

**"Money's Back"**

# Motor Trade Gains Seen By Chevrolet

Auto Manufacturer, in  
Syracuse, Sees Depres-  
sion Outrun

Race Days Recalled

Thrills of New York State  
Fair Track Events  
Envisioned

Twenty-nine years older and but little grayer than he was in 1909 when he and his brother, Gaston Chevrolet, burned up the automobile dirt tracks of the nation to win about every speed championship in existence, Louis Chevrolet, in Syracuse today as the guest of the Chevrolet zone organization and to attend the General Motors exhibit at the Armory, recalled the days when he hurled a roaring Frontenac around the track at the New York State fairgrounds.

"Even the ordinary 8-cylinder stock car of today with its 200 pounds piston displacement can whip any speed we were ever able to attain in those days with more than 1,000 pounds displacement," said Mr. Chevrolet, "but we not only gave the crowds the thrill they paid to see but we managed to live when the living meant nosing out Death by just an inch or two.

"In 1909 and 1910 we thought we were racing when we managed to coax a speed of a mile in 54 4-5 seconds, but today almost any good car on the market will run that fast and keep it up hour after hour."

"How about business?" Mr. Chevrolet was asked.

Chevrolet's keen black eyes positively glittered and a wide smile caused a million wrinkles to radiate and crack across the sun and wind blackened face.

"Business? Lots of it and it is getting better every day. Money is back, coming out of hiding, old cars are being sent to the scrap heap and people are buying new ones. We are looking for a really big year this year and that's no bologna either.

"In every section of the country, and I have covered a lot of territory in the last few days, business is looking forward. We had to eat the smoke of Old Man Depression for a long time and it looked for a while as if we never would catch up, but this time we've passed him and we are going to stay in the lead to."

When asked what effect the nationwide labor unrest was going to have on automobile production, Mr. Chevrolet declared that the trouble in the body making plants at Flint, Mich., earlier in the year had been settled and that General Motors plants were working to capacity and labor troubles, as far as they were concerned, were just a bad dream.

"How about N.R.A.? What are you going to do when the Blue Eagle loses its teeth?"

"Well" and the veteran racing driver hesitated a little. "There is only one thing to do and the automobile industry proposes to do it. That is to get together with labor and give it a fair shake, while at the same time we protect ourselves, as we will have to do.

"We cannot always look forward to government protection and we don't want it anyway—no healthy business does. But we are going to do our best to get along with labor so that we all can make a little more than a living and bring back the good times that used to be."

Mr. Chevrolet's eyes clouded a little when mention was made of the 1925 Thanksgiving Day tragedy in Los Angeles when Gaston, his brother, then 4-A champion, was killed at the Los Angeles Speedway in an accident that also took the lives of two other drivers. But the same old grin that used to worry such speed demons as Ralph Mulford, De Palma, Earl Cooper, Dario Resta and Barney Oldfield, lit up his face as he recalled the stirring days of 1909 and 1910, when he and his brother designed and built the then Buick racing car.

"Yeah! I have raced against Oldfield many times," and the grin became more pronounced. "I beat him five out of seven times and I would have made it six straight wins if my motor had not gone wrong at St. Paul.

"I raced against him here in Syracuse, if my memory does not go wrong. I left him away behind. That was in 1917 and 1918.

"But the real thrills were back in 1910. I was then racing the Buick for W. C. Durant. I had an accident in the Vanderbilt Cup race on Long Island in that year and Mr. Durant insisted that I stop automobile racing. I did and that's that."

Reference to the fact that he and his brother designed the original Chevrolet brought out the fact that in that year, 1913, only 450 cars were sold. In 1933, just 20 years later, 750,000 cars were sold and this year Chevrolets are being sold at the rate of 4,000 every day of the year.

Mr. Chevrolet was the featured speaker today at a luncheon in his honor at the Hotel Syracuse. Among the officials at the luncheon were G. W. Hunt, Syracuse manager of the Chevrolet Zone office in the Chimes Building; D. H. Smith, of Buffalo, regional sales promotion manager of the Central New York zone; E. G. MacRae, assistant manager of the Syracuse zone; M. J. Logan, accounting manager of this zone; Don Pidd, parts and service manager; Jacob Cohen, manager of the East Syracuse branch of the Briscoe Chevrolet Company; Harold Briscoe of the same organization, and Edward Moyer of H. A. Moyer, Inc., Syracuse dealers.

Tonight from 10 o'clock to 10:30 Mr. Chevrolet will be heard over WSYR in a program of reminiscences of the racing track.

LOUIS CHEVROLET