

Alfred Sloan's Decision Saved Chevrolet Company



Of the millions who own and drive Chevrolets, few realize that during the earlier days of the company its fate hung in the balance. Had it not been for the decision of one man, the company would have joined hundreds of others which by the wayside as financial failures.

Chevrolet was then 10 years old. Having been incorporated in 1911, the company produced only 2,999 cars in its first year. Production continued to expand and the company became a division of General Motors in 1918. In 1921, however, when a business recession had cut its sales almost in half, the company came within an "executive nod" of being scrapped.

SLOAN ASKED ANOTHER CHANCE

At that time General Motors employed a firm of industrial engineers to survey the corporation and make recommendations regarding reorganization. Among other things they advised that Chevrolet be liquidated. They said it "could not compete" in its field. But Alfred P. Sloan, Jr., the assistant to the president of General Motors who is now chairman of the board, urged another chance for the company.

As a result the company was saved—to prove without the shadow of a doubt that it was capable of competing in its field. Following an output of only 76,370 cars in 1921, volume jumped to 243,479 in 1922. Since then production has been consistently large.

The first million-car year came in 1927 when Chevrolet took first place in the industry. Since that time the million-car record has been made or bettered a total of 14 times, with a two-million figure in 1950. Over the period, Chevrolet has led the industry 18 times.

As a matter of comparison, records show that in one day Chevrolet has produced more than three times as many vehicles as it did in the entire first year of 1912. The judgment of Alfred P. Sloan, Jr., would thus seem to have been completely vindicated.

HOMEWORK PARTISANS

MIAMI, Fla. (AP) — A survey of students at eight schools here showed 40 per cent of the pupils don't mind homework. More than half admitted that the extra assignments at home helped their classroom ability. Seven per cent of the students said flatly that they "hated it."

CHEVROLET ZONE MANAGER — Among the dignitaries in the automotive field expected to attend the grand opening of Westbrook Chevrolet Company's new building here Saturday is F. E. Walsh of Charlotte, Chevrolet zone manager for the two Carolinas. Mr. Walsh is one of the best known automobile executives in the South.

HITTING HOME
NORTH PROVIDENCE, R. I. (AP) — This town's fire prevention bureau recently declared its five fire stations as fire hazards.

OPERATION OWL
MUNCIE, Ind. (AP) — To prove the wisdom of its aims, the Muncie public library has borrowed two owls to rid the building of pigeons.



CHEVROLET EXECUTIVE — Frank Casper of Clinton, shown here, serves as district parts and accessories representatives for Chevrolet. He'll be in Dunn Saturday for the grand opening of the new home of Westbrook Chevrolet Company.

74 Truck Models In Chevrolet Line

The Chevrolet truck line for 1953, increased to a total of 74 models on 11 wheelbases, features, among other commercial advantages, greater horsepower and chassis ruggedness. Ranging in size from the sedan delivery on a 115-inch wheelbase to a school bus chassis of 212-inch wheelbase, accommodating bodies of 54 passenger capacity the models answer virtually every hauling need.

Improved performance, stronger frames and axles and better braking are some of the highspots that apply to individual series in the 1953 program of significant refinements. New and livelier colors, increased generator capacities, a wider range of options and distinctive series identification are also included in the line that has consistently led the industry in sales.

TWO VALVE-IN HEAD ENGINES
Offered in the latest Chevrolet truck models are two engines of the traditionally economical valve-in-head design. The Loadmaster,

standard in some of the models and optional in others, has been increased in power for 1953. The Thiftmaster, also improved at several points, is standard on the lighter trucks.

The Loadmaster engine, with a compression ratio of 7.1 to 1 and horsepower of 108, has been redesigned throughout. From the cylinder head with its revised combustion chamber down to the crankcase, with extra side ribbing and thicker walls, the engine has been created as a balanced unit. This includes a drop-forged crankshaft properly counterweighted, strengthened connecting rods, chrome-plated top piston rings and valve rotators.

To meet increasing electrical loads a new 45 ampere generator is now standard equipment on both series. Because of its higher voltage at the spark plugs new moisture-resistant covers for spark plug terminals assure more positive starting.

For additional safety in operation, the brake improvement program incorporates Torque Action brakes in all models except the heavier-duty trucks which have Twin Action brakes at the rear.

The brakes utilize the momentum of the truck to assist stopping effort. Front brake area has been increased on some medium- and all heavy-duty models to provide greater durability.

THREE-SPEED TRANSMISSION

The three-speed transmission has been improved by lengthening the main shaft and the installation of a second set of needle bearings.

Side-mounted spare tire carriers are optional equipment this year on light- and medium-duty pickups. E-Z Eye glass, which reduces sun glare and the brilliance of oncoming car lights in night driving, is another production option. New semi-drop 15 x 5.50 wheel with a 5-16 inch deeper drop section to provide easier mounting and tire removal is optional on light-duty and standard on some medium-duty models.

The cab-over-engine series, the radiator core is fitted with a shroud which directs the air circulated by the fan through the radiator core, thus utilizing more effectively the heat dissipating capacity of the core. A super-cooling core, with 1-3 inch greater depth and more frontal area, is offered with a four pound pressure cap as a regular production option on heavy-duty models.

ST. PAUL, Minn. (AP) — Police were looking today for the 200-pound woman who hugged grocer Julius C. Hensler. They said the woman, about 35, walked into the grocer's store, ordered a can of peaches and then gave Hensler a big hug. Later Hensler missed his wallet containing \$35.

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