



"Little Four"



"Little Six"

"The Product of Experience"

JOSEPH MACK PRINTING HOUSE
DETROIT

What
"Dean" Wetmore
Says about the
Chevrolet
and
Little

"The Product of Experience"

**Republic
Motor Company**
Of Michigan
DETROIT



"Chevrolet" Type C

"The Product of Experience"

AUTO EDITOR ON TOUR SEES WONDERFUL CAR

Solves Some of the Mystery in Regard to the "Little" and "Chevrolet" Machines.

By JOHN C. WETMORE.

What W. C. Durant, founder of the Buick Motor Company and organizer of the General Motors Company, is doing and purposes to do, and how far he has progressed with manufacturing and putting on the market the Little and the Chevrolet, have been somewhat uncertain, at least to New York's automobile row.

While in Detroit I drove out with Louis Chevrolet himself to the Chevrolet Motor Car Company plant and learned and saw for myself a lot of very interesting things. In the first place, I saw the first Chevrolet, which Mr. Durant's son is to drive to the Pacific coast.

It sure is a wonderful car and a remarkable six to be listed at \$1,930 for the 40 horse power model and at \$2,100 for a 50 horse power car. It has a Metallurgique radiator and is long and rangy, its wheel base being 124 inches. The car bristles with features, the tool box, for instance, running beneath and the whole length of the running board.

Its air self-starter, an invention of Mr. English, owned by Mr. Durant, however, is its most striking machinery feature. The compressed air, which is used as a starting power, comes from an air tank in the rear, wherein air is compressed by a pump connected with the engine.

No air enters the cylinders. Its operation is simple and unfailling. This car will be built at the Detroit plant, which has hitherto been used mainly as an experimental factory. Its floor space is 60,000 square feet. The 1913 output will be 3,000 cars and deliveries will begin on January 2.

The "Little" cars will be built at Mr. Durant's plant at Flint, which comprises ten factories, of 280,000 and 180,000 square feet respectively. The Little 20 horse power "4" will sell at \$890. Ten thousand of them will be built. During the past eight months 2,200 have been made.

The Little "6," a 32 horse power car, will be the lowest priced six-cylinder car on the market. Deliveries of it will begin on January 2. Mark my word it will create a sensation.

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