

November 9, 1911.

Durant "Shapes Up" Two Companies.

The Little Motor Car Co., of Flint, Mich., which is W. C. Durant's newest enterprise, last week completed its organization by the election of these officers: Charles M. Be-gole, president; W. H. Little, vice-presi-dent; W. S. Ballinger, secretary and treas-urer. The Little company, which is capi-talized at \$1,200,000, has taken over the plant of the Flint Wagon Works, as was stated in last week's Motor World. Du-rant's other project, the Chevrolet Motor Co., of Detroit, also was incorporated last week with \$100,000 capital stock. Louis Chevrolet, William H. Little and Edwin R. Campbell figure as its incorporators.