

SAH Journal



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Billboard

ANNOUNCEMENT: EDITOR WANTED: Editor wanted for Automotive History Review (AHR). This position entails gathering scholarly articles from Society members; editing the articles for accuracy and readability; laying out the articles with accompanying artwork, photos, graphs, etc., as well as endnotes; and hiring a printer for the finished Review. The Review, depending on amount of material available to the Editor and frequency of publication (it has been both an annual and semiannual) may run from 64 to 96 pages. The Editor is a member of the Publications Committee and can utilize the Committee for proofreading and advice. Present Editor John Heitmann will work with the incoming editor on his or her first Review. The candidate for this position should have relevant editorial and production experience. This is a volunteer position. Interested parties should contact Thomas Jakups at tjakups@ymail.com or 860-983-5972.

Free Digitizing Service: The editor is seeking automobiles photographed by **John Adams Davis**, and other prewar photographers, too. Only digital images

are needed. Accordingly, if you would like your antique automotive documents and photos digitized for free, just contact the editor at sahjournal@live.com to confirm the assignment. Then mail your material, and it will be mailed back to you with the digital media.

SAH Member Don Hoke Asks: "I am writing the history of the White Steam Car, which starts before the Civil War and includes pirate sewing machines in Massachusetts, emigration to Cleveland, the White sewing machine, automatic screw machines, ball bearings, bicycles, Sibley College, etc. In the process, I found a web site run by a fellow named John Weiss (crazyguyonabike.com) who has compiled a list of bicycle trade journals that have been digitized. Now, the \$64,000 question: Who has done this for American automobile trade journals? Has anyone done this?" Don could be reached at 1925stanley@gmail.com.

Wanted: Contributors! The *SAH Journal* invites contributors for articles and book reviews. With your help, we can continue to feature a steady and consistent stream of material. Please contact the editor directly. *Thank you!*

Front cover: Both covers are inspired by our Eldorado 70th anniversary article (both sourced and approved for editorial use by GM Media Archive, with thanks to *Kevin Kirbitz* for the referrals within the General Motors Heritage Center and Media Archives). The cover features that first Eldorado prototype (from 1952, though the production cars came out in 1953) with Cadillac Motor Car Division General Sales Manager James M. Roche (standing) and General Manager Don E. Ahrens (seated). A version of this article was written for the Boca Raton Concours d'Elegance program in February. This article differs in that it includes a whole section zeroing in on design, with a focus on the 1967-70 design and retired GM designer Wayne Kady. He was on the team that designed the 1967 Eldorado and Cadillac's Chief Designer for the new Eldorado design for 1971 (and more, as mentioned in the article). Be sure to view the three videos mentioned at the end of the article, with QR codes (for your smartphone) and the weblinks to view on your computer.

Back cover: A rare ad for the exclusive tour of that first car in 1952 (a year without a Motorama). The cars mentioned in the ad (the "EL DORADO" [notably here in two words] and the "TOWNSMAN") toured the country by themselves (since there wasn't a Motorama), but there's barely a mention of all that anywhere in terms of source documents. (We were lucky there was one at GM Archives.)

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An Affiliate of the American Historical Association



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Join, renew and more right on-line!

President's Perspective



A group Zoom on the evening of March 16th, attended by twenty of our members routinely involved with the SAH presence at Hershey Week, highlighted how having conducted ourselves remotely during the pandemic has had a lasting impact. All-remote and/or hybrid communication is now standard fare; and it has permanently changed how organizations, including the SAH, conduct meetings when attendees are located far afield from one another. The past three years have made the advantages of these communication platforms obvious.

It became apparent during our one-hour Zoom that being on the SAH Board

of Directors is now a practical possibility for those of us who are employed, rather than effectively being limited to those of us who are retired and free from the time and travel constraints of employment. Pre-pandemic, this was a near-debilitating obstacle to the SAH attracting and retaining younger board members, since our board meetings were all in-person—a standard practice at the time for most organizations. For anyone holding down a job, SAH board meetings could take up one to three vacation days per year, which would be a non-starter, particularly for anyone with a family. However, SAH board meetings

during the pandemic were all-remote, with near perfect attendance. Our October 2022 board meeting during Hershey Week was our first attempt at a hybrid meeting and while it had some rough edges, we had 100% attendance. While some of the camaraderie is lost with remote or hybrid meetings, SAH business is best handled when all board members can attend every meeting.

Going forward, every SAH board meeting will be hybrid or all-remote, and the flexibility of these platforms will allow us to easily adapt as changing circumstances dictate. Our Zoom discussion also highlighted that if board meetings are separated from events the SAH participates in, such as Hershey Week, we can better focus our efforts and resources on those in-person events, for the increased enjoyment of all involved.

So, what are these ramblings all about? Simply put, we hope that SAH members who are somewhere south of retirement age will—in the future—consider running for election to the SAH Board of Directors. This would be a significant boost to the overall well-being of the Society.

Back to my photo autobiography. My fascination with the WWII era Willys MB – Ford GPW “Jeep” led to my ownership of this 1945 MB in 1977. Graduate studies caused me to sell the Willys to another enthusiast, who performed a full restoration, which I doubt I would have ever been able to do.

Best Wishes,
—Bob Barr

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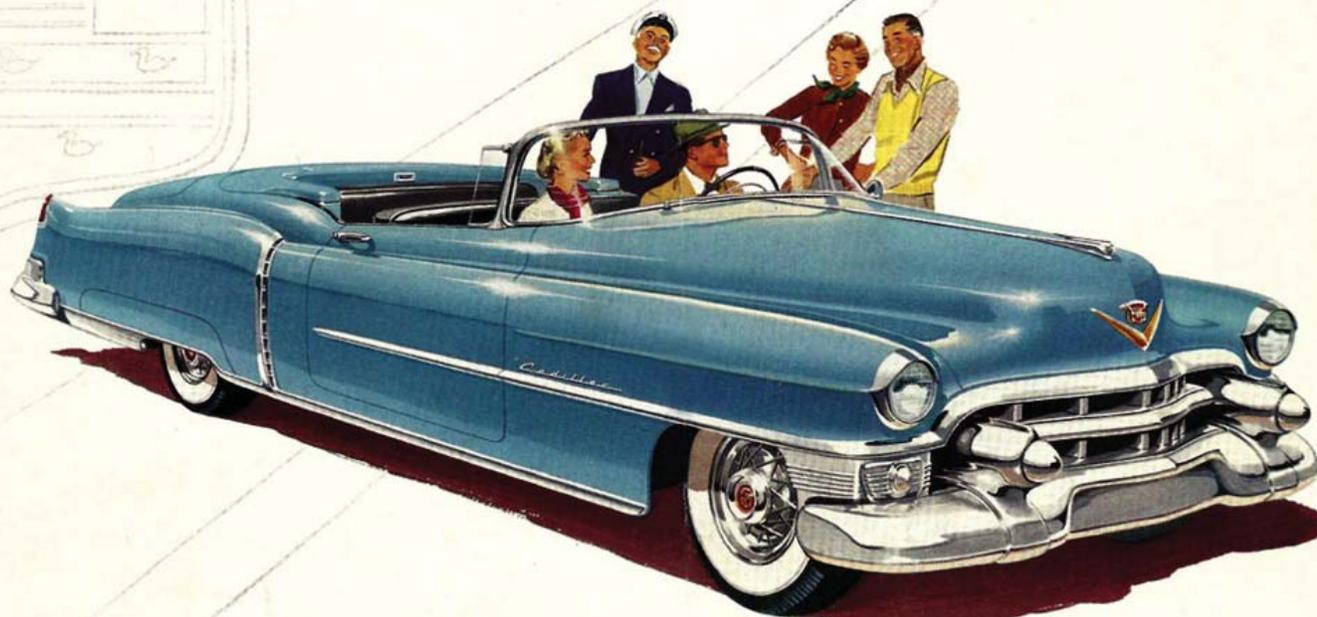
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PRESENTING

THE Cadillac ELDORADO



A SPECIAL SPORTS CONVERTIBLE

BUILT IN THE FINEST CADILLAC TRADITION!

"Presenting the Cadillac Eldorado"—this is the cover of the brochure introducing the car and its features.

THE CADILLAC ELDORADO TURNS 70

"Dramatically styled by Fleetwood to capture the heart of all America... Exciting in its mood... brilliant in its styling... dazzling in its beauty—the dramatic Eldorado introduces an entirely new concept of motor car design. Specially created by the master craftsmen of Cadillac—it blends the magic and artistry of imaginative, contemporary styling with the soundness and excellence of the industry's finest design and engineering." —*Description from the first Cadillac Eldorado brochure (cover shown above).*

The History

Cadillac created two concept cars to celebrate its golden anniversary in

1952: the Cadillac Townsman (a custom Series Sixty Special sedan) and the Cadillac Eldorado. Unfortunately, there was no Autorama or Motorama in 1952 (these were auto shows staged by General Motors from 1949 to 1961), so the two cars were put on display in various locations around the country. The Eldorado was placed into production in 1953 with a modest run of just 532 examples. However, this premium Cadillac model would have an auspicious run with iconic recognition for luxury and style, lasting in production until 2002.

The name "Eldorado" can be quickly deduced to relate to "El Dorado," the mythical city of gold the 16th century Spanish conquistadors searched for, but it wasn't Cadillac's

advertising agency (MacManus, John & Adams) that came up with the name. The story goes that Cadillac's sales manager, James Roche, was not happy with its agent's name suggestions and an internal competition for a name ended when Mary-Ann Marini's entry won. Recalling a poem from her childhood that mentioned "Shangri-La" and "Eldorado" she later said: "I knew 'Eldorado' had a golden connotation, and at some place in the poem, it said Eldorado was 'a golden city that all men sought,'... I copied the definition and put it on a 3x5 card and handed it to my boss. I knew they would love it, even though I was a secretary and young." With the contraction of "El Dorado" to "Eldorado," the name became Cadillac's own.

THE DISTINGUISHED
Eldorado Brougham
 BY
Cadillac



This is the Eldorado Brougham—designed, styled and custom-crafted to create a new standard of automotive excellence. Now available in limited numbers, it is, in every way, the finest and most admired motor car ever to bear the Cadillac name.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

[1] Period advertisement of the 1957 sedan with four headlamps and “suicide” opening doors.

Eldorado’s history is worthy of a book. The model iterations have been divided into a varying number of generations depending on the source (e.g., Wikipedia lists twelve production generations). Another way of looking at the history is to look at some interesting and distinguishing facts about the Eldorado*:

- 1953-55: convertible body style only;
- 1956: coupe added;
- 1957: sedan added—only four built;
- 1957: four-door Brougham added—only 400 hand-built with first polished stainless steel roof panel and “suicide” opening doors offered on a Cadillac—first GM vehicle with four headlamps (that were illegal in some states until accepted nationwide in 1958)—cost was equivalent to \$133k today [1];
- 1957: dual 4bbl (Four Barrel Carburetor) engine added;



[2] Above: the Pinin Farina Eldorado Brougham was instantly distinguishable from all other 1959 Cadillacs, as seen (below) with the iconic, yet different, fin design—here on a 1959 Eldorado Biarritz convertible (the coupe version was called Seville). Both images are from the 1959 Cadillac brochure.



- 1958: sedan dropped and 3-2bbl engine available;
 - 1959-60: Brougham model added again with custom Pinin Farina hand-made body—only 99 made and cost was equivalent to \$125k [2];
 - 1961: two-door and Brougham models dropped—convertible only until 1966;
 - 1967: coupe only, based on the new FWD (front-wheel drive) V-8 platform [3];
 - 1971: convertible added until 1976—FWD [4];
 - 1977: coupe only offered—FWD;
 - 1984-85: convertible offered again—FWD [5];
 - 1986-89: coupe only, downsized platform—FWD V-8;
 - 1990-2002: Eldorado Touring Coupe is added with the Northstar V-8 available in the 1992 MY (model year) and beyond. [6]
- * List of milestones courtesy: General Motors Heritage Center and Media Archives

There are a multitude of notable items related to this list. For example, the 1957 four-door Eldorado Brougham listed for \$13,074, which was more expensive than a Rolls-Royce in its day. Although, the 1966 Oldsmobile Toronado was the first to use the V-8 front-wheel drive “E-body” platform (the first American FWD automatic transmission), the Eldorado adopted the same platform the following year, which was a popular feature it kept for many years. Also, while General Motors stepped away from offering convertibles in the mid-1970s, the last Eldorado convertibles of 1976 were the most noted and still sell for a premium these



[3] The stunning 1967 Eldorado as shown in the GM press kit for that year, featuring its automatic front-wheel drive V-8 configuration.

1967 CADILLAC FLEETWOOD ELDORADO

from the C-body platform in 1966 to the E-body for 1967, which it shared with the Oldsmobile Toronado and the Buick Riviera. The Toronado was the first to use GM's automatic front-wheel drive transmission in its 1966 introduction, but the Riviera continued with rear-wheel drive. While Wayne was on the design team that created the '67 model, he was head designer for the new '71 model, and went on to lead the Cadillac Exterior Studio from 1974-1988. He also led the Buick Exterior Studio before that time (leading the design of the 1975-76 Electra and 1976 Regal) and the Buick 2 Exterior Studio from 1989 to retirement (designing the Roadmaster, Skylark, Century and Regal).

While the previous and subsequent generations of Eldorado offered a convertible, the 8th generation cars were only available as a 2-door hardtop. The front features covered headlights in the '67 and '68 model years. The front stamped fenders ended in the



[4] This 1976 Eldorado image from that year's brochure signaled the end of the convertible offering. Note the black hubcaps. While one could get them in a different color, this unique standard offering is the quickest way to know it's a 1976 model vs. a 1975 model, which is visually identical.

days, though Eldorado convertibles returned briefly for the 1984-85 model years.

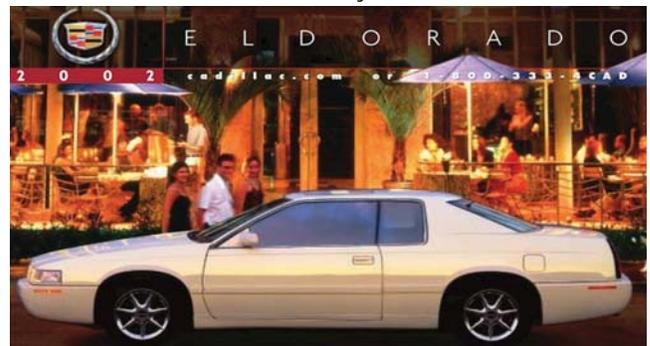
The Eldorado reached its final form in 1992 with a larger stance (11 inches longer and 3 inches wider than its predecessor), and it retained its two-door hardtop configuration. Soon after production started, Cadillac's popular Northstar V-8 became available. By 2000, with the discontinuation of models that followed the Buick Riviera and Oldsmobile Toronado platform and with the Cadillac DeVille and Seville no longer using the same platforms, the writing was on the wall for the Eldorado. GM announced that 2002 (the 50th anniversary of the prototype) would conclude its long run. To mark the occasion, there were 1,596 cars produced in red or white (like the 1953 original production car, as shown on that year's brochure). Production ended on April 22, 2002. The GM Heritage Center does not have the first Eldorado, but it has the last one produced.

Daring Design

The subject of Eldorado's design history is also worthy of a book, so we'll lightly touch on one era: the 1967-1970 design (the so-called 8th generation), when front-wheel drive was first used in an Eldorado, and we'll feature one of its designers, Wayne Kady. The Eldorado graduated



[5] Above: This 1984 Eldorado Biarritz convertible from that year's brochure signaled the return of the (missed) convertible, though it was short lived for the 1984-85 model years only. [6] Below: This 2002 promotional flyer gives no hint of Eldorado's last model year run... just call 1-800-333-4CAD to get yours... here, in the same color combination as it debuted 50 years earlier.





The 2023 Boca Raton Concours d'Elegance celebrated 70th anniversary of the Eldorado, which included a two-hour seminar panel including (left to right): *Bill Rothermel* (moderator), Cadillac collector Dr. Edward Dauer, Wayne Kady, Wayne Carini, *Dave Kinney*.

front with a die cast body cap, which in '68 became a turn signal. It almost looked like the turn signal wasn't ready for the '67 models, but the die cast cap actually originated from difficulty achieving the complete fender via the stamping process. Early plans for this Eldorado were to employ a V-12 engine, so many of the drawings reflected that aim. Even the final production car kept a long hood.

Speaking of designs, Wayne Kady executed drawings that not only illustrated his

design concepts but were works of art in their own right. They were watercolors that were exacting, yet stylistic, often with renditions of wet ground around the car reflecting the design. A number of these drawings were shown during a paneled seminar that included Wayne on Saturday, February 25th, during the Boca Raton Concours d'Elegance. The arc of Wayne's creations with the 9th generation of Eldorado and beyond is too extensive to cover here, but various links to videos of

Wayne presenting the cars and the stories are included herein... readers are encouraged to explore them.

Among all postwar Cadillac production models, the Eldorado remains a favorite among collectors. With a surprising mix of configurations, it almost presents as a marque unto itself. Is the world ready for an Eldorado comeback? Maybe... but for now, they are going strong with enthusiasts and collectors.

—*R. Verdés*

MUST-SEE WAYNE KADY VIDEOS

These videos are an integral part of our presentation, and each expands on subjects presented here with much that would have been great to include, given more space. Position your smartphone's camera over each QR Code below and it'll link you to the video. If that doesn't work, the long website URL is provided (type carefully, or use your mouse in the PDF version).

WAYNE KADY
DESIGNER SERIES (by Farmers' Insurance)



facebook.com/ClasiqCars/videos/468303337199813/

1967 CADILLAC ELDORADO
Walkaround & Design History



youtube.com/watch?v=ZSAzAlpj1cc

1967 CADILLAC ELDORADO
Overview & Interview with Wayne Kady



youtube.com/watch?v=iDQhVQrG5RU



Above: This drawing greatly emphasizes (if not exaggerates) a long hood to accommodate a possible V-12 engine. The rear of the car is also of note, with overtures of the shape finally seen in the '67 Eldorado with its hefty C-pillar and rear windscreen shape (not to mention a trunk that could be an early version of the 1980 Seville's "bustleback"). Below: this watercolor underscores the artistic quality of Kady's technique, right down to the reflection of the body on the floor.





STELLANTIS GENEALOGY (PART IV)

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 last 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).

HILLMAN

On June 17, 1907, the formation of Hillman-Coatalen Motor Car Company Ltd. saw Louis Coatalen on his next ven-



1908 Hillman Coatalen 12hp

ture with William Hillman, known for his bicycles but specifically for mass production of their ball bearings. Early 6.4 and 9.7-litre T head engines had to be scaled back to a small 4-cylinder car released in 1909.

SUNBEAM

In February 1909, a restless Coatalen moved to Sunbeam as chief engineer. John



1927 Sunbeam 3-litre Twincam

Marston began in 1853 manufacturing kitchen utensils transferring in 1887 to the Sunbeamland Cycle Factory. In 1900 John Marston Ltd. graduated to cars with the release of the Sunbeam-Mabley followed by designs based on the French Berliet.

TALBOT

As noted earlier, the French Darracq came under British ownership in 1903 and in October 1919 Darracq acquired Clément-Talbot, the British company formed in October 1902 by Major Charles Chetwynd-Talbot, the Earl of Shrewsbury, importers of the French Clément-Bayard. By the time that a new British factory in North Kensington began production in 1905, Clément-Talbot remained as the corporate name, but the car was simply a Talbot. A new Talbot of



1934 Talbot

British design began in 1906 while sales of the French models continued.

STD MOTORS

For a short while after the 1919 Clément-Talbot acquisition the company name was Talbot-Darracq. By 1920 the directors of Talbot-Darracq and Sunbeam agreed to exchange shares and create a holding company under the name STD Motors Limited, representing Sunbeam, Talbot and Darracq. This combination was ill conceived

with little forward planning. Besides lack of agreement on the pronunciation of “Talbot” on both sides of the English Channel, there was equal confusion as to when to apply the Darracq or Sunbeam name in combination with Talbot. Over in France, the Suresnes operation changed from S.A. Darracq to Automobiles Talbot. Although Talbot and Sunbeam were successful in the 1920s both partners were hit by the Depression. The Rootes Group acquired Talbot in 1935 and later the same year Sunbeam.

TALBOT-LAGO

With the arrival of the Rootes brothers, the old Darracq plant at Suresnes in France was cast adrift. Previously, shortly after joining STD, Major Antonio Lago was dispatched to Suresnes to sort out the ailing French division. But then STD collapsed, and Lago decided to acquire the Darracq business together, as it turned out, with the Talbot naming rights. This ultimately resulted in Rootes having to remove the Talbot portion of the Sunbeam Talbot name



1937 Talbot-Lago T150-C-SS Goutte D Eau

from 1954 onwards. The name Talbot-Lago graced some stylish automobiles prior to WWII and the hemi head ensured many racing victories. Lago sold Automobile Talbot to Simca in 1959, a year before he died.

SINGER

Another acquisition of the Rootes Group was Singer Motors Limited in 1956. Like many of the other Rootes cars, Singer and Co. Ltd. began in Coventry also with



1934 Singer 9

bicycles in 1874 under the direction of George Singer. In 1901 he powered his bicycles with an engine within the rear wheel and then added to the front wheel of several three-wheeled vehicles including small vans. The first four-wheeled Singer arrived in 1905. Rootes had the sales agency for Singer prior to WWI. By the time it became part of the Rootes Group, it was powered by an overhead cam engine, a feature that had been introduced in 1933.

The collapse of the Rootes Group had several factors, reduced sales, challenges with a new plant in Linwood to build the aluminum rear-engined Imp and having to invest in body facilities following the sale of Pressed Steel Fisher to BMC. The forced purchase was renamed Rootes Pressings (Scotland) Ltd.

With the death of Sir William Rootes in 1964 Chrysler saw an opportunity to acquire a British presence and over a three-year period through to 1967 took over the company, adding to its ownership of Simca. Previously, in 1961 Chrysler had approached Leyland and Standard-Triumph, but the former acquired the latter the same year but without any Chrysler involvement. The Rootes Group became Chrysler United Kingdom in 1970.

PSA bought Chrysler Europe for \$1 and a significant excess of liabilities. These Chrysler cars were rebranded as Talbot, but this name was removed from the market in 1987. The Hillman Hunter lived on in Iran as the Paykan from 1967 until 2005, being replaced by locally-built Peugeot 206s and 405s. Chrysler sold the rights to the Paykan to Iran in 1979.

VAUXHALL

Vauxhall was able to remain totally independent until taken over by General Motors in 1925. Product autonomy remained through to the mid-1970s when Opel designs were integrated into the Vauxhall portfolio. The Bedford name was created in 1931 for truck and commercial products.



1925 Vauxhall 30-98 Wensum OE259-3

The heavy truck operation was sold to AWD Trucks in 1987 while the Bedford name continued, using several Isuzu designs resulting from a joint venture with Isuzu creating IBC



1956 Vauxhall Velox ute

Vehicles in 1986. Five years later the Bedford name was retired, replaced by Vauxhall or Opel. PSA acquired Opel and Vauxhall in 2017.

ASIA

Jeep, while still owned by American Motors, began the Beijing-Jeep joint venture as early as 1983, but it failed. The Cherokee, however, did manage to grab third spot in passenger car production for 1988 and 1989. Chrysler won the right to build its minivan, but later backed out. The French were early arrivals forming Guangzhou-Peugeot and Dongfeng Citroën, but they too withdrew only to return later. After production of the Citroën Visa ended in France, it was revived in China as a Wuling LZW 7100 using a Daihatsu-derived 3-cylinder engine.

Mitsubishi of Japan built their Model A from 1917 to 1921, based on their 1912 Fiat Zero. Mitsubishi also gained the rights to build the Jeep CJ-3B which included a small station wagon version.

The Japanese company that would evolve into Isuzu partnered with Wolseley in 1918 and four years later introduced the locally-built A9 model. Greater volume was achieved starting in 1953 with Rootes using locally-built Hillman models. The arrival of the domestically designed Bellel in 1961 replaced Hillman.

In South Korea Fiat began partnering in 1971 with Asia Motors which was absorbed into Kia Motors in 1976 where the relationship continued. Kia also assembled the luxurious Peugeot 604.

In 2017 PSA bought the Ambassador brand name from Hindustan Motors for 800 million rupees (\$12,000) as a foothold into the Indian market. Based off the Morris Oxford II and III Series (1954 to 1959)

the Ambassador began production in 1958 lasting through to 2014 using the same basic chassis and cockpit for over five and a half decades. To date PSA has not applied this well-known brand to any local production.

THE SOUTHERN HEMISPHERE

Long before the European and American companies began the acquisitions described previously, their assembly and manufacturing operations in the Southern Hemisphere almost developed predictive powers as to how the association of their parents would unfold. Was it a case that the offspring took in the warm sunshine down south and in youthful abandon started sharing assembly and production facilities and relationships that raised the eyebrows of their independent parents? One could almost claim that these dalliances needed to be legitimized by the parents retroactively!

ARGENTINA

Prior to WWII, Argentina was one of the more prosperous countries outside America and Europe, but everything collapsed with the emergence of Peron politics. Even GM and Ford left the market.

The formation of Industrial Argentina SA (IKA) involved exporting the machinery and tooling of the Kaiser Manhattan from the USA following the collapse the Kaiser Frazer alliance. The Manhattan became the Kaiser Carabella. Kaiser at the time also owned Willys Overland, bought in 1953. The Willys Jeep was the first vehicle off the IKA production line on April 27, 1956.

Peugeot had initially been approached by IKA to gain the dies for the 403, but when rebuffed went to Alfa Romeo. From 1960 to 1962 the IKA production line mated an Alfa 1900 body with Jeep 2.5 or 3.7-litre engines calling this orphan the IKA Bergantin. The American Motors Rambler, which joined IKA in 1962, in spruced-up form became the Torino in 1966 that even offered a wood dash with a tachometer.

The Peugeot 504 had a lengthy three decade run from 1969 to 1999 during which time an alliance with Fiat was formed in 1980 under the name Sevel. In Europe Fiat and Peugeot already had a Sevel joint venture since 1978 to handle their commercial vehicle operations and it was named Societ  Europea Veicoli Leggeri or Sevel S.p.A. In contrast the Sevel of Argentina was Sociedad Europea de Veh culos para Latinoam rica,

translated as the "European Company for making vehicles in Latin America." The Argentinian Sevel alliance lasted through to the mid-1990s.

In an unusual twist, Volkswagen had been shut out of the Argentinian market as limits were imposed on the total number of manufacturers. Volkswagen finally gained a late entry in 1980 through purchasing of the Chrysler interests. North American Chrysler products concluded within a year, but the Hillman Avenger, named the Dodge 1500, lasted for two years. Five years later Volkswagen and Ford formed the Autolatina alliance.

BRAZIL

Although Volkswagen was an early entrant into Brazilian production, the company also acquired Chrysler and later formed an alliance with Ford under the same Autolatina structure used in Argentina in much the same time frame.

Brazil was under the same pressure to introduce local content through manufacture, which largely occurred from 1956, but most manufacturers focused on commercial vehicles, vacating the car market. Chrysler ceased assembly in 1952, having started in 1945. After building bicycles and appliances, Chrysler abandoned the Brazilian market in 1958. These facilities were acquired by Simca. Ironically when Chrysler sought a



1959-61 Simca Presidente became the President in Brazil

European presence through the purchase of a majority interest in Simca, Chrysler found itself back in Brazil in the same plant it had previously vacated.

Willys had the highest foreign automotive investment in mid-1960. When the company merged with Ford in 1967 Willys had a larger market share than Ford. Fiat was a latecomer when it arrived in 1976 but had great success with the Uno from 1984 because it was the ideal car to fit into the tax-friendly sub 1-litre category.

Although there were various alliances in Brazil, none involved combinations of

brands that would be part of the Stellantis orbit.

SOUTH AFRICA

Ford and General Motors began assembly of vehicles in 1924 and 1926, respectively. Other automobile companies had to rely on the agents who represented their products to initiate assembly operations. When local content rulings were established, several foreign parents became directly involved but only after many domestically-owned agents had launched their respective brands.

Atkinson-Oates Assembly (Pty.) Ltd., who had the Chrysler agency for some of the South African territory, began assembly during WWII outside Cape Town in 1941 but ceased in 1942. The Hillman assembly was added in 1949 and Humber two years later. Even though the Peugeot 403 was also being assembled by Stanley Motors, from 1956 for about four years Atkinson Oates also built the car for its territory.

Chrysler products were also assembled by Motor Assemblies Ltd outside Durban from 1948 through to 1962 at which point Fiat and Lancia were assembled for seven and six years, respectively. For a period, Atkinson Oates had a financial interest in the operation that it is now owned by Toyota.

From 1968 to 1981 Chrysler production took place at a newly-built plant called Chrysler Park, in Silverton near Pretoria under Chrysler USA ownership. Following various alliances with Anglo American Mining Group, this plant has emerged under Ford ownership. These Anglo American subsidiaries were Sigma Motor Corporation (Pty) Ltd, from 1976 to 1984; Amcar Motor Holdings (Pty) Ltd for 1984 and 1985 and South African Motor Corporation (Pty) Ltd (Samcor) from 1985 to 1994.

Stanley Motors appears to deserve credit for being the first independent assembler, when they began a pilot plant in 1939 for the Hudson make. Willys followed a year later but WWII interrupted further assembly. In 1947 a new assembly plant began production of Hudson and Willys, adding Peugeot in 1950 and Simca in 1958. But a year later the Simca agency was taken over by Atkinson-Oates who handled Chrysler and Rootes. In exchange, Stanley Motors acquired responsibility for the Rootes cars. In due course, to avert a hostile attempt at a takeover of Stanley Motors, a majority investment was sought from the Rootes Group in the UK.

When Chrysler acquired the Rootes Group their products were moved to the Chrysler plant near Pretoria. The Stanley Motors production facility was taken over



1972 Chrysler E49 Valiant Charger

by Peugeot Automobile Africa (Pty.) Ltd in November 1969, but this plant finally closed at the end of 1978. Between 1979 and 1986 Peugeot production took place at the former Chrysler and later Ford plant near Pretoria.

The current facility that manufactures Mercedes-Benz began in 1949 as Car Distributors Assembly (Pty) Ltd (CDA) for the assembly of Nash cars from 1950. In the same year Fiat was added through to 1964 as well as Alfa Romeo from 1960 to 1967. Commer, the commercial product from the Rootes Group, also came from CDA between 1954 and 1960.

All the French brands moved around several different plants, in some cases returning to a former plant, but tracking the musical chairs is beyond the intent of this article.

AUSTRALIA

To minimize the extent to which vehicle imports were consuming cargo space on ships during WWI, the Australian government introduced a tariff on vehicle bodies in 1917. The aim was to limit imports to only the chassis and mechanicals which reduced shipping needs and offered less of a target for the early German U-boats.

This quickly created several body building enterprises of which Holden's Motor Body Builders dominated. During the 1930s Depression Holden's were about to liquidate when General Motors took them over for fear that another manufacturer might acquire the company first. In the end the Australian government and GM agreed that General Motors-Holden's Ltd. continue body building for all its non-GM clients. These outside clients had included all the Chrysler brands, Willys, Hudson, Essex, Nash, Chalmers, Maxwell, the Rootes models and Fiat.

Many of these marques had used other body builders in the 1920s. Smith and Waddington built bodies for Hudson, Essex, Fiat, Dodge and Chrysler. T. J. Richards and Sons, who had also built bodies for Hudson, was bought out in 1936 by eighteen Chrysler distributors, becoming Chrysler Australia from 1951. In 1965 Rootes was brought into the Chrysler orbit. Subsequent to WWII, they had their own assembly plant with minimal manufactur-

ing. Peugeots were built alongside Renaults at Continental and General Distributors Pty. Ltd which Renault France bought in 1966.

CONCLUSION

It should be very evident that this is the most ambitious merger ever attempted in the automotive industry with an infinitely greater number of brands lost along the way. Shared

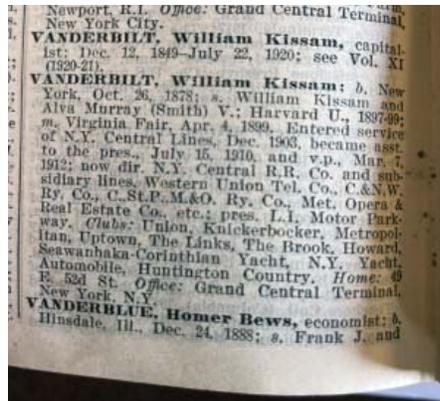
platforms have already been established and Carlos Tavares has allocated a ten-year time-frame for each brand CEO to solidify their future existence, starting from May 2021. Obviously this involves an electric architecture but Tavares is one of the few automotive executives to warn of unintended consequences from the various government mandates. Buckle-up for a challenging ride.

—Louis F. Fourie

VOLUMES TO CONSULT FOR RESEARCH TO FIND: "WHO'S WHO"

The broad view of how vehicles were manufactured in the pre-WWII era is mostly found in the printed word in pages of periodicals, newspapers, books, and manuals. For a given make of car, they're found in factory issued bulletins, journals, flyers (etc.) that were sent to dealerships, branch offices, and customers. All of these gave great information about the specific vehicles, but what about the information about the customer? Research to document a broader and complete story about who bought a particular motor vehicle helps complete the "who" to go with the "what, where, and when." The full story can be so much more interesting and also reflect the era: the location, economic and social status a vehicle would fit into.

To locate the history of a particular person that existed a century or so ago can be made easier by looking at bound volumes of information about the specific details of



individuals (age, location, education, relatives, jobs, titles etc.) and can add additional interest to the broad picture and make one perhaps see their line of thought as to why they owned the vehicles they did.

There are three volumes I use to learn about those who owned vehicles, all of which were well known in their day but may not be familiar to many who do research today. These are the *Who's Who in America* reference books, which started publication in 1899.

Then there's *Who's Who in New York City and State* that started in 1904, and *Kelly's Handbook to the Titled, Landed and Official Classes* that started in 1875. I have original volumes of these (they were about 6 inches thick) from the 1922 to 1925 era. I do not know how long they were published (perhaps still are) but *Who's Who in America* at least has had a long life into or near our current date. My focus like many is on earlier resources of information.

Other areas of the USA have had volumes of assorted capacity and depth published as well. To mention a few: *Who's Who in the*

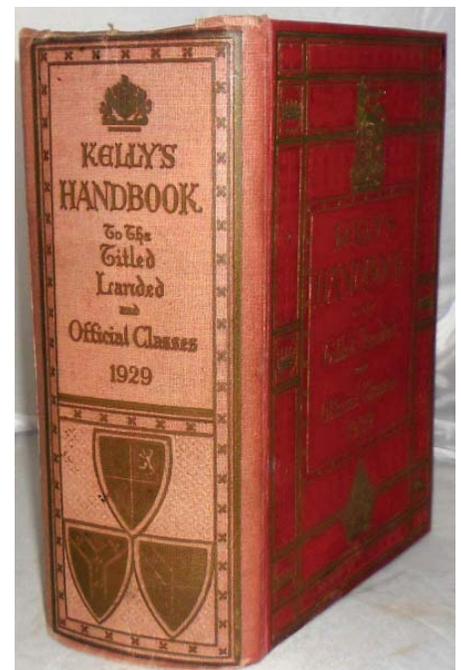
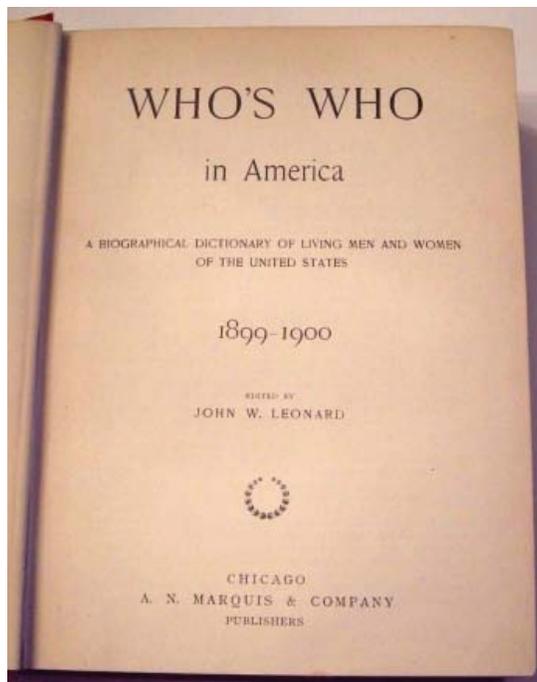
South and Southwest, Who's Who in Topeka, Who's Who in Allegany County, and The Ohio Blue Book; or, Who's Who in the Buckeye State was in the WWI era. etc.

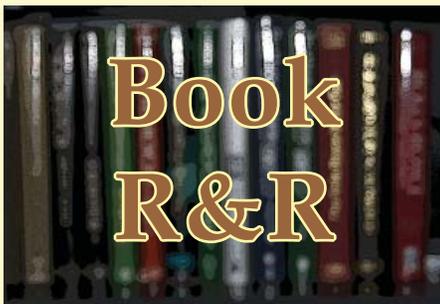
Many of these books are used in genealogical research and a good number also focus on specific non-automotive subjects like "Who's Who" in music, sports, theatre, etc.

This is just a mention to (perhaps) alert the reader to additional resources for information that could add more perspective towards your pursuit of a broader outlook for a subject in automotive history, and more.

—Walt Gosden

Editor's note: Two good sources for electronic versions of these volumes that you could see right now are the Hathi Trust Digital Library (hathitrust.org) and the Internet Archive (archive.org).





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.

Lamborghini: At the Cutting Edge of Design
by Gautam Sen with Branko Radovinovic and Kaare Byberg

Dalton Watson Fine Books (2021)
daltonwatson.com

8.62" x 11.96" two hardcover volumes, dustcovers, slipcase. Vol. One 384 pages w/147 b/w & 369 color illustrations. Vol. Two 399 pages w/43 b/w & 526 color illustrations. Author biographies, bibliography, acknowledgements and comprehensive index in second volume.

Price: \$250

ISBN-10: 1854433172

ISBN-13: 978-1854433176



What do you say (or write) when a title—in this case *Lamborghini* published by Dalton Watson Fine Books—is so outstanding—so superlative in content and dramatic in presentation as this one is? That’s not unlike some of the cars that wear the Raging Bull logo when you think about it.

The image of the elements of the presentation help convey part of that message but can’t show that the content—words and images—is equally stellar.

The text is written by multi-awards winning author Gautam Sen. With this book he’s called the lead author because he’s had the energetic and able assistance of two uber-Lambo-enthusiasts, each with extensive literature, model, photo and memorabilia collections, as the image credits make clear: SAH member *Branko Radovinovic* and Kaare (Käre) Byberg. Without a doubt there have been other Lambo histories published but rarely if ever has the design perspective been addressed for it has been so easy to instead concentrate on the power generated by the engine and especially those headline-grabbing top speeds.

With this book Sen and company correct that oversight and its presentation just makes it pure joy to explore each and every page. The Lambo story is fully told from its workhorse farm tractor-making origin up to the current/most recent Countach LPI 800-4. Not overlooked or swept under a corner of the carpet are the projects that never captured any buyer interest, the concepts that never made it to production—in other words, the winners and the also-rans are all given page space.

As previously mentioned what genuinely sets this book apart is the design aspect it “talks” about. Sen and foreword writer Robert Cumberford are, beyond doubt, of the design community; thus had access to all the designers who have contributed to the Lambo-legend is a given and those conversations form a major part of this two-volume book. From

Marcello Gandini, who joined the company in 1965, to current Centro Stile chief since 2016, Mitja Borkert, each have shared thoughts and also contributed period and current Lamborghini sketches and artwork.

Turns out there’s an interesting connection to another book by John Hege, *The Automotive Gray Market*, which devotes half-a-dozen pages to talented engineer “[Jas] Rarewala, an Indian American Sikh immigrant” who was “one of two ‘gray market’ importers. . . who were bringing in

the Countaches and getting them modified and certified one car at a time.” Rarewala’s effort had been praised in articles in *Road & Track* just as they are in Hege’s book.

Sen too writes of Rarewala, noting his conversion work was always “excellently done.” It is his inclusion of a quote from veteran auto journalist Don Sherman that’s notable. Sherman, writing in *Car and Driver*: “Rarewala, an Indian by birth, certified the car for America with the aid of German, Swedish, and American hardware and technology. His managing director is British. The scheme (referencing conversion work) has worked so well that Lamborghini has far-reaching hopes for the future: the Countach’s next stop may be Japan.”

If you have even the least modicum of interest in Lamborghini history, this is *the* two-volume book that needs to reside in your library—and not just for the information it contains but for the pleasure you’ll derive from it. After all, what’s not to like about the four dramatic and beautiful four-page foldouts.

—Helen V Hutchings

The Ford Dealership, Volumes I, II, and III
by Henry Dominguez

Early Ford V-8 Foundation
(FordV8Foundation.org)

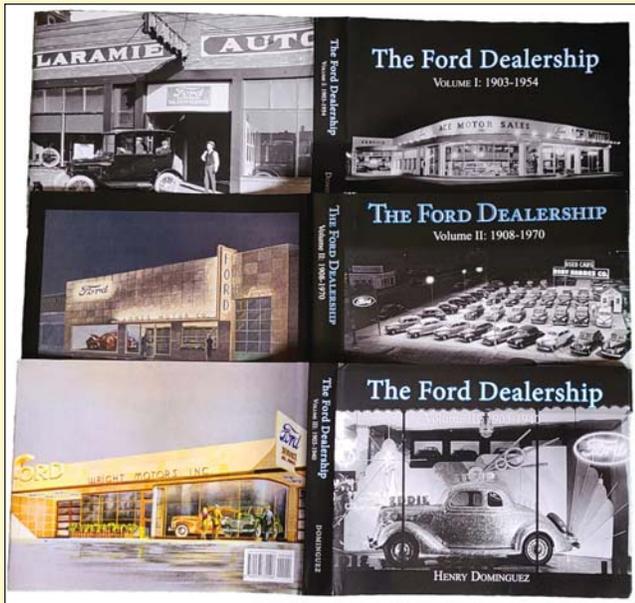
early-ford-v-8-foundation.square.site/s/shop
(+1.260.927.8022)

11.25" x 8.75" hardcover, dustcovers; Vol. I: 399 pages, 356 b/w photos, Vol. II: 380 pages, 307 b/w & 24 color photos, and Vol. III: 311 pages, 255 b/w photos

Price: \$50 (each volume)

ISBNs: Vol. I: 978-0979 770120, 2nd edition 2022; Vol. II: 978-0615452555, 2011; Vol. III: 978-0977 770106, 2022

Photo histories are valuable resources especially when, as with these three volumes, every photo is defined and described by a clear caption placing each in place and time and, as importantly, identifying its original source. That these books, researched and created by *Henry Dominguez*, do all of the foregoing, should be no surprise. Dominguez has been a steady SAH member since the mid-1990s and was the 2021 Cugnot award winner with his *Cellini of Chrome*. Accordingly, these photo-rich books have real gravitas. Their images range from 1903 to the 1970s just as each book’s subtitle delineates with details clearly viewable as all are printed one to a page, landscape format.



For illustration purposes, this image shows all three volumes open with the covers to the right, and the back covers to the left, with the top two books overlapping.

Henry recently told this reviewer that he's well into assembling a fourth volume which is targeted to include images from mid-1930s up to 1980 with a likely fifth volume to follow, visually bringing that pictorial history into even more modern times. As with these three, the fourth and fifth volumes will be published by the Early Ford V-8 Foundation and are exclusively sold by its Early Ford V-8 Foundation Museum located in Auburn, Indiana, thus helping support the museum and foundation's preservation work. Books are sold individually.

—Helen V Hutchings

If you thought you knew everything about automobiles...



RARE & UNIQUE VEHICLES

British Sports Cars

by Richard Gunn

Key Publishing Ltd. (2021, new rel. Feb. 2023)
shop.keypublishing.com/products/british-sports-cars

96 pages; 170 images; 6.7" x 9.6" softcover

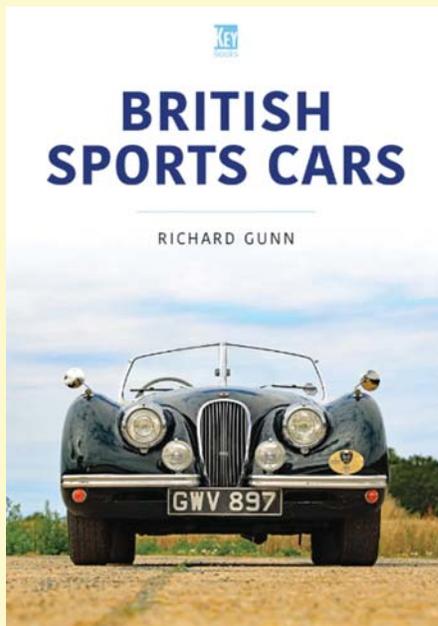
Price: £15.99 (\$24.95 at Amazon.com)

ISBN-10: 1802820396

ISBN-13: 978-1802820393

Readers interested in taking a picturesque ride through a unique part of sports car history will want to pick up *British Sports Cars* by Richard Gunn. Although not yet available for purchase in the U.S. as of this writing, Amazon is taking pre-orders with a scheduled release date of February 7, 2023. My review was limited only to the pdf-online version of the book, but even this limited review left me wanting the print version alone for the high-quality pictures and images.

The book is fifth in the *Classic Vehicle Series* published by the U.K.'s Key Books. The first three books in the series covered



the history of Land Rover and the fourth detailed the history of British motorcycles. *British Sports Cars* follows the layout of the series books by displaying authentic pictures and images, including vintage

advertisements, from all covered periods. The author, Richard Gunn, recently served as editor for another Key Books work titled *Jaguar E-Type*, published in 2021, so perhaps it isn't surprising that Jaguar receives plenty of pictorial praise in this latest work.

Divided into ten chapters divided roughly by decades (e.g., 1920s, 1930s, etc.), the book starts in the "pioneering days" of the late 19th century and ends with the uncertain future of sports cars today. Each decade covered receives just over a page or two of textual summary of historical happenings in the British sports car for that decade followed by several pages of beautiful car pictures accompanied by brief descriptions of the car's features and successes.

Far from finding just a picture book, readers learn about the rise and fall of the British sports car industry, beginning when roads in the U.K. were governed by speed limits of just four miles per hour as late as the 1880s. (Readers interested in a detailed account of the fall of Britain's car

makers might enjoy Steven Parissien's *The Life of the Automobile*.) By the 1980s the party was over for many sports cars. MGB, MG's Midget, Triumph's Spitfire, and the TR7 ended production. Imports, especially from Japan, put another strain on British auto manufacturing, not just those making sports cars.

The massive consolidation among global automakers in the 1990s spelled the end of the British-owned, British-built sports car. Foreigners now owned the big British sports car makers. Volkswagen owned Bentley, BMW owned Rolls-Royce, Ford owned Jaguar, and so on. Aside from ownership, the cars built in the 2000s through today hardly resemble anything made in the "golden age." Today's tech-heavy vehicles, the author writes, might cause a loss of both the sports car design and driving experience. The latter point is hard to dispute. As he observes, computers now control almost every "aspect of a modern vehicle," meaning motorists may lose the driving thrill once offered in the classic open sports car. The ride back in time offered by *British Sports Cars* offers us a little thrill, though, and that's worth its list price.

—Kevin M. McDonald

S.F. Edge: Maker of Motoring History

by Simon Fisher

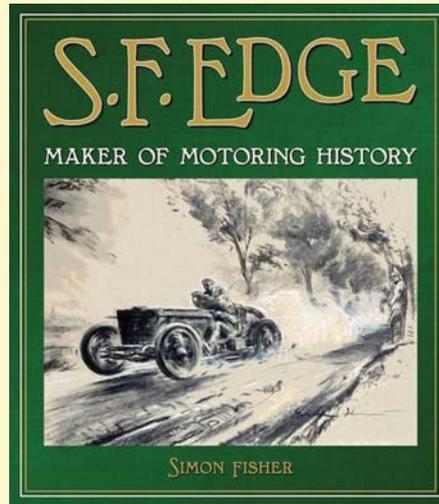
Evro Publishing, UK (2022) [in US: Quarto]
 evropublishing.com/ 612-344-8100

192 pages, 8.5" x 9.88" hardcover
 156 b/w images, appendices, bibliography,
 chapter end notes, index

Price: \$65

ISBN-10: 191050579X

ISBN-13: 978-1910505793

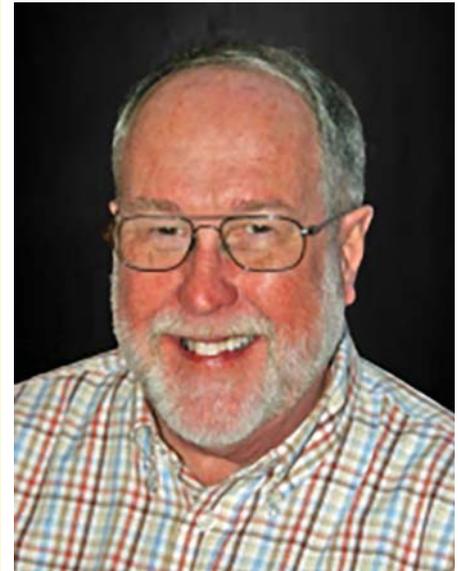


This title is recommended by the editor. For a review, see: speedreaders.info/26550-s-f-edge-maker-of-motoring-history/

In Memoriam

**Randy R. Mason
(1941–2022)**

We have recently learned that our member *Randy Mason*, retired Curator of Transportation at The Henry Ford, passed away on March 19, 2022. He was 80.



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Randy Rader Mason was born in Ohio on July 12, 1941, the only child of John and Dallas Mason. By 1950, the Masons had moved to Dearborn, Michigan, where his father became an accountant in the auto industry, a portent of the path his son would take later in life. Randy graduated from Dearborn High School in 1959, and later received a bachelor's degree from Alma College in Alma, Michigan.

His first job was selling cutting tools for Whitman and Barnes in Fort Wayne, Indiana. As a frequent visitor to the Auburn Cord Duesenberg Museum in Auburn, Randy's love of automotive history was nurtured. Striking out on his own, he took a Ziebart rustproofing franchise and opened shop in a former gas station in Inkster, Michigan. One of his customers was SAH founder member *Leslie R. Henry* (#49F), Curator of Transportation at the then-Henry Ford Museum. Randy's knowledge of automotive and railroad history impressed Les Henry and led him to recruit Randy for the Ford Museum. At Mr. Henry's retirement in 1971, Randy succeeded him as Curator. He joined SAH in January 1979, member number 612, listing his interests as the 1892-1942 period, early Ford history and orphan makes.

In his spare time, Randy founded or co-founded a number of clubs and events, among them the Vintage Triumph Register (with *Richard Langworth* and a couple of other friends), the Detroit Region of the Lambda Car Club International and the Ypsilanti Orphan Car show (with the late *Jack Miller*). He was active in the Henry Ford Heritage Foundation, and helped spearhead the campaign to purchase the Piquette Avenue Ford plant, birthplace of the Model T.

Randy is said to have owned at least 70 cars during his lifetime, from brass cars to British Triumphs and orphans, particularly Studebakers. He also collected or accumulated automobilia, antique lighting fixtures and outboard motors. A fan of folk and bluegrass music, he was passionate about human rights and equality. Donations in his memory may be made to Focus Hope, at 1355 Oakman Boulevard, Detroit, Michigan 48238; The Model T Automotive Heritage Complex, Inc., 140 Edison Avenue, Detroit, Michigan 48202; and The Ruth Ellis Center, 77 Victor Street, Highland Park, Michigan 48203.

My memories of Randy center on his ubiquitous nature: if there was a car event he was always there. A memorable time when our paths crossed was in January 2006 at Ormond

Beach, Florida, celebrating the centenary of the Stanley Steamer's land speed record. The crowds comprised many people associated with steam cars, but walking to the beach on the first day, when I looked up there was Randy, beaming with his iconic smile.

—*Kit Foster*

In Memoriam

Michel Lamoureux (1951–2022)

The historic automobile community has lost a much-loved member. *Michel Lamoureux* passed away in Montreal on December 26, 2022, after an extended battle with cancer.

The proud owner of a 1969 Road Runner, Michel was born in Montreal on July 8, 1951, but spent many years in Ottawa. He served as CEO of several major foundations, including the foundation at Laval University in Quebec City (2003–2006). He had a great appreciation for art and served as Executive Director of the Montreal Museum of Fine Arts (2006–2007).

Michel greatly enjoyed advising not-for-profit associations, foundations and Concours d'Elegance on growth strategies, fund-raising, marketing and communications. He was very active as Canada's representative to FIVA, and a big promoter

of the Canadian national automobile collection held at the Canada Science and Technology Museum. He was deeply involved in the plan to create a program for the preservation of automobile heritage at the College La Cité in Ottawa. He was also a member of the Advisory Board of the America on Wheels Museum in Allentown, Pennsylvania.

From 2010 to 2017, Michel represented the Province of Québec on the Board of the National Association of Automobile Clubs of Canada (NAACC), the country's oldest such umbrella organization. In 2012, he was named "Personality of the Year" by the *Club des Voitures Anciennes du Québec*, Canada's largest antique car club, in recognition of his involvement in the antique car hobby across North America and the quality of his writing in English, French and Italian.

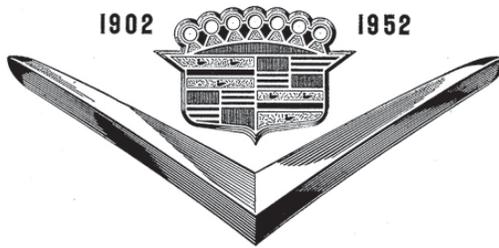
As a writer, Michel published many articles on topics ranging from specific marques to individual collectors. He wrote for *Le Magazine de L'Auto Ancienne*, Canada's oldest such publication based in Montreal. He was a regular contributor to *Hagerty Classic Cars'* weekly e-mag. He wrote for *The Skyline* and *Torque* publications of the Classic Car Club of America, for *Packards International Magazine*, and the *SAH Journal*. He was especially proud of the research, writing and editorial work he did for the book *Cars & Jazz* produced for Mr. Nicola Bulgari, the renowned collector of American automobiles whose cars are housed in both Italy and the United States.

Michel served as Class Judge and Chief Class Judge for various types of vehicles at signature events, including: the Louisville Concours d'Elegance in Churchill Downs, Kentucky; the Concours d'Elegance at French Lick-West Baden, Indiana; The Elegance at Hershey, Pennsylvania; the Arizona Concours d'Elegance in Phoenix; the Boca Raton Concours d'Elegance in Florida; the Stan Hywet Concours in Akron, Ohio; and the Cobble Beach Concours d'Elegance in Ontario, for which he also served as Special Advisor to the Chairman.

Those who knew Michel will miss his passion for all things automobile.

—*David McGee*





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The "Townsmen" is an especially luxurious version of the renowned Cadillac Sixty Special. It is lacquered in glistening Nubian black and the top is covered with a golden hued, linen-grained fabric—mounted over felt padding. Framing this golden top are moldings of highly-polished stainless steel. The upholstery fabric is a golden beige nylon, into which has been woven a gold metallic thread. Hardware is of 14-karat gold, as is all the interior metal trim. The whole interior is breath-takingly beautiful and unbelievably rich.

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plans now to join the throngs who will be the first in America to see these two gorgeous creations. And after you have seen them, go see the whole great Cadillac line for 1952—which will be on exhibition in the main showroom of the General Motors Building—and in your dealer's showroom. Remember, this is Cadillac's "year of years"—and to mark it, there can be no question that Cadillac has created the "car of cars".

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