

Chevrolet, Auto Pioneer, Hangs Self

Raced Early Cars His Brother Designed

SLIDELL, La. (UP)— Arthur Chevrolet, 61, last of three brothers who first organized the Chevrolet Motor Company, was found dead from hanging in his home here yesterday.

Coroner H. E. Gautreaux ruled today that death had been caused by self-inflicted strangulation. Surviving are his wife, a daughter, Mrs. Harry J. Willford, and three sisters.

Louis, Gaston and Arthur Chevrolet were of the breed who wagered their lives on their skill at forcing ramshackle racing cars to ever-increasing speeds. The automotive business, when they entered it 45 years ago, was one in which each car was carefully built by hand. A car's design could be tested only by finding daredevils to punish each component part on dirt tracks. It was work the three Chevrolet boys did surpassingly well.

Of the three, Louis was perhaps the best designer and Gaston the best racer. It was Louis and Arthur who went, in 1909, to W. C. Durant with ideas for a new light car. In 1911, with the aid of William H. Little, the Chevrolet Motor Company was founded. Louis Chevrolet was the only one of the brothers to appear as an incorporator, but all participated. Durant, meanwhile, had been squeezed out in one of his frequent financial debacles.

Five Chevrolets were manufactured in 1912 and were enough to make a small profit. In 1915 Mr. Durant, one more solvent, bought the company and used it to win control once more of General Motors.

The brothers continued racing, with Louis providing the designs, and Arthur and Gaston at the wheel. In 1920 Gaston was killed at a Los Angeles racetrack, after winning the 500-mile Indianapolis race and the national championship.

During the war Arthur was associated with the Higgins Engine Company in New Orleans as a master mechanic. He retired some time ago and was living in Slidell at the time of his death.