

a
legend
returns



THE WESTIN

BOOK CADILLAC
DETROIT



◀ *Sculptured figures across the cornice on the Michigan Avenue side of the hotel: Revolutionary General **Anthony Wayne**, **Antoine De La Mothe Cadillac**, founder of Detroit; **Pontiac**, chief of Pontiac's Rebellion. At extreme right is **Robert Navarre**, who was a French noble and a Detroit official and civic leader spanning French, British and American rule. Alexander Macomb, who was Navarre's Detroit-born grandson and a commanding general of the US Army, is memorialized in a statue opposite the Washington Boulevard entrance of the Book Cadillac.*



The Westin Book Cadillac Detroit opened its doors on October 6, 2008. The 453-room hotel was completed following a two year restoration at a cost of \$200 million by owner and developer, The Ferchill Group, Cleveland, Ohio. The 89,000 square foot; 32 floor building also includes The Westin Residences, seven floors of luxury living. The hotel is located facing Washington Boulevard which was once considered the "Fifth Avenue of the Midwest," and played host to hundreds of major social galas, meetings and ballroom dancing events.

historical facts

- The Hotel Book-Cadillac was built and owned in 1924 by the Book brothers, J.B. Jr., Herbert, and Frank. Frank was born and raised in the old Hotel Cadillac which the Hotel Book-Cadillac replaced. *(Note: The original hotel name always included a hyphen: Book-Cadillac).*
- The site has had a hotel on it since approximately 1830. The Book-Cadillac's immediate predecessor, the Hotel Cadillac, hosted presidents Benjamin Harrison, William McKinley, Theodore Roosevelt and William Howard Taft.
- Architect Louis Kamper's design for the Book-Cadillac was inspired by the Italian Renaissance. During this era he also designed and oversaw the construction of four other Detroit hotels: Carlton Plaza, Park Avenue, Royal Palm, and the Eddystone (now being developed for residential living).

- Construction on the Book-Cadillac took 17 months at a cost of \$14 million. During this time gasoline was 21 cents per gallon, bread nine cents a loaf, and the average new car cost, \$ 398.
- When the hotel opened it was the tallest building in Detroit and the tallest hotel in the world. 1924 also saw the formation of M-G-M Studios, Universal Studios; the introduction of Kleenex, Popsicles, Wheaties; the election of US President Calvin Coolidge, and the growth of automobile commuting with an average speed of four mph.
- In 1924, Detroit was experiencing extreme growth and social change with a major immigrant influx for the emerging automobile industry. From 1910 to 1920 the population went from 465,766 to 993,678 a 113 percent jump and nearly 30 percent of Michigan's total population.

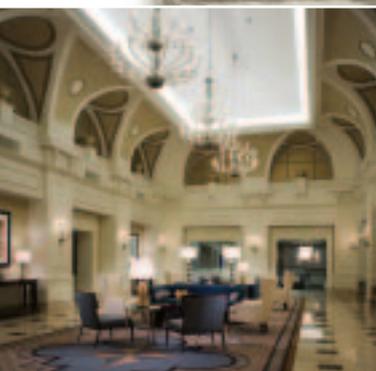
- The 1924 grand opening of the hotel showcased 1,136 of the most modern rooms of the time, all with private baths (an enormous luxury for that era); the most technologically advanced heating and electrical systems; five restaurants (including the men's only English Grille); an eight-seat woman's beauty shop; a 20-seat men's barber shop; tea room; cigar stand and a team of 36 telephone operators to handle calls for 1500 telephones. The opening night gala entertained 2,000 people with a feast from a team of 200 French chefs.
- The hotel's US presidential guests included Hoover, Truman, Eisenhower, Kennedy, Carter, Reagan and Bush (while campaigning as Ronald Reagan's vice-president).

- Other notable guests included Dr. Martin Luther King Jr., first ladies Eleanor Roosevelt and Lady Bird Johnson; Irving Berlin, Ted Williams, Errol Flynn, Danny Thomas, Frank Sinatra, Sammy Davis Jr, Joe Louis, Babe Ruth, Joe DiMaggio, Lou Gehrig, and Tommy Hearn among many more.
- The hotel is featured in the 1947 film "State of the Union" with Spencer Tracy & Katharine Hepburn (no actual filming was done in the hotel). Significant portions of the 1973 cult-film "Detroit 9000" were filmed in the hotel.
- Radio station WCX (580 AM) broadcast from offices on the top floor of the hotel using a 5,000 watt transmitter. In 1925 the station became WCX/WJR. Although no longer broadcasting from the Book-Cadillac, today located at Detroit's Fisher Building, WJR (760 AM) is known as the Great Voice of the Great Lakes.

yesterday & today



▲ The original Italian Garden Room featured a two-story glass ceiling; electronic lighting controls changed the ceiling to look like a sunny day, a starry evening or a thunderstorm.



▲ Today's Italian Garden captures its past grandeur.



▲ The Grand Ballroom was distinguished by two massive crystal chandeliers, each weighing nearly a ton.



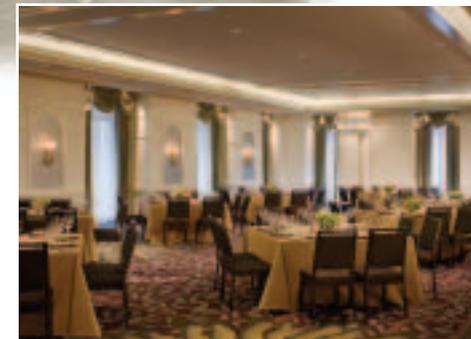
▲ Now named the Venetian Ballroom, two, one thousand pound chandeliers each have 400 Italian Murano crystal petals.



▲ Ready for a meeting in the new Woodward Ballroom.



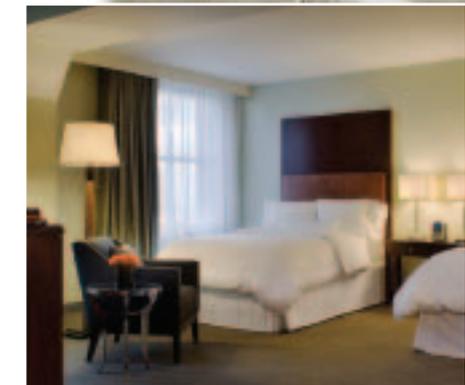
▲ The old Crystal Ballroom.



▲ The new Crystal Ballroom.



▲ Staying at the Book in the early days (old guestroom).



▲ Today's guestrooms feature the iconic Westin Heavenly® Bed.



Photo courtesy of Downtown Detroit Partnership

▲ *This restored copper ziggurat is one of three located at the top of the Westin Book Cadillac.*

For inquiries about Westin Residences,
contact Esquire Properties
at 313-580-2200.

THE WESTIN

BOOK CADILLAC
DETROIT

1114 Washington Blvd.
Detroit, MI 48226
313-442-1600

<http://www.bookcadillacwestin.com>

Historical photos: Reprinted with permission from *Images of America: Detroit's Statler and Book-Cadillac Hotels*, by David Kohrman. The book is available at area bookstores, or from the publisher at www.arcadiapublishing.com or by calling 888-313-2665.