



Chevrolet for 1951 offers you *more* than its usual full complement of value. The new De Luxe Bel Air, new frontal beauty, new rear fender styling, new Safety Sight instrument panel, new Jumbo-Drum brakes . . . these are highlights of the many major improvements in Chevrolet beauty, safety and performance for 1951.

And in its tradition of being first in the low price field with the features you want, Chevrolet introduces Powerglide—an entirely new experience in simplified driving. The new Powerglide automatic transmission, with its accompanying high-output engine, is optional at extra cost on all De Luxe models.

So Chevrolet swings into another year of production with great advances in motoring pleasure . . . *Again the Leader.*

CANADA'S FIRST CHOICE OVER THE YEARS

THE STYLELINE DE LUXE 2-DOOR SEDAN
(on the front cover)

Notice the beautiful new rear fender lines that add new grace and distinction to the smartly curved rear deck which marks this luxurious yet practical sedan as a Styleline model. Only Chevrolet offers you a choice of Styleline or Fleetline styling at the same low price.



THE BEL AIR

Like every other 1951 Chevrolet, the Bel Air is new in styling, advanced in safety and greater in value—more beautiful from bumper to bumper! This exclusive Chevrolet model, with all the airy smartness of a convertible and all the practical advantages of a permanent steel top, has no side posts to hinder your visibility or to block the summer breeze.

Lines are longer, lower, more sweeping. Dramatic new styling effects delight the eye wherever you look. Interiors are newly styled,

richer and more luxurious. The Bel Air's own special new interior, illustrated above, features fine fabrics and genuine leather trim in harmonizing colours.

And like all new Chevrolets, the Bel Air brings you more that's new for 1951 than any car in its field—new ease and safety of control, new brakes, improvements and refinements throughout that make Chevrolet more than ever Canada's top value!



A DISTINGUISHED NEW GRILLE DESIGN

A completely new radiator grille, clean and functional in design, carries out the new low-lined styling theme of the 1951 Chevrolet. Massive new bumper guards with the sturdy wrap-around bumper afford an unusual degree of front-end protection.



THE FLEETLINE DE LUXE 2-DOOR SEDAN

Here is Fleetline styling at its newest and best . . . long, flowing backlines blending into the body at the trunk. For all its style and beauty, this Fleetline sedan is an ideal car for any family, providing roomy comfort for six on the foam rubber cushions of its big, deep "Five-Foot Seats."



NEW REFLECTOR-GUARD TAIL LIGHTS

Newly styled combination tail and stop lights accentuate the new rear fender contours. Reflector buttons, separate from the lens, warn approaching cars when your car is parked without lights.



THE STYLELINE DE LUXE 4-DOOR SEDAN

For those who prefer a 4-door model, this Styleline sedan provides spacious interiors, full-width seats and free-swinging doors that permit easy and graceful entrance and exit. And the doors hold themselves open until you are ready to close them.



NEW JET-STYLED HOOD ORNAMENT

Together with the new hood emblem, this striking new ornament highlights the sleek beauty of the new Chevrolet's flowing hood lines.



THE FLEETLINE DE LUXE 4-DOOR SEDAN

In both 2-door and 4-door sedans, Chevrolet offers you your choice between Fleetline and Styleline styling in both Special and De Luxe models. This superb Fleetline sedan is fitted and equipped to provide the utmost in comfort and convenience.



NEW FINGER-GRIP TRUNK HANDLE

Turn the key and the trunk lid springs free of the lock. Then all it takes is one finger on this distinctive new handle to raise the counterbalanced lid the rest of the way up—where it stays without bracing.



THE STYLELINE DE LUXE SPORT COUPE

There's room for six in this spirited coupe with ample knee room between front and rear seats and ample head room for everybody. And the wide door allows the three rear seat passengers to get in and out easily.



THE FLEETLINE SPECIAL 2-DOOR SEDAN

Special and De Luxe models differ chiefly in interior treatment and exterior trim. Otherwise, this beautiful Fleetline sedan brings you all the same, important Chevrolet advantages featured in the De Luxe model.

THE STYLELINE SPECIAL BUSINESS COUPE

A three-passenger model, this Business Coupe provides a large amount of storage space behind the seat in addition to the spacious trunk compartment. And its smart appearance speaks well of any individual or any business firm.



THE STYLELINE SPECIAL 2-DOOR SEDAN

Special models offer you the same wide choice of sedans as De Luxe models. This Special 2-Door Sedan brings you all the graceful beauty of Styleline styling—plus all of Chevrolet's fine-car features at lowest cost.



THE SPECIAL INTERIOR

Special models feature new interiors of lasting luxury at low cost. Seats are upholstered in a light gray striped pile fabric selected both for smartness and for its exceptional wearing qualities. A new two-tone color treatment in contrasting shades of gray adds a note of restful comfort to the new interiors.



THE STYLELINE SPECIAL 4-DOOR SEDAN

Here's the 4-door sedan that combines the lower cost of the Special models with the curved lines of the Styleline Series. Notice, too, the wide choice of beautiful new colors in the Chevrolet line.



THE FLEETLINE SPECIAL 4-DOOR SEDAN

And here is the model that puts a 4-door sedan with the flowing lines of the Fleetline Series within reach of almost every car buyer. All Special models provide fine, dependable, big-car transportation at lowest cost.

THE STYLELINE SPECIAL SPORT COUPE

The Special models also include this smartly styled and roomy Sport Coupe. Altogether, there are 12 models in the Chevrolet line for 1951—one that's sure to satisfy your motoring need, whatever it may be!



INSIDE AS WELL AS OUTSIDE
NEW SMARTNESS AND LUXURY IN CHEVROLET'S BODY BY FISHER



NEW SAFETY-SIGHT INSTRUMENT PANEL

The curved instrument panel is completely new in design and placement of controls for greater driving ease and safety. All instruments are compactly grouped in two circular clusters in front of the driver and the control knobs are conveniently placed below in a recessed panel. New night lighting eliminates glare, the driver seeing only the figures and pointers of the instruments, softly illuminated in green. (De Luxe instrument panel illustrated.)



New materials, new styling and a new two-tone color treatment make Chevrolet interiors more luxurious and inviting than ever! The foam rubber cushions of the big, soft De Luxe seats are upholstered in a fine quality, light gray broadcloth enriched with dark gray stripes. Carpeting of simulated rubber and durable leather fabric scuff pads carry out the distinctive new color treatment throughout. Chevrolet, you know, is the only low-priced car to give you Body by Fisher . . . and this beautiful new interior reflects all the greater facilities, experience and skill of the world's largest builder of automobile bodies!

NEW JUMBO-DRUM BRAKES
FOR EASIER, SMOOTHER STOPS AND LONGER BRAKE LIFE



CHEVROLET OFFERS LARGER
BRAKING AREA
THAN EVER BEFORE

Chevrolet's new Jumbo-Drum brakes are a full 11 inches in diameter. The entire brake mechanism is sealed against dirt and mud.

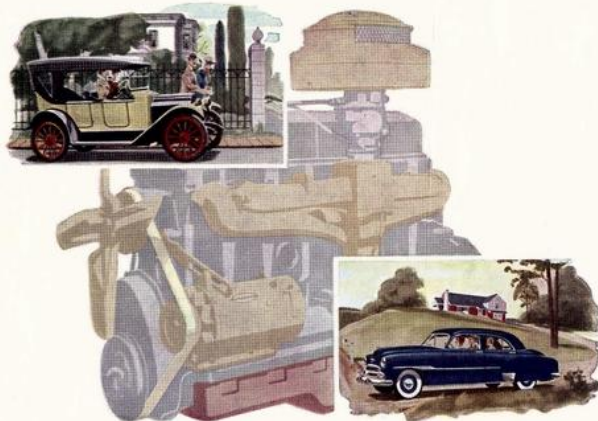


Chevrolet's long been famous for fine brakes—and now Chevrolet brakes are better than ever! As much as 25% less pedal pressure is required with the completely new Jumbo-Drum brakes. Lining area is increased—15% greater in the wider front brakes. Brake life is longer—linings wear more evenly, maintaining top performance over more miles. Self-energization is greater—in both forward and reverse the momentum of the car is used as an important aid in brake application. A gentle touch of your foot on the pedal brings you instant response from these new Jumbo-Drum brakes—brings you to a swift, smooth and safe stop!

DOUBLE-LIFE RIVETLESS
BRAKE LININGS

Chevrolet brake linings are not riveted—but bonded—to the brake shoes by the Perma-Bond process. Because there are no rivets to limit lining wear or to score brake-drums, lining life is virtually doubled!

THE BEST-PROVED POWER PLANT IN ANY CAR—
CHEVROLET'S VALVE-IN-HEAD ENGINE



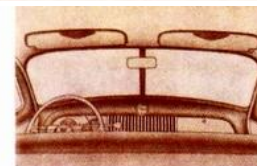
It's led the trend for over 35 years—and since its inception Chevrolet's great valve-in-head engine has been steadily improved and refined. It has delivered more miles for more owners than any other automobile engine in any other car! So for 1951 Chevrolet brings you all the proved advantages of advanced valve-in-head design—better engine "breathing" with faster, more direct intake of the fuel mixture and expulsion of exhaust gases resulting in greater engine efficiency and economy. Today more and more manufacturers are adopting valve-in-head design for these same reasons—and because the full benefits of high compression can be obtained only in a valve-in-head engine. But Chevrolet has a "valve-in-head start" of over 35 years—a proved record of engine performance and economy equalled by no other car!



IMPROVED CENTER-POINT STEERING—EASIER THAN EVER—The new Chevrolet is even easier to steer, maneuver at low speeds, and park. Control is centered between the front wheels in this advanced steering geometry.



VALVE-IN-HEAD ENGINE EFFICIENCY AND ECONOMY—Inlet and exhaust valves are located in the cylinder head directly over the pistons—permit shorter, more direct fuel passages, a more compact and efficient combustion chamber, and more controlled, more uniform cooling.



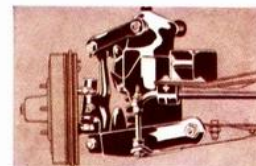
PANORAMIC VISIBILITY—You enjoy a wide view in all directions in your 1951 Chevrolet. The large, smartly curved windshield, sweeping back to narrow corner posts, gives Chevrolet owners greatly increased driving safety. And Chevrolet uses safety glass in windshield and all windows.



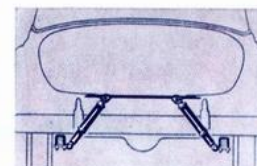
FISHER UNISTEEL CONSTRUCTION—The body construction protects you with a solid steel "cradle" of great strength—steel welded to steel all about you. Even the instrument panel is welded into the body structure for greater strength and safety.



RUGGED BOX-GIRDER FRAME—The body is securely attached to this heavy box-girder frame to form a complete unit of tremendous rigidity and stability. Chevrolet engineering plus extra-heavy steel members mean additional safety and roadability.



UNITIZED KNEE-ACTION WITH AIR-PLANE TYPE SHOCK ABSORBERS—Front suspension plays an important part in riding comfort and road-steadiness. Besides providing extra comfort, to Chevrolet's famous Unitized Knee-Action further contributes to Chevrolet's high safety rating and low maintenance costs.



CENTER-POINT REAR SUSPENSION—Airplane-type shock absorbers are diagonally mounted at the rear to increase stability and to prevent sway at road speeds or on turns. The double-acting shock absorbers are sealed for life against dirt and dust—never require refilling.



WIDE RIMS FOR GREATER SAFETY—With 5-inch, wide-base rims—widest in its field—Chevrolet combines low-pressure tires to put a large, soft "cushion" on the road that helps to smother bumps and jolts before they reach you.

CHEVROLET VALVE-IN-HEAD POWER—RENOWNED FOR ECONOMY FOR OVER 35 YEARS

ENGINEERED FOR EASIER, SAFER DRIVING . . .
WITH FINER PERFORMANCE OVER A LONGER
TIME . . . AT LESS COST PER MILE

Here you see a few of the fine-car features that are exclusively yours in the 1951 Chevrolet at lowest cost. Here you see some of the advanced engineering that makes Chevrolet such a brilliant and dependable performer over so many economical miles. There's much more that you can't see. You

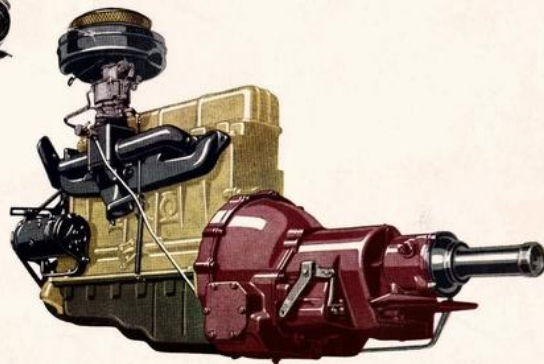
can't see all of the solid, underlying quality, the fine workmanship and materials in every small detail, that reflect Chevrolet's unparalleled manufacturing facilities and methods. But you'll know that they are there once you experience the lasting pleasure and satisfaction of Chevrolet ownership!

**TOMORROW'S DRIVING TODAY...WITH CHEVROLET'S COMPLETELY AUTOMATIC
POWERGLIDE DRIVE...COUPLED TO THE MOST POWERFUL ENGINE
IN THE LOW-PRICE FIELD**



**A GREAT 105-H.P. VALVE-IN-HEAD
ENGINE WITH HYDRAULIC-HUSHED
VALVE LIFTERS**

Powerglide is coupled to the most powerful engine in the low-price field—Chevrolet's 105-h.p. valve-in-head engine that gives you sensational performance with traditional Chevrolet economy. Hydraulic-hushed valve lifters, a feature of Canada's costliest cars, smother engine noise and automatically keep themselves in adjustment. The need for periodic valve adjustment is completely eliminated.



Chevrolet's Powerglide is a product of GM Research . . . which pioneered automatic driving over 10 years ago. Powerglide has demonstrated its ability to perform smoothly, economically and dependably under all driving conditions. Driving is simple, easy, safe—and almost unbelievably smooth. There is no clutch pedal, no gearshifting from first to second to third, and no need to take a hand off the wheel in all normal driving.

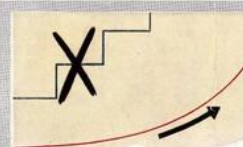
* Combination of Powerglide automatic transmission and 105-h.p. valve-in-head engine optional on De Luxe models at extra cost.

**DISCOVER THESE NEW DRIVING THRILLS
IN A NEW CHEVROLET WITH**

POWER*Glide*



SIMPLER THAN A.B.C.—A for accelerator—press to GO. B for brake—press to STOP. There's no C because there's no clutch! Only 2 driving operations instead of 14.



A SMOOTH FLOW OF POWER FROM ZERO TO CRUISING SPEED—Oil does it all! There's no direct mechanical connection between engine and rear axle to cause steps or surges as you move smoothly ahead.



SENSATIONAL "HILLABILITY"—You glide up steep hills easily, safely and without strain. Under all circumstances, the engine automatically selects the correct drive ratio to meet the power requirements.



SILENT POWER—FLASHING ACCELERATION—You have tremendous reserves of power and speed to meet any driving emergency. Yet performance is amazingly smooth and quiet at all times.



FORWARD-REVERSE ROCKING—Flick the Pilot Control Lever back and forth between "Low" and "Reverse" and you can rock right out of sand, mud or other rough spots.



BRAKE-SAVING ENGINE HOLDBACK—Your engine "holds back" to save your brakes when you decelerate or descend a hill. In "Low" position, this engine holdback is greatly increased.



PUSH-PROOF PARKING—Set the Pilot Control Lever in "Park" and your Chevrolet is rigidly locked wherever you leave it. There is no danger of the car rolling, or being pushed out of position.



SURE-FOOTED SNOW AND ICE TRACTION—Traction on slippery roads is greatly improved because no excess power is applied to the wheels to cause spinning or skidding.

SPECIFICATIONS

POWER PLANT

Engine Type: Valve-in-Head. 92 horsepower. Six cylinders, 6.6:1 compression ratio. Bore 3 1/2; stroke 3 3/4.

Pistons: Lightweight, cast alloy iron, with slipper skirt, surface treated.

Crankshaft: Counterbalanced. Four, precision inter-changeable, thin wall babbitt main bearings. Rubber floated harmonic balancer.

Oiling System: Specialized system with pressure streams of oil to the connecting rod bearings (instant cold starting lubrication) and positive pressure to crankshaft bearings, camshaft bearings, valve rocker arms and timing gears.

Fuel System: Single-adjustment balanced down-draft carburetor, with fast-idle mechanism. Octane Selector. A.C. air cleaner, silencer and flame arrester. Fuel mixture heated (thermostatic control) in manifold heat-chamber. 13 1/2 Imperial gallon gasoline tank. Fuel tank filler signal.

Cooling System: Capacity, 11 1/2 Imp. quarts. Self-adjusting, permanently lubricated water pump. Individually cooled cylinders, full length water jackets.

Electrical System: Delco-Remy ignition with centrifugal and vacuum spark-advance control. High intensity spark, heavy-duty ignition. Waterproof coil. High output ventilated generator with voltage and current regulator. Delco-Remy starter, with solenoid-operated positive shift (push button on dash).

Power Plant Mounting: Three-point, rubber-cushioned support with two shear-type rubber torque reaction dampeners.

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

Transmission: Syncro-mesh with helical gears throughout. Steering column mounted gearshift control.

CHASSIS

Frame: Box-girder type, reinforced for Bel Air.

Front Suspension: Unitized Knee-Action, with fully-sealed bearings and direct double-acting hydraulic shock absorbers. Ride stabilizer.

Rear Axle: Semi-floating type with hypoid drive gears of 4.11 to 1 ratio.

Rear Springs: Semi-elliptic springs and shackles of tension type. Rubber insulated. Metal spring covers. Direct double-acting hydraulic shock absorbers.

Drive System: Torque tube drive. Tubular propeller shaft; fully enclosed.

Brakes: Four-wheel, hydraulic. 11" brake drums. Self-energizing, full contact brake shoes with bonded linings. Mechanical parking brakes with L-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, 17 1/4"; all special models, three-spoke with horn button, all De Luxe models two-spoke with full circle horn blowing ring.

Wheels and Tires: Five, steel disc with short spokes. 6.70-15 tires on wide-base rims.

Wheelbase: 115 inches. Over-all length 197 1/16" (including bumpers).

Chassis Equipment: Bumpers with two guards, both front and rear. Splash and gravel deflectors front and rear. License guard in front.

LIGHTS — HORN — BATTERY

Lights: Sealed Beam headlamps with foot controlled beam; indicator light on instrument panel. Parking lights blended into each side of radiator grille. Dual tail and stop lights on all models. Rear license plate light. Dome light all models. Dual matched horns.

Battery: 15-plate, 100 ampere-hour capacity.

INSTRUMENT PANEL — CONTROLS — VISION

Instruments: Speedometer, oil pressure and gasoline gauges, battery charge and engine heat indicators arranged in two circular clusters. Variable indirect instrument cluster lighting.

Controls: Rubber padded foot controls. Illuminated, 3-position ignition lock. Lights, choke, starter, air intake and windshield wiper controls.

Vision: Single control dual windshield wipers. Two windshield defroster openings. Adjustable inside rear-view mirror.

BODY EQUIPMENT — SPECIAL MODELS

Exterior: Stainless steel moldings on body belt and sill. Curved windshield with stainless steel centre molding. Safety plate glass throughout. Push button side door handles, with key locks in both front doors. Counter-balanced, automatic-locking deck lid with ornamental handle. Black rubber rear fender shields. Hood emblem and ornament. Chrome-plated headlight rims. Concealed gasoline filler.

Interior: Two-tone gray color combination. Striped Pile Cord fabric seat upholstery. Plain dark gray cloth on upper sidewalls with plain light gray cloth below. Leather fabric scuff pads on doors. Rubber floor mat in front compartment. Rubber simulated Carpet on rear compartment floors (rubber mat in Business Coupe). Glove compartment with lock, radio grille and ash tray in instrument panel. Removable panels provide for installation of radio controls, clock, and cigarette lighter in instrument panel. Sunshade for driver. Two coat hooks. Friction-type ventipanes, with drip shields in front doors. Lowering rear quarter

windows in 2-door sedans. Lowering forward window sections in rear doors of 4-door sedans. Dual ventilators in dash panel. Package shelf below rear window. Painted step plates in door openings. Rubber floor mat and fiber board sidewall covering in luggage compartment; illumination from window in each tail light housing. Bumper jack and combination jack handle and wheel wrench.

BODY EQUIPMENT — DE LUXE MODELS

The following equipment is included in place of, or in addition to, that furnished with Special models. Except for listed variations, Bel Air equipment is generally identical with that of other De Luxe models:

Exterior, General: Stainless steel reveals on windshield, door windows, quarter window, and rear window. Stainless steel moldings on front fenders and doors. Stainless steel rear fender shields. Rear fender moldings. Rear wheel cover panels.

Exterior, Bel Air: Chrome plated door and quarter window frames. Stainless steel drip molding, drip shields, and rear window divider bars.

Interior, General: Two-tone gray color combination. Gray striped broadcloth seat upholstery, with band of plain dark gray broadcloth across top of back cushions. Foam rubber seat cushion pads. Plain light gray cloth on sidewalls. Scuff pads on rear quarter panels, as well as on all doors. Simulated carpet inserts in rubber floor mat in front compartment. Rubber simulated carpet in rear compartment. Two-tone gray finish on instrument panel and steering wheel. Automatic glove compartment light, cigarette lighter, and 39-hour clock in instrument panel. Sunshades for driver and passenger. Robe cords in all except sport coupe models. Arm rests, front and rear. Assist straps in 2-door sedans and sport coupe. Rear compartment ash tray in 4-door sedans, two in arm rests of other models. Stainless steel moldings on lower edge of side window garnish moldings and across tops of scuff pads. Stainless steel inserts in plastic knobs. Automatic dome light switches in front doors. Package shelf molding. Extra roof insulation. Friction-type ventipanes in rear doors of 4-door sedans. Sliding rear quarter windows in sport coupe. Etched aluminum step plates in door openings.

Interior, Bel Air: Two-tone interior color combination. Two-tone seat upholstery of gray-striped pile-cord fabric with genuine deep buff leather bolsters. Genuine leather top covering on front door arm rests. Gray, striped pile-cord fabric sidewall covering with leather fabric of scuff pads and rear seat arm rest tops to match color of seat bolsters. Two-tone instrument panel finish in combination of light gray and leather color. Garnish moldings painted leather color with extra, bright metal moldings. Exposed bright

metal roof bows. Rubber simulated carpet on front and rear compartment floors. Two-tone steering wheel finish in black and light gray. Two rear compartment lights.

The following exceptions to the general specifications for De Luxe models apply only to those equipped with automatic drive.

Engine Type: New, valve-in-head. 105 horsepower. 6 cylinders. 6.7:1 compression ratio. Bore 3 1/2; Stroke 3 3/4.

Hydraulic valve lifters.

Oiling System: Same as conventional engine except that oil under pressure is also directed to hydraulic valve lifters.

Cooling System: Capacity 13 1/2 Imp. quarts. Pressure cap. Transmission oil, water cooled.

New Automatic Transmission: No manually operated clutch or clutch pedal. Infinite number of speed ratios. Steering column controls for Parking Lock, Neutral, Drive, Low, and Reverse.

Front Suspension: Heavy-duty coil springs.

Rear Axle: Ratio 3.55:1.

Powerglide: On deck lid ornament.



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