

# 2012 Marks 95 Years in the Truck Business for Chevrolet

DETROIT – It started with a simple idea – a few car chassis fitted with hand-built beds to help carry materials around a booming car factory. Before long, millions of Chevrolet pickups were woven into the fabric of a fast-growing country.

Chevy trucks tackled the toughest jobs on farms and in the fields, hauled tools and lumber to the burgeoning suburbs and carried families and friends into the wilds for well-earned vacations.

“The legacy that Chevrolet trucks have built over the last 95 years is important to protect,” said Don Johnson, Chevrolet vice president of Sales and Service.

“The best way for us to do that is by delivering the capability and technology our customers have grown to expect, in both our current trucks and in our next generation of full-size pickups.”

Here are some Chevy truck highlights:

- 1918 Four-Ninety Half-Ton – Although there are indications that some Four-Ninety based trucks were built for internal use in 1916, and that a few even earlier chassis may have been converted to ambulances and sent to France in 1914, the first customer chassis appears to have been built in Flint on Nov. 22, 1916, and shipped from the factory on Dec. 2 that year.

Two four-cylinder models marked Chevrolet's formal entry into the truck market for the 1918 model year. Both were cowl chassis units that came from the factory with only frontal sheet metal. It was customary at the time for buyers to obtain a wood-



1961 Chevrolet Corvair Ramp-side truck

en cab and cargo box or panel van body to suit their purposes.

Priced at \$595, the half-ton Light Delivery cowl chassis was essentially a bodyless Chevrolet Four Ninety car equipped with stronger rear springs. Mounted with a pickup box or panel body, it provided an agile and economical light-delivery truck for small businesses popping up across America in the boom following the First World War.

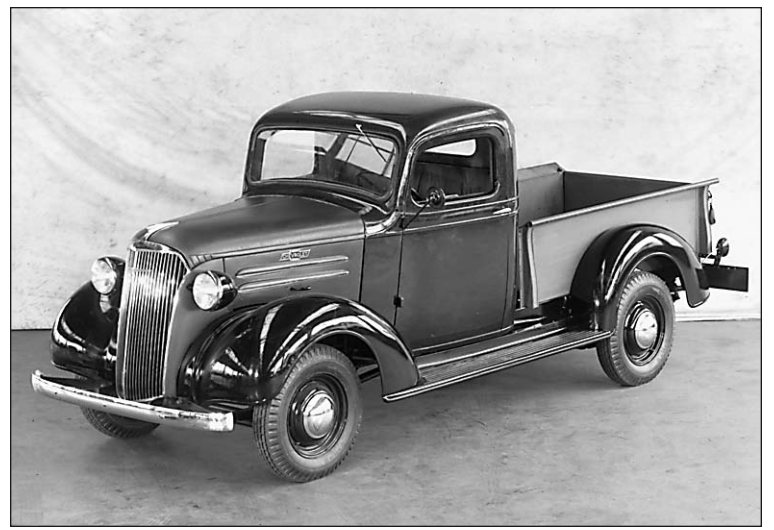
The second model, a 1-ton capacity 1918 Chevrolet “Model T” (presumably for “Truck”) cost \$1,125 without a body. It was based on the FA-series car, and was built on a truck frame that was longer and stronger than the half-ton model. A 37-horsepower engine gave the larger truck the power to haul heavier loads at a governor-limited top speed of 25 mph.

- 1930 Chevrolet Pickup – The

simple cowl chassis models were replaced in the 1930s by factory-built pickups, which initially came with roadster and closed bodies. Chevrolet bought the Martin-Parry body company in 1930 and quickly began selling steel-body half-ton pickups complete with a factory-installed bed.

At the heart of these new pickups was a new Chevy inline six-cylinder engine, which soon earned names like “Cast Iron Wonder” and “Stovebolt” for its rugged design. First produced in late 1928, the new engine had a modern overhead-valve design. Inline six-cylinder engines became a mainstay in Chevrolet cars and trucks for decades to come.

By the mid-1930s, half-ton pickups with factory-installed steel boxes had become the lifeblood of the truck market, with brands like Mack, Studebaker, Reo, and



1937 Chevrolet half-ton pickup truck

International competing with Chevy, GMC, Ford and Dodge.

- 1937 Chevrolet Half-Ton Pickup – In the mid-1930s, as the

U.S. economy began to recover from the Great Depression, Chevrolet pushed for leadership in a reviving truck market.

## UDM Launches Scholarships

University of Detroit Mercy has established a Michigan Scholars Endowment Fund to increase the enrollment of academically talented Michigan high school graduates.

Through the generosity of the Mary G. Strange Charitable Trust, which has pledged \$1 million, UDM has begun to raise a match of \$2 million for this newly created endowment scholarship fund. This 2:1 challenge grant

will match gifts of all sizes for this endowment.

When the challenge has been concluded, officials say, at least \$3 million will have been raised to provide full scholarship support for a distinguished group of high school graduate to attend the UDM.

The challenge solicitation period began July 1, 2012 and will conclude on Dec. 31, 2014. This is part of an overall campaign.

## Manufacturing ‘Hot Topic’ Panel Emerges

STERLING HEIGHTS – A team of local manufacturing professionals is working with Macomb County and Sterling Heights economic development officials to launch a series of panel discussions designed to provide assistance and network opportunities to strengthen and promote area industry.

The “Hot Topics” events will provide information on how manufacturing peers faced a particular challenge, resolved the issue and excelled in this challenging economy.

The first such one-hour, 12-noon-start-time event is scheduled for Weds., Oct. 24 at the Velocity Collaboration Center in Sterling Heights.

Representatives from Fitzpatrick Manufacturing, Serapid, Macomb Community College Workforce Development and Michigan Works! will be on hand to share how to find and train the right employees.

They will also share their experiences on how to adapt employees to new equipment, processes and technologies.

Kevin LaComb, president of Fitzpatrick Manufacturing Co. of Sterling Heights, applauds his fellow manufacturers for spearheading this peer assistance group. LaComb explained that after years of struggling, cutting costs and hanging on in the recent recession, his company has rebounded and many of his fellow manufacturers are now optimistic about today's resurgent market and are ready to excel.

“I'm not going to lie, it was tough,” LaComb said about surviving the past economic downturn. “I just hope that by sharing

our trials and accomplishments through this series of Hot Topics, we can help fellow manufacturers get over the hump and take advantage of a promising future.”

Manufacturers or other visitors interested in attending the

event must confirm attendance by contacting Velocity at (586) 884-9322 or tjarzab@sterling-heights.net. It's a free event. Box lunches, courtesy of Fitzpatrick Mfg., will be provided to registered visitors.



**MESTIZO**  
MEXICAN FOOD WITH SOUL

**FREE WIFI**

FUSION OF MEXICAN AND SOUL FOOD CUISINE

**LUNCH EXPRESS**  
**\$5.99**

MON.-THUR.  
10:30AM-2:00PM

**2 DINNERS FOR \$15.00**

SUN.-THUR.  
3:00PM-9:00PM

**10% OFF TOTAL BILL**  
GM & CHRYSLER EMPLOYEES

EXCLUDES BEVERAGE NOT VALID WITH ANY OTHER OFFERS, SPECIALS OR DISCOUNTS

**\$5.00 OFF WITH PURCHASE OF 2 ENTREES**

EXCLUDES BEVERAGE NOT VALID WITH ANY OTHER OFFERS, SPECIALS OR DISCOUNTS. MON.-THUR. DINE-IN ONLY

**“WE DELIVER MIN. \$25.00”**

**877-488-0347** 32500 VAN DYKE AVE., WARREN, MI 48093 SOUTH OF 14 MILE RD.



### Pension apprehension?

Get your buyout decision to a better state. I have the financial experience to help you weigh the pros and cons of accepting a lump-sum buyout.

**Get to a better State. CALL ME TODAY.**

**DEBRA HERNDON**  
15192 E 13 Mile Rd  
(Southwest Corner of 13 Mile & Hayes)  
Warren, MI 48088  
Bus 586.293.1700 • Fax 586.293.1719  
youmatter@sfdeb.com

**MALANA BARBERSHOP** Two Barbers Ready To Create Your Style

**MEN'S HAIRCUT: \$10.00**  
**SENIOR'S HAIRCUT: \$8.00**

We are close by: 5831 13 Mile Rd In The Village Plaza Just West Of Mound

**586-979-4285**



State Farm Home Office, Bloomington, IL

MPC #121504 1203134



## INDEPENDENCE AUTO REPAIR

**Full Service**  
★ We Have Tires ★

OPEN: Mon-Fri 7:30 am-6pm Sat. 8am-3pm

American Owned & Operated  
*We do all factory scheduled maintenance!*

**FREE Shuttle Service** within a 10 mile radius  
**FREE Courtesy Check** on any vehicle  
**FREE Coffee** to everyone

 Certified Technicians

**2 Locations:**

28775 Van Dyke • Warren  
12 & Van Dyke  
**586-751-4440**

15075 32 Mile Rd. • Romeo  
Corner of 32 Mile & Powell Rd.  
**586-336-4440**

**Trans. Flush**  
w/ cleaner & additive.  
Includes 17 qts. transmission fluid.  
**\$99.99**  
w/ cleaner & additive. Inclu. 3 gal. of Coolant  
In-store offer good through 10-31-12

**Full Service Oil, Lube & Filter Change**  
**\$17.99**  
w/ Tire Rotation  
**\$26.99**  
In-store offer good through 10-31-12

**Front End Alignment**  
**\$39.99**  
**4-Wheel Alignment**  
**\$79.99**  
Camber & Caster Adj. Additional  
In-store offer good through 10-31-12

**Ceramic Brake Special**  
**\$99.99**  
Includes pad installation  
In-store offer good through 10-31-12

**10% OFF Parts**  
to All GM Employees w/ Badge  
In-store offer good through 10-31-12

**ASK YOUR SERVER ABOUT THE BEER OF THE MONTH!**



**Pine Light**  
SPORTS BAR & GRILLE  
Karaoke & DJ

**Good Food, Good People**  
DINING • COCKTAILS • 32 TVs  
**The Best Burger & the Coldest Beer in Town!**

**PIZZA OR WINGS SPECIAL** During Game Dine-in Only  
**Buy 1 Get 2nd One 1/2 Off**

**Try Our Every Day Hot Lunch Specials under \$4.95**

We've got you covered on all Tiger & Lions Games  
**BUCKET OF BEERS & \$2.50 Boombas**  
**6 FOR \$12.00** till 7pm

**10% OFF** to All GM Employees

**30200 Van Dyke • Warren**  
**586-751-7883**