THE MAKING OF
A MOTOR CAR

SOUVENIR GUIDE BOOK TO THE
CHEVROLET-FISHER MANUFACTURING EXHIBIT
GENERAL MOTORS BUILDING
A CENTURY OF PROGRESS
INTERNATIONAL EXPOSITION
CHICAGO, 1933
A MODEL...

AUTOMOBILE FACTORY AT THE FAIR

Of all the brilliant spectacles in the drama of modern industry, none is so fascinating to watch as the making of a motor car. None expresses in such a vivid and compelling way, the high point of progress attained by present-day manufacturing science.

Long before Chevrolet reached its present position as the largest builder of automobiles, the great Chevrolet factories at Flint, Michigan, and other points throughout the country, were besieged with visitors, eager to see just how Chevrolet cars were built and assembled. So today, Chevrolet feels that a model automobile factory, at the World’s Fair, would be a welcome and fitting contribution from the world’s leading builder of motor cars.

At the General Motors Building in “A Century of Progress Exposition,” Chevrolet takes you behind the scenes of a modern automobile plant, and shows you just how the bodies of a car are built, and the car itself assembled. This Chevrolet exhibit is the only one at the World’s Fair in which automobiles are produced right before the public eye.

As you enter the Chevrolet Amphitheater and stand on the balcony at the south end of the building, you look down on two parallel factory “lines.” On the left is the Fisher Body line (operations 1-12), which starts directly beneath you, and extends northward, forming the shape of an inverted letter “J.” On the right, and beginning at the opposite (north-east) end, lies the Chevrolet car-assembly line (operations 13-24). The movement of the two lines is so timed that when a Chevrolet chassis with the wheels, fenders and hood for a particular body type and color combination arrives at a designated point, the corresponding Fisher body will arrive at the double-back part of the “J” at the same time, ready to be mounted.

It must be remembered that the operations here are the final twenty-four operations required in the building of a car. There are, of course, hundreds of other operations that take place prior to these last twenty-four, such as the stamping out of fenders and body panels, the fabrication of crankshafts, camshafts, radiators, et cetera. While many of these operations are highly interesting, the most exciting drama of all is to watch the car grow out of the assembly of these hundreds of individual parts, starting with the bare frame of steel and winding up with the completed product as it rolls off the line—ready for its buyer.

NOTE: In following the operations in Chevrolet’s World’s Fair Factory in their proper sequence, open up the folder at the right—start with operation number 1, and proceed from right to left. Then, after reaching number 12, turn the folder over, start with number 13, and proceed again from right to left. The final operation, in which the car rolls off the line, ready for the road, will be found in number 24. Incidentally, the operation numbers given in this booklet correspond with the operation numbers displayed on sign posts located on the factory floor.