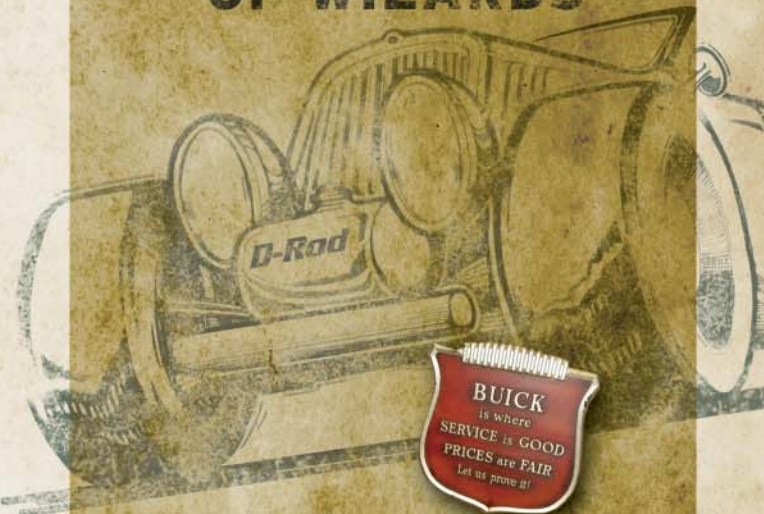
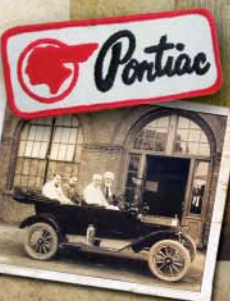


## EXPLORE A LAND OF WIZARDS



HERE IN THE HEART OF CAR COUNTRY, YOU CAN TRACE THE FOOTSTEPS OF THE CREATIVE GIANTS WHO PUT THE WORLD ON WHEELS.

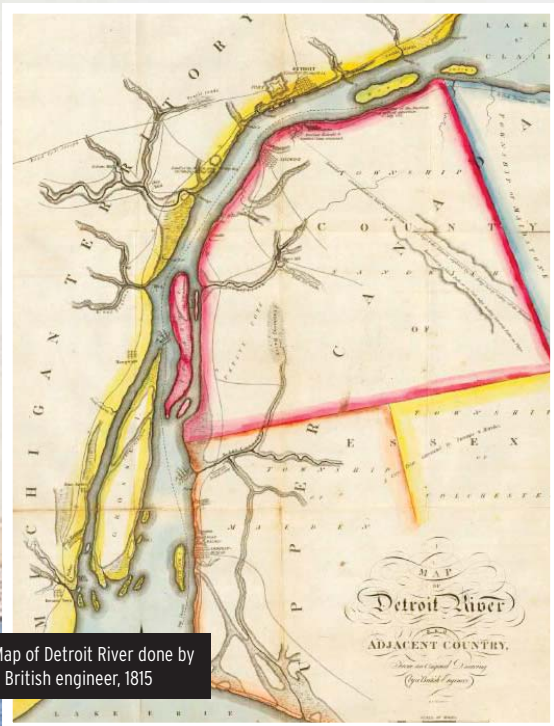
This southeast corner of Michigan is the cradle of the automotive industry. Ten thousand square miles rich in the achievements and personalities that shaped our time. And gave us generations of driving pleasure. While you're here, why not take the grand tour? And then take some very special memories back home.



# THE HISTORY OF DETROIT IS INSEPARABLE FROM ITS RIVER.

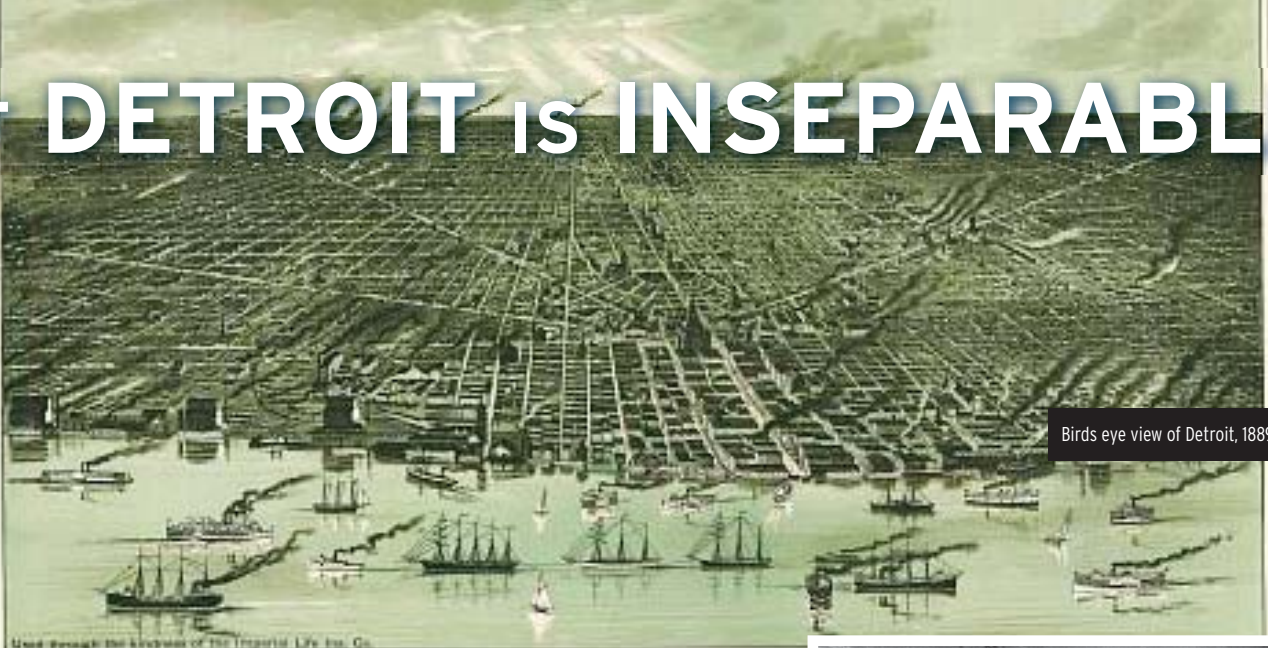
Linking Lake St. Clair with Lake Erie, the Detroit River is 32 miles long and dotted with about 15 islands. Due to channel dredging, the average depth of the river is 35 feet, and at Hart Plaza, the river is narrowest - about 1/2 mile wide.

On July 24, 1701, French explorer Antoine Laumet de la Mothe Cadillac and his party of soldiers constructed a small fort on the south bank of the river - Fort Pontchartrain du Detroit. Over the next 150 years, the fort evolved into a city. In the years after the Civil War, Detroit was transformed from a mercantile city to one of the nation's major industrial centers and factories, warehouses and rail lines were built along the Detroit River. Thousands of workers produced a seemingly endless list of products: railroad cars, ships, stoves, cigars, shoes, seeds, pharmaceuticals, and paints and varnishes.



Map of Detroit River done by a British engineer, 1815

Detroit is the only major city in the continental US that is north of Canada due to a sharp turn west the river takes soon after it leaves Lake St. Clair.

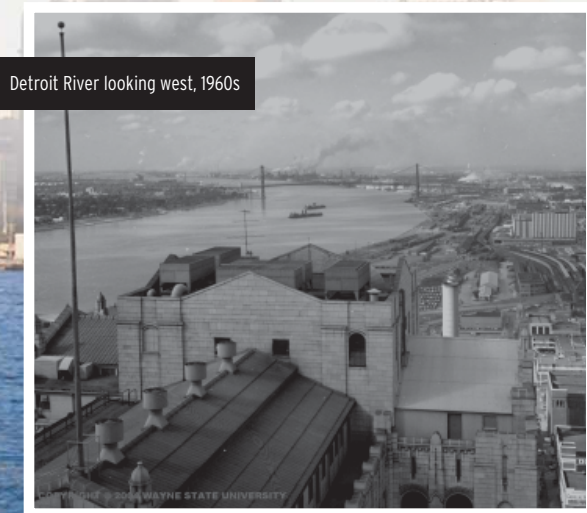


Birds eye view of Detroit, 1889

However, it was the automobile that transformed the city and had the most profound impact on its economy. On the evening of March 6, 1896, the first car appeared on the streets of Detroit. Charles Brady King, a 28-year old mechanical engineer, started on St. Antoine Street, turned right on Jefferson Avenue and then right again on Woodward Avenue, before the motor died.



The first car in Detroit driven Charles Brady King, 1896



Detroit River looking west, 1960s

In 1899, just three years after the appearance of King's "horseless carriage", Ransom E. Olds opened the city's first automobile factory, which launched Detroit into the Automotive Age.

For more information about the auto and labor heritage sites in this brochure plus additional sites along the Detroit River, go to [www.motorcities.org/detroitrivertour](http://www.motorcities.org/detroitrivertour).



This brochure has been made possible by the Detroit RiverFront Conservancy in collaboration with MotorCities National Heritage Area.

A public-private partnership, the Detroit RiverFront Conservancy was founded in 2003 to reclaim the riverfront for public access. The Conservancy's overall vision is five and a half miles of riverfront - from the Ambassador Bridge to Gabriel Richard Park, just east of the MacArthur Bridge - linked by a RiverWalk with plazas, pavilions and green space.

Enjoy Detroit's beautiful Riverfront, a special place to walk, bike, jog, sightsee and more. The Detroit River represents the history of North America in a way that is not duplicated anywhere else. Local communities, major industries, and even the United States owe their development, in part, to the Detroit River and the people who took advantage of its potential.

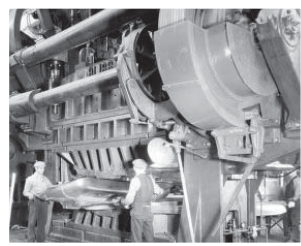
The cover depicts a section from the Detroit Industry fresco cycle by Diego Rivera. Completed in 1932-1933, the frescos illustrate a day in the life of the workers at the Ford Rouge plant.

## AUTO & LABOR HERITAGE ON THE DETROIT RIVER



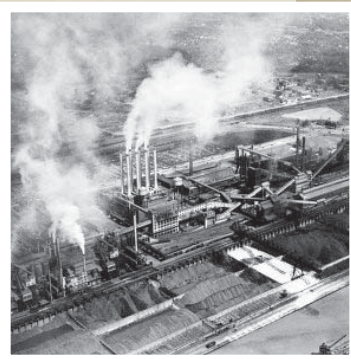


**1 FORD ROUGE FACTORY** Henry Ford envisioned a completely self-sufficient factory, that used only Ford products to create more Ford products. Designed by Albert Kahn, construction began on the 2,000 acre complex in April of 1917. When completed 10 years later, the complex consisted of 93 structures, 90 miles of railroad tracks, 27 miles of conveyors, 53,000 machine tools and 75,000 employees. 15 million automobiles were produced from 1927 to 1942. In 1999, the factory was redesigned and incorporates the world's largest "green" roof.

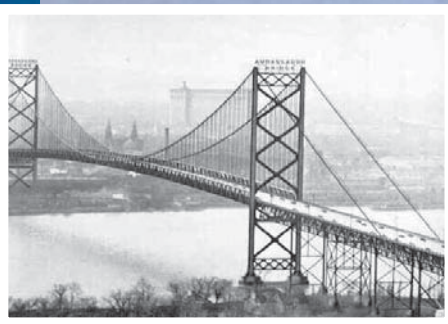


Upstream from the confluence of the Rouge and Detroit rivers Dearborn, MI

Tours of the Ford Rouge Factory are available through The Henry Ford,



**2 AMBASSADOR BRIDGE** With an 1,850-foot center span, the Ambassador was the largest suspension bridge in the world when it opened on November 15, 1929. The bridge is 152 feet above the surface of the Detroit River, allowing the largest of ships to sail under it. The overall length is 1 3/4 miles. The twin silicon steel towers rise 386 feet above the surface of the water and are built on concrete piers that reach 115 feet below the water level to sit on the bedrock.



Close to 2 miles of cable stretch from the twin towers and support the bridge deck.

**3 COBO HALL** Named after Albert E. Cobo, the mayor of Detroit from 1950 to 1957, it was designed by Gino Rossetti and opened in 1960. That year, the Detroit Auto Show was held here, and it continues at the site today. In 1989, the Detroit Auto Show was renamed the North American International Auto Show (NAIAS). The NAIAS is a showcase for the world's vehicle introductions and has ushered in the debut of 1,049 total vehicle introductions since 1989.

One Washington Boulevard  
Detroit, MI



The United Auto Workers (UAW) is one of the largest and most diverse unions in North America. General Motors first recognized the UAW as a representative of their employees in February of 1937, Chrysler followed suit a month later. Henry Ford felt differently and he is quoted as saying: "The UAW will organize Ford over my dead body." It was not until 1941, that Ford conceded and the UAW represented Ford Motor Company employees. All of the UAW centers provide educational and training opportunities as well as support services to UAW represented employees within each of the respective corporations.

**4 FORD UAW NATIONAL PROGRAMS CENTER** The Ford UAW National Programs Center is the former Veteran's Memorial Building, which was designed in 1948 by Harley, Ellington, and Day and dedicated as a war memorial on June 11, 1950. The northwest wall features a 30-foot relief of an eagle, sculpted by world-renowned and Detroit's own Marshall Fredericks. In 1996, Ford and the UAW purchased the Veteran's Memorial Building to create a joint training facility, which opened the following year.

151 West Jefferson Avenue  
Detroit, MI



**5 HENRY AND EDEL FORD AUDITORIUM** The Ford family and Ford dealers throughout the country presented the auditorium as a gift to the city of Detroit. The dedication was broadcast on the Ed Sullivan Show on October 14, 1956. It was intended to be a permanent home for the Detroit Symphony Orchestra, but after 33 years, the orchestra relocated to Orchestra Hall.

**OF NOTE:** Malcolm X delivered what is thought to be his last speech outside of New York on February 14, 1965 entitled "After the Bombing/Speech at Ford Auditorium." That very night his home in New York was fire bombed, and one week later on February 21, 1965 he was assassinated.

20 East Jefferson Avenue  
Detroit, MI



**6 DETROIT-WINDSOR TUNNEL** Construction began in the summer of 1928 on both sides of the Detroit River. As workers excavated approach tunnels sloping to the river's edge, barge crews on the river dug a trench from shore to shore, dredging 700,000 tons of earth from the river bottom. Barges then towed steel and concrete tubes onto the river and sunk them into the trench. Dedicated on November 1, 1930, the tunnel was the first international underwater vehicle tunnel in the world.

At 5,160 feet, the Detroit-Windsor Tunnel is just 120 feet short of a mile. At its lowest point, the two-lane roadway is 75 feet below the river surface.



**7 HART PLAZA** This site is regarded as a good approximation of the location where Antoine Laumet de La Mothe Cadillac landed in 1701 and built Fort Pontchartrain du Detroit. Smith, Hinchman & Grylls designed a space for public functions and the 14-acre plaza was dedicated on October 2, 1975, named for the late U.S. Senator Philip Hart.

In 1971, Anna Thompson Dodge bequeathed \$2 million dollars to the City of Detroit to construct a fountain at the foot of Woodward Avenue in memory of her late husband and son. In 1972, Isamu Noguchi began creating the Horace E. Dodge and Son Memorial Fountain, which was completed in 1979.

Smith, Hinchman & Grylls commissioned Noguchi to build the Pylon Tower as a companion piece to the fountain. Construction on the sculpture began in 1973.

The Michigan Labor Legacy Monument - "Transcending" - is a soaring 63-foot tall stainless steel circle, representing an elegantly stylized gear that bursts from the earth. It was designed by local artists David Barr and Sergio DeGiusti. Funded entirely by members of various different Detroit area unions, it was unveiled in 2003.

Jefferson Avenue, west of the Renaissance Center  
Detroit, MI

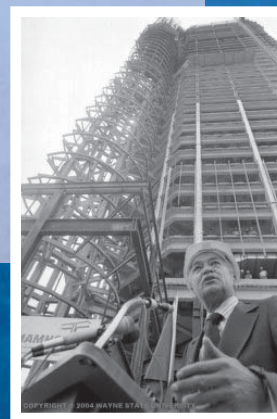


**8 RENAISSANCE CENTER/GENERAL MOTORS WORLD HEADQUARTERS** Development of Michigan's tallest building began in 1970. Spearheaded by Henry Ford II and conceptualized by architect John Portman, the building was part of a city revitalization plan intended to curb the urban sprawl that had begun after the 1967 riots. Phase one of building was completed in 1977, and additional towers were completed in 1981.

In 1996, General Motors purchased the Renaissance Center to serve as their world headquarters and, at 5.5 million square feet, it is one of the largest office complexes in the world.

**OF NOTE:** Ronald Reagan stayed at the hotel in the Renaissance Center during the 1980 Republican National Convention where he was nominated as the official Republican presidential candidate.

Jefferson Avenue, east of Randolph Street  
Detroit, MI



**9 OLDS MOTOR WORKS** Ransom E. Olds came to Detroit from Lansing in 1899 to build cars and Olds Motor Works - the city's first automobile factory specifically designed for automotive manufacture - opened that same year. On March 9, 1901, a fire broke out in the plant destroying everything except for the prototype for the Curved Dash Olds. The factory was rebuilt immediately and all production resources were put into this model, which became one of the most popular cars of the time. The building no longer exists

East Jefferson Avenue near the MacArthur Bridge  
Detroit, MI

**10 BELLE ISLE** During 1901, Olds Motor Works tested their Curved Dash Olds on the island prior to selling them, using the mounds of dirt excavated for the island's canals to test the mettle of the early automobiles.

Today, the island is the largest city-owned park in the country. Its attractions include a conservatory, beach, nature zoo, the Dossin Great Lakes Museum, golf course, and more. Annually on Labor Day weekend, the island is turned into a racetrack and American Le Mans (ALM) and IndyCar Series races are held.

The MacArthur Bridge to cross the river to Belle Isle is located at East Jefferson Avenue and East Grand Boulevard Detroit, MI

