

W. C. DURANT TO START AUTO PLANT

STORY TO THAT EFFECT COMES FROM DETROIT.

CHEVROLET TO BE PARTNER

FAMOUS SWISS DRIVER HAS NEW TYPE OF ENGINE.

Factory to Be Located in Detroit and to Turn Out High-Grade and High-Priced Cars.

Detroit, Mich., May 30.—W. C. Durant, of the General Motors company, and Racer Louis Chevrolet, one of the speed wonders of the day and a co-worker with Mr. Durant in the manufacture and exploitation of fast cars, will establish a factory in Detroit for the manufacture of a new high-priced car whose chief distinctive feature will be an engine perfected during the last winter by Chevrolet, assisted financially by Durant.

After Chevrolet goes through the 500-mile race on the Indianapolis speedway today he will enter a commercial race for those rich rewards that go, not to the drivers, but to the manufacturers of automobiles.

For the first time since his retirement last October, Chevrolet is expected to be an entrant in the big auto racing event of the year today. He was at first listed as a relief driver, but on petition of the pilots entered he was announced to drive a Buick in the contest.

Last winter at a garage on Grand River avenue, in this city, Chevrolet experimented secretly with a new type of engine that is to be the chief selling advantage in the new car. Chevrolet is of French-Swiss birth. He came to America in 1900, after securing in France a complete education in automobile construction and driving. Here he made a record as a racing driver and expert. He has been a winner in many races of national fame. After severing other connections he engaged with the Buick in 1908. As a skilled mechanic he was retained in a business way by Mr. Durant.

The new Durant-Chevrolet car, it is stated, will be of high grade. Mr. Durant will make his headquarters in Detroit, though he will retain his interest in the carriage works at Flint with which he has been identified for many years.