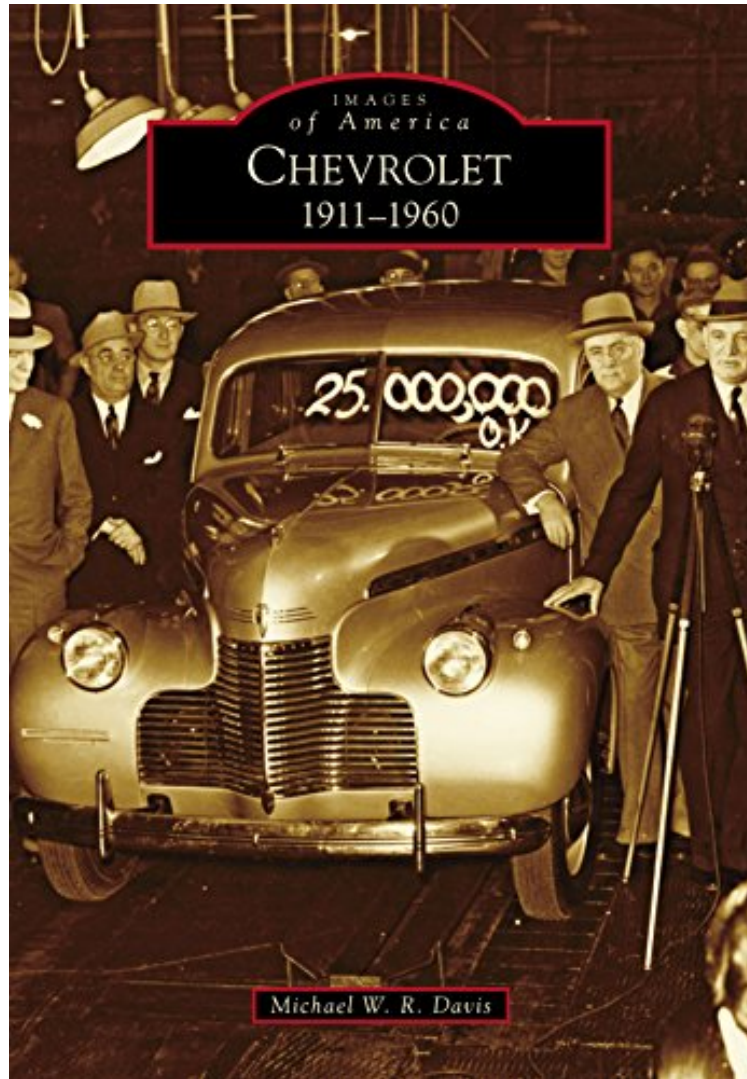


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## Chevrolet: 1911-1960 (Images of America)

*Michael W. R. Davis*

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The Chevrolet car and truck business traces its roots back to Michigan's lumber industry in the middle of the 19th century. Lumber mills gave way to carriage and wagon manufacturing and the claim, before motorcars burst on the scene, that Flint was the vehicle capital of the world. This is the story of how those wagon makers quickly converted to producing automobiles, overtaking automotive pioneer and archrival Ford in sales, and building the Chevrolet brand into the global powerhouse entity it is today. This volume traces the first half (1911-1960) of Chevrolet's 100-year history in photographic detail and provides an unparalleled spotter guide for long-forgotten (or never-known) Chevrolet cars and trucks.

**About the Author** Michael W.R. Davis is a veteran automotive journalist and historian and author of seven Arcadia titles. Following seven years as a journalist in Miami and Detroit, Davis spent a quarter century at Ford Motor Company. After retiring from Ford, he returned to journalism and served as executive director of the Detroit Historical Society. He holds degrees from Yale and Eastern Michigan Universities, is a member of the Society of Automotive Historians, and has been a long-time trustee of the National Automotive History Collection at the Detroit Public Library, the source of many images in this book.