

History of Car Dealerships in Los Angeles

Felix the Cat and Felix Chevrolet grew up together in Los Angeles. The histories of the Cat and the Auto Dealership are inextricably intertwined. The cartoon character, designed by Pat Sullivan, originated in 1919. Winslow B. Felix established Felix Chevrolet in 1921.

But... the history of car dealerships in Los Angeles goes back twenty more years, to the turn of the century, with the names of car makers you may have never heard of before. All were vying for sales in the Los Angeles area.



Our speaker for this program is **Darryl Holter**. Mr. Holter holds a PhD in History from the University of Wisconsin and has taught management and history at UCLA. Mr. Holter left his teaching career in 1995 to assist his father-in-law, Nick Shammas with his auto dealerships. In 1998, Mr. Holter founded the Figueroa Corridor Business Improvement District. He is an Adjunct Professor of History at USC and is currently writing a book on the history of car dealerships on Los Angeles. He may even sing for us following this very interesting program.

Saturday

June 11th, 2022

1:00 PM

Bolton Hall Museum

10110 Commerce Avenue in Tujunga
Parking available uphill at the Elks Lodge

Everyone is Welcome

Free Admission

Suggested Donation:

\$3 per person

Our Mission: To preserve and maintain Bolton Hall Museum and the historical record of Rancho Tujunga.

Little Landers Historical Society (LLHS) is a non-profit, all volunteer organization established in 1959 to save Bolton Hall from destruction. Bolton Hall is Los Angeles City Historic Cultural Monument #2. Contact us at (818) 352-3420 or LLHS@BoltonHall.org.