

## Detroit Historical Museum

*Cultural Center, 5401 Woodward Avenue, Detroit*

MotorCities-ANHA's Hub Gateway for the Lower Woodward Hub District is the Detroit Historical Museum which relates the city's history and explains how it became the Auto capital of the world. One of the larger exhibits in the museum is the Motor City exhibit. Central to this exhibit is the original body drop from the Detroit Fleetwood plant.

*T-F 9:30am - 5pm; Sa-Su 10am - 5pm.*

*Admission: Adult \$4.50; Senior, Students, Children \$2.25; Under 12 Free; W All Admission Free.*

## Clark St. Plant, Engineering Building

*2680 Clark St, Detroit*

This plant became the major assembly facility for Cadillac in 1921 replacing the Cadillac Amsterdam Plant.

At the time, it was the most modern plant in the industry. The plant comprised 13 buildings on 47 acres providing more than 56 acres of workspace, which is more than 2,464,000 square feet. It remained in production until 1987. The buildings were all knocked down in the mid 1990's, except for the Engineering Building which is now part of the Clark Street Technology Park. Ameritech occupies this building where it employs 140 technicians.

## Fleetwood Plant Site

*Delray, 261 West End Ave (at West Fort Street), Detroit*

This plant was initially constructed (by Albert Kahn) in 1917 to build WWI aircrafts.

Fisher Body acquired Fleetwood Body Corp. in 1925 for \$650,000. Fleetwood's Pennsylvania plant was small and obsolete even then. Its reputation, on the other hand, ranked at the top of the coach building industry. Fleetwood thus became Cadillac's in-house coachbuilder, and GM promoted its name nearly as much as Fisher's. Soon after the purchase, Fisher moved Fleetwood's sales office and design personnel from New York City to Detroit and made Plant #18 the main Fisher Body Fleetwood plant. Then in 1931, GM closed the Pennsylvania facility altogether, moving some of its craftsmen to Detroit. The plant was closed by GM in the 1980's and torn down in 1993. A majority of the site now stores shipping containers with a small remnant of the plant still standing East of West End Ave.



### MotorCities-ANHA and this Pamphlet

MotorCities - Automobile National Heritage Area (MotorCities-ANHA) proudly welcomes you to Detroit to celebrate Cadillac's Centennial! As one of the National Park Service's 23 National Heritage Areas, MotorCities-ANHA is striving to build the appreciation of how the American auto industry -- centered in Southeastern and Central Michigan -- changed the world. This brochure was developed by MotorCities-ANHA in partnership with Cadillac LaSalle Club, to celebrate Cadillac's Centennial and the Grand National 2002. The recommended sites to drive by or visit illustrate the tremendous legacy Cadillac has left. These sites and their histories show how deeply the automotive industry shaped the landscape and the lives of the people in this region. We hope you enjoy your stay and return to our National Heritage Area for more visits in the near future.

### Our Mission

MotorCities-ANHA is dedicated to preserving, interpreting and promoting the region's rich automotive and labor heritage in ways that are meaningful and relevant to contemporary society. We work in partnership with others to provide educational opportunities to our citizens, increase tourism, encourage economic development, and improve the quality of life in our region.

### Membership Information

Members enjoy access to information on MotorCities-ANHA programs and events, privileges from our gateway venues and merchandise. In addition, members will receive quarterly issues of *The Drive* newsletter as well as other benefits that increase with the level of contribution.

#### Membership Categories:

- Student/Senior..... \$15
- Individual..... 30
- Family..... 60
- Supporter..... 100
- Endorser..... 500
- Patron..... 1000

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*MotorCities-ANHA is an affiliate of the National Park Service.*



**MICHIGAN**

*Welcomes you to*

# Cadillac Centennial Anniversary

**Cadillac LaSalle Club's  
Grand National 2002**



**Detroit Cadillac  
Driving Tour**

## Cadillac Amsterdam Avenue Plant

*New Center, 450 Amsterdam St, Detroit*

Built in 1904 at the corner of Cass and Amsterdam, the former Cadillac Amsterdam Plant was the first auto plant in Detroit with its own pattern works, iron and brass foundries, and forge and machine shops.

The original plant burned in a fire on April 13, 1904. Four persons were injured but none were killed; the cap of a riveting machine blew off, spilling crude oil that ignited. There were \$200,000 damages. Before the fire, the factory had been running 24 hours a day and turning out 40 cars every day.

New buildings were built the following month, under the direction of architect George D. Mason. After their completion, Cadillac had 275,000 square feet of floor space.

In 1902, Henry Leland and other Detroit financiers had taken over the Henry Ford Company, forming the Cadillac Automobile Company. That year, Cadillac one-cylinder cars were already being produced here. In 1905, the Cadillac Automobile Company merged with Leland and Faulconer Mfg.Co. to form the Cadillac Motor Car Co.

Cadillac abandoned this plant in 1921 after consolidating its operations into the new Clark Street site. Part of the factory, known today as the Westcott Building, is still standing.

## Dalgleish Cadillac

*New Center, 6160 Cass Ave, Detroit*

It was originally built by architect Albert Kahn in 1927 to house the Detroit Branch of the Buick Motor Division as a dealership and auto showroom.

It was purchased by Dalgleish Cadillac in 1972 and they remain there today. The Dalgleish family has been serving Detroit since 1922 as a 4-generation owned and operated auto dealership and service department.

## Cadillac Sales and Services Building

*New Center, 6001 Cass Ave, Detroit*

Designed in 1920 by W. E. Wood & Co., it was the Detroit Branch of General Motors Sales Corporation. In addition, it housed the automobile sales and services for Cadillac Motor Car Division.



*Henry Leland's Home, 1054 Seminole*



*Cadillac Jefferson Branch*



*Cadillac Amsterdam Plant*



*Cadillac Sales & Service Building*

The building was constructed of reinforced slab concrete faced with Bedford limestone and brick. Its six stories have floor space totaling 130,000 square feet. It's now owned by Wayne State University.

## Cadillac Place (former GM Headquarters)

*New Center, 3044 W. Grand Boulevard, Detroit*

In 1919, Durant hired Albert Kahn to design the GM headquarters. Leaders of GM chose this site nearly three miles north of downtown Detroit to escape the city's congestion. The fifteen-story structure consists of an elongated central block with four projecting wings on the front and four in back. The building, with its eighteen hundred offices, symbolized GM's dominant position in the auto industry. The lobby housed a Cadillac display room.

Since GM headquarters moved to the former Renaissance Center, the State of Michigan's southwestern operations have been centralized into this building.

Cadillac Place is a National Historic Landmark.

## Fisher Building

*New Center, 3011 W. Grand Boulevard, Detroit*

Since coming to Detroit in 1908, the Fisher Brothers played a huge role in the industrial development of the city. The seven brothers -- Frederick, Charles, William, Lawrence, Edward, Alfred and Howard -- were the sons of Lawrence Fisher Sr., an Ohio carriage maker. On arrival in Detroit in 1908 they founded the Fisher Body Company with capital of \$50,000. Less than 20 years later, they sold out to General Motors for \$208 million.

The brothers commissioned Albert Kahn in 1927 to design a building that would bear their name. Along with the General Motors Building, this monument to the Fisher Brothers was intended to anchor the development of a secondary business district to help relieve congestion downtown. The building was completed in the fall of 1928. This 'Cathedral to commerce' is a National Historic Landmark.

## Leland & Falconer Plant

*Milwaukee Junction, 1899 Trombly, Detroit*

The site of the first Cadillac Plant is immediately west of the new Hamtramck Cadillac plant.

In 1893, a factory was built for Leland & Faulconer (founded in 1890) to manufacture precision machinery and tooling. Located along the railroad tracks that lead to the foot of Orleans, they were well positioned to provide for the "Rivertown" industries. In 1896, they began manufacturing gasoline marine engines and it was their reputation for quality and their experience in manufacturing reliable gas engines that resulted in their entry into the automobile business. (Some buildings on this site appear to be survivors from the early industrial complex). The first Cadillac prototype drove out of here in October 1902. Subsequently, L&F supplied transmissions, engines and chassis for later assembly at the Cadillac factory at Cass and Amsterdam. Eventually the Leland and Faulconer plant became Cadillac Plant # 2.

## Fisher Body Plant 21

*Milwaukee Junction, Piquette at Hastings, Detroit*

Fisher Body Company was established in 1908 and received their first order for 150 bodies from the Cadillac Motor Company in 1910. This particular plant was designed by Albert Kahn in 1919 and used for the production of Cadillac and Buick bodies until 1925 when Buick production was discontinued in Detroit. From 1930-1956, it served as an engineering design facility and then was used to build Cadillac Limousine bodies.

## Cadillac Hamtramck Plant

*2500 E. Grand Blvd, Detroit*

The Cadillac Assembly Plant, also known as the GM Cadillac Poletown Assembly Plant straddles the Detroit and Hamtramck borders at Chene Avenue and I-94.

It sits on the former Dodge Main plant site, which was closed in 1980 and demolished to make way for Cadillac's Detroit-Hamtramck Assembly Center. Much of Detroit's Polish neighborhood, called Poletown, was cleared for this project. A very contentious legal battle over the condemnation proceedings went all the way to the Michigan Supreme Court. The facility now produces Cadillac DeVille and Seville vehicles. This plant is one of GM's newest and most automated plants.

## Henry Leland and David Buick's gravesites at Woodmere Cemetery

Springwells, 9400 W. Fort St, Detroit

Woodmere is the oldest cemetery on Detroit's West Side. It began with approximately 2,000 remains that had been removed from the Russell Street Cemetery when it was closed. It was dedicated on July 14, 1869. Many of the early auto barons are buried there. The cemetery also contains the graves of the protesters killed during the 1932 Ford Hunger March.

The grave of Henry Leland (b. 1843, d. 1932) is in section G, plot 119.

Another GM Corporation pioneer, David Buick rests in the Allendale Section of the cemetery.

The cemetery, which spreads on about 220 acres, is still currently used.

## GM Global Headquarters

Downtown Detroit, Jefferson Ave at Brush St

The former Renaissance Center houses the new GM Global Headquarters and GM World, a collection of General Motor's automobiles from the past, present, and future.

The automaker bought the "RenCen" office, hotel and retail complex for \$73 million in 1996 and is spending \$500 million to renovate it. The last employees moved from the former GM Headquarters in New Center in 2000.

A GM Heritage Center to highlight the history and advances of the General Motors Corporation is scheduled to open in 2003.

## GM World

Downtown Detroit, Jefferson Ave at Brush St, Detroit

Located in Tower 100 of GM Global Headquarters at the Renaissance Center, GM World showcases rotating exhibits that highlight GM's rich history, services and global products. Through Labor Day, GM World will feature a special exhibit commemorating the Centennial of Cadillac.

M-F 10am - 6pm unless a special event; please call first (313) 667-7151. Admission: Free.

www.gm.com

## Cadillac Motor Car Co., Detroit Branch

Rivertown, 3180 E. Jefferson Ave, Detroit

Opened in 1923, this dealership at the corner of East Jefferson and Walker was one of the first Cadillac's sales buildings in Detroit.

The building is still standing today and currently there are no active plans to renovate it.

## Henry Leland Home

Indian Village, 1052 Seminole, Detroit

Henry M. Leland lived in this neighborhood, at 1052 Seminole St.

This area was begun in 1893 as an upper-class neighborhood with many of Detroit's wealthiest members either buying or building homes here. A majority of the homes were built by Detroit's leading architects (Albert Kahn, C. Howard Crane, Smith, Hinchman & Grylls, landscape architect Jens Jensen) and artisans, and many of the owners were the upper ranks of the new auto industry.

Indian Village is today a national, state and local register historic district. Approximately 350 homes survive as well as six churches and two schools. The area contains 17 different architectural styles and almost all the homes were built between 1895 and the late 1920's. The name "Indian Village" was chosen by developer John Owen Jr. for its romantic appeal, which he believed would help sell the area. Many of the homes built in the area are close together due to the lack of autos when first being built. Today, the carriage houses often serve as 2-3 stall garages. The neighborhood celebrated its 100th birthday in 1995. Ever year since 1973, the Historic Indian Village Home and Garden Tours have been held.

## Fisher Mansion

Jefferson-Chalmers, 383 Lenox Avenue, Detroit

The Fisher mansion is located in Detroit along the Detroit River. It is named after Lawrence P. Fisher, one of the seven Fisher brothers and president of Cadillac Motors. During its heyday, the mansion was considered as one of America's most elaborate homes.

Larry Fisher Jr. spent around \$2 million to build his mansion. Started in 1927, it took just a year to complete. The grounds included a small golf course where Fisher entertained guests like golfing legend Walter Hagen.

The architect was C. Howard Crane, who was also responsible for Detroit's Fox and State Theaters, along with 80 other theaters in the U.S. and London.

Its architecture has been described as Spanish Mission exterior (with Moorish touches), with Italian fireplaces and Hollywood-inspired gold and silver leaf highlights. The Mansion was remarkable for its ornate stone and marble work.

Its chandlers, European handcrafted stained glass windows, doors and arches carved from woods imported from India and Africa, and its rare, black walnut and rosewood parquet floors. More than 200 ounces of gold and silver leaf highlight the decorative ceilings and moldings.

Wealthy guests could dock their yachts in boat wells--with tiled walls-- in the mansion's lower level, allowing boats up to 100 feet to enter the private canal from the Detroit River.

Alfred Brush Ford (great-grandson of Henry Ford) and Elisabeth Reuther Dickmeyer (daughter of the first United Auto Workers President, Walter Reuther) jointly purchased the Fisher Estate in 1975, as the site for the Bhaktivedanta Cultural Center. It has been home to Detroit's Hare Krishna community ever since.

## OUTSIDE DETROIT

### GM Tech Center

30100 Mound Rd, Warren (Macomb County)

Bounded by 12 Mile, Mound and Chicago Rds, and Van Dyke Ave, the GM Corporate Headquarters and Campus is the workshop for GM engineers, researchers, stylists, designers, mechanics, machinists, and other specialists.

Cadillac Motor Car Division Headquarters are located there, at 30009 Van Dyke Ave.

The Tech Center was designed by architect Eero Saarinen and was built in 1950. Originally occupying 330 acres, its 25 buildings including gatehouses, large laboratories, offices and shop buildings, are arranged along three sides of a 22-acre lake.

Its architecture and materials are seen as a reflection of the auto industry's influence at the time. The main buildings make use of a large amount of steel and glass both of which played a huge role in the new Industrial Age of architecture. The site is listed on the National Register.

### Seaholm High School

2436 West Lincoln Rd, Birmingham (Oakland County)

This High School was named after Ernest W. Seaholm, Cadillac's brilliant chief engineer from 1923 to 1943, who introduced the famous V-16 engine in 1930.



Dalglish-Cadillac



Fisher Body Plant



Henry M. Leland Gravesite



Cadillac Place



Fisher Building

