

# First Showing Today NEW 1941 CHEVROLET



*Eye It.. Try It.. And You'll Say It's*

## "FIRST BECAUSE IT'S FINEST!"

### ★ THRILLING NEW BIGNESS

*(in all major dimensions)*

The new Chevrolet is SIZED up beyond all expectations, both inside and out—made so impressively BIG and beautiful in all ways that it marks a two-year advance in one.

### ★ DASHING NEW "ARISTO-STYLE" DESIGN

*(with Concealed Running Boards at each door)*

Featuring a massive new "Canada Clipper" grille—swifter, smoother, smarter lines—beautiful two-tone color combinations on all Special De Luxe models\*—and concealed running boards at each door, assuring easy, comfortable entrance and exit. \*Optional at small extra cost.

### ★ LONGER, LARGER, WIDER FISHER BODIES

*(with No-Draft Ventilation)*

With more foot room, more shoulder room, more seating room—with wider windshield and increased driver vision—with more luxuries, comforts and conveniences than you've ever before found in any low-priced car.

### ★ DE LUXE KNEE-ACTION ON ALL MODELS

*(Balanced Springing Front and Rear and Improved Shockproof Steering)*

New harmonizing of the front and rear spring action, plus wider spread between rear springs, longer wheelbase, added weight and improved weight distribution, gives big car comfort, roadability and safety.

### ★ FAMOUS VALVE-IN-HEAD "VICTORY" ENGINE

For over 25 years Chevrolet Valve-in-Head Engines have led the field in performance with economy of gas and oil. Today's magnificent, powerful, time-tested Chevrolet Valve in-Head Engine represents the peak of power-plant efficiency and economy.

It's a **SIZE** sensation . . . a **STYLE** sensation . . . a **DRIVE** and **RIDE** sensation ★ Bigger in all major dimensions both inside and out . . . with 3" longer wheelbase and "three-couple roominess" in all sedan models ★ With dashing new "Aristostyle" design and longer, larger, more luxurious Fisher Bodies that set the new style for the new year ★ With the powerful Valve-in-Head "Victory" Engine that lifts performance and lowers costs ★ It's the new leader by the builder of leaders . . . CHEVROLET . . . holder of first place in motor car sales for 9 out of the last 10 years!

Again **CHEVROLET'S** the **LEADER!**

### ★ NEW LONGER WHEELBASE

A full 3 inches have been added to the wheelbase—making Chevrolet for '41 even longer than the famous '40 model whose 181 inches from front of grille to rear of body made it "the longest of all lowest-priced cars."

### ★ ORIGINAL VACUUM-POWER SHIFT

*(Built as Only AT NO EXTRA COST Chevrolet Builds It)*

80% automatic, requiring only 20% driver effort. . . Introduced by Chevrolet exclusively 3 model years ago—refined, developed, perfected to the point where it is now recognized as "the world's easiest gearshift."

### ★ SAFE-T-SPECIAL HYDRAULIC BRAKES

Designed to stop quicker with less driver effort—to be completely under driver control—to last longer—and, above all, to be truly equalized at all times. These are "SAFE-T-SPECIAL HYDRAULICS," giving you and your family maximum motoring security.

*Plus many more outstanding comfort, safety and convenience features including*

All-Silent Synchro-Mesh Transmission ★ Chevrolet's Famous Tiptoe-Matic Clutch ★ Sealed Beam Headlights with Separate Parking Lights ★ Stabilized Front End ★ Automatic Ride Stabilizer ★ High Quality, Clear-Vision Safety Glass ★ Hypoid Rear Axle ★ Exclusive Box-Glider Frame

C-141

**EYE IT.. TRY IT.. BUY IT!**

Summerside

**A. HORNE & CO.** Charlottetown

SALES and SERVICE  
DEALERS for PRINCE EDWARD ISLAND

