

- How successful might this text be in persuading its audience to buy a new Chevrolet car?




*People are saying,*

**“Chevrolet out-performs its field!”**



You'll say so, too, when you take the wheel of this new Chevrolet...for it gives the sterling Big-Car performance and dependability of Chevrolet's famous Valve-in-Head Engine...and, of course, it alone brings you  
**BIG-CAR QUALITY AT LOWEST COST**



- 5  Talk to owners of this *BIGGER-LOOKING, BETTER-LOOKING* new Chevrolet for 1947 and ask them how fully its Big-Car road-action matches its Big-Car appearance!

You'll find that Chevrolet owners are the most *enthusiastic* owner-group in America once they start talking about the way this car performs, drives, rides, and saves money on operation and upkeep.



- 10 They'll tell you it surpasses all other low-priced cars, in all-round performance with economy...in quick, easy response to every wish of the driver...in riding comfort and road-steadiness...in its ability to serve and keep on serving with a minimum of attention, on short trips or long, day after day and month after month, over a long period of time.

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And they'll also tell you this is because Chevrolet is the only low-priced car combining such Big-Car advantages as the famous Valve-in-Head Thrift Master Engine, Body by Fisher, Unitized Kneec-Action Ride, Positive-Assist Hydraulic Brakes and many other exclusive features...the only car bringing you ***BIGGER QUALITY AT LOWEST COST.***



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For the fact is, you save in every way with Chevrolet —*having proved best in its field*— and extremely economical with regard to gas, oil and upkeep as well.

Take America's word for car value, and you'll take Chevrolet, for *Big-Car quality at lowest cost.*

CHEVROLET MOTOR DIVISION GENERAL MOTORS CORPORATION DETROIT 2, MICHIGAN

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*Yes, people are saying,*



***“IT’S THE NEW CHEVROLET  
for BIG-CAR QUALITY AT LOWEST COST!”***

Adapted from oldcaradvertising.com (1947)