



CHEVROLET

1939

I N T R O D U C I N G



Chevrolet presents, in this catalogue, both the 1939 *Master De Luxe* model and the 1939 *Master 85* model, which are identical in the basic design and construction of their bodies, engines, transmissions, clutches, rear axles, and brakes. Thus, both series are generously provided with the traditional superiorities in appearance, performance, safety, comfort, economy, and durability, that have enabled Chevrolet automobiles to win and hold *first place in national passenger car registrations year after year.*

In the following pages, the large illustrations of cars truly represent the exterior appearance of both the Master De Luxe and the Master 85, except only that bumper guards, stainless steel running board moldings, and decorative license-lamp face-plate are

exclusive features of the Master De Luxe model. All body types pictured are offered in both chassis models, except the Master De Luxe Four-Passenger Coupe. General differences between the two series of cars are set forth in the specifications (see back cover).

NEW VACUUM GEAR-SHIFT* • NEW BODIES BY FISHER WITH AERO-STREAM STYLING • NEW LONGER RIDING BASE • NEW "OBSERVATION CAR" VISIBILITY • CHEVROLET'S FAMOUS VALVE-IN-HEAD SIX • PERFECTED KNEE-ACTION RIDING SYSTEM (with Improved Shockproof Steering)* • PERFECTED HYDRAULIC BRAKES • TIPTOE-MATIC CLUTCH

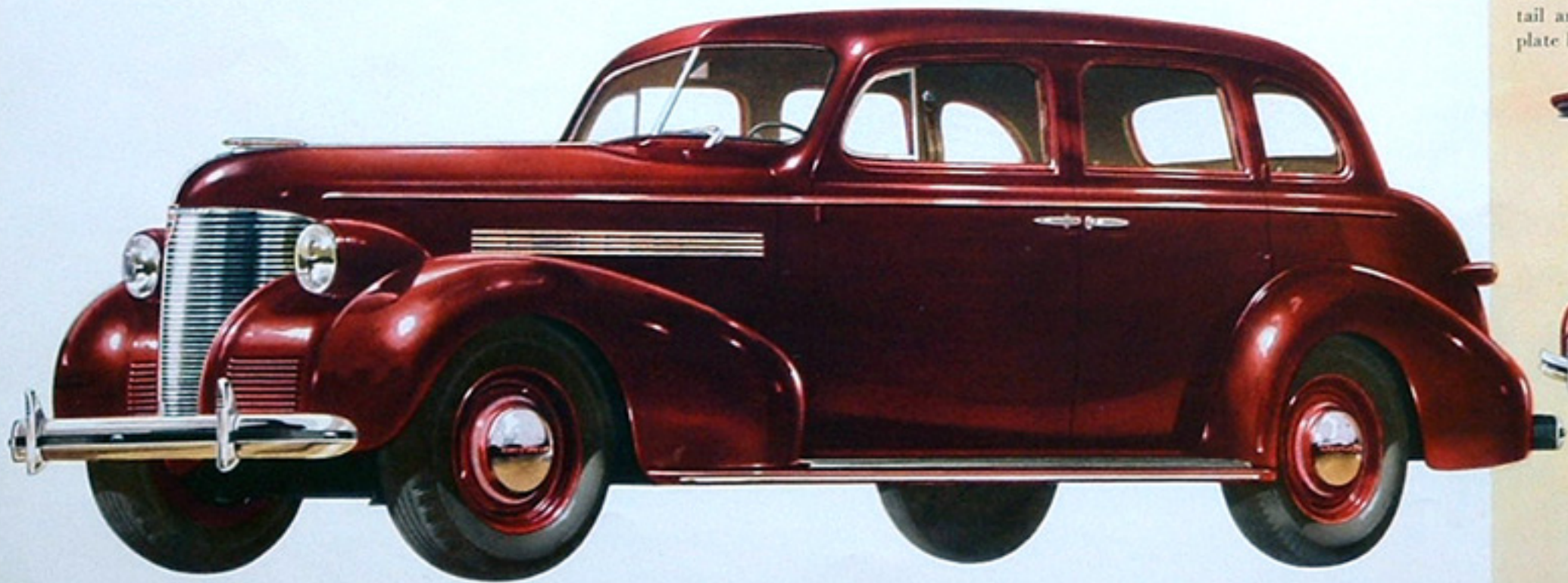
**New vacuum gear-shift optional on either Master De Luxe or Master 85 model at small extra cost. Perfected Knee-Action riding system (with improved shockproof steering) on Master De Luxe model only.*

CHEVROLET FOR 1939



Only Chevrolet Gives So Much for So Little

MASTER DE LUXE SPORT SEDAN



Special Features — Built-in luggage compartment; enclosed tire carrier, covered tool box . . . Parcel ledge at top of rear-seat back . . . Sliding rear-quarter windows . . . Two assist straps . . . Two arm rests front, two rear . . . Ash receptacle in back of front seat . . . Robe cord . . . Two tail and stop lights; center license plate lamp.



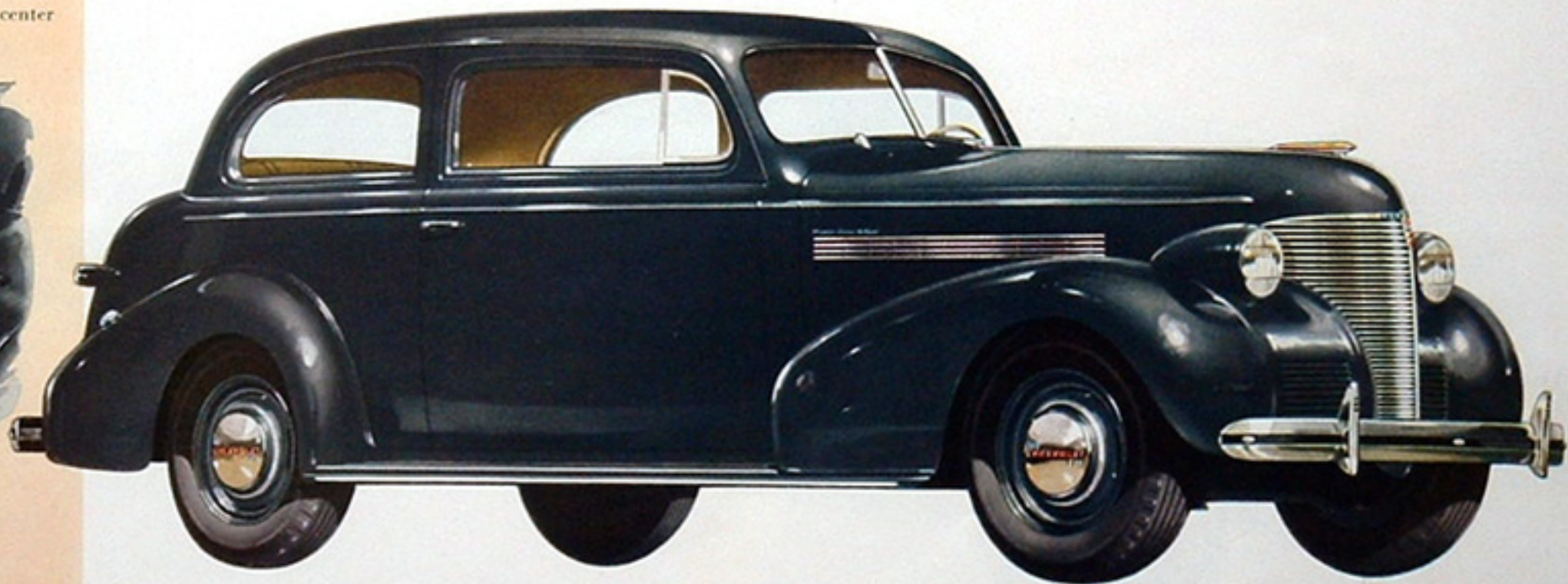
The spacious, built-in luggage compartment of the *Sport Sedans* and the *Town Sedans* contains the spare tire and a convenient, covered tool box.

MASTER DE LUXE TOWN SEDAN

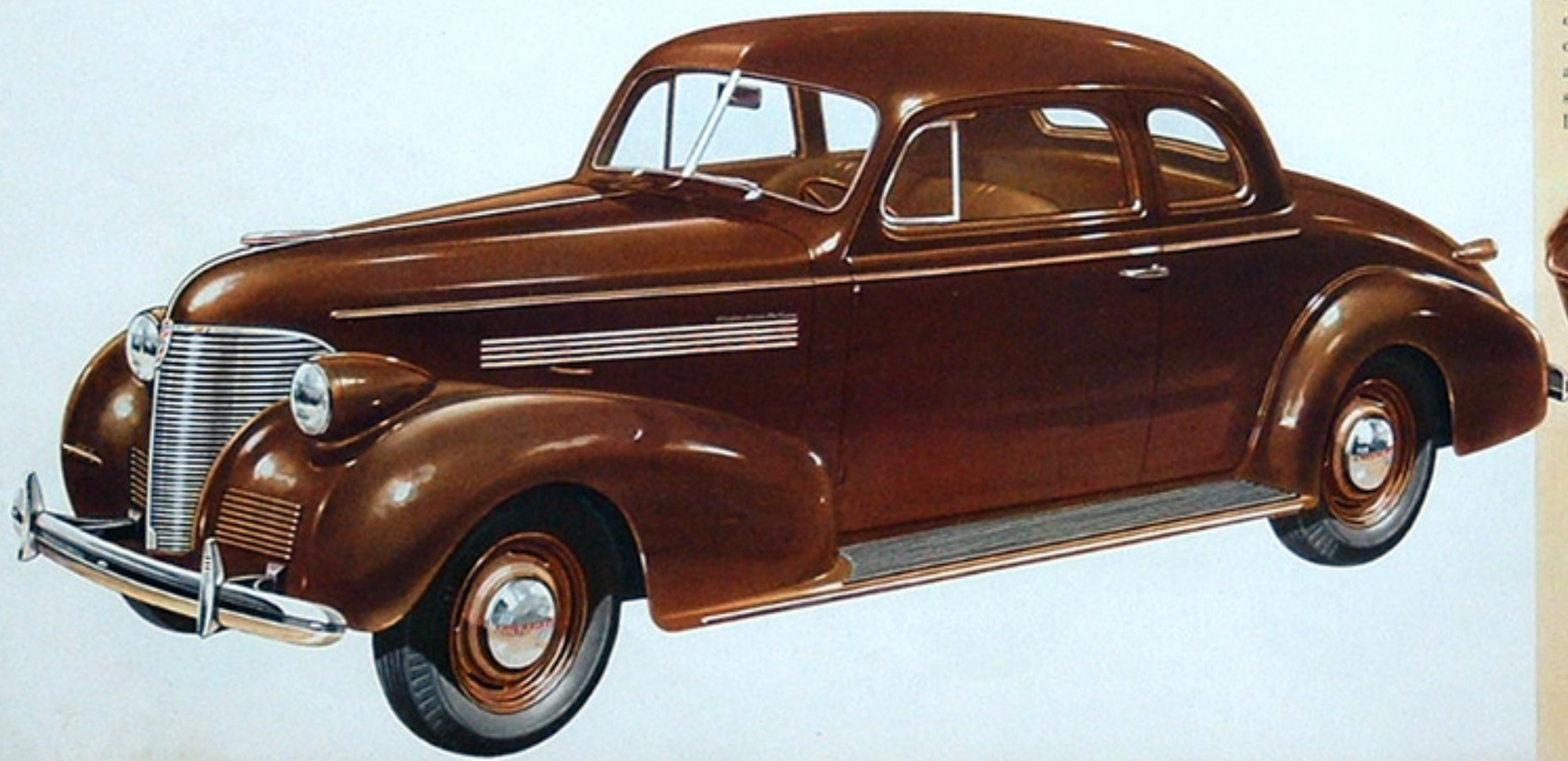
Special Features—Built-in luggage compartment; enclosed tire carrier, covered tool box . . . Full-width front-seat cushion, divided back . . . Parcel ledge at top of rear-seat back . . . One arm rest at driver's seat, two rear . . . Two ash receptacles, rear . . . Two robe cords . . . Two tail and stop lights; center license plate lamp.



Sport Sedans, Town Sedans, and all Coupes have a center license plate lamp. All Master De Luxe cars have two tail and stop lamps.



MASTER DE LUXE BUSINESS COUPE



Special Features—Extra-large built-in luggage compartment; enclosed tire carrier . . . Additional large interior compartment and luggage deck back of seat . . . Full-width seat cushion, divided back . . . Arm rest at driver's seat . . . Two tail and stop lights; center license plate lamp . . . 18-gallon fuel tank.



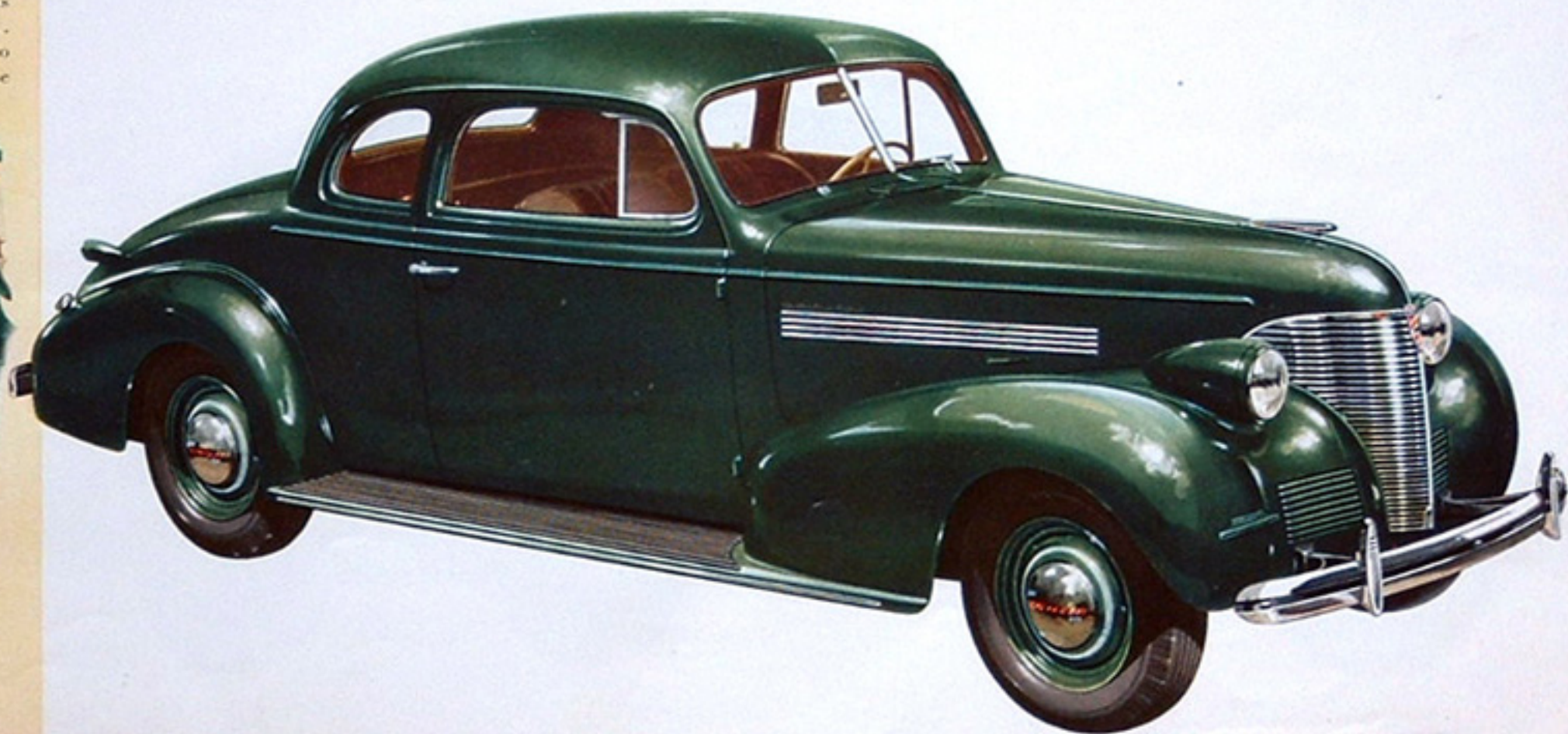
In addition to its capacious rear-opening luggage compartment, the *Business Coupe* is provided with a roomy interior luggage deck back of the seat.

MASTER DE LUXE FOUR-PASSENGER COUPE

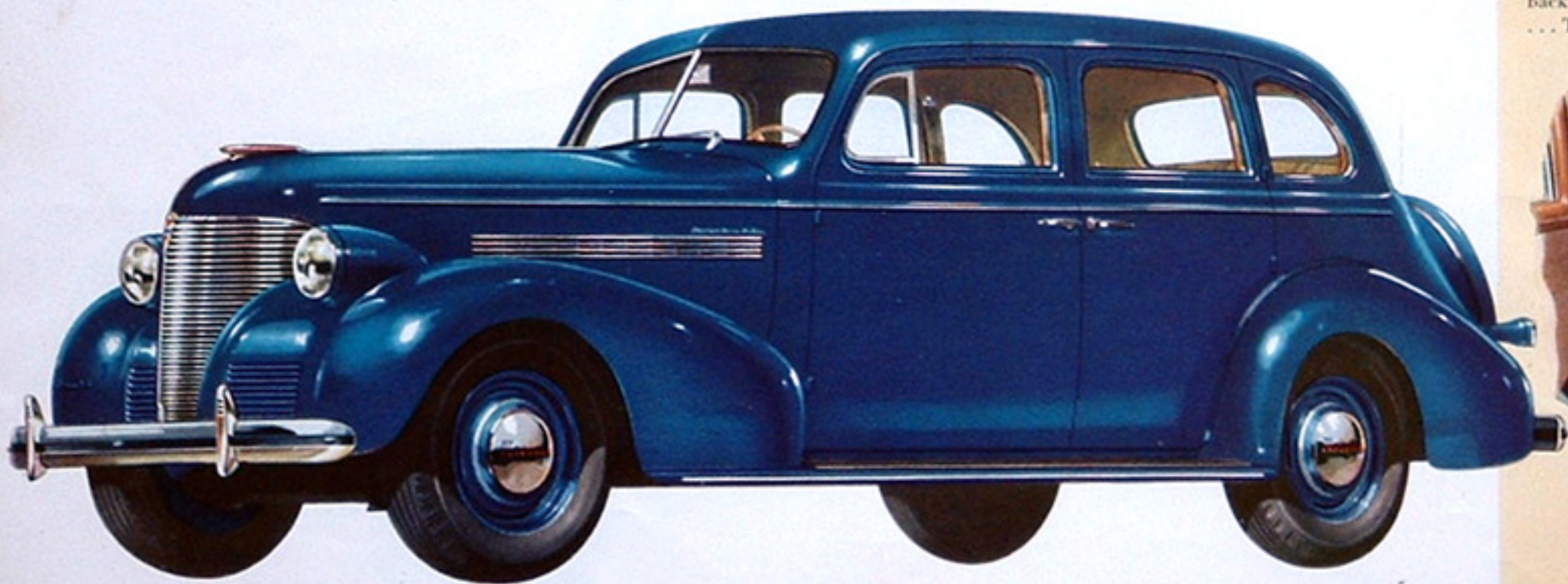
Special Features—Built-in luggage compartment; enclosed tire carrier . . . Full-width seat cushion, divided back; two interior folding rear seats . . . Sliding rear-quarter windows . . . Arm rest at driver's seat . . . Two tail and stop lights; center license plate lamp.



The *Four-Passenger Coupe* has two interior seats in the rear of the passenger compartment. They fold up, out of the way, to make space for extra luggage.



MASTER DE LUXE SEDAN



Special Features—Interior luggage compartment back of rear seat . . . Spare-tire cover and lock. Parcel ledge at top of rear-seat back . . . Sliding rear-quarter windows . . . Two assist straps . . . Two arm rests front, two rear . . . Ash receptacle in back of front seat . . . Robe cord . . . Two tail and stop lights.



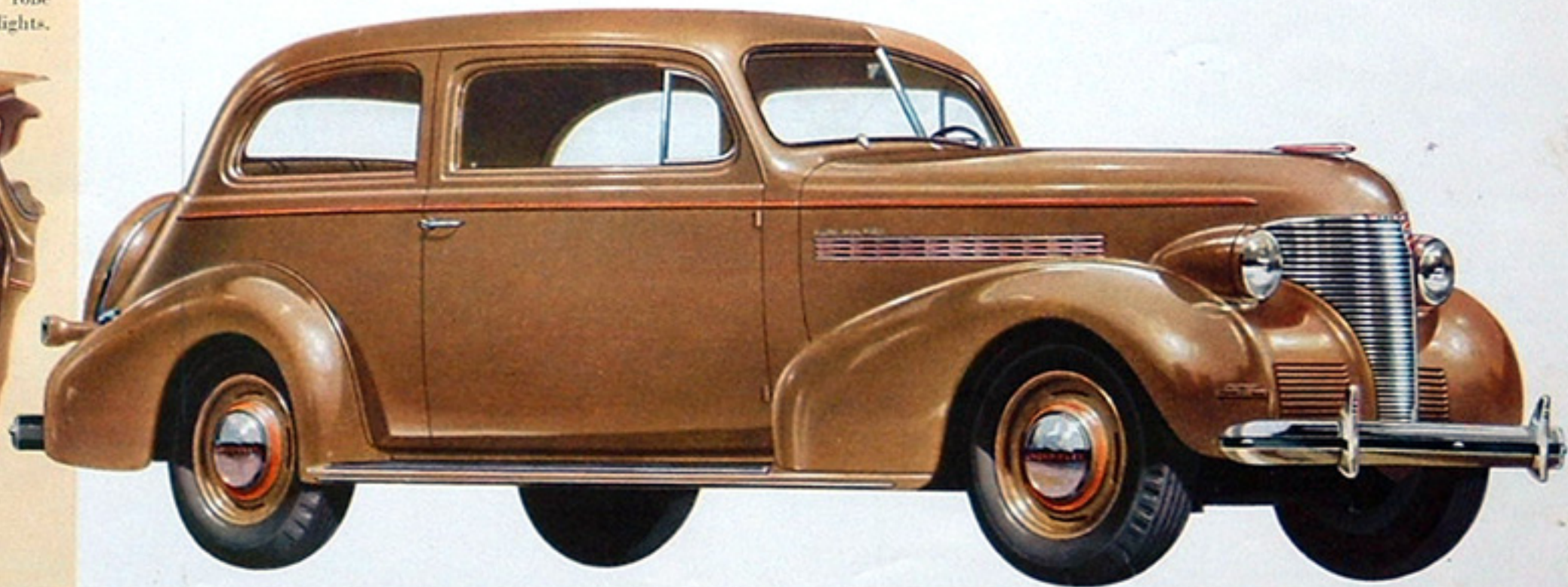
The Sedans and the Coupes have a luggage compartment back of the rear seat, and a parcel ledge between the top of the seat and the rear window.

MASTER DE LUXE COACH

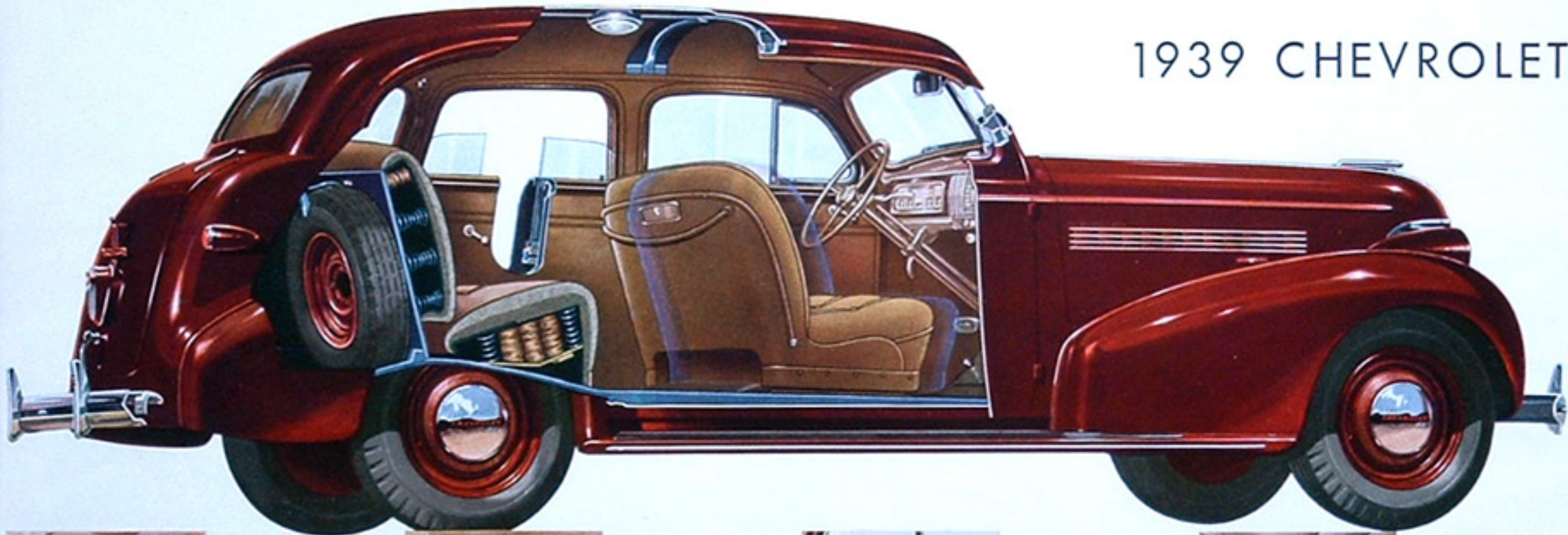
Special Features—Interior luggage compartment back of rear seat . . . Spare-tire cover and lock . . . Full-width front-seat cushion, divided back . . . Parcel ledge at top of rear-seat back . . . One arm rest at driver's seat, two rear . . . Two ash receptacles, rear . . . Two robe cords . . . Two tail and stop lights.



Single full-width seat cushions, with divided folding backs, promote comfort and convenience in the Coaches, Town Sedans, and all Coupes.



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Larger windshields and narrow corner posts give "observation car" visibility.



The sun visor is adjustable. It can be swung to the side to cut off glare at the window.



A safety lock is a 1939 improvement on the No Draft ventipanes in all bodies.



*Rear-quarter windows slide back. (Master De Luxe Sport Sedan, Sedan, and Four-Passenger Coupe.)

BODY FEATURES

The large cutaway illustration of the Master De Luxe Sport Sedan shows many features found also in other body types and in the Master 85 bodies. The small detail illustrations apply to both Master De Luxe and Master 85 models, except those having descriptions that are marked with an asterisk (*).



The new vacuum shift (optional at small extra charge), with its lever mounted on the steering column, leaves the floor clear of obstruction.



The slender, gleaming radiator ornament is suggestive of speed.



The glove compartment, with flash lock, is a constant convenience.



Slender headlamps are mounted on the fenders in fixed position.



Windshield wipers lie against the lower molding when idle.



Two-door five-passenger cars and all Coupes have a full-width front-seat cushion with divided back.



Hood louver moldings are long and slender. Model nameplates add a distinctive touch of styling.



Safety door handles combine beauty with utility and durability.



*All Master De Luxe five-passenger cars are equipped with robe cords.



Clear-vision dials and accessible controls feature the instrument panel. Two defroster slots are provided for use when a car heater is installed as extra equipment. (Master De Luxe panel shown.)



A snap-on rubber-sealed metal cover plate makes the battery quickly accessible.

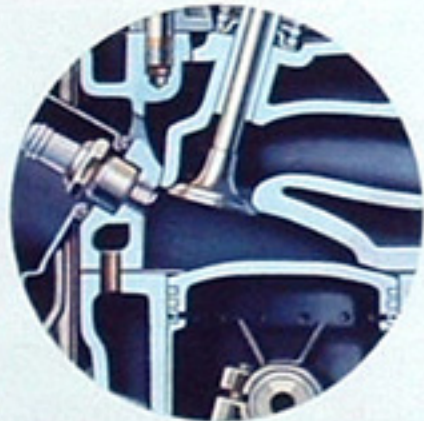


An important added convenience is the under-floor tool box built into the luggage trunk of Town Sedans and Sport Sedans.

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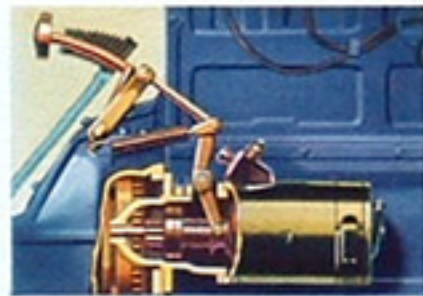
The diaphragm-spring clutch is simple in construction and notable for its reduced pedal pressure and softer engagement.



Chevrolet's "blue-flame" combustion chamber design insures economy, power and flexibility.



Hand brakes are operated by a pistol-grip trigger-release lever mounted under the cowl.



Mechanical starter engagement keeps the starter pinion in mesh with the flywheel until a positive start is effected.



The leakproof ball-bearing water pump prevents loss of water and anti-freeze. It is self-adjusting and permanently lubricated.



Air-pressure chambers in the fuel pump maintain a smooth flow of gasoline.

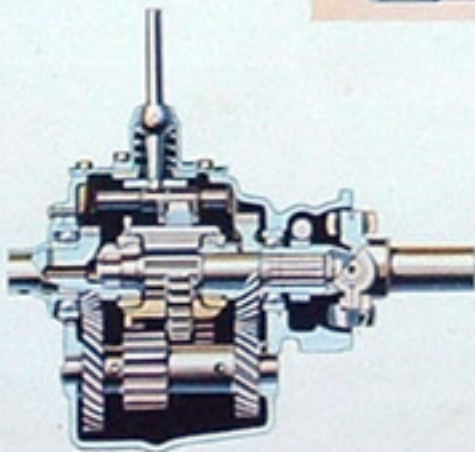
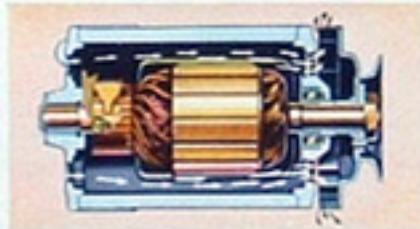


By pressure stream lubrication, an exclusive Chevrolet feature, connecting rod bearings are flushed with oil under high pressure.



The Chevrolet hypoid-gear rear axle has an unsurpassed record for trouble-free operation. A torque tube relieves the rear springs of torque reaction.

The air-cooled generator, with voltage regulator, assures ample current for lamps and electric accessories.



In the Synero-Mesh transmission, silent, easy gear-changing is assured by synchronizing cones.

By means of the octane selector, the distributor timing may be adjusted to get the most out of any grade of fuel used.



The temperature of the fuel mixture is regulated by a manifold warming-chamber with automatic thermostatic control.

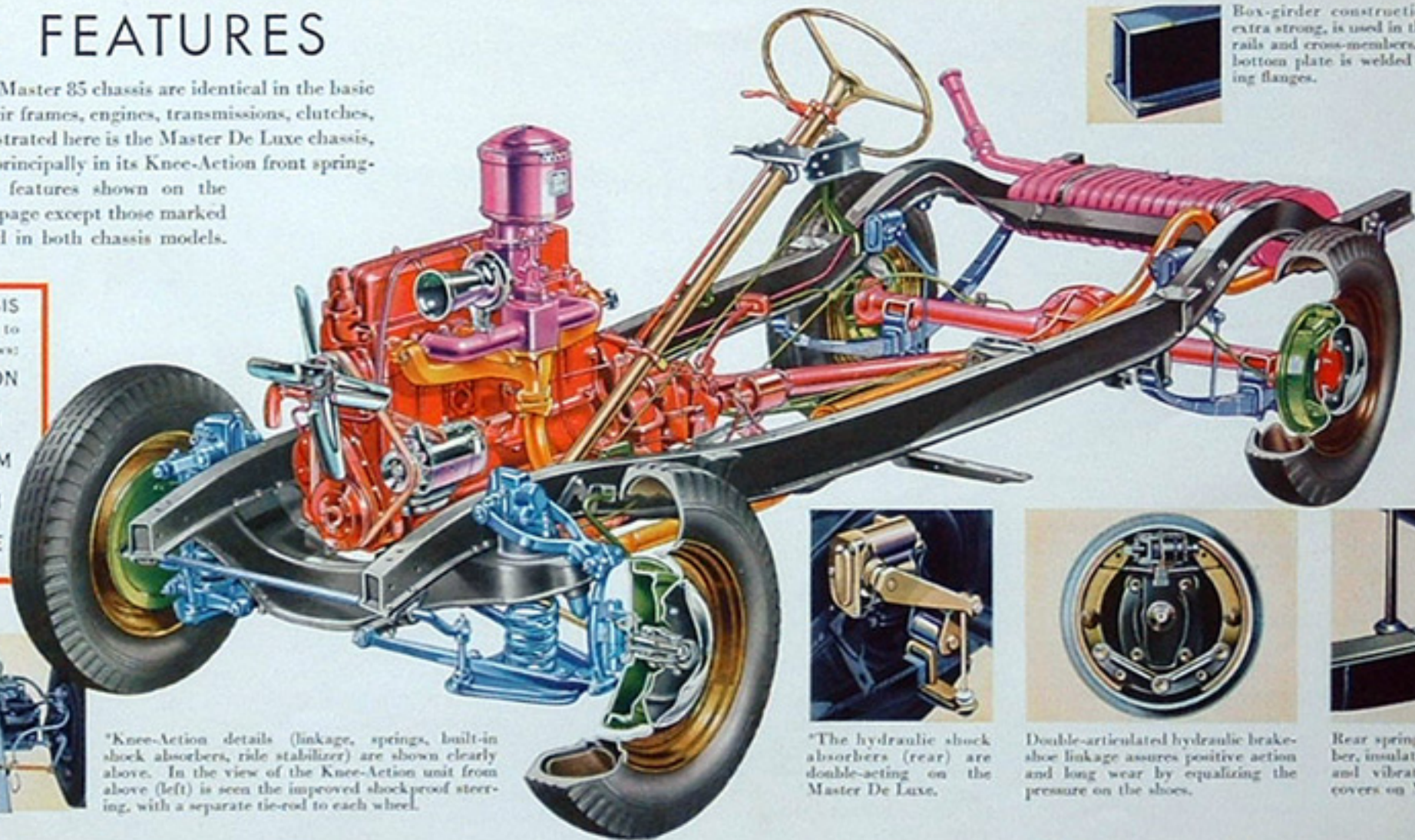
CHASSIS FEATURES

The Master De Luxe and the Master 85 chassis are identical in the basic design and construction of their frames, engines, transmissions, clutches, rear axles, and brakes. . . Illustrated here is the Master De Luxe chassis, differing from the Master 85 principally in its Knee-Action front springing and steering. . . All features shown on the opposite page, and all on this page except those marked with an asterisk (*), are used in both chassis models.

MASTER DE LUXE CHASSIS

Note: Different colors are used to identify main features, as follows:

- SPRING SUSPENSION
- BRAKING SYSTEM
- FUEL FEED SYSTEM
- EXHAUST SYSTEM
- ENGINE AND DRIVE



Box-girder construction, light and extra strong, is used in the chassis side-rails and cross-members. The side-rail bottom plate is welded to the stiffening flanges.



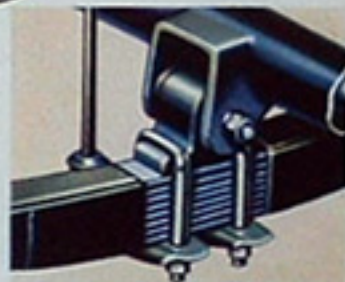
*Knee-Action details (linkage, springs, built-in shock absorbers, ride stabilizer) are shown clearly above. In the view of the Knee-Action unit from above (left) is seen the improved shock proof steering, with a separate tie-rod to each wheel.



*The hydraulic shock absorbers (rear) are double-acting on the Master De Luxe.



Double-articulated hydraulic brake-shoe linkage assures positive action and long wear by equalizing the pressure on the shoes.



Rear springs are mounted in rubber, insulating the axle from shock and vibration. (*Metal spring covers on Master De Luxe only.)

PERFECTED KNEE-ACTION RIDING SYSTEM

(Master De Luxe Model Only)



A sturdy ride stabilizer prevents excessive swaying on curves and turns.

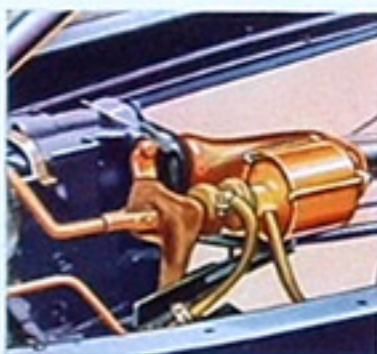
Each front wheel is entirely free to absorb road shocks without affecting the other wheel or transmitting the shocks to the car itself.



Chevrolet's perfected Knee-Action design possesses all the recognized advantages of individual front-wheel suspension—improved ride, truer steering, more positive control, greater safety—all developed to new heights. In addition, Chevrolet Knee-Action has still another great advantage—for Chevrolet builds its front-end suspension as a single unit—sembled, aligned, and inspected before being attached to the chassis frame. With this improved front-end suspension come corresponding improvements in the rear springing, to provide a smooth, comfortable ride.

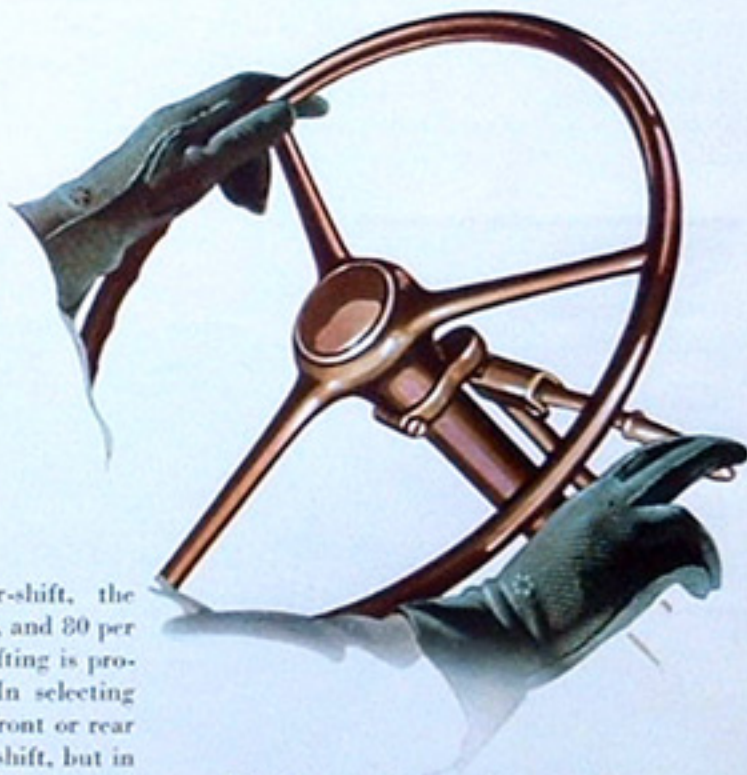
CHEVROLET'S NEW VACUUM GEAR-SHIFT

(Optional at Small Extra Cost)



The gear-shifting power mechanism, mounted on the transmission, is controlled from the steering column lever by shafts and connecting rods—no flexible cables are used.

With Chevrolet's vacuum gear-shift, the driver has only to move the lever, 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 as with the conventional shift, but in passing through neutral the lever is moved straight up or down instead of to the left or right.



With the vacuum-operated gear-shift, gear changes are made by a short lever mounted under the steering wheel. The front compartment floor is entirely clear of obstruction.



INSTANTANEOUS-TUNING RADIOS—Genuine Chevrolet automatically tuned radios—specially designed and built for Chevrolet cars—provide instant, accurate program reception. They are notable for their beautiful true-tone quality; for outstanding simplicity of operation; for dependable, satisfying results such as can be expected only from radios possessing the latest and best in radio development. You may choose from three models—seven-tube, six-tube or five-tube sets. Shown above is the 7-tube Super De Luxe model—the world's finest car radio, featuring automatic station adjustment as well as instant automatic tuning.

ACCESSORIES FOR YOUR NEW CHEVROLET

Over 100 Custom-Built Accessories
for Comfort, Safety, Convenience

Modern to the Minute



BACK-UP LAMP—For illuminating your driveway or other dark, confined areas, thereby reducing the hazards of colliding with unseen objects. Controlled by a convenient instrument panel switch.



GENUINE CHEVROLET HOT WATER HEATERS—Designed and built expressly for the Chevrolet car to give quick heat—plenty of heat—and heat that can be controlled to suit the weather. Two sizes—De Luxe and Super De Luxe. Also available: back seat heaters, controlled fresh air unit and safety defrosters.

GLARE SHIELD—An adjustable, sliding sun shade for attachment to the interior sun visor . . . designed to increase protection against sun glare and headlamp glare. It is made of transparent Pyrolin, restful to the eyes. Folds against sun visor.



RAIN AND SUN SHADES—They permit you to open your windows when driving in snow and rain storms, and also serve as side window sun shades. Available in sizes to fit all windows.



FOG LAMP—A large-diameter amber-colored lens diffuses a penetrating light over a wide area and reduces the hazards of driving through snow, fog, rain or dust. Installation is made on the bumper bracket.



SEAT COVERS—Made of attractive, long-wearing San Toy materials, sized and finished for tailor-fitted installation. They are cool in summer, warm in winter, and make it easier to slide in and out of the car. Available in both Standard and De Luxe types. The De Luxe seat cover with smart leatherette top is illustrated.



OUTSIDE REAR-VIEW MIRRORS—Two types are offered: the "peep mirror"—illustrated—3½ inches in diameter, that fits close to the body; and a full-size mirror, 4½ inches in diameter—mounted on an extending bracket or arm. A valuable safety accessory for all traffic conditions.



1939 CHEVROLET SPECIFICATIONS

MASTER DE LUXE and MASTER 85 MODELS

ENGINE: Valve-in-head. Six cylinders, $3\frac{1}{2}$ " bore, $3\frac{3}{4}$ " stroke; 85 horsepower.

PISTONS: Lightweight cast-iron, with dome-head and slipper-skirt; electroplated.

CRANKSHAFT: Weight, 68 pounds. Counterbalanced. Four main bearings. Rubber-floated harmonic balancer.

OILING SYSTEM: Refill capacity, 5 quarts. Positive pressure feed to crankshaft, camshaft, and valve rocker arms. Connecting rod bearings lubricated by dippers at low speeds; at higher speeds by pressure jets of oil directed against the dippers. Gear-type pump in crankcase, with screen on intake side. Crankcase ventilator.

FUEL SYSTEM: Carter single-adjustment balanced downdraft carburetor, with accelerating pump. AC air cleaner, silencer, flame arrester. Fuel mixture heated (thermostatic control) in manifold heat-chamber. High-reserve fuel pump, with filter. Fourteen-gallon tank in rear. (On *Business Coupe*, 18-gallon tank in middle of car.)

COOLING SYSTEM: Capacity, 14 quarts. Harrison ribbed-cellular copper-core radiator. Self-adjusting, permanently lubricated ball-bearing water pump. Full-length water jackets. Nozzle-spray valve-seat cooling.

ELECTRICAL: Delco-Remy ignition with automatic and vacuum spark-advance control; octane selector. High-output ventilated generator. Voltage regulator. Seventeen-plate battery, 100 ampere-hours. Accessible, snap-fit battery cover. Mechanical-shift starter.

CLUTCH: Improved ventilated type. Diaphragm spring. Cushion-mounted disc with braided molded facings. Permanently lubricated ball throwout bearing.

TRANSMISSION: Synchro-Mesh. Vacuum gear-shift optional at small extra cost.

POWER PLANT MOUNTING: Cushion-balanced.

FRAME: Box-girder type, with flanged box-section side-rails and cross-members.

REAR AXLE: Semi-floating. Hypoid drive gears. One-piece banjo-type pressed-steel housing. One-piece differential case.

REAR SPRINGS: Semi-elliptic, tapered leaf-ends; threaded shackles.

BRAKES: Four-wheel hydraulic. 11" brake drums, with cast-iron braking surface and cooling ribs. Mechanical hand brakes, with under-cowl trigger-release lever.

WHEELS AND TIRES: Five short-spoke steel disc wheels. Five 6.00-16 tires.

BODY: All-steel structure, with Fisher Turret Top and solid steel underbody. Sloping "V" windshield with wiper at bottom. Fisher No Draft ventilation. Ventipane locks. Screened cowl ventilator. Safety plate glass throughout. Adjustable driver's seat. Full-width front-seat cushion (with divided back in *Town Sedan, Coach, and Coupes*). Adjustable sun visor. Rear-view mirror. Rear-seat arm rests on all five-passenger cars. Safety-tread running boards. Large luggage compartment (two in *Business Coupe*).

Master De Luxe Model Only

FRONT SUSPENSION: Knee-Action, with built-in double-acting hydraulic shock absorbers. Ride stabilizer.

STEERING GEAR: Semi-reversible, worm and ball-bearing roller-sector; $17\frac{1}{2}$ to 1 ratio. Shockproof steering.

REAR AXLE: 4.222 to 1 ratio.

REAR SPRINGS: Metal spring-covers. Double-acting hydraulic shock absorbers.

BODY: "Breathing-back" mohair velvet upholstery; Bedford cord optional. Mauve brown plastic control-knobs. Decorative door sill plates. Silver-colored stripe on door moldings. Leather-faced front-seat arm rests. Ventilating rear-quarter windows (except *Business Coupe*). Two front-seat arm rests, two assist straps, robe cord, and rear-seat ash receptacle, in *Sedan* and *Sport Sedan*. Driver's seat arm rest, two robe cords, and two rear-seat ash receptacles, in *Coach* and *Town Sedan*. Driver's-seat arm rest in *Coupe*. Two folding interior rear seats in *Four-Passenger Coupe*.

LIGHTS: Two-beam headlamps with parking bulbs. Dual tail and stop lights (except *Master 85 Sedan* and *Coach*). Separate rear-license lamp on trunk sedans and coupes. Dome light.

INSTRUMENT PANEL: Indirectly lighted. Includes battery charge indicator, oil-pressure gauge, speedometer, illuminated, theft-resisting ignition lock, lighting switch, choke and throttle controls, gasoline gauge, headlamp-beam indicator, and package compartment with flush lock. Covered openings for installation of radio controls, cigar lighter and clock. Two windshield defroster openings.

EQUIPMENT: Bumpers. Tire cover and tire lock on *Coach* and *Sedan*. Rubber pads on pedals. Tool kit.

WHEELBASE: 112 $\frac{1}{4}$ inches.

INSTRUMENT PANEL: Engine-heat indicator. Ash receptacle.

EQUIPMENT: Bumper guards. Stainless steel running board moldings.

Master 85 Model Only

FRONT SUSPENSION: I-beam front axle. Semi-elliptic springs; reversed front eyes, double-wrapped. Airplane-type double-acting shock absorbers. Ride stabilizer.

STEERING GEAR: Semi-reversible, worm and needle-bearing roller-sector; 19 to 1 ratio. Balanced drag-link. Rubber-insulated pitman arm.

REAR AXLE: 3.727 to 1 ratio.

REAR SPRINGS: Single-acting hydraulic shock absorbers.

BODY: "Breathing-back" mohair velvet upholstery. Variegated brown plastic control-knobs. Ventilating rear-quarter windows in *Town Sedan* and *Coach*.

The right is reserved to change specifications, colors or prices without incurring any responsibility with regard to bodies or chassis previously sold. Chevrolet cars can be purchased on the General Motors Installation Plan—monthly payments to suit your purse.

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation
DETROIT, MICHIGAN

