

1948 CHEVROLET CLUB COUPE

1948 Chevrolet Club Coupe, 2-door Sport Coupe, Fleetmaster FK

Owners: Bernie and Janice Taulborg Collection

Original cost: \$1,402.00 (In 1948: Average car cost, \$1,250.00; average household income, \$2,950.00; average home cost, \$7,700.00; gallon of gas, 16 cents)

Number made: 58,786

Engine, etc.: 216.5 cid, 90 hp; valve-in-head 6 cyl.; 116 in. wheelbase; 3,050 lbs.

The 1946, 1947, and 1948 Chevrolet Stylemaster, Fleetmaster, and Fleetline models were warmed-over versions of the 1942 cars but that hardly mattered to a car-hungry public. After nearly four years with no civilian passenger cars produced because of World War II, Detroit could have sold anything with wheels that went round and round. Most car makers shrewdly elected to serve up existing models – factory tooling was already in place and demand for new cars was unprecedented.

The Fleetmaster fit between the less-expensive Stylemaster and the more expensive Fleetline models.

There were five Fleetmaster models to choose from. It was advertised as the only car in the low-price field that had a body by Fisher.

Styling for 1948 models included chrome around the windshield, 2-spoke steering wheel with horn ring, wood grained dashboard and window sills, illuminated glove locker, and leather-topped front seat armrests. A clock and cigarette lighter were now considered standard equipment on Fleetmasters.

This model also had a full-width rear seat, sliding rear-quarter windows, rear assist straps, coat hooks, and a parcel shelf. Another standard feature was a dome light with automatic switch at the driver's door.

Options included deluxe push-button radio, in-dash heater and defroster, chrome plated gravel shields, and directional signals.

The exterior had front and rear bumpers with two guards each and splash and gravel deflectors to protect the front and rear from spattering mud and flying gravel thrown by the tires.

Four-door models had a "finger-touch" front seat adjustment control, concealed entrance steps with foot-scraper, and easy-acting venti-panes and window regulators. The large trunks included an electric light for night-time loading and unloading.

Sources: Standard Catalog of American Cars, 1946 – 1974. John Gunnell. Krause Publications, 2002.

https://en.wikipedia.org/wiki/Chevrolet_Fleetmaster

See

also: http://www.oldcarbrochures.com/static/NA/Chevrolet/1948_Chevrolet/1948_Chevrolet_Brochure/1948%20Chevrolet-01.html (Original brochure for 1948 Chevrolets)