



CHEVROLET *for* 1934

FOR YEARS CHEVROLET HAS SET THE PACE IN WORLD SALES — THIS CATALOGUE OF FEATURES AND MODELS SHOWS YOU HOW CHEVROLET HAS IMPROVED ON ITS RECORD-BREAKING MODELS OF THE PAST

CHEVROLET

Standard and Master

1934

Weigh up every feature in this Catalogue — it shows you why you

should choose Chevrolet, the world's leader in Sales and Value

In five of the last seven years Chevrolet has led every other car in world sales. The reason for this universal preference for Chevrolet is in the owners' conviction that Chevrolet offered the most value for their money. To-day, when you buy a Chevrolet, you reap the benefit of those years of leadership. For it is because of Chevrolet's position as the world's largest manufacturer of motor cars that it is possible to give many extra value-features which are usually found only in cars of much higher price.

But you want proof of this! You want to know that every pound you pay for a new British Chevrolet is returning you twenty shillings' worth of value. Very good—you shall have your proof, in a way you will appreciate: . . . First, read through the following pages of this catalogue.

Therein you will see described and illustrated the many new features that Chevrolet engineers have evolved. You will see, too, how they benefit you — giving you more luxurious motoring and saving your money besides. Then, when you have studied this catalogue, take it with you to your nearest Chevrolet Showroom and ask for a demonstration. Check over every point. Test every claim. Ride in the front seat and in the back seat; then take the wheel yourself and drive this new Chevrolet over any road and any hill that invites you.

After five miles you will see for yourself how far our description falls short of the amazing performance Chevrolet gives you. You will be so enthused with these new cars that you won't be satisfied until you own one

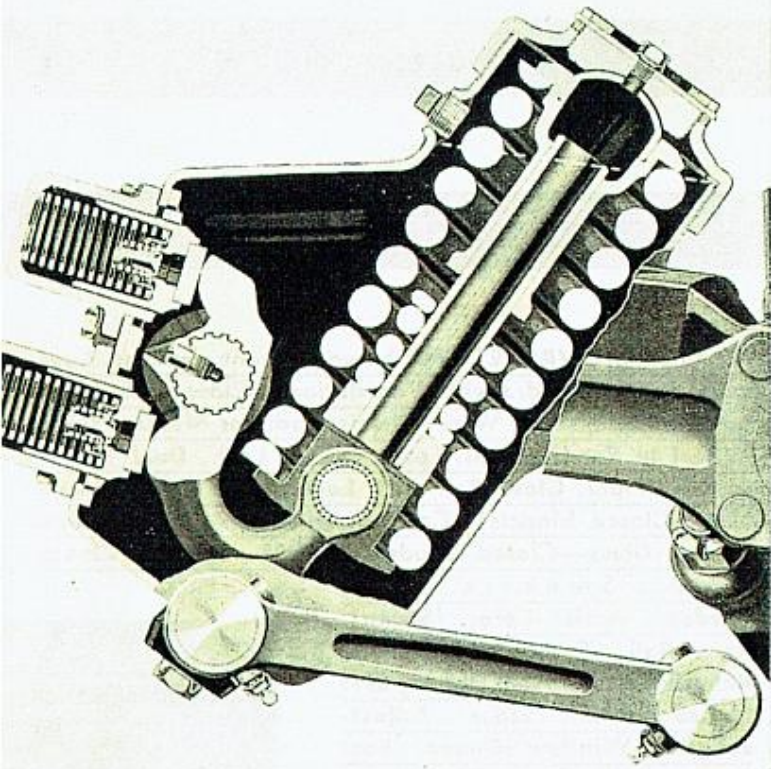
for yourself. For this is the car that has permanently brought fine car luxury, fine car performance, and a remarkable operating economy to the low-price field.

The Master has a wheelbase of 112" and the Standard 107". When you have read the general descriptions you can compare their respective mechanical specifications on pages 23 and 24. Though each car has its own particular distinction, both reflect the high standard of quality and dependability that has helped so much to build Chevrolet's proud reputation for economical, troublefree motoring.

Chevrolet is fully equipped, ready for the road. There are no extras to buy. Here is some of the *extra* equipment that is *standard equipment* with Chevrolet.

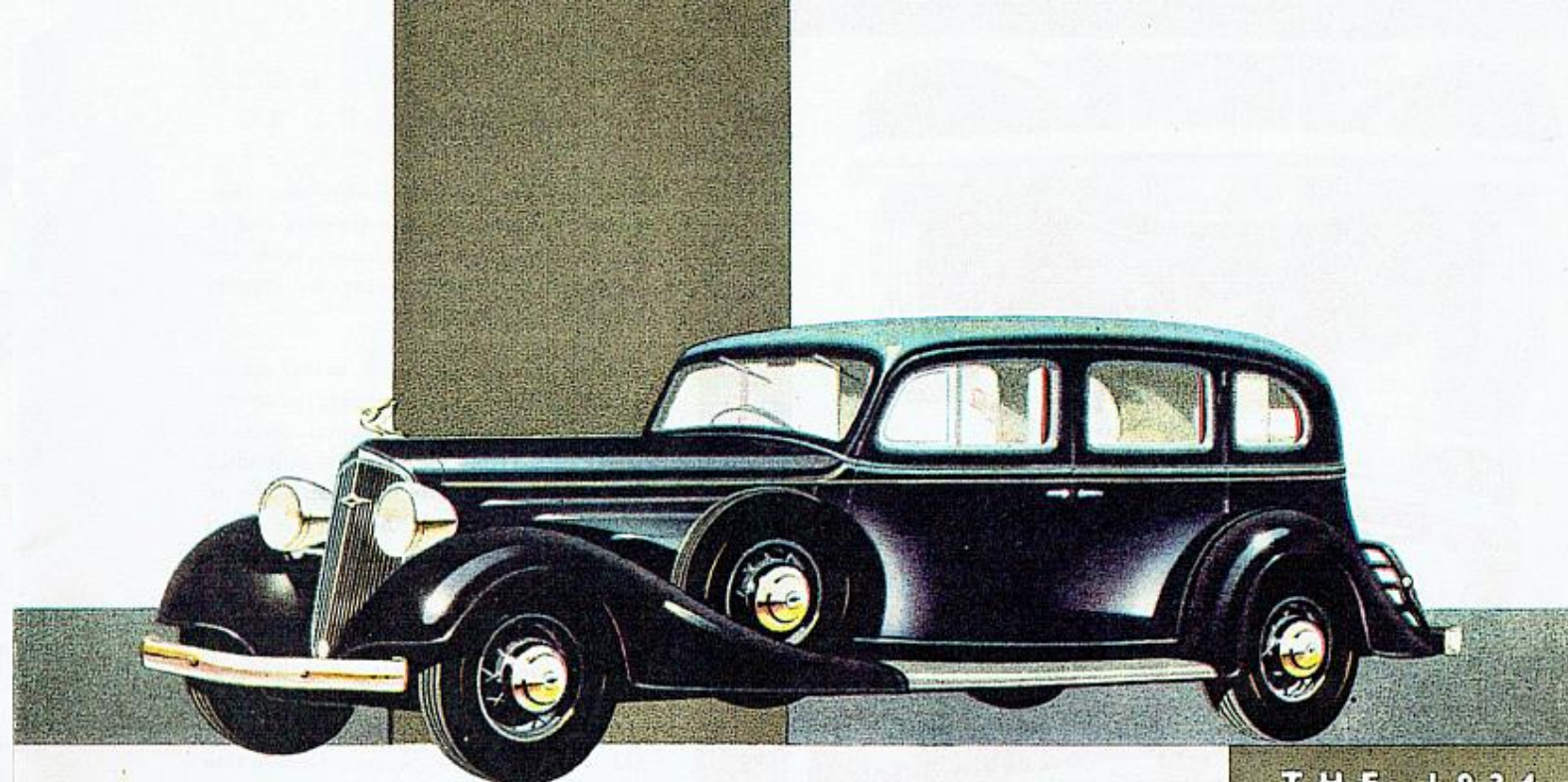
MASTER CHEVROLET: Full bumpers front and rear, Luggage Rack, No-draught Ventilation (Closed Models), Leather Upholstery, Wire Wheels, Radiator Mascot, Spare Wheel in Fender Well, Spare Wheel Lock, Dual Windscreen Wiper, Glove Box with Lock, Adjustable Driver's Seat (Closed Models), Cowl Ventilator, Adjustable Sun Visor (Glass—Closed Models), Radio Aerial (Closed Models), S m o k e r s' Outfits (Sedan), Assist Cords (Sedan), Robe Rail (Tourer and Sedan), Remote Control from Driving Seat to Rear Curtain (Sedan), Adjustable Rear Window (Coupe), Foot Rest and Arm Rests (Tourer and Sedan).

**Chevrolet
is
British
Built . . .**



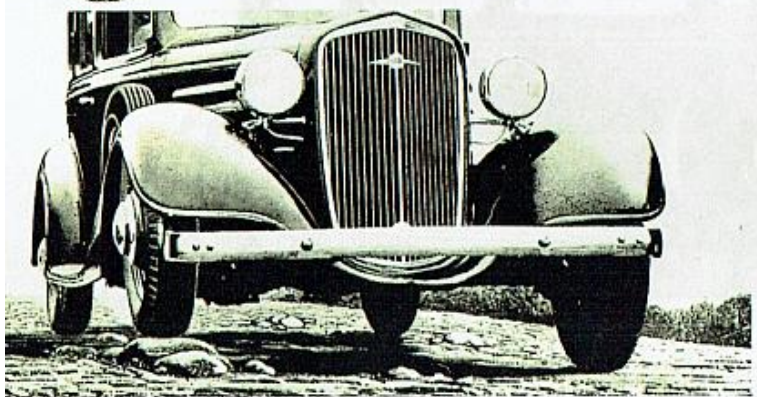
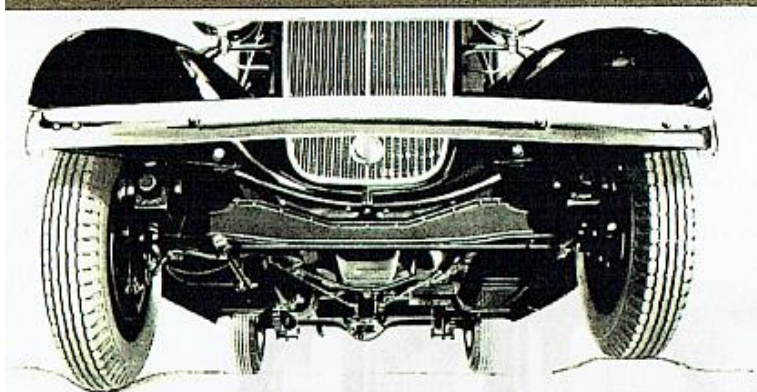
CROSS SECTION OF KNEE-ACTION UNIT

Each front wheel of the 1934 Master Chevrolet has a neat weather-tight steel housing containing a soft coil spring. These springs are equal in tension and resiliency to the rear springs and so overcome the many shortcomings of the conventional front-wheel springing. As the illustration shows, the front wheel is supported by two strong arms which are attached to the spring units. The units themselves are rigidly bolted to the frame. Any irregularity in the road surface is immediately transferred to the coil spring which works in a continual bath of oil. There is a smaller coil spring inside the main spring which provides efficient dampening of excessive shocks. The new coil springs are frictionless and their action is controlled by special shock absorbers. The entire assembly gives a Knee-action to each front wheel so that they smooth out even the roughest road.



Luxury is the keynote of this strikingly beautiful Sedan Body. The instrument panel is in front of the driver, with package compartment at left, and the large rear compartment has every required appointment for ease and comfort.

THE 1934
**MASTER
SEDAN..**

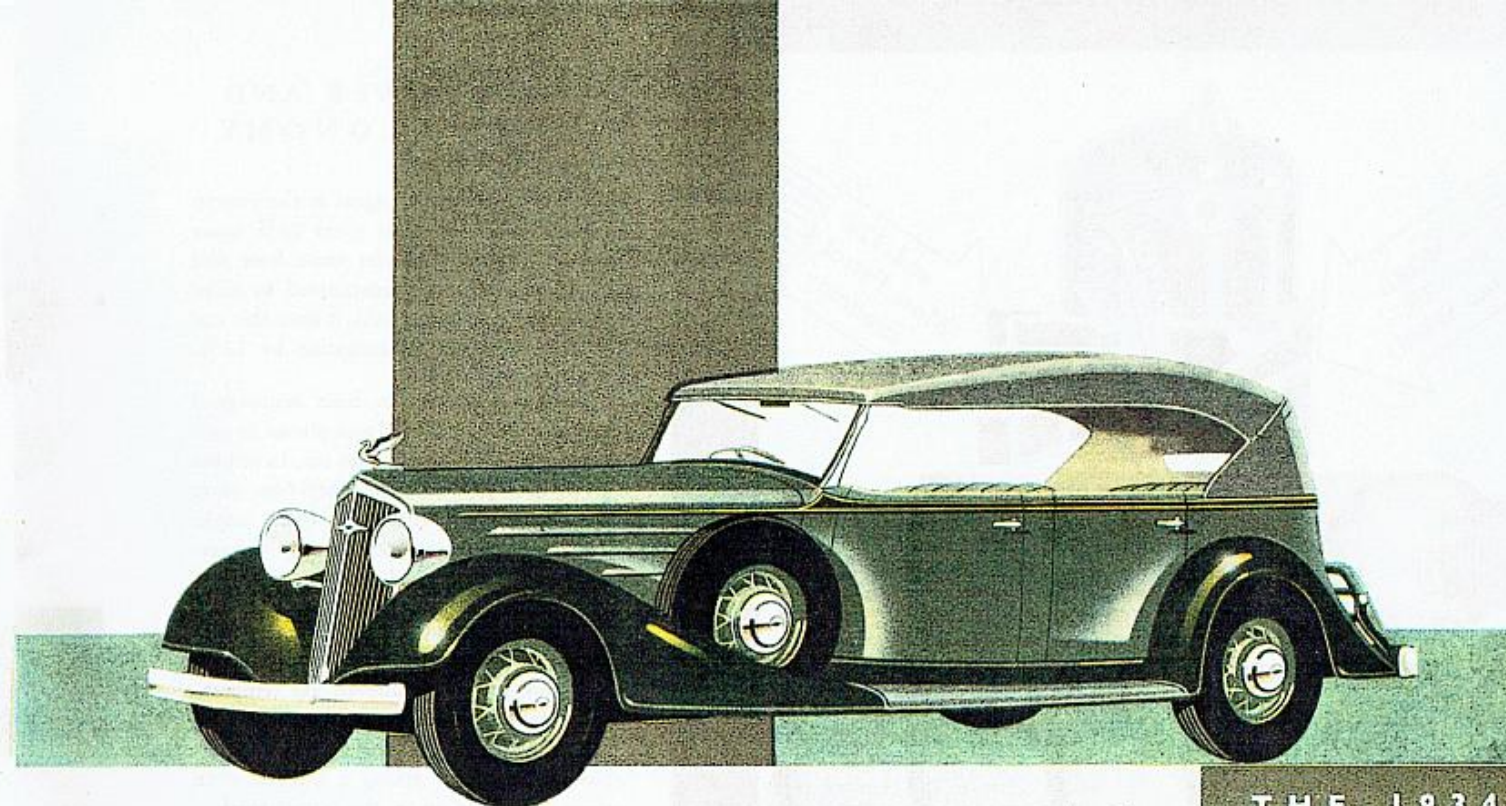


CHEVROLET'S NEW COMFORT

The top illustration shows the new, cleaner appearance of the forward end of the Master Chevrolet chassis, with the front cross member giving its support underneath the radiator.

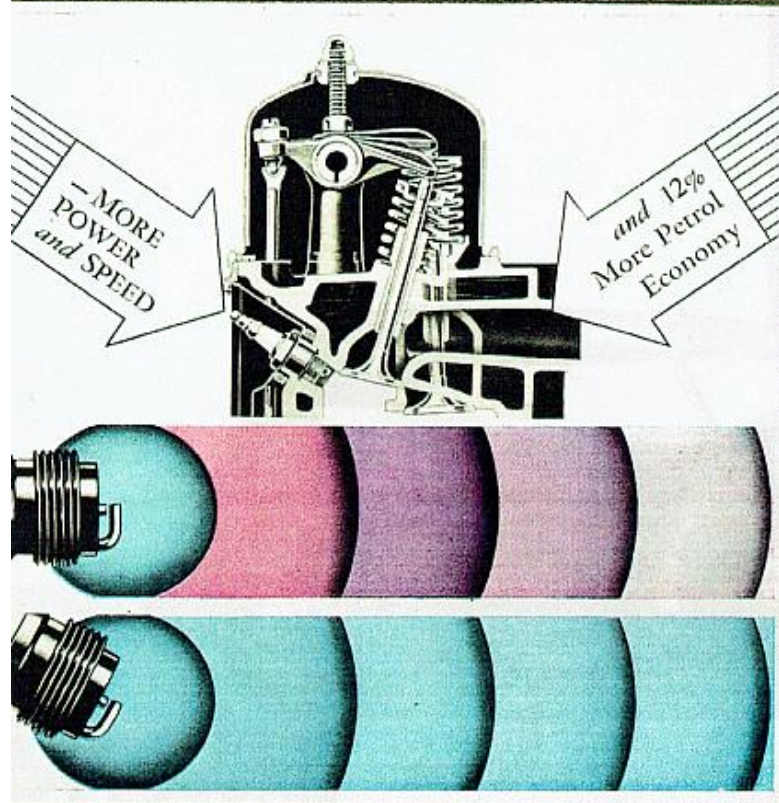
The lower illustration is an actual photograph of Knee-action springs in operation. Notice how the wheel meets a bump in the road, rising on its individual coil spring. There is no I-beam axle to transfer the shock to the opposite wheel and so cause the body to roll and sway. You may *see* the bumps as you drive along, but you don't *feel* them.

Another feature is that even with as severe a bump as shown in the photograph, there is no shake or quiver of the steering wheel because Knee-action wheels move only up and down and never give you that feeling of sidewise lurch.



A car so handsome, so roomy and so comfortable as the Master Tourer is bound to find favour with all judges of car value. It is complete with rear luggage carrier, snug all-weather side curtains and dual automatic windshield wipers.

THE 1934
**MASTER
TOURER.**

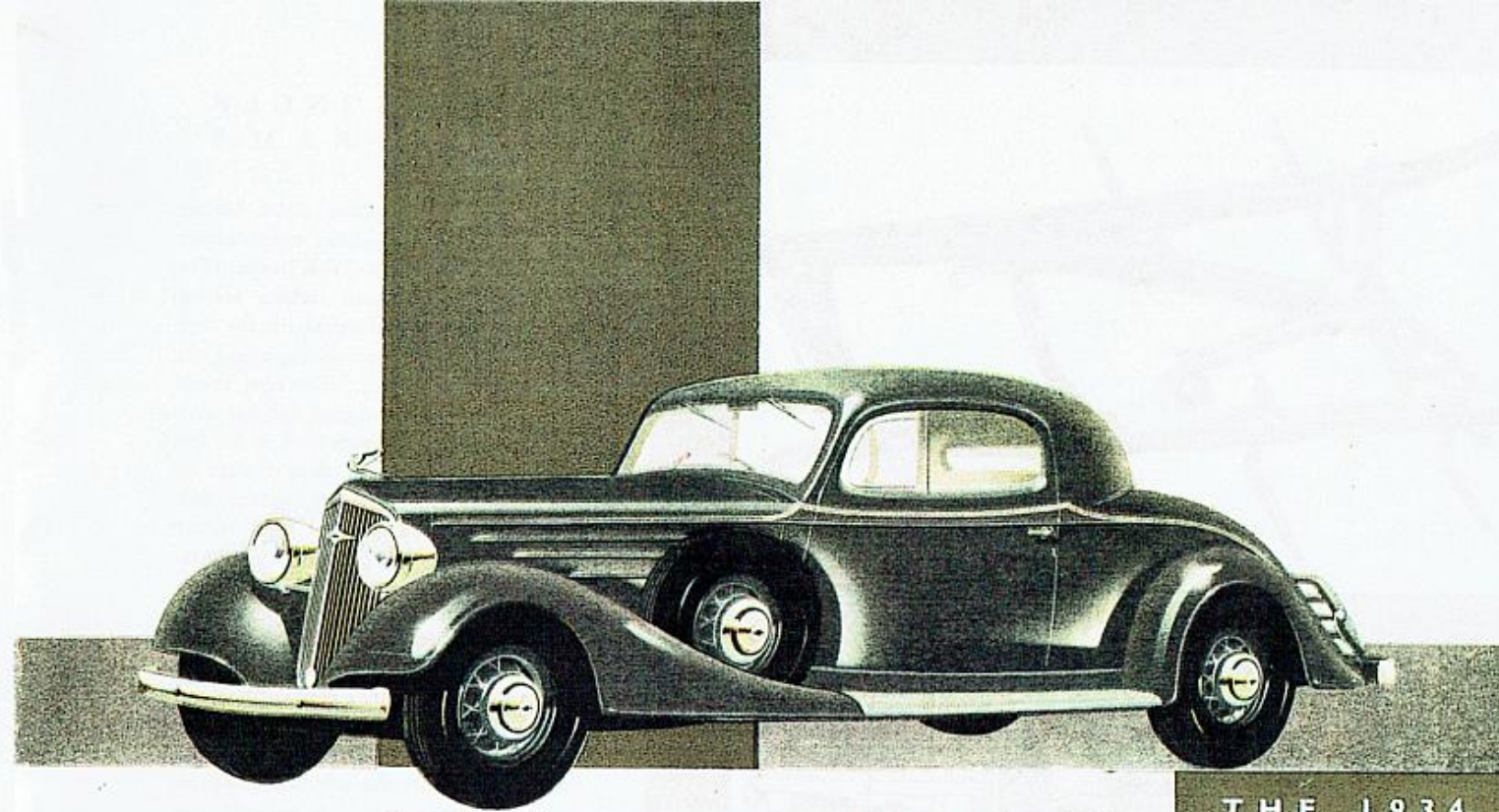


MORE POWER AND MORE ECONOMY

The 1934 Chevrolet engine is the proven valve-in-head six—and gives 23% more power. It still has the same bore and stroke yet it gives a guaranteed 80 miles an hour. And better still, it does this and reduces its petrol consumption by 12%.

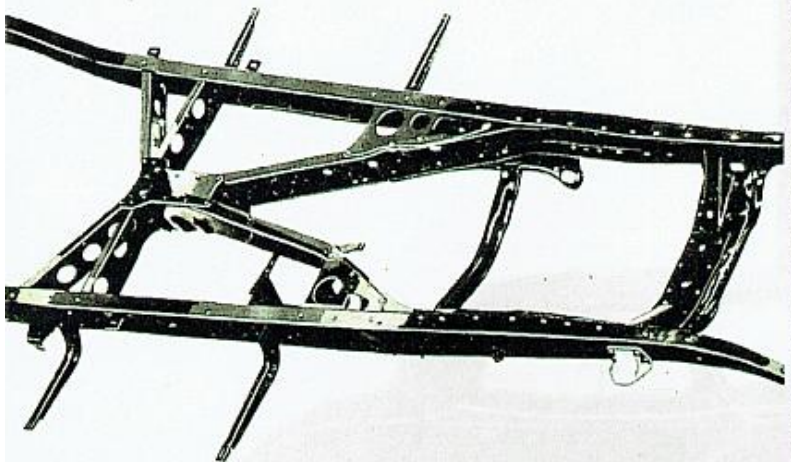
The cylinder head has been re-designed and the valves enlarged and placed in new positions. The spark plugs too, have been given new positions and they now enter the combustion chamber at an angle. This new arrangement actually delivers *more* power and speed with *less* petrol.

The rainbow illustration at left is a diagram showing wasteful combustion which is a consequence of uneven gas temperature; the other illustration shows how the vapour burns in the new Chevrolet combustion chamber, giving a smooth, even surge of power on to the piston head.



Nowhere will you see a more swagger Coupe. Like all the Chevrolet models for 1934 it is equipped with five wire wheels, with spare carried in the left front mudguard. Leather upholstery is standard equipment on all models.

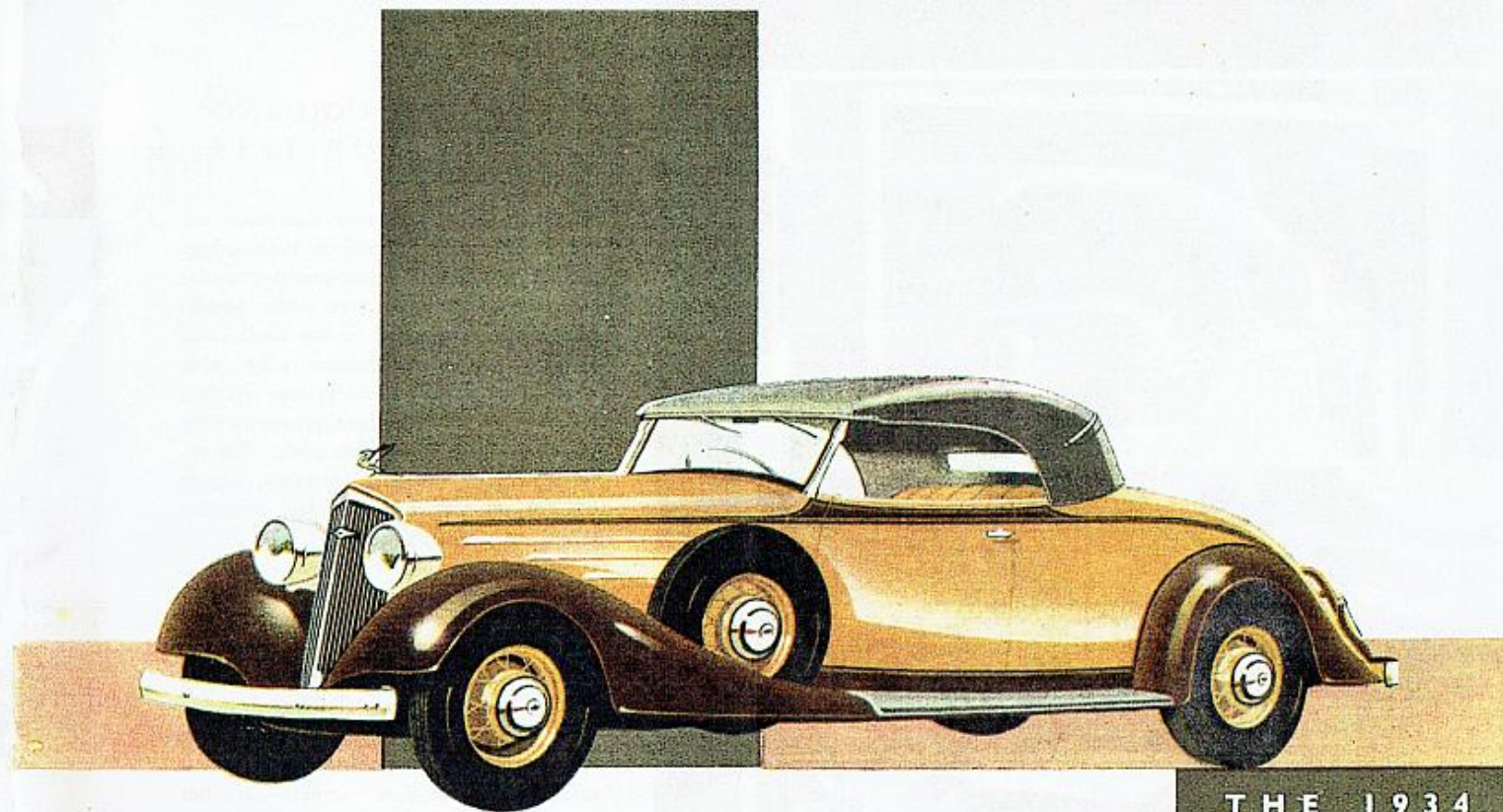
THE 1934
**MASTER
COUPE...**



NEW STRONGER "Y - K" FRAME

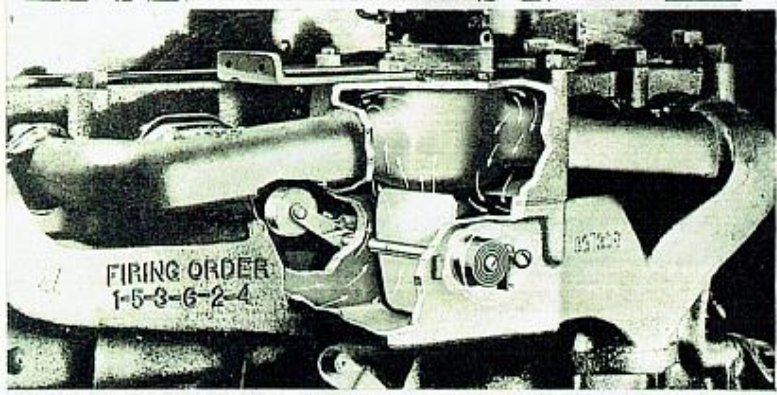
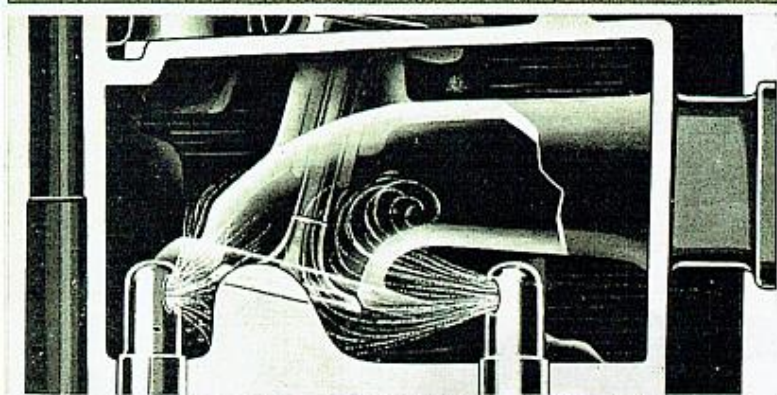
The new frame on the 1934 Master Chevrolet is of cross-girder construction and is of the improved "Y-K" type. The side rails of the front section are of double construction formed by the two top arms of the "Y" extending along the inside of each side rail. The new frame has been especially designed for use with Knee-action front wheels and is no less than 20 times stronger than frames of conventional design. No matter how hard the work you give the 1934 Master Chevrolet, there will be no sign of twisting or straining in the frame.

The lower illustration is a diagram showing the difference that Knee-action wheels make to comfort. In a conventional car the body sways and the front pitches up and down. In the Master Chevrolet, the springs absorb all the jolt, the body remains stable and you glide smoothly on.



This dashing sports model is fitted with a roomy dickey seat accommodating two extra passengers. It has full equipment including all-weather side curtains and an attractive grey hood. The spare wheel is carried in the left front mudguard.

THE 1934
**MASTER
ROADSTER**



IMPROVED COOLING SYSTEM FOR 1934

You can drive the new Chevrolet all day and never be afraid of overheating. Besides an efficient water-pump, radiator and fan, Chevrolet uses eight special spraying nozzles (seen in top illustration at left), to cool the exhaust valve seats. The coolest water in the system is taken and sprayed through these nozzles to keep the valves and valve-seats cool. The result is more efficient operation, longer life for the valves and greater economy in engine performance.

The lower illustration at left shows how easier starting, smoother running and more miles per gallon are given by an improved design of intake manifold. The port sleeves have been eliminated and a more efficient distribution of vapour is ensured by the new construction which embodies "vortex-flow" arms — another example of Chevrolet thoroughness.

STANDARD CHEVROLET...

No longer is there any need to sacrifice size if you want a low-priced car. Standard Chevrolet is a full-sized six having every attribute that will give you economical and first-class motoring throughout its long trouble-free life.

To look at, this new Standard Chevrolet is more beautiful than ever. The body styling is the smartest interpretation of all that is modern in scientific streamlining. Every line, from the smartly sloping radiator to the sweeping beaver-tail gives an impression of swift, arrowy flight.

The interiors allow ample room for all passengers and have many luxury appointments, including genuine leather upholstery and no-draught ventilation on closed models.

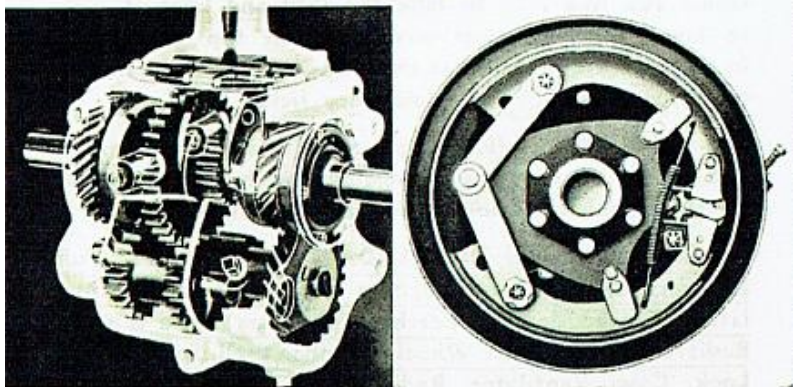
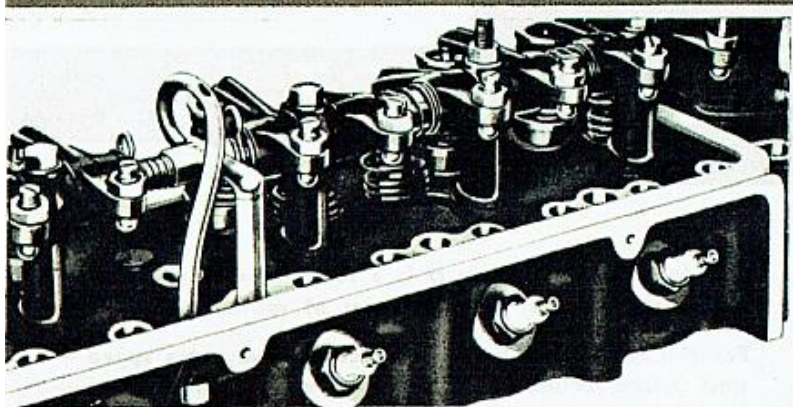
Convincing though Chevrolet's story is on paper, it is only when you get it on the road, showing you what it

can do, that you realise it is a really worthy product of the world's largest manufacturer of motor cars.

For the engine has been improved to give extra speed—*and extra economy*. It invites you to drive it anywhere you like . . . to take the lead and keep it . . . to meet and surmount any grade on top gear . . . in short, to enjoy the most thrilling and most exhilarating motoring possible in the low-price field.

Any model in the following pages that you favour can be put through its paces by arrangement with your Chevrolet Dealer. Book a demonstration as soon as possible.

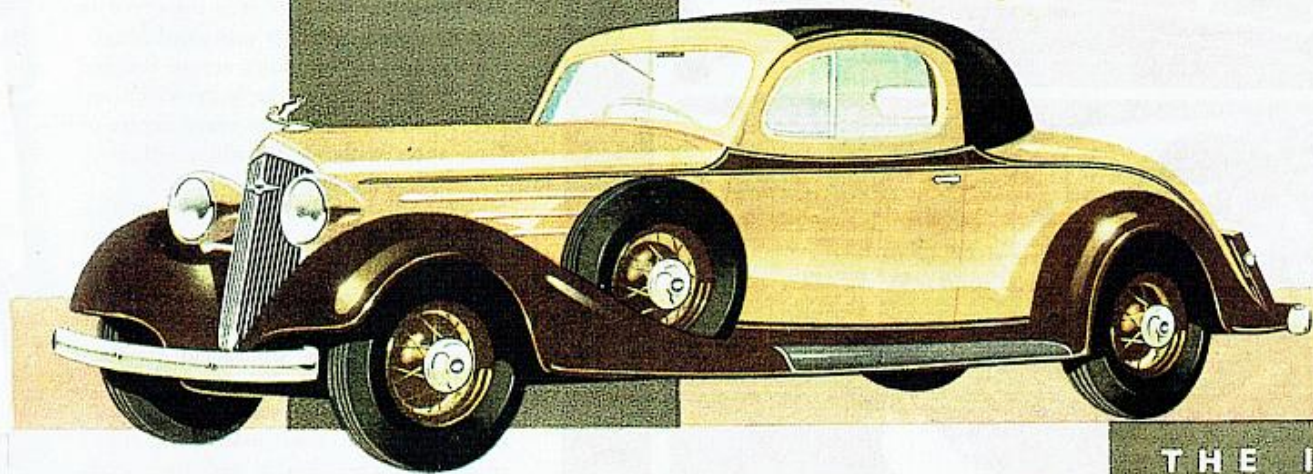
No extras to buy in STANDARD CHEVROLET: Full Bumpers Front and Rear, Luggage Rack, No-draught Ventilation (Closed Models), Leather Upholstery, Wire Wheels, Radiator Mascot, Spare Wheel in Fender Well, Spare Wheel Lock, Cowl Ventilator, Radio Aerial (Closed Models).



OILING, GEAR-BOX AND BRAKES

From the overhead valves to the crank-case, the new Chevrolet engine is pressure and splash lubricated with a completeness rarely found in motor cars. Oil is passed through a screen in the sump and is then pumped in a constant stream to every vital part. The top illustration shows the special oil line which lubricates the upper valve mechanism.

The lower left illustration shows the sturdy Synchro-mesh gear-box of the Master model which allows quick, effortless changing and silence in second gear. The lower right illustration is a view of the more efficient brakes of the new Chevrolet. The linings are permanently protected against dust and dirt and braking on all four wheels is equalised by cable control. In any weather, at any speed, on any road, Chevrolet brakes are safe, smooth, and certain.



A brilliant interpretation of the ideal personal or business car is the Standard Chevrolet Coupe. It has a hinged lid on the roomy rear boot giving access to a large space for the packing of luggage. Full bumpers are fitted front and rear.

THE 1934
**STANDARD
COUPE . .**

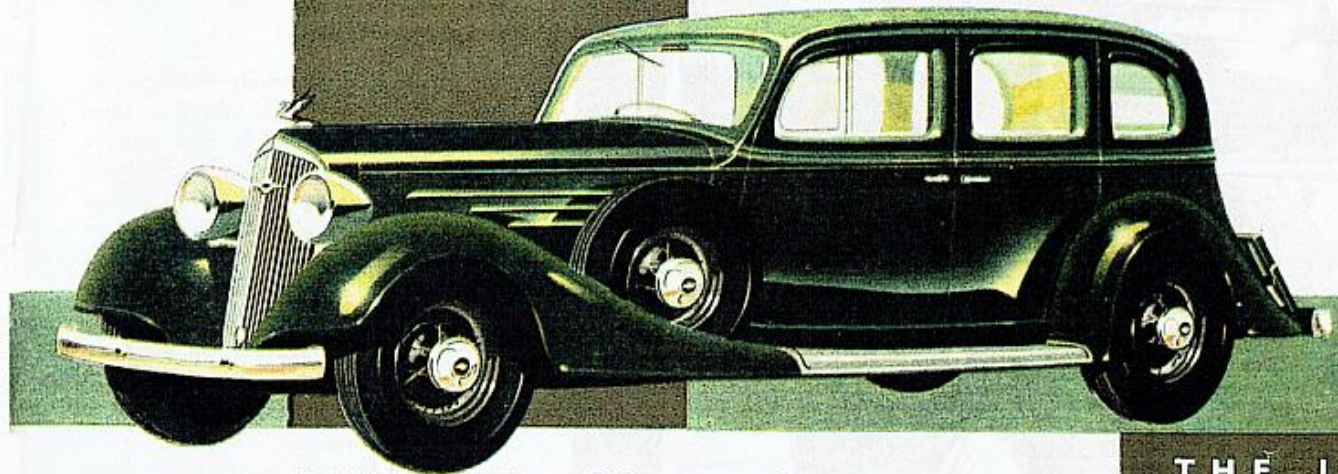


NO-DRAUGHT VENTILATION

In 1933, Chevrolet introduced the only healthful and 100% satisfactory form of motor car ventilation — No-draught ventilation. This year it is improved in operation and now has concealed hinges. The ventilating windows are an integral and built-in part of the body which enable a passenger to enjoy every degree of ventilation without disturbing others.

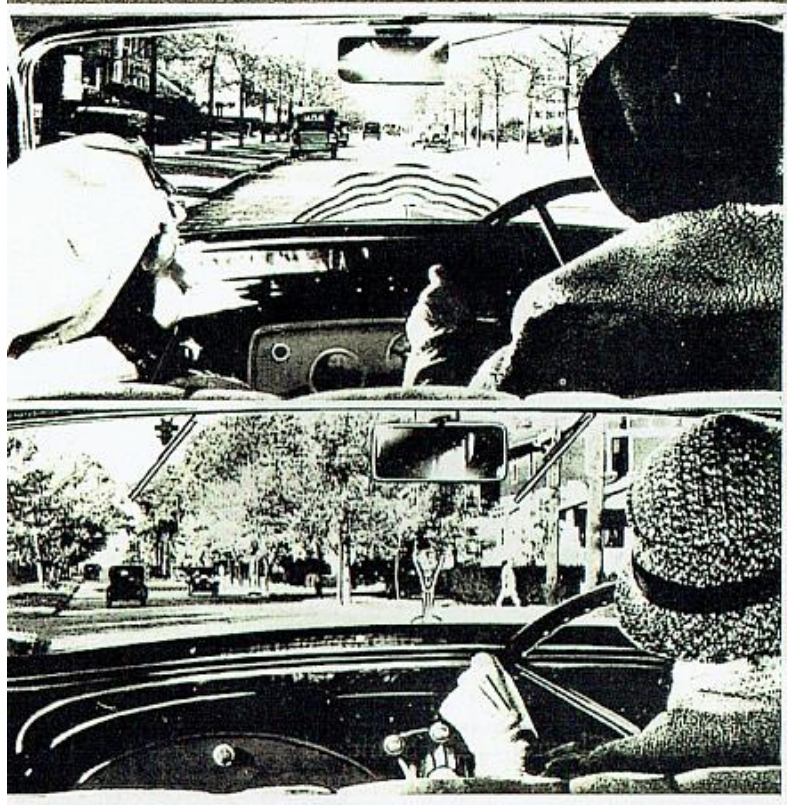
No-draught ventilation uses the motion of the car to scoop in fresh air, and by causing a partial vacuum it also expels bad air, tobacco smoke, etc. It will not let rain enter and in cold weather it prevents dangerous windshield fogging.

In the purchase of your new car you should consider your passengers' riding enjoyment, their health and their comfort by selecting a modern car that has safe, healthful No-draught ventilation.



Modelled on the lines of the Master Chevrolet, the Standard Sedan is a full-sized car with modern aer-stream body styling. Full equipment includes No-draught ventilation on front windows, luggage rack at rear and real leather upholstery.

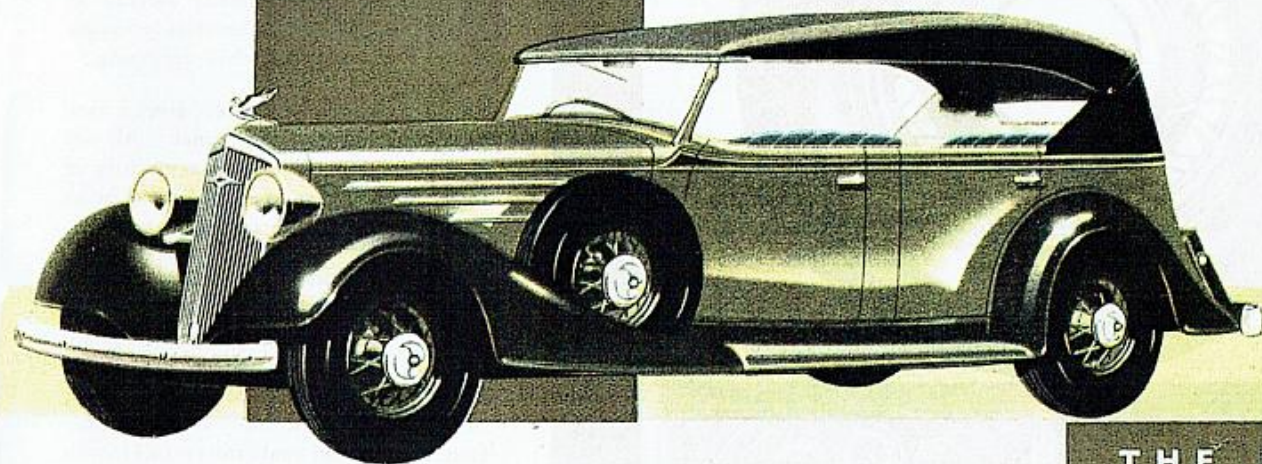
THE 1934
**STANDARD
SEDAN . .**



STABILIZED FRONT END AGAIN EMBODIED

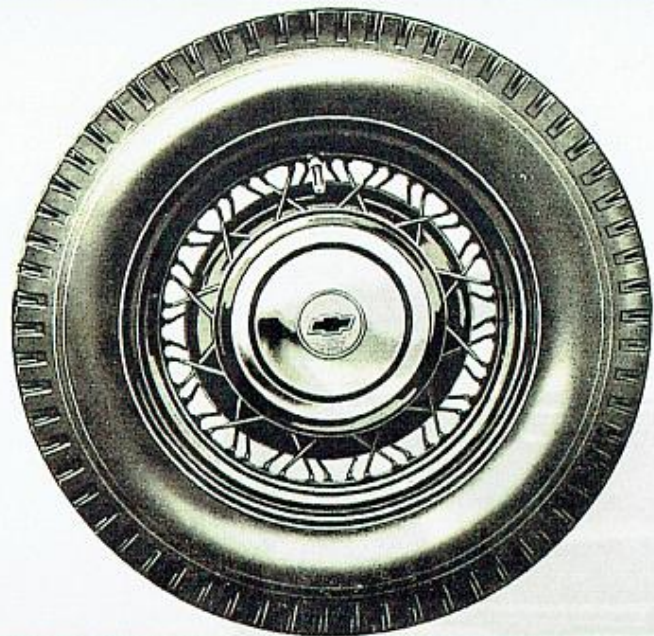
When you drive the new Chevrolet pick out a bumpy patch of road and watch the radiator cap. In some cars the radiator shakes and shivers, but in Chevrolet it is *stabilized*.

The entire front assembly—mudguards, lamps and radiator — is braced to form one single rigid unit. It rests upon a block of rubber that is sound-absorbing and shock-absorbing. The result is that you can take Chevrolet over the bumpiest stretches and never be irritated by that quiver and shake of the front end that is characteristic of cars which are not constructed with this assembly in one unit. Stabilized front end is one more of the many features that adds greatly to this new car's driving ease and which is exclusive to Chevrolet in its field. Make a note to observe this feature when you have your Chevrolet demonstration.



Attractively styled and distinguished in design, many will find the Standard Tourer the ideal car for their needs. Leather upholstery, rear luggage rack, an attractive grey hood and all-weather side curtains are standard equipment.

THE 1934
**STANDARD
TOURER..**

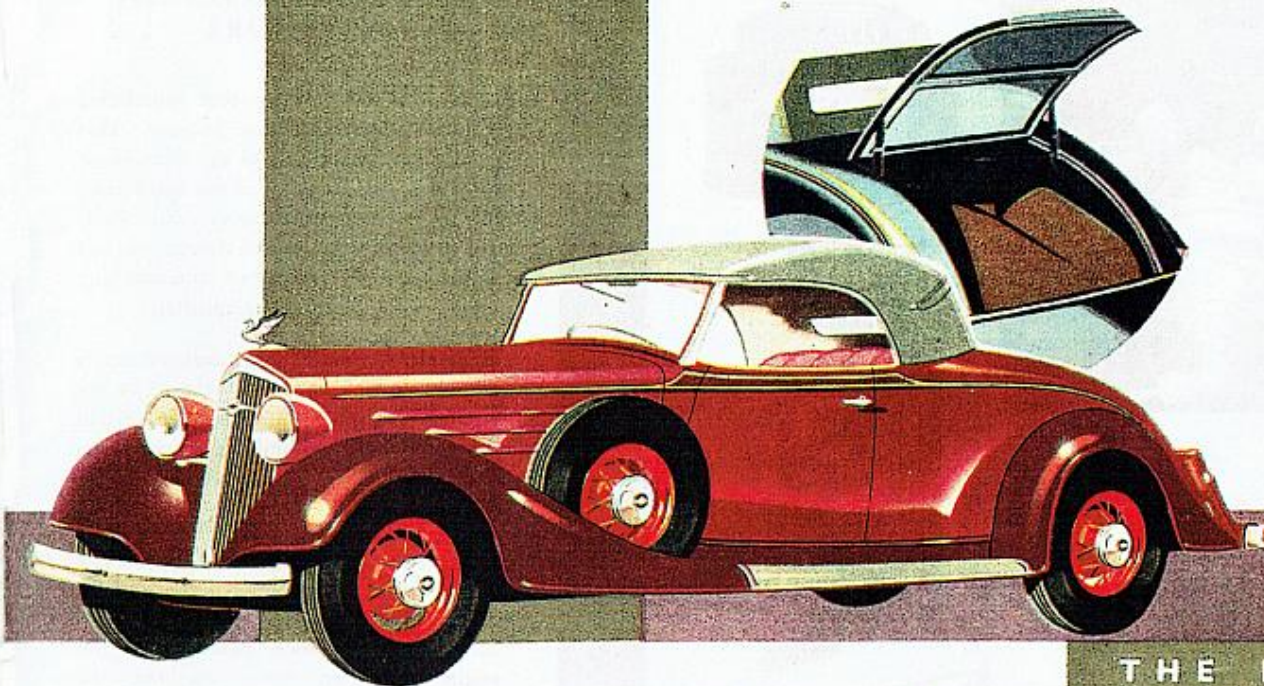


SMARTER EQUIPMENT ON 1934 MODELS

The 1934 Master Chevrolet boasts extremely smart wire wheels which are fitted with large, gleaming chromium hub caps. The wide section tyres are of low pressure — particularly suitable to accompany the new Chevrolet principle of Knee-action front wheel springing.

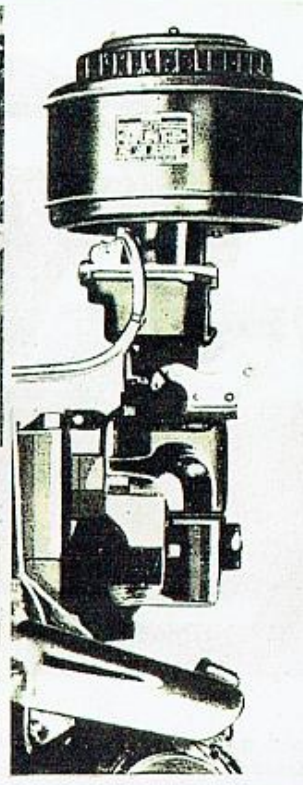
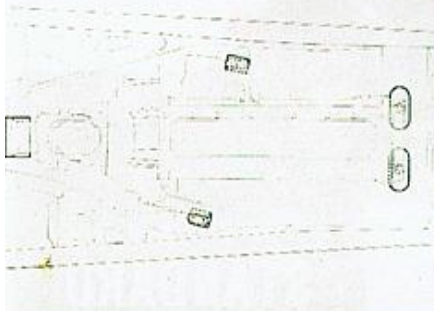
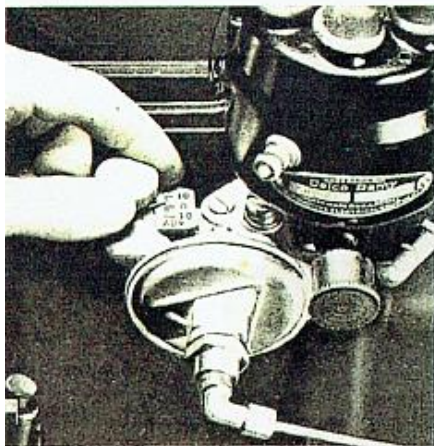
The lower illustration at left gives a view of the new instrument panel. All the instruments are grouped conveniently in front of the driver, the middle dial being an extra large and smart speedometer.

The lower illustration also shows the generous sized package compartment at the left side of the instrument panel. Features of the front compartment in the Master Sedan and Coupe are a sunshade fitted to the inside roof, and adjustable front seat. Cowl ventilators on all models are of improved type; opening to rear.



If you enjoy driving a car that looks fast and sporty, you will appreciate the performance and appearance of the Standard Sports Roadster with dickey seat. The insert above shows the Standard Commercial Roadster which has a hinged lid at rear giving access to the large rear boot. Like its eight companions—this model has a luggage rack at rear.

THE 1934
**STANDARD
ROADSTER**
AND COMMERCIAL ROADSTER



FOR MORE ECONOMY AND COMFORT . . .

Again Chevrolet offers that wonderful economy feature—Octane Selector. This is an adjustable key near the distributor by which you can control the spark timing to get the maximum economy from any grade of fuel. Even though you use a low grade fuel you can eliminate any tendency to "knock" or splutter.

Chevrolet's down-draught carburettion is another feature that gives the 1934 engine more miles to the gallon. It is fitted with a silencer to eliminate intake noises at high speeds, a large air cleaner, and a flame arrester.

The entire Chevrolet power plant (engine and gear box) is mounted on resilient rubber cushions. This gives a cushioned balance to the power plant preventing engine vibration from reaching the chassis and body.

MASTER CHEVROLET SPECIFICATIONS

ENGINE: Six cylinders; valve-in-head type; 3 5/16ths in. bore; 4 in. stroke. R.A.C. rating 26.3 h.p. Brake horsepower 80 at 3300 r.p.m.

CYLINDERS: Cast en bloc (including upper half of crankcase), head detachable.

VALVES: 1 41/64ths in. diameter intake; 1 15/32nds in. diameter exhaust.

COMPRESSION RATIO: 5.45 to 1.

CONNECTING ROD BEARINGS: 2 1/8th in. diameter; 1 9/32nds in. long.

CRANKSHAFT: Statically and dynamically balanced. Harmonic balancer built into fan drive pulley, and recalibrated to the new engine characteristics.

CRANKSHAFT BEARINGS: Front, 2 1/16th in. diameter by 1 49/64ths in. long. Centre, 2 1/8th in. diameter by 1 7/8ths in. long.

REAR, 2 3/16ths in. diameter by 2 11/64ths in. long.

CAMSHAFT BEARINGS: Shaft runs in two cast iron and one steel backed babbitt removable centre bearing.

OILING SYSTEM: Positive pressure feed to crankshaft main bearings, camshaft bearings, and rocker arm shaft. All valve operating parts are automatically lubricated. Vane-type pump in crankcase; oil pressure gauge in instrument panel. Crankcase ventilator.

CARBURETTOR: Down-draught construction. Carter, with accelerating pump and butterfly valve choke with automatic con-

trol to prevent over-choking; accelerating pump with closure for weather protection; A.C. air cleaner, flame arrester and silencer.

FUEL: Mechanical fuel pump; 12 gallon tank in rear; petrol gauge on instrument panel. Air dome on fuel pump.

IGNITION: Delco-Remy with the high tension wires waterproofed.

TRANSMISSION: Silent-Second synchromesh design. Selective type sliding gear; three speeds forward and one reverse.

INSTRUMENT PANEL: Indirectly lighted, and is located directly in front of driver, with glove box with lock at left. Includes ammeter, oil gauge, speedometer, theft-proof ignition lock, lighting switch, engine heat indicator, carburettor choke, throttle control, and petrol gauge.

CLUTCH: New improved single dry plate. Greatly improved for smooth engagement and greater durability.

COOLING: Ribbed cellular core radiator, water pump and fan.

KNEE-ACTION FRONT WHEELS: With enclosed coil springs, replacing conventional front axle and springs.

REAR AXLE: Semi-floating type; one-piece banjo-type pressed steel housing, with convenient cover for inspection and adjustment.

BRAKES: Four-wheel service internal expanding type on 12-in. brake drums, front and rear; width of service brake lining, 13 in.

WHEELS: De Luxe wire wheels.

TYRES: 5.50 x 17 balloons.

STEERING GEAR: Semi-reversible; worm and double tooth rolled type, fully adjustable.

REAR SPRINGS: Long chrome-vanadium, semi-elliptic type, 54 in. long; self-adjusting shackles. Shock absorbers front and rear on all passenger car models, front absorbers being double-acting and built into coil spring suspension cylinders.

FRAME: "K-Y" shape with double drop side members; sub-frame built inside of frame side members of "K-Y" shape.

EQUIPMENT: Cars equipped with Alemite lubricating system; theft-proof ignition lock; complete tool kit; combination tail and stop light, rear vision mirror, full vision windshield, automatic dual wipers. Vibrator trumpet-type horn, two beam headlamps, parking bulbs on all passenger models. No-draught ventilation on closed models and large cowl ventilator; bumpers front and rear, luggage rack at rear, and spare wheel carried in fender well in left front fender. Radiator mascot.

WHEELBASE: 112 in.

Master Models also available with six wire wheels at slight extra cost

Specifications and equipment subject to change without notice . . .

Unusual Owner Service Policy for

YOUR PROTECTION

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 without charge . . .

SERVICE EVERYWHERE

. . . In addition to Chevrolet's unusual service policy, there are throughout Australia hundreds of specialised Chevrolet dealers with properly trained and equipped mechanics . . .

You can purchase a New Chevrolet on the

. convenient G.M.A.C. deferred payment plan

Thousands of people have bought Chevrolet cars on the convenient and accepted G.M.A.C. Plan of deferred payments. Because G.M.A.C. (General Motors Acceptance Corporation) is a unit of General Motors and the largest time financing institution in the world, you save money through low finance charges, secure valuable insurance protection, and are assured of considerate treatment. Your dealer can arrange your New Chevrolet purchase on a plan fitted to your requirements.

STANDARD CHEVROLET SPECIFICATIONS

ENGINE: Six cylinders; valve-in-head type; 3 5/16ths in. bore; 3 1/2 in. stroke R.A.C. rating 26.3 h.p. Develops 60 h.p. at only 3000 r.p.m.

CYLINDERS: Cast en bloc, integral with upper half of crankcase.

VALVES: Intake, 1 29/64ths in. diameter; exhaust, 1 11/32nds in. diameter.

CONNECTING ROD BEARINGS: Diameter, 2 1/8th in.; length, 1 9/32nds in.

CRANKSHAFT: Statically and dynamically balanced. Main bearings steel backed babbitt lined. Weight of crankshaft, 57 pounds.

CRANKSHAFT BEARINGS: Front, 2 1/16th in. diameter by 1 49/64ths in. long; centre, 2 1/8th in. diameter by 1 7/8ths in. long; rear, 2 3/16ths in. diameter by 2 11/64ths in. long.

CAMSHAFT: Drop forged heat-treated steel with three bearings.

OILING SYSTEM: Semi-pressure system, pressure feed to main bearings, camshaft bearings and rocker arm shaft, with oil outlet in top of rocker arms to feed oil to ball sockets and valve stems. Vane type pump in crankcase; oil pressure gauge on instrument panel.

CARBURETTOR: Carter down-draught type. Equipped with an accelerating pump which delivers fuel only when accelerator pedal is suddenly depressed, and butterfly valve

choke with an automatic control to prevent over-choking. A.C. air cleaner, flame arrester and silencer.

FUEL SUPPLY: A.C. suction pump; 9 1/2-gallon tank at rear; petrol gauge on instrument panel. Air dome filter chambers on fuel pump.

IGNITION: Delco Remy separate units.

TRANSMISSION: Selective sliding gear easy change type. Three speeds forward, one reverse, with quiet helical constant mesh second speed gears.

INSTRUMENT PANEL: Indirectly lighted. Includes ammeter, oil gauge, speedometer, theft-proof ignition lock, lighting switch, carburettor choke, throttle control and petrol gauge.

CLUTCH: Single dry plate, 9 in. diameter. Cushion mounted clutch disc with moulded facings.

COOLING: Ribbed cellular core radiator; centrifugal impeller type water pump and 4-bladed fan.

FRONT AXLE: Drop forged modified "I" beam section, reversed Elliott type. New Departure ball bearings in wheels.

REAR AXLE: Semi-floating type; one piece banjo type pressed steel housing.

BRAKES: Four wheel service internal expanding type with double articulated shoes on 10 in. brake drums, front and rear, cable controlled. Radial reinforcing ribs in brake drums, increasing rigidity of drums.

WHEELS: De Luxe Wire Wheels.

TYRES: 5.25 x 17 balloons.

STEERING GEAR: Semi-reversible, fully adjustable, worm and sector type.

SPRINGS: Long chrome vanadium steel, semi-elliptic type. Front springs 33 in. long x 1 1/4 in. wide; rear springs 54 in. long x 1 1/4 in. wide; self-adjusting shackles. Lovejoy type shock-absorbers front and rear on all passenger models.

FRAME: Double drop type. Pressed steel channel section side members with five sturdy cross members. Double channel front cross member. New sub-frame members on each side, near dash, increase strength and rigidity of frame and provide an ideal engine mounting. Frame—Depth, 5 5/16ths in.; thickness, 1/8th in.; width of flange—upper, 2 in.; lower, 2 1/16th in.

EQUIPMENT: All cars equipped with high pressure fittings for manual lubrication; theft-proof ignition lock, complete tool kit, combination stop and tail lamp; rear view mirror; full vision windshield and automatic windshield wiper; Delco Remy vibrator type horn mounted under the hood on manifold; two beam headlamps with parking bulbs. No-draught ventilation, individually controlled on closed models. Radiator mascot luggage rack at rear, spare wheel in left front fenderwell.

WHEELBASE: 107 in.

SPECIFICATIONS AND EQUIPMENT SUBJECT TO CHANGE WITHOUT NOTICE



General Motors - Holden's Ltd.

Brisbane — Sydney — Melbourne — Adelaide — Perth

Made in Australia