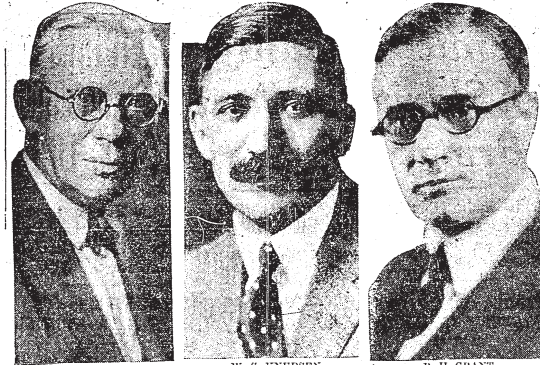
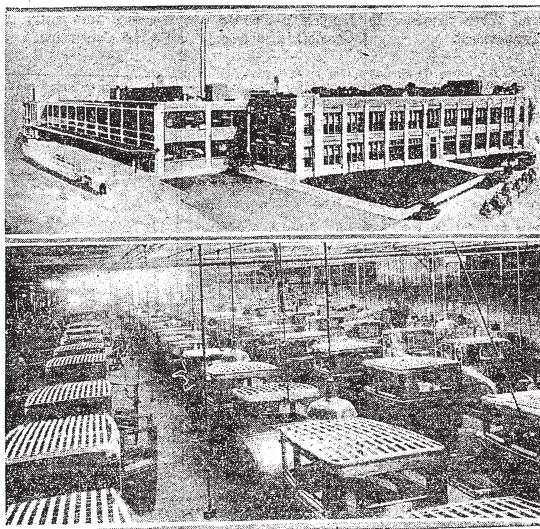


Construction on \$2,250,000 Chevrolet Plant Here To Be Started Immediately Plant Here To Be Started Immediately



C. F. BARTH. W. S. KNUDSEN, Pres. Gen. Mgr. R. H. GRANT.



New Factory Will Provide Pay Roll of 1,200 Men and Be One of Atlanta's Largest Industries.

Construction work to entail the expenditure of more than \$2,250,000 on a giant assembly plant for Chevrolet automobiles will begin here immediately, it was announced Tuesday by officials of the Chevrolet Motor company's Atlanta branch.

A number of steam shovels are already in transit. With their arrival a three and one-half-acre site, adjacent to the federal penitentiary, will be prepared for the huge building.

The plant will be reared through completion, with April 1, 1928, set as the day on which the first Atlanta-built Chevrolet will leave the assembly line as a finished product.

A pay roll of \$3,000 daily to more than 1,200 employees is anticipated for the concern. Its location here is of vast importance in the industrial development of the new south, local automobile men say.

Details of the development were released by officials here following the city council's action of Monday in authorizing the sale of city-owned property in Chosewood park, which borders the Southern railway and the slope-side McDonough road, near the Sawtell avenue intersection.

Work Completed February 1.

While the actual structural work is scheduled for completion not later than February 1, installation of machinery and equipment will occupy an additional 60 days.

Purchase of the Rhodes property, comprising approximately 20 additional acres bounded by federal property on one side and Chosewood park on the other, has also been consummated by the Chevrolet company.

Ample shipping facilities will be provided by the Southern railroad, while the output of the plant will go to Georgia, Florida and sections of Alabama and South Carolina.

A Fisher body unit, one of the most important factors in Chevrolet construction, will be built and operated in cooperation with the main plant.

One-Story Building.

The large assembly building will be one-story, with face brick walls, a monitor steel roof and a ground measurement of 800 by 320 feet. The Fisher body addition will be of similar construction and 100 by 650 feet in dimensions.

A two-story office building, measuring 40 by 204 feet, and a parts storage structure, 120 by 204 feet, are also included in the plans.

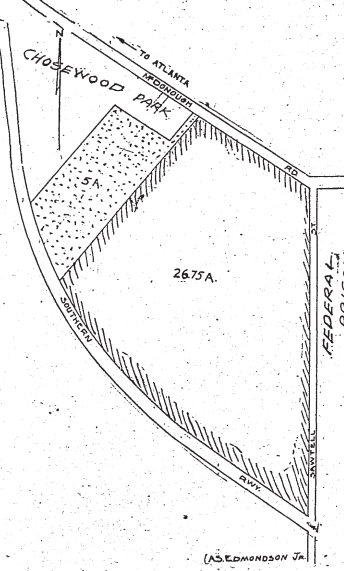
The Chevrolet Motor company, on completion of the Atlanta plant, will have eight assembly units located at strategic points throughout the United States, while the concern also maintains an export base at Bloomfield, New Jersey.

Ohio Plant Overworked.

Heretofore the distribution of Chevrolet cars through the south has been handled through the Newwood, Ohio, assembly branch. With the increase in demand for the General Motors product, the facilities at the Ohio plant were taxed to the utmost, and it was to alleviate this condition that the Atlanta plant was undertaken, local officials say.

For more than a year the Newwood unit has been working overtime on southern orders.

Sales figures for the south show that approximately five times as many Chevrolets were sold here in 1926 as in 1921, at which time the company had district offices only in Atlanta and Charlotte, N. C. Other offices



Above are shown officials of the Chevrolet Motor company, which will shortly erect a \$2,250,000 manufacturing plant in Atlanta, one of the corporation's typical plants, and a map of the site recently purchased in Chosewood park for the factory. In the top row, left to right, are C. F. Barth, vice president of the Chevrolet Motor company, in charge of production; W. S. Knudsen, president and general manager, and R. H. Grant, vice president, in charge of sales. At top, center, is seen a typical Chevrolet branch factory located at Norwood, Ohio. From the picture the modern type of construction and arrangements can be noted. It is believed that the Atlanta plant will be modeled along the same lines. At lower center is an interior view of the same plant showing Chevrolet bodies "in the white" on conveyors, awaiting painting, trimming and finishing. The corporation's recently acquired factory site in the Chosewood park vicinity is seen in the map at the bottom. The shaded portion, comprising 26 acres of what is known as the Rhodes tract, has been purchased by the company, adjacent to the five acres acquired from the city and is shown in the dotted portion. A total of 31 acres has thus been acquired along the Southern right of way for the corporation's manufacturing, shipping and distributing purposes.

Alvin B. Cates, of the Adams-Cates Realty company, who handled the real estate deal.

The company's business in 1924 was handled by 12 traveling representatives, while today 76 are required to keep abreast of the order. From one dealer in Atlanta during 1924, the city and its environs are now served by six, at Decatur, Stone Mountain, Marietta, Hapeville and Buckhead.

Appreciation for the ready cooperation extended by city officials, civic agencies and others was contained in a telegram to City Clerk Walter C. Tappan Tuesday from C. F. Barth, vice president in charge of production. At the same time high praise was given

Alvin B. Cates, of the Adams-Cates Realty company, who handled the real estate deal.

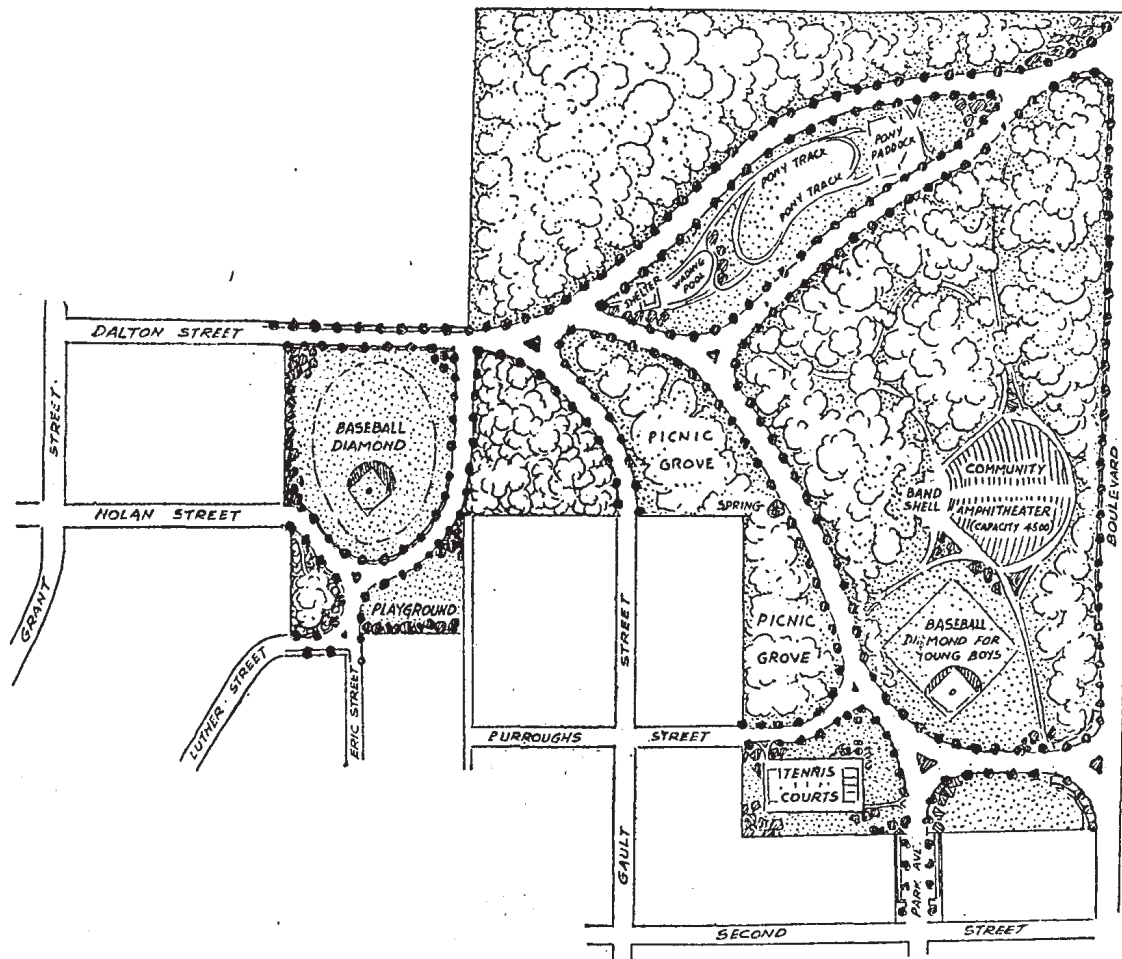
The Forward Atlanta commission had also been in communication with Chevrolet officials concerning the location of the plant here.

While contracts for the construction of the plant have not been awarded, company architects are preparing the plans, and bids for the work will soon be called for in Atlanta. The foundation work will be done by the company, but all possible construction will be let here.

The company will also buy all machinery and supplies available in the Atlanta market, it was announced.

When completed the plant will have a daily capacity of 350 automobiles.

Great New Play Center Planned In Chosewood Park in Third Ward



Projected development of the new Chosewood park in the third ward is shown in the above drawing by Chief of Construction William A. Hansell. Charles L. Chosewood, veteran member of the parks committee and a councilmanic representative from the third ward in whose honor the latest park development is named, and other members of the park committee, will push the project to rapid completion if present plans are consummated. Mr. Hansell and his department will cooperate.

Creation of one of the most modern and best equipped play centers in Atlanta and vicinity was projected Sunday by members of the Atlanta park committee to take the place of the old Chosewood park, which was sold to the Chevrolet Motor company.

Several months ago the city sold a 12-acre tract to the Chevrolet company and procured another about twice the size on South Boulevard.

Charles L. Chosewood, a member of the parks committee in whose honor the old tract was named, will sponsor the improvement, which will also bear his name. He is a veteran member of city council from the third ward, and has been a member of the park committee for the past several years.

Playgrounds, wading pools, a community amphitheater, picnic groves, playgrounds, tennis courts, two baseball courts, two baseball diamonds, pony tracks and other amusement and recreation facilities will be provided in the new improvement if plans of Mr. Chosewood and the park committee are carried out.

The tentative plans were prepared by Chief of Construction William A. Hansell, who will cooperate with the park department in establishing one of the finest playgrounds in the city.