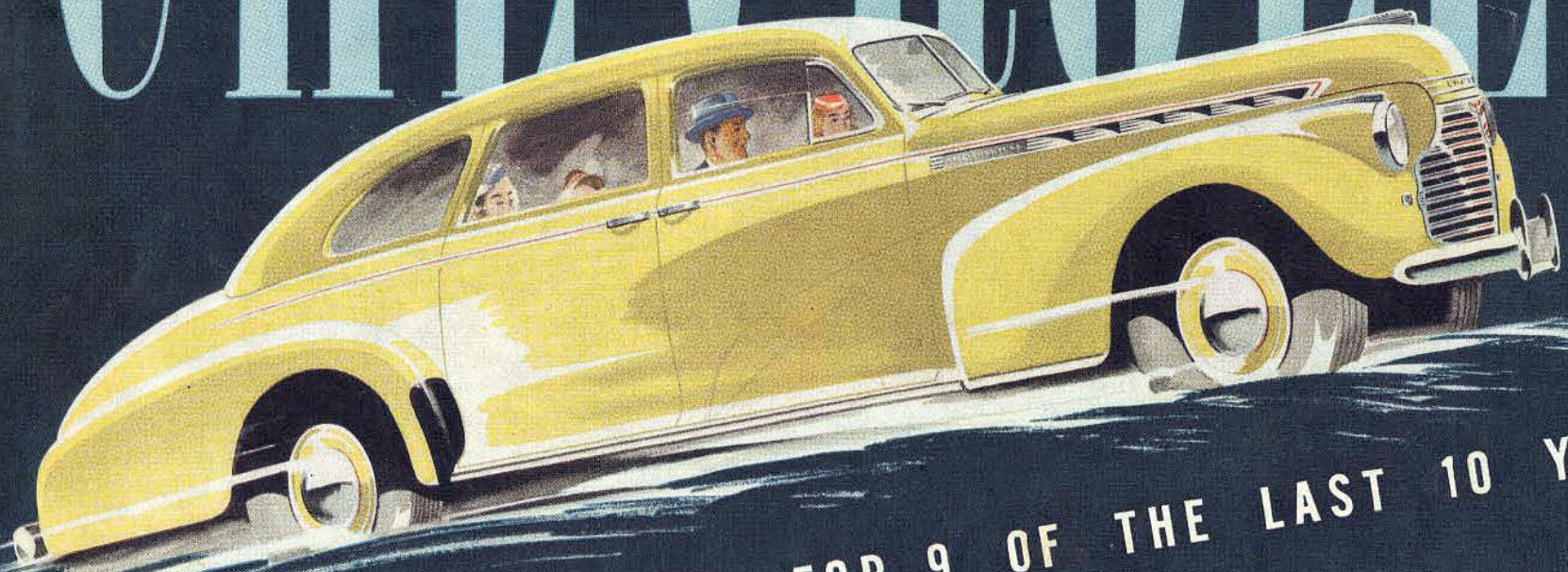


# CHEVROLET



WORLD'S SALES LEADER FOR 9 OF THE LAST 10 YEARS!

# THE LATEST, FINEST CHEV

Beauty and utility are the keynotes of Chevrolet's styling. From front to rear every graceful line expresses efficiency and inbuilt capacity for trouble-free service. External beauty is matched by the richly furnished interior which gives you all that is best in style, comfort and convenience. Wider, more comfortable seats with arm-rests, smartly tailored trim, attractively moulded hardware, safety door locks, "Pilot Seat" driving vision, No-draught ventilation, safety glass wind-screen and side windows, and a large parcel shelf are among the many refinements.

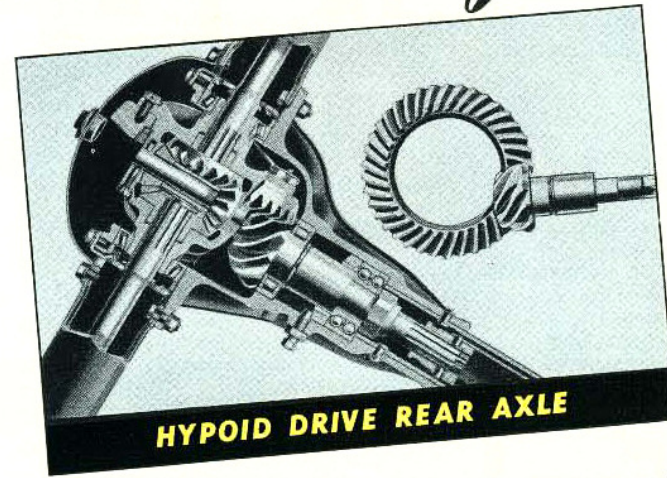
Chevrolet, first in world sales for 9 of the last 10 years, now presents the latest, finest Chevrolets—designed, styled, engineered and built to be first again.

Chevrolet's consistent leadership year after year has been based on value, and when you see these latest cars—the Ridemaster and the Special De Luxe—you'll agree that Chevrolet again out-values all competitors. Look at some of the magnificent features: Independent Front Wheel Springing on all models. Beautiful All-steel "Turrettop" body by Holden with more room inside and greater comfort. Exclusive Vacuum-assisted Steering Column Gear-shift. Perfected "Full-Contact" Hydraulic Brakes. Larger Tiptomatic Clutch. Improved Shockproof Steering. "Pilot-Seat" Driving Vision. And the amazingly economical performance of Chevrolet's famous 6-cylinder Overhead Valve Engine. These and many more features mark Chevrolet's outright value-leadership—proving that today, more than ever before, Chevrolet gives you all that's best at lowest cost.

# and engineering

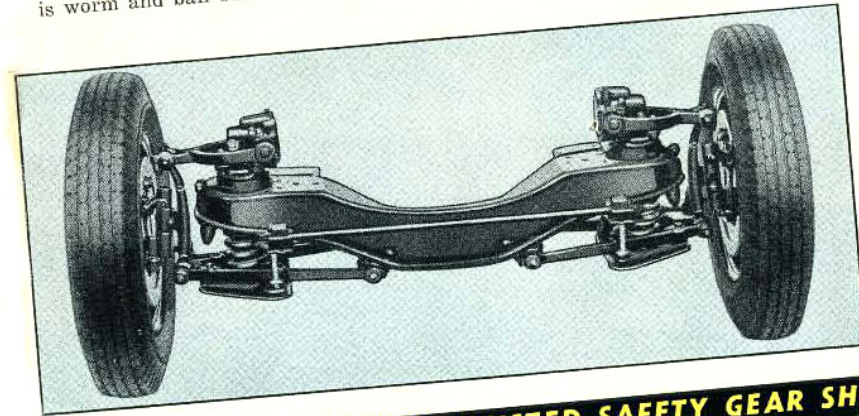
**THE RIDE ROYAL.** Perfected Independent Front Wheel Springing, now a feature of all Chevrolet models, brings to you, at an economical price, riding comfort unequalled by many higher priced cars. Chevrolet's Independent Front Wheel Springing gives you big, soft coil springs, highly-efficient, double-acting hydraulic shock absorbers, a front ride stabilizer bar with front and rear springs working in perfect harmony—front spring deflection rate being almost equal to that of the rear. Altogether a springing system designed to give you the smoothest, softest, safest ride you've ever experienced—riding comfort that really lives up to its name "The Ride Royal."

**SHOCK-PROOF STEERING.** A steering linkage which shuts out road shock, and used in conjunction with the Chevrolet's Independent Front Wheel Springing entirely eliminates steering wheel jerk and vibration, resulting in superior comfort and added safety. A separate drag link for each wheel and rubber cushioned joints are added features. Steering gear is worm and ball bearing roller sector type; ratio, 17½ to 1.



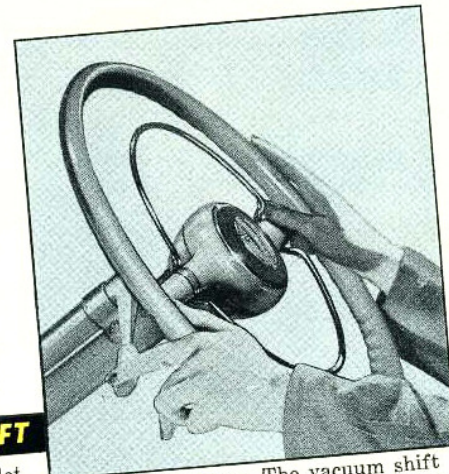
**HYPOID DRIVE REAR AXLE**

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. In the Hypoid Gear Assembly the drive pinion engages the crown wheel below the centre of the axle. The propeller shaft is thus lowered and permits a lower centre of gravity in the rear compartment. The rear axle is of the semi-floating type, and has a pressed steel banjo-type housing.



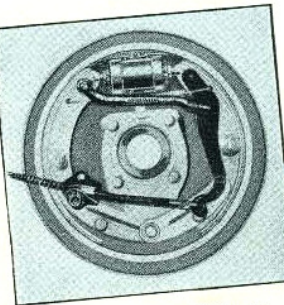
**VACUUM-ASSISTED SAFETY GEAR SHIFT**

The exclusive Vacuum-Assisted Gearshift on all Chevrolet models relieves the driver of practically all the physical effort of shifting gears. The vacuum shift mechanism supplies 80% of the effort needed, and calls for only 20% manual effort, allowing the driver to "feel" the shifting action as with the ordinary floor-type shift lever. The gearshift operation is exactly the same as with the floor-type lever, so there is nothing new to learn. The gearshift lever is mounted on the steering column jacket within easy reach of the fingertips—just a flick of the finger and the vacuum shift mechanism does the rest.

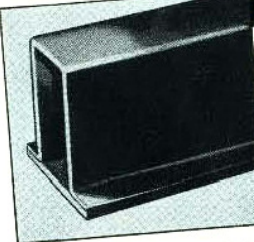


**HYDRAULIC BRAKES**

Chevrolet's Perfected "Full-Contact" Hydraulic Brakes with double articulated shoe linkage are safer and more efficient than other types. Hydraulic pressure is applied at the top and movable links at lower position of each shoe ensure uniform contact of brake shoes against drums—the most efficient application of the 158½ sq. ins. braking area.



**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, giving tremendous strength without excessive deadweight.

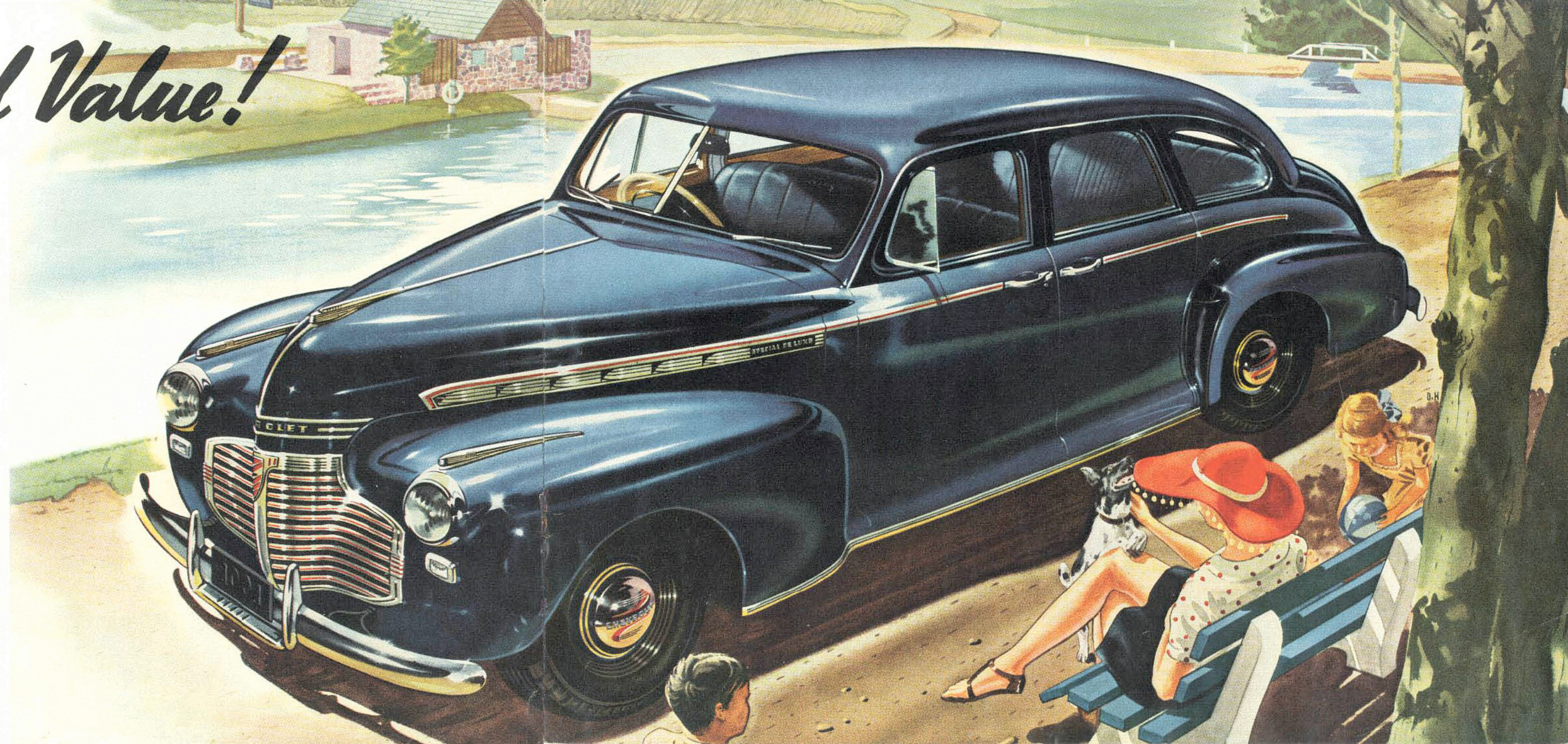
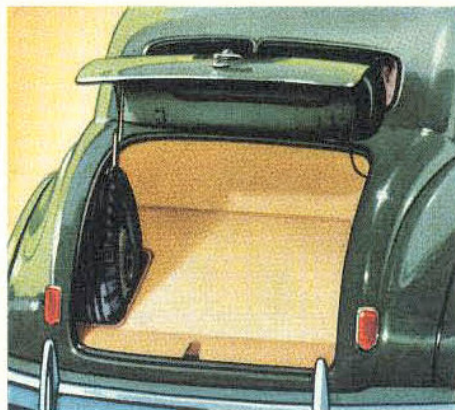
# Unparalleled Value!

**NO OTHER ECONOMICALLY-PRICED CAR CAN MATCH THE FEATURES AND VALUE OFFERED BY CHEVROLET — THE WORLD'S FIRST-CHOICE CAR.**

Continued sales leadership, giving it the world's biggest volume of sales, has enabled Chevrolet to pioneer every worthwhile improvement in the low-priced field — and year after year offer the finest design and features at lowest possible prices. The latest Chevrolets are still further ahead in value. They offer more beauty and performance, greater economy and dependability than any other competitive car. Compare Chevrolet with any comparably priced car and you'll prove that Chevrolet gives you more of the quality features you want in *your* new car.

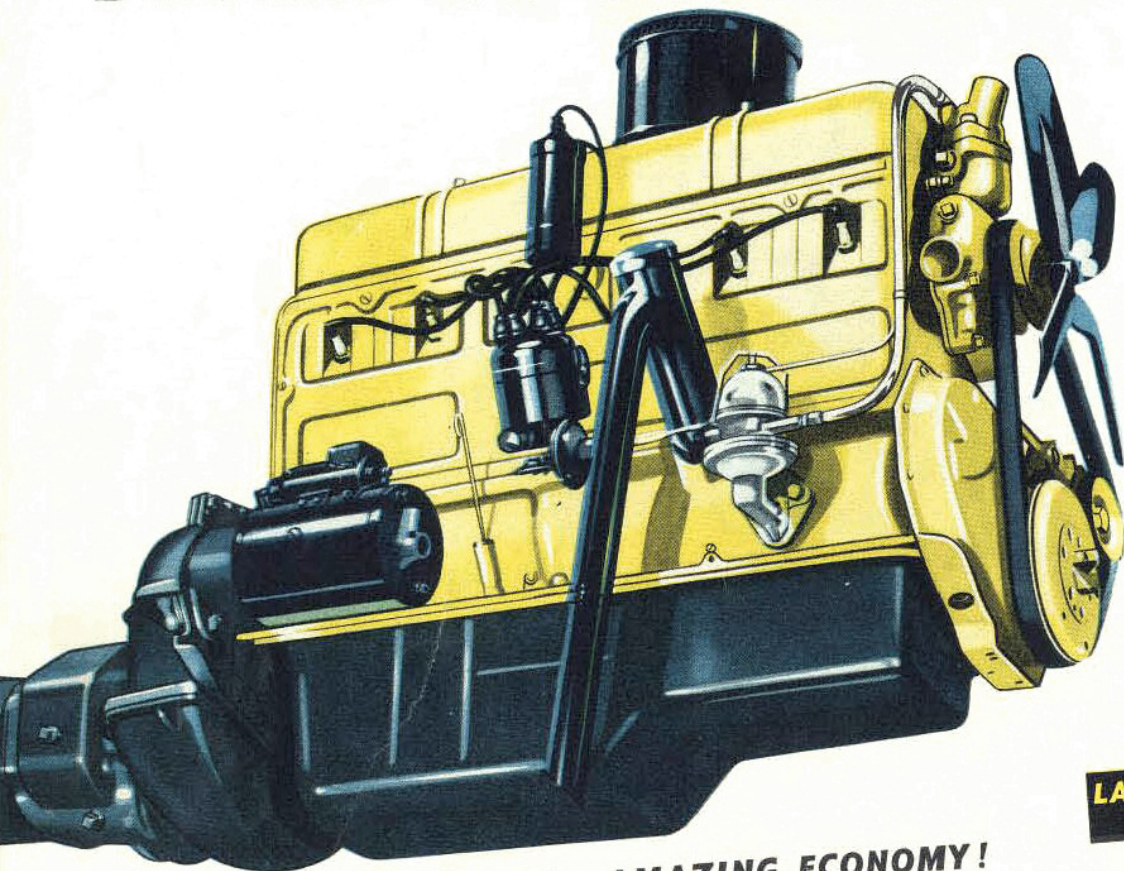
## **MAMMOTH LUGGAGE TRUNK.**

The amount of luggage that may be stowed in the dust-proof, weather-proof safety of this out-size trunk, is positively amazing. Chevrolet's attention to detail is reflected in the placing of the spare wheel which is mounted upright in a readily accessible position on the left side of the trunk — and the way the top hinged locking trunk lid is automatically held in a head high open position by a folding support. Conveniently placed just inside the lid of the trunk is a roomy tool-box, the lid of which fits flush with the trunk floor. The trunk interior is illuminated at night through windows in the built-in tail lamps.



BACKED BY CHEVROLET'S FAMOUS

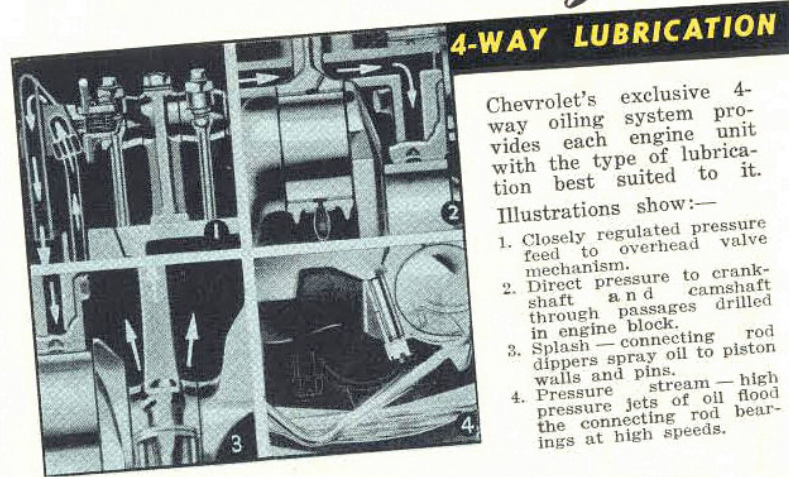
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**THRILLING PERFORMANCE — AMAZING ECONOMY!**

Instant acceleration, super-silent performance, effortless top gear hill-climbing, greater power, greater dependability — all this with an economy of oil and petrol that will truly amaze you. That's the brief story of Chevrolet's famous 6 cylinder overhead Valve Engine — the engine that never needs replacing. The Overhead Valve design, proved to be at least 10% more efficient size for size than any other type, permits perfect lubrication of all valve mechanism, the most efficient cooling of cylinders, exhaust valves and spark plugs, and greatest accessibility for servicing. These features mean trouble-free service, and the saving of many pounds over the life of the car.

**OCTANE SELECTOR.** Chevrolet has a manually operated and easily accessible octane selector. This valuable feature permits you to make instant adjustment of the spark timing for best performance with any grade of fuel.



**4-WAY LUBRICATION**

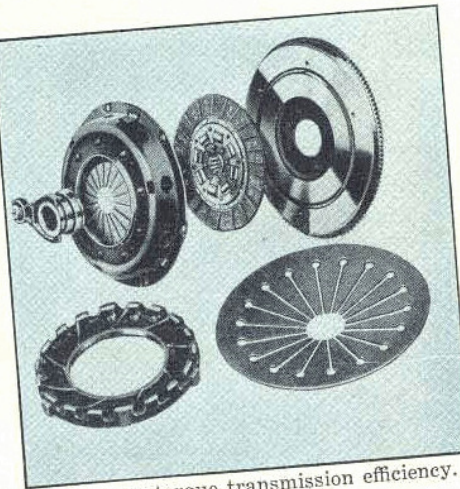
Chevrolet's exclusive 4-way oiling system provides each engine unit with the type of lubrication best suited to it.

Illustrations show:—

1. Closely regulated pressure feed to overhead valve mechanism.
2. Direct pressure to crankshaft and camshaft through passages drilled in engine block.
3. Splash — connecting rod dippers spray oil to piston walls and pins.
4. Pressure stream — high pressure jets of oil flood the connecting rod bearings at high speeds.

**LARGER TIPTOEMATIC CLUTCH**

Chevrolet's larger "Tip-toe-matic" clutch is one of the simplest, smoothest, most positive clutch mechanisms ever devised. Refinements include double-riveted linings and 9% increase in lining areas. Clock spring steel cushions are provided between the facings, and the disc linings are slotted radially for quick release from pressure plate and fly-wheel facings. Ball throw-out is permanently lubricated and built-in ventilating vanes on the pressure plate ensure adequate cooling, give longer life to clutch facings and increase torque transmission efficiency.



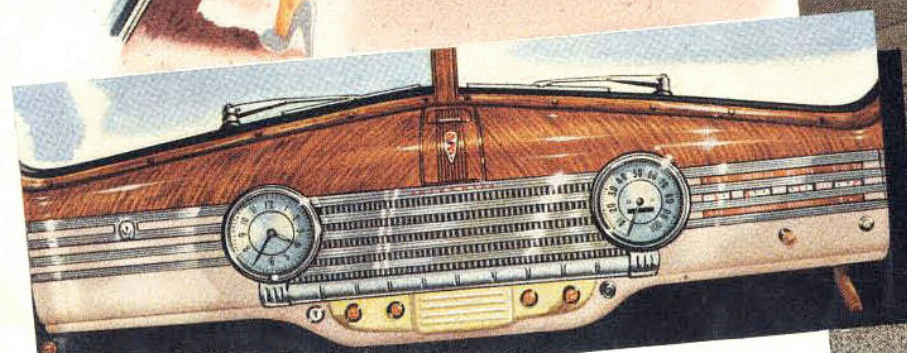
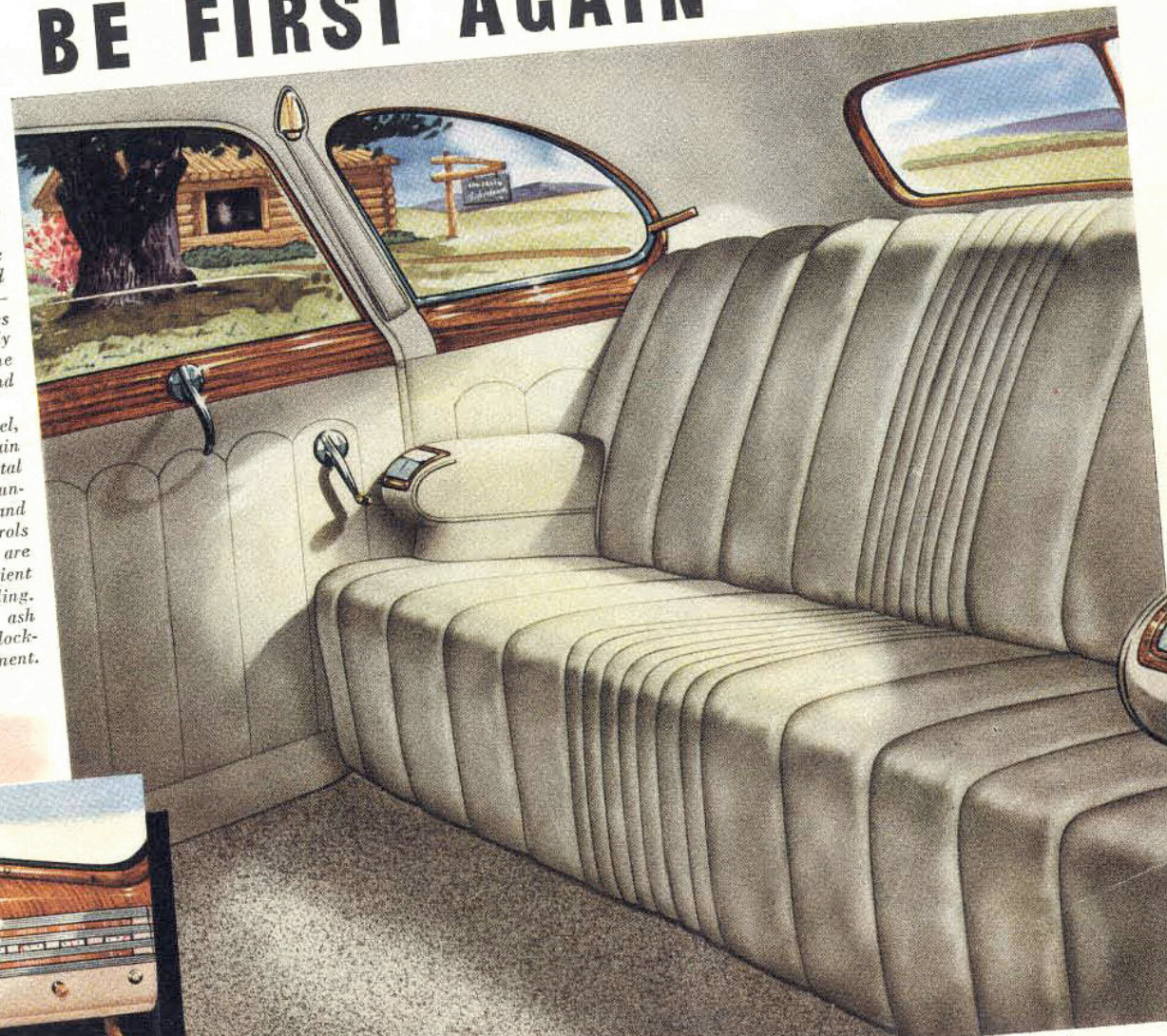
**CHEVROLET**

**BUILT TO BE FIRST AGAIN**



A feature of Chevrolet's advanced body design is that running boards are now completely concealed when doors are closed — a design which gives extra smoothness to body lines and prevents the accumulation of dirt and mud.

The instrument panel, finished in wood grain effect with bright metal and plastics, is of unusually handsome and practical design. Controls and instrument dials are grouped for convenient use and easy reading. There is a built-in ash receiver and a big locking glove compartment.



# ABRIDGED SPECIFICATIONS

## CHEVROLET RIDEMASTER AND SPECIAL DE LUXE MODELS

**ENGINE:** Overhead Valve. Six cylinders, 3½" bore, 3¼" 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, 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 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. 11½ gallon tank in rear.

**COOLING SYSTEM:** Capacity 11½ 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. 15-plate battery 105 ampere hours. Battery under engine bonnet. Mechanical-shift starter.

**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.

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

**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 banjo-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" brake drums, with cast-iron braking surfaces and cooling ribs. Mechanical hand brakes, with under-cowl trigger-release lever.

### PROTECTIVE OWNER SERVICE POLICY

For 90 days or 4,000 miles of operation (whichever is reached first) you are protected against defective workmanship or material under General Motors-Holden's Ltd. unusual Owner Service Policy. This is part of the complete after-sale service offered by Chevrolet. In addition, you are entitled to two thorough inspections and adjustments of your Chevrolet absolutely free. Genuine Chevrolet Spare Parts and Service are available at authorised dealers throughout Australia.

### NASCO ACCESSORIES FOR YOUR CHEVROLET

When you install a radio in your Chevrolet, make sure it is an "Air Chief." "Air Chief" is a truly remarkable set giving performance equal to the best home model radio sets. With an "Air Chief," you and your friends are assured of many miles of enjoyable entertainment.

NASCO also provide a range of Cleaners, Polishes, etc., to enable every owner to keep his car in tip-top condition. These NASCO products have been thoroughly checked by intensive tests and are therefore recommended for your use.

NASCO Duco Cleaner and Polish—NASCO Liquid Wax—NASCO Auto Wax—NASCO Chamois—NASCO Door Ease—NASCO Leather Cleaner and Preservative—NASCO Radiator Rust Preventive.

Preserve the Beauty of your Chevrolet with these NASCO upkeep items.

**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 tyres.

**LIGHTS:** Super-beam headlamps. Separate parking lamps on mudguards. Dual tail and stop lights. Separate rear-licence lamp.

**WHEELBASE:** 116 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. Adjustable sun visor. 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. Bumpers front and rear. Rubber pads on pedals. Rain deflectors. "Ridemaster" Model has dome lamp.

**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 locking glove compartment. Cigar lighter and engine heat indicator. Provision for installation of radio controls.

### ADDITIONAL EQUIPMENT ON SPECIAL DE LUXE MODEL

Grained instrument panel. Armrests on both front doors. Extra sun-visor with vanity mirror. Extra windscreen wiper. Clock on instrument panel. Ventilating rear-quarter windows. Ash receivers in rear seat arm rests. Two assist straps. Robe rail. Rear quarter lamps instead of dome light. Rear compartment foot-rest. Bumper guards. Chrome-plated licence-plate lamp. Pileless carpet in luggage compartment.

*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 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.

# GENERAL MOTORS-HOLDEN'S LTD.

BRISBANE — SYDNEY — MELBOURNE — ADELAIDE — PERTH