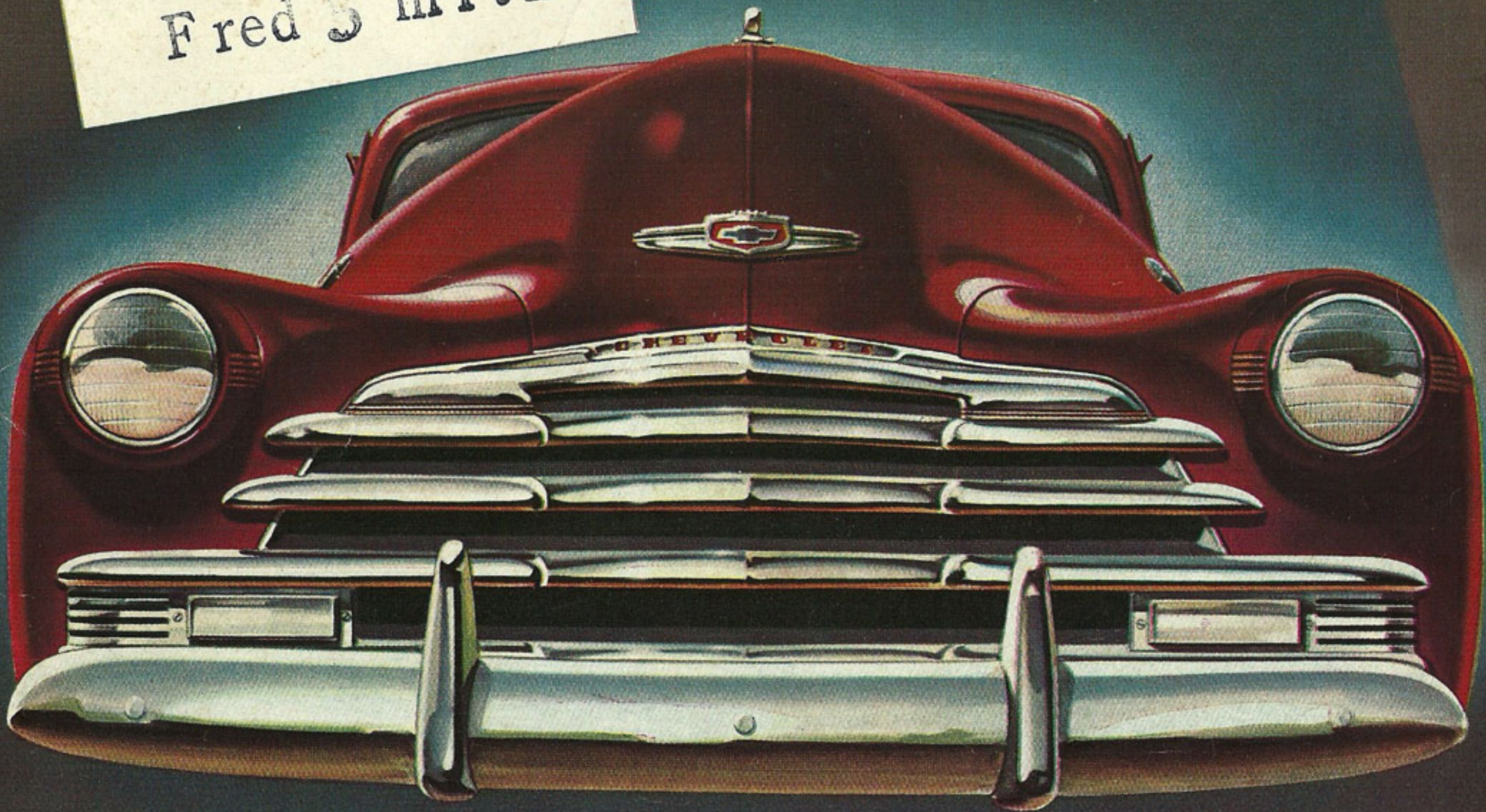


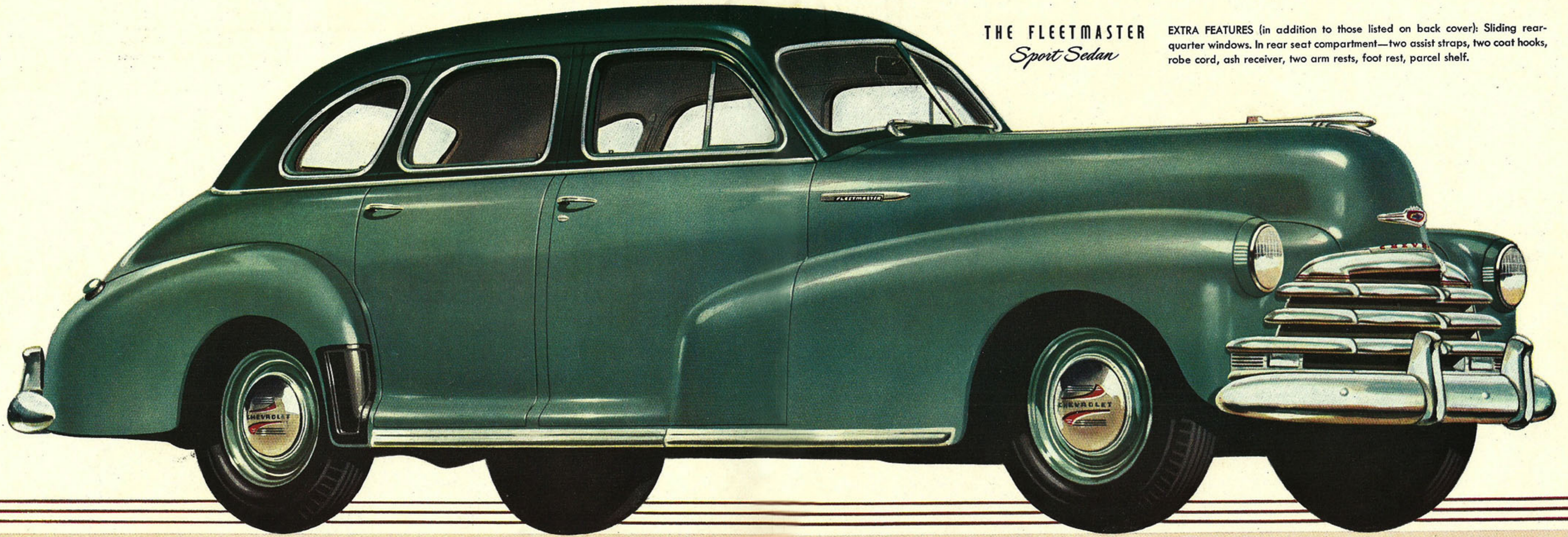
MAY 5 1947

Fred Smith



THE NEW CHEVROLET

11 MODELS IN FLEETLINE, FLEETMASTER AND STYLEMASTER SERIES



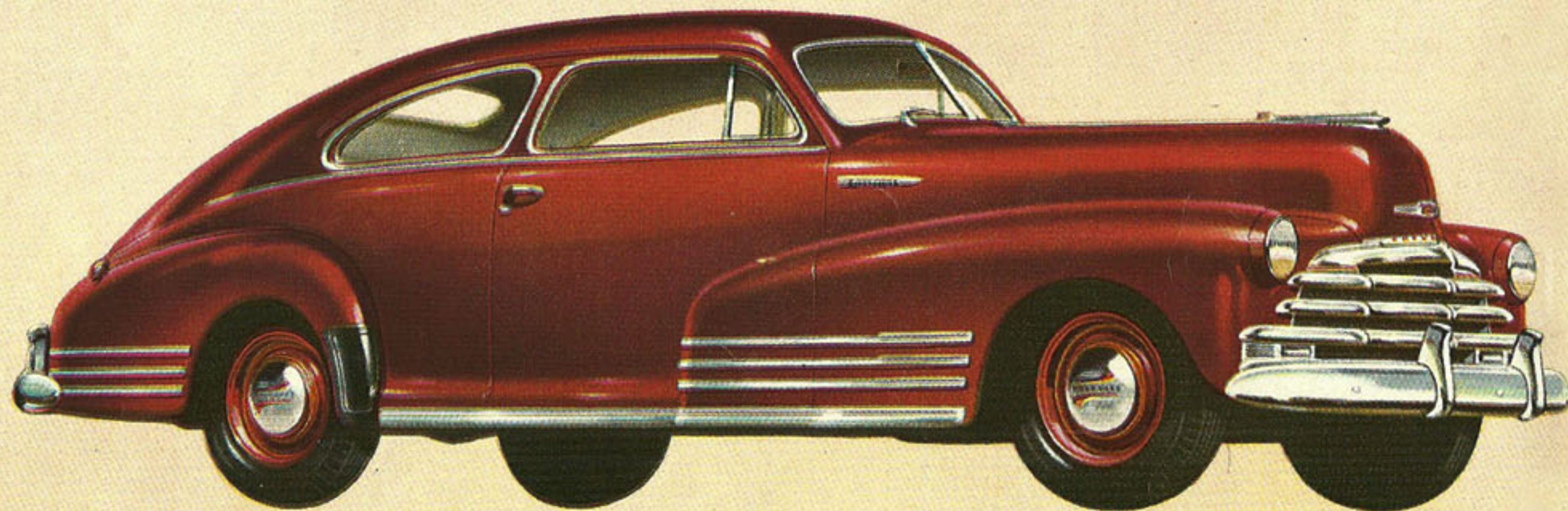
THE FLEETMASTER
Sport Sedan

EXTRA FEATURES (in addition to those listed on back cover): Sliding rear-quarter windows. In rear seat compartment—two assist straps, two coat hooks, robe cord, ash receiver, two arm rests, foot rest, parcel shelf.

CHEVROLET offers the discriminating motorist his choice of eleven models in three series—the ultra-distinctive *Fleetline*, the handsomely styled *Fleetmaster*, the popular *Stylemaster*. No matter which model you select, you are assured of Big-Car quality at lowest cost—the Big-Car comfort and safety

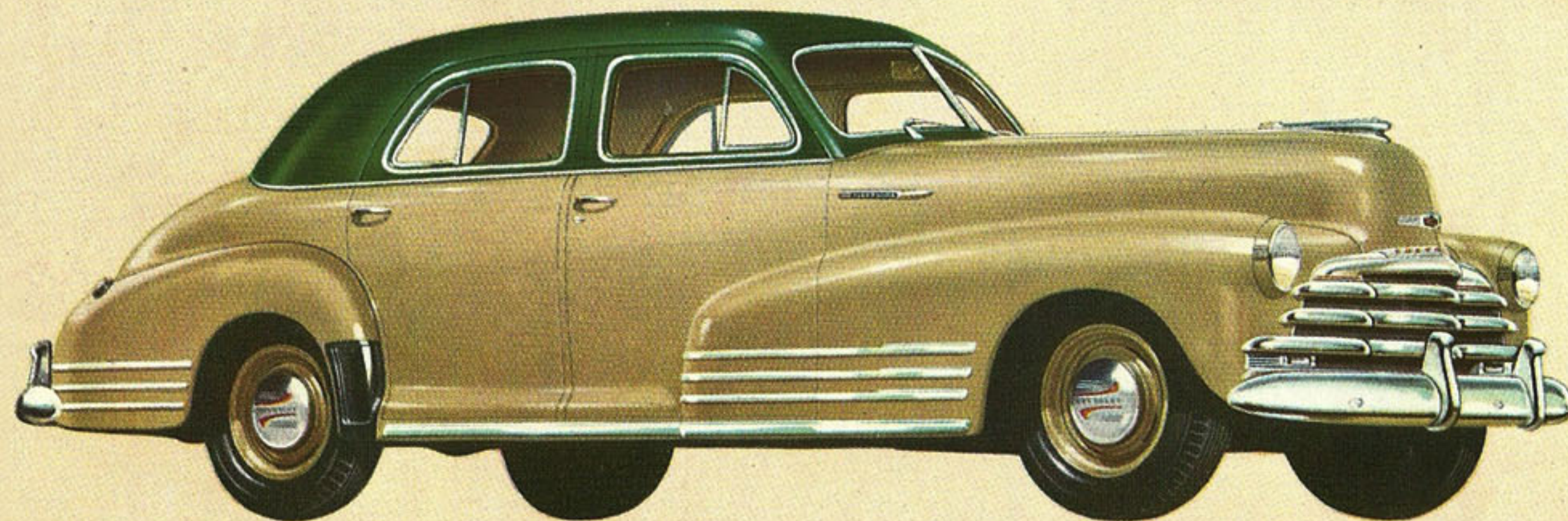
and beauty of their bodies, the Big-Car performance of their famous valve-in-head engine, the Big-Car roadability of their Knee-Action chassis with shockproof steering. And every model brings you the great *plus* value of Chevrolet's traditional economy of operation and low cost of maintenance.

Two Distinctive Models in the
FLEETLINE SERIES



THE FLEETLINE
Aerosedan

EXTRA FEATURES: Lowering rear-quarter windows. Two arm rests, assist straps, coat hooks, robe cords, ash receivers, foot rest, extra-large parcel shelf, in rear seat compartment. Ornamental emblem on trunk lid.



THE FLEETLINE
Sportmaster

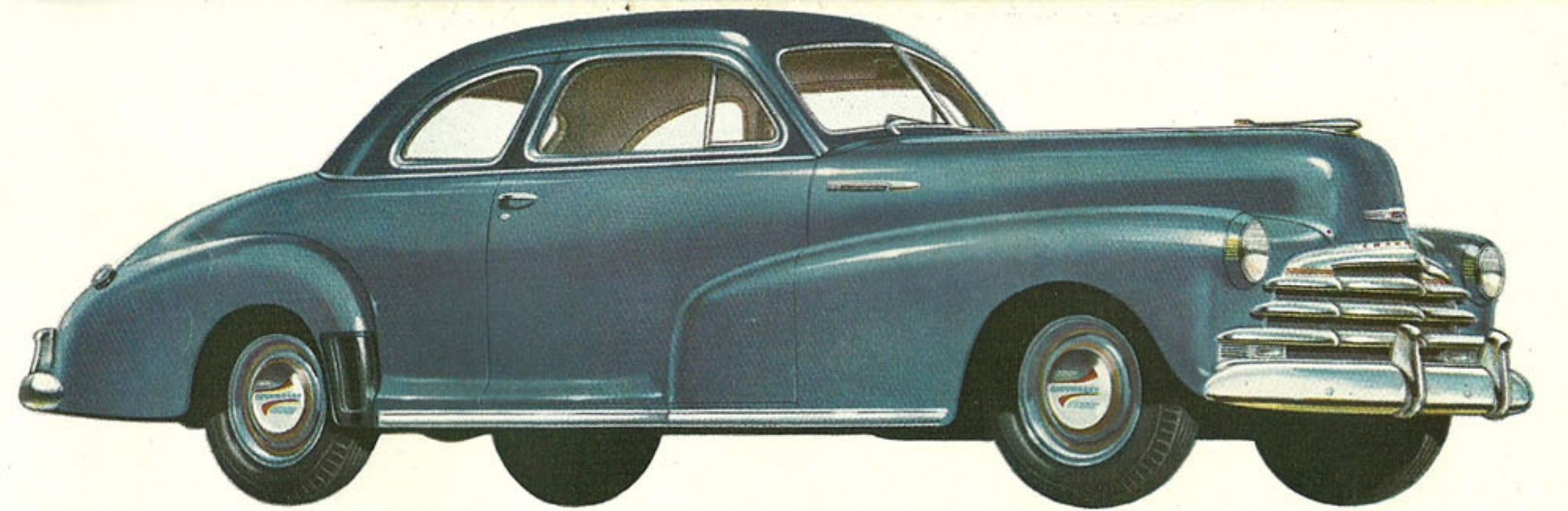
EXTRA FEATURES: Ventipanes in rear door windows. Two arm rests, assist straps, coat hooks, ash receiver, robe cord, foot rest, extra-large parcel shelf, in rear seat compartment. Ornamental emblem on trunk lid.

America's Leaders
FLEETMASTER SERIES



THE FLEETMASTER
Town Sedan

EXTRA FEATURES: Lowering rear-quarter windows. Two robe cords, ash receivers, coat hooks, arm rests, foot rest, parcel shelf, in rear compartment.



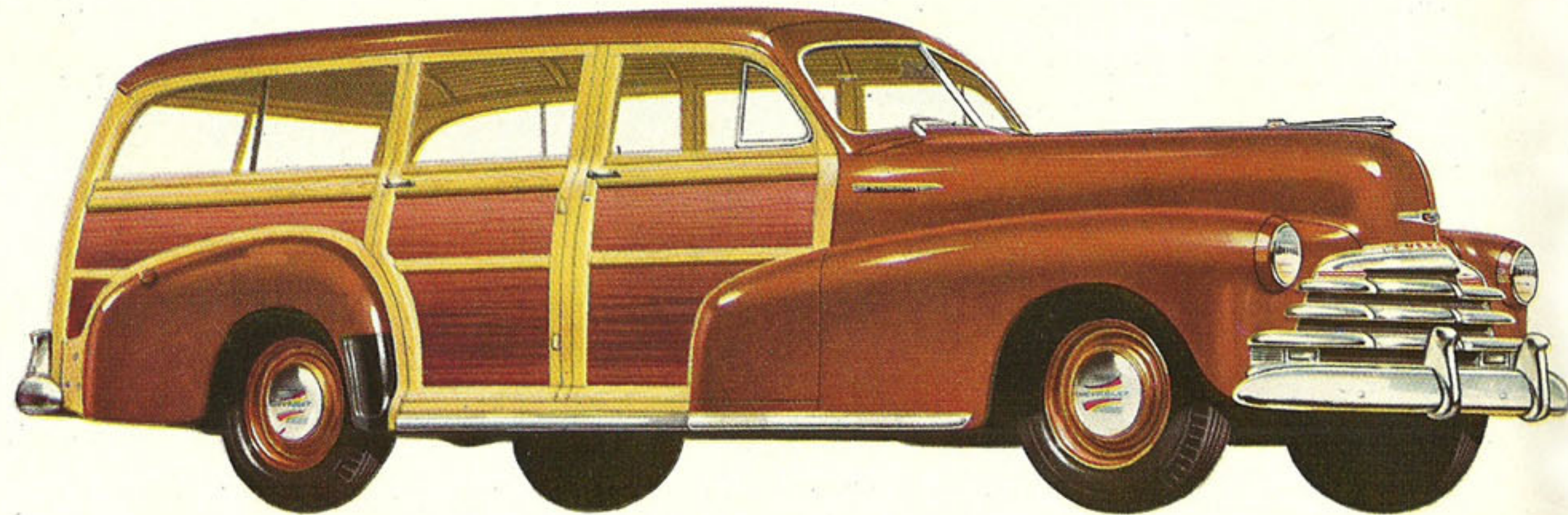
THE FLEETMASTER
5-Passenger Coupe

EXTRA FEATURES: Sliding rear-quarter windows. Full-width rear seat. In rear compartment—two assist straps, coat hooks, ash receivers, parcel shelf.

LEADERSHIP—THE

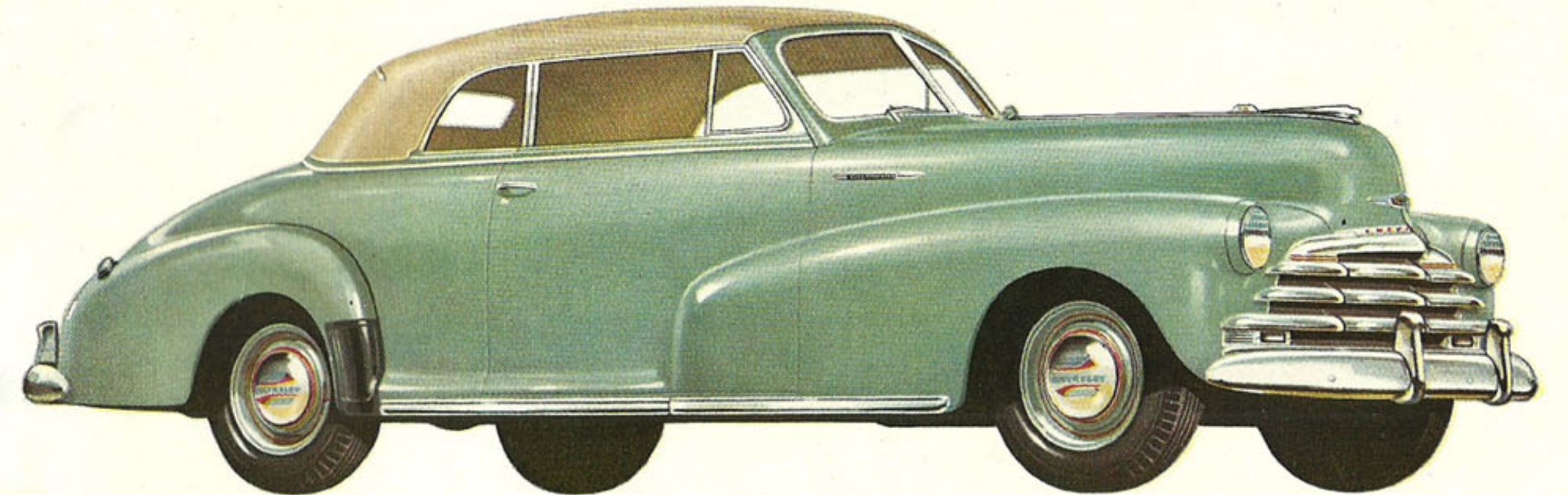


REWARD OF QUALITY



THE FLEETMASTER
Station Wagon

EXTRA FEATURES: Passenger-car-styled body. Steel cowl, windshield pillars, underbody; ash pillars, mahogany panels; reinforced leatherette top. Bright-finished metal molding around windshield. Safety glass throughout. Spare wheel cover and lock. Eight-passenger capacity.



THE FLEETMASTER
Cabriolet

EXTRA FEATURES: Automatic folding top. Bright-finished metal moldings framing windshield and windows. Lowering door windows, swiveling rear-quarter windows. Safety plate glass throughout. Three-passenger adjustable front seat, divided back. Full-width rear seat. Genuine leather and Bedford cord seat covering. Front seat arm rests. Fabric top boot.

The FLEETMASTER Sport Sedan is illustrated on the other side of this folder.

BIG-CAR VALUE IN EVERY FEATURE

Beauty is attained in instrument panels without sacrifice of utility; every panel is as distinctive for its practical grouping of dials and indicators as for its sparkling beauty. (Fleetline and Fleetmaster include clock, ash receiver, cigarette lighter.)



At the right of the instrument panel is a spacious compartment with a flush lock. (Fleetline and Fleetmaster compartments are illuminated.)

Two leather-topped front seat arm rests serve also as convenient door-pulls (Fleetline and Fleetmaster).



Doors are trimmed not only to give a pleasing appearance, but to withstand hard use. Durable scuff panels give extra protection where it is most needed.



An accessible release lever frees the front seat for fore-and-aft adjustment, to suit the driver's comfort.



SPORT SEDAN



TOWN SEDAN

STYLEMASTER SERIES *available in four models*

The engine, chassis, and body construction of the Stylemaster series are identical with those of the Fleetline and Fleetmaster series. Thus, these lowest-priced Chevrolets offer all the advantages of the higher-priced series in performance, safety, riding qualities, roominess, and economy of operation. In external appearance, they differ from the Fleetmaster models only in a few minor details of trim; the chief differences are in their interior equipment, fittings, and finish.



5-PASSENGER COUPE



BUSINESS COUPE

Additional features of the new Chevrolets are listed on the back of this folder.

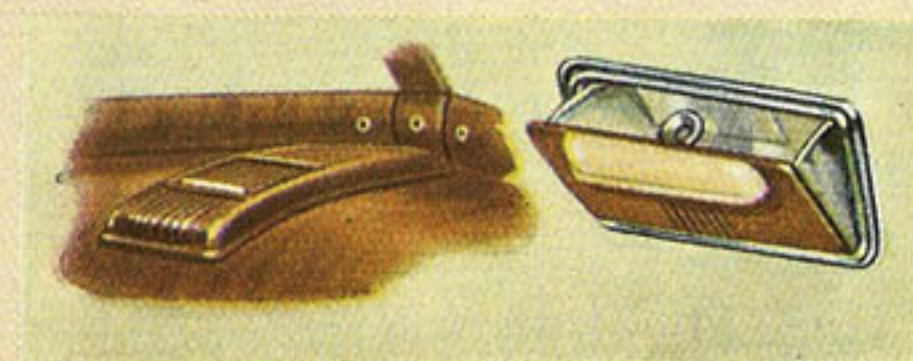
BIG-CAR BEAUTY IN EVERY DETAIL



Illustrating the roominess and comfort of all Chevrolet sedans is this view showing a rear passenger compartment, with wide, deeply cushioned seat. (Fleetmaster illustrated.)



Every Chevrolet sedan and coupe has a spacious rear compartment for luggage. Electric illumination of the interior is a convenience. The spare wheel is readily accessible.



Fleetline and Fleetmaster models have an ash receiver (above, left) set into the top of the instrument panel, and either one or two in the rear passenger compartment.



Many sedans and coupes have retractable assist straps; most models have ventilating rear-quarter windows.

The chassis side-rails and cross-members are deep box-girder units, made even stronger and more rigid by wide welded flanges of double thickness.

Note the simplicity and sturdiness of Chevrolet's unitized Knee-Action—its linkage, springs and front wheel mountings assembled and aligned with the massive front cross-member before being attached to the chassis as a unit.

Double-acting hydraulic shock absorbers are built into the front-end assembly, actuated by the upper control arms of the Knee-Action linkage.

Steering control is improved, and sidesway is restrained, by the ride stabilizer, a torsion shaft running across the front of the frame and flexibly connected to the lower spring seats of the Knee-Action assembly.

The shaft of the water pump and fan runs on permanently lubricated ball bearings.

Ample current for all electrical needs is supplied by a high-output, heavy-duty, ventilated generator, with voltage and current regulator.

The power plant is cushion-balanced on a five-point mounting.

At the forward end of the 68-pound crankshaft is a harmonic balancer that counteracts torsional vibration.

Chevrolet's engine—the famous valve-in-head six that has powered many millions of cars—is noted for outstanding smoothness, performance, economy and reliability.

The downdraft carburetor has only a single adjustment. When set for proper idling, it is effective under all conditions.

Air cleaner, intake silencer and flame arrester are combined in a single unit, easily removable for regular maintenance operations.

A two-spoke steering wheel, with horn-blowing ring, is used on all Fleetline and Fleetmaster models.

Unequaled ease of changing gears is provided by the vacuumatic gearshift. You can shift gears with your finger—without shifting your grip on the wheel.

Brake drums, 11 inches in diameter, have cast alloy iron braking surface. External ribs promote cooling.

Chevrolet's notably level ride is largely due to the carefully engineered rear suspension, nicely synchronized with the Knee-Action front end. The resilient leaf springs are mounted on rubber-insulated spring seats.

The filler neck of the 16-gallon fuel tank is on the right-hand, or curb, side—for safety. (Tank, crankcase and battery are all serviced from the right side.)

In the hypoid-gear rear axle, the drive pinion is larger than in the ordinary bevel-gear axle, and five times as strong. Silent operation is another superiority.

Chevrolet's exclusive double-articulated brake-shoe linkage gives hydraulic braking at its best. Because the linings make full-area contact with the drums, their effective life is prolonged. Adjustment for gradual wear is remarkably simple and quick.

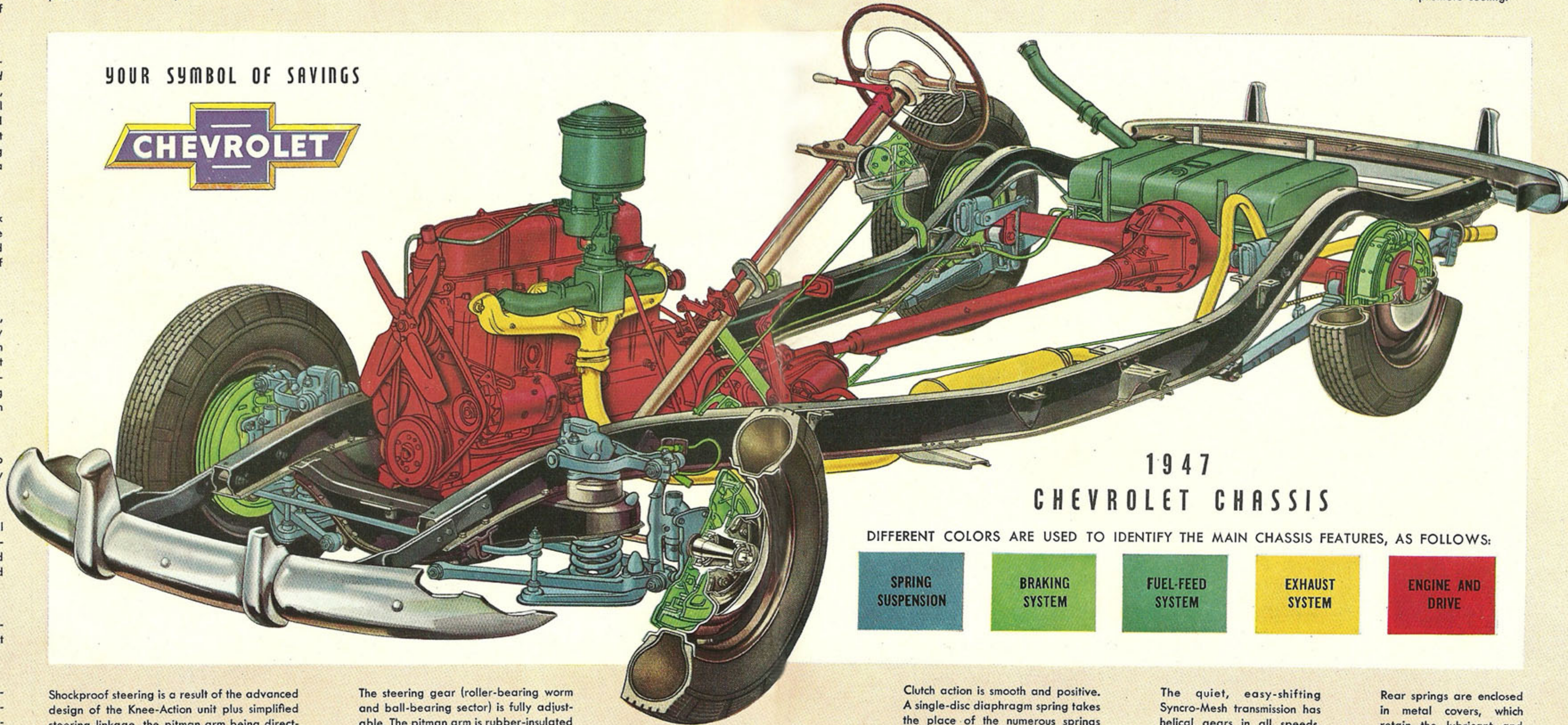
The hand-brake lever, mounted under the instrument panel, is connected by flexible cables to operate both brake shoes of both rear wheels.

Hydraulic shock absorbers, double-acting, control the play of the resilient rear springs, both compression and rebound.

Sturdy bumpers (front and rear), with two guards apiece, curve part way around the fenders. There are splash and gravel deflectors at front and rear.

Wheels are formed steel discs, with chromium-plated hub caps of distinctive design.

YOUR SYMBOL OF SAVINGS



1947
CHEVROLET CHASSIS

DIFFERENT COLORS ARE USED TO IDENTIFY THE MAIN CHASSIS FEATURES, AS FOLLOWS:

- SPRING
SUSPENSION
- BRAKING
SYSTEM
- FUEL-FEED
SYSTEM
- EXHAUST
SYSTEM
- ENGINE AND
DRIVE

Tires are 6.00-16

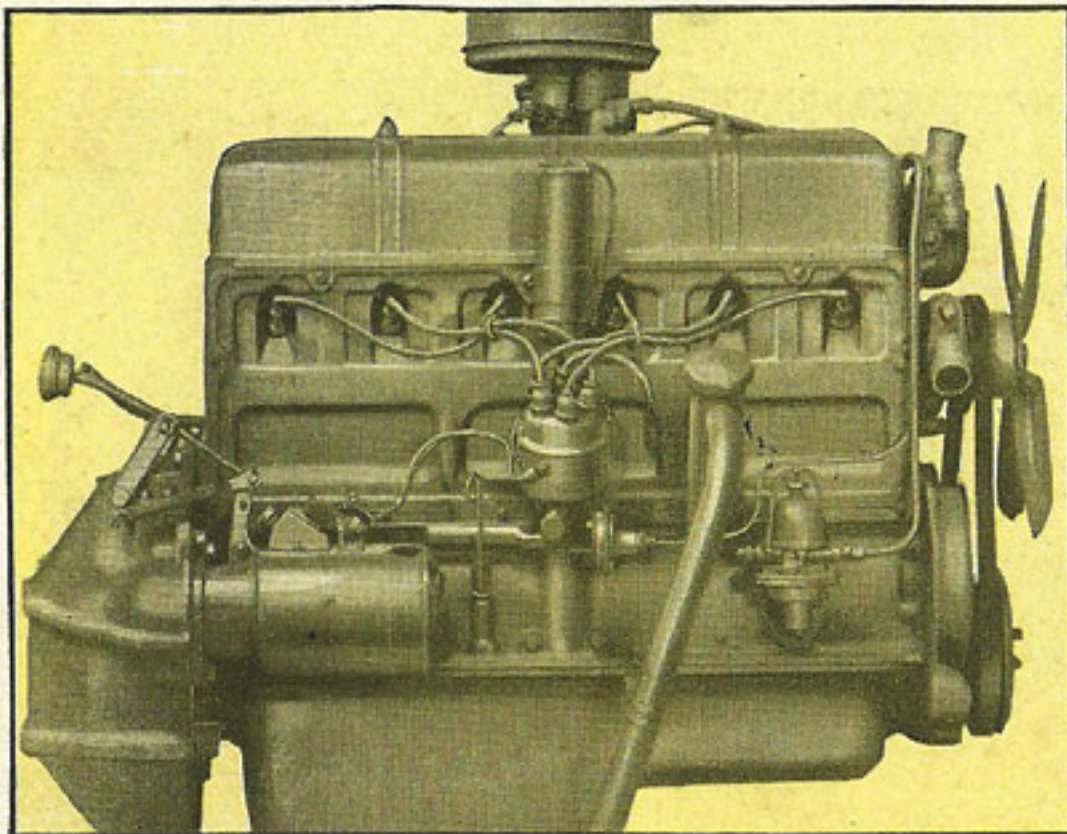
Shockproof steering is a result of the advanced design of the Knee-Action unit plus simplified steering linkage, the pitman arm being direct-connected to tie-rods running to the wheels.

The steering gear (roller-bearing worm and ball-bearing sector) is fully adjustable. The pitman arm is rubber-insulated to absorb shock and vibration.

Clutch action is smooth and positive. A single-disc diaphragm spring takes the place of the numerous springs and levers of other clutch types.

The quiet, easy-shifting Syncro-Mesh transmission has helical gears in all speeds, forward and reverse.

Rear springs are enclosed in metal covers, which retain the lubricant and keep out dust and grit.

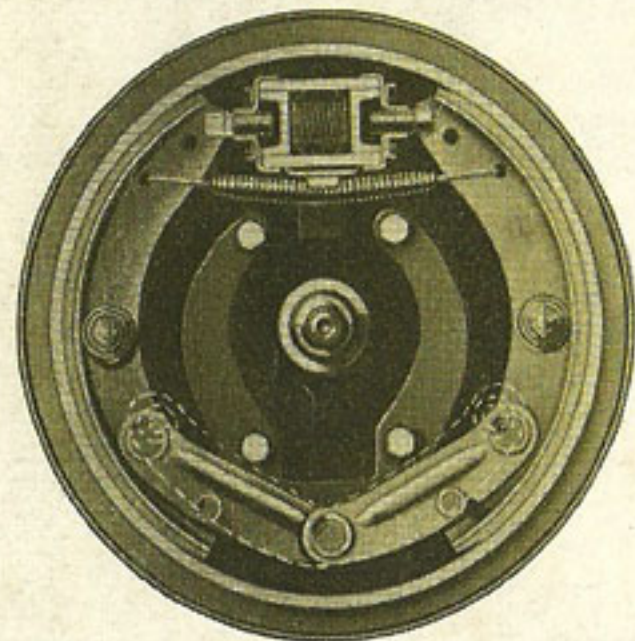
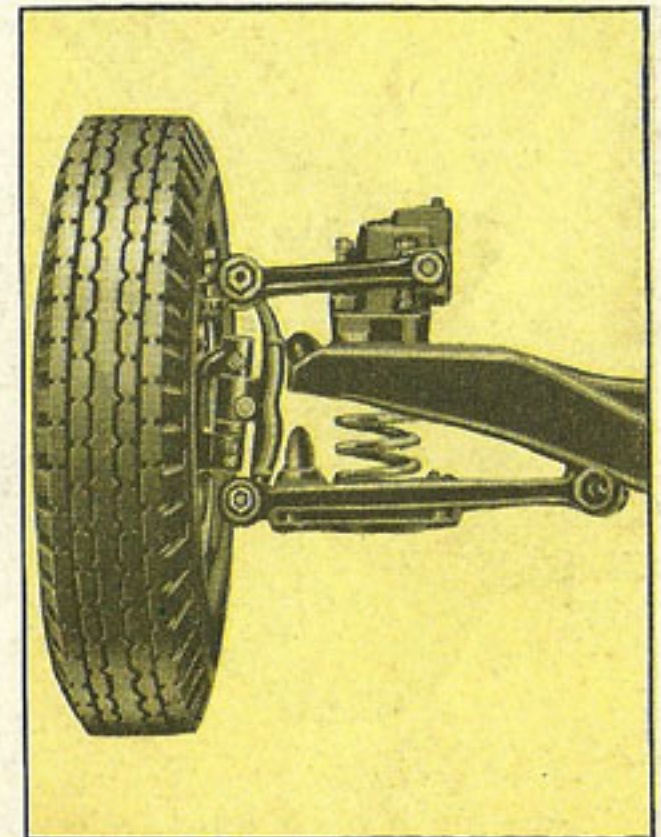


ENGINE

Chevrolet is the lowest-priced car offering the many advantages of valve-in-head engine design. The outstanding superiority of this type of engine is its higher efficiency, that is, its ability to accomplish more on a given quantity of fuel—or to perform any given task with less fuel—as compared with any other type of engine now in general use in motor vehicles.

UNITIZED KNEE-ACTION

The Chevrolet Big-Car ride is due to its highly developed front-end suspension. Each wheel is mounted, independent of the other, on an easy-action coil spring, and controlled by a built-in double-acting shock absorber. Both Knee-Action units, together with the front wheel mountings, brakes and steering connections, are carried on a massive cross-member. The whole front end is assembled, then adjusted and aligned, before being attached to the chassis as a unit.

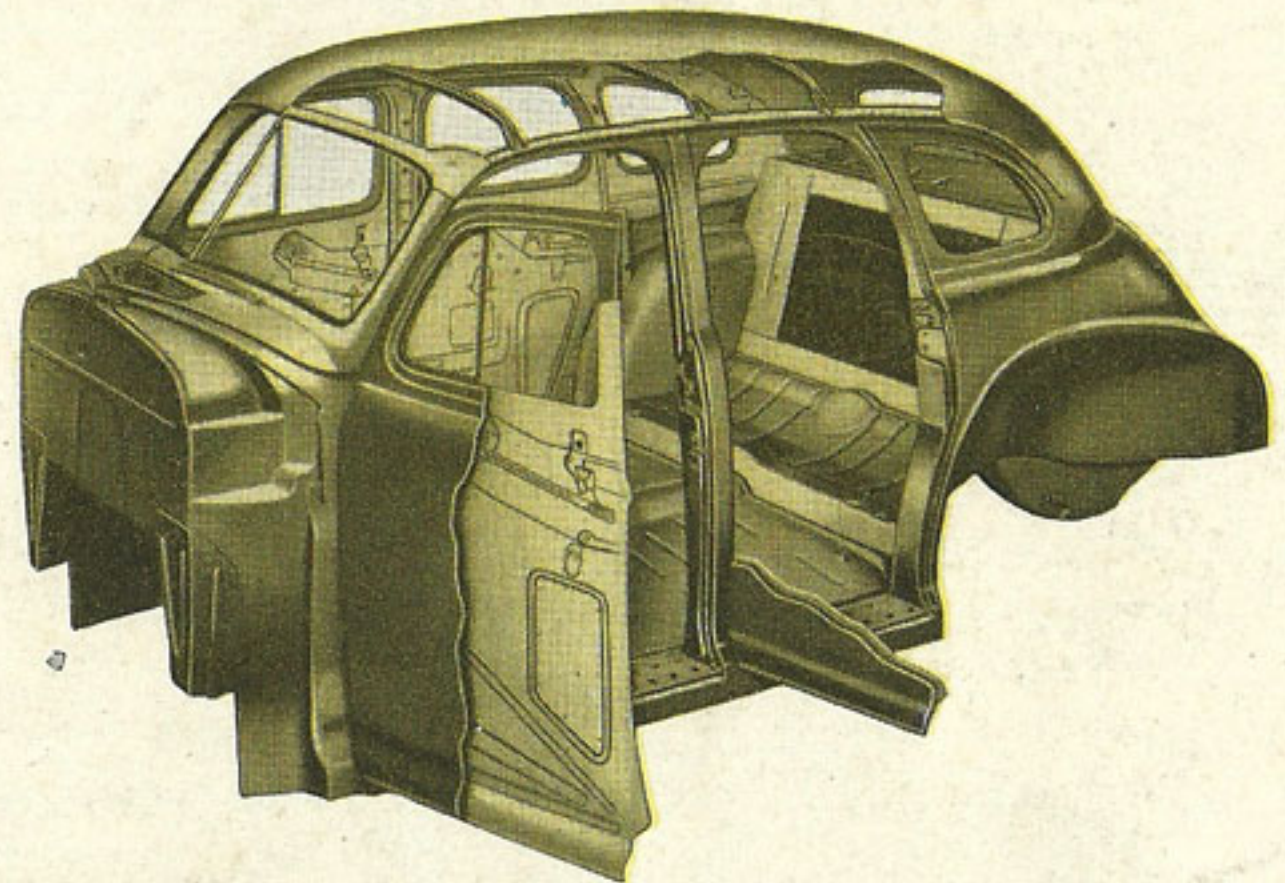


BRAKES

Chevrolet's perfected hydraulic braking owes its superior smoothness and effectiveness to an exclusive design of brake mechanism at the wheel. The double-articulated brake shoes make full-area contact with the drum; the lining wears evenly, lasts longer. Braking is always under control; there is no grabbing, no fading.

FISHER BODY

Underneath the handsome upholstery and interior trim of the Chevrolet body is concealed its chief claim to outstanding superiority, that is, its solidity, durability and safety—all due to its Unisteel construction. Its floor, Turret Top, cowl, and body panels, skillfully reinforced, are welded together to form an all-steel unit of extraordinary strength. Note the door construction—it explains why Chevrolet invites a comparative door-slam test.



Fred Smith

CHEVROLET PASSENGER CAR FEATURES

(For special features of particular models, see text accompanying illustrations.)

ENGINE: Six cylinders, valve-in-head. Specialized 4-way oiling system. Single-adjustment downdraft carburetor, with air cleaner, silencer and flame arrester; 16-gallon fuel tank. Permanently lubricated water pump; full-length cylinder water jackets; coolant capacity, 15 quarts. Delco-Remy ignition, with automatic spark advance and octane selector; mechanical-shift starter. Diaphragm-spring clutch. Syncro-Mesh transmission, vacuum-power gearshift.

CHASSIS: Box-girder frame. Unitized Knee-Action, with ride stabilizer. Double-acting shock absorbers,

front and rear. Hypoid-drive rear axle, ratio 4.11:1. Shockproof steering. Hydraulic brakes; self-aligning, full-contact brake shoes. Five steel disc wheels, four 6.00-16 tires. Wheelbase, 116 inches. Bumper, two guards, front and rear.

ELECTRICAL: Sealed Beam headlamps, foot-controlled; two tail and stop lights (one on Station Wagon). Dual matched horns. 15-plate, 100-ampere-hour battery. Illuminated ignition lock.

ALL BODIES: No Draft ventilation. Concealed

entrance steps. Foot scraper at each front door. Concealed door-hinges.

SEDANS AND COUPES: Fisher Unisteel construction; Turret Top and solid steel underbody. Safety plate glass throughout. Three-passenger adjustable front seat, full-width cushion (divided back in two-door sedans and coupes). Provision for heater installation under front seat. Pile fabric upholstery in Stylemaster and Fleetmaster; two-tone Bedford cord optional in Fleetmaster; non-pile "Fleetweave" fabric in Fleetline. Leatherette scuff covering on doors and front seats (also on rear seats of

Fleetmaster and Fleetline). Carpet inserts in front floor rubber mat (except Stylemaster). Two leather-topped front seat arm rests in Fleetmaster and Fleetline. Two adjustable sliding sun shades (one in Stylemaster). Radio grille. Package compartment with lock (illuminated in Fleetmaster and Fleetline).

General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.