



News Release

FOR IMMEDIATE RELEASE:

CONTACT:

Bob Sadler

(313) 833-7937 or

(313) 819 5761 (cell)

bobsadler@detroithistorical.org

THE DETROIT HISTORICAL MUSEUM'S FIVE NEW EXHIBITS MAKE FALL FUN, EDUCATIONAL

DETROIT -- The Detroit Historical Museum emerged from its annual three-week summer recess September 24th with five new exhibitions.

Among the new exhibitions opening, the main attraction is *Saying I Do: Metro Detroit Weddings*, an exhibit devoted to exploring the diverse cultural heritage of our area and community rituals surrounding getting married over more than three centuries. On display are portions of the Detroit Historical Society's wedding gown collection and accessories, as well as artifacts and costumes, highlighting ceremonies and traditions of groups throughout the region. An amazing array of more than 20 weddings from a Native American ceremony in 1640 to a Mexican-American celebration in 2000 are chronicled in the exhibit, which also includes nuptials from the French, Irish, German, Polish, Belgian, Italian, Jewish, Baptist, African Methodist Episcopal (AME), Greek, Russian, Serbian, Lebanese, Syrian, Chaldean, Palestinian, Yemeni, Iraqi, Korean and Hindu traditions.

Comerica Charitable Foundation is the Presenting Sponsor for the *Saying I Do* exhibit, with **Hour Detroit**, **Metro Detroit Bride** and **Magic 105.1 FM** as Media Sponsors.

Another new exhibition in the Community Gallery, entitled *WWJ Newsradio 950: 90 Years of Innovation*, shares the station's rich history through a variety of unique artifacts, photographs, audio and video. From its launch on August 20, 1920 with the first commercial broadcast in American history, **WWJ** has told the city's story and brought metro Detroiters many firsts and innovations, delivered by memorable personalities from the late sports play-by-play pioneer **Ty Tyson** to the iconic recently-retired weatherman "**Sonny**" **Eliot**.

Fabulous 5 showcases *Detroit's Historic Retailers*, including **Crowley Milner & Company**, **Ernst Kern Company**, **Fyfe's Shoes**, **J. L. Hudson Company**, and **S.S. Kresge Company**. These five iconic retailers defined the way we shop today, introducing such

- more -

Page 2 – Museum Re-Opening

innovations as store-issued credit cards, bridal registries and escalators. The Golden Sponsor for the *Fabulous 5* exhibit is the **Michigan Retailers Association**, along with the **Detroit Historical Society Guild** as Bronze Sponsor and Supporting Sponsor **Meijer**.

A Scripps-Booth “DaVinci Pup” Cyclecar built in 1930 is the next vehicle featured in the Museum’s **Automotive Showplace**. A short-lived trend in the early days of “motoring,” cycle cars were designed to be small, sporty and particularly fast. Constructed on a wood frame, the boat-tailed aluminum body weighs 1,250 pounds and is powered by an all-aluminum 16-valve, four-cylinder engine. Two rubber belts turn the wheels, propelling the car to top speeds of over 90 miles per hour.

Another new display features the works of **Jerome Beiderman** (1913 -1996), a nationally recognized transportation illustrator. His medium of choice was tempera paint and illustration board, and his renderings were technically accurate and highly detailed. Following his death, the Detroit Historical Society’s collection received 28 of Biederman’s automobile images, a sampling of which will be on display.

The Detroit Historical Museum, located at 5401 Woodward Ave. (NW corner of Kirby) in Detroit’s Cultural Center area, is open to the public Wednesday through Friday from 9:30 a.m. to 3 p.m., Saturday from 10 a.m. to 5 p.m., and Sunday from Noon to 5 p.m. On Mondays and Tuesdays, the Museum is not open to the public but available for group tours by calling **(313) 833-7979**. Normal adult admission is \$6. Seniors (60+), college students with valid college ID, and youth ages 5-18 usually pay \$4. Admission for children ages four and under is free. Parking in the Museum’s lot is \$4 at all times. Permanent exhibits include the famous *Streets of Old Detroit*, *Frontiers to Factories*, *The Motor City*, and *The Glancy Trains*. For more information, call the Museum at **(313) 833-1805** or check out our website at www.detroithistorical.org.

###