

# CHEVROLET *for* 1950



*FIRST...and Finest...at Lowest Cost!*



Now There's an Economical Chevrolet  
for every kind of  
Car Buyer!

For 1950, Chevrolet brings you all that's new and best in modern motoring . . . all at lowest cost. Here are models and features to meet every car-buyer's need. Here is smarter styling . . . greater luxury . . . more power . . . improved performance.

And here is the first and only low-priced car to offer a choice of standard or automatic power teams . . . the only car in *any* price class offering an automatic transmission as new and advanced as Chevrolet's own POWERGLIDE automatic transmission!

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

The new Chevrolet offers the widest choice of sedans in the low-price field. The new Styleline 2-Door Sedan illustrates the graceful lines of this Series and features its distinctive rear-deck design.

**THE STYLELINE SPECIAL 2-DOOR SEDAN**  
*(illustrated at left)*

Special and De Luxe models differ chiefly in interior appointment and exterior trim. Both bring you the solid, underlying quality of body by Fisher . . . exclusive to Chevrolet in the low-price field.





## THE *Bel Air*

There's never been a low-priced car like this before! The beautiful Bel Air combines the airiness and interior richness of a convertible with the coziness and permanence of an all-steel top. In addition to a choice of three solid colors, the Bel Air is available in four especially created color combinations with leather upholstery trim in harmonizing colors.

#### THE STYLELINE SPECIAL 4-DOOR SEDAN

This special 4-Door Sedan has exceptional utility value for those who want the comfort and convenience of a luxury model at lowest cost. It is available in a wide variety of colors to meet your own personal taste.



#### THE STYLELINE DE LUXE 4-DOOR SEDAN

Six can ride in cradled comfort on the "Five-Post Seats" of these Styleline 4-Door Sedans. Doors are wide, too, and swing easily, permitting you to get in and out with grace and ease.



#### THE STYLELINE DE LUXE SPORT COUPE

Here's a model that strikes an unusually happy balance between coupe raciness and sedan roominess. Three rear-seat passengers can get in and out easily and relax with comfort on the wide, deeply upholstered seat.



#### THE STYLELINE SPECIAL BUSINESS COUPE

Here's what the value-minded businessman or woman will drive! It's a three-passenger model with large luggage room and more than usual behind-the-seat storage space. As practical as it is smart, the Styleline Business Coupe is a good investment any day.



#### THE CONVERTIBLE

Where else can you find a convertible so beautifully designed—so smart and racy and sported—so exactly what a convertible ought to be! The sturdy, automatic top goes up or down at the touch of a button. A wide choice of colors to please every taste.



#### THE STATION WAGON

Only its quietness, durability and ease of maintenance tell you that this eight-passenger Station Wagon body is all-steel. For it is painted and grained as shown to look exactly like wood. Four doors, of course, and removable rear seats for extra hauling space when you want it.

THE FLEETLINE SPECIAL 4-DOOR SEDAN



THE FLEETLINE DE LUXE 4-DOOR SEDAN

The new Chevrolet Fleetline models feature sweeping backlines which flow into the lower body at the trunk. Chevrolet styling is *different* . . . smoothly curved and graceful from front to rear. And there's an even lower, faster look about the lines this year.



THE FLEETLINE SPECIAL 2-DOOR SEDAN

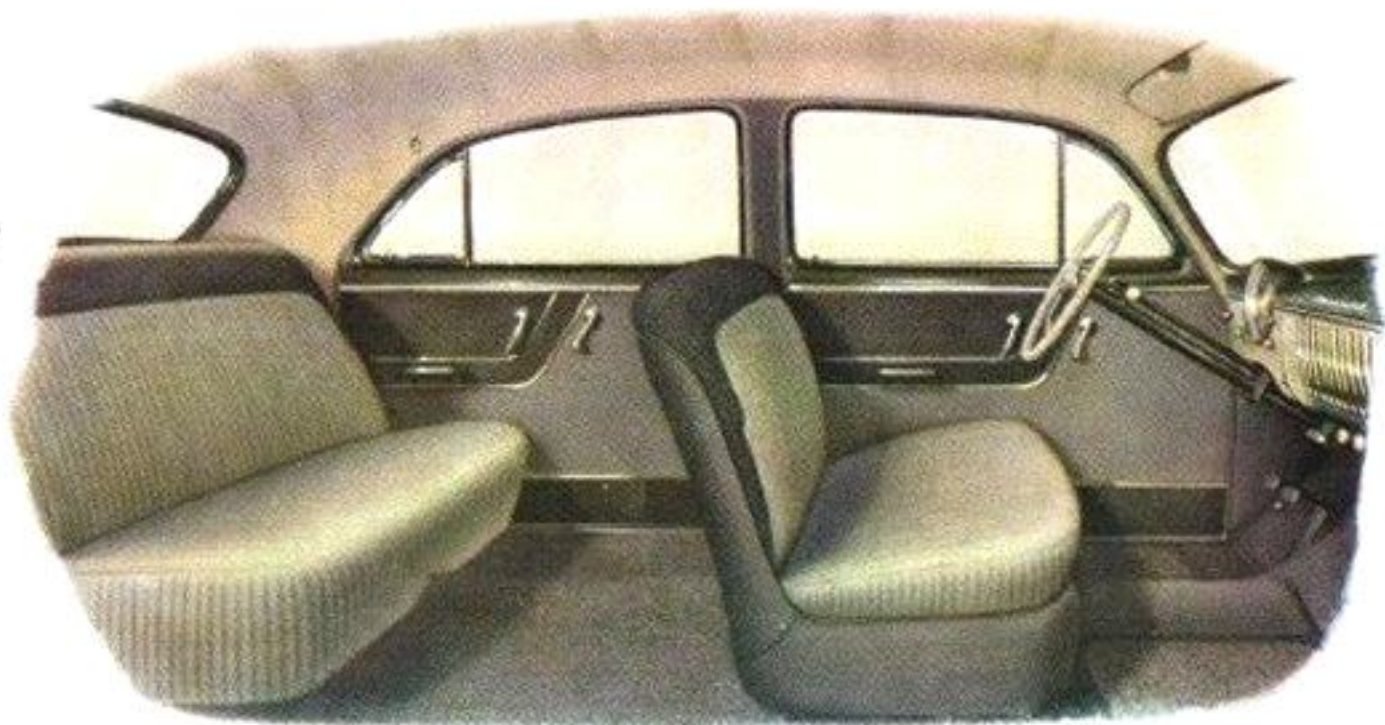


THE FLEETLINE DE LUXE 2-DOOR SEDAN

The ever-popular 2-Door Sedan gains new beauty and distinction from the flowing grace of Fleetline styling. Notice how carefully the beauty is protected by massive wrap-around bumpers with new, sturdier bumper guards.

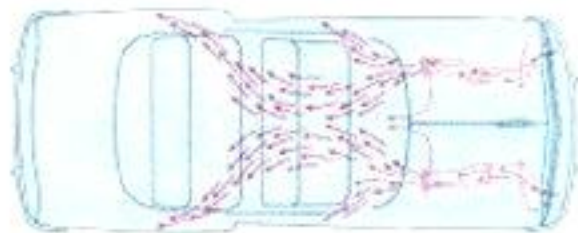
## New Luxury — New Fabrics in New Two-Tone Interiors

There's new richness and smartness in the new Two-Tone color treatment. There's new beauty and durability in luxurious new upholstery fabrics and floor coverings. And everywhere there's pleasing evidence of the skill, craftsmanship and quality for which Fisher Body is famous. Doors swing wide, and "Five-Foot Seats" extend the full interior width, to make entrance and exit easy and graceful. What more roomy, restful, attractive and inviting interior could any car buyer want!



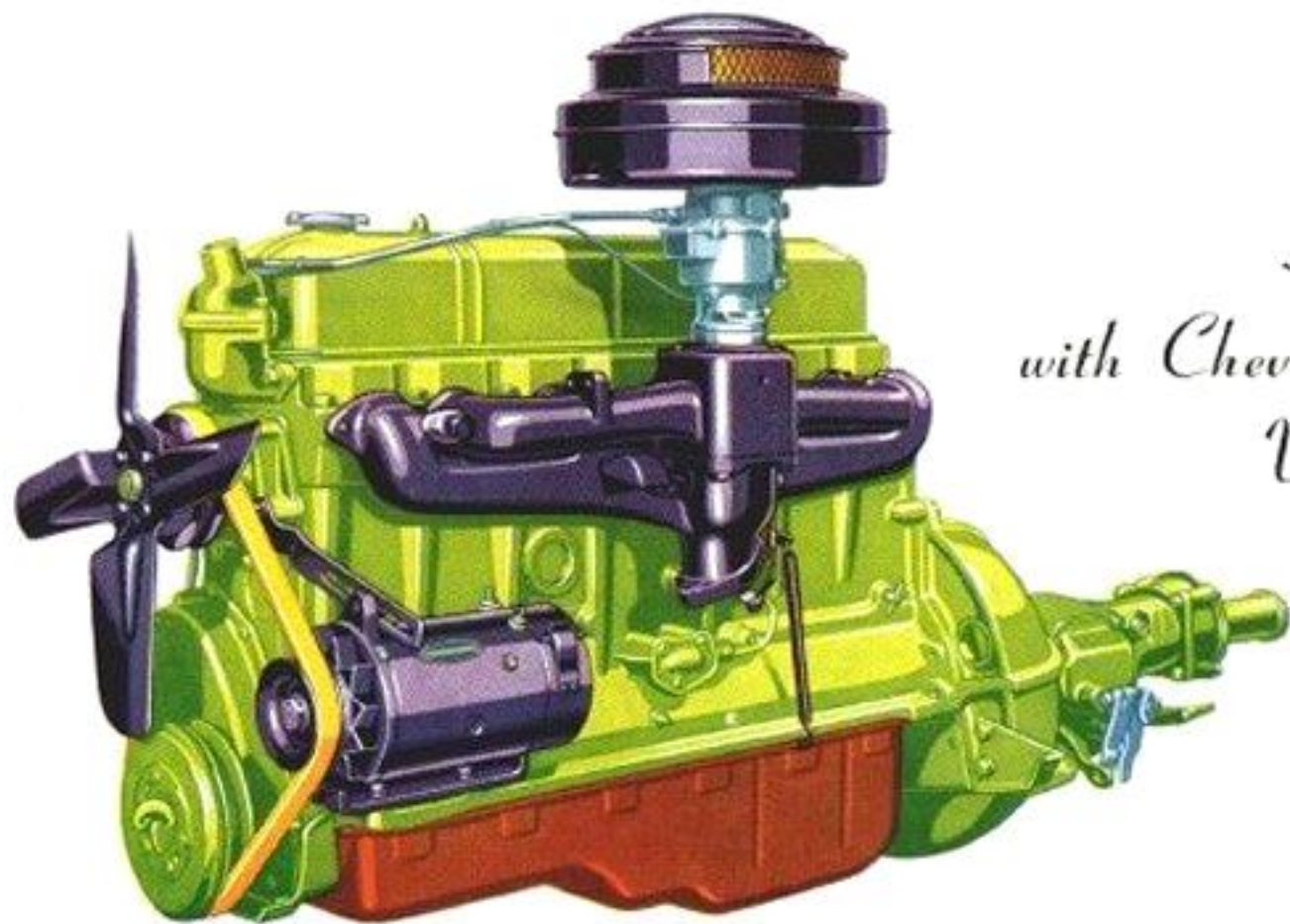
The new Two-Tone treatment makes the instrument panel even more distinctive and eye-pleasing. Instruments are compactly grouped for quick, easy reading.

### WINDOWS CLEAR—CLIMATE TO ORDER— IN THE CAR THAT "BREATHES"



All the air you want without drafts . . . all the heat\* you want without stuffiness . . . all the windows clear in all weather . . . these are the advantages of Chevrolet ventilation. Outside air is brought in through front ducts and circulated through the car as shown to force stale air and tobacco smoke out and to help keep windows clear.

\*Heater and defroster units optional at extra cost.



*More Power—  
Improved Performance  
with Chevrolet's Trend-Leading  
Valve-in-Head Engine*

Today, as more and more manufacturers of higher priced cars are changing to valve-in-head engines, Chevrolet's leadership of the automotive trend is convincingly confirmed. For 38 years ago, Chevrolet adopted valve-in-head design because the placement of the valves in the cylinder head permits better engine "breathing"—faster, more direct intake of the fuel mixture and expulsion of exhaust gases, resulting in greater efficiency and economy. And now Chevrolet's great valve-in-head engine—improved and refined through the years and improved again for 1950—brings you more power and finer performance than ever!



**FINER SLOW-SPEED PERFORMANCE—**The new Chevrolet is smoother during slow-speed driving, ready to answer your slightest signal from the accelerator.



**MORE POSITIVE PICK-UP—**And when the call comes for more speed, there's a spirited response from the more powerful engine. Acceleration is more positive.



**FINER COLD-WEATHER PERFORMANCE—**The new Power-Jet Carburetor delivers the proper fuel mixture to the engine for peak performance under all conditions.



**MORE POWER—**Performance is smooth and even more positive on hills, curves—whenever you drive. You have power and speed to spare for every driving need.

# A More Rugged Frame . . . Advanced Engineering Everywhere



**CHEVROLET'S STURDY BOX-GIRDER FRAME** is even stronger and more rugged to provide extra safety.



COLOURS ARE USED TO IDENTIFY THE MAIN CHASSIS FEATURES.



**VALVE-IN-HEAD DESIGN** increases engine efficiency and economy through better "breathing."



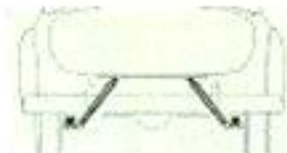
**CENTER-POINT STEERING** makes driving easy, safe, safe with less fatigue.



**CHEVROLET'S EXCLUSIVE BRAKE DESIGN** insures full lining contact and equal brake performance at each wheel for swift, safe stops.



**DOUBLE-LIFE, RIVETLESS BRAKE LININGS** last up to twice as long. There are no rivets to limit lining life or to score drums.



**CENTER-POINT REAR SUSPENSION**, with diagonally mounted airplane type shock absorbers, increases stability and comfort.



**5-INCH WIDE-BASE RIMS**—widest in the low-price field—combined with low-pressure tires to make a large, soft riding "cushion."



**PUSH-BUTTON STARTING** is of the solenoid type for more positive operation. The starter button is conveniently placed on the instrument panel.



**KNEE-ACTION** is an important factor in riding smoothness and stability.



**AIRPLANE TYPE SHOCK ABSORBERS**, featured on all models, function more efficiently than older types and never require any relining.

Bodies by Fisher with Uni-Steel Construction . . . Hypoid Rear Axle for smoothness, quietness and long life . . . Tip-Toe-Matic Clutch with smooth, positive action throughout the gear range . . . Synchro-Mesh Transmission for easy, silent gear-shifting . . . Safe, single-unit, sealed exhaust system . . . Certi-Safe Hydraulic Brakes . . . Center-Point Seating between the wheels . . . New, higher Bumper Guards . . . New Paint-Protector gasoline filler pipe.

NOW FOR YOU WHO WANT THE MOST MODERN DRIVING METHOD WITH TRADITIONAL CHEVROLET THRIFT—

Chevrolet presents  
**POWER** *Slide*

AUTOMATIC TRANSMISSION

*Coupled to a big, new 105-H. P. VALVE-IN-HEAD ENGINE  
in a revolutionary new AUTOMATIC POWER TEAM*

*(optional on De Luxe Models at extra cost)*

Now for the first time you can enjoy an automatic drive in a low-priced car . . . and with the same all-round driving economy that's always been a Chevrolet tradition. For now Chevrolet presents its own advanced automatic transmission, developed by and for Chevrolet alone and built to meet Chevrolet's exacting standards of quality, dependability and economy.

*Driving is as simple  
and easy as ABC!*



Start the engine



Set the Pilot Control Lever



Press the accelerator

*...and that's all there is  
to it!*

*No clutch, no gearshift, only 2  
driving operations.*

# Only Chevrolet's New Automatic Power Team gives you All These Riding and Driving Advantages



## WONDERFUL NEW EASE OF CONTROL

No clutch to depress—no gear-shifting to do—no need to take a hand off the wheel for all normal driving! You drive more easily, smoothly and safely than ever before.



## A SMOOTH FLOW OF POWER WITHOUT "STEPS"

Oil replaces the gears in Powermaster. There is *no direct mechanical connection* between engine and rear axle. You have no steps between one drive ratio and another—just a smooth, unbroken flow of power from zero to top speed.



## AMAZING NEW "HILLABILITY"

With the engine automatically selecting the right drive ratio, you can take any hill you're likely to encounter easily, safely and without strain. You can even let the car roll backwards in "DRIVE" position without stalling the engine!

## MOST POWERFUL ENGINE IN THE LOW-PRICE FIELD

You command the most powerful engine in the low-price field . . . 235 cubic inches in displacement with 105 horsepower. Performance is sensationally smooth and quiet with tremendous reserves of power and speed!



## FORWARD REVERSE ROCKING

Flick the Pilot Control Lever back and forth between "LOW" and "REVERSE"—without even raising your foot from the accelerator—and you can rock right out of rough spots.



## BRAKE-SAVING ENGINE HOLDBRACK

When decelerating or descending a hill, the engine helps to slow and stop the car . . . even in "DRIVE" position. Moving the Pilot Control Lever to "LOW" multiplies this brake-saving engine holdback.



## HYDRAULIC-HUSHED VALVE LIFTERS

New Hydraulic-Hushed valve lifters bring new quietness, smoothness and economy to valve operation. This feature is found elsewhere only on much higher priced cars.



## PUSH-PROOF PARKING

Set the Pilot Control Lever in the "PARK" position and your car is rigidly locked. You can park with safety on the steepest grade without fear of your car rolling back, or being pushed out of position.

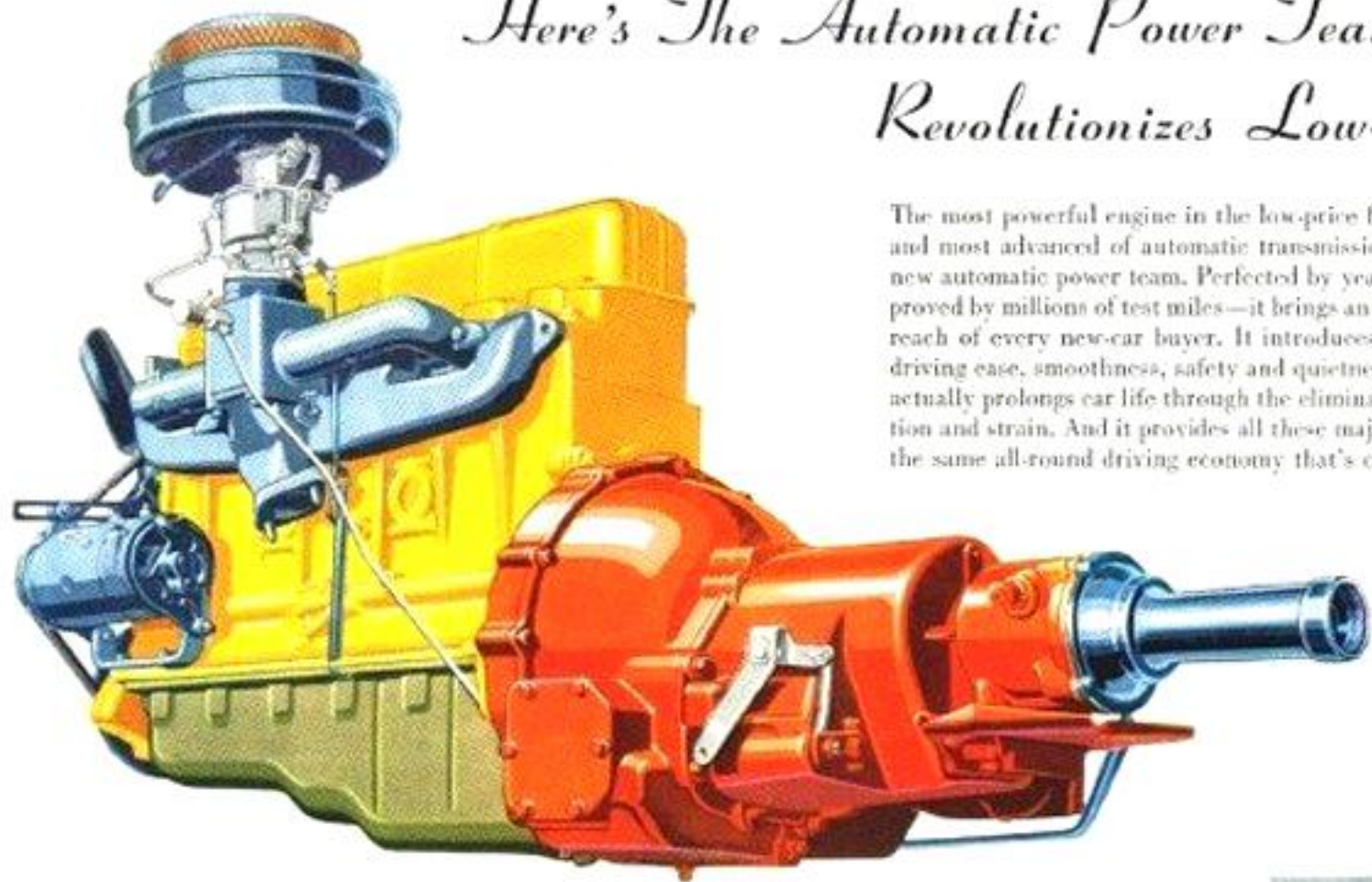


## SURE-FOOTED SNOW AND ICE TRACTION

You gain improved traction on any slippery road because the engine automatically selects the right drive ratio for every driving situation. Wheel spinning and skidding are minimized because there is no excess power applied to the wheels.

*Here's The Automatic Power Team That  
Revolutionizes Low-cost Motoring*

The most powerful engine in the low-price field coupled to the newest and most advanced of automatic transmissions . . . that's Chevrolet's new automatic power team. Perfected by years of development work—proved by millions of test miles—it brings an automatic drive within the reach of every new-car buyer. It introduces entirely new concepts of driving ease, smoothness, safety and quietness to the low-price field. It actually prolongs car life through the elimination or reduction of vibration and strain. And it provides all these major driving advantages with the same all-round driving economy that's characteristic of Chevrolet!



**NEW EconoMISER  
HIGH REDUCTION REAR AXLE**

This new EconoMISER rear axle with a 3.55:1 ratio is an important factor in the maintenance of fuel economy. The rear wheels travel farther at each engine revolution—so that fewer engine revolutions and less gasoline are required at highway speeds.



# Specifications

## POWER PLANT

**Engine Type:** Valve-in-head, 92 horsepower, 56 cylinders, 6.5:1 compression ratio. Bore 3 1/2, stroke 3 3/4.

**Pistons:** Lightweight, cast alloy box, with slinger skirt, surface treated.

**Crankshaft:** Counterbalanced. Four, precision inter-changeable, thin wall babbit main bearings, Rubber Mounted Harmonic Balancer.

**Valves:** New exhaust valves.

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

**Fuel System:** New, single-adjustable balanced down-draft carburetor, with fast-life mechanism. Output Selector, A.C. air cleaner, blower and flame arrester. Fuel mixture heated (thermostatic control) in reservoir heat exchanger. 16-gallon gasoline tank. Fuel tank filler signal (except Station Wagon).

**Cooling System:** Capacity, 1.5 quarts. Self-adjusting, permanently lubricated water pump. Individually cooled cylinders, full length water jackets. Nozzle jet valve seat cooling.

**Electrical System:** Delco-Remy ignition with centrifugal and vacuum spark-advance control. High intensity spark, heavy duty igniter. Waterpump oil. High output ventilated generator with voltage and current regulator. Delco-Remy starter, with splined-operated, positive shift (push button or dash).

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

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

**Transmission:** Synchro-mesh with helical gears through-out. Steering column mounted gearshift control.

## CHASSIS

**Frame:** Box-girder type, reinforced for Bel Air. In the Convertible a "VE" structure of "T" beam members takes place of engine rear support cross member.

**Front Suspension:** Unified Knoc-Actor, with fully-mounted bearings and direct double-acting hydraulic shock absorbers. Ride Stabilizer.

**Rear Axles:** 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-aligning, full contact brake shoes. Mechanical parking brakes with L-shaped pull handle.

**Steering Gears:** Ball bearing mounted roller sector; worm mounted on tapered roller bearings, fully adjustable. Ratio 17.4 to 1. Center-point steering. Wheel diameter, 17 1/4", all special models, three-spoke with

new luffing, all De Luxe models two-spoke with horn blowing ring.

**Wheels and Tires:** steel disc with short spokes. 6.70-13 tires on wide-base rims.

**Wheelbase:** 115 inches. Over-all length 197 1/2" (including bumper). Station Wagon, 198 1/4".

**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. New, parking light blended into each side of radiator grille. New, dual tail and stop lights on all models except Station Wagon, which has one. Rear license plate lights. Dome light on models. Dual wiper horns.

**Batteries:** 15-Plate, 100 ampere-hour capacity.

## INSTRUMENT PANEL—CONTROLS—VISION

**Instruments:** Speedometer. Oil pressure and gasoline gauges. Battery charge and engine heat indicators. Variable indicator instrument cluster lighting.

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

**Visions:** Single control dual windshield wiper. Two windshield defroster openings. Adjustable inside rear view mirror (outside on Convertible coupe).

## BODY EQUIPMENT—SPECIAL MODELS

**Exteriors:** Stainless steel body belt line molding, steel body all moldings, rear fender crown moldings. Curved windshield with stainless steel center molding. Push-button door handles. Key locks in both front doors. Black rubber rear fender shields. Gasoline filler under door in left rear fender. Hood ornament and rear emblem. New, deck lid lock and stationary loop type handle. Over-plated headlight rims. Bumpers and rear bumper guard, front and rear. Front license guard.

**Interiors:** Seat upholstery is gray-striped modern wave flat cloth. Upper side walls, center pillar, front seat back and side panels are plain dark gray broadcloth and lower side walls are plain light gray fabric. Headlining a light gray fabric. Seat and side wall two-tone gray combination. Dark gray leather fabric roof pads with stainless steel molding across top, on all doors. Carpet on rear floors of sedans and Sport Coupe. Black rubber floor mat in front compartment and luggage compartment. Business Coupe has black rubber mat on floor behind front seat. Sunshade for driver. Inside rear view mirror. Circular instrument cluster, including speedometer. Instrument panel includes stainless steel horizontal molding, radio grille, glove compartment with lock, and removable panels for radio controls, clock, ash tray, and cigarette lighter. Dark gray, on instrument panel and garnish moldings. Light gray stripes on lower edges of garnish moldings. Light gray control knobs for light switch, throttle, choke, windshield wiper, ventilators, and

window regulators. Friction-type ventilators with drip shields in both front doors. Lowering quarter windows in two-door sedans. Lowering forward section in rear door windows of four-door sedans. Fixed quarter windows in coupes. Two seat hooks. Dome light with integral switch. Luggage compartment illustrated from clear glass window in each tail light. Painted step plates at door openings. Bumper jack and combination jack handle and wheel wrench.

## BODY EQUIPMENT—DE LUXE MODELS

Regular equipment on De Luxe models includes the following, in addition to, or in place of the regular equipment listed for Special models.

**Exterior, Sedans and Coupes:** Stainless steel windshield, door window, quarter window, and rear window reveals. Series nameplate (De Luxe) in chrome, above window seal molding on front fender and doors. Stainless steel rear fender shields. Rear wheel cover panels.

**Exterior, Convertible Coupe:** Equipment similar to Sedan and Sport Coupe except chrome-plated side window frames. Rear window glass enclosed in die cast frame and mounted in fabric upper curtain. Outside rear view mirror mounted on left fender door, in place of inside mirror. Hydroscally operated folding fabric top.

**Exterior, Bel Air Model:** Equipment similar to Convertible except all-steel stationary top. Enlarged rear window with stainless steel moldings. No outside rear view mirror.

**Exterior, Station Wagon:** Equipment similar to Sedan models except simulated wood grained steel panels. No outside steel window reveal moldings. Stainless steel body belt molding extends across base of windshield and on front door. Gasoline filler cap on left rear fender.

**Interior, Sedans and Sport Coupe:** Four rubber seat cushion pads. Seat upholstery is gray, striped, broadcloth with shoulder area of seat back cushion of plain dark gray broadcloth. The rear face of the front seat back cushion, the rear tier, upper side walls, and center pillar are also dark gray broadcloth. Light gray lower side walls, and a light gray headlining. Scuff pads on all doors, and quarter panels of two-door sedans and sport coupe are of dark gray leather fabric. Dark gray rubber floor mat in front compartment and for rubber in luggage compartment. Simulated carpet inserts of gray flecked rubber in front floor mat. Gray, deep pile carpet on rear seat floor area. Two sunshades. Circular instrument cluster with Lucite face. Instrument panel includes radio grille, glove compartment with lock and light, clock, ash tray, cigarette lighter, and removable panel for radio controls. Stainless steel inserts in dark gray plastic control knobs for light switch, choke, throttle, windshield wiper and window regulators. Light gray plastic knobs for selector lever and ventilator controls. Friction-type ventilators in rear doors of four-door sedans. Sliding quarter windows in Sport Coupe. Robe cord. Automatic dome light switch in each front door. Arm rest front and rear. Assist straps in two-door sedans and Sport Coupe. Ash tray for rear seat. Extra roof insulation.

**Interior, Convertible Coupe:** Equipment similar to Sedan and Sport Coupe models except:

Steering wheel two-tone black and gray. Seats upholstered in a combination of genuine leather and two-tone gray, striped, pile cord fabric. Doors and side walls trimmed in leather fabric and two-tone gray, striped, pile cord fabric. Front seat back, and sunshades trimmed in leather fabric to match leather on seats. Genuine carpet inserts in front floor mat and genuine carpet on rear seat floor area. Upper part of instrument panel and garnish moldings painted leather tire color. Ash tray and arm rest in rear quarter panels. Dome light on roof bow with manual switch in left rear quarter panel. No coat hooks, robe cord, or drip shields. Interior/Exterior Color Combination: Two-tone gray, striped, pile cord fabric. Colors of fabric top, top boat, seat and side wall leather trim, garnish moldings, and upper part of instrument panel change with body color.

**Interior, Bel Air:** Same as Convertible Coupe except. Rear compartment lights—two, 6 candlepower each, one in each rear quarter panel (not above belt line. Headlining—neutral gray fabric. Front seat floor area covered with genuine carpet, color matches leather trim. Exposed bright metal roof bows. Transmission control lever knob, black plastic. Luggage compartment wire in size as Sport Coupe.

**Interior, Station Wagon:** Wood grained garnish moldings, mahogany floor panels, seat upholstery and headlining to match. Floor rubber front seat pad.

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 1/4.

**Valves:** New inlet valves. Hydraulic valve lifters.

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

**Cooling System:** Pressure cap. Transmission oil, water cooled. No nozzle jet valve seat cooling.

**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:** New coil springs.

**Rear Axles:** Ratio 3.55:1.

**Wheels and Tires:** Convertible has 7.10-15—4-ply tires.

The right is reserved to make changes of any time without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.