1938 CHEVROLET CARS DESCRIBED

GENERAL: Chevrolet advertised that its 1938 models had new modern body styling. In truth, the body shell, fenders and running boards were the same as in 1937. A new grille was composed of horizontally arranged chromium bars, alternating one wide and four narrow. It was in two pieces, right and left. A center molding divided them. New bumper had a full width indentation, about one half inch wide, that was painted black. Headlights and tail lamps were of a carryover design. The hood had ventilators highlighted by three chromé horizontal moldings. The bullet shaped headlights were mounted closely to the radiator grille. Inside the seats were two inches wider. Improved worm and roller sector steering was used.

Note: At least one U.S. built 1938 Chevrolet was factory equipped with dual side mounts.

CHEVROLET - MASTER - SERIES HB - SIX: Master Chevrolets had single taillamps as standard equipment. The front suspension was of semi-elliptic springs and a straight axle on all Master Series models, plus the Master Deluxe cabriolet.

CHEVROLET - MASTER DELUXE - SERIES HA - SIX: The Master DeLuxe featured styling changes identical to Master models, with the main difference that bumper guards were standard equipment. The guards were now also braced to the frame. The Master DeLuxe designation appeared on the center chrome molding running across the oblong shaped hood ventilators. Dual taillamps were standard equipment.


MODEL/ENGINE I.D. DATA:
- Master: Series HB - Serial numbers were on a plate under hood on right side of cowl. Starting: HB-1001. Ending: HB-30097. Engine numbers were on the right side of block near fuel pump. National 1938 and later series on milled pad on crankcase to rear of distributor on right side of engine. Engines with a "B" prefix were built at Buffalo, N.Y. Starting: 1187822. Ending: 11915446, also B-1 to B-10502.
- Master Deluxe: Series HA - Serial numbers were in the same location as on Master models. Starting: HA-1001. Ending: HA-46134. Engine numbers were the same as on Master models.

BODY PAINT CODE/COLORS:
- 223 Regency Blue
- 224 Yorkshire Maroon
- 225 Terrace Green
- 226 Spruce Green
- 227 Storm Gray
- 228 Brookwood Beige
- 229 Woodleaf Brown
- 230 Gunmetal
- 231 Black
- 234 Silver Gray Green
- 235 Deep Regency Blue
- 236 Venetian Maroon
- 237 Kashan Green
- 238 Alpine Green
- 241 Pennant Blue
- 232/233 Indian Sun Tan


CHASSIS:


OPTIONS:
- Bumper Guards (standard on Master DeLuxe).
- Cigar lighter.
- Clock.
- Dual side mount (rare).
- External sun shade.
- Fender marker lamps.
- Fender skirts ($8).
- Heater.
- License plate holder.
- Radio antenna.
- Radio.
- Rear tire cover.
- Seat covers.
- Side mount cover (rare).
- Spotlight. Fog lamps.
- Wheel trim rings.
- White sidewall tires.

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PRODUCTION:

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Body Type &amp; Seating</th>
<th>Price</th>
<th>Weight</th>
<th>Production</th>
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<tbody>
<tr>
<td>HB</td>
<td>2-dr. Business Coupe-2P</td>
<td>$648</td>
<td>2770</td>
<td>39,793</td>
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<tr>
<td>HB</td>
<td>2-dr. Cabriolet-2/4P</td>
<td>$755</td>
<td>2790</td>
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<td>HB</td>
<td>2-dr. Coach-SP</td>
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<td>HB</td>
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<td>4-dr. Sport Sedan-5P</td>
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<td>Total Production Series HB</td>
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<td>Total Production - All Series</td>
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<td>465,156</td>
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</tbody>
</table>

Note: The slant-back 4-door sedan is an unusually rare Chevrolet. Other sedans were trunk-back models.

CAR IMAGES

The 1938 Chevrolet 2-door Town Sedan was the most popular vehicle for that year. Available in both the Master and Master DeLuxe lines. It accounted for 95,050 and 186,233 units sold, respectively.

Continued -
The 1938 Chevrolet 4-door Sports Sedan was the most expensive Chevrolet that year, and was available in both lines. Regardless, 97,275 were sold - almost 21% of all sales.

Surprisingly, the Cabriolet (convertible) was not offered in the Deluxe line, perhaps to keep the price down. Only 2,787 were sold, even with keeping the price to $755.

The 1938 Chevrolet Sport Coupe was a true 2/4 passenger car with 2 inside and 2 in the rumble seat. It did sport what would later be called a "Continental Kit" and was popular enough to sell 2,790 cars that year.

Continued -
the 1938 Chevrolet 4-door Sedan was available in both lines but sales disappointed due mostly to the trunk space intruding into the rear passenger space. Only 758 were sold, leading to its demise in 1939.

The 1938 Chevrolet Coach was a 2-door Sedan much like the Town sedan. However, like the Sedan, the trunk also intruded into the rear passenger seating area. It also failed miserably even though it was available in both lines with only 4,364 sold.

The 1938 Chevrolet Business Coupe was a true 2 passenger car with a large pass through into the seating area. Available in both lines, 75,899 were delivered.