

old files at Flint Office.

Feb. 3, 1913

Letter from J. D. Dort to W.C. Durant (Photostat) offers following suggestions as to policy of Chevrolet and subsidiary companies:

1. Use Imperial plant for mfg. of popular size and price car -- a 4-cyl. 5-pass. to list between \$950 and \$1050.
2. After cars on present program are manufactured no more be made unless company's interests call for one in that class.
3. To provide for this program call for further cash subscriptions to the extent of 400,000 to 500,000 of which 200 to 300,000 be paid on present subscriptions or new ones and 200,000 by Durant-Dort; but that it be shaped to the limitations of its present realizable assets...provided that if it were deemed advisable to own or practically so, the motor manufacturing branch of the Co's business, that additional subscriptions be called to take care of it.

4. The Company either finance or own or practically so, the facilities necessary for its own and subsidiary companies' motor requirements...If, however, the operation of the motor business could be carried on as a whole in either the Little or Imperial plants - - - I would favor the sale of the Sterling plant and locating the motor business in either of the plants named above.
5. All properties owned or under lease at this time which are not essential to the conduct of the business be sold to the best advantage.
6. In the interest of economy and compact organization (all) departments be located in Flint and that in addition to your general supervision of this and subsidiary companies you act as general supervisor of the departments of sales and finance and that a competent person be selected to act as general supervisor of the manufacturing and engineering departments of this and allied companies.
7. Overhead in all branches of this and subsidiary companies be maintained at lowest possible basis commensurate with development.