

# CHEVROLET CO. TO START IN DETROIT

SECURES LEASE ON TEMPORARY  
PLANT.

PLANS NOT YET PERFECTED

CONCERN PROPOSES TO SELECT  
ITS STOCKHOLDERS.

Car to Be Manufactured Will Be  
High-Powered and Will Invade  
a Special Field.

Detroit, Mich., July 15.—Reports that W. C. Durant, now a vice president of the General Motors company and a member of the finance committee, was about to start a new automobile company, have culminated in the lease of the plant of the Corcoran Detroit Lamp company, at Visgar street and West Grand boulevard, the lease becoming effective August 1.

The plant is well adapted to the manufacture of automobiles. It has a frontage of about 200 feet on the boulevard and contains 75,000 square feet of space.

The concern will be known as the Chevrolet Motor Car company, being named after Louis Chevrolet, the Swiss racing driver who made his mark with Buick racing cars. Chevrolet will be connected with the new company, it is said, as will William H. Little, formerly factory manager at the Buick plant, and who later became assistant to Mr. Durant in New York.

It is reported that the car the company will put on the market will be extremely high-powered and sell for somewhere around \$2,000. The capital will be possibly \$750,000 to start.

### Will Select Stockholders.

Mr. Little was reticent about giving out any of the details of the new concern. He said they would possibly be perfected in 30 days.

"While I am organizing the company and Mr. Durant is aiding me in every way, we will have a closed corporation, in a way, and have more money at our disposal than we will need; in fact, we are in a position to select our stockholders, which we will do.

"We are not ready to give out the particulars as to the car we will place on the market, but while it will compete in a general way with the General Motors company, it will really invade a special field.

"I expect that we will incorporate in this state and that the capital will be of a large amount. The lease we have taken on the plant of the Corcoran Lamp company is simply a temporary matter and not the ultimate idea we have in mind."

Mr. Little said that Mr. Durant would most likely be an officer of the new company, or at least he could be if he wanted to.