

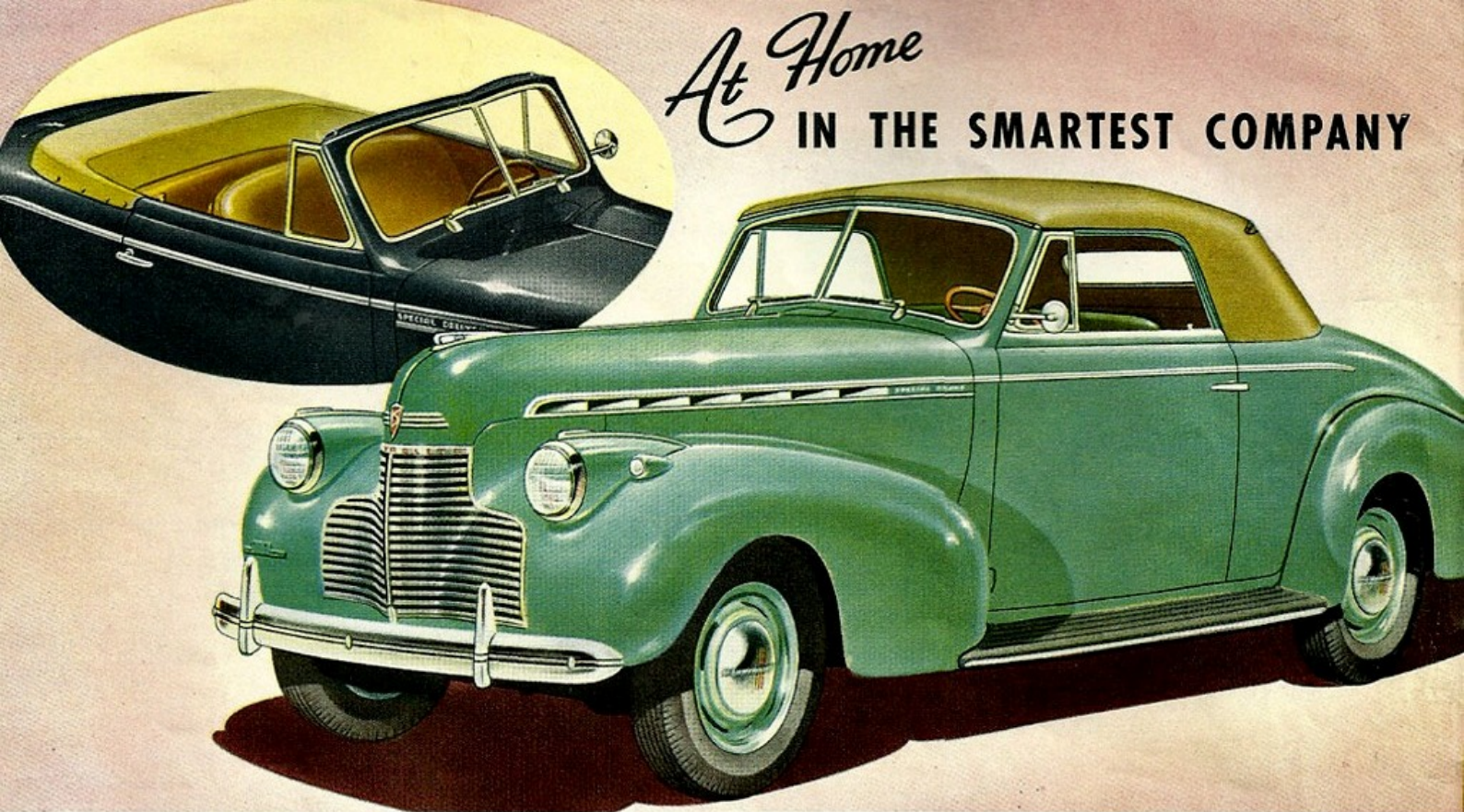
CHEVROLET PRESENTS THE NEW 1940

Convertible Cabriolet



Station Wagon

At Home
IN THE SMARTEST COMPANY



Designed

**for those who
want luxury without
extravagance**

To own a Chevrolet Convertible Cabriolet is to enjoy the luxury of having both an open and a closed car. With top down you experience the thrill and exhilaration of sharp breezes and sunshine—with top up, snugly fitted and secured, you are fully protected in bad weather against cold drafts, rain and snow.

In every way you'll find this new Cabriolet a car of surpassing style and beauty. It is bigger

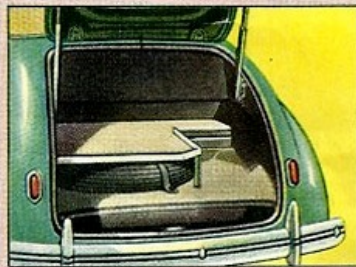
inside as well as outside, and its graceful lines are enhanced by the addition of the convertible top. The leather seat and handsome appointments emphasize the luxury of its interior.

But with all its big-car beauty and luxury, it still provides the economy typical of Chevrolet. Its low first cost is matched by exceptionally low upkeep expense and Chevrolet's traditional operating economy.

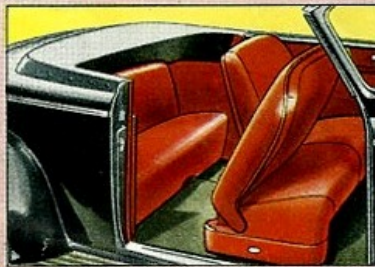
F E A T U R E S



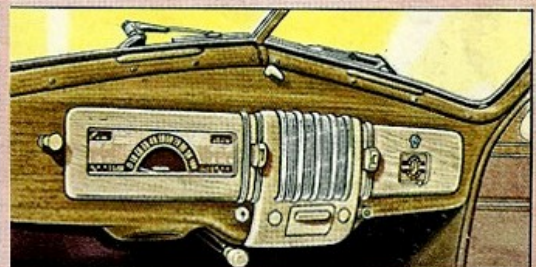
Fitting snugly to the body at the rear of the seat compartment, the new convertible top blends perfectly with the streamlined rear deck and emphasizes the handsome, new deep-crown fenders of the car.



The luggage compartment is unusually spacious, providing ample room for a large amount of baggage. A black rubber mat covers the floor and shelf, and light is provided by the tail lamps for illuminating the interior of the compartment.



The front seat is adjustable to 4½ inches and tilts forward to provide easy access to the rear seat. The top folds away and is concealed by a covering of the same material. The rear seat may be removed so that luggage can be carried on the rubber-covered floor.



The two-tone wood grain of the panel harmonizes beautifully with the brown, white and tan of the instrument cluster. The center portion of the cluster has grille work of bright chromium, to accommodate a radio. Designed for clear visibility and legibility, the instruments are indirectly lighted. The speedometer has red warning lines for speeds over 50 m.p.h.

COMBINATION NO. 4

Traverse Green with tan top fabric and green leather upholstery.



COMBINATION NO. 7

Arden Beige with tan top fabric and tan leather upholstery.



COMBINATION NO. 1

Black with black top fabric and red leather upholstery.



COMBINATION NO. 6

Harbor Blue with tan top fabric and blue leather upholstery.



GOOD TASTE IN COLORS



Fulfilling the popular demand for a personalized car of exceptional style and beauty, Chevrolet introduces its new Convertible Cabriolet for 1940 in the Special De Luxe series, available in a wide range of smart color combinations, with special upholstery and top materials that harmonize.

Although the new Convertible, with its long, sweeping contours and low, racy appearance, is a "sport" car in every sense, it is unusually comfortable and commodious. Five people may be seated comfortably in the front compartment, and the rear deck affords ample room to carry a generous amount of luggage.

TOP—Gracefully shaped, the new 1940 Chevrolet with its new top of sturdy, double-textured, in two distinct colors. Easily back of the passenger compartment covering of the same material, glass, and special dome light (T).

UPHOLSTERY—Front Seat upholstery in four different colors to harmonize with the body trim is of durable imitation leather provided for the driver.

COLORS—Eight individual color combinations can make your individual selection.





COMBINATION NO. 2
Black with tan top fabric and tan leather upholstery.



COMBINATION NO. 5
Kingston Grey with black top fabric and red leather upholstery.



and a color for every taste

SPECIFICATIONS

Conforming to the flowing lines of the "Royal Clipper" styling, it is made waterproof sport decking; available raised and lowered, it folds into the compartment where it is concealed by a large rear window of safety plate glass (annual in convertibles), are included.

Upholstery is of genuine leather, available to harmonize with the exterior. Side-wall leather. Leather-covered arm rest is

Color combinations from which you select.

SPECIAL EQUIPMENT (no extra cost)—Front and rear bumpers and bumper guards, illuminated glove compartments, decorative rear license plate bracket, two windshield wipers, two sun visors, dual horns, ash receiver, cigarette lighter, illuminated clock, and deluxe "T-spoke" steering wheel with horn-blowing ring.

MECHANICAL FEATURES—New exclusive vacuum power shift; Knee-Action riding system; upper-silent valve-in-head engine; perfected hydraulic brakes; all-silent, Syncro-Mesh transmission; large Tiptoe-Matic clutch; Sealed Beam headlights (with separate parking lights); shockproof steering; crystal-clear, Hi-Test safety plate glass. Safe-T-Lok hood (raising upward toward windshield).

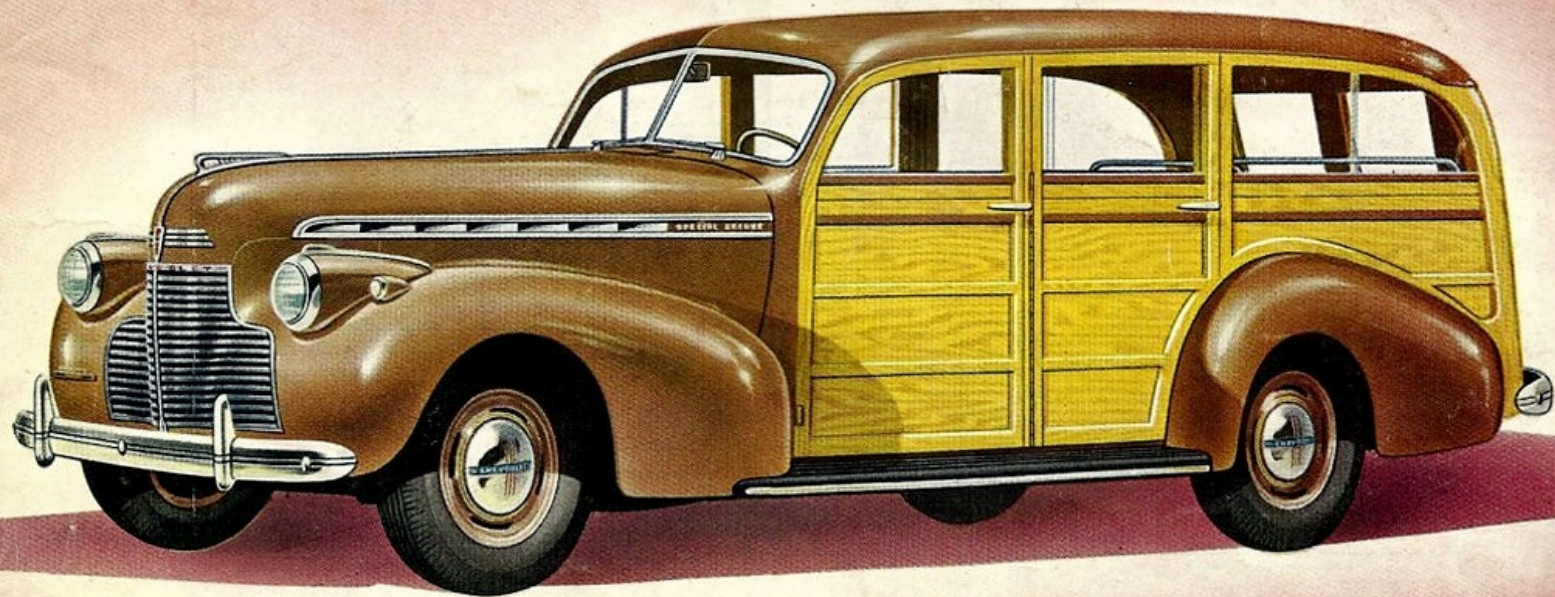


COMBINATION NO. 8
Streamline Grey with black top fabric and red leather upholstery.



COMBINATION NO. 3
Ruby Maroon with tan top fabric and tan leather upholstery.





THE STATION WAGON

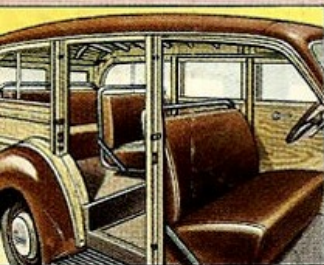
Designed to seat eight passengers comfortably, the new Chevrolet Station Wagon is ideal for general suburban use and for resort hotels, clubs and estates. For meeting guests at the station, it offers the perfect combination of smartness and utility. When extra equipment must be carried for picnics, hunts or other sports, it is indispensable.

Available on the Special De Luxe or Master 85 chassis, it has a natural wood body with strong steel bracing and safety plate glass windows all around. The interior trim and upholstery are unusually attractive and durable.

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

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

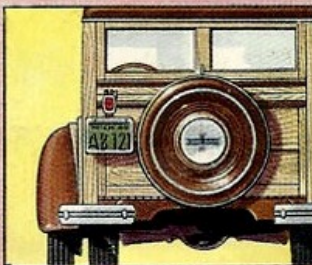
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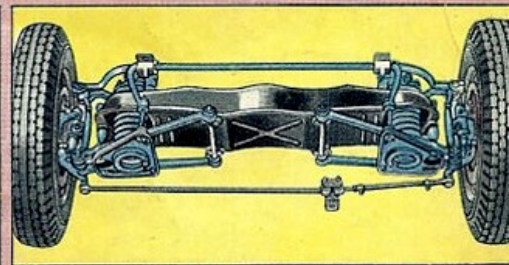
Driver's seat is adjustable to three positions. There are four substantial, well-fitted doors for easy entrance and exit.



The sturdy tail-gate is easily lowered to carry loads or to serve as a loading platform. Seats are removable, permitting more than ample space for the carrying of loads or extra baggage.



The spare tire and wheel are carried at the rear. As a safety factor, the tail light and license plate bracket drop down so that they can be easily seen when the tail gate is lowered.



Chevrolet's perfected Knee-Action riding system on the Special De Luxe model provides the same superlative riding comfort for the Station Wagon as for the passenger cars. The Automatic Ride Stabilizer and stabilized front end are features that contribute to the unusual comfort and roadability.