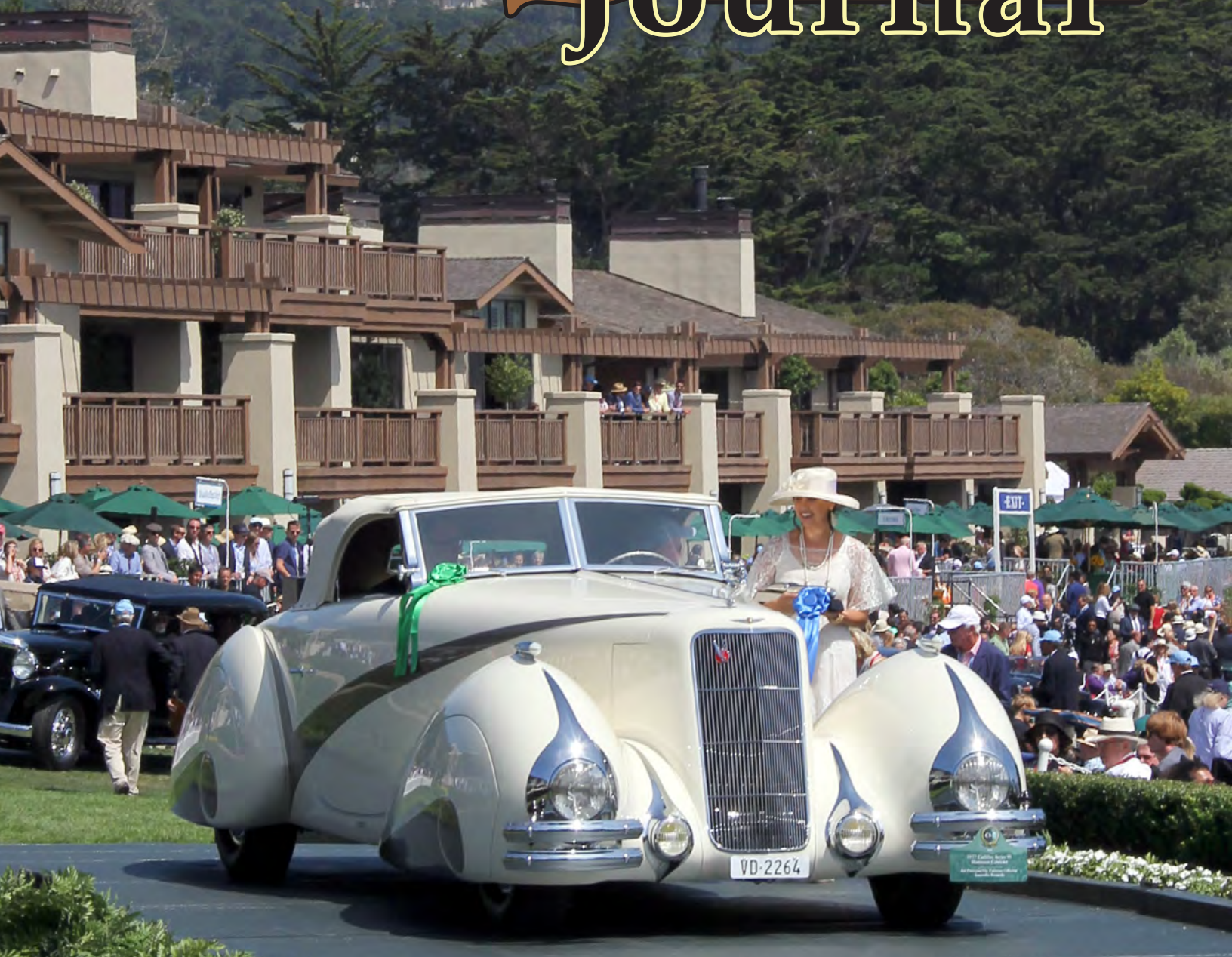


SAH Journal



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SEPTEMBER / OCTOBER 2018

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Contents

- 3 PRESIDENT'S PERSPECTIVE
- 4 THE ANNUAL SAH AWARDS PRESENTATION, HERSHEY, PA
- 7 ON THE ORANGE FIELD
- 9 THE 2018 MICHAEL R. ARGETSINGER SYMPOSIUM
- 12 BOOK REVIEWS
- 15 IN MEMORIAM

Billboard

History Revisited—SAH Returns to Automobile Club de France for 24th Euromeeting:

After a one-year absence from our traditional venue in the City of Light, we're pleased to announce that the Society's European Meeting will return to the historic Automobile Club de France, the world's oldest motoring organization.

Our 24th gathering in Paris will take place on Thursday, February 7, 2019 at the Club headquarters on the Place de la Concorde. This



is the evening of the second day of Rétromobile, Europe's largest indoor historic car event. We are pleased to have negotiated a lower *prix fixe* *continued on page 3*



Front cover (and above): This is the 1937 Cadillac Series 90 Hartmann Cabriolet, owned by Jim Patterson/The Patterson Collection, Louisville, Kentucky, shown at Pebble Beach in August. To add to all that has ever been written about this car, here's the description from the show's field guide: "In 1937 Cadillac built fifty of their most expensive Series 90 V-16 chassis, and all but two were bodied in-house by Fleetwood. This chassis was delivered to Lausanne, Switzerland, to be bodied by Carrosserie Hartmann per an order by local resident Philippe Barraud, a wealthy playboy of the 1930s. Barraud wanted an outrageous, bespoke automobile to suit his stylish lifestyle. Stretching 22 feet in length, the car was designed in the sweeping cabriolet style of the Delahaye built by Fioni & Falaschi for the 1936 Paris Auto Salon. The car soon suffered several accidents, possibly because its size was unsuitable for small European roads, and it was permanently parked in 1939. Then it was all but abandoned until the summer of 1968 when a second owner acquired it for just \$925. Over the following 50 years it changed hands many times and gained several non-original embellishments, but this unique and imposing Cadillac V-16 now has been meticulously restored to its original configuration and its original off-white paintwork with distinctive gray body stripe and fender skirts for its debut at the Pebble Beach Concours d'Elegance."

Back cover: There are many faces to the iconic event simply known as "Hershey" to enthusiasts—this image probably captures much of the feel of a stroll through the many acres full of automobiles and automobilia.

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.

SAH Journal

ISSUE 294 • SEPTEMBER/OCTOBER 2018

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



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Join, renew and more right on-line!

President's Perspective

SAH has been embracing everyone else's history and now we have begun celebrating our own as we enter our 50th Anniversary. We commenced our fiftieth year celebrations at the October 2018 Hershey Banquet. A special thank you is extended to founding member number 2 *Bill Jackson* and *Kit Foster*, who were our keynote speakers. We enjoyed being regaled with tales of the formation and history of SAH.

We certainly have come a long way this past half-century. Most importantly we need to be creative so that we remain at the core of automotive history 50 years hence and beyond, even if the automobile, as we know it today, becomes a relic of the past.

Considering that SAH has been a medium of communication, recognize that we predate emails, personal computers (in regular use), the internet and of course the smart device. Expensive long-distance phone calls or snail mail were the only means of contact. Penmanship was important. Receiving a typed message from a fellow member was a luxury. Typing was the domain of the ladies although we all were gaining great respect and enjoyment from reading the likes of *Beverly Rae Kimes* and *Denise McCluggage*. *Automobile Quarterly* has come and gone and *Collectible Automobile* was more than a decade away. Another loss to me was *Special Interest Autos*. Fortunately *Hemmings* remains and the UK has a long history with historical automobile publications.

Another big change during the existence of SAH has been the manner in which books are published. The wide range of publishers who help our automotive authors get their projects into print has shrunk to a few, nearly all of whom advertise in this journal, for which we are most grateful. But the advent of self-publishing with print-on-demand has emerged and will likely be the source of many future automotive books.

In 1969 compact cars from the Big Three were less than a decade old but the previous five years really saw change with the arrival of intermediates, pony cars and the first Japanese imports. All imports accounted for 11.2% of the US market and had just broken the million-unit barrier in 1969. The "Think Small" Volkswagen



ads were less than a decade old and their humor and self-deprecation remain advertising hallmarks to this day. The next round of downsizing was about to see the arrival of the Pinto and Vega.

Possibly the largest factor that has entered into the domain of the automobile in the past half century is the impact of legislation. European and Asian countries such as Japan were used to government restrictions such as engine capacities tied to licensing categories, where such annual costs are significant enough to influence purchasing decisions. In addition taxation of fuel has served to define pleasure motoring in most countries. By comparison in North America it remained the Wild West. Ralph Nader, Congressional hearings and California smog changed all that at about the time SAH was formed.

Any goal of more frugal, smaller, safer, less polluting cars flew out the window because the multiple legislative bodies did not coordinate their efforts. Rather than concentrating on making small, more appealing cars, the industry focused on designing cars to conform to multiple ill-conceived government standards. Meanwhile trucks that were initially not restricted to the same extent provided an avenue many consumers

headed towards. Being heavier they drank more fuel, increased pollution and created more damage when they hit anything. Exactly the opposite of what any legislation targeted.

While we embrace the SUV and Crossovers today and lament the decline of the sedan, practical family transport was the domain of the wagon. These wagons still had enough power and appropriate gearing to tow Airstreams and boats. Interestingly the wagon was included in car totals whereas today the vehicle performing the same passenger duty is categorized as a truck.

A sad part of the intervening years is that automobiles have become incredibly complex. Whereas part of the appeal of older cars was the simplicity that allowed the mechanically inclined owner to work on his car, now there is almost nothing we can handle. Might this be a major factor in the diminished enthusiasm that our younger generation shows to automobiles?

Let us not forget the other SAH medium that has emerged and will continue to play an increasing role in SAH communications, our website. Our LINKS tab remains popular and introduces many younger people to our Society. Google Analytics indicate that 61% of visitors to our website are under the age of 34 whereas 11% are older than 55. That is good and bad news. Some of our older members fail to appreciate what is on our website, particularly the "Members Only" section.

We are delighted to announce that the Historical Vehicle Association (HVA) is holding its third Driving History Conference on April 11 to 13, 2019 and the theme is "Celebrating 50 Years of the Society of Automotive Historians." We are honored that HVA is helping us celebrate our Anniversary. All meals are included and in addition to the seminars you will have the chance to drive a selection of pre-War cars. Speak to anyone who attended the April 2018 event and you will appreciate that you will *have* to attend.

Lastly but most importantly, thanks to Chapter Committee Chair, Bob Barr and the efforts of Len Holland, we have the newly formed San Diego County/Inland Empire Chapter in California. To welcome this new chapter and its members, we are planning an SAH gathering involving several museum visits in the Los Angeles area from February 21 to 23, 2019 and hope you will join us.

—Louis F. Fourie

Billboard continued from page 3

for the dinner, €95.00 (currently about \$108.00 US), including beverages. Dinner will be served at 8:00 PM Central European Time, but come earlier for networking and meeting old friends over drinks. A number of SAH awards will also be presented.

Space is limited, so make your reservations now by contacting our French organizer *Laurent Friry* (laurent.friry@gmail.com), *Peter Moss* in the United Kingdom (peter.moss12@btinternet.com) or *Kit Foster* in the USA

(kit@kitfoster.com). Payment is best made via PayPal to Laurent at his email address—use the "Friends and Family" option for the best currency exchange. Please email him for other arrangements.

The Automobile Club de France is located at 6 Place de la Concorde, Paris 75008, Metro station Concorde on Ligne 12. Rétromobile takes place at Paris Expo, Porte de Versailles from February 6th to 10th. Paris Expo is also easily accessed via Metro Ligne 12.

Searching: *Ross Bassett*, a professor of history at North Carolina State University, has found and digitized directories giving the name, make, and address of every licensed automobile owner in North Carolina from 1916 and 1919. He has found evidence that a similar directory was produced in 1910 and that the state produced small county level lists for local sheriffs. If anyone can help him find a copy of this 1910 directory or the county-level lists, please contact him at: ross@ncsu.edu.



THE ANNUAL SAH AWARDS PRESENTATION HERSHEY, PENNSYLVANIA

The Annual Meeting of Members & Gala Awards Banquet took place on Friday, October 12th at the Hershey Country Club during “Hershey”—the AACA Eastern Regional Fall Meet (October 10-13). The highlight of the evening was the awards presentation. Here are the awards, descriptions and the 2018 recipients:

Carl Benz Award

“Race to the Clouds: The Pikes Peak Hill Climb, Parts 1 and 2” by *David Bellm*, published in *Vintage Motorsport* (part 1: Jan/Feb 2017, part 2: Mar/Apr 2017).

The Benz Award recognizes the periodical article or series published during the previous calendar year which exhibits the most original research and outstanding writing in automotive history. The award is named for Carl Benz, who built the first vehicle propelled by an internal combustion engine. Benz’s three-wheeled vehicle was built in 1885 in Mannheim, Germany. The Benz Award was first presented in 1982. From 1972 until 1981, awards for periodical articles were made as part of the Cugnot Award.

The article was an expertly-prepared work, thoroughly researched, written with a very smooth and linear flow and lavishly illustrated with period photography. Add to that, it was presented with an attractive and action-oriented page layout, which made the article the clear over-the-top winner in our evaluations.

—Don Keefe



Don Keefe presents the Carl Benz Award.

Nicolas-Joseph Cugnot Award

The Cugnot Award is presented for the book published during the previous calendar year which represents the most outstanding writing and original research in automotive history. The award is named for Nicolas-Joseph Cugnot, a French Army officer who is generally acknowledged to have built the first self-propelled vehicle. His steam-powered fardier, built in 1769, was designed to be an artillery tractor; its likeness appears on the Society’s emblem. The Cugnot Award was first presented in 1972, and the award for books written in a language other than English was first presented in the year 2000. The Award of Distinction in each category recognizes works of exceptional merit.

English Language:

Blood Sweat and Fear: Violence at Work in the North American Auto Industry, 1960-1980 by *Jeremy Milloy*, published by UBC Press. ISBN: 978-0774834537

Labor relations is an aspect of automotive history that merits wider study. This small but powerful book describes the industry at its lowest point and one that may mark the beginning of the end for Chrysler. Well researched and strongly presented. A wider study might have addressed the others of the big three to see why they were better able to survive during the turbulent 1960s and 70s.

—Douglas Leighton

Award of Distinction:

Shelby Mustang GT350 by *Chuck Cantwell* with *Greg Kolasa*, published by David Bull Publishing. ISBN: 978-1935007296

The gold standard of automotive history—the events of the period told by the principal actor. We are given the story in the actions and actual words of the players—remarkable considering it all happened fifty years ago. The difficult relations between Shelby American and Ford Motor Company are set out perhaps for the first time. How a “secretary’s car” beat the Corvette first time out! This will be the definitive work on the GT350.

—Douglas Leighton



Arthur Jones presents the Award of Distinction to Chuck Cantwell.

Language other than English:

Lorraine-Dietrich : De la voiture de grand luxe au géant de l’aéronautique by *Sébastien Faurès Fustel de Coulanges*, published in French by Editions Techniques pour l’Automobile et l’Industrie. ISBN: 979-1028302207

This comprehensive study traces the history of one of France’s preeminent manufacturers from its beginnings in the railroad trade in German-occupied Alsace through the French luxury automotive market in the postwar period to mid-priced and successful

sporting cars in the nineteen-twenties ending with nationalization in 1937. With such a checkered history it presents a micro image of the French industrial economy across a turbulent half century.

Lorraine Dietrich gained many of its successes through licenses and joint ventures with other firms, both French and foreign. This was a period when the nameplate on the product did not always hint at the actual source of its technology, much like the automotive world of our own time. Like several of its competitors, it ended up with the production of military aero engines for the worldwide conflict to come.

The author leads us through the complex channels of its multinational businesses to an appreciation of the challenges of the European automotive market in the interwar period during which the French automotive world evolved to the domination of a small group of producers, a process not complete until the nineteen fifties. This is a timely and well-told story.

—Arthur Jones



Arthur Jones announced the Cugnot Awards, and he will present the Language other than English awards in Paris at the February meeting.

Award of Distinction:

Encyklopedia Poznańskiej Motoryzacji by Dobiesław Wieliński, published by Black Horse.

ISBN: 978-8394626020

This book presents a survey of automotive development in the western part of Poland from its start with the selling of imported cars, later dominated by Ford and General Motors, the local production of motorcycles, car bodies and parts for assembly before the war to the building of eastern European makes during the period of Soviet domination. Although not a center of the automotive world as we usually think of it, the Poznan Motor Show has been held since 1921 and there continue to be sports clubs,

brand hobby clubs, rallies and an active local motorsports scene.

The author has reminded us that the world of the car is universal and not limited to the well-publicized makes and events to which we all turn our attention.

—Arthur Jones



Ed Garten presents the James J. Bradley Distinguished Service Award, which was accepted by Fiona Smith Hale, the Director, Knowledge and Information Management at CSTM (center), and Sharon Babaian, Curator, Marine and Land Transportation.

James J. Bradley Distinguished Service Award

Canada Science and Technology Museum, Ottawa, Ontario.

Award presented to a deserving library or archive, or to an individual within such an organization, for the preservation of historic materials relating to motor vehicles of the world. It is named in memory of James J. Bradley, noted curator of the National Automotive History Collection at the Detroit Public Library. The Bradley Award was first presented in 1982.

Canada's national science and technology museum in Ottawa houses one of the most important collections of automotive artifacts and archives in North America, with special emphasis on all things Canadian, hence its institutional uniqueness and historical significance. The artifact collection comprises 95 automobiles, 10 trucks, 5 buses, 60 motorcycles, 180 bicycles, and about 300 automotive parts. The library and archival collections related to automobiles and automobility are particularly rich. They include a special collection of over 8,000 automobile advertisements, more than 10,000 automobile brochures, design drawings, and fire vehicle-related materials. The library also holds significant collections of rare books as well as more than 1,000 other monographs relating to transportation, motorized and non-motorized. In short, the museum is

aimed at celebrating Canadian automotive heritage with its collections growing year by year. As such, the Bradley Award Committee made the argument that it was richly deserving of this year's award.

—Edward Garten

Richard P. Scharchburg Student Paper Award

"Shanghai Taxi" by Adam and Shuang Frost Harvard University.

The Student Paper Award recognizes the best paper by a thesis-level student at an educational institution. The award is accompanied by a cash prize and publication of the paper by the Society. The award was first presented in 2001. It was renamed in 2008 in memory of SAH director, officer and professor Richard P. Scharchburg.

Shuang and Adam are Harvard graduate students in the departments of Anthropology and History, respectively. This remarkable paper stood out among five submissions, as it chronicled the role of automobiles and entrepreneurship in the building of Shanghai's urban infrastructure between the 1911 and 1949. Their work serves as one step in bringing China into global narratives of automotive history.



John Heitmann (left) presents the Scharchburg Award to Adam and Shuang Frost.

At the heart of this paper is the life of "Taxi King" Zhou Xiangsheng, and the development of his company, Johnson Taxi. Xiangsheng began his business as an illicit taxi operator (a "wild chicken") in the 1920s. He subsequently emerged as a successful business owner whose success was due to his ability to move fluidly among Western and Eastern cultures, employ a number of communication technologies, and take advantage of global economic transitions to purchase a fleet of 400 Chevrolets in 1931. His ability to adapt was demonstrated time and time again, whether it was after Japanese occupation or the communist revolution.

In a broader sense, and in the words of the authors, “Chinese taxi networks were more than the sum of their cars on the streets. Rather, they were systems comprised of human, material, and discursive elements, which existed on a spectrum from the invisible to the spectacular. At the one end, webs of informal labor promoted urban interconnectivity and traversed Shanghai’s administrative divides, while at the other, embedded political symbols reshaped how people consumed transportation services. These dimensions of infrastructure . . . played a critical role in the shaping of his global metropolis.”

Extremely well written, highly interdisciplinary, and based on an excellent mix of primary and secondary sources, including Chinese newspapers and film, Shuang and Adam Frost’s “Taxi Shanghai” is a most worthy recipient of the 2018 Scharchburg Award.

—John Heitmann

Richard and Grace Brigham Award

Collectible Automobile

John Biel, Editor in Chief.

The Brigham Award is presented to the periodical which exhibits the best overall treatment of automotive history over all issues published during the previous calendar year. A publication may receive the Brigham Award only once in a five-year period. Mrs. Brigham and her late husband, both founding members of the Society, started the Society’s newsletter, now SAH Journal, and magazine, Automotive History Review. The Brigham Award was first presented in 1990.



Andrew Beckman announces the Richard and Grace Brigham Award.

Upon returning home from school one day in the mid-1980s I remember my father saying, “Hey, there’s a new car magazine out” and showed me a slick glossy volume

filled with color images and a wide variety of articles penned by some of the field’s foremost authors. Since its debut, *Collectible Automobile* has only improved upon its high standards and remains a flagship publication of automotive history.

—Andrew Beckman

E.P. Ingersoll Award

Billy Dunbar, for *ChevroletBrothers.com*

The Ingersoll Award recognizes excellence in presentation of automotive history in other than print media. E.P. Ingersoll was editor and proprietor of The Horseless Age, the first motoring magazine in the United States, and was instrumental in organizing the first vehicle trade organization. The Ingersoll Award was first presented in 1992.

Among a varied group of worthy contenders for the E.P. Ingersoll Award this year, one nominee stood out for the wealth of material it offers the automotive historian. The website *ChevroletBrothers.com*, a project of Billy Dunbar, is devoted to preserving the history of the three brothers and advancing research particularly on Louis.



Steve Wilson presents the E.P. Ingersoll Award to Billy Dunbar (left).

The emphasis is on presenting period sources, including primary ones. The site delivers more than 850 rare photographs, 500 newspaper and trade journal articles, and 300 pages of original signed documents. These include such rarities as photos from the Chevrolet family scrapbooks, long-out-of-print interviews, and letters that illuminate the brothers’ history-making careers. If you want to see Louis at speed, battling a race car in flames, or corporate documents from Arthur and Louis’s aircraft companies, or Gaston enjoying a sunny afternoon with his dog, two years before his tragic death, you’ll find it all here.

Remarkably, all of these riches are provided free of charge, and indeed the site

has no commercial component. Navigation is simple; organization is logical; the site functions cleanly and quickly. The committee considers this website to represent a significant step forward in the study of the Chevrolet brothers and is delighted to present the 2018 E.P. Ingersoll Award to *ChevroletBrothers.com*.



Andrew Beckman announced the Friend of Automotive History Award to two recipients this year. Jim Wagner (above) accepted the award for Jeff Godshall and Don Capps (below) accepted the award for Doug Nye.



Friend of Automotive History Award

Jeffrey I. Godshall and Doug Nye

A person who has exhibited outstanding service in, and made outstanding contributions to, the field of automotive history may be named a Friend of Automotive History. This award is not limited to members of the Society. It was first presented in 1983.

Jeff Godshall: I would be surprised if most of you did not have examples of the 2018 Friend of Automotive History recipient’s works lining your bookshelves, as this gentleman is one of the field’s most prolific authors. His first automotive “crush” occurred when he spotted a coffin-nosed Cord, which led to a lifelong passion for the Cord and its Graham and Hupp descendants. He spent over four decades in the world of automobile design, most notably for the Chrysler Corporation. After retirement, our honoree was

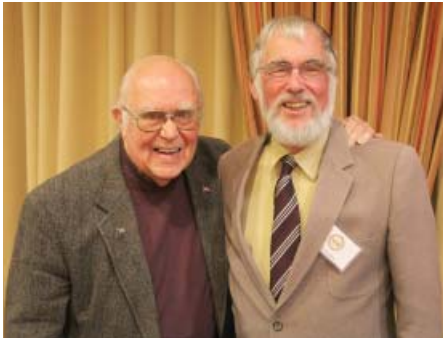
a fixture at the Eyes on Design, Henry Ford Museum's Motor Muster and the Orphan Car Show, serving as judge or narrator at these prestigious events.

Doug Nye: The second 2018 Friend of Automotive History winner is a legend of motorsports journalism. From his early days as a freelance writer for *Motor Sport* and *Motor Racing* magazines to his comprehensive histories of Cooper, BRM, Chapparral, McLaren, and Lotus, this gentleman's body of work is truly staggering. He continues to serve the field through associations with many prestigious organizations including The Collier Collections, The REVS Institute, the Dutch National Motor Museum and the Brooklands Museum, to name a just a few.

—Andrew Beckman



SAH president Louis Fourie (above) kicked off the evening with an overview of the SAH, now entering its 50th year. Later, SAH founding member William S. Jackson (left) and Kit Foster presented essays (better: thoughtful remembrances) of the early days and the formative years of the SAH.



While the evening was dedicated to celebrating the award recipients, it was also focused—as noted above—on recognizing the SAH entering its 50th year since it got its start in Hershey on October 11, 1969.

—R. Verdés



The SAH Awards Banquet (above) and the tent on the Orange field during Hershey (below).



ON THE ORANGE FIELD

The SAH's tent on the Orange field at Hershey—every year at OBB 17-19 in its distinctive yellow and white striped tent—is an annual pilgrimage for members. In the tent there are book and poster displays along with past issues of the *SAH Journal* and the *Automotive History Review*.

As an inviting tent (especially during periods of weather swings between bright

sunshine and rain), many members and stop by to take a rest and socialize (and many non-members that stop by sign-up for membership before leaving the tent.

The featured event at the tent was the authors' book signing coordinated by *Vince Wright* that included the following authors and their books:

Studebaker and Byers A. Burlingame: End of an Automotive Legacy
By *Robert R. Ebert, Ph.D.*



On a Global Mission: The Automobiles of General Motors International

(Three Volumes)

By *Louis F. Fourie*

Shelby Mustang GT350

By *Chuck Cantwell with Greg Kolasa*

Ford Model T Coast to Coast: A Slow Drive Across a Fast Country

By *Tom Cotter*

Creative Industries of Detroit: The Untold Story of Detroit's Secret Concept Car Builder

By *Leon Dixon*

The Stanley Steamer: America's Legendary Steam Car

By *Kit Foster*

Byron J. Carter: The Ingenious Inventor Who Founded the Jackson Automobile and Cartercar Companies

By *Dean M. Nelson*

The Indianapolis Automobile Industry: A History, 1893-1939

By *Sigur E. Whitaker*

The Mobilgas Economy Run: A History of the Long Distance Efficiency Competition, 1936-1968

By *Dave Hermanson*

Power Under Her Foot: Women Enthusiasts of American Muscle Cars

By *Chris Lezotte, Ph.D.*

The Chandler Automobile: A History Including the Cleveland and Chandler-Cleveland Marques

By *James H. Lackey*

The Automobile and American Life

By *John Heitmann, Ph.D.*

In addition to the above, many of the authors featured more than one book to their credit. If some look familiar, that may be because they've been reviewed in this publication.

Please take a moment to look-up these authors and their books. We are grateful to them all for supporting this annual SAH book signing event, and if you are an author, please consider joining the event next year. We also greatly thank all who "work the tent" each year to make it a success.

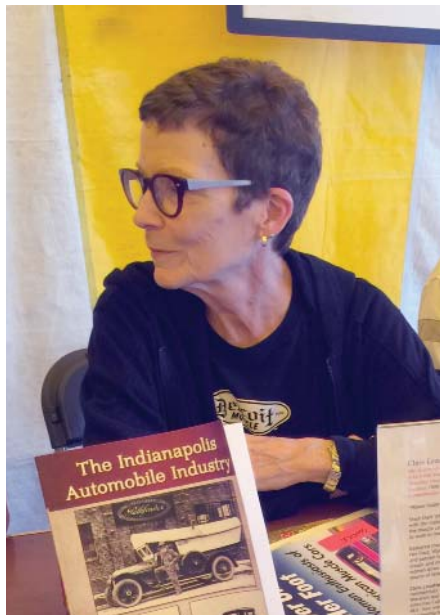
—*R. Verdés*



I-r: *Louis F. Fourie, Chuck Cantwell*



I-r: *Sigur E. Whitaker, Dave Hermanson*



Chris Lezotte



I-r: *James H. Lackey, John Heitmann*



Tom Cotter



I-r: *Kit Foster, Dean M. Nelson*



THE 2018 MICHAEL R. ARGETSINGER SYMPOSIUM

Francis Clax | Photo: Anthony Bristol [Source: racingarchives.org/news-and-events]

For the fourth time the Society of Automotive Historians (SAH) and the International Motor Racing Research Center (IMRRC) of Watkins Glen, New York, joined forces and resources to organize the fourth annual Michael R. Argetsinger Symposium on International Motor Racing History. The symposium was named in honor and remembrance of the late sports car racer, overall motor sports enthusiast and author of five books on racing subjects, Michael Reynolds Argetsinger, son of motor sports legend Cameron Argetsinger and wife, Jean (née Sause) Argetsinger.

Cameron Argetsinger is of course most famously known as the catalyst behind the construction of the Watkins Glen Grand Prix Race Course in Watkins Glen, New York, both the original road/street course and later Watkins Glen International (also known simply as “The Glen”), and as a 2005 inaugural inductee of the Sports Car Club of America Hall of Fame.

Michael was also a founding member of the IMRRC. The International Motor Racing Research Center is much more than an organization. It operates a vast physical and digital archive on all things motor sports related and facilitates regular discussion and meet and greet sessions with top racing legends, authors and subject experts. The IMRRC also acts as a clearinghouse for racing and motor sports information that offers personalized assistance and friendly service.

Michael passed away in 2015, and in 2016 his mother Jean asked that the Symposium series be henceforth named after him as it was initially titled the “Jean Argetsinger Symposium on International Motor Racing History.”

The SAH’s *Colonel H. Don Capps* (U.S. Army retired), chair of the SAH International Motor Sports History section and member of the IMRRC’s History Council, and *Dr. Patricia Lee Yongue*, Ph.D, Associate Professor of English at the University of Houston, past SAH board member and multi-racing subject author, spearheaded the coordination and organization of each year’s symposium along with the immensely talented and dedicated staff of the IMRRC.

Each year scholars, experts and authors share their knowledge, information and passion on motor sports topics based upon symposium theme paper proposals submitted earlier in the year via the SAH’s annual call for papers on their www.autohistory.org website and publications, i.e., the *SAH Journal* and *Automotive History Review* magazines among other sources. A committee initially reviews the submissions then selects those that fit the theme and flow well with the others.

This year’s symposium theme was “The Cultural Turn Meets the First Turn: Racing on the 8’s.” “Racing on the 8’s” was a phrase used to relate historical events and dates in close association with the number eight in

some form or fashion. This was a record-breaking year for proposal submissions so unfortunately not all of them could be included in the symposium.

As in the past this year’s symposium was held during the second week of November (Thursday, November 8th through Saturday, November 10th) in Watkins Glen, New York. And, like last year, Friday’s featured speaker sessions were conducted in The Glen’s Media Center. Saturday’s presentations were held at the Watkins Glen Elementary School auditorium located immediately across the IMRRC building parking lot.

We had a cold front that blew in snow, but the attendees, which included a contingent from Alfred State College, a State University of New York (SUNY) school from nearby Wellsville, NY, all stayed sufficiently warm, engaged and immersed in the conference.

Don Capps served as our Master of Ceremonies with J. C. Argetsinger providing the event opening statement that offered a historic narrative on The Glen, the state of racing that brought about area sports car racing, the need for a revised race course circuit, and the Argetsinger family role of preserving racing heritage and the evolution of the IMRRC.

Don filled in for *Tom Adamich*, MLS President Visiting Librarian Service who could not be with us this year to present Tom’s topic of “Formula Vee: The Birth of Florida’s ‘People’s Race Car.’” Tom, the ever meticulous, had already submitted his media presentation and paper though his presence and enthusiasm were still missed.

The humble roots of Formula Vee, Beach design “Formcar” racing spawned drivers such as Bruce McLaren, Dan Fowler, and Morg Wilson among many others who went on to varying success and fame. The racing series has evolved into the current “Formula Super Vee.”

I was the next speaker and presented “Americans Enter International Grand Prix Motorcycle Racing.” I started with a brief examination of the motorcycle’s origins with the earliest version of bicycles (the 1790s Celifere; high wheel penny-farthing bicycles and racing) to steam, and petroleum-fueled internal combustion powered machines used as bicycle race pace setters. The earliest American international competitors were identified leading up to the more recent era that included such famous names as James “Bud” Ekins, late actor Steve McQueen to

legendary American Motorcyclist Association Hall of Fame Grand Prix road racing champions Pat Hennen (1976 Finnish GP) and Steve Baker (1977, 750cc class) who ushered in the era of American 500cc Class dominance including Kenny Roberts (1979, 1980, and 1981), Freddie Spencer (1983 and 1985), Eddie Lawson (1984, 1986, 1988, and 1989) who absolutely and indisputably dominated the 1980s and into the 1990s with Wayne Rainey (1990, 1991, and 1992) and Kevin Schwantz (1993). The winning ways of Americans in the premier 500cc Class monopoly continued into the current century with Kenny Roberts, Jr. (in 2000) and the late Nicky Hayden (in 2006).

I showed and discussed the cultural exchanges and influence of the Americans on and with their foreign counterparts including changes in competitive riding style that lasts to this day.

Dr. Katya "Kate" Sullivan, a psychologist from Scotland's Heist-Watt University, a second-time Argetsinger Symposium presenter, race car driver and vehicle collector, followed with her rousing presentation titled "From Grassroots to In-Groups: The Evolution of NASCAR Fan Identity from Accessible to Exclusionary." Kate's presentation simplified her title as she explained how our perceptions could shape certain notions of reality regardless of truth or fact where NASCAR is concerned. Her simplified explanation and great graphics work could be applied to any number of non-racing oriented societal situations.

Dr. Paul Baxa, Associate Professor and Chair of the Ave Maria University History Department, a three-time returning Argetsinger Symposium presenter, spoke this time on the topic "1928: Grand Prix Racing's 'Year Zero.'" Dr. Baxa demonstrated the use of 1920s to 1930s Italian Grand Prix auto motor sports by Italy's fascist political party for the purpose of clandestinely promoting its ideology.

New presenter Bryan Gable, Public Historian for Motorsports at the University of North Carolina at Charlotte, where he was a recent graduate, supplied researched evidence that identifies how the city of Charlotte, became the technological and cultural home of NASCAR through his paper, "City of Racers: The Growth of the NASCAR Industry in Charlotte, North Carolina, 1949-2000." Bryan made clear that the development took time and concerted effort among racing teams, management, and city leaders.

A scheduled break followed in which the presenters took a chartered bus tour of The Glen's NASCAR Short Course and surviving sections of the original street course before heading over to a local restaurant for lunch, as it continued to snow. The tour was facilitated by the IMRRC's historian and renowned Glen racing history expert William "Bill" Green.

We re-convened at the IMRRC building for the screening of the Disney Pixar 2006 film *Cars* as a component of the next presentation by *Jonathan Summers*: "Differentiating Between Richard "The King" Petty and Pixar's "Mr. The King": Historiography in NASCAR and Why It Matters."

Jonathan's credentials include association with Stanford University's Revs Program and the Gooding and Company auction house and serving as a docent for the Blackhawk Museum and the Pebble Beach Concours d'Elegance. He posed the question: what responsibility do we in the automotive history field hold in ensuring "the facts" in light of other media concerns and interests that might benefit our larger cause and purpose to attract new and younger audiences?

We then gathered on Saturday morning in the Watkins Glen Elementary School auditorium for the next round of speakers who presented under the topic of "Fair Play or Fear Play? A Comparative Analysis of Evolutions in American and European Representations of Motor Sport."

Timothy Robeers, current Doctoral Candidate in Communication Sciences at Antwerp University, Belgium, traveled far to discuss the media's framing of the electric motor (single seat) championship racing series (more formerly known as Formula E) during these inaugural years. Timothy described the media role in highlighting certain elements of the cars, teams, technology, and celebrity series endorsers while obscuring or downplaying others.

Third-time returning presenter *Dr. Mark D. Howell*, Professor of Communications at Northwestern Michigan College, educated and entertained us with his overall NASCAR knowledge stretching from its origins to the Grand National series through today's Monster Energy NASCAR Cup series with his "Not My Daddy's NASCAR: The Grand National Series, Narrative, and Collective Memory" presentation.

Dr. Howell discussed the current debate among different fan generations as each perceives their era of drivers, cars and races as being the best whether factually accurate or not. Dr. Howell also provided endless real world behind the scenes examples, some little known, and anecdotes that stirred the audience.

Dr. Michael Stocz, Assistant Professor of Sport Management at the University of North Alabama, was welcomed to his first Argetsinger Symposium. He shared his research findings and Internet analysis tools via his "Nostalgia & Today: Comparing Facebook Posts of User Interactions Surrounding Historic & Current Daytona 500 Events" presentation.

Dr. Stocz gave us insight into the kind of digital data analysis tools that he uses to examine social media posts particularly as they relate to past and present day NASCAR Daytona 500 race events from the fan perspective using the Facebook social media platform. He is mindful of the good, bad, and ugly posts that occur given general Internet anonymity and how some users hide behind this aspect of it.

The presentations of Mr. Robeers and Drs. Howell and Stocz blended together rather seamlessly as Internet social media has opened up new opportunities for fans to express their opinions if not facts.

A quick lunch break and the afternoon session continued with former GM, Fiat, and Ford auto executive and author *Karl Ludvigsen* and his meticulous discussion of 1930s engineer Reid Anthony Railton. Karl described the many land speed record attempts and record breaking endeavors of this genius. Railton designed and oversaw the building of highly aerodynamic and innovative cars that took drivers like John Cobb and Sir Malcolm Campbell to official 1947 Bonneville Salt Flats recorded top speeds of 394.7 mph. Karl, having authored many books, this latest work on Reid Railton adds to his accomplishments, and he was seemingly able to answer audience members' questions before they could be asked.

Buz McKim, retired historian at the NASCAR Hall of Fame (Charlotte, NC) and author, was the keynote speaker. He did not fail to impress as he furnished endearing story after story about NASCAR founder "Big Bill" France, Sr., and many of the series legends in his "The Formation and Early Days of NASCAR" ad hoc speech.

I had the privilege of sharing the Friday

lunch table with Buz and his lovely wife as he and Dr. Howell traded a multitude of humorous stories about NASCAR drivers, teams, Hall of Fame legends and races including how many drivers and their teams sought advantages in ways that exceeded the rules and technical regulations of the day.

The panel discussion and answer session regarding “Stock Car Racing and History” featured *Dr. Scott Beekman*, Professor of History at the University of Rio Grande, Dr. Howell, Dr. Yongue, and Dr. Stocz, as Colonel Capps facilitated and moderated. The panel answered as many questions as they could, though we always seem to never have enough of that commodity at these symposiums.

The Michael R. Argetsinger Symposium on International Motor Racing History continues to be a highly unique conference due largely to the intense and careful organization efforts of Colonel Capps, Dr. Yongue and the entire staff at the International Motor Racing Research Center. This year’s symposium was expertly assisted by the relentless and focused energies of Philip “Duke” Argetsinger who helped in far too many ways to state here.

The Michael R. Argetsinger Symposium is free of charge, open to the general public and automotive historians alike, and continues to get better each year, as it has attracted exciting new and international talent from around the planet. Most of the speakers and presenters made and make it a point to state that attending this series is of their highest priority as evidenced by the number of returning participants, even as many of us have planned on cutting back on other speaking opportunities in favor of supporting this one. The symposium was live-streamed on the IMRRC’s YouTube internet channel.

IMRRC’s Head Archivist, Jenny Ambrose, got the last words on this year’s symposium as she summed up everyone’s feelings, “I am delighted that the symposium continues to grow and improve over time. Engaging presentations, thoughtful questions, open debate and camaraderie all contribute to making the event a perfect forum for sharing current research in motorsports history. The presentations were better attended by non-presenters than in previous years, with local enthusiasts, members of the Center, and students from Alfred State’s class on Motorsports Technol-

ogy joining the audience and discussions. I look forward to another symposium full of interesting presentations and stimulating conversations next year. Please mark your calendars for 2019.”

—Francis Clax

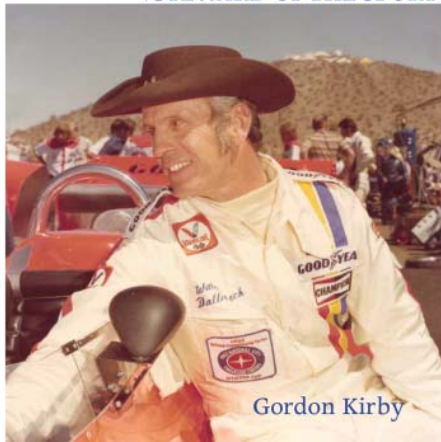


Karl Ludvigson | Photo: Anthony Bristol [Source: imrarc.org/news-and-events]



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Book Reviews

Scenes from an Automotive Wonderland: Remarkable Cars Spotted in Postwar Europe

by Gregory A. Cagle

McFarland & Company (2018)

McFarlandpub.com/800-253-2187

245 pages, 7" x 10" softcover

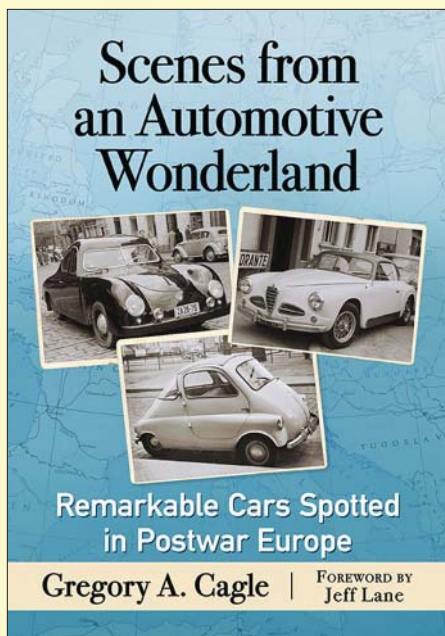
Illustrations, bibliography, index

Price: \$39.95

eISBN: 978-1476630533

ISBN-10: 1476671788

ISBN-13: 978-1476671789



I didn't know what to expect when I first opened the pages to Gregory Cagle's *Scenes from an Automotive Wonderland*. I found a gamut of wonderfully rare and unusual photographs of European cars that spanned from the 1920s to 1950s. As it turns out, the author, as a 10-15 year old kid, took these images between 1956 and 1961. Cagle's father, a U.S. Army civil servant with a five-year appointment, travelled far and wide in postwar Europe while on business. His son came along for the ride in the backseat of a 1953 Studebaker Commander Starliner Coupe, snapping pictures of cars at every opportunity. Only recently—after 55 years—did the author, prodded by car

collector friend *Jeff Trepel*, take these images out of hibernation for us to enjoy.

The result of all of this is a book with so many unusual cars and scenes that it boggles the mind. And despite the fact that young Cagle took these photos with a \$19 Iloca camera, the results are sharp and striking. With German cities often under reconstruction as a background, the images are grouped in six chapters: *Survivors*, pre-WWII automobiles that somehow escaped destruction; *Lilliputia*, a myriad of micro-cars that filled the streets of Europe during the 1950s; *Mundania*, everyday cars in urban surroundings and people of interest; *Exotica*, Alfas, Aston Martin, Fiat, Lagonda, Maserati, Mercedes-Benz, Porsche and the like; *Built for Speed*, competition cars of the day; and finally *Mysteries*—you go figure them out!

With each automobile featured the author has written a two-to-three paragraph description including the date and place associated with the photograph and a brief description of the car and its historical significance. Included are cars that I have never seen or heard of before, and I am confident you will also be tested for your car spotting knowledge. There is a bibliography, but I found it overly reliant on Internet sources and not definitive. But in fairness some of the cars depicted have left us few sources in the English language to refer to.

If you are interested in European cars this is a must read, not only for the knowledge that is gained, but for the fun time spent in an automotive wonderland.

—John Heitmann

Linda Vaughn: The First Lady of Motorsports

by Linda Vaughn with Ron Kinnan

CarTech, Inc. (2016)

cartechbooks.com/ 800-551-4754

224 pages, 9" x 11" hardcover

327 color, 138 b/w images, indexed, dust-cover

List Price: \$39.95

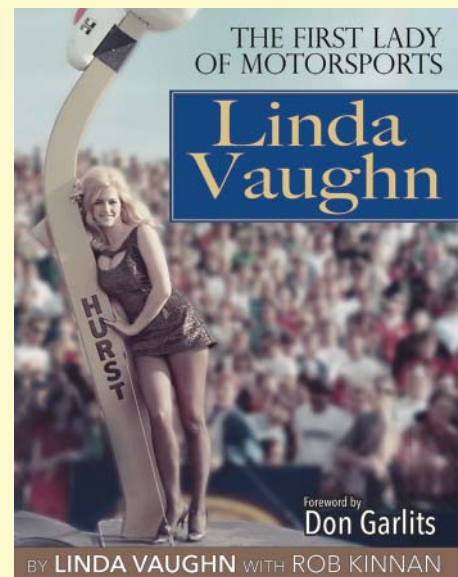
ISBN-10: 1613252323

ISBN-13: 978-1613252321

Linda Vaughn is well known and certainly has been—and still is—well noticed. Jennifer Revson, sister of the late race car driver Peter Revson, is quoted in this book that “Looking at (Linda’s) physical attributes has become a national pastime.” But as this book reveals—and is something your commentator learned firsthand a number of years ago—there is

way more to this lady, for every inch of Linda Vaughn is a real lady and a thoughtful, caring, knowledgeable one at that.

Peter Brock, who himself is enormously accomplished and respected, wrote in his sidebar in the book that Linda Vaughn is “[p]robably one of the most spectacular looking women in racing...ever. [She] has more insight on both the sport and business of racing than anyone I ever met in the game. Linda could have been a top team manager, a ruling sanctioning exec, or perhaps a top racing TV commentator. Her intelligence and ability to see short term how a race was developing or long term where the sport was headed would have made her commentaries the most interesting part of any broadcast, but I suppose her business acumen kept her where she thought she could do best.”



What Linda Vaughn has accomplished has made her in every sense of the words *The First Lady of Motorsports* and not merely one venue or one series but the entirety of motorsports as this well-organized book clearly conveys.

First background is provided telling of Linda's earliest years and family life in “moonshine country,” the north Georgia town of Dalton, and her introduction while in high school to the thrill of drag racing. She trained and was working as a dental technician when she entered the beauty contest that would eventually forever change her life. Experience and poise gained from the first competitions—and stunning outfits and costumes sewed by her mother Mae—gave Linda the abilities to prevail in the mid-

1960s over 199 other ladies also vying to be named the new Miss Hurst Golden Shifter.

As George Hurst developed new products, his and his company's reach expanded from hot rods, to drag racing, NASCAR, Indy Car, Formula 1, Sports Cars and more. Linda's book, co-written with a one-time editor of *Hot Rod*, Rob Kinnan, presents chapters devoted to each series. Each chapter has minimal text relying instead on carefully written captions to convey the history and story. Images were sourced from nearly 50 professionals, with the work and contribution of each carefully credited as part of the captions.

The result is a compelling and truly engaging presentation, so enjoyable that your commentator quite literally could not put it down, reading the entire 224 pages in one afternoon. It's a book to enjoy but also one that is fully able to become a resource for insights Linda shares in the captions and text especially as the volume is fully indexed.

—Helen V Hutchings

Lorraine-Dietrich : de la voiture de grand luxe au géant de l'aéronautique

by Sébastien Faurès Fustel de Coulanges

Editions Techniques pour l'Automobile et l'Industrie (2017)

editions-etai.fr/

416 pages, 10" x 12" hardcover (French)

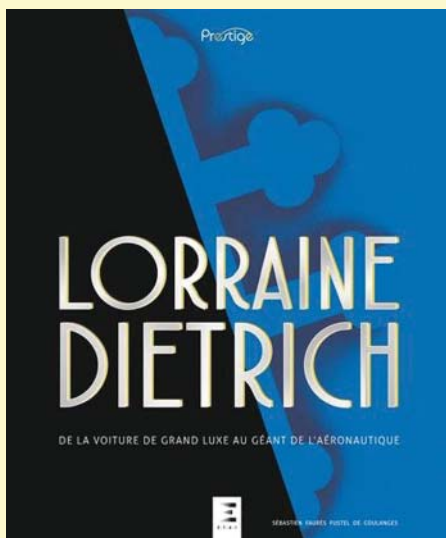
Hundreds of images and drawings

Price: 129 €

ISBN-13: 979-1028302207

[2018 Nicolas-Joseph Cugnot Award /

Language other than English]



This is the story of de Dietrich as an automotive company that could have been written only in France. Founded in

the seventeenth century as a forge, it became a supplier of railroad rolling stock at the end of the nineteenth century. In Alsace it struggled to acquire a national identity in a region that changed hands several times between Germany and France. Its owners included persons of both nationalities. In 1897 one of the partners decided to begin the production of automobiles under license from Amedee-Bolle and formed an independent entity. In 1902 a license for automobiles was acquired from Turcat-Mery and in 1905 the French factory became totally independent, the following year renaming its cars Lorraine-Dietrich to emphasize their national commitment. Searching for a more modern technology, it purchased a one half interest in Isotta Fraschini with its designer Cattaneo and constructed a factory in Argenteuil near Paris.

Lorraine-Dietrichs of this period were priced at the top of the market and achieved some successes in international city-to-city races. They prided themselves on being spoken of as the French Mercedes. The company was severely impacted by the financial crisis of 1907 when the early monsters had become unsalable and the weakened firm was taken over by a Belgian group. The association with Turcat-Mery was dissolved and in 1912 it began its first production of automobiles of its own design. With the coming of war it entered the production of aero engines beginning a period of technical leadership, first with engines of classical conception and later with radials.

In the 1919 postwar show Lorraine-Dietrich presented a 6-liter car derived in spirit from its aeronautical experience but soon learned that the new luxury field was crowded with dynamic competitors—Hispano-Suiza, Bentley and Farman had grabbed the flag. In 1921, under the direction of Marius Barbarou, it offered a new 3.4 liter six-cylinder with pushrods and standard coachwork of American conception, a drastic change of direction for the Argenteuil firm. Barbarou was to lead the company to the end of its automotive activities but, in contrast to others, he found success in slowly upgrading the line to the point when it gained renown in the new luxury 4-liter field of the twenties. LeMans was won in 1925 and 1926 against Bentley opposition and in the concours d'élégances, although with traditionally dignified conceptions.

From 1928 its vehicles were renamed simply Lorraine but another recession was

about to arrive to decimate the sales of luxury cars and, following a major strike and the imposition of a radical government, the production of cars was terminated in 1934. Nationalization followed in 1937 as the aero-engine capacity became critical for potential military uses.

This book is of outstanding quality. All of its hundreds of illustrations and drawings are contemporary. Each model is described in comparison with those of its competitors, a feature that ought to be required for histories such as this. Approximately one third of the text is devoted to aero-engines.

—Arthur Jones

Wolseley – A Very British Car

by Anders Ditlev Clausager

Herridge & Sons Ltd. (2016)

herridgeandsons.com

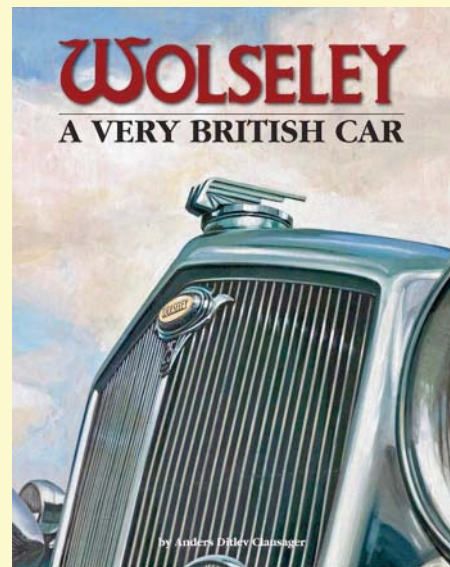
304 pages, 8¼" x 10¾" hardcover, dustcover
2 color and 188 b/w photos, 91 tables, and
46 illustrations, endnotes, appendix, bibli-
ography, index of names

Price: UK £60 | US \$90 | Canada \$108

ISBN-10: 1906133735

ISBN-13: 978-1906133733

[2017 Nicolas-Joseph Cugnot Award]



Winning both the Cugnot Award and SAHB's Sedgwick Award is an indication that Anders has produced an outstanding book. The meticulous research is evident from numerous references and the author has been most disciplined in recording these sources as notes.

This book concentrates on the Wolseley cars but the company, particularly under Vickers' ownership, had a truly vast range of mechanized products that catered to all

forms of movement on land, water and air. Even on land, wheels were supplemented by a variety of tracks and skis to cover all forms of terrain. Sometimes when discussing staffing and building facilities it is difficult for the reader to appreciate the resource demands of the non-car divisions.

In the first few chapters Anders tackles the task of reconciling past authors reminiscences of Herbert Austin and corporate minutes to determine a more accurate version of early models and events. Even though extensive details are provided, the reader may have difficulty ascertaining the core characteristics of some models.

The reader needs to pay attention as the facts, details and models are plentiful. Specification tables provide support but understanding the evolution of each model category can be difficult in the earlier years.

From inception of car production until 1905, Wolseley was under the management of Herbert Austin who contributed considerable mechanical skills. His successor J. D. Siddeley was more of a marketing and management specialist who initially built Peugeot models at the Wolseley facilities, marketed mostly under the name Siddeley. Unfortunately, neither manager produced profits during their terms although shortly after Siddeley left in the spring of 1909 the company turned a corner and showed profits for a decade. A likely reason for this success was trimming a vast model range down to three variations. Prior to WWI, Wolseley produced the highest number of cars in the UK, excluding Ford.

Following WWI Wolseley retired all other forms of air and sea products, aiming to produce less costly vehicles that would provide greater turnover. This was partly to absorb considerable expansion in facilities left over from war production. Unfortunately as the author noted, Wolseley abandoned its traditional upper market and failed to find the customers at a lower price.

From 1920 Wolseley lost money until insolvency prompted a sale of the company in 1927. Parent company Vickers was not in strong financial health either. Sir William Morris (later Lord Nuffield) outbid Herbert Austin and an unidentified American bidder in the liquidation sale.

William Morris provided the leadership Wolseley sadly needed even though at

first Wolseley dabbled with eight-cylinder engines. Eventually Wolseley became an upmarket Morris, but it should be remembered that both marques were early adopters of overhead camshaft engines. It took until 1931 for profits to return but they continued to flow through the Depression years.

The author's enthusiasm for the Hornet series is evident by the change from extensive facts to an easy reflection of the impact these sprightly cars had once introduced in 1930. From this point onwards the reader is given insight into the various models, particularly after World War II.

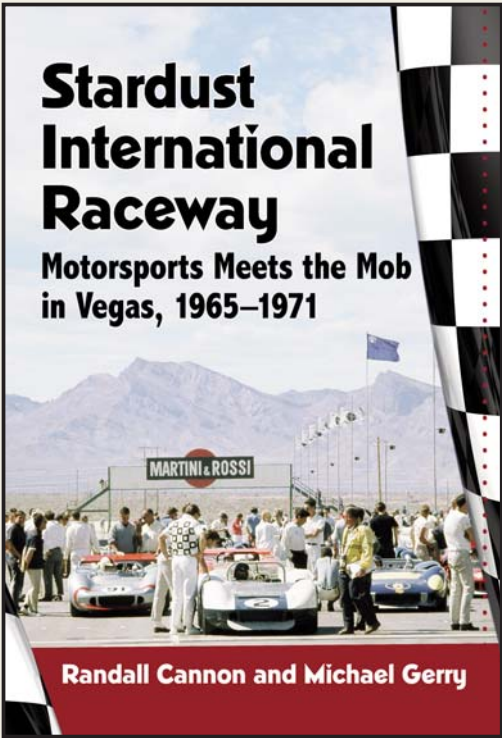
The author draws attention to the inaccessible nature of the overdrive handle down below the parcel shelf for the Borg-Warner unit fitted to the 6/99 and 6/110 large Wolseleys, but the reader is not told that effectively the overdrive was operated through the accelerator. Once the overdrive handle was pushed in, lifting off the throttle engaged overdrive and a kick-down sensor returned to direct drive, much like an automatic transmission's op-

eration. Free-wheeling was another feature of the overdrive.

Because of early sheep shearing equipment manufacture, Wolseley had much involvement in Australia. The author notes that many exports after World War I were in chassis-only form, without mentioning the reason of tariffs to support the domestic body building operations in Australia. The author briefly mentions the Austin Lancer, Morris Major derivatives of the Wolseley 1500 and the Aussie only six-cylinder 24/80 model.

Unfortunately the book failed to give much coverage of foreign markets, particularly Australia from where the final 6-cylinder engine was conceived. Also the reader is given little explanation why Wolseley failed, why Triumph and Rover lingered on or how the likes of a Ford Ghia ate into Wolseley's territory. As noted in the first paragraph, this book has earned much praise and two significant awards and likely will be regarded as the last word on the Wolseley automobile.

—Louis F. Fourie



Stardust International Raceway
Motorsports Meets the Mob in Vegas, 1965-1971
Randall Cannon and Michael Gerry

McFarland
McFarlandPub.com • 800-253-2187

Professional motorsports found their way to Las Vegas in the mid-1950s at a bankrupt horse track swarmed by gamblers—and soon became enmeshed with the government and organized crime. By 1965, Stardust International Raceway was constructed, hosting the biggest racing names of the era — Andretti, Jones, Surtees, Unser, Gurney, Garlits and others. Established by a notorious racketeer, the track stood at the confluence of shadowy elements—wiretaps, casino skimming, Howard Hughes, and more. This history draws on auto racing monthlies, newspapers, interviews and FBI files to tell the track's colorful story.

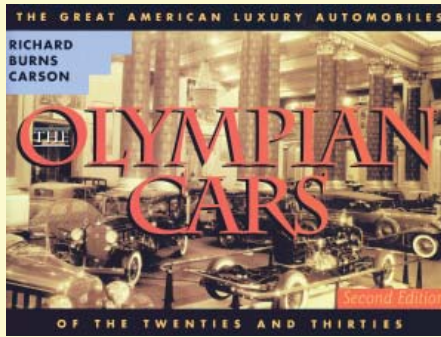
429 pages \$49.95 softcover (7 × 10)
290 photos (27 in color), notes, bibliography, index
ISBN 978-1-4766-7389-9
Ebook 978-1-4766-3291-9 2018

The Olympian Cars: The Great American Luxury Automobiles of the Twenties and Thirties
by Richard Burns Carson

Beaver's Pond Press and Upper Midwest Region CCCA, 1976, 2nd edition 1998
uppermidwestregion.classiccarclub.org/
800 334 5749 or umrccca@gmail.com
288 pages, 12" x 9" hardcover, dustcover
16 color, 395 b/w images, index, bibliography, glossary
Price: \$59.95

ISBN-10: 1890676020
ISBN-13: 978-1890676025

Just reading the credits and acknowledgements, sources, bibliography, etc, your writer almost feels as though she should disqualify herself from offering comments on this book for it truly is a who's who of friends, acquaintances—many sadly no longer around—and other respected professionals ranging from *Beverly Rae Kimes*, *Strother MacMinn*, *Bill Dobson* (Dobbie), Tom Hubbard, and more. Bev Kimes wrote in the Foreword to the second edition. "Like the cars it is about, this book has a solid framework, a glorious mien and such nuanced accoutrements as a fine glossary, a helpful index and bibliography and comment on typography, which I've always regarded as a classy gracenote."



This book was first published 1976 and the second edition was reviewed by *Keith Marvin* in *SAHJ* #179 (March/April 1999), describing the changes and enhancements: more photos, with all re-mastered to upgrade sharpness on the page, revised/corrected captions, inclusion of the color insert, and more. The color insert mentioned is filled with those romantic and evocative advertisements for these grand Olympian cars created using original art and carefully chosen words. Another print run was made, so we're revisiting the book on these pages.

It is obvious that author Richard Burns Carson is first a thinker and contemplator prior to committing words to page. Once thought through, he's not bashful to "call it as he sees it." Consider his words on our more current advertising and marketing messages, "...before the populace was bludgeoned by mass advertising messages." Or this, explaining the fallacy

of "planned obsolescence... inflating new car demand and making the automobile industry a voracious consumer of our rapidly dwindling resources. We must realize that human effort and care, so sparingly used in modern manufacturing processes, are our only inexhaustible resource."

The early chapters "set the scene" telling of the times as they evolved from early automobiling into the ostentatious 1920s. An entire chapter is devoted to one man who it is obvious Carson believes had the greatest influence in the design direction of the Olympian Cars, Raymond Dietrich. Then chapter by chapter Carson presents the marques, sorting them into one of two categories. In "The Grand Marques" are Cadillac, Chrysler, Duesenberg, Franklin, Lincoln, Packard, Pierce-Arrow, and Stutz. In "Noble Oddities" are Auburn, Brewster, Cord, Cunningham, Du Pont, Jordan, Marmon, Peerless, Reo, and Ruxton—American marques all.

You'll read *The Olympian Cars* and then be drawn back to it again and again for it's a fine reference as Bev noted with its bibliography, glossary, and comprehensive index. Or as Keith Marvin had concluded in his above referenced 1999 review, this impressive book is for "...any enthusiast even remotely on the fringe of the confraternity of automotive historians and those interested in both those cars and the times which spawned their very being..."

—Helen V Hutchings

In Memoriam

John Juratovic (1939-2018)

With the passing of John S. "Jack" Juratovic at age 79 on October 15, 2018, SAH lost one of its longtime supportive members, SAH # 2059, who also worked for and on behalf of SAH by chairing the Richard and Grace Brigham Award Committee for a number of years, 2002-2015.

Jack was one of the founding members of the Automotive Fine Arts Society (AFAS) and for that organization too he worked, serving its efforts first as the Art Director of its publication, the *AFAS Quarterly*, then as its editor from 1992 until its final print issue in 2009. In 2001 Jack earned his own Richard and Grace Brigham Award. The citation notes in part that "In many ways automotive art that depicts historical events is just as much an analysis of that event as is a written article. For its success in presenting automotive history from a unique, dif-

ferent and enriching perspective the *AFAS Quarterly*" was named the Brigham Award recipient with congratulations extended to editor Juratovic.

Jack always had an automotive focus but creating automotive art came later. After earning his degree in 1965 in industrial design from Cleveland Institute of Art, he worked for Ford Styling, then Chrysler, and then William Schmidt Associates before starting BORT, Inc., with a fellow Ford Styling alumnus. The company's name was very much reflective of Juratovic's puckish sense of humor: Balls Out Racing Team. But the name's derivation isn't quite what you're thinking. "Balls out" was a phrase used in the steam days of railroading and literally meant the "ball" was out of the blaring steam whistle. And if you know Jack's art, you'll know steam engines figured prominently in many of his most stunning pieces. BORT's services included design and prototyping especially of aftermarket products for production vehicles with the Hurst/Oldsmobile T-top one of its more memorable achievements.

By 1982 Jack was ready to turn his attention full time to creating automotive art. Thus he was on-board helping establish AFAS in 1988 as a charter/founding member. His artistic creations which he described as "a combination of my perception of power and innovation as it pertains to the automobile and art" attracted patrons and collectors of his art, garnered commissions, netted him numerous corporate clients, and were published in a myriad of publications both to illustrate articles and to grace covers.

But if cars were a constant in life for Jack, so too were people, as was apparent if you were ever privileged to know him, and it was brought home repeatedly when reading interviews with him. No matter how the question was phrased Jack's reply was consistent. Influences? "The people I have met along the way from my professors to fellow or senior designers, from artists to friends, and my co-workers." Or this, "One of the primary rewards for doing what I do really is the people that I meet and then get to know."

—Helen V Hutchings



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