

SAH JOURNAL

THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

July-August 1990

Issue Number 127

EDITORIAL COMMENT

"We want to be useful, and even interesting....." So began a series of advertisements fielded by Kodak in the early seventies. For some odd reason the words became forever ingrained in my memory, and I keep coming across new situations in which they apply. Recently it occurred to me that they sum up, in large measure, my philosophy for the Society's publications.

But after some eighteen months at their helm, I wonder whether you agree. And if you do, what do *you* think it takes to make them useful, to make them interesting?

Any magazine or newspaper is necessarily a combination of what its readers want and what its editor thinks they want (or thinks they should have). At SAH, we must add a third ingredient: what members submit, for our publications cannot write themselves and we cannot hire outsiders to do it for us. That is, perhaps, the most salient qualifier of all: what you send is what you get.

Is *SAH Journal* useful; is it interesting? Would you like to see more book reviews, less, or is our present content about right? Do you like the mysteries? Those who submit them are invariably grateful for the advice they receive on those which are genuine unknowns (and most of them are). Are the feature articles fascinating, or would you rather we expanded the news coverage in that space? Do the philosophical meanderings of your editor and president inspire your intellect, or would you rather we kept our well-considered wisdom to ourselves?

And what about *Automotive History Review*? I have sought to give it a distinct role as a showcase of historical talent, and have resisted the temptation to use its pages as a relief valve to clear the backlog of items awaiting publication in the *Journal*. Its content is necessarily wedded to the works our members submit for publication, but, since a bit of evangelism is usually necessary on my part, a good idea of what you find useful and interesting will help me to fulfill your expectations just that much better.

So let us hear from you. We want to be sure that your publications are useful *and* interesting.

- Kit Foster

MISSING ANY MATERIAL?

Dick Brigham, our editor for many years, has always taken pains to safeguard all material entrusted to him, and to return all manuscripts and photos when requested to do so. When he passed the duties to your incumbent editor, he sent all the material on hand which was clearly marked as destined for *SAH Journal* or *Automotive History Review*. In the months since, there have been one or two inquiries regarding material submitted some time ago or photographs not returned, and in every case the Brighams have been able to find these and return them to their rightful owners.

Should any member find that material has not been returned, or submittals sent to Dick Brigham not acknowledged by me, please get in touch with member Grace R. Brigham, 1616 Park Lane NE, Marietta, GA 30066.

- Kit Foster

1990 SILENT AUCTION

The silent auction, such a successful fund raiser in 1988 and 1989, is back this year. Chairman Tom Deptulski advises that the auction catalog will be mailed to members shortly, and that bids should be returned according to the instructions in the catalog. The difficulty in processing late returns will preclude taking last minute walk-in bids at Hershey, so pay particular attention to the deadline noted on the bid form. Winners will be posted at Hershey, and also notified by mail. Merchandise will be shipped to winning bidders upon receipt of payment.

NEWS

PA PIKE TURNS FIFTY

The Pennsylvania Turnpike, America's first superhighway, is celebrating a half century of operation during 1990. The turnpike opened on October 1, 1940, after a construction period of two years. The Turnpike Commission is planning a number of observances through the end of 1990, including an antique auto caravan, a commemorative book by author Dan Cupper, and a mobile museum which will travel to selected turnpike services plazas and other Pennsylvania locations. The mobile museum will be open to the public free of charge. On October 1, the anniversary of the Turnpike's opening, a special cancellation will be available at a temporary post office located at the Sideling Hill Service Plaza. Commemorative milemarkers will be dedicated on November 13th at the Carlisle and Irwin interchanges. Further information on anniversary activities may be obtained from the Commission's Marketing Department at (717) 939-9551 Ext. 2920.

AINSI PLANS EXHIBITIONS, AWARDS

On March 24th the annual Members Assembly of the Associazione Italiana per la Storia dell'Automobile was held to finalize plans for the organization's events for 1990. The spring events included the "Milano in auto" exhibition at the Fiera di Milano from April 21-29, which traced the history of Milanese manufacturers during the 100 years of automotive history; the presentation of the Associazione's automotive history literary award, the "Itala," on April 23; and the exhibition "Milano e l'Automobile," organized with Alfa Romeo, on the subject of the contributions of Milan to the history of automobiles, which began on May 26.

JOURNAL OF TRANSPORT HISTORY FEATURES USA

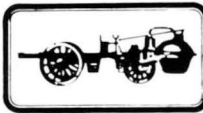
The Spring 1990 issue of the *Journal of Transport History*, published by the Manchester University Press, is devoted to recent American scholarship in transport history. It is of particular interest to SAH members as it contains two articles on motor transport. Edward Duggan writes on "The education of American carriage makers, 1880-1916" and shows how this related to training in the early auto industry. Maggie Walsh contributes an article "See this amazing America": the long distance bus industry's use of advertising in its first quarter century" with many period advertisements drawn from the Greyhound Bus Company's archives. There are also reviews of several books on motor transport.

SAH members can subscribe direct to Manchester University Press, Oxford Road, Manchester M13 9PL, England and under a special arrangement negotiated by your editor, MUP will send a free sample back copy to any SAH member who wishes to inspect the journal before subscribing. Address all such enquiries to Helen Graham at MUP.

The autumn 1990 issue contains an article on the rather unusual subject of "The development of motor transport in the Gold Coast, 1900-1939" by Simon Heap and also reviews of books of interest to automotive historians such as a biography of Sir Eric Geddes, sometime chairman of the Dunlop Tire Company.

NEW SHIRE ALBUM AUTOMOTIVE TITLES

Shire Publications, Ltd. have issued two new volumes in their Shire Album series. *The Humber* by SAH member Nick Georgano (Shire Album 244) and *Staff Cars* by David Fletcher (Shire Album 245) are the latest automotive titles to be announced. A complete catalogue of Shire Albums can be obtained from Shire Publications, Ltd., Cromwell House, Church Street, Princes Risborough, Aylesbury, Buckinghamshire HP17 9AJ ENGLAND. A review of *The Scottish Motor Industry*, Shire Album 238, by Michael Worthington-Williams, appeared in *SAH Journal* No. 125.



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CHRISTOPHER G. FOSTER, EDITOR
1102 Long Cove Road, Gales Ferry, CT 06335

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Subscription to SAH Journal is by membership in the Society of Automotive Historians. Dues \$20.00 per year.

Membership inquiries and renewals should be sent to the Secretary at P.O. Box 339, Matamoras, PA 18336.

PRESIDENT'S MESSAGE

A few months ago I used this space to complain about some of the gross inaccuracies in the background reporting of automotive history that I had noticed in the general press recently. I suggested that we, as specialists, have a responsibility to try to correct these abuses of fact and interpretation when they occur. There are now some items of good news on this front that I would like to report.

One item is a *fait accompli*, the publication by Facts on File, Inc. of two volumes relating to the automobile industry in the prestigious *Encyclopedia of American Business History and Biography* series. I have seen the second volume (1920-1980) in the series devoted to the automobile industry, and it contains several fascinating and informative essays. There are several major contributions in this volume from SAH members, most notably Jim Wren and Dick Scharchburg. A work like this, with its concise and accurate presentation of correct fact and sound interpretation regarding important aspects of automotive history, goes a long way towards making up for the kind of nonsense that the public was treated to in Francis Ford Coppola's recent movie, allegedly about Preston Tucker.

Dr. Carl Larson is a busy man. In addition to his professorial duties at Dickinson State College, Carl is involved in numerous civic duties and car collecting activities. He also found time, a couple of years ago, to write a Benz Award-winning article on the early history of the automobile in North Dakota. Carl has also done work on the automotive selections in a widely used reference work, *The Book of Days*. Recently, Carl wrote to me to alert me to the fact that the *Dictionary of American Biography* is currently being revised to include entries on (deceased) historical figures through 1990. The revision process is a lengthy one, and it will be a couple of years before nominations for new inclusions in the *Dictionary* will be accepted. At my request, Professor Larson has been in touch with the editors of the *Dictionary of American Biography* to offer the cooperation of the Society in selecting, researching, and writing new entries involving figures from automotive history, and in rewriting old entries. I have

asked him to chair a committee to coordinate some aspects of our members' cooperation in the project, so you will be hearing from him regularly on this project in this and future issues of the *Journal*. I think that the revision of the *Dictionary of American Biography* should receive our vigorous support and cooperation, and I am sure that Carl Larson will do everything possible to facilitate this.

In February, the SAH Board of Directors accepted an offer from the Eastwood Company to create a "checkoff" item on their order form for those of their customers who might wish to receive an SAH brochure. At about the time that this issue of *SAH Journal* reaches you, Eastwood will begin mailing hundreds of thousands of catalogs with this item. That mailing cycle will be completed in a few months. At present, only two automotive interest groups will be featured by Eastwood in this way - The Society of Automotive Historians and the Antique Automobile Club of America. Other old car related groups may be invited to participate in Eastwood's program in the future.

This generous offer to assist SAH in promotion and in new member recruitment involves no expense to SAH, beyond the cost of providing the brochures that will be mailed. It presents a wonderful opportunity for us to inform hundreds of thousands of car collectors of our existence, and of the nature and scope of our activities. We should all be grateful to the Eastwood Company's owner, Curt Strothacker, for making this service available to us. Thanks Curt.

One issue that the Eastwood mailing raises is the redesign of our brochure. The Eastwood checkoff, and the probable response to it, will exhaust our supply of brochures by late fall. Because the Society has changed since the last brochure was compiled, your board decided at its February meeting to commission a new brochure for future use. Howard Applegate will coordinate efforts in this direction. Eastwood has offered to help us with final layout and printing. We hope to have the new brochure available for members to see at the Hershey car show this fall.

Our diligent labelsmith, David Babb, is the gentleman charged with keeping track of our members. He recently sent me the computer printout for the 1990-91 *SAH Membership Directory*. Proof-reading of the directory will be completed shortly, and production will begin. The directory should be in members' hands no later than early fall. David and his wife have done a prodigious amount of work on this project and deserve every member's heartfelt thanks for it. In particular, David has completed the conversion of our membership records to computer processing. This conversion was begun by Shelby Applegate when she was our membership secretary, and later our secretary.

One intriguing possibility that computerization of our membership records raises is that we may be able to issue an annual membership directory, instead of biennial directories, as has been our practice in the past. Your board will decide on this early next year.

Two of the Society's most important awards, the James J. Bradley Distinguished Service Award and the Friend of Automotive History Award will be handled again, in their 1990 iterations, by committees chaired by Jim Wren and David Lewis, respectively. These are tremendously important awards, because they highlight the great contributions by institutions and individuals to the field of automotive history. The past stewardship of these awards by the two gentlemen noted above has been very impressive, and I am pleased that they have agreed to continue this fine work. - Matt Joseph

SAH GOES GREEN FOR HERSHEY

The SAH hospitality tent has been assigned a new location for the AACA National Fall Meet, October 11-13, 1990, in Hershey, Pennsylvania. This year the tent will be located in the Green Field, the newest and southernmost of the three flea market fields, at spaces GM 59-64. Members are encouraged to stop by for fellowship and light refreshment.

BIOGRAPHICAL VOLUNTEERS NEEDED

A major new American biographical reference work is being published in twenty volumes by Oxford University Press under the auspices of the American Council of Learned Societies. About 20,000 sketches will be included covering Americans in all fields, including automotive history. Because this planned work will be purchased by almost every library in the country, large and small, an opportunity is presented to the SAH to accurately report on important automotive figures in a major source general researchers are likely to consult frequently.

The current *Dictionary of American Biography* volumes cover some automotive figures, but major omissions occur. Alexander Winton is included, but not Elwood Haynes. Henry Ford is included, but not Henry Leland. Three Fisher brothers are included, but not the Dodge brothers or the Duesenberg brothers. Many other examples could be cited.

Volunteers are needed at two levels. A SAH biography committee needs to be formed to develop a list of important automotive figures to propose for coverage to the editorial board of the new *American National Biography*. The committee would also need to select writers for the listed persons. Volunteers are needed to serve on this very important committee. Volunteers are also needed to write the entries for the automotive figures finally agreed upon and to nominate automotive figures to be covered. Automotive figures will need to be listed in three categories: must cover; very important figures; other significant figures.

This new reference presents a major opportunity for the Society to accurately inform the world of the importance and significance of automotive figures. We cannot complain about errors in automotive history persisting in published works if we do not do our part in correcting them.

Persons interested in this project at either the committee level or at the research level are asked to contact Carl F. W. Larson, 127 10th Ave. W., Dickinson, North Dakota 58601, 701-225-8851 (home), 701-227-2142 (office).

LETTERS

THE CGV FIRE ENGINE

I am writing in response to the picture of the CGV fire engine on the back cover of *SAH Journal* No. 124.

I recognized it immediately as a 1906 75 hp CGV because we happen to have one in the permanent collection at the Museum of Transportation, where I am the head of a volunteer collections committee. The distinguishing feature about the picture of the CGV is the offset starting crank placed in order to accommodate a set of reduction gears. The crank was wound counter-clockwise. The radiator and the mount are also identical to those on the Museum's CGV. Judging from the size of the starting crank, I am assuming it is 75 hp because the 90 and 100 hp cranks were more massive and the 50 hp crank was not offset. We know of a second 75 hp CGV in South America without an engine. The engine cover is being reproduced locally using our car as a model.

I have heard that the New York Fire Department used CGVs for fire engines at the turn of the century. If you could verify this information for our records, that would be very helpful. Any additional information would be most helpful. **Richard Friedman, Head of Collections, The Museum of Transportation, 15 Newton St., Brookline, MA 02146.**

For other views on the CGV fire engine, see "Rekindling Old Memories" by Bill Lewis elsewhere in this issue. — Editor

DETOMASO DATA SOUGHT

We plan to publish a book on DeTomaso automobiles this year. We are attempting to assemble the most detailed, accurate and thorough history of the man and his marque as possible. We need a few things to complete the book, and we are hoping that SAH members might be able to help. We would welcome any input and can pay for it in books or compensate in other ways for our usage.

Here is what we need:

1. Black and white or color print negatives on DeTomaso factory tours in Italy from 1969 to the present;
2. Photographs of racing Panteras taken in Europe or the United States;
3. Articles or copies thereof from foreign magazines that are road tests of Panteras, Mangustas, Longchamps, Deauvilles, Val-lungas, or about Mr. DeTomaso. (It does not have to be in English);
4. Copies of letters to or from Ford about problems with the automobiles;
5. List and photographs of DeTomaso model cars;
6. Photographs or articles about any DeTomaso automobiles with particular emphasis on early DeTomaso racing cars.

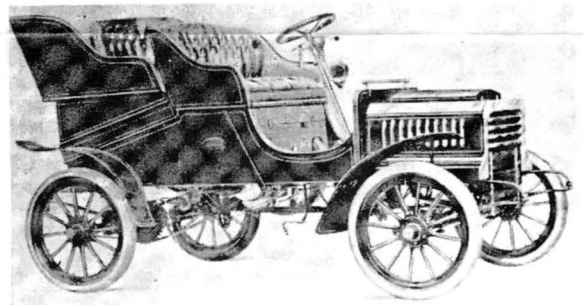
We are very excited about publishing this fine book. We believe that those who have an interest in this marque will enjoy the publication. **Dave and Linda Adler, 18592 Main Street, Huntington Beach, CA 92648, (714) 847-0338.**

ANCIENT MYSTERY SOLVED

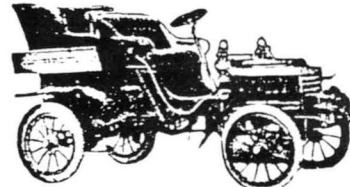
On page 26 of *Automotive History Review*, number 3, Spring 1975, Stan Yost requested identification of a runabout with rear entrance tonneau. I figured that many readers would recognize the car as a Model A Cadillac with raised tonneau and modernized nose, so I didn't write — looking back, nobody wrote.

Many Model A & B Cadillacs were restyled to conform to a more accepted automobile look. Flipping thru *Automotive Trade Journal* for 1 November 1905 recently, I spotted the exact thing — copy enclosed. I wonder if Stan's illustration is the one mentioned in the Auto Re-Building Co. ad?

With apologies for having taken so long — **Phil Dumka, P.O. Box 84, Carlisle, MA 01741.**



Rebuild Your Model A Cadillac and Ford



We furnish outfit complete, and change can be made in one day. Send for photo and booklet.

Auto Re-Building Co.
530 College Ave.,
Indianapolis, Ind.

The mystery car from *Automotive History Review* No. 3 (top) and below it the Auto Re-Building Co. ad from *Automobile Trade Journal*, Nov. 1, 1905.

DIRECTORY UPDATE

NEW MEMBERS

Propst, Tim 1447	37340 Hebel Richmond, MI 48062	Kaumeyer, Jack 1450	13287 Haverhill Plymouth, MI 48170
Carlson, Stephen 1448	101 1/2 Griffin Avenue Williamsburg, VA 23185	Campbell, Chris 1451	320 Winston Road Oakville, Ontario L6L 4W5 CANADA
Oswalt, Vaughn W. 1449	3675 Mason Road Howell, MI 48843	Adler, Dave 1452	18592 Main Street Huntington Beach, CA 92648
		Dressing, Charles 1453	8121 Sierra Madre Drive Jacksonville, FL 32217

REKINDLING OLD MEMORIES

by William J. Lewis

The "mystery fire engine" on the back cover of the *SAH Journal* No. 124 is most intriguing. The fact that this piece of equipment is roughly a decade older than other vehicles in the photo is not, in itself, unusual.

A vast majority of small cities, towns, and rural communities of America were served by volunteer fire departments in the early days. Very often their first mechanized equipment was of their own making and outfitted to suit, as best they could, areas usually lacking municipal water systems and hydrants.

Separately incorporated residential suburbs, just beyond the fringe of city limits, depended upon the cities' municipal fire departments. Unfortunately, by the time the city's newest chemical engine arrived at the scene it was usually too late. The small amount of water or chemicals carried onboard was barely enough to quench remaining embers.

Such was the case, in the small town in which I grew up, a mere eleven miles northwest of Boston and two miles from the nearest small city fire department.

When we moved to the town in 1926, it didn't even own a fire truck. The small group of volunteers outfitted their personal vehicles with shovels and brooms, one or two soda-acid fire extinguishers, and a ten to twenty gallon backpack water squirter. Much depended upon whether the party line phone operator was at her switchboard, or out feeding her chickens, when the call-to-muster came in.

"Our town," Burlington, Massachusetts, had separated from its ancient nucleus, the town of Woburn, back around 1723. Burlington's volunteer fire department depended upon the then "City" of Woburn's apparatus (a half dozen ten-year-old American LaFrance pumps and one light city ladder truck) for help until the late 1920s.

In fact, the town didn't purchase its first bona fide fire truck until 1928. Engine #1, a Graham-Brothers truck chassis, bodied and outfitted in Boston with American LaFrance equipment, became an orphaned make within a month or so of its acquisition. Nonetheless, old #1 was still in service as a reserve unit twenty-five years later.

Our sparsely populated and sprawling township needed more fire fighting vehicles, but depression era small-town budgets were always strained beyond ability to cope. Engine #2 was, therefore, built up by the volunteer firemen out of a donated 1925 four-banger Chevrolet sedan, around 1931.

Most of the backpack squirters, shovels, axes, and other gear would be carried by this unit, thus leaving more room for storage of extra fire hose on Engine #1. An abundance of fire hose was necessary, since rivulets, frogponds, and the farmer's water well always seemed to be hundreds of yards from most fires.

However, the homemade wooden body, with its load, and a couple of men standing on the rear footboard, made the little Chevrolet ride a bit nose-high. A heavy bronze locomotive bell, acquired as scrap from the Boston & Maine Railroad repair shops in nearby Billerica, was mounted well in front of the radiator on heavy welded steel brackets. I've often wondered just how effective that addition proved toward keeping the little fire truck's front wheels in closer touch with the ground.

Meanwhile, depression era WPA projects had established a number of strategically-placed underground cement water cisterns around town. Burlington, like many thousands of American townships, didn't begin installation of a municipal water system with hydrants until 1949.

Engine #3 carried another ingenious creation of our volunteers: a portable self-contained pump unit powered by a rebuilt 1931 American-Austin engine and gearbox coupled to a rather potent bilge pump. The entire assembly, mounted on a stretcher-like pipe frame, could be carried to the nearest water source by four to six men.

Rural firemen have developed and constructed an enormous quantity of special vehicles to suit their immediate needs since the days of the hand tubs two centuries ago. Their counterparts in many

cities were called upon to do the same when municipal budgets were tight.

Conversion of large older automobiles into fire engines became a common and affordable practice, particularly between 1907 and 1914, as well as during the big depression.

I find no record, as yet, that the French firm of CGV commercially manufactured trucks, albeit their last and largest 4 cyl., 12.9 litre, 75 h.p. limousine chassis of 1906 made a good many truck makers's products look a bit puny. In this light, Oyster Bay's CGV-based apparatus could only have originated by one of two possible scenarios.

Scenario "A": The (assumed) affluent Council of Oyster Bay funded purchase of a new chassis for the project. The bare chassis of a 75 h.p. CGV with wheelbases ranging from 129 to 145 inches was priced at 40,000 Francs in Paris. This translates to approximately eight thousand 1906 dollars on the New York City agent's showroom floor. There would not be any 1907 CGV-badged chassis nor one of comparable size and horsepower built by the subsequent (reorganized) company and badged "Charron." Investigation of fire department and community records, plus interviews of elder citizens in Oyster Bay, might shed much light on this subject.

Scenario "B": Having chased down a good many automobile conversions into fire apparatus, for decades in fact, I can say that this scenario has proven true four out of five times over "A". Everything from the ubiquitous brass flivver (in abundance) to Packard twin-six Pierce Arrow, Knox, Thomas, Winton, Alco, Simplex, Cadillac, and a host of other slightly-used passenger cars lived out their final days as fire trucks.

I would put the average age of the larger and higher-powered chassis at three to five years at the time of their metamorphosis. Invariably, the best conditioned behemoths "cocooned" as ex-limousines and town cars with seven passenger tourings falling a distant third.

This scenario has a well-to-do Oyster Bay citizen donating his old CGV to the local firefighters' needs. Perhaps he had witnessed a neighbor's loss to fire or had himself been a victim, spurring his generosity, much as the fellow, having lost a barn and season's hay, was inspired to give his 1925 Chevy to my old home town's volunteers.

The men of Fire Company #1, whether volunteers or paid full-time Oyster Bay firemen, were more than likely involved with the conversion, sometime between 1909 to perhaps as late as 1913.

Observing the good condition of the CGV's tires suggests that the unit was still on active duty when photographed during that undated 4th of July parade. Vehicles of this type and period usually remained in active service through to the end of the first World War, unless, of course, a major irreplaceable mechanical component bit the dust in the interim. The prevailing pattern, in that instance, often transplanted the body and equipment to an affordable new truck chassis to carry on.

PAGE NINETEEN DISCOVERED

Yes, Matthew, there *is* a page nineteen. Member Matthew Sonfield ("The Missing Catalogue Page," *SAH Journal* No. 124) asked members to help him find out whether page 19 of Rolls-Royce catalogue 5M 9/34 actually exists. His own copies, and those of all collectors he knew, have a barely-conspicuous gap in page numbering, and Matt had a burning desire to know, even if it meant learning that his examples are "incomplete."

Taylor Vinson confirmed Matt's fears. Though Taylor's own 5M 9/34 is similarly bereft, a fellow-collector came through with an example showing page 19 intact. The catalogue is so tightly bound that we cannot reproduce it without damage to the original, but a photocopy submitted by Taylor shows the same car as on page 18 but with the top in a "de Ville" position.

Final tally from Matt Sonfield is eight without page 19 and one with. No one has come up with a plausible explanation for this, so we leave it as one of the poignant mysteries of life.

THE FORD ENGINE EXCHANGE PROGRAM

by David L. Cole

Frank Robinson's letter about Ford rebuilt engines (*SAH Journal* No. 123) was of considerable interest to me in that he says few people remember anything about the engine exchange program. I figured that anyone who has been on earth for half a century and paid any attention to what Ford did in that period should recall something about it. Then I got to wondering just what I knew about it, so I pawed through my modest collection of Ford literature for specifics.

Ford began the rebuilt engine exchange program in the spring of 1933. A short article about it appears in *Ford News* for June 1933 headed "A New Ford Economy:"

MOTOR RECONDITIONING SERVICE

Owners of Ford V-8 or Model A or B cars now enjoy, in addition to low first cost and small operating expense, the advantage of the Ford Motor Company's Motor Reconditioning Service.

This insures low maintenance and repair charges.

An owner of a Ford V-8 car can today replace the engine with a factory rebuilt V-8 engine including parts and labor for only \$40.00.

An owner of a Ford Model A or Model B car can replace the engine with a factory rebuilt engine including parts and labor for only \$37.50.

This service is available through Ford dealers anywhere in the United States. There is a small additional freight charge on the West Coast, and to cover freight to and from the nearest Ford parts branch.

It looks like Ford intended to go into this program even earlier than 1933, as it was in 1932 that they ceased stamping the engine number on the engine block. By stamping it only on the frame rail and on the transmission case, the engine itself could be exchanged without altering the title on the car – the engine number could remain the same.

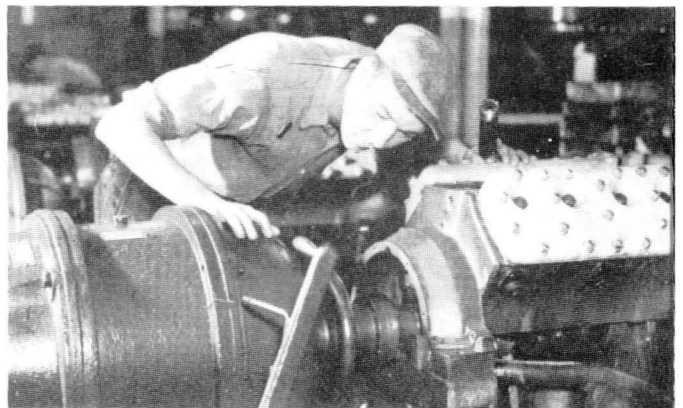
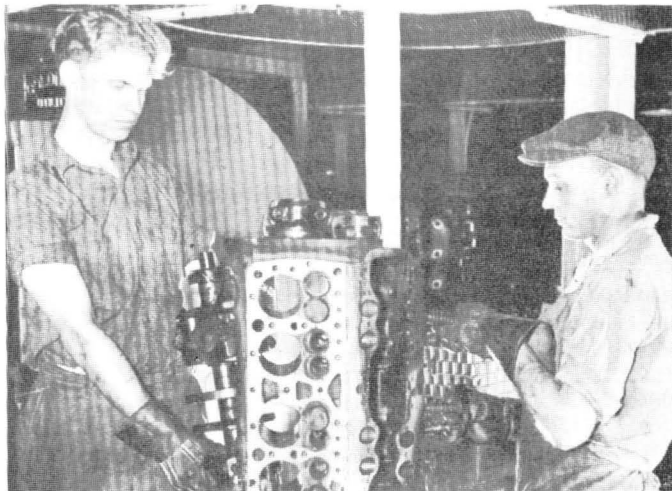
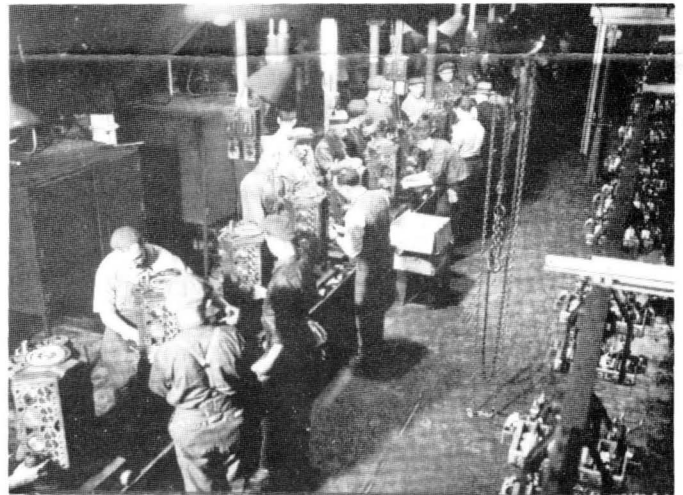
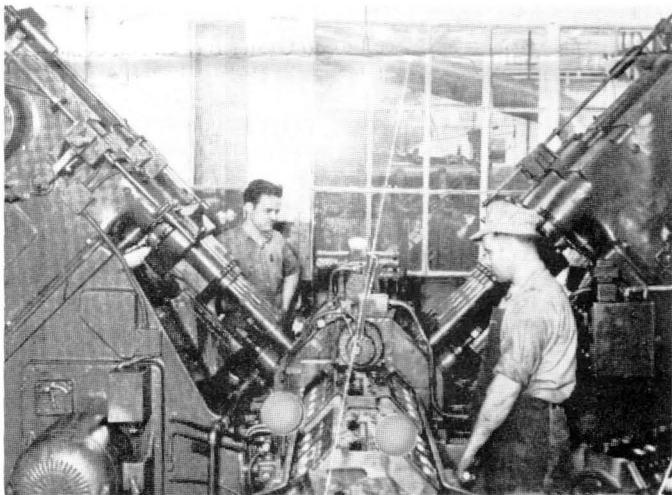
I found the same ad for the Motor Reconditioning Service in Canadian literature, but the price for the rebuilt engine was higher – \$75.00 as opposed to \$49.50 in the US at that time.

A Lincoln service letter in my collection, dated April 16, 1937, says that the Lincoln-Zephyr V-12 engines would be available on the exchange plan, too. Cost ran \$135.00 installed.

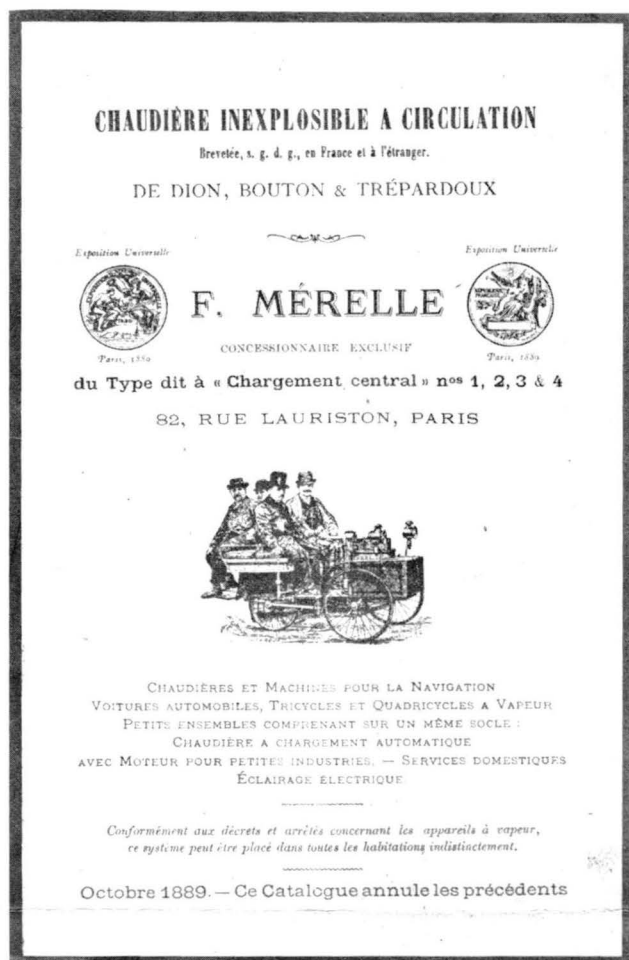
Two pages of the *Ford Merchandising Bulletin* for February 1938 tell about the various Ford exchange programs, illustrating the text with seven pictures showing the rebuilding of engine blocks (a selection shown below).

Somewhere along the line, Ford began authorizing engine rebuilding shops to do the rebuilding. Engines did not have to go back to the factory as long as they were rebuilt to Ford specifications. In southern California, Meyer and Welch, Inc. of Los Angeles did Ford's rebuilding. I bought a rebuilt 21-stud block for my '32 Ford V-8 in 1949. As late as that year, six different Ford-manufactured engines were available on the exchange plan: Ford four cylinder, Ford six cylinder, Ford V-8 60, Ford V-8 90, Mercury, and Lincoln. I don't remember how much I paid for my engine; it seems to me it was over a hundred dollars.

Just when the exchange program was phased out I'm not sure, but I think it was soon after 1949. I don't remember post-'48 engines being offered, but perhaps they were. I do have enough information to indicate that the program existed from 1933 to at least 1949.



Rebuilding Ford engines, clockwise from left: disassembly, reboring, reassembly, inspection and test. Ford Merchandising Bulletin, February 1938, courtesy of David Cole.



THE WORLD'S FIRST CAR CATALOGUE?

This artifact was sent by Grace and Dick Brigham, who received it many years ago from the late Harry Pulfer. Pulfer saw it as proof that automobiles were on sale in 1889.

— Editor



PIERCE-ARROW SCRAPBOOK 1910-1911, by Bernard J. Weis. 48 pages. 30 b&w illustrations. Softbound, 8½ x 11 inches. Bernard J. Weis, 135 Edgerton St., Rochester, NY, 14607-2945. \$10.95 post-paid.

SAH member Bernie Weis needs little introduction, being almost synonymous with Pierce-Arrow interests as the veteran editor of the Pierce-Arrow Society's excellent quarterly, *The Arrow*, and author of *The Pierce-Arrow Motor Car*, initially published as a series of articles in *The Classic Car*, and re-issued in book form in 1981.

Pierce-Arrow Scrapbook 1910-1911 is an historian's confection — one of those rare items which seldom surfaces these days, specifically a collection of articles surrounding the Pierce-Arrow car, found in a scrapbook compiled by a Pierce-Arrow enthusiast of the period who undoubtedly employed a clipping service to glean the material from magazines and newspapers of the period.

The scrapbook itself covers the years 1910 through 1913 and Bernie's intent is to see how the book covering these first two years is received. Thus this is a limited edition, but if it finds its market (which I believe it will), he plans to publish a sequel covering 1912-1913.

— Keith Marvin

BENTLEY: THE SILENT SPORTS CAR 1931-1941, by Michael Ellman-Brown. 448 b&w pages, 36 in color and 17 of blueprints. Hardbound 8¼ x 9¾ inches. ISBN 0-901564-33-8. PBS Publishing Ltd., Dalton Watson, London, £39.95. Distributed in USA by Automobile Quarterly, P.O. Box 348, Kutztown, PA 19530, (800) 523-0236. \$94.95.

The Bentley cars produced from the time of Rolls-Royce's purchase of the bankrupt Bentley concern in 1931 until World War II constituted a second chapter in Bentley's history. During this period, the "silent sports car" gave the otherwise staid Rolls-Royce a sporting adjunct. This outstanding volume is the latest Dalton Watson contribution in closing that gap of Rolls-Royce and Bentley models. It is a winner all the way, maintaining the usual high Dalton Watson standards of information, illustrations, format and binding. Chapters cover the company itself, the cars, lore, press, owners, show cars, coachwork and coachbuilders, with the appendices presenting chassis tables, specifications, modifications, maintenance, tools, registration districts and correlating registration numbers to chassis numbers.

This period in Bentley's history was the beginning of a gradual progression which saw the original Bentley concept become more refined, more elegant, and quieter in operation. The cars acquired improved driving potential while the parent Rolls-Royce became less stodgy, more informal, more daring in design, and faster, culminating in the "Silver Dawn" of 1949 and "Silver Cloud I" of 1955.

I cannot fault this book, and I doubt very much if you could either.

— Keith Marvin

TATRA — THE LEGACY OF HANS LEDWINKA, by Ivan Margolius and John G. Henry, 160 pages, 145 black and white illustrations. Hard cover, 7¾ x 10 inches. ISBN 0-946719-06-3. SAF (Publishing) Ltd., P.O. Box 151, Harrow, Middlesex HA3 0DH ENGLAND. £14.95. Distributed in USA by Classic Motorbooks, P.O. Box 1, Osceola, WI 54020 \$35.95. (Avail. Sept. 15)

In this book the authors have sought to elevate to his rightful place in automotive history one of the most innovative and farsighted designers: Hans Ledwinka (1878-1967). One cause of his relative obscurity in the western world has been the changing political geography of central Europe, and a useful account of this is given.

An Austrian, Ledwinka started his career in the Nesselsdorf factory in Koprivnice, Moravia in 1897, designing vehicles based on the Benz Phaeton. By 1905 he had become Director of Automobile Production and designed a model S, followed by a model T, which was introduced in 1914. In 1916 he moved to Steyr, wanting to design a "People's Car." However, he left five years later not having achieved that aim — with the recommendation that Ferdinand Porsche be appointed his successor.

Back at the Koprivnice Wagen Werke in 1921 he did design and produce his people's car, and the first named Tatra: the T11/12. Known as the "Tin Dachshund," it had a backbone chassis, independent suspension and an air-cooled engine. It won its class in the 1925 Targa Florio, with further successes, including beating the Prague-Paris express in 1926.

In 1927 the company changed its name to Tatra, and after the production of the T70 and T80 — technically of high quality but economically disastrous, Ledwinka returned to the mass market, and the T11's true successor: the T57. It had many unusual design features, including a central driven position, a 3-litre 60 hp air-cooled rear-mounted ohc V8, and a strong aerodynamic influence — exemplified by a dorsal fin, which elevated the car into the world of "style," and led to its becoming a 1930s *objet d'art*.

In 1931 Ledwinka had experimented with his theory of a rear-engined air-cooled car, culminating in the V570, which was not dissimilar to Porsche's Volkswagen prototypes — they freely acknowledged each other's ideas. Hitler was a great admirer of Ledwinka, and told Porsche to put the Austrian designer's ideas into production.

The T57 was developed, via the T77a, into probably Tatra's best-known model, the T87. Weighing in at 430 kg less than its predecessor, it had a similar rear-mounted engine producing 75

hp. In 1979, a 44-year-old T87 was wind tunnel-tested and the Cd measured 0.36 – not at all bad for the early application of an infant science!

Tatra was taken over after the German invasion of 1938, and Goering ordered all production to cease – except for the T87, which was one of the Germans' favorite cars.

Postwar, Tatra lacked Ledwinka's inspiration, and while building the T600 Tatraplan and the Italian-styled 613 they are now known chiefly for their trucks – indeed, one of them won its class in the 1988 Paris-Dakar.

Ledwinka was a fertile designer, acclaimed in 1953 by *Autocar* as "one of the greatest automobile engineers of the century." He was a modest, hard-working man who expected the same from his staff. In return, he inspired deep loyalty and looked after them well. He was imprisoned from 1945-51 on a specious charge of collaboration, and on release he moved to Austria. This parallels the treatment of Porsche, who was imprisoned by the Allies from 1945-47.

The authors have written the first major work in English dedicated to this marque and its creator, and have done a fine job. The book is very readable, with many hitherto unpublished photographs, a useful chronology, technical information tables, a welcome but sadly all-too-rare bibliography and an index.

Margolius and Henry are to be congratulated on this book, which assesses and puts into context the work of a man who, through no fault of his own, is little known in the West. Who knows what else remains to be discovered behind the crumbling Iron Curtain?

– Chris Leftley

WHEELS OF MISFORTUNE – THE RISE AND FALL OF THE BRITISH MOTOR INDUSTRY, by Jonathan Wood. 278 pages, 48 b&w photographs. Hardbound, 6½ x 9½ inches. ISBN 0-283-99527-0. Sidgwick and Jackson, Ltd., London, £15.95. Available in USA from *Classic Motorbooks* (800-826-6600) and *Eric Waiter Associates* (201-665-7811) at \$30.00.

SAH members will expect a lot from this book, for it was judged the best volume on automotive history published during 1988 and bestowed with the Cugnot Award last October. The only ones who are likely to be disappointed are those who feel excellence cannot be achieved without coated paper and color photographs.

SAH member Jonathan Wood, a long-time practitioner of automotive history and journalism, has taken a probing look at one of the world's most schizophrenic motor industries, relating its history and offering some commentary. The tale begins with the emancipation of 1896, which paved the way for there to be a motor industry in Britain, and continues nearly to the present day, though history has been made even since his last word was written in 1987.

Wood's treatise has been researched well. Much of his material covering 1959 and later has been drawn from first-person interviews with long-time industry figures. Coverage of earlier times relies on printed sources, and all are carefully attributed. To begin with, this is a good overview of a national industry taken as a whole, as it seldom is. Wood wisely dispenses his analysis and conclusions sparingly. (The final chapter is titled "Some Reasons Why," rather than "The Reasons Why" [emphasis mine].) This is a complex story, and each of us will no doubt see it somewhat differently.

If there's anything of which to complain, it's the fact that his prose veers toward headiness. A new paragraph, like as not, will be on a completely new subject. My brain would have welcomed subchapters, cueing it as to whether the same story line was continued or whether a quick pause for digestion was warranted before marching in a new direction. As hinted above, the photos are not breathtaking, being the expected press shots of some of the cars mentioned. In a deeper sense they aren't really required anyway.

This is not the last word on the British motor industry, nor is it intended to be. Other books have been written on the subject, and doubtless more will follow. But Jonathan Wood deserves an A+ for this one; it is an enjoyable read, and will make a good reference work for the future.

– Kit Foster

ENCYCLOPEDIA OF AMERICAN BUSINESS HISTORY AND BIOGRAPHY – The Automobile Industry 1920-1980, edited by George S. May. 520 pages, 165 b&w photographs. Hardbound, 9 x 11¼ inches. ISBN 0-8160-2083-3. Facts on File, Inc., 460 Park Avenue South, New York, NY 10016. \$75.00.

Some years ago while trying to piece together the career of a prominent auto industry figure (I think it was Joe Frazer), it occurred to me that it would be wonderful to have a biographical encyclopedia of the auto business. I went so far as to commiserate with a fellow historian as to how useful it would be and how, if we each had loads of time, we could probably produce such a thing. We never did figure out whether it would be financially viable. Now somebody's done it, at least partially.

The Automobile Industry 1920-1980 combines biographical studies (Harry Hoxie Basset to Zeder-Skelton-Breer) with entries on US automobile companies (American Austin to Yellow Truck & Coach) and related topics (accessories to trucks). There are 101 entries by respected authors, including such familiar names as James and Genevieve Wren, Beverly Rae Kimes, Richard Scharchburg, J.J. Flink, and the late John B. Rae. These range in depth from a single page on American Austin to nine pages on Harlow Curtice, and each includes a list of references, pertinent archives, and, for personalities, a list of their most important written works. This truly is a reference work that most of us should have at our fingertips.

Not that it doesn't have some shortcomings. The reader wonders about the absence of Billy Durant and Henry Ford the elder, until realizing that they must be destined for the pre-1920 volume now in preparation. But there are others, like Malcolm Bricklin and Delmar "Barney" Roos, who really should have been included, even if it resulted in shorter entries for all. And the binding is not of the quality you would expect at this price. One wonders how it will stand up in library use, surely one of the book's intended markets.

These quibbles aside, this volume has no real competition. If you're a practicing journalist or historian with even one foot in the motor industry, you should have it within reach.

– Kit Foster



SAH Journal welcomes advertisements from members. Ads are free, and should concern items of interest to historians: books, literature, photographs, illustrations, memorabilia, information; for sale, wanted, to trade. Ads for vehicles or parts are not accepted.

WANTED: Recent photos of the 1950 Oldsmobile 98 2-door and 4-door fastbacks. **John Chevedden, 2215 Nelson Avenue, No. 205, Redondo Beach, CA 90278, (213) 371-7872.**

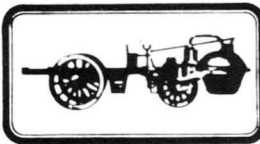
WANTED: Book, *The Mercedes-Benz Racing Cars*, by Karl E. Ludvigsen, published 1971 in Newport Beach, California, by Bond/Parkhurst Books. **Charles Betts, 804 Yardley Commons, Yardley, PA 19067.**

FOR SALE OR TRADE: Tire Rate Book, Jan. 1921, over 500 pp., hundreds of ads for tires, cover loose \$20; battery catalogs, Prest-O-Lite, Columbia, National, Philadelphia, list many cars/trucks ca. 1915-1928. \$30 all; *Spray Application of Flammable Finishing Materials* by Nat. Fire Protection Assoc., 1928, includes cover letter from Pittsburg Plate Glass. \$10. Postpaid. Trade for Kaiser-Frazer paper. **Ben Walker, Box 13006 SFA, Nacogdoches, TX 75962, (409) 569-8603.**

FOR SALE: *MoToR* (US), show issues: Jan. 1925, Nov. 1938, Jan. 1927, Oct. 1941, \$55 ea. *The Flivver King* (Ford), 1948, \$10. *NSSN* magazine, May 1948, race cars, \$15. Montréal official 1937 Car Show Program, 55 pages, A-1, \$35. 1923 Québec license plate, \$40. *Sir Malcom Campbell Book of Famous Motorists* (1937), \$12. *The Motor* (British), Jul-Nov 1943, \$10 ea. **Gilbert Bureau, 2347 Madison, NDG Montréal, Québec, H4B 2T5 CANADA.**



"THE PIONEER OF ALL RUSSIAN AUTOMOBILES" is the way Bill Emery describes the Yakovlev-Freze in Georgano's New Encyclopedia of Motorcars 1885 to the Present. Built in 1896 at the E.A. Yakovlev Works in St. Petersburg, the car is propelled by a single cylinder 2 hp engine located at the rear and driving through rubber belts. It was displayed that year at the Industrial Exhibition at Nijny-Novgorod. Photo courtesy of Soviet Life via Marshall Naul.



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