

SAH Journal

The Society of Automotive Historians, Inc.
Issue 198
May—June 2002



www.autohistory.org

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The Automobile Pioneers of Oakland, California

by John Perala

When the nineteenth century came to a close, Oakland was the third largest city in California. Although it was in the shadow of nearby San Francisco, Oakland was a prosperous and growing city in its own right. It was a seaport and a railroad terminus, and it had a large industrial district. Among its 67,000 residents were a number of entrepreneurs who were eager to take advantage of the latest business opportunities, including the automobile business.

In April 1897 William Elliott, a bicycle dealer at 1002 Telegraph Avenue, completed the first car to be made in Oakland. Elliott's little two-passenger runabout was fitted with a two-horsepower single-cylinder gasoline engine. He immediately declared his intention to manufacture cars, but he waited two years before he actually did. During the summer of 1899 he built two improved runabouts under the banner of the Elliott Motor Carriage Company. These were larger, more powerful cars using two-cylinder engines. Once again he announced his intention to make cars, but nothing came of it. William Elliott made only three cars.

Hiram Bradley finished an automobile at his home at 364 14th Street in early 1900. It was a two-passenger runabout and had a five and one-half horsepower two-cylinder engine. Bradley was so pleased with his car that he, too, set out to become an automobile manufacturer, organizing the Pacific Motor Vehicle Company in August 1900. He talked about building a variety of motor vehicles ranging from light carriages to heavy freight wagons. He had patented a petroleum carburetor in 1898 and petroleum engines were to be his specialty, but gasoline, electric and compressed air motors were to be available as well. Bradley's plans never worked out and he probably built only one car.

In 1900 a machinist, Henry Brown, conceived the idea for a gasoline engine conversion unit for horse-drawn vehicles. Some local businessmen liked Brown's idea and incorporated the Standard Motor Vehicle Company in January 1901. While the office was in San Francisco, Standard's factory was in Oakland on 12th Avenue near the waterfront. By March 1901 Henry Brown was road testing a motorized wagon. Standard planned to offer engines suitable for vehicles ranging from buggies to freight wagons. Production, if any, was minimal as Standard was out of business by 1902.

The 1903 Oakland city directory listed two machinists, each calling himself an "automobile manufacturer." One was William Emrick, who had a shop at 1265 7th Street. He may have made a car for his own use. The other, Nels Herby, also may have made a car for his own use at his shop at 102 Ettie Street. Herby did build a car for a customer, but the customer was so unhappy with the car's performance that he sued Herby to get his money back. At the trial Herby called upon Walter Horner, a local machinist, as an automobile expert to testify on his behalf, but he still lost the case.

Nels Herby then closed his shop and went to work for the Stearns Brothers Spraying Machine Company at 315 8th Street. Stearns Brothers was a Los Angeles

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Thomas S. Jakups, Editor

Back Home Again in Indiana

at a local restaurant. "How would you like to pay for this?" the waitress—and I feel perfectly comfortable calling her this rather than waitperson or server—sweetly asked as she took our orders. "Separate checks, please," one of us answered. "Ok," she quickly replied. I was dumbfounded.

The restaurant appeared to be a popular choice for birthday parties for there were three celebrations that night. And each time the staff would troop over and serenade the celebrant not with some hip and clever routine but with the simple and traditional rendition of "Happy Birthday to You." I was enchanted.

So this was Indiana, the Midwest, the hinterlands. This land of courteous and unpretentious folks seemed a natural place for a museum devoted to old cars from another era.

In the four lovely days I spent in Indiana I visited five museums devoted to 20th century American-made automo-

biles and automobile-related memorabilia. Each museum left its own unique impression on me but in all of them I felt that mixture of joy at revisiting the past, some of which I had experienced personally and remembered fondly, and melancholy that these collections, once integral parts of people's lives, had become relevant now only as "historical representations"—dismissed by many as "museum pieces from a simpler time."

Yes, time marches on and we cannot live in the past. But in our headlong rush to be current, must we jettison the past, whether it be material things or, more importantly, culture and values, as hopelessly "old fashioned" and out of touch with the times? Some things are worth saving and appreciating for their timelessness—reason enough to periodically make time in our modern lives to go and find ourselves "Back Home Again in Indiana."

Tom Jakups

The fourth biennial Automotive History Conference, sponsored by SAH and NAAM, provided me with my first opportunity to visit Indiana. As my plane made its descent into Fort Wayne, I noticed this huge open pit dug into the countryside. That and all the farms stitched together in quilts covering the flat land gave me a sense of people working hard to make a living off the land—something we easterners haven't done for awhile.

A couple of nights later I was having dinner with six other SAH members

SAH Journal

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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.

Membership dues are \$40 per year. Send dues, 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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The Society of Automotive Historians, Inc.

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**Copy Deadline for Journal 199
June 22nd**



Dale K. Wells, President

Auburn, Indiana. April 2002. Sunny, warm, 70 degrees. Spring was in the air, and a few April showers on Friday didn't dampen our spirits on the bus tour to the S. Ray Miller Museum and the Studebaker Museum. Lunch at the Studebaker mansion was another highlight of the tour. It was a wonderful week of business meetings, renewing of old acquaintances, meeting scholars of all things automotive and seeing places where the stories are brought to life. Where would be a more appropriate venue for all this than in a restored art deco 1930s automobile showroom, the Auburn-Cord-Duesenberg Museum?

Our hats are off to Bob Sbarge, Museum CEO, and all of his staff and volunteers for their warm welcome and great Hoosier hospitality in setting the background for the fourth biennial Automotive History Conference. If you have not seen the ACD Museum, it is a must see for all automotive enthusiasts. The gleaming showroom filled with sparkling ACD cars is breathtaking, and almost overwhelming. The renovation of the original facilities combined with the addition of new meeting and exhibition areas has created a near perfect place for all kinds of meetings, receptions and the study of automotive history. Put Auburn, Indiana, on your list of must-see places. You will be glad you did so.

When looking at antique and classic automobiles, we often think back to the first time we heard of a particular make or model. Growing up during the 1930s I can remember quite a few Auburns on the road, and one of our

And What a Party It Was!

neighbors bought a used '35 or '36 sedan for his family transportation. However, I had never seen or heard of a Cord until I was about 10 years old and saw this strange looking, low-slung car while on a family trip to the big city of Grand Rapids. As for Duesenberg, I ran across a picture a few years later, and could hardly believe my eyes when several years after that I saw one on the highway near our house. These great cars are there to be seen at the ACD Museum, and there are many stories to be told about each one. In future Journals, I will try to share some of my stories about ACD cars.

Your SAH Board had a full day's business meeting preceding the fun parts of the conference, and worked on many issues concerning the Society. Questions were discussed and goals for future activities were considered. One concern for everyone involved with the pursuit of historical knowledge is the preservation of archives. We think of libraries and museums as the proper place for these materials, yet many of us have personal stacks of literature, pamphlets, clippings and photos. Board member Gregg Merksamer challenged us to think about future preservation of these items.

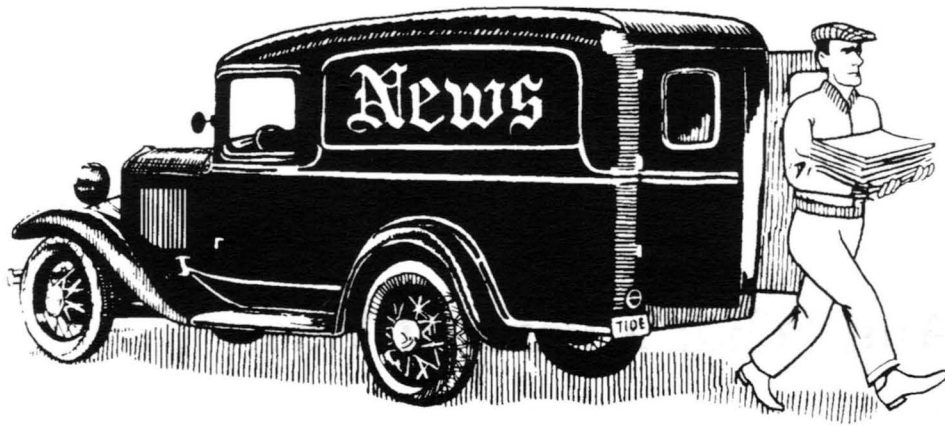
Perhaps we do not realize how rare or valuable our personal collections and memorabilia may be. We all like to buy at bargain prices, and may not realize how valuable some of this stuff has become. Most of us have items we found at flea markets or auction sales that we now realize are worth many times what we paid for them. Where will all of this material go after we "go"? Would SAH like to have such material? The consensus would probably be YES. But, we have no place to store and preserve such

material permanently. We do have the Silent Auction where we could dispose of materials given to us, or we can arrange to sell them at literature fairs and swap meets. However, the shipping, handling and storage may require more time and expense than SAH members are able to provide. More discussion and the adoption of a policy may be in order.

In the meantime, we urge members to think about this issue and their individual situations. There are many museum libraries which may be interested in receiving donations or bequests of automotive books and materials. Each of us should consider the disposal of our personal collections in some manner. How do you make a donation? Contact the library of your choice and tell them about your materials. If they are interested in receiving your collection or parts of it, you will need an appraised value by a disinterested third party appraiser if you want to take a tax deduction for the donation. The recipient museum cannot give you that value for the tax write off if you want to prove it to the IRS. They require an outside evaluation. If the museum wants your materials badly enough, they may reimburse you for the shipping costs to their facility. You should discuss this ahead of time so there will be no misunderstanding or questions.

With this information, you can dispose of your personal libraries and collections now, or in the future with a bequest in your will. Discuss it with your family members and friends and decide now what you would like them to do with all that "stuff" you have been collecting. That is part of our responsibility for preserving automotive history.

—Dale Wells



Fourth Automotive History Conference Held at ACD

The Society's fourth biennial Automotive History Conference, sponsored jointly with the National Association of Automobile Museums, was held April 10–13, 2002 at Auburn, Indiana. NAAM member Auburn Cord Duesenberg Museum hosted the event. Organized with the theme "Knowledge of the Automobile," museum workshops followed an education theme. Sessions on automotive history concerned competition (Speed and Stamina), cultural aspects (Cars and Culture), manufacturing (Makers and Markets) and international and media relationships (Information and Interdependence).

The ACD Museum welcomed attendees with an opening reception on Wednesday evening, including dinner and self-guided tours of all museum exhibits. Following Thursday's museum

and history sessions, attendees were given a behind-the-scenes tour of the Kruse military vehicle museum presently under construction in Auburn.

Friday was tour day, featuring visits to the S. Ray Miller, Jr., Museum in Elkhart, the Pedal Power Museum in Bristol and the Studebaker National Museum in South Bend. The Pedal Power Museum houses what may be the world's largest collection of Elcars under a single roof. Conferencegoers enjoyed lunch at Tippecanoe, the mansion of Clement Studebaker, now an elegant restaurant.

Saturday's sessions concluded with tours of the National Automobile and Truck Museum of the United States. NATMUS, located adjacent to the ACD Museum in a building constructed especially for production of the Cord L29, is a long-time project of John Martin Smith, SAH's 2001 Friend of Automotive History, and houses a number of rare

cars and trucks of the Hoosier State. Concluding the conference was a closing dinner on Saturday evening, featuring presentation of NAAM's annual NAMMY Awards and a keynote address by veteran auctioneer Dean Kruse.

In addition, a number of special programs were included in the weekend, including an overview of Indiana's automotive heritage by Gregg Buttermore, Matt Short and Jon Bill of ACD, an illustrated lecture on the Lincoln Highway by Bob Lichty and a presentation on the Automobile National Heritage Area by Bill Chapin. Special thanks are due to Conference Chair Bob Sbarge of the ACD Museum and his staff, who carried out most of the planning and virtually all the organization for the event.

—Kit Foster

Highlights from the April 10, 2002 SAH Board Meeting

State of the Society

1. Finances Kit Foster distributed and explained the final FY01 (September 30) budget figures. They show an expected decrease in net worth, which had been one of the reasons for this year's increase in SAH dues. Kit also distributed and explained the Society's financial balance sheet as of March 31st. Net worth has increased, but it is difficult to draw conclusions as to the significance of these figures since revenues/expenditures are not even throughout the year.

2. Membership Total membership is up from this time last year, with 1,014 people on the rolls, although this number includes some who are delinquent in payment of their dues. We have added 117 new people in the past year, 66 of them in the past six months. Reflecting the international nature of the Society, 192 members (19%) are from outside the United States. Kit noted that the website has become a powerful membership recruiting tool. Board members then discussed ways to assure a greater number of timely renewals, the nature and future of the category of life membership and methods for rewarding those members who make voluntary contributions to the organization. A mo-



Taking a moment to pose for the camera after Saturday night's dinner at the Auburn-Cord-Duesenberg Museum: Kit Foster, SAH Program Chairman; Jim Johnson, NAAM Program Chairman; Dean Kruse, dinner's keynote speaker; Bob Sbarge, ACD Museum CEO and Conference Chairman.

tion proposed by Joe Freeman to provide recognition for the Patrons in the SAH Journal was approved.

3. Nominations Committee Report

The terms of three directors will expire at the end of 2002. The Board discussed how to identify possible nominees for the fall ballot. It was suggested that participants in past auto history conferences and attendees at the fall Hershey banquets could provide a list of possibilities.

Ongoing Activities

4. Awards Dale Wells announced Darwyn Lumley's appointment as the new Chair of the Cugnot Award Selection Committee. Darwyn raised several questions regarding how to determine whether a book was eligible for a Cugnot award when the date of its publication/distribution was in question. After a lengthy discussion it was determined that the copyright date determined the year of eligibility. The Board then returned to two other Cugnot issues first raised last year. The possibility of creating separate categories for different types of books was considered, but it was decided not to go in that direction at this time. Possible confusion between the Cugnot Award and the Cugnot Award(s) of Distinction was resolved by deciding to simply call the latter an "Award of Distinction."

In other award-related business, Michael Skinner was appointed co-chair of the Friends of Automotive History Selection Committee, where he will work with David Lewis. Taylor Vinson reported that there are six nominees for the Cugnot Award given annually to the best automotive book written in a language other than English. He noted that there were none last year and three the year before. Taylor is looking to add additional members to his committee.

5. Periodicals Under Tom Jakups' editorship, two issues of the revamped SAH Journal have appeared. The slimmer (12-page) issues are coming out on schedule, which makes it more likely that information will get to the membership in a timely manner. Tom has been earning accolades for the new design, although there seem to be some problems with the

quality of photographic reproduction. Kit promised to investigate the latter.

Taylor Vinson reported on past and future issues of the Automotive History Review. The issue featuring the cars of pre-war Central and Eastern Europe was very well received by the membership. Board members were unanimous in their praise of the use of color on the cover of that issue. Issue #39 will consist of papers selected from those presented at the fourth biennial Automotive History Conference, and Issue #40 will showcase writing by automotive historians under 40 years of age. Taylor noted that individual issues of the AHR are now appearing at eight to nine month intervals.

6. Other Publications and Media An automotive interest group has requested the addresses of the SAH Board members for the purpose of keeping the latter informed of the former's activities. Board members felt it was not a good idea to share such information, and reaffirmed the policy of not automatically selling or releasing the membership list. It was felt that it was a better procedure for such groups to submit the information for publication in the SAH Journal; that way it could be circulated among the membership without compromising the privacy of the membership.

Ninety-three additional copies of the Beaulieu Encyclopaedia of the Automobile and 58 copies of the companion volume on coach-building have been sold at a reduced price as a membership benefit.

A request from another automotive organization to be electronically linked to the www.autohistory.org website was referred to the Publications Committee for a decision.

7. Silent Auction This year's auction raised \$6,107.75. There were 115 bidders on material donated by 30 members. The Board discussed whether the auction ought to be held at a different time of the year and the possibility of conducting it on-line in the future.

It was decided to make no changes at present. Dale thanked Leroy Cole for his excellent coordination of this activity.

8. Chapter Relations The California

chapter is considering the establishment of a university scholarship or fellowship. Concern was expressed that the Hoosier Heritage Chapter may not be as robust as it was in the past. Good relations continue with our counterparts in Canada.

9. 2002 European Meeting Taylor Vinson reported that February's meeting, held at the Renault Museum, was the most successful so far, with 56 people in attendance, including representation from Finland and Uruguay. Noting that Laurent Friry has spent much time arranging the Paris dinners, Taylor recommended that SAH show its appreciation and suggested a book. A motion to that effect was made and approved by the Board. In addition to the seventh annual meeting in France, 16 people attended an SAH meeting at the Royal Automobile Club in England, a side event held in conjunction with the Paris session. A discussion followed regarding other field trips that might accompany future European meetings.

10. Hershey 2002 Paul Lashbrook solicited recommendations for improving the value and functionality of the SAH Hospitality Tent. One suggestion was that of book signings, with the possibility of the Cugnot Award winning author being present. Other ideas focused on making the tent a more visible attraction. A motion was approved to appropriate money for an SAH flag and flagpole at the tent site. Jim Schild agreed to investigate the feasibility of that suggestion, together with one that an SAH balloon be flown above the tent.

11. Annual Meeting The 2002 Annual Meeting and Banquet will be held on October 11th in Hershey, Pennsylvania, in conjunction with the AACA's Eastern Division National Fall Meet. The Board meeting will take place the evening before.

New Initiatives and Proposals

12. Discussion continued on the possibility of creating two new awards. One would honor private collections of cars and/or automobilia, the other would designate an automotive archivist of the year. No final decision on was made on either.

13. Joe Freeman suggested creating an award to honor contributions to the his-

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Oakland continued from page 1

company that had a branch plant in Oakland. Walter Horner and Henry Brown also had gone to work for Stearns Brothers around this time. The 1905 Oakland directory listed Stearns Brothers as "manufacturers and repairers of automobiles and power spraying machines." Perhaps Herby, Horner and Brown were trying to build cars again. If they were, it was a short-lived venture. The factory closed in 1906.

During 1908 the Maxwell-Briscoe Motor Company seriously considered establishing a West Coast assembly plant in Oakland. In November Benjamin Briscoe was in town looking at factory sites. He said he would decide on the final location in a matter of months. Although he talked about a factory that

would produce 2,000 Maxwell cars a year, Briscoe never did open an assembly plant in California.

From about 1910 to 1915 the Sohst Carriage Company at 8th and Franklin Streets advertised itself as being "equipped for the making and repairing of carriages, wagons and automobiles." Most likely, Sohst repaired cars, but it is not known if it made any. The Pacific Auto Top Company, of 59 12th Street, was another firm that claimed to make cars. Pacific made auto tops, but also fitted older cars with new bodies. In April 1911 Konrad Gobel, the owner of Pacific Auto Top, advertised a Gobel touring car that he had made. The ad said, "it was not built for sale but to demonstrate . . . that Gobel can make any part of a car needed." It was probably a one-of-a-kind exercise.

In 1911 a group of San Francisco businessmen, headed by Walter Sachs, formed the California Motor Car Company to build a car designed by Andrew Schram. The company quickly acquired a large factory building at 900 High Street in Oakland, where Schram set out to build a prototype car. The car was called the Pacific Special and was ready for production in July 1912. It was an assembled car using a 30-horsepower four-cylinder engine and it sold for \$1,750 at the factory. However, by 1913, the results were so disappointing that Schram left the company and Walter Sachs got a new general manager, Frederick Cole. There was a brief burst of optimism in late 1913, when the Cole California Car Company, as it was now called, unveiled its 1914 Pacific Special and announced plans for an expanded line of models. Unfortunately, Fred Cole was not the savior the company was seeking and operations ended in early 1914.

Louis Krohn, a bicycle and motorcycle dealer, also dreamed of becoming an automobile manufacturer. At the end of 1915 he displayed a small roadster that he had made in his shop at 152 East 12th Street. He called it a Krohn Kar and quoted a selling price of only \$435. The car used an 18-horsepower motor. By May 1916 Krohn claimed he had more orders than he could possibly fill from his small shop and said he was looking for a large factory building. He seems not to have found a suitable factory, although he built several more cars during the year.

Meanwhile, during 1915 the Chevrolet Motor Company was conducting an extensive search for a location for its new West Coast assembly plant. In October Chevrolet chose Oakland as the site for its factory. Oakland officials were so excited by the prospect of having the Chevrolet assembly plant in their city that they immediately proclaimed Oakland to be the "Detroit of the West." As it turned out, it was not an idle boast. Within the next few years a Fageol truck plant and a Durant assembly plant would join the Chevrolet factory, justifying the city's claim of being the "Detroit of the West." ■

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This ad for the Krohn Roadster Runabout appeared in the December 25, 1915 edition of the *San Francisco Bulletin*. Krohn was one of a number of Oakland entrepreneurs who attempted to make their mark in the burgeoning automobile industry.

Obituaries

Bill Mason (1915–2002)

Bill Mason, veteran British filmmaker and auto racing photographer died in February at the age of 86. Born in Birmingham, he attributed his interest in films and racing to seeing Mary Pickford in *Little Lord Fauntleroy* as a boy. He shot his first film as a schoolboy on a Pathe-scope baby camera at the Shelsley Walsh hill climb and at Donington Park.

He went to work for Shell Oil's Film Unit in 1943, making films for the War Office, and stayed with Shell for 13 years. His prize-winning work for them included *The Cornish Engine*, *How an Aeroplane Flies*, *British Aircraft Review*, *Le Mans*, *Mille Miglia*, *Dutch TT*, and *Grand Prix 1949*. He turned free lance in 1956, doing most of his work for Shell and British Petroleum. Important works included *History of Motor Racing for Shell* and *History of the Motor Car for BP*. The latter was the first recipient of SAH's Ingersoll Award in 1992.

A member of the Society of Automotive Historians in Britain, he is survived by his wife, Sally, four children and a 1930 Bentley. The Bentley is now cared for by son Nick, drummer with the group Pink Floyd.

—Kit Foster

Lee Kollins 1928–2002

People throughout the metropolitan Detroit area were saddened to hear of the sudden passing of Lee Kollins. His avid interest in art, automotive history, photographic art, books and local history found him involved in a multitude of activities.

He served as a member of the Board of Directors of the Friends of the Detroit Public Library for 20 years, chairman of the Board of Trustees of the National Automotive History Collection for 15 years, president of the Greater West Bloomfield Historical Society, Industrial Liaison to the Antique Car Show at Detroit's Freedom Festival for 10 years, curator of the Motorsports Museum and

Hall of Fame, Board member of the Book Club Detroit and numerous committees assisting the Detroit Institute of Arts.

He was an avid collector and built up extensive collections in many diverse subjects, among them being pre-Columbian artifacts, architecture, automotive history, photographic art, Ford Motor Company and several types of paintings and lithographs.

Lee worked at Ford Motor Company for 44 years, alternating between Public Affairs and Government Affairs, and was recognized by his peers as the resident historian for Ford. He regaled his friends with numerous stories of celebrities and the unusual facts he was able to dig up for an author or historian. He served as manager at the Seattle Expo in 1962 and the New York World's Fair in 1964–5 for the extensive Ford exhibits.

He was a quiet, almost shy man who could perk up the discussion of any subject with his comments and anecdotes. His greatest legacy was working for 15 years to provide new quarters for the National Automotive History Collection. Lee will be missed by the historians, authors, photographers and the many friends he shared his talents with.

—Paul Scupholm

Margaret Norbye 1934–2002

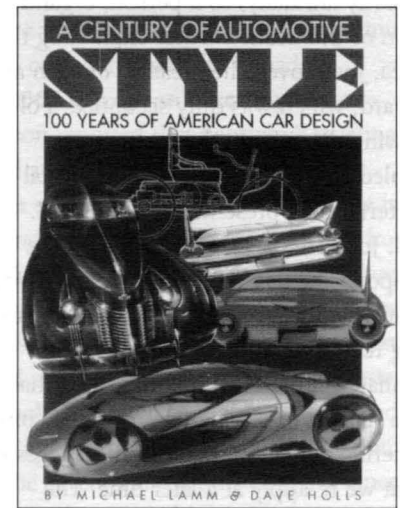
The news of Margaret Norbye's death on January 25th reached her European SAH friends at the Society's dinner in Paris. She was 67 and the wife of noted automotive writer Jan P. Norbye, one of SAH's earliest members.

Margaret, a native of New York City, met Jan at *Popular Science* in the middle 1960s where they were both employed. They married in 1975, and emigrated to France in 1976, settling in Les Issambres, near Nice. Jan writes of Margaret: "She has probably typed more automotive books and texts than any other person."

The Society offers its condolences to Jan, who will continue to live and write in France.

—Taylor Vinson

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tory of motor sport, which might be given on an occasional basis (not necessarily annually) to a person, organization or publication. After explaining the idea, Joe moved the creation of such an award, which was duly seconded. Following discussion, the motion was tabled so that Joe could create formal criteria to be presented to the Board.

14. Joe Freeman also reported on the response he had received from the American Historical Association (AHA) regarding reconsideration of our request for affiliate status. The reply indicated that the AHA is reviewing its process of considering affiliation requests and suggested that we re-apply at a later time. The Board decided to continue to pursue this initiative.

15. Mike Berger asked for assistance in handling the requests he receives, in his capacity as SAH Secretary, from automotive historians (worldwide) who have research questions. He noted both the increasing number of such requests and the potential confidentiality issues related to releasing names and contact information of members with expertise in a given area. After some discussion, it was determined to add an "Ask A Question" feature to the organization's website.

These questions would be vetted by Kit Foster, and either sent to members known to have expertise in that area or posted as an inquiry on "Motormail." In that manner, inquiries could be answered and member privacy maintained.

16. Sam Fiorani informed the Board that he has begun to compile an index of past issues of the Society's periodicals. Given the time and effort required for such a task, Sam wanted to know whether this project had the endorsement of the Board. It was decided to encourage Sam to continue to develop the index, but to do so in such a manner that the level of specificity remained within manageable proportions.

17. A question has arisen regarding the Society's policy on granting permission to reprint Review and Journal articles in non-SAHS publications. The Board agreed that such a practice was allowable, provided

that permission was secured from both the editor and the author.

18. Gregg Merksamer queried as to whether the SAH wanted to establish a repository/archives for members' collections when they pass on or cease being active collectors. Discussion on this suggestion revealed that the Society had attempted such an activity in the past, but had discovered that it had neither the facilities nor the personnel to effectively serve in that capacity. Nonetheless, the Society is always willing to provide general information to members regarding where they might most advantageously contribute their materials. The advisability of creating a Presidential message on this topic or a small brochure was discussed. It was noted that Michael Lamm was working on something in the latter vein.

19. In response to a request from a non-member for an SAH decal, it was determined that such insignia merchandise is created for and available only to the membership.

20. It was noted that one of the Board members was absent from both the fall meeting and this one. In such cases, Society By-Laws call for the person to automatically be removed from the Board and for a replacement to be appointed. It was moved and approved that that replacement be the individual who was the runner-up in the last Board election, or the person who had been removed provided he or she promised to attend the October meeting. It also was decided that future Board minutes would indicate both those who were present and those who were absent.

21. Finally, Kit reported on a request from the Michael Sedgwick Memorial Trust (UK) that we bring its work to the attention of our members. The Trust facilitates/underwrites worthy projects in automotive history, in conjunction with commercial publishers, that might otherwise not be viable. It was agreed to provide a description in a future issue of the SAH Journal. The possibility of a more formal relationship with the Trust in the future was mentioned.

—Michael Berger, Secretary

Thank You, SAH Patrons

The SAH Board of Directors would like to acknowledge and thank the following members who made donations to the Society in addition to their regular dues this year. Their confidence in and loyalty to the Society are very much appreciated:

Thomas Pirrung	Dale LaFollette
Richard Carey	C. L. Zinn II
John Hopfenbeck	Charles Strandburg
Tim Considine	Vince Wright
John Moir	A. James Wohlmuther
Gregg Merksamer	Frank Allocca
David Kinney	Vladimir Kabes
Thomas Adamich	Robert C. Jones
Joseph Freeman	Richard Adatto
Joseph Karshner	Robert Leeper, Jr.
I. Dale Miller	Beverly Rae Kimes
Ira H. Goldman	Lawrence S. Clark
Terry Ehrich	Dale O. Stouch, Jr.
Michael Lamm	Karl S. Zahm

Rambler at 100

On July 22nd through July 28th Kenosha, Wisconsin, will celebrate the centennial of the Rambler automobile, which was built in the city from 1902–1914 and 1950–1969. About 1,000 Rambler owners are expected for the celebration, which will include a car show, parade, parts swap meet and tours of the new Kenosha History Center, which features the Rambler Legacy Gallery.

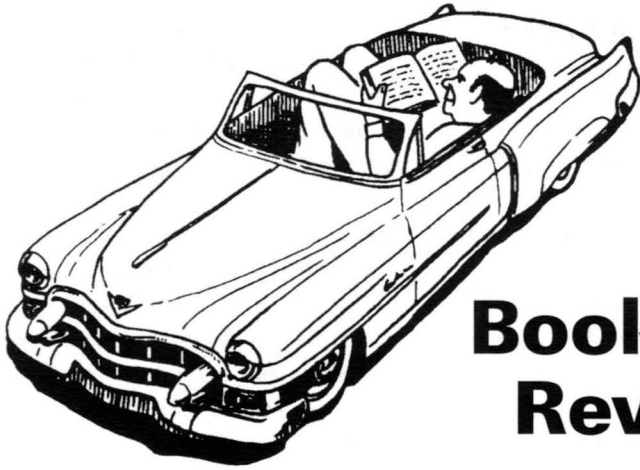
In 1902 the Rambler automobile became the world's second mass produced car, and from 1902–1914 the Thomas B. Jeffery Company built Ramblers including an automobile fire truck constructed on a Rambler chassis. In 1950 Nash-Kelvinator re-introduced the Rambler as the first successful "compact" car.

—Don Loper

NAHC Needs Our Help

Plans are afoot to move the National Automotive History Collection of the Detroit Public Library from its present location on Woodward Avenue to smaller quarters downtown. Sections of the collection will have to be stored off-site which would diminish their accessibility. Whether open hours would be curtailed is not known at this time.

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Book Reviews

LaSalle: Cadillac's Companion Car,

by Ron VanGeldereren and Matt Larson, 2000, ISBN 1-56311-519-0. Hardcover, 9 x 12 inches, 425 pages, 1000+ illustrations, photographs and renderings in black and white and color. Turner Publishing Company, P.O. Box 3101, 412 Broadway, Paducah, KY 42002-3101, \$94.95 plus \$6.00 postage.

Entirely printed on coated paper with an excellent mix of large format historic and contemporary photographs, reproductions of advertisements and brochure pages, this elegant volume is destined to be the definitive work on the LaSalle. Each of the make's 14 model years is featured in a chapter followed by tables of technical and production statistics including colors, accessories, special features and serial numbers. Special sections are devoted to the pivotal years 1927 and 1934.

VanGeldereren is a long time member and past president of the Cadillac LaSalle Club and has authored many articles on these makes. Matt Larson, technical editor of the club's magazine, *The Self-Starter*, provided the extensive technical and production statistics based on original research into factory archives and has worked in the effort to collect and preserve company records that have now become the Cadillac Historical Collection.

LaSalle's, with their delicate charm, have always had a loyal following among enthusiasts. If there is a theme of this book, beyond its insistence on "the separation of fact from fiction," it is its emphasis on style as the key element in the car's appeal. LaSalle was the first General

Motors car to receive a visual identity setting it apart from its stodgy stable-mates. It provided the base for the entry from California of Harley Earl who founded the General Motors Art and Colour Section and became the design leader of the industry. LaSalle's were always beautiful cars but surely the decision to establish a new luxury make was not taken for this reason alone. The intent must have been to expand Cadillac's market penetration by introducing a competitor to the Packard Six that accounted for the bulk of that make's dominance of the luxury class. In size, power and price, the new 1927 LaSalle exactly matched the small Packard.

By 1934, the Depression had destroyed the market for high-priced cars and with it the rationale for the LaSalle, which by that time had evolved into a Cadillac in all but name. The book retells the famous story of the presentation by Harley Earl of the new medium priced LaSalle of 1934 as "the car you are not going to build," and the immediate decision of management to reverse itself and proceed with the program.

LaSalle and the new Cadillac V-16 shared the streamline profile to be built in the Fleetwood shops and set the design theme for future General Motors cars and, by its influence, the rest of the industry. In those economic dark days, the futures of both Cadillac and LaSalle were in doubt. The decision to move LaSalle down market to the Upper Medium Price group would not have come from Art and Colour alone. The introduction of Packard's new medium price car was

much discussed and a year away. LaSalle's new entry matched the 120 in specification and in its straight eight power. Once again the two leading luxury makes faced off with strikingly similar products.

In each of its two incarnations, LaSalle was introduced as a unique and distinctive product. In following years, as its features came to be shared with other corporation products, it tended to lose its individuality. Was the LaSalle able to increase Cadillac's market penetration during its 14-year run? Not in absolute terms; Cadillac-LaSalle share of total production was barely higher in its last year, 1940, than Cadillac alone before 1927. It did not become the leader of the lower luxury class. But its success may have been in refocusing the Cadillac name on the more modern and more spirited luxury car of the future and setting the stage for the dominance of the make in the years following the war.

It is well that this book is of such high quality because those who are fascinated by the development of the American automobile during this turbulent decade will find themselves returning often to its nostalgic images. The authors have donated their time and efforts in writing this book to the support of the Cadillac LaSalle Club Museum and Research Center.

—Arthur W. Jones

The Motorcycle Industry in New York State "A Concise Encyclopedia of Inventors, Builders and Manufacturers,"

by Geoffrey N. Stein 8½ x 11 inches, 174 pages, softcover, New York State Museum Publication Sales, 3140 C.E.C., Albany, N.Y. 12230. \$33.95 delivered

There were two natural tracks to auto manufacturing: wagon/carriages and bicycle/motorcycles. Geoffrey Stein has provided a monumental piece of regional historic literature from the motorcycle point of view. Published in conjunction with a museum motorcycle display, it carries the moniker "Museum Memoir 27."

The author wisely restricts his work to two-wheeled vehicles, but inter-

continued on page 10

Book Reviews continued from page 9

esting auto artifacts and trikes are sprinkled throughout the volume. Under Kirham Motors, Glenn Curtiss' early engine supplier, we find mention of a contract for 100 four-cylinder auto engines for the ill fated York of 1905.

There are expanded entries for Lozier, Pierce and Thomas. Also the odd 1907 patent drawing (1,152,821) of a hybrid Kurtz motorcycle with outriggers.

A major contribution is the section on the pioneer volume producer E.R. Thomas. Auto histories generally surmise that Thomas merged his auto and Auto-Bi motorcycles. Unmentioned is the fact that Auto-Bi production was continued and spun off in 1905 with his son, Edwin L. Thomas, as vice president. Motorcycles were made under various names until 1912.

The 11-page entry on the Pierce motorcycle (1909-14) is one of the longest in the book and will probably be the gold standard for years to come.

Likewise while most attention focuses on Glenn H. Curtiss' aviation exploits, this book covers his Hammond-sport motorcycle manufacturing.

The later years are not forsaken, with notations of Paul, "Fast by Gast" competition drag bike manufacture and others like William Nigro's American Motorcycle Parts customs.

—DJ Kava

SAH News continued from page 8

The Library has never fully understood the enormous importance of this resource nor its international significance and renown. I shudder to think of the history that would have been lost without the National Automotive History Collection. It is imperative that the Library be made aware of how vital the collection is to historians worldwide and what a dreadful mistake it would be to diminish it in any way. To voice your concerns, please address your letters to

Fred Martin
President

Detroit Library Commission
Detroit Public Library
5201 Woodward Avenue
Detroit, MI 48202-4093

—Beverly Rae Kimes

Girl Still a Jane Doe

The Journal received a number of replies to Kit Foster's challenge to identify the car and the girl on the back cover of Journal 197. Malcolm Bobbitt faxed a very informative letter identifying the car as a Citroen 2CV. He pointed out that the gas gauge and electric wipers pointed to a 1962 or 1963 model. In his letter Malcolm went on to detail many of the features of the Citroen 2CV, a car that he has driven throughout Europe and even taken on one trip inside the Arctic Circle.

Macdonald Leach also identified the car as a Citroen 2CV and wrote that the girl bore a passing resemblance to Joan Crawford, although he added, "Joan wouldn't have been seen dead in a 2CV."

Yes, It Is

I read with some interest the article on Gerald Palmer (Journal 197) and was somewhat surprised that Gavin Farmer did not acknowledge the work of our member Christopher Balfour who was co-author of Gerald Palmer's autobiography Auto-Architect published by Magna Press in 1998. Magna Press is a small publisher run by the husband and wife team of Malcolm and Andrea Green. Thus this book was co-authored and published by SAH members. Surely worth a mention.

—Graham Orme-Bannister

Just Out

AMX Photo Archive From Concept to Reality, by Chris Zinn, (ISBN 1-58388-062-3) the first of two books by the AMC historian. The second, on the Javelin, will be out in September. Publisher is Iconografix, Inc., (715) 381-9755.

Found at Conference

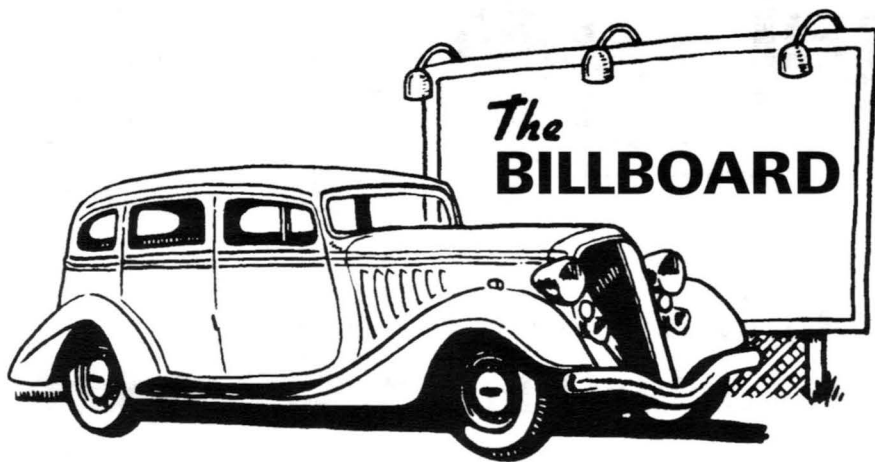
In the Duesenberg Room after Saturday afternoon's conference session: Samsung Maxima Zoom 70XL camera. No film. To retrieve it, contact Kit Foster, (860) 464-6466 or foster@netbox.com.



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Information Wanted Does anyone have any information on the 1952 Wolf-wagon built by a man named Verrill? I have done a photo shoot on one and need more information for the article. One source thinks he remembers it being in car magazines of the period, but we haven't found anything yet. Any information or leads will be appreciated. **Bud Juneau, 2431 Fairview Avenue, Brentwood, CA 94513, (925) 634-3730, cbjphoto@goldstate.net**

Magazine Wanted Copies of or information about a magazine published by Ford International beginning in 1949. **Michael MacSems, P.O. Box 14115, Olympia, WA 98508, IFHP@aol.com**

Literature for Sale Miscellaneous pre-war sales literature (c. 1906-1942) plus some manufacturers' original electric car photos. Send SASE for three-page list. **Bernard J. Weis 135 Edgerton Street, Rochester, NY 14607-2945**

Information Wanted On the California and Yale-California motorcycles. Under what arrangement was the Yale-California made? Did the Consolidated Mfg. Co. of Toledo, Ohio, buy the California Motor Co. in 1903 or did they secure a manufacturing license in order to make the Yale-California? Was the California motorcycle that was sold after 1903 made in San Francisco or was it a Yale-California? **John Perala, 1407 S 59th St., Richmond, CA 94804 (510) 236-0940**

Information Wanted About C. Dudley Cooper. He was a manufacturer's representative in Sydney, Australia, in 1902 and was authorized to start a branch of the Automobile Club of America. He organized a motor display and races in April 1903 and was involved in a newspaper correspondence fracas as a result, then disappeared from local record. Anything known about Cooper (or Dudley-Cooper) in the U.S.? **David Manson, email**

dauidsmanson@hotmail.com

[Editor's note: In Journal 197 David's email address was printed incorrectly.]

For Sale Connecticut Motor Vehicle Register, June 1915. Includes state regulations, liverymen, commercial cars, alphabetical list of pleasure car owners, numerical list of pleasure cars, which includes make, serial number, taxable horsepower, model year as well as owner's name and address (licenses 1 through 24818), motorcycles. 456 pages, softbound, three front pages of ads loose, otherwise in very good used condition. \$150 postpaid.

Connecticut Motor Vehicle Register, April 1914. Lists only license numbers, license owners and addresses, but it includes a list of automobiles for 1905-1914, including imports. This list includes make, manufacturer's name and location, model, year, advertised and taxable horsepower. It also includes some extremely obscure makes. **G. M. Naul, 209 Glen Street, Chestertown, MD 21620**

Elcar and Pratt Automobiles

The Complete History

William S. Locke

346 pages \$55 illustrated case binding (8½ x11)
555 b&w photographs & illustrations (plus 29 color
photographs) appendices, bibliography, index
ISBN 0-7864-0956-8 2000



"In-depth study . . . on a one- to five-star basis, this is indisputably a five"—*Antique Automobile*; "a milestone book . . . good reading, enlightening visuals and fascinating historical facts will intrigue readers"—*Old Cars Weekly*; "superb . . . Locke has left no stone unturned . . . a fascinating story"—*The Horseless Carriage Gazette*; "extensive . . . the complete history . . . comprehensive . . . excellent"—*Cruise IN*.



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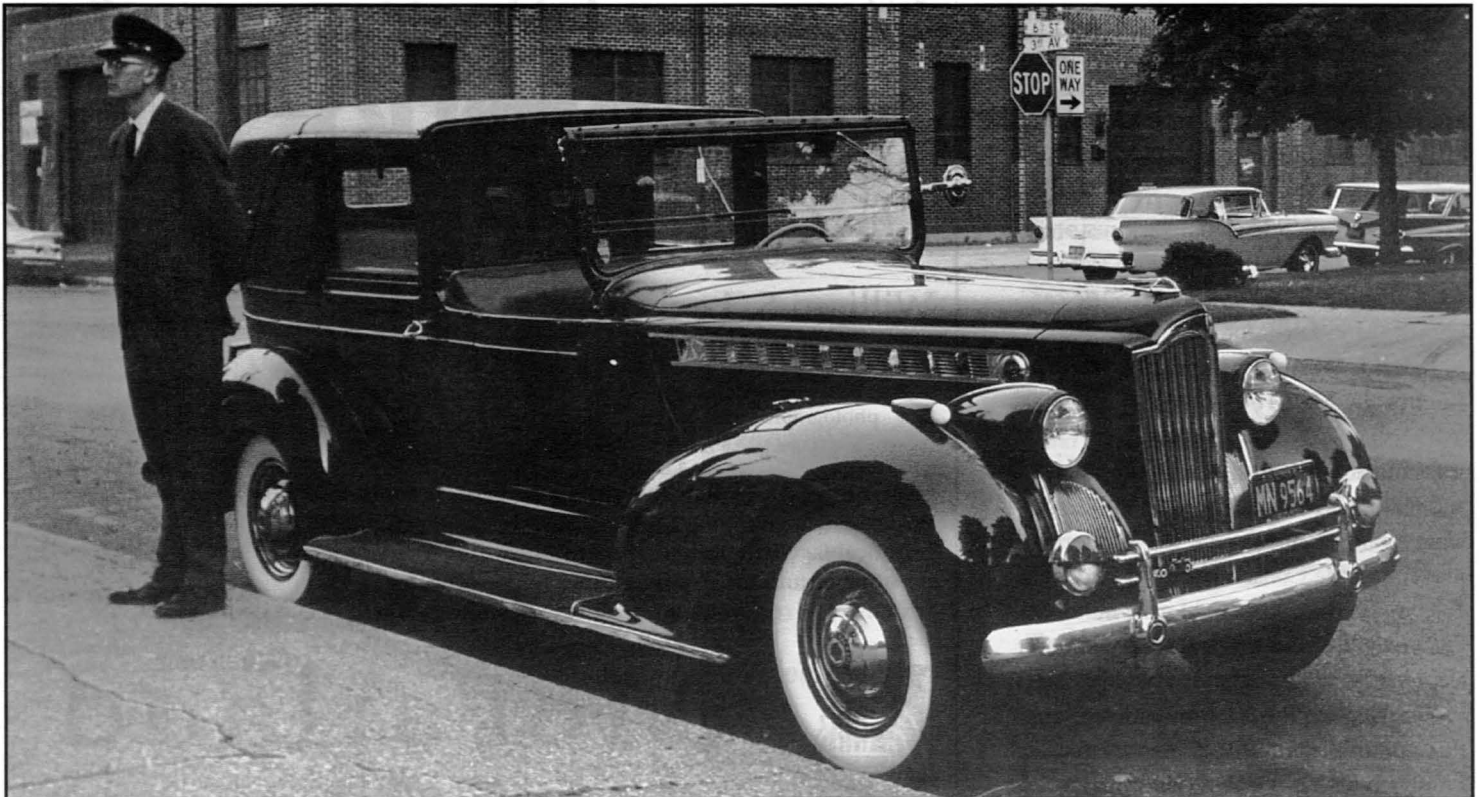
SAH Journal

The Society of Automotive Historians, Inc.
Issue 198
May-June 2002



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