



You "Auto" Know Newsletter

A Driving Force in Preserving Our Automotive Heritage

May 3, 2017

This week in Automotive Heritage

On May 3, 1999, Ed Davis - the first African American to own and operate a Big Three auto dealership - dies in Detroit at 88.

Davis was the first African American to win a franchise to sell cars and opened Davis Motor Sales in Detroit in 1938. He later went on to own a Studebaker dealership until the company went bankrupt in 1956, he then operated a Chrysler franchise from 1963 to 1971.

In 1996, Davis became the first African American to be inducted into the Automotive Hall of Fame. His autobiography, "One Man's Way," was published in 1979.

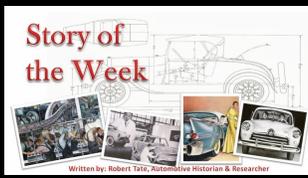
You can read more about Davis and his life on our exclusive website - makingtracks.org. MotorCities partnered with the Charles H. Wright Museum in Detroit to produce Making Tracks, an in-depth look into African Americans involvement in the automotive industry.



Story of the Week

Honoring the women of Studebaker

By Robert Tate
Automotive Historian and Researcher



During a time when much of the automotive world, from manufacturing to motorist, was primarily a male-dominated culture, Studebaker chose to rebuff trends by employing and marketing directly to women throughout the 1940s.

Indeed, it was Studebaker's strategic pivot to include women in the manufacturing and advertising process that made the 1940s Studebaker a valued car.

For more of our latest Story of the Week, click below:

[Learn More](#)



Women employed at Studebaker working on seating upholstery in the 1940s.

Latest News

General Motors throws the doors open on Factory One preservation project

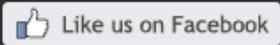
After several years and millions invested in renovation and restoration, General Motors revealed its Factory One preservation project on Monday, May 1.





Ed Davis

For more of these great historical features, visit the MotorCities Facebook page



Factory one in Flint is the original building that housed the carriage manufacturing company destined to become a global automaker. General Motors founder William C. Durant and business partner, Josiah Dallas Dort, leased the facility in 1886.

The building represents the birthplace of General Motors and, along with Durant office building right across the street, is the touchstone of Flint's remarkable automotive legacy.

Read more below in the Detroit News article:



Mark Reuss, executive vice president for global product development for GM, speaks during Monday's ceremony.

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MC Blog

August Fruehauf's Lumber Trailer: The birth of the semi-trailer

In 1914, Detroit lumber dealer Frederic Sibley asked a nearby blacksmith, August Fruehauf, to build him a trailer. Sibley wanted something to transport his sailboat to his summer home on Higgins Lake. The prospective trailer needed to be compatible with Sibley's Model T roadster.



A picture of August Fruehauf's lumber trailer he built for lumber baron Frederic Sibley.

Fruehauf designed a unique trailer that had no front wheels and attached directly to the Model T, which was modified by removing the rear seat. It worked so well that Sibley ordered the same trailer built to deliver lumber. He was so impressed with Fruehauf's work, he ordered several more and thus the semi-trailer was born.

Learn More

Latest News

Fort Street Bridge Park project featured in UAW Local 600 Newsletter

Our friends at UAW Local 600 published an article on the Fort Street Bridge Project, which is a partnership effort to erect a pocket park and historical tribute site in southwest Detroit.

Local 600 is one of many supporters of the project which will commemorate the workers who lost their lives during the 1932 Ford Hunger March. The park is located at the foot of the Fort Street Bridge where 85



Tourism Cares day of service, workshops coming to Detroit



Travel agents and industry professionals will gather in Detroit May 11-12 for Tourism Cares' latest volunteer series – a unique series of workshops and service projects focusing on volunteerism in the tourism industry.

Tourism Cares has been visiting various destinations over the past decade, bringing travel industry volunteers to community works projects around the country. Join hundreds of travel professionals for a unique bonding experience with buyers, agents, executives and, often, your clients and partners.

According to the media release, "In honor of National Travel & Tourism Week, we will go big for Tourism Cares for Detroit: it'll be our largest project and also feature our annual results, sessions for travel giving and volunteering professionals, and more. Come one day early to

to his injuries months later, he was not allowed to be buried in the segregated cemetery because he was African-American. This was corrected years

share, learn and give back.

"Volunteers will get to know the Motor City through receptions and fun add ons and will leave their mark through a hands-on service projects throughout the city."

Click the link below for more information:

[Learn More](#)

the foot of the Fort Street Bridge where 60 years ago, thousands of unemployed auto workers rallied up and marched on the Rouge Complex to deliver their demands to Henry Ford.

You too can be part of history by donating to this important, historical tribute – 100 percent of your support will go toward the planning and construction of the site. Click below for more information:

[Learn More](#)

Comprehensive Logistics Inc.
Detroit Manufacturing Systems
HydChem
HydroChem Technical Unit
Henry
K&C
J.A. Quality
Local 600 Street Unit
Mobile North America
Piston Automotive
Plyer JCI
Ryder Niagara
Sakha
T&M Transport
United Sorters of America
Voth
Vandling USA

Technical Office Professionals
Auto Industries
Davis Outdoor Services
ESTW
Golden Dental Plans
Health Alliance Plan-Clerical
Health Alliance Plan-Labor
Health Alliance Plan-Marketing
Health Alliance Plan-Support
Henry Ford Health Services-Hill Unit
Henry Ford Health Services-SMTC Unit
Heritage Optical
K&N Consultants
Industrial Athletic
J&A Wayne County
Macomb County for Services
MedEdge Nursing
Midwest Medical Center
Midwest Dental Centers
Midwestern Vision Center
New Directions
Rouge Fire Rescue
St. Charles

MotorCities National Heritage Area, seeking to create something special in the middle of a highly industrial neighborhood in southwest Detroit.

These partners want to build a park and historic site dedicated to the memory of those involved in the 1932 Ford Hunger March, a catalytic event in the history of organized labor, right in the shadow of the reconstructed Fort Street Bridge. This approximate area is where thousands of unemployed workers gathered on March 7, 1932, for a rally eventually marching toward Henry Ford's River Rouge Plant with a list of demands.

When the group reached the Dearborn border, they were met by local police and a skirmish ensued with protesters throwing rocks, bottles and clumps of dirt. When they reached the Rouge Plant, they were met with deadly force as shots were fired into the crowd. The confrontation resulted in dozens of injuries and five deaths. Four of the Hunger Marchers are buried in the famous Woodmere Cemetery in southwest Detroit. When the fifth victim succumb

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later in 1992 when UAW Local 600 Retirees and Trustees installed new grave markers side-by-side at Woodmere Cemetery, which would honor all five victims.

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Spring updates from Back to the Bricks

Organizers for the annual Back to the Bricks event are hard at work with a number of different programs and events in preparation for the Aug. 15-19 week-long event.

The 8th annual Back to the Bricks Promo Tour begins on June 9 and runs through June 14; early-bird registration of \$40 is May 14, then the price goes to \$55.

All registrants will receive two

"Heritage" Tour T-shirts, two lanyards, free lunches along the route, special admission to events, goodie bags, a window cling, car window card, special hotel rates, eligibility for prizes and a route book. Those registering after May 19th will NOT see their names or car information listed in the route book, and T-shirt size will NOT be guaranteed!

[\[Click here for more information on the BTTB Promo Tour \]](#)

If you are unable to join the Promo Tour, you might want to check out the Cadillac, MI Back to the Bricks weekend, one of the largest collector car gatherings in northern Michigan. The free event in Cadillac will feature the Blessing of the Cars, Lakes Cruise and Forest Run on Saturday, June 10; on Sunday, June 11, there will be a cruise into the downtown Cadillac car show, live music, food vendors, and

trophies. The first 200 registrants will receive a free event T-shirt. For hotel assistance in the Cadillac area, call 1-231-775-0657.

For more on Back to the Bricks, click below:

[Learn More](#)

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