In acceleration, in hill-climbing, in driving and riding ease, as in nationwide popularity . . . "Chevrolet's FIRST AGAIN!"

You're the master of the liveliest and most luxurious car ever offered at a low price when you sit at the wheel of Chevrolet for '40!

You can step ahead of all other low-priced cars in traffic, for you have at your command the fastest-accelerating car in the field.

You can zoom over the crest of a steep hill in high with greater power and ease than can the driver of any other low-priced car.

You can shift gears more swiftly and effortlessly—travel over any road with a greater degree of gliding luxury—thanks to Chevrolet's Exclusive Vacuum-Power Shift and its exclusive "Ride Royal!"

Something's telling you, "better eye it, try it, buy it" and enjoy the thrills of owning the car that out-values and out-sells all others—a 1940 Chevrolet!


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