

(The New York Times
Tuesday, Nov. 17, 1964)

Atlanta major league all the way

...including newspapers



Atlanta's \$18 million Major League Sports Stadium will seat 57,000 for football, 52,000 for baseball. Adjacent is largest interchange east of the Mississippi.

National Baseball League Braves' coming to Atlanta in 1966 is a natural progression for Amazing Atlanta.

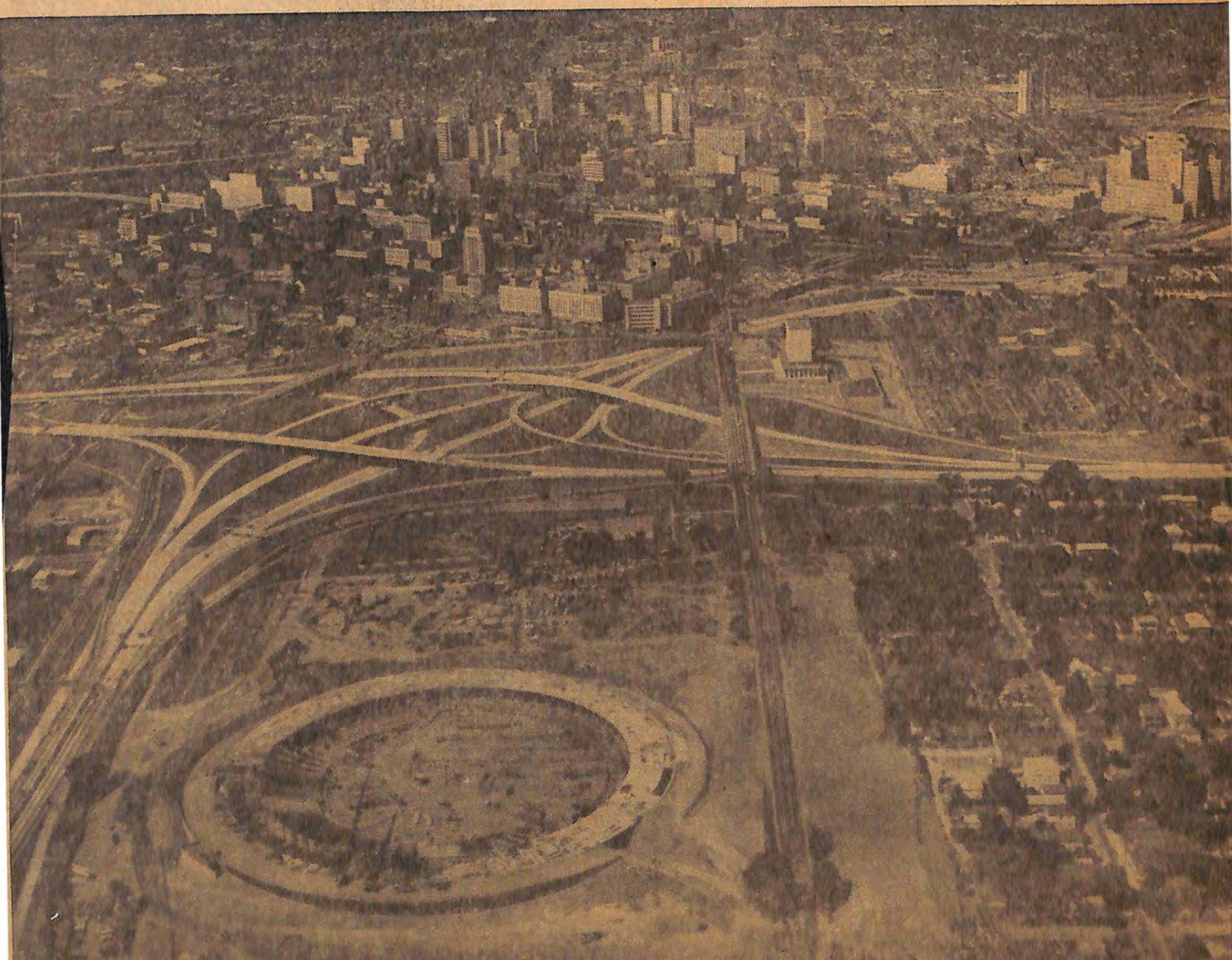
MAJOR LEAGUE IN POPULATION: First metropolitan area in the South to exceed one million.

MAJOR LEAGUE IN MANUFACTURING AND BUSINESS: Over 4,000 national firms have major facilities here; bank clearings 12th in the U.S.

MAJOR LEAGUE IN TRANSPORTATION AND DISTRIBUTION: 13 lines of 7 railroads, 74 fixed-route motor carriers, 5th in U.S. in air passenger traffic.

MAJOR LEAGUE IN NEWSPAPERS: Only 11 cities in the U.S. have a Sunday newspaper larger than The Atlanta Journal and Constitution, serving over 1/2 million families. Winner of four Pulitzer Prizes.

MAJOR LEAGUE IN OPPORTUNITY: If your company is looking—look at Atlanta first. Studies and research reports are available. Write on your business letterhead to Paul Miller, Development Manager, 1360 Commerce Building, Atlanta, Georgia 30303.



A joint announcement of

***Forward Atlanta**

and

The Atlanta Journal

Covers Dixie Like the Dew

THE ATLANTA CONSTITUTION

The South's Standard Newspaper

**Forward Atlanta—dynamic program conducted by volunteer businessmen to implement Atlanta's continuing economic development.*