

1940

SPECIAL DELUXE

MASTER DELUXE

★ ★ ★ ★
MASTER 85

CHEVROLET

"Chevrolet's FIRST Again!"

1940 CHEVROLET

● These new Chevrolets for 1940 have been designed and built and priced *to be first again* . . . first in quality, performance, appearance, and economy . . . first in public favor . . . and first in sales—again in 1940 as they have been in eight of the last nine years.

Chevrolet herewith presents three series of passenger cars—*Special De Luxe*, *Master De Luxe*, and *Master 85*. All three are built to the same high standards of quality, in design, materials, and manufacture, for which Chevrolet has long been famous. All are Chevrolets through

and through, identical in the design and construction of their engines, transmissions, clutches, rear axles, and brakes. *All have Chevrolet's exclusive vacuum-power shift as standard equipment at no extra charge.* All have genuine Fisher all-steel bodies.

These three series of Chevrolets for 1940—differing in price only as they differ in their equipment and trim—possess in full those superiorities in appearance, performance, safety, comfort, durability, and economy that have won and held for Chevrolet its leadership in national new car sales year after year.

Chevrolet's Three Chassis Models for 1940

Special De Luxe—Sport Sedan, Town Sedan, Four-Passenger Coupe, Business Coupe, Cabriolet, and Station Wagon, on Knee-Action chassis.

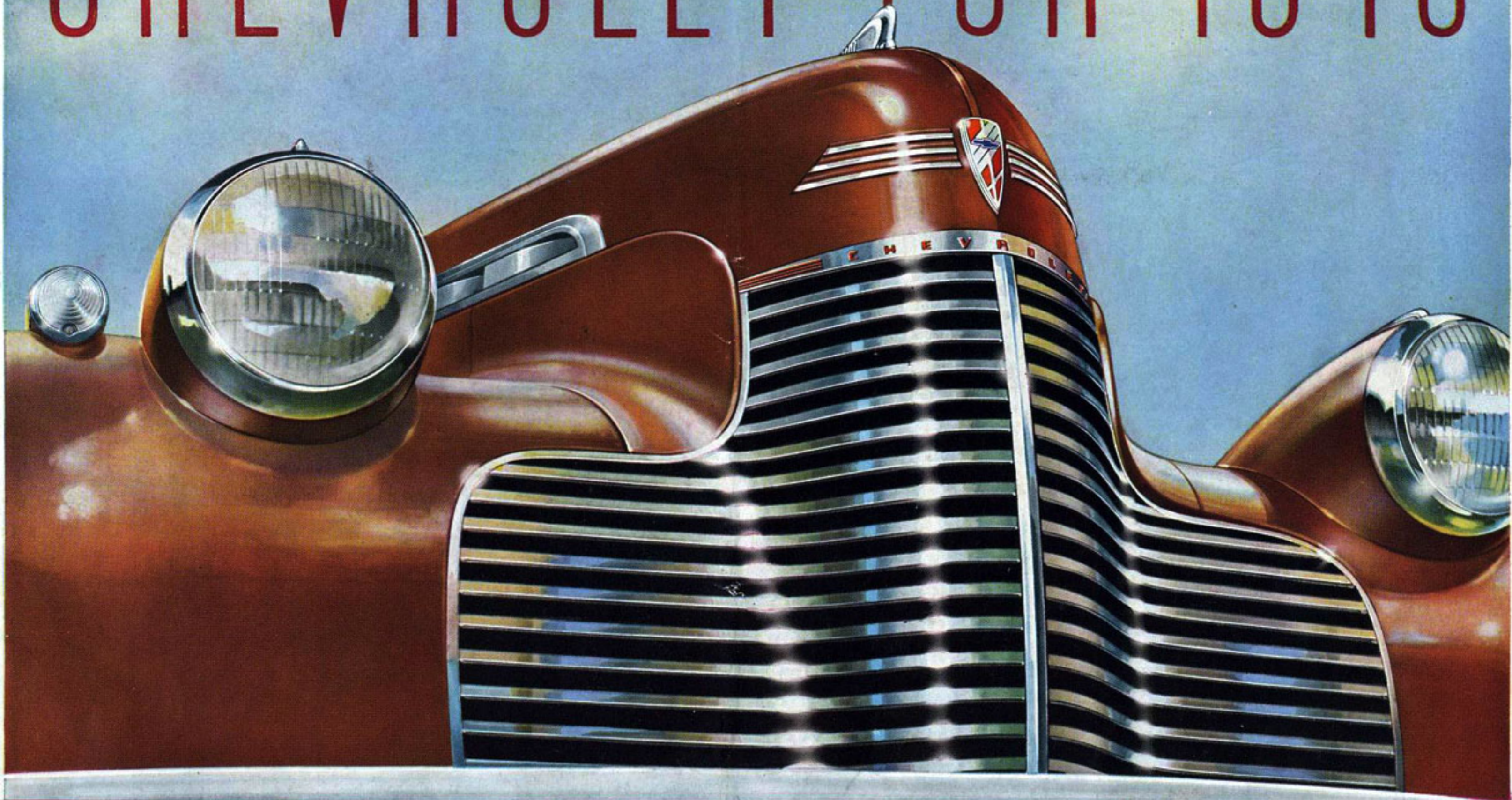
Master De Luxe—Sport Sedan, Town Sedan, Four-Passenger Coupe, and Business Coupe (bodies identical with those of the *Special De Luxe*, except in trim and equipment), on Knee-Action chassis.

Master 85—Sport Sedan, Town Sedan, Business Coupe, and Station Wagon (bodies identical with those of the *Special De Luxe*, except in trim and equipment), on conventional front-spring chassis.

NOTE—In this catalogue all body types (except the Station Wagon) of both the *Special De Luxe* and the *Master 85* series are shown in large illustrations and in many small detail illustrations. The *Master 85* illustrations serve also for the corresponding *Master De Luxe* body types, except that

the latter have bumper guards and running board moldings. Special illustrated folders covering the *Station Wagons*, which differ in many details and specifications from the cars covered by this catalogue, may be obtained from your Chevrolet dealer.

CHEVROLET FOR 1940



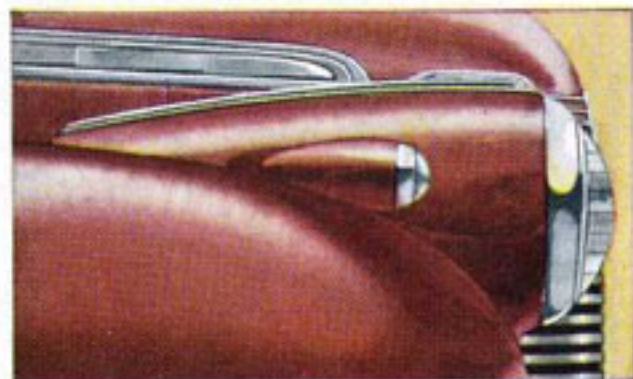
1940 CHEVROLET

Featuring 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

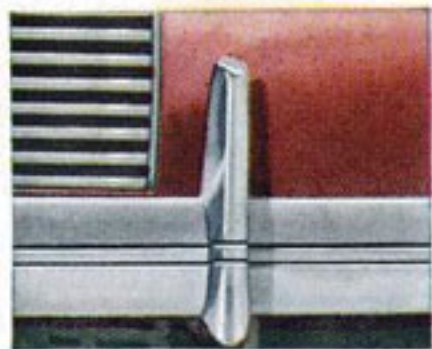
*On Special De Luxe and Master De Luxe series.

BUSINESS COUPE *Special De Luxe*

1940 CHEVROLET



The new Sealed Beam headlamps, high and far apart, are ideally located to produce highway illumination of the maximum effectiveness.



Sturdy bumper guards, ornamental as well as practical, are used both front and rear.

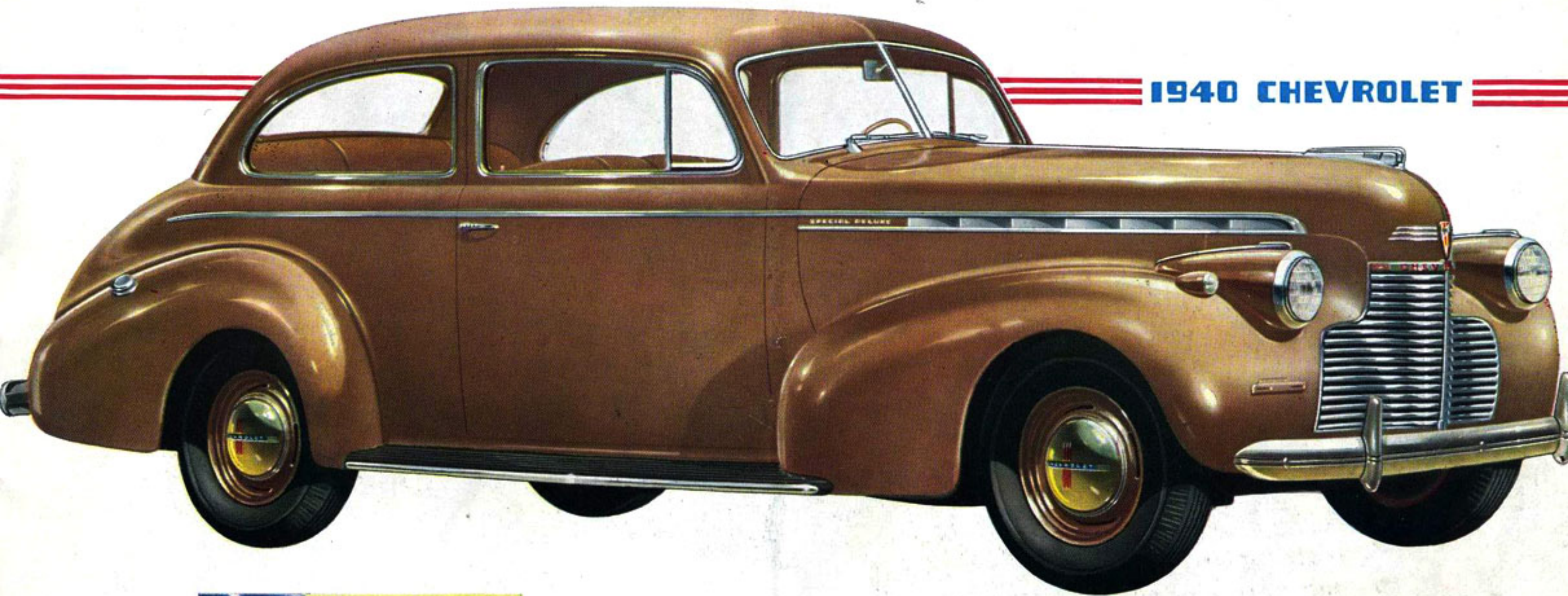


The unusually spacious luggage compartment is illuminated. The spare wheel is readily accessible.

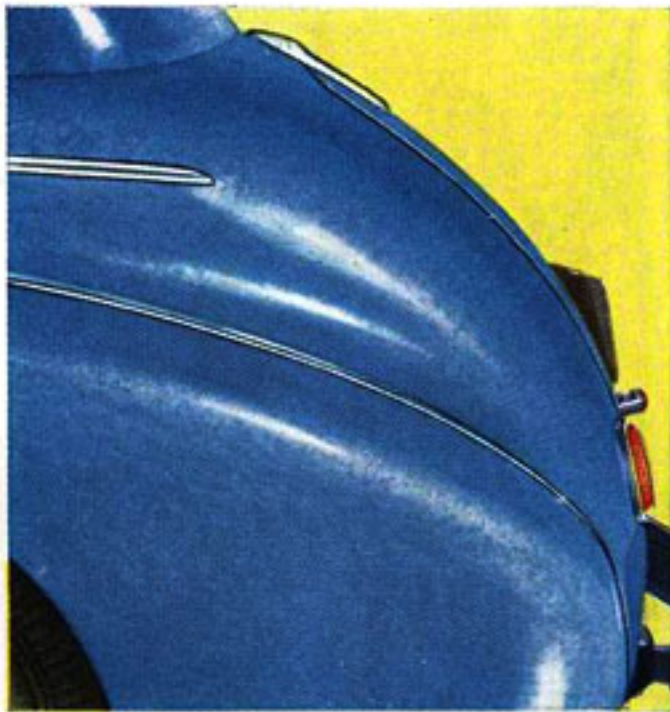


The interior provides full comfort for driver and passengers, plus a large luggage deck supplementing the rear compartment.

Special De Luxe TOWN SEDAN



1940 CHEVROLET



The smoothly contoured rear-end combines beauty with utility, for it encloses a large illuminated compartment for carrying luggage.



Spare wheel and tire are at the front of the compartment, for maximum luggage space.



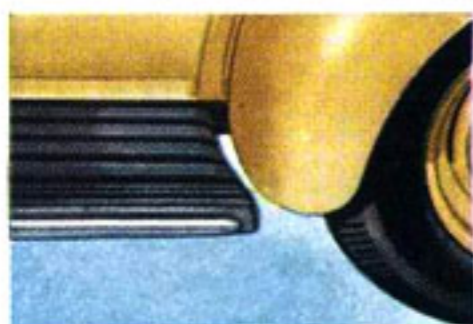
Beneath the floor of the trunk compartment, easily accessible in time of need, is a special tool box with removable cover.



Unusually spacious, and richly appointed, the rear passenger-compartment offers luxurious comfort.

FOUR PASSENGER COUPE *Special De Luxe*
ALSO AVAILABLE IN MASTER DE LUXE SERIES

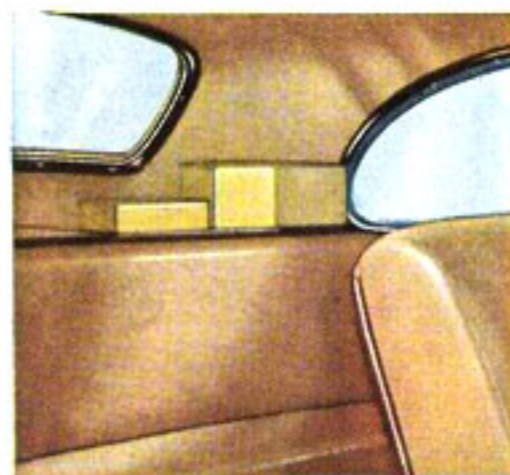
1940 CHEVROLET



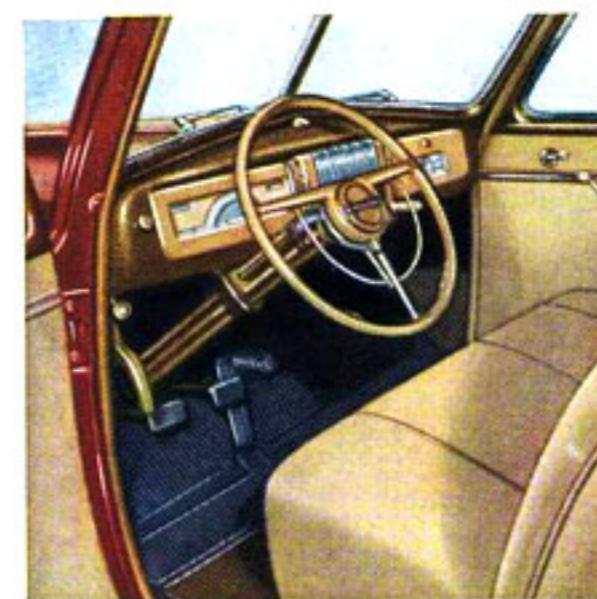
Safety rubber treads cover the running boards, which end short of the rear fenders and are self-draining.



Door handles are curved inward, to provide a positive grip and to promote safety. Door latches are quiet and easy in action.



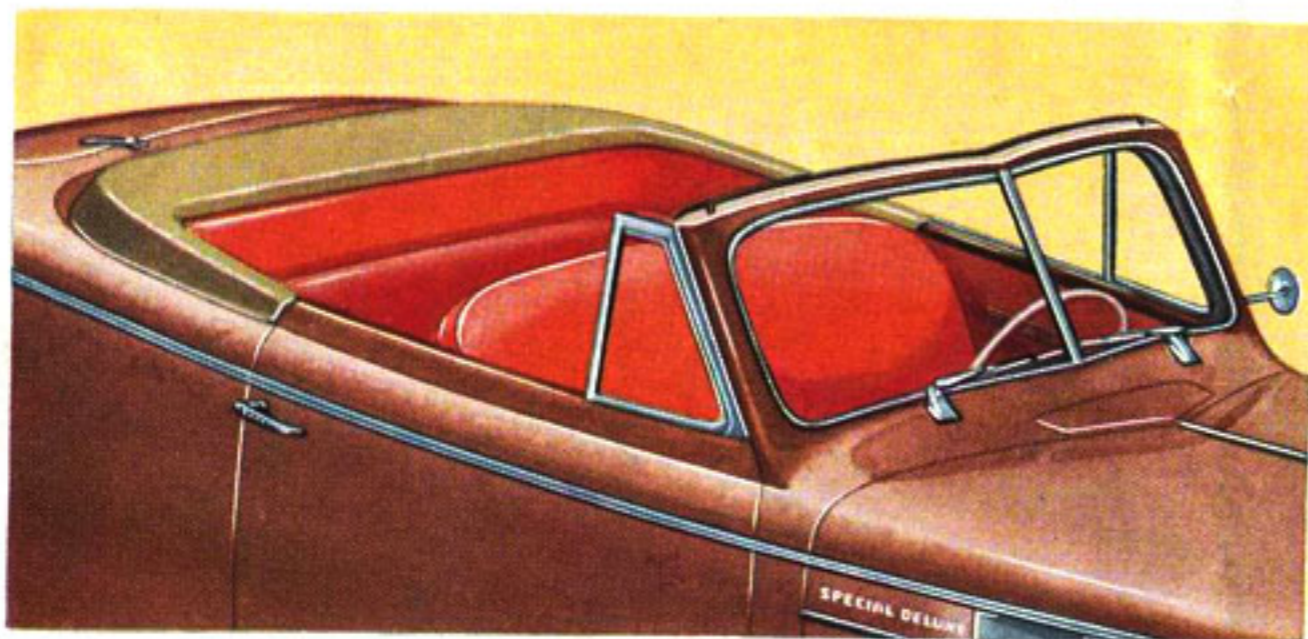
The rear compartment has a full-width seat. Above it is a convenient shelf, for small packages.



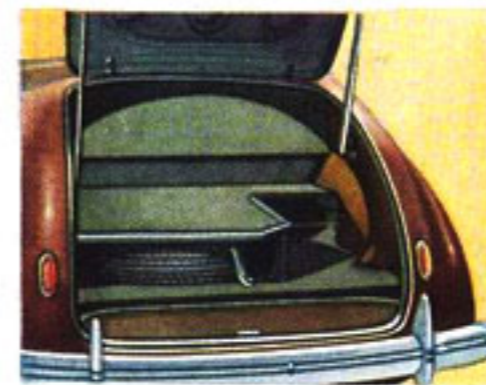
The unobstructed floor and full-width cushion permit three passengers to ride in comfort in the front seat of the Coupe models.

Special De Luxe CABRIOLET
AVAILABLE ONLY IN SPECIAL DE LUXE SERIES

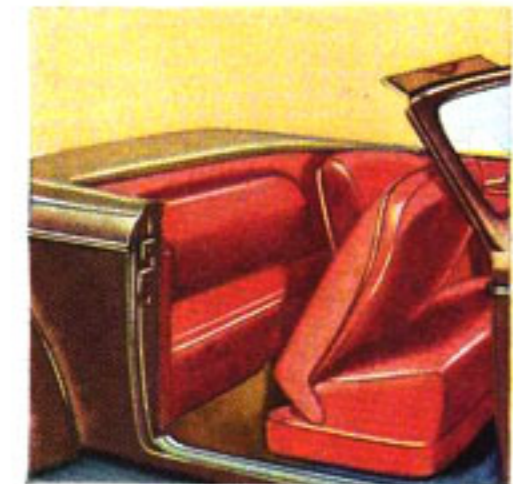
1940 CHEVROLET



This newly-added body model differs from former Cabriolets in that all passengers ride within a single compartment, under cover when the top is up. In place of the rumble seat is a large space for luggage. The Cabriolet is virtually a two-door phaeton, accommodating four to six passengers.



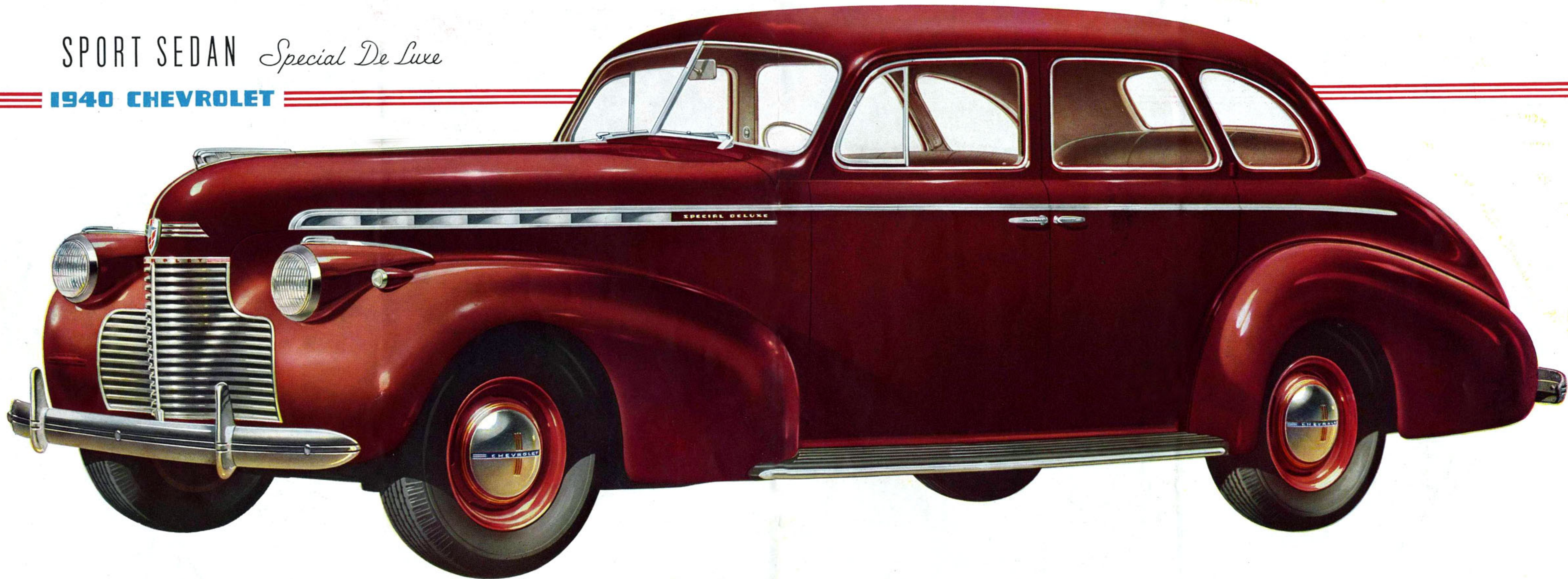
The spare tire is carried under the luggage deck, which is cut away to leave room for bulky pieces at the side



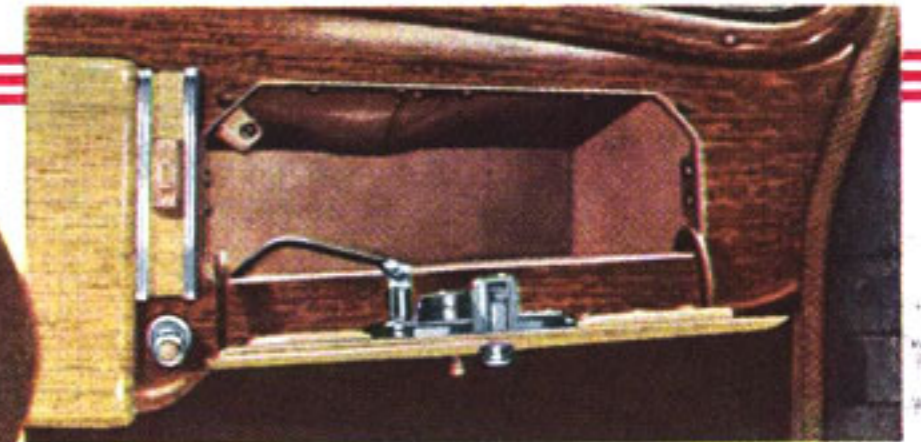
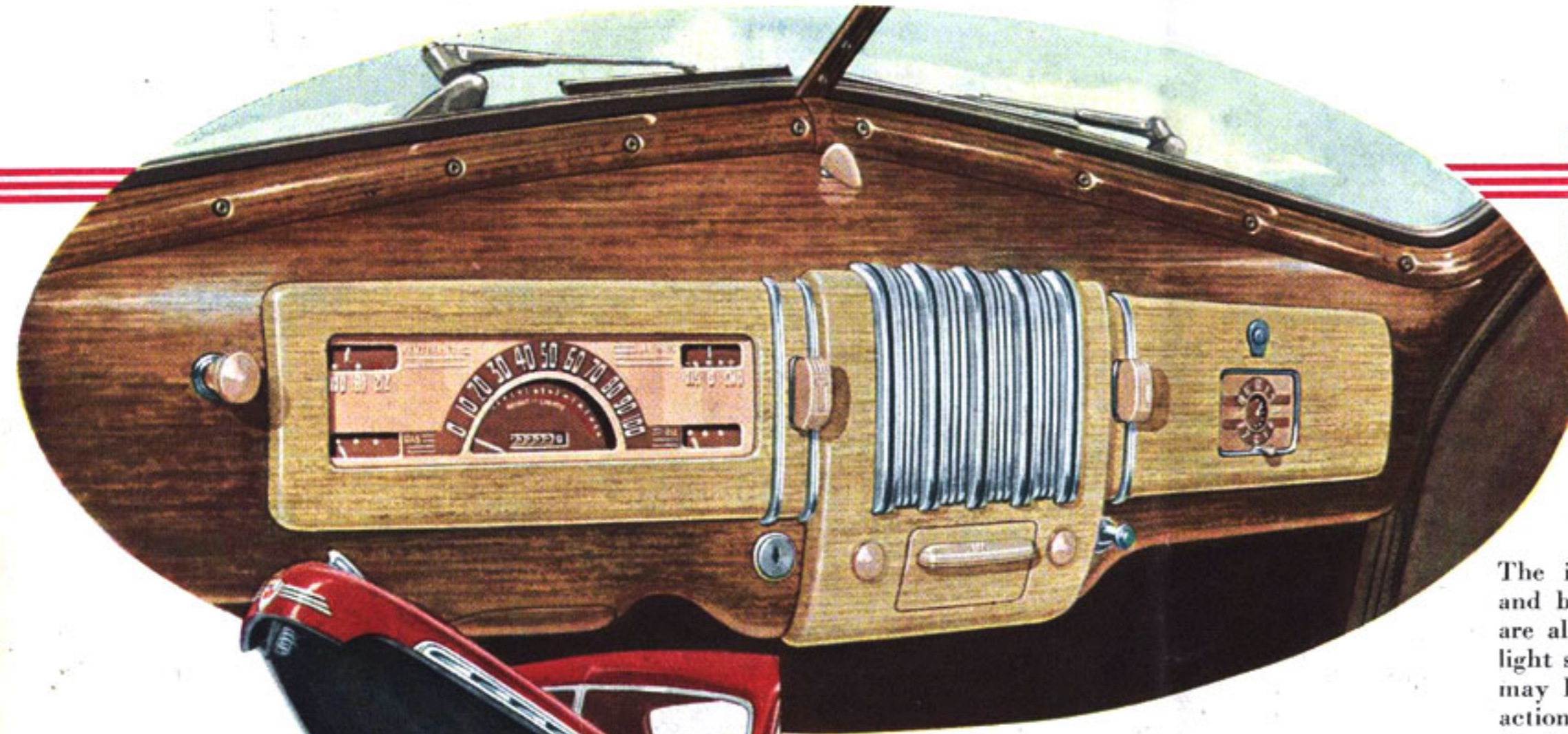
The full-width seats, front and rear, are covered with real leather. The folding top is of durable fabric.

SPORT SEDAN *Special De Luxe*

1940 CHEVROLET

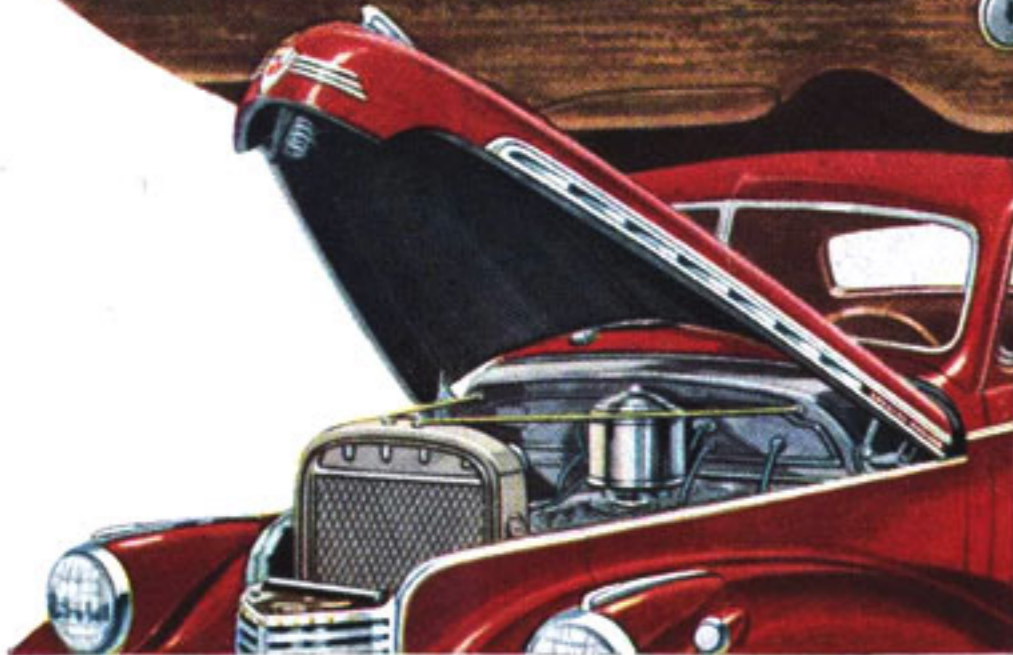


BODY FEATURES



All passenger car body types have a large, convenient instrument panel compartment. An electric light illuminates the interior on the *Special De Luxe* series.

The instrument panel combines utility, convenience, and beauty. The dials are directly before the driver, as are also the most frequently used controls. The main light switch regulates the instrument panel lights, which may be dimmed or extinguished. A clock and a snap-action cigarette lighter are standard equipment on the *Special De Luxe* series which is illustrated.



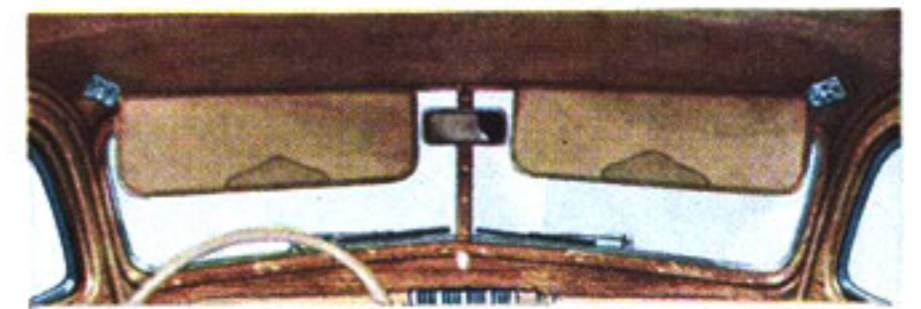
Battery, radiator, and oil-filler are made easily accessible for checking and filling by the one-piece hood, hinged at the rear. Counter-balance springs make it easy to raise the hood, and hold it in full open position.



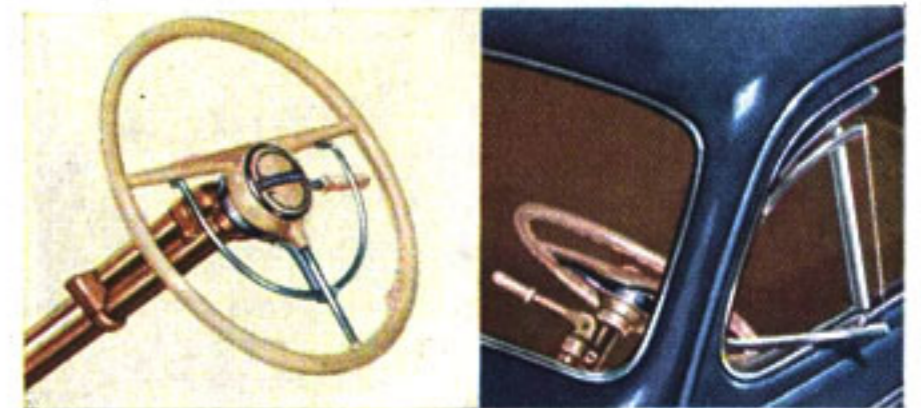
Double interlocking hood catches insure that the hood cannot be opened either accidentally or by unauthorized persons. First, the hand lock release knob, under the dash, must be pulled; then a secondary safety catch at the front must be released.



Chevrolet's exclusive stabilized front-end unit supports the radiator core, fenders, and headlights on a massive steel frame, and safeguards them from weaving and twisting. The stabilizer is rubber-mounted on the front cross-member of the chassis.



Two sun visors are regular equipment on the *Special De Luxe*. They may be used as shown when driving into the sun, or turned to shield the driver and passenger from glare from either side of the car.

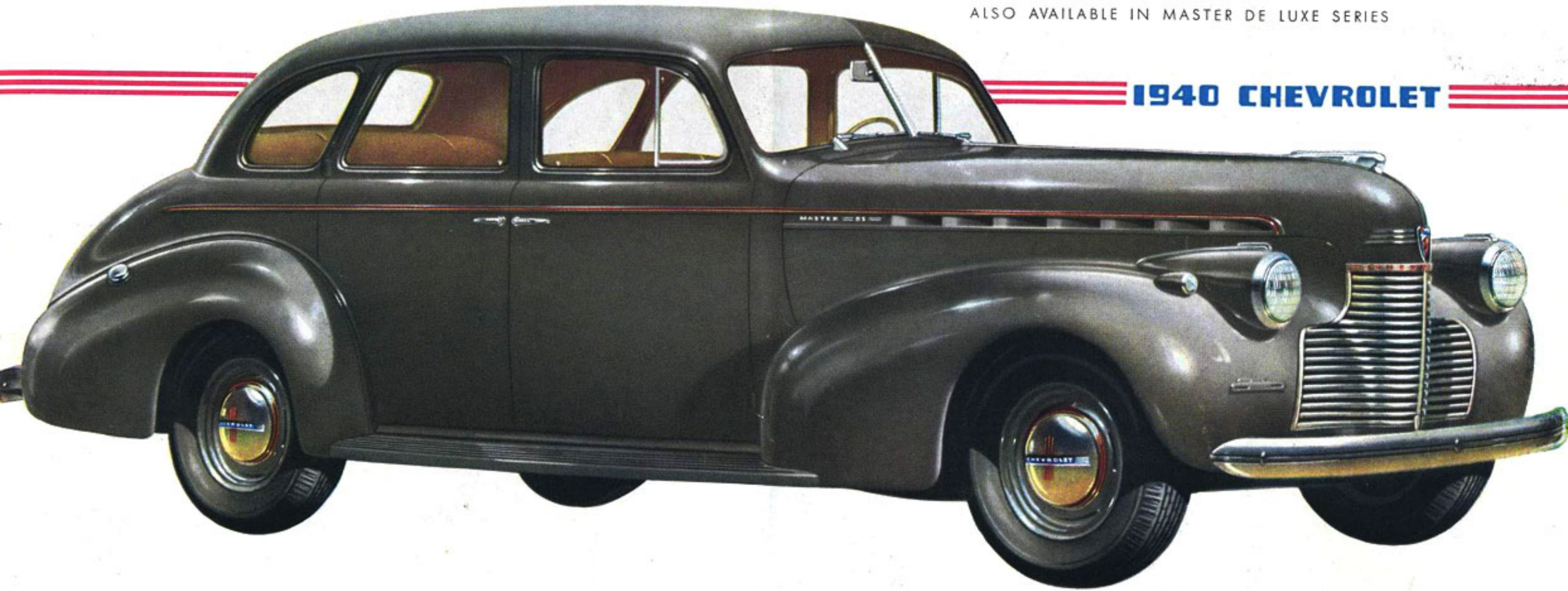


The *Special De Luxe* steering wheel has special hand grips and is equipped with a horn-blowing ring.

All No Draft ventipanes are equipped with locks and protected by drip guards that prevent rain from entering the car.

Master 85 SPORT SEDAN
ALSO AVAILABLE IN MASTER DE LUXE SERIES

1940 CHEVROLET



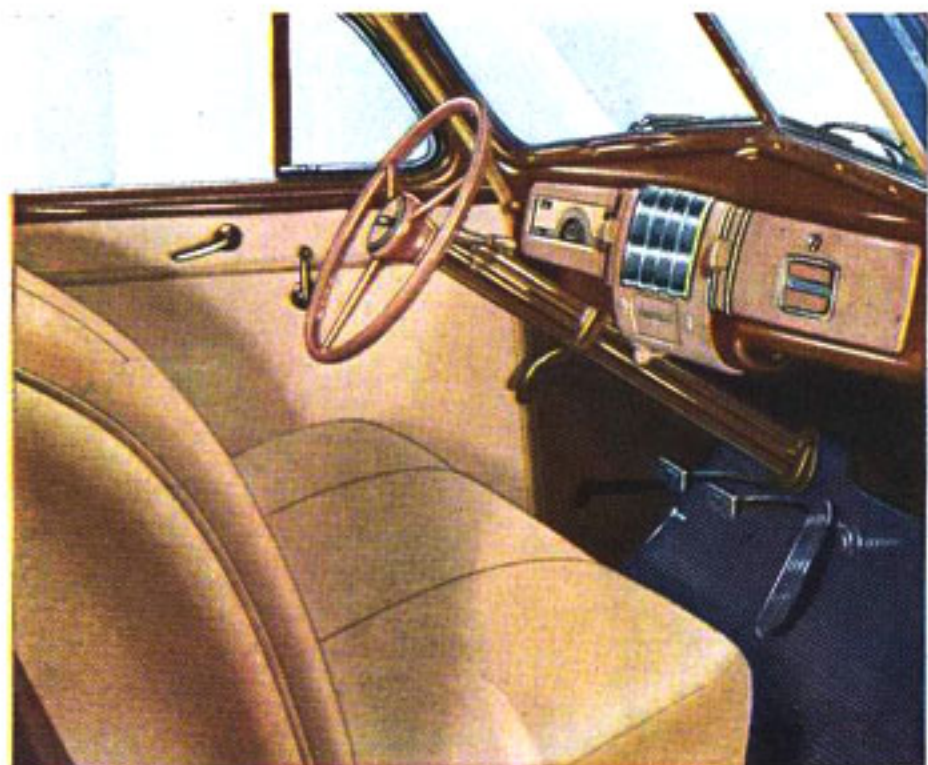
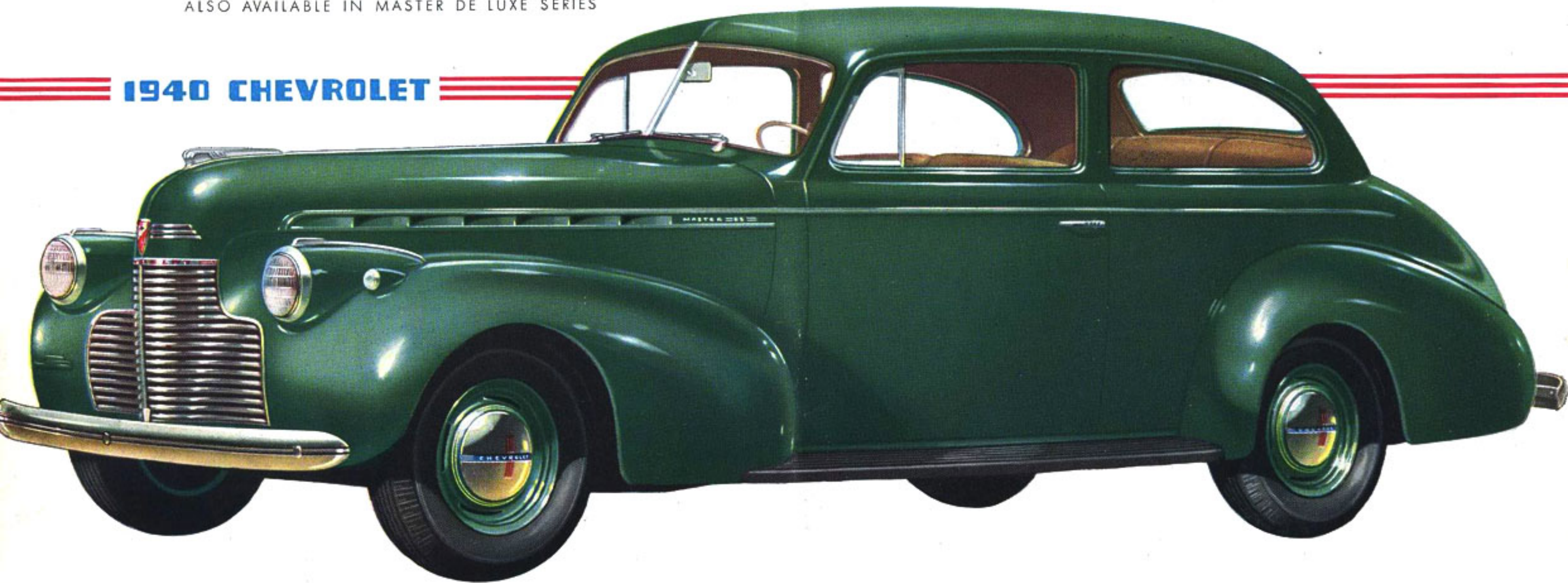
Wide doors make for easy access to both front and rear compartments. Six adult passengers are accommodated in comfort, three in each seat. A foot rest is built into the back of the front seat. At the top of the rear seat back is a deep package shelf.



No Draft ventilation features all Chevrolet closed bodies. The ventipanes, regulated by crank controls, are adjustable to effect any degree of air circulation desired. Drip guards above the ventipanes keep out rain. Ventipanes may be locked.

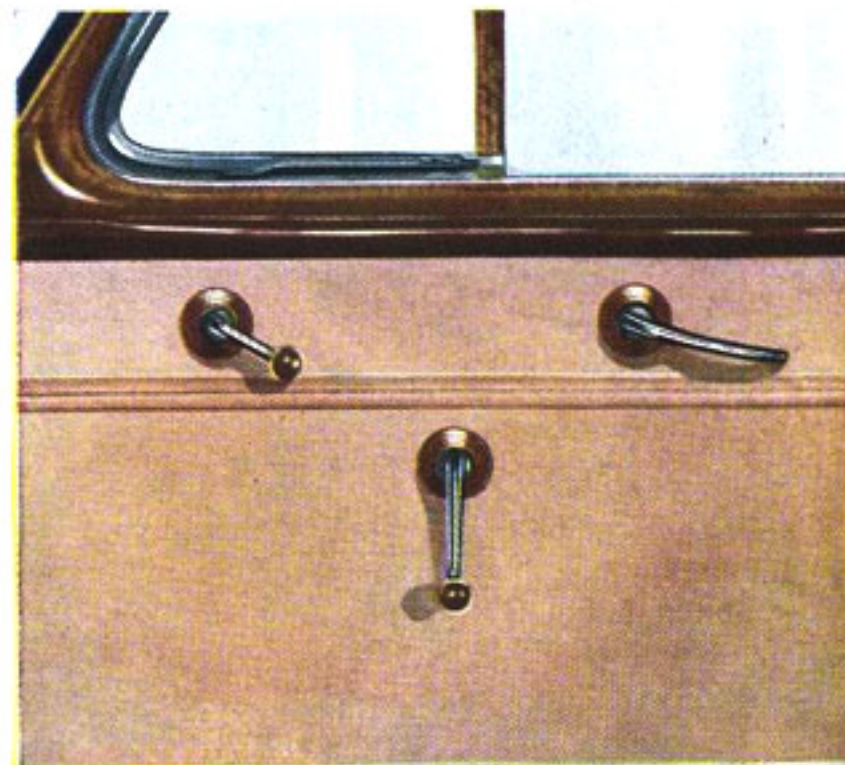
TOWN SEDAN *Master 85*
ALSO AVAILABLE IN MASTER DE LUXE SERIES

1940 CHEVROLET



The conveniently located ventipane and window controls and door handles have plastic fittings in colors harmonizing with the trim.

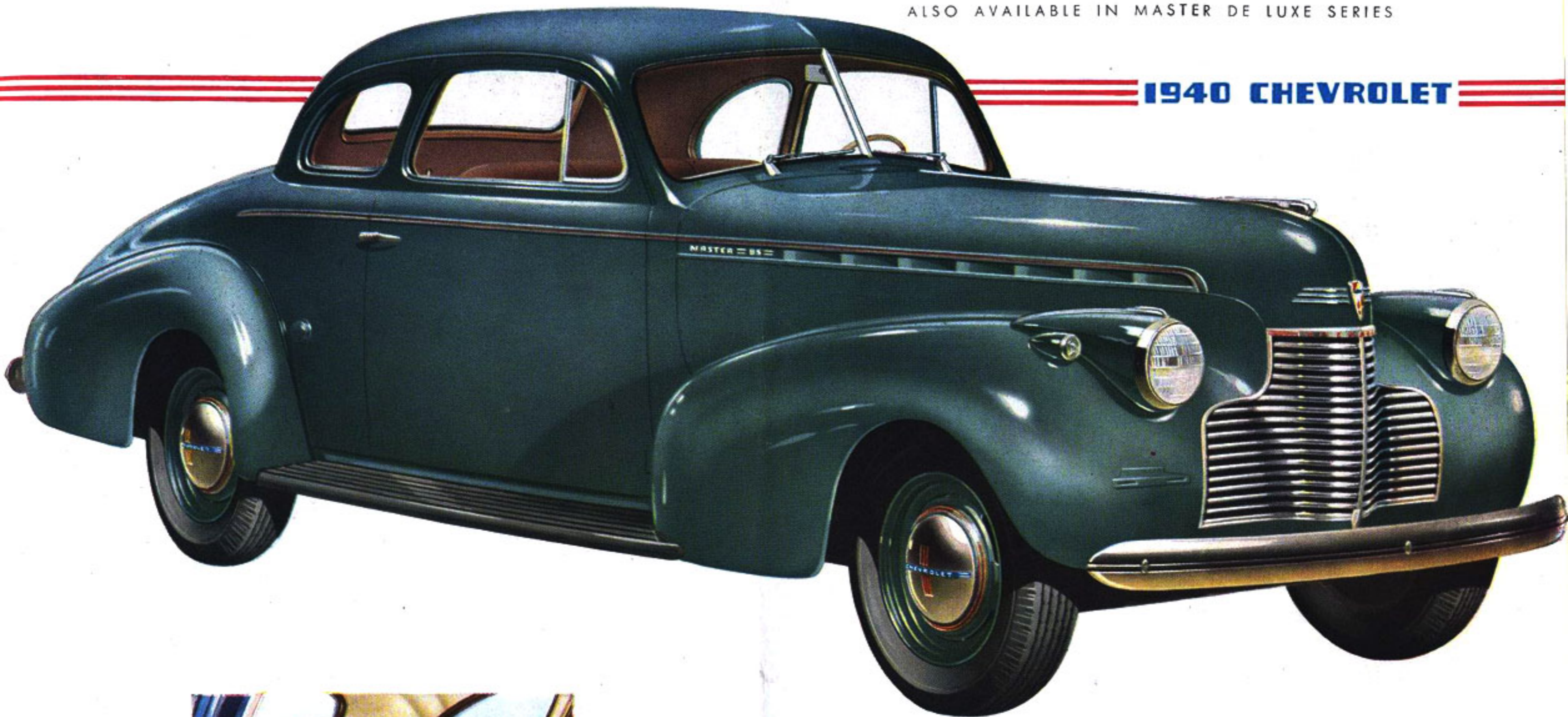
Added inches of width at the front of the body allow for a front seat in which three passengers may ride in full comfort. The floor is without obstruction—the vacuum-power shift lever being on the steering column, and the hand-brake lever under the cowl. The Hi-Test safety-glass windshield, also increased in width, affords true "observation-car" visibility. Instrument dials are grouped in front of the driver.



Master 85 BUSINESS COUPE

ALSO AVAILABLE IN MASTER DE LUXE SERIES

1940 CHEVROLET

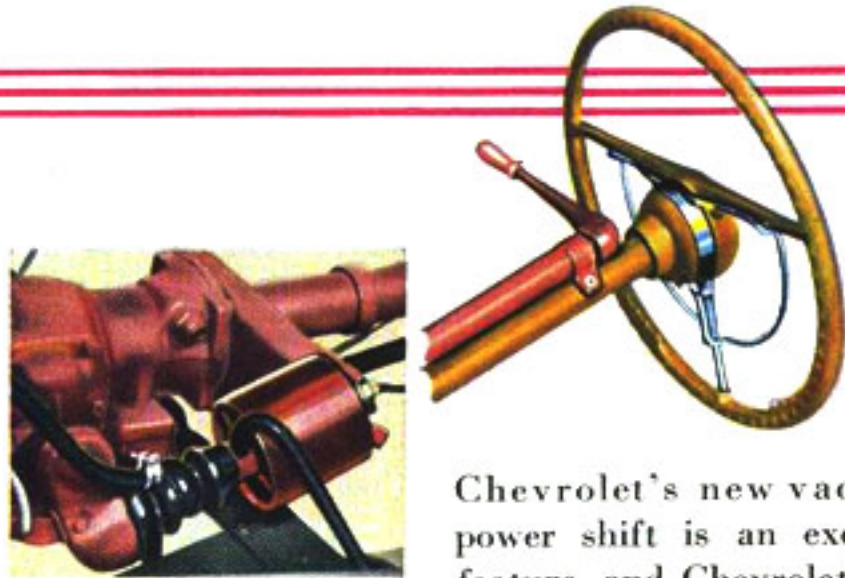


The large interior luggage space is readily accessible upon tilting forward a section of the front seat back. The luggage deck, covered with a ribbed rubber mat, is level. Above the rear panel of the compartment is a ledge convenient for carrying small parcels or articles to be kept separate from the luggage.



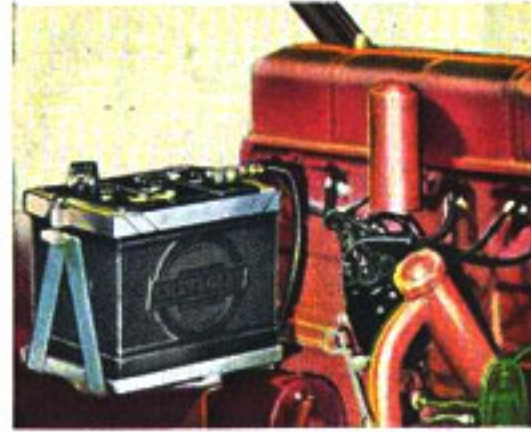
The rear luggage compartment is longer and deeper than in previous models. Its capacity is further increased through the use of exterior deck-hinges, instead of interior hinges that interfere with loading. The compartment is illuminated.

MECHANICAL FEATURES

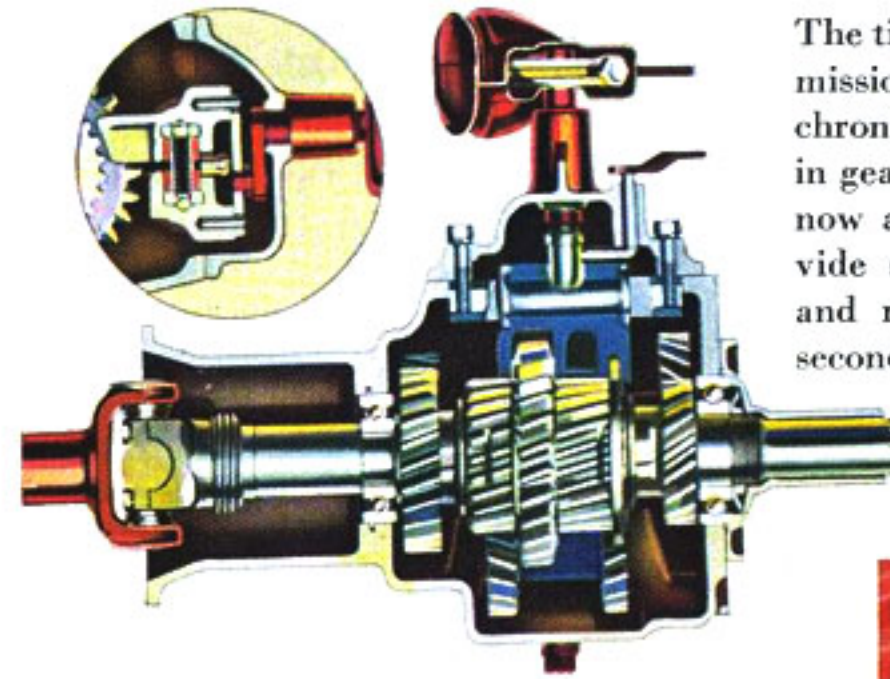


Chevrolet's new vacuum-power shift is an exclusive feature, and Chevrolet offers

it as standard equipment at no extra charge, on all passenger car models. . . . Because the vacuum gearshift mechanism is built into the chassis, it is sturdy, compact, and efficient. Shifting is positive, quick, and easy—for vacuum supplies 80 per cent of the force required. You shift effortlessly, without letting go of the wheel.



In its new location under the locked hood, right side, the battery is so accessible that it may be checked frequently to insure better service.

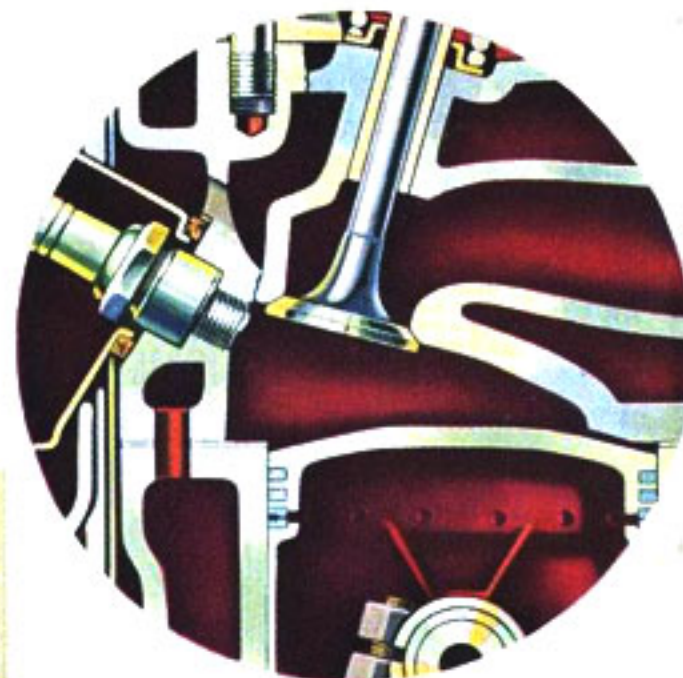


The time-tried Syncro-Mesh transmission is all-silent. Its sturdy synchronizing device assures silence in gear changing, and helical gears now are used throughout to provide silence in the drive, in low and reverse gears as well as in second and third.

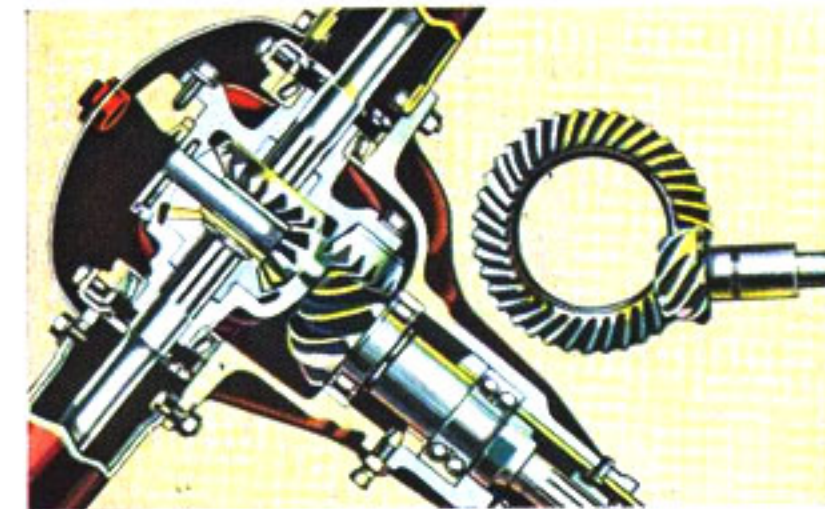


Low pedal-pressure and smooth engagement are features that distinguish the diaphragm-spring clutch. The 1940 clutch has improved disc cushioning.

The 1940 generator is a heavy-duty unit having a higher charging rate, with voltage and current regulator to maintain full output even at low speed (20 m.p.h.).



Valve mechanism refinements for 1940 add to the quietness and durability of the famous valve-in-head six. "Blue-flame" combustion insures full power.



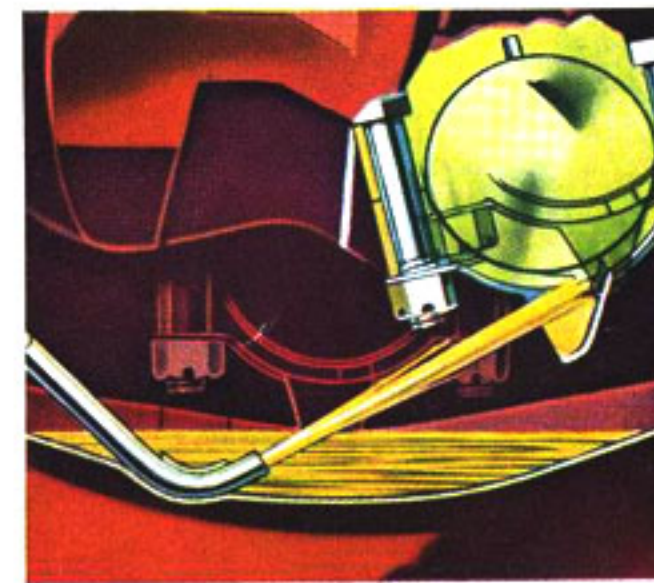
Chevrolet's hypoid-gear rear axle is silent and trouble-free. The torque tube relieves the rear springs of undue loads. The propeller shaft universal now has needle-bearings.



By means of the octane selector, the ignition timing may be set to get the most out of whatever grade of fuel is used.

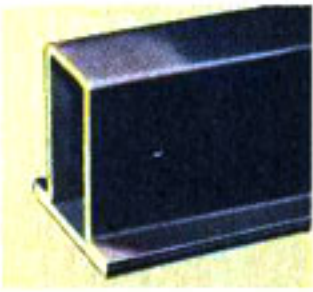


Double-articulated brake-shoe linkage promotes positive equalized braking and prolongs lining life.

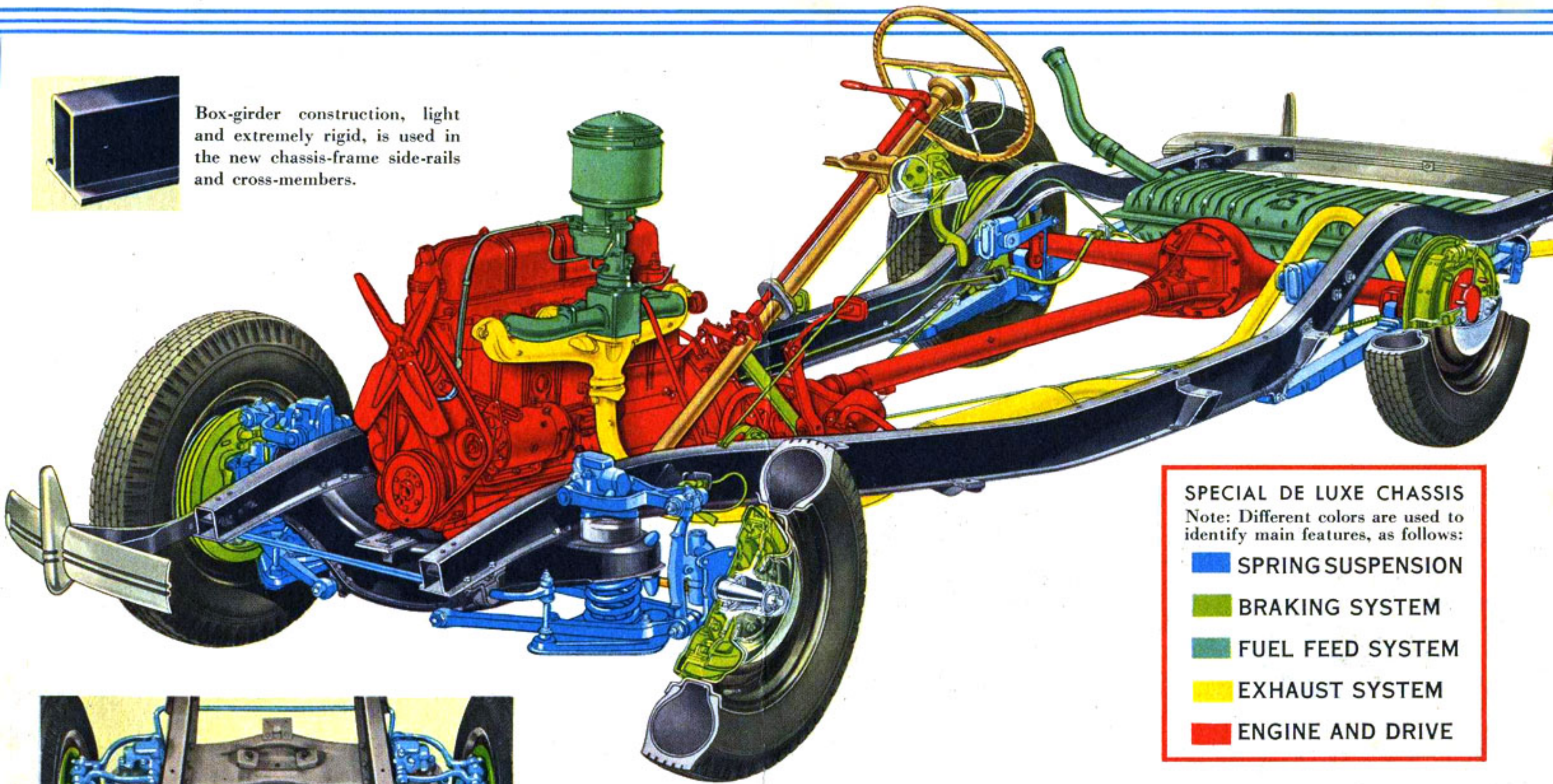


A new high-capacity oil pump forces jets of oil against dipper cups on the connecting rods. High pressure created by the impact causes a flow of oil to flush the bearings.

MECHANICAL FEATURES








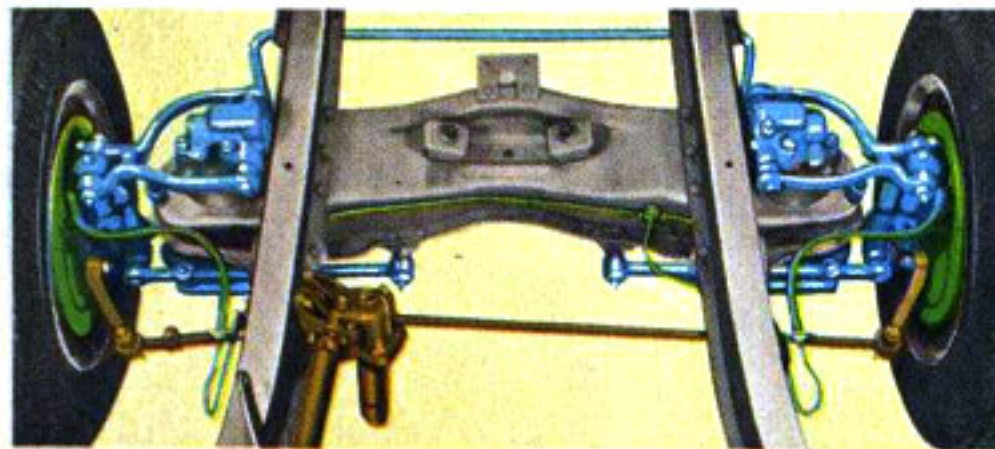
Box-girder construction, light and extremely rigid, is used in the new chassis-frame side-rails and cross-members.



SPECIAL 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



Knee-Action details (linkage, springs, built-in shock absorbers, ride stabilizer) are shown clearly in the large cut-away view of the chassis. Above is shown the entire Knee-Action front-end unit, also the shockproof steering with a separate tie-rod to each wheel.

FEATURES OF THE 1940 CHEVROLET CHASSIS

The *Special De Luxe*, *Master De Luxe*, and *Master 85* Chevrolet chassis for 1940 are identical in the basic design and construction of their frames, engines, transmissions, clutches, rear axles, and brakes. Both the *Special De*

Luxe and the *Master De Luxe* have Knee-Action front springing and shockproof steering; the *Master 85* has a conventional front axle and semi-elliptic leaf springs. The large illustration on this page shows the *Special De Luxe*.

SPECIFICATIONS

ENGINE: Valve-in-head, 84.5 horsepower. Six cylinders, 3½" bore, 3¾" stroke.

PISTONS: Lightweight, cast gray iron, with dome head. Electroplated. Diamond bored bushings.

CRANKSHAFT: Weight 69 pounds. Four main bearings. Counter-balanced. Rubber floated harmonic balancer.

CONNECTING RODS: Diamond bored bearings.

OILING SYSTEM: Specialized system with pressure streams to connecting-rod bearings (instant cold-starting lubrication) and positive pressure to crankshaft, camshaft, and valve rocker-arms. Gear-type pump in crankcase, with screen on intake. Crankcase ventilator. Refill capacity, 5 quarts.

FUEL SYSTEM: Carter single-adjustment balanced down-draft carburetor. Octane selector. AC air cleaner, silencer, flame arrester. Fuel mixture heated (thermostatic control) in manifold heat-chamber. High-reserve fuel pump. 16-gallon tank. (On *Business Coupe*, 18-gallon tank.)

COOLING SYSTEM: Capacity, 14 quarts. Harrison ribbed-cellular all-copper radiator core. 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. High-output heavy-duty ventilated generator with voltage and current regulator. 100 ampere-hour battery, under self-locking hood. Mechanical-shift starter.

CLUTCH: Diaphragm spring type, ventilated. Cushion-mounted disc with radial slotted, braided molded facings riveted on clock-spring-steel cushions. Permanently lubricated ball throwout bearing.

TRANSMISSION: Syncro-Mesh with helical gears throughout. Vacuum-power shift; lever mounted on steering column.

POWER PLANT MOUNTING: Five-point cushion-balanced.

FRAME: Box-girder type; side-rails and all cross-members of flanged box-section.

REAR AXLE: Semi-floating, with hypoid drive gears. One-piece differential case. One-piece banjo-type pressed steel housing. Six ball and roller bearings. Gear ratio 4.111 to 1 on both *De Luxe* models, 3.727 to 1 on *Master 85*.

PROPELLER SHAFT: Needle-bearing universal joint and tubular propeller shaft, both fully enclosed.

FRONT SPRINGS: Knee-Action, with fully-sealed bearings and high-efficiency, built-in double-acting hydraulic shock absorbers and ride stabilizer, on both *De Luxe* models. On *Master 85*, semi-elliptic springs, shackled at front; airplane type double-acting shock absorbers, and ride stabilizer.

REAR SPRINGS: Semi-elliptic springs with tapered leaf-ends; threaded shackles of tension type. Rubber insulated at front eye and spring seat. Metal spring covers and double-acting hydraulic shock absorbers on both *De Luxe* models. Single-acting hydraulic shock absorbers on *Master 85*.

STEERING GEAR: Worm and roller sector, fully adjustable; worm mounted on tapered roller bearings. On both *De Luxe* models, shockproof steering; ball bearing roller sector; ratio, 17½ to 1. *Master 85*, needle bearing roller sector; ratio, 19 to 1.

BRAKES: Four-wheel hydraulic; 11-inch brake drums, with alloy cast-iron braking surfaces and cooling ribs. Self-aligning, full-contact brake shoes. Mechanical hand brakes, with under-cowl trigger-release lever in combination with a high-efficiency rod mechanism.

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

WHEELBASE: 113 inches.

OVERALL LENGTH: 192¼ inches (including bumpers).

BODY: Fisher Unisteel construction, with Turret Top and solid steel underbody. Safety plate glass. Large sloping "V" windshield. No Draft ventilation, screened cowl ventilator. Adjustable front seat. (Provision for heater installation under front seat.) Safety-tread all-rubber running boards. Large, illuminated rear luggage compartments, all body types (two in *Business Coupes*). Ventilating rear-quarter windows in *Town Sedans*. Three-passenger front seat with full-width cushion (divided back in *Town Sedans*, *Cabriolet* and all *Coupes*). Full-width interior rear seats in *Four-Passenger Coupes* and *Cabriolet*.

INSTRUMENT PANEL: Safety-guide speedometer, battery charge indicator, oil pressure gauge, gasoline gauge, and engine heat indicator, in a cluster, illuminated by controlled indirect lighting. Headlamp beam indicator. Illuminated ignition lock. Radio grille. Remote lock control for theftproof engine com-

partment. Package compartment with flush lock. Two windshield defroster openings.

APPOINTMENTS AND EQUIPMENT: Breathing-back canda cloth upholstery. Rear-view mirror. Adjustable sun visor. Two single-control wipers at bottom of windshield. Two coat hooks (except *Cabriolet*). Dual matched horns. Radiator ornament. Front and rear bumpers. Rear seat arm rests and foot rests in *Town Sedans* and *Sport Sedans*.

LIGHTS: Sealed Beam fender blended headlamps. Parking lamps on fenders. Foot-controlled beam switch, dual tail and stop lights. Separate rear license lamp. Dome light, all models, including *Cabriolet*.

ADDITIONAL STANDARD EQUIPMENT

Master De Luxe and Special De Luxe Models

Bumper guards, front and rear. Stainless steel running board moldings. Ash receiver on instrument panel. Two robe cords in *Town Sedan*, one in *Sport Sedan*. Two assist straps in *Sport Sedan* and *Four-Passenger Coupe*. Rear compartment ash receiver in *Sport Sedan* and *Town Sedan*. Front seat arm rest—two in *Special De Luxe Sport Sedan*. Decorative door sill plates.

On Special De Luxe Model Only

Cigarette lighter and clock on instrument panel. Glove compartment light. Two adjustable sun visors. De luxe T-spoke steering wheel with horn-blowing ring. Carpet inserts in front floor rubber mat. Sliding glass in rear-quarter windows of *Sport Sedan* and *Four-Passenger Coupe*. Chrome decoration on door-window garnish molding. Leather facing on front seat arm rests. Stainless steel hood louver covers, body belt moldings, windshield trim molding, and (except *Cabriolet*) side window reveals. Decorative rear license plate.

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 Instalment Plan—monthly payments to suit your purse.

CHEVROLET MOTOR DIVISION
General Motors Sales Corporation
DETROIT, MICHIGAN

PRINTED IN U.S.A.



Wherever seen, this sign marks a service station properly manned and equipped to maintain Chevrolet cars at their best.

At your Chevrolet dealer's, you are assured of satisfactory service, by trained personnel, using genuine Chevrolet parts.