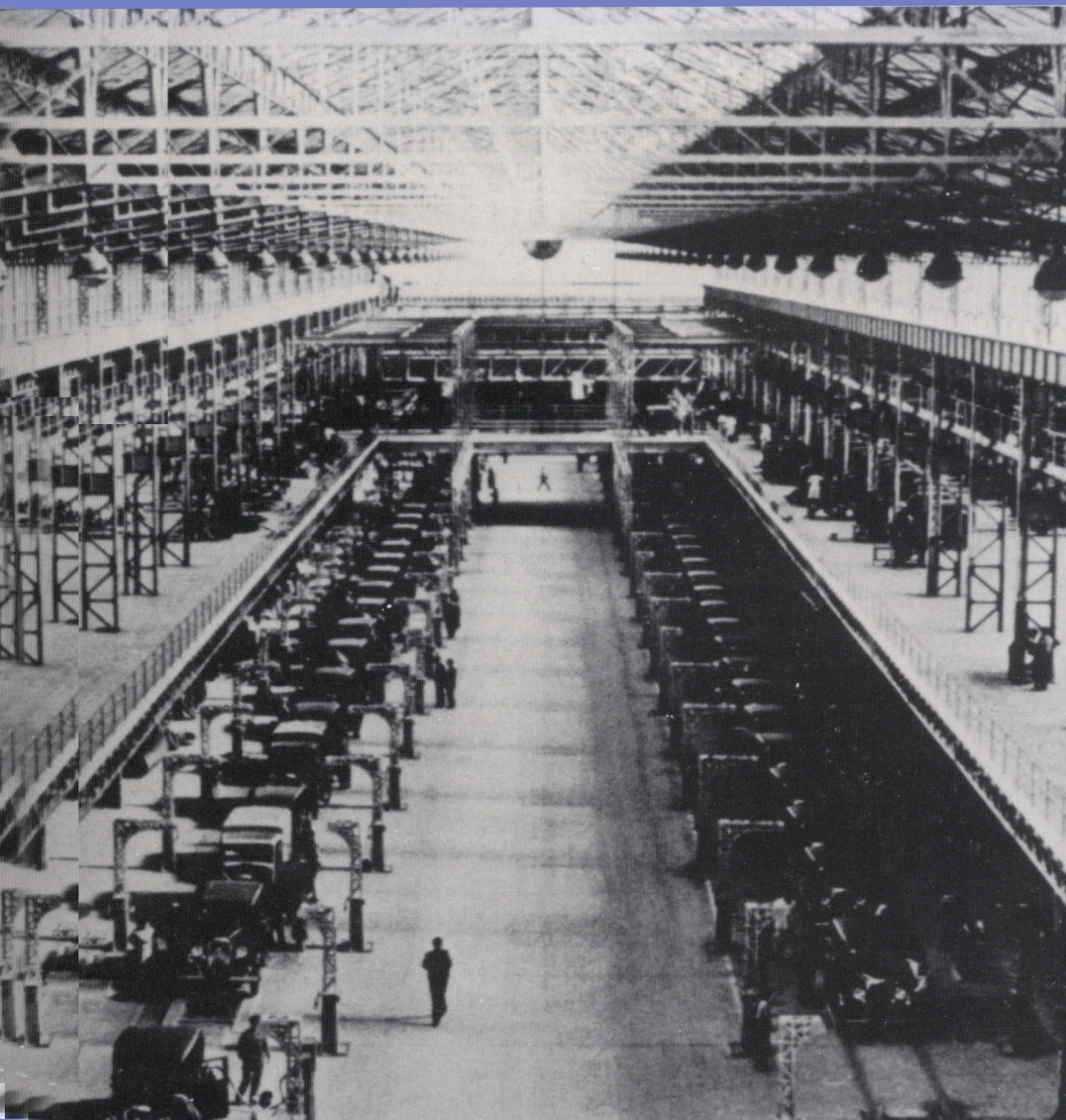


Business History Review

W I N T E R 1 9 9 1



THE AUTOMOBILE INDUSTRY



Cover: Citroën, 1933

The illustration depicts the final assembly plant for the front wheel drive car, built by Citroën in 1933 on the site of its previous plant. As the cars moved off the line toward the Seine, the best viewpoint was offered by André Citroën's balcony office, located exactly at the center on the second floor. The building was really a huge exhibition hall for the assembly line where the chassis converged for the final operations. The open, high-ceilinged, well-lighted, and generous space was an essential component of the display. Citroën wanted his factory to be the symbol of modern and americanized automobile production, a factory—and a car, the Traction Avant—worthy of Paris and the automobile era.

Back cover: Another view of Citroën

“In a modern factory, where every operation is precisely regulated, reign order and silence” (André Citroën).

For an article on the French automobile industry, see pp. 754–780.

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