

MT. JOY BULLETIN

MOUNT JOY, PA.

J. E. SCHROLL, Editor & Pro'r.

**LEADERSHIP IN VALUE
BRINGS LEADERSHIP IN SALES**



**EXCLUSIVE VACUUM
GEARSHIFT**
Vacuum Booster Supplies
80% of the Shifting Effort



**NEW AERO-STREAM
STYLING**
New Bodies by Fisher



**CHEVROLET'S FAMOUS
VALVE-IN-HEAD SIX**



**PERFECTED
HYDRAULIC BRAKES**

Chevrolet is first in sales because it's first in styling—first in acceleration—first in hill-climbing—and first in value in its price range!

Again the people of the nation are awarding Chevrolet first place in motor car sales!

And the reason they are buying *more Chevrolets* than any other make of car is that this new Chevrolet gives them *more* of all the things they want in a motor car, at lower cost.

Visit your nearest Chevrolet dealer today! See, drive and buy the nation's fastest selling motor car and the nation's biggest dollar-value!

CHEVROLET

A GENERAL
MOTORS
VALUE

The Only Low-Priced Car Combining

"ALL THAT'S BEST AT LOWEST COST!"



**PERFECTED KNEE-
ACTION RIDING SYSTEM**
On Master De Luxe
models only



**NEW "OBSERVATION
CAR" VISIBILITY**



**TIPTOE-MATIC
CLUTCH**

**ALL
CHEVROLET
PRICES ARE MUCH
LOWER!**

H. S. NEWCOMER & SON, Inc.

East Main Street

MOUNT JOY, PA.

October 26th, 1939

MT. JOY BULLETIN
MOUNT JOY, PA.
J. E. SCHROLL, Editor & Pro'r.

New 1940 CHEVROLET



Talk about Beauty -
Here's the "BIGGEST EYEFUL"
in the whole low-price field!

The Special De Luxe Sport Sedan, \$802*

Eye it

Try it

Buy it

Totally new and different from stem to stern—new inside, new outside—that's the style story of this big, streamlined beauty leader of the low-price field—Chevrolet for 1940! It has a new "front end," of course—the swankiest in the field for '40—also new side and rear design. It's new all the way through—the biggest, proudest, all-new beauty leader a low price ever bought!

You know Chevrolet is the only low-priced car with the *Exclusive Vacuum-Power Shift*—with a *Valve-in-Head Engine*—with "The Ride Royal."* But you can't know what these features mean in terms of matchless results until you actually drive and ride in the car. Try Chevrolet for '40, test it thoroughly, and then you will know that "Chevrolet's FIRST Again!"

Only Chevrolet gives such high quality at such low cost... Low Prices... Low Operating Costs... Low Up-keep.

85-H.P. VALVE-IN-HEAD SIX

\$659

AND UP*

*At Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. Bumper guards—extra on Master 85 Series. A General Motors Value.

Only Chevrolet has all these quality features

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 CHEVROLET HAS MORE THAN 175 IMPORTANT MODERN FEATURES
*On Special De Luxe and Master De Luxe Series

"Chevrolet's FIRST Again!"

H. S. NEWCOMER & SON, Inc.

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