

# SAIH Journal



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## Billboard

**Wanted:** *Peter Larsen*, author of *Jacques Saoutchik Maître Carrossier* (reviewed in the last *SAH Journal*), is now working on a book about the French carrossier, Joseph Figoni. He is looking for biographical and photo material concerning Luigi Chinetti when he was in France in the early 1930s, and the role he later played as an importer of Figoni-bodied cars in the USA. He would also like to establish contact with officers and members of car clubs knowledgeable about Figoni-bodied cars of their marque: ACD, Chrysler, Lincoln, etc. If you have information about the above, or other Figoni information, please contact *Peter Larsen*, Rysensteensgade 1, 4th, DK-1564 Copenhagen V, Denmark, +45.40312030, [peter@bestprice.dk](mailto:peter@bestprice.dk)

**Autocar:** Free to a good home: *Autocar*, 1987-1997 inclusive, all bound, excellent condition. Rather heavy and bulky, so to make your arrangements contact *Craig Horner* (Manchester, UK) at: [C.Horner@mmu.ac.uk](mailto:C.Horner@mmu.ac.uk)

**Bradley Award Call for Nominations:** The James J. Bradley Distinguished Service Award, given each year by the Society of Automotive Historians, honors the work of libraries and archives whose mission is to preserve motor vehicle resource

materials. Recent recipients of the award include the **Revs Institute for Automotive Research**, the **International Motor Racing Research Library**, the **Bradley Historical Library of the University of Michigan**, and the **Jaguar Daimler Heritage Trust**. Nominations are due August 1, 2015. The award will be presented at the SAH annual banquet at the Hershey Country Club in October 2015 during the AACA Eastern Fall Meet at Hershey, PA. To nominate a deserving library or archives contact *Ed Garten*, Committee Chair [eddiegarten@gmail.com](mailto:eddiegarten@gmail.com) who will provide you with the nomination form. Bradley Award committee members include *Judith Edelman*, *Ed Garten*, *Mark Patrick*, and *Jim Wagner*.

**Awards Notice:** In addition to Mr. Garten's notice above, the editor would like to remind all members to consult the "Awards" section of our website, [autohistory.org](http://autohistory.org), for all the SAH awards' details and deadlines.

**Announcement:** The SAH Nominating Committee is seeking nominations for three positions on the board for the class year of 2018. This year we are also seeking candidates for the Treasurer's posi-

*continued on page 3*

### Submission Deadlines:

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.

**Front cover:** Enzo Ferrari testing the Alfa Romeo 20-30 ES Sport. Note the number 20 still visible on the radiator. —*Adolfo Orsi, Jr.* (Courtesy Paolo Terzi Collection.)

**Back cover:** July 24, 1921: Enzo Ferrari driving the Alfa Romeo 20-30 ES Sport in the Circuito del Mugello, in Tuscany. —*Adolfo Orsi, Jr.* (Courtesy The Spitzley/Zagari Collection.)

# 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



As I am writing this in mid-February, wind chills in Dayton, Ohio, are -25°F and it seems that winter is never going to end. I was noticing small varmint tracks in the snow near the garage door this morning, and my cat has been persistently trying to get into the garage through the kitchen for obvious reasons. Let's hope she is successful with her hunting.

Somehow I am comforted by the fact that in April the snow should be gone and I will have two conferences to attend; the first in New Orleans where I will be talking about the current seminar course I am teaching on cars and film, and then in South Bend, Indiana for our spring SAH board meeting. The second should be great fun.

Vice President *Andy Beckman* has done a stellar job in organizing our board meeting slated for April 9th and banquet on the next day, and I urge all members to consider attending the evening festivities on April 10th. I keep harping on this page that this is your Society and we need engaged members now more than ever. The event has been branded the "Automotive History Spotlight" for promotional purposes, and an invitation has been extended to Studebaker Drivers Club members to join us (at a non-SAH member rate). The program will be presented by Auburn Cord Duesenberg Museum archivist *Jon Bill* and is entitled "Hoosier Factory Hot Rods." The program features a unique look at two of Indiana's most iconic automobiles: the Studebaker Avanti and the Cord 810/812. Jon has had the pleasure of owning both automobiles, and remains an Avanti owner today. Doors open at 6:00 pm, and dinner will be served at 7:00. Space is

limited—hope to see you there! The evening includes the South Bend staple Polish Buffet (with dessert!), cash bar, and all of the Museum's galleries will be open for touring. Tickets are \$27/non-SAH member and \$22/SAH member and are available by contacting:

Pat Bisson, SAH Treasurer  
8537 Tim Tam Trail  
Flushing, MI 48433-8805  
+810.639.4547  
patrickdbisson@yahoo.com

Of course, I also encourage you to attend the board meeting, which is open to all members, although there are matters that may demand executive session. You will be able to learn so much more about what our all-volunteer leadership is doing, and in doing so perhaps you can see an area to plug in. We need expertise in IT, in finance and money matters, in marketing and promotion, and more. In sum, we need a transfusion with new blood.

Until April travels, I will be busy teaching and doing some automobile history. One book I am currently reading is member *Gijs Mom's Atlantic Automobilmism: Emergence and Persistence of the Car, 1895-1940* (Berghahn, 2015). If nothing else, if you are interested at all in the period—and in the American, German and British automobile industries—you should review the bibliography. There is nothing like it, and it should prove useful for decades. The information contained in the text is staggering and can provide a takeoff for numerous future studies in many directions.

I also have a research query for you folks to help me with, if possible. In looking at the inventive career of Ferdinand Porsche to 1933, I ran across the life of a former business partner, Adolf Rosenberger. Rosenberger came to the United States in 1938 and changed his name to Alan Robert, becoming a naturalized U.S. citizen in 1943. He was quite a fast driver in the 1920s, participating in a number of Grand Prix races and hill climbs, driving a Mercedes. Right now I am trying to track down information on him while he lived in the Los Angeles area before he died in 1967. Can anyone help me find information on Robert (Rosenberger) and his shop in LA or any racing he did after 1945?

Best wishes to all of you for a blessed spring, when all of us can get back on the road again!

—John A. Heitmann

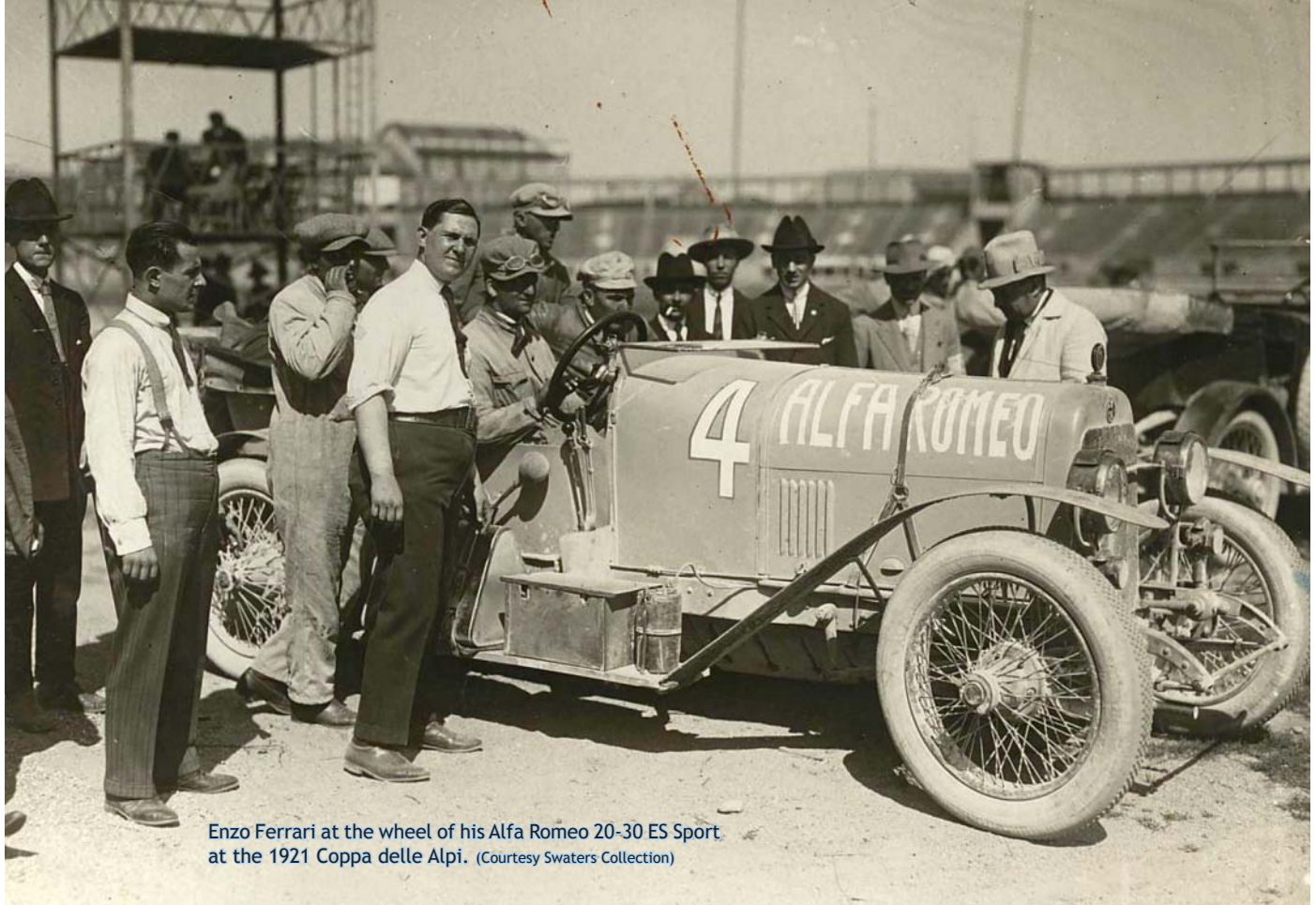
## Billboard *continued from page 2*

tion. Please address all nominations to the chair, *Susan Davis*, at [susandavis228@gmail.com](mailto:susandavis228@gmail.com).

**Future SAH Members:** It sounds odd to say that we are concerned with the *future* of automotive *history*—but we are. Getting our youth interested and engaged is a big part of saving that future. *Dennis David* teaches at the Shelton Intermediate School (SIS) in Shelton, Connecticut. This year he started the *SIS Car Club* as a way of introducing the world of the automobile and automotive history to his students. The activities include things like examining different automobiles up close, oral presentations, and drawing exercises. The story appeared in the *Shelton Herald* and reporter Brad Durrell described a drawing exercise where "one student drew a vehicle with nine exhaust pipes, which led to some lively discussion. 'That might as well be called the "Global Warming Machine,'" joked another student." The students have to do well

in their other classes to be able to participate in this program, so it acts as a motivator. To read the full story, see: <http://sheltonherald.com/58103/club-revs-up-shelton-students-love-for-cars/> and get inspired to do your own youth project.





Enzo Ferrari at the wheel of his Alfa Romeo 20-30 ES Sport at the 1921 Coppa delle Alpi. (Courtesy Swaters Collection)

## A DIAMOND IN THE ROUGH

*Editor's Note: this updated article first appeared in the Ferrari Opera Omnia (La Gazzetta Dello Sport, June 2007, ISBN: 977-1120506178), a 15-volume encyclopedia published in Italian. The author has dedicated his life to the pursuits of an automotive historian, and this subject has been part of his lectures to this day. My random inquiries may not be sufficient to fully support the notion that the subject herein is largely unknown, but I found that even avid Ferrari historians were not aware of what you're about to read—perhaps because not all news travels quickly when there's a language barrier. If so, this is a humbling reminder that there's a whole world out there beyond what is recorded in English.*

Is it still possible, in the third millennium, to stumble upon the proverbial automobile barn find? Which car enthusiast hasn't dreamt, at some point or another, of coming across a "Holy Grail" of motoring history, a car the very existence of which may never have been fully ascertained, or simply never even talked about?

From the story you are about to read, I can confirm it is still possible, for that's precisely what I managed to do.

This amazing find was triggered in the most banal fashion, by sifting through the classified ads of *Hemmings Motor News*: one of the best-known classic car magazines in America, with an international readership. Isn't it ironic that such an important car would go so unnoticed when advertised in possibly the most obvious of publications, scanned by thousands of knowledgeable car freaks, col-

lectors and traders? The reason why this happened in this particular case has to do with a specific element of history that only one reader was aware of.

*Hemmings'* October 2005 issue carried the ad, as succinct as they come: 1922 20-30 1641 ES Sport, body by Carrozzeria Emilia in Modena, one of the rarest old Alfas. (What "1641" refers to is unknown—Ed.) Contact details were provided in the form of an e-mail address and telephone number in Greece. Those short few lines were enough to make me fall off my seat and awake the "Indiana Jones" in me.

Why the fuss? Well, when an archaeologist spends a good part his life theorizing the existence of an ancient civilization without the back-up of real scientific evidence, the discovery of an irrefutable artifact proving him right can only be followed by a moment of bemused incredulity and sheer excitement. The feeling is hard to describe.

In itself, Alfa Romeo's 20-30 ES Sport is a sufficiently rare model to arouse interest without the need of further pedigree. According to Luigi Fusi's reference work, *Tutte le Alfa Romeo dal 1910* (the Bible of all serious Alfisti), only 123 were assembled in 1921 and 1922. Until this one surfaced in 2005, not a single example was known to survive anywhere in the world. The closest parent to this car is kept at the Alfa Romeo Museum in Arese, near Milan: a tipo 20-30 E from 1920, discovered by Fusi himself in Australia, sporting a phaeton body by Schieppati. A long wheelbase tourer with no sporting pedigree, its most important claim to history is that it was

ALFA ROMEO	
ALFA ROMEO: 1922 20-30 1641 ES Sport, body by Carrozzeria Emilia in Modena, one of rarest old Alfas. Phone: +30-210-9562196, Greece; email: exartima@acci.gr	
ALFA ROMEO: 1933 8C 2300, s/n 2211133, matching numbers, successful event history including 2004 participation Monterey Historics and Colorado Grand, excellent Paul Grist Monza conversion, documentation, FIA and FIA papers, \$1,650,000. Fantasy Junction, 1145 Park Ave, Emeryville, CA 94608, PH: 510-653-7555, FAX: 510-653-9754; www.fantasyjunction.com	
ALFA ROMEO: 1935 Type 35 3.8 liter race car; POA	
1957 Alfa Romeo SVZ Zagato, known history and life, running, driving, \$125,000. Cave Creek Classics, 623-465-7246, AZ; www.cavecreekclassics.com	
ALFA ROMEO: 1948 6C-2500SS cabriolet by Pininfarina, a very nice older restoration on a super original car. Manny Dragone, 203-335-4643, CT; www.dragoneclassics.com	
ALFA ROMEO: 1948 6C2500 PF cabriolet, stunning restored car in excellent condition, asking \$225,000. 800-	

the first Alfa Romeo model to bear the Romeo name on the badge (although he had taken over the marque in August 1915, Nicola Romeo kept the original A.L.F.A. name unchanged until 1920).

As the name indicates, the 20-30 ES Sport that followed was born with clear racing intentions in mind. It marked an important milestone for the company as it was its first model to be raced extensively, and rather successfully too. As such it should be reckoned as the heir to a long line of prewar racing Alfas, which would culminate with the 8C 2300s and 2900s of the 1930s.

Some of the greatest drivers of that era raced behind its wheel: Antonio Ascari, Ugo Sivocci, Giuseppe Campari, Giulio Masetti, the baroness Maria Antonietta Avanzo and (drumroll...) a young hopeful from Modena named Enzo Ferrari.

The design was the work of Piacenza-born Giuseppe Merosi, the first technical director of the Milanese manufacturer at the famous Portello works. The engine was a large in-line 4 displacing 4.25 liters rated at 67 bhp, which was installed in a version of the chassis shortened to 2,900 mm, allowing the car to reach a top speed of 130 kph. At this point, one ought to stop and consider that this was still a model devoid of any brakes on the front wheels.

In those days, it was normal practice for customers to purchase the bare chassis and mechanicals (including the radiator grill, engine,

hood and dashboard) and have the coachbuilder of their own choice conjure up the body type that suited their needs and taste. Works entries were dressed in Spartan coachwork featuring either “deux baquets” or “quatre baquets”<sup>1</sup>—two or four bucket seats—depending on race regulations: two seats for “speed” events such as the Targa Florio or the Circuito del Mugello race (that saw Ferrari win his class while finishing 2nd overall in 1921), and four seats for endurance races. The Coppa delle Alpi was one such race (anticipating modern rallies with a combination of speed and regularity trials), held over a grueling 2,300 km of Alpine roads and certainly one of the most prestigious events of the entire season. Enzo Ferrari came in second in class in 1921, an impressive fifth overall.

For all the above reasons alone, the resurgence of such an exceptional car should have raised more than a few eyebrows. Yet the real reason that sent chills down my spine was the mention of “Carrozzeria Emilia of Modena” coachwork. Being a native of Modena and having researched local automotive history for decades, I could be excused for taking a very personal interest in this find, but even so, there was more to it than that.

To explain the relevance of Carrozzeria Emilia not just in Modena’s history but in that of the automobile at large, I must take a step back to the period between 1988 and 1991 when I organized

SOCIETÀ ANONIMA ITALIANA

**ING. NICOLA ROMEO & C.**

CAPITAL: 60.000.000 FULLY PAID

**MILAN (ITALY)**

---

HEAD OFFICE  
6, VIA PALEOCAPA  
**MILAN**


TELEGRAPHIC ADDRESS:  
INGERSORAN MILAN

CODES:  
BENTLEYS . . .  
WESTERN UNION  
(five-letter)

BRANCHES: . . .  
**ROME**  
VIA DEL TRITONE, 125  
**NAPLES**  
CORSO UMBERTO I, 179  
**TRIESTE**  
VIA MADONNA AL MARE,  
N. 7

**“ALFA-  
ROMEO,,**

**MOTOR CARS**



**“ALFA - ROMEO,,**

**4 - Cylinder E-S Sport CHASSIS - Model 1921**

**Engine** - four cylinders all in one piece. — Bore 102 mm. — Stroke 130 mm.  
— Pistons in aluminium.

**Carburettor** - “Zenith,,.

**Ignition** - High tension magneto controlled by means of lever on steering wheel.

**Clutch** - Disc type.

**Change speed** - Four speeds and reverse (direct drive on the fourth speed).

**Rear axle** - Cast in one steel piece. — Special steel gearing.

**Transmission** - By cardan shaft with one universal joint.

**Steering gear** - Irreversible. — Worm and wheel type, with steering wheel in Exonite.

**Brakes** - Two brakes: one on transmission, the other one acting on rear wheel drum, controlled separately by foot pedal and hand lever - or both acting on rear wheel drum.

**Wheels** - 820 x 120 mm. - detachable - steel spokes - fitted with “Pirelli,, tyres (820 x 120 mm.); flat front ones - rear studs.

**Lubrication** - Forced system with indicator on dashboard.

**Cooling** - By centrifugal pump - radiator, belt-driven fan and automatic stretcher.

<b>Dimensions</b>	Overall length . . . . .	3950	mm.
	Overall width . . . . .	1640	“
	Wheel track . . . . .	1440	“
	Wheel base . . . . .	2900	“
	Body space . . . . .	2300 x 850	“
	Approximate weight . . . . .	1000	kgs.

**Speed** - About 120 kilometres per hour - thoroughly equipped.  
Chassis is supplied with or without:

**Electric** starter and lighting installation consisting of: electric motor, dynamo, time board with: gauge, voltmeter, ammeter, odometer, storage battery, electric horn, two headlights, two lamps, one tail lamp.

**Tool kit** with fittings - Jack - one spare wheel without tyre.

The cover and inside front cover of a 1921 Alfa Romeo 20-30 ES Sport English brochure. (Courtesy Lawrence Auriana Collection)

classic car auctions in Italy in association with Finarte. The sales—set in Modena—also included classic motorcycles as well as numerous lots of automobilia which attracted international attention. The very last of these auctions, in December 1991, featured an invoice from “Carrozzeria Emilia di Enzo Ferrari & C., n.63” dated April 15th, 1921, made out to Gibertoni & F. from Carpi (a nearby village). The work invoiced included “body repairs, new paintwork and a tire repair carried out on a SCAT automobile, n.22=720.”

It was the first time I had ever heard of Enzo Ferrari heading a coachbuilding concern. Until then, it was thought that Ferrari’s only activity prior to founding his Scuderia had been acting as an Alfa Romeo agent retailing the company’s models for the Emilia-Romagna and Marche regions. Scuderia Ferrari was founded in December 1929 and set him on his way to fame as a racing manager and entrepreneur for which he is remembered today. The invoice indicated instead that his career had begun at the helm of Carrozzeria Emilia, of which he was the acting partner with his own capital.

In researching the matter, I consulted all the known literature about Enzo Ferrari’s personal life, including works by Giulio Schmidt and Valerio Moretti, two of his biographers who had spoken with him at length before he passed away. All came to no avail, hence I remained non-committal upon writing the lot description for the auction’s catalogue, which read: “...in all likelihood this was the first company set up by Enzo Ferrari, of which however he never spoke in any of his autobiographical books. In 1922 he would appear in Alfa Romeo publicity material as a sales agent for the marque, reporting the same Via Jacopo Barozzi 5 address...”



The Carrozzeria Emilia invoice offered in the December 1991 Finarte auction that attracted my curiosity as a historian.

Long after the auction passed, I kept wondering why this episode had so blatantly been passed under silence by the *Commendatore*. An encounter with prominent Italian journalist Arrigo Levi in 1997 finally prompted a reply, on the occasion of a celebration of Ferrari’s 50th anniversary as a car manufacturer held by the Modena town council.

The Levi family was originally from Modena and Arrigo’s father, himself called Enzo, had acted as Ferrari’s lawyer before the war. Arrigo Levi explained that his father had long planned a book which remained unpublished, tentatively entitled “On willfulness and moral life.”

Among the entries Enzo Levi had written up was one about Ferrari: “I have often taken notice of the contrasting effects that an unfortunate event can produce upon different people. In some cases it marks the beginning of a vertiginous downfall, while in others it triggers the emergence of an unsuspected willpower: the energy of the subject hit by misfortune suddenly multiplies and his true qualities and skills come to light. Not only does the experience become revenge, but the errors made are learnt from and become a future entrepreneurial resource... [Enzo Ferrari’s] first professional venture was indeed a rather unfortunate one. Having lost his father while still very young, he elected to sell his father’s business, a steel construction company which had slowly and painfully matured from little more than a private workshop, and devoted himself to his passion for motor racing. Admittedly, this brought along a few successes but hardly of any economical nature and soon the family’s finances were ruined. The final straw was the bankruptcy of a coachbuilding concern that Ferrari had founded. The company produced quality coachwork but, alas, failed to return a profit. Enzo Ferrari’s mother [author’s note: Signora Adalgisa] was forced to intervene—even selling her furniture—to pay off all the debts, and Ferrari was left to start again from scratch...”

Ferrari managed to keep this episode of his personal past perfectly concealed right up until his death. It took over 70 years, and a series of casual incidents, for the story of Carrozzeria Emilia<sup>2</sup> to be unearthed and finally revealed to the world. Back in 1998, the AISA (Associazione Italiana per la Storia dell’Automobile)<sup>3</sup> organized a series of talks to celebrate the centenary of Enzo Ferrari’s birth, for which I wrote a short story about Carrozzeria Emilia which was then published partially in an Italian newspaper *La Gazzetta dello Sport*.

Now you will better understand my excitement upon discovering the advert in *Hemmings’* classified pages. I immediately got on the phone to Greece, asking further details about the car. As you will undoubtedly understand, I voluntarily omitted to drop Enzo Ferrari’s name into the conversation, for any historical fact linking him to the car would have resulted in an immediate increase of the asking price, by at least 100%... Luckily for me, the seller made no mention of Ferrari either.

On the very same day, out of curiosity, I searched the Internet for “Carrozzeria Emilia.” Together with a modern-day repair shop of no significance in Ozzano, Italy, the results returned the full transcript of my own article drawn up for the AISA seven years earlier... my knees started to shake!

This was turning into a race against time, as I needed to identify quickly a potential home for this important motor car. As a historian acting as consultant to collectors, I enjoy the privilege of influencing the destiny of the items I discover. The choice of an appropriate destination is crucial. In a way, a classic car we research and bring back to light after years in oblivion becomes like a second daughter. You cherish it for the sadness of its condition, the importance of its



**AUTOMOBILI**

SOCIETA' IN ACCOMANDITA

**CARROZZERIA EMILIA**



*Enzo Ferrari & C.*

Rep.

GRAFO: CAREMILIA MODENA  
FONO: 2-91

Modena li 24 Gennaio 1922  
Viale J. Barozzi 5

CAVEDONI MANERI NERINO

Caro Enzo -

Ho lo strumento in un posto  
speciale i soliti pochi giorni d'offi-  
canti impegni me lo hanno vietato.

Ti accredo quindi replied Credito Italiano  
N° 361818 per 5000. Sono veramente abbattuto  
giacchi avrei venuto via certamente delle  
due - Sono che Maria sarà già arrivata -  
Telegrafami l'ora del tuo arrivo.

Ti abbraccio tuo

*Enzo*

*Laura*

A 1922 letter by Enzo Ferrari to Laura Garelo, his future wife, on Carrozzeria Emilia letterhead. (Courtesy: Swaters Collection)

history, the rarity of its breed. And you certainly do not place your daughter in the hands of the first passer-by.

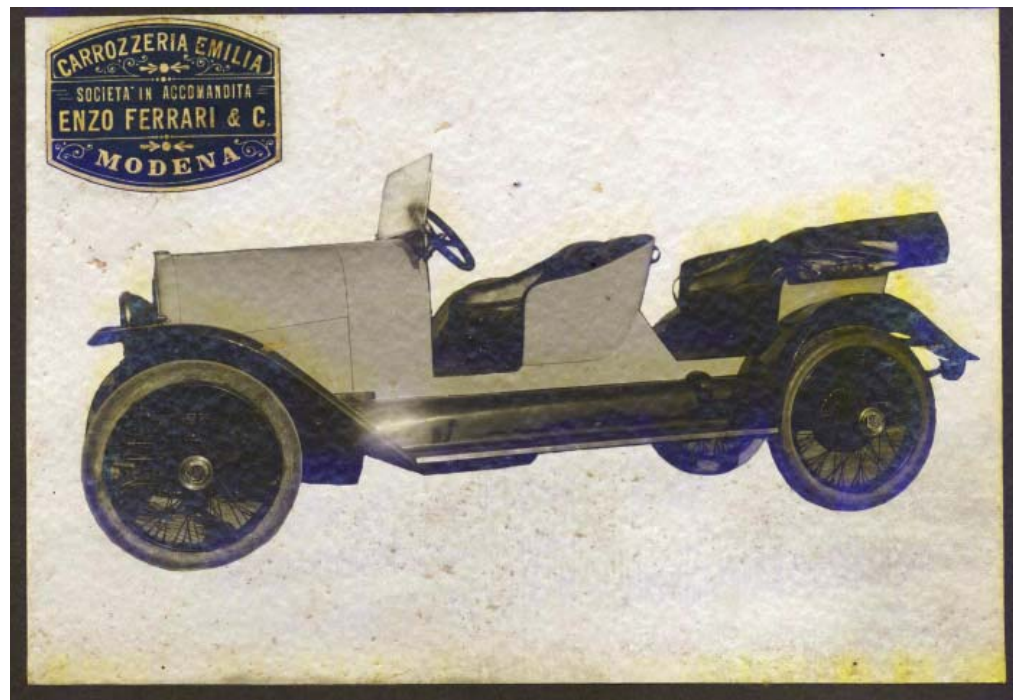
It was important to entrust this car to a connoisseur willing to restore it without spoiling its originality, and patient enough to al-

Modena, indeed, is where the car is now, waiting. Research has not been fully completed as of yet, and documentation is still being sourced wherever possible. The Swaters Foundation in Belgium delivered an original letter from the company, and pictures have been found with the Testi-Zagari-Spitzley archives in England and those of Alfa Romeo's own Centro Documentazione Automobilismo Storico.<sup>4</sup> My friend Giovanni Bossi also supplied an original sales brochure of the 20-30 ES Sport model from his own collection.

In a few months' time, the car will be stripped very carefully, and will be analyzed in detail in search of any hints as to its past history. The story, as told up to this point, is purely factual. Let us now venture into unknown territory and allow ourselves a few conjectures.

This car bears chassis number 3390 (no body number), and factory records indicate it is the 13th built in the series. It sports Rudge wheels, a period option which was expensive and generally was found on cars used in competition. Enzo Ferrari, at that time, was an official racing driver

for Alfa Romeo. It would be a quite plausible assumption to imagine that the car was raced as a works entry, and—why not?—that Ferrari himself could have raced it. This could lead to the further assumption that he then acquired the used car at a preferential price, had it bodied in his own works and sold it on for profit. Perhaps—we can only hope—this not so far-fetched and certainly fascinating hypothesis can be substantiated in part if positive elements are found upon



Carrozzeria Emilia promotional photo with coachwork for a Diatto. (Courtesy: Giovanni Bossi Archive)

low us to study it carefully before doing so. Cars, like archaeological artifacts, can reveal a tremendous amount of information about their particular history upon close, meticulous inspection.

I knew one such connoisseur in Lawrence Auriana of New York, a well-known investor of Italian origin and President of the Columbus Foundation. A dedicated collector, he owns one of the most comprehensive collections of Italian sports and racing cars in the world, and I have worked with him for several years.

After I revealed my story and the car's credentials to him, he quickly decided this Alfa Romeo should become a central piece in his already impressive stable of rare Alfa Romeo and Ferrari models. All that was left was for me was to fly to Greece and seal the deal. The car was still complete, despite having presumably not turned a wheel for the better part of sixty years. Up until only a few months earlier, it still had traces of its original dark livery, but the seller—thinking a traditional Alfa Romeo color would increase his chances of attracting customers—had had it repainted a flamboyant red.

The color in itself did not matter all that much: of much more consequence was to find the mark of Enzo Ferrari's legacy. I had to wait a while before finally being able to search for it and photograph it. After looking in all the usual areas, I finally found the coachbuilder's plaque on the sills after opening the rear doors. There it lay, proof at last: "Carrozzeria Emilia, Via Jacopo Barozzi No. 5, Modena."



The coachplate in the rear doorsill of the found Alfa Romeo 20-30 ES Sport with a close-up of the coachplate below.





dismantling the car. But that story can only be completed in another two to three years, and maybe then we can indulge in more detail in presenting the various phases of its recovery and the restoration process.

Enzo Ferrari was a representative of Alfa Romeo and of the CMN brand for the Emilia-Romagna and Marche regions. We can



The three color pictures above and the color pictures on the previous page are of the car 1921 Alfa advertised in the October 2005 *Hemmings Motor News*, as found.



Baroness Maria Antonietta Avanzo driving her Alfa Romeo 20-30 ES Sport at the 1921 Brescia flying kilometer race.

only assume that this 20-30 ES Sport was therefore sold locally, to a well-off family which later passed it on to a similarly well-heeled Greek estate. An Italian road tax sticker dating back to 1925 still adorns the steering column, hence suggesting that the car remained in Italy at least until that year. It is likely that it found its way to Greece at some point within the next two years. We do not know where the car was registered in Italy—the number plate system in Italy was completely revised in 1927 (letters indicating the county were introduced to the previously numerical-only arrangement), and it is still possible to research records from that point onwards, while all previous records have been lost, leaving us with no clue where this car might have been first registered; the *ante-litteram* Ferrari.

—Adolfo Orsi, Jr.

**Notes:**

<sup>1)</sup> The term bucket derives from the French *baquet* (as used in Italian consequently), which identifies just that: a bucket. Between the last two decades of the 19th century and the first decade of the 20th century, France had been home to the biggest automotive expansion; thus many terms of French origin were applied to the automobile in the pioneering days, such as garage, chauffeur, cabriolet, coupé, and many more.

<sup>2)</sup> The *Carrozzeria Emilia di Enzo Ferrari e C.*, società in accomandita semplice (limited partnership), was registered on 1st August 1920 between the general partner Enzo Ferrari and the limited partner Pietro Casalegno, from Milan with a capital of Lire 50.000; Enzo Ferrari paid Lire 37.500 and Casalegno Lire 12.500.

<sup>3)</sup> Italian Association for Automotive History. (*The SAH has had a relationship with the IAAH since 1989. See: aisastoryauto.it —Ed.*)

<sup>4)</sup> Alfa Romeo Historical Automotive Documentation Center.

# Book Reviews

## The Early Laps of Stock Car Racing: A History of the Sport and Business through 1974

by Betty Boles Ellison

McFarland & Company (Sept. 2014)

McFarlandpub.com/ 800-253-2187

296 pages, 7" x 10" softcover

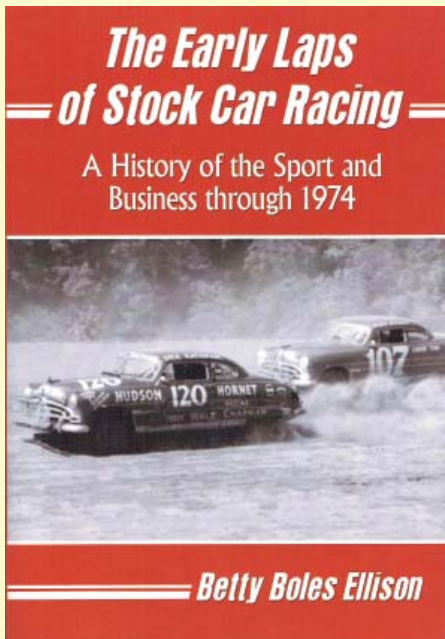
12 photos, notes,

bibliography, index

Price: \$35.00

ISBN-e: 978-1476616223

ISBN-13: 978-0786479344



*Editor's Note: the subject of this book is as popular with journalists and historians as it is with the readers of their publications; accordingly, it inspired the following review essay—a review of the book expanding into a historian's analysis of the subject and its treatment in print.*

It is a challenge to write a history of the sport of American stock car racing. While it is a relatively simple matter to write a book about the topic, producing a monograph that poses questions, provides new insights, and offers thoughtful interpretations about the sport is an entirely different proposition. Only very recently have histo-

rians produced scholarly monographs on the sport that differ greatly from the usual fare that is produced, which typically dwell exclusively on NASCAR (the National Association for Stock Car Auto Racing) and which tend to be little more than hagiographies of William Henry Getty "Big Bill" France and the France family. There is also a marked tendency in these books to endlessly repeat the legends, folklore, and mythology of the sport, which inevitably (and usually, greatly) exaggerate the involvement of those involved in the illegal alcohol business as well as misunderstanding the roles of those who were involved in such dealings. Historical nuance and complexity usually tend to take a backseat to journalistic bombast and paeans to NASCAR and the France family, directed at an audience of enthusiastic racing fans.

*One Helluva Ride: How NASCAR Swept the Nation* by Liz Clarke (Villard Books, 2008), *The Wildest Ride: A History of NASCAR, (or, How a Bunch of Good Ol' Boys Built a Billion-Dollar Industry out of Wrecking Cars)* by Joe Menzer (Simon & Schuster, 2002), *American Zoom: Stock Car Racing—From the Dirt Tracks to Daytona* by Peter Golenbock (John Wiley and Sons, 1993), *NASCAR: A Celebration* by Bob Latford (Carlton Books, 2002), and *NASCAR: The Definitive History of America's Sport* by Mike Hembree (Harper Entertainment, 2000), are but a sampling of the books that have been about the history of American stock car racing in the form of NASCAR and Big Bill France. These books were all written by sports journalists and not historians—and it certainly shows. While often quite entertaining, it is an understatement to suggest that little is provided in the form of intellectual sustenance or historical heft in these books. One could argue, of course, that such notions are not the intent of those kinds of books; however, one could then respond that there is far more to writing history than simply writing about the past.

Among a sampling of the recent scholarly monographs that address the topic of American stock car racing are: *Lost Revolutions: The South in the 1950s* by Pete Daniel (University of North Carolina Press, 2000) and *From Moonshine to Madison Avenue: A Cultural History of the NASCAR Winston Cup Series* by Mark D. Howell (Bowling Green State University Press, 1997), works that focus on the sport through the lens of cultural history; and *NASCAR Nation: A*

*History of Stock Car Racing in the United States* by Scott Beekman (Praeger, 2010) and *Real NASCAR: White Lightning, Red Clay, and Big Bill France* by Daniel S. Pierce (University of North Carolina Press, 2010), which provide somewhat broader narratives of the sport. The contrast between these works and those written by sports journalists is, generally, as day is to night.

NASCAR and Bill France are, of course, at the epicenter of any discussion of the history of American stock car racing. However, the secretive, enigmatic ways of NASCAR and the France family (which are, for all intents and purposes, essentially one and the same) tend to make delving too deeply into some issues or raising certain questions regarding the operations of NASCAR and the France family difficult to nearly impossible. For instance, financial information on the organization and the family, even from the early years, tends to be scarce, still very closely held, even after all these years.

Nor does it seem that NASCAR and the France family take kindly to criticism or being questioned. It could be suggested that the France family and NASCAR also tend to view history as not only a commodity but something that can be manipulated and revised to suit their purposes. Perhaps it is telling that NASCAR does not have an academically-trained historian on staff (something which scarcely makes it unique in the world of sports) and that the historian of the NASCAR-licensed NASCAR Hall of Fame in Charlotte, North Carolina, is a former NASCAR employee (he worked as the Director of the Archives for the International Speedway Corporation and then in the NASCAR public relations office as Coordinator of Statistics) and an artist, not an academically trained historian. While this is simply an observation, even if a bit of a snarky one, it reflects on the previous point that many of the histories of NASCAR tend towards not only echoing one another, but also tend to hew to what might be considered the NASCAR party line.

What then to make of *The Early Laps of Stock Car Racing* by Betty Boles Ellison, who would seem to be yet another in the parade of journalists turned historian? I would suggest that, perhaps, lurking between its covers there just might be the gist of a very good book about NASCAR, Big Bill France, and the latter's way of conducting business. Unfortunately, Ellison instead gives us yet

another well-intended but ultimately unsatisfying book about the history of American stock racing in the form of NASCAR and Big Bill France. The rather canned, episodic season reviews that are the mainstay of many of the book's chapters tend to be almost an excuse to produce a roll call of the deaths that occurred in NASCAR racing or weave in what is often extraneous, even trivial information.

Several chapters are interesting and done well, those that Ellison devotes to African American drivers in Chapter 5, "A Lily White Sport," and, Chapter 19, "The Man That NASCAR Kept Overlooking," which provides a look at Wendell Scott, the only African American driver to win a NASCAR Grand National race. Elsewhere, however, Ellison is less successful in her attempts to provide a history of American stock car racing, especially its origins and early years. Rather than one more attempt to plow the furrows of NASCAR, one wishes that Ellison had devoted attention to stock car racing during the interwar years, especially in the United States as a whole, not just the South and Southeast. Ellison does *hint* at this topic at various points early in the narrative, but never *develops* it.

Conspicuously absent from Ellison's bibliography is the work of sports geographer Richard Pillsbury. In his pioneering 1974 article, "Carolina Thunder: A Geography of Southern Stock Car Racing" published in the *Journal of Geography* (Vol. 73, Issue 1, p39-47), Pillsbury challenges the oft-held notion of stock car racing being a distinctive Southern phenomenon. Pillsbury also finds it questionable that those in the illegal liquor business, the moonshiners, were a significant force in the development of stock car racing. In recent years, others are also questioning the roles and the nature of the involvement in American stock car racing of the moonshiners. There are suggestions that while there were certainly those involved in both stock car racing and the illegal liquor business, their actual numbers are open to question, to say nothing of there being very serious doubts as to their being the "originators" of American stock car racing. Unfortunately, Ellison seems to be very uncritical of Tim Flock's tale of the Stockbridge, Georgia, track and very accepting of the other aspects of the moonshiner and stock car racing mythology. In essence, she generally parrots the usual myths regarding the moonshiners, as do so many others.

To give credit where credit is due, Ellison does, however, bring attention to the Big Bill France-created myth of the crooked race promoter. According to this tale (it is given in some detail in *The Racing Flag: NASCAR – The Story of Grand National Racing*, co-authored by reporter Bloys Britt and Bill France, Pocket Books, 1965), one that NASCAR clung to and touted as the official party line for decades and decades, the rationale for the creation of NASCAR was to protect drivers from greedy, larcenous promoters who would promote a race and then abscond with the gate receipts without distributing the purse to the drivers, denying them their prize monies. Ellison suggests that this was a ploy to deny the heavy involvement in NASCAR. That it might also cast aspersions towards race promoters in general—such as France himself—seems not to have been a factor in the myth. As Ellison notes, few seem to have been able to remember or have discovered only a very few, rare instances of these unscrupulous race promoters, scarcely a problem on the order that France made it out to be.

In a later, 1989, article, "A Mythology at the Brink: Stock Car Racing in the American South" published in *Sports Place: An International Journal of Sports Geography* (Vol. 3, No. 3, pp. 2-12), Pillsbury suggests, in the conclusion to the article, first, that the mythology of stock racing as being Southern was at its brink, and second, that it was becoming nationwide sport. While events would seem to support his latter point, the former seems to be still either teetering on the brink or is so embedded in the American mythos that it might be only in years to come that it is finally dispelled. These important aspects of stock car racing get very little attention by Ellison even though these factors would seem to easily fall within the timeframe she explores.

With the absence of any discussion similar to that devoted to NASCAR of the many other groups or sanctioning bodies in American stock car racing by Ellison, sharing a fault all too common to this topic, it is difficult to even begin to consider it as being truly a history of stock car racing. Again, to give credit where credit is due, Ellison does give at least some coverage to some of those groups in competition with NASCAR during its formative years. However, the stock car racing activities of the American Automobile Association (AAA), the United

States Auto Club (USAC), and others (some examples being, for instance, IMCA and MARC/ARCA) are largely absent from the narrative. This tends to deprive the book of any larger context, making NASCAR once again the Alpha and Omega of American stock car racing, essentially ignoring or disregarding any other aspects of the sport outside Bill France's organization.

Various factual or interpretative errors appear in *The Early Laps of Stock Car Racing*, some of which may not be due simply to the gremlins that have plagued the publication of books since Gutenberg or the lamentable near-absence of editing. While it is evident that Ellison conducted what certainly appears to be a great amount of research, this does necessarily mean that it is well researched in many instances. Ellison's treatment of William K. "Willie K" Vanderbilt, Jr. suggests a lack of understanding of his roles in the Automobile Club of America and events such as the Briarcliff Cup held in New York's Westchester County and the Grand Prize for the ACA Gold Cup held in Savannah, both in 1908. Neither Vanderbilt nor the Motor Cups Holding Company (which Ellison erroneously calls the Motor Car Holding Company) were involved in the promotion in either event: the Briarcliff event was conducted by the Automobile Manufacturers' Committee whose chairman was Robert Lee Morrell; the promoter of the ACA Grand Prize event was the Automobile Club of Savannah. In either case, Vanderbilt was not involved in the promotion of the events as suggested. The Motor Cups Holding Company, incidentally, was not formed until 1909, its sole purpose being to coordinate the running of the Vanderbilt Cup and the ACA Grand Prize events.

Although Ellison does use 1908 as the year of origin for American stock car racing, she fails to provide or discuss the context for selecting that date: in its revision of the Racing Rules for 1908, the Racing Board of the AAA included definitions for "stock chassis," "stock cars," and "touring cars," this being a deliberate shift in emphasis it wished to place on the types of automobiles participating in American automotive contests, this being a move away from specially-built racing machines to those based on production cars. This would be a bone of contention between the AAA and the ACA after the schism developed between the two organizations during 1908.

Ellison's discussion of the promotion of the prewar races held at Daytona Beach could have benefited from what is admittedly a secondary source, but one that in some cases provides a more complete picture of some of the issues raised: Greg Fielden's *High Speed at Low Tide* (Galfield Press, 1993). While Fielden does not provide citations for his material or even a bibliography, which are all too typical of works devoted to "auto racing history," combined with those sources that Ellison uses from her research, perhaps a clearer, more coherent picture of these events might have emerged.

In view of the fact that Ellison seems at her most engaged and decisive when she zeroes in on the business dealings of Bill France and NASCAR, one is inclined to suggest that *that* is the book she may have really wanted to write. It should be clearly understood that Ellison is not yet another hagiographer of Bill France. Instead, she poses tough questions and her digging through the murky waters that surround the finances of NASCAR, especially in its formative years, suggests answers that are not likely to please NASCAR and the heirs

of Big Bill and "Annie B." France. In doing so, she treads where very few have either dared or even thought to go. A cynic might suggest that such boldness would upset the *quid pro quo*—read: press credentials and access as an incentive for friendly coverage . . . Perish the thought that the pen might not be mightier than the wrath of NASCAR.

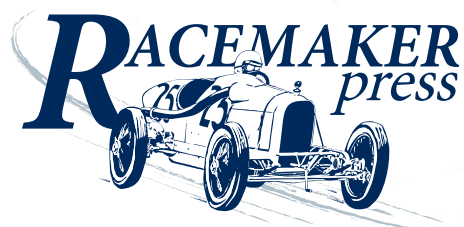
Ellison's research in these areas brings to the surface some interesting artifacts, one of the most important being copies of the actual papers filed by France for the incorporation of NASCAR in 1948. This document is very much at odds with what was presented to the press and the racing community at the time. Rather than an organization composed of drivers, car owners, and promoters, all participating in the governing of the new organization, France ensured that NASCAR was *his*, with only a very select few being allowed to have a voice—and none louder than his. In essence, Ellison suggests that NASCAR was a source of wealth for France and his family. As a result of much digging and literally doing the math, Ellison establishes that the average purse at NASCAR events was generally in the +/- 10 percent range of

the gate. This, Ellison suggests, means that NASCAR and France rarely had a loss on a race they promoted. This, as she also suggests, was a serious area of contention and friction between NASCAR and the drivers and car owners.

Given the many details that Ellison provides on the finances of NASCAR and the France family along with the consequences and conflict they led to, one wishes that she had made this the focus of her book. Ellison's knowledge and evident familiarity with handling the fiscal issues of NASCAR is all too often diffused with the many diversions and vignettes that are tossed into the narrative which ultimately make the book very frustrating to wade through.

However, given the paucity of monographs on NASCAR that attempt to tackle the history of that organization from a different perspective, there is still much to suggest that Ellison's book (among the few to bother with such things as endnotes and a bibliography) does deserve a place in literature of American stock car racing and on the bookshelf of the automotive competition historian.

—H. Donald Capps



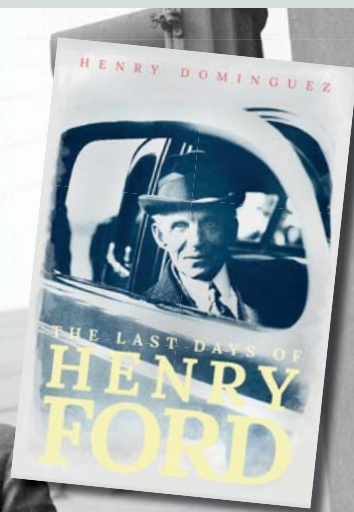
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by Adolfo Orsi and Raffaele Gazzi

Historica Selecta (2014)

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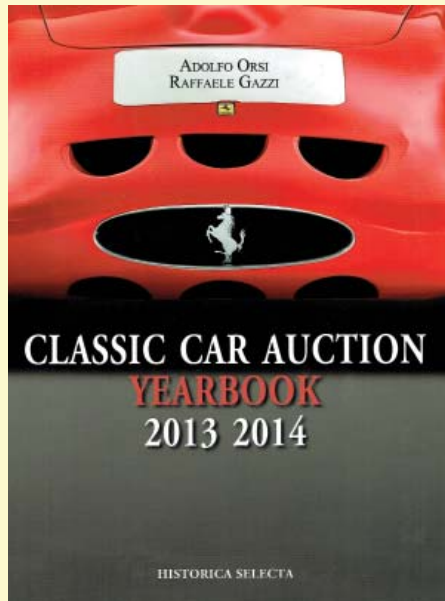
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763 b/w, 133 color photos, 63 graphs

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ISBN-13: 978-8896232064



This is an annual volume that analyzes, reviews and reports on the year's auction results from seventeen renowned automotive auction houses—nearly ninety auctions (*the list fills an entire page of the book*). The review could end there, but this book is far more than that. Technology has forced a lesson that data intensive subjects are best kept in and viewed on a computer, while all else may still work in the format of a book. This book shows that data can be beautiful—and that flipping pages may be a more desirable way to graze and digest data.

All results are individually listed alphabetically by marque. Each entry includes the year, model, coachbuilder, chassis number, steering (RHD/LHD), the auction estimate, the hammer price in GBP, USD, EUR, the sale information that includes the date, place and name of the auction house, and a short description. This is thoughtfully supplemented by trending graphs and several “top” listings: the top 250 results of the year, the top 100 from various perspectives, the top ten cars with extensive descriptions, the top five for each year over the last twenty years, then the top 25 over the last twenty years. The market analysis section starts with contributions from four auction houses, ending with the analysis of the two authors.

This annual reference tome was the creation of Adolfo Orsi, Jr. His appreciation for fine collec-

tor cars comes as no surprise; he is the grandson of Adolfo Orsi—the industrialist who purchased Maserati in 1937 and was involved with the company until 1968—and the son of Omar Orsi, who was the managing director. In the mid-1980s he decided to specialize in the field of collector cars, organizing auctions in his native Modena, Italy. In analyzing auction results he realized there was no ready source for this data, so eventually he set out to create it. In 1993, Orsi and his partner Raffaele Gazzi got together with Alberto Bolaffi—of the Bolaffi Ambassador Auction house—to produce the first yearbook. Hagerty replaced the Bolaffi name for the 2008 edition, but all editions thereafter became the sole production of Historica Selecta SRL, the Italian company founded by Orsi

### Rubber: An American Industrial History

by Quentin R. Skrabec, Jr.

McFarland & Company (Dec. 2013)

McFarlandpub.com/ 800-253-2187

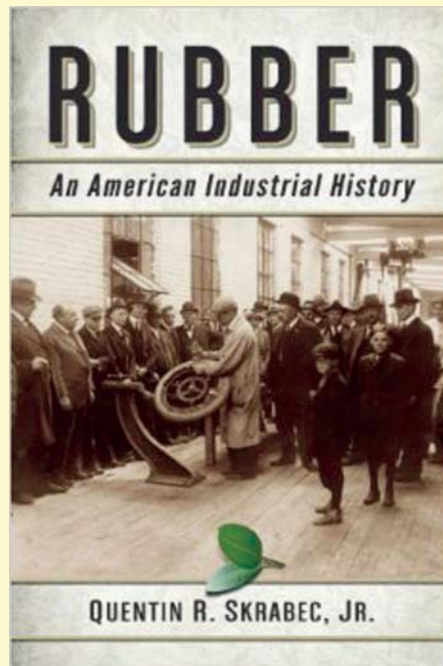
244 pages, 6" x 9" softcover

18 b/w photos, 32 images, notes, timeline, bibliography, index

Price: \$39.95

ISBN-10: 0786469986

ISBN-13: 978-0786469987



*Rubber* relates the story of this entire industry, from inception to present day. It would make an outstanding textbook for it contains balanced discourses on the pluses and minuses of labor unions, various political influences that have affected the industry, discussions of managerial styles and philosophies, and the patterns or life cycles that every American industry, including rubber, experience over time. There's also a “textbook” perfect marketing lesson provided by Akron,

in 1990 and partly owned by Gazzi since 1991, and is now sponsored by Credit Suisse.

The quality of the production is evident, not only in its contents, but also in its construction. The glossy paper is held by a robust spine and nearly every page has pictures with captions that start with a reference number that could be found, in bold, within its respective auction result line entry. From the average enthusiast to the ardent auction follower, you will find this yearbook very engaging. They say the best technology is the item you never thought you needed, but after you have it, you don't know how you could live without it, e.g., the smartphone. Here we see an example where that saying could be applied to a book.

—R. Verdés

Ohio, which successfully attracted the rubber industry to its locale despite the area lacking any of the needed natural resources, having insufficient people to supply even a basic workforce, and no transportation infrastructure in place to bring those needed resources or labor into the area.

Yet while Quentin Skrabec's *Rubber* offers the reader lessons and understanding, its very readability likely means it has virtually no chance of actually being adopted as a textbook—at least under criteria that textbook selection groups seem to apply for approving such. A bit less flippantly, there is also the reality of a number of typo and editing errors. Then, too, most textbook selection committees frown on text authors expressing personal opinions, which Skrabec is certainly wont to do at various times as he unfolds the rubber industry history in this book.

Tire development and production is very much a part of the story, but *Rubber* includes other products ranging from sporting goods to clothing to airplanes and, yes, blimps! There are some surprises too. An example: prior to reading this book your commentator had no idea the pivotal and influential role the rubber industry—two in particular (Firestone and Goodyear)—played in the formation and establishment of Alcoholics Anonymous. Or that a rubber manufacturer (U.S. Rubber Company) was one of the twelve charter companies when the Dow Jones Industrial Average was established in 1896. Or that it was a rubber manufacturing company that developed the first successful airplane wing de-icing system (Goodrich).

For discerning readers, especially those desirous of expanding cognizance of “how the world works,” Quentin Skrabec, Jr.'s *Rubber: An American Industrial History* is a most worthwhile and thought-provoking read. Even the typos and occasional odd word choice become a game, an intellectual exercise to identify what should, more correctly, be on the page.

—Helen V Hutchings



The starting line at *The Grand Ascent* during *The Elegance at Hershey* concours, June 14, 2015.

## ON BEING “A CAR GUY”

I had an interesting experience during “The Elegance At Hershey” concours weekend held June 13-15. At the Friday night gathering at the AACA Museum I had the opportunity to spend some time talking to Robert A. “Bob” Lutz, the honorary chairman for the event. Bob Lutz only recently concluded a 47-year career in the automobile business, holding executive positions with Ford, Chrysler, BMW and, most recently, from 2001 to 2010, vice chairman of General Motors.

I wanted to ask him how, as an admitted “car guy,” he had managed to survive in Detroit. I related to him how, in early 1970, when I was getting ready to leave the editorship of *Antique Automobile* magazine, I thought seriously of trying to get a job in Detroit in some public relations position. A good friend of mine, *John Conde*, who had been one of my fellow founders of the Society of Automotive Historians, was head of PR for American Motors (remember them?) and I contacted him. I said, with my experience racing sports cars in the 1950s, working as a race car mechanic and writing experience as editor of *Antique Automobile*, old-car editor of *World Car Guide* and writing a column “Old Car World” in the former *Competition Press & Autoweek* (now just *Autoweek*), I would be one of the first persons to get hired for any PR opening in Detroit.

Conde’s reply to me was that I would be absolutely the last person hired. Reason? Because some time I might make a company decision based on my heart rather than my head and could cost the company a lot of money. He added that the fact he was a “car guy” was one of the best kept secrets in Detroit. So much for Detroit and being a “car guy.”

I did ask Lutz that question. His reply was that when he got into the automobile business back in the 1960s, it was the “car guys” who were in charge. They knew if you gave the public cars with good looks, innovative design and top quality craftsmanship, sales and profitability would follow. He pointed to General Motors’ domination of the market with its then-bold, creative leadership and its iconic brands, Buick,

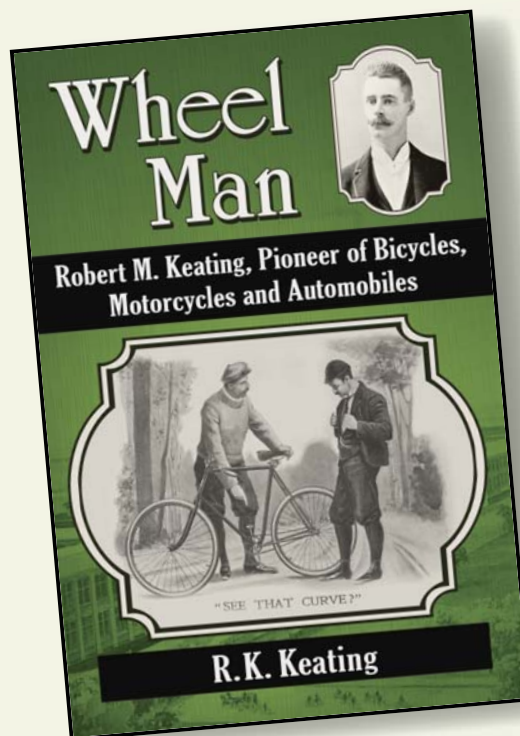
Cadillac, Chevrolet, GMC, Oldsmobile and Pontiac.

However, he said GM’s leadership started listening to the “bean counters,” their faith in numbers and spreadsheets. Profits for profits’ sake became the tune they were playing and product and customer satisfaction became secondary. When they lost their single-minded focus on product excellence, cookie-cutter cars at the lowest cost and quality resulted and their competitive advantage disappeared, smarter competitors (spelled J-A-P-A-N) emerged and decline soon followed.

Lutz was hired back out of retirement in 2001 with the mission to help GM start making exciting quality automobiles again, and they have. This is the cautionary tale he tells well in his 2011 book *Car Guys vs. Bean Counters: The Battle for the Soul of American Business*. (Please see SAH Journal #253 for a review of this book written by Louis Fourie —Ed.)

If you are a “car guy,” and I assume most SAH members are, it’s well worth reading and is still available.

—William S. Jackson



In early 1901 bicycle manufacturer Robert M. Keating developed and marketed a ground-breaking motorcycle before either Indian or Harley-Davidson, and later successfully sued both companies for patent infringement. His company also manufactured automobiles beginning in 1898, both electric and gasoline powered. At the time of his death Keating held 49 patents—everything from bicycle and motorcycle designs to baseball’s rubberized home plate to a modern flushing device for toilets.

This book tells the story of Keating and his Keating Wheel Company, a Gilded Age story of unbridled inventiveness.

296 pages \$35 softcover (7 × 10)  
12 photos, notes, bibliography, index  
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## G. Marshall Naul (1919-2015)

The Society's co-founder and first president, *Marshall Naul*, died Sunday, January 14th, 2015, at the Shore Nursing and Rehabilitation Center in Chestertown, Maryland. He would have been 96 in a fortnight's time.

Born in Pittsfield, Massachusetts, George Marshall Naul was the only son of James and Rebecca Cogswell Naul and grew up in Plainfield, New Jersey. A graduate of Pratt Institute in Brooklyn, New York, he was a chemical engineer and worked with Celanese Corporation in Delaware during the 1940s. He later worked in plastics development, with such companies as General Electric, Westinghouse and Owens Corning, and was awarded a number of patents.

It was the automobile, however, that was Marshall's lifetime consuming passion. He always had a penchant for unusual cars, and his daughter remembers growing up with a succession of makes, the likes of Hillman, Renault and Peugeot. It was a long-running correspondence with the late *Richard Brigham* that led to the founding of SAH. In fact, it was Marshall's idea. As Dick Brigham's wife, *Grace*, put it, in a history of the early years of the Society published in *Automotive History Review* No. 29, it was "about a special organization for all those historians who were constantly digging up puzzling facts concerning motoring's past and present." In the early part of 1969, Marshall and Dick wrote to everyone they knew with a similar bent. An unofficial newsletter was issued that September, and on October 11<sup>th</sup> an organizational meeting was held in the office of *Bill Jackson*, then editor of *Antique Automobile*, magazine of the Antique Automobile Club of America, at Hershey, Pennsylvania.

By Marshall's account, as related to Grace, "by default I was selected to chair this very informal get-together." Very soon a members' list and by-laws followed, and collaborative work began on "correcting the roster," the "roster" being a haphazard list of American automobile makes concocted over the years by journal-

ists and industry figures. The culmination of this effort emerged in 1985 as the very comprehensive *Standard Catalog of American Cars 1805-1942*.

Some time after the Society's founding, membership numbers were assigned, and Dick Brigham was honored as Number 1. Bill Jackson, who provided not only his office but also refreshments for the organizational meeting, was allocated Number 2. Marshall, in his characteristic unassuming manner, came away as Number 10. His work for SAH was not low-key, however. In addition to kicking off the Society as president, he edited the newsletter for 21 issues in the 1970s.

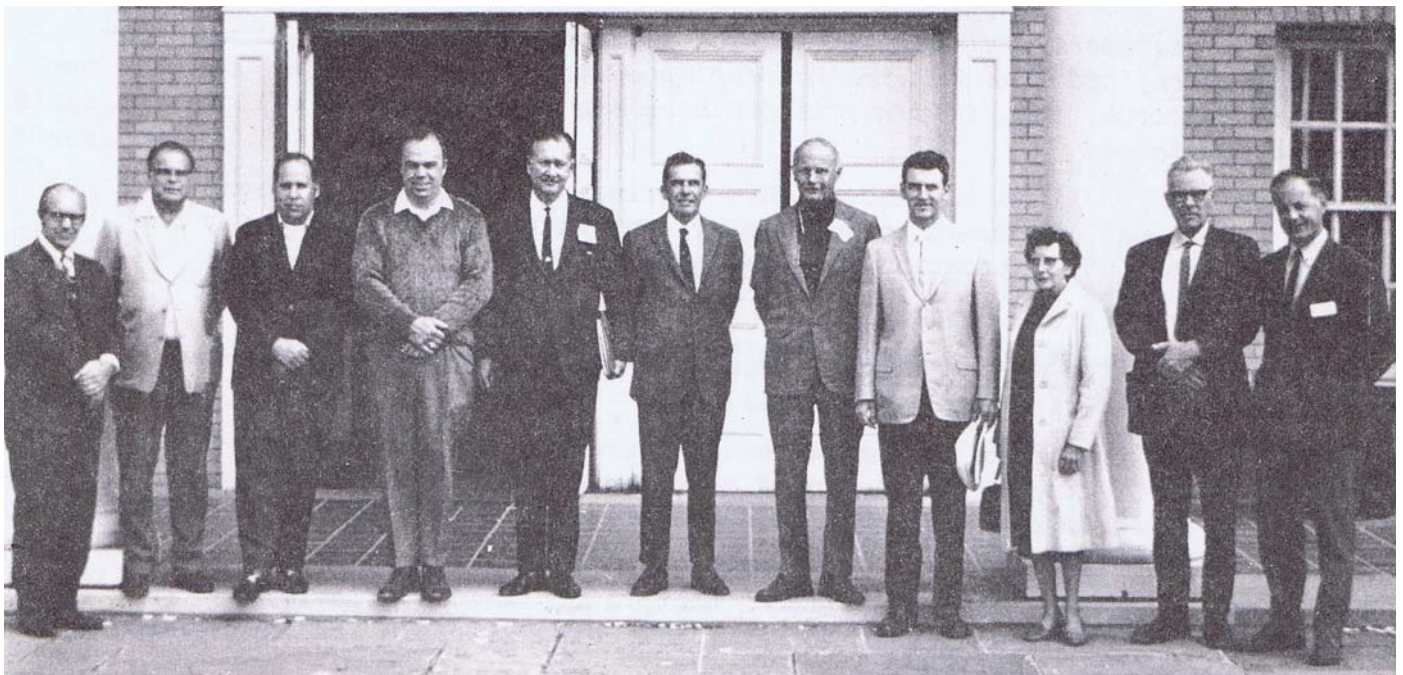
An engineer by training, he had an analytical mind and was well versed in statistics. Thus he delved into survival rates for old cars, publishing several articles on the topic, and compiled histories of proprietary engine manufacturers—Continental, Lycoming and minor makes like Falls, Northway and Ansted—that remain the trusted sources even today. I keep a folder containing these articles within arm's reach of my keyboard, for ready reference whenever I need it.

I had the pleasure of working with him on a project to plot the geographic center of the American auto industry over the twentieth century. He supplied the geographic data and I had access to industrial computers that could crunch the numbers. The results of our investigations were published in *AHR* No. 22.

Marshall also compiled and edited two books, *The Specification Book for U.S. Cars 1920-1929*, and a similar volume for 1930-1969, the former with *Keith Marvin* and *Stanley K. Yost* and the latter with *Perry Zavitz*. It was with much justification that he was named, somewhat belatedly, a Friend of Automotive History in 2009.

He was predeceased by his wife, Katie, in 1984. Survivors include a sister, Ruth Hucks of Centennial, Colorado; a daughter, Melissa Clarke, of Chestertown; a son, Patt, of Honolulu, Hawaii; and two granddaughters. Services and interment were private.

—Kit Foster



Present at the creation: Left to right, William S. Jackson, Henry Austin Clark, Jr., John M. Peckham, Bruce Baldwin Mohs (builder of the Mohs Safarikar, et al, who attended the meeting but did not join SAH, then or since), Herman L. Smith, G. Marshall Naul, Charles W. Bishop, Guy P. Seeley, Jr., Grace R. Brigham, Richard B. Brigham, and Glenn R. Baechler, demonstrate the formal organization of SAH, October 11, 1969, at Hershey, Pennsylvania. (From the Richard and Grace Brigham collection.)

