NEWSLETTER

ISSUE NO. 31
SEPTEMBER 1973

The Society of Automotive Historians

HEADQUARTERS & EDITORIAL OFFICE: 5 QUEEN ANN DRIVE, NEWARK, DEL. 19711

PRESIDENT'S PARAGRAPHS

The fifth annual S.A.H. meeting will be held at 8:30 P.M. on Friday, Oct. 5 in the Mosaic Room of the Hotel Hershey, Hershey, Pa.

For the first time, we are trying to set up a program, which should be of interest to the Society's members. First, of course, will be a business meeting of the briefest possible duration. This will be followed by a panel/audience question and answer period.

At present, the plans call for a panel of five publishers and/or editors of the type of publications which use what S.A.H. members would be most likely to write. This publisher/editor group will include the categories of newsletters, club magazines, non-club magazines, magazine/book publishers and book publishers and distributors. Each panelist will give a short introductory statement concerning his area of publishing/editing and comment on what he feels is of interest and importance to the audience. Following these statements, questions may be put forth, preferably to an individual panelist. The subjects might cover anything from how material should be prepared to how much royalties, prepayment, reimbursements, etc. should be. You will be able to find out who would be most likely to accept your type of material; the facts about ghost-writing and editing; how you are protected by copyrights; who has the movie rights to your work, and anything else you might want to ask.

Even if you do not plan on writing anything, you can never tell when you might decide to try for the Cugnot Award, so it may turn out to be a pleasurable and profitable meeting after all.

I will be looking forward to seeing you there.

John M. Peckham, President.

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NEW MEMBERS:

Russell E. Stadt
5364 Stuart Ave., S.E.
Grand Rapids, Mich. 49508

Frank Enright
964 Brown St.
Akron, Ohio 44311
(Home: 782 W. Bath Road
Cuyahoga Falls, O. 44223)

William F. Northrup, Jr.
4020 Bermuda Dunes
Bonita, Cal. 92002

John R. Olson
2020 Girard Ave., South
Minneapolis, Minn. 55410

NEW ADDRESSES:

Frederick D. Roe
837 Winter Street
Holliston, Mass. 01746

G. N. Georgano
19 Heath Road
St. Leonards
Ringwood, Hants. BH24 2PZ
England

(cont'd. p.10)

THE MAIL BAG

Letters from Members

From Frank Snyder comes a reply to A.M.Gregory's letter in No.30:

"The Horseless Carriage Co. was located at 1616 Masonic Temple, Chicago. In 1895 they built a three-wheeled vehicle. (See Carriage Monthly, Nov. 1895, pg. 236; Horseless Age, Nov. 1895, pg. 20.) I have no references for this company as early as 1888, nor do I have references for a four-wheeled vehicle. Incidentally, the vehicle's name was 'Salisbury'."

Ed. Note: Horseless Age referred to was reprinted long ago by Floyd Clymer, and the following is a verbatim copy:

"The Salisbury Motocycle

This is one of the most novel motor vehicles yet designed. The inventor states that he has adopted this form of construction in order to eliminate the chain and sprocket and get direct gearing from the engine to the beveled wheel (sic) which is the driving wheel of the vehicle. The reason assigned for the choice of three wheels instead of four, is that it secures a direct and central action, which is also central with the weight carried.

The engine which is encased in the dashboard is a double cylinder double acting engine producing an explosion every revolution. Its weight is said to be less than 150 pounds, and its capacity from 5 to 7 horse.(sic)

The two forward wheels are guiding wheels, pivoted at the hub. All three wheels are 48 inches in diameter, are constructed of wood bound with steel and brass, and are fitted with Columbia pneumatic tires.

This vehicle weighs about 600 pounds, has four speeds, 3,7, 14 and 21 miles an hour, and a double brake, foot and hand. It is designed to carry three or five persons. The cost of operating is about the same as in other gasolene carriages.

The Horseless Carriage Co., which has been organized to manufacture the Wilbur I. Salisbury vehicles, will build them with and without tops, and will make a specialty of light tricycles which by a change of box, can be used for either business or pleasure. The company's address is 1616 Masonic Temple, Chicago."

An illustration accompanying this item is a copy of an artist's rendering and not from a photograph, and leads one to suspect this was another promotional scheme which, at the time, had not yet built any vehicle, and certainly not at their address.

From David Ash, Ash Publishing, Ltd., P.O.Box 32, Nyack, N.Y. 10960

"I am anxious to obtain articles on veteran, vintage and antique sports cars which could be run from time to time in Sports Car magazine.

As you know, our editorial budget is small, but the magazine is a glorious showcase. Perhaps the finest one of its kind in the world.

So would you perhaps run this letter in our next Newsletter please, so that interested members of the SAH may put themselves in touch with our Executive Editor, Dan Broun. Address is: SPORTS CAR c/o Ash Publishing Co. Telephone number for the enthusiastic is (914) 358-2599."

Ed. Note: The policy for the Newsletter is to avoid commercial advertising, but David Ash's letter is considered an invitation for the authors among us, rather than a "plug" for the magazine.

From Dick Brigham:

From the opposite side of the Editor's desk, I wish to extend to the new editor my congratulations on an excellent issue No. 30, and my thanks for taking over the interesting but sometimes worrisome task of editing this Newsletter, and attending to its printing and mailing.

Also I wish to thank Editor Marshall Naul for the kind words in my behalf on the last page of No. 30. Production of the first 29 issues was an enjoyable task in most respects, for he who edits the Newsletter gets the first look at the fascinating material as it arrives in the mail. A great deal of personal correspondence has resulted from the letters, articles and pictures contributed by fellow SAH members.

Now, without a Newsletter to produce, I can devote some time to other long-promised projects. Number One on the list is the Membership Directory. This is now completely set up and is ready for printing. It should be in the hands of the members before the October meeting in Hershey.

The long-awaited club magazine, Automotive History Review, is in preparation. This will carry the longer articles which formerly were a part of the Newsletter. Pictures will be used generously. Letters from members will be welcomed and published in a section called "Viewpoint", on the order of the "Mailbag" pages of the Newsletter. Short articles, with or without pictures, which constitute an opinion rather than a factual account of automotive history, will be published in this section - including the age-old and never-to-be -settled question of "Make or Model?"

Any and all contributions to the magazine will be joyfully received. Send them to me at Box 6465, Marietta, Georgia 30062.

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From: Fred Roe, 837 Winter St., Holliston, Mass. 01746

Every issue of our Newsletter contains a number of fine exchanges of information on historical matters pertaining to car makes, through its letters column, which is a fine service to all of us and which we should all support with our own contributions. Reading these letters reminds me of the tremendous amount of valuable detail (and some hearsay) contained in the letters columns of Motor, Autocar and Motor Sport, in England during the 1940-45 war years.

The AUTO RED BUG has come in for a lot of discussion to which I can only add that I had a ride in one about 1928-9. A neighbor's boy was given one by his sister, and he drove me home from school in it or on it, silently, battery-powered, unlicensed, unlicensable even then, partly on the street and partly on the sidewalk. He was probably twelve or thirteen at the time. I think this one had been bought at Abercrombie and Fitch, and I do recall having had F.A.O. Schwartz catalogs in which RED BUGS were advertised.

I like Mike Worthington-Williams' suggestion that roster entries carry a bit of pertinent information with them. At the risk of requiring too much space it would seem also a good idea to note the existance and location of surviving examples, especially of those makes which are very scarce and obscure.

In the "grandfather" of all rosters, the'Historical Table of the American Motor Car Industry' published in MoToR in 1909 (which is a list of manufacturers, not vehicle names) under the name'Iroquois' there are two entries. One of these entries lists the "Iroquois Iron Works, Buffalo, N.Y." as a manufacturer of motor vehicles in 1906-08. This list does not distinguish between passenger and commercial vehicles, so the researcher is left to his own devices to sort these things out. The other "Iroquois" entry has been substantiated, but some subsequent researchers have stumbled over the first.

For example, Charles Bishop in his "Automobiles of New York" reported that he had been unable to verify this listing. And now, the most recent effort in the roster line, published in the book "The American Car Since 1775" lists the'IROQUOIS STEAMER, 1906-08, Iroquois Iron Works, Buffalo, N.Y.; one car built by W. Grant King.' Additionally, in the commercial vehicle roster in the same book, IROQUOIS is also listed, with only a 1906 date, also credited to Iroquois Iron Works, Buffalo, N.Y.

These entries still contain certain inaccuracies which I shall try to clarify. In 1946 when I was the editor of The Bulb Horn, I received and published a letter from W.Grant King, who was the manager of the Iroquois Iron Works in the early years of the century. The late Mr. King was my sister's father-in-law and I had heard about his automotive construction at first hand and requested that he write the story for me. In Mr. King's letter he states that he built a steam runabout for his own use in 1902. He goes on to describe how he felt that the steam cars available at the time were fragile, complicated and generally unsatisfactory and then relates how he purchased various components ans assembled his own car, which he used for four years before selling it to a farmer. The photos show the car to look very much like a contemporary steam runabout of 1902, possibly a little heavier and with several visible individualistic details. This then is the "one car built by W. Grant King" listed in "The American Car Since 1775" as the 'IROQUOIS STEAMER' and dated 1906-08.

No doubt Mr. King made use of the facilities of the Iroquois Iron Works when constructing this car as he was the manager of the company. However, there was no implication that the company was involved in its design or that there was any intent to produce it commercially. Mr. King never referred to the car in any way except as the steam runabout he built for his own use, either in conversation with me or in his letter. It certainly should not be termed an 'IROQUOIS STEAMER' and it was built in 1902, not 1906-08, by which time steam car design has progressed far beyond the buggy-shaped runabout stage.

Two commercial vehicles were built by the Iroquois Iron Works, and Mr. King reports how he supervised their design, construction and trial. They were motor stages intended for use in Utah and an illustrated folder was issued describing them, as they were being considered for production. Mr. King quotes 1905 as the date of this endeavor, which may well have been the beginning, with completion in 1906.

In short, W. Grant King did build a steam car in Buffalo in 1902, used it for four years and sold it. It should be credited to him and listed under KING. The listing of a car under Iroquois Iron Works is in error and should be cancelled from all listings. The documentary evidence for this is in The Bulb Horn, Vol. 7, No. 4, Oct. 1946, Pg. 38-40. The Iroquois Iron Works did build two commercial vehicles for use by the parent concern, Barber Asphalt Paving Co. These are also described and illustrated in The Bulb Horn and do merit inclusion in commercial vehicle lists under IROQUOIS, 1905 or 1906.(Incidentally, Mr. King continued his career as an industrialist as manufacturer of the "King" sewing machine and later "King" radios, both items which some of us antiquarians can recall.)

I shall be glad to supply any interested member a photo copy of the Iroquois information published in The Bulb Horn. A copy of this issue is also included in a package of these magazines destined to be delivered to the SAH Librarian at the annual meeting at Hershey.

Publicity and Prestige: FORD, Henry and Automobile from 1933 to 1941

by David L. Lewis

If publicity sells cars - and that's always been the name of the automotive public relations game - the V-8 FORD received a big boost from the publicity given the Ford Motor Compant and Henry Ford during the pre-WW II decade.

FORD dealers probably were aided more by the publicity and prestige of the company and its founder than agents of any other auto maker as both received attention in the press and were more highly regarded than any other automotive enterprise and figure throughout the prewar decade.

As for the company, it received more linage between 1933 and 1941 in the New York Times (which was the only American newspaper indexed during those years) than any other other firm except the New York-based New York Central Railroad. Hinterland newspapers, which did not share the Times' interest in the operational reports and lesser activities of the Central, undoubtedly gave the Dearborn company a much greater amount of publicity than the railroad.

In the general periodicals surveyed by the Reader's Guide to Periodical Literature and the specialized magazines analyzed by the Industrial Arts Index, the Ford Motor Company received more than twice as much publicity between 1933-1941 as the next most publicized firm, General Motors, and almost three times as much attention as the third-rated company, United States Steel Corp. (and more than eight times as much publicity as 14th-ranked New York Central.)

Although Ford's prestige (greater than that of any other business concern during the 1920's) declined during the 1930's, the firm was rated among the nation's three or four leading firms in prewar surveys to determine the relative public relations standing of companies. The public thought more highly of only General Electric and the Bell Telephone Company in a multi-faceted public opinion survey conducted in 1937 by the Curtis Publishing Company. Respondents in the nationwide poll rated the Dearborn company's labor and pricing policies head and shoulders above those of any other firm. Only Bell was believed by more survey participants to be operating in the public interest than Ford, and the Ford organization was highly rated for its research and new-product development.

Curtis' findings were corroborated in large measure by the Psychological Corporation's Link Audit, which, starting in Nov. 1937, semi-annually measured the public's favorable and unfavorable attitudes toward eight major companies. Between 1937 and 1942, respondents regarded only three of these firms, General Electric, General Motors and Westinghouse, more favorably than Ford (which was rated affirmatively by 65% of the sample); and ranked duPont, Standard Oil of N.J., United States Steel and United States Rubber behind the Dearborn organization. Ford, however, consistently led the field in unfavorable responses - with one out of eight expressing a negative attitude toward the company.

In a third nationwide public opinion survey, conducted among the male population in Aug. 1941 by a Ford advertising agency, Maxon, Inc., 84.7% of the respondents thought "favorably" of the Dearborn company, compared with 94% for General Motors and 91.8% for General Electric, the firms with which Maxon had Ford compared. Thus the name Ford, if less prestigious in the 1930's than it had been in the past, was still a powerful word in 1941, commanding the respect and loyalty of millions of people.

Henry Ford's publicity and prestige supplemented the company's. The auto king's hobbies (Greenfield Village, "village industries", soybean and plastics experimentation, etc.), embroilment in the swirl of current events and active direction of the company kept him in the public eye. In fact, according to the New York Times Index and the Reader's Guide to Periodical Literature, only 19 persons received more attention in general magazines than did Ford between 1933 and 1941, and only 27 more persons received more newspaper publicity.

Among businessmen, only John D. Rockefeller, Jr. came close to receiving as much attention as Henry Ford in the New York Times between 1933 and 1941. In the general periodical press, the auto magnate was the subject of more than twice as many articles as the second-best publicized businessman, Charles F. Kettering of GM. Publications abstracted by Industrial Arts Index gave Henry Ford more than three times as much attention as either of the next most-publicized businessmen, Kettering and Rockefeller. As to the amount of publicity accorded Ford, the New York Times averaged 41 stories per year about him during the 1930's; the general periodicals, nine articles annually during these years. Four full-length books about the Dearbornite were published during the 1930's.

Henry Ford's personal reputation remained high during this decade. In 1934, at a "choosing-a-career" conference attended by 4500 students from 103 Eastern colleges, the industrialist was voted the "most admired American businessman." A 1937 Fortune survey rated only Senator Borah and James Farley ahead of Ford when asked whom they would prefer (aside from FDR) as president. Princeton students, asked in 1939 "What famous person would you like to know?" placed only Hitler, Pres. Roosevelt and Anthony Eden ahead of Henry Ford, who was followed by Lindbergh, Cordell Hull, G.B.Shaw, Jim Farley, Arturo Toscanini Hedy Lamarr and Thomas E. Dewey.

The continual references in the press throughout the 1930's to what Henry Ford had done - in addition to what he was doing or thinking of doing - for his fellow man, helps to explain how the industrialist retained much of his prestige in his declining years. Many commentators, while discussing Ford's attitude toward the NRA or United Auto Workers, also reminisced about such achievements as his Model T, contribution to mass production, the five-dollar day, and pricing policies. Most of the commentators and publications appraised the manufacturer in a kindly light. The New York Sun described Ford in 1934 as a "supernatural being who, somehow or other, has achieved the colossal, the impossible"; the author of Men Who Run America looked upon him, in 1935, as one of the two persons who had "most profoundly influenced American life in the social-economic field", the other man was Edison. A syndicated columnist viewed him in 1939 as the "living American who had contributed most to making life more comfortable and attractive for the people of his country." A small-town Washington newspaper in 1941 called him a "modern miracle" who, by following "a pattern of hard-earned and deserved success ... had a life surpassing anything that Horatio Alger ever dreamed of."

These and many similar observations about Ford's rise from "rags to riches", his efforts in behalf of mankind and his heroic qualities, as symbolized by his "rugged individualism", evidently made an impression on readers. "Many Americans", the Literary Digest, after reciting Ford's achievements, solumnly asserted in 1935, "would rather be Ford than President. To them, Henry Ford typifies the national ideal." The Literary Digest's appraisal of the motor magnate came, of course, before Ford's involvement in controverial labor and defense issues during the late 1930's and early 1940's. But despite mixed publicity arising from these matters, Henry Ford's reputation and achievements in 1941 were such that Time's editors had agreed to name him "Man of the Year for 1941" - until the attack on Pearl Harbor "made a radical change in Mr. Roosevelt's position." The award, Time's publisher wrote Ford, was to have been made "both in your own right and as a symbol of the American businessman of 1941."

Early STUTZ Serial Numbers G. M. Naul

None of the published serial number collections in Motor Age, Horseless Age nor in Grace Brigham's Early Car Serial Numbers, has information on these numbers for the STUTZ prior to 1915. Such numbers are of interest in determining yearly production as well as value in the accurate dating of extant examples of the early years, 1912 through 1914.

Despite this lack of factory information, it is possible to "synthesize" serial numbers by the use of data from available registration lists which were published by some of the states, with data added from recent AACA Registers. The most useful of the early listings include the name of the make, model-year, serial number and taxable horsepower. From the HP figure, it is possible to separate the models for manufacturers who offered several sizes of cars during the same year.

As an example of the process involved, the Connecticut List of Registered Motor Vehicles for 1915, was searched for STUTZ registrations as were three scattered weekly issues of New England Auto List. From these sources and the 1968 AACA Register were gleaned the following serial numbers for the model-years shown:

1912	1913	1914		1915
186	884	1495	1837	2340
187	921	1551	1839	2383
392	971	1583	1912	2482
459	1179	1588	1941	2543
518	1236	1653	2068	2596
	1471	1678	2141	2741
		1754	2189	
		1756		
AACA Register:				
293	1236	1540		
	1283			

For estimating production based upon the above scattered data, it should first be examined for any large and obvious "gaps" in the presumed continuous series of numbers. An obvious gap would indicate that the manufacturer "skipped" a block of numbers for some undetermined reason. Any such gap would introduce rather large errors in the estimating of production. The above array of numbers seems to avoid any such gaps. So to determine a value for estimated production, it is necessary to calculate the following value for p :

$$p = \frac{n+1}{n-1} \cdot d + 1$$

where n is the number of examples of numbers, d is the numerical difference between the largest available number and the smallest, and p is the estimated production.

For 1912 there are six examples: 186,187,392,459,518 and 293. The difference between the largest and the smallest is 518-186 = 332. However, it is likely that STUTZ began their serial numbers at 101 rather than at 1, as there are two examples before 200 and none under 100. Assuming the beginning serial number was 101, this number must necessarily be considered as one of the above examples, and n is increased by one to 7, and d = 518-101. Then

$$p = \frac{7+1}{7-1} \cdot (417) + 1 = \frac{8}{6}(417) + 1 = 557 + 1 = 558$$

If the estimated production for 1912 was 558 and the serial numbers began with 101, then the final serial number for that model year was 659.

For 1913, d = 587, n=8 and estimated production is calculated as 752. If the

final serial number for the previous year was 659, then the serial number range for 1913 was 660 -1412. In 1914, d = 694, n = 17 and p = 785. For this year then, the serial numbers would be 1413-2199. And for 1915, d = 401, n = 6 and p = 562, making the serial number range 2300 - 2862. A summary of this information is:

Model Year	Estimated Production	Estimated Serial Number Range
1912	558	101 - 659
1913	752	660 - 1412
1914	785	1413 - 2197
1915	562	2300 - 2862

Grace Brigham's list does give the serial numbers for 1915 as 2301 - 2867. This is remarkable agreement between the factory figures and the above calculated values arrived at through the above steps from a very small sample of available figures. Because of this agreement, some credence can be given to this method of arriving at estimations for production and for serial numbers. There seem to be no available production figures published for these early years, and the author would appreciate any data which an SAH member might have on this subject.

The above example is, however, not necessarily typical of this sort of analysis and some of the examples which could be cited, are exasperating with numbers far out of apparent sequence in widely separated model-years.

This type of "research" is not typical of the pursuit of automotive history, but can fulfill a need a need for information otherwise unavailable. It also allows those who have an interest in numbers to pursue two interests simultaneously. It is the raw material for this sort of investigation which is very scarce. For example, the periodical noted above, New England Auto List which appears to have been published from about 1908 to at least 1917 is not even listed in the Union List of Serials. Only the Boston Public Library seems to have copies of this weekly. The author is compiling a bibliography of these early automobile registers and would like to obtain information on any which are known to members.

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Was There A WENGER?

Donald J. Summar

Although the name of Wenger cannot be found in any of the lists of automobiles produced in the U.S., there is some evidence which would suggest that Leroy S. Wenger of Lancaster, Pennsylvania, attempted to manufacture electric autos during 1907 and 1908. In 1907, Wenger was proprietor of L.S.Wenger & Co. which handled electrical engineering and contracting work at 45 North Christian Street, Lancaster. He previously had worked for Fidelity Electric Co. also of Lancaster and for Westinghouse in Newark, N.J. He had started his own company while quite a young man, for his nineteenth birthday did not occur until Dec. 14, 1907.

My first encounter with the Wenger "automobile" happened a few years ago when I found an advertisement for the L.S.Wenger & Co. in the 1907 Lancaster City Directory. While reading the ad, one line caught my eye: "AUTO'S BUILT TO ORDER and Repairing a Specialty." Further examination of that city directory turned up a little additional information on Wenger's potential as an automobile Manufacturer. The Wenger Company was one of three occupants of a rambling building at 41 to 45 North Christian. It is of interest to note that the other two occupants were John H. Kauffman, a blacksmith, and John J.A.Hoover, a builder and repairer of carriages. With this combination of talents under one roof, hand built autos could have been turned out on a one-at-a-time basis. The arrangement might have called for Kauffman to build the frame and other chassis parts, Wenger to supply the electric motors, batteries, controls and perhaps the over-all design, and Hoover to build suitable bodies. Despite such a possibility, no evidence of actual production can be found in the local newspapers or in any other sources.

ROSTER COMMITTEE . . . Requests information on the following "puzzlers" whose existance remains unverified:

A.C.M. - 1913 Arthur C. Mason (Mason Motor Co.), Flint, Mich. (Incorrectly listed in No. 30 as A.M.C.)
ALLEN - 1896 C.F.Allen, Hueneme, Calif.
ALLEN STEAM CAR ? - Allen Steamer Co., Indianapolis, Ind.
ALLIS-CHAMBERS - listed 1922, Auto Data Book under orphan car parts, from Puritan Machine Co. (Probably ALLIS-CHALMERS which has been manufacturer of agricultural tractors since 1920. - ed.)
ALMA STEAMER - 1938 Alma Steam Motors, Newton, Mass.
ALTMAN - 1898 Henry J. Altman, Mesopotamia (Cleveland), Ohio
AMERICAN - 1907 American Automobile Vehicle Co., Detroit, Mich.
AMERICAN MOTOR - 1900 American Motor Vehicle Co., New York City
AMERICAN PEUGEOT - 1906
("American Peugeot Automobile Co. to be among exhibitors at Automobile Club of America Show in NYC."HA 11-22-05, p 684. Short desc., AMERICAN PEUGEOT, HA 1-10-06, p. 90 -ed.)

Any information on the above should be sent directly to Frank Snyder, 748 West Laredo Street, Chandler, Arizona 85224.

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LIBRARY NOTES:

The library has received quite a number of donations from members in response to a request in the last issue of the Newsletter. Thanks go to Willard J. Prentice for a number of magazines, and to Jan Eyerman for an interesting collection of catalogs for Australian autos as well as some copies of Australian auto magazines.

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CORRECTIONS:

In "Canadian Mutations, Update '73", Dave Hermanson calls attention to the following: In the last paragraph,... the CHRYSLER New Yorker is unavailable in Canada. This model is no longer available in the U.S., either, being discontinued at the end of the 1973 model-year. In addition, the BUICK Apollo is also offered in Canada in the same models as sold in the U.S.

In the review of the book Cadillac - Standard of the World, there was mention of an illustration which was mis-labelled as being "... in front of the Houses of Congress." Fred Roe comments that the body manufacturer was Brunn who was from Buffalo, and unlikely to use the Philadelphia Art Museum as a background. The reviewer stands corrected, although the background building is still not in D.C.

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WANT ADS:

WANTED for private collection: Canadian and Australian sales literature from 1950 through 1970. Want lists available. Dave Hermanson, 23920 Anza Ave., Apartment 228, Torrance, Cal. 90905.

INFORMATION WANTED: the current address of Brooke, Smith, French & Dorrance, Inc. who handled Hudson Motor Car Co. advertisements in the 1950's. Also wanted: anything on their predecessors, C. C. Winningham, Inc. (1921-1931) and Erwin Wasey & Co. who took over in Nov. 1931. And any information on any others. Anyone know the identity of the illustrator whose initials were RFH and who did most of the artwork for the early 1920's ads? D. J. Kava, Rt. 1, Box 186, Buras, La. 70041.

I found further evidence of L. S. Wenger's desire to manufacture automobiles in the form of two stock certificates, now in the possession of his son Richard S. Wenger. These stock certificates were issued by the Wenger Simplified Motor Car Manufacturing Company which had been organized under Oklahoma law in 1908. Officers of this company were L. S. Wenger, president, and John B. Bissinger, Jr., secretary. Bissinger was then a resident of Lancaster, Pa. and was listed in the 1907 city directory simply as a clerk. The Wenger Co. was capitalized at $30,000 im 3000 shares of stock with a par value of $10. This stock consisted of 2300 shares of common and 700 shares of preferred. The two extant certificates were issued June 6, 1908 to L. S. Wenger for 1100 shares of common and 300 shares of preferred. It may be that the word "Simplified" in the company name was a further indication that production was to consist of electric vehicles. I have not yet acquired incorporation information from Oklahoma to find out if any annual reports are available. The company's existance must have been brief, for the company lost its charter for non-payment of taxes in 1910 according to the Marvin Scudder Manual of Extinct and Obsolete Companies. It is possible that at least one automobile was built prior to the organization of the Wenger Simplified Motor Car Company, for if a prototype had proved successful, the organization of the company might have followed in an effort to capitalize and get into production.

In any event, by 1909 the L.S. Wenger & Co. which advertized only its electrical engineering and contracting work, was operating at 147 East Chestnut Street, Lancaster, and John B. Bissinger, Jr. was then an employee of the Pennsylvania Telephone Co. Until further evidence is found, the Wenger company must remain in the category of those firms whose "intention to manufacture" is evident, but whose actual production is at bestproblematical.

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ADDITIONAL NEW MEMBERS:

Richard L. Knudson
Drawer 220
Oneonta, N.Y. 13820

British Leyland Motors, Inc.
600 Willow Tree Road
Leonia, N.J. 07605

CHANGE OF ADDRESS:

Jack Dennis
Apt. 121
3401 Colfax Ave. South
Minneapolis, Minn. 55408

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LIBRARY NOTES:

In addition to the books listed in Issue No. 30, there has been received the following books:

Old Farm Tractors by Philip Wright
The Austin Seven by R.J.Wyatt
ROLLS ROYCE Alpine Compendium by Christopher Leefe
ROLLS-ROYCE Catalog 1910/11 with preface by H.F.Fergusson-Wood
Electric Vehicle News, Vol.2, No. 3 (The Magazine Committed to Better Transportation.)

Space precludes reviews of these in this issue, but will be made available in Issue No. 32.

Maurice A. Harrison has asked where a copy of OLDSMOBILE - The First Seventy-Five Years may be obtained. The first issue seems to have been sold out but is to be reprinted by Automobile Quarterly whose new address is 14 East 60th Street, New York, N.Y. 10022.