- How does this advert use visual and verbal methods to sell consumers a new 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**



CHEVROLET 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.

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.

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***.



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

Yes, people are saying,



"IT'S THE NEW CHEVROLET
for BIG-CAR QUALITY AT LOWEST COST!"

Adapted from oldcaradvertising.com (1947)