

MOTOR AGE

February 24, 1916

LOUIS CHEVROLET IN NEW CONCERN

New York City, Feb. 21—Louis Chevrolet and a group of eastern business men, including W. H. Hoople, president of the Interstate Electric Corp.; J. C. Spiers, formerly general manager of the Autocar Co. and factory manager of the Locomobile, Mercer, S. G. V., and Standard Roller Bearings companies, and G. F. Baright, formerly advertising manager of the Prudential Life Insurance Co., Newark, N. J., have completed the organization of the American Motors Corp., which is to engage in the manufacture of a car on a large scale.

The company is capitalized at \$1,250,000. Its first output will consist of a moderate priced car. Louis Chevrolet, vice-president and chief engineer of the company, is also president of the Frontenac Motor Co., Detroit, builder of racing cars of his own design. The main plant of the new company will be located in the East.