

THE JOURNAL

OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

JANUARY - FEBRUARY 1982

ISSUE NUMBER 76

Editorial

We are now a "Journal" and a few have questioned the need for a name change. A newsletter tells members of an organization what its members are doing and events it will have in the future and reports on those that have been held. This we most certainly do but we do more than that. We are a dairy of automotive history, a group of individuals that although widely spread geographically come together in the interest of the preservation, researching, and recording of automotive history, past and present. Our interests are made known and recorded in our common journal. This first issue for 1982 features an excellent selection of period photos of the duPont automobile during its first five years of production. We have member Hayden Shepley of Toughkenamon, Pa. to thank for sharing them with us.

Walt Gosden

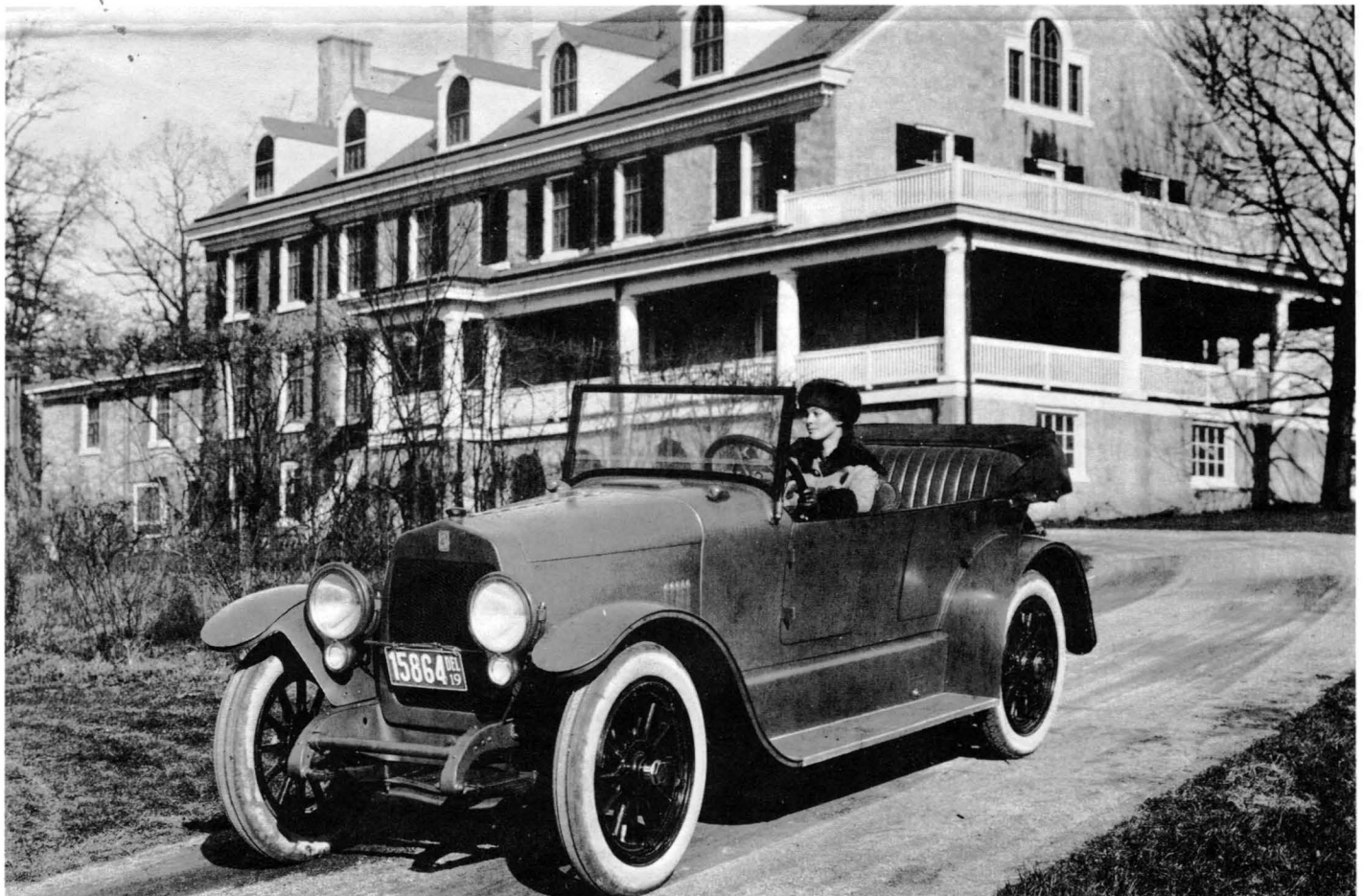
Since Frederick Z. Tycher (SAH #297) is a builder/developer by profession, an automobile historian by preference, it followed that his new Automotive Emporium in Dallas would be quite something on several counts. It is. It is also absolutely unique.

Fred terms the Automotive Emporium a bookstore/gallery, but is much more than that. It's an eclectic bringing together of the many

facets of the world of the automobile, and doubtless shall become the mecca for all Texan autophiles and all autophiliac (I doubt that's a word, but it fits) travelers to Dallas, a meeting place for everyone in the area interested in the automobile and its history.

History greets you before you even enter the shop. The exterior is gloriously Art Deco, with doors imported from England and featuring intricately detailed bronze mullions in sixty-two sections. The large windows are in antique wrought iron casements — and the overall effect is a look that is strictly 1930's. A step inside the shop, and you're at the turn of the century. Most of the display cases and cabinets were built about 1907, Fred estimates, by the Quincy Showcase Works of Quincy, Illinois. The new cabinets in the shop complement the antique pieces. The device to accept negotiable currency is early vintage National Cash Register, but the shop also accepts the usual credit cards which neatly takes care of the postwar-to-today phase of commerial transacting.

The book department, the shop's largest, includes both recent titles and significant books published in the automotive history field which remains in prints. At the back of the shop is the art department which ranges from 19th Century cycling broadsides to Montaut prints to collector car posters. What is in between gives all-new varietal meaning to the word "ephemerae" and includes artifacts of automotive history running a marvelous gamut from an AAA license plate attachment of 1918 (New York Automobile



Jean K.F. du Pont in the first du Pont phaeton of 1919, she still resides in this house today.

Association, city of Troy) to an Oldsmobile Legion of Honor plaque of 1940 awarded as an "emblem of achievement" to a particularly aggressive Olds salesman to the emblem for the Pan car via which Sam Pandolpho attempted to swindle the automotive public in Minnesota after the First World War. In addition to the memorabilia, there are numerous automotive objets d'art — and an estimable collection of original literature which covers all automotive eras.

The Automotive Emporium was formally opened on Sunday, December 6th, 1981 with a wine and cheese party to which everyone with a car club affiliation in the area was invited. The Automotive Emporium is a dream Fred Tycher has had for years, and it's super that he had it. The automobile and its history have long deserved a shop like this.

Beverly Rae Kimes

New Members

W.E. Givens #880
27354 Lawrence Dr.
Dearborn Heights, MI. 48127

David W. Rice #881 905 N. Gainsborough Dr.
Pasadena, CA. 91107

Mark L. Dees #882
P.O. Box 3887
Beverly Hills, CA. 90212

New Address

David Wilk #848
65 Fair St.
Guilford, CT. 06437

Minda Bojin, Librarian #156
Natl. Museum Science & Tech.
1867 St. Laurent Blvd.
Ottawa, Ontario
Canada K1A 0M8

James Perrin #293
Box 6098
Santa Barbara, CA. 93111

Linda Clark #866
P.O. Box 24
South Dartmouth, MA. 02748

I. Reeve Swezey #582
300 Oak Drive
Ormond Beach, FL. 32074

Raymond A. Wolff #383
Wolff International
P.O. Box 13493
Milwaukee, WI. 53213

Letters

From: *Ralph Dunwoodie, 5935 Calico Drive, Sun Valley, Nevada 89431.* The photo of the 1914 Rayfield Indianapolis '500' entry submitted by Jerry Gebby in Newsletter #74 is the first I've seen of Rayfield's Indy entry. Jerry stated that he had no specifications. They are as follows: 4.135" bore and 5.5" stroke, making a displacement of 443.6 cubic inches, L-head. The car's design was the cooperative efforts of William Rayfield and Hughie Hughes. The motor was built by the Rayfield Motor Co. under Hughes supervision. The car weighed only 1950 lbs. It broke a crankshaft prior to qualifying.

Rayfield passenger cars used a radiator located aft of the engine as did Croxton-Keeton, Renault and Mack "Bulldog" to name a few.

Rayfield moved from Springfield, Illinois to Chrisman, Illinois in 1912.

In Rayfield's 1912 attempt at racing it used a stripped stock chassis (illustration enclosed).

This is the same Rayfield that manufactured the well known Rayfield carburetor.

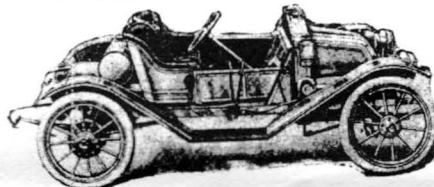
According to former Rayfield employee, John Hobbs, (in 1967) approximately 400 Rayfield cars were produced. Mr. Hobbs was the driver of the 1912 Rayfield race car.

Jerry mentions production also in Peru, Indiana — Rayfield negotiated an agreement with the Great Western Automobile Co. of Peru, Indiana to have Great Western assemble Rayfield cyclecars in 1915 after deciding to assemble rather than manufacture as they had in the past.

In October of 1915 Rayfield sued Great Western for non-performance, whether or not Great Western actually assembled any Rayfield cars is unknown to me.

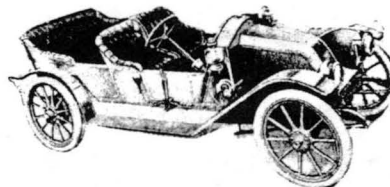
Rayfield Gasoline Cars.

Made by the Rayfield Motor Car Co., Springfield, Ill.



RAYFIELD SIX-PASSENGER ROADSTER, \$1,850.

Motor, water cooled, 22-25 h. p., 6 cyl., 3 x 3 1/4, cast in pairs; jump spark ignition from Bosch magneto; sliding selective ball bearing transmission, four speeds forward; direct shaft drive on third; expanding special clutch, surfaced with copper and leather; two sets of brakes, expanding and contracting on rear wheels; steering wheel at the right; gas tank at the rear; frame of pressed steel; front springs semi-elliptic, rear springs 3/4 elliptic; wheel base 116 inches. Equipment, five lamps, horn, Prest-O-Lite tank, tools, jack and repair outfit.



RAYFIELD TOY TONNEAU, \$2,000.

Four passenger toy tonneau body, gas tank under seat. Other details of the chassis the same as for the roadster.

RAYFIELD JUNIOR, \$1,500.

Motor, 14-16 h. p., four cylinders, cast in pairs. Other details the same as for the roadster.



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From: *Jerry E. Gebby, 310 Appalachian Drive, The Highlands, Route 6, Tuscon, Arizona 85704.* I'm enclosing a photo for the Mystery Car page, a REAL mystery this time, I can't furnish a solution! My last, the Rayfield car, brought mechanical date from Fred Roe, who copied some dope from an old magazine. In return for that favor I was able to loan a photo of a Hoskins Special racing car.

I have done a lot of research on this car and so far have come up with nothing. Michigan Motor Vehicle Dep't. discards records in the 10th year. The Detroit Library passed. G-M Proving Grounds passed it all around and included some retirees, but nothing. Cornelius Van Ranst and Tommy Milton were connected with several US cars on prototype development but letters from both deny any knowledge of this one. Cameron Peck, who purchased some firsts and prototypes doesn't recognize the car. From the fan, steering gear layout and the built-in jack I suspect foreign origin. It is a front-wheel drive, with a V-16 engine that is definitely not one of the three we had in this country, Cadillac and Marmon, which reached public sale status, and the Peerless, of which one was built.

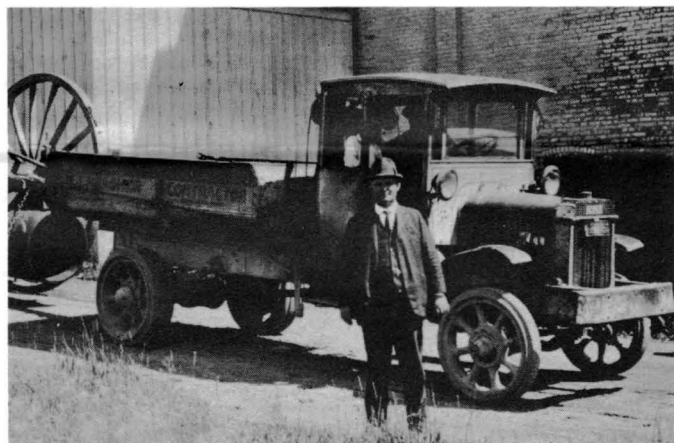
From: C.J. Haines, Jr. (#799), 3300 Fairfield Street, Lauderdale, Pa. 19605. Saw some correspondence recently on trucks and thought the following might be of some interest.

White Elephant Sale: There was a sale in Cleveland, Ohio the week of November 11th, 1981 at the White Truck plant. More than \$2,000,000 worth of tooling, machines, material handling equipment and miscellaneous equipment was sold to more than 600 buyers.

Most of White Motors assets were sold last August to AB Volvo, however, the Cleveland plant and The White Motor Credit Corporation were not included. The Cleveland plant which at one time turned out 63 heavy-duty trucks daily opened in 1900 as the White Sewing Machine Company producing a steam car and two years later steam commercial vehicles and for almost eighty years, trucks, trucks, trucks....

(Editors' Note: Member Elliott Kahn adds: "The White vehicle operations have all been sold to other firms, the last now being called Volvo White Truck Co., now headquartered in North Carolina. They have plants in Virginia and Utah making White and Autocar trucks. The old White firm is still in business with a much inflated balance sheet. The manufacturing operations have all been sold, its farm operation to a combination of Canadian, Texas and Japanese firms; its Western Star truck operation to two Canadian based firms, and the American truck operations to Volvo.)

From: Ronald J. Putz, 201 Salzburg Ave., Bay City, Michigan 48705-5317: It seems that the editor of the SAH Newsletter at times chides members to send items in, and rightfully does so! I do feel guilty for not doing more but can at least make some minor contribution by enclosing these two photographs. The one photo of the solid tire Union truck with cart in tow is circa 1922, the second photograph of the bus is also a Union, taken in 1929. I do not know the model of the bus nor where to look for information to tell of model designations for Union trucks/buses, perhaps some SAH member can tell me where I can begin to look.



From: J. Valentine (#307), P.O. Box 2596, Culver City, CA. 90230-1596. I enclose a xerox of a photograph I obtained recently. It shows a tractor truck unit labeled WIDETRAK, the picture taken prior to 1970 in Salinas, California. It carries California dealer plate number 1A 480, year not indicated on front plates in this state. It has solid front axle and longitudinal leaf springs at the front as well. Tires are Firestone, and the paint is very fresh, even on the wheels and visible undercarriage. Can any reader provide any clues as to the builder or to any components used?

From: W.O. MacIlvain, 17 Bonner Road, Manchester, Conn. 06040. In your November issue of the SAH newsletter, there is some discussion about the Rayfield car, along with Jerry Gebby's nice photo of the 1914 Rayfield entry at Indianapolis.

I haven't anything on the racer, but the Rayfield car was the outgrowth of the Springfield, in 1911. Unlike the Springfield, the Rayfield had the radiator behind a Renault-type hood. It seems that Renault's patents on that hood design expired about that time, and it was taken up by several makers in Europe, and in this country by Franklin, Lippard-Stewart, Stewart, and Rayfield.

Now the Springfield car started in 1907 in Springfield, Massachusetts, made by the Med-Bow Automobile Co. Dr. Harry C. Medcraft was sec./treas. of the company, and Frank L. Brigham was president. Some cars may have been built name MED-BOW, or MEDCRAFT.

In 1908 the name was changed to H.C. Medcraft Automobile Co., of which D.E. Leary was president. One car was shown at the Chicago show in Feb. 1908, shown in MoToR, Jan. 1908. Production was only ca. two cars (named Springfield).

In 1909 production was moved, curiously, to Springfield, Illinois. Horseless Age for 6/2/09: "Springfield Motor Car Co., Springfield, Ill., formerly of Springfield, Mass." — tells of completion of first car.

In 1911 this became the Rayfield Motor Car Co., a/c to The American Car since 1775.

No doubt someone else will come up with more complete information that I have, but here is a start, anyway.

Keep up the good work.

From: Elliot Kahn, P.O. Box 869, Clearwater, Fl. 33517-0869: Received Newsletter #74 — pictures quite nice and wish I knew identity of mysteries as the car in primer is quite nice looking, looks a bit like one of funeral car makers products, but will turn out to be a Cadillac.

But my point this time is something else completely. The letter from George Hanley is one that I dislike to see, as it always seems someone wants to cut down any historical group to JUST his interest, which are usually quite narrow. AUTOMOTIVE refers to a huge area, no doubt about it, items among it do not even have to have a self contained form of power on them, and AUTOMOTIVE interests should NOT be RESTRICTED to just VEHICLES, but their parts as well, such as tires, batteries, bodies, spark plugs and so on, and certainly all those items were subjects in many S.A.E. Journal issues over the years, for they are A PART of picture. Going a bit further, most firms that make parts for passenger cars, trucks, buses and like, also make parts for Airplanes, for boats, and quite a bit more, for example how can you consider LYCOMING if you just think of them as a Passenger car or truck engine builders when they are very big in airplanes and have long been so. Also are used in boats, even NON automotive uses for that matters. MACK, the truck maker, like dozens of firms have also made portable power plants, oil drilling rigs, semi and full trailers, bodies; as well as wagons, railroad cars, railroad motor cars, locomotives and believe me all interesting subjects for me, maybe not Mr. Hanley, but I'm sure I am not alone either.

Certainly there has been more coverage of the passenger vehicle in the pages of S.A.H. than anything else and no doubt this is because it may interest more, or maybe because more had been written on it, and nothing wrong with that either, but to legislate out everything but the passenger car is a bit ridiculous because I don't think the S.A.H. has even DEFINED what a passenger car include yet, nor do I think many of the members even have any idea, any more than what is the difference between a taxicab and a passenger car or a bus, what is a people mover, a personnel carrier and so on.

The simple fact is that the name of the organization IS NOT SOCIETY of AUTOMOBILE HISTORIANS, the word automobile has become a popular term used to describe ONLY a passenger car, but SOCIETY of AUTOMOTIVE HISTORIANS and that is a far different field.

Something else that always puzzles me is that quite often I see published lists like the Rhode Island one this time of vehicle on the road years ago, or at least those that had a license plate. And something that seems TRUE EVERY TIME, and again now is that the list is published listing a good many brands that I fail to find in any list of known products, and NOT A SINGLE COMMENT ever notes it nor even tries to tell anything, and of course a good reason is the person giving us the list has no more idea about some I do know what they were.

Going a bit to your editorial, frankly the place for obscure brands is in the pages of SAH publications (Editors note: I never said it wasn't the place for obscure makes) for often such subjects are highly interesting to members and just are not "commercial items" as everyone else seems to have something on Ford, or Pontiac, or Dodge, or Packard, and some pretty books are out. So who needs the same territory covered in pages of SAH? Certainly I do not.

Another item that SAH NEWSLETTER should be used for is a service to its members of pointing out articles in various periodicals full of errors which NEVER are corrected by publisher and like as not are usually copied by future authors in future articles, and repeated all over again. And believe me there are plenty.

YOU ASK for data, and articles, but WHAT DO YOU WANT? Thumb nail sketches or items that do not step on members toes like saying their book or article was great, and no mention of all mistakes or not criticize publications who habitually refuse to ever correct any of their mistakes or darn few. Especially this seems to be true of publications done or edited by SAH Board or officers.

I know other members who have sent in quite a bit, NONE ever noted nor published and of course I know what I sent too. I also know you have relatively little space, so I know ALL cannot fit, and really space is NOT THERE for any MAJOR STORY or GROUP of ideas like I have in this letter even. You can air one item or a portion of what I have in letter and feel free to do so. As for pictures, as well as many common ones, appear in virtually all club publications, as well as some pretty rare, so it would not make a lot of sense for SAH to publish MODEL A FORDS; or LA SALLE's, or a good many other brands which are pretty well known. Perhaps not the 37 Lincoln-Zephyr like shown this time either, good photo of course, but hardly an unknown item. What should be done is what you usually do, an unknown or virtually unknown vehicle, or else a very early model which precedes most of us. And as I mention UNKNOWN VEHICLES can be brand new ones. How many of your members ever saw a SPARKS, or have literature on it, or perhaps if they saw one knew what they were seeing? Yet anyone who has watched KNOT's LANDING on T.V. will see John Boeck drive this brand of automobile.

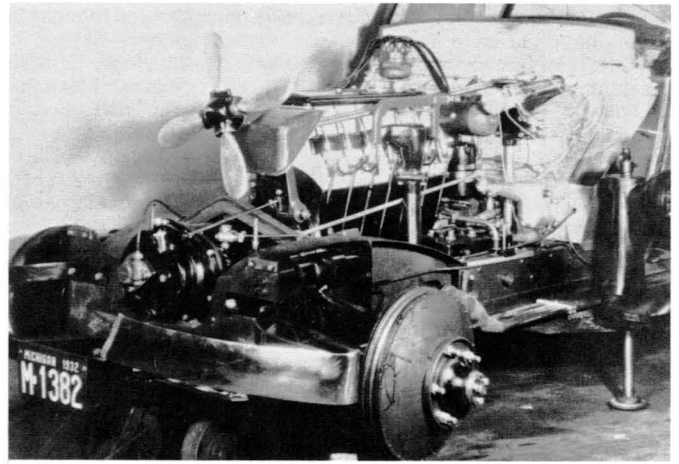
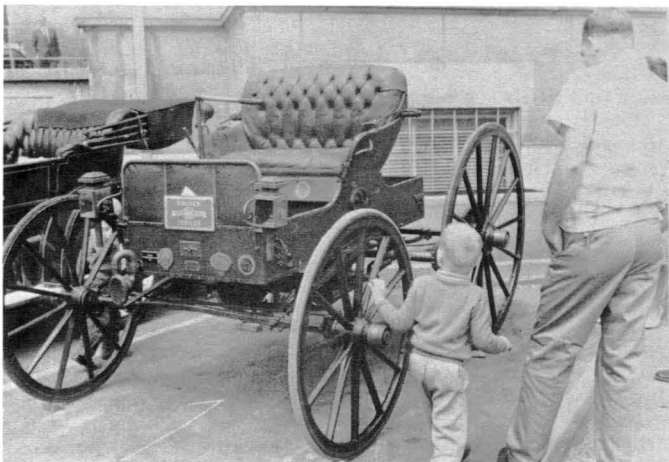
Walter it seems to me maybe you ought to tell people what you want, and not keep asking for contributions as has been the case. Why waste our time when maybe what you want are pictures of custom boides classics and early cars only, or data on the 1908 Ersatz V-8, or some other specific item not something else.

Look forward to seeing more of SAH publications this year, but like a good many, I am not too happy with what my \$20 has been bringing me, yet I must admit through the NEWSLETTER I have had contact with a number of highly talented and knowledgeable people around the World, which personally have netted me a great deal of information, publications and photographs I would not have had, had I not joined SAH and maybe that IS REAL value of membership not just the publications as I and other sometimes start to believe.

Classified Ad

Want copy of the Union truck (made Bay City, Mich.) pamphlet "Experience" issued late in 1920. Also a dealer's handbook regarding the selling of Union trucks. Ronald J. Putz, 201 Salzburg Ave., Bay City, Michigan 48706-5317.

Mystery photos: The photo of the hi-wheeler with tiller steering comes from Member Jim Petrik of Ohio, he notes he took the photo some time ago and a sign on the car stated it was an "1897 Holderman", can any member tell us more about this car or if there really was a Holderman automobile. The photo of the car with the V16 engine and 1932 Michigan manufacturers license plate comes from Jerry Gebby; (see his letter in Letters section) any information on either of these machines would be welcomed.



Book Announcements

Nissan/Datsun: A History of Nissan Motor Corporation in USA, 1960-1980 by John Rae, 331 pages, \$19.95; McGraw-Hill Book Co., 1221 Avenue of the Americas, N.Y., N.Y. 10020

Book Review

The Veteran Car Club, 50 Years Pictorial History, by Elizabeth Nagle and Michael Sedgwick, published by The Veteran Car Club of Great Britain. Distributed in the United Kingdom by Menoshire Ltd., available in the U.S. from Motorbooks International, Osceola, WI. Price \$30.95; hardcover, 176 pages, 8½ x 12. Numerous photographs.

The Golden Jubilee of the VCC of Great Britain was in 1980, and this book tells the story of one of the worlds oldest "antique car" clubs in the world. It is an organization that started the London-Brighton revival runs in 1930; an organization that because of its early efforts devoted to the preservation of pioneer motor cars, is now a part of automotive history itself. This book is a continuous narrative of text and photographs celebrating the history of the Veteran Car Club. The VCC, founded by noted race car driver and writer S.C.H. "Sammy" Davis, was a tremendous influence on most of the major vintage car clubs to be formed worldwide in years to follow. Authors Nagle and Sedgwick did their job extremely well and present an accurate as well as interesting history. The paper and binding is of highest quality, and the photographic reproduction is also excellent. This book is an excellent tribute to an organization that all of us who are interested in early automobiles owe a nod of thanks to for setting the foundation. It is recommended to all.

Walter E. Gosden

LANCIA: THE SHIELD AND FLAG, by Nigel Trow. 270 pp., 70 illustrations. 9½ x 6¼. Hardbound. ISBN 0 7153 7882 1. David & Charles, Inc., North Pomfret, Vermont. 1980. \$35.00

The story of the Lancia is the story of many things, notably racing and almost uncanny prowess in engineering and this new book by Nigel Trow will appeal especially to the audience comprising the enthusiasts of both. It goes further than that, through, and traces the life and times of Vincenzo Lancia, scion of a wealthy owner of a Turin canning company, through the years of his first successes both in manufacturing and on the track, as well as the impact of the "Lambda" model, to his untimely death in 1937 at the age of 56.

But Lancia the man left a tradition behind him which saw his products continued with the same precision and excellence they had known under his personal touch, a tradition which the marque maintains to this day.

A good many Lancias found their way to the United States over the years and the Lambda was especially popular in the nearly nine years of its production. Since World War II, an increasing number of Lancias have found favor with domestic fine car lovers.

Like Fiat, Rolls-Royce many years later, Volkswagen, Lancia entertained dreams of setting up manufacturing facilities in the United States and the American Lancia Company was set up. Unlike the others, however, the idea atrophied and progres never left the paper stage and whereas Fiat and Rolls-Royce lovers could purchase their cars at Poughkeepsie or Springfield at one time or another, the Lancis remained exclusively a foreign car for its American clientele.

Not the least interesting aspect of *LANCIA: THE SHIELD AND FLAG*, is a 170-page summary of facts and figures, listing the history and specifications of every model built.

An especially good study of a quality motor car.

Keith Marvin

The Mercedes-Benz Book by Victor Boesen and Wendy Grad; 224 pages, black and white and color photographs. \$24.95. Doubleday.

This latest book on the history of the Mercedes-Benz has both very good and poor qualities. There are interesting family trees of both G. Daimler and Karl Benz, and better than half the book is on the pre WW II history of the car and the company. The black and white photographs are excellent and a good number of illustration of period advertisements done in woodcut are especially attractive as they show the strong graphic nouveau and deco art style of the era. The paper the book is printed on is superb enamel stock. Chapter 10 deals with current Mercedes owners and takes up 30 plus pages. The listing of the color plates is in the front of the book and notes about the color photographs, although very detailed, are listed in the back of the book which forces the reader to flip back and forth to know what one is looking at, which can be very bothersome. Another annoyance is that a good 25% of the color photographs get a bit to "artsy" and the vehicles become secondary subject matter, as they are over powered by the dramatic setting they were so obviously posed in. This to me is one of the biggest flaws of a very decent book.

W.E. Gosden

A. Kow — *Quarante Ans de Creation Publicitaire Automobile*, preface by Maurice Genevoix, historical notes by C.H. Tavad. Editions de l'Automobiliste, 42 rue du Bac, 75007 Paris. Hardcover, 9.75 x 13 inches (24.5 x 33 cm), 178 pages. 210 French francs plus ten francs shipping charge.

The quarterly magazine *l'Automobiliste* is published by a very prominent figure in the French historical-car movement, Adrien Maeght [approximate pronunciation: mag]. The world-famous art galleries created by his father soon led to the creation of a press in Paris devoted to the preparation and publication of fine art books. It was from this press that *l'Automobiliste* began to emanate in 1966, recently to be joined by a line of books for the automotive

enthusiast. With this background it was to be expected that the artistic side of the history of the automobile would be selected for treatment by this publisher.

Maeght's first offering in the field of automotive art books is devoted to the work which, from the early Twenties through the early Sixties, bore the cryptic signature of A. Kow. This was the contraction of a much longer name with which Alex Kow was born in Moscow in the early years of this century. He had the luck to grown up in Switzerland, where he received a technical education at the Arts et Metiers in Geneva. He moved to Paris at the age of 19, where he began working as a draftsman in a small coachbuilding establishment. Kow soon became a master at automotive rendering, to which he brought his own style of suggesting speed, power, and grace.

One of the most artistically significant documents of this collection is a study made for Panhard in 1922; it appears in the body of the book in black and white and on its dust jacket in full color, and constitutes a forecast of the strength and inventiveness to come. But it was in 1924 that Kow's career acquired its definitive orientation. This was when he began to work with Hotchkiss' new sales director, one M. Jacobsen, who took the advertising pages of the American magazine *The Saturday Evening Post* (but of course!) as his Bible. Together the two men dissected every important ad in the great old weekly, seeking to smoke out the secrets of success of the acknowledged masters of this form of communication and persuasion. They even created a slogan for Hotchkiss which paraphrased Packard's "Ask the Man Who Owns One". Forty of the black and white ads which sprang from this beginning adorn the book, along with ten in color.

The Hotchkiss ads cover the period 1926 through about 1951 — the epoch of the daring Hotchkiss-Gregoire. Those done for Panhard extend from 1922 through the Dynas of the late Fifties. Then there are assorted graphics for Citroen, Delahaye, Licorne, Matford, Peugeot, and others. One of the most important of these is the artwork for a Type 57 Bugatti sales folder of 1937 which illustrates five "house" body styles. Another consists of similar material for the Hispano-Suiza V12 of 1935.

In all, there are in this very handsome volume 83 illustration in black and white and 62 in color. Most fill the large pages and double-page spreads are accorded to eight of them. The brief text is symbolic and is not relevant to Alex Kow nor the the discipline of commerical illustration. The value of the book lies in its graphic content.

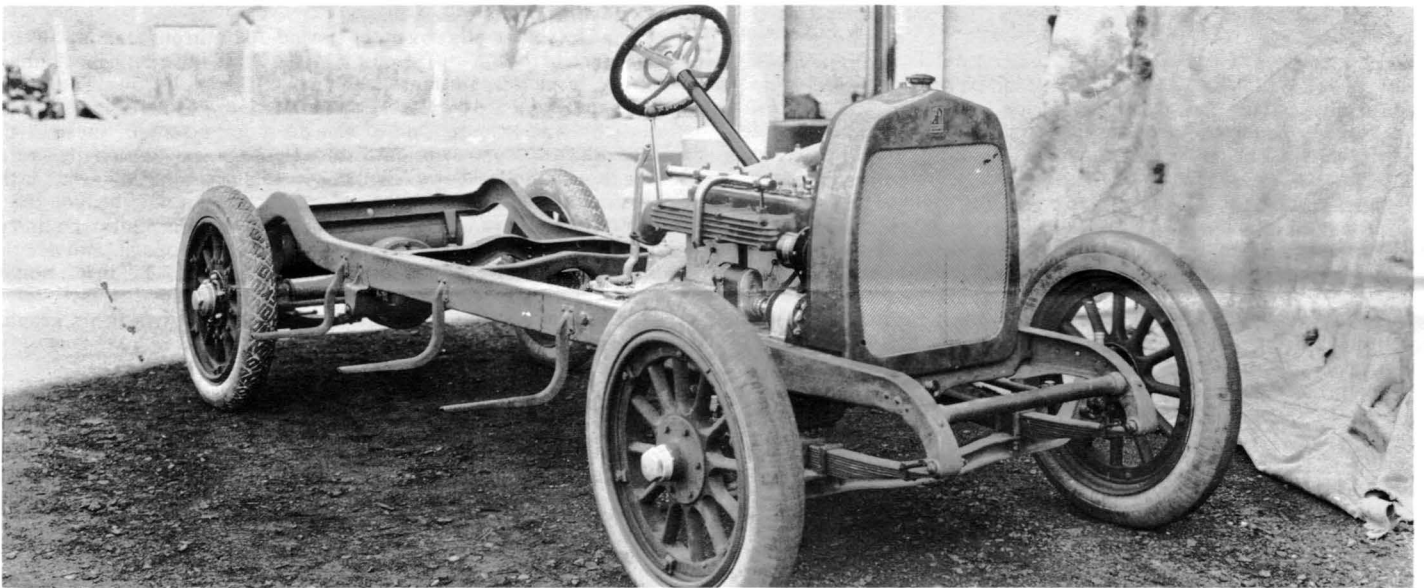
Giffith Borgeson



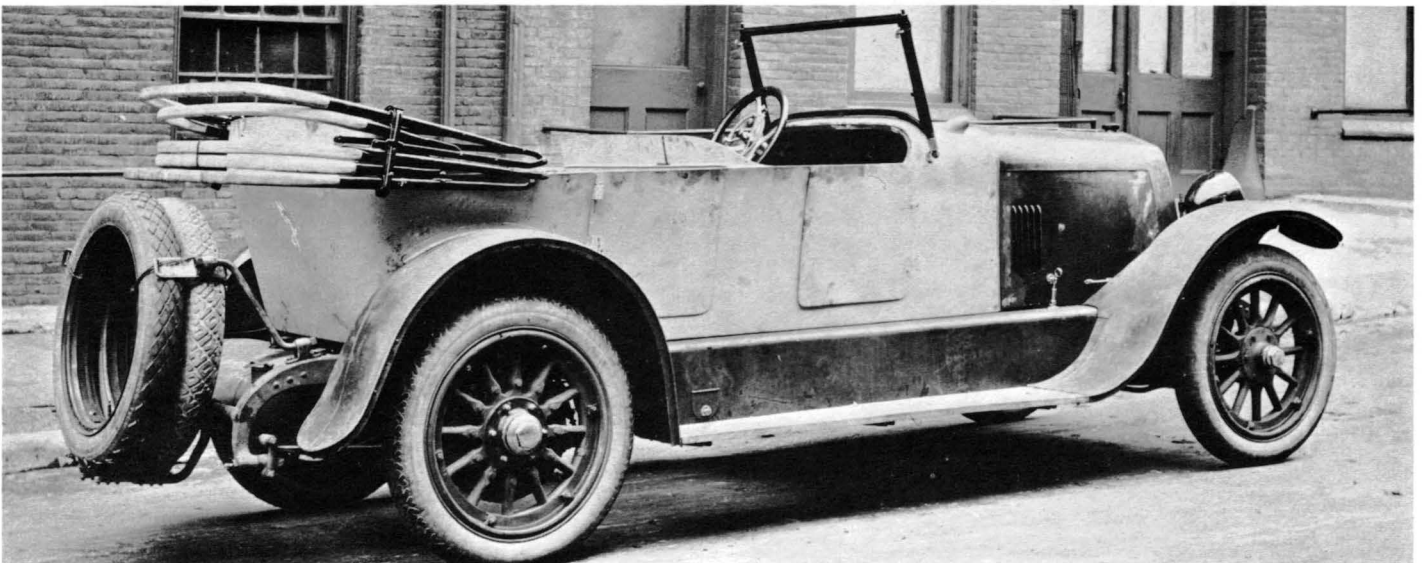
du Pont Motors factory at Moore, Pa., 1922 to 1925.



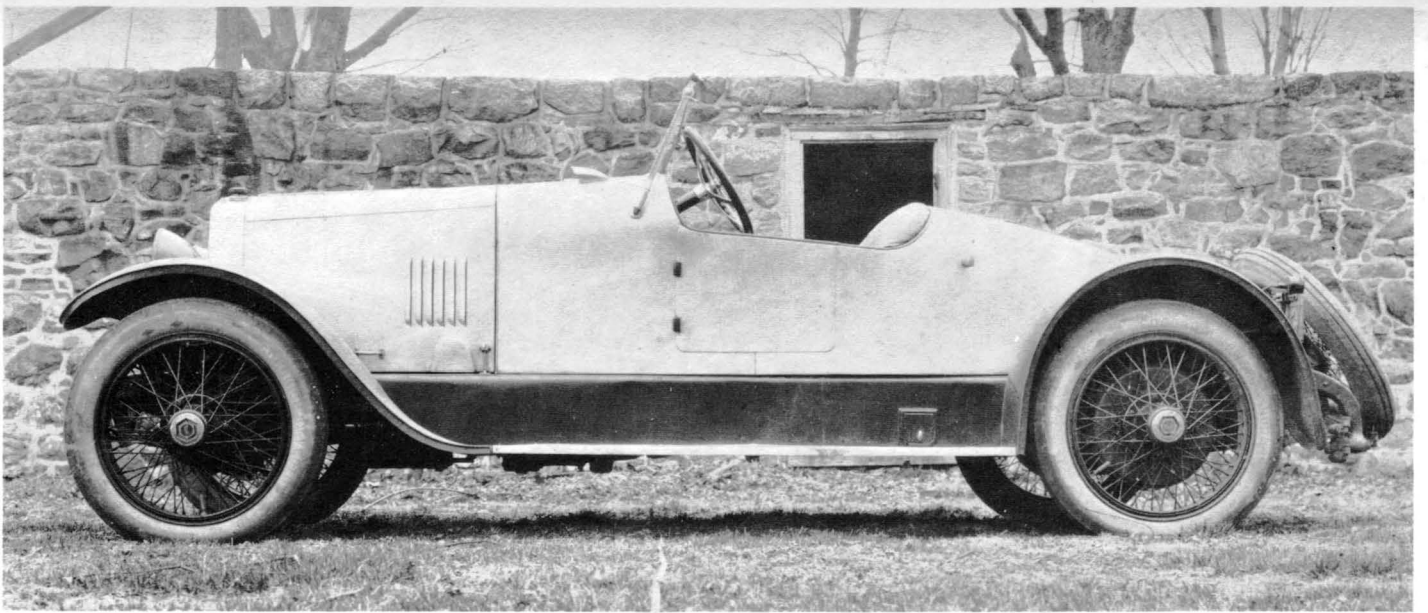
First du Pont chassis built in 1919, with Mr. du Pont at the wheel.



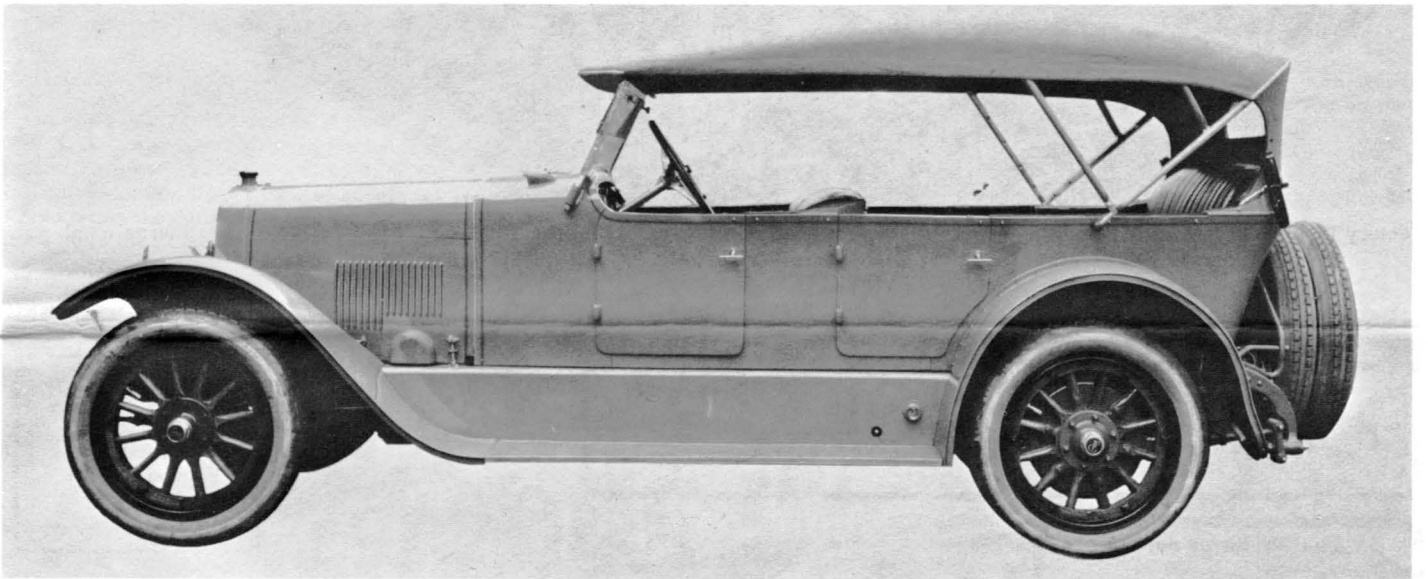
First du Pont chassis outside of factory, site of du Pont Marine motors, ancestor of du Pont Motors. Note exhaust pipe and carburetor not attached.



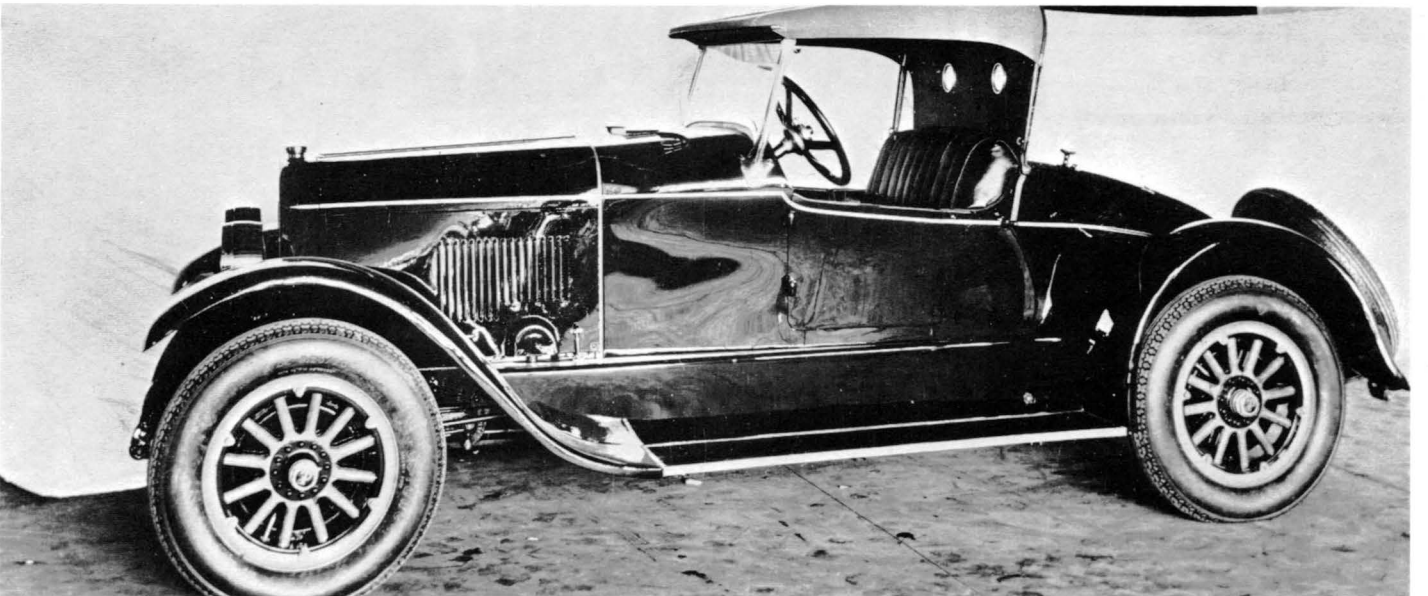
1919 du Pont (possibly the first automobile built). Note lack of paint, upholstery, top material, and dashboard.



1921 du Pont model B roadster, taken immediately after the N.Y. auto show.



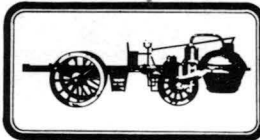
1923 du Pont model C touring.



1924 du Pont model D roadster.



Factory Photo: This Corvette Sting Ray convertible was a special show car that Chevrolet had on display at the International Automobile Show at the New York Coliseum in April of 1963. From the collection of the editor.



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