


Scanned 8 September 2008 by Keith Hardy



# 1st IN VALUE

**SELLING FEATURES OF THE 1946 CHEVROLET**

*This booklet supplements*  
**THE SLIDEFILM**  
**FIRST IN VALUE**  
*which is part of the*  
**1946**  
**CHEVROLET PRODUCT TRAINING KIT**

**COPYRIGHT 1945**  
**CHEVROLET MOTOR DIVISION**  
**GENERAL MOTORS CORPORATION**

# WHEN A SALESMAN TALKS LIKE THIS...



"Now, sir, just notice the depth of focus indications for the various diaphragm stops. Of course, they are based on a circle of confusion of one seven-hundredths of an inch. At F3.5, you'd have a depth of focus of two and one-half feet. At F5.6, the hyperfocal distance will be even greater."

... he's inviting his prospect to call on a competitor.

*But*

# WHEN HE TALKS LIKE THIS...



"With this fast lens, and one of the faster films, you'll find it very easy to get good pictures indoors."

... he's on his way to a sale,

*Because...*

PEOPLE ARE INTERESTED IN  
PRODUCT FEATURES  
ONLY IN TERMS OF

*Benefits to  
Themselves*



WHETHER THEY ARE BUYING



*A Camera*



*A Dog*

*A Helicopter*



**OR...**

**A 1946 CHEVROLET...**

***They Have Their Own***

**BUYING  
REQUIREMENTS**

***In Mind***



**SUCCESSFUL SALESMEN  
HAVE FOUND THAT  
MOST CAR BUYERS HAVE**

**6**

**MAJOR  
BUYING  
REQUIREMENTS**

- 1 APPEARANCE**
- 2 PERFORMANCE**
- 3 COMFORT**
- 4 DURABILITY**
- 5 SAFETY**
- 6 ECONOMY**

USUALLY A PROSPECT  
WILL BE  
*More Interested*  
IN *One* OF THESE  
REQUIREMENTS  
THAN IN THE OTHERS



FIND OUT  
EACH PROSPECT'S  
*Main*  
REQUIREMENT...



... AND SELL *First*  
THE FEATURES  
THAT MEET *That*  
REQUIREMENT

- THEN GO ON WITH  
THE *Other* FEATURES.  
GIVE HIM A *Complete*  
*Presentation,* BUT  
BE SURE TO TALK  
*All Features* IN  
TERMS OF THE  
*Buying Requirements*  
THEY SATISFY.

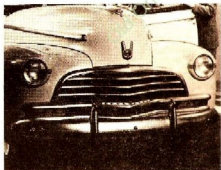
TO SATISFY THE PROSPECT'S DESIRE FOR  
**APPEARANCE**  
THE NEW 1946 CHEVROLET HAS  
NEW *Beauty Leader* STYLING!



**SIMPLE, CLEAN,  
GRACEFUL LINES**

The most beautiful Chevrolet in our history.

Looks *extra-wide, extra-low and extra-long.*\*



**WIDTH IS  
EMPHASIZED BY**

— New Wide-Wing Radiator Grille —

\*The 1946 Chevrolet is 197 $\frac{3}{4}$  inches from bumper to bumper, an actual increase of 1 $\frac{7}{8}$  inches.

— wider, more massive  
"Car-Saver" Bumpers, and  
the more widely spaced  
Bumper Guards —



— the distinctive, new  
Hood Emblem.



## LUXURIOUS UPHOLSTERY

Restful to look at, restful  
to ride on, long lasting,  
easily washable.



## BEAUTIFUL APPOINTMENTS

*such as*

The Two-Tone Instrument Panel and  
Window Mouldings of the Fleetmasters

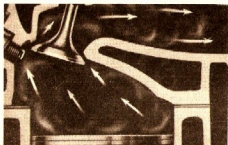
# TO MEET THE BUYER'S REQUIREMENTS FOR **PERFORMANCE**

TALK ABOUT  
THESE OUTSTANDING FEATURES



## **PROVED VALVE-IN-HEAD THRIFT-MASTER ENGINE**

The same basic design as used in most aircraft engines.



Greater power and efficiency, because of direct and unrestricted flow of fuel and exhaust gases.



Superior hill climbing ability, acceleration and all-around performance. Develops full pulling power through a greater range of engine speeds.

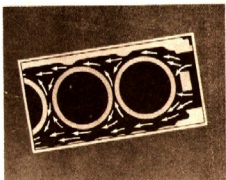
## BLUE-FLAME COMBUSTION CHAMBERS

Exclusive shape results in smoother and more efficient burning of the fuel for maximum power.

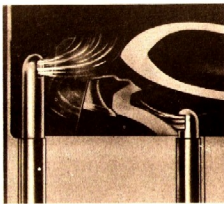


## EFFICIENT COOLING SYSTEM

Accurate control of engine temperature. Cylinders completely surrounded by cooling water for the entire length of the piston stroke.

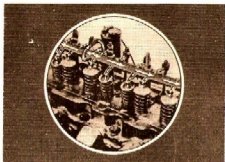


Nozzle cooling of exhaust valve seats eliminates "hot spots," lengthens life of valves and contributes to Chevrolet's outstanding performance.



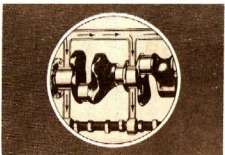
# FOUR-WAY OILING SYSTEM

an exclusive Chevrolet feature that supplies the right amount of oil to all moving parts at all engine speeds by four distinct methods—



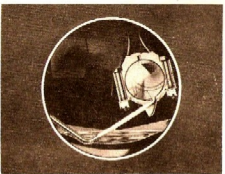
## 1. METERED PRESSURE

supplies a regulated flow of temperature-controlled oil to the overhead-valve mechanism.



## 2. DIRECT PRESSURE

forces oil through rifle-drilled passages to the crankshaft and camshaft bearings.

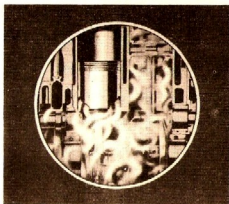


## 3. PRESSURE STREAM

strikes connecting rod dippers at high speed. Builds up greater pressure than oil pump.

#### 4. VAPOR SPRAY

maintains a permeating mist of oil that lubricates pistons and cylinder walls.



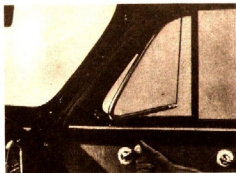
## TO MEET THE BUYER'S REQUIREMENT FOR **COMFORT**

THE NEW 1946 CHEVROLET  
OFFERS MANY EXCLUSIVE FEATURES

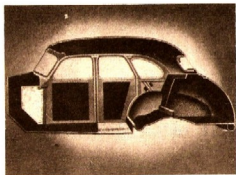
#### BODY BY FISHER

Exclusive with Chevrolet in low-price field. Quality, comfort, roominess, with—

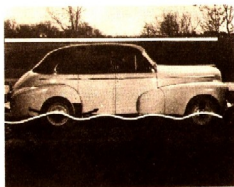




No-Draft Ventilation.  
Controlled air circulation  
for individual comfort.



Full Insulation against  
noise, fumes, heat and  
cold. Comfort under all  
weather conditions.



**TIME-PROVED,  
UNITIZED  
"KNEE ACTION"**

Absorbs bumps and jolts  
of rough roads, giving a  
ride of unequalled smooth-  
ness and comfort.



## **EASY-TURNING SHOCKPROOF STEERING**

Keeps road shocks from reaching the steering wheel. Makes driving less tiresome.



## **EXTRA-EASY VACUUM-POWER SHIFT**

Does 80% of the work of shifting. Driver can move shifting lever with one finger.



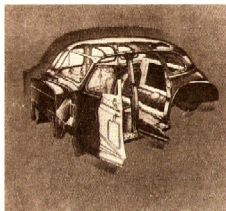
## **TIPTOE-MATIC CLUTCH**

Gives extreme ease of action. The farther the clutch pedal is pushed down, the easier it pushes.



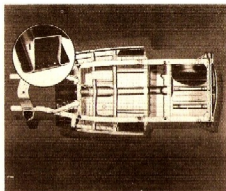
# TO SATISFY THE BUYER'S REQUIREMENT FOR **DURABILITY**

TALK ABOUT SUCH FEATURES AS THESE



## **UNISTEEL BODY CONSTRUCTION**

Combines top, floor, cowl and side and rear body panels into a single, rigid unit for greater strength and durability.

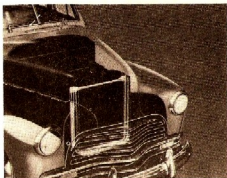


## **BOX-GIRDER FRAME AND STEEL FLOOR**

Provide further strength. Each reinforces the other to prevent loosening and misalignment.

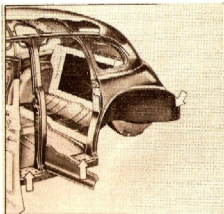
## **STABILIZED FRONT END**

Is an original Chevrolet construction. Radiator, front fenders and headlamps bolted to a sturdy, floating, support. Front end remains steady and in better alignment.



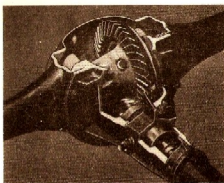
## **NEW RUST AND CORROSION RESISTANCE**

30% thicker metal in body sill box sections and rear panel below the trunk lid, plus open louvers which prevent rust by providing ventilation and drainage. Rust-inhibiting paint at all danger points.



## **HYPOID REAR AXLE**

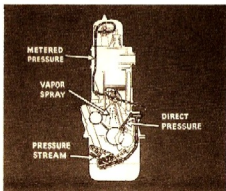
A long record of use proves its great strength, efficiency and durability.





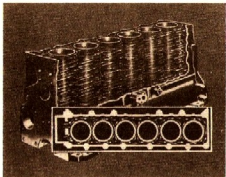
## **NEW LONG-LIFE OIL-RESISTING SEALS**

in rear axle, transmission and water pump are more efficient and last longer than rubber or leather.



## **FOUR-WAY OILING SYSTEM**

lengthens life of all engine parts by always maintaining correct lubrication.

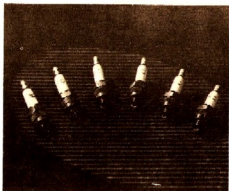


## **EFFICIENT COOLING SYSTEM**

adds miles and years to engine life by accurately controlling engine temperature.

**NEW  
LONGER-LASTING  
SPARK PLUGS**

give up to *three times*  
the life of former plugs,  
due to new methods of  
forming porcelain.

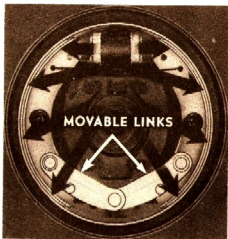


**HERE ARE A FEW OF THE MANY FEATURES  
THAT MEET THE BUYER'S REQUIREMENT FOR**

**SAFETY**

**POSITIVE-ACTION  
HYDRAULIC  
BRAKES**

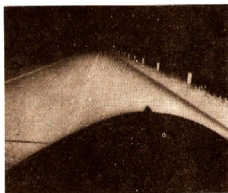
give quick, smooth, easy  
stops because of exclu-  
sive movable-link design.





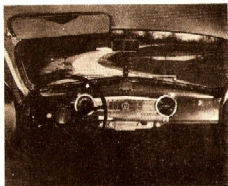
## **UNUSUALLY CLEAR VISION**

is provided by extra-wide windshield, large rear and side windows, all of crystal-clear safety plate glass, and by narrow corner posts.



## **SEALED-BEAM HEADLIGHTS**

provide better light and insure maximum lighting efficiency throughout the life of the car.



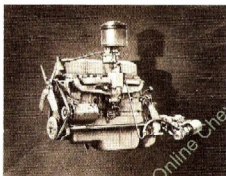
## **ADJUSTABLE SUN VISOR, DEFROSTERS AND WINDSHIELD WIPERS**

are added safeguards for all-weather driving.

TO MEET THE BUYER'S REQUIREMENT FOR

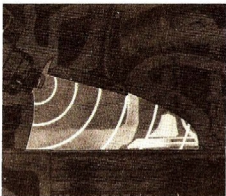
## ECONOMY

TALK ABOUT THESE OUTSTANDING  
TIME-PROVED FEATURES



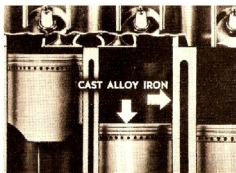
### VALVE-IN-HEAD THRIFT-MASTER ENGINE

that is famous for economy of operation.



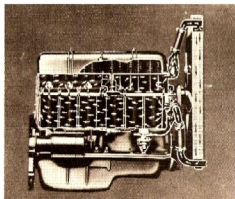
### BLUE-FLAME COMBUSTION CHAMBERS

produce extra power from every drop of gasoline.



**CAST ALLOY  
IRON PISTONS  
AND CYLINDER  
BLOCK**

mean closer fitting pistons, less wear, greater fuel and oil economy.



**EFFICIENT  
COOLING  
SYSTEM**

minimizes oil consumption, lengthens engine life.



**THE NEW 1946  
CHEVROLET  
IS FIRST IN VALUE**





*Because*

**THE NEW 1946 CHEVROLET IS**

**FIRST IN APPEARANCE**

**FIRST IN DURABILITY**

**FIRST IN PERFORMANCE**

**FIRST IN SAFETY**

**FIRST IN COMFORT**

**FIRST IN ECONOMY**

**IT MEETS ALL SIX  
MAJOR BUYING  
REQUIREMENTS**

WITH ITS  
GREAT PROVED FEATURES  
**CHEVROLET**  
IS AGAIN THE  
**OUTSTANDING VALUE**  
THAT HAS MADE IT THE  
**SALES LEADER**  
IN  
TEN OF THE LAST ELEVEN  
CAR-PRODUCTION YEARS

