



NOTICE OF NORTHEASTERN REGION MEETING

A meeting will be held on September 24, 1977 at the White Hart Inn, Salisbury, Connecticut, starting at 10 AM and ending about 3 PM. All members and friends are welcome to attend for all or part of the meeting.

Within a few miles of the meeting place, there will be a day-long series of Vintage Sports Car Races at Lime Rock Park. Because of this, the meeting will end in mid-afternoon so those who are interested may have the opportunity to see some of the races and cars.

CUGNOT AWARDS

The Cugnot Awards Committee of the SAH urges you to submit nominations for the best magazine article and book published in 1976 in the field of automotive history. As a reminder, the nominees need not be SAH members....non-members are eligible for the Cugnot Award. A rationale for your nomination will be appreciated but is not required. Please be assured that the Committee will conscientiously review and consider all nominations.

They should be directed to:

James J. Bradley, Curator
National Automotive History Collection
Detroit Public Library
5201 Woodward Avenue
Detroit, Michigan 48202

THE SOCIETY'S FIRST CHAPTER FORMED IN CANADA

A Canadian Chapter of the SAH has been formed, and is now beginning to function. This past April, a group of nearly a dozen members of the SAH and interested persons met at the Craven Foundation Museum in Toronto. After discussing the feasibility of a Canadian chapter, and projects to undertake, the meeting voted unanimously to seek authorization from the Board of the Society to become a chapter. That approval was recently received from SAH Secretary Charles L. Betts, Jr. This is the first, official chapter to be formed.

Under the chairmanship of Lloyd Brown, a Projects Committee was formed and has already held a meeting to get their work started. Historical information of any type, i.e., literature, newspaper clippings, press releases, photos, films, etc., of Canadian made vehicles will be gathered. Also, information on the influence the Canadian auto industry has had beyond the borders of Canada is being sought. Not only cars, but trucks, military vehicles, motorcycles, and other self-propelled land vehicles are of concern to the Canadian Chapter.

All this material is expected to be housed in the library of the Craven Foundation, 760 Lawrence Ave. W, Toronto. Although it will remain the property of the Canadian Chapter of the SAH, it will be kept separate from Craven material, and will be made available for use by SAH members and other serious researchers. It is expected that this co-operative plan will benefit both the SAH and The Craven Foundation.

Elected at the Toronto meeting for a one year term on the executive board were Perry Zavitz, Director; Lois Watson, Assistant Director; Barbara Richards, Secretary; and Rod Richards, Treasurer. Chris Gardiner will edit a newsletter (yet to be named) which will be published four times yearly. Peter Weatherhead is the Canadian Chapter's legal advisor.

Annual dues for the Chapter will be \$3.00 for Active Membership, and \$4.00 for Dual Membership

(Active Member and spouse). Membership in the SAH is a prerequisite for membership in the Canadian Chapter. Inquiries about membership in the Canadian Chapter should be sent to Glenn Baechler, 307 Algonquin Dr., Waterloo, Ontario.

Geographical convenience meant that only Ontario people were at the April meeting in Toronto. However, it is expected that SAH members from all across Canada will join the Canadian Chapter. A dinner meeting will be held on Friday, September 9th at Barrie, Ontario. While people from far distant places will be at the Barrie Flea Market, this will be an ideal opportunity for Canadian SAH members to gather. Details regarding specific time and location will be forth coming.

Those in attendance were:

Mr. Glenn Baechler	Mrs. Barbara Richards
Mr. Lloyd Brown	Mr. Rod Richards
Mr. Wes Ebbs	Mrs. Lois Watson
Mr. Christopher Gardiner	Mr. Peter Weatherhead
Mr. Doug Johnstone	Mr. R. Perry Zavitz
Mr. Wayne V. Plunkett	

SAH MEETING HELD AT NATIONAL MOTOR MUSEUM IN ENGLAND

The spectacular National Motor Museum, Beaulieu, Hampshire, England was the site of the first official SAH meeting to be held in that country. Members attending the May 14th event were welcomed by Michael Ware, Curator of the National Motor Museum, who thanked the Society for its past invitations to a Beaulieu party to attend the Society's annual meeting at Hershey. Unfortunately the trip to Hershey did not materialize, but the invitation was appreciated all the same.

Charles Betts then introduced the members to each other and gave a brief report on the Society. At the last count there were 284 members, but there was a problem in holding members who joined out of spur-of-the-moment interest but then did not find what they wanted from the Society and quickly dropped out.

The possibility of a change in the By-Laws was discussed. At present, directors and officers are nominated by an appointed nominating committee and then elected by the voting members. Because many members do not know each other, or, more particularly, the potential directors and officers on the slate, it is difficult for them to make a choice. It has been suggested that in the future the nominating committee pick only the directors for election and that it shall be the duty of the directors to appoint members to serve as president, vice-president, secretary and treasurer. Backing this up Michael Sedgwick said that overseas members often knew the writing ability of potential officers but not their suitability as president, secretary, etc.

Nick Georgano asked what was happening with the Membership Roster (See elsewhere in this issue. Ed.). Charles Betts said that John Peckham had been working on the Roster but had become so busy with other work that Fred Roe had taken it over; it is hoped that it will be finished shortly.

Charles Betts announced that Scott Bailey had suggested an additional award, to be called the Oliver Evens Award. This might be for the best book of scholarly research, while the Cugnot Award would be for beautifully produced books, such as The Great Races, by Peter Helck. Properly announced to the Press, these awards could generate useful publicity for the SAH.

The possibility of a United Kingdom Chapter was discussed, and it was suggested that there should be two or three meetings per year, of which the London meeting could be at the Royal Automobile Club or the Steering Wheel Club. The London-Brighton Veteran Car

Run would be an appropriate occasion for one of them. It was agreed that all dues from United Kingdom members should be paid to one account, from which expenses, such as publicity, could be deducted and the balance sent to the Society's main account in the U.S.A. This would save individual members the trouble of making International Bank Drafts.

Ken Stuart said that it was a pity the Society was not publicized in South Africa, as there are some very good historians there. What could the Society offer them? Not just social chit-chat, but sources of information and special interests of members. Possibly a black-list could be made of people (not necessarily members) who borrow photos and publish them without acknowledgement and/or fail to return borrowed material of all kinds. Tim Nicholson asked if new members could list all their special interests, and Charles Betts replied that there was provision for this on the application forms. Tim also asked if the NEWSLETTER could carry advertising to bring in more revenue, but it was felt that this could be more suitably done in AUTOMOTIVE HISTORY REVIEW.

Ken Stuart suggested that the NEWSLETTER should be circulated to every prominent motor club in the world, while Michael Frostick said that it, together with some promotional material on the Society, should be sent to all commercial motor magazines and the better-known club magazines. It was agreed that a start should be made with Great Britain. Nick Georgano agreed to look into this, and some of the United Kingdom dues could be put toward this aim.

The meeting broke up for lunch at 12:40 PM and it did not resume formally, although most of the members enjoyed a guided tour of the Museum conducted by Michael Sedgwick after lunch.

Those in attendance were:

Charles Betts	Guests: Tony Harding
Michael Frostick	Peter Hull
Nick Georgano	Simon Moore
Maurice Harrison	Tim Nicholson
Michael Sedgwick	Sandy Skinner
	Ken Stuart

CONDE TO BE CURATOR OF TRANSPORT AT HENRY FORD MUSEUM

It is seldom that the SAH NL has the opportunity to scoop the rest of the automotive press, but if production of this issue sticks to schedule we may well be able to pull it off.

It is our pleasure to announce that on August 1st, 1977 John A. Conde, a Founding Member of the SAH, will become Curator of Transportation of the Henry Ford Museum in Dearborn, Michigan.

John, who is 59 years old, has spent the last 32 years in the Public Relations Department of American Motors and has headed Public Relations for Jeep and AM General, the two profit making divisions of AMC.



The SAH meeting in England. Left to right: Michael Frostick, Nick Georgano, Peter Hull, Tim Nicholson (seated), Michael Sedgwick, Ken Stuart, Anthony Harding, Sandy Skinner, Simon Moore and Maurice Harrison.

Conde will replace the retiring Curator of Transportation, Leslie R. Henry, another SAH member. In addition to his position at the Henry Ford Museum, Les is well known as a Model A Ford authority and enthusiast, plus being the author of several books and articles.

Conde wrote the book, The Nash Family Album, in 1951 and has handled the progressive updating of the book through several editions including the Rambler Family Album and the American Motors Family Album, published in 1976.

In addition, he has devoted much of his time to developing an historical file for AMC, which is one of the best in the industry. He has also been a staunch supporter of the Automotive History Collection of the Detroit Public Library, and has put a great deal of effort into the development and improvement of that Collection.

We would like to take this opportunity in wishing John well in his new endeavor, and extending our best wishes to Les Henry for a long and happy retirement.

JMP

'AUTOMOBILES OF NEW YORK' IS AGAIN AVAILABLE

Charles Bishop's book, The Automobiles of New York, has just had its second printing, and is available for \$10. Orders should be sent to Frederick D. Roe, 837 Winter Street, Holliston, MA 01746. Checks should be made out to the Society of Automotive Historians, Inc.

Those who have ordered the book and not received it, will be mailed a copy in the near future.

THE ROSTER OF MEMBERS

This project has turned into a major task, but is nearing completion. Once set up, it should be fairly easy to maintain and update. The problem, to start out with, is the fact that we are trying to include so much helpful information on each member, that it has been a difficult job to edit, and the general preparation has been very time consuming. In the long-run, I think the membership will be more than pleased with the results.

The Mail Bag

From D.J. Kava, 1755 Bandera, Beaumont, TX 77706: The plot thickens on both ends on the Walton Special story (NL #52 & #53). First off a correction is in order. Initially I listed the body patent number as 160,580. This is the filing number. The design patent number is 51,127. My patent researcher tells me that the design patents differ from other inventions and have their own numerical series. Another photo of



The Society of
Automotive
Historians

NEWSLETTER

The SAH NEWSLETTER is published ten times a year by the Society of Automotive Historians, Inc., John M. Peckham, Editor. Editorial Office: 675 Pinewoods Avenue Road, Troy, NY 12180.

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Society of Automotive Historians' Officers - 1977

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Frederick D. Roe
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the Walton Special appears in Raymond Lee's Fit For The Chase (page 218). It is captioned as a 1919 Hudson and has wood wheels, top and spotlight. Kriplen and Gable do not appear in my files but interestingly, the factory disbanded the racing team in August 1917, the same month the Walton patent was granted.

From the other end Fred Roe supplied excerpts from a 1919 Noma Motor Corporation catalog. Noma's address was the same as the Walton Body Company, 155 Avenue D, New York City. The catalog explained that the same individuals responsible for the Walton bodies had formed Noma to "make a complete motor car as good and as distinctive in design and workmanship as the bodies made by the parent company." The catalog goes on to mention that operations were suspended for a year to produce laminated wood airplane wings for the government. The catalog was soliciting orders for March 15th or April 1st delivery in 1919. The Complete Encyclopedia of Motorcars shows a 1921 Noma Six which, except for the radiator, appears to be the old 1917 Walton Special. A four passenger touring was also offered.

I agree with Mr. Gebby that the bulge on the hood could very well be for something besides the carburetor.

As it now stands Gable and Kriplen assembled six speedsters with Walton bodies on Hudson chassis. Most likely it was the combination of Walton's war work and Gable's death that killed the project. After the war the Special was resurrected on the Noma line.

From Harry Pulfer, 270 Mary Street, La Crescenta, CA 91214: Saw your inquiry about a triangular, Packard radiator badge (NL #53). This was the first radiator badge used by Packard, and was used only on the export cars to England. It was first used in 1926.

Maybe the English could not recognize Packards as readily as the people in the USA. In any event, the first badge I can find on a Packard sold in the USA was in 1929, when they used a crest of the family on a black mourning background.

From Richard M. Langworth, Dragonwyck Publishing Ltd., Hopewell, NJ 08525: A quick note of appreciation for that splendid NEWSLETTER #53. Mr. Liszka's article was really instructive and helpful to me (so many little things I never think to do!) and so were all the member contributions including those of the always knowledgeable Michael Sedgwick. Nice going!

(It's always nice to get a note like the above. The thanks should go to all those who took the time and the interest in the SAH to contribute there work and comments. I hope more members will contribute to the NEWSLETTER. JMP)

From David W. Brownell, Cars & Parts, Slankard Publishing, 114-120 Franklin Ave., Sesser, IL 62884: This is probably the 77th letter you've received correcting Elliott Kahn's contention that no 1961 DeSotos were produced. (SAH NL #53).

Though they did not run for a full model year, there were some 1961 models of DeSoto produced and sold before production abruptly ended in November, 1960. These cars were, however, sold and titled as 1961 cars.

(The SAH NL did not quite get 77 letters as Dave thought we might. In fact, he is the only one who spotted Mr. Kahn's error. JMP)

From Fred Roe, 837 Winter St. Holliston, MA.

Additional information on the Walton Body Co. of New York. Formed in 1916, they made special bodies until government contracts for the manufacture of airplane wings forced the discontinuance of all other work. In 1919 the same people turned to the manufacture of complete cars as the NOMA Motor Corporation and built the NOMA car for several years. NOMAs were characterized by the light weight type of construction previously used in the Walton bodies. I do not know if business was also carried on under the Walton Body Co. name after the war, but Mr. Kava's research indicated that the charter was not dissolved until 1929.

From Fred K. Fox, 13150 El Capitan Way, Delhi, CA 95315; I would like to answer Hayden Shepley's (NL #53) question, "Is it the duty of knowledgeable ones to correct the innocent?" I would say unequivocally YES, as long as the "innocent" are receptive to the corrections. As a member of the Society of Automotive Historians, I feel it is our duty to correct as many "bloopers" as possible. For over ten years I have been sending in corrections, mainly Studebaker related, to various automotive publications. I have found the Editors of the various enthusiasts magazines to be more than happy to print corrections that are sent in promptly. OLD CARS, CARS & PARTS and SPECIAL INTEREST AUTOS have printed every prompt correction that I have sent in. I have had no success with corrections sent to MOTOR TREN or CAR AND DRIVER. Even though they print historical articles, the Editors of these publications evidently have no interest or knowledge of automotive history.

Along the same vein, I would like to add that many times the errors in articles are not the fault the author of the article, but instead can be accredited to a typo or poor editing. Editors can improperly delete or change certain parts of an article and completely alter the original meaning that the author was trying to convey. I would recommend, if time at all permits, that the author of an article should demand to see the final version of his effort before it goes to press.

Keep up the good work with the NEWSLETTER. I certainly enjoyed the parts on oral history.

From Fred Roe, 837 Winter St., Holliston MA. 01746

Recent letters have highlighted the confusion which still surrounds the definitions of make, marque and brand name, and especially so where international operations are involved. Let me offer some of my own private criteria for deciding what we mean by these terms. I firmly believe that the term "make" should only be used to define the primary manufacturer. Most of what are now considered "makes" are really only "marques" (a term I dislike) or "brand names". We began to be hoodwinked by manufacturers along about 1919 in this country, although the practice probably existed much earlier, when some of the larger makers began to set up wholly owned subsidiaries for the purpose of issuing lower priced cars under a different name. Hudson formed Essex, Nash formed Ajax. But it was not very long before these operations were absorbed into the parent corporations. Then the practice began of calling the new model a "companion" make, a euphemism if there ever was one, to avoid calling the new model a lower priced version of the parent. The original Pontiac was advertised as a "companion" make to the Oakland and was made in the latter's plants.

From these beginnings the creation of new brand names which have been passed off as separate makes has been refined over the past fifty years until today we have no makes left except Chrysler and Ford. Think about it. Look at the serial number or identification plates of a few cars, and not just recent ones.

I will fully agree that carried to its fullest extent, the application of this restriction of the term "make" will kill a lot of sacred cows, not only such weak ones as Packard Clippers and Imperials, but Mercury, LaSalle, Plymouth and DeSoto as well.

But don't dismiss this idea too hastily. Think for a moment where you would go, say in 1940, to buy a trim or body part which was unique to your 1937 LaSalle. Other than a junkyard your only source was the local Cadillac dealer. Did you ever hear of an independent LaSalle dealer? No because there were none. LaSalle, Plymouth, Mercury may be called marques if you like that word or brand names, but as makes they fail every test.

Another trouble spot is the classification of cars built using components from others. The dune buggy era is an example. Some dune buggies were not just rebodied Volkswagens. My rule in these cases is to look at the whole car as an assembly of three vital assemblies, the engine; the chassis, running gear or basic structure which holds the thing together; and the body. If in producing a vehicle for production and sale two of these three sections is significantly altered, I think you have created something which can be called a different make. This won't always work out, but it is a guide to go on. Way back in the custom body era, builders such as Fleetwood and LeBaron

were sometimes called upon to make existing chassis longer and then build a custom body on it. This may have created a vehicle which could qualify as a make under my rule, but since such cars were not built in a series, but individually, I do not apply it to them.

Trucks, motor homes and fire apparatus in many cases are marketed by builders who buy an appropriate chassis and apply their distinctive superstructure as well as their own name. Can these be considered as distinct makes? I don't think so. They could be hyphenated, as Dodge-Travco Motor home, or Chevrolet-Olson truck (some of these now carry "Grumman" name-plate!), but unless there is substantial alteration of the chassis they remain really a specially-bodied truck.

I expect to hear some outcries regarding these opinions, and I hope I do. But we must establish our own criteria regardless of what tradition, advertising and our own enthusiastic list-making has led us to believe in error.

(My personal opinion is that there never will be a totally satisfactory way of handling the question of 'make vs marque'. I tend to side with Fred Roe, but I can't quite get used to the idea that a Buick is really a GMC, or that a Lincoln is a Ford. Then too, what about Kaiser and Frazer? Are they both Kaiser-Frazers, or just models of that make? To call one a Kaiser-Frazer Kaiser or a Kaiser-Frazer Frazer seems both awkward and ridiculous. If you were to do that, wouldn't that mean that you would have to call the early ones, Graham-Paige Kaisers or Frazers? JMP)

OSHKOSH P-15 - The World's Largest Fire Truck

On March 1, 1977 Oshkosh Truck Corp. unveiled and demonstrated the largest fire truck in the world -- the 8x8 A/S32p-15 CFR (crash and fire-rescue) at its factory in Oshkosh, Wisc., before US Air Force officials and local dignitaries.

As the size of air transport planes has grown, so have the fire-fighting problems, resulting in the need for ever larger fire trucks to combat them. The P-15 is 2½ times larger than its predecessor, the P-4, and stands 14 feet high, is 10 feet wide and 45 feet long and weighs 68,700 pounds empty. Loaded with 6000 gallons of water and 515 gallons of foam concentrate, the gross weight is 124,000 pounds.

Two 8V92T 2-cycle Detroit Diesel engines of 430 HP each, one front and one rear, power through a tor-

que converter and Oshkosh Powershift 7-speed transmission planetary drive full-floating tandem axles, and can accelerate the P-15 from 0 to 50 mph, which is top speed, in 70 seconds.

The frame is a massive 16 x 3½ x 3/8 inch channel of carbon-manganese steel. Air brakes and power steering are incorporated. Tires are 26.5 x 25 20 ply traction tread, single all around.

The entire 6000 gallons can be discharged through two roof turrets at 1200 gallons per minute each in slightly more than two and one-half minutes.

Three of these CFR trucks will be built for extensive testing by the Air Force with a view to ordering a total of 59 at a cost of \$25 million. Testing will take place at Chanute Air Force Base in Illinois and Aberdeen Proving Ground in Maryland. The Oshkosh P-15 is built to perform in arctic, coastal and desert cross-country travel and will be the largest production wheeled vehicle in the US Air Force inventory.

For the record, Oshkosh's P-15 displaces the Pathfinder model of the Chubb Fire Security of Middlesex, England as the largest CFR truck in the world. The 6x6 Pathfinder uses some US components including a 635 HP Detroit Diesel and has a capacity of 3600 gallons with 435 gallons of foam concentrate, with a single turret discharge. Overall styling is based on a hexagonal theme. R. A. Wawrzyniak

INFORMATION WANTED

Member Albert Bochroch has asked that we run this request for Morgan photos from Dr. J.D. Alderson, 35, Bankfield Rd., Sheffield, S5 4RD, England.

In his letter he states, "In 1914 a Morgan 3-wheeler was shipped to America and competed successfully in cyclecar races that year. Although I have full details of the races it competed in, I would dearly like to find photographs of it competing.

"The events the Morgan competed in are as follows:

International Cyclecar Meet, held on the mile track at the Michigan State Fair Grounds, Detroit on July 4th and 5th, 1914.

Boston Light Car Meet, Combination Park, Medford, Mass. October 10th 1914.

"The driver was C.F. Allen on both occasions, and photographs of the Morgan appeared as follows:

Cyclecar Age, August 1914, p.15
Light Car Age, Nov. 1914, p.21

OSHKOSH P-15 - The World's Largest Fire Truck



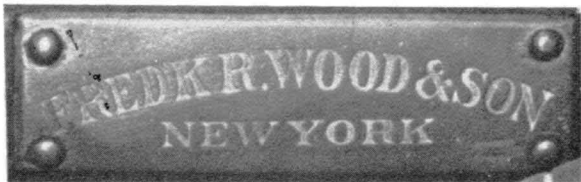
"As far as I know Morgan didn't compete after 1914. Do you know if cyclecar or light car meetings were held in 1915 or later?"

ROE ASKS ABOUT FREDERICK R. WOOD, NEW YORK CITY COACHBUILDER

Frederick R. Wood and Co. was a builder of bodies for cars trucks and buses from the very dawn of the automotive age until the early thirties. The company was based in New York City and was an established firm in the carriage business well before there were cars. Their first venture into automobile work may have been the construction of complete electric or gasoline delivery trucks in 1900 or 1901, possibly as an outgrowth of existing contracts for delivery wagons for New York firms. They are known to have built delivery bodies for the John Wanamaker store very early in the century, and it may have been through such connections that they began to build bodies for cars.

Information on these local bodybuilders who never sought wider markets is very hard to come by, and there is virtually no published information on F. R. Wood. They placed an ad in the program of the 1919 New York Salon which shows a head-on view of a Rolls-Royce, and of the eighteen bodies I know of which were built by F. R. Wood, sixteen are on Rolls-Royces. Two of these were built for Rodman Wanamaker, which, with another body on a different chassis which was owned by the family who controlled Macy's, may indicate that they did in fact draw passenger car body business from their commercial body customers. But the other non-Rolls-Royce body is on the Crane car which I own and which was first owned by a railroad executive, so the retail connection was not their exclusive source of business.

I want to know more about Frederick R. Wood and the bodies they built. Anyone who has photos of these bodies and any other information on the company such as references in trade magazines please let me know.
Fred Roe, 837 Winter St., Holliston MA 01746.



(The above photo is of the coachbuilder's plate on a 1903 Mercedes formerly owned by the late Bill Hoffman, and now in the collection of Geoff Robinson of California. The car was rebodied by Frederick Wood & Son about 1910. JMP)

LOS ANGELES - THE EARLY YEARS (Cont.) by J.H. Valentine

The Durocar Manufacturing Company started producing the Durocar at 927-935 South Los Angeles Street in 1907. William M. Varney was president, Watt L. Moreland (formerly an Auto Vehicle Co. machinist) was secretary, and George W. Shugers the manager. In 1908 Moreland was a sales agent for the company, then left for other design work and by 1912 was part of the Moreland Motor Truck Company. Durocar did not advertise as an auto manufacturer after 1909 but continued to sell off cars until 1912. Varney left as Durocar was dying and formed the Amalgamated Motors Corporation of 215 West Seventh Street, who sold off some of the cars, then moved to Alhambra to produce the Duro truck.

The Franco-American Car Company had their offices in the Chamber of Commerce Building and the factory at 1501-23 East Seventh Street. They advertised a French type car with brakes on both front and rear in 1907. C.C. Davis was president, Frank M. Bell the general manager and Andrew M. Boulanger the superintendent. The firm was gone a year later.

When Franco-American folded, Boulanger got together with Felix Merlo to form Merlo & Boulanger at 623-627 North Main Street. There they advertised as

manufacturers of a French style car, perhaps with left over parts. This did not last long, and both men left the automotive scene.

The Early Teens

In 1911 auto repairman James R. Fouch joined his brother Harry H. to found Fouch Brothers auto works at 1260 South Figueroa Street. John H. Fouch was working in the office. Fouch advertising covered garage and auto repair categories but they are said to have assembled some Fouch autos during 1911 and 1912.

During 1912, James became vice president of the Morrow Mercury Motor Car Manufacturing Co., located at 126 East Jefferson Boulevard. John B. Morrow formerly with an auto retailer, was president and Ora B. Hutchings the secretary. The firm was short-lived and Morrow returned to auto retailing.

Replacing Morrow Mercury at 126 East Jefferson was the Prefex Company, with Fouch as manager, Hutchings the secretary and Paul Brown, Jr. the President. This company manufactured the Prefex auto and Prefex Commercial Car. About 1914 they moved to the factory at 52nd Street and Santa Fe Avenue South, also establishing the Prefex Sales Company outlet at 1148 South Olive Street, headed by Jack Grick and Richard E. Tiernan. By early 1915 the showrooms were closed.

American Silent Motors Company put in a brief appearance at 253 South Broadway in 1912. They supposedly offered an auto called the Silent.

The Moreland Motor Truck Company started up in early 1912 at 1701 North Main Street with R.H. Raphael as president, Joseph L. Armer the secretary, and Watt L. Moreland the manager. Moreland was formerly with Auto Vehicle and Durocar. This firm built Moreland trucks until almost World War II, with the factory relocating at San Fernando Boulevard and Alameda Ave. in Burbank in 1921. Sales outlets were maintained in downtown Los Angeles. Watt Moreland eventually became president.

In 1912 Frank L. Moore went from selling autos to building trucks when he established the F.L. Moore Truck Company at 2678 Lacy Street. Henry B. Bates was president and Moore vice president. The firm made Moore trucks for two years, then after an inactive period production was resumed in a Torrance factory by the Pacific Metal Products Company of 1228 South Flower Street. This effort ended in 1917 and sales manager Wade H. Kimball left to form Kimball Motor Truck Company.

The Los Angeles Motor Truck Manufacturing Company had a short life in 1913 with offices at 758 South Broadway. Walter B. Joslyn was vice president and manager, W. Marvin Spears the secretary and treasurer.

Lawrence E. French was in the motorcycle business at 424 South Broadway in 1912. Within a year he and Thomas French, Jr. of Sebastopol had established the California Motorcycle Company, Inc. at 818 South Main Street. Thomas was president and L.E. secretary and manager, as well as the designer of some California cyclecars the firm appears to have marketed briefly.

Lawrence French next became president of the Los Angeles Cycle Car Company, located at 757-759 South Olive Street. French moved to Buffalo, New York to design these Buffalo-built and Los Angeles assembled Los Angeles cycle cars. Holland B. Rossiter and E.E. Elliot

Los Angeles cycle cars. Holland B. Rossiter was secretary and E.E. Elliot of Compton treasurer.

David L. Whitford moved from Hydraulic Auto Truck Corporation to the Star Cyclecar Company as manager in 1914. The Star cyclecar lasted briefly at 235 East Washington Boulevard.

Walter E. Stone, auto manufacturer, of 3922 South Wall street was possibly the constructor of the Van Stone cyclecar in 1914.

The White Swan Cyclecar Company, George W. Tibbitts the president, had a sales office at 215 West 7th St. in 1914, though the factory for his White Swan cyclecar was elsewhere.

The Milton Manufacturing Company of 610 East First Street advertised as an auto manufacturer in 1914. Charles Milton was president and manager and George M. Barker the secretary and treasurer. A year later they were closed and Milton was a mining engineer.

To Be Continued.

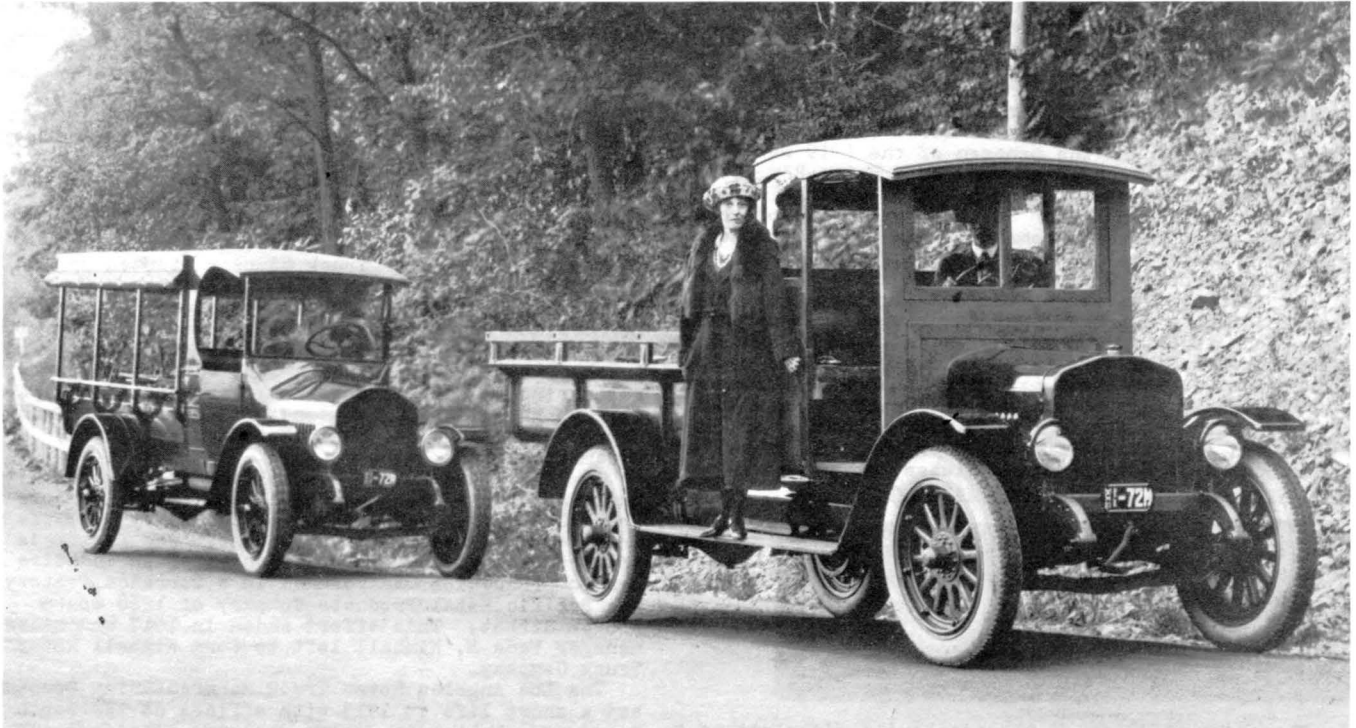
Mystery Car

PLEASE DO NOT SEND ANY MORE MYSTERY CAR PHOTOS FOR A WHILE. WE HAVE AT LEAST A YEAR'S SUPPLY ON HAND NOW.

Now we get a little 'cheesecake' with our Mystery Car (or truck, rather). John Montville is baffled by these two trucks. Obviously they are two different models of the same make, and both bear 1921 Michigan dealer's plates. The original photo, however, had a Hartford, Conn. photographer's name on it. The quality of the vehicles is high, but the design is far from startling. The only really distinguishing item is the shape of the radiator which, from the front,

is flat on the top, and slopes down to slightly flattened ends that meet the vertical sides. The radiator of the second truck has a higher peak than the first one. Also, the second truck has a very gracefully shaped cowl. Both license plates have the number 72M. Now, if you can identify the make of truck, then tell us who the young lady on the running board is?

Next issue's Mystery Cars will be military vehicles, and after that we have a batch more cars and trucks. It would be best, for the time being, to hang on to your Mystery Car photos until we get the backlog taken care of. JMP



New Members

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