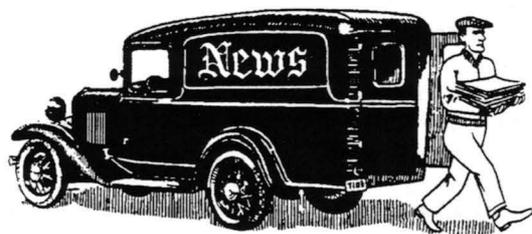


SAH JOURNAL

The Newsletter of the Society of Automotive Historians

September-October 1996

Issue Number 164



ANNUAL BANQUET OCTOBER 11TH

The Society's 1996 annual meeting and banquet will be held Friday evening, October 11th, 1996, at the Hershey Country Club, Hershey, Pennsylvania. The event will convene with a cash bar at 6:30 PM; dinner will be served at 7:15 in the Candlelight Dining Room.

Highlight of the evening will be the presentation of the Cugnot, Carl Benz, and Brigham publication awards, the James J. Bradley Distinguished Service Award, the E.P. Ingersoll award for non-print media, and the naming of this year's Friend of Automotive History. Cost of the banquet is \$27.00 per person, and reservations with payment should be sent to treasurer Paul Lashbrook at 6301 SW Sixth Street, Plantation, Florida 33317 by September 30th.

The Country Club is located at 1000 East Derry Road in Hershey. To reach it, travel east on Hersheypark Drive (formerly Airport Road) to the end. Turn right, over the railroad bridge, and at the next stop turn left on East Derry Road, travelling through the golf course. The Country Club entrance is the first right; banquetgoers should use the upper entrance and go straight in to the SAH reception table.

THE WAY TO THE HISTORY TENT

Hospitality, Reunion, we've called our oasis by a number of names over the years. This year we're simply The History Tent, and we'll be in the White Field at spaces WAY 11-12, a few blocks from last year's location. Due to late allocation of space numbers, we will not be listed in the directories under the Society name, so make note of the space numbers and pass the word to your friends.

As usual, the tent will be a respite from miles of walking, and from whatever weather the winds bring us. Society merchandise and publications will be on sale, and we'll be enrolling new members. Light refreshment will also be on hand, so stop by The History Tent at WAY 11-12.

ELECTION RESULTS ARE IN!

New board members were elected and will be installed at the October board meeting. Holding board positions through 1999 are *Pat Foster*, *Leslie Kendall*, and *Mike Lamm*. Stepping down from the board this year will be *Pat Chappell*, *Jack Martin*, and *Macdonald Leach*.

REPORT ON SOUTHERN CALIFORNIA CHAPTER LITERATURE FAIRE

Circumstances led to the July 14 date for the 14th Annual Literature Faire this year, several weeks later than the usual last Sunday in June date. The weather forecast was for a scorching day in Pasadena but, on-shore breezes and cloud cover kept the temperature cool in the morning and o a reasonable mid-80's by closing time. Those who missed out should rue their day as there were at least four sellers who were "closing out" some very nice collections. Since no admission is charged for buyers and browsers, it is difficult to note the actual attendance. Sellers noted mixed sales results from previous years.

All selling spaces were sold out, with some "no shows" due to various circumstances. However there were no fewer than 135 different sellers offering every type of automobile, and some aircraft, literature and small collectibles. Jay Leno made his annual visit, this year driving an authentic reproduction Bugatti Atlantique. Approximately fifty SAH membership brochures were distributed. Many hobbyists seemed surprised to find that SAH accepts memberships by application. Plans for the 15th Annual Literature Faire are uncertain at this time.

- Darwyn Lumley

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EDITORIAL COMMENT

Keep that mail coming. I open ol' P.O. Box 7073 every day and am greeted by new and old SAH members via their written words. Thank you for the words of encouragement. I'm glad to hear when Society members present their opinion of the *Journal*, positive or negative. I'm very glad to hear that the restyling of this newsletter has been well received.

One thing that I've noticed lately, not many new members know that SAH is an informal organization. For years, I've been reading Grace and Dick Brigham intended to dispose of formality between the group's members. So, with that said, let

me introduce myself. My name is Sam. When you write, email, phone or fax, please...please...please do not call me Mr. Fiorani. If I can disregard how my parents told me to address my elders and those I hold in high esteem, you can call me what everybody else does.

If you could have anyone in the automotive industry write a column on the automotive history, from who would you like to hear? I'm working on a new column to get fresh inputs about this facet of history from people currently in the industry.

I've got some ideas of who could contribute, but I want ideas from the Society members. If they seem interesting to you, then they probably seem interesting to someone else. No person is too small or too big to ask. The initial installment will be a person of great stature in the American automotive industry. Others prospects include top names in Asia and Europe as well as in America. You'd be surprised at how receptive some executives are to getting their name in print. Drop me a note or email with who you would like to see in these pages. If you have a specific topic you would like to see, by all means mention it too.

In case you didn't catch the advertisement in the back of the last issue, I will be getting hitched next summer. Thanks to all who gave me words of congratulations or advice. Having more than a year to plan this wedding is too much time to wait. Only a week into my engagement I knew this. The words of *Elliott Kahn* keep running through my head, "it is even a puzzle to me, why wait that long or plan so far off when so many things can happen or change?" If anyone has planned a wedding in the past few years you know what needs to be done. Hey, mailing invitations to 350+ people will be child's play when compared to the nearly 800 members who get the *SAH Journal*, which I (and my fiancée) stuff into envelopes, stamp (to the more than 120 of you outside of the United States, we lick all of those stamps!), and mail every other month. As Elliot said, both this job and a marriage take "much time, much thought and much work." Fortunately, both offer much joy.

Corrections: *The Daimler Century*, reviewed in the *SAH Journal* #163 is being distributed in the United States by Motorbooks International, P.O. Box 2, Osceola, Wisconsin 54020. The price of the book is \$44.95.

On my comments in the last issue: Although the Buick "Y-Job" is generally considered the first dream car or concept car, there were a few before 1938. If any member can find illustrations of these cars, I'll gladly run them. Write up what you know about the car along with the picture. I'm trying to find photographs of current concept vehicles, but most of them have received enough publicity to be considered over-exposed. I'll keep trying, though.

Additionally, if any current member has not received *SAH Journal* issues No. 160, 161, 162 or 163, please drop me a note, email, fax or phone call. I'll get one right out to you.

- Sam Fiorani

PRESIDENT'S PERSPECTIVE

Earlier this summer, the Society achieved a notable milestone: the enrollment of our 2000th member. Darwin R. Davis of St. Joseph, Michigan, who prefers to be known simply as "Dar" and lists as his interests cars of the 1950s and '60s and such "now" personalities as Bob Lutz, Tom Gale, and Jack Telnack. It is interesting to note it took 14 years from our founding to the induction of our thousandth member, the late John McAlpine. The 500th, whose name is lost to time or the original card file, arrived some time in the early part of 1978, and number 1,500, "Top Hat" John Jendza, came in December of 1990 and is very much with us. We have had steady growth over the last year, some 125 new members since last summer, the benefit of some good press, evangelism on the part of members, and a bit of notoriety attributable to our automotive history conference. *Nan Martin* sent out a number of applications earlier this summer which netted us 20 members within two weeks, and some ink in the syndicated column of *Bob Hagin* (#2008) is still bringing inquiries and enrollments to the membership office.

Membership chair *Matt Sonfield* has been busy, too. In June he sent a mailing to all members lapsed since 1993, and to date 25 of them have rejoined our ranks. With thanks to all of these people, and to the others among us who have talked up the Society with their friends, we can now count 773 people, from Slovakia to Singapore, as automotive historians.

Lest we become too smug, let us consider another side of ourselves. In his letter to former members, Matt asked those who chose not to rejoin to share with us their reasons for doing so, and asked them what might make the Society attractive to them once again. A few people noted that their interests in automotive history were very focused, and were better served by their particular marque or specialty vehicle group. That's understandable, although I like to think that we have much to offer even to the specialists. But we cannot offer the depth in, say, Darracq history that one might get in the Sunbeam-Talbot-Darracq organization.

If there was a common thread to the "complaints," and I'll call them just that, it was that a number of people felt left out of SAH. This was not, on the whole, because of a perceived bias against any period of history or type of vehicle (see my screed in *SAH Journal* No. 162), but because they had had poor luck in contacting other members who, they had hoped, might be able to help them.

This came as a surprise to me, for my own experience in SAH has universally been one of wonderful cooperation from fellow members, and a most unselfish sharing of the spoils of history. A notable number of people who took the trouble to write, however, noted that their pet peeve, and what soured them on the Society, was unanswered queries.

I can understand, in part, how this comes about. Most of us are busy people, and I'm at the head of the pack with this affliction. I also hate to tell any inquirer "Sorry, can't help!" So I sometimes put their letters aside until I find time to research their queries a bit. But when the letter has sunk to the bottom of the "to do" pile for the second month, and no letter from me has been forthcoming, it's little wonder that people start to consider me unresponsive. Lesson: reply right away to the effect that "I don't know but I'll try to find out." The Society gets a wide range of queries, many of which us

generalists are hard-pressed to answer. That's why I'm grateful for members like *Verne Frantz* who can answer questions like "Is the 'Continental' kit on my '60 Chevy original?"

We are, first and foremost in my mind, a network, a worldwide "highly organized system or activity" as my dictionary puts it. Let's keep it that way. If we all answer the mail, we'll keep the net working.

- Kit Foster

IT HAPPENED YEARS AGO

One hundred and ten years ago...

September 18, 1886 - Powel Crosley, Jr., appliance and small-car magnate was born.

One hundred years ago...

September 7, 1896 - Seven vehicles met for the first track race in the United States. The Narragansett Park, Rhode Island race featured five Duryeas and two electric vehicles. Each of the five one mile races was won by a Riker Electric Stanhope. The average speed for the first race was 26.8 miles per hour.

Seventy years ago...

October 7, 1926 - Duesenberg Inc. was formed by the combination of the Auburn Automobile Company and the Duesenberg Motors Company.

Sixty-five years ago...

October 24, 1931 - Thomas Alva Edison died at the age of 84.

Forty years ago...

September 14, 1956 - George Romney, CEO of the American Motors Corporation, announced that American Motors cars would drop Nash and Hudson names in favor of Rambler after the 1957 model year.

September 18, 1956 - The Northern Indiana Toll Road opened connecting Gary, Indiana to the Ohio Turnpike. The road linked Chicago and New York City by super-highways.

Thirty years ago...

1966 - Jaguar merged into the British Motor Corporation

Twenty years ago...

October 1976 - Aston Martin revived the Lagonda name on a wedge-shaped four door sedan.

October 15, 1976 - The U.S. government passed mandatory fuel economy standards for automotive fleets. The Corporate Average Fuel Economy (CAFE) legislation set a level of 18 mpg for 1978 rising to 27.5 mpg in 1985.

Fifteen years ago...

October 1981 - The final Triumph sports cars, the TR7 and TR8, rolled off the assembly line. Only re-badged Honda automobiles would carry the Triumph badge.

25 YEARS AGO AT SAH

Newsletters #20 and 21, September and October 1971:

Jan P. Norbye (#0136) became a member. *Perry Zavitz* wrote about the death of Bill Gray, the last surviving member of the executive staff of Gray-Dort Motors Ltd., Ontario, which built the Gray-Dort car in the years 1915-21.

OCTOBER ART AUCTION WILL BENEFIT NATIONAL AUTOMOTIVE HISTORY COLLECTION

Automobile enthusiasts and collectors of "automobilia" will be acquiring rare and unusual art and supporting the National Automotive Historical Collection (NAHC) at an auction of automotive art on October 26.

With the theme, "For the Love of the Automobile — 100 years," the auction will be a culminating event of the centennial of the American automobile industry. It will be conducted at the Detroit Public Library, which houses the NAHC.

More than 150 vintage collector pieces and original works of automotive art have been donated for the auction by artists and families of auto pioneers. The auction will raise funds for the Collection, which is the largest public archive of automotive history and lore and serves the industry, scholars, writers, and the public.

Howell Davis, professional auctioneer and automobile enthusiast, will gavel down works of more than 50 different artists to the highest bidders.

Thomas Gale, executive vice president of Chrysler Corporation for international operations and design, is honorary chairperson of the event.

"As the prices of collectors cars escalate, art works are becoming even more attractive as affordable automotive collectibles," Davis noted. "We expect collectors and auto enthusiasts will come from many areas to join in spirited bidding for these rare art works."

Donations of the vintage and rare automotive art are being assembled by Lee R. Kollins, a retired Ford executive and former chairman of the NAHC. They will include original art in various mediums and significant objects such as hood ornaments, emblems, and statues.

Many of the art works which will be auctioned are now on public display in the Library's fourth floor gallery.

Donations are still being accepted, and Kollins said several prominent artists have told him "the paint is still drying" on works that will be added.

Proceeds from the auction will go entirely to the Collection, which intends to extend the hours it is open to the public and improve its cataloging and sourcing systems.

A 40-page NAHC Auction Catalog is being created which may become a collectible in its own right. It will admit the buyer to the auction on October 26, which begins at 6:00pm, with a wine and cheese reception. It can be purchased for \$20 from the NAHC at the library, or by mail with a \$4 handling and postage fee.

Catalogs can also be purchased at the door on the evening of the auction, and will be sold at several car shows, including Carlisle and Hershey, Pennsylvania, and Auburn, Indiana.

A free auction brochure and further information can be obtained from the Friends of the Detroit Public Library at 5201 Woodward Avenue, Detroit, MI 48202, or phone (313)833-4047.

YANKEE TOWN CELEBRATES FRENCH AUTO HERITAGE

The auto industry centennial observances this year created an excellent opportunity for towns across America to celebrate their parts in the early days of car building. While the US auto industry is now known collectively as "Detroit," in the beginning it was also places like Springfield, Cleveland, and Kokomo. Despite the fact that hundreds of New England towns and cities can lay claim to an auto heritage, Sharon, Connecticut seemed left out...until they studied their native sons, the Hotchkiss brothers.

A.A. Hotchkiss opened a hardware factory in Sharon in 1829. A.A. Hotchkiss and Sons branched out into armaments at the time of the Civil War, elder son Andrew developing the rifled projectile shell. When peacetime reduced demand for weapons, the Hotchkisses looked abroad, establishing a factory near Paris. The Hotchkiss revolving cannon, brainchild of younger son Benjamin Berkeley Hotchkiss kept the company in prosperity. When the arms trade finally waned in Europe, the company took in some business manufacturing auto parts, and finally started to build whole cars in 1903. From then until 1954, the firm made modest numbers of high quality motor cars, from whose characteristic architecture we take the name "Hotchkiss drive." The firm continued with commercial vehicles, and even built Jeeps under Willys license from 1954 until 1966.

Last year, the Sharon Historical Society mounted an exhibit, "From Iron to Auto: The Hotchkiss Brothers of Sharon Valley," which celebrates the industrial enterprise of this talented family. Society director Liz Shapiro, aided by a grant from the Connecticut Humanities Council and information from the multinational Hotchkiss Association, researched and wrote the exhibit, which remains at the Society's museum through this autumn. A display within the exhibit, "The Car of Golden Mean," interprets the Hotchkiss automotive venture.

On August 10th, the Sharon Historical Society hosted a Hotchkiss reunion, for family and townspeople, which brought two Hotchkiss cars. If that seems underwhelming, it is not: it represents 20 per cent of the known Hotchkiss cars in North America. A third, owned by SAH directoral candidate *Charles Roy*, was detained in Canada by an ongoing restoration.

But wait; there's more! Maria Bissell Hotchkiss, B.B.'s widow, used her inheritance to establish and endow The Hotchkiss School in nearby Lakeville. Little did she know that her legacy would later educate three more automakers: William, Benson, and Henry Ford II.

"From Iron to Auto" remains on display through October. For information call the Sharon Historical Society at (860) 364-5688.

CONDOLENCES

The Society offers its deepest and most heartfelt sympathy to *Paul Berliet* and *Yves Berliet* on the loss of their grandson and nephew, *Rodophe Merieux*, who perished aboard TWA Flight 800 from New York to Paris on July 17, 1996.

RICHARD H. STOUT (1920-1996)

On July 10, Dick Stout chose to leave the world on his own terms.

Dick was a 1942 graduate of Williams College. After the war, upon finishing the Harley Earl Detroit Institute of Automobile Styling, he joined Buick as a designer, and at GM he became lifelong friends with the legendary Frank Hershey and Ned Nickles. There he acquired a stock of anecdotes about Harley Earl which enlivened many a discussion in later years. During those years, always an admirer of Henry Leland, he became friends with Wilfred Leland and his wife and taped their reminiscences.

From GM, Dick went to Studebaker-Packard as a product planner, following Jim Nance to Lincoln-Edsel-Mercury in the middle 1950's. In 1957, he prepared a 395-page "Product Philosophy Report" for Nance, which was an in-depth history of the major players in the industry up to that time, and recommendations for the future. Dick's experiences in Detroit and observations of the industry formed the basis of his book, *Make 'Em Shout Hooray!* which was awarded the Society's Certificate of Distinction in 1989.

For family reasons, Dick took temporary retirement to Delray Beach, Florida, and liked it so much that it became permanent and his home. He retained his styling skills, as shown by his drawings of might-have been bodies for the stillborn 1940 Lincoln 05L which appeared in *The Classic Car* in 1992, and for which he won another SAH Certificate of Distinction. He also kept a lively interest in the industry, sending a number of letters in recent years to *Automotive News* bemoaning GM's abandonment of what he called its heritage of Five Houses. Dick both shared and sought information on auto history, helping James A. Ward with *The Fall of the Packard Motor Car Company*, and asking readers of the *Journal*, in just the last issue, for information on a steam Greyhound bus.

Richard Stout the man was a gracious and generous host, a boon companion as they say, ever ready to share his experiences and insight about the industry, as avuncular as Walter Cronkite, with an aspect and vitality that belied his 76 years. When I last saw him, at the end of March, he appeared to be at the top of his form, and a note in June did not indicate otherwise. That should be of some comfort to his many friends.

- Taylor Vinson

BECOME PART OF HISTORY HELP OUT AT HERSHEY

To offer history or hospitality, or for reunion at our Herhsey Tent, we need people. We need hosts and hostesses on hand all day Thursday, Friday, and Saturday, October 10th, 11th, and 12th at The History Tent. If a number of people commit to an hour or two each, the weekend will be covered without an undue strain on the part of anyone. Please call *Paul Lashbrook* at (954) 587-5785 and let him know when you can help.

GRACE PERRIN KIMES

Grace Perrin Kimes of Eagle River, Wisconsin died on July 30th, 1996. She was the mother of former Society president *Beverly Rae Kimes*.

Mrs. Kimes had been a comptometer operator for Sears Roebuck in Chicago. The comptometers were the predecessor of today's business computers, and their operation was a skill of which she was very proud. According to her daughter, "She kept her letter of recommendation, even though she left Sears to become a full time homemaker and mother." She remained active in her home community of Wheaton, Illinois, heading the cancer campaign and becoming the top Avon lady in the state. In addition, she was a world class gardener. "Most of what I am I owe to Mom," Beverly concluded.

DUESENBERG II LOOKS FOR ASSISTANCE

Financial problems continue for Precision Classics, the producer of the Duesenberg II in Elroy, Wisconsin. Although a potential investor has been found for the troubled automaker, governmental help will be need to secure additional funding. The request from the small manufacturer is for the United States government to grant an exemption from safety regulations (air bags and side impact) for the Duesenberg II. Without this assistance, the replicas of the classic depression-era Duesenbergs will finally fade into history.

Richard Braund, president of Precision Classics, said that his firm has been building the Duesenberg II since 1978. Clearly not kit cars or production-based replicas, the Duesenberg II uses only Ford mechanical components, a 351cid fuel-injected V8 and automatic overdrive transmission, on an original chassis. The hand-build car takes so much time to produce that only 60 cars have been built in 18 years. A number of body styles have been offered including a speedster (based on Harrah's J508) and the Royalton dual cowl Phaeton. Intended as a drivable supplement for a Duesenberg collector, the Duesenberg II was called "the best kept secret in the automotive industry" by Mr. Braund.

WANTED: AUTOMOTIVE LITERATURE 1900-1975



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I buy sales brochures, repair & owner's manuals, showroom items, artwork, models & toys, posters or any items pertaining to automobiles, trucks or motorcycles...I travel to purchase collections.

CLASS EIGHT TRUCKS

- D.J. Kava

On July 22, 1996 the Wall Street Journal ran a short article on the Class 8 trucks sold in the USA. These trucks are known as 18 wheelers, capable of hauling 33,000 pounds or more. The article noted an expected 25% downturn in the market after two record years of 200,000 unit production. First five month 1996 market share was listed:

Freightliner	29.7%
Navistar	17.0%
Mack Trucks	11.3%
*Peterbilt Motors	11.1%
*Kenworth Truck	10.9%
Volvo GM	9.5%
Ford Motor	8.7%

*Division of Paccar Inc. operated separately

The article surprised me with the consolidation of the industry. Navistar is of course the 1986 resurrection of the near bankrupt International which started motor vehicle manufacture in 1907. It is opening a production plant and parts distribution center in Mexico. It also has about 70% of the market for school buses and medium trucks. It plans to lay off 3,000 workers over the next three years at its Springfield, Ohio plant. Navistar has about 16,000 employees total with 5,000 in the Springfield plant.

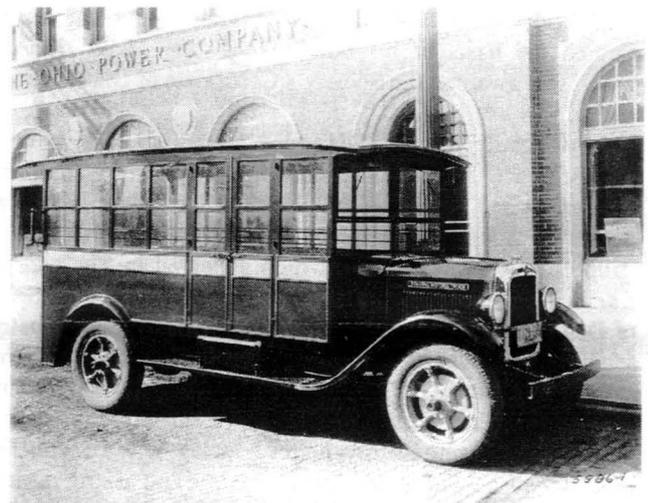
The most active company seems to be Freightliner. It is owned by Daimler-Benz and represents about a quarter of Mercedes Benz Commercial Vehicles group income. Last year, 18 wheelers accounted for 68% of Freightliner's \$5 billion income; the rest, medium duty trucks and parts. In the next few months new facilities will open in Saudi Arabia, South Africa and Israel to go along with plants in Australia and Mexico. Freightliners are sold in 23 countries. It has furloughed some 800 domestic employees at two production sites. Last year it acquired the Oshkosh Truck Corp's light chassis division and plans to produce 3,000 units a year in head to head competition with Navistar. A new partnership with Oshkosh Truck provides Freightliner dealers with Oshkosh dump trucks and cement mixers. It has also purchased the 164 year old American LaFrance company and plans 400 to 500 fire engines a year from a new factory in Cleveland, NC.

Production has dropped at Volvo GM from 110 vehicles a day last year to 78 currently. It has laid off 300 of its 3,400 employees

Reporter Nichole M. Christian noted a worldwide slow down in production was expected with Japan, North American and western Europe being hardest hit. Germany and England account for half of the western Europe sales.

DAVIS DELIVERY WAGON

While on a visit to Britain in 1990, I was awakened very early one morning by the sound of jangling bottles reminding me of the old 1940s tune "Milkman, Keep Those Bottles Quiet." It reminded me of my childhood and Rudy, our friendly milkman, who not only brought the milk into our house but rewarded us kids with a piece of ice from his truck on a hot summer's day. Home delivery of milk in the United States has long since passed into history, but it once was *the* way to buy milk. The milkman became one of the family. Occasionally the milk was set out on the back stoop where, in the cold winter weather of northern Ohio, it would sometimes freeze, pushing the cream up and out of the bottle (this was before the days of homogenized milk when the cream floated on the top).



Although now just a memory, the sight of the home delivery man was once common as not only milk but bakery products, ice (for the ice box), and fresh vegetables were brought to the busy housewife. Home delivery had its origins in an era when getting to the store was not as easy as today and was a real inconvenience. The effort to hitch the horse up to the family carriage was sometimes just not worth it.

The pace of life at the turn of the century was a lot less hectic but ole Dobbin was a real work saver. Hitched to the milk wagon, he became accustomed to the route and knew just where to stop and for how long. All the driver had to do was make up his orders and hop on and off the wagon as it moved along the street, kind of like an early cruise control! But while the horse was great on the route, time was lost in hitching up and traveling from the dairy to the residential neighborhood and back. With the coming of the motor car and motor truck, alas, time seemingly speeded up and the days of the horse and wagon were numbered. Among the dairymen who early adopted the motor truck to milk delivery was Jay H. Butler of Newark, Ohio who was carrying on the family dairy begun by his father in the 1890s.

By 1920, automobiles and trucks were quite commonplace and in that year the Halladay Motor Company announced plans to build a new factory and move all production to Newark, not far from the Butler dairy. The Halladay company had originated in Streator, Illinois in 1905 and was fairly well known so local residents, including Butler, quickly snapped up stock in the Newark venture when it was offered. Unfortunately, the auto firm never got off the ground and only built a few cars, one of which went to Butler. Nevertheless, this close up introduction to auto manufacturing had a profound effect on the young dairyman.

Butler's satisfaction with the conventional motor truck of the day left a lot to be desired and he soon realized that he missed the option of letting the horse do the driving. And it wore him out getting in and out from behind the steering wheel. No doubt thinking back to his horse-drawn milk wagon, from which he could hop off and on and even remain standing while making up orders, in 1921 Butler, with the help of a local mechanic, designed and built a new delivery truck body to fit on a conventional Model T Ford chassis. The unique feature of this new design was that he moved all of the controls for operating the vehicle to the rear platform!

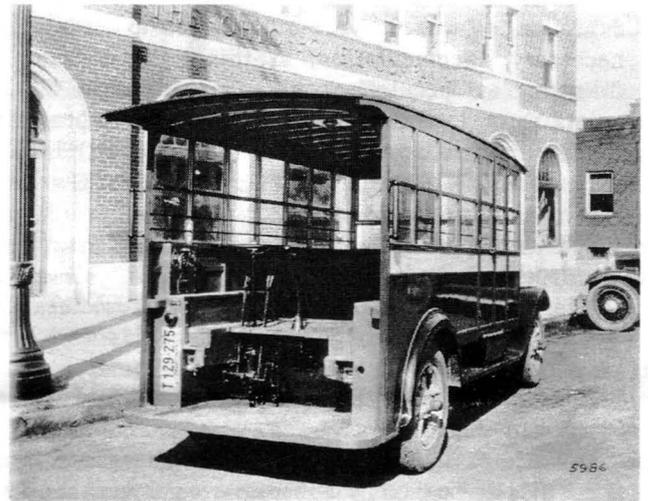
The new truck attained some success. It was reported by Butler's daughter that the truck would move down the street at a very slow speed and stopped on its own. An unusual parking brake could be set to engage after moving a short distance to keep the vehicle from getting away from the driver. This permitted the driver to make deliveries from one house to the next and the truck kept up, much like the horse who knew where to stop. Because of the light traffic on residential streets in those days there was little risk of an accident from the driverless truck.

Reportedly with the horse drawn wagon, Butler could cover two routes of 100 deliveries each day taking five hours each. The new truck enabled him to cover 250 customers in three hours. In a measured test, he delivered 28 cases of milk to 180 stops, traveling 19 1/4 miles and consuming 1 3/4 gallons of gas.

News of the unusual vehicle soon reached the ears of other dairymen. The designs were granted patent protection in 1924 and with a new partner, William Davis, the two formed the Butler-Davis Company to manufacture bodies with rear driving controls for use on Ford, Chevrolet and other popular chassis. The bodies were built out of wood, with Masonite or Met-L-Wood panels and prices ranged from \$395 to \$498. Later designs included trucks with the controls in the middle and front as well. Units were shipped all over Ohio.

As reported in a newspaper article of the day, "the unusual feature of the truck is the rear drive, either sitting or standing, thus enabling the driver to step on or off the car and in a moment be at his work. The wide doors at the side enable the load to be moved in a very short time by several workmen without cramping working quarters. The newly designed body is meeting with such favor that it is offered by all authorized Ford dealers and has attracted the favorable attention of many large concerns who are in the milk delivery line. The body is built of a Ford passenger car chassis and a large body is built for a Ford ton chassis."

In appearance, the bodies resembled the conventional Ford panel delivery body except that it was reversed on the chassis, with the high part that would normally be over the driver in front now in the rear over the platform where the driver controls were located. By the late 1920s, the design attracted the attention of General Motors, and Butler made several trips to the Pontiac, Michigan headquarters of GMC Truck & Coach to negotiate a working agreement between the two companies. Finally in 1930, GMC agreed to build one unit for demonstration and if enough interest resulted, they agreed to pay a royalty of \$25 per unit for each GMC sold with the Butler-Davis body.



From today's perspective, the usefulness of the design, with the controls at the rear, certainly appears ungainly. The driver had to look over the entire length of the vehicle to navigate. Not only that, stacking the load too high also interfered with vision ahead. Furthermore, one misstep and the driver could easily have fallen off.

However by 1930, the depression had a firm grip on the nation and money for anything was rapidly disappearing. Most dairies were not willing to buy new equipment in such uncertain times and Butler soon gave up the body business, returning his attention to the dairy which was still going quite well, having created quite a following for its ice cream. In fact, always an innovator, Butler opened the first drive-in ice cream stand in Ohio, where you could drive up to the window and order and receive your favorite without ever leaving your car.

The dairy's ice cream remained popular with Newark residents until 1954, when Butler closed up shop and retired. He died in 1967 having seen home milk delivery and its special vehicles reach the pinnacle of their development.

- Lawrence A. Brough

DRIVING ON THE LEFT AND RIGHT

When you read the early issues of SAH newsletters, debates and discussions were very common. Lately, I've tried to stir the Society but with little luck. But last issue, Erwin Schuab's letter jump-started what I could not. Here are a few of the responses:

A letter from Erwin Schaub printed in the July-August issue asked a question which, for simplicity, I will rephrase as: "Why do the English drive on the left, and the French on the right?" I started looking into this question several years ago, but was surprised when I was unable to find a source that provided the answer.

As a result of researching this question, I have pieced together an answer about which I am reasonably confident. However, since I have yet to find all the necessary documentation, at this point I offer the following as speculation only. I've numbered the key points in a logical thread, in the hopes appropriate literature references to support (or supplant) each of these points will be provided by others.

1. When approaching someone coming from the opposite direction, the Romans (as well as the Japanese) passed to the left. This kept the other person to their strong side, and thus they were better able to fend off any possible hostile move.
2. This practice of riding on the left continued after the fall of the Roman Empire, so one would still find people passing to the left on Charlemagne's, Henry VIII's or Louis XIV's roads.

This explains why the English drive on the left, but would seem to imply the French also should drive on the left.

3. Irrespective of the direction along the road they were walking, French peasants always had been forced to move to the right side of the road, as seen from the point of view of an approaching horse or carriage. This kept the peasants to the sword-arm side of the mounted nobility.
4. In the wake of the French Revolution, a number of things changed for much of Europe. Some of France's new practices stayed with us (e.g., the metric system), while others were dropped (e.g., their new calendar). One of their many novel ideas was that of equality.
5. One of the decrees issued by Revolutionaries was that henceforth, in the interests of equality and solidarity with the average citizen, as well as to humble the former nobility, everyone now had to travel on the right side of the road.

Thus, if all five of the above points are correct, it explains why France drives on the right. What about the rest of Europe?

6. The last thing a quickly-moving army needs is to be slowed down by wagons on the wrong side of the road. Hence, countries conquered by Napoleon adopted France's new driving convention. Since Napoleon managed to conquer much of Europe, it explains why many other countries drive on the right. Countries which escaped occupation by the French army, e.g., Sweden, Czechoslovakia, England, Japan, etc. kept to the left. By the way, although the lands that became Czechoslovakia were part of the French empire for a time, Czechs drove on the left until 1939, when Hitler's army moved in. The Czechs immediately switched to the right. Sweden switched nearly 30 years ago, but for simple economic reasons.

Finally, what about the United States?

7. I believe that the convention being used by the majority of people on the sidewalks and roads is the one that takes over. A simple example supports this contention. When someone from North America first gets off the plane in London, they immediately start bumping into pedestrians when trying to pass to their right. In the face of overwhelming numbers, the American quickly changes to passing on the left. I speculate that sometime between the years 1800 and 1900, the waves of immigrants coming from many parts of Europe caused the convention followed on the sidewalks (and streets) of New York to change from the English one, to the French one.

- Charles Falco

I haven't got any quotable authority for this explanation, either. It's just "what everyone knows."

Dispatch riders, small cavalry patrols, gentlemen on horseback, always kept to the left, so they had their right hands free for a sword-fight against a challenger. When carriages came into use, they automatically kept to the left also, since their scouts/escorts did. It did not change when armed escorts became less common. And it was the same all over Europe.

Napoleon Bonaparte, the compulsive interferer, could not even leave traffic engineering alone, and one day ordered all traffic to keep right throughout France and occupied territories, which included Spain, most of Italy, Germany, Austria, and Poland. Why? Perhaps on a whim, perhaps to make change for the sake of change, or even just to have his name associated with yet another law.

European countries he never occupied kept driving on the left. That includes Britain and Sweden. Though Napoleon's former marshal, Bernadotte, became King of Sweden after Napoleon's fall, Sweden had in fact fought against Napoleon, siding with the Poles and Pomeranians, and Bernadotte had changed sides when commanding a French army on the eastern front. Austria-Hungary, united under Habsburg rule after Napoleon's fall, reverted to left-hand traffic.

Hitler brought them in line with the rest of the Reich, but Sweden, neutral in World War II, delayed the switch to right-hand traffic until 1967, and then only because of the rising number of accidents involving Norwegian vehicles in transit, and motor tourists from the Continent.

At the risk of causing confusion (or hilarity, which I prefer), I should mention that on the French railways, the trains still keep left today, just as the trains on the other side of the Channel.

As for a possible Roman connection, I think I must disappoint you. Their famous chariots were not used for long-distance travel. They did not have a big role in battles, from what I can learn, and seem to have been mainly playthings for the idle rich. The Roman Army on the march, in cohorts or legions, usually occupied the full road width, and when not, probably stuck to the middle.

- Jan P. Norbye

Probably one of the most questioned and least understood subjects in automotive history today concerns why various countries, colonies, territories, enclaves, etc., use a traffic pattern geared to driving on the left- or right-hand side of the road.

There are numerous answers to this, among them basic tradition of a thousand years or more; military occupation, conformity with neighboring places, influence of power states, national unity, trend toward world uniformity, availability of cars, and political reason among the many ways in which one or the other has been chosen.

And yet, for all the curiosity surrounding the subject, few realize the many reasons responsible for one or the other sides of streets, turnpikes and country roads. Changes have been numerous over the last century. Information on the whys and wherefors have not.

Even some of the more interesting changes over the years are little known to few such as the left-hand pattern of four Canada's then-nine provinces as late as 1920 or, in the recent brief war between Argentina and the Falkland Islanders were forced to drive on the RIGHT for the brief time Argentina held control. It has become a major issue in the pursuit of the history of automobilia; yet few have the answers. Concern yourselves with the issue no further. The answer is at hand.

The whole story is available in a superb book, *The Rule of the Road*, written by Peter Kincaid, an Australian automotive historian, and published by Greenwood Press of New York; Westport, Connecticut; and London. Subtitled "An International Guide to History and Practice," the 240-page hardbound volume gives the answer to why even the tiniest constituencies in the world have chosen one side or the other. The author is a Senior Lecturer in Law at Macquarie University in Sydney.

For those who are interested, Kincaid's chronicle is the panacea to cure all ills relating on what side's the right side, right down to Pitcairn Island with a population of 61. (Down from its thriving mass of 200 sixty years ago!) And even with a total motor vehicle registration of three cars, 34 motorbikes and two tractors (as of 1986), the vehicles must adhere to its 'rule of the road.'

This is an explanation and not a review, but it should be a valuable reference for those who really care about these things, including this writer who has found it of great value!

- Keith Marvin



HOW DETROIT BECAME THE AUTOMOTIVE CAPITAL by Robert Szudarek. 350 pages. 800 illustrations. Softbound. 8½" x 11". History of the Motor City, P.O. Box 3384, Centerline, Michigan 48035-0234. \$30.00 postpaid.

When Bob Szudarek became aware of the major celebration held on the 50th anniversary of the auto industry in 1946 and realized that the centennial year was approaching, he sought to learn more about the early industry in Detroit and environs. He was surprised to find that the lore was recorded only in bits and pieces. After some six years of dedicated research, he has remedied that situation.

The author is a native Detroiter who grew up near the Packard plant and is employed as an electrical engineer by a major automotive component supplier firm. The book is not only an essential reference for every automotive historian, but is an enjoyable coffee-table book.

Bob's style is original, and his command of the language is excellent. He begins with a series of pre-1896 events of significance in Detroit and from time to time inserts reviews of changes to the city not directly related to the automotive firms.

The book profiles, with descriptions and photographs of factories and principals, the 105 makes of automobiles built in Detroit and marketed, as well as 49 others which were capitalized but did not produce cars. The profiles range from Charles Brady King to the Edsel. The author's treatment is very well balanced with typically four pages per firm, and none exceeding eight. It should be noted that some additional pages are devoted to Edsel Ford and William Durant.

An important feature is the bold type for each individual whose name appears in more than one profile. The firms are all addressed in the chronological order, and a two-page tabulation of the firms, with corresponding page numbers, is at the front of the book.

The individual company profiles are based on original research and often extended or amplify familiar information. Frequently the entrepreneur's portrait photo and vital statistics are provided. Bob Szudarek has utilized a wide range of historic sources to produce a comprehensive account of *How Detroit Became the Automotive Capital*.

- George P. Hanley, P.E.

AUBURN & CORD, by Lee Beck and Josh B. Malks. 160 pages. 200 B&W illustrations. Hardbound with dustjacket, 10"x10". ISBN 0-7603-0172-7. Motorbooks International, P.O. Box 2, Osceola, Wisconsin 54020. \$29.95 plus \$4.95 shipping and handling.

There has been no lack of coverage surrounding E.L. Cord's automotive empire, notably the *Illustrated Duesenberg Buyer's Guide* and *Cord 810/812: The Timeless Classic*, of 1994 and 1995 respectively, both by Josh Malks. This one is different as it omits Duesenberg from the picture and concentrates on the history of Auburn, how E.L. Cord took it over and, in addition, the Cord models—the "L-29" of 1929-1932 and the "810/812" of 1936 and 1937.

What I find especially significant in this history is the coverage involving the almost moribund Auburn of 1924 being saved for another dozen years of production and how, by design and mechanics, Cord made an automotive purse out of a sow's ear, plus his twice-accomplished entry into the front-wheel-drive milieu with the car he named for himself.

So few manufacturers survived the tremendous drop in production in car building from 1930 to 1931, and so very few showed a gain, notably Plymouth and even Pontiac, the latter building 82 more cars than the previous year. But mysteriously the independent Auburn managed to up its production from 14,380 to 36,148—a phenomenon probably due to its stunning appearance, performance, affordable price and individuality.

This is a good book and should gain wide appeal, especially to those whose predilection centers around the more sporting cars of the land. It is a testimony to how an independent could pull off, in one of the most unlikely economic periods of this country's history, more than doubled production!

- Keith Marvin



BROTHER JOSEPH STAGGI AND HIS CAR

I would like to know if anyone has information about a self-propelled vehicle that may have been made by Joseph Staggi in Florence, Italy, probably during the 1850s.

What little I know about this vehicle comes from Joseph Staggi's obituaries in several local newspapers. Joseph Staggi was born in Italy on November 13, 1824. Even as a child, he displayed a curiosity about all things mechanical. As a youth, he was apprenticed to a blacksmith in Florence. Some years later, he was said to have built and operated an iron motor wagon, which was supposed to have been the first automobile in Florence. No date or description was given for the car, but it seems likely that it was completed before 1856 and certainly before 1858.

A devout Catholic, Joseph Staggi joined the Jesuit Order on May 1, 1856. Two years later, Brother Staggi came to America with Fathers Prelato, Imoda, and Neri, who were traveling to California to join the faculty of Santa Clara College, now Santa Clara University. Brother Staggi was placed in charge of the college's blacksmith shop. He died on Easter Sunday, March 27, 1910, at the Jesuit Novitiate in Los Gatos, California. The obituaries all mention his automobile. I would like to know if this is true and, if so, get some more information about this vehicle. **John Perala, 1407 South 59th Street, Richmond, California 94804-5005.**

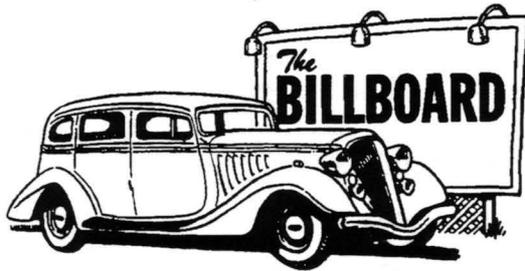
ON RACHMANINOFF'S "MYSTERY" AUTOMOBILE

The great Russian musician's tourer [Issue No. 163] did not carry a nickname. Loreley was the name of German cars built from 1905 to 1922 by a firm owned by one Rudolf Ley and his brother Alfred. They used both their family name and the romantic name Loreley for their vehicles.

They produced touring cars and sedans of medium and high class, and even a sporting version. Their works were in the German town of Arnstadt (Thüringen). Those well built automobiles followed the general trends with the exception of one model fitted with hydraulic brakes on four wheels. It was on a Ley chassis that aerodynamics pioneer Paul Jaray created his first "streamline" body, but its independently measured fuel consumption reduction did not have any impact with the industry. The Ley works stopped automobile production in 1922 in view of the dire economic conditions at that time.

The name "Loreley" has a long life. It was a nickname for a huge slate rock on the Rhine bank near St. Goar. At its foot, shoals of river boats capsized in wild weather, or, by a folklore saga, seduced by the songs of the beautiful fairy Loreley sitting on the top of the rock. In the last century, the name was known thanks to a poem by Heinrich Heine, publicized by a song which up to today can be heard in German-speaking countries.

As a young school boy, the writer repeatedly saw a Ley touring car in 1922, whose owner obviously was satisfied with it. **Robert Braunschweig, Humboldtstrasse 39, CH-3013 Bern, Switzerland.**



The Billboard welcomes non-commercial advertisements from members. Ads are free, and should concern items of interest to historians: information, books, literature, photographs, illustrations, memorabilia; offered, wanted or to trade. Ads for vehicles or parts are not accepted. To advertise regular sales or services, contact ad manager Don Leach, One Poplar Point Road, Edgewater, Maryland 21037 for display ad rates.

WANTED: Vanderbilt Cup, Long Island Motor Parkway and any pre-1917 automotive racing historical material. All responses answered. **George Spruce, 33 Washington Street, Sayville, New York 11782. Phone: (516)563-4211.**

WANTED: Any type of literature or memorabilia that refers to dream cars, prototype cars, or design study cars, from American automobile manufacturers from 1938-1970. **Joseph Bortz, P.O. Box 280, Highland Park, Illinois**

60035.

WANTED: Mercury Cougar information. Information on 1968 Mercury Cougar GT-Es. National Registrar for these rare vehicles would like all information available concerning them, particularly VIN #s and left door data code plate information. The history of the cars, original owners, past owners, stories, pictures, etc. Also, 1967 Mercury Cougar information. The owner of Cougar 1 (serial #1) needs first quality literature, memorabilia, letters, dealer showroom albums, salesman's books, brochures, mailers, press kits, showroom display kits ads, merchandising items, particularly those having to do with the introduction. All letters and phone contacts will be answered, and all reasonable costs involved in providing information will be reimbursed, or in some cases even prepaid by arrangement. **Jim Pinkerton, 5810 142nd PL. S.E., Bellevue, Washington 98006. Phone: (206)641-9037.**

WANTED: Canadian Ford serials. SAH Newsletter No. 7 (March 1970) had a list of Canadian Model T and A Ford serial numbers with dates. Does anyone have any similar data for 1932-40 Canadian V8s? **Kit Foster, 1102 Long Cove Rd., Gales Ferry, CT 06335 fax: (860) 464-2614 email: foster@pcix.com.**



Ford introduced the Adrenalin concept vehicle at the 1996 Los Angeles Auto Show. In a time when manufacturers sell every truck and four-door sport-utility vehicle that they can build, Ford decided to test the waters for a combination of both. This four-door pickup, based on the compact Ranger has only been shown a few times. General Motors already has a four-door Chevrolet S10 pickup planned for sale in South and Central America, but Ford may beat GM to the punch in North America.

New ~~CROSLLEY~~ FARM O ROAD

"It Goes to Town"

*Farm Tractor with Finger-touch
Hydraulic Implement Control—
Front and Rear Power Take-off— 6 Gear Speeds
Forward and 2 Reverse— Industrial Tug or
Tractor— Pick-up or Dump Truck—
2 to 5 Person Road Car.*

Here at last is the machine you've been longing for, wishing for: as a tractor, a powerful work horse for farming . . . a fast, economical vehicle for road trips . . . a rugged truck for hauling and towing . . . and a mobile power plant for sawing wood, spraying, etc., all combined in one lightweight, low-cost machine. That's the Crosley FarmOroad!

And its low, low price is sensational news, too! The basic vehicle lists at the Marion, Ind., factory, without hydraulic equipment or other accessories, at only \$795. Accessory equipment is priced proportionately low.

It's ideal for the "city farmer," the country place, for large and small farms, ranches, truck gardens and groves. This remarkable vehicle has



from
\$795
F.O.B. Marion, Ind.

the power, the ruggedness, the versatility to perform a complex variety of jobs. In addition to being lighter and more maneuverable than any comparable vehicle on the market, its economical first cost is only equalled by its economical operating cost—35 to 50 road miles on a gallon of regular gasoline. And amazingly economical to operate in field work.

INVESTIGATE IMMEDIATELY! See your Crosley Dealer without delay. Learn what the Crosley FarmOroad can do for you. You'll be amazed at the versatility and maneuverability of this remarkable vehicle. Or, if you are interested in selling this remarkable vehicle to the vast market for which it is designed, write, wire or telephone at once to Sales Manager, Crosley Motors, Inc.

This advertisement appeared in the February 1951 issue of Country Gentleman magazine. Crosley, famous for producing appliances and radios, left vehicle production in the summer of 1952, but the Farm-O-Road was rebodied and reborn as the Crofton Bug in 1958.

- from the editor's collection