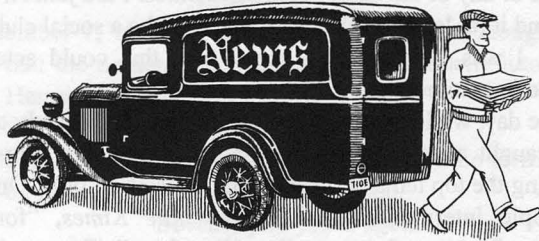


SAH JOURNAL

The Newsletter of the Society of Automotive Historians, Inc.

September-October 1999

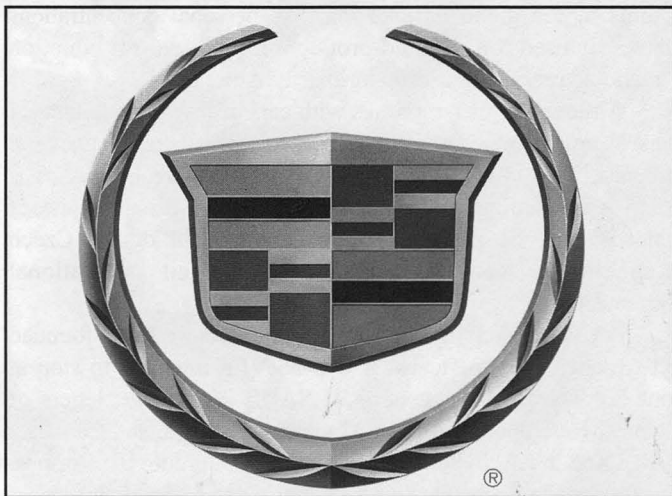
Issue Number 182



CADILLAC CHANGES ITS LOGO

One of the most recognized logos in the automotive world is changing. Citing the need to be more youthful, Cadillac has updated the symbol for "the standard of the world."

The coat of arms, surrounded by a laurel and topped off with a crown has been cleaned up and will appear on Cadillac models beginning in just a couple of years. Gone is the crown. The laurel was been "modernized" to give it a more streamlined look. The six merlettes have been allowed to fly south for the winter and the crest is now just a collage of colored patches.



What was once a proud brand for a world-class luxury car, has come to represent all that is stereotypical of American cars; soft rides and large size. Competition from around the world has surpassed this world standard in the eyes of the buyer and Cadillac is making a point to change its image.

Still instantly recognizable as a Cadillac badge, the new logo seems busy. When contrasted with the logos for Mercedes-Benz, Lexus, Infiniti, and BMW, the Cadillac logo still recalls the cars of old and may undermine the new direction in which the brand has chosen to take.

ELECTION RESULTS ARE IN!

With a relatively high voter turn out, new officers have been elected to the Society of Automotive Historians. As of the annual dinner in Hershey, the new members of the board of directors, elected for three-year terms, will be *Darvin Kuehl*, *Dale K. Wells*, and *Charles W. Houser*. Their terms will expire in October of 2002.

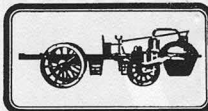
As *Sinclair Powell* steps down from his two-year term as president, *Leroy Cole* will take the role as the head of SAH. Leroy's vice president is Kettering University professor, *Richard Scharchburg*. Elected to the position of secretary is *Michael Berger* and returning as treasurer is *Kit Foster*.

With the election of Leroy and Richard to new positions, vacancies were created for two board seats. Appointed to fill these positions were *Darwin H. Lumley* (completing the two years left in Leroy's term) and *Jim Schild* (taking the one year remaining in Richard's term).

The Society of Automotive Historians looks to be in secure hands as we enter the last year of the twentieth century.

Inside the Journal...

Editorial Comment	2
President's Perspective	3
25 Years Ago at SAH	3
Additional News	4
"A Most Unusual Engine" by Don Radbruch	6
"The Graham-Paige March" by Keith Marvin	7
"Research on the Internet" by Sam Fiorani	8
"A Chronology of Significant Events in SAH History" by Taylor Vinson	10
"A Short Subaru Tale" by Sam Fiorani ..	12
Book Reviews	
<i>Florida Prestate License Plates</i>	12
<i>Fifties Flashback: A Nostalgic Trip</i> ..	13
<i>The Miller Dynasty</i>	13
<i>Corvette: American Legend, Vol. 4</i> ..	13
Letters	14
Classified	14
It Happened Years Ago	15



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SAMUEL V. FIORANI, EDITOR

307 Kingston Drive

Douglasville, Pennsylvania 19518 USA

Email: SAHJournal@AOL.COM

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ADVERTISING MANAGER

Ken Yerama

221 Freeport Drive

Bloomington, IL 60108 USA

(630)893-1058

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	Issues	Dates
Richard B. Brigham	1-29	September 1969-(undated) 1973
G. Marshall Naul	30-50	July 1973-December 1976
John Peckham	51-59	Feb 1977-July 1978
Walter Gosden	60-87	Nov 1978-Dec 1983
Richard B. Brigham	88-117	Jan/Feb 1983-Nov/Dec 1988
Kit Foster	118-157	Jan/Feb 1989-July/Aug 1995

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EDITORIAL COMMENT

THE PURSUIT OF CARS AND CAR PEOPLE AROUND THE WORLD

I've told this story before to many people. A few years ago, I was looking for a car club to join. I felt I had little to add to an MG club besides owning one of the zillions of 1972 Midgets (the single most-popular year for this model). I could not provide much of anything to Classic Car or Horseless Carriage or any of the other automotive clubs. I did join AACA and found it (at least the chapter I joined) to be a social club for retirees. I was looking for a social club that could actually converse in automobiles.

One day, while waiting for my girlfriend to get ready to go out, I caught a program on one of the basic cable networks discussing the top ten American automobiles of all time. One of the people interviewed was *Beverly Rae Kimes*, "former president, Society of Automotive Historians." "I must learn more about this Society of Automotive Historians," I thought.

After finding out who this group was and how I could join, I knew this was what I had been seeking. I joined the Society of Automotive Historians for the camaraderie. I stayed for the depth and breadth of this group.

I freely admit, I am not a globetrotter nor a man of the world. I've visited 28 of the 50 United States (some of them very briefly), one province in Canada and only one European country (Germany). I speak but one language (the American-dialect of English).

With all of these shortcomings, I do enjoy conversing with folks from other lands, cultures, races, and generations. My automotive interests vary widely. Stories of companies from all points of the globe intrigue me. My personal concentrations have focused on limited-production and zero-production "manufacturers" since 1960, primarily American.

Although my strength lies with cars of my home country, I share my knowledge with anyone who acknowledges an interest. This is why the Society of Automotive Historians is such a great organization; because people with this type of interest may be in New Jersey or Michigan or the Czech Republic or Japan or England. SAH is an international organization.

If you go back in the history of this group, it was founded in America by Americans. It was NEVER intended to stop at our borders. In the first issue of SAH's *Newsletter*, letters of interest were published from Argentina, England, and Canada.

I find it hard to believe that there are automotive historians, professional or amateur, who do not want to be members of SAH. While one's interest may not cross a political boundary, another person a world away may be interested in what that person may have to say.

SAH members come from twenty-six countries. We need all of them and more. SAH is indeed an international organization. As long as that continues, I will continue to consider it the most significant automotive "club" in the world.

- Sam Fiorani

The Thirtieth Anniversary meeting of SAH at Hershey has come and gone, and with it my term as president of our Society. It has been an interesting two years, and if the accomplishments have been less than I had expected at my "inauguration" in October, 1997, that perhaps is the lament of outgoing presidents of all organizations, large and small.

Let me express my thanks to those who served as fellow officers during the 1997-99 period; to vice-president *Jim Schild*, whose efforts were heavily concentrated on the Silent Auction; to *Nick Fintzelberg*, our secretary; and to *Kit Foster*, our treasurer, who also served as chair of the biennial history conference and produced the membership directory.

Words of appreciation are extended to others whose hard work helped our Society function effectively. *Sam Fiorani* capably produced twelve issues of the *SAH Journal*, not an easy task. *Taylor Vinson* served ably as editor of the *Automotive History Review*. *Patrick Foster* took on the newly-established function of directing the SAH Press, and assisted by Sam Fiorani edited and brought to market the initial book.

Various committee chairs also deserve full recognition. *Richard Scharchburg* headed the Cugnot selection committee, a demanding function (in recent months Richard also served as chair of the SAH publications committee). *Don Keefe* chaired the Benz Award committee, while *Leroy Cole* and *Jeff Godshall* served as co-chairs of the Brigham Award selection committee. *Jim Wren* chaired the Bradley and Ingersoll Award Committee, with *David Lewis* handling the Friend of Automotive History Award activity.

Additional persons have undertaken functions vital to the well-being of SAH. *Fred Roe* has fulfilled the demanding task of serving as chair of the nominations and elections committee during the past two years. *Matt Sonfield* and *Jack Martin* have co-chaired an advisory committee on Society fiscal matters. *Paul Lashbrook* has continued to supervise the SAH tent at Hershey. And, in a relatively new area, I wish to thank SAH member *Steve Rossi*, Vice-President of DaimlerChrysler Corp., for his splendid assistance in arranging for publication of an item on SAH in a newspaper covering the automobile industry (a number of new SAH memberships have resulted from this publicity).

Internationally, Taylor Vinson (in conjunction with Laurent Friry of France) has organized the SAH European dinner held each February for the past several years at the Automobile Club of France. This function attracts Society members from the United Kingdom and the European continent as well as from North America, and serves the important purpose of giving persons from a variety of nations the opportunity to exchange views.

My relationships with the presidents and secretaries of our various SAH chapters generally have been very good. I have been kept thoroughly up-to-date on chapter happenings by *Dr. Val Quandt* of the Wisconsin Chapter, *Bob Barnard* of the Hoosier Heritage Chapter, and *John Meyer III* of the Southern California Chapter. *Tony Beadle* of the United Kingdom also has advised me of the views of his chapter, while personal attendance at meetings of the Leland Chapter, now headed by Leroy Cole, has brought me in contact with that organization.

Finally, I would be remiss if I did not express my very deepest thanks to my wife, Suzanne, who has performed a vast amount of behind-the-scenes work during the past two years on behalf of our Society. In addition to helping deal with a heavy volume of correspondence, she has fielded many telephone calls when I was away from members in North America and overseas on a variety of matters.

Where does our Society go from here? The possibilities are broad indeed. Two new annual awards have been proposed: one to be given for the best student paper on a subject pertaining to automotive history; the second to be presented for the outstanding automotive history book in a language other than English. A substantial amount of work will be required in setting up an organization structure to seek contestants and evaluate papers and books submitted for each of the proposed awards.

The above is only an example of new fields in which SAH might become active. Expansion into new areas will largely depend, however, on SAH members volunteering to undertake activities and being willing to spend substantial amounts of time thereon. No organization of our type can continue to be successful if a few persons carry the load.

In closing, let me offer congratulations to the newly-elected SAH officers for the 1999-2001 term. Leroy Cole will serve as president; Richard Scharchburg as vice-president; *Michael Berger* as secretary; and Kit Foster will continue as treasurer. My best wishes to them, and to the new and incumbent directors.

Thanks to all for the opportunity to be of service.

- Sinclair Powell



In case it was missed previously, the address for submissions to the *SAH Journal* has changed. The new address is: 307 Kingston Drive, Douglassville, PA 19518. Accordingly, the new fax number is now: (610)277-2505. The new phone number is: (610)385-6990.

25 YEARS AGO AT SAH

In No. 36 of the *Newsletter* (dated September 1974), articles covered such interesting models as the Unique (written by F. Donald Butler) of 1903-4, the Mathis of America (*G. Marshall Naul*), the Macque (*Max Gregory*) of 1913-14, and the 1905 Armac.

New members to the Society included Michael Sedgwick and folks from Canada, Switzerland, and Norway as well as a new address from an existing member in New Zealand.

On page 2, the editor listed 67 people whose 1974 dues had not been paid, 22 of which had not paid their 1973 dues. Among this list are a number of very active people within SAH, even 25 years later.

- Sam Fiorani

DODGE RETURNS TO RACING

On October 14, DaimlerChrysler hosted a press conference at the Waldorf-Astoria Hotel in New York City. The occasion was to announce the return of Dodge to Winston Cup NASCAR racing. Chrysler products have shown promise on the world's racing circuits with the Dodge/Chrysler Viper GTS-R winning many of the events in which they have been entered. Now, the brands will return to the fastest growing spectator sport in the United States: stock car racing.

The former Chrysler Corporation last competed on the NASCAR circuit in 1985 when the Chrysler Imperial coupe was the entry. The Imperial ran in Winston Cup races for four years but never was truly competitive. The last time a Chrysler Corporation model won a Winston Cup event was 1977.

In addition to the Ford Tauruses, Chevrolet Monte Carlos, and Pontiac Grand Prixes, the Dodge Intrepid will be added to the starting grid at the 2001 Daytona 500. DaimlerChrysler proudly began the 500-day countdown to Daytona and their return to American-style racing.

IS PLYMOUTH HISTORY?

Rumors have been rampant for years that the Plymouth brand of cars and light trucks would become history. Many signs have pointed to it and executives have denied it for years but the end might be near.

First was the introduction of the "Chrysler" PT Cruiser at January's auto show in Detroit; the car was styled like the Plymouth Prowler and fell into the typical Plymouth bargain price segment. Early 2000 model year Plymouth Voyagers have arrived at dealership lots without the Plymouth badges on the tailgate. Spy photos have been published of the new-for-2001 Dodge Stratus and Chrysler Cirrus replacements but no signs of the related Plymouth Breeze have emerged; additionally, sources from inside of the company have reported that the 2000 model year is the last for the mid-sized sedan. Production of the new-for-2000 Plymouth Neon have declined while production of the identical Dodge Neon have increased dramatically. Finally, an executive was quoted to say that "the market would determine the fate" of Plymouth—very similar to quotes just before Chrysler announced the end of the Eagle brand.

Various sources that follow the American branch of DaimlerChrysler have stated that the company would have a major announcement around October 18. All sources believe it to be the obituary for the Plymouth brand.

Plymouth was created by Chrysler Corporation in 1929 as the bargain brand positioned below the medium-priced Dodge brand. Of all the brands created by the "Big 3" American manufacturers, Plymouth is the oldest ahead of the similarly troubled Mercury a decade.

All current models, except for the low-volume Prowler, are shared with the Dodge brand. Until the Prowler was introduced in 1997, Plymouth has not had a unique domestic product since the early 1970s. The brand has not had a model outsell its Dodge stablemate since the Reliant in the mid 1980s.

FIFTY YEARS OF VW IN THE US

Ben Pon, the Dutch importer for Volkswagen, shipped began shipping Volkswagens to the United States. In January of 1949, the first cars arrived on American shores and, in that year, two were sold. Legendary businessman Max Hoffman agreed to market Volkswagens in 1950. Hoffman sold 330 Volkswagens that year. This was the beginning of Volkswagen of America.

In 1955, Volkswagen of America was incorporated in New York. By 1960, Volkswagen had over 800 dealership in the United States marketing the Volkswagen "Beetle" and Karmann Ghia.

In the early 1960s, Volkswagen joined their dealerships into a more cohesive network. Carl H. Hahn, head of Volkswagen of America, led this charge to unify the brand under one theme. This led to, among other things, the famous Doyle, Dane, Bernbach, Inc. advertising which remains a classic of advertising history.

Sales peaked for VoA in 1970 at 569,696 units. Volkswagen has had its ups and downs over the past half-century, but it continues to be a presence in the United States. This year, the company celebrates 50 years of sales in the United States and more than 10 million cars sold here.

(Photograph on page 15)

VOLVO AND MITSUBISHI LINK ON TRUCKS

In October of 1997, Volvo Truck Corporation and Mitsubishi Motors Corporation signed a cross-marketing agreement. Volvo Truck would begin selling Mitsubishi-badged medium trucks through Volvo dealerships and Volvo would provide Mitsubishi with heavy-duty components.

Two years later, the two companies agreed to work a bit closer. Volvo would acquire 5% of the Japanese manufacturer and Mitsubishi would gain 5% of the Swedish truck maker. This action would occur by the end of 2002.

Additionally, Mitsubishi Motors would form a subsidiary for their truck and bus operations. Volvo has agreed to acquire 19.9% of the new operation in 2001.

All of this talk seems to lead to the inevitable conclusion that Mitsubishi trucks and Volvo Truck will become one company in the near future. Volvo, recently flush with cash since Ford took over control of the car making division, has been looking to expand their global market share of trucks and machinery. Volvo, in May, announced the purchase of Samsung's construction equipment business.

Next on Volvo's buying spree is Scania. Volvo purchased 13.5% of Scania back in January, but the purchase of another 53.1% was announced in August. Approval of the EU is needed to complete the transaction. Once the purchase has occurred, Volvo will become the second-largest manufacturer of heavy trucks in the world, behind DaimlerChrysler.

HALL TALKS HIS WAY TO NATIONAL HONOR

Former publications chair *Bob Hall* has been recognized by the Washington Area Press Association for his radio program "All About Collector Cars." The show, syndicated nationally and also broadcast over the internet, was accorded WAPA's highest honor, the Golden Quill Award for 1998. It has been on the air since 1997.

A member of SAH since 1985, Bob Hall has had a long career in automotive journalism. He has been on the staff of *Old Cars*, and later worked on the PBS television show "Motorweek." After a few years at the Imperial Palace Collection in Nevada and the Las Vegas Motor Speedway, he has returned to the east coast as director of public relations for Carlisle Productions in Pennsylvania.

"All About Collector Cars" originates from station WWKL-AM 1460kHz in Harrisburg, Pennsylvania, with production through the Talk America II Network in Boston. It can be heard from 5:00 to 7:00 PM Eastern Time on Sundays.

CHRYSLER MUSEUM OPENS

DaimlerChrysler opened the new Walter P. Chrysler Museum on October 5, 1999. This three-level museum covers 55,000 square feet on 10 acres of land and houses over 75 years of history.

As part of the museum, a publicly accessible archive is available for historians to obtain information on Chrysler products. According to Chrysler press information, the archive includes photographs, documents, advertisements, manuals, and production information, as well as audio and video material.

The museum is open Tuesday through Saturday from 10 am to 6 pm and on Sundays from noon to 6 pm. General admission is \$6 while senior citizens (over 65) and children (6-12) only need \$3.

Of course, the museum has cars in it. Among the special models on display are the 1924 B70 touring car (the first prototype Chrysler), a 1945 Willys-Jeep CJ2A, a 1931 Chrysler Imperial Dual Cowl Phaeton, a 1941 Chrysler Thunderbolt concept, and a 1963 Chrysler Turbine.

This museum houses information and vehicles from all of the great Chrysler marques. DeSoto, Dodge, Hudson, Nash, Rambler, and Willys-Jeep are there as well as the trusty Chrysler models.

Information on the new museum can be accessed by calling (888)456-1924, faxing (248)944-0460, emailing to ac124@daimlerchrysler.com or writing to:

Walter P. Chrysler Museum
DaimlerChrysler
CIMS 488-00-00
1 Chrysler Drive
Auburn Hills, MI 48326-2778

Or check out the website at: www.chryslerheritage.com

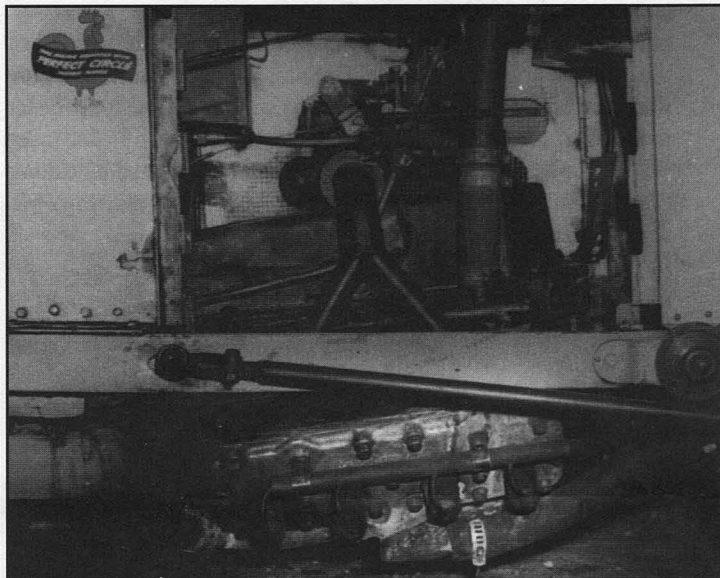


These 37 concept cars are parked in front of the new Walter P. Chrysler Museum in Auburn Hills, Michigan. DaimlerChrysler failed to provide identification for these cars, can you name them all?

- courtesy of DaimlerChrysler

by Don Radbruch

In the early days of midget racing, dozens of different engines were used. A few American passenger car engines would meet the displacement limits of 100 to 140 cubic inches set by most racing groups. Foreign engines and outboard boat motors were used as well as industrial motors. Outsized engines were sleeved down or “simply” cut in half. There was no limit to the ingenuity and innovation of the midget pioneers. For the most part, this all ended with the advent of the Ford V8-60 horsepower engine in 1937. Here was an ideal powerplant—one that would dominate non-Offy midget racing



What on earth is this? Turn the page upside-down and it will look a lot like the once common Ford V8-60.

- from the Buddy Shay Collection

for nearly 30 years.

In Denver, the V8-60 didn't end innovation—it became more so. The Shay-VenDersahl V8-60 ran upside-down and backwards! Buddy Shay had been running a midget with a sleeved down Chrysler Four on local tracks. It was fast becoming obsolete so something had to be done. Two options were available to Shay—an expensive Offenhouser racing engine or a V8-60. The Offy would fit fine in the Shay midget but would not fit Buddy's budget. The Ford fit the budget but not the midget—it was so wide that it would have to be mounted too high in the chassis.

Shay's friend, Frank VanDersahl had the answer—mount the V8 engine upside-down in the car. Automobile engines are not designed to run inverted but that didn't bother Frank VanDersahl and Buddy Shay. There was no choice but to run the engine “backwards”—that is to use the (more accessible) exhaust ports as intake ports and the intake ports as exhaust. This was not unheard of

with the V8-60 and the larger Ford or Mercury V8s but Shay and VanDersahl were probably the first to do this. At some point, it was decided to also reverse the rotation of the engine.

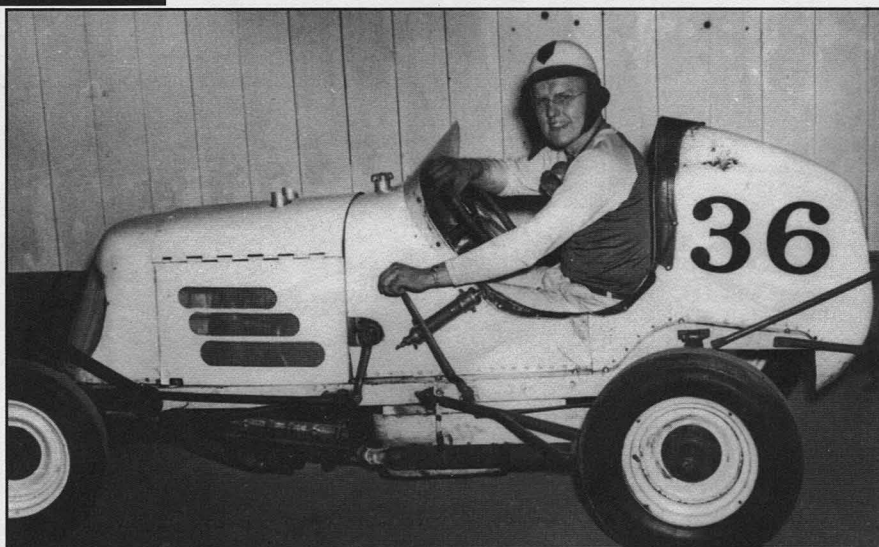
With everything upside-down, lubrication could be a problem but it all worked out just fine. Oil was picked up by channels in the pan and allowed to drain to the low point in the engine where the gearbox driven sump pump lifted it to a tank in the cowl. From here, the standard Ford oil pump took over. Buddy Shay reported that there was no problem with the engine and that it did not foul plugs. Shay had some sort of sponsorship with Perfect Circle and this is a heck of a testimonial for that product.

An aircraft carburetor of forgotten make was used and a Ford distributor was modified to run backwards. The valve timing of a Winfield racing cam may not have been ideal but it worked. With the exhaust coming out the bottom of the engine, things got a bit crowded and ground clearance was very limited. The reverse engine rotation was taken care of in the driveline by turning the rear end center section upside-down.

The radical engine design resulted in a couple of advantages. The exhaust gases exited very quickly and this was a rare V8-60 that ran cool. The reverse rotation transferred engine torque to the left, or inside wheels, and the car scooted around the turns like it was on rails. The downside was the long path from the carburetor to the valves and acceleration off the turns was a bit slow.

Buddy Shay drove the car at Lakeside Speedway in 1941. There were a few Offys in Denver and they won most of the races but Shay ran well and usually finished in the top half of the field.

Like so much of the “good ole days” of midget racing, the Shay-VanDersahl “Upside-down and Backwards” engine is long gone. Men with the remarkable talents of Buddy Shay and Frank VanDersahl are also gone from today's midget racing. The almighty dollar rules supreme—a shame!



Buddy Shay at the wheel of #36 in 1941. The heads of the V8-60 are visible where the pan should be. Shay later drove some very good Offy midgets in the Denver area.

- from the Buddy Shay Collection

THE GRAHAM-PAIGE MARCH

by Keith Marvin

One of the more coveted phonograph records made in the comparative earlier days of recording was the "Graham-Paige Legion March."¹ Almost immediately, the song was added by the Graham-Paige Motors Corp., for the promotion of their automobiles, which would sell more than 70,000 units that first year of production.² The significance of this widely sought after record cannot be underestimated surrounding contemporary advertising promotion of the time.

But at this point, perhaps a bit of backtracking is in order.

At the turn of the century, recording had come into its own both by disc and cylinder. Anybody who was anybody enjoyed an evening of listening to records played on Victor, Columbia, and Edison machines in their front rooms, frequently termed as "parlors." And one of the popular songs of the time—"In My Merry Oldsmobile"—was recorded by several record companies irrespective of a brand name in those dear dead days of impunity.³ The tune was appealing, its words attractive and, in those days, suggestive with such lines as "you may go as far as you like with me in my merry Oldsmobile." Among courting swains, that was a real knee-slapper. The Olds Motor Works was swift to see the advertising potential and had the Columbia Gramophone Company run off several thousand records of the song for distribution to their dealers. Oldsmobile recognized that every one of the commercially-sold versions of the song were tantamount to having a salesman in the parlor! The recordings made to order for factory consumption carried Columbia's "personal" label.



The label of the "Graham-Paige Legion March" as produced by Victor.

- from the collection of Keith Marvin

But it was to the Victor Talking Machine Company of Camden, N.J., to which the Graham-Paige promotion boys headed for their record. It was Victor's "Special Record" series that would record the "Graham-Paige Legion March" on which, curiously, the word "Legion" was omitted on its label.⁴

The libretto of the march was by an Earl C. Donegan and the music by Arthur Pryor, a composer and, according to one

source, "the most acclaimed trombonist of all time."⁵ Pryor, in addition to his own orchestra and as an arranger for Sousa's band, is possibly most renowned for his novelty orchestral piece "The Whistler and His Dog."

The "Graham-Paige March" featured a male quartet accompanied by the "Victor" orchestra. The conductor doesn't appear on the label itself, but was most assuredly Nathaniel

Shilkret, a musical director for the Camden company as well as its house conductor and a superb musician in his own right.

The march record would be used at all gatherings of the Graham-Paige Legion and probably at the company's board meetings now and then. Early on, supplies of the records were sent to Graham-Paige dealers for distribution to potential customers.

Surprisingly, there are two thoughts I've heard over the years. First of which concerns the great rarity, as survivors appear to be few to any record collectors of my acquaintance, and I've been studying the subject and collecting records for well over 60 years.

Second, I wonder why more automobile makers didn't use this method for promotion. I once had a 6-inch record advertising the 1952 Chevrolet and the Olds Motor Division of GM issued a two-record set—also on Victor's "Special Record" series—promoting the Viking car, which was debuted in 1929 to fit between the largest Buicks and the LaSalle (thanks to the stock market crash, Viking threw in the towel with fewer than 7,500 cars in 1930). It was addressed by E.J. McMullen of the Olds Division, but the record laid an egg. It was bereft of any appeal whatsoever, something the "Graham-Paige March" afforded any listener.

From a historical approach, this promotional appeal by record isn't, perhaps, of any importance. On the other hand, because of that very fact, it has (to this writer's knowledge) never been accurately chronicled. To paraphrase the late George and Ira Gershwin, "the Graham was small but Oh, My!..."⁶

- ¹ The legion was an organization of Graham-Paige employees organized to promote the company and its cars.
- ² This initial production figure was never achieved again, with car demand having been severely affected by the stock market crash of October 1929 and the years of the Great Depression that followed it.
- ³ Another popular song at the same time was "Under the Anheuser Bush," referring to the famous St. Louis brewery, which survives today.
- ⁴ Although the record was part of Graham-Paige's extensive advertising promotion, it could be obtained by the public on request for 60 cents from the Camden factory of the Victor Talking Machine Company, which, shortly after the march was recorded, became a part of the Radio Corporation of America (RCA).
- ⁵ "The Graham Legacy" by Michael E. Keller. Published in 1998, this book won the Nicholas Cugnot Award in 1999 by the Society of Automotive Historians, awarded annually "for the most outstanding writing and research in book form" (see *SAH Journal*, No. 179). Arthur Pryor's fame as an outstanding trombonist was worldwide. The writer's father (1880-1972) who met him as a young man in Asbury Park, N.J., recalled Pryor's talent both as a soloist and as a conductor of both his own band and that of John Philip Sousa, the "March King."
- ⁶ From "It Ain't Necessarily Know," a song in the folk opera "Porgy and Bess"—libretto by DuBose Heyward and Ira Gershwin; music by George Gershwin—debuted in New York City, December 27, 1927.

by Sam Fiorani

Only a decade ago, doing research on any topic began with a trip to the library. In my case, it was to the Bedford (Pennsylvania) Public Library to find that they had nothing on my particular topic and that they would have to retrieve a book or two from the Altoona Public Library, over 35 miles away. Research takes much longer in conditions like this.

My alma mater was one of the founding schools for the Internet, so I have been familiar with the "web" since 1985. By the mid-1990s, this link between colleges would become a commercial tool for nearly every business in the western world. The Internet has become an important tool for any type of research.

Many of the members of SAH have not explored the Internet. It may seem like a wasteland of advertisements and pornography to the novice. But negotiating through the "world wide web" isn't as tough as it might seem.

Getting onto the Internet has become very easy as more and more companies find ways to generate revenue from it. Of course, you will need a way to link to the Internet and this is done by one of two ways: computer or "TV link." Computers can cost thousands of dollars or virtually nothing depending on the level of technology desired and the sales at the local computer retailer. The "TV link" method is by use of a product called "WebTV." WebTV allows access to the Internet through a fairly inexpensive converter that connects to your TV and phone line. Check with a computer store to find out which will better suit your needs.

WebTV has its own Internet Service Provider (ISP), but with the computer, you will have to select a service. There are a number of regional ISPs. In the United States, the largest ISPs are AmericaOnline (AOL), and Microsoft Network (MSN), but local ISPs can offer similar services for competitive prices. AOL service, in the U.S., will cost \$22 a month for unlimited access; others may cost less.

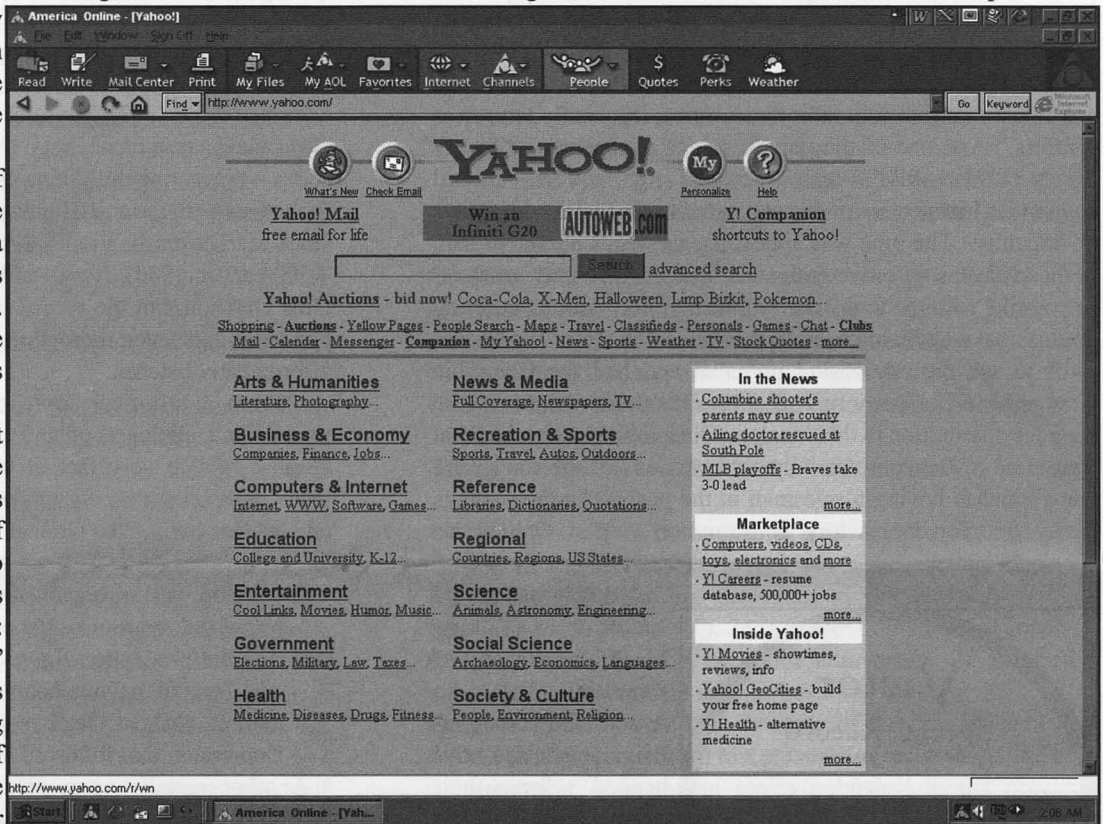
Once you have access to the Internet, you're ready to "surf."

When beginning a search, first you must find a "search engine." Search engines act as directories to the millions of pages of information on the Internet. Some allow you to categorize the information to weed out the unwanted sites and narrow the search to just the information desired.

There are a number of well-known search engines. Among the most common are Yahoo! (www.yahoo.com), Excite (www.excite.com), and Alta Vista (www.altavista.com). All sites will not return the same results from the same request, so multiple searches may be necessary.

Yahoo!, for example, is very good at sorting information. A simple search will divide the information up into related topics and allow you to better locate the site you need. Yahoo! is particularly good when looking for a commercial site such as an automobile manufacturer, part supplier, or publication.

For general information searches, use of a couple search

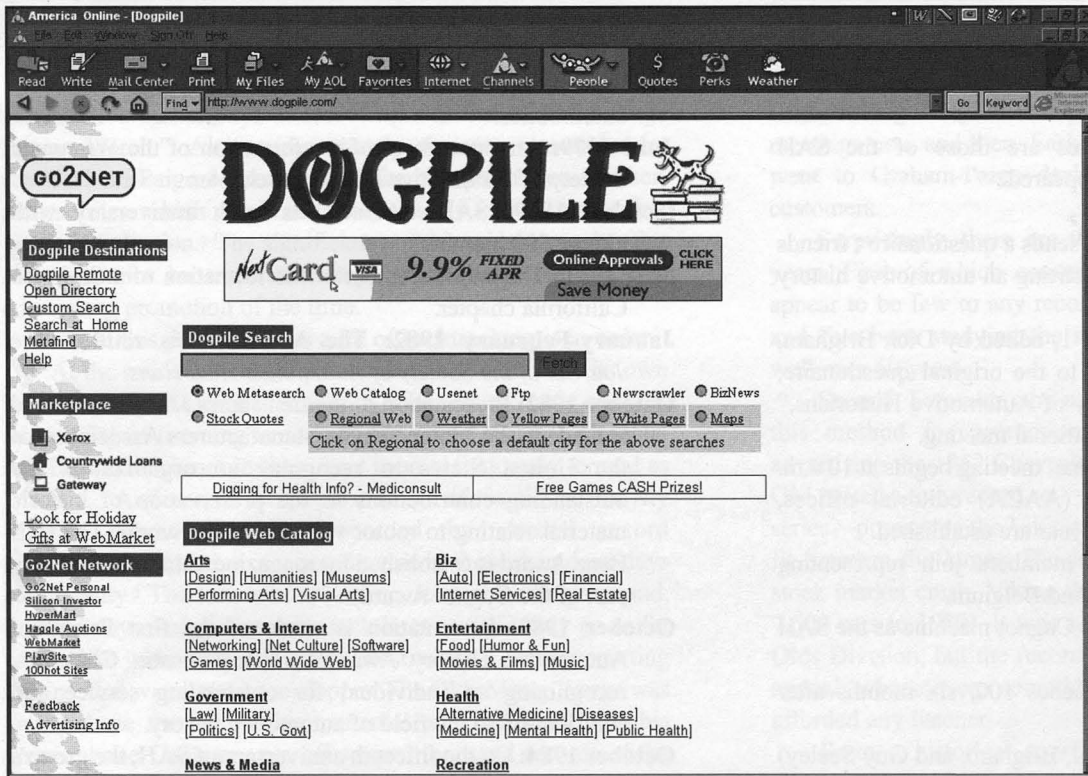


Yahoo! is one of the most accessed search engines on the Internet. This is the "home page" for the site.

engines would be useful. My personal favorite approach is through a site called Dogpile (www.dogpile.com). Dogpile allows the user to search through multiple search engines from one entry. This site utilizes twelve of the major search engines at a time. While some of these search engines will return hundreds or thousands of useless sites, many of them will generate favorable and useful responses.

Once you have settled upon the search engine of choice, you need to know how to get the best results. To tell the search engine what you want, you need "keywords." These will be hints the search engine will use to match with potential sites. If you began a search for "automobiles," the search engine would potentially return with thousands of sites that would take hours to wade through to find the desired information.

Know your topic well enough to find a characteristic that is unique to your topic. "Duesenberg" is not a common name outside of the automobile and, therefore, would make a good



Less well-known than Yahoo! is Dogpile, a link to twelve different search engines and other sources of Internet information.

keyword. Even better would be “1932 Duesenberg” or “August Duesenberg” in finding precisely the information needed.

Some search engines require quotes around the keywords when they are to be used together. Some search engines require the use of “and” between keywords in order to link them as a single keyword. Each search engine is different and may require two attempts to find the necessary results.

Once you have found a site, check to see the source. Many sites are run by individuals as “fan” sites and may not have the most accurate information. On the other hand, there are many sites that may have better information than a library of certain topics. For example, a number of SAH members host their own sites on their favorite automotive subjects and do justice to the information.

As companies discover the capabilities of the Internet, more and more information will find its way onto corporate sites. Lamborghini, for example, showcases their history with pictures of all Lamborghini cars throughout the company’s 35-year history. General Motors’ site allows the user to locate current products from any of the company’s affiliates around the world. Even many upstart automakers have active sites in areas like Malaysia and India.

Some individuals have done an excellent job of collecting information and displaying it on sites. In my personal quest for information on the Vector Aeromotive Corporation, I have found a kindred soul in Germany who has followed the history of the company. Juergen’s site has pages dedicated to all of the models built by the company, many of the car’s appearances in

the media, and, even, film clips of the cars in action. Through this site, I have connected with a person thousands of miles away with a similar interest so that we can join forces and locate even more information. The Internet has provided another conduit for the type of communication SAH was founded to encourage.

The United States has more people online than any other country in the world. This is a statistic that will change in the coming years. One day, Internet access will be as common as phone service or television usage (and may replace both).

The Internet has opened the world to even the most remote regions. One person can share information with another on different continents. The Internet even breaks down language barriers in some cases (a topic for further discussion if there is a call for it). I hope the

computer never replaces the book, but it is nice to know that it allows a researcher to read a book without stepping out of his/her home.

Just a few basic hints to the Internet:

- The Internet and the “World Wide Web” refer to the same thing.
- A “site” is the name of a particular area on the Internet. Sites are made up of one or more “pages.”
- A “hyperlink” is a highlighted (usually blue and underlined) area on a page that, when clicked, will allow you to move to another page.
- A “URL” (Uniform Resource Locator) is an Internet address (e.g. www.ford.com or http://www.ford.com).
- An “extension” is the end of the URL and denotes the type of address:
 - .com - commercial or personal site
 - .edu - school or university site
 - .lib - library site
 - .gov - government site
 - .mil - military site
 - .co - commercial or personal site
- “co” sites usually are followed by another two-character suffix to denote the country of origin for the site (e.g. us, uk, ru, za, ja, ko, etc.)
- HTML (HyperText Markup Language) is the language in which most websites are written.

Editor's Note: This was originally compiled by Taylor Vinson and first appeared in the September-October 1994 SAH Journal as part of the Society's 25th Anniversary celebration.

Where appropriate, the dates are those of the SAH publications in which the topics appeared.

- Summer 1969:** *G. Marshall Naul* sends a questionnaire to friends asking if there is interest in starting an automotive history group.
- September 1969:** *Newsletter* No. 1, edited by Dick Brigham, announces positive response to the original questionnaire, support for the name "Society of Automotive Historians," and sets a time for an organizational meeting.
- October 11, 1969:** The organizational meeting begins at 10 a.m. at the *Antique Automobile* (AACA) editorial offices, Hershey, Pa. Dues of \$7.50 a year are established.
- November 1969:** First non-US members join representing Canada, England, Argentina, and Belgium.
- January 1970:** Introduction of the Cugnot machine as the SAH symbol in *Newsletter* No. 5.
- May 1970:** SAH membership reaches 100, six months after founding.
- Spring 1971:** The three men (Naul, Brigham, and Guy Seeley) who have been acting as SAH officers appoint four people (*John Conde, Ralph Dunwoodie, John Peckham, and Herman Smith*) to act as directors to help manage the Society.
- July 1971:** *Newsletter* No. 18 is the first of three twenty-page issues, the largest to that date.
- August 1971:** Establishment of Cugnot Award for best book and article in the automotive history field.
- March 1972:** First Cugnot Awards to *G.N. Georgano* for *A History of Sports Cars* and *Charles W. Bishop* for *La France et l'Automobile*.
- July 1973:** Membership reaches 150 as SAH announces it will publish a magazine of auto history articles.
- August 1973:** *Automotive History Review* adopted as the name of the SAH magazine.
- Winter 1973-74:** Publication of issue No. 1 of *Automotive History Review* with a cover photo of Elwood Haynes.
- October 1974:** SAH membership stands at approximately 200 on the fifth anniversary of the group's founding.
- January 20, 1975:** SAH is formally incorporated as an Indiana not-for-profit corporation, with Articles establishing staggered a Board of Directors of nine, the form which continues today.
- Fall 1975:** First formal SAH election for officers and directors.
- October 1975:** First annual meeting is held in conjunction with a dinner. SAH hosts its first hospitality tent at Hershey.
- Spring 1977:** Publication of *Review* No. 6, at 44 pages of text, it was the largest as of that date.
- May 14, 1977:** The National Motor Museum in Beaulieu, Hampshire, England, was host to the first SAH meeting held outside of North America.
- July 1977:** Establishment of the first SAH Chapter (Canada). SAH membership now stands at around 300.
- December 1977:** Announcement of the formation of

"Northeastern" and United Kingdom Chapters.

- July 1978:** SAH announces a commercial arrangement to "sponsor" Franklin Mint silver etchings of early automobiles.
- June 1979:** Announcement of the formation of the Wisconsin Society of Automotive Historians chapter.
- October 1979:** SAH celebrates its tenth anniversary with almost 500 members.
- May 1981:** The announcement of the formation of a Southern California chapter.
- January-February 1982:** The *Newsletter* is retitled *The Journal of the Society of Automotive Historians*.
- October 1982:** Presentation of the first James J. Bradley Award is made to the Motor Vehicle Manufacturers Association of the United States to recognize an organization for outstanding contributions to the preservation of historic material relating to motor vehicles of the world. The Carl Benz Award is established for magazine articles (previously part of the Cugnot Award).
- October 1983:** Presentation is made of the first Friend of Automotive History Award to Henry Austin Clark, Jr., recognizing an individual for outstanding service and contribution to the field of automotive history.
- October 1984:** On the fifteenth anniversary of SAH, the group's membership remains steady at 476.
- January 1988:** *Beverly Rae Kimes* becomes the first female to head the Society.
- October 1988:** SAH holds its first silent auction of automotive books and literature.
- May-June 1988:** The *Journal* is retitled *SAH Journal*.
- Summer 1989:** *Review* No. 24 is the first with a color cover.
- October 1989:** On the twentieth anniversary of SAH, the group's membership approaches 600.
- October 1990:** Presentation is made of the first Richard and Grace Brigham Award to *Automobile Quarterly* for the best treatment of historical topics published in the previous calendar year in a periodical in the automotive field.
- October 1992:** Presentation is made of the first E.P. Ingersoll Award to British Petroleum and producer Bill Mason for the video series "The History of the Motor Car," for best historical presentation in a medium other than print.
- October 1994:** SAH reaches 25 years with a membership of 650 in 45 American states and 23 countries.
- July 6, 1995:** SAH co-founder and long-time *Newsletter* editor Richard Bevier Brigham died at the age of 88.
- February 8, 1996:** By suggestion of *Laurent Friry*, SAH members gather at the Rétromobile exposition in Paris.
- September 4-7, 1996:** SAH and Henry Ford Museum jointly host the first automotive history conference entitled "The Auto Industry—Past, Present, and Future."
- January-February 1997:** The *SAH Journal* expands from 12 pages to 16 pages.
- August 1997:** *Old Cars Weekly* presents the *SAH Journal* with a 1996 "Golden Quill Award" in the category of "Publications by Museums and Associations." Awards would follow in 1997 and 1998.
- October 1999:** SAH reaches 30 with more than 800 members.

- Taylor Vinson and Sam Fiorani

With the adoption of restated by-laws late in 1988, SAH presidents are elected for a two-year term that begins at the end of the annual meeting at Hershey in October. Between the incorporation of SAH in January 1975 and 1988, SAH presidents were elected for a term of one year which coincided with the calendar year.

1. *G. Marshall Naul* (1969-1971)
2. *John W. Peckham* (1971-1973)
3. *Stanley K. Yost* (1973-1975)
4. *Michael Lamm* (1975-1976)
5. *Howard Applegate* (1977-1978)
6. *W.F. (Frank) Robinson, Jr.* (1979-1980)
7. *David W. Brownell* (1981)
8. *David L. Lewis* (1982-1983)
9. *John A. Conde* (1984-1985)
10. *Keith Marvin* (1986-1987)
11. *Beverly Rae Kimes* (1988-1989)
12. *Matt L. Joseph* (1989-1991)
13. *Jack L. Martin* (1991-1993)
14. *Z. Taylor Vinson* (1993-1995)
15. *Christopher G. (Kit) Foster* (1995-1997)
16. *Sinclair Powell* (1997-1999)
17. *Leroy Cole* (1999-present)

SOCIETY EDITORS

Newsletter

- Richard B. Brigham
 No.1 Sept. 1969 to No. 29 undated 1973
G. Marshall Naul No. 30 July 1973 to No. 50 Dec. 1976
John M. Peckham No. 51 Feb. 1977 to No. 59 July 1978
Walter E. Gosden
 No.60 Nov. 1978 to No. 81 Nov./Dec. 1981

Journal of the Society of Automotive Historians

- Walter E. Gosden* No.82 Jan./Feb. 1982 to No. 87 Dec. 1983
 Richard B. Brigham
 No. 88 Jan./Feb. 1983 to No. 113 March/April 1988

SAH Journal

- Richard B. Brigham
 No. 114 May/June 1988 to No. 117 Nov./Dec. 1988
Christopher G. Foster
 No. 118 Jan./Feb. 1989 to No. 157 July/Aug. 1995
Samuel V. Fiorani No. 158 Sept./Oct. to present

Automotive History Review

- Richard B. Brigham
 No. 1 Winter 1973/74 to No. 10 Winter 1979/80
 John M. Peckham No. 11 Winter 1979
 Frederick D. Roe
 No. 12 Summer 1980 to No. 16 Summer 1984
 Richard B. Brigham
 No. 17 Fall 1984 to No. 23 Summer 1988
 Christopher G. Foster
 No. 24 Summer 1989 to No. 29 Fall 1995
 Z. Taylor Vinson No. 30 Summer 1996 to present



Give your
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- courtesy of R. A. Wawrzyniak

In the past thirty years, Subaru of America has had an interesting history. The company was founded in the late 1960s to import car from a little-known Japanese manufacturer named Fuji Heavy Industries. At a time when Datsun and Toyota weren't household names and Honda hadn't even cracked the North American market, Subaru was trying to find a niche.

A brief history of Subaru of America is outlined in Randall Rothenberg's 1994 book "Where the Suckers Moon: An Advertising Story." Summed up, SoA formation can be traced back to 1967 when Harvey Lamm and Malcolm Bricklin decided to import the Subaru 360. "It was among the world's tiniest autos," Rothenberg states. Quoting *Road and Track*, the car "...occupies one-third the road space of a Cadillac Eldorado." But the car cost \$500 less than the Volkswagen Beetle.

SoA was formed on February 15, 1968. From their suburban Philadelphia headquarters, Lamm and Bricklin would be the distributors of Subarus in the United States. The

first shipment of cars numbered only three, one more than Volkswagen's first shipment.

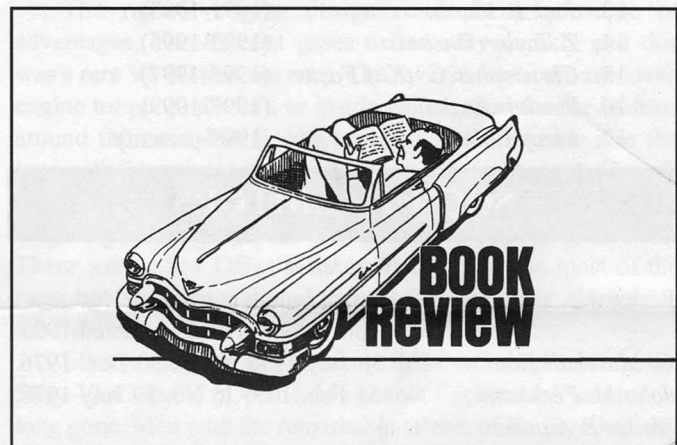
In the April 1969 issue of *Consumer Reports*, the Subaru 360 was given a rating of "Not Acceptable." According to Rothenberg, "there were some six thousand Subaru 360s in the United States" when this issue hit the newsstands. SoA was in trouble. Early in 1970, the company had \$1 million worth of the little cars and couldn't sell one.

Len Epstein had a small local advertising agency at this time. Subaru of America was one of their clients. Epstein's agency had paid for a number of advertisements (including the one on this page) on behalf of SoA.

Bricklin promised Epstein that the bills would be paid to the advertising agency. Rothenberg quotes Epstein to say, "I felt there was no way I wasn't going to get my money."

Epstein never heard from Bricklin again. Len Epstein's firm closed its doors only a short time later due, in most part, to Bricklin's unpaid bills.

- Sam Fiorani



FLORIDA PRESTATE LICENSE PLATES, by Jeff David and Chuck Westphal. 70 pages, 260 color photos. 8 1/2 x 11 inches. Published by Chuck Westphal, 948 CR 481 W. Lake Panasoffkee, FL 33538. Price: \$30.00 plus \$3.20 shipping and handling.

Although the state registration of motor vehicles began in 1906, a curious law enacted effective 1911 required each of Florida's then-48 counties to issue their own series of plates annually to be carried in addition to the state-assigned number. Before the series ended with the 1917 issue, four additional counties were formed—two in 1913 and two more in 1915—and these were likewise effected (two more in 1917 were immune to the law as the 1918 state plate would be issued a few months away). Two types were required: for privately owned cars and those used 'for hire' with these plates differing in shape, size, design, colors, and material depending on county. Only 270 different types have surfaced to date but all are scarce and widely sought by collectors. This book is ring bound and 260 of the so far known different plates are shown in stunning color with information on the number of known survivors for each type. Included are additional plates issued by Florida cities and towns, which somehow got into the act and necessitating some cars to display three different plates. This is a volume

Subaru advertisement as it appeared (in color) on the back cover of the "1969 Collegiate Guide to Greater Philadelphia."

- courtesy of Joe Chapman

which shouldn't be ignored by any serious collector of license plates. Its supply is limited.

- Keith Marvin

FIFTIES FLASHBACK: A NOSTALGIC TRIP, by Albert Drake. 256 pages, 350 black and white illustrations. Softcover. 8 1/2 x 11 inches. ISBN 1-55561-161-3. Published by Fisher books, 5255 West Massingale, Tuscon, AZ 85743; phone: (800)255-1514. Price: \$19.95 plus \$3.50 shipping and handling.

For auto hobbyists who would like to take a nostalgic trip back to the much talked about 1950s, Oregon author and historian Albert Drake has recorded the era through a series of photos, illustrations, and memories in this easy-to-read book. Drake captures a decade worth of cars we coveted, built, and drove, as well as the movies we saw, the clothing we wore, and the books and magazines we read. He talks about "study hall mechanics," the cars and prices in the classified auto section of his newspaper, the cars he found in back rows of car lots. I think he is gifted at painting factual word pictures of that simpler time, the Fifties.

A number of chapters cover material he used while writing a column for *Rod Action* magazine for 16 years. Albert Drake has authored other auto-related books, and is a long-time, regular contributor to *Old Cars Weekly*. If you've read his articles there, you'll know he writes with clarity and accuracy, and is determined to capture automotive history as he interviews those who've lived it.

Drake has captured with much insight just what it was in the Fifties that made such an impact on people and why it's become today's nostalgia. This book is an extensive, thought-provoking history of the Fifties and one that will show your children and grandchildren what life really was like in that decade. Every auto hobbyist should have a copy of *Fifties Flashback* in his or her home library.

- Marian Dinwiddie

THE MILLER DYNASTY, by Mark Dees. 564 pages, well illustrated. Hardbound. 8 1/2 x 11 inches. ISBN 0-963-8084-0-0. Published by Hippodrome Publishing Company, P.O. Box 2460, Moor Park, CA. Distributed by Motorbooks International. Price: \$150.00 plus \$4.95 shipping and handling.

The first edition of this book was sold out after being introduced in 1981. It represents 20 years of research of Mark

SCHACHT TRUCKS WITH TEN SPEED TRANSMISSION



Offer new marvels of power and speed. The year's best dealer proposition. Write

The G. A. Schacht Motor Truck Co.
CINCINNATI, OHIO

This 1920 advertisement is for a garbage truck built by Schacht of Cincinnati, Ohio.

- courtesy of R. A. Wawrzyniak

Dees, who died in a traffic accident several years ago. This second edition adds 48 pages to the stunning accounts of Harry Miller's accomplishments in carburetion, engines, and race cars. Harry's designs and work were the basis for 39 winning Indianapolis cars.

I wanted the first edition and looked for one for the past 5 years to no avail. This was worth the wait for the additional pages in the greatest book ever to be printed on the Miller Legacy. *Old Cars Weekly* had a small story stating that about 1,000 copies were available. This book is the ultimate fan guide for the followers of the greatest designer of racing's early years.

- Mark Tilton

CORVETTE: AMERICAN LEGEND, 1957 Fuel Injection/283 V-8 by Noland Adams. 264 pages, profusely illustrated with black and white photos. Hardbound with dust jacket. 11 x 8 1/2 inches, ISBN 1-880524-30-9. Published by Cars and Parts Magazine, Sidney, Ohio. Price: \$24.95.

There have been many Corvette books written over the years. Many people have tackled this subject from every angle. And Noland Adams has been one of them.

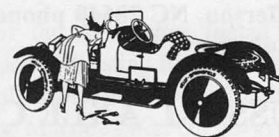
As book states, Noland has "40-plus years of experience as an owner, restorer, and historian of the Corvette. His first two books, *Corvette Restoration & Technical Guide, Volume I: 1953-1962* and *Volume II: 1963-1967* are the 'bibles' of Corvette Restoration." His newest book is ANOTHER feather in his cap.

Previously reviewed in the pages of this publication were the first three volumes in the series of photo essays. Volume 1 (*SAH Journal* No. 171) covered only the first model year of this American legend. Volume 2 (*SAH Journal* No. 173) moved on to the 1954 and 1955 models. Volume 3 (*SAH Journal* No. 176) expounded upon the redesign of the Corvette for the 1956 model year. Now we have Volume 4.

This edition brings the Corvette into the fuel-injected era. "One horsepower per cubic inch" was the claim as the 283cid V8 with fuel injection generated an advertised 283hp. It's all about the power.

This book demonstrates a historian in action. Page after page of rare period photographs of Corvettes. Pictures of cars being

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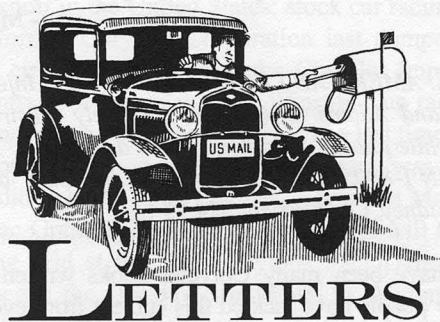
PHONE: 315-432-8282, FAX: 315-432-8256

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.

built. Pictures of cars being designed. Pictures of cars being raced. It is the Corvette enthusiasts dream. This book is for lovers of automotive history in all its levels.

Noland Adams has devoted over 1,000 pages to rare pictures of just five production years of one model. Each edition seems to stay fresh and interesting. You would think this would seem redundant, book after book, but it doesn't. Amazing work and an amazing series of books.

- Sam Fiorani



AUTHORS SOUGHT

McFarland & Company is a book publisher with an interest in works on automotive history. We are in the early stages of building this line and are eager to hear from anyone who is writing in the field.

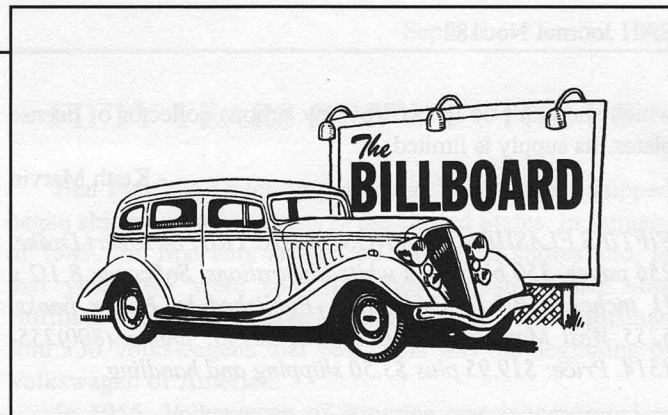
We are a well-established, royalty-paying press publishing around 65 titles a year. We're library-oriented, but also do a lively trade with individuals who have a focused interest in subjects such as film, baseball and chess. Our specialty is serious, thorough works aimed at the top end of the market.

We are open to a wide range of projects: marque histories, reference books of all sorts, biographies, histories of individual components or vehicle types, and many others. What we do not want is what is easy to find already—how-to volumes or books consisting of little more than photographs.

For a fuller introduction, or to query us about a manuscript you may have in progress, please contact us. We'd be delighted to hear from you. **Steve Wilson, McFarland & Co., Box 611, Jefferson, NC 28640 phone (336) 246-4460, www.mcfarlandpub.com**

RUSSELL AXLE CO.

I am currently working on a history of the Jewett Car Co. of Newark, Ohio. This Jewett company made trolleys (street cars and interurbans) and had a relationship with a company called the Russell Motor Axle Co. Does anyone know of that company? It appears to have been automotive rather than traction. **Lawrence Brough, 516 Yorkshire Drive, Newark, OH 43055 email lab@infinet.com**



WANTED: photographs of Full Classics with Saoutchik coachwork for possible inclusion in an article I am writing on that coachbuilder. All photos will be returned with thanks. **Ray Katzell, 672 Medford Leas, Medford, NJ 08055. Phone: (609) 654-3672. e-mail: katzell@skyhigh.com.**

WANTED: New York auto show photographs taken at Madison Square Garden, the Grand Central Palace, or the New York Coliseum for an upcoming book on the event's 100-year history. Also seeking photos from the March 1948, VMCCA new/old car show at New York's 71st Regiment Armory; the February 1949, International Auto Show at the 69th Regiment Armory; the April 1950, British auto show; the 1952-54 Electric Auto-Lite Parade of Stars at the Waldorf Astoria; and the 1952-55 International and World Motor Sports Shows staged by Herb Shriner and Fred Pittera. The New York hotel salons are beyond the scope of this book. Willing to borrow, buy, or reimburse for duplicates. The older, the wierder, or the more evocative, the better! **Gregg Merksamer, 29 Old Oak Road, Warwick, NY 10990. Phone: (914)986-6857. Fax: (914)986-6858. Email: MERKS62@WARWICK.NET.**

WANTED: Artwork illustrated items, for Mercedes-Benz vehicles. Prints, posters, postcards, calendars, greeting cards, sales brochures, books, other?, with particular interest in 50's and earlier. **David Barber, Jr., POBox 2098, Banner Elk, NC 28604-2098. Phone: 828-898-6375, email: dbarbsta@aol.com.**

WANTED: "Carlore," the surprisingly neglected lore of the automobile—a topic so vast I should probably send an explanatory questionnaire. Includes Do's & Don't's (which often cause arguments on "Car Talk"), Handy Hints, Rumors & Tales, Slang, Jokes, even Superstitions. **Michael Bell, Campus Box 226, Boulder, Colorado 80309. Phone: (303) 492-6059. Email: mbell@colorado.edu.**

WANTED: Contributions to the *SAH Journal*. Short studies, book reviews, first-person historical perspectives, nearly anything automotive. Please send, email, or fax all contributions to: **SAH Journal, 307 Kingston Drive, Douglassville, PA 19518. Fax: (610)277-2505. Email: SAHJOURNAL@AOL.COM.**

FOR SALE: Collection of German, Australian, Canadian, Swedish, and (some) U.S. automotive catalogs. Send name, address, and 3 stamps for multi-page list. **Bernie Weis, 135 Edgerton Street, Rochester, NY 14607.**

IT HAPPENED YEARS AGO

September-October 1999

One hundred years ago...

September 1899 - *Motor Age* magazine published its first issue.

September 8, 1899 - Buick purchased by James H. Whiting of the Flint Wagon Works for \$10,000.

October 15, 1899 - The first LCV Lublin was built.

Ninety-five years ago...

October 8, 1904 - The first Vanderbilt Cup race was run on Long Island.

Ninety years ago...

September 1, 1909 - U.S. Circuit Court Judge Hough found that the Selden Patent did cover the modern automobile. Henry Ford appealed.

Eighty years ago...

September 25, 1919 - Rolls-Royce announces the formation of an American manufacturing division.

Seventy-five years ago...

October 15, 1924 - Lido (Lee) A. Iacocca was born in Allentown, Pennsylvania.

Seventy years ago...

September 28, 1929 - General Motors purchases the Dayton Fan Electric Company of Dayton, Ohio, one of the largest independent radio manufacturers.

Fifty-five years ago...

October 24, 1944 - Renault Auto founder Louis Renault died.

Fifty years ago...

September 6, 1949 - Control of Volkswagen was transferred to the Federal Republic of Germany.

Forty-five years ago...

October 1, 1954 - George Mason, president of Nash-Kelvinator, died.

October 1, 1954 - Ford introduced the Thunderbird

Thirty years ago...

September 1, 1969 - American Motors introduced the Hornet.

September 1969 - The Society of Automotive Historians was formed.

October 1, 1969 - FIAT purchased the Lancia line of cars.

Twenty-five years ago...

October 1, 1974 - The first Hyundai, the Pony, debuted at the Turin, Italy Auto Show.

Twenty years ago...

September 1, 1979 - Honda began producing motorcycles in Marysville, Ohio.

September 10, 1979 - The MGB ends production.

Ten years ago...

September 1, 1989 - The Lexus LS400 and ES300 completed their introductory month with 2,919 LS models and 1,216 ES models sold.

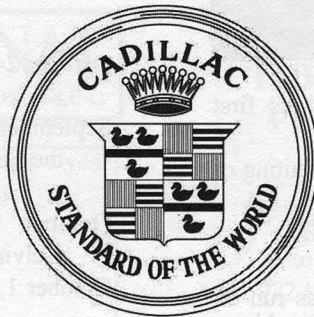


Max Hoffman and Ben Pon examine the first Volkswagen to be shipped to the U.S. in 1949.

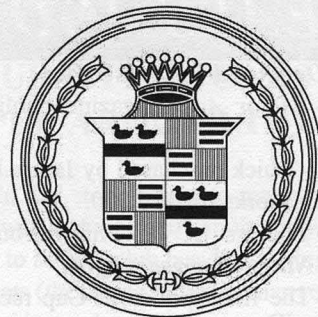
- courtesy of Volkswagen of America



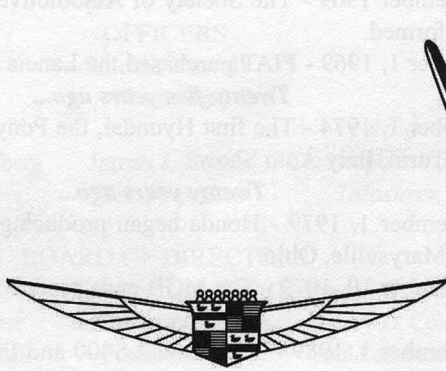
1906



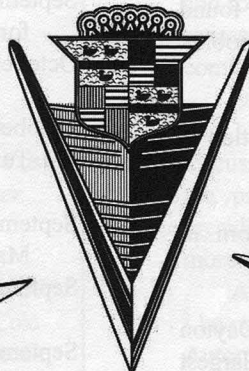
1908



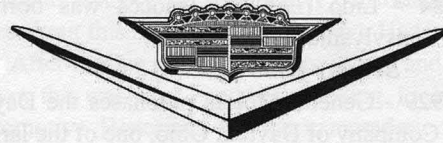
1920



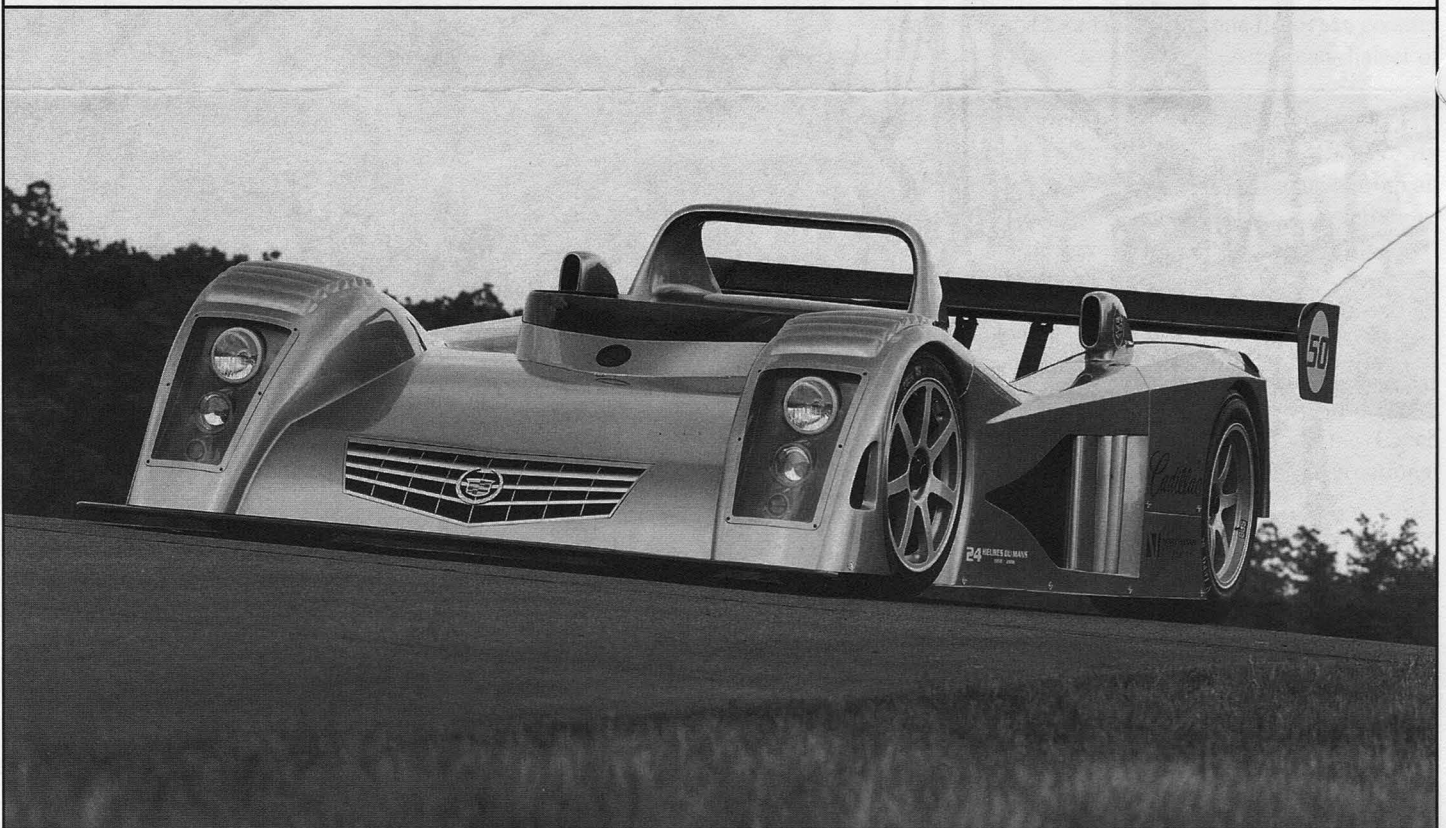
1933



1947



1957



At the top of the page are six of the logos Cadillac has used since 1906. The new logo, pictured on page one, replaces a logo that was established in the 1960s. The picture on the bottom of this page is a glimpse of Cadillac's forthcoming re-entry into racing. This car will be the first Cadillac to enter LeMans since the 1950s.

- photos courtesy of Cadillac Motor Car Division of General Motors and Wieck