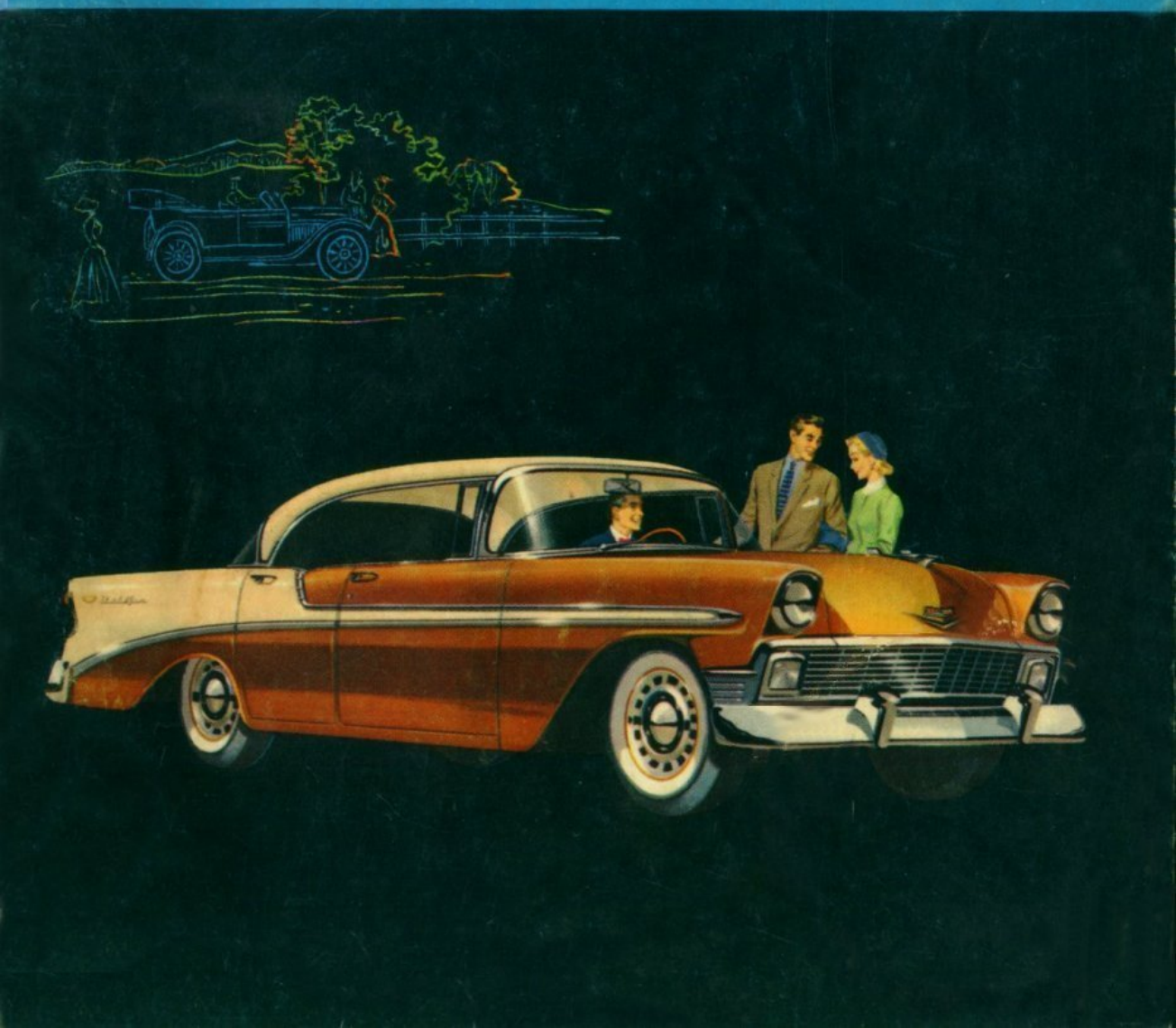
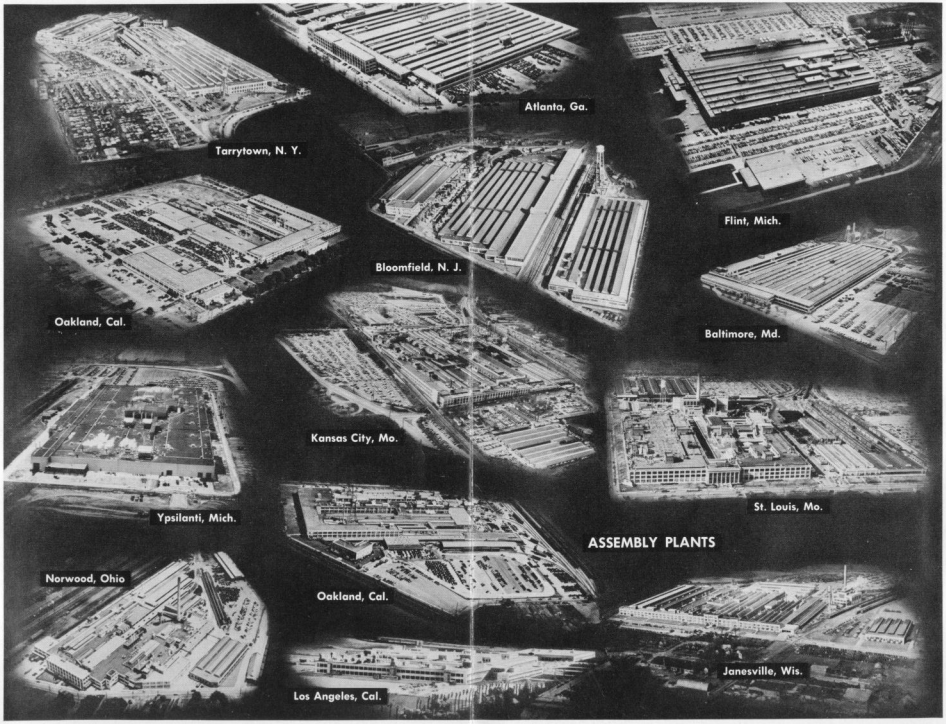
THE Chevrolet Story 1911 1956



MORE CARS . . . MORE WORK . . . MORE PEOPLE

Chevrolet is the World's largest builder of cars and trucks. Year after year, demand for more Chevrolets results in work for more people. That's why, wherever Chevrolet plants are situated, communities expand. The importance of Chevrolet's contribution to community development is vividly illustrated by these views of the modern Chevrolet assembly plant near Van Nuys, Calif. The top picture was taken when the plant was dedicated in 1948. Today, as shown below, thousands of homes have been built on acreage that was undeveloped land eight years ago.


Tarrytown, N. Y.
Atlanta, Ga.
Flint, Mich.
Bloomfield, N. J.
Oakland, Cal.
Baltimore, Md.
Kansas City, Mo.
Ypsilanti, Mich.
St. Louis, Mo.
ASSEMBLY PLANTS
Norwood, Ohio
Oakland, Cal.
Janesville, Wis.
Los Angeles, Cal.

THE

Chevrolet Story

1911
1956

CHEVROLET

CONTENTS

FOREWORD

The Chevrolet Story is an exciting story of never-ending progress in automotive engineering and production. It's the story of how Chevrolet Motor Division grew to be the world's largest builder and seller of passenger cars and trucks.

Chevrolet growth is an integral part of the overwhelming economic expansion of the United States during the last 50 years. Today there are more than two million Chevrolets on the roads than any other car. Here is the compact story of how Chevrolet became America's first choice.

Beginning with Louis Chevrolet and William C. Durant, the growth of the Chevrolet Motor Division is graphically illustrated. The evolution of the Classic Six to the sleek, road-hugging models of 1956 is dramatically traced with pictures and narrative.

Behind this tremendous story of men and machines lies the vast panorama of production facilities, manufacturing plants and assembly plants stretching across the American continent. These are the "arms and legs" of Chevrolet, working constantly to fill the demands of more and more buyers each year. And the heart of Chevrolet will be found at the General Motors Technical Center, where the Chevrolet of tomorrow is being designed today.

1956 Bel Air Sport Sedan

The Chevrolet Story

CHAPTER I

THE NEW CHEVROLETS

Chevrolet reaches new highs in styling and in performance with the 1956 models. Offered this year are three distinctive series—Bel Air, "Two-Ten" and "One-Fifty"—with the widest selection of body styles in Chevrolet Motor Division's 45-year history.

Superior performance and styling, important factors in Chevrolet's record-breaking 1955 sales year, are even more outstanding in the 20 different models

1956 Bel Air Sport Coupe

offered this year. And in 1955, Chevrolet again was America's first choice car by a margin of 67,405 and in trucks by 59,229—for a total sales leadership of 126,634 units.

Chevrolet's sales leadership goes hand-in-hand with the company's tremendous production facilities—essential to meeting the public demand for America's favorite car. Last year the company set an all-time production record when 1,830,028 passenger cars and 393,315 trucks were built in plants across the country. These overwhelming production figures are the result of Chevrolet's popularity with the buying public which has kept it the sales leader year after year in the automotive industry.

Increased horsepower and Motoramic styling are highlights of the 1956 models. Making their debuts in the low-price field this year are two dashing 4-door sport sedans in the Bel Air and "Two-Ten" series. Headline news for station wagon fanciers is Chevrolet's two 9-passenger station wagons—the Bel Air Beauville and the "Two-Ten" Beauville.

Chevrolet models in all three series feature a bold new grille treatment, hooded headlamps, distinguishing fender cutouts and newly designed taillamps with gasoline filler cap concealed by the hinged left-side lamp. Here's fine-car quality with distinctive and youthful good looks at a low price! Fresh, new exterior and interior colors add the final styling touch to mark the '56 Chevrolets as the most glamorous ever.

And to match the outstanding qualities of Chevrolet passenger cars is the new Corvette for '56. This new Corvette is a true sports car—not a scaled down convertible—and has a completely restyled body and even more maneuverability than the first Corvette introduced in 1953. Features of the new model include a choice of either a weatherproof manually operated fabric top or a lightweight

1956 "Two-Ten" Sport Coupe

1956 Bel Air Convertible

removable plastic hardtop as standard equipment, and an optional power-operated fabric top at extra cost. The hardtop is also available as an extra-cost option to Corvette owners who select the fabric top, giving them the opportunity to own two tops for the car. The 210-hp Corvette V8 engine comes as standard equipment, with the 225-hp Corvette V8 as an extra-cost option. Two transmissions are available—the close-ratio 3-speed transmission, and Powerglide as optional equipment.

Chevrolet's increased horsepower ratings are of prime interest to drivers who recognize the safety of ready acceleration. The 6-cylinder "Blue-Flame" at 140 hp, the "Turbo-Fire V8" with 162 hp (170 hp with Powerglide), and the "Super-Turbo Fire V8" at 205 hp, are the '56 engine selections. In addition, the 225 hp Corvette V8 is available on selected models. This line-up of engines gives Chevrolet buyers the widest selection in the company's history. Teaming up with the engines is a choice of three transmissions—Powerglide, Touch-Down Overdrive and the conventional Synchro-Mesh.

Many honors have come to Chevrolet in its more than 40 years of leadership history, but none is more meaningful to motorists than the new, official Pikes Peak record set by a preproduction model of the 1956 Chevrolet "Super-Turbo Fire V8". In setting this new record Chevrolet proved itself the champion in performance and in safety. Stamina, trigger-quick acceleration, handling ease, power and sure-footed roadability are important Chevrolet qualities which mean safer driving. Chevrolet's new Pikes Peak record proved the "hot one" would be

even hotter in 1956, even hotter than it was in 1955 when Chevrolet was America's top performer in stock car racing. In 1955 Chevrolet was crowned champion of the NASCAR short track division and won the grueling 500-Mile Darlington, S. C. stock car race, often termed the "World Series" of stock car racing.

New Chevrolet Trucks

Chevrolet's Task-Force fleet for 1956 is writing a new chapter in truck manufacturing. The most powerful and versatile in the company's history, the new fleet is made up of three distinct series—light-duty, medium-duty and heavy-duty.

Heavy-duty trucks are making their initial appearance for Chevrolet this year. Capacities of these powerful dreadnaughts are rated up to 32,000 lbs. maximum gross vehicle weight, and 50,000 lbs. gross combination weight.

Almost every hauling problem can now be met with a Chevrolet truck. A selection of 86 models with 23 different wheelbases is available—the widest range ever offered by Chevrolet. The new fleet is built to haul bigger loads, maintain faster schedules, and thus save more money for owners.

Nine transmissions and ten engines—five V8's and five 6's—provide a variety of power plants which can be tailored to meet virtually every hauling need. And automatic transmissions are available for every truck series in the fleet.

Heading the line-up of transmissions is the revolutionary new Powermatic—a 6-speed heavy-duty automatic. An outstanding feature of this transmission is a built-in retarding device which appreciably improves safety on steep downgrades, curves, in heavy traffic and in other difficult highway situations.

The 322-cubic-inch V8 Loadmaster is the most powerful Chevrolet truck engine ever built! Delivering 195 horsepower (210 horsepower with optional equipment at extra cost), this husky engine provides big power for heavy-duty trucks and is offered as standard equipment in all top-tonnage 9000 and 10000 series trucks.

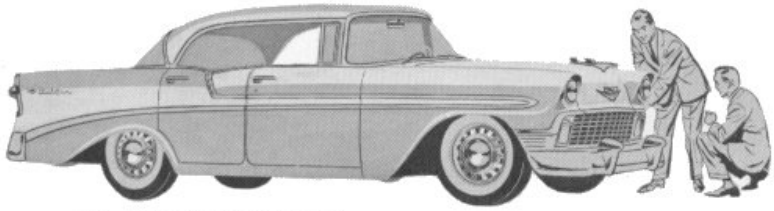
Important features of the '56 Chevrolet Task-Force fleet include:

- Two new 5-speed manual shift transmissions
- Tubeless tires standard equipment on all models, assuring greater safety, reduced weight, longer tire life
- New sealed-beam headlamps
- New high-capacity clutch with multi-coil spring design—standard equipment with all V8 engines
- Restyled interiors for appearance and driver comfort, and exterior styling that's tailored to match the job

The fresh, functional beauty of the new Chevrolet trucks makes them the most modern trucks for every hauling job. There's a powerful short-stroke V8 engine for every model and more efficient 6's to deliver more power than ever before. Products of intensive research and engineering, Chevrolet's Task-Force trucks are truly "Champs of *every* weight class."

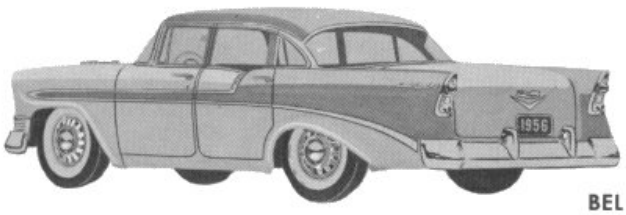
Here is the complete line of Chevrolets for '56

THE BEL AIR SERIES

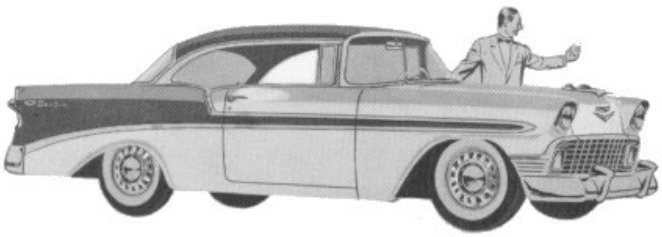


BEL AIR SPORT SEDAN

BEL AIR 2-DOOR SEDAN

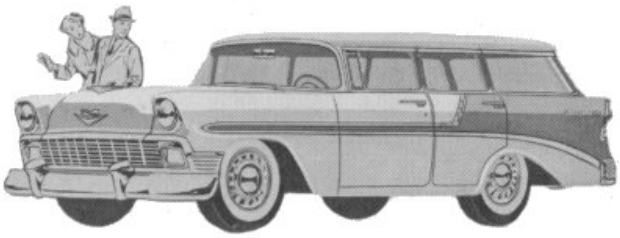


BEL AIR 4-DOOR SEDAN

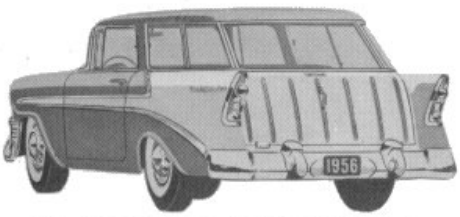


BEL AIR SPORT COUPE

BEL AIR CONVERTIBLE

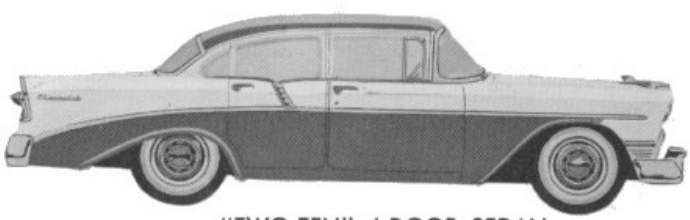


BEL AIR 4-DOOR STATION WAGON
BEAUVILLE

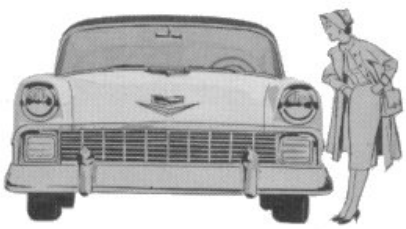


BEL AIR 2-DOOR STATION WAGON
NOMAD

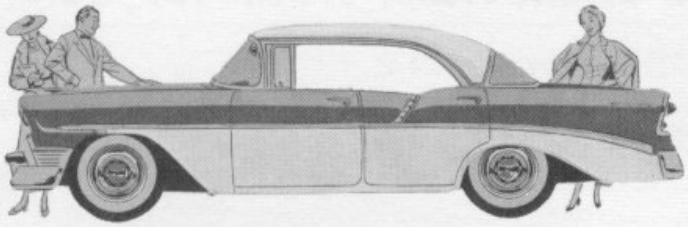
THE "TWO-TEN" SERIES



"TWO-TEN" 4-DOOR SEDAN



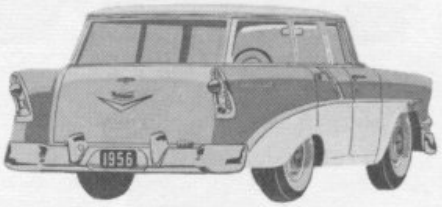
"TWO-TEN" DELRAY CLUB COUPE



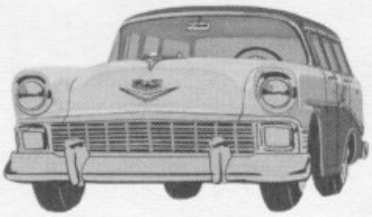
"TWO-TEN" SPORT SEDAN

"TWO-TEN" SPORT COUPE

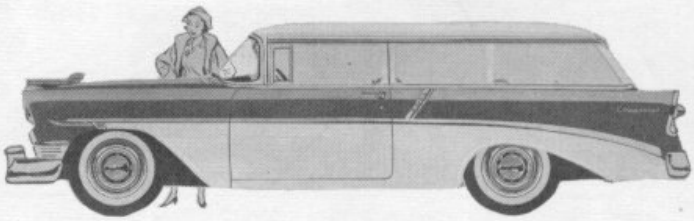
"TWO-TEN" 2-DOOR SEDAN



"TWO-TEN" 4-DOOR STATION WAGON
TOWNSMAN

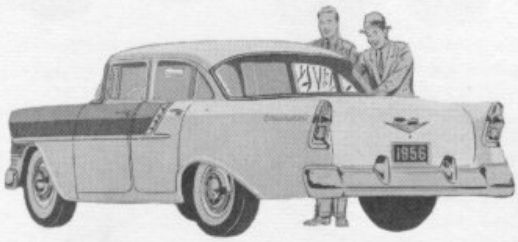


"TWO-TEN" 4-DOOR STATION WAGON
BEAUVILLE

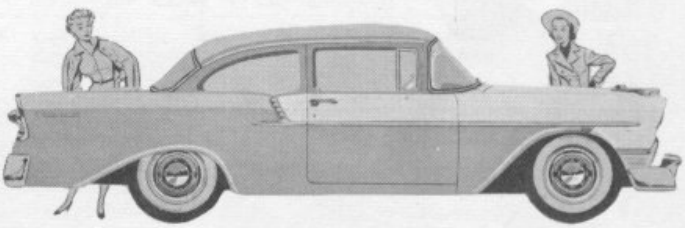


"TWO-TEN" 2-DOOR STATION WAGON
HANDYMAN

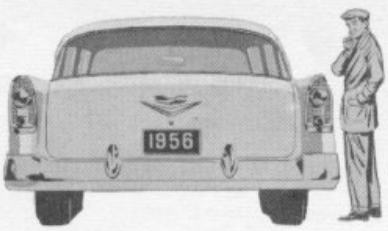
THE "ONE-FIFTY" SERIES



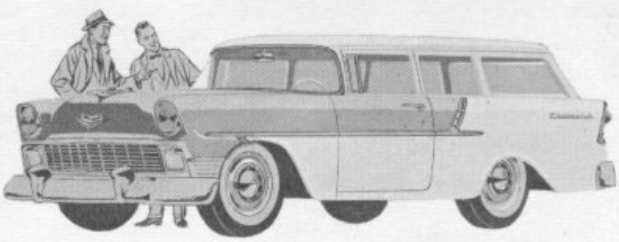
"ONE-FIFTY" 4-DOOR SEDAN



"ONE-FIFTY" 2-DOOR UTILITY SEDAN

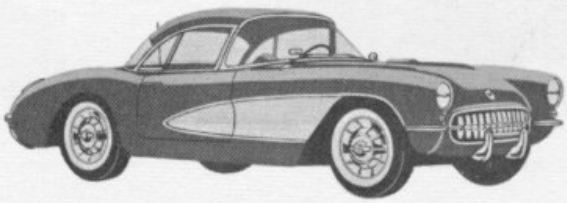


"ONE-FIFTY" 2-DOOR SEDAN



"ONE-FIFTY" 2-DOOR STATION WAGON
HANDYMAN

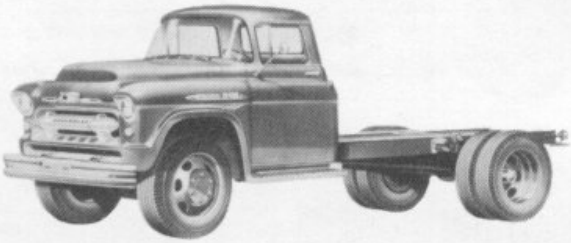
THE CORVETTE



Representative Line of Chevrolet Trucks for '56

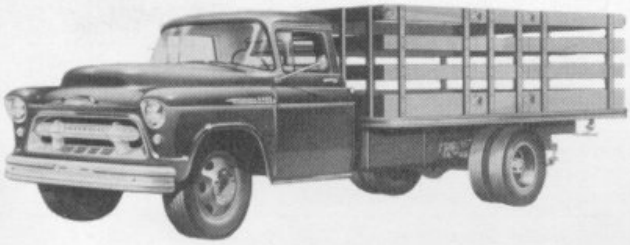
7103—Low Cab Forward
2½-Ton Cab and Chassis

8409—2½-Ton Stake



10403—2½-Ton Cab and Chassis

5103—Low Cab Forward
2-Ton Cab and Chassis



6409—2-Ton Stake

4103—1½-Ton Cab and Chassis

3106—Suburban Carryall

3805—1-Ton Panel

3204—½-Ton Pickup

1508—Sedan Delivery

AN EXAMPLE OF CHEVROLET PROGRESS

Typical Model	1914 "BABY GRAND" TOURING CAR	1956 BEL AIR SPORT SEDAN	ADVANTAGES TO TODAY'S CHEVROLET OWNER
Wheelbase	104"	115"	More room, better riding stability.
Weight	1975 lbs.	3280 lbs.	
Horsepower	24	Six: 140, V8: 162, 170, 205 or 225.	Better performance.
Frame	Channel-section, riveted.	Box Girder, welded throughout.	Greater durability.
Suspension	I-beam front axle; leaf springs front and rear.	Glide-Ride, front; outrigger-mounted insulated leaf springs, rear. Shock absorbers.	More restful riding.
Engine	4-cylinder, valve-in-head: updraft carburetion, oil pump and splash oiling, thermo-syphon cooling, vacuum fuel feed.	Choice of V8 or six, valve-in-head: downdraft carburetion, full-pressure lubrication; water pump cooling. Mechanical fuel pump. Rubber cushioned mounting.	Smoother, quieter, more dependable car performance.
Clutch	Exposed cone type.	Enclosed, smooth-acting plate type. No manual clutch with Powerglide.	Simpler car control.
Transmission	Sliding spur gear type.	Synchro-Mesh. Powerglide, Overdrive opt.	
Drive System	Bevel drive gears. Split axle housing.	Hypoid drive gears. Single unit axle housing.	Quieter, more durable hypoid gears permit lower body.
Brakes	Exposed mechanical band brakes—at rear wheels only.	4-wheel, hydraulic, self-energizing shoe brakes. (Power brakes opt.)	Safer braking.
Wheels	Permanently mounted wooden spoke wheels; detachable rims.	Demountable steel wheels with chrome disks; integral drop-center rims.	Better appearance, convenience, safety.
Tires	High-pressure; non-skid rear treads. (Spare tire opt.)	Extra-low-pressure tubeless tires with non-skid treads. Spare tire locked in trunk.	Easier-riding, safer, longer-lived tires; easier to change.
Steering	Worm and worm-wheel steering gear. 17" wheel with wooden rim and four metal spokes.	Ball-race steering gear. 18", three-spoke, painted hard rubber wheel. Power steering opt.	Easier and safer steering with less shock.
Lights	Acetylene headlights. Kerosene parking lights and tail light.	12-volt electrical system. Sealed Beam headlights. Dual parking, tail and stop. Directional signal lights. Back-up lights opt.	Safer, more dependable lights.
Controls and Driving Aids	Hand crank; spark, throttle and choke controls; steering wheel; gearshift lever; accelerator, interconnected clutch and service brake pedal, emergency brake pedal. Speedometer (Electric lights and starter opt.)	Electric starter. Steering wheel, horn ring, steering column transmission and direction signal controls, parking brake hand lever. Headlight dimmer. Light, windshield wiper, defroster, dash ventilator controls. Lighted instruments. Sun shades. Rear view mirror. Seat adjustment (automatic opt.).	Simpler, safer car control.
Body	Wood and steel open body with folding top and detachable side curtains.	Sealed and insulated all-steel body with trunk. Controlled ventilation. Heater, air conditioner and radio opt.	Safer, more comfortable body.
Windows	Folding glass windshield; celluloid windows in rear of top and in side curtains.	Safety plate glass, curved windshield and rear window and crank-operated side windows and ventipanes. Automatic window controls opt.	Better vision and ventilation.
Interior	All-black, 2-passenger front seat. 3-passenger rear seat with steel robe rail, folding foot rest, floor carpet. Wooden seat frames, coil springs, hair padding, leather upholstery.	Two-tone cloth and vinyl upholstery and trim, accented with chrome. 3-passenger seats. Front seat arm rests, cigarette lighter, ash receptacle, radio grille, clock and glove compartment. Rear seat arm and foot rests, ash receptacles, parcel shelf. Insulated carpet. Steel seat frames with S-wire springs, foam rubber pads in cushions. Automatic interior lights.	Better appearance, comfort, convenience.
Locks	Ignition lock.	One key for locks, ignition, doors and trunk.	Theft protection.
Styling	Separate units: lights, radiator, side-opening hood, body, fenders, running boards.	Car styled as a unit with streamlined hood, fenders, body; chrome bumpers, guards, built-in lights, radiator grille, wheel disks.	Finer, longer-lasting car appearance.
Finish	Gray body; black chassis.	Choice of 11 solid colors or 14 two-tones in polished lacquer.	

THE CHEVROLET STORY

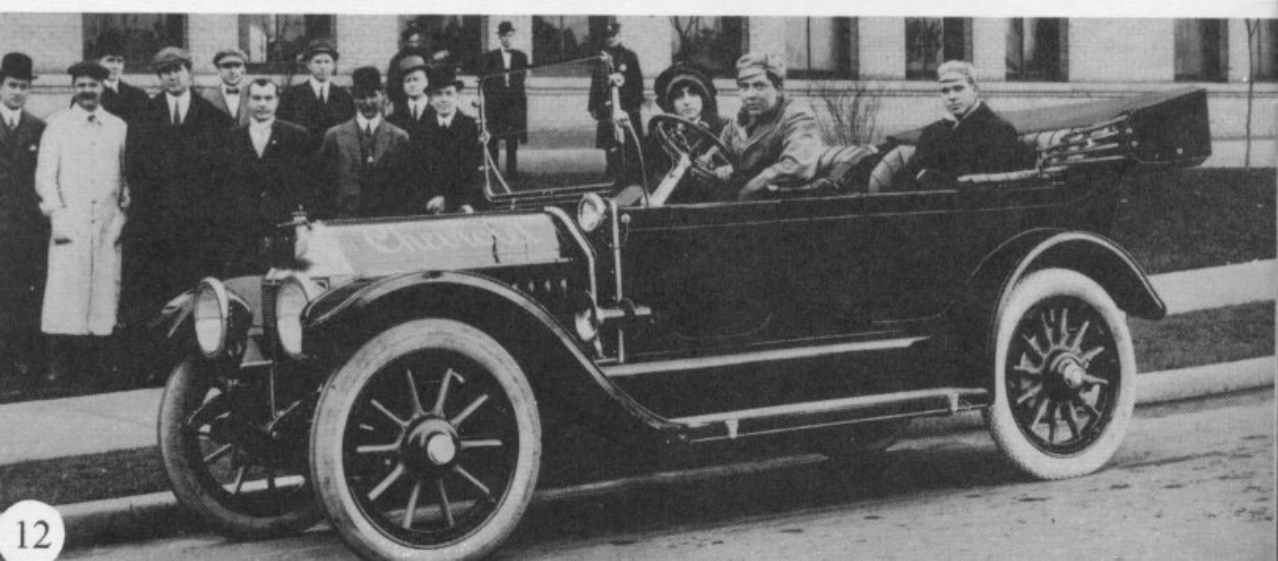
CHAPTER II

THE PIONEERING YEARS—1911-1920

This 1912 Little 4 became the basis of the first production model Chevrolet. The two companies were merged in 1913 and manufacturing moved from Detroit to Flint.

In the beginning, not many people would have predicted that Chevrolet would become the world's biggest auto maker. There had been many other "starters" in the automobile business before Chevrolet began. But William Crapo Durant, onetime Flint buggy maker, whose financial wizardry helped found General Motors in 1908, discovered a year later, when he was out looking for new worlds to conquer, that quite a few folks had faith in him. He enlisted famous race driver Louis Chevrolet to help design the engine for a new car, and after two years of experimentation and testing, began assembly of the first Chevrolet—the Classic Six—in March, 1911, in the loft of a little shop at 3939 Grand River Ave., Detroit. On Nov. 3, 1911, the Chevrolet Motor Co. of Michigan was incorporated, and leased the plant at 1145 W. Grand Blvd., Detroit, to be the first Chevrolet factory. Three firms started that year became the foundation of Chevrolet. The others were the Mason Motor Company, which built engines, and the Little Motor Car Co., both of Flint. Durant gave the Chevrolet name to the economical 4-cylinder Little runabout when the two firms merged in 1913; moved the plant from Detroit to the old Flint Wagon Works in 1913.

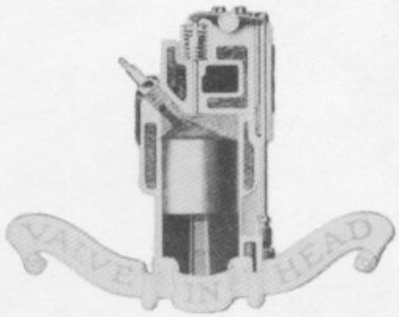
The first Chevrolet in front of the first Chevrolet factory, in Detroit. Standing at opposite ends of the front row are: (l. to r.) Louis Chevrolet and W. C. Durant.

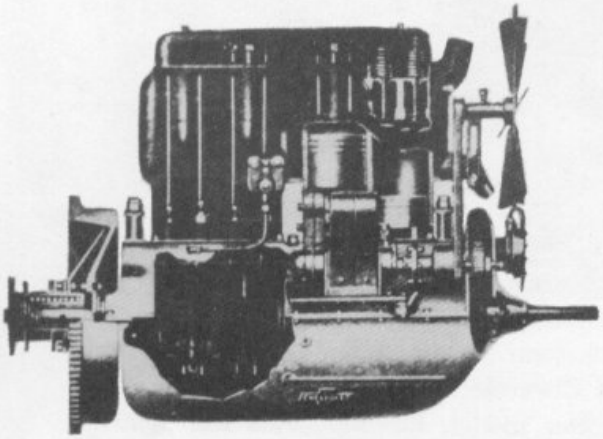


The first Chevrolet Baby Grand touring car (Model H4, 1913) was the first Chevrolet with valve-in-head engine and Chevrolet trademark. The Royal Mail roadster was its counterpart in a one-seater model. Electric lights were extra.

The distinctive blue and white Chevrolet trademark, which has appeared billions of times on products and in advertising and literature as the mark of dependability and economy in motor transportation, originated in Durant's imagination when as a world traveler, in 1908, he saw the pattern marching off to infinity as a design on wallpaper in a hotel somewhere in France. He tore off a wallpaper sample and tucked it in his purse to show to friends with the observation that it would make a good nameplate for a car. He decided later on the name Chevrolet, because race drivers were heroes of the day, and he thought the name Chevrolet had a musical sound, and the romance of foreign origin. The original trademark of the Baby Grand touring car and Royal Mail roadster—also products of Durant's imagination—were designed between August and December, 1913.

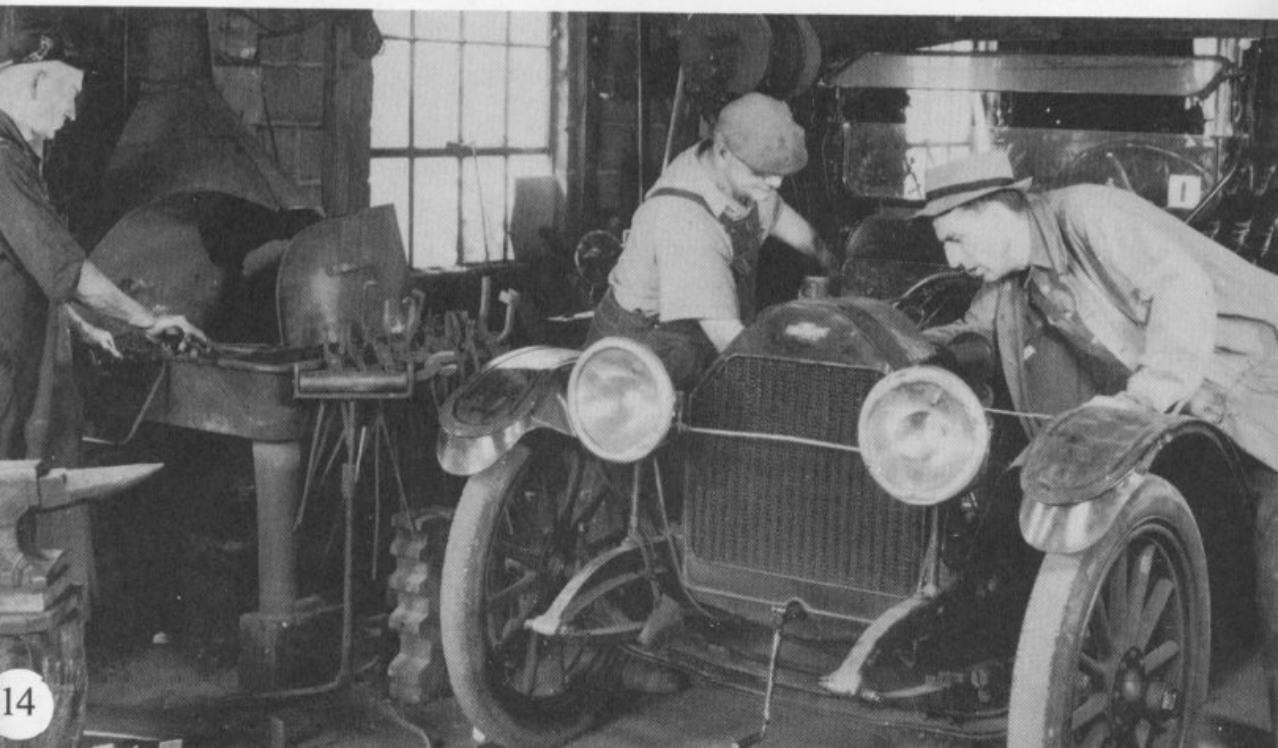
The valve-in-head principle of engine design is described as follows in this 1914 Chevrolet advertising: "Gasoline is introduced directly into the cylinder head and exploded there. The full force of the explosion comes into direct contact with piston head. For this reason Chevrolet power is maximum with minimum fuel."

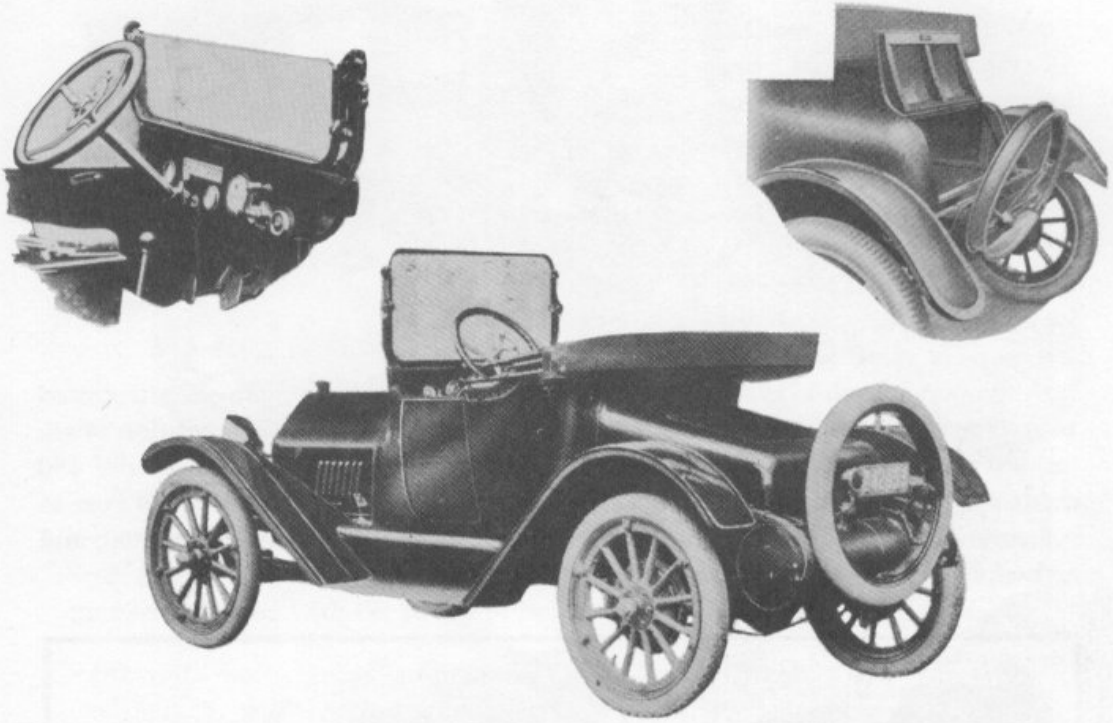




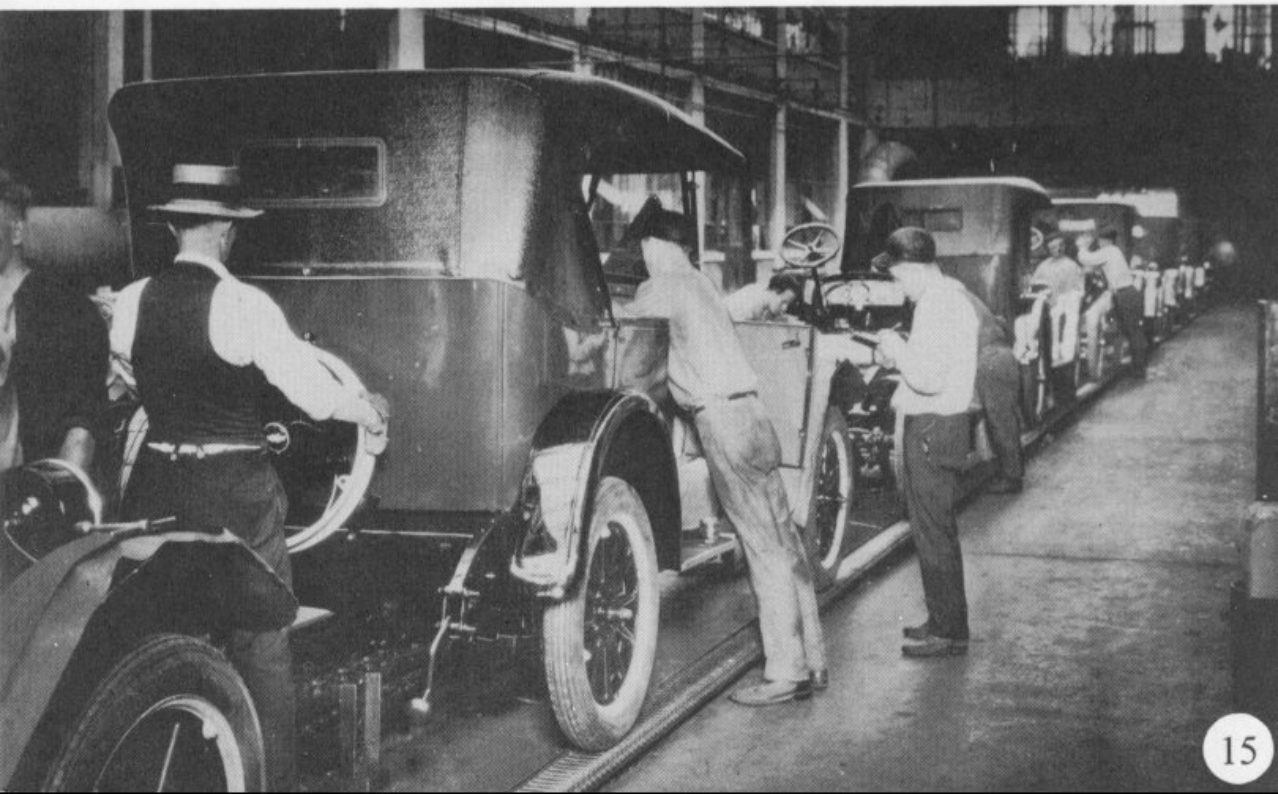
This 1914 model of the first Chevrolet valve-in-head engine, shown in cutaway illustrates the valves, pistons, crankshaft, clutch and oiling system. The valve-in-head principle, proved in more than 30 million engines built by Chevrolet, is today widely adopted in outstanding new high compression engines being introduced as "the latest thing" throughout the automobile industry. In 44 years, Chevrolet has built more valve-in-head engines than all the rest of the industry put together, and some 13½ million of them are on the road today.

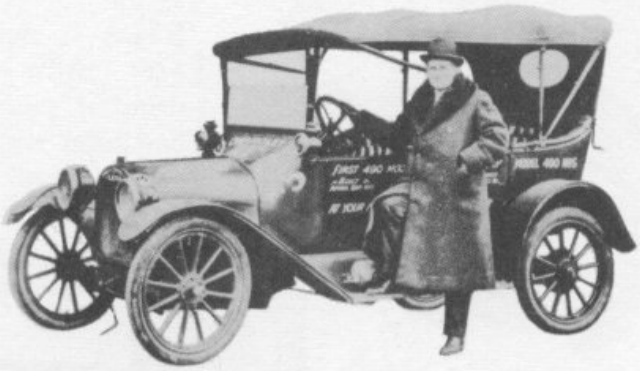
The village smithy was the service shop of early day automobiles, and the blacksmith was the first mechanic. Here a 1913 Chevrolet Baby Grand is shown beside the forge, while the blacksmith is making his transition from horseshoes to valve-in-head. Mechanics like the simplicity of the Chevrolet engine design, with valves atop the block where they are easy to get at.





The 1916 Chevrolet Royal Mail Torpedo Deck Roadster (above) featured a commodious built-in trunk and what is known today as a "Continental" tire mounting, showing that car designs, like women's fashions, do run in cycles that come full turn after a few years. People pay extra today for this "latest" fad in outside tire mountings. Insert (above, left) shows the addition of an instrument panel. Chevrolet made electric lights standard equipment in 1915. Insert (above, right) shows a Chevrolet roadster's trunk that swung open clear of the tire mount. Below is an early Chevrolet final assembly line in Flint.





With its 1916 models, Chevrolet made its first important bid for volume production and the mass market. Up to that time, with the Baby Grand and Royal Mail as popular models, Chevrolet competed in a market just above the lowest price class. But, with introduction (April, 1915) of the "490" model, so named because it was introduced to sell for $490, this young company plunged into the toughest competition of all, for leadership in the lowest priced line. In this picture of the first of the 490 models is R. H. Grant, who was Chevrolet general sales manager when it rose to industry leadership in 1927, was promoted in 1929 to a GM vice presidency, and retired in 1953 as a GM director.

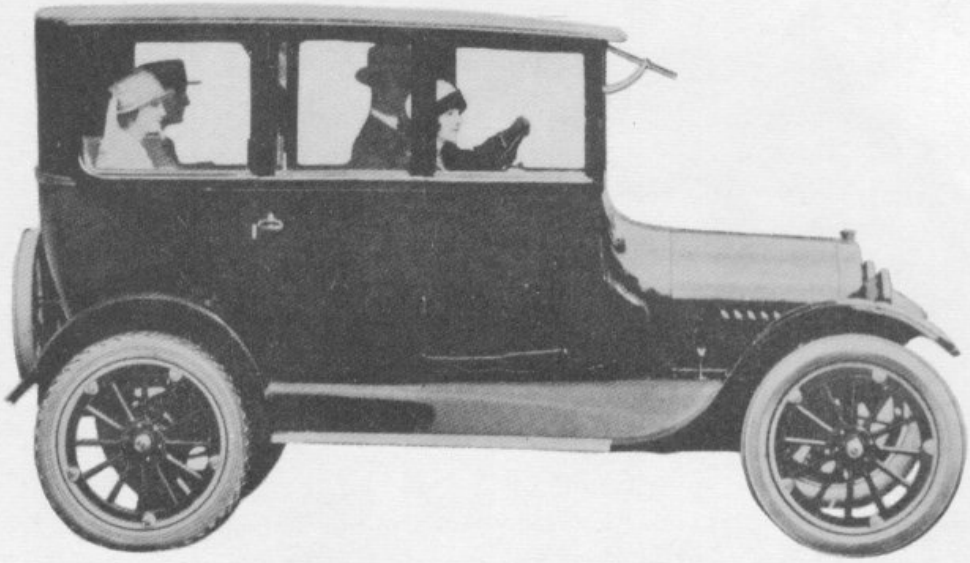
CHEVROLET

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

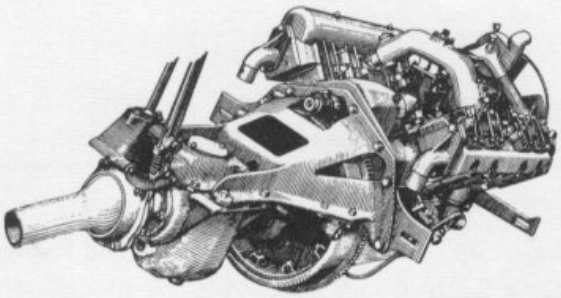
The first cost is low. The upkeep is never a burden.

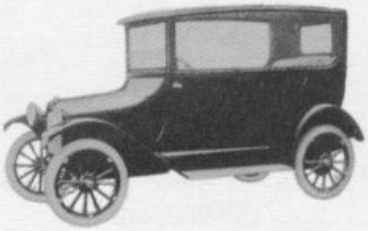
Electrically started. Electrically lighted. Demountable rims. Completely equipped.

Reputed to be the first Chevrolet newspaper advertisement, this 1916 copy about the 490 model, featured the fact it was sold "completely equipped" with electric lighting and electric starter.



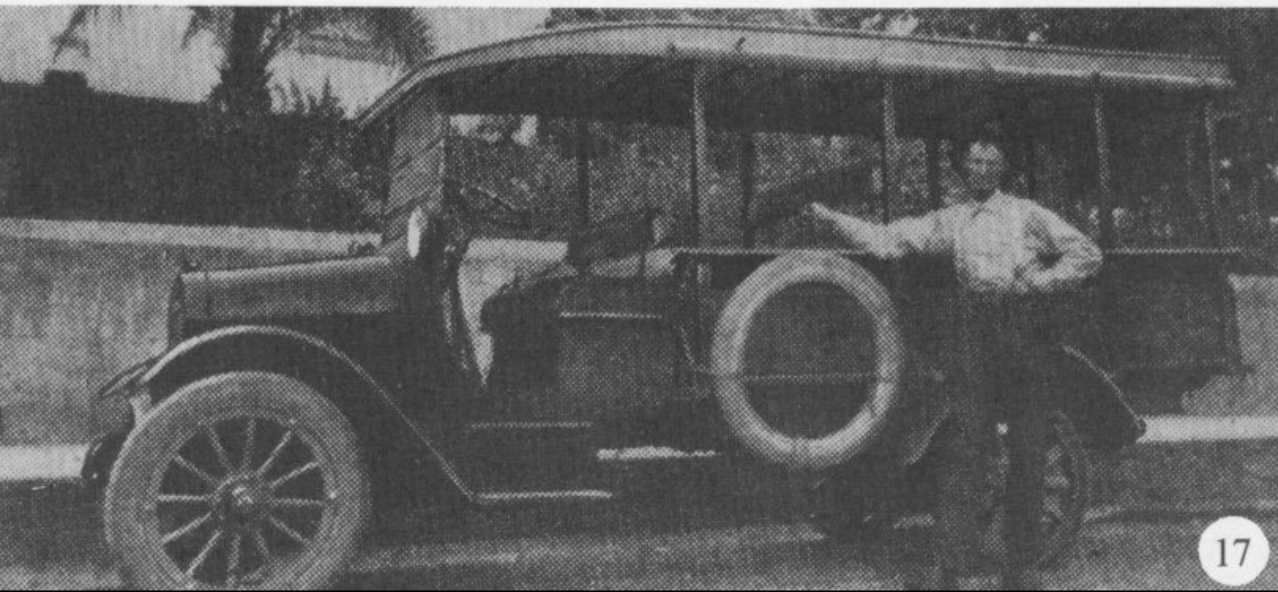
The modern two-door sedan had its early version in this Chevrolet 490 closed sedan, with right center door, a forward door on left for driver, bucket front seats, with a reversible back for the front seat passenger who could sit facing fore or aft, and six windows with lift straps to raise or lower the glass.





Not putting all its eggs in one basket, Chevrolet introduced a new 90-degree valve-in-head V-8 engine (left) in 1917, and (above right), forerunner of the modern hardtop, a Chevrolet 490 five-passenger sedan with removable posts to make it an open car for touring in pleasant weather.

Chevrolet started building trucks in 1918. John Gray, of Sonora, Calif., is pictured here with his 1918 Chevrolet ton truck which had "run off the grade, turned over twice, and landed forty feet down the mountainside, without a dime's worth of damage."



A typical Chevrolet dealership of 1919 in Oakland, California.

CHEVROLET CHRONOLOGY, 1911-1920

1911—In March, Louis Chevrolet started assembling first Chevrolet car in Detroit. On Nov. 3, Chevrolet Motor Co. of Michigan was incorporated; first Chevrolet factory leased in Detroit.

1912—Chevrolet Classic Six production, 2,999.

1913—Valve-in-head engine developed for introduction in Baby Grand touring car and Royal Mail roadster; production doubled to 5,987. Assembly plant leased in New York.

1914—Oakland, Calif., branch opened, forerunner of nationwide wholesale organization. In June, Chevrolet bought out Maxwell Motor Co. plant for assembly at Tarrytown, N. Y. Production 5,005.

1915—Chevrolet introduced 490 model in the spring, made first challenge in low-priced field; licensed Gardner Buggy Co., of St. Louis for assembling cars.

1916—Chevrolet bought out Warner Gear plant in Toledo to become Chevrolet-Toledo Manufacturing plant, opened auto industry's first assembly plant on West Coast at Oakland, Calif. Production 70,701.

1917—Chevrolet offered its first closed car bodies; Mason Motor Co., Flint, merged with Chevrolet as engine plant; new axle plant added in Flint. Production 125,882.

1918—Chevrolet introduced Light Delivery and Ton Trucks, the latter with hard rubber tires on rear until 1919; became Chevrolet division of General Motors, May 2, 1918. New assembly plant started in St. Louis. Production 95,660.

1919—First year as GM Division, Chevrolet production reached 149,904; started $500,000 addition to Oakland Assembly plant.

1920—Expanded Oakland plant opened Jan. 1, 1920; production 150,226.

THE CHEVROLET STORY

CHAPTER III

GROWING TO LEADERSHIP—1921-1930

Chevrolet Executive Offices, since 1921, have been in the GM Bldg., Detroit.

It seems impossible today, but in 1921, when its sales were cut almost in half, Chevrolet came within an "executive nod" of being scrapped. Durant had resigned from GM Nov. 30, 1920, and was succeeded by Pierre S. duPont as GM president. Units of the corporation were loosely knit, and when a survey of all properties was undertaken by an outside firm of industrial engineers, they recommended that the whole Chevrolet operation be liquidated, on the basis that Chevrolet "could not hope to compete" in its field. But Alfred P. Sloan, Jr., then acting as principal assistant to the GM president, took this as a challenge, and as a result Chevrolet was saved.

On Feb. 23, 1922, C. S. Mott, who has been a director of GM since 1913, hired William S. Knudsen, resigned production head of Ford Motor Co., as his assistant. Mott was then director of the Advisory Staff and Supervising Vice President of the GM Car and Truck Divisions. Knudsen became head of Chevrolet Division in 1922, and five years later, Chevrolet became the biggest auto maker in the world. Teamwork and organization sparked Chevrolet production and sales under the leadership of executives shown on the next page.

TODAY'S CHEVROLET LEADERS

T. H. KEATING, General Motors V.P. and Director; General Manager, Chevrolet Motor Division since 1949.

E. W. IVEY Administrative Assistant to General Manager Since 1946

E. H. KELLEY General Manufacturing Manager Since 1952

W. E. FISH General Sales Manager Since 1949

E. N. COLE Chief Engineer Since 1952

MANAGEMENT—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

FINANCE—Former Chief Finance Officers

W. S. BALLENGER First Treasurer 1911-1916

M. E. COYLE 1916-1933

E. W. IVEY 1933-1946

SALES—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

MANUFACTURING—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

ENGINEERING—Former Chief Engineers

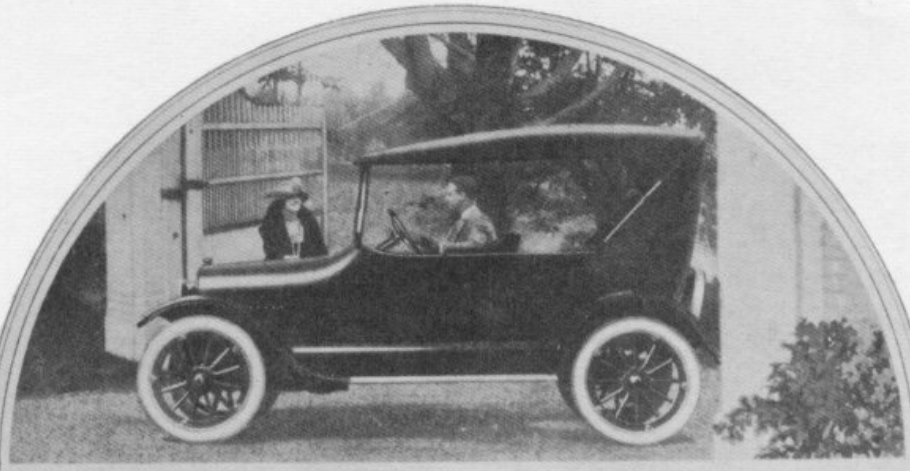
A. G. STURT 1915-1921

O. E. HUNT 1921-1929

JAMES M. CRAWFORD 1929-1945

JOHN G. WOOD 1945-1949

E. H. KELLEY 1949-1952



CHEVROLET ANNOUNCES A COMPLETE STANDARD MOTOR CAR FOR $525

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

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

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

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

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

Chevrolet is easy and safe to start.

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

Chevrolet has a speedometer connected to the transmission.

Chevrolet has an oil gauge on the dash.

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

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

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

Chevrolet has roller bearings in front wheels.

Chevrolet has a slanting windshield. It has movable windshield glasses for summer comfort.

Chevrolet has the Willard Rubber Thread Battery.

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

Chevrolet has a standard gear shift lever.

Chevrolet has both a hand and a foot accelerator.

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

Chevrolet has a triple baked enamel body and fenders.

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

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

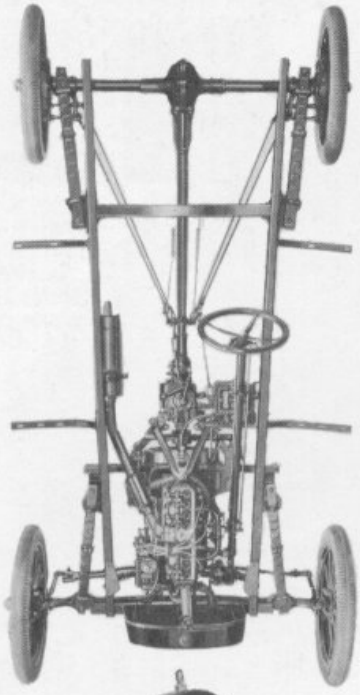
CHEVROLET MOTOR COMPANY
Division of General Motors Corporation
DETROIT, MICH.

Superior Roadster, $525 — Superior Touring, [illegible] $525 — Superior Sedan, $[illegible] — Superior Coupe, $[illegible]
Model FB 12 Roadster, $[illegible] — Model FB 12 Touring, $[illegible] — Model FB 12 Sedan, $1525 — Model FB 12 Coupe, $[illegible]
Light Delivery Wagon ½ Ton Complete, $525 — Model "G" Truck ¾ Ton Chassis, $[illegible] — Model "T" Truck 1 Ton Chassis, $1125
f. o. b. flint, Michigan

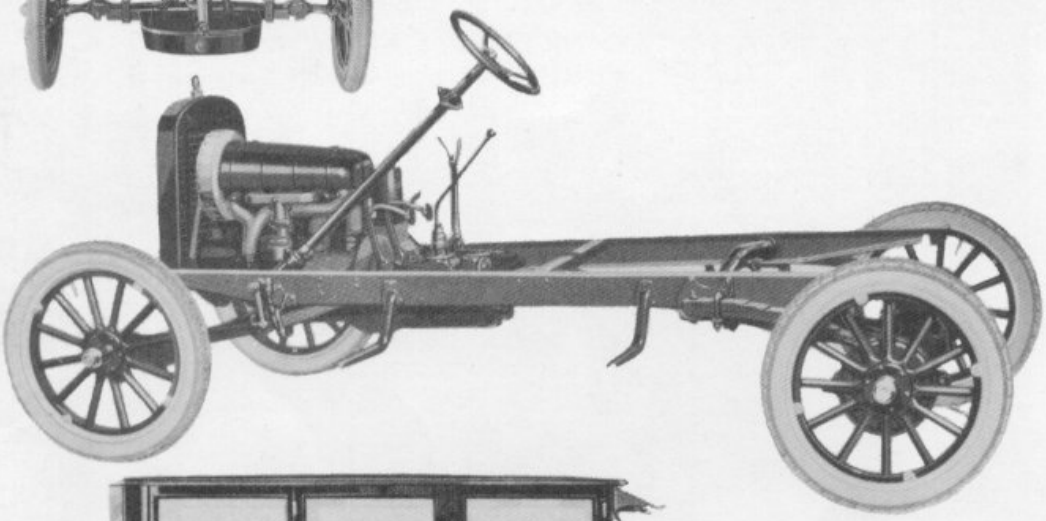
AMERICA'S MOST ECONOMICAL MOTOR CAR

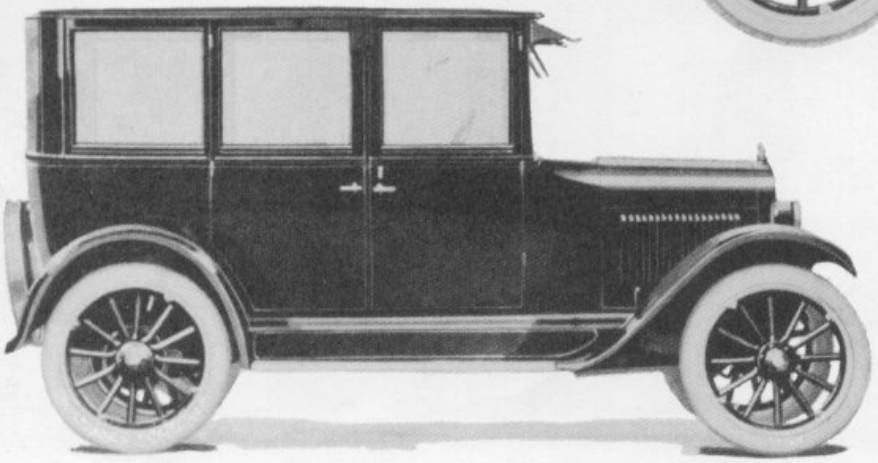
CHEVROLET

Under the Knudsen management, Chevrolet set out to achieve volume production of a single basic line of cars in the lowest price field, introducing the 1923 Superior, successor to the "490."

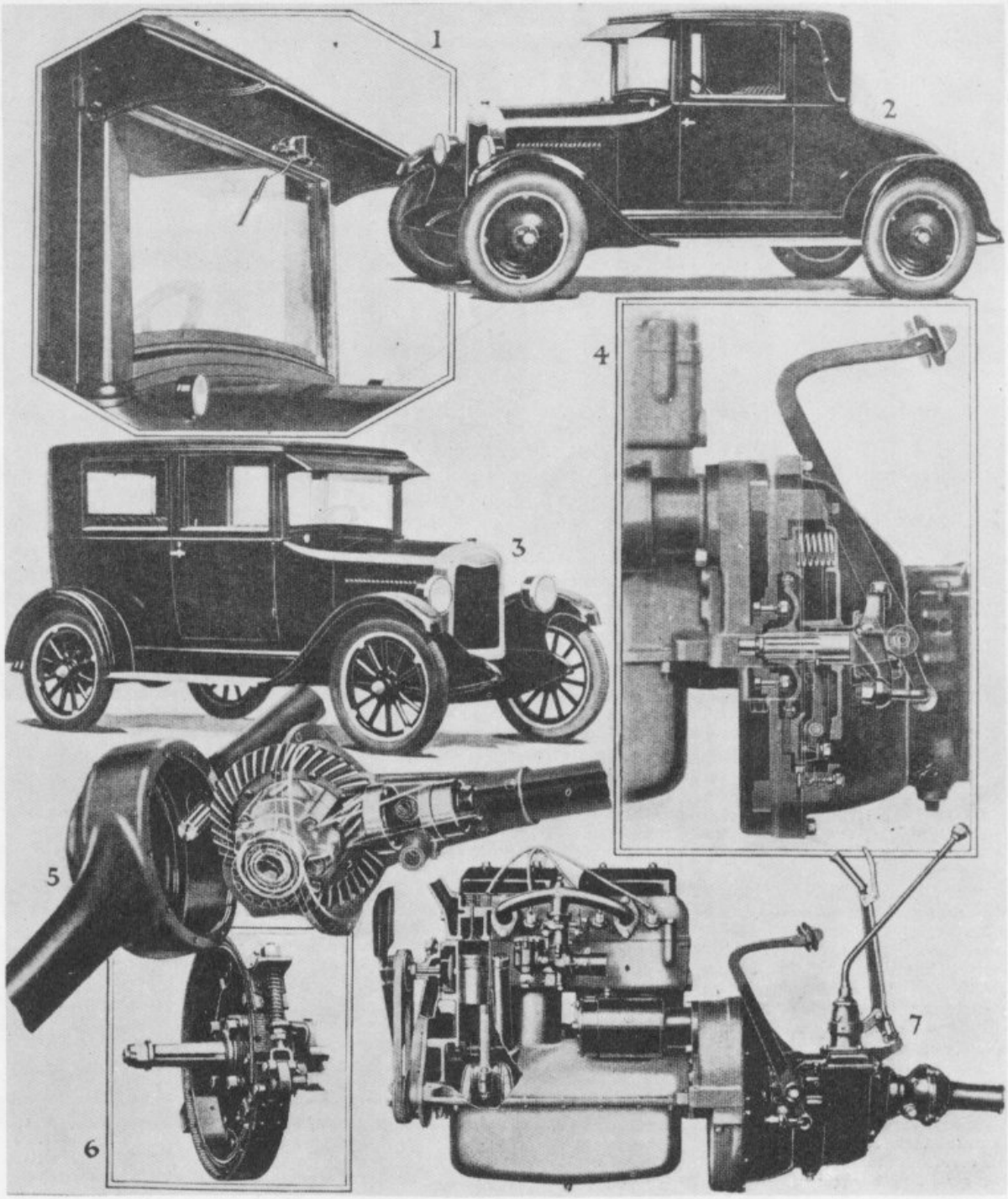


The Chevrolet Superior chassis, left, with regular valve-in-head engine, and below, with copper-cooled engine that today is a collector's item, because all were called in by the factory as far as is known, except one owned by one of C. F. (Boss) Kettering's close friends, who insisted he liked his copper-cooled engine and wanted to keep it.





The luxury and low cost of the Chevrolet 1923 five-passenger sedan prompted Arthur Brisbane, author of the "Today" column in Hearst's New York Journal, to write: "Don't be a hoptoad, be a bird," as he extolled the progress of car manufacturing, adding: "the man who says, 'I can't afford to have a car,' is really the man who can't afford NOT to have a car. A family without a car is one that cannot remain united, in its pleasure, as it should."



Models and Details of 1925 Chevrolet Line

Because 1925 was the historic year in which Chevrolet production ran above half a million vehicles for the first time, details of the new models of that year show how extensively the car was redesigned: 1. The "Vision Ventilation" one-piece windshield with automatic wiper used on all closed models; 2. The new Chevrolet coupe; 3. Chevrolet coach; 4. Phantom view of the new single dry plate clutch; 5. The banjo type rear axle; 6. The new 11-inch brake, and 7. Cutaway view of valve-in-head four-cylinder engine.

CHEVROLET

CHEVROLET

FOR 43 YEARS—THE SYMBOL OF SAVINGS...THE EMBLEM OF EXCELLENCE


1956


1912-13


1914


1915


1916


1917


1918


1919


1920


1921


1922


1923


1924


1925


1926


1927


1928


1929


1930


1931


1932


1933


1934


1935


1936


1937


1938


1939


1940


1941


1942


1946


1947


1948


1949


1950


1951

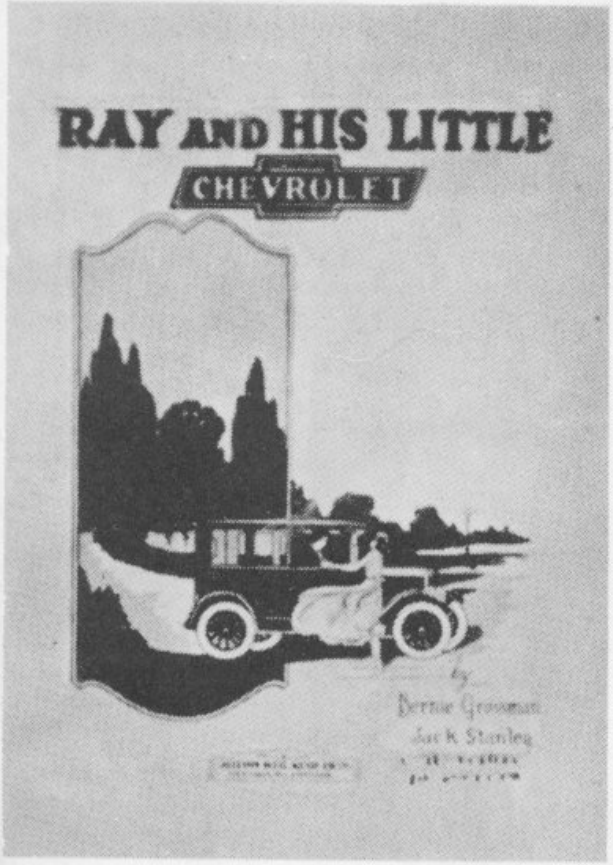

1952

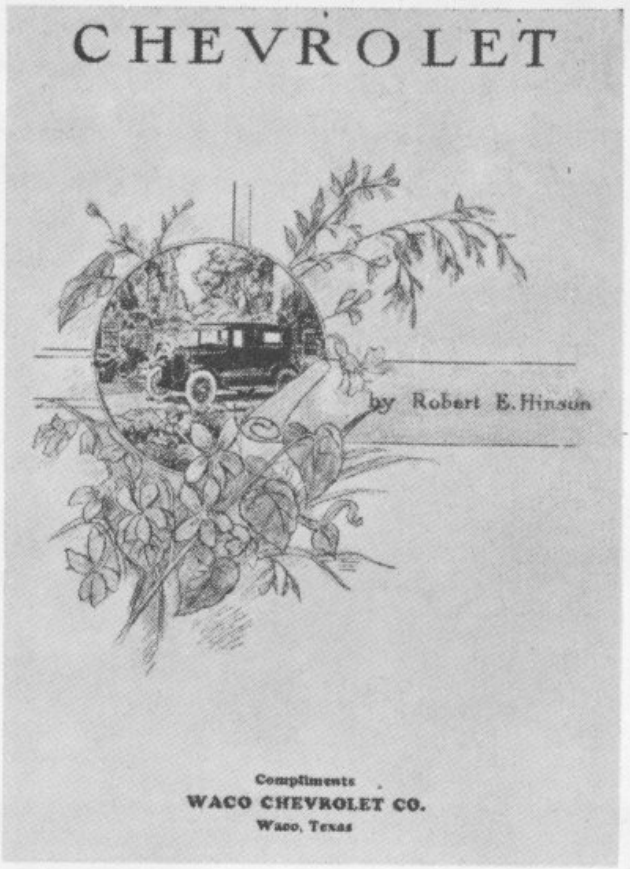

1953


1954


1955

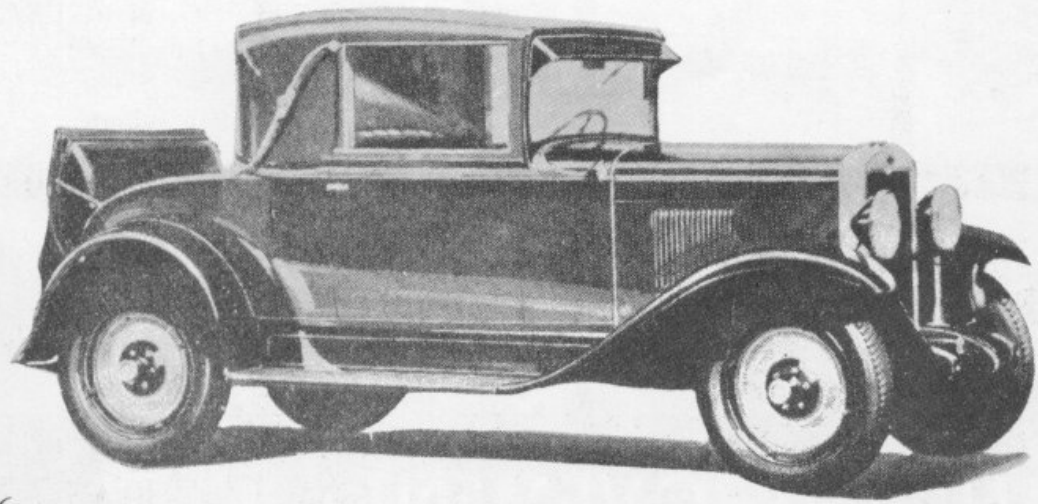
PROGRESS THROUGH CONSTANT IMPROVEMENT

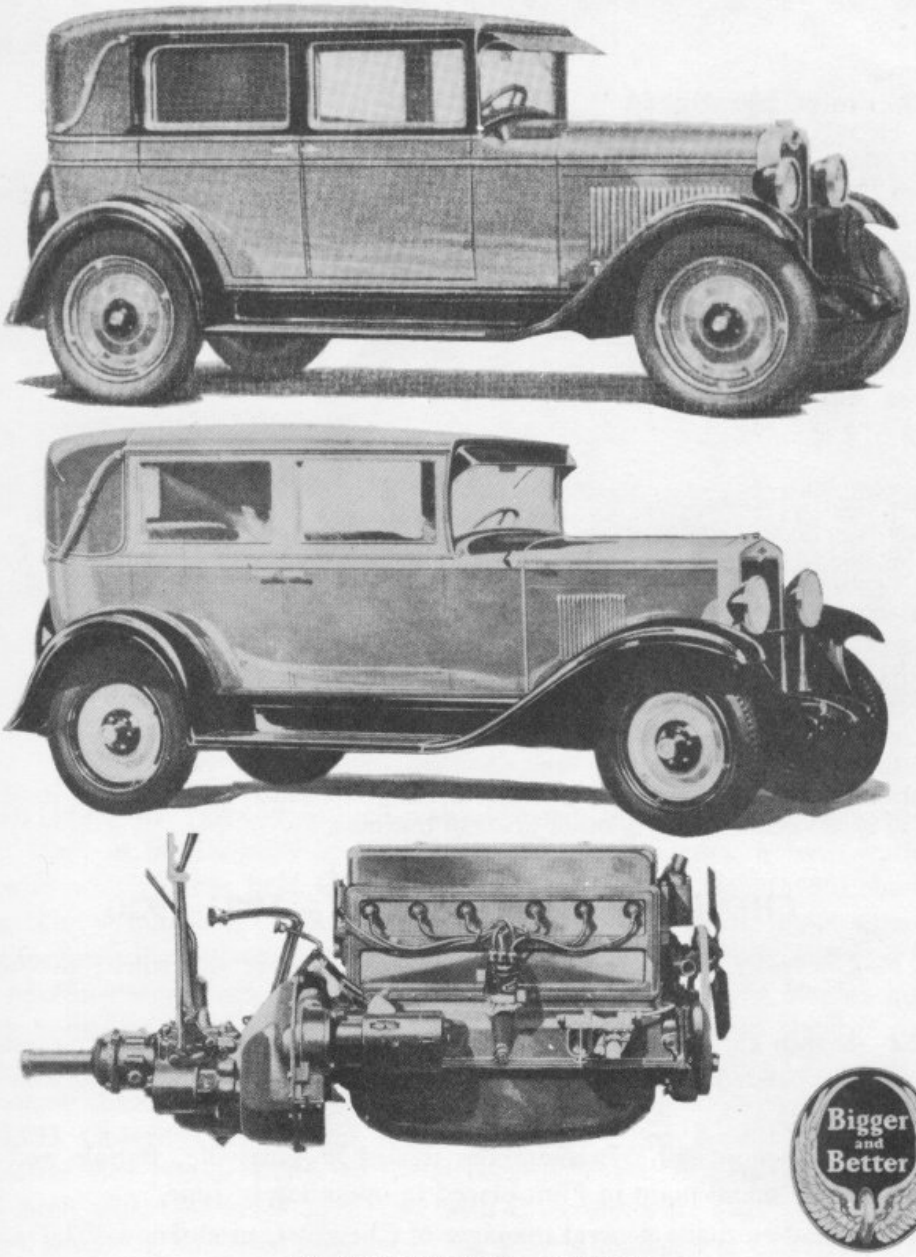




Chevrolet Songs of the Twenties

When Chevrolet was making its climb into leadership, from a half-million vehicles a year in 1925 to its first million-production year in 1927 (see the 1927 rumble seat Sport Cabriolet, below) song writers got into the spirit of the competition with early-day counterparts of today's nationally famous: "See the U.S.A. in Your Chevrolet," which Dinah Shore made her national theme song on both radio and TV networks in 1953. Above (right) is the "Chevrolet" song written by Robert E. Hinson, and (left) "Ray and His Little Chevrolet," by Bernie Grossman and Jack Stanley. Published in the 1920's, these songs were distributed by Chevrolet dealers with their local imprint in the sales battle that saw Chevrolet pass Ford for the first time in automotive history in 1927. Chevrolet has been in First Place in the industry ever since, with three brief exceptions in 1929 and 1930 and 1935.





"A Six for the Price of a Four"

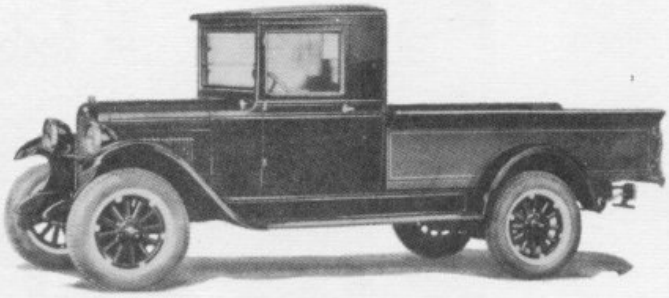
Chevrolet's rise to become the World's Biggest producer of automobiles in 1927, was followed in 1928 with the master strategy, which to the public was symbolized by the advertising slogans of "Bigger and Better" and "Quality at Low Cost," but which in behind-the-scenes planning saw the chassis lengthened four inches.

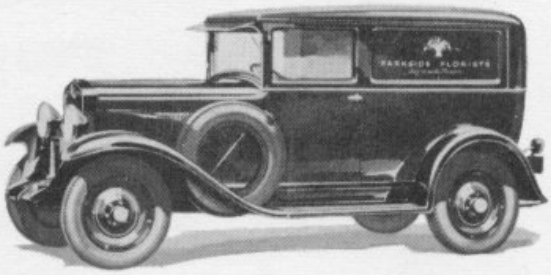
Chevrolet gained First Place in 1927 with a valve-in-head four-cylinder engine, and saw its one-time rival come back with a shift from Model T to Model A, still with a four-cylinder engine.

The Chevrolet strategy in 1928 was to command the low-price field with "A Six for the Price of a Four," but its preparations were carefully and secretly laid as the above comparisons of the 1928 and 1929 Imperial Landau models show. The four inches added to the length of the chassis in 1928 set the stage for sensational introduction of the valve-in-head six a year later.

A far cry from the one-time competitive edict of "any color, so long as it's black," this series of Chevrolets began the auto industry's glamour color treatment.

Chevrolet introduced the closed cab in 1927 described in advertising copy as having "quality sedan type features." Body types from outside suppliers, offered at the same time, were panel delivery, tank trucks, farm and stock trucks, screenside express trucks, dump trucks, and popular stake trucks.





Notable Chevrolet Truck Additions

In 1929 Chevrolet introduced this Sedan Delivery model, an exclusive in its field for more than 20 years, in which the riding comfort of a passenger car chassis and the spacious carrying capacity needed for light delivery were put together in a pioneering combination that became popular on florists' routes, food deliveries, as mail cars, and as errand cars in many other fields of business.

CHEVROLET CHRONOLOGY—1921-1930

1921—Chevrolet crisis; recommendation to liquidate overruled; production 76,370.

1922—March 25, 1922, William S. Knudsen hired as production vice-president; Chevrolet expanded in Detroit; Janesville, Wis.; Buffalo, N. Y. and Norwood, O.; production 243,479.

1923—Production 480,737; assemblies started in Janesville, Buffalo and Norwood; pressed metal plant in Flint placed in operation in June.

1924—Knudsen made general manager of Chevrolet; production 307,775.

1925—Production 519,229; Bloomfield, N. J. assembly plant acquired.

1926—Production 732,147; Detroit plant of General Motors Truck Corp. taken over to manufacture Chevrolet front and rear axles.

1927—Chevrolet attained *First Place* in industry; production 1,001,880; first of million-vehicle years. Grey Iron Foundry added in Saginaw.

1928—First Place again; production 1,193,212; new assembly plant in Atlanta, Ga., placed in operation; and new assembly plant started in Kansas City, Mo. This year saw the last of Chevrolet four-cylinder models.

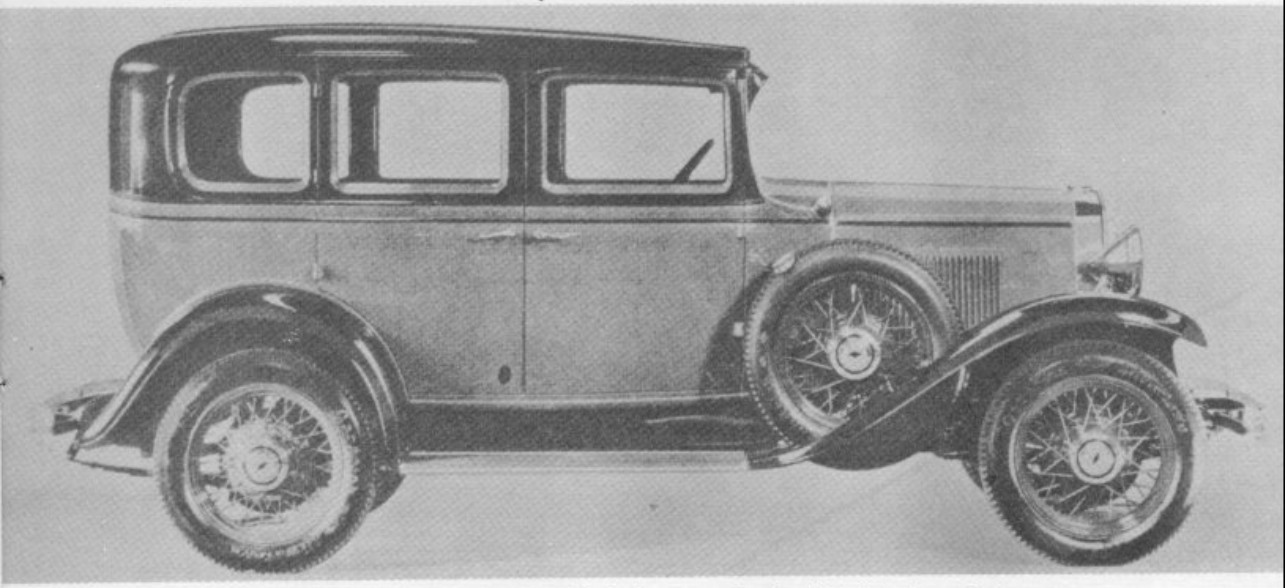
1929—Chevrolet introduced its now famous valve-in-head six; production 1,328,605.

1930—Despite depression, Chevrolet expanded in Indianapolis and erected new Spring plant in Detroit; production 864,243.

THE CHEVROLET STORY

CHAPTER IV

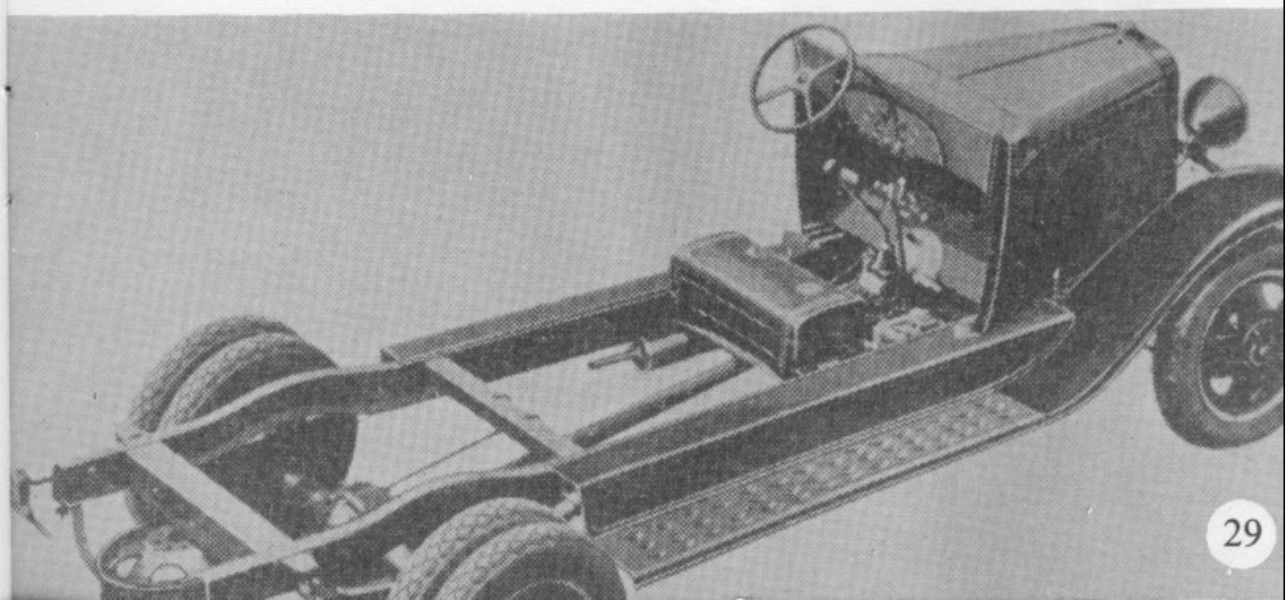
CHEVROLET, THE LEADER—1931-1941

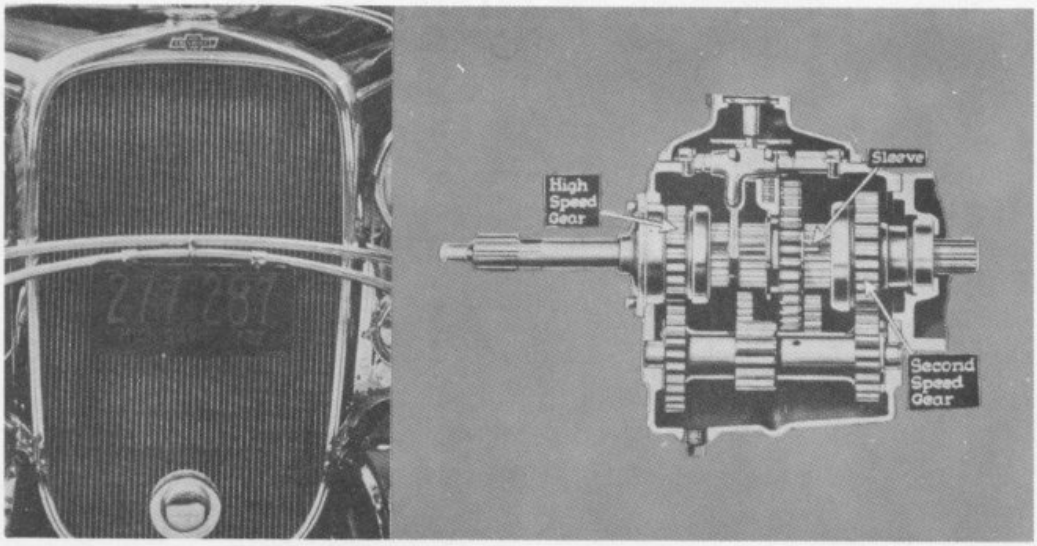


The 1931 Chevrolet Special Sedan was fitted with six wire wheels, with spares in fender wells, and had a chrome-plated radiator grille.

In 1931, its "greater value" valve-in-head Six entrenched Chevrolet in First Place in the industry in production and sales, starting a fresh leadership drive in which it has held First Place every year except one (1935) since that time. The year before, in spite of Depression, Chevrolet made major expansions in manufacturing capacity, erecting a new spring plant in Detroit, and purchasing the Martin-Parry Corporation at Indianapolis to make its own commercial and truck bodies on a large scale. And in 1931 Chevrolet put into operation a new bumper plant in Detroit. Thus, in 10 years, from the 1921 crisis, Chevrolet made a roaring comeback rising to leadership from a "hopeless" competitive outlook. In 1933 Chevrolet moved up seasoned leaders when Knudsen became GM executive vice president. M. E. Coyle became Chevrolet general manager. He had been with GM since 1911, and with Chevrolet since 1917, and since 1925, under Knudsen, had been assistant to the general manager of Chevrolet.

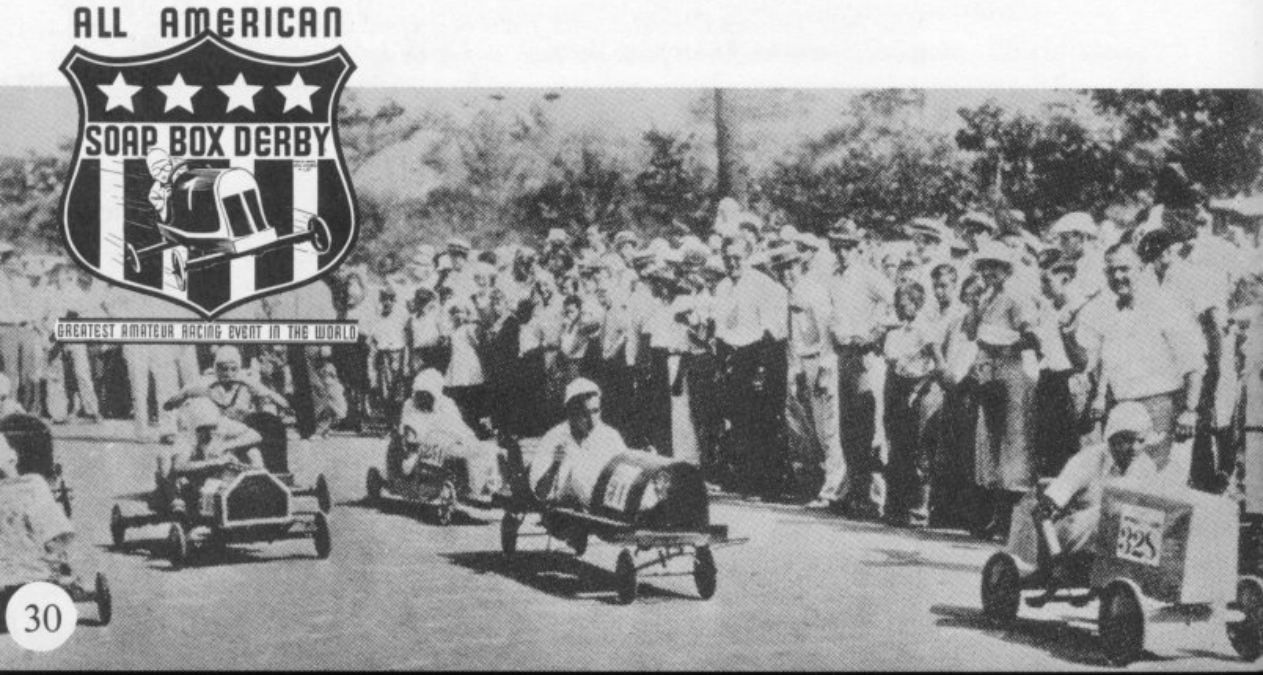
The 1931 1½-ton Chevrolet truck featured pressed steel wheels, interchangeable front and rear, and duals on rear.

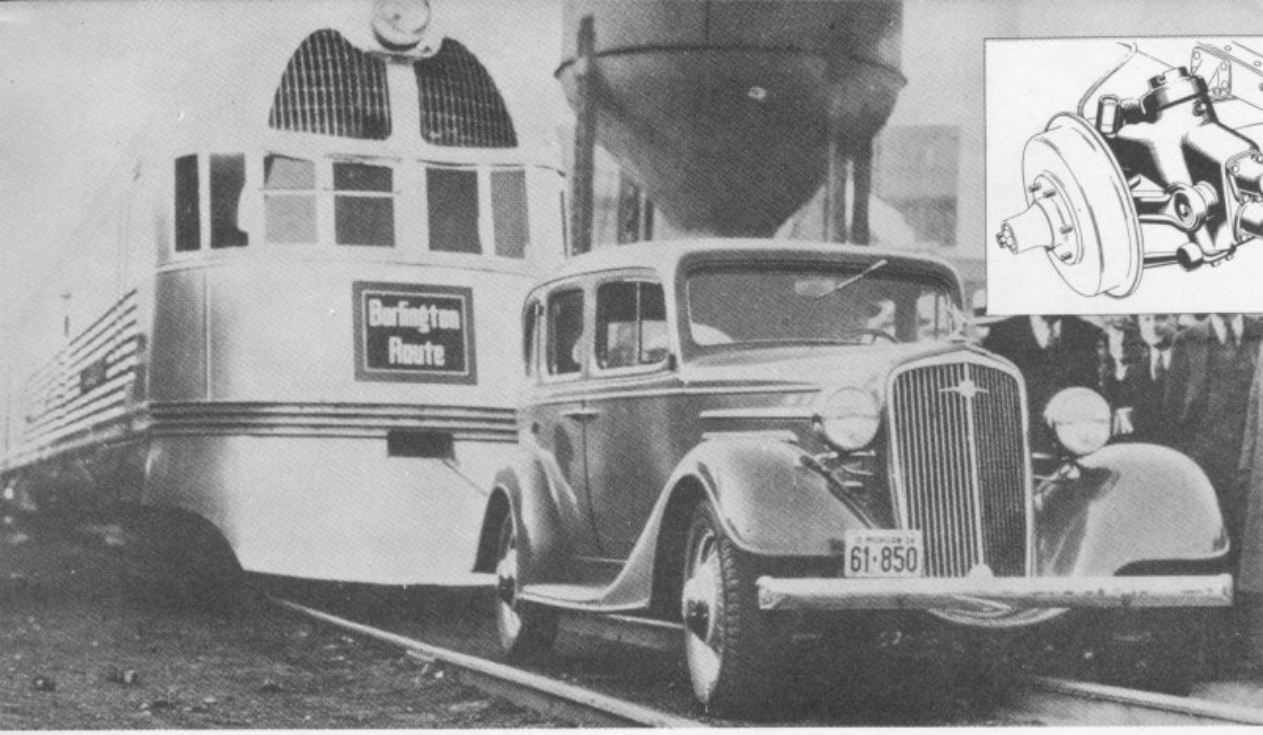




Important innovations in 1932, in improved styling, included the built-in grille to cover the radiator (left) and, in performance, the Synchro-Mesh Transmission (above).

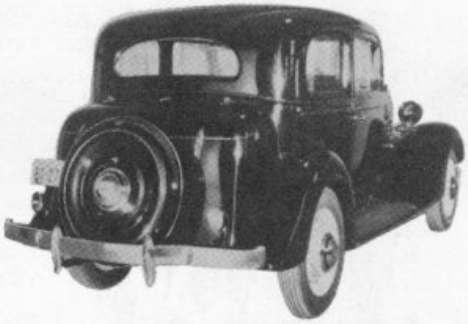
In 1933 Chevrolet began the most famous of all industrial youth promotions, the All-American Soap Box Derby. The first of these "Greatest Amateur Sporting Events for Boys," in 1933 at Dayton, O., was the brainchild of Myron E. Scott, a Dayton newspaperman, now assistant public relations director of Chevrolet. Scott photographed a local neighborhood race as a feature story for his paper, and sold Chevrolet on the idea of a nationwide competition, with joint sponsorship of local races by leading newspapers and Chevrolet dealers. After running down a cobblestone hill in Dayton the first year, the All-American race moved into a stadium of its own, Derby Downs, at Akron, O., the next year, where all subsequent competitions have been run. Scholarships of $5,000, $4,000, $3,000, $2,000 and $1,000, respectively, go to the top five winners annually, plus additional valuable awards to hundreds of other competitors.

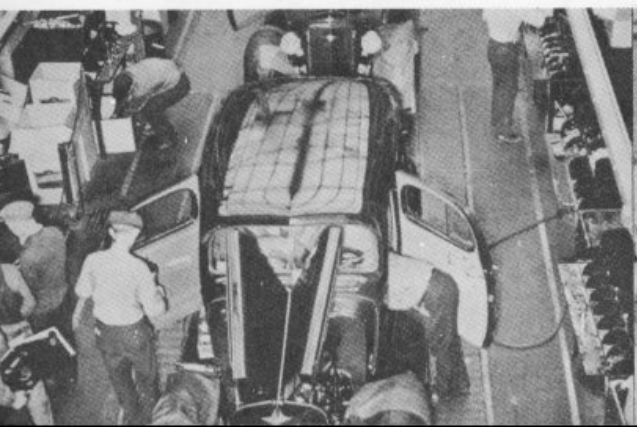


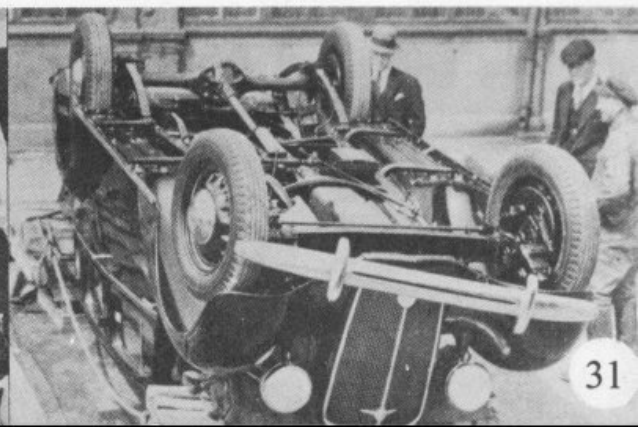


Chevrolet inaugurated many important engineering features in the 1930's, demonstrating its "greater value" slogan that enabled Chevrolet to lead the auto industry, which in turn led the nation's economy out of the country's worst depression. Here are typical examples: Knee-Action, new in the 1934 Chevrolet, demonstrates its smooth ride over railroad ties, and the "Blue-Flame" combustion chamber, also pioneered in 1934, demonstrates the power of the Chevrolet valve-in-head Six, as this Chevrolet Four-Door sedan tows the Burlington Zephyr into its station in Chicago. The inset (above) shows detail of this advanced independent front wheel suspension.

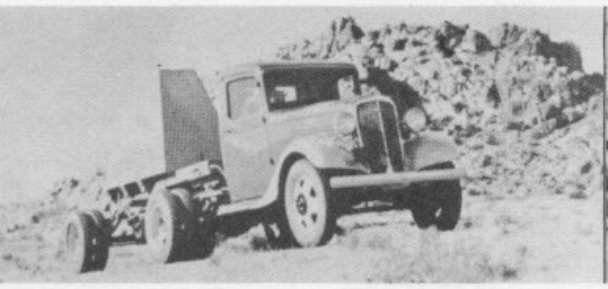
At right, this "spacious built-in trunk" was a new convenience feature of some sedans in the 1934 Chevrolet line. New safety was engineered into Chevrolet bodies with the advent of the all-steel Turret Tops which gleam under the lights of humming assembly plants in 1935 (below). A Turret Top Chevrolet survived a 30-foot drop from ship to dock (bottom, right) with only minor dents to show for its accidental dive.

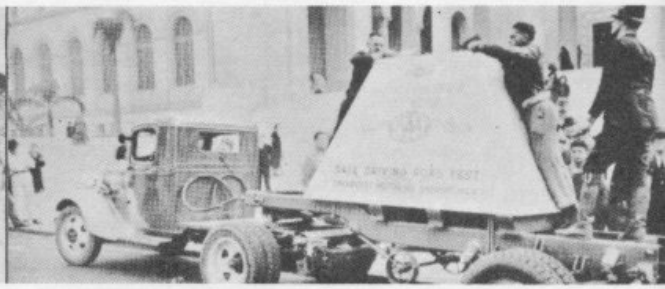






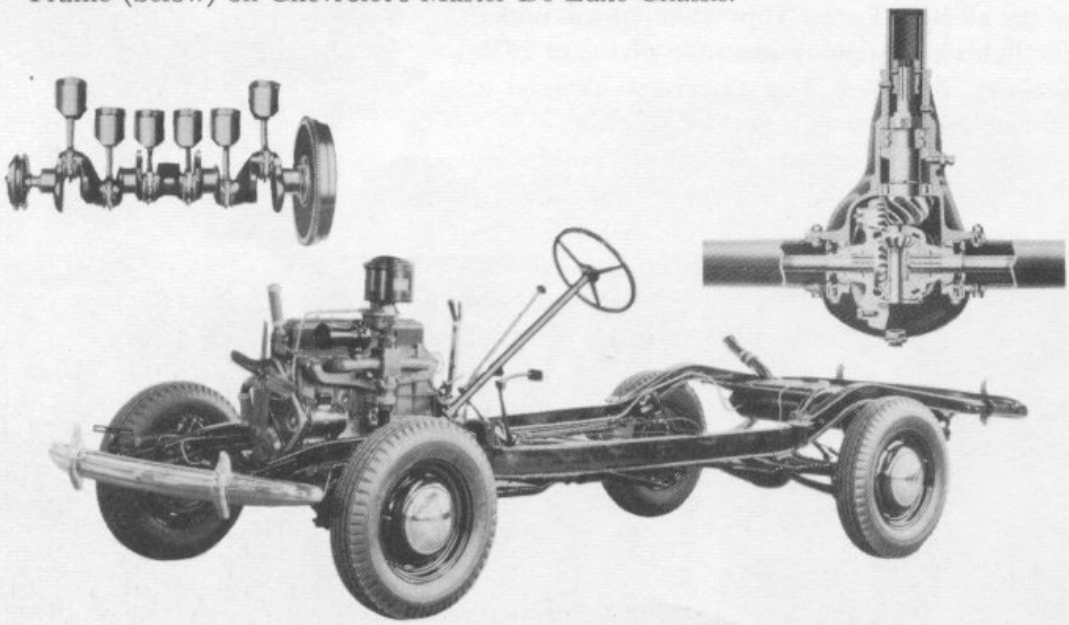
The 1936 announcements of Chevrolet's new hydraulic brakes were "shouted from the housetops" with these clock bulletins.

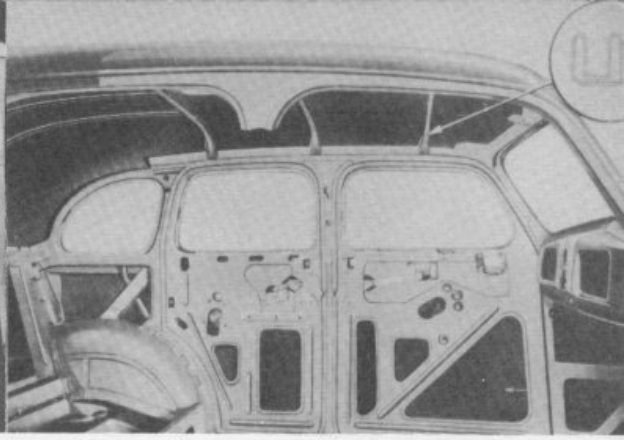




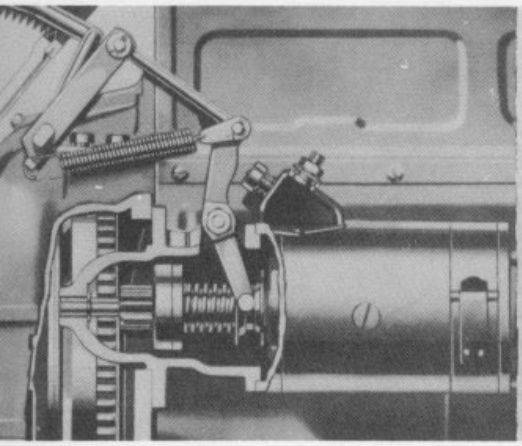
Chevrolet trucks demonstrated their outstanding economy in a series of AAA tests in 1936, of which these two are typical: a coast-to-coast economy run from Los Angeles to New York (right), and a climb up Pike's Peak (left). Both tests were run with a 1½-ton truck hauling a trailer with a five-ton load.

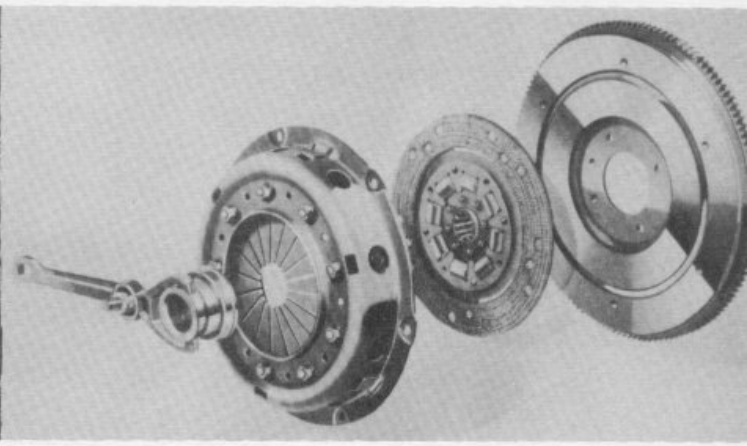
Improved performance and greater safety features introduced in 1937 are illustrated by the smoother power of new engines with four-bearing crankshafts with harmonic balancer (left), the new hypoid gear rear axle (right) that permitted lowering the propeller shaft and lower mounting of car bodies, and the Box Girder Frame (below) on Chevrolet's Master De Luxe Chassis.



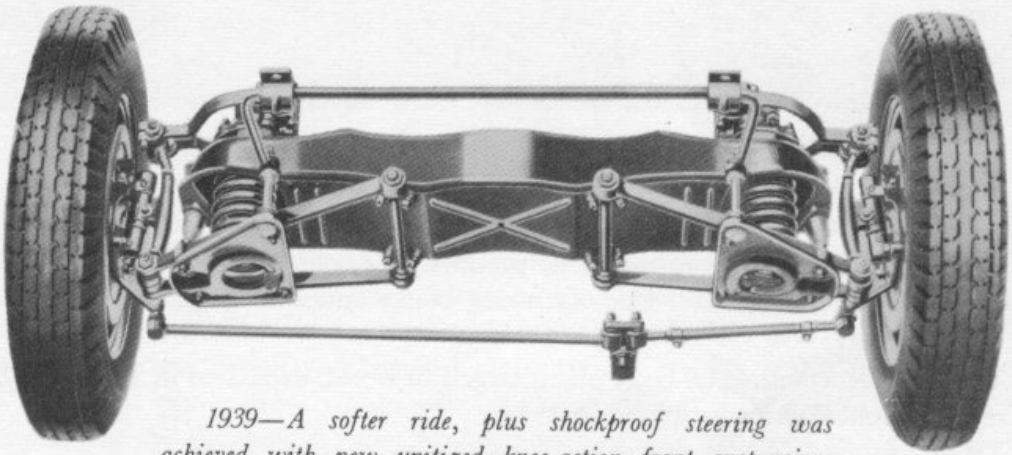


1937— trunks became full size with spare tire enclosed. Chevrolet achieved all-steel, unisteel Body-by-Fisher with safety plate glass all around.

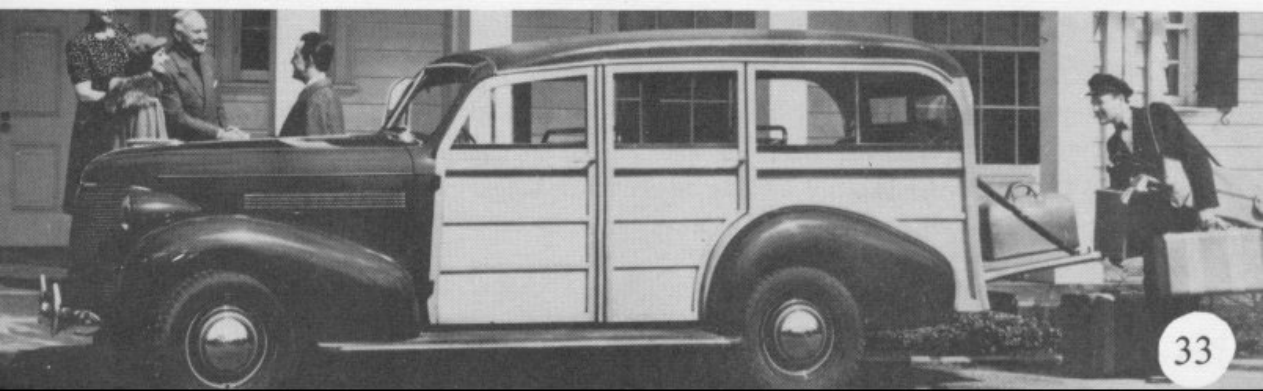


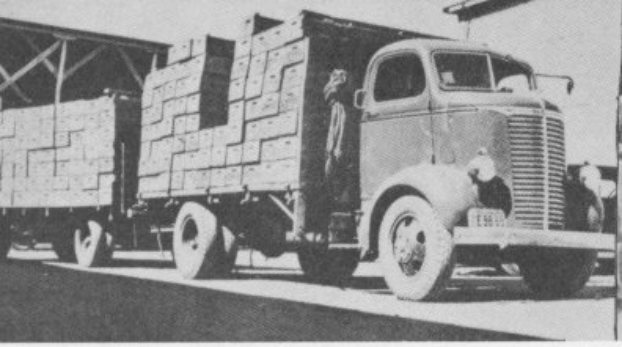


Advances in 1938 included the positive shift starter (left) shown with over-running clutch disengaged, and new "Tiptoe-Matic" diaphragm spring clutch (right).



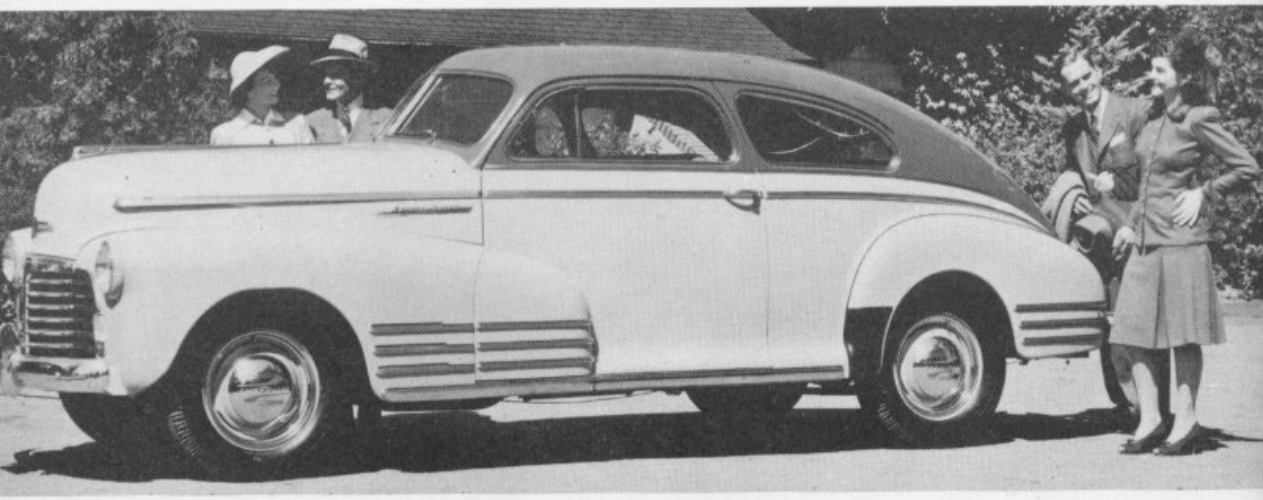
1939—A softer ride, plus shockproof steering was achieved with new unitized knee-action front suspension. Station wagon (below) was added to Chevrolet line.





Massive cab-over-engine models extended the truck line in 1939.

Running boards were eliminated in Chevrolet models of 1941.



An exciting new style, the Chevrolet Fleetline Aerosedan, was introduced in 1942, with streamlined Door Action Fenders.

CHEVROLET CHRONOLOGY, 1931-1941

1931—Chevrolet first in the industry for third time; new bumper plant placed in operation in Detroit; production 782,967.

1932—Chevrolet again led the industry; its production 394,000 was depression low, start of a turn.

1933—M. E. Coyle made general manager of Chevrolet.

1934—Ten millionth Chevrolet built on company's 23rd birthday, Nov. 3, 1934.

1935—Million car years resumed; production 1,066,197; new assembly plant opened in Baltimore, Md. Manufacturing plants added in Saginaw, Mich. and Muncie, Ind.

1936—New commercial body plant, largest in world, dedicated in Indianapolis, replacing old building acquired in 1930.

1937—New manufacturing plant opened in Tonawanda, N. Y.

1938—Effects of recession felt; production 694,039.

1939—The 15 millionth Chevrolet built.

1940—Chevrolet under Coyle leadership, averaged a million units a year for seven years; Chevrolet dealers sold 11 million used cars in same period; first Chevrolet contract with War Department signed April, 1940.

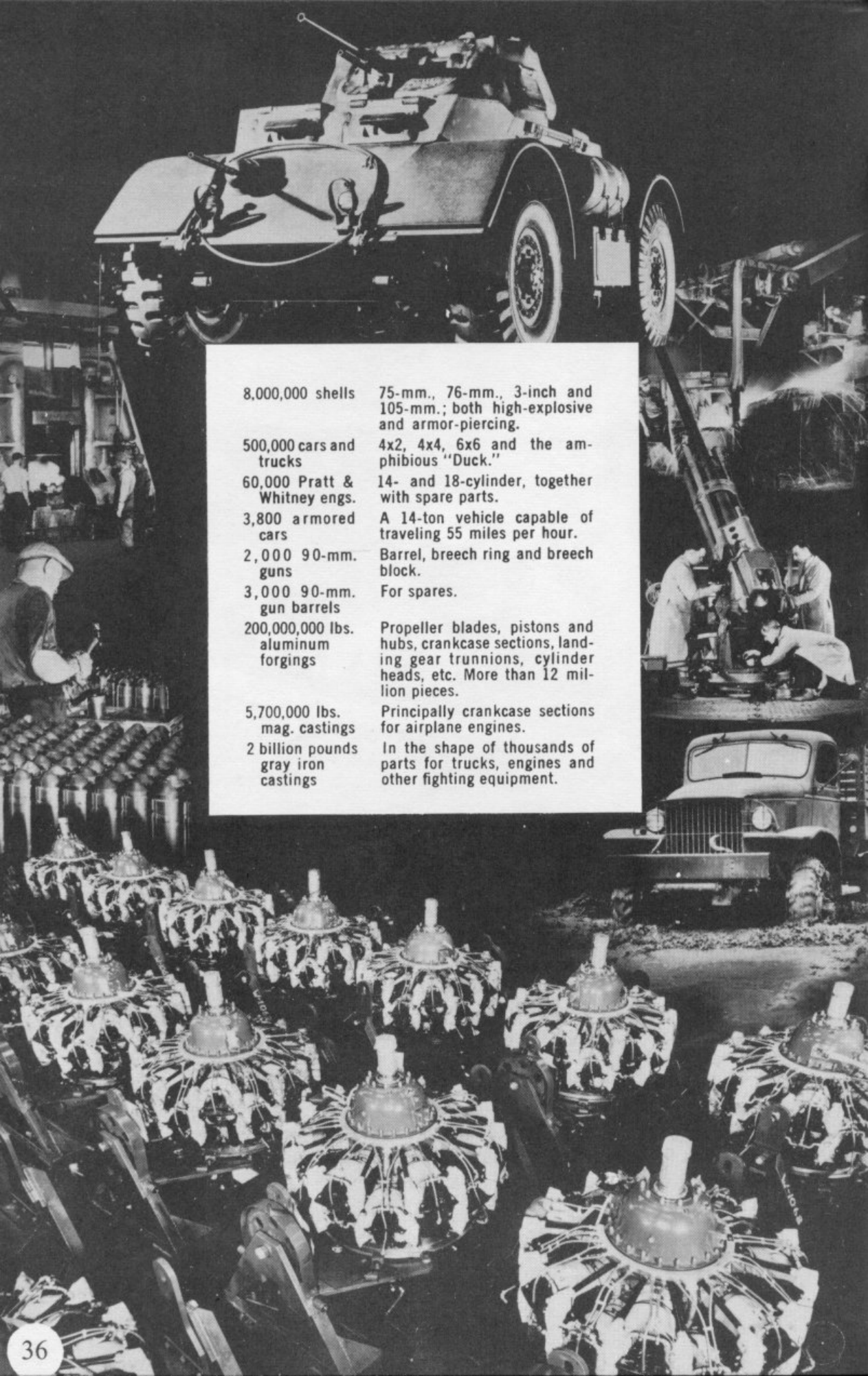
1941—Chevrolet rapidly adding other War Department contracts; ranks first in civilian production for 12th time; buying rush anticipates Pearl Harbor; production, 1,339,952.

THE CHEVROLET STORY

CHAPTER V

VOLUME PRODUCTION FOR VICTORY—1942-1945

Chevrolet was fully committed to defense in World War II, with contracts from the War Department that began in April, 1940 for 75 mm high explosive shells, followed by orders for 4 x 4 military trucks, parts for the 90-mm anti-aircraft gun, more shells of various sizes, and an extensive tool-up for two lines of Pratt & Whitney Aircraft engines. Thus, months before Pearl Harbor, and the declaration of war, Chevrolet was plunged into the war effort that eliminated all passenger car production and reduced the output of civilian trucks to a trickle. All Chevrolet plants were completely converted to war work, with the single exception of the Saginaw Service Manufacturing plant, required to supply the maintenance parts for millions of Chevrolet cars and trucks. Parts manufacturing was teamed with a Chevrolet dealer service program to "Save the wheels that serve America." More than one of the Chevrolet plants received the Army-Navy "E" (above) for excellence in production. On the opposite page is a partial list of the war products manufactured by Chevrolet.



8,000,000 shells	75-mm., 76-mm., 3-inch and 105-mm.; both high-explosive and armor-piercing.
500,000 cars and trucks	4x2, 4x4, 6x6 and the amphibious "Duck."
60,000 Pratt & Whitney engs.	14- and 18-cylinder, together with spare parts.
3,800 armored cars	A 14-ton vehicle capable of traveling 55 miles per hour.
2,000 90-mm. guns	Barrel, breech ring and breech block.
3,000 90-mm. gun barrels	For spares.
200,000,000 lbs. aluminum forgings	Propeller blades, pistons and hubs, crankcase sections, landing gear trunnions, cylinder heads, etc. More than 12 million pieces.
5,700,000 lbs. mag. castings	Principally crankcase sections for airplane engines.
2 billion pounds gray iron castings	In the shape of thousands of parts for trucks, engines and other fighting equipment.

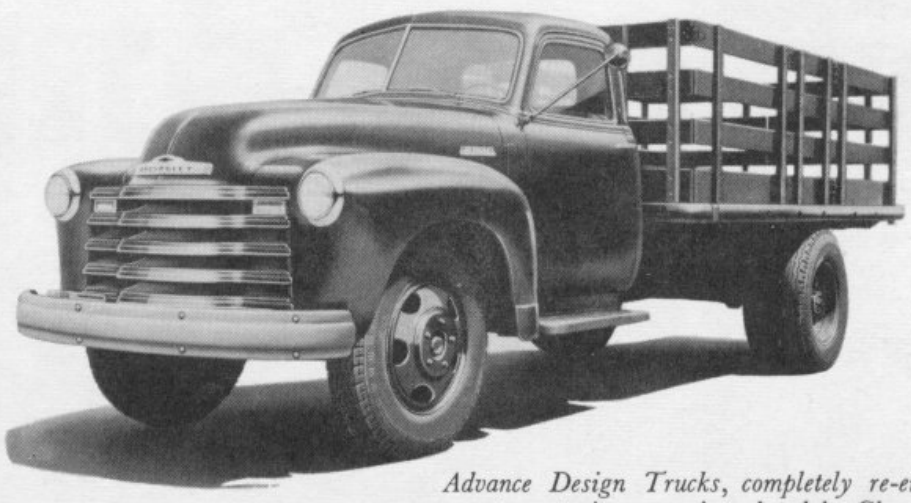
THE CHEVROLET STORY

CHAPTER VI

THE GREATEST PRODUCTION YEARS—1946-1954

Chevrolet pioneered in television to introduce the 1946 line of cars.

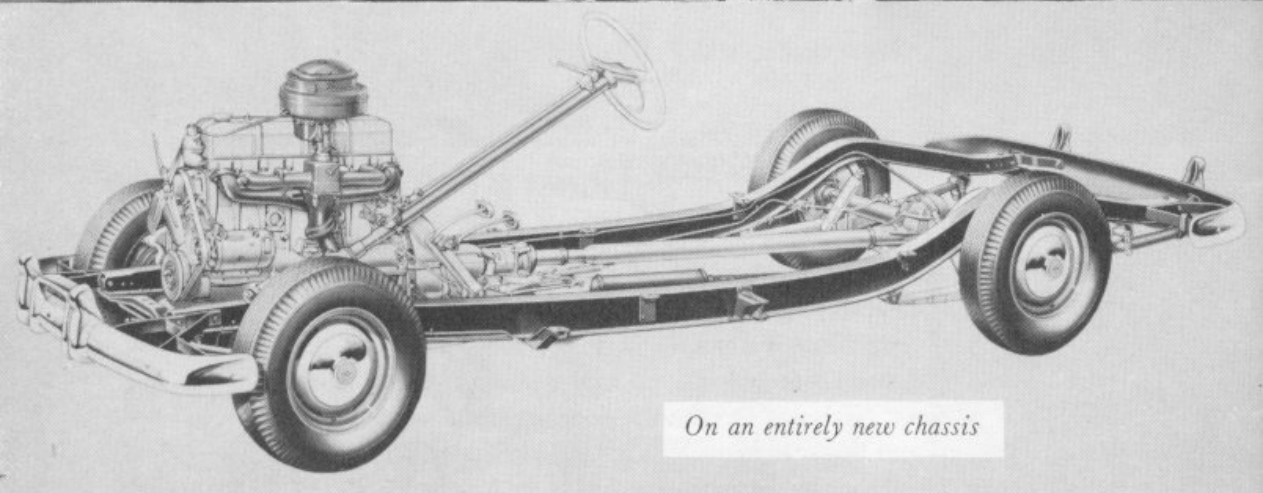
Having resumed civilian truck production Aug. 20, 1945, and car production Oct. 3, 1945, Chevrolet immediately began a great expansion of facilities, and brought up new executive leadership in June, 1946, after M. E. Coyle, who had been Chevrolet general manager since 1933, was made an executive vice president of General Motors. Nicholas Dreystadt, general manager of Cadillac, was named to succeed him, and began Chevrolet's greatest production drive, that was carried on by others after Dreystadt's untimely death in August, 1948. W. F. Armstrong, a GM vice president, followed Dreystadt, and after Armstrong was given another GM assignment due to serious illness, T. H. Keating was advanced from Chevrolet general sales manager to General Motors vice president and Chevrolet general manager in 1949. In 1954 he was made a director of General Motors.



Advance Design Trucks, completely re-engineered for greater capacity, were introduced by Chevrolet in 1947.

Brand-New Postwar Cars—1949

Completely new bodies

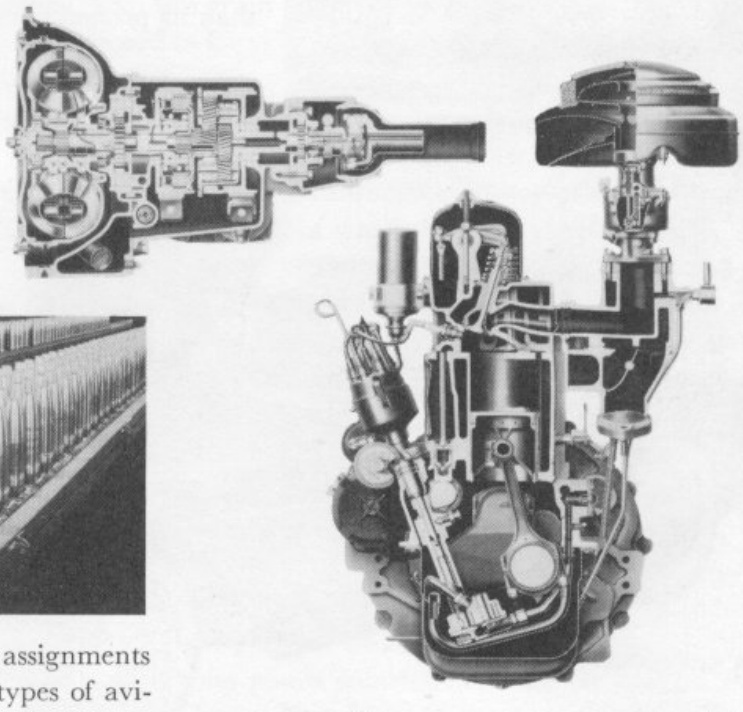


On an entirely new chassis

While Chevrolet was setting the production pace for the industry from 1946 forward, it also completed the engineering and tooling of completely new models, shown here as they were introduced in 1949. A truck demonstration unit (below) was made of plexiglas, showing operation of the new 1949 forward control trucks.

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

Introducing the first automatic transmission in the low-price field, Chevrolet offered Powerglide torque converter transmissions as an option on 1950 models.



Chevrolet's defense assignments in 1953 included two types of aviation engines, millions of 105-mm shells (above), parts for 6 x 6 military trucks, final drive units for tanks, and gear assemblies for automatic transmissions for tanks.

A new power team consisted of more powerful "Blue-Flame" engine of 235 cu. in. displacement, and an Econo-Mizer rear axle for use with Powerglide.

Flashback. It takes a look back at a typical dealership illustrated in its 1919 dress (Page 18), and a comparison with this modern structure, to show how the 7600 Chevrolet dealerships had come out with new model buildings and factory-trained mechanics to meet the expanding needs of postwar U. S. A. This is the same dealership in 1950.

Chevrolet's Pace-Setting Cars

The Impala (bottom), Chevrolet's fabulous dream car, was first shown publicly at the 1956 Motorama. The first of the famous dream cars to come off the production line was the '53 Chevrolet Corvette (top). The Chevrolet Corvette for '56 (center) is marked by a completely restyled body and even more outstanding maneuverability than its predecessors.

'53 CHEVROLET CORVETTE

'56 CHEVROLET CORVETTE

THE IMPALA

CHEVROLET CHRONOLOGY—1946-1955

1946—Postwar expansion begun; reconversion speeded; production 707,975; Nicholas Dreystadt named Chevrolet general manager as M. E. Coyle moved up to executive vice-president of General Motors.

1947—Production 1,093,204; new postwar line of Chevrolet Advance-Design trucks introduced; Indianapolis commercial body plant enlarged 50 per cent; new assembly plant in Flint completed and in production.

1948—New Los Angeles assembly plant dedicated Feb. 18, 1948; W. F. Armstrong, a General Motors vice-president, named Chevrolet general manager following death of Mr. Dreystadt in August, 1948; production 1,226,138.

1949—T. H. Keating, Chevrolet general sales manager, named general manager to succeed Mr. Armstrong, who was given another assignment by General Motors; new manufacturing plant opened in Cleveland; line of entirely new Chevrolet cars introduced; production 1,550,669.

1950—Chevrolet broke industry-wide production records, becoming first firm to make more than 2,000,000 units in U. S. plants in year; introduced Bel Air "hardtop" and Powerglide, first automatic transmission in low-price field; record output, including Canada, was 2,108,273, of which 521,095 were trucks.

1951—Production cut to 1,655,944 as Chevrolet signs contracts for defense work in many plants; CD-500 tank transmission gear assemblies, R-3350-26W and R-3350-85 aviation engines for Air Force and Navy; 105-mm artillery shells; M-48 tank final drive units, and many components for 6 x 6 military trucks.

1952—Defense expansion under way, with two million square feet of new plant buildings. First R-3350-26W aviation engine built July 29, 1952. First R-3350-85 aviation engine built Nov. 26, 1952. One millionth Powerglide unit built Oct. 25, 1952. Production, 1,334,800 cars and trucks.

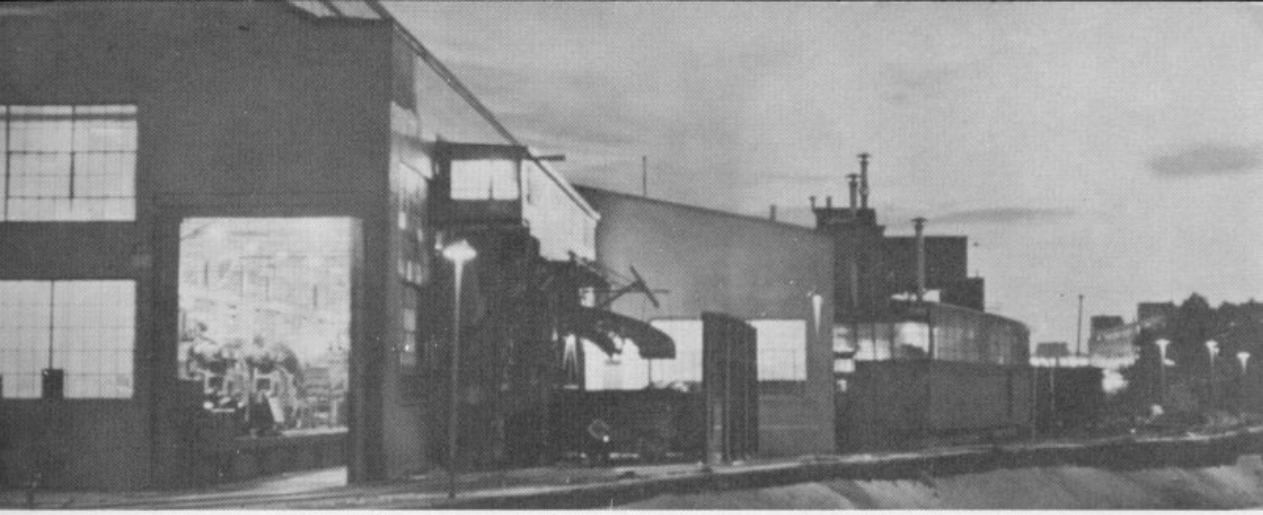
1953—Chevrolet introduced four Bel Air luxury models as new series; started building plastic body sports car, the Chevrolet Corvette, in June; introduced Handyman all-steel station wagons. Defense production milestones include 17 millionth 105-mm. shell; 10 Chevrolet plants contribute to regular carload shipments of aviation engines; Chevrolet in First Place in production and sales for 20th year; passed its 29 millionth milestone June 9, and built the 30 millionth Chevrolet near year-end, and was the first to put out 500,000 cars with Automatic transmissions in a single year as all-time Powerglide production passed 1,500,000 units.

1954—Chevrolet expanded production with new plants in Flint, Tonawanda and Livonia; and plant additions in Cleveland, Indianapolis and Muncie; introduces completely new line of Advance-Design trucks, with optional 261-cu.-in. engine on heavy-duty models; adopts 235.5-cu.-in. valve-in-head six-cylinder engine as standard on all cars, with 115 horsepower on gearshift models and 125 horsepower on Powerglide models. Introduced Power Brakes and Automatic Seat and Window Controls in low-price field.

1955—Began year with 25 percent increase in manufacturing potential, on expanded floor area totaling more than 5½ million square feet. Introduced the luxurious Bel Air Nomad and "Two-Ten" Sport Coupe. By the end of the year,

Chevrolet set the all-time production record, manufacturing 1,830,028 passenger cars and 393,315 trucks in U. S. plants. Chevrolet was named Pace Car for the 500-Mile Memorial Day Race in Indianapolis. Crowned champion of the NASCAR short track stock car racing; also won the 500-Mile Darlington, South Carolina, stock car race.

1956—Chevrolet continued to set the pace, with 1956 models. A Chevrolet sedan with "Super-Turbo Fire V8" engine set a new all-time record for stock cars on Pikes Peak run, proving Chevrolet's superior acceleration, cornering qualities, roadability and ease of handling. Among the features of the new models: new exterior styling, redesigned full-width grille with rectangular parking lamps, distinctive chrome trim for all three series, newly designed taillights with concealed gas filler, and the widest selection of exterior and interior color combinations in the company's history. Introduced 4-door Sport Sedan in Bel Air and "Two-Ten" series and 9-passenger Station Wagon in Bel Air and "Two-Ten" series. Also introduced newly designed Corvette with 210-hp V8 engine, and optional 225-hp V8 engine.



Manufacturing Plant at Flint, Michigan—one of five important Chevrolet plants in this area.

The Chevrolet Story

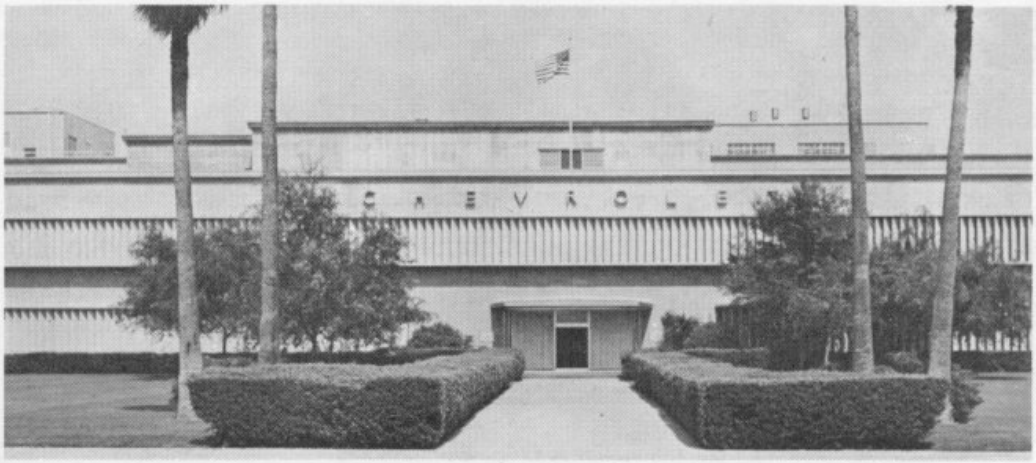
CHAPTER VII

PLANTS AND EXPANSION

Chevrolet's network of manufacturing and assembly plants stretches from coast to coast. This vast industrial organization provides employment for 100,000 people —a new high in Chevrolet employment reflecting the company's stepped-up plant expansion program.

Early in 1956 Chevrolet announced plans to build its largest assembly plant, located in Lordstown Township near Youngstown, Ohio. Encompassing 2,500,000 square feet of area, this new facility will employ an estimated 8,000 people. The new plant will be capable of producing 75 cars and 30 trucks per hour—averaging almost two units per minute. Design and equipment will utilize the most modern facilities and techniques for automobile and truck assembly.

An additional expansion program, including new plants at Willow Run, Michigan, and Toledo, Ohio, covering 4,250,000 square feet was also announced by Chevrolet late in 1955. These added facilities promise to strengthen even more Chevrolet's position of leadership in the automotive world.



Assembly Plant at Los Angeles. Note the vertical concrete slabs on the face of the building. These slabs are scientifically tilted to let in the light and keep out the heat. This design lowers the inside temperature as much as 15 degrees.

Chevrolet's postwar manufacturing plant in Livonia, Michigan.

Thirty-two manufacturing and assembly plants were operating for Chevrolet at the beginning of 1956. Twenty of these facilities were manufacturing centers and the remaining 12 were assembly plants. Here is a breakdown of these factories:

MANUFACTURING PLANTS

BAY CITY, MICHIGAN
BUFFALO, NEW YORK
CLEVELAND, OHIO
DETROIT FORGE
DETROIT GEAR AND AXLE
FLINT FRAME AND STAMPING
FLINT MOTOR
FLINT PRESSED METAL
FLINT ENGINE
INDIANAPOLIS COMMERCIAL BODY
LIVONIA SPRING AND BUMPER (MICHIGAN)
MUNCIE, INDIANA
SAGINAW GREY IRON FOUNDRY (MICHIGAN)
SAGINAW SERVICE (MICHIGAN)
SAGINAW TRANSMISSION (MICHIGAN)
TOLEDO PASSENGER TRANSMISSION
TOLEDO TRANSMISSION
TONAWANDA FORGE (NEW YORK)
TONAWANDA FOUNDRY (NEW YORK)
TONAWANDA MOTOR (NEW YORK)

The new Flint assembly plant helps meet the postwar demand for Chevrolets.

ASSEMBLY PLANTS

ATLANTA, GEORGIA
BALTIMORE, MARYLAND
BLOOMFIELD, NEW JERSEY
FLINT, MICHIGAN
JANESVILLE, WISCONSIN
KANSAS CITY, MISSOURI
LOS ANGELES, CALIFORNIA
NORWOOD, OHIO
OAKLAND, CALIFORNIA
ST. LOUIS, MISSOURI
TARRYTOWN, NEW YORK
YPSILANTI, MICHIGAN

Projected plans for new plants in 1956, coupled with the tremendous expansion since the end of World War II, give Chevrolet the greatest and most modern facilities in its history. And this growth of manufacturing and assembly plants is necessary to meet the increasing public demand for Chevrolet passenger cars and trucks.

Chevrolet's Transmission Plant at Cleveland, Ohio.

Another new Chevrolet is only a few minutes away from completion when the chassis rolls beneath the body drop at the Flint assembly plant.

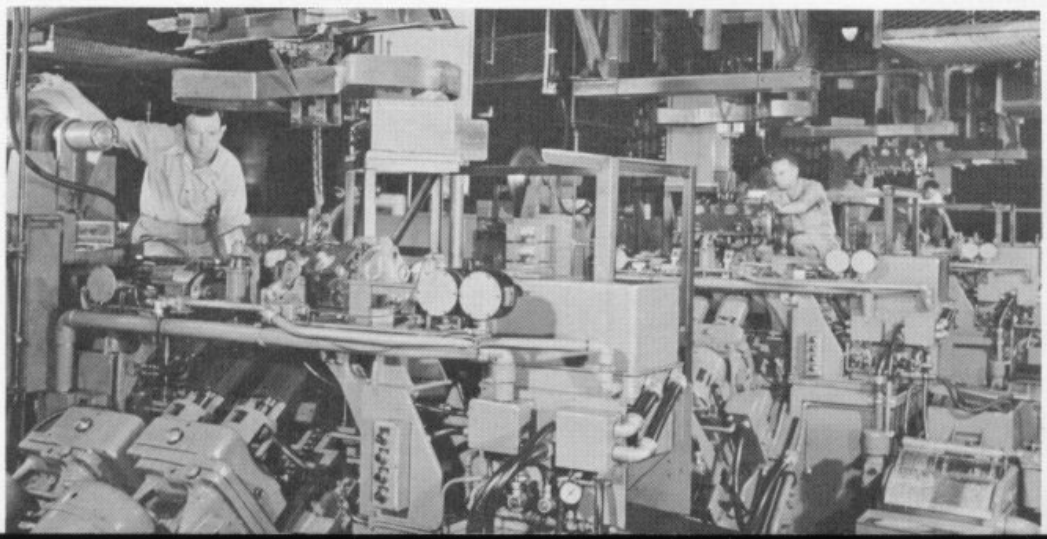
The Chevrolet Story

CHAPTER VIII

DYNAMIC PRODUCTION OPERATIONS

Industry-wide production records were shattered in 1955 when Chevrolet produced 2,223,343 passenger cars and trucks. This record exceeded by 10 percent the previous all-time mark also registered by Chevrolet in 1950 and smashed industry records that had stood since 1923.

Dynamic Balancing—a new process to assure smooth-running engines—is achieved on these machines, developed exclusively for Chevrolet. Any imbalance is detected by this machine, which measures the engine's "wiggle" at 700 revolutions per minute.

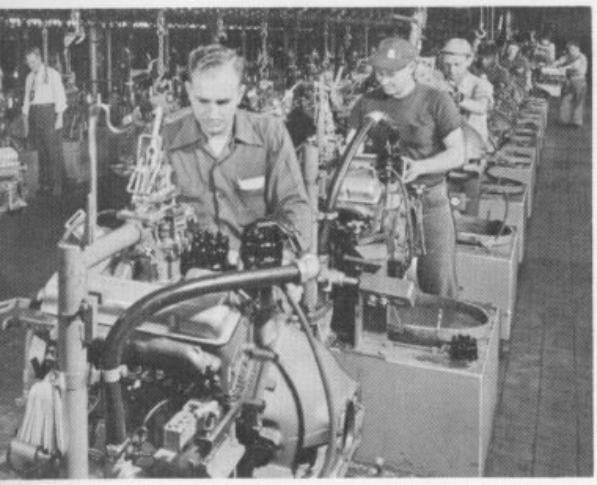


Late in January 1955 the 32 millionth Chevrolet rolled off the company's assembly lines. By May the 33 millionth Chevrolet had been produced and in December the 34 millionth was on the road. These feats established an all-time record in the auto industry and are mighty testimonials to Chevrolet's outstanding leadership.

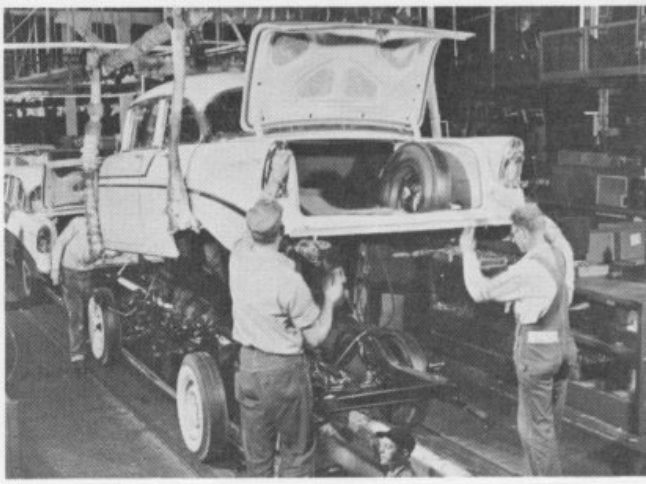
Daily, weekly and monthly production marks also toppled during 1955.

The daily record fell on May 31 when 10,172 passenger cars and trucks poured from the company's assembly plants. This is equivalent to roughly $20,000,000 worth of vehicles. Gross supplies needed for one day's production at this rate include 33 million pounds of steel, seven million pounds of iron, 1,100,000 pounds of non-ferrous metals, 1,700,000 pounds of chemical materials and two million pounds of agricultural, animal and forest products.

New weekly production records were set when 53,510 units were completed during the week ending July 16 and a new monthly record was made in November with the production of 219,182 vehicles.



Chevrolet tests an engine while it runs as a unit.



Chevrolet bodies meet the chassis at this point. Here a crew of men tighten bolts with pneumatic wrenches while the car moves along the line.

Today's production records are in sharp contrast to prewar marks. During the five years preceding World War II, Chevrolet's annual output of a little over one million vehicles per year was sufficient to maintain its leadership in the automotive industry.

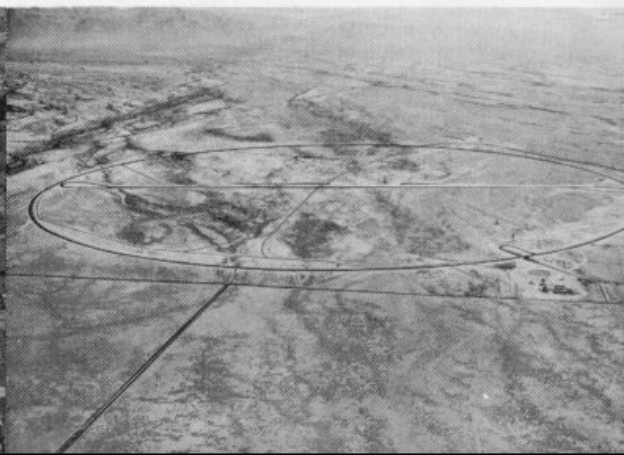
For Chevrolet, 1955 was by far the greatest year in the company's history. Record sales, production and plant expansion marked the year as a memorable one for Chevrolet. But even greater records remain to be made in future years. As the country's economy continues to expand, the demand for more Chevrolets will be met by increased sales, higher production records and even more modern and larger production facilities.

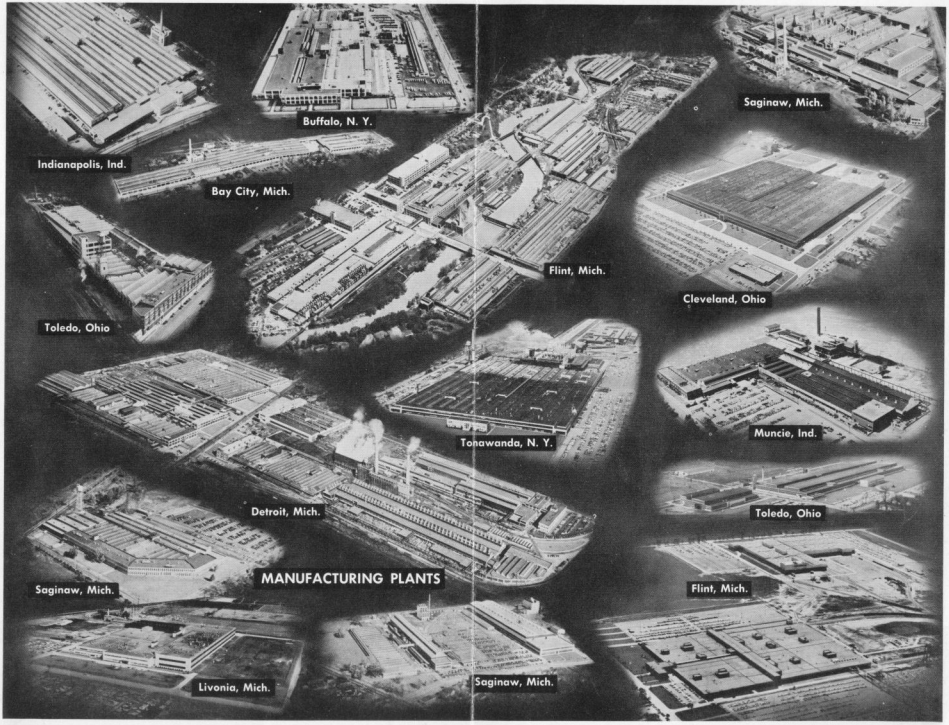
America's Largest Selling Car—
2 million more on the road
than any other make.

LITHO IN U.S.A., APRIL, 1956

CHEVROLET ENGINEERING BUILDS FOR A BETTER TOMORROW

An ultra-modern Chevrolet Engineering Center (above) sets the pace for Chevrolet's continued leadership in the automotive world. Located near the great General Motors Technical Center just outside of Detroit, Chevrolet's new engineering facilities were completed in 1955. Grouped in this center are an administration building, an engineering laboratory and an experimental shop. All functions of Chevrolet engineering are directed from here except road testing. The GM Proving Grounds at Milford, Michigan (below left) and Phoenix, Arizona (below right) conduct Chevrolet road-testing activities.




Indianapolis, Ind.
Buffalo, N. Y.
Saginaw, Mich.
Bay City, Mich.
Flint, Mich.
Cleveland, Ohio
Toledo, Ohio
Tonawanda, N. Y.
Muncie, Ind.
Detroit, Mich.
Toledo, Ohio
MANUFACTURING PLANTS
Saginaw, Mich.
Flint, Mich.
Livonia, Mich.
Saginaw, Mich.

The Chevrolet Story

New Heavyweight Champ of the Chevrolet Task-Force Fleet—the All-New Heavy-Duty 10000 Series Truck with Triple-Torque Tandem.