



Automotive History Preservation Society
P.O. Box 467
Perry, MI. 48872

1937 CHEVROLET CARS DESCRIBED

GENERAL: Chevrolets had completely new "Diamond Crown" styling with safety glass in all windows and straight side fenders. A streamline groove ran from the fenders onto the doors, where it blended into the sheet metal. The grille was swept in on each side. Headlamp buckets on all models were painted body color. Safety-Plate glass was used in all Chevrolets. Trunks on most models were now larger, with enclosed spare tires.

CHEVROLET - MASTER - SERIES GB - SIX: Master models had less trim, single tail lamps, single wipers and no front fender parking lamps. Inside there was no front seat armrest or dashboard engine heat indicator gauge. The sides of the hood were decorated with a tapering, spear-shaped panel incorporating cooling louvers. Semi-elliptic springs and a straight axle suspension were at the front of the Master Series. The standard Cabriolet featured Master Deluxe style bumper guards.

MASTER DELUXE - SERIES GA - SIX: The Master Deluxe models had the same styling features as Masters. Knee-Action front suspension was standard. Other standard equipment included dashboard heat indicator; front passenger armrest; dual taillamps; double wipers; twin sun visors, fancy bumpers with guards.

Innovations: Completely new all-steel Uni-steel Body by Fisher with enclosed "turret top" featured updated styling. Completely re-engineered 6-cylinder engine with larger bore; shorter stroke and four main bearings. Box-girder type frame now used on all models.

MODEL/ENGINE I.D. DATA:

- **Master Series:** Serial numbers were on a plate under hood on right side of cowl. Starting: GB-1001. Ending: GB-60674. Engine numbers were on the right side of block near fuel pump. Starting: 1. Ending: 1187821.
- **Master Deluxe Series:** Serial numbers were in the same location as on Master Models. Starting: GA-1001. Ending: GA-82134. Engine numbers were the same as on Master models and were set purely by manufacture sequence.

BODY PAINT CODE/COLORS:

- 210 Black
- 211 Regent maroon
- 212 Regatta Red
- 213 Danube Dusk
- 214 Gunmetal Medium
- 215 Gazelle Brown
- 216 Beryl Green
- 217 Toronto Blue
- 218 Swan Gray

ENGINE – ALL SERIES: OHV. Inline. Six. Cast iron block. Bore & Stroke: 3.50" x 3.75". Displacement: 216.5 CID. Compression Ratio: 6.25:1. Horsepower: 85 @ 3200 RPM. Torque: 170 ft. lbs. @1400 RPM. N.A.C.C. H.P.: 29.4. Main bearings: Four. Valve lifters: Solid. Carburetor: Carter 1V Model W1.

CHASSIS:

- **Master Series:** W.B.: 112-1/4 in. Tires: 16 x 6.00.
- **Master Deluxe Series:** W.B.: 112-1/4 in. Tires: 16 x 6.00.

TECHNICAL: Manual transmission. Speeds: 3F/1R. Floor shift controls. Single-plate clutch. Semi-floating rear axle. Overall Ratio: (Master) 3.73:1: (Master Deluxe) 4.22:1. Four wheel hydraulic brakes. Steel spoke wheels.

OPTIONS:

- Bumper guards.
- Cigar lighter.
- Clock.
- External sun shade.
- Fender skirts.
- Fog lamps.
- Front fender marker lamps.
- Heater.
- License frames.
- Radio antenna.
- Radio.
- Rear tire cover.
- Seat covers.
- Slide in express box.
- Spotlight.
- Wheel trim rings.
- Whitewall tires.

Note: Side mounts were no longer a standard accessory.

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HISTORICAL BACKGROUND: Introduced: Nov. 1936. Calendar year registrations: 768,040. Calendar year production: 868,250. Model year production: (Master) 306,024; (Master Deluxe) 519,196; (Total) 825,220. General Manager: M.E. Coyle. Chevrolet was again America's best-selling automobile.

PRODUCTION:

| Model No. | Body Type & Seating | Price | Weight | Production |
|--------------------------------|-------------------------|-------|--------|------------|
| <i>Series GB Master</i> | | | | |
| GB | 2-dr. Business Coupe-2P | \$619 | 2770 | 4,683 |
| GB | 2-dr. Cabriolet-2/4P | \$725 | 2790 | 1,724 |
| GB | 2-dr. Coach-5P | \$637 | 2800 | 15,349 |
| GB | 2-dr. Town Sedan-5P | \$655 | 2830 | 178,645 |
| GB | 4-dr. Sedan-5P | \$698 | 2845 | 2,755 |
| GB | 4-dr. Sport Sedan-5P | \$716 | 2885 | 43,240 |
| Total Production Series GB | | | | 296,396 |
| <i>Series GA Master DeLuxe</i> | | | | |
| GA | 2-dr. Business Coupe-2P | \$685 | 2840 | 56,166 |
| GA | 2-dr. Sport Coupe-2/4P | \$724 | 2870 | 8,935 |
| GA | 2-dr. Coach-5P | \$703 | 2910 | 7,260 |
| GA | 2-dr. Town Sedan-5P | \$721 | 2935 | 300,332 |
| GA | 4-dr. Sedan-5P | \$770 | 2935 | 2,221 |
| GA | 4-dr. Sport Sedan-5P | \$788 | 2960 | 144,110 |
| Total Production Series GA | | | | 519,024 |
| Total Production - All Series | | | | 815,420 |

CAR IMAGES



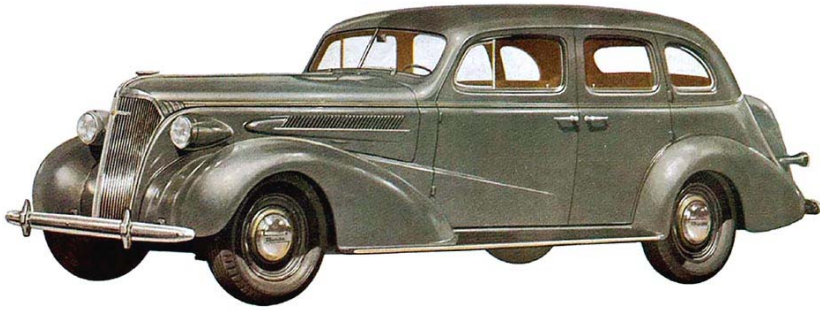
The 1937 Chevrolet Cabriolet was only available in the Master Series, but trimmed as a Master Deluxe. 1,724 were delivered.

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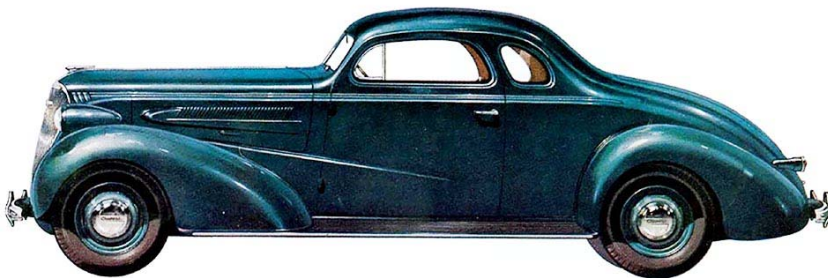
CAR IMAGES Continued



The 1937 Chevrolet 4-door Sport Sedan was available in both lines. It was quite popular with 187,350 delivered, of which 144,110 were the Master Deluxe.



The 1937 Chevrolet 2-door Town Sedan was also available in both lines. This was by far the most popular Chevrolet with 478,977 delivered. 300,332 were Master Deluxe models.



The 1937 2-door Business Coupe was a very popular selection. 110,849 were sold that year, split evenly between both lines.

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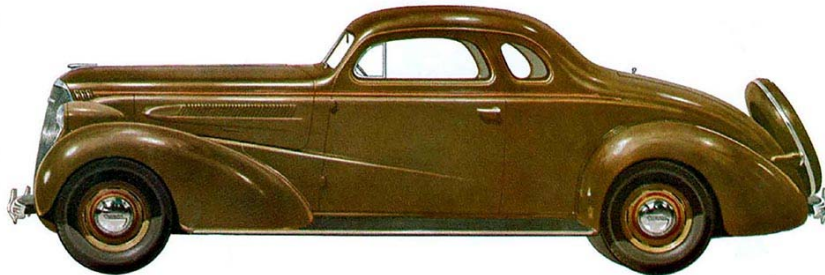
CAR IMAGES Continued



The 1937 Chevrolet 2-door Coach had sales that were slowly diminishing, due to the popularity of the Town Sedan. Its rear seat leg room was impeded by a trunk intruding into the rear cabin. Only 22,609 were sold, with the bulk in the Master line, due likely to this feature.



The 1937 Chevrolet 4-door Sedan suffered from the same ailment of the Coach with less rear legroom. Only 4,976 were produced in both lines combined.



1937 Chevrolet 2-door Sport Coupe was the sporty two-seater with a rumble seat. While it sold reasonably well at 8,935, it was only available in the Master Deluxe line and perhaps its \$724 price tag turned off buyers.