

## THE AUSTRALIAN COUPES

Without questioning the knowledge and cleverness of other countries, the fact remains that Australia's roads and geographical conditions and the special tastes, needs, habits and preferences of Australia's public provide unique problems. Hence the "sloper"!

**With permission, extracts from the publication by Norm Darwin "THE HISTORY OF HOLDEN SINCE 1917":**

The All-Enclosed Coupe evolved out of a great deal of market competition in the Sports Coupe area. Holden designers were given the task of building a vehicle which would provide a cover for the "dickie" (or rumble) seat passengers. Initially one body was used for Chevrolet, a second for Oldsmobile & Pontiac 6-cylinders and a third for 8-cylinder Oldsmobile, Pontiac & Buick cars.

The 1935 Chevrolet enclosed coupe was first on display at the Melbourne Motor Show in June 1935.

*"Look, there's one!"*

Such is the bystander's eager tribute to the—

Master De Luxe



for 1935

The first impression of the new Chevrolet Master de Luxe models is that the graceful styling of the coachwork gives full justification for Chevrolet's title:

*"THE FASHION CAR of the LOW PRICE FIELD"*



THE MASTER DE LUXE ALL-ENCLOSED COUPE

See also the New STANDARD CHEVROLET, giving an ideal combination of  
PERFORMANCE, ECONOMY and PRICE.

Metropolitan Distributors :  
**EAGERS RETAIL PTY. LTD.**  
PRIMARY BUILDING, Cnr. CREEK and ADELAIDE STS.,  
BRISBANE

Queensland Distributors : E. C. EAGER & SON LIMITED, Newstead, Brisbane

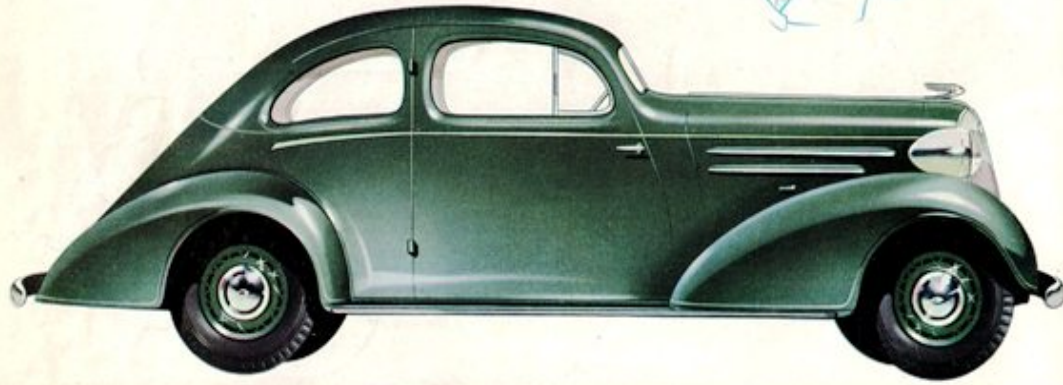
PRICES FROM

**£255**

BUSINESS ROADSTER	£255
SPORTS ROADSTER	£270
TOURER	£270
BUSINESS COUPE	£275
SPORTS COUPE	£290
SEDAN	£310

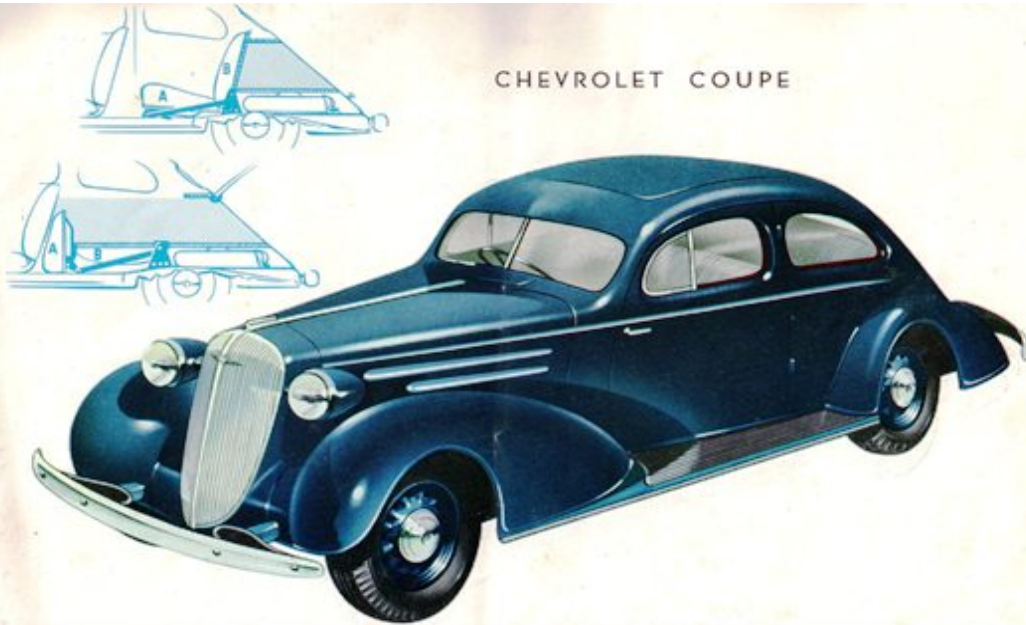
(All Plus Sales Tax)

## MASTER DE LUXE COUPE



The "Perfect Coupe," most beautiful and most convenient of all coupe styles. This popular all-enclosed type takes all passengers and luggage inside. On each seat there is ample room for three passengers, but the rear seat and squab, when not in use, can be folded with a simple action to give greatly increased luggage space. Access to the luggage compartment is gained through a flush fitting door in the rear panel, this door also covering the spare tyre compartment which is separated from the luggage by a dividing floor.

## CHEVROLET COUPE



major features, and sparkling performance this phenomenal new Chevrolet stands unchallenged for value as Australia's lowest priced full sized six.

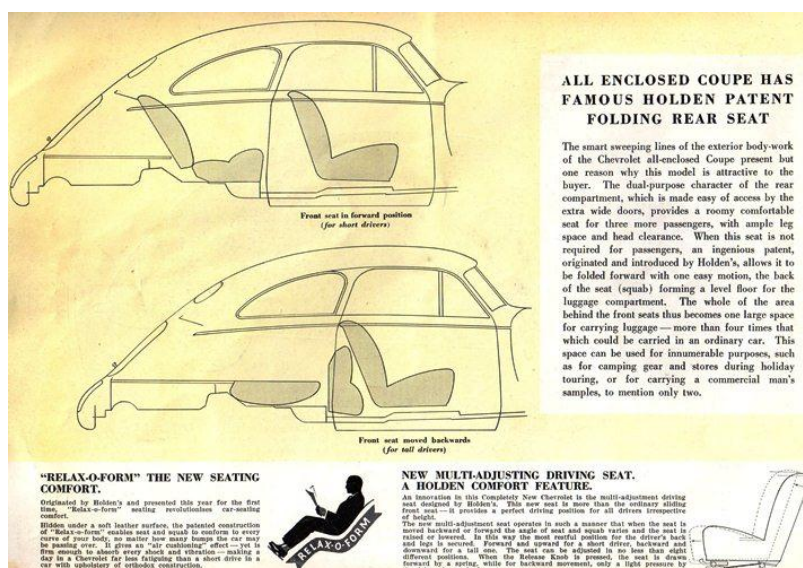
Famous Holden all-enclosed design available in two styles—Sports and Commercial. Ample room in Sports is available on each seat for three passengers, but rear seat when not needed can be converted into expansive luggage space by tilting balanced back seat upright—the rear squab falling forward in unison. For business use Commercial style has no rear seat; but a permanent space behind front seat is available for samples, goods or personal luggage. Separate compartment provided in both styles for spare wheel.





The all-steel body released in 1937 provided Holden the opportunity to update styling, the rear window was enlarged and the boot lid which previously covered the spare wheel compartment was shortened and a separate door was added. The major appearance change was the replacement of the thick centre pillar with a much thinner one which sloped rearward.

A main feature of the enclosed coupe was the folding rear seat. Once folded a large area was available for cargo. The Chev Commercial style had no rear seat just a floor running through to the boot.





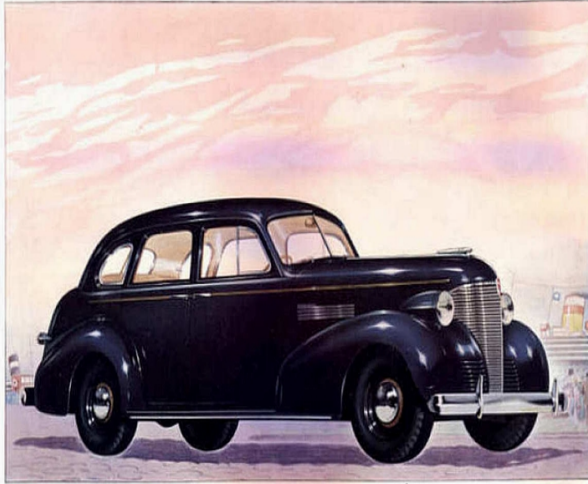
#### THE CHEVROLET COUPE

Graceful design is the feature of this beautiful six-passenger All-enclosed Coupe. Rear compartment is dual purpose — without passengers it provides tremendous luggage space extending from back of front seat to rear of body. With three rear seat passengers, it still has generous luggage space. Standard and Master de Luxe Coupes available.

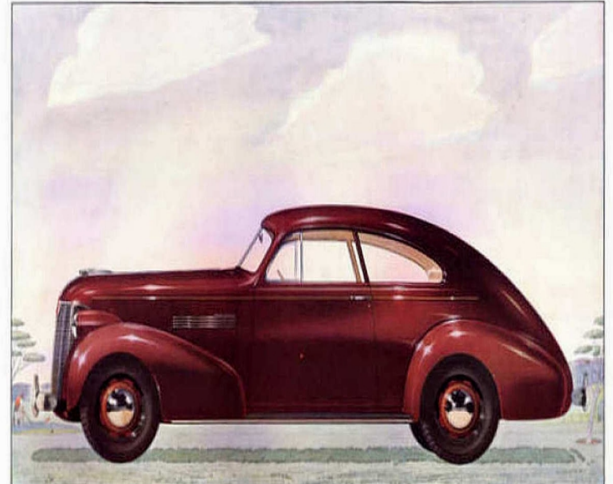


**THE CHEVROLET COUPE.** There's comfortable all-weather accommodation for driver, five passengers and luggage *inside* this debonair Coupe. When no passengers are carried in the rear, both seat and squab fold up, leaving the whole compartment and the trunk space available for luggage. Standard and Master de Luxe Sports Coupes available, also a Standard Business Coupe. The Business model is designed without rear seat providing maximum carrying space for commercial users.

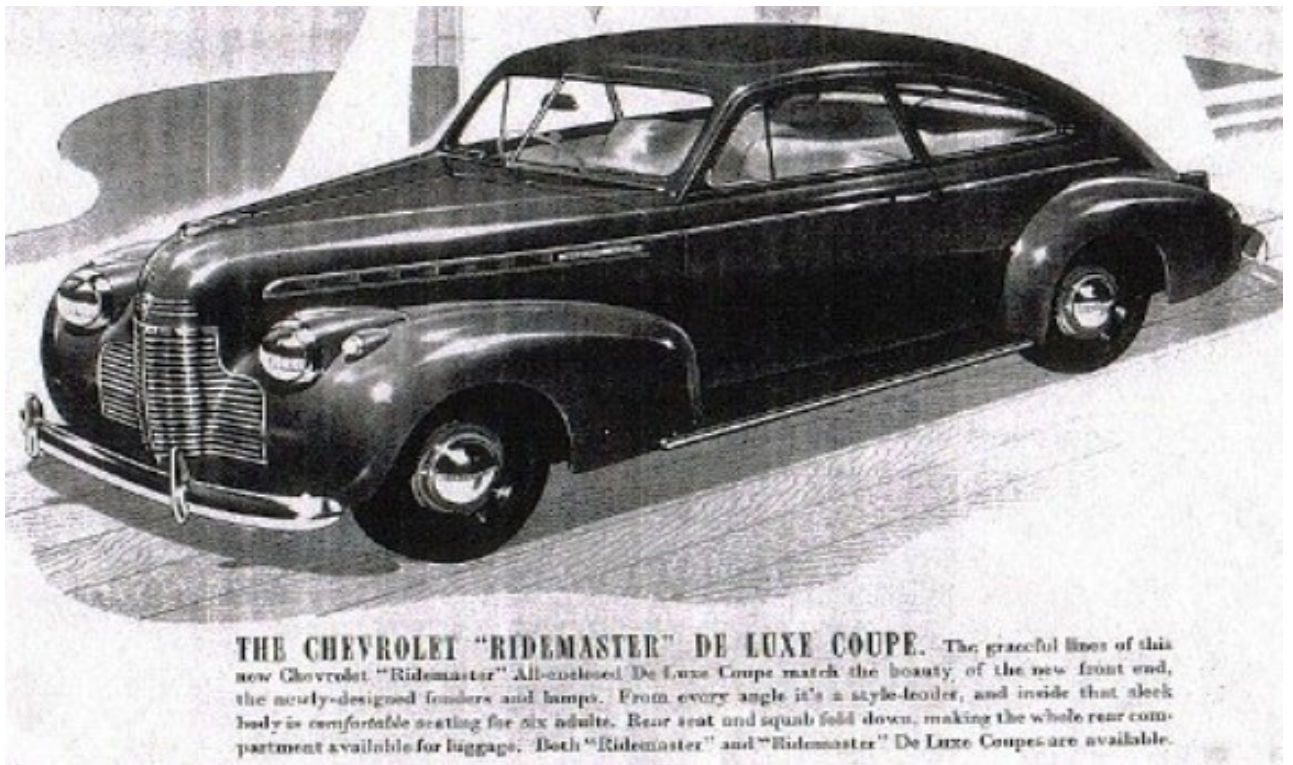




**THE CHEVROLET SEDAN.** New graceful and distinctive aero-stream styling masks the fortress-like strength of the new all-steel Holden body of this beautiful Sedan. Interior appointments are in keeping with the luxury, comfort and increased visibility for driver and five passengers. The built-in rear trunk has room for a positive "stack" of luggage. Spare wheel and a covered tool box are also conveniently located in this spacious trunk. Standard and Master de Luxe Sedans are available.



**THE CHEVROLET COUPE.** There's comfortable all-weather accommodation for driver, five passengers and luggage inside this delectable Coupe. When no passengers are carried in the rear, both seat and squab fold up, leaving the whole compartment and the trunk space available for luggage. Standard and Master de Luxe Sports Coupes available, also a Standard Business Coupe. The Business model is designed without rear seat providing maximum carrying space for commercial users.



**THE CHEVROLET "RIDEMASTER" DE LUXE COUPE.** The graceful lines of this new Chevrolet "Ridemaster" All-enclosed De Luxe Coupe match the beauty of the new front end, the newly-designed fenders and hump. From every angle it's a style-leader, and inside that sleek body is comfortable seating for six adults. Rear seat and squab fold down, making the whole rear compartment available for luggage. Both "Ridemaster" and "Ridemaster" De Luxe Coupes are available.

Almost 6,500 Chev slopers were made between 1935 & 1940 accounting for 13% of Chev sales for the period.