

SAH Journal



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JULY / AUGUST 2014

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Billboard

2014 Book Signing Event:

The SAH and Paul Lashbrook, chairman of the Hospitality Committee and the Book Signing Event Committee, are pleased to announce an authors' book signing, artists and publishers event on October 10, 2014, from 12:30 to 3pm in the SAH's Hospitality Tent during the 2014 AACA Eastern Regional Fall Meet, on the Orange Field at position OBB 17-19.

Appreciation: The *SAH Journal* has benefited by a steady supply of review copies from book publishers; *thank you* to those publishers and our reviewers who make it possible to keep a steady supply of reviews coming. Also, earlier this year there was an insert of the new *Advertising Rates and*

Specs in three issues, which were included to inspire each member to share two of the sheets with entities that may consider advertising in the *SAH Journal*, and keep one for future reference or use. Also, please note and patronize our current advertisers herein. They publish books on the subjects we value and few other publishers touch. And, by all means, please consider supporting the *SAH Journal* by placing an advertisement yourself. *Thank you!* ED.

Your Billboard: What are you working on?... or looking for? Do you need help? Don't suffer in silence; put the word out to your fellow members. To place a Billboard announcement, simply contact the editor: sahjournal@live.com.

Submission Deadlines:

Deadline:	12/1	2/1	4/1	6/1	8/1	10/1
Issue:	Jan/Feb	Mar/Apr	May/Jun	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.

Front and back cover: 1962 FORD MUSTANG I CONCEPT. A red placard by the front tire reads:

"The 1962 Ford Mustang I Concept is the first car to ever feature the Mustang name and the galloping pony badge. It also pioneered key design cues that have become part of the iconic Mustang look. The concept was conceived by a team of Ford designers and engineers looking to develop a revolutionary new sports car that would appeal to younger buyers and give the company a forward-looking image. The result is this one-of-a-kind aluminum body mounted on a tubular-steel space frame with a midship-mounted 1500 cc V4 engine and four-speed transaxle.

The first public appearance of this unique two-seat sports car was at the 1962 United States Grand Prix at Watkins Glen. It was driven by racing legend Dan Gurney with lap times only slightly off the pace of the F1 race cars. The Ford Mustang I Concept instantly generated unrestrained excitement among racing enthusiasts. Subsequent showings across the country resulted in public excitement as well. Ford was convinced they would have a hit with a more practical four-passenger version that kept the spirit of the original Mustang. The final production design, which resulted from an internal Ford competition, carried the Mustang name and an updated version of the pony badge. It also kept the long sweeping hood, the short rear deck and the sharply sculpted flanks of this striking concept car.

This vehicle is on loan from the collections of The Henry Ford, permanently on exhibit in Henry Ford Museum's Driving America exhibition, America's premiere auto exhibition. To learn more about The Henry Ford's automotive collections and the next stop for these vehicles on the U.S. tour, visit www.thehenryford.org/OnWheels."

SAH Journal

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THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.
An Affiliate of the American Historical Association



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President's Perspective



And a Perspective of The SAH Biennial History Conference

As I write this, summer is now in full swing, and that means plenty of good times driving my 1971 Porsche 911T Targa and 1982 Mercedes 380 SL. At times that means also tinkering and repairing them, whether planned or unplanned. Next weekend our local Porsche Club has sponsored a drive-in event at Oxford, Ohio, which I plan to attend. In fact, between late May and August there are opportunities to do something collector car-related every weekend. We should all take advantage of events directly related to our interests, learn more as a result, and develop new friendships along the way. Indeed, the best thing about pursuing auto history is getting to know other like-minded folks, and in conversation with them continually enhancing our knowledge.

Such was the case at the Tenth SAH Biennial History Conference, which took place at Stanford University in April. Ably organized by Arthur Jones, it proved to be an international gathering hosted by the

cutting-edge Revs (Research in Evolving Vehicle Systems) Program. In addition to several SAH member presenters, Stanford Revs faculty and students, speakers also came from Portugal, Britain, Canada, Japan, Germany and Denmark. The setting was a garage located on Stanford's 10,000 acre campus—not any garage, mind you, but one dedicated to the research and development of autonomous vehicles. With Stanford graduate students coming and going, a number of project vehicles in various states of assembly and refinement, and tools, equipment, and parts scattered in the building, it was a history conference like no other. Thanks to Revs Executive Director Reilly Brennan, faculty member Michael Shanks and Interim Director J. Christian Gerdes, and staff, the SAH had a unique backdrop from which to hear 20 or so diverse presentations on aspects of automotive history. At the conclusion of two days sociologist and automotive historian Rudi Volti neatly tied it all together at the closing banquet; as one SAH member described it, it was “one hell of a conference.”

A complete summary of the presentations along with abstracts will appear in a forthcoming *Automotive History Review*, so I won't go into details, but I do have a few observations I wanted to share



Ed Garten



Meet Shelly, Stanford's self-driving Audi TTS racecar, and above right: Shelly's brain. Inspiration: French rally driver Michèle Mouton's nickname is “Shelly”—she won the 1985 Pikes Peak International Hill Climb in an Audi Sport Quattro, beating Al Unser, Jr.'s 1982 record by about thirteen seconds.



Ed Garten

Featured Speaker: Masato Inoue, former Product Chief Designer of Nissan LEAF, presenting his lecture: "My Vision of a Feasible Future of Electric Vehicles and Society."

with you. First, and despite our unfounded fears, automotive history is alive and well. We heard from a large number of younger scholars at the conference, and they are doing all kinds of exciting research topics, above all reflecting the linking value of the automobile to 20th century cultural and social institutions. The automobile was the quintessential technology of the 20th century, and it should surprise no one that it had a significant impact on everyday life, and was an object about which important human decisions were made. It was interesting that this time around a significant number of women presented at the conference, indicative of a post-1980 trend of women appropriating the masculine car for their own



Ed Garten

This is Luminos, a creation of the Stanford Solar Car Project. It cruises at 45 mph in full sunlight, and its batteries allow it to go 150 to 200 miles in diminished sunlight. For details, see: solarcar.stanford.edu.

ends. Secondly, a number of SAH members shared their considerable technical and historical knowledge with the group. Stanford faculty and students also contributed to the conference; I found Dr. Christina Ann Mesa's talk on her literature course centering on the road and the human experience especially valuable as I prepare future courses of my own. I must say, however, that Christina's use of ten books in her course would frighten away more than a few of my University of Dayton undergraduates!

The conference was not only about past episodes involving automotive history however. We also had a look into the future, as Christian Gerdes described the Revs research program in auto-



Ed Garten

Left to right: *John Heitmann*, Professor of History, University of Dayton (and SAH President); *Alison Kreitzer*, University of Delaware; *Gundula Tutt*, Conservator-Restorer, Institut für Technologie der Malerei, ABK Stuttgart; *Grace Ballor*, Department of History, University of California, Los Angeles; *David Burel*, Department of History, Auburn University.

mous vehicle design and the progress made in refining a self-driving Audi race car. Additionally, we had the good fortune of hearing about electric car and autonomous vehicle design from the designer of the Nissan Leaf, Masato Inoue, who described to us an iPad-based system that enabled the owner of a vehicle to summon one's vehicle to the front door, park, and do much more. The automobile is currently undergoing a revolution in technology and manufacture, and while we write about the past, we write and think from the present.

One final matter that I took from the conference is that of SAH member attendance. Given the program and speakers, I wish more of you would had been there. This event is one of the most significant products we produce for the membership, and more of you should take advantage of it both in terms of active participation and being a part of the audience. It is simply too good to pass up!

I'll look forward to seeing a good number of you at the tent in Hershey in early October. Plan on attending the book signing and the banquet, and enjoy the fellowship of a diverse group of folks who are interested in the automobile from the perspective of the past. If you have any comments or questions concerning the Society, do not hesitate to email me at Jheitmann1@udayton.edu.

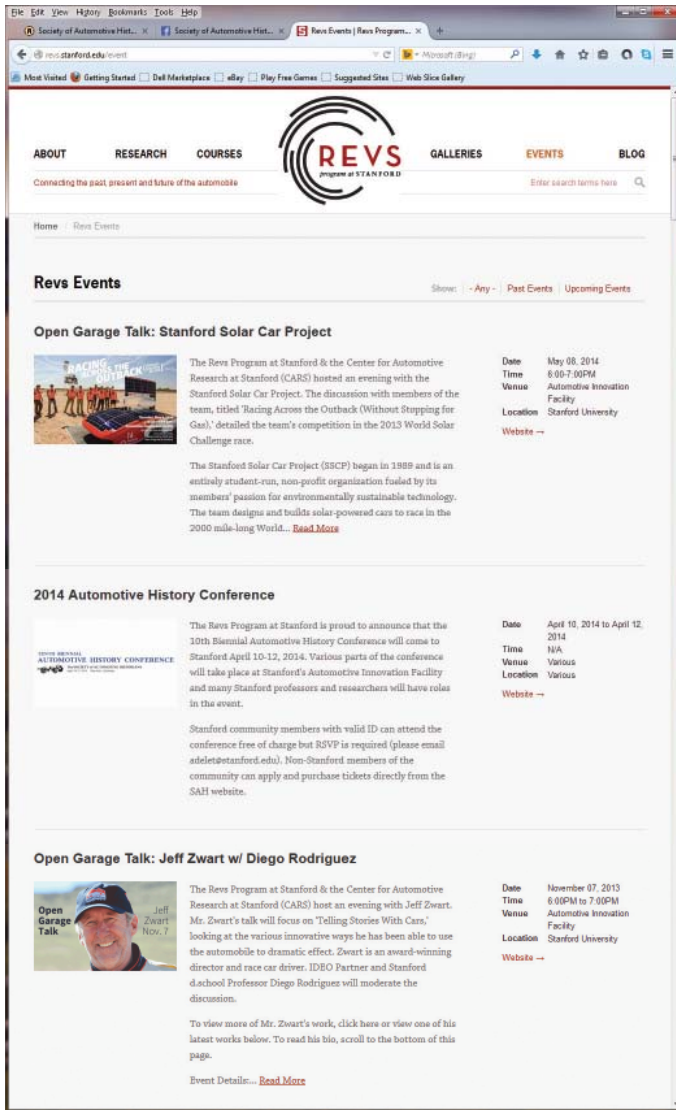
—John A. Heitmann



This is the X1 Experimental Vehicle, a project of Stanford's Dynamic Design Lab. The goal is to develop a second-generation drive-by-wire vehicle, building on previous steer-by-wire experiments.



The conference was held at the Volkswagen Automotive Innovation Lab (VAIL), which is a state-of-the-art automotive research facility and the home of the Center for Automotive Research at Stanford (CARS). It was designed to accommodate several simultaneous research projects and foster the collaborative and community spirit that defines CARS. Located on Oak Road in Stanford, California, the 8,000 sq ft facility houses 7 work bays, covered outdoor work spaces, stationary and mobile lifts, mechanic workshop, computer work room, simulator, conference and seminar rooms. The building opened in April 2010.



TENTH BIENNIAL AUTOMOTIVE HISTORY CONFERENCE

The SOCIETY of AUTOMOTIVE HISTORIANS
April 10-12, 2014 | Palm Alto, California

Program recap: *Automotive History Conference, April 10-12, 2014.*

Greetings: Reilly Brennan, Executive Director, Revs Program at Stanford

"A Portuguese Hybrid Car from the Early 20th Century: A Case Study in Innovation towards Energy Saving." Speaker: José Barros Rodrigues, Engineer and Historian, Portugal

"Making the African Car: Design, Tinkering, and Politics." Speaker: Joshua Grace, Assistant Professor of History, University of South Carolina

"Building a Bricolage of Speed: Dirt Track Racecar Construction, 1920-1960." Speaker: Alison Kreitzer, University of Delaware

"On the Road, Auto-mobility in American Culture and Literature." Speaker: Christina Ann Mesa, Lecturer in American Studies, Stanford University

"License to Drive: A History of the Driver's License from New York in 1914 to California in 2013." Speaker: Eric Karl Roth, Attorney and Legal Historian, Stanford University

"Policing the Automotive Society." Speaker: Sarah Seo, Princeton University

"On Balloon Tires into the Automotive Society: The Low Pressure Tire and Other Technologies of Heavy Truck Transportation." Speaker: Jørgen Burchardt, Senior Researcher, National Museum of Science and Technology, Denmark

"Historical Development of Crankcase Engine Oils from the Model A to the Z4." Speaker: William Chamberlin, Research Engineer, Lubrizol Corporation

"Innovations in Vehicle Coatings during the First Half of the 20th Century: Breaking a Bottleneck in Automobile Production." Speaker: Gundula Tutt, Conservator-Restorer, Institut für Technologie der Malerei, ABK Stuttgart

"How We Use the Automobile at Stanford." Featured Speaker: Christian Gerdes, Associate Professor of Engineering and Interim Director, Revs Program at Stanford

"Firm Competitiveness and Postwar Economic Integration in Europe: The Case of Volkswagen in the ECSC and EEC." Speaker: Grace Ballor, Department of History, University of California, Los Angeles

"Byers A. Burlingame and the Studebaker Corporation: Villain or Savior?" Speaker: Robert Ebert, Professor Emeritus of Economics, Baldwin-Wallace College

"The Survival of Technical Traditionalism: Independent Manufacturers, Workers and Production Methods in the Age of Mass Production to 1930." Speaker: Douglas Leighton, Associate Professor of History, Huron University College

"The Trailer Revolution." Speaker: David Burel, Department of History, Auburn University

"Fuel to Drive: A History of the Gas Station in the United States." Speaker: Usua Amanam, Revs Program, Stanford

"Mexico, the United States and International Auto Theft." Speakers: John Heitmann, President, Society of Automotive Historians, Professor of History, University of Dayton, and Rebecca Morales, Independent Historian, former curator, San Diego Automotive Museum

"Craft, Styling, Design: The Evolving Disciplines of Car Design in Great Britain." Speaker: Helen Evenden, Royal College of Art, London

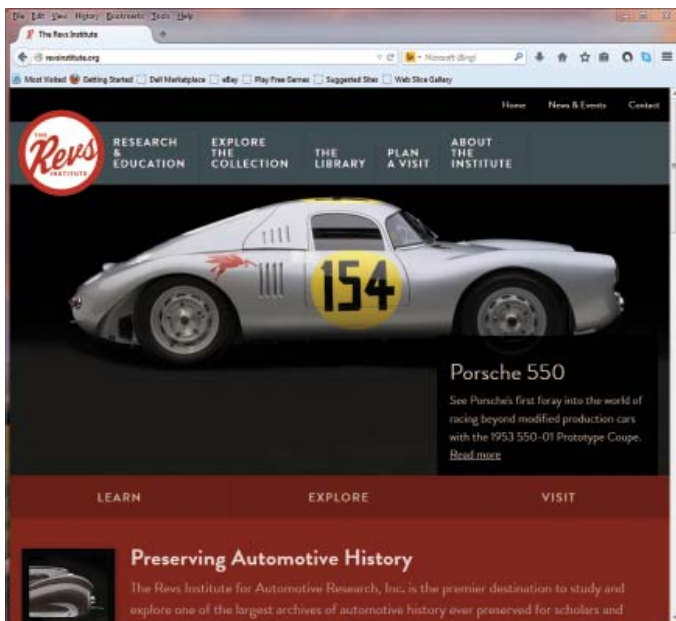
"The Molecular Interactions of Cleaning Solutions with Lacquered Vehicles." Speaker: Owen Falk, Department of Chemical Engineering, Stanford University

"3D Technology: Additive Manufacturing and Holographic Imaging Applications." Speaker: John Marino, Associate Professor, Business Technology, Kent State University, Trumbull

"My Vision of a Feasible Future of Electric Vehicles and Society." Featured Speaker: Masato Inoue, Former Product Chief Designer of Nissan LEAF

"Putting It All Together Without a Workshop Manual." Rudi Volti, Professor Emeritus of Sociology, Pitzer College

The Revs Program at Stanford University was founded "to forge new scholarship and student experiences around the past, present and future of the automobile." All SAH members should be familiar with this evolving venture. For more on the program (above), see: revs.stanford.edu. For more on Revs (below), see: revsinstitute.org.





MUSTANG TURNS 50

1965 Ford Mustang Convertible, Serial Number One, from the collection of The Henry Ford, on display at the Ford Motor Company pavilion during the 2014 North American International Auto Show in Detroit.

Editor's Note: With the introduction of the 1965 Ford Mustang at the New York World's Fair in 1964 and officially going on sale April 17th, the "64½ Mustang" was born as an enthusiast's designation, as all had 1965 vehicle identification numbers (VINs). So does the Pony Car turn 50 this year or next year? Well, let's start celebrating now, and we'll use the excuse of the April release of Mustang and the Pony Car Revolution by Michael W.R. Davis. The following is an edited version of his introduction, with additional material. Given his perspective from within Ford, his account adds to the narrative of what went on at the time of one of Ford's great success stories. A review of his book appears in this issue as well.

In my 25 years with Ford Motor Company Public Relations, I was never a member, specifically, of the Ford Division's PR office, though twice I was "loaned" to the division on special assignments. The first time, my assignment was to prepare press materials for Ford's 1961 truck lines; the second, to prepare all of the US materials for a subcompact Ford of Germany car to be produced for the 1963 model year, internally code-named Cardinal by Ford. This vehicle was to be assembled in Cologne for the European market and in Louisville for the American market.

I had been working diligently for several weeks, preparing the full range of media information on Cardinal and coordinating two simultaneous media previews, scheduled for June 1962, in Germany

and in Kentucky. Then, late one afternoon, Walt Murphy, the Ford Division PR chief, came into my borrowed office, lit up his omnipresent pipe when I swiveled to face him, and explained that he had just returned from a round of visiting dealers in Texas with Lee Iacocca, the head of Ford Division. I leaned forward in my chair to receive the gossipy report that made working for Walt so much fun.

"Iacocca's killing the Cardinal," he remarked. All I could blurt out in response was, "No s***?" "Yeah," he continued. "He says 'it's a little old ladies' car, gray on the inside and gray on the outside. We need something with pizzazz to counter Monza.'" Monza was Chevrolet's sporty coupe version of the rear-engine Corvair compact sedan, introduced a couple of years before.

For me, that was the end of Cardinal—almost—and the beginning of Mustang. It turned out that a team of product planners, engineers, stylists, and marketers had been working on a new car concept that, in April 1964, a mere two years later, became the reality of Mustang. This was the start of the pony car revolution. The internal code name for the Mustang, by the way, was "Special Falcon," perhaps because the new sporty coupe was based largely on Falcon components. But I had no role to play in promoting the Mustang, as I was soon assigned to Lincoln-Mercury Division and later to Engineering Staff as a product promotion and information specialist. Over the next two dozen years, however, I did order five Mustangs as my company cars.

At its 1964 introduction, Mustang was presented mainly as a fun car with a low price, sporty features, and great fuel economy from its six-cylinder Falcon engine. Over the years, it morphed into Ford's right-from-the-showroom-floor muscle or high-performance machine with sticker prices today looming into the \$70,000s, more a competitor to Chevrolet's Corvette than, say, to Chevy's own pony car, Camaro, which made its debut two years after the Mustang as a 1967 model. And Plymouth, the third of Detroit's "low-priced" volume car companies, had actually beaten the Mustang announcement by a couple of weeks, taking the honors for "first pony car" with its glass fastback Barracuda. Mustang stayed in production in one form or another for the ensuing 50 years, while Chrysler discontinued the Plymouth brand in 2001 and GM ceased producing Camaros from 2002 to 2010. The Pontiac brand is gone, along with Mercury and, with them, their pony cars, Firebird and Cougar/Capri.

There is an old saying that applies perfectly to Mustang: "Success has many fathers; failure is an orphan." Many former Ford executives are credited with being "Father of the Mustang." My book makes no attempt to resolve that debate; indeed, Mustang was a team effort. And many undoubtedly played key roles at one time or another in its success. Few executives, however, claimed key roles in the Edsel fiasco only a few years before Mustang. No doubt, Mustang team members learned—and applied—lessons from the Edsel failure.

Ford plans to build 2015 Mustangs at its Flat Rock, Michigan, assembly plant, in both left-hand drive and right-hand drive versions

on the same production line; the latter for the once-named "Sterling Market." This is part of their new "ONE Ford" global strategy. (For reference, see: corporate.ford.com/microsites/sustainability-report-2012-13/blueprint-strategy.) Left-hand-drive Mustangs will be offered internationally also, especially for Latin American, Continental and Middle East markets. Enthusiasts in Australia are particularly excited about the forthcoming right-hand-drive Mustangs. This is historically significant because domestic auto makers haven't built right-hand-drive cars in the United States regularly for many decades, perhaps 50 years. Cadillac tried making a right-hand-drive sedan for the Japanese market a few years ago but it flopped; curiously, it was assembled in a no-longer-in-use Oldsmobile plant in Lansing, Michigan, and one is on display at the R.E. Olds Museum in Lansing (see: reoldsmuseum.org) that the SAH Leland Chapter visited recently. Ford also built a few right-hand-drive vehicles at its Chicago assembly plant within the last ten years, but again it was a very limited output and never publicized. Back in the 1930s it was easier to build left-hand drive and right-hand-drive cars on the same line because their instrument panels were designed to be easily flipped.

A historian's job is to interpret the facts of a period of time. No doubt, Mustang fans may argue with some of my interpretations. As they say in pari-mutuel betting events, differences of opinion make horse races—and the wagering interesting and exciting.

—Michael W.R. Davis



2015 Ford Mustang on display at the Ford Motor Company pavilion during the 2014 North American International Auto Show in Detroit.

Book Reviews

Mustang and the Pony Car Revolution

by Michael W. R. Davis

Arcadia Publishing (April, 2014)

www.Arcadiapublishing.com

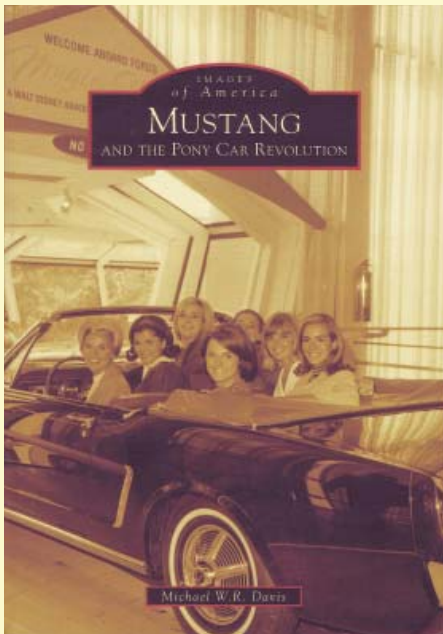
127 pages, 6.4" x 9.2" softcover

200 b/w photographs with captions

Price \$21.99

ISBN-10 146711152X

ISBN-13 978-1467111522



The old saying is true; *a picture is worth a thousand words*. It also describes the core approach for a whole series of books produced by Arcadia Publishing called the *Images of America* series. According to the publisher, the original intent of the series was to capture the history of “small towns and downtowns across the country”—but the scope has expanded to “preserve and celebrate additional worthy topics.” With few material deviations, all the books in the series share the general format of size, length and captioned black and white images. This is the ninth title author Michael W.R. Davis has authored or coauthored for Arcadia, and except for one title, they have all dealt with automotive subjects.

This book clearly benefits from the fact that the author was employed at the Ford

Motor Company during the Mustang’s creation and for years beyond. The book may benefit further because the author was in public relations and not part of the Mustang project; accordingly, any motive to protect or distort a personal “legacy” connected to the Mustang’s creation is not ostensibly in play. The author touches on this thought by stating: “Many former Ford executives are credited with being ‘Father of the Mustang.’ My book makes no attempt to resolve that debate.”

To approach the subject, the author starts much earlier than the direct events marking the introduction of the Mustang; decades earlier. This would clearly be of greatest impact for non-enthusiasts of the marque or of automobiles in general because it sets the stage for most effectively characterizing the impact of this car on the culture, making it a “worthy topic” for the series. The Mustang itself debuts a third of the way through. Still, here on out there continue to be comparisons and contrasts with Mustang’s competitors, e.g., Camaro, and Mustang’s own evolution within Ford and its other models. The book also looks at automobilia, e.g. toys, models, advertising, adding further context to the subject’s cultural context.

The author states in his introduction that the book “is not intended to be a guidebook for Mustang model-to-model changes,” but there are a great number of details incorporated in the captions, and each picture has a caption. The book has a ten-chapter table of contents, and a modest bibliography with no index. The progression of the book does manage to give a very good overview of the overall model-to-model changes as well.

It should be well noted that the format of the book follows that of the series: the narrative is in the form of pictures and illustrations, and the text is in the form of captions to the illustrations. Accordingly, there’s a limit to the depth the writing can reach. However, in total the formula works well, engaging the reader with its analysis and contrasting other marques with Mustang.

If you are looking for an in-depth tome on the Mustang and its “fathers,” there are books like *Mustang Genesis: The Creation of the Pony Car* by Robert Fria (McFarland, ISBN: 978-0786458400) and *Mustang: An American Classic* by Michael Mueller (Universe, ISBN: 978-0789318855) out there. But if you are more interested in a “tour of Mustang” and getting a good taste of the “pony car revolution”—this book is for you.

—R. Verdés

Some Aspects of the History of the Automobile in Brazil

By Fabio Steinbruch translated by Bob Sharp

Companhia Siderúrgica Nacional (published under the auspices of Law n° 8313, Incentives for Cultural Activities, Ministry of Culture, Brazil in 2005)

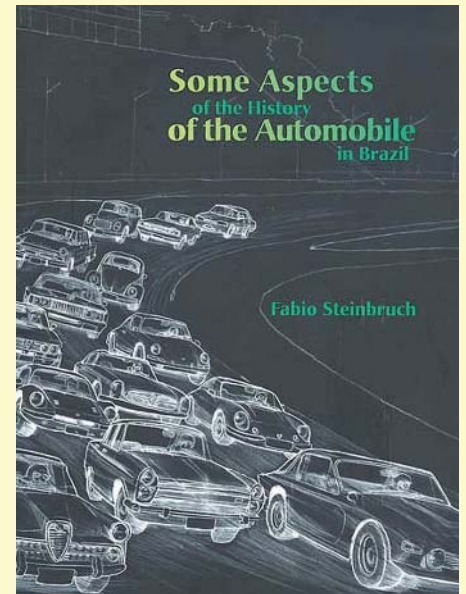
407 pages, 8" x 11" softcover

550+ color images, 10 b/w and 100 images with specifications

Price: R\$30 (approx) \$15

ISBN-10: 8598502049

ISBN-13: 978-8598502045



Fabio Steinbruch is believed to have one of the most significant auto museums in Brazil covering the period after World War II. This source has provided a wealth of photography that includes both imports and locally produced cars. It is the latter domestic cars that will be of interest to an international readership.

Here is a rare chance to read about Brazilian cars in English and understand how global manufacturers have catered to the domestic Brazilian market. In some cases platforms have had a particularly long life, but the country is known for totally unique models when compared to the brand’s country of origin. Many of these variations have grown out of some interesting industry alliances.

In Brazil, Ford and Willys merged in 1967 with Willys being the senior partner in terms of volume. Willys was already aligned with Renault which led to a front-wheel-drive Renault 12-based Ford Corcel. Ford’s contribution was the Galaxie from the prior year and a domesticated F100 truck. In 1986 Ford merged with Volkswagen creating

Autolatina resulting in a cross pollination of badge engineering with shared platforms and engines.

Chrysler left Brazil in 1958 after ceasing local assembly in 1952. But when Chrysler acquired the remnants of the Rootes Group along with Talbot and Simca, it found itself back in the Brazilian market courtesy of the flathead V8 Simca Vedette, locally called the Chambord. Dodge added the Dart and Polara but the latter was a Hillman Avenger. In 1979 Chrysler was also swallowed up by Volkswagen, mainly for its commercial vehicles.

GM concentrated on the Chevrolet brand focusing on trucks until the 1968 introduction of the Opala based on an Opel Rekord body with Chevy II four or six-cylinder engines. Updates of this design carried the model all the way through to 1992 gaining considerable prestige along the way, in spite of its aging.

American readers are in for a treat seeing what the Big Three offered in Brazil. Willys fans will learn how the brand fared much better in Brazil than the United States. European enthusiasts will find out what happened to DKW such as the pretty Fissore, before falling into the VW orbit. Volkswagen added many Brazil-only models and hung onto the Kombi for an eternity. Alfa Romeo did well in the country and preceded the late arrival of Fiat. It is claimed that Brazil became the first overseas assembly operation for Toyota in 1958 and by 1961 was using a Mercedes-Benz engine.

A chapter titled “Small Manufacturers, Natural Born Brazilians” allows the reader to learn about a variety of low volume sports cars with each having their own appeal and a variety of power plants from VW, Chevrolet or Alfa Romeo.

The author shares many personal experiences, partly to establish his credentials as an enthusiast. This helps to set the tone of the automotive environment. The translation into English is a little strained in places. There are some mistakes but fortunately they relate more to the imports than local models. Each brand is broadly reviewed in its country of origin, before getting into detail about its Brazilian history.

The book’s value is in its Brazilian history as well as the photography which is first rate and frequently complemented with informative shots of the interior and engine. In addition, samples of 100 cars are provided with basic specifications and a brief sum-

mary. This book does not attempt to review every Brazilian car over a given period, but instead has a varied enough coverage to convey a great appreciation of the local market. Considering the English language medium and price, this is an ideal book to learn about the Brazilian automobile industry.

—Louis F. Fourie

Motorsports and American Culture: From Demolition Derbies to NASCAR

Edited by Mark D. Howell and John D. Miller
Rowman & Littlefield (2014)

www.rowman.com

248 pages, 6.4” x 9.3” hardcover

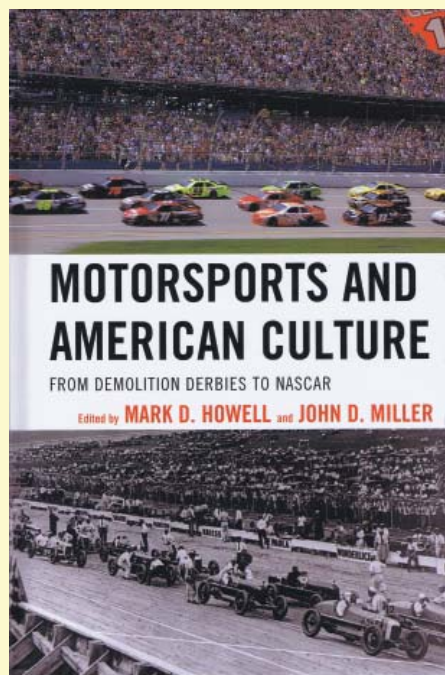
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ISBN-13: 978-1442230965



To many people, the term “motorsports” conjures up visions of loud, high-powered, fuel-sucking race cars—perhaps open-wheeled versions such as the ones found in IndyCar or Formula 1, or maybe full-fender stockers à la NASCAR—making left turn after left turn on oval tracks for laps on end, occasionally passing, and sometimes wrecking in the process. Yet as most fans would attest, motorsports in all its forms goes far beyond this initial impression. Motorsports and its multiple variations have influenced American history and culture in myriad ways, and *Motorsports and American Culture: From Demolition Derbies to NASCAR* chronicles this influence in critical and

entertaining fashion.

The book seeks to answer the questions: “Why study motorsports? Why watch motorsports?” In the effort to answer these questions, the book employs an interdisciplinary approach among its contributors, with the authors of each individual chapter coming from various academic backgrounds, such as history, anthropology, art, library science, journalism, rhetoric and writing, sociology, and American studies. This approach allows the book to serve as, in the words of the editors, “a broad survey of motorsports from a variety of interpretive lenses.”

The book is divided thematically into four sections of three chapters each. Topics include motorsports relations to fans and followers, the role of community identity in motorsports, gender roles in motorsports, and the spectacle that accompanies technical accomplishments. The chapters address a wide variety of activities, from speed demonstrations and demolition derbies at county fairs; to historical racers such as Barney Oldfield and Louise Smith and their subsequent impact on American culture; to women’s involvement in drag racing; to the relationships between on-track racing and the on-street phenomenon of hot-rodding. All entries are well-written and eminently readable, free from the dry, detached style that is seemingly so endemic in much academic writing. The editors are to be commended for their selections of writers and topics, as well as for creating a unified voice across the twelve chapters.

Readers will notice an emphasis on more “home grown” motorsports, such as NASCAR, hot rodding, and demolition derbies. Coverage of open-wheeled racing series such as IndyCar or F1 is more limited. Perhaps this is not surprising, given the 1990s fissure in open-wheeled racing involving CART and IndyCar, as well as F1’s emphasis on overseas venues and less-than-successful efforts to reestablish a presence in the United States in recent years.

For those whose background and knowledge of American motorsports is limited, *Motorsports and American Culture* serves as an excellent introduction to the role of motorsports in American culture, with thorough research notes and bibliography provided. Even those who are well versed in the subject will find the book an enjoyable read. The editors of the book hope that the work will “[aim] to encourage and will hopefully be the inspiration for new queries

and answers.” The book demonstrates that this is a rich field for research, proving that motorsports do indeed encompass more than left turns, occasional passing, and wrecks.

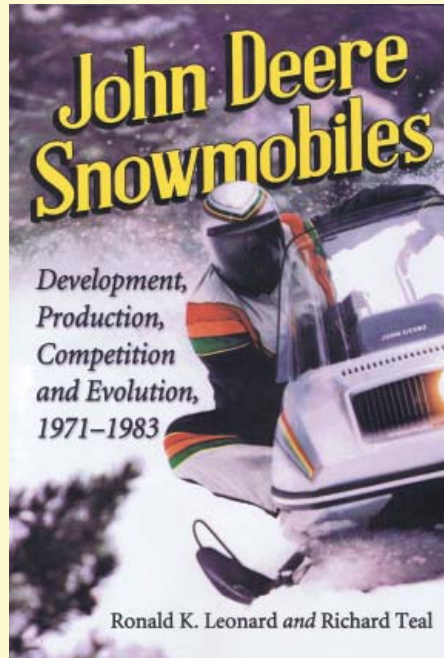
—Aaron Harwig

John Deere Snowmobiles: Development, Production, Competition and Evolution, 1971-1983

by Ronald K. Leonard and Richard Teal
 McFarland & Company (Jan. 2014)
 McFarlandpub.com/ 800-253-2187
 260 pages, 7” x 10” softcover
 91 b/w and 16 color photos
 indexed, appendices, notes, and bibliography
 Price: \$45
 ISBN-e: 978-1476613550
 ISBN-10: 0786478373
 ISBN-13: 978-0786478378

Deere and Company was founded in 1837 and over the subsequent 126 years became a dominant Fortune 500 Company known for leadership in the production and marketing of industrial agriculture machines and farm equipment. The postwar expansion of a suburban landscape coincided with the rise in the 1950s of a new generation of leadership within the venerable company

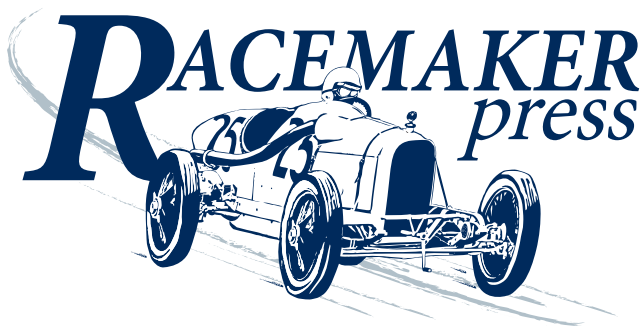
that sought bold conquests in the realm of consumer products. Deere & Co. produced its first non-agricultural lawn and garden tractors in 1963 and quickly they became popular with consumers. The dealerships



that sold these small-scale tractors in spring and summer sold snowmobiles from other manufacturers during fall and winter. The

solid reputation for quality cultivated by these new products from the John Deere brand influenced dealers to ask the company to manufacture snowmobiles, too. With new Deere & Co. CEO Bill Hewitt on board with goals for expansion into new markets, both product-wise and internationally, the snowmobile business was given a green light in 1971 and their first vehicles were introduced as 1972 models.

Authors Ronald K. Leonard and Richard Teal give many insiders’ points of view into the genesis of this new Deere & Co. business. Leonard became Manager of Product Engineering in 1973 and Teal became the chief engineer for snowmobile drive trains in 1974. Their accounts and the accounts of their colleagues are augmented by the inclusion of internal, proprietary documents, photos and technical drawings that help the reader understand the complexity of this new endeavor. The first nine of eleven chapters dig deeply into the conservative roots of the company and associated challenges with launching a new consumer products division, the research and development of snowmobile prototypes, teething problems of new models in the marketplace, the revolutionary change from mid-engine design to superior front-engine design in 1976, a history of Deere



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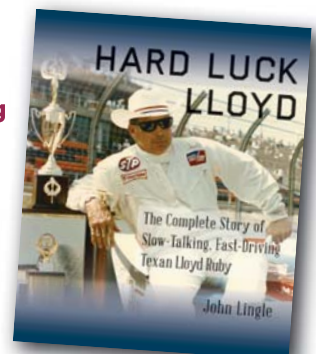


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racing efforts and race results, and how the shrinking of the snowmobile marketplace in the 1980s and the simultaneous retirement of snowmobile proponents in the company's top brass led to the sale of the snowmobile business to a competitor in 1983.

Enthusiasts of snowmobile models looking for detailed pictures, specifications, and individual model histories typically found in marque enthusiast books will have to look elsewhere. Although this book includes two reprints of "road" tests from *Snow Goer* magazine and several reprints of the John Deere brand's own *Green Streak Racing Bulletin*, this book is presented in a more academic style along the lines of case studies found in business school texts. Moreover, the last two chapters seem very unrelated to the title of this book. For example, chapter ten "describes the new products that enabled [Deere & Co.] to reach sales of three-quarters of a billion dollars with excellent profits" and elaborates on the company's implementation of a Japanese-style Just-in-Time inventory manufacturing process for consumer garden tractors with the adoption of W. Edwards Deming's quality control techniques (unfortunately, referred to as G. Edwards Deming in the text and index). Similarly, chapter eleven concentrates on the "application of the lessons learned from snowmobiles to the growth of the grounds-care product line." It is as if the first nine chapters on the snowmobile business constituted one book and the last two chapters on the grounds-care business constituted another, hastily joined together, especially when one discovers that the closing paragraph of chapter nine is duplicated verbatim on the last page of chapter eleven.

Owing to the granularity of topics presented by the book, likewise is its appeal, serious John Deere snowmobile enthusiasts and anyone who lived near or worked for the Horicon, Wisconsin factory in charge of the design and production of John Deere snowmobiles may be charmed by the various recollections of those directly involved with the development of the company's consumer products division. Snowmobile racing enthusiasts will enjoy the comprehensive history of the five years of factory and corporate sponsored racing efforts detailed in Chapter 8 and the appendices. Certainly, readers interested in the overall span of Deere & Company will find much new history harvested from intimate accounts of an experimental advancement into a new business segment.

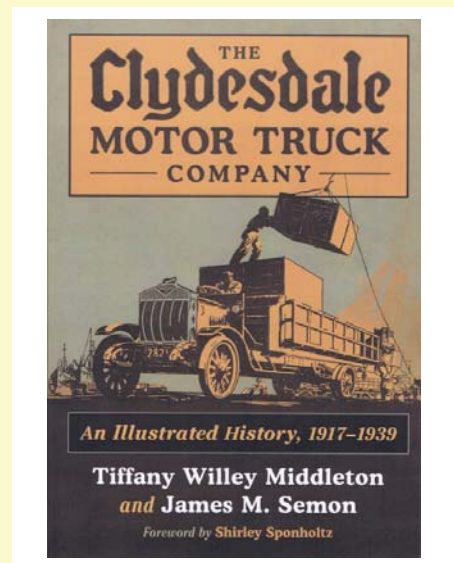
—Omar Abou-Zied

**The Clydesdale Motor Truck Company:
An Illustrated History, 1917-1939**

by *Tiffany Willey Middleton and
James J. Semon*

McFarland & Company (Dec. 2013)
McFarlandpub.com/ 800-253-2187
296 pages, 7" x 10" softcover
250 photos, notes, bibliography, index
indexed, appendices, notes, and bibliography
Price: \$39.95
ISBN-e: 978-1476613949
ISBN-10: 0786475870
ISBN-13: 978-0786475872

This work contains a surpassing array of detailed information related to automotive history beyond its titled subject, the Clydesdale Motor Truck Company. As a long-term specialist in the history of commercial motor vehicles, I was only partially aware of some of the major points covered in this history of Clydesdale truck, Clyde, Ohio. While the Clydesdale operation existed during the 1917-1939 period, its factory had previously been the home of the Elmore bicycle and automobile, as well as the Krebs motor truck. A review of the major topics covered in this history will show how so many areas



of automotive innovation have been tied to each other in one way or another.

The Elmore Manufacturing Company had switched from bicycles to gasoline cars in the early 1900s, building a successful 2-cycle automobile. This operation was taken over by Billy Durant in 1909 when forming General Motors, and then moved to Detroit in 1912. The plant manager, Louis Krebs, had left the Elmore operation after the Durant

Almost unknown when he purchased the Indianapolis Motor Speedway in 1945, Tony Hulman is credited with saving the Speedway from destruction and reinvigorating racing in the United States. An astute businessman, Hulman had no previous involvement in racing; he was CEO of Hulman & Company, a wholesale grocer, and made Clabber Girl Baking Powder a national brand, among many other endeavors. This biography covers his business career, his ownership of the Speedway and his philanthropy.

248 pages \$35 softcover (6 x 9)
14 photos, appendix, notes,
bibliography, index
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Ebook 978-1-4766-1493-9 2014

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takeover, and was building the Krebs commercial car in the former Elmore plant by 1913. The fascinating thing about the new Krebs was the new engine “governor.”

The Krebs were basically light-duty trucks with Renault-style sloping hoods, which were built between 1913 and 1916. Krebs advertising and sales material boasted of a unique engine governor, which was actually a device to control vehicle speed, not just the engine’s crankshaft revolutions. In advertising the Krebs was billed as, “The Car That Thinks.” The device was invented by two engineers associated with Krebs, with the patent being granted in 1914. When the new and heavier line of Clydesdale truck was developed and then introduced in 1917, the “governor,” or actually, “controller,” became the pride of the new product line. Advertising then referred to the device as “the driver under the hood.” Its basic function was to maintain the truck’s speed set by the driver, as in today’s cruise control.

The actual history of the Clydesdale truck is related in five chapters: I) Founding, 1917-1919; II) Detailed description of truck; III) Early years, 1919-1922; IV) Later life, 1922-1932; and V) Final production, 1932-1939. There are other sections, including details of the “governor” patent, model specifications, chapter reference notes, bibliography and index. The authors, Tiffany W. Middleton and James M. Semon, obviously put a great amount of research into this history, which runs almost 300 pages. Ms. Middleton, the basic writer, is a native of Clyde and works in the legal field in Chicago. Mr. Semon, who owns a restored Clydesdale truck, is basically a rail fan, having done several books on mid-western railroads.

While there is a great deal of information about the Clydesdale truck, as well as the developmental days of motor truck use during World War I and the early 1920s, much of the text contains full quotations of product promotional descriptions. There are over 30 full-page ad reproductions covering the 1917-1920 period, many of which repeat the same selling points, such as “the driver under the hood.” There are also a great many good half-page size photos of Clydesdale trucks, which include the last diesel-powered units built in the late 1930s. As a whole, the book tends to be a nostalgic look at a product and period that might be overlooked by many automotive historians as well as local history buffs.

—John B. Montville

Icons and Idiots: Straight Talk on Leadership by Bob Lutz

Portfolio Penguin (Jun. 2013)

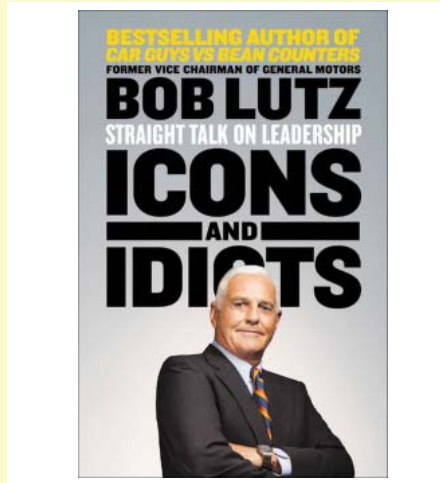
Penguin.com/ 800-253-2187

219 pages, 5.5” x 8.5” hardcover
no photos

Price: \$26.95

ISBN-10: 1591846048

ISBN-13: 978-1591846048



Bob Lutz, with a military background, is a team player who does not describe anyone that he reported to as an idiot but he does let incidents portray the strange acts of some of his superiors. Instead, he contrasts frustrating traits with how they were complemented by significant talents.

He starts with his final school teacher in Switzerland, puzzled as to how could such a talented individual end up as a teacher. In due course the teacher’s star did rise, reaching high political office. The harsh distorted manner that converts a civilian into a marine is recognized by Lutz for the personal values that boot camp instills in an individual.

Early in his automotive employment, Bob describes a man who would not reach executive ranks, yet had the skills to make the GM system work. His no-nonsense, profane, unsophisticated intimidating manner is viewed with respect but amusement. He got the job done effectively, efficiently but in a manner that curtailed any further personal growth.

When elevated to Marketing Director of Opel, Lutz found himself in a group of highly competent department heads who collectively made great strides largely because their CEO was habitually drunk. The CEO did show a few rare signs of making wise decisions, but his best trait was to be missing in action. Opel’s success resulted from a dynamic team not hampered by the CEO.

Lutz started his tenure with BMW largely as the hatchet man to clean up unsavory practices in their distribution arm. The CEO he reported to, Baron Eberhard von Kuenheim, may have had an aristocratic background, but was an orphaned teenager at the conclusion of WWII who quickly acquired street smarts. These manifested themselves in underhand behavior that finally wore Lutz down. He fully expected to hate his former boss, but instead credits the Baron with BMW’s incredible success spanning his reign from 1970 to 1993.

Next was Ford where Lutz encountered the soulless Philip Caldwell, who was a teetotaler yet used his position to extract free samples from a variety of vendor or service sources. To his credit Caldwell championed the revolutionary Taurus and Sable and pursued quality relentlessly. Red Poling helped nurture the distaste that Lutz has had for bean counters. Yet Lutz begrudgingly acknowledged the rigor of financial discipline.

Because of their strong wills, the Iacocca-Lutz relationship was always destined to be rocky but they appeared to have a begrudging respect for each other. Even though Iacocca shut the door for Lutz to get the top Chrysler post, Lutz rationalized the reason. The new CEO of Chrysler, Bob Eaton, left Lutz alone creating a great working relationship. Soon Kerkorian and Daimler-Benz were occupying Eaton’s time. Although many have criticized Eaton for his sell-out to the Germans, as Lutz points out, he created great wealth for Chrysler’s shareholders and that was his role.

Rick Wagoner is the final subject about whom Lutz could only find one failing; his loyalty to a team that was not always performing as they should have. Unfortunately his amazing intelligence, first rate human traits and inspired leadership had to confront the worst economic times since the 1930s.

As with his previous books, Lutz provides a respectful but unvarnished portrayal of the industry and some of its leaders. The reader gains insight to many of the events that occurred in the industry, which at the time, may have appeared strange. Where else can one witness the management practices of GM, Ford, Chrysler and BMW while at the same time contrasting American and European practices? Additionally there are plenty of stories and incidents that are fascinating and could only come from an insider. Highly recommended.

—Louis F. Fourie

In Memoriam

Bob Johnson

Bob Johnson, one of the best-known dealers in motoring literature, died Thursday, May 29, 2014, at Framingham, Massachusetts. He was 62. A Framingham native, Robert Edmund Johnson, Jr., was the son of the late Drs. Robert E. and Lorna Drummond Johnson. At the age of two, he was stricken with juvenile rheumatoid arthritis, which left him physically disabled but did not dampen his entrepreneurial spirit. While in elementary school he operated Bob's Candy, Inc., which set the stage for his later endeavors.

A graduate of Brandeis University with majors in Greek and Latin, he earned a Mas-

northeast U.S. auctions, sitting in the fourth or fifth row and bidding avidly. When his parents were alive, they would attend with him and assist with loading the new material for the trip home.

By the time he had joined SAH in 1994, as member 1777, his shop had already become a hangout for Massachusetts-area members. The late *Fred Roe* would go there several times a week, so as not to miss the latest interesting arrivals. Bob was meticulous about his business: when he was buying, he was buying; when he was selling he sold. At an Automobilia Auctions sale, I once saw the auctioneer hold up a license plate I recognized. It was a 1942 issue that had been on a car owned by my late friend *Keith*

Marvin, but it was part of a much larger lot, knocked down to Bob Johnson at a much higher price. I spoke to him after the sale, as we were waiting to check out. "Call me on Monday," he said. "I never sell when I'm buying." I did, and we reached a satisfactory arrangement. Fred went right over to pick it up for me.

Bob bought large and small collections, and particularly enjoyed placing items with enthusiasts he knew would enjoy them. He was a major presence at area swap meets – Hershey and Carlisle always had a huge Bob Johnson tent, open rain or shine. Last fall, his Hershey spaces were vacant, a signal to many of us that he was not well.

His funeral was held on June 3rd, with burial in Edgell Grove Cemetery in Framingham. He is survived by a sister, Amy Johnson, MD, several nieces and nephews, and his cherished cat, Smudgie. Contributions in his memory may be made to Tufts Animal Hospital, 200 Westboro Road, North Grafton, Massachusetts 01536. It is expected that the business will close in the near future, although for the time being his staff is continuing to serve customers.

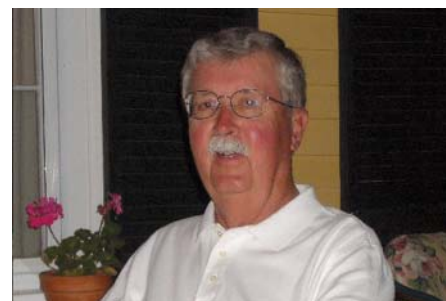
—Kit Foster

Kenneth J. Schilling

Kenneth Schilling of Darby, Pennsylvania, died on April 7, 2014. He was 73. Kenneth joined the SAH in 1996 and was an enthusiastic collector of anything automotive. A close friend described him as a private person. He supported the SAH by contributing to its fundraising appeal in 2010. And in one final gesture of support, he remembered the SAH in his estate, willing a donation to support the SAH, which the organization was honored and thankful to accept.

—R. Verdés

Kenneth H. Stauffer



West Peterson

We have received word, via the Antique Automobile Club of America, that Society Founder Member *Kenneth Hoyer Stauffer*, of Boyertown, Pennsylvania, passed away on January 28, 2014. He was 84.

Long active in AACA, he had served as its president in 1974. He joined SAH during the formative period in 1969 as member number 20. He professed his primary interest as "all phases of auto history to 1941," his most recent contribution being an article on the Pennsylvania Auto Motor Company and its automobile, the Pennsylvania, published in *Automotive History Review* No. 45.

A graduate of Bucknell University and the Oberlin College of Arts and music, he became credit manager and CFO of Teleflex Marine in Limerick, Pennsylvania. He is survived by two sons, David and Ronald, their spouses, four grandchildren and three great-grandchildren. Contributions in his memory may be made to the American Parkinson's Disease Association, Greater Delaware Valley Chapter, Crozer Chester Medical Center, Presidents Drive, Upland, Pennsylvania 19013.

—Kit Foster



Daniel Stroth

ter of Business Administration from Boston University. Despite his education, he had difficulty finding employment because of his disability. In 1986 he purchased the inventory, some 60 tons, of New York literature dealer Nat Adelstein and launched Johnson's Auto Literature in his home town. Eventually he had a staff of ten people, marketing regularly in several U.S. publications and worldwide on the internet. He continued to purchase stock, and was a fixture at all



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