

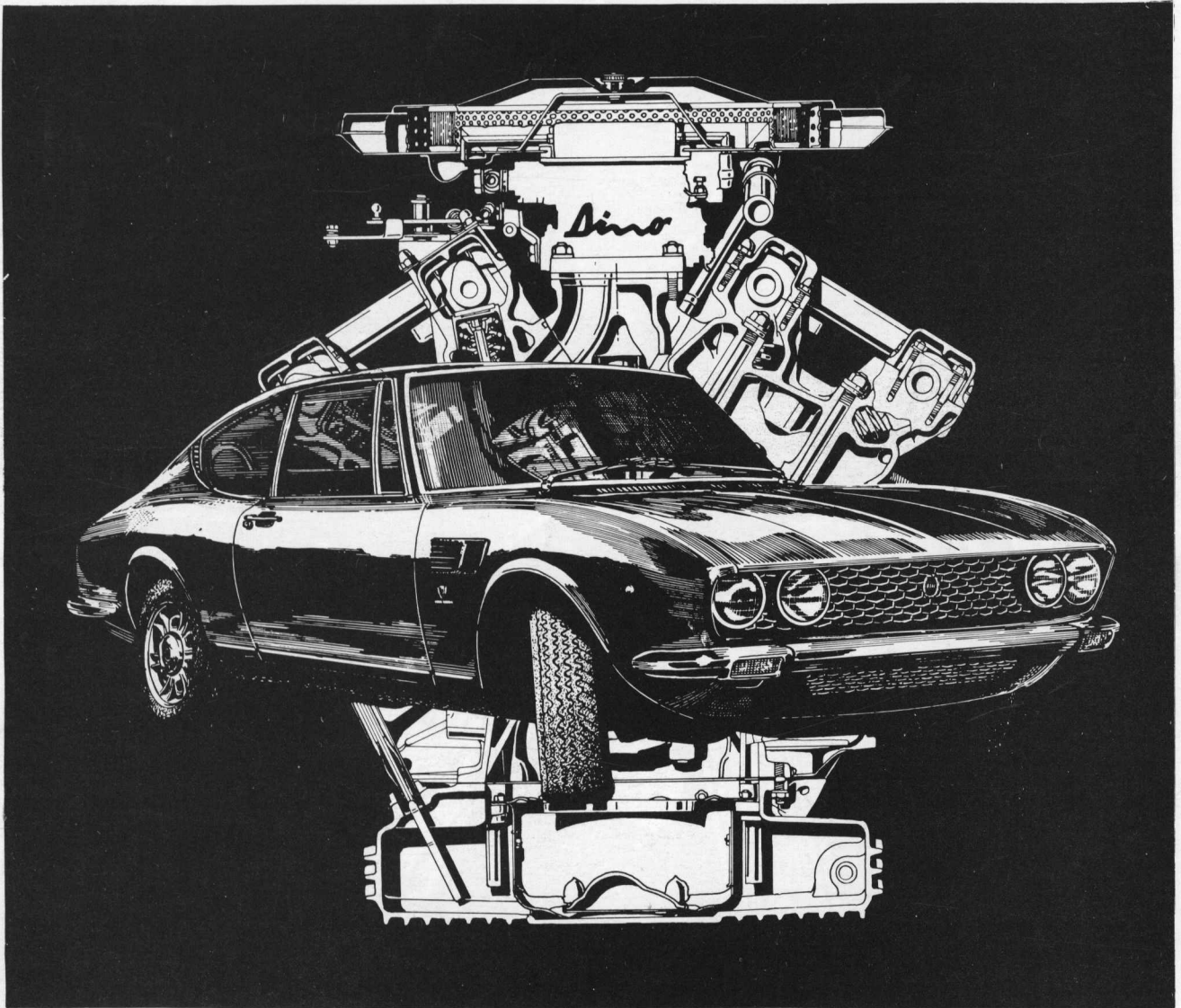
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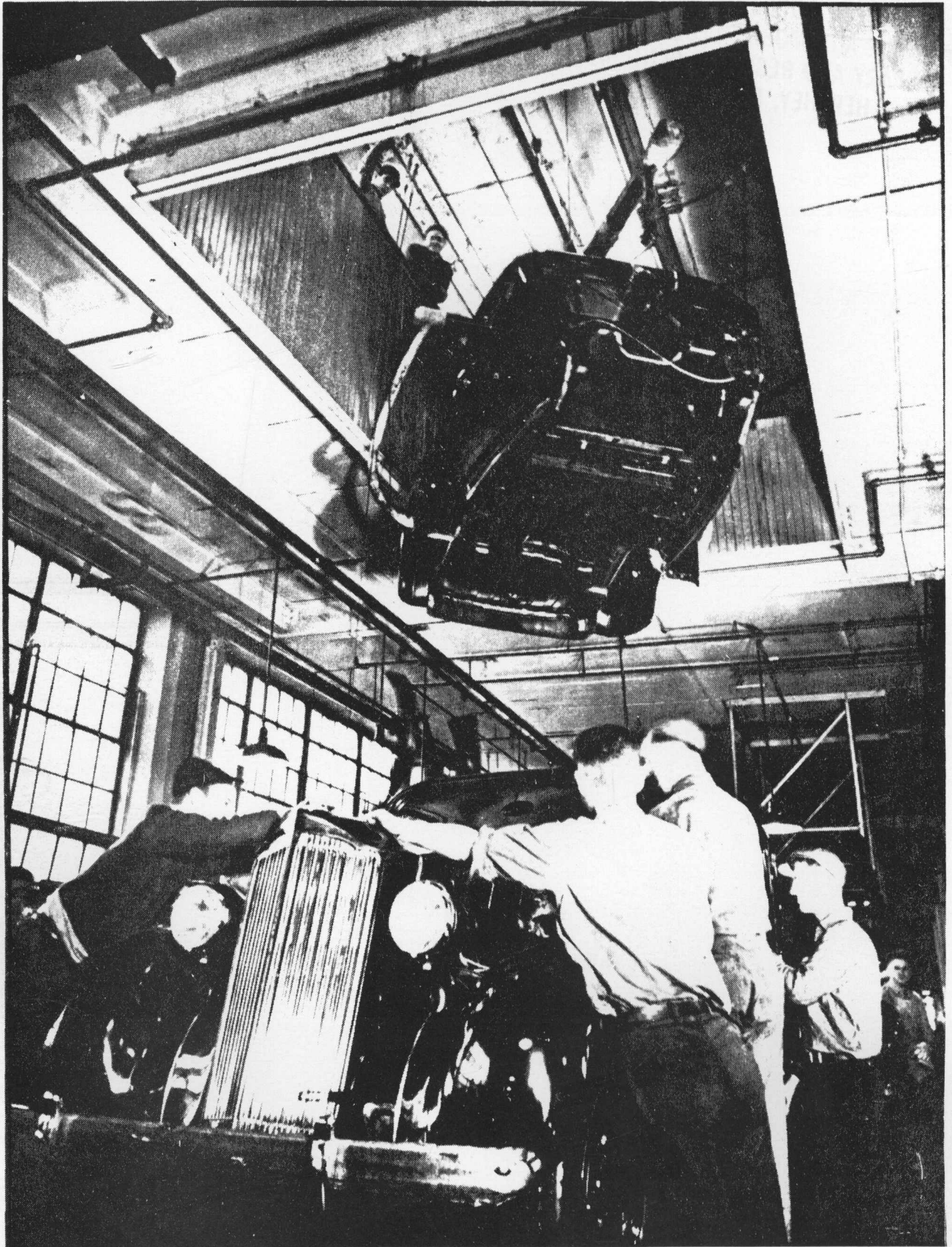
FALL 1984

ISSUE NUMBER 17

# AUTOMOTIVE HISTORY REVIEW



A PUBLICATION OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.





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The Society of  
Automotive  
Historians INC

EDITOR

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All correspondence in connection with Automotive History Review should be addressed to: Society of Automotive Historians, Printing & Publishing Office, 1616 Park Lane, N.E., Marietta, Georgia 30066.

Automotive History Review is a semi-annual publication of the Society of Automotive Historians, Inc. Type-setting and layout is by Brigham Books, Marietta, Georgia 30066. Printing is by Brigham Press, Inc., 1950 Canton Road, N.E., Marietta, Georgia 30066.

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# AUTOMOTIVE HISTORY REVIEW

FALL 1984

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## Fiat Dino Coupe and Engine

Front Cover

Ken Browning, of Tillsonburg, Ontario, Canada, sent this interesting ink drawing along with his article on the Fiat Dino which begins on page 5.

## Body Drop Station on the Packard Assembly Line — 1937

2

This Packard 120 is only about 20 minutes away from being a finished product. The body suspended in mid-air and awaiting the next chassis left the trim shop less than two minutes ago.

## Letters From Our Readers

4

Your letters of comment on the articles in this issue, or on any subject having to do with automotive history, are solicited.

## The 1967 Fiat Dino Coupe

5

A few of our members have said that they would like to see at least an occasional article about cars of a more recent vintage than those usually described in these pages, and others have commented that more should be published about vehicles made outside the United States. In this article about a European sports car, Mr. Ken Browning has contributed a story which should please both groups. Your opinions will be welcomed.

## The Pierce-Arrow and the Pennsylvania Garage

9

Mr. Paul Stimmler, of West Chester, Pennsylvania, narrates the history of a small-town automobile dealer who managed to sell expensive luxury automobiles in a very limited market.

## The Not-So-Merry Murray-Mac

14

This article by Arthur Lee Homan and Keith Marvin is a revised version of a story published many years ago in the *Upper Hudson Valley Automobilst*.

## Mr. Christen Remembers the Automobile

20

Mr. Steve Richmond, of Arcadia, California, recently interviewed Mr. Victor Christen, presently employed, at age 95, as a Chevrolet salesman whose association with the auto industry goes back to 1905.

## The Murray Eight Roadster of 1917

Back Cover

A reproduction of a page from a 1917 catalog issued by the Murray Motor Car Company of Pittsburgh, Pennsylvania, and contributed to *Automotive History Review* by Keith Marvin.

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, Michigan 48202

# Editorial Comment

The automobile pictured on the cover of this issue of *Automotive History Review*, and the article about it which begins on page 5, concern a car that was built as recently as 1967—almost certainly well within the lifetimes of all of our members.

From time to time, some of our younger members have mentioned that very little of the material in the SAH publications is about the cars which were made or the things that happened within their living memories. Still others have said that they would like to read more of the histories of cars built outside of the United States.

The points made by these two groups are well taken. SAH was founded 15 years ago, and not just a few of our present members were small children then. Of our present membership, 7¾% live overseas, in New Zealand, Australia, England, and many places in Europe, and 4½% reside in Canada.

The publication of the Dino article is somewhat of an experiment, and reader reaction is very much wanted. If more of this kind of material is requested, we'll encourage contributions, and the same applies to stories about the many fine and interesting cars which have been made around the world.

In the early days of motorized transportation, almost no one gave much thought to automotive history. From a stumbling start in the 1880's and 1890's, the business of producing and selling horseless vehicles didn't really get under way until shortly after the turn of the century, when a few of the "big names" which were to dominate automotive news in the years ahead made their first appearances—names like Olds, Buick, Ford, Cadillac, Studebaker, Hudson, Packard, to name only a few. And for every "big" name, there were hundreds of "little" names as well. Small auto-building ventures were launched in almost every state in the union, and their births and deaths were dutifully recorded in the trade magazines. The remaining volumes of these publications have become the most detailed source of automotive history available to us today. Virtually none of the men who founded all of these many enterprises are living today. Many of the factories have been demolished, or have been rendered unrecognizable by structural additions and changes.

In the early years of the automobile, improvements in performance, reliability, comfort, and appearance came rapidly. Each season's new models were eagerly anticipated, and little thought was given to preserving the records of what had gone before. It was not until the mid-1930's that the first antique car clubs were organized by the very few old-car collectors of the time. It was through these clubs that the recording and preservation of automotive history had its first organized beginnings. Now most of us have said (or have heard somebody else say), "This is something that should have been started years ago, when the real old-timers were still living and the information was fresh and available."

This is why we feel that articles on more modern automotive doings should be given space in the SAH publications, and recent events—VERY recent events—should be recorded now. History is being created every day.

May we have your thoughts and opinions?

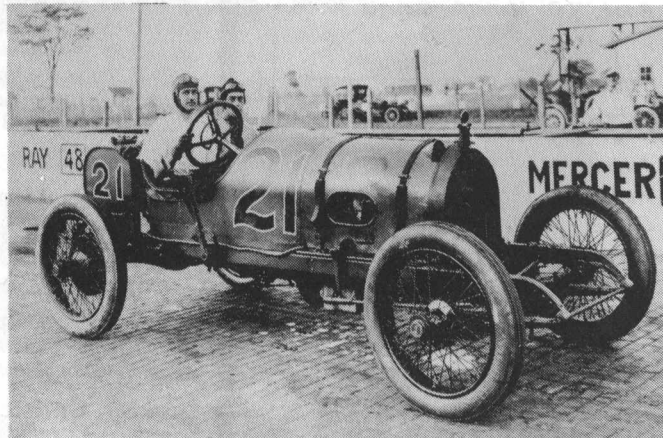


# Letters from our readers

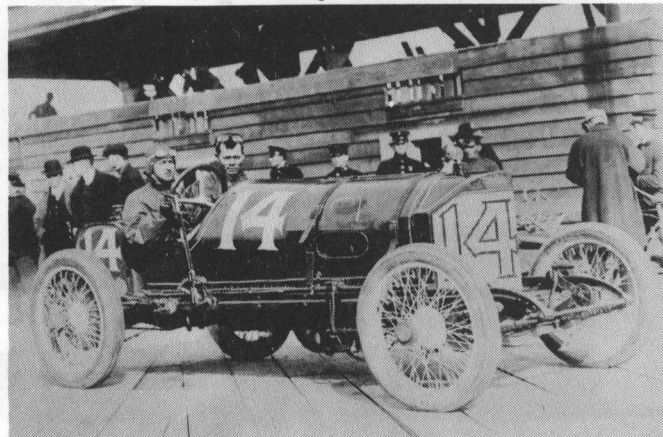
**From Jerry E. Gebby, 310 Appalachian Drive, Tucson, Arizona 85704:**— In the current *Journal*, No. 91, Mr. Valentine questions the name "Californian" as an additional make of car. I'm not attempting to answer the question, but am enclosing two photos showing what "they did" in one specific instance, the one cited in the Valentine story. I have seen car No. 21 on several occasions, and on No. 14 I note a switch in riding mechanics and racing numbers; also a V-type radiator shell and grille has been added, as well as some extra striping in the paint scheme. Two of this team exist today, both basket cases.

Incidentally, this renaming was common in the teens, and was usually applied to Duesenberg cars. The D brothers sold cars to anyone with the money to pay for them, which often resulted in the team Duesenbergs plus four or five similar cars painted another color and going under the name "Jones Special" or something similar— often a car manufacturer; sometimes an individual owner.

Also, the Ralph Hamlin mentioned as a motorcycle dealer, later became the Franklin dealer in Los Angeles and sold them as long as Franklin built cars. He specialized in economy runs and won several contests of that type.



INDY 500, 1914—Caleb Bragg in one of the new Mercers built for the 1913-1914 races. Engines were larger than earlier Mercers.



1915 VANDERBILT CUP AND GRAND PRIX—The "Californian" and driver Caleb Bragg in the Mercer he drove at Indy in 1913 and 1914. Photos from Indianapolis Motor Speedway, contributed by Jerry Gebby.



*The Cover Story...*

# The 1967 Fiat Dino Coupé

BY KEN BROWNING  
Tillsonburg, Ontario, Canada

*Mr. Browning wrote this article back in 1974. At that time, the editors of a well-known automotive magazine declined to publish it because they considered the car not "exotic enough for a classic and yet not common enough for a used car classic" and obviously not old enough to be regarded as an antique. Thus none of this material, including the ink drawing on our cover, has ever been published (factory photos excepted, of course).*

*This interesting and unusual vehicle, of limited production, has historic significance, and the article is basically historic in content.*

The idea of a "gran turismo" coupe was born at Fiat in 1963. Bertone was to be entrusted with the body work, and Fiat would supply the mechanical units, including a 1600–1800 cc. engine. For the base, Bertone was given both that of the "1500" (to be enlarged) and the "2300" (to be shortened) to work on. This would have meant the inclusion of many off-the-shelf components, resulting in obvious economic advantages. Despite the fact that the desired result was tentative at this point, the concept remained firm—a comfortable four-seater coupe, i.e. a family grand touring car.

Bertone had already prepared mock-ups on both of the chassis in question when, on March 1, 1965, Fiat and Ferrari issued the following statement: "In accordance with the decisions of the International Commission on Sports on the Formula 2 (1967) racing, which prescribes a minimum production of 500 units in 12 months to obtain the homologation and therefore derive an F.2 engine, Ferrari has made an agreement with Fiat whereby Fiat is to produce the six-cylinder Dino engine in sufficient numbers to allow its adoption on the new single-seater Ferrari." With this announcement, most of the previous work on Fiat's "gran turismo" car was negated; but now the car had a concept, an engine, and an identity—the Fiat Dino Coupé.

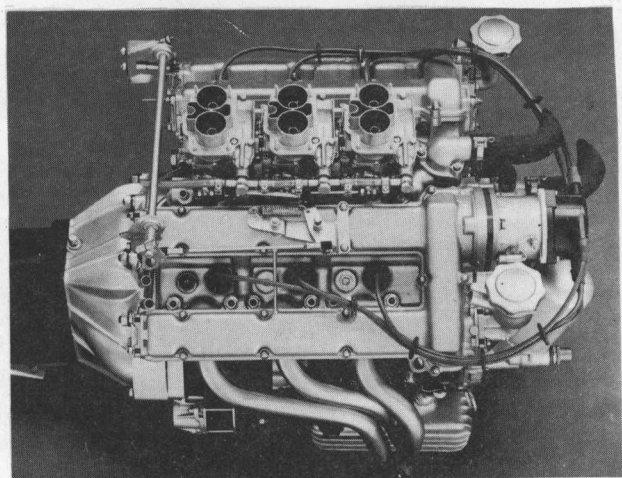
From 1967 to 1972, a total of 6068 Dino Coupés were built, and although the car was exhibited at Expo '67 and the first International Motor Show in Montreal, it was never officially imported into North America. A few 1967 models, however, (the only legal year for importation into the United States) of both the coupe and Spyder did make it to these shores.

The engine, and *raison d'être* of the car, is the familiar Dino 206 unit, a 1987 cc. 65° V-6. If for no other reason, the Fiat Dino deserves a place in automotive history as being the first production car with electronic ignition. The unit, which is quite bulky by today's standards, was developed by Magneti Marelli, and includes a switch for cutting in an extra hot spark. As Fiat literature states, "despite the great specific power of the engine, it handles with ease the slow driving and long queues." The 1967 model has a very conventional layout. The engine is followed by a five-speed transmission (unique to the

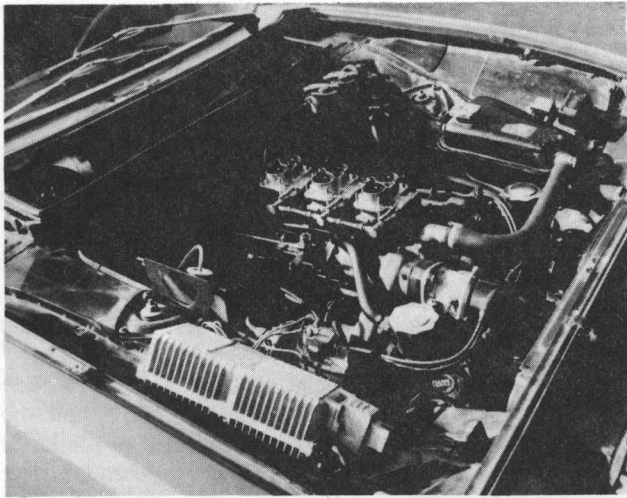
Dinos) and power is delivered to a rigid rear axle supported by leaf springs, torque arms, and dual shock absorbers. It's only academic for us, but an engine enlarged to 2418 cc. and an independent rear suspension were made standard with the 1969 model.

Starting from scratch with a totally new base, Bertone developed a sporty and tasteful four-seater coupe. I think the car is a fine example of the styling renaissance of the latter half of the 60's (think about it). While it doesn't attract crowds of admirers, by the same token it is destined to age very gracefully. Many elements which were to become clichés are present. These include the fastback roofline leading to a chopped-off tail, the upsweep of the beltline at the rear window, and a fender contour that can trace its heritage to the Lamborghini Miura. All of these details, however, blend so well that the car can be considered only as a whole with no feature out of place. The most deceptive thing about the car is that it is smaller than it usually appears to be in photographs. Compared to the Camaro of the same year, the Dino is more than seven inches shorter. The only criticism of the styling that I have is that, from certain angles, the windshield seems very tall and upright—but more on that later. All of the louvers and vents on the car are functional. The two central vents on the cowl are intakes for the heater, and the outer ones exhaust engine compartment air. The intakes for the flow-through ventilation are located behind the headlights. The vents behind the front wheels exhaust bypass air from a pressure regulator located in this system. This maintains the quantity of air flowing through the interior at a comfortable level regardless of vehicle speed. The final vents, located at the rear edge of the side windows, exhaust interior air.

The wheels are another noteworthy exterior feature. This wheel was designed specifically for the Fiat Dino, and in 1967 was chosen as one of ten award winners by the Italian Industrial Design Association (A.D.I.). The reason for awarding its "Compasso d'oro" (Golden Compass) to the wheel read: "The Committee recognizes in this case the high validity of the technological solution which, without affecting the technical and constructive requirements, highlights the trad-



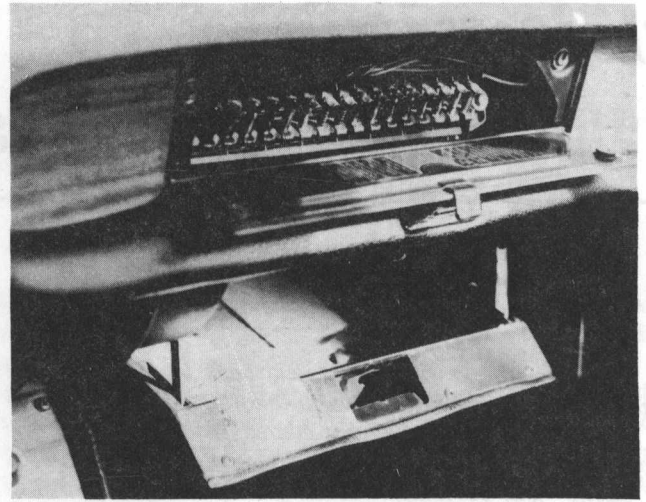
Dino's engine, a 65° V-6, of 1987 cc. displacement. (Factory photo)



The engine room of the Fiat Dino. The massive air cleaner has been removed. The finned box in the foreground is the electronic ignition unit, developed by Magneti Marelli.

itional expression of the product." Whether by design or by chance, the wheel does not complement the car. Since that time, the design has been carried over to the Ferrari Dino and is optional on the Fiat 124 Spyder. For some unfathomable reason, Fiat chose to black out part of the wheel with paint, beginning with the 1969 model year and hence changed its classic character.

Once reasonable aerodynamics and adequate power are established, a "gran turismo" car is only as good as its interior. In this area the Dino Coupe sets a standard for cars of its size. To begin with, there is no reason to have to apologize to rear seat passengers. The rear seat is basically two bucket seats with arm rests and enough leg room and headroom to easily accommodate adults. Although the seating position doesn't allow movement, it is quite comfortable with support in all the right places. The detailing includes well-positioned grab handles to aid ingress and egress. To achieve this full four-seat capacity, it was necessary to compromise the trunk, which is somewhat smaller than might be expected. It is quite shallow since the spare tire (185x14) is located under the floor, but the rear seat backs fold down individually to form a useable platform. Thus the car becomes a two-, three-, or four-seater, depending on the luggage that has to be carried.

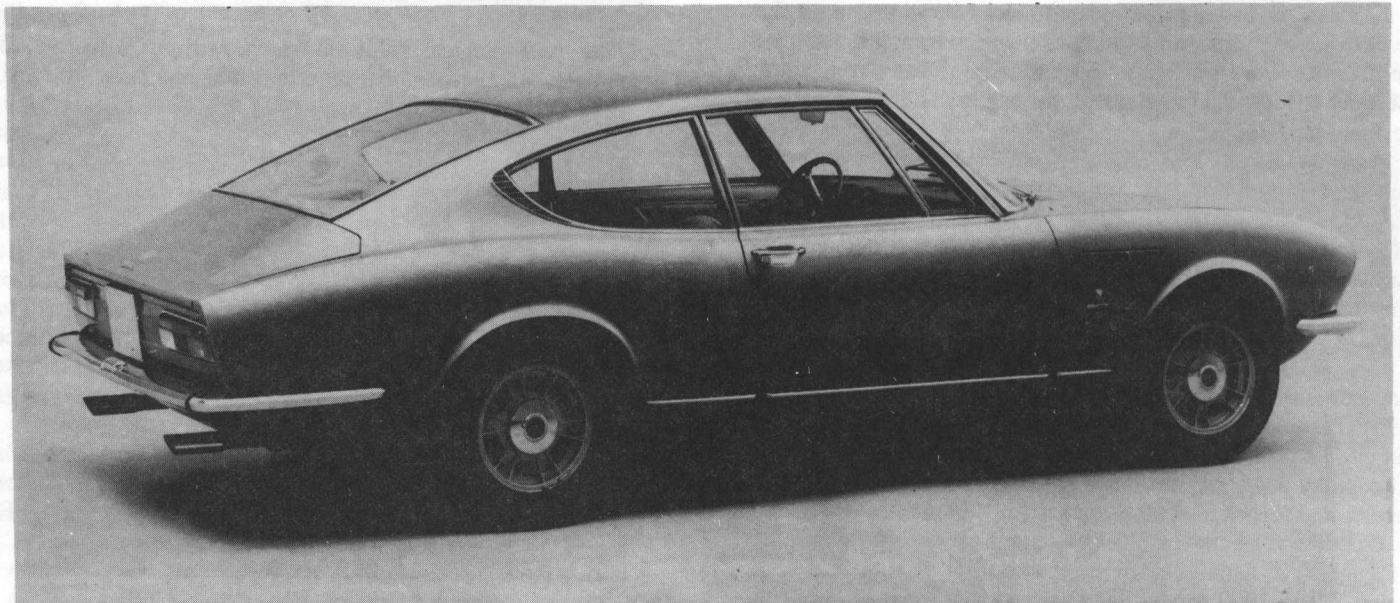


Dino's fuse panel, accessibly mounted behind a hinged door in the dashboard. (Other automobile makers please copy!)

It is the ideal compromise. The front bucket seats appear small and thinly padded, but are firm and provide adequate lateral support. (After all, this is a gran turismo, not a racing car.)

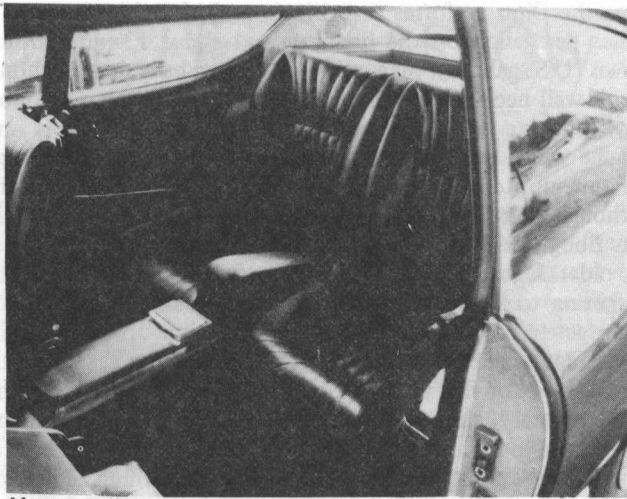
The instrument layout is very attractive with well-shrouded gauges, and the all-important oil pressure gauge occupies the central position. This is flanked by the tachometer on the left (red-lined at 8000 r.p.m.!) and the speedometer on the right. The three minor gauges and clock are located in this elongated instrument cluster, but here function has taken somewhat of a back seat to aesthetics, as the oil temperature gauge and clock are obscured by the wood-grain steering wheel. The car utilizes the standard Fiat stalk controls with lighting and turn signals on the left and windshield wiper on the right. The right side of the fascia contains the highly accessible fuse box behind a wooden door, with the drop-down glove box (containing the hood release) below. As an example of the thought that Bertone put into the interior, the underside of the glove box is padded.

On the console is a full array of clearly identified switches for the minor functions. These include a separate switch for the instrument lights and a spare switch so that extra lighting can be added to the car without cutting up the fascia or console. On either side of the shift lever are the power window

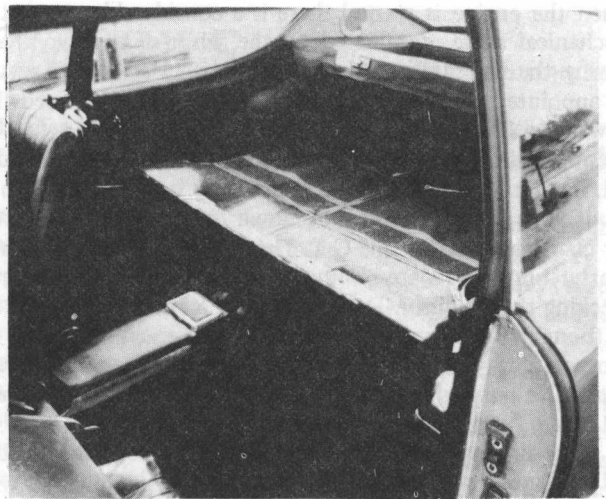


Rear and right side view of the Fiat Dino Coupe. The squared-off rear trunk, now a nearly standard styling feature, was just making its first appearances at about the time the Dino was introduced. (Factory photo)





Many small sport coupes from the sixties to the present have offered only minimal seating accommodations for rear seat passengers. The Fiat Dino Coupe, however, provided seats with armrests and comfortable leg and head room.



To allow more capacity for luggage or packages than the very small trunk provided, the rear seat backs could be folded to a nearly level position.

switches. Power windows (very slow) are standard on the Dino Coupe, and the only options on the car when it was originally introduced were metallic paint, radio, sun-roof, and air-conditioning. With regard to the windows, I was skeptical about the functional aspects of the small twist knobs which open the front vent windows and lower the rear windows a couple of inches—that is, until I tried them. Besides looking good, these knobs do their job smoothly and with little effort.

The final controls are for the ventilation system and consist of four levers just above the console (the fifth is the choke). The main system includes the pressure-regulated flow-through element already described, as well as a heater circuit which has four adjustable outlets at the base of the windshield and two at the forward end of the console. This console also serves as a duct to convey heated air to the rear footwells, again by adjustable vents which can be closed if desired. But this is only half the story, as the car was designed from the beginning to include the optional air-conditioning system. When this is installed, twin heat exchangers and fans are located in the body panels on either side of the rear seats. Air is taken in through small grilles above the armrests. The ducting system is completely separate and outlets have been carefully located to avoid uncomfortable irradiation. Contrary to pop-

ular opinion, a cold blast of air in the face is not the most healthy way to keep cool. Upper ducts are located between the roof panels, and direct cooled air over the surfaces of the side windows. A lower ducts cools the rear footwells and conveys air through the floor until it exits directly under the ventilated front seats. Summing up the interior, it is characterized by an outstanding ventilation system, luxurious appointments, and a painstaking attention to detail.

I have been a fan of exotic cars for some time, and as I researched and studied the Dino Coupe for this article, I was struck initially with a strong sense of *deja vu*. The layout and details of the car were somehow familiar, and then I realized that it was directly followed by at Bertone by the development of the Lamborghini Espada. The interior similarities of the two cars are unmistakable and the ventilation system was transferred intact from the Dino to the Espada. So, although the Marzal show car was heralded as the prototype for the Espada, I feel that honor belongs to the Fiat Dino Coupe despite the difference in external styling idioms.

The car in the photographs is owned by Dr. D. R. Boughner and is a 1968 model (legal in Canada) but is essentially identical to the 1967 version. The first thing I noticed when entering the car was the unmistakable aroma of the leather seats.



Front and left side view of the Fiat Dino Coupe. Note the attractive wheel design, which won a "Compasso d'oro" (Golden Compass) award. The vents on the front fenders were functional. (Factory photo)

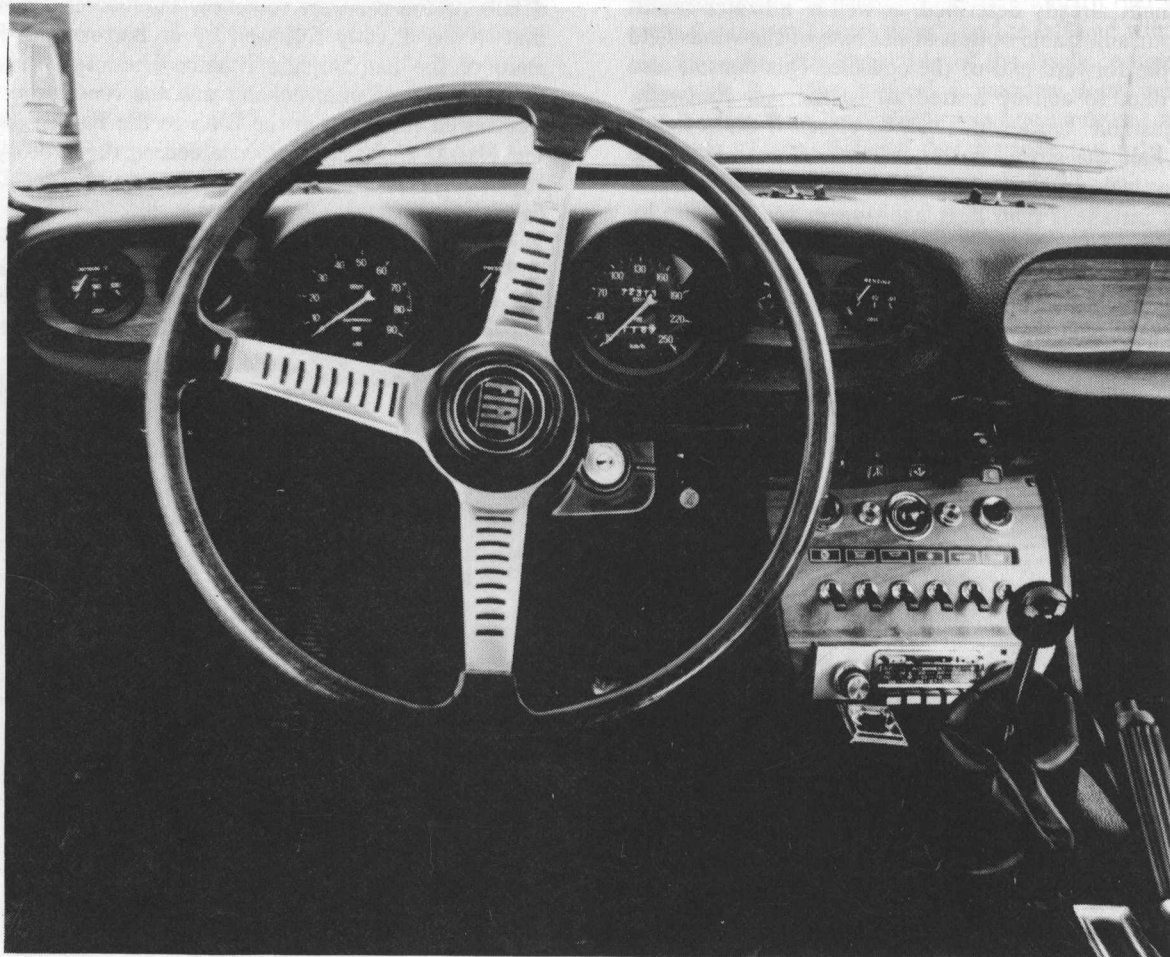
When the engine is started there is a considerable amount of mechanical noise, dominated by the whirr of the two chains driving the camshafts. This soon diminishes as the oil gets to its appointed locations. Getting under way, I discovered that forward visibility was phenomenal. The very open sensation doesn't result so much from the fact that the windshield is tall, but rather that the hood seems very low. It appears to be about knee height as you look down on it. There is no excuse for claustrophobia in this G.T. The beltline is low and the rear quarter blind spots are minimal. As I was looking to the rear checking the visibility. Dr. Boughner remarked that the rattle he thought I was looking for must have been coming from my photographic equipment, because the car doesn't have any rattles. He was right. The only sounds were subdued mechanical noises from the engine and transmission.

City driving is not the Dino's forte as both the shifting and low-speed steering are quite heavy. This, combined with the relatively high gas pedal and long second to third shift, pretty well eliminates gung-ho driving. Out on the open road it is another story as the steering lightens and the engine proves to be eager. There is very little torque below 3000 r.p.m. and with the widely spaced gears you can't afford to skip any. On an empty, paved, secondary road, the ride emerged as being firm but all small shocks are effectively absorbed. Under acceleration (very respectable considering the weight of the car), the engine imparts a throaty sound, and visions of cruising through the Alps headed for Cannes danced through my head. The impression was short-lived as we soon returned to civilization (read: 30 m.p.h. limit).

What is involved in owning such a car? In these enlightened times, the first question must concern gas mileage and in this

area the Dino performs surprisingly well. It achieves up to 20 miles per gallon on the highway and about 13 miles around town (U.S. gallons). Magneti Marelli must have done its homework well because the electronic ignition has given no trouble, even starting at 10 degrees below zero, F; and this is on a engine which has traveled more than 70,000 kilometers. Regular tune-up items such as air and oil filters are readily available although delivery from the factory takes six to eight weeks. Dr. Boughner told me that he could identify with the owners of older Jaguar XK-E's in that the car requires considerable tinkering to keep everything in good working order. He had been getting reasonable service on minor tune-ups, etc., from a local Fiat dealer until the Dino lost a gear. The car sat on the dealer's lot for five months before the right parts arrived and, unfortunately, the transmission was ruined in the end. It has to be held in first gear and the owner doesn't know what to do now. That is a rather stiff price to pay for owning an unusual automobile.

In conclusion the question must be asked: did Fiat achieve its goal of producing a family grand touring car? The answer is an unqualified "Yes," albeit at a price of around \$8,000 when new in 1967. There was only one contemporary car that appeared to have met the same specifications, i.e. a small displacement, high performance, four-seat grand touring car. That was the Lotus Elite. Perhaps the relevance of the Fiat Dino Coupe today might lie in setting it up as a target for the new class of sports coupes to aim at. For instance, I find it intriguing that the length, width, and height of the Monza 2 + 2 are all within an inch or two of those dimensions on the Dino.



The view from the driver's seat



# THE PIERCE-ARROW AUTOMOBILE

By Paul T. Stimmler

## and the PENNSYLVANIA GARAGE

*In my various efforts to complete the restoration of my 1930 Pierce-Arrow Roadster, I have made many interesting friends and contacts. Perhaps none to date has been as intriguing as a chance occasion to stumble upon the history of the Pierce-Arrow dealer in my own town of West Chester, Pennsylvania.*

*I was in the process of seeking recommendations for a local machinist to do some engine work when I was referred to a shop in nearby Media. The proprietor, a Franklin fan as it develops, made the passing comment that his car had been purchased from the original owner who, in turn, had bought it from a dealership which handled both Franklins and Pierce. This seemed to be a possibility, as Pierce, due to its low volume, was often sold at multiple-marque dealerships. The address given me was the site of a present-day Mercedes dealership. A trip to the local historical society established that piece of information to be incorrect. However, what I did turn up has occupied most of my free time for the past three months. It is the story of a most interesting and industrious man who was the Pierce dealer and of the establishment he founded, called The Pennsylvania Garage, which took on a life of its own.*

*As I plowed through documents and conducted interviews it struck me that this story typifies the experience of most small town premium-make dealers before and during the Great Depression.*

*Paul T. Stimmler, March 1984*

It is generally conceded by most of those in classic and historic automotive circles that the Pierce-Arrow marque was the finest quality automobile ever made in the United States; and certainly among the finest in the world. The term 'fineness' was one which Pierce itself used consistently in virtually all of its advertising campaigns over its 37-year history.

It was not the most expensive car made—Duesenberg certainly cost more; and not the most powerful—the Cadillac and Marmon V-16's and early Lincoln V-12's had mightier engines. When it came to luxury, perhaps even the Hispano-Suizas and Roll-Royces of their day may have been of equal or better finish. But no make, American or foreign, could match the combination of luxury, refinement, power, speed and superb engineering. Because of these attributes, Pierce-Arrows were the consistent choice of the upper echelons of society and business. Among Pierce's engineering firsts were power steering (1926), vacuum assisted power brakes (1927), tinted glass (1933) and four-directional headlight control (in 1936). They are perhaps best remembered by the general public for their most distinguishing feature, the in-fender headlamps.

They were never in great supply. Between the years 1901 and 1938, about 85,000 Pierce automobiles were turned out in Buffalo, New York, or about 2,300 per year on the average. That comes to less than ten per work day. It is interesting to note that for 1930, for example, one of their most prolific years, reported auto production (they also made trucks) was 6,919 units. That same year, by comparison, General Motors reported assembly of the same number of Chevrolets in one day!

Most states keep records of automobile registration for only five years. Pennsylvania is no exception, and so we have

no way of accurately measuring how well Pierces were accepted here. We often have to rely on contemporary news accounts, company advertising copy (which is always suspect), and recollections of people who lived those days and whose memories are sometimes flawed. One possible clue, however, may be the Pierce dealer network. A copy of this for 1929 survives and it lists a whopping 369 outlets in the United States, and seven more in Canada in ten zones. That makes one outlet for every 19 cars sold in 1929, but it must be remembered that Pierce was almost always sold with other makes. In some cases these were just small local garages whose owners qualified for distributor status. The owner would take the order, place it with the home office, and take delivery at a local rail siding, or at a larger dealer outlet or zone headquarters. There were 45 such Pierce-Arrow outlets in Pennsylvania in 1929, or 12% of the distribution network in the United States.

Pierce-Arrow's commitment to quality was legendary. It was considered by the management to be such a public trust or sacred obligation that in 1935, when facing a possible decision to develop a cheaper car to stay alive or continue on with the high quality, albeit expensive, line to the bitter end, they consciously opted for the latter. Summary notes of board meetings in 1934-1936 reveal that they toyed with various schemes for survival, but never seriously considered a variation of their charter in order to appeal to the pocketbooks of Plymouth, Ford, or Willys buyers.

The town of West Chester, Pennsylvania, has been the seat of Chester County since 1799. The beautiful countryside, with gently rolling hills, thickets, and green meadows is reminiscent of many Constable paintings of the English countryside. It has an abundance of rich, fertile soil which provided a livelihood for, and was home to, gentlemen and career farmers, industrialists and horse fanciers. It was quite a prosperous area in the first half of this century. In 1930 it had a population of 14,000, not particularly large even in those days. It was home base for some of the larger industries of national reputation, such as the Sharpless Cream Separator Company, Moulton Davis Lumber Company, Ball Brasses and Schramm Air Compressors. The last three are still in business. Penn Mutual Life Insurance and a great number of banks and dairies were also thriving then. Until five years ago, it was the major mushroom-growing center of the United States. E. H. Jacob, the owner of one such establishment, was a Pierce-Arrow owner, according to local records.

Polk's West Chester city directories for the years 1926-1933 list the Pierce-Arrow distributorship as being at the Pennsylvania Garage, 120 North Walnut Street, with its proprietor being George G. Moses. A picture of the garage taken about 1926 is shown in Figure 1. In no other years is a Pierce distributorship listed in the West Chester directories, so we conclude that Pierce was represented directly in that area for only those eight years. They are, however, in the opinion of many Pierce fanciers, among their finest years. They included the Model 81, a superior car for 1928, the new eight-cylinder engine and all new design change for 1929, and the V-12 engine in 1932.

Pierce, in those years, sold for about four times as much as the average automobile. How many Pierces Moses sold in



Fig. 1. — The Pennsylvania Garage at 120 North Walnut Street, West Chester, about 1926. New cars were displayed in the large windows, and used cars were sold also. The second floor of the building was used for the manufacture of two-wheeled "breakcarts," used for breaking in young horses. Note the curbside gasoline pumps.

those years is a subject for conjecture, but historian Marshall Jones, who knew him and went to school with his oldest daughter, thinks the number was very small. Only three purchases to-date were able to be documented by the author.

George Moses' fascination with automobiles had its beginnings early in the twentieth century. He began his business career in April 1903, at 15 North Walnut Street in West Chester where he sold harnesses, blankets, cream separators, and did blacksmithing, woodworking, painting, and general repairing for horsedrawn carriages, farm vehicles and machinery. About a year later he developed a unique two-wheel horsecart of his own design, and dubbed it the "breakcart," apparently for its utility in breaking in young horses. It is still famed today in Chester County, Pennsylvania, and in horse circles along the U. S. east coast as the "Moses Breakcart."

Shortly after the Krit Motor Car Company, of Detroit, commenced production in 1909, and until its plant was sold to Packard in 1916, Moses represented the Krit line. One example can be seen in Figure 2, a photograph taken in late May 1914. His lifelong admiration for the Paige automobile also began in 1909. First known as the Paige-Detroit, the name was shortened to Paige in 1912. Moses' daughter, who still resides just around the corner from both of her father's business locations, can remember his sale of a yellow Paige Daytona roadster around 1921—a car which had a unique foldaway mother-in-law seat on the passenger's side, just rearward of the running board strip. A similar surviving car was recently offered for sale in *Hemmings Motor News* for \$21,000.

In 1915 Moses found larger quarters one block north, at No. 120 of the same Walnut Street. Referred to as the Tattersall, it had variously served as an auction site for horses and

garage space for horse-drawn commercial vehicles. The second floor had at times been used for textile storage, and as a banquet hall. How Moses came to select the "Pennsylvania Garage" sobriquet has not come to light. But it apparently was a good choice, because it registers almost instant recognition to anyone in town over 50 years of age who is asked about it.

The Paige enterprise was sold to the Graham brothers in 1927, and after 1928 the car was marketed as the Graham-Paige. Moses kept the Graham-Paige association right up to the end of his involvement with automobiles in 1933. He also sold the Jewett, which was introduced in 1922 as a lower-priced subsidiary of Paige-Detroit. Mrs. Smith can recall personally owning a 1924 Jewett roadster which, with a schoolmate at the wheel, collided with a support column of a Philadelphia elevated railway line. Her father, apparently a man of considerable means (and a forgiving nature) promptly purchased a used 1925 Pierce-Arrow roadster for her the following day.

West Chester historian Marshall Jones conducted an interview in 1981 with Eugene Leary, then 85 years old and a longtime employee of Moses. Leary stated that for a 20-year period from about 1905 to 1925, Moses continued to produce the two-wheeled breakcarts on the second floor of both of his business establishments at the rate of one a day. Leary indicated that this activity (which he personally performed) was concurrent with the auto sales and service business on the ground floor.

Some time in 1925, Moses decided to phase out the horsecart business and pick up a truck franchise. In character, he opted for one of the most famous trucks of all, the Reo Speedwagon. This was, of course, Ransom E. Olds' enterprise. According to his daughter, Moses sold only Reo trucks for two or three years before picking up the Reo car line as well. She



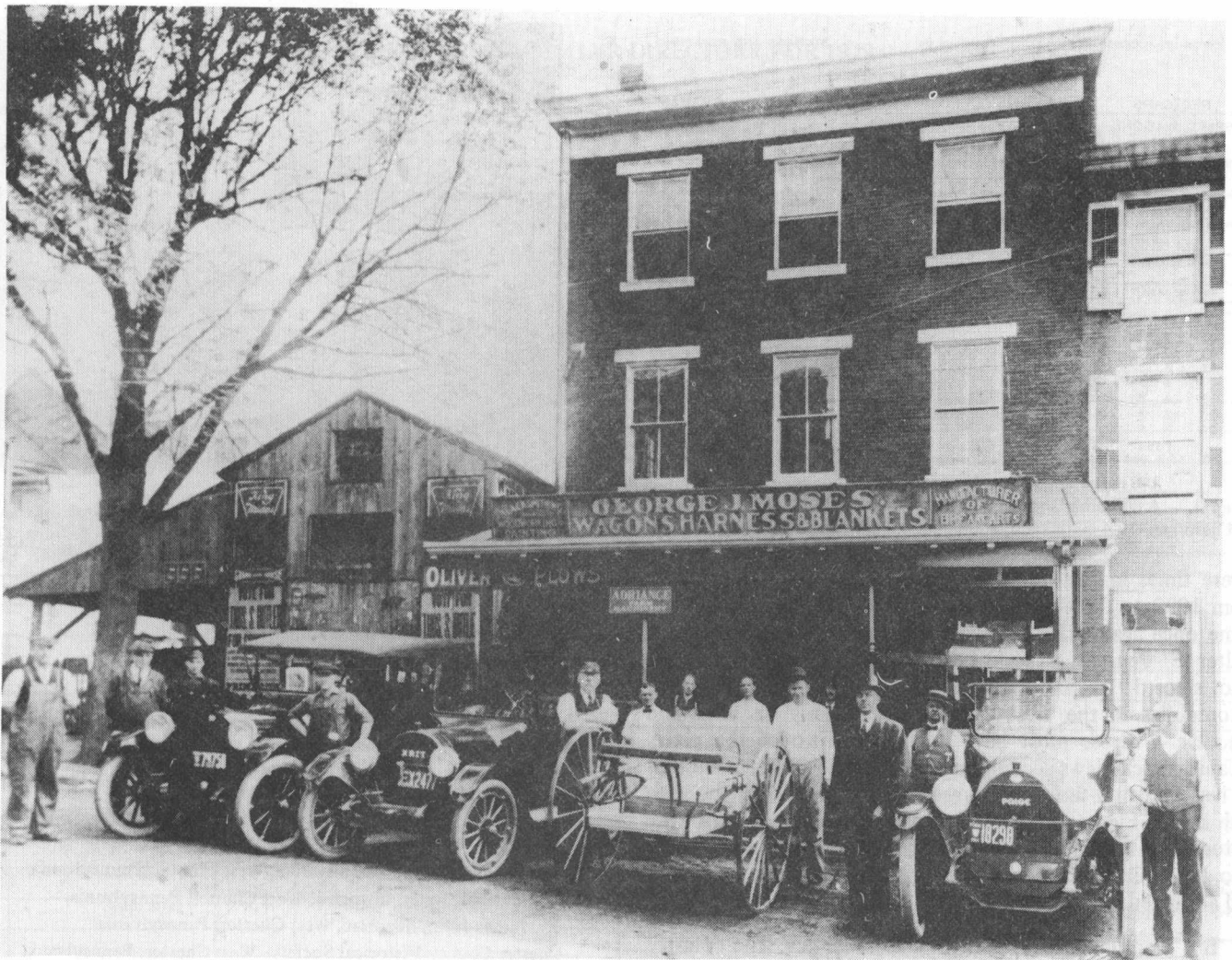


Fig. 2. — This photo, taken in May 1914, shows George Moses' establishment at 15 North Walnut Street, West Chester. The vehicles, left to right, are: Reo, Krit, a breakcart, and Paige. The gentlemen in the dark suit and tie is Mr. Moses.

recalls that his first two sales were ambulances. He still had the Reo line of cars and trucks as late as August 1932, as evidenced on a billing for gasoline to a West Chester resident in 1932 (Figure 3). Also of note on the same invoice is the Pierce-Arrow name featured prominently in the center of the masthead.

Just what led Moses to take on the Pierce dealership in 1926 is not precisely known. According to his daughter, George Moses himself never personally owned a Pierce, but he obviously admired the car because she remembers that her mother owned a new green Pierce-Arrow sedan. She recalls that her mother disliked the in-fender headlamps, certainly among the Pierce's most distinctive identifying marks. In any event, there must have been sufficient demand in the area, since Philadelphia's large Foss-Hughes Pierce dealership was just 33 miles away along the well-paved Lincoln Highway, or West Chester Pike. In addition, nearby Downingtown, just ten miles away, listed another Pierce dealer, B. F. Leaman and Sons.

According to contemporary accounts in the news, the Pennsylvania Garage was open for business 24 hours a day. This puzzled the author, particularly for the years involved. West Chester was a relatively small town in the conservative Norman Rockwell, pre-television, primitive radio and telephone days. However, it develops from research that the garage rented space to and serviced two Western Union trucks, the local hospital's two ambulances, and the veterinarian's vehicle. In an area where a sick horse could mean the equiva-

lent of doing without a day's production, the local vet was a practitioner who made important house calls at all hours of the day and night. One garage employee was on duty on each of the second and third shifts, and his job was to wash and service these vehicles as well as complete some service work undone from the daylight turn.

Between 1930 and 1935, passenger car registrations in the United States fell from 22,972,745 to 22,494,884, a drop of almost 500,000 vehicles. People not only were not buying new cars, but were losing the ones they had in great numbers as they lost their jobs. Worse, for such places as the Pennsylvania Garage, they were stretching out their maintenance schedules.

By 1933, Pierce, too, was sliding badly. It had recently parted company with Studebaker and its sales that year were only 2,157 units, off 25% from the previous year. Moses went bankrupt in 1933, along with a lot of other small businessmen. But Franklin Roosevelt had just been elected president, and Moses had a rare political affiliation for a Chester County businessman. He was a Democrat! Shortly after the loss of the garage he was given a Federal appointment by a Judge under the new Democratic administration as Postmaster of West Chester. The bank sold the business to a local Packard dealer, hoping to generate income and recover its investment.

And what about the Pennsylvania Garage? Like Pierce-Arrow, in spite of rejection and severe financial blows, it seemed to develop a short life, carried along by the momentum of its reputation for a few remaining years. After very

**GEORGE J. MOSES**  
 PENNSYLVANIA GARAGE  
 WEST CHESTER, PA.  
 PIERCE-ARROW

GRAHAM  
 PAIGE

J. C. S. Bridge  
 R. D. West Chester, Pa.

STATEMENT OF YOUR  
 ACCOUNT ENDING  
 August 31, 1932

TERMS: CASH NOT RESPONSIBLE FOR LOSS OR DAMAGE TO CAR OR CONTENTS WHILE IN OUR POSSESSION

8	4	10 Gal. Gas	1	85	
	6	" "	1	11	
	11	" "	1	85	
	15	" "	1	48	
		4 " "		74	
	19	" "		74	
	20	" "		37	
	26	" "	1	40	
		Tube		50	
	30	12 Gal. Gas	2	10	12 14

Fig. 3. — A customer's statement of account in 1932. Note the price of gasoline—18½ cents per gallon.

severe times in the worst five years of the Great Depression, from 1933 to 1938, the bank receivers sold the business and name once again. This time it came under the stewardship of Walter E. Penrose, a good businessman and auto enthusiast who, since 1916, had made his living in sales and service of automobiles in the West Chester area—mostly Cadillacs and Lincolns. Penrose must have made a real go of the place, because a local news account in November 1940 indicated that he had nine full-time employees. Four of them can be seen with him in Figure 4. Penrose is the person in the center of the picture. To his immediate right is the same Eugene Leary who Marshall Jones interviewed in 1981. By this time, Leary had advanced to foreman of repairs at the garage.

But war clouds were gathering for America. The country would become directly involved in the conflict after first producing only war material for her allies. On August 1, 1943, Mr. Penrose sent a notice to his customers that he would be releasing the premises to the Federal Government for war production work, which turned out to be the first commercial production of penicillin, by Wyeth Laboratories, with the intended application for ill and wounded servicemen. Although Penrose expressed his intention to re-open the garage after the war, he never did. Wyeth kept the facilities until after the war, and Penrose retired with them in 1958. He died ten years later.

And George Moses, always the entrepreneur, served not only as Postmaster, but as Fire Chief as well. Simultaneously with the operation of his garage business, he was also co-founder and treasurer of a short-line bus company connecting West Chester with the nearby cities of Wilmington, Delaware, and Downingtown, Coatesville, Norristown and Valley Forge, Pennsylvania. The line was still in operation in the 1950's. Moses passed away in 1956, at 80 years of age.

Eugene Leary, the faithful employee who began work with Moses in 1910, at the age of 14 years, stayed with the garage until 1941 when he was appointed tipstaff to a judge in the county courthouse. For a time he came back to work at his old place of employment as a security guard for Wyeth. He became a repository of lore about the Pennsylvania Garage and in his later years would talk for hours to anyone who showed the slightest interest. Tragically, he died in a fire at his home in February 1984.

Today, on the site of the Pennsylvania Garage, there stands a covered, multi-story municipal parking lot.

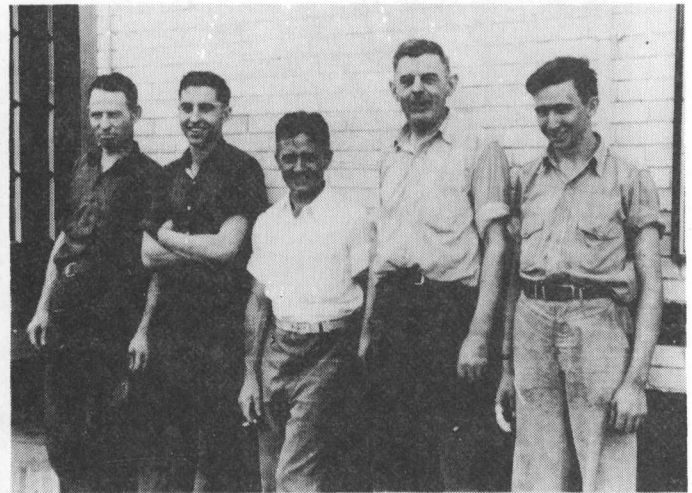


Fig. 4. — This photo, made about 1940, shows the staff of the Pennsylvania Garage in its final days. Left to right: Ira Bennett; George Pennypacker; Walter Penrose; Eugene Leary (1896-1984); Howard Bennett.

### ACKNOWLEDGEMENTS

The author wishes to thank the following persons and organizations who helped in the research for this article.

- Mrs. Kathryn Moses Smith and Mrs. Louise Moses John, daughters of George J. Moses, West Chester, Pennsylvania.
- Mr. Bernard Weis, Editor of *The Arrow*, of the Pierce-Arrow Society, Rochester, New York.
- Mr. Thomas Thompson, historian, West Chester, Pennsylvania.
- Mr. Marshall Jones, historian, West Chester, Pennsylvania.
- Mr. James John, historian, West Chester, Pennsylvania.
- Chester County Historical Society, West Chester, Pennsylvania
- Mrs. Walter Penrose, widow of owner of the Pennsylvania Garage, Kennett Square, Pennsylvania.
- Mr. Keith Marvin, Editor of *The Upper Hudson Valley Automobilist*. Menands, New York.
- Mr. Otto Klausmeyer, retired Pierce-Arrow and Studebaker engineer, South Bend, Indiana.



The author with Mrs. Kathryn Moses Smith, daughter of George J. Moses, looking over old pictures and memorabilia associated with the Pennsylvania Garage.



PIERCE-ARROW DEALER DIRECTORY FOR 1929

Distributing Center Dealer Point	State	Name and Address of Distributor or Dealer	Distributing Center Dealer Point	State	Name and Address of Distributor or Dealer
ORLANDO	Fla.	San Juan Garage Co., 41 West Central Ave.	2 PHILADELPHIA (Cont'd.)	Pa.	
				Pa.	Jenkintown
Kissimee	Fla.	Kissimee Auto Co.		Pa.	Lancaster
Sanford	Fla.	San Juan Garage Co. of Sanford		Pa.	Hoffman-Miller Co., 1423 E. King St.
Vero	Fla.			Pa.	Lebanon
				Pa.	Isaac Plasterer, 9th & Chestnut Sts.
				Pa.	Mahaney City
				N. J.	Millville
				Pa.	Minersville
2 PATERSON	N. J.	Ralph Atkins, 237-47 Park Ave.		Pa.	Norristown
				N. J.	Pitnam
Passaic	N. J.			Pa.	Pottstown
				Pa.	Pottsville
				N. J.	Princeton
5 PARKERSBURG	W. Va.	Cunningham Auto Company		Pa.	Reading
				Pa.	Royersford
Athens	Ohio			Pa.	Shamokin
Marietta	Ohio			Pa.	Shenandoah
Pomeroy	Ohio			Pa.	Steelton
				Pa.	Stroudsburg
				Pa.	Sunbury
3 PENSACOLA	Fla.			Pa.	Tamaqua
				N. J.	Trenton
				N. J.	Vineland
2 PERTH AMBOY	N. J.	J. Arthur Applegate		Pa.	Waynesboro
				Pa.	West Chester
New Brunswick	N. J.	J. Arthur Applegate, 250 George St.		Del.	Wilmington
South River	N. J.	J. Arthur Applegate, Main and Water Sts.		Pa.	York
			5	Pa.	PHILLIPSBURG
2 PHILADELPHIA	Pa.	Foss-Hughes Co., 21st and Market Sts.			
Frankford Philadelphia (Sub)	Pa.	Frankford Sales Co., 4821 Frankford Ave.			
Germanatown Philadelphia (Sub)	Pa.	The Academy Motor Sales & Service, Inc., 125 W. Chelton Ave.	9	Ariz.	PHOENIX
				Ariz.	Chandler
Allentown	Pa.	Traylor Motor Co., 1520 Walnut St.		Ariz.	Douglas
Atlantic City	N. J.	Kipp-Saburn, Inc., Absecon Blvd. & N. Carolina Ave.		Ariz.	Kingman
Bethlehem	Pa.	Clarence C. Rogers Broad at 11th Ave.		Ariz.	Miami
Beverly	N. J.	Worth Motor Car Co., Five Points		Ariz.	Prescott
Bridgeton	N. J.	J. M. Elwell, 91-99 Cohansey St.		Ariz.	Safford
Bryn Mawr	Pa.	W. A. Madden, 780 Lancaster Ave.		Ariz.	Tucson
Camden	N. J.			Ariz.	Yuma
Carlisle	Pa.				
Chambersburg	Pa.	H. B. McFerren			
Chester	Pa.	Supplee-Griste Co., Broad at Welsh St.	5	Pa.	PITTSBURGH
Coaldale	Pa.	John A. O'Donnell, 142-44 East St.			
Coatesville	Pa.			Pa.	Cannonsburg
Columbia	Pa.			Pa.	Carnegie
Dover	Del.			Pa.	Charleroi
Downington	Pa.	B. F. Lezman & Sons, E. Downington, Pa.		Pa.	Connellsville
Easton	Pa.	Wm. H. Ackerman, 921 Northampton St.		Pa.	Duquesne
Gettysburg	Pa.	C. W. Epley, 101 Chambersburg St.		Pa.	Greensburg
Haddon Heights	N. J.	Evaul Bros., Inc., Station and Atlantic Ave.		Pa.	Jeannette
Harrisburg	Pa.	Nace Motor Car Co., 614-18 North St.		Pa.	Jeannette Motor Co., 110 So. Third St.

# The Not-So-Merry Murray-Mac

By Arthur Lee Homan  
and Keith Marvin

*This is the story of the Murray/Murray-Mac. It is a somewhat revised version of the original which Arthur Lee Homan and I wrote many years ago and which originally appeared in The Upper Hudson Valley Automobilst for April, 1957. We have felt for some time that this should be dusted and brought to light because of the curious aspect of its very being—a car which survived, technically, for a decade or so amidst so many others, and yet was obscure to the point that relatively few of the auto buying public were even remotely aware of its existence.*

—Keith Marvin

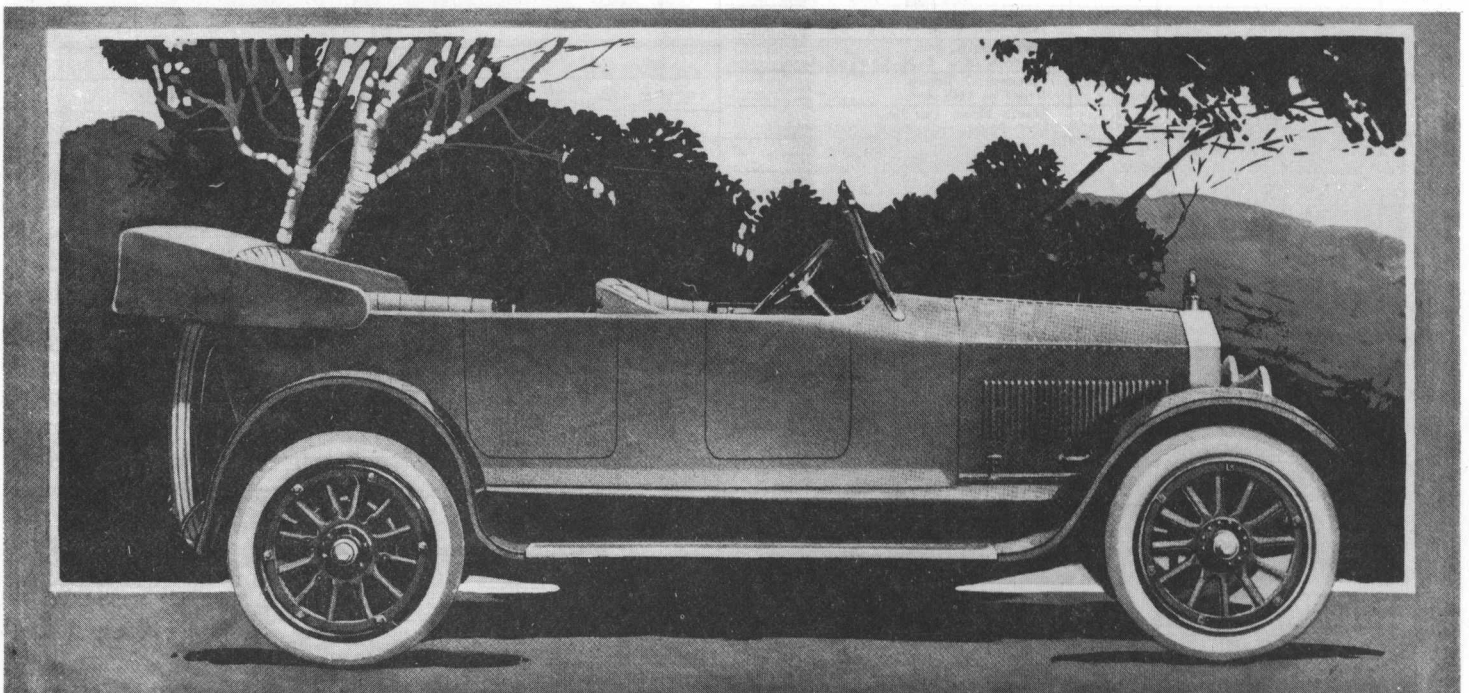
Clio, the muse of history, delights in juxtaposing the most improbable persons in unlikely relationships, else why should a tanner's daughter's illegitimate son have become conqueror of England, or why should Ben Jonson, gentleman and scholar, have consorted with the semi-literate Shakespeare and the cloak-and-dagger politician, Marlow, or why should the refined and intelligent John Wilkes Booth have associated himself with morons and hoodlums in his dastardly plot? When Gottlieb Daimler first warmed up his tricycle, frightening the goose-girls of Darmstadt out of their wits, he set in train a series of events which would ultimately involve half the world's population in some relationship with the motor car. Because no one, least of all professional historians, realized that the greasy machines, fast-talking salesmen, and high-collared executives seen in connection with automobiles were making history, a great deal of information about their activities has already become irretrievably lost, but sometimes the facts about an odd congeries of persons will partially jell and some history will be recoverable.

An example of this is the history of the Murray and the Murray-Mac which involves a lady novelist, Mary Roberts Rinehart; a steel tycoon, W. C. Carnegie; a member of the

famous Thaw family, Mrs. William Thaw; New York society matron, Mrs. A. J. Vanderbilt; a Boston candy merchant, Walter Baker; screen personalities Jack Pickford, May Murray and Olive Thomas as well as the inventor of the tracer bullet, E. Husson. It also involves a picturesque Mayor of Boston, James Michael Curley; a dreamer, inventor and would-be industrialist, John J. McCarthy; a businessman whose family owned and drove a Murray; a college student who was something less than inquisitive; a young insurance man whose interest in aviation and automobiles led him through the former enthusiasm to investigate the Murray, and a young newspaperman whose romantic fondness for cars with Rolls-Royce-styled radiators brought him into the picture.

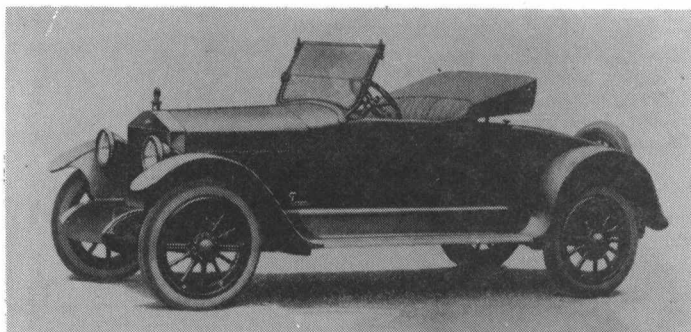
Out of this melange emerges the story of the Murray Motor Car which became the Murray-Mac which faded ephemerally away. Its history is similar to that of many others: conceived in a period of prosperity and flourishing briefly, war or depression smite it down but, wrecked and staggering, an idealist samaritan rescues it and preserves it, at great cost, usually of spirit rather than money, but only because the latter is in short supply. Frequently the end of that car is more obscure than its beginning—obscure to the point of invisibility. In the case of the Murray there was enough light to see by at the very end.

The life story of the Murray began in December 1916, at the Importers' Salon in New York City, where fine European cars, occasional American products with custom bodies, and, very rarely, production American cars of exceptional merit (in their builders' eyes) were seen. There was exhibited the first Murray, a sleek, green, seven-passenger touring car with a V-8 Herschell-Spillman engine of 3½ x 5 inch cylinders; 331 cubic inch displacement; L-head design, and about 75 brake horsepower—an engine also found in Daniels and Peerless cars of that time. It was a medium-sized car of 128-inch wheelbase, neither advanced nor retarded nor exceptional in design, save



Murray Eight Touring Car - From the 1917 Murray Catalogue





MURRAY EIGHT ROADSTER, photo from 1917 catalogue.

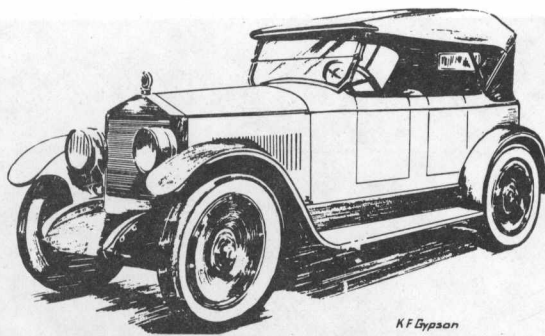
for its radiator which imitated the already famous front of the Rolls-Royce. The rest of the car, however, was less lavish in its copying of the British aristocrat than was the other notorious pseudo-Rolls-Royce of the teens, the Roamer, which tried to be a sort of poor man's Rolls.<sup>1</sup>

Although the Murray was conventional enough, it had its features, not the least of which was the offering of either bucket seats with eight-inch aisle or a bench-type front seat. Upholstery was in black, hand-buffed, pleated leather. The robe rail was not a "rail" but an adjustable leather strap, or straps in the case of two front seats. Equipment included a motor-driven, under-hood Klaxon horn, and electric clock, (unusual for that time), tire pump operable from the driver's seat, Hartford shock absorbers, dash lamp with extension cord wired in series with the tail-light as a tell-tale, Motometer, and a sloping windshield which . . . "eliminates all light reflections, diverts annoying air currents, shortens the top so as to give wider vision to the driver and is a decided advantage over the usual up-and-down type."<sup>2</sup>

Mechanically, the Murray, aside from its V-type engine, was thoroughly conventional. The frame was described as "extra heavy drop . . ." and seems ludicrously light and flexible by modern standards. A dual exhaust system provided good breathing. Ignition was by Dixie magneto, with Westinghouse starting and lighting. The transmission offered three speeds, direct on third. Gasoline was supplied by vacuum tank and twenty-one gallon rear-mounted storage. The gasoline gauge was at the rear. Tires were Goodrich-Silvertown Cord, size 34 x 4½, and the curb weight of the car was 3700 pounds.

The original price of the car was listed at \$2,450, and in early 1917 the seven-passenger touring car was augmented in the Murray catalogue by a roadster. By this time, however, world conditions had entered the picture sufficiently to cause a slight increase in price, the price of both models being similar. At the time of the printing of the first Murray catalogue in 1917, prices were \$2,500 but by the time this brochure was ready for distribution, increasing costs demanded an additional rise of \$300, and these catalogues were distributed with the \$2,500 price tags crossed off, and "\$2,800" written in their stead. For those who might entertain the idea of supplying their own coachwork, the chassis price was also listed in the catalogue at \$2,300, this figure being written in by hand over the original print which read "\$2,000."

Unspectacular though the Murray may appear, it must have been reasonably successful because it was shown at the Salon late in 1917 and also at the National Show in January 1918. The line had been extended to include two sport models: a four-passenger phaeton, featuring the beveled body line so popular during the late teens and twenties, complete with wire wheels, two rear-mounted spares, and spotlight; plus a sport roadster with one rear spare, tail-light on the rear fender and two-passenger rumble seat in the turtle-back. At the Salon, the Murray company's chef d'oeuvre, however, was



A PITTSBURGH MURRAY EIGHT. This represented the final effort of the original company to market a car. It was this type of automobile which constituted the basic Murray-Macs (with different engines) and was pictured on John McCarthy's official letterhead until the ultimate demise of Murray-Mac promotion around 1931. *Sketch by Kenneth F. Gypson*

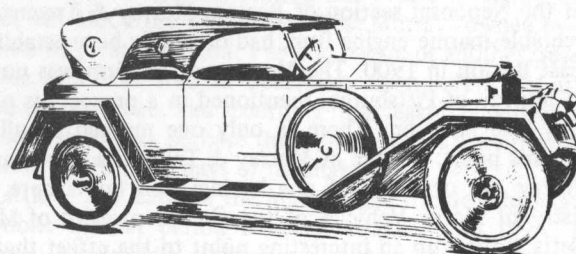
a "Cubist" touring in polished aluminum with "military" angular fenders, side-mounted disc wheels, folding top with victoria rear quarter, and egg-shaped headlights, forecasting the famous E. & J. headlamps of a decade later. This car was reported as sold to "a Carnegie," since identified as the W. C. Carnegie mentioned earlier. The name of the coachbuilder was not mentioned in the publicity surrounding this cubist curiosity.

Then came World War I. Although there was no immediate and drastic curtailment of automobile production as in World War II, by late 1918 most automobile companies had converted to war production at the urging of the government. To these, the Armistice was a great surprise and reconversion to civilian production was slow.

The larger automobile directories of 1918, however, mentioned the Murray and it would seem that other models had been added to the existing catalogue, the 1918 listing of Murray cars and their prices being noted as follows: Roadster plus four, five, and seven passenger touring models, \$2,800; coupe, \$3,600; sedan and limousine, \$4,000.<sup>4</sup> As of 1917, all Murray cars were known by their model designation of "70-T." Other 1918 cars utilizing the same Herschell-Spillman power plant were the Daniels, the Peerless, the Ross, and the Standard.

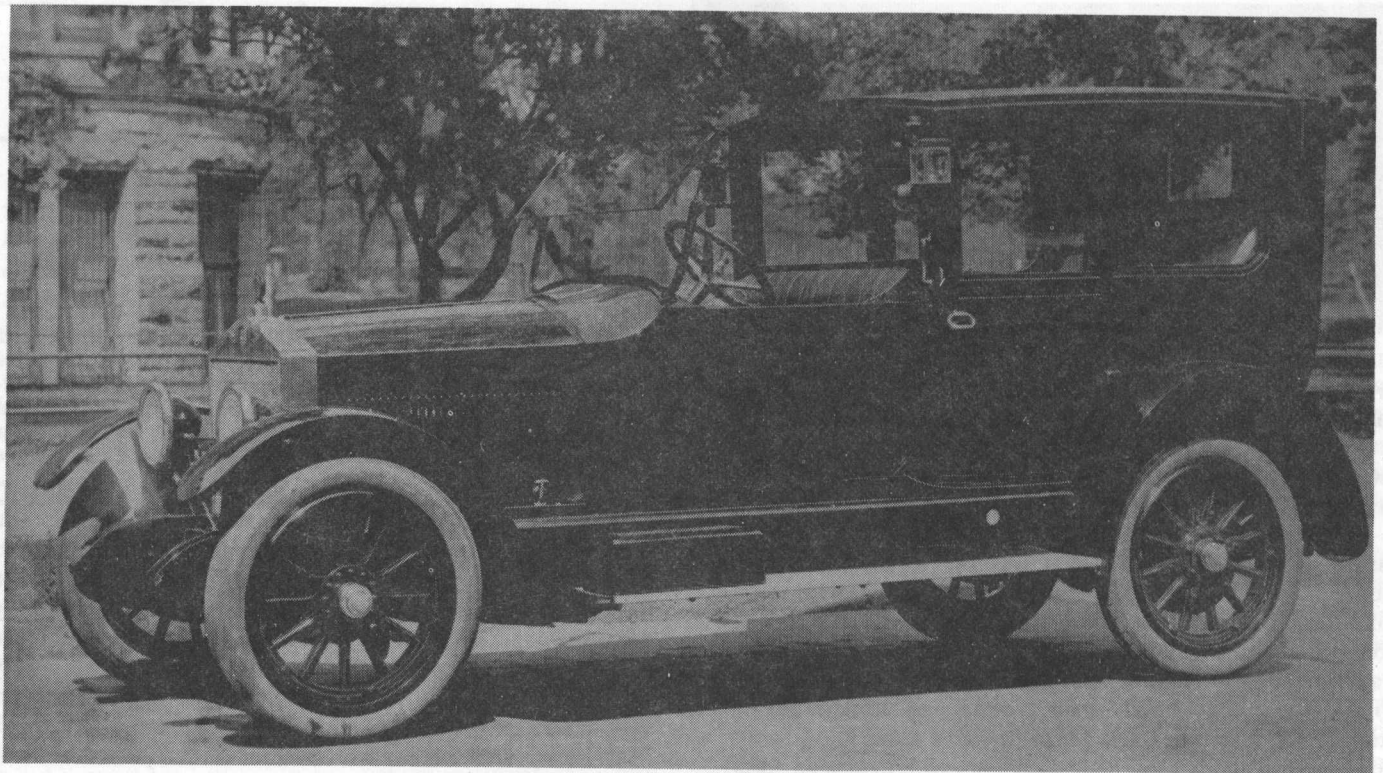
This price range placed the Murray more or less in a field by itself and in price directly below the Biddle and the Winton.

January 1919 saw a National Show in New York City, but several cars were not shown and among them was the Murray. However, although a year passed with no news of the car, January 1920 was marked by a meager bit of information. It was reported that the Murray Motor Car Company had moved to Newark, New Jersey. In a plant on Freylinghuysen Avenue and under the general managership of one E. H. Worne, it was planned to manufacture 1500 units per year. After a four months' silent interval, appeared the usual item, frequently having all the finality of an obituary, that the Murray Motor Car Company had been forced into receivership



THE SHAPE OF THINGS TO COME was made fact in 1918 by this Model 70-T Murray Eight, with coachwork by The Theodore Kundtz Company, of Cleveland, built to order for W. C. Carnegie, of Pittsburgh. Straight, or "military," fenders later became optional on both Dagmar and Wasp automobiles.

*Sketch by Kenneth F. Gypson*



1918 MURRAY EIGHT Town Car, Model 70-T.

by a job-printing concern, the Colyer Company.

During the January-April interim several sets of officers and directors had been run through and no cars had been produced. In the usual run of automotive events, this would have been the end of the Murray.

At this point, what had started as merely another good assembled car with glamorous connections and a coincidental similarity to another good assembled car—the Roamer—and what should have ended with a judge's decision in a bankruptcy case, became instead a fugitive Flying Dutchman whose elusive shape persisted for another twenty-five years. The agent who effected this change was not Mephistopheles, but one John J. McCarthy, of Boston, Massachusetts, a former Lozier enthusiast who had maintained a shop for servicing that worthy make long after it had ceased being produced in 1917. This shop was in the old Motor Mart Garage in Park Square, Boston, and was on the Church Street side of that odd building. (It resembled the present structure in name alone. The old Motor Mart was something like a Faneuil Hall market with rare automobile shops in place of deluxe butchers.)

Announcement was made in the trade journals that the car would henceforth be called the "Murray-Mac" and would be manufactured at the Murray & Tregurtha plant in the Atlantic section of Quincy, Massachusetts, just across the river from the Neponset section of Boston. Murray & Tregurtha, a respectable marine engine firm, had originally been established in East Boston in 1900. The Murray of this firm was not the John Murray of Pittsburgh, mentioned in a prospectus of the Murray-Mac later on. There is only one marked peculiarity about this point: no one at Murray & Tregurtha ever heard of a Murray car or knew of one having been built there. The Registry of Motor Vehicles of the Commonwealth of Massachusetts turned up an interesting point to the effect that the Murray Motor Car Company was indeed located in Atlantic, Massachusetts, but for only one year—1927. The Registry's letter added that as far as the bureau was concerned, the company was in business for just the one year given.

This brings up still another interesting situation. Accord-

ing to the prospectus issued at the time of the Murray's reorganization in 1929, the historical notes aver that "The Murray Motor Car Company was organized and incorporated under the laws of Massachusetts in June 1923." This tends to confuse the issue immeasurably, for if the 1927 listing is the only one known by the Registry, it might be assumed that this year was the sole year of the Murray's incorporation. The later prospectus confuses the issue by claiming incorporation four years earlier.

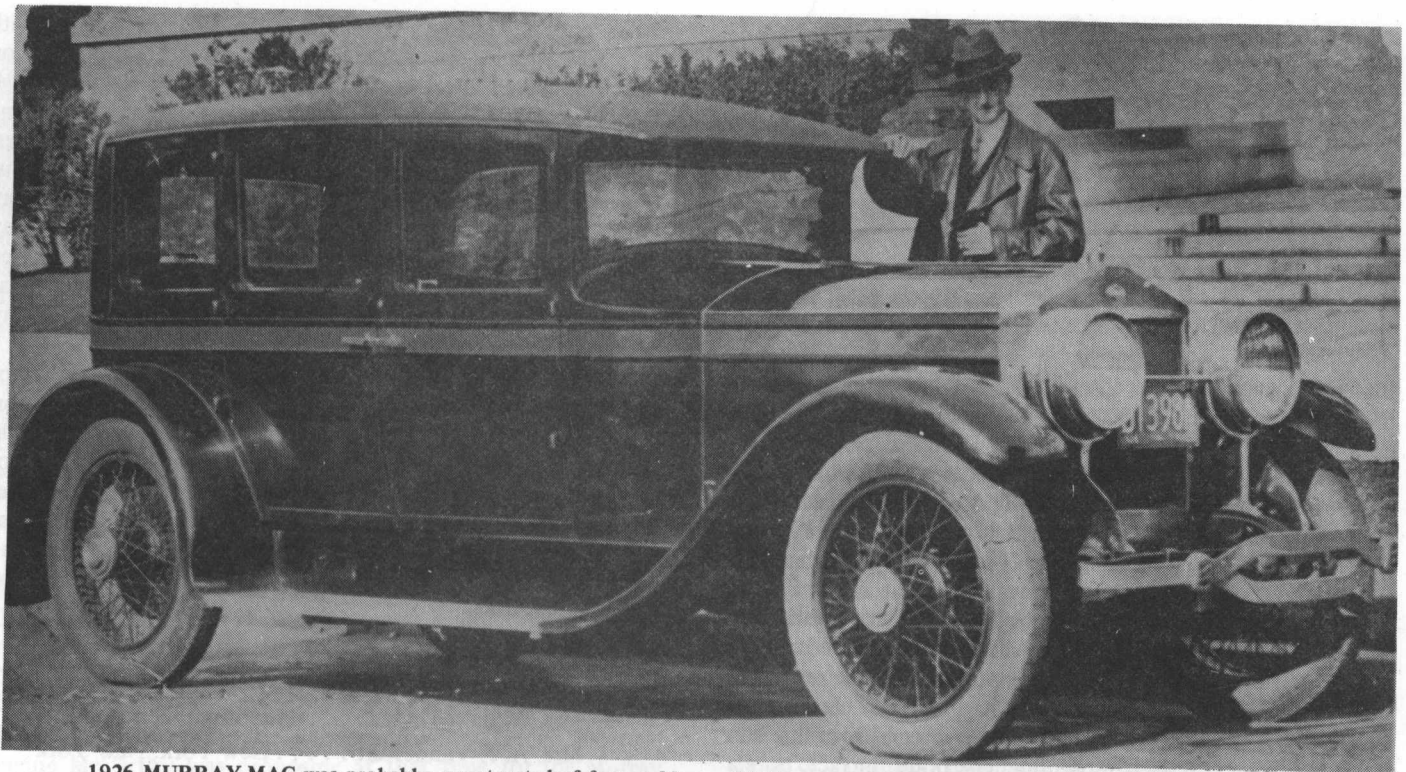
However, let us go back to 1921. John J. McCarthy bought up all extant Murray cars and parts, drove the cars or had them driven back to Boston, and sold those complete cars which came into his possession at the time of the transaction. All these units were, however, Pittsburgh Murrays.

About 1921, the Murray was represented in the Salon at the Copley-Plaza in Boston where the more exclusive cars were shown at the time of the regular Boston Auto Show. The Murray, by this time, had a slogan, "America's Most Distinguished Car" and was represented at the Salon by a sedan with hand-embossed leather upholstery. This was not a Pittsburgh Murray car. It was a Murray-Mac, and differed from the Pennsylvania predecessor by a longer wheelbase, six-cylinder engine, custom coachwork and greatly increased price. Little data are available on the Murray-Mac, but according to *Motor Age* magazine, this model was described as a Model "80-T." No body style was listed but the price was set at \$4,250—rather a far cry from the Pittsburgh product. The wheelbase had been increased to 131 inches. It is the assumption of the authors that the "80-T" designation was an error, for Branham's *Automobile Reference Book* lists the 1921 car as a "70-T" and we may therefore assume that the old Pittsburgh designation had been carried over by Mr. McCarthy.

An interesting sidelight in connection with the Salon at the Copley-Plaza is that all salesmen of motor cars were required to appear in full evening dress.<sup>5</sup>

What further confuses the record and makes future historians tear their hair with dismay is marked conflicting information on the part of many trade journals of the period,





1926 MURRAY-MAC was probably constructed of former Murray Eight parts. This car was undoubtedly typical of the Murrays which were sold during the 1920's, such as there were.

particularly concerning engine data. In the *Automobile Trade Journal* as well as in *Automotive Industries*, the notation appeared that the Murray-Mac was powered by an overhead-valve six, with a  $3\frac{1}{2}$  x  $5\frac{1}{4}$ -inch bore and stroke, while *Motor Record* stated that the car had a Rochester-Duesenberg engine with a 3-19/32 x 5-inch bore and stroke, 303 cubic-inch displacement and putting out 82 brake horsepower @ 2600 revolutions per minute. By this time the wheelbase of the Murray (or Murray-Mac) had become standardized at the 131-inch figure. The car employed a Brown-Lipe transmission with a 4.08:1 rear axle ratio.

Unfortunately, no one who ever saw a Boston Murray recalls anything about a Rochester-Duesenberg engine, and it is the opinion of the writers that it had been John McCarthy's ambition to use this power unit in his cars, that he never realized this ambition, and that the handful (literally) of cars were simply machines utilizing the basic Pittsburgh design with new engines, bodies, and lengthened wheelbases.

What, then, were actually used for motors in the Murray-Mac? Opinions vary, but agree on one salient point: the engines were sixes, and this alone rules out the possibility of the Rochester-Duesenberg, which was a four. The only other makes mentioned as being used in the Murray-Mac were Beaver, Northway, and Continental. The Beaver was an L-head and had a bore and stroke of  $3\text{-}3\frac{3}{8}$  x 5 inches. The Northway specifications listed 2-13/16 x 4-3/4 inches for its six. Neither of these seems to have been likely candidates for the  $3\frac{1}{2}$  x  $5\frac{1}{4}$  inch engine listed in the Murray-Mac.

As for Continental, it is known that McCarthy had at least one of these engines in his shop at the time of his death, along with other parts, wheels, radiators, etc., and that all other paraphernalia was connected in some way with the Murray. Branham's *Automobile Reference Book* for 1924 lists the Murray Six, built by the Murray Motor Car Company, of Boston, Massachusetts, lists Model "70-T" for 1921-22 with a  $3\frac{1}{2}$  x  $4\frac{1}{4}$  inch bore and stroke, but lists cars for 1923-24 as "Type 82-Series 122" and with a bore and stroke of 3-19/32 x 5 inches. This, of course, would agree with *Motor Record's* claim

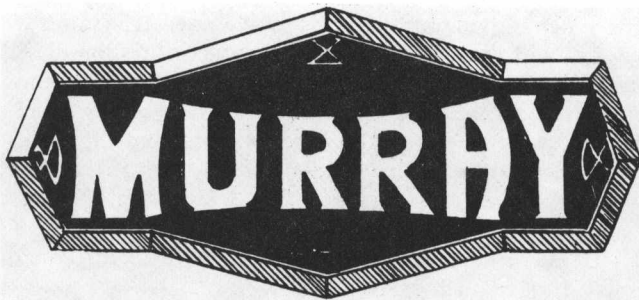
for the Rochester-Duesenberg motor. Two things explode the Duesenberg theory right here. The engine was a six, and Duesenberg's bore and stroke were considerably larger anyway.

To confuse the issue further, if this is possible, is that numerous references surrounding Murray-Mac specifications in the automotive press at the time, the make of engine frequently appeared as "Own."

What probably happened was that McCarthy, being unable to financially abet his company in the manner he wished, did the best he could under the circumstances. This would have probably resulted in his use of more than one type of engine on his chassis—in point of fact, virtually anything he could have obtained at the time. Remember, only three or four Murray cars may actually have been built in all the years John J. McCarthy operated that business.

It appears, too, that McCarthy wasn't what might be called "publicity conscious." Word of his Boston operations or specifications of the cars did, of course, crop up from time to time in the majority of the trade papers, but except from the periodic squibs in the smaller bulletins, the Murray didn't even exist, so far as the public outside Atlantic, Massachusetts, was concerned. After 1921 and for several years, even the smaller automotive papers were devoid of Murray information. It is assumed, though, that during this period of comparative silence, Mr. McCarthy did service those Murrays owned by the residents of greater Boston. For one reason or another, several of these cars were sold to Bostonians even before McCarthy arrived on the scene, and according to at least one person who hazarded the guess, perhaps thirty Murray cars were owned in Boston in the halcyon days of the make.

Little if any data on the Murray-Mac trickled through to the public in that period between 1921-22 and 1926. The Branham *Automobile Reference Book's* 1924 edition listed the "Series 122" Murrays for 1923-24 as being available in five body styles—a roadster, Sport (whatever that meant), sport touring car for six passengers, seven-passenger touring car, and seven-passenger sedan, ranging in shipping weight from 3,500 to 4,000 pounds. It is our personal assumption



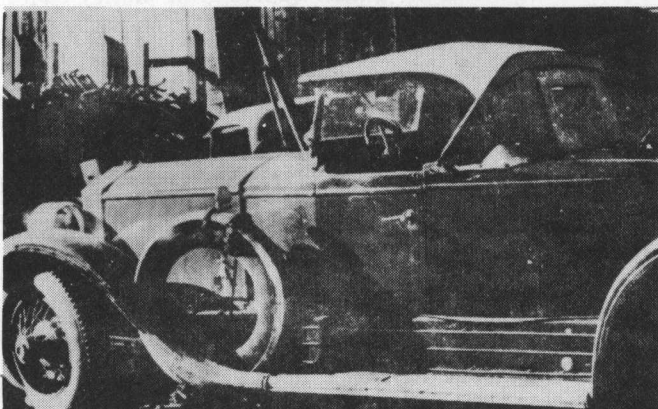
MURRAY EMBLEM—May also have been used on the later Murray-Mac.  
*Sketch by Kenneth F. Gypson*

that all this was wishful thinking by Mr. McCarthy who gave the information to Branham at Branham's request. It is doubtful that any Murrays were built at this particular time.<sup>6</sup>

The next piece of solid information arrived in the appearance of a photograph showing a big Murray-Mac sedan. It is interesting to note that this car which is shown with a Massachusetts dealer's license tag for 1926, had two-wheel brakes—and this at a time when nearly every large car in the United States had brakes on four wheels.<sup>7</sup> This suggests that McCarthy may have added his obviously 1925-26 sedan-type body to an older chassis. This is supported by the tires which were cord type; no balloons here. The body was clearly contemporary in design, particularly in the integral roof-line sun visor and the double-belt moulding. The body, in fact, bore a striking resemblance to the 1926 "Safety" Stutz which was low for its time, although on the Murray the design didn't emphasize that lowness. Here, then, was a genuine Murray-Mac but not a showroom one, if the right front tire was any criterion.

Another argument for the support of the older chassis—new body theory could be found in the radiator. The 1917 Murray and the early 1918 cars carried a radiator badge, but this feature was abandoned shortly thereafter and those cars produced through 1926—such as they were—were sans emblem. Could it be that Mr. McCarthy used a 1917 or early 1918 radiator for his 1926 sedan? It is altogether feasible when one takes into account that fact coupled with the older-looking chassis with the more-or-less modern body. Add all this to the fact that it was known that McCarthy bought up old Murray cars, ostensibly for parts, and it makes a fascinating idea as well as a possible solution to the question of the emblemed radiator in 1926.

The next appearance of the Murray Motor Car Company was in Everitt, Massachusetts, on the Revere Beach Parkway near the Main Street intersection. The time was between



THE LAST MURRAY-MAC was built in 1927 or 1928 and was used as John McCarthy's personal car as well as a promotion piece. Here it is seen in 1940, awaiting a wrecker's torch in a Boston junkyard.

1928 and 1932. On a small brick building, overgrown with ivy, was a gold on crystal black or crackle finish sign on which appeared the legend, "MURRAY MOTOR CAR COMPANY." Outside this building was seen parked, from time to time, a black and rather handsome Murray-Mac roadster. This same roadster was seen by the same witnesses at various intervals parked in front of a two-family dwelling on Fellsway East near the Medford-Malden line, and this viewing may have taken place as late as 1932.<sup>8</sup> It has been determined that this was the residence of J. J. McCarthy. As late as January 1931 the address of the Murray Motor Car Company was given as Everett, Massachusetts.

Meanwhile, in the early part of 1929, the Murray Motor Car Company was reorganized. The new company was authorized to issue 80,000 shares of 8% Preferred Stock and 50,000 shares of No-Par-Value Common, of which 3,801 shares of Preferred and 34,432 Common were already outstanding as of October 15, 1928. The company proposed to build a car ranging upward in price from \$6,500, and a list of past and present Murray owners was appended which included the following persons:

- W. C. Carnegie . . . . . Pittsburgh, Pennsylvania
- M. Gugenheimer . . . . . Pittsburgh, Pennsylvania
- Mrs. William Thaw . . . . . Pittsburgh, Pennsylvania
- Mrs. A. J. Vanderbilt . . . . . New York, New York
- Allison V. Armour . . . . . New York, New York
- Pliny Fisk . . . . . New York, New York
- Julius Fleischman . . . . . New York, New York
- William Kunz . . . . . Boston, Massachusetts
- D. Sullivan . . . . . Boston, Massachusetts
- C. Rodgers . . . . . Boston, Massachusetts
- E. Y. Neille . . . . . Boston, Massachusetts
- B. Rundwick . . . . . Boston, Massachusetts
- George Feckie . . . . . Boston, Massachusetts
- Walter Baker . . . . . Boston, Massachusetts
- Robert Hull . . . . . Boston, Massachusetts
- Jack Pickford . . . . . Hollywood, California
- Mae Murray . . . . . Hollywood, California
- Olive Thomas . . . . . Hollywood, California
- E. Husson . . . . . Hollywood, California
- Mary Roberts Rinehart . . . . . Sewickley, Pennsylvania
- A. C. Birch . . . . . Detroit, Michigan
- G. M. Loofland . . . . . Woodsfield, Ohio
- Mrs. L. E. Harriman . . . . . Brockton, Massachusetts
- Mrs. L. Harriman . . . . . Brockton, Massachusetts
- B. N. Gorstein . . . . . Louisville, Kentucky
- H. F. Bechrens . . . . . Wheeling, West Virginia
- Joseph F. Braidy . . . . . Philadelphia, Pennsylvania
- A. F. Hubbard . . . . . Baltimore, Maryland
- W. K. Wharton . . . . . Groton, Massachusetts

From this listing of owners, one wonders how many Murrays—Pittsburgh or Boston—got on the road. If all of these persons were in the public eye in one way or another, it can be reasonably assumed that their names were being used to promote the idea of the sort of clientele who preferred Murrays, even if most of them had been delivered ten years previously. On the other hand, it is entirely possible that this listing comprised the *complete* roster of purchasers. The latter theory is unlikely but not at all impossible.



The reorganized Murray Motor Car Company was to be represented abroad by Mitsui & Company of Japan, and by other organizations in Cuba, England, France, and seven other countries.<sup>9</sup> A number of serious men's names adorned the list of officers and directors, not the least interesting of which was that of William T. Murray, Pittsburgh, described as consulting engineer and who was perhaps the designer of the original Murray cars. The plant of this company was described as being in Atlantic, Massachusetts. Whatever the dreams of these men may have been, the depression put an end to any possibility of marketing a new car.

Following the crash of 1929 and during the depression years, McCarthy opened headquarters in a small shop near the Arlington-Lexington line on Massachusetts Avenue, better known to non-Massachusettsians as old Route 2. Here he worked on a number of projects, and although an article in *The Boston Post* located him at the Everett address, there is a suspicion that he had moved, probably early in 1931.

According to a news item in the *Boston Sunday Post* which appeared in that year, J. J. McCarthy, president of Duplex Motors, Inc. (?) planned to use a new type of engine in the new Murray car. Duplex was also to manufacture the Duplex hydraulic drive (for tanks), the Duplex Domelight Speaker (Utah licensed) and the Duplex electrically-heated and thermostatically-controlled windshield wiper blade. The new engine McCarthy was proposing at that time for the Murray automobile was a variation on the Lever principle which had been projected on the Elcar in the later days of that make. This interesting, if far from lucid, description was printed in the *Boston Post*:

"Each cylinder has four moving parts, two pistons, two connecting rods plus one crankshaft for any number of cylinders used. Odd or even numbers can be used with the same results. Two cylinders deliver the same number of impulses per one turn of the crankshaft as on the eight cylinder or four cylinder motor." This last sentence was a statement by Mr. McCarthy himself, and we can assume that he said "four cycle motor" and that the reporter misunderstood him. At any rate, not much came from this at that time—or ever. What is important is that McCarthy was still contemplating the manufacture of the Murray automobile. As far as can be learned, the 1926 sedan and the later roadster, both shown in this story, were personal cars of McCarthy himself. It is doubtful in the extreme that the McCarthy-built Murrays ever found buyers, and therefore it would appear that the gentleman made up his exclusive clientele, his aspirations of sales going no further than his own ownership.

At this time, John McCarthy was positively identified as being involved in four separate projects, his headquarters now being on Massachusetts Avenue. He was working on (1) a Continental engine in parts, the purpose of the work never being fully determined; (2) a single-cylinder utility diesel

engine which started on gasoline but could be switched over to diesel fuel and run as a diesel; (3) a high-compression diesel for aircraft and (4) a high-scavenging head for Sterling semi-diesel trucks. At this time, McCarthy showed R. E. Townsend, of Boston, a sample head and proudly pointed out the marks on that head showing the scouring action. He offered Mr. Townsend the utility engine, plans and patents, which McCarthy explained would provide funds for further development of his aviation-diesel which, once perfected, would allegedly bring in millions from the "big boys."

Nearing the end of the Murray-McCarthy saga, we find McCarthy ensconced in a small shop near the Wakefield-Melrose line in a part of Wakefield known as Greenwood. By this time he had obtained the backing of the Honorable James Michael Curley, at various times Mayor of Boston, Governor of the Commonwealth of Massachusetts, and Congressman from the Suffolk County District. Here McCarthy continued work on his diesel aviation engine which achieved its high compression by having its rods cut and a steel section welded in place.

Ultimately McCarthy died, and the contents of his laboratory were auctioned about 1945. Some automotive enthusiasts attended this note of finality of the Murray car, and discovered Rudge-Whitworth wheels with "MURRAY" on the hubcaps, a couple of Murray radiators, and a smudged sheet of company notepaper as well as the photograph of the 1926 sedan.

The careful readers will have observed that this is an incomplete story to which view the authors must give their ungrudging support. It is a fine example of the failures of automotive enthusiasts to be ever enthusiastic about the right things at the right time. If one of the authors had been less interested in Auburns back in 1931, he might have stopped at the Murray plant and obtained the whole story; if our correspondents had been equally assiduous at various times, they, too, might have preserved the details.

In that case, though, little detective work would have been necessary, and part of the excitement of searching out and writing automotive history would have been lost. □

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*The writers would like to acknowledge the very fine cooperation given them by various persons both living and dead, who knew the late Mr. McCarthy, knew the story of the Murray car, or were interested to the point of searching out facts which otherwise might have gone unnoticed. In this connection the writers would like to thank the following: Hon. James Michael Curley, Cyrus B. Dingman, Kenneth F. Gypson, Lowell H. Gypson, Sr., John N. Herbert, J. Byron Hull, Walter O. MacIvaine, Bradford H. Mathewson, Edward L. McDonough, Richard Merrill, Miss Maud Payne, Mary Roberts Rinehart, Frederick D. Roe, and R. Elmer Townsend.*

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#### FOOTNOTES

1. Actually, the Murray hood complemented its radiator in a direct attempt to copy the British Rolls-Royce. As in the case of the Roamer, hood edges carried the small rivets as did the Rolls.
2. From the 1917 Murray catalogue.
3. The straight, or "military," fenders had been used on Locomobiles built for the use of General John J. Pershing, and had been featured in an ad showing that car subsequently appearing in *The National Geographic*. This created a fad in custom coachwork, this type of fender being featured as standard equipment on the 1922 Dagmar.
4. A town-car was also built, but this was probably by special order only and was not featured in Murray promotional literature.
5. Recollections of J. Byron Hull.
6. Anything delivered at this time would have been largely put together from existing parts of the Murray Eight with a new engine.
7. Except, oddly enough, the prestigious and expensive Rolls-Royce.
8. Recollections of Arthur Lee Homan.
9. Germany, Spain, Portugal, Chile, The Netherlands, Australia, and Canada.

# MR. CHRISTEN REMEMBERS THE AUTOMOBILE

AS TOLD TO STEVE RICHMOND

When I arrived at Colliau Chevrolet in South Pasadena for my appointment with Victor Christen, I found him anxiously awaiting his appearance on a local television news broadcast. Once again I introduced myself to a man who looked much younger than his 95 years of age. He said, "I'll be with you in just a moment," and I remembered that he had called me the week before to let me know of his segment on yet another local news program.

Suddenly Victor's image appeared on the screen. You could tell that he was pleased with what he was seeing when a phone rang. Victor, hesitating for only a moment, hurried to his office to answer it, even though there were many others who could have done so. This tells you much about the man, Victor Christen. His job—no matter what was happening at the moment—came first.

Since that time, Victor has appeared on countless local and network news programs, and was once featured on *The American Parade*, with Charles Kuralt, on CBS. I think you will find interesting the thoughts of Victor as he describes his association with the automobile business, a love affair that began way back in 1905.

—Steve W. Richmond

SWR: What was your first job?

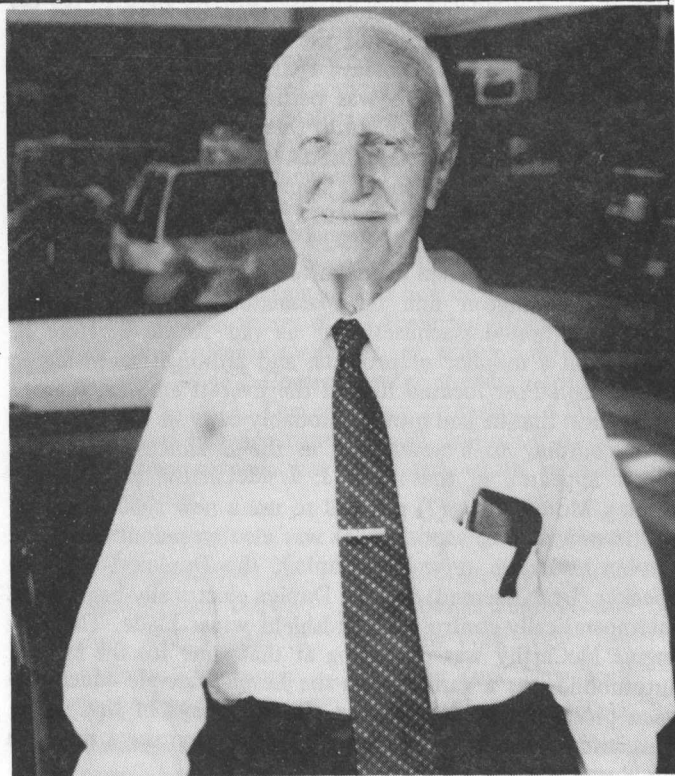
Victor: It was not in the automobile business. I was 11 years old when I went to work for the American Wooden Ware Company rubbing linseed oil on the legs of washing machines. When people asked me what I did for a living, I would tell them I rubbed legs. I really got a lot of second looks on that one, but it was true. My first job in the automobile business was with the Consolidated Manufacturing Company, Toledo, the maker of the Yale motor car in 1905. I was 15 years of age then. I helped build frames for the Yale car.

SWR: Did you know Ezra Kirk, the owner?

Victor: Yes, and I remember that he was a very good business man. I admired him very much. He also used a particular kind of tobacco in his pipe that had a very fine perfume to it. Everyone wanted to know how he mixed it. He was always nice to me, too. The Yale, back then, had two cylinders and four cylinders. The four was a Continental engine, but I have been trying to find out who made the two-cylinder engine. Continental didn't make a two-cylinder engine. In those days they had a planetary transmission. Your automatic today is the same as back then, but now you don't have to work it by your foot or your hand. It works by oil pressure today. That's the only difference.

SWR: Where did you work after you left Yale?

Victor: Then I went to work for Pope-Toledo and got to know Bill Taylor who was my boss at the time. Bill asked me what I wanted to be, and I said I wanted to be a chauffeur. Bill said, "That's a good job now, but it won't be someday." He talked me into becoming a toolmaker. I told him I'd be willing to learn, so he started me doing several jobs that would work up to that position. First I was building engines. I scraped bearings, and then ground the bearing caps. Then I



Victor Christen working his shift at Colliau Chevrolet Company in South Pasadena, California, where he is one of the company's best salesmen.

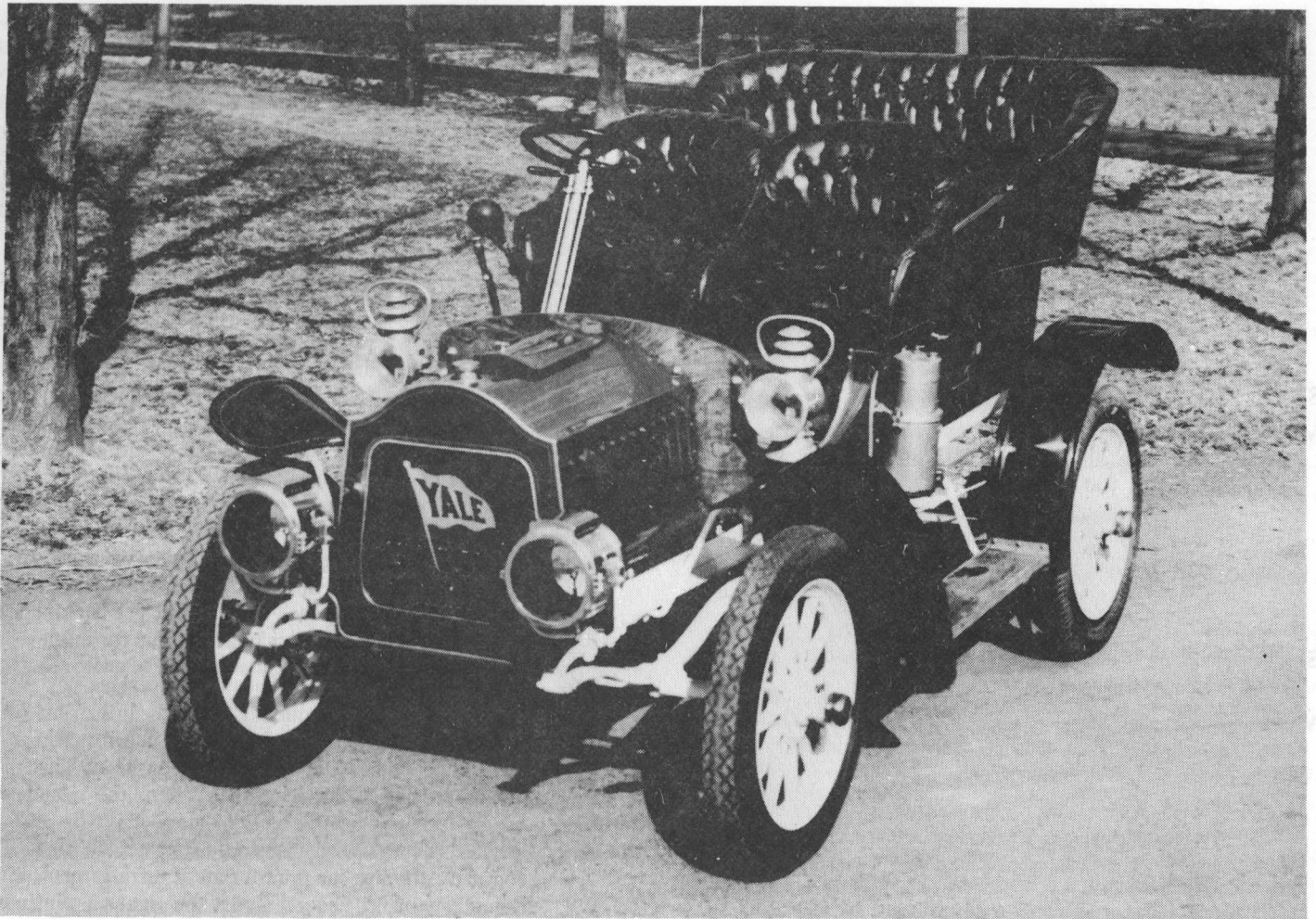
worked in the engine testing department. I finally worked up to making the steering wheels for the 1906 models. I made just about every one of them that year.

SWR: How were automobiles put together back then?

Victor: They had no assembly line, of course, like they do today. They had a chassis and what looked like a wooden box on top of it. Then they had the cushion placed on that. We built the car from that point, and could put out only about three or four per day which was average for a luxury car like the Toledo. They sold for about \$3500-\$4500 depending on what the customer wanted on it. The Pope-Toledo was a well-built car when compared to other cars of that period. The steering wheels, for instance, were inlaid with walnut and put together in sections. Then we turned them carefully on a lathe. Even the motors back then were hand made.

We always tried to please the customer in any way we could. I remember a very wealthy woman came in one day and bought a Pope-Toledo for cash, but she wanted it painted vermilion which is a yellowish-red color. She also wanted all the trim in vermilion, too. Can you imagine that? I don't know how they did it, but even the leather was vermilion. She would have her chauffeur drive her through town in that car and she was dressed in a vermilion-colored dress and hat. She was a sight—I can tell you that. Anyway, back then everything was leather. There was no such thing as vinyl then. Even the early Ford cars had real leather. We had no windshields in those days either,





Victor's first job in the automobile business was helping to build frames for the Yale automobile in 1905. The Yale was manufactured in Toledo, Ohio, by the Consolidated Manufacturing Company which succeeded the Kirk Manufacturing Company in 1905. The first Yale cars, built in 1902, had 16 horsepower, 2-cylinder engines, and remained virtually unchanged thereafter, although Consolidated added a four-cylinder model in 1905 and also produced the Yale-California motorcycle. Trade publications do not list the company or the car in 1906 or later.

just curtains and windows of celluloid. You drove about 15 miles an hour when it rained and hoped that you wouldn't hit anybody. You had gas lights, and it was hell trying to keep those things lit, I can tell you that! A real drawback in those early days was the oil system. Most every car had a splash system—no pressure as they have today. You had to remember to turn on your oiler before you started the car or you would really be in trouble.

SWR: What were the working conditions like then?

Victor: The working conditions were good, but the pay was very low. Take for instance a machinist. He would get only 25 to 30 cents an hour. A good toolmaker, on the other hand, would make 40 to 50 cents per hour. I should tell you that you had to be a first class toolmaker to get that much.

SWR: I understand that you worked for Durant-Dort?

Victor: I worked in the Durant-Dort plant where they made engines. Durant bought a patent on a two-wheeled, horse drawn cart that could not upset. It couldn't! The only way it could turn over was if the horse turned over. Anyway, he made those carts for \$12.00 and sold them for \$15.00. He sold \$15,000 worth in just one year and made a lot of money from that. I was turning flywheels for the two-cylinder Buicks at

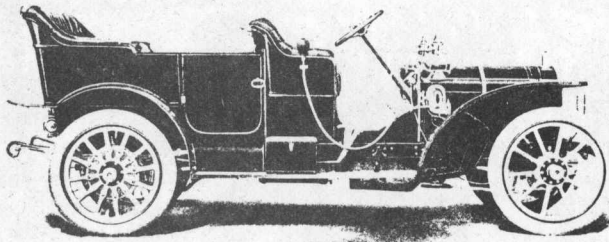
that time. I made a lot of money doing that. I earned about \$35.00 per week which was good money in those days. It took only about \$9.00 a week for my wife and me to live on. The Buick was really a good car. Durant took a long time before he decided on the Buick, but he made a good choice.

SWR: Was gas easy to get in those days?

Victor: Yes, but the quality was very poor. Generally we got it from above-ground tanks or portable gas pumps. There were no gas stations back then and the gas had to be strained before you could use it—it was that dirty. It was 62-72, what they called "test." They didn't call it octane then.

SWR: Tell me about your first automobile.

Victor: It was a 1908 Brush that I bought used in 1910. Brush himself designed it. It didn't have a top, and it had chain drive to the rear wheels. There was no adjustment for the chains, so many times they would just slip off. I would have to stop the car with my foot when that happened, which wasn't much fun. My Brush had a one-cylinder engine. You couldn't go much over 20 miles an hour or you would risk a bearing breaking on you.



Four-cylinder Packards like this 1908 Model 30 rate high on Victor's list of favorite automobiles of the early days.

SWR: Did they have speed limits back then?

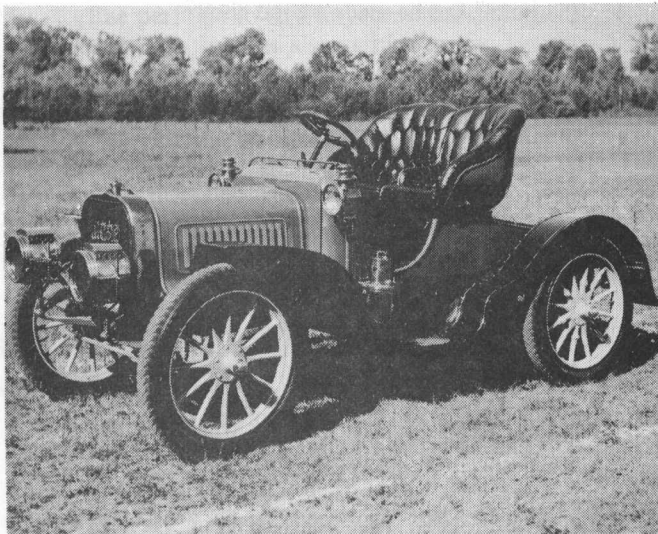
Victor: In some towns they did, and they varied. They had a five mile an hour speed limit in one town I remember. I was arrested in 1909 in Brunswick, New Jersey, for going 18 miles an hour in a 15 mile zone. It cost me \$11.00 to get out of there. As I think about it, the judge and the sheriff were probably splitting the money. I think they were working together on the deal.

SWR: What were some of the other automobiles you can recall in those early years?

Victor: There were many. The very first car I can remember as a young boy was a Renault, a car made in France. I remember that it had a motor in the rear and a sloping hood. I also had a four-cylinder Packard that ran like a dream. What a nice car it was! I drove that Packard on the first concrete highway that connected Schenectady and Albany, New York. I remember that four fellas in a foreign car wanted to race me, so I took them up on it. It was 1909 and the Packard was a 1908 model. I wound up beating them with that car. The highway was about 17 miles, as I remember.

SWR: What are the major differences, mechanically, comparing then and now?

Victor: Well, today there is not much that is really new, but it is made to be more reliable. Take, for instance, rack and pinion steering, which has been on lathes for several hundred years. To bring the carriage back and



Victor was influenced by Bill Taylor, his boss at the Pope Motor Car Company, to become a toolmaker. He spent much of his time "hand-making" the steering wheels for the 1906 Pope-Toledo car, as pictured here. Photo from collection of Richard B. Brigham

forth on a lathe they use the same principle. A machinist knows what I mean. The automatic transmission is not actually new. I remember in 1916, at Mechanics Hall in Boston, a fella displayed a torque converter. The man spent \$35,000 developing it but the car companies all turned him down at the time. In 1932, Chrysler used his idea after the patent ran out. No one wanted to pay for the idea; they just wanted to use it.

SWR: Did you ever meet any of the early pioneers of the automobile industry?

Victor: Yes, I had the pleasure of meeting C. Harold Wills in 1931 in an office of Dean Witter and Company. He was a brilliant man and largely the reason why the Model T Ford was such a success. As you know, he made his own car, called the Wills Sainte Claire. It was one of the finest automobiles ever built, but Mr. Wills tied up too much of his capital in plants and it never lasted. I asked his advice on a traveling shaving kit that I was trying to get backing on at the time. I saw him a couple of times after that and he impressed me with his knowledge. I could not get backing for my idea. It was a bad year to ask others for money.

SWR: When did you start selling?

Victor: In 1916 I sold a chemically treated cloth. This was my first selling venture. In 1918 I began marketing windshield wipers under the name of V. H. Christen Manufacturing Company. Back then the standard wiper was the Outlook brand. I made one with spring steel arms. It cleaned inside and outside. The Outlook company tried to sue me for patent infringement, but I finally won in Federal Court the right to continue manufacturing my blades. Then, in the twenties, the automatic wiper came out, and that was the end of the wiper business. The automatics were not much good in the beginning, but they improved soon after that. I was in the wiper business until 1936. Then I went to work for Sterling Drugs as a sales representative and did that for 23 years. I started selling automobiles in 1957 at the age of 68. I tried to retire four different times but felt myself slipping away and knew that I had to get back to work. I have been working ever since.

SWR: What do you think is different today in selling an automobile?

Victor: Well, first, you can't make as much selling today in terms of profit per car. A dealer back in the early days could make about 21% profit when he sold a car. Now a dealer gets only 9 to 13% per car. That's why so many have gone broke in these past years. People buy a car that looks good today. It has got to be stylish. In the early days, reliability was very important.

SWR: Can you tell us a little about your book?

Victor: Well, the title will be *The Birth and Growth of the Automobile Industry—I Was There!* It is a very large job to research the many automobile companies. However, General Motors, Ford, Chrysler, and American Motors are all helping me with any information that I need. The book will have about 300 photographs. I will be going back east soon to gather more information. I don't know exactly when it will be out, but I hope within the next year.



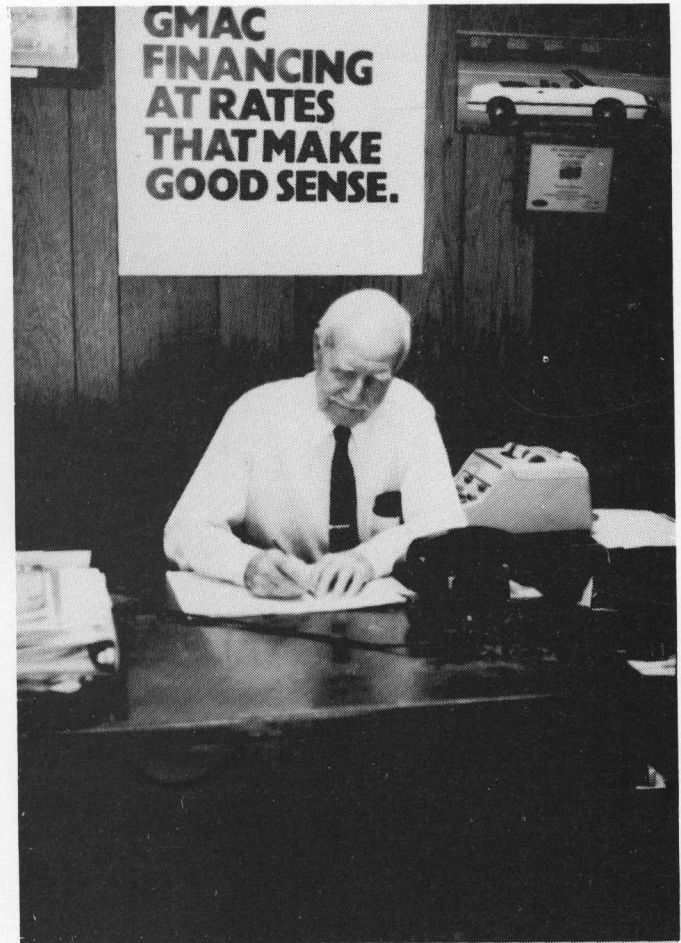
Ends continuous wiping. RUBBER takes off dirt, FELT puts on chemical that keeps vision area clear for hours, in rain, fog, mist or snow.

**CHRISTEN'S  
SAFETY WINDSHIELD BLADE  
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Fits any style windshield wiper—just take out old blade—insert Christen blade. Once “broken in”—after two or three hard rains—a few strokes clear glass—and it stays clear. Guaranteed for 1 year. Protects glass from ugly scratches—adds to driving safety and pleasure. Over 1 1/2 million in use. Standard 7 1/2-in. size. Special 9 in. size, 50c. Wherever auto accessories are sold.

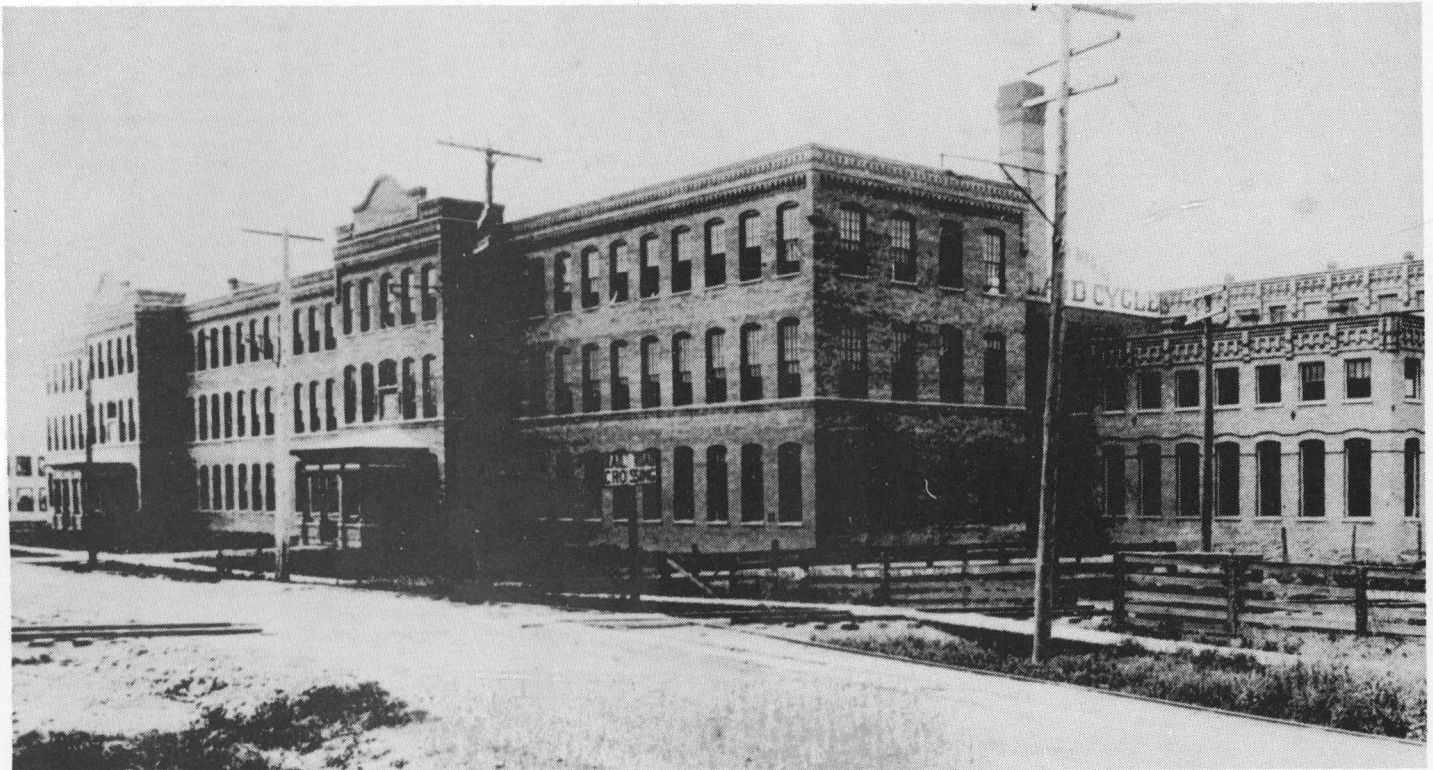
**35¢**

V. H. CHRISTEN MFG. CO.  
319 Orleans St., Detroit, Mich.



This ad appeared in the November 17, 1928, issue of the *Saturday Evening Post*. For years, Victor marketed windshield wiper blades of his own design.

Victor said, “I tried to retire four different times, but I felt myself slipping away.” He started selling cars at age 68, a time when most of us might think about retirement.



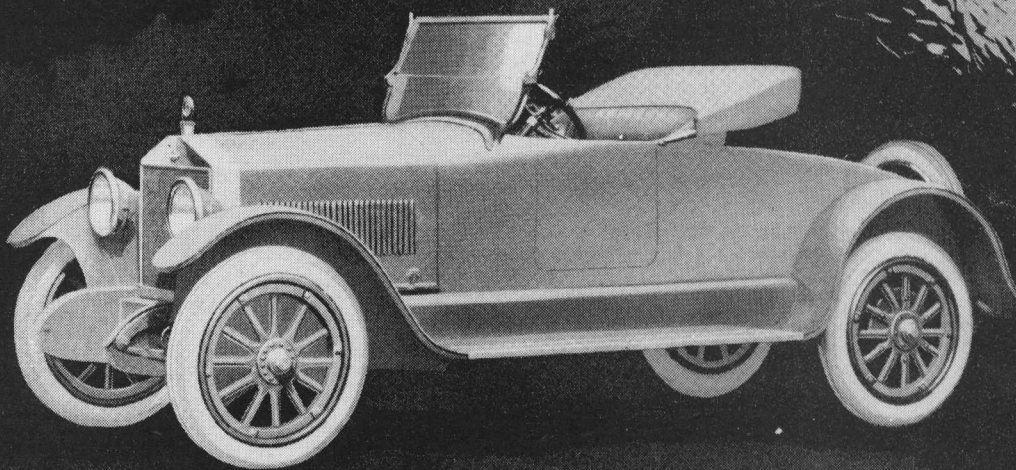
The Pope-Toledo plant in Toledo, Ohio, as it appeared at the time of Victor Christen's employment there. This building was purchased by John Willys in 1909 and became the first unit of the huge Willys-Overland plant.  
*Photo from collection of Richard B. Brigham*

THE  
MURRAY  
EIGHT

Unites the rigid perfection of details and finish for which the high priced foreign cars have been conspicuous with American simplicity and directness in design, American efficiency and enterprise in manufacture.

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