

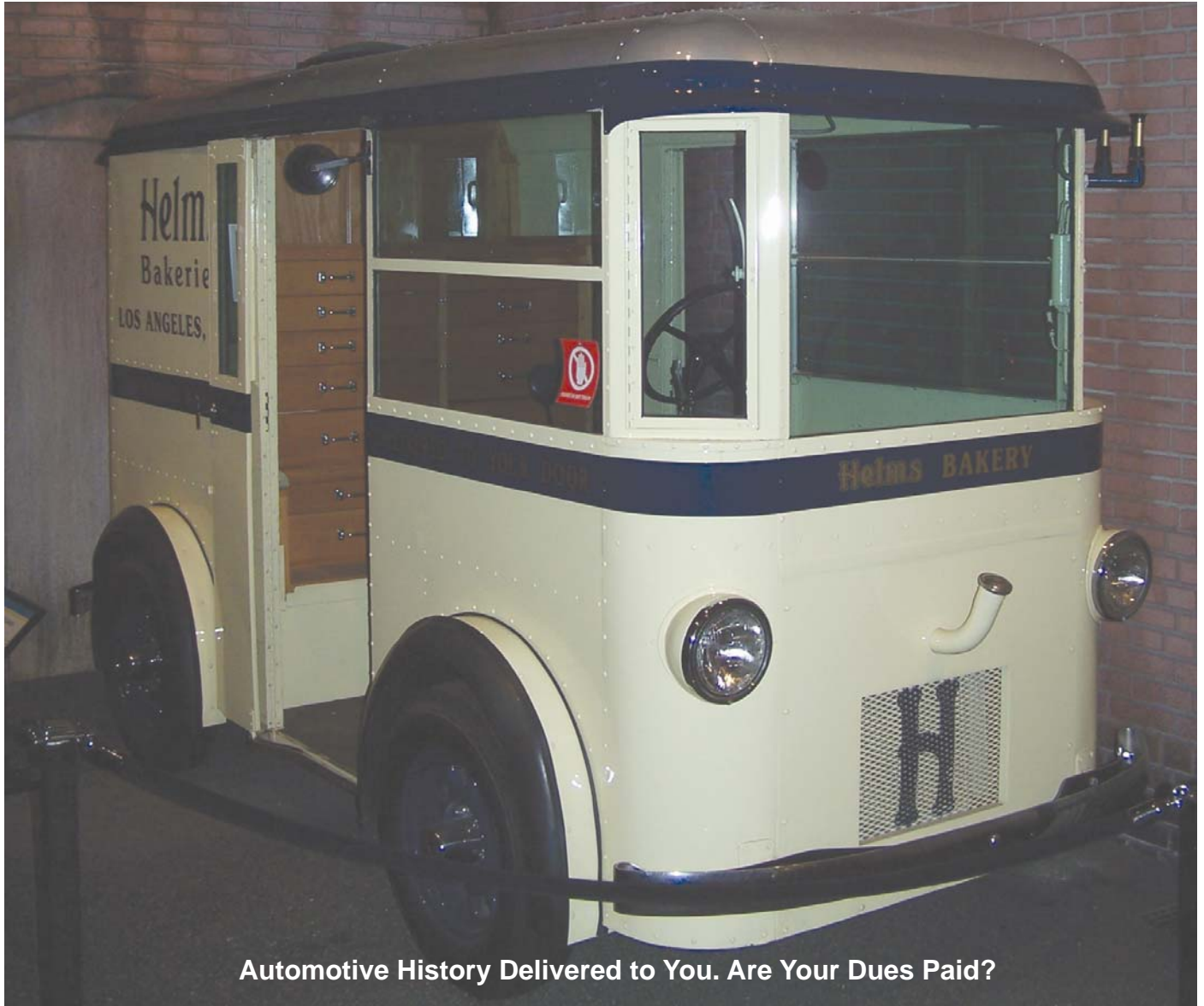
# SAH Journal



The Society of Automotive Historians, Inc.

Issue 251 Electronic

Summer 2011



Automotive History Delivered to You. Are Your Dues Paid?

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*Ask the Man Who Owns One*

*Eat My Dust*

*The Business of Speed*

*Overhaul*

## Date Reminders

**August 10, 2011**

Friend of Automotive History  
Nominations Due

DLumley942@aol.com

**September 30, 2011**

Hershey Banquet Reservations Due

[www.autohistory.org](http://www.autohistory.org)

Cover Vehicle: 1931 Twin Coach Delivery  
Truck at the Petersen Automotive Museum.

# SAH Journal



The Society of Automotive Historians, Inc.  
Issue 251 Summer 2011

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Through October 2012

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Through October 2013

**Judith E. Endelman, Paul N. Lashbrook,**  
**Stanton A. Lyman**

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**Fairport, NY 14450 USA**

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Find the Society of Automotive Historians  
on the web at [www.autohistory.org](http://www.autohistory.org).

**Copy Deadline for Journal 252**  
**September 1, 2011**

## SAH Annual Awards

### Benz Award, Chair: Don Keefe, [donaldjkeefe@aol.com](mailto:donaldjkeefe@aol.com)

The Carl Benz Award is presented each year for the best article published in the previous calendar year. SAH Awards of Distinction are awarded for exemplary articles not receiving the Benz Award.  
2010 John L. Baeke, M.D., "The Lebarons: Heir Apparent to the Throne," in *The Reunion*  
2009 Jim Chase, "Packard and Winton: The Transcontinental Rivalry," in *The Packard Cormorant*  
2008 Jeffrey I. Godshall, "The End of the Future: Chrysler Corporation Cars of 1957," in *Collectible Automobile*

### Bradley Award, Chair: Judith Endelman, [endelman@thehenryford.org](mailto:endelman@thehenryford.org)

The James J. Bradley Distinguished Service Award is presented to deserving archives and libraries for exemplary efforts in preserving motor vehicle resource materials.  
2010 Automotive Research Library of the Horseless Carriage Foundation, La Mesa, California  
2009 Gilmore Car Museum, Hickory Corners, Michigan  
2008 Benson Ford Research Center at The Henry Ford, Dearborn, Michigan

### Brigham Award, Chair: Jack Juratovic, 9501 Bearfoot Trail, Brooksville, FL 34613

The Brigham Award is presented for magazines published in the previous calendar year.  
2010 Antique Automobile, published by Antique Automobile Club of America. Editor-in-chief/design director West Peterson  
2009 *Collectible Automobile*, published by Publications International, Ltd. John Biel, editor-in-chief  
2008 *Old Cars Weekly* published by F+W Publications, Angelo Van Bogart, editor

### Cugnot Award, English, Chair: Doug Leighton, [jleight@huron.uwo.ca](mailto:jleight@huron.uwo.ca)

The Nicholas-Joseph Cugnot Award is presented each year for the best book published in the previous calendar year. SAH Awards of Distinction are awarded for exemplary books not receiving the Cugnot Award.  
2010 Charles K. Hyde, *Storied Independent Automakers: Nash, Hudson and American Motors*  
2009 Karl Ludvigsen, *Ferdinand Porsche, Genesis of Genius: Road, Racing and Aviation Innovation, 1900 to 1933*  
2008 Sally H. Clarke, *Trust and Power: Consumers, the Modern Corporation and the Making of the United States Automobile Market*

### Cugnot Award, Non-English, Chair: Bill Kreiner, [bill.kreiner@gmail.com](mailto:bill.kreiner@gmail.com)

The Nicholas-Joseph Cugnot Award, Non-English, is presented each year for the best book published in a language other than English the previous calendar year. SAH Awards of Distinction are awarded for exemplary books not receiving the Cugnot Award.  
2010 Sébastien Faurès Fustel de Coulanges, *Fiat en Grand Prix, 1920-1930*  
Hans-Jürgen Schneider and Halwart Schrader, *Legende: BMW 02*  
2009 Manuel Lage, *1,000,000: Un Millón de Camiones y Buses Españoles*  
2008 Christian Rouxel, *d'Azur à Total: Desmarais Frères, le premier grand pétrolier français*

### Friend of Automotive History, Chair: Darwyn Lumley, [DLumley942@aol.com](mailto:DLumley942@aol.com)

Recognition to an individual who has made a particular personal contribution to automotive history.  
2010 Miles C. Collier  
2009 C. Marshall Naul  
2008 Thomas H. Brownell

### Ingersoll Award, Chair: Thomas Jakups, [tjakups@mac.com](mailto:tjakups@mac.com)

The E. P. Ingersoll Award is given for the best presentation of automotive history in other than print media.  
2010 Mark Theobald, *Coachbuilt.com*  
2009 Michael Hamm, producer, director/writer; Kerrie Long, producer "The Greatest Auto Race on Earth"  
2006 Terry Dunham, Automotive Research Services

### Scharchburg Award, Chair: John Heitmann, [John.Heitmann@notes.udayton.edu](mailto:John.Heitmann@notes.udayton.edu)

Presented to an undergraduate or graduate level student for the best research paper in the field of automotive history.  
2009 Ted R. Mitchell, "Sit-Down Women: Gender and the 1936-7 General Motors Strike in Flint, Michigan"  
2008 Peter S. Cajka, "Consumers, Cadillacs, and Civil Rights: The Social and Cultural Impact of the Automobile in *Ebony*, 1945-1965"  
2007 Els De Vos, "The Development of the Garage in Rural Belgian Flanders"

## President's Message

What's that old saying about change? In our fluid lives, we find that we are facing another change here at SAH. We have a big one (for me) this Fall when I step down as President; I will have filled out my two-year term. Fortunately, per established organizational protocol, *Doug Leighton* is standing in the wings, prepared for the mantle.

But now I'm talking about a more imminent change. Our *Journal* editor, *Allan Meyer*, has gone back to full-time work and can no longer volunteer his time with this important SAH newsletter. Indeed, that has affected the timing of this issue, with our organizational apologies.

We have an immediate need for a member with editorial experience to assist Allan in publishing the *Journal* and then to assume the responsibilities of editor. Allan will then follow the same plan by which Allan took over when *Tom Jakups* was *Journal* editor. See Allan's call on page 4 if you are interested.

In my last report, I referred to discussion and action on concerns expressed by our British chapter, the Society of Automotive Historians in Britain. One of those actions was to invite SAHB's Chair, *Peter Card*, to attend our meeting, which he did by phone for the time that we discussed topics relating to SAHB. It was a great addition.

As you will see on page 7 of the minutes of the Spring Board Meeting, we discussed several areas of mutual interest. It was such a valuable experience, we plan to continue. Allow me to summarize the areas of overlap and special interest:

- SAH officer to attend Paris meeting.
- Discussion of offsetting expenses if necessary to assure SAH officer attendance at Paris meeting.
- SAH officer to meet with SAHB board, annually when possible.
- SAH Vice President assigned responsibility for liaison with all Chapters, including SAHB.

- Provide all SAH members the opportunity to receive Chapter publications, including SAHB's *Journal* equivalent, *SAHB Times*, and SAHB's *Automotive History Review* equivalent, *Aspects of Motoring History*.
- Reduced cost of servicing membership when the *Journal* is emailed and *Review* is bulk-shipped at UK distribution expense.
- Expand collaboration between SAHB and SAH websites.
- Cooperation between chapters and SAH to assure accuracy in membership rosters.
- Consensus around SAHB soliciting members for SAH in Europe.
- Accolades from SAH Board for new Sedgewick Award created by SAHB, and for SAHB's high quality of activities.

These points are all a near-direct result of a letter from SAHB's *Malcolm Jeal*, past Chair of the British Chapter shortly after *Taylor Vinson's* death. He noted the loss of Taylor as unofficial international ambassador of SAH and requested that the SAH board seriously consider making that an official position. You may have followed in our minutes of the March 24, 2010, board meeting that we saw its importance but that SAH was not

## HORSELESS CARRIAGE GAZETTE

As you might expect from a club publication, the *Horseless Carriage Gazette* is chock full of exciting four-color photographs showing brass-era automobiles in action. First-generation cars don't get out often but, when they do, it is a real privilege to be along for the ride.

History buffs will enjoy a feature or two in each *Horseless Carriage Gazette* about marques both popular and obscure. In addition, more than 240 black & white images from the pre-1916 era were used as illustrations in the six 2007 issues.

Membership is \$45 (\$55 outside of the USA).

There is no better place to connect with nearly 5,000 enthusiasts who appreciate pioneer vehicles than in the Horseless Carriage Club. We'll be honored if you decide to join.

Horseless Carriage Club  
5709 Oak Ave  
Temple City, CA 91780-2431  
(888) 832-2374 or [www.hcca.org](http://www.hcca.org)


financially able to appoint such a position. We agreed to continue discussion at the Hershey meeting based on who would be attending the Paris meeting.

It followed that I was able to attend the Paris meeting myself, and further to stop over in England with friends, which enabled a formal meeting with the SAHB board. It's clear to me that the kind of communications that have taken place over the last six to nine months between SAH and its UK chapter have illuminated many areas in which SAH can strengthen overall—with all its chapters, and to the benefit of all its members, chapter-related or not.

What has changed? In my estimation, the change has happened because we have made issues of communication, part of what I would call administrative infrastructure, a more self-conscious part of what we do.

I'm excited to watch how this unfolds, as I slip quietly into retirement from my executive duties of the last two years. But I'm not gone yet: I still have two years of IPP, or Immediate Past President responsibilities ahead of me.


—Susan Davis



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# SAH News

## Assistant Editor Sought

An Assistant Editor is sought for the *SAH Journal*, with the goal of taking over the Editor position.

This volunteer position involves a lot of logistics but is also highly educational. The Editor does the graphic layout of the publication in addition to coordinating the printing and mailing. The Editor also coordinates some book reviews, and manages display advertising in the *Journal*.

In terms of writing, the *Journal* encourages a tone of collegial exchange of ideas and knowledge. In terms of actual editing and proofreading, the publication currently uses the *Chicago Manual of Style*, and the *Journal* is reviewed by the whole Publications Committee before each issue is printed. The actual style book is owned by each Editor.

The *Journal* in its current form is produced in InDesign on a Macintosh running OS X, supported by Photoshop and other applications. The page layouts are created as tabloid-sized spreads. Images are standardized to JPG files at 300 ppi minimum, as CMYK. The *Journal* is output in two parallel versions, a grayscale tabloid version for printing and a letter-sized reader version in color, distributed as a PDF file. The reader version of the *Journal* will also be featured on the revamped SAH website. Printing currently takes place in San Diego, California and mailing from Whittier, California.

This position does entail a steady, dedicated time commitment. The position also encourages a higher level of research into aspects of history in general, and participation in automotive events. It is continually amazing where some aspect of automotive history may be found.

Those interested in the position are encouraged to contact the Editor at: editor.a.meyer@gmail.com

— A. Meyer.

## Automotive History Conference Call for Papers

The Society of Automotive Historians is seeking proposals for papers to be presented at its Ninth Biennial Automotive History Conference to be held in Philadelphia, Pennsylvania, USA, from April 12 through 14, 2012.

The conference theme is “*A World of Cars: Manufacturers, Drivers and the Impact of Globalization*” and will focus on the international growth of the industry initially by North American, later by European and more recently by Asian manufacturers leading to the dominance of integrated multinational corporations.

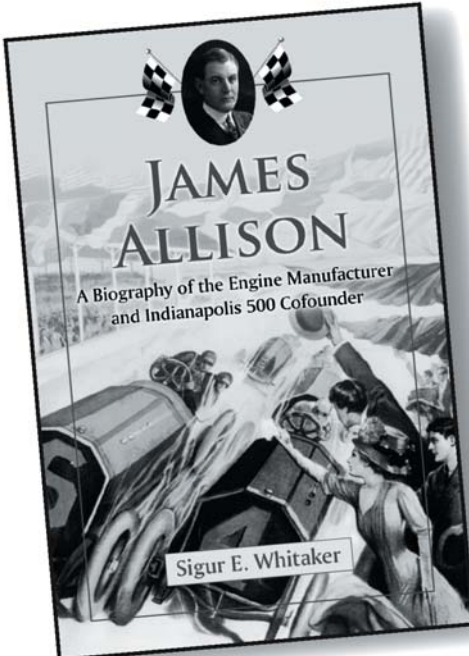
Papers may address the impact of the automobile on worldwide economic and social development, the roles of producer and non-producer nations, and the influence of international requirements on business policies and vehicle design. Papers may explore the transformation of popular consciousness of the automobile from an iconic to a utilitarian artifact as a consequence of its worldwide ubiquity. Proposals for papers on automotive subjects unrelated to the conference theme will also be considered.

Following the conference, a certain number of the conference papers will be selected for publication in *Automotive History Review*, the magazine of the Society.

The Society of Automotive Historians is a unique interdisciplinary organization devoted to all aspects of automotive history – engineering, design, economics, the lives of automotive pioneers and innovators, the history of motorsport competition, the integration of motor vehicles into modern life and the culture of cars. In its publications and conferences, historians of technology, business historians and social historians interact to share their knowledge and perspectives.


Proposals should include the title of the submission, names and affiliations of presenters, chairs, participants, etc., together with addresses, phone/fax numbers, email addresses of contact personnel, proposed format (paper, panel, workshop, etc.) and a one-page abstract describing the content of the presentation. Proposals must be received by October 31, 2011; notification of preliminary acceptance is anticipated by November 30. Proposals should be submitted to:

Arthur W. Jones, Conference Chair  
504 South 26th Street  
Philadelphia, PA 19146-1009 USA  
215-985-4714; nomecos@verizon.net



**E**ngineer and fountain pen maker James Allison entered automotive history when he joined with Carl G. Fisher in 1904 to found Prest-O-Lite. This biography tracks Allison's cofounding, with Fisher and two others, of the Indianapolis 500, as well as his machine shop's construction of the Liberty engine, the first mass-produced aircraft engine, and also the V1710, the work-horse of World War II military aircraft. Allison created a legacy that still resonates at the Indianapolis 500, Rolls-Royce, and Allison Transmission.

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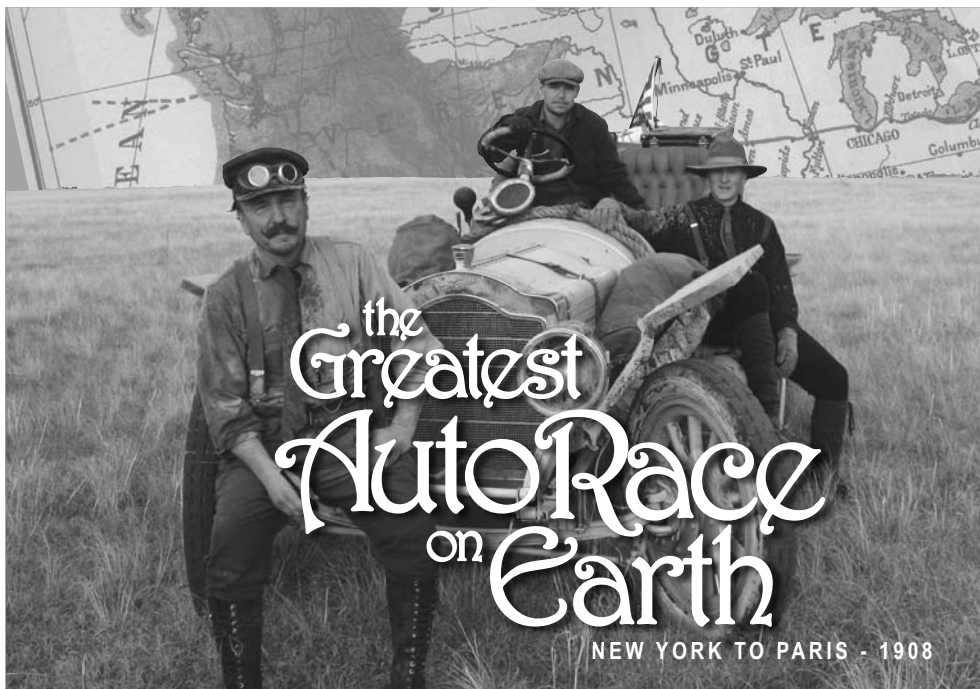
# Mystery Car

SAH Member *George Albright* recently acquired this mystery car. The car appears in several period photos, one below labelled as follows, "L to R, Cameron - Bailey, Max Ray, Kelly Krentz and A. A. Reddy. About 1950, Wichita, Kansas."

The front-drive vehicle has a 10 HP Onan 2-cylinder air-cooled engine, mounted transversely, with chain drive from two torque converters to two motorcycle-style transmissions with no differential. The project reached the stage of having windows and fender frames with a set of pre-existing factory-produced headlamps

and an instrument cluster. The chassis appears to be a tubular backbone with transverse leaf springs and long suspension arms. Apparently the bodywork was a grid of metal tubes with metal mesh and plaster applied on top. The plaster and mesh layer is gone. A paint layer appears to have been green.

Member Albright is looking for any possible information on this unusual vehicle. He can be contacted at: [gналbright@gmail.com](mailto:gналbright@gmail.com)



Eight years in the making, **The Greatest Auto Race on Earth** is now available on DVD, telling the story of the 1908 New York to Paris auto race.

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# SAH Business

## Society of Automotive Historians Board of Directors Meeting April 11, 2011

Location: Grand Manor, Windermere House, University of Huron College, London, Ontario, Canada.

Present:

*Pat Bisson* (Treasurer), *Susan Davis* (President), *Robert Ebert* (Secretary), *Judith Endelman*, *John Heitmann*, *Tom Jakups*, *Paul Lashbrook*, *Douglas Leighton* (Vice President), *Stanton Lyman*.

Absent:

*Leslie Kendall*, *John Marino*, *Steve Wilson*, *Woody Woodhouse*.

Guests:

*Kit Foster*, *Arthur Jones*, *Perry Zavitz*.

Note: These minutes contain only the summaries of Committee and Officers reports. The full committee reports that have been submitted are filed with the Minutes of this meeting and are available upon written request to the Secretary of the Society.

Pres. Davis called the meeting to order at 8:57 AM EST. She requested that the agenda be rearranged in order to enable *Peter Card* from the Society of Automotive Historians in Britain (SAHB) to call in and join us by teleconference for part of the meeting by moving SAHB issues up to immediately after the financial report. Also, Pres. Davis asked that the By-Laws discussion be moved to the morning session.

Secretary Ebert declared that the required quorum of seven directors was present.

Minutes of the October 7, 2010 Directors Meeting of the SAH were discussed. Approval moved by Stanton Lyman and seconded by John Heitmann. Approved by voice vote without dissent.

Minutes of an electronic meeting of the Board of Directors of SAH during the period of December 1 to December 22, 2010 were discussed. Purpose of the electronic meeting was to discuss the approval of a motion by Thomas Jakups to hire ADAGO to develop the SAH website. The motion read as follows:

"I move that SAH accept ADAGO's proposal and agree to pay ADAGO \$3,175 (50% of the \$6,350 fee) to launch the website with the balance due upon [completion of the] launch." Minutes were approved by voice vote without dissent.

### **President's Report**

Summary follows:

The President's Report contained an extensive report on her meeting with the SAHB board in January. The report has been issued separately and published in *SAH Journal* #249, pages five and six. Her report included several items for action, covered elsewhere in the meeting minutes. After her Paris meeting, she has taken a special interest in seeing broader participation on the awards committees, international when possible. She is pleased with increased interest and involvement coming out of the SAHB meeting, and looks for it to invigorate all of SAH.

Davis is also pleased with the progress on protocols for meeting, committee reports, and especially grateful for Bob Ebert's leadership on

this. That is important as Davis leaves the President's office this October, but Bob remains as Secretary.

An extensive discussion of the draft of the revised By-Laws prepared by Paul Lashbrook was undertaken. The following changes were discussed and approved:

- Provision for electronic meetings added in Article VII.
- Officers of a chapter or section of the SAH to become ex-officio members of the Board (Article III).
- The provision of requiring a bond remains optional upon action of the Board.
- Positions of Assistant Secretary and Assistant Treasurer be eliminated.
- Proxy votes to be eliminated

Paul Lashbrook then moved the following:

- The section of the By-Laws of the Society of Automotive Historians dealing with issuance of proxies is deleted.

Motion seconded by Tom Jakups. Approved unanimously by voice vote.

Paul Lashbrook then explained that other changes to the By-Laws were a matter of formalizing the text of the draft. Stanton Lyman raised the question of whether term limits for directors and officers should be incorporated in the By-Laws.

A general discussion occurred on the need for fresh blood in the SAH. Several issues were raised regarding the adoption of term limits. President Davis appointed Tom Jakups, Arthur Jones, and Paul Lashbrook to work together on revisions of the By-Laws including the issue of term limits to bring a formalized draft of the revised By-Laws to the Board at the October 2011 meeting of the Directors. At this point, Peter Card of the SAHB joined the meeting by telephone.


### **Treasurer's Report**

Presented by Patrick Bisson.

At mid-year the SAH is running a deficit of \$8,375.58. Membership renewals are at about 53% - about the same as in 2010 at this time.

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Allan Meyer, editor of the Journal has been asked to run a humorous but bold ad reminding members to send in their dues. The availability of PayPal™ has stimulated 20 new members and 102 renewals. The renewal cost for using PayPal is 2.9% domestic and 3.9% foreign which is cheaper than credit-card fees. Peter Card commented that SAHB has found using PayPal problematic. Two students have availed themselves of the now visible Student Membership category. Overall, the Treasurer believes that the Society is on track relative to the budget for the full year and he sees no financial problems.

Arthur Jones noted that 10% of the SAH income is from the Silent Auction and asked how that is going. Paul Lashbrook responded that *Leroy* and *Cora Cole* are working on the next auction at the present time. Peter Card commented that the SAHB is raising funds in a number of ways at their end for their activities.

President Davis opened for discussion the idea of subsidizing elected officers of the SAH to attend the annual Paris Retromobile meeting and dinner and also meetings with SAHB. General discussion occurred on the matter with comments that it was good to have both President Davis and Kit Foster at Paris; that it was beneficial to have the meeting with SAHB.

President Davis stated SAH should consider having the Vice President be the liaison with chapters and sections. John Heitmann moved the following: The Vice President of the Society of Automotive Historians should be the liaison person with the Society's chapters and Sections. Seconded by Stanton Lyman. After lengthy deliberation, the motion was approved by voice vote without dissent.

Included in the discussion was creation of an opportunity for all SAH members to receive SAHB's two publications, *SAHB Times* and, where the interest was greatest, *Aspects of MOTORING HISTORY*, their annual version of our semi-annual *Automotive History Review*.

President Davis stated we need a line item in the budget to help offset expenses for meetings in other countries such as in Europe and with the SAHB. A member attending those meetings at the direction of the SAH Board would be at least partially reimbursed upon submission of expenses. President Davis then appointed Pat Bisson, Treasurer, to work on a formal motion on the matter of reimbursement for the October 2011 Director's meeting with the assistance of Kit Foster.

Paul Lashbrook made the following motion:  
- The Treasurer's Report should be filed for audit.  
Motion seconded by Stanton Lyman.  
Motion approved on voice vote without dissent.

President Davis stated we should send reminders about renewal of memberships to those who have not renewed. Kit Foster observed that strategy has worked well in the past. Tom Jakups said he will ask Allan Meyer to put reminders in the *SAH Journal*. Peter Card stated that SAHB membership renewals are doing well.

Discussion occurred on the annual cost of publications for SAH members: For U.S. members it is \$17.75; for foreign members other than SAHB it is \$61.44; for SAHB it is \$13.00. These amounts include the cost of publications and mailings. SAHB's expenses are so much less because the *SAH Journal* is delivered by email with SAHB making paper copies to send to members without email. The *Automotive History Review* is mailed in one package and distributed at UK postal expense rather than US foreign mail expense, which has increased exponentially of late. Remainder of dues covers all other SAH expenses, primarily the awards and incidentals relating to meetings as the board is volunteer and has no paid staff.

General discussion occurred on the topic of how much SAHB payment to SAH should be reduced as a result of mailing the *AHR* in bulk to Great Britain.

By consensus it was agreed that the SAHB Treasurer and Pat Bisson should work out this issue together. Peter Card said that the key thing is that the Board be aware that SAHB may be paying too much or too little. Therefore, this needs to be determined.

Other issues discussed regarding relations with SAHB included the following:

Regarding web site development, Tom Jakups said that ADAGO can work with SAHB to link with the SAH web site. Peter Card noted that the SAHB web site is still in the construction phase as is SAH's website.

Peter Card noted that the *Membership Directory* was problematic due to many errors in it. Discussion centered around the need to think and plan 18 to 24 months ahead so that the next *Directory*, whether electronic or hard copy, is as accurate as possible.

Regarding the idea of having SAHB recruit European members to join the SAH, Peter Card stated it is not going well so far perhaps related to the economic situation. There is general consensus to encourage SAHB to solicit new members in Europe.

Peter Card announced that the Michael Sedgewick Award on an English automotive history subject will be given for the first time in 2012 for which SAHB would like the support of SAH for the awarding of a three-dimensional award. The criteria for the award are being worked out. Arthur Jones pointed out that other chapters have done similar things. Peter Card noted that there will be four people on the panel to select the winner of the award. President Davis spoke for all in commending SAHB in the high quality of its activities as represented now by this new award. At this point in the meeting, Peter Card signed off from the telephone conference and thanked the directors for their support.

General discussion among the directors occurred with the consensus

## SAH Business

that the efforts of all involved have worked to form a better relationship between SAH and SAHB and ultimately to strengthen the entire organization, devolving as it does on relations with all chapters and section.

The topic of added fund raising for the SAH was discussed. The consensus is that at the moment there is not an immediate need for added fund raising. Before added fund raising takes place the web site should be improved, publications should be up-to-date, the new membership management firm should be in operation, and we should see the result of our proactive relationship with chapters and sections. Following comments by several present, President Davis recommended we consider the consistency issue of following through on the original discussion of additional fund raising every two years. Paul Lashbrook noted that fund raising could be used to build a bigger endowment to support the activities of the Society. The Board agreed to defer further consideration of the fund raising issue until the October 2011 Board Meeting.

Discussion of the contracting with a membership management firm occurred. Doug Leighton made the following motion:

- I move that the Society of Automotive Historians Board of Directors authorize Treasurer Patrick Bisson to contract with Cornerstone Registration, Ltd, on behalf of the Society, to perform the membership services functions for the Society, commencing with the Society's 2010-2011 fiscal year. Further, if this motion is approved, the Society engage Cornerstone immediately so they can work with ADAGO to assure that our membership data base, and secure member access functions, are operable with the debut of the new web site. Cornerstone Registration Ltd. to be reimbursed for this work at their stated rate of \$90/hour.

Seconded by John Heitmann. Motion approved by voice vote without dissent. In discussion it was noted that Cornerstone services a number of major automobile clubs including the Studebaker Drivers Club and Avanti Owners Association. They also will provide, for an extra fee, conference assistance and mailing assistance.

In follow-up discussion it was noted by Pat Bisson that Cornerstone and ADAGO can work together to meet the needs of the Society.

### **Academic Committee Report**

From John Heitmann, summary follows:

In the past two years I submitted a proposal to the AHA for a session at their annual meeting. This year, however, I did not have the time to do so. What I did accomplish however, is an up-to-date listing of academics working in the field of automotive history, or in a position where they may supervise a graduate thesis or dissertation on the topic. In addition to its value for reference purposes, including the next AHA proposal, I also wanted this for the Scharchburg Award, so that I might send a second and possibly third email notification before the June 10, 2011 deadline. The list is available from the Secretary. John Heitmann observed that not participating in AHA this year might allow better participation in the 2012 SAH meeting in Philadelphia.

Judith Endelman stated that The Henry Ford website has a list of graduate students from the past who are now professors who are doing automotive history. About once a month John Heitmann is contacted by a young person interested in automotive history and he responds to them. Davis confirmed that from emails she receives as President from the website.

### **Archives Committee Report**

From Kit Foster, summary follows: The committee has completed an instructional memorandum regarding the placement of personal automotive

history collections with institutional libraries and archives. For reasons of accessibility, flexibility and economy, it was requested to be posted at AutoHistory.org

Kit Foster stated that consideration is being given to the categorization of a higher order of material and how to deal with this as well, leading to the following motion:

- Resolved that the instructional memorandum on disposition of personal automotive history collections be posted in the appropriate section of AutoHistory.org.

Seconded by Doug Leighton, passed by voice vote without dissent.

### **Nominating Committee Report**

President Davis stated that *Darwyn Lumley* has had to resign as Chair of the Nominating Committee. The precedent is that the immediate past-president has assumed this role and she would do it upon expiration of her term as president. President Davis stated she will work with Leroy Cole and Darwyn Lumley on this matter.

### **Awards Committee Reports**

Cugnot Committee, Doug Leighton, Chair. Books nominated for the Cugnot Award are now being received and will be sent to committee members during the summer.

Cugnot Award, Language Other than English: *Bill Kreimer*, Chair. The Cugnot LOE Committee is in the process of receiving submissions for this year's competition. The Committee is also considering inviting a new SAH member, *Chris David*, to its ranks. Chris has familiarity with the Cyrillic alphabet, and is fluent in Russian, so his abilities would be beneficial to the Committee, since none of the current members has any such proficiency.

Benz Award: *Don Keefe*, Chair. With a month left before the window closes for new nominations, one submission has been received. Confirmation has been received from John Biel



at *Collectible Automobile* that six more are on their way. Those with articles worthy of consideration, please submit to Don Keefe [donaldjkeefe@aol.com]

Bradley Award: Judith Endelman, Chair. The Bradley Award nomination form for award candidates is available on the SAH website. The committee applied for funding to the Collectors Foundation to create a cash award, but the Foundation board turned down the request. *Ed Garten* is the newest member of the committee.

Ingersoll Award: no report

Friend of Automotive History Award: President Davis stated she is looking for a chairperson for this committee.

Scharchburg Student Award Committee; John Heitmann, Chair. A mailing of Scharchburg Award criteria and notice was sent out via snail mail in early December, 2010.

Heitmann has developed a list of academics, submitted with Academic Committee Report, that will be contacted once in April 2011 and then again in May as final papers are submitted and graded. The award has been featured in the *SAH Journal*. The Award Announcement and Criteria was broadcast electronically as well: SAH web page; H-Net History of Science, Technology and Medicine; SHOT Newsletter and SHOT Web Page. Expenses for doing the mailing were \$100

President Davis noted that we need to have an announcement for all awards in addition to the Scharchburg and Bradley on our web site.

Kit Foster suggested that since the names of all award winners are posted on the web-site, the criteria and nomination materials should be as well.

### **Publications Committee Reports**

Tom Jakups, Chair:  
*Journal* publishing schedule was delayed by personal circumstances this winter. Regular schedule should resume with issue 250 in April. Printing expenses remain consistent and sample electronic copies of the *Journal* have been sent to members with email.

AutoHistory.org redesign by David Duricy:

By electronic meeting, the Society, represented by Susan Davis, contracted ADAGO Marketing (Hamilton, Ohio) January 7, 2011 to build a new website at AutoHistory.org. Webmaster Dave Duricy met with Denise Reier, president of ADAGO, January 21 to discuss the function and design of the new site, and the related issue of receiving the SAH membership database from (retired) membership secretary Don Keefe and rationalizing that database. Denise Reier received the database from Don Keefe on or near January 26 and found it to be workable.

ADAGO planned to meet with Duricy February 28 and present the structure of the new website for review. A server failure at ADAGO prevented that meeting and another scheduled for March 1. Reier has kept Duricy up-to-date on her technical difficulties, and has assured him that the SAH project is recoverable from her computers. She has promised a working prototype within three weeks.

AutoHistory.org domain renewal: The SAH domain name Autohistory.org came up for renewal in February. Duricy renewed the domain name at Network Solutions for two years using a personal credit card to expedite the process. Duricy will submit the \$65.98 renewal fee to SAH treasurer Pat Bisson for reimbursement.

facebook™: Mindful of the possible pitfalls during this time of transition at Autohistory.org, Duricy created an SAH page at Facebook to maintain an online presence for the SAH regardless of events at the website. The SAH Facebook page has 129 followers and has been a pleasant experience.

Tom Jakups updated the reports from David Duricy by reporting that Duricy has received a prototype for the web site from ADAGO and believes that by the October 2011 Board meeting that the web site will be up and running. President Davis raised the concern that SAH participation in social media like Facebook should be under the purview of the Publications Committee and that David Duricy should be made aware of that.


### **Silent Auction Report**

Paul Lashbrook reported that the Coles are working on the Silent Auction. SAH needs to find apprentices to help with and learn about running the auction.

### **Conference Committee Report**

Arthur Jones, Chair. The Conference Committee had three jobs, previously shared with the National Association of Automobile Museums:  
1. Arrange the venue; 2. Develop the program; 3. Present the conference. Pat Bisson has agreed to be the registrar. Members of the Board will be asked to help with various aspects of the conference. The Conference will be held at the same time as the Spring Board Meeting.

The 2012 Conference will take place on April 12-14 at the Sheraton Suites Hotel in Philadelphia near the airport. There are several sites of interest to automotive historians. Jones will serve as both Chair and



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## SAH Business

Host, an arrangement that will not be repeated. The conference has been reconfigured to a two-day schedule in lieu of the former three-day schedule. The number of presentations is not changed.

"Internationalization of the Automotive Industry", what is today called "Globalization," is the Conference topic, for which papers are being solicited. The Preliminary Conference Schedule was presented and shows sessions on Friday morning and afternoon and Saturday morning, and a tour Saturday afternoon followed by the final dinner. The SAH Board will meet Thursday with the Welcome Reception for the Conference that evening. Tours on Saturday will be to the Hagley Museum in Wilmington and then the Simeone Museum for dinner. Efforts are underway to secure an appropriate speaker for the Saturday dinner.

Conference Planning Time-Line and Schedule: will be available soon on the website and at the appropriate time in the *Journal*.

### **EBSCOhost/History Conference Report**

from *Michael Bromley*. President Davis said she is seeking more input and guidance on this event from Michael Bromley.

### **Chapter and Sections Report**

Liaison responsibilities with American and international Chapters and Sections: using recent work with SAHB, John Heitmann noted that such work suggested a position be created. Perry Zavitz noted that years ago, SAH lost its Canadian chapter. Tom Jakups asked what a liaison person would do. President Davis responded that the liaison would touch bases with chapters and sections several times a year, invite an annual report from them, and send events notices and articles to the *SAH Journal*. Tom Jakups volunteered to be the liaison for the North American chapters. President Davis will be the liaison with SAHB.

Wisconsin Chapter Report: The Chapter is semi-active, created a theme exhibit for the Iola Car Show, which for 2011 is "Delightful Dodges and DeSotos." They currently have three regular meetings a year

President Davis would like to see a standard form for reporting chapter activities. Tom Jakups volunteered to create a template in his role as liaison for the North American Chapters.

International Motor Sports Section: Patricia Lee Yongue, Chair. Website and bylaws are being developed. Stanton Lyman raised the question why the IMS web-site is not just a part of the SAH web-site? The Board agreed to communicate with Pat Yongue to have the IMS web-site linked to the SAH web-site. Stan Lyman will notify Pat Yongue of this and further that because this falls under Publications Committee purview, she be in contact with Tom Jakups and David Duricy.

European Meeting Committee: Laurent Friry, Chair. President Davis and Kit Foster reporting as follows: The 16th annual SAH European Dinner and Meeting was held Thursday, 3 February 2011 at the Automobile Club de France in Paris. Thirty-three members and guests attended, and awards were presented to authors and publishers of the two non-English Cugnot Award winners and one Award of Distinction. The awards were presented in French, with a summary in English, for the first time and as recommended from an evaluation of the 2009 dinner. At this year's evaluation, the importance of having SAH Board executive committee representation at the dinner was recognized as critical to the international nature of the Society. This could even extend to including a budget line item partially to subsidize attendance. Meeting protocols were discussed further, from SAH representation to requesting acceptance remarks in advance for possible publication, etc. It was recommended that a Thursday evening schedule be maintained as long as Retromobile remains a Wednesday-through-Sunday show.

Kit Foster suggested the following motion:

- Resolved that the date for the 2012 SAH Euromeeting and Dinner be set for Thursday, 2 February.  
Seconded by Doug Leighton. Motion passed by voice vote without dissent.

### **Hershey Banquet Report**

John Marino, Chair. Summary as follows:

Despite a change in management, favorable pricing has been secured with a minimal increase for the Thursday, 10/6/11 Board meeting and Friday, 10/7/11 banquet based upon prior arrangements.

Doug Leighton made the following motion:

- Negotiations of John Marino with the Hershey Country Club for the October 2011 banquet with a price of \$45 per person are supported by the Board with appreciation.  
Seconded by Tom Jakups. Motion passed without dissent.

### **Hershey Tent Report**

Paul Lashbrook, Chair, noted the important PR purpose of the Tent at Hershey. Duties of the Board members include helping with the tent. *Jim Cox* has approached SAH to have a book signing at the tent for his book on *Beverly Kimes* entitled *Simply Bev*. This may draw a number of people into the tent. President Davis suggested having other book signings as well and publicize them in the Summer edition of the *SAH Journal*. Several Board members emphasized the importance of promoting membership in SAH to people who come to the tent.

Paul Lashbrook asked for guidance in terms of revising the By-Laws with regard to term limits and how long the terms should be. The general consensus was there should be a limit of two three year terms with one three year term off before re-nomination is possible.

There being no further business to come before the meeting, it was adjourned at 2:37 PM.  
Respectfully submitted,  
Robert R. Ebert, Secretary.

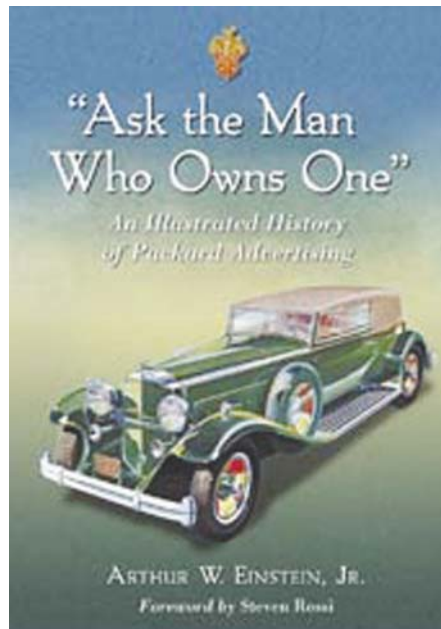
# Book Reviews

## *“Ask the Man Who Owns One” An Illustrated History of Packard Advertising*

by Arthur W. Einstein, Jr.  
Foreword by Steven Rossi  
Print ISBN: 978-0-7864-4773-2  
EBook ISBN: 978-0-7864-5661-1  
282pp. hardcover (7 x 10), 133 photos (16 in color), appendices, notes, bibliography, index. 2010. \$49.95

Packard. Say this name to a younger person today and they will usually think of the technical giant Hewlett-Packard. Just a few decades ago the name would have conjured another company. The Packard automobile company.

From the company’s founding in 1899 until the last Packards of the 1955-56 era, its products were considered among the highest quality motorcars that one could buy. For decades before World War II Packard was the luxury car, outselling all other fine cars in

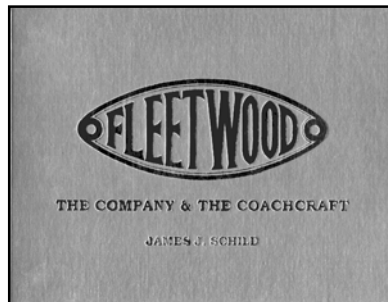


the United States and making up a substantial segment of American luxury automobiles exported to the world. Everywhere there was wealth, power, talent, and taste, there was to be found Packard. The question of how such a company could just disappear has been discussed in many articles and books over the years.

Mr. Einstein has written a fine history using as his outline the Packard’s advertising from its beginning to the last gasp. In his words “Advertising is more than a selling tool. It is the voice on management.” What a unique and wonderful way to chart the course of a great company. The germ for this book was Mr Einstein’s thesis to complete his degree in communications at Michigan State University. This was at a time when many of the people who were actively involved with Packard advertising were still alive and were interviewed.

The book is magnificently researched and illustrated, with a color section showing 16 ads covering the period from the 1920s to the 1950s. It is a lovely book to read, and the ads are wonderful. It is unique book and worthy of shelf space to any serious Packard collector or enthusiast. For that matter any student of American marketing and advertising will find it a great addition to their library.

—Greg Nolan



### **FLEETWOOD-THE COMPANY & THE COACHCRAFT**

The long-awaited, enlarged and revised edition of the celebrated book by SAH member Jim Schild is now available. This new edition features improved print and production quality, 464 pages and more than 1,100 B&W illustrations (many never before published). Fleetwood bodies appeared on a number of important chassis from 1909 to 1996 and were recognized as the finest in design and craftsmanship around the world. The book is available in two versions. Both are horizontal format, 11” x 8-1/2”, with hardcover. The standard edition is \$75.00 and a leather-bound autographed and numbered (100 copies only) deluxe edition is \$125.00. Add \$5.00 Media Mail or \$12.00 Priority Mail postage for either (U.S. only). Contact the publisher at jschild@htc.net for foreign order information or any questions.

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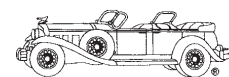
founded in 1952 to promote the preservation and restoration of distinctive motorcars built between 1925 and 1948.

The club publishes its *Bulletin* eight times a year and the quarterly *Classic Car* magazine.

The club maintains a museum and research library on the grounds of the Gilmore Car Museum in Hickory Corners, Michigan.

For membership details contact the club

CLASSIC CAR CLUB OF AMERICA



at either of the addresses below.  
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## Book Reviews

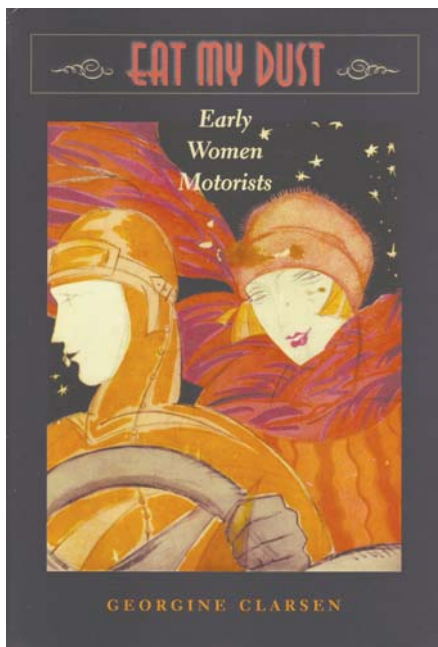
### Two From Johns Hopkins

Readers of these pages most often find reviews of books that have been researched and written with the writer motivated by an enthusiast's or automotive historian's interest to learn more. Both of these books, *Eat My Dust*, and *The Business of Speed* differ in that neither was researched or written exclusively or solely to trace a particular facet of automotive history, but rather to fulfill the mandate of academe to publish.

It is logical that these different approaches would result in quite different types of books. Most obvious with these two books is their formula format. The subject and the point of view to be argued are established in both preface and introduction, followed by the chapters, then the conclusion, after which come the notes for each chapter, the essay on sources, and the index.

Another more subtle but important difference is the publication that results from purely historical research usually simply reports on that research, telling that story, with the author taking no position and rarely expressing opinion. The historian/writer is neutral, in print anyway. Whereas in academic books the author does state a position and the balance of the book argues or seeks to prove that point of view.

Understanding the underlying motivations that result in any book you read helps the reader, certainly a reviewer, or anyone who might be using that book to conduct research from becoming blindly trustful and presuming that just because it is written and published it must be true and correct.



#### ***Eat My Dust: Early Women Motorists***

by Georgine Clarsen  
210 pages, 9.25" x 6" hardbound  
17 b/w photos, plus chapter notes,  
resources essay, and index  
ISBN 978 0 8018 8465 8  
2008 Johns Hopkins University Press,  
[www.press.jhu.edu](http://www.press.jhu.edu), \$50.

Georgine Clarsen's *Eat My Dust: Early Women Motorists* is part of the publisher's Studies in Historical and Political Science series. In her book she explores the influence the car had on the lives and careers of women prior to 1930, while challenging the idea that "men embraced automobile technology more naturally than did women." Clarsen located women motorists in the United States, Britain, Australia, and colonial Africa whose stories exemplified facets

of the debate about class, gender, sexuality, race, and nation. Her global research was funded with a series of postdoctoral fellowships and grants.

Although she writes lucidly, arguing and supporting her position well in the first few chapters, she really engages the reader in subsequent chapters where she relates stories of individuals such as Australian Alice Anderson, a mechanic who for two decades owned and operated her garage and chauffeur service businesses, employing dozens of other women. We travel around the perimeter of the Australian continent from October 1925 to April 1926 in an Olds Six, "a medium sized car at the cheap end of the market," owned and driven by a mother accompanied only by her 11-year-old daughter. We meet and travel with an American suffragist, Sara Bard Field, and in London, England there's professional taxi driver Sheila O'Neil. Then we go along with South Africans Margaret Belcher and Ellen Budgell in 1930 as they successfully negotiate a route north from Cape Town all the way to Cowley, England, to visit the factory where their secondhand 1924 Morris Oxford had originally been made.

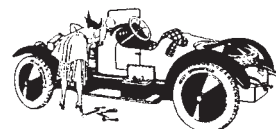
While Clarsen fulfills her academic goal, noting the different ways in which women embraced automobile technology in their national and cultural context, as readers we get to meet some articulate, confident, and mechanically savvy motorist ladies.

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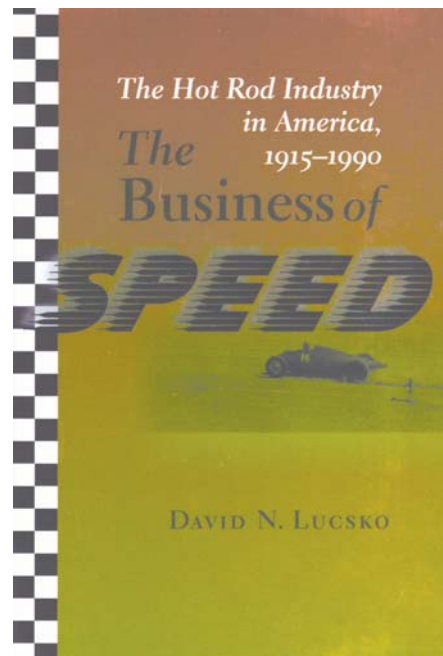
***The Business of Speed: The Hot Rod Industry in America, 1915–1990***

By David N Lucsko  
361 pages, 9.5" x 6" hardbound 23  
b/w photos, plus chapter notes,  
resources essay, and index.  
ISBN 978 0 8018 8990 5  
2008 by Johns Hopkins University  
Press, www.press.jhu.edu, \$52.

*The Business of Speed, The Hot Rod Industry in America, 1915-1990* by David Lucsko is an interesting but flawed book. The book's flaws are all the more surprising given the author's credentials, his acknowledged sources, the publisher's credentials, and the book's raison d'être; namely a scholarly publication from academe. The book is part of Johns Hopkins Studies in the History of Technology Series.

The synopsis and publisher's marketing material describe this book as the "first scholarly history of America's hot rod business." And the author refers to it as his "dissertation project" which he conceived as a way to combine his interest in cars while also fulfilling his higher education requirements. He goes on to describe his automotive interests, writing, "Mine has always been a passion for restoration and factory authenticity, not modification and individual ingenuity...I drove and worked on vintage, air-cooled, slow-as-molasses Volkswagens...(and) later acquired the keys to a water-cooled VW of my own." Lucsko currently is assistant professor at Auburn University but prior to that he taught history of technology at University of Detroit Mercy and was also the managing editor of *Technology and Culture*, the journal of The Society for the History of Technology published by Johns Hopkins University Press.

Reading his "Essay on Resources" chapter as well as the 69 pages of chapter notes, it was clear Lucsko had consulted what I'd easily call



the right sources. Plus he'd spent eight years enjoying his avocation while pursuing his vocation. Lucsko met hot rodders, gained access to SEMA archives and files, accepted an invitation to attend one of that organization's annual shows in Las Vegas, Nevada. He interviewed the likes of Ed Iskenderian, members of the Edelbrock family, Bob Spar, Dick Wells, and so many others, all funded by "the Massachusetts Institute of Technology, the Science, Technology and Society Department, and the Dibner Institute for the History of Science and Technology as well as a grant from the National Science Foundation and travel grants from the STS Department, the Kelly Douglas Fund at MIT, the Society for the History of Technology, and the Southern California Chapter of the Society of Automotive Historians."

With such an impressive behind-the-scenes, I cringed when on page 45, Leo Goossen's surname was misspelled and then, consulting the index, discovered it had been consistently misspelled. But as that is an error not uncommon in articles and books, I read on. Then, on that same page, appeared "Deusenburg." Again consulting the Index, it seemed that would be Lucsko's spelling

of Duesenberg throughout, which proved to be the reality. On later pages I was surprised to find him telling readers who might want to have a car created, "to schedule an appointment with Boyd Coddington." Coddington died eight months before the book was published, surely time enough to correct the manuscript before printing.

There's a ten-page glossary in which Lucsko defines nearly 200 terms. He begins definitions for about half of them with, "slang for..." Curious again, I cross-referenced these words with John Dinkel's *Illustrated Automotive Dictionary* from Bentley Publishers and the *HPBooks Auto Dictionary* compiled by John Edwards, edited by (the late) John Lawlor. None of the words Lucsko terms "slang for" were considered slang by Dinkel, or Edwards and Lawlor.

Yet this review need not and should not become a litany of errors because there is much to commend the book too. Lucsko sought to examine why car enthusiasts modify their cars and from whom and where they obtain the aftermarket parts by writing, as the subtitle says, of *The Hot Rod Industry in America, 1915-1990*. What is most saddening is the realization that given the combined credentials of writer/publisher, and coupled with some of the reviews written by the author's academic peers, who were even less knowledgeable on the topic than he, this book is likely to be the source purchased for reference shelves by libraries and the like.

What *The Business of Speed* is, is one gentleman's attempt to describe and explain hot rodders and their motivations while describing 90 years of their activities. David Lucsko partially succeeds for the pages are interesting and readable. However, his book should not be touted, treated or perceived as a definitive source. —Helen V Hutchings

## Book Reviews

### *Overhaul: An Insider's Account of the Obama Administration's Emergency Rescue of the Auto Industry*

By Steven Rattner,  
2010, ISBN 978-0-547-44321-8,  
Hardbound, 336 pages, 14 b&w  
illustrations, \$27.00,  
Houghton Mifflin Harcourt Publishing  
Company, New York, NY

Among the many excellent works on automotive history a small number stand out – those in which major participants relate in their own words the course of events that influenced the development of the industry.

While most executives, engineers and designers have not chosen to become authors, to those who have we owe a debt of gratitude. How well would we understand the early period when electric cars were displaced by internal combustion and the industry was challenged by a restrictive patent suit without Hiram Percy Maxim's *Horseless Carriage Days*? The brilliant complex figure of Henry Ford and his talented lieutenants would be far less clear if we did not have the stories and insights of Charles Sorensen in his *My Forty Years with Ford*. These are only two of the roster of precious works on which later scholarship is based and to which elite group we must now add Steven Rattner's *Overhaul: An Insider's Account of the Obama Administration's Emergency Rescue of the Auto Industry*.

Rattner is a financial company executive and economic correspondent for *The New York Times* appointed counselor to the Treasury to lead the administration's effort to restructure the industry when General Motors and Chrysler were facing overwhelming financial problems and the economy was in free fall. Their actions will surely be recognized as one of the transformative events of the decade.



# OVERHAUL

AN INSIDER'S ACCOUNT OF THE  
OBAMA ADMINISTRATION'S EMERGENCY  
RESCUE OF THE AUTO INDUSTRY

STEVEN  
RATTNER

From the beginning Rattner was faced with criticism that he was not a 'car guy,' but was it not the car guys who ran the wheels off in the first place? The public may not have been aware that this would be the third time General Motors had been rescued, first in 1910 by a syndicate of Boston bankers and later during the postwar recession of 1920 by the Du Ponts and J. P. Morgan.

The recent action was much more complicated, involving the renegotiation of labor contracts, retired worker benefits, obligations to bondholders and management restructuring including the appointment of new directors and chief executives. A negotiated bankruptcy with debtor in possession was pursued since it made possible the renegotiation all obligations including dealer agreements frequently governed by state laws. The government's sixty percent ownership in General Motors empowered it to bring in new directors not bound to the old company culture. Rattner's team pressed for the appointment of a non-executive Chairman, as at Ford Motor Company, to keep the Board focused on business issues and perhaps this format will be adopted

in the future. At the final hour a small group of Chrysler investors attempted to block the filing with the intention of extracting additional concessions from the government, i.e. the taxpayers. The explanation of how this was averted is the equal to any spy story. The team's mantra of "shared sacrifice" was not always an easy sell.

There is much technical financial information in the work but the author attempted to make it understandable to anyone with a slight knowledge of business law and he has succeeded. It is fascinating to see the interactions of the well-known members of the Obama administration and observe how the President allowed the process to go forward under what appeared to be only minor oversight. This impression was corrected when at review meetings he demonstrated a thorough understanding of the issues, both financial and political, and the details. The country was at the same time overwhelmed by the breakdown of the banking system. Unsung heroes appear, such as UAW President Ron Gettelfinger, banker Jimmie Lee who represented JPMorgan, a major Chrysler lender, and Lawrence Summers, director of the National Economic Council, who became the team's counselor and guided the neophytes through the minefield of administrative and political interests.

It will be several years before we know if the changes made by the intervention have achieved their goal, but a successful stock floatation, placed after the book was published, sets a positive note. In the end this is a story about people struggling against enormous odds to resolve in a very limited time problems that had festered for decades. Steven Rattner's book tells it first hand and should be required reading for all who want to understand the industry in the future.

—Arthur Jones



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## Bulletin Board

### Friend of Automotive History

Nominations for the award of Friend of Automotive History are now being accepted. The timeline for submitting a nomination is August 10, 2011.

The Friend of Automotive History Award is presented in recognition of outstanding contributions to the Society and to the cause of automotive history. Contributions to automotive history may include collecting, preserving, writing, editing, and publishing, or any other automotive history-related activity.

Any SAH member in good standing may submit a nomination. Nominees need not be members of the Society of Automotive Historians. Current SAH officers/directors are not eligible for nomination. Posthumous awards have not been made.

Please submit nominations, in writing, to FOAH Co-Chair *Darwyn Lumley* at 1911 Goodwin Drive, Vista, CA 92084 or to [Dlumley942@aol.com](mailto:Dlumley942@aol.com).

A nominating statement, supporting each nomination is required.

SAH Friend of Automotive History Committee,

*Leslie Kendall*  
*Darwyn Lumley*

## Mystery Car



***This finned custom-bodied car at one time was used to promote a brand of ice cream. That dairy in turn was creating promotional items featuring well-known comic book crime-fighters.***

***More about this car and the three-way cross-promotion next issue.***