

the **CHEVROLET**
1911/1958 **STORY**



1958 Chevrolet Spartan Chassis-Cab

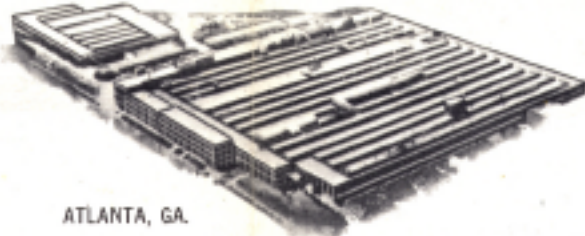
Chevrolet Task-Force 58 trucks have been completely restyled for a fresh, more massive appearance. New series names include the light-duty Apache, the medium-duty Viking and the heavy-duty Spartan.



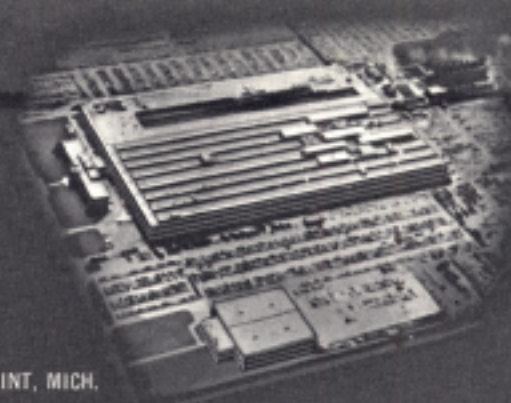
1958 Chevrolet Bel Air Impala Sport Coupe



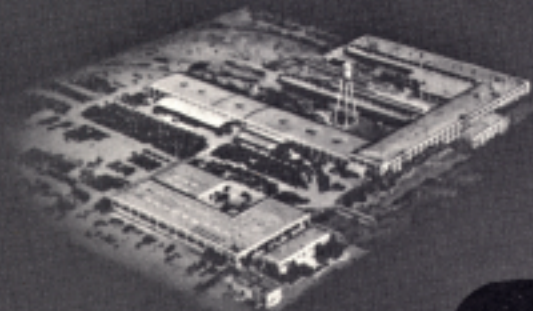
TARRYTOWN, N. Y.



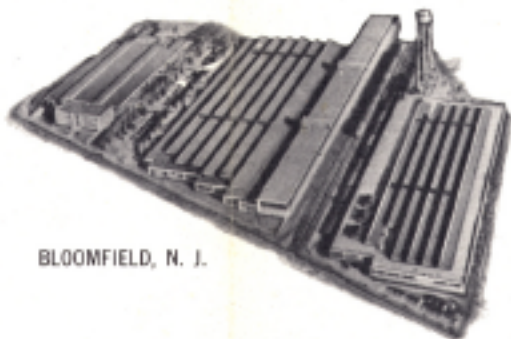
ATLANTA, GA.



FLINT, MICH.



OAKLAND, CAL.



BLOOMFIELD, N. J.

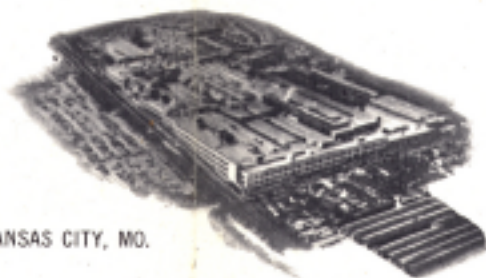


BALTIMORE, MD.

CHEVROLET ASSEMBLY PLANTS



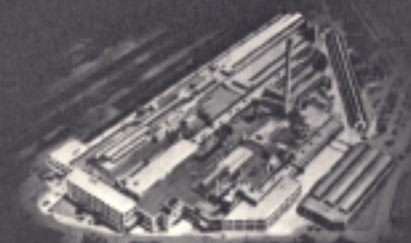
YPSILANTI, MICH.



KANSAS CITY, MO.



ST. LOUIS, MO.



NORWOOD, OHIO



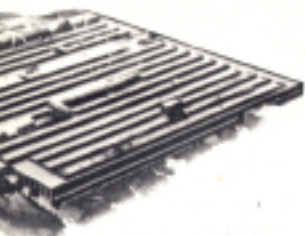
OAKLAND, CAL.



JANESVILLE, WIS.



LOS ANGELES, CAL.

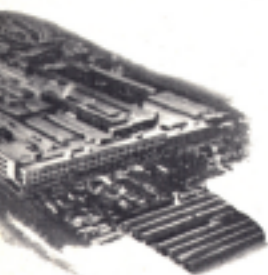


FLINT, MICH.



BALTIMORE, MD.

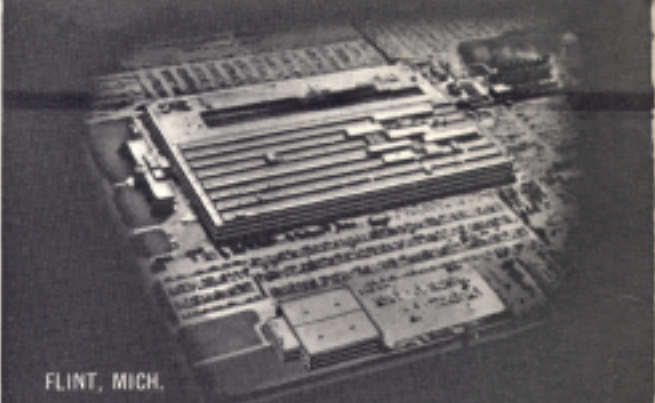
SEMBLY PLANTS



ST. LOUIS, MO.



OAKLAND, CAL.



JANESVILLE, WIS.



LOS ANGELES, CAL.



This is the thrilling story of growth . . .

the Chevrolet story—encompassing a sweeping panorama of automotive history. From a loft above a shop in Detroit to a dynamic industrial family, from the embryo of an idea to America's most popular car . . . progress is the pulsebeat of Chevrolet.

the CHEVROLET STORY

Here is an exciting adventure, Chevrolet's role in the drama of industrial progress, so much a part of the American way of life. This tremendous role over the years is vividly illustrated by comparison of production figures. In 1912, Chevrolet's first full production year, 2,999 cars were built. Now this total is only a part of the single production day in the 32 Chevrolet plants that span America.

Here is the behind-the-scenes picture of where new ideas are born, the story of men and machines working together, where the constant search goes on for new ways to create a superior product for the motoring public. It's the story of Chevrolet, the car more people drive than any other car on American streets and highways.

◀ *Panorama of Chevrolet assembly plants.*

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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, and two years of experiments and tests preceded the actual assembly work. Louis Chevrolet, 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.

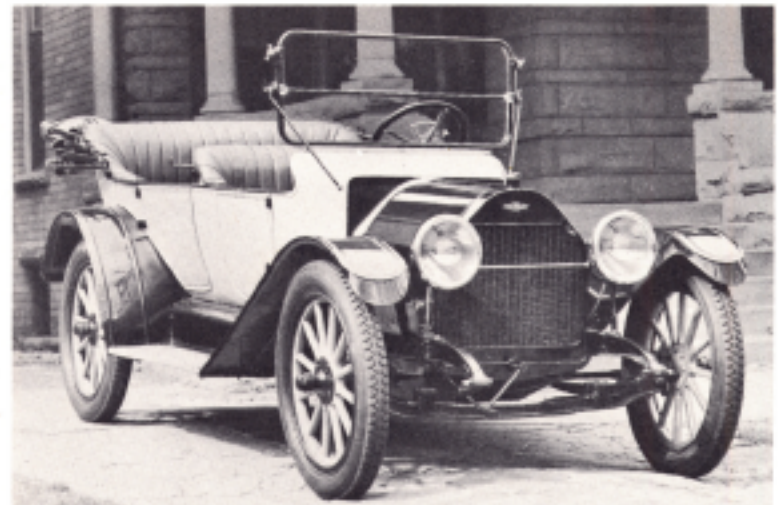


The first Chevrolet car built in 1912.

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. When Durant merged the



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



Famous Chevrolet trademark, second from the left, the symbol of dependability, economy and quality in automobiles. Also shown are three early Chevrolet nameplates.

Little Company and Chevrolet in 1913, he gave the Chevrolet name to the Little car and moved the Detroit plant to his old 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 significant 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.



C

HEVROLET "Four-Ninety" Touring Car meets completely the national need for dependable and economical transportation.

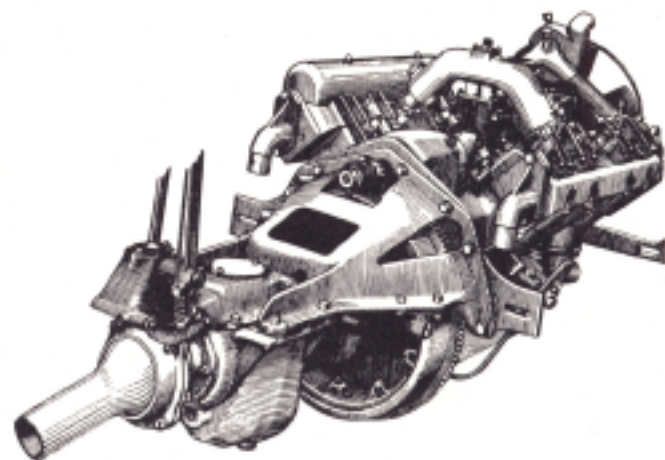
The first cost is low. The upkeep is never a burden.

Electrically started. Electrically lighted. Demountable rims. Completely equipped.

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



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

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 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. 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 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.



1912-13



1914



1915



1916

Chevrolts of the Pioneering Years, 1911-1920



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 has 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 Motor

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. Can *not* compare, *not* 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 MOTOR COMPANY
Division of General Motors Corporation
DETROIT, MICH.

AMERICA'S MOST ECONOMICAL MOTOR CAR
CHEVROLET

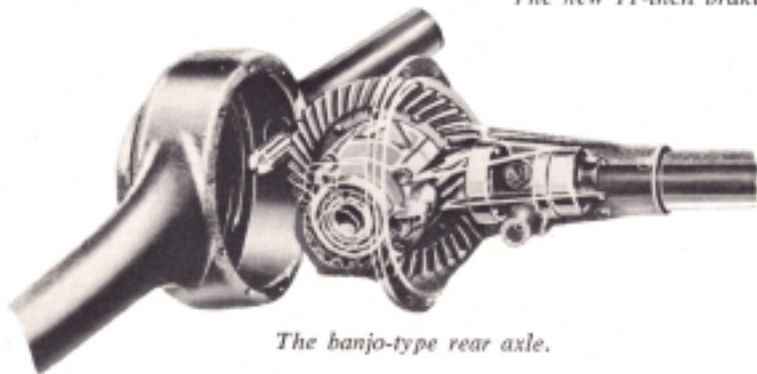
This is a 1923 newspaper advertisement announcing the Chevrolet "Superior," successor to the famous "490."



One-piece windshield with automatic wiper.

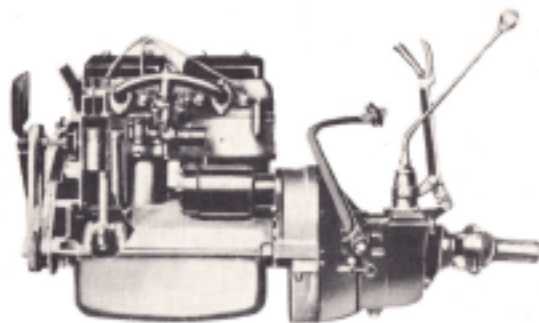


The new 11-inch brake

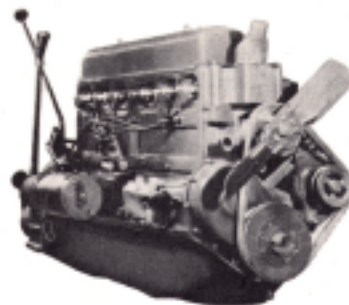


The banjo-type rear axle.

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.



"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.

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.

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

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



1922



1923



1924

Chevrolts of the Twenties, 1921-1930



1925



1926



1927



1928



1929



1930

CHAPTER THREE

Taking the Leadership—1931-1941

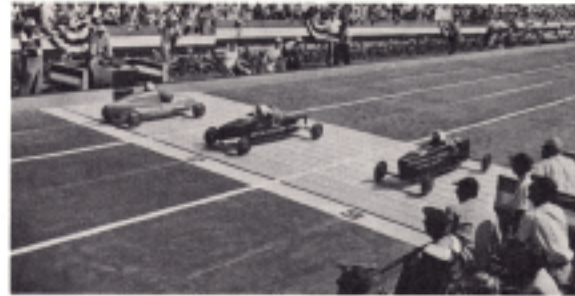
ALTHOUGH the depression years created severe economic hardships throughout the country, Chevrolet was able to make major manufacturing expansions, erecting a new spring plant in Detroit and acquiring a plant in Indianapolis to build commercial and truck bodies on a large scale.

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 Chevrolet began the most famous of all industrial youth promotions—the All-American Soap Box Derby. The first of these races was held in Dayton, Ohio. The Derby was the brainchild of Myron E. Scott, a Dayton newspaperman,

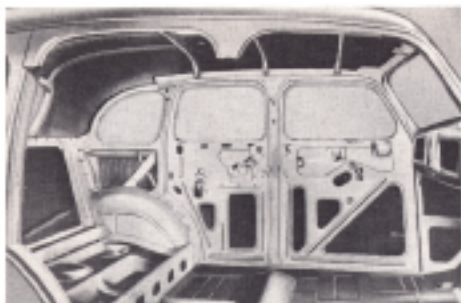


A thrilling finish in the All-American Soap Box Derby.

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 competitions 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. Scholarship prizes totaling \$15,000 and valuable merchandise awards are given annually to winners. The 20th anniversary of the All-American was celebrated in 1957 (the Derby was not held during the four World War II years) and the winner was given an all-expense paid European tour as an additional award.

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



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

ride possible. 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 3, 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.



Some 1934 Chevrolets featured a built-in trunk.



The 1932 Chevrolet had a built-in grille.



Chevrolet trucks demonstrated outstanding economy in a series of AAA tests in 1936. This 1 1/2-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.

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.

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 of varying sizes, 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 main-

Chevrolet began producing war materials in April, 1940.



1931



1932



1933



1934



1935



1936

Chevrolet's Leading the Industry, 1931-1941



1937



1938



1939



1940



1941



1942

tenance 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."

Many Chevrolet plants achieved the Army-Navy "E" for excellence in production during the next four years.

A partial list of wartime products made by Chevrolet includes: 8,000,000 shells, 500,000 military cars and trucks, 60,000 Pratt & Whitney engines, 3,800 armored cars, 2,000 90-mm. guns, 200,000,000 pounds of aluminum forgings, 5,700,000 pounds of magnesium castings and 2,000,000,000 pounds of grey iron castings.



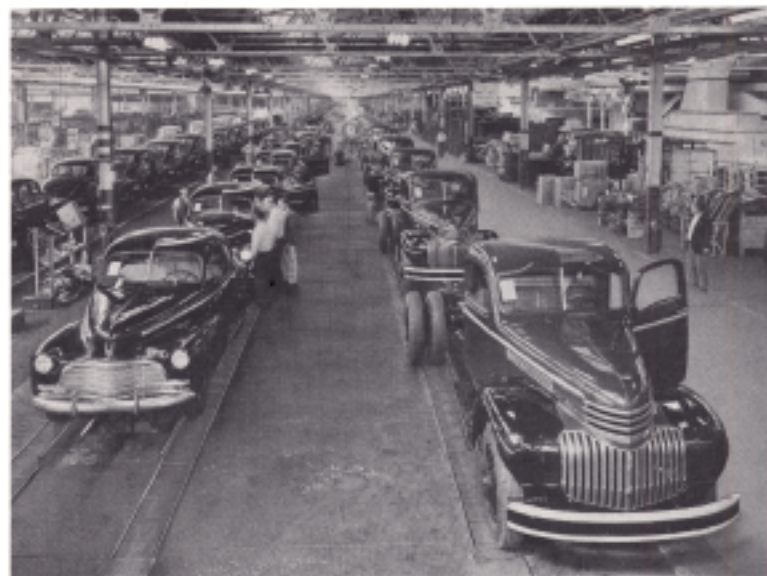
Many Chevrolet plants were awarded the Army-Navy "E" for excellence in production during World War II.

CHAPTER FIVE

Greatest Production Years—1946-1957

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



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

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

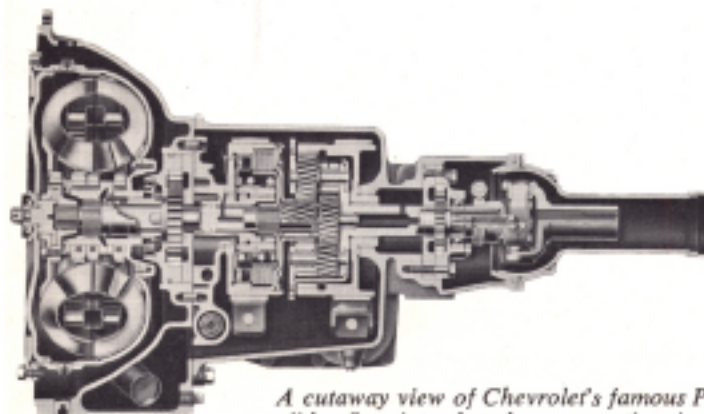
After Dreystadt's untimely death in August 1948, W. F. Armstrong, a GM vice president, became general manager of the company. When Armstrong was given another GM assignment, T. H. Keating was advanced from Chevrolet general sales manager to general manager of Chevrolet and vice president of the General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

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



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



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

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.

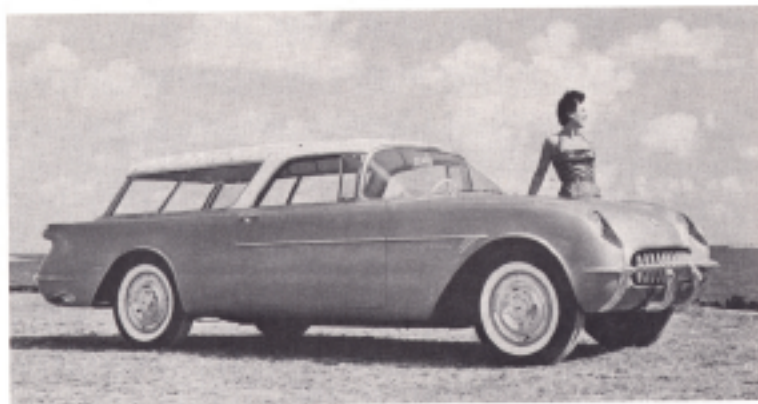
New plants in Flint, Michigan; Tonawanda, New York, and Livonia, Michigan, and additions in Cleveland, Indianapolis and Muncie were completed in 1954.

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.



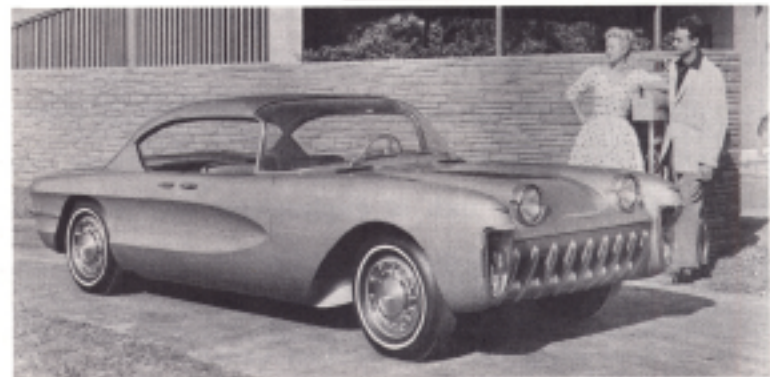
The Chevrolet Corvette rolled off the assembly line in Flint, Michigan, six months after its introduction in January, 1953, at the General Motors Motorama.



The Corvette Nomad bowed as a dream car in the 1955 Motorama and later went into production utilizing the Chevrolet passenger car body.



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.



The 1956 Motorama was the debut of the Chevrolet Impala dream car.

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

An outstanding engineering advancement was made in 1957 when Chevrolet introduced Turboglide—the first triple-turbine automatic transmission in the industry. Ramjet Fuel Injection also was made available for the first time as a production engine. With the Ramjet Fuel Injection engine, one horsepower per cubic inch of displacement was possible—a tremendous step forward in engine performance and efficiency.

In August 1957, a Chevrolet pick up truck climbed Pikes Peak without using the road—another demonstration of the outstanding performance and endurance of Chevrolet trucks.



The 38 millionth Chevrolet rolled off the Flint assembly line on December 4, 1957. E. N. Cole, Chevrolet general manager, accepts the inspection tag from T. M. Schooley, Flint plant manager.



1946



1947



1948



1949



1950



1951

Chevrolet . . . America's most popular car, 1946-1957



1952



1953



1954



1955



1956



1957



Chevrolet Central Office, Detroit



The General Motors Building, Detroit

A Few Chevrolet Firsts in the Low-Price Field

Valve-in-Head Engine • Duco Finish • 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 • 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 • Directional Signals (as standard equipment) • Turboglide Automatic Transmission • Positraction Rear Axle • Machined-in-Block Combustion Chamber • Level Air Suspension • Full Coil Suspension • Safety-Girder Frame

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



W. E. FISH
General
Sales Manager
since 1949



H. F. BARR
Chief Engineer
since 1956



F. R. FRASER
Divisional
Comptroller
since 1955



N. J. ELLIS
General Personnel
Manager
since 1957

FORMER GENERAL MANAGERS OF CHEVROLET

W. C. Durant 1911-1920	Karl W. Zimmerli 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
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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	

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

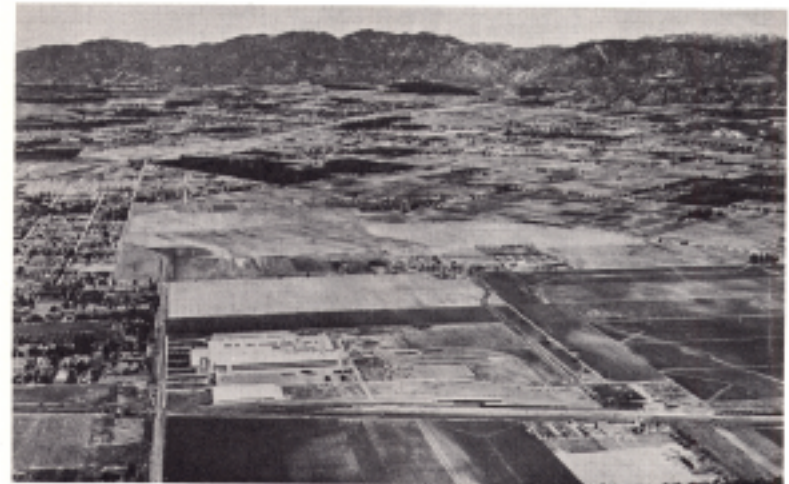
PRECISION is the keynote of Chevrolet's dynamic production operations. A vast network of manufacturing and assembly plants spans the United States—to meet the public demand for America's most popular car—employing nearly 100,000 people to build Chevrolet passenger cars and trucks.

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 the constant maintenance of quality—in materials and workmanship.

Thirty-two 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 dynamic 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. How the community looks today is shown below. Thousands of new homes have sprung up on acreage that was undeveloped only 11 years ago.



Chevrolet Plants

THIRTY-TWO manufacturing and assembly plants are operating for the Chevrolet Motor Division. Twenty of these facilities are manufacturing centers and twelve are engaged in assembly operations. *Here is a breakdown of these plants:*

MANUFACTURING PLANTS

Bay City, Michigan	Muncie, Indiana
Buffalo, New York	Saginaw Grey Iron Foundry (Michigan)
Cleveland Passenger Transmission	Saginaw Service (Michigan)
Cleveland Pressed Metal	Saginaw Transmission (Michigan)
Detroit Forge	Toledo Passenger Transmission
Detroit Gear and Axle	Tonawanda Forge (New York)
Flint Frame and Stamping	Tonawanda Motor (New York)
Flint Motor	Tonawanda Foundry (New York)
Flint Pressed Metal	
Flint Engine	
Indianapolis Commercial Body	
Livonia Spring and Bumper (Michigan)	

ASSEMBLY PLANTS

Atlanta, Georgia	Los Angeles, California
Baltimore, Maryland	Norwood, Ohio
Bloomfield, New Jersey	Oakland, California
Flint, Michigan	St. Louis, Missouri
Janesville, Wisconsin	Tarrytown, New York
Kansas City, Missouri	Ypsilanti, Michigan



The Los Angeles Assembly Plant



The Cleveland Transmission Plant



The Flint Assembly Plant



The Livonia Manufacturing Plant

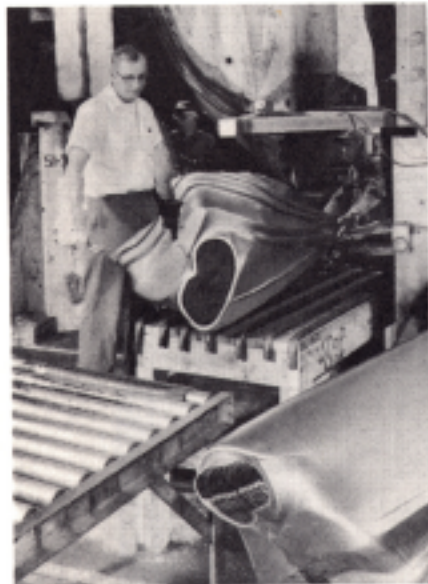


The Flint Manufacturing Plant

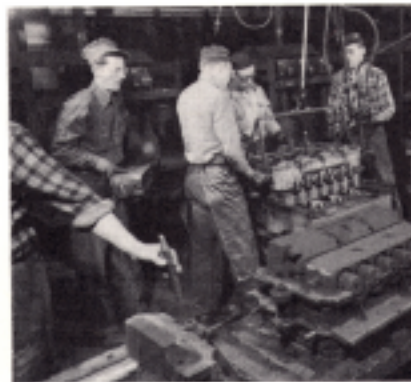
Building
the 1958 Chevrolet
in pictures



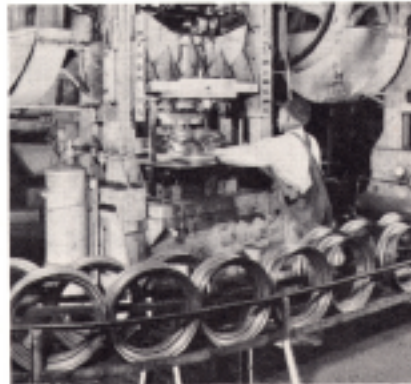
*Pouring of hot metal from cupola
into ladle at foundry.*



*Workman removes front fender
from a double-action press.*



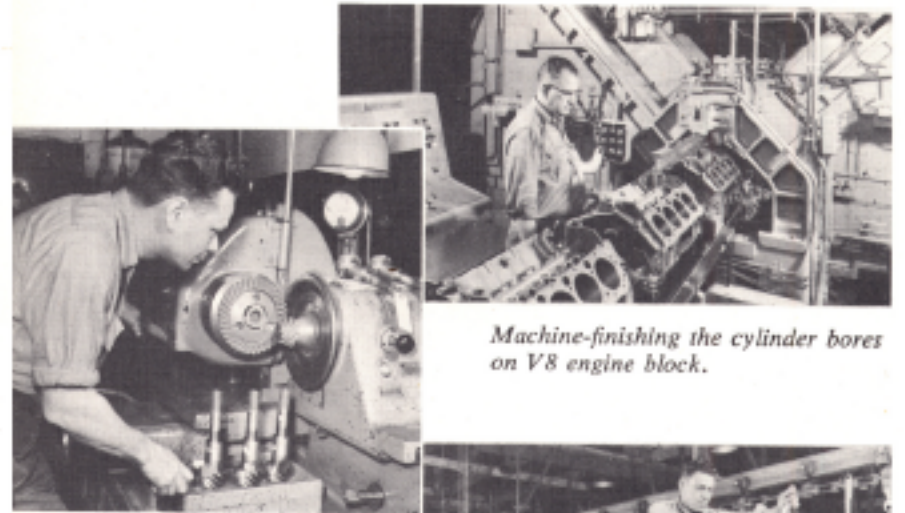
*Removing of cylinder block
casting from sand mold.*



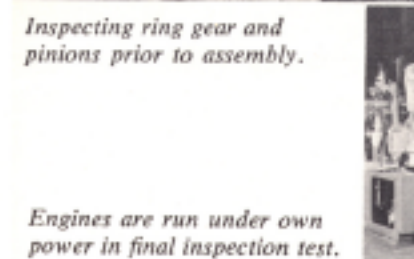
*Forming, sizing and
coining wheel rim.*



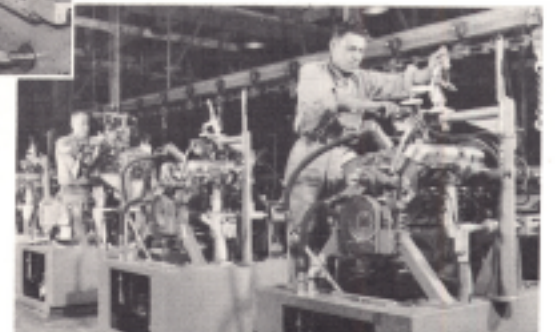
Machines finish outer ends of rear axle housing for wheel bearings and brakes.



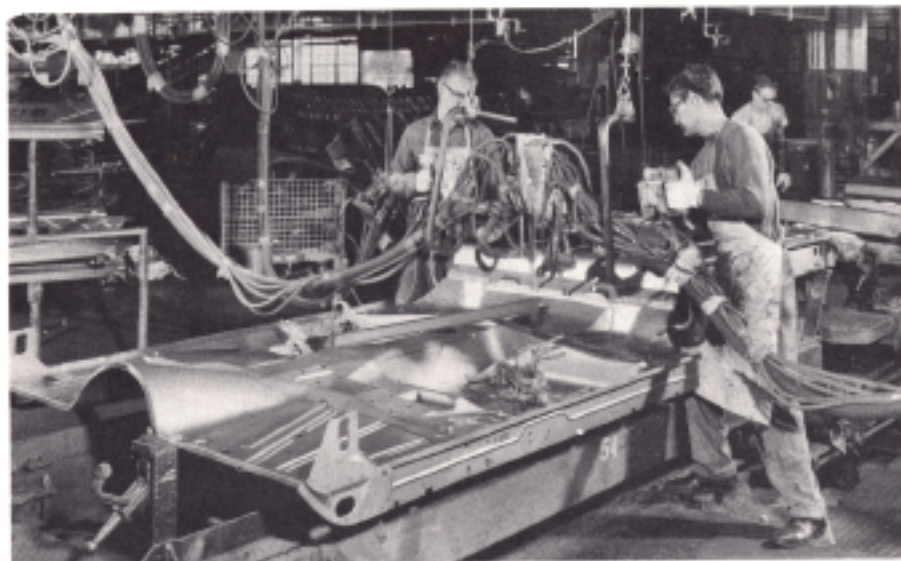
*Machine-finishing the cylinder bores
on V8 engine block.*



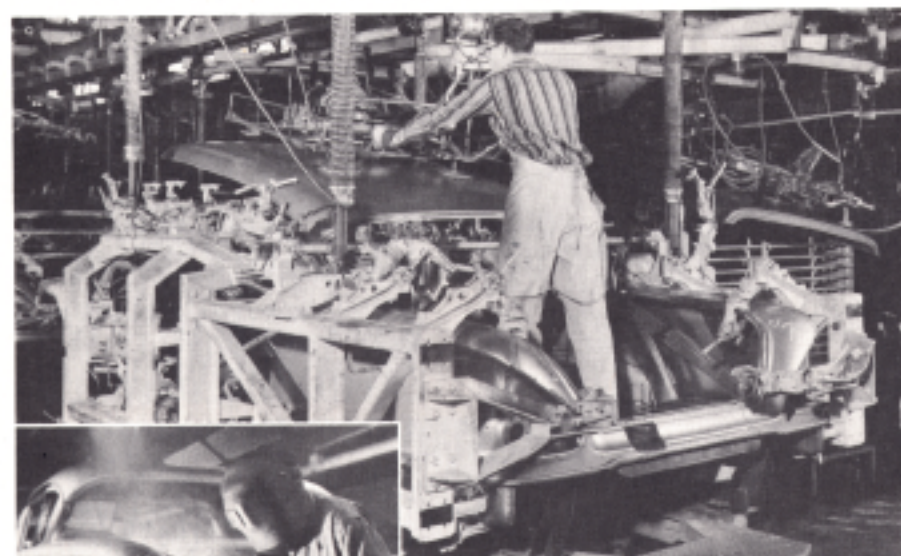
*Inspecting ring gear and
pinions prior to assembly.*



*Engines are run under own
power in final inspection test.*



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



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



Body joints are spot welded.



Buffing smooths the body before painting.



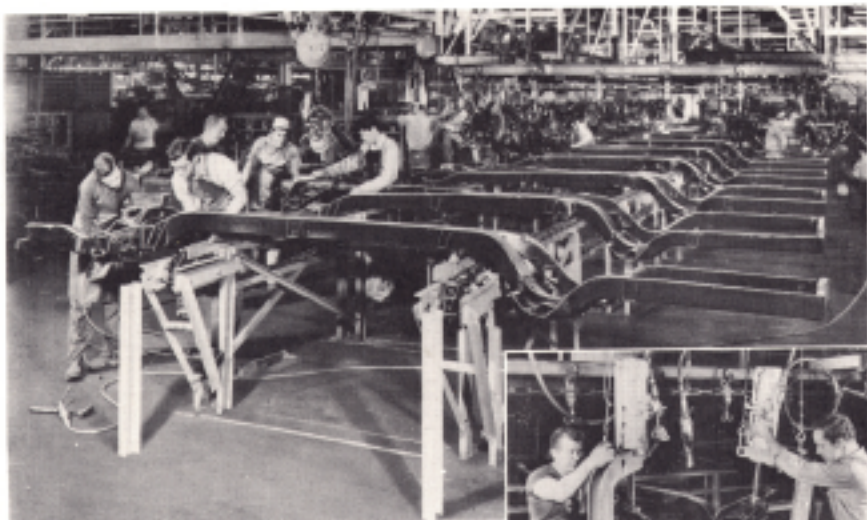
Paint is sprayed on the body.



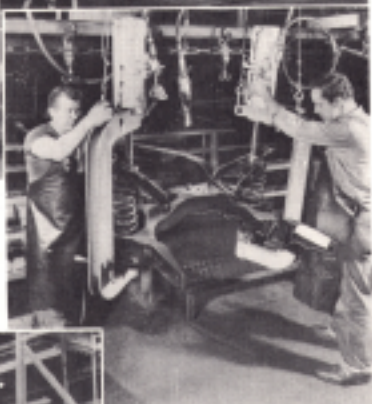
Door window is fitted into place.



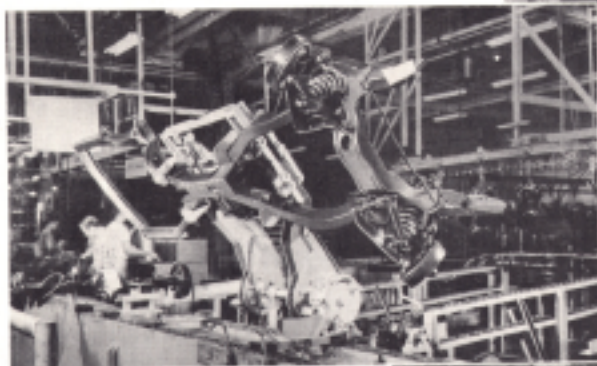
Seats are placed in position as the bodies glide down the line.



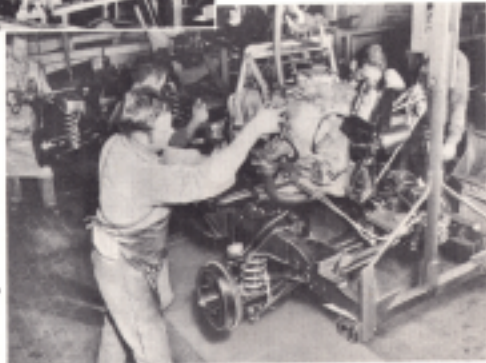
Assembly operations begin with the frame in an upside-down position.



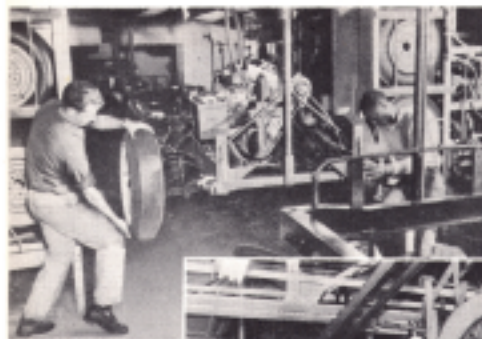
Coil springs are attached and pressed with hydraulic clamps.



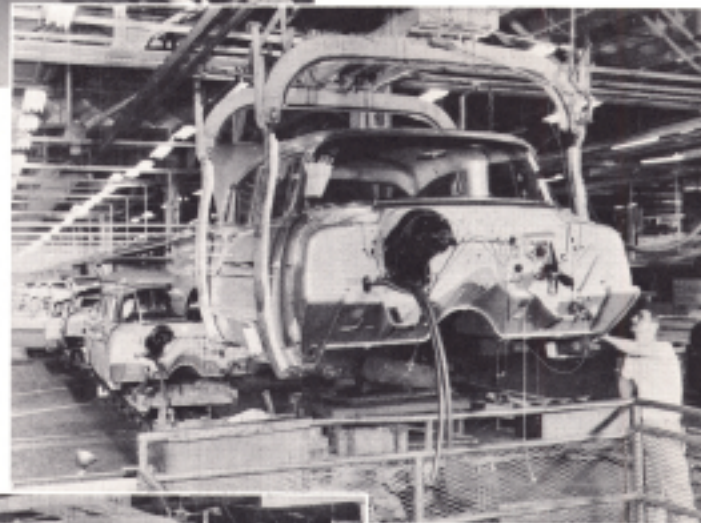
Frame is automatically turned over from upside-down position. Rear axle will be added next.



The engine is swung into position on rubber engine mountings. Following this, the chassis is painted.



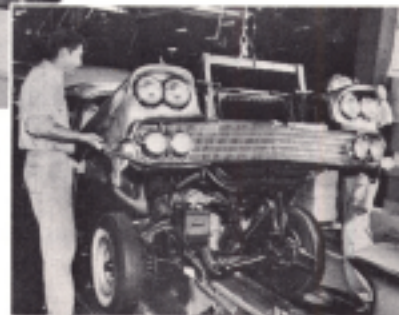
Chassis is now complete and painted wheels are added. This is the first time where the color scheme of the completed car starts to appear.



The adjacent Fisher Body plant delivers bodies to Chevrolet assembly line on dollies attached to slow moving line.



The body meets the chassis at this point.



Front fenders and grille drop into position as a unit.

CHAPTER SEVEN

The 1958 Models

L ABELED THE "CAR OF THE YEAR" by newsmen and technical writers who attended private showings before the '58 Chevrolet made its public debut, the '58 Chevy is the only completely new car in the low-price field.

Completely restyled, it's longer, lower and wider to emphasize flowing sculptured lines from the dual headlamps to softly flared rear fenders. The new X-built Safety-Girder frame allows a lower silhouette, yet provides ample headroom. Increased legroom and luggage space have been created.



Finishing touches are put on the car.



Completed car, under its own power for the first time, leaves the production line.



New '58 Chevrolets ready for delivery to Chevrolet dealerships throughout the country.



Bel Air Impala Convertible



Bel Air Impala Sport Coupe

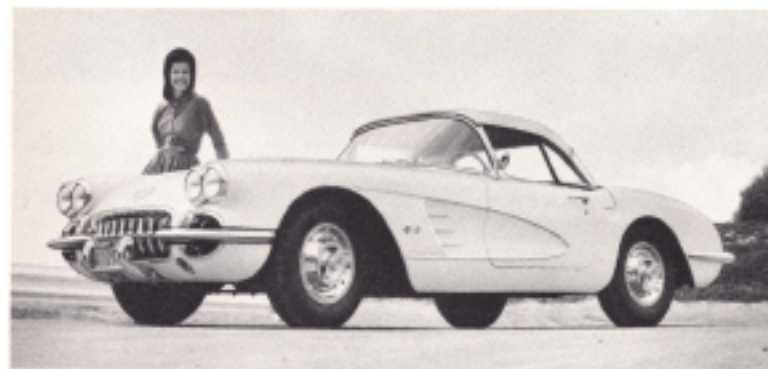
Two suspension systems offer a more luxurious ride along with remarkable handling, stability and durability. Full Coil suspension with coil springs, front and rear, is standard. The new Level Air system, the first air suspension system offered in the low-price field, automatically adjusts to all load weights. It is optional on the '58 Chevrolet.

A 348-cubic-inch engine, new from fan to flywheel, is designed around a new machined-in-block combustion chamber. This new Turbo-Thrust V8 offers greater torque for improved mid-range performance. In addition to the Turbo-Thrust V8 available in 250-h.p. and 280-h.p. versions, Chevrolet offers three other V8 engines including Ramjet Fuel Injection; also available is the Blue-Flame 6.

Four transmissions are offered in the '58 Chevrolet: Turbo-glide, a five-element torque converter; Powerglide, a three-element torque converter; Overdrive and Synchro-Mesh.

Sparking the '58 Chevrolet line are two glamorous new super models, the Impala sport coupe and convertible in the Bel Air series. Introduced as a dream car at the 1956 G.M. Motorama, the Impalas thrillingly highlight Chevrolet's full line of seventeen models. In addition to the Impalas, the Bel Air series includes a sport sedan, 4-door sedan, 2-door sedan and sport coupe. In 1958, the Biscayne series replaces the "210" series with a 4-door sedan and 2-door sedan. The Delray series replaces the "150" series with a 4-door sedan, 2-door utility sedan and 2-door sedan. Five glamorous new station wagons are included in the Chevrolet line, highlighted by the luxurious Nomad.

Also adding excitement to the Chevrolet line for 1958 is the Corvette, America's only true sports car. The Corvette, newly restyled, offers such optional equipment as 4-speed Synchro-Mesh transmission, Ramjet Fuel Injection ranging up to 290 h.p. and Positraction rear axle.



1958 Corvette



Bel Air Sport Sedan



Bel Air Sport Coupe



Bel Air 4-Door Sedan



Bel Air 2-Door Sedan



Biscayne 4-Door Sedan



Biscayne 2-Door Sedan



Delray 4-Door Sedan



Delray 2-Door Sedan



*Delray 2-Door
Utility Sedan*



4-Door 6-Passenger Nomad



4-Door 9-Passenger Brookwood



4-Door 6-Passenger Brookwood



4-Door 6-Passenger Yeoman



2 Door 6-Passenger Yeoman

Chevrolet Task-Force 58 Trucks

FOR THE INCREASING SPECIALIZATION of the trucking industry, the Chevrolet line for '58 has been expanded and diversified to include 134 models on 22 different wheelbases. This includes 12 new models, a 10 percent increase over the number available in 1957.

Topping the list of new features is a rugged but compact 348-cubic-inch V8 engine with 230-h.p., designed specifically for heavy truck use.



1958 Chevrolet Apache Pickup

1958 Chevrolet
Apache Panel

1958 Chevrolet Step-Van



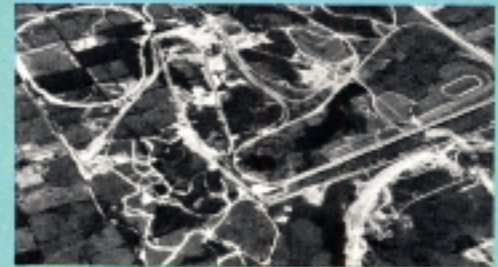
1958 Chevrolet Spartan Tandem Dump

Chevrolet trucks have been completely restyled for a fresh, more massive appearance as well as greater comfort and efficiency. The new design also features modern dual headlamps.

New names have been given for each of Chevrolet's three weight classifications. These are: *APACHE* for light-duty conventional trucks with gross vehicle weight ratings up to 9,600 pounds—*VIKING* for medium-duty trucks with GVW ratings up to 21,000 pounds—and *SPARTAN* for heavy-duty trucks with GVW ratings up to 25,000 pounds.



The Chevrolet Engineering Center



The General Motors Proving Ground at Milford, Michigan

Chevrolet Engineering Builds for a Better Tomorrow . . .

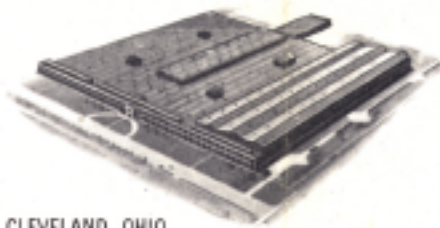
Outstanding engineering and research facilities—the most complete in the industry—help maintain Chevrolet's quality production. The Chevrolet Engineering Center, the General Motors Technical Center, and the General Motors Proving Ground at Milford, Michigan, are devoted to the ever constant search for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



The General Motors Technical Center



INDIANAPOLIS, IND.



CLEVELAND, OHIO



FLINT, MICH.



BUFFALO, N. Y.



TONAWANDA, N. Y.

CHEVROLET MANUFACTURING PLANTS



LIVONIA, MICH.



SAGINAW, MICH.



BAY CITY, MICH.



FLINT, MICH.



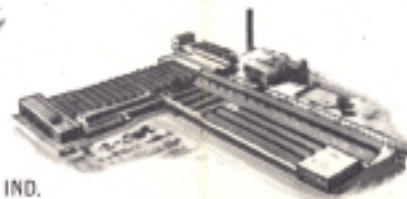
DETROIT, MICH.



SAGINAW, MICH.



SAGINAW, MICH.



MUNCIE, IND.



TOLEDO, OHIO