

- 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 Knee-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)