

Torque Tube

A members' forum for Chevrolet anecdotes - or other random topics. Contributions welcome!

August, 1947 THE S.A. MOTOR Page 3

Now Available . .

CHEVROLET

Stylemaster Utility

(SUBJECT TO PERMIT)

10-12 CWT.
COUPE CAB



Perfect for
Business or
Private use.

Limited number
only. Place your
order without
delay.

Chevrolet leads again with this handsome 10/12 cwt. Coupe Utility. With its well designed and roomy steel-side utility body, mounted on the Chevrolet Stylemaster chassis, it provides economical commercial transport and also the riding comfort of the first-class passenger car. See this outstanding model at our showrooms—it is the ideal dual-purpose vehicle.

CITY MOTORS PTY. LTD.

Metropolitan Distributors — Chevrolet and Buick

120 FLINDERS STREET, ADELAIDE ☎ TELEPHONE CENTRAL 6090
BRANCHES: PORT LINCOLN, BROKEN HILL (SILVER CITY MOTORS), PORT AUGUSTA (APEX MOTORS LTD.)

Postscript: To round out the “Chevrolet Chatter” story in this issue, Paul Hausler provided this copy of an original advertisement for a 1946 Chevrolet Stylemaster utility – an identical model to his own family vehicle. A sharp eye will notice a couple of interesting things about this advertisement. Firstly, the date of the advertisement seemingly indicates the ongoing availability of a 1946 Chevrolet in August 1947 – unless a dated illustration was used? Secondly, the fine print proviso (SUBJECT TO PERMIT) would indicate that wartime restrictions on vehicle purchases continued more than two years after the end of World War II. In any case, it is a fine example of period Chevrolet advertising in Australia.

Continuing the advertising theme, the road safety illustration below has no date, but it has a 1940s look (or thereabouts) that will ring true for many members who learned to drive in the days before ‘blinkers’ were routinely fitted to vehicles sold in Australia.



The final bit of advertising comes from America by a long-lost manufacturer, Briggs-Detroit Company, of Detroit, Michigan, USA.

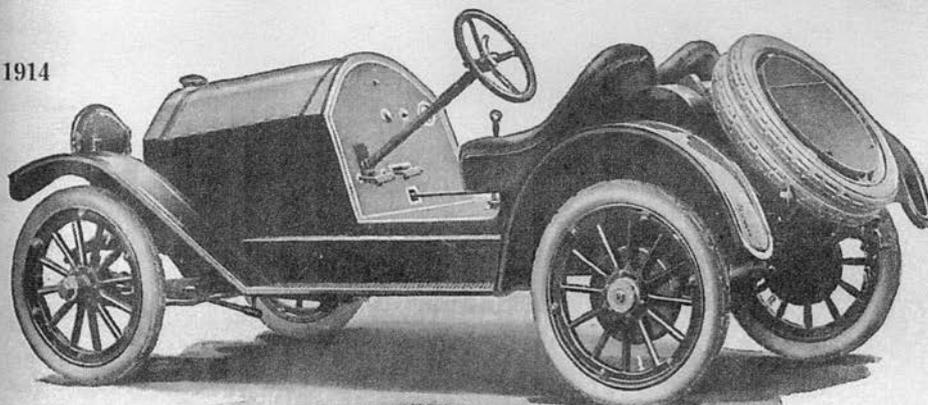
What is unexpected, however, is the model name of the 1914 Detroit speedster – *The Kangaroo*.

Why would an American manufacturer choose to name their speedster after a native Australian animal?

And the advertising catchcry: “Every normal young man – from 16 to 76 years young – appreciates this type of automobile. There’s a secret exhilaration in knowing that you can pass anything on the road; a healthy pride in driving a car of such distinction. ‘Tis a sporty, racy model with speed in every line.”

Just the thing for the 16 to 76+ years young VCAQ members to desire – and not to be confused with the nicknamed “Kangaroo” cone-clutch Chevrolets, pre 1925.

1914

*The Kangaroo—\$900*

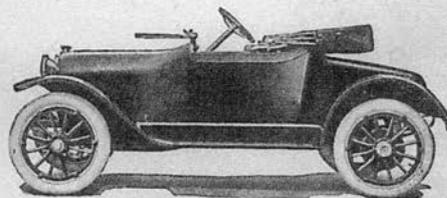
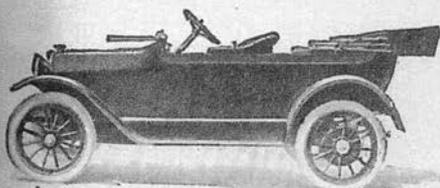
Detroit

Zip!— Zip!— You're there and back again in this mile-a-minute Detroit

Every normal young man—from 16 to 76 years young—appreciates this type of automobile. There's a secret exhilaration in knowing that you can pass anything on the road; a healthy pride in driving a car of such distinction. 'Tis a sporty, racy model with speed in every line.

On the track, this speedster with its 32 H. P. Detroit Motor, has made more than a mile a minute. It is stripped of every ounce of superfluous weight; has flush lines everywhere; smooth-drawn upholstery; not an ungainly angle or hook or knob anywhere. The equipment is like that of a track athlete—everything essential but no more.

Battery lighting or Presto light is optional. Detroit-Remy self-starting and lighting system is \$125 extra. Colors are fire-chief red or dulled gray with black fenders.



Only 150 of these speedsters are being manufactured this season. Also two weeks must be allowed between receipt of order and delivery. Request for a Kangaroo should be made immediately, direct to the factory.

For description of the complete line, embracing touring cars in several models and roadsters from \$850 to \$1,050, address the nearest Detroit distributor or dealer, or write the factory for illustrated catalog.

**BRIGGS-DETROITER
COMPANY**

615 Holbrook Avenue

Detroit, Mich.

Tail Light Page

A final tribute to the 1948 Chevrolet

America's biggest money's worth is also Australia's biggest money's worth!

Only One
is Number One

Only
CHEVROLET
IS FIRST!

America's biggest
money's worth!

 Yes, you'll find people everywhere agreeing: Of all cars, only one is Number One, only Chevrolet for 1948 is first, because it alone gives **BIG-CAR QUALITY AT LOWEST COST**—stepped-up in style and value! That's why more people drive Chevrolets—and more people want Chevrolets—than any other make of car, according to official nation-wide registration and seven independent nation-wide surveys.

CHEVROLET MOTOR DIVISION, GENERAL MOTORS CORPORATION, DETROIT 2, MICHIGAN