

# "Chevrolet's **FIRST** Again!"

Among the Lowest-Priced Cars, Here's

## "THE LONGEST OF THE LOT!"

181 inches



The Master 85 Sport Sedan, \$740\*

From front of grille to rear of body—for length where length counts—Chevrolet for '40 is the longest of all lowest-priced cars!

**Eye It..**

In addition to being the streamlined *beauty leader* of "Automobile Row"—in addition to being the *ablest all-round performer* in its field—

Chevrolet for 1940 is also the *longest* of all lowest-priced cars—bar none!

It's a whopping 181 inches long from the front of its fashionable grille to the rear of its beautifully curved body... which means it has length where length counts... which means it's the longest automobile in the lowest price field!

**Try It..**

And, of course, this extra length in Chevrolet for '40 means many extra advantages to you as a motor car buyer. It means extra riding ease. It means extra road-steadiness. It means extra safety. It means extra size—extra luxury—extra richness of appearance in a motor car you and your family will be mighty proud to own!

**Buy It!**

Chevrolet for '40 is the smash hit of auto shows everywhere. People are expressing amazement that so much luxury costs so little. Orders are steam-rolling in!...



Your own thoughts will tell you "Chevrolet's FIRST Again," so eye it... try it... buy it—today!

### NOWHERE ELSE—FEATURES LIKE THESE!

NEW "ROYAL CLIPPER" STYLING • BIGGER INSIDE AND OUTSIDE • NEW FULL-VISION BODIES BY FISHER • NEW EXCLUSIVE VACUUM-POWER SHIFT • "THE RIDE ROYAL"—Chevrolet's Perfected Knee-Action Riding System\* • SUPER-SILENT VALVE-IN-HEAD ENGINE • PERFECTED HYDRAULIC BRAKES • ALL-SILENT SYNCRO-MESH TRANSMISSION • LARGER TIPTOE-MATIC CLUTCH • NEW SEALED BEAM HEADLIGHTS WITH SEPARATE PARKING LIGHTS • IMPROVED SHOCKPROOF STEERING\* • NEW CRYSTAL-CLEAR HI-TEST SAFETY PLATE GLASS • NEW SAFE-T-LOCK HOOD

**Chevrolet has more than 175 important modern features.**

\*On Special De Luxe and Master De Luxe Series

85-H.P. VALVE-IN-HEAD SIX

**\$659**

AND UP

\*At Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. Bumper guards—extra on Master 85 Series. A General Motors Value.

**SEE YOUR LOCAL CHEVROLET DEALER**

**ON DISPLAY AT THE CHICAGO AMPHITHEATRE, 42ND AND HALSTED STREETS, NOVEMBER 4 TO NOVEMBER 12 INCLUSIVE, AND AT ALL CHEVROLET DEALERS**