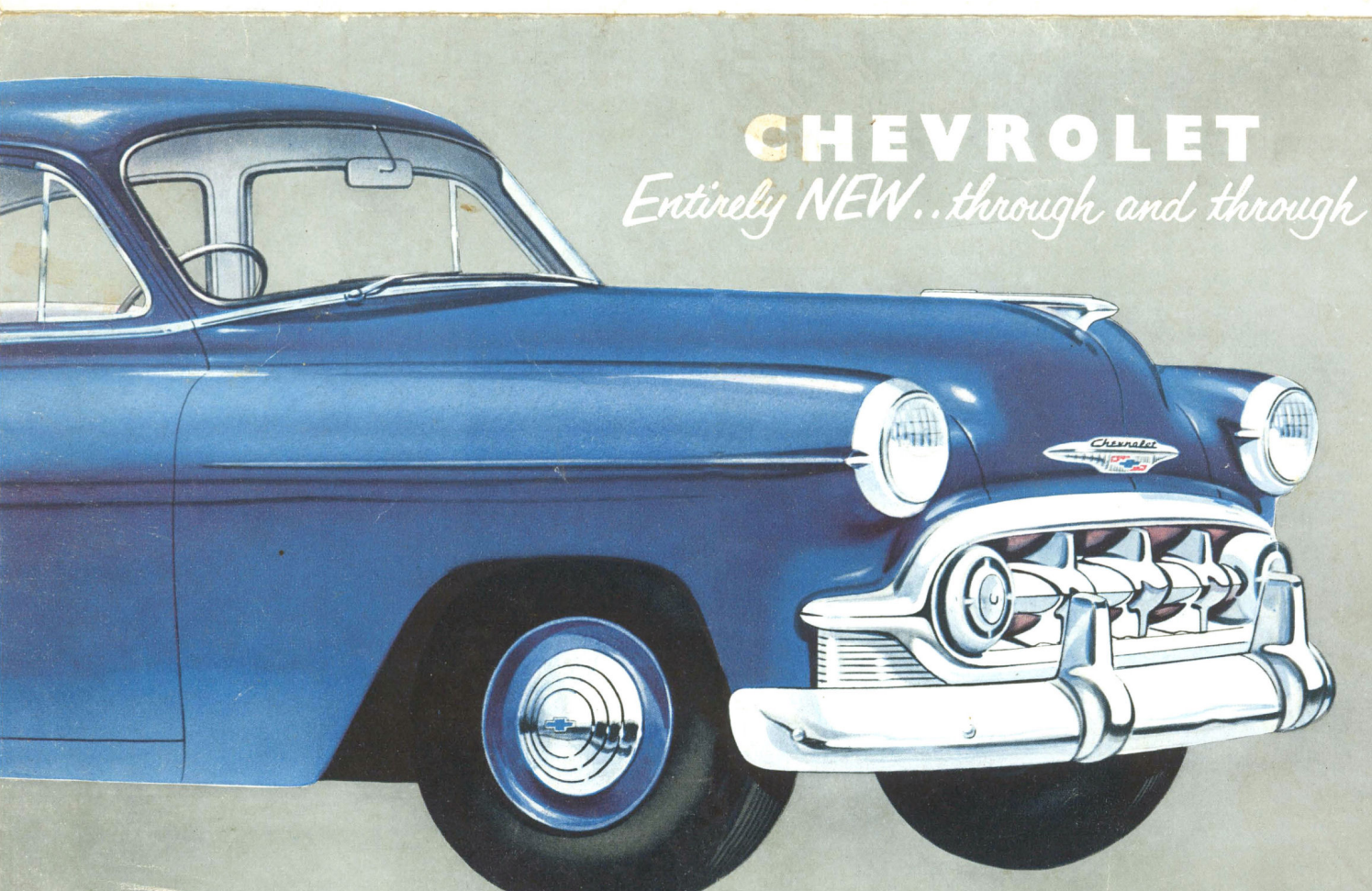
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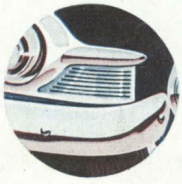
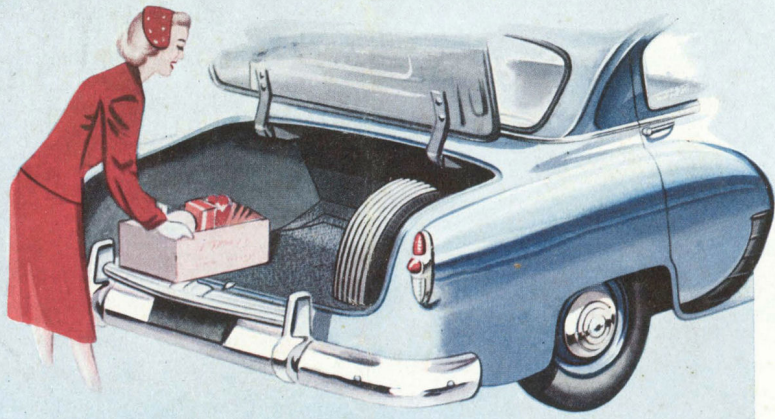
Government Terms are available on your own company, G.M.A.C. Because Chevrolet through General Motors, General Motors Acceptance Corporation in the world, it is able to offer low rental charges, and arrange a payment plan fitted to your individual requirements. Your local dealer can explain the G.M.A.C. plan and arrange payments to suit you.



CHEVROLET

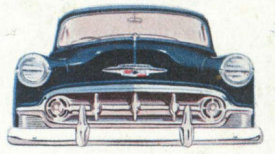
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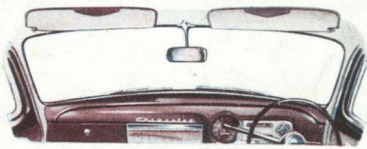


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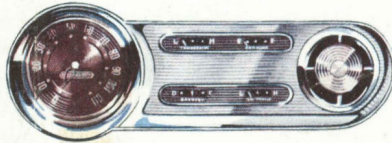
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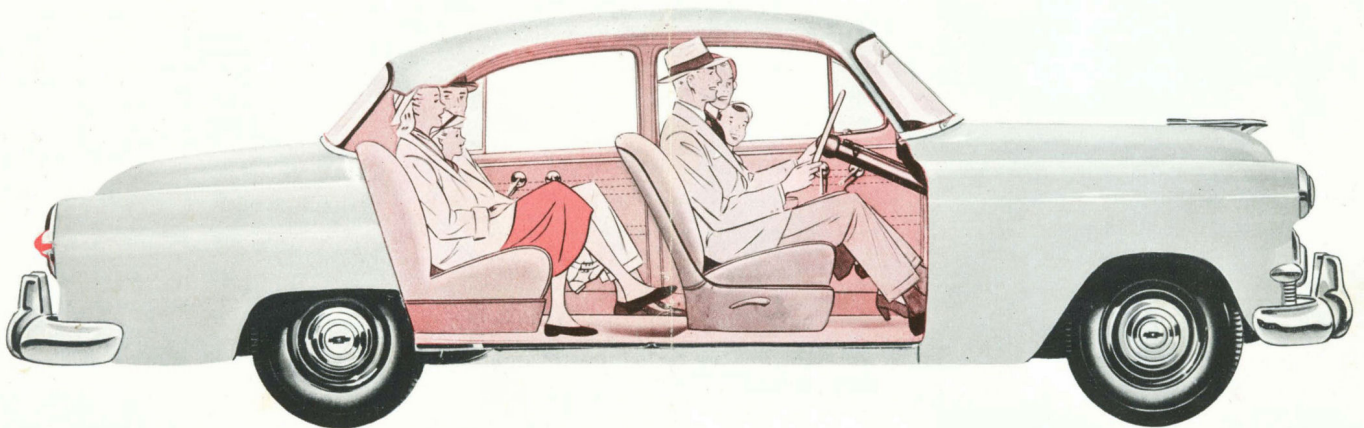


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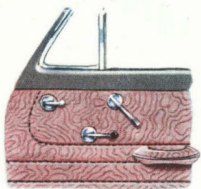
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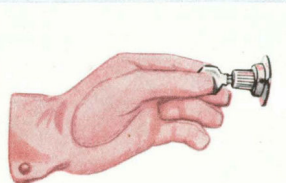


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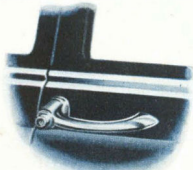
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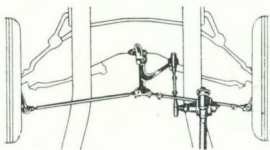
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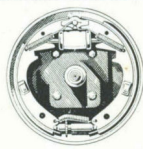
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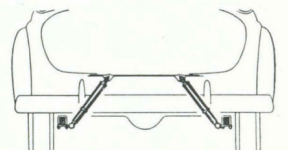
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