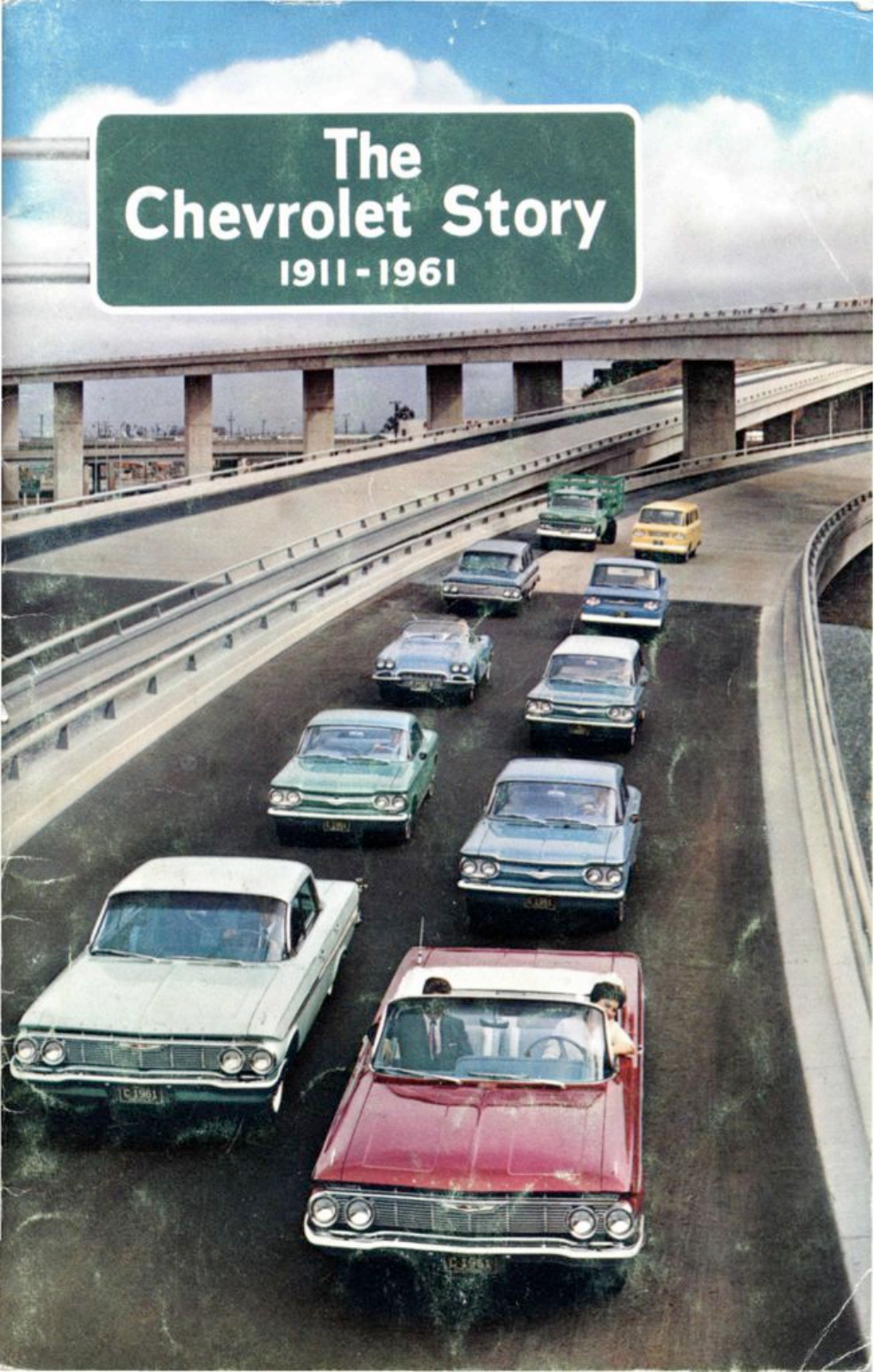
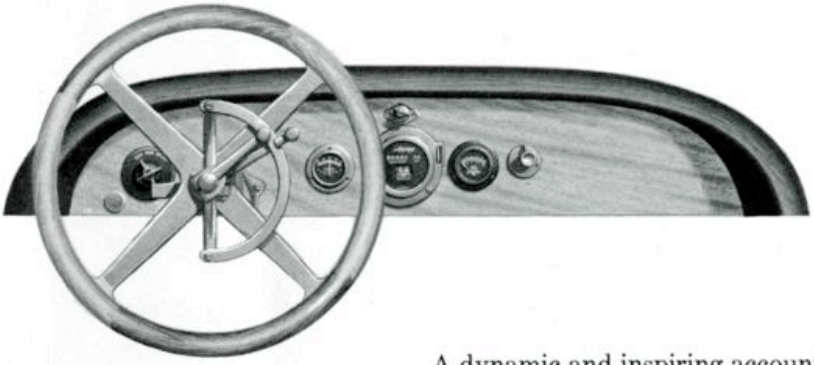

The
Chevrolet Story
1911 - 1961

1911

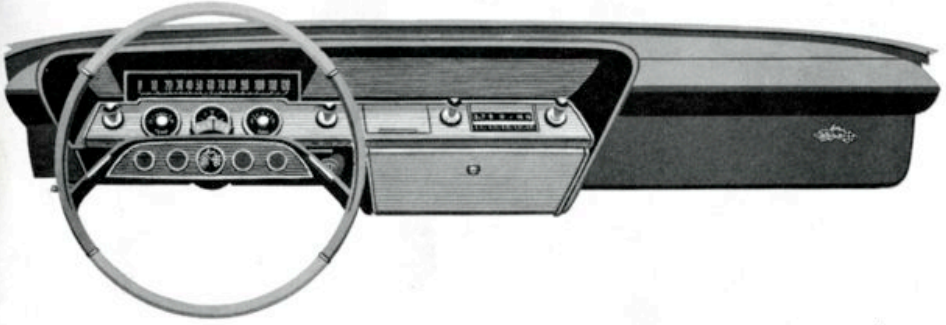
1961

Corvair Greenbrier Sports Wagon



THE CHEVROLET STORY

. . . A dynamic and inspiring account of modern industrial success . . . a romance of progress that has taken Chevrolet from an idea, and a small shop loft in Detroit to a vast network of 34 plants checkered across the country. The Chevrolet Story is the remarkable heritage of proud industrial ancestry, the exciting adventure of how Chevrolet grew to be the world's largest manufacturer and seller of passenger cars and trucks. This is a behind-the-scenes panoramic picture of expansion, and a dedication to the continual search for superior and economical automotive transportation.



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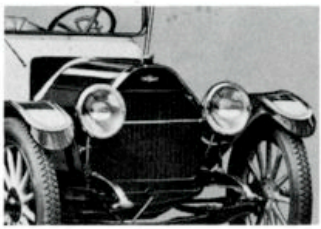

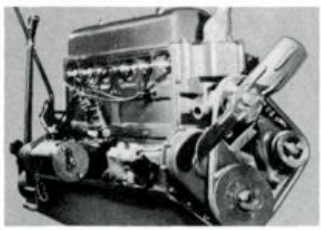

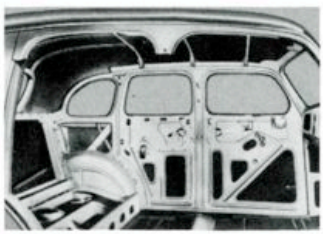

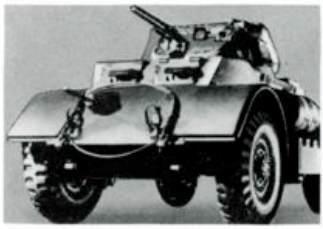

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CHAPTER ONE

THE PIONEERING YEARS—1911-1920

One day in March 1911, a group of men working in a loft above a small shop on Grand River Avenue in Detroit began assembling the first Chevrolet. This car was the Classic Six, a five-passenger touring car. Two years of experiments and tests preceded the actual assembly work. Louis Chevrolet (above), the colorful race driver famed in the early years of the century, directed this work, having been hired by W. C. Durant to design an engine for the car.

Louis Chevrolet behind the wheel of the first Chevrolet car built in 1911.

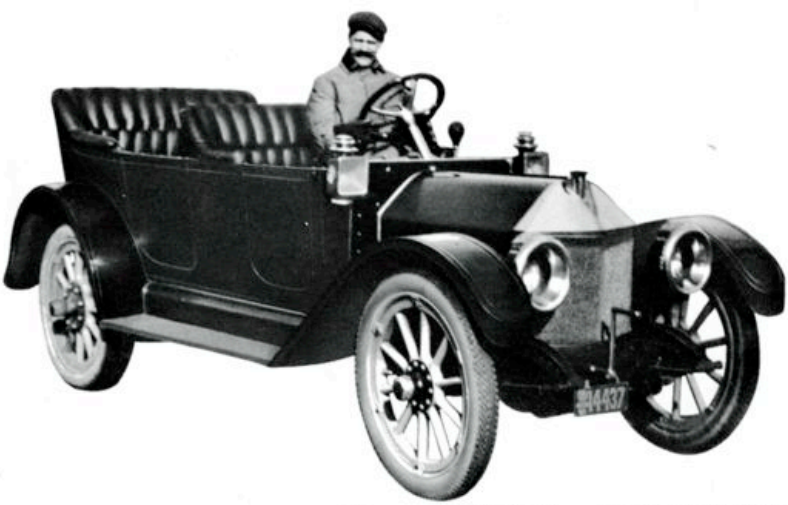
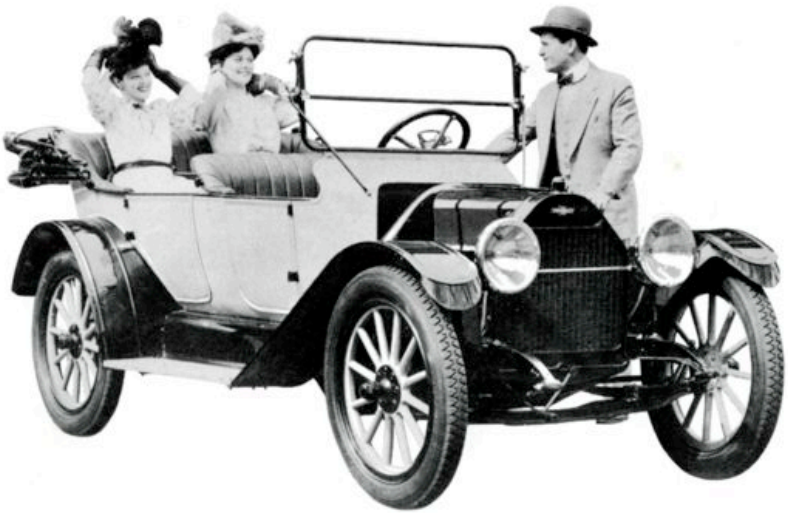


Photo courtesy Detroit Public Library—Automotive History Collection

Durant was a fabulous man in the automotive world. His financial genius helped to organize General Motors in 1908 and now he was looking for new worlds to conquer in the exciting atmosphere of the automobile industry.

The Chevrolet Motor Company was incorporated on November 3, 1911, and Durant leased a plant on Detroit's West Grand Boulevard for building his Chevrolet car. Two other companies, the Little Motor Car Company and the Mason Motor Company, started in Flint, Michigan, that year and became part of the foundation of Chevrolet. Little produced an economical 4-cylinder runabout and Mason built engines.

Production for 1912, the first full year of Durant's operations, totaled 2,999 Chevrolets. Durant merged the Little Company



The first Chevrolet valve-in-head engine and Chevrolet trademark were part of this 1913 Baby Grand touring car.

Shown above are three early Chevrolet nameplates.

and Chevrolet in 1913. He gave the Chevrolet name to the Little car and moved the Detroit plant to his Flint Wagon Works.

Chevrolet's famous Baby Grand touring car and Royal Mail roadster were first introduced in 1913. Demand for Chevrolet cars reached the point that additional production facilities were needed, and a second assembly plant was leased in New York City. Production rose to 5,987 units. This was also the year that the famous Chevrolet trademark was first used on the cars. This distinctive trademark has appeared billions of times on products, advertising and sales literature as the mark of dependability, economy and quality in motor transportation. It originated in Durant's imagination when, as a world traveler in 1908, he saw the pattern marching off into infinity as a design on wallpaper in a French hotel. He tore off a piece of the wallpaper and kept it to show friends with the thought that it would make a good nameplate for a car.

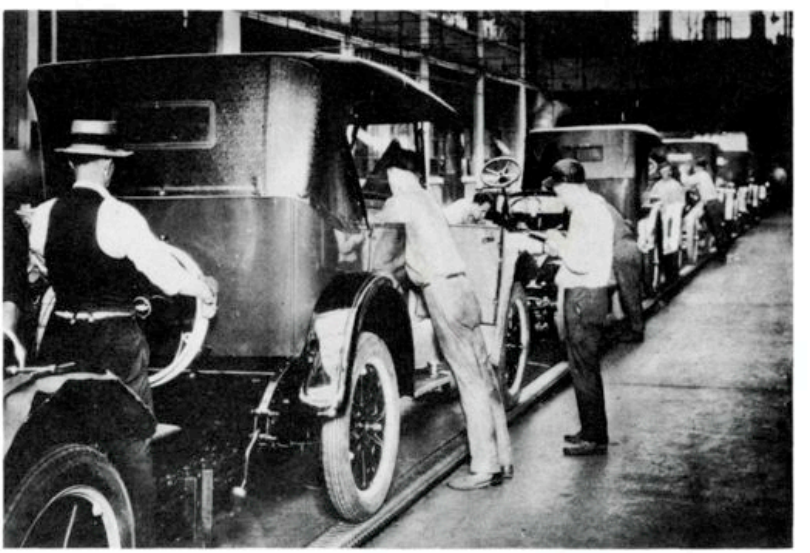
Later he decided on the name Chevrolet for his car because race drivers were heroes of the day and also because he felt that the name Chevrolet had a musical sound and the romance of foreign origin. The original trademarks for the Baby Grand touring car

and Royal Mail roadster, also products of Durant's imagination, were designed between August and December, 1913.

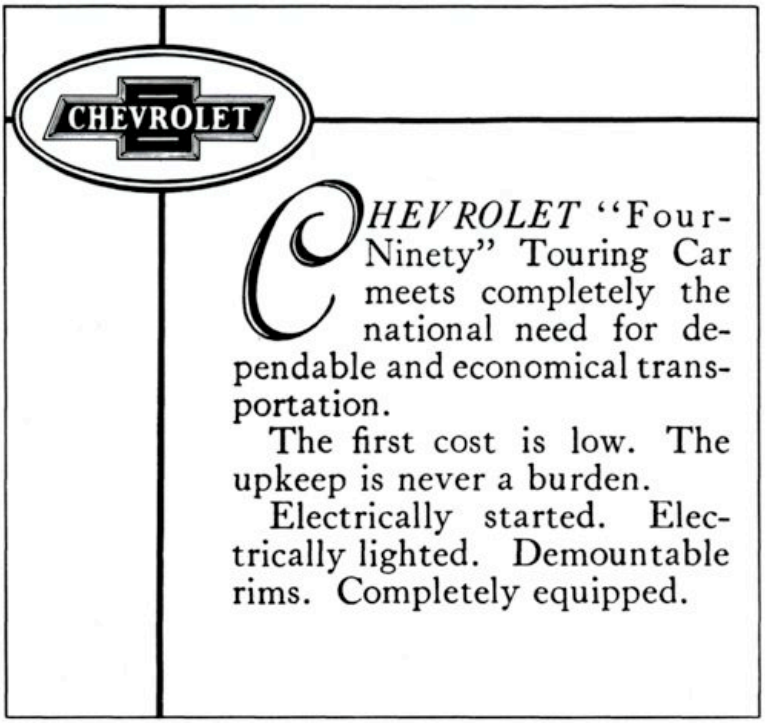
Another landmark was blazed in the 1913 Chevrolet—the introduction of the valve-in-head engine which has become the basic principle of all modern automobile engines today. Here is a description of the 1913 engine taken from advertising of that year:

> *"Gasoline is introduced directly into the cylinder head and exploded there. The full force of the explosion comes into direct contact with the piston head. For this reason Chevrolet power is maximum with minimum fuel."*

In June, 1914, the Maxwell Motor Company's Tarrytown, New York plant was purchased for assembly operations to meet the growing demand for Chevrolet cars.

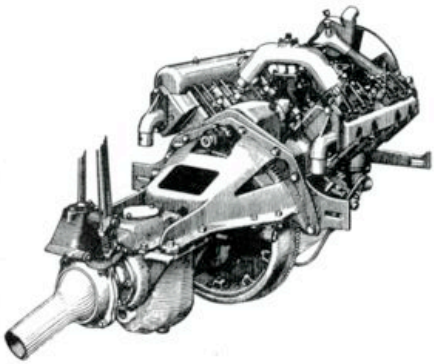


An early Chevrolet assembly line in operation at Flint, Michigan.

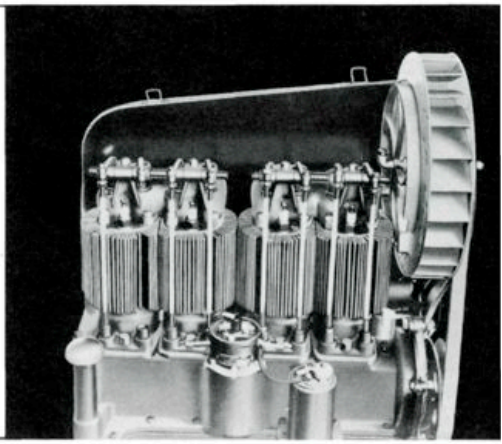


This 1916 Chevrolet newspaper advertisement is believed to be the first ad published for Chevrolet.

The need for a wholesale selling organization was met in 1914 with the establishment of an office in Oakland, California. Other offices opened a year later in Kansas City, Missouri and Atlanta, Georgia. St. Louis, Missouri and Oshawa, Canada were the next sites of Chevrolet growth in 1915. The "490" model was brought out this year and assembly began in the Tarrytown, New York plant. Also in 1915 Chevrolet made electric lights standard equipment.



A new 90-degree valve-in-head V8 engine was introduced in 1917.

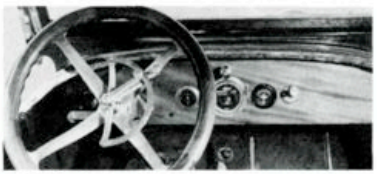


This 1923 Chevrolet air-cooled engine had copper cooling fins surrounding the cylinder walls.

This same year Chevrolet licensed the Gardner Buggy Company in St. Louis to assemble cars.

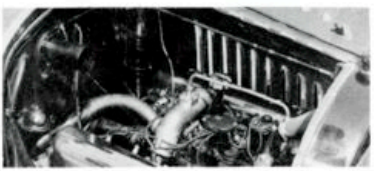
With the 1916 models, Chevrolet was ready to launch its first important bid for volume production and the mass market. Earlier, Chevrolet was competing in a market just above the low-price class. But when the "490" came out, named because it sold for $490.00, Chevrolet plunged into the toughest competition—leadership in the low-price field.

By now, Chevrolet production facilities included plants in Fort Worth, Texas, and Bay City, Michigan. The Warner Gear operation in Toledo, Ohio was bought, and became the Chevrolet-Toledo Manufacturing plant. Chevrolet opened the Oakland, California assembly plant in 1916, the first in the industry on the West Coast. New plants were also operating in Flint.



Polished wood steering wheel and instrument panel were standard on the 1918 Chevrolet Touring Car.

Production jumped to 70,000 cars by the end of 1916. Expansion was still the keynote the following year and 125,882 units were manufactured. Chevrolet built its first closed car bodies in 1916. Retail selling stores were opened in many large cities, principally in the eastern part of the country, to bring the car to the people.



A convenient, underhood oil can located on the fire wall, helped keep 1917 V8 engines running smoothly.

A new 90-degree valve-in-head V8 engine was introduced by Chevrolet in 1917. The Mason Motor Company in Flint merged with Chevrolet in this year to build engines. Also the forerunner of today's modern hardtop, a Chevrolet "490" five-passenger sedan with removable posts that made it an open car for touring, was brought out by the company.

One of the big luxury vehicles of 1918 was the Chevrolet Touring Car.

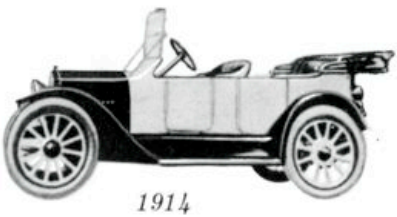
Chevrolet became a part of General Motors in 1918 and embarked upon a new era of greater expansion. A new assembly plant was started in St. Louis and Chevrolet began building light delivery and 1-ton trucks, the latter with hard rubber rear tires. Completing its first full year with General Motors, Chevrolet produced nearly 150,000 units in 1919. A $500,000 addition to the Oakland assembly plant was completed in 1920.

Chevrolet one-ton truck—first appeared in 1918.

1911 CHEVROLET 1920

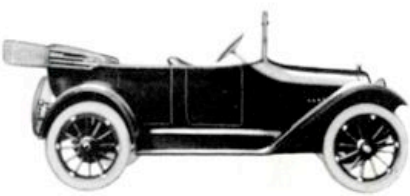
CHEVROLETS OF THE PIONEERING YEARS

1912-13



1914

1915



1916

1917

1918

1919

1920

CHAPTER TWO

GROWING TO LEADERSHIP—1921-1930

The years immediately following World War I almost cost Chevrolet its corporate existence. General Motors management called in a firm of industrial engineers to survey all properties of the corporation. One of the recommendations coming out of this survey was the liquidation of Chevrolet because it "could not hope to compete in its field."

Alfred P. Sloan, Jr., serving as principal assistant to Pierre S. duPont, president of GM, took the engineers' report as a challenge to prove that Chevrolet could compete successfully in the low-price field. As a result Chevrolet was saved, and moved forward with renewed vigor to scale the heights of automotive sales leadership.

The 1921 Chevrolet incorporated several features which formerly were extra-cost options. These new standard equipment items included demountable rims and the self-starter. Production for the year reached 76,370 units as the economy of the country began to show an encouraging upward trend.

On February 23, 1922, C. S. Mott, who had been a director of GM since 1913, hired William S. Knudsen, resigned production head of Ford Motor Company, as his assistant. Mott was then director of

the Advisory Staff and Supervising Vice President of the GM Car and Truck Divisions. Knudsen was named the head of Chevrolet

CHEVROLET ANNOUNCES A COMPLETE STANDARD MOTOR CAR FOR $525

In offering the Superior Chevrolet at $525, its manufacturers call attention to certain features of construction, equipment and performance that are positively necessary to complete satisfaction.

Cars *less complete, less standard,* must now submit to direct comparison with the Superior Chevrolet, and *stand or fall on price only.*

For there is no lower priced automobile in the world that has the qualities of Chevrolet. Pay a *little* less and you get *much* less.

Check these superiorities—these absolute essentials to comfort and economy, and see whether they are not, each and every one of them, indispensable to a real, modern automobile.

Chevrolet uses about 20% to 25% less gasoline than any other car. It uses from one-third to one-fourth as much oil.

Chevrolet is easy and safe to start.

Chevrolet is more comfortable to ride in than any other low price car.

Chevrolet has a speedometer connected to the transmission.

Chevrolet has an oil gauge on the dash.

Chevrolet has a one man top with concealed bows. It has a gypsy style back curtain.

Chevrolet has a standard transmission with three speeds forward and reverse.

Chevrolet has a water pump and does not depend upon thermo syphon circulation.

Chevrolet has roller bearings in front wheels.

Chevrolet has a silencing windshield. It has mortable windshield glasses for summer comfort.

Chevrolet has the Willard Rubber Thread Battery.

Chevrolet has pockets in all four doors, including one beside the driver's seat.

Chevrolet has a standard gear shift lever.

Chevrolet has both a hand and a foot accelerator.

Chevrolet has National Headlight Lenses. It has a fine appearing body.

Chevrolet has a triple baked enamel body and fenders.

Chevrolet has a modern valve-in-head motor, noted for its great pulling power.

Chevrolet Four Passenger Coupe and Four Door Sedan, mounting the latest Fisher Body creations at $875 – f. o. b. Flint

CHEVROLET MOTOR COMPANY

Division of General Motors Corporation

DETROIT, MICH.

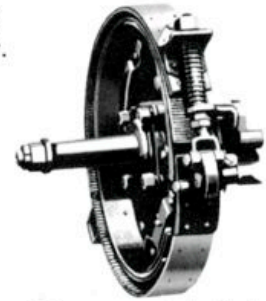
Superior Roadster, $525 Superior Touring, (Disc Wheels) $525 Superior Sedan, $875 Superior Coupe, $575
Model FB 12 Roadster, $875 Model FB 32 Touring, $875 Model FB 42 Sedan, $1525 Model FB 20 Coupe, $1525
Light Delivery Wagon ½ Ton Complete, $525 Model "C" Truck ½ Ton Chassis, $545 Model "T" Truck 1 Ton Chassis, $325
F. O. B. Flint, Michigan

AMERICA'S MOST ECONOMICAL MOTOR CAR

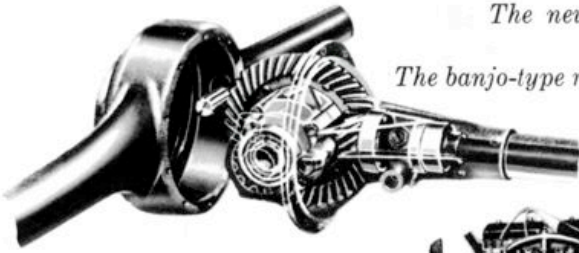
CHEVROLET

A 1923 newspaper advertisement announcing the Chevrolet "Superior," successor to the famous "490."

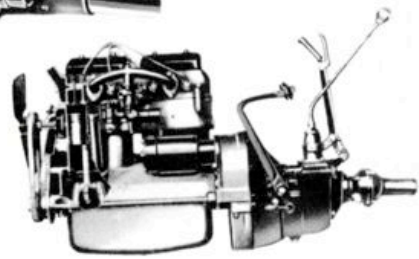
One-piece windshield with automatic wiper.



The new 11-inch brake.



The banjo-type rear axle.



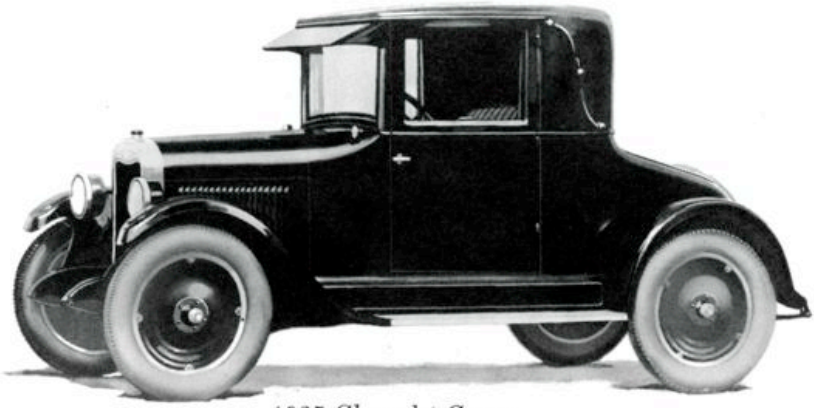
Cutaway view of the valve-in-head 4-cylinder engine.

A few engineering details of the 1925 Chevrolet. This was the year Chevrolet production exceeded 500,000 units for the first time.

Motor Company in 1922 and five years later Chevrolet became the biggest auto maker in the world.

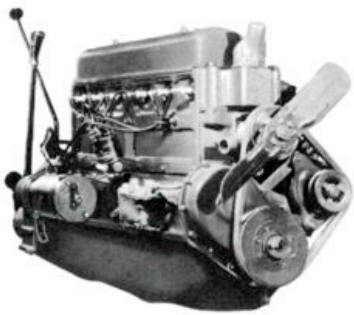
Knudsen sparked a new vitality in Chevrolet and production jumped to 243,479 in 1922 with the introduction of the "Superior" model—successor to the "490." Plant facilities were expanded in Detroit, Michigan; Janesville, Wisconsin; Buffalo, New York; Norwood, Ohio.

By 1924 Chevrolet had manufacturing plants in four cities, six assembly plants were operating and 16 regional sales offices covered the country.



1925 Chevrolet Coupe.

Chevrolet production expanded to over 500,000 units in 1925, marking the first time in the company's history that such a peak was attained. The 1925 car was redesigned with such outstanding features as "Vision Ventilation"—the one-piece windshield with automatic wiper on all closed models, single dry plate clutch, banjo-type rear axle, and new 11-inch brakes. The Bloomfield, New Jersey assembly plant was acquired in 1925.



"A Six for the Price of a Four" introduced Chevrolet's famous 6-cylinder engine in 1929.

"Ray and His Little Chevrolet" was one of the many popular Chevrolet songs during the 1920's.

Mr. Sloan announced in 1926 that $8 million was being appropriated to increase Chevrolet's production facilities to one million units per year. The battle to challenge sales leadership in the industry was now in full swing.

The Detroit plant of General Motors Truck Corporation was taken over in 1926 to manufacture Chevrolet front and rear axles.

Victory came to Chevrolet in 1927 when the company outsold Ford for the first time in history. The Saginaw Grey Iron Foundry was added in 1927. Chevrolet also achieved the first of its many "million-unit" years in 1927—production was 1,001,880. While Chevrolet's major competitor brought out the Model A with its four-cylinder engine, Chevrolet was laying plans to command the low-price field with "A Six for the Price of a Four."

Preparations for this change were mapped carefully and secretly. The first move was to increase the length of the chassis by four inches which was done in 1928. This set the stage for the sensational introduction of the valve-in-head six-cylinder engine a year later. A new assembly plant in Atlanta, Georgia began operations in 1928 and an assembly plant in Kansas City, Missouri was begun. The year 1929 also saw the use of color on car bodies, a far cry from the one-time competitive edict of "any color so long as it's black." The buying public responded to these advances and Chevrolet production reached 1,328,605.

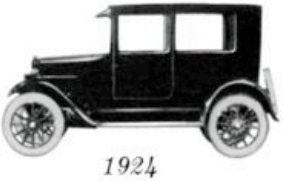
1921 CHEVROLET 1930

CHEVROLETS OF THE TWENTIES

1921

1922

1923



1924

1925

1926

1927

1928

1929

1930

CHAPTER THREE

TAKING THE LEADERSHIP—1931-1941

Although the depression years created severe economic hardships throughout the country, Chevrolet was able to make major manufacturing expansions, erecting a new spring plant in Detroit and acquiring a plant in Indianapolis to build commercial and truck bodies on a large scale.

A fresh leadership drive was sparked in 1931 with Chevrolet's "greater value" valve-in-head Six. This production and sales leadership has been maintained consistently over the years, making Chevrolet America's most popular car. Clearly the company had made a roaring comeback since 1921 when its competitive outlook was termed "hopeless."

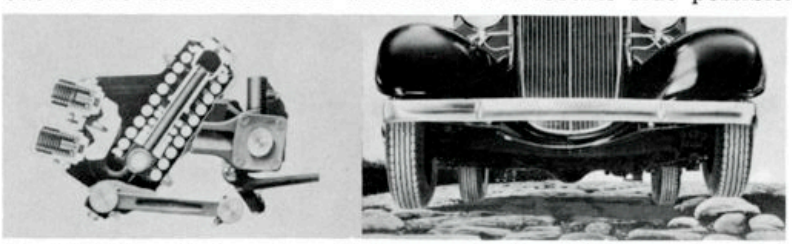
In 1931, a new bumper plant began manufacturing in Detroit. Knudsen became executive vice president of General Motors in 1933 and seasoned leadership was moved up to fill his place. M. E. Coyle was made general manager of Chevrolet, having started with GM in 1911 and with Chevrolet in 1917. He had been serving as assistant to Knudsen since 1925.

In 1933 the most famous of all industrial youth promotions—the All-American Soap Box Derby—was born. The first of these races was held in Dayton, Ohio. The Derby was the brain child of Myron E. Scott, a Dayton newspaperman, and now assistant public relations director of Chevrolet.

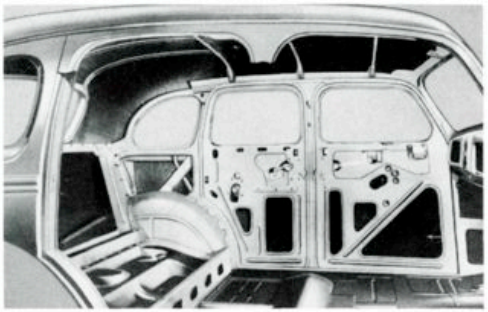
Scott photographed a local neighborhood race as a feature story for his newspaper and sold Chevrolet on the idea of a nationwide competition with joint sponsorship of local Derby races by Chevrolet dealers and leading newspapers. After running down a brick-paved hill in Dayton, the Derby was moved to Akron, Ohio, in 1935, where all subsequent national races have been held. From its small beginning in 1933, the Soap Box Derby has grown to be the greatest amateur racing event in the world. The 23rd running of the All-American was held in 1960. Boys from the United States, Canada, West Germany, the Philippines, Venezuela and for the first time Puerto Rico competed for $15,000 in college scholarships and many other valuable awards. Champions from 168 cities participated in the event.

Pre-race activities before the All-American Soap Box Derby.

New engineering features that supported Chevrolet's "greater value" slogan were introduced in the 1930's. Knee-Action came out in the 1934 Chevrolet and made a smoother ride possible.

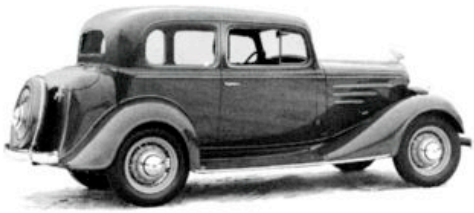


The 1934 Chevrolet stepped over the bumps with Knee-Action, an important advance in the automotive industry.



In 1937 Chevrolet achieved the all-steel Unisteel Body by Fisher.

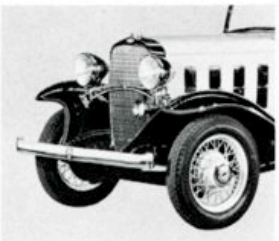
The "Blue-Flame" combustion chamber was pioneered in 1934 and the power of Chevrolet's valve-in-head Six was proved when a Chevrolet four-door sedan towed the Burlington Zephyr into its station in Chicago.



Some 1934 Chevrolets featured a built-in trunk.

A new convenience feature of some 1934 sedans was a spacious built-in trunk. New safety was engineered into Chevrolet bodies with the introduction of the all-steel Turret Tops. The 10-millionth Chevrolet was built on the company's 23rd anniversary, November 13, 1934.

Million-car years resumed in 1935 when Chevrolet built 1,066,197 units. A new assembly plant was opened in Baltimore, Maryland, and manufacturing plants were added in Saginaw, Michigan, and Muncie, Indiana. In 1936 a new commercial body plant, the world's largest, was dedicated in Indianapolis, replacing the facilities acquired in 1930.



The 1932 Chevrolet had a built-in grille.

In 1937 Chevrolet trunks became full size with spare tires enclosed. Other features included all-steel Unisteel Body by Fisher with Safety Plate Glass all around the car. Expansion continued and a new manufacturing plant was opened in Tonawanda, New York. The 15-millionth Chevrolet was built in 1939.

Under Coyle's leadership, the Chevrolet Division averaged a million units a year for seven years. In the same period Chevrolet dealers sold 11,000,000 used cars. Signs of the impending war became more apparent in America in 1940 and Chevrolet's first U. S. government contract was made in April for the production of 75-mm. high-explosive shells.

In 1941, Chevrolet eliminated the outside running board from its cars. Production in 1941 reached 1,339,952—the last full production year until after World War II.

Chevrolet trucks demonstrated outstanding economy in a series of AAA tests in 1936. This 1½-ton truck is hauling a trailer with a 5-ton load up Pikes Peak. Another typical test was the coast-to-coast economy run from Los Angeles to New York carrying the same load.

1931 CHEVROLET 1942

CHEVROLET'S LEADING THE INDUSTRY

1931

1932

1933

1934

1935

1936

1937

1938

1939

1940

1941

1942

CHAPTER FOUR

PRODUCTION FOR VICTORY—1942-1945

Chevrolet geared for the impending war in the months before Pearl Harbor. Military trucks, parts for anti-aircraft guns, shells and Pratt & Whitney engines were all part of Chevrolet's pre-Pearl Harbor production schedule in addition to building civilian cars and trucks.

Many Chevrolet plants were awarded the Army-Navy "E" for excellence in production during World War II.

On December 7, 1941, war came to the United States.

It was a snowy, cold afternoon in Flint when civilian production ended for Chevrolet. As the last of the 1942 models went off the assembly line, one of the workmen wrote: "Last Chevrolet off January 30, 1942."

A significant period in Chevrolet history was ended—volume production for victory was the new goal.

All Chevrolet plants were completely converted to war work, with the lone exception of the Saginaw Service Manufacturing plant. This facility was needed to supply the maintenance parts for the millions of Chevrolet cars and trucks already on the country's highways.

In providing this equipment for the country, wartime parts manufacturing teamed with a Chevrolet dealer service program to "Save the wheels that serve America."

CHAPTER FIVE

MORE CARS FOR MORE PEOPLE

The end of the war signaled the return to civilian production and launched Chevrolet's greatest expansion program. Civilian truck production was resumed on August 20, 1945, and car production began October 3, 1945.

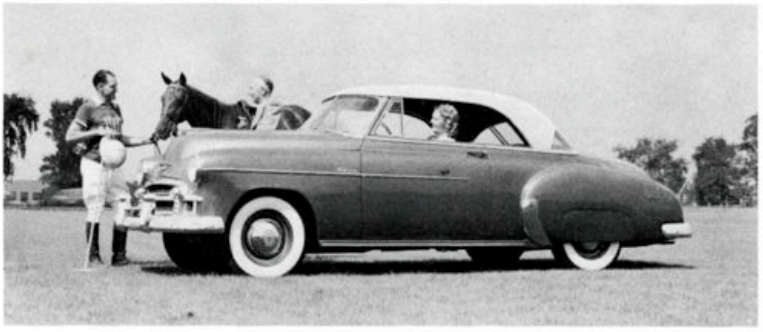
New executive leadership was brought up to preside over this new period of growth. In June, 1946, M. E. Coyle was made an executive vice president of General Motors. Nicholas Dreystadt, general

In the fall of 1945, with the war over, Chevrolet began production of civilian passenger cars and trucks.

manager of Cadillac, moved to Chevrolet to succeed Coyle, to lead the company's postwar program.

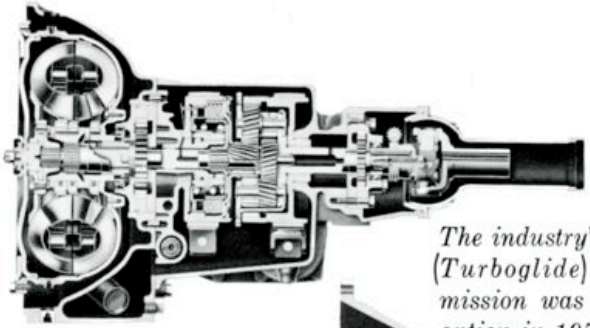
After Dreystadt's untimely death in August, 1948, W. F. Armstrong, a GM vice president, became general manager of the company. When Armstrong was given another GM assignment, T. H. Keating was advanced from Chevrolet general sales manager to general manager of Chevrolet and vice president of the General Motors Corporation.

The postwar years saw Chevrolet make giant strides in expansion and production and leadership in the low-price field. The Indianapolis commercial body plant was enlarged 50 percent and a new assembly plant began operations in Flint in 1947. The new Los Angeles assembly plant started production in 1947 and a new Cleveland manufacturing plant opened in 1949.



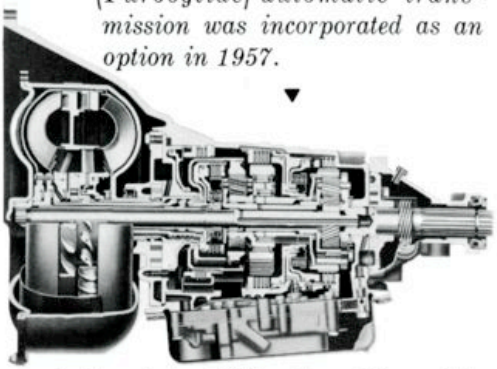
Chevrolet introduced the Bel Air, a hardtop model, that became an immediate hit in 1950.

In 1950 Chevrolet brought out the first automatic transmission in its field, the famous Powerglide. The Bel Air hardtop was also popular with buyers that year.



A cutaway view of Chevrolet's famous Powerglide, first introduced as an option in 1950.

The industry's first triple-turbine (Turboglide) automatic transmission was incorporated as an option in 1957.



Industry-wide records were shattered in 1950 when Chevrolet became the first company to make more than 2,000,000 units in U. S. plants during one year.

The Korean conflict brought defense contracts to the company, affecting many of its plants. As a result, car production was cut in order to meet the government contracts. Expansion continued for Chevrolet, with two million square feet of new plant buildings underway in 1952.

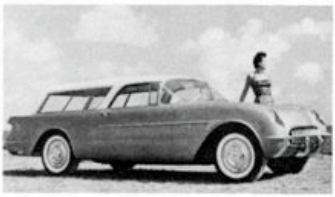
More advances in the low-price field were introduced by Chevrolet when Bel Air luxury models bowed in 1953. The increasing market for sports cars in America was met with the new Chevrolet Corvette, first introduced as a "dream car" at the 1953 Motorama. In June, 1953 the Chevrolet Corvette was put into actual production. The Chevrolet Handyman, an all-steel station wagon, was introduced in 1953.

New plants in Flint, Michigan, Tonawanda, New York, and Livonia, Michigan, and additions in Cleveland, Indianapolis and Muncie were completed in 1954.

Power brakes and automatic seat and window controls were introduced in the low-price field by Chevrolet in 1954.

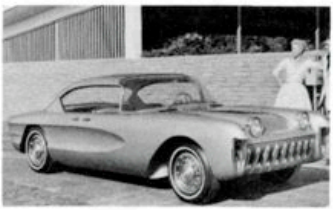
Chevrolet reached a new all-time production record in 1955 when 1,830,028 passenger cars and 393,315 trucks were manufactured in U. S. plants.

Chevrolet Corvette rolled off the assembly line in Flint, Michigan, six months after introduction in Jan., 1953.



◀ *The Corvette Nomad bowed as a dream car in the 1955 Motorama.*

A pre-production model '56 Chevrolet set a new stock car record for the Pikes Peak run in September, 1955.



◀ *The Biscayne was another Chevrolet dream car giving an advance look at styling in years to come.*

Chevrolet Impala dream car was premiered at the 1956 Motorama.

New executive leadership came to Chevrolet in 1956 with the appointment of E. N. Cole as general manager of the division and vice president of General Motors. Cole, formerly chief engineer of Chevrolet, succeeded T. H. Keating, now retired, who was made vice president in charge of passenger car divisions of General Motors Corporation.

In 1957, Chevrolet introduced Turboglide, the first triple-turbine automatic transmission in the industry.

Notable product features in 1958 included standard Full Coil suspension, and a new Safety-Girder frame which made possible a lower silhouette and greater head room.

Chevrolet surprised the American public and the automobile industry by introducing a completely restyled car for the second year in a row in 1959.

Million car milestones. 43-millionth Chevrolet was built June 17, 1960.

1946 CHEVROLET 1960

CHEVROLET . . . AMERICA'S MOST POPULAR CAR

1946

1947

1948

1949

1950

1951

1952

1953

1954

1955

1956

1957

1958

1959

1960

Chevrolet Central Office, Detroit

The General Motors Building, Detroit

A FEW CHEVROLET FIRSTS IN THE LOW-PRICE FIELD

- Valve-in-head Engine
- Harmonic Balancer
- Stabilized Front End Mounting
- Octane Selector
- Knee-Action
- Turret Top
- Unisteel Body
- Safety *Plate* Glass All Around (at no extra cost)
- Bonded Brake Linings
- Automatic Transmission
- Power Brakes
- Panoramic Windshield
- Air Conditioner
- Ball-Race Steering
- Hardtop Sport Sedan
- Fuel Injection Engine
- Electric Starter
- Safety-Type Door Latches
- Headlight Dimmer Foot Switch
- Finger-tip Seat Adjustment
- No-Draft Ventipanes
- Flanged Rear Axle Shafts
- Complete Body Insulation
- Box-Girder Frame
- Diaphragm Spring Clutch
- Curved Windshield
- Hardtop Sport Coupe
- Power Steering
- Automatic Seat and Window Controls
- High-Level Ventilation
- 12-Volt Electric System
- Anti-Dive Braking Control
- Turboglide Automatic Transmission
- Directional Signals (as standard equipment)
- Machined-in-Block Combustion Chamber
- Level Air Suspension
- Full Coil Suspension
- 4-Link Rear Suspension
- Safety-Girder Frame
- Magic-Mirror Finish
- Tyrex Cord Tires
- Low Mounted Headlights
- Foot Operated Parking Brake
- Positive Shift Starter
- Single Key Locking
- 4-Speed Synchro-Mesh Transmission
- Precision-Balanced Wheels and Tires
- Positraction Rear Axle

CHEVROLET LEADERS

E. N. COLE
Chevrolet
General Manager
since 1956,
Vice President of G. M.

J. R. WILSON
General
Administrative
Manager
since 1957

E. H. KELLEY
General
Manufacturing
Manager
since 1952

K. E. STALEY
General
Sales
Manager
since 1959

H. F. BARR
Chief
Engineer
since
1956

F. R. FRASER
Divisional
Comptroller
since
1955

N. J. ELLIS
General
Director of
Personnel
since 1957

FORMER GENERAL MANAGERS OF CHEVROLET

W. C. Durant 1911-1920
Karl W. Zimmershied 1920-1922
W. S. Knudsen 1922-1933
M. E. Coyle 1933-1946
Nicholas Dreystadt 1946-1948
W. F. Armstrong 1948-1949
T. H. Keating 1949-1956

FORMER CHIEF FINANCE OFFICERS

W. S. Ballenger
First treasurer 1911-1916
M. E. Coyle 1916-1933
E. W. Ivey 1933-1957

FORMER GENERAL SALES MANAGERS

W. K. Sills 1915-1921
Colin Campbell 1921-1924
R. H. Grant 1924-1928
H. J. Klingler 1929-1933
W. E. Holler 1933-1945
T. H. Keating 1945-1949
W. E. Fish 1949-1959

FORMER GENERAL MANUFACTURING MANAGERS

Fred Hohensee 1915-1921
C. F. Barth 1924-1931
C. E. Wetherald 1931-1945
Hugh Dean 1945-1949
W. J. Scott 1949-1952

FORMER CHIEF ENGINEERS

A. T. Sturt 1915-1921
O. E. Hunt 1921-1929
James M. Crawford 1929-1945
John G. Wood 1945-1949
E. H. Kelley 1949-1952
E. N. Cole 1952-1956

CHAPTER SIX

DYNAMIC PRODUCTION OPERATIONS

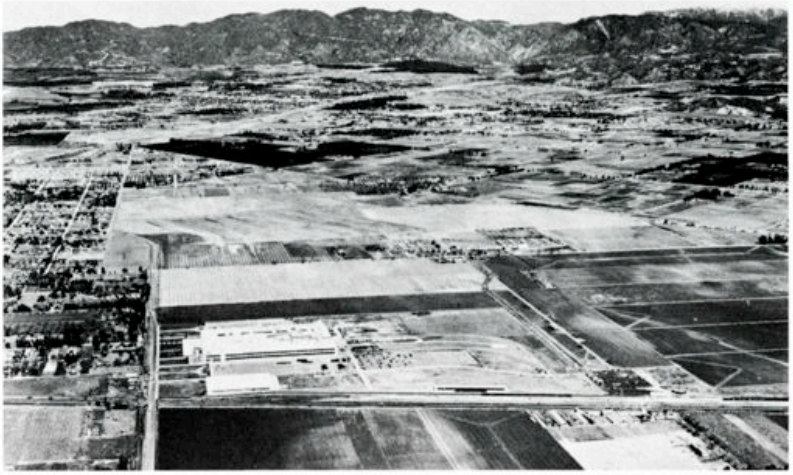
Precision is the keynote of Chevrolet's dynamic production operations. A vast network of manufacturing and assembly plants spans the United States to meet the public demand for America's most popular cars and trucks.

Throughout this tremendous industrial organization—the core of the Chevrolet Motor Division—men and machines work together in perfect synchronization to maintain the highest possible standards of quality control in mass production.

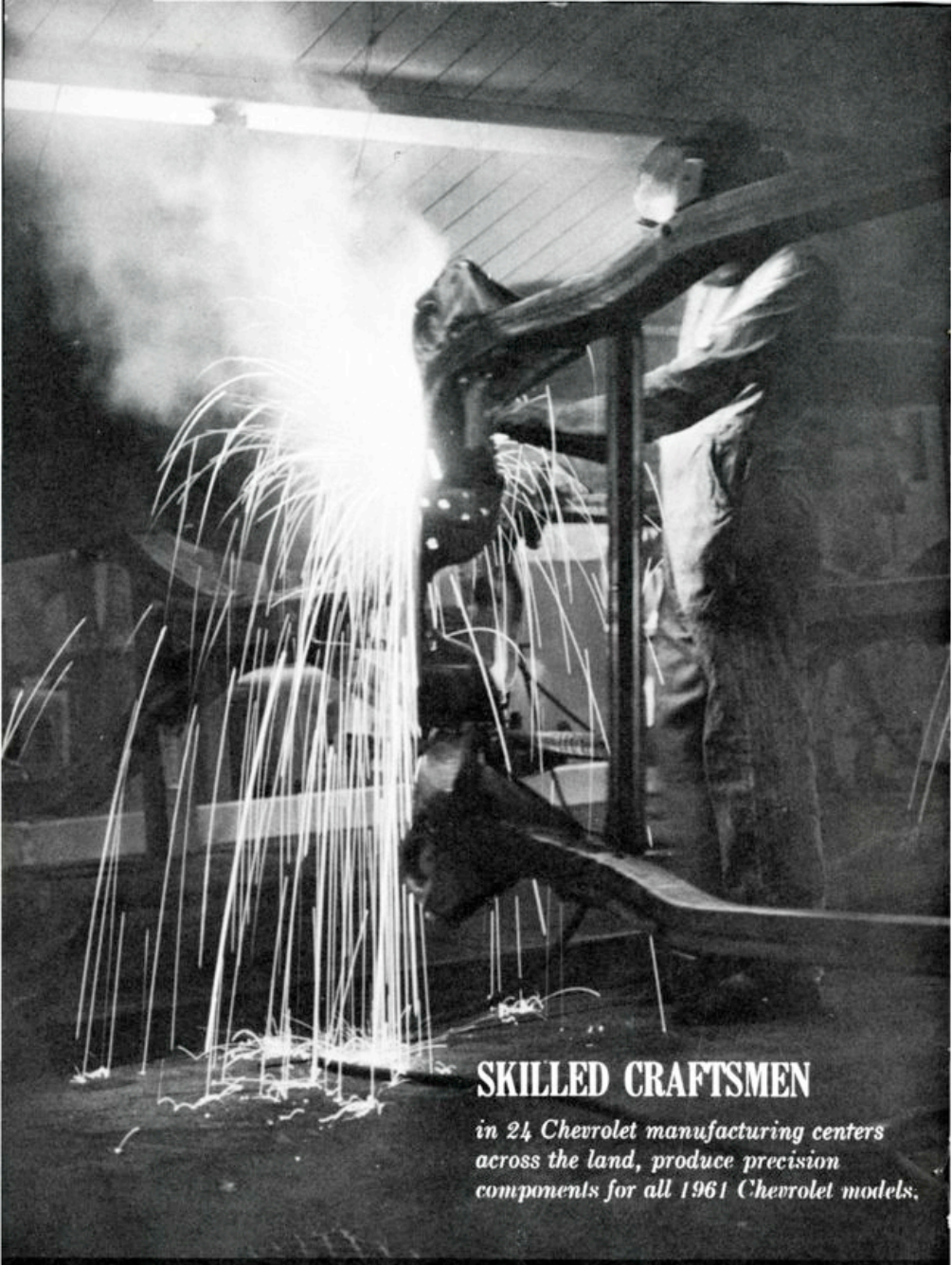
Correct production scheduling is a vital factor contributing to a smooth running assembly line. All of the component parts of a car must be available at precisely the right time in order to keep the cars rolling off the line.

Dominant throughout this dynamic production is a constant maintenance of quality in materials and workmanship.

Thirty-four Chevrolet plants in towns and cities around the country work in manufacturing and assembling. The pictures on the opposite page give you an idea of the tremendous effect a plant can have on a community.



How an undeveloped area grew into a throbbing community when a Chevrolet plant entered the picture is graphically illustrated here. The top photograph of the Chevrolet assembly plant near Los Angeles, California, was made when the plant was dedicated in 1947. The picture below shows how the community looks today. Thousands of new homes have sprung up on acreage that was undeveloped 14 years ago.

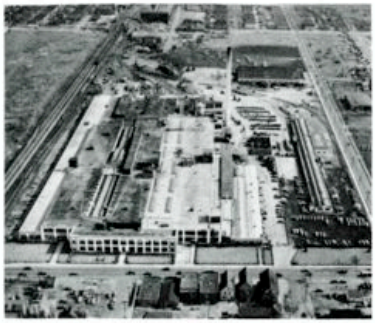


SKILLED CRAFTSMEN

in 24 Chevrolet manufacturing centers across the land, produce precision components for all 1961 Chevrolet models.

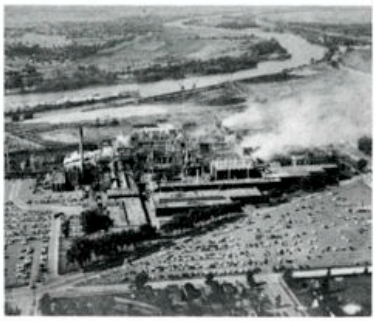
CHEVROLET MANUFACTURING PLANTS

Bay City, Michigan



Buffalo, New York

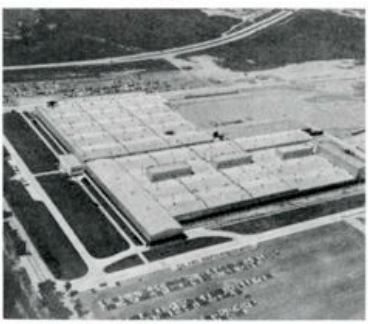
Cleveland, Ohio



Saginaw, Michigan

Detroit, Michigan

Flint, Michigan

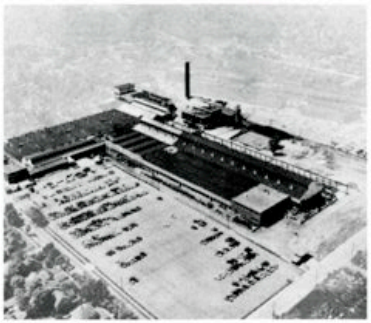


Flint, Michigan

Flint, Michigan

Livonia, Michigan

Indianapolis, Indiana



Muncie, Indiana

Massena, New York

Saginaw, Michigan

Saginaw, Michigan

Toledo, Ohio

Tonawanda, New York

CHEVROLET ASSEMBLY PLANTS

ASSEMBLY PLANTS

In 1912, Chevrolet produced 2,999 cars. Today, 14 assembly plants across the country produce many times that number in a single production day.

Atlanta, Georgia

Bloomfield, New Jersey

Framingham, Massachusetts

Flint, Michigan

Janesville, Wisconsin

Baltimore, Maryland

Kansas City, Missouri

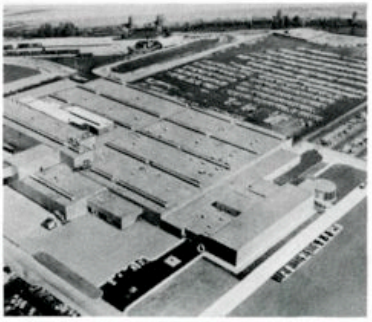
This vast industrial organization provides employment for over 100,000 people—a new high in Chevrolet employment—reflecting the company's plant expansion program.

Norwood, Ohio

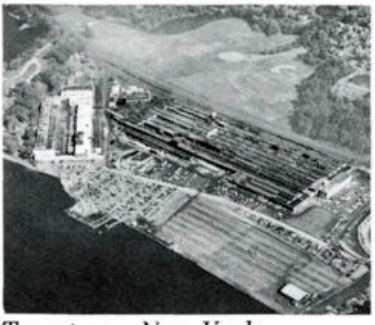
Los Angeles, California

St. Louis, Missouri

Oakland, California



Willow Run, Michigan

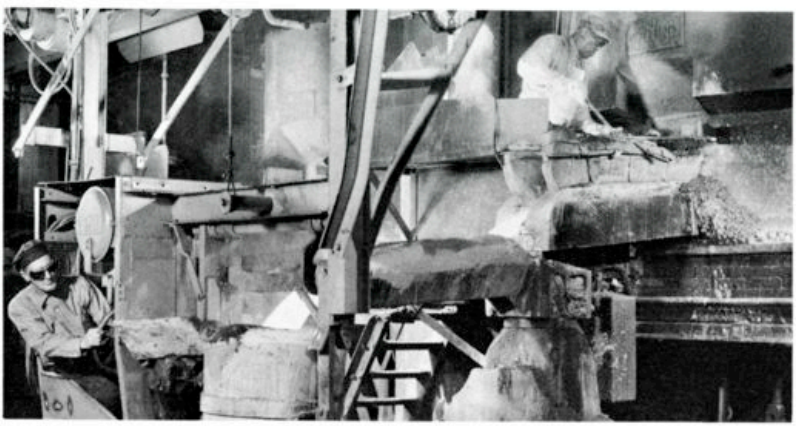


Tarrytown, New York

Oakland, California

HERE'S HOW THE 1961 CHEVROLET IS BUILT

in the world's finest production facilities



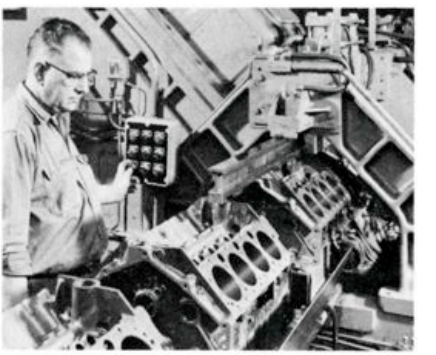
Pouring hot metal from cupola into ladle at foundry.

Workmen inspect newly pressed front fenders to assure perfection.

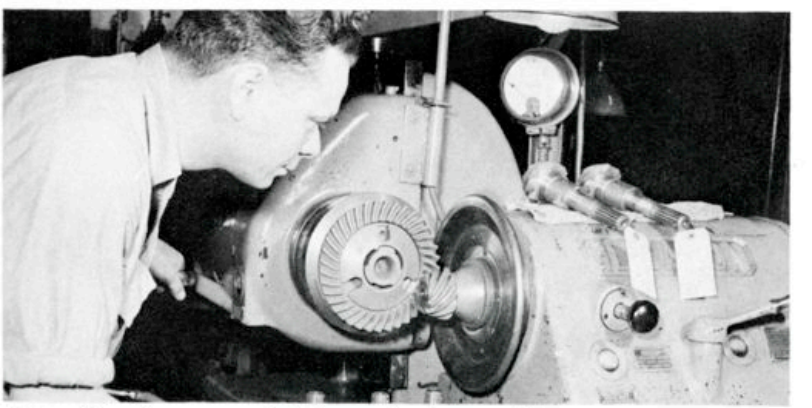
Removing cylinder block casting from sand mold.

Machines finish outer ends of rear axle housing for wheel bearings and brakes.

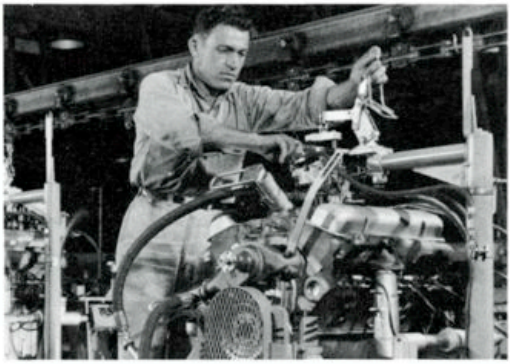
Forming, sizing and coining wheel rim.



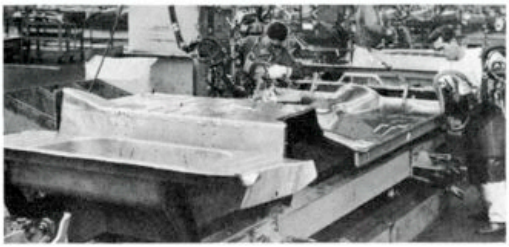
Machine-finishing the cylinder bores on V8 engine block.



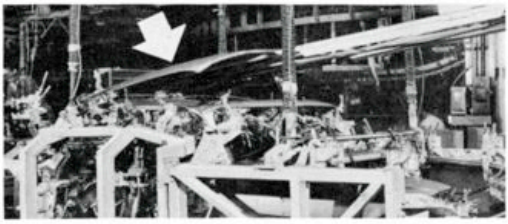
Inspecting ring gear and pinions prior to assembly.



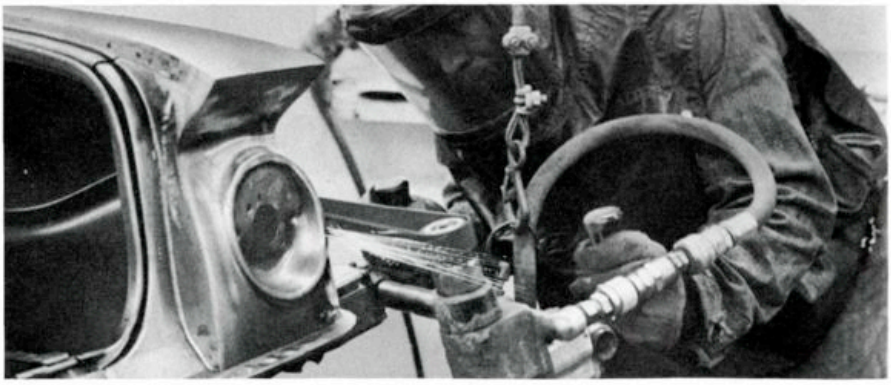
Engines are run under own power in final inspection test.



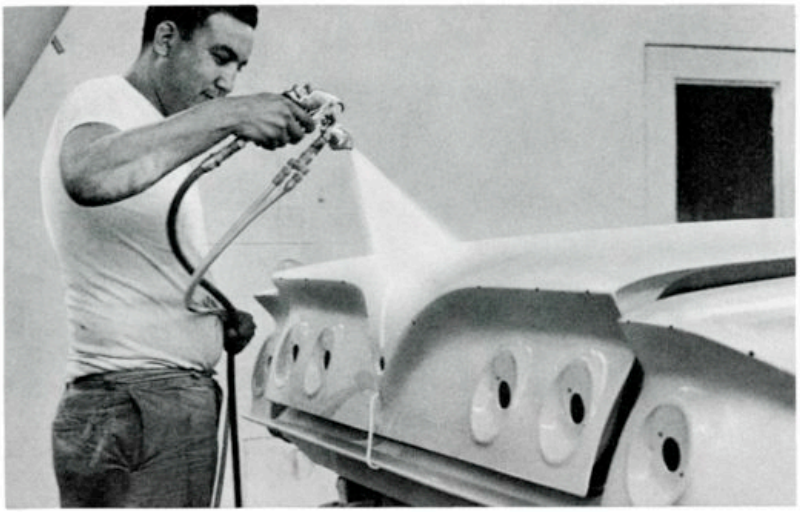
Construction of the famous Body by Fisher begins with the pan—or floor—of the car.



Now the roof (arrow) meets the body and the car begins to take shape.



Grinding smooths the body before painting.

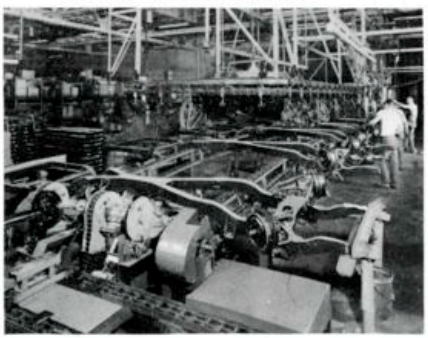


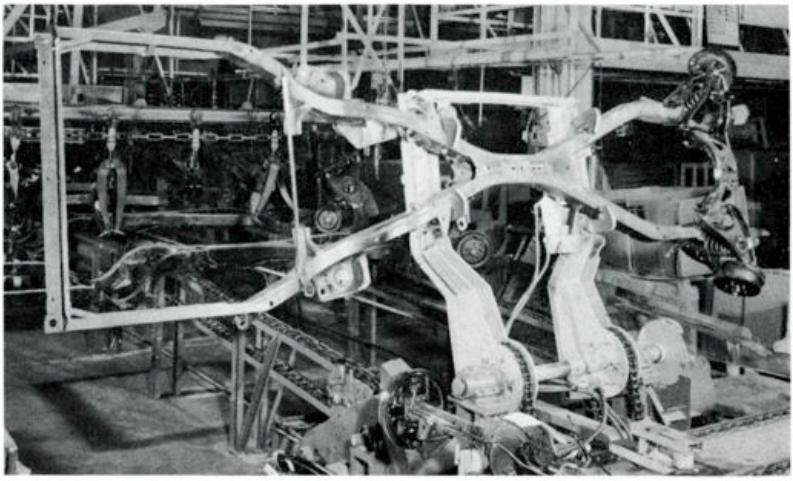
Chevrolet's special Magic-Mirror acrylic lacquer requires nine painting steps, produces a more lustrous, brilliant finish.

The Safety Plate Glass windshield is placed in position.

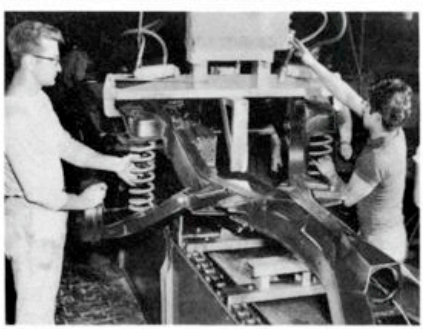
When frame is placed on the line, the assembly operation begins. Workmen attach front end suspension units to frame.

Seats are placed in position as the bodies glide down the line.

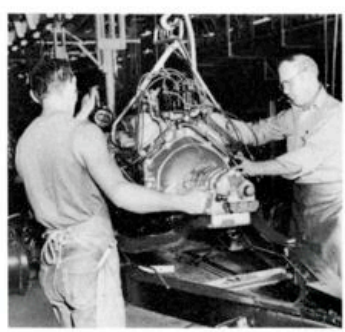




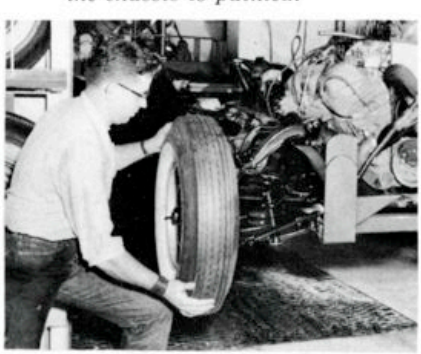
Frame is automatically turned over from upside-down position. Rear axle will be added next.



Coil springs for rear end suspension are compressed as frame moves down the line.

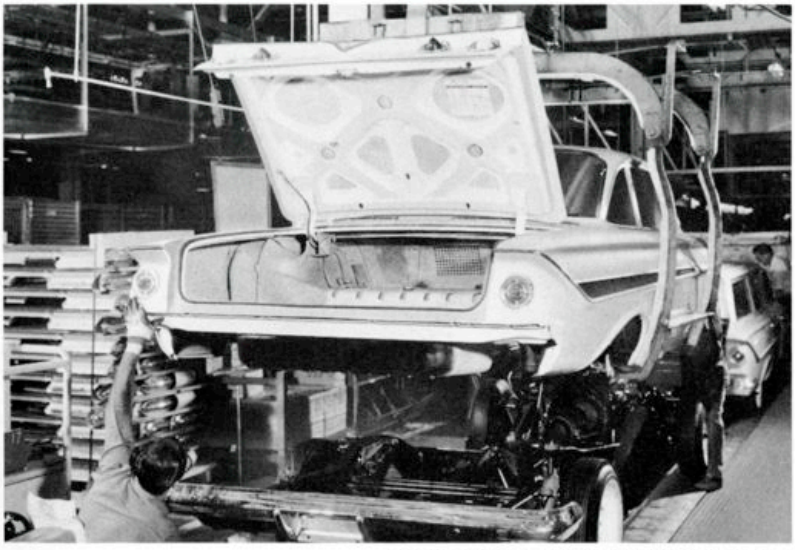


Engine is swung into position and placed on rubber mountings. Following installation of engine, the chassis is painted.



Chassis assembly is now complete and painted wheels are added. Air-wrench tightens all wheel nuts at one time.

Adjacent Fisher Body plant delivers bodies to Chevrolet assembly line. Workmen ready the body for "body drop" operation.



Body meets chassis. Workmen secure body to chassis. Rear deck remains up for other assembly operations.

Front end takes shape as fenders, grille and radiator are dropped (as a unit) into position.

The battery and windshield wipers have been installed. Lights and turn indicators are tested as car assembly nears completion.

Stickers represent many phases of inspection each car undergoes. Here inspector places final sticker on new Chevrolet.

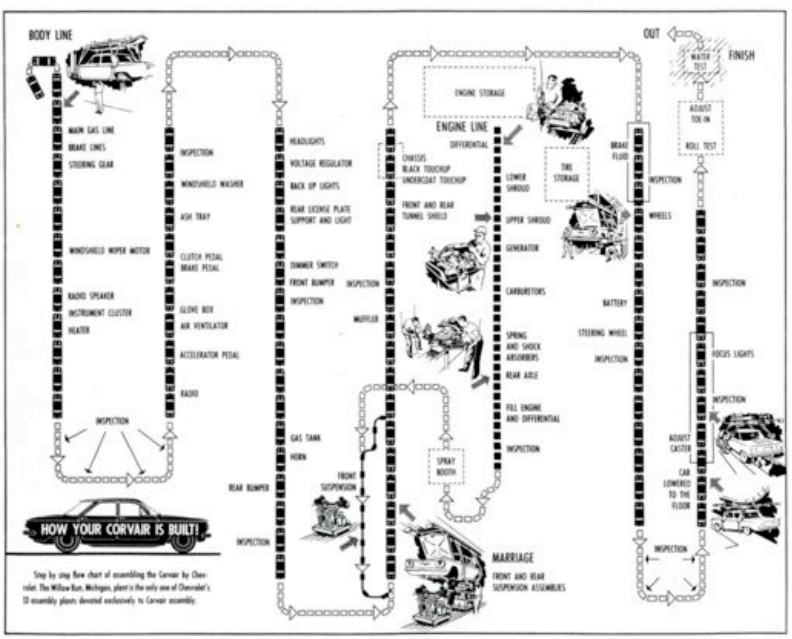
Sixty minutes ago this car's frame started down the assembly line. Gasoline, oil and water are added. Car moves from line under its own power.

After a complete final inspection, the new 1961 Chevrolets are loaded on haulaways or boxcars to speed them to the Chevrolet dealers of America.

BUILDING THE 1961 CORVAIR

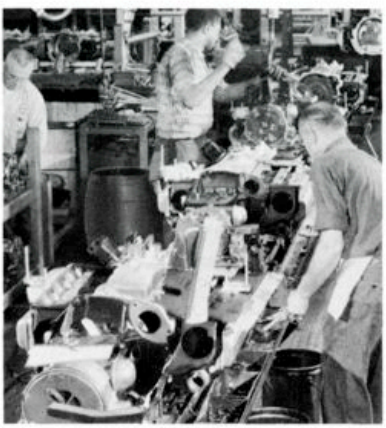
Each phase of manufacturing the 1961 Chevy Corvair involves precise craftsmanship, coordination and planning. Strict supervision of building and assembly operations assures the motoring public a high standard of excellence in every Corvair.

From the time metal is poured for one of its thousands of parts, until it rolls off the assembly line under its own power, the Corvair is under constant inspection. This exacting quality control promises that the Corvair will be the best built family thrift car in its class.



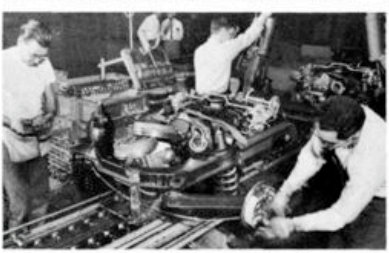
Production flow chart of Corvair's Willow Run, Michigan, assembly plant.

THE CAREFUL BUILDING PROCEDURE OF THE 1961 CORVAIR



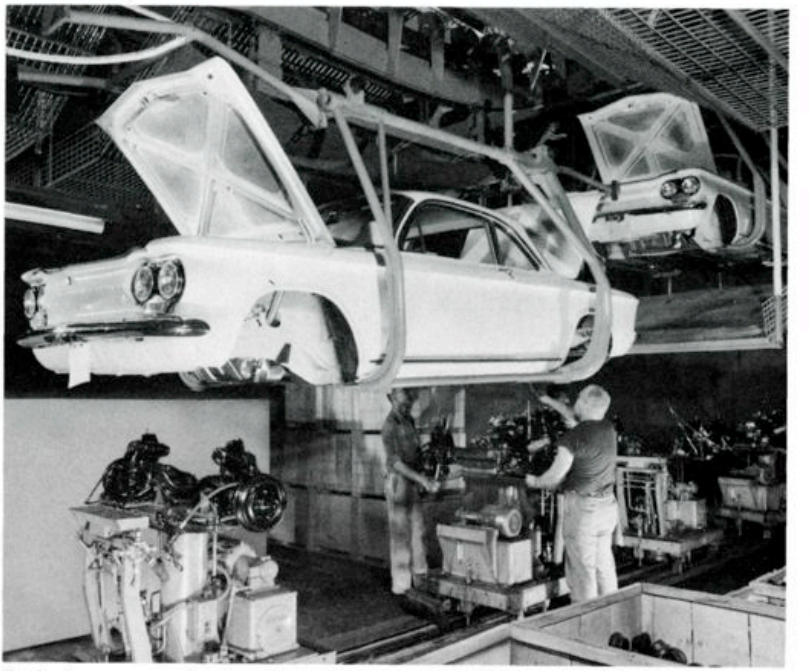
Assembly of the Corvair starts with the engine line where workmen attach transmission.

Fan, air shroud and dust shield are added to the Corvair power train.



Rear suspension is added to the power train assembly.

Corvair bodies come from the adjacent Fisher Body plant in cradles which move slowly on monorail system.



Body hovers over front and rear suspension. Hydraulic lifts bring components up to position where they are attached to body of car.

Wheels are added as workmen secure wheel nuts all at one time with compressed air wrench.

Monorail-cradle dips car down and wheels touch the ground for the first time.

Cradle carrying Corvair is automatically released on moving flat-top conveyor.

Spare tire has been installed; lights and turn signals are tested.

Under its own power, the new Corvair is driven out of the factory.

Here the quality-built Corvairs await shipment to Chevrolet dealers across the country.

CHAPTER SEVEN

A CAR FOR EVERYONE

A totally new concept in the automotive industry is being featured by Chevrolet for 1961. To meet the demand of modern transportation and to supply the needs and requirements of a nation on wheels, Chevrolet has made available a passenger car to match everyone's taste. In all, there are 31 individual Chevrolet models —20 new full-size Chevrolets including six Station Wagon models; a full family of 10 Corvairs, featuring the all-new Lakewood Station Wagons, the versatile Greenbrier Sports Wagons and the new Monza 4-Door Sedan; plus the Corvette, America's only recognized Sports Car. Each of these Chevrolet cars answers a specialized need in their class.

This fresh new approach to Chevrolet merchandising gives 1961 car buyers an opportunity to select the car of their choice in one stop at any Chevrolet dealership.

Impala Sport Sedan

CHEVROLET FOR 1961

Trim, fresh styling and substantial improvements in comfort, safety and convenience are the basic benefits offered in the full-sized Chevrolet for 1961.

Flowing sculptured design accentuates its ground-hugging appearance, and still leaves plenty of head room inside. Distinctive features for 1961 include a 5-position ignition switch with an "accessory" position for operating the radio, heater, and directional signals without ignition system drain on the battery. Another Chevrolet innovation that still leads the industry is the popular single key locking system. One key fits the doors, luggage compartment, glove box, and ignition switch. Also, all doors lock without a key. Four-door models feature safety-lock rear doors that open *only* when the button is up.

Slim-pillar door design and large areas of glass add all-round visibility area to the new Chevrolet. Wider door openings provide easier entry and exit—further contribute to the overall comfort of the '61 Chevrolet. Parallel-action windshield wipers sweep the

Impala 4-Door Sedan

windshield in an overlapping pattern that increases center visibility. All Chevrolet wipers are electrically operated for steady wiping action.

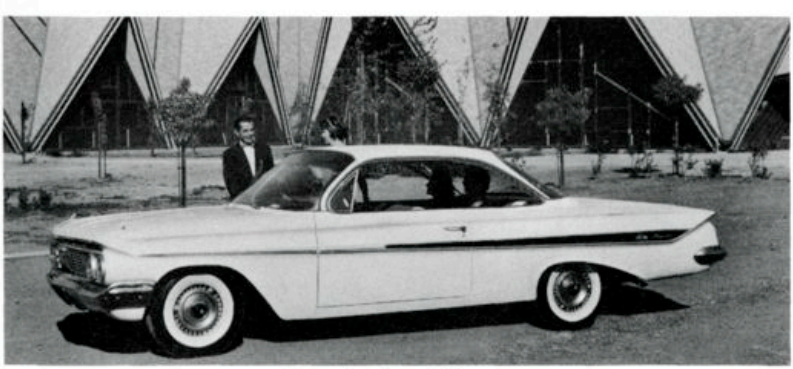
1961 Chevrolet's new trunk is really made for travel. Its deep, roomy center well is perfect for tall or bulky items, and its wider opening and low sill add to the convenience of loading.

Chevrolet's easy-action parking brake with ratchet action gives extra-safe gripping power. Any slack can be taken up with one or more foot strokes. Brake is readily released by the convenient T-handle beneath the instrument panel, and the ratchet action of the foot pedal completely eliminates brake release kickback.

Five famous transmissions are offered in the 1961 Chevrolet: Standard 3-Speed Synchro-Mesh and 4-Speed Synchro-Mesh* for manual shifting; Powerglide* for low-cost automatic driving convenience; Turboglide*, the super-smooth, shift-free automatic transmission; and Chevrolet Overdrive*, built for maximum fuel economy.

1961 Chevrolet offers five models in the Impala series—Sport Sedan, Sport Coupe, 4-Door Sedan, Convertible, and this year's

**Optional at extra cost*



Impala Sport Coupe

newest addition, a 2-Door Sedan. All Impala models are available with Super Sport equipment, optional at extra cost.

The Bel Air group has a Sport Coupe, Sport Sedan, 2-Door Sedan and 4-Door Sedan.

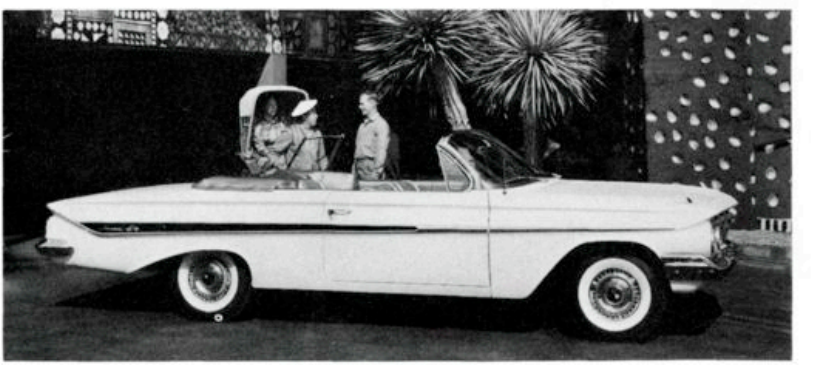
Chevrolet Biscayne series includes 2- and 4-Door Sedans, a Utility Sedan and 2- and 4-Door Biscayne Fleetmaster Sedans.

The Station Wagon series offers the 4-Door 6- and 9-Passenger Nomad, 4-Door 6- and 9-Passenger Parkwood and 4-Door 6- and 9-Passenger Brookwood Station Wagons.

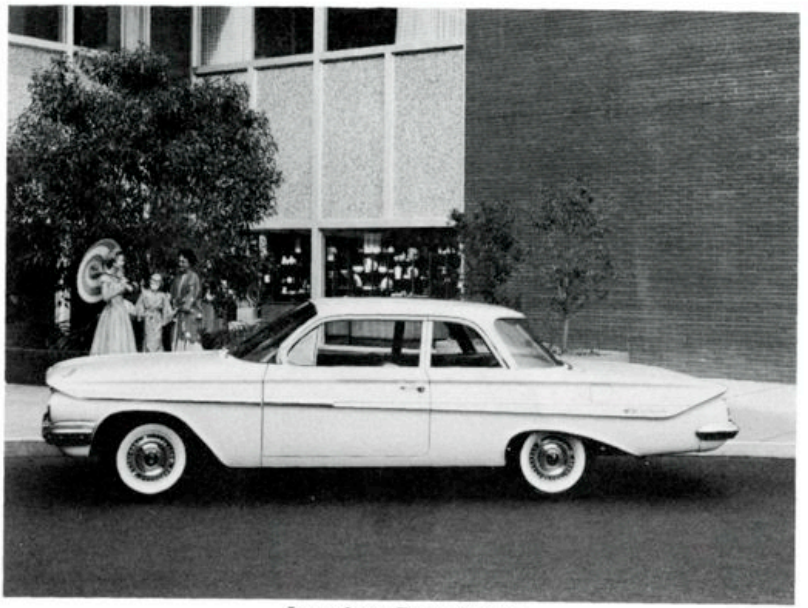
Color choices include 15 solids and 14 two-tone combinations.

Chevrolet's new Corvette, America's only recognized sports car, adds a striking new appearance to its classic thoroughbred styling. A long list of standard equipment items for Corvette includes a parking brake warning light, dual sun visors, windshield washers and courtesy light. A choice of three transmissions are available: 3-Speed Synchro-Mesh, 4-Speed Synchro-Mesh*, and the automatic Powerglide*.

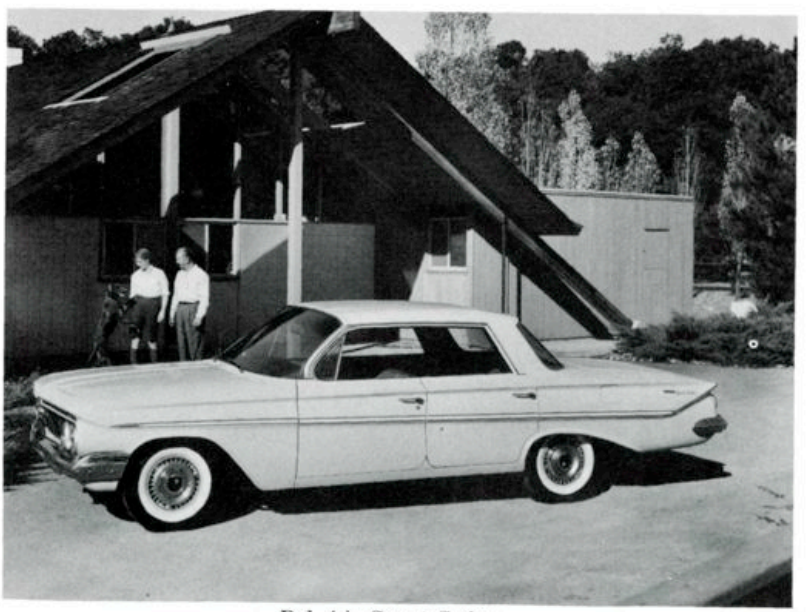
**Optional at extra cost*



Impala Convertible



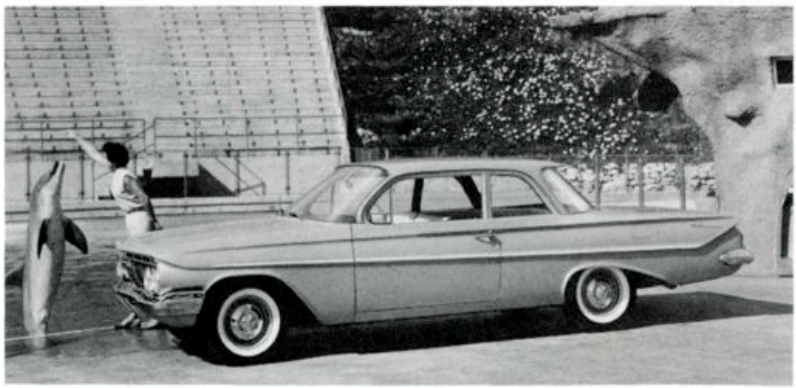
Impala 2-Door Sedan



Bel Air Sport Sedan

Bel Air 4-Door Sedan

Bel Air Sport Coupe



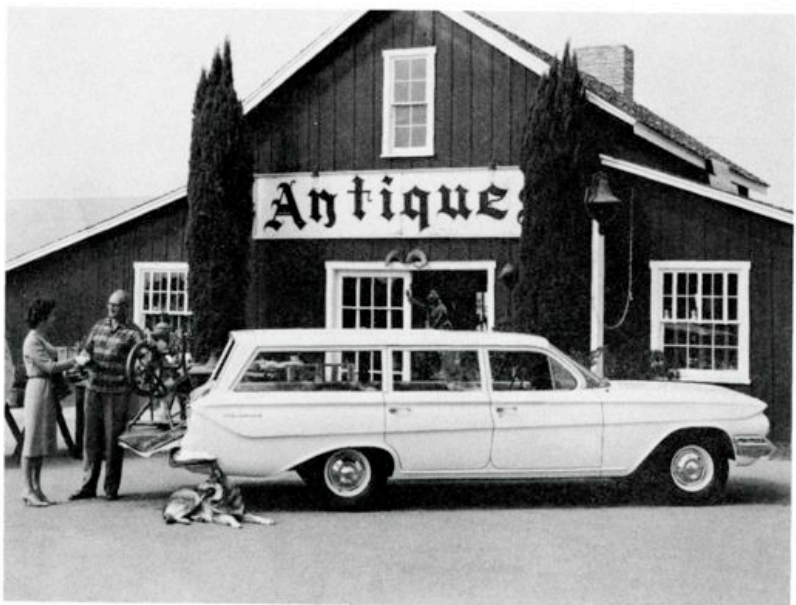
Bel Air 2-Door Sedan

Biscayne 4-Door Sedan

Biscayne 2-Door Sedan

Biscayne Fleetmaster 4-Door Sedan

4-Door 6-Passenger Parkwood Station Wagon



4-Door 6-Passenger Brookwood Station Wagon

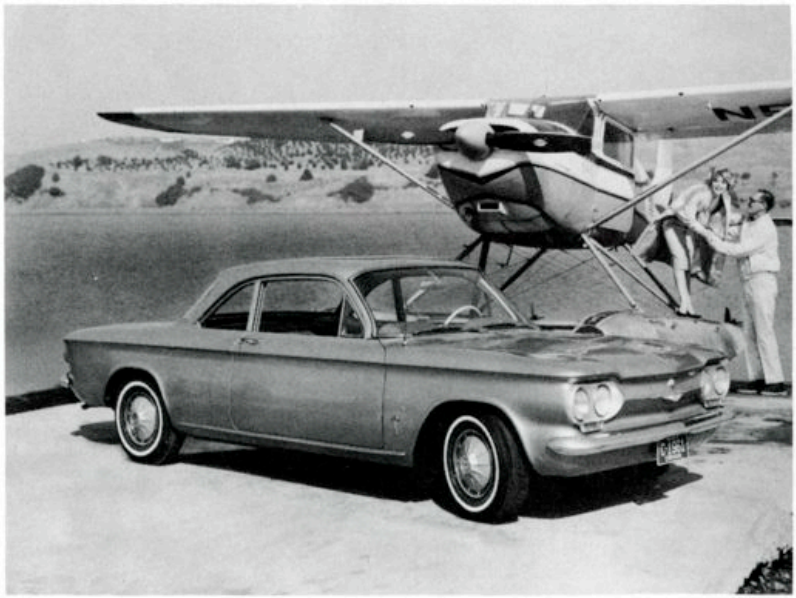
4-Door 6-Passenger Nomad Station Wagon

Corvette

CORVAIR BY CHEVROLET

The 1961 Chevy Corvair offers a complete line of complete thrift cars. Included is America's only rear-engine Wagon series—the Lakewood Station Wagons and Greenbrier Sports Wagons. Corvair for 1961, while featuring outstanding economy in all models, places strong emphasis on convenience and comfort.

Parallel-action electric windshield wipers offer more windshield clearance and steady, even wiping regardless of the engine speed. A new spare tire location in the Sedan and Club Coupe models, plus a redesigned front trunk, leaves far more usable space in the luggage compartment.



Corvair Monza Club Coupe

Every '61 Corvair offers the extra convenience of a single key locking system. One key fits all locks and the ignition switch. Corvair's new, long-range 14-gallon fuel tank means fewer gas stops. The tank is mounted forward, completely removed from engine and exhaust heat.

Additional advantages of the 1961 Corvair include:

ECONOMY—Corvair is the really complete thrift car . . . gives the economy of efficient air-cooled engine design, needs no radiator, water pump or costly antifreeze.

TRACTION—Far superior to front engine cars of its class due to rear engine design and ideal weight distribution.

BRAKING—Light, positive and virtually fade-free, plus the advantage of good steering control under heavy braking.

ROOM—Unitized body has a virtually flat floor and ample space for passengers—up-front luggage compartment offers sufficient space for cargo. And loads of extra space comes with every Corvair Wagon.

STEERING—Light, simple and easy due to less weight over the front wheels. Parking in close areas becomes a pleasure.

EXTERIOR FINISH—Magic-Mirror acrylic lacquer finish offers brilliant, deep, hard luster that lasts for years and years.

Corvair for 1961 features a full line of family cars. A total of ten Corvair models are offered:

In the luxurious, sports-styled class are the Corvair 900 Monza Club Coupe and 4-Door Sedan.

The Corvair 700 series includes a 4-Door Sedan and Club Coupe. In Corvair's 500 series there are also a 4-Door Sedan and a Club Coupe.

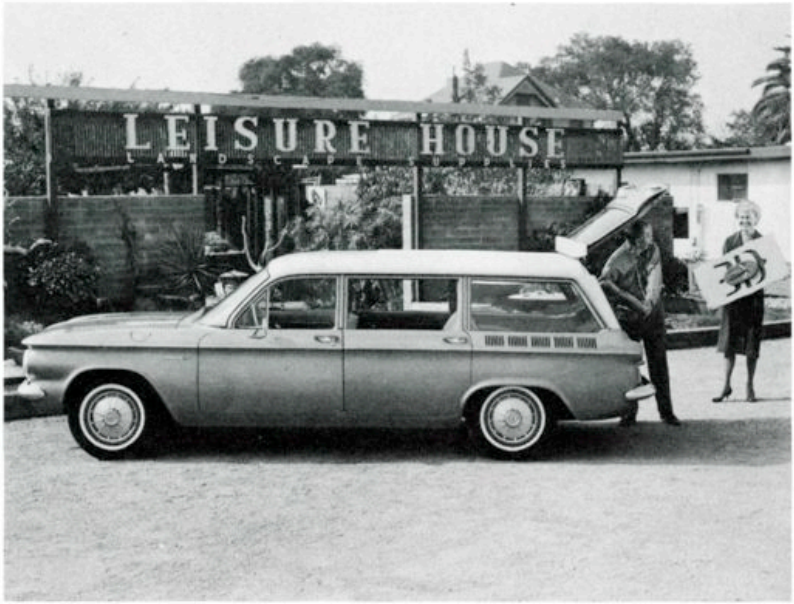
The all-new Lakewood Station Wagons include a 4-Door 700 Station Wagon and a 4-Door 500 Station Wagon—the only U.S.-built wagons with a separate trunk up front plus rear cargo space.

New additions to Corvair's family are the versatile Greenbrier Sports Wagon and the Greenbrier De Luxe Sports Wagon. Offering up to twice as much room for people and cargo as regular station wagons, Greenbrier gives the convenience of double-doors on the right-hand side and at the rear. Double doors are also available (optional at extra cost) for the left side.

Interior Corvair 900 Monza 4-Door Sedan with optional bucket seats

Corvair 700 4-Door Sedan

Corvair 700 Club Coupe

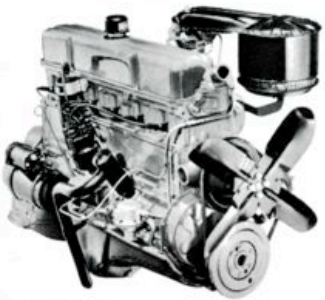


Corvair Lakewood 700 4-Door 6-Passenger Station Wagon

Corvair Greenbrier Sports Wagon

ENGINES

Chevrolet in 1961 offers the widest selection of engines in the industry—ranging from Corvair's unique air-cooled Turbo-Air 6 for top economy to the responsive power of the Super Turbo-Thrust Special V8.* Each engine is tailor-made to match individual driving habits and particular Chevrolet models.



6-CYLINDER

◀ *Chevrolet's famous 135-h.p. Hi-Thrift 6 has proven its popularity over billions of owner-driven miles. The combination of exceptional economy, together with its smooth, quiet and efficient operation on regular gas, has made the Hi-Thrift 6 a favorite with the motoring public.*

8-CYLINDER

In its V8 class, Chevrolet has a large choice of engine designs. Beginning with the standard 170-h.p. Economy Turbo-Fire V8, they advance to the ultra-powered 350-h.p. Super Turbo-Thrust Special V8 . . . seven V8 engines in all.* ▶

CORVETTE V8

◀ *The standard 230-h.p. Corvette V8 is a perfect duet of power and performance. In addition there is a choice of four optional* V8 engines: 245 h.p. and 270 h.p. with twin 4-barrel carburetion; 275 h.p. and 315 h.p. with Ramjet Fuel Injection. The 270-h.p. and 315-h.p. engines are high-performance V8s with special camshaft.*

CORVAIR 6

Truly an economy unit. The Corvair Turbo-Air 6 is an aluminum, air-cooled engine designed exclusively for Corvair's rear engine styling. Its twin carburetors supply a balanced fuel-air mixture directly to each bank of cylinders for smooth, economical transportation. Also available is the 98-h.p. Super Turbo-Air 6 for increased performance.* ▶

*Optional at extra cost

CHEVROLET TRUCKS FOR 1961

In '61, for the first time, Chevrolet offers two totally different kinds of trucks—conventional models plus the precedent-shattering Corvair 95 line.

The rapid growth of our suburbs, stretching delivery routes, puts the emphasis on lower cost, more efficient light-duty hauling. Chevrolet has met this need squarely with the totally new Corvair 95 design concept. An idea that *puts the engine in the rear* (where it adds to traction and balance); *puts the driver up front* (where he has good visibility and control); and *reserves the rest of the truck for load space.*

Packed with profit-saving advantages Corvair 95's offer: low-upkeep air-cooled engines; easy-handling 95″ wheelbases; smooth 4-wheel independent suspension; tough unitized body-frames and payload capacities up to 1,900 lbs. The Corvair 95 line includes: the Rampside pickup, with a rugged-built side gate that forms a handy loading ramp; the sleek Loadside pickup, with 80 cu. ft. of cargo space; and the smart, functional Corvan panel, with 191 cu. ft. of load space, low 14″ floor heights and wide double doors (side and rear).

Corvair 95 Corvan

Corvair 95 Rampside

Chevrolet Suburban Carryall

Chevrolet Conventional Panel

The 1961 Chevrolet conventional line rolls in on a wave of owner acclaim. Chevy trucks with independent front suspension have earned wide acceptance through their ability to pave the way to higher earnings. Independently suspended front wheels step right over bumps, tough torsion springs soak up the jolts. New smoothness improves virtually every phase of performance; speeds up schedules, cuts upkeep, reduces cargo damage and driver fatigue. With 189 models on 18 different wheelbases, and *over* 100 different power teams, Chevrolet offers a wider truck line for '61. There's a Chevy to suit virtually every need, including pickups, panels, Suburban Carryalls, 4-wheel drives, Step-Vans, conventional chassis-cabs, forward-control chassis, school bus chassis and LCF, tilt cab and tandem models.

Comfort and convenience are high on the list of Chevy advantages for '61. Nothing is spared to make long hours and tough schedules as short and easy as possible. Durable new upholstery is featured, and a new full foam rubber seat is part of a new extra-cost comfort equipment option. Big doors and low full-width floors make cab entry and exit easier and safer. Everything works toward keeping drivers fresh and alert.

Chevrolet Fleetside Pickup

Chevrolet Step-Van

Chevrolet Tilt-Cab Tractor

And, in a continuing program of product improvement, Chevy chassis engineers have increased frame durability and added even more to riding smoothness. Rugged variable-rate rear springs in medium- and heavy-duty models offer spring resistance that adjusts automatically to assure best cushioning under all load and road conditions. Light-duty models are low in height because of drop-frame design. This feature adds to driver efficiency; makes it easier to get in and out of the cab.

Highlighting Chevrolet's strong truck operating-economy story is a wide range of proven V8 and 6-cylinder engines. From famous dollar-stretching Thriftmaster 6's to mountain-moving 230-h.p. Workmaster V8's—there's a Chevy engine made to increase savings and performance for every hauling need.

Chevrolet Heavy-Duty Tandem Dump

The Chevrolet Engineering Center

CHEVROLET ENGINEERING BUILDS FOR A BETTER TOMORROW . . .

General Motors, Proving Ground at Milford, Michigan

Outstanding engineering and research facilities—the most complete in the industry—help maintain Chevrolet's quality production. The Chevrolet Engineering Center, the General Motors Technical Center, and the General Motors Proving Ground at Milford, Michigan, are devoted to the ever constant search for continued product superiority.

The General Motors Technical Center

LITHO IN U.S.A.

Totally new Corvair 95 Rampside Pickup with exclusive side loading ramp.