

# DURANT IN BIG DEAL

HAS INTEREST IN \$85,000,000 AUTOMOBILE PLANT.

Republic Motor Company Controls Site on 11th Avenue and 56th Street, New York City.

Detroit, Mich., July 11.—William C. Durant, who is actively interested in the Chevrolet Motor company, which is to build a large factory at Woodward avenue and the outer belt line, is one of the leading members of the new corporation just formed in New York with \$85,000,000 capital to manufacture automobiles in New York city, where a valuable site has been secured. The company will establish factories in 11 other cities of the country and so reach the purchaser direct. The name of the company is the Republic Motor company, but whether the Chevrolet Motor company of Detroit, and the Little Motor Car company, of Flint, both Durant properties, will be included in the Republic Motor company deal could not be learned, as William C. Little, right hand man to Mr. Durant in this city, was out of town.

The property in New York fronts on Eleventh avenue and occupies the entire block between Fifty-sixth street and Fifty-seventh street. Work is already being done in remodeling the buildings. The New York plant is the first of the twelve plants to be located in the heart of large cities.

In regard to locating right in the center of cities on valuable property Mr. Durant said in New York:

"The motor car is rapidly nearing perfection. The problem today is not that of production but of distribution. The enormous waste and extravagance in the marketing of automobiles, if continued must result in the undoing of the industry. Regardless of high commissions the majority of the dealers are unable to make a profit. Under the plan outlined by us the cost of distribution is materially reduced and each district is given the type and style of car best suited to its local requirements. Our trade mark will be 'Built on the spot.'"