

# *The Hub*

July, 1911.

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## ALWAYS SOMETHING NEW.

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W. C. Durant, of the General Motors Company, and Racer Louis Chevrolet, a co-worker with Durant in the manufacture and exploitation of fast cars, will sever their other business connections and establish a great factory in Detroit for the manufacture of a new high priced car, whose chief distinctive feature will be an engine perfected by Chevrolet, assisted financially by Durant.

Last winter at a garage on Grand River avenue, Detroit, Chevrolet experimented secretly with a new type of engine that is to be the chief selling advantage of the new car. Chevrolet is of French-Swiss birth. He came to America in 1900 after securing in France a complete education in automobile construction and driving. Here he made a record as a racing driver and expert. As a skilled mechanic he was retained in a business way by Durant.

The new Durant-Chevrolet car, it is stated, will be of high grade. Durant will move to Detroit, though he may retain his interest in the carriage works at Flint. For some time, it is said, he has been gradually withdrawing from the active management of the General Motors Company.

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