

SAH JOURNAL

The Newsletter of the Society of Automotive Historians, Inc.

November–December 2001

Issue 195



Outgoing President *Leroy Cole* passes the gavel on to new SAH President *Dale Wells*. (photo by *Bobbie'dine Rodda*)

Annual Meeting and Awards Banquet

Dale K. Wells of Kalamazoo, Michigan, officially assumed the position of SAH President at the Annual Meeting of Members & Awards Banquet at the Country Club of Hershey October 12th.

Awards presented at the banquet, ably emceed by *Leroy Cole* in his last official function as President, were the E.P Ingersoll Award to the Pebble Beach Concours d'Elegance, the Richard and Grace Brigham Award to *Automotive Fine Art and Collectible Automobile*, the Student Paper Award to *Jameson Wetmore* for his paper, "Driving the Dream, The History and Motivation Behind Sixty Years of Automated Highway Systems," the Carl Benz Award to *Michael Lamm* for his article, "Unrealized Dreams: GM's 1955 La Salle II Motorama Cars," the Benz Award of Distinction to *Brooks T. Brierley* for his article, "Origins of the French Concours d'Elegance," The Nicholas-Joseph Cugnot Award to *Karl Ludvigsen*, author of *Battle for the Beetle*, Cugnot Awards of Distinction to *Nick Georgano* for *The Beaulieu Encyclopedia of the Automobile* and *Simon Moore* for *The Legendary 2.3: Alfa Romeo 8C2300*, the James J. Bradley Distinguished Service Award to the American Truck Historical Society and the Friend of Automotive History Award to *John Martin Smith*.

At the Board of Directors meeting, the previous evening, *Gregg Merksamer* was appointed to serve out Dale's term on the Board.



Two of the best goodwill ambassadors for SAH, *Bobbie'dine Rodda* and *Paul Lashbrook* at the Hospitality Tent at Hershey.

SAH in Paris and London, February 2002

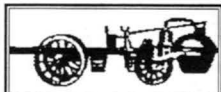
World conditions permitting, SAH plans a two-part program at the time of Retromobile in Paris. For those who may not know, Retromobile has been France's largest exhibition of old cars for over 20 years. The first event will be our 7th annual dinner in Paris on the eve of the opening of the show. The second event, in London, will be lunch at the Royal Automobile Club followed by a tour of the Royal Mews.

The Paris dinner, Thursday February 7, 2002

Where For the first time, SAH will be wining and dining
continued on page 8

Inside the Journal

News	1
President's Perspective	2
Book Reviews	9
<i>The E-M-F Company— The Story of American Pioneers The Spirit of the Road</i>	
The Billboard	11



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Kit Foster	Issues 118-157 Jan./Feb. 1989-July/Aug. 1995
Sam Fiorani	Issues 158-194 Sept./Oct. 1995-Sept./Oct. 2001

SAH Journal (ISSN 1057-1973) is published six times a year by the Society of Automotive Historians, Inc. Subscription is by membership in the Society. Send membership inquiries and changes of address to Society of Automotive Historians, Inc., 1102 Long Cove Road, Gales Ferry, CT 06335-1812 USA

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Flattered and Pleased

Hello to all SAH members and friends. My name is Dale Wells, and I have been privileged to be elected to serve as your next President.

I am relatively new to SAH, having first met many officers and members in 1997 when *The Splendid Stutz Book* was selected for the Cugnot award that year. I was President of the Stutz Club at the time, and the book represented seven years of work and research on the part of our members under the leadership of our editor and coordinator, *Ray Katzell*. The award was most appreciated, and stands as one of the highlights of my lifetime of admiring antique cars and pursuing their history.

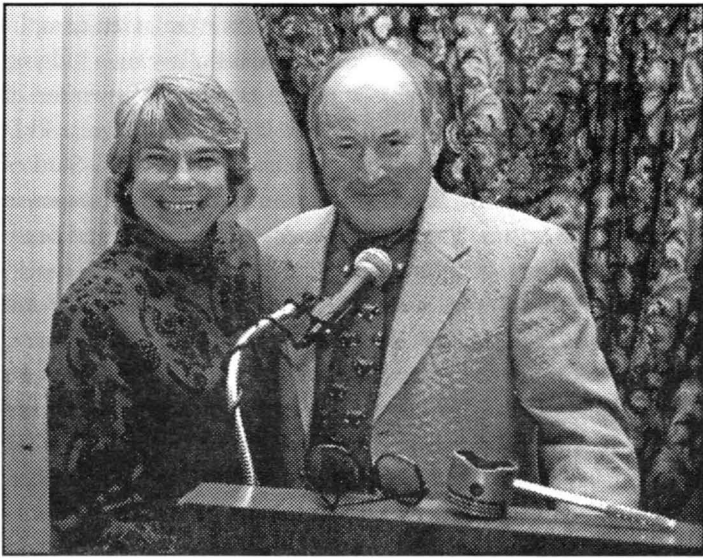
I cannot remember a time when old cars did not fascinate me. While growing up in the small town of Three Rivers, Michigan, our family lived for a time in an apartment building on Main Street, which was U.S. Highway 131 through town. We were between a Texaco gas station and the Chevrolet garage. Across the intersection to the north was a Standard Oil gas station, and to the northwest, a Mobil Oil station and the Buick garage. I guess being surrounded by so much automobile activity doomed me to a lifetime of studying those cars of my youth, and seeking to own and drive some.

I especially admired the BIG old cars, and read the "for sale" ads to look for survivors. I was not aware of any antique car clubs at the time, but soon found Floyd Clymer Auto Scrapbooks as a source of information about old cars. I also watched the Chicago and Detroit Sunday newspapers for any likely examples for sale. *Motor Trend* magazine was also great reading as it carried advertisements for collector cars at the time and also featured Robert Gottlieb's classic car column. I remember seeing Duesenbergs advertised for \$895 and up in Chicago, and vowed to buy one when I had saved up \$1,000. Of course, by the time I had \$1,000, Duesenbergs were about \$5,000, and so have eluded me forever.

Life changed forever when I married my wife, Bonnie, began raising our family of one daughter and two boys, and then had an opportunity to buy a Stutz Cabriolet. We have had that Stutz for 40 years now, and have had many adventures learning about this fascinating, rare automobile, working with other car collectors, going on club tours and holding offices in various clubs.

I have had many wonderful years pursuing old cars as a family hobby and meeting hundreds of wonderful, interesting people. However, none of those experiences compare with the challenge and excitement of now becoming SAH President. I am flattered and pleased to have this opportunity to serve you, and look forward to seeing and hearing from many of you these next few years. Let's go forward with our challenge—researching and recording automotive history for the record, and being THE source of accurate, complete knowledge of all things automotive.

—Dale K. Wells



Beverly Rae Kimes presented the Ingersoll Award to **Al McEwan**, a member of the Advisory Board and a long-time friend of Pebble Beach.

E.P. Ingersoll Award

The Ingersoll is awarded for excellence in presentation of automobile history in other than print media. In the past, winners have included films, television shows and web sites. This year it is awarded to an event, the Pebble Beach Concours D'Elegance.

E.P. Ingersoll began presenting automobile history in 1895. He didn't know it at the time, of course. Actually, over fifty years ago, neither did the Pebble Beach people who first got the idea of reviving the European concours d'elegance. Social arbiter Lucius Beebe was among the perennials of those early events. Indeed, his spirit was its spirit. Pebble Beach was a party.

It still is—a splendidiferous party, to be sure. But since the early seventies it has become much more than that. Jules Heumann and Lorin Tryon took over the direction of the Pebble Beach concours at that time and set it on an historic course. One example: In 1985 all six Bugatti Royales were brought together at Pebble Beach, a gathering that no one in the world, not even Ettore Bugatti, had ever seen before. Since then, this sort of singular presentation has become a routine occurrence for automobiles as various as the American Underslung and W.O.'s 8 Litre Bentleys.

Sadly, Lorin is no longer with us, but Jay Heumann enjoys participating from his emeritus status. Sandra Kasky remains executive director *par excellence* and, after a seamless transition, Glenn Mounger is the new chair. We can be assured that Pebble Beach will continue to present automobile history as sublimely in the future as it has in the past.

Last August, Pebble Beach presented what was unquestionably among the most strongly historic fields in the concours' history. The historian in me reveled in the experience. It is one I look forward to repeating next year—and every year after that.

It is my pleasure to present the prestigious Ingersoll Award to the Pebble Beach Concours d'Elegance

—*Beverly Rae Kimes*



It was a family affair as **Dennis David** filled in for Benz Committee Chairman **Don Keefe** and his son **Chris** accepted the Carl Benz Award for his hero, **Mike Lamm**.

Carl Benz Award and Benz Award of Distinction

As many of you already know, the Benz Award recognizes the best article on automotive history appearing in a periodical. One need not be a member of SAH to receive the Benz award, or even to nominate an article, however the Benz committee is of course, comprised of SAH members. I would also like to thank Benz Committee members *John Gunnell*, *John Sawruk*, and *Bill Warner* for their help and guidance in the selection of those articles recognized. Special thanks goes to *Dennis David*, who has been a great help to the committee over the years and to me in particular.

It appears that interest in the Benz Award has grown in the last year, as we have seen a significant increase in submissions, with a total of 22, compared to just 15 last year. Additionally, the quality seems to get better every year, with several extensively researched projects being nominated this time around.

This year, we are pleased to announce that in addition to the Benz Award, one runner-up has received an Award of Distinction. Though both articles were completely different in terms of topic, focus and presentation, they both shared a level of excellence that clearly set them apart from all of the rest. Both required a substantial amount of research and were presented with photography that captured the essence of the works.

The winner of the Benz Award of Distinction goes to *Brooks T. Brierley* for his article, "Origins of the French Concours d'Elegance," which appeared in the September, 2000 issue of *Car Collector*. Congratulations Mr. Brierley!

This year's Benz Award chronicles a story of contrasts, a pair of automobiles that were lovingly designed and constructed by General Motors for the 1955 Motorama, shown with the utmost pride and ceremony and then, in a bizarre series of events, discarded without a second thought. This is the story of

the 1955 La Salle II Motorama cars.

The author then picks up the story with their discovery and liberation from a Detroit-area wrecking yard, as well as the continuing efforts toward their restoration.

I am thrilled to announce that the 2001 Benz Award goes to *Michael Lamm* for his article, "Unrealized Dreams: GM's 1955 La Salle II Motorama Cars," published in the February, 2000 issue of *Collectible Automobile*. Congratulations Mr. Lamm!

—Don Keefe



Student Paper Award Winner *Jameson Wetmore*

Student Paper Award

The Student Paper Award program, new to the Society of Automotive Historians, got off to a strong start in 2000–2001.

As many of you know, the desirability of our Society initiating a program which would enable students in higher education to demonstrate their writing abilities in the field of automotive history has been discussed over the past several years. Early in 2000 a committee was established to turn this concept into an active program. It was agreed that the initial award would be made in October 2001. Basic rules for the program were established, and ways and means were developed of bringing the competition to the attention of university students across the United States and even abroad.

The committee determined that persons invited to compete for the initial award would be upper-level undergraduate and graduate students. Papers were not to exceed 10,000 words and were to be judged using the criteria of research, organization, writing style and documentation. The award was to consist of a plaque and a cash prize of \$500. The winning paper was to be published in the *Automotive History Review*.

Several hundred announcements of the contest were mailed to a broad range of colleges and universities and to all members of SAH who were affiliated with institutions of higher learning. Numerous telephone and e-mail inquiries from interested persons were answered.

Six papers were received from contestants, five from the

United States and one from Canada. All six were given complimentary membership for one year in SAH. Following a judging process participated in by all committee members, the winner of the contest was determined to be *Mr. Jameson Wetmore*, a PhD candidate in the Department of Science and Technology Studies at Cornell University. The title of his award-winning paper is "Driving the Dream, The History and Motivation Behind Sixty Years of Automated Highway Systems."

Members of the Student Paper Award Committee are *Charles Blackman*, *Robert Ebert*, *David Lewis* and *Craig Pascoe*, with *Sinclair Powell* serving as chair. The late *Richard Scharchburg* also was a committee member prior to his untimely death. The chair wishes to thank all committee members for their outstanding dedication and hard work over the past year. Without such a fine level of support the program could not possibly have been successful.

—Sinclair Powell



Gil Wanger, regional vice president, accepts the the *James J. Bradley Award* on behalf of the *American Truck Historical Society*. (photo by *Bobbie'dine Rodda*)

James J. Bradley Distinguished Service Award

The honor of presenting the James J. Bradley Distinguished Service Award falls to me as Vice President of SAH, and although I am not a member of the Committee that chooses the recipient, I nonetheless feel it is one of the most important awards the SAH bestows.

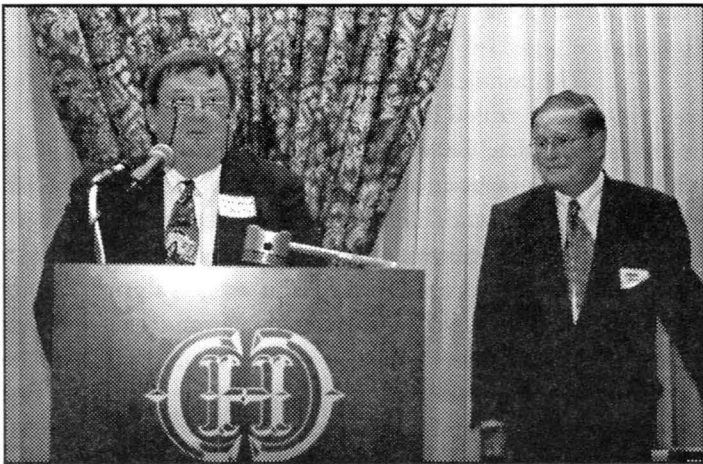
As this evening's program notes, the award is presented to an organization that has distinguished itself in the preservation of important automotive archives. First presented in 1982, it is named for Jim Bradley, the former curator of the National Automotive History Collection at the Detroit Public Library. What makes the Bradley Award particularly significant is that it represents what is really the heart of what we as the Society of Automotive Historians are trying to do. Without individuals and organizations who dedicate themselves to the preservation of historical automotive materials of all sorts, we would not be able to accomplish our collective task of accurately recording and interpreting the history of the automobile, its development and

its enormous economic and social significance in our society.

It is with great pride that I present the Bradley Award this year to the American Truck Historical Society. An association with no fewer than 22,000 members, the Society has over the years compiled and maintained a magnificent collection of materials related to trucks of all kinds, and has recently built a new home for this collection in Kansas City. This has been a remarkable achievement and more than deserves the recognition of the SAH and its 2001 Bradley Award.

Finally, before I call upon *Gil Wanger* to accept the award, I do want to share with you a thought that occurred to me as I pondered what I might say in presenting this award. The image of 22,000 guys together in their trucks would seem to be a great answer for our recent problems with Osama bin Laden and the Taliban. All we have to do is get them to Afghanistan!

—*Joe Freeman*



John Martin Smith addresses SAH members as *Fred Roe* looks on.

Friend of Automotive History Award

Many of us grew up regarding historians as secluded academics trying to figure out what happened in the Middle Ages. Of course at that time, a considerable number of decades ago, everybody thought that Henry Ford had invented the automobile and that was that.

But a couple more decades passed—I'm old enough to speak of decades, not years—and some of us realized that there was a history behind the automobile other than Henry Ford, and that we wanted to know more about it. Thus, in the second half of the twentieth century, the study of automotive history became a recognized part of the recently explosive growth of interest in automobiles as something other than mere transportation.

Tonight we are presenting our Friend of Automotive History Award to one of our members who recognized early that his town had a significant role in the development of the automobile, *John Martin Smith*, of Auburn, Indiana.

John Martin Smith obviously has had historical instincts all his life. Vestiges of Auburn's automotive heritage were still apparent as he grew up. The Auburn-Cord-Duesenberg Club brought Auburn-built automobiles to town on Labor Day every year. From this beginning John Martin Smith recognized that the area's

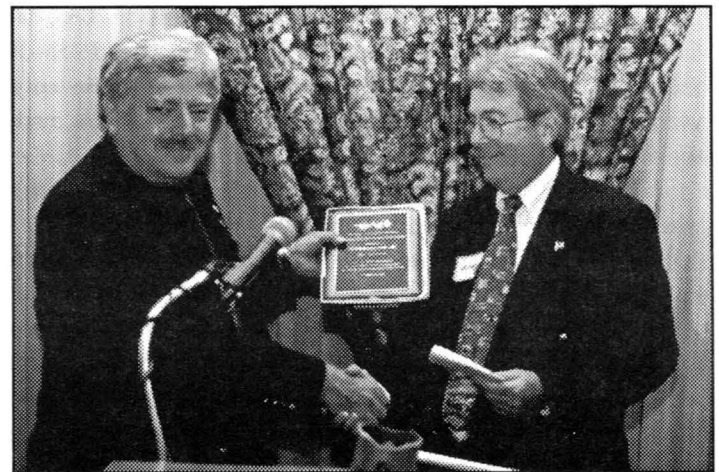
local automotive history was a part of something larger and could be developed to benefit both the automotive hobby and industrial history as well as the town. He pursued this idea and his initiative created a world-class museum that portrays Auburn's automotive history as well as that of the state of Indiana and is recognized as one of the top attractions in the state.

He diligently led the development of this museum, its historically significant building and its library for many years. Then he began a second automotive historical museum and now is working on a third one. Somehow he also found the time to author a history of DeKalb County, of which Auburn is the county seat, a volume rivaling a dictionary in size and containing extensive details of lesser automotive ventures in the area.

John Martin Smith was one of the earliest members of the Society of Automotive Historians and has served as our legal advisor ever since he assisted in having the Society incorporated in Indiana.

Members and guests, I take pleasure in presenting the Friend of Automotive History Award to John Martin Smith.

—*Fred Roe*



Jeff Godshall presents the Richard and Grace Brigham Award to *Jack Juratovic*, editor and art director of *Automotive Fine Art*.

Richard and Grace Brigham Award

Automotive Fine Art, published periodically by the Automotive Fine Arts Society (AFAS), is a very unusual publication that looks at automotive history from a unique perspective, that of the artist (as op-posed to the writer). For example, in the latest issue, an article titled "Art and the French Grand Prix, 1921" explains why the race was important, recounts the race itself and then presents and critiques the work of the several artists that have depicted the race in various mediums. In many ways automotive art that depicts historical events is just as much an analysis of that event as is a written article or photograph.

Other articles recently published include "The Motoring Art of Peter Helck Whilst in the UK" and "Rene Vincent, Lincoln Automobile Artist."

This 8 1/2 x 11-inch publication features high-quality reproductions of automotive artwork both in color and black and white, including the curriculum vitae of many prominent artists

in the field of automotive illustration, painting and sculpture.

For its success in presenting automotive history from a unique, different and enriching perspective, *Automotive Fine Art* was chosen by the Society of Automotive Historians to receive the Richard & Grace Brigham Award. Congratulations to its editor, Jack Juratovic.

Collectible Automobile, published six times a year by Publications International, is an outstanding effort, consistently high in both the quality of writing and quality of presentation.

Significantly, the editors and writers make a real effort to capture the more recent history of the domestic automobile industry and the vehicles we've owned or driven. While these may not be the grand marques of automotive history, each played its part in the automotive story of postwar 20th century America.

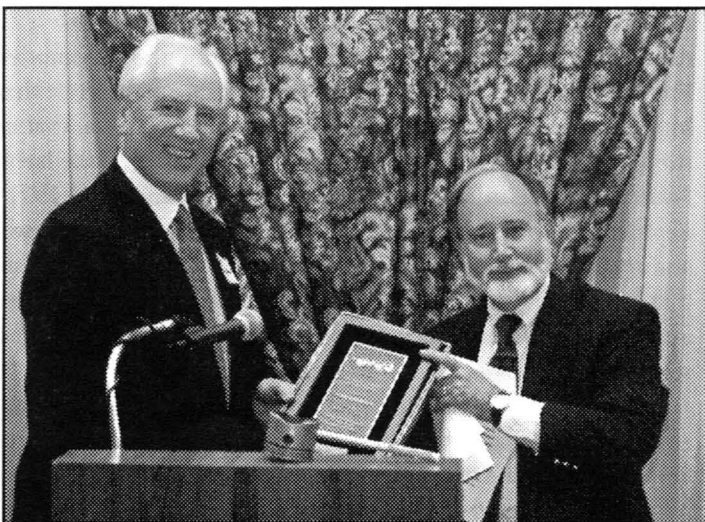
For example, during the review year, one article, "The Vega, GM's Edsel," did much to explain GM's inability to produce a quality small car, which led in turn to its rapid decline in market share in the past two decades, with consequences far beyond Detroit.

Other articles of interest described AMC's "Big Bad Colors" Cars, the 1947–82 Checkers and the 1953–55 Ramblers. Another provided an instructive look at the seventy-year history of the Art Center College of Design, where many top automotive designers have been trained.

By capturing the automotive history of recent decades, when those involved are still here to tell their stories, *Collectible Automobile* will become an indispensable reference for future historians for whom our era will be their "good old days."

For its success in discovering, presenting and thus preserving more recent automotive history *Collectible Automobile* was chosen by the Society of Automotive Historians to receive the Richard & Grace Brigham Award. Congratulations to its editor, John Biel, and publisher, Publications International.

—Jeff Godshall



Karl Ludvigsen proudly accepts the Nicholas-Joseph Cugnot Award from Award Chairman Michael Berger.

Nicholas-Joseph Cugnot Award and Cugnot Awards of Distinction

Karl Ludvigsen's Battle for the Beetle

Battle for the Beetle is an exemplary piece of scholarship. As one of the Committee members wrote: "To my mind this book is automotive history at its best." The development of the Volkswagen Beetle is brilliantly placed in its historical context, but, just as importantly, that vehicle's relationship to the political, social and military events of the era are made an integral part of the story. Details far beyond most books on this subject are presented in an interesting, readable manner recounting virtually every aspect in an utterly intriguing way. Sound historical methodology is evident throughout the book's 400+ pages, and it is obvious that the author took great care in researching and analyzing his subject. In sum, *Battle for the Beetle* is fascinating and captivating for anyone interested in automotive history or, for that matter, the history of the era within which the Beetle was created.

The Beaulieu Encyclopedia of the Automobile

edited by G.N. (Nick) Georgano

The Beaulieu Encyclopedia of the Automobile, true to its title, is encyclopedic in every respect. A hardbound, two-volume, 1,792-page work, it will stand as a synonym for "complete" in this category of reference work for many years to come. The authors have compiled historical information and data on practically every known motorcar and company, and the encyclopedia also includes biographies of key automotive personalities. The marque entries go into greater depth than any other volume of this kind, and photographs of significant automobile models add to the reader's understanding. As one of our reviewers noted: "*The Beaulieu Encyclopedia of the Automobile* is clearly a superlative, comprehensive reference." It may very well be the very best reference work of this type ever, and will not easily be surpassed in the future.

Simon Moore's, *The Legendary 2.3: Alfa Romeo 8C2300*

Moore's three-volume work is an obvious labor of love, and should be recognized as the definitive reference work on this Alfa Romeo car, and as an exemplar of thorough, in-depth research on an automobile model. Buttressed by many years of worldwide research, the author evidences an encyclopedic knowledge of both the car and its racing milieu. "Nothing about this book—research, writing, design and physical qualities—was done by halves," wrote one member of the Cugnot Committee. The text is printed on 962 glossy pages and is accompanied by 1,362 photos, many in color, which greatly complement the book. The author employs literally thousands of words to address virtually every aspect of all the cars of this model that were built. Simon Moore has succeeded in producing a work of inestimable value to enthusiasts.

—Michael Berger

Highlights from the October 11, 2001 SAH Board Meeting

State of the Society

1. Membership Total membership has risen to 948, up from 903 in October of 2000, part of a steady climb in the last few years. The international nature of the SAH is shown by the fact that 186 of these members are from outside the United States. The next membership directory will be published in September of 2002.

2. Annual Elections Dale Wells has been elected as the new President of the Society. Re-elected as officers were Joe Freeman (Vice-President), Mike Berger (Secretary) and Kit Foster (Treasurer). Paul Lashbrook and Darwyn Lumley were re-elected to the Board of Directors, along with outgoing President Leroy Cole. The election of Dale Wells creates a vacancy on the Board. Society By-Laws provide that the Board makes a one-year appointment in such a situation. Past policy has been to fill such vacancies with the runner-up in the annual election. Gregg Merksamer was that person, and his appointment was moved and unanimously approved.

3. Finances Kit Foster presented the 2001-02 SAH operating budget for consideration, together with a balance sheet for the past year and a cash flow analysis spreadsheet covering the years 1997–98 through 2000–01. Each was fully discussed by the Board members. Reversing the trend of the last few years, the proposed budget was a balanced one, made possible by the dues increase approved last spring. The Board voted unanimously to approve the 2001-02 budget as presented.

Ongoing Activities

4. Awards Leroy Cole reviewed the list of awards to be presented at the Annual Meeting and Awards Banquet and indicated the recipient(s) of each. Taylor Vinson noted that there would be no Cugnot Awards for books published in languages other than English this year, since the publishers failed to supply review copies of the nominated works. Mike Berger reported that, while there was complete satisfaction with the outcome of this year's deliberations, the Cugnot Award Committee had begun to discuss a number of issues related to the process of selecting that award in the future. Chief among those was whether separate categorical awards ought to be introduced, whether the "runner-up" Awards of Distinction ought to carry a designation other than "Cugnot" and whether the traditional voting procedure ought to be modified. Following Board discussion of each of these issues, it was suggested that the Committee prepare recommendations for action at the spring Board meeting.

5. Periodicals Leroy Cole commended Sam Fiorani for his distinguished service as SAH *Journal* editor during the past six years. The Board endorsed by voice vote the installation of Tom Jakups as the new editor of the *Journal*, effective with the November–December 2001 issue. Tom indicated that a "new look" would be forthcoming with the January–February issue. Taylor Vinson reported that Issue #37 of the *Automotive History Review* has been published. He circulated the table of contents



At the conclusion of the Board meeting it's time for a group photo. Left to right seated: Secretary Mike Berger, President Leroy Cole, President-elect Dale Wells, Vice President Joe Freeman, Treasurer Kit Foster; standing: Bob Ebert, Darvin Kuehl, Jim Schild, Gregg Merksamer, Michael Worthington-Williams, Sam Fiorani and Taylor Vinson

for Issue #38 which is due out in February of 2002. It will feature color on both the front and back covers. Issue #39 is scheduled for the end of calendar year 2002.

6. Book Publications The sale of the remaining copies of *Mr. Javelin*, together with the printing flats for the same, netted a little over \$3,000 for the Society. Sales of the *Beaulieu Encyclopaedia of the Automobile* have gone well. Copies of this reference work had been purchased from the publisher at a discount, which then was passed on to the SAH membership. The latter obviously appreciated being able to buy the encyclopedia for a price below the retail one. The Board felt that we ought to continue offering such a perk. Therefore, it was decided to order additional copies of the *Encyclopaedia*, which is now being printed as a three-volume work, and copies of a new work in the Beaulieu series, a volume on coachbuilt cars worldwide.

7. Website www.autohistory.org has turned out to be a powerful, worldwide recruiting tool for the Society, as well as a valuable resource for the membership. "Motormail," an email discussion group, was cited as being particularly useful.

8. Advertising Manager The Society has an ongoing need for someone to actively seek advertisements for the SAH publications and the website. Sam Fiorani has generously been filling that need on a temporary basis, but a permanent appointment is necessary. Members interested in performing such a service for the Society should contact Kit Foster.

9. Silent Auction Leroy Cole reported that 500 items had been received for the next auction. The range and quality of the items to be made available are impressive for this annual "swap" of materials among members. The auction continues to be a popular and financially profitable activity for the Society.

10. Automotive History Conference The 4th bi-annual conference is slated for April 10–13, 2002 at the Auburn-Cord-Duesenberg Museum in Auburn, Indiana. The call for papers has elicited 16 proposals to date. Additional ones are expected/solicited.

11. European Meeting Taylor Vinson reported that plans are moving ahead for the 7th annual dinner/meeting, to be held

February 7, 2002 in Paris. [Since the Board meeting the dinner has been arranged at the Renault Museum. See **SAH in Paris and London, February 2002** page 1.] A side trip to London, including a tour of the Royal Mews and lunch at the Royal Automobile Club is being planned as well.

12. Chapter Relations Leroy Cole reported that ties with the chapter in California and the Canadian Automotive Historians were stronger than ever, and those two groups were actively involved in a number of activities. The Hoosier chapter is reorganizing and the Leland chapter is exploring the possibility of organizing a literature fair in the Midwest. *Michael Worthington-Williams*, present as a guest, added that the British chapter was enjoying record membership and actively engaged in a variety of programs.

New Initiatives and Proposals

13. Affiliation with the American Historical Association (AHA) Joe Freeman reported that the application of the SAH to become an affiliate member of the AHA was not accepted. The letter containing this disappointing news did not contain a reason for the AHA's action. After a lengthy discussion of the situation the Board decided to seek a full explanation from the AHA.

14. Joe Freeman also noted that members of the Auto Racing Historical Association are still interested in becoming part of the SAH, but that the application for chapter status was still in process.

15. Publications Doctrine The Publications Committee has drafted a Publications Doctrine setting forth the goals and nature of the various Society publications and establishing written guidelines for their management. It was circulated to Board members for consideration at the April 2002 meeting.

16. Several ideas for new initiatives, first broached by Leroy Cole at the April Board meeting, were discussed in more detail. They included a proposal to expand the award structure, to include an Archivist of the Year award, honoring *Richard Scharchburg's* legacy, and an award for privately-owned automotive museums, named after William E. Swigart, Jr. No action was taken on these suggestions, but they will be discussed further in April.

17. In his final remarks as President, Leroy Cole stressed the importance of our not neglecting the history of the Society of Automotive Historians. To that end, he and his wife, Cora, have assembled a Presidents Book of Honor that will be passed down to each of Leroy's successors, beginning with Dale Wells. It contains a history of the society, the By-Laws, lists of all award recipients, including biographical sketches of those who have received the Friend of Automotive History Award, and chronologies of Board members and editors of the *Journal* and of the *Review*.

Kudos

18. At both the beginning and end of the meeting, Board members praised Leroy Cole for the quality of his leadership as SAH President during the past two years. The meeting concluded with a standing ovation in his honor.

Submitted by,
Mike Berger, SAH Secretary

SAH News continued from page 1

at the Renault Museum. The Museum, home to a grand array of vehicles beginning with the original 1898 machine, is located in the old Renault factory in Boulogne-Billancourt, about four miles from the Arc de Triomphe. We would meet for drinks at 6:30 PM and eat at 7:15 PM.

How to Reserve Please contact Laurent Friry, 22 rue d'Antony, F-91370 Verrieres le Buisson, France (tel. (33) 607 643 621 (work), (33) 1 60 13 04 93 (home, weekends, and between 8 and 10 PM. Central European time weeknights. FAX (33) 1 6447 6960; e-mail: Laurent.friry@esf.ericsson.se.

Reservation Deadline January 31, 2002. For security reasons the Museum must know the names of all attendees a week in advance. Laurent cannot accept reservations after January 31.

Tentative Price 50 Euros, by check, payable to Laurent and sent to his home address. Please do NOT send him checks in French francs. The final price has not been determined as you read this, and it may be slightly more or slightly less. Laurent will make adjustments at the door.

Directions Laurent will send a detailed map and information to members who plan to attend the dinner.

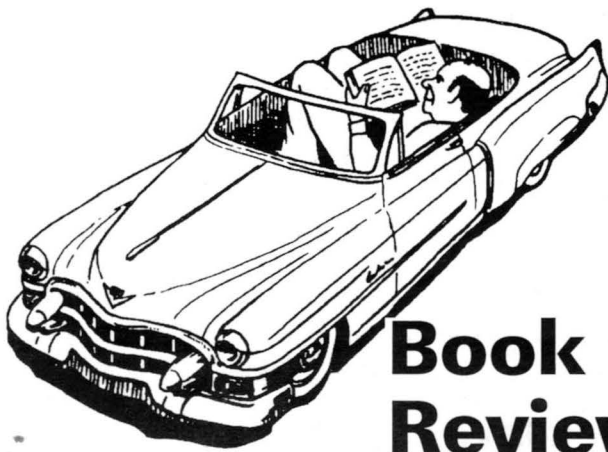
The London trip, Monday February 11, 2002

Plan for the Day Members in Paris would day trip to London on the Channel train Eurostar, where members already in London would join us for lunch at the Royal Automobile Club (RAC), and the tour of the Royal Mews that follows. We would return in the evening to Paris. The RAC, purpose-built in 1912, has been described as a combination of Roman magnificence and Edwardian comfort. At the Royal Mews we will see the coaches and motor vehicles used at coronations, the opening of Parliament and other affairs of state. We would use the Underground for traveling in London, so bring a few pounds.

Rail Tickets We plan to obtain rail tickets in advance for those going from Paris. If the number in the group is ten or more, the round trip price is about \$220. Less than ten in the group, it is about \$320. Members who would like a one-way ticket and remain in England, or come back with us to Paris, could do so, although it could affect the price of the ticket for those wanting a round trip if the returning group is less than ten. It is anticipated that you would pay for the tickets at the dinner on the 7th.

Lunch Reservations Assuming that a private dining room is available at the RAC, the cost of one that accommodates 12-28 persons is approximately \$248, which would be prorated among the number attending (i.e., \$21 per person if 12 came; \$9 if there were 28). To this should be added the cost of a three-course luncheon, expected to cost \$50 per person. House wine is approximately \$19 per bottle. These are the 2001 food and drink prices, and those for 2002 could rise from three to five percent. We would collect at the end of the meal. The RAC can accommodate less than ten members in its regular

Continued on page 10



Book Reviews

The E-M-F Company: The Story of Automotive Pioneers Barney Everitt, William Metzger, and Walter Flanders, by Anthony J. Yanik. 2001 ISBN 0-7680-0716-X. 243 pages, 40 black-and-white photographs. Hardcover. 9 x 6 in. Published by the Society of Automotive Engineers, 400 Commonwealth Drive, Warrendale, PA 15096-0001. \$39.00 plus shipping & handling.

Historians of the first quarter century of the American automobile industry focus most of their attention on the successful car makers—Ransom Olds, Charles Nash, Henry Ford, William Durant, the Dodge brothers, Roy Chapin, and a few others. *Tony Yanik's* book traces the careers of three lesser-known automotive pioneers—Byron F. (“Barney”) Everitt (1872–1940), William Metzger (1868–1933), and Walter Flanders (1871–1923). No car bearing any of their names survives today and their joint automotive enterprise, the E-M-F Company, lasted less than four years. Two of the founders, Everitt and Metzger, left the company only eleven months after they launched it. Why devote a book to their story?

For one thing, the three men collectively had a broad influence on the early Detroit auto industry well beyond E-M-F.

The first part of the book (chapters 1–3) examines the early lives and work of the three men while the last section (chapters 8–10), looks at their careers after they left E-M-F. The middle part of the book (chapters 4–7) chronicles the tangled and twisted history of the E-M-F Company in detail.

The three men made significant contributions to the automobile industry before their work at E-M-F. Everett was an important early auto body manufacturer, supplying bodies to pioneers Ransom Olds and Henry Ford. He helped lure Fred and Charles Fisher into the automobile body business and later, Walter O. Briggs. Metzger opened the first auto dealership in Michigan, if not the first in the United States, and developed the first Detroit Auto Show. He also successfully managed sales for the Cadillac Motor Car Company during its early years. Flanders was a production genius who managed Henry Ford's Piquette Avenue plant from mid-August 1906 to mid-April 1908, right before Ford began gearing up to produce the Model T.

Tony Yanik traces the careers of the three men after they left E-M-F. All three were associated with mostly unsuccessful automotive ventures, including the Metzger Motor Car Company, the Everitt Motor Car Company, the Flanders Motor Car Company, the Columbia Motor Car Company, the Wills Sainte Claire Company, the Rickenbacker Motor Company, the United States Motor Company, and the Standard Motor Company. Walter Flanders served as president and general manager of the Maxwell Motor Company from early 1913 through December 1917. Maxwell was a successful operation when he left, but it later fell on hard times. Yanik clearly establishes that the three men were major players in much of the early Detroit automobile industry, in addition to their work at the E-M-F Company.

Yanik also chronicles, as best anyone can, the complex and convoluted history of E-M-F and its relationship with Studebaker Brothers Manufacturing Company. The three founders announced their new company on June 2, 1908, formally incorporated the firm on August 4 and signed a sales agreement with Studebaker the next day. The South Bend, Indiana, wagon manufacturer would take half of E-M-F's production and control sales in the southern and western states. E-M-F's own sales force, under Metzger, would cover the Midwest and East. In mid-September 1908 E-M-F purchased the Wayne Automobile Company, founded earlier by Everett and Flanders, and then the Northern Motor Car Company, controlled by Metzger, in early October.

The combination of the three E-M-F founders and the Studebaker interests brought conflict. Everitt and Metzger soon became unhappy with the Studebaker sales agreement and both resigned from E-M-F on April 29, 1909 after Studebaker bought their stock. Under a new sales agreement, Studebaker would be the exclusive sales agent for E-M-F cars. On December 9, 1909, Walter Flanders unilaterally canceled E-M-F's sales agreement with Studebaker, touching off months of lawsuits and counter-suits between the two companies. After Studebaker lost nearly all of its court battles, J.P. Morgan & Company purchased E-M-F for Studebaker in March 1910. Flanders remained as president and general manager of E-M-F, but resigned those positions on August 7, 1912. Studebaker then removed all references to E-M-F and Flanders from the cars and inserted its own brand name.

Studebaker's purchase of a partial interest in E-M-F and then control of the company allowed this conservative wagon manufacturer to enter the fledgling automobile industry on a significant scale at no real risk to its reputation or solvency. This was the most significant contribution of Messrs. Everitt, Metzger and Flanders to the American automobile industry. These are significant historical figures and Yanik's telling of their story is both interesting and clear. The author has picked a useful set of photographs for the book, a mix of people, products and plants, which the publisher has reproduced well. Overall, this is a superb book.

—Charles K. Hyde

The Spirit of the Road, by Tom Turner and John Sparks. ISBN 0-941807-42-8. 160 pages, profusely illustrated. Hardcover with dust jacket, 10 x 12¼ inches. Via Books, 150 Van Ness Avenue, San Francisco, CA 94102-5292. \$50

For a concise picture of what motoring was all about in California over the last century look no further. This is *it*. Drawing much of its material from the pages of *California Motorist* and its successor, *Motor Land*, which were published by the California State Automobile Association, it gives the reader a little bit of everything relating to motoring in the Golden State on a year-to-year basis. Aptly illustrated with full-color images by Galen Rowell and historic photos from the Moulin Studios and CSAA archives, it affords the reader an ample look at motoring itself along with views of such relevant goodies as advertising, road signs, newspaper clippings, garages, club emblems and photos that reveal the traffic patterns of yesterday and accidents plus much, much more. In the material on road building road conditions of the early days of automobile ownership and operation one can appreciate how driving from here to there could be a major event at the very least.

The California State Automobile Association was formed in 1900 as a social organization of San Francisco motorists at a time when a mere six automobiles were rattling around the city. But as auto registrations increased the association augmented its social function with a practical one, and it has been responsible in a large way for much of the progress in the motoring field.

The book beautifully chronicles the care and feeding of the automobile through the years and is accompanied by a wealth of lavish illustrations, many of them in color. It is one of the best books on automobilia in general that has passed this desk in some time and is well worth a look-see by everyone. Subtitled *One Hundred Years of the California State Automobile Association*, it will appeal especially to residents of that state.

It is a coffee-table volume, yes. But the coffee is espresso! And you will think twice before lending it to anyone!

—Keith Marvin

SAH News continued from page 8

grille or dining room.

How to Reserve Please let me know as soon as possible the number of people in your party and (a) whether you wish a round-trip rail ticket from Paris (b) a one-way rail ticket, and, if so, in which direction or (c) whether you will meet us at the RAC for lunch and the tour. My addresses are e-mail (tvinson@nhtsa.dot.gov), FAX (202-366-3820), home phone (703-751-7903), or mail (1314 Trinity Drive, Alexandria, VA 22314).

Reservation Deadline The sooner we reach the critical mass of 11, the greater the chance of obtaining a room at the RAC, so we would appreciate as early a response as possible. Our deadline is January 25, 2002.

2002 SAH Student Paper Award

In order to encourage research and writing efforts among university students in the area of automotive history, the Society of Automotive Historians in 2002 will confer its second annual award for the best student paper in the above field.

Persons submitting papers must be students at educational institutions (thesis-level, undergraduate or graduate level) at the time of submission. This competition is international in scope, but papers must be in the English language. Papers already published or scheduled for publication will not be accepted. Manuscripts should not exceed 10,000 words and should be double-spaced. An abstract is requested. Submissions should emphasize in-depth research, with adequate citation of the sources utilized. Diagrams, graphs or photographs may be included. An original and four copies must be submitted.

Possible subjects include, but are not limited to, historical aspects of automobile companies and their leaders, regulation of the auto industry, highway development, environmental matters and automotive marketing, design, engineering and safety.

Submissions will be judged using the criteria of research, organization, writing style and documentation. A cover letter should be included, stating the student's address, school, program, advisor and stage in studies. Submissions must be postmarked by April 30, 2002. All papers submitted will be acknowledged.

The winning paper will be published in the Society's *Automotive History Review*. The winner will be notified in August, 2002. The award will consist of a plaque and a cash prize of \$500.00.

Submissions should be sent to Sinclair Powell, Chair, Student Paper Award Committee, SAH, 8 Ruthven Place, Ann Arbor, MI, USA, 48104-261 Tel: 734-769-1188, Fax: 734-769-2858 email: sinclairp@msn.com

—Sinclair Powell

SAH Recognizes Centenaries of Motor Vehicles

The Society of Automotive Historians has for several years considered recognizing the centenaries of individual makes of motor vehicles. It was recognized that the great majority of specific makes of vehicles initially built 100 years ago were no longer being produced and that recognition in many instances would have to be given to car clubs representing such marques.

In 2001 the SAH recognition program got under way. *Leroy Cole* and I prepared certificates to present to two single marque clubs which represented motor vehicles once renowned both in America and abroad. These were Pierce-Arrow and Peerless.

At the meeting of the Pierce-Arrow Society held in Buffalo on July 10-14 (see *Journal* 193), I presented a certificate recognizing the fact that the first Pierce-Arrow was produced and sold in 1901. Receiving the certificate on behalf of the Society was *Bernard Weis*, editor of the Society's publications.

A similar certificate was forwarded to the Peerless Motor Car Club at its meeting in Cleveland in June, when the club celebrated the centenary of the Peerless motor car.

The recognition program will continue in 2002. Scheduled

for recognition are the Franklin, Rambler and Cadillac motorcars, plus possibly motor trucks and motorcycles. Please contact Sinclair Powell, 8 Ruthven Place, Ann Arbor, MI, 48104-261, e-mail: sinclairp@msn.com, FAX 734-769-2858, if you wish to identify additional marques deserving recognition.

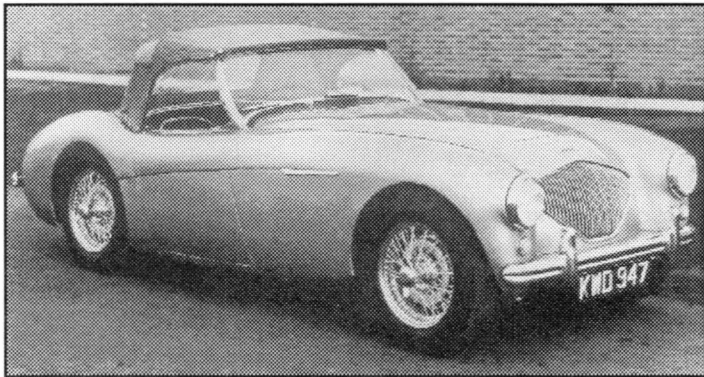
—Sinclair Powell

Austin-Healey Celebrates 50 Years in 2002

Austin-Healey clubs around the world are gearing up for the 50th anniversary of the Austin-Healey sports car in 2002.

Plans are underway for a wide variety of activities throughout the year, including being the featured marque at a number of events. The highlight of the year will be a celebration at Healey International "Open Roads 2002," a meet to be held at Lake Tahoe in June. This international event is expected to draw as many as 500 Healeys of every make and model and nearly 1,000 Healey enthusiasts from around the world.

For more information about this celebration contact *Baird Foster*, chairman of the AHCA Golden Anniversary Committee, at (856) 235-5862 or log on to www.healeyclub.org.

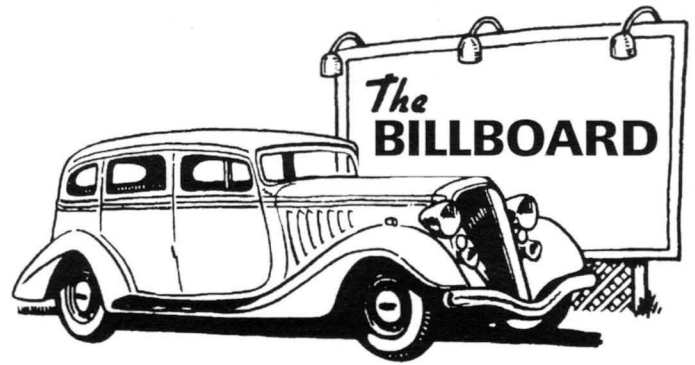


The prototype Austin-Healey 100 in late 1952

Apology

The form for the recent SAH election asked that the ballot be returned in the envelope enclosed with the mailing. More than a few of you pointed out that the envelope hadn't been supplied. Mea culpa! The ballot was modeled on an old one and the Nominations Chair updated it for the printer without noticing that sentence and requesting its deletion. Sorry for the confusion.

—Taylor Vinson

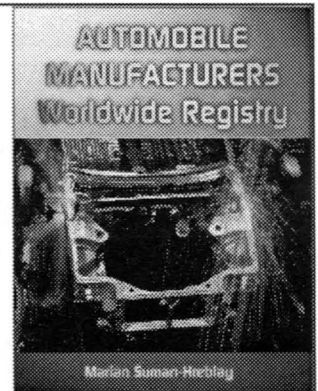


Wanted Interview sources for 1955 Mille Miglia (other than Fitch and Moss)—drivers, mechanics, car entrants—names and phone numbers or addresses; photo sources for 1955 Mille Miglia in U.S. or Europe—names and addresses. Thanks, **Carl Goodwin**, 221 W. 5th St., Box D., Palisade, CO 81526, (970)464-4925, atlastt@frontier.net

New England Auto List Does anybody have the 1915 edition? I'm trying to identify the registrants of New Hampshire numbers 0151 and 0523 from that year (they may well have been issued to the same person or business. The leading zero signifies a Commercial registration). **Kit Foster**, 1102 Long Cove Road, Gales Ferry, CT 06335-1812 phone (860) 464-6466 email foster@netbox.com

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SAH JOURNAL

The Newsletter of the Society of Automotive Historians, Inc.

November-December 2001

Issue 195

Society of Automotive Historians, Inc.
37 Wyndwood Road
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190 THE SATURDAY EVENING POST August 28, 1926

One hundred years in the making

SUMMER and Winter—
Summer and Winter—
a hundred years ago. Nature
begins the work of changing
a dry seed into a plant of
the forest. A hundred years in
preparing for the seedling
requirements of high-grade
timber. Slow growth—
straight growth—harder and
tougher each year—until the
day

As there is no artificial hand
replaces the work of a century.
Because a single careless act in
falling or limbing can make
the work of Nature undo the
achievement.

Such and every piece of timber
used in Hayes-Hunt bodies is
carefully selected, seasoned,
dressed for straightness of
grain, freed from natural
knots. It has each member in
direct contact with the
others—no artificial
interference.

That is, when
the wood from
work of a Hayes-
Hunt body is seasoned
and all make prime material,
glad, smooth, and light,
it is one single, strong
and rigid, seasoned segment
strong and smooth yet soft
and pliable—ready to
withstand the heaviest and
longest use—without
distortion or warping.

HAYES-HUNT BODIES: George Hanley sent along this ad for Hayes-Hunt bodies which appeared in the August 28, 1926 issue of *The Saturday Evening Post*. George knew of the Michigan Hayes Body Co. and the Hayes operation of the Marmon body plant, but he had never heard of the Hayes-Hunt Body Corporation of Elizabeth, New Jersey. Are there any members out there who have any information about this operation?

HAYES-HUNT CORPORATION, ELIZABETH, NEW JERSEY
Hayes-Hunt Bodies
Beauty, Service and Comfort

And in the time given—a hundred years in the making—
body complex, size and proportion to the world's great
car bodies, the general maintenance and repair are