



President's Paragraphs

DETROIT SAH MEETING

Here's a swift report on our Detroit meeting of June 20-21 — a very productive, enjoyable event. We covered an awful lot of territory, so please bear with the condensed nature of this report.

Society's General Plan: Consider the historian 100 years hence. Preservation and preventing loss of historic documents become major aims. Society should place material into publicly accessible collections rather than try to amass its own library, although Marshall Naul's current SAH library is to continue. Naul's collection might become halfway house for recent documents too new to be considered historical yet. SAH archives to preserve SAH club records.

Preservation Committee: Godshall, Hanley, Zavitz and Tesar agree to form a committee whose purpose is to see to preservation of historically valuable material — to keep files and records from being summarily tossed out by factories and individuals. Diamond-Reo currently being approached to donate files. Institutional ads discussed. No chairman for this committee yet. Tesar agrees to coordinate overseas and South American preservation efforts; will tend to Eastern European countries himself. Note: We need more members on this committee, plus a chairman. Volunteers?

Institutional ads: Hope to create a series of institutional ads (per Ad Council) to be inserted (free) in trade magazines read by auto executives and retirees. Ads will remind individuals not to toss out "obsolete" and "worthless" records and photos but to contribute them instead either to SAH or to other publicly accessible institutions. John Peckham will be asked to lay out and prepare camera-ready ads, and we hope to pay him for this effort.

Factory coordination: To help preserve company records and photos, we've set up a Detroit committee consisting of John Conde (AMC), George Hanley (GM), Michael W.R. Davis (Ford), Jeff Godshall (Chrysler), and William Locke (International) to assure preservation of historical files and photos. These gentlemen will work with each company's records retention manager and with each other.

Indexing Committee: Vogel presents research into indexing specific publications. After some discussion, meeting decides that rather than index publications afresh, we should put together a list of indexes already in existence; e.g. Harrah's, Motor Vehicle Mfg. Assn., several at Detroit Public Library, those found in **Automotive Industries**, etc. Vogel will head this effort. Listings will detail all automotively pertinent indexes, mention their thrust or emphasis (Harrah's toward restoration, MVMA towards patents, etc.). List to be published.

Cataloguing Committee: Similar list will give major auto literature and reference collections nationwide, detailing which magazines are in them, for what years, how many volumes of books, whether catalogues and/or photos available, etc. We hope for cooperation from membership and will work up a standardized questionnaire. Some private collections will also be included, especially if they're relatively open to the public, and we'll detail some factory collections that aren't easily entered except by special permission.

Oral history: Owen Bombard, public relations director for Lincoln-Mercury and a pioneer in interviewing members of the auto industry, spoke to the meeting on techniques of oral history. Bombard's remarks were excellent. Meeting agreed that we need to get auto pioneers down on tape, but unfortunately no one stepped forward to head a committee. We

now have two tape recorders and pledges of some money for Oral History. Please come forward (contact Mike Lamm) if you can lend a hand with this important project.

Video/Audio documents: Members agreed on importance of preserving such historically valuable items as TV commercials made by auto companies, movies, filmstrips, records, tapes, etc. Lee Kollins of Ford Motor Co. has already agreed to contribute certain 16mm films. John R. Olson of Minneapolis will chair a committee to gather such material. Anyone interested in helping John should contact him.

Roster of Manufacturers: Yost reports progress toward compiling as many as 50,000 names and addresses. Has completed standard form, is sending copies to all (or has sent). Everyone acknowledges it's a monumental task.

Honorary membership: Agree to limit honorary membership to 10 new names each year. Nominations may be made by any member, who submits names along with reasons to Society president. Board must then approve nominees.

Publications: We resolve to publish Charles Bishop's translation of Cugnot pamphlet with specific financing. No resolution on his roster of New York State auto manufacturers — he might bring it out as a Xeroxed worklist. We hope to invite reviews and listings of particularly interesting articles from club publications and books, to be noted in SAH Newsletter or Review. Godshall suggests a column on literature.

Fund Raising: Resolve to solicit funds for specific projects; i.e. oral history, publications, indexing, etc. Karl Ludvigsen and John Bond have thus far agreed to lend their names and support to our fund-raising efforts. We need volunteers to do the actual work. Please contact Mike Lamm. We already have some pledges. SAH is awaiting tax-exempt decree from IRS.

SAH Flyer: We hope to publish a 1-sheet flyer explaining club's objectives and inviting new membership and donations. Text is written; hope to finance flyer from pledges.

Nominating Committee: This year's committee is made up of Charles Weaver, Stan Yost, John R. Smith, and Perry Zavitz. A new slate of officers plus replacements for retiring board members will be nominated. Announcements soon.

Plans for SAH assets: Members present agreed that SAH should add provision in constitution that, in event SAH is ever dissolved, its assets (material and otherwise) should go to a specific public historical collection, preferably to the Detroit Public Library's National Automotive History Collection. The Milestone Car Society has such a plan. In addition, SAH meeting agreed that duplicate literature may be sold by Marshall Naul for fund-raising purposes.

Those, then, are the highlights of our discussions. Special thanks go to Jim Bradley and the Detroit Public Library for making a meeting room available to us; also to Owen Bombard for his good counsel. And please let me hear from anyone interested in helping with any of these projects, particularly Oral History.

Michael Lamm

In Attendance at the Detroit Meeting

James Bradley
Mike Lamm
Stan Yost
Fred Roe
Marshall Naul
H.J. Mueller
George Tesar
Bruce Cox

Detroit Public Library
Stockton, Calif.
Royal Oak, Mich.
Holliston, Mass.
Grandville, Ohio
Windsor, Ontario
Madison, Wisc.
Alva, Fla.

William Locke
Wallace Huffman
Dick Brigham
Grace Brigham
George Hanley
Perry Zavitz
Harlan Appelquist
Hugo Pfau
Jeff Godshall
Charles Bishop
Don Butler
C.R. Cheney*
*Guest

Lexington, Ky.
Kokomo, Ind.
Marietta, Ga.
Marietta, Ga.
Rochester, Mich.
London, Ontario
Minneapolis, Minn.
Centerport, N.Y.
Royal Oak, Mich.
New Haven, Conn.
Detroit, Mich.
Royal Oak, Mich.

From D.J. KAVA, 1755 Bandera, Beaumont, TX 77706: Does anyone know anything about the American Automotive Export Company? They sold bodies for Hudson's export trade. Possibly they were a subsidiary of one of the major body builders like Biddle and Smart. Also my address was wrong in Newsletter # 40 so I am still looking for information on the Star advertising item. Thanks.



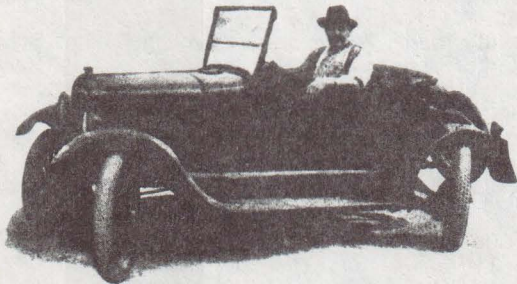
NOTICE

The next issue of the SAH NEWSLETTER will be published during the first week of September and will bear that month's date.

The Mail Bag

From RONALD B. IRWIN, 18319 Grayland Ave., Artesia, CA 90701: A few days before receiving #39 Newsletter I bought a copy of Modern Mechanix and Inventions, June, 1935 at a local car swap meet. After reading your "Did You Know?" I wondered if the car pictured was the same one that was invented by Erik Kjerp? (How many model T had four wheel drive and steering?) The article just ended as on the one page. There was nothing on the next page referring to the car.

Odd Vehicle Has 4-Wheel Drive



Equipped with free-wheeling and a 4-wheel drive, this unusual car can be steered sideways, in circles and parked in small space. It is operated by a steering wheel and handy levers.

A "DANCING auto" with a four-wheel drive, capable of performing more stunts than a circus clown, has been patented by a Michigan auto mechanic. The car can be steered by the wheels at either end, or either end may remain stationary while the other end is driven around it. Both front and rear wheels can be steered in opposite directions so that the car revolves in a circle. Manipulated

Members In Print

Don Summer: THE THOMAS WAGON COMPANY OF LITITZ: PIONEER MOTOR TRUCK MANUFACTURER IN LANCASTER COUNTY, by Donald J. Summar, a history of a firm which did not get beyond the prototype stage after a move from Vernon, N.Y., is published in Vol. 79, No. 1, of the **Journal of the Lancaster County Historical Society**, 230 North President Avenue, Lancaster, Pa. 17603. Price is \$1.50. 8 pages of text with 1 photograph.

MEMBERS IN PRINT — Every month, dozens, if not hundreds of automotive history articles and books appear before the public. Unfortunately, none of us receive all such publications and, therefore, we miss much that might be of interest or value to our researches. To help remedy this to some degree, the NEWSLETTER would appreciate it if members would let us know of their forthcoming articles and/or books. Just send the title; subject; name of publication; publisher's name and address; and the date of publication. If it is a book or non-newsstand magazine, include the price. We will be more than happy to run the information in this column.

In addition, a copy of the book or article, sent to the Society's Librarian, G. Marshall Naul, would be a welcome contribution to the library, and it would automatically put you in contention in the appropriate category for the Cugnot Award.

New Members

Terry V. Boyce
Route 2
Iola, Wisconsin 54945

Robert T. DeMars
5843 Tuxedo Terrace
Hollywood, California 90068

Charles A. Kelly
2912 Village Road
Southfield, Michigan 48076

Hayden Shepley
Box 171
Toughkenamon, Pennsylvania 19374

Francis E. Thomas
94 Briggs Avenue
Yonkers, New York 10701

Burton R. Weaver
117 Ashbury Street
San Francisco, California 94117

The Society of
Automotive
Historians

NEWSLETTER

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SOCIETY OF AUTOMOTIVE HISTORIANS' OFFICERS - 1975

<p>PRESIDENT Michael Lamm P. O. Box 7607 Stockton, California 95207</p>	<p>VICE PRESIDENT Michael Worthington-Williams 42, Woodsland Road Hassocks, Sussex, England</p>
<p>SECRETARY Vernon Vogel Box 24 Edinboro, Pennsylvania 16412</p>	<p>TREASURER Frederick D. Roe 837 Winter Street Holliston, Massachusetts 01746</p>

GREAT MINDS RUN IN SAME VEIN or "The great wagon mystery": In NL #40 Rick Lenz has a good list and among the makes is the GMC. This is something we might as well get settled at the beginning. When is a truck, not a truck? I say, "When it is

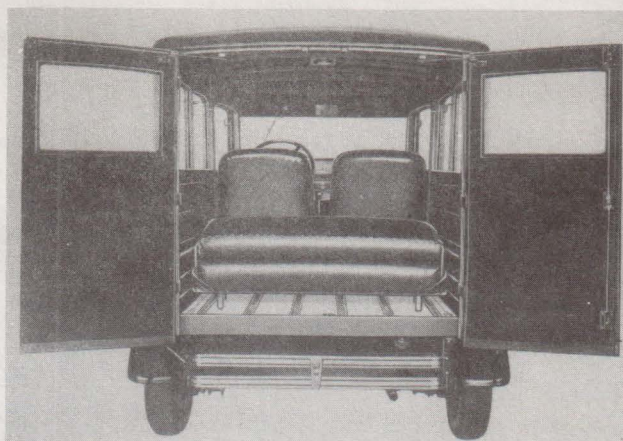
a station wagon." I'm glad Rick brought this up and the other great mind on the subject is elsewhere in this issue in the name of Marshall Naul. He has sent this dissertation on the FARGO station wagon. Read it and form a good opinion and then let's hear from the members. **SKY**

WAS CHRYSLER'S FARGO ALSO A PASSENGER CAR? by

G.M. Naul: Late in 1928, Chrysler created a new division named Fargo Motor Corporation to manufacture light commercial vehicles. For 1929, there were three basic models of the Fargo: Packet 4, Packet 6 and the Clipper.

Many of the components of the Fargo were common with the 1929 Chrysler. Further investigation would be required to determine whether the radiator shell was unique or was also used by another Chrysler product. The hood and the bumpers at least were obviously Chrysler, and even the hubcaps had the old english "C".

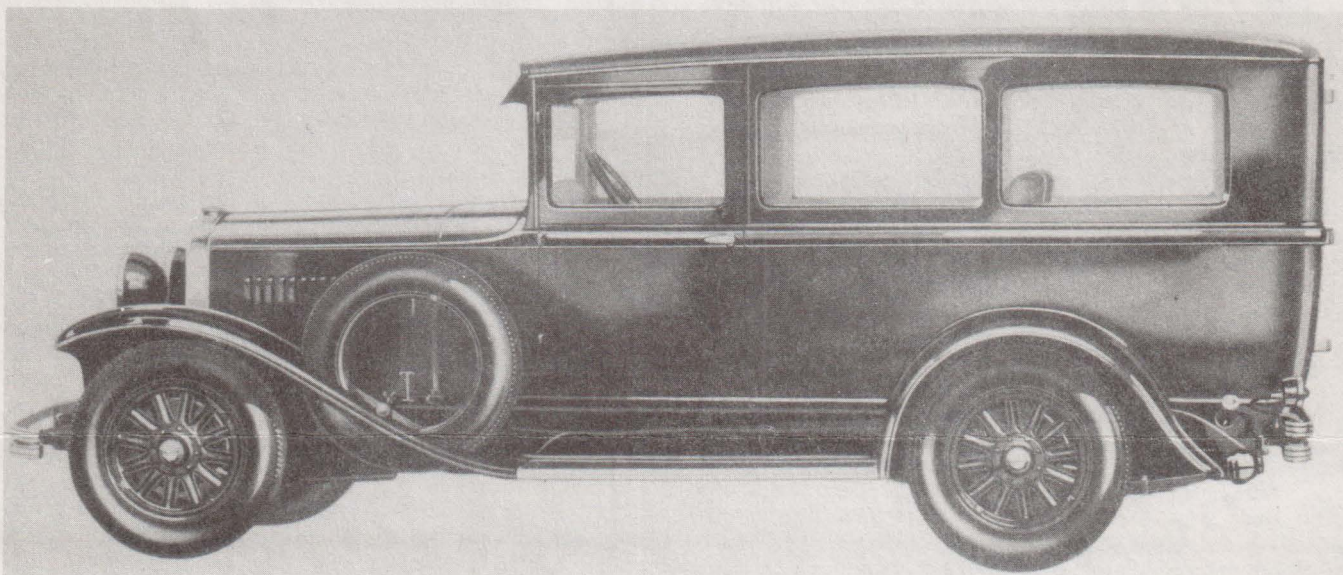
Among the several body types for the 1/2-ton Packet and the 3/4-ton Clipper, is one listed as a sedan. In reality, this model was akin to a station wagon, although it had a steel body. While the driver's seat was the standard version, it was possible to order this model with as many as three more bucket seats plus a bench-type for the rearmost one. With a full complement of these seats (all factory options) the Fargo Packet Sedan became what could be termed a seven-passenger station wagon. This model of the Fargo (both Packet and Clipper sub-makes) had one door each side and two fixed windows, plus a rear swinging door. The bucket seats in front were separated to provide a walk-through space, as were the second pair of bucket seats. This



description (if it can be followed) should prove that this model, at least, should be considered a passenger automobile.

(Thanks are due to John Bonnell, Corporate Historian, Chrysler Corporation for data sheets and photographs.)

(A note from JMP): While we're on the subject of "When is a truck not a truck?," I'll add another question. Are such vehicles as the Chevy "El Camino" or the GMC "Sprint" passenger cars or trucks. As far as the individual is concerned, it depends on how it is used. For the chronicler of historic facts, however, it's not that easy. Maybe we should avoid the word "truck" all together and use such terms as "commercial vehicle," "non-commercial vehicle," "public service vehicle," etc. Even these don't really cover the "El Camino" and "Sprint" type vehicles. What term can be used for passenger/truck/commercial/non-commercial vehicles?



MORE ON THE AMERICAN NAPIER- from Marshall Naul:

Yes, there was such a brand of passenger auto known as American Napier. This was assembled by Napier Motor Car Company of America whose address was 743 Boylston Street, Boston, Mass. and later a factory at Jamaica Plain, Mass. This company existed as early as December 1904 and was dissolved as of Nov. 18, 1907. Furthermore, there are known to be three examples of this make still in existence. One of these is shown in the photograph.

A copy of the American Napier catalog dated Jan. 1, 1906 states: "For the past season a number of 18-20 hp touring cars were made in the American factory but for the coming season, it has been decided to build two types of higher powered touring cars (as well as a runabout, NIKE type, mention of which will be found in a separate catalog.)" However, later in this same catalog: "American-made Napiers, four-cylinder, 18 horse-power, with standard body . .

and fitted with imported engine and transmission, will cost \$5000." (author's emphasis) This implies this is to be sometime in the future, or that these autos would not have been other than imported fully assembled, prior to sometime in 1906.

The following serial numbers are known, but unfortunately without model years:

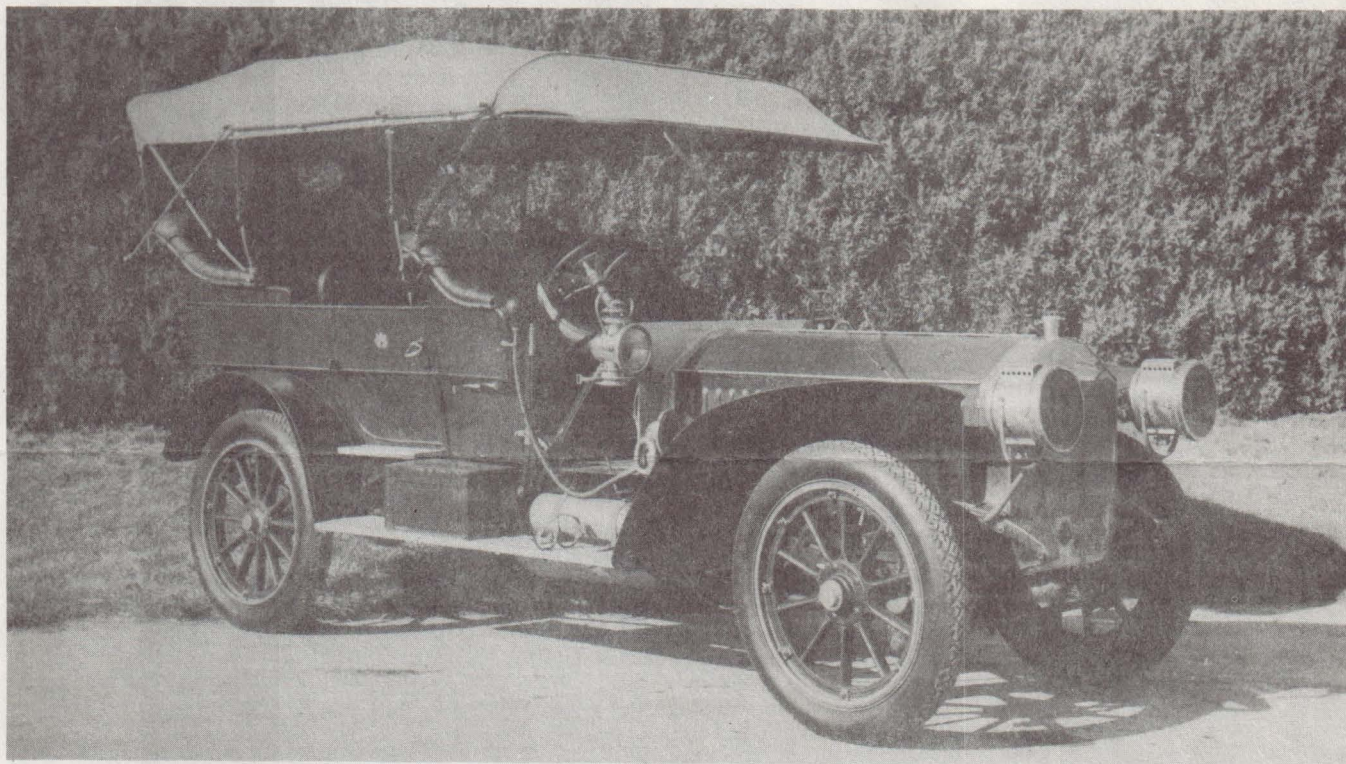
S/N	HP	S/N	HP	S/N	HP
28	18	203	60	288	19
35	19	241	60	506	60
49	18	265	19	515	60

There are too few of these numbers to draw any conclusions from them. There are more details concerning the American Napier, but at least this is a beginning for the story. **GMN**

Ed. Note: In looking through my material for the American Napier, I forgot one of the most important sources of my

collection. I have a "bible" called F. Herrmann & Co. This issue was put out in 1915 and carried all of the cars back to 1905. In the Napier listing it shows models from 1905 to 1909, starting with the 18hp four and the 28hp 6cyl. in 1905 and graduating to the 18-20hp and 40hp respectively in 1906, the 18-20hp and 60hp in 1907, the 20hp and 60-75hp in 1908, and

in 1909 offered an additional 4cyl with 40hp, along with the 20hp and the 60hp six. They have a void for 1910 and 1911 but in 1912 it is then imported by C.A. Glentworth of NYC. It tells nothing of numbers in production, but it is interesting to see the rundown of what was built. **SKY**



IF YOU DON'T HAVE A PICTURE OF YOUR CAR, USE SOMEONE ELSE'S! [No. 2] - by Keith Marvin: Back in October, 1969, in the SAH NEWSLETTER (No. 2, Page 7), there appeared reproductions of two automobile advertisements under the title given above. The ads were taken from THE AUTOMOBILE TRADE DIRECTORY for April, 1917, and the July, 1917 issue of CHILTON'S AUTOMOBILE DIRECTORY respectively. The title was original with the Society of Automotive Historians and this writer apologizes for plagiarizing that title but does so because it fits the following perfectly.

The two ads in question depicted the 1917 Roamer phaeton (legitimate) and the "Shad-Wyck 6 Deluxe" (barely so). The Shadburne Brothers, who marketed the handful of Shad-Wycks built, apparently didn't have any cars to illustrate in July, 1917, so they simply borrowed the picture of the Roamer which had appeared only three months earlier.

Although one might raise a quizzical eyebrow at this sort of thing, rest assured, though unusual, such practice is not unique by a long shot.

A point in question is the "1922 Halladay" which was announced in an attractive brochure for the 1922 model year by the Halladay Motor Car Co. of Newark, Ohio. In this brochure, the company announced not only the projected six cylinder car -- a continuation of the firm's meat - and - potatoes product, but a new four-cylinder car to be called the Falcon.

Some years previously, the Halladay car had enjoyed Roamer -- or at least Barley -- connections, and before Albert Barley divorced the Roamer from the Halladay firm, selling the latter to a group of Ohio businessmen, it would appear that enough of the basic Roamer design rubbed off to make the largest models of the 1921 Halladays rather attractive, if not sensational cars from the aesthetic sense.

What apparently happened here was largely financial. The Halladay concern, which actually did develop and market a handful of the small Falcon cars in 1922, hadn't come up with even a prototype of its 1922 six-cylinder Halladay.

When a company found itself in such a fix, there were several things which could be done as temporary measures and one of these was to get an artist to either copy the design of an existing car for a brochure or to make one up and then draw it.

(Again, even this isn't unusual. Note the line drawings in any automobile journal listing 1921 models and note that the Maibohm and the Kelsey cars are identical except for the "M" and "K" on the hubcaps.)

This is apparently what happened at Halladay. In the accompanying photograph and drawing, it is quite obvious that Halladay employed someone to use the 1921 McFarlan California-top type phaeton as a model for a sketch which would then be used as the proposed 1922 Halladay in the new prospectus.

The main problem here, or at least so it would seem, was that in its prospectus, Halladay listed the price of the car at "\$2,485 f.o.b. factory," which must have seemed a real bargain to readers as the McFarlan from which it was obviously copied was selling at \$6,300, and I can't figure out any way in which a company can make a \$6,300 car even look like one selling for nearly \$4,000 less!!!!

The artist who through his sketching alchemy, turned the McFarlan into the Halladay dream car, made a few changes, possibly to hoodwink potential Halladay purchasers into thinking they were getting a car of the McFarlan class for a mere pittance, but those changes were just not enough to hide the identity of what it really was.

Note the following minor differences:

1. Exclusion of the front bumper on the Halladay. This is of little importance. Many cars selling for \$2,485 sold this item only as an extra.

2. Style of headlights. Again, this is of relatively no importance. McFarlan offered both types of headlamps in 1921 and 1922 and I assume that the artist had the current McFarlan catalog when he made his sketch.

3. Triangular side windows on the windshield. I judge this as a bold attempt at differentiation and nothing more. Many cars had them at the time and they did enhance the look of an open car, even this one.

4. Absence of cooling vents on top of the hood. Had these been left on in the sketch, the whole idea of "Borrowing" from McFarlan would have been blatant!

5. Addition of exterior door handles and exterior door hinges. Also an apparent attempt to differentiate the car a bit more, as well as the flap hanging from the end of the front fender. McFarlan had these flaps too as extra equipment.

And that's it!

But look at the similarities the artist either overlooked or deemed of no great importance to change.

1. The wheels. Note the lugs are in exactly the same places, that the shadows are similar and that in no way do the wheels differ, in type, placement or appearance.

2. The pads on top of the door bevels, a feature not all that common in those days.

3. The California-type body. The shape of the rear window wouldn't apply to either similarities or differences. Even in McFarlan literature, sketches of the California-type open cars looked more like the Halladay sketch but the finished product came out as is shown in this photograph which is taken directly from McFarlan's 1921 catalogue.

The only other major difference here is the running-board via the door steps. I've ignored this because McFarlan could also be had with the door steps instead of the running-board as an option.

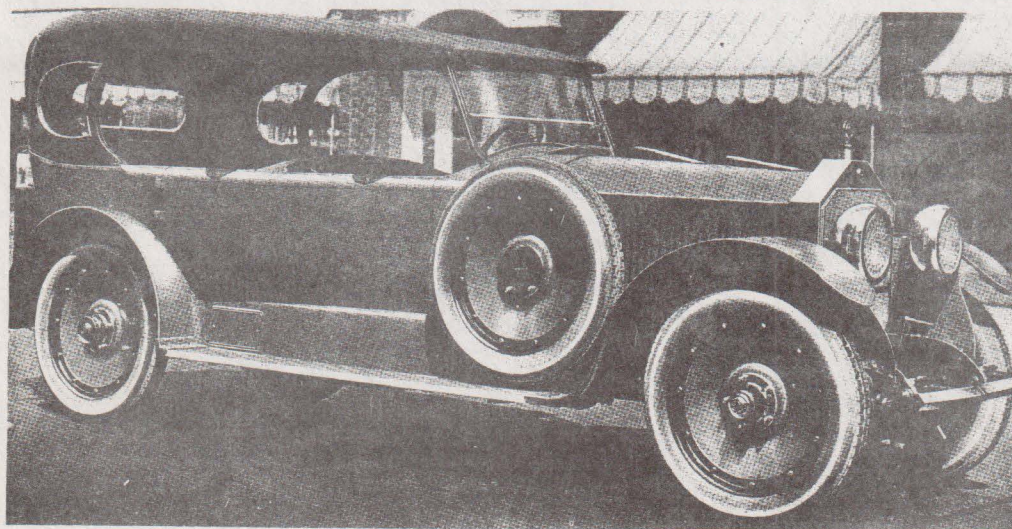
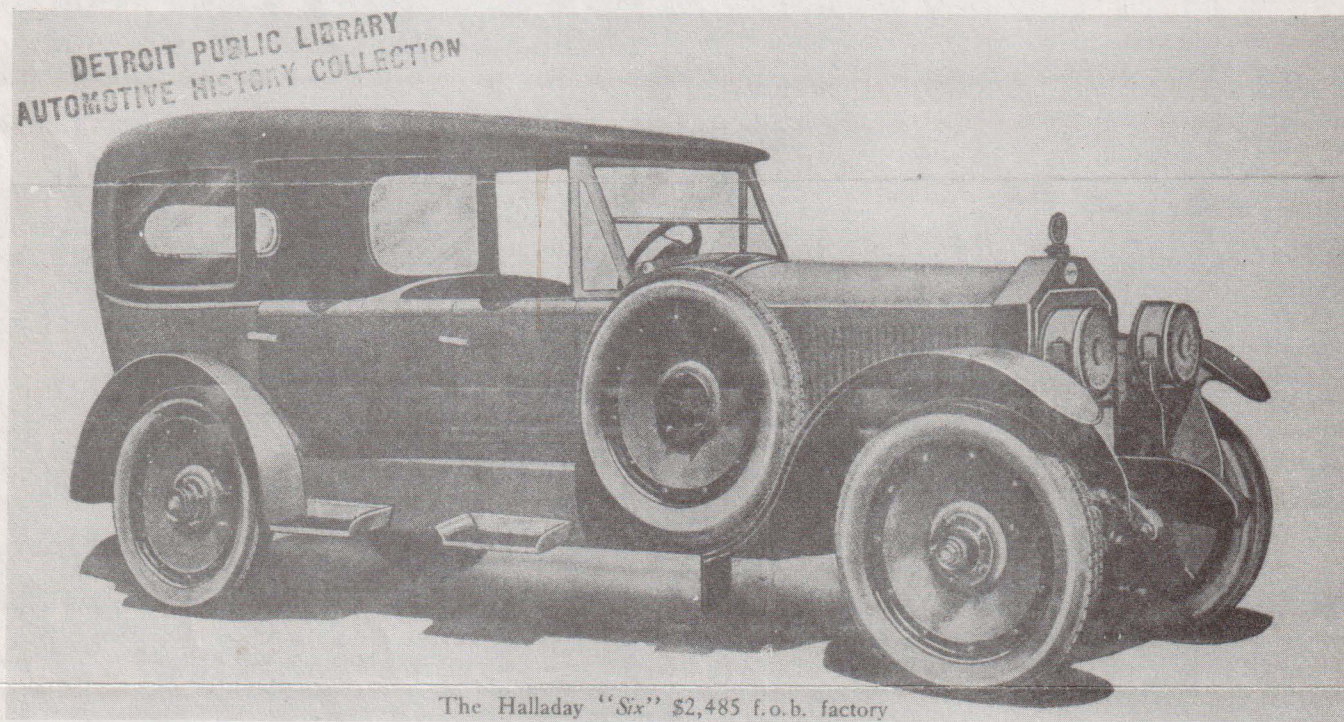
To go from the sublime to the ridiculous and as an apt conclusion, on the second page of the Halladay literature, the company apparently employed the same artist to illustrate the Falcon Four, "A Car of Class Built for the Mass." But here, no attempt was made to disguise the model and a standard McFarlan phaeton, top down, was drawn -- a \$6,300 car, listed by Halladay as selling for \$1,295!!!

But it was no use. Halladay's time had run out and a name known on the American automotive roster since 1905, sang its abortive swan song masquerading as something else. The 1921 Halladay, rare as it was, had been a reality. The 1922 model only a dream, but what a dream!

The Falcon did appear. But barely. A few were made and sold. To my best knowledge, none survive today.

The projected Falcon Speed Wagon, a projected trunk which was to have been available either with a panel or express body got as far as the brochure and no farther!

Requiescat in Pace!

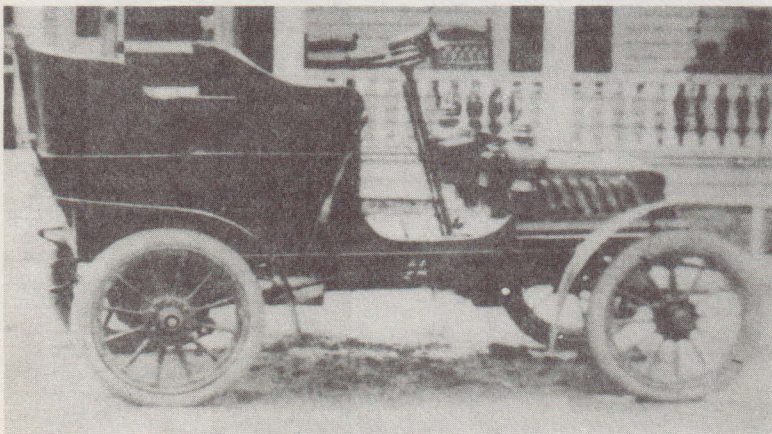
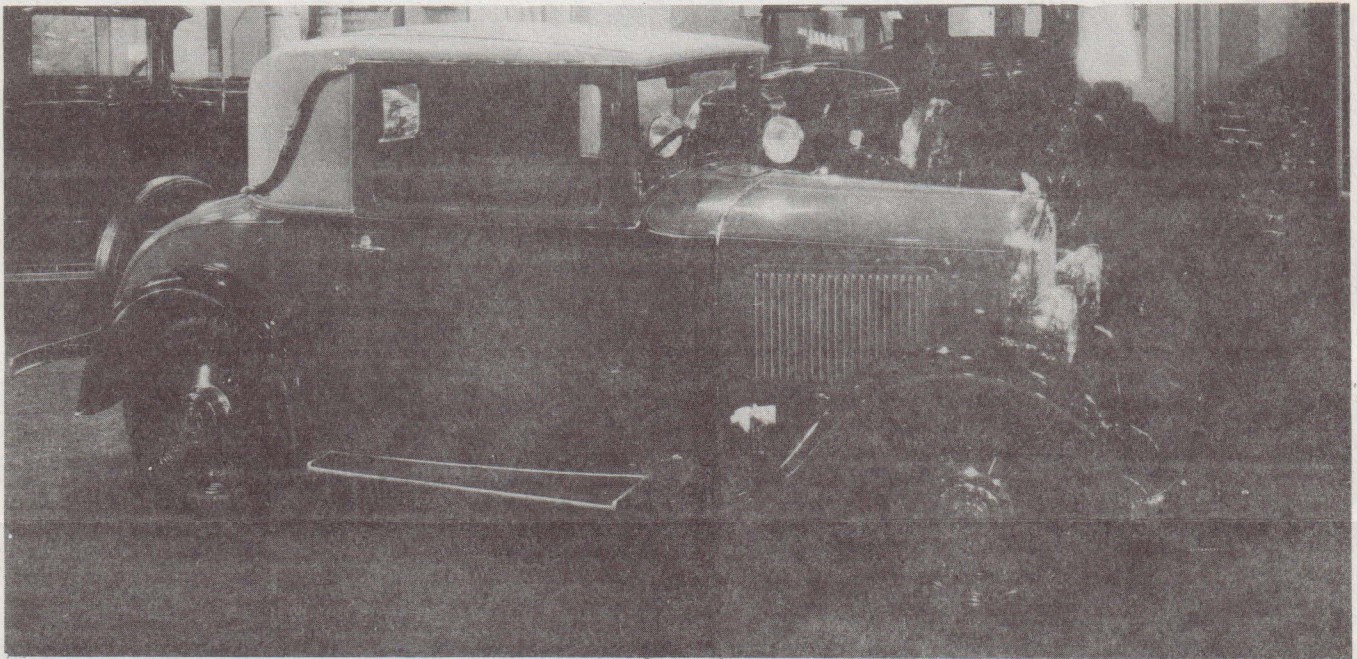


Typesetting and printing of the SAH NEWSLETTER by courtesy of Haessner Publishing, Inc., Newfoundland, N.J.

It is a pleasure to have something with the Marvin name in our NL, besides a book report. This Halladay thing is interesting. I'm now working on the Halladay-Roamer, et al, story and came across this additional photo of that period of Halladay. As you can see, the artist, in changing the McFarlan to the Halladay, had something very definite in mind. The Halladay was a rather large car, as you can see by the accompanying people. It did have the same type of radiator shell, side mounts, and the "fat man's steering wheel." The car in the picture is a California top model known as the Artcraft. It had removable glass inserts for side windows and sold for \$2485, fully equipped. Note how the artist has added the little cowl lights on the fake car and the step plates were exactly as the Halladay had them. The McFarlan plates were heftier and the one back by the rear fender was a complete one, rather than like this shown. The Halladay did have the new style windshield with the triangular metal side frames. It also had the drum lights with the diffused ray lenses. The big difference between the two cars, of course, is the overall heftiness of the McFarlan, and like Keith says, this is pretty hard to hide. I imagine that this piece of literature was made in the summer of 1921. The cars didn't really get out of the factory until that following fall. This picture is from the closed car show of the Automobile Dealers Association of N.Y. SKY



AMERICAN MATHIS: This photo from the 1931 NY show was dug up by Jim Bradley and George Risley at the Detroit library. The color seems to be a medium shade like tan, light green, or even possibly light red. This same car was shown in Baltimore and Philadelphia. The Chicago cars were both dark, one like Navy blue and the other black. Very neat little package!



RED DEVIL??? Mrs. W.J. Carr of West Palm Beach has sent this snap shot of a car that her great grandfather owned. It was said to be a Red Devil and was purchased in 1904 from a Virginia surgeon. My material on Red Devil is limited to one in 1866. I have a Red Jacket in the 1903-04 period but it is powered by a double chain drive. This vehicle seems to have a chain drive but just on the left side. It is equipped with four small full elliptic springs, had the engine under the front bonnet, had a speed control along side the steering column, and had a single pedal, presumable for a brake. The possible clutch handle must have had its workings under the driver's seat, for there is no mechanical attachment to the lever itself. The photo is small and very blurry. Anything that we can find out about it would be appreciated by Mrs. Carr, and more so by the members of the SAH.