

SAHH Journal



ISSUE 257
JULY / AUGUST 2012

SAH Journal

SOCIETY OF AUTOMOTIVE HISTORIANS
ISSUE 257
JULY / AUGUST 2012

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October 11: Fall SAH Board Meeting.

October 12: Annual Meeting of Members & Gala Awards Banquet to be held at the Hershey Country Club (1000 East Derry Road.) \$50 per person; registration deadline: Sept. 30. (Registration was delivered with SAHJ #256, for a copy and details, see: autohistory.org.)

October 10-13: AACA Eastern Fall Meet. Visit the SAH hospitality tent in Hershey. If you are an author and want to sign books at Hershey, drop us a line and we can discuss scheduling a time for you to meet your readers. WE ARE IN THE ORANGE FIELD OBB-17-19; for details see: autohistory.org.

On the occasion of a change in editors, it is fitting and proper to recognize our past editors: *Richard B. Brigham* (Issues 1-29 Sep 1969-(undated) 1973); *G. Marshall Naul* (30-50 Jul 1973-Dec 1976); *John Peckham* (51-59 Feb 1977-Jul 1978); *Walter Gosden* (60-87 Nov 1978-Dec 1983); *Richard B. Brigham* (88-117 Jan/Feb 1983-Nov/Dec 1988); *Christopher G. Foster* (118-157 Jan/Feb 1989-Jul/Aug 1995); *Samuel V. Fiorani* (158-194 Sep/Oct 1995-Sep/Oct 2001); *Thomas S. Jakups* (195-236 Nov/Dec 2001-Sep/Oct 2008); *Allan G. Y. Meyer* (237-256 Nov/Dec 2008-May/June 2012)

Submission Deadlines:

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|-----------|---------|---------|----------|---------|---------|---------|
| Deadline: | 12/1 | 2/1 | 4/1 | 6/1 | 8/1 | 10/1 |
| Issue: | Jan/Feb | Mar/Apr | May/June | Jul/Aug | Sep/Oct | Nov/Dec |
| Mailed: | 1/31 | 3/31 | 5/31 | 7/31 | 9/30 | 11/30 |

Note: the SAH Journal is a bimonthly publication (printed 6 times a year) and there is a two-month horizon for submitted material before it is mailed (e.g., material submitted by February 1st appears in the Mar/Apr issue and is mailed on or before 3/31.) All letters, manuscripts, and advertisement submissions and inquiries go to the editor.

On the Cover: 1925 Rolls-Royce New Phantom (Letourneur & Marchand tourer on chassis 74HC) at the *Depósito del Automóvil* in Havana, Cuba (see page 4.) Per historian André Blaize (France) L&M built five bodies for this model and only about twelve on R-R's from 1920-1957. *Photo by SAH member Tom Clarke (UK)*



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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.
Dues and changes of address go to:

Society of Automotive Historians, Inc.
c/o Cornerstone Registration Ltd.
P.O. Box 1715
Maple Grove, MN 55311-6715 USA

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SAH Journal • July / August 2012

Billboard

The Society of Automotive Historians in Britain came into being in the 1990s and remains very active. Their publication, the *SAHB Times*, is produced quarterly. Their latest issue introduces their new editor, *Malcolm Bobbitt*. Many will recognize Mr. Bobbitt as the author of many automotive books, many on the subject of Rolls-Royce and Bentley.



Wanted: any material for ongoing research on 1905/06 Rolls-Royce V8 horseless carriage and “Legalimit” motorcar (e.g., page from rare sales brochure below—seeking entire brochure.) Electronic or hard copies. Particularly seeking any pictures, especially of the horseless carriage outside the Olympia show (Nov. 17–27, 1905) and on inspection runs of customer cars during 1906.

Contact: Rubén Verdés +561-866-5010 / boca-raton@live.com



For Sale: extensive volume of Rolls-Royce and Bentley automobilia. Post-war to modern sales brochures, manuals and unique items of interest from Crewe.

Contact: Rubén Verdés +561-866-5010 / boca-raton@live.com

NEXT ISSUE OF THE SAH JOURNAL



Do you know the name of the museum where you could find this conspicuous vehicle on display? Learn all about it in the next issue of the SAH Journal.

The Summer 2012 issue contains an interesting article on post-war car production in Britain entitled “Sir Strafford and Sir John in the Vanguard” by *Karl Ludvigsen* and an article on the “Early days of the Michael Sedgwick Memorial Trust” by *Michael E. Ware*, as well as other interesting content.

The SAHB will be holding their seminar and Annual General Meeting at The Sir Henry Royce Memorial Foundation in October. For information and all about the SAHB, visit their website at: www.autohistory.org.uk.





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A street scene on the way out of Havana shows that '50s cars continue to run and in great numbers.

DEPÓSITO DEL AUTOMÓVIL HAVANA, CUBA

by Eduardo Mesejo
photos by Bryan Inder

Editor's note: Eduardo Mesejo is the director of the Automobile Depot. The purpose of this and similar future articles is to make our readers aware of the various, sometimes obscure, museums and other entities devoted to preserving the history of the automobile through activities and in acting as a resource for the automotive historian. This article is an English translation of the Spanish original.

El Depósito del Automóvil [*The Automobile Depot*], as its name indicates, is not exactly a museum, it's the step prior to the foundation of a museum. It is the place where all the relevant tasks are carried out to later create a true museum.

The collection began to come together in the mid-1980s via the Oficina del Historiador de La Habana [*Office of the Historian of Havana*] (www.ohch.cu). Most of the vehicles have been donated by various institutions and celebrities in Cuba. The building that houses the collection is a former naval hardware store built in 1891 in the eclectic style with approximately 900 square meters of space. This space is divided into two exhibition rooms, in which the entirety of the collection is displayed.

The collection is composed of thirty touring cars, two trucks, a funeral carriage, a special purpose vehicle, seven motorbikes, a set of traffic lights, three fuel pumps, and two instructional models. The oldest vehicle in the collection dates back to 1905 and the most modern to 1989 and are primarily of North American origin, although there are examples manufactured in Italy, Spain, Germany, France, and the United Kingdom. The exhibits in the collection may be notable for a single reason or for various: parts

due to technological significance or in context of the overall history of the automobile, or due to their rarity or in having belonged to or used by a personality of cultural or political significance to Cuba.

The general objectives of the Automobile Depot are to:

- Spread the universal and national culture and appeal of the automobile;
- Preserve the national automotive heritage;
- Archive the traditions of Cuban motorists;
- Promote and encourage the population to support the preservation of the Cuban automotive heritage and the indigenous traditions of their owners.

The fundamental activities the Depot undertakes are:

- Free visits (guided or specialized);
- Permanent and temporary exhibitions;
- Lectures and videos;
- Consulting advice in the restoration of antique automobiles;
- Production of historical and sociocultural studies;
- Support antique car clubs;
- Souvenir shop.

Contacts:

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Oficios 13, entre Justiz y Obraríá

CP. 10100, Habana Vieja

La Habana, Cuba

Email: automovil@bp.patrimonio.ohc.cu

Tel: +537-863-9942



Our photographer, Bryan Inder from Australia, was traveling in Cuba and offers this account of how he encountered the Depot and an overall account of the cars that are still on the street:

On our way to the post office we stumbled upon a warehouse in a back street with roll-a-door open and staring us in the face was an old Rolls-Royce! The curator confirmed it was a Phantom I, chassis 74HC. We waited ten long minutes for what turned out to be the “Automobile Museum of Cuba” to open. I had asked at the hotel desk that morning if there were any car clubs or car museums in Cuba and was told no.

Nearly every vehicle on the roads in Cuba was of American origin and was built in the 1950s. It gave you the feeling of going back in history or attending a continuous 1950s American display day. Some cars were in good condition, others had replaced engines, and some were very worn and just driveable, but give them credit—they still go! All the taxis we chose were old American vehicles and proved a thrill a minute.



1931 La Salle



1914 Republic



1927 Whippet



1924 Dodge

EDITOR SPEAKS

OF NEWSLETTERS, JOURNALS AND AUTOHISTORY

The collective goals of the *SAH Journal* are simply to do the very best job possible as a publication to uphold and execute the mission of the SAH and to do the very same for the pursuits of its membership. This is a new issue, with a new editor, and when the torch is passed, it is the privilege of the successor to thank the efforts of his predecessor—it is not easy to edit (and construct) a publication six times a year as a volunteer: *thank you Allan!* So, as they say: where do we go from here to continue the pursuit of the above goals? I will share my views and ideas to approach the answers; please feel free to share your views and ideas as well.

This publication was called “Newsletter” and then there was a name change to “Journal” starting with issue 76: Jan/Feb 1982. This change was a watershed moment. Here’s what Editor Walt Gosden had to say about it:

We are now a “Journal” and a few have questioned the need for a name change. A newsletter tells members of an organization what its members are doing and events it will have in the future and reports on those that have been held. This we most certainly do but we do more than that. We are a diary of automotive history, a group of individuals that although widely spread geographically come together in the interest of the preservation, researching, and recording of automotive history, past and present. Our interests are made known and recorded in our common journal.

In essence, this establishes the vector to guide our continued path forward. If the *SAH Journal* does its job, it should be a resource, a toolkit, a conduit and a mirror for historians and researchers. As the passage indicates, a journal has its dictates. For subject-matter articles, the content should be new to the record and advance the body of knowledge. In other words, reprinting or covering the same subject with nothing new should be avoided, as a journal is a body of work in its totality. While we have a string of issues going back to 1969, each is but a piece of the whole journal as content builds and progresses, advancing the body of knowledge.

The path of a journal does not mean we abandon the functions of a newsletter—our job is also to tell the history of the SAH, as a mirror (and a journal), knowing that future readers will look back at past issues, and when they do, they’ll be taking away all that the SAH concerned itself with as an organization and in the subjects it covered. Accordingly, consideration for posterity as well as all the elements mentioned above are collectively crucial ingredients towards evolving into the ultimate position for a journal: to be the publication of record for the subject and area of study it is devoted to. It should be well noted that, in pursuing its role as a journal, the publication should not, and will not stray into covering history in the way the SAH’s *Automotive History Review* does.

The *SAH Journal* is a publication of limited space. For years, most issues hovered around eight pages; today, we’re currently settled at sixteen. Of course, there are practical restraints for the size of the publication, mostly cost. However, cost is a comparatively diminutive factor for our website: *autohistory.org*. An aim here is also to create a better synergy between the *SAH Journal* and *autohistory.org*. (The first effort in that direction is a visual one: notice that the

color palette and some of the fonts used in this redesigned publication are also used on the website, including the same SAH logo.) As a general approach, those items that take up a lot of space in the *SAH Journal* should be moved to the website. An example of this would be Board minutes. By putting the minutes on the members section of the website, they become immediately available when ready (not having to wait to come to print), and in print, there would be notice of their availability on the website in their entirety and perhaps a synopsis of any major events. If things work as they should, by the time that notice appears in print, members would have known where to look and have already seen the minutes on the website. In its ultimate realization, subjects covered in print could be supplemented on the website. Material that could not be used, simply for space limitations, would be saved. There are many ways to define and pave a synergistic relationship between this publication and the website, and that work is one of the goals.

When looking at everything with fresh eyes, fresh ideas are often not-so-fresh. The idea of a “mirror” is for the *SAH Journal* to circulate the research work being undertaken by its membership. There was a section in the past called *Research Column* where such postings appeared. Here are a couple of examples from issue 66 (Jan/Feb 1980):

Bob Zimmerman, 365 St. Leger Ave., Akron, Ohio 44305:
Want information on Packard vehicles used during World War I & World War II and Korean War. Especially interested in photos of staff cars and the like. Want information for article in Packard club magazine.

Fred Roe, 837 Winter St., Holliston MA 01746. *Wanted: Information on the Autumn Classic Race meeting held at Uniontown PA on Sept. 6, 1920. According to Duesenberg literature their cars took the first four places just as they did in the Universal Trophy race at the same track on June 19. The June 19 race is well documented but for the September race I can find nothing. Would like to have names, car numbers and times for as many finishers as possible.*

On that same idea of a “mirror” came the thought of allocating space where members could seek or sell automobilia useful to their research. That too was done in a classified section that evolved into the “Billboard” to include this proviso: “Advertising is offered free to SAH members on a space available basis. Ads for historical automotive books and literature, photographs, drawings, etc. are acceptable, both for sale and wanted. Ads for automobiles or parts are not acceptable.” We should continue this practice, as it has fizzled out in recent issues—please send those in: they can’t be printed if they are not received! It should be noted that these two items (the facility to handle research and classified inquiries) are ready, set, and live in the member’s section of *autohistory.org*! If you haven’t gone there, please make a habit of doing so—its value, as it exists now and as it grows in the future, can only be realized if it is utilized.

Before leaving the mention of past issues and the idea and value of the journal as a body of work in its totality: recent past issues of the *SAH Journal* can be downloaded from the members’ section of *autohistory.org* and scanning is underway to ultimately include all the issues going back to the beginning. Also, if you haven’t supplied the SAH with your email, please consider doing so for inclusion in future membership directories (you can update all your member data now on the website.) E-mail is the quickest



A nameplate retrospective covering some key evolutionary steps towards the current SAH Journal.

and cheapest way to exchange text and photos with your fellow members.

To come full circle, let's go to the beginning. When the SAH was incorporated and established as a 501(c)(3) entity, its articles of incorporation established "charitable and educational purposes to be within the following specific purposes:

- i.* To encourage research, preservation, recording, compilation, and ultimately the publication of historical facts concerning the development of the automobile and related items from its inception to the present, throughout the world.
- ii.* To give assistance to its members in obtaining sources of such information and material.
- iii.* To provide a suitable means of publication for such information and material.
- iv.* To exchange information with other members through a Newsletter and other publications.
- v.* To call attention to errors in publications.
- vi.* To provide a means of advertising and exchanging materials or services owned or for sale relevant to such information and materials.
- vii.* To acquire by gift, legacy, devise, purchase or otherwise, property of every kind, real and personal, and to lease, mortgage, improve, pledge,

sell, convey or otherwise dispose of such property. *viii.* To solicit and accept gifts and donations for the purposes aforesaid."

It was then, as it is now, ours to explore and evolve those first stated goals with each step we take forward. Ours is a volunteer organization, and within that model a lot has been accomplished. Please join me in thanking all of our Officers, Board Members, Committees and our Contributors and Annual Award winners, past and present.

In closing: today, our most valuable asset continues to be our membership. I can't help but note that it was fun to see Fred Roe's entry, which I used in the example earlier (as it has been fun to see his entries throughout so many issues), as he was a founding member in 1951 and the first editor of the Rolls-Royce Owners' Club (in which I am a life member). It was one among many of his accomplishments in supporting autohistory. This one issue evolved to have a bit of Rolls-Royce content—however, the rule is to be diverse. Many of our members are key individuals in car clubs, concours, libraries, museums and are authors, celebrities, and part of automotive industries, past and present. If you have stood on the sidelines, I encourage you to be more than a consumer of the SAH and a name in the directory: I solicit your contributions for these pages. All that the SAH is or will ever be is in our collective hands. Your contributions will continue to guide the evolution and promise of a vibrant and relevant Society of Automotive Historians.

A final note: this will be the most verbose editorial that you will get from your editor, due solely to the fact that this is my first issue as editor and I owe the membership my perspective. My apologies for its length. My preferred place is in the background, doing my job and working to bring contributors' work to the forefront, adding an editor's note here and there, only writing when a contributor cannot be found... please help me avoid that last circumstance.

The LEXINGTON AUTOMOBILE
A Complete History
Richard A. Stanley

This is the first book to offer the complete story of the Lexington Motor Company as well as the related Howard and Ansted cars: from choice of property, factory design and name selection, through relocation, World War I, auto racing ventures, and a 1927 takeover by Auburn. Detailed automotive specifications and options are given, along with information on surviving Lexingtons. More than 250 photographs depict the communities, cars and people associated with the Lexington.

263 pages \$35 softcover (7 × 10)
251 photos, tables, appendix, notes, bibliography, index
ISBN 978-0-7864-6934-5
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Book Reviews

Editor's Note: A book review is an evaluation and analysis, exploring the significance of a book in every way, from its execution (quality of print and construction) to its place in the body of knowledge. Did the author achieve the objective and was the subject covered authoritatively? While examining objective parameters, a book review is an opinion piece and there is no right way to do a book review, though we, avid consumers of books (and reviews), recognize and appreciate a good review. Many of you know that there is a place on the Internet where quality transportation-related reviews are posted three times a week. Go to: SpeedReaders.info (and be careful, you might just get sucked in for hours.) The following four reviews are a sampling of their fare. We congratulate them on just being awarded a Gold medal at the 21st International Automotive Media Conference. Did you just read a worthy automotive book? Please write and send in a review!

Chevrolet Volt: Development Story of the Pioneering Electrified Vehicle

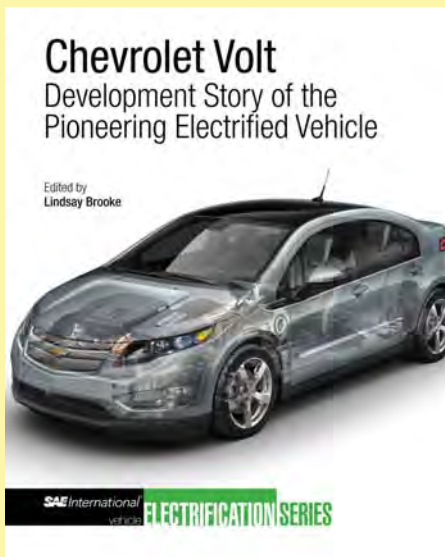
Edited by Lindsay Brooke

SAE International (August 15, 2011)

219 pages, 84 color photos, 34 computer-generated images, 201 graphs/charts, hardcover

List Price: \$119.95

ISBN-13: 978-0-7680-4765-3



This book gathers together 14 SAE engineering technical papers and 10 magazine articles about the development of the Chevrolet Volt extended range electric vehicle. This mixing of technical reprints and magazine articles makes the book a bit of a hybrid itself—not a pure technical journal, not a pure consumer publication. I would expect the brains of non-engineering general readers to glaze over a bit while wading through the technical papers, then spark back to life during the colorful and well-written magazine sections.

Roughly 65% of the book is made up of technical papers, however, so put on your smart cap and get ready to focus mentally. If you actually are an engineer, then expect to find this compendium a fun read. It will appeal to engineers who want a technical summary that justifies the Volt's final design configuration, and fills in how the mechanical and electrical systems interface, working together to produce a potentially paradigm-shifting consumer vehicle.

If you want to know, in engineering terms, what makes the Volt a viable commercial venture, then this book is an excellent starting point. If you want the human side of the development story, then you'll have to make do with the occasional flashes of humanity that peek through here and there in the interspersed magazine articles. Brooke, who put this compendium together, is the senior editor of SAE's *Automotive Engineering International* magazine. He also knows how to write, as evidenced by his numerous popular magazine and newspaper articles. He has also written four books on the history of Triumph motorcycles and the Ford Model T, and won an award for his writing along the way. The technical papers, however, are beyond his editorial purview. The bad grammar and awkwardly worded cadence found in these papers frequently brings a certain linguistic humor to an otherwise unemotional technical presentation. A typical example of a sentence crying out for grammatical help: "These vehicles has coast down parameter." My favorite complete sentence that is not actually a sentence is, "This epoxy while providing an additional insulation coating." These examples perhaps show us what to expect to happen to language and literature if engineers actually do take over the world.

Now and then the material in the magazine articles seems too heavily based on GM promotional releases, and a couple of the technical reprints seem to be included simply to fill space. Twelve pages on how to start a gas engine automatically without adversely affecting driver's seat pk-pk vibrations is a bit more than I wanted to know, particularly as no mention is made in the technical paper of any of this material being directly applied to the Volt. The same lack of real relevance to how the Volt operates reappears in the technical paper on the numerous computer-aided design iterations of the Volt's battery tray. Interesting as an example of how modal performance assessment can be used to design a metal stamping, but beyond that, a bit vague as to its relevance to the truly *electrifying* technology that makes up the Volt.

On the bright side, the book is full of very good color photography and interesting cutaway ghost photos and computer-generated images of parts. I would consider it a must-buy for anyone actively involved in the shift toward electric vehicles, and an interesting read for those curious about where the transportation industry is headed generally.

In more ways than one this book illustrates how the auto industry has one foot on the dock and the other in the boat as far as the design transition from mechanical to electrical vehicles is concerned. The car industry is no longer where it was, but not yet where it's going to be. An interesting time period indeed, both for the manufacturers and the supply base. The technical papers indicate that new ideas and designs are expected from the supply base, and that future orders for parts will shift toward "the companies that step out and harness money and intellectual commitment." Sounds like a warning to Tier 1 suppliers that the winds of change are beginning to blow through an old school industry, and excellent past performance in a mechanical age is no longer enough to guarantee future participation in an industry trending toward electric propulsion.

The book is composed of a Table of Contents, Preface, and 10 Chapters covering battery design, "A Unique Electrified Transaxle," "Charging and Connectivity," the development of high-mileage tires, aerodynamic development of the body shape, and other related topics. No index.

—Bill Ingalls

Elva: The Cars, The People, The History

by János Wimpffen

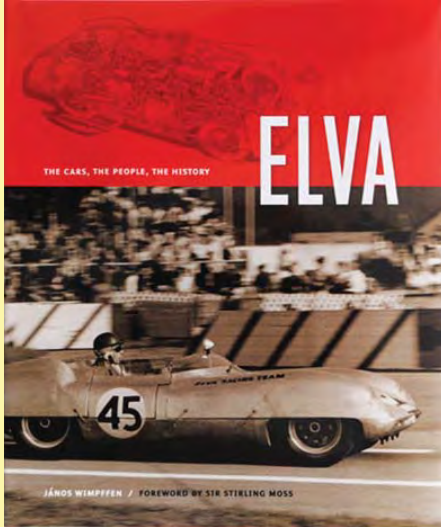
David Bull Publishing (27 Oct. 2011)

516 pages, 365 b/w & 150 color

illustrations, hardcover

List Price: \$99.95/£64.99

ISBN-13: 978-1935007135



If you're a car, ELVA—*she goes*, in French—is better than NOVA (as in: Chevrolet)—*doesn't go*, in Spanish. And go the little English car with the French name certainly did but the company did not, at least not for long. Still, its more than a decade-long run surpassed that of its 1907 (unrelated) namesake, Voitures Elva of Paris which lasted only one year and produced all of two cars.

Even in its own day, Elva was hardly a household name. Certainly not in its home market despite decent racing success. It was better known in America where the racecars acquitted themselves well and the road cars rang up solid sales. Many contemporary British marques had similar cottage-industry beginnings and of the ones Elva diced with—Cooper, Brabham, Lotus, Lola—only the latter two survive to this day and even that in only a form so different from its origins that it hardly lends itself to comparison to Elva's fate. This great conundrum of why some survive and others don't is one of the recurring themes of this book about a marque the author calls "magical."

Today, outside of vintage-racing circles the Elva name is all but a footnote. Wimpffen's book cannot really change that but it will give Elva owners and enthusiasts at last a definitive account of the marque's origins and life cycle and also the people behind it.

Readers who don't already recognize the author's name as one of the heavyweights among writers of a certain caliber of book have a lot of catching up to do. All his books live on that rarefied plateau of indispensable, constantly consulted, reliable reference works. There are not many of them, and how can there be, considering the incomprehensibly arduous task of turning over every stone to gather facts.

People in the book world are aware of all sorts of manuscripts that are "in progress" at any one time. Not all of them come to fruition. For years, occasional inquiries of Wimpffen's on Internet message boards were the only sign to outsiders that the project was, indeed, still alive. Seeing this long hoped-for book finally done, and done so well, is a treat. It cannot have hurt to have someone like businessman Bruce McCaw as patron—and cheerleader/prodder. McCaw, who crashed his first car at the tender age of 2½, bought his first Elva racecar sight unseen on a friend's recommendation in 1968, long before all you cell phone users proved his and his brothers' idea of leasing "airwaves" from the government to be the golden goose of the modern age (McCaw Cellular was bought by AT&T in 1993 for a cool \$11.5 billion). He still owns that first Elva and bought others along the way; more importantly he got to know Elva founder Frank Nichols (d. 1997) in the mid 1980s and learning more about the man and his cars resulted in a lasting friendship of which one fruit was McCaw's promise to see to it that a proper Elva book would be written.

It is difficult to fathom that except for several Brooklands *Road Test* books and a few dozen magazine articles the existing Elva literature should be so painfully thin. The firm pioneered various innovations and improvements and earned the respect of its peers (they were the first chassis builder Porsche allowed to use their racing engines, McLaren asked them to build their customer cars etc.). It wasn't long after closing up shop, having built about a thousand cars, that "Father Frank" saw the wisdom of creating an Elva Owners Club and supported Roger Dunbar in the UK in such an endeavor. Over the years, Dunbar, who still runs that club and in many other ways is the keeper of the flame, gathered material for a book—the book. Joining forces with Jeff Allison who as then associate editor of *Vintage Motorsports* (he's been editor

of the Ferrari Club of America's quarterly magazine *Prancing Horse* since 2003) was acquainted with Nichols, the manuscript grew to some 100,000 words (say, 400 pages) and around 750 photos. It was to be called *The Cars Just Happen – The Story of Frank Nichols & Elva Cars*. Remember the comment above about manuscripts that book people know are out there in some shape or form? Well, the Dunbar/Allison project faltered at some point—and then the McCaw/Wimpffen/Bull triumvirate stepped up and committed, respectively, dollars, writing skill, and publishing muscle to the cause of using that earlier work as the basis for the definitive book McCaw had once promised Nichols. Wimpffen considers Dunbar/Allison coauthors even if they are not listed as such.

Wimpffen is both arch statistician (how a doctorate in geography leads to a professional life in the transport-consulting field [don't ask!] let alone to writing award-winning motorsports books is anyone's guess) and honest-to-goodness racing enthusiast who used to fling a Triumph around Elkhart Lake's Road America circuit in his younger days. The tenacity, attention to detail, and lack of fear of vastly complex subjects he exhibited in his first book *Time and Two Seats*, and practiced through the next four, is what elevates this newest book.

Wimpffen tags the firm as "far from the best of the breed and far from the worst"—but also "not mediocre." You can see how this is going to be a difficult story. What *is* it that Elva had in common with its contemporaries, and what is it they did differently that would account for their different fortunes? There is, 450+ pages later, no conclusive, inevitable answer. Racers know this; entrepreneurs too: you can give it your all but without luck it may all be for naught. Wimpffen paints a rich, dense, nuanced picture of the people who tried, and of the chassis, parts, and bodies they conceived, and of the business decisions they made and the friends and foes that crossed their paths.

The book is supremely well illustrated. (A novel approach to the age-old dilemma of how to relate captions to photos without letting their placement on the page interfere with layout choices is to number each, thus removing any ambiguity as to what goes with what even if photo and caption are not next to each other.)

This wouldn't be a David Bull book if paper, printing, typography and photo reproduction weren't top-shelf. But, giving an almost 2"-thick book a flat spine is an affront to bookmaking—the power-user should not expect it to become an heirloom.

Four Appendices offer an “approximate” timeline, an explanation of the Master Results Table that is available only as a free 9 MB web download because its 12000+ entries constitute a 572-page (!) pdf, a summary of all known Elva drivers who placed 1st–3rd in championships, and a list of over 2000 drivers who raced in period (i.e. not latter-day vintage/historic) competitions. There is no list of chassis numbers (which were quite chaotic). The Index is beyond thorough.

A very nice Introduction by McCaw, and a rather perfunctory Foreword by a “name” (Stirling Moss, who didn't take a shine to Elvas until his post-pro career vintage-racing days). The Publisher's Edition of 150 numbered copies—signed by Moss, Chuck Dietrich, Augie Pabst, Bill Wuesthoff; and Roger Dunbar, Bruce McCaw—includes 36 additional pages of Elva brochures and ads.

Won the Motor Press Guild's 2011 Dean Batchelor Award.

—Sabu Advani

Watkins Glen, the Street Years 1948–1952

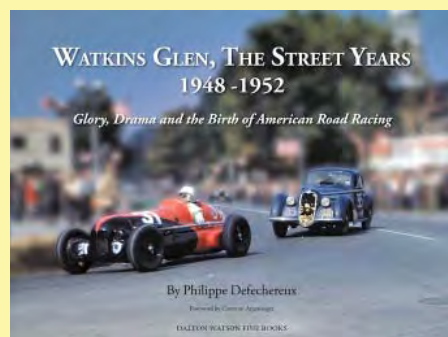
by *Phillipe Defechereux*

Dalton Watson Fine Books (November 17, 2011)

216 pages, 300+ b/w & color illustrations, hardcover

List Price: \$49/£29

ISBN-13: 978-1854432513



People who like round numbers, and follow auto racing, will know that the year this book was published—2011—was the 50th anniversary of the first Formula 1 Grand Prix at Watkins Glen. That was 1961, by which time The Glen had been

successfully hosting races for over a decade. But it was *that* race that brought the international crop of F1 racers here for the first time—and say the words that must have been music to the ears of the man who had been the moving force behind creating a road race here, Cameron Argetsinger: they compared it to European circuits, in fact they compared the difficulty of the original (1948–52) 6.6-mile track to that of the famed Nürburgring which is exactly what he had been intending.

The Glen would host the Formula 1 United States Grand Prix for 20 consecutive years, and pretty much any other kind of racing into the present time. It is rightly the “birthplace” of organized road racing in America and it was another 50th anniversary that prompted Defechereux to write about it the first time around. That was in 1998, the year that also saw the founding of the Watkins Glen International Motor Racing Research Center, headed by Cam Argetsinger's eldest son J.C.

1948 is when The Glen officially opened for business and the story of its founding and the first five years of racing on country roads, until the opening of the permanent track in 1953 in the wake of a fatal accident, are presented here. Even if you already have Defechereux's 1998 book (*Watkins Glen 1948–1952: The Definitive Illustrated History*, ISBN 978-0929758176) this new one is sufficiently improved to leave the old one in the dust, as it were. More photos, more color, more background—a bigger, better, deeper, rounder story even if the new book has only about 20 more pages.

It is nothing short of remarkable how much Defechereux has managed to pack into this relatively small book. Must be his advertising background (Ogilvy & Mather, DDB Needham). He is a native of Belgium—home of that fabled circuit, Spa-Francorchamps—who has pitched his tent in the US since 1969, which means that he himself has a sense for the dis/similarities between circuits here and there. He previously wrote a James Dean book for the same publisher.

It would not be exaggeration to say that Defechereux creates a *mood* in this book, a fully fleshed-out multi-faceted world made manifest in narrative, anecdotes, quotes, and over 300 photos (of which only about 13 avail themselves of the book's 12" landscape format). The sto-

ry about little Watkins Glen is told against the big backdrop of the whole panoply of racing in general and European racing in particular.

Cam Argetsinger had written the Foreword to the 1998 book and it is here used again, posthumously, as he died in 2008. The main point he makes in it is that “America was ready for road racing;” if *he* hadn't spearheaded the effort someone else would have. This perfectly illustrates just how different Argetsinger and his chums thought. None other than, for instance, Indianapolis Speedway chief Wilbur Shaw predicted utter failure. In fact, this divide between the oval racing and road racing camps is a key theme throughout the book. Defechereux argues, and who could contradict him, that it exists to this day. And, he says, Watkins Glen-style sports car racing bridges that gap—an argument sure to lead to interminable, fruitless discussions.

The Introduction sets the scene by painting a picture of political and economic conditions in postwar America, the situation at Indy, and the ultimate aligning of the stars that would usher in road racing in North America. (Readers familiar with the latter aspect may find Defechereux's comments about the SCCA rather too charitable. It is not polite to say so but it was a parochial, disorganized body and it is nothing short of amazing that it got its act together.) The renaissance of the European racing scene with its storied drivers and cars is presented as a crucial catalyst for inspiring American enthusiasts. Several sidebars pursue ancillary threads such as the origin of GP racing, personality profiles, the Collins trophy etc.

The 13 races are presented in chronological order, with much attention to local color to capture the “flavor.” Inter-race activity, such as position changes and lap times, are interspersed in the text but full race results and statistics for all entrants are organized in detailed, uniform tables that, in this new edition, fall within each chapter and not at the back of the book. Probably because several books in the last few years have focused on the relationship between the Strategic Air Command and the SCCA a new Epilogue addresses that aspect, along with the growing-up of the SCCA and foreshadowing the two decades of F1 GP at Watkins Glen. The latter is, incidentally, the subject of a stand-alone brand-new book by another of Cam's sons,

Michael (*Formula One at Watkins Glen*, ISBN 978-1-935007-14-2). Two closing chapters highlight the fates and current whereabouts of some of the vintage iron and showcase some of the high-end “civilian” passenger cars that ambled about the environs or participated in the concours d’élégance that took place on race weekends.

The color photos are remarkable for how well they held up; they were of course quite an expensive novelty in their day. Lest you assume uncanny camera technique behind the cover photo realize that it is a heavily massaged rendition (it is again shown on p. 23, with all the background noise). All the illustrations are thoroughly captioned and credited; there are also a few technical drawings, three examples of fine art, and assorted race posters, brochures, ads etc. The Index only lists people not cars, but seems comprehensive.

An almost pointless observation: this book, while thoroughly nice in every regard, is rather on the cheap end of the Dalton Watson spectrum. And the typo chasers did not come home empty-handed.

Note that there is also a TV documentary of the same name, produced by WSKG and directed by Brian Frey.

—Sabu Advani

Coachcraft: 1930s Coachbuilding Style

by John Dyson

Railton Owners’ Club (UK), 2011

183 pages, color & b/w illustrations, softcover

List Price: £20

ISBN: none



This London-based coachbuilding company (1934) got its first contract from Railton which explains why it is the VP of today’s Railton Owners Club who wrote this book.

Always on the brink of financial disaster this small firm bodied American Terraplanes and Hudsons, German Adlers, French Delages, alongside all sorts of British machinery.

It took a brave coachbuilder to start a custom coachworks in the early 1930s but that’s what Percy Twigg did in March 1934 when he set up Coachcraft Ltd. in west London, backed by Captain R O’Neill Butler. The word coachcraft itself, later adopted by a US company, had been used by other coachbuilders when extolling their work in advertisements but Twigg seized it as his new endeavor’s name. It had the right ring to it. Many traditional coachbuilders had already ceased work by this time as the impact of factory-made standardized offerings and pressed steel bodies took its toll, leaving a diminishing number of coachbuilders for the top end bespoke market. Twigg’s generation of coachbuilders however, mostly based in west London, saw an opportunity for a different approach.

Not all were as successful as Coachcraft, which built 1448 bodies, but they all aimed to garner orders for batch bodies—small runs of sports cars, bodies for makes with small production runs, and niche market offerings on mass-produced cars by utilizing the hoods and fenders from the carmakers’ standard bodies to reduce costs. All of these had to be inexpensively produced, at the same time retaining the aura of being coachbuilt that was part of the marketing ploy. Both Coachcraft and competitor Ralalah had the additional benefit of tie-ups with Southern Motors or Jack Compton for the range of Rolls-Royce “Replicas” after 1936 and these provided a steady flow of work.

One fascinating chapter, Designs and Models, will appeal to those interested in the Anglo-American hybrid cars of the 1930s and in particular the role of Noel Macklin and Reid Railton. It wasn’t always easy to style a body to suit the chassis lengths and layout of the foreign “donor” chassis whilst also

imposing English ideas about elegance. John Dyson evokes this period market and the players in it with ease, as you’d expect from someone so familiar with both the hybrid Railton, and the Hudson, which Coachcraft bodied in great numbers. Warwick Wright, A P Compton and many others figure in the wider story he tells of similar newly-established coachbuilders. Where Coachcraft had the advantage over the other small coachbuilders was in their designer, Geoffrey Durtal. Like coachbuilder Gurney Nutting with its legendary A F McNeil, Durtal provided Coachcraft with the flair the others could not easily match. In 1936 he was sent for additional training to Henri Chapron in Paris and his styling reached new heights when Coachcraft made Delage bodies that interpreted the French originals.

This study contains superb period color renderings from the hands of Chapron, de Villars, Durtal, and many body line drawings, as well as a wealth of period and recent illustrations of the many makes bodied by Coachcraft. An almost complete body register (Durtal’s own) is also included. Coachcraft always struggled financially; whilst its costs for materials and labor were the same as for all makers it could not charge a premium (which the top-end coachbuilders could do) because its operation depended on keen body prices. During the war it did valuable work on fittings for Macklin’s “Fairmile” patrol boats and in 1946 it eventually succumbed to a takeover by University Motors. Over the following years the business was switched to other activities and today, under a different name, it is a leading player in the aeronautical components industry.

As a wide-ranging study of an intriguing interlude in 1930s coachbuilding, or just for the superb cover illustration alone, this book deserves a wide readership. I have to declare an interest inasmuch as I provided some material on the “Replicas” but nothing can detract from John Dyson’s handling of the period coachbuilding scene. The book is also the third to be issued by the Railton Owners’ Club and is a credit to them.

—Tom Clarke



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In addition, awards are made for papers authored by undergraduate and graduate-level students at educational institutions. Service awards are presented for the preservation of archives and for exemplary service to the cause of automotive history. Nominations are received in the spring of each year and awards are presented at the Society's annual meeting, held during October. See the right sidebar of this web page for previous year award recipients.

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GOTO: AutoHistory.org

If you haven't had the chance to peruse autohistory.org, take a moment now to have a look around. From the **LINKS** page, filled with internet resources, to the member's section, with its forum and other functions, all these selections are there to support your needs. The site also functions as a bulletin board for awards (as shown above), events and SAH news.

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The 1912 Milwaukee Races

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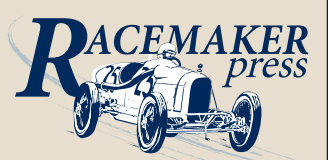
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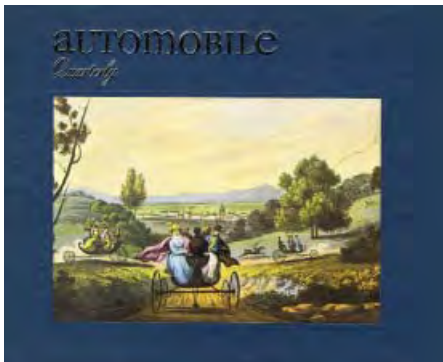
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In Memoriam

L. Scott Bailey

Lloyd Robert Scott Bailey, founder and longtime publisher of *Automobile Quarterly*, died on June 26, 2012, at his home in Wood Stanway, Gloucestershire, in the English Cotswolds. He had joined the Society in June 1974 as member 234, and became an honorary member in October 1996 upon being named a Friend of Automotive History.

Born June 26, 1924, in the Bronx, New York, he served in the U.S. Naval Reserve during World War II, and graduated from Miami University in Ohio. Active in public relations work in New York City during the 1950s and interested in antique cars, he became Executive Vice President and Director of Public Relations for the Antique Automobile Club of America, and edited the club's magazine *Antique Automobile*. From these roots came *Automobile Quarterly*, founded in New York in 1962. Intended as the *American Heritage* of the automobile world, a hardcover, landscape-format prestige magazine, it was promoted as "the connoisseur's magazine of motoring today, yesterday and tomorrow," although over time today and tomorrow have received less attention.



AQ, as it quickly became known, was the place to find in-depth history of both popular and under-appreciated cars, companies and personalities, presented with high quality illustration. The concept was unique at the time (and remains so today), but Bailey's genius lay not so much in the presentation as in the content, achieved by assembling a cadre of top notch historians, writers and illustrators, the likes of Karl Ludvigsen, Richard Langworth, Maurice Hendry, Ken Purdy, Peter Helck, Michael Lamm, Griffith Borgeson and Walter Gottschke. His master stroke, however, was the hiring of a young journalism graduate

named *Beverly Rae Kimes*, who had applied for a secretarial position. Eager and energetic, she progressed quickly from editorial assistant to managing editor, and was named editor in 1975, a post she held until leaving to go free lance in 1981. During that period, *AQ* was Bev Kimes, not just the magazine but a series of scholarly books published during the period. *AQ* articles became the preferred source for information about forgotten makes, and the *AQ* books on Packard, Porsche, Cadillac, Buick and Auburn-Cord-Duesenberg remain the standard reference works in their respective fields.

In 1986, Bailey sold *Automobile Quarterly*, often referred to as the "jewel in the crown," to CBS Publications, then in the process of acquiring a number of automotive periodicals and centralizing them in California. Scott and his wife Peggy then retired to the Cotswolds, where he published two books of poetry and worked on improving his skills as a portrait painter. His accomplishments have been many, but undoubtedly *AQ* is his greatest monument, living on under successive ownership into the present day. He is survived by Peggy, a daughter Meg, son Douglass, and two grandchildren. A memorial service was held at Stanway Church on July 21st.

—Kit Foster

Robert D. Shaffner

He was born on August 22, 1937 and died on May 13th. Bob Shaffner was a dedicated Rolls-Royce and Bentley enthusiast and member of the SAH and the RRCC and was instrumental in guiding and supporting The Rolls-Royce Foundation (RRF) for years in many ways, including as President. For years he would be the driving force and the man on site at the RRF tent during the AACA Eastern Fall Meet (otherwise known as "Hershey"), selling parts and automobiles to support the RRF.

Bob Shaffner and Robert York co-founded Flight Systems Inc. in Mechanicsburg, PA in 1968. As a supplier to NASA, their equipment flew on Apollo 11 and 17, as well as several Skylab missions.

In enthusiasts circles, Bob was known for his knowledge of the cars. He cofounded and served as Chairman of the Phantom III Technical Society and owned many antique automobiles, including more than one of the eighteen Rolls-Royce Phantom IVs.

—R. Verdés

Editor's note: we record the passing of Carroll Shelby (b. January 11, 1923, d. May 10, 2012) and Sergio Pininfarina (b. September 8, 1926, d. July 3, 2012.) An obituary for each will be forthcoming.

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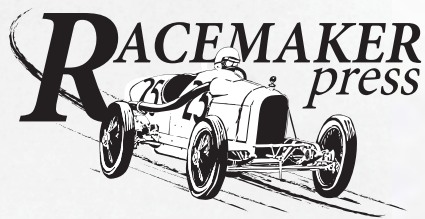
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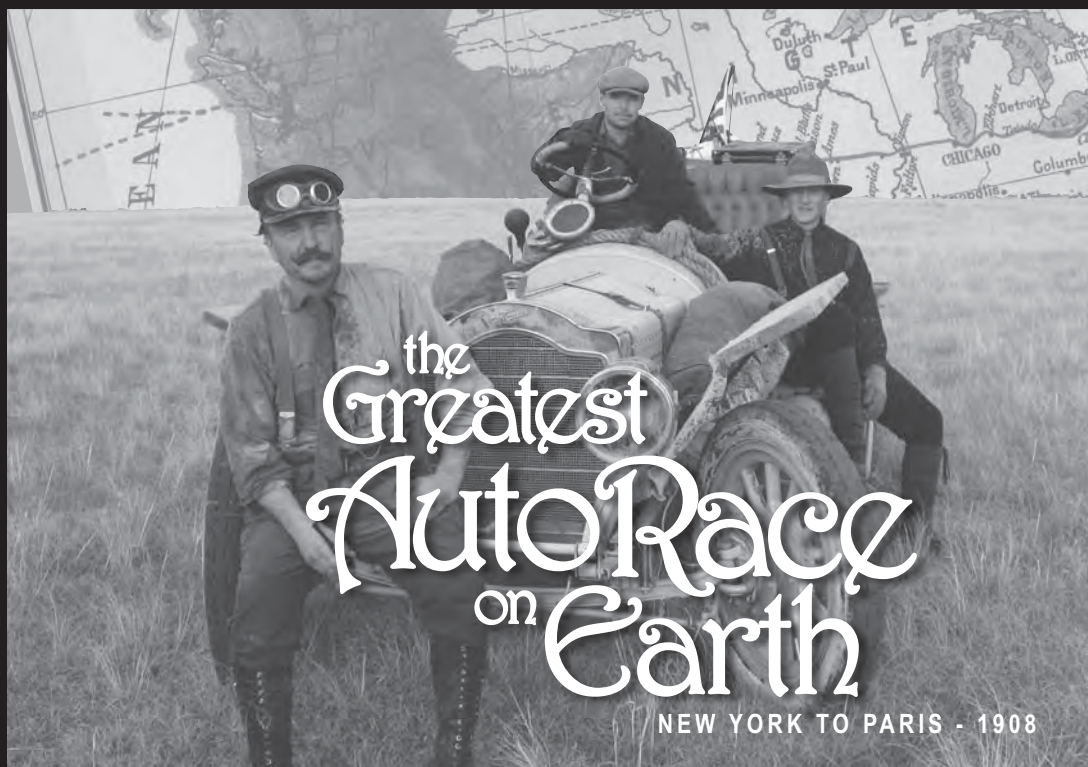
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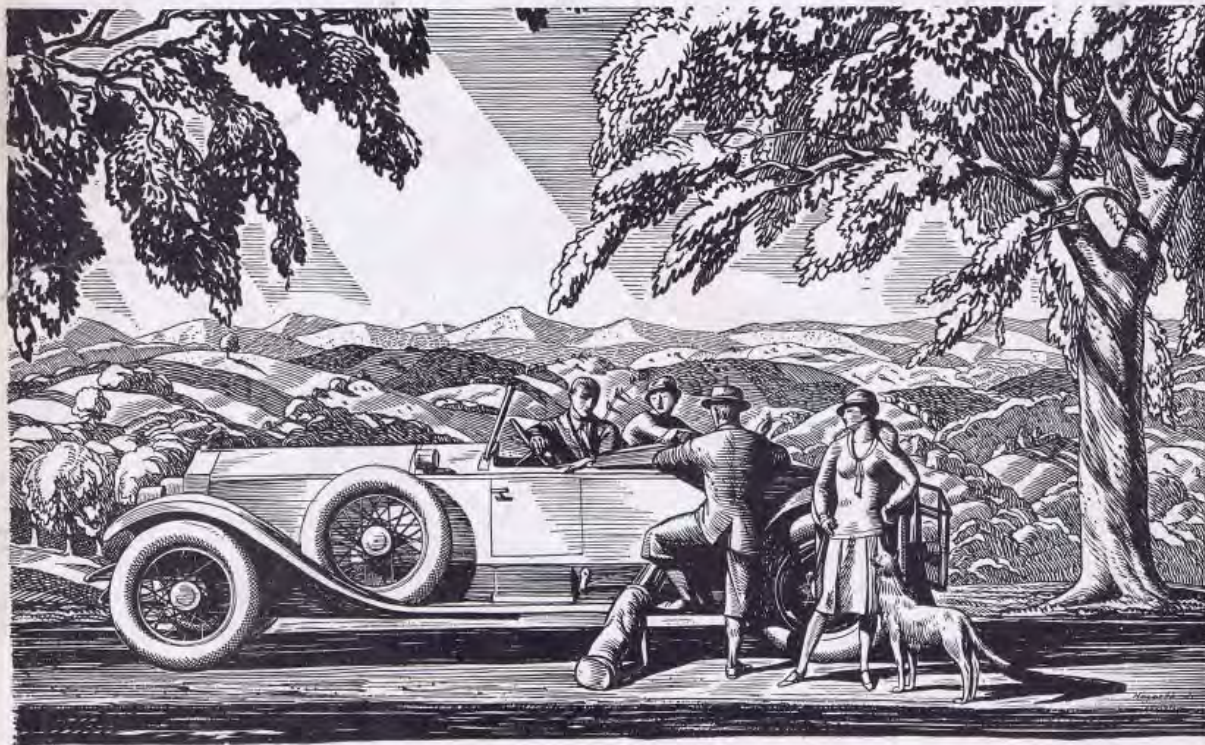


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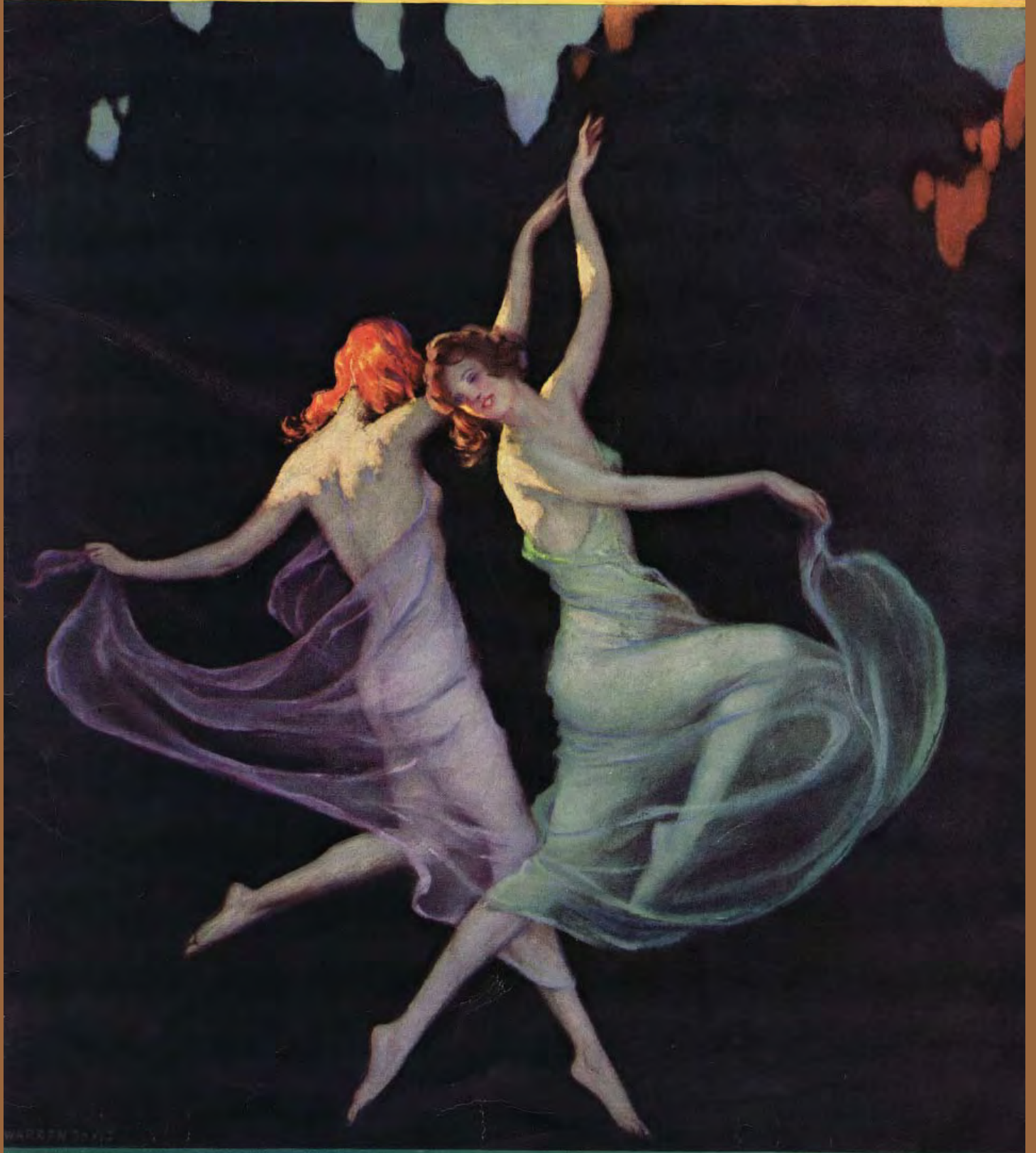
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ROLLS-ROYCE

Savvy new car advertising campaigns nearly always included ads targeting women. For example, on the back cover of SAHJ issue 173 we saw an ad from the iconic Duesenberg campaign that never even showed the car, this one showing a woman of means (clearly cued by dress and surroundings) and the ad read: "She drives a Duesenberg" and that said it all. Above is an example of a similarly targeted ad by Rolls-Royce: the back page from a large twelve page marketing brochure credited as a reprint from Vanity Fair, June 1926. Our back cover shows the cover of that same brochure. It should be noted that the artwork, by Warren Davis, actually appeared on the December 1925 cover of Vanity Fair.

— from the editor's archive.

VANITY FAIR



WARREN E. HEARNES

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The Inheritance of Rolls-Royce