

## CHEVROLET BROTHERS WRANGLE OVER CORPORATE USE OF NAME

**Arthur and Louis Want Exclusive Control — Schortemeier Advises Compromise and Each Decides It Is the Better Plan, So Airplane Companies Have New Names.**

Brother was aligned against brother and the use of the name Chevrolet was at issue in a hearing conducted Wednesday by Frederick E. Schortemeier, secretary of state.

The controversy arose as a result of the recent withdrawal of Louis Chevrolet from the Chevrolet Brothers Manufacturing Company, in which his brother Arthur was a partner, and the subsequent efforts of the two to organize separate aviation motor enterprises, each using the name Chevrolet in the corporate name.

### Object to Initial.

After a long hearing, interspersed with heated exchanges between the Chevrolet brothers, both famous in former days as race drivers, a tentative agreement was reached between attorneys for the two to change the name of each of the two corporations being formed. Following a conference with John W. Holtzman, his attorney, Arthur Chevrolet agreed to change the name of his concern to the A. Chevrolet Airplane Motors Corporation if Louis would change his to the Louis Chevrolet Aircraft Company. An objection to the use of the initial "A" was made by Solon J. Carter, attorney for Louis Chevrolet, and Schortemeier suggested finally that each concern be known by the full name of its organizer. Carter agreed to this, subject to approval by principal stockholders not present.

Several arguments between attorneys as to the relative standing of their respective clients as automotive engineers punctuated the hearing. Carter argued that Louis was the real pioneer of the two and that it was he who made the name "Chevrolet" a household word throughout the

world. Holtzman insisted, on the other hand, that Louis relinquished his right to the benefits of the name when he sold his interest in the Chevrolet Brothers Manufacturing Company to Arthur.

### Whose Customers?

Schortemeier advised both sides in the case "to make an honest effort to settle this thing, otherwise, some one's going to lose the use of the name Chevrolet."

"As brothers," Schortemeier said, "both of you are entitled to the use of the name Chevrolet. If this gets into court, some one is going to win exclusive use of the name Chevrolet. This is the closest decision I ever have had to make," he added.

In the hearing, the two brothers, who previously apparently had scorned each other, engaged in a dispute over business affairs in the corporation with which they both had been connected. Arthur said that two special motors recently were designed by the old company.

"And will you please tell the secretary whether they were your customers or mine?" asked Louis.

"They were the company's," retorted Arthur.

Some time ago Louis organized the Chevrolet Aircraft Company and Arthur followed with formation of the Chevrolet Airplane Motors Corporation. The case came before Schortemeier when Arthur Chevrolet's attorneys protested against the use of the name chosen by the latter because of the similarity with that of his own organization.