

THE JOURNAL

OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

November-December 1984

Issue Number 93

MINUTES OF THE FALL MEETING OF THE BOARD OF DIRECTORS

The fall meeting of the Board of Directors was held in the Hemlock Room at the Marriott Inn, Harrisburg, Pennsylvania, on Thursday evening, October 11, 1984. Board members in attendance were John Conde, Charles Betts, Jeffrey Godshall, Walter Gosden, Matt Joseph, Beverly Rae Kimes, David Lewis, George Ward, Thomas Warth, and Perry Zavitz. Guests included Grace and Richard Brigham, Keith Marvin, John McAlpine, Donald Matteson, and James Wagner.

President John Conde called the meeting to order at 9:00 pm and welcomed director-elect John McAlpine. Other directors elected to three-year terms, beginning January 1, 1985, are Matt Joseph and Walter Wray. The latter was unable to attend.

At John Conde's suggestion, a round of applause was given to Beverly Rae Kimes and the Brighams for the splendid manner in which the SAH publications are now being handled.

As the minutes of the February 10, 1984, board meeting were published in the May-June issue No. 90 of *The Journal*, a motion was passed to omit their reading by the secretary.

George Ward presented the treasurer's report. He asked and was authorized to re-arrange our investments to provide some diversification, and to do so at his sole discretion. He further suggested a build-up of the Awards Fund from money collected as a result of the forthcoming book auction. This action was also approved.

There was further discussion regarding the board's action at the February 10, 1984, meeting to discount annual dues for all foreign members by 20%. When it was pointed out that our foreign membership is only a small percentage of our total enrollment objections were withdrawn.

Vice President Walter Gosden told of his visit to England, noting that the SAH members there seem to be enthusiastic about incorporating the word "international" in our title. George Ward accordingly moved that the name be changed to the "International Society of Automotive Historians, Inc.," and Walter Gosden seconded the motion. Discussion followed from Thomas Warth, Matt Joseph, and Jeffrey Godshall, showing a divergence of opinion. President John Conde asked for a vote, with the result that five favored the change but four opposed it. Thereupon, due to the close vote, Perry Zavitz entered a motion that the preceding action be rescinded pending further study, and this action was seconded by Thomas Warth. There was no further discussion, so President John Conde asked for a vote which resulted in unanimous approval (i.e., of rescinding the motion for the change of name).

Beverly Rae Kimes and the Brighams, reporting for the Publications Committee, advised that a new mailing service had been found in the Atlanta, Georgia, area to expedite delivery of our publications.

Charles Betts reported that our membership now stood at 476. Dues renewal notices will be handled by the new

mailing service with an enclosed self-addressed return envelope for better and more convenient response.

Both the treasurer and the secretary were authorized to seek an assistant if necessary.

Jeffrey Godshall suggested an editorial in a forthcoming issue of *The Journal* asking the membership at large for their opinions about incorporating the word "international" in our name.

The meeting was adjourned at 10:25 pm.

Respectfully submitted,
Charles Betts, Secretary

MINUTES OF THE ANNUAL MEETING

The Annual Meeting was held at the Marriott Inn, Harrisburg, Pennsylvania, on Friday evening, October 12, 1984. After a delicious buffet-style dinner, President John Conde introduced others at the head table: Jeffrey Godshall, Thomas Warth, Walter Gosden, John McAlpine, David Lewis, George Ward, Matt Joseph, Beverly Rae Kimes, Charles Betts, and Perry Zavitz.

James Wren, Chairman of the James J. Bradley Memorial Award Committee, made the presentation to the Automobile Reference Collection at the Free Library of Philadelphia. In accepting the award, Louis Helverson, Curator, paid tribute to his predecessor, Miss Mary Cattie, and to his assistant, Mrs. Delores Axam.

Matt Joseph, Chairman of the Cugnot/Benz Awards Committee, presented the Cugnot Award for the book, *My Two Lives: Race Driver to Restaurateur*, by Rene Dreyfus with Beverly Rae Kimes, and to the Aztex Corporation, publisher, accepted by Walter Haessner. The Karl Benz Award was presented for the series of articles, *GM at 75*, by Menno Duerksen. Because of illness, Menno Duerksen was unable to be present to accept the award. Wayne Lawrence, publisher, accepted the award for *Cars & Parts* magazine.

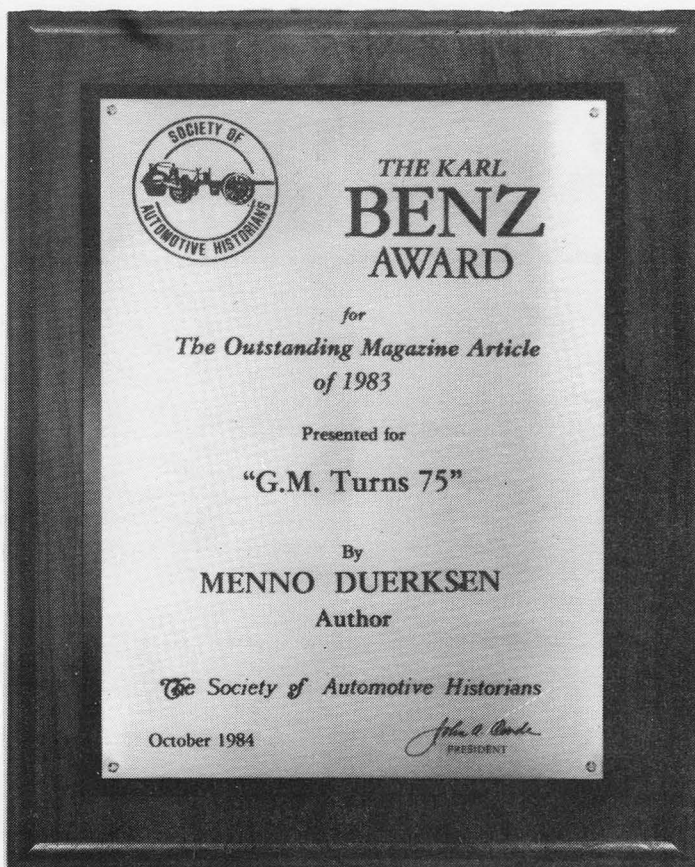
Matt Joseph also presented Awards of Distinction for two books: *Ford: 1903-1984*, co-authored by David Lewis, Mike McCarville, Chris Poole, and Lorin Sorensen, published by Publications International Ltd., and *U. S. Military Wheeled Vehicles*, by Fred Crismon, published by Crestline Publishing Company.

President John Conde presented the Friend of Automotive History Award, which includes Honorary Membership, to Charles Betts.

Howard Applegate, assisted by George Ward and Lowell Paddock, acted as the auctioneer of various books and automobilia previously donated.

The meeting was adjourned shortly after 10:00 pm to allow members time to renew acquaintances.

Respectfully submitted,
Charles Betts, Secretary



This is the 1984 Benz Award, presented to Menno Duerksen for the most outstanding periodical article published in calendar year 1983. A similar plaque was presented to *Cars & Parts*, publisher of the periodical in which the winning article appeared. Similar Cugnot Award plaques were presented to the author and publisher of the outstanding historical automotive book. The plaques are produced by Vondra Engraving, of Madison, Wisconsin. They are of brass, and are electronically engraved. The plaques are mounted on dark Plexiglas backing plates which are, in turn, mounted on polished walnut bases.

A NEW NAME FOR THE SAH – PRO AND CON

At the fall meeting of the SAH Board of Directors, President John Conde commented on the fact that many of the people he had talked to about our organization didn't realize that our membership was worldwide, and seemed more inclined to join upon learning that we are an international organization. He suggested that the inclusion of the word "International" in the name of our group would give our overseas members a stronger feeling of belonging and would encourage growth of our overseas membership.

Mr. Conde's reasons have obvious merit. After all, the first trickle of automobile production began in Europe many years ahead of the efforts of the Duryeas, Lambert, Haynes, Winton, King, and the other American pioneers. Our own organization, now beginning its sixteenth year, has had both officers and directors from beyond the borders of the United States. That we are an international organization, there is no doubt.

Following the president's suggestion, George Ward moved that our name be changed to the "International Society of Automotive Historians, Inc." This motion was promptly seconded by Walter Gosden, and discussion followed which brought forth several suggestions as to how to include this long word into an already lengthy name. A vote was asked for by the president, and by the narrow margin of five to four, our name became the "International Society of Automotive Historians" – but not for long. It was pointed out that the

vote was as close as it possibly could have been with just nine board members present, and that with a full board voting the result could have been different. Thereupon Perry Zavitz entered a motion that the action be rescinded, which was voted on and approved. The short-lived International Society went out of business.

It was, however, decided that the membership should have the opportunity to voice an opinion, and suggestions are requested. There are a few choices:

1. International Society of Automotive Historians, Inc.
2. International Society of Automotive Historians.
3. Society of Automotive Historians, International.
4. Don't change the name at all.
5. Something other than any of the above. YOU make the suggestion.

Send your suggestions and opinions to Charles L. Betts, Secretary, 2105 Stackhouse Drive, Yardley, PA 19067. He will sort them out, combine the duplicates, and present the results to the Board of Directors at the February, 1985, board meeting in Philadelphia.

IT'S TIME FOR MEMBERSHIP RENEWAL—WITH A BIT OF FOREIGN AID, SAH STYLE!

It's dues time again, and notices have been sent to all members to remind them of this necessary fact. If you have already paid your 1985 dues, just ignore the notice (as if we had to tell you!), but if for any reason you didn't receive a notice, just mail your check or money order to Charlie Betts, 2105 Stackhouse Drive, Yardley, Pennsylvania, U.S.A. 19067.

If you are an overseas or Canadian member, your annual dues have been costing you about 20% more than we in the U.S.A. have been paying, because of the present rates of exchange. The Board of Directors has recognized this situation and has taken the unprecedented step of *reducing* your dues by that same 20%, even though postage costs a bit more. This move should encourage more foreign members to renew their memberships, and perhaps urge their friends to become members as well. It should be pointed out that this is a temporary discount, and can be rescinded when exchange rates become more favorable.

Our present membership outside of the United States is now 12% of the total, and this temporary discount means that each domestic member will be contributing 54 cents of his annual dues money to make things a bit easier for our overseas friends, which amounts to just over one penny a week per member. Surely most of us can't object to that.

THE "WHAT'S IN A NAME" DEPARTMENT

One of the numerous makes of cars named "Meteor" was built in St. Louis, Missouri, in 1904-1905 by a company called the Lemon Automobile and Manufacturing Company.

– Listed in *American Car Since 1775*.

The Dumb Motor Truck Company was incorporated in New York for \$200,000 to manufacture and sell motor trucks, according to *Motor Age*, March 16, 1916. The same magazine, however, in its December 7, 1916, issue, states that the Lumb Motor Truck Company, incorporated for \$200,000, plans to be in its permanent location in Aurora, Illinois where it will build ¾, 1½, and 2-ton trucks. The Automobile Trade Directory of April 1917 lists the Lumb Motor Truck Company of Aurora as makers of the Dependable truck, and by 1918 Lumb had become the Dependable Motor Truck Company and moved to Galesburg, Illinois. About 1921 the company moved again to East St. Louis, Illinois, where it lasted until 1923. We can assume that the "D" in Dumb was a typographical error.



THE JOURNAL

OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

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SOCIETY OF AUTOMOTIVE HISTORIANS' OFFICERS, 1984

PRESIDENT

John A. Conde
1340 Fieldway Drive
Bloomfield Hills, MI 48013

SECRETARY

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

VICE PRESIDENT

Walter E. Gosden
197 Mayfair Avenue
Floral Park, NY 11011

TREASURER

George B. P. Ward, Jr.
c/o Maryland National Bank
P. O. Box 987
Baltimore, MD 21203

STATEMENT OF FINANCIAL POSITION AS OF SEPTEMBER 30, 1984 (Unaudited)

Assets

General Fund

Maryland National Bank - Commercial Growth Account	\$3,466.09	
T. Rowe Price Prime Reserve Fund	981.00	
Advance a/c Secretary's expenses	265.11	
Deposit a/c 1984 banquet	250.00	
Deposit a/c 1985 banquet	250.00	
Receivables - sale of banquet and board meeting tickets	525.00	\$5,737.20

Awards Endowment Fund

T. Rowe Price Prime Reserve Fund	614.60
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Publications Endowment Fund

T. Rowe Price Prime Reserve Fund	17,182.96
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James J. Bradley Memorial Fund

T. Rowe Price Prime Reserve Fund	2,833.97
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Total Assets

\$26,368.73

Liabilities and Net Worth

<u>Liabilities</u> (Estimated annual meeting expenses contracted for)*	\$ 1,445.00
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Net Worth (Fund Equities)

General Fund	4,292.20
Awards Endowment Fund	614.60
Publications Endowment Fund	17,182.96
Bradley Memorial Fund	2,833.97

Total Liabilities and Net Worth

\$26,368.73

*Estimated annual meeting
expenses contracted for:

Board Meeting	\$ 198.35
Banquet	1,071.65
Hospitality tent	175.00
	<u>\$1,445.00</u>

CHAPTER NEWS

PIONEER CHAPTER

Nathaniel T. Dawes was reelected Director of the Pioneer Chapter, SAH, at its annual fall meeting held on Saturday, October 27th, at the White Hart Inn, Salisbury, Connecticut, traditional stamping ground of the group. Frederic W. Soule was elected assistant director; John B. Montville was reelected to the treasurer's post and presided at the business meeting in the absence of Nat Dawes.

The business meeting also included a brief discussion by those in attendance on their early automotive reminiscences and the reasons they became interested in automotive subjects.

Following luncheon a color slide presentation of the artwork of Peter Helck, over the years in connection with advertising, was shown by Chester J. Haines, who has made a study of car and truck artwork. Peter Helck is a member of the Pioneer chapter.

Other SAH members attending the meeting included Charles L. Betts, Jr., Dr. Charles W. Bishop, Henry Austin Clark, Jr., Christopher G. Foster, Walter E. Gosden, Thomas D. Huestis, Jr., W. Timothy Kuzer, and Keith Marvin.

NEWS FROM TORINO

Important changes have taken place in the historical sector of Italy's automotive capitol. Giancarlo Amari di San Adriano retired in March, 1984, from his position as director of the splendid Museo dell'Automobile, its library and archives. He will be missed by the many writers and researchers to whom he has rendered outstanding service for two decades.

Dr. Amari's replacement is Mario Capitani, formerly PR chief of Fiat and, before that, one of the top men at Carrozzeria Ghia. He is a charming and dynamic person, with an excellent command of the English language. In charge of the archives now is Miss Donatella Biffignandi, a most helpful young lady who also has a good knowledge of English.

Changes have also taken place at the Centro Storico Fiat, which has its own important archives, library, and museum. Well-loved ex-pilot Commander Augusto Costantino began creating the Center in 1961. He reached retirement age at the end of March 1983. His retirement lasted for four months, and in September he went to work for the Museo dell'Automobile as a consultant on historical matters. His knowledge is encyclopedic, above all concerning Italian automotive, aeronautical, and industrial history. He has also taken over the editorship of the magazine of the Italian Society of Automotive Engineers.

Costantino's successor as director of the Centro Storico is Antonio Amadelli, who began as the former's chief teenage assistant back in the early days of the Center. He has matured with it, and knows its workings and resources better than anyone other than his old boss. A genuine enthusiast, he is gracious and eminently helpful.

Publishers will be interested to know that in the bookstore section of the museum's spacious marble library Director Capitani has introduced a special, prominent showcase which is reserved for the exhibition of notable new editions. Exposure is free, and it has promotional value even for English-language publications, that being the most popular foreign tongue being studied in Italy today. The address of the Museum is Corso Unita d'Italia 40; that of the Center is Via Chiabrera 20. The zip code for both is 10126 Torino.

Griffith Borgeson



LETTERS FROM OUR READERS

Editor's Note:— There were so many replies concerning the Dino article in Automotive History Review No. 17 that there isn't room for all of them in this issue of The Journal. Therefore, all of these letters will be published in the next issue of the Review, which is presently being prepared for printing.

THE PICTURE ON THE BACK COVER

From Vern F. Elliott, 572 4th Street, Medicine Hat, Alberta, Canada T1A 7L4:— During some research on the history of garages and service stations in Alberta, I came across some original photographs in the album of an 88-year old lady, Grace Cousins, whose father had been mayor about 1910, and was later vice president of the Alberta Motor League. I am enclosing black and white prints of some of the more exciting cars, some of which require positive identification. One of the most interesting (*printed on the back cover. Ed.*) shows Grace at about age 18 who seems very happy behind the wheel, but says she hated to drive, and would pick up the first boy she met so he could drive! She admits to having little interest in, or knowledge of cars. She says her father called it a "Reo Underslung," which obviously meant "Regal Underslung."

(Another of Vern Elliot's pictures appears on the next page as our Mystery Car).

ABOUT DIFFERENT EDITIONS OF THE SAME BOOK

From James F. Petrik, 7275 Berwood Drive, Maderia, Ohio 45243:— Perhaps I am the first to reply to my own letter in Issue No. 92 of the *Journal*, but I have a horrible feeling that you and I are not referring to the same book (*Automobiles of America*). The one I have was a \$1.95 paperback book of 114 pages. The yearly history began on page 1 and ended on page 65. Pages 66 through 78 were short biographies of the pioneer people of the industry. Pages 79 through 102 were a listing of all the cars made, with the starting and ending years. Palmer-Singer is listed as 1907-1920. They even list the Seven-Little-Bufferaloes, 1908. Was there ever such a car?

(Ed.—The book, Automobiles of America, to which Mr. Petrik refers, has been published in at least three editions: 1961-1962, 1967, and 1970. My copy is a 1970 edition and has 276 pages. Mr. Petrik's has only 114 pages, and is a 1962 edition. The later editions corrected some, but by no means all, of the errors mentioned in his earlier letter. The dates for the Palmer Singer have been corrected to 1907-1914. The book contains much interesting and valuable information, but, unfortunately, the obvious errors make the entire book suspect.

The Seven-Little-Bufferaloes, a 7-hp air-cooled buggy-type car, was made by the DeSchaum Motor Syndicate, Buffalo, New York, about 1908. Opinions differ as to whether this was a make of car in its own right, or a model of DeSchaum. Comments, anyone?)

A CORRECTION

From Steve Richmond, 9677 E. Las Tunas Drive, Temple City, California 91780: I would appreciate having a correction published regarding my interview with Victor Christen, which appeared in *Automotive History Review* No. 17. Victor was talking about W. C. Durant's two-wheeled cart and the fact that "he made those carts for \$12.00 and sold them for \$15.00. He sold \$15,000 worth." Instead of \$15,000 worth, this should be 150,000 carts. This would make quite a difference in the profit Mr. Durant made from this investment.

Thank you very much for making right my mistake.

MYSTERY CAR

From Ralph Dunwoodie, 5935 Calico Drive, Sun Valley, Nevada 89433: The 1898 "Mystery Car" on page 5 of the July-August (No. 91) *Journal* is a Woods Electric. This car appeared incorrectly on some car lists as the Montgomery Ward because the company paraded them around the country to draw crowds, and apparently gave rides to draw those crowds. Two cars used earlier by Montgomery Ward were American Electrics. The similarity of the appearance of the Woods and the American was no accident—Clinton E. Woods designed both of them.

From John B. Montville, 8 Mockingbird Lane, Poughkeepsie, New York 12601: The reproduction of the 1918 *Motor Age* illustration entitled "Mystery Car of 1898," which appeared in the July-August SAH *Journal*, bears strong evidence of being a Woods Electric automobile. Slightly larger rear than front wheels, curved reach rods from front to rear axles, and hinged tiller bar, all seem to be features of Woods motor vehicles built up to about 1901.

Woods Electrics were the development of Clinton E. Woods, a talented designer of electric motors and generators during the early 1890's. Beginning in 1895 he helped to form several companies in the Chicago area to exploit his various electric vehicle concepts. One of these firms, the American Electric Vehicle Company, has been credited with building and selling the first electric delivery trucks in 1897. Woods did not remain long with "American," and in 1898 became general manager of the Fischer Equipment Company, builders of "Woods" electric vehicles. The following year, 1899, saw the formation of the Woods Motor Vehicle Company, which absorbed the Fischer operation. Important sponsorship for the new company came from Samuel Insull, president of the Chicago Edison Company and a pioneer in the public utility industry. The Woods Motor Vehicle Company continued as basically a regional manufacturer of conservatively designed electric autos. Some gasoline and gas-electric vehicles were also built by Woods before the company faded from the automotive field about 1918.

Most of this information was obtained from early issues of *The Electrical World*, which publication contains a wealth of information on turn-of-the-century electric vehicle development.

Editor's note: — It is apparent from the above letters that the Mystery Car pictured in issue No. 91 was indeed an 1898 Woods Electric. It is equally apparent that Mr. A. G. Gary did NOT drive this car the 300-odd mile distance over the dirt roads of 1898 from Walker, Iowa, to Omaha, Nebraska, as was claimed in the item published in Motor Age, July 4, 1918.

RESEARCH and CLASSIFIEDS

Photos Wanted—Pictures (8 x 10, black & white preferred) of 3-wheel cars of any make that I could beg, borrow, steal, or even purchase. As editor of the Davis Club publication, I'm trying to feature a non-Davis car in each issue also, and need pictures badly. Especially wanted now are Fascination, Dymaxion, W. E. Miller's Arrowhead Spring Water car, Cugnot, Phanmobile, and the GM idea car "Shopper." **Walter E. Wray, Route 2, Argyle, Wisconsin 53504.**

Wanted—Automobile company stock certificates. **Gerald W. Miller, RD 1, Box 72, Center Valley, Pennsylvania 18034.**

Wanted—Auto registration lists, in original form or photocopies, of the following: Indiana 1920-1940; Massachusetts 1907-1930; New York 1900-1940; Rhode Island 1910-1930; California 1920-1940. **Robert B. Myers, 116 River Street, Mattapan, Massachusetts 02126.**

Wanted—I am an active historian conducting background research on Henry Ford and the Selden Patent issue, and would appreciate assistance in obtaining (1) A copy of the book *Monopoly on Wheels*, William Greenleaf, 1961, Wayne State University Press, and (2) Patent details, related newsclips, etc., on Selden Patent issue. I will be pleased to reimburse supportive historians for reasonable postage and copying costs. I plan to share the results with fellow historians in future SAH publications. **Richard B. Goranson, 3200 West Metaline Place, Kennewick, Washington 99336.**

WANTED:— Complete, or near complete run of *Cyclecar and Motorette*. This paper began publication in 1913, and I want a set for my automotive-historical writing activities.

Alastair Innes Dick, 10 Kingscote Road, Dorridge, Solihull, West Midlands B93 8RA, England.

ADDITIONS TO THE MEMBERSHIP ROSTER

NEW MEMBERS ENROLLED

John W. Chandler 1058
9676 E. Las Tunas
Temple City, CA 91780

John M. Sawruk 1059
667 Oxhill Court
Pontiac, MI 48054

Sergio Lugo 1060
Cramer 1850 P B "E"
1428 Buenos Aires
R Argentina, S. A.

Jeffrey C. Minard 1061
2808 Oak Street
Manhattan Beach, CA 90266

William A. West 1062
1699 Devonshire Court
Westlake Village, CA 91361

Stanley Herdman 1063
502 Pierson Avenue
Newark, NY 14513

Kevin Bitz 1064
1509 Dogwood Drive
Reading, PA 19609

MEMBERS REINSTATED

Louis G. Helverson 405
1337 Herschel Place
Philadelphia, PA 19116

Walter S. Seeley 219
RD 5, Carlson Road
Jamestown, NY 14701
716/569-3904

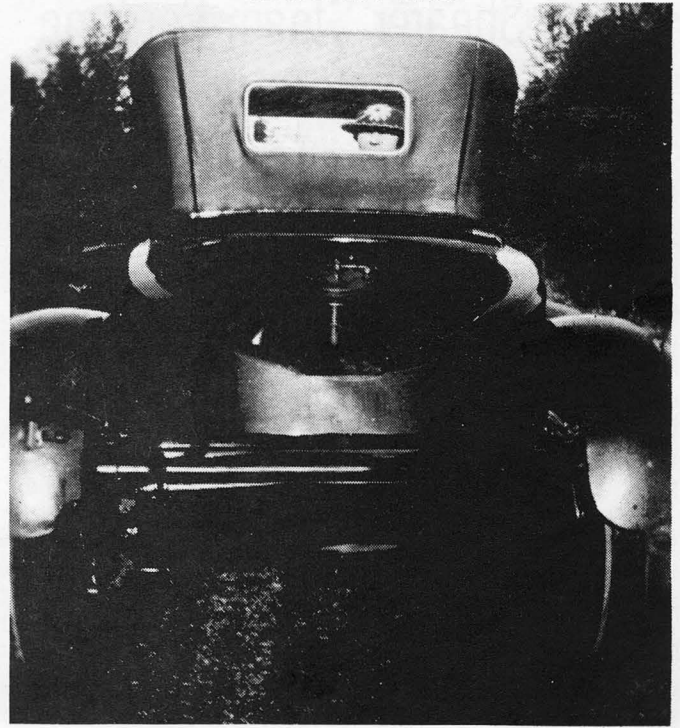
Nathaniel Adelstein 141
102 Farnsworth Avenue
Bordentown, NJ 08505

Frederic W. Soule 124
9 Greenport Parkway
Hudson, NY 12534
518/828-5448

R. Chris Halla 439
1455 Prospect Avenue
Appleton, WI 54914
414/731-2257

Clifford E. Moebius 379
484 Winthrop Street
Westbury, NY 11590

MYSTERY CAR



Member Vern Elliott, of Medicine Hat, Alberta, sent this photo, as well as the one on the back cover. The picture was taken in 1921, and the young lady peering out of the rear window is about to embark on her honeymoon. Maybe she's looking for the groom, who seems to have departed leaving the left door of the car open. Perhaps he's gone back to look for the spare wheel and tire, which are missing from the well in the high rear deck of the car.

In 1921 there were four American cars which carried their spare wheels in this fashion. They were: Stutz, Columbia, H.C.S., and King.

Contained in the words in the first paragraph above are at least three clues to the identity of this automobile.

ADDRESS CHANGES AND CORRECTIONS

OLD		NEW	
Delbert M. Bates	776	Delbert M. Bates	776
73401 McFadden Road		345 Desert Shores Drive 184	
Romeo, MI 48065		Desert Shores, CA 92274	
Peter J. Winnewisser	700	Peter J. Winnewisser	700
116 Lincklaen Street		4508 Ridge Road	
Cazenovia, NY 13035		Cazenovia, NY 13035	
Richard E. Thompson	968	Richard E. Thompson	968
3723 Wildlife Place		2121 N. Appolo Court	
Sierra Vista, AZ 85635		Chandler, AZ 85224	
J F J Kuipers	309	J F J Kuipers	309
Kempering 271		Remmerdenplein 4	
1104 KG Amsterdam-Zuidoost		1106 AD Amsterdam	
Netherlands		Netherlands	
Minda Bojin	156	Minda Bojin	156
Museum Science & Tech Library		Natl Museum Science & Tech	
P O Box 1044467		Library	
Ottawa, Ontario		Ottawa, Ontario	
Canada K1A 0M8		Canada K1A 0M8	
Gerald W. Miller	1047	Gerald W. Miller	1047
RD 1, Box 72		RD 1, Box 72	
316 Briar Road		Center Valley, PA 18034	
Center Valley, PA 18034			
John Voelcker	924	John Voelcker	924
420 East 80th St. Apt. 6A		P. O. Box 6848	
New York, NY 10021		Stanford, CA 94305	
Vicente Alvarez	46	Vicente Alvarez	46
Calle 11 655		Caseros 751 - 3o. G	
City Bell (Bs.As.) 1896		1152 Buenos Aires	
Argentina, S. A.		Argentina, S.A.	

The Shearer Steam Carriage

by George H. Brooks
493 Magill Road
Tranmere
South Australia, 5073

The Shearer Steam Carriage, which was built in Mannum, South Australia, has been restored to running order, and as the date of its first appearance has been the subject of much inaccuracy over the years (one American book a few years ago even putting it as far back as 1888), it is time to put the record straight.

David and John Shearer in 1878 established a factory at Mannum for the manufacture of agricultural machinery, and in this they were very successful, with machines even being exported to Europe.

Surviving correspondence shows that David was in contact with the Yarrow company in England regarding the suitability of their type of steam boiler for a road carriage as far back as 1888.

In *The Observer*, a local weekly newspaper for October 30, 1897, it was reported that the engine of the Shearers' steam carriage was complete and the work on the remainder would go forward.

Early records of the Shearer company are held in the State Archives, and amongst them is the Day Book, showing the expenditure on the Steam Carriage during the period from November 1898 to February 1902. From this record it is seen that between March and June of 1899, David Shearer was charged with the cost of over 900 man-hours of work (any work he did himself would not be included in this).

Then, in its issue of June 7, 1899, *The Advertiser*, a daily newspaper which still flourishes, carried a report of the trial run of the carriage in Mannum, which had taken place two days earlier. The same report also appeared in at least two other newspapers.

As will be seen from the photograph of the restored vehicle, it was of crude conception even for 1899, and it cannot be said to have had any significant effect on the develop-

ment of the motor car in Australia. It was, and is, quite road-worthy. In March 1900 it was driven the 50 miles from Mannum to Adelaide to appear at the Century Exhibition then being held. This involved crossing the Mount Lofty Ranges to a height of about 1500 feet and down again. This journey preceded that of the Thomson Steamer from Bathurst to Melbourne by two months.

The engine, which is of a much higher standard of workmanship than the remainder of the vehicle, is a twin-cylinder double acting, bore 2½ inches, stroke 3 inches, developing 15 horsepower at a working pressure of 250 pounds per square inch. The engine drives a countershaft by chain on sprockets which could be changed to give different ratios, the lowest being used on the trip to Adelaide. A single side chain then takes the drive to a sprocket in which is a differential. The wooden wheels run on steel tyres.

There are contemporary newspaper reports of the carriage being seen around the Mannum district up to the end of 1900, but after that it seems to have languished and in about 1903 the engine was taken out and used in a launch on the River Murray, but after about ten years the launch sank. The engine was salvaged and united with the rest of the vehicle, which was stored under cover at the factory until 1936, which was the centenary of the foundation of South Australia. A member of the Shearer family made a start on restoring it at this time, but progress was slow and when the War started in 1939 he joined up, and work on the carriage stopped. Then, in the late 1960's the paddle steamer *Marion* was displayed in a dry-dock on the river front at Mannum and the steam carriage was reassembled and also placed on display under rather inadequate shelter. In 1975 it was transferred to the Birdwood Mill Museum, which is situated on the road from Mannum to Adelaide, somewhere near its highest point. It was tidied up and repainted, but no effort was made to get it running.

Then in 1983 the Sporting Car Club of South Australia took it in hand as a project to help celebrate its own 50th birthday in 1984, and also with South Australia's 150th anniversary in 1986 in mind. The carriage has been presented to the South Australian Government by the Shearer family and is on display at the Birdwood Mill Museum, which is now also owned by the Government.



The Shearer Steam Carriage, which had its trial run in Mannum, South Australia, on June 5, 1899, shown here after its recent restoration by members of the Sporting Car Club of South Australia.

BOOK REVIEWS

ERRETT LOBBAN CORD: HIS EMPIRE, HIS MOTOR CARS, by Griffith Borgeson, Automobile Quarterly Publications, Kutztown, Pennsylvania. 280 pages, 698 photographs (238 in color), 74 drawings, tables, index. ISBN 0-915038-35-8.

This extravaganza is the automotive publishing event of 1984. In bulk, 17½x11½x1¼, and price, \$335 to initial subscribers and \$395 retail, it is in a class by itself. It has been called the ultimate coffee table book. It is. The book is impossible to read in bed.

It is an attempt at a superbook just as the Model J Duesenberg, to which so many superb color photographs are devoted, was a glorious attempt at a supercar. The excellent physical quality is matched by the text. Memories of dreadful school history texts have given the impression that history is dull, but the readability of history depends on the skill of the writer. Griff Borgeson's ability to write clear expository prose leaps from every page. His long immersion in automotive history and expert status on American automobile racing and the development of front drive give the book the assurance with the mechanical realities that a historian of purely academic background could not have achieved. The diligence in research and penetrating analysis of the data are evident in the non-automotive parts.

Anyone with even a moderate interest in the American automotive scene in the twenties and thirties knows the vague outline of Cord's life. He was the boy wonder who saved the Auburn car and created an automotive empire. The cars became orphans in the mid-thirties, and there was trouble with the SEC. Later he was a political power in Nevada. Until now he has been a phantom, unlike Olds, Durant, Ford, Sloan, Nash, Chrysler, and Leland who, however controversial, are real figures who left words we remember and misquote.

Writing about a man who destroyed many of his papers, and who didn't like talking about himself, is a challenge. Borgeson overcame these obstacles to write the definitive biography. It is the portrait of an unusual, highly intelligent, driven person, but that is typical of most successful business people, artists, generals, scientists, etc. Cord differed, in that he avoided the limelight and seemed to lack the hint of megalomania shown by so many at his level of success. He had sublime selfconfidence, but turned aside from the opportunity to become governor of Nevada. He had dynamic instincts, and found a coat-of-arms which served as the nameplate of the car with his name. Despite this, he didn't have the preoccupation with self that turns so many of the great and near great into self parodies.

Cord's talents were primarily in the areas of business administration, sales, and recognizing opportunities. He applied his talents with spectacular results to automobile manufacturing, and even made money at it in 1931 when he turned control over to subordinates while he tackled aviation. What worked in the twenties didn't work in the thirties. It is doubtful that anyone with the available assets could have continued to make the Cord Corporation cars much longer. This is not, however, a monograph on business survival in the depression, but the story of a complex man.

Car manufacturing calls for the skills needed in other kinds of manufacture. The heads of automobile firms have come from many backgrounds, including in one notable instance the making of household appliances. Those in executive positions in car companies don't necessarily like cars. Cord did. A large part of his success must have come from that fact. He was neither an engineer nor a designer. Borgeson points out that Cord couldn't visualize something in three dimensions from a

two-dimensional drawing. Yet Cord was alert to the pulse of technology and had a sure feel for what cars should look like. These traits enabled him to pick engineers and designers who created interesting and dramatic cars for more than a decade of rapid stylistic and technical development. In the case of the Model J, a legend was created.

Cord's other careers included both aircraft manufacture and airline operation. The building and growth of the American railroad system caught the public imagination and the principal players received much attention—political and otherwise. None of that glamour has attached to those responsible for airline growth. The account of Cord's aviation phase serves as a useful introduction to airline history.

The book tells us more than we knew about Cord but he remains elusive. Henry Ford can, with some justice, be described as a nonverbal thinker of very strong will who was corrupted by success. Cord is not so easy to characterize. Borgeson sets out the known facts and what contemporaries thought, but Cord's careful shielding of his inner self leaves us wondering what really stirred him. He intended to do more than make a lot of money and be known as a success, as these objectives were quickly reached. We are left still curious about his intriguing personality.

After reading and enjoying the book I am full of regret that it will be read by so few. It needs to be reviewed extensively, and widely read so that the conclusions might be contested, new facts pointed out, and to be subjected to the continuing debate that is the study of history. It is a work that deserves a better fate than to languish on the coffee tables of the affluent. Perhaps it is two books—a gorgeous photo album and a serious contribution to American entrepreneurial history. In any event, one can only admire the spirit of the publisher.

Walter F. Robinson, Jr.

A NEW MAGAZINE

A new automotive quarterly, *Yesterday's Motorist*, has been started in England and the first issue, dated Autumn, 1984, has been published. The 32-page periodical is edited and published by Les Wilson.

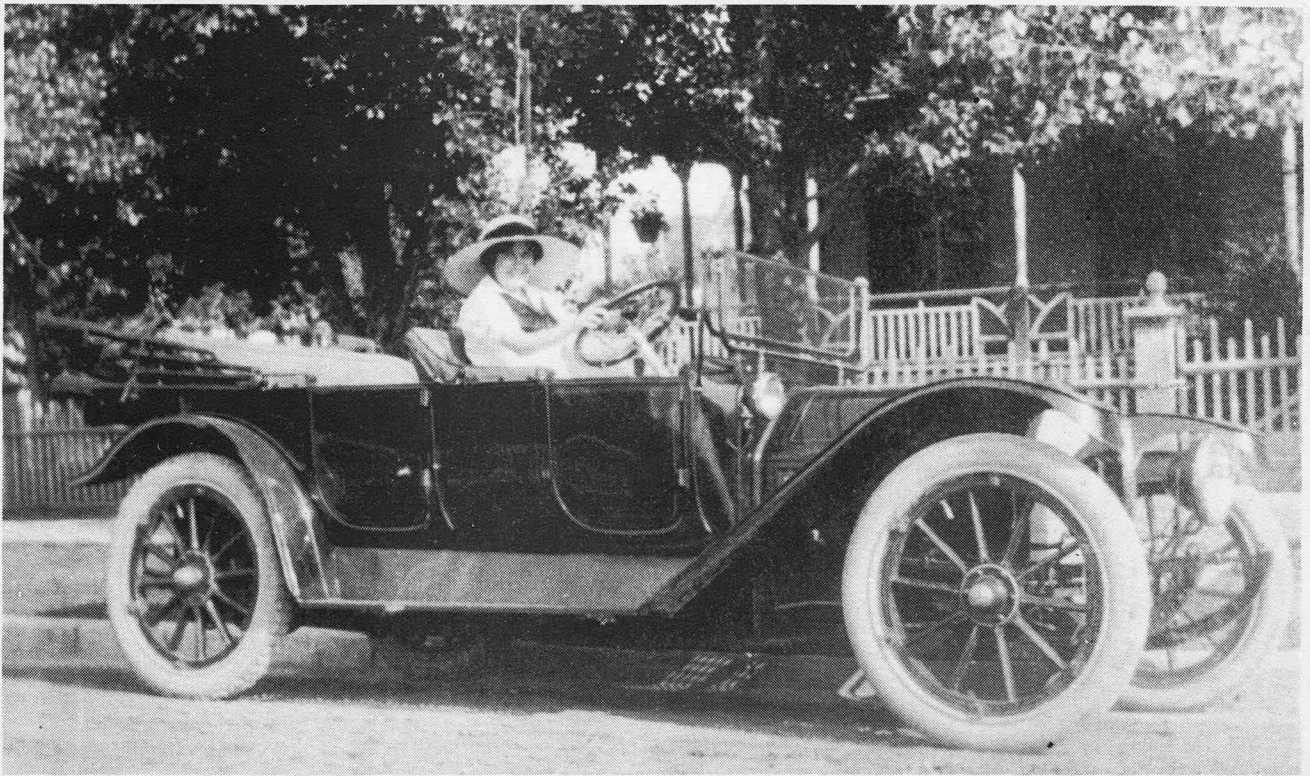
With a size format of 11-5/8" x 8-3/16", the initial number includes an article on rare car mascots, another on a one-off Cord L-29 entitled *Are They Still With Us?* and a feature surrounding the dating of cars, plus other features including an auction report and classified advertisements and additional material. There is heavy concentration on available motoring books for sale, as well as ads covering magazines and automotive literature.

It notes that it is "an international market place for the discerning old car enthusiast and collector," and so it is. It further states itself as "a new internal and overseas link-up for the Automotive Sales Literature Collector," and this is also the case.

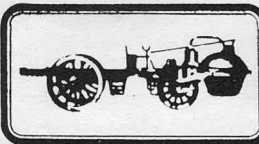
Yesterday's Motorist sells for £1 per copy in the United Kingdom; £1.50 overseas surface mail and £2 overseas air mail. The second issue is scheduled for publication in December.

The new magazine is interesting and will doubtless have especial appeal to collectors of magazines, literature and books about automobiles and automobiliana. Interested parties may write *Yesterday's Motorist*, Woodvine Cottage, 52 Manchester Road, Astley, Manchester M29 7 EJ, England.

Keith Marvin



This photo of a 1914 Regal Model T touring car was contributed by SAH member Vernon F. Elliott, of Medicine Hat, Alberta, Canada. For comments on this car and its driver, see page 4 of this issue. (No explanation is offered as to why the right front headlight is turned inward).



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