

DeKalb History Center

General Motors Collection

Scope and content: The General Motors Collection contains materials from the Doraville plant. Collection includes but is not exclusive to signs, printed advertisements, hard hats, souvenirs, records and miscellaneous items related to the seventy-five year history of the facility. The collection spans the 1940s, when the plant was opened, until 2005.

Provenance: Donated by Scott Mullennix, Accession # 2008.53.

Access: Single photocopies may be made for research purposes. Reproductions of photographs and permission to publish materials from this collection must be requested from the Archivist, DeKalb History Center. Citations should be made as follows:

Description of specific item; the General Motors Collection, DeKalb History Center Archives.

Processed by Jill Sweetapple, Archivist, 2011.

Size: One document box, plus various ephemera in museum storage.

Organizational History of the General Motors Doraville Assembly Plant: The Doraville plant was originally built as part of the Buick-Oldsmobile-Pontiac Assembly Division. Ground was broken for the plant on November 21, 1945 on the over 980 thousand square foot building, and by the 1947 completion, its cost including the land, was over 9 million dollars. In 1950, 66,000 square feet of floor space was added, and expansions continued every decade. The Doraville plant is touted as perfecting the “bake-sand-bake” paint process, which produced a more durable finish. In 1976, 275,000 cars were produced and the plant had a payroll of 87 million dollars for 4700 employees. The plant was closed in September 2008 as part of a massive corporate downsizing plan and proposed redevelopment of the site continues into 2011.

Description: The General Motors collection includes ephemera such as hardhats and signs from the plant site, photographs, publicity materials such as large photographs of vehicles produced, photographs from the 2002 Family Day celebration, which donated proceeds to the Fire Department of New York (FDNY) and 1940s photographs of construction of the plant in Doraville.

Subject Headings: Where possible, Library of Congress Subject Headings have been used.

Main entry: General Motors Corporation

Subject/Added entries: Doraville (Ga.)
DeKalb County (Ga.)

Folder List

Box	Folder	Contents	Dates
1	1	1974 Doraville Plant <i>History, Characteristics, Performance</i> report in brown, soft binding	1976
	2	Miscellaneous documents, including: Two "Doraville Plant 2008 Reunion Tour" fans Three "Joe Whitlock for UAW Shopcommittee Chairman" election business cards White QRP/ergonomics awareness brochure Doraville GM commemorative publication, blue	
	3	<i>A Plan for a Fringe City</i> report by Doraville Planning Board	1955
	4	Autographed publicity photographs Jack Sprague NASCAR, Dennis Setzer NASCAR	2005
	5	Factory floor notebook contents Installation instructions and parts ordering	
	6	Family Day photographs	2002
	7	Photographs 1 of 3	
	8	Photographs 2 of 3	
	9	Photographs 3 of 3	1940s
	10	Stationery	

Negatives stored in PSF negatives box, basement archives storage

Book: General Motors The First 75 Years of Transportation Products

Advertising photographs, large scale

Poster board display of 1976 Chevrolet Nova Concours 4 Door Sedan
Poster board display for 1979 Chevrolet Classic Station Wagon
Poster board display for the 1977 Chevrolet Caprice Station Wagon
Poster board display for the 1977 Chevrolet Monza Town Coup
Poster board display for the 1975 Chevrolet El Camino
Poster board display for the 1979 Chevrolet Malibu Classic Sedan
Poster board display - 1978 Chevrolet Malibu Classic Landau Coupe
Poster board display - 1976 Chevrolet Caprice Classic Sports Sedan
Poster board display - 1977 Chevrolet Malibu Classic Landau Coupe
Poster board display - 1977 Chevrolet Blazer and Blazer Chalet
Poster board display - 1979 Chevrolet Monte Carlo Landau Coupe
Poster board display - 1978 Chevrolet Sportsvan and Chevy Van
Poster board display - 1978 Chevrolet Malibu Classic Station Wagon
Poster board display - 1976 Chevrolet Vega Sport Coupe
Poster board display - 1978 Chevrolet Caprice Classic Station Wagon
Poster board display - Chevy Van and Chevrolet Sportvan circa 1977

Poster board display - 1977 Chevrolet Concours Sedan
Poster board display - Chevrolet Medium Duty Truck 1970s
Poster board display - Chevy Van and Chevrolet Sportvan (identical to 2009.12.16)
Poster board display - 1977 Chevrolet Caprice Station Wagon
Poster board display - 1975 Chevrolet Malibu Classic
Poster board display - 1977 Chevrolet Monza Towne Coupe
Poster board display - 1977 Chevrolet Impala Coupe
Poster board display - 1979 Chevrolet Caprice Classic Station Wagon
Poster board display - 1979 Chevrolet Monza 2 + 2 Sport Hatchback Coupe
Poster board display - 1979 Chevrolet Nova Custom 4 Door
Poster board display - 1980 Chevrolet Malibu Classic Sedan
Poster board display - 1980 Chevrolet Nomad
Poster board display - 1980 Chevrolet Chevette Hatchback Coupe
Poster board display - 1980 Chevrolet Caprice Classic Sedan
Poster board display - 1980 Chevrolet Diesel Fleetside Pickup
Poster board display - 1980 Chevrolet Suburban and Blazer
Poster board display - 1980 Chevrolet Chevette Hatchback Sedan
Poster board display - Chevrolet Caprice Classic Sedan circa 1970s
Poster board display - 1980 Chevrolet Caprice Classic Sedan
Poster board display - 1981 Chevrolet Citation and Sedan
Poster board display - 1981 Chevrolet Caprice Classic and Landau Coupe
Small cardboard display - 1982 Buick Riviera
Small cardboard display - 1982 Buick Regal Limited Coupe
Small cardboard display - 1982 Buick Electra Park Avenue Sedan
Small cardboard display - 1982 Buick Riviera
Small cardboard display - 1982 Buick Electra Park Avenue Sedan
Small cardboard display - 1980 Buick Regal
Small cardboard display - 1982 Buick Le Sabre Limited
Small cardboard display - 1980 Buick Riviera
Small cardboard display - 1982 Buick Regal Estate Wagon
Small cardboard display - Minivan late 1990s
Small cardboard display - Chevrolet Venture late 1990s
Small cardboard display - Chevrolet Venture late 1990s
Small cardboard display - Chevrolet Venture late 1990s
Small poster board display - 1975 Pontiac Astre SJ Hatchback Coupe
Small poster board display - 1979 Pontiac Bonneville Safari
Small poster board display - 1980 Pontiac Grand le Mans Sedan
Small poster board display - 1980 Pontiac Bonneville Brougham Coupe
Small poster board display - 1975 Pontiac Grand Ville Brougham 4 Door Hardtop Sedan,
Bonneville 2 Door Hardtop Coupe, and Catalina 4 Door Sedan
Small cardboard display - 1976 Pontiac Grand Le Mans Safari
Small cardboard display - 1976 Pontiac Bonneville Brougham Sedan
Small poster board display - 1976 Pontiac Bonneville Brougham Sedan
Small poster board display - 1977 Pontiac Bonneville Brougham Sedan
Small poster board display - 1975 Pontiac Grande Safari Wagon
Small poster board display - 1974 Pontiac Catalina Coupe

Small poster board display - 1977 Pontiac Le Mans Sport Coupe

Large "America United" magnet with flag

4 hardhats, baseball caps, coffee mugs, paperweights, buttons, signs