

SAH Journal



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Billboard

The Mystery Photo(s): The response to *Kit Foster's* image-riddle in the last *SAH Journal* has been great (see p. 15 of #305). Kit's answer to the riddle came in the form of a great article with a good number of images. To give it the space it deserves, it will appear in the next issue of the *SAHJ*. Keep the guesses coming, and we'll print the names of those who guess correctly.

Corrigendum: *Jay Maggio* wrote in to report: "In your article Art, Architecture, and the Automobile, III of your July/August issue it is mentioned on page 9 and then again on page 10 that General Motors was formed first with Buick and Cadillac and eventually Oldsmobile. I have several books that reference that GM was formed originally with Buick and Oldsmobile in 1908 and that Cadillac and Oakland were added in 1909." Absolutely correct.

Announcement: SAH member *Patrice Dussault*—graduate historian and professional translator—wishes to share data pertaining to the evolution of the automotive industry, and in particular of its labor force, in Canada. Given the globalization and standardization of different management and manufacturing processes, the trends depicted in some of the reports referred to below also apply to other countries, most notably the United States, those of Europe, Korea and Japan.

For years now, he has translated documents from organizations specializing in

the evolution of the auto industry and labor market, namely the Future of Canadian Automotive Labourforce Initiative (FOCAL Initiative: futureautolabourforce.ca/), the Automotive Policy Research Centre (APRC: automotivepolicy.ca/), the Canadian Skills Training and Employment Coalition (CSTEC: cstec.ca/), as well as PRISM Economics and Analysis (PRISM: prismeconomics.com/), and being officially supported by the Government of Canada's Sectoral Initiatives Program (through the Federal Department of Employment and Social Development: canada.ca/en/employment-social-development/programs/sectoral-initiatives-program.html).

In the context of the introduction of intelligent technologies into the design and manufacturing of automotive parts and sub-assemblies, and motor vehicles, he has come to discover and integrate three dozen new position titles starting to be used in the industry, and coin the official French version of those titles. Those interested in the auto industry labor force's evolution can read a number of different *Trend Reports* (futureautolabourforce.ca/trend-reports/ [English] and futureautolabourforce.ca/fr/rapports-sur-les-tendances/ [French]). Those more specifically interested in the new position titles can refer to the relevant report (futureautolabourforce.ca/trend-report/impact-of-industry-4-0-technologies-on-key-occupations-in-automotive-manufacturing/ [English—see Appendix D] and the French version will be available soon). For more information, contact Patrice at patricedussault1@gmail.com.

Front cover: Artist *Jay Maggio* (see "Corrigendum" above) graciously granted our request to use his painting "Sunday Drive"—it's a 1938 Packard Super Eight Club Coupe. (For details about his stunning artistry, see jaymaggio.com). Jay also has a history of his father's rural Oldsmobile dealership (that'll be a future article for the *SAHJ*). **Back cover (and p. 11):** *Esquire* magazine is still around today; and in the day (the prewar and early post-WWII era) it packed an impressive volume of material (e.g., images of stars like Dorothy Lamour and articles written by F. Scott Fitzgerald), including automotive articles and ads. Our back cover was the last in a series on the new Cord 810 in June 1937, p. 3, and the ad had much to say about the Cord and the readers of *Esquire*. Another example: *Esquire* covered cars in an artistic way too, as seen here on p. 11—this car was featured at the 2009 and 2016 Amelia Island Concours d'Elegance (its designer's Cord 810 sedan served as the donor chassis for the car).

SAH Journal

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



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Editor

Rubén L. Verdés
7491 N. Federal Hwy., Ste. C5337
Boca Raton, FL 33487-1625 USA
journal@autohistory.org
sahjournal@live.com
tel: +1.561.866.5010

Publications Committee

Louis F. Fourie
Christopher G. Foster
John Heitmann
Thomas S. Jakups
Donald J. Keefe
Rubén L. Verdés
Steve Wilson

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President's Perspective



Annus horribilis: 2020

SARS-CoV-2, better known as COVID-19, has turned the year 2020 into something of a real mess for all of us. Zoom, WebEx, FaceTime, other virtual means of communication, along with email and social media have changed the way we interact with each other. Conferences and meetings have been postponed, canceled or abandoned. Not only have we had to deal with the postponement of our Drive History Conference that we were to hold with the Historic Vehicle Association (HVA) this Spring, but given the many issues and the continuing situation with the pandemic, the Spring 2021 conference has also been canceled. This was a step taken with the greatest reluctance, but we simply could not see how we could hold an event to the level that we wished and do so safely. We are hoping that the Drive History Conference of 2022—the Fourth and 3/4ths of these events—will put us back on track.

Each year since its inception, the Society of Automotive Historians (SAH) has met during the Eastern Fall meeting of the Antique Automobile Club of America (AACA); that is, until this year. Over the years, this meeting has evolved to include not only a general annual meeting and a meeting of the Board of Directors, but also an Awards Dinner. This is the occasion during which the SAH acknowledges and honors those whose contributions to automotive history have earned recognition over the past year or as in the case of the Friend of Automotive History, for achievement in the field over many years. It is an occasion that I look forward to each year. Not only for meeting the various award recipients, but for the fellowship of seeing old friends and meeting new acquaintances. As you can see in this issue, the listing of the award recipients reflects both the distinction of their work and the reasons that it merited recognition. Needless to say, along with many others, I am looking forward to October 2021 and the Annual Awards Dinner so that we can recognize both the 2020 and 2021 recipients of our awards.

This is also a good time to put in a big Thank You to *John Marino* who has been organizing and chairing the awards dinner at the Hershey Country Club for many years now.

“It’s tough to make predictions, especially about the future.” —Yogi Berra

Historians live in the present, with their attention focused upon the past, all the while moving into the future. While the future certainly must build upon the past,

as we have seen in instances such as the current pandemic or other events such as, say, 9/11, while many things certainly might be possible, their probability is often rather vague. At the turn of the 20th century, the infrastructure for the automobile was, to be charitable, poor. The Good Roads Movement in the United States was launched by bicyclists looking for better roads for their use. The early adapters of the automobile essentially joined an already existing cause. The development of an infrastructure for the automobile was not an easy task, whether in the United States, Europe, Asia, or Africa. It was not only a matter of roads, but the other infrastructure to support the automobile. The need for a means to refuel the automobiles meant an often significant logistical challenge, not to mention the need to maintain as well as repair and then replace components on the automobile. This took time.

I mention this issue of infrastructure and logistics thanks in great part to the move towards the greater use of electric vehicles, which as Yogi would say, is déjà vu all over again. Although the electric automobile was able to compete with the steam and gasoline-powered automobiles in the early days of the automobile, the inability of battery-powered electric cars to travel any significant distance tended to shift the consensus towards the gasoline-powered cars. It would appear that over a century later technology is enabling the electric car to be competitive once again.

The role of the automotive historian in this is to provide the context how this evolved in the past and how the issues associated with this process were handled—not always easily or successfully at first. I see great opportunities for automotive historians to explore this topic as this process begins to take place.

—H. Donald Capps

Chris & Hajnal Minger (4784)

themingers@sbcglobal.net

Michael Takemura (4786)

michael.takemura@rocketmail.com

Michael Milne (4787) | roadsterguide@gmail.com

Jonathan & Anne Mitchell (4788) | jemolds@gmail.com

Louis Scalise (4789) | louisscalise@yahoo.com

Terry & Judy White (4790) | terryalanwhite@yahoo.com

Kevin & Kathy Jackam (4791) | ksjackam@msn.com

Richard Tice (4792) | rvbjr@email.com

Denise Naumann (4793)

denisemnaumann@gmail.com

Larry & Pat Depasquale (4794)

larrydepasquale@yahoo.com

Mike Reilly (4795) | mreilly@aaca.org

Whitney Overocker (4796)

whitney.overocker@gmail.com

John Brooks (4798) | five00mm@hotmail.com

Craig & Elaine Cook (4799)

craigacook6@gmail.com

Kevin & Monica McDonald (4800)

kevin.mcdonald@vwcrcedit.com

Murad Mithani (4803)

mithani.murad@gmail.com

Andre Clemente (4804) | andre@newoldcars.com

Harry & Joyce Benedict (4806) | hjbslvld@aol.com

Robert S. Jepson, Jr. & Alice A. Jepson (4807)

nospej@aol.com

Mark Lizewskie (4808) | mhl@epix.net

Dan Goldstein (4809) | dgoldstein@avixa.org

Alex Cauthen & Susan Thompson (4810)

alexcauthen@yahoo.com

D.B. Dickerson III (4811) | dbdIII@hotmail.com

William F. Trimble (4812) | trimbwf@auburn.edu

Dimitry & Dimitry Anastakis (4813)

dimitry.anastakis@utoronto.ca

Ulf Andersson (4814) | ulf.andersson@tavelsjo.se

Joseph Ross & Sherri De Marco (4815) | joer@tir.com

Matthew & Matthew Kilkenny (4816)

matthewkilkenny@yahoo.com

Alexander Gates (4817)

agates@canadianautomotivemuseum.com

Christopher Baltazar (4818) | chris.f.baltazar@gmail.com

Deb & Dave Tracy (4819)

americancarhistorian@gmail.com

Jatin Santani (4820) | jatin.ns92@gmail.com


Gregg & Gregg McPherson (4821) | gkm1425@mac.com

Graeme & Kathleen Rice (4822) | gkrice@xtra.co.nz

Rob Crosse (4823) | robcrosse1@gmail.com

Christien Edwards (4824) | chris335xi@yahoo.com

Peter Argue (4825) | peter.argue@somicamerica.com



AUGUST, 1971 **NEWSLETTER** ISSUE NO. 19

The Society of Automotive Historians

PRINTING AND PUBLICATIONS OFFICE: P. O. Box 6465, Marietta, Georgia 30060

G. Marshall Naul, President
5 Queen Ann Drive
Christine Manor
Newark, Delaware 19711

Richard B. Brigham, Vice President
136 Park Lane, N. E.
Marietta, Georgia 30060

R. Perry Zavitz, Secretary
460 Ridgewood Crescent
London 63, Ontario
Canada

Guy P. Seeley, Jr., Treasurer
10 Bryan Avenue
Malvern, Pennsylvania 19355

PRESIDENT'S PARAGRAPHS

Dear Fellow Member:

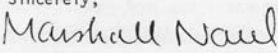
As you know, the S.A.H. has been planning to give an award for outstanding published work in the field of automotive history. This award will be based upon originality and depth of research, and is intended to encourage the dissemination of this work. It will serve as recognition of the author (or authors) for a notable piece of research.

It has been decided to call this the Cugnot Award in memory of the recognized first self-propelled vehicle built by Nicholas Cugnot in 1769. This vehicle is used in profile on our insignia.

The award is open to any member of the Society of Automotive Historians for any work published between July 1, 1970 and July 1, 1971. Nominations for the award may be made by any member on his own behalf or on behalf of any other member. Such nominations should be received by me no later than September 15, in order that the award may be made at the annual meeting at Hershey on October 9. If nominated material has been published in a non-national publication, a copy of the material should be included.

If, in the opinion of the judges, there should be no single published work worthy of the Cugnot Award, one or more Certificates of Recognition will be awarded for works which deserve being rewarded.

Here's the first time awards were mentioned (issue 19).

Sincerely,

Marshall Naul, President

THE ANNUAL SAH AWARDS

The *SAH Journal* reports on the society's awards by lauding the "Annual Meeting of Members" and the "Gala Awards Banquet" that takes place every year during the October AACA Eastern Regional Fall Meet in Hershey, Pennsylvania. All these SAH and AACA events were cancelled due to the global COVID-19 pandemic. However, like many other entities, the SAH continued to conduct its business (via video conferencing) and the awards committees continued their work and award winners were selected. With all those efforts, here we have the sole venue for presenting the awards to the membership and all readers of the *SAH Journal*.

Carl Benz Award

"The Rise and Demise of the Packard Speedsters," by *Ronald Sieber*, published in the January/February 2019 issue (Vol. 83, No. 1) of *Antique Automobile*, the official publication of the Antique Automobile

Club of America.

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.

A total of 11 articles were nominated for the 2020 Benz Award, coming from commercial and club publications, as well as one from a scholarly journal. The 2020 winner is "The Rise and Demise of the Packard Speedsters," by *Ronald Sieber*, published in the January/February 2019 issue (Vol. 83, No. 1) of *Antique Auto-*

motive Automobile, the official publication of the Antique Automobile Club of America. It scored 392 out of a possible 400 points.

Though the Benz Committee reviewed a number of high-quality submissions, this one clearly stood above the rest. We were very impressed with not only Mr. Siebert's research, writing style and overall mastery of the topic, but also the layout of the article, which consisted of both period and modern photography as well as original Packard artwork. It was a testament to the photographic and graphic design skills of Editor-in-Chief, West Peterson.

—Don Keefe

Nicolas-Joseph Cugnot Award (NJCA)

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.

NJCA: English Language (EL):

Ballot by Daniel Cabart and Gautam Sen, published by Dalton Watson Fine Books ISBN: 978-185443303-9

The 2020 Cugnot Award (English Language) is given to *Ballot* by Daniel Cabart and Gautam Sen. The two-volume set was published by Dalton Watson Fine Books under the direction of Jean Morris and Glyn Morris. Dalton Walton has received several prior Cugnot Awards and this year's award only adds to the exemplary work that this publishing house continues to do in the documentation of automotive history.

While the Committee had an extraordinarily strong field of nominees, *Ballot* clearly stood out following review, discussion, and scoring among Commit-

tee members. The Committee saw *Ballot* as the typical Dalton Watson high quality book offering beautiful and extensive illustrations, and a well documented presentation from a scholarly perspective. Importantly, the work brings new attention to Ernest Ballot, his company and his motorcars. It is a remarkable achievement.

—Edward Garten

NJCA-EL: Award of Distinction:

The Doble Steam Car by Jim Crank, published by the Doble Steam Press. ISBN: 978-0578464633

Separate from the 2020 Cugnot Award (English Language) given to *Ballot*, the Committee gave an *Award of Distinction* to *The Doble Steam Car* by Jim Crank, published by the Doble Steam Press, under the direction of Jim Anderson.

The Committee viewed this elegant and well-documented two-volume work as a significant contribution to automotive history. The book is not simply a motorcar history; rather this is a sweeping presentation of an entire era and its unique individuals. Mr. Crank lived much of his life around the people involved with the Doble steam car as well as with the owners of these vehicles. Although the text is a bit repetitive at points, readers are fortunate to have a great storyteller in Mr. Crank, who insisted on bringing the Doble story to life and into the present. Crank also found an astonishing amount of rare materials and photographs that significantly enhance the book.

—Edward Garten

NJCA: Language other than English:

Paul Daimler, König des Kompressors by Harry Niemann, published by Motorbuch Verlag ISBN: 978-3613042674

Paul Daimler, König des Kompressors, by Harry Niemann has been selected to receive the 2020 Cugnot Award for books in a language other than English.

The reviewing committee was most impressed with the level of detail and quality of presentation in an area of automotive history that has not been previously the subject of a major work. Motorbuch Verlag

and the author are to be congratulated for this achievement.

—Arthur Jones

Editor's Note: for more on Paul Daimler, König des Kompressors see the book review in the SAH Journal (#305, p. 12).

James J. Bradley Distinguished Service Award

The Mercedes-Benz Classic Archives & Collection
Stuttgart, Germany

Award presented to a deserving library or archive, or to an individual within such an organization, for the preservation of historical 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.

The 2020 Award is given to The Mercedes-Benz Classic Archives & Collection, Stuttgart, Germany. The M-B Classic Archives & Collection received the Bradley Award in 1986 and, to date, only one other organization received the award twice. It was clear to the Committee that the Mercedes-Benz Archives has made substantial and, indeed, extraordinary progress in the enhancement and extension of its collections since 1986.

By way of its history, the Archives were officially founded in December 1936 by resolution of the board of management, and all the departments of the company were informed and urged to provide all historical material that would no longer be needed in everyday business. Fortunately at that time considerable material was still preserved in the company, so the documentation in the Archives goes back to the early days of the Benz and Daimler companies and the automobile.

The Archives comprise about 16,000 shelf meters of files, documents and printed matter, about 4.5 million photographs, more than 10,000 videos and more than 15,000 volumes in the library, among them the oldest German-language automotive journals. The paperwork includes minutes of board and advisory board meetings, the files of former CEOs and board members, printed matters docu-

menting the products (and catalogues, price lists, owner's manuals, spare parts lists, workshop manuals etc.), press kits, technical drawings, advertising material such as posters and advertisements, and also the original commission books from the period 1885 to 1945 and vehicle data documents on about 10 million individual cars built from 1946 to 1986. The vehicle collection includes about 1000 vehicles of which 160 are on display in the Mercedes-Benz Museum.

The Award Committee was impressed that the Archives & Collection department takes seriously its dual role as consulting entity and service provider not only within the company but also with the public. The Archives are open by appointment (free of charge) to researchers and scholars worldwide.

About 100 persons per year visit the Archives for research purposes. The number of written inquiries mainly by e-mail but still also by letter is much higher of course: about 1600 a year. For basic research on product history and corporate history topics including photos, an easy-to-use, self-explanatory multimedia database is available to the public on the worldwide web. It is accessible via mercedes-benz-publicarchive.com

In the last five years more than two million users have used the database, downloading more than 300,000 files (mainly photos).

Apart from the database that provides information and photos in an encyclopedic approach the Classic department operates a comprehensive internet page providing information on the achievements, activities and portfolio of the department. It is accessible via mercedes-benz.com/de/classic/

The Museum (which had been reopened in 1986 after a complete refurbishment) moved, in 2006, to an all-new landmark building. The exhibition space and the number of exhibits were more than tripled, and the number of visitors—with almost 500,000 per year already at a very high level—could be increased to about 800,000 per year. Last but not least, the Mercedes-Benz Archives became part of UNESCO World Document Heritage: a collection of documents on the Benz Patent Motor Car with the DRP 37435 patent being the central part of this collec-

tion held in the archives, has been included in the UNESCO “Memory of the World” world document heritage in 2011.

—Edward Garten

Richard P. Scharchburg Student Paper Award (RSSPA)

Han-Yi Huang, for “Church Pews From Detroit: The Rise of the Drive-in Church in the United States Between the 1940s to the 1950s.”

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.

RSSPA: Award of Distinction:

Tyler Miller-Wells, for “The Virtual Frontier: The Automotive Video Game and its Future in Automotive Heritage”

Richard and Grace Brigham Award

Not awarded.

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.

E.P. Ingersoll Award

Indie Auto (indieauto.org), created and maintained by Steve Salmi

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.

Indie Auto modestly touts itself as “A

refreshingly independent look at the American automobile”—not, for the record, just the independent manufacturers, and not always only American companies either. It consists of original writings on topics in automotive history, sometimes iconoclastic and almost always infused with an element of informed opinion, eloquently expressed, along with a generous selection of photos and illustrations. As one committee member expressed the flavor of the site, “it goes against what it calls the groupthink of both the American manufacturers that led to their dramatic decline and commentators who repeat the same, sometimes incorrect, histories of the industry. It then explains its goal is to ‘present the detailed industry knowledge of a car buff and the analytical depth of an auto history scholar.’”

The articles, heavily documented with a healthy range of sources, are written to inform and often to persuade; they are sometimes provocative, as when *Steve Salmi* presents a theory—either his own or one posited elsewhere—and builds a case for or against it. Among the features enlivening the site are thought-provoking “fake design” studies that tellingly illuminate decision points in automotive design and marketing, as well as “data dives” that examine statistics closely to weigh the validity of common automotive truisms. As a measure of the site’s ethos, one section is a substantial, conveniently organized bibliography of automotive books and writings. Indie Auto stands out for the originality of its perspective, its scrupulous elevation of fact over dogma, the lively cogency of its argumentation, and the scope of its study of automotive history.

—Steve Wilson

Friend of Automotive History Award

Peter W. Mullin

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.

Peter Mullin started collecting automobiles decades ago—focusing on French marques of the classic era. He serves

as the vice chairman of the Petersen Automotive Museum, the president of the American Bugatti Club, and he is a member of the Bugatti Trust. He has also served and supported numerous other educational, benevolent and charitable organizations.

The Mullin Automotive Museum is currently celebrating its 10th anniversary (though it is currently closed due to the pandemic). As stated on the museum’s website, the museum “strives to educate guests about 20th-century French automotive styling and design. The museum boasts nearly 47,000 square feet of exhibit space”—and the “Mullin Automotive Museum Foundation supports non-profit public charities that are dedicated to the study, preservation and public display of classic automobiles.”

When asked (in a classicdriver.com interview): “Why is it important for you to have a museum open to the public?” He answered: “It’s important because, as a collector, I feel it’s my responsibility to preserve and share these cars, and also to educate people about them. The only way this could be done was to open a museum to the public. It always bothered me that great cars seemed to disappear into a black hole, simply because a wealthy person had bought them and tucked them away in the bowels of their basement. It didn’t seem right that only a select number of that person’s friends were able to see and appreciate the cars. I always wondered if you really own these cars, or whether you simply look after them for the next generation.”

For past, current, and ongoing dedication to preserving automotive history, Peter Mullin is this year’s Friend of Automotive History, which is the SAH’s highest award.

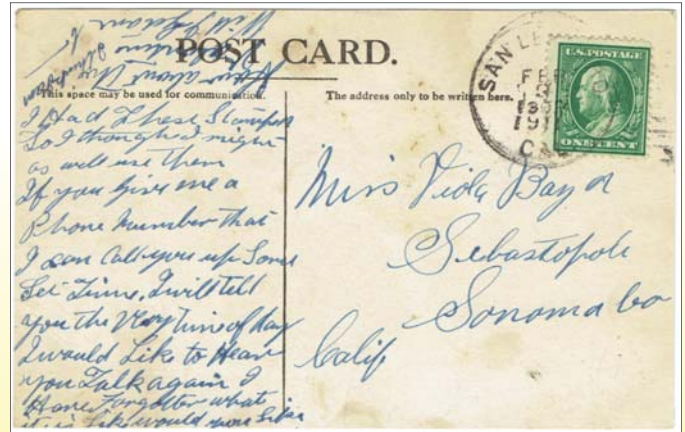
While we did not have the opportunity to herald these award winners at an awards ceremony in Hershey as we do every year, the SAH can be proud of the continued efforts of awards committees’ work to ensure we had an impressive slate of award recipients this year. We all join in congratulating this year’s award winners, and we look forward to getting together again in Hershey next year.

—R. Verdés

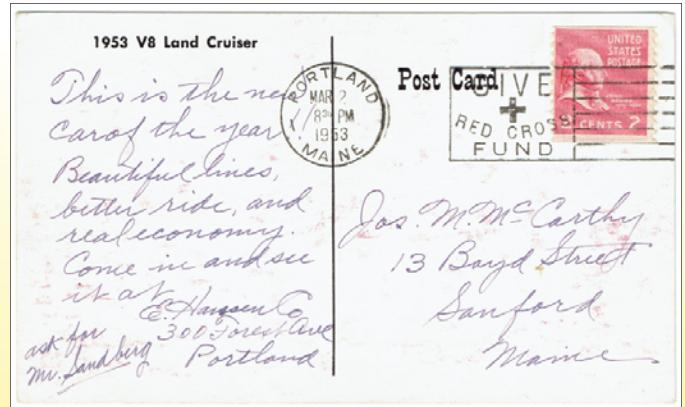
POSTCARDS AS A LENS TO VIEW AUTOMOTIVE HISTORY

Deltiology is the study and collection of postcards, but that term is rarely used. Postcard collecting has been described as a genteel hobby, and it happens to be third in popularity after stamp and currency collecting. There are clubs and postcard shows, and endless varieties and themes. Often, photos were developed on

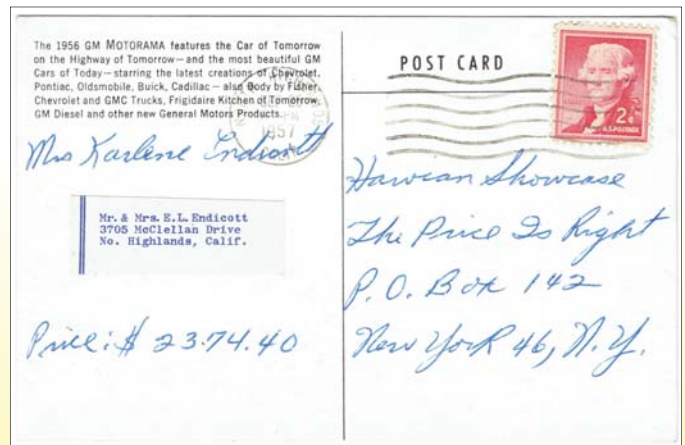
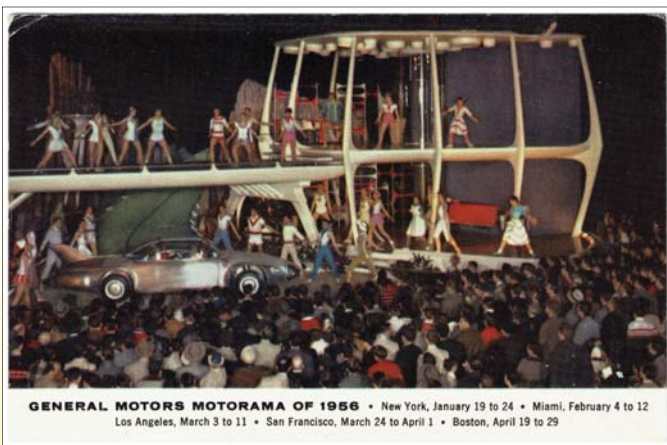
postcards (resembling commercial cards) so one could send photos to friends and family (in the days before Facebook). Postcards are also a great source for images of automobiles. How they were used could either relate to the image, or just used for communication. Here are a few examples of postcards as snapshots in time. —Ed.



This postcard was used as a Valentine. It was sent from San Leandro, California, on Feb. 3, 1911 by (signature illegible) to Miss Viola Bayor of Sebastopol, Sonoma County, California. It reads (a best efforts decipherment): "I had these stamps so I thought I might as well use them. If you give me a phone number that I can call you up some set-time, I will tel. (telephone) you the very time of day. I would like to hear you talk again. I have forgotten what it is like would you like (picking up on top upside down) How about the Valentine I think I am. Will I get answer (Signed)." One wonders if there was a happy ending (or if Viola could read the card, or knew who sent it). Can you identify the car?

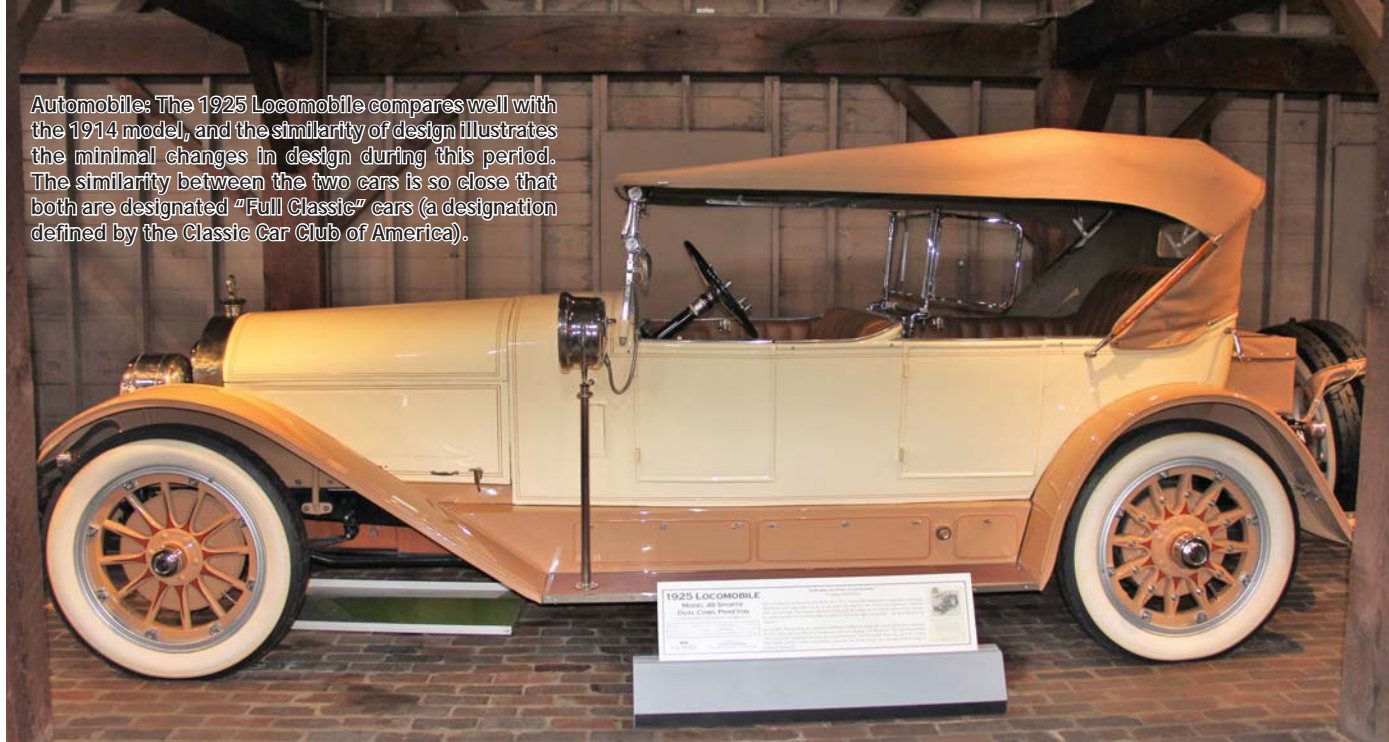


This straightforward sales call via a postcard was sent on Mar. 2, 1953, inviting Mr. McCarthy of Sanford, Maine, to come and see the new 1953 Studebaker Land Cruiser (and to ask for Mr. Sandberg) at E. Hansen, Sales & Service at 300 Forest Ave., Portland, Maine.



This 1956 GM Motorama postcard gives all the show dates for five cities and describes the event and the GM products (of then and the future) that could be seen. Here the postcard was used the following year (postmarked 1957) to enter a contest. "The Price is Right" game show ran on NBC from 1956 to 1963 and featured "showcases" of multiple prizes where viewers at home could play by guessing the price and sending in a postcard with a guessed price for the prize, in this case the prize was the "Hawaiian Showcase" (custom items were included so all the prices of the various items couldn't be simply looked-up). One wonders if Karlene Endicott won the prize.

Automobile: The 1925 Locomobile compares well with the 1914 model, and the similarity of design illustrates the minimal changes in design during this period. The similarity between the two cars is so close that both are designated "Full Classic" cars (a designation defined by the Classic Car Club of America).



ART, ARCHITECTURE AND THE AUTOMOBILE PART IV

Editor's note: This is the fourth chapter of an eight-part presentation presenting a historical contextual triad of Art, Architecture and the Automobile. The series began with issue #303—the reader is encouraged to refer to that issue, which included an introduction, for added context and understanding of the entire series' presentation.

IV. THE RENAISSANCE, 1908 to 1928

It is described by the dictum *Form is Function*.

In general, this period is marked by a straight-line design with flat fenders and an open body as described by *Scientific American* in 1908. The primary changes for the automobile in this period are found not in design so much, but in the mechanical and engineering aspects of the automobiles. In addition to steam and electric

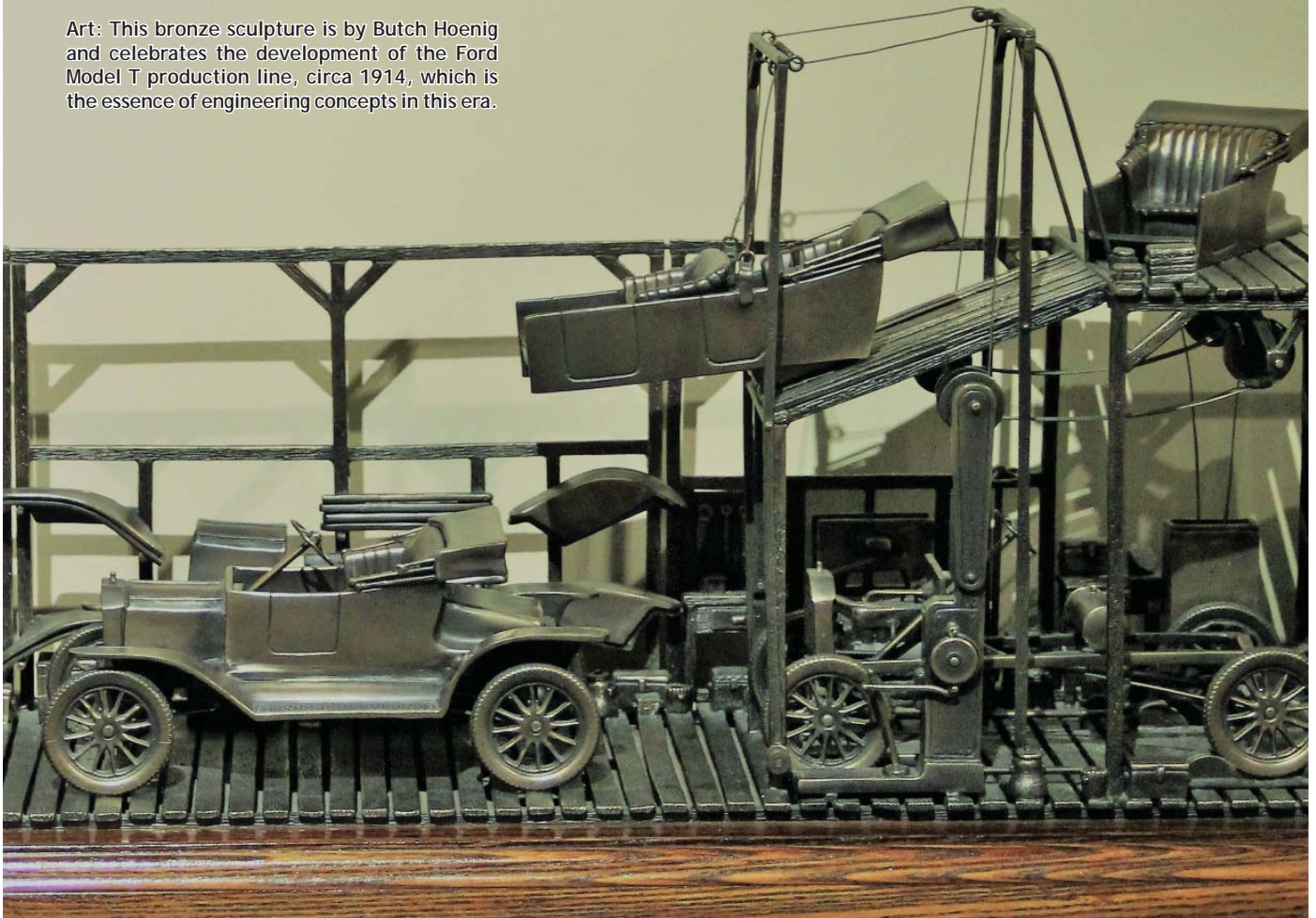
power, gasoline power evolved from one-cylinder to two-cylinder to four-cylinder to eight-cylinder, and to twelve-cylinder engines. Finally during World War I and again at the end of this period the development of a massive sixteen-cylinder engine was underway. Reportedly, the Duesenberg brothers built a sixteen-cylinder engine intended for aircraft during World War I, but no airplane at the time had the capacity to carry such a large engine. The period also witnessed the introduction of multi-valve arrangements, the Knight sleeve valve engine and overhead cam shafts as well as four-wheel drive trucks of impressive size. The Renaissance concept is a broad stroke and this description does not cite every mechanical change or engineering improvement. However, with only a few exceptions, auto makers seemed to concentrate more on mechanical improvements than on the art and style of the automobile.

Architecture: The diner image has the appearance of a rail car or trolley and is representative of this era in the evolution of the architecture.



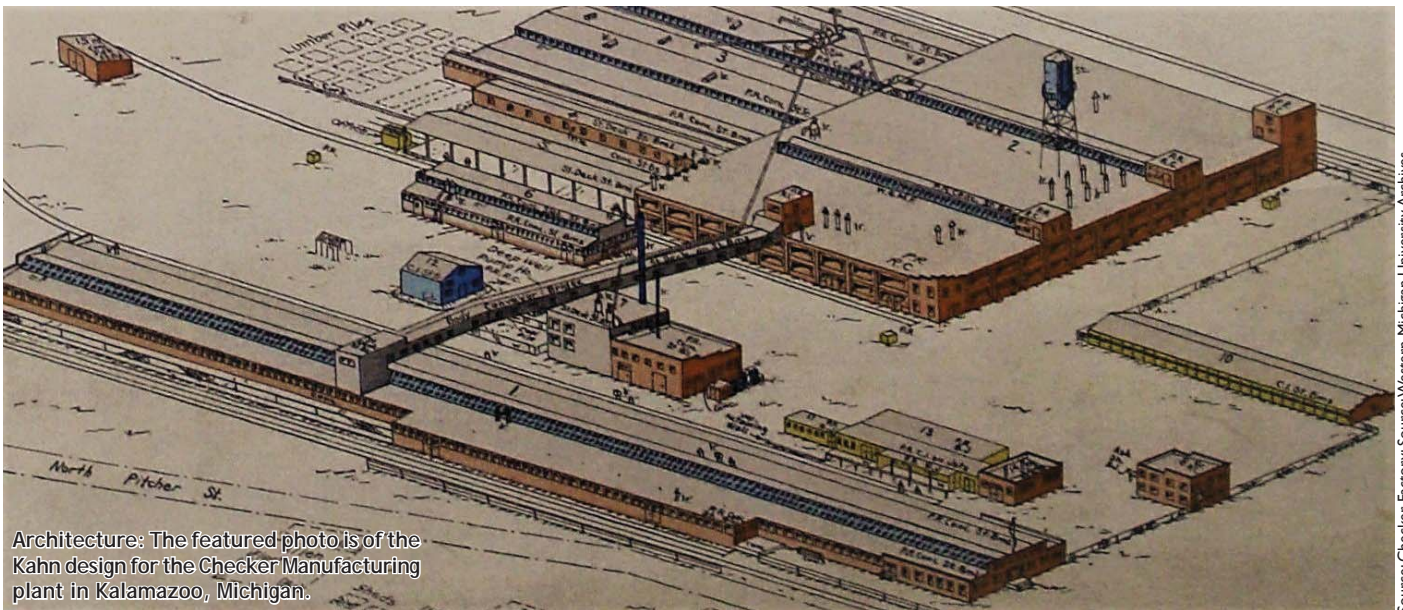
Deserted diner near Syracuse, New York by John Collier, Jr., 1913-1992
Source: Library of Congress Farm Security Administration Collection.

Art: This bronze sculpture is by Butch Hoenig and celebrates the development of the Ford Model T production line, circa 1914, which is the essence of engineering concepts in this era.



The word Renaissance was chosen because this period marks the transition from the “Medieval world” of the small horseless carriage runabout with its single-cylinder engine, crank start, coil/magneto ignition and oil burning lanterns to the modern era of sophisticated mechanical improvements, battery powered electric systems, enclosed body styles and improved accoutrements such as four-wheel brakes, balloon tires and shock-assisted suspension. Of course it was not a real change from “Medieval” to “Modern” times, but the word Renaissance identifies the transition in which

the artistic car with brass lamps became the automobile of work, as well as play and entertainment. The closed vehicle was a substantial change, and some judges pronounced it a “bedroom on wheels” referring of course to the new freedom which it provided for the young adult. Still, the designs during this period were not nearly as revolutionary as in the succeeding twenty years. Case in point, after an extensive review of the 1914 Locomobile the Classic Car Club of America designated it as a Full Classic Car because it met the same standards of design and technology as the 1925 Locomobile.



Architecture: The featured photo is of the Kahn design for the Checker Manufacturing plant in Kalamazoo, Michigan.

Source: Checker Factory. Source: Western Michigan University Archives.



Automobile: The 1914 Locomobile emphasizes the development of size and power in the Renaissance period. The six-cylinder engine measures 4.5" x 5.5" for 524.8 cid. The 1914 model is a designated "Full Classic" car (a designation defined by the Classic Car Club of America).

That example alone is a clear admission of the similarity, and yes, perhaps the similarity of these cars during a period of more than a decade.

While the architecture certainly varies, the architecture within this period is conceptualized by the work of Albert Kahn. This was the period of the automobile manufacturing plant, and the period in which Albert Kahn rebuilt Detroit. Henry Ford commissioned Kahn in 1908 to design the Highland Park plant where raw materials entered the factory at one end and completed Model T Fords exited the plant at the other, epitomizing the dictum *Form is Function*. Kahn also designed plants for Packard, Pierce-Arrow and Dodge during this period, but a second aspect of this story concerns the lowly roadside diner. The street vendor's cart of the prior period grew into the diner or dining car restaurant of the Renaissance, and many resembled railroad cars or street cars. The general notion of the diner was that the railroad dining car exemplified the wealthy class. While historians argue that the diner, as designed by Mayfair and O'Mahony in this manner, was an original and not a converted railroad dining car, the image shown here certainly has the look and the feel of an early railroad car or street car. This discussion of the diner offers a preview to the architectural references in following sections which include images of diners and their progressive changes.

Reportedly, Henry Ford once declared, "You may have any color you want as long as it is black." While the accuracy of the statement is questioned by many historians, it is accepted folklore and emphasizes the concentration on the mechanical fundamentals of the automobile production during this period.

—David O. Lyon



Art: The painting of Captain Eddie Rickenbacker on the cover of his autobiography emphasizes the impact of World War I upon the acceleration of engineering during this period. (For more, see SAHJ #303, p. 4. —Ed.)



THE PHANTOM CORSAIR
DESIGNED BY RUST HEINZ

A New Contribution to Automobile Design

This car is distinguished by its unusual provisions for safety and comfort at high speeds. Four passengers ride abreast in the front seat, two in the interior rumble seat. The safety interior is lined with rubber (slab) in all areas where injury might occur to riders during accidents.

The car is built with front wheel drive, electric gear shift, four forward speeds, develops a speed of 122 m.p.h. with small engine, wheels independently sprung, hydraulic double-action set-type shock absorbers adjustable at dash, and thermostatically controlled air conditioning producing heat or cold. The car has neither fenders nor running boards, the seats are molded of cast rubber without springs, the ceiling and interior side-walls lined with cork composition $\frac{3}{4}$ inch thick; there is a layer of sponge rubber under all upholstery, while steel crash board has 2-inch thick rubber covering—everything sound- and-shock-proofed.

All glass, bullet proof for safety, tinted green against glare, and slanted inward toward top, eliminating reflections; hidden all-wave radio with two speakers; roof doors open simultaneously and automatically with regular doors. For a note on the car's designer turn to page 22.

Book Reviews

Dean's Garage: The Future Is Back

by Gary Dean Smith

Performance Design (2020)

deansgarage.com/

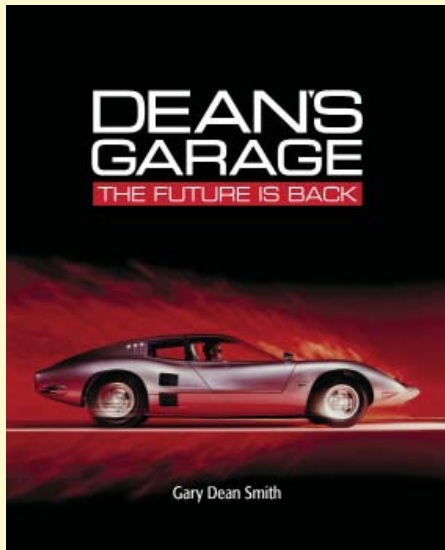
296 pages, 8.25" x 11" softcover, index

109 b/w and 230 color illustrations and photos, indexed and appendix listing 1988 design staff personnel

Price: \$65

ISBN-10: 1733449302

ISBN-13: 978-1733449304



A goodly number of SAH members indicate automotive design as an area of interest. For them, this book should be a “must have.” To all others I’d say put it high on the list to add to your library for the enjoyment and edification it offers—not to mention the more than 300 delicious images that are a satisfying mix of photos, original art, design sketches and models.

The proprietor and author of *Dean's Garage* is Gary Dean Smith. He was part of GM's design staff for 15 years, 1973 to 1988. While still with GM he started an outside personal business he called Performance Design which he grew after leaving GM and Michigan. Though he goes by his birth name Gary, he chose to name his book—and website which I'll get

to next—using his middle name which he shared with his father O. Dean Smith just as father and son shared enthusiasm for all things automotive.

That website is deansgarage.com. Since establishing it in 2011—well, to say it has grown and that it's contributed to by all manner of notable designers and others is an understatement.

So now we come to the book *Dean's Garage: The Future Is Back*.

Any auto-centric designer's dream job was (and is) to be accepted by and work for a major maker. However, once hired there often came what might be termed a “reality check” for even dream jobs aren't always “dreamy.” Sometimes some of those “creatives” who advanced to become studio or department heads weren't always “dreamy” to work for; or the project was on such a “crunch schedule” that dream job sometimes felt more like sleepless drudgery. Still, cumulatively they weren't described as creatives without reason as the pages of this book, created from stories about and told by some of those GM insiders, prove. Stress-reducing and attitude-leveling stories abound along with other memories, all well illustrated as the book's image count testifies.

Two other pluses are important to note. The book is well indexed and photo captions identify people by name, which is especially important since the group shots document a particular studio's personnel at a specific date, recording them for posterity and exemplifies why the book is such an important reference while also being entertaining—as “the creative contributors” certainly demonstrate!

There are quotes, such as this wonderful malapropos exchange: “I didn't like that car when it first came out, but since then I've done a complete 360,” said Dave Holls, to which Bernie Smith replied, “Ahhh, I haven't gone as far as you Dave; I think I've done about a 270 on that one.” Further, there's some always-good-for-a-grin Stan Mott drawings sometimes accompanied by his words, other times with those of designer-columnist Robert Cumberland.

You'll read and look at the pages to learn. You'll read and look at the pages to laugh. Not a bad combination and certainly contributes to making this book first a “must have” and then “a keeper.”

—Helen V Hutchings

Charles Clifton of Pierce-Arrow: A Sure Hand and a Fine Automobile

by Roger J. Sherman

McFarland & Company (2019)

McFarlandBooks.com/ 800-253-2187

288 pages, 7" x 10" softcover

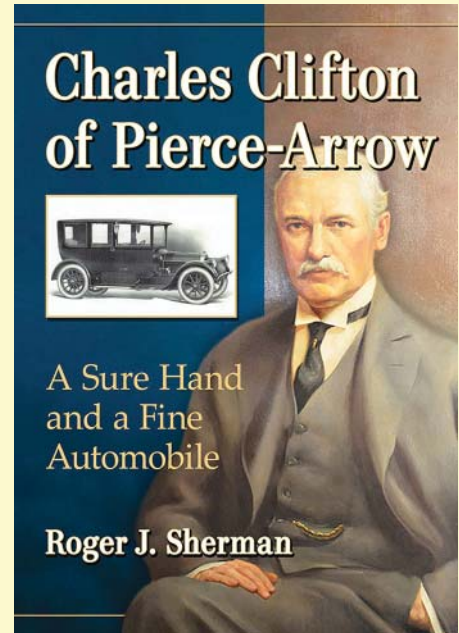
100 images, sources, and index

Price: \$45.00

eISBN: 978-1476636092

ISBN-10: 1476675848

ISBN-13: 978-1476675848



Editor's Note: our new member and reviewer, Kevin M. McDonald, is an automotive attorney and an adjunct professor of law at the Washington University School of Law in St. Louis, Missouri.

Pick up any newspaper today and you'll read that auto executives face “unprecedented” challenges, from managing their companies through a global pandemic to keeping pace with rapid changes in technology, all within an environment of ceaseless competition coming from electric and autonomous vehicle startups in California, China, and beyond. However, are these challenges really “unprecedented”?

Just over a hundred years ago, as the nascent automobile industry quickly graduated from bicycles and horseless carriages to motorized two- and four-wheeled vehicles (all within a few decades), challenges abounded: two global influenza pandemics; bitter legal fights over technology and patents; employee unrest and other work stoppages in production, including parts shortages and railroad strikes; competition among not dozens, but

hundreds, of manufacturers; and perhaps most challenging: World War I (the Great War).

Within this “unprecedented” atmosphere author *Roger J. Sherman* situates his biography of Colonel Charles Clifton, president and chairman of Pierce-Arrow Motor Car Company and leader of the auto industry’s first major trade associations. Born in Buffalo, New York, in 1853, Clifton entered the workforce at just 17 years old, forgoing college to earn money out of a “stern [need] to become a breadwinner.” He enlisted in the New York militia a year later where he served until 1903. He progressed to the rank of colonel, a title that accompanied him and his reputation until his death in 1928.

Clifton first joined the George N. Pierce Company in 1897 as an assistant treasurer. He joined a company in the throes of transition from building bicycles to manufacturing motorized carriages. Having first navigated the company from carriages to automobiles and trucks, his biggest success would come during, and briefly after, World War I. The post-war boom was short-lived, as inflation and fights with railroads over pricing pressured all manufacturers.

On his watch, Pierce-Arrow grew to become the largest and most important company in Buffalo, employing nearly 10,000 workers at the Buffalo plant by the end of World War I (with an additional 25,000 people in the city dependent on the company). By 1926, the company was earning record profits by having produced nearly 6,000 cars and approximately 1,000 trucks. Despite its success, the company couldn’t keep up with its post-war debts and struggled to fund new models. Ultimately, its strategy of building high-priced low-volume cars alongside a mix of various trucks and buses just didn’t scale and left it massively exposed when the financial crisis hit.

Sherman demonstrates a deep expertise with Pierce-Arrow cars, the company, and its Colonel. Drawing on his knowledge as editor of the Pierce-Arrow Society’s quarterly magazine, *The Arrow*, he goes beyond company publications and archives by using a wide array of primary and secondary sources, such as contemporary national and local newspapers (e.g., *New York Times*, *Wall Street Journal*, *Buffalo Evening News*), industry publications, company and industry board minutes, financial reports, magazine advertisements, and even dinner menus and toasting speeches from auto

show galas, all supplemented by interviews the author conducted with Clifton’s grand- and great-grandchildren. Enriching the text throughout are pictures and images of the ever-changing and growing factory grounds (originally designed in 1906 by the famous architect Albert Kahn), the various vehicle models and configurations, the evolving advertisements, and—of course—the Colonel himself aging through the years.

Yet, despite all of Clifton’s remarkable accomplishments, Sherman maintains an objective and detached review of his subject. For example, we learn how his son struggled throughout his life with alcoholism. His grandchildren described the “Colonel” as cold, detached, and withdrawn. In today’s parlance, we might say Clifton overextended himself and suffered from an unhealthy work-life balance.

With this biography, *Roger Sherman* has filled a gap in the history of auto giants. While several books have documented the rise and fall of the Pierce-Arrow Motor Car Company, none has documented the influence and lasting effects of Colonel Clifton. His story, as told by Sherman, should be read by any automotive historian or enthusiast interested in learning more about one of the industry’s most important “founding fathers” of the early twentieth century.

—Kevin M. McDonald

Great Grilles of the '50s

by *Mark Misercola and Hank Kaczmarek*

MT Publishing Company, Inc. (2019)

mtpublishing.com/ 888-263-4702

104 pages, 11" x 8¾" hardcover, dustcover

16 b/w and 93 color photos, indexed

Price: \$39.95

ISBN-10: 1949478254

ISBN-13: 978-1949478259

and

The Ford Model A

by *Robert C. Kreipke*

MT Publishing Company, Inc. (2020)

mtpublishing.com/ 888-263-4702

128 pages, 11" x 8¾" hardcover, dustcover

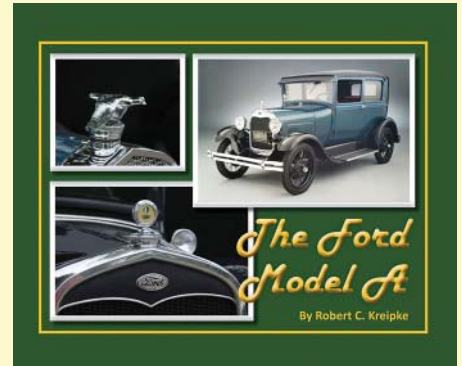
148 b/w and 53 color photos, 13 charts, indexed

Price: \$39.95

ISBN-10: 1949478378

ISBN-13: 978-1949478372

Both of these books are published by BMT Publishing. While they share in common physical attributes of lovely pages that exhibit the attention paid to layout and



printing and have in common, car-photo friendly landscape format, their content is very different.

The Ford Model A is an historian’s delight for it contains an abundance of period photos. It is very much photo-rich and text-light, but its author is Ford Motor Company’s historian emeritus, Robert Kreipke, who is particularly adept at sourcing and selecting images to convey and communicate the Model A’s story in considerable detail over its four-year production. Moreover, with a credited staff including a proofreader and content consultant, the book is essentially error free.

However, the same observations do not apply to *Great Grilles of the '50s*. While this book reproduces stats and factory info—such as color “chips,” and interior/exterior color options available for each specific year of make/model discussed—it isn’t presented as (or likely meant to be) an historical resource as much as a nostalgia coffee-table-type tome. As such it is enjoyable to peruse. Anyone actually reading it will have to overlook or ignore the careless misspellings that slipped through uncorrected.

Great Grille’s authors’ bios clearly indicate both are life-long car enthusiasts so one can only imagine the fun they had choosing which vehicles they would feature and then sourcing nice examples to portray photographically. Only one apparently eluded their reach, as all but two of the images of

the 1957 Cadillac Eldorado Brougham are period Cadillac publicity images. Furthermore, as one might guess, all ten cars were produced by American manufacturers with over half of those by one division or another of GM.

—Helen V Hutchings

Journey to the West: A Great American Adventure on the National Old Trails Road, A Novel

by Jim Schild

The Auto Review (2020)

theAutoReview.com/

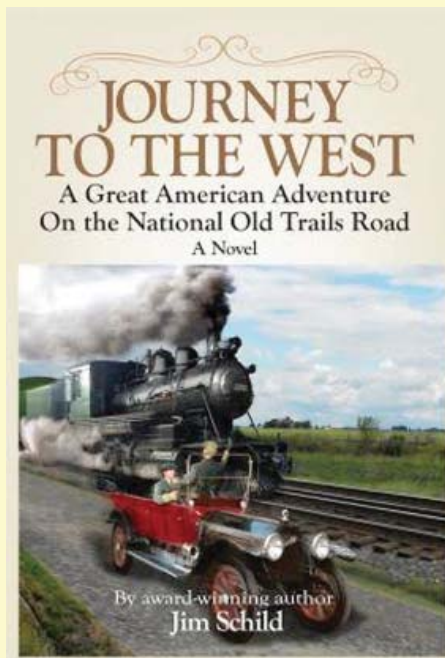
220 pages, 6" x 9" softcover

55 b/w images

Price: \$15.95

ISBN-10: 0578663252

ISBN-13: 978-0578663258



Life does have its moments of seemingly improbable synchronicities although unlikely to the degree of the story told on this book's pages which is author *Jim Schild's* first attempt at writing fiction. Thus, reader be forewarned; while locations and events match history, suspend reality as you travel along the pages of *Journey to the West: A Great American Adventure on the National Old Trails Road* for it is, as is included as part of the subtitle, *A Novel*.

A quick storyline synopsis: In 1915 brothers Jim and Jack, scarcely out of their teens, drive a two-year-old Peerless

6/48 Touring from New York City to San Diego, California, joining the National Old Trails Road at its Baltimore, Maryland, origination. At practically every pause or stop, they "just happen" to meet someone special or attend an event.

A few examples of these happenstance encounters include "finding" Cannonball Baker where they pause to refuel and conversing with him; meeting Orville Wright in Dayton and he just happens to invite them to camp that night in his hangar and takes them aloft the next morning. Next stop Indianapolis and arrival timed to attend *the* race where they not only meet, but are taken under the wing of no less a personage than Ralph de Palma who, of course, would win that year's race and invite Jim and Jack to join him in Victory Lane. From there, there were still 145 pages of places and encounters to go.

Longtime SAH members will recognize *Jim Schild* as a one-time SAH board member and one who has authored and published several automotive books and

articles. His own publishing company, through which he published *Journey West*, has a name steeped in historical significance.

The original *The Auto Review* was published from 1906 to the end of 1923 by the Saint Louis, Missouri, auto dealers' group as their official magazine. It was revived as a quarterly in 1988 by Schild, but only lasted a couple of years. Thereafter Schild used the name and logo for his own book writing and publishing concern, which has to date published and marketed nearly 30 books and publications including this newest *Journey to the West*.


While the improbable sequence of events may become problematic for an adult reader, it's the "stuff of dreams" for a YA (*i.e.*, "young adult" —*Ed.*). If there's one or more of these fledgling automobilists in your family, this may be an exactly right book to entertain and further entice and encourage their developing automotive interests.

—Helen V Hutchings

More Cadillac

V-16s

Lost and Found




67 New Histories

Christopher W. Cummings

Coming Soon!

In 1930, Cadillac's elegant new V-16 launched the company into the top tier of luxury car-makers, surpassing the performance and prestige of competitors' eight or twelve-cylinder engines. Over the next 11 years, each of the nearly 4000 V-16s was as close to hand-made as a commercial auto manufacturer could come. Many of the cars survived wartime scrap drives, obsolescence, lack of replacement parts, neglect and the elements. This follow-up to *Cadillac V-16s Lost and Found* (2014) presents the individual stories of 67 more of these magnificent machines.

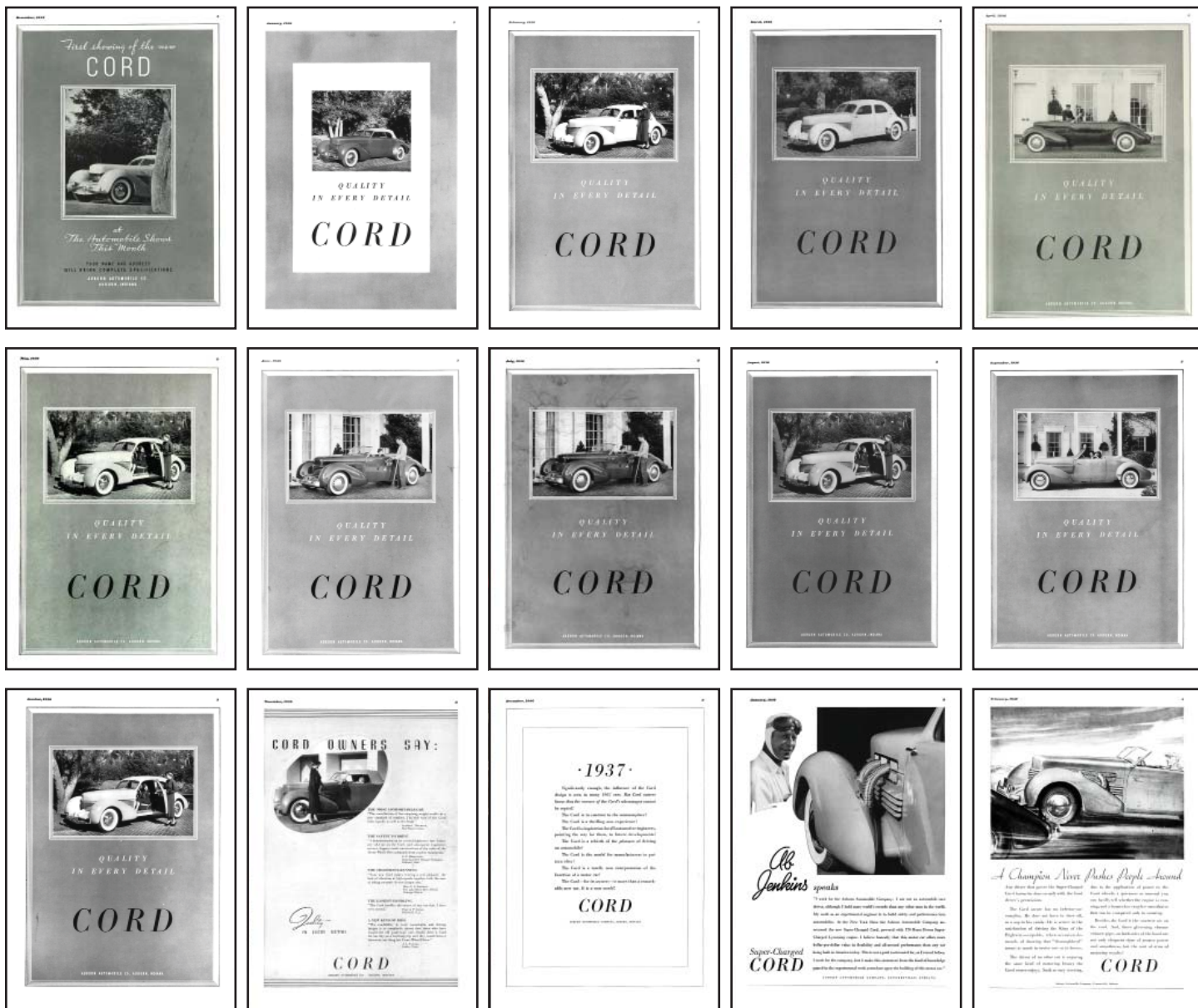


McFarland

McFarlandBooks.com • 800-253-2187

\$39.95 softcover (7 × 10) 2021
 Ca. 65 photos, notes, bibliography, index
 ISBN 978-1-4766-8106-1 Ebook 978-1-4766-4103-4

AN UNBROKEN CORD OF ADS IN *ESQUIRE*



The CORD 810 was introduced in 1935. Its unique design sparked a sensation, and it had to in order to save the company. In an ambitious advertising program, a full page ad appeared on page 3 of every issue of *Esquire* magazine from December 1935 to June 1937. Here we present those ads, all 19 (with 18 here in chronological order, with the last one on the back cover). The first ad announced the “First showing of the new CORD at The Automobile Shows This Month” noting that “your name and address will bring complete specifications.” The next ten ads featured the “Quality in Every Detail” slogan with a (sometimes slightly) different picture of the car. After that the ads were more verbose, starting with the November 1936 ad offering five testimonials. The December ad touted attributes, exclaiming that “The Cord is in *contrast* to the com-



monplace!” (This is reminiscent of the slogan that appears on the cover of the *Auburn Cord Duesenberg Club Newsletter*: “For Those Who Have Never Relished The Commonplace.”) The January 1937 ad had an impassioned testimonial from Ab Jenkins. For details on the back cover ad (mentioning *Esquire*), see p. 2, and for more on the 810, see *SAHJ* #295 pp. 4-6. —Ed.

An Invitation To
ESQUIRE READERS

OUT of approximately 130,000,000 people in the United States, 600,000 buy Esquire magazine. They are the *kind* of people who want fine things, who go places and do things, and can afford it. There is a parallel between Esquire and the Cord car, we think. Cord is not a mass production car. It is highly specialized, designed exclusively to appeal to a distinct clientele. That is why, if you enjoy Esquire, we invite you to become acquainted with the Super-Charged Cord. It is your *kind* of an automobile—different, original, exclusive, smart!

The driver of *no other car* is enjoying the same kind of motor-ing luxury that Cord owners enjoy. Its comfort, ease of handling, and quietness are obtainable in *no other car*.

Those glistening exhaust pipes of the Super-Charged Cord are more than symbols of championship performance. As other drivers race alongside and see those pipes they know that they can pass the Cord driver only because he consents. The Cord driver is content to drive safely. *He does not have to "step on it" to defend his purchase*—any more than a Champion has to push people around to let the world know that he is Champion. **CORD**

