

NEWS

from CHEVROLET MOTOR DIVISION 

General Motors Corporation • General Motors Building • Detroit 2, Michigan

TRinity 3-7200

FOR
RELEASE

IMMEDIATELY

(3175)

FLINT, Jan. 16 ¹⁹⁶³ -- Chevrolet Motor Division's Engine plant on Van Slyke Road here produced its 5,000,000th engine today.

Without fanfare or ceremony, the "Turbo-Fire 283" engine was completed at about 10 a.m. William G. Everingham, plant manager, said the 5,000,000th unit would be used as a display item at the plant. It was placed alongside the first V8 engine produced at the local plant on July 9, 1954.

In comparing the first unit with the 5,000,000th, Everingham noted that the initial power plant also was a "Turbo-Fire V8" with 265 cubic inches of displacement and rated at 162 horsepower. The 5,000,000th engine has 283 cubic inches of displacement and is rated at 195 horsepower.

The plant manager said that the 5,000,000 engines produced at the Flint plant since 1954 had a total rated horsepower of more than 900,000,000.

Everingham remarked that although the Engine plant is less than 9 years old, there have been many improvements in its products. In addition, he pointed out, the start of production for the 1962 model year brought the addition of 4- and 6-cylinder engines previously not produced at the Van Slyke plant.

"When the plant began production in 1954, the engines we made were offered with 33 different options," he said. "Now we are making engines with 64 different options to keep pace with customer demand."

The manager noted that the big Engine plant employed about 950 persons when production began. This has grown to a present level of about 4,640.

(more)

To assemble the 5,000,000 engines which the plant has produced, has required millions of parts made by other Chevrolet and General Motors plants in the Flint-Saginaw-Bay City area, Everingham said.

"For example, the 5,000,000 engines required over 39,500,000 spark plugs made in Flint by AC Spark Plug Division; over 79,000,000 valve rocker arms produced by Chevrolet-Flint Pressed Metal Division and Chevrolet-Flint Manufacturing Division; 5,000,000 cylinder cases and over 9,800,000 cylinder heads from Chevrolet's Grey Iron Foundry at Saginaw, and 39,500,000 piston pins and over 79,000,000 valve push rods from Chevrolet's small parts plant at Bay City."

Everingham also said that between 1954 and 1962 the plant had paid out more than \$330,000,000 in wages and local purchases. This excludes parts bought from other Chevrolet and GM plants in the area.

Engines produced at the Flint plant now are shipped to Chevrolet Assembly plants at Flint; Atlanta; Baltimore; Bloomfield, N.J.; Janesville, Wis.; Kansas City and St. Louis, Mo.; Norwood, Ohio; Tarrytown, N.Y.; Los Angeles and Oakland, Calif.; Framingham, Mass.; and Arlington, Texas.

Approximately 34 railroad boxcars of engines are shipped from the plant daily.

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GENERAL MOTORS CORPORATION

INTER-ORGANIZATION LETTERS ONLY

TO	Mr. Andrew V. O'Keefe	ADDRESS	Detroit, Michigan
FROM	Walter E. Scott	ADDRESS	Flint, Michigan
SUBJECT	COVERAGE ROUND-UP 5 MILLIONTH CHEVROLET ENGINE	DATE	January 17, 1963

John Bell has prepared the following summary as you requested.

RADIO: Most of Flint's area radio stations (six) used engine story as lead item on noon and afternoon newscasts. Average mention was 45 seconds with release excerpts and Everingham comments. Some stations carried story into early evening.

TELEVISION: WNEM-TV (Channel 5) used 30-second film seven minutes into 15-minute newscast.

WJRT-TV (Channel 12) used 40-second film six minutes into ten-minute newscast. Good shot of Everingham and production workers.

PRESS: Flint Journal tearsheets enclosed.


Walter E. Scott

Att.

cc: Mr. Raymond E. Hayes

SEND

MESSAGE BLANK

CHEVROLET

G.M. TELETYPE	
DOMESTIC TELEGRAPH	
FULL RATE Minimum Charge, 15 Words	XXXX
DAY LETTER Minimum Charge, 50 Words	
NIGHT LETTER Minimum Charge, 50 Words	
COLLECT	
INTERNATIONAL TELEGRAPH (OVERSEAS)	
FULL RATE Minimum Charge, 7 Words	
LETTER TELEGRAM Minimum Charge, 22 Words	

DATE **1-14-63**
TIME **3:03**
LOCATION **Public Relations, A-166**

Important Guide to Communication Services

Maximum economy will be gained by using the G.M. Teletype System to all locations served throughout the world by our network. Call local G.M. Communications office for information. When it is necessary to use telegraph, the class of service should be indicated on the message blank, based on the following:

- (1) Limit the use of FULL RATE service to extremely urgent messages. Note exception covered in (3) below.
- (2) Send domestic messages in which the text is over 27 words DAY LETTER whenever same day delivery will suffice. No savings can be effected by sending shorter messages DAY LETTER.
- (3) Regardless of the urgency, use NIGHT LETTER service for ALL DOMESTIC messages filed within 30 minutes of the closing time of addressees' offices—take into account time differentials. Also use NIGHT LETTER service for ALL messages which are not urgent.
- (4) Overseas messages may be sent FULL RATE for fast transmission or LETTER TELEGRAM for overnight handling.

NO. OF WORDS	ACCOUNT	CHARGES	DEPT. SENDER	APPROVED BY	CHECKED BY
			Public Relations	O'Keefe:ejr	

(To those listed on attached sheet)

You are cordially invited to be present when Chevrolet-Flint Engine plant on Van Slyke Road produces its 5,000,000th engine at about 9:30 a.m. Wednesday, January 16. No formal ceremony is planned. Additional details will be available at that time. Looking forward to having you with us.

Andrew V. O'Keefe
Asst. Public Relations Director

Mr. Harold R. Gerace
Auto Editor
The Flint Journal
200 East First Street
Flint, Michigan

Mr. Donald Pressman
News Director
Station WAMM
740 South Saginaw Street
Flint 2, Michigan

Mr. Alwyn R. Hansen
News Director
Station WFDF
Garland at First Street
Flint, Michigan

Mr. Douglas Smith
News Director
Station WGMF
505 Citizens Bank Building
Flint 2, Michigan

Mr. Everett A. Smith
News & Program Director
Station WMRP
3217 Lapeer Road
Flint, Michigan

Mr. Joe Franks
News Director
Station WTAC
6171 South Center Road
Flint, Michigan

Mr. Thomas Thompson
News Director
Station WTRX
G-3076 Bristol Road
Flint, Michigan

Mr. Frank G. Benesh
News Director
Station WJRT (TV)
2302 Lapeer Road
Flint, Michigan

Mr. Alvin W. Dawson
News Staff
Station WNEM-TV
Bishop Airport
Flint, Michigan

	LAST WEEK	PREV. WEEK
Chevrolet	33,000	34,711
Chevy II	8,300	7,583
Corvaire	6,700	6,147

Increased output for Chevy II and Corvaire last week was reflected in Saturday overtime work. Norwood, making Chevy II, and Willow Run, making both smaller cars, slotted the extra day.

The standard Chevy line at Baltimore was also assigned a Saturday schedule, but in the previous week a three-plant program for Saturday had been devoted entirely to regular Chevy.

Jan. 1-10 sales by dealers of 55,253 units struck a new high for any like period, rising 23.2% above volume for the same 10 days last year. Sales included 9,064 Chevy IIs and 6,494 Corvaire.

	LAST WEEK	PREV. WEEK
Pontiac	9,350	9,342
Tempest	2,800	2,938

Pontiac and Tempest assembly work last week was conducted for five days except at Linden, where regular Pontiac was also made in Saturday overtime.

Dealer deliveries of 13,176 new Pontiacs (including 3,334 Tempests) during Jan. 1-10 were highest for any corresponding period on record. Previous mark was 13,212 for like 1962.

In nine of the 10 sales periods since Oct. 1, 1962, divisional sales have been at record volume.

Pontiac's exclusive in-U.S. cars transistorized ignition system retails for \$75.12 where available with higher-performance engines.

	LAST WEEK	PREV. WEEK
Oldsmobile	7,700	7,674
F-85	2,600	2,613

Oldsmobile dealers delivered 11,678 new cars during Jan. 1-10, including 2,766 F-85s. Total sales were 13% above volume for the corresponding 10 days of January last year.

One Oldsmobile line, at Linden (N.J.), worked into Saturday last week. Output for the period, however, varied only slightly from the previous week, in which the Wilmington line worked an extra day.

Installations of bucket seats in the F-85 now are at a rate of more than 50% of total car production. F-85 is only the second make in the industry to reach this level in installations.

	LAST WEEK	PREV. WEEK
Buick	5,837	5,831
Riviera	1,068	1,033
Special	3,375	3,381

Output of Buick last week included

Chevrolet Flint Engine Plant Produces 5,000,000th Unit Since 1954 Startup; Increase in Options Cited

Chevrolet division's Flint (Mich.) engine plant last week Wednesday produced its 5,000,000th engine since the first unit was made there on July 9, 1954. A "Turbo-Fire 283" was singled out as the milestone unit and will be used as a display alongside the first engine made at the plant, also a "Turbo-Fire V-8".

Engine making at the Van Slyke Rd. plant had been confined to V-8 engines until start of production for '62 model cars, when 4- and 6-cylinder engine output was added.

The first unit made at the plant was of 265 cu. in. displacement and rated at 162 hp. The 5,000,000th engine was a 283 "cube" job of 195 hp. In 1954, engines were offered with 33 different options. Presently, options for the Chevy engine number 64.

In total, engines made in the nearly nine years of operations at the plant represented more than 9,000,000 hp. Flint supplies all except Willow Run of the division's 14 car assembly plants. About 34 railroad boxcars of engines are shipped from Flint daily.

Employment in the engine works increased from about 950 persons in 1954 to about 4,640 at present. Parts supply from other GM divisions and Chevrolet plants over the nine-year period have included: about 39.5 million spark plugs (AC Spark Plug Div., Flint); 79.0 million valve rocker arms (Chevy Pressed Metal and Manufacturing Divs., Flint); 5.0 million cylinder cases and 9.8 million cylinder heads (Chevy Grey Iron Foundry, Saginaw, Mich.); 39.5 million piston pins and over 79.0 million push rods from the division's small-parts plant at Bay City (Mich.).

Wages and local purchases (exclusive of GM and Chevrolet) paid over the nine-year span have amounted to about \$330 million.

Saturday overtime work at Flint on all lines and assembly of regular Buick at the Linden (N.J.) B-O-P line. In the previous week, Flint and Wilmington worked the extra day.

Jan. 1-10 retail sales by dealers of 12,468 units included 4,086 (32.8%) Specials and 1,070 (8.6%) Rivieras. Total Buick sales for the 10-day period were best except for 15,407 in same 1962 and 14,682 in like 1956, and were 53% above corresponding 1962.

Riviera sales since introduction totaled 10,907 by Jan. 10, equal to 8% of total Buick sales (137,085) since Oct. 1 despite still unfilled pipelines to dealers.

	LAST WEEK	PREV. WEEK
Cadillac	3,780	3,815

Sales of new Cadillacs Jan. 1-10 by dealers were at 4,372, bringing deliveries since Oct. 1 to 54,677 and persisting ahead of all other years for a like span.

Output from the Clark St. Detroit plant, meanwhile, remained at a peak rate of 756 units daily by schedule but consistently running a few units above plan.

American Motors Corp.

	LAST WEEK	PREV. WEEK
Rambler	11,000	11,141

The 1,000,000th Rambler to be equipped with a ceramic-coated muffler and tailpipe exhaust system was produced last week. The system was introduced at the start of the '61 model year.

AMC last week declared a quarterly

dividend of 20 cents per share on the outstanding shares of the capital stock, payable Mar. 20, 1963, to stockholders of record as of the close of business Feb. 20, 1963.

Rambler sales for the first 10 days in January reached 9,077, compared with 6,557 units sold in the same period last year—a 38% increase.

So far in the 1963 fiscal year, Rambler sales total 122,868, as against 116,957 in the same year-earlier period.

Final assembly facilities at Kenosha (Wis.) last week worked five days, three shifts.

Studebaker Corp.

	LAST WEEK	PREV. WEEK
Studebaker	1,270	1,315

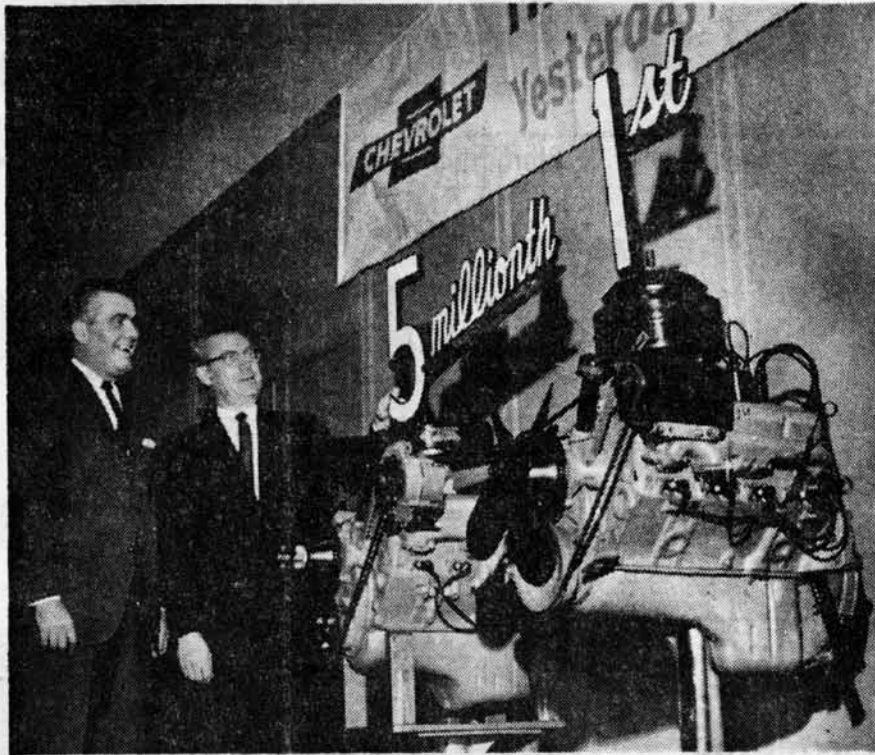
Studebaker dealers sold 2,023 cars during the initial 10-day period in January, a 20.6% increase over the previous 10-day period (1,677) and their highest market penetration in two months.

The largest molded fiber glass reinforced plastic part now being produced in the auto industry is the Avanti floor pan, which includes the rear wheelhouses. It is about 10.5 feet long, 5.5 feet wide and two feet deep.

Lark and Hawk assembly in South Bend (Ind.) was programmed for four days last week while Avanti production followed a five-day schedule.

Mercedes Benz, Inc., Studebaker's subsidiary, established an all-time high in sales during 1962 and an 8% increase over the 1961 mark.

*cc Everingham
Telling*



BY THE MILLION — The Chevrolet Engine Plant on VanSlyke Road turned out its five-millionth engine this morning and it was placed on display with the first one built at the plant July 9, 1954. With the engines are Frank Jarrard (left), general superintendent of production, and William G. Everingham, plant manager. (Journal Photo)

Chevrolet Engine Plant Builds Five-Millionth Unit Since 1954

Workers at the Chevrolet Plant on VanSlyke Road today assembled the five-millionth engine to be produced at the factory since production began in mid-1954.

William G. Everingham, manager, and other officials of the plant were on hand when the engine was completed about 10 a.m. The milestone engine is a V-8 of 283 cubic inches rated at 195 horsepower. The first engine made at the plant was turned out July 9, 1954. It was a V-8 of 265 cubic inches developing 162 horsepower.

The plant has produced 4,822,270 V-8s, 163,219 sixes and 14,511 four-cylinder types. Production of the fours and sixes was not begun until 1961 and were first available on the 1962 Chevy II. Previously, only V-8s were made.

★ ★ ★

Everingham noted that the five million engines had combined horsepower of more than 900 million.

Although the plant is less than nine years old, Everingham remarked, the variety of engine options has nearly doubled.

"When the plant began production in 1954," he said, "the engines we made were offered with 33 different options. Now we are making engines with 64 options to keep pace with customer demand."

★ ★ ★

When production began at the plant, the manager recalled, 950 employees were on the payroll. This has grown to about 4,640.

To assemble five million engines has required millions of parts

made by other Chevrolet and General Motors plants here and in Saginaw and Bay City, Everingham said.

"For example," he said, "the five million engines required about 39,500,000 spark plugs made at

AC Spark Plug Division; more than 79 million valve rocker arms produced by the pressed-metal unit of the Chevrolet Manufacturing Plant; five million cylinder cases and more than 9,800,000 cylinder heads from Chevrolet's Grey Iron Foundry at Saginaw, and 39,500,000 piston pins and more than 79 million push rods from Chevrolet's small-parts plant at Bay City."

★ ★ ★

Between 1954 and 1962, Everingham said, the plant spent more than \$330 million in wages and local purchases. The figure does not include purchases from other Chevrolet or GM plants.

Engines from the plant go to all 13 Chevrolet assembly plants and 34 boxcars are required daily to ship the output.

Chevrolet Plant Produces 5,000,000th Engine Today

FLINT, Mich. — Chevrolet Motor Division's Engine plant on Van Slyke Road here produced its 5,000,000th engine today.

Without fanfare or ceremony, the "Turbo-Fire 283" engine was completed at about 10 a.m. William G. Everingham, plant manager, said the 5,000,000th unit would be used as a display item at the plant. It was placed alongside the first V8 engine produced at the local plant on July 9, 1954.

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Approximately 34 railroad boxcars of engines are shipped from the plant daily.

Chevrolet Builds 5 Million Engines

Chevrolet Motor Division's Engine plant in Flint, Mich., has produced its 5,000,000th engine.

The "Turbo-Fire 383" engine will be used as a display item as it was placed alongside the first V8 engine produced at the local plant on July 9, 1954.

In comparing the first unit with the 5,000,000th, William C. Everingham, plant manager, said that the initial power plant also was a "Turbo-Fire V8" with 265 cubic inches of displacement and rated at 162 h.p.

The 5,000,000th engine has 282 cubic inches of displacement and is rated at 195 h.p.

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Mr. W. G. Everingham

Flint V8 Engine

Andrew V. O'Keefe

Public Relations - Detroit

Chevrolet-Flint Engine Plant's
5,000,000th Unit

January 17, 1963

Reports which I have received indicate that the public relations visibility to date of the production of the 5,000,000th engine at your plant were very successful.

In addition to the press-radio-television coverage received in the Flint area on Wednesday, January 16, we are servicing the news release to all Chevrolet plant city newspapers and a release and photo to the automotive and metal working trade press, such as Iron Age, Steel, Automotive Industries, Production, Machinery, Automotive News and similar publications.

Enclosed for your files and/or personal use is the photo we used for publicity purposes.

I want to express my appreciation to you, Floyd Telling, and Frank Jarrard for bringing this milestone to our attention and for your help in attaining public recognition for it.

Andrew V. O'Keefe

AVO:ejr
encl. (✓)

cc: Mr. J. L. Cutler
Mr. E. H. Kelley
Mr. N. J. Ellis
Mr. R. W. Podlesak
Mr. H. Sandrock

bcc: Mr. F. J. Telling (1)
Mr. F. Jarrard (1)

CHEVROLET
THE SYMBOL OF QUALITY!
Yesterday, Today & Tomorrow





CHEVROLET PLANT MAKES ITS 5,000,000th ENGINE

William G. Everingham, second from left, plant manager of Chevrolet Motor Division's Engine plant on Van Slyke Road at Flint, points to the 5,000,000th engine produced at that plant since operations began in 1954. The milestone unit, which was produced Wednesday (January 16, 1963), is being displayed at the plant alongside the first engine, at right, which was completed on July 9, 1954. With Everingham is Frank Jarrard, left, general superintendent of production.



CHEVROLET PLANT'S 5,000,000th ENGINE

Henry A. Spencer, superintendent of production at Chevrolet Motor Division's Engine plant on Van Slyke Road at Flint, places designator on the 5,000,000th automotive engine to be produced at that plant since 1954. The milestone unit was completed Wednesday (January 16, 1963.)