

Famous Automobile Manufacturer Joins Higgins-Tucker

Added to the long list of great names in engineering research and production now in the employ of Higgins Industries is the illustrious name of Arthur Chevrolet, as Chief Test Engineer for Higgins-Tucker Engine Plant. With a background of a lifetime devoted to engine maintenance, engine construction, engine design, Arthur Chevrolet has a job ahead of him as tough as any he has ever tackled before in his life.

Chevrolet — Chevrolet — the name sounds familiar, doesn't it? Well, it should, because back in 1911, Arthur and Louis Chevrolet founded the Chevrolet Motor Car Company. This was way back when automobiles were used, and built, and designed for thrills—when the testing grounds were the speedways of the country. Let's look into the history of automotive engineering a little bit, and what do we find:

In 1907, Arthur and Louis Chevrolet went into business designing automobile racing engines for some of the greatest drivers the world has ever known. In 1908-9-10, they were commissioned by Buick to build racing engines to be used on all the speedways of America—dirt track and paved speedways. These engines, designed and manufactured by the Chevrolet Brothers for Buick, were acknowledged to be the tops in the country.

In 1911, after seeing their engines, their designs, their principles, their ideas successfully competing against the nation's best, the Chevrolet Motor Car Company was founded.

In the ensuing years, it is common knowledge that the motor cars they built rapidly gained favor among thousands and thousands of satisfied and contented users of their cars. People found the performance of the engine, the comfort and riding pleasure far beyond their expectations. After four years of production in tremendous quantities for those days, W. C. Durant, the financier of the company, decided to sell out to General Motors, and the purchase was finally consummated back in 1916.

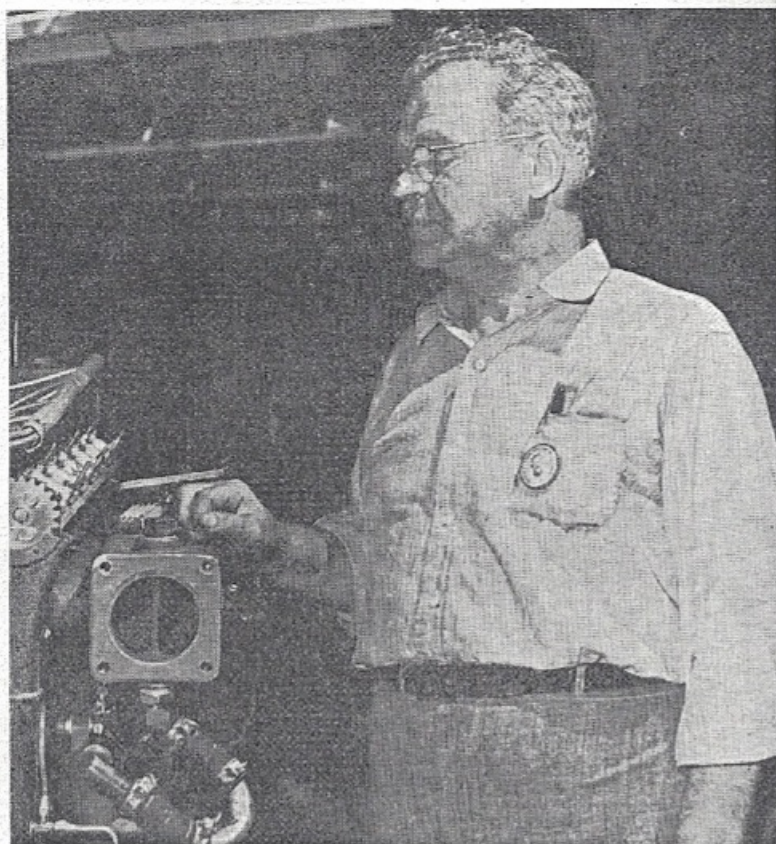
After the purchase by General Motors, with their financial backing taken from them, both Arthur and Louis Chevrolet were left out in the cold. They had developed a great motor car, they had developed an even greater engine, but all this amounted to nothing when the financial minds behind them decided to sell them out; and so they had to begin all over again.

With true American pioneering spirit, they started a shop in 1916 to develop and build racing engines for some of the country's leading racing enthusiasts. Production, development, and research proceeded along in grand style—so much so, that in 1920, this little shop had grown into a large factory, which was producing Frontenacs and many other racing engines and even many experimental engines.

In 1920, the Frontenacs they were building, finally broke into the winner's circle at the 500-mile Indianapolis Memorial Day Race, when Gaston Chevrolet, the younger brother of Arthur and Louis Chevrolet, piloted his Frontenac-Chevrolet designed motor car to victory. Gaston's glory, as a winner of the Indianapolis classic, was short-lived, when he was killed in a race on Thanksgiving Day, in 1920.

Again in 1921, a Chevrolet-designed and built Frontenac won the Indianapolis speedway classic, with Tommy Milton behind the wheel.

These successes developed a great deal of enthusiasm for Chevrolet-designed racing cars; and in 1921, the brothers began



Master motor builder, Arthur Chevrolet, one of the founders of the Chevrolet Motor Car Company, is Chief Test Engineer for one of Higgins Industries' greatest enterprises, the Higgins-Tucker Engine Plant.

production on a dirt-track racing car, which became famous throughout the world as the "Fronty" dirt-track car. Some of the greatest names in all racing history served their apprenticeship on



ASSEMBLY LINE GENIUS—"Hank" Smith, high-speed production assembly line genius, is ready to supervise production of tremendous quantities of Marine engines, designed and developed by Higgins-Tucker Engine Plant.



From the Arctic Circle to the Equator, Higgins landing boats put American forces on the beaches of enemy-held territory.

The above photograph shows three Higgins landing boats, built in the City Park plant of Higgins Industries, approaching the beach with American soldiers in Holtz Bay on the Island of Attu in the Aleutians. Note the soldiers huddled in the Higgins boats to escape Japanese fire.

Associated Press Wirephoto