

CHEVROLET



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38



**F**OR the greater convenience of its customers, Chevrolet presents its 1938 Master De Luxe and Master models in a single catalog. These two series of cars, closely similar in chassis and body design, are alike in essential qualities of appearance, safety and general dependability. They differ chiefly in front spring suspension (Master De Luxe models have Knee-Action at no extra cost). Other variations, in trim and equipment, are set forth in the specifications. The illustrations of Master De Luxe models in the following pages are true representations of the Master models as well, with the exception that they show stainless steel running board moldings, and bumper guards, which are exclusive features of the Master De Luxe models.





CHEVROLET FOR 1938

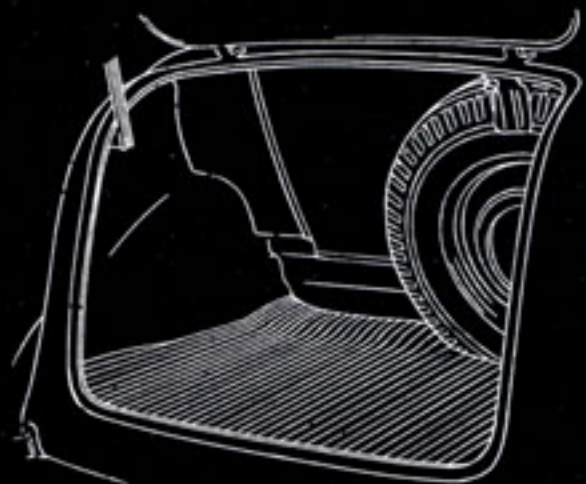
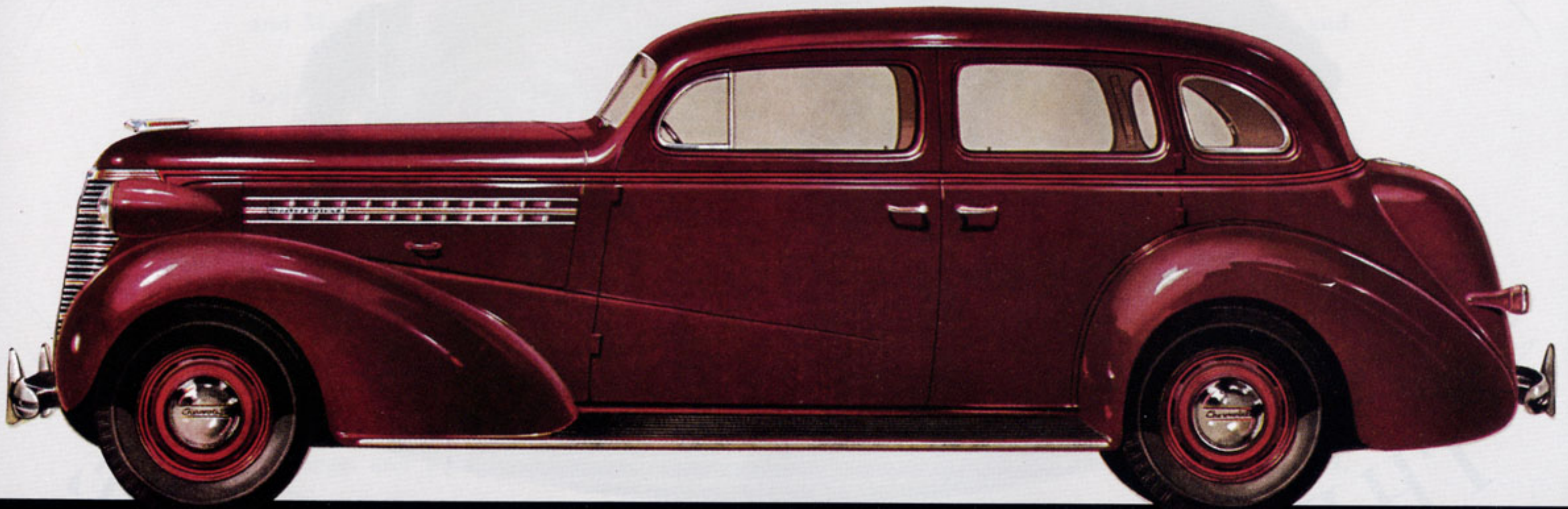


THE CAR THAT IS COMPLETE

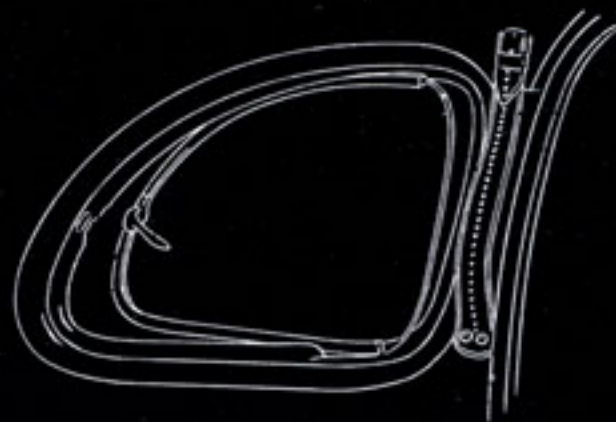


## SPORT SEDAN

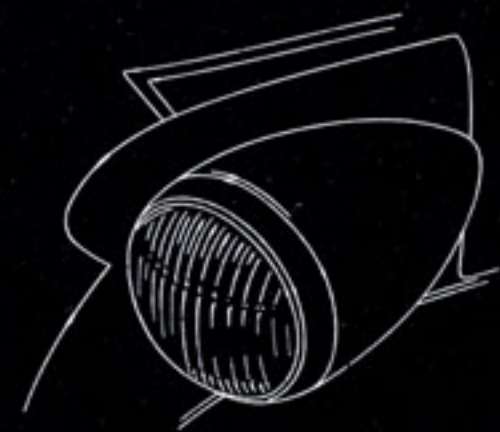
*Special Features*—Built-in luggage compartment, with enclosed spare-tire carrier and accessible, covered tool-box. Convenient parcel ledge at top of rear-seat back.



Greatly increased space is provided in the luggage trunk of the Sport sedan and Town Sedan.



Full-ventilating rear-quarter windows, easily adjustable, are found in the Master De Luxe Sport Sedan and Sedan.

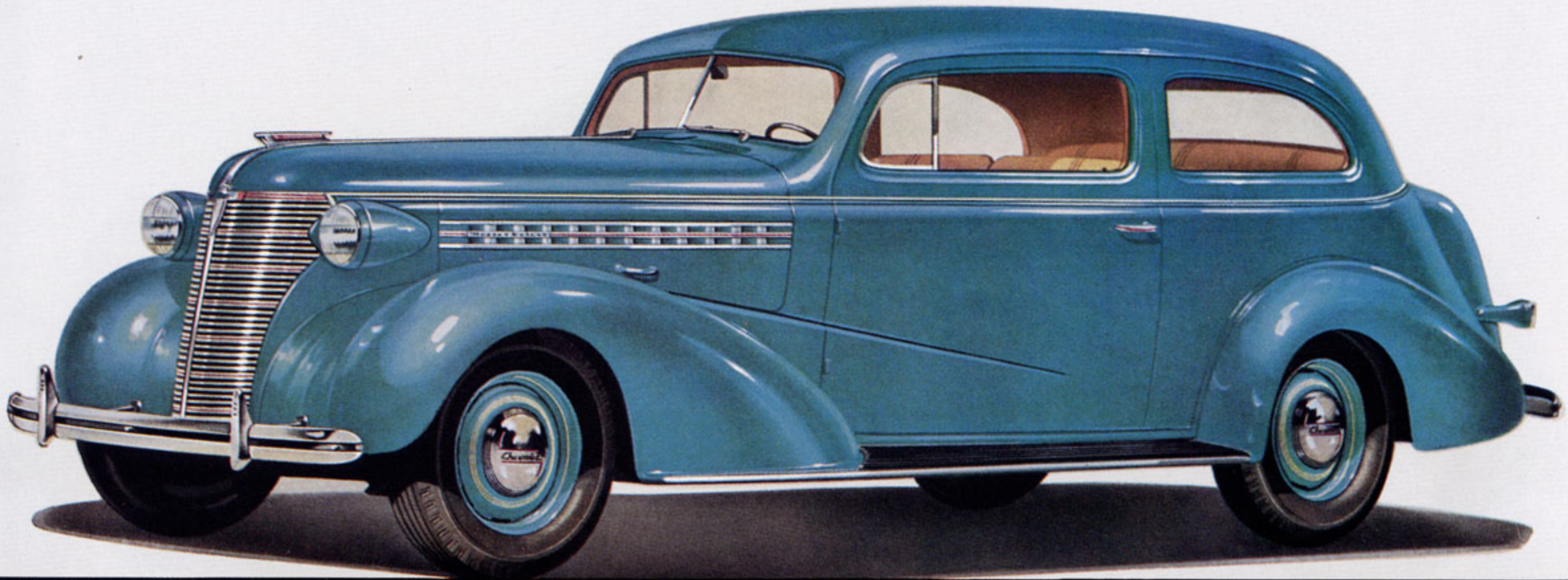


Gracefully slender tear-drop headlamps are mounted into the sides of the radiator shell of all models.



## TOWN SEDAN

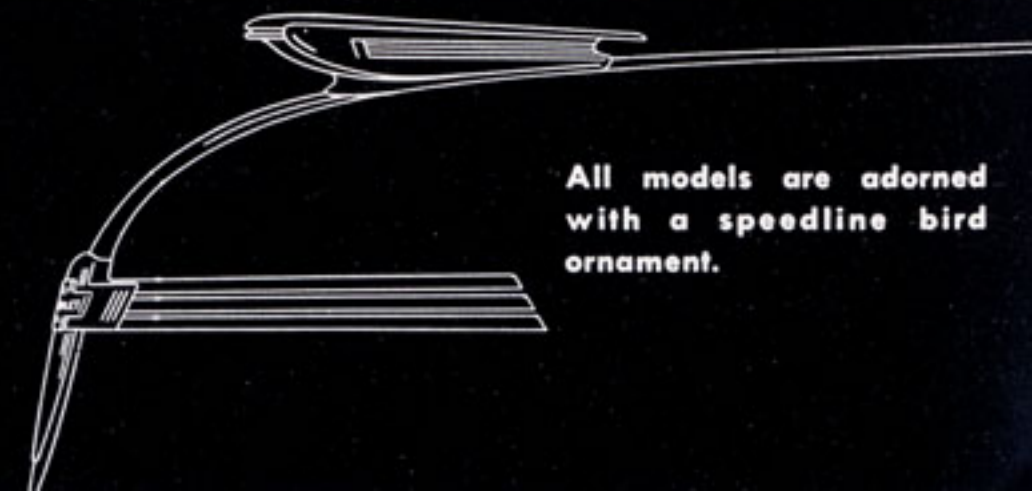
*Special Features*—Built-in luggage compartment, with enclosed spare-tire carrier and accessible, covered tool-box. Convenient parcel ledge at top of rear-seat back. Single full-width front-seat cushion, divided back, in Master De Luxe Town Sedan.



An important added convenience is the under-floor tool-box built into the luggage trunk of the Town Sedan and Sport Sedan.



Assist straps, securely anchored top and bottom, are provided in all five-passenger Master De Luxe bodies.

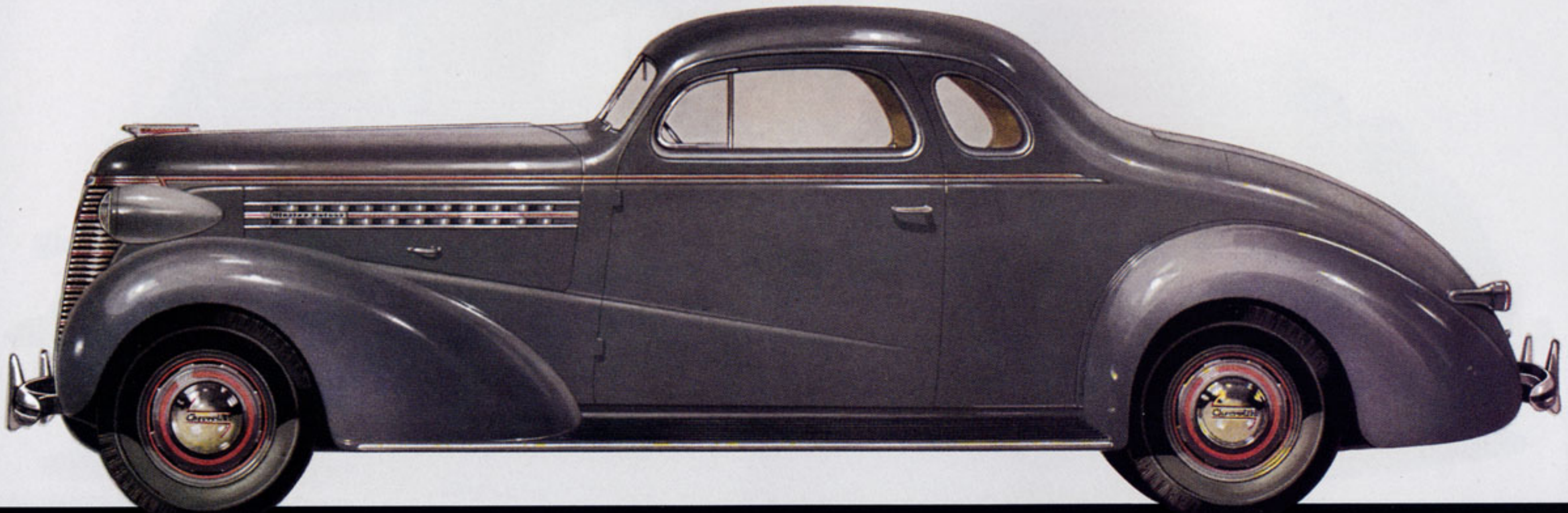


All models are adorned with a speedline bird ornament.



## **BUSINESS COUPE**

*Special Features*—Built-in luggage compartment, with enclosed spare-tire carrier. Convenient parcel ledge at top of seat back.



Every Chevrolet body, both Master and Master De Luxe, has a convenient package ledge at the rear of the passenger compartment.



A restful position in driving is promoted by the arm rest at the driver's seat in every Master De Luxe body.



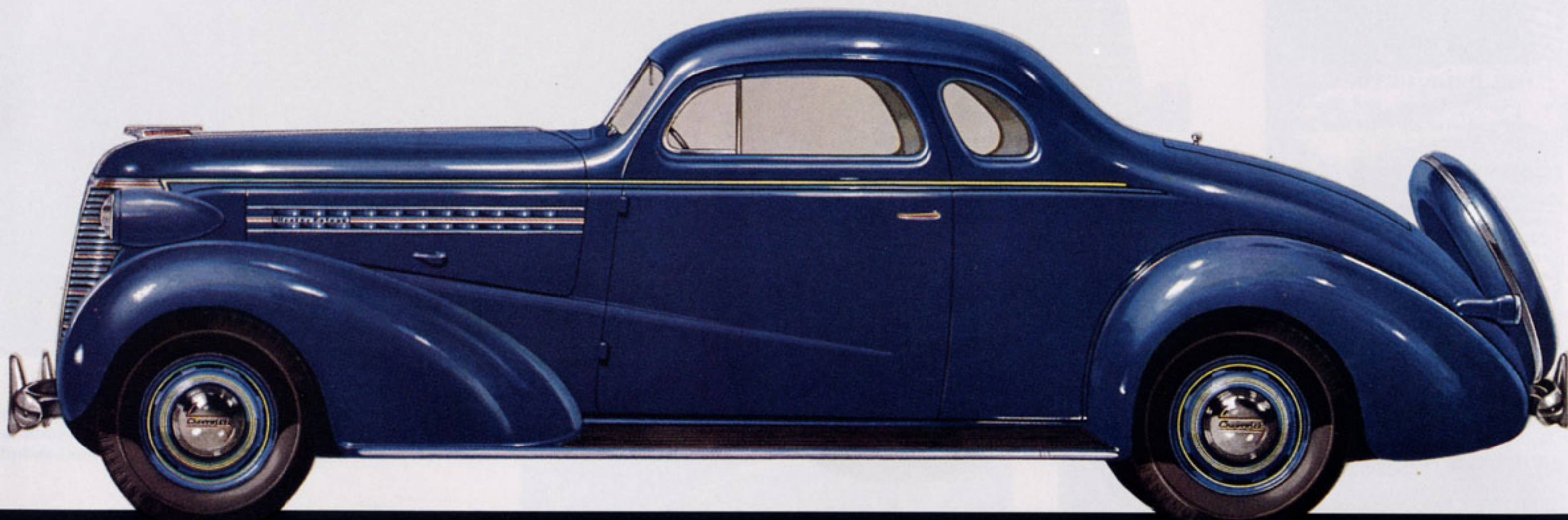
Fisher No Draft Ventilation, providing individual control, contributes materially to comfort in every season.



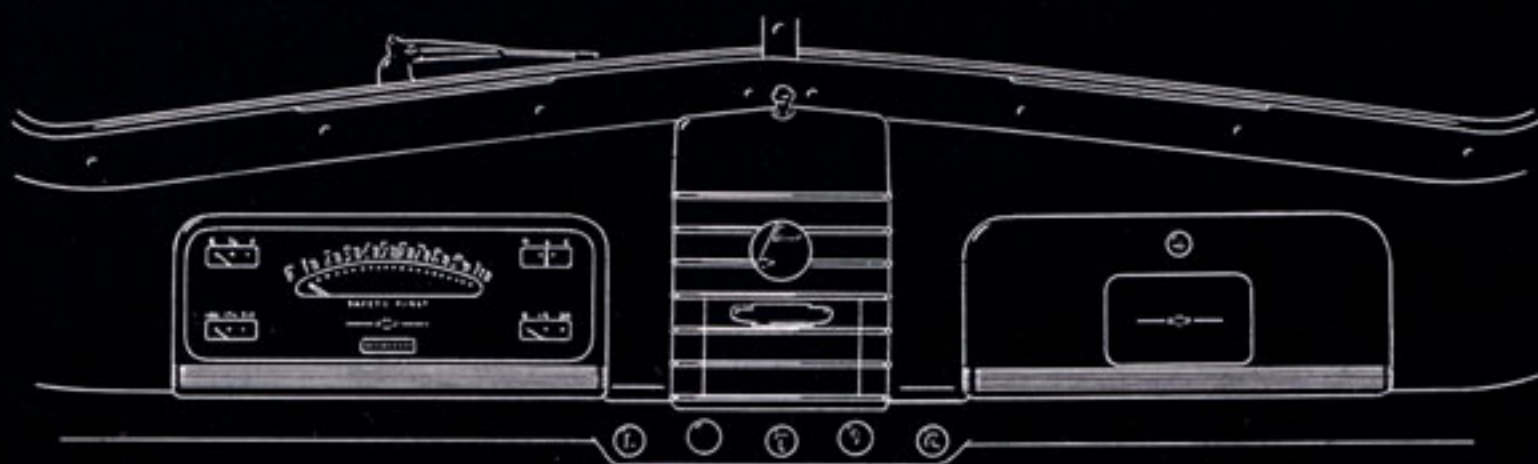
## SPORT COUPE

MASTER DE LUXE ONLY

*Special Features*—Interior luggage space back of seat. Convenient parcel ledge at top of seat back. Single full-width seat cushion, divided back. Rumble seat upholstered in pyroxylin coated moleskin fabric.



Both the Sport Coupe and the Cabriolet have a divided seat back, giving easy access to a large luggage space.



Clear-vision dials and accessible controls feature the modern-mode instrument panel. Two defroster slots are provided for use when a car heater is installed. (Car heater extra equipment.) (Master De Luxe panel shown)



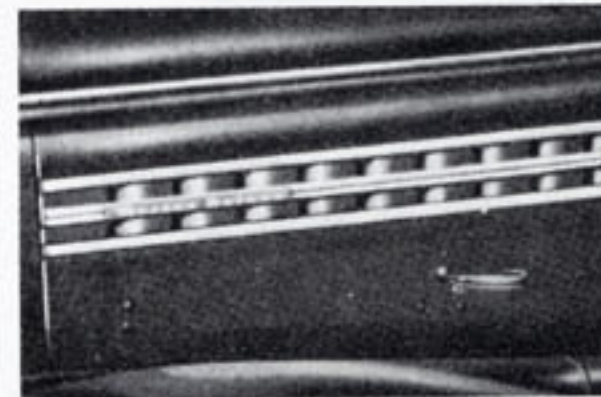
# CHEVROLET MASTER DE LUXE



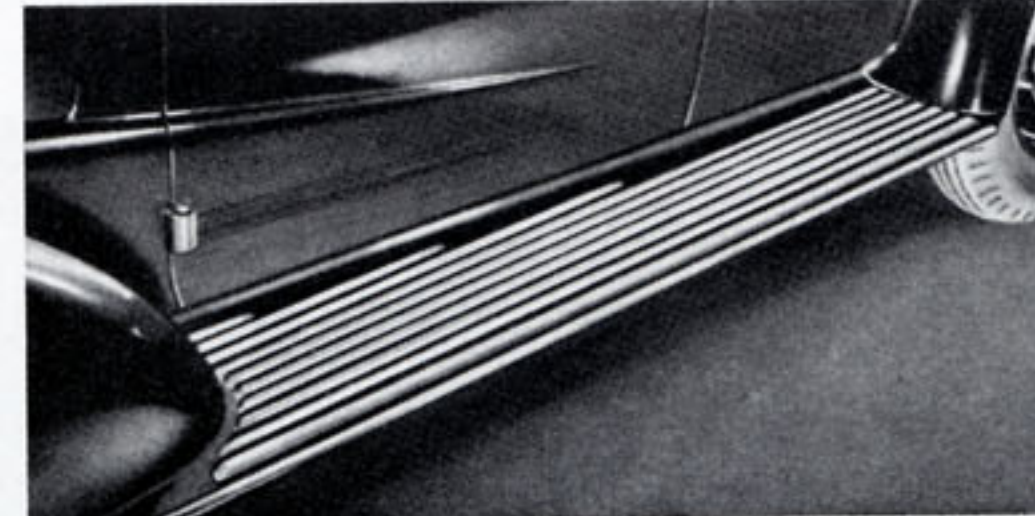
**RADIATOR EMBLEM**  
The emblem and the radiator ornament adorn all models.



**TEAR-DROP HEADLAMPS**  
The slender lamps are mounted into the radiator shell in fixed position.



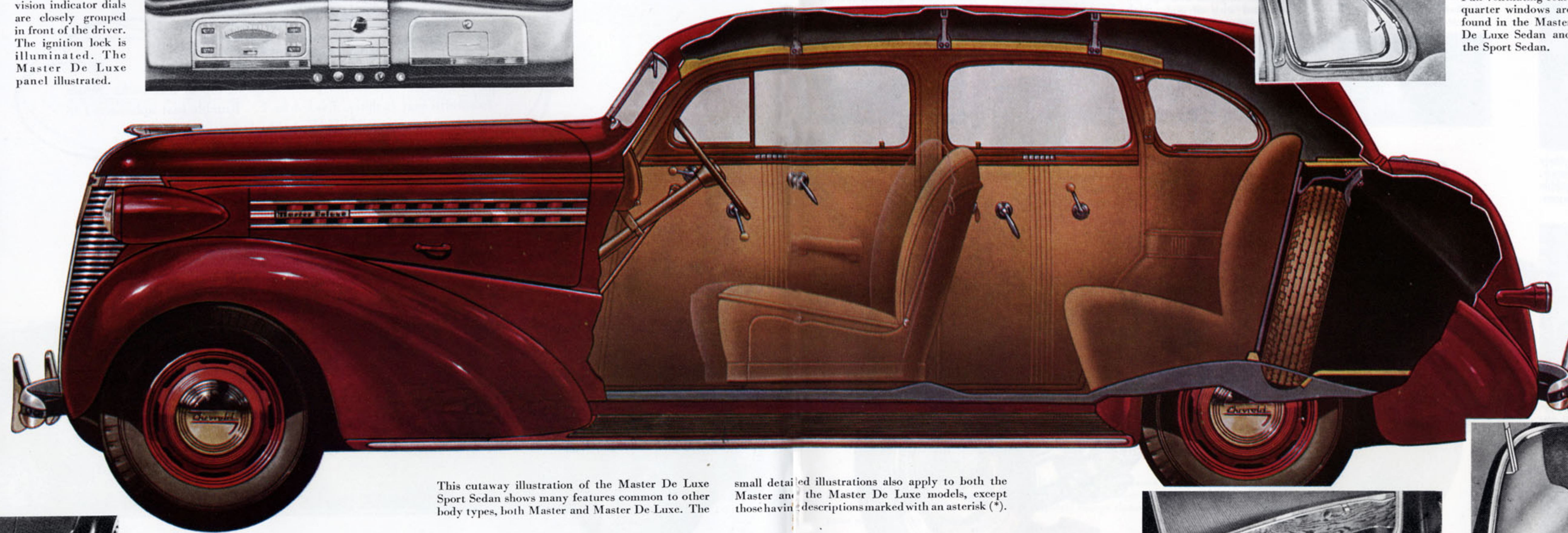
**FULL-LENGTH LOUVERS**  
Three horizontal bars of stainless steel run the full length of the hood louvers. Master De Luxe shown.



**RUNNING BOARDS**—A special tread, edged with extra-deep rubber molding, is a safety feature. On the Master De Luxe models and the Master Cabriolet, the running board is fitted with polished stainless steel trim-molding.

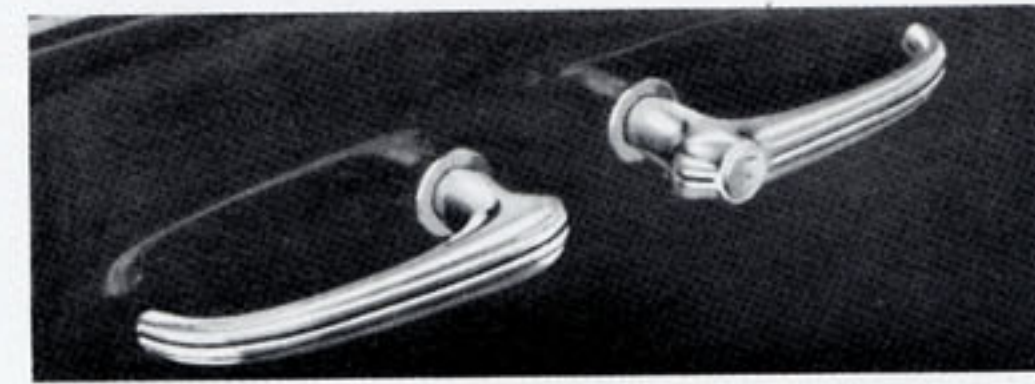


**\*INSTRUMENT PANEL**—Clear-vision indicator dials are closely grouped in front of the driver. The ignition lock is illuminated. The Master De Luxe panel illustrated.



This cutaway illustration of the Master De Luxe Sport Sedan shows many features common to other body types, both Master and Master De Luxe. The

small detailed illustrations also apply to both the Master and the Master De Luxe models, except those having descriptions marked with an asterisk (\*).



**SAFETY DOOR HANDLES**—Beauty, utility and safety are combined in the door handles. They are striped in color to match the striping on hood louvers. The lock opening is fitted with a dust cover.



**VENTILATION**  
No Draft ventipanes, in all models, are effective winter and summer.



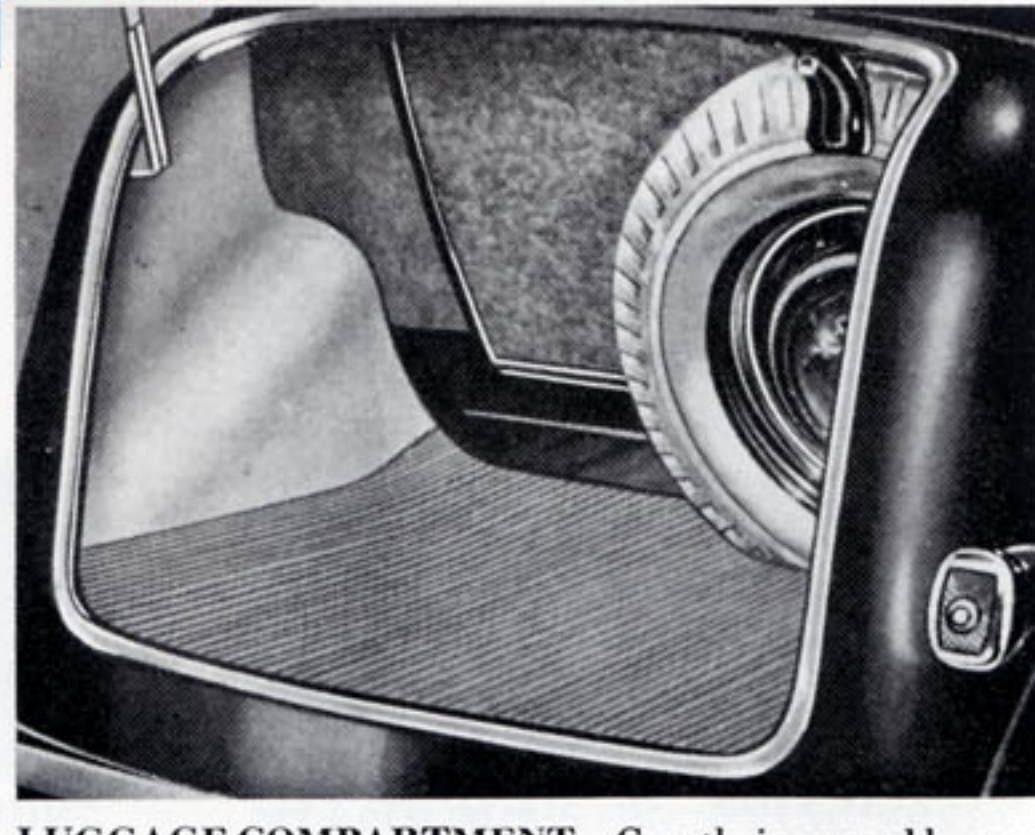
**BATTERY**—A snap-on rubber-sealed cover-plate makes the battery quickly accessible.



**PADDED-TOP SEAT BACKS**—The backs of front seats, in five-passenger bodies, are furnished with softly padded tops, as a measure of safety. All Master De Luxe five-passenger cars have robe cords.



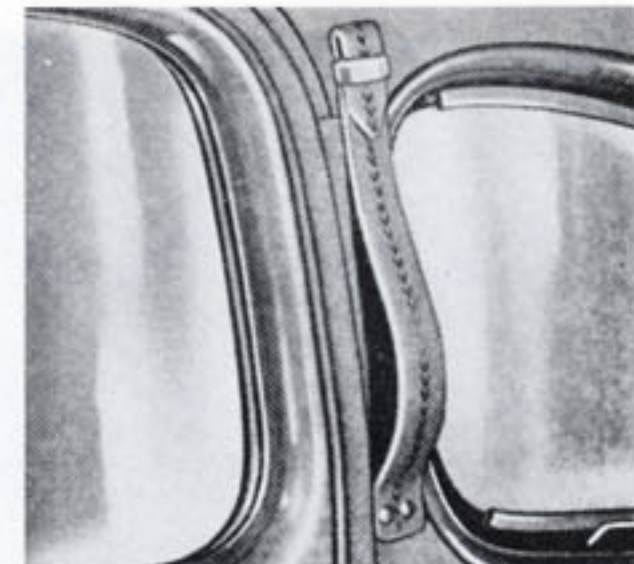
**TOOL COMPARTMENT**—In the Sport Sedan and the Town Sedan, tools are carried in an accessible compartment within the built-in trunk. Tools are protected by a floor-level cover, concealed by the floor mat.



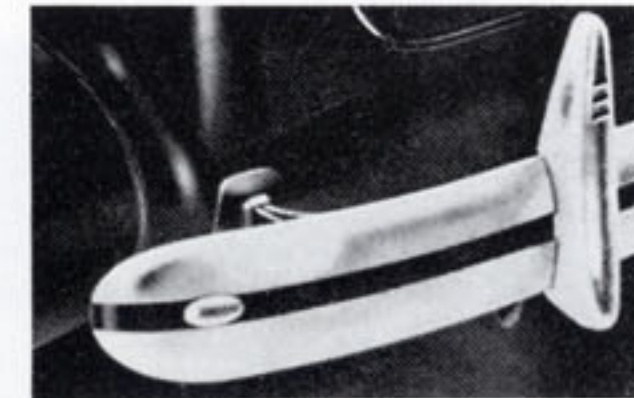
**LUGGAGE COMPARTMENT**—Greatly increased luggage space is a feature of all bodies having built-in trunks. A rubber floor mat protects luggage against chafing. The spare wheel is mounted within the compartment.



**\*TONNEAU WINDOWS**  
Full-ventilating rear-quarter windows are found in the Master De Luxe Sedan and the Sport Sedan.



**\*ASSIST CORDS**—Flat assist cords, firmly anchored top and bottom, are provided in the Master De Luxe five-passenger cars.



**\*BUMPERGUARDS**—These sturdy, protective guards are installed on the bumpers, both front and rear, of all Master De Luxe models and the Master Cabriolet.



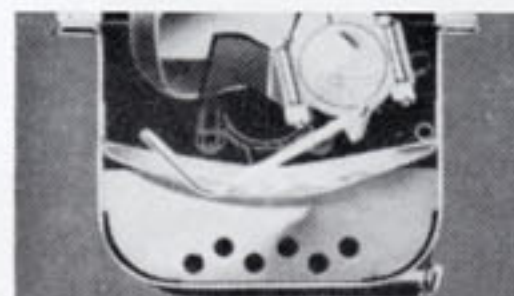
**LEAKPROOF WATER PUMP**

Loss of water and waste of anti-freeze are prevented by the self-adjusting pump.



**PRESSURE STREAM LUBRICATION**

Connecting rod bearings are flushed with oil under high pressure.

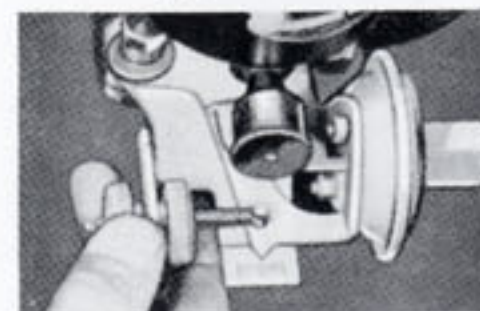


**BLUE-FLAME COMBUSTION**

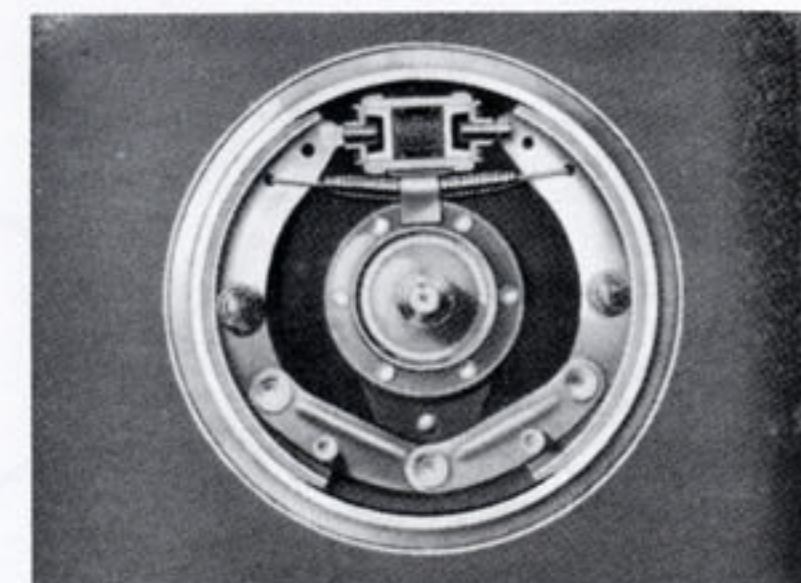
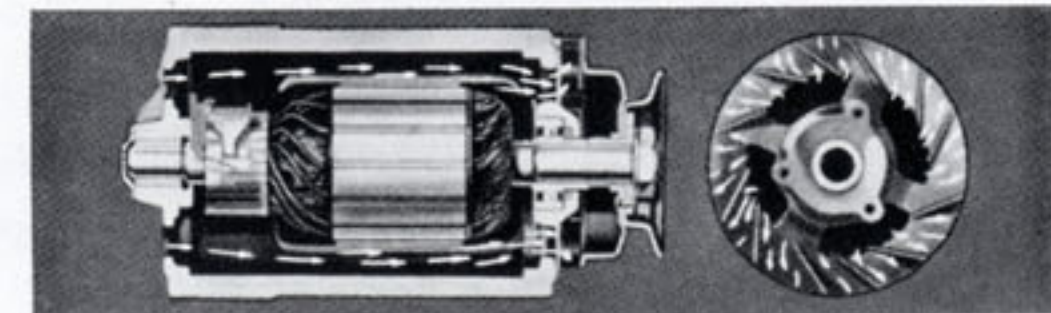
Chevrolet's combustion chamber design insures economy, power and flexibility.



**OCTANE SELECTOR**  
Distributor timing may be quickly regulated so that the engine will get the most out of any grade of fuel used.

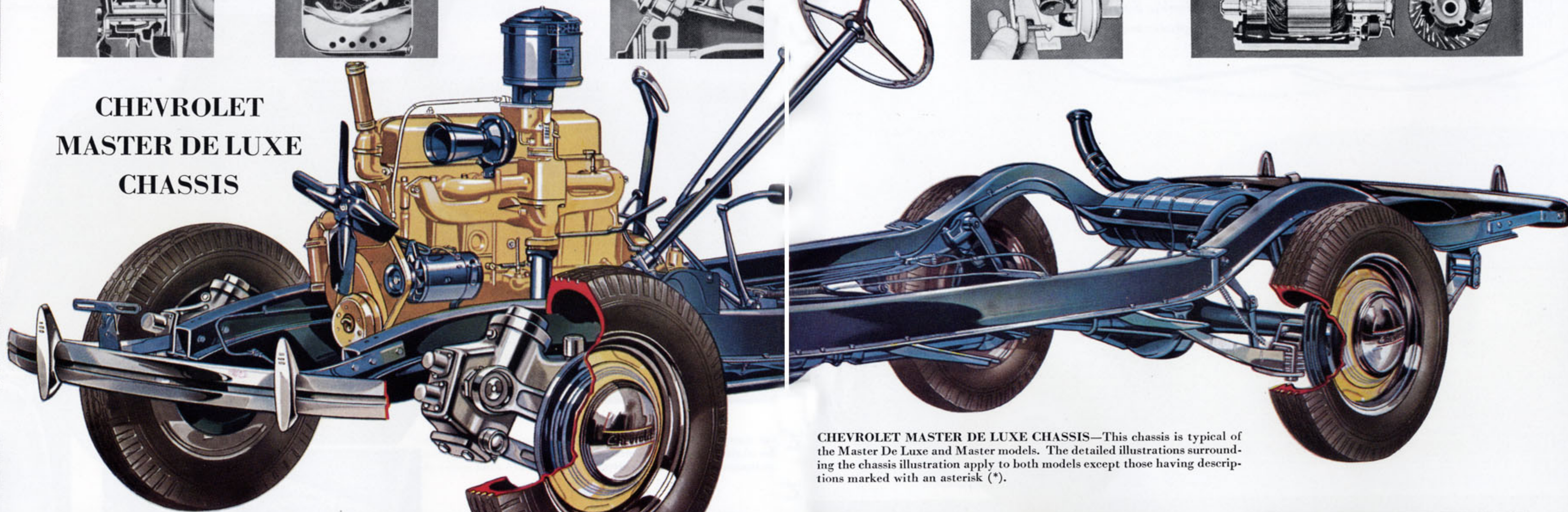


**HIGH-OUTPUT GENERATOR**—The air-cooled generator is equipped with a voltage regulator, which assures ample charging rate for full lamp and accessory load under all normal driving conditions, and prevents drainage to the battery, lights and accessories.

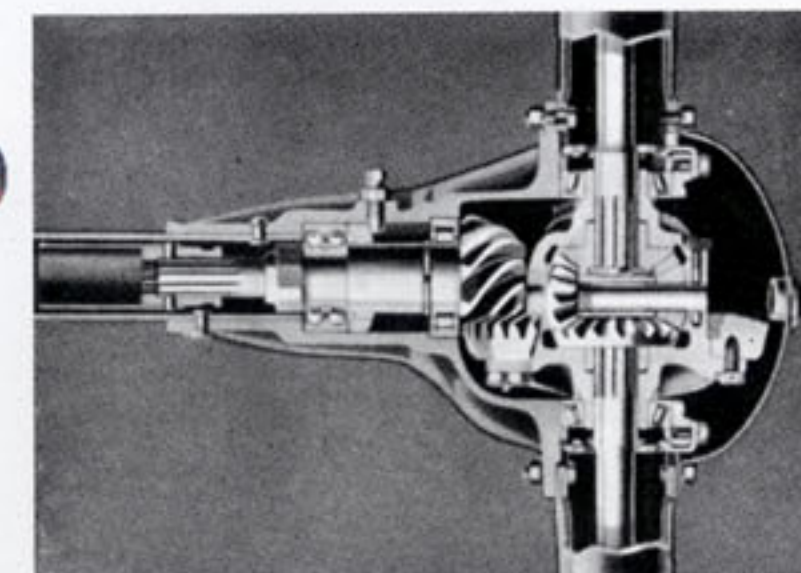


**DOUBLE-ARTICULATED BRAKE SHOE EQUALIZERS**—Only Chevrolet has hydraulic brake actuation in combination with double-articulated brake shoe linkage.

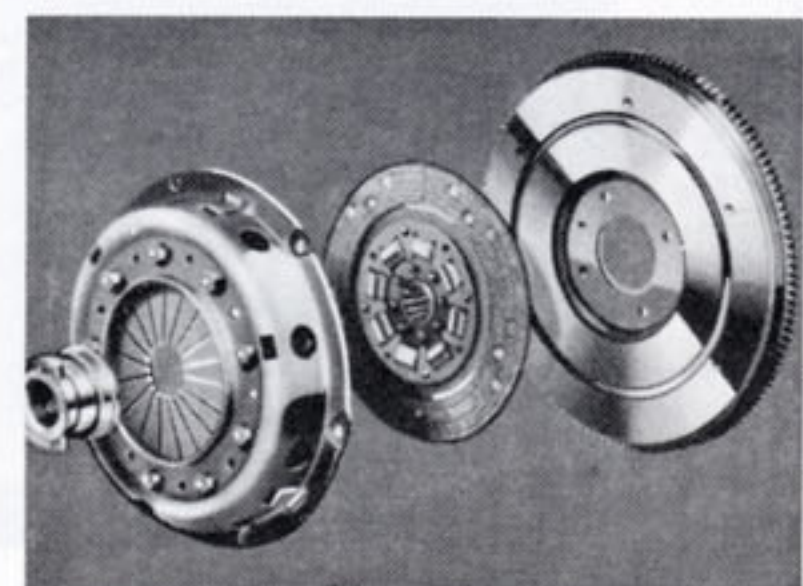
**CHEVROLET MASTER DE LUXE CHASSIS**



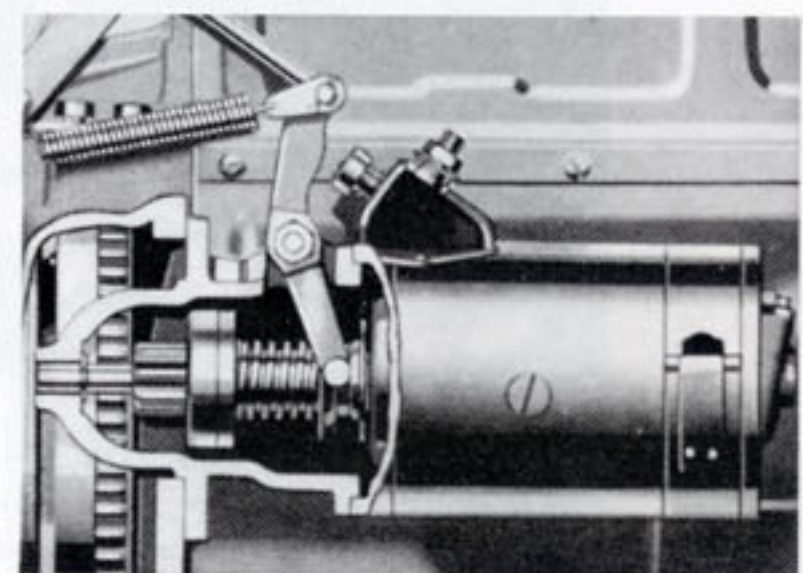
**CHEVROLET MASTER DE LUXE CHASSIS**—This chassis is typical of the Master De Luxe and Master models. The detailed illustrations surrounding the chassis illustration apply to both models except those having descriptions marked with an asterisk (\*).



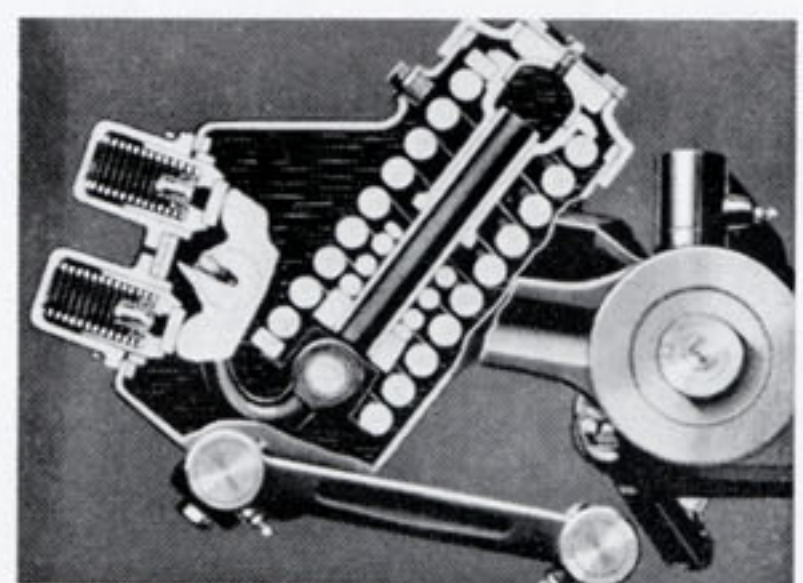
**HYPOID-GEAR REAR AXLE**—The Chevrolet hypoid-gear rear axle has an unsurpassed record for efficient and trouble-free operation. Its sturdy torque tube relieves the rear springs of braking and driving reaction.



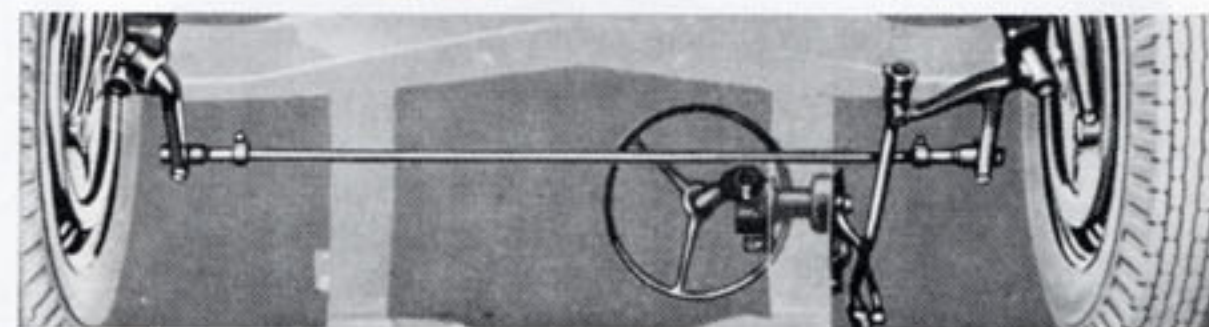
**DIAPHRAGM SPRING CLUTCH**—Only Chevrolet offers this revolutionary clutch, which is simple in construction and notable for its reduced pedal pressure and its firmer, softer engagement.



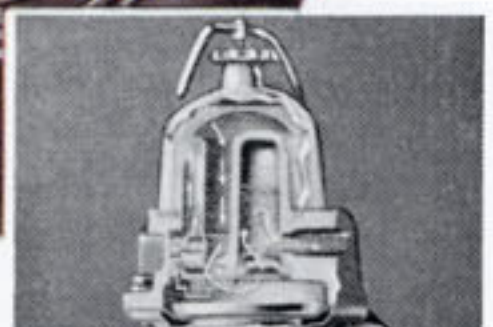
**MECHANICAL STARTER ENGAGEMENT**—The starter pinion remains in engagement with the flywheel until a positive start is effected.



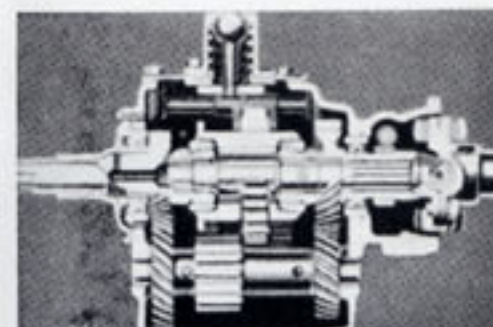
**\*KNEE-ACTION**—On Master De Luxe models, road shocks are absorbed by heavy coil springs, completely enclosed in a sturdy housing which is filled with a liquid that both lubricates and acts as a shock absorber fluid.



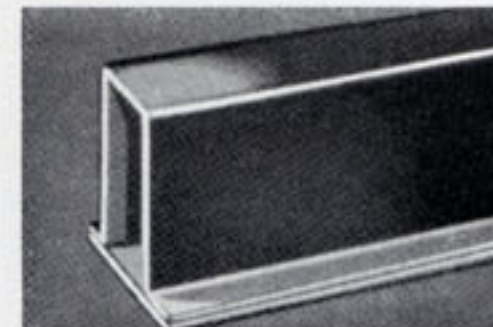
**\*SHOCKPROOF STEERING**—Only Chevrolet Master De Luxe cars possess steering so designed that every part is totally free from the up-and-down movement of the front wheels. It is impossible for road shock to reach the steering wheel.



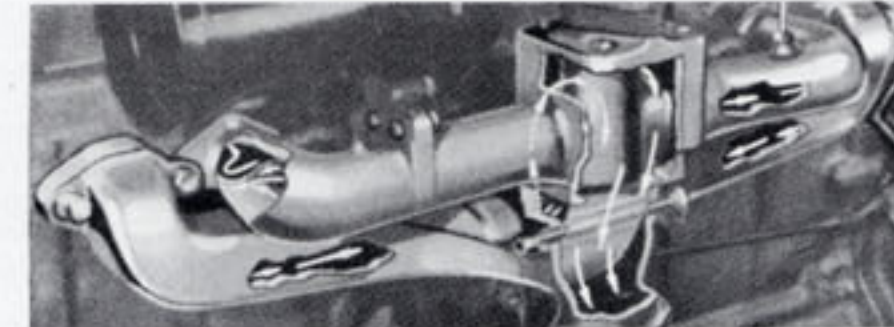
**FUEL PUMP**  
Air-pressure chambers within the pump maintain a smooth, even flow of gasoline to the carburetor.



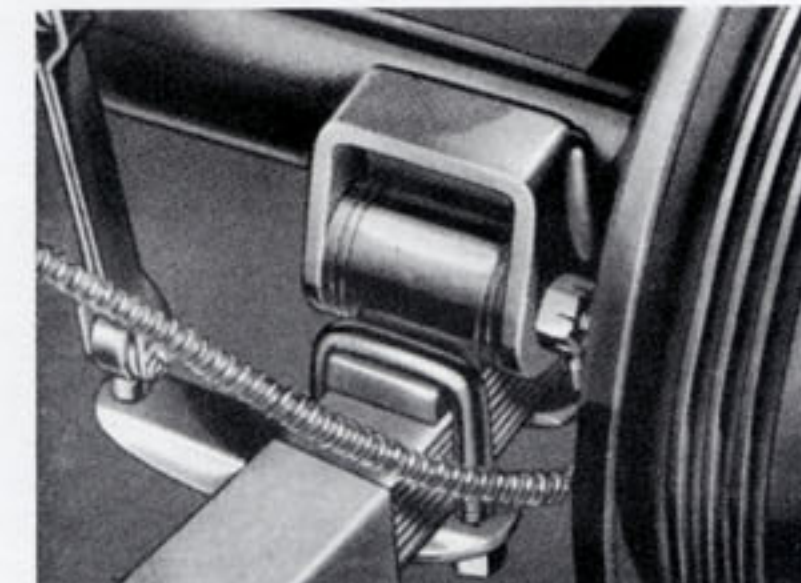
**SYNCHRO-MESH TRANSMISSION**  
Silent, easy gear-changing is assured by sturdy synchronizing cones.



**BOX-GIRDER FRAME**  
The side-rails and the cross-members are of flanged box-section, the most rigid construction known to engineers.



**MANIFOLD HEAT CONTROL**—The temperature of the fuel mixture is controlled by a manifold warming chamber. A thermostat-controlled by-pass automatically regulates the flow of exhaust gas through the chamber.



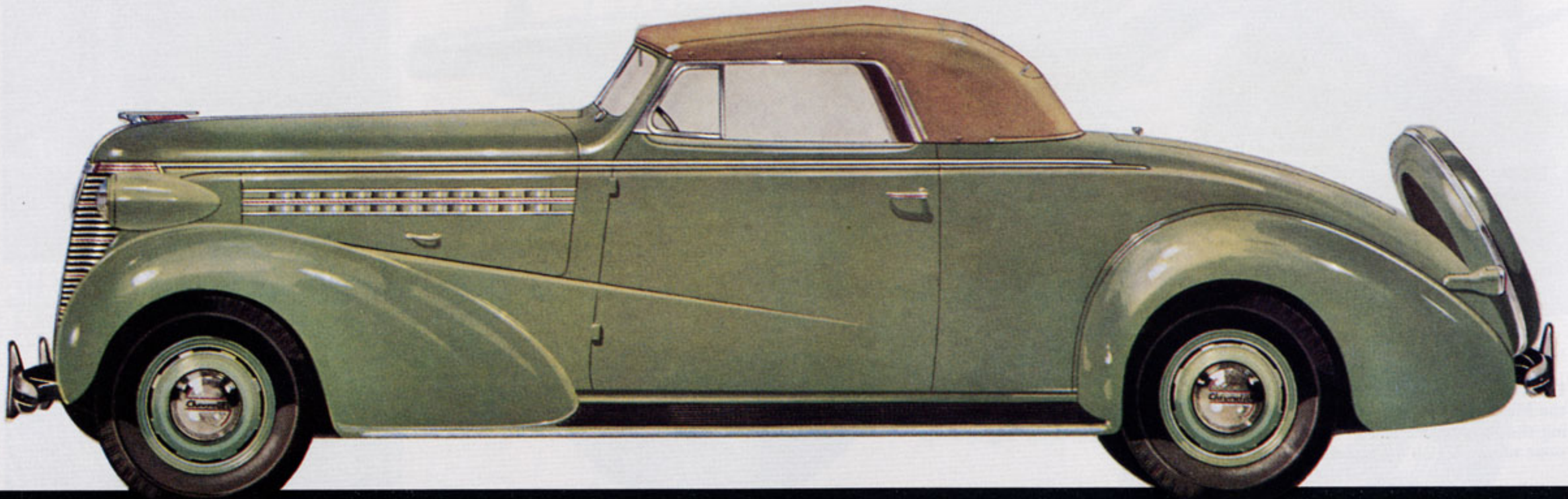
**RUBBER-MOUNTED SPRING SEATS**—The rear springs are mounted forward of the rear axle, on rubber bushings that absorb vibrations and insure silence. No lubrication is required.



## CABRIOLET

MASTER ONLY

*Special Features*—Interior luggage space back of seat. Convenient parcel ledge at top of seat back. Single full-width seat cushion, divided back. Rumble seat upholstered in pyroxylin coated moleskin fabric.



The rumble seat of the Cabriolet and Sport Coupe is deeply cushioned. A foot-rest is built into the body floor.



The combination tail and stop light on the left-hand side of all models supports a strong, rigid, license-plate bracket, with an anti-rattle clamp.



Bumper guards are standard equipment on the front and rear bumpers of the Master Cabriolet and all Master De Luxe cars.



## SEDAN

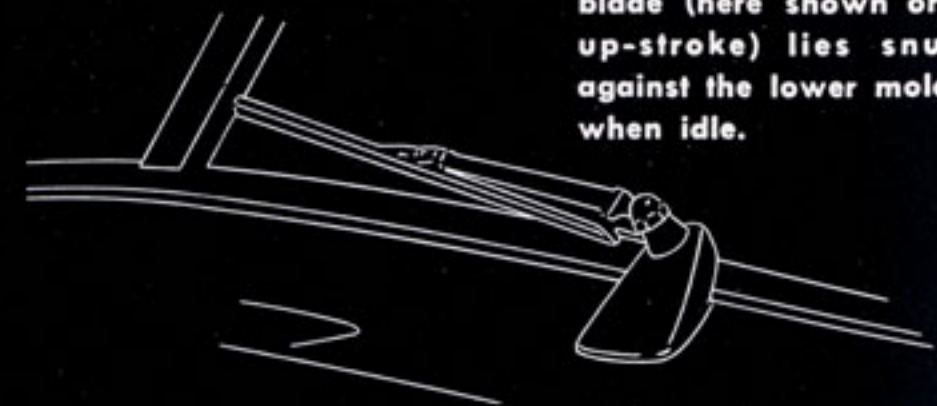
*Special Features*—Interior luggage compartment back of rear seat. Convenient parcel ledge at top of rear-seat back. Full-ventilating adjustable rear-quarter windows in Master De Luxe Sedan.



The top edge of the front-seat back in all five-passenger models is softly padded for greater safety. All five-passenger Master De Luxe models are equipped with resilient robe cords.



Safety-type door handles of graceful shape carry a color stripe matching the color of the hood-louver molding stripe.

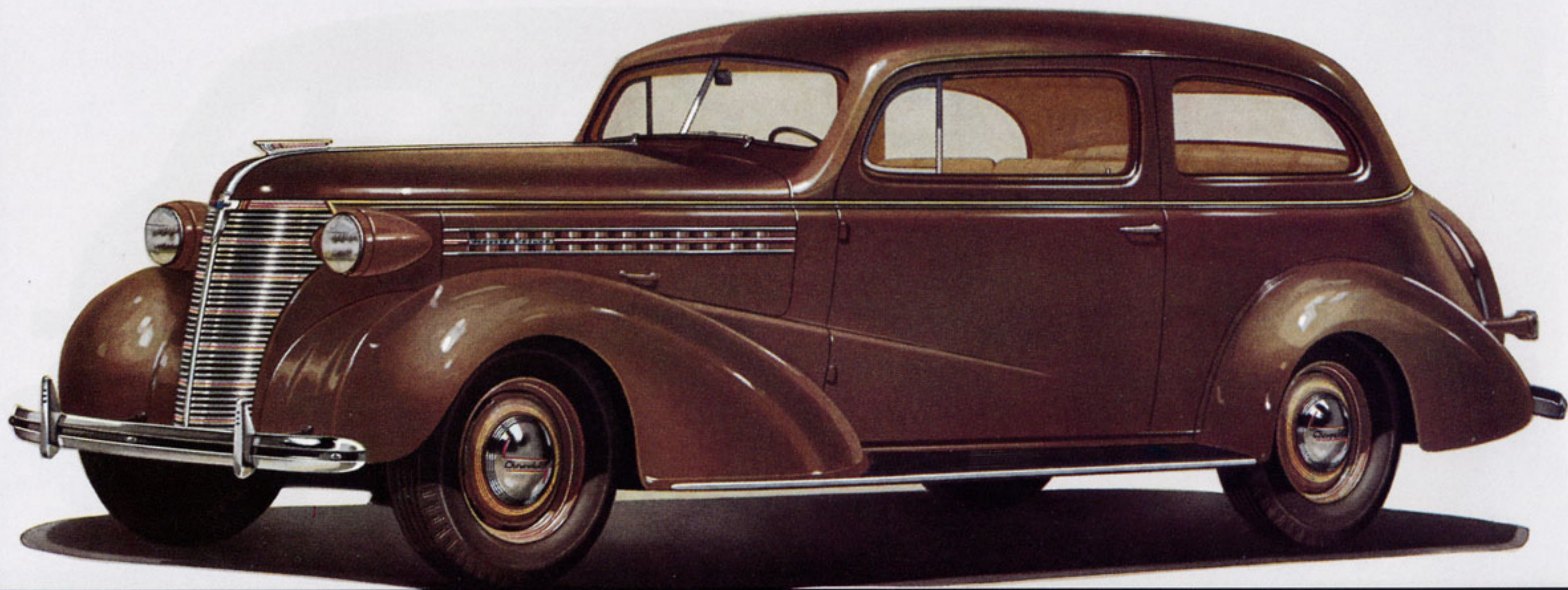


The windshield wiper blade (here shown on its up-stroke) lies snugly against the lower molding when idle.



## COACH

*Special Features*—Interior luggage compartment back of rear seat. Convenient parcel ledge at top of rear-seat back. Single full-width front-seat cushion, divided back, in Master De Luxe Coach.



The driver's compartment, in all models, is notable for its roominess and the easy accessibility of the controls. The V-shape windshield gives wide-angle vision. (Master De Luxe illustrated)



In all five-passenger models, there are rear-seat arm rests. The Master De Luxe Coach and Town Sedan arm rests are fitted with ash receptacles.



# CHEVROLET FOR 1938

## *Facts about the Master De Luxe and Master Models*

### MASTER DE LUXE AND MASTER MODELS

**ENGINE:** Valve-in-head. Six cylinders, 3½" bore, 3¾" stroke; 85 horsepower.  
**PISTONS:** Lightweight cast-iron, with dome-head and slipper-skirt; electroplated.  
**CRANKSHAFT:** Weight, 68 pounds. Counterbalanced. Harmonic balancer.  
**BEARINGS:** Four removable steel-backed main bearings. Four removable steel-backed camshaft bearings. Cast babbit connecting rod bearings.  
**OILING SYSTEM:** Capacity, 5 quarts. 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:** Carter single-adjustment balanced down-draft carburetor, with accelerating pump. AC air cleaner, silencer, flame arrester. Fuel mixture heated (thermostatic control) in manifold heat chamber. Mechanical high-reserve fuel pump with filter. Fourteen-gallon tank in rear. (On *Business Coupe*, 18-gallon tank, in middle of car.)  
**COOLING SYSTEM:** Capacity, 14 quarts. Harrison ribbed-cellular copper-core radiator. Self-adjusting water pump. Full-length water jackets. Nozzle-spray valve seat cooling. Four-blade fan.  
**ELECTRICAL:** Delco-Remy ignition with automatic and vacuum spark advance control, octane selector, waterproof high-tension wires. High-output ventilated generator. Voltage regulator. Seventeen-plate battery, 100 ampere-hours. Accessible snap-fit battery cover. Mechanical-shift starter.  
**CLUTCH:** Diaphragm spring. Cushion-mounted disc with braided molded facings. Permanently lubricated throwout bearing.  
**TRANSMISSION:** Synchro-Mesh. Silent second speed.

**POWER PLANT MOUNTING:** Cushion-balanced.  
**FRAME:** Box-girder type, with flanged 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. Hydraulic shock absorbers.  
**BRAKES:** Four-wheel hydraulic. 11" brake drums, with cast-iron braking surface and cooling ribs. Separate mechanical hand brakes.  
**WHEELS AND TIRES:** Five short-spoke steel disc wheels. Five 6.00-16 tires. Spare wheel and tire carried in concealed compartment or on rear carrier.  
**BODY:** All-steel structure, with Fisher Turret Top and solid steel underbody. Sloping "V" windshield with wiper at bottom. Fisher No Draft ventilation. Screened cowl ventilator. Safety glass throughout. Adjustable driver's seat and sun visor. Rear-view mirror. "Breathing-back" mohair velvet upholstery. Safety-tread running boards.  
**LIGHTS:** Two-beam headlamps with parking bulbs. Left-hand tail and stop light. Dome light (except *Cabriolet*).  
**INSTRUMENT PANEL:** Indirectly lighted. Includes battery charge indicator, oil pressure gauge, speedometer, illuminated theft-resisting ignition lock, lighting switch, choke and throttle controls, gasoline gauge, and package compartment with flush lock. Covered openings for installation of radio controls, cigar lighter and clock. Two windshield defroster openings.  
**EQUIPMENT:** Bumpers. Tire lock (on *Coach, Sedan, Sport Coupe* and *Cabriolet*). High-pressure lubrication gun. Tool kit.  
**WHEELBASE:** 112¼ inches.

### MASTER DE LUXE MODELS ONLY

**FRONT SUSPENSION:** Fully enclosed Knee-Action, with built-in double-acting hydraulic shock absorbers.  
**STEERING GEAR:** Semi-reversible, worm and ball roller; 17½ to 1 ratio.  
**REAR AXLE:** 4.222 to 1 ratio.  
**REAR SPRINGS:** Metal spring-covers.  
**BODY:** Broadcloth upholstery optional. Decorative door sill plates, instrument panel trimming, and medallions on door and window moldings. Two front seat arm rests, two assist cords, robe cord, ash tray for rear seat passengers, and adjustable full-ventilating rear-quarter windows in *Sedan* and *Sport Sedan*.

Driver's seat arm rest, assist cord, two robe cords, two ash trays for rear seat passengers, and full-width front seat cushion with divided back in *Coach* and *Town Sedan*. Two arm rests in *Coupe*s. Full-width seat cushion with divided back and rumble seat in *Sport Coupe*. Rear window curtain in five-passenger body types.  
**INSTRUMENT PANEL:** Engine heat indicator. Ash receiver.  
**EQUIPMENT:** Bumper guards. Master De Luxe name-plate on hood louvers. Running board moldings. Rubber pads on all pedals. Right-hand tail and stop lamp.

### MASTER MODELS ONLY

**FRONT SUSPENSION:** I-beam front axle. Semi-elliptic springs; reversed front eyes, double wrapped. Hydraulic shock absorbers.  
**STEERING GEAR:** Semi-reversible, worm and needle roller; 19 to 1 ratio.  
**REAR AXLE:** 3.727 to 1 ratio.  
**BODY:** Bucket-type front seats in *Town Sedan* and *Coach* body types.

**CABRIOLET EQUIPMENT:** Bumper guards. Running board moldings. Rubber pads on all pedals. Two arm rests. Master De Luxe instrument panel with ash tray. Full-width seat cushion and divided seat back. Rumble seat. Decorative door sill plates, instrument panel trimming, and medallions on window moldings. Right-hand tail and stop lamp.

*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. Spare tire covers on illustrations are at extra cost.*

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