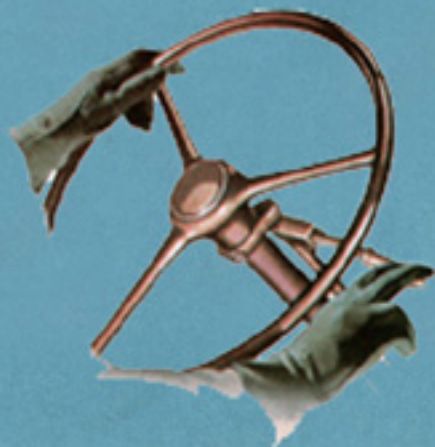
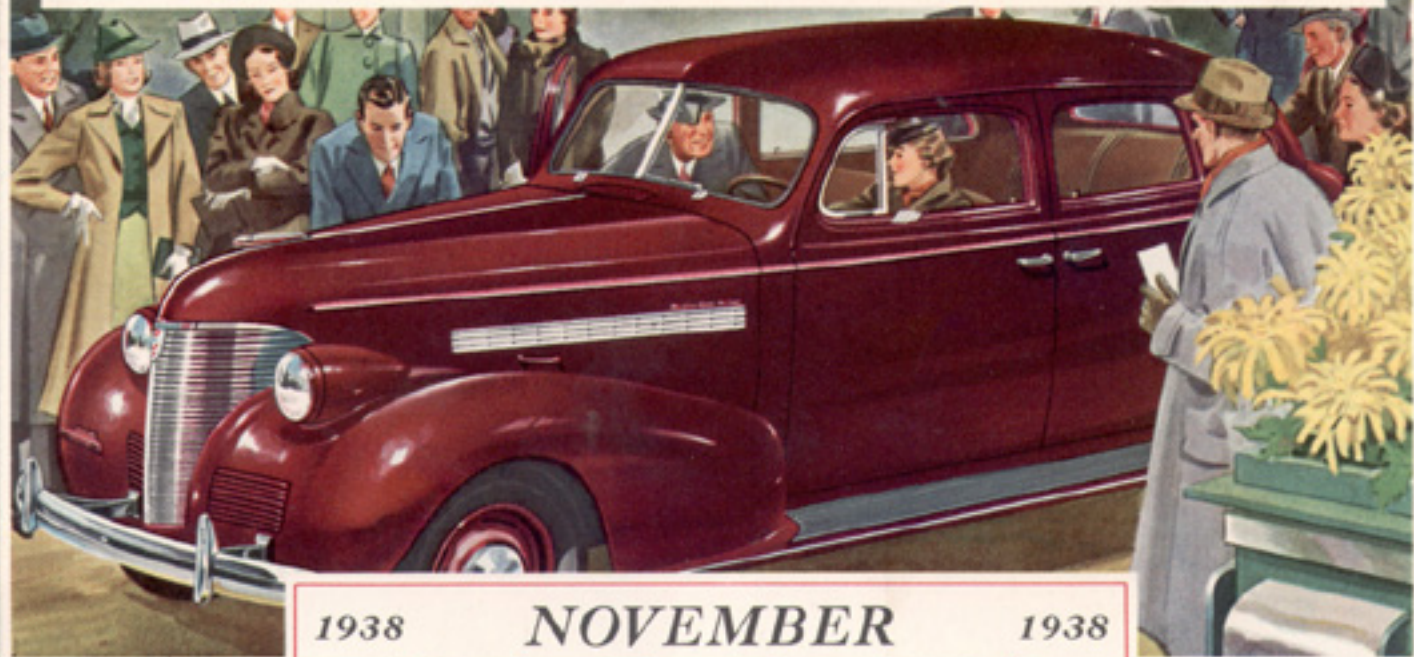


# 1939 Chevrolet Dealers Calendar



# NEW CHEVROLET 1939

*Only Chevrolet Gives So Much for So Little*



## 1938 NOVEMBER 1938

S	M	T	W	T	F	S
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6	7	8	9	10	11	12
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27	28	29	30			

*Master De Luxe Sport Sedan*

1938		October							1938
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1938		December							1938
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Widely spaced chrome-plated bars sweep forward in curves to form the gently pointed front of the 1939 Chevrolets. Louvers in the wide fender aprons admit additional air to the radiator.



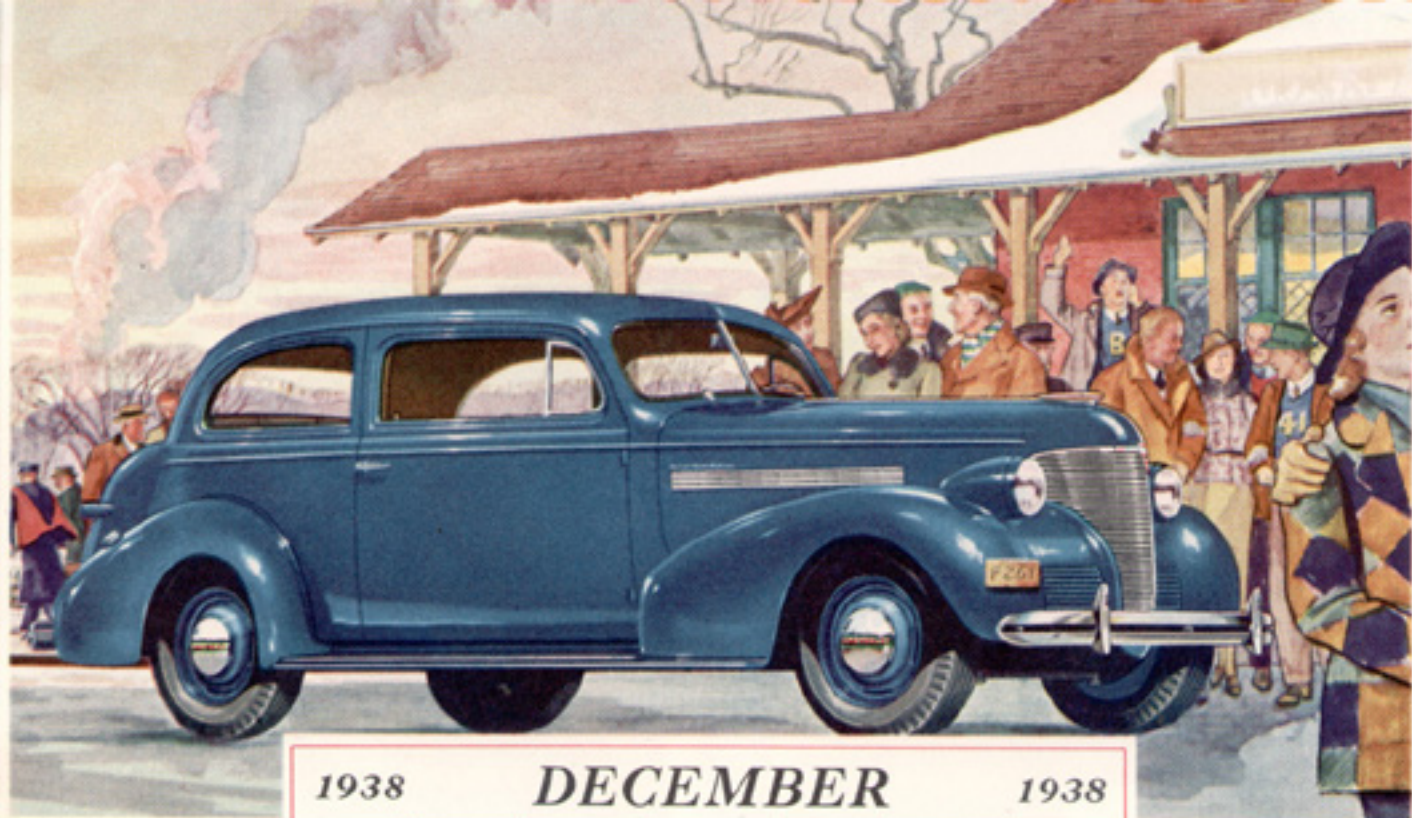
The side panels of the body continue, without a break of their contours, to the rear of the car, so that the built-in trunk becomes an integral part of the body structure—as, indeed, it is.

## AERO-STREAM STYLING

*Bodies by Fisher*

Because everyone demands beauty in his motor car, Chevrolet has, for years, emphasized distinguished appearance in design—to produce cars that would meet the best standards of good taste. For 1939, it has enhanced the traditional beauty of Chevrolets in a completely new design that marks each model as a style leader—the smartest and most distinctive

low-priced car in the world. Because it is actually longer than ever before, and because its new design creates the impression of greater mass, low on the car, the 1939 Chevrolet is impressive in its appearance of beauty plus power. Every feature contributing to the exterior appearance of the car has been newly designed to enhance the beauty of the ensemble.



1938 **DECEMBER** 1938

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*Master De Luxe Town Sedan*

1938 **November** 1938

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1939 **January** 1939

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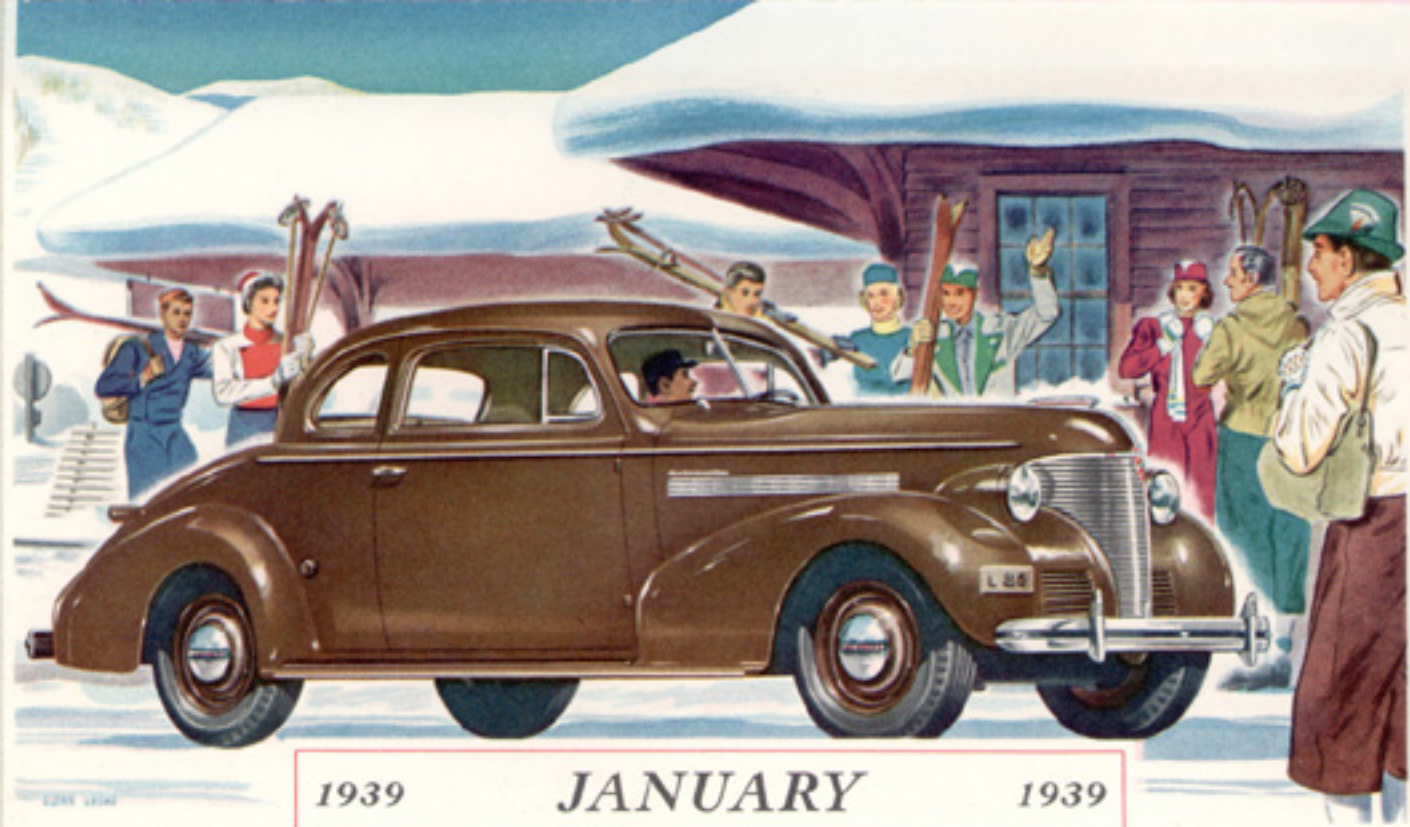


With the vacuum gearshift, the shifting lever is mounted under the steering wheel. Besides providing unequalled ease of control, the vacuum gearshift leaves the floor of the driving compartment completely unobstructed, since the hand brake lever (left) is mounted under the instrument panel, in easy reach.

## NEW *Vacuum Gearshift*

Greatest of all contributions to driving ease is Chevrolet's new vacuum-operated gearshift (optional at slight extra cost). The driver has only to move the lever, mounted on the steering column, and 80 per cent of the effort required for shifting is provided by a vacuum cylinder. In selecting gears, the lever is moved to the front or rear exactly the same as with the conventional gearshift. The only difference is that in passing through neutral the lever is moved straight up or down instead of to the left or right.





1939

JANUARY

1939

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*Master De Luxe  
Business Coupe*

1938 December 1938

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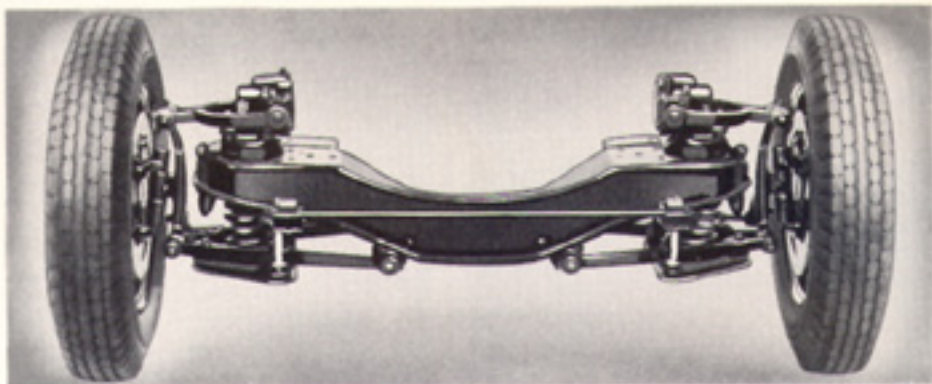
1939 February 1939

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A ride-stabilizer steadies the car as it takes curves and turns.



Each front wheel is entirely free to absorb road shocks without affecting the other wheel or transmitting the shocks to the car or its passengers.



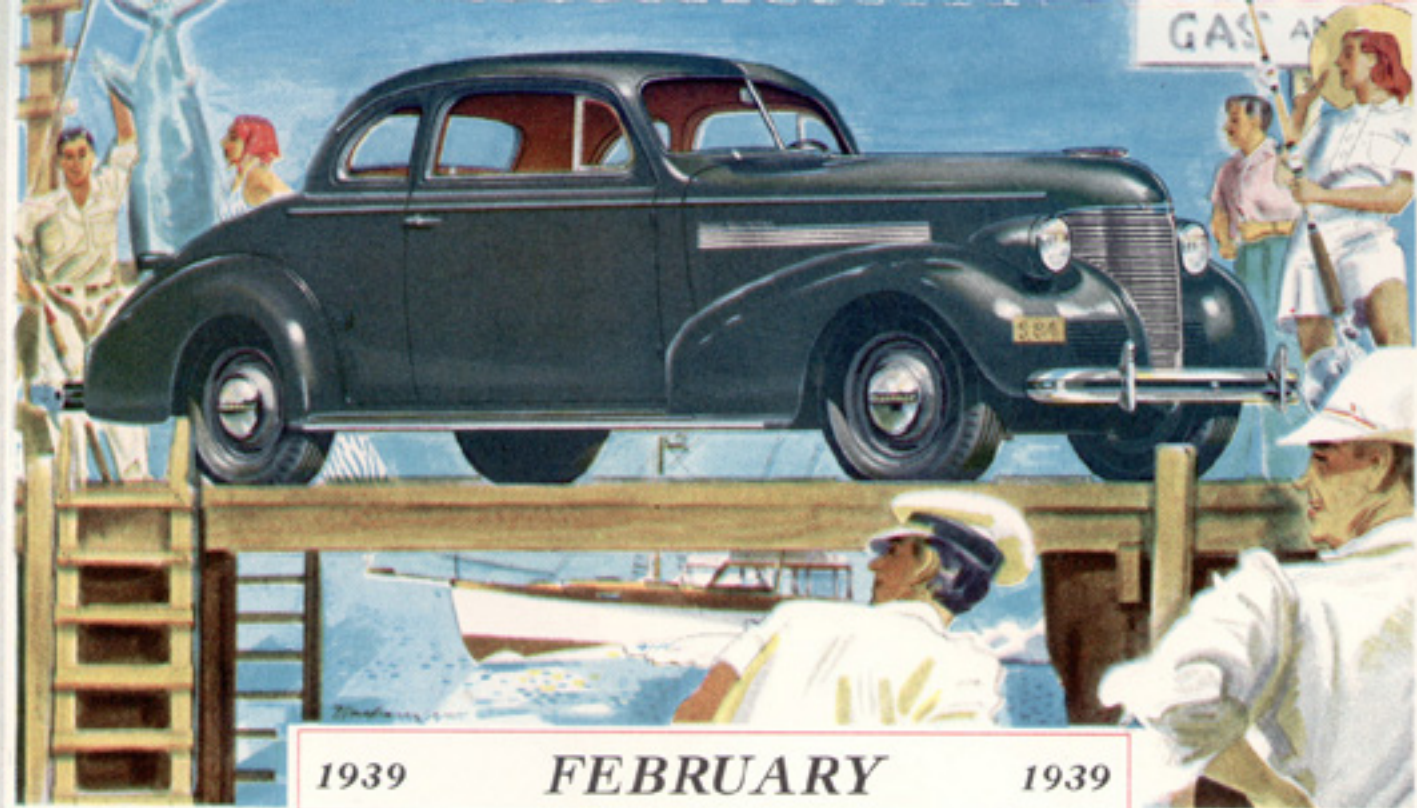
Rubber cushions in the rear spring mountings deaden vibrations and noise.

PERFECTED  
*Knee-Action*  
RIDING SYSTEM

(Master De Luxe Model)



Chevrolet's perfected Knee-Action riding system brings to the motorist the advantages of an improved ride, truer steering, more positive control, greater safety. In addition, Chevrolet Knee-Action has another great advantage—for Chevrolet builds its front end suspension as a single unit— assembled, aligned, and inspected before being attached to the chassis frame.



1939	January							1939
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1939	FEBRUARY						1939
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*Master De Luxe  
Four-Passenger Coupe*

1939	March							1939
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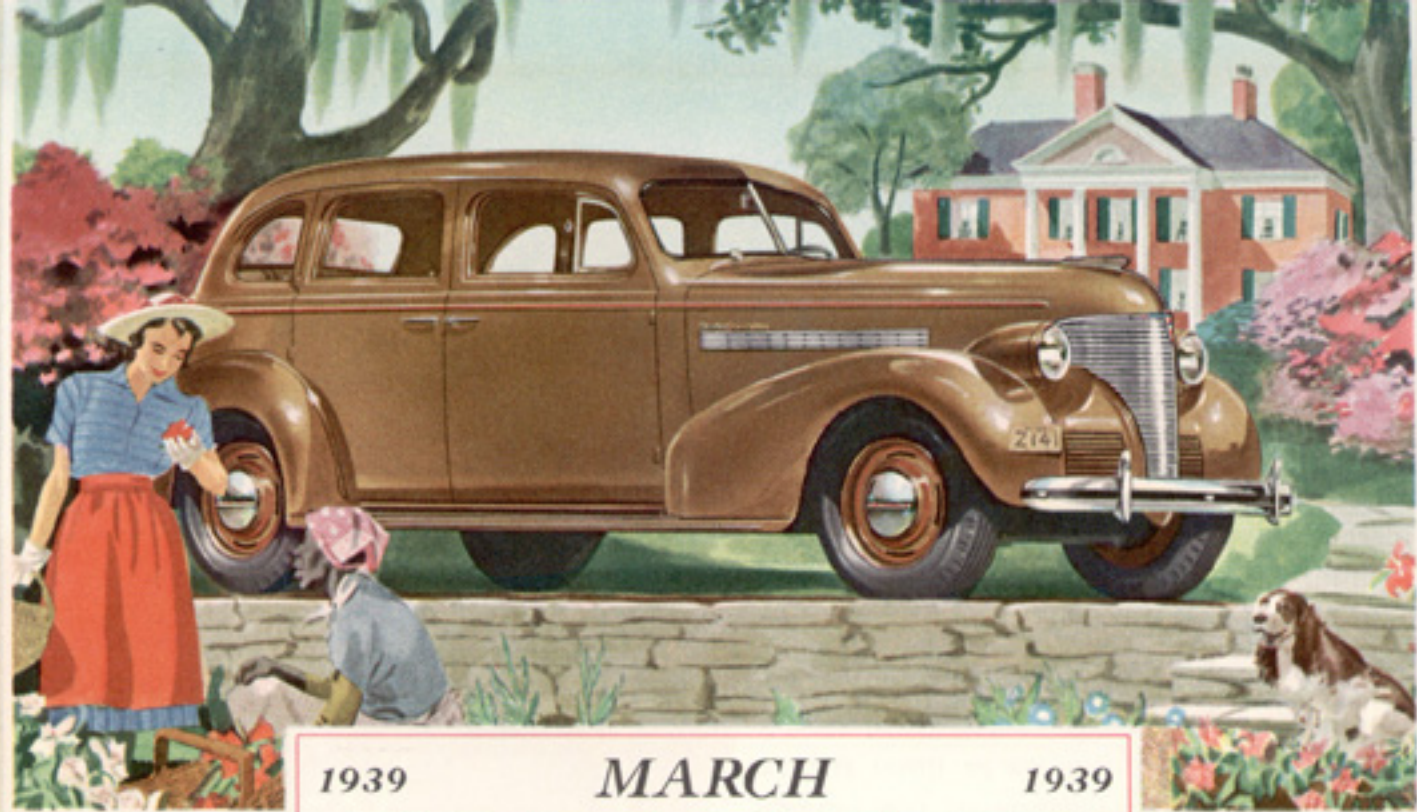
Hydraulic pressure actuates the four-wheel brakes. . . . The hand brakes (see diagram) are operated by rods and flexible cables. . . . Double-articulated linkage (right) assures full contact between brake lining and drums.



Perfected hydraulic brakes, a system that gives ideal control, is Chevrolet's most outstanding contribution to safety. It is positive in action, giving smooth, straight-line stops under light or heavy pedal pressure. Only Chevrolet hydraulic brakes have double-articulated brake shoe linkage, a design

PERFECTED  
HYDRAULIC  
*Brakes*

that insures positive results always. The 1939 Chevrolet introduces a new hand brake system of many advantages. The lever, mounted under the dash, within easy reach, has a pistol-grip and trigger-release. Manual effort is multiplied by leverage to give a firm brake application for parking and emergencies.



1939

MARCH

1939

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Master De Luxe Sedan

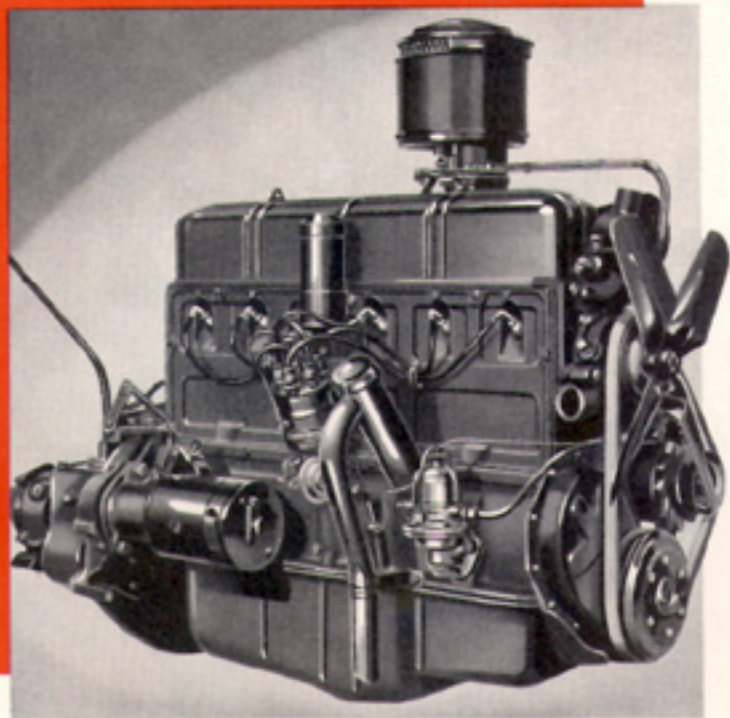
1939 February 1939

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1939 April 1939

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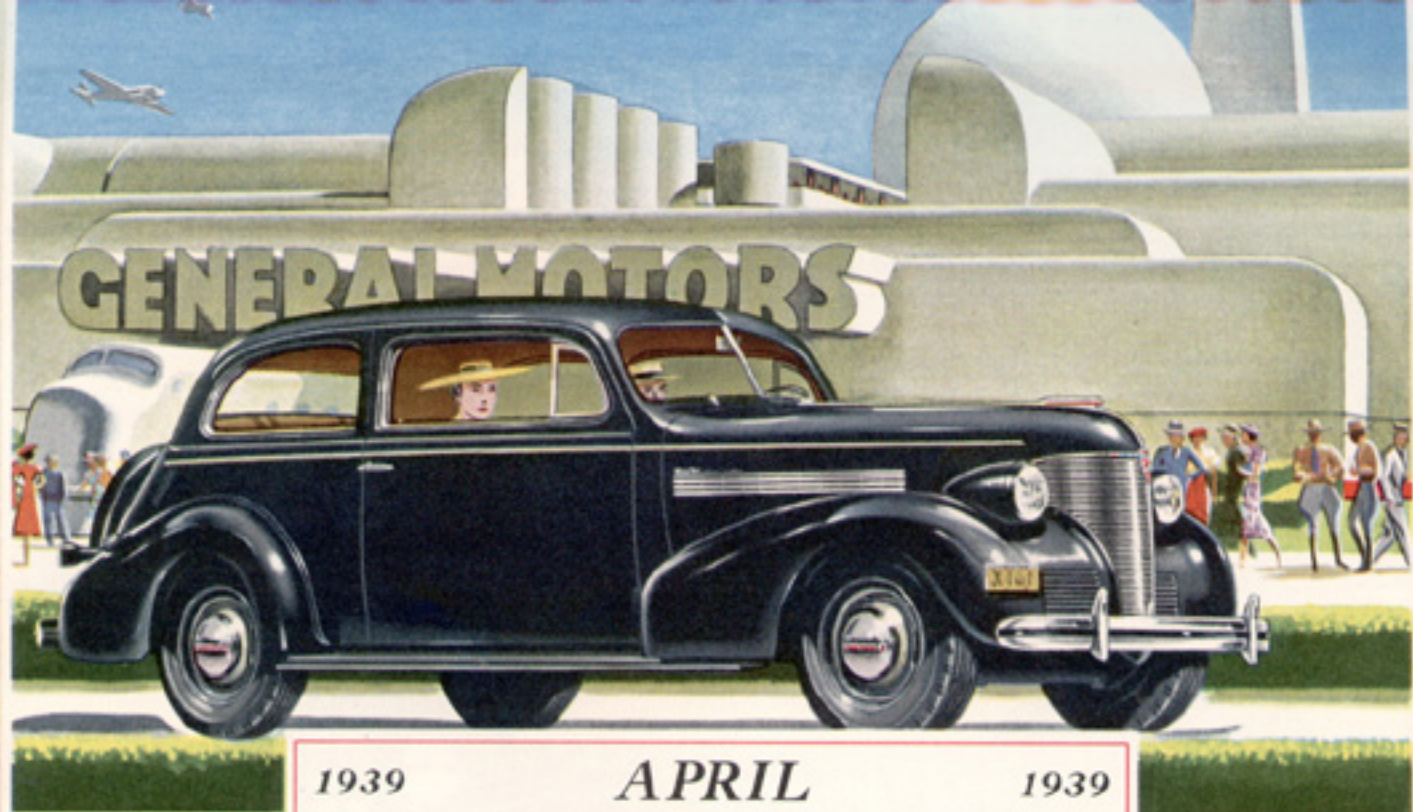


## CHEVROLET'S FAMOUS

### *Valve-in-Head Six*

Economy, performance, durability—the three qualities for which Chevrolet's valve-in-head engine has long been outstandingly noted—are present in maximum degree in the refined 1939 model. High efficiency accounts largely for both its performance abilities and its economy; its durability is the natural result of excellent design and exacting standards of quality. These important qualities are in proper balance; each fully developed, yet no one quality over-emphasized at the expense of any of the other desirable qualities.





1939

APRIL

1939

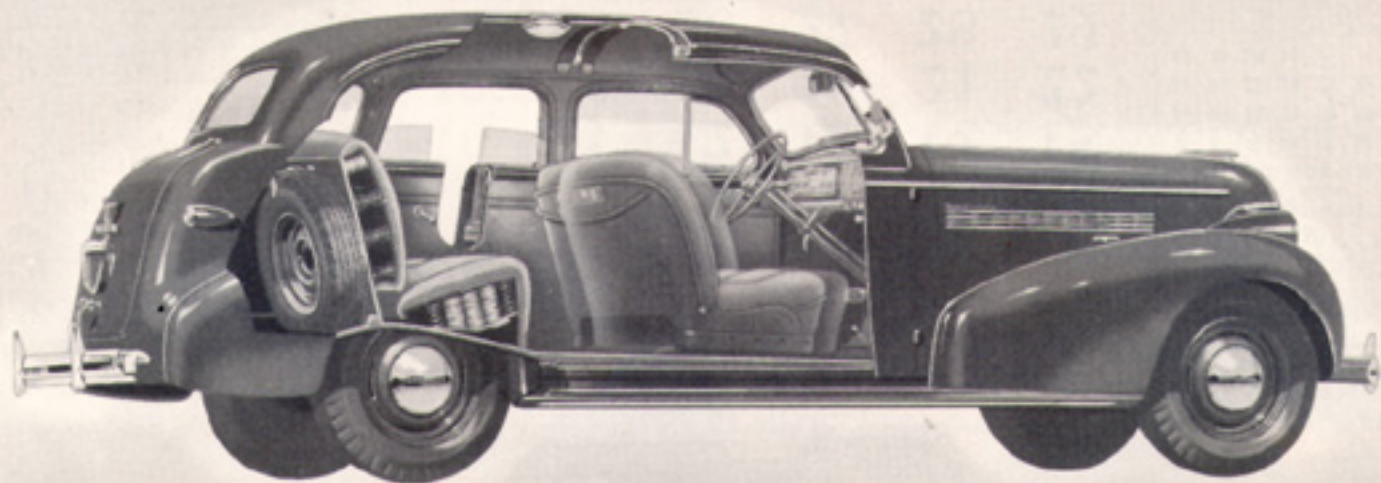
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*Master De Luxe Coach*

1939	March							1939
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1939	May							1939
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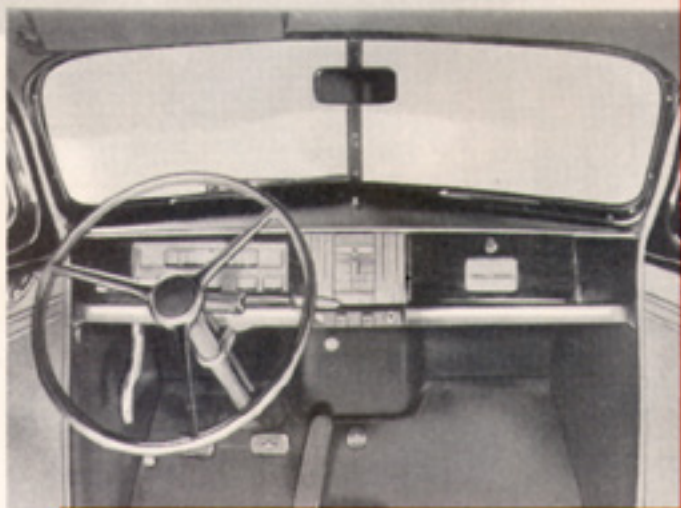
FEATURES OF THE 1939 MASTER DE LUXE

**BUILT-IN**

*Safety and Comfort*

Within the all-steel structure of its body, the Chevrolet for 1939 contains feature after feature that adds to safety, beauty, comfort, and convenience. No other low-price car offers, in a Fisher body, all the advantages that you will enjoy in the new Chevrolet.

MASTER DE LUXE WITH VACUUM GEARSHIFT ILLUSTRATED  
*(Optional at slight extra cost)*





1939

MAY

1939

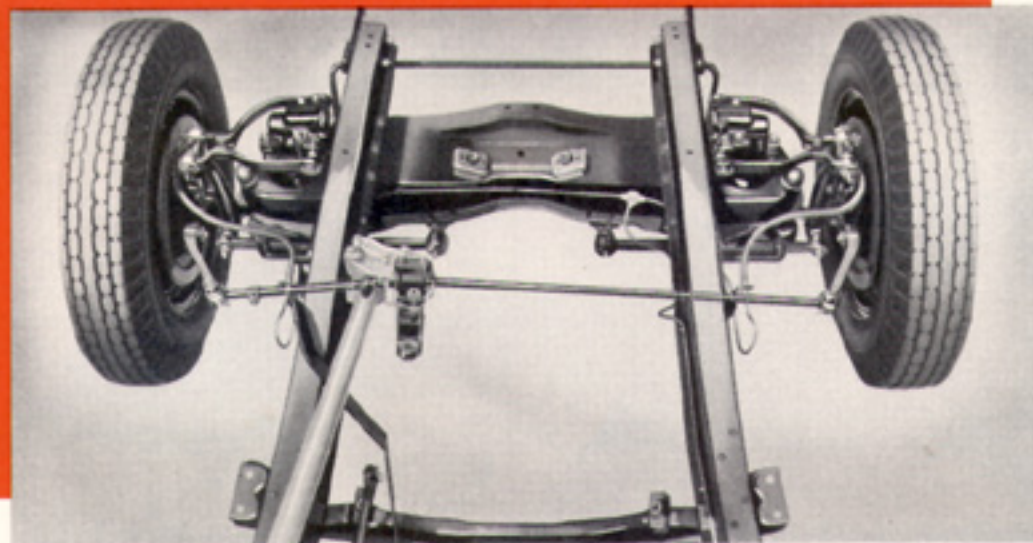
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*Master 85 Business Coupe*

1939	<i>April</i>							1939
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1939	<i>June</i>							1939
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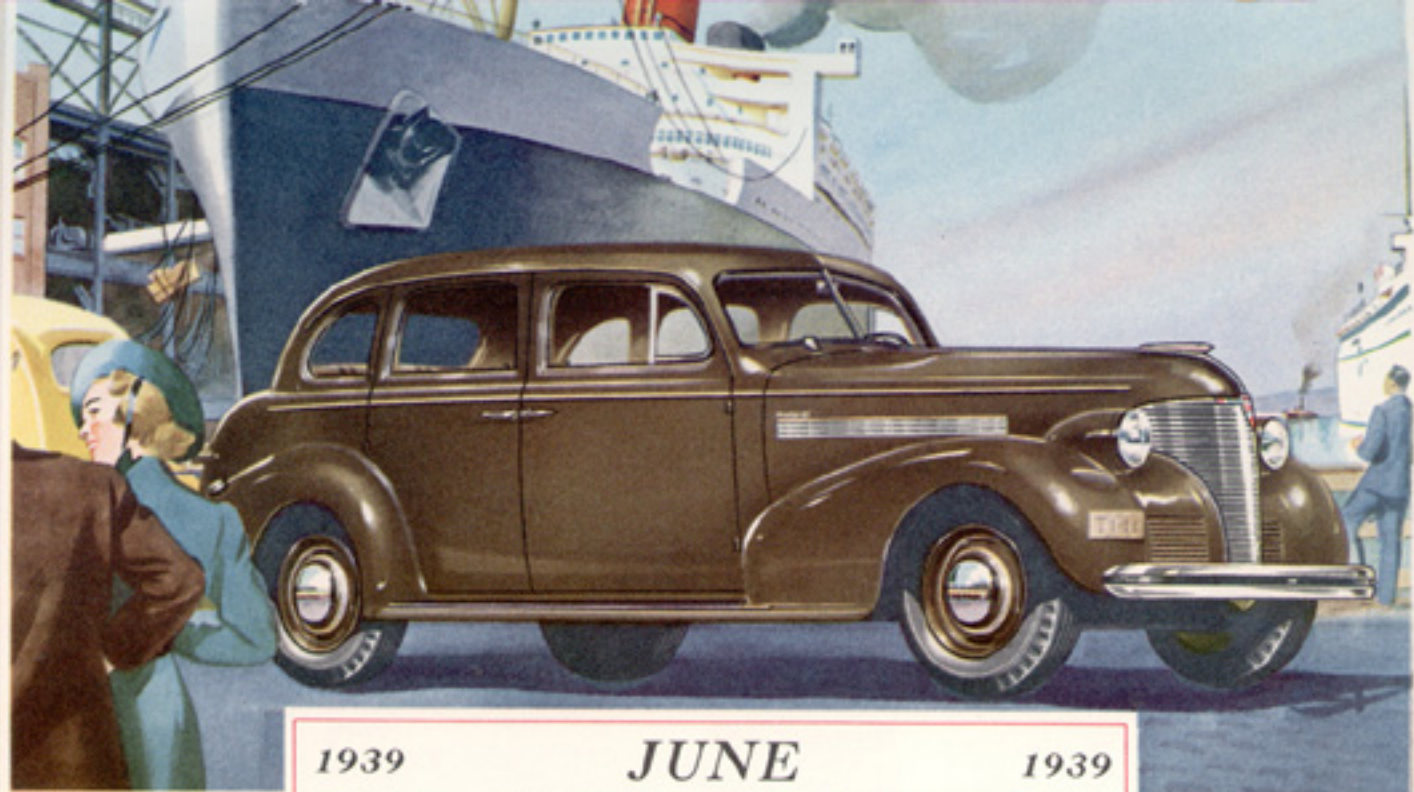


The steering gear is mounted well forward on the chassis side-rail, with the shaft nearly vertical. Each front wheel is controlled directly by its own tie-rod attached to the pitman arm.

## IMPROVED *Shockproof Steering*

With the adoption of Knee-Action in 1934, Chevrolet introduced truly shockproof steering to American motoring. In 1939 Master De Luxe models, with their perfected Knee-Action, Chevrolet steering is even more outstanding—with more direct control and more effortless operation. Chevrolet's new steering system eliminates the drag link; the steering gear pitman arm is directly connected, by a dual tie-rod, to the front wheels.





*Master 85 Sport Sedan*

1939

**JUNE**

1939

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1939	<i>May</i>							1939
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1939	<i>July</i>							1939
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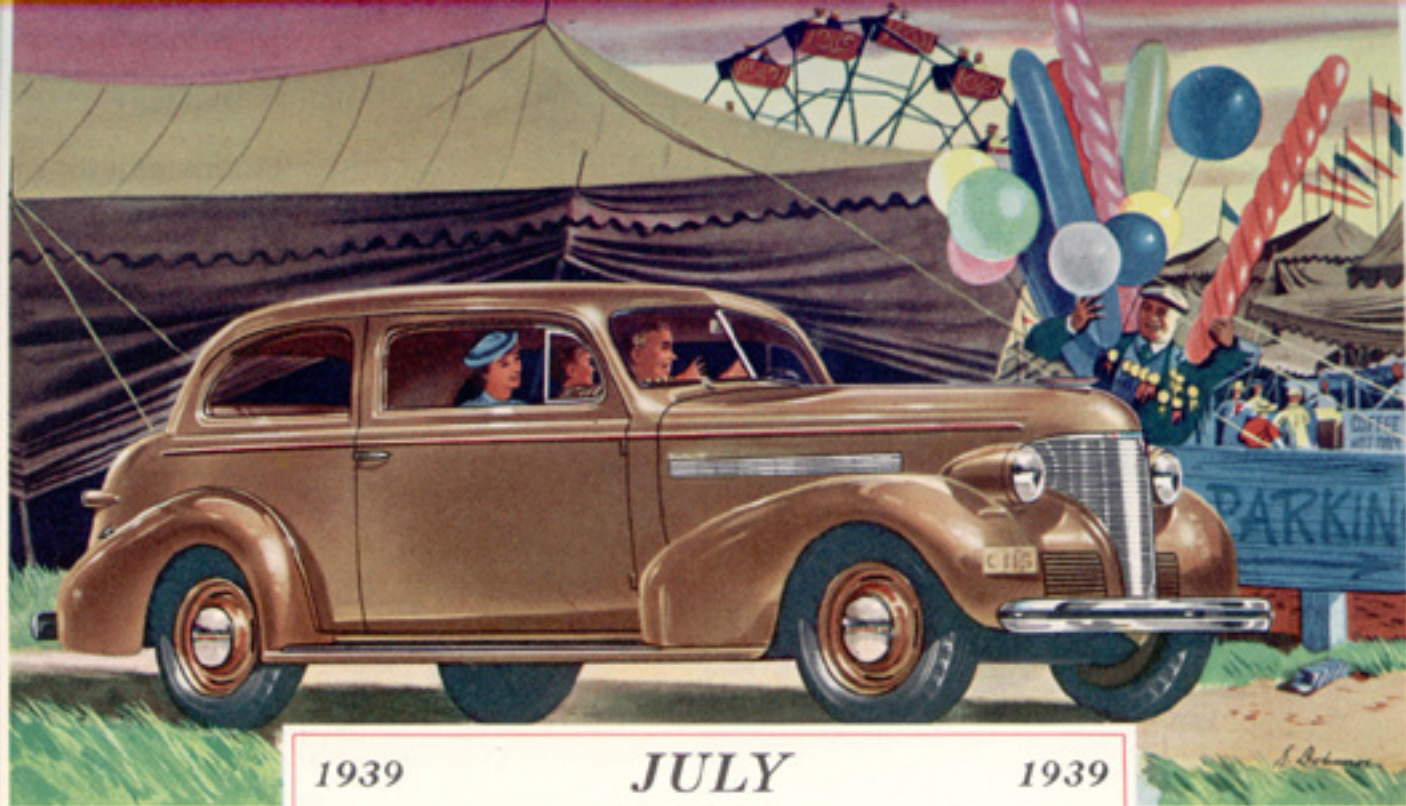
## *Beauty*

### PLUS LUXURY

Particular attention has been given to the refinement of Chevrolet body interiors for 1939 to effect an atmosphere of restful beauty, luxuriousness, and comfort. The result is the true beauty that results from the skillful blending of line, form and color, set off with decorative features designed in accordance with the highest standards of good taste. The 1939 Chevrolet, with its marked individuality, is the most distinctive of low-priced cars.



The illustrations show the front and rear compartments of the Master De Luxe sedans.



*Master 85 Town Sedan*

1939

**JULY**

1939

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1939		<i>June</i>							1939	
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1939		<i>August</i>							1939	
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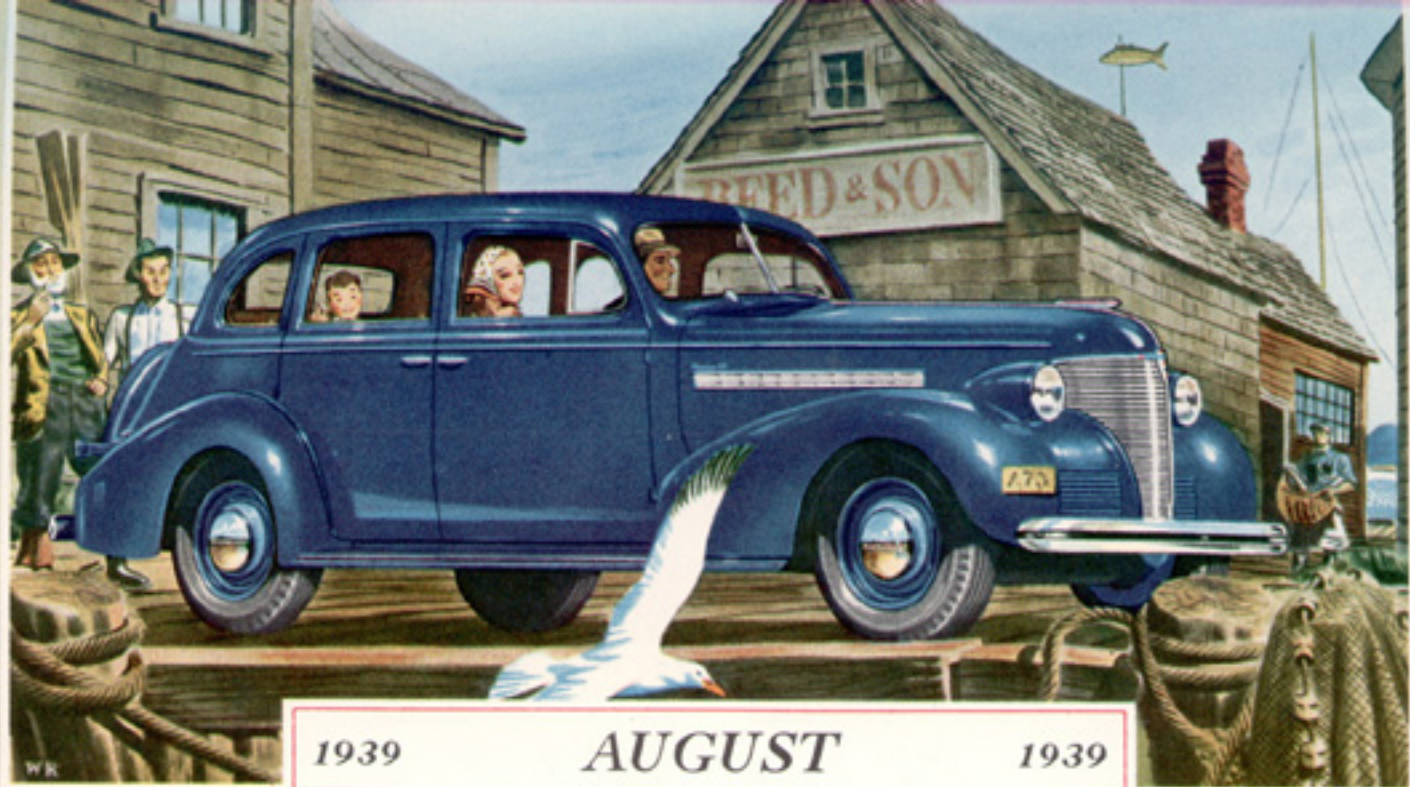


## Comfort and CONVENIENCE

In the 1939 Chevrolets, everything has been planned to provide comfort for both driver and passengers. This painstaking effort to assure physical and mental ease while riding is reflected in scores of special conveniences throughout the car—things that, taken altogether, contribute largely to the pleasure of motoring.

(Top) Within the built-in trunks of the *Sport Sedans* and *Town Sedans* is a covered tool-box, underneath the floor. (Center) No Draft venti-panes are equipped with locks. Rear-quarter windows of *Master De Luxe Sport Sedan*, *Sedan* and *Four-Passenger Coupe* bodies slide back for ventilation; on the *Town Sedan* and *Coach* they may be lowered. (Bottom) The instrument panel is a model of compact convenience and beauty (Master De Luxe shown).





W.K.

*Master 81 Sedan*

1939

**AUGUST**

1939

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1939 July 1939

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1939 September 1939

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FOUR-PASSENGER COUPE, MASTER DE LUXE ONLY

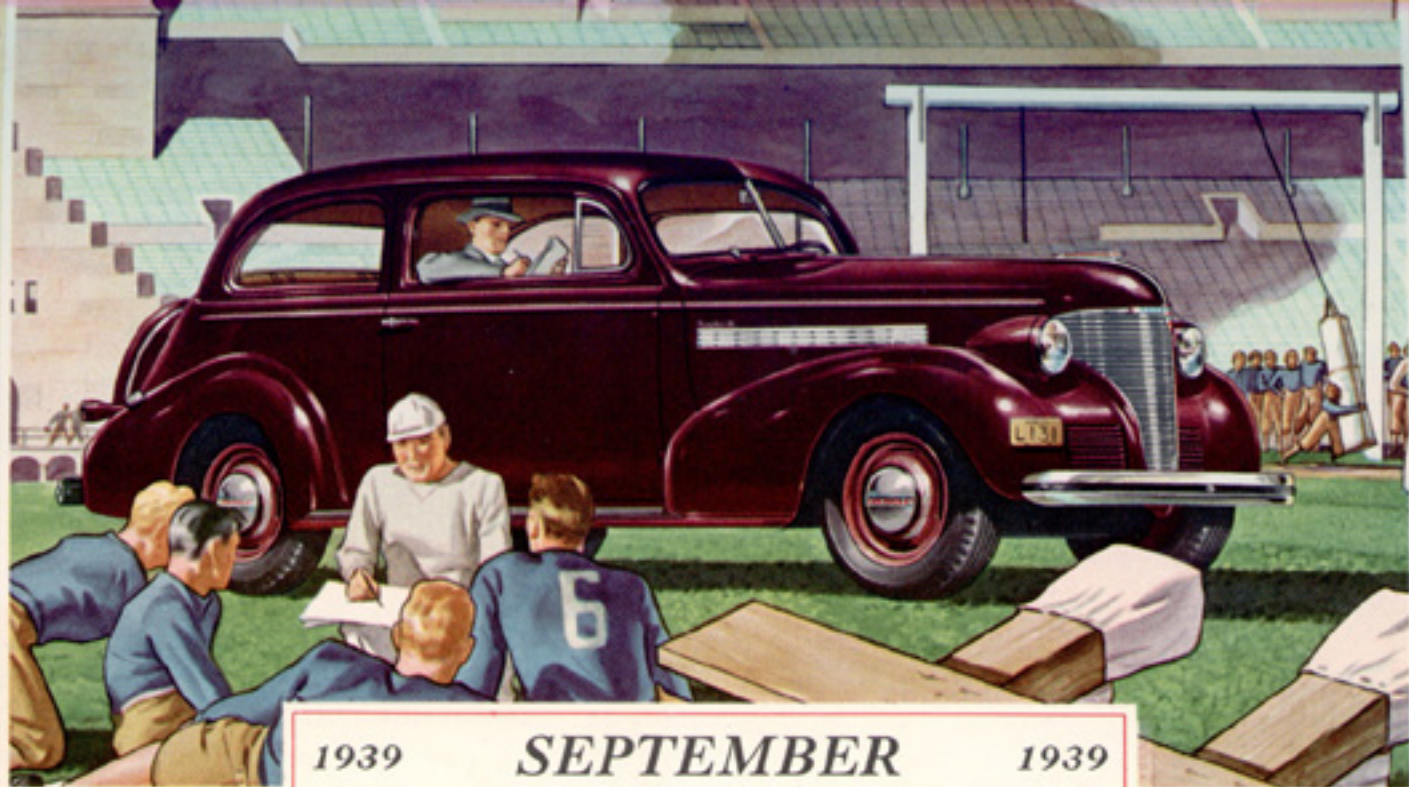


BUSINESS COUPE

## INTRODUCING *Two New-Type Coupes*

Chevrolet presents two new-type coupes for 1939. The *Four-Passenger Coupe* provides, for the first time, seats inside the car for two extra passengers. It is a car particularly useful for the business or professional man, for it is perfectly adapted for use also as a family car. The two rear seats may be

folded up to make room for extra luggage. . . . In the *Business Coupe*, the space back of the seat is provided with a spacious elevated platform, rubber covered, as an accessible loading space. . . . Both coupes have capacious built-in rear deck compartments. The front seats have full-width cushions.



*Master 85 Coach*

1939

**SEPTEMBER**

1939

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1939	<i>August</i>							1939
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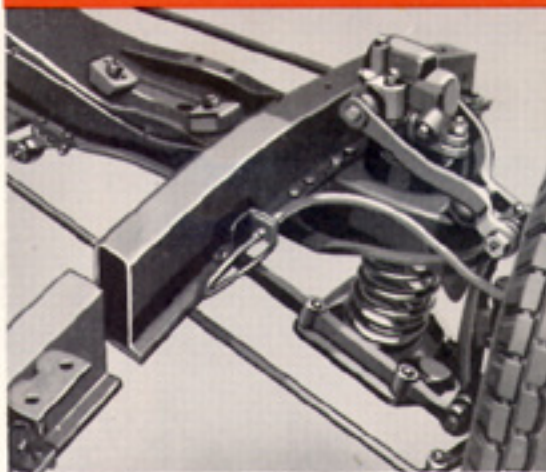
1939	<i>October</i>							1939
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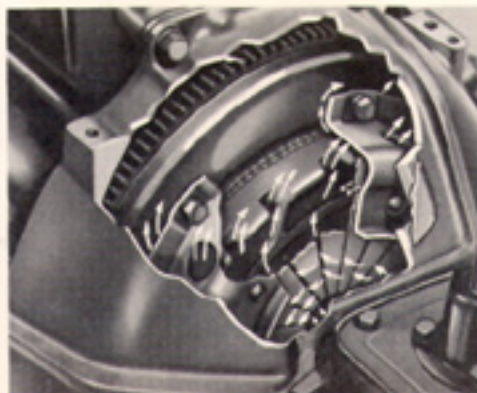
## BOX-GIRDER

### *Frame*

The box-girder frame, originated by Chevrolet, and an exclusive feature of Chevrolet construction, is the strongest and most rigid type of frame construction known to engineering. Side-rails and cross-members are of deep box-section, extremely rigid in themselves, and together they form a chassis frame of extraordinary ability to resist distortion.



The deep box-section side-rails are formed of flanged channels to which a bottom plate is joined by a continuous weld. . . . The advantages can easily be demonstrated. A light box, with lid removed, can be readily twisted. With the lid in place, there is a great increase in stiffness.



## TIPTOE-MATIC *Clutch*

Chevrolet offers the advantage of a clutch with a single diaphragm spring taking the place of numerous separate coil springs used in the conventional form of clutch. From the time of its adoption, the diaphragm spring has operated in hundreds of thousands of cars without a failure. The 1939 clutch has been improved by the addition of a ventilation system to prevent excessive temperature.



1939

OCTOBER

1939

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You may procure another 12-months calendar from your Chevrolet dealer

Master De Luxe Sport Sedan

1939 September 1939

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1939 November 1939

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