

In the heart of downtown Detroit (the full block on Woodward Avenue between Gratiot and Grand River) you'll find The J. L. Hudson Company store. One of the largest department stores in the world, it is truly Detroit's mecca for every kind of merchandise available—from household appliance departments to smart little shops and boutiques. Make a visit to Hudson's a high point in your visit to Detroit, and browse around our 17 selling floors, for there's always something exciting to see, to buy, to enjoy—as well as the excitement of a store which:

Is the world's tallest department store—25 stories.

Regularly employs more than 14,000 people—Downtown and Northland.

Has 51 passenger elevators, 1 million square feet of carpeting, 706 private fitting rooms.

Has the world's largest basement store.

Has five public restaurants, serving more than 7,500 people daily.

Has the largest commercial switchboard in the United States.

Averages 100,000 sales transactions per day.

Has over 200 trained people in Personal Shopping for telephone and mail orders.

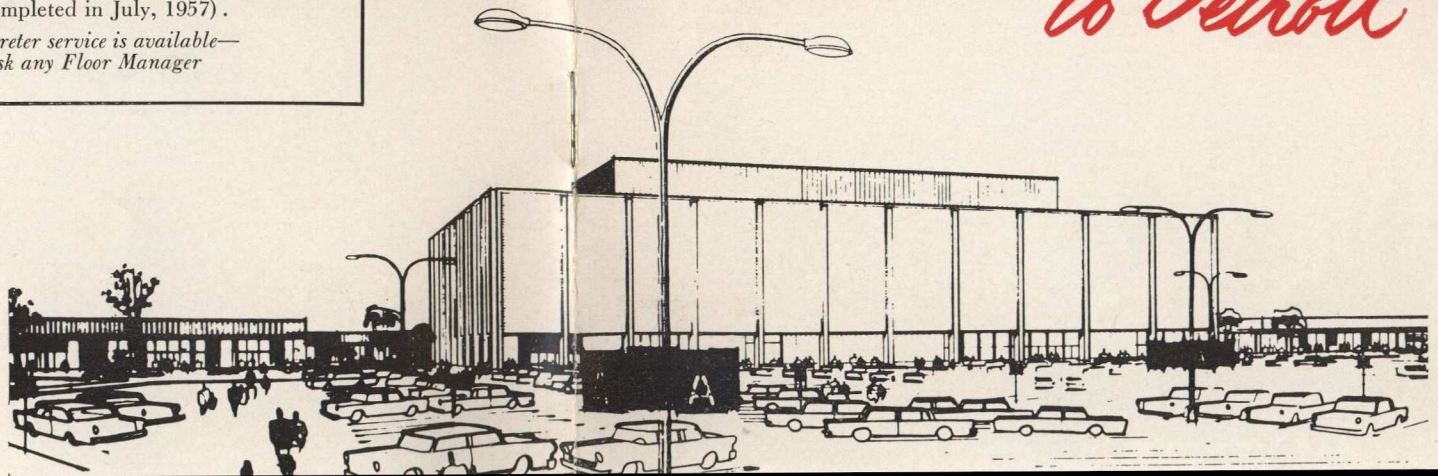
Has fur storage vaults for 83,000 garments and a delivery fleet of 300 vehicles delivering 10 million packages a year.

Has the two largest branch stores in the world—beautiful Northland and Eastland (the latter to be completed in July, 1957).

*Interpreter service is available—
Ask any Floor Manager*



*Welcome
to Detroit*



the red carpet

**is
out
for
you!**



Yes indeed, there's a red carpet rolled out for you—a special deep plush one marked: WELCOME TO DETROIT!

We're really glad you're visiting us and hope you'll be too. Just wait 'til you've seen the lovely homes, the beautiful parks, the historical points of interest, the gigantic industry and you'll feel about Detroit the way we do! We don't mean to brag but it's a fact that Detroit is known the world over as one of America's most interesting convention cities and as you discover the city for yourself you'll understand what we mean.

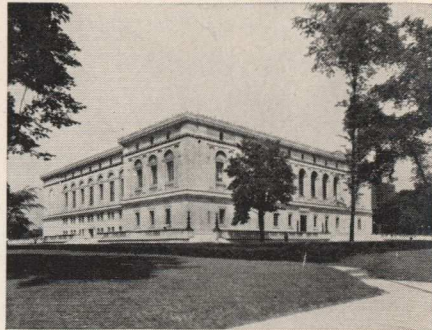
It's our sincere hope that you'll have a wonderful time and that you will come back again—soon!



making tracks around Detroit



DETROIT INSTITUTE OF ARTS—One of the world's finest art museums.



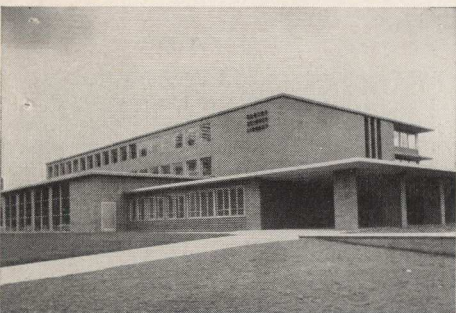
DETROIT PUBLIC LIBRARY—Home of over 3½ million books, pictures, maps, films, etc.



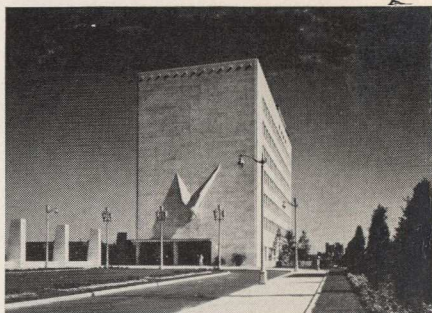
RACKHAM EDUCATIONAL MEMORIAL BUILDING—University of Michigan Extension Service, home of Detroit engineering groups.



NORTHLAND CENTER—One of the largest shopping centers in the United States. A \$25,000,000 project.



WAYNE UNIVERSITY—Centrally located, offers extensive educational program to 18,000 students.



VETERANS' MEMORIAL BUILDING
A landmark in the new Civic Center.



BRIGGS STADIUM—Home of the Detroit "Tigers" and the Detroit "Lions".



MARTHA-MARY CHAPEL—Greenfield Village, unequalled in the field of Americana.

THESE ARE ON YOUR MUST-SEE LIST

ART CENTER—Woodward Avenue between Warren and Kirby. Detroit Institute of Arts and Main Public Library. Art Institute open Tuesday through Friday, 1 to 10 p.m., Saturday and Sunday, 9 a.m. to 6 p.m. Closed Mondays.

BELLE ISLE—Famous park surrounded by Detroit River. Has conservatory and rose garden, children's zoo, public golf course, bathing beach, aquarium and other attractions.

BRIGGS STADIUM—Michigan Avenue at Trumbull. Home of Detroit Tigers baseball team.

DETROIT HISTORICAL MUSEUM—Woodward at Kirby. Open Tuesday through Friday 1 p.m. to 10 p.m. Saturday, 9 a.m. to 6 p.m., Sunday 1 p.m. to 10 p.m. Closed Mondays.

DETROIT RIVER—World's busiest waterway, carrying tonnage unequalled by any other. See passing boats from foot Woodward Avenue or Belle Isle or Ambassador Bridge.

MASONIC TEMPLE—World's largest, Temple Avenue at Second. Focal point for concerts, visiting entertainment.

THE HENRY FORD MUSEUM and GREENFIELD VILLAGE. World-famous for inspiring exhibits of American ingenuity and enterprise. Open year 'round. Take Ford Foundation-Greenfield Village bus, front of Cadillac Tower.

OLYMPIA INDOOR STADIUM—Grand River Avenue at McGraw. Home of Detroit Red Wings hockey team.

VETERANS' MEMORIAL BUILDING—Jefferson Avenue, two blocks west of Woodward. Beautiful unit of Detroit's new river-front Civic Center, which will cover 27 blocks.

DETROIT ZOOLOGICAL PARK—Animals in simulated natural habitats. Arranged in natural geographic distribution. Open May 10th through first Sunday in November.

NORTHLAND CENTER—Located between Northwestern Highway and Greenfield has nearly 100 stores and shops and Hudson's first branch. Parking facilities for over 9,000 cars. Occupies 161 acres of a 409 acre site.



Detroit

under three flags . . .

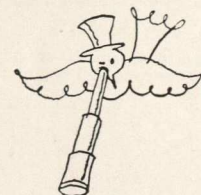
This city was founded 255 years ago. Old in years perhaps but youthful in its progressiveness!

The history of Detroit is an interesting and unusual one for it has strangely enough lived under the flags of France, Britain and America. It was in 1701 that this city was founded by Antoine de la Mothe Cadillac. Then in 1760 France yielded possession to the British. Detroit remained under British rule until July 11, 1796 when Anthony Wayne's men took over the fort at Detroit from the British and raised the Stars and Stripes for the first time.

What changes have occurred since those early days! From a tiny settlement nestled on the banks of the great Detroit River, Detroit has become one of the world's leading cities, both in point of size and in fame for its many manufactured products which are in common use throughout the world.

Detroit's growth in recent years has been phenomenal. It has taken the rapid strides of a giant in the development of modern manufacturing plants, civic and cultural facilities and we hope during your stay here that you will see and feel its great strength, its dynamic spirit and unleashed vigor!

Bird's-eye view of Detroit . . .



1. The J. L. Hudson Company
2. Downtown Public Library
3. Detroit City Hall
4. Wayne County Building
5. U.S. Post Office (Federal Bldg.)
6. Tunnel to Canada
7. Ambassador Bridge
8. Greyhound Bus Terminal
9. Shoppers' Parking Lot
10. Grand Circus Park
11. Young Men's Christian Ass'n.
12. Young Women's Christian Ass'n.
13. Detroit Times
14. Detroit Free Press
15. Detroit News
16. Cass Theatre
17. Lafayette Theatre
18. Music Hall
19. Michigan Theatre
20. United Artists Theatre
21. Fox Theatre
22. Sheraton-Cadillac Hotel
23. Statler Hotel
24. Detroit Athletic Club
25. Penobscot Building
26. National Bank Building
27. Majestic Building
28. Book Tower
29. David Whitney Building
30. David Broderick Tower
31. Briggs Stadium
32. The Olympia
33. Veterans' Memorial Building
34. Masonic Temple
35. Hotel Detroit Leland
36. Fort Shelby Hotel
37. Detroit Public Library
38. Institute of Arts
39. Detroit Historical Museum
40. City-County Building