

SAH Journal



The Society of Automotive Historians, Inc.

Issue 253 *Electronic* November - December 2011



America's Asian Automobile Apprehension, Page 11.

Inside

President's Message	3
SAH in Paris	3
Financial Statement	4
Cartoon Cars	5
The National Archives	7

Book Reviews	8
<i>Car Guys vs. Bean Counters</i>	
<i>Carved Panel Hearses</i>	
<i>Don't Tell Douglas!</i>	
<i>The Car Book Value Guide</i>	
Editorial	11

Date Reminders

January 23, 2012
Paris Banquet Reservations due.

www.autohistory.org

Cover Vehicle: 1961 Subaru 360 sedan, photo from Fuji Heavy Industries publicity.

SAH Journal



The Society of Automotive Historians, Inc.

Issue 253 November - December 2011

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SAH Journal (ISSN 1057-1973)

is published six times a year by the
Society of Automotive Historians, Inc.

Subscription is by membership
in the Society.

Membership dues are \$40 per year.
Send dues, membership inquiries
and changes of address to:

Society of Automotive Historians, Inc.
Cornerstone Registration Ltd.

P.O. Box 1715

Maple Grove, MN 55311-6715 USA

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Find the Society of Automotive Historians
on the web at www.autohistory.org.

**Copy Deadline for Journal 254
January 20, 2012**

SAH Annual Awards

Benz Award, Chair: Don Keefe, 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.

2011 Terry V. Boyce, "1951 Buick XP-300: Mr. Chayne Builds His Dream Car," in *Collectible Automobile*
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*

Bradley Award, Chair: Judith Endelman, 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.

2011 Jaguar Daimler Heritage Trust, Coventry, UK
2010 Automotive Research Library of the Horseless Carriage Foundation, La Mesa, California, USA
2009 Gilmore Car Museum, Hickory Corners, Michigan, USA

Brigham Award, Chair: Jack Juratovic, 712 Novak Lane, Big Rapids MI 49307

The Brigham Award is presented for magazines published in the previous calendar year.

2011 *The Packard Cormorant*, published by Packard Automobile Classics, Stuart Blond, Editor.
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

Cugnot Award, English, Chair: Doug Leighton, 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.

2011 Joel E. Finn, *Caribbean Capers: The Cuban Grand Prix Road Races of 1957, 1958, and 1960*
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, 1900-1933*

Cugnot Award, Non-English, Chair: Bill Kreiner, 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.

2011 Claude Rouxel and Laurent Friry, *Gotha de l'Automobile Française*
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*

Friend of Automotive History, Chair: Darwyn Lumley, DLumley942@aol.com

Recognition to an individual who has made a particular personal contribution to automotive history.

2011 Kit Foster
2010 Miles C. Collier
2009 C. Marshall Naul

Ingersoll Award, Chair: Thomas Jakups, tjakups@mac.com

The E. P. Ingersoll Award is given for the best presentation of automotive history in other than print media.

2011 Racemaker Press, O'Keefe Winners Database, published online.
2010 Mark Theobald, Coachbuilt.com
2009 Michael Hamm, producer, director/writer; Kerrie Long, producer "The Greatest Auto Race on Earth"

Scharchburg Award, Chair: John Heitmann, John.Heitmann@notes.udayton.edu

Presented to an undergraduate or graduate level student for the best research paper in the field of automotive history.

2011 Andrew Jennings Mabon, "The Automobile, the Interstate, and Suburbanites"
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"

A complete history of award winners may be found at: www.autohistory.org/awards.html

President's Message

The word "history" comes from the Greek "historiai", meaning "researches" or "findings". An endlessly curious lot, historians are always asking questions about human experience and attempting to find answers by examining various aspects of the past. The ancient Greeks believed that such thoughtful endeavours were divinely aided, assigning historical inspiration to the muse Clio, whose name means "joyful" or "celebratory". Historians, then, are enthusiasts who investigate aspects of the past: like rowers, they move ahead by looking back.

Curiosity and enthusiasm are among the hallmarks of the Society of Automotive Historians. Passion for certain marques, or certain time periods, or certain designs, or certain personalities, shared by all our members, has energized the SAH from its inception. As it enters its forty-third year, it celebrates many accomplishments and faces new challenges. Small beginnings at Hershey in 1969 have led to an organization with nearly 1,000 members in countries all around the world. Early informal publications have matured into the *SAH Journal* and the *Automotive History Review*.

Informal gatherings have become biennial history conferences. The American Historical Association has recognized the seriousness of our research and our growing academic importance by granting the SAH affiliate membership. Our hospitality tent at Hershey each October has continued the SAH's tradition of easy camaraderie and good conversation about automobiles. Successive members of our board and executive committee have given unselfishly of their time to ensure that the SAH continues to flourish.

We face new challenges in the first part of the 21st century. Our worldwide membership requires regular and efficient communication among us and this in turn means addressing the requirements and opportunities of the electronic age. Some of our

long-established chapters need to feel a renewed sense of connection with the SAH. Our relationship with non-North American chapters, like those in Great Britain and Europe, needs to be reassessed and nurtured. We owe much to *Kit Foster*, *Susan Davis* and the late *Taylor Vinson* for their efforts in this area.

Perhaps the greatest challenge that faces us is an ongoing transition from our informal beginnings to growing organizational maturity. We need to become more professional in this way, without losing the sense of extended family which has for so long been an essential characteristic of the SAH.

As we celebrate the ongoing life of this Society which we all cherish so much, I invite all of us to rise to these new challenges as we move forward into the next stage of our task as automotive historians.

—*Douglas Leighton*

SAH members are invited to join the Classic Car Club of America (CCCA)

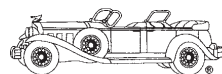
founded in 1952 to promote the preservation and restoration of distinctive motorcars built between 1925 and 1948.

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.
1645 Des Plaines River Road, Suite 7
Des Plaines, IL 60018-2206
(847) 390-0443
www.ClassicCarClub.org

SAH in Paris XVII

For the past 16 years, SAH members have convened for drinks and dinner at the time of *Rétromobile*, the largest indoor old car event in France. Last year, *Rétromobile* embarked on a new, shorter format, running for five days and encompassing a single weekend. The new schedule was successful, and will continue this year. The show will open Wednesday, February 1, 2012, and run through Sunday the fifth.

Our gathering will take place on the usual Thursday evening, February 2, at our regular venue, the Automobile Club de France (ACF). The inclusive price of cocktails and dinner will be 104 euros (about \$140 US or £90 as this issue goes to press).

Members should make reservations with 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 know not later than January 23, 2012, if you wish to come, so that the ACF can make arrangements. It is simplest if travelers from overseas pay Laurent at the door.

The Club, at 6 Place de la Concorde, is easily reached from the Concorde Metro stop. We will meet for drinks at 6:30 PM, with dinner following at 7:45. Jacket and tie for men. At that time, Nicolas-Joseph Cugnot Awards and Awards of Distinction for books in English and other languages will be presented to the authors and their publishers. In addition, the James J. Bradley Distinguished Service Award will be presented.

This year's *Rétromobile* will include exhibits of amphibious vehicles and a huge, 330-liter nine-cylinder inline Duvant engine that was used until 1990 as a power source for the Auteuil race course on the outskirts of Paris. In addition, a classic car auction will be conducted by the Paris house Artcurial on Friday, February 4. *Rétromobile* is held at Paris Expo at the Porte de Versailles, easily accessible via Metro or light rail.

—*Kit Foster*

Society of Automotive Historians 2010-2011 Fiscal Year Summary

October 1, 2010 through September 30, 2011

Checking Account Balance as of October 1, 2010: \$34,801

Summary of Financial Activity, 10/01/2010 thru 09/30/2011:

INCOME:	Membership Dues	29,908
	Silent Auction 2010 Net	53
	Advertising Income	1,558
	Misc. Contributions	752
	Sale of Merchandise	145

TOTAL INCOME \$32,416

EXPENSES:	Member Publications - <i>SAH Journal</i>	8,758
	- <i>Membership Directory</i> (January, 2011)	6,357
	Membership Services	6,000
	Website www.autohistory.org	3,690
	Awards	2,453
	Membership Promotions	1,819
	Hershey Hospitality Tent	1,626
	Insurance - Comp. General Liability	1,519
	2012 (April) Automotive History Conference	1,500
	Maintain Dunwoodie Archives at AACA	1,065
	SAH Board of Directors Meetings	999
	Banking Fees & Credit Card Discounts	844
	Annual Awards Banquet at Hershey, PA *	657
	AACA Membership	35

TOTAL EXPENSES \$37,322

TOTAL INCOME VS. EXPENSES: \$(4,906)

End of Period Balances:

Checking Account Balance as of September 30, 2011:	\$29,895
Vanguard Money Market Funds (prior fiscal year value @ \$56,516)	56,542

TOTAL ASSETS \$86,437

TOTAL LIABILITIES \$ None

* The Annual Banquet shows as an expense because some ticket sales are recorded in the previous fiscal year, while the Hershey Country Club invoice is paid in the current fiscal year. The Annual Banquet for the past few years has been revenue neutral.

Total Expenses were \$906 over a projected deficit budget of \$4,000. No *Automotive History Review* was published this fiscal year, saving a budgeted \$8,000. Website improvements were not included in the budget. Revenue shortfall was \$5,000; no silent auction, - \$3,900; Memberships, - \$2,100; Advertising, + \$500; Contributions, + \$500.

Submitted by *Patrick D. Bisson*, Treasurer

From The Membership

We heard from several members and their younger relations regarding cartoon and promotional vehicles. Many have fond memories of vehicle-themed books, comics, toys, cartoons and games they played with as children. Entire volumes cover just the subject of die-cast toy and scale model vehicles from Corgi, Dinky, Matchbox and Hot Wheels. Looking at the subject from an adult perspective, several themes are evident:

-Anthropomorphized vehicles with eyes and mouth,

-Vehicles as sentient characters, verbal, interactive with others,

-Vehicles as sentient characters, non-verbal but self-motivating,

-Vehicle(s) integral to the plot,

-Vehicles that are incidental but clearly identifiable by make and model.

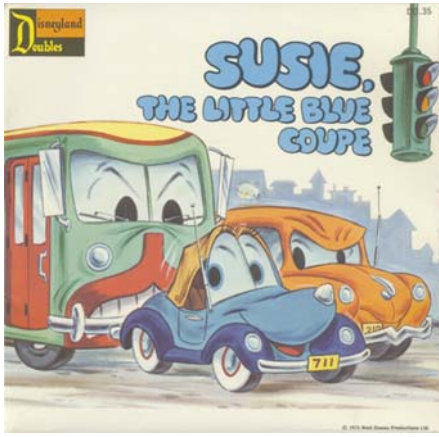
In the 1980s and 1990s there was a subcategory of cars which transform; cars into robots, cars into other modes of transport, human into car and vice versa.

The Wind in the Willows, by Kenneth Grahame, 1908. In the original text, Mr. Toad of Toad Hall is an addictive personality fixated with motoring and novelty-seeking behavior. Subject of an unsuccessful intervention by Mole, Rat and Badger. Adapted into 13 video titles.

Gasoline Alley, beginning 1918, by Frank King, Bill Perry, Dick Moores, and Jim Scancarelli. Originally set amongst motorcars and mechanics, the characters were notable for proceeding through the stages of life in the continuity.



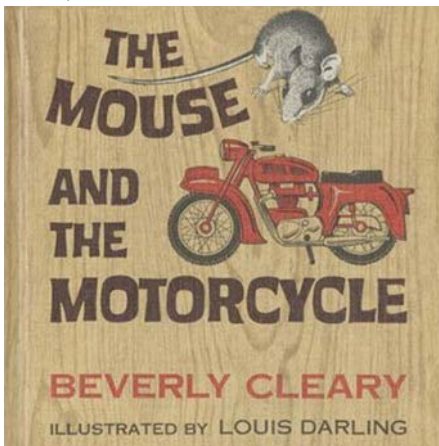
The Adventures of Tintin beginning 1929, by Hergé, aka Georges Remi. Excellent craftsmanship and accurate drawing. Engaging characters and storylines resulted in several animated and motion picture adaptations.



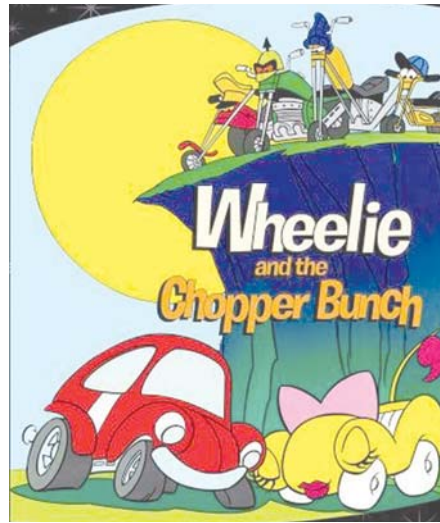
Susie the Little Blue Coupe, 1952, Walt Disney Productions. The story follows the plausible life cycle of a vehicle, character design influenced John Lasseter's *Cars* movies.



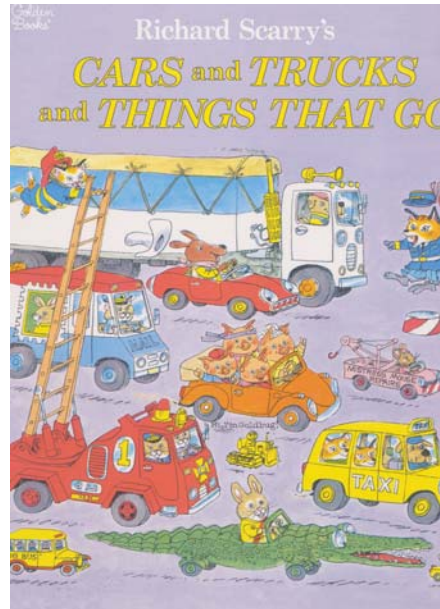
Krték a Autičko, "Little Mole and the Car," 1963, by Zdeněk Miler. Virtually no dialog, only sounds and sight gags. Miler died in November 2011, age 90, having created 50 films with Krték, which were seen worldwide.



The Mouse and the Motorcycle, by Beverly Cleary, 1965, illustrated by Louis Darling. Followed by *Runaway Ralph*, 1970, and *Ralph S. Mouse*, 1982. Novels were adapted as *ABC Weekend Specials* in 1986, 1988 and 1991, respectively. Stop-motion animation for the mouse characters, live actors for humans.



Hanna-Barbera produced several automotive-themed animated series; *Wacky Races* 1968-1970, *Speed Buggy* 1973-1983, *Wheelie and the Chopper Bunch* 1974-1975. *Wacky Races* cartoon cars were recreated as life-size working vehicles and displayed at the Goodwood Festival of Speed in the UK.



Richard Scarry created *Cars and Trucks and Things That Go* in 1975, *Best Word Book Ever* in 1970, and the *Busy World* series including *Mr. Frumble's New Cars*. Scarry had a loose, cartoony drawing style yet he often incorporated sufficient detail to identify vehicles by make or model. Scarry's work was adapted for video in the 1980s, 1990s, and 2000s.

Production company DiC Entertainment brought the world *Pole Position* in 1984, a blend of *Speed Racer* and

Knight Rider, with crime-fighting teen stunt drivers. DiC followed this with *M.A.S.K.*, 1985-1986, with Kenner-Parker Toys. A *Transformers* knockoff, vehicles turn into other forms of vehicles. *Wheeled Warriors*, 1985, was created to market the Mattel toy line by the same name. Vehicles resembled armored construction equipment. The show failed after one season, not helped by the wooden writing.

Turbo Teen, Ruby-Spears Productions, 1984. Inverts the usual *Transformers* trope so that the young human protagonist merges with his vehicle, which resembles a third generation Pontiac Firebird.



Biker Mice from Mars, 1993-1996, then 2006-2007. Produced by Rick Ungar and Tom Tataranowicz, Brentwood Television Funnies. The main characters' motorcycles are integral with the plot, and act as subsidiary non-verbal characters. The writers incorporated topical material for satire, multi-part story arcs, and were fond of poking fun at the *Teenage Mutant Ninja Turtles*. Merchandising encompassed figures, board games, books, even baking pans in the shapes of the characters. Marvel Comics in 1993 produced a three-issue comic book series based on the first animated episode. Konami made a video game adaptation in 1994. A new version of the TV series returned ten years after the original, with the same cast. In 2007 The Game Factory debuted a video game.

Bob the Builder, beginning 1999, HIT Entertainment. Rated 3-plus, the animated shorts feature anthropomorphized machines, educational themes.

Truck Duck, by Michael Rex, 2006, short book of rhyming puns for very early readers.

A Visit To The National Archives

As much as I enjoyed doing research at the National Archives earlier this year and as much as I believe it to be an almost compulsory place if you are interested in the history of automobile commerce, I think two disclaimers should be stated upfront:

First, I am not a scholar of American history. A fellow researcher at the Archives pointed out, as a result of Roosevelt's New Deal the American government wanted even more in-depth information to increase trade opportunities. I just loved the fact that beginning in 1935, there were so many more details.

Second, my main focus was on the history of Hungarian motoring. Based on the enthusiastic response I received upon submitting some extra stuff to interested parties on China, Poland, etc, which I copied at the Archives, I thought that fellow SAH members would benefit from my experiences. That's how this article was born.

I faced numerous challenges researching the history of Hungarian automobile industry and commerce. A lot of archive materials were destroyed during World War II, others were sent to the shredder when private companies became state-owned entities in 1948-1949. Former company executives and their relatives have scattered all over the world.

During the communist and socialist era, hardly any proper research was done on this subject. Therefore it is no wonder that no proper trade or manufacturing statistics survived from the pre-war era. There were some statistics published in magazines, the statistical office published car data by major brands every year between 1926-1939, but that's it.

Back in 2001 I did some research at the Benson Ford Research Center in Dearborn and found some issues of

the *Automotive Foreign Trade Manual*. It listed sales by brands for cars, trucks and motorcycles every month, beginning in 1935.


Over the years, through the generous assistance of *Michael Bromley* and *Brooks Brierley*, I located some more statistics which were kept at the National Archives in College Park, Maryland. Then I contacted the Archives and received even more statistics, but I felt that there had to be more. So I did the necessary preparations, or so I thought, and I flew over to see the papers at the National Archives with my own eyes.

Tab Lewis, the archivist responsible for the Department of Commerce materials was less than enthusiastic about me inquiring personally. He said that everything which was related to Hungary in the archives of the Department of Commerce had already been sent to me. He was right, but ultimately he was very wrong. It turned out that I was asking the wrong question for so many years. The proper question is this: what kind of materials were published by the Department of Commerce, which may contain trade statistics and other

data on Hungarian automotive trade? And, with that, ladies and gentlemen, the Department of Commerce Treasure Cave has been opened for me.


It turned out that the National Archives is also a Federal Depository Library of Government Publications, in fact it holds the biggest collection of such materials. If you are living outside North America and have problems researching your own country's, or any other country's automotive trade history, this is the answer.

Through American consulates in various countries, the Bureau of Foreign and Domestic Commerce, within the Department of Commerce published circulars, special reports, trade information bulletins. Additionally beginning in 1924, the weekly *Commerce Reports* magazine had a special automotive column which in 1931 became the *Automotive World News* weekly. Additionally between 1935 and 1939 the *Automotive Foreign Trade Manual* was published which covers all the countries in the world, from Colombia to China offering detailed sales data, information on local market trends and taxes. Some countries submitted information until 1941.



Originally specializing in light duty horse-drawn carriages, buggies, and wagons, the McFarlan Company entered the automobile industry soon after the turn of the 20th century. Instead of trying to outproduce and outsell its competition, McFarlan catered to an affluent clientele. For nearly 20 years, McFarlan automobiles were recognized for their quality, custom features, powerful engines, and enormous size. This full history covers the company from start to finish, with emphasis on its prestigious cars.

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225 photos, appendices, notes,
bibliography, index
ISBN 978-0-7864-4457-1 2012



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Due to time pressure, I focused on Hungary and the auto industry. If you are interested in the shoe industry in Honduras or airports in the Czech Republic, you'll find some nice tidbits there.

To navigate within this material, one has to master the SuDocs, the Superintendent of Documents Classification System. It is a classification system, which provides a unique ID for a given category – e.g. All year-books belong to C18.26, while special circulars are located in the category C18.131. It sounds easy, but the reality is that “publications of some issuing agencies may be located in as many as three different places in the system.” You have to be creative and keyword savvy but the results are totally worth it.

In addition to statistics and other types of data, the National Archives also holds the photo collection of the aforementioned Bureau. I found more than 80 photographs covering pre-war Hungarian motoring, many of them previously unknown pictures. But there are photo reports on every major car market, including South America and China.

If anyone is interested in further details, I'll be happy to assist further. Please send me an e-mail at: pnegyesi@ceauto.co.hu

—Pál Négyesi

Below: A special truck for the J and A Bata shoe company, based on a Mercedes-Benz Chassis, 1931



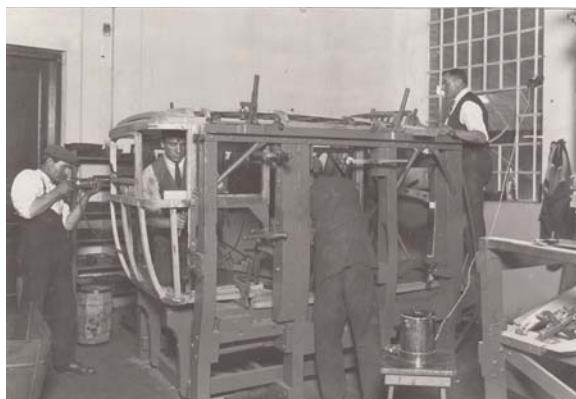
Above: A Chevrolet dealership in Shanghai, 1930.
Below: A Chrysler at a Hungarian Concours d'Elegance, 1928.



Right: Miss New Zealand with a Buick, circa 1925-1927.



Below right: Assembly of Chevrolet cars in Warsaw, Poland, circa 1928



Book Reviews

Car Guys vs Bean Counters The Battle for the Soul of American Business

By Bob Lutz

232 pages, 5-3/4 x 8-1/2, hardbound,
5 black-and white and 18 color pho-
tographs, and index. \$26.95

Published by Portfolio/Penguin, New
York NY, 2011

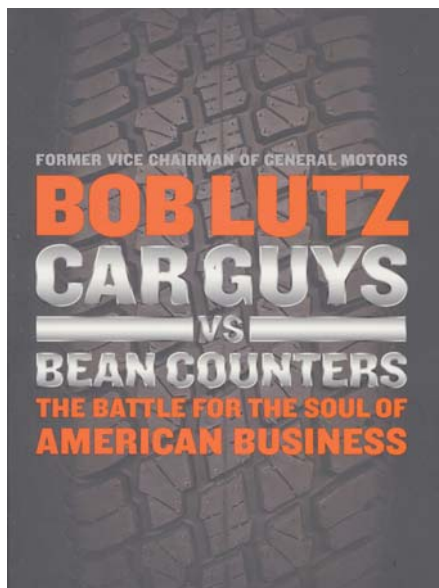
www.penguin.com

ISBN 978-1-159184-400-6

Who better to review a challenge against “Bean Counters” than an accountant? According to this bean counter reviewer there is no contest, Bob Lutz wins hands down.

Lutz provides solid examples of why a car guy understands the customer's desires, what features are needed in a car, what the competition is offering and how to engineer and market the end result. You either incur costs to produce an appealing product or spend more money in discounts to move a less desirable commodity off dealer's lots, diminishing the brand value in the process. Lutz's challenge to the bean counters is that they interfere in the former role resulting in the latter outcome. His delivery is specific, blunt and to the point reflecting why he has always earned the respect of journalists for his forthright responses to their questions.

With a military background and a firm belief in the team approach, Lutz shows total respect towards the two accountants he reported to, Rick Wagoner and Fritz Henderson. He also has positive comments about Ed



Whitacre, President Obama's appointee, but had little use for Ron Zarrella and his brand management beliefs. Roger B. Smith, General Motors CEO and Chairman from 1981 to 1990, received the lowest rating.

Rather than focus on the failings of people Lutz prefers to identify dysfunctional processes or procedures. A particularly good example was the process of creating a new model under the direction of a Vehicle Line Executive (VLE). The reader learns how sound planning, engineering development and testing fell victim to tight deadlines and cost budgeting, all processes he rapidly revamped. Instances are given of people who were handcuffed by the processes, even Ed Welburn, head of styling.

As in his earlier book *Guts*, Lutz argues on both sides of some of his points, even extending this debate to his “strongly held beliefs.” This trait

tends to ensure that all issues get a full and balanced airing. As such he shows respect for the disciplines of cost control in various phases of design and production provided it does not result in a mediocre car or truck.

Although Lutz is credited with a large ego he is perfectly willing to identify ventures that he did not support that have proven most successful, such as the acquisition of Daewoo with its role as the global base for smaller Chevrolets. This frankness adds credibility to the man, his accomplishments and this book.

The one time General Motors had to mobilize its Public Relations department to do damage control for Lutz's media announcements was his critical stand on the global warming movement. No longer tied to GM, at the time of writing, Bob fires another salvo at the climatologists. While the media might respect him, Lutz provides numerous examples where Detroit and its products, chiefly GM, can do no good in the eyes of the media while Honda and, until recently, Toyota ride off as white knights.

Readers learn how Lutz championed the Chevrolet Volt, recognizing the need to have it showcase what GM can do. To the same extent that Toyota benefited from the Prius, GM is enjoying the positive public reaction to the Volt recognizing that its innovation far exceeds the Prius and the new wave of electric-only cars.

One aspect that this reviewer had hoped to read more about was the role played by Obama's Automotive Task Force in the determination of which GM brands would be scrapped and why. While this topic was discussed, more detail from an insider would have been valuable for future historians.

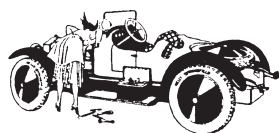
The book concludes with his hypothetical role as to how he would have run GM as their CEO. While he did not reach the very top of GM

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or Chrysler, in this reviewer's opinion the critical role he did play has resulted in the highly respected current selection of GM models that have fully justified the bailout of GM. Had Lutz or someone of his caliber not reversed GM's mediocre product offerings the bailouts would have been far more difficult to support let alone result in a successful outcome.

Comparatively few senior GM executives have written about their tenure with this giant. Alfred Sloan's *My Years with General Motors* set an exceedingly high standard. John Z. De Lorean's *On a Clear Day You Can See General Motors* was a best selling tell-all. At a time when GM did care about its history, Arthur Pound's *The Turning Wheel* covered GM's first 25 years but this work was highly sanitized and not written by an executive.

Lutz's book is unique because he had held senior positions with BMW, Ford and Chrysler after starting at GM. As such he brought an outsider's perspective to his final role at GM, rendering valuable insight which is shared with readers as they gain a rare look at a corporation during one of its most challenging periods.

—Louis F. Fourie

**Carved - Panel Hearses
An Illustrated History 1933 - 1948**

By Walter M.P. McCall and Thomas A. McPherson

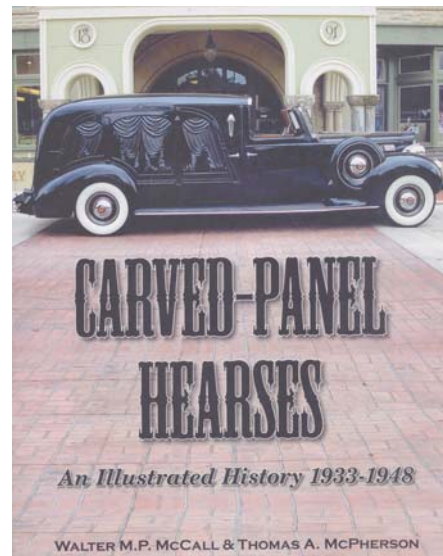
128 pages, 8 1/2 x 11, softbound, 140 b/w photos, 30 color photos, \$39.95
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ISBN: 978-1-58388-281-8

Another fine book has been written by Mr. McCall and Mr. McPherson covering the phenomenon of the carved panel hearse. These coaches were popular primarily during the years 1933-1948. These beautiful and unique creations were the products of several funeral coach builders, and were built in significant numbers for only 15 years. The authors give a careful explanation of how the carved-sided hearses differ from the earlier four column style which itself harkened back to horse drawn funerary carriages. It was in all ways a thoroughly modern solution to the more old-fashioned but still appreciated style.

This book is a comprehensive history of this fashion in funeral coaches, and is wonderfully written and lavishly illustrated. The authors cover not only the history but the technical innovations which were employed in their manufacture. The original carved panels were hand-carved out of solid wood. In 1936, Eureka came up with the brilliant idea of manufacturing the panels out of cast aluminum, giving a great saving in both labor, time and weight. The Miller company in 1939 began using an electrolytic copper process which saved even more weight.




Anyone who has ever seen one of these coaches will attest to their commanding presence and restrained beauty. It is no wonder that they were popular, They make a big statement and in the context of their times of lavish funerals, one can see why.

The book is superlatively illustrated, organized by manufacturer, with accompanying text. This makes a concise history that is easy to follow and a real pleasure to look at and read. I am a great fan of specialty books concerned with important facets of a larger subject. Taken in this context we have a really informative niche book for the library of anyone interested in funeral coaches and fine coachbuilding.

Along with the fine black and white illustrations, there is an excellent section of color illustrations which really brings alive the presence and fine detail of these unique machines.


—Greg Nolan



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Book Reviews

There are two new just-released books, each created and published by longtime SAH members. Though perhaps neither commands a full or critical review, you should know a bit about each.

While *Don't Tell Douglas!* is not exactly an automotive history, it is author *John C. Meyer III's* recounting of how he arrived at immersing himself in the world of autos and the history surrounding them.

Meyer was elected in 1981 to head the still wet-behind-the-ears Southern California Chapter of SAH. In 1989 he became the editor of the Horseless Carriage Club's *Gazette*. On its pages he has chronicled the life and cars of the brass era for the past 22 years. In 2005 SAH recognized the *Gazette* with the Richard and Grace Brigham Award for Outstanding Treatment of Historical Topics.

The pages of his book are populated with folks who are embodiments of the description "character" and I lost count when the different years, makes and models of cars that are integral to the story reached 30. Most notable in all that Meyer relates in *Don't Tell Douglas!* is his ability, then and now in the retelling, to celebrate the happy and soften the hurtful events of his life with wry humor.

If you already know the author, you'll enjoy getting to know him better. If you've not met him, reading *Don't Tell Douglas!* is a fine introduction.

As its title reflects, this other new book *The Car Book Value Guide*, is a listing of out-of-print and second hand books coupled with the current worth of each.

Don't Tell Douglas!

By John C. Meyer III

182 pages, 10" x 7" hardbound,

ISBN 978-0-615-53064-2

Published 2011, \$24.95

From Amazon.com and

BarnesandNoble.com

Note: those who may wish a personalized copy, consult your SAH Roster and contact John directly for details.

The author *Tom Warth* is no stranger to most reading these words. Briefly, Warth has been in the auto-book business for nearly half a century. He founded Classic Motorbooks and Motorbooks International in the mid-1960s. Later, after divesting himself of those companies, he established Iconografix, EnthusiastBooks, and also deals in out of print titles via his company T. E. Warth Esq. Automotive Books.

This is the sixth edition of *The Car Book Value Guide*. As with all previous editions it is a cross-referenced listing; first books are listed alphabeti-

The Car Book Value Guide, 6th Edition

By Thomas E. Warth

603 pages, 8.5" x 5 3/8" softbound,

ISBN – none

Published 2011, \$39.95

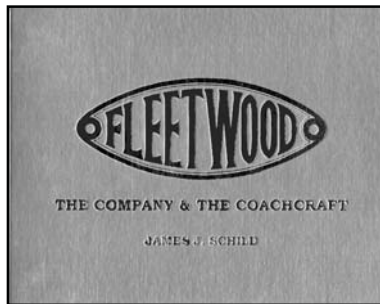
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cally by title, then the second section organizes the information alphabetically by author surname.

Impossible to ignore is the explosion of titles over the past decade. Consider that the first edition published in 1991 was 174 pages. Near the end of that decade when the fifth edition was published, it required 206 pages. But this sixth edition, which should be part of every automotive historian's library, has required a whopping 603 pages in order to present the over 18,000 titles, and that's utilizing a 7-point typeface.

—Helen V. Hutchings



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.

Send your payment and order to:

The Auto Review, 5 Rowan Oak Lane, Columbia, IL 62236-4148.

Editorial

The East Asian auto industry in the past twenty years has unquestionably become a force to be reckoned with. Producers in Japan, South Korea and recently the People's Republic of China have made inroads into the North American marketplace, including building factories to produce vehicles locally.

Ask a G.I. in Korea in 1954 if that nation could possibly reach the heights it has today and the answer would probably be doubtful. Seoul was still partially bombed-out. People in the countryside lived in thatched-roof houses with dirt roads and carts pulled by draft animals. On leave in Kyoto, Japan, there would

be streets with streetcars, pre-war American cars in immaculate condition, postwar American and locally-built English cars, many buses, trucks, bicycles and small "motor-tricycles."

Japan's auto industry reached back to 1917 for Mitsubishi, even earlier for small artisan makers. Private cars in the mid-1950s were too expensive for average Japanese citizens, and the government was working on definitive "Kei-class" light car standards. Light cars were subject to overall size and displacement requirements, 3m (118") length by 1.3m (51") width, 2m (78.7") height and 360cc (22 cid) engines. The cars had lower taxes and were allowed on-street parking.



In the early 1960s Japanese cars and industrial products started to be seen at trade fairs in the United States. The Toyopet Crown, Prince Gloria, Datsun 1000 and Isuzu Bellel Diesel were regarded as novelties at best. Four-wheel drive models like the Toyota Land Cruiser and Nissan Patrol captured interest.



Above: Korean countryside, 1954. Dirt roads, thatched houses, carts. Note power lines in the background. **Left:** Seoul City Hall, built during the Japanese occupation in 1926. Vehicles are US military trucks, battered pre-war American cars, rickshaws and bicycles. **Below:** Seoul streets full of US convoys, many buildings still in ruins. All images this page from Gary M. Meyer.



Three below: Kyoto, Japan, circa 1954. Streets filled with American-made postwar cars, local license-built English cars, Japanese buses, motor tricycles, and pre-war cars.



EMS CLASSICS is an eclectic collection of old photos of ambulances from various years, makes and types, together with a bit of historic information and my own personal observations. Some photos are black and white, others are color; some are professional photographer quality, others definitely not. Some photos feature restored ambulances. Most of the photos present ambulances when they were still in use. Of the 250 photos, 160 are of Canadian ambulances, 60 are of ambulances from the United States and the rest are from other countries. If you like classic ambulances - I am certain you will enjoy this book!

To order go to www.EMSclassics.com or send check for \$59.95 (Canadian or US funds) payable to: **Peter Adsten, 201 Lake Cres, Saskatoon SK Canada, S7H 3A1**

Editorial

By the late 1960s Japanese half-ton pickups were creating a market niche which few knew existed. Japanese cars were still seen as small, inexpensive, and a bit tinny in construction.

Surely no one could foresee all the frustrations of the 1970s auto market. Early federal emissions and bumper standards had already come into effect. The idea of consumer advocacy



Above: Toyota Motor Distributors offered the 1.8 liter, 4 cylinder Crown starting 1958. Equipment included tinted rear view mirror, 2-speed wipers and fresh air heater.



Above: Toyota Stout circa 1968. Bed size of 87.7 inch length, 62 inch width. Gasoline 4 cylinder, 1.8 liter engine. Below: Land Cruiser has had solid sales since 1961.



Below: Datsun 210 or "1000" circa 1960. Gasoline 4 cylinder engine, 988cc, OHV, 37hp, 40 mpg, 75 mph max.



Below: circa 1964 Prince Gloria Super 6, S41D-1. SOHC 6 cylinder, 2 liter engine, DeDion rear suspension.



along with the 1973 oil crisis, inflation, fuel rationing and the 55 mph national speed limit made car buyers fume. The inexpensive models Ford Pinto, Chevrolet Vega, AMC Gremlin, VW sedan, Fastback and Squareback offered two doors only. The Renault R8 and R10 had four doors but those cars, like the VWs and the Fiat 850 series were rear-engined and subject to lingering suspicion about their handling, thanks in part to Ralph Nader's writings on the Corvaire.



Above: Isuzu Bellel station wagon, circa 1962. Diesel, OHV, 2 liter, 4 cylinder engine, 55 hp, 89 ft-lb torque to move a 3144 lb vehicle. Isuzu's first independent design. Offered by Roger Sagner's Motor Mart, Portland, OR.

PEKING BJ212 LIGHT CROSS-COUNTRY TRUCK



"Chinese Machinery for Export," published in 1968 offered all manner of light vehicles, machine tools and power units. Filled with Cultural Revolution slogans, the authors denounced US and British imperialism and the "running dogs" of Taiwan, while writing in English to sell their products with no apparent irony. Above center: Beijing BJ-212, 4 cylinder, 2.4 liter gasoline engine, 75 hp, 3 speed gearbox, 3373 lbs. Above: Three-wheelers 250K and BM021 had single cylinder, air-cooled, 2 stroke, 248.5cc, 12 hp engines. Maximum speed 40 mph.

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.

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American consumers did not really care about Bretton Woods, OPEC and the Yom Kippur War. Most people just wanted a car that would start in the morning, with enough fuel mileage to get to work that week. Fewer repairs were a selling point, also.



Above: Mazda 1800, bland but handsome four-door styled by Bertone. **Below:** Mazda R100. Conventional chassis with twin-rotor Wankel engine, 491cc x 2. Introduced first in the Pacific Northwest circa 1969-70.



Below: 1971 Daihatsu 360 Cab, 356cc, 2 cylinder, 2 stroke engine, 350kg (772lb) payload. For non-street use.



In the meantime, Japanese manufacturers had developed an understanding of quality control thanks to the teachings of W. Edwards Deming. The cars were still small, lightweight, and rather oddly-styled, but with a reputation for quality construction.



Above: 1968 Honda S800, 791cc, DOHC, water-cooled engine, 70 hp at 8000 rpm. Live rear axle. Federalized, but limited imports. **Below:** 1970 Honda N600, 598.7cc, air-cooled, OHC twin, front drive, 80 mph, 42 mpg. Odd three-dimensional gear selector pattern, plastic trunk lid.



Below: 1974 Dodge Colt. Second generation of the captive import Mitsubishi Galant.



Above: Subaru 360, produced 1958-1971, air-cooled 356cc, 2 cylinder, 2 stroke, rear engine. Torsion bar and coil spring independent suspension. Exempt from federal safety standards by 925 lb weight. **Below:** Subaru Star, imported beginning 1970, horizontally opposed, water cooled, 1088cc engine, front wheel drive with inboard brakes. Independent torsion bar and coil spring suspension. Imported by Bricklin and Lamm's Subaru of America.



Below: 1972 Suzuki Brute IV, L50 water-cooled, 2 cylinder, 2 stroke, 356cc engine. Rugged all-steel styling belied by hilarious ring-a-ding exhaust note. Several air- and water-cooled engines offered, with two or three cylinders.



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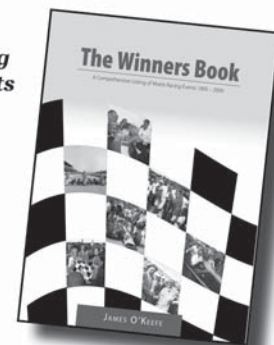
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Editorial

In the 1970s Datsun's Fairlady Z-car and Mazda's RX-7 provided reasonably priced sporty cars, unlike limited production top-end models such as Toyota's earlier 2000GT.

In the 1980s the auto industry as a whole had a very difficult time responding to rapidly changing market conditions. Everyone was "downsizing" with mixed results. GM introduced their front-drive X-platform cars with the associated quality issues just as the Honda Accord and Toyota Camry were beginning to take off in the market. The GM J-platform and Chrysler K-platform were in direct competition with products from Honda, Toyota and Nissan/Datsun, with the exception of the Chrysler minivans.

Producers of captive imports like the Dodge Colt and Plymouth Sapporo, both from Mitsubishi, began to market cars under their own brand names. Korean-built cars were appearing, particularly from Hyundai. The Hyundai Pony and Stellar were already on the market in Canada when Hyundai Motor America successfully introduced the Excel to the USA. Both the bottom-dollar Excel and the competing Yugo GV quickly gained a reputation for shabby workmanship. Hyundai responded by offering a 10-year, 100,000 mile warranty which seemed unrealistic at the time. Daewoo's cheap LeMans was sold as a Pontiac, while managing to tarnish both nameplates.

Honda, Toyota, Nissan, and Mazda had one more card to play, the premium brand channel for North America. Honda's Acura began in 1986. By 1989 Toyota's Lexus and Nissan's Infiniti started solidly. Mazda's Amati missed the chance in the 1993 recession. Mazda's premium model, the Millenia, was sold through the regular dealers. The majority of other car brands still operated on a "get the money" philosophy, the relationship ends with the sale. Lexus and Infiniti understood that the relationship with the customer starts with the sale and is cemented with after-sales services. It worked, as upward aspirations are a part of human nature.

Asia's auto industry today is offering North America "real" cars in the view of consumers. Such imports do not have the heritage and standing of BMW and Mercedes, but will in time. —A. Meyer



Above: 1985 Chevrolet Sprint, also Suzuki Forsa and Pontiac Firefly. SOHC, 3 cylinder, 993cc, all-alloy engine, front drive, coil strut and leaf spring suspension.



Above: 1989 Pontiac LeMans, by Daewoo. Based on Opel Kadett E. Below: 1998 Daewoo Leganza, Italdesign styling, V100 platform developed independent of GM.



Below: 1984 Hyundai Pony II. First domestically designed Korean car. Engineering team lead by George Turnbull, formerly of British Leyland. Italdesign styling, Mitsubishi engines, rear drive. Sold well in Canada. Quality issues.



Below: 1987 Hyundai Stellar. Mitsubishi 2 liter engine, rear drive. Giugiaro styling. Sold in the Canadian market.



Below: 1986 Hyundai Excel. Mitsubishi 1.5 liter engine, front drive. First Hyundai in the US market at \$4995.



Below: 2000 Hyundai Equus, proposed for US market. V8, DOHC engine, 4.5 liters, gasoline direct injection. Joint production with Mitsubishi, ultimately not imported.



Above: 1988 Ford Festiva. Developed with Mazda, built by Kia, SOHC, 1.3 liter, 4 cylinder engine, front drive.

Below: 1994 Kia Sephia as introduced to the US market. SOHC 1.6 liter 4 cylinder 16 valve engine, 88hp, front drive. Mazda engineering influence.



Below: 1994 Kia Sportage. Mazda-based mechanical components, continues Asian tradition of wacky names.



Below: 2004 Kia Amanti. Engine technology for 3.5 liter V6 shared with Hyundai. This car was recognized by J.D. Power in 2005 as "Most Appealing Premium Midsize Car."



Below: Xebra electric car as seen at the Los Angeles Auto Show, January, 2006. Manufactured in the People's Republic of China. Four door, four passenger three-wheeler. Compact dimensions, 3.12m (123") length, 1.6m (63") width and height, empty weight 1441 lbs. Onboard charger, motor above the rear axle, 25 mile range, 40 mph top speed. Uneven fiberglass, crude engineering and execution of interior finish. Several facelifts and addition of a rear hatch evident by 2010. Often seen as delivery vehicles with large appliqué graphics on the sides.





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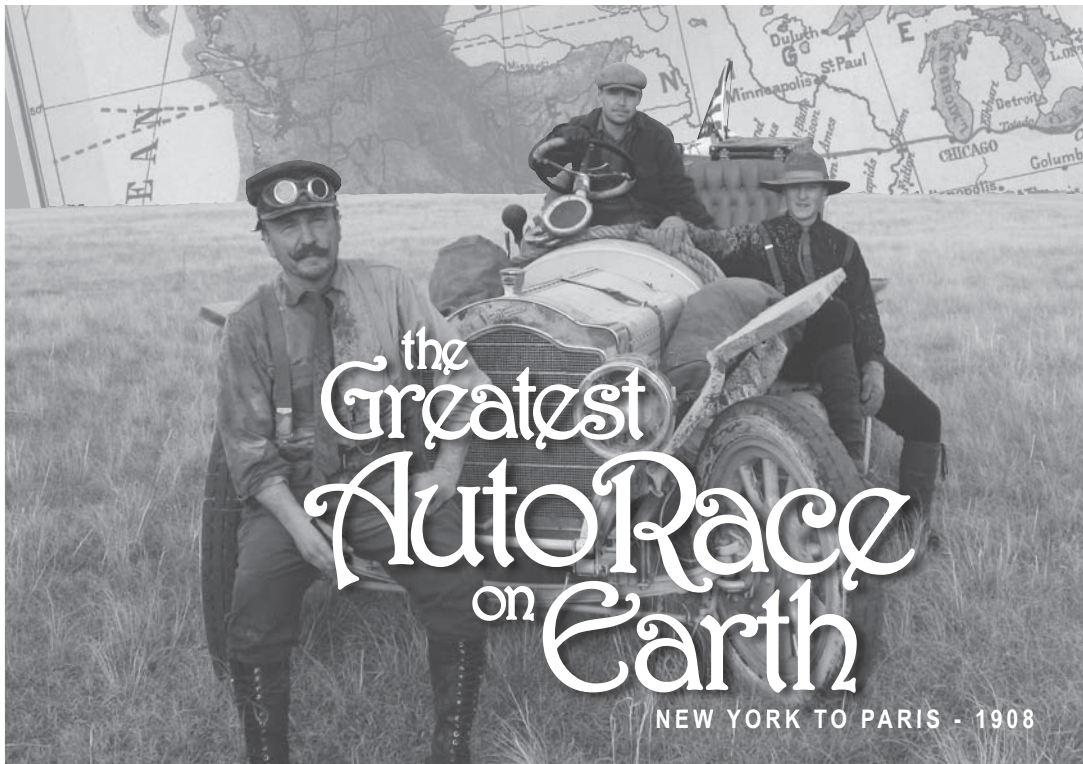
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1990 Daihatsu Model Range, above. The cars imported for North America were solidly constructed and offered numerous features. The Charade 3 door models at first offered only 3 cylinder, 1 liter, 53 horsepower gasoline engines, at a curb weight of 1825 lbs. Later, a Charade 4 door sedan was offered with a 4 cylinder, 1.3 liter engine. The Rocky 4x4 had a 1.6 liter 94 hp powerplant which had to motivate a vehicle weighing nearly 2800 lbs. Customer perception was that the engines were small, prices were high, and a recession in the early 1990s did not help. Daihatsu offered cars from 1988 to early 1992 when the car line imports ceased. In 1999 Toyota acquired controlling interest. Several Toyota-Daihatsu models are available in 2011 as the Scion xB and the Toyota Yaris. Images from Daihatsu America publicity.