

SAH Journal

The Society of Automotive Historians, Inc.
Issue 237
November–December 2008



www.autohistory.org

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Darwyn H. Lumley, President

I am writing this message in the midst of what many people have characterized as the worst economic crisis in about eighty years. By the time you read this, much may have changed. One event of consequence, the U.S. Presidential election, will be over and many other incidents, affairs, and episodes will have taken place. I hope some will have been beneficial in ending the unsettled times.

In the midst of the rapid changes that are taking place, we as historians can provide some insight and assist others in comprehending events. That is, there is a significant opportunity for all SAH members to identify how the past may, or may not, actually be prologue.

Just as in the Great Depression, the auto industry is in the midst of the present circumstances. This time, however, it is not just the U.S. auto industry that is involved. Nor is the U.S. auto industry in the dominant position that it was in the 1920s and 1930s. There is now a truly worldwide automotive industry, with the U.S. firms obtaining a decreasing market share. But, there is another domestic auto industry that apparently is thriving. It is the one owned by

Opportunity

Japanese-, German-, and Korean-based firms who build cars and make parts in this country. What are the reasons for the apparent differences in success and failure? As auto historians we have some ideas that need to be identified for those who are making public policy.

For example, many of the same issues that concern Ford, GM, or Chrysler in seeming to have too many brands or marques, is apparently affecting other auto firms. For example, VW has the Spanish SEAT and Czech Skoda lines while Fiat continues to attempt to rationalize Fiat, Lancia and Alfa-Romeo. Other auto firms face some of the same issues, but one fact has been apparent for some time: productive capacity of all auto firms exceeds consumer demand.

One solution to the circumstances in which GM and Chrysler find themselves is that automotive merger talk is in the air. However, the term "merger" may not be quite accurate. One of the most recent combinations, that of Daimler and Chrysler, touted as a "merger of equals" turned out to actually be an acquisition of Chrysler by Daimler. The buyout of Chrysler, in 1998, lasted for only nine years and was a costly experience for Daimler. In 1998 Chrysler Chairman, Robert Eaton, made the usual obligatory positive remarks about the DaimlerChrysler combination. He said, "We are leading a new trend that we believe will change the future and the face of the industry." Little did he know just how his remarks might be interpreted in less than a decade.

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Opportunity from page 1

However, mergers and acquisitions are not limited to just the auto industry. At approximately the same time as Chrysler and Daimler were combining, Citicorp and Travelers, Boeing and McDonnell-Douglas (a consequence of an earlier merger), and World Com and MCI were among many large corporate mergers. All of the activities in and around 1998, however, had a much different psychological base. It was a time of much greater optimism than now.

At the present time, optimism is in very short supply. In fact there is some talk of U.S. government financial aid being requested by one or more of the Detroit trio formerly known as the "Big Three." The historical precedent for this proposal is based on the 1979 action in which the U.S. government guaranteed loans to avoid Chrysler bankruptcy. This federal financial assistance is touted as having been a success: Chrysler survived and the U.S. taxpayers gained a profit on the loans. But, there were those in opposition to the loan guarantee at

the time, and there are some today, who insist that Chrysler should have been allowed to fail. One reason is that the loan did not positively change the way in which the Detroit based firms did business. Secondly, it did set a precedent and perhaps created the notion that the federal government had a role as the financial source of last resort. Critics of the 1979 loan guarantee believe that may have led the auto firms to make some decisions that would not have otherwise been considered.

As a Society, with members found in many nations around the world, we have no official role to play, nor any assigned task of being "spin doctors" for any organization or individual. We do have freedom to express our individual views and perceptions, based on the interest we pursue. There is no official SAH position on the past, the views I have expressed are mine alone, but as citizens of the world it seems there is an opportunity for each member to share with those who do not have our special knowledge.

Conversing with your friends, relatives, and neighbors is

one way of seizing the opportunity to share your historical knowledge. There are many times when a "teaching moment" occurs, when the time is right to provide a historical perspective. Furthermore, writing letters to the editor, to your elected representatives, providing contributions to club publications and submitting ideas to auto related publications are all possibilities. Lastly, there are blogs!

Another SAH opportunity takes place on an annual basis. In another part of this publication there are reports on the awards presented by SAH. No group of experts sits around in a darkened room making nominations. All awards are dependent on the members identifying worthy articles, books, and groups. There are seven distinct awards, all of them explained in this newsletter and on the SAH website <http://www.autohistory.org>. Nominating is very easy; you simply contact the committee chairperson. If you need some assistance, or have some questions about submitting award nominations, please feel free to contact me. —Darwyn Lumley

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118–157 Jan./Feb. 1989–July/Aug. 1995

Samuel V. Fiorani
158–194 Sept./Oct. 1995–Sept./Oct. 2001

Thomas S. Jakups
195–236 Nov./Dec. 2001–Sept./Oct. 2008

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**Copy Deadline for Journal 238
January 15, 2009**

SAH News

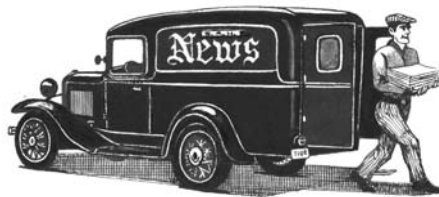
Obituary

Donald W. Cowbourne (1924-2008)

Motoring historians readily identify with, and especially value, the ultra-specialist in their field: indeed, many of us are tarred to a lesser degree with that same brush. The passing of *Donald Cowbourne* on July 26, at the age of 83, saw the loss of one who was wholly focused on the history of the rallies and trials held in, or, in some cases organized from, the UK before 1940. Donald's interest did extend to include British entries in the Monte-Carlo Rally and the Junior Car Club's Automobile Rally to America, held in 1936. When terminal cancer took hold, he was working on the concours d'elegance events for cars that had been so fashionable during his chosen period.

The outcome of his prodigious research was four highly-regarded reference books. The first of these, *British Rally Drivers: Their Cars & Awards, 1925-1939*, appeared in 1996. Very different from any previous motoring book, it was warmly welcomed by the more serious historian-enthusiast, and Donald began to receive a flood of correspondence from those with specific interests. This brought him into contact with a wide range of marque historians, as well as with the families of former competitors who held memorabilia, and the occasional now-elderly one-time participant. At 642 pages, and with extensive tabulated listings in minute point size, this book was enhanced by a wide range of period photographs of cars competing in the events covered, and by reproductions of programs and paperwork, and even—in color—some of the remarkably evocative and artistic plaques and awards given. Donald and his supportive wife, Betty, amassed a large collection of these artifacts.

His three subsequent books covered trials, split into the years 1929-39 (published in 1998), 1919-1928 (2001) and 1902-14 (2003), and were of equal merit. All of Donald's



books were championed by SAHB Chairman Emeritus *Mike Worthington-Williams*, who contributed forewords for each of the trials books. Overly modest about his own knowledge, Donald needed this encouragement to move his research to publication. All of Donald's titles are still in print, and the remaining stock is being offered at a most modest set price sale by SAH member *Peter Moore*: details from mbpa@c-pbm.freeserve.co.uk

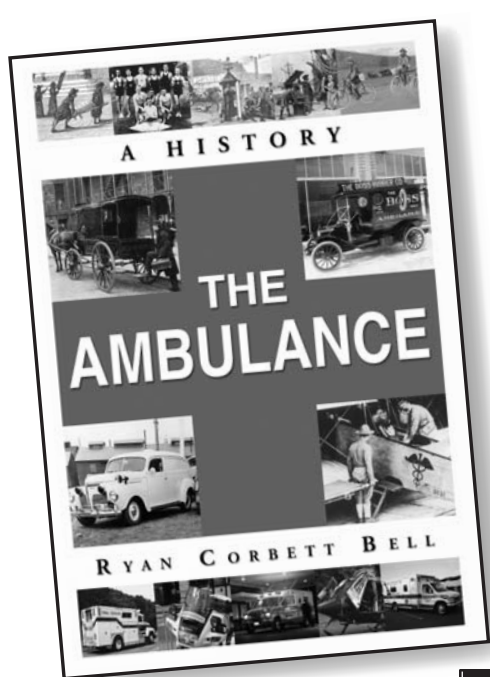
The careers of Donald and Betty initially had been in education, where they succeeded in demanding posts in special schools for children with behavioral problems linked with high IQ. Also shared was their interest in antiques, and in later years, they had run two successful shops. Their homes reflected their good taste in period furnishings. Using only their own labor, they turned rough pasture alongside their second home

in the Isle of Man into a remarkable arboretum, now a lasting tribute to their toil.

Proud of his SAH membership, Donald was a delightful and most interesting personality, and his diligence and high standards have left a permanent legacy to all serious lovers of motoring history in the form of his publications. —*John Warburton*


Regarding Mr. Bonsall

I would like to thank *Taylor Vinson* for a comprehensive and thoughtful obituary of Thomas E. Bonsall. In a special way it answered a question about Bonsall that had vexed me for over two years. In 2006 after reading "Disaster In Dearborn," I wrote him a congratulatory letter, also suggested that it might now be the appropriate time for a book on the Continental Mark II. For all purposes I pleaded with the man to get started on it. It was most saddening to read that the man had died at such a relatively young age. His kind of journalism will be missed by thinking people who love cars and automotive history. —*John Christie*



This well illustrated history reviews 800 years of ambulance development, looking not only at the vehicles themselves, but also at their role in the advancement of emergency medicine and at the men and women who served on them. It also explains ambulance evolution by critically examining its political, economic, and social influences.

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2009 Award Nominations Deadline is April 15, 2009

Nominations are now being accepted for books, magazines, articles, organizations and people worthy of being honored in 2009.

Nicholas-Joseph Cugnot Award, English Language recognizes the best English Language book in the field of automotive history published in 2008. Nominations can be made to Douglas Leighton, Huron University College, 1349 Western Road, London, Ontario N6G 1H3 Canada

Cugnot Award, Languages Other than English recognizes the best non-English language book in the field of automotive history published in 2008. Taylor Vinson, 1314 Trinity Drive, Alexandria VA 22314-4726

Carl Benz Award recognizes the best article in the field of automotive history published in 2008. Don Keefe, 1149 Hampton Drive, Victor, NY 14564

Richard and Grace Brigham Award recognizes the best overall treatment of automotive history for a magazine as a whole. Jack Juratovic, 9501 Bearfoot Trail, Brooksville, FL 34613

E.P. Ingersoll Award recognizes the best treatment of automotive history in media other than print. Arthur Jones, 504 South 26th Street, Philadelphia, PA 19146 or Michael Bromley, 6303 Rockhurst Road, Bethesda, MD 20817

Richard P. Scharchburg Student Paper Award recognizes the best treatment of automotive history by an upper-level undergraduate or graduate student. Bob Ebert, 4958 Somerset Court, North Ridgeville, OH 44039
Deadline for submissions for this award is June 1, 2009.

James J. Bradley Award recognizes outstanding contributions to automotive history by an organization. James Wagner, 1669 Nantucket Road, Plymouth, MI 48170

Friend of Automotive History Award recognizes exceptional contributions to the cause of automotive history by an individual. Bob Ewing, 5841 Greenleaf Avenue, Whittier, CA 90601

SAH In Paris XIV

Beginning in 1986, SAH members have gotten together for drinks and dinner the evening before the opening of Rétromobile, the largest indoor old car show and flea market in France. Our 14th annual gathering will once again be at the Automobile Club de France (ACF). The date: Thursday, February 5, 2009.

The inclusive price of the cocktails and dinner is 100 euros (about \$140 as of November 1, 2008). The ACF has scheduled other events that evening and our dinner will be restricted to 45 attendees. Members coming from the US should write me either by e-mail (ztv@comcast.net) or at 1314 Trinity Drive, Alexandria, Va. 22314, after January 1, 2009, and I will let you know the exact amount. At that point you may pay me by check.

Members coming from outside the U.S. should make reservations with, and arrange payment to, *Laurent Friry*. His e-mail address is: Laurent.Friry@gmail.com, and home address, 88 rue d'Estienne d'Orves, F-91370 Verrierès le Buisson, France. Please let Laurent and me know not later than January 25, if you wish to come so that the ACF can make arrangements. Sorry, but Laurent asks that you not send Eurocheques because of the fees involved in cashing them.

The Club, 6 Place de la Concorde, is easily reached from the Concorde Métro stop. We'll meet for drinks at 6:30 p.m., dinner following at 7:45. Jacket and tie for men. At that time, the Nicholas-Joseph Cugnot Award and Award of Distinction for books in a language other than English will be presented to the winners and their publishers.

We are also planning a day trip to the Paris suburb of Poissy on Saturday, February 7, to visit the CAPPY auto museum. The collection consists of about 70 representatives of marques manufactured in Poissy: Ford, Simca, Chrysler, Peugeot, and Simcas manufactured in Nanterre. These are mostly postwar cars. If time permits after lunch, we may also visit a toy museum, the Musée du Jouet.

Final details about the dinner and the trip will be in the January/February issue of the *Journal*. —Taylor Vinson

What Is It? The Ramses.



The Egyptian Automotive Co, located at 33, Sharia Kasr El Nil, Cairo, used these images (above and page 1) to promote the "Ramses" car. A private company founded in 1958 with a capital of £20,000 for development and research, "Independent of any other companies, assembling or planning to assemble parts in the Middle East, and a privately owned free enterprise, closely in contact and in harmony with the General Official Planning Authorities and Development in the U.A.R. Eng. George Hawi, Managing Director, and Chief Engineer of the Company." The factory was located 6 km from the Pyramids. The car itself was assembled from basic components provided by NSU Motoren Werke in Neckarslurm, Germany, including the twin-cylinder air-cooled 35 DIN HP engine. 55 Percent local content was claimed. From the Editor's collection.



Photo from Tom Jakups

The SAH History Tent, in the new Orange Field location, was busy throughout the Hershey weekend.

Hershey 2008

Amidst a sour economy and an ugly election campaign AACA's Eastern Fall Meet at Hershey was an oasis of good cheer and old-fashioned capitalism. To start with, the weather was magnificent, the best four-day stretch I have experienced there—sunny skies, temperatures in the 70s and not a hint of rain. Not a normal run for central Pennsylvania in October, but no one seemed to be complaining.

The vendor fields were jammed and people were buying, I always get a kick out of the variety of homemade contraptions people come up with to cart their purchases around. The car corral had more cars than in recent years—there is some kind of economic indicator there, but I'll leave that to the economists—and all eras were well represented.

Our SAH History Tent was moved from the Green Field to the Orange Field at the last minute, but people were able to find us. *Paul Lashbrook* with the able assistance of *Stan Lyman* and *Kit Foster*, kept things running smoothly. This year, for the first time, the tent had a power generator to run a coffee maker and video monitor. As in past years we signed up some new members at the tent.

At the Awards Banquet the members saluted *Tom Brownell* as the 2008 recipient of the Friend of Automotive History Award. Our prayers are with Tom who is gravely ill and was unable to accept the award in person. Also at the Banquet,

President *Darwyn Lumley* asked for a moment of silence for SAH members who had died in the past year, *John Conde, Donald Cowburne, Gerry Killey, Gerard Gallagher and Beverly Rae Kimes*, as well as former member *Thomas Bonsall*.

Saturday's Car Show on the grounds of the former golf club once again ran the gamut from turn-of-the-century horseless carriages to '80s drivers with a generous sprinkling of trucks, scooters and motorcycles. But, alas for my friend *Harvey*, no '55 Nomads. —*Tom Jakups*

Fall Meeting Minutes

SAH Board Meeting Minutes
Hershey, PA
October 9, 2008

Present: Michael Berger, Michael Bromley, Susan Davis, Robert Ebert, Kit Foster, Arthur Jones, Paul Lashbrook, Darwyn Lumley, Stanton Lyman, Joe Malaney, John Marino, Steve Wilson
Directors Elect: Pat Bisson, David Woodhouse

Guests: Leroy Cole, Taylor Vinson, Tom Jakups, Don Keefe
Absent: Judith Endelman, Doug Leighton

Minutes and Reports

The meeting was called to order at 7:00 P.M. by President Darwyn Lumley.

The minutes of the April 2, 2008, meeting of the Board were approved as published.

Secretary Arthur Jones read the minutes of the special meetings of the Board conducted by email on May 3-5 and July 25-30, 2008.

The Board observed a moment of silence in memory of members who passed away during the year: *John Conde, Donald Cowbourne, Gerry Killey, Gerard Gallagher, Beverly Rae Kimes* and former member *Thomas Bonsall*.

President Lumley recognized the retirement of Directors Michael Bromley and Joe Malaney, who were given certificates of their faithful service. A welcome was extended to new directors Pat Bisson and David Woodhouse. Stan Lyman has been appointed Chairman of the Membership Committee. With the retirement of Kit Foster from membership and financial duties by October 2009, there is need for a new Treasurer. Volunteers are sought for the position which involves bookkeeping and funds management.

John Heitmann has been appointed Chairman of the Academic Committee. The committee will assume responsibility for coordination with AHA conferences and other academic activities.

Kit Foster has agreed to chair a committee to prepare a statement of policy governing the acceptance of donations of publications and archives.

President Lumley reported on the present status of space for the hospitality tent at the Hershey show. Kit Foster, Taylor Vinson and Kirk Gibson worked to secure the current space, which will be evaluated. Kirk, as a member of the Hershey Region AACA, will approach the region and attempt to make arrangement for a permanent space assignment. Member Jack Middleton has offered to host the Society at his Mechanicsburg home for a meeting or reception.

Treasurer's Report

Kit Foster submitted a statement of Income/Expenditures for the year 2007-08 showing income in line with budget but expenses less due to reduced cost of publications. Net worth has increased from \$69,114 to \$80,839. Proposed budget for the year 2008-09 showed a shortfall of \$17,000 due in part to the new expense of membership services management by an outside provider. Anticipated receipts from the 2008 Biennial Campaign were shown

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off-budget. The treasurer was directed to include the nominal sum of \$10,000 for campaign receipts in budget income. Kit Foster moved acceptance of the budget as otherwise submitted; passed unanimously.

Membership Report:

Kit Foster reported that membership stands at 939 as of September 30, 2008, including 85 new members during the past twelve months. Despite efforts to spread the word, membership in the Society has remained at the current level since 2001. It is difficult to determine the extent to which outreach to other clubs has had an effect.

Membership Services: Don Keefe reported that Keefe Media is on line to take over membership services effective with the coming year. He plans improved user interface with the website that will include a secure on-line directory and dues renewals. Details will be submitted to the Board at the spring meeting.

Annual Meeting and Banquet

John Marino reported on the cost of the banquet which has exceeded the fee charged. The Country Club has a new program that may lower costs but there are also other possible locations. One, a local casino, was rejected as inappropriate. Stanton Lyman moved that the present locations be continued next year in hopes that the cost can be contained. The motion was passed with two abstentions.

Nominating Committee

Leroy Cole reported that John Marino, Pat Bisson and David Woodhouse have been elected Directors.

Awards Committees

Brigham: Leroy Cole, reporting for Jack Juratovic, stated that *Old Cars Weekly* has received the award.

Cugnot: Robert Ebert, reporting for Doug Leighton, stated that *Trust and Power: the Modern Corporation and the Making of the United States Automobile Market* by Sally H. Clarke has received the award.

Cugnot, Non-English: Taylor Vinson reported that *d'Azur à Total: le premier grand pétrolier français*, by Christian Rouxel has received the award. An



Photo from Bobbie d'ine Rodda

The SAH 2009 Board of Directors: Front row, left to right, Secretary Arthur Jones, Vice-President Susan Davis, President Darwyn Lumley, Treasurer Kit Foster. Back row, Patrick Bisson, Past President Michael Berger, Robert Ebert, Stanton Lyman, Steve Wilson, David Woodhouse, John Marino, Paul Lashbrook.

Award of Distinction was presented to *Alle Autos der 50er Jahre 1945-60* by Roger Gloor.

Benz: Don Keefe reported that "The End of the Future: Chrysler Corporation Cars of 1957," by Jeffrey I. Godshall and published in *Collectible Automobile*, has received the award.

Bradley: Darwyn Lumley, reporting for James Wagner, stated that the Benson Ford Research Center at The Henry Ford has received the award.

Friend of Automotive History: Darwyn Lumley, reporting for Robert Ewing, stated that Thomas H. Brownell has received the award.

Scharchburg Student Award: Robert Ebert reported that "Consumers, Cadillacs and Civil Rights: The Social and Cultural Impact of the Automobile in *Ebony*, 1945-1965," by Peter S. Cajka has received the award.

Chapters and Sections

Leland Chapter: Leroy Cole reported that an ad hoc committee has been formed to revive the chapter.

Southern California Chapter: Darwyn Lumley reported that the Lit Faire was a success. Board members were invited to attend the Valentine Award meeting of the chapter on November 14. An RSVP to Bob Ewing by November 7 is required as plans for food need to be made.

International Motorsports Section: no report

Society of Automotive Historians in Britain: Kit Foster reported that SAHB continues to be one of our most active

chapters, holding two seminars yearly and publishing an annual *Aspects of Motoring History*, akin to *Automotive History Review*.

Continuing Business

Biennial Campaign: Susan Davis reported that the solicitation letter had been reviewed, comments received and incorporated. It was suggested that, in the light of the present financial crisis, the appeal should be postponed. Following discussion, there was a general consensus to proceed with the campaign in accordance with the planned schedule, with one opposed and one abstention.

Kit's Many Hats: Kit Foster reported that actions were underway to transfer most of his responsibilities to others, including the retention of Keefe Media for membership services. **Membership Committee:** Stan Lyman reported that three exchanges of ads have been made with other clubs and that three more are under negotiation. **Publicity:** Kit Foster will provide the Secretary with material from previous releases to serve as models for public relations activities.

2009 Spring Meeting: Susan Davis proposed Denver as the site for the spring meeting. There are several automotive collections and historic sites in the area. The Directors are inclined in favor but a specific plan, venue, date and budget are needed for final approval.

Silent Auction: Leroy Cole reported bidding forms are enclosed with the current SAH Journal.

NAAM/SAH Joint Award: Judy Endelman's committee has submitted a proposal that is generally in line with our expectations. However, more detail is required describing how SAH would participate in judging the submissions. The award would be made for the first time in spring 2010 and procedures should be in place by our next meeting.

Hospitality Tent: Paul Lashbrook reported on improvements, including a coffee urn and DVD player.

Paris Dinner: Taylor Vinson reported that the dinner is scheduled for February 5.

World of the Model T Conference: SAH members were on hand as presenters, session chairmen and attendees and the Society was a joint sponsor. Visits to factory sites were of great interest. Text of presentations was provided to attendees. Judy Endelman and The Henry Ford provided excellent coordination. Attendance was about 75 persons.

NAAM/SAH Conference Proposal: Robert Ebert reported that the Tupelo Automobile Museum was the only institution submitting a proposal which has therefore been accepted by NAAM. The scenery is great but links to automotive history are few. The directors voted unanimously in favor of the site for the SAH 2010 spring conference and Board meeting. Darwyn Lumley stated that yet as we have no Conference Chair. A volunteer is urgently needed to organize a high-quality, well-attended session.

Centennial Certificate Program: Sinclair Powell has reported that General Motors and Ford, two likely candidates, have expressed no interest in accepting the recognition. It has been several years since a certificate has been given. Darwyn will review its status with Sinclair.

Digitalization of Publications: no report. The project is open to anyone who may have an interest in going forward with it.

Publications and Media

Publications Committee: Kit Foster reported Allan G.Y. Meyer will begin as Editor of the *SAH Journal* with the next issue. He has engaged a new printer

and mailer and hopes to improve quality and reduce costs.

SAH Journal: Tom Jakups reported the current issue is the final under his direction.

Automotive History Review: Taylor Vinson submitted costs for the latest issue, which have been reduced. A suggestion has been received for the 40th anniversary issue and will be included in the next issue for comment and proposals to contribute articles.

Membership Directory: Kit Foster reported the changeover to pdf form, planned with Keefe Media, is not yet complete and date not yet set. Some members will require paper copies and this will be taken into account.

Autobistory.org: Kit Foster reported the Activity Report has been emailed to all. More active supervision of content is needed to maintain an up-to-date site.

New Business

Revised Cugnot Award Criteria: Taylor Vinson submitted a revised statement of criteria for the Cugnot Non-English Award.

There being no further business, President Lumley adjourned the meeting at 10:30 P.M. —*Arthur Jones, Secretary*

Carl Benz Award

I would first like to thank our President *Darwin Lumley*, along with Past Presidents, *Mike Berger*, *Joe Freeman*, *Dale Wells*, *Leroy Cole*, *Sinclair Powell*, *Kit Foster* and the Board of Directors of SAH for the opportunity to chair the Benz Committee. It has been and continues to be, an honor to serve the Society in this capacity and I look forward to staying on as long as I am able.

The Benz Award recognizes excellence in the presentation of automotive history appearing in periodical publications, such as newspapers, magazines, newsletters, journals and other formats. A maximum of 50 points is awarded in the area of historical research and a maximum of 50 points for presentation of that research.

I also wish to thank Benz Committee members *Dennis David*, *Keith Mathiewetz*, and *John Sawruk*. John unfortunately, is gravely ill and our thoughts and prayers go out to him and his family.

This year, we had just five submissions, a number which is ten shy of our average and is the lowest to date in the 12 years I have chaired this committee. I hope that some additional promotion might help boost that number in the future.


Though we were down on numbers, we were not down on quality. Sometimes, one can see a clear winner before the scores are tabulated. This was not one of those years. Any of the five could have been winners and it was right down to the final figures before a winner emerged.

As writers, we try to instill as much of our own voice in our works as is possible. Ideally, a great article will present itself in such a way that the reader will feel as though he or she is having a conversation with the author.

Our 2008 Benz Award winner is just such a work and its author's voice shined through brilliantly. Whenever the subject is about Chryslers, one can hear this author's passion about the topic, whether he is writing about Chrysler 300s, Plymouth Valiants or PT Cruisers.

The author of course, is *Jeffrey Godshall* and the article is "The End of the Future: Chrysler Corporation Cars of 1957," which appeared in the June, 2007 issue of *Collectible Automobile*. It scored a total of 380 out of 400 possible points. Congratulations, Mr. Godshall!


—*Don Keefe*



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Cugnot Award For Books In A Language Other Than English

The Nicholas-Joseph Cugnot Award is also presented for the book published in the previous calendar year in a language other than English which represents the most outstanding writing and original research in automotive history.

There were a record nine entries in this year's competition, representing books from France, Germany, the Netherlands, Switzerland, Hungary, and Italy.

This year's award goes to a French writer, Christian Rouxel, for his book *d'Azur à Total- Desmarais Frères, le premier grand pétrolier Français*. The Desmarais brothers formed a business in 1861 to sell oils for lamps, later adding petroleum to their line, and eventually became France's largest refiner and supplier of gasoline. "Azur" refers to the brand name they adopted in 1930 for their high-octane fuel. "Total" is the name under which fuels are sold today by the company's successor. Too often automotive history doesn't take into account the infrastructure that contributes to the development and popularity of the automobile, and Christian Rouxel addresses this need in his prize-winning work. He comes by his writing talent naturally; both his father and mother have won SAH Awards of Distinction. This is the first time, I believe, that three members of the same family have been honored by the Society. The publisher is Drivers, of Toulouse.

The Society also recognizes books of particular merit in a language other than English with its Award of Distinction. This year's winner of the Award of Distinction is *Alle Autos der 50er Jahre 1945-1960*, by Roger Gloor of Bern, Switzerland. An updating of his book of a quarter century ago, *Nachkriegswagen*, the work is especially valuable for recording the existence of a number of start-up auto manufacturers after World War II that seem to have lasted only long enough to be recorded by Herr Gloor. He is also the winner of last year's Award of Distinction for his similar book on cars of the world of the 1960s, *Alle Autos der 60er Jahre*. These are the first times that SAH has awarded prizes to a Swiss citizen. Herr Gloor has worked for the Swiss magazine *Auto-Revue*, for over 10 years. The publisher is Motorbuch Verlag of Stuttgart.

This year's Committee included *Frank Gump*, *Matt Sonfield*, and *Bill Kreiner*, and my thanks for their steadfast service in judging the record number of entries. —Taylor Vinson



Photo from Tom Jakups

Jim Wagner (left) congratulates Terry Hoover, Chief Archivist of the Benson Ford Research Center at The Henry Ford, 2008 James Bradley Distinguished Service Award winner.

James J. Bradley Award

The James J. Bradley Distinguished Service Award was presented to the Benson Ford Research Center in Dearborn, Michigan. The Bradley Award, named in memory of James Jerome Bradley, long-time curator of the National Automotive History Collection, is presented to deserving archives and libraries for exemplary efforts at preserving motor vehicle resource materials.

The Benson Ford Research Center, a unit of The Edison Institute (promotionally called "The Henry Ford") is one of the world's foremost automotive and industrial history archives. When weighing its attributes together with three other nominees these salient points were noted:

It is the foremost repository anywhere for records and documents relating to Henry Ford, members of his family, his business associates and his friend and mentor, Thomas A. Edison. The Center contains the significant records of Ford Motor Company and its products dating from the company's origin in 1903 through 1955. Records concerning more recent Ford Motor Company products and activities are also on file although their scope is more limited. Competitive automotive literature collections are also extensive; included among them are more recent acquisitions that once belonged to the late renowned collector and SAH member *Henry Austin Clark Jr.* Files and photographs pertaining to The Autocar Company, an early automotive pioneer and highly regarded truck builder, are also among its holdings.

The Benson Ford facility opened in 2002 and is distinguished by temperature and humidity controlled archival stacks, with a section specifically isolated for the preservation of photographic materials. There is also a program actively engaged in digitizing archival materials, including movie film and audio recordings. The facility features a large, well-lighted reading room staffed with knowledgeable personnel that includes not only photocopy machines but microfilm/fiche readers which are available to researchers.

Since most inquiries arrive via either postal or electronic mail, staff members handle inquiries of varying depths and breadths, frequently accommodating them with minimal charge. Supporting the Benson Ford's activities is a group of volunteers of varying disciplines, experts not only in automotive artifacts—Ford and others—but also those relating to the company's activities in the field of aviation and its manufacturing prowess. Appointments are not required to visit the Center but researchers intending to be on-site for extended periods and/or require continuing assistance from staff members are encouraged to make prior arrangements. The future of the Center is reasonably secure thanks to a diversified endowment and an on-going revenue stream that now supports The Edison Institute.

Committee members were *Jeffrey I. Godshall*, *Sinclair Powell*, *Anthony Yanik* and this writer. —Jim Wagner



Photo from Tom Jakups

Ron Kowalke (left) and Angelo Van Bogart from *Old Cars Weekly*, which won the Richard and Grace Brigham Award.

Richard and Grace Brigham Award

The recipient of the 2008 Richard and Grace Brigham Award has serviced on a weekly basis the old-car hobby and industry for almost 38 years. This publication, *Old Cars Weekly*, has given its readers current news and marketplace reports in an accurate and easy-to-understand manner. One example is *Ron Kowalke's* auction coverage, which has been a staple for almost 20 years.

This is in addition to auto history written by the people who were participants. The legendary *Henry Austin Clark* stories are now valuable historical references. More recently, the ongoing Ken Gross essays on the early Ford flathead hot rod era are sure to be a great reference source along with being a great read. These are but two examples. Auto pioneers in manufacturing, design, racing, sales and marketing are profiled in each issue. Historic foreign and domestic models are explored each week. Readers are invited to share memories and information, making each issue an exchange place for the old-car hobby.

How did this all happen? It had to start at the top with good direction from the boss, Chet Krause, who put in place strong writers and editors. The following names should be familiar: *Dave Brownell*, *Terry Boyce*, *Bob Lemke*, *Tex Smith*, *Tiny Hossain*, *John "Gunner" Gunnell*, *Mary Sieber*, *Brad Bowling*, *Keith Maithiowetz* and the current editor, *Angelo Van Bogart*.

So we salute the editors and staff, past and present by presenting the Brigham Award to *Old Cars Weekly*. —*Jack Juratovic*

Friend Of Automotive History Award

The Friend of Automotive History Award is very succinctly described in our bylaws as an award presented in recognition of outstanding contributions to the Society and to the cause of automotive history. The ten nominees for 2008 illustrated the wide range of interpretations which can be applied to those few words. Academics, artists, authors, entrepreneurs and publishers were all nominated this year. And the winner this year, *Thomas H. Brownell*, has met, in a most distinguished manner, the standard of outstanding contributor to the Society and to automotive history.

Tom has been a member of SAH since 1979, member # 0637, and his entry in the membership roster, on the line devoted to interests, states "Trucks, industry history." However, people really came to know Tom through the publication *Old Cars Weekly*, where for 25 years he wrote the Q & A column. In the column he not only answered readers' questions and responded to their comments, but he also gave advice. His responses reflected not only his knowledge of technology and its relation to the history of the automobile, but also a knowledge of the people who designed, engineered and built them.

Tom expanded his influence beyond his column when he began teaching Journalism, Technical Writing and Automotive Management at Ferris State University in Big Rapids, Michigan. This made him a mentor to numerous students who were interested in writing and historical research. The development of such talents in others certainly meets the criteria of contribution to the Society.


Beyond that, Tom contributed by participating in six automotive history conferences, and his column and other news articles have fostered an interest in automotive history in a wider audience of the general public. As a nominator pointed out, when Tom retired from *Old Cars* a cartoon portrayed a wise and ancient guru, seated atop a mountain, who was asked for the secret to a great auto restoration, to which the guru replies, "Who do I look like...Tom Brownell?"

Tom served as the first editor of *This Old Truck*, which became *Vintage Truck*, and also wrote a syndicated column for *Motor News Media*. He is an author of 18 books on automotive topics, he has won several awards for his writing, and this evening he receives the highest honor that the Society of Automotive Historians can bestow: Friend of Automotive History —*Bob Ewing*



Photo from Bobbie/dine Rodda

Darja Wiswell, niece of Tom Brownell, looks on while her husband, Rob Wiswell, accepts the Friend of Automotive History Award for her uncle from Bob Ewing (left).



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Photo from Tom Jakups

Peter Cajka, Richard P. Sarchburg Student Paper Award winner, is flanked by John Heitmann (left) and Bob Ebert.

Richard P. Sarchburg Student Paper Award

The Society of Automotive Historians Richard P. Sarchburg Student Paper Competition Award for 2008 is presented to Peter S. Cajka of Munroe Falls, Ohio, for his paper "Consumers, Cadillacs and Civil Rights: The Social and Cultural Impact of the Automobile in *Ebony*, 1945-1965."

Peter finds that the "car culture," which has profoundly permeated everything in America from eating habits to spatial structure, is remembered as a phenomenon of white America. He concludes that although historians have neglected the African-American experience with the automobile, nevertheless, African-Americans have been immersed in American car culture, and have used the automobile to participate in American politics, to race to victories, improve scientific knowledge, indulge in capitalism, and take vacations.

The automobile also played an important role in frustrating Jim Crow. With increased freedom and mobility, African-Americans used the automobile to ultimately motorize the Civil Rights movement. Peter found that an excellent place for students of history to research Post-World War II America is magazines. Surveying the articles, editorials, and photographs contained in *Ebony* from 1945 to 1965, Peter found that three overall conclusions emerge about the African-American experience with the automobile in immediate post-World War II America. First, in the 20th century, the West could be considered a new frontier for race relations. Second, Jim Crow could not persist in the presence of the private, individualized freedom created by automobile ownership. Third, the postwar mobility of African-Americans, enabled by the automobile, expedited a structural change of everyday life which hastened the advent of the Civil Rights Movement.

Peter's paper was written for a University of Dayton senior undergraduate seminar, "The Automobile in American Life" taught by *Dr. John Heitmann*. Peter received his Bachelor of Arts degree in history from the University of Dayton in May 2008 and currently is enrolled in graduate studies

in modern history at Marquette University. His career objective is to become a teacher/scholar in the field of modern American history.

Peter, we are pleased to present you with the award. We would also ask that Dr. Heitmann and Peter's mother, who are in attendance tonight, please stand to be recognized for their support of Peter in his scholarly endeavors.

Finally, I would like to recognize the members of the committee: *David Lewis, Patricia Yongue, Andy Beckman, and Craig Pascoe*. Many thanks for your assistance as we encourage the future scholars in the field of automotive history. —Robert R. Ebert

Billboard

WANTED. Early Lancia sales brochures, for completion of model coverage for forthcoming Lancia book. Some esoteric Lancia brochures still required, including Dikappa (1921), Iota/Diota/Triota/Pentaiota trucks (1920s), Ro truck (1934), military vehicles, Aurelia Viotti station wagon (1953) and more. Generous cash prices paid for any that I need, or I have an interesting exchange list. List of my 'wants' available by email. **Bruce Lindsay, South Australia, email blindsay@chariot.net.au, or 2 Hawthorn Road, STIRLING 5152, SOUTH AUSTRALIA, or +618 8131 0246.**

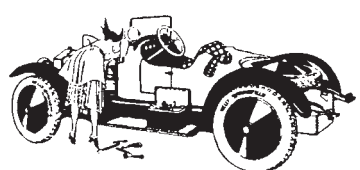
FOR SALE 1938 & 1939 DeSoto, Plymouth dealer individual record of every used car sold those two years. Over 800 deals, over half those used cars sold for under \$300. Auburn, Essex, Whippet, Durant, Studebaker, etc. Appraised by an antique paper conservator for \$4000. Send for several sample photocopies. **Nelson Bolan, 13 Sierra Dr, Tavares, FL 32778**

WANTED:

AUTOMOBILE LITERATURE 1900-1975

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

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Letters

Irony Here

The following two ads appeared in the July 1, 1903 issue of *Country Life in America* magazine. The ad most likely to be read first was the large one on top of the magazine page where the Electric Vehicle Company of Hartford, Connecticut, advertised its gasoline-powered automobile as well as its electric. The lower ad for the Fordmobile (in the next column) is not as prominent because of its size and location on the page.

The Electric Vehicle Company was one of the companies in which Albert Augustus Pope had a financial interest. The Ford Motor Company had only been in business for two weeks when this ad appeared, having been founded on June 16, 1903, and it did not sell its first car for another two weeks.

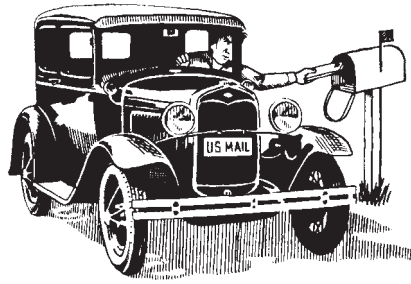
By now the Electric Vehicle Company owned the Selden Patent. Whether it refused to let Henry Ford use its patent or Ford never applied for permission to use it is uncertain, but in any case a legal battle between the two companies went on for several years with Ford eventually winning.

Pope thought that the quiet smoothness of the electrically powered automobile was ideal. But when the car didn't sell too well he added a line of gasoline vehicles. When these two ads ran in 1903, Hartford was the center of the automobile business in the United States because of Pope's Electric Vehicle Company.

However, as Ford's sales increased, Electric Vehicle Company sales decreased so that in 1909 when the Model T sales were just beginning to take off, Electric Vehicle Company merged with Maxwell and four other small companies, all in financial trouble, to form United States Motor Company. By 1913 all U.S. Motor makes of cars, except for Maxwell, were history and Ford was building a new, much larger factory.

Another part of the irony is that now, one hundred years later, the Ford Motor Company, along with most other United States car makers, is looking to find ways to power its cars electrically.

—Nelson Bolan



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More on George Schuster

I had the pleasure of stopping by the SAH booth at the Hershey Show, and know *Bill Jackson* one of your members. I picked up the *SAH Journal* and noticed in your Letters section on page 9 a question about the 1908 Great Race and George Schuster. Perhaps I can help, as I am the great grandson of George Schuster, driver of the Thomas Flyer and winner of the New York to Paris Race of 1908.

I may help to answer some of your members' questions about this pivotal event in automotive history. The Race website:

www.TheGreatAutoRace.com

also has a wealth of additional information. Please advise if I might be of any further assistance.

Best Regards,
 Capt. Jeff Mahl
 email: jeffmahl@aol.com

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Books

Made in Iowa: Iowa's Automobiles: An Entertaining and Enlightening History, by *Bill Jepsen*, 2007. ISBN: 13-978-1-888223-80-4. Hardcover, 325 pages, 253 photos and illustrations (36 color). Self-published. William A. Jepsen, 822 "L" Avenue, Boone, Iowa 50036. www.ourfocusisyou.com e-mail: willin@galynx.com \$39.95

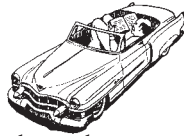
The late *Beverly Rae Kimes*, in the introduction to her first *Standard Catalog* wrote, "It is positively mind-boggling to consider the new information and lore that will arise from the publication of this book." In her second edition, she wrote, "The wealth of new material that publication of the first edition brought to light has been simply staggering. Particularly rewarding for me was the enthusiasm and dedication with which historians dug deeper into cars produced in their regions, invariably ferreting out fascinating new data."

Bill Jepsen has done just that in his superb book *Made In Iowa*. Kimes presented material on 75 Iowa-made makes of automobiles; Jepsen has expanded greatly on many of them and added information on an additional 30 makes, for a total of 105.

Iowa was not a major center for automobile building, yet some significant automobiles were built there, such as the very early Morrison Electric and the unique Adams-Farwell, to name two. Equally important, the Duesenberg brothers got their start in automobile racing and building in Iowa. The story of automobile building in Iowa, therefore, is an important one, and Jepsen's extensive research makes this book a major contribution.

The book is organized into six sections on different makes in Iowa, and a seventh section titled "Personality Profiles." Each of the six sections is organized alphabetically by city.

The major section, over 175 pages, entitled, "Manufactured," details the history of 19 companies that did enter manufacturing, and



produced at least three, and usually a great many more, vehicles for public sale. The section also includes an account of the Ford assembly plant in Des Moines (1920-1933), plus information on dealership/assembly facilities in Atlantic, Storm Lake, and Marshalltown, Iowa.

The majority of the text concentrates on Zip Cyclecar, Mason/Maytag, Morrison Electric, Adams-Farwell, Spaulding, Colby, Hobbie Accessible, Littlemac, Duryea, Galloway, and Arabian. The shorter entries run from three to five pages each (Morrison, Hobbie, Duryea, Galloway, and Arabian). More extensive discussion covers Zip, Mason/Maytag, Adams-Farwell, and Littlemac (10 -13 pages each).

By far the largest space is devoted to Spaulding (32 pages) and to Colby (36 pages), the two most important Iowa builders. The Spaulding had been covered in Curt McConnell's book, (42 pages), but Jepsen does include additional information on the car and the company. The Colby entry covers in great detail the company's convoluted legal problems towards the end of its existence. The final section, "Personal Profiles," gives detailed coverage of the Iowa part of the biographies of William Galloway, Walter P. Chrysler, and Fred and August Duesenberg.

The book is printed on high-quality glossy paper. The vast majority of photographs and illustrations are of excellent quality. Liberal use of quotations from original sources authenticates the individual entries and provides a window into the past. A 17-page bibliography lists the sources used for each entry. Many accounts are based on extensive use of contemporary newspaper articles and on contemporary automobile magazines, for example Colby and Spaulding. Other important ones, like Adams-Farwell, cite no contemporary automobile magazine accounts, although extensive early magazine coverage does exist for the firm.

A minimal amount of technical information is provided, a deliberate choice on Jepsen's part, a choice to be regretted, since this is likely to remain the definitive book on Iowa-built automobiles for many years to come. An appendix of technical data in chart form could have been provided, modeled on the excellent one in David O. Lyon's *The Kalamazoo Automobilist*.

The book could have benefited from more rigorous proofreading, especially punctuation (commas and semicolons). In addition, McConnell's book *Great Cars of the Great Plains* is consistently referred to by Jepsen as *Great Cars of the Great Midwest*. Some will find the chatty style annoying. For example: "This a bit of a convoluted tale---so hang in there" (page 19); "I hope you understand all of that. I sure didn't!" (page 46); "This is the third writing and second lengthy rewrite for this entry...so find yourself a comfortable chair, sit back and relax while I relate the convoluted tale. I have a lot of yarn to unravel." (pages 245-246). Jepsen may consider this the "entertaining" part mentioned in the title.

This self-published book is an excellent in-depth presentation of the automobiles built in Iowa and should be on the shelf of everyone interested in automotive history. It is appropriately dedicated to Beverly Rae Kimes, who in the notes to her third edition of her *Standard Catalog* wrote, "A decade ago, when this project was initially going to press, regional histories of the American automobile were few and far between. Now they are plentiful. A certain logic...indicates that this book is a significant reason. This shall ever remain a source of pride to me—the most important accomplishment in my career as an automobile historian."

Bev Kimes would be proud of this book; it fulfills her hope that the automotive history of all the states would be studied in depth, as Jepsen has done for Iowa. An appropriate memorial for Kimes would be for regional scholars in every state to research and publish equivalent books, based on the excellent model Bill Jepsen has provided. As Kimes wrote, "Let the saga continue." —*Carl F.W. Larson*