

First Chevrolet Assembled in Shop Half Century Ago

Detroit — UPI — Fifty years ago this month a group of men working in an obscure Detroit experimental shop began assembling the first Chevrolet automobile.

The car put together in March, 1911, started Chevrolet on the road to becoming the world's largest producer of automobiles. Since then more than 43 million Chevys have been sold, including a record 1,730,091 last year.

The first Chevrolet was the brainchild of Louis Chevrolet, a colorful race driver famed in the early years of the century. Chevrolet visualized and wanted to build a "people's car" — one that would be light and combine beauty with modest price.

Liked by General Motors William C. Durant, a financial genius who had just founded General Motors, liked Chevrolet's idea for a new car and backed the project.

Chevrolet and his crew working in a loft above a small shop on Grand River ave. in Detroit, soon had five of the models built.

On Nov. 3, 1911, following completion of the first cars, the Chevrolet Motor Co. of Michigan was incorporated and Durant leased a plant on Detroit's West Grand Blvd. to build his Chevrolets.

The car didn't get into volume production until 1912 when 2,999 were built. The next year Durant switched operations to Flint, Mich., and changed the Chevrolet from a \$2,000 six-cylinder car to a low-priced four-cylinder model. Sales began to pick up.

The distinctive Chevrolet emblem first appeared on the cars in 1913.

Design Seen in Hotel Durant had first seen the pattern five years earlier as a design in a French hotel where he was staying. He tore off a piece of wallpaper and kept it to show friends with the thought that it would make a good nameplate for a car.

Durant, forced out as boss of General Motors when it ran into financial troubles in 1910, founded Chevrolet as an independent company and then used it to regain control of GM. Chevrolet became a part of GM in 1918.

The Chevrolet was almost scrapped in 1921 when sales dropped to 77,000 compared to 1,014,000 for the model T Ford. A group of industrial engineers recommended the liquidation of Chevrolet because it "could not hope to compete in its field."

But GM decided not to drop the model and instead pumped new blood into the firm. Chevrolet was given yearly styling and engineering improvements and by 1927 sold one million cars, putting it ahead of Ford for the first time.



SLICK POOCH—Third place winner of the Junior Grand National "Best Dressed Farm Animal" contest in San Francisco is "Coco," a French poodle, 5, Pacific Grove, Calif. (UPI Telephoto)

waiting until the 1962 model year before proclaiming a golden anniversary model since Chevrolet did not get into full scale production until 1912.

GOOD FAIRY? Cincinnati, Ohio — Mr. and Mrs. James Kruse of suburban Cincinnati have an unusual problem and have asked police help to solve it. Kruse said Tuesday he and his wife left their apartment in disorder Saturday, Sunday and Monday and on each occasion returned to find it restored to neatness by some unknown person.

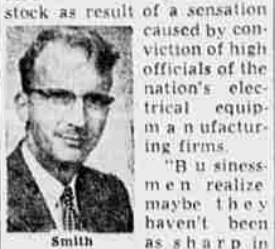
Lumber Price Increase Declared Spectacular Portland — The current lumber price rise is among the most spectacular of the past decade, according to Market Trends, lumber and plywood market report published by Miller Freeman Publications.

Standard and better random length green Douglas fir 2x4's (framing lumber) have risen \$6 or more since Jan. 1, to \$67.68 as this week opened, and were rising. The only greater rise since 1955 was in 1959 when the price soared \$10 in the same period, according to Market Trends Editor Roch Bradshaw.

Sanded plywood, 1/4-inch AD grade, climbed \$4 to \$64 as the week opened. In the past five years only 1959 surpassed this modest rise, with about a \$9 increase. Sheathing, 3/4-inch CD, has soared \$10 or more this year on the basis of current mill quotations, to the \$80 range, or higher, compared to 1959's \$15 ascent, to \$110 in the same period.

Businessmen Take Stock After Electrical Price Fixing Case

By A. ROBERT SMITH
Mail Tribune
Washington Correspondent



Washington — Businessmen all over the country are taking stock as a result of a conviction of high officials of the nation's electrical equipment manufacturing firms.

John W. McGovern, president of the National Association of Manufacturers, takes a different view of the anti-trust conspiracy to rig prices by General Electric, Westinghouse and other manufacturers. Said McGovern: "This is no reflection on business morality generally."

To find out how deeply stock leaders are taking stock of their practices as a result of this case, the Washington Post attempted to interview executives of leading corporations in a cross-section of manufacturing fields. In most cases, it ran into a stone wall of silence.

Their reluctance is an indication of how deeply the electrical machinery case has cut," said the Post. "Some executives made it clear that a kind of fraternal feeling was at work, that they didn't want to dilute on the woes of fellow businessmen. Some were genuinely concerned about appearing to adopt a 'holier-than-thou' attitude. But at bottom, they left the impression that they had made a tactical decision. If we don't talk, they seemed to be saying, the story will be forgotten and that's best for business."

The issue of whether the price fixing was deliberately pursued by top management or not still divides those who are concerned. Judge Ganey, in sending the guilty officials to jail, indicated that he believed the companies knew all about this. The judge said "one would be most naive indeed to believe that these violations of the law, so long persisted in, affecting so large a segment of the industry, and finally involving millions upon millions of dollars, were facts unknown to those responsible for the corporation and its conduct."

NAM President McGovern dumped this, saying "In a large organization you can't know every detail. Things like that could happen but people at the top could not be aware of it."

Must Be Followed Chamber President Motley said: "As business gets bigger and more decentralized, a code is written and top management expects everybody to operate with it. But it must be followed through personally. It's possible to establish a policy that's not followed."

Judge Ganey also thought the convicted men had been torn between conscience and approved corporate policy with the rewarding objectives of promotion, security — in short, there were organization men, conformists who went along with superiors and found balm for their consciences in additional comforts and the security offered by the corporate setup.

Will the offending companies be thrown out of the NAM and the Chamber, as the Teamsters were kicked out of the AFL-CIO? Motley said: "Unions were expelled because their officials refused to admit guilt and refused to do anything about it. Corruption. These guys pleaded guilty and took their punishment. Like a church, we won't deny a repentant sinner a place. We

weakened the voice of business in improving ethics in public office and in encouraging realistic thinking by legislators. That is the real damage."

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don't condemn the act, but should the sinners repent we shouldn't refuse them the sacrament."

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Labor Elections Bill To Committee

Salem — UPI — The House Tuesday shipped a senate-approved state labor elections bill off to ways and means committee.

The bill, SB207, would provide state-run elections for employees wishing to select a bargaining representative.

Rep. Edward Wheatlin (D-Portland) said the referral was only for routine review of the \$5,000 appropriation called for in the bill.

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Flammable Liquid Measure Returned Salem — UPI — A bill aimed at regulating transportation of flammable liquids was sent back to committee Tuesday over objections from Highway Committee Chairman William Holmstrom.

The measure was referred to the House local government committee. Rep. Raphael Raymond Sr. said everything about the bill had not been brought to light.

Opponents have tagged the measure as a special interest bill backed by large oil and gasoline companies.

Raymond said he had information indicating at least one of these companies was pressuring his dealers to support the bill.

NOT SPORTING Chesterfield, Eng. — UPI — Cosimo Montello, 32, an Italian, was remanded for trial Tuesday because he forgot that when in England, do as the English do. He was remanded for pinching women.

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by Alice Brooks

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