

*The Society of  
Automotive  
Historians*

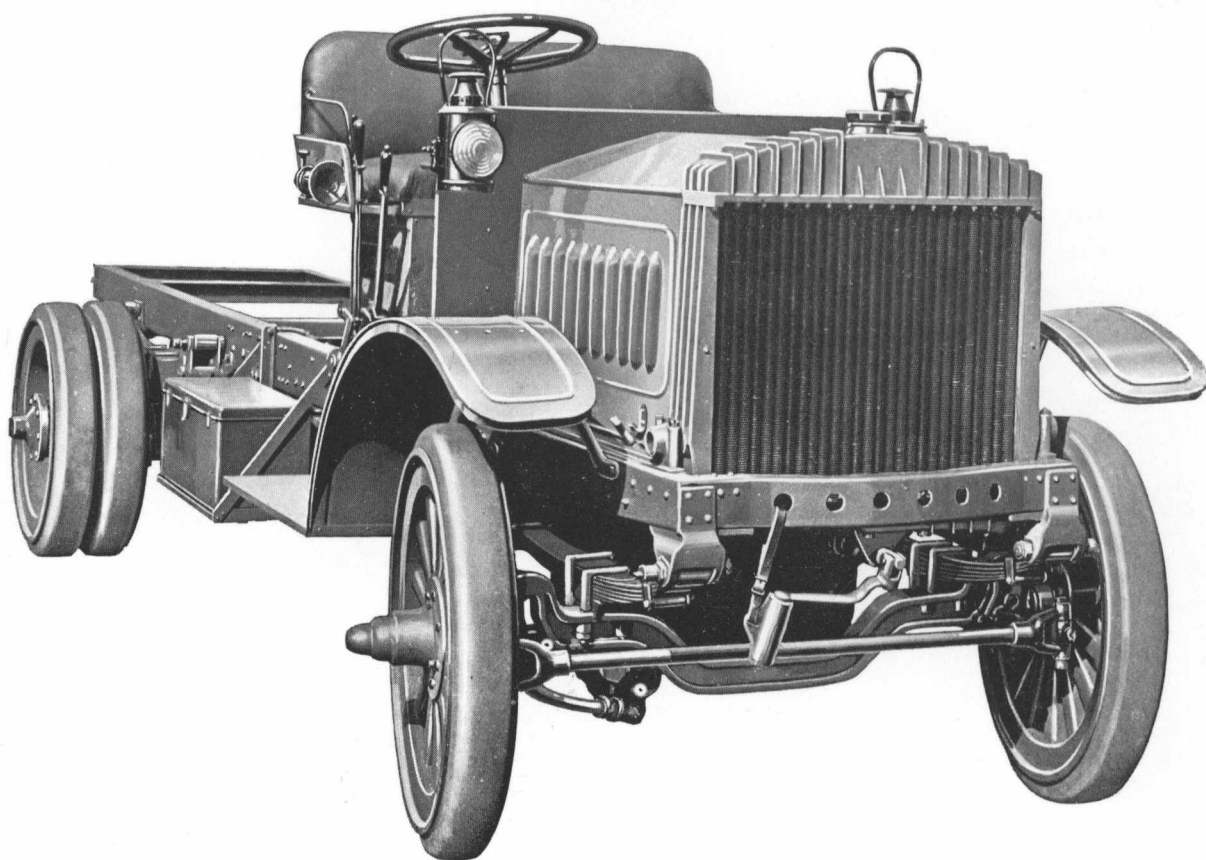
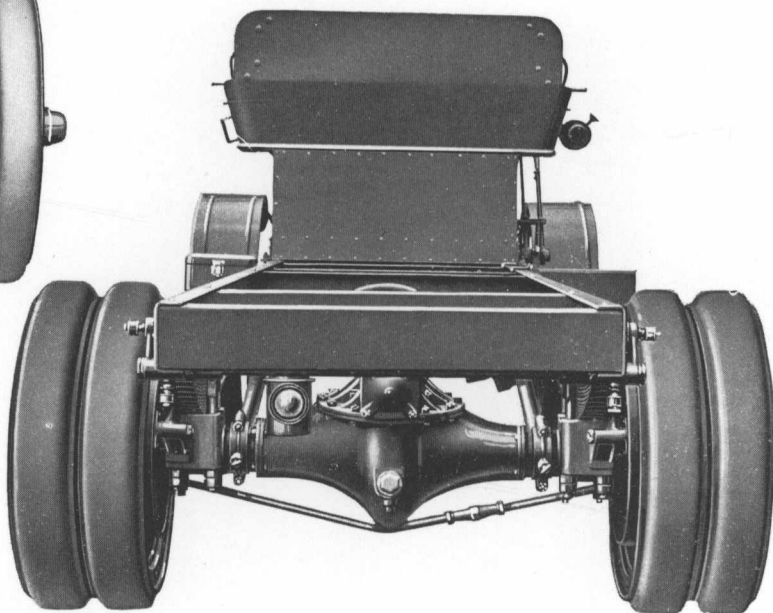
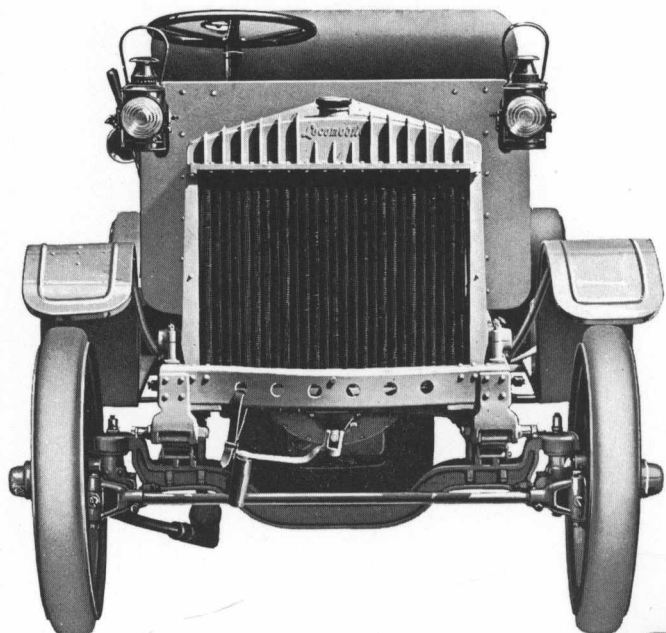
# AUTOMOTIVE HISTORY REVIEW

WINTER 1979 - ISSUE NUMBER 11

PROPERTY OF  
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HERSHEY, PENNSYLVANIA



A PUBLICATION OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.



A PUBLICATION OF



The Society of  
Automotive  
Historians INC

EDITOR, pro tem:

John M. Peckham

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David W. Brownell  
Keith Marvin  
John B. Montville

All correspondence concerning the Automotive History Review should be addressed to the Editor, Automotive History Review, 837 Winter Street, Holliston, MA 01746.

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# AUTOMOTIVE HISTORY REVIEW

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Front Cover: A military Riker in the heat of battle during WW I. The illustration is from an ad which appeared in The Literary Digest for June 8, 1918.

Illustration: John B. Montville

Inside Front Cover: The Riker Chassis. From a 1916 catalog.

Illustration: John M. Peckham

Further information about the Society of Automotive Historians, Inc., may be obtained by writing to the Society of Automotive Historians, Inc., c/o National Automotive History Collection, Detroit Public Library, 5201 Woodward Avenue, Detroit, MI 48202.



# The Editor's Page

Down through the years, the usual phrase used to describe a hard working member of an organization on his retirement has been that "... he has done the work of three men." Well, for once this turns out to be quite true, if not shy of the fact. *The Automotive History Review* appears in a new guise, and I must admit that it has taken at least six people, not counting the printer and typesetter, to accomplish what Dick and Grace Brigham have done in the past. Unfortunately, the average member has little concept of the amount of work that has to go into producing a magazine or newsletter.

Three of us, Dave Brownell, Keith Marvin and myself, who are responsible for the Editorial duties applied to this issue of the *Review*, have backgrounds in newspaper and magazine publishing. It was this that helped us in making the decision to go the route of a triumverate, rather than to tackle the work singly. The added assistance of two authors and a researcher has been a blessing. As it is, our efforts are for one issue only, until a permanent Editor is selected by the Editorial Board.

In the mean time, we are trying our best to accomplish the task that Dick and Grace have managed by themselves for the last ten issues. Our sincerest thanks go out to them for doing the *Automotive History Review*, and for all their efforts on behalf of the SAH.

## THE NEW FORMAT

With this issue we are going to a typeset format and a complete redesign of the magazine, in an effort to accomplish several things.

We have tried to develop a clear, relatively simple text layout that would be in keeping with a more-or-less technical magazine. Clarity was the prime objective. Being attractive, but not arty, was the second. Third, was ease of production. It gives the *Review* a basis from which to grow, and we will be able to evolve into something a little more elaborate as the Society grows and funds become available. The format, of course, will be modified as the need arises, or when new concepts are accepted. It should not be unchanging, nor should it become as fancy as, say, *Car and Driver*. It is assumed that our membership is looking for information, more than amusement, although that does not mean that an attractive package is unimportant. The advice of Polonius to Laertes, in Act I, Scene II of *Hamlet*, might apply to the *Review*, as well.

*Costly thy habit as thy purse can buy,  
But not express'd in fancy: rich, not gaudy.*

However, we will be glad to take another bit of Polonius' advice, too.

*Give every man thine ear...*

We will be looking forward to hearing your comments, suggestions and advice. The *Automotive History Review* is your publication, and it is the responsibility of those producing it to meet your needs and wishes.

At the same time, the magazine has its needs, too. Desperate needs! We need articles for future issues. All sorts of material will be welcomed, and length is not a criterion. Needless to say, historical articles are what we expect most, but such as reviews, information on research techniques, letters, and a host of other possibilities open the door for every member to make a contribution.

Please, won't you help?

## A NOTE OF THANKS

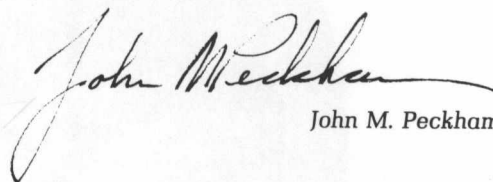
As Editor, pro tem, I have been particularly lucky to have had the assistance of several talented folk who have made the magazine's production much less of a hassle than it might have been. Within reasonable limits, they have injected quite a bit of variety into these pages.

Andrew Villalon's article on Riker trucks' involvement with the Punative Expedition against Mexico in 1916 appears as our feature. Surrounding this item, are such pieces as R. Chris Halla's, on getting your researches published, and Keith Marvin's survey of gubernatorial transport. Dave Brownell was kind enough to sit down at his typewriter, with pen in hand and tongue in cheek, in hope of brightening your day. Eoin Mackaigh may light some fires of enthusiasm with his review of *It Began With A Ronald*, and Keith Marvin tries to keep us all truckin' with his comments on the *Complete Encyclopedia of Commercial Vehicles*. Last, and possibly least, in addition to the contents of this Editorial page and a review, my contribution is a question—Who was Paul C. Tewksbury?

## A LATE NOTE

Our President, Walter F. (Frank) Robinson announced at the Hershey dinner that Fred Roe had accepted the job of Editor of the *Automotive History Review* for the next four issues, starting with Number 12. Fred is a long time member of the SAH, and has had considerable background in writing and editing, but I will let him fill you in on these things when he takes over.

We have three things to offer Fred—Our services, our thanks, and our best wishes.



John M. Peckham



# Getting It Published

By R. Chris Halla

*This article first appeared in Issue #1 of The Spark, the newsletter of the Wisconsin Chapter of the SAH, printed in the Summer of 1979. We felt that it would be a service to the entire readership of the Review if it were reprinted here. Our thanks to Chris Halla and the Wisconsin Chapter for permission to publish it.*

JMP

Research and accumulation of knowledge in any area is selfish and of little significance if it is not shared. It turns out that the best researchers and historians are often those who publish their findings. For the unpublished historian this presents a major question. Just where in hell do I get published and how do I go about it? Because we knew you would ask, we have prepared the following: some basic notes on manuscript preparation, followed by a partial list of periodical and book publishers to which you, the historian may peddle your wares.

When preparing the manuscript, make an effort to be objective and as lively as possible. And follow these simple rules. Begin with clean, white, 8-1/2 x 11 typing paper. Type only on one side of each sheet and double space all copy. On the first page of the story, type your full name and address in the upper right hand corner. Go down about one third of the page and type the title or subject of your story in capital letters. Triple space, type your byline. Triple space again and begin the story. Indent all paragraphs. Leave a one inch margin on both sides and at the bottom of the sheet. On pages two and after, leave a one-half inch margin at the top of the page. Also on pages two and after, type your last name, two dashes and the page number in the upper left hand corner. At the end of your story, type END or -30-.

If the story does not include illustrations, submit it to the publisher in a business size envelope and enclose a S.A.S.E. (self addressed stamped envelope) for its possible return. If illustrations are to accompany the story, choose an envelope large enough to accommodate them and make the S.A.S.E. the same size. For safety's sake, slip in a nice stiff piece of cardboard.

Speaking of illustrations: Include them whenever possible as they will help you sell your story. Send photos (5 x 7 or 8 x 10) whenever possible and don't send color unless an editor asks you to. Put your full name and address on the back of each photo along with a number for the print. The number on the back of the print will correspond with a number on a separate outline or caption sheet on which you have entered captions for all illustrations.

One final warning, don't try to be cute, nifty or clever in manuscript preparation. This is one place where all editors like tradition.

Following is a list of possible markets for your research. I have not included the vast majority of club publications, of

R. Chris Halla  
509 W. Fulton Ave.  
Waupaca, WI 54981

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*An example showing the form of manuscript preparation preferred by Chris Halla and most other editors and publishers.*

Halla--2

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which there are hundreds, but if you have written an article on a particular make, you might do well to try to place it with a club publication first. The *Old Cars Price Guide* includes a complete listing of clubs and addresses, as does the September issue of *Car Exchange*. Finally, be forewarned that all of the publishers and publications listed do not pay in cash, but don't let that keep you from submitting. Money isn't everything!

### SAH PUBLICATIONS

*Automotive History Review*, Society of Automotive Historians, Inc., 837 Winter Street, Holliston, MA 01746. Frederick D. Roe, Editor. Semiannually.

*The Society of Automotive Historians Newsletters*, 197 Mayfair Ave., Floral Park, Long Island, NY 11001. Walter Gosden, Editor. Monthly.

Various Chapters within the Society also have newsletters, Wisconsin and Canada being two. Check with individual Chapters.

### MAGAZINES

*Antique Motor News*, 919 South Street, Long Beach, CA 90805. Walter Drew, Editor. Monthly.

*Automobile Quarterly*, 221 Nassau St., Princeton, NJ 08540. Beverly Rae Kimes, Editor. Quarterly.

*Car Collector*, Classic Publishing, 5430 Jimmy Carter Blvd., Suite 108, Norcross, GA 30093. Donald Peterson, Editor. Monthly.

*Car Exchange*, Krause Publications, 700 East State St., Iola, WI 54945. R. Chris Halla, Editor. Monthly.

*Cars & Parts*, Amos Press, P. O. Box 482, Sidney, OH 45367. Robert Stevens, Editor. Monthly.

*The Herald*, The Henry Ford Museum, Dearborn, MI 48121. Douglas Bakken, Editor. Quarterly.

*The Milestone Car*, Milestone Car Society, Eagle Spring Enterprises, Box 18, Nyack, NY 10960. Richard Taylor, Editor. Quarterly.

*Motor Trend*, 8490 Sunset Blvd., Los Angeles, CA 90069. John Dianna, Editor. Monthly.

*Old Cars Newspaper*, Krause Publications, 700 East State St., Iola, WI 54945. Robert Lemke, Editor. Weekly.

*Old Motor Magazine*, 17 Air St., London W1Y 6ND, England. Prince Marshall and Nick Baldwin, Editors. Bi-Monthly.

*Road & Track*, 1499 Monrovia Ave., Newport Beach, CA 92663. John Dinkel, Editor. Monthly.

*Special Interest Autos*, Box 196, Bennington, VT 05201. David W. Brownell, Editor.

### BOOK PUBLISHERS

*Automobile Quarterly*, 221 Nassau St., Princeton, NJ 08540. Beverly Rae Kimes, Editorial Director.

AZTEX Corporation, P. O. Box 50046, Tucson, AZ 85703. Walter R. Haessner, Editor.

Crestline Publishing Inc., 1251 N. Jefferson Ave., Sarasota, FL 33577. George H. Dammann, Publisher.

Lamm-Morada Publishing Co., Box 7607, Stockton, CA 95207. Michael Lamm, Publisher.

Motorbooks International, Osceola, WI 54020. Thomas Warth, Publisher.

TAB Books, Blue Ridge Summit, PA 17214. Mal Parkhurst, Publisher.

### HISTORICAL SOCIETIES

Most larger communities, and many smaller ones, have museums and/or historical societies that publish magazines or newsletters. These are an excellent outlet for many articles that are too localized for many of the magazines with wide distribution. I would suggest that you go to your local library or historical society and check the *Directory, Historical Societies and Agencies In the United States and Canada*, published by The American Association for State and Local History, or *The Official Museum Directory - United States and Canada*, published by the American Association of Museums.

The best advice I can give you on where to submit is to tell you to study all of the publications listed above. Don't submit anywhere without having seen a couple of current issues of the publication. Before submitting a book length manuscript, check to see if the publisher is interested.

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I would like to add a couple of things to Chris' article. First, never, never submit handwritten material. Most editors will simply refuse to read it, and it is gross arrogance to expect that he or his staff will make a typed draft of it to send to the typesetter. The volunteer editor, especially, of a club publication is usually hard pressed to find time to get his newsletter or magazine out, and handwritten copy is an imposition to which he will not take kindly, if at all. Many printers, by the way, will refuse to set type from handwritten material. If you don't have a typewriter, after you have prepared your draft, rent one and do the final draft on it. Many public and university libraries also have typewriters available. Check with them about this service. Also, be sure to use a typewriter ribbon that gives a sharp, black image, and keep the type on the machine clean. Chris' instructions for manuscript prep are clear and simple. Please be considerate enough to use them.

For those who would like to get into writing more seriously, even if only for club publications, a new book, the *Author—Publisher Handbook*, will be available starting this January from AZTEX Corporation, P. O. Box 50046, Tucson, AZ 85703. This 96 page book will cost \$3.95, and will contain information on manuscript preparation, the basics of style, proofreading, approaching publishers, contracts and royalties, and a wide variety of other material of importance in helping to further a better rapport and understanding between an author and his publisher. It is loaded with material valuable even to those who have been professional writers for years.

JMP

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# Locomobile's Locomotives

By L. J. Andrew Villalon

The Locomobile Company of America was one of the first established automobile manufacturers to make its appearance on the national scene. It came into existence during the spring of 1899 when a pair of far-seeing capitalists, John Brisben Walker, crusading editor of *Cosmopolitan Magazine*, and Amzi Lorenzo Barber, the nation's leading asphalt, purchased the embryonic steam car business which had been recently established by the Stanley twins in Watertown, Mass. Almost immediately, the two magnates decided to partition their interests; out of Barber's share emerged the Locomobile Company of America<sup>1</sup>, originally headed by the asphalt man himself, but taken over after 1902 by his son-in-law, Samuel T. Davis, Jr.<sup>2</sup>

For several years, the new company adhered to its original marketing strategy, producing large numbers of relatively inexpensive steam cars. Then, it did a complete about-face. Early in 1902, Locomobile hired Andrew L. Riker, a pioneer in the production of electric vehicles, to design and build an automobile powered by internal combustion. By the fall of that year, Riker had managed to produce a fully operational model (one which performed quite creditably in the New York to Boston Reliability Run) and, in November, 1902, the new machine went onto the market. During the following two years, Locomobile phased out its cheap steamers and began to build an enduring reputation for producing only the finest and among the most highly expensive of gasoline vehicles in strictly limited quantities. On the eve of America's entry into the First World War, the Company ranked as one of the acknowledged leaders in the field of luxury automobiles.

In 1912, Locomobile added a truck to its line. Despite the fact that this was also an expensive, high-quality machine, the Company decided that it would prefer to reserve the name "Locomobile" for its pleasure cars. Consequently, in 1916, it renamed its truck the "Riker" after the man who had played a leading role in its creation<sup>3</sup>.

By the early months of 1915, purchasing agents for the British army had begun to place orders with Locomobile for its trucks. France and Russia soon followed suit and, over the course of the next three years, hundreds of vehicles were sold to the military establishments of these three European Allies<sup>4</sup>.

Ironically, it proved far more difficult for Locomobile to sell Riker trucks to the United States Army. Not until the spring of 1916 was the Company able to wangle its first contract from the American military and, even then, this was by no means an easy sale<sup>5</sup>.

The Punitive Expedition against Mexico (so-called because it was designed to punish Pancho Villa for his raid on Columbus, New Mexico) was in full swing and the army was buying trucks for use on both sides of the border. A number of truck manufacturers, including Locomobile, sent representatives to Texas and New Mexico in an attempt to interest authorities in their company's product. The government, on

the other hand, did most of its dealing with just five firms - Packard, White, Velie, F.W.D. and Jeffery<sup>6</sup>.

At first, Locomobile numbered among the companies which had not enjoyed any success. Their representative on the scene, C.A. Wales, explained the basic problem they faced in one of his letters to the home office:

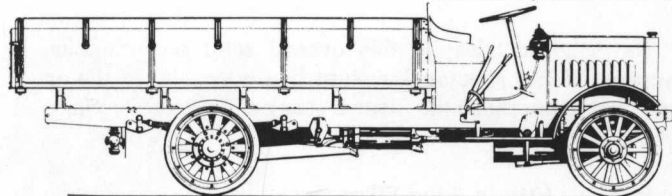
We are having an extremely difficult proposition...in trying to make them use a three ton when they have positively determined that one and a half ton is the best size for their use.

In other words, the United States Army had decided that the 1-1/2 ton truck was the proper size for military use. The smallest truck Locomobile manufactured (the 3-ton Riker) was regarded therefore as being too large to serve the military's needs. It was the job of C.A. Wales to convince them that they were wrong.

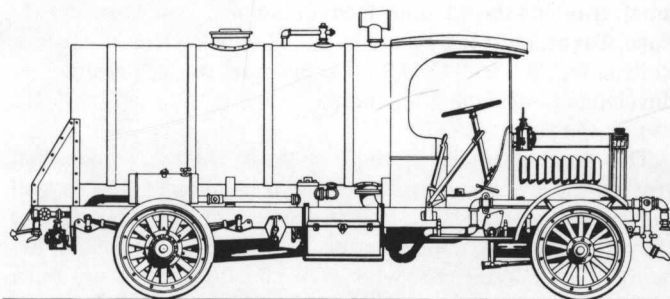
He was helped in this by the fact that Rikers sent to the border for demonstration purposes compared quite favorably with the trucks then in service. According to Wales, they could perform better on sand, run longer in the lower gears without damage, and deliver greater payloads - no mean advantages in a campaign being fought over the trackless wastes of northern Mexico where much of the soil was sandy; where the roads, when they existed at all, were so bad as to dictate running much of the time in low gear; and where there was an urgent need to transport as many supplies as possible for the men at the front, most of whom were subsisting on very short rations.

Some of a wide variety of "Standard" bodies offered by Riker in 1916.

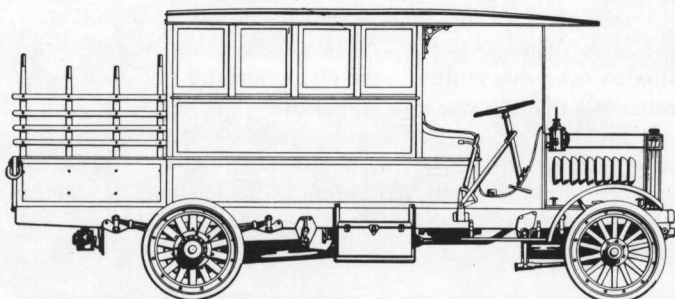
Illustration: John M. Peckham



Number 27. Plain box body



Number 113. Tank body with sprinkler.



Number 204. Combination freight and passenger body.





The worm drive Riker as it appeared on the Mexican border in 1916. The drum for a winch, on the rear wheels, must have been a handy item.

Photo: John B. Montville

Nevertheless, despite this overall solid performance, it appears that a spectacular stunt finally convinced the army not only to purchase the Riker trucks on hand, but to place an order for more.

In May, 1916, a 3-ton Riker truck carrying in addition to munitions a complement of twenty soldiers with full equipment, traveled the 93 miles from Columbus, New Mexico to El Paso, Texas, on track owned by the El Paso and Southwestern Railroad (E.R. & S.W.R.R.)—a journey made possible by development of detachable metal rims adapting the truck for use on the rails.

This stunt grew out of the logistical problems which confronted the army during its Mexican campaign. The rugged terrain and great distances was proving almost impossible to supply adequately the thousands of men of the American Expeditionary Force (AEF) who were chasing around northern Mexico in pursuit of the elusive Villa. While control over this region's railroads could have greatly eased the army's problem, the Carranza Government showed no intention of giving the invaders permission to use them. Negotiations with Mexico over this matter were at a standstill and there was much talk of simply seizing the lines.

It was at this point that Wales appeared on the scene with his commission from the Locomobile Company to interest the army in its 3-ton truck. According to his account, it was he who first hit upon the idea of adapting trucks for use on the rails.

...I suggested that motor cars be equipped with some form of detachable railroad wheels so that in event of

seizure of railroads or inability to obtain sufficient railroad rolling stock that trucks could be used on the rails.

While the authorities back in Washington appear to have shown little enthusiasm for the idea, those on the scene thought it promising enough to give it a try, and the problem was dropped into the lap of Locomobile's Chief Engineer, Andrew Lawrence Riker.

Riker was born in 1868 into a New York family which could trace its ancestry back to the days when that city was still a Dutch colony<sup>8</sup>. In 1886, after a year at Columbia University, he began work full time as an engineer. The field of electrical engineering was then in its infancy and Riker became one of its pioneers, most notable through his invention of the first toothed armature and with electric vehicles. As early as 1884, at the age of sixteen, Riker had constructed America's first successful electric tricycle (See Note). In the mid-1890's, he started to manufacture electric vehicles for the commercial market and his firm, the Riker Electric Vehicle Company, located in Elizabethport, N.J., ranked as the nation's second largest producer of such machines. In December, 1900, Riker sold out to the Electric Vehicle Company, an industrial combine which was trying to corner the market, and became a vice president of that firm<sup>9</sup>.

By this time, however, the inventor had already begun to devote an increasing share of his attention to the possibilities of internal combustion. During his tenure at Electric Vehicle,

(Editor's Note: In a letter to Charles E. Duryea, dated July 7, 1915, now in the King Collection at the National Automotive History Collection of the Detroit Public Library, A.L. Riker makes his statement. "In connection with the Tricycle built in 1884, I would state that this was never photographed, and was simply a toy, although it 'ran'. The machine was never considered practical.")

he designed and built the prototype of a gasoline vehicle and, when the company decided not to market his vehicle he struck off on his own. Learning that Locomobile was interested in entering the gasoline car field, the inventor reached an agreement with them in August, 1902. He became its Chief Engineer, a position he would continue to occupy for the better part of two decades<sup>10</sup> and one from which he could oversee every important project to come through the Engineering Department.

Apparently, it did not take Riker and his assistants very long to come up with a practical means of implementing Wales' brainstorm. In a letter from the Company to a Chicago magazine, their invention is described as follows:

The flanges are made of steel, cast and machined in one piece and sawed apart at the bolt lugs. The inside fits the rubber tire exactly. To put them on, the car is jacked up and the flanges placed over the rubber tires and pounded into place with a maul, the bolts are inserted and drawn up tight.<sup>11</sup>

Immediately upon completion, a set of these rims was forwarded to Columbus where Wales had arranged for the military authorities to give them a preliminary test on a government-owned siding.

*Main photograph: A Riker truck mounted on the tracks with the aid of the Riker flange. Inset: The same truck with the flanges removed.*

*Photo: Bridgeport (Conn.) Public Library*

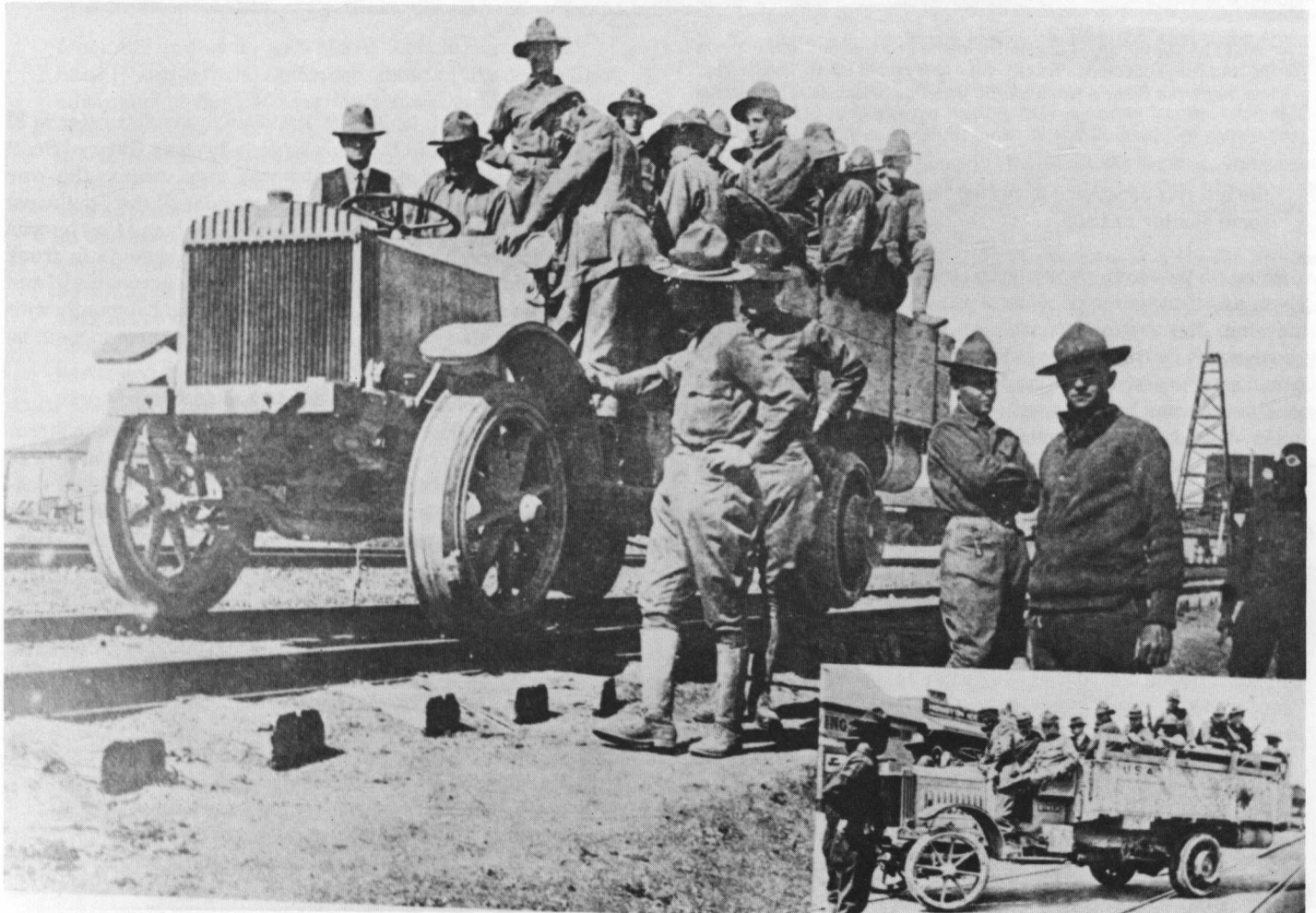
It was found that the truck [a Riker 3-ton] could pull three empty freight cars or one loaded car and that the time to attach the flanges was one hour for two men or half an hour for four men, and to detach approximately half this time.

Army engineers and members of the Quartermaster Corps who witnessed this demonstration were impressed enough to agree that the invention merited a further test under the sort of conditions which might be encountered in actual use. Such a test would have to be run over a long stretch of track and, for this, the cooperation of a railroad would be required.

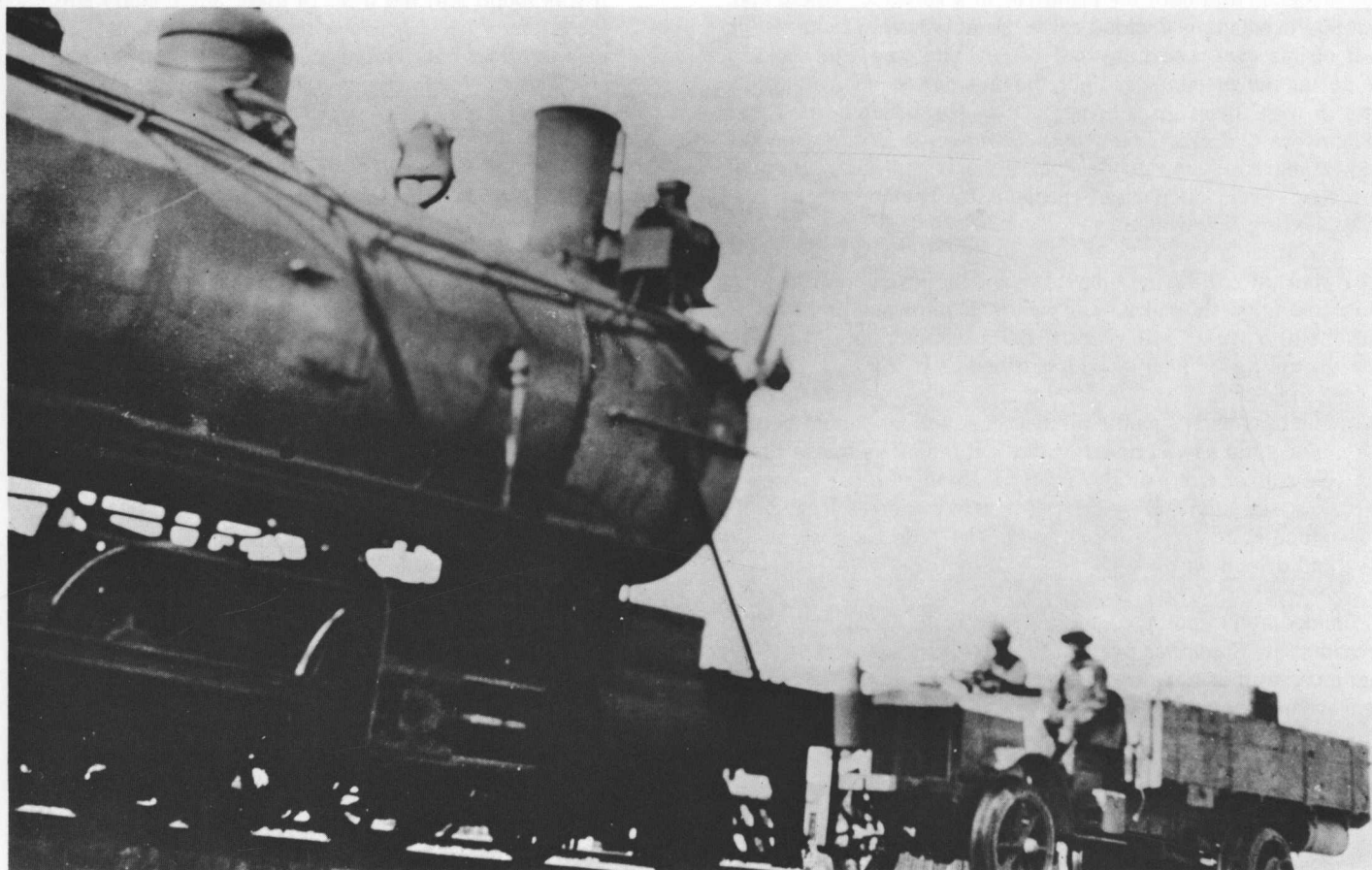
Although the E.P. & S.W.R.R. initially showed little inclination to cooperate with Wales in setting up such a test, all this changed when the army intervened on his behalf. It was soon agreed that a truck, fitted with the experimental rims, would be permitted to run from Columbus to El Paso and then return. For their part, Wales and his military sponsors promised not to interfere with the railroad's regularly scheduled trains and to have aboard their vehicle enough men and equipment to remove it from the rails should that prove necessary. They also agreed to accept the services of a railroad conductor and to carry a regular train number (#1649).

In conducting the test, everything was kept as authentic as possible (the presence of a conductor being a necessary exception!)

We endeavored as far as possible to stage the entire performance so that all our actions were exactly the same as though we had been going on a rescue expedition into







*This might be captioned, "Locomotive meets Locomobile", if it weren't for the fact that Locomobile trucks were now called Riker. The flanged wheels made the Riker's track traffic practical. Photo: John B. Montville*

the interior of Mexico to rescue besieged Americans or on some similar mission.

None of the army personnel participating in the test was given advance notice of when it would be held. At 6:30 one morning, the captain chosen to command the operation received his instructions to gather the number of men that "he would send to assist any Americans that might happen to be in trouble at some unknown point approximately one hundred miles distant from Columbus." Within an hour, this fully equipped "rescue party" was aboard the truck, ready to leave. Wales had hoped to add an even greater note of authenticity by mounting a machine gun; however, the scarcity of these weapons made the army have second thoughts about risking one on an experiment.

The journey itself came off without incident (that is, unless one counts the fact that the "rescuers" were at one point forced to wait on a siding while a freight train went by!) At 1:30 that afternoon, "old #1649" pulled into the station at El Paso having averaged over 19 mph and gotten about 10 miles to the gallon.

The absence of advance notice which prevailed at the starting point did not extend to El Paso. Wales had carefully alerted the newspapers and motion picture cameras and, as a result, there was an impressive crowd gathered at the finish line.

Wales had also taken steps to maximize the impact of his demonstration upon the army brass:

... I showed Major Elliott, the depot quarter-master in El Paso that it would be to his interest to show General Scott [the army Chief-of-Staff who was then visiting the war zone] and General Funston [Commander of the Southwest District] that he was very much on the job and that he was keeping touch with all the latest developments in truck transportation. . . . Major Elliott was very agreeable [!] and went to the trouble of taking the matter up personally with the generals and made arrangements for them to meet us upon our arrival.

At the El Paso Station, the "rescuers" removed their truck from the rails, dismantled the rims, and drove up main street to the Hotel Pasa del Norte where the generals' party was having lunch. There Wales and his committee received congratulations from Scott and Funston amid a crowd of curious onlookers. Afterwards, they drove back to the station, reassembled the flanges, and started the return journey to Columbus.

Apparently, the generals were impressed with this demonstration. The army soon placed an order for a complete company of thirty 3-ton Rikers which Locomobile shipped from Jersey City to San Antonio on a special train.

Given the conditions under which the Mexican Campaign of 1916 was fought, one can easily understand why the military authorities took an interest in the Locomobile flange. The trucks of that period which were beginning to replace horse and mule drawn teams for overland hauling were none-too-reliable under the best of conditions. Under the conditions they faced in northern Mexico these vehicles were racked by



a variety of ills. As Wales pointed out to the home office, all of them, regardless of brand or size, were having trouble.

This is the hardest truck service that any make of trucks have [sic] been subjected to for all time. It may be said that there is not a truck in the field which is giving perfect service.

Meanwhile the army became increasingly convinced that the only solution to its serious logistical problem lay in the crazed idea of securing control of the Mexican railways by "persuasion" if possible, by seizure if necessary. However, even such a radical step might not solve the entire problem. First, the army had to find enough rolling stock for use on the Mexican lines. Second, it would have to operate this stock over a vast territory, whose inhabitants were, understandably sympathetic to Villa and hostile to the Yankee invaders. Under the circumstances, American trains could expect to encounter torn up track and burned or blown out bridges.

The attraction of a truck adapted for use on the rails lay in its greater flexibility. A locomotive crew facing a serious break in the track would have no alternative aside from fixing the track or backing down the line, a truck fitted with detachable flanges could leave the tracks, drive around the impediment, and then return to the rails on the other side. Or, if it became necessary, such a truck could abandon the rails entirely, striking out overland. This kind of flexibility could be especially valuable in cases where speed was essential; and where there was no time to stop and repair damaged track before proceeding.

As Wales put it in making his case to the army:

I took the matter up with Major Sample, commander of Base Headquarters, Columbus, showing him the military advantage of this car over the general type of car and asked him that in the event of an attack on his transportation lines or a tie-up of the truck transportation due to weather or road conditions if it would not be a good idea to have a number of trucks equipped in this manner so that he could tap the railroad and reach his men with supplies or military assistance at any time, showing the advantages of this type of transportation over locomotive or car transportation during times of war, as this car would be able upon reaching a burned out or destroyed bridge or torn up piece of track to continue on the road bed or to make a detour beyond the point of obstruction, and that a locomotive or any heavy unit meeting the slightest obstruction would tie up the entire line of communication, as all roads in this country [Mexico] are single tracked.

This was the author's first encounter with the fascinating phenomenon of an automobile "riding the rails". It was by no means the last. Instances in which a motor vehicle had been adapted for use on track began to crop up with increasing frequency in the author's research. One thing led to another and, at present, an attempt is being made to gather enough information for an article dealing with the origins and development of this interesting combination of technologies. Any SAH members who know of an example of this particular phenomenon are invited to share their information with the author.

## Footnotes:

<sup>1</sup>John Brisben Walker renamed his share of the business the Mobile Company of America and, for several years, continued to manufacture a steamer very similar to the Locomobile. Mobile halted production around 1903 and was finally dissolved on July 1, 1905. The Mobile plant subsequently became the Maxwell-Briscoe plant in Tarrytown, NY., and part of it serves as a Chevrolet assembly plant, today.

<sup>2</sup>For a detailed account of this company during the period when it was producing steam cars (1899-1904), see the author's forthcoming article "Steaming Through New England with Locomobile," written in collaboration with Professor James Laux of the University of Cincinnati.

<sup>3</sup>The Horseless Age (March 15, 1916): 242-43. Motor Age (March 16, 1916): 12.

<sup>4</sup>Much of the information contained in this note has come from the uncatalogued papers of the Locomobile Company of America now housed in the Public Library at Bridgeport, Connecticut. This extensive collection contains quite a number of documents dealing with the Riker Truck including press releases, interoffice memos, advertising leaflets and brochures, technical specifications and patents, and even a few letters from Mexico (1916) and Europe (1915-18) containing eyewitness accounts of the truck's performance in wartime. The author would like to take this opportunity to express his appreciation to Mr. David W. Palmquist, Head of the Library's Historical Collections and his assistant, Miss Barbara Strong, for their unflagging efforts in his behalf during his many visits to Bridgeport.

<sup>5</sup>This account of the negotiations between Locomobile and the United States Army during the Mexican Campaign of 1916 is based largely upon two documents: the first is a seven-page, typewritten letter which the Company representative, C.A. Wales, sent from El Paso to the home office in Bridgeport on April 6, 1916; the second is a report which Wales filed with the Advertising Department (the date 1917 is written in pencil in the upper right hand corner). Since most of the quotations placed in the text come from one or the other of these two sources, the author had decided to avoid the repetition which would ensue were he to cite each such quotation separately. Consequently, only quotations or specific information taken from other sources will hereafter be footnoted.

<sup>6</sup>According to Wales, on April 6, 1916, all army trucks in use along the border had been manufactured by one of these five companies.

<sup>7</sup>"I believe that the engineer at Washington for the War Department and the majority of army officers in Washington looked upon the idea unfavorably as they considered it mechanically impracticable." Wales' Report (c. 1917).

<sup>8</sup>For a more detailed biography of this automotive pioneer, see the author's article "Steaming Through New England with Locomobile."

<sup>9</sup>Riker to Electric Vehicle Co. (Nov. 26, 1900), Riker Collection, Manchester, Conn. The Horseless Age (Dec. 1901): 1055-56.

<sup>10</sup>Riker's resignation from the Company is dated Oct. 28, 1920. Riker Collection, Manchester, Conn.

<sup>11</sup>Locomobile Advertising Department to G.T. Murray, editor Engineering and Contracting (Sept. 23, 1916).

Churning up the dust. A Riker in action.

Photo: John B. Montville



# The Governor's Pleasure Revisited

By Keith Marvin

Of the various aspects surrounding automotive history, one of the least known today is that relating to the makes of car being used in official capacity by the governors of the various states. It might interest the reader to know that the Ford Motor Company is represented thus by no less than 60 percent in cars favored today by our chief executives.

It wasn't always so. Time was when Cadillac had very much of an edge on all other contenders. This was 22 years ago and there had no doubt been a good deal of variation through the intervening years.

In 1957, I wrote my first article on the subject, "The Governors' Pleasure", which appeared in the August, 1958 issue of *The Upper Hudson Valley Automobilst*. It cited Cadillac as champ with nearly seven times as many cars reposing in executive mansion garages as its nearest competitors, Lincoln and Ford. Chrysler, Oldsmobile and Imperial served as official conveyance for two each, the balance being distributed among Buick, Packard and Nash, the latter being assigned to the Governor of Wisconsin who doubtless was doing his duty to the Badger State by using the Kenosha-built product.

In the questionnaire submitted for information during the first survey, I also requested a listing of the governors' personal automobiles. It was surprising to learn from the returns that a number of governors didn't own any personal means of transportation. But once again, Cadillac came in first as the overall choice with Buick and Ford running second and third respectively followed by a scattering who favored Oldsmobile, Chrysler, DeSoto, Edsel, (!) Nash, Chevrolet, Lincoln, Rambler, Imperial and Packard.

But that was 1957 and a lot of Governors have gone over the hill since then.

*One might well ask why the interest in such an offbeat angle of automotive history. I have asked myself the same question a score of times and have always come up with the same answer—if anything is worth researching it should be researched without delay. Much unrecorded history is due to such delay. Besides, the results might be both worthwhile and interesting to some.*

I don't know whether anyone really knows who the first of our governors may have been who owned, drove or used an automobile and I'm still trying to learn which state initially provided an official motor car for its chief executive. Most of the governors of earlier times were obliged to use their own cars while serving in office.

On April 4th 1905, New Hampshire accorded the courtesy of license plate No. 1 to Governor John McLane of Milford for his 20 horsepower Franklin. As far as I know this was the first time that magic number graced a gubernatorial car. Ten years later, the practice had been extended both by Delaware and Pennsylvania, and by 1957 when I made my initial survey, the policy was almost universal throughout the then-48 states.

At that time, neither North Dakota nor Vermont provided state cars for their governors' use and those worthies had to make do with their own cars. Conversely, a number of others drove their state-assigned vehicles as personal cars.

Back in 1957, the returned questionnaires from the various executive offices were almost entirely signed by secretaries, aides, state police personnel and departmental assistants or directors, one notable exception being Missouri. Governor James T. Blair Jr. signed his own.

The interesting fact from the findings at that time was the heavy preponderance of the Cadillac percentagewise. Since then, the Cadillac has waned in popularity. In 1957, a few states declined to answer my enquiries but counting those which did—and including Alaska and Hawaii, not yet states at the time—Cadillac accounted for a whopping 59 percent of the total.

Replies from Canada were spotty, with Cadillac again taking first post for five governors-general. Buick was the choice of three others. Imperial and Mercury were represented by one each and three provincial offices failed to reply. The Commissioners of the Yukon and Northwest Territories were making do with a Chrysler and a Willys Jeep respectively.

ITEM. Of the official state cars currently in use in the 50 states and the District of Columbia (I am treating the car of the Mayor of Washington as a gubernatorial automobile in this article), 31 are 1979 models. Eight date to last year and four were initially placed in use in 1977. The remainder are scattered models from 1976, 1975, 1973, 1972 and the ancient 1967 Lincoln being used by New York's Governor Hugh Carey.

ITEM. In ten replies, the cars were listed as being leased and in every case but one they were Ford products.

ITEM. In California, the governor uses a state-owned car which is similar to those available for use by other state employees, in this case a seven-year-old Plymouth.

ITEM. In four states there are no official gubernatorial limousines *per se*, rather state police cruisers are available when and as needed and driven by state police personnel. Both Connecticut's Ella Grasso and Washington Governor Dixy Lee Ray are included in this category.

ITEM. Two states provide TWO official cars for their governors.

ITEM. One state provides a diesel-powered car for the governor and another has such a car under consideration.

ITEM. One head of state opts to use a van rather than a conventional sedan or limousine.

ITEM. Fewer and fewer states are favoring a No. 1 license plate for their governors' automobiles.

In replies received, no less than ten governors signed their own letters. This may be an insight into changes in our economy over 22 years. In 1957, there were probably more secretaries and aides available to handle such mundane matters of answering questionnaires of this nature.

In a breakdown of official automobiles currently favored today (plus the Mayor of Washington, D.C.) a total of twenty are Lincolns or Lincoln-Continentials. Mercurys are preferred by nine others and Ford by four. This win, place and show position really places the Ford Corporation in the collective drivers' seat. The balance includes Cadillac, Buick and Chevrolet, three each, and Chrysler, Plymouth, Oldsmobile and Checker—of all things—with two. When one considers that neither Pontiac nor Dodge are represented in the lineup or, for that matter, American Motors, it does seem extraordinary that TWO Checkers would find inclusion here. And it

would be even stranger if those Checkers occupied garages in different state capitals. In this instance, however, both cars are assigned to Governor James Thompson of Illinois, one of two governors who enjoy two official state cars. Mississippi is the other.

I cannot say exactly how many of these cars are owned by the state or how many are leased. I didn't request this information but several executive offices volunteered the data.

Of those cars, five are Mercurys, three are Lincolns, plus one Ford and one Chrysler. It appears that in most cases they are leased for a year at a time and then automatically replaced with new model.

Here and there, additional facts were cited.

From Florida: "Governor Graham uses a 1979 Chrysler New Yorker with the license, FLA-1. This is leased to the State for \$167.00 per month." Although the writer wasn't explicit as to WHO was leasing the car, I assume it is probably the Chrysler Corporation, although it could be a Tallahassee dealer.

From Providence, Lt. John T. Leiden Jr., Rhode Island Police Security Guard for Governor J. Joseph Garrahy stated that the state car "is registered to the Ford Motor Company and all insurance and maintenance fees are covered by Ford."

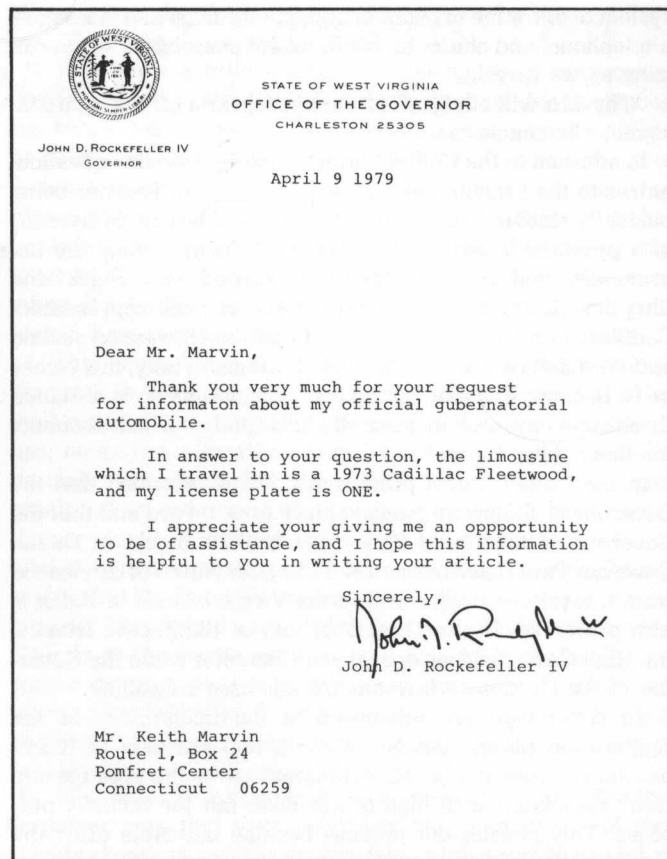
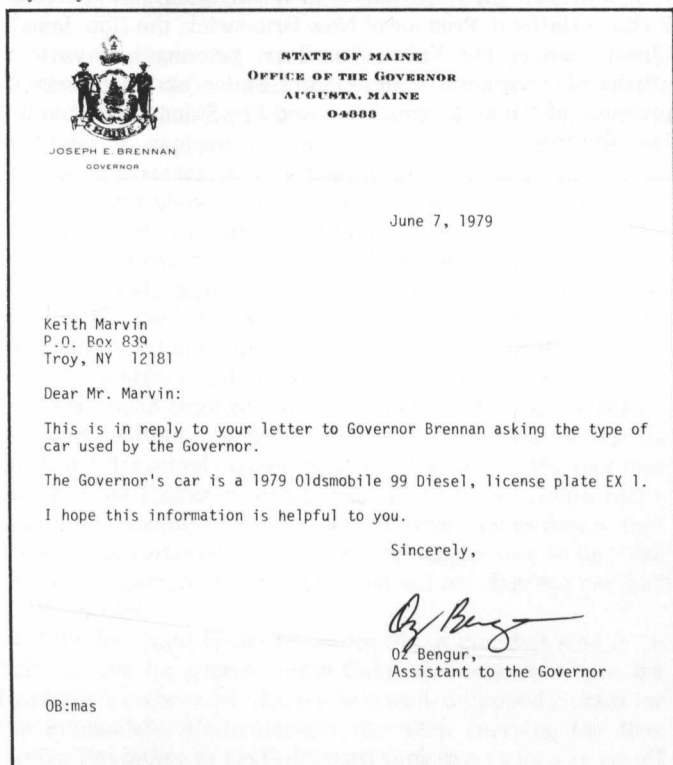
From Tennessee: "The automobile is leased and used for ceremonial purposes only."

And from Salt Lake City: "The terms of the lease from Ford Motor Company specify that the vehicle must be returned within one year of delivery date; also, all maintenance costs are borne by Ford Motor Company."

And most interesting, from the office of Governor John Carlin of Kansas: 'By special arrangement with Ford Motor Company, each states' Governor is entitled to lease an executive vehicle at a very good rate. The new vehicle will cost the State \$1,900 per year."

Notice that "each states' Governor . . ." which implies that Ford has made the same leasing option available to all. And

The Governor of Maine, Joseph E. Brennan, drives somewhat of a mystery car - a 1979 Oldsmobile 99 Diesel.



One of the more famous names among the Governors, this is the letter from John D. Rockefeller IV.

\$1,900 seems reasonable enough, costing Kansas \$100 less than Florida pays for Governor Graham's Chrysler.

An interesting sidelight to the one-year leasing policy is that in Nevada, which probably purchases a car for its governor outright, the state hangs onto that car over a period of years with a bulldog tenacity.

"The Governor has recently been furnished with a 1979 Lincoln . . .", wrote Executive Assistant Bruce Greenhalgh. "Since 1959, each Governor of Nevada has traditionally been furnished with a new Lincoln. These vehicles will normally be used for up to eight years, depending on the length of time in office."

Governor Joseph E. Brennan of Maine is the country's only chief executive at the present time who is using a diesel-powered state car, in this case a 1979 Oldsmobile "99" (98?) although this may be the first example of a trend. From the office of Governor Victor Atiyeh of Oregon comes word that "Due to the energy crisis the possibility of a smaller American made diesel powered vehicle is being considered." We shall see.

Wisconsin is a case apart. Governor Lee Sherman Dreyfuss of that state is an innovator in gubernatorial transportation.

"Being a new Governor I have had many opportunities to take a look at the mode of travel which I want to use", he wrote.

"I have decided that I can best serve the needs of the people of Wisconsin by having a moving office since I am on the road so much and often find it difficult to work in the back seat of a car.

"Because of this I have decided to trade in the state car and we have purchased a blue 1979 Chevrolet van for my traveling office. The van will contain a table, a speaker



system to allow me to listen to taped recordings and messages, a telephone, and chairs for appropriate passengers so we can meet as we travel.

"The van will carry all of the appropriate official state insignia," he concluded.

In addition to the United States, I also sent similar questionnaires to the Premiers of Canada, the office of Premier being basically similar to our Governors. (The Lieutenant-Governor of a province is an appointee of the Crown). Polling the ten provinces and two territories, I learned that Buick and Chrysler vie for first place with three of each represented. Cadillac, Pontiac and Lincoln, with two each, ranked second and Ford and Chevrolet, one each. Mathematically, this comes to 14 because Premier Rene Levesque of Quebec is assigned three state cars and, incidentally, it is Quebec which accounts for those three Buicks!

In the United States possessions, I was informed that the Governor of American Samoa enjoys a 1970 Ford and that the Governor of the Canal Zone uses a 1978 Buick. In Guam, Governor Paul Calvo uses a 1978 Chrysler New Yorker, leased from a local car dealer and in the Virgin Islands, a Buick is also preferred. In the Trust Territory of the Pacific Islands, the High Commissioner operates a Chevrolet while the Governor of the Northern Marianas Islands uses a Cadillac.

To those who are interested in the numerology of the registration plates, the No. 1 plate and variants of it are becoming passe, not because it doesn't carry the prestige and clout associated with high officialdom, but for security purposes. This phasing-out process became noticeable after the assassination of President Kennedy. Its effects cropped up in at least four replies. One state laid it on the line, i.e. "The

Governor does not wish to supply you with the make, year, and license number of his official car, for obvious security reasons." In two other cases, the cars were identified but not the license numbers for the same reason. In these cases I was obliged to obtain the date from other sources.

Puerto Rico also declined to supply the answers. "For reasons of security we cannot divulge the license number, year of make of the automobile," replied a spokesman for Governor Carlos Romero-Barcelo.

The No. 1 tag, however, is still favored by many states. So are the variants such as "STATE 1", "1A-1", "EX-1", "AAA 001", and "ONE". New Hampshire and the District of Columbia, in lieu of numbers, use the regulation plates but emblazoned "GOVERNOR" and "MAYOR" respectively.

Many states are switching over to the expedient of regular numbers, drawn at random and with no special significance. Included among them are Georgia, Massachusetts, Minnesota and Ohio.

It would be interesting to know what the Governors will be using as official cars in another 22 years. In my official-car story of 1957, it never occurred to me that a generation hence the Edsel, DeSoto, Nash and Rambler (in name at least) and Packard would all be has-beens. I doubt whether diesel power had occurred to any of the top brass then. Will all makes of automobiles currently being used officially be with us in 2001? For the matter, will I be here? If I am, I intend to take my third survey for a second comparative article in *Automotive History Review*.

Cliff Finch, Governor of Mississippi extends an invitation to visit, in this letter to the author.



THE CAPITOL  
JACKSON

CLIFF FINCH  
GOVERNOR

July 13, 1979

Mr. Keith Marvin  
A-13  
587 Broadway  
Menanda, New York 12204

Dear Mr. Marvin:


Thank you for your recent letter stating that you have not heard from Mr. Sharp nor have you received the information you requested regarding Mississippi's official gubernatorial automobile.

Mississippi's official automobile is leased annually from the Ford Motor Company and the license plate is #1.

If I can ever be of any assistance to you in the future on any other matter, please do not hesitate to contact me. The Governor's Office is always open and available to you, and I hope you will come by and visit with you at the Mansion.

With kindest personal regards and best wishes, I am

Sincerely, your friend,

  
CLIFF FINCH  
GOVERNOR

CF:hse

(The author would like to express his appreciation to the following for their assistance in the preparation of this article: Their Excellencies the Governors of Idaho, Indiana, Massachusetts, Minnesota, Mississippi, Montana, New Mexico, North Carolina, West Virginia and Wisconsin; the Hon. Marion S. Barry Jr., Mayor of Washington, D.C.; the Hon. Richard Hatfield, Premier of New Brunswick; the Hon. Ione J. Christensen of the Yukon Territory; personnel of various offices of governors of the United States and possessions, premiers of Canadian provinces and Roy Salomon of Cote St. Luc, Quebec.)

# Match That Slogan

By David W. Brownell

Just how astute an historian are you, anyway? How truly obscure is your knowledge? What arcane facts have you dug out that no one else has? Here's a little quiz to test your knowledge of obscure slogans in automotive history. Each correct answer counts for 10 points. Have fun!

1. "Once you buy a \_\_\_\_\_ you'll never want another car."
2. "Where quality is a slogan"
3. "At \_\_\_\_\_, quality is no object"
4. "The assembled car"
5. "The standard of Bayonne"
6. "The Silent Single"
7. "The car you build yourself"
8. "Your neighbors will want it"
9. "A simple car for simple people"
10. "No mud too gooey, no trip too screwy"

## ANSWERS

1. An easy one. This, of course, was the slogan of the ill-fated Drudge Six, built in Helena, Montana, for approximately six months during the 1920 recession. It is considered one of the more candid slogans of the time.

2. This belonged to the B.L.T., a little-known make produced in New York City in 1917 by a Greek immigrant who owned a luncheonette near Times Square. This slogan was actually supposed to be; "Our slogan is quality" but because of difficulty with the English language, the advertising agent who was listening to Mr. Chiropodopoulus explain the slogan he wanted misunderstood, and the above slogan is the result. The cars' name, of course, has an understandable culinary origin.

3. Another printing error, this one assignable to the Bozomobile ad department. The Bozomobile was a post-WWII effort to combine the best of traditional British styling with avant-garde engineering to produce what Bozo Motors' Managing Director, Sir Anthony Locke-Hornes described as "something to show those blighters overseas that good British craftsmen are still capable of doing something exceptionally silly with sheet metal." Sir Anthony was given to fits of mumbling and, again, a misunderstanding during one of these periods resulted in the Bozomobile slogan. Research has revealed that it actually was supposed to be: "At Bozomobile, price is no object and quality our ideal, mumble, mumble."

4. This slogan belonged to the Timken Brown-Lipe Continental sport phaeton, marketed for a very short period during 1923. A refreshingly honest slogan, reflected by the fact that the car used Timken rearend, Brown-Lipe transmission, and a Continental engine. As did a host of other makes during that period. It is rumored that the original slogan was to be "The Car of Distinction" until it was pointed out that the car had no distinction.

5. This belonged to the Harradin Six, a car that was to be built strictly for export to the Galapagos Islands where the Harradin's owners felt there was a vast, untapped market for the automobile. Unfortunately, the ship carrying the first twelve Harradins to the Galapagos sank in a vicious storm off

Hawaii, carrying the company's fortunes to the bottom of the sea. This tragedy occurred in 1917.

6. This one's a little tricky as it belongs to a motorcycle, specifically the 1902 Grouch built in Reading, Mass. Among the bike's distinguishing characteristics was a total inability to start and run in weather below 90° F. It was also quite unusual in being a water-cooled motorcycle. Cooling was effected by a supply of 5 gallons of water mounted in a tiltable bucket on the rear fender which was connected by an arm to a lever on the handlebars. The operator would pull the lever when the engine began to overheat, showering it with cold water. Grouches also had a penchant for cracking blocks.

7. This one belongs to the 1908 Travail, one of the darker chapters in early automotive history. Travails were sold by mail order at the astounding price of \$295. (plus freight) no ups, no extras, alterations free. The scheme of the Travail's promoter, Diamond Jim Weevilknip, went like this: upon receipt of an order (and after waiting for the check to clear) the car would be shipped to the buyer in pieces but with one vital component missing. A message would go to the buyer saying that the Travail's engine supplier for instance was temporarily backlogged with orders but would ship the engine directly to the buyer as soon as it was built. Naturally, no engine or transmission or whatever ever materialized and meanwhile Weevilknip was handily supplying his other business, a busy automotive repair shop, with a fine variety of engines, trannys, and other large parts.

8. The implicit meaning in this slogan for the Stanley Screamer was that your neighbors will want it out of the neighborhood as rapidly as possible. With solid tires and a straight-through exhaust pumping from a six-cylinder T-head engine of 5-7/8 bore and stroke, the Stanley, even at moderate speeds, made such a godawful racket that city ordinances were enacted to prohibit their ownership and operation in certain burghs. Their production span was March to December, 1913.

9. The slogan for the 1909 Bumpkin, of course. Built on recycled Dort carriage chassis and powered by a two-cylinder radial engine connected to a belt drive via a wooden friction wheel, one of the Bumpkin's main selling points was that its spark was permanently retarded.

10. Another trick question. It was used by STP, the taxicab manufacturers who emblazoned it in copper across the radiator, thus preventing efficient air flow for the engine. The STP started as an independent in 1901 but was soon absorbed by the sprawling and ambitious taxicab trust, masterminded by "Silent Jack" Shaft, a shadowy figure in early auto manufacturing. STP production lasted till the panic of 1907 when it was found that Shaft had built a paper empire and that the STP's bodies would melt in the sun. No known examples are extant today but a radiator script with the slogan is said to exist in a Pennsylvania collection.

So, how did you do? Give yourself the following scores.

90-100. Congratulations. You can write this nonsense the next time.

70-80. Very good. Your imagination is almost as sick and twisted as the writer's.

50-60. Good, but you need to study wallpaper patterns for long periods to improve your knowledge.

30-40. Fair, but there's hope for improvement. Read newspaper reports on old car meets. They're always accurate.

0-20. Poor. You're probably an accomplished, serious historian who wonders just what the hell this drivel is doing in the AHR. And we don't blame you.

# Book Talk

**The Complete Encyclopedia Of Commercial Vehicles**, Edited by G.N. Georgano; G. Marshall Naul, U.S. Contributing editor. 704 pp., 1900 illustrations. 11-3/8" x 8-3/4". Hardbound. Krause Publications, Iola, Wis., 54945. Price \$29.95

Nick Georgano has done it again and his newest accomplishment is a worthy successor to the earlier *The Complete Encyclopedia of Motor Cars 1885 to the Present*, published in 1968 and revised five years later. Like the earlier work, this new book is replete with as much on trucks as has ever been published under two covers. Likewise, and as a distinct advantage to the neater minded book lovers, *The Complete Encyclopedia of Commercial Vehicles* is identical in size and format.

Assisted by a cadre of well-qualified researchers and drawing from a fine set of basic sources of material surrounding the various trucks of our time and yesteryear, the book is an invaluable source of information covering commercial vehicles produced in 49 countries including such unlikely places as the Bahamas and Cyprus. The photographs accompanying the text are for the most part excellent and representative of the material dating back to the late Nineteenth Century.

*The Complete Encyclopedia of Commercial Vehicles* is a must for everyone interested or fond of trucks in general but it goes farther than that. As many makes of commercial vehicles were either built by automobile manufacturers as a sideline or, in a reverse switch, certain commercial vehicle concerns spawned a passenger-car sideline, this volume nicely augments the other earlier book in presenting the "complete" picture of a given make.

The book's title belies the true nature of the subject as "Commercial Vehicles" which, in the minds of many is a true misnomer, conjuring up a mental synonym, "trucks." Trucks are but a part of it although trucks of every size, shape, description and motive power are to be found. In addition to trucks as such, the volume contains text and illustrations of various types of bus, trolley-buses, cycle delivery vehicles, snowmobile delivery cars, fire apparatus, halftrack vehicles, hearses, scooter-type vehicles, road trains, steamrollers, taxicabs, tractors and tractor conversions.

For anyone even remotely interested in commercial vehicles, this book is highly recommended. And for those who need basic reference books on the shelves, *The Complete Encyclopedia of Commercial Vehicles* is a must. It is jammed with useful information and will afford many hours of delightful reading as well.

Keith Marvin

**It Began With A Ronald**, by Alex Matches. Vancouver, B.C., Mitchell Press Limited (printer), 1974. 144 pp, 8-1/2" x 11", hardbound, over 200 photos. 1976, 12 pp supplement included, with an additional 19 photos and material. \$9.50 - to Alex Matches, 4237 Glenhaven Crescent, No. Vancouver, V7G 1B8, BC Canada.

While basically a book on the history of the Vancouver, B.C. Fire Department, this is largely a photographic essay on the apparatus used by that organization from 1886 to 1976. The motorization of the City's fire department was started in 1907, and its equipment has always been the finest. Because of this, the illustrations are a particularly valuable addition to the history of self propelled fire engines in general.

It did indeed begin with a Ronald. Vancouver's first steam fire engine was a 3rd size, 600 gpm pumper, purchased from the John D. Ronald Company, Brussels, Ontario, in 1886, almost immediately after a devastating fire all but destroyed the young city. Throughout the book, Matches takes us to a parade of famous names such as Waterous, Amoskeag, Hayes, Silsby, Seagrave, American-LaFrance, Webb, Bickle, and many others.

Each of the eleven sections of the book is preceded by a page or so of Department history. These sketches are followed by a series of large photos of various sizes, up to double page spreads. Each photo is accompanied by pertinent information on the apparatus in question, and includes such material as -date, builder, size, cost, weight, registered number, shop number, in service (when and where), important comments on the vehicle, and its final disposition. The last section deals with the City's firehalls, and the supplement adds two more years to the history and updates some of the contents of the book.

The design and layout is beautifully handled, and the quality of the photos and reproduction is excellent. My only complaint, as one who uses photographs a great deal, is the unfortunate incidents where photos bleed off the outer edge of the page, or go too far into the central gutter, and parts of the apparatus are trimmed off or obscured.

All in all, *It Began With A Ronald* is a must for the collection of any fire buff or specialty vehicle enthusiast. Matches' brief historical notes are well written, and convey just enough information to make certain your appreciation of the illustrations. His access to Vancouver Fire Department archives, and his wide range of other sources, combined with his own enthusiasm, all help to make this one of the finest books in its field.

Eoin MacKaigh

**The American Association for State and Local History**, over a period of many years, has published a series of pamphlets, ranging from four to twelve pages, on specific areas of particular interest to the historic researcher and author, or various aspects of historical society or small museum planning and administration. While most of these pamphlets are of little interest to most SAH members, there are several that could be of considerable value, although covering more than our specific needs.

This review covers those pamphlets that this writer feels might be helpful in several areas - from oral history to securing grants for historical societies. Some may have only a paragraph or two that apply to our particular needs, while others are worth their weight in gold in regard to what we can glean from them.

In addition to their general content, each contains a brief bibliography, and this part may be as beneficial as the rest of the pamphlet.

Each pamphlet costs 50¢ and may be obtained from the American Association for State and Local History, 1400 Eighth Avenue, Nashville, TN 37103. A brochure of their complete listing is also available.

In numerical order, the publications are:



- # 3 *Effective Public Relations: Communicating Your Image.* Aimed primarily at small museums and historical societies. Any professional, semi-professional, and some of the larger hobby groups will find a great deal of useful information on such things as choosing a PR Officer; promoting the organization; coordinating activities; and many other items involving public image.
- # 5 *Storing Your Collections.* This is museum oriented, but the large collector of hard goods and/or delicate items might find some good tips here.
- #13 *Rare Book & Paper Repair Technique.* For the serious literature collector or the small library. Doing it right is a real chore.
- #21 *Methods of Research for the Amateur Historian.* While mainly concerned with research of the 19th century and earlier, there are a lot of good, basic bits of information here.
- #26 *Reaching Your Public Through Television.* As with #3, this is a more professional oriented booklet. It is, however, an excellent piece for Society leaders interested in broadening public knowledge of the Society's aims and activities.
- #34 *Publishing in the Historical Society.* Good for any group that wants to put more into print than the run of the mill newsletter. Covers types of publications; promotion; quality, preparation; design; manufacturing costs; personnel, funding; distribution, etc.
- #35 *Tape Recording Local History.* Probably the most valuable of the AASLH booklets, as far as the SAH members are concerned, it covers much ground that

has appeared in SAH NEWSLETTER issues #47 and #53, but you will find a few more good tips.

- #36 *Filing Your Photographs.* A thoroughly professional outlook which may seem excessive to most SAH members, but it is the way it should be done if you have a large collection.
- #39 *The Historical Society Newsletter.* Any club that wants to put out a first class newsletter should have this one.
- #42 *Producing the Slide Show for Your Historical Society.* Again, not aimed directly at most of us, but there's a good deal of helpful information for someone who wants to do a first rate job. More professional than amateur.
- #51 *Marking and Correcting Copy for Your Printer.* Any author who even pretends to plan going professional should get this one, as should any club publication editor.
- #53 *Spotting Mechanical Errors in Proof.* See above.
- #57 *Cataloging Photographs: A Procedure for Small Collections.* In this case, a "small collection" is larger than many of us have, and the information, on the whole, deals with collections with a wider scope of subjects. Still worth 50¢, though.
- #62 *Securing Grant Support: Effective Planning and Preparation.* Primarily for not-for-profit organizations. The money is there. This booklet will give your organization a better chance to get it.
- #63 *Photographing Historical Collections: Equipment, Methods and Bibliography.* Good basics for anybody.

JMP

## Little Known Facts

### Surmounting the Worst Possible Odds Division

The world of automotive advertising art has always been a little out of the ordinary, but in a field where the unusual is not unusual, it takes a little more to come up with an item that sets an individual very definitely apart from the rest of the crowd.

In a recent conversation with Peter Helck and Walter Gotschke, Peter brought up the name of James Williamson. His work will be familiar to those who know the American, Model A Ford ads of the late twenties and early thirties, or such items as his work for Packard in 1941, or of the Continental, Mark II.

There is no doubt that Williamson justly deserves a high rating for his artistic talents, and an even higher rating for being able to cope with what must be considered a major obstacle for any artist.

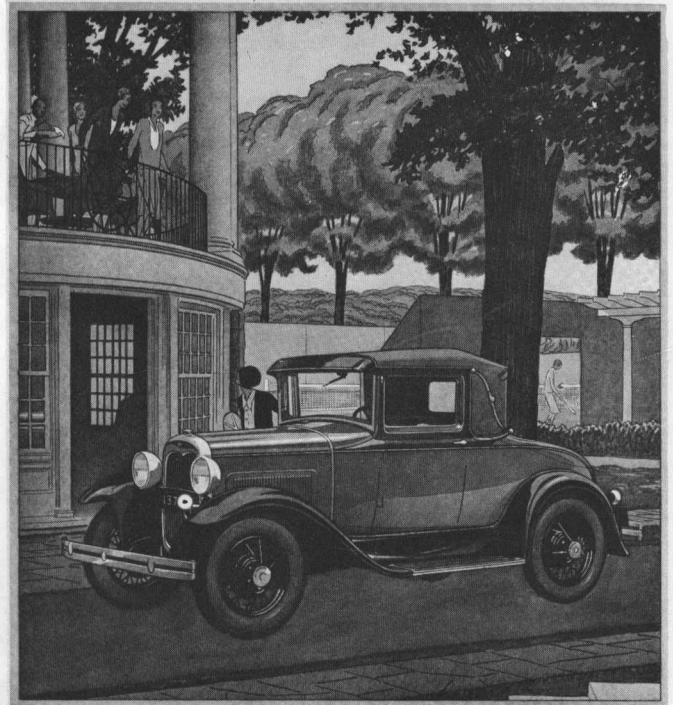
Williamson is color blind!

Speaking as an automotive artist, myself, I find it difficult to understand how he was able to overcome this problem, but overcome it he did. Of course, good friends were important, and it is known that another automotive illustrator, George Hughes, mixed colors for Williamson, and then identified them for him. It's obvious, from the finished results, that he surmounted his difficulties admirably, but to be able to overcome such odds is no less than amazing.

(George Hughes' work can be seen in 1937 Cadillac ads, foreign Model A Ford pieces and some 1954 Chevrolet items.

Particular thanks to Peter Helck, Gwilym Griffiths and Howard Applegate for their help on this piece. JMP)

### A charming companion for a busy day



The New Ford Sport Coupe

THE NEW FORD offers many advantages to the woman who uses an automobile constantly for quick trips to the Country Club, for shopping, the theater, for the many social and business activities of a busy day. Rarely is there to be found such an ideal combination of charm and utility. In addition to its beauty of line and color, the new Ford brings you an unusual degree of mechanical excellence and good performance. You will drive with a new feeling of confidence because of its safety and ease of operation and control.

A James Williamson illustration from a Ford ad which appeared in the Pictorial Review of May, 1930. Illustration: Dr. Howard L. Applegate.

# Designer? Dreamer? Delightful!

By John M. Peckham

Several years ago, a friend of mine, Constance Lovejoy, was given a group of small automotive body design drawings. They apparently came from some antique shop in northwestern Connecticut or southwestern Massachusetts. Other than that, their history is a blank.

For years, Connie and I have been curious about them. The artist, Paul C. Tewksbury, was obviously a draftsman of considerable skill, and a man of no mean artistic talent. His workmanship is precise, yet loving. His body designs are usually attractive, sometimes handsome, although originality had a tendency to slip by the wayside on occasion. His attention to detail indicates an excellent knowledge of the automobile, and his artistic style is more than that of a gifted amateur.

It is obvious that his drawings shown here are "dream cars". His 1931, "Hamilton '16'", with its 16 cylinder, 367 hp. (!), 140 mph (!) engine, will attest to that, as will "The Nordquist front drive".

Touches of Rolls-Royce, Mercedes-Benz and Bentley crop up regularly, as do duPont, Duesenberg, and a little bit of Franklin. Tewks, as he occasionally signs himself, was in love, and there's no doubt that the automobile was the recipient of his affections.

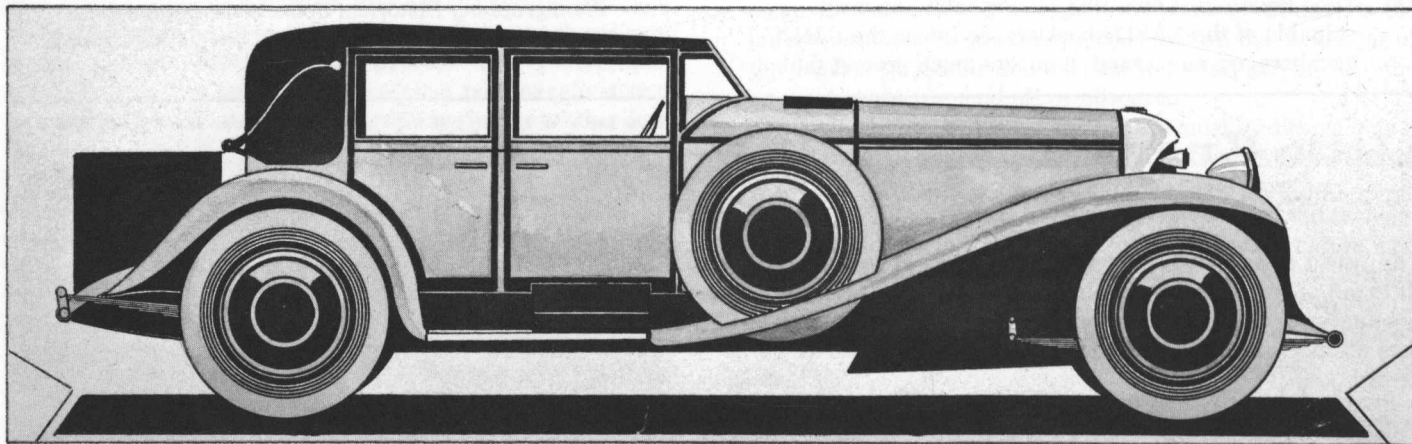
The drawings are done in ink, usually with a water color, wash tint. His lines are fine, and his lettering is that of a person with years of experience in front of a drafting table. His drawing of a "convertible sports sedan, on the projected Hall-Scott chassis" is the only one that breaks with his established style. More's the pity! It's done more as a sketch, rather than a formal design, and has far more charm than any of the others.

The question brought about by this passel of goodies is this: Who was Paul C. Tewksbury?

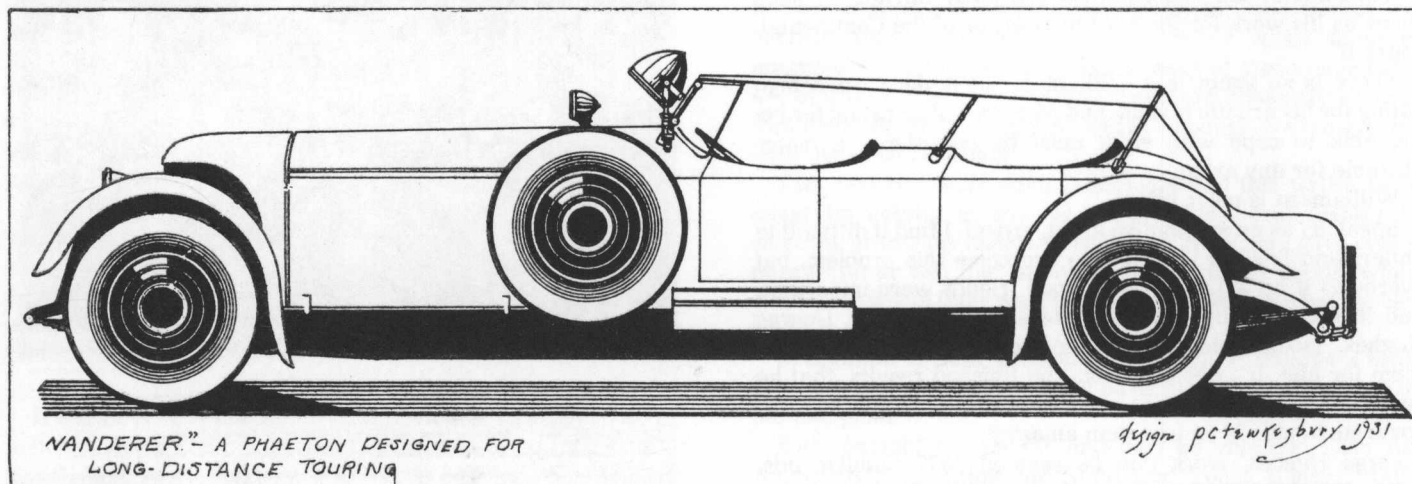
Did he spend his working hours at the Springfield Body Co., in Springfield, Massachusetts, or Holbrook, in Hudson, New York? Or is there a touch of Webster, Massachusetts', Waterhouse in his drawings? Or was he just a skilled dreamer?

There's no doubt that automobiles were his hobby, but were they his business, too? Draftsman; dealer; driver?

Can anyone come up with an answer?



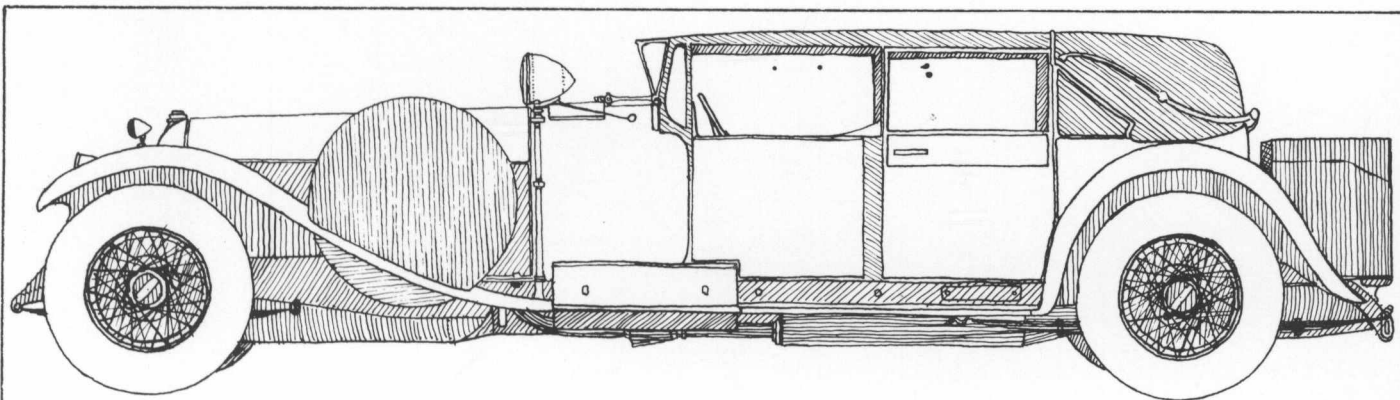
The Ace is another of his drawings, and sports a feature of all Tewksbury's enclosed cars, a 'V' windshield. This is 1931.



"WANDERER" - A PHAETON DESIGNED FOR LONG-DISTANCE TOURING

The 'Wanderer' phaeton was designed for long distance touring. It sports a faired in luggage compartment and a luggage rack, plus a top that would do nothing but keep the sun off the occupants.

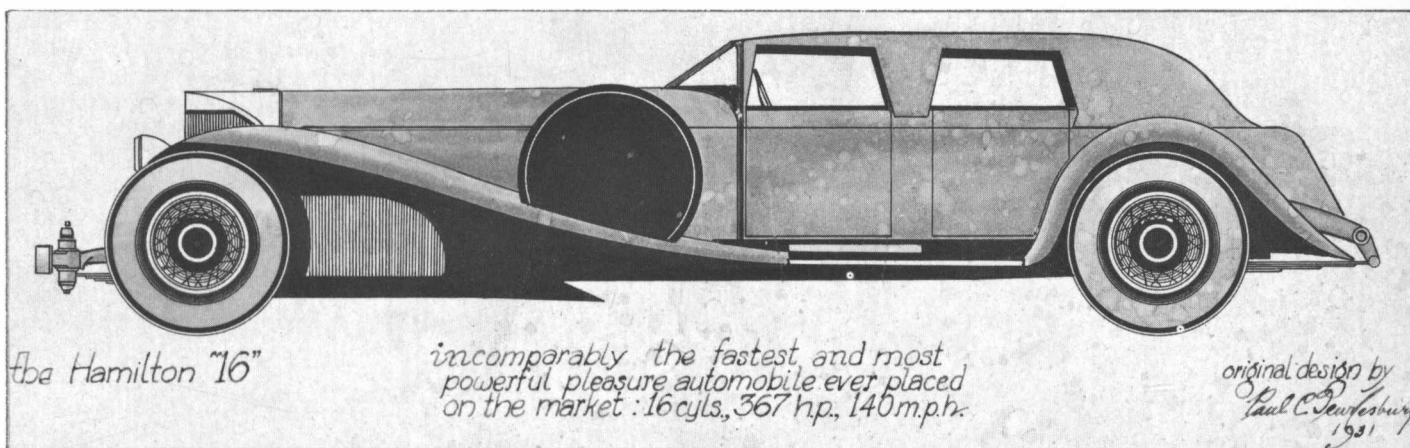
Illustrations: Constance C. Lovejoy Collection



*Convertible sports sedan on the projected  
Hall-Scott Chassis*

*Tewks  
28*

This 1928 sketch is a very unusual technique for Tewks. This shows what he calls a "Convertible sports sedan on the projected Hall-Scott chassis."



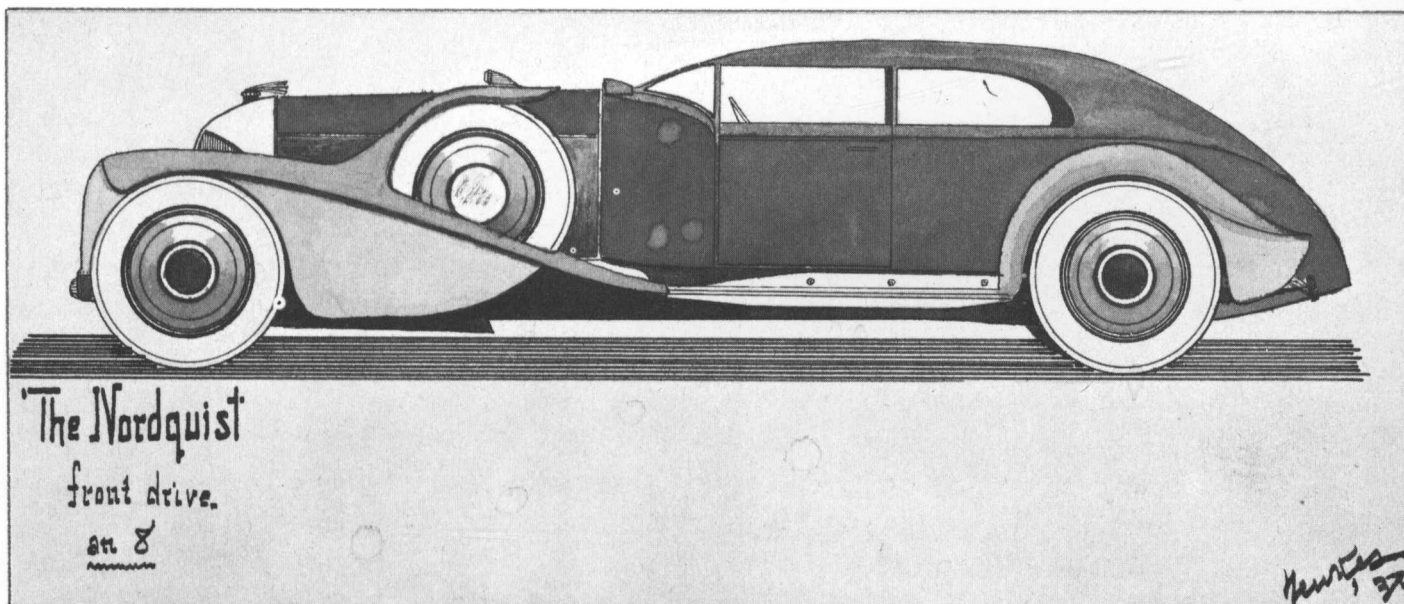
*the Hamilton "16"*

*incomparably the fastest and most  
powerful pleasure automobile ever placed  
on the market: 16 cyls., 367 h.p., 140 m.p.h.*

*original design by  
Paul C. Tewksbury  
1931*

Of all the Tewksbury designs, the Hamilton "16" gets the fanciest caption. He notes that it is "...incomparably the fastest and most powerful pleasure automobile ever placed on the market: 16 cyls., 367 h.p., 140 m.p.h." This is a 1931 design.

The 1930 Nordquist front drive was Tewksbury's wildest design, and the front fender treatment was one of his most original.



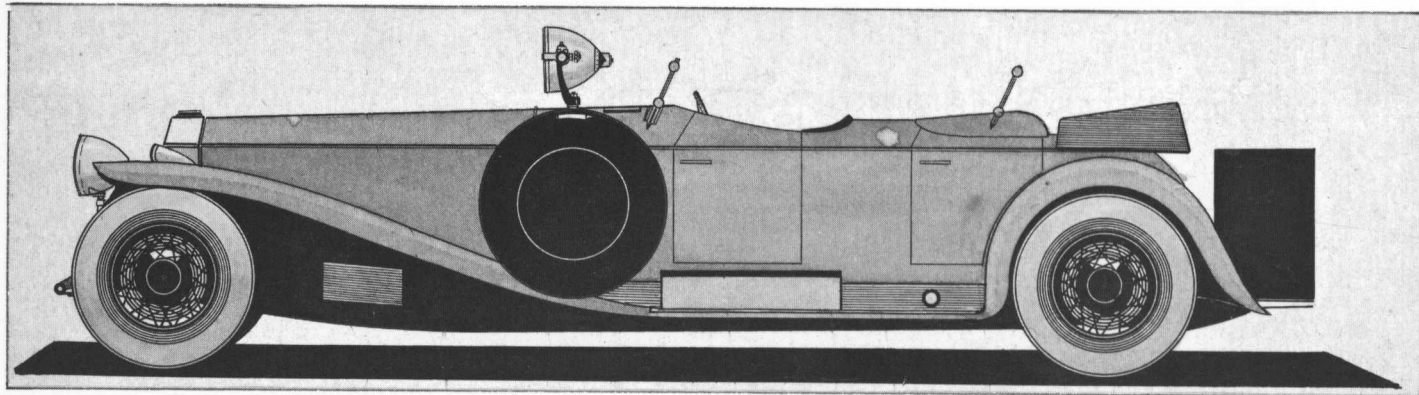
*'The Nordquist'  
front drive.*

*an 8  
cylinder*

*Nordquist  
30*

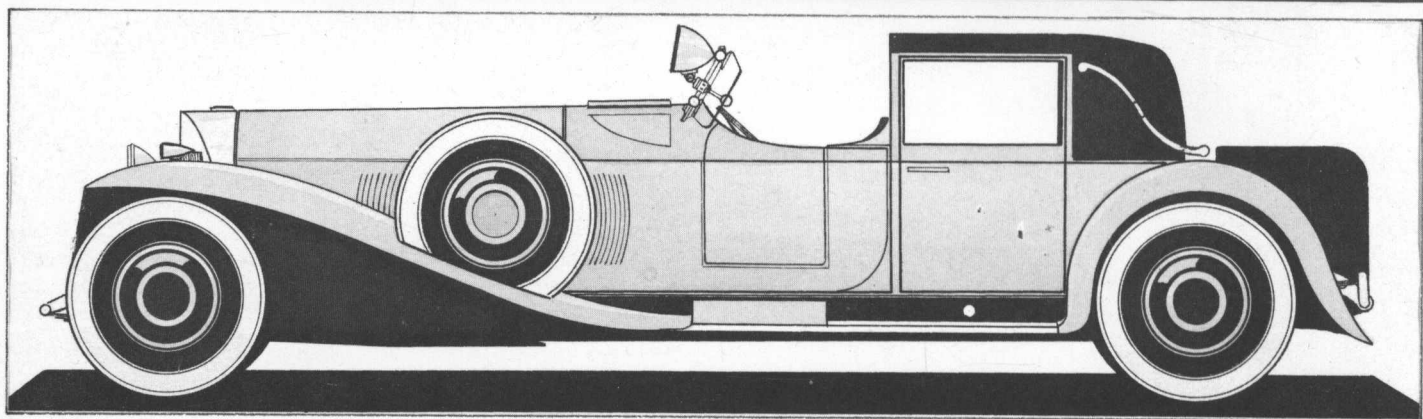
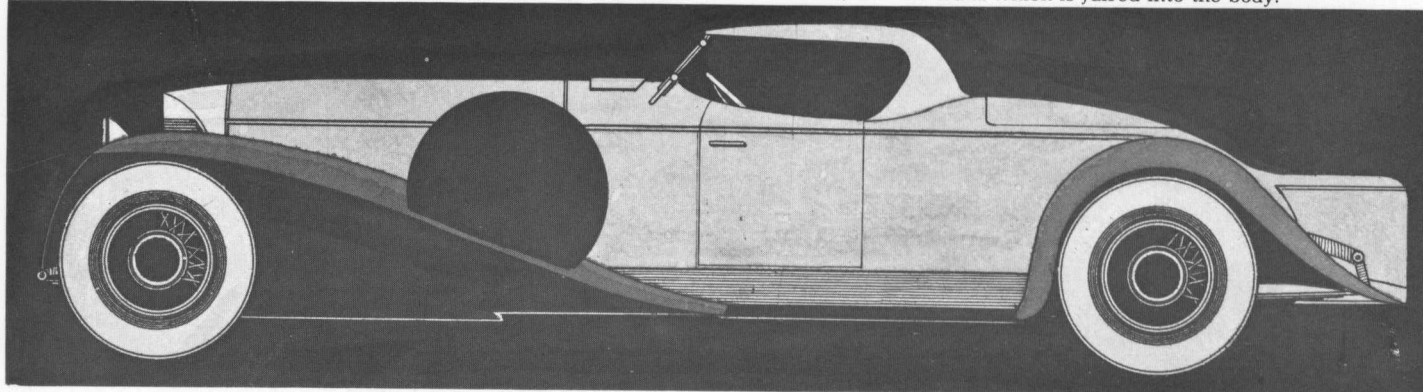
Illustrations: Constance C. Lovejoy Collection





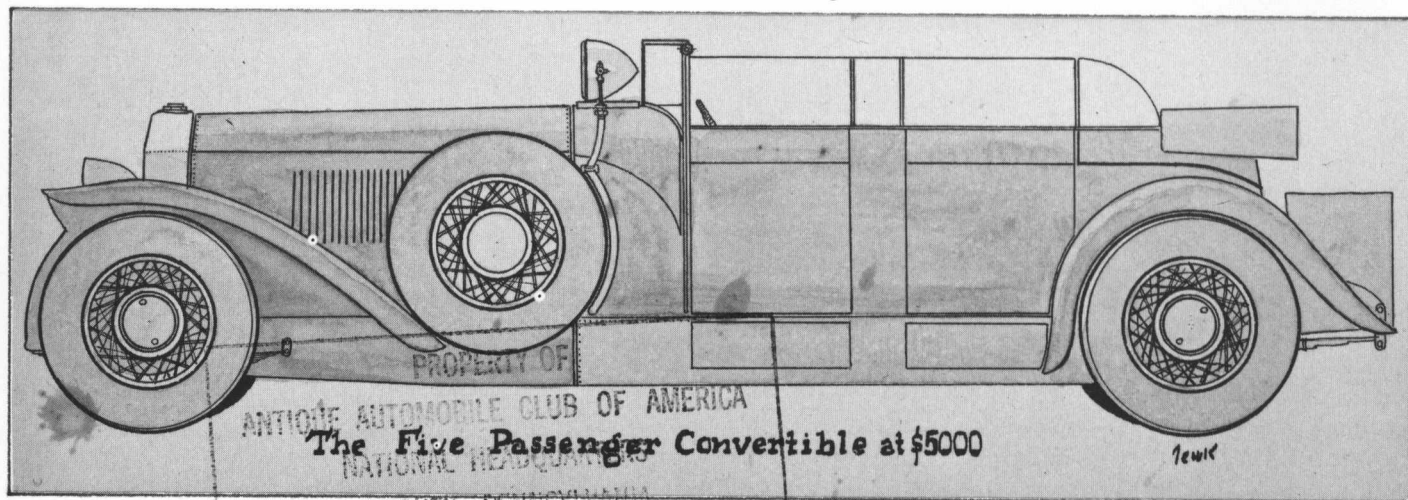
In 1930 Tewksbury did this Sports Phaeton for five, on an obviously Rollsish chassis, which sported what must be an automotive spotlight that held the world's record for size.

1931 was the year for this 4 passenger Roadster, long chassis. Unfortunately, the "long chassis" is not identified. Note the cover over the rear seat, and the trunk which is faired into the body.



For the formal set, the 'Cabriolet-Knox' on the Hamilton '16' chassis was a 1931 introduction.

"Bellanca" seems to sport a touch of Franklin. This five passenger convertible at \$5000 also sports a strange, double curved spotlight mounting. Its date is 1929.



Tewks