



SPECIAL NOTE - PLEASE READ

The last two pages of this issue are a reprint of an article on the new Copyright Laws. I strongly recommend that all SAH members read the article carefully and thoroughly. Even if you have no intention of ever doing any writing for publication, it will help you understand your rights and the rights of others.

With the ever increasing instance of plagiarism, intentional and unintentional, both within and outside the Society's membership, this article may save you a great deal of grief at a later date.

The article, "May I copy this article?", was written by Marlene D. Morrisey, and is reprinted with permission from the 3M Graphic Systems BUSINESS WEEK supplement to the April 24, 1978 issue.

JMP

BIGGER ISSUE THAN NORMAL

This issue of the NL is several pages larger than our normal eight pages. This is not because we want to use up all the good stuff before Walt Gosden takes over the Editorship, but because we have quite a batch of lengthy articles on hand and are running the above mentioned reprint.

SACKCLOTH AND ASSES (Title, thanks to Michael Sedgwick)

In the last issue (#57) there were two name misspellings (at least) that were corrected by our readers. Surprisingly, both gentlemen who made the corrections attributed them to sources other than the real one.

Walt Gosden (our Editor Elect) was kind enough to point out that we both have the same type of typewriter that tends to reverse letters. His name is Gosden, not Godsen. I could accept Walt's reason for a single instance, but I did it twice. Chalk the second one up to stupidity.

Ken Browning, a gentleman from Tillsonburg, Ontario, Canada, who seems to be up on artists, as well as automobiles, was nice enough to attribute my error of Colby Whitmore to the December 1966 issue of Motor Trend. Since I knew Coby (no "L") personally, when he lived just up the hill from John Fitch, in Lime Rock, Conn., I can't even claim stupidity as an excuse. I'm surprised that a certain Honorary SAH member from Boston Corners, NY didn't catch that one.

JMP

BROWNELL MOVES TO SPECIAL INTEREST AUTOS

David W. Brownell, former Editor of Old Cars newspaper and, more recently, Editor of Cars & Parts magazine, has been named to succeed SAH member, Mike Lamm, as Editor of Special Interest Autos.

As of this writing, the SAH Newsletter has been unable to learn who will replace Brownell at Cars & Parts.

Special Interest Autos is owned and published by Terry Ehrich (SAH), who also publishes Hemmings Motor News and The Vintage Auto Almanac near Bennington, Vermont. Hemmings is in its 25th year, and was bought by Ehrich in 1968.

OBITUARIES

We are sad to say that the Society has lost two of its two most prominent members in the last few months.

HUGO PFAU, a Charter Member of the Society is best remembered as an authority on custom body builders and designers. His two books, The Custom Body Era and The Coachbuilt Packard, are well known to most of our members, as are his many articles on the wonders of custom coachwork that appeared for many years in Cars & Parts magazine.

Hugo was also active in his local Lion's Club and helped to run a large antique car show which the Lions sponsored each year.

Both Hugo and his writing will be sorely missed, and one of our grand contacts with a vanished era has gone now, too.

JMP

DENNIS CROMWELL FIELD died very suddenly on February 12th at the age of 63.

An electrical engineer by profession, Dennis worked for some years with Britain's Central Electricity Board, though he retired early in life to devote himself to his great passion, automotive history.

Dennis was the ultra-specialist: about the only concession he made to automobiles built after 1918 was the '36 Hillman sedan he used as his transportation car, maintaining it himself. Though a relative late-comer to the hobby (he did not join the VCC of GB till 1943), he soon became th

til 1943), he soon came to the fore as a research historian with a reputation extending far outside the United Kingdom.

His first official position in the VCC was Gazette Editor in '49, but two years later he assumed the Chairmanship of the Dating Committee, an office he not only held for the rest of his life, but also raised to international status. His knowledge of brass age cars was rivaled perhaps only by one other expert, California's much-mourned Alfred Leverenz. As one who was privileged to serve under Dennis on the Committee for several years, the writer can testify to his astonishing command of the subject. While always generous in appealing to the specialist abilities of individuals in his team, his reports and recommendations (prepared latterly with the assistance of his wife Mary, very much more than a Watson to his Sherlock Holmes) were almost invariably complete and correct, and backed by formidable documentary evidence. (If Dennis said: 'Gentlemen, I don't know much about this make', all it meant was a mere six references as against the usual sixteen!). While Committee work always came first, he was willing to help with more academic problems, or with cars as yet outside the VCC's terms of reference. Only a week before his death, he was advising the writer on a cache of items that may not see the light of day for many a moon.

His intense dedication masked a quiet, dry humor. 'We'd better blame it on Lacoste et Battmann' was a common retort to any obscure light car from the early 1900s, though he'd never let it rest at that. Nor was he a pure academic. For several years he was Chairman of the VCC's Southwestern Section, and though his retirement to Salcombe tended to cut him off from some mainstream activities, he still entered his '11 Swift for meets.

The hobby and our profession alike will be poorer without Dennis and it's still hard to realize that we can no longer dial Salcombe when a knotty problem comes up. His memorial, however, survives in the several thousand automobiles identified and dated under his direction on all Continents. Our deepest sympathies go to his widow.

MCS

MAIL BAG

From Michael Sedgwick, Paddock View, Easebourne Rd., Easebourne, Midhurst, Sussex, GU29 9AY, England: William Nelson is wrong, the Le Gui gets into Georgano's Encyclopedia under its original French name of Guy, 'Le Gui' being also quoted. This light car was made from 1904 thru 1916, later ones having Chapuis-Dornier engines. One suspects that the 'Le Gui' title was used in England, even, because of the 'snob' value of French, since when the make reached these shores Sydney S. Guy of truck fame was still working for Sunbeam: the Guy commercial vehicle didn't appear until 1914. Though I wrote the entry in the Encyclopedia I don't have intimate knowledge of the breed, and have never seen one.

I'm not in the least surprised that the British authorities treated Nicholas Fintzelberg's Valiant as a Chrysler. HM Customs and Excise are horribly knowledgeable and have been known to read off the new list price of a passing Classic apparently without effort (Not difficult, if you have a complete file of Stone and Cox, the UK equivalent of 'Branham'). Plymouths were regularly imported 1930 thru 1939, but only the fours were advertised under the correct name: everything subsequent was a Chrysler, even down to the badges, and I regularly get into trouble when doing the commentary at meets by referring to survivors as Plymouths. A few genuine American Plymouths have been imported since 1955, but they are exceedingly rare.

I've just been looking up my SMMT Show Guides for the post-war period, and I find that the Valiant should first have been seen at Earls Court in Oct. 1959. (It didn't appear, in fact, owing to a shipping strike; at least it certainly wasn't there on Press Day). It did however make 1960 as a Plymouth, and a Plymouth it remained thru 1965. 1966, however, was quite different. The cars on exhibition were a 'Chrysler' Valiant Medium Station Wagon, a Chrysler Valiant 'Regal' four-door sedan, a Chrysler Valiant Premium 4-door Station Wagon, and a Chrysler Premium 4-door Sedan. These were all RHD and made in Keswick, South Australia, as replacements for the soon-to-be superseded all-British Humber Hawk and Super Snipe.

In association with Marshall Naul, I'm now researching the whole complex story of Chrysler and the labels they hung on sundry cars. This project is likely to take ages, and people are still being con-

fused. Only the other day I bought an excellent work by a responsible (American) author, and found to my amusement that he had ascribed the Plymouth Cricket to Mitsubishi. Maybe in some countries and in some years he was right, but the car depicted was our old friend the British Chrysler (nee Hilman) Avenger.

And about a couple of years ago I drove a '29 Blackhawk six complete with Stutz badges and the God Ra (not the usual sundial) on the filler cap. Why? The car had spent all its life in Britain, where Stutz meant a respected Bentley frightener and Blackhawk meant nothing whatever.

As for Max Gregory's 1948 British Dodges, these early ones with a small hood projecting in front of what Americans would recognise as '36 cab styling bore the plates on the hood reading KEW DODGE. They probably took these off in Australia because there are suburbs of Both Sydney and Melbourne entitled Kew, and somebody might have gotten mixed up. That particular style cab and front end sheet metal (though not the grille) had a twelve year run here, the actual grille shape being changed for the '40 models. The subsequent species looked uncommonly like Leyland Comets, and I suspect (but don't know offhand) that the cabs for the two breeds came from the same source.

From Michael Worthington-Williams, 2 Folders Lane Villas, Folders Lane, Dutchling Common, Burgess Hill, West Sussex RH15 0DY, England: William Nelson is incorrect when he says that the Le Gui is not listed in Georgano's Encyclopedia. I suspect he has the first edition in which it is listed under Guy (i), but the second edition does cross-reference Le Gui with Guy (i).

The cars definitely existed - my Uncle George owned one, but unfortunately all photos were destroyed in the "Blitz" in WW II.

From George Risley, 4863 Second Avenue, Detroit, Mich. 48201: In the December 1977 issue, there appears a picture of an unidentified delivery truck (p.8). I believe this is a Moreland of around 1913-1915 vintage.

(George sent some photo copies of some catalog pages, and there is little doubt that he is right. However, I would place the period in the 1917-1920 area. Can anyone peg it closer to the actual date of manufacture? JMP)

CHANGE OF ADDRESS NOTICES

Members who change their address should notify the Secretary, who will see that the change reaches all concerned.



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.

© Copyright 1978.

Society of Automotive Historians, Inc.

SOCIETY OF AUTOMOTIVE HISTORIANS' OFFICERS * 1978

PRESIDENT
Howard L. Applegate
1410 Stallion Lane
West Chester, PA 19380

SECRETARY
Charles L. Betts, Jr.
2105 Stackhouse Drive
Yardley, PA 19067

VICE-PRESIDENT
Michael Lamm
P.O. Box 7607
Stockton, CA 95207

TREASURER
Frederick D. Roe
837 Winter Street
Holliston, MA 01746

PACIFIC NORTHWEST MEETING HELD

The Pacific Northwest members of the SAH met in Bellevue, Washington on Saturday afternoon, February 18, 1978. This informal meeting was in emulation of the members of the Northeast. Five of its seven members were present: Mike Larsen, Bruce Ledingham, Richard C.W. Percy, Walter F. Robinson, Jr. and Frank Starr. Of those with a known interest who were invited as guests regardless of whether they had evinced any desire to join, Ted Barber, Burt Curtis, and Don Knotts were in attendance. Larsen and Knotts came up from Vancouver, Washington and Oregon and Ledingham and Percy came down from Vancouver, B.C.

In keeping with an informal meeting, no one was tongue tied. Larsen and Starr brought slides and there were the expectable discussions of dating vehicles.

We'd like to commend the idea to those in other areas who don't know each other. It might also be a way to extend knowledge of the existence of the SAH and perhaps increase our membership base. WFR, Jr.

CANADIAN CHAPTER NEWS & NEWSLETTER

Don Warren, Editor of the new newsletter of the Canadian Chapter has sent a copy of their first issue which is full of news and information on that fast growing group.

The Chapter has 22 members including 4 dual (husband and wife) memberships. Dues have been set at \$3.00. Membership in the SAH is a prerequisite.

Other items in the NL include a "Director's Discourse" from Perry Zavitz, a reprint of an

article by Glenn Baechler entitled "Calts From Galt", brief pieces on activities and projects, and a classified ad section.

All-in-all, it looks as if the Canadian Chapter is really rolling.

BOOK REVIEWS

Pictorial History of Roadbuilding, Charles W. Wixom, Washington, D.C., American Roadbuilders Association, 1975. 9"x11", 207 pp, profusely illustrated.

This book contains a rich collection of historic roadbuilding photographs drawn from the National Archives, state highway departments, and the private collections of contractors, engineers and equipment manufacturers. Charles W. Wixom weaves it all together, starting with Indian trails and continuing down to the present Interstate Highway System.

As Wixom, notes, the available literature on the subject is surprisingly sparse and scattered. Perhaps this partly accounts for what seems to be an inadequacy in many photo captions, or in some cases, no caption at all. The quality of the prints is variable enough that something needs to be said about it. Half-tone prints, color photos, and line illustrations come out very well on the glossy paper, but the publishers apparently decided to add variety to the photos by rendering some with a "crinkled paint" texture; a couple look as if the plates had been made of stucco; and still others are reduced to only 5 tone levels, or even stark black and white. These variations seem rather more suited for a treatise on printmaking than road building, as various details are certainly unclear. Also, numerous photos are spread across two pages, resulting in some distortion due to pulling them too far into the binding.

The evolution of road construction machinery and the results derived therefrom make interesting reading and viewing. Some discussion is also given to other forms of early transport, i.e., railroads and canals, as to how they affected the progress of roadbuilding. The origin of the word "turnpike" in colonial days is shown. Sometime later, the pioneering road construction technology of Scotsman Thomas Telford and John McAdam about 1824 started this country on its way out of the quagmires and onto better roads. Another development was the wooden plank road, an idea which originated about 1835 in Toronto, Ontario, and soon was widely used in the United States. Eventually, after many decades, planks fell into dis-use, being superceded by road oil, asphalt, and concrete.

At the end of the book are two pages of sources and photo credits, and eight pages of patrons with unlabelled photos, mostly from the Nebraska Department of Roads.

One dating error occurs on page 138 - the Ohio paving operation cannot possibly be in the 1940's as stated, since the Dodge and Diamond T dump trucks are definitely from the early 1950s.

Over-all, Pictorial History of Roadbuilding is recommended reading for those interested in the subject. RAW

Dodge Cars, 1924-1938 and Chrysler Cars 1930-1939, 66 pp. and 100 pp. respectively. \$6.95 each. Available from Classic Motorbooks, Osceola, Wisc., 54020.

These two softbound books are from Brooklands Books and as such have a distinctive British flavor. However, that connotation is not detrimental but rather an asset. In the years covered by both books, the U.S. motor press covered each new model as an exercise in academics without benefit of road testing. However, the journalists of GB were not satisfied with press releases but took the respective cars out on the road for an objective look at performance and other factors. The results, as reported in these two books were quite complimentary to the Detroit machines.

To the American reader there will be some surprises. For example, the mid-thirties Plymouth was sold in GB as the Kew model of Chrysler, or as Wimbledon. DeSoto Airflows were under a Chrysler label. And the 1933-1938 Dodges built in GB were

fitted with sunroofs. In the Dodge line, the most amazing revelation is the 1938 Dodge Eight. Now, in the US, the 1933 Dodge Eight was the last straight under that name, but in GB there was a later Dodge Eight, but this was really a Chrysler Imperial Eight with Dodge badges.

While not all models of the two makes are represented in the two books, there is a fair representation. These represent the only contemporary records of actual road tests which the reviewer has seen.

GMNaul

Isotta-Fraschini by Angelo Tito Anselmi. 353 pp, 9 3/4" x 11 1/4", 455 illus. Distributed by Motorbooks International, P.O. Box 2, Osceola, Wisc., 54020. Price: \$36.95.

Many lesser books have been called 'monumental', but by all standards, scope and comprehensiveness, this is truly a gigantic work and can be considered a standard for a single-marque book.

The ballance of material between photographic and technical is excellent. The printing and binding, done in Italy, are both beyond criticism. All too many books devoted to single makes have proved to be treatises on coachbuilders' work with a minimum of technical and descriptive material. Sr. Anselmi has treated all aspects of IF with equality.

This is also a feast for the eyes, with not only superb photos, but rarer yet, a great selection of engineering drawings beginning with a sketch for the Tipo B of 1902.

There is a certain amount of the exotic in double names such as Rolls-Royce, Hispano-Suiza and Aston-Martin. To these, IF took no back seat as it was up with the best in the era known as Classic. The Tipo 8 with its 148-inch wheelbase allowed ample room for delectable body designs by all of Europe's custom body builders.

The publisher states that this is the first of a series of definitive books which will include Rolls-Royce and Maserati. We will await these eagerly.

GMNaul

Car Facts & Feats, edited by Anthony Harding. Toronto/New York/London, Bantam Books, 1978. 256 pp. 7 1/2"x9 1/2". Many B&W photos and some color. Price - \$6.95 (softbound).

"This book is no ordinary narrative history of the development of the motor car. Its contributing authors have set out to tell the story in an amazingly novel and informative way, which will appeal to every car owner and driver, and in particular to those disinclined to tackle the more leaden works of motoring history - yet who are inspired by the background of their means of transportation. Nevertheless, the sporting enthusiast and historian, seeking new and out-of-the-way facts, will undoubtedly find much to entertain them."

So the first paragraph of the Introduction of Car Facts & Feats reads, and this volume, one of the Guinness family of books, does the stated job most satisfactorily. Its contents are divided into five sections, compiled by one or more individuals, some of whom are SAH members. Section I, The Early Years, 1769-1919, was compiled by Anthony Bird; Section II, Road Racing, by David Hodges and Cyril Posthumus; Section III, Sprints, Hillelimbs and Rallies, by F. Wilson McComb and John Davenport; Section IV, Track Racing and Record Breaking, by William Boddy; and Section V, Everyday Motoring, by Michael Sedgwick. In addition, assistance in preparing the American edition was by L. Scott Bailey of Automobile Quarterly.

As in any book of the scope of Car Facts & Feats, there are errors and/or omissions, although many of these may be a matter of interpretation, rather than actual fact. Also, because it is primarily a British book, it is heavily weighted toward events in the British Isles and Continental Europe. This is not to say that the rest of the world has been ignored. Far from it! But it would be nice to see a truly international edition of CF&F with compilers from all points of the globe.

Since my speciality tends to be directed toward the 18th and 19th century development of the automobile in the USA, I was sorry to see the listing,

"The First Motoring Competition in the USA," which states that the 1895 Times Herald race was the owner of the title. Surely the steam wagon race in Wisconsin in July of 1878 qualifies for the honors. The event is well documented in both contemporary and modern press. This may, in fact, be the first "automobile" race in the world.

In addition, I was sorry (but not surprised) to find the Mt. Equinox Hillclimb left out of Section III. While not of the caliber of most European climbs, it was for many years a Sports Car Club of America event, and was the longest paved hillclimb in the United States, at 5.2 miles. Its 31 corners, downhill section, and a "straight" where, in later years, speeds of over 125 mph were possible (if you could stomach the idea of a 1000 foot drop on either side of the road), set it apart from most such events in this country.

As you can see, Car Facts & Feats is a nit-picker's delight. On the other hand, it can be an invaluable tool for both the automotive historian and writer. The amount of fastest, slowest, biggest, smallest, first, last, etc., material is mind boggling. Omissions, for the most part, are insignificant, and errors are minor.

In a day and age where the average automotive book price is in the \$15 to \$25 range, CF&F is a bargain that should not be missed. It's a fun book and an excellent research tool at the same time.

JMP

The Best of Old Cars: Iola, Wisc., Krause Publications, 1978. 496 pp., 10 1/2" x 15 1/2". Price - \$8.95. Indexed. Softbound.

With the publication of this volume, Old Cars newspaper becomes an easily handled reference piece. For all those who have searched through a big stack of back issues of OC for an article you thought appeared around mid-1974, only to find that it was January of 1972, and had to wade through hundreds of pages of Kruse reports, advertising and all those nasty things that are so important to the survival of a publication such as Old Cars, but such a pain in the neck when your looking for some specific fact, the Best of Old Cars will be a real boon.

This book covers material published in the first five years of publication (1971-1976), and leads off with one of the most popular series ever published in the newspaper, "Young Nuts and Old Bolts" by SAH Honorary Member, Henry Austin Clark, Jr. Other SAH members names abound in the pages as authors of major articles or as writers of various "filler" pieces.

Besides "YNOB", Tim Howley's great series, "Somewhere West of Laramie" is included, as are Roland Jerry's column on trucks; R. Perry Zavitz's popular "Postwar Scripts"; F. Wilson McComb's, "Reflections From Across the Pond"; Rich Taylor's, "The American Sports Car"; plus a large number of marque histories by such authors as G. Marshall Naul, the late Frank T. Snyder, Jr., R. Burns Carson, Keith Marvin, Howard Applegate, Harry Pulfer, Maurice Hendry, Diane Thomas and many, many others.

Other columns included are such as "Shop Talk", "Through the Windshield" by Ned Comstock, and innumerable fillers from "Questions 'n Answers", "In This Corner", and all sorts of short squibs.

The page size is only slightly smaller than the standard Old Cars, and tends to be slightly awkward to handle, but it is obviously the only sensible solution to gathering this type of material. A worse drawback, however, is the use of standard newsprint paper. This will not hold up well under frequent use, and will tend to turn yellow and brittle with age. In spite of this, it is real bargain, if for no other reason than you can now get rid of that huge stack of back issues of OC, and buy more books to fill the empty space. JMP

CHRYSLER'S "MISSING" MODELS

by G. Marshall Naul

An examination of Chrysler's choice of letters and numerals to designate models of all automotive products follows a fairly logical sequence after about 1932. However, if the models of Chrysler, DeSoto, Dodge and Plymouth are listed in chronological

sequence, according to published lists by the manufacturer, it then becomes evident that there are gaps in the alphabetical/numerical listings. The "missing" models seem to be:

Make	Missing Model	Apparent Model Year	
<u>Chrysler*</u>	CE	--	
	CN	--	
	CR	1934	
	CY	1934	
	C4	1935	
	C5	1935	
	C12	1936	
	C13	1936	
	C21	1938	
	<u>DeSoto</u>	SB	1931
		S4	1937
S9		1941	
S12		1948	
<u>Dodge</u>	DM	1932	
	DN	1932	
	D1	1935	
	D18	1940	
	D23	1942	
<u>Plymouth</u>	PH	1934	
	PI	1934	
	P3	1936	
	P13	1941	

*CF, CK were used as model designations by DeSoto, in defiance of the convention of using C for Chrysler, exclusively.

The above may seem to be trivial observations without significance, if it were not for the fact that three of the above "missing" models have been found to represent actual models, albeit, quite obscure. First on the above list is the elusive Chrysler CY, a six cylinder Airflow on the DeSoto chassis, built only in Canada. Serial numbers indicate that no more than 445 were built. The second "recovered" model is the Dodge model DM of 1932, with four cylinder engine but built for export only. The third one is the Dodge D23 of 1942, possibly built for export only (export to where, in 1942?). Neither Chrysler nor the usual library sources can shed much light on these three.

With these three as examples, is it possible that other "missing" models may represent actual automobiles produced but not otherwise recorded by Chrysler?

LOS ANGELES - THE LATE TEENS

(Continued from Issue #54)

by J.H. Valentine

In 1915 the Hydraulic Motor Car Company shared its location at 940 South Los Angeles Street with the Model Motor Company. They also shared Nelson G. Douglas as vice president. The Hydraulic president was Harwood Robbins, while Guy L. Kennedy was head of Model. Both firms advertised as auto manufacturers and both were gone the following year.

1915 also saw DR. George Putteny of Long Beach as president of Western Imperial Electric, office at 606 South Hill Street. Western advertised as an automobile manufacturer.

In 1913 Clyde H. Osborne of San Diego was secretary of Fritchle Electric Ato Sales Company, 432 West Pico Boulevard, with Robert H. Reid as president. By 1915 Osborne was president of Electriquette Manufacturing Company, 1234 South Main Street. He may have built some Electriquette autos, but by 1916 he was gone.

1916 also found the Electra Manufacturing Company, Inc. at 1333 South Main Street. William Piddington was president and Thomas G. Kennedy secretary. They are supposed to have assembled some Electra autos, but management changed within a year, and so did the product line concentration, with a preference for storage batteries.

Eagle Motor Company, Inc. appeared at 1875 West

Jefferson Boulevard in 1915, producing the Eaglet cyclecar. Percy O. Gordon was president. In 1916 they were at 2730 West Pico Boulevard, with Ivy Gordon as secretary, and a year later Percy had gone into the real estate business.

The Union Car Company had offices at 411 South Main Street and factory at 683 North Antonia Avenue in 1915 and 1916. L.J. Newbery was president and Thomas H.P. Purman secretary and general manager. Union produced autos under the name Union with some rumored as Purman as well.

Maine Machine Works, Inc. was located at 701 North Main Street. Though in the machine shop business for many years, they supposedly produced some autos during a period including 1916, 1917 and 1918. These were known as Hartman, though sometimes referred to as Maine. William W. Hartman was president and Charles O. Hartman vice president.

The Los Angeles Creamery Auto and Machine Works was located at 1158 South San Pedro Street with Eustace B. Moore manager. The company built and maintained Electruck electric delivery trucks for its own use from about 1913 through the mid twenties.

Arthur S. Greenamyer and Alfred Halett left their machine shop in 1913 to found the Pacific Mechanical Company, Inc., producing engines at 5110 South Normandie Avenue. When Homer Laughlin, Jr. founded his Homer Laughlin Engineers Corporation at 2652 South Long Beach Avenue, they moved over to join him, with Greenamyer as superintendent. They built a light roadster with their own V-8 engine, front wheel drive and friction transmission. After three years of trying, they turned to the production of auto equipment and accessories, their foremost item being, too late, a four-speed transmission.

Rotary Products Company, Inc. of 1013 South Los Angeles Street was formed from the Rotary Air Brake Co., with the same basic management, Edward D. Foster the president and Herbert C. Steele as secretary. Rotary built air-cooled engines and Airmobile autos from 1916 to 1918, then went into industrial compressed air driven products.

Walter G. Macomber's Macomber Rotary Engine Works had built various rotary engine designs for years, some used in some not-too-successful autos. His Macomber Motors Company at 235 South Aliso Street produced some complete autos about 1917. He continued on in the machine shop business, specializing in precision work for would-be inventors.



Walter Macomber in a Macomber auto about 1916.

David L. Whitford moved from the Hydraulic 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. Tibbits the president, had sales offices at 215 West 7th Street in 1914, though the factory for the 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 was the secretary and treasurer. A year later they were closed and Milton was a mining engineer.

Homer Motors Company was located at 1410 Cypress Avenue with both office and factory in 1914. The factory later was next door at 1410 San Fernando Road with the offices moved to 210 West 7th Street. President was Jacob. E. Meyer and they advertised as makers of both engines and a truck designed by John P. Barker. The business was gone in early 1916, with Meyer moved to the mining business and Barker to the Barker Motor-Truck Company.

Barker had its offices at 355 South Broadway in late 1915. This venture lasted a year, probably not producing any Barker trucks that were proposed, then John Barker moved to a retail auto firm.

The Mission Motor Car Company of 1312 South Grand Avenue spent 1914 with Yancio R. Del Valle as President and ex-Krit Henry L. Palmer as the sales manager. Mission advertised as an auto manufacturer in 1914, but in 1915 was in auto sales and repairs primarily. During this time Del Valle returned to the retail auto business and was replaced by Garland P. Fallis.

Former Auto Vehicle sales manager Volney S. Beardsley moved his California Automobile Company from the former Auto Vehicle site at 950 South Main Street to 1750 West 7th Street about 1912. The company was then a distributor and retailer of other companies' products. In 1914 the Beardsley Electric Company began, sharing California's location for a sales outlet but with its factory at San Fernando Road and Wilhardt Street. This new firm had Beardsley as president and Watt Moreland of Moreland Truck as vice-president. After 1914 the California Automobile Company name was dropped and Beardsley sold autos under its name only. It manufactured Beardsley electric autos and light delivery vehicles. In late 1915 the factory relocated in Culver City. A new firm occupied their closed sales location in mid-1916.

The Hydraulic Truck Corporation was selling trucks at 1306 South Grand Avenue in 1913. Wilbert E. Barnes was president and Henry W. and David L. Whitford vice president and manager respectively. The company was reorganized as the Hydraulic Truck Company with the same officers, but with David Whitford doing double duty at the Star Cyclecar Co. The new company had offices at 108 West 6th Street and advertised as a truck manufacturer. Before they disappeared after 1916, David Whitford was again sharing time, now as a salesman for Ralph Hamlin.

About 1915 Prefex Commercial Car dealer Marcius S. Bulkley combined with Prefex vice president William A. Rider and others to form the Bulkley-Rider Tractor Corporation and Triumph Tractor Company, Inc., both at dealer M.S. Bulkley & Co.'s 1801-07 South Main Street location. Prefex designer James R. Fouch cranked out some tractor designs for this combine, but the Bulkley-Rider firm was supposed to have built some autos, also. Were they Prefex leftovers?

When Barker Motor-Truck Company closed in 1916, John P. Barker arranged for a new set of partners and became vice president of the Los Angeles Motor Car Company at 1410 Cypress Avenue, former location of Barker's Homer Motors Company. John L. Simeral was president, John B. Dundore secretary. Barker designed some engines for them but there may have been no vehicles built before the firm died.

Former Moore Truck sales manager Wade H. Kimball founded Kimball Motor Truck Company at 647 South Santa Fe Avenue in 1917. Before long he joined William E. Baxter in the Baxter-Kimball Company, manufacturers of the Kimball truck. The office was at 5000 East 3rd Street, factory at the 647 South Santa Fe location. The firm sagged in 1919 and 1920, then with Kimball gone, Baxter became president of Kimball Motor Truck Co., with Raymond H. Freeman as secretary. The new location was 1700 East 9th Street, with name changes through the years of Kinball Motor Company and Kimball Motor Truck Works, and finally Kimball Motor Truck Corporation, all at the same location. They advertised as truck manufacturers through 1929, with the business continuing into 1931. In the late 1920s they shared their location and telephone with the Oldfield Motors Company.

(To be continued - A Tour of the Twenties)

(Mr. Valentine's articles on the early auto manufacturers in California should be augmented with

a note to put their achievements in proper perspective. It is hard to realise now how far away and how small the places in California were in the early 1900s. The 1900 census figures place the population of Los Angeles at 102,479. Anaheim had 1456 people and Long Beach had 2252. In other words, Los Angeles was a small city with very small satellite towns some distance away. The automobile manufacturers of the area had this very small market to draw on. For comparison, Boston in the early days was considered the number two automobile market in the country after New York. It had a population in 1900 of 560,892, and between it and New York were Worcester, Providence, Hartford, Springfield, New Haven and Bridgeport, and nearly all of these had populations rivaling that of Los Angeles. Places like Omaha and Memphis were comparable in size to Los Angeles, but they never developed any kind of an automotive industry. The combination of long distances from manufacturing centers and the demands of a large but thinly populated trading area helped to create an automotive industry in what was then a small city.)

FDRoe

ROLLS-ROYCE CATALOGUE - 1910-1911, A CLOSER LOOK

By Charles W. Bishop

(Note; This piece started out as a regular book review until Mr. Bishop began to notice a few rather interesting items. As it turns out, we find that sales literature practices of today do not vary much from what was produced when the motor car was still in its development stages. It also shows that such practices were practiced by the mighty, as well as by the lowly. JMP)

Rolls-Royce Catalogue 1910-1911 (reprint), with preface by H.F. Fergusson Wood. Bonanza Books, New York, 1973.

In the preface to this reprint of the Rolls-Royce Limited catalogue which served to acquaint prospective customers with their product, Mr. Fergusson Wood says "browsing through this publication will also give a great deal of pleasure to many who will now have the opportunity to study it." Judging from my own experience, purely subjectively, I quite agree. There are seven unnumbered pages of photographic scenes, or 14 back-to-back, fully 8 x 10 inches, and three more for six full color reproductions of paintings by Charles Sykes. These latter are softly romantic in treatment, and some enthusiasts may prefer the greater definition of the one which is repeated on the dust jacket, and is sharper for the slick paper used. With the seventy numbered pages to swell the total to about 90 the reprint affords a slender volume about the size of Automobile Quarterly. It makes a splendid coffee table book.

As an example of the publicity of the Edwardian era it is equally well endowed, but when it comes to the straightforward presentation of facts it does leave something to be desired. The catalogue opens with a eulogy labelled "an independent opinion" by 'Auriga' of the Times of London, who is given to bold-face items like "the most perfect in all respects" or the modest: "Very few men or women are in a position to pronounce a sound opinion on the merits of motor cars, and I am one of them." He is constrained to add (not in bold-face) "This may sound an overstrained and bumptious statement, but no sooner are the facts made clear than it is seen to be neither one nor the other." He graciously concedes there may be three men with more expertise, but no more. A subhead "Reliability" begins: "This non-existent word has never been accurately defined." Feeling quite abashed I checked my desk dictionary which provided a normal definition but in the face of this authority I quavered. After all, Webster was an American, and 1936 Collegiate standards might not appease the London Times' motoring correspondent so I consulted the 10 volume Oxford English for an entry after reliability of "The quality of being reliable, reliability." The Oxford attributes an

early (1816) usage to Coleridge, notes that Webster picked it up in 1847, and cites George Eliot as using it in 1856. A writer who disregards the tools of his trade and rushes into print with bumptious opinions as to accepted words must inevitably be suspect in the integrity of the opinions he proffers on mechanical matters. "Auriga" panoplies 15 pages with his boldface observations of the qualities of the Rolls-Royce car, and it is only fair to admit at once that many of them are deserved, at least whilst describing the product standing on its own. As to comparison with other makes, never identified, the subjective observations of our expert are probably open to legitimate question.

Specifically, much of the enthusiasm of the expert from the London Times centers on the 1907 Long Distance Trial held under the observation of the Royal Automobile Club for the then impressive distance of 15,000 miles. The Silver Ghost's Official Record was proclaimed as:

Distance run, 15,000 miles, including the severe Scottish route.	{ Total cost of fuel, lubricants, repairs, adjustments and restoring car to condition equal to new. }	£93 15s 10d

This item on page 19 of the catalogue is recalled on page 29 (no longer in the silver words of "Auriga") with the forthright:

"It will be remembered that, so confident were Rolls-Royce Ltd. of the remarkable durability of their Car, that they submitted it to a 15,000 miles road trial under the observation of the Royal Automobile Club, making it a condition that at the end of the trial the Club should certify, not only the cost of running and its maintenance during the trial, but also the cost of putting it into perfect condition as new at the end of the trial."

On the facing page they said "Palpably, it is more economical to purchase for £1,100 a Car which can be run and maintained in perfect order for £150 per annum, including tyres, than it is to purchase for £600 a Car, to run and maintain which may cost £400 per annum."

On page 15 we are told boldface: "it is merciful to tyres." Facing this statement is a photograph of two tires removed from an owner's car after 9,289 miles. Se it said at once that was quite good at that time for a car that big. Back on page 10 "Auriga" had first stated the £93 15s 10d total cost of fuel, lubricants, repairs, adjustments and restoring the car to condition equal to new (42s 7d of which was for new parts). Its gasoline consumption worked out at 15.7 miles per gallon (or 12.6 mpg US) which was also excellent for a car of its size. The cost of operation comes to about \$0.03 per mile, also impressive.

There is one item omitted from this splendid repertory of motoring expenses, and it is quite the most important, tires. On page 51b (the third page of the price list) the cost of a Dunlop grooved cover is stated as £12 7s and inner tubes £3 15s, or just over £16 per wheel. Of course, the car as delivered to the buyer included four tires, hence it may seem reasonable to sychophants of the make to omit the figure of £64 from the £94 given as the cost of travelling 15,000 miles. The owner of the car which got 9,289 miles service on the rear wheels of his Rolls-Royce was in a class by himself, as a grateful owner is quoted as happy that his "off side front tyre ran 6,421 miles before bursting, and the rear side was removed at 7,120 miles as a precaution. The makers supplied a marginal comment beside the picture of the 9,289 mile tires: "The Rolls-Royce, owing to its flexible six-cylinder engine, beautiful clutch, and proper distribution of weight, is very economical in tyres."

One might sing with the old minstrel: "That is all so sooth, all so sooth, I wyss," but what it comes down to is that the company was taking advantage of the prospective buyers with a snow job in which the most important increment in the operating expense was omitted from their tabulations, so that, in point of fact, all the pretty figures about how little it cost to operate a Rolls-Royce were quite meaningless. The true cost of operating the Rolls-Royce on the RAC observed trial over 15,000 miles

could not have been less than £79 15s 8d for tires alone, based on the 9,289 life expectancy, with no replacement of inner tubes. Based on the more probable expectancy of 7,500 miles per cover and one replacement tube (out of four) on each change the figure goes up to £106 6s. This modification would boost the cost per mile from \$0.03 to \$0.065.

Whatever the intention, the RAC summary of the tire performance on the 15,000 mile trial was most complicated. The car covered 430 miles on its way from London to Glasgow. New tires were then fitted on all four wheels so that the performance on the Scottish Trial (which was really a trial within a trial) began with perfect tires, and these were removed at the end of that trial without regard to condition. They were not used again, and the RAC took no further account of them, except that the 748 miles was included in the overall tire records. Of the tires used on the first 430 miles, only one was put back on at a later point when, interestingly, it only lasted 386.5 miles for a total of 816.5 miles, hardly impressive even for those days. The RAC gave a rundown of the results for each wheel: off front, 6 tires; off hind 9 tires; near front 5 tires; and near hind 9 tires. Of the tires on the wheels at the conclusion of the 15,000 miles their respective milages in the same order were 2,285, 152, 3,110 and 136.5 which gives an average of 1420.875. If the 15,000 miles be reduced be reduced by this amount, and the 1,178 miles involved with the Scottish Trials special changes, we find the Rolls-Royce so economical in tires that on this carefully observed trial each tire, on average, afforded 688.94 miles. As to cost, instead of the figure we adduced above, we find the net usage of tires to have been 18 covers at £12 7s for a total of £222 6s. Since we are dealing with high class merchandise for which prices are normally quoted in guineas, the cost of tires for the 15,000 mile trial works out to just over 200 guineas. In American money that works out to \$0.717 per mile for tires without any allowance for tubes. The catalogue placed the cost of new parts at 42 shillings 7 pence. The accumulators were changed 7 times, a faulty magneto was replaced, 6 rubber buffers (4 to back springs, 2 to front) were replaced, as were 9 magneto plugs, a fan belt, and the off front hub flange and its four bolts.

The only explanation which occurs to me is that these replacements, certified to by the RAC are simply ignored by the Rolls-Royce Company and a few parts supplied when the car came back to the works for "restoring the car to condition equal to new" are included in the 42s 7d. While the performance of the car on the 15,000 mile trial was deemed worthy of the Dewar Trophy it is worth remembering that to keep the car running for the length of the trial required 40 hours 13 minutes for repairs, replacements and adjustments. Concentrating for a moment on the replacement magneto, the shilling to day is worth an American dime, and 42 shillings would be \$4.20. I will cheerfully surrender \$42 for a six-cylinder high-tension magneto.

The RAC ducked the tire problem by fobbing off on the Dunlop Company, picking the best three front and best three back tires to get an average of 4,197.5 miles per cover; translating this into 15,000 miles gives a tire cost of £176 10s 6d. And we are still £20 more than Rolls-Royce would have liked you to think was the cost of a 15,000 mile trip. Dunlop said they had a defective run of tires with vulcanizing failures. This was better than just giving the average life of all tires. Cost of petrol was said to be £62 10s 0d, oil £2 16s 5d. On page 67 the RAC figures the cost of the 40 hours of labor at £4 17s 8.5d and repair of magneto and coil at £1 12s 6d. For new material (retail price) they post £7 16s 4d which is almost £6 more than Rolls-Royce said they spent!

Enough of nit-picking. They chose to offer some truths and some half truths and a few straight deceptions, like the 42 shillings for new parts instead of 156 shillings to clients willing to pay £1,100 for a bare chassis, and mechanics were getting 2 shillings 2 pence an hour to work repairing.

Facing page 70 is a house advertisement: Rolls-Royce Ltd., Contractors to H.M. War Office. What is not said, there or elsewhere in the catalogue, is that they were not honored with the royal cachet.

The right to advertise as suppliers to the royal household was the privilege of the English Daimler (which was no longer connected with the German firm). That War Office claim adds salt to my wounds, as a one-time share-holder in Rolls-Royce, one of those A.D.R. certificate holders who were neatly deprived of a voice in the reorganization of the company when its joint venture with an American aircraft manufacturer went sour, and the car maker was neatly cut loose, leaving us with an occasional ten cents on the dollar installment. One-time owner of a Springfield Rolls, and having had a Brewster-bodied Phantom III in the family I acknowledge that they have built some fine machinery, but some of their business manoeuvres fall short on the ethical barometer.

When this catalogue was published they had no agent in the United States, top-ranked Brewster had the Delaunay-Belleville, Mercedes and FIAT were prestige makes in America with Benz temporarily booming through racing successes, and for the time being, Rolls-Royce was selling to wealthy commoners and hoping to climb socially in England. Of the dozens of laudatory puffs from the English press, two leading journals place a slight qualification on their praises: *The Autocar*; "one of the very highest specimens of motor car engineering." *The Motor*; "one of the finest, if not the finest, six-cylinder model." Just as it is hard to remember that Cadillac, at the time this catalogue appeared, was a minor league car (famous in England at the moment for its little one-cylinder model because of its Dewar Trophy win) it is almost impossible in today's world to recognize how *Brett's Peerage*, for all that it ignored the motor car, played an important part in selling luxury automobiles. Hispano-Suiza rapidly penetrated the market at this time because King Alfonso drove them. Graf & Stift bespoke quality and elegance in Eastern Europe because of the patronage of the then great Hapsburgs and the emperor of Austria-Hungary. The Russian industry was not up to building royal rolling stock, so the Czar of all the Russias threw its imperial weight behind the estimable Delaunay-Belleville, which also enjoyed the socially less impressive, but none-the-less acceptable patronage of the presidents of France and, surprisingly, Teddy Roosevelt. Prince Henry of Prussia used only Benz cars, but Kaiser Wilhelm favored Mercedes, although the firm did not allow it to interfere with their brisk trade with American millionaires.

Racing was almost as good as royalty for selling cars, but the Honourable C.S. Rolls, in dropping his French connection (Panhard et Levassor) seems to have dropped his penchant for racing. His death, put an end to any possible move in that direction, as it seems clear that Royce opposed the ploy, which manufacturers as successful as Henry Ford had found useful on the way up from obscurity.

This catalogue may just have been the propaganda tool which allowed Rolls-Royce to have carved a place for itself in a highly competitive market without the assistance of the until then indispensable alliance with royal cachet or racing victories. As such it is a most interesting example of advertising art, in spite of its exaggerated claims of economical operation. Equally important, perhaps, is the way in which it escaped the handicap of being underpriced in a market in which, down through the decades, many sales have been made because a certain car cost more than any other. Rolls-Royce now favors this latter technique.

THE SPHINX/DuPONT by Hayden Shepley

Being the official historian of duPont Omotors, still incorporated in Delaware, I naturally doubted the description in Georgano's *The Complete Encyclopedia of Motor Cars* of another duPont being assembled in Delaware. Upon joining the SAH, I asked Marshall Naul for a xerox of the information he contributed to that book.

Meanwhile, more proof of the duPont's existence appeared in the *Antique Automobile* for January - February 1977. This was an article by our new SAH member Fred Rodemiller describing his new book, *A Pictorial History of Pleasure & Commercial Vehicles Manufactured in York County (PA)*.

It mentioned when and where the duPonts were built. About this time, Marshall Naul's xeroxes finally arrived describing the car in *Horseless Age*.

My first letter to Mr. Rosemiller never reached him, but the one I wrote in July did. The following is quoted from his reply to me.

"My fellow co-publisher of our book on the York County automotive industry was, in fact, is the designer and manager of the Sphinx Motor Car Company here in York back around 1915. To the best of his recollection there were no more than 1,000 Sphinx automobiles produced during the two years that this company was in business. Toward the end of the company's brief history, he recalls over 300 Sphinx cancellations being received after the 1916 Overland was announced with its greater horsepower and per-

formance at a lesser price than what the Sphinx was being sold for. The highest per day production rate which the Sphinx reached was 5 to 7 cars. The president and main financial backer for the Sphinx was from the Reading, Pa. area and Bud Freed recalls that a New York agent felt that he could sell the Sphinx car if it had another name. For this reason the DuPont trademark was applied for and received and approximately 40 to 50 cars were produced under that name. The DuPont car, however, was the exact same car as the Sphinx."

According to the brother-in-law of the late Mr. duPont, who was also employed at duPont Motors, the York built DuPont was unknown to him when he applied for the duPont Motors trademark

SPHINX
SILENT-POWERFUL
YORK, PA.

PRICE
\$ **695**

SPECIFICATIONS

MOTOR—Four cylinder, four cycle, 33 $\frac{1}{2}$ "x37", cast iron, I type, detachable head, integral cam shaft, helical timing gears, valve enclosed, aluminum crank case split through center, three point suspension.

HORSE POWER—Twenty-eight horse power—light reciprocating parts produce power at high speed without vibration.

VALVES—1 $\frac{1}{2}$ " diameter, 45° seats, cast iron electrically welded head to high carbon stem; 15% free gas opening.

SHAFTS—Crank shaft 40-50 carbon steel alloy double heat treated drop forging. Front crank shaft bearing 3 3/16x13 $\frac{1}{2}$ ". Rear crank shaft bearing 4 1/16x15 $\frac{1}{2}$ ". Connecting rod bearing 2 $\frac{1}{2}$ x13 $\frac{1}{2}$ ". Cam shaft—Diameter one inch, case hardened and ground at bearing end cams.

IGNITION—High tension vertical worm driven distributor.

LIGHTING AND STARTING—Motor generator completely housed, silent chain driven, chain enclosed in time gear case, and lubricated by circulating oil. High grade storage battery, six volt, eighty ampere hour, automatic cut out fuse box.

LUBRICATION—Constant level splash system. Cam driven oil pump on cam shaft.

CARBURETOR—One inch size, S. A. E. standard float feed. Starting shut-off valve, warm air intake.

COOLING—Thermosyphon. Big circulating section. 2 $\frac{1}{2}$ " inside diameter water hose. High grade radiator with ample overhead tank.

FRAME—Pressed steel heat treated channel section. Front and rear spring brackets integral.

UNIVERSAL JOINTS—Spicer, between clutch and torque tube.

DRIVE—Straight line drive, propeller shaft protected by tubular torque member, and sliding into the transmission.

REAR AXLE—Weston Mott. Mounted on Hyatt roller bearings. Gears and shafts of alloy steel.

FRONT AXLE—Tubular type, minimum unsprung weight. Cup and cone ball bearings in hubs.

BRAKES—Service: External, contracting, 10" diameter, 2" face. Emergency: Internal, expanding, 10" diameter, 1 $\frac{1}{2}$ " face.

TRANSMISSION—Covered on rear axle, three forward speeds and one reverse. 3 $\frac{1}{2}$ " face gears, 3 $\frac{1}{2}$ "x5 $\frac{1}{2}$ " input shaft. Drive shaft, counter shaft and dog clutch mounted on roller bearings.

CLUTCH—Special SPHINX design, cone 12 $\frac{1}{2}$ " degree angle. Chrome leather facing with spring and plunger inserts for gradual engagement.

WHEELS—Wood artillery type, 30x3 $\frac{1}{2}$ " clincher rims, quick detachable and demountable. Spare rim furnished, carried on rear of body by special supports.

TIRES—30x3 $\frac{1}{2}$ " clincher, plain tread.

SPRINGS—Cantilever front and rear, oil treated carbon steel. Front 2" wide, 28" long. Rear 2" wide, 36" long.

STEERING GEAR—High grade worm and sector type, adjustable in all directions of wear.

WHEEL BASE—112 inches.

TREAD—56 inches.

CONTROL—Center gear shift lever. Spark control on steering wheel. Accelerator pedal for throttle. Clutch and service brake on left pedal. Emergency brake on right pedal.

ROAD CLEARANCE—10 inches.

BODY—Streamline. Sheet metal and wooden frame. Gasoline tank in cowl. Instrument board. Front seats 41" wide, rear seats 48" wide, 28 $\frac{1}{2}$ " leg room at front, 25" leg room at rear. Front seats 19" deep. Rear seats 21 $\frac{1}{2}$ " deep.

COLOR—Body and chassis enameled black.

WEIGHT COMPLETE—1,800 pounds.

GASOLINE CAPACITY—Eight gallons.

GASOLINE MILEAGE—Twenty-five miles per gallon.

OIL MILEAGE—Two hundred and fifty miles per quart.

STANDARD EQUIPMENT—Electric generator and starter, storage battery, electric horn, top, top cover, windshield, electric headlights with double bulbs, electric tail light, spare rim, pump, jack, tool kit and tire repair kit. Wire wheels \$25.00 extra.

PRICE—\$695.00 f. o. b. York, Pa.

Sphinx Motor Car Company, York, Pa.

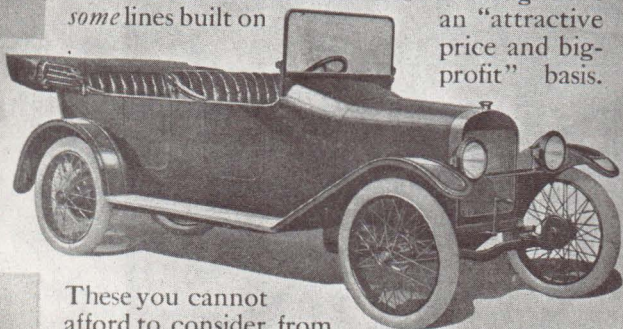
Pages from the Sphinx catalog (courtesy of Keith Marvin)

DEALERS-

Study the Light Car Situation

You will come to such representation sooner or later. Demand is insistent and has brought out some lines built on

an "attractive price and big-profit" basis.



These you cannot afford to consider from a standpoint of future business building.

IN THE NEXT ISSUE

A Short Survey of the 1907 Massachusetts Registration List by G. Marshall Naul; Los Angeles - A Tour of the Twenties by J.H. Valentine; The Higdnon Horseless Carriage by D.J. Kava; and various and sundry letters commentaries and observations.

NEW MEMBERS

Members who change their address should notify the Secretary, who will see that the change reaches all concerned.

John S. Fine
1700 E. Date, Apt. 1062
San Bernardino CA 92404

Robert Taylor II
1608 Shelburne
Waco Texas 76711

Everett F. Smith
Box 48
Addieville Ill. 62214

Brad Hindall
2402 Constitution Blvd
Sarasota FL 33581

Alan Clipsham
Shanty Bay
Ontario LCL 2L0
Canada

William N. Cathey
2330 Tamarisk Dr
Reno NV 89502

Dr Ronald R Nicolson
Communications
Ithaca College
Ithaca NY 14850

W David Shew
RR 2, Box 252
Colona, Ill 61241

Evans Claggett
14 Timber Acres
Short Hills NJ 07078

Tony Hossain
106 1/2 E Union St
Waupaca WI 54981

Merlin W. Peterson
Birch Ave Ex 789
Alexandria MN 56308

Howard W Wiseman
41 Burnet St
Maplewood NJ 07040

Roger Madison.
23 Marine Plaza
8150 Cambie St
Vancouver B C V6P 3J5
Canada

Phil Hall
754 N 113th St
Wauwatosa WI 53226

Joseph B Rogers III
3000 N Whitehall Rd
Norristown PA 19401

Douglas A. Bakken
1360 N. Lafayette
Dearborn MI 48128

David K. Bausch
252 N. 7th St
Allentown PA 18102

David Newell
1481 Hamrick Lane
Hayward CA 94544

Lawrence A Brough
516 Yorkshire Drive
Newark Ohio 43055

Richard A Hickok
PO 5461 Station E
Atlanta GA 30307

Steve G. Kuk
15061 Drake Lane
Huntington Beach CA 92647

Michael M. Self
3301 Shetland Road
Xenia Ohio 45385

Trent Brady
167 Howland Ave
Toronto Ontario MSR 3B7
Canada

James P Kelly
2029 Bayard Ave
St. Paul, Minn. 55116

CLASSIFIED

FOR SALE: Send large SASE for lists of auto catalogs, books, magazines, etc. available. Ed Moran, 3300 Netherland Ave., Riverdale, NY 10463

WANTED: Lancia - 1908-1960 literature, sales brochures, catalogs, parts manuals, shop manuals, photos and Italian auto magazines - not for resale. Thomas F. Stewart, Route 4, Box 242, Leesburg, VA 22075.

WANTED: Pierce-Arrow, factory/dealer correspondence one-of-a-kind original photographs and other non-published material. Frederick Z. Tycher, 7270 Baxtershire, Dallas, TX 75230

RESEARCHER on automobile badges, nameplates, meters, selling, trading and restoring such items. For further information send SASE to: Harry Pulfer, 2700 Mary Street, LaCrescenta, CA 91214

INFORMATION WANTED on the whereabouts of any surviving Kline-Kars produced in York, PA by the BCK Company between 1909 and 1912 and the Kline-Kar Motor Company in Richmond, VA between 1912 and 1921, and also interested in Kline-Kar literature. W.F.O. Rosemiller, 37 West Market Street, York, PA 17401

LITERATURE WANTED: Catalogs, Parts Manuals, Advertising Brochures dealing with cars and trucks produced in York County, PA, including Pullman automobiles, Bell Motor Car, Sphinx Car, Hanover Automobile, Kline-Kar and Atlas, Acme and Martin Trucks. W.F.O Rosemiller, 37 West Market Street, York, PA 17401.

PUBLICATIONS AVAILABLE FROM THE S A H

AUTOMOBILES OF NEW YORK by Charles W. Bishop \$10.00
96 page research paper on cars, trucks, importers and promoters of New York State.

AUTOMOTIVE HISTORY REVIEW (S A H Magazine)
Issues number 1, 2, 3, 4, 5, 7, each \$ 1.50
Issue number 6 (larger, heavier) 2.50

S A H NEWSLETTER

All available issues: each .50
(numbers 5,6,7,33,34 are out of print)
(supply of numbers 3,4,23,32,39,43 low)
Xerox copies of out of print numbers can be supplied. Please apply for prices.

NEWSLETTER INDEX for issues 1-45 4.00
(An index to all issues of "Automotive History Review" is contained in issue number 7.)

"MOTOR'S HISTORICAL TABLE OF THE AUTOMOBILE INDUSTRY
Detailed table of makers compiled in 1909 by Charles E. Duryea. Reprinted in 1969 1.50

WALL CHART OF 554 RARE NAME PLATES, makers plates and emblems. Reprinted by Harry Pulfer from the original Eaton version in a six-section format which is about 19" x 30" assembled. 5.35!

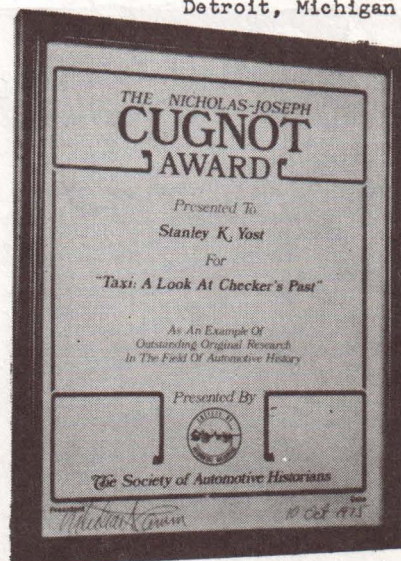
Orders to Fred Roe, 837 Winter St. Holliston MA 01746
Make check to Society of Automotive Historians Inc.

CUGNOT AWARDS

The Cugnot Awards Committee of the SAH urges you to submit nominations for the best magazine article and book published in 1977 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.

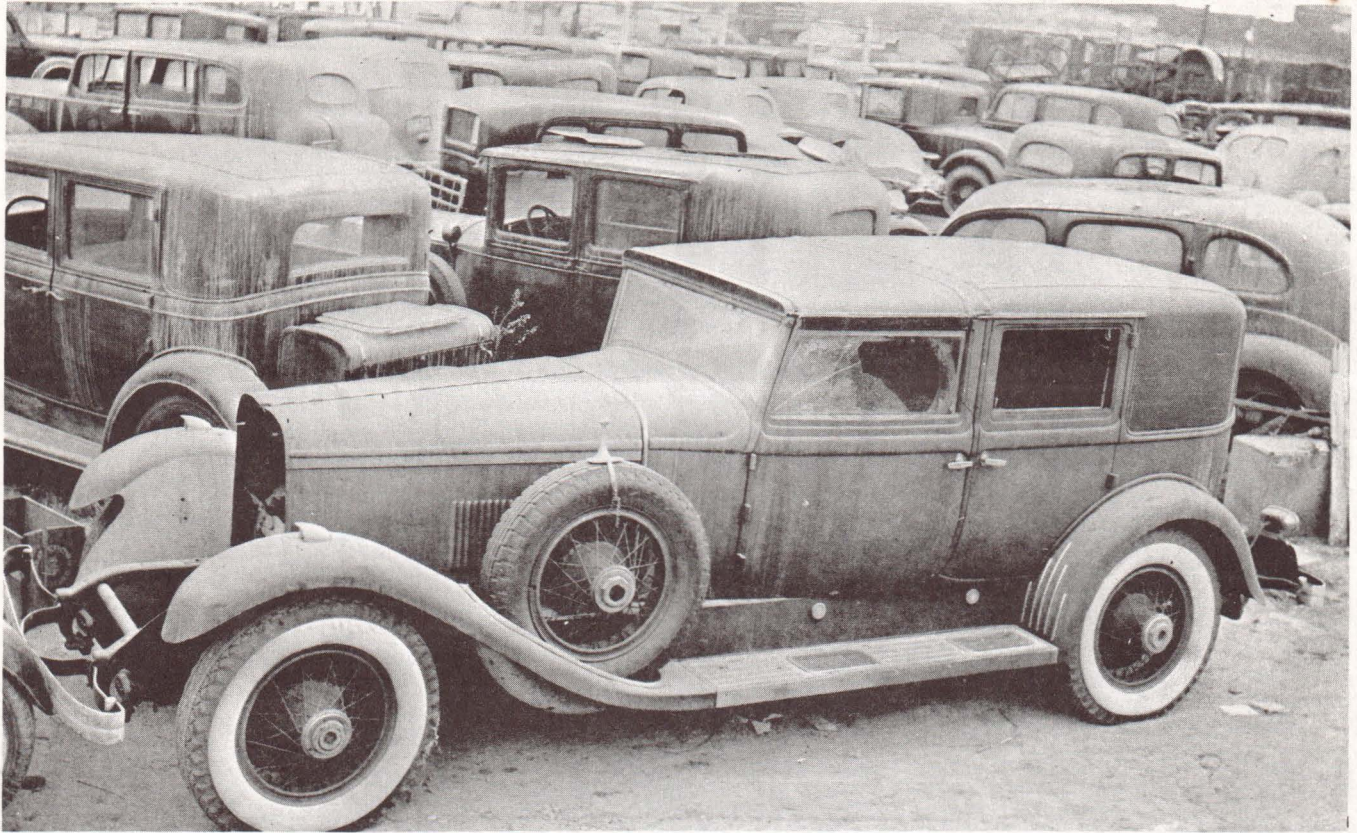
They should be directed to:

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

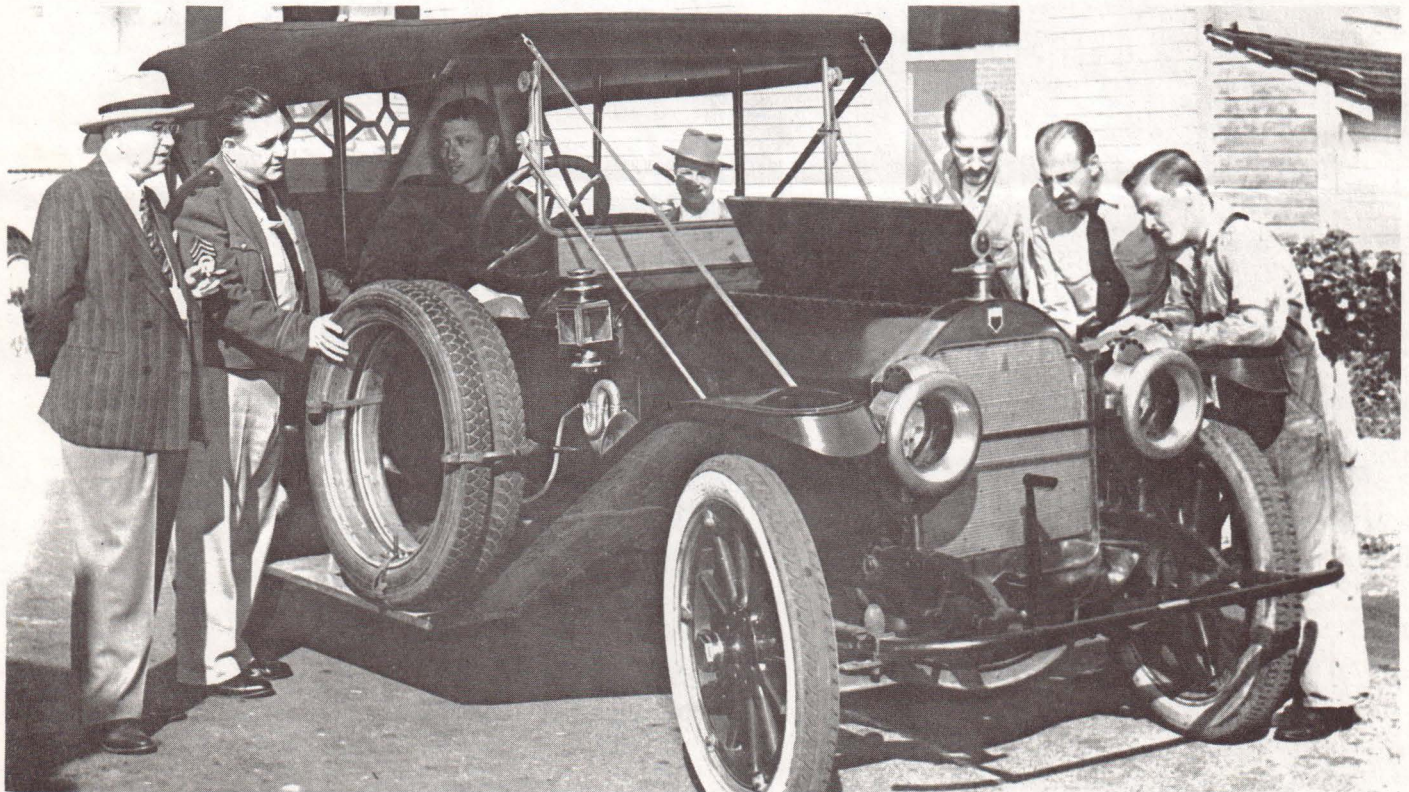


MYSTERY CAR

Harry Pulfer would like to know if anyone can make an identification of this radiatorless classic. He feels that it may be a duPont. Go ahead and drool over the ones in the background.



Another mystery from Nick Georgano. The setting seems to be in the USA in the mid-forties.



May I copy this article?

by Marlene D. Morrisey
*Special Assistant to the
Register of Copyrights*

(The assistance of Marybeth Peters in the Copyright Office is gratefully acknowledged. The views expressed in this article are personal and do not necessarily reflect official positions of the Copyright Office or the Library of Congress. No copyright is claimed in this article.)*

The Copyright Law of 1976 is the first general revision of the U.S. copyright statute since 1909 and the fourth general revision of the first Federal literary property statute in 1790. The 1976 law is the culmination of more than twenty years of dedicated work by three Registers of Copyright—the late Arthur Fisher, the late Abraham Kaminstein, and the present Register of Copyrights, Barbara Ringer.

Need for Revision. The United States copyright statute, first enacted in 1790, had undergone three earlier revisions—in 1831, 1870, and 1909. The first statute was the work of the First Congress in exercise of the provisions of Article I, Section 8 of the Constitution: "To promote the Progress of Science and useful arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries." The obsolescence of the 1909 law, even with the few amendments that had been made over the years, in this technological age is obvious. In 1909 motion pictures and sound recordings were in their infancy; radio was still in a developmental stage; television was not a reality; the large-scale dissemination of information through computer systems had not commenced; there were no tapes, discs, or cassettes; data banks had not yet arrived.

These advances in information storage and retrieval equipment and methods and the growing prospects for even wider dissemination of information through communications satellites and laser technology compelled the updating of the 1909 law, which offered U.S. citizens less protection for their creativity than was assured writers and artists in some other parts of the world. The judicial interpretations and business practices based on the 1909 law were becoming less adaptable to new situations. The movement for general revision received added impetus

when the Universal Copyright Convention, with the United States' participation in its development, was adopted in 1955.

The path between the first revision studies and the final legislation was long and sometimes obdurate because of the number and complexity of the issues to be addressed and the opposing views that had to be considered on many of them. Many of the problems were interrelated—the altering of one section of the bill required adjustment in other sections. And always the needs of all groups concerned with copyright had to be weighed in the light of the paramount public interest.

Highlights of the 1976 Copyright Law. The new law establishes a single system of statutory protection for all copyrightable works, whether published or unpublished. This replaces the dual system in the 1909 law of protecting works under the common law before they are published and under the Federal statute after publication. Now all works will receive Federal statutory protection from the moment of their creation irrespective of whether or when they are ever published.

As Barbara Ringer, Register of Copyrights, has explained it, "creation is the pivotal copyright act"—a writing is copyrighted as soon as the pen leaves the paper or the paper is removed, with its text, from the typewriter.

First Owner is the Author. The first owner of statutory copyright is the author; he or she can make copyright registration for unpublished works, but the law does not compel the creator to register in order to protect the creation—there are advantages to doing so, as indicated later. **Duration.** For works created after January 1, 1978 or for unpublished works in existence and not protected, the 1976 law provides protection of the work for the life of the author, plus an additional 50 years after the death of the author. In cases of joint authors, it is 50 years beyond the life of the last surviving author.

Works already under statutory protection before January 1, 1978 retain the old term of 28 years of protection from the date of first publication (or from registration in some cases) with the possibility of renewal for a second term of 47 years. And certain provisions of the old law are continued under the new. Copyrights in their first term on January 1, 1978 will still have to be renewed during the 28th year of the original term. All terms of copyright, including renewal registrations, will extend through the calendar year in which they would otherwise expire. Works already in the public domain cannot be protected under the new law; there are no retroactive provisions to restore protection for works in which copyright has been lost.

Works Made for Hire. Business firms will have a special interest in this section of the law. For these works, and for anonymous and pseudonymous works, the new term is 75 years from publication or 100 years from creation, whichever is shorter. The matter of works made for hire—their scope, definition, and treatment—was a difficult issue during the development of the legislation.

Whether or not a work is considered made for hire has important consequences, particularly in relation to duration of copyright, ownership, and the right to terminate transfers under section 203 of the law. The definition in section 101 represents a carefully worked out compromise aimed at balancing the different interests: a work made for hire is "(1) a work prepared by an employee within the scope of his or her employment; or (2) work specially ordered or commissioned for use" in certain ways, and the parties must "expressly agree in a written instrument signed by them that the work shall be considered a work made for hire." In works made for hire the employer is the author of the work—he or she will be regarded as the initial owner of copyright unless there has been an agreement otherwise. Any agreement under which the employee is to own rights must be stated in writing, signed by the persons involved. Unless the work falls within the definition of a work made for hire, it cannot be converted into such a work by agreement of the parties or in any other way.

Collective Works. The new law provides that "copyright in each separate contribution to a collective work is distinct from copyright in the collective work as a whole, and vests initially in the author of the contribution." A collective work is a special kind of compilation; it must include a number of contributions, each of which must constitute "separate and independent works in themselves," and these individual parts must be assembled into a "collective" as distinguished from a "unitary" whole, thus leaving integrated works such as the usual motion picture, sound recording, or dramatic-musical work outside the definition. Under the new law the author of the contribution retains all rights except "the privilege of reproducing and distributing the contribution as part of that collective work, any revision of that collective work, and any later collective work in the same series," unless there is an agreement in writing transferring the rights. A grant of an exclusive right must be in writing and must be signed by the copyright owner or his or her authorized agent.

Works of the United States Government. The new law continues the prohibition against copyright in "works of the United States Government" and defines such works as those prepared by an officer or

Marlene D. Morrisey, special assistant to the Register of Copyrights, is a career officer of the Library of Congress, Washington, D.C. In this capacity, she has participated in the preparation of legislation, and in the reorganization of the Copyright Office. Mrs. Morrisey is a graduate of Baker University, and has done graduate work in library science at Catholic University of America.

employee of the U.S. Government as part of that person's official duties.

Notice of Copyright. The old law required, as a mandatory condition of copyright protection, that published copies of a work bear a copyright notice. The new law continues to call for a notice on copies distributed to the public, but the absence of a notice or an error in the notice will not immediately result in loss of copyright. Corrections can be made within certain time frames, and those who innocently infringe because of the omission of a notice or an error in it are protected from liability.

The notice should be placed on visually perceptible copies and should consist of three elements: (1) the letter C in a circle, the word "copyright," or the abbreviation "copr"; (2) the year of the first publication of the work; and (3) the name of the owner of copyright. The Register of Copyrights will specify by regulation examples of reasonable location of the notice and methods of affixation, but no fixed location is required.

Registration. Although registration is not a prerequisite for protection, it is a requirement in case of an infringement suit. In order to obtain reimbursement for attorney's fees and to obtain statutory damages the work must be registered before the work is infringed. Thus, delaying the effective date of registration could have serious consequences. In an infringement suit the court may limit the copyright owner's monetary recovery if the infringement started before the effective date of registration, unless for published works registration was made within a grace period of three months following publication.

Categories of Works. Although not limited to these, the copyright law provides protection for "original works of authorship fixed in any tangible medium of expression" in the following categories: (1) literary works (defined in the law as "works, other than audiovisual works, expressed in words, numbers or other verbal or numerical symbols or indicia, regardless of the nature of the material objects, such as books, periodicals, manuscripts, phonorecords, film, tapes, disks, or cards, in which they are embodied"); (2) musical works, including any accompanying words; (3) dramatic works, including music; (4) pantomimes and choreographic works; (5) pictorial, graphic, and sculptural works; (6) motion pictures and other audiovisual works; and (7) sound recordings.

Copyright protection for original works in these categories covers the *expression* of ideas in the work; copyright does not extend to "any idea, procedure, process, system, method of operation, concept, principle, or discovery, regardless of the form in which it is described, explained, illustrated, or embodied in such work." **Fair Use and Reproduction by Libraries.** The 1976 statute incorporates for the first time the limitation on exclusive rights labeled "fair use", a concept that has been followed in certain institutional and individual uses of copyrighted mate-

rials for many years. The new law states that "Notwithstanding the provisions [i.e., the exclusive rights] of section 106, the fair use of a copyrighted work, including such use by reproduction in copies of phonorecords . . . for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright." Several factors must be considered together each time one contemplates making a copy or phonorecord of a copyrighted work under the fair use principle: (1) the purpose and character of the work, including whether such use is commercial in nature or is for non-profit educational purposes; (2) the nature of the copyrighted work; (3) the amount and substance of the work to be copied; and (4) the effect of the use upon the potential market for or value of the copyrighted work. Guidelines cover copying from books and periodicals for classroom use in not-for-profit educational institutions.¹ There are also guidelines for permissible copying of music for classroom and other educational use. Representatives of the various interests are still working on the need for guidelines for educational use of audiovisual works and for off-the-air taping for non-profit use.²

Copying privileges are also given to certain libraries and archives in the new law. Employees of these institutions, acting within the scope of their employment, may reproduce or distribute one copy of a part or whole printed work, excerpt from a full text, a journal, or a periodical article. (This does not cover music, pictorial-graphic or sculptural work, motion pictures or audiovisual works other than those dealing with news.) Several conditions govern such reproduction: there must be no commercial advantage to the copying, the library or archival collections must be open to the public or available to researchers in and outside of the facility, the copy made or distributed must have a notice of copyright, the copying must be isolated and unrelated; systematic copying of copyrighted material is prohibited. A copyright warning statement prescribed by the Register of Copyrights must be displayed at the order desk and be included on the order form. Libraries and archives are permitted to make off-the-air videotape recordings of daily network newscasts for limited distribution to scholars and researchers. This is an adjunct to the American Television and Radio Archive established in the Library of Congress by section 113 of the Transitional and Supplemental Provisions.³

Guidelines for library photocopying⁴ were developed in cooperation with the library community and other interested groups by the National Commission on New Technological Uses of Copyrighted Works, which was established by the Congress to study and submit recommendations on the reproduction and use of copyrighted works in automated systems and various forms of machine reproduction and the matter of the cre-

ation of new works through machine application. The new law requires the Register of Copyrights to review the library photocopying practices with representatives of owners of copyrighted materials and with librarians and library users in 1983, and at five-year intervals thereafter, and report to the Congress on the extent to which the law has achieved the "intended statutory balancing of the rights of creators and the needs of users . . ."

Those concerned with the use and reproduction of materials will want to remember that they are not required to bear a copyright notice—one cannot assume that works appearing after January 1, 1978, without a notice are in the public domain. The copyright notice can be placed on the work and the work registered any time within five years of its date of publication. Institutions will have to treat everything published after January 1, 1978 as copyrighted or place themselves in the position of being infringers. A section of the law covers innocent infringers, and a research institution can decide whether to seek permission to copy from the copyright owner or run the risk of being an infringer.

Clearing House. Since technological advances will without doubt continue to encourage multiple copying of copyrighted works, there is increasing interest in the mechanics of securing permission to copy. A Copyright Clearance Center, established under the auspices of the Association of American Publishers in cooperation with the Information Industry Association, The Authors Guild, and various scientific groups, provides a central vehicle for the payment of copying fees.

Conclusion

While the 1976 law leaves a number of issues open to judicial interpretation, it represents an important triumph in the direction of strengthening the rights of those who create, thus encouraging further creativity. The law attempts to be fair to those institutions whose use of copyrighted works contributes to the advance of scholarship and education. There are unanswered questions, which in time will undoubtedly be addressed by the courts. As one attorney pointed out, "copyright law, like most property law, establishes a general regime, with some desirable presumptions and outright prohibitions,"⁵ leaving many decisions in the application of the law to individual discretion and judgment.

¹House of Representative Report No. 14-1476, 94th Congress, 2nd Session, September 3, 1976, p. 68-70.

²Ibid, p. 70-74, as amended by Congressional Record, vol. 122, no. 144, September 22, 1976, p. H10875.

³Public Law 94-553, 94th Congress, October 19, 1976, p. 2598.

⁴Conference Report, House of Representatives Report, No. 94-1733, 94th Congress, 2nd Session, p. 72-74.

⁵Flacks, Lewis, "Living in the Gap of Ambiguity, an Attorney's Advice to Librarians," *American Libraries*, May, 1977.