



FEBRUARY, 1972

NEWSLETTER

ISSUE NO. 23

Copyright © 1972

The Society of Automotive Historians

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

John M. Peckham
President
675 Pinewoods Ave. Rd.
Troy, New York 12180

Richard B. Brigham
Vice-President
136 Park Lane
Marietta, Ga. 30060

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

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

G. Marshall Naul
Librarian
5 Queen Ann Drive
Newark, Del. 19711

PRESIDENT'S PARAGRAPHS

It was brought to my attention the other day that one of our members was using the name of the Society of Automotive Historians in an advertisement for a commercial venture. In the first draft of our By-Laws it was stated that the name of the Society may not be used in any manner whatsoever, without the written permission of a National Officer. Unfortunately, there was no effort at that time to formally adopt the By-Laws, and so they have not been published since. It is obvious that the person who used the Society's name in the ad, because he is a new member, was not aware of the fact that this was considered improper. Such an unintentional mistake cannot be condemned, but we hope that other members will refrain from this sort of thing.

Guy Seeley and Perry Zavitz are working to revise the original By-Laws and will shortly submit them to the membership for approval. After that it is planned to include them in each issue of the membership roster booklet.

As the By-Laws stand, the article concerning the use of the Society's name seems overly oppressive, and I'm sure it was not meant to be so. The main reason was, of course, to prevent the use of the name solely to add legitimacy to a commercial enterprise, or to indicate official support of the Society where none had been given.

If you are writing to a company, or to an Historical Society, in search of information, it is reasonable to mention the fact that you are an SAH member. It does add credence to your need for information, and in your sincerity. There is the added benefit for the Society that the mention may attract a new member (and it has).

If you feel you have an instance in which the Society's name will benefit the organization, while connecting it with some other commercial use, please ask the officers first.

John Peckham

FOR A BETTER AND (HOPEFULLY) ON-TIME NEWSLETTER

Some sort of workable plan to get the Newsletter on a regular, dependable schedule is long overdue. Because this paper is produced at a price which just barely covers the cost of the materials involved, we have had no choice but to give our regular customers the first claim to our time. And there always seems to be something which must be done right now - so the poor old NL gets put off for another day or so.

Beginning with this issue we have inaugurated a new policy, and each day will begin with the setting up of just one page. On this basis, 12 pages should be completed in 12 days, instead of trying to find several full days in one lot. This leaves about two weeks in which to shoot the negatives, make the half-tones, prepare the plates, print, fold, assemble, staple, and finally address the issue and stuff the envelopes. These operations can also be done on a so-much-per-day basis. If this plan works as well as it should, the Newsletter ought to get out on a regular schedule. Anyhow, we'll try it and see how it works.

continued on next page

There are also a few things our contributors can do to help speed things up a bit, too. Here are some of them:

PRINT PROPER NAMES

Many of the letters we receive (and some of the articles) are written in long-hand, and that's all right. Even if the handwriting is not particularly clear, words are easily recognizable - and if we have doubts about some words, the dictionary is quickly available. But - when we come to the names of some obscure makes of automobiles, or small towns in unfamiliar areas, or the names of people - these are things that the dictionary can't tell us. We have spent hours - yes, hours - wading through reference material to find the correct name of a car we had never heard of before. Illegible names of cities and towns have caused us to take the time to search through atlases and maps. As to personal names, there is no way at all to check them. We repeat, please PRINT all such words.

CAMERA-READY COPY

We don't mind retyping the articles sent to the Newsletter, but when a member sends us his material all neatly typed and ready to photograph, we are absolutely delighted.

This calls for a good, clean typewriter with a good, black ribbon. The best copy, of course, comes from an electric typewriter with a carbon ribbon, rather than the cloth variety. Obviously, not everyone has such equipment, and any copy at all is entirely acceptable - but to receive material all set up and ready to photograph brings joy to your weary editor's heart.

Such copy should be single spaced. Right now we have on hand two well written and interesting articles, beautifully typed without an error or correction anywhere - but they are double-spaced. This means, of course, that if used as is, these items will take twice as many Newsletter pages than would normally be needed - and we just can't spare all that space.

REGARDING PHOTOGRAPHS

We like to publish all of the pictures which are sent to us. It makes the Newsletter a lot more interesting, we think, than just pages and pages of words. Black-and-white prints (glossy or otherwise) are the best, and color prints are also perfectly useable. Pictures which have been printed in magazines and newspapers are generally all right, too.

Copies of pictures made on dry-copy machines give us problems. They tend to be too light, too dark, blurred, speckled (in the background areas), and often incomplete. Frequently the too light and too dark conditions occur within the same picture. In the past we have spent altogether too much time in photographing, retouching, photographing again and retouching some more, to wind up with a not-very-good picture for publication.

Therefore, no pictures made on such machines will be considered acceptable, and none will be published. Most of our contributors send originals, and we send them back after publication. If they are rare and valuable, send them by certified mail, and we'll send them back the same way. A good example is found in Issue #22, in the ARGONNE article. Marshall Naul went to considerable trouble and expense to get these hard-to-come-by photos. He sent them by certified mail, and they have been returned to him the same way.

C. T. Silver - again!

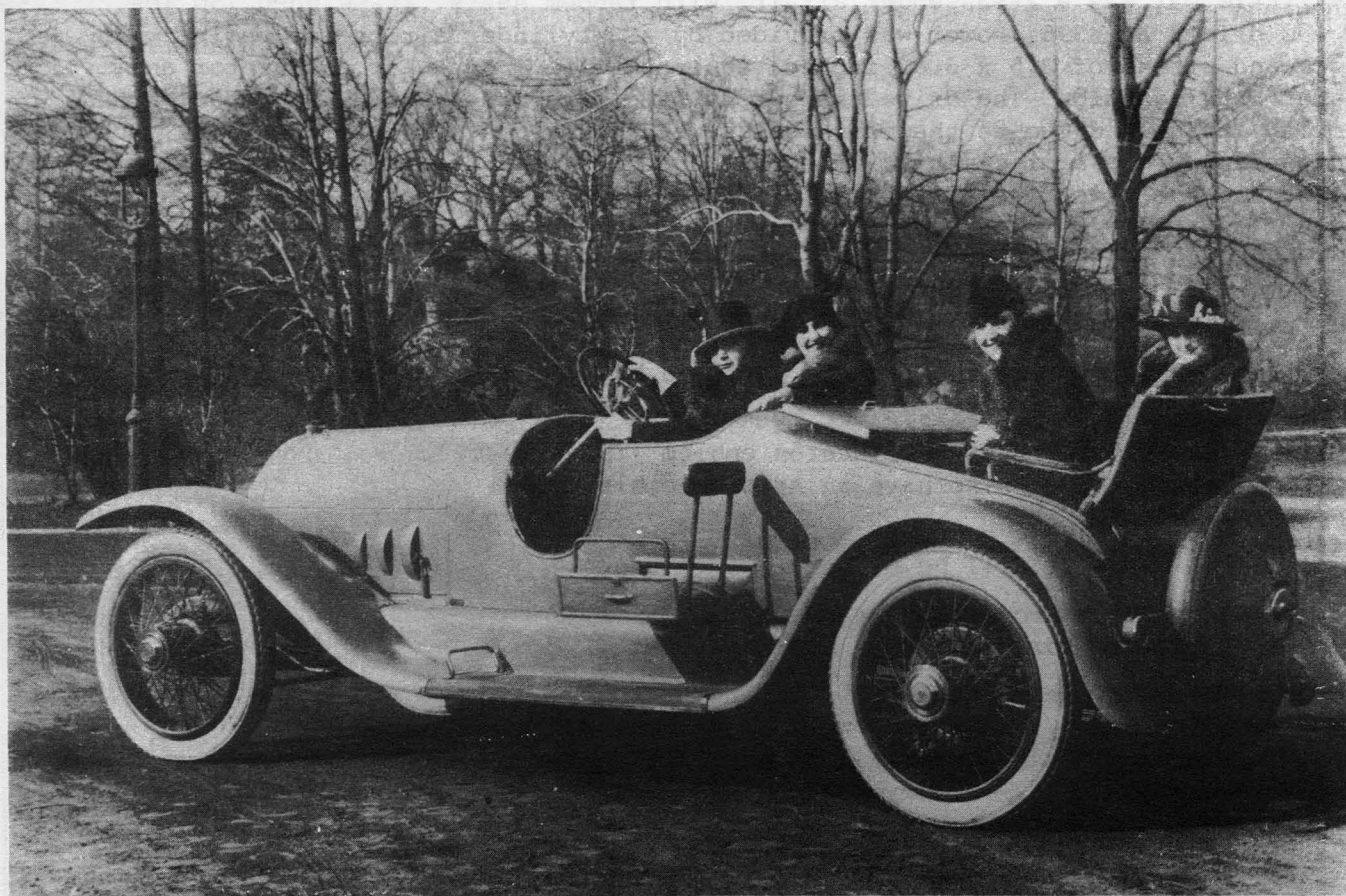
To add to the continuing saga of C. T. Silver's "Silver Specials" I'm enclosing a print of one of these custom machines which I found in our files.

The chassis is unidentifiable, but close examination of the dashboard reveals a "C. T. Silver" plaque. My guess on the chassis would be Apperson, but perhaps wiser heads among our members can make more positive identification.

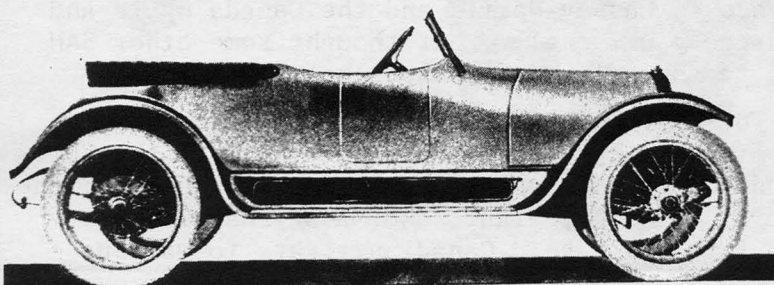
Dave Brownell, Editor, OLD CARS Magazine, Iola, Wisconsin 54945

EDITOR'S NOTE: The plaque which Member Brownell mentions in his letter can be seen, just barely, in the center of the dash just above the steering column. Because the picture has been screened for printing, the detail is lost, but in the original photo it can be seen clearly (with the aid of a magnifying glass).

As to the chassis, the lines of the radiator and hood strongly suggest Willys-Knight model 88-4 or 88-8. The radiator cap, used on all Willys and Overland cars prior to 1919 and back to at least 1915 (and probably earlier), provides positive identification. For further comparisons, see pictures below.



Above - One of the numerous "Silver Specials"
Photo courtesy of Dave Brownell, from files of OLD CARS magazine



Left - 1917 Willys Model 88. Note the hood lines, radiator cap, and underslung 3/4 elliptical rear springs.

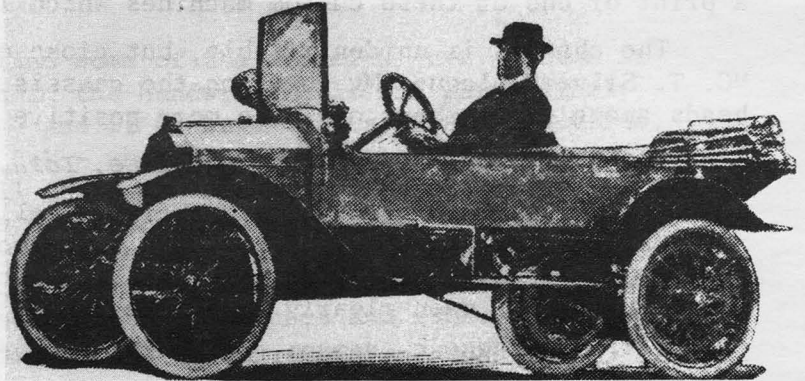
Portland Cyclecar Photo Wanted

Does anyone have a picture or drawing of the 1914 PORTLAND Cyclecar, made in Portland, Oregon?

Richard Larrowe, Route 1, Box 900, Corbett, Oregon 97019

NO SOONER SAID THAN DONE DEPARTMENT

Here's a picture of the 1914 PORTLAND Cyclecar - not a very good picture, to be sure, but it is the best we can lay hands on at the moment. This car was originally named PACIFIC, but the name was changed sometime in 1914. It was made by the Portland Cyclecar Co. whose offices were in the Corbett Bldg., Portland, Oregon. The last date we have for the PORTLAND is early 1916, but there are rumors that it eventually grew into a full sized car. Can anyone offer confirmation?



This little car was a 2-passenger affair, with tandem seats. It weighed 750 lbs. and was priced at \$395. Power was provided by a 2-cylinder air cooled engine with a bore and stroke of 3.5 x 3.62 inches, equipped with a Schebler carburetor and Atwater Kent ignition. The drive train consisted of a cone clutch, planetary transmission, and belt drive to the rear wheels which provided a reduction of 4:1. Front springs were semi-elliptic; the rear ones full elliptic. Wheelbase was 96 inches, and the tread was 42 inches. Road clearance was 12 inches. The tire size was 28 x 3.

The Princeton

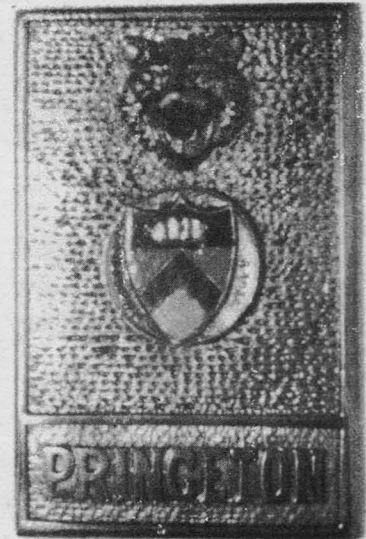
I read with interest the article in Issue No. 10 on the Princeton car.

Enclosed is a photo of a Princeton emblem I have in my nameplate collection. I also have an Argonne emblem.

I'll send a list of names in my collection when I get them made up. Maybe it will be of some future use.

*John F. Weis, 7237 Metropolitan Avenue,
Middle Village, New York 11379.*

The photo which Mr. Weis enclosed is reproduced here. This is the actual size of the emblem, which is black and orange on a nickle-plated background.



The Canada Cycle & Motor Company

The letter in Issue No. 22 from A. M. Gregory, of Australia, was of particular interest up here because of his reference to Massey-Harris and the Canada Cycle and Motor Company. I have written to Mr. Gregory personally, but thought some other SAH members might be interested in answers to some of the questions he raises.

Canada Cycle and Motor (CCM) was formed in 1899 from the five biggest Canadian bicycle companies, with the idea of dominating that market and getting into the automobile business as soon as possible. One of the five companies was Massey-Harris, the bicycle branch of the famous agricultural machinery giant, and Massey-Harris pretty well controlled CCM. Between them, the five firms held Canadian rights to various

foreign (non-Canadian) automobiles. Included was the De Dion, and the Massey-Harris vehicles mentioned by Mr. Gregory are doubtless based on the De Dion patents.

CCM went on to build the Ivanhoe Electric from 1903 to 1905, and in 1905 introduced the first Russell gas-engined car. The Russell, which adopted the Knight sleeve valve engine in 1910, went on to become the foremost Canadian luxury car before World War I. Today, of course, CCM is still making skates and bicycles.

In closing, let me say that I agree entirely with Mr. Gregory that there should be no resentment from non-Americans about the amount of American content in the Newsletter. In fact, I would go further and say that it is constantly surprising to see so much non-American material. Put me down as a very satisfied member.

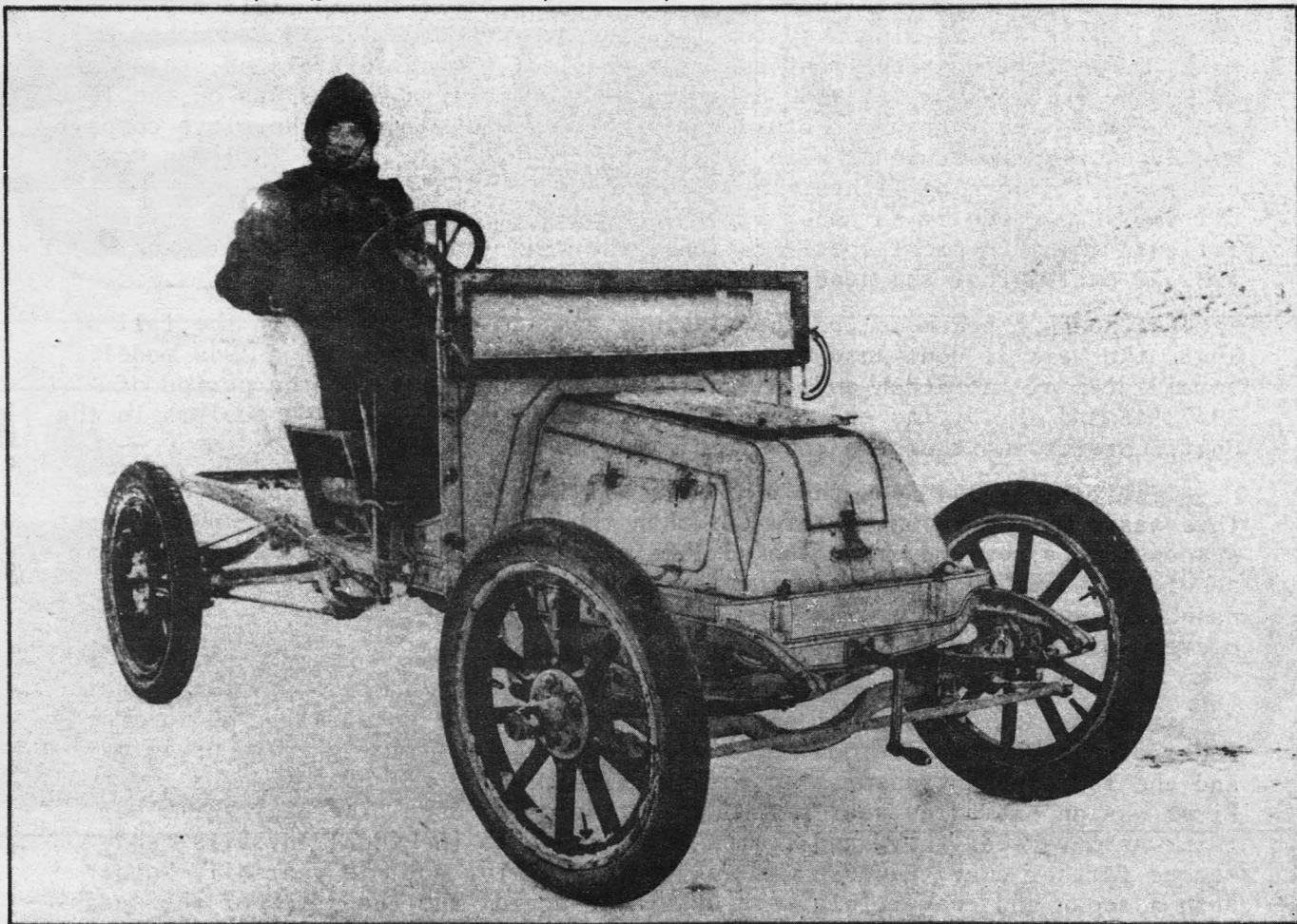
Hugh Durnford, 128 Percival Avenue, Montreal West, Quebec, Canada.

An Automobile First

Some years ago the ubiquitous VW ran an advertisement which claimed that a "Bug" was the first automobile on the Antarctic continent. This claim, unlike most from Wolfsburg, is quite wrong. The photo (below) was taken near McMurdo Sound by a member of the British Antarctic Expedition headed by Sir Ernest H. Shackelton. This rather stark vehicle was a specially-prepared ARROL-JOHNSTON, a product of Scotland, with an air-cooled four-cylinder engine of 12/15 HP. This was first run on the Antarctic continent on February 3, 1908. Its performance was fair in this climate, but it was not suited to running in deep snow.

The ARROL-JOHNSTON was shipped back to Great Britain when the expedition was finished, but it seems to have disappeared. Does any member from G.B. know whether or not this car still exists?

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





Author's 1949 Mark II Convertible. Grille has been changed.

HILLMAN IN THE UNITED STATES

1947 - 1956

by Janius G. Eyerman

One of the first small foreign sedans to be imported into the United States after World War II was the Hillman Minx, built by the Rootes Group in England, who also produced the Singer, Sunbeam and Humber, since 1932. The Hillman Company itself dated back to 1907.

The first models of the Minx sold here were the 1948 Mark II models. These were powered by a four-cylinder flat head engine of 72 cu. in. This engine was cooled by the thermo-siphon system (as used in the Model T Ford and other early makes). With solid axles front and rear and leaf springs all around, this car was quite a throwback in 1948. Steering on the American models was on the left and, because the instrument cluster was interchangeable with the glove compartment door, the instruments were located in front of the driver. Hillman was an early user of warning lights. The ammeter was replaced by a red light, and the oil pressure gauge by an amber light (amber; the color of oil!). The styling followed the mechanical specifications; the Minx looked like an American car of 1937-38 except that the headlights were in the fenders.

Although a new model of the Minx was available in England in the fall of 1948, the Mark II continued to be sold in the United States as a 1949 model. Total sales of the sedan and convertible were about 3000 for the period of 1947, 48 and 49. By the end of this period there were about 100 dealers in the United States. Cost of the convertible was \$2195!

The fall of 1949 saw the Minx Mark III introduced in the United States. This was a much more up-to-date car than the Mark II. It had independent front suspension, a new body that looked like a miniature 1949 Plymouth and, lo and behold, a water pump! The instruments were now located in the middle of the dashboard which made reading them a bit difficult, especially when the speedometer was way over on the right.

All Hillmans from 1947 to 1953 used the somewhat humorous (to Americans) "trafficator" directional signals. These were the pop-up arms located on the sides of the car. The column mounted gearshift was partially cable operated and the four-speed transmission was synchronized on second, third and fourth. First was an extra low gear which was not normally used. The gear shift pattern was reversed, third and fourth being close to the wheel and first and second farther away. Reverse was engaged by pulling out the gearshift knob! Both a sedan and convertible were available again, and the price of the sedan was below \$1700.

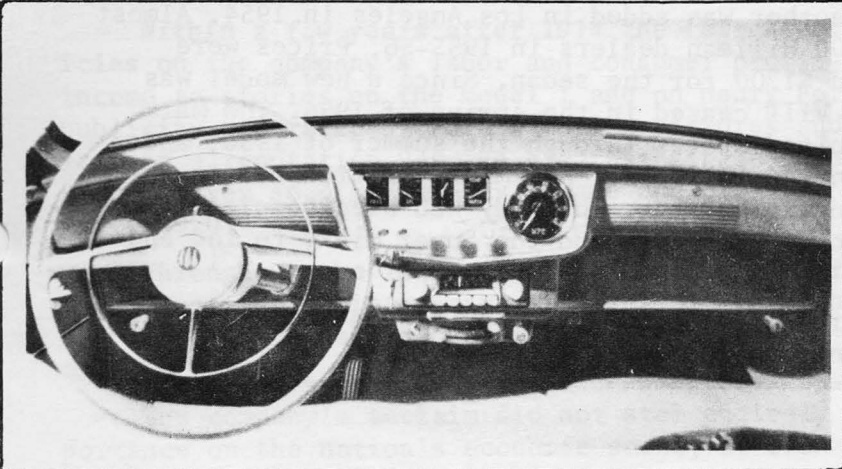


1951 Mark IV Convertible. Note "Trafficators" behind door.

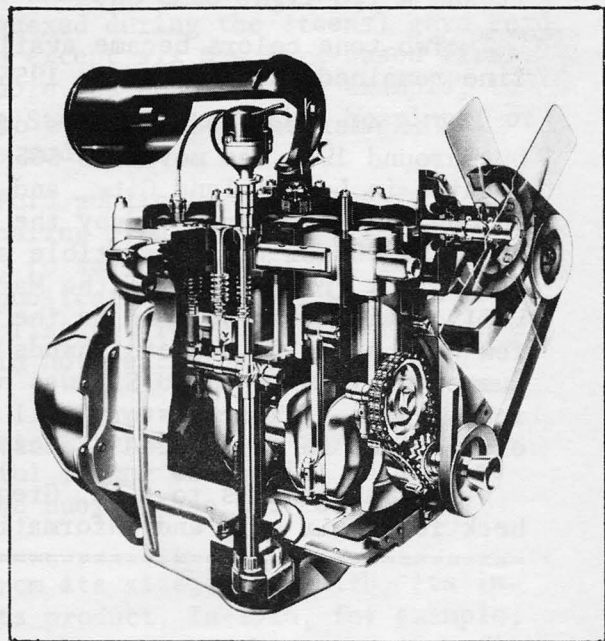


CALIFORNIAN
You'll love driving the sunny
Californian. More light, more air,
easier to park. Two-tone color
schemes for fun.

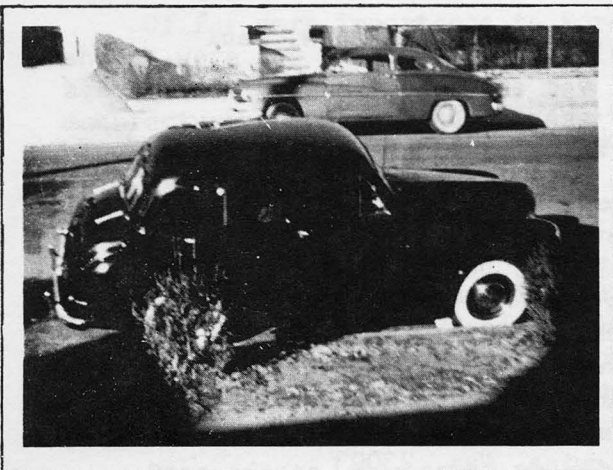
Mark VIII Californian. Note general similarity to Mark IV Convertible.



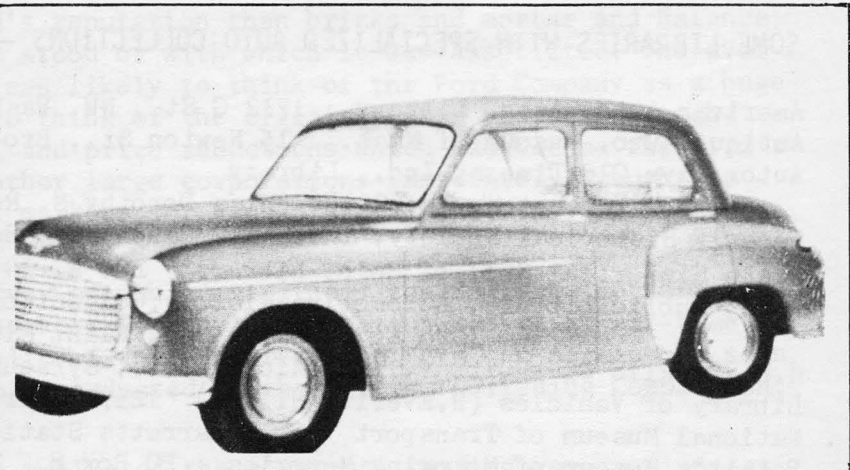
Dashboard used in Marks VI, VII and VIII.



1265 cc Flathead, as used in Mark V



Author's 1951 Mark IV Sedan.



Mark VII Sedan. Compare trunk length with Mark IV.

Only detail changes were made to the body from 1949 to 1956. A new grille was put on in 1953 and the Minx was then called the Mark VI. The engine had been enlarged to 77 cu. in. in 1952 (the 1952 was called the Mark V). A two-door hardtop was added to the line in 1953, and named the "Californian". This car was based directly on the convertible. In fact, the top wells on either side of the back seat were simply covered over, and a steel top was welded onto the convertible body. For 1954 the entire line was lengthened by seven inches, the seven inches being added to the somewhat small trunk.

Finally, in the fall of 1954, the new 1955 Minx was announced. At first the cars were still equipped with the flat head engines, but within a very short time an overhead valve engine of 85 cu. in. was put into the cars. The customers received either flathead or overhead valve engines, depending upon whether the local distributor had received early or late Mark VIII models. Instrumentation was improved a little by the addition of an oil pressure gauge, but the driver could only guess what the generator was doing until it stopped doing it and a red light came on.

Two-tone colors became available for 1956 on the sedan, but the rest of the line remained the same as in 1955.

The American headquarters of Hillman was originally in Long Island City, but around 1951 was moved to 505 Park Avenue, New York. A parts warehouse was located in Long Island City, and another was added in Los Angeles in 1954. Almost 10,000 Hillmans were sold by the 700 Hillman dealers in 1955-56. Prices were about \$1900 for the convertible and \$1700 for the sedan. Since a new model was coming out, production of the Mark VIII ceased in the spring of 1956. The Mark VIII continued to be sold in the United States through the summer of 1956, and a few were still in dealers' hands in the fall. The "New Minx", introduced in the summer of 1956 in the U.S., was a different car. The body had been completely redesigned. A later history will cover this car, and the Super Minx, to the end of the make in the United States.

My many thanks to A. M. Gregory, Hugo Pfau, Perry Zavitz and William Hallenbeck for their help and information.

=====

SOME LIBRARIES WITH SPECIALIZED AUTO COLLECTIONS - *contributed by G. M. Naul*

- American Auto. Assn. Library 1712 G St., NW, Wash, D.C. 20006
- Antique Auto. Museum of Mass. 15 Newton St., Brookline, Mass. 02146
- Automotive Old Timers, Inc., Library
Box 62 Warrenton, Va. 22186 (Miss Dorothy M. Ross, Exec. Secy.)
- Beverly Historical Society, Inc. 117 Cabot St., Beverly., Mass. 01915
- State Historical Soc. of Colo. Library 200 E. 14th St., Denver, Colo. 80302
- Flint Public Library, Automotive History Collection
1026 E. Kearsley St., Flint Mich..48502
- H.H.Franklin Club Library 336 Hickok Ave., Syracuse, NY 13206
- Library of Vehicles (W.Everitt Miller) 12172 Sheridan Lane Garden Grove, Cal. 92640
- National Museum of Transport 3015 Barretts Station Road St. Louis, Mo. 63122
- Pettit's Museum of Motoring Memories PO Box 8 Louisa, Va. 23093
- Smithsonian Institution Libraries, Museum of History & Technology Branch, Wash. DC
- Western Reserve Historical Society Library 10825 E. Blvd. Cleveland, O. 44106

FORD PUBLICITY

by David L. Lewis

Much has been written about the popularity of the Model T and the prestige of Henry Ford during the 'teens and 'twenties. But what of the company behind the car and the man? How was it rated vis-a-vis other firms during the heyday of the flivver and the auto king?

The Ford Company, as an analysis of periodical and newspaper indexes makes clear became the best publicized business firm in the country following the introduction of the five-dollar day in 1914. During the years 1914-1919 the company was the subject of twice as many articles in general periodicals as any other business institution, more articles, in fact, than the rest of the auto industry plus United States Steel, General Electric, Du Pont, American Telephone and Telegraph, and Standard Oil of New Jersey combined. In specialized journals surveyed by the Industrial Arts Index, Ford also received more publicity than any other firm - fivetimes as much as the remainder of the auto industry put together.

Newspapers undoubtedly gave the Ford Company a comparable amount of attention. The New York Times (the only newspaper which was indexed during the 'teens) gave Ford more publicity than any other business organization except six New York-based firms. Furthermore, Ford's publicity was almost all favorable, as opposed, for example, to the space devoted to Jersey Standard's strikes, Big Steel's dissolution hearings, or the New York Central's troubles over haulage rights and taxes.

Within a few years after 1914 the torrent of Ford publicity - ranging from articles on the company's labor and consumer profit-sharing plans and the firm's net income to stories on the Model T and on Henry Ford, to say nothing of the favorable publicity generated by Ford's motion pictures and publications - had given the organization a reputation "as the greatest single enterprise yet reared on the face of the globe." Even so, the company's fame and prestige did not reach their zenith until after 1920.

Throughout the 1920s the Ford Company had greater prestige than any other business institution in America. In fact, it is doubtful if any commercial enterprise before or since has enjoyed a higher status with the public than did Ford during this decade.

The company's acclaim did not stem entirely from its size, its wealth, its importance on the nation's economic scene, or even its product. In 1926, for example, three other corporations employed more people; four others showed bigger net profits; seven others had higher market valuations; and nine others listed greater assets.

Of far more importance to Ford's reputation than bricks and mortar and balance sheets were the ideals for which it stood or with which it was associated. The average citizen, for example, was far less likely to think of the Ford Company as a huge manufacturing concern than he was to think of the efficient mass-production techniques, enlightened labor policies, and price reductions which had become the firm's very hallmarks. In contrast, many other large corporations immediately brought to the public's mind an image of stock markets, of high profits, and, in some instances, of monopolies.

Although no representative survey of public attitudes toward large corporations was taken during the 1920s (when the Ford Company's reputation was at an all-time high), an indication of how the public of that day regarded Ford can perhaps be seen in the results of a nationwide sample conducted by the Curtis Publishing Company in 1937.

Respondents were asked to rate twelve of the country's leading corporations as to their labor and pricing policies, the excellence of their research and new products, their profit structure, their importance, and their operation in the public interest. The opinions reflected in this survey testify to the solidity with which

the Ford Company's reputation - particularly in the labor and pricing spheres - had been established in the 'teens and 'twenties. Even though the Ford Company had not "made news" in the labor or pricing areas for eight years, the company was given top ranking in both categories. Ford's labor policies were judged superior to those of any other corporation by two-thirds of the respondents. The labor policies of second-ranked Bell Telephone Company were judged best by little more than one-eighth of the interviewees. In the pricing sphere, more than two-fifths of the people who were surveyed rated Ford first. Bell and General Motors vied for runner-up honors in this category, but were named by fewer than 10 per cent of the respondents.

Ford also fared well in other areas of this survey. Only the Bell Company was believed by more people to be operating in the public's best interest, and the Ford organization stood in the upper half of the class in both research and new product categories. Similarly, Ford did not receive the dubious distinction of being named among the leading profit-makers. All categories of the poll considered, Ford's reputation and prestige among the American public in 1937 was exceeded only by General Electric and Bell. General Motors was rated about even with Ford, and only Du Pont among the other firms (Goodyear, International Harvester, United States Steel, Bethlehem Steel, Republic Steel, Westinghouse, and Union Carbide) could be considered a strong challenger to the "Big Four."

These findings were corroborated in large degree by the findings of the Link Audit, which, starting in November, 1937, conducted semi-annual nationwide surveys to determine the relative public relations standing of eight major companies. The initial sample placed General Electric first, General Motors second, Westinghouse third, and Ford fourth (Bell was not a client). In the second division of this survey were Du Pont, Standard Oil of New Jersey, United States Steel, and United States Rubber.

During the 1920s the press and such business analysts as Clarence W. Baron, B. C. Forbes, and Roger Babson discussed the Ford Company in the most lavish terms. During a month-long period in 1927 a dozen of the nation's leading financiers, testifying as expert witnesses in a tax appeal made by Ford's former stockholders, praised the company at sufficient length to fill whole pages of the daily press.

Ford management was described by Paul Clay, vice-president of Moody Investment Service, as "the most skilled and efficient that I have ever observed in the records of any company." John W. Prentiss, a partner in the banking and brokerage firm of Hornblower & Weeks, pictured Ford as "the best motor company in the world, which it always has been and always will be." Prentiss backed up his words by offering Henry Ford \$1,000,000,000 for his company on three occasions. He predicted that the firm's stock, if placed before the public, would sell "like wildfire" for upwards of \$1,250,000,000.

As to sheer volume of publicity during the 1920s, Ford was the subject of more articles in the general periodical press than the three next most publicized firms combined. United States Steel, the second most publicized concern, was discussed in only one-half as many articles as Ford. In specialized journals, the Ford Company received twice as much publicity as any other firm.

In the daily press Ford undoubtedly fared altogether as well as it did in general and specialized periodicals. The New York Times, during the ten years ending in 1929, published an average of 102 stories per year on the Ford Company. Except for the three major railroads serving New York City, no other company averaged more than sixty-nine stories a year. Unquestionably the hinterland press, which had no interest in the number of commuters carried each month by the New York Central or the promotions of United States Steel executives, gave a much greater amount of publicity to Dearborn-based Ford than did the New York Times.

Abroad, the Ford Company was the only business institution which was consistently publicized. During some years Ford received more press attention than the next dozen most publicized firms combined, including such foreign and international giants

as Krupp, Imperial Chemical, Standard Oil of New Jersey, Royal Dutch Shell, and Unilever. A number of Ford's overseas operations also were well publicized in the nations in which they were located.

When all was said and done the Ford Company's excellent reputation during the 'teens and 'twenties was, of course, largely attributable to the Model T and Henry Ford. The firm's greatest single asset was undoubtedly the vast amount of good will which the car and its maker enjoyed among the mass of America's population.

The Milestone Car Society

The Milestone Car Society, a new organization founded to celebrate the great domestic and foreign cars of 1945 to 1964, has named the first automobiles to its list of milestones. The selections, which were the first cars nominated by the group, include the 1956-7 Continental Mark II, 1952-63 Mercedes Benz 300 SL, 1963-4 Studebaker Avanti, 1951-4 Hudson Hornet, 1955-7 Ford Thunderbird, 1953-6 Packard Caribbean, 1946-9 M.G. "TC", 1954-64 Facel Vega-F.V.S.-HK500-Facel II, and 1954 Kaiser Darrin 161.

The Society was founded last year in the belief that the time has come for outstanding postwar cars to be recognized as such by the growing historic car collecting/restoring hobby. Members nominate the cars, which must express distinction in at least two of five basic areas - design, engineering, performance, innovation or craftsmanship. Nominations are screened by a blue ribbon panel of prominent experts including journalist Karl Ludvigsen, designers Gordon Buehrig and Alex Tremulis, and Henry Austin Clark of the Long Island Automotive Museum. The general membership then votes on each nomination, with two-thirds approval necessary to override any unfavorable recommendation by the advisors.

M.C.S benefits include low cost "Historic Car" insurance for all certified milestones used mainly for show purposes, special meets and concours, and broad-based camaraderie among enthusiasts with varying interests but a shared concentration on the two automotive decades following World War II. The Society publishes a bi-monthly bulletin containing latest nominations and ballots, current events and classified advertising, and plans a lavish, professionally edited and designed quarterly magazine, typeset on glossy paper with full color covers, for release this spring.

Nominations now being considered include Chrysler Town and Country, Jaguar XK-120, 1953-4 Studebaker Starliner and 1962-4 G.T. Hawk, Frazer Manhattan, early Chrysler 300's, and the Packard Custom Eight. Among future nominees are the Mercedes Benz 300S/Sc, Rolls Royce Silver Wraith, Corvair Monza Spyder, Cisitalia, early postwar Cadillac 75, NSU Wankel, Kaiser Dragon, Cunningham, Packard Patrician, Nash-Healy and early Corvettes.

Persons interested in learning more about the Milestone Car Society and its goals are invited to send a long, stamped, self-addressed envelope to M.C.S. at 2422 Inglewood North, Minneapolis, Minnesota 55405. They will receive a free sample of the latest newsletter and complete membership information.

HANDBOOK OF GASOLINE AUTOMOBILES	1904-1906	349 pp.	\$3.50
HANDBOOK OF AUTOMOBILES	1915-1916	412 pp.	4.00
Handboo			
HANDBOOK OF AUTOMOBILES	1925-1926	418 pp.	4.00

Dover Publications, New York City

These three books are reprints of the ALAM (later NACC) yearly catalogs of the products of the ALAM. Of course these books in no way pretend to cover all the makes, but the ones which are included are done in some detail. Some of the information is rather surprising, such as the 1904 LOCOMOBILE Type D Limousine for which the seating is given as "six to eight", with a wheelbase of 86 inches and tread a narrow 52 inches. It would seem that eight passengers would fit only in a vertical position. I was unaware that VELIE built trucks in 1916. The 1925 edition has one error perpetrated by the NACC which claims that the McFARLAN 45 had chain drive.

The three books encompassing seven years of reprints are invaluable, even in soft covers. At less than one cent per page they are a real bargain. I sincerely hope that Dover will see fit to reprint the rest of the annual handbooks.

IN THE AGE OF MOTORING, Ronald Barker and Donald B. Tubbs. 83 pp. Viking Press, \$6.95

This is a collection of short paragraphs - approximately 70 - covering the same number of autos from around the world. Each of these is illustrated with renderings by Pierre Dumont. The colored illustrations are fair to good, and the information accompanying each make seems to be correct though scanty. This work will have little appeal to the serious historian, but would appeal rather to those who are quite unfamiliar with automobiles in general. This sort of book would have been most welcome twenty years ago in the infancy of publishing for the auto buff, but today this approach is a little passe.

VETERAN AND VINTAGE CARS IN COLOR, Introduction and notes by Michael Sedgwick. Viking Press 144pp. \$4.95

Baron Raben-Levetzau is owner of the Raben Car Collection housed in Aalholm Castle in Denmark, and this book is an excellent illustrated catalog of this outstanding collection. For each of the 63 automobiles is a paragraph of description facing a full-color illustration of the car. Although most of the collection is of European makes, there are a number of early U.S. cars, albeit in rather non-standard colors. The color photos are excellent, and for some, would warrant the price.

 WANTED - Information, technical description and photos of the 1912 MORA Model M. Apparently very few of these cars were built by Frank Toomey Co., which bought out the Mora Company in 1910.

TO TRADE - Scattered copies of Road & Track 1950 to date, Motor Life 1950-55, Car & Driver, Speed Age, for pre-1920 automotive magazines. Or will trade for a few missing issues of Motor Trend, 1956. Have located a few 1914 copies of Automobile Topics for sale at a reasonable price. Anyone interested?
 G. Marshall Naul, 5 Queen Ann Drive, Newark, Delaware 19711

The Newsletter of The Society of Automotive Historians is published at Marietta, Georgia, U.S.A., edited by Richard B. Brigham, and printed by Brigham Press. Correspondence concerning the Newsletter, contributed articles, and letters for publication should be addressed to:

Society of Automotive Historians, P. O. Box 6465, Marietta, Georgia 30060.