

1936 Chevrolet Standard Coupe Pick-Up

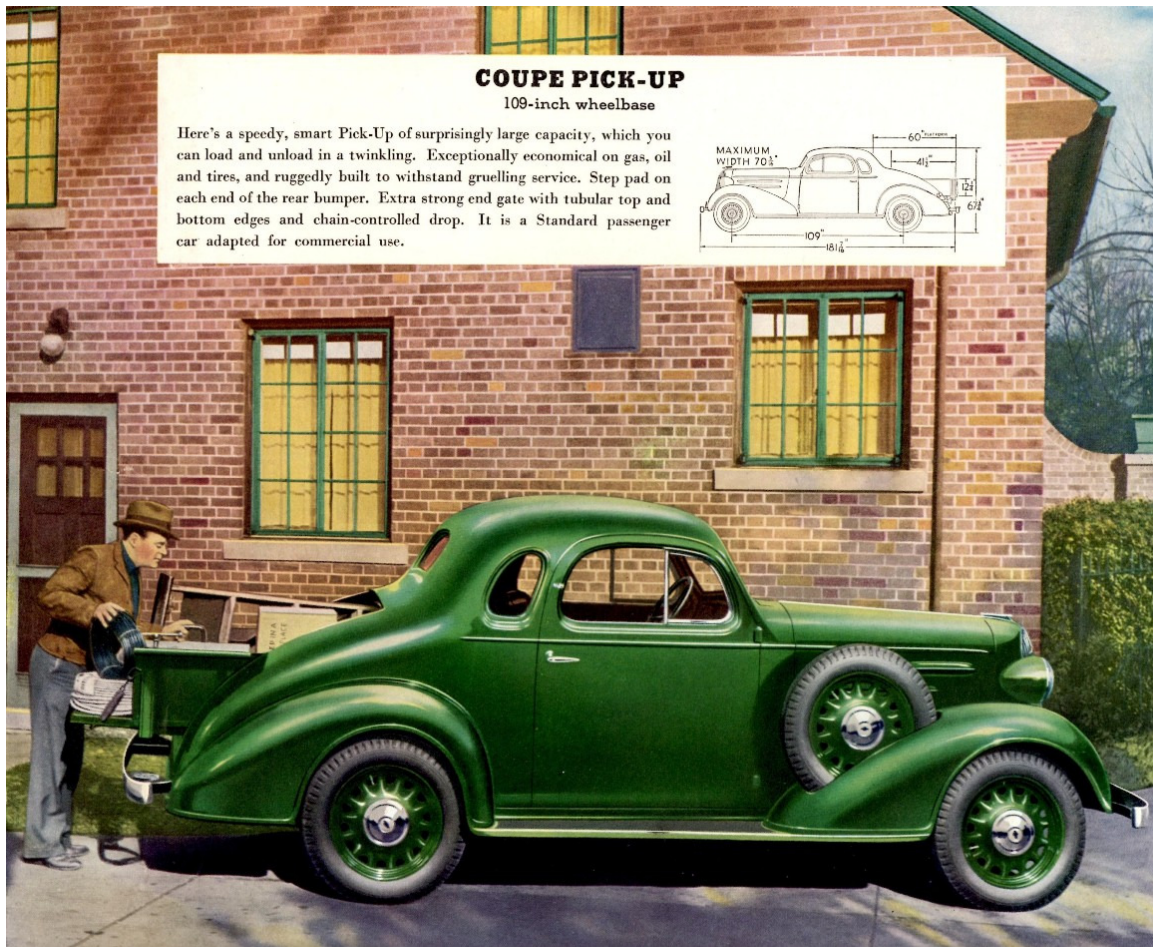


The Original Chevrolet El Camino



By Nicholas J Brannon
March 17, 2012





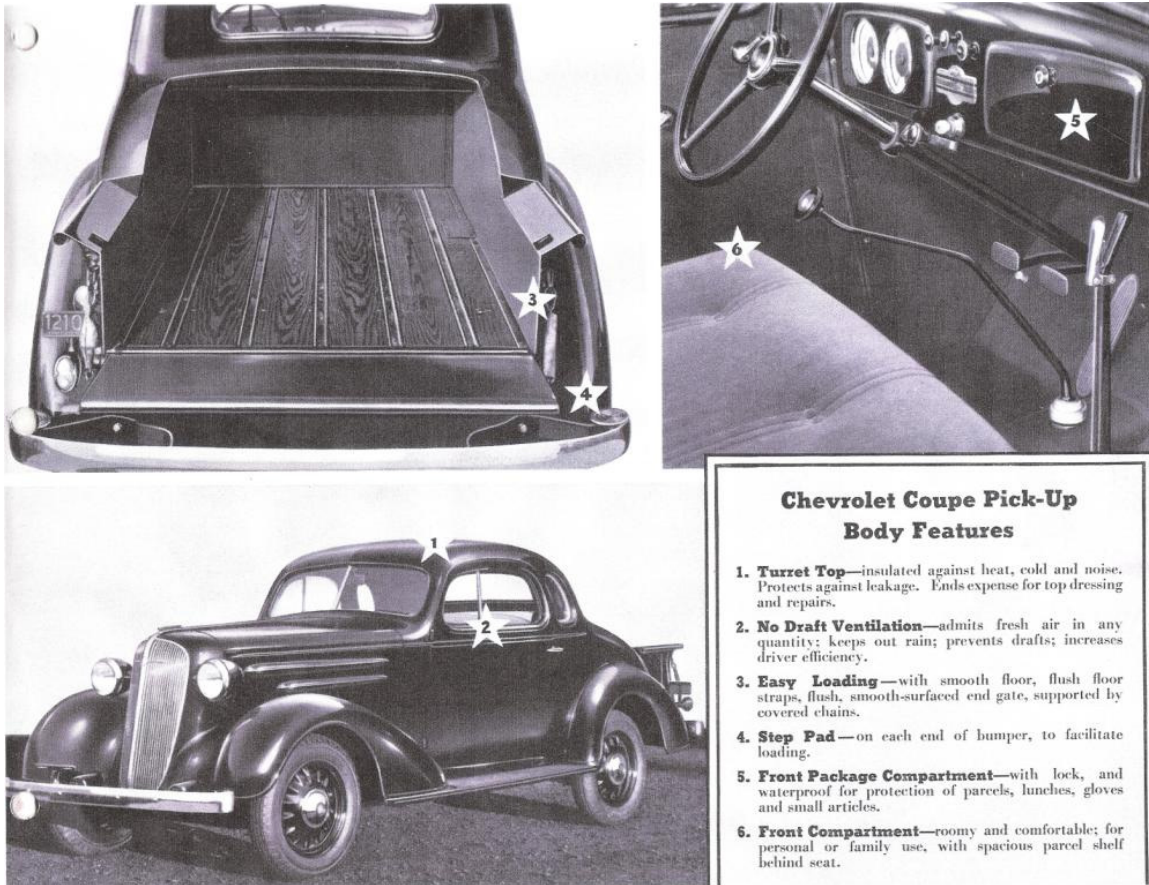
Above –1936 Chevrolet Standard Coupe Pick-Up sales brochure

Cover –1936 Chevrolet Standard Coupe Pick-Up (AKA Ivan's Auto) mechanically restored by Ivan Brannon and currently owned by the Author / 1978 El Camino owned by the Author 1990-1998

Recorded history and fans of the iconic Chevrolet El Camino generally agree that this car-based pick-up made its debut on American roads in 1959. This is not exactly correct. Chevrolet first created this type of vehicle nearly a quarter century earlier in 1936.

During the Great Depression of the 1930's, almost half of the automakers ceased business forever. Most remaining manufacturers modified their vehicles and advertising techniques to appeal to a very conservative and particular buyer.

In 1936, to fulfill a supposed customer need for a dual-purpose vehicle, the Chevrolet Division made a small corporate investment and introduced the Standard Coupe Pick-Up. It was billed by Chevrolet as a "Standard passenger car adapted for commercial use" and was built by the Fisher Body Company on the platform of the Chevrolet Standard Coupe. This car was modified with a fender-mounted spare tire and the rear trunk was replaced with a permanently mounted 5-foot long pick-up bed. This bed included wood planks, metal strips, sides, and tailgate much like the larger Chevrolet ½ Ton Pick-Up. Unlike the ½ Ton, the miniature tailgate on this Coupe was blank and had no "Chevrolet" script. This vehicle's carrying capacity was no match to the ½ Ton Pick-Up as it could only haul



Above—1936 Chevrolet Standard Coupe Pick-Up insert featured in the 1936 Chevrolet Truck sales brochure

about $\frac{1}{4}$ as much in weight and volume. To support the pickup load adequately, sedan chassis springs were used in the rear instead of lighter coupe springs. The bed extended out of the trunk about the distance of the rear bumper. Step pads were added to the rear bumper as well to complete the transformation. This vehicle was outfitted with a 79hp, three-main-bearing 207 cubic-inch 6 cylinder Standard Series FC engine mated with a 3-speed manual transmission. It also had a torque-tube driveline, an I-beam front axle, hydraulic brakes, and 17-inch steel spoke artillery wheels. This handy vehicle could be purchased for \$535 – about \$100 more than the Chevrolet $\frac{1}{2}$ Ton Pick-Up.

Chevrolet in 1936 discontinued the side mounted spare tire as both roads and tire technology were becoming vastly improved. During the early years, most roads were not paved and the quality of tires was far from that of today. This made tire repair very big business and it was necessary for vehicle manufacturers to provide the easiest access to the often needed spare tire. 1936 was also the first year Chevrolet built vehicles with the safety features of the all steel “turret top” and hydraulic brakes.

Take a Ride

... across this page and then across town in the
NEW 1936 CHEVROLET

NO DRAFT VENTILATION
Take a ride in the new Chevrolet for 1936. Notice, first of all, the greater beauty, luxury and more healthful comfort of its Turret Top Body with Fisher No Draft Ventilation. It's the smartest, safer body and, of course, it's exclusive to Chevrolet in its price range.

KNEE-ACTION RIDE*
Give particular attention to the unmatched smoothness of the gliding Knee-Action Ride*. The softer, smoother, most comfortable ride ever developed. It's obtainable only with Knee-Action, and Knee-Action is also exclusive to the Master De Luxe Chevrolet in its field.

TURRET TOP
Next, examine the Solid Steel one-piece Turret Top. This top puts the safety of solid seamless steel over your head... efficient and reinforces the entire body structure... beautiful and identifies the modern car... and it, too, is exclusive to Chevrolet in its field.

SHOCKPROOF STEERING*
Notice, too, how perfectly steady and vibrationless the steering wheel is at all times. How much simpler and easier it is to drive and park this car. That's due to Shockproof Steering*, a direct result of Knee-Action, and another exclusive Chevrolet advantage.

HIGH-COMPRESSION ENGINE
Now start Chevrolet's High-Compression Valve-in-Head Engine. The most economical of all low power plants. Notice how much quicker this new Chevrolet is on the highway, how much livelier in traffic, how much smoother and more satisfying in all ways on the open road.

PERFECTED HYDRAULIC BRAKES
Now step on Chevrolet's New Perfected Hydraulic Brakes, as lightly as you please, and bring the car to a smooth, quick, even stop. You've never felt such super-quiet before, and won't today anywhere else, for they're exclusive to Chevrolet in its price range.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

*Available in Master De Luxe models only. Knee-Action, \$10 additional.

6% NEW GREATLY REDUCED G.M.A.C. TIME PAYMENT PLAN
The lowest financing rate in G.M.A.C. history. Compare Chevrolet's low-declared price.

ONE RIDE AND YOU'LL NEVER BE SATISFIED UNTIL YOU OWN

The only complete low-priced car

"I want them to have the SAFEST CAR that money can buy!"



- NEW PERFECTED HYDRAULIC BRAKES
- IMPROVED GLIDING KNEE-ACTION RIDE*
- SHOCKPROOF STEERING*
- GENUINE FISHIE NO DRAFT VENTILATION
- SOLID STEEL one-piece TURRET TOP BODIES
- HIGH-COMPRESSION VALVE-IN-HEAD ENGINE

6% NEW MONEY-SAVING G.M.A.C. TIME PAYMENT PLAN
Compare Chevrolet's low-declared price and low monthly payments.

What man doesn't want his family to be one hundred per cent safe during their motoring hours and at all times?

You do, of course, and the absolute limit of motor car safety will be yours in the new 1936 Chevrolet!

Its New Perfected Hydraulic Brakes—exclusive to Chevrolet in its price range—give unequalled stopping power. Its steady, stable Knee-Action Ride—likewise exclusive to Chevrolet—makes the moving car seem a part of the road itself. Its Solid Steel one-piece Turret Top Body—found only on this one low-priced car—surrounds passengers with the safety of steel. And an equally exclusive Fisher No Draft Ventilation System protects health by giving passengers individually controlled ventilation without drafts.

You are entitled to ALL these features in your new car; safe driving demands their presence; and you can get them, at low prices, only in the new 1936 Chevrolet.

Give your family one of these new Chevrolets and you will be giving them the safest motor car that money can buy!

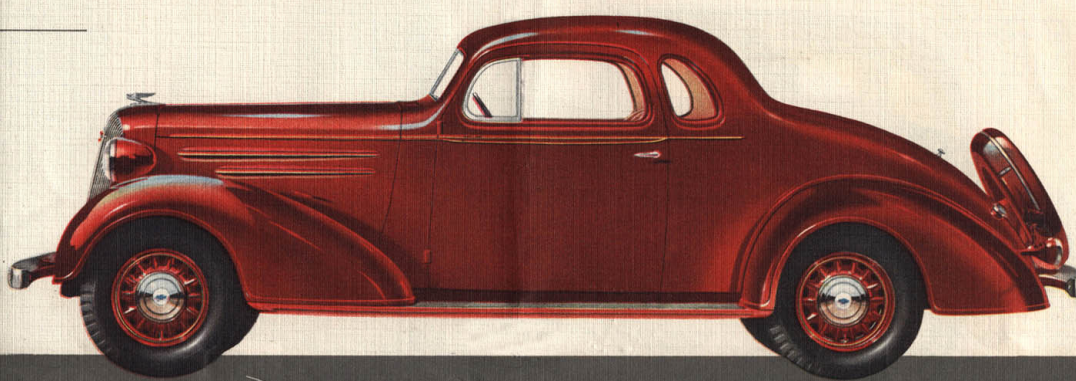
CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

The only complete low-priced car

CHEVROLET
A GENERAL MOTORS VALUE

Above –1936 Chevrolet advertisements written to appeal to conservative buyers during the Depression.
Below - Much like the later Brookwood /Impala and Chevelle/Malibu, the 1936 Standard Coupe was the platform for the original El Camino

PRICE



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.

Recently (and Not-So-Recently) Spotted 1936 Standard Coupe Pick-Ups

Note: Only 3,183 Standard Coupe Pick-Ups were made. When produced, this model was the second-most rare 1936 Chevrolet only to the Standard model with four-door sedan bodies (1,142 produced).

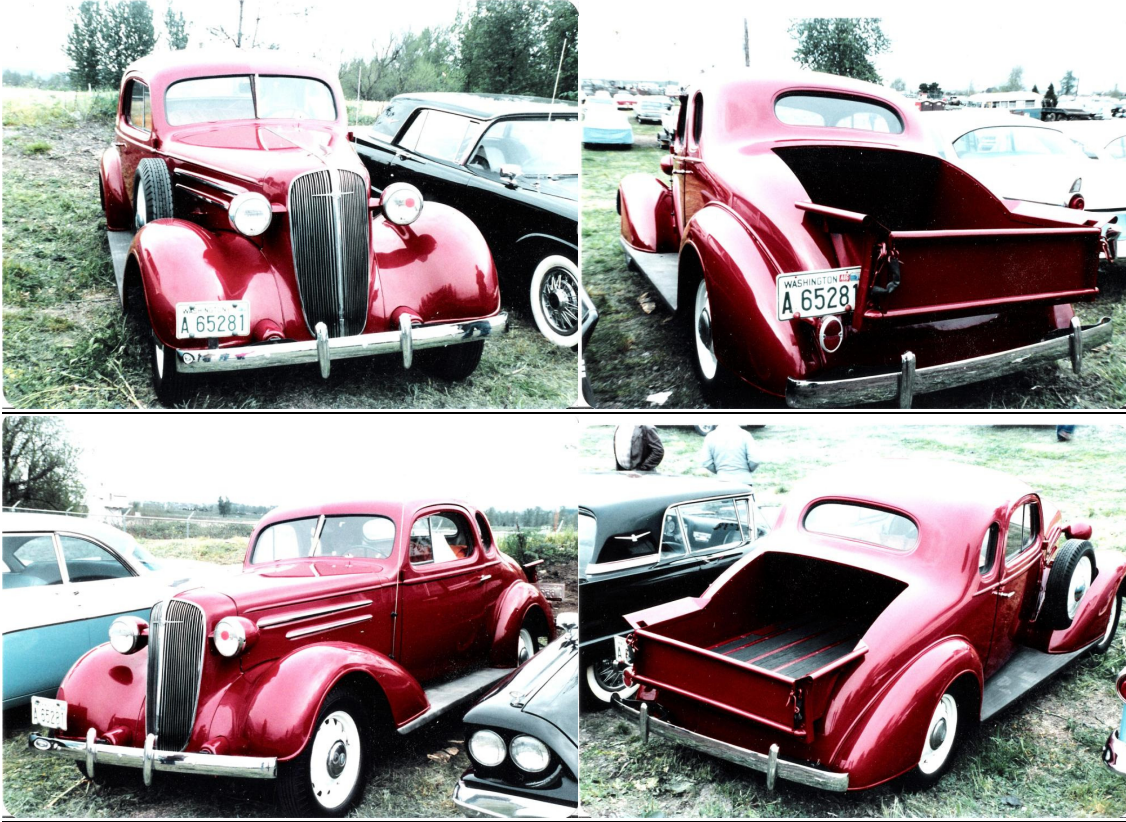
As of the time of this writing, there are only 8 or 9 known vehicles possibly existing today. Of these, only 3 are believed to be in original / original restorable condition. The following 7 pages are of the 8 documented vehicles that have been discovered over the past 30 years. It is unclear if they all still exist.



Above –1936 Chevrolet Standard Coupe Pick-Up last seen near Toronto, Canada and offered for \$36,000.

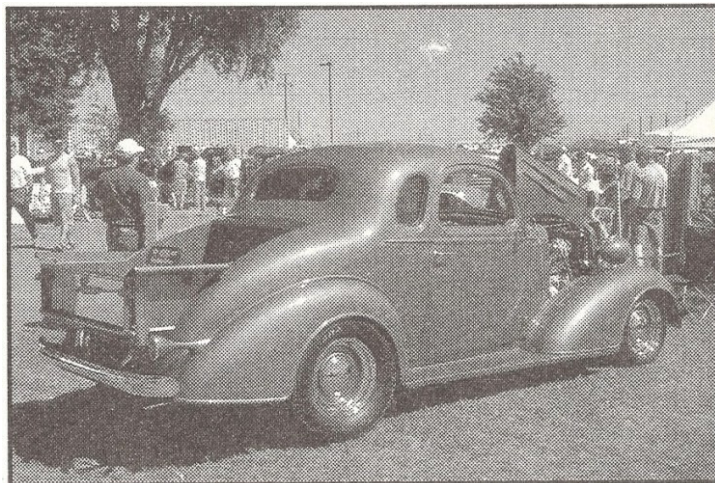


Above –1936 Chevrolet Standard Coupe Pick-Up. Sold at Auctions America Carlisle, PA Fall Auction September 30, 2011 for \$33,000.



Above - 345th Coupe PU (manufactured in Jaynesville Wisconsin). Photos taken at Portland swap meet in April 1983. Current whereabouts of this vehicle (if it still exists) are unknown. Photos courtesy of George Kowats.

Below – Street rod last seen at Goodguys Car Show in Spokane, Washington in 2002. Source: Newspaper article of unknown origin.





Above – Bob Pahl’s street rod featured in the April 1, 2010 edition of Hemmings Motor News. Vehicle from Acushnet, Massachusetts

Below – Al Raynor’s street rod seen at 23rd Annual 2010 NSRA Southeast Nationals in Tampa, Florida





Above – George Kowats' street rod. Kent, WA



Above –Ivan’s Auto prior to restoration on May 15, 1979 in Okanogan, Washington (#568/3183 built in Oakland, CA). Photos Courtesy of George Kowats

Below and Following Page –Photos of Ivan’s Auto today. Note the special parcel shelf and tool storage compartment behind the seat unique to the 1936 Standard Coupe Pick-Up. Additional photos on Cover.





Per firewall plate, this is the 568th pre-El Camino ever built. Note this vehicle has 21,740 miles on the odometer. The engine is original per the 1936 date stamp on the block. Pickup includes working radio.

Other Pre - El Caminos

Chevrolet Master Coupe “Convertible” Pick-Up

Starting in 1937, in order to boost sales, Chevrolet based the Coupe Pick-Up on the larger Master Coupe. This allowed relocation of the spare tire from the fender to a bin under a bigger 66-inch long x 38-inch wide *removable* pick-up bed. The wider bed, which allowed for incorporation of a full-size pickup's tailgate and hardware, could be removed by loosening 4 bolts and installing a coupe deck (trunk) lid to create a pure coupe. This painted coupe deck lid was sold with the Pick-Up and wrapped in several coverings of butcher paper. To keep out dust and rain water when the pick-up bed was installed, a custom made canvas snapped in place between the small bed sides and the coupe trunk edges. This Master Coupe based convertible hybrid was in production through the 1942 model year when World War II stopped domestic car production.



Above - 1937 Chevrolet Master Coupe Pick-Up sales brochure

Below- 1937 Chevrolet Master Coupe Pick-Up. This vehicle cost approximately \$580 and weighed 3085 pounds. A '37 half ton Pickup cost \$475 and weighed 2945 pounds. No Production Data available – approximately 2000-3000 vehicles were produced.





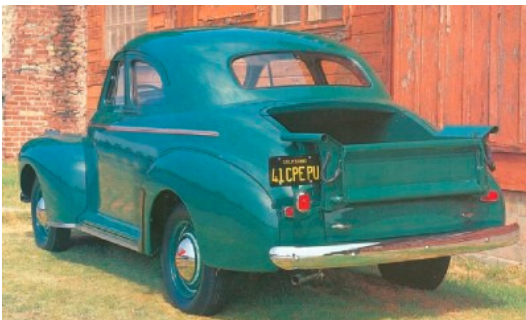
1938 Chevrolet Master Coupe Pick-Up. No Production Data available – approximately 1500-2500 vehicles were produced.

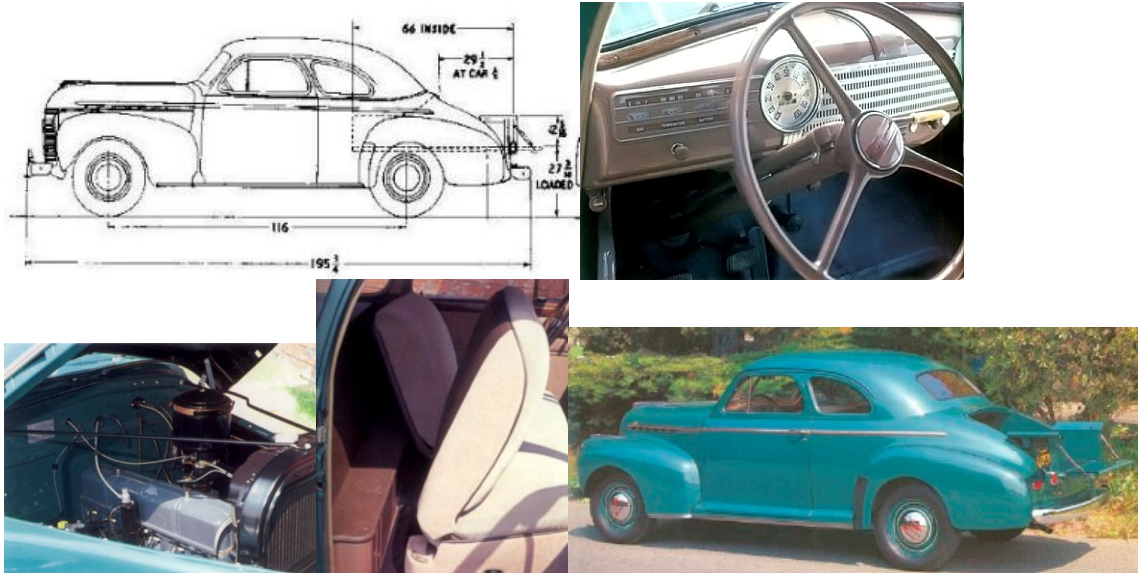


1939 Master 85 Coupe Pickup

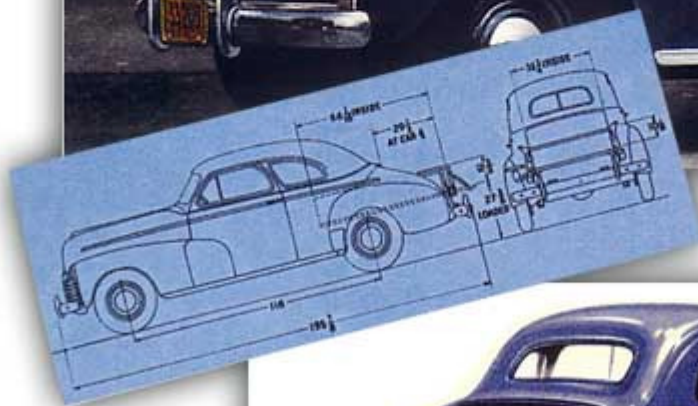
Above - 1939 Chevrolet Master Coupe Pick-Up. The bed was made shorter than previous model years (the front of the bed ended at the rear window to accommodate a larger cabin). This is the first year that Chevrolet script was placed on the tailgate. Previous model years had a blank tailgate. 1,264 vehicles were produced.

Below and Following Page – 1941 Chevrolet Master Coupe Pick-Up. 1,135 vehicles were produced.





Today, very few of the original Master Coupe “convertible” Pick-ups exist. The few that made it even to the 1950’s were almost always given their deck lid to transform them to a more sporty pure coupe. Even if the Master Coupe Pick-Up was left intact with its bed, its major weakness was the canvas between the bed and body. It soon deteriorated when the vehicle set outside leaving the trunk area exposed to rain and snow. This led to major rust problems which in time totaled the trunk area and possibly even the entire vehicle if ignored.



Above - 1937-1942 Chevrolet Master Coupe Pick-Ups. 530 vehicles were produced in 1940 and only 206 vehicles were produced in 1942.

Ute



Above - GM Holden (Australia) 51-2106 Coupe Utility "Ute" This vehicle was based on the 48-215 Sedan. These vehicles were produced between January 1951 and 1953.

Cameo

Below - 1955 Chevrolet Cameo. Although it was not modeled from a car, This dressed up (foreman's) ½ ton pick-up is noted as the final contributor in the evolution of the El Camino.



Chevrolet El Camino

IT'S MAGNIFICO!

EL CAMINO!

Chevrolet brings you the brightest new idea of the year!

El Camino dash and decor will do you and your business proud . . . and with premium features such as these, this new beauty knows how to work!

STURDY X-BUILT SAFETY GIRDER FRAME. All-welded box section side members and bolt center-to-center beams give rigidity that resists strains from maximum loads and rattle roads. Tough frame is a solid reason for high 4,900-lb. maximum G.V.W. rating.

POSITRACTION REAR AXLE! This extra-cost option enables the El Camino to handle on or off-the-road hauls with ease. Positraction directs the power to whichever wheel is getting the best traction. It helps wheels to grip on any road surface for safer control.

EFFICIENT HI-THRIFT 6! Power enough for hell, lower driving costs, more from less. Hi-Thrift 6 advance model, New carburetor design, low-revved, can improve gas economy by as much as 15% and at once the engine gives torque (more pulling power). Hi-Thrift 6 is rated at 131 horsepower.

MODERN SHORT-STROKE V8 POWER. Two up-to-the-minute V8's complement the advanced styling of the El Camino. Full-throated, economical performance is provided by either the smooth 185-h.p., 241-cubic-inch Turbo-Fire V8 . . . or the mighty 210-h.p. Super Turbo-Fire V8.

GLAMOR THAT KNOWS HOW TO WORK HARD. El Camino takes big cargoes, the pickup box is 50 1/2" long, 64 1/2" wide and 12 1/2" deep! Side panels are double-welded to protect the smooth exterior appearance. Graciously designed is constructed to last, and so is the durable, steel-plated body floor.

*Optional at extra cost.

SPECIFICATIONS

AXLE FRONT: Independent suspension, shock absorbers, coil springs, tie rods, ball joints, steering knuckles, hub and drum brakes. **AXLE REAR:** Independent suspension, shock absorbers, coil springs, tie rods, ball joints, steering knuckles, hub and drum brakes. **ENGINE:** 185-h.p. Turbo-Fire V8, 210-h.p. Super Turbo-Fire V8. **TRANSMISSION:** 3-speed manual, 4-speed automatic. **FUEL TANK:** Capacity 17 gallons. **GENERATOR:** 12-volt, 30-amp. **LIGHTS:** Head, parking, tail, turn and stop-signal lamps. **MIRRORS:** Inside, outside. **WHEELS:** Steel disc wheels, tires, 15 x 7. **SEATBELT:** Front and rear. **SAFETY:** Side-impact protection, front and rear. **EXTERIOR:** Chrome trim, door handles, lock cylinders, hood ornament, bumper, grille, wheel covers, roof rack, luggage carrier, spare tire mount, etc. **INTERIOR:** Carpeting, vinyl upholstery, door panels, dashboard, instrument panel, radio, clock, ashtray, cigarette holder, etc. **OPTIONAL EQUIPMENT:** Air conditioning, power windows, power locks, power mirrors, power seats, etc.

DIMENSIONS FOR EL CAMINO MODELS

Model	Overall Length	Wheelbase	Front Overhang	Rear Overhang	Ground Clearance	Max. Box Depth
Base Model	200"	110"	27 1/2"	27 1/2"	5 1/2"	18 1/2"
V8 Model	200"	110"	27 1/2"	27 1/2"	5 1/2"	18 1/2"

Printed in U.S.A. September 1973

1959 Chevrolet El Camino sales brochure. This vehicle was originally based on the Brookwood 2 door station wagon (below). The El Camino was then modeled after the Chevelle/Malibu (just Malibu starting in 1978) from 1964 until its retirement in 1987.



CREDITS

Barrett-Jackson Auction Company - 1936 CHEVROLET FOREMAN MODEL FC.
<http://www.barrett-jackson.com>

Brownell, Tom and Mike Mueller, "Chevrolet Pickup Color History." Copyright 1994 Motorbooks International

Bunn, Don. History - Chevrolet Trucks. Segment Three: 1937-1940 First Modern Pickups.
http://www.pickuptrucks.com/html/history/chev_segment3.html

"Chevrolet 1936 Engineering Features – Standard Passenger Cars, Standard Coupe Pickup" Pages 121-122.
Copyright 1936 Chevrolet Motor Company

"Coupe Pick-up," page 34, Chevrolet Dealers News. Copyright 1936 Chevrolet Motor Company

"Coupe Pickup/elCamino/Ute". <http://home.znet.com/p1937/Ute.htm>

Dammann, George H., "Sixty Years of Chevrolet" Revised Edition. Copyright 1972 Crestline Publishing Company

"El Camino History" <http://www.elcaminocentral.com/articles/hist/hist.html>

Fall Carlisle Auction - Auctions America, <http://www.auctionsamerica.com>

"Flappy Paddle Heads: Odd Man Out – 2 – Chevrolet Coupe Pickup", <http://flappypaddle-heads.blogspot.com/2011/01/odd-man-out-2-chevrolet-coupe-pickup.html>

Petersen, R.E., "The Complete Chevrolet Book" 4th Edition. Copyright 1975 Petersen Publishing Company

Right On Resto award-1936 chevrolet coupe/pickup, Flickr - Photo Sharing!
<http://www.flickr.com/photos/daddio/6153981552/>

Strohl, Daniel, "1936 Chevrolet Coupe-Pickup." Hemmings Motor News April 1, 2010

"The New Standard Chevrolet" dealer brochure. Chevrolet Motor Company, 1936

23rd Annual NSRA Southeast Nationals - Mike Kelly's Cruise News.
<http://www.cruisewebonline.com/SoutheastNationalsNSRATampa2010/1936ChevyCoupe>

"1936-1942 Coupe Pick Up – Jim Carter Truck Parts <http://www.oldchevytrucks.com/blog/2010/02/1936-1942-coupe-pick-up/>

"1936 Chevrolet FC Foreman Model FC Coupe Delivery For Sale" internet ad.
<http://www.guelphhonda.ca/used/Chevrolet/1936-Chevrolet-FC>

"1941 Chevrolet Coupe Pickup" <http://auto.howstuffworks.com/1941-chevrolet-coupe-pickup.htm>



2012 Chevrolet Montana (Latin America) based on the Chevrolet Opel passenger car