The least number of products of linear forms that may be added together to obtain a given form is the Chow rank of this form. The Chow rank of a generic form corresponds to the smallest $s$ for which the $s$th secant variety of the Chow variety fills the ambient space. We show that, except for certain known exceptions, this secant variety has the expected dimension for low values of $s$. (Received August 15, 2016)