

A tradition:

The Detroit Auto Show got its start back in 1907

The Detroit Auto Show got a modest start in Beller's Beer Garden on East Jefferson Avenue in 1907.

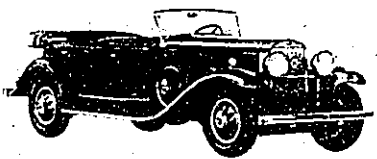
In the beginning, the newly formed Detroit Auto Dealers Association held its 1907 show in an 11,376-square-foot hall at Beller's near the Belle Isle Bridge.

There were 17 exhibitors displaying 33 makes of cars. Many of the makes from the first show have long since faded into oblivion. There were cars such as the De Lux, the Wayne, the Detroit Electric and the Maxwell, long beloved by the late comedian Jack Benny.

But many other 1907 exhibitors thrived, becoming leaders of the auto industry. Some still hold these leadership positions today. Included in the 1907 show were such stalwarts as Ford, Oldsmobile, Buick and Cadillac.

At the first auto show, local fire officials issued stern orders to assure against any dangers with the now-forgotten machines.

"On account of the restrictions enforced by the Fire Department, no acetylene lights will be permitted to be operated," the 1907 rules said. And to assure that nobody's hearing was damaged by a too-high decibel level, the rules ordered that all



This 1932 Cadillac Phaeton could very well have been on display when The Detroit Auto Show was held at the old Billy Sunday Tabernacle in Detroit.

horns "must have the reeds removed therefrom." According to the Automobile Hall of Fame, Inc., an organization dedicated to the history of people in the automobile industry, many of the cars at the first show were built locally.

GOING EVEN FURTHER back in history, Detroit's first auto dealer was William E. Metzger, a bicycle merchant who foresaw the future potential of the automobile. He became the country's first auto dealer when

he set up a dealership for steam-drive and electric autos on Woodward Avenue in Detroit in 1898.

DETROIT'S VERY FIRST display of autos for sale was in 1899 in the Light Guard Armory. At that time, William Metzger joined with Seneca G. Lewis of the Fletcher Hardware Co. of Detroit to organize the Tri-State Sportsman's and Automobile Association. Two steam-driven Mobils and two Waverly Electrics were put on display among a variety of fishing rods and reels, hunting equipment and camping gear.

In the years since the first DADA Auto Show, the event has been held in a number of locations.

An early show was held in a lumber plant on West Forest Avenue. Another was held in a dance hall in Riverview Park at the Belle Isle Bridge.

During the early 1920s, the show was held at the Billy Sunday Tabernacle, which stood on the old Detroit Athletic Club's athletic field, then called Grindley Field. Shows at that site continued until 1940 when World War II and postwar adjustments eliminated the event until 1954.

Resumed that year, the Auto Show was held at the State Fairgrounds. In 1957, it moved to the Detroit Artillery Army, where it was held until moving to Cobo Hall in 1965.

Pride...and Joy

FROM OLDSMOBILE.



Pride: We're so proud of our family, we've been popping our buttons all over the place. After all, a lot of loving care went into each and every one of them. So when we come up with even more spanking new additions, there we go again—popping more buttons! For the new Cutlass Ciera ES. The new Cutlass Ciera Holiday Coupe. The new Cutlass Supreme Special Edition. The new Firenza GT. We'll be proudly showing them off at the show with our other fine '83 Olds models like Omega, Delta 88, Ninety-Eight Regency and Toronado. Pardon our pride, but we think owning any one of them might make you pop a button or two also.

- ⊙ Cutlass Supreme Special Edition
- ⊙ Cutlass Ciera ES Sedan
- ⊙ Cutlass Ciera Holiday Coupe
- ⊙ Olds Omega ES
- ⊙ Olds Firenza GT
- ⊙ Hurst/Olds Cutlass

Joy: This is the Limited Edition Hurst/Olds—another new member of the family—and what a joy it is to see and to drive. Outside, there's a dramatic black and silver paint treatment, hood scoop, rear-deck spoiler. Inside,

Meet the Olds "family" at the Detroit Auto Show

 Have one built for you.

a 5.0-liter high-output V8 with special camshaft, performance suspension, dual snorkel air filter, Hurst "Lightning Rod" triple shifter. Pure driving joy!

Availability of some cars subject to production scheduling. Some Oldsmobiles are equipped with engines produced by other GM divisions, subsidiaries or affiliated companies worldwide. See your dealer for details.