

General Motors Corp. Elevates Styling Chief to Vice President

Mitchell to Succeed Harley J. Earl, Retiring After Thirty-two Years

William L. Mitchell has been elected vice president in charge of the styling staff of the General Motors Corporation. On Dec. 1 he will succeed Harley J. Earl, who will retire after thirty-two years with the company.

Mr. Mitchell has been director of G. M. styling, under Mr. Earl, since May, 1954. He joined the company's styling section in 1935.

Mr. Earl, who will continue as a consultant, is recognized as one of the nation's leading designers. In addition to cars, he has worked on household appliances, trains and highway equipment.

Mr. Earl has supervised the styling of almost 50,000,000 G. M. cars and trucks, beginning with the 1927 La Salle, which was built by the company's Cadillac Motor Car division.

The good reception accorded this car is said to have prompted G. M. to set up a studio devoted solely to styling of cars. It has grown from a handful of specialists to the



William L. Mitchell

present staff of more than 1,000 persons.

Among the styling innovations claimed by G. M. for Mr. Earl are the concealed spare tire, elimination of running boards, two-tone paint combinations, color-keyed interiors, panoramic windshields, two and four-door hardtops and the four-headlight installation.