

Louis Chevrolet Recalls Thrills on Ft. Erie Track



BUFFALO TIMES—MONDAY, JUNE 4, 1934

Louis Chevrolet

—Photo by Times Staff Cameraman

Motor Car Pioneer and Racing Driver Arrives in Buffalo to Attend General Motors Show in 106th Armory

Louis Chevrolet, originator of the Chevrolet motor car and pioneer racing driver, stepped down the gangplank of the City of Cleveland steamer today to attend the General Motors show in the 106th Regiment Armory.

A keen-eyed man of 56, Mr. Chevrolet looks under 40, and holds no fear of even now taking the wheel of a racing car around the fastest speedways of the world.

"Why," he laughed, "the old dirt track record I made back in 1905 of a mile in 52 4-5 seconds is still good.

Recalls Fort Erie Thrills

"Those old days on the dirt tracks were full of thrills. I remember the races at Fort Erie in 1909. My brother, Gaston, and myself cleaned up. It was a great thrill in those days for the spectators to see a car flash by going 60 miles an hour. Nothing like today when nearly

everyone on the road wheels along at that rate."

Mr. Chevrolet founded the Chevrolet company in 1912. He was accompanied in the venture by W. H. Little and E. R. Campbell.

"The shop," he recalled today, "was a very small place. We produced 450 cars that year—and that was going some.

"Cars a Little Different Now"

"The production is now around 5000 a day. And of course the cars are a little different. In those days the top and windshield were usually billed as extras."

Mr. Chevrolet spoke at a luncheon in Hotel Statler today and will speak this evening at the armory.