

SAH Journal

1884
HORSELESS CARRIAGE

Built by SEPHANIAH REESE JR.
PLYMOUTH, VERMONT

MOTOR CASTING

MADE BY FRED STEEL FOUNDRY IN BRIDGE
AT FALKADES, NEW JERSEY

BAUXITE CRANKCASE

ALUMINUM FROM FRATELLI

TUBULAR STEEL

(WELDED)

FORKS AND DAYTONET SCARABOCCA

MANUFACTURED BY THE LAMAR STEEL CO. OF BRIDGE

S. REESE MACHINE & TOOL WORKS
PLYMOUTH, VERMONT



ISSUE 319
NOVEMBER / DECEMBER 2022

\$5.00 U.S.

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Front cover: Both covers (and above) are inspired by our 1899 Reese article. Here we have the "Reese displayed near the S. Reese Machine & Tool Works company store window" (quoting the author of the article).

Above: The author reports that this photo shows the Reese car in temporary storage at Plymouth (Wyoming Valley, Luzeren County, Pennsylvania). Due to constant flooding, the Reese car would have to be moved for safety.

Back cover: This is the 1899 Reese on exhibit at the Nassau County Museum of Art in Roslyn, NY. The exhibit ran from July 22 to November 5, 2017. The vehicle had no upholstery, so the owner used another very similar three-wheeler (shown on p. 8) as a template to guide the style for the Reese.

SAH Journal

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President's Perspective



Michael Argetsinger taking his brother J.C. for a run on the original road course circuit in Watkins Glen, New York, circa 2010.

The creation of the Michael R. Argetsinger Symposium on International Motor Racing History was initiated over ten years ago. *Don Capps* worked directly with the Argetsinger family; the first symposium was held in 2015, just four months after Michael Argetsinger's passing. SAH involvement in the 2015 to 2019 symposiums was spearheaded by Don, with *Patricia Yongue* providing invaluable assistance reviewing the abstracts submitted in response to each annual Call for Papers.

After a two-year pandemic hiatus, the Sixth Annual Michael R. Argetsinger Symposium on International Motor Racing

History was held Friday and Saturday, November 4th and 5th, 2022 at the Watkins Glen International race track Media Center. Thanks to the generous support and expertise of *Eric Monterastelli* of Grand Touring Motorsports, this was the first time the event was live streamed and the first time presenters were both in-person and remote, resulting in the largest symposium audience to date. We had some 48 in-person attendees, averaged 40 viewers on live stream during each day of the symposium, and to date have had just over 400 views of individual sessions, post-event. The links to the YouTube videos of the individual

sessions, distributed to SAH members via Mailchimp, will also be posted on the SAH website. The numbers speak for themselves; the return of the symposium did the Argetsinger family, the IMRRC, and Don and Pat proud.

The two days of sessions included fifteen half-hour presentations, one small group presentation, and one roundtable discussion. Several presentations were made remotely; from Australia, Belgium, Italy, Scotland, New Zealand, Nevada, and South Carolina. Buz McKim, renowned NASCAR historian, was the in-person keynote speaker. On Friday evening the Watkins Glen Area Chamber of Commerce generously sponsored a reception at the IMRRC. The two days of sessions went well, though there were teething problems we dealt with as we went, with Eric's help. Work is already under way for an improved symposium experience for everyone this November.

Most important, the five "next-gen" presenters we had were the highlight of the 2022 Argetsinger Symposium. Their presentations were carefully researched, finely honed, and graphically engaging. Also, being the walking-mic guy during the Q&A after each session, I was tempted to simply hand the mic over to the table of Alfred State College Motorsports Technology students in attendance and let them have at it; their questions were well-informed and pointed, but regrettably time constraints limited their engagement. The participation of these younger generation enthusiasts demonstrates that our community has a bright future and will be in good hands.

—Bob Barr

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Two grandsons: David C. Reese and Seph (Sephaniah) Reese III, taken in the 1930s. I met both of them & family members separately, in the 1980s. I met David in Plymouth, PA, and Seph III in South Salem, OR, where he lived then.



AUTO PIONEER SEPHANIAH REESE SR. & HIS SURVIVING 1899 REESE YEARS OF RESEARCH AND DISCOVERY

Editor's note: Our author, Harold Mermel, has owned and researched the history of this car for four decades (as long as he has been an SAH member, #884). This car was first mentioned when he engaged the SAH in SAHJ #77, p. 5. Another inquiry of his about Lowell engines appeared in SAHJ #95, p. 4. Stories about this car have appeared elsewhere¹ as he researched the car, and here he continues the story (in the first person), recounting his research journey.

It all started in 1966. My first car was an antique 1942 Dodge (that I still own), and I visited the AACA Hershey car show in Hershey, Pennsylvania. I was hooked on collecting vintage cars from the 1920s through 1940s and learning everything about them. I bought several old cars and restored them. I had a rare, early 1912 Ford Model T Open Runabout roadster. I read about and was enamored with older turn-of-the-century cars but missed out on buying any.

Then in September 1981, at the Raceway Park, New Jersey, car show and flea

market, a reportedly 1884 (nearly 100 years old) horseless carriage was being offered for sale. The car was completely apart with most of it on display and on the ground, being offered by early car collector and Smithsonian Institution employee Mr. Reed Martin of Maryland. Show attendees appeared amazed but passed it by, unsure of its authenticity.

I spent time with Mr. Martin and learned about this vehicle, its inventor and how he got to own it. He referred to it as the 1884 Reese Special Horseless Carriage that rode the streets of Plymouth, Pennsylvania, in 1887 and 1888. He told me that Mr. Sephaniah Reese Sr. of Plymouth was the manufacturer, and he owned the S. Reese Machine & Tool Works and the Reese Bicycle Works (making Reese & Shawnee bicycles). He made other cars, too.

Since it did not sell at the show, I told Mr. Martin I was interested and would be in touch. For the next few weeks, I contacted many automotive libraries such as the Detroit Public Library, AACA Library and the Free

Library of Philadelphia, several automobile museums, several vintage vehicle publication editors and turn of the century car collectors. I asked what they knew about this very early Reese, Mr. Reese, and his activities. I discovered the car was known and so were Mr. Reese and his companies. I then contacted the Mayor of Plymouth, who knew the car well (it sat in the window of the Reese company on 230 West Main St. for about 70 years), and I contacted Reese family members. People in town knew about it, so the mayor put me in touch with elderly townspeople (in their 80s and 90s) that confirmed it was a well-known vehicle, made by a well-respected man and companies. Mr. Martin had old photographs of very old posters near the Reese, stating it was built in 1884. He had bought the car from a grandson, Mr. Sephaniah Reese III, as an 1884 car. Mr. Martin showed me a letter that was published in September 1899, in a well-known early publication called the *Automobile & Cycle Trade Journal* (it had just changed the magazine's name from *Cycle*



This photo was taken at the AACA Eastern Spring National Meet, near the Parsippany Hilton Hotel (New Jersey), held on Saturday June 29, 2019. It was the oldest car shown.

Trade Journal). Mr. Reese talked about new cars he was building in 1899 and the earlier car he drove in 1887-1888 and he was called a crank. It was thought that he started building the earlier car in 1884 (trying to get earlier credit for it, as other pioneer builders have done).

Although the early 1884 date did not seem accurate, I went to Maryland in November 1981 and bought this early horseless carriage, in the name of one of my companies (Town & Country Industries, Inc., Wickatunk, NJ). I continued to be in touch with many well-known knowledgeable researchers and historians, such as *L. Scott Bailey, Albert Bochroch, Henry Austin Clark Jr., Ralph Dunwoodie, Lou Helverson, Beverly Rae Kimes*, and various others too.

I then tried to register the Reese with the State of New Jersey Motor Vehicles Agency. They sent me to the main office in Trenton, where I was told that they could not issue a registration, as it had never been registered with any state motor vehicle agency before. They suggested that I get Mr. Martin to register it in the State of Maryland and sign over the registration to me. A couple of hundred dollars later, Mr. Martin was able to sign over a Maryland registration to me. Maryland issued a Vehicle I.D. aluminum plate (serial # AC133475MD) for my Reese as a convertible (no top), on Dec. 8, 1981. New Jersey Motor Vehicles accepted the Maryland title

and car serial number and issued me a New Jersey title in February 1982, as an 1884 Reese. Then in March 1982, they issued the Reese QQ-T317 NJ Historic License Plates.

On Dec. 2, 1986, I moved ownership of the Reese to me personally and had New Jersey issue a new title to me. The Reese in 1981 was issued insurance originally as an 1884-87 vehicle. In 1990, I had it changed to 1884-1900 Reese. At this point, the consensus was that this vehicle is an 1899 Reese Special, 3-Wheel, gasoline powered, air-cooled combustion engine Horseless Carriage. A bit later, I was able to get the New Jersey title changed to an 1899 Reese and did the same for the insurance. The question that lingers today, could Mr. Reese have used components for the earlier 1887/1888 car in the making of this 1899 Reese? Or was this a completely new car? No one knows, as there are no known photographs of the earlier Reese automobile. What we do know is that all the components of this vehicle are of high quality (wood body, chassis, cast parts, brazing workmanship, wheels, rear drive shaft, springs, drive sprocket gears, brake & brake drum, coil box, etc.). Many believe it is the 1899 Reese, because the motor is of the De Dion French light weight motor-type that many companies copied or were licensed to make in the late 1890s and early 1900s. Also, the distributor and points on the motor are of that era. While Mr. Reese made motors

in his company, the motor on the Reese car has an aluminum crank case that is stamped "LMCO." One side is stamped "10" and the other side is stamped "11." A company called Lowell Model Co. of Lowell & Chelmsford, Massachusetts, started making this type of motor in 1899 and displayed it at the First National Automobile Show in New York City in 1900.

The 1899 Reese automobile was original and fairly complete when I purchased it. However, it was missing upholstery, a gas tank, fuel lines, a battery, and correct tires. The tires on the car were made of a firehose bent around the wire wheel rims and joined with a wooden insert plug. Supposedly, they were filled with sawdust, years earlier. These were mounted on the car because the Reese family spent years trying to get tires that were no longer made for this early vehicle (I have letters confirming their quests).

Sometime after taking the 1899 Reese to the AACA Hershey car show on October 9, 1982, in its original surviving condition, I began restoring the car. At the Hershey show, I was allowed to assemble it on the show field in front of hundreds of show goers. I then surrounded the car with a custom 1/2" thick Plexiglass clear acrylic rectangular case that I built, which was 10' long x 5' wide x 5' high. Everyone appeared to enjoy seeing it and my assembling it.

I took the wood body to an antique furniture restoration shop in Shrewsbury, New Jersey, and had it finished like the highest quality furniture. They told me that they thought the body was made of oak and birch. The seat has a glove box under it. I left it without upholstery for a few years, as



Sephaniah Reese Sr.

Source: The city of Wilkes-Barre and vicinity and their resources by J. H. Sutherland (1897)

AUTOMOBILE QUARTERLY PUBLICATIONS

221 Nassau Street, Princeton, New Jersey 08540 U.S.A. Telephone: (609) 924-7555

July 8, 1982

Mr. Harold Mermel
Town & Country Industries, Inc.
P. O. Box 239
Wickatunk, New Jersey 07765

Dear Mr. Mermel:

We have concluded our research on the Reese automobile and have concluded that it is not as believed as stated in your news release and letter. We are certain that it is or was powered by a DeDion type engine either manufactured by the company or one of the many copies produced under license or illegally by others.

In Automobile Quarterly Volume 15, Number 3, page 278, you will find a similar engine. Other engines of this type are to be found in almost any book dealing with early automobiles. There were literally ten thousand engines of this type and many were used in early automobiles which have confused and clouded the history of early inventors. One cannot, however, look askance at these claims as they were "inventing" in the general term but we mostly acknowledge that they were building automobiles from stock parts and perhaps adding here and there something perhaps original. Tribute should be paid to them. However, it cannot be claimed for them that they were the "Inventor" of the automobile in any sense.

→ The Reese is worthy of preserving as a built up automobile of its time. It's claimed dates is, however, suspect. Far too early. Henry Ford, Chas. E. Duryea and others shared this trait of making claims for early dates confusing thinking with doing. We cannot cite our own age beginning with our father's first desire to have a child nor even the date of impregnation! The birth date is when the child of wish and construction came onto being. Never trust the words of any one saying "around." It is a give away to wish full hope.

Thus, I would advise you to seek further the date when the engine was manufactured and then when it reached Reese and finally when his automobile actually ran. This would be the



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Automobile Quarterly Magazine and the Library Series of Marque History Books

Mr. Harold Mermel
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date of his automobile. But in no way is he the Inventor of the American Automobile for that honor goes to Lambert in 1891. The Duryea brothers have the honor of inventing Americas first successful gasoline engined automobile in the sense they produced several each year.

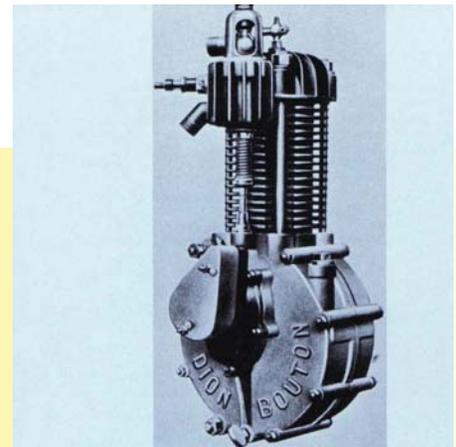
It would be important to narrow down the date for the span between 1884 and 1887 is doubtful and is without proof being only a speculative wish.

I wish you luck and success.

Best regards,

L. Scott Bailey
 Publisher and Editor in Chief

Previous page and above: This reply from L. Scott Bailey (a contact name mentioned by the author in the first column on p. 5) to a letter from Mr. Mermel is a powerful vector for the continued research of this car. Right: the illustration from *Automobile Quarterly* Mr. Bailey mentioned in his letter. Below right: a picture of the Reese car's engine looking like the AQ image as asserted by Mr. Bailey. Below left: further support in the Sept. 1900 *Cycle and Automobile Trade Journal*.



Above and below: The De Dion-Bouton single-cylinder gasoline engine from 1898.

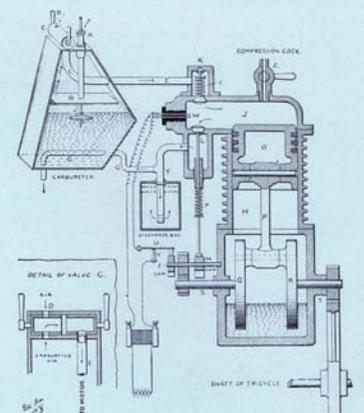
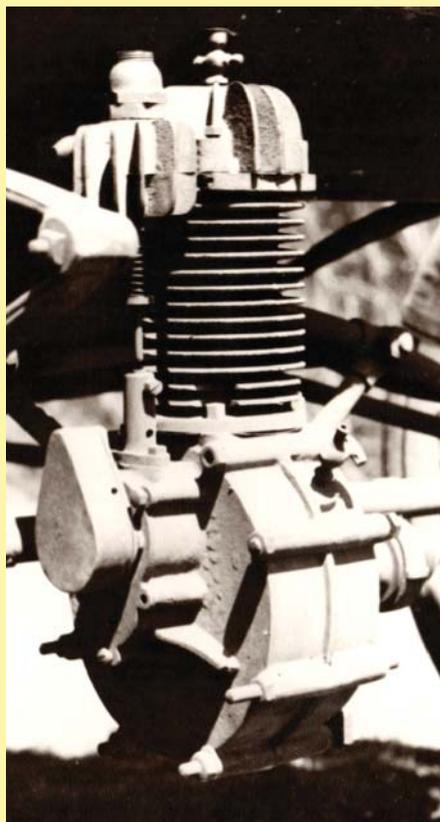
98 CYCLE AND AUTOMOBILE TRADE JOURNAL

THE ADVANCE BICYCLE MOTOR.
 We show herewith the Advance Motor for bicycles, made by the Lowell Model Co., Lowell, Mass., and for which Charles E. Miller, 57 Bond Street, New York City, is selling agent. It is a four-cycle hydrocarbon motor, which develops one horsepower at 1000 R. P. M. It weighs 25 pounds, with aluminum crank case, and is 13 inches high. It can be attached to any frame by braces over the rear wheel, and drives with chain to friction on the wheel. It may also be placed in the frame to drive either with friction or by chain to large sprocket on rear hub. In either method of attachment the coaster brake may be used. In the construction of this motor the makers have introduced several improvements over the general construction of the flange cooled motor. The crank shaft is a steel casting, which obviates the liability of crank going to pieces from loosening up of any parts, as is possible to occur with a crank built up of several pieces bolted together. This method of construction will also be appreciated by those who wish to construct motors from these castings, as work is more easily accomplished and better results insured when completed. They recommend the jump-spark for ignition. The price of the complete motor with muffler and carburettor is \$75. Friction wheel with hanger and sprocket attached are listed at \$10, and spark coil at \$10 extra.

JOHNSTON & HOOKER'S MOTOR-CAR ENGINE.
 The cycle motor shown herewith is the 1 1/2 H. P. motor of the four-cycle type, made by Johnson & Hooker, Box 13, Spencerville, Md. The dimensions of the motor are 19 by 10 by 20 inches, and the weight is 60 pounds. It is similar in design to the De Dion motor, but has been simplified in construction and the number of parts has been reduced. The cylinder is 2 1/2 inches in diameter, and the stroke 3 1/2 inches. The crank case is of aluminum, and the crank is of the ball-up type, with two cast iron discs, which act as fly wheels. The connecting rod is fitted with hardened steel bushings. The cylinder and head are castings with the usual radiat-

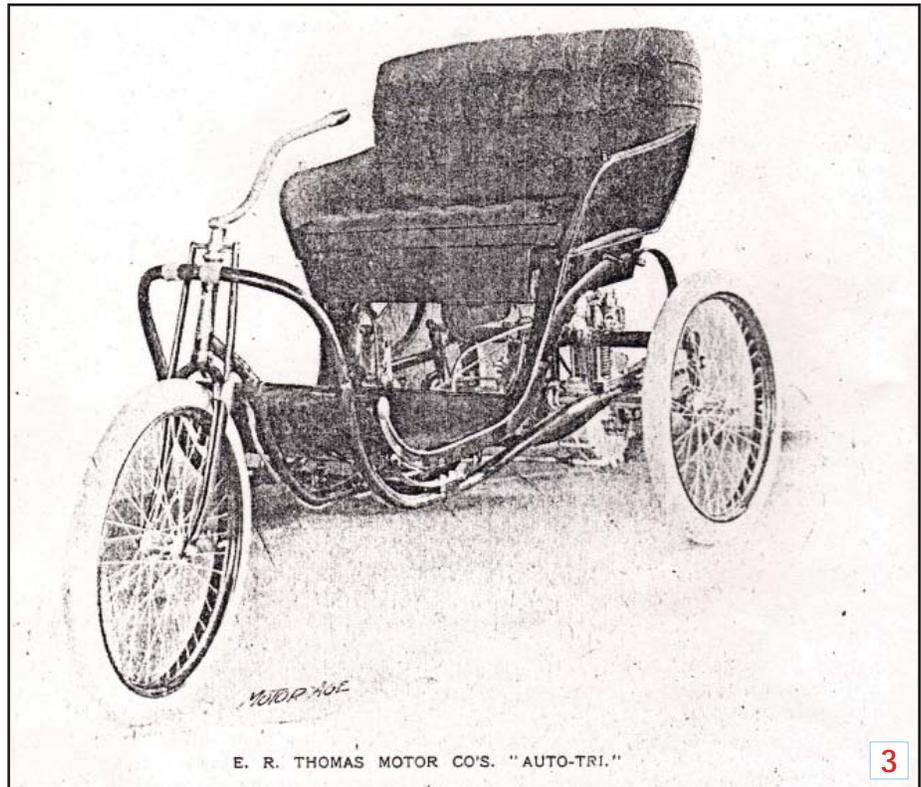
Sets of castings of cylinder and head, crank case and shaft, balance wheels, piston and rings, connecting rod, bearing bushings, gear case cover, ignition plate and cover, plugs for cylinder head, and full-sized working brass parts, with aluminum crank case, cost \$15, and the same with cast iron crank case, \$12.50. They also list steel screws, studs, cut gears and sparking plug to go with these castings, at \$5, and the carburettor separately at \$5, and muffler at \$2.

LOWELL MOTORS AND FITTINGS.
 The Lowell Model Co., Lowell, Mass., make, in addition to the "Advance Bicycle Motor" described elsewhere in this issue, motors of the two-cycle type, as illustrated herewith. This motor is 14 inches high, weighs 46 pounds, and develops 1 H. P. at 500 R. P. M. Also water-cooled motors.



I wasn't certain how the upholstery tufting should look. The silver metal tubular tiller had a wooden handle that was also painted silver. The chassis was repainted a brown color. The wire wheels (wheels and rims) were sand blasted and balanced, and finished in school bus yellow (which has an orange tint). The hardest part after I removed the rubber hose "tires" (which I still have) was finding some company to make the custom pneumatic rubber tires, which were a white color back then.

The Universal Tire Company of Hershey (Elizabethtown back then) agreed to make the three custom pure white pneumatic tires (30" x 3½") for me. They came out beautifully, filled with air at 60 psi. The smooth round tires are also the tubes. They



This is p. 494 of the Nov. 22, 1900, issue of *The Motor Age*, which Mermel used as a guide to upholster his Reese (as shown on the back cover).



to say, Universal Tire Co. no longer makes these custom individually made tires. I had the motor cylinder honed and taken apart by a motor machine shop in Matawan, New Jersey. New piston rings and a copper head gasket were mounted, allowing the entire motor to turn smoothly. I found a vintage brass rectangular gas tank with brass drain valve. I have the original wooden coil box filled with beeswax and original electrical wire (with dry rotted wire insulation cracking). [1] I was also given the original hand drawn wiring diagram that Mr. Reese Sr. made for the Reese car. [2] Later, I decided to have it upholstered like the 1900 and later Auto-Bi & Buffalo Automobile Co.'s car called the Auto-Two. [3] These companies were owned by E.R. Thomas, who changed their name to the E.R. Thomas Co., which later made the famous Thomas Flyer cars. I still have not mounted the side brake handle, which attaches to the rear axle brake on the brake drum. The sprocket gears work well on the rear drive shaft and motor shaft. I added a centrifugal clutch to the motor shaft.

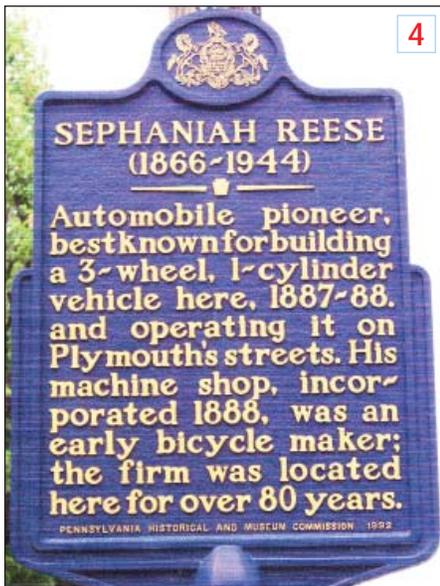
The car can be made to run, but I have never started or operated this extremely rare treasure, for fear of damaging any of its precious components. After more than 40 years of ownership, I do not wish to run it. Yet, I have shown it twice at a museum and

taken it to the Concours d'Elegance on May 23, 2010, in Freehold, New Jersey, and car shows in Pennsylvania and New Jersey. In 1982, I brought it to the Plymouth (Wyoming Valley, Luzerne County) Pennsylvania dedication ceremony, when the Museum & Historical Commission unveiled a cast metal plaque honoring Sephaniah Reese Sr. near 230 West Main Street (Route 11). [4] The Reese companies were located on 224 through 230 West Main Street and at other locations in Plymouth.

Some interesting artifacts in this car's construction came to me in the sale. I have not heard of any other early cars that have artifacts like these. The first were numerous high quality wooden forms of the components cast in foundries to make this Reese vehicle, as well as other wooden forms used to make Reese and Shawnee Bicycles, made by the Reese Bicycle Works company. The second is also surprising, as they are a pair of the reportedly original torches used to braze the cast metal components to metal chassis components on this very horseless carriage. The word passed down with these torches was that Mr. Reese Sr. hooked these torches to the Plymouth town gas lighting system, to build my 1899 Reese.

Mr. Sephaniah Reese Sr. was ahead of his time as having a well-established

were expensive, but they told me they had to make 15 tires to get 3 good ones. They did not charge me for the bad tires. Needless

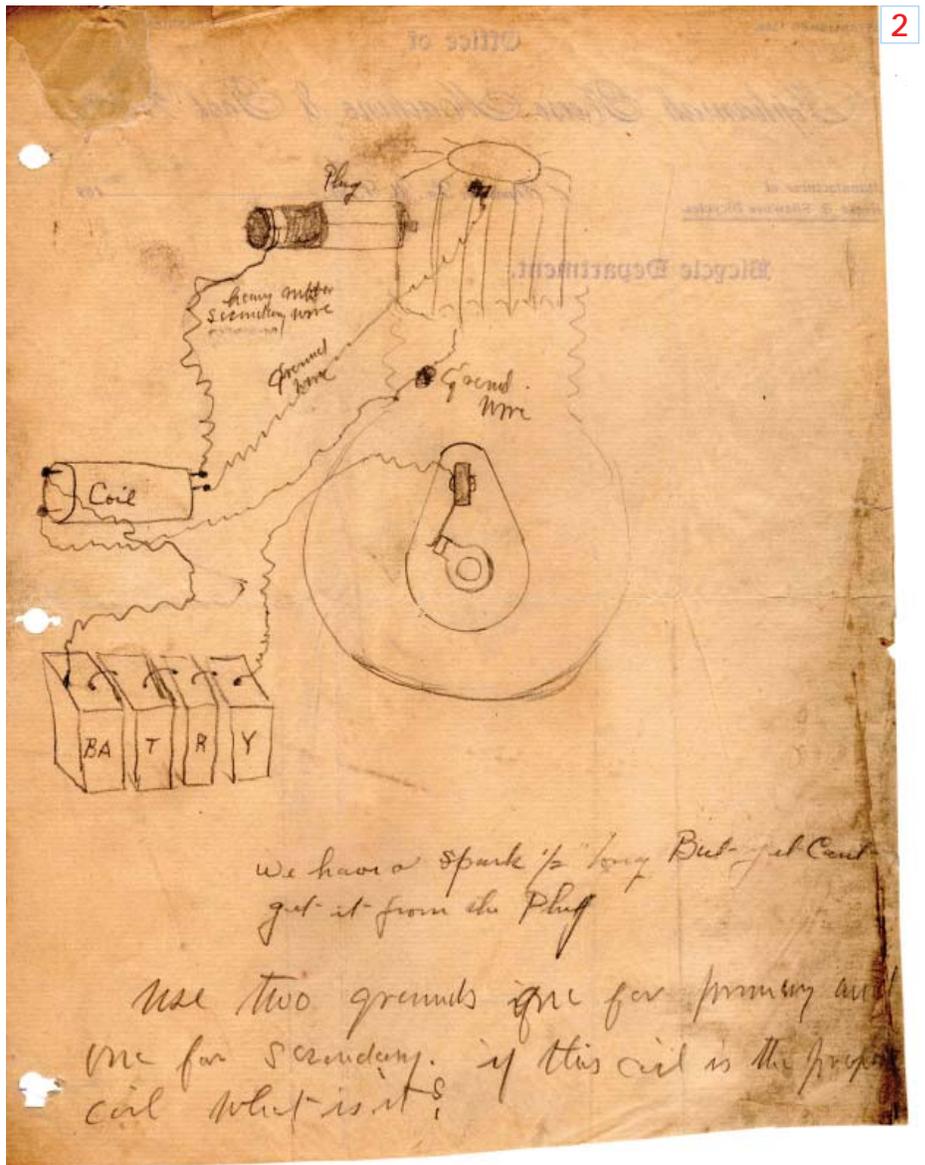


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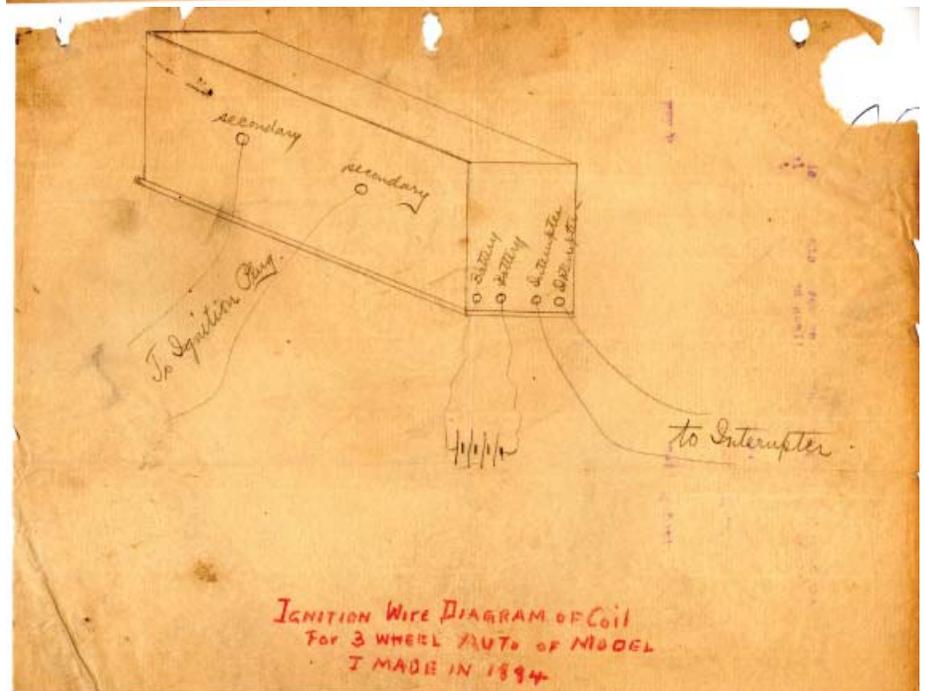
Above: Plaque in Plymouth, Pennsylvania. Right: Surviving wiring diagram.

machine shop operation for the railroads, coal mines, etc. in his region, making the first bicycles manufactured in his northeast Pennsylvania region and being among the earliest builders of automobiles. He was so busy with his two companies with many employees—after advertising Reese automobiles from 1899 through 1904—he decided that there were too many competitors surfacing, which didn't allow him to expand the automobile business. He then became the exclusive dealership for other car makers in the region: Lambert (first built in 1891²), Cadillac, Regal, Schacht, and later Abbott-Detroit (automobiles & trucks³). He later sold motorcycles, too. He continued making and advertising automobile & bicycle parts and other mechanical items. His company eventually became the first Pennsylvania State Inspection Station in his region. During WWI and WWII, the S. Reese Machine & Tool Works did military and government production work. Mr. Reese was a member of the national Automobile Old Timers (AOT), which founded the Automotive Hall of Fame in 1939. Mr. Reese Sr. passed away in 1944 and the Reese mostly sat in the window of the company until the sons of the family closed the business in 1970. One major event in 1941 allowed the Reese Special to be displayed and ride in a float in the Plymouth town's Diamond Jubilee Celebration⁴, featuring 500 participants in a parade they called "America on Parade." This was a five-day event in which the Reese was prominently displayed⁴.

—Harold Mermel



2



HERE & ABROAD

AL BOCHROCH

...the first bicycle was built in 1817 by Kirkpatrick Macmillan, a Scottish blacksmith. It was a simple wooden frame with two wheels of equal size and a chain drive. The bicycle was called a 'boneshaker' because of the rough ride. It was not until the 1860s that the bicycle became a popular mode of transport. The first safety bicycle was built in 1868 by the English brothers John and Edward Kemp. It had a diamond frame and two wheels of equal size. The bicycle was called a 'velocipede' because of its speed. It was the first bicycle that was safe enough for women to ride. The bicycle was a major innovation in transportation and it paved the way for the automobile.

HERE & ABROAD

AL BOCHROCH

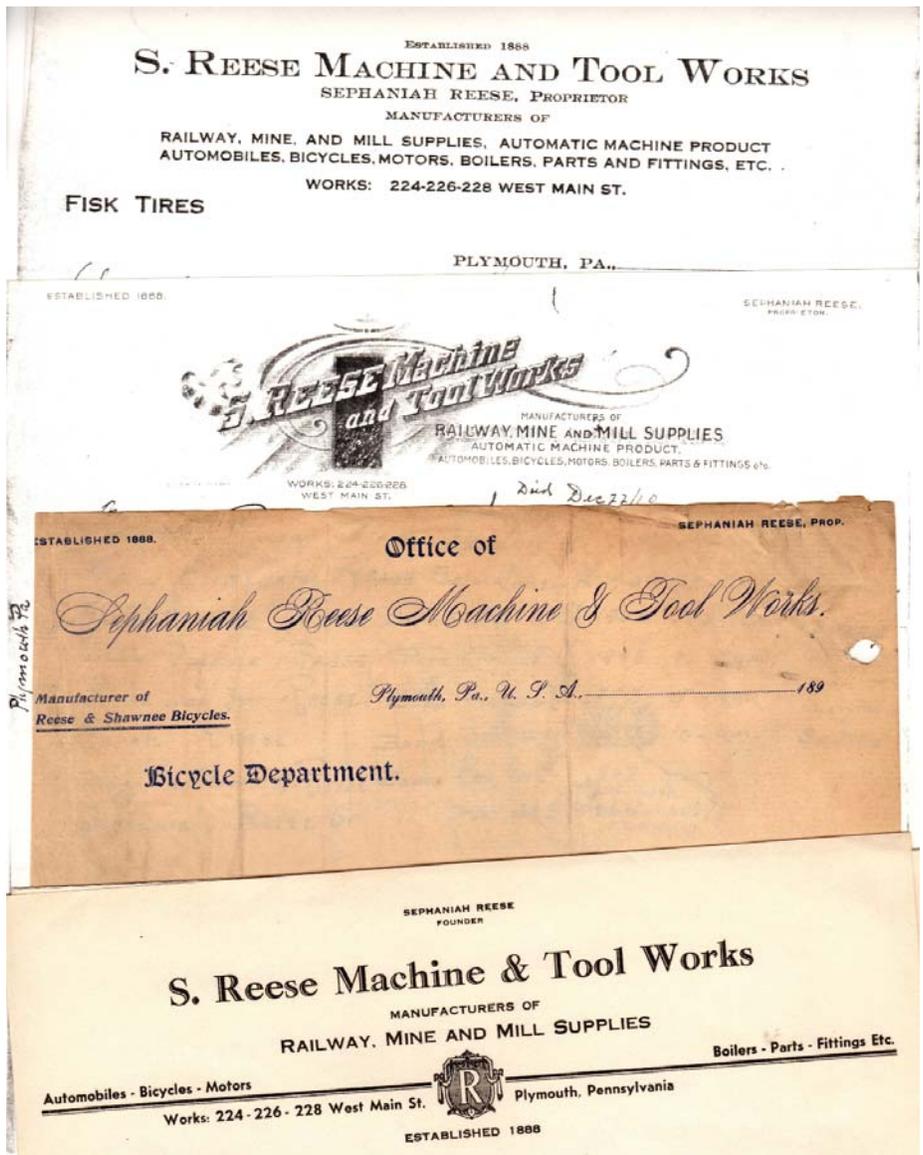
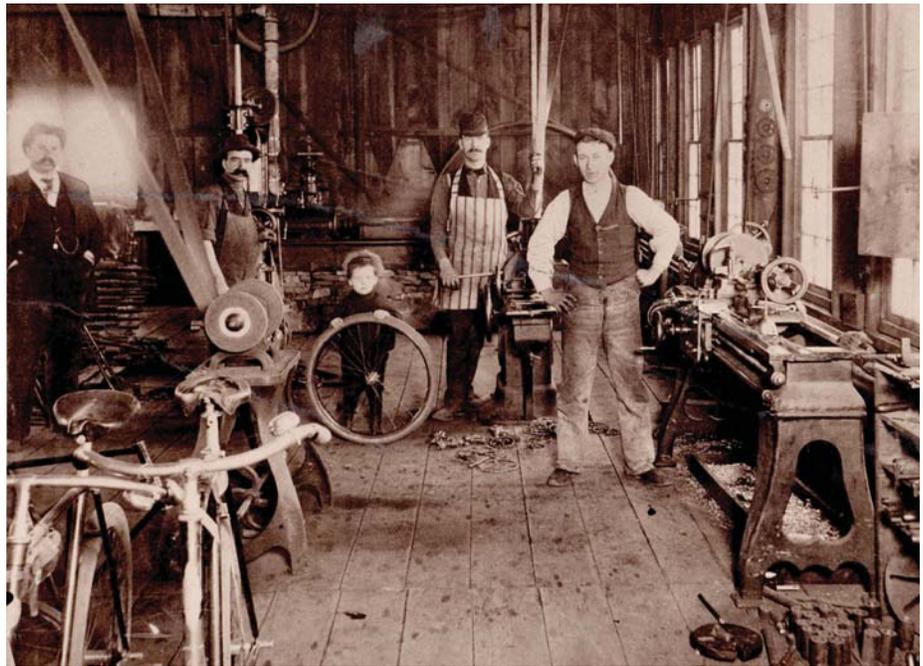
...the first automobile was built in 1769 by Nicolas-Joseph Cugnot, a French inventor. It was a steam-powered carriage called a 'furgon' and it was used for military transport. The first mass-produced automobile was the Ford Model T, which was introduced in 1908. It was a simple, affordable car that made the automobile accessible to the masses. The automobile was a major innovation in transportation and it paved the way for the modern world. The automobile was a major innovation in transportation and it paved the way for the modern world.

Item three is a letter written by Sephaniah Reese that appeared in the October, 1899 Cycle and Automobile Trade Journal. Reproduced here, it strongly supports the claim that Reese did manufacture and drive an automobile around Plymouth, Pa. in 1887-88.

"S. Reese Machine & Tool Works
Manufactures of Bicycles and Motor Carriages
Plymouth, Pa., Sept. 14, 1899
Editor Cycle Trade Journal.

Dear Sir: — I am very glad to see that the "Journal" is so progressive. I think it is a good move to take up the automobile, as I think the automobile trade belongs to the cycle men. To show you that I think so I inclose you one of my cards. I am now building a large addition to my factory for the manufacture of automobiles, I was the pioneer bicycle manufacturer here, and will be the first in the automobile business, too. It is not new for me, as I built a three-wheel auto in 1887-88, which was a success in every way, but the public said I was a crank. I told the critics then that horseless wagons and carriages would throng our streets before the twentieth century. I expect to be in the field with the rest of them. Wishing the "Cycle and Automobile Trade Journal" all the success in the world, I am Respectfully yours,
Sephanial (sic) Reese."

Above: This two-part article by Albert Bochroch⁵ (a contact name mentioned by the author in the first column on p. 5) contained a letter from Reese at the end of the second part, adding much to the timeline. Right-top: the Reese works circa 1898. Right: four examples of the company's letterhead.



Endnotes:

1. See, for example: Harold Mermel "Almost-Forgotten: Pioneers in the Development of the Horseless Carriage," *The Horseless Carriage Gazette*, (May/June 1996): 68-69; "Historical marker in honor of late automobile pioneer to be dedicated," *Citizens' Voice* (Wilkes-Barre, Pennsylvania, May 26, 1992): 30
2. Beverly Rae Kimes & Henry Austin Clark, Jr., *Standard Catalog of American Cars, 1805-1942* (3rd edn): 835.
3. Kimes & Clark, *Standard Catalog*, (n 2): 11.
4. "Ancient Motor Car Draws Attention," *Times-Leader* (Wilkes-Barre, Pennsylvania, October 2, 1941): 16
5. Al Bochroch "Here & Abroad," *Car Exchange* (Feb. 1983): 12, and (Mar. 1983): 12.



THIRD EUROPEAN CONFERENCE FOR AUTOMOTIVE HISTORY OCTOBER 14th THROUGH 16th

The Third European Conference for Automotive History was held at MAuto (Museo Nazionale dell'Automobile) in Turin. The conference was organized jointly by Thomas Ulrich of the AHG in Germany and Anders Ditlev Clausager of the SAHB in the UK. The event was supported by the SAHB and the Culture and Youth Commission of the Fédération Internationale des Véhicules

Anciens (FIVA). Seventeen half-hour English language presentations were made to representatives from fifteen countries.

Once again, one of the premier European automobile museums proved to be an excellent conference venue. MAuto is known not only for its outstanding collection but also for its presentation of the vehicles in their historical contexts along with inter-

esting and informative displays of other aspects of automobility—social, cultural, technological, and artistic. Conference participants had the benefit of special tours of the museum's archives and its preservation facilities.

Thanks to the efforts of Roger Beattie, Australian Fiat enthusiast extraordinaire, attendees also had the opportunity to take advantage of the long historical association of the automobile industry with the city of Turin with visits to the Stellantis Heritage Hub in the Mirafiori factory and the Fiat Centro Storico downtown in an original F.I.A.T. building. The former has an extensive collection of Fiat and Lancia vehicles among others, but has limited hours of operation. The latter has unique, well-displayed automobiles, other vehicles, and other artifacts from Fiat's long industrial history, but it is currently not open to the public. An additional attraction for many conference participants was a stay at the NH Congress Lingotto Hotel in the renovated Fiat Lingotto factory, noted for the test track on its roof and the circular concrete ramp to access it.

Rumors are beginning to circulate that there will be another joint AHG-SAHB conference in 2024, perhaps in Munich. If at all possible, SAH members should seriously consider planning to attend.

—Skip McGoun

READER FEEDBACK: EXCAVATING THE ARCHAEOLOGICAL AUTOMOBILE

Editor's note: The following is a "letter to the editor" reacting to the editor's interview of Miles Collier that appeared in SAHJ #314, p. 9, in connection to his new book, The Archaeological Automobile.

This missive was triggered by the Verdés interview with Miles Collier in the February 2022 *SAH Journal* in which Mr. Collier discussed replicas of famous vehicles.

While I can agree with Mr. Collier's feeling that it may be better to race a replica than to expose an irreplaceable original vehicle to the risk of destruction, however, today, if a notable racing car were damaged, even severely, it likely would be repaired. I have seen Indianapolis racing cars restored from mere fragments of the original frame and a Ferrari repaired that was rolled up into a ball at Bridgehampton; but obviously shipping a rare racing car by air would expose it to possible ultimate loss.

I have been a member of the Antique Automobile Club of America's certification committee on racing cars for many years. The AACA criterion on allowable restorations vs. replicas is that the restorer must have the original frame, but if the frame is so bad it cannot be used it may be replaced, and the restored car will be accepted as long as the owner retains that frame, i.e., there cannot become two of the same car.

Actually in some cases I believe it better to build a new frame for an otherwise original vehicle. I have been consulting with a restorer of a car whose frame shows the result of damages in a notable and well-recorded crash. Rather than "repair" and re-finish that frame to be beyond recognition, I feel it would be better to build a new frame while retaining the original in its damaged shape.

I have no problem with replicas being run in vintage racing, just so long as they are clearly identified as replicas. I am not happy

with replicas being passed off as originals. I know of two noted racing cars which no longer exist, but of which replicas do exist and are being described as the originals. I have sufficient knowledge of both vehicles to be quite confident that they are not the originals.

As Mr. Collier says, duplicates need to be constructed in all respects like the originals. No better brakes or shock absorbers. (I have no objection to vehicles being raced on modern tires.)

Further, I don't mind modified copies as long as they are so-identified. I was invited to drive a replica Watson roadster once at Milwaukee. The owner could not afford to buy a "real" Watson, but his was a very nice copy except he had not afforded an original 255 Offenhauser engine. The car had a relatively recent Alfa, of significantly less power. When I "put my foot in it" not much happened.

—Gordon Eliot White



STELLANTIS GENEALOGY (PART III)

Editor's note: Due to size limitations, this article is appearing in the SAH Journal as a four part series presenting an overview of the automotive giant, Stellantis. This continuation is the third of the series—see the introduction in issue #317. Our author, Louis F. Fourie, is a past SAH president, and the author of the three-volume book, On a Global Mission: The Automobiles of General Motors International (see SAHJ #298, p. 11).

AMERICAN MOTOR CORPORATION

Chrysler announced on March 9, 1987, its interest to acquire American Motors Corporation (AMC) and the sale was completed on August 5, 1987, with the purchase of the 46.1% interest in AMC held by Renault,



1969 AMC Javelin

along with other shareholders. AMC was rechristened as the Eagle-Jeep Division of Chrysler. American Motors had been incorporated on May 1, 1954, with the merger of Nash-Kelvinator and Hudson. This merger brought along a history of multiple makes since the dawn of the Twentieth Century.

RAMBLER

Thomas B. Jeffery along with R. Philip Gormully began manufacturing bicycles in Chicago in 1879, successfully enough to have a volume exceeded only by Colonel Albert Pope's operation. By 1899 Jeffery's

partner Gormully had died so he sold his bicycle interests to start automobile manufacture. He bought the former Sterling plant



1902 Rambler 4HP Replica

in Kenosha, Wisconsin, but it took a while before February 1902 saw the first production of the Rambler, the name also used for his bicycles. With the passing of Thomas Jeffery on April 2, 1910, the business passed to his son Charles and was incorporated on June 10, 1910, as Thomas B. Jeffery Company.

JEFFREY

After the 1913 model Charles changed the name from Rambler to Jeffrey in memory of his father, but later, in 1950, the Rambler name would be revived. However, after surviving the sinking of the *Lusitania* in 1915 Charles lost his enthusiasm for the business. On June 1, 1916, Charles Nash decided to leave the presidency of General Motors after



1914 Jeffrey 6 Model 96

the return of Billy Durant and bought the Thomas B. Jeffery Company on July 13, 1916, for \$6,000,000.

NASH

By the summer of 1917 Nash badges were applied to the Jeffery designs along with the newly-introduced valve-in-head Model 681. Charles Nash had the experience of running the company well, suffering less than most of his competitors during the



1932 Nash 1083 8-cyl.

Depression. In search of a successor, Charles Nash took the advice of Walter Chrysler who recommended George Mason, a previous Chrysler manufacturing head. Nash was forced to merge with appliance maker Kelvinator to get Mason in 1937. With the help of the Budd Company the 1940 Nash 600 pioneered unit body construction in America. (The earlier Chrysler Airflow had a space frame construction.)

Charles Nash died on June 6, 1948, just a few months after hiring a future leader, George Romney, on April 1. Romney replaced George Mason who died suddenly on October 8, 1954. This was only a few months after Nash and Hudson combined to form American Motors in May.

LAFAYETTE, MITCHELL AND AJAX

Nash made a few acquisitions, starting in 1919 with a 50% interest in the Seaman Body Corporation of Milwaukee, the company that built closed bodies for both Jeffery and Nash.

Although not announced initially, Charles Nash became president of the LaFayette Motors Corporation formed in October 1919 in Indianapolis, Indiana. The company was established by a team of Cadillac people headed by D. McCall White and Earl C. Howard with funding from Jim Storrow and Lee Higginson. Nash bought the company in 1924 under the name of Ajax two years after operations had been moved to Milwaukee, but the retirement of the high-priced LaFay-

ette was announced in August 1924 and the facilities were used for other Nash require-



1936 LaFayette

ments. The LaFayette name was revived in 1934 as a separate low-cost make only to be combined in 1938 as the Nash LaFayette.

The assets of the Mitchell Motor Company of Racine were purchased by Nash



1912 Mitchell Baby Six

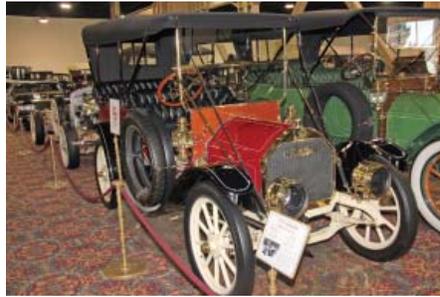
through an auction in January 1924 to begin production of a new subsidiary car line, the Ajax, in 1925. This operation only lasted for thirteen months. William Mitchell began in 1938 to produce wagons in Southport, Wisconsin, later to become Kenosha. He moved the operation to Racine in 1854. With the involvement of his son-in-law William Turner Lewis, manufacture of bicycles and motorcycles began before the new century. The company graduated to automobiles in 1903 and had a fairly successful run until 1922 when the company was placed in receivership. The final Mitchells were built in 1923.

HUDSON, ESSEX AND TERRAPLANE

The five founders of the Hudson Motor Car Company, Roy Chapin, Howard Coffin, Fred Bezner, George Dunham and Roscoe Jackson, had all worked together at the Olds Motor Works. Chapin and Coffin had subsequently worked for E.R Thomas, creating the Thomas-Detroit, car, then with Hugh Chalmers, launching Chalmers-Detroit. Needing substantial backing to set off on their own, the five approached Detroit department store magnate Joseph L. Hudson, who was Jackson's wife's uncle. With Hudson's backing

the company was incorporated on February 24, 1909, bearing his name.

Initially Hudson relied on outside engines such as Continental from 1913 to 1915, but thereafter the company manufactured



1910 Hudson Model 20

their own engines. The less expensive Essex was introduced in 1919, gaining recognition for marketing a low-priced closed car, the two-door Essex coach, designed in-house but built by Briggs. In 1933 the Essex name was gradually phased out by Terraplane during 1932, which in turn was retired in 1938 by a junior Hudson. After the formation of AMC, the Rambler name gained prominence, although previously used by Nash. The Hudson and Nash names were withdrawn in 1957, in favor of "Rambler," with the last Hudson leaving the production line on June 25 after which the plant was closed.

JEEP

Considering that the Jeep brand is the star of the North American arm of Stellantis, it is interesting that it has been somewhat of a stepchild as it was passed down from company to company over the years. At its third



1948 Jeep Jeepster

attempt AMC bought Kaiser Jeep Corporation on February 5, 1970, but its parentage includes the names of Overland, Willys and Kaiser so it is best to start at the beginning.

OVERLAND, STEARNS AND WILLYS-OVERLAND

In 1903 Claude Cox created the Overland automobile as a unit of the Standard

Wheel Company but automotive operations were sold in 1907 to John North Willys. In 1912 this entity was renamed Willys-Overland and by 1918 had overtaken Buick with greater automotive production than all but Ford.

In 1913 a sleeve-valve license was acquired from Charles Knight resulting in



1929 Stearns Knight J-8-90

the 1916 Willys-Knight. Also acquiring a Knight license was the F.B. Stearns Company creating the Stearns-Knight which was acquired by Willys in December 1925. F.B.



1915 Overland Model 80R

Stearns Company was formed in 1898 in Cleveland, Ohio, but production ended on December 20, 1929.

When the post-World War I depression hit Willys hard the bankers brought in



1931 Willys

Walter Chrysler in 1919 whose skills left a rejuvenated Willys-Overland. The company lost its leader on August 26, 1935, when John North Willys died from a heart attack. Joe Frazer became president and general

manager of W-O in January 1939, resigning his vice-presidency of Chrysler sales. His term at W-O lasted until September 1943 when he left to explore opportunities with Graham-Paige.

The need for a general-purpose vehicle to serve the Allied forces resulted in an engineering tender. Respondents included American Bantam of Butler, Pennsylvania who furnished a worthy early design by Karl Probst and a viable prototype but had inadequate production facilities. Another vague tender submitter came from Willys-Overland, whose eventual design incorporated many of the features of the Bantam design. In addition to the 3,000 Bantam units, the vast majority were built by Willys-Overland and Ford who used the same Willys design.

Charles Sorensen, formerly production head of Ford, became Willys president in 1944, soon to be followed by Jim Mooney, formerly head of GM Overseas Operations as the company attempted to transition into the passenger car market with the designs from Brooks Stevens for the Jeepster and station wagon.

GRAHAM-PAIGE

Although the relationship of Jeep to Graham-Paige is somewhat tenuous, this latter brand did serve as the origins of the contributions of the aforementioned Joe Frazer to the short-lived Kaiser-Frazer organization. The offshoot Kaiser gained ownership of Jeep. Accordingly, some background is warranted.

The Graham brothers, Joseph, Robert, and Ray, started off building trucks, eventually settling on Dodge Brothers components.



1939 Graham Sharknose 6-cyl.

Following the purchase of Paige-Detroit Motor Company on June 10, 1927, the brothers entered the car market using the Paige manufacturing facilities. The name was changed to Graham-Paige Motors Corporation on January 5, 1928, and the cars were

known as the Graham-Paige, but the Paige name was dropped in 1930.

Frederick O. Paige formed his company Paige-Detroit Motor Car Company in 1908 but left two years later. Harry M. Jewett, a coal merchant, took over as president. The first model was a two-stroke three-cylinder roadster, but the company moved upmarket fielding first a four-stroke four-cylinder car in 1911 and six-cylinder cars from 1915 onwards. A more economical Jewett model was introduced for the 1922 model year, also a six, which lasted until 1927. A Lycoming L-head straight eight was added in 1927, after which Paige sold out to the Graham brothers and the Paige brand was discontinued.

Graham cars ceased production in September 1940 to concentrate on war production. In August 1944 Joe Frazer gained control of the Graham-Paige Motors Corporation with plans to revive the Graham brand but instead joined forces with Henry Kaiser. In 1947 all automotive assets of Graham-Paige were acquired by Kaiser-Frazer.

KAISER-FRAZER CORPORATION

In July 1945 Joe Frazer met Henry Kaiser of recent shipbuilding fame and formerly many large civil engineering projects. Both were planning post-war automobile production. The plans for Kaiser-Frazer Corporation were conceived by July 19 with Frazer contributing half via Graham-Paige Motors and the Henry J. Kaiser Company the other half. Production of both Frazer's



1951 Kaiser Golden Dragon

and Kaisers came on stream in June 1946 listed as 1947 models. The union was not a success and Frazer progressively handed the presidency over to Edgar, son of Henry Kaiser, from about 1950 until his rather vague role as vice-chairman ended in 1952. Production of Kaiser-Frazer cars along with the compact Henry J largely ended in mid-1954 but a further 1,012 cars were built in May and June of 1955.

Henry J. Kaiser Company, the family holding company, contributed the bulk of funds to purchase Willys-Overland in April 1953, resulting in the new name Willys Motors, which became Kaiser Jeep Corporation in 1963. A year later the Chippewa Avenue plant in South Bend, Indiana, along with Studebaker's General Products Division was purchased to build the military products of Kaiser Jeep. This purchase included a contract the Studebaker to build medium and heavy-duty military trucks.

After the failure of the Kaiser-Frazer operations, Kaiser was relieved to get out of the automotive sector and hand Jeep over to AMC in return for \$70 million on February 5, 1970. Roy Chapin Jr., newly elected head of AMC, had been after Jeep for a decade but former boss George Romney had not shared his enthusiasm for the acquisition.

AMC, AM GENERAL AND RENAULT ALLIANCE

In March 1971, a little over a year after acquiring Jeep, AMC decided to split products for the retail market and those for the military. A new company called AM General was formed to take over the government business. In September 1983 AM General was sold to LTV Corporation at which time it was producing the Humvee, and in 1999 the Hummer brand was acquired by GM.

With AMC facing liquidity issues in 1978, it accepted a \$150-million cash injection from Renault, which acquired a 22.5% interest in AMC. In January 1982, this equity increased to 46.1%. Five years later Renault sold its full 46.1% interest in AMC to Chrysler with only the Eagle Premier lasting until 1992, leaving the Jeep brand the only survivor going forward. Fortunately, Jeep along with Ram trucks have been the jewels in the FCA orbit.

DAIMLERCHRYSLER AG AND FCA

Chrysler suffered heavily in trying to meet the uncoordinated regulations covering emissions, fuel economy and safety enacted in the 1970s. The arrival of Lee Iacocca in 1978 found a company hemorrhaging badly but the K-Car released in 1981, followed by the Dodge Caravan and Plymouth Voyager minivans, marketed as "Magic Wagons" in Canada, saved the company. Before long, the coffers were full enough to contemplate the acquisition of American Motors Corporation.

A merger of equals, that simply wasn't.

Chrysler become part of Daimler-Benz under the name DaimlerChrysler AG from 1998 to 2007. The next new investor was Cerberus Capital Management, a private equity firm, paying \$7.4 billion but that ended badly on April 30, 2009, when the company declared bankruptcy to enable the US treasury to literally gift 20% the company to Fiat SpA, in return for their offer of small car technology that was effectively worthless. Daimler relinquished its remaining 19.9% stake on April 27, 2009. On December 16, 2014, the Chrysler Group LLC announced a name change to FCA US LLC. FCA became defunct on January 16, 2021.

THE GERMAN CONNECTION

OPEL

As previously mentioned, Darracq played a significant role in Opel's second foray into automobile manufacture. Over a five-year period starting in 1902 almost a



1902 Opel Darracq

dozen Darracq designs would sustain Opel as they created their own designs during this time period. From then through to the beginning of WWI, Opel had an almost unwieldy wide range of models. During the lean period after the conflict ended the company continued in a similar vein until in desperation it culled its model range to the bare minimum. The 4/12 PS "Laubfrosch" or "Tree Frog" that salvaged the company was a direct copy of the Citroën 5CV. In spite of going through three courts Citroën was unable to proclaim its proprietary rights over the design.

In 1929, five years after the launch of "Laubfrosch," Opel had recovered sufficiently for the surviving three of five Opel brothers to position the company to be acquired by General Motors. Except for a few years during and after WW II, while GM delayed laying claim to its German subsidiary, Opel remained in GM's ownership until purchased by PSA in 2017.

BECKMANN

Opel made only two acquisitions during its long history. In 1927 Opel acquired Otto Beckmann & Co. and its employees primarily for its Breslau plant. This company began in 1882 producing bicycles but added vehicles from 1898 starting with a light wagon using a De Dion Bouton engine. Aster engines were used from 1902 but Beckmann was producing its own engines from 1904 and had a fairly extensive range until economic conditions ended production in 1926.

ELITE DIAMANT

In February 1928 Opel acquired a majority interest in an almost bankrupt Elite Diamant AG which was the merger of bicycle manufacturer Diamant Werke dating back to 1885 (under various names) and car producer Elite-Werke. The Elite automobile was produced from 1913 to 1929. Opel used this combined company for their motorbike production until 1930, when the healthier company was able to regain its independence. Car production ceased, but the Diamant bicycle remains, now produces electric bikes. Opel ceased



1919-23 Elite E

building bicycles on February 15, 1937, selling off their interests to NSU Vereinigte Fahrzeug-Werke AG, including their 8,000-dealer network.

NSU AND NECKAR

In 1929 when NSU was facing financial difficulties it sold its Heilbronn plant to Fiat for RM 2 million creating the name NSU-Automobil. The Fiat vehicles built there were sold in Germany as NSU-Fiat from 1930 to 1933 and in the post-war period. After WWII, cars were imported from Italy, with production resuming at Heilbronn in 1959. When NSU restarted their own car production in 1958, Fiat was pressured to change the name of its German subsidiary to Neckar Automobilewerke

AG. In 1966, Fiat branding eliminated the NSU name calling the cars "Neckar" after the region and river where Heilbronn was situated. Eventually, returned to "Fiat." Throughout this period, Fiat did not own any significant equity in NSU, so the link should be excluded from this article but is included to explain how the NSU label became associated with Fiat.

THE BRITISH CONNECTION

ROOTES GROUP

The Rootes Group can trace its origins to 1913 when William Rootes began accumulating car sales agencies. During WW I he transitioned to aircraft engine repair. In 1917 Rootes Limited was formed to acquire the motor business started by his father in 1897 so as to expand the repair of aero engines and the new company included brother Reginald. Following WWI, they became the largest car and truck distribution organization in the UK selling Austin, Clyno, Daimler, Fiat, Hillman, Rolls-Royce, and Sunbeam. The purchase of a controlling interest in Hillman Limited in 1928 and the next year Humber Limited and Commercial Cars placed the Rootes Group in the manufacturing business.

HUMBER

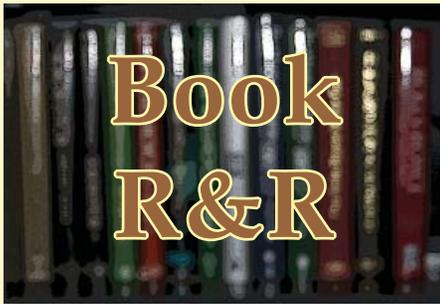
A quarter century earlier a young French engineer, Louis Coatalen, arrived in Coventry and would be instrumental in



1909 Humber

the design and in some cases the creation of most of the makes that formed the Rootes Group. He had started as a draftsman at De Dion Bouton, followed by stints at Clement and Panhard. Coatalen arrived in Humber as chief engineer in 1901, some three years after the company had added car manufacture to its bicycle business. His designs quickly catapulted Humber into manufacturing leadership in the UK by 1906.

—Louis F. Fourie



For more than ten years our “Book Reviews” section has presented full descriptions and reviews in limited space. To cover more ground, we’re trying something new: “Book R&R,” where the “R&R” stands for “recommendations and reviews.” Recommendations means that we’ll solicit and accept titles our readers submit, along with a pithy recommendation, presented with the same header of information, and a link to a review if one is available. Reviews will still be printed where a review from a historian’s perspective is desired, but not available elsewhere.

Road to Nowhere: What Silicon Valley Gets Wrong about the Future of Transportation

by Paris Marx

Verso (2022)

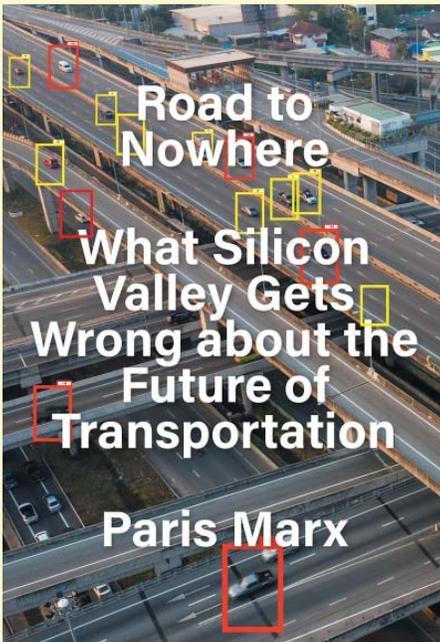
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Readers of the *SAH Journal* will know well Winston Churchill’s famous adage (paraphrased from George Santayana):

“Those that fail to learn from history are doomed to repeat it.” Add the word “automotive” before the word “history” in Churchill’s quip and you’ll have the major thesis in *Road to Nowhere: What Silicon Valley Gets Wrong about the Future of Transportation*. The book’s main claim, repeated throughout, is straightforward: transportation policy was originally designed to support automakers; today, transportation policy is designed to support Big Tech. Neither design has succeeded.

Divided into nine chapters, the book is structured along three main lines of historical inquiry: the automobile, transportation policy, and technology. Starting with the history of “automobility,” the author demonstrates how transportation systems in the U.S. were constructed in the twentieth century to make way for the automobile at the expense of everyone and everything in the car’s way, be it streetcars, pedestrians, bicyclists, trees, or city landscapes. What Big Auto wanted, Big Auto got (read: “What’s good for GM is good for America.”). The result was to rob cities of walkways, isolate people in suburbs, and expose drivers to otherwise avoidable traffic crashes. What’s needed to fix this situation isn’t a change in the vehicle’s powertrain but a massive overhaul of transportation policy, meaning fewer cars. In the author’s words: “[R]emaining focused on automobiles continues to benefit the elite who have always been the primary beneficiaries of their sale and use. A more equitable, environmentally conscious transportation system will ultimately require reducing the use of automobiles, regardless of what powers them.”

The author, Paris Marx, is a Canadian technology writer. His work has been published by major media outlets such as NBC News, CBC News, *Jacobin*, and *Tribune*. At the time of publication, he was also a Ph.D. candidate at the University of Auckland and the host of the critical technology podcast *Tech Won’t Save Us*.

Mr. Marx treats the history of Big Tech in much the same critical manner as he does Big Auto. He transitions from a history of automobility to technology with case studies of the electric vehicle, ride hailing, and the autonomous vehicle. The EV sold by Tesla and pushed by climate activists is beset by problems, he writes, such as the insatiable need to mine battery minerals from areas in the world that exploit child labor or threaten Indigenous lands. Ride hailing, which Mr.

Marx traces to the jitney in 1915, doesn’t solve problems created by cars, either. That’s because ride hailing demonstrably increases traffic and “encourages people who would otherwise take transit, cycle, or walk” to instead take a ride. In addition, Uber’s dubious political effort in California to ensure its drivers be classified as “independent contractors,” not employees, to avoid having to provide protections afforded the latter, proves to Mr. Marx that the industry’s campaign “was not undertaken to benefit the public as whole” but to exploit the worker to profit the billionaire techies. Finally, the promises of Big Tech that autonomous vehicles would solve congestion, serve the underserved, and reduce emissions, have all proven hollow. Starting with the promises of driverless “phantom autos” of the 1920s and 1930s up through today’s Google X and Tesla’s Autopilot, Mr. Marx claims that safety has taken a backseat to profit, a motive he ties back to Ralph Nader’s campaign of the 1960s. Moreover, AVs “are promoted as saving energy and reducing emissions, but they will require significant computing power to operate, and each vehicle will collect immense quantities of data that will be sent back to data centers,” making them also more “vulnerable to cyber attack and other means of failure.”

All of this makes for a bleak automotive future, especially after reading further on the failures of Elon Musk’s Boring Company and Uber’s flying cars. Mr. Marx suggests we should “reclaim” the streets by giving more room to e-scooters, e-bikes, traditional bicycles, and pedestrians. He’s also bullish on public transit and would invest more on its expansion. But these solutions are decidedly urban and have yet to succeed in the suburbs and exurbs. Perhaps that’s why the examples he suggests are largely limited to European cities such as Oslo, Norway. We can all agree with Mr. Marx that we need cities “built for their residents, that improve their quality of life, and that consider their needs instead of opening the floodgates to technology and gimmicks thought up by billionaires who have a very different experience of the city than most people.” Moreover, how we get there isn’t yet clear, and though the book provides a solid history of “automobility” and identifies the major challenges facing current transportation policy, it comes up short in offering success stories in the U.S. The result is that transportation risks a repeat of the past.

—Kevin M. McDonald

Fin Tales: Saving Cadillac, America's Luxury Icon

by John F. Smith

Aviva Publications (2022)

avivapubs.com/

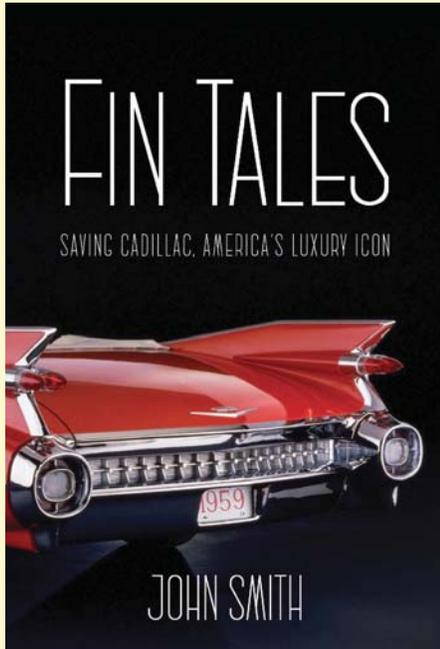
242 pages, 5¾" x 8¾", hardcover

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Automotive historians rely on boring and concise Board Meeting minutes or fluffy public and marketing material for original material research. Seldom are we treated to deliberations from a top-level executive turned author. Even then, it is rare to be taken inside product specific debates. Welcome to John Smith and *Fin Tales: Saving Cadillac, America's Luxury Icon*.

The *Fin Tales* title and the cover image of a 1959 tail may convey the book to be about events six decades ago. Instead, the author takes us back a quarter century ago to when Cadillac strategized how to regain its former glory and attitude.

John F. Smith, an engineering graduate of General Motors Institute (now Kettering University) with a Harvard MBA, was the Cadillac general manager from 1997 to 2000, leading global product planning from 2005 and concluding his GM career in 2010 as Group Vice President, Corporate Planning and Alliances.

During his short tenure at Cadillac, he championed the Escalade, justified the return to rear-wheel-drive, re-entered Le Mans racing and gave Cadillac back its "attitude."

With the help of Wayne Cherry, GM's design vice president at the time, the division established the *Art and Science* image. *Art and Science* may sound like a marketing slogan but *Fin Tales* reveals the term's real meaning.

Smith takes the reader into the complex considerations of managing a brand, its product planning, satisfying dealers and the strategies to gain credibility with motoring journalists and scribes.

The author does not generalize; he candidly gets into the multiple specifics to effect a turnaround, identifying those who helped as well as those who hindered the process. Everything is revealed including some of the archaic bureaucracy that stunted dialog and results in "old" GM.

The reader is left with deep admiration for the intelligence of the author, but also his people skills and resolute determination to make Cadillac the Standard of the World.

Fin Tales is a page turner that ends too quickly. The double-spaced text is easy to read and most engaging. All that is missing is an index.

All proceeds from the sale of this book go to Jeremie Rising, a 501(c)(3) non-profit set up by the author and his wife Nancy to fund the ongoing relief work in and around Jeremie, Haiti.

This is a brilliant and rare opportunity to experience the inner sanctum of the executive suite and its has been a privilege to review this fascinating book. Someone else who is also impressed is "Maximum" Bob Lutz, who wrote the Foreword. Get the book, you are guaranteed to be stimulated by it.

—Louis F. Fourie

If you thought you knew everything about automobiles...



RARE & UNIQUE VEHICLES

Field Guide to Aftermarket Parts, 1946-1948 Dodge

by Robert K. Riley

McFarland & Company (2022)

McFarlandpub.com/ 800-253-2187

251 pages, 7" x 10" softcover

148 b/w line drawings, 1 photo, 10 appendices

List Price: \$39.95

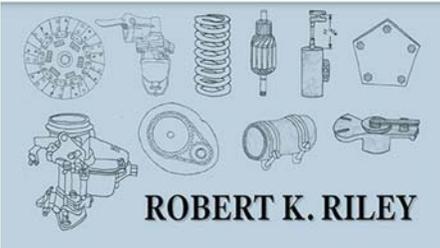
ISBN-10: 1476684464

ISBN-13: 978-1476684468

While we typically wouldn't include a review on a technical resource on the *Journal's* pages, the fact that within weeks of the release of this *Field Guide to Aftermarket Parts, 1946-1948* it is already being considered by at least one college for use—perhaps as early as Spring 2023—in its course of automotive history as well as others of a more technical nature. It is history made useful in the 2020s as it also describes some of the processes that have continued to change and evolve as a once new car becomes a collectible.



FIELD GUIDE to Aftermarket Parts, 1946-1948 DODGE



ROBERT K. RILEY

Its author, Robert "Bob" Riley, is a retired academic earning his own doctorate and spending his career as a university professor. That he was degreed in and instructed biology enlightens why he calls this book a field guide. His main purpose in writing was to assist others successfully source the *correct* part from any and all manner of suppliers, be it a modern-day retail parts store or swap meet vendor or anything

in between, never expecting its publication to put him back in the classroom as a guest lecturer. Kudos Prof!

—Helen V Hutchings

Mahy. A Family of Cars: The Tranquil Beauty of Unique Classic Cars

by Michel Mahy and Wouter Rawoens

Lannoo Publishers (2021)

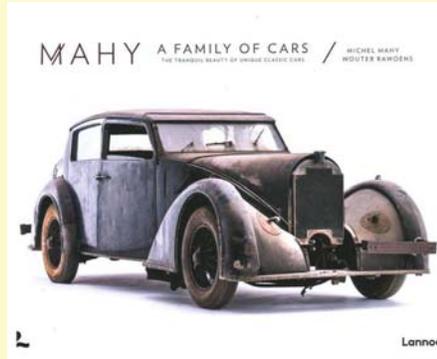
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272 pages, 12.25" x 9.34" hardcover, images

Price: \$60 / €40

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ISBN-13: 978-9401455237



This title is recommended by the editor. It is both sad and stunning to see and learn about this collection of cars. For a review, see: speedreaders.info/26097-mahy-a-family-of-cars

Auto America: Car Culture: 1950s-1970s

Photographs by John G. Zimmerman

by Linda, Greg and Darryl Zimmerman

Rizzoli (2022)

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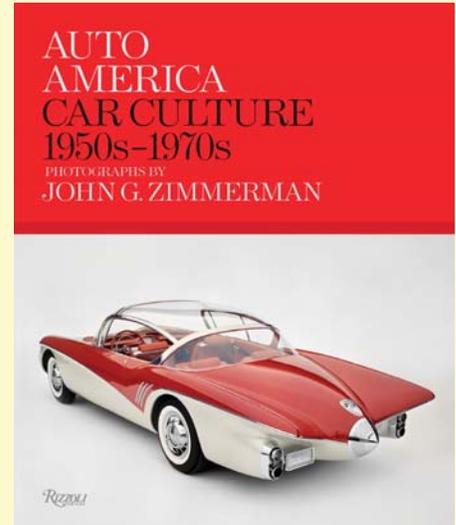
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In Memoriam

Kurt D. Cole (1963–2022)

Kurt David Cole of Goodrich, Michigan, passed away on August 25, 2022, after a brief illness. He was 59, the third son of SAH past president and Friend of Automotive History *Leroy D. Cole* and Cora Cole.

Kurt was born in Flint, Michigan, on March 28, 1963. SAH members will remember him attending nearly every Society event, Hershey tent, banquets and history conferences with his parents. Along the way they would visit the presidential libraries of the United States.



In addition to his parents, Kurt is survived by his brothers Keith, Kenneth and Kyle, their wives Kitti, Marigrace and Lisa, 10 nieces and nephews; eight great-nieces and great-nephews; and many other loving family members and friends. He was preceded in death by his grandparents, Darwin and Dessie Cole; and maternal grandparents David and Helen Swainston.

His funeral took place on August 31st, with burial following in Goodrich Cemetery. Condolences and contributions in his memory may be sent to the Coles at 9500 Gale Lake Drive, Goodrich, Mich., 48438. Memorial contributions will be forwarded to the Open Hands Children's Home in Nairobi, Kenya.

—Kit Foster

In Memoriam

Douglas Leighton (1942–2022)

The Reverend Canon Dr. J. Douglas Leighton, history professor, priest and former SAH president, died May 3, 2022, after a “short dance with pancreatic cancer,” as his hometown obituary expressed it. He was born in London, Ontario, Canada, and grew up in Hamilton and Dundas. A graduate of McMaster University, the University of Western Ontario, and Huron College, he taught for 43 years at Huron where he established courses in First Nations history and automotive history.



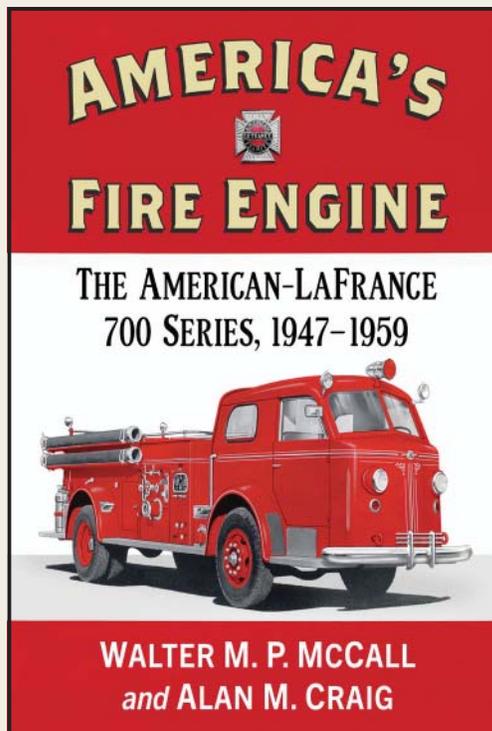
Doug joined SAH on January 17, 1995 as member number 1826, noting interests in automakers of London and SW Ontario, the London Six, Canadian Crow and Ruggles trucks. For SAH, he chaired the Nicolas-Joseph Cugnot Award Committee for many years and was elected vice president in 2009. Succeeding Susan Davis as president in 2011, he served until 2013.

In addition to his capacities at SAH he was a past president of the Ontario Historical Society and a longtime council member of the Champlain Society, an organization devoted to increasing public awareness of, and accessibility to, Canada's rich store of historical records. He also served as the Canon Historian of the Anglican Diocese of Huron. He is survived by his wife Phyllis, daughters Emily, Claire, Kate and Mary, son Douglas,

and three grandchildren, brother Gordon, sister Beverly, and several nieces and nephews.

His funeral service was held on Tuesday, May 10, at St. Paul's Cathedral in London, followed by a reception and reminiscences and interment at St. Luke's Pine River. Memorial donations may be made to St. Joseph's Hospice of London, 485 Windermere Rd, London, ON N5X 2T1 Canada.

—Kit Foster



As World War II drew to a close, America's premier fire apparatus builder—the American-LaFrance Foamite Corp. of Elmira, N.Y.—bet the company's future on its radical new cab-ahead-of-engine 700 Series fire engines. Soon the modern rigs filled firehouses across the nation, sweeping aside all competitors.

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