FOR IMMEDIATE RELEASE:CONTACT: Bob Sadler
313.833.7937 or
313.819.5761 (cell)
bobsadler@detroithistorical.org

DETROIT HISTORICAL MUSEUM TO HOST BOOK SIGNING WITH RUTH FRUEHAUF, AUTHOR OF “SINGING WHEELS” ON SATURDAY, NOVEMBER 15

DETROIT – The Detroit Historical Museum is hosting a book signing with Ruth Fruehauf, author of “Singing Wheels: August Fruehauf & the History of the Fruehauf Trailer Company,” on Saturday, November 15 from 2 to 5 p.m.

Written by Ruth Fruehauf and Darlene Norman and published by the Fruehauf Trailer Historical Society, this book celebrates the centennial of August Fruehauf’s invention of the semi-trailer in 1914 – an integral part of North American transportation history. The book also includes 90 pages of original photographs from the Fruehauf Trailer Historical Society Archive.

In 1918, August Fruehauf needed to incorporate his growing business, and the Fruehauf Trailer Company was founded. As the practicality of the semi-trailer idea was demonstrated, larger trucks, replacing improvised passenger cars, were immediately purchased and placed in service by forward-looking businesses. By 1929, sales had reached $3.75 million. Fruehauf was the biggest firm in the field and sold more trailers than all their competitors put together.

August Fruehauf retired in 1930, leaving the company in the hands of his three sons. Ruth’s father, Roy Fruehauf, ran the company from 1949 to 1963 and turned what had once been a Detroit blacksmith shop into one of the world’s largest businesses.

By 1997, Fruehauf was ranked 75th globally among the largest companies, but internal and external difficulties led to bankruptcy proceedings not long after, and the U.S. company was bought by Wabash National. At that point, its international subsidiaries became independent, and Fruehauf trailers are still being produced in countries like France, Germany, Mexico and New Zealand.
The Fruehauf Trailer Historical Society is dedicated to the preservation of the history of the Fruehauf Trailer Company and the Fruehauf family legacy. The society has released books chronicling the history of the family and business, and features traveling exhibits with artifacts and archival materials.

The Detroit Historical Museum, located at 5401 Woodward Ave. (NW corner of Kirby) in Midtown Detroit, is open to the public Tuesday through Friday from 9:30 a.m. to 4 p.m. and Saturday and Sunday from 10 a.m. to 5 p.m. Admission is free for all, all the time. Parking in the Museum’s lot is $6 at all times. Group tour pricing and information is available by calling 313.833.7979. Permanent exhibits include the famous Streets of Old Detroit, the Allessee Gallery of Culture, Kid Rock Music Lab, Doorway to Freedom: Detroit and the Underground Railroad, Detroit: The “Arsenal of Democracy,” the Gallery of Innovation, Frontiers to Factories, America’s Motor City, and The Glancy Trains. For more information, call the Museum at 313.833.1805 or check out our website at detroithistorical.org.

# # #