



1937

CHEVROLET herewith presents a parade of progress in motor car design and construction—the new Master and Master De Luxe models for 1937. Choose any one of these cars, and you will have the best that Chevrolet has ever produced—best in appearance, safety, and comfort; best in economy, performance, and durability. For the Master and the Master De Luxe models for 1937 are the same in body and chassis, in power and dependability. The illustrations in the following pages, therefore, can be taken as representing both the Master and the Master De Luxe models. The difference in price represents only the difference in front spring suspension (all Master De Luxe models now have Knee-Action at no extra cost) and minor variations in trim and equipment, as listed in the specifications.

CHEVROLET FOR 1937

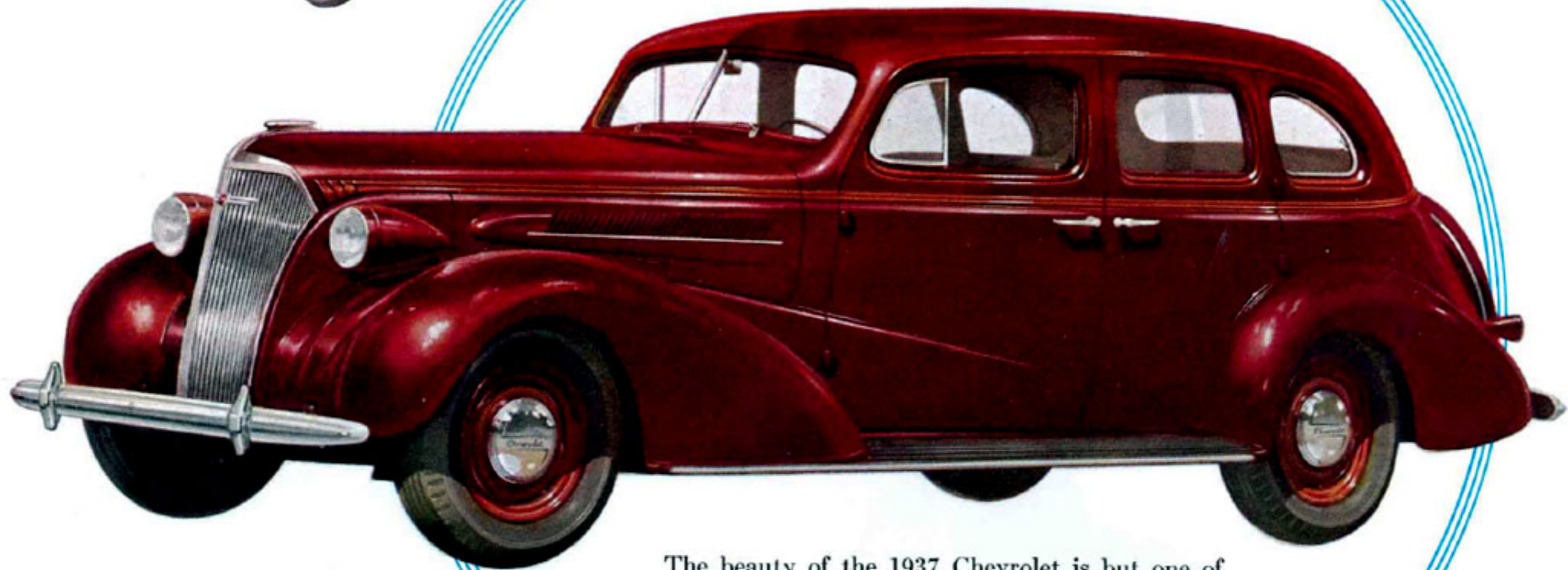
The Complete Car - Completely New



Master and Master De Luxe Models



Sedan

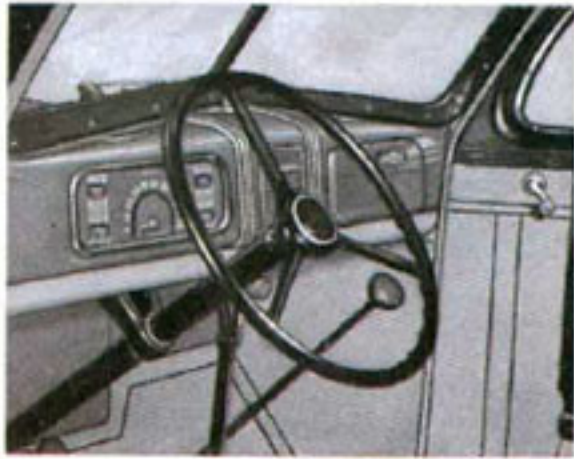


The beauty of the 1937 Chevrolet is but one of many important advances in style and construction that mark all models as *complete cars, completely new*. And they are just as far advanced in safety, comfort, economy, and performance.

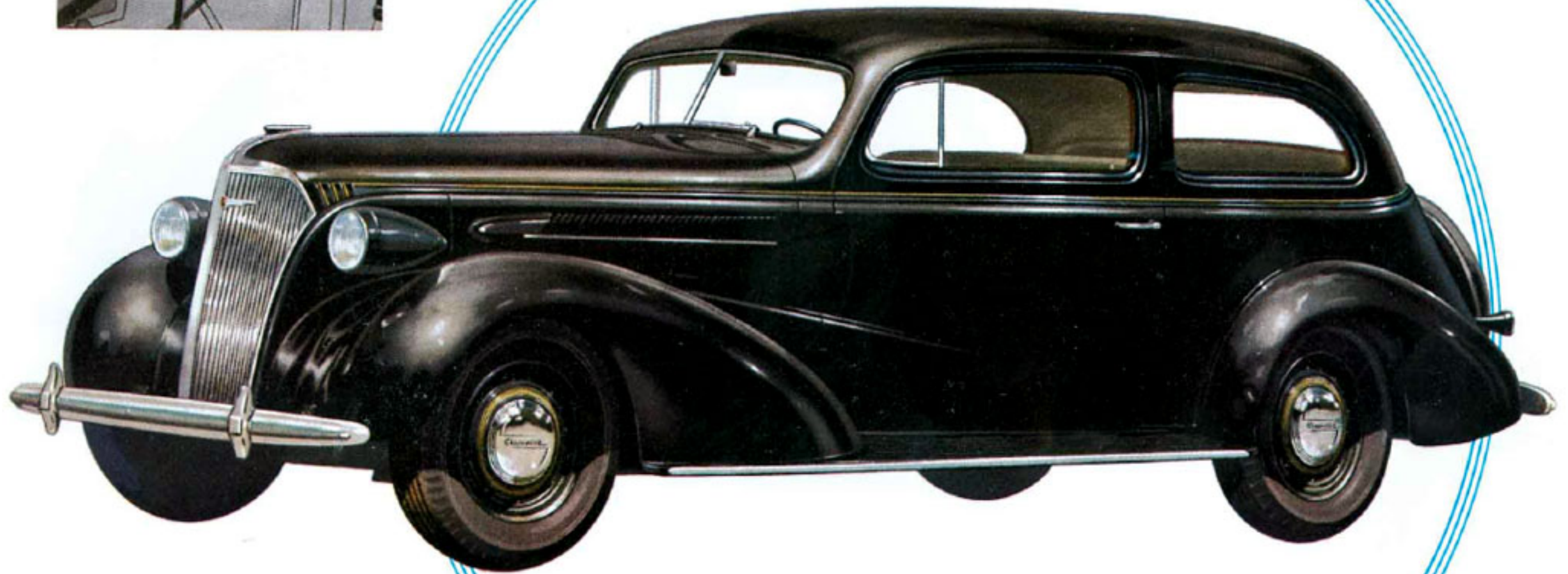


The Sedan has a large luggage space behind the back seat, and a package ledge below the rear window.

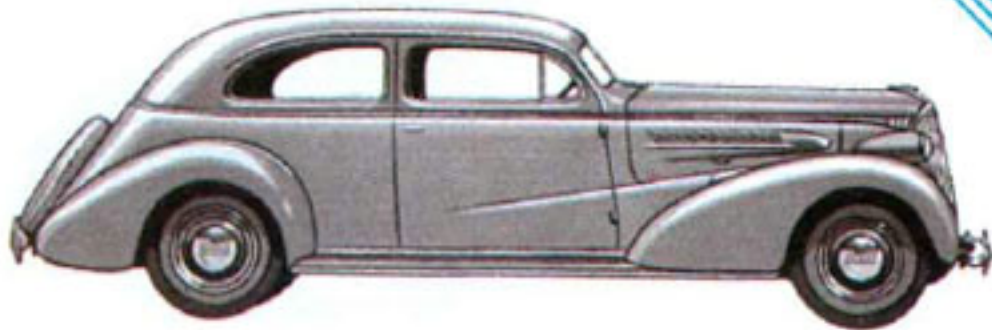
SAFETY PLATE GLASS ALL AROUND AT NO EXTRA COST



Coach



All Chevrolet bodies have been made lower and longer and roomier. The interiors are modernly styled. A strikingly beautiful instrument panel, with dials that are easily read and controls that are conveniently grouped, is a feature of all models.



The Coach has a full-width front seat cushion, with divided back, and the same luggage and parcel spaces as the Sedan.

SAFETY PLATE GLASS ALL AROUND AT NO EXTRA COST



Town Sedan



In the 1937 Chevrolet all-silent all-steel bodies, you ride literally surrounded by the protection given by Unisteel construction—solid steel Turret Top, steel panels, and steel floor, all forming a solid all-steel structure, all-silent and safe.

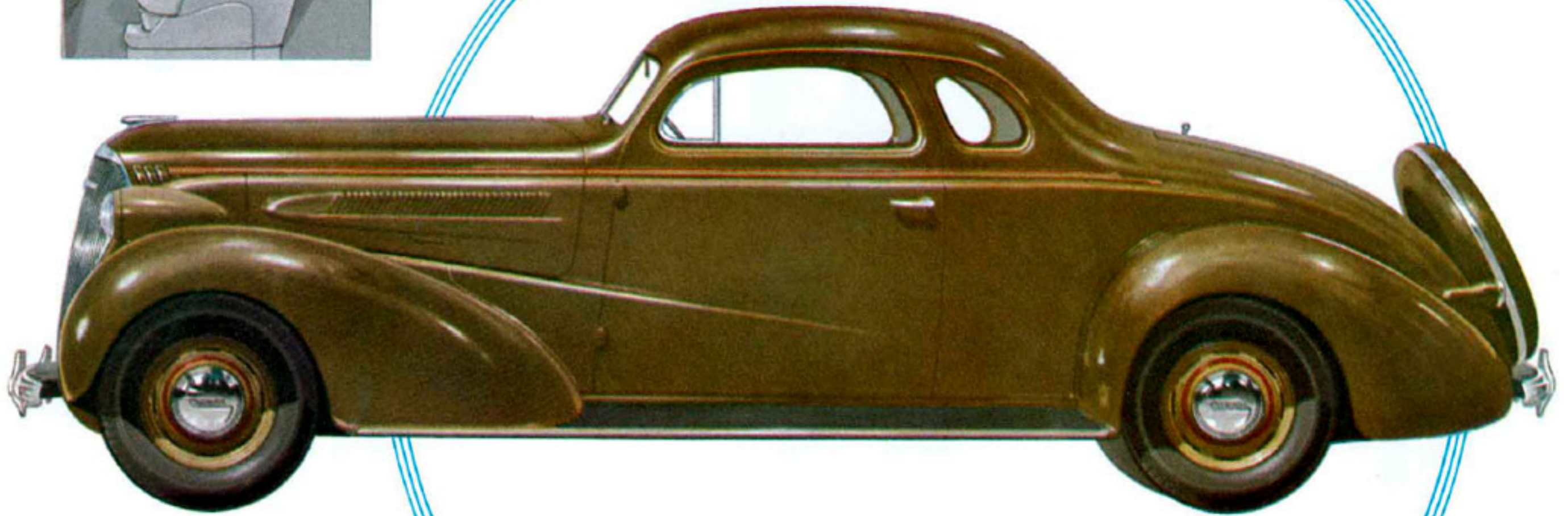
The Town Sedan built-in trunk has a large-capacity luggage space, and extra storage room in the tire compartment. There is an inside package ledge as well.



SAFETY PLATE GLASS ALL AROUND AT NO EXTRA COST

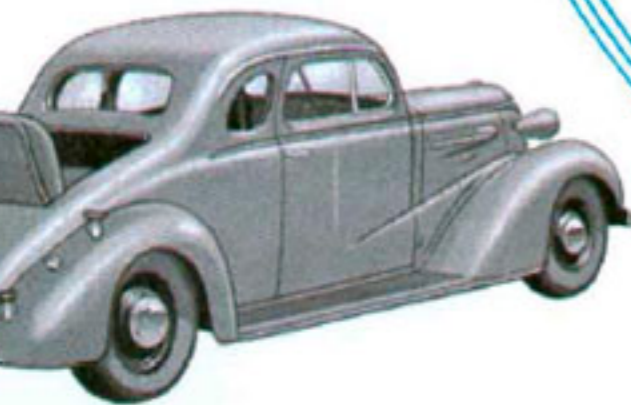


Sport Coupe

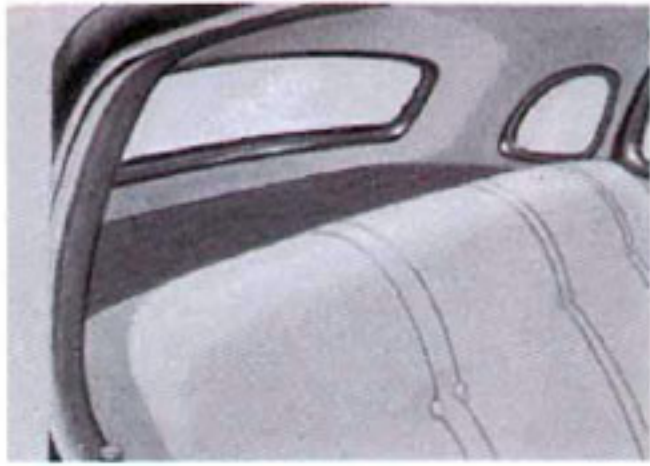


Wider windshields and larger windows give all 1937 Chevrolets the advantage of unusually full vision for driver and passengers. All coupe models have windows in the rear quarter body panels, for increased visibility and better appearance.

In the Sport Coupe, available in the Master De Luxe model only, the full-width front seat is amply wide for three passengers. There is a large interior luggage space behind the divided seat back. An exceptionally large package ledge is an added convenience.



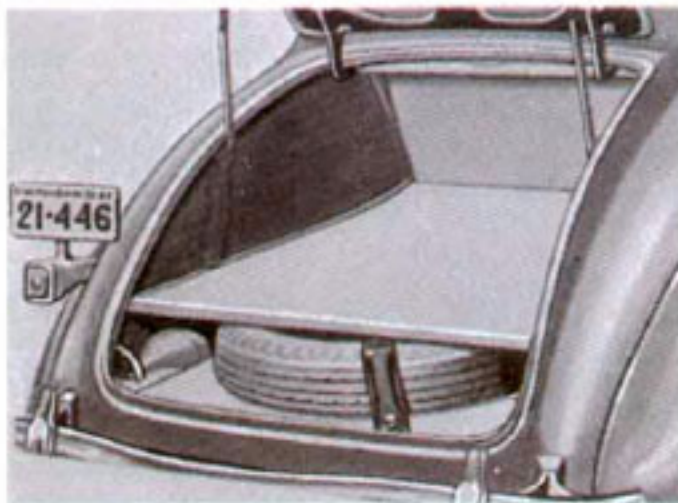
SAFETY PLATE GLASS ALL AROUND AT NO EXTRA COST



Business Coupe



Chevrolet has long been famous for its economy—especially its low operating cost, which is now further reduced by the increased efficiency of its more powerful valve-in-head engine, and by its greater durability and labor-saving ease of servicing.

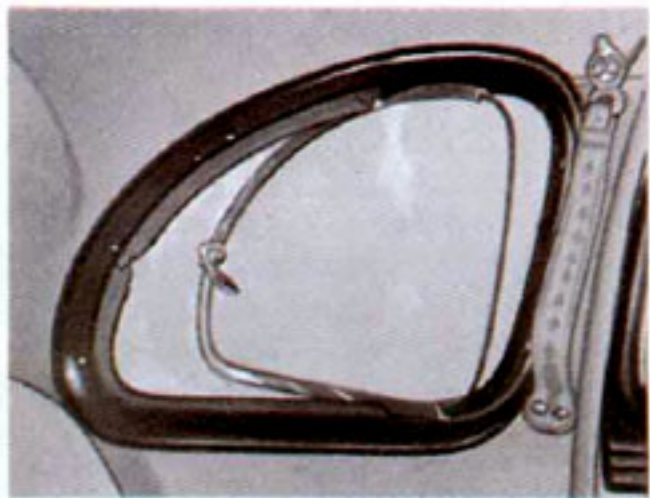
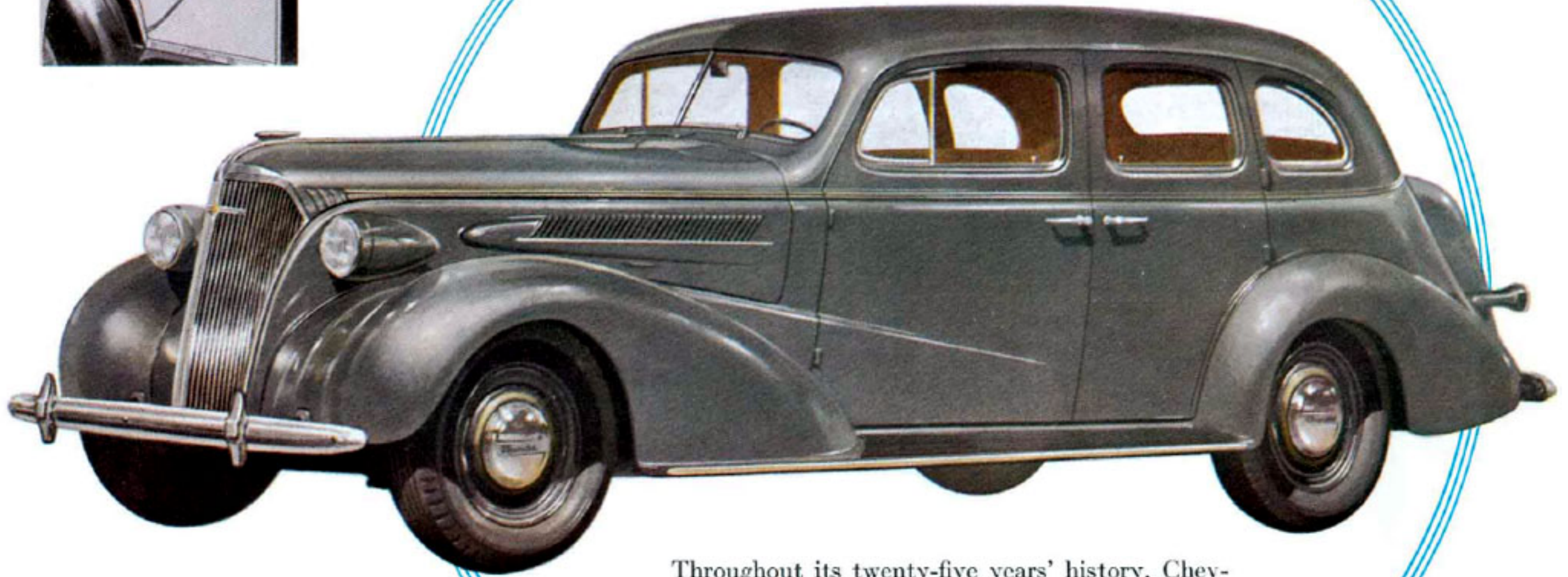


The Business Coupe has unusual capacity in the rear deck, and an extra large interior package ledge. For increased driving range, this model has an 18-gallon fuel tank.

SAFETY PLATE GLASS ALL AROUND AT NO EXTRA COST



Sport Sedan



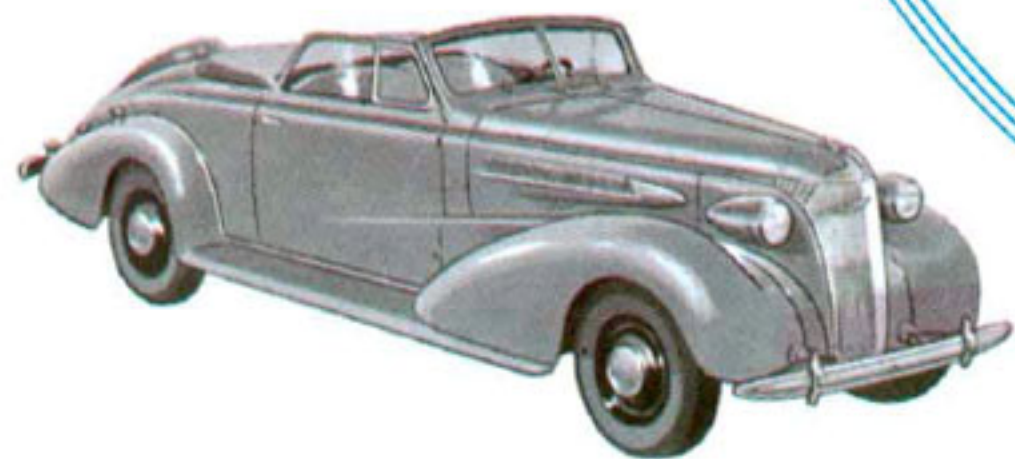
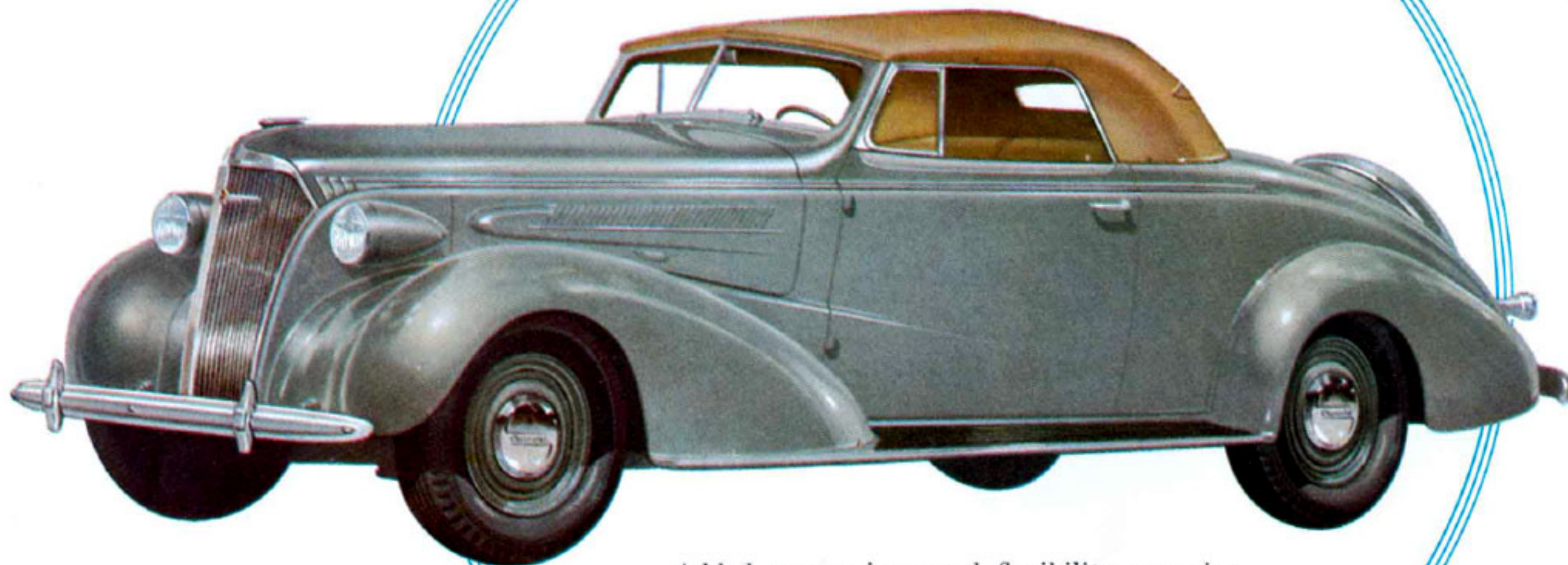
Throughout its twenty-five years' history, Chevrolet has been known for its durability. Sturdiness is built into every model. Skillful design, high quality materials, and precision manufacturing methods are guarantees of long life and service.

The Sport Sedan has a convenient package ledge at the back of the rear seat, and a spacious built-in trunk with a separate tire compartment.

SAFETY PLATE GLASS ALL AROUND AT NO EXTRA COST



Cabriolet



Added power, increased flexibility, superior smoothness, give the 1937 Chevrolet improved performance ability that will set new standards. It has *balanced* performance—no one quality over-emphasized at the expense of any other.

The Cabriolet, available in the Master model only, has the same seating arrangement, and the same luggage and package space, as the Master De Luxe Sport Coupe.

SAFETY PLATE GLASS ALL AROUND AT NO EXTRA COST

MAJOR FEATURES OF THE 1937

Chevrolet

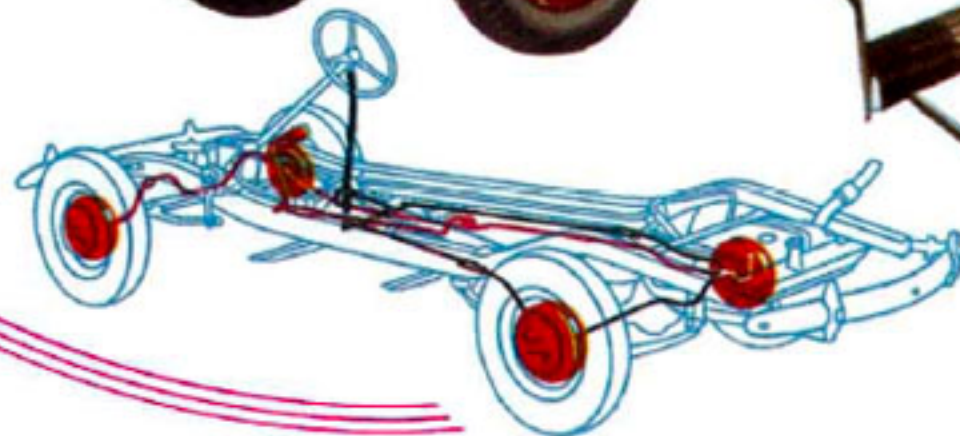


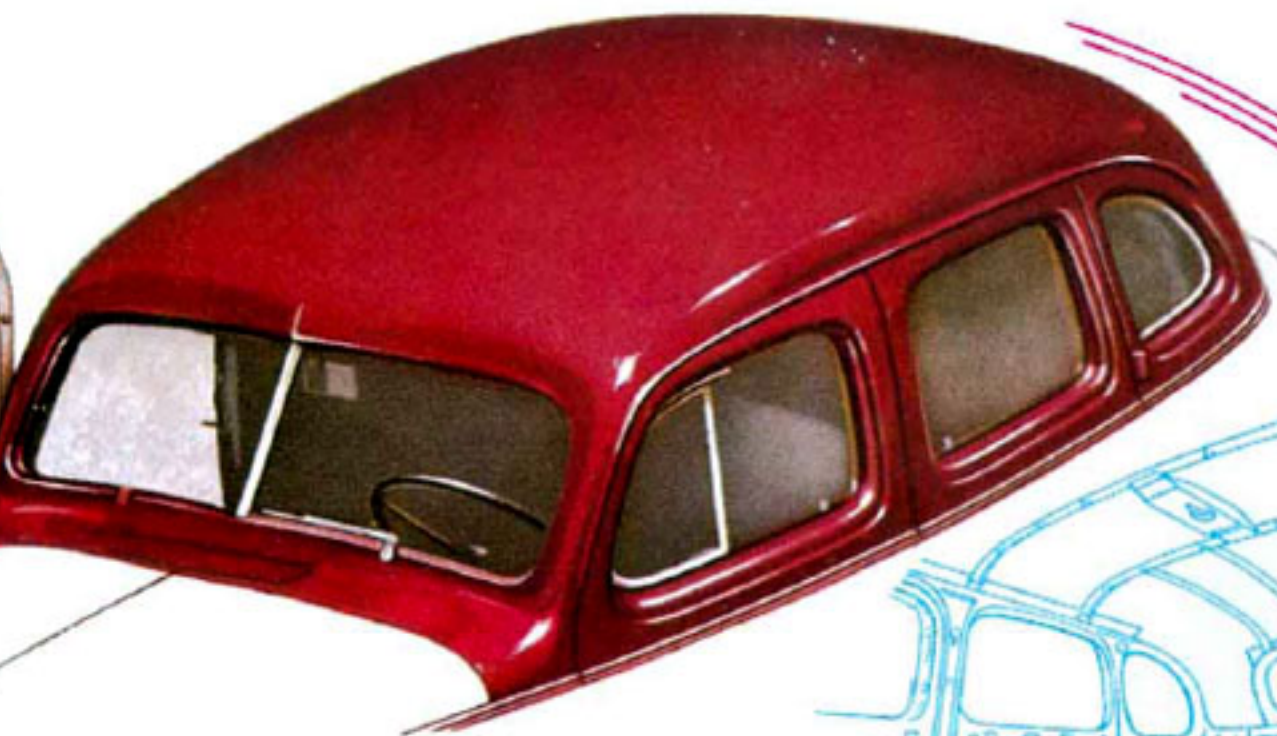
Improved Gliding Knee-Action Ride

Knee-Action, proved by more than 2,000,000 users to give the world's safest, smoothest ride, is regular equipment on every 1937 Chevrolet Master De Luxe model. You get this outstanding safety and comfort feature at *no extra cost*. Knee-Action levels the ride. The springs absorb the road shocks; the rest of the car rides smoothly, the passengers ride at ease.

Perfected Hydraulic Brakes

To the advantages of hydraulic brake operation—positive control, self-equalization, reliability—Chevrolet has added the equally important advantages of its own exclusive brake mechanism within the drums. Chevrolet alone has the fully controlled braking gained through the use of double-articulated brake shoe linkage—a design that automatically insures full contact between brake shoes and drums, and automatically adjusts itself as the brake lining gradually wears from long usage.



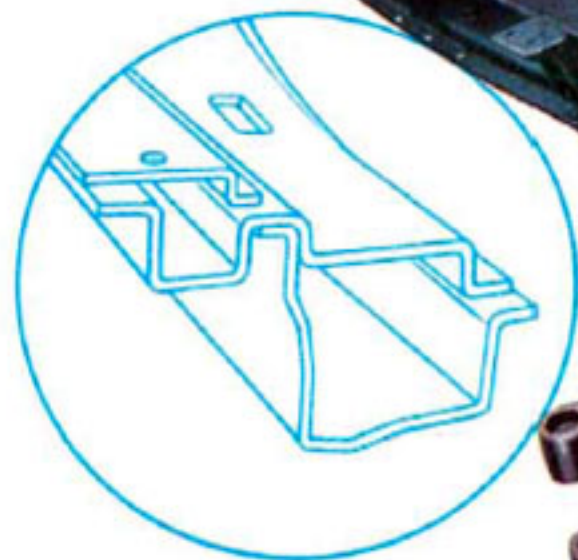


New Bridge-Span Box-Girder Frame

Every Chevrolet chassis for 1937 has the new box-girder frame, built like a bridge span, far superior to any previous design. It is stronger, more rigid, simpler in design. Now Chevrolet makes it available in every model.

New All-Silent All-Steel Bodies with Solid Steel Turret Top

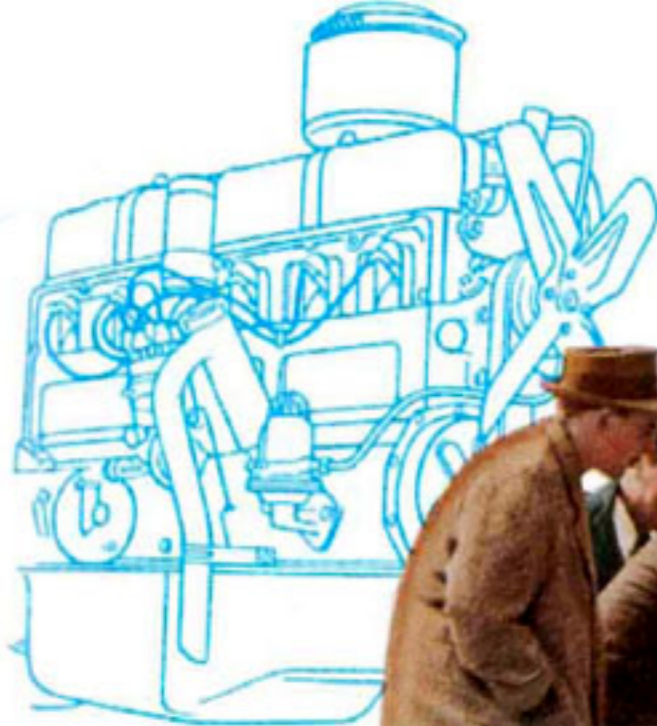
Chevrolet's bodies are *all* steel—steel panels on all sides, a solid steel Turret Top, a solid steel floor, and all-steel doors. They are all-silent, because Unisteel construction welds all the parts into a single structure, and complete insulation keeps out noise. Thus, silence has been added to constant safety.



MAJOR FEATURES OF THE 1937 CHEVROLET

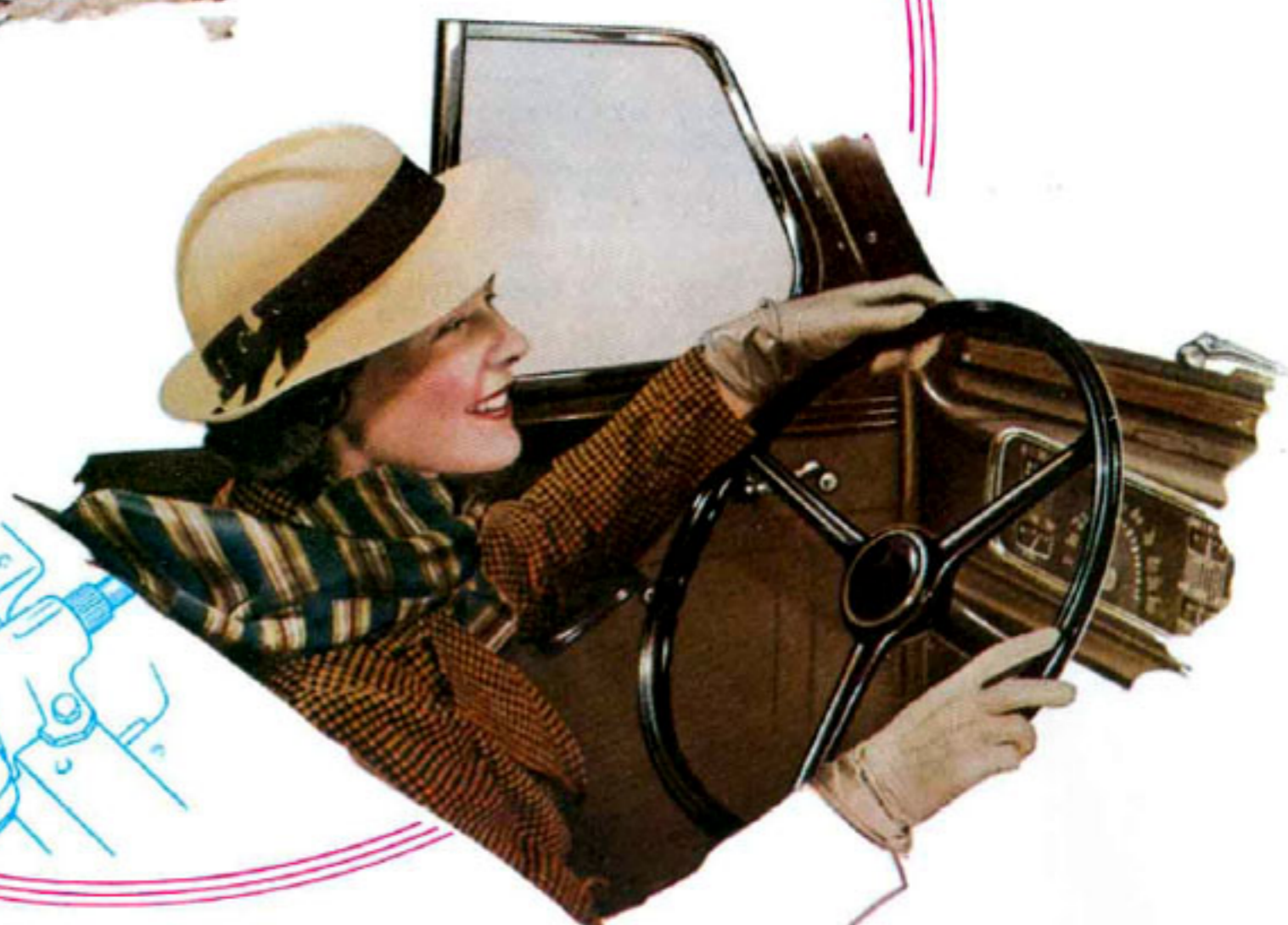
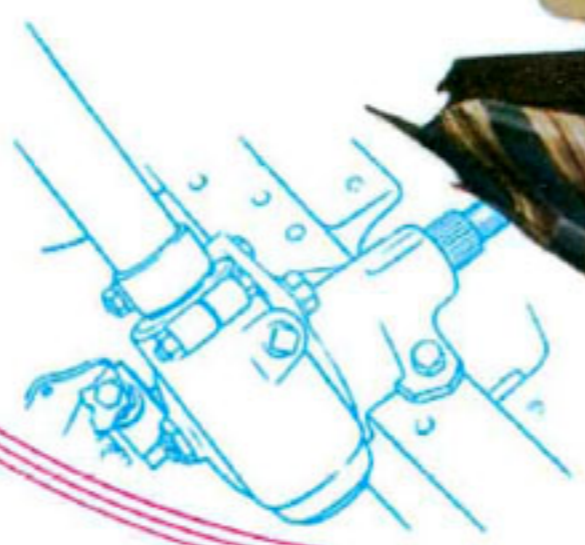
New High-Compression VALVE-IN-HEAD Engine

The famous valve-in-head engine reaches a new peak of performance powers in the new 1937 Chevrolet. Now it is even more efficient and economical. Only in the Chevrolet engine has the blue-flame principle of fuel combustion been fully developed—and so only the Chevrolet engine can produce the added power that results from utilizing every bit of fuel energy.

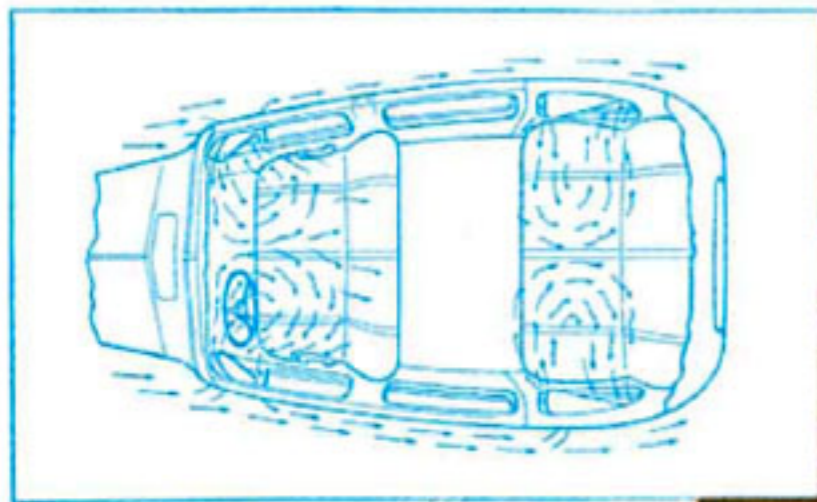


Super-Safe Shockproof Steering

Only with the Chevrolet type of Knee-Action is true shockproof steering obtainable—because it permits all steering connections to be attached to the Knee-Action units, with no attachment to the front wheels. On rough roads, the front wheels move freely over the bumps, but cannot transmit any shock to the steering wheel.



M A J O R F E A T U R E S O F T H E 1 9 3 7 C H E V R O L E T



Genuine Fisher No Draft Ventilation

Winter or summer, wet weather or dry—you can ride in comfort with genuine Fisher No Draft ventilation. You let air sweep freely through the car, or control a gentle circulation that exhausts stale air and tobacco smoke—and prevents windshield fogging. Comfort, health, safety, convenience—all are provided by the fully-controlled Fisher No Draft ventilation.

Safety Plate Glass All Around at No Extra Cost

Extra protection at no extra cost is yours in a Chevrolet—for you get the protection of safety plate glass *all around*. The finest quality, clearest-vision safety plate glass is standard equipment, included in the list price. Chevrolet's *all-steel* bodies with *all* safety plate glass give true protection for you and your passengers.



ALL THESE FEATURES AT CHEVROLET'S LOW PRICES

S P E C I F I C A T I O N S

MASTER AND MASTER DE LUXE

ENGINE: Six cylinders, valve-in-head; $3\frac{1}{2}$ " bore, $3\frac{3}{4}$ " stroke.

VALVES: Intake, $1\frac{1}{2}$ " diameter; exhaust, $1\frac{1}{4}$ ".

PISTONS: Light-weight cast-iron, with dome-head and slipper-skirt; electroplated.

CONNECTING ROD BEARINGS: $2\frac{1}{8}$ " diameter, $1\frac{1}{4}$ " long. Material, babbitt.

CRANKSHAFT: Weight, 68 pounds. Counterbalanced. Harmonic balancer combined with crankshaft pulley. Four bearings.

CRANKSHAFT BEARINGS: Front, $2\frac{1}{8}$ " diameter by $1\frac{1}{8}$ " long. Front center, $2\frac{3}{4}$ " by $1\frac{1}{4}$ ". Rear center, $2\frac{3}{4}$ " by $1\frac{1}{4}$ ". Rear, $2\frac{3}{4}$ " by $1\frac{1}{8}$ ". Material, steel-backed babbitt.

CAMSHAFT BEARINGS: Front, $2\frac{1}{2}$ " diameter by $1\frac{1}{8}$ " long. Front center, $1\frac{1}{2}$ " by $\frac{3}{4}$ ". Rear center, $1\frac{1}{2}$ " by $\frac{3}{4}$ ". Rear, $1\frac{1}{2}$ " by $\frac{3}{4}$ ". Material, steel-backed babbitt.

OILING SYSTEM: Positive pressure feed to crankshaft, camshaft, and valve rocker arms. Connecting rod bearings lubricated by dippers at low speeds, and at higher speeds by pressure jets of oil directed against the dippers. Gear type pump in crankcase, with screen on intake side. Crankcase ventilator.

FUEL SYSTEM: Down-draft, Carter single-adjustment balanced carburetor, with accelerating pump. AC air cleaner, silencer and flame arrester. Fuel mixture heated (thermostatic control) in manifold heat chamber. Mechanical high-reserve fuel pump with filter. 14-gallon tank in rear. (On Business Coupe, 18-gallon tank, in middle of car.)

COOLING: Harrison ribbed cellular copper-core radiator. Self-adjusting water pump. Full-length water jackets. Nozzle-spray valve-seat cooling.

IGNITION: Delco-Remy. Waterproof high tension wires. Automatic and vacuum spark advance control. Octane selector.

CLUTCH: Single-plate. Single cushion-mounted disc with braided moulded facings.

TRANSMISSION: Synchro-Mesh. Silent second speed.

FRAME: Box-girder type, with box-section side-rails and cross-members.

REAR AXLE: Semi-floating. Hypoid drive gears. One-piece banjo-type pressed steel housing. One-piece differential case.

REAR SPRINGS: Semi-elliptic, with threaded shackles. Delco-Lovejoy shock absorbers.

BRAKES: Four-wheel hydraulic, 11" brake drums, with cast-iron braking surface and cooling ribs. Separate mechanical emergency brakes.

WHEELS: Five steel-spoke artillery wheels. Spare wheel carried in concealed compartment or on rear carrier.

TIRES: 6.00-16.

INSTRUMENT PANEL: Indirectly lighted. Includes ammeter, oil pressure gauge, speedometer, theft-resisting ignition lock, lighting switch, choke, throttle control, gasoline gauge, and package compartment with lock. Covered openings for installation of radio control, cigar lighter, and windshield defroster.

EQUIPMENT: High-pressure gun lubrication, tool kit, tail and stop light, rear vision mirror, windshield wiper, vibrator horn, two-beam headlamps with parking bulbs, adjustable sun visor, adjustable driver's seat, Fisher No Draft ventilation. Upholstery, "breathing back" mohair velvet.

WHEELBASE: 112 $\frac{1}{4}$ inches.

ON MASTER MODELS ONLY

FRONT SUSPENSION: I-beam front axle. Semi-elliptic springs; reversed front eyes, double wrapped. Single-acting shock absorbers.

STEERING GEAR: Semi-reversible, worm and straddle-mounted sector, 16 to 1 ratio.

ON MASTER DE LUXE MODELS ONLY

FRONT SUSPENSION: Fully enclosed Knee-Action, with built-in double-acting shock absorbers.

STEERING GEAR: Semi-reversible, worm and roller sector, 17 $\frac{1}{2}$ to 1 ratio.

UPHOLSTERY: Tree-bark cord upholstery optional.

CONTROLS: Rubber pads on clutch and brake pedals. Treadle accelerator operates starter.

REAR SPRINGS: Metal spring-covers.

INSTRUMENT PANEL: Engine heat indicator, ash receiver,

The right is reserved to change specifications, colors or prices without incurring any responsibility with regard to bodies or chassis previously sold. Chevrolet cars can be purchased on the General Motors Installment Plan—monthly payments to suit your purse. Accessories and spare tires extra.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN



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