

LOUIS CHEVROLET

Louis Chevrolet is 49 years old. He lives at 26 W. 36th Street, Indianapolis.

Chevrolet is a world famous auto racer and designer and builder of racing cars that won the 500 mile classic on the Indianapolis Speedway in 1920 and 1921. In 1920, Chevrolet won the event with a four cylinder Monroe and in 1921 with his eight-in-line Frontenac.

Chevrolet was born in Switzerland. When he was eight, his parents moved to France. At 16, Chevrolet started his career in a bicycle shop in Paris. The owner of the shop had a one and one-quarter horsepower single cylinder motor tricycle. The motor was wrecked and the disgusted owner gave it to Chevrolet. After working hours, he repaired and rebuilt the tricycle.

Chevrolet soon became the head mechanic in the factory making the tricycle.

In 1898-99 Chevrolet was a mechanic in the Darracq Motor Company plant in Paris. In the fall of 1899 he worked in the Mors Auto factory experimenting with motors and the possibility of developing more horsepower. He also worked in the Hotchkiss Company factory.

Then came the desire for America. At 21, in 1900 Chevrolet came to New York, and was connected with the Dion Bouton Motorette Company in Brooklyn. Although working as a mechanic, Chevrolet was constantly experimenting to develop a high speed motor. In 1902, he made a truck and a touring car for the head of the Tutti-Frutti Gum Company. In 1903 he went with the Pope-Toledo Motor Company. In these two years, Chevrolet was rapidly developing into an expert motor designer and builder.