



President's Paragraphs

I'd like to announce a general meeting of the Society on June 20 and 21 at the Detroit Public Library, 5201 Woodward Ave., Detroit.

There's an awful lot to talk about, so I hope you can make it. The Detroit Public Library has very kindly offered us a meeting room that seats 90.

The agenda will begin with a discussion of a general plan for the Society. I'd like to get your thoughts on where this organization wants to be five, 10, 25, 50, even 100 years from now. How big should we get? Do we eventually want a national headquarters? A salaried executive director? What should we aim for in terms of service -- usefulness?

Then, too, I want to talk about the projects I outlined in the April *Newsletter*: oral history, fund raising, indexing, cataloguing, the roster of makes, the gathering of production figures, press releases, liaison, etc. -- plus the standing committees we now have: publications, membership, nominating, publicity, awards, bylaws, and so forth. There's a good bit to talk about, as you can see, so I think we'll fill both days -- Friday and Saturday, June 20-21, 9:30 a.m. to 5:30 p.m. And if necessary, smaller groups can convene during the evenings and probably that Sunday, I'll surely be available.

The SAH has traditionally held only one meeting a year -- the one at Hershey. That's fine, and I think we ought to keep the Hershey meeting each fall. But not enough gets done at Hershey, mostly because the flea market and other activities don't give us enough time, so if this June meeting goes well, we might want to hold two meetings each year -- the Hershey meeting in the fall and another in the spring. The spring meeting needn't always be held in Detroit, of course. We can move it around to suit members in different parts of the country.

SPECIAL NOTE: As of January 20, 1975, the Society has been incorporated under the laws of the State of Indiana. We wish to thank John Martin Smith for his efforts on our behalf. He is now working to get the Society recognized as a not-for-profit organization. This would make dues and donations tax deductible.

Please, in correspondence, publications, etc., use the name "The Society of Automotive Historians, Inc."

SEVERAL ANNOUNCEMENTS

David W. (Dave) Brownell, editor of *Old Cars*, has agreed to take the chairmanships of two committees: publicity and press-release gathering. Dave is highly qualified for both jobs, having long worked in publications, advertising, and publicity. His duties in press-release gathering involve contacting domestic and overseas car-company public relations offices, asking to be put on their mailing lists to receive releases, photos, specs, and press packages. Dave will file these by year and manufacturer. Contemporary press releases will become more valuable in the future, both historically and monetarily.

Frederick D. (Fred) Roe has kindly agreed to take temporary charge of membership. He emphasizes, though, that

We very much need volunteers to head and serve on the various committees. Please get involved. If you're interested in any of the above projects, or if you'd like more information, please drop me a line at Box 7607, Stockton, CA 95202.

A couple of additional things you might be thinking about. The SAH ought, I feel, to launch an advertising campaign aimed specifically at auto industry execs and retirees, asking them **not** to simply toss out "obsolete" old files and photos. So often an auto executive unthinkingly orders a whole roomful of old storage files cleared out to make space for newer files. You know what happened at Packard and at Briggs, and of course this sort of thing goes on every week. It's a tremendous waste of historically valuable documents. So we need to encourage the saving of such things. The libraries and archives I've talked with so far would welcome corporate and private castoffs.

Another thought comes from John Conde. John pointed out to me recently that the time has come to begin saving not just documents in the form of the printed page but also "documents" in the form of auto-related films, videotapes, phonograph recordings, filmstrips with records, etc. John mentioned specifically the TV commercials advertising cars, radio commercial transcriptions, training and sales films and cassettes, annual meeting films from corporate boards, "freebie" videocassettes sent to TV stations as new-model announcements, and so forth.

I'd just as soon not load the Society down with yet another committee, but maybe we ought to establish one for gathering and preserving just such material. Items wouldn't be hard to get -- the ad agencies and car companies would send them to us free as they're produced. So far as John and I know, no one's yet begun collecting such valuable "documents," and if we don't do it, who will?

Please do mark Friday and Saturday, June 20-21, on your calendars, and I look forward very much to seeing you in Detroit. —ML

since he's also the Society's treasurer and keeper for the SAH mailing list, he hopes to turn the membership job over to someone else soon.

Pending board approval, the following people have been suggested for honorary SAH membership by president Lamm: William Harrah, Reno, NV; Roy D. Chapin, Jr., Detroit, MI.; John R. Bond, Newport Beach, CA.; Strother MacMinn, Pasadena, CA.; and Owen Bombard, Dearborn, MI. In addition, Mike would like to put several libraries, archives, and auto-related institutions and organizations on the SAH mailing list (to receive SAH publications). ML

ROSTER NOTE

Some of you didn't understand the bit about the roster sheets. One was sent to each member to let you see what they look like. It isn't practical to print thousands that would be needed for everyone to work on them. Just use this sheet as a guide and put the information needed on another plain piece of paper. As soon as it is determined who will correlate these things, those plain pieces of paper can be sent to that person and our master roster will be in business. I have received a couple of them already and I will keep these in file.

This is a chance for those of you that are specialists on certain marques to get that pertinent information on file. You will be fully credited. Please date all entries. It would also be good to know whether the sheet should be considered complete at the time you send in the information.

If any of you have any good information on the Littlemac, send it in. Donald Paul of Muscatine, Iowa is going to have something on this little known effort in the next issue. Add your bit!!

We're going to kick the American Napier around a bit next issue also. Send in your contributions on this one for there should be some pretty conclusive information for the "yes, it was built" people!

I have a problem, or we have a problem, that I would like to get membership response on. We all know that the beginning years of the automobile, from 1898 to 1905, were pretty much touch and go all over the world. There were literally thousands of cars built by small town mechanics, sometimes with hopeful thoughts, and sometimes to get him from point A to point B with the least amount of effort. Some of these machines have been recognized for years as pioneer efforts, worthy of being remembered because of the times. In the last half dozen years, there have been hundreds brought to light that were previously unknown. Some may be called, "one off back yard attempts", but some of them were every bit as ingenious as the ones that found themselves coming off assembly points. I am, personally, for complete recognition, with an explanation that it was a one shot deal, but I want some response from those who care. Stan

The Mail Bag

From **D. J. KAVA, 1755 Nandera, Beaumont, Tx. 77706.** I stumbled on to an interesting 1920's Star car advertising item. It is two plates of laminated glass 2" x 2½" that when held to the light show the Star emblem and says "Star Car Worth the Money". When moved slightly the picture changes to a portrait of (I guess) W.C. Durant. After considerable research it has been discovered that the item is properly called a parallax stereogram. Has anyone seen similar items used to advertise automobiles? Is this a unique item or part of a set? Can anyone date this item closer than the 1922-28 era of the Star's existence? Any help will be appreciated. Thank-you.

From **RICK LENZ, 12860 La Cadena Drive, Colton, CA. 92324:** The enclosed sheets are copies of the list I sent to "Automobile Quarterly" after their book "The American Car Since 1775" was published, to bring their list of car-manufacturers (that I was familiar with) up-to-date (Jan. 1973).

The electric car manufacturing firms that I've listed are only the ones which sold two-passenger cars (with lights, windshields, etc.) equipped so they could be licensed for

regular street use. No golf-carts (which could have lights on them!), or industrial "trucks" are listed.

I can supply snapshots of some of these "makes," if you want to run a short article in the newsletter (to possible arouse others who have electric information).

Electric passenger cars built since 1946 (not including the recent prototypes announced monthly by Eastern firms):

Laher Town & Club, 1961-65
Electromaster, 1962-(65 Nepa)
Charles Townabout, 1960
(Electric) Sports Rider, 1962 --
Electra King, 1962-72
Powercar, 1959-60
Dynamo Jr., 1959-60
Marketour, 1956-70
Marketeer, 1957-61
Markette, 1967-68
Mobilette, 1960-70
BMW (PMW) 1965 --
Samson, 1957-58
Trident, 1959-64
Voltra, 1962?
Chadwick, 1961-63
Autoette Cruiseabout 1954-63
Dyno Car, 1964-68
Dyna Mite, 1969-70
Electro Dyne Mark II, 1971-72
Neco 1-10, 1972
Electra King, 1962 --
Electric Shopper, 1956-69
Henney Kilowatt, 1960-64

Additions, revisions & corrections to the list of US automobile manufacturers in "Automobile Quarterly's" book.

MARKETEER (listed as 1954, only) were built (with various model-names) through 1961, including a sleek, fully-enclosed "Towne deVille." Westinghouse took over (as same address, 26701 Redlands Blvd., Redlands, CA) and built only golf-carts and industrial "trucks" until 1967-68, when they built approximately 150 4-wheeled, fiberglass 2-pass. conventionally-styled cars, called the MARKETTE (one of Marketeers' old model-names). This was squelched by the government safety regulations.

MARKETOUR (listed as 1964, only) It was built through 1970 and started (at least) in 1956. 3-wheeled, metal-bodied, tiller-steering.

MOBILETTE (listed as 1965, to date) Should be 1960 to 1970, only. Firm taken over by Electric Sports Rider in 1968. In 1969 & 70 Mobilettes were built "to order" only.

DUESENBERG, 1971. Duesenberg Corp. 16201 S. Broadway, Gardena, CA., 90248. Seven cars built. Replica of Gary Cooper '35 2-pass. rdstr. wooden body-frame, aluminum body, steel fenders (by California Metal Shaping), on Dodge "commercial" chassis, Chrysler engine. Firm changed hands, moved to ?Nevada?

RUGBY (listed as unsubstantiated) is true, was a Durant derivation built in Canada in 1929 & 30. I've a reproduction of a folder (somewhere!)

HYDRAMOTIVE (listed as unsubstantiated) is true. I don't have the address (in Pasadena, I think), which is on their literature, which is packed away. In 1961 they planned 3 separate models (each with a different name), the 2-dr. was the "Missile" and was the only model still advertised in 1962. Somehow there was to be a small motor at/in each wheel. The advertising-illustrations were impossible drawings; the cars, as shown, couldn't possibly have held the six people that the text claimed they were intended for. Fenders were teardrops (like the Savage) painted contrasting colors - from the body, and were concave behind (or inside-of) the wheels, rather than bulging - out. A friend was accidentally in their shop (they supported themselves by making wooden "forms" for other firms) and saw a full-size car, but possibly it was only a wood-shape, not one you could get into.

CHADWICK (listed as unsubstantiated) Resorter/700,



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SOCIETY OF AUTOMOTIVE HISTORIANS' OFFICERS - 1975

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<p>SECRETARY Vernon Vogel Box 24 Edinboro, Pennsylvania 16412</p>	<p>TREASURER Frederick D. Roe 837 Winter Street Holliston, Massachusetts 01746</p>

was offered from 1961 through 1963, by CHadwick Engineering Works, Pottstown, PA. Seats for 4, a roof, windshield, head & tail-lights. intended for use within hotel-grounds, but could be licensed for the street.

AUTOETTE (listed as only to 1957) Their Cruiseabout model (for passenger/street use) was offered through 1963. (Long Beach firm).

FRONTENAC (Ford) have listed as 1960-to-date. But it (a Falcon) was sold under that name ONLY in 1960 model-year.

STUART, 1962-64. Stuart Motors, Inc., Kalamazoo, MI. built at least one car, or mock-up, which was photographed for their folder.

DEVIN (listed as unsubstantiated) listed as a 1958. That may have the prototype, but there was a Devin, in late 1964, 5 & 6, by Devin Cars/Rialto Motors Corp. Box 100, Rialto, CA. 92376. They may have made their money by selling their catalogs (large, glossy and expensive) as only 2 cars were completed in that time.

DYNO CAR (listed as unsubstantiated) was built from 1964 (possibly before that) through 1968, by Electro-Dyne Co., 702 Marina Drive, Seal Beach, CA.

DYNA-MITE (name-change only) by the same firm. 1969-70, then...ELECTRO DYNE MARK II (completely different 4-wheeled car, premises taken over by Boeger-Electrodyne Inc., Seal Beach, 1971 into 72. NECO 1-10 (same body, with different mechanicals underneath), firm taken over by National Electrodyne/National Electric Co., 2063 E. 223rd St., Wilmington, CA. They built one prototype. Production definitely planned, but new management stopped production-line 3 weeks before volume was to get under way. Company defunct by July 1972.

ELECTROMASTER, listed as through 1964. In 1964 & 65 the same firm built the NEPA; the same car, but fully enclosed.

BMW, Boulevard Machine Works, 10926 Burbank Blvd., N. Hollywood, at least 1965 through 1968. Assorted 4-wheeled electrics, mostly custom-built, fiberglass bodies resembling the first postwar Austin A-40 styling, and others scaled like kiddie-cars. Firm renamed since 1970 as "PMW," at the request of the real BMW. Still building 2-pass., electric cars.

CITY-CAR, 1967, Leopold E. Garcia, Box 111, Berna-lillo, NM 87004. 3-wheeled, gas-powered car with door at the front. At least one working model (full-size) built. Advertising folders printed.

GRAHAM HOLLYWOOD, 1967. by Graham Motor Corp., Neil Demaree, Ft. Wayne, IN. fiberglass-bodied convertible. Clumsy remake of 1940-style Graham, with (sort-of) Packard grille! At least one working model built and driven.

JETAWAY 707, 1968. American Quality Coach Corp., Box 1348, Blytheville, Ark. 72315, was a six-wheeled Toronado station wagon. Name changed in 1969, to "ACQ 707 Limousine," but advertising material-illustration was a painting. Any built ?

WARRIOR I, 1964. by Vanguard Products, Inc., 2227 Irving Blvd, Dallas, TX. 75207. 2-pass. fiberglass "sports" car. At least one full-size model built (quite different from the fancy prototype shown [in a painting] in an earlier brochure) but no production, as they sold VETTA VENTURA, as Vanguard Motors Corp., from 1965 through 1968.

Tom Johnson's Performance, Inc., 5520 E. Mocking-bird Lane, Dallas, TX. 75206, built and sold Vetta Venturas, from Feb. 1968 through 1970.

GMC, they've been building metal-bodied station wagons since 1939. Thats a passenger.-carrying vehicle. Is it a car only if it's registered as one?

SAVAGE (listed as unsubstantiated), intended to be sold as a body-kit, for home-installation; the designer built seven cars during the 1957-60 period (& sold them), then the molds were sold to LaDawri, who advertised kit-only (the designer built complete cars). I reached the designer at one

time, and he sent me an original advertising-sheet (which is packed-away unreachably) showing 3 views of the finished car.

AUBURN, theres a second firm (this was in Jan. of 1973, since then, there's a third firm in Indianapolis, and a re-named Romulus II in Florida) Auburn Speedsters Co., Inc., 361-B Franklin St., Buffalo, NY 14202, building (in 1972) fiberglass replica of '35 Auburn boattail, with Ford engine.

BRUBAKER, The Brubaker Industries, Inc., 5625 W. Century Blvd, Los Angeles, CA 90045. Planned production (in 1972) of van-type station wagon, fiberglass body (with only one right-side door) on (new) VW chassis. At least 3 running, completed models were finished. Changed in late '73 to AutoMecca, Inc., Box 249, Redondo Beach, CA. 90277, building the "Brubaker Sports Van (same vehicle). Changed in early '74 to Automecca, 7128 Foothill, Tujunga, CA 91402, building the AUTOMECCA (Sports Van), the same vehicle, slightly simplified.

DYNAMO JR (listed as unsubstantiated) It was built, I list the years as 1959-60. Round-nosed, fiberglass-bodied, 3-wheeled electric car (for two pass.) I have lost the address. I wrote them for literature, when I was working at Smoke Tree Ranch, in Palm Springs. Dynamo sent a car out to show me, on a trailer, but had no brochures for me to have, and I had no camera, so I have no photos of the car.

ELECTRIC SPORTS RIDER, Kelsen Mfg. Inc., Stanton, CA. 1962 to date. From 1970-on, Electric Car Sales & Service, 624 E. 4th St., Long Beach, CA., (same car). From 1973-on, Sports Rider Electric Car Co., 2334 Orange, Signal Hill, CA. 90806. (same car) but now sold (again) & I haven't learned new manufacturers' address.

SAMSON, built in 1957-58, somewhere in Los Angeles, but they were out-of-business when I discovered "it," so I have no address, or original literature, just snapshots of 2nd-hand models. A 3-wheeled, fiberglass-bodied electric car.

FULLER-DEVIN (cars) 1963-64. 1456 S. Palo Verde Ave., Tucson, AZ. Sold kits, but also complete cars. 2-pass. fiberglass body on VW chassis.

TRIDENT (listed as 1959, only) was built through 1964, and was the cause of the government's retroactive taxes on previously-built electric-cars, that put the electric-car manufacturers out of business here (they built a 4-wheeler prototype and applied for the tax-exemption then "enjoyed" by the 3-wheeled electric cars)

TRAIL BLAZER (listed as 1961-to date) It was announced in 1961, but only one vehicle was built. It still exists.

VOLTRA 1962. Voltra Inc., New York, Announced, folder printed (illustrations were drawings). Supposedly displayed at NY show and Hybrid.

In 1966 through 1968 Volvoville, USA/Munn Motors Ltd., Merrick Rd, Amityville, NY 11701, built Volvo 1800 convertibles.

This list doesn't include the "makes" which sprang-up during 1973 & 74 — Wescott, Romulus II, Lind, etc.

Miscellany

For those members who have a problem of storage of any sort of material, especially of literature, photos, drawings, etc., I would like to suggest that they write for the following items; **Fidelity's 1975 Office & Industrial Supply Catalog**, Fidelity Products Co., 705 Pennsylvania Ave., Minneapolis, - MN 55426, and the **Catalog of the 20th Century Plastics, Inc.**, 3628 Crenshaw Blvd., Los Angeles, CA. 90016. From plastic envelopes, various corrugated board magazine files, storage boxes, filing cabinets to metal filing cabinets, steel shelving and just about anything else you might want, you'll find it here, and at lower prices than if you went to your local office supply house. **JMP**

ALL OTHERS TOWERED BY TEREX TITAN TRUCK, by R. Perry Zavitz. During the usual fuss and fanfare at new model time this fall, General Motors had the BIGGEST announcement of all. Nevertheless, most people probably missed hearing about the Terex Titan - the truck that makes a big Mack look like a dietetic Dinkytoy.

The introduction of the Terex trucks was reported in the SAH Newsletter # 24. The huge 150 ton capacity model (33-15) described at that time is a sub-compact compared to the new Titan (33-19), which has a 350 ton capacity.

The Titan is a prototype built at GM's London, Ontario factory. It was shipped on eight railway cars to Las Vegas, where it was re-assembled for a demonstration at the American Mining Congress.

It will undergo at least a year of testing in southern California at the Eagle Mountain Mine of the Kaiser Steel Corp. If the test proves successful, the Titan will go into production.

Incidentally, about 60 of the Terex model 33-15 trucks have been built and are in service in Canada, the United States, and Yugoslavia. Last December Yugoslavia signed a contract with Terex to buy 18 more of their trucks.

Speaking of Kaiser, the body of the Titan is large enough to hold a total of 10.2 Henry J's. According to its weight capacity, the Titan can carry the equivalent of more than 300 Henry J's.

One GM official said that the Titan could hold two million golf balls. That's great, but where can you unload two million golf balls?

When the body is fully tilted in the unloading mode, it reaches 56 feet skyward. The Titan's overall dimensions with the body down are: length 66 ft. 9 in.; width 25 ft. 8 in.; and height 22 ft. 7 in. Empty, the Titan weighs 509,500 pounds. That is almost 38% more than the dry weight of a Boeing 747 jumbo jet.

The Titan is a ten wheel truck. The wheels have 29 inch rims, and the tires are 40.00 x 57. Each of the tubeless tires is

over 11 feet in diameter, and weighs 3½ tons. So, if you are the tire kicking type, there is a challenge.

All-wheel power steering is standard. The front wheels have a 35½° steering angle, while the tandem axle rear wheels have a 5° steering angle. Turning circle is 140 feet. Three accumulators allow a reserve of two lock to lock turns of the steering wheel in case of engine failure.

GM did a little engine swapping for the Titan. No, it is not powered by a Wankle engine. Instead, it used a 3,300 hp. V-16 diesel engine from GM's locomotive division. Cylinder banks are 45° apart. Bore is 9 1/26 inches and stroke is 10 inches. That works out to a displacement of 10,320 cubic inches. For those who think metric, that is 169.5 liters. For those not interested in cubic inches or liters, the Titan's engine has a displacement almost equal to 24 1938 V-16 Cadillacs.

Anyway you look at it, that is a big engine, and it is there to drive a generator. The generator supplies power to four traction motors, each of which drives one set of the truck's dual wheels. According to the brochure, these motors are "conservatively rated at 750 hp. each."

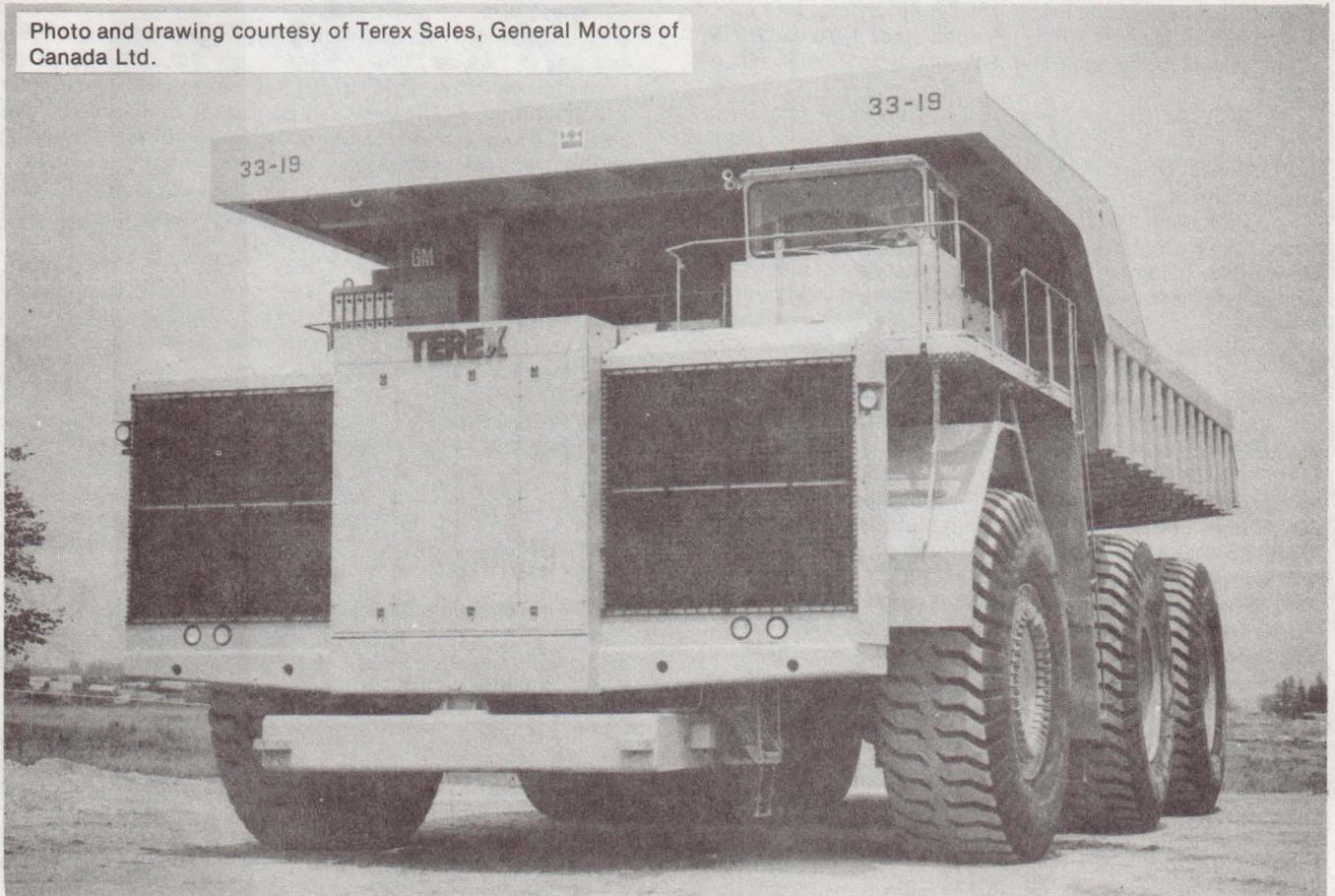
The fuel tank holds 1,560 gallons. With prices these days, that is enough to make you cry when you say, "Fill 'er up." The engine takes 333 gallons of oil - that's gallons! The radiators, there are two of them, have a total capacity of 258 gallons.

Like most new model announcements these days, no mention is made of top speed. Probably a ten-speed bike could outperform the Titan. But this is no Road Runner in any sense of the term.

So much for the go department. The Titan can stop too. The brakes are internal expanding, and mechanically actuated by air over oil pressure. Braking area for the three axles total 7,820 square inches - about the same as a normal garage door.

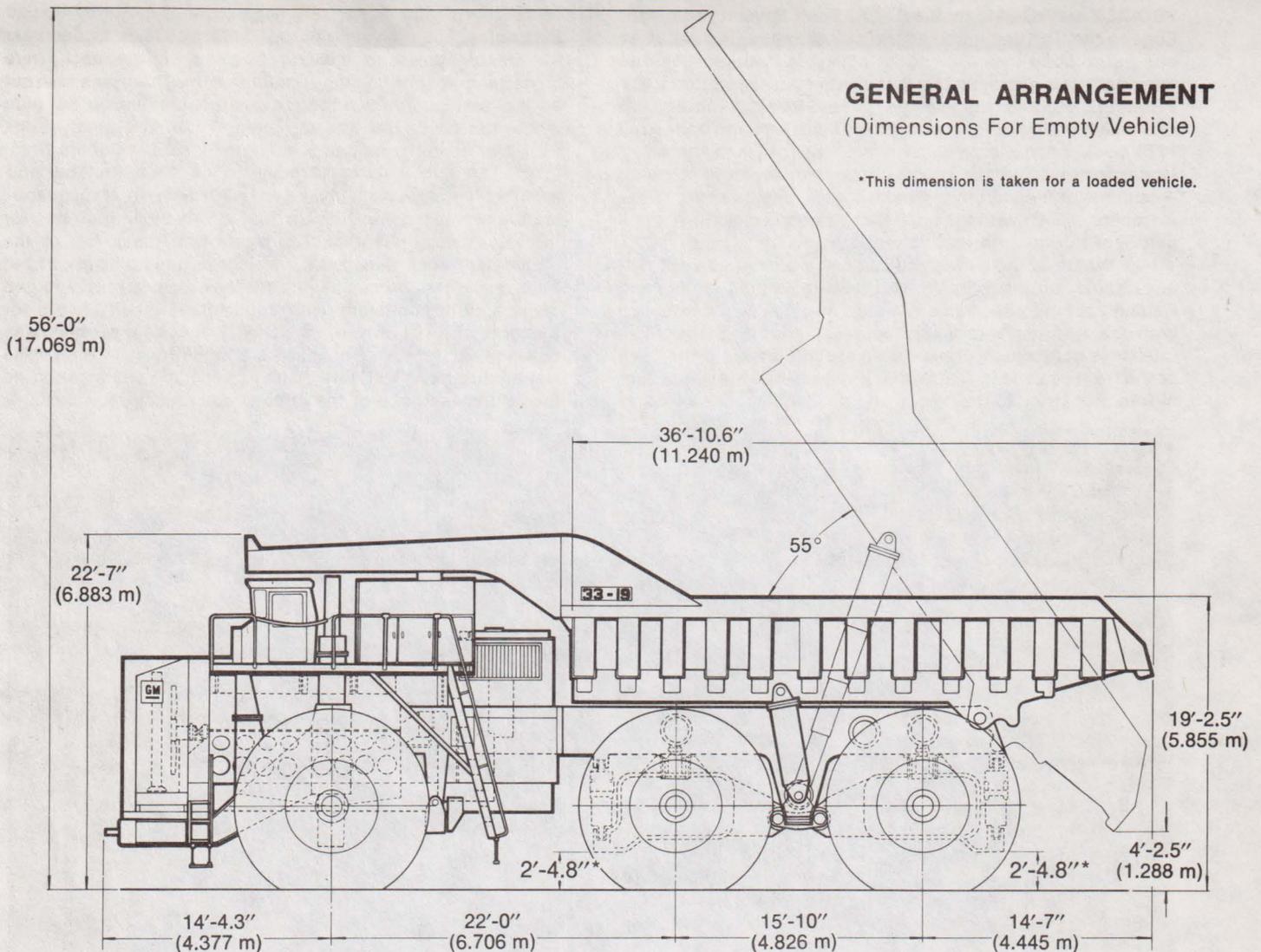
There is a dual braking system. The front wheel brakes are independent of the tandem wheel brakes. Another feature

Photo and drawing courtesy of Terex Sales, General Motors of Canada Ltd.



GENERAL ARRANGEMENT (Dimensions For Empty Vehicle)

*This dimension is taken for a loaded vehicle.



of the Titan's brakes is the "fail safe" system. If air pressure drops below 45 psi. the brakes are automatically actuated, stopping the driving wheels and bringing the fully loaded vehicle to a safe stop.

The driver can enter the cab from either side. Which ever he chooses necessitates climbing a ladder. The cab floor is 14 feet 5 inches above the ground. It must feel like driving a house from the upstairs bay window. The cab is air conditioned, sound insulated, and has safety glass in all windows. All are tinted except the rear window. The driver has a six-way adjustable seat with safety belts. The dash board is padded.

Some more features of the Titan include independent front suspension - a combination king pin and strut arrangement. At the rear, single rate ride struts with rubber pad spring media are to be found.

The body is made of plate steel. Its floor is .75 inches thick, and the sides .38 inches. Inside dimensions are 36 feet 8 inches long, 23 feet 6 inches wide, and 5 feet 7½ inches deep. A 420 gallon hoist hydraulic tank is used to raise the body. Raising time is just 28 seconds. What goes up must come down, but it takes 30 seconds to come down, two seconds longer.

The front tread is 21 feet 6 inches. Ground clearance, when fully loaded, is 2 feet 4.8 inches.

GM officials decline to put a price on the Titan. Based on the price of the Terex 33-15 in 1971, the weight of the 33-15 compared to the Titan, and the shrinking dollar, our guess is around \$2,000,000. Don't let that estimate scare you. It works out to just \$1.00 for each golf ball it can carry. (What a golf cart! Ed.)

NEW LETTERHEADS AVAILABLE TO MEMBERS. The Society is now offering a new letterhead to its members. It will be available in two forms - Plain, with the Society's name and emblem printed in the same color as used on the masthead of this Newsletter; or, the same, with the addition of the purchaser's name and address printed in black. Envelopes may be had in the same variations. Both letterheads and envelopes must be bought in lots of no less than 100, or in increments of 100.

Prices are as follows:

	LETTERHEADS		ENVELOPES	
	Plain	w/address	Plain	w/address
100	4.75	8.25	4.70	6.95
200	5.90	10.00	5.30	9.29
300	7.25	11.90	6.06	10.65
400	8.30	13.70	6.65	11.66
500	9.50	15.40	7.32	12.85

Because imprinted letterheads and envelopes must be printed in batches, a delay of up to 60 days may be experienced before delivery. Note prices include simple type-setting in Helios, 3 lines, no logo or designs. Plain style letterheads and envelopes will be available immediately.

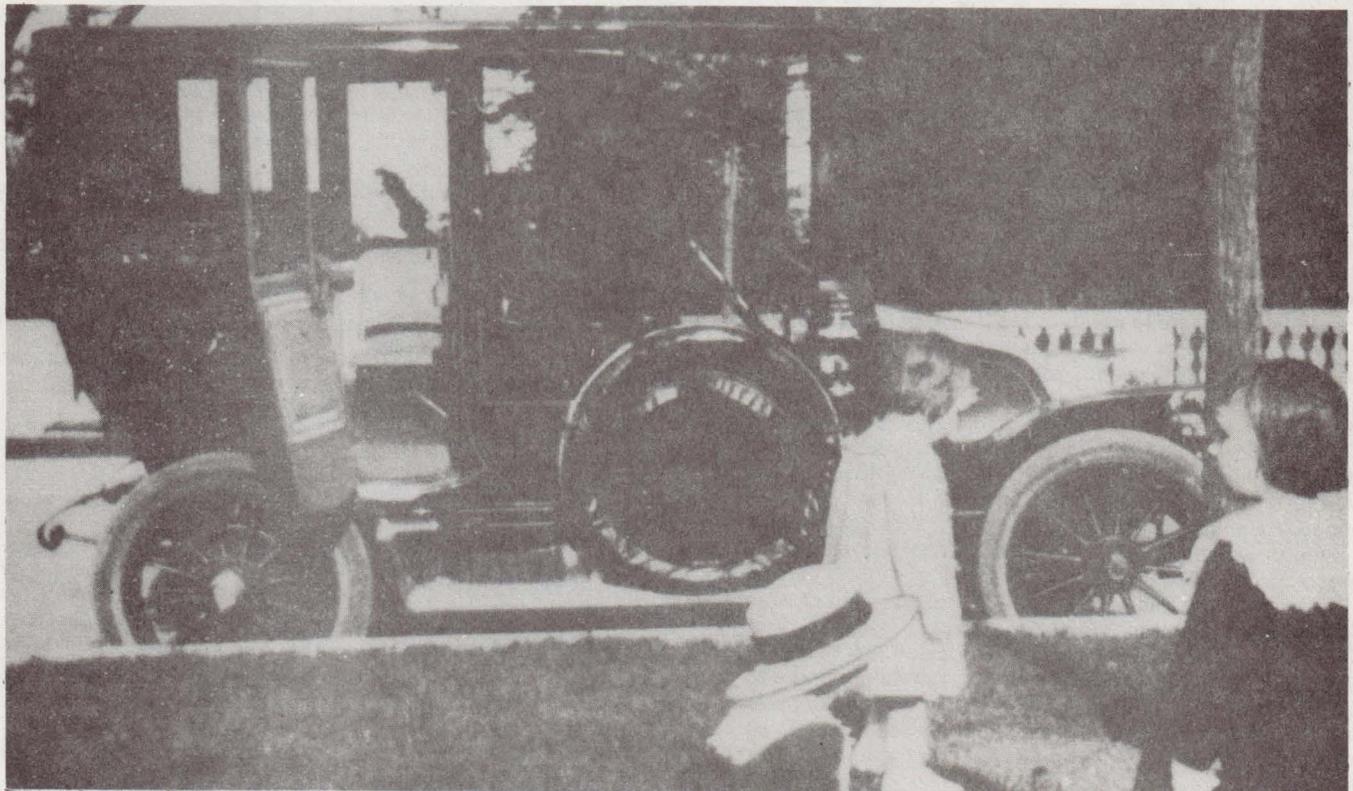
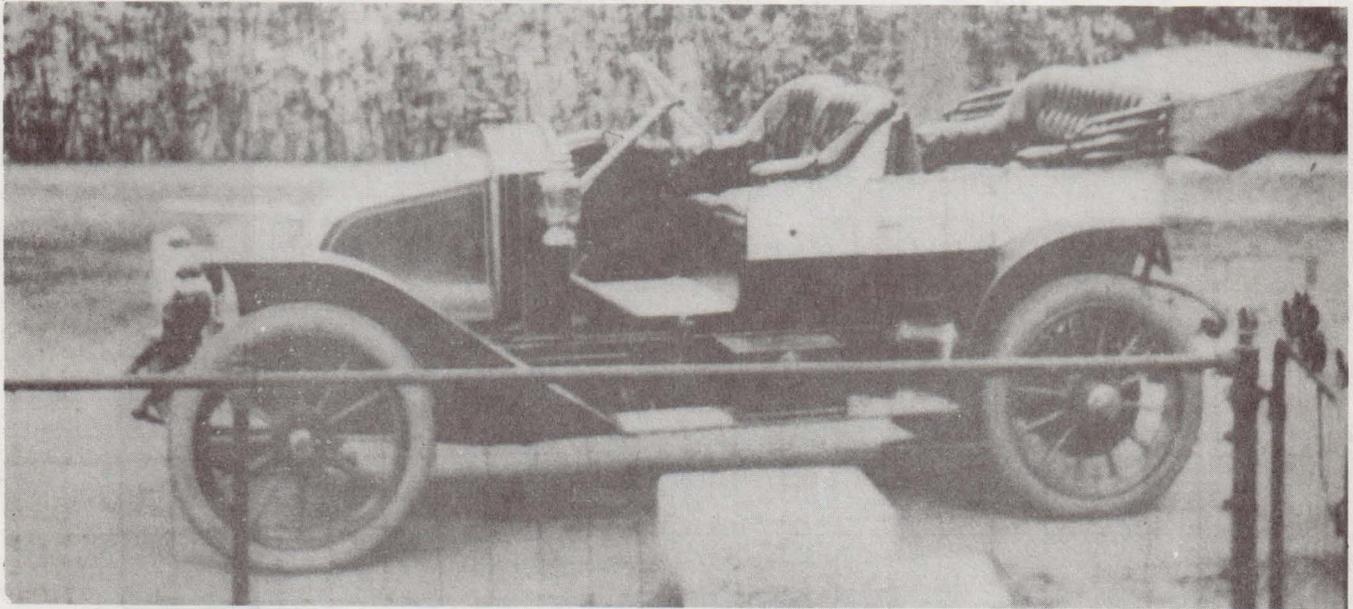
Orders should be sent to Frederick D. Roe, Treas., Society of Automotive Historians, 837 Winter Street, Holliston, Mass. 01746. Checks or money orders should be made out to the Society of Automotive Historians.

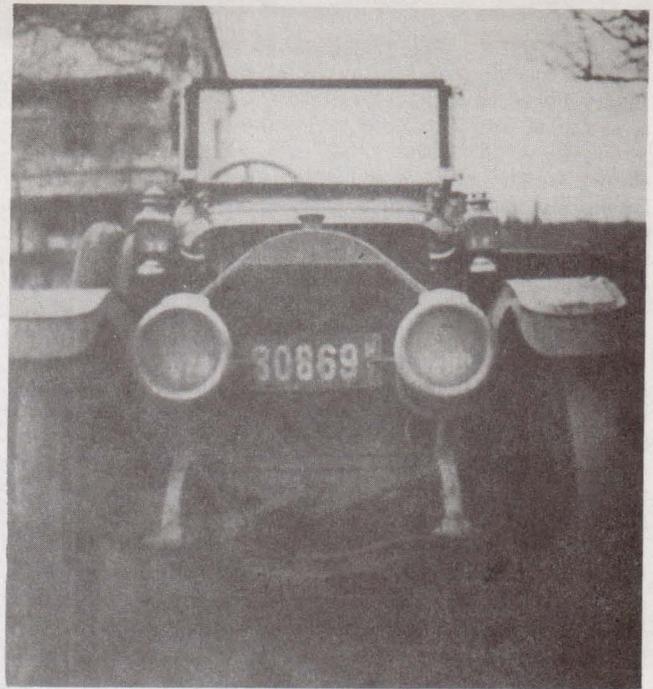
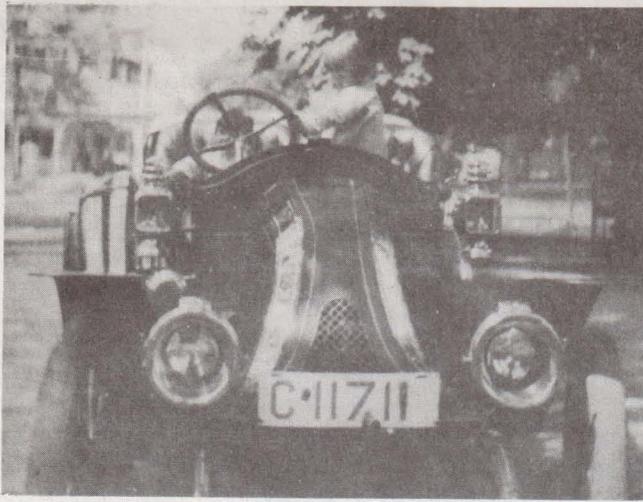
PRODILE or PRODAL: by Stanley K. Yost. Several years ago, Eugene Husting, the noted Kissel authority told me about an odd automobile that a friend of his once had. He couldn't remember the name exactly but it sounded something like PRODILE. In going over my files, I found less than nothing on this make, or anything close to it. As I was working on the AQ 1775 book, I came across the name PRODAL and the effort Gene mentioned came to mind. Since then, we have come up with some photos of the car and will now toss them out to the members of SAH with the hope that someone may have some pertinent information on this make.

Whatever the name, you can see that this was not just any ordinary automobile. While it resembles the Franklin and Renault, it isn't either one of them. The car was purchased with the summer and winter bodies, interchangeable. The interior is quite plush with a "jump seat" folded into the back of the front seat. This seat, when lowered, had the passenger sitting crosswise to the rest of the passengers. It was water

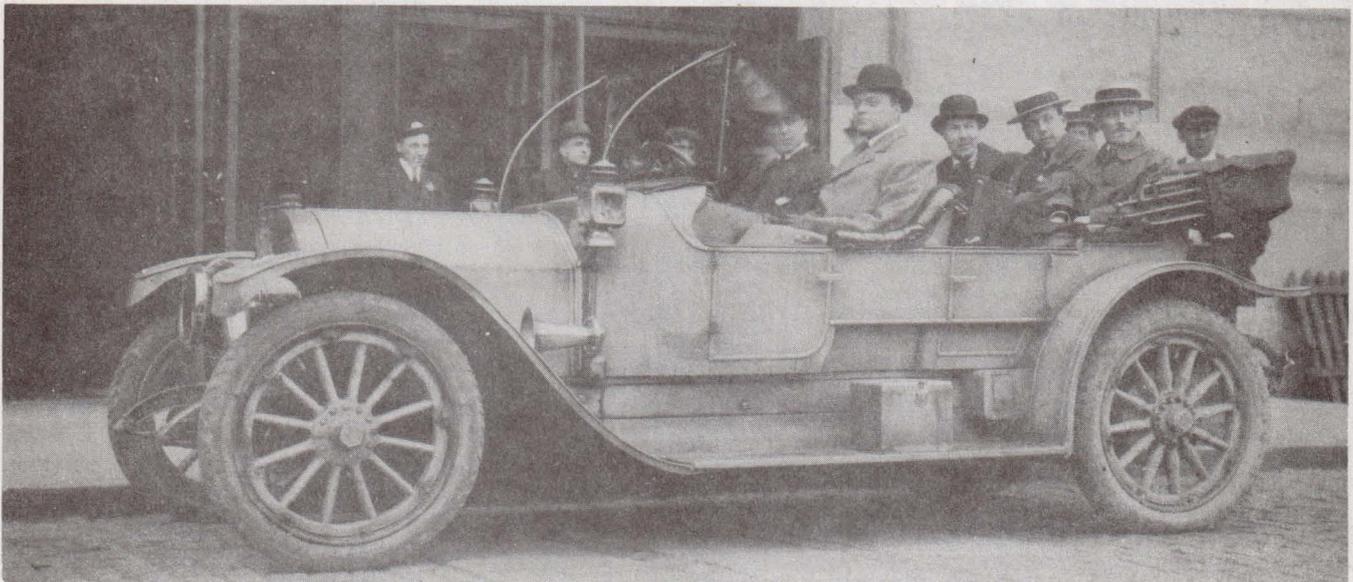
cooled, indicated by the very large radiator mounted behind the engine. The type of lighting indicates 1908 as a good year for manufacture and the 3/4 elliptics on the back were something not put on many common cars. There was no door on the driver's side but there was an enclosure on the side where the spare tire was mounted. Tools and small items were carried in the container mounted inside the spare tires.

There is a definite resemblance to a Renault and possibly the French car played an important part in the manufacture of this machine. It was built in very small numbers for the very special clientele. The Motor Car Repair Co. or the Motor Car Repair Service Co., whichever the name might be, built these cars on special order. They were a fully equipped manufacturing company and rebuilt many quality autos for the more affluent of New York City. The car shown here was built for Mr. John H. Rhoades III, a high officer in the Chase National Bank of NYC. He owned it for three years, when he then purchased one of the huge Orson machines.





The Orson was built in Springfield, Mass., first by the Brightwood Motor Mfg. Co. and then in 1912 by the Drenco Machine Co., There were between 80 and 100 units built in the three years of manufacture. They were subscribed to before they were built and were called the "Millionaire's Car," by the press.



Book Reviews

THE ROLLS-ROYCE 40/50 HP GHOSTS, PHANTOMS AND SPECTRES by W.J. Oldham. G.T. Foulis & Co., Ltd., Sparkford Yeovil Somerset BA22 7JJ England. 271 pp., 226 illustrations including eight color plates with appendices, index and footnotes. Hardbound. 1974. [U.S. Distributor: Motorbooks International Publishers & Wholesalers, Inc., 3501 Hennepin Avenue South, Minneapolis, Minn., 55408.] Price \$22.95.

Every once in a blue moon a book such as this one appears, and immediately it becomes obvious that this is no ordinary volume, but a highly specialized one covering a highly specialized field.

This book is not for everyone, but is primarily aimed at a specialized market—that of the dedicated Roll-Royce aficionado. Its price is high for the average collector of automotive publications, although doubtless many non-Rolls-Royce enthusiasts, who don't mind parting with the price, will do so, and they won't be sorry either, for THE ROLLS-ROYCE/40-50 HP GHOSTS, PHANTOMS AND SPECTRES is a highly detailed treatise covering the four big Rolls-Royce cars which pretty well set the reputation of "The Best Car in the World"—the "Silver Ghost", the "New

Phantom", the "Phantom II" and the huge twelve-cylinder "Phantom III."

What of the "Spectre?" one might ask. The "Spectre" was nothing more than the "Phantom III" before the name was set for perhaps the most complicated car to carry the RR monogram.

The author pursues the story in great detail, noting the various changes made as the years succeeded one another and gives an involved and personal history of many of the cars in great detail, from their inception until the present day in some cases, covering the years between 1906 and 1940, the years spanning the first "Silver Ghost" and last "Phantom III." He also provides complete specifications throughout and covers the experimental chassis, a more-or-less seldom-touched subject.

Personally speaking, I am more than "just" amazed at Oldham's coverage of the American Rolls-Royce venture, for the author explains in considerable detail the whys and the wherefores surrounding the Springfield, Mass., plant, the reason for the production of a domestic Rolls and the reasons for its ultimate closing. Most of these we have either seen or heard before in a greater or lesser degree, but Oldham spells it out in such a way that it becomes fact rather than guesswork.

This book is an outstanding example of what a great reference work can be, yes, but its a good deal more than that. For one thing, it is easily readable and something which can be picked up and put down without the reader feeling he has to stick with it to learn anything.

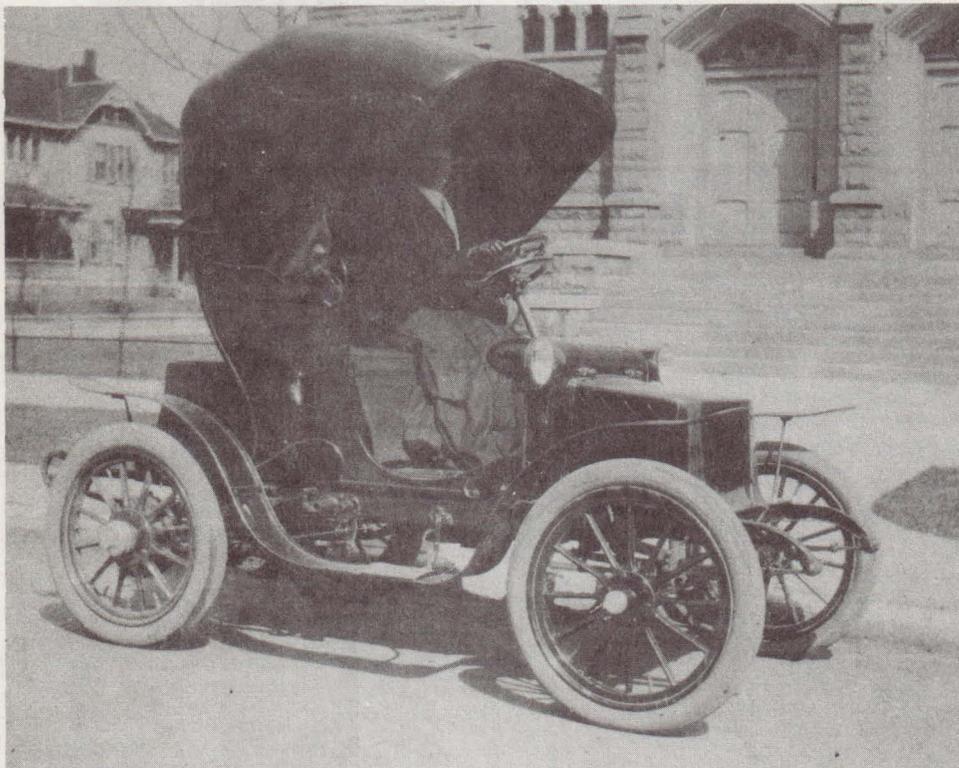
Above and beyond that, it is an extremely valuable adjunct to any library where Rolls-Royce material (and it is legend) abounds, or simply sits. Finally, this volume is not the sort of book which will just be read and filled for possible future reference. It will be taken down again and again, if not to check out facts or to settle arguments, surely, to be read for the pleasure of reading.

THE ROLLS-ROYCE 40/50 HP GHOSTS, PHANTOMS AND SPECTRES is far too complete to be properly reviewed for there is truly too much material to cover in revue space. It will be some time after you pick it up before you will have finished it. As for this writer, I found it fascinating to the point that I read it through completely and then re-read it from cover to cover before even attempting to appraise it and this is something I can't say I've done with many others.

There are some small errors in the text, but they are too minor in nature to try and point up in these few paragraphs. Besides the character of the sort of reader to whom this book will appeal, will realize this and take the text for the meat inside, cutting off the fat carefully.

Recommended without reservation as one of the more important bits of Rolls-Royce material to see the light of day in some time! **KEITH MARVIN**

MARCH MYSTERY CAR. It's a Rockwell. James C. Leake of Muskogee, Oklahoma came up with the answer. More information will appear in the next Newsletter.



APRIL MYSTERY CAR

Returning to the mystery car that was left out of the last issue, Stan Yost had commented that it looked like many others of the period. However, there are several distinguishing points. There is no doubt that it is electric and the most notable features are 4 oval, slanted openings on the upper part of the sides of the front battery cover. Also, the dash is rounded on the top and sides. The controller is apparently on the quadrant below the steering wheel. The bullet shaped lights and the molding in front of the rear mudguard are distinctive.

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