

## CHEVROLET BUILDS KANSAS CITY PLANT

Will Be Opened in October; Largest Automobile Factory in Southwest

Marking the latest step in a movement to keep pace with the growing demand for its product, the Chevrolet Motor company announced this week that construction will start shortly on a mammoth Chevrolet assembly plant in Kansas City. This follows closely on the opening of a similar plant in Atlanta to serve the southeast. When completed in October, the Kansas City plant will be the largest automobile factory in the southwest and will represent an investment of more than \$2,250,000. Like the Atlanta plant, the Kansas City factory will have a capacity of 350 cars a day, providing Chevrolet with facilities for the production of more than 1,250,000 cars annually. The new factory will serve western Missouri, North and South Dakota, Wyoming and Colorado.

W. S. Knudson, president of the Chevrolet Motor company, declared that the opening of a plant in Kansas City has been made necessary to relieve the St. Louis and Janesville factories, where the demand has been taking production facilities and making it necessary for both plants to work overtime for the last three months. It is a further step in the company's program to insure a regular flow of cars in line with the exceptional public demand, he said.

Twenty-eight acres in the Leeds district have been taken over for the various building, parts and service buildings, driveway shed, loading dock and power house. With the exception of the office building the units will all be of one story, monitor type roof construction, allowing for the maximum amount of light for workmen. Nearly one-half of the huge Chevrolet-Fisher assembly unit will be occupied by the Fisher Body corporation for the building of bodies for all Chevrolet closed cars. This close association of the world's largest and foremost automobile body builder will enable Chevrolet to provide the same type of service available in other Chevrolet assembly plants throughout the country. Buildings will have a total floor space of more than 410,000 square feet.

Work will be provided for 1,500 people and the payroll will exceed \$9,000 daily. Following the Chevrolet policy of recruiting workmen from the respective communities in which its plants are located, local help will be employed almost exclusively, with the exception of a few technically trained men heading the various departments. This plant will be equipped with the latest appliances

and regulations of over one hundred American cities and towns. "The model ordinance as soon as printed, will be submitted to municipal officials throughout the country, and we will, of course, see that all A.A.A. clubs receive copies promptly.

"No one, more than the motorist of this country, knows the confusion and even accidents that ensue because of a multiplicity of traffic rules, regulations, and signals existing today in American cities, many of them operating in contradiction to one another. The adoption of a model ordinance by American municipalities will not only make for safety, but it should expedite the flow of traffic, and add to the pleasure of motoring.

"Upon the receipt of this model ordinance I urge upon you and the presidents of our 1047 affiliated motor clubs, continued interest and activity, and a joining with other civic bodies in your community in a campaign to secure its adoption.

"The chairman of the committee which prepared the ordinance, William E. Metzger of Detroit, a member of our executive committee, has been assisted in this work by expert representatives from nine national associations, as well as other official and unofficial groups concerned in safety and traffic handling, and they have cooperated in a remarkable way. The nine associations include:

National Safety Council, American Electric Railway Association, National Association of Taxicab

### HOOVER'S TRAFFIC ORDINANCE URGED

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model municipal ordinance, and also to the remarkable way in which the representatives of ten national organizations cooperated in the development of the ordinance.

He strongly urged that all A.A.A. clubs work as a unit with the other participating organizations to secure the adoption of the ordinance by all cities and municipalities at the earliest possible moment. He added that this would be in line with a strong resolution adopted by the American Automobile association at its recent convention in Cincinnati.

Following is the text of Mr. Hoover's letter:

"There has just been concluded at Washington, D. C., the most constructive conference of municipal traffic regulations that has ever been held in this country. Out of that conference has come a model municipal traffic ordinance, written by the traffic experts of the country.

"The committee which prepared the ordinance was appointed over a year ago by Secretary of Commerce Hoover, as chairman of the national conference on street and highway safety. During its work on the ordinance the committee had the benefit of comparative studies of the existing ordinances

Owners, American Mutual Alliance, National Automobile Chamber of Commerce, American Railway Association, National Bureau of Casualty and Surety Underwriters, Chamber of Commerce of the United States, National Research Council."

**TEACH TRAFFIC LAWS**  
In North Carolina, teachers are required to discuss before pupils once a month a digest of state traffic laws, according to the Oregon State Motor association.

A Nebraska restaurant man refused to cash a check for Colonel Lindbergh. He probably takes literally the injunction to beware of fly-by-nights.—Astoria Budget.

**ROOFS DON'T LEAK**  
DAVENPORT, Cal.—There is no business for roof-menders here since cement making became a local industry. Wind carries cement dust from the factories onto the roofs; fog moistens the dust and the sun hardens it. Fence rails and tree trunks are becoming coated, too.

The rain cheated Babe Ruth out of a home run, which makes the losses suffered by farmers appear insignificant.—Dayton News.

When a road hog is not on the highway he can sometimes be found holding down more than his rightful share of the streetcar seat.—Detroit Free Press.

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### Mr. Autoist

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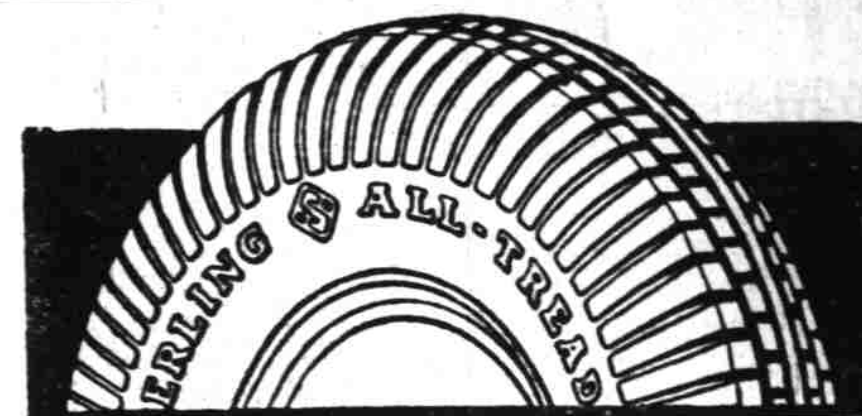
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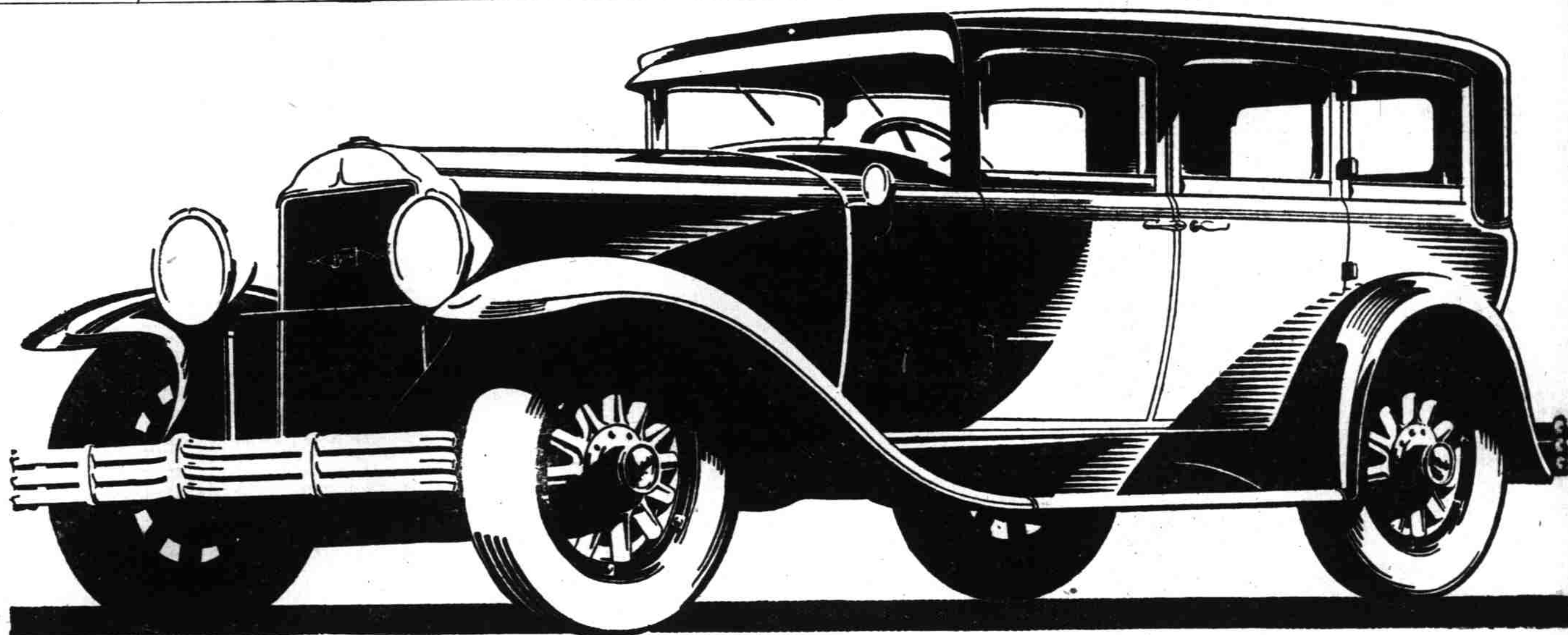


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