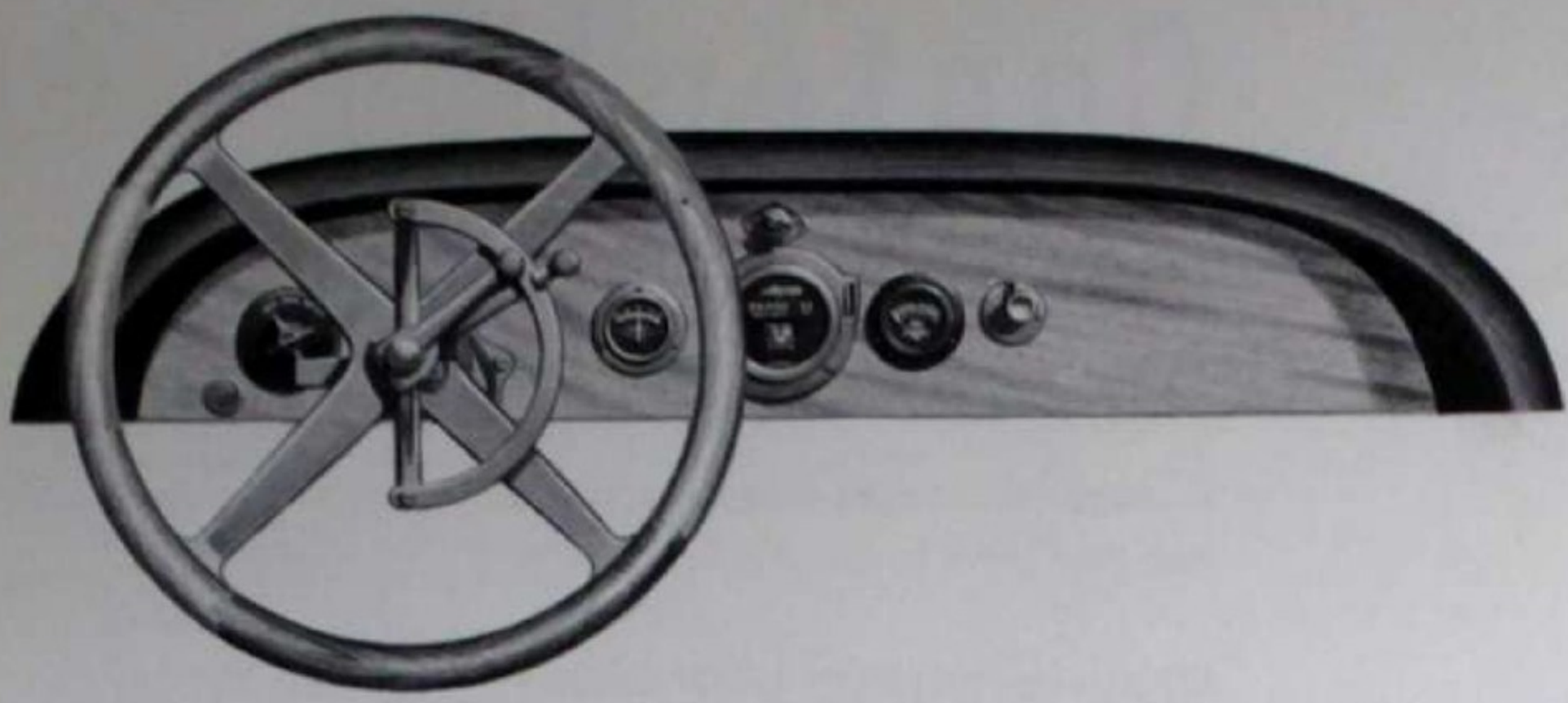
THE CHEVROLET STORY

1962



The Chevrolet Story

It was a Friday. The sky was as high as a bald-headed man's forehead. The thermometer steadied near a crisp 41. A man walked down Detroit's Woodward Avenue humming a new thing called "Alexander's Ragtime Band."

In drowsy city rooms, news wires chattered "Taft Reviews Mighty Fleet." But few were aware that at that moment one of the greatest names in the history of America's industry had taken on flesh.

The day was November 3, 1911. The event was the incorporation of the Chevrolet Motor Company.

How did this infant grow? What has happened since its crib days 50 years ago to make it America's leading manufacturer and seller of cars and trucks?

If you are ready, let's go back and see.

Contents

PART 1

Chevrolet's 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

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

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.

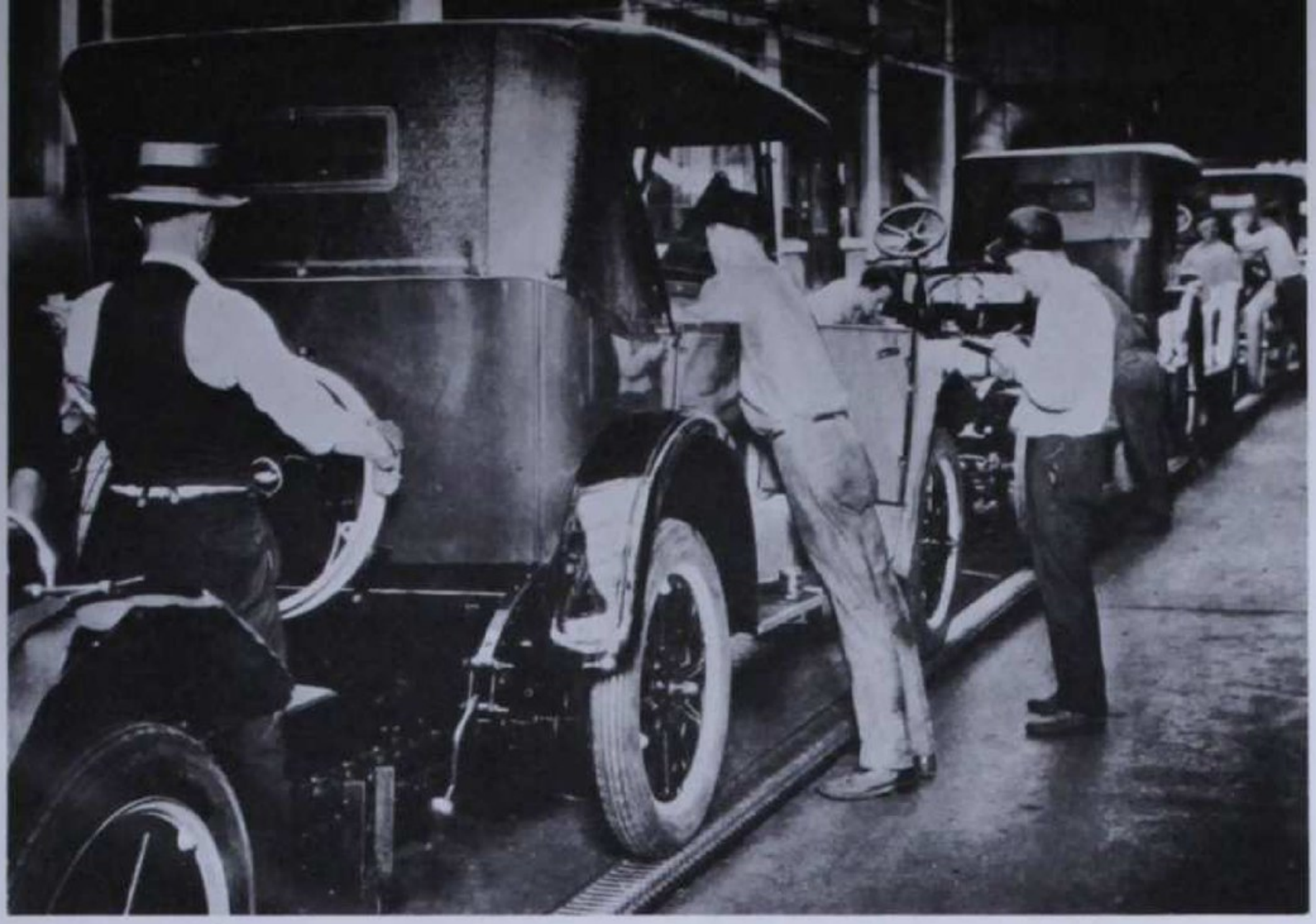
Production for 1912, the first full year of Durant's operations, totaled 2,999 Chevrolets. Durant merged the Little Company and Chevrolet in 1913. He gave the Chevrolet name to the Little car and moved the Detroit plant to his Flint Wagon Works. Chevrolet's famous Baby Grand touring car and Royal

Shown above are three early Chevrolet nameplates.

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



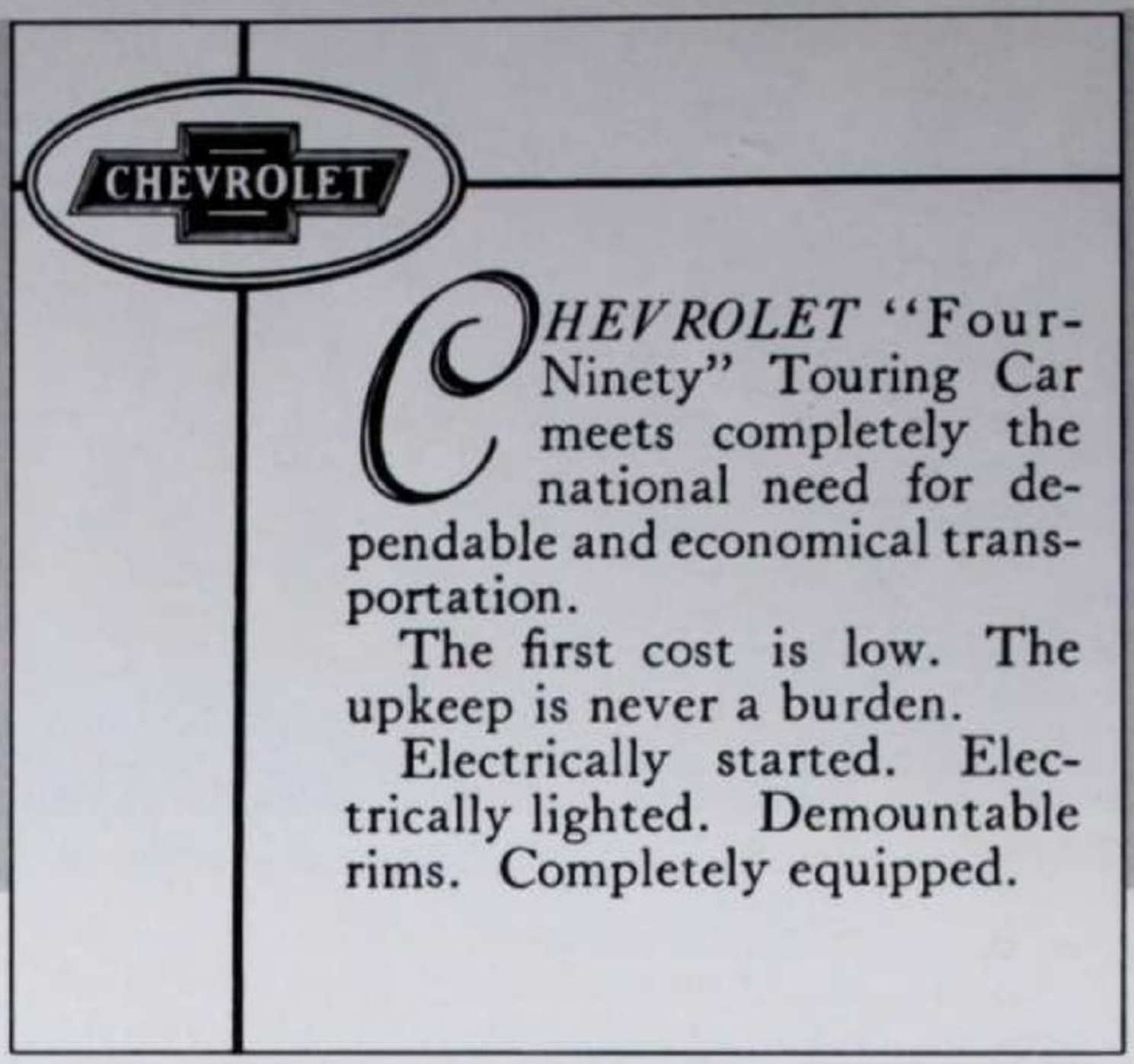
An early Chevrolet assembly line in operation at Flint, Michigan.

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.

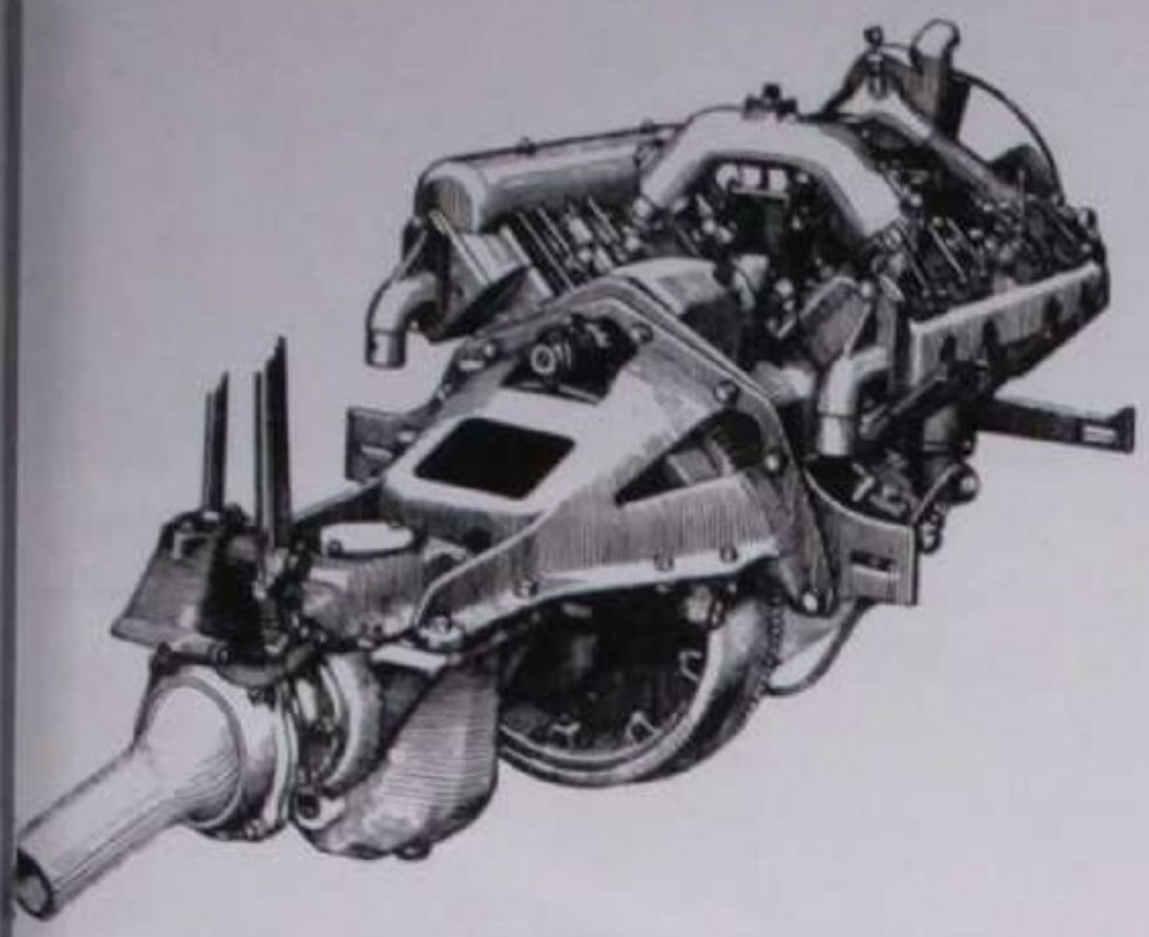


This is a 1916 Chevrolet newspaper advertisement, one of the early ads published for Chevrolet.

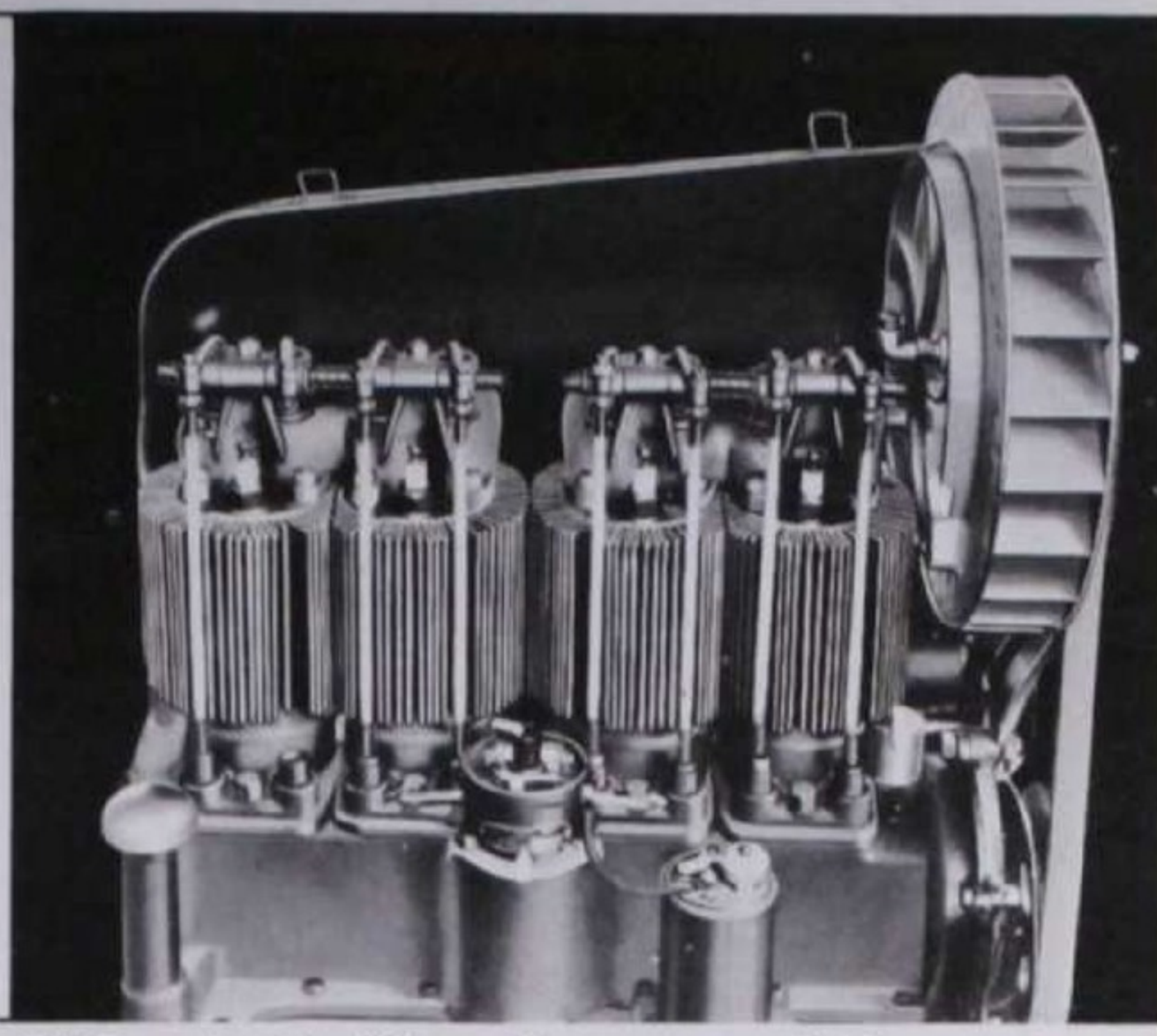
The need for a wholesale selling organization was met in 1914 with the establishment of an office in Oakland, California. Other offices opened a year later in Kansas City, Missouri and Atlanta, Georgia. St. Louis, Missouri and Oshawa, Canada were the next sites of Chevrolet growth in 1915. The "490"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

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



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

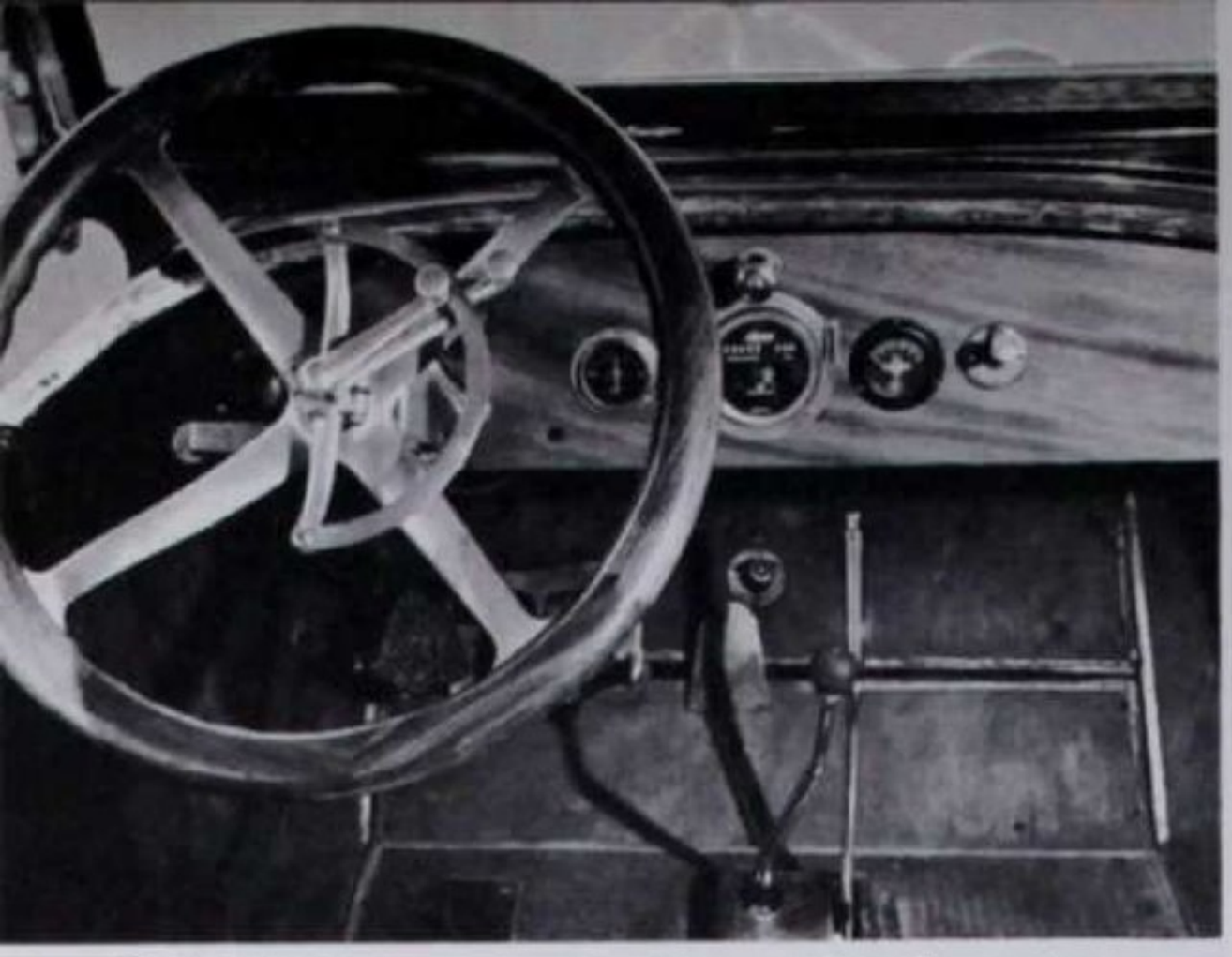


This 1923 Chevrolet air-cooled engine had copper cooling fins surrounding the cylinder walls.

it sold for $490, 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.

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.



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

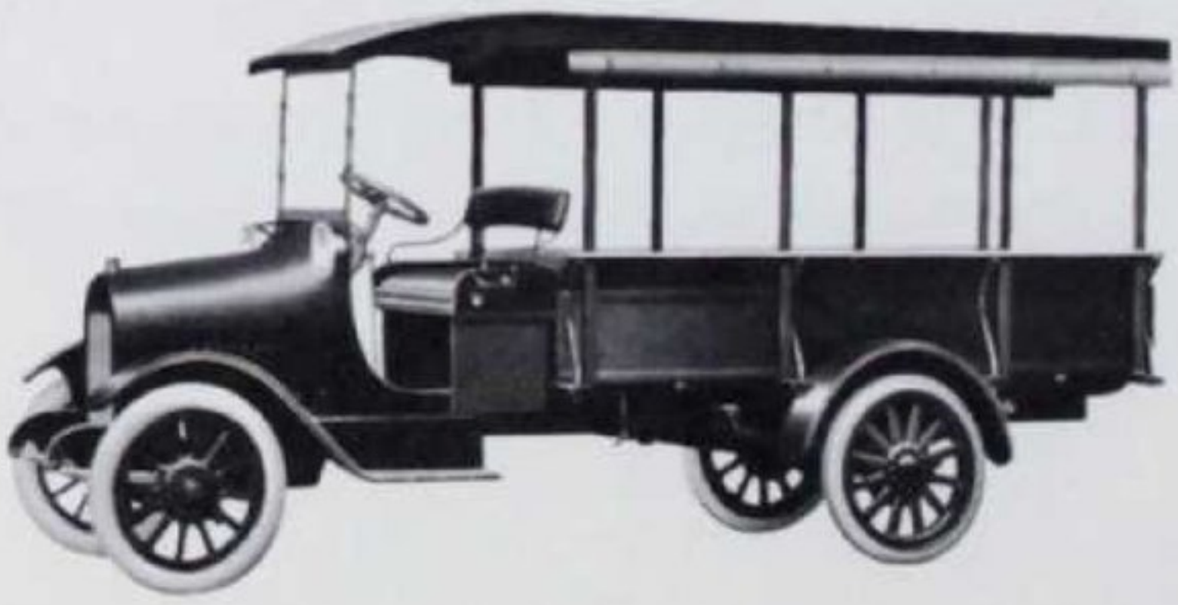
A convenient underhood oil can, located on the fire wall, helped keep 1917 V8 engines running smoothly.

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.

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.

One of the big luxury vehicles of 1918 was the Chevrolet touring car.

Chevrolet one-ton truck——first appeared in 1918.



Steady Climb to Leadership, 1921-1930

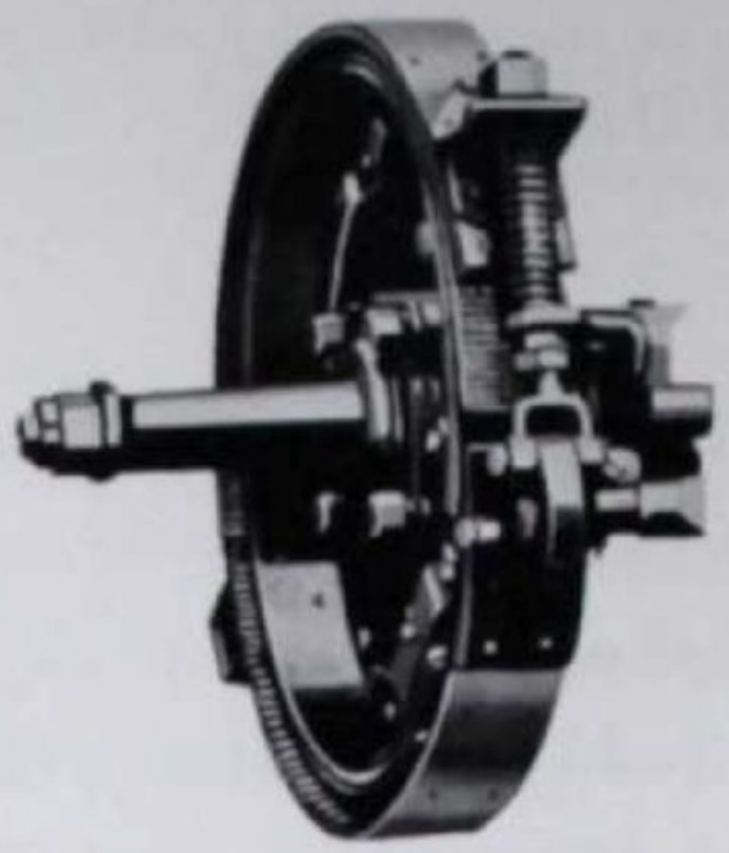
The years immediately following World War I almost cost Chevrolet its corporate existence. General Motors management called in a firm of industrial engineers to survey all properties of the corporation. One of the recommendations coming out of this survey was the liquidation of Chevrolet because it "could 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

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

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

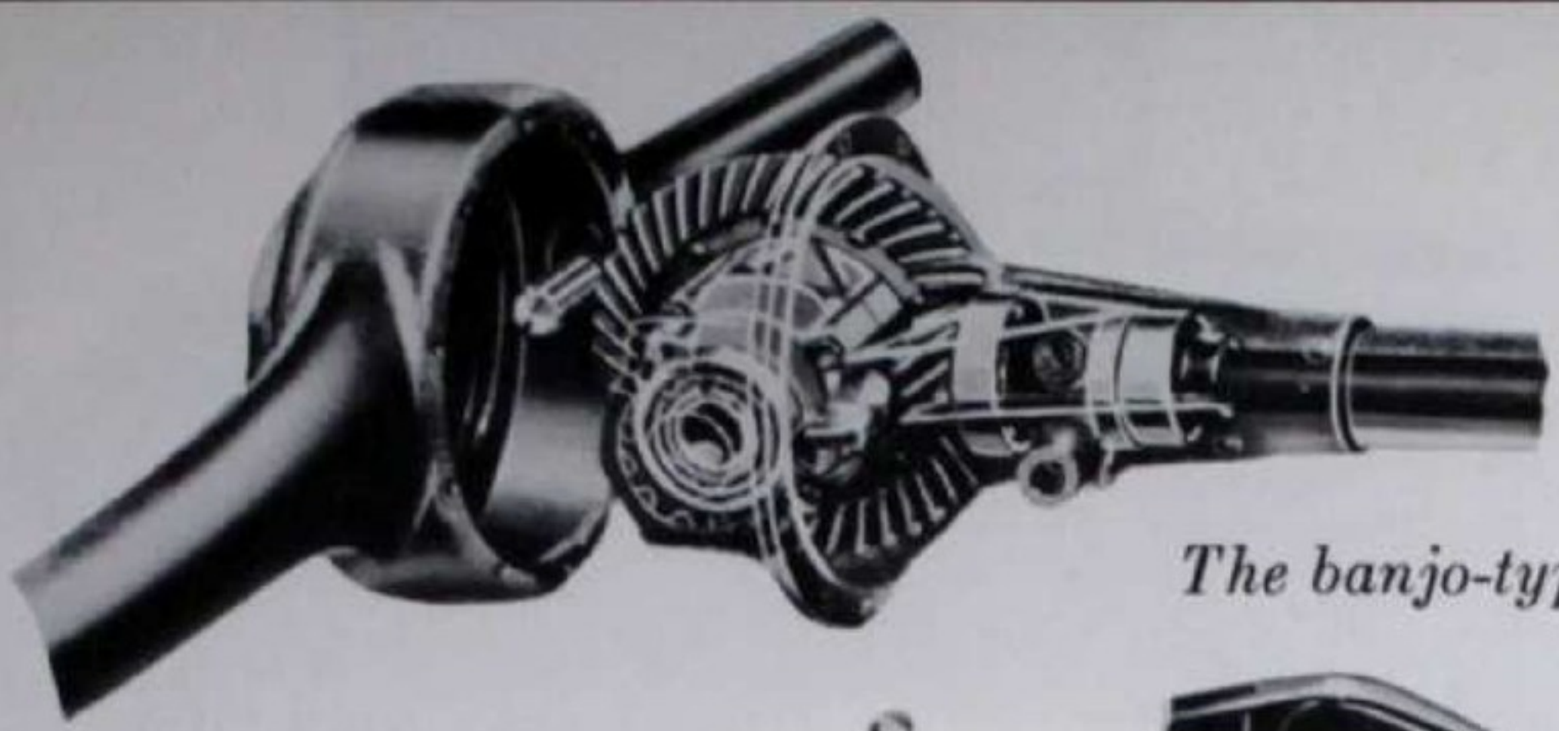


The new 11-inch brake.

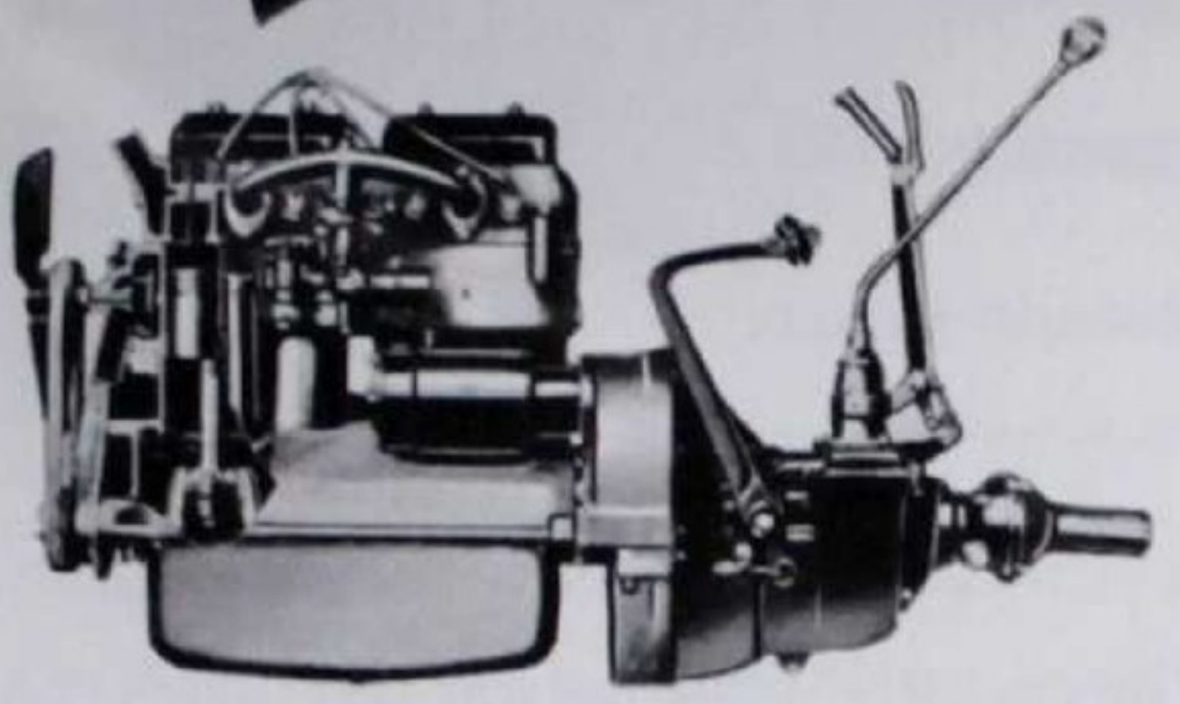
was then director of the Advisory Staff and supervising vice president of the GM Car and Truck Divisions. Knudsen was named the head of Chevrolet Motor Company in 1922 and five years later Chevrolet became the biggest auto maker in the world.

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,



The banjo-type rear axle.



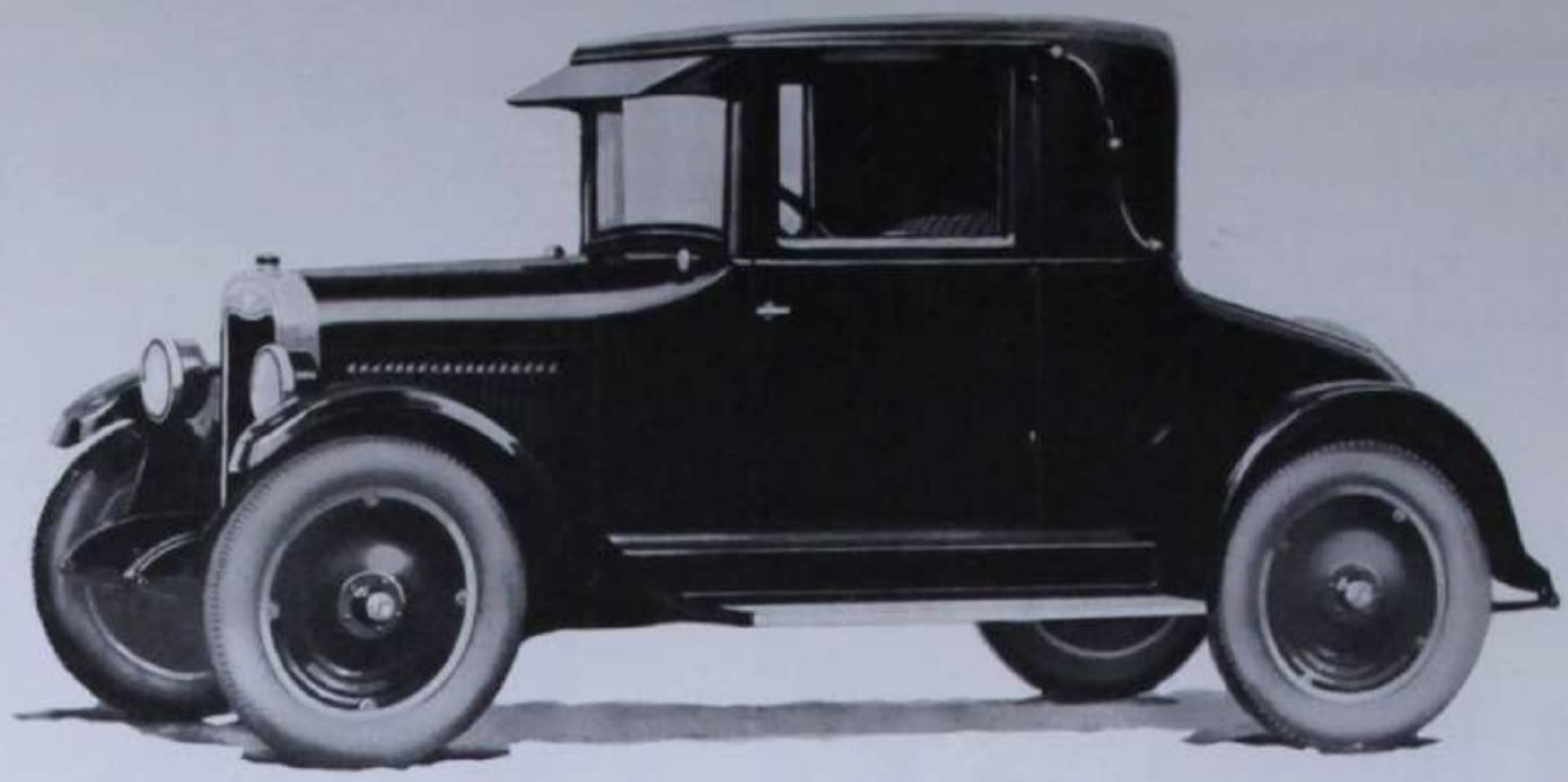
Cutaway view of the valve-in-head 4-cylinder engine.

One-piece windshield with automatic wiper.

six assembly plants were operating and 16 regional sales offices covered the country.

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.

Mr. Sloan announced in 1926 that $8 million was being



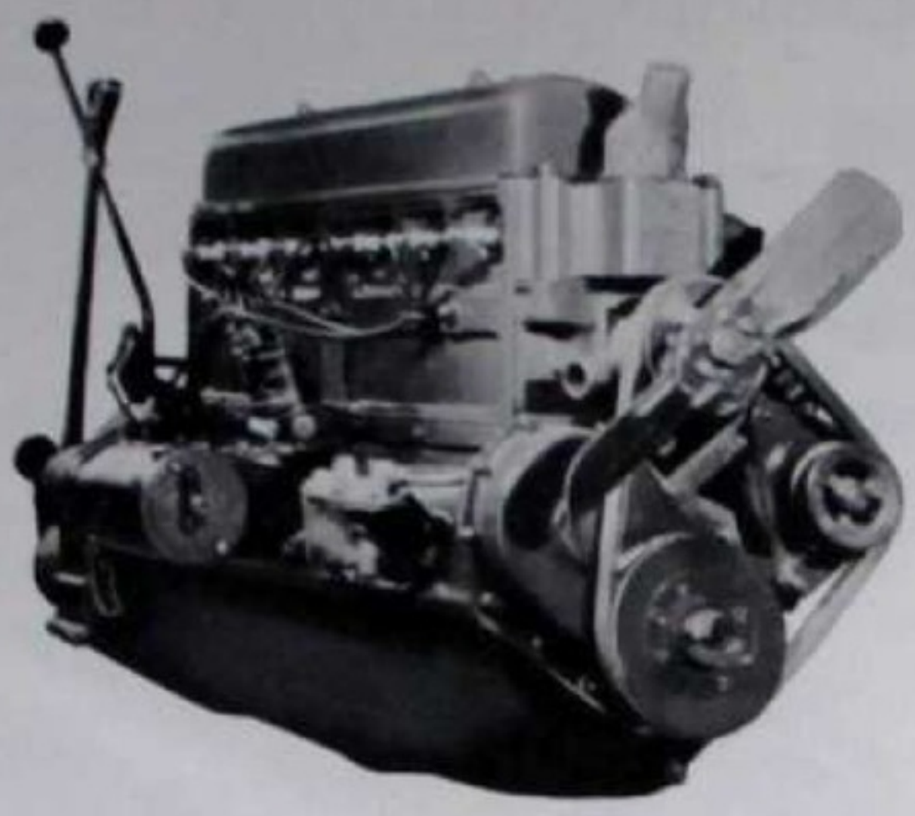
1925 Chevrolet Coupe.

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.

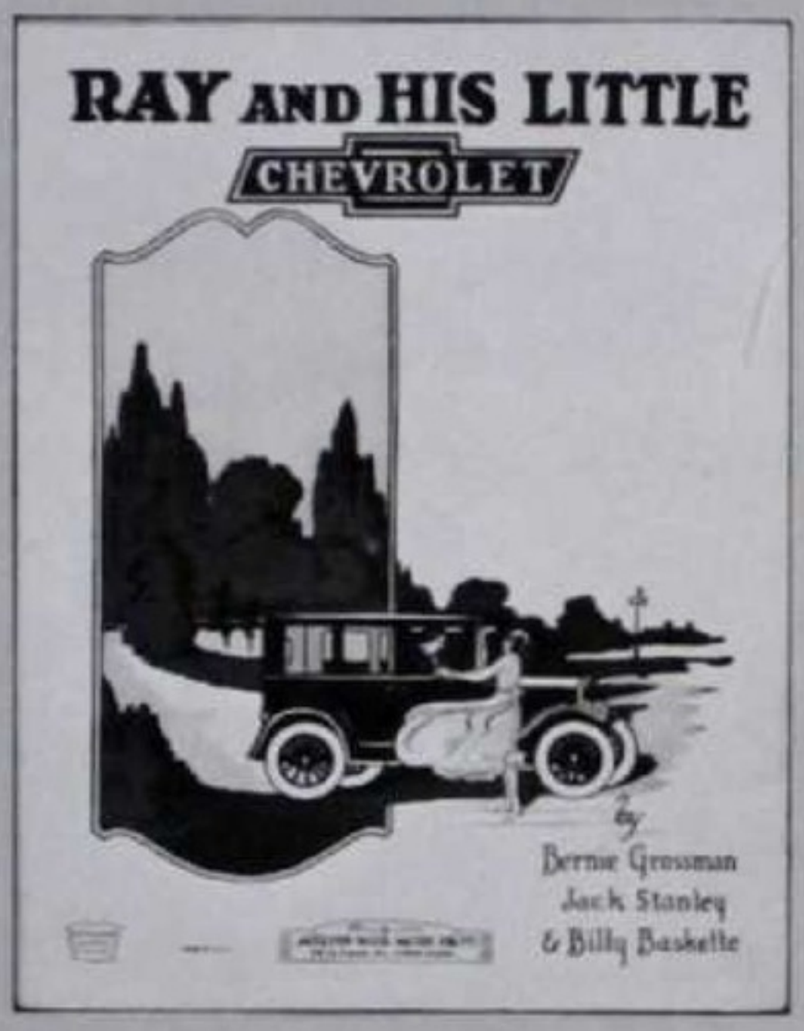
Victory came to Chevrolet in 1927 when the company outsold Ford for the first time in history. The Saginaw Grey Iron Foundry was added in 1927. Chevrolet also achieved the first of its many "million-unit" years in 1927—production was 1,001,880. While Chevrolet's major competitor brought out the Model 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



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

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.

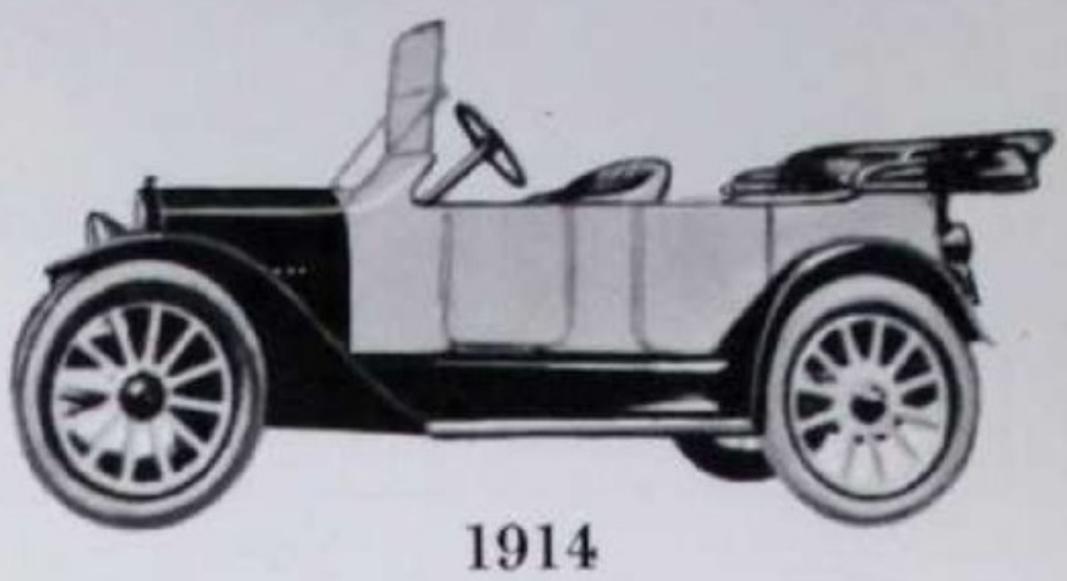


"Ray and His Little Chevrolet" was one of the many popular Chevrolet songs during the 1920's.

Chevrolets of the pioneering years

1911 CHEVROLET 1930

1912-13



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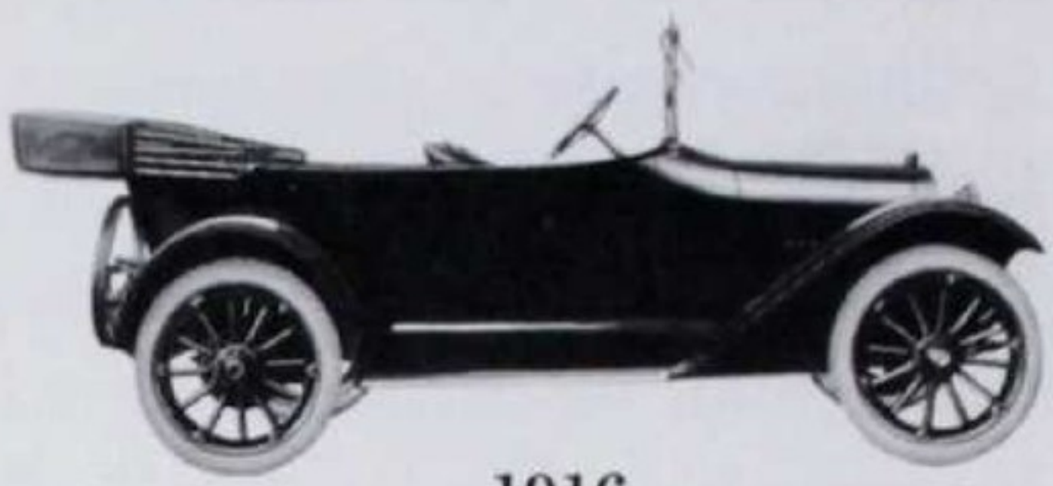
1915



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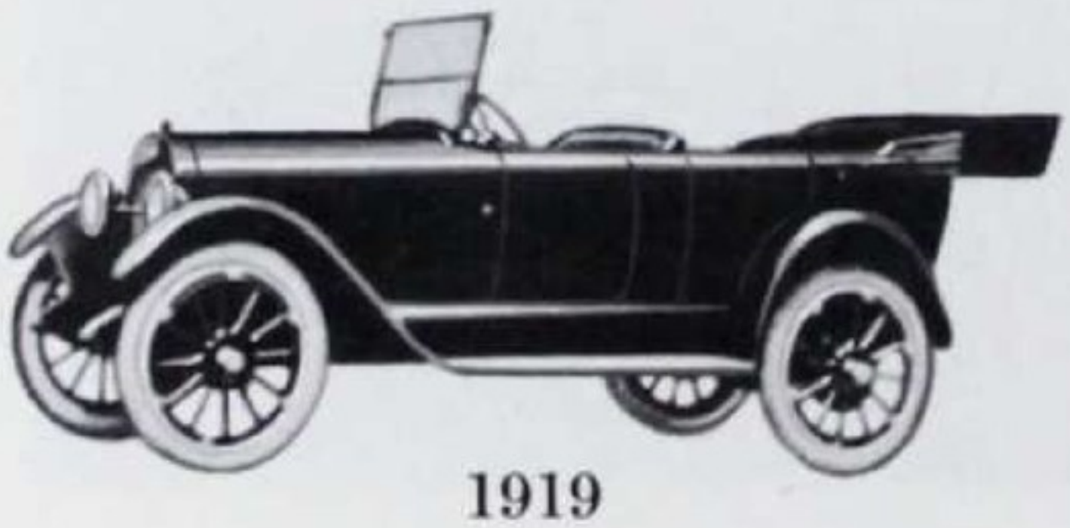

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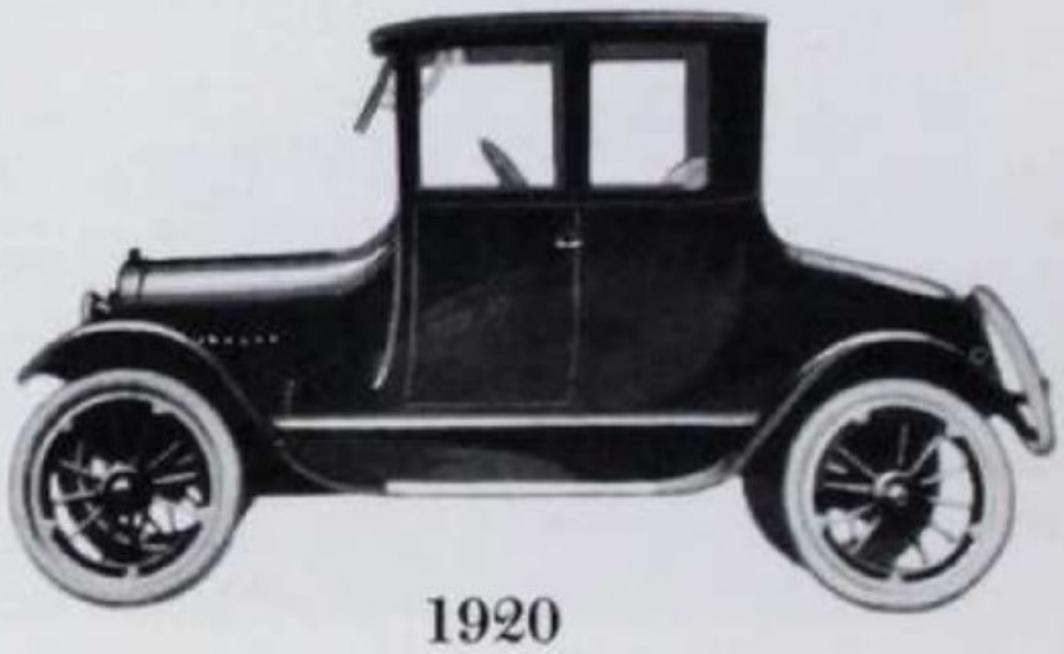

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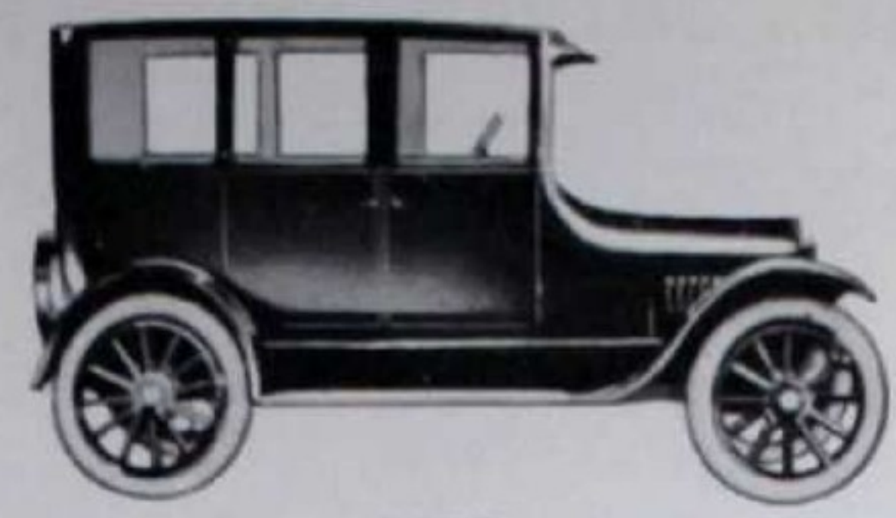
1921



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1930

PART 2

Setting the Pace of Leadership, 1931-1941

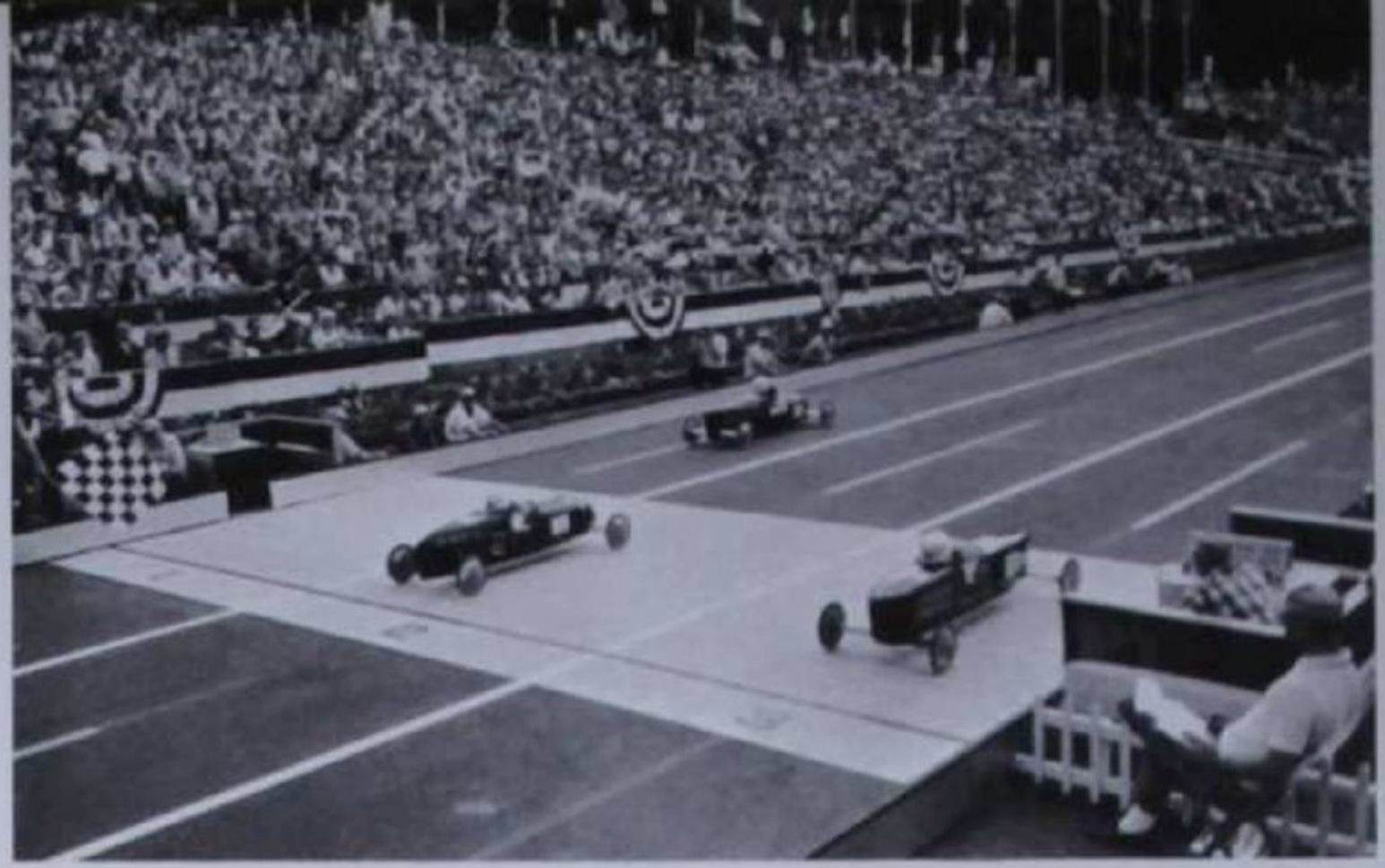
Although the depression years created severe economic hardships throughout the country, Chevrolet was able to make major manufacturing expansions, erecting a new spring plant in Detroit and acquiring a plant in Indianapolis to build commercial and truck bodies on a large scale.

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 a man of 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.

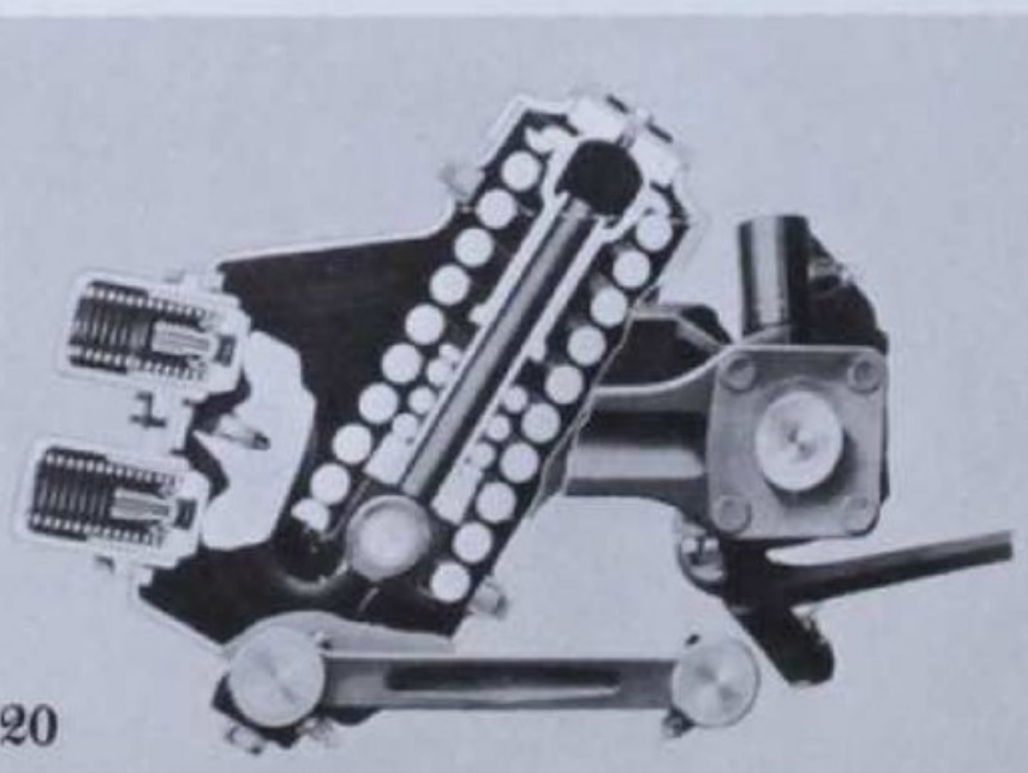
All-American Soap Box Derby.

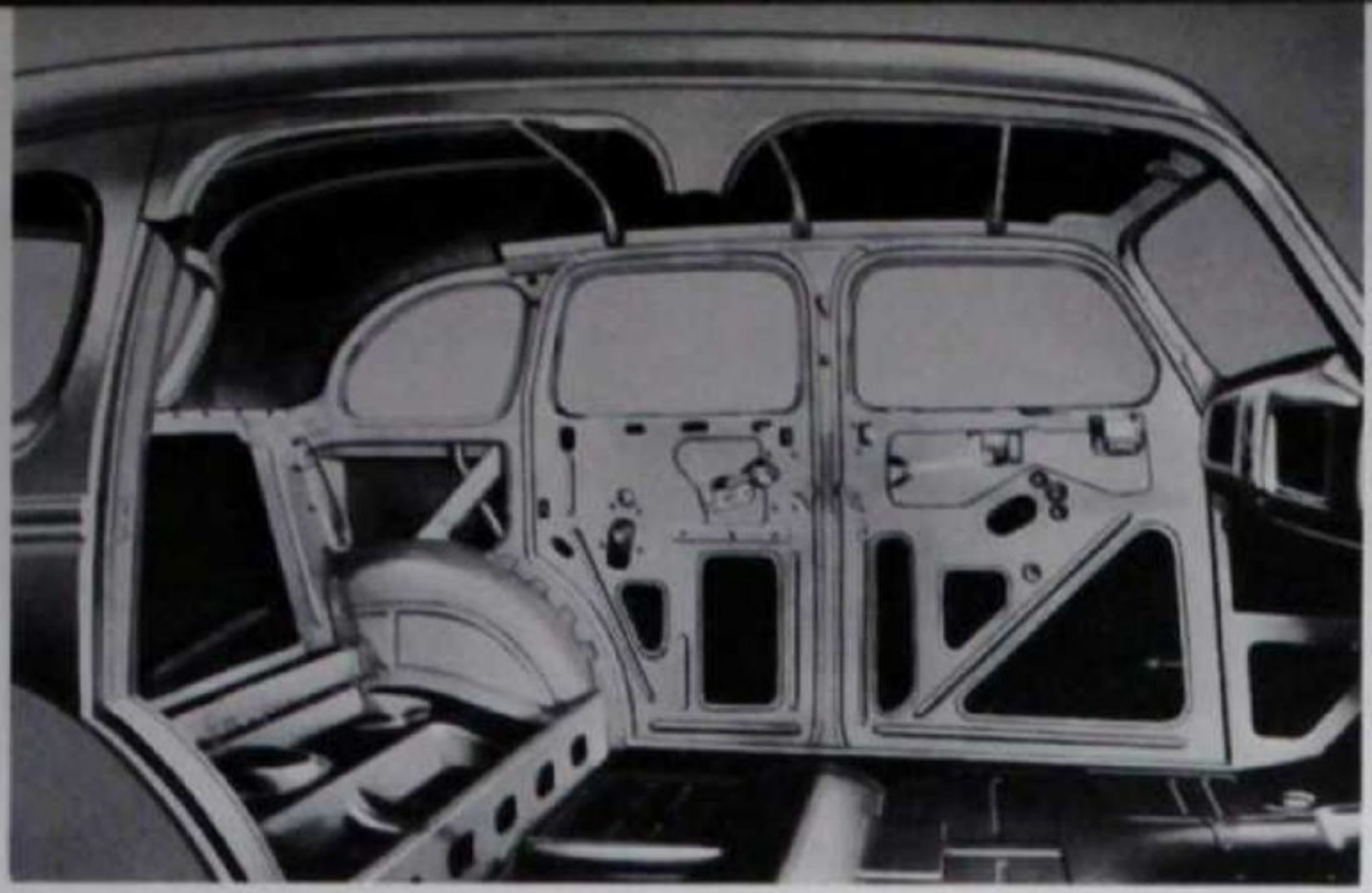


Scott photographed a local neighborhood race as a feature story for his newspaper and sold Chevrolet on the idea of a nationwide competition with joint sponsorship of local Derby races by Chevrolet dealers and leading newspapers. After running down a brick-paved hill in Dayton, the Derby was moved to 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 24th running of the All-American was held in 1961. Boys from the United States, Canada, West Germany, the Philippines, Venezuela and Puerto Rico competed for $15,000 in college scholarships and many other valuable awards. Champions from 152 cities participated in the event.

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.

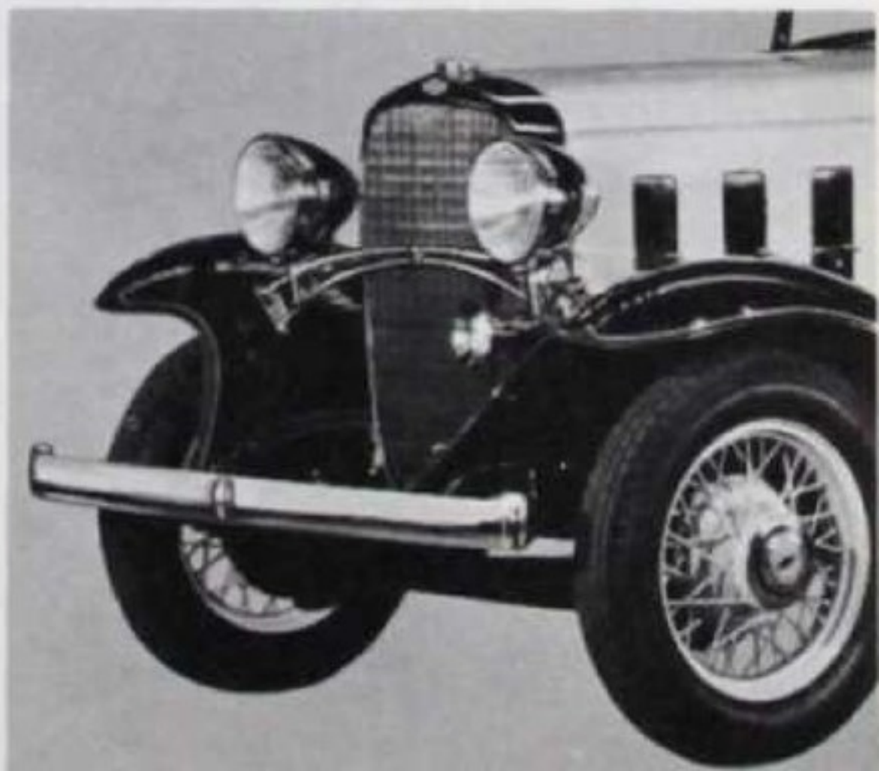
A new convenience feature of some 1934 sedans was a spacious built-in trunk. New safety was engineered into Chevrolet bodies with the introduction of the all-steel Turret Tops. The 10-millionth Chevrolet was built on the company's 23rd anniversary, November 13, 1934.

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.

In 1937 Chevrolet trunks became full size with spare tires

Some 1934 Chevrolets featured a built-in trunk.

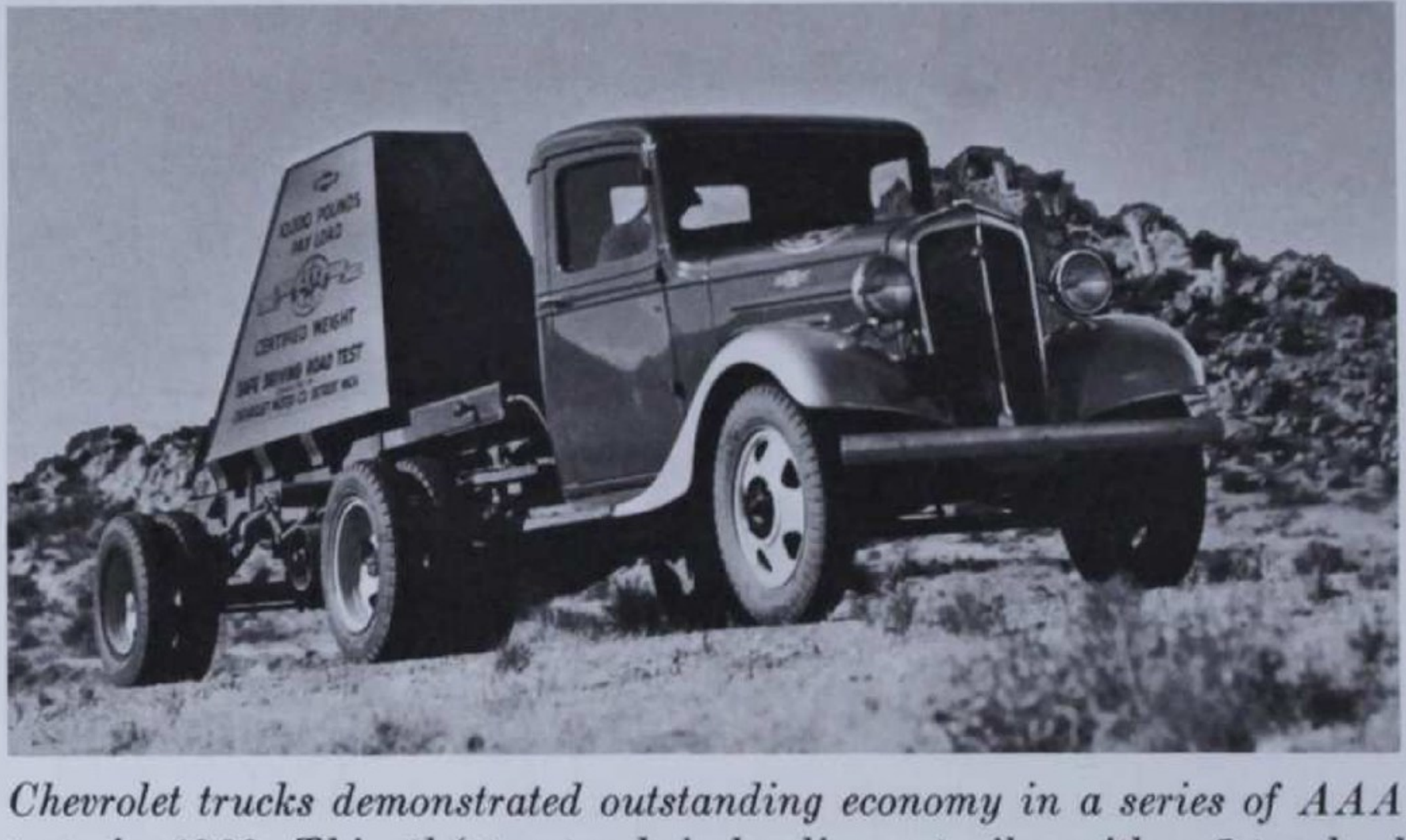
The 1932 Chevrolet had a built-in grille.



enclosed. Another feature was the all-steel Unisteel Body by Fisher. 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.

Chevrolet's leading the industry

1931 CHEVROLET 1942

1931

1932

1933

1934

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1941

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Production for Victory, 1942-1945

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

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.

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."

PART 3

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

Unprecedented Expansion

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 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 operation in Flint in 1947. The new Los Angeles assembly plant started production in 1947 and a new Cleveland manufacturing plant opened in 1949.

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.

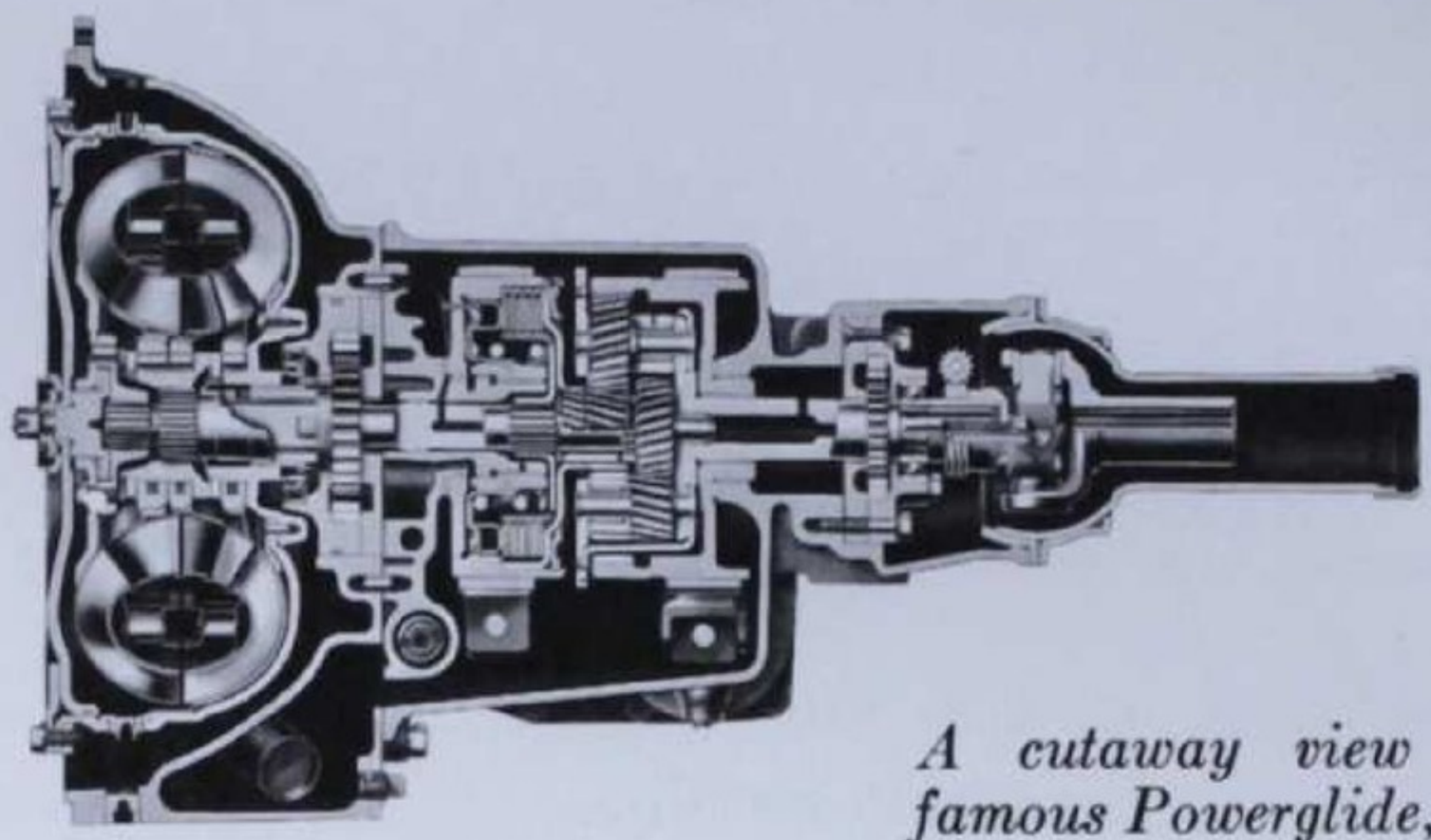
Industry-wide records were shattered in 1950 when Chevrolet became the first company to make more than 2,000,000 units in U.S. plants during one year.

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.

Modern advances in the low price field were introduced by Chevrolet when a complete Bel Air series 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.



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

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

Chevrolet Corvette rolled off the assembly line in Flint, Michigan, in mid-year, 1953.

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

A pre-production '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 introduced at the 1956 Motorama.

Million car milestones. 45-millionth Chevrolet was built June 13, 1961.

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.

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.

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.

Typical owner luncheon meeting. These are held in all sections of the country to obtain owner comments and suggestions for improving service.

Chevrolet Owner Relations Program

A Chevrolet owner is never forgotten. His satisfaction with product and dealer service has always been a strong factor in Chevrolet's continued leadership. Today, in Chevrolet dealerships throughout the nation, owner relations are given top priority. Many dealers are establishing departments for this purpose and are holding regular Owner Meetings. Through Chevrolet's Owner Relations Program, the customer, dealer and Chevrolet are brought closer together for their mutual benefit.

Reliability Department formed

Years of leadership in the production of quality products have earned for Chevrolet a high degree of owner loyalty. To further this fine record even more, Chevrolet, in 1960, established a Reliability Department headed by E. S. Wellock, general director of Reliability. This Department was formed to meet today's greater complexity of product and ever-increasing consumer demand for product reliability.

All departments of Chevrolet are integrated into an overall Reliability Program. It is dedicated to designing, building and servicing products that will function properly—with normal maintenance—throughout their normal life. In this way, Chevrolet continues to offer the maximum in dependability.

Chevrolet . . . America's Most Popular Car

1946 CHEVROLET 1961

1946

1947

1948

1949

1950

1951

1952

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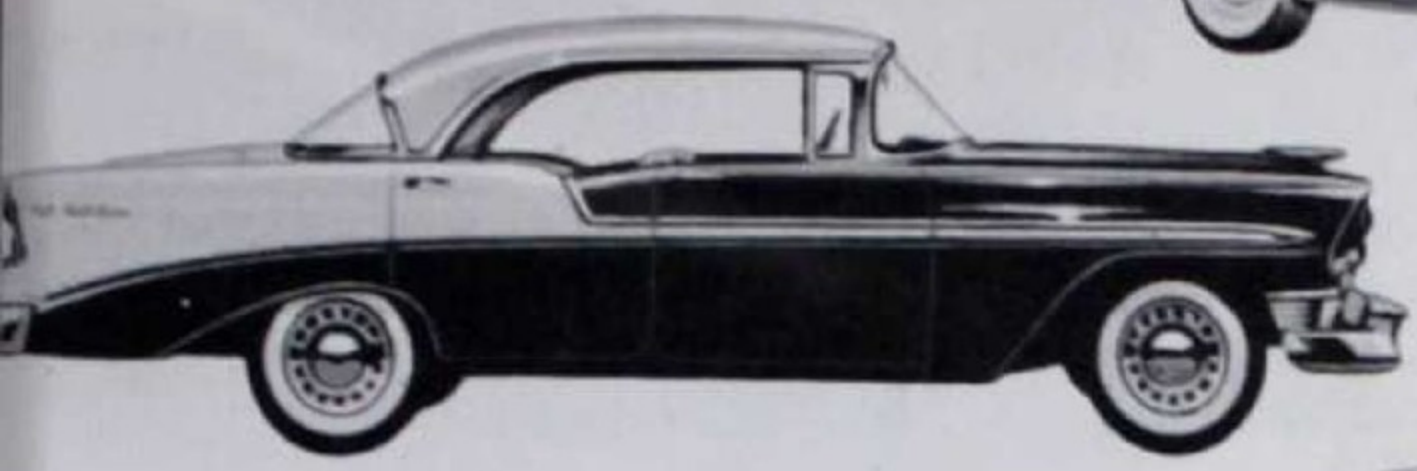
1954

1955



1956

1957

1958

1959

1960

1961

Chevrolet Central Office, Detroit

The General Motors Building, Detroi

Partial list of American automotive firsts by Chevrolet 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
- Safety-Type Door Latches
- Headlight Dimmer Foot Switch
- Finger-tip Seat Adjustment
- Electric Starter
- 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
- 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
- Modern Rear-Engine Design in Corvair
- Corvair's 4-Wheel Independent Coil Suspension
- Chevy II Mono-Plate Rear Springs
- 4-Cylinder Engine Teamed with Automatic Transmission in Chevy II

Chevrolet Management Team

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

K. E. STALEY
General
Sales Manager
since 1959

J. R. WILSON
General
Administrative
Manager
since 1957

E. H. KELLEY
General
Manufacturing
Manager
since 1952

H. F. BARR
Chief
Engineer
since 1956

F. R. FRASER
Divisional
Comptroller
since 1955

J. L. CUTTER
Director of
Public Relations
since 1955

N. J. ELLIS
General
Director
of Personnel
since 1957

E. F. GORMSEN
Director
of Purchases
since 1952

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 1928-1933
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

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 15 years ago.

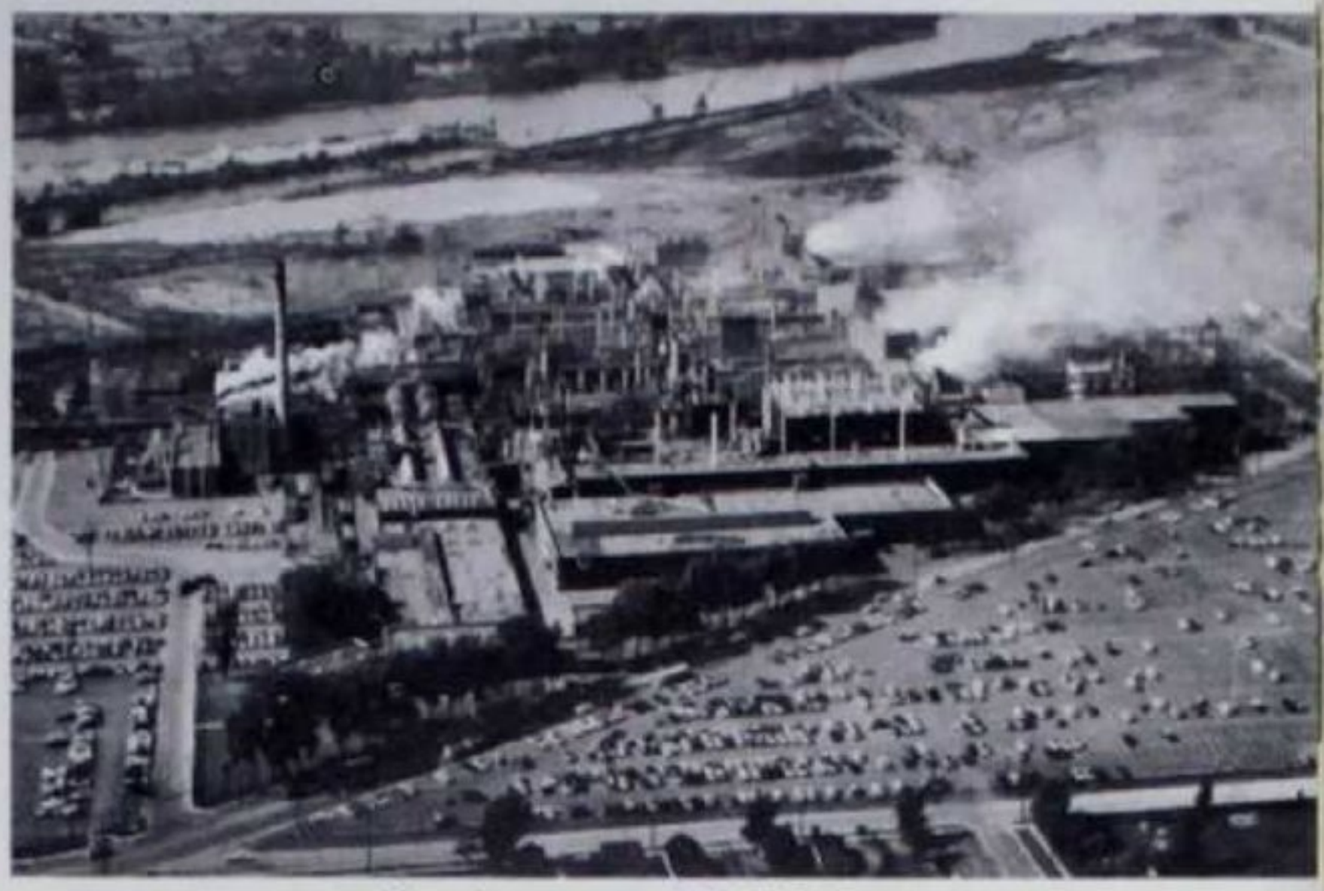
Chevrolet Manufacturing Plants

SKILLED CRAFTSMEN,
in 24 Chevrolet manufacturing centers across the land, produce precision components for all 1962 Chevrolet models.

Bay City, Michigan

Buffalo, New York

Cleveland, Ohio



Saginaw, Michigan

Detroit, Michigan

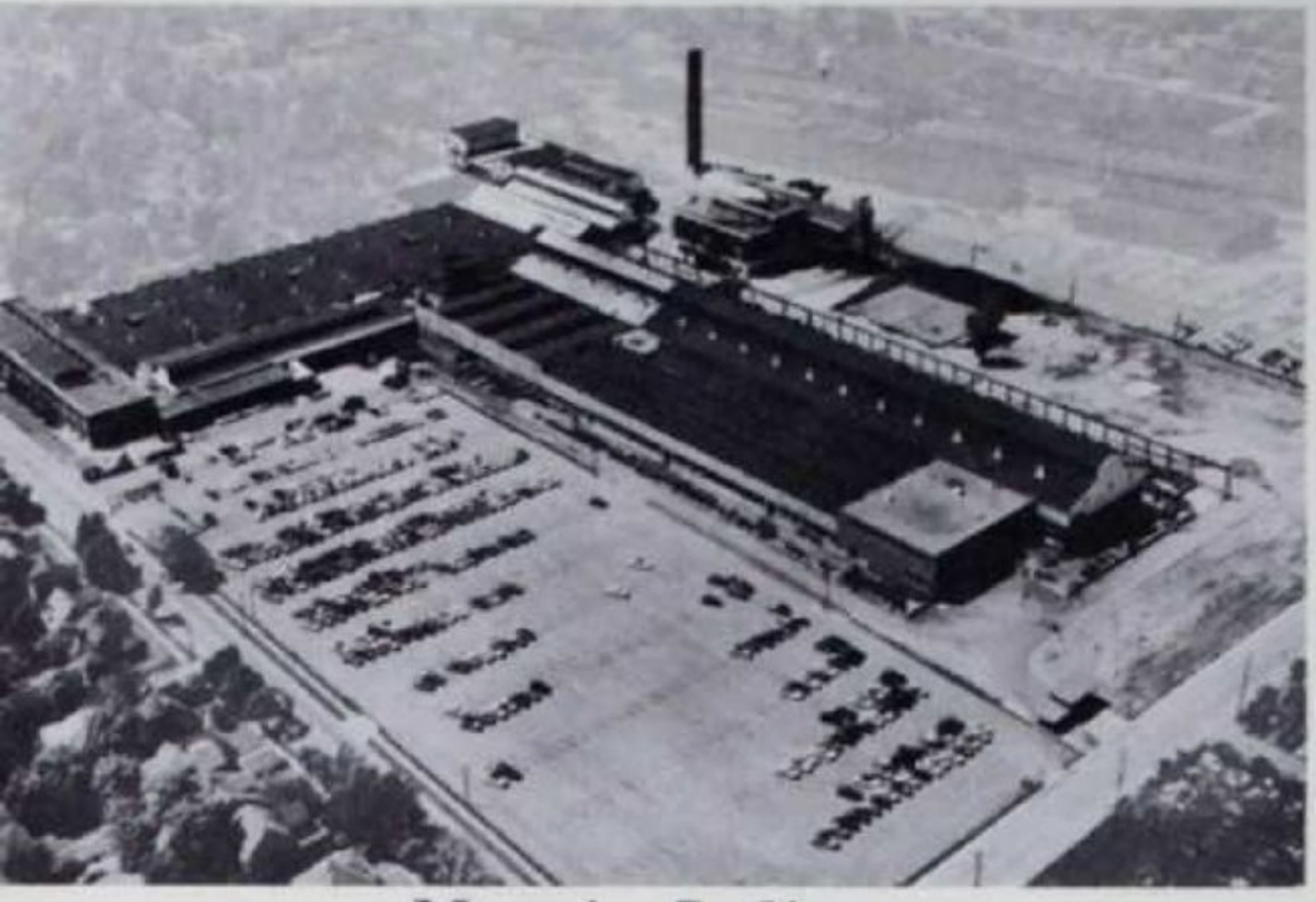
Flint, Michigan

Flint, Michigan

Flint, Michigan

Livonia, Michigan

Indianapolis, Indiana



Muncie, Indiana

Massena, New York

Saginaw, Michigan

Saginaw, Michigan

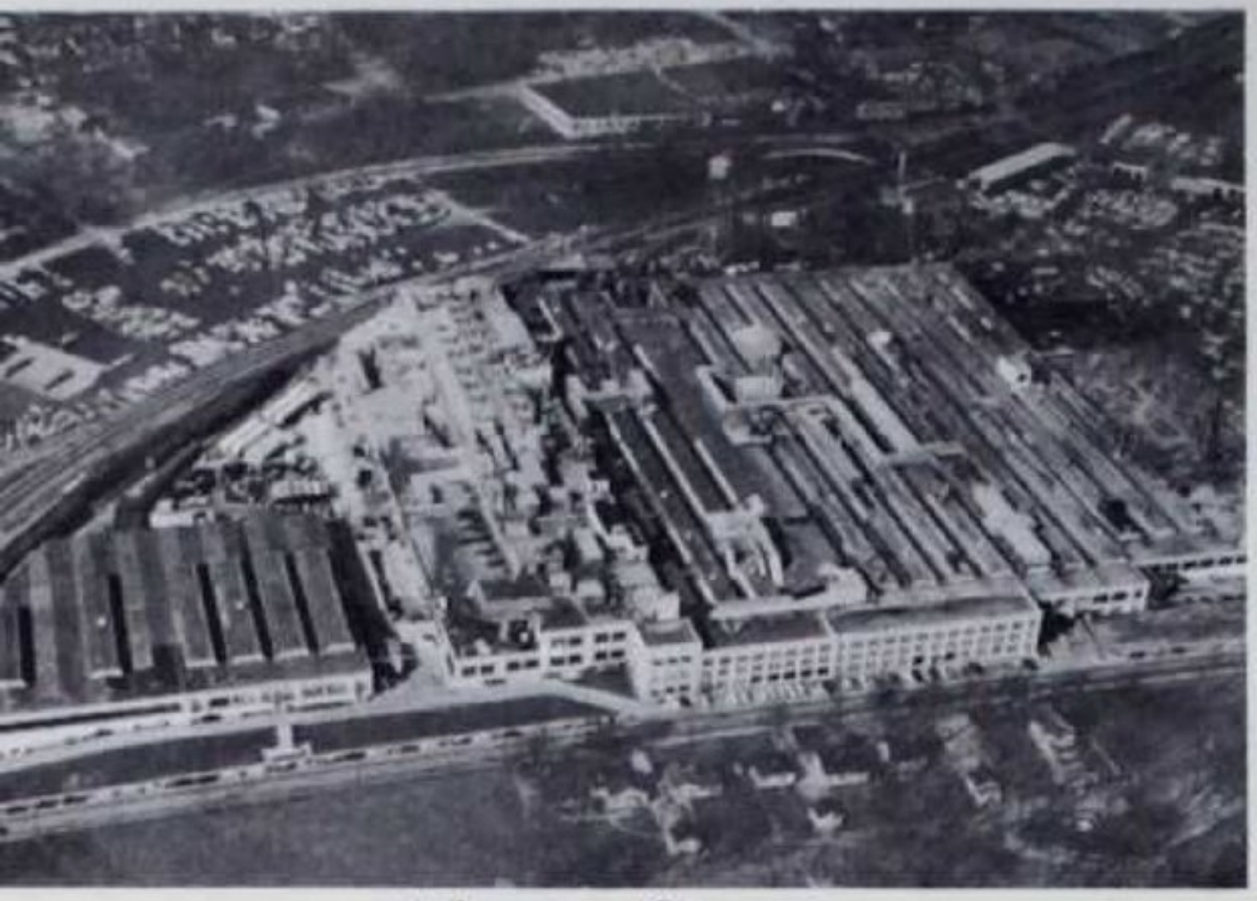
Toledo, Ohio

Tonawanda, New York

Chevrolet Assembly Plants

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

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



Atlanta, Georgia

Baltimore, Maryland

Bloomfield, New Jersey

Framingham, Massachusetts

Flint, Michigan

Janesville, Wisconsin

Kansas City, Missouri

Norwood, Ohio

Los Angeles, California

St. Louis, Missouri

Oakland, California

Willow Run, Michigan

Tarrytown, New York

Oakland, California

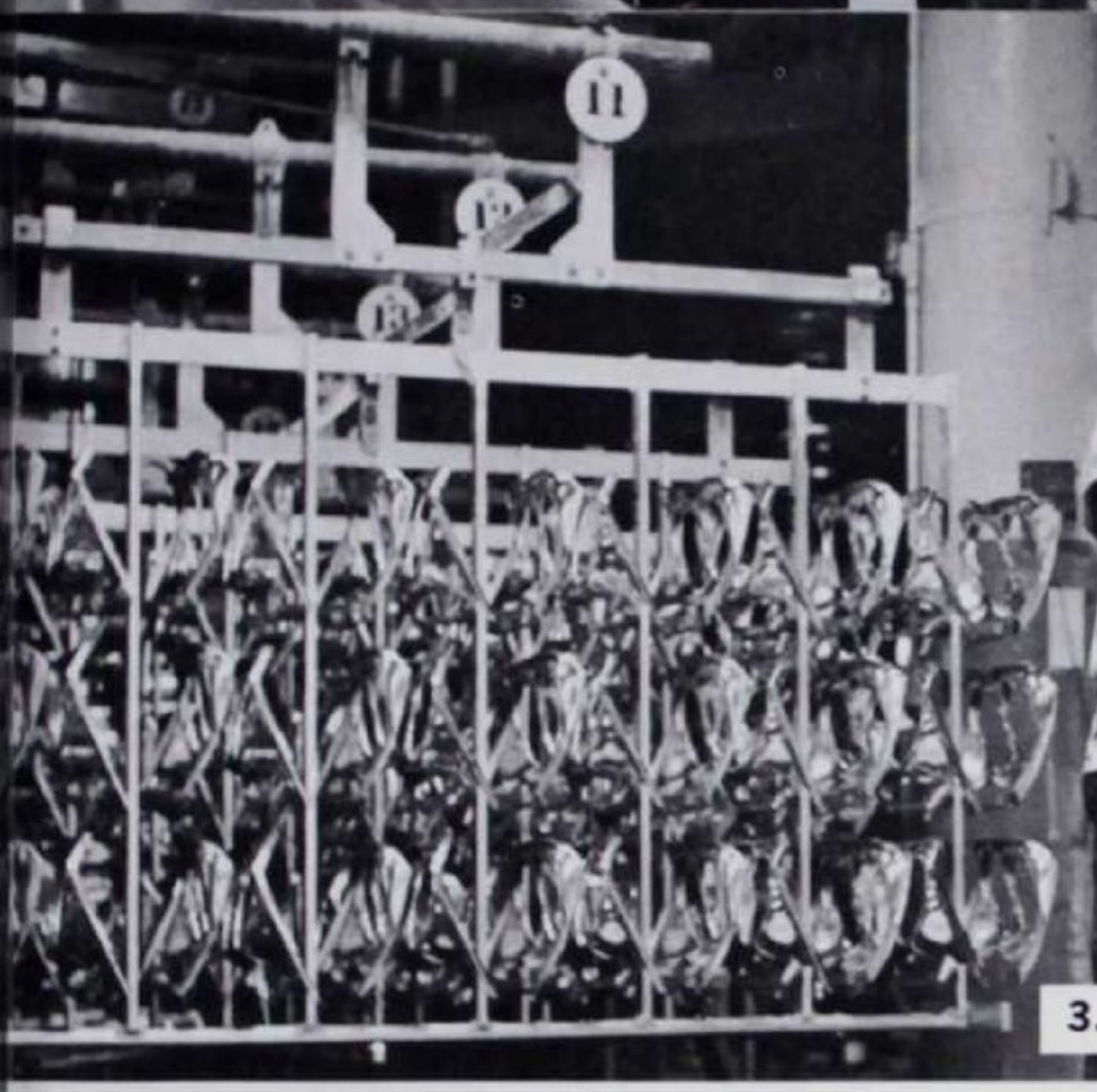
Picture tour through world's largest automotive production facilities shows

1962 Chevrolet being built

The manufacture of an engine starts by filling the transfer ladle with molten metal from the cupola.


1.


2.


3.


4.

1. *Surface quality of fender is checked by skilled hand of an inspector.*

2. *To assure sound castings, a special fixture is used to position cores accurately in engine block mold.*

3. *Head lamp bezels receive final inspection after leaving anodizing process.*

4. *Inner and outer hood panels are placed together for automatic spot welding.*

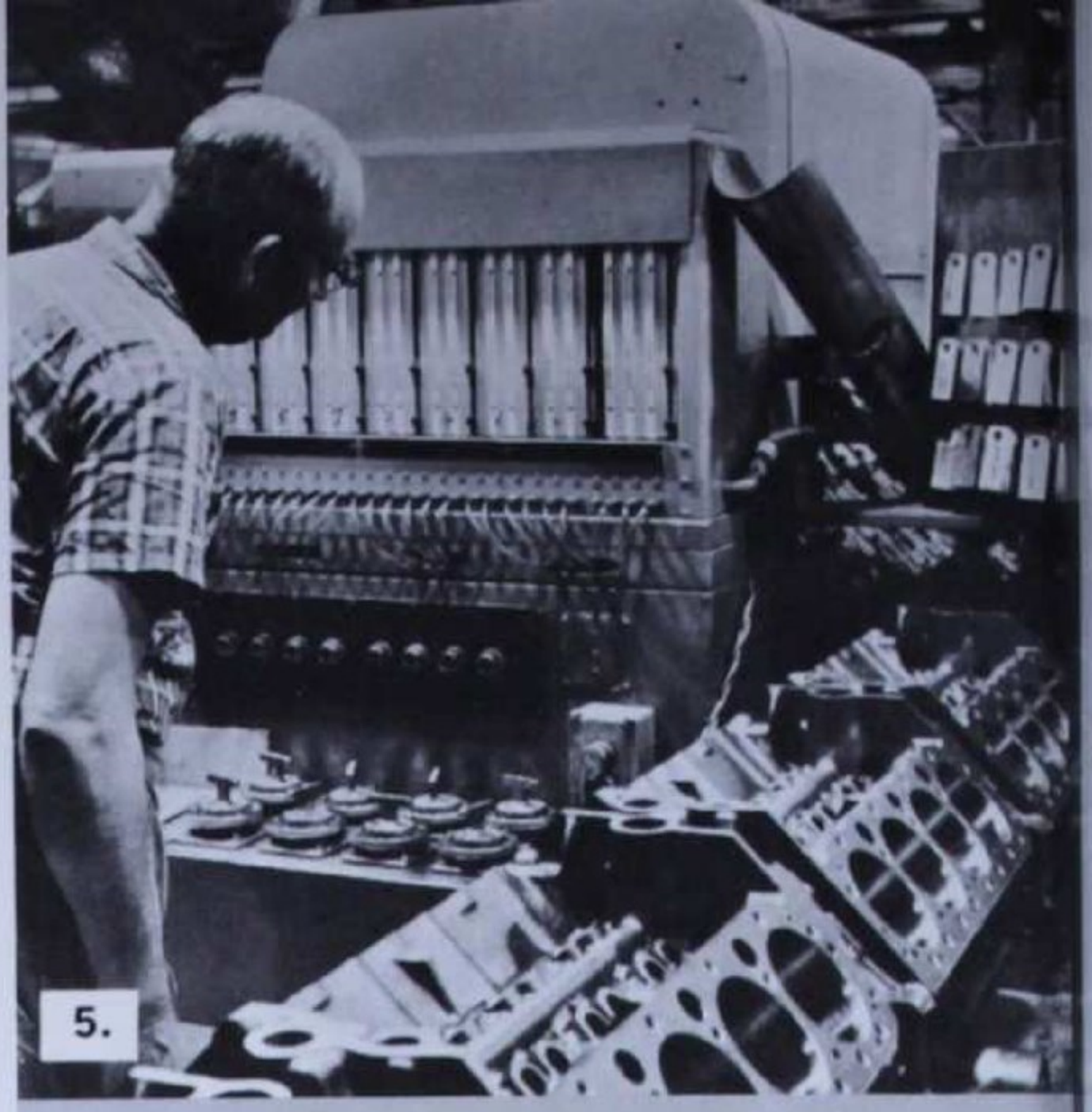
5. *Cylinder bores are automatically machine-finished preparatory to assembly with pistons.*

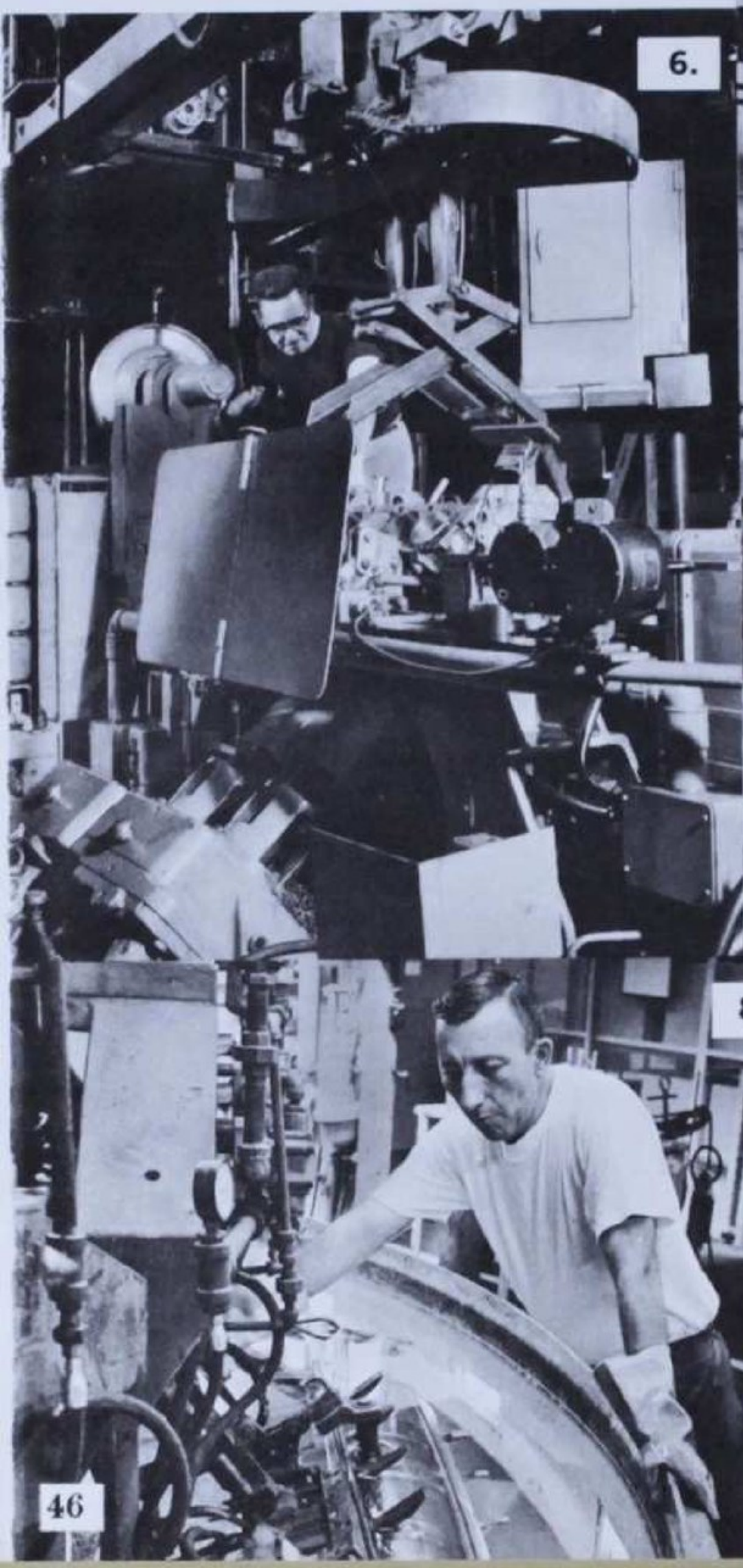
6. *Special machine assures accurate engine balance during partial assembly stage.*

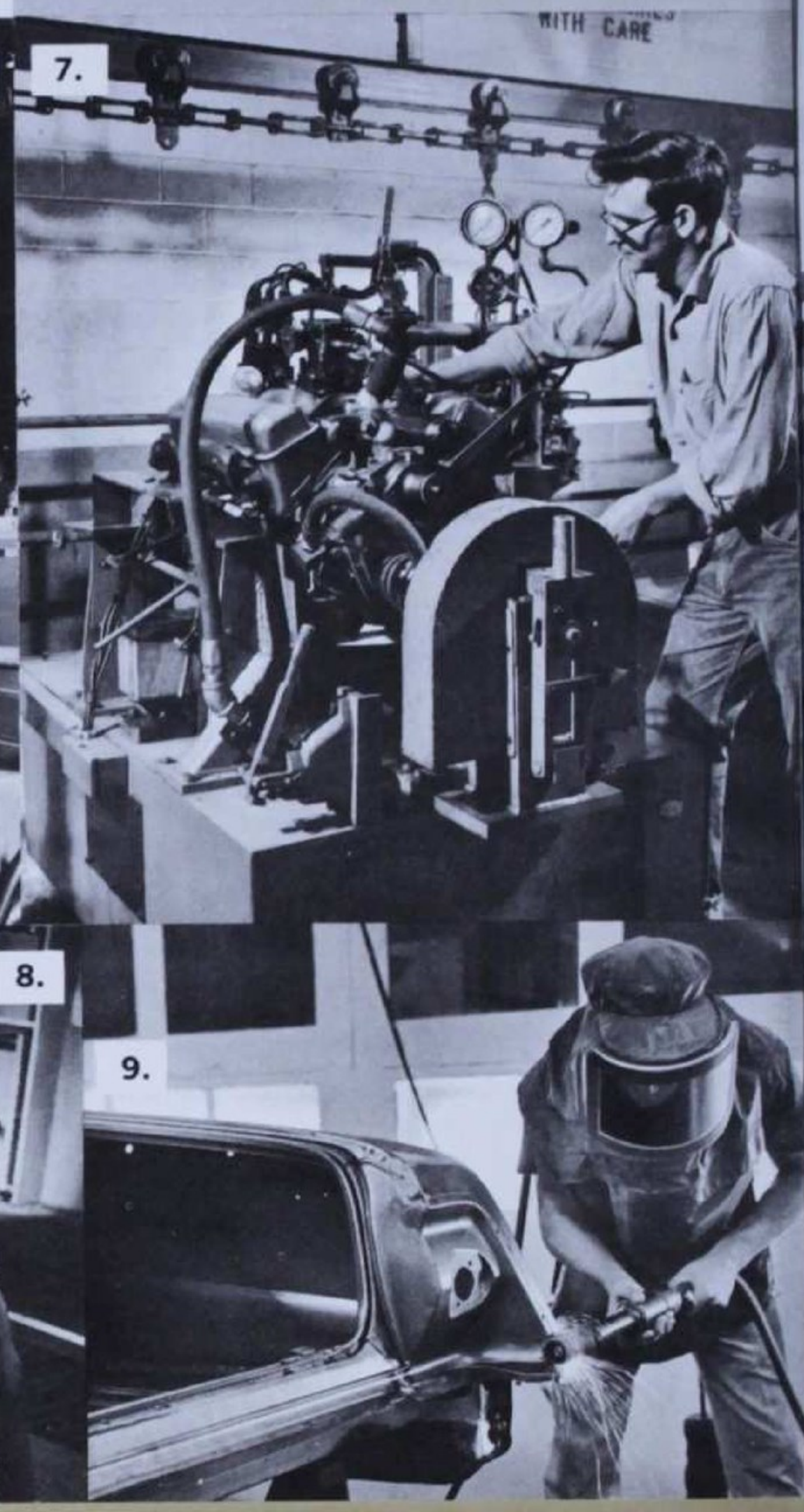
7. *Each engine is tested under its own power in final inspection check.*

8. *Seam-welded gasoline tanks are air tested in water to assure reliability.*

9. *Metal finishing operations smooth the body prior to painting.*







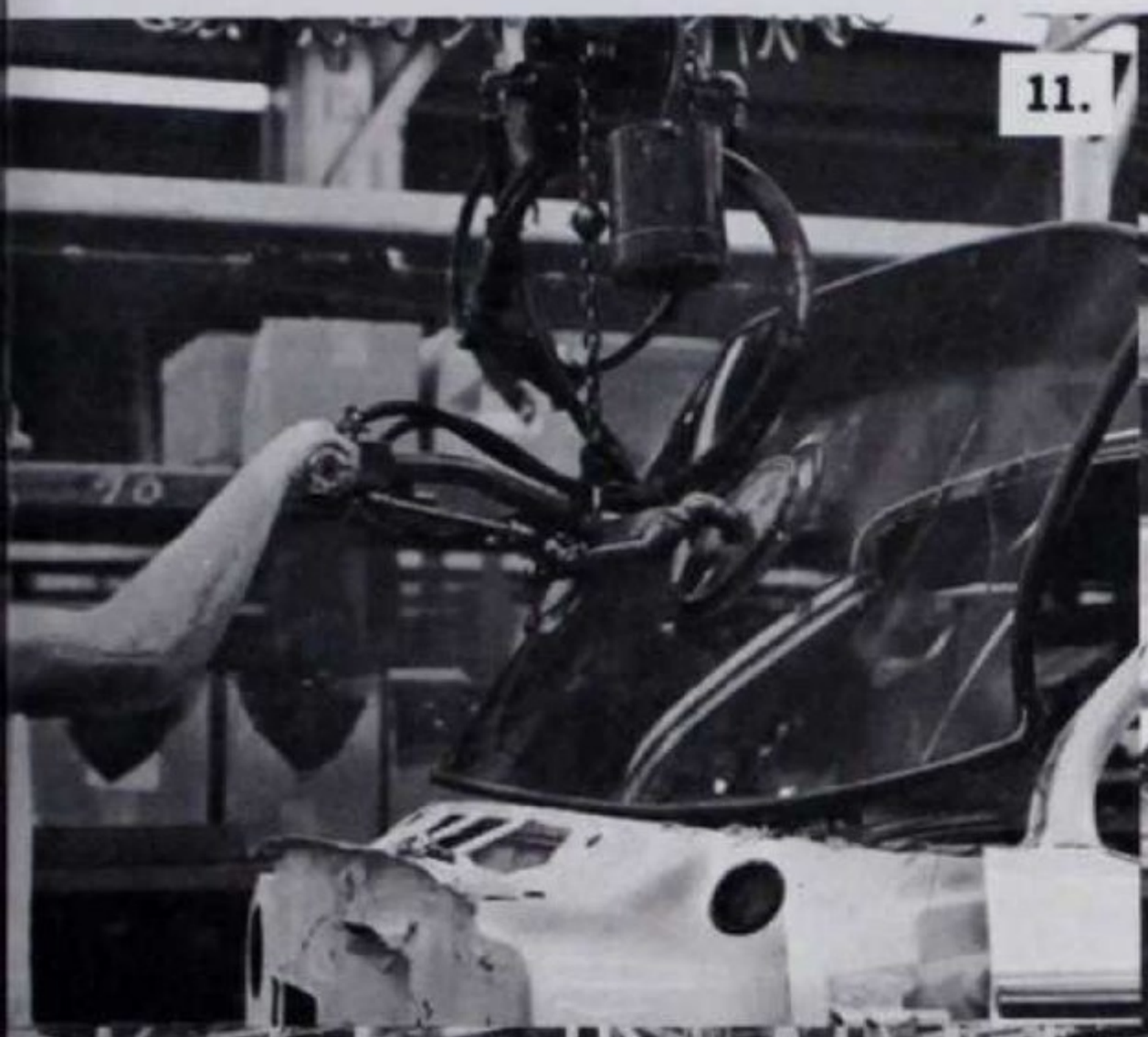
10. *Chevrolet's special acrylic lacquer requires 9 painting steps, produces a more lustrous, brilliant finish.*

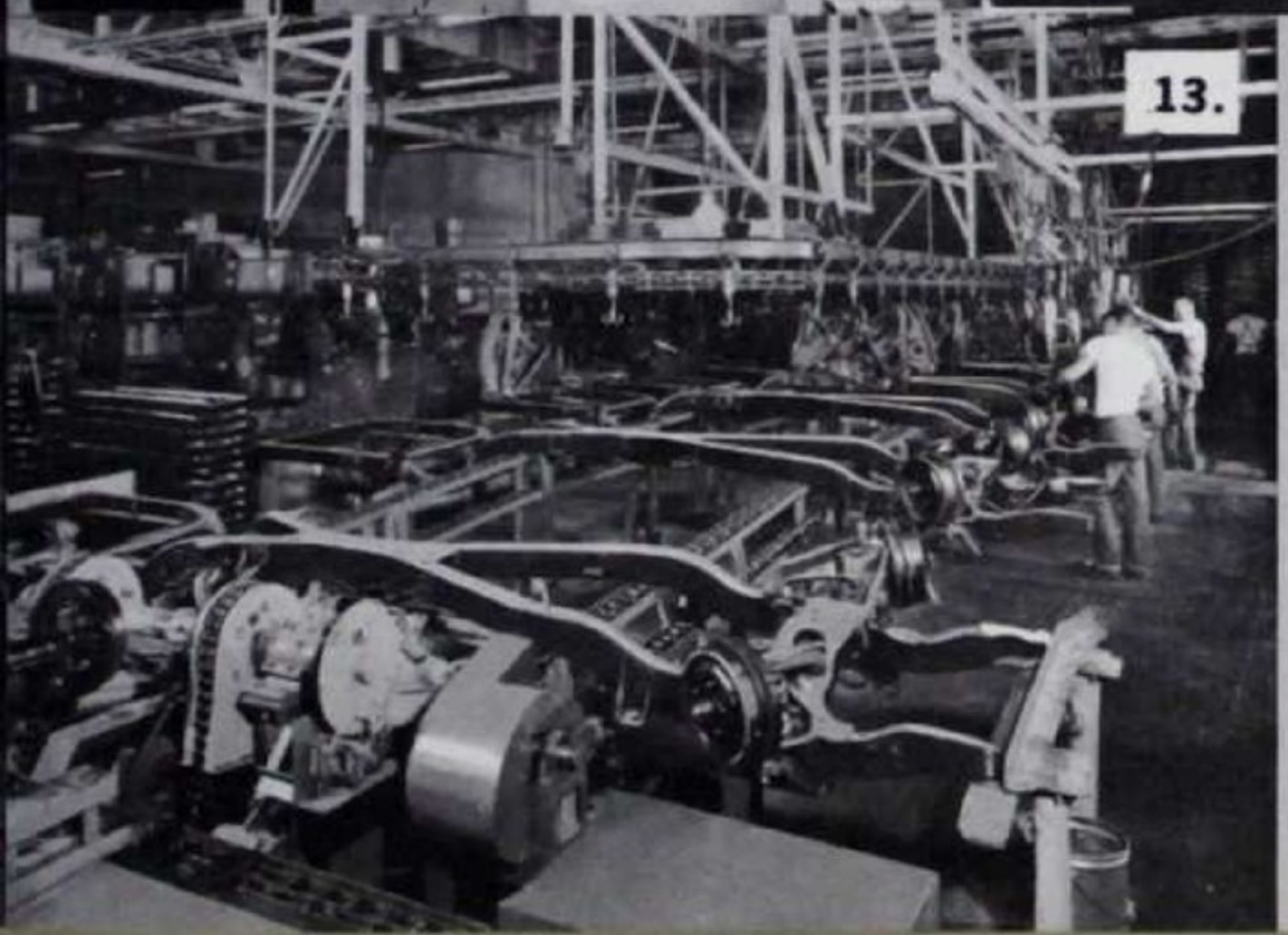
11. *The laminated safety glass windshield is placed in position with vacuum controlled equipment.*

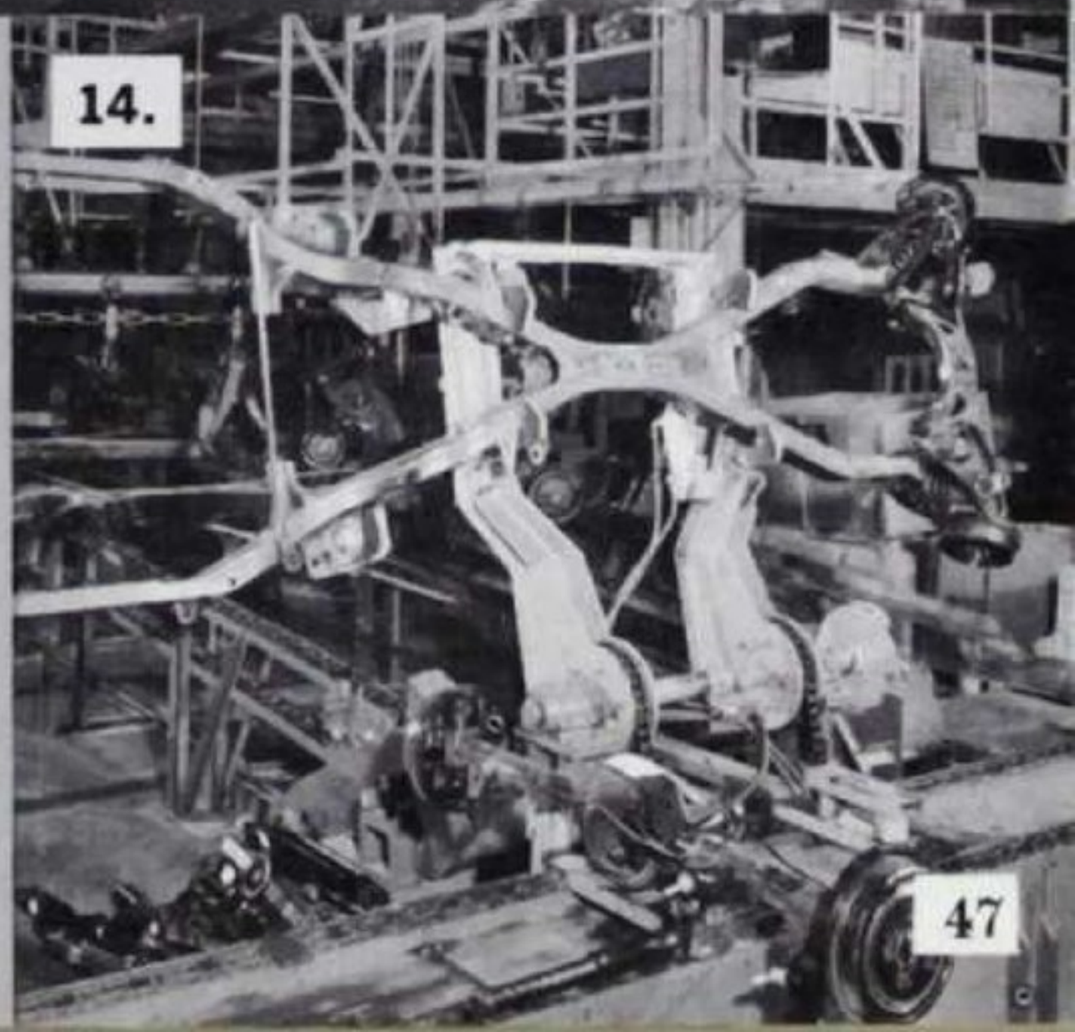
12. *Seats are placed in position as bodies move down the assembly line.*

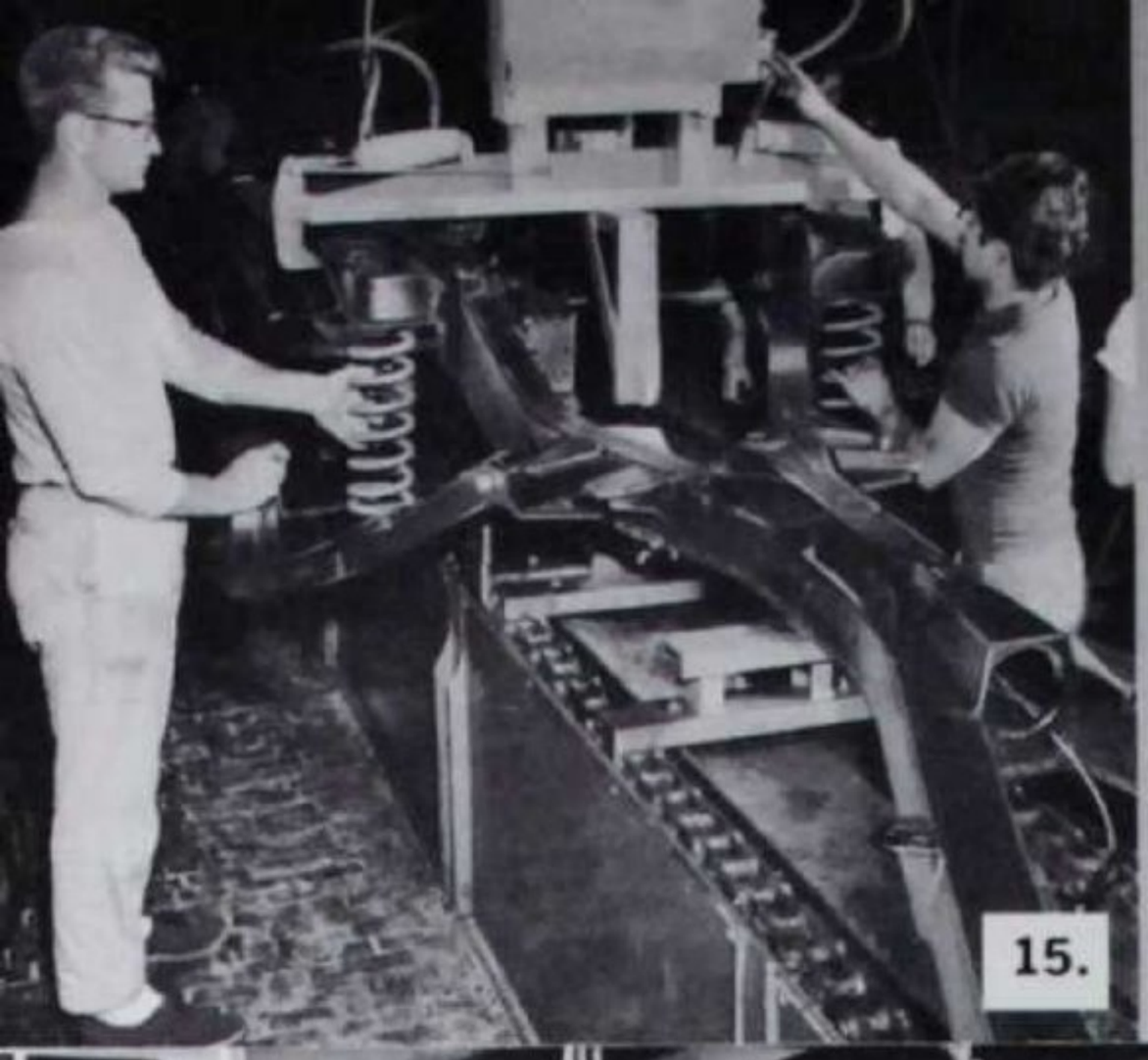
13. *When frame is placed on the line the assembly operation begins. Workmen attach front end suspension units to frame.*

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









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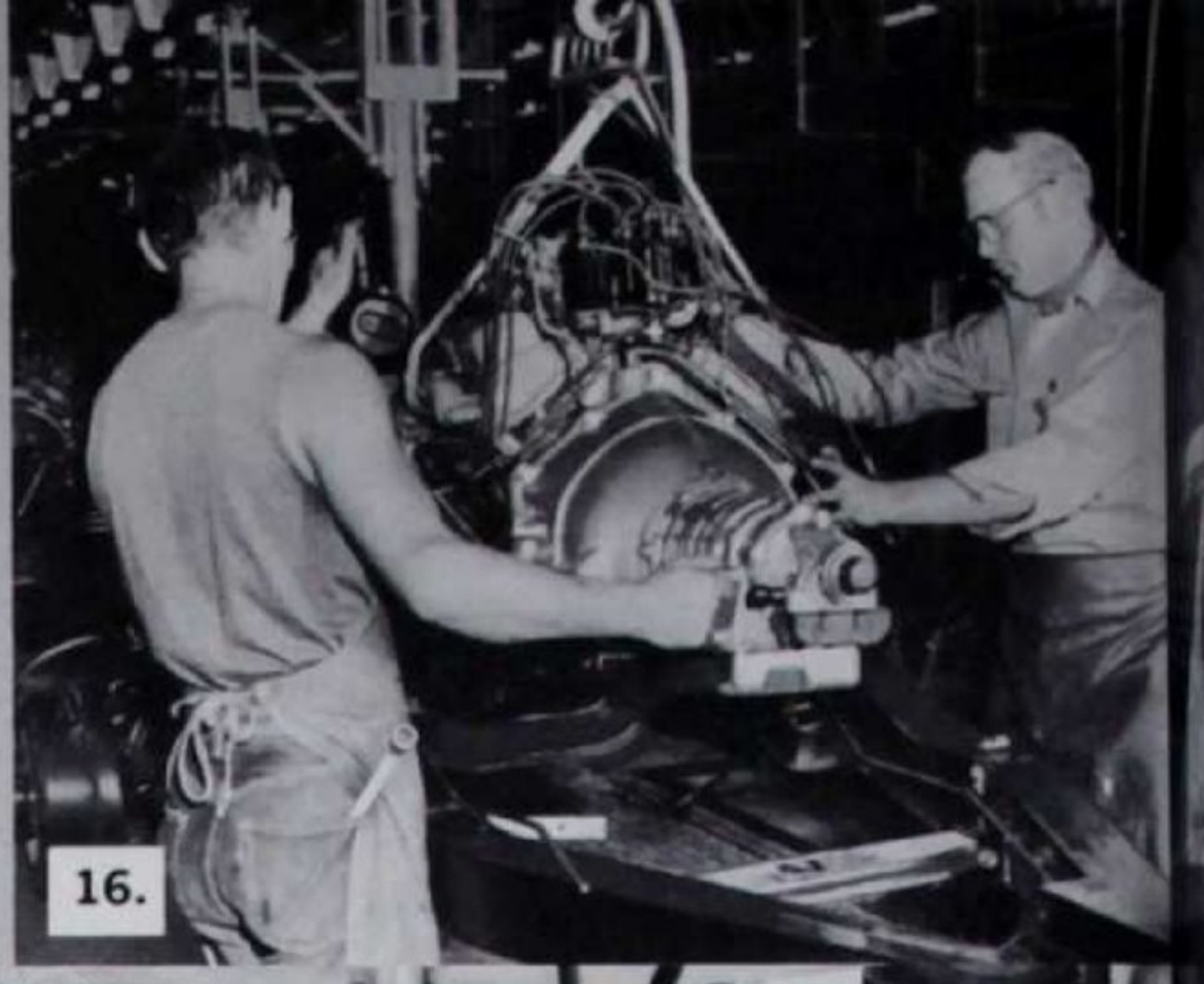

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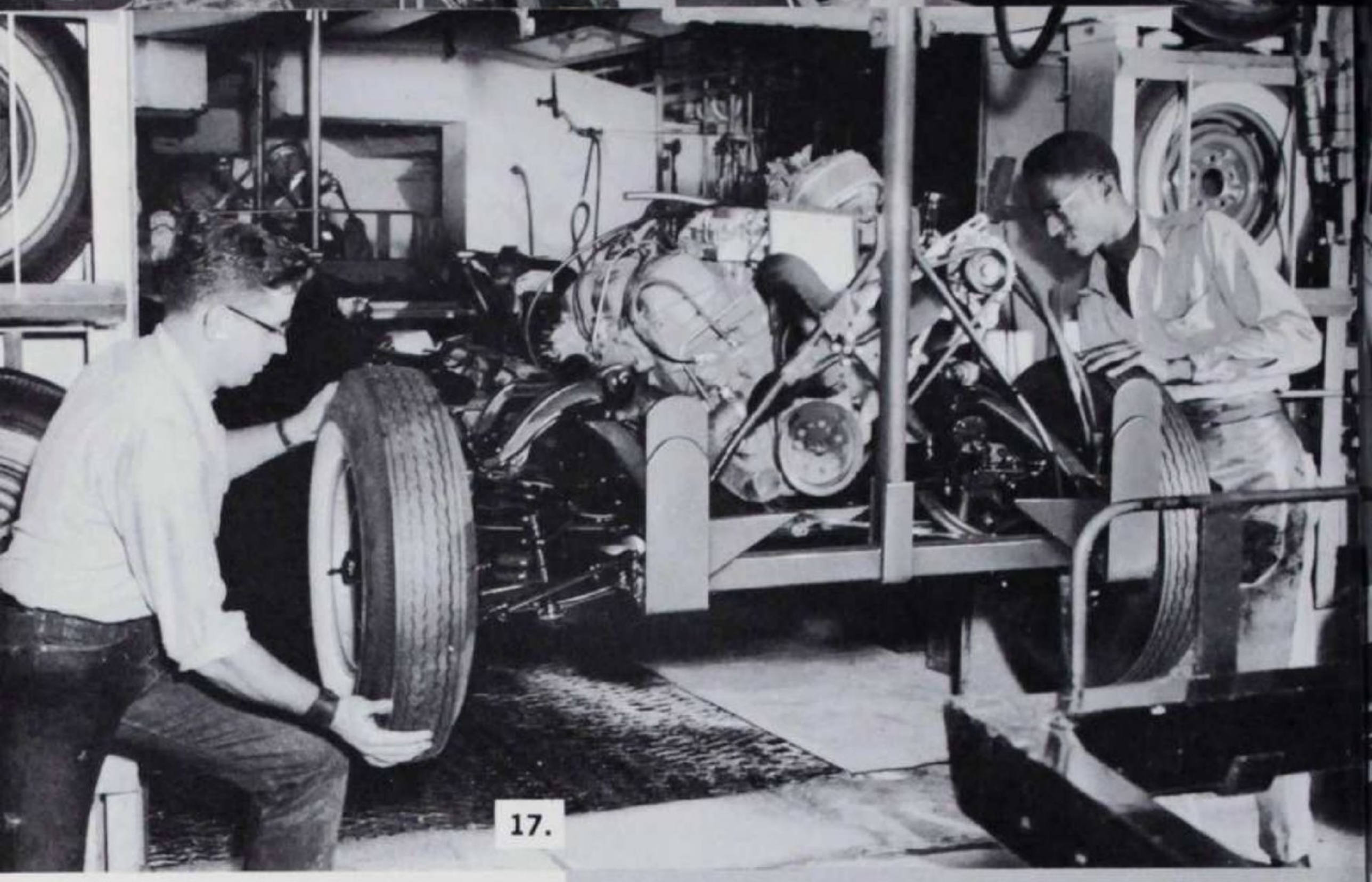


17.

18.

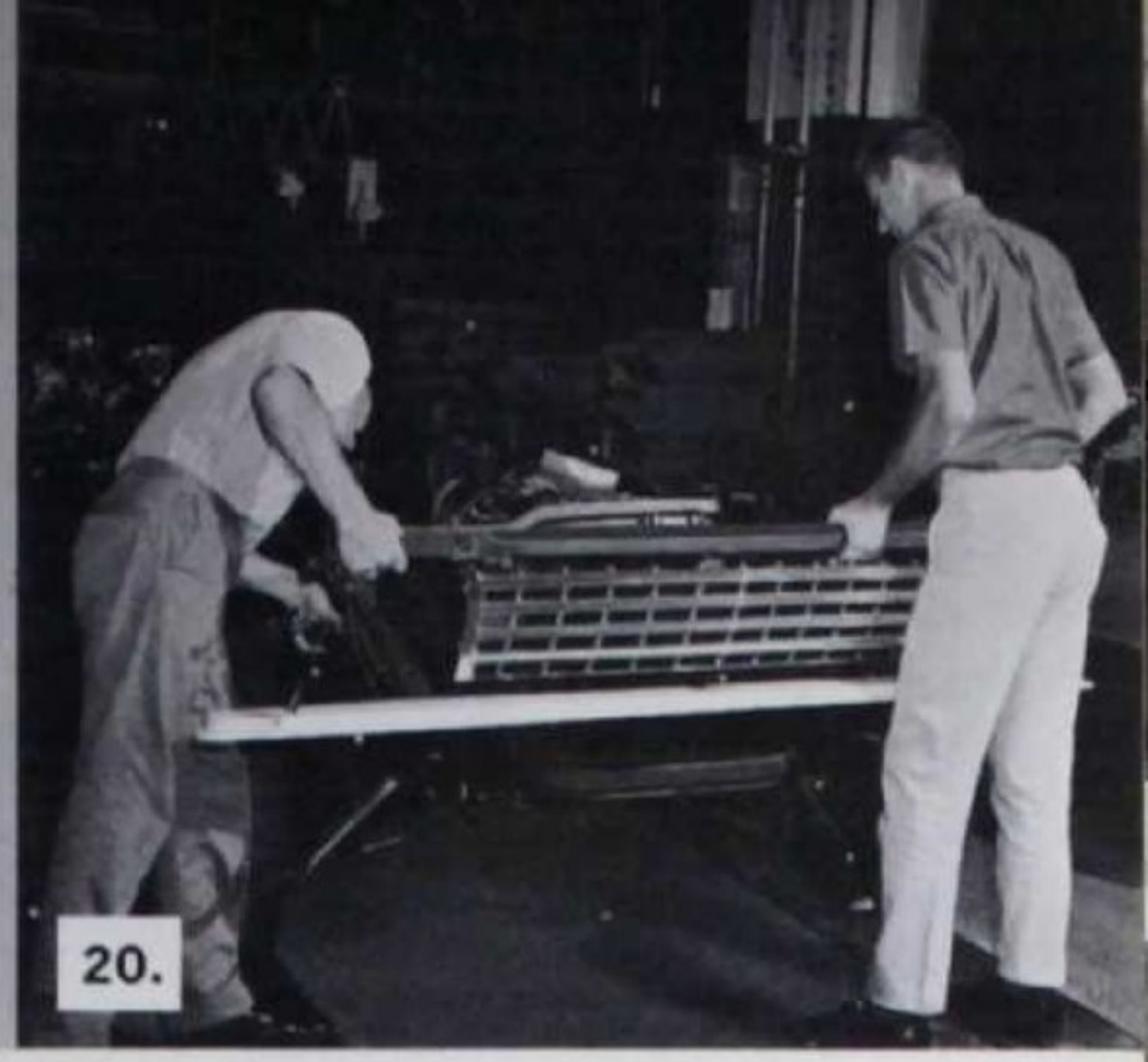
15. *Coil springs for rear suspension are compressed as frame moves down the line.*

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

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

18. *Inspection checks all items on the body prior to body-drop operations.*


19.


20.


21.


22.

19. *At the body-drop operation the body is assembled to the chassis. The rear deck remains open for other assembly operations.*

20. *The radiator and grille assembly is sub-assembled to the chassis prior to installation of fenders and skirts.*

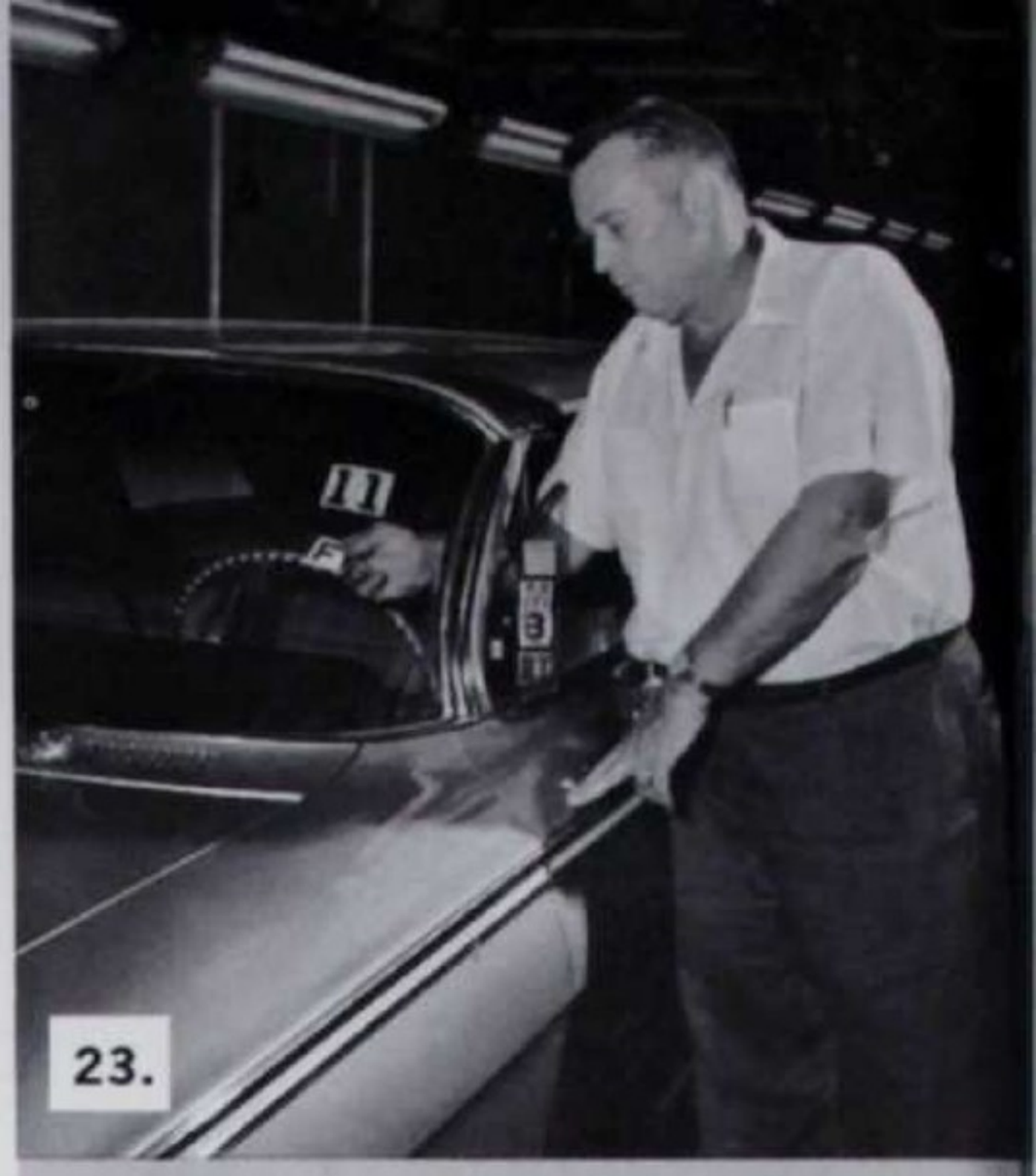
21. *The fender and skirt sub-assemblies are assembled to the chassis.*

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

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

24. *Sixty minutes ago this car's frame started down the assembly line. Gasoline, oil and water have been added. The new car moves from the line under its own power.*

25. *After a complete final inspection, the new 1962 Chevrolets are loaded on trucks or tri-level freight cars to speed them to the Chevrolet dealers of America.*



23.

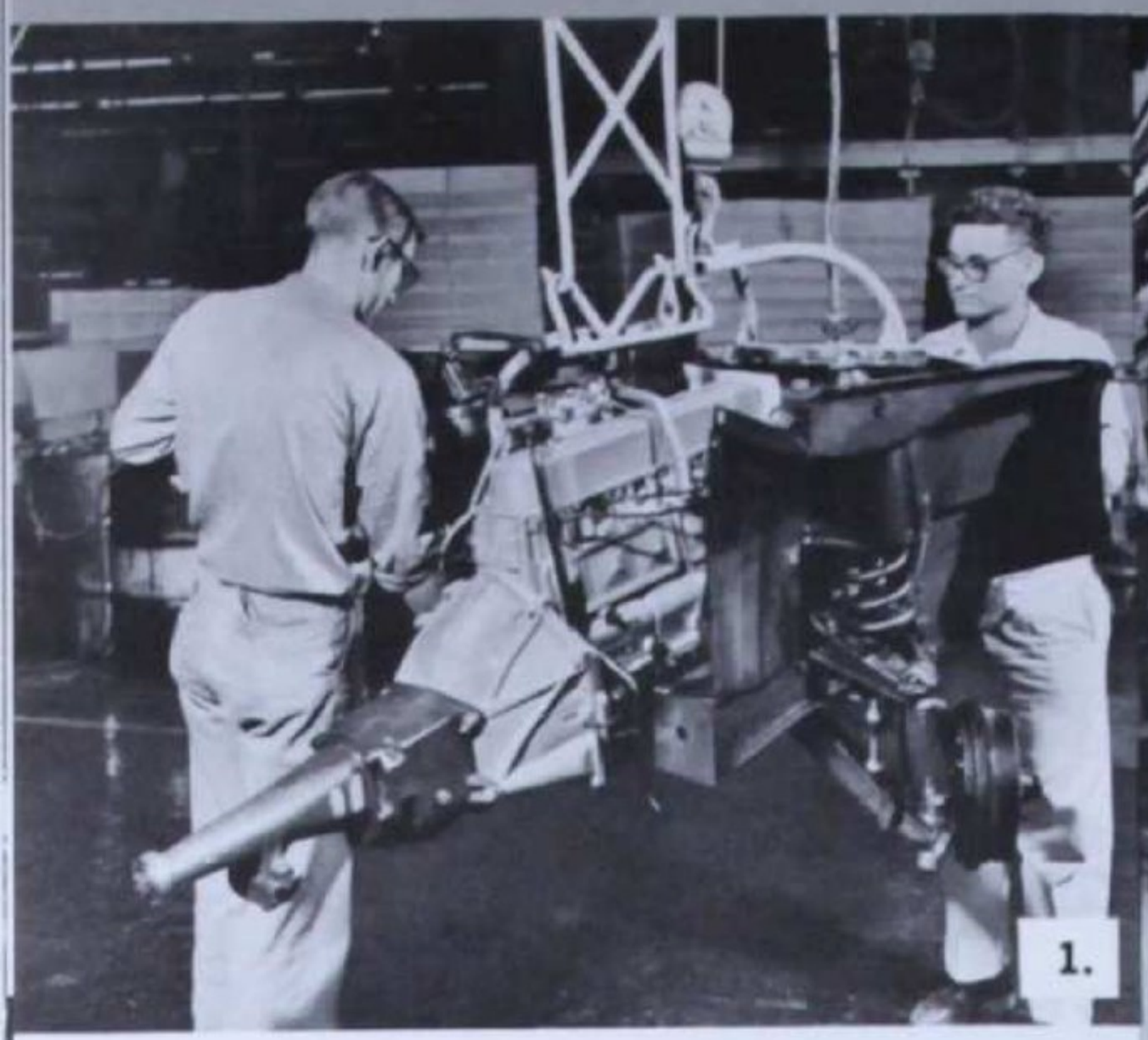
24.

25.

Building the 1962 Chevy II

From the most modern, efficient production facilities comes new, modern basic transportation, the Chevy II. The same precision, quality and workmanship that go into the making of Chevrolet are built into every Chevy II. Quality control is maintained through every phase of manufacturing and assembly by skilled workmen, experienced supervision and rigid inspection. Chevrolet quality and value are assured in the totally new Chevy II.

Squaring fixture is used during assembly of the stub frame to assure proper alignment.



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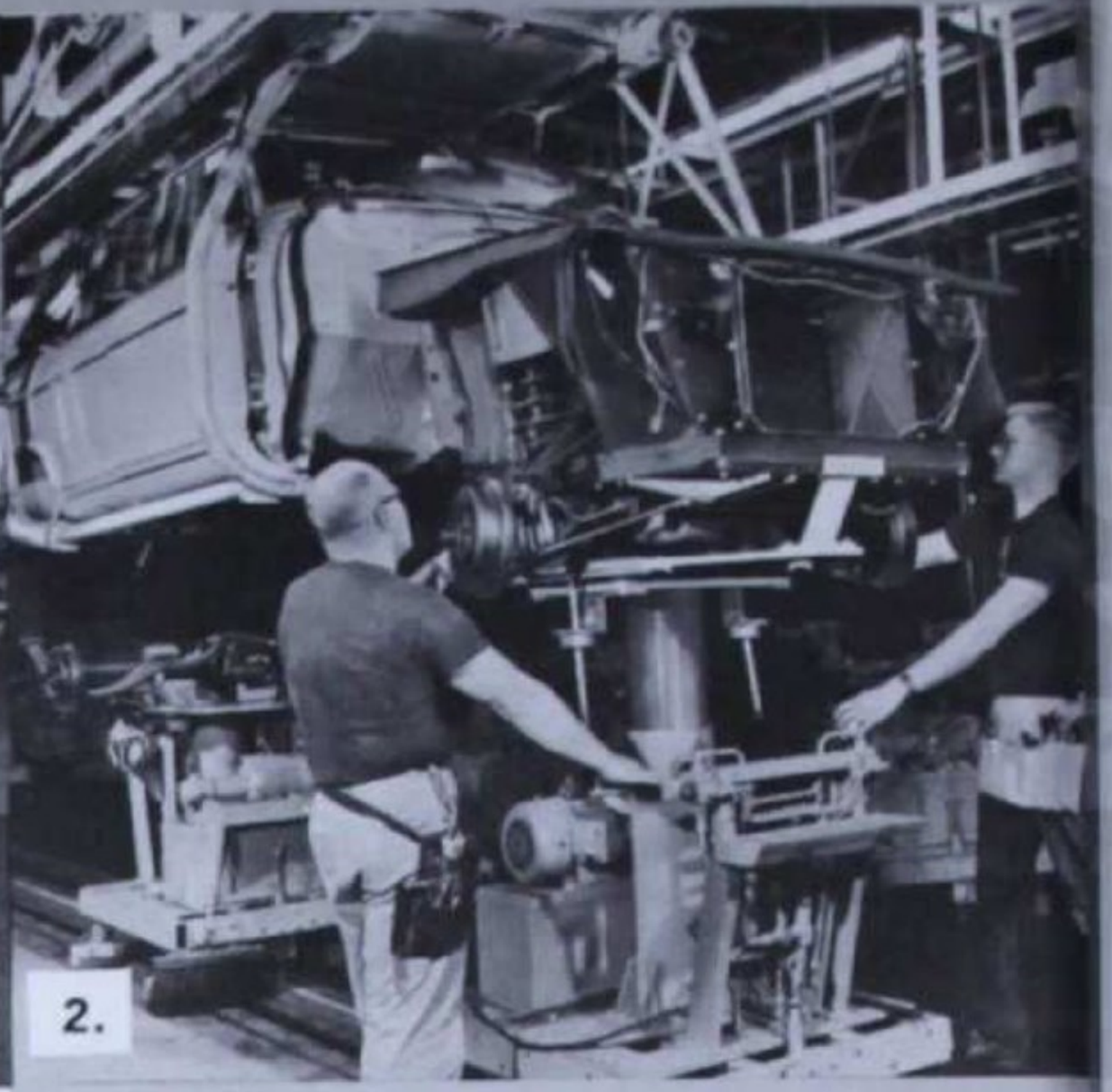

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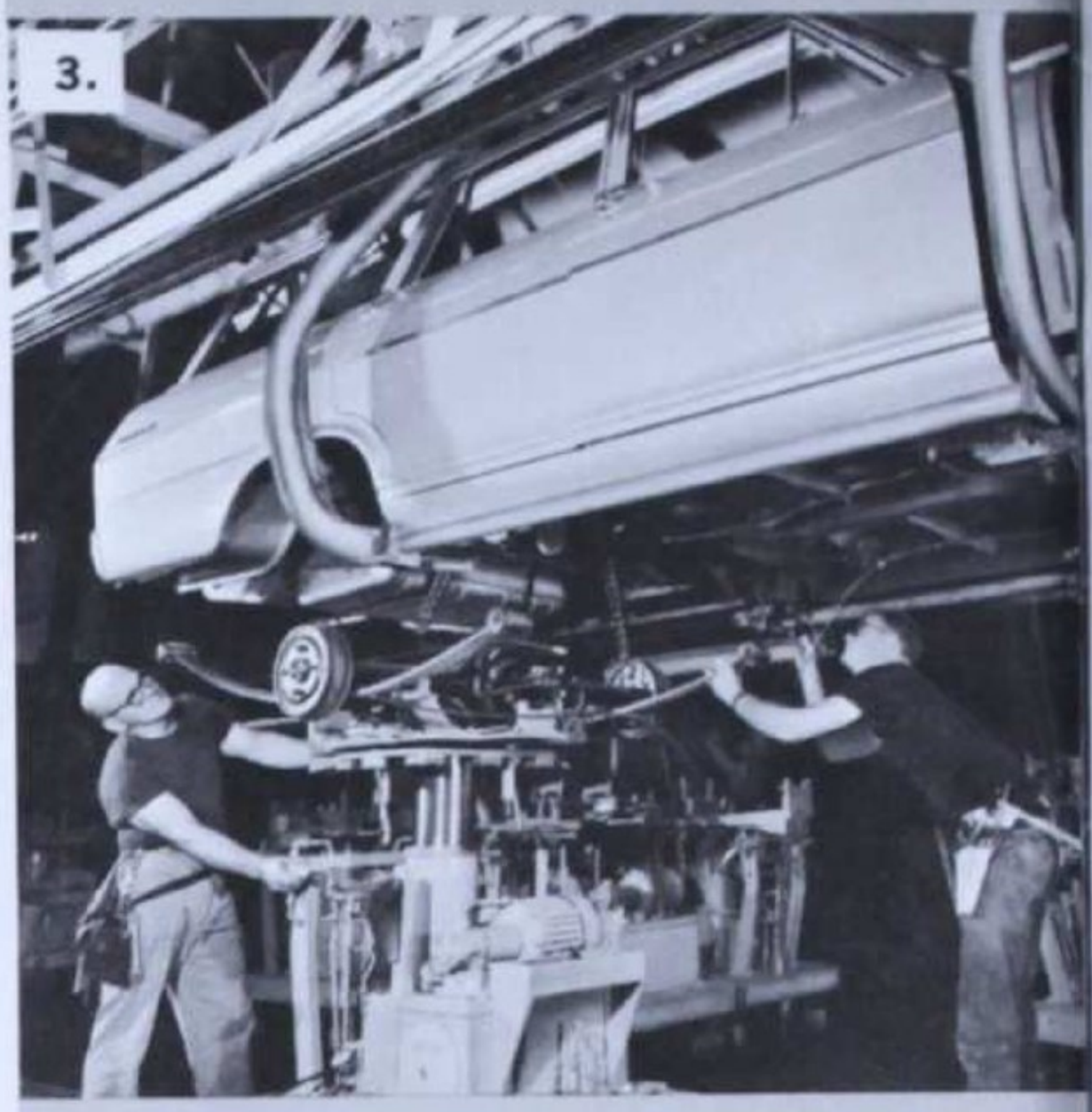


3.

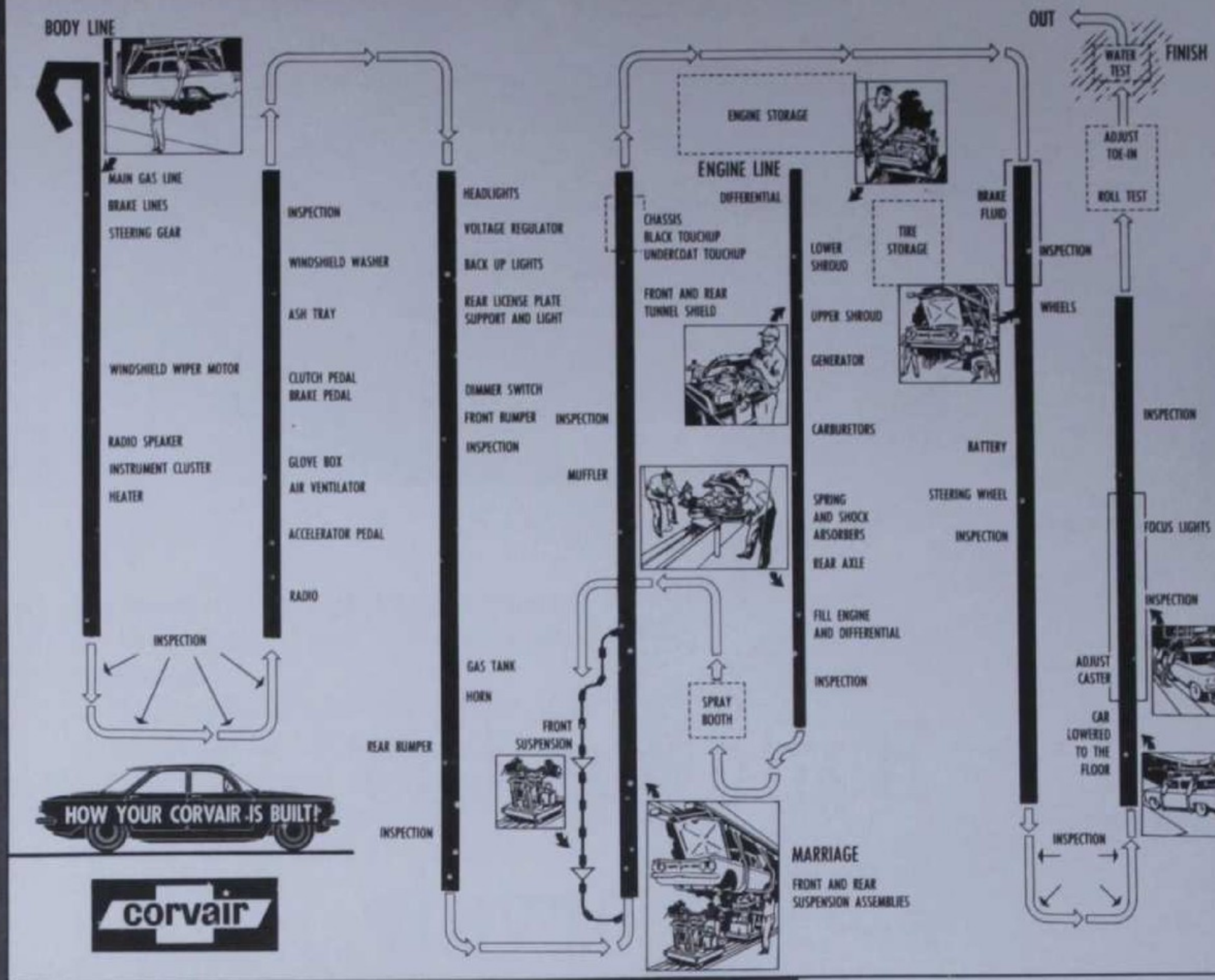
1. *Completed stub frame is attached to the engine and transmission assembly.*
2. *Hydraulic lift positions front end components for attachment to body.*
3. *Body hovers over rear suspension. Hydraulic lift brings rear suspension up to position for attachment to body of car.*
4. *On its own power, the new quality-built Chevy II is driven from the final assembly line to await shipment to Chevrolet dealers across the country.*

4.

Building the 1962 Corvair

Each stage of manufacturing the 1962 Chevrolet Corvair involves precise craftsmanship, coordination and planning. Strict supervision of building and assembly operations assures the 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 produces the kind of close-fitting elegance and solid strength that make the sporty Corvair the fine car of its class.



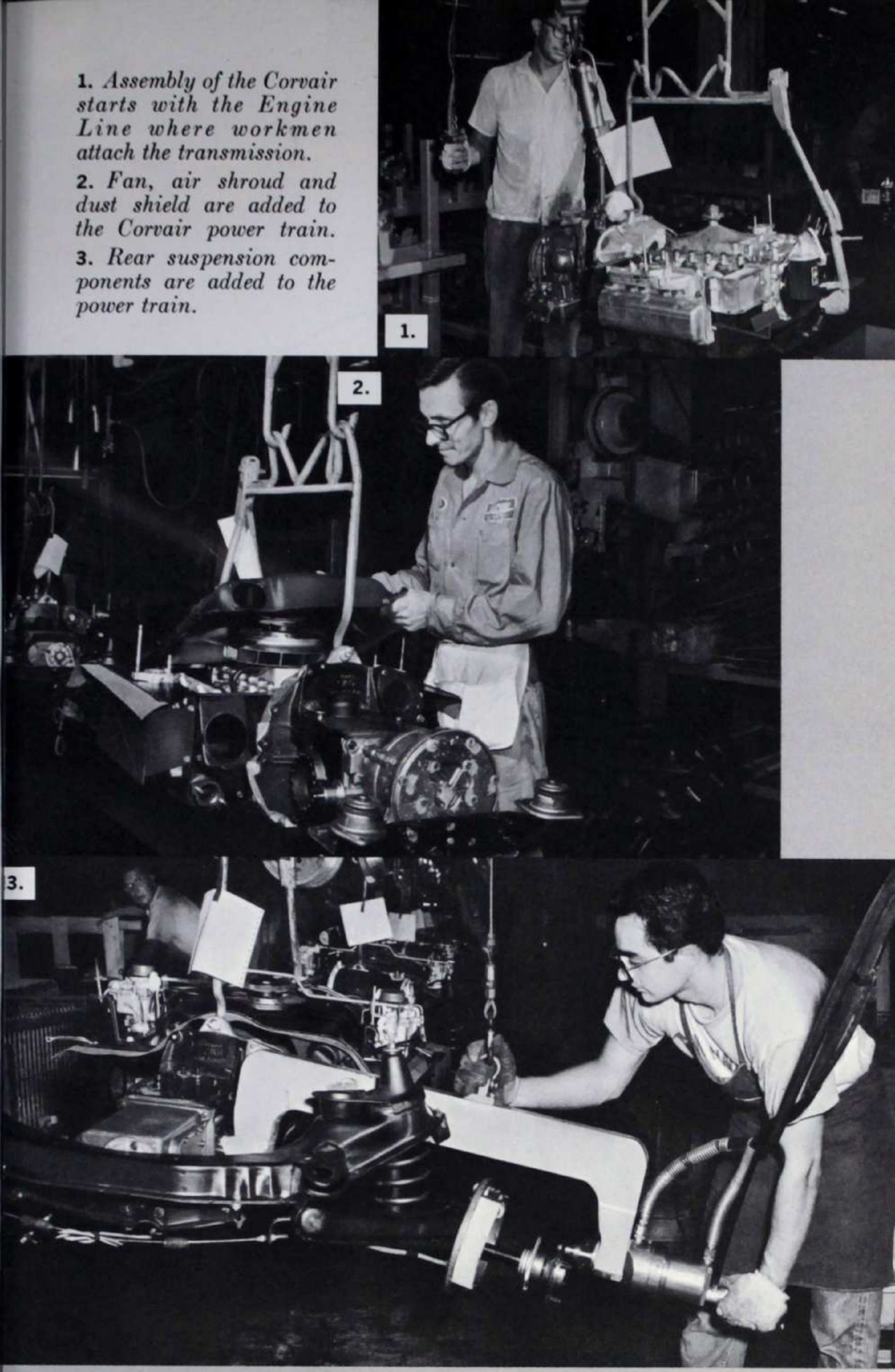
Production flow chart of Corvair's quality assembly.

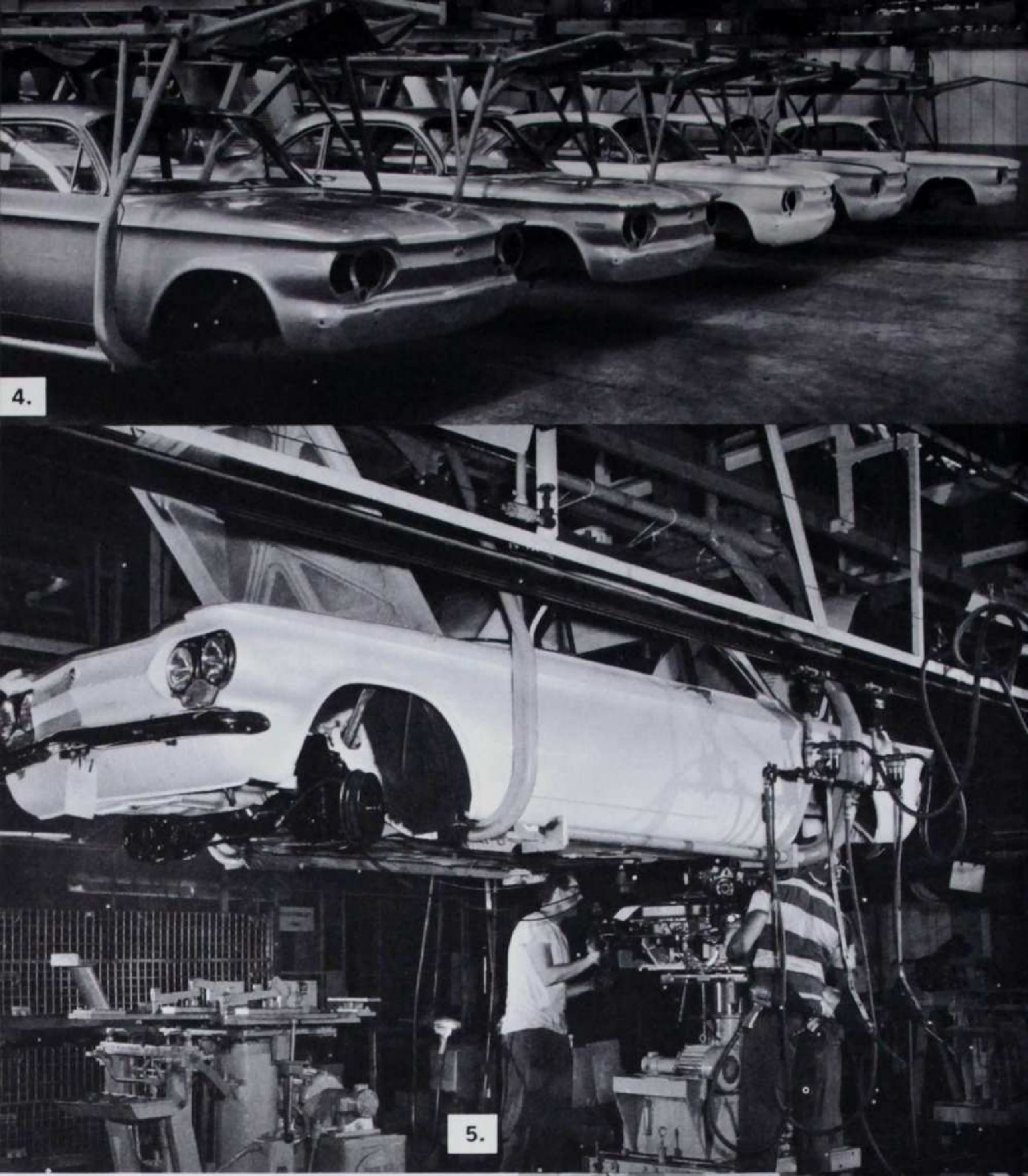
Careful Production Procedure Builds Quality in 1962 Corvair

1. *Assembly of the Corvair starts with the Engine Line where workmen attach the transmission.*

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

3. *Rear suspension components are added to the power train.*





4. *Corvair bodies come from the adjacent Fisher Body Plant in cradles that move slowly on a monorail system.*
5. *Body hovers over hydraulic units which lift the front and rear suspension assemblies in position for attachment to the body.*
6. *Wheels are added as workmen secure wheel nuts all at one time with compressed air wrench.*

7. *Monorail cradle dips car down and wheels touch the floor of the plant for the first time.*

8. *Cradle-carried Corvair is automatically released on moving flat-top conveyor.*

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

10. *Under its own power, the new quality-built Corvair is driven out of the factory for shipment to Chevrolet dealers across the country.*

Building the 1962 Corvette Sports Car

No other car is built like a Corvette. From its one-piece fiberglass body to its unique fuel injection V8 engine choice, nothing compares to the Corvette's advanced construction and custom-care in production. It is built to the close tolerances and extra strength demanded of competition cars, yet, because of Chevrolet's highly specialized production methods and facilities, the Corvette sports car can be sold for thousands of dollar less than comparable—practically hand-built—foreign sports cars . . . and can be serviced at any Chevrolet dealership.

1. *Starting down the assembly line is the Corvette's one-piece fiberglass underbody. Alignment and bonding of pillars and fiberglass panels begin.*

2. *Workmen install window assembly components and body hardware on the body trim line.*

3. *After sealing and sanding, the painted body, complete with trim and hardware, joins the frame and engine assembly at the "body drop" operation.*

4. *A final line inspection and cleanup before the finished Corvette is driven off the final assembly conveyor.*

PART 4

Meeting the ever changing individual demands for mobility, Chevrolet leads the way in 1962 with the most complete, most versatile line of automobiles in its 50-year history. Clean, sculptured styling enriches the long, low silhouette of the big full-size Chevrolet. There are 14 models in all. And totally new for '62 is the Chevy II for modern people with modern ideas about basic transportation. Nine Chevy II model choices include Sport Coupe, Convertible, two 4-Door Sedans, two 2-Door Sedans and 3 Station Wagons. Nine Corvair models that make it fun to be thrifty—plus the internationally famous Corvette sports car—complete Chevrolet's outstanding range of price and preference in America's most popular cars.

Impala Sport Sedan

Impala Sport Coupe

The 1962 Chevrolets

Rich new styling and an outstanding, smooth ride highlight the impressive list of features in full-size Chevrolets. Wide-opening doors—that stay open with husky door checks—give generous entrance room to Chevrolet's big comfort-designed interiors. The trunk area is wide, deep and unobstructed, with spare tire tucked well out of the way. The trunk lid opens just above the bumper for low easy loading access.

Full Coil suspension, direct-action shock absorbers, butyl rubber body mountings, and special rubber cushioning in front and rear suspension all contribute to Chevrolet's steady-going vibration-free ride.

All new Chevrolets feature unique front inner fenders that protect the outer fenders against rust-causing salt and stone damage. All body and chassis metal is treated for rust prevention. And all mufflers have aluminum and zinc coating in strategic areas for increased protection from corrosion. Parallel-action electric windshield wipers come as standard equipment. Chevrolet's brakes are air cooled through wheel slots, and have extra-large bonded linings to assure safe, sure stops and greater durability.

Four dependable owner-proved transmissions are offered in the 1962 Chevrolet: standard 3-Speed Synchro-Mesh and 4-Speed Synchro-Mesh* for manual shifting; Chevrolet Overdrive* for maximum fuel economy; and Chevrolet's famous Powerglide* for smooth, low-cost automatic driving convenience.

Chevrolet for 1962 presents 14 beautiful new models. The Impala series has six—Sport Coupe, Convertible, Sport Sedan, 4-Door Sedan, 6- and 9-Passenger 4-Door Station Wagons. A Super Sport version of the Impala Convertible and Sport Coupe offers many special features* including front bucket seats. Five models grace the Bel Air series—Sport Coupe, 4-Door Sedan, 2-Door Sedan, plus 6- and 9-Passenger 4-Door Station Wagons. There are three full-size, thrift-priced Biscayne models—4-Door Sedan, 2-Door Sedan and 4-Door 6-Passenger Station Wagon.

Exterior color choices include 14 solids and 10 two-tone combinations (Convertible only in solid colors). Interiors of rich patterned fabrics and soft leather-grain vinyl come in a number of luxurious colors keyed to exterior colors.

**Optional at extra cost.*

Impala Convertible

Impala 4-Door Sedan

Impala 4-Door 9-Passenger Station Wagon

Bel Air Sport Coupe

Bel Air 4-Door 6-Passenger Station Wagon

Bel Air 4-Door Sedan

Bel Air 2-Door Sedan

Biscayne 4-Door 6-Passenger Station Wagon

Biscayne 4-Door Sedan

Biscayne 2-Door Sedan

Corvette Sports Car

The New Chevy II

Chevrolet's newest, the Chevy II, is quality-built throughout in the highest Chevrolet tradition . . . bringing the best in modern automotive design to basic transportation. All Chevy II cars feature Body by Fisher craftsmanship with a new kind of unitized construction for rugged strength and durability. There are two new overhead-valve, short-stroke engines with 4-cylinder and 6-cylinder power, plus an entirely new rear suspension. Chevy II is an outstanding value, at a low price.

Mono-Plate Springs in the rear are a new concept in cushioning—uniformly stressed single-unit springs that combine advantages inherent in both coil and leaf spring design. Extensive Chevrolet testing proved their exceptional durability. After tests equivalent to more than 2 million miles, these springs gave proof of their reliability and superior riding qualities. Front suspension includes a high-mounted coil spring at each forward wheel.

Chevy II Nova 400 Sport Coupe

The Chevy II stands a scant 55 inches high on a 110-inch wheelbase, yet there's plenty of hip, head and leg room inside for all passengers. Trim outside dimensions make the Chevy II a real handling treat in traffic or when parking. Trunk space is family size—25.5 cu. ft. of stowage room on a practically level floor. Cargo space in the Station Wagons is large, too—76.2 cu. ft. and over 7 ft. of length from the closed tailgate to the front seat back (over 9 ft. with tailgate open).

Modernized single headlights with 7-inch reflectors are a marked improvement in low-beam lighting over earlier single-headlight systems. Other Chevy II features include air-cooled brakes and front fenders that bolt on for easy repair or replacement if damaged. The Chevy II Body by Fisher offers rust-treated protection and has a hard, durable, long-lasting acrylic lacquer finish. Electrically operated parallel-action windshield wipers are just one example of the many standard equipment extras.

Chevy II Nova 400 Convertible

The new Chevy II is offered in a complete line of cars in 3 model series. The Nova 400 presents 3 luxurious thrift models —Sport Coupe, Convertible and 4-Door 2-Seat Station Wagon. (Sports-car-inspired front bucket seats are available* in the Sport Coupe and Convertible.)

The Chevy II 300 offers 3 models—2-Door Sedan, 4-Door Sedan and 4-Door 3-Seat Station Wagon (third seat faces rear, power-operated rear window is standard equipment). The Chevy II 100, lowest priced of the line, comes in 3 models—2-Door Sedan, 4-Door Sedan and 4-Door 2-Seat Station Wagon. 3-Speed Synchro-Mesh transmission or Powerglide* (with new low-weight aluminum case) is available in all Chevy II models. Standard 90-hp Super-Thrift 153 4-cylinder engine can be selected in 300 or 100 models; standard 120-hp Hi-Thrift 194 6-cylinder engine in every Chevy II. Fourteen solid colors and 10 two-tone combinations (except in Convertible) are offered.

**Optional at extra cost.*

Chevy II 300 4-Door Sedan

Chevy II 300 4-Door 3-Seat Station Wagon

Chevy II 300 2-Door Sedan

The 1962 Corvair

Corvairs for 1962 sport the same uncluttered styling that has made them such public favorites. The appeal of the Corvair is as different and basic as its design. Corvair has caught the fancy of sports car enthusiasts, new drivers, old hands at the wheel, the thrifty and the young-in-heart of all ages. With its exclusive rear-engine design and coil spring 4-wheel independent suspension, Corvair's steering, parking, traction and all-around ride put new zest and fun into driving.

Driving, convenience and comfort benefits have been added to the '62 Corvairs. Standard equipment in all models (except Greenbrier) now includes dual sun visors, front arm rests and cigarette lighter. There are 6 Corvair power teams to choose from in '62. Standard 6-cylinder engine and transmission: 80-hp Turbo-Air 145 (84 hp in Monzas with Powerglide) and 3-Speed Synchro-Mesh. 102-hp Turbo-Air 145* gives a second engine choice (except Greenbrier). 4-Speed Synchro-Mesh* or automatic Corvair Powerglide* is available with either engine.

**Optional at extra cost.*

Corvair Monza Club Coupe

Basic advantages of the 1962 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. RIDE—4-wheel independent suspension with coil springs gives exceptional ride stability and freedom from road pounding. STEERING—Light, simple and easy due to less weight over the front wheels. Parking in close areas becomes almost a pleasure. ROOM—Corvair's Body by Fisher has a virtually flat floor and ample room for every passenger. Up-front luggage compartment offers a lockable compartment for lots of cargo. And loads of extra space comes with every Corvair Wagon. EXTERIOR FINISH —Acrylic lacquer finish means brilliant, deep, hard luster that lasts for years and years.

Corvair models total 9 for 1962. In the luxurious, sports-styled class are the Monzas—Club Coupe, 4-Door Sedan and 4-Door Station Wagon. There's the smart Corvair 700 series—Club Coupe, 4-Door Sedan and 4-Door Station Wagon. And, sporting the line's lowest price, the Corvair 500 Club Coupe. For '62, the versatile Greenbrier Sports Wagon comes in two models—Greenbrier and its companion the Greenbrier De Luxe. Optional features* for the '62 Corvair (depending on model choice): air conditioning . . . fold-down rear seat (standard on Monzas) . . . push-button transistor-powered radio, and many others. Popular bucket seats are standard in the Monza Sport Coupe, available* in the Monza 4-Door Sedan and Station Wagon.

**Optional at extra cost.*

Corvair Monza 4-Door Sedan

Corvair 700 Club Coupe

Corvair 700 4-Door Sedan

Corvair 700 4-Door Station Wagon

Corvair Greenbrier De Luxe Sports Wagon

Engines

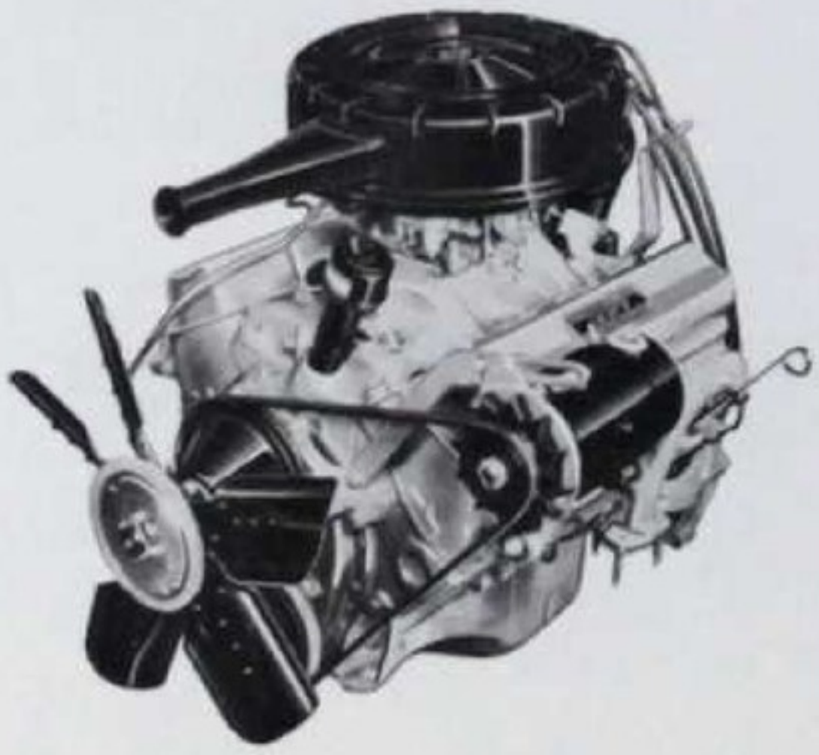
Chevrolet in 1962 matches its wide range of cars with an equally wide choice of engines. From supreme economy to supreme power, each Chevrolet engine is designed to meet the individual car requirements of every driving need.

6-CYLINDER 135-HP HI-THRIFT 235

Chevrolet's famous 135-hp Hi-Thrift 235 has proved its popularity over billions of owner-driven miles. The combination of exceptional economy, together with its smooth, quiet and efficient operation on regular gas, continues to make Hi-Thrift 235 a favorite with the motoring public.

8-CYLINDER 170-HP TURBO-FIRE 283

Chevrolet's standard V8, the 170-hp Turbo-Fire 283, combines lively V8 performance with budget-pleasing fuel economy. This year, the automatic choke has been made even more reliable. And a new air cleaner inlet quiets the flow of air through the carburetor. A thrifty 2-barrel carburetor helps squeeze extra miles out of every gallon of regular gas.



250-HP AND 300-HP TURBO-FIRE 327 V8's

Advanced V8 power is available in Chevrolet models in the 250-hp Turbo-Fire 327 and the 300-hp Turbo-Fire 327*. These are totally new V8 engines for '62. Their high power-to-weight ratio results in operating efficiency with outstanding performance. Larger 4-barrel aluminum carburetor and inlet valves, plus bigger dual exhaust system, provide the boost to 300 hp.*

**Optional at extra cost.*

380-HP AND 409-HP TURBO-FIRE 409 V8's

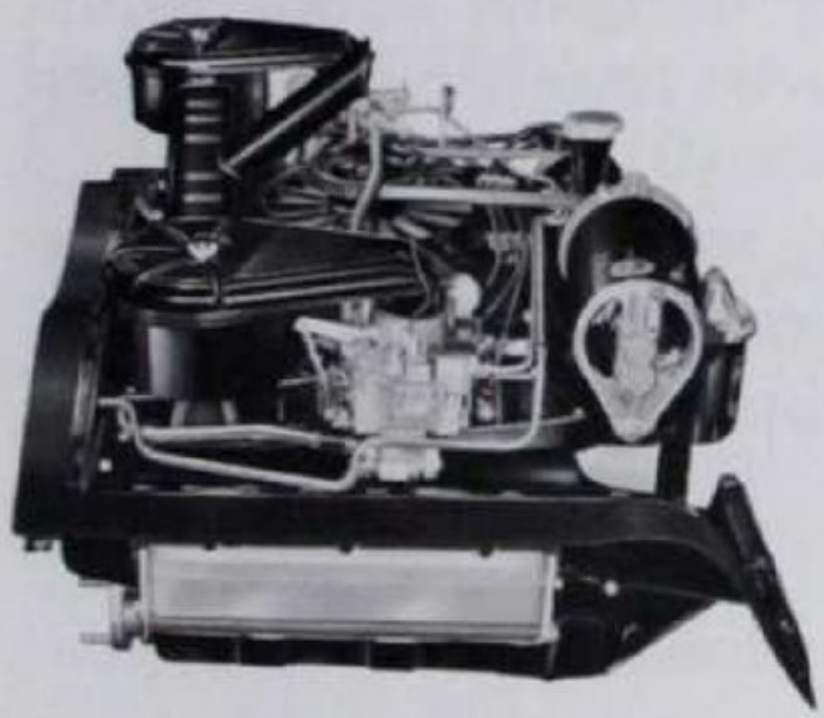
Ultra V8 power comes in two optional choices for all Chevrolet models: the 380-hp Turbo-Fire 409 with a large-throat 4-barrel aluminum carburetor, and the 409-hp Turbo-Fire 409* with two 4-barrel aluminum carburetors. Both engines have special camshaft design, mechanical valve lifters and 11.0 to 1 compression ratio. Every dimension of the Turbo-Fire 409 V8 is strength-engineered to handle the tremendous power with ease.*

CHEVY II 90-HP SUPER-THRIFT 153

Entirely new is this 90-hp Super-Thrift 153 4-cylinder engine. Large bore, short stroke overhead valve design, single-barrel carburetor and 8.5 to 1 compression ratio. All contribute to its superb economy and surprising performance on regular gas. A husky forged steel crankshaft, supported by 5 main bearings, gives extra strength plus a bonus in smooth performance. Hydraulic valve lifters and full-flow oil filter are standard. The Super-Thrift 153 is available in all Chevy II 300 and 100 models.

CHEVY II 120-HP HI-THRIFT 194

Available in the complete Chevy II line is an all-new 6-cylinder engine, the 120-hp Hi-Thrift 194. Performance with economy on regular gas comes from its overhead valve, large bore, short stroke design. There's an 8.5 to 1 compression ratio. Seven main bearings and forged high-strength-steel crankshaft assure smoothness and durability. Hydraulic valve lifters, full-flow oil filter and automatic choke are standard equipment.



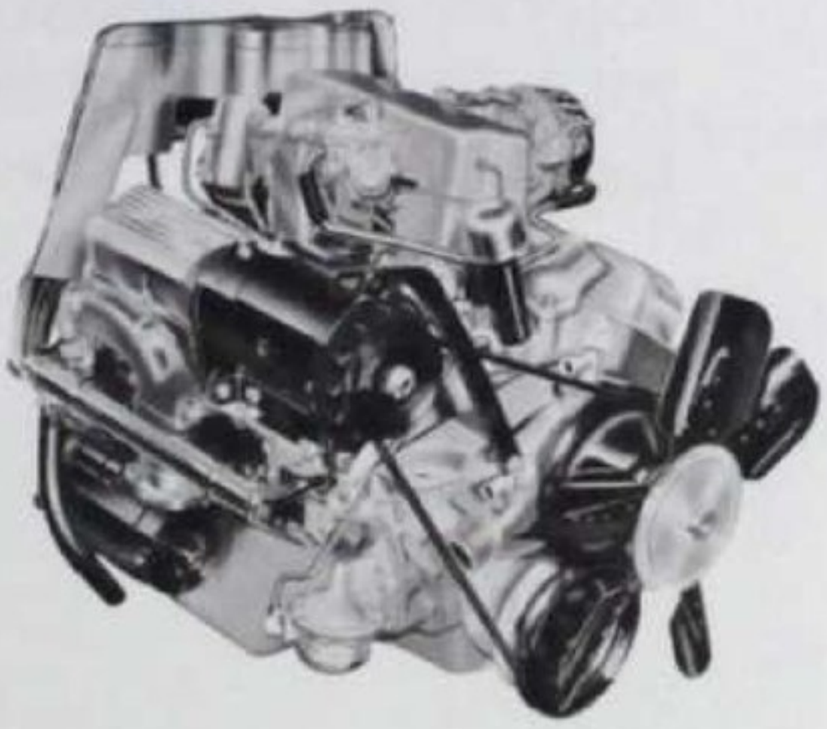
CORVAIR 6-CYLINDER ENGINES

Truly economy units. The 6-cylinder 80-hp Turbo-Fire 145 (84 hp in Monzas with Powerglide) is an aluminum air-cooled engine designed exclusively for Corvair. Its twin carburetors supply a balanced fuel-air mixture directly to each bank of cylinders for smooth, economical performance. Also available is the higher powered 102-hp Turbo-Air 145 (in all models except Greenbrier).*

CORVETTE V8's

A completely new line of power plants is offered in the '62 Corvette. The standard Corvette V8 gets a boost to 250 hp, with displacement increased to 327 cu. in. In addition, there's a choice of optional V8 engines: 300 hp and 340 hp, the latter having a special camshaft and mechanical lifters. Single 4-barrel carburetion is a feature of these engines. A 360-hp plant is available in the Ramjet Fuel Injection high-performance engine option.*

**Optional at extra cost.*



The 1962 Chevrolet Trucks

Light-Duty Conventional Panel

There's more power and efficiency for the 1962 Chevrolet Truck line with new engine availability . . . new diesel models . . . new easy-view styling . . . and more models than ever before.

Foremost among the many improvements in the 1962 Chevrolet Truck line are the availability of diesel power for the first time in company history and more powerful engines in every weight class.

New diesel power for medium- and heavy-duty models is provided by the General Motors 4-cylinder 130-hp and the 6-cylinder 195-hp engines. Other new engines include two new gasoline V8's of 327- and 409-cu.-in. displacement, developing 185 and 252 hp respectively.

In addition, for the first time in light-duty trucks, Chevrolet offers the proved 150-hp 261-cu.-in. Six as a regular option* for extra durability and performance. In total, Chevrolet offers ten engines to meet the requirements of almost any truck job.

Other important advances for 1962 are:

New easy-view styling, with newly designed hoods which slope down at the front and sides to provide better road visibility for safer driving

Cabs which feature new fabrics and colors plus deep foam-cushioned seats for greater driver comfort

Turn signals as standard equipment on all except forward control truck models

Restyled radiator grilles which include 8-inch sealed beam headlights on most models, effecting lower replacement cost

Alternating current generators as optional* equipment with gasoline engines

Extended life mufflers on all gasoline models

**Optional at extra cost.*

Light-Duty Fleetside Pickup

Light-Duty Step-Van

Medium-Duty Stake

Medium-Duty Diesel Van

In addition, these 1962 Chevrolet Trucks, with further improved independent front suspension systems, offer a smoother more comfortable ride than before.

The Corvair 95 line is continued with the same advanced-design models introduced last year. Quality features include:

Rugged unitized body-frame construction

Double-walled side panels

Durable rear mounted air-cooled engine that never needs water or antifreeze

Unitized engine and transaxle drive

New automatic choke

Redesigned double side door locking mechanisms in panel models

Independent 4-wheel suspension

New optional* limited slip differential

**Optional at extra cost.*

The Corvair 95 line includes the Rampside pickup with a handy side loading ramp; the Loadside pickup with 80 cu. ft. of cargo area; and the roomy Corvan panel with 191 cu. ft. of load space and payload capacities up to 1,900 lbs.

With a total of 203 models, from light-duty pickups to the big new diesels, there's a Chevrolet Truck for virtually any job. Owners can fill their truck needs from this complete line which fits an even wider range of hauling requirements than ever before.

1.

2.

3.

1. *Corvair 95 Corvan*
2. *Corvair 95 Rampside*
3. *Heavy-Duty Tandem Dump*
4. *Heavy-Duty Tilt Cab Tractor*

4.

The Chevrolet Engineering Center

Chevrolet Engineering

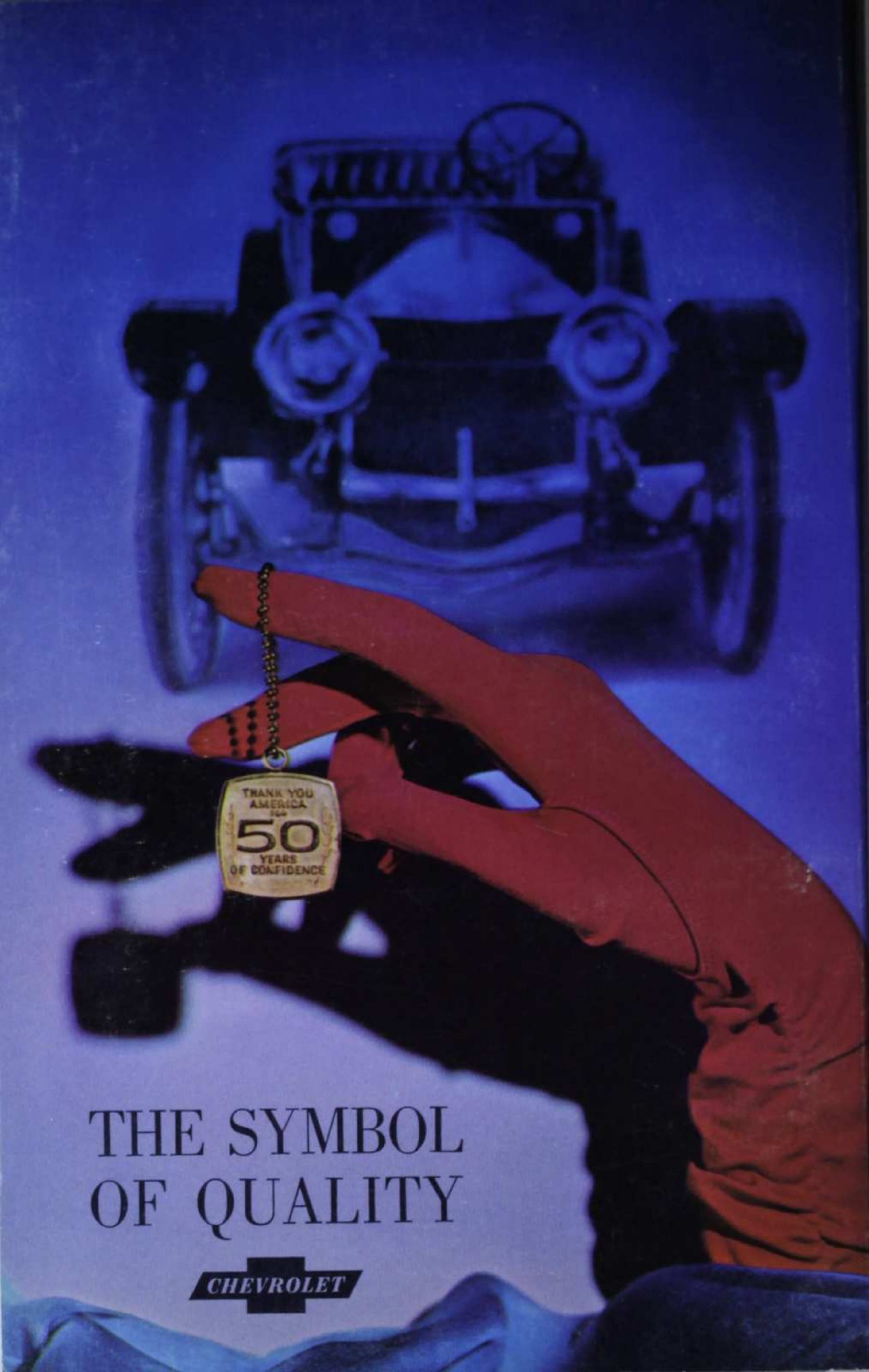
builds for a better tomorrow . . .

The General Motors Proving Ground

The General Motors Technical Center

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.

Litho in U.S.A.



THE SYMBOL
OF QUALITY

CHEVROLET