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CHEVROLET
THE WORLD'S
MOST ECONOMICAL CAR

★ **THE CHEVROLET LEADER** ★

CHEVROLET
THE WORLD'S
MOST ECONOMICAL TRUCK

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PUBLIC INVITED TO SEE AUTOMOBILES BUILT AT UNIQUE DISPLAY

This summer, as last, one of the outstanding sights at Chicago's Century of Progress is the Chevrolet assembly line where Chevrolet cars are built by a selected force of Chevrolet and Fisher Body workers.

Records indicate that practically every visitor to the Fair last year also paid a call at the General Motors Building and saw this unique display. Nowhere inside the grounds were the throngs greater - more constant than about the big balcony overlooking the miniature factory where small parts of all descriptions are skillfully fitted together until the result takes the semblance of an automobile, finally rolling off the end of the line under its own power!

Except for changes necessitated by improvements in the Chevrolet car the operation of the line will be exactly as last year. These changes, however, will be sufficient to justify a second call by persons who attend the Fair for the second time. For the advances introduced this year are so far-reaching and basic as to make the effort worth while.

Many Changes

New features of the car, which can be seen more readily during assembly than after the car is completed, include the Y-K frame, many times more rugged than any heretofore employed; the sturdy knee-action unit which carries the front wheels; the new and more powerful six-cylinder Chevrolet valve-in-head engine which develops 80 full horsepower with amazing economy and smoothness, and numerous others.

To thousands of last year's visitors, the assembly line revealed the reason why Chevrolet owners keep on

buying Chevrolets. It gave a real insight into the care, precision and skill which go into every product bearing the Chevrolet and Fisher names.

Frame first

Body assembly starts with the assembly of the wood frame, on big steel jigs known as "set-up bucks." Body sills, corner posts, door pillars, roof rails and other major frame parts are set in place on the buck and glued, screwed and bolted together, forged steel reinforcements are applied, and the frame, is lifted off the-buck, ready to receive its steel paneling

Preparation of the panels is one of the spectacular sights. It takes place on a big automatic welder, to the accompaniment of showers of sparks which make the Fourth of July seem tame and uninteresting. The seams formed by the weld are then ground and filed so smooth that neither hand nor eye can detect them. This done, they are slipped over the frame, securely fastened to it, and the complete assembly, aboard its conveyor truck, moves on to receive, its paint.

Secret of Lustre

The secret of Chevrolet's deep, full-bodied lustre lies in the minute care which surrounds the numerous operations involved in applying the finish. First there is a water-and-acid bath to remove all grease and dirt and make sure that the finish will "stick." Then the body is dried in an electrically heated oven before the prime coat is applied. Then another wash, followed by the "color" coats of Duco, several of which are applied, with inspections, touch-up, and drying in between.

Every Chevrolet body is hand and machine rubbed with a special abrasive compound so fine in composition that it also is a faultless nail polish. Some idea of the lengths to which Chevrolet has gone to insure quality may be gained from the fact that this compound, of a kind and quality which no cosmetic maker would hesitate to put up in tubes or jars for personal toilet use, is purchased by Chevrolet in ton lots, packed in huge drums!

Fittings Go On

Installation of the upholstery, cushions, and body fittings takes place inside the car while the final rubbing is being done. And the top is being stretched over the sturdy hardwood bows and slats which make up the frame of the roof. Then the body is ready to join the Chevrolet chassis, which has meanwhile been taking shape-after starting as a bare frame-on the adjacent Chevrolet line. Engine is already in place; so are transmission and clutch; wheels and tires have been added, and even running boards. The body is hoisted electrically and gently lowered into place, while waiting workmen guide it into position and bolt it securely there.

And She Rolls!

Hood, radiators, bumpers, lamps, and other essential units join the nearly-completed Chevrolet as it moves toward the end of the line. Then a workman steps on the starter-there's a purr and a puff from the exhaust and another Chevrolet is on its way to fill the year's record demand. After tuning, conditioning, and necessary adjustments it is ready for delivery, perhaps to one of the very visitors who watched its progress down the line!