

FRONTENAC PLANT SITE WILL BE SELECTED SOON

A. A. RYAN AND W. N. THOMPSON
TELL OF PLANS.

CAR TESTED AT SPEEDWAY

With the arrival in the city of Allan A. Ryan, New York financier, meetings have been arranged with local real estate interests which are expected to result in the final selection of a factory site for the new Frontenac Motor Car Company, organized here, the board of directors of which Mr. Ryan heads as chairman.

Negotiations have been carried on for two extensive industrial units, one in the northwest part of the city, the other on the south side. Which one of the two will be determined on was not disclosed, but a decision is expected soon.

The Frontenac Motor Car Company in its organization has involved not only a considerable amount of local capital, in addition to the finances brought here by several eastern financial men, but it has been disclosed that several men of prominence in local automobile circles are to take an active part in the affairs of the new company.

Thompson Interested.

W. N. Thompson, president of the Stutz Motor Car Company of America, Incorporated, as a member of the board of directors of the Frontenac Company, has taken an active part in the formulation of the new organization. Mr. Thompson's interests in the new company have not been announced, but it is said he was largely influential in holding the new factory in this city when overtures were made by Detroit interests to have the factory placed in that city.

Another important factor in the Frontenac organization is Louis Chevrolet. Mr. Chevrolet is the designer of the car which will be produced by the Frontenac Motor Car Company, and will be vice-president of the company.

Just who is to head the Frontenac Motor Car Company as its president has not been made public, although it is said the presiding official is to be a man of long experience and high reputation in national automobile affairs, at present actively associated with another prominent automobile concern. Other officials of the Frontenac organization whose names have been made public include Kenneth Howard, New York capitalist, listed as secretary-treasurer and a member of the board of directors, and William Rand, Jr., also of New York, who appears on the directorate of the new organization.

Temporary Quarters.

During its formative period the Frontenac Company has engaged temporary quarters at 416 West Tenth street, where experimental work is going forward under the direction of Mr. Chevrolet. The first experimental car was put through its first trials for the benefit of Mr. Ryan and Mr. Thompson at the Indianapolis motor speedway Thursday afternoon. The results obtained were gratifying, they said. With Mr. Chevrolet at the wheel, the new car went around the brick course at a speed of more than seventy miles an hour. Both Mr. Ryan and Mr. Thompson drove the car for several laps about the track.

The car to be built, it was announced, will be priced at a figure that will enable its producers to plan large production.

"We are going to get into production on the Frontenac just as quickly as possible," Mr. Ryan said. "We know that we have a car that will run and just as soon as Mr. Chevrolet will give his final approval to the job, we are going to start ahead."

"The factory site we select will be one of the finest industrial units in the city. Arrangements have been made for full equipment. It is now a matter of selecting the right spot for the plant."

Orders for Cars.

Mr. Thompson said the Frontenac Company already had orders for scores of cars.

"We will start production with our business in a wholesome condition," he said. "By that I mean, we have enough orders for cars now to keep the plant humming for some little time and if the same interest is shown after we get going that has been demonstrated since the car was first announced at the automobile shows, the new Frontenac factory should be a busy place for some time to come."

"It is our plan to build all of the major units which will go into the Frontenac car in our plant here. This will mean that we will have a complete industrial unit—not an assembling plant. We will be in the market for all kinds of skilled labor and should be able within a short time to give employment to several hundred mechanics, upholsterers, finishers, paint shop men, testers and others."

"We are pretty well determined on the materials which will go into the new cars. Our product is well-grounded, being based on the wide experience which Mr. Chevrolet, the designer, has had in the building of cars of similar type. Things are moving ahead in good shape, and we should be able to announce something definite by the end of the week."

Much Money Involved.

Men in financial circles here say the new Frontenac enterprise will involve considerably more than \$1,000,000. Since the car will enter a price class not occupied by any other locally built automobile, the Frontenac, it is said, will add a new and important element to Indianapolis automobile affairs.

Though Indianapolis has acquired a name for building more higher priced cars than any other city in the country, having passed both Detroit and Cleveland in this respect, it has not had in recent years a plant producing a popular priced car in large quantities. The Frontenac Company, it is said, will add this feature to the local automobile industry.

Mr. Ryan, Mr. Thompson and Mr. Chevrolet will be among the guests of the Chamber of Commerce at its dinner tonight to men of the automobile industry.