

See How Detroit Puts The World On Wheels . . .



Plymouth Belvedere Hardtop

You're Welcome To Visit The Automobile Plants

Looking around Industrial Hall you have caught a glimpse of Detroit's automobile industry and its products.

If you would like to learn more about the industry . . . its magnitude . . . its complexity . . . its many important contributions to the economic life of both Detroit and America . . . plan to visit one or more of the automobile plants.

There, you'll see for yourself the magic of volume production in action . . . the many exciting assembly and sub-assembly operations, including the synchronized body drop . . . the amazing telescriber timing that sets the parts in motion to arrive at the right place at the right time . . . and all the other coordinated processes that make it possible for thousands of parts to come together to form cars and trucks.

Companies listed below offer free conducted tours of their plants Monday through Friday during the hours specified.*

PLYMOUTH

6334 Lynch Road
9:30 a.m., 1:30 p.m.
and 2:00 p.m.
WAlnut 1-8240

DODGE MAIN

7900 Joseph Campau
9:30 a.m. and 1:30 p.m.
TRinity 2-6100

DE SOTO

6000 Wyoming
10:00 a.m. and 1:00 p.m.
LUzon 4-1000

CHRYSLER JEFFERSON

12200 E. Jefferson
9:30 a.m. and 1:30 p.m.
VALley 2-4700

DODGE TRUCK

21500 Mound Road
No Schedule
JEfferson 6-6200

CHRYSLER CORPORATION ENGINE DIVISION

20300 Mound Road
By Appointment Only
FOrest 6-5500

CADILLAC

2860 Clark
10:00 a.m. and 2:00 p.m.
TASHmoo 5-4600

FORD

3000 Schaefer Road
9:00 a.m. to 3:30 p.m.
LUzon 1-4600

LINCOLN-MERCURY

37625 Michigan Ave.
No Schedule
LOgan 3-5000

**During periods of shutdown and model changes most auto plants stop their tours. Call "information" at the plants you desire to visit to make sure factory tours are being conducted.*