

# NEWSLETTER

OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

FEBRUARY 1981

ISSUE NUMBER 71

## President's Paragraphs

Fellow members:

First, the good news. The SAH is solvent. After having gone through a very bad financial patch toward the end of last year, we are entering 1981 with a positive balance in our general fund. This balance comes mainly from your initial response to membership renewals through the form found in your previous *Newsletter*. However, renewals are far from complete and if you have yet to do so, I urge you to send your \$20 renewal dues to Charlie Betts now.

Now the bad news. Our current solvency is tenuous. It should allow us to continue delivering issues of the *Newsletter* to you on a timely basis for the remainder of the year. But in order to do this your Board, at the February 13 meeting in Philadelphia, reluctantly took the painful step of deciding to temporarily postpone the publishing of any further issues of the *Automotive History Review* until our financial condition is sounder.

Because of the tight deadline on this issue of the N/L we were not able to include a treasurer's report to accompany this message, but one is scheduled for the next issue. The figures it contains will make it abundantly clear why we were forced into this decision.

It's a decision which we hope to reverse rapidly. But the membership holds the key to exactly when this happens; by renewing your dues immediately and by encouraging and soliciting new members among your history-minded friends and fellow hobbyists. The SAH is the only organization of its kind, and with your help and support during 1981 it can remain just that.

David W Brownell

## Detroit in Washington?

Most automotive historians would have been rather surprised to see a three column heading in the February 4, 1981, *Detroit Free Press*, reading—**Smithsonian wants Detroit's automotive history collection.**

The article states that L. Scott Bailey of *Automobile Quarterly*, who heads the fund raising campaign for the National Automotive History Collection, at the Detroit Public Library, had received a feeler from the Smithsonian. This was presented to the Board and Advisory Committee of the Friends of the Detroit Public Library on January 28th.

According to Don H. Berkebile, Associate Curator of Transportation at the National Museum of History and Technology (Smithsonian), in Washington, DC, it was actually Bailey who approached him, very shortly after the death of Jim Bradley, the NAHC Curator. Bailey's question was of the variety that might have read, "If we cannot raise the funds we need to maintain the Collection, would the Smithsonian be interested?" The answer, of course, was "Yes."

It was simply a "What if . . ." situation, and absolutely no commitment has been made by either side. Both Berkebile and his immediate superior, John H. White, Jr., expressed the feeling that the NAHC is exactly where it belongs, in Detroit, and only a last ditch solution would put it in the hands of the Smithsonian.

General feeling in the Detroit area can be simplified to, "Over my dead body!"

It is time that all of us began to realize just how important the National Automotive History Collection is, and just how much help it has given us over the years. Even if you have never used it, just pick up some of your recent automotive history books and publications and see how often the NAHC appears in the credits. This is an indirect

use of the collection as far as you are concerned, but it still benefits you. The collection urgently needs to move to a larger location within the DPL building so that it can expand and serve us better, but it all costs money. Let's start an "Over My Dead Body" campaign within the SAH.

Please! Support the NAHC by sending a contribution. Every little bit is needed. You might even mark your check - "Over My Dead Body." Checks should be made out to NAHC Campaign, Friends of the Detroit Public Library, and sent to the Detroit Public Library, 5201 Woodward Avenue, Detroit, MI 48202.

Whether you send a contribution or not, please drop a note, stating your feelings in support of the collection remaining in Detroit, to Mrs. Jane Hale Morgan, Director, Detroit Public Library, 5201 Woodward Avenue, Detroit, MI 48202.

John M. Peckham

## Editorial

Many members expressed their delight in the listing of the automotive archives of various companies in the last issue (see the letters section for further information on the Discovery Hall Museum in South Bend), and as one can see it is continued in this issue, BUT there is no listing for European, Australian, etc. company archives. It is up to our European members to help out on this, PLEASE let us know of any archives across the ponds. We are an *international* society, and have been from the beginning, let's hope our non-USA members really solicit new members for our society this year, and support us also by contributing material for our publications.

The article on the survey of the top automotive figures by David Lewis in the last issue of the *REVIEW* proved popular with the media. The *N.Y. Times* picked up on this article and ran a list of the top ten people mentioned in the article, then I got a call from *Newsweek* magazine in reference to it also, and talked with their representative from Detroit for over an hour. His number one question was, why were most of the people chosen on the list from the earlier days of the auto industry. I mentioned that most listed started at the bottom rung of the automotive ladder and had a chance to work their way up to the top position, and were working at a time when just about anything could be tried (and was) without government intervention telling them they couldn't.

There were some complaints via phone and in person to me over the dues increase to \$20.00. Yes, a 100% increase is a lot, but take a look at what you are getting, and think of what it costs to produce it (postage, printing etc.) and all the fine people working to get these publications to you, doing all the work on their own time with no compensation, and you may look at the increase with better understanding. If we had more members as I have mentioned before, the easier it would be on all of us.

Keep those cards and letters coming.

W E Gosden

## Industry Liaison Committee Report

Subject: Destruction of Bankruptcy Records

I recently had cause to visit the GSA Federal Archives and Records Center unit of the National Archives, located at 7358 S. Pulaski Avenue, Chicago, Illinois 60629 (actually on the north side of a dead end street originating westbound at the Pulaski address). The purpose of my visit was to peruse records of an automotive bankruptcy case—The Freeman Motor Truck Company—and I dealt with a Mr. David S Weber who reports to Peter W. Bunce, Branch Chief.

Mr Weber informed me that National Archives had directed the destruction of inactive bankruptcy records and that two alternatives were available which would avert imminent destruction of automotive bankruptcy records of interest: (1) Identified case files of interest could be transferred to custody of a designated library; e.g., the National Automotive History Collection of the Detroit Public Library, or (2) Individuals concerned with history of specific marques could "exercise" the files related thereto by, as I did, determining the specific bankruptcy date and requesting the file be made available for inspection (even the District Federal Courts cannot have the files shipped from the Archives for study); such demonstration of current interest will justify extended retention by the Federal Court Archive.

I brought this urgent matter to the attention of the Henry M. Leland Chapter members when we met at the Campbell-Ewald Company on November 12. The late Jim Bradley expressed concern that the Detroit Library might not have the required space. I noted that the rather thick files (6" for Freeman) include much worthless material and could be grossly reduced prior to permanent storage. This could perhaps be a club project; e.g., SAH accept the files from Archives and have individual members condense them. The compacted files could then be better assessed by a potential permanent repository. The urgency may warrant a holding library action by SAH.

I believe that member comments and suggestions should be solicited promptly before this information source is lost forever.

George P. Hanley, Chairman

### RROC Foundation Established

The RROC Foundation has been established and granted educational-charitable status by the IRS. The Foundation was established to preserve the history of the Rolls-Royce and Bentley motorcar. The Foundation has an extensive library which is available for research on Rolls-Royce and Bentley. Members of the Society of Automotive Historians wishing to use the library should contact Bob Shaffner, Librarian, P O Box 2001, Mechanicsburg, PA 17055. Bob is willing to do limited research on behalf of historians and make copies of needed materials at cost.

The Foundation seeks contributions in money or materials pertaining to Rolls-Royce and Bentley. Potential donors should contact the Acquisitions Committee via John de Campi, Sprucehaven Farm, Chester Heights, PA 19017. The Foundation will work with donors to develop a documented value of all contributions for IRS purposes.

The Foundation has other plans that will be released in the future and the SAH will be kept advised. In the meantime, the foundation would welcome suggestions from any member of the SAH; write John de Campi.

### Committee Changes

SAH Vice President John Conde will now also function as the Chapter coordinator/liaison officer. Former liaison officer, R. Chris Halla, resigned due to increased activities at work, although still remains an active member in the SAH and Wisconsin Chapter.

### Chapter News

The Pioneer Chapter has had regular meetings, one on Aug. 23rd held in East Hartford, Conn. with 9 members in attendance; another meeting held on Nov. 8th in Salisbury Conn. saw 13 members attend. It was nice to see Mr. & Mrs. Peter Helck at this meeting as well as new SAH President Dave Brownell and his wife Mary.

Election of officers for 1981 was held and Keith Marvin will be new president of the Pioneer Chapter; Jack Perretti, Vice President; Fred Soule, Secretary; and John Montville, Treasurer. 1981 dues are due now and should be sent to Chapter Secretary, Fred Soule (9 Greenport Pkwy, Hudson, N.Y. 12534).

The winter meeting is set for Feb. 21, 1981 in the Albany area (contact John Peckham, 675 Pinewoods Ave. Rd., Troy, NY 12180 for details).

The Oliver Evans Chapter met in the Skyline room of the Free Library of Philadelphia on Saturday Dec. 6th. Discussion centered on what direction the Chapter would take in 1981, and the possibility of an automotive history seminar to be held on Feb. 14, 1981 in Philadelphia. Further information from Lou Helverson, Oliver Evans Chapter, SAH, 1337 Herschel Place, Philadelphia, PA 19116.

The Canadian Chapter of SAH held its annual meeting at the Holiday Inn in Barrie, Ontario on Sept. 6th, 1980; eleven members plus a number of guests were in attendance. Following dinner, the business meeting was called to order at 8 p.m. by Lois Watson.

It was reported that the Chapter had 39 members. Officers for 1981 were announced. They are: Glen Baechler, Chairman; Warren Hastings, Vice Chairman; Roger Silvester, Activities Chairman, Lois Watson, Membership Chairman; Don Warren, Editor of the Canadian Automotive Historian; Hans Mueller, Committee Chairman—Literature; Lloyd Brown, Committee Chairman—Military Vehicles; and Wayne Plunkett, Liaison with License Plate Collectors.

It was reported that the Chapter's library consisting of 45 boxes of material was moved from storage from the Craven Foundation to the home of Bob Lane, Chairman Baechler is looking for more permanent storage at a new facility. The Chairman expressed the gratitude of the chapter to Lois Watson and Don Warren for the excellent job they have done over the past two years.

Regional dues, \$5.00, are due and may be sent to Peter Weatherhead, Sec.—Treasurer, 11 Hillhurst Ave., Toronto, Ontario, Canada M4R 1K3.

The next meeting will take place on April 11, 1981, starting at 1 p.m. at the Holiday Inn, Cambridge, Ontario.



#### Editor

Walter E Gosden.

#### Art Director

John M. Peckham

Editorial Office: SAH Newsletter, 197 Mayfair Ave, Floral Park, Long Island, NY 10001

#### Publication Committee

Walter R Haessner, Chairman  
Howard L Applegate

Walter E Gosden  
David L Lewis  
Frederick D Roe

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#### SOCIETY OF AUTOMOTIVE HISTORIANS' OFFICERS 1981

##### PRESIDENT

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Bennington, VT 05201

##### VICE PRESIDENT

John A Conde  
1340 Fieldway Dr  
Bloomfield Hills, MI 48013

##### SECRETARY

Charles L Betts Jr  
2105 Stackhouse Dr  
Yardley, PA 19067

##### TREASURER

George B P Ward, Jr  
5511 Roland Ave  
Baltimore, MD 21210

### Archives Column

by Howard Applegate

Concluded from Issue 70

The following is a listing of surviving automotive archives:

#### Automotive Supplies Companies

THE BUDD COMPANY  
Archives Department  
2155 West Big Bend Road  
Troy, Michigan 48084

DANA CORPORATION  
Corporate Relations Department  
P O Box 10000  
Toledo, Ohio 43697

E.I. DUPONT de NEMOURS & COMPANY, INC.  
Archives Department  
Wilmington, Delaware 19898

Eleutherian Mills Historical Library  
Greenville, Delaware

DITZLER AUTOMOTIVE FINISHES  
P O Box 5090  
Seven Oaks Station  
Detroit, Michigan 48235

EATON CORPORATION

100 Erieview Plaza  
Cleveland, Ohio 44114

FIRESTONE TIRE AND RUBBER COMPANY

Corporate Research Department  
2930 West Market Street  
Akron, Ohio 44313

GENERAL TIRE AND RUBBER COMPANY

Corporate Communications Department  
One General Street  
Akron, Ohio 44329

GOODYEAR TIRE AND RUBBER COMPANY

Archives Department  
1144 East Market Street  
Akron, Ohio 44316

MOTOROLA, INC.

Records Management Department  
5725 North East River Road  
Chicago, Illinois 60631

*Petroleum Companies*

ASHLAND OIL COMPANY, INC.

Library  
P O Box 391  
Ashland, Kentucky 41101

ATLANTIC RICHFIELD COMPANY

Public Relations Department  
515 South Flower Street  
Los Angeles, California 90071

GULF OIL CORPORATION

Records Management Department  
439 Seventh Avenue  
Pittsburgh, Pennsylvania 15230

GULF OIL CANADA, LIMITED

Library  
P O Box 460  
Station A  
Toronto, Ontario  
Canada M5W 1E5

MARATHON OIL COMPANY

Records Management Department  
539 South Main Street  
Findlay, Ohio 45840

PHILLIPS PETROLEUM COMPANY

Public Affairs Department  
Bartlesville, Oklahoma 74004

STANDARD OIL COMPANY, KENTUCKY

Records Manager  
Central Records Department  
P O Box 1446  
Louisville, Kentucky 40201

STANDARD OIL COMPANY, OHIO

Corporate Records Department  
Midland Building  
Cleveland, Ohio 44115

SUN OIL COMPANY

Records Management Department  
240 Radnor-Chester Road  
St. Davids, Pennsylvania 19087

Eleutherian Mills Historical Library  
Greenville, Delaware

TEXACO, INC.

Office of the Historian  
2000 Westchester Avenue  
White Plains, New York 10650

*Museums with Library and Archival Collections*

ANTIQUÉ AUTOMOBILE CLUB OF AMERICA

501 West Governor Road  
Hershey, Pennsylvania 17033  
*Library maintained for members of this organization.*

AUBURN-CORD-DUESENBERG MUSEUM

P O Box 148  
Auburn, Indiana 46706

AUTOMOBILE REFERENCE COLLECTION

Free Library of Philadelphia  
Logan Square  
Philadelphia, Pennsylvania 19103

CRAVEN FOUNDATION

760 Lawrence Avenue, West  
Toronto, Ontario  
Canada M6A 1B8

FREDERICK C. CRAWFORD MUSEUM

10825 East Boulevard  
Cleveland, Ohio 44106

HARRAH'S AUTOMOBILE COLLECTION

Library and Research Department  
P O Box 10  
Reno, Nevada 89504

ELWOOD HAYNES MUSEUM

1915 South Webster Street  
Kokomo, Indiana 46901  
*Maintains archives of automotive pioneer Elwood Haynes.*

LONG ISLAND AUTOMOTIVE MUSEUM

Route 27  
Southampton, New York 11968  
*Includes major collections on Locomobile and Mack.*

LOS ANGELES COUNTY MUSEUM OF NATURAL HISTORY

Automotive History Collections  
900 Exposition Boulevard  
Los Angeles, California 90007

MOTOR VEHICLE MANUFACTURERS ASSOCIATION

Library  
300 New Center Building  
Detroit, Michigan 48202  
*Library includes a photographic reference file.*

MUSEUM OF TRANSPORTATION

Library  
Museum Wharf  
300 Congress Street  
Boston, Massachusetts 02110

NATIONAL MOTOR MUSEUM

Beaulieu  
Hampshire, S04 7Zn England

PATE MUSEUM OF TRANSPORTATION

Library  
P O Box 711  
Fort Worth, Texas 76101

SLOAN MUSEUM

1221 East Kearsley  
Flint, Michigan 48504  
*Includes material on Buick and Durant.*

SWIGART MUSEUM

P O Box 214  
Museum Park  
Huntingdon, Pennsylvania 16652

SMITHSONIAN INSTITUTION

Curator, Automotive Collections  
Washington, DC 20560

## Mystery Car Information

Way back in August 1977, NL NO. 55 a little mystery car was shown with a WW I soldier sitting on the side. Caption read "Baby Dispatch Car"—c. 1918. Perhaps a Wing Midget? A couple of issues later Keith Marvin expressed the opinion that the car was not a Wing Midget but had no further ideas.

Recently I came across two photos of this same car in a book called *Brahmins & Bullyboys*, published in Boston in 1973, an album of pictures by a long-deceased newspaper photographer, G. Frank Radway.

The captions read "Early automobile publicity-stunt photograph shows actor Harold Duquesne from the Keith Vaudeville circuit driving miniature racing car up the steps of the State House. Boston, Oct. 22, 1918". On the other "A small crowd gathers to watch Duquesne as he drives back down the State House steps."

The first picture is a rear view showing little of the car but clearly identifying it as our mystery vehicle by the license plate. On the descent a much better side view was taken showing chain drive, which Keith had wondered about, a rear spare, and enough detail of the driver to make it clear that it is the same person as in the mystery photo.

I think this supplies enough information to assure Maj. Fred Crismon, who sent in the mystery picture, that the car is not in fact a military vehicle. Probably his photo was taken on the occasion of a performance by a vaudeville troupe at a military base, and I think it is likely that the car was a one-off created especially for such show-business goings-on and publicity stunts.

Fred Roe

Lower photo, page 7, NL No. 70, with girl on running board: A Cole-8 made in Indianapolis, 1924—top gives away year. Per Fred Haller, 1132 Lehigh Rd, Pittsburgh, PA 19205 (phoned in Jan. 12, 1981).

## They Still Find 'em In Barns

One of our *Special-Interest Autos* subscribers recently sent me this photo of a very early car along with some info about the vehicle and asked our help in identifying it. After hitting the books I still cannot put a positive identification on it and SAH members are welcome to submit their findings.

The car was discovered a decade ago in a carriage house in Mankato, Minnesota. It was in derelict condition with bits and pieces of the old veteran scattered about the mud-covered floor, made muddy from the result of a recent flood.

Mankatoan Fred Cords gathered up all the parts of the broken hulk that he could recognize at that time and later found other bits in the debris. After years of detective work and a difficult restoration the car stands as you see it here, in operating condition after its long sleep.



But it still hasn't been identified. Cords researched and directed its restoration and has donated the no-name vehicle to the Blue Earth County Historical Society, but he and the Society would dearly love to know exactly what kind of car they have.

Here are some clues: It uses a Haynes-Apperson 2-cylinder engine. It steers from the left; another Haynes-Apperson characteristic. It uses chain drive. It uses a three speed and reverse transmission. It is thought to be either a Haynes-Apperson (naturally enough) or a St. Louis. What do you think it is, and in what year was it built? Here's

a chance for SAH to do a real service for some other history-minded folks. Please submit your answers and reasons for them to the Newsletter.

Dave Brownell

## Letters

From: *Discovery Hall Museum, Marsha Mullin, Curator, 120 South Saint Joseph St, South Bend, Indiana 46601*: We are happy to have been listed in Howard Applegate's "Archives" column as being the repository for the Studebaker and Packard archives. However, the collection is not yet open for full use because it has not been fully processed. Only a limited amount of material is presently available. It would be a great help to us if you could print a note about this problem in the next issue of the newsletter. Thank you. If you have any questions, please let me know.

From: *George P. Hanley, 1665 Northumberland, Rochester, MI 48063*: I am enclosing a copy of the *Supercharger*, the monthly publication of the Detroit Section of SAE.

Two items in this issue are of particular interest. A Dec. 2 Meeting is announced (P10) on the subject "Further Automotive Design Trends"; however the "coffee talk" will be by Bill Sherman "who will relate several of the interesting and unusual items he uncovered while researching the Society's history (Bill authored "75 Years of SAE")." Significant is the listing of Bill's societal associations "a member of SAE, ESD (Engineering Society of Detroit) and the Society of Automotive Historians" (P11)—Reflects effort to get local SAH exposure.

Also of interest is the (re)publishing of the original members of the Detroit Section—Dec. 1912. This is being done in alphabetic sections over several issues. Note that this issue includes Henry Ford and Fred Fisher. It even lists two members with Japanese names! Are the names Church-Field Motor Car Co. (Mr. Field), Poss Motor Co. (Mr. Gloetzner) and Suburban Motor Car Co. (Mr. DeSchaum) known to you?

During the Nov. 10—13 SAE National Truck Meeting in King of Prussia, PA, a program highlight was a SRO session entitled "A Forward Look—A Backward Glance" which was moderated by the Chairman of the Board/Chief Executive Officer of Mack Trucks, Inc., Al Pelletier. "From the Past," speaker-panelists were Ernie Sternberg (Son of founder of Sternberg Truck later Sterling and retired (1974) VP of Engineering at White Motor Corp), Nelson Brownier (Chief Engineer of Gotfredson and retired Director of R & D, Rockwell International, and R.R. Smith (Chairman of Smith's Transfer Corp—one cut-off Mitchell car in 1929 and to date has bought over 6000 Macks). "The Present and Future" speakers were Wally Edwards (Director GM World Truck Project Center), E.M. DeWindt (Chairman of the Board, Eaton Corp) and Don McMorris (Chairman of Northwest Transport, Inc.).

Because I was a speaker at a Press Conference on Nov. 10, I had the opportunity to have lunch with Mr. Pelletier and he subsequently invited me to the Mack suite to discuss SAH, where he presented me an autographed copy of John Montville's *Mack*. Similar copies were presented to all who read technical papers at the National Truck Meeting. All attendees received a set of color renderings of historic Mack vehicles.

In a tent adjoining the hotel, GMC displayed a 1913 restored truck and models of the GMC product line in 1955. Mack brought an early AC (Bulldog) fire pumper and later the original 1900 Mack bus (Reprints of the AC brochure for 1927 were available). Two later restored AC trucks were displayed by trucking firms who owned them new. United Parcel Service displayed a restored White delivery van and a contemporary van powered by their recently revealed multi-fuel Ricardo conversion of the GM 292 CID six (Texaco Combustion Process similar to the Ford Proco project).

The November 1980 issue of *Automotive Engineering* (SAE) included two more of the 75th Anniversary "Springboard" Articles: "Technical Milestones in Truck and Bus Evolution" by P.J. Maziotti, VP Dana Corp., and "Truck Design—a Look to the Future" by Norm Chew, Exec VP of Freightliner Corp. (a friend of mine who died suddenly prior to publication). I will report on the entire series of "Springboard" articles upon publication of the final installment.

## Research Column

Need elevation drawings or photos of 50 hp Simplex engine out of the car. John M. Peckham, 675 Pinewoods Avenue Road, Troy, NY 12180.

Information wanted on a 1914 American—LaFrance, Type 10 chassis, Registered Number 753, delivered to Barrett & Son, Langley Garage, Lupton (Luton?), England. John M. Peckham, 675 Pinewoods Avenue Road, Troy, NY 12180.

John A. Gunnell, Rt. 2, Box 215, Iola, WI 54945: Can any members help me with information on Oakland history? I am currently trying to research the complete history of the marque from 1907—1931. I need information on dates, names of employees, specifications of all models, help in identifying photos. Need most on following years: 1910 (model M); 1911; 1912 (model 45); 1916; 1917; 1919; 1922 (model 34-D). Also, two questions: were any cars built in 1907? What were the physical differences in 1922 and 1923 models G-44?

George W. Hilton, Dept. of Economics, University of California, Los Angeles, Calif. 90024: The Hilton automobile, a sports coupe, was announced in Philadelphia on Aug. 13, 1920 for production for the 1921 model year. A description and photograph of the prototype appeared in the *Automobile Trade Journal*. The car was to be produced at River-ton, NJ. If any member of the SAH has information on the production of the automobile, or knows of the company's logo, I would appreciate hearing from them.

Rikki Sowinski, No. 8 Fifteenth Avenue, Sea Cliff, Long Island, NY 11579: Need any information, remembrances etc. on the "Henderson Special" that raced in the 1st race of the Automobile Racing Club of America, the American Grand Prix, July, 1934. This car was driven by Soutter Edgar (who was he? is he still alive?). The "Henderson Special" was powered by a 4 cyl Henderson motorcycle engine, had mechanical rear wheel brakes, chain drive, and a crude aluminum body of the one-off home-built school of coachwork. It raced as car No. 2 in the July 1934 race and possibly was owned by John Carhart. Can any one confirm he was the owner? Any information at all would help, car pictured below.

have such an item, send a large SSAE for a list of 100 items, that are for trade only for the above. They range from a brochure on the Packard diesel aircraft engine to a brass Dort letter opener. J. Erickson, 214221 Climax Rd., Alderwood Manor, Wash. 98036, phone 206-776-2804.

Wanted: Any issues of: *The Packard Magazine*, *The Inner Circle* & any other Packard Motor Car Co. printed matter. Have some material to trade. *TRADE Rolls-Royce Bulletin* (June 1953) as new, 38 pages, 8-1/2 x 11. Would prefer to trade for Packard item. R.C.W. Percy, 663 Colinet St., Coquitlam, British Columbia, Canada V3J 4X3.

Wanted: Any editions of the following body builders' magazines: *Autobody* (U.S.), *La Carrossier* (FR.), *Motor Body building & Vehicle Construction* (BR.). Also want auto numbers of *L'illustration* (FR.) for 1929 and earlier, 1934, 1937 and later. Will buy or have for trade only: Mercedes-Benz 540K color catalog, Horch color portfolio, 1921 Vauxhall 30/98 catalog etc. Also want pre-war Rolls-Royce Bulletins. W. Gosden, 197 Mayfair Ave, Floral Park, NY 11001.

Wanted: A.L.A.M. "Handbook of Autos" 1915, 1922, 1923, & 1928. Hayden Shepley, Box 171, Toughkenamon, PA 19374.

#### New Members

Lois A Watson 772	Ronald C Knepper 797
44 Wantanopa Crescent	4107 E Saddle Dr
Scarborough, Ontario	Fort Wayne IN 46804
Canada M1H 2B4	
Roland Berger 796	John Dowdeswell 798
19 Orchard Court	24 Ducks Hill Rd
Spring Valley NY 10977	Northwood, Middlesex
	England HA6 2NR



Hayden Shepley, Box 171, Toughkenamon, PA: Want any information on the Mason Tourist King. It was possibly built in New Jersey about 1915. It had a Continental engine; one car is known to exist.

#### Classified Column

For Sale: Offering the following copies of *Automotive News* without yearly statistical issues: 1971—21 issues, 1972—31 issues, 1974—35 issues, 1975—25 issues, 1976—30 issues, 1977—43 issues, 1978—29 issues including Ford 75th Ann. issue, 1979—36 issues, 1980—31 issues, some duplicates. Prefer to sell by years. G.M. Naul, 534 Stublynn Rd., Granville, Ohio 43023.

Wanted: I want literature and parts that show the Speedster bodies and racing heads made to fit the Model T and Model A Ford. If you

Chester J Haines Jr 799	Randy Ema 803
3300 Fairfield St	120 W Chestnut
Laureldale PA 19605	Anaheim CA 92805
Thomas B Colbert 800	William A M Burden 804
600 Warren Rd 5-3D	630 Fifth Ave
Ithaca NY 14850	New York NY 10020
Delye G Beyer 801	Stephen C Austin 805
5646 Pleasant Hill Rd	37 Lansdale St
Hartford WI 53027	Rochester NY 14620
E Dean Butler 802	Robert F Arnold 806
3651 Dogwood Lane	6354 Gale Road
Cincinnati OH 45213	Atlas MI 48411

Arnold C Raroport 807 2919 Tilghman St Allentown PA 18104	David M Hoffman 813 339 Park Lane Massapequa Park NY 11762
Beverly Rae Kimes 808 215 East 80th St New York NY 10021	Ronald B Mitchell 814 4636 Midsite Ave Covina CA 91722
Bruce W McCalley 809 2039 Evergreen St Burbank CA 91505	Robert H Howell 815 15 Arrow Rd Ramsey NJ 07446
Frank E Kemp 810 459 S Main St Bechtelsville PA 19505	Carl King 816 2207 Fairview E Seattle WA 98107
Scott A Smith 811 116 N Markley Thief River Falls MN 56701	James H Proffit 817 260-1/2 Glentora Ave Long Beach CA 90803
John C Meyer III 812 24244 Hamlin St Canoga Park CA 91307	Joseph E Verrastro Jr 818 1521 Clay Ave Scranton PA 18509

#### Change of Address

Kenneth H Stauffer 20 747 Worth Blvd Pottstown PA 19464
Roger Madison 502 23-8150 Cambie St Vancouver, B.C. Canada V6P 3J5
Paul Brounstein 519 472 - 26th Place Manhattan Beach CA 90266
John S Burnham 596 354 Dogwood Ave Brighton CO 80601
James M Flammang 663 5321 N Damen Chicago IL 60625

#### Reinstated

John A Gunnell 276 Rt 2 - Box 215 Iola WI 54945	Skip Marketti 347 A-C-D Museum 1600 South Wayne Auburn IN 46706	Harold M Loutzenheiser 258 Box 17 Kennington OH 44427	Marsha Mullin 650 Discovery Hall Museum 120 S St Joseph St South Bend IN 46601
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#### Book Reviews

75 Years: A Commemorative Album, Edited by David Roscoe. 46 pp., profusely illustrated. 11-5/8" x 8-1/4". Softbound. Available from Publicity Department, Rolls-Royce Motors Limited, Crewe, Cheshire, England. \$6.00.

This book, although not large in pages, contains a wealth of information surrounding the basic history of the company from the moment the first Royce car rolled out of Frederick Henry Royce's electrical crane shop in Manchester to today's magnificent Camarge.

It has been frequently said (usually by detractors and non-enthusiasts) that the story of the Rolls-Royce has been overwritten and, to a degree, I suppose that this is true. But like other fine motor cars, hasn't this been largely deserved? I think so and, after all, why not yet another book on what its builders term "The Best Car in the World."

Here's why. In most of the volumes concerning the Rolls-Royce, one finds two basic problems—either the book doesn't touch all bases in what is really a rather complicated story or the price is so far out of line that acquiring it is extremely difficult if not impossible.

In this commemorative album, the nearly 200 illustrations, sensibly and suitably captioned, tells the story from every angle. It should please the purist because it has the authenticity of company sponsorship. It should likewise attract the general-interest reader because it is all there, isn't too deeply involved and the price is within the range of anyone.

Rolls-Royce has always exuded an aura of stability, dependability and prestige. To the English buyer it was sort of the playing fields of

Eton, the Union Jack, "Land of Hope and Glory" and afternoon high tea, all rolled into one. To others it meant other things—something a bit better, breeding, snob appeal—whatever. But no one ever took Rolls ownership lightly.

This book, then, is something to have. Although not large it is chock full of information and you will return to it again and again.

Keith Marvin

Ferrari—The Sports and Gran Turismo Cars, by Warren W. Fitzgerald, Richard F. Merritt and Jonathan Thompson. 264 pages, copiously illustrated. Published by CBS Publications, third edition, distributed by W.W. Norton & Co., 500 Fifth Ave., New York, NY 10036, \$29.95.

The third edition of this volume was published in 1976 and is now slightly out of date, but the vast mass of information in this book is invaluable for historians of a very unusual marque. Very few makes command the general respect accorded to Enzo Ferrari and the cars which he has built since WW II. In both design and performance, all Ferraris may be called modern classic cars. In certain respects, Enzo Ferrari is today's counterpart to Ettore Bugatti and the cars which Le Patron designed and built. In certain other respects, Ferrari has none of the poorer aspects of Bugatti and his products, and Ferraris can be considered more advanced and sophisticated than were Bugattis in their age.

This account is complete so far as the general run of Ferraris is concerned and does not treat the strictly racing types. The details go so far as to give detail accounts of individual cars. In particular, I recall a 250LM which was raced unsuccessfully at Augusta SCCA Races in 1964, driven by Buck Fulp, an especially appealing design of a closed sports car. This book tells its later fate at Sebring where it was destroyed by fire.

The only fault which I find with this excellent book is the lack of tables which might show some sort of order to the various types with their engine sizes, etc. Otherwise, this book is a wealth of information on one of the important makes of this age.

G.M. Naul

A. Kow—Quarante Ans de Creation Publicitaire Automobile, preface by Maurice Genevoix, historical notes by C.H. Tavard. Editions de l'Automobiliste, 42 rue du Bac, 75007 Paris. Hardcover, 9.75 x 13 inches (24.5 x 33 cm), 178 pages. 210 French francs plus ten francs shipping charge.

The quarterly magazine *l'Automobiliste* is published by a very prominent figure in the French historical-car movement. Adrien Maeght (approximate pronunciation: mag). The world-famous art galleries created by his father soon led to the creation of a press in Paris devoted to the preparation and publication of fine art books. It was from this press that *l'Automobiliste* began to emanate in 1966, recently to be joined by a line of books for the automotive enthusiast. With this background it was to be expected that the artistic side of the history of the automobile would be selected for treatment by this publisher.

Maeght's first offering in the field of automotive art books is devoted to the work which, from the early Twenties through the early Sixties, bore the cryptic signature of A. Kow. This was the contraction of a much longer name with which Alex Kow was born in Moscow in the early years of this century. He had the luck to grow up in Switzerland, where he received a technical education at the Arts et Metiers in Geneva. He moved to Paris at the age of 19, where he began working as a draftsman in a small coachbuilding establishment. Kow soon became a master at automotive rendering, to which he brought his own style of suggesting speed, power, and grace.

One of the most artistically significant documents of this collection is a study made for Panhard in 1922; it appears in the body of the book in black and white and on its dust jacket in full color, and constitutes a forecast of the strength and inventiveness to come. But it was in 1924 that Kow's career acquired its definitive orientation. This was when he began to work with Hotchkiss' new sales director, one M. Jacobsen, who took the advertising pages of the American magazine *The Saturday Evening Post* (but of course!) as his Bible. Together the two men dissected every important ad in the great old weekly, seeking to smoke out the secrets of success of the acknowledged masters of this form of communication and persuasion. They even created a slogan for

Hotchkiss which paraphrased Packard's "Ask the Man Who Owns One." Forty of the black and white ads which sprang from this beginning adorn the book, along with ten in color.

The Hotchkiss ads cover the period 1926 through about 1951—the epoch of the daring Hotchkiss-Gregoire. Those done for Panhard extend from 1922 through the Dynas of the late Fifties. Then there are assorted graphics for Citroen, Delahaye, Licorne, Matford, Peugeot, and others. One of the most important of these is the artwork for a Type 57 Bugatti sales folder of 1937 which illustrates five "house"

body styles. Another consists of similar material for the Hispano-Suiza V12 of 1935.

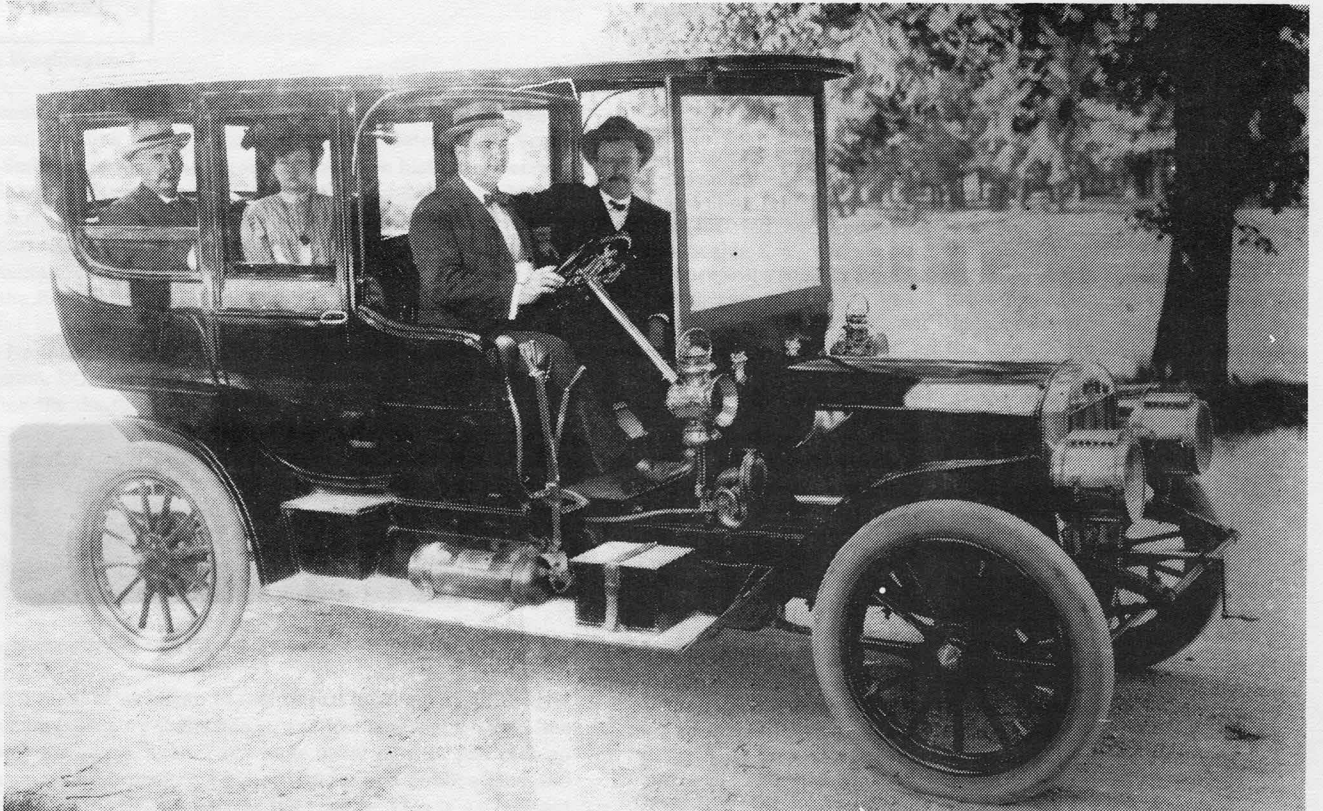
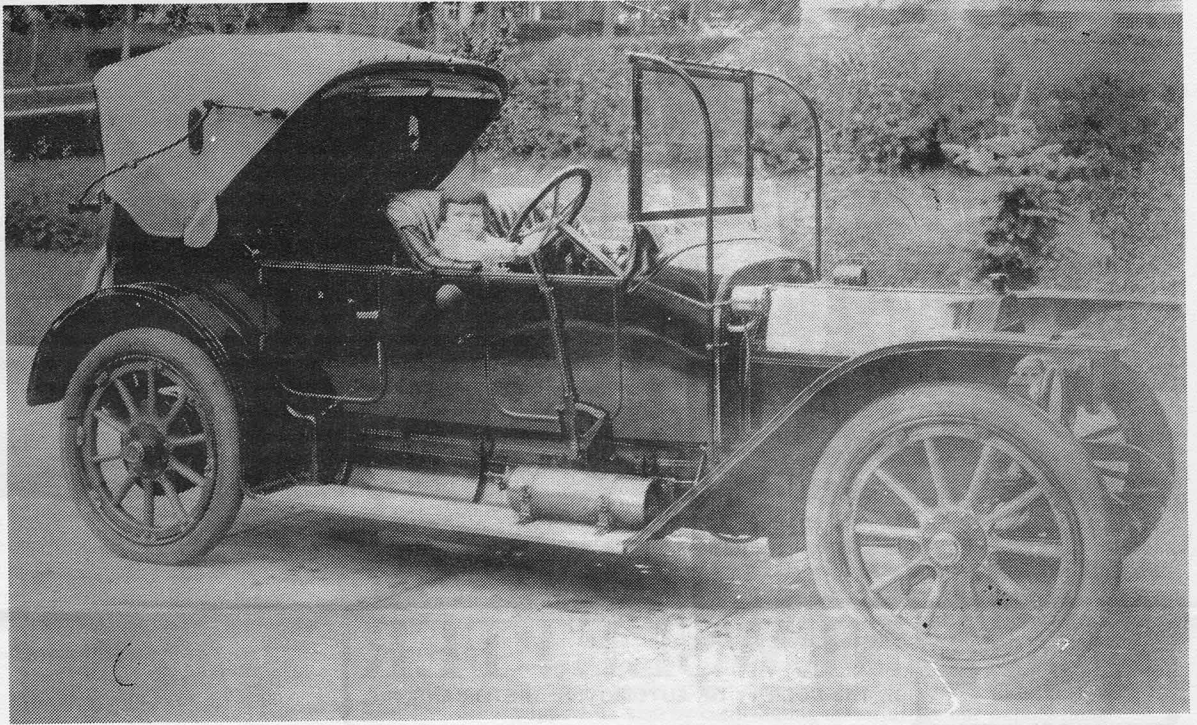
In all, there are in this very handsome volume 83 illustrations in black and white and 62 in color. Most fill the large pages and double-page spreads are accorded to eight of them. The brief text is symbolic and is not relevant to Alex Kow nor to the discipline of commercial illustration. The value of the book lies in its graphic content.

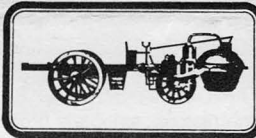
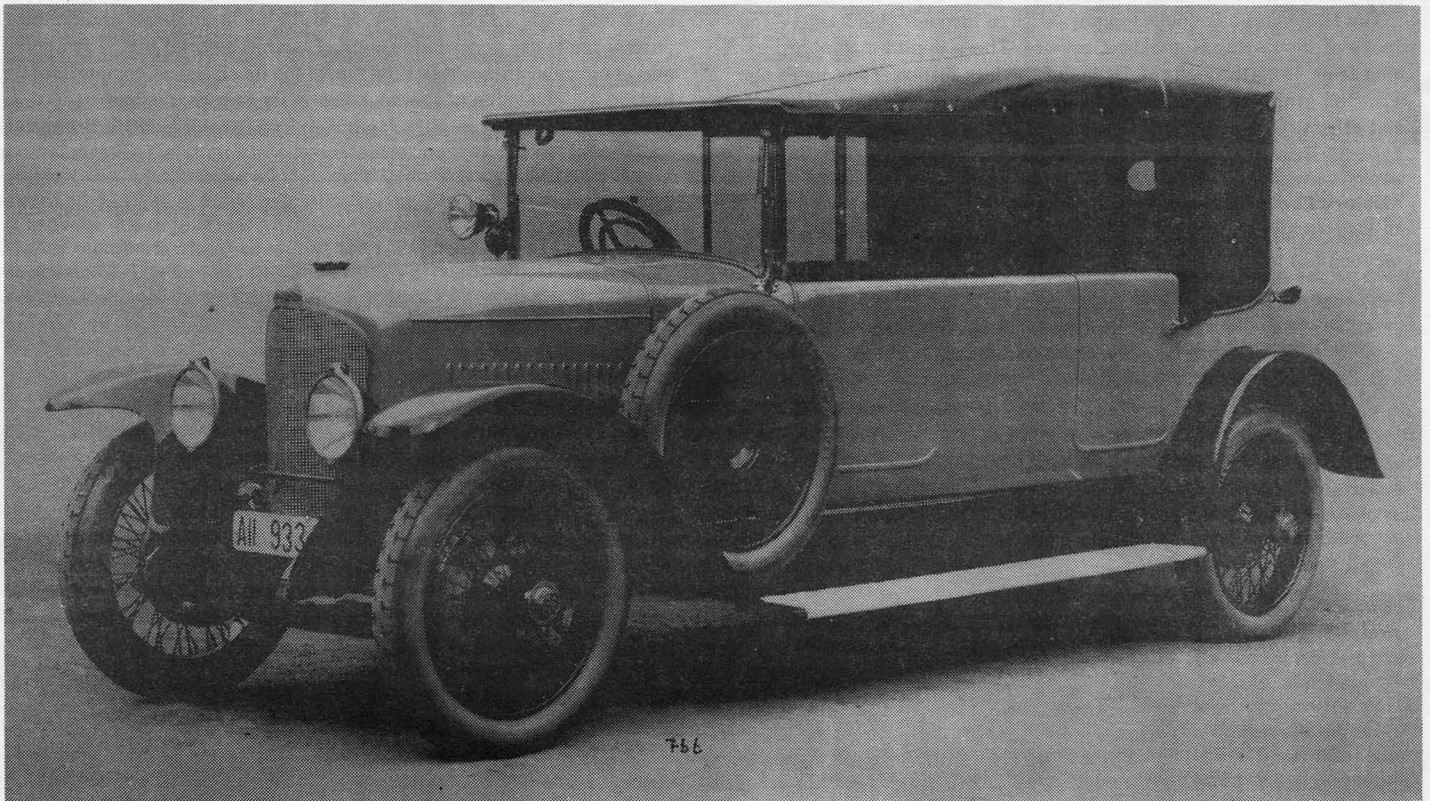
Griffith Borgeson

#### Mystery Photo Section.

Both Mystery photos this month come from George Dragone. The victoria top touring is an S.G.V. and the limousine is a Frayer-Miller,

questions are, for both, who did the coachwork? and what year and model are they?





# NEWSLETTER

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