



NEWSLETTER

The Society of Automotive Historians INC.

ISSUE NO. 60

NOVEMBER 1978

SAH PRESIDENTIAL REPORT DELIVERED TO THE MEMBERSHIP AT THE ANNUAL MEETING, OCTOBER 5, 1978, HERSHEY, PA.

1. On behalf of all members attending, the president thanked Rosemary & Bill Jackson for arranging the annual meeting.
2. The Board of Directors approved a petition of the membership to make three of the Society's founders honorary members: G. Marshall Naul, and Richard and Grace Brigham.
3. Members were reminded to send in nominations for the 1978 Cugnot awards (to be awarded in October 1979) to James J. Bradley, Detroit Public Library. Bradley chairs a three member committee to review the guidelines of the Cugnot awards and report to the Board of Directors at their February 1979 meeting.
4. The president reviewed reports of the various SAH committees, including those from factory coordination, audio-visual, indexing, oral history, historic sites, and publicity. Members who wished to serve on any SAH committee should express their interest in writing to the 1979 president, Frank Robinson.
5. The next meetings of the Pioneer Chapter will be on Nov. 5th in Hudson, N.Y. and at the annual AACA meeting in Philadelphia in February.
6. The new editor of the newsletter, Walter E. Gosden, was introduced to the membership. The president asked the membership to strongly support the new editor by submitting appropriate articles.
7. The purposes of the AUTOMOTIVE HISTORY REVIEW were then outlined. The president encouraged all members to submit articles to its editor, Richard Brigham.
8. The next meeting of the Board of Directors will be in February 1979 at the annual meeting of the AACA. The Pioneer Chapter will hold a chapter meeting one evening at the Benjamin Franklin Hotel. Details will be sent to members prior to these two events. SAH will sponsor a seminar at the AACA meetings on researching and writing automotive history. This panel will be coordinated by Henry Austin Clark Jr.
9. Members were reminded that membership in the SAH was not exclusive but expansive. All were asked to encourage their friends who had an interest in automotive heritage to join the SAH. Membership blanks are available from the secretary.
10. New chapters are in the process of formation in the United Kingdom and Detroit. Any three members in the same geographical area or region may petition the Board for permission to start a chapter and are encouraged to do so.
11. A status report on the SAH library indicates that the Detroit Public Library staff has already selected items for inclusion in their collections. The library is now being reviewed by the staff of the Free Library of Philadelphia. When this is completed, the library will be reviewed by the staff of the Motor Truck Historical Society. Howard Applegate will report to the board in February when the decision on the disposition of the remnant will be made.
12. The by-laws will be revised in 1979. All members who have suggestions for additions, deletions, or changes should send them in writing to the new president, Frank Robinson.
13. The Board of Directors created an investment committee consisting of the president, the treasurer, and John Martin Smith, who currently serves as counsel to the society.
14. There will be two board vacancies to be filled by the Board at the 1979 February meeting. One will be for a term of one year and the other for a two year term. These vacancies were created when the occupants were elected to officers positions. Any members wishing to make recommendations or nominations should send names in writing to the new president, Frank Robinson.
15. The retiring members of the board were recognized for their contributions to the society. Menno Duerksen was introduced to the membership while Hans Mueller and Vernon Vogel were noted in their absence.
16. The Board of Directors asked Howard Applegate to supervise the immediate publication of the interim 1978 membership directory as prepared by secretary Charles Betts. This would be an address directory only and should be received by all members (except foreign) by Monday, Nov. 6th. As incoming treasurer, Applegate would assume in December responsibility from outgoing treasurer, Fred Roe, for the 1979 directory which would include membership data and information. The 1979 edition should be in the hands of members by March 1, 1979.
17. The Board of Directors were considering an automotive bibliography project to replace the existing work of the indexing and rosters of makes committees. On a pilot project basis, the society would issue several bibliographies of makes indicating the major resources on the respective subjects and sell the bibliographies for a nominal amount. If the project gains acceptance, additional titles would be offered. Any member who has ideas on this subject or who wishes to volunteer his or her services on a specific bibliography are requested to contact Howard Applegate in writing.
18. The Franklin Mint project was reviewed in detail. The four sterling silver etchings in the series are: 1909 Cadillac Model 30, 1911 Oldsmobile Limited, 1929 Packard model 645, and 1932 Ford V8. All vehicles are open cars. The Board of Directors voted to use the

funds received from the Franklin Mint as an outright gift to create an endowment fund. the interest from which would be used to support SAH awards and publications programs.

19. Next years annual meeting will be held on the Friday night of Hershey week. Douglas Bakken, the new director of the Ford Archives, will present a through review of their collections. This formal presentation will be followed by several types of entertainment.

20. It has been my pleasure to serve as president of the SAH during two important transition years. Although many things have been done during these twenty four months to help the society mature and become the professional society that was originally planned, the two things that stand out in my mind are the creation of the Professional Standards committee and its resultant efforts and the development of a pilot bibliography project. These are two key building blocks necessary for the growth of SAH. I look forward to serving the membership in a new, different and also important role as treasurer.

Howard Applegate

From Frank Robinson SAH president for 1979: I drafted two resolutions for the SAH and read them at the annual meeting at Hershey this past October where both resolutions were adopted. The text is as follows:

Be it resolved by the Society of Automotive Historians that the Society express its appreciation of the very great contribution of William Harrah to our common interest in automotive history and our sympathy to his family, friends and associates.

Be it resolved by the Society of Automotive Historians that its thanks be extended to John Peckham for his many contributions to the Society, his service as president, and most recently for faithfully and diligently performing the time consuming but very necessary task of editing the NEWSLETTER.



The Society of Automotive Historians

NEWSLETTER

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SOCIETY OF AUTOMOTIVE HISTORIANS' OFFICERS * 1978

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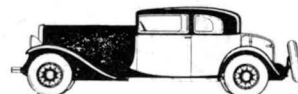
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Editor's Notes



To modify a bit a quotation from one of my favorite philosophers, as he stood with bowler hat in hand, the late Oliver N. Hardy stated " Here's another fine mess I've gotten me into". Actually its really Bill Jackson's fault, he was the one who invited me a number of years back to attend a meeting on a Friday evening at Hershey time, held at that time in the upholstered catacombs beneath the Hotel Hershey. After attending a few years I got to know a few of the people and finally joined the Society of Automotive Historians.

Seriously, I do appreciate the many letters that were sent to me by members congratulating me on my appointment to Editor of the SAH Newsletter; NOW if all of you who wrote would submit something for me to print in the Newsletter it would make me feel even better. I must admit the one letter that touched me the most came from founder-member Marshall Naul when he started off by stating "First I should express my sympathy to you on your becoming editor of the Newsletter". I have found that most historians (especially in the SAH) have to have a good sense of humor to keep from going crazy at times when faced with what seems like an impossible research task.

I hope to continue with the help of the membership the growth of the newsletter, keeping some of the features that have been the main stay of the publication in past issues, as well as introducing new areas to the issues. One of the most important areas to me anyway is to try and help each other through the publications. To do this we have to let each other know what we are interested in, or involved in researching at the moment. To do this (and starting with the next issue if the membership responds) I will start a new column, to be in each issue, this "Research Column" will list what you are looking for information on, be it for something you are planning to write on, or just for the sake of curiosity. Be it a specific make or model of a vehicle, or a certain manufacturing area; body builder, part supplier etc. let me know, so I can let the membership know. There is a lot of material buried in the libraries of the membership, and that small scrap of information you have been seeking in vain may be there and available to you if your needs are made known.

That's about it for now, I promise I won't be so long winded in future issues; and the future issues depend upon you, the membership. I must close by thanking the publishers (Motorbooks International, Scribner's, etc.) for sending the review copies of the recently issued books. My best to all of you for the holidays.

Walt Gosden

PACIFIC NORTHWEST REGION MEETS

The Pacific Northwest SAH members met for a second informal meeting on May 27th at Bruce Ledingham's house in Vancouver, B.C.. Members present were : Stanley Jordan, Bruce Ledingham, Richard C.W. Percy, Vern Bethel, Ted Barber, Frank Starr, and Walter F. Robinson. Former member Maurice Hendry who was visiting North America was also present. Conversation was general, Stan Jordan had a great lot of photos from a recent trip to Pebble Beach. The first self propelled vehicle in B.C. and McLaughlin Buicks were appropriately discussed. This group contemplates a third gathering, still on a highly informal note in the Portland, Oregon area sometime in the fall of 1978.

Douglas Bakken, Director of the Ford Archives sent two announcements from the Archives telling of two publications recently made available for purchase:

Henry Ford Office - Miscellany - is a 17 page finding guide for an accession, and includes a listing of papers 1912 - 1917 that occupy 2 1/2 cubic feet in the archives and for the most part were created or gathered by Ford's personal secretary, Frank Campsall. A copy of the guide is available for \$2.50, with check payable to Ford Archives, Henry Ford Museum, Dearborn, Michigan 48121

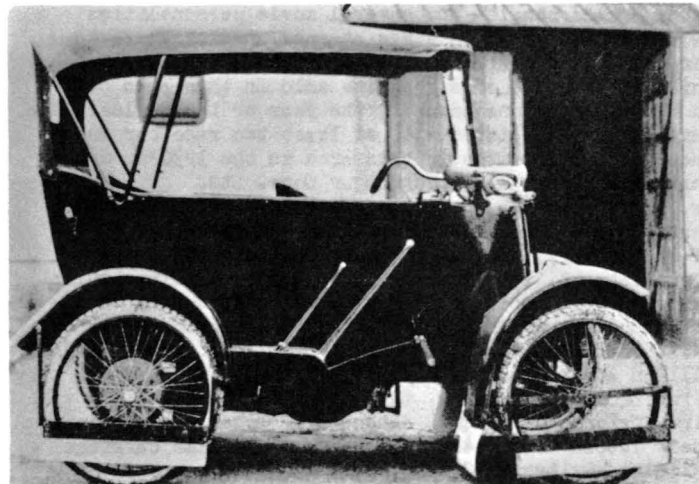
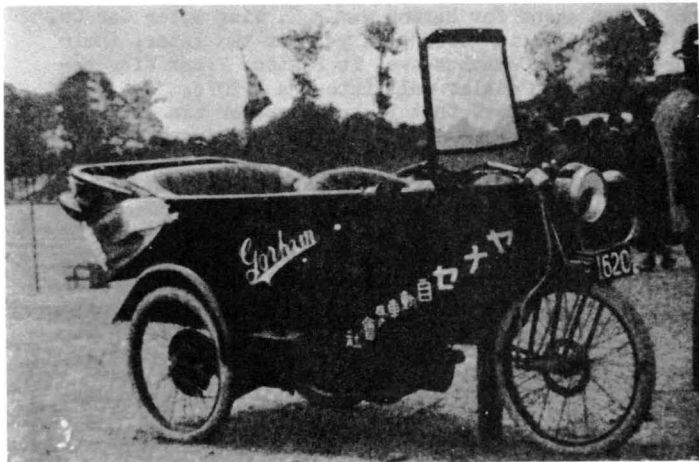
C. Harold Wills - Finding Guide is an eight page guide on papers of Wills' activities after leaving the Ford Motor Co. . A significant portion of the papers concentrate on the mid 1920's with tests run on iron ore samples. A copy of the guide is also \$2.50

GORHAM CAR

These two photos show the three-wheeled Gorham car of 1920 and the four-wheeled version introduced in 1921. The history of this Japanese car with the American name is well covered by SAH member Bill Emery in the Complete Encyclopedia of Motorcars, but the accompanying illustration is a drawing of the three wheeler only, so these fairly good photos are offered to provide a bit more knowledge of what the cars really look like. The Gorham was followed by the Lila, and a merger with the makers of the Dat established the foundation of the enterprise which still sends us ship loads of Datsuns. Reading the consecutive histories of these makes in the Encyclopedia, all written by Bill Emery, reveals an interesting and rather intricate story of the formation of the big Datsun company.

The source of these photos? A publication of the US Government, scrounged from the wastebasket in the office of my family's business about 45 years ago, in which the cars were called "Gorman".

Fred Roe

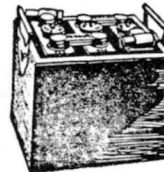


MEMBERS IN PRINT

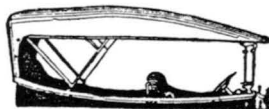
Patrick Fridenson and James M. Laux (along with J. Bardon & J. Chanaron) have written the work La revolution Automobile. The book is a world history of the automotive industry. Published in 1977 by Albin Michel of Paris.

David W. Glass, in the Sept. issue of Car Collector magazine, wrote an informative article on Buick insignias.

Richard Sagall has had four articles published in the recent issues of OLD CARS, one of them was on the early autos of Columbus, Ohio.



In a Nov. 2 press release the Long Island Lighting Co. announced it has added 40 electric vehicles to its fleet (12 electric vehicles are already in use by the co.). They will replace gasoline-powered cars & trucks. It was stated that the vehicles batteries will usually be charged during the evening hours when the production cost of electricity is lower. They will also be acting as a manufacturers representative and have an additional 20 vehicles for sale.



LETTERS

From G. Marshall Naul 534 Stublyn Road, Rt 2, Granville Ohio, 43023 : Re George Risley's letter in Newsletter No. 57 on Henry Motor Car Co. automobiles which had a cowl of "some sort of composition like paper mache or wall board". Car Life for Nov. 1967, pages 36-39 has an article on a 1915 Briscoe in Harrah's Collection which has a paper mache body. This article doesn't make it clear whether Briscoe made this body or whether it was by an outside supplier. So George Risley's memory is probably correct, and at least parts of the bodies for the Henry were of paper mache. Apparently Briscoe picked up this idea in France during a visit. At about the same period just prior to WWI, the french were also making ferro-concrete bodies, or mortar laid over chicken-wire or wire mesh.

In the article on plagiarism in Newsletter No. 59, there are a few points which justify clarification. The new copyright law was effective Jan. 1, 1978 and it is only material copyrighted since that date which is protected for "life of author plus X years" is more or less used worldwide, it is an illogical connotation and insuperable difficulties will present themselves in the future in determining whether material is in the public domain. (If the legal game were logical, there would be less need for lawyers) However, for material copyrighted prior to Jan. 1, 1978, there is a copyright period of 28 years. This copyright could be renewed for an additional 28 years provided the renewal application was submitted prior to the initial period. So, all that can be definitely stated is any material with US copyright before Jan. 1, 1922 is definitely in the public domain and may be copied wholesale. However, material which was copyrighted between Jan. 1, 1922 and Jan. 1, 1950 is somewhat in limbo as it is not simple to determine whether the renewal clause has been exercised. Material in this state would require contacting the copyright office in the Library of Congress to determine copyright status. It seems unlikely that periodicals published between these dates would have been renewed, particularly those of technical nature.

From Harry Pulfer, 2700 Mary St., La Crescenta, Calif.
"Plagiarism" is as old as the industry. Let me give you an example going back to 1901.. I have the cover of the CATJ for November 1901.. Its my most valuable ad. I have seen at least 15 different versions of the famous Mr. Packard answering his secretary when she came into his office to ask him how to answer a letter to a prospective buyer.. What shall I say when he asks whats a good reason to buy a Packard... Mr. Packard said "Ask the man that owns one".. Oh Yeah? ,You too have seen many versions of this slogan or its origin? If you have, then the ad man that wrote the ad for Packard in the CATJ for Nov. 1901 must be the most plagiarized. I have tried to find an earlier edition that carries this ad but have failed, buried in the advertising was the words "ask the man that owns one" along with much other wordage, yet by 1902 it had been pulled out of the ad and given top billing. I wonder who was the ad writer that thought up the phrase? All the rest of the variations are pure plagiarism, because its not true, does anyone else in the SAH membership know of an earlier ad with this famous phrase?
J.H. Valentine's series of articles on the cars of Los Angeles and California are the thing that makes the SAH so meaningful to me. I failed to note one of the screwball cars made and sold in California; with Rotary engine, the "Macomber", this car entered the famous road race from LA to Sacramento in 1913. It flew off the same sharp double curve thats still there when you get on San Fernando Rd. at what was "Tropicco" long since taken into Glendale. The excuse offered was the driver was unable to make the turn due to centrifigugal force of the heavy revolving engine!
The Moore Plane is interesting, there was a MOORE truck made in LA but the idea of reveing up the engine and driving the wheels to get up flying speed looks like a good idea for that time.

From R.T. Owen , Box 204, Fairborn, Ohio 45324 - Since I fancy myself a Gardner authority, I, too, would like to know the fate of the 1930 N.Y. Auto Show Gardner Front-Drive car. I have in my possession photo copies of two pieces of literature that were put out on this model, and I have in the past, seen a third. James Moloney, in his Crestline book, "Encyclopedia of American Cars", 1930 - 1942" implies that the car was in Gardner's line of offerings for both 1930 and 1931. I am sure this is in error, for everything available indicates that this car was a prototype and, in fact, inoperable, with no working front steering mechanism and/or differential. Both of the pieces of literature I have are aimed at prospective dealers and not retail sales. If one of these ever rolled down the street, I'd sure like that fact documented, but don't think it ever happened.
I am also interested in another mystery Gardner, the 1932 85 hp V8 hearse. I have seen one photo of it, and have 1927 Gardner hearse literature, and of course they made many (hearses that is ... 1932 V8's ??) as Gardner was affiliated with the St. Louis Coffin Co., a mortuary supplier. Who built this engine? Was this a Lycoming V8, forerunner of Cord V8's, or was as was common for many funeral car body builders, this a chassis bought from Cadillac, Lincoln, Cunningham etc who in 1932 had a 85 hp V8! As elusive as the story is on the Gardner Front-Drive, I only wish as many photos were available of the Gardner 1932 V8 funeral cars.
I would also like to discover whether Gardner ever offered any commercial vehicles, such as light trucks? These three areas are "Gardner Mystries" to me.

From Robert O. Snouffer, P.O. Box 347, Salome, Arizona 85348
As a new member of this society I wish to pose a question to the entire membership. Publishers of books et al, on cars and trucks should have a responsibility to maintain accuracy in labeling cars by name and age. I don't want to give the impression I'm a knit picker, but errors in the books I pay good money for really get to me. People expect books to be accurate references for purposes of identification. Some bets are settled on just a simple picture and caption. I don't do it, but I've known those who have and they're not just idle do-nothings either.
It isn't the occasional mistake or two I'm talking about. When an author isn't positive, why in the name of common courtesy can't he put an approximation in his text. As a Ford and Chevy man, I can see red when a writer calls one the other. The gist of my question is what can we do about it?
If desired, I can furnish the titles and authors of the books by current publishers, as well as page number and errors I've spotted. The least of which is the practice of using the same picture more than once calling the vehicle two different cars by year and once the make from Ford to Chevy!
At the oppisite end of the scale is the extremely accurate book, "The Carspotters Guide from 1920 to 1940" by Tad Burness. Only one error could I find in the entire book. When I pointed it out to him, he checked his files and very kindly acknowledged this to me.

From Russell E. Stadt 5364 Stuart Ave. S.E., Grand Rapids, Michigan 49508 : In reference to page 5 of Newsletter No. 59, I enjoyed that portion titled "A Short Survey of the 1907 Massachusetts Registration List" by G. Marshall Naul. I promptly went through the listing to see if any Marmons were listed... and found none!

This surprised me somewhat, when Nordyke & Marmon Co. went into commercial production of automobiles in 1905 the first agent for Marmon was F.E. Wing Motor Car Co. 66 Stanhope St. in Boston. A year or two later, their address was 12 Columbus Ave. in Boston. Frank Wing remained a Marmon dealer well into the 1920's. I would have assumed that at least one or two Marmons would have been registered, evidently however, such was not the case...or am I missing something?
As you have already noticed, Marmon is still my main and only interest, or shall I say enjoyment.. I only wish I could have kept up the Marmon Owners Club of the early 1970's, however, it is now back in operation in more official form, beginning the 1st of January, 1978. This has been done by fellow Marmon enthusiasts Phil and Leona Belote. The present club address is ... Marmon Club, 629 Orangewood Drive, Dunedin, Florida.

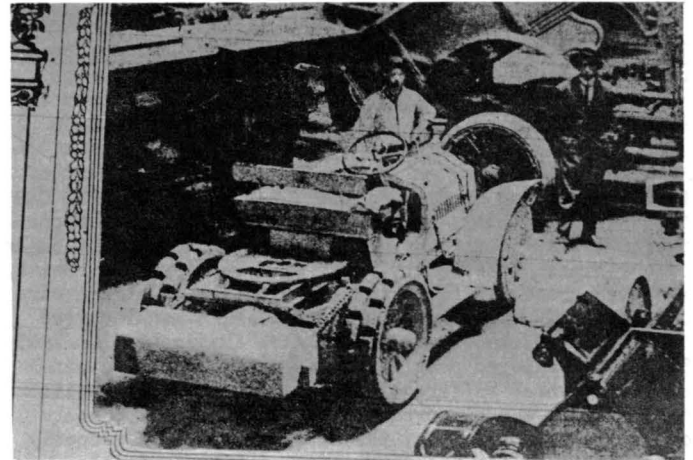
From J.H. Valentine , P.O. Box 2596, Culver City, Calif. 90230 : In the magazine Old Car Illustrated (not OLD CARS newspaper) May 1978 issue, page 76, a photograph of a land-speed-record style and size streamliner appears, with owner Harlen Fengler and several movie personalities leaning on the car, on stage at some studio. The auto, fin-tailed, is described as the Golden Eagle Special. This was the name of a gasoline sold in this area prior to WWII. Can anyone identify the year or the builder? Mr. Fengler was associated with at least two race car and speed equipment firms in this area in the 1930's, Super-charger Mfg. Co. and also Cragar Corp. Ltd.
Mr. Roe's comments in Newsletter No. 58 were certainly pertinent, as Los Angeles was truly small near the turn of the century, and any industry whatever was quite an accomplishment. I believe at least a hundred firms built autos of prototypes or made a serious attempt by building manufacturing facilities in this area prior to WWII. In contrast, with the city population now at 2 3/4 million and the county having 7 1/2 million, we have one firm, Crown Coach Corp., turning out a few buses and fire engines for what is essentially local consumption. Their latest logo does reflect their old-time carriage building heritage, "Crown—since 1904".



Mr. Elliot Kahn's comments in Newsletter No. 59 were quite interesting. When my mention of Bulkey-Rider was written last year, I had references only from the 1915-1916 era. I have since found some additional information. I do not, however, have access to the Commercial Car Journal article he mentions. The drive-train complexity and load-pulling capacity were such that I had not suspected the truck to be not basically original. The Bulkey-Rider tractor truck was first shown at the Los Angeles Motor Truck Show in Nov. 1913. It had an open cab, dual chain drive and a fifth wheel for trailers. It was part of the M.S. Bulkey & Co. display, who at that time also distributed Autocar and Perflex trucks. The Bulkey-Rider Tractor Corp. began to organize in March 1914. It used a portion of M.S. Bulkey & Co.'s new facility at south Main and 18th Streets, L.A., as a factory. A photo was published of one in March, 1914 with a 15 ton load of lumber in tow. In August, 1914 a 20 ton version was entered in the Motor Truck Dealer's Association of Southern California, Motor Truck Derby. The firm claimed this to be the largest-capacity tractor-truck available, but at the October Motor Truck show their local rivals, the Homer Motors Co., sold the 25 ton tractor they had on display. After the Mission Motor Car Company bought the Perflex factory, M.S. Bulkey & Co. lost the distributorship for the Perflex, but added the Knox tractor to fill the gap between the Autocar and the Bulkey-Rider. In 1915 came a guarantee by the builders that the Bulkey-Rider could haul 20 to 40 tons on trailers without damage to well-made roads. This used the retractable extra drive wheels featured in U.S. patent no. 1,184,874, applied for in December, 1914 and issued in May, 1916. In March 1916 the firm was seeking a building site for a factory capable of producing 25 tractor trucks per month. I have found no mention of this factory being built. During this period they also designed farm tractors, by both Mr. Rider and Perflex designer James Fouch. The June 1, 1916 issue of The Automobile pictures the chassis of a Bulkey-Rider, appearing quite as shown in the patent drawings. It was a unit used by a mine site in Arizona, pulling a 45 ton load with its 90 hp Wisconsin engine. In May, 1917, the Autocar Sales and Service Co. bought out Mr. Bulkey's West Coast distributing rights and facilities, including the early Bulkey-Rider factory location. I have found no subsequent mention of Bulkey-Rider.



The 1914 Bulkey-Rider prototype at the 1913 Los Angeles Truck Show. Photo below.



Los Angeles Sunday Times. NOVEMBER 16, 1913. (PART VII)

You Cannot Afford to Risk What the Agent Dare Not Guarantee

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The SAH booth at the Hershey flea market in October 1978. Right to left: Dave Brownell, John Peckham, Bill Jackson, and Howard Applegate

Book Reviews

The Specification Book for U.S. Cars 1920-1929 edited by G. Marshall Naul, with Keith Marvin and Stanley Yost. 326 pages, softcover, 9 $\frac{1}{4}$ x 7 $\frac{3}{8}$, Motorbooks International P.O. Box 2, Osceola, Wisconsin 54020. \$9.95

There are about a half a dozen or so books anyone seriously interested in automotive history should have on his book shelf, easily within reach, that can be used for accurate reference work. With the addition to the book market of this work by Naul, Marvin, and Yost, enthusiasts now have available another excellent work to refer to. As with any book that covers such a broad number of facts, specifications, and figures, there are bound to be some omissions, and a few typographical errors; but as a whole we have the authors to thank, as well as the publisher, for presenting us with an easy to use, helpful guide to the American automobile of the 1920's. It is a very welcome addition to my library, and I am sure will soon be dogeared with use.

WEG

The History of the St. Louis Car Company: Quality Shops by Andrew Young & Eugene Provenzo Jr. 8 $\frac{1}{2}$ x 11, 304 pp. 125 photographs & drawings. clothbound. Howell-North Books, 1050 Parker St., Berkeley, Calif. 94710 \$16.50

Although automobiles as such occupy a miniscule part of this interesting study, THE HISTORY OF THE ST. LOUIS CAR CO. should, I think, go down in the history of transportation as one of the more significant and important books of our time. This is the story of a major company which, although specializing in the construction of street cars during nearly all of its 86 years of life manufactured or fabricated almost everything else imaginable. In 1903 St. Louis employed some 2,500 employees. It also manufactured three different makes of motor car among its other varied sundry pursuits and most of us have heard of at least two of them, the story of which is properly presented here for the first time, a tribute to the authors and publisher and a godsend to those historians who now have the information at their fingertips.

St. Louis Car built street cars aplenty between 1877 and 1963 -- all sorts, horsecars, trolley cars, elevated cars, etc. That wasn't all. The company also produced machine gun carts and military truck bodies during war time, caskets during the flu epidemic after WWI and an armored car as well as locomotives, cotten pickers, and of all things -- some 37,000 phonograph cabinets for Columbia's "Crafanola", erstwhile rival to the Victor Talking Machine.

But somehow, St. Louis got into the automobile business and produced the American Mors from 1906 to 1909, the Standard Six in 1909 and 1910 and the Skelton in 1920 and 1921. Truly, the St. Louis Car Co. was a jack of all trades and it excelled at a great number of them.

The automobile, it appears, was not its strong point. The American Mors, for example, proud domestic scion of a Gallic predecessor, was overpriced, had too few cylinders (four when the smart set were going for six) and an anachronistic chain drive when all the more progressive makes were switching to shaft. Trouble with the American Mors was also that despite the advance in French design, by the time the cars were being turned out after numerous delays, French design had taken a back seat.

The Standard fared little better and was discontinued after less than two years of manufacture.

On the other hand, the Skelton had everything going for it and had it not been for the 1921 depression, it might have made it -- at least for a while. The point is that there WAS a 1921 depression after a run of 500 to 600 units, Skelton folded and folded badly to the consternation of the St. Louis Car Co. which probably would have thrown in its towel in at the same time had it not been that the trolley car business was an excellent business just then.

The book traces the importance of the street car in relationship to both the bus and the passenger car in a day when all three struggled for supremacy in a bid to attract Mr. John Q. Public's choice of transportation.

The book is a masterpiece on one of the major problems of our time-- the struggle for an economical, practical and as far as possible, pleasant mode of public travel. And St. Louis Car was a giant among midgets in a time when companies of this sort went their own way and took their own chances at a risky market. These days, if a car in a large corporation lays an egg, the other companies in that monopoly picks up the loss. Back then, it was far more chancy and I should judge that the failure of the Skelton was far more serious to St. Louis Car say than Edsel's failure was to the Ford Corporation nearly forty years later!

Be that as it may, this book is highly recommended and well worth the reasonable asking price in this day when so little is reasonable and one gets so little for so much.

Keith Marvin

American Car Spotter's Guide 1940-1965 (new edition) by Tad Burness. 358 pages, softcover, 8 $\frac{1}{2}$ x 9 $\frac{1}{2}$. very well illustrated. Motorbooks International, Osceola, Wisconsin 54024 \$10.95

This revised and enlarged edition of Tad Burness's earlier work is a pure delight. It is well researched and informative, as well as being a book one can just flip through to enjoy seeing the evolution of the various makes listed from 1940 to 1965. A job well done, and another "must" for your library.

WEG

Modern Classics, The Great Cars of the Post War Era by Rich Taylor. 364 pages, hardcover, 8 $\frac{1}{2}$ x 11. well illustrated with factory and current photographs of cars described. Charles Scribner's Sons, N.Y. \$29.95 until 12/31/78; \$35.00 thereafter.

The first thing that I found about this book, is that the title is somewhat misleading. If the words "sports car" were inserted between the first two words of the title, I think it would be a much clearer definition of what the book is about. The book is about sports cars, not all the post war "classics" as the title implies (when read at first glance to me "modern classics" referring to postwar automobiles immediately calls to mind the Chrysler Town & Country, Rolls Royce Silver Clouds I, II, & III etc.). The book is divided into three chapters, covering American, British, and European sports cars, and is well written on a level that is meant to inform the general reading public about the fine and lesser points the author feels the cars he chooses have; and in most instances his experience with the various models he describes. The photographs are excellent, and layout for the book is of the highest quality. There are also sections devoted to listing various car clubs, and publications.

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From Hayden Shepley: A brief summary of the 60 motor vehicles described in my book "Automobiles built in Essex County Mass.":

Twenty-five companies built over 3000 gasoline cars having 2,4,6, and 8 cylinders from 1901-1976, and one is still producing.

Fourteen gasoline cars were built by individuals from 1895-1975 using 1,2,3,4,6, and 8 cylinder engines, both air and water cooled.

Ten steamers were built by individuals from 1866-1913 using 1-4 cylinder engines of 3-40 hp. Another Stanley built a steamer in 1906.

Seven companies built hundreds of gasoline trucks from 1901-1923

Six companies built hundreds of steam cars and trucks from 1900-1905

Five companies built thousands of electric cars and trucks from 1897-1916

Three individuals built electric autos from 1896-1975 using 3-4 wheels and carrying 2-8 people at speeds up to 20mph. Two of them were Packards.

Two companies built experimental gasoline-electric autos and trucks from 1904-12.

Two companies and one individual built numerous motorcycles from 1901-09

One company built gasoline autos having four cylinders in 1901

A well known steam car company built gasoline autos

A well known electric car company built a gasoline car

General Electric built eighteen autos using the 3 types of motive power for their own use. Seven of their steamers were driven near Boston to Schenectady in 1901-02. One of their four cylinder steamers is still running in Vineland, N. J.

The electric starter provided by the Gray & Davis Co. for Peerless cars was first used in 1908 on a car built by a company that had built steam and gas cars since 1899. Two of their early steamers are extant.

One of the first self propelled fire engines is fully described.

During its first year of production, five hundred engines were built for the Buick Co. by a manufacturing company which later built heavy steam trucks. One of them placed second in the first commercial car race held in New York City in 1903.

A patent was applied for in 1791 for a two engine steamer using a steering wheel and rudiments of power steering.

At one time the largest racing car company in the U.S. built four different sizes of cars. Though it has changed management three times, it has built cars for over fifteen years. An electric car co. lasted thirteen years.

Mystery of the Month

M. H. McCallum sends the post card that pictured the vehicle below, any guesses anyone?



From J.H. Valentine: The enclosed shot of the bus appears to have 1935 California plates, a route number, 14-1802, the name Motor Transit Co. on the side and on the shell is EL DORADO COACH in a flat triangular shape. Do any of the SAH members have a hint to the manufacturer?



Some of the first issues of the SAH Newsletter featured some examples of interesting letterheads of various companies, occasionally we will do so once again.

SPHINX MOTOR CAR

SALES COMPANY



March
Fourth
1916

Classified Ads

Wanted: Gardner historian wants anything for this marque -- Gardner cars, parts, literature, mascots, hubcaps, motometers etc. R.T. Owen, Box 204, Fairborn, Ohio 45324

Wanted: Early or rare screw-on type hubcaps for my collection. I have a large stock of "extras" for sale or trade. Bruce Ledingham, 2270 S.W. Marine Drive Vancouver, B.C. Canada, V6P 6C2

Wanted: Information on any people in the auto business who also wrote books. I am interested in purchasing any of these books, but if not for sale would appreciate information as to title, author, date of publication etc. Also want any information on early autos made in Toledo, Ohio. Richard Sagall 2633 Parkwood Ave. Toledo, O. 43610

Expert research work - reasonable rates. Harry Pulfer 2700 Mary St. , La Crescenta, Calif. 91214 Phone: (213) 249-3555

WRITERS: Carl Hungness Publishing, producers of the Indianapolis 500 Yearbook, Racing Cars Magazine and a line of auto racing history books is continually looking for auto racing orientated articles. Historical and current. Carl Hungness Publishing, P.O. Box 24308 Speedway, Indiana 46224

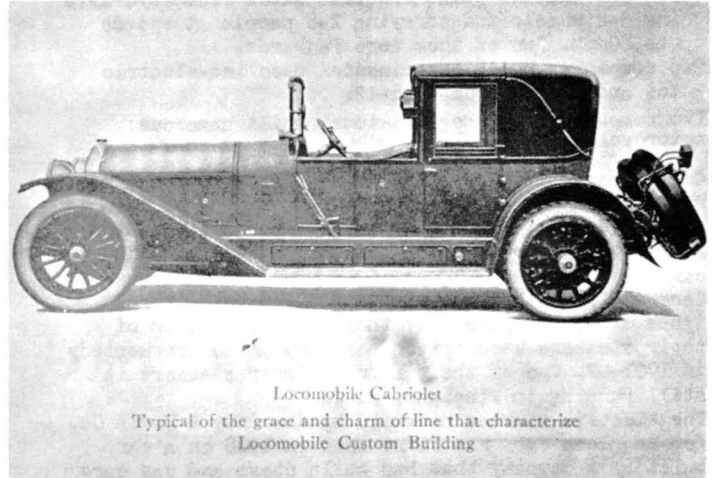
For Sale: 1930 - 1952 Fiat literature in Swedish, many items. Ed Moran, P.O. Box 1231 Rocky Point, N.Y. 11778

Wanted: NADA Used Car Guides covering cars of the 1960's and early 1970's. Three or four will cover, various years. Also MOTOR TREND issues from 1962 through 1970. R.M. Langworth, Putney House, Contoocook, N.H. 03229

Wanted: Country Life magazine for December 1930, must be complete and uncut. Any issues of AUTOBODY magazine from 1921 to 1931. Sales literature on Franklin commercial vehicles, all years. W.E. Gosden 197 Mayfair Avenue, Floral Park, N.Y. 11001

Wanted: Early automotive post cards, especially want post card of the Pierce Arrow factory. Margaret Vitale Box 63 Hawkins Avenue, Lake Grove, N.Y. 11755

Wanted: Information on Locomobiles supplied to Gen. Pershing and his leading subordinates in the AEF during WWI. Also location of a surviving Locomobile cabriolet as pictured below. L.J. Andrew Villalon 764 East Mitchell Ave. Cincinnati, Ohio 45229



Locomobile Cabriolet
Typical of the grace and charm of line that characterize
Locomobile Custom Building

Factory Photo Section

I hate to see space go unused, so on occasion when there is room available I will run a factory photograph from my own collection (and others should anyone want to contribute) This one happens to be of a Bentley Mark VI drop-head coupe by Park Ward. WEG

