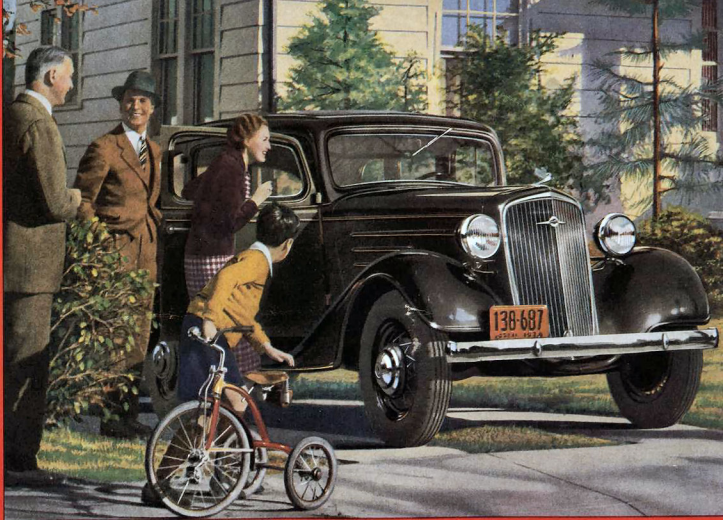


STANDARD
PROJECT
for
1935



The New Standard Six

FEATURES OF THE NEW CHEVROLET STANDARD SIX

UNUSUAL OPERATING ECONOMY

FASTER ACCELERATION THAN EVER

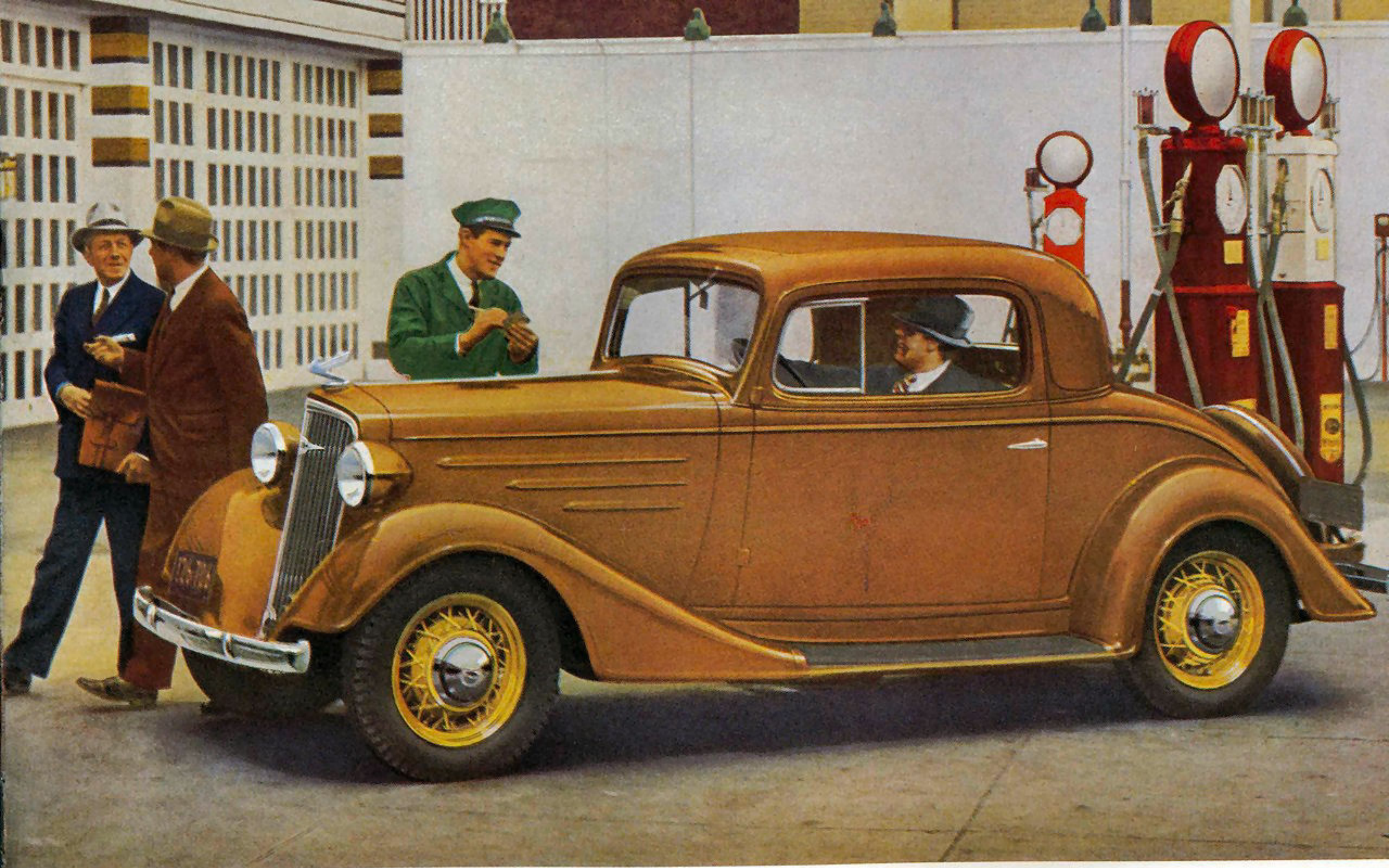
BIG, ROOMY BODIES BY FISHER

SMOOTH, POWERFUL, CABLE-CONTROLLED BRAKES

ECONOMICAL VALVE-IN-HEAD ENGINE

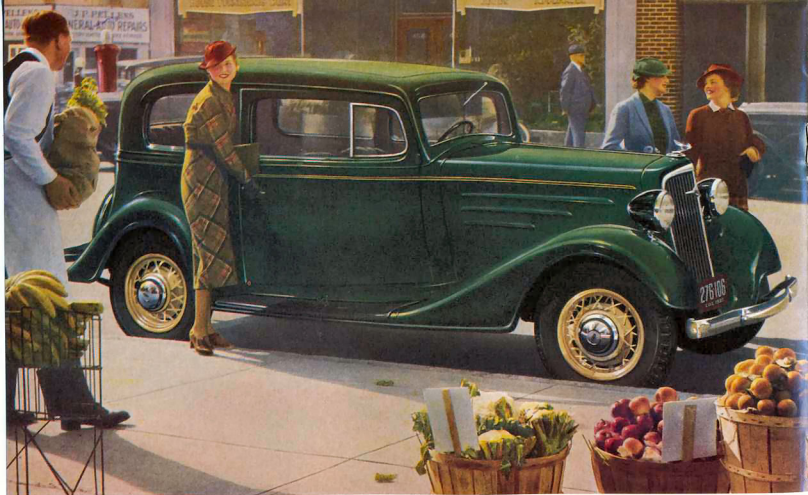
Styled for those who demand modern beauty! . . . Engineered for drivers who prize performance! . . . Priced unbelievably low for ordinary incomes! . . . Such is Chevrolet's New Standard Six, hailed everywhere as the great economy car of 1935. . . . Equipped with the Master engine, the New Standard Six gives you three times the 25 per cent more power throughout its entire speed range. . . . It is a look-on-the-go-away, a delightfully easy car to drive through traffic or park in tight places; a smooth and steady miles-a-

marker of sustained speed on the highway. . . . Its many luxuriously upholstered Fisher Bodies contribute to delightful riding comfort. . . . And one glance at its major specifications tells you the New Standard Six is built for extraordinary reliability in day-after-day service. . . . Such great durability means unusual freedom from mechanical expense. To this is added gasoline and oil mileage as high as to enable the New Standard Six to cut records for low cost of operation and upkeep entirely new—even in the low-price field.



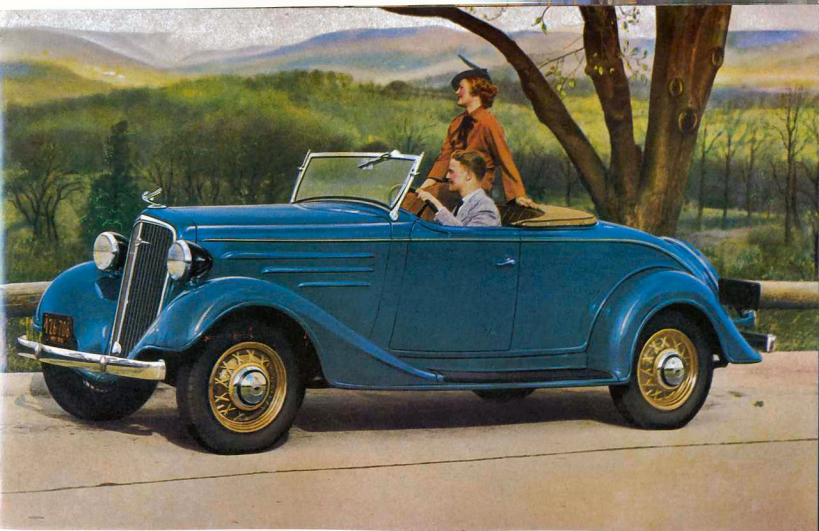
The
Chevrolet New Standard
COUPE

Unusually smart but unusually practical, the new Standard Six Coupe is favored as a personal or a business car—or for the small family. . . . The deep cushioning, upholstered in extra-heavy, long-wearing mohair, combines restful seating comfort with great durability. . . . The seat is adjustable by means of “finger-tip” control. . . . The rear luggage compartment provides unusually large capacity. . . . Fisher No Draft Ventilation, overlapping doors and insulation against heat and cold assure snug protection in inclement weather and cool driving in summer.



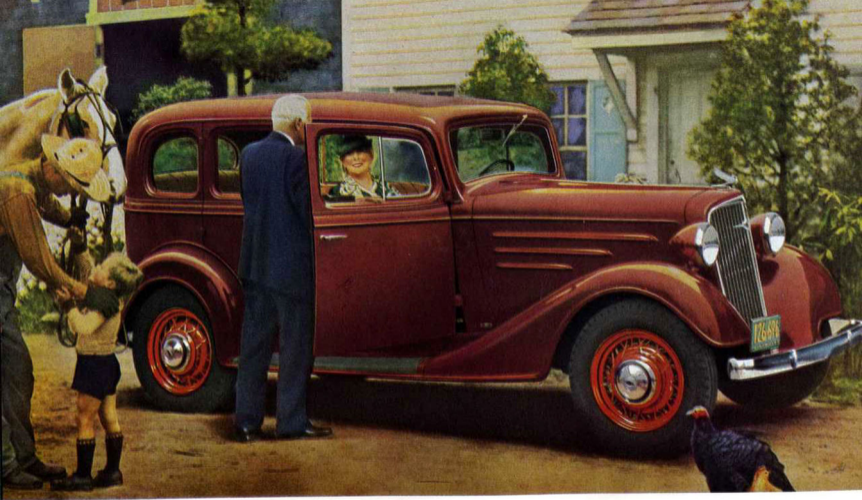
The
Chevrolet New Standard
COACH

New comfort and convenience characterize the Coach. Among its features are extra-roominess, the easily adjustable driver's seat and the flat floor of the rear compartment. . . . The upholstery is mohair of heavy, long-wearing texture; the well-tailored headlining harmonizes in color with the upholstery. . . . Fisher No Draft Ventilation and the screened cowl ventilator which opens to the front, protect health and promote comfort in all seasons. . . . Its appearance, its utility and its value combine in recommending the New Standard Six Coach as a particularly sound investment.



The
Chevrolet New Standard
ROADSTER

The thrilling beauty of the Roadster is heightened by the knowledge that its racy, streamlined contours convey a true impression of its smooth speed and powerful acceleration. . . . The long hood, wide-skirted fenders and snug-fitting top present the hand-tailored appearance usually associated with the most expensive cars. . . . The top folds compactly, emphasizing length and lowness. . . . The car is so spirited in appearance and in performance and at the same time so inexpensive to buy and to operate, that it makes strong appeal to a wide range of buyers.



The
Chevrolet New Standard
SEDAN

In addition to the all-important chassis features which give to each New Standard Six model its splendid durability, performance and economy, the Sedan exhibits such refinements as the following: Long wearing, thick ply upholstery in richly beautiful colors; recessed arm rests in rear compartment; carpet-covered foot rest; pockets of the upholstery material on back of front seat and on the right front door; robe rail; push-button internal door latches in door mouldings and the various other equipment ordinarily looked for in cars of much higher price.



The
Chevrolet New Standard
PHAETON

This model seems to speak of fragrant breezes from far-flung summer fields and of the open road that beckons on ahead. . . . Seats are deeply cushioned; the rear compartment floor is lower and the front seat back is recessed, providing additional leg room for rear seat passengers to lounge at ease. . . . With the trimly tailored top raised, the Phaeton presents an equally dashing appearance—and the owner's appreciation of the smart effect is not at all lessened by the comforting thought of the car's low purchase price and its low cost of operation and upkeep.

SPECIFICATIONS OF THE 1935 NEW CHEVROLET STANDARD SIX

ENGINE: Six cylinders; valve-in-head type; $3\frac{1}{8}$ " bore; 4" stroke.

CYLINDERS: Cast en bloc (including upper half of crankcase). Head detachable.

VALVES: $1\frac{1}{8}$ " diameter intake; $1\frac{1}{8}$ " diameter exhaust.

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

CRANKSHAFT: Weighs 69 pounds. Counter-balanced. Three main bearings.

CRANKSHAFT BEARINGS: Front $2\frac{1}{8}$ " diameter by $1\frac{1}{8}$ " long. Center $2\frac{1}{8}$ " diameter by $1\frac{3}{8}$ " long. Rear $2\frac{1}{8}$ " diameter by $2\frac{1}{8}$ " long. Material: steel-backed babbit.

CAMSHAFT BEARINGS: Front $1\frac{1}{8}$ " diameter by $1\frac{3}{8}$ " long. Center $1\frac{3}{8}$ " diameter by $2\frac{1}{8}$ " long. Rear $1\frac{3}{8}$ " diameter by $1\frac{3}{8}$ " long. Center and rear bearing, steel-backed babbit.

OILING SYSTEM: Positive pressure feed to crankshaft main bearings, camshaft bearings and valve rocker arms. Vane type pump in crankcase; oil pressure gauge in instrument panel. Crankcase ventilator. Oil pump capacity 8.5 quarts per minute. Screen on intake side of oil pump. 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.

CARBURETOR: Carter—down-draft construction. With accelerating pump. Single adjustment. Gasoline filter in fuel pump. AC air cleaner, silencer and flame arrester.

FUEL: Mechanical fuel pump. 11-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, three speeds forward and one reverse; unit power plant construction.

INSTRUMENT PANEL: Indirectly lighted. Includes ammeter, oil gauge, speedometer, theft-resisting ignition lock, lighting switch, carburetor choke, throttle control, gas gauge.

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

COOLING: Harrison "V" center core radiator, water pump on fan. Core material: copper.

FRONT AXLE: I-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 service internal-expanding type on 10" brake drums front and rear; width of brake lining, $1\frac{3}{4}$ "

WHEELS: 5 wire wheels and rear carrier standard equipment except as specified.

TIRES: 5.25-17 balloons.

STEERING GEAR: Semi-reversible, worm and sector type. 14 to 1 ratio.

SPRINGS: Long chrome-vanadium semi-elliptic type; front 33" and rear 54"; self-adjusting shackles. Delco-Looney shock absorbers front and rear on all passenger models.

FRAME: Channel section $5\frac{1}{8}$ " deep, width of flange $2\frac{1}{8}$ ". Stock thickness $\frac{3}{16}$ "; 3 sturdy cross members. "X" type sub-frame construction.

EQUIPMENT: All cars equipped with high pressure gun lubrication system; complete tool kit; automatic stoplight; rear vision mirror; full vision one-piece windshield; automatic wiper; two-beam headlamps; parking bulbs on all passenger models. Adjustable sun visor on closed models. Fisher No Draft Ventilation on all closed models. Top boot on open models.

WHEELBASE: 107".

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 C. M. A. C. plan with a small initial payment and easy monthly installments. Accessories and spare tires extra.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

