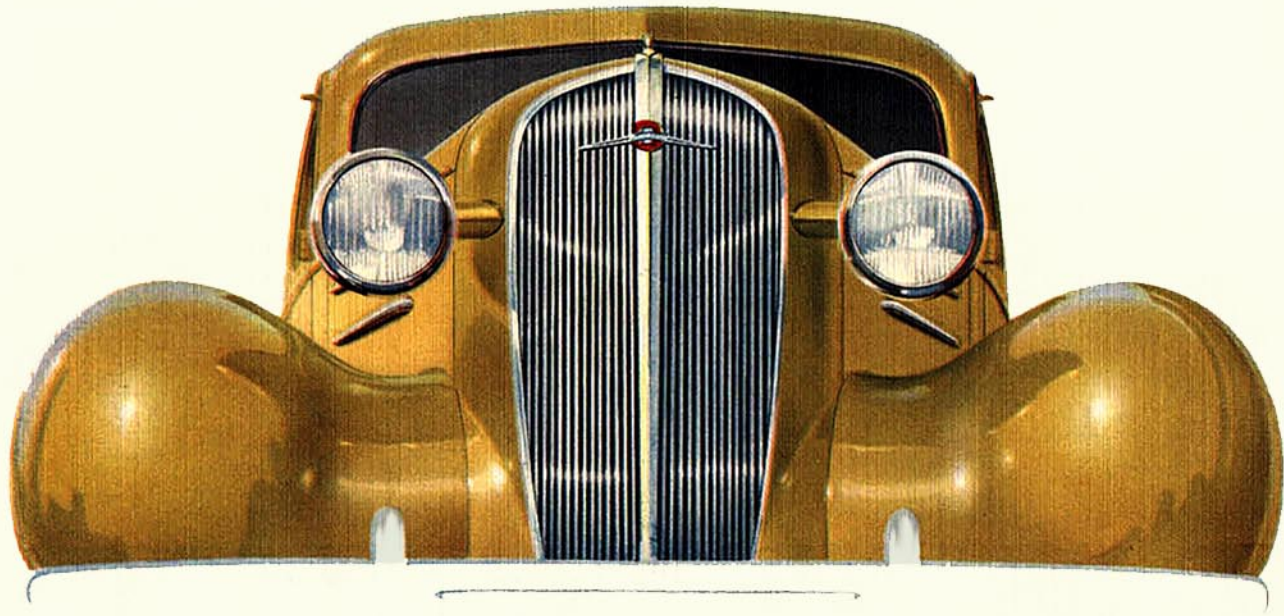


**CHEVROLET**



**THE ONLY COMPLETE LOW-PRICED CAR**



FOR 1936 CHEVROLET CREATES  
*The only complete low-priced car*

In the fleet, thrilling beauty of the new Chevrolet for 1936 you see reflected all the skill, all the artistry, all the craftsmanship which a quarter-century of devotion to a high purpose has brought to the command of Chevrolet designers and engineers.

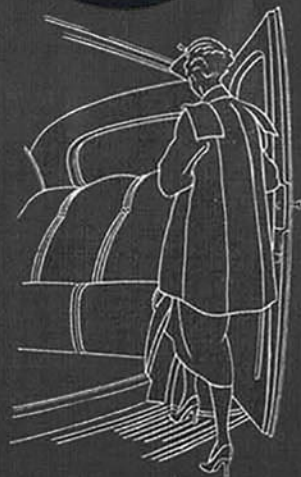
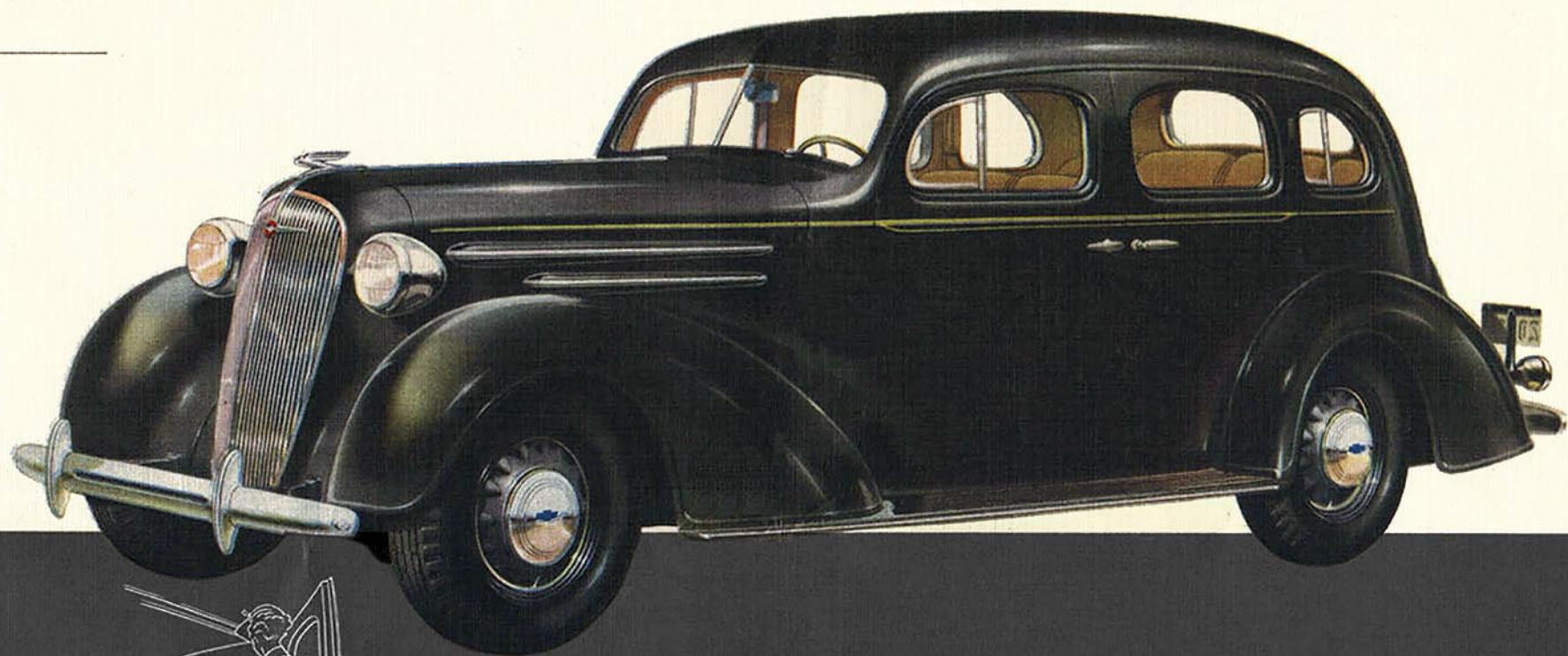
Exteriors that fairly sparkle with style and grace and poise—interiors that invite you to ride relaxed in spacious luxury—a power plant that stirs your pulse with its smooth, swift, silent action—they

are yours to own and enjoy in Chevrolet at very moderate cost. Moreover, Chevrolet offers a combination of features without counterpart among cars of comparable prices—such features as Perfected Hydraulic Brakes, Solid Steel "Turret Top" Bodies, Improved High-Compression Valve-in-Head Engine, and Knee-Action on Master De Luxe Models. These are but the highlights in a long list of developments which make Chevrolet the number one value of its field—the *only complete low-priced car!*



PRICE

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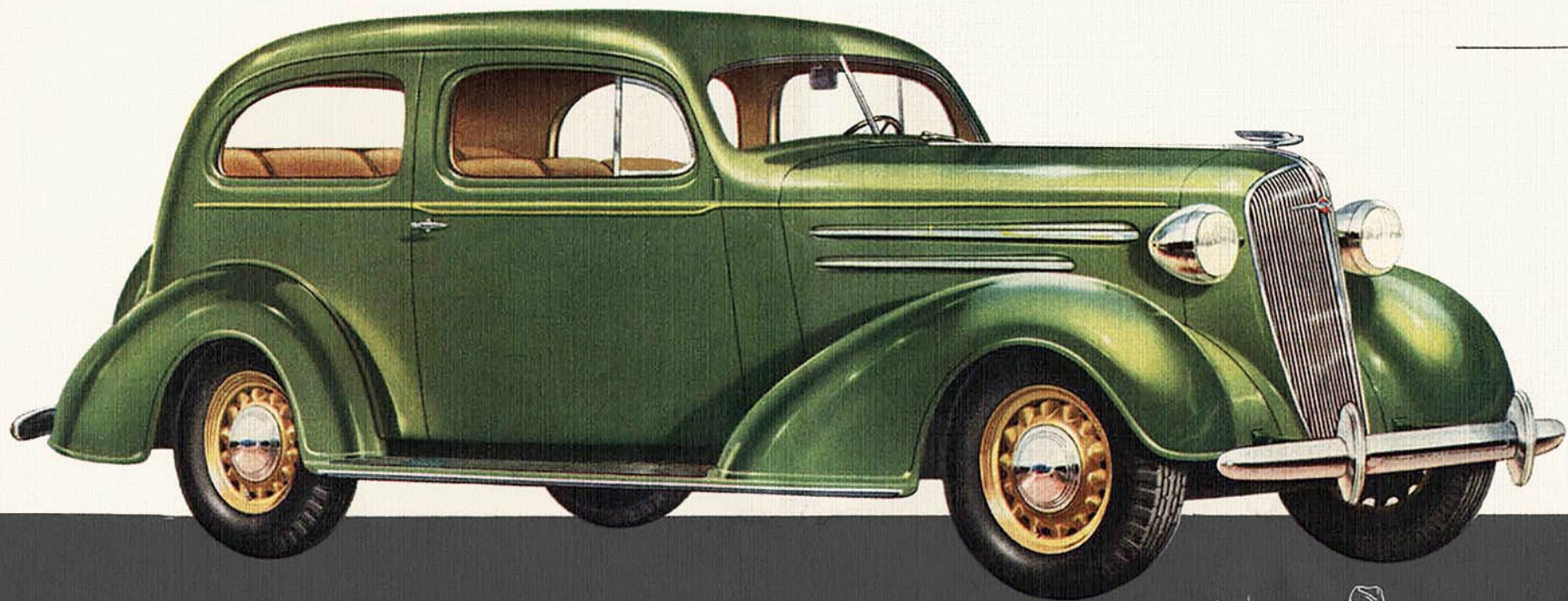
*Master De Luxe* SEDAN

As you see the Master De Luxe Sedan from the outside, you are attracted by smooth-flowing curves and contours blending with perfect harmony. As you enter through its wide door and relax in deep-cushioned comfort, you find yourself surrounded by luxury on all sides. The upholstery is the new "breathing back" mohair velvet or tree-bark cord, tailored in the newest manner.



PRICE

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*Master De Luxe* COACH

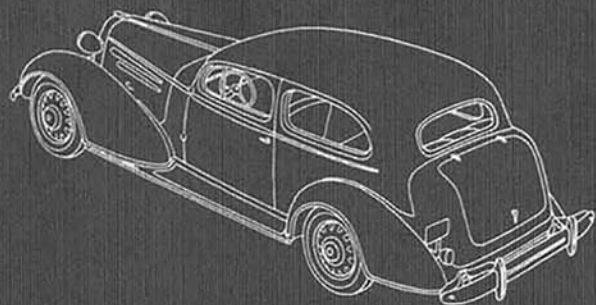
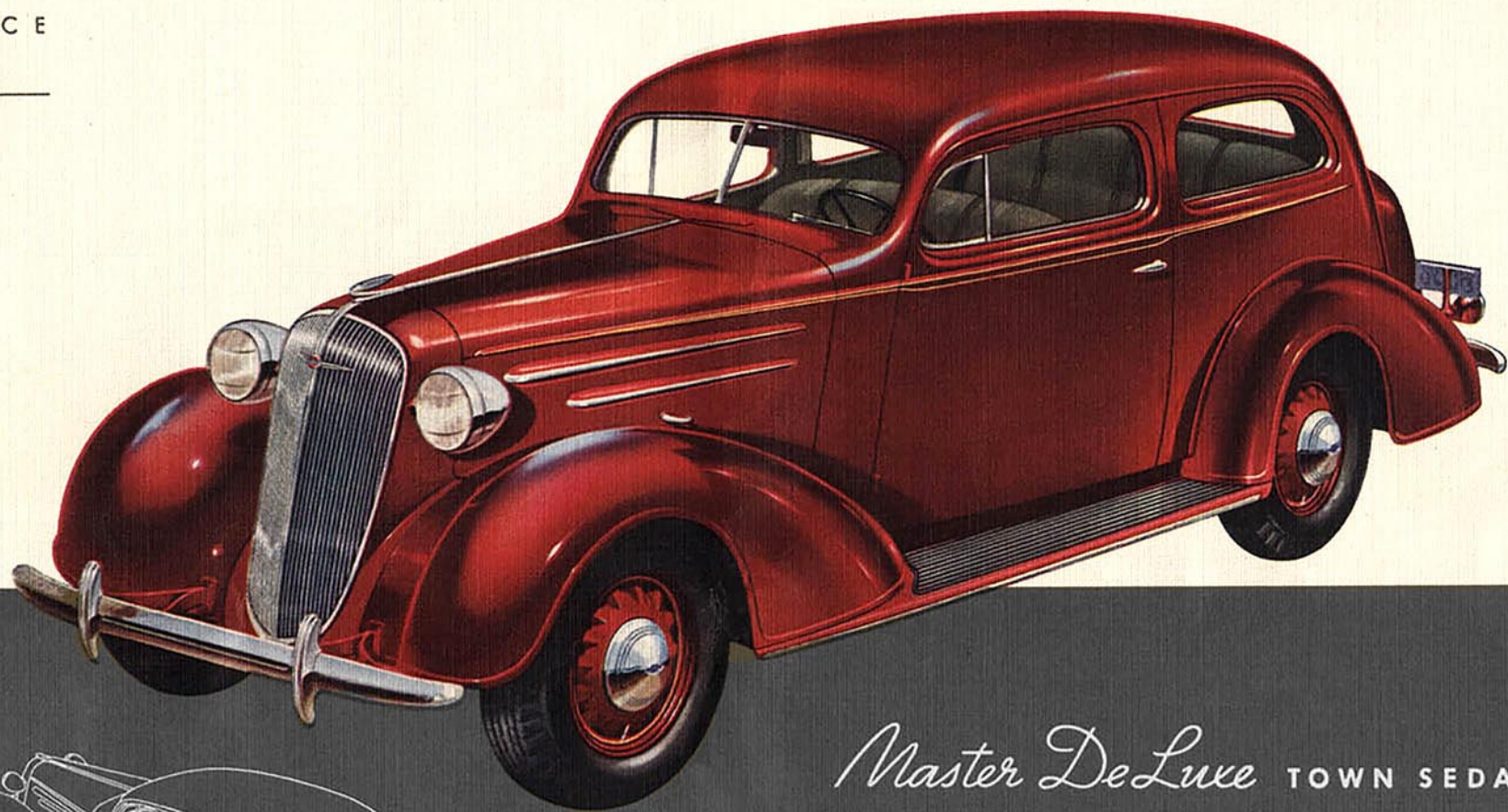
Beautifully long and low to begin with, the Master De Luxe Coach is enhanced in appearance by the wide windows and doors. Nor is there any sacrifice of comfort. The front seat extends the full width of the car. Either half of the back tilts forward to permit easy entry to the rear seat. Space is provided back of the rear seat for tools and packages.





PRICE

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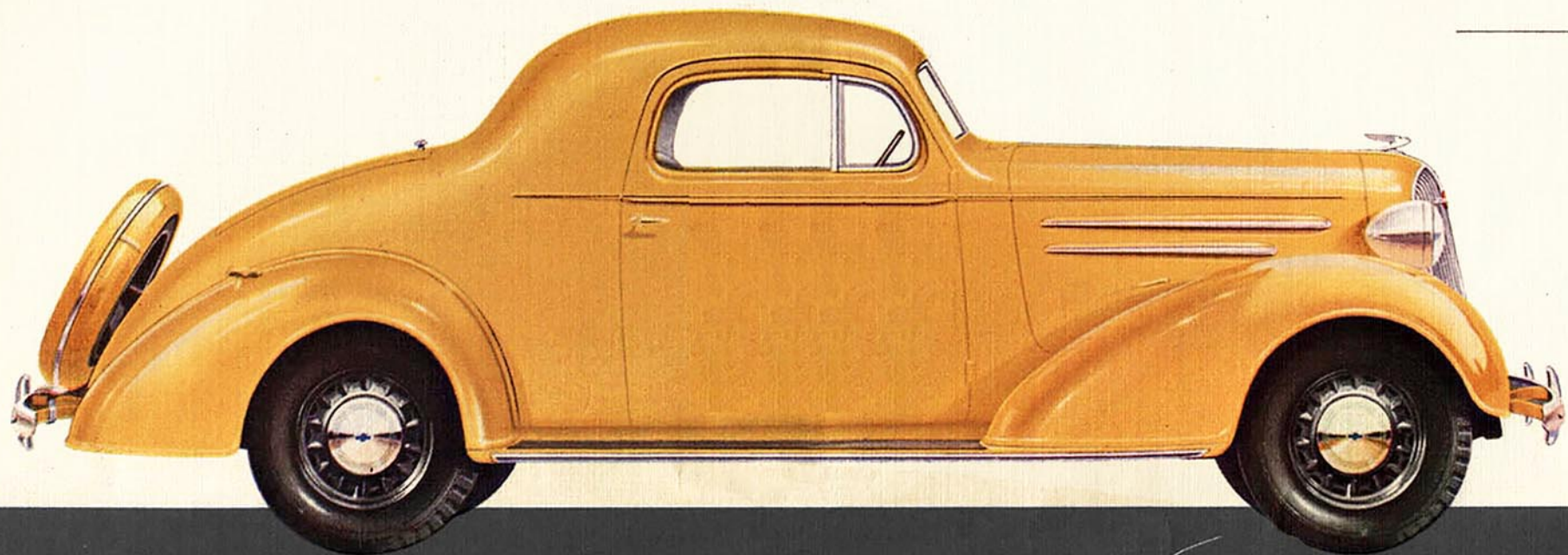
*Master De Luxe* TOWN SEDAN

In addition to its pride-inspiring beauty and its spacious, luxuriously finished interior, the Master De Luxe Town Sedan brings you the invaluable convenience of a big, roomy, theft-resisting built-in trunk in which to stow your luggage while traveling. On long journeys, you will be grateful, too, for Chevrolet's unrivaled economy.



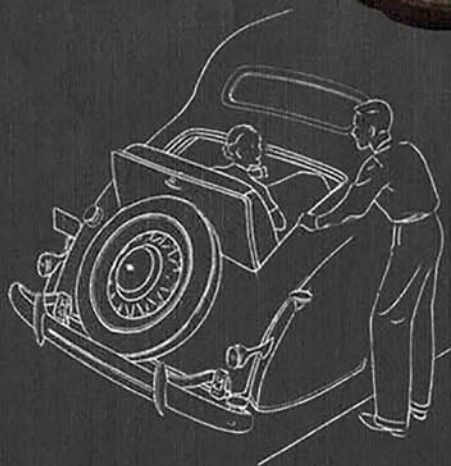
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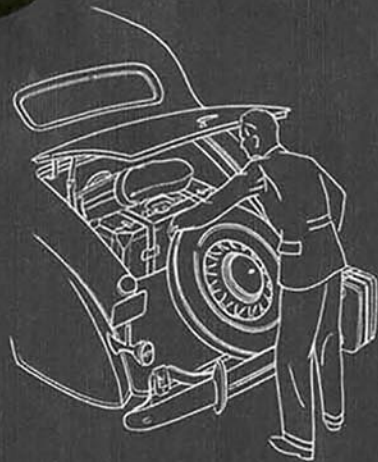
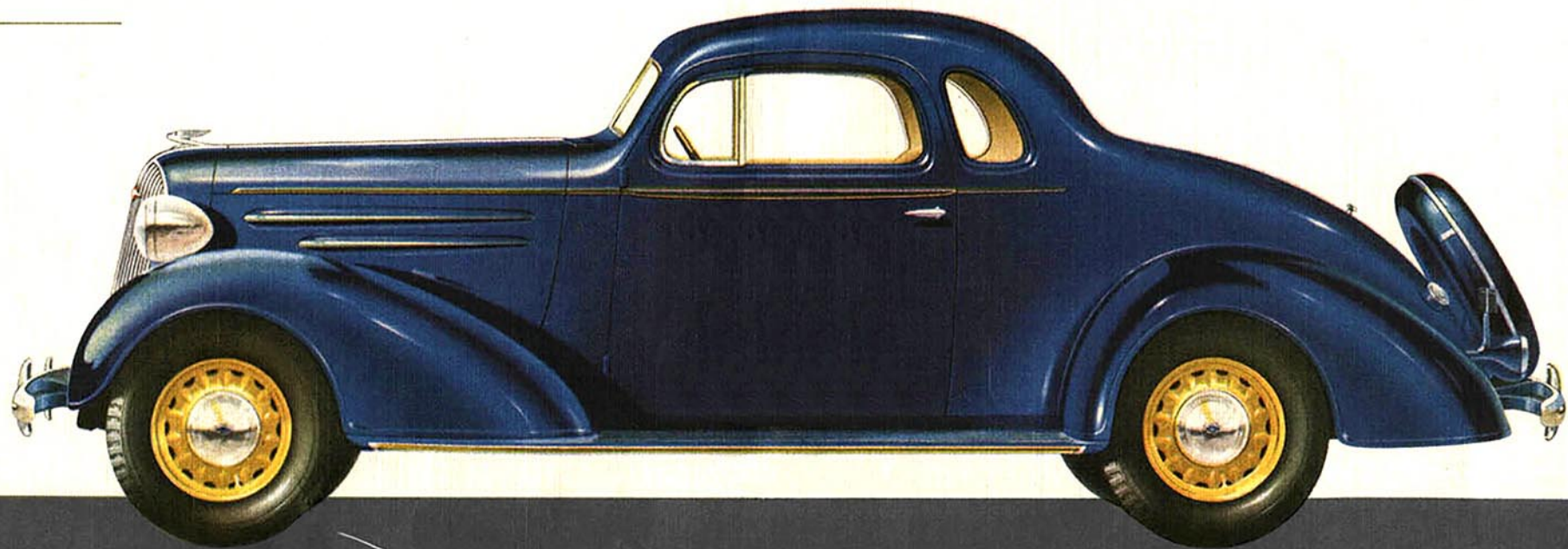
*Master DeLuxe* SPORT COUPE

It would be difficult to imagine a car more splendidly suited to personal service than this Master De Luxe Sport Coupe. The interior of this model, smartly upholstered and finished, is likewise spacious enough to accommodate three passengers in complete comfort. A deep, roomy rumble seat provides for two additional passengers. Carrying space for a number of parcels is provided back of the driver's seat.



PRICE

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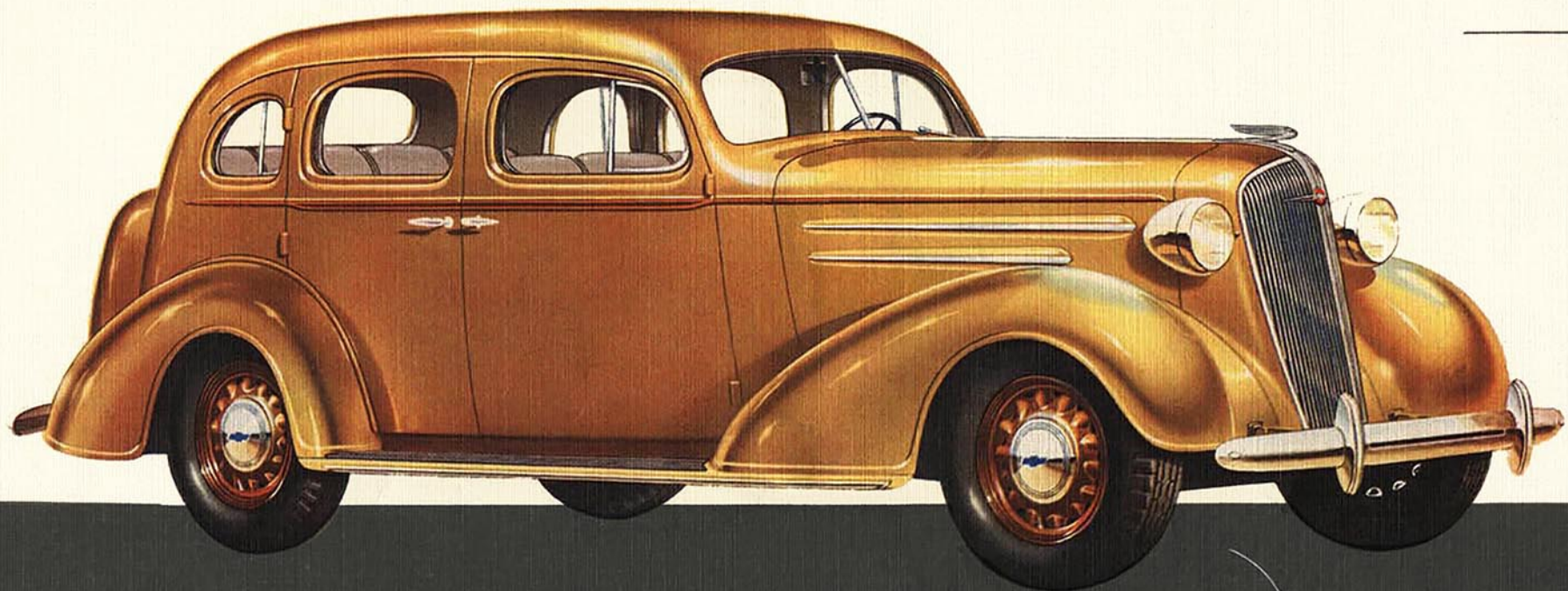
## *Master DeLuxe* COUPE

Requirements of business and professional men dictated the design of the Master De Luxe Coupe, a car which combines the attractive appearance so desirable in business with such a practical consideration as an exceptionally roomy rear deck made accessible for carrying samples, luggage or other large packages. The interior has room for brief cases, doctor's instrument bags and other parcels, back of the driver's seat.



PRICE

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*Master De Luxe* SPORT SEDAN

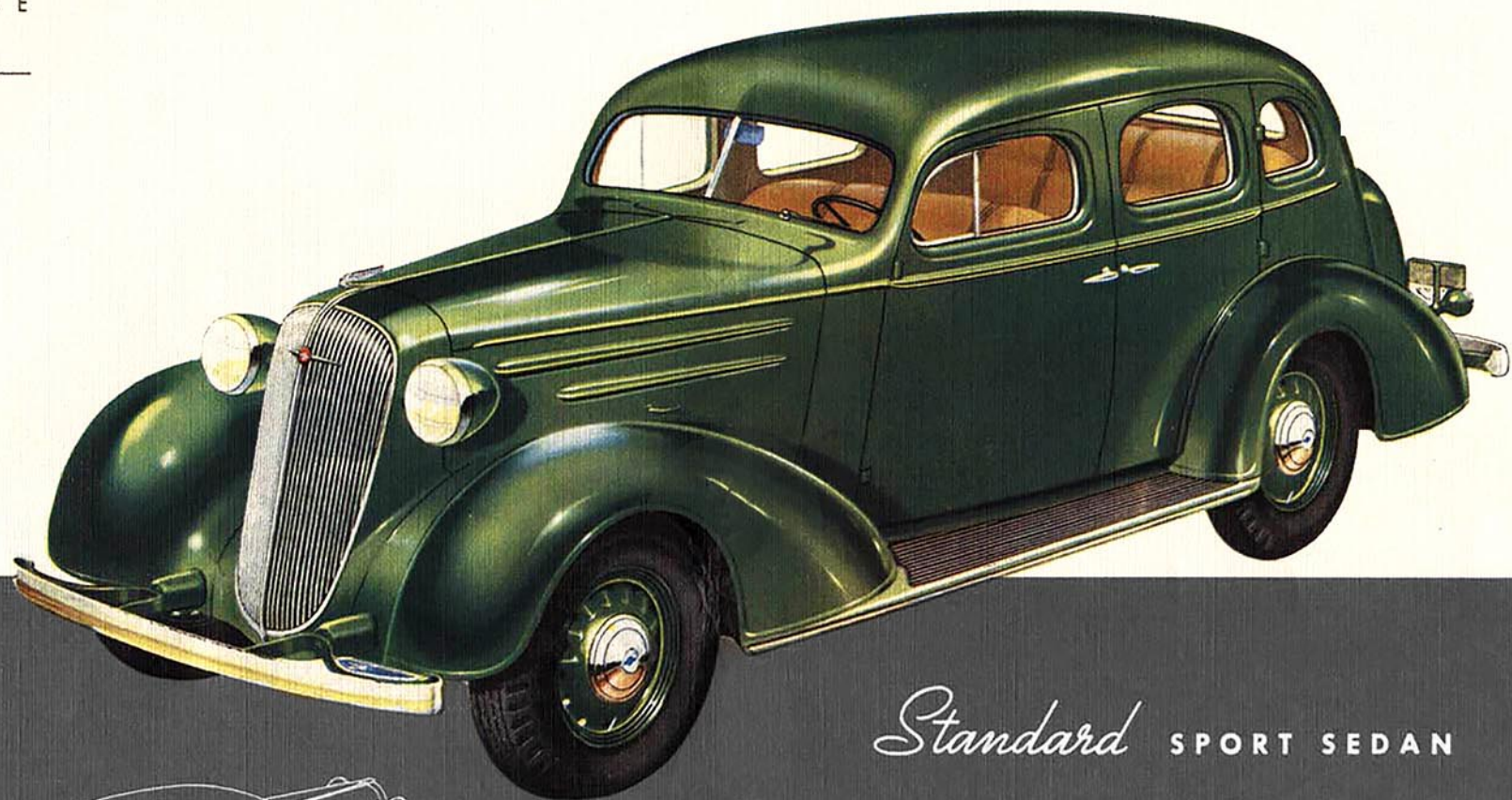
Chevrolet's Master De Luxe Sport Sedan offers you a degree of motoring luxury never before available in a car so moderately priced. Within are wide, deep seats attractively tailored in choice, long-wearing, new "breathing back" mohair velvet or tree-bark cord. The seats are constructed over "luxury" type springs. The exterior appearance of the Sport Sedan is enhanced by a spacious, built-in trunk in which the spare tire is concealed.





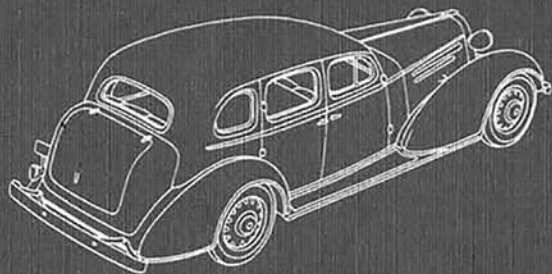
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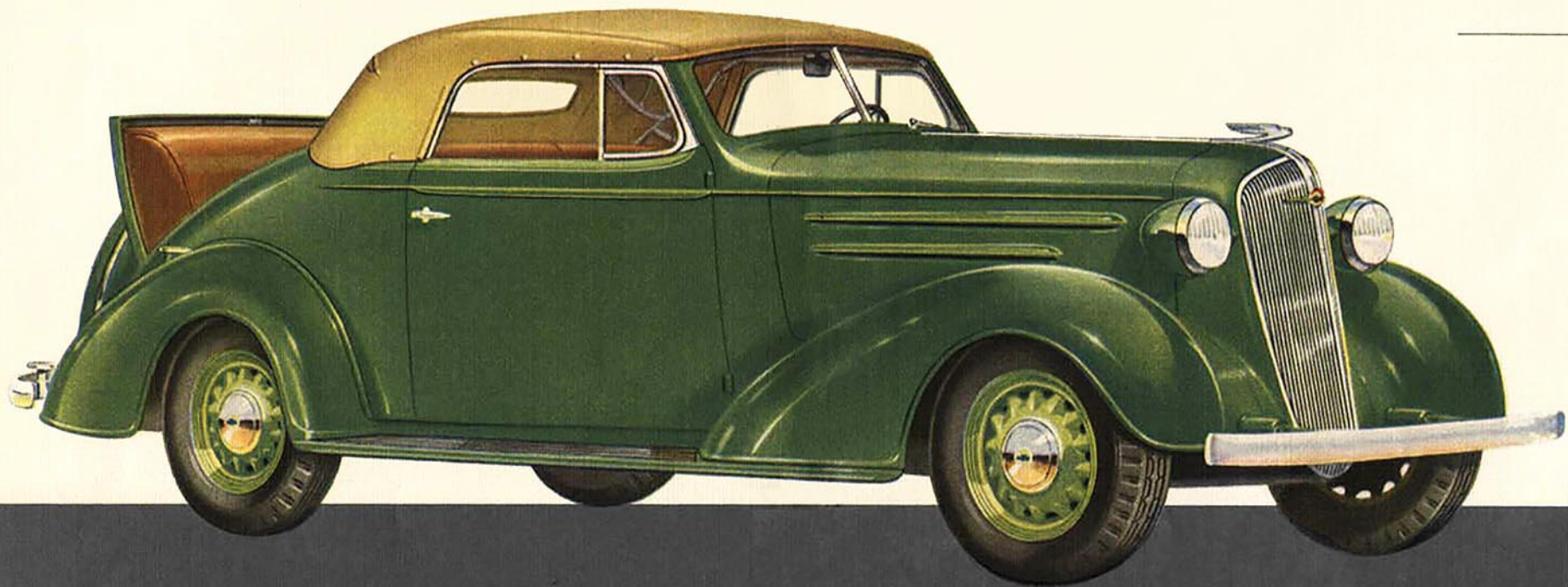


*Standard* SPORT SEDAN

A car of most engaging beauty, the Standard Sport Sedan is also impressively spacious and delightfully comfortable. Its exterior is a blend of gracefully sweeping curves. A built-in trunk complements the remainder of the body in appearance and provides space for the spare tire and tools in one compartment, for several pieces of luggage in another. Upholstery is of good-looking, long-wearing mohair, smartly plaited.

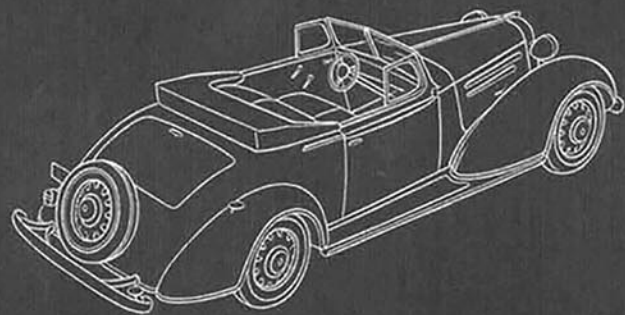






## *Standard* CABRIOLET

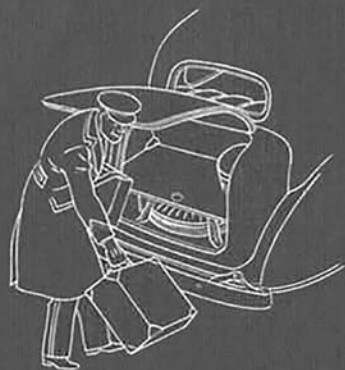
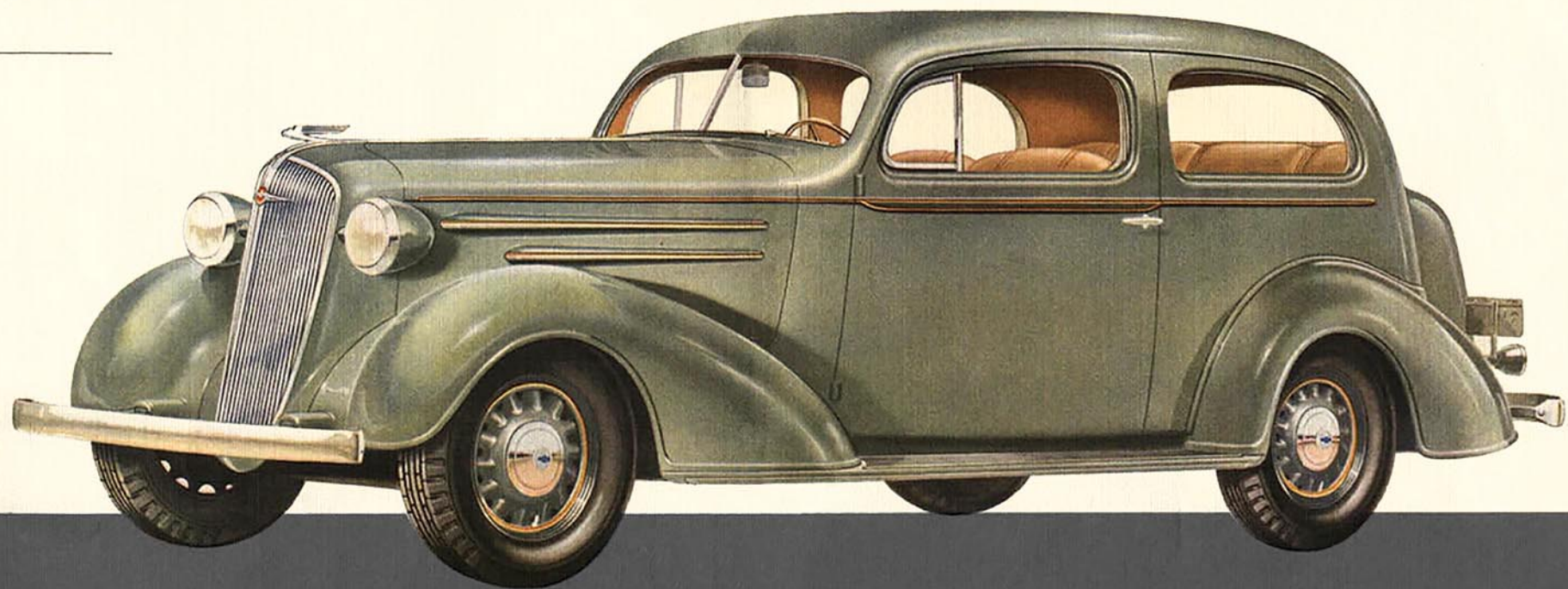
The snug comfort of a roomy coupe and the youthful style of an open car are combined in the Standard Cabriolet. The top, of light tan waterproof material, opens and closes easily and fits neatly into either the open or closed position. The driver's seat, both cushion and seat back, is upholstered in high-quality genuine leather. Step pads provide easy access to the rumble seat.





PRICE

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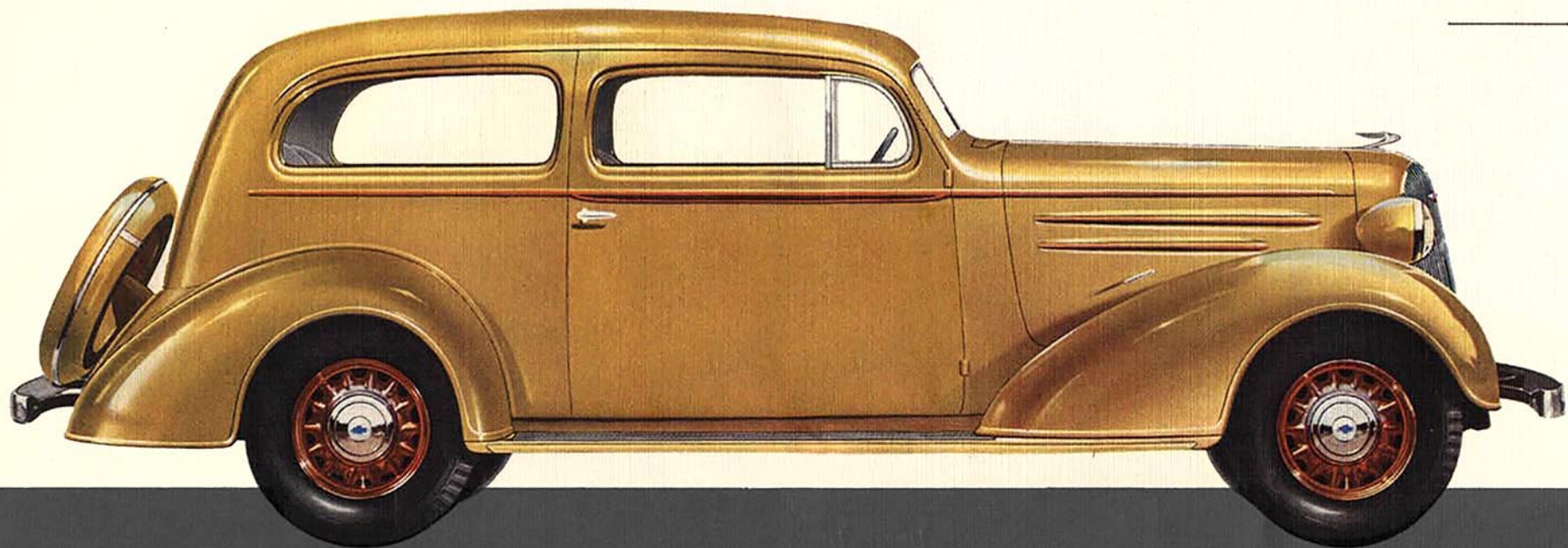


*Standard* TOWN SEDAN

So attractive does this Standard Town Sedan make the prospect of traveling by motor, that once you own it you will want to journey far and wide. The comfort and luxury of its inviting interior and the convenience of its built-in trunk contribute to the pleasure you experience as you ride in the car. And whether or not you plan to wander far from home, you will find ample cause for satisfaction in Chevrolet's unparalleled economy.

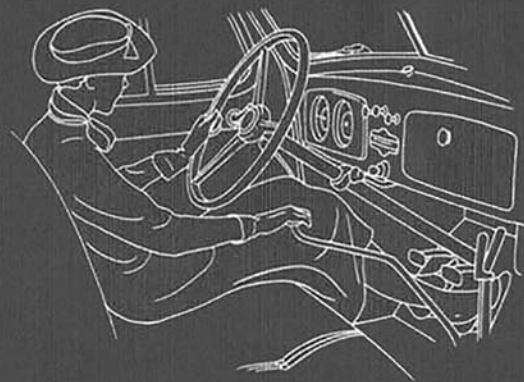
PRICE

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*Standard* COACH

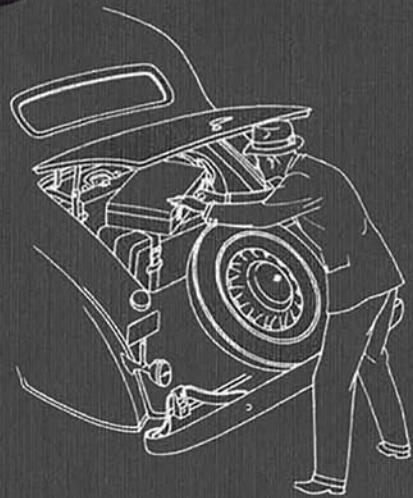
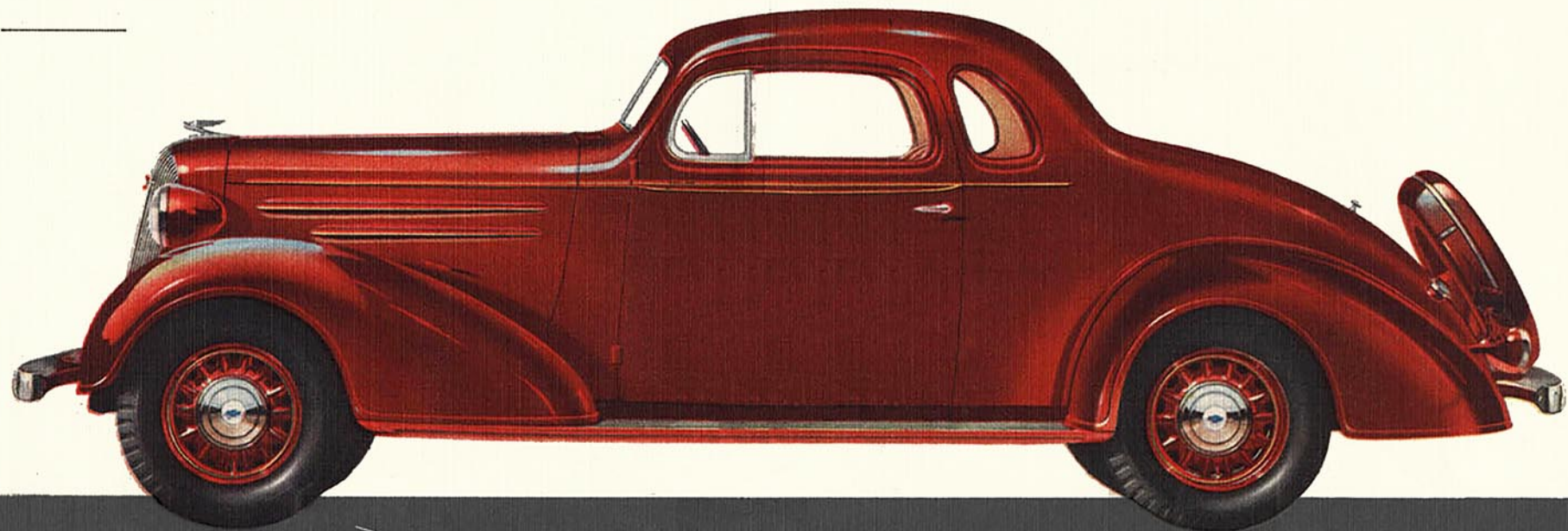
Front seats in the Standard Coach have deeper cushions and their backs extend higher, to improve the comfort of the driver and the front seat passenger. The back seat folds forward to permit stowing luggage and tools in a padded compartment to the rear of it. All Standard models have a most attractive instrument panel, with instruments grouped directly in front of the driver. A glove compartment is at the right.





PRICE

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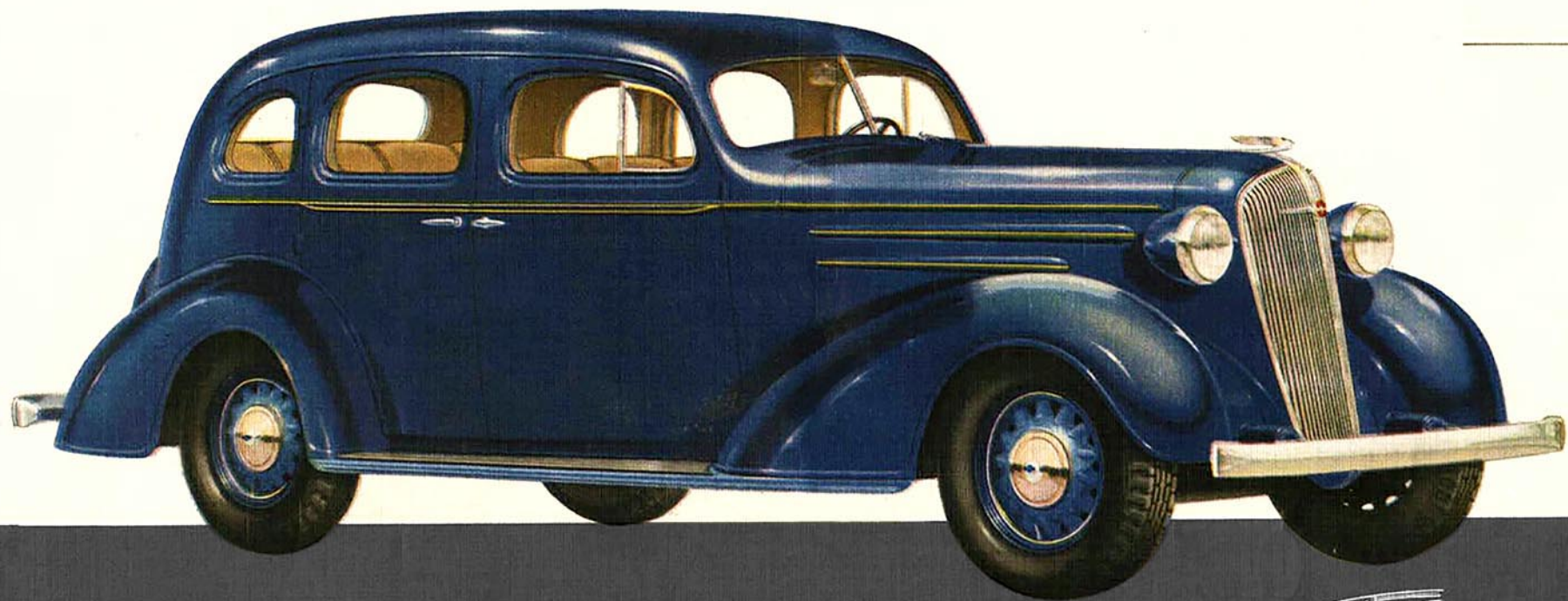


## *Standard* COUPE

Unparalleled safety, comfort and convenience for the man who travels the highways on business are to be found in Chevrolet's Standard Coupe. The safety results from the "Turret Top" and Chevrolet's Perfected Hydraulic Brakes, the comfort from the deep, wide seat, the convenience from the wealth of carrying space. Furthermore, this Chevrolet is welcomed in business for its rigid economy.

PRICE

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*Standard* SEDAN

That greater comfort has been a major consideration of Chevrolet engineers is apparent in the Standard Sedan for 1936. The long, sweeping lines of the car's exterior suggest the greater roominess within, but even they cannot prepare you for the wealth of head room and leg room which you will find. And since comfort is not entirely a matter of space, seats are placed in a more advantageous riding position.





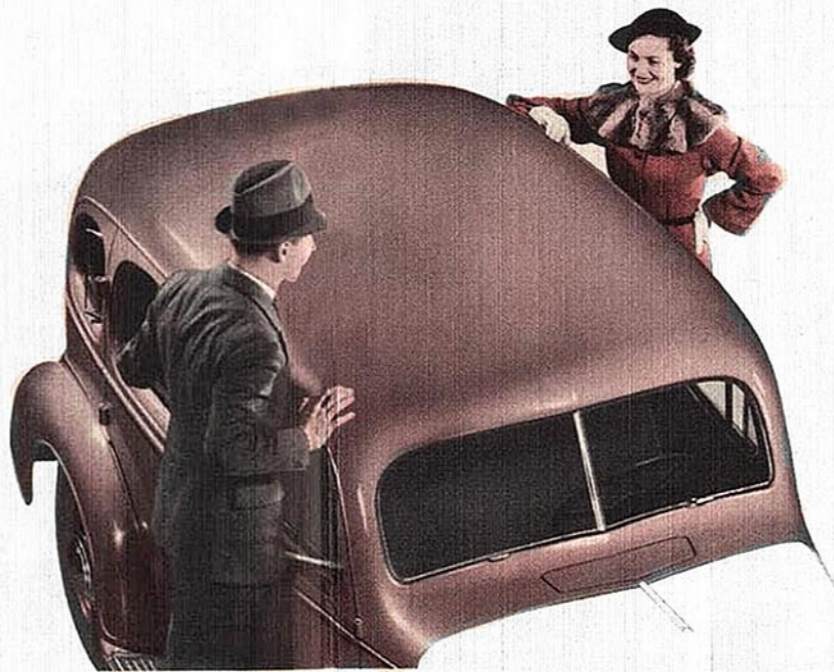
## GENUINE FISHER NO DRAFT VENTILATION

—a modern feature of exceptional value from health, comfort and safety standpoints. It provides individually controlled fresh air for occupants without causing drafts. And it prevents clouding of the windshield in damp or cold weather.



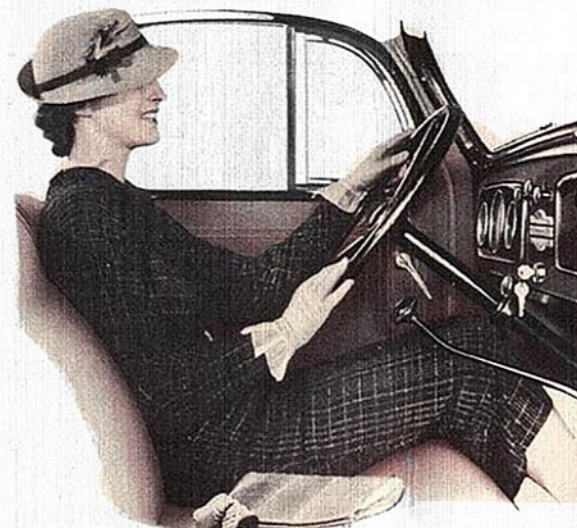
## PERFECTED HYDRAULIC BRAKES

—which stop you quickly, smoothly and without swerving—which require little of your effort to do their work—those are the brakes which are found on all Chevrolets for 1936. They represent a contribution to safety of utmost importance. The separate hand brake system operates mechanically.



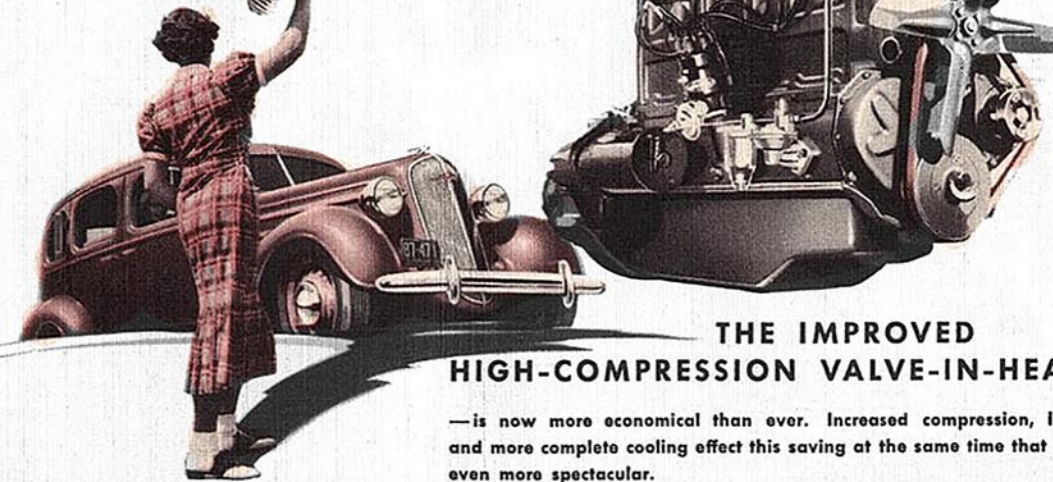
## SOLID STEEL "TURRET TOP"

—a Chevrolet feature which adds immeasurably to safety, beauty and long life. To safety because it puts steel over your head as well as beneath you and all around you. To beauty because it has permitted designers to use sweeping, graceful curves in creating Chevrolet's windstream styling. To long life because it eliminates all fabric or similar material from the outer surfaces of the car.



## SHOCKPROOF STEERING

—to make driving easier and to minimize driving fatigue. Shockproof steering on Master De Luxe Knee-Action models enables you to steer and park with a minimum of effort. It prevents road shocks from being communicated to the wheel and then to your hands and arms. It also adds to your safety by increasing your control of the car.



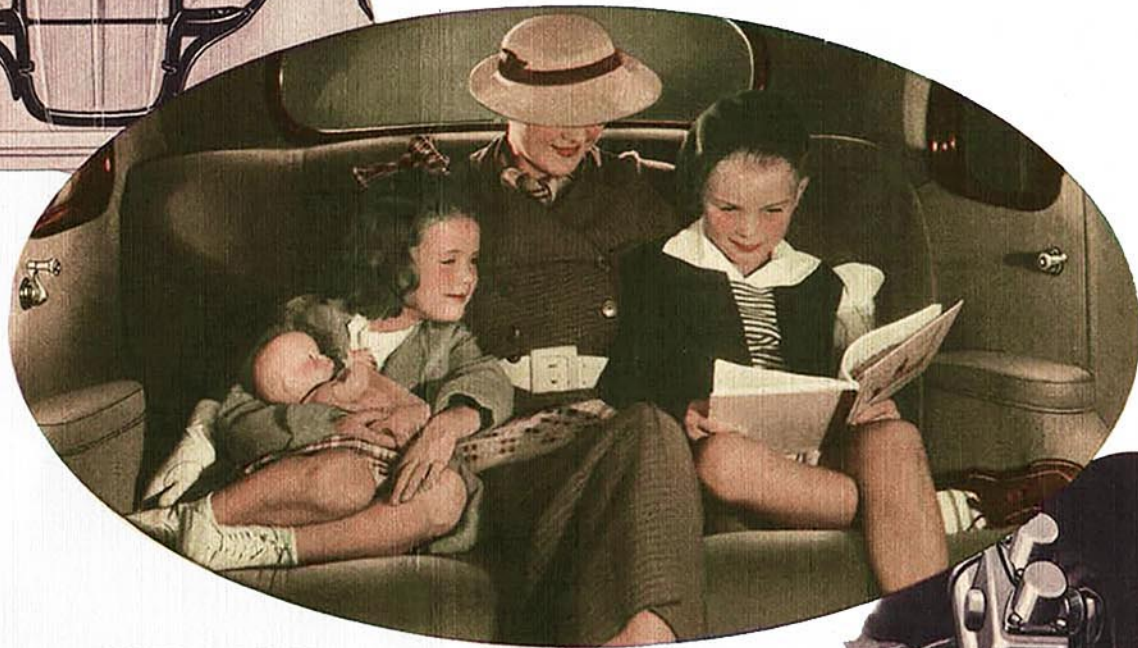
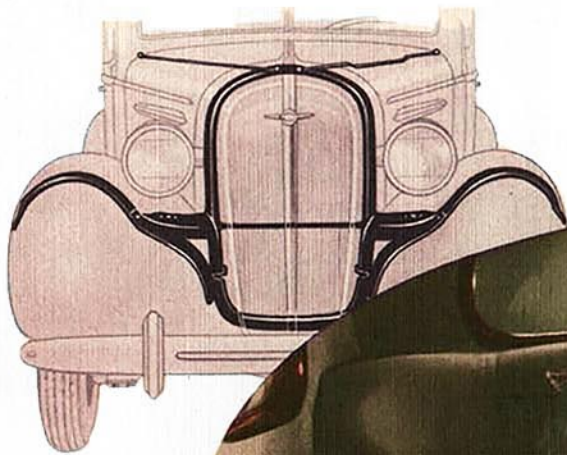
## THE IMPROVED HIGH-COMPRESSION VALVE-IN-HEAD ENGINE

—is now more economical than ever. Increased compression, improved carburetion and more complete cooling effect this saving at the same time that performance is made even more spectacular.



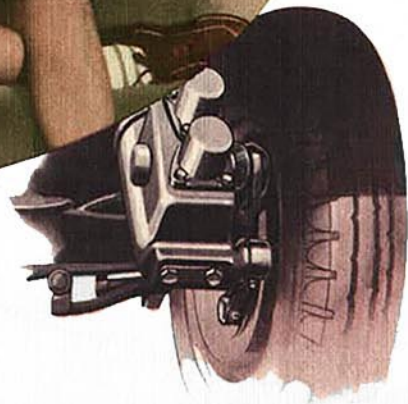
## STABILIZED FRONT-END

—a feature which causes Chevrolet to ride more steadily on roads of any type. Accomplished by assembling front fenders, radiator and headlamps into one structural unit which is joined to the frame at a single point to avoid weaving or twisting.



## KNEE-ACTION

—available only on the Master De Luxe Chevrolet in its price field. Knee-Action is the most important single factor employed to give Chevrolet its gentle, gliding ride. This feature also increases the safety of the car by making it easier to control.





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

## NEW MASTER DE LUXE

**ENGINE:** Six cylinders; valve-in-head type; 3  $\frac{1}{2}$ " bore; 4" stroke.  
**CYLINDERS:** Cast en bloc (including upper half of crankcase). Head detachable.  
**VALVES:** 1  $\frac{1}{2}$ " diameter intake; 1  $\frac{1}{2}$ " diameter exhaust.  
**CONNECTING ROD BEARINGS:** 2  $\frac{1}{2}$ " diameter, 1  $\frac{1}{2}$ " long. Material: babbitt.  
**CRANKSHAFT:** Weighs 69 pounds. Counterbalanced. Harmonic balancer combined with crankshaft pulley. Three main bearings.  
**CRANKSHAFT BEARINGS:** Front 2  $\frac{1}{2}$ " diameter by 1  $\frac{1}{2}$ " long. Center 2  $\frac{1}{2}$ " diameter by 2  $\frac{1}{2}$ " long. Rear 2  $\frac{1}{2}$ " diameter by 2  $\frac{1}{2}$ " long. Material: steel-backed babbitt.  
**CAMSHAFT BEARINGS:** Front 1  $\frac{1}{2}$ " diameter by 1  $\frac{1}{2}$ " long. Center 1  $\frac{1}{2}$ " diameter by 2  $\frac{1}{2}$ " long. Rear 1  $\frac{1}{2}$ " diameter by 1  $\frac{1}{2}$ " long. Center and rear bearing, steel-backed babbitt.  
**OILING SYSTEM:** Positive pressure feed to crankshaft main bearings, camshaft bearings and valve rocker arms. Connecting rod bearings lubricated by dipper at low speeds. At higher speeds, a positive stream of oil is forced along the path of each connecting rod dipper from opposite direction than that of rotation of connecting rod. Vane type pump in crankcase; oil pressure gauge in instrument panel. Crankcase ventilator. Screen on intake side of oil pump.  
**CARBURETION:** Down-draft. Carter, single adjustment carburetor with accelerating pump. AC air cleaner, silencer and flame arrester. Fuel mixture is heated (thermostatically controlled) in manifold heat chamber. Mechanical fuel pump with filter. 14-gallon tank in rear. Gasoline gauge on instrument panel.  
**IGNITION:** Delco-Remy with high tension wires waterproofed. Automatic and vacuum spark control. Octane Selector connected to distributor.  
**TRANSMISSION:** Syncro-Mesh type. Silent-second speed. Three speeds forward and one reverse.  
**INSTRUMENT PANEL:** Indirectly lighted. Includes ammeter, oil pressure gauge, speedometer, theft-resisting ignition lock, lighting switch, engine heat indicator, carburetor choke, throttle control, gas gauge, radio plate, and package compartment with lock.  
**CONTROLS:** Rubber pads on clutch and brake pedals. Treadle accelerator pedal also operates starter.  
**CLUTCH:** Dry single plate type. Single cushion-mounted disc with braided moulded facings.  
**COOLING:** Harrison "V" center core radiator. Core material: copper. Water pump on fan. Full-length water jackets around cylinders. Nozzle spray valve seat cooling.  
**KNEE-ACTION UNIT:** \*Includes double-action shock absorbers.  
**REAR AXLE:** Semi-floating type. One-piece banjo-type pressed steel housing; one-piece differential case.  
**BRAKES:** Four-wheel hydraulic service internal-expanding type on 11" brake drums front and rear; width of brake lining, 1  $\frac{3}{4}$ ". Separate mechanical emergency brakes.  
**TIRES:** 5.50 x 17 balloons.  
**WHEELS:** 5 steel spoke artillery wheels. Spare wheel carried in trunk or rear carrier.  
**STEERING GEAR:** Semi-reversible, worm and roller sector type. 17  $\frac{1}{2}$  to 1 ratio.  
**REAR SPRINGS:** Long semi-elliptic type, 54". Metal spring covers. Threaded shackles. Delco-Lovejoy shock absorbers.  
**FRAME:** Channel section 3  $\frac{1}{2}$ " deep, width of flange 2  $\frac{3}{8}$ ". Stock thickness  $\frac{1}{8}$ "; 5 sturdy cross members. "Y-K" shape sub-frame construction.  
**EQUIPMENT:** All cars equipped with high pressure gun lubrication; complete tool kit; hydraulic stoplight; rear vision mirror; automatic windshield wiper; vibrator-type horn; two-beam headlamps with parking bulbs. Adjustable sun visor. Adjustable driver's seat. Fisher No Draft Ventilation. "Breathing back" mohair velvet upholstery. (Tree-bark cord upholstery optional.)  
**WHEELBASE:** 113".

*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 liberal G. M. A. C. plan with a small initial payment and easy monthly installments. Accessories and spare tires extra. \*On Master De Luxe models, Knee-Action is optional at \$20.00 additional.*

**CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN**

## NEW STANDARD

**ENGINE:** Six cylinders; valve-in-head type; 3  $\frac{1}{2}$ " bore; 4" stroke.  
**CYLINDERS:** Cast en bloc (including upper half of crankcase). Head detachable.  
**VALVES:** 1  $\frac{1}{2}$ " diameter intake; 1  $\frac{1}{2}$ " diameter exhaust.  
**CONNECTING ROD BEARINGS:** 2  $\frac{1}{2}$ " diameter, 1  $\frac{1}{2}$ " long. Material: babbitt.  
**CRANKSHAFT:** Weighs 69 pounds. Counterbalanced. Harmonic balancer combined with crankshaft pulley. Three main bearings.  
**CRANKSHAFT BEARINGS:** Front 2  $\frac{1}{2}$ " diameter by 1  $\frac{1}{2}$ " long. Center 2  $\frac{1}{2}$ " diameter by 2  $\frac{1}{2}$ " long. Rear 2  $\frac{1}{2}$ " diameter by 2  $\frac{1}{2}$ " long. Material, steel-backed babbitt.  
**CAMSHAFT BEARINGS:** Front 1  $\frac{1}{2}$ " diameter by 1  $\frac{1}{2}$ " long. Center 1  $\frac{1}{2}$ " diameter by 2  $\frac{1}{2}$ " long. Rear 1  $\frac{1}{2}$ " diameter by 1  $\frac{1}{2}$ " long. Center and rear bearing, steel-backed babbitt.  
**OILING SYSTEM:** Positive pressure feed to crankshaft main bearings, camshaft bearings and valve rocker arms. Connecting rod bearings lubricated by dipper at low speeds. At higher speeds, a positive stream of oil is forced along the path of each connecting rod dipper from opposite direction than that of rotation of connecting rod. Vane type pump in crankcase; oil pressure gauge in instrument panel. Crankcase ventilator. Screen on intake side of oil pump.  
**CARBURETION:** Down-draft. Carter, single adjustment carburetor with accelerating pump. AC air cleaner, silencer and flame arrester. Fuel mixture is heated (thermostatically controlled) in manifold heat chamber. Mechanical fuel pump with filter. 14-gallon tank in rear. Gasoline gauge on instrument panel.  
**IGNITION:** Delco-Remy with high-tension wires waterproofed. Automatic and vacuum spark control. Octane Selector connected to distributor.  
**TRANSMISSION:** Helical constant mesh gears, three speeds forward and one reverse.  
**INSTRUMENT PANEL:** Indirectly lighted. Includes ammeter, oil pressure gauge, speedometer, theft-resisting ignition lock, lighting switch, carburetor choke, throttle control, gas gauge, radio plate, and package compartment with lock.  
**CLUTCH:** Single dry plate. Single cushion-mounted disc with braided-moulded facings.  
**COOLING:** Harrison "V" center core radiator. Core material: copper. Water pump on fan. Full-length water jackets around cylinders. Nozzle spray valve seat cooling.  
**FRONT AXLE:** 1-beam section; 4 New Departure ball bearings in wheels.  
**REAR AXLE:** Semi-floating type. One-piece banjo-type pressed steel housing; one-piece differential case.  
**BRAKES:** Four-wheel hydraulic service internal-expanding type on 11" brake drums front and rear; width of brake lining, 1  $\frac{3}{4}$ ". Separate mechanical emergency brakes.  
**WHEELS:** 5 steel spoke artillery wheels. Spare wheel carried in trunk or rear carrier.  
**TIRES:** 5.25-17 balloons.  
**STEERING GEAR:** Semi-reversible, worm and sector type. 14 to 1 ratio.  
**SPRINGS:** Semi-elliptic type; front 36" and rear 49"; threaded shackles. Delco-Lovejoy shock absorbers front and rear on all passenger models.  
**FRAME:** "Box-girder" construction. Two box section side rails connected by 3 box section cross members.  
**EQUIPMENT:** All cars equipped with high pressure gun lubrication system; complete tool kit; hydraulic stoplight; rear vision mirror; automatic windshield wiper; two-beam headlamps with parking bulbs. Adjustable sun visor. Adjustable driver's seat. Fisher No Draft Ventilation.  
**WHEELBASE:** 109".