

# New CHEVROLET TRUCKS



**FIRST IN SALES** because it's

**FIRST IN DESIGN**  
among all low-priced trucks

**FIRST IN POWER**  
(WITH "LOAD-MASTER" ENGINE)  
among all low-priced trucks

**FIRST IN FEATURES**  
among all low-priced trucks

**FIRST IN STEERING EASE**  
among all low-priced trucks

**FIRST IN VALUE**  
among all low-priced trucks

# NATION'S NO. 1 TRUCK

"THRIFT-CARRIERS FOR THE NATION"

## WM. RUEHL & COMPANY

386 East Park Avenue

Phone Highland Park 4240