

LITTLE AS MANAGER

FORMER BUICK MAN TO HEAD NEW AUTO COMPANY.

Location of Plant Has Not Been Def-
initely Announced—Organization
to Be Effected Soon.

Detroit, Mich., May 31.—It has been known for some weeks that Louis Chevrolet has been at work designing a new car and that W. H. Little, formerly factory manager of the Buick company at Flint, will be the active head of the company to manufacture it.

Since leaving the Buick Mr. Little has been in California, taking a rest, but it is understood that he will take up the organization of the new company within the next 10 days, but no one knows just where the factory will be located.

W. C. Durant and others credit Mr. Little with much of the success of the Buick factory and they are interesting themselves in furnishing the necessary capital for the company, but it is understood that they will not be active in the management.

The new car, it is understood, will be called the Chevrolet. Under present arrangements Mr. Chevrolet will leave on June 8 for Paris, where he will drive in the Grand Prix. He will return as soon as the race is over, when the plans of the new company will be matured and the details made known.

While Mr. Durant has not been particularly active since the reorganization of the General Motors company, it is believed that he will continue as a director of the big corporation which he was instrumental in organizing.