

# NEW CHEVROLET

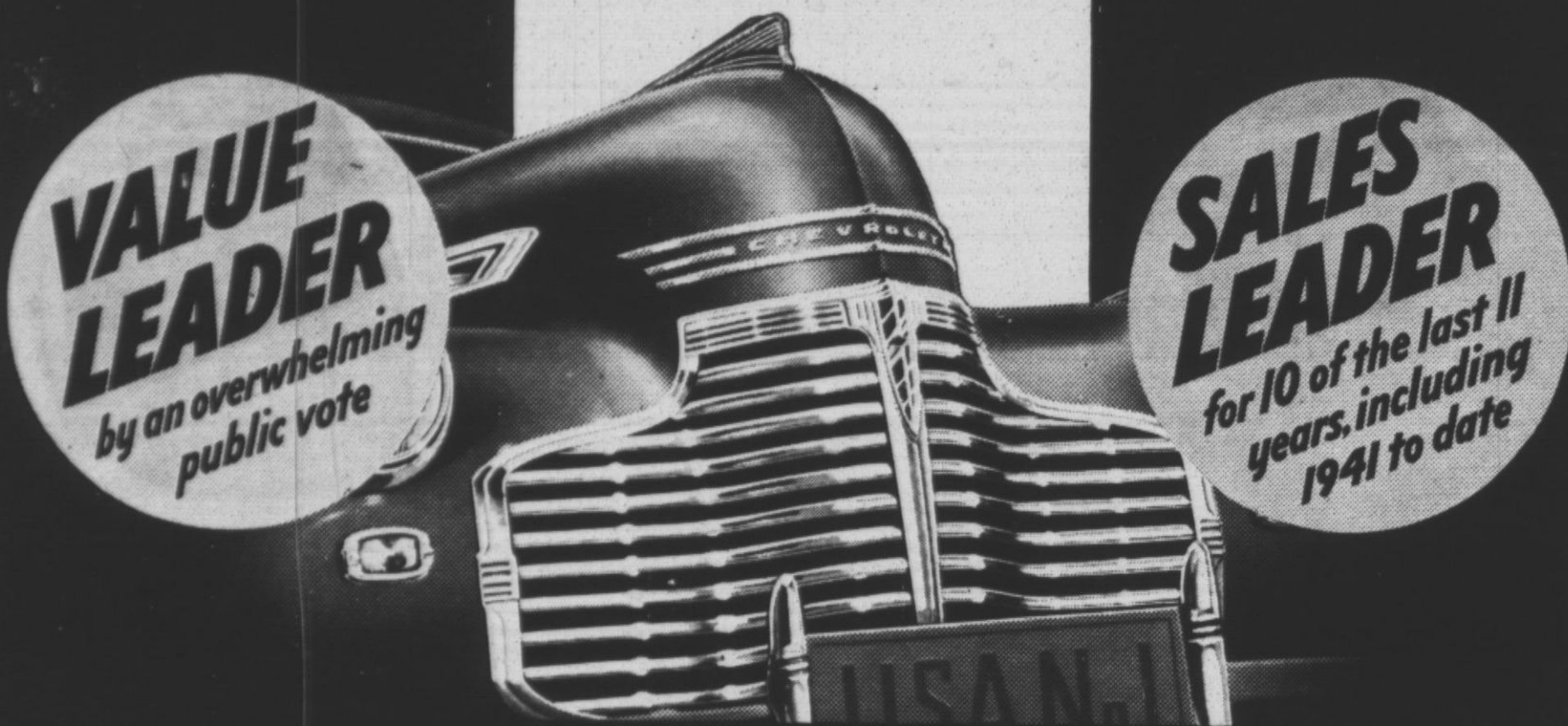
**WHY  
PAY  
MORE?**

The new Chevrolet for '41 is the only lowest-priced car with an ultra-luxurious Body by Fisher of the same type and size featured on higher-priced cars.

It's also the only lowest-priced car that brings you a 90-h.p. Valve-in-Head Engine, Unitized Knee-Action, Box-Girder Frame and many other quality features . . . together with such big savings in purchase price, operation and upkeep.

It's the No. 1 car of the nation. . . It's the No. 1 car for you!

**WHY  
ACCEPT  
LESS?**



**YOU'LL SAY "FIRST BECAUSE IT'S FINEST!"**

## WM. RUEHL & COMPANY