

WEDNESDAY, JANUARY 27, 1926.

CHEVROLET BROTHERS WILL ENLARGE PLANT

Step Made Necessary by Demand for "Fronty" Head.

ALSO WILL BUY BUILDING

A world-wide market having been established through the fame of the "Fronty" head racing cars, which have performed in the last few years on the Indianapolis motor speedway, the Chevrolet Brothers Manufacturing Company, 410 West Tenth street, is contemplating early expansion and enlargement of its plant, it was learned Wednesday.

Arthur and Louis Chevrolet, of the three famous Chevrolet brothers, whose performances in the early days of automobile manufacture and racing are history, are, respectively, president and vice-president of the company. They established the Chevrolet Brothers Manufacturing Company, in Indianapolis, April 5, 1921, and since the sad day the third brother, Gaston Chevrolet, was killed while racing in California, Thanksgiving day, 1920, the other two have left the racing game to devote their time to manufacture of their invention.

January 1, 1926, the company, after paying off all other obligations, declared a 6 per cent dividend on its common stock, and was able to do what few corporations have done when it withdrew \$35,000 of stock held in escrow by the secretary of state on intangible assets. The company is capitalized at \$100,000, and Tuesday closed the three-year contract for the purchase of its plant at Fayette and Tenth streets. The property was bought by contract three years ago from Thomas B. Laycock.

To meet a demand for the "Fronty" motor head, the company hopes soon to increase production with additional machinery and enlargement of its plant. Markets have been established besides in the

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United States, in South America, England, France, Spain, Italy and Japan. The "Fronty" motor head is a development for small cars taken from the mechanical style of the famous Frontenac racing automobile, which the Chevrolets have piloted and which Louis Chevrolet still builds. The plant of the Frontenac Motor Corporation is in connection with the Chevrolet Brothers' Manufacturing Company, which specializes on gears, flywheels and the "Fronty" motor head.

The brothers see a wider demand for the motor head since it has been demonstrated to be of great improvement in supplying more power for light motor trucks. L. Corum in 1923 placed fifth with a light racing car equipped with a Fronty head in the Memorial day races at the Speedway. W. H. Faust, secretary of the company, anticipates greater achievements for the company in the coming year.

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