

# THE JOURNAL

OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

Sept.-Oct. 1983

ISSUE NUMBER 86

## Wisconsin Chapter

The 'Spark', the official publication of the Wisconsin Chapter continues to be issued on a regular basis, with Bill Cameron as editor. Issue #16 reports of the May Board of Directors meeting held in Milwaukee, and continues a feature on some little known automobiles built in Wisconsin. Brief histories are given of the Ballard, Doman, Radford, National, TMF, Harding, Harris Six, and Zeibell automobiles. A report is also given of a trip to the Reynolds Museum in Canada by Bill Cameron.

## NEWS ITEMS

Keith Marvin and Arthur Lee Homan are currently working on a research program in conjunction with the Harvard University Graduate School of Business Administration. Ralph Dunwoodie has also been involved in this project.

## The Sheet Music Exchange

Automotive subjects are being covered in this magazine that is aimed at collectors of all kinds of sheet music. They note they hope to have information on sheet music that had motorcycles as their subject in future issues. It notes the Antique Automobile and editor William Bomgardner for the use of some of the material in their article on automobile related sheet music. This is a dandy publication, so if you like sheet music, or want to read more about automobile related sheet music contact The Sheet Music Exchange, P.O. Box 2136, Winchester, Va. 22601.

## Whitman C. Daly Remembers

I began working for Everitt Bros. on June 8, 1921 and the first body which I slushed was a Maxwell touring — the second was a Saxon touring and the third was a Chalmers coupe. I will always remember this even though I can't recall the fourth one. The term *slushing* was used to describe the brush painting, by hand, of all the exposed wood and metal interior surfaces after the trim (upholstery) was completed and before the final coat of varnish was applied. You will notice that the body numbers were low as the first Rickenbacker body was built in January 1922. I might add, that slush was a cheap grade of black asphaltum enamel with a medium gloss — a by-product of petroleum.

I might also add that the girl I married nearly 57 years ago was born and brought up in Detroit and her name happened to be Virginia Elizabeth Lewis. When she was young, she lived with her widowed Auntie in Detroit who owned a Detroit Electric automobile. Virginia says that she was around ten years of age when she first remembers that when her aunt drove the electric car home and put it into the garage, she (Virginia) would take the electric cord which hung from a rheostat inside the garage and plug it into the car to re-charge the batteries. Auntie had her driver's license renewed at age 87. She replaced her Detroit Electric car with a Packard straight-eight coupe. We often rode in it — it surely was a great automobile at that time. (Editors Note: Mr. Daly related some of his life experiences in the automobile industry in an earlier issue of the Journal also).

## Several Questions

by Darwyn Lumley  
#755

First let me explain that as a member of SAH I am not certain if my perspective on things is the same as other members. The reason is that though I am a life-long auto enthusiast, I am also a professional social scientist. I started out to be a historian, but I grew tired of the statistical records regarding which party had won which congressional election and by what percentage. I always was interested in the reasons the voting proceeded the way it did, and the way in which people thought, sang, danced and talked in a given period of time. Had there been social history instead of what was the history of politics, I might have stayed in the field. Instead, I branched out into related areas and I am still learning. So, while I admire the auto writer who can tell me if a particular model had a bore and stroke somewhat larger than the same model of the previous year, that isn't my cup-of-tea. I read such information, I know it is important to have as a record but I always want to know why. Or, what practical difference did the change make?

With that as a sort of beginning, let me raise a question or two for you to ponder, for I am interested in the knowledge and perception of fellow SAH members.

My first question is about regional differences within four nations of auto manufacturers. Although I am not certain that it is totally true, let us assume that Great Britain, France, Germany and the United States all have definable national cultures. Despite the national differences, it seems that each has had one historic fact evident, that of a consolidation of auto manufacturing from the early 1900's to now. That is, at the turn-of-the century, and for some time thereafter, there were many small auto manufacturers located throughout each of the four nations. And, over the past eighty-three years, in each nation, the number of manufacturers has decreased to such an extent that SAH members probably can name them all. That, of course, would not have been possible forty years ago. (There is no good reason for excluding Italy from this example, just in case you are wondering.) What are the reasons behind the decreased number of auto manufacturers? There are many, and most of them relate to economic factors, business practices, and the rise of national markets. But, car fans, had you thought that at the same time that the number of manufacturers was decreasing, they were also locating in particular regions of each nation? So, you say that is no great revelation as the regional domination for the Great Lakes area, in the U.S. as an example, was due to the supposedly natural connection of iron ore, coal and water transportation. That is, the iron ore from Minnesota and the coal from Pennsylvania and nearby areas could be shipped easily and inexpensively to the same port of Detroit. Supposedly, the same type of rational response was made in each of the industrialized nations that has manufactured autos over the past eighty-three years.

I really have not reached my questions yet but get ready, here is the first. Is it possible that the various auto manufacturers now gone represent the losers in regional power struggles? Have we witnessed Detroit vs. Buffalo (or, Indianapolis, Toledo, Auburn, etc.), or Molsheim vs. Paris, the Midlands vs. London, and so forth. I raise this question for a number of reasons. The first reason is quite evident, regional power struggles have taken place and are well-

documented in each nation. In the U.S., for example, we had a very bloody war over the issue of regional power from 1861-1865. Germany went through a number of wars, over the same problem, which resulted in the creation of the nation in 1872. There isn't any need to list the history of each nation to make the point, but it is possible to do so. The second reason for my question is involved in the supposed natural relationship that Detroit possessed. Why is it that water transportation is less expensive than any other, such as rail? The answer is that political decisions, made by the majority or those who had the power, determined that one form of transportation would have an advantage over the other. The reasons for making such a decision might have been beneficial to the nation as a whole, or not, but there is no natural reason why the creation of dams, locks and other waterways is considered a public expense while the building of railroads was accomplished as a private venture, even if done oftentimes at public expense. The third reason I have raised the issue of regional power struggle is that we are in the midst of one currently in the U.S. The so-called "sun belt" seems to have the power at this time and the older industrialized regions are now on the losing end. I am not attempting to raise the issue of a conspiracy of some type, either now or in the past. What I am attempting to do is to ask if we, as members of SAH, have thought about the information we have in such ways as to discover its meanings.

My second question follows the first in logic, I think. Is the current problem of U.S. manufacturers a result of the continued regional power struggle? Where are the centers of power, in the U.S. in relation to style, fashion and trends? I believe that the east and west coasts tend to occupy the centers just listed. Where also are the centers of population, the board rooms, and the leaders of technical change? Has Detroit been behind in the thinking of the opinion leaders in the "Sun Belt" and New York City? Regions do differ from one another, despite the homogenization resultant from the influences of television and the movies. And regions do have interests that are often in competition to those of other regions. Which leads to my final question. What, if anything, has been written about this perspective?

Of course I would not have raised the questions if I did not think there was some merit in them. But I am interested in your considered responses.

## Letters

From: *Walter M.P. McCall, 2281 Victoria Avenue, Windsor, Ontario, Canada N8X 1R2.* The "Mystery Photo" in issue #85 of the SAH Journal is a builder's photo of a Knox Combination Hose and Chemical Car built by the Knox Automobile Company of Springfield, Mass. The apparatus shown was delivered to the City of Brookline, Mass. in about 1910.

Knox was a pioneer manufacturer of motor fire apparatus in the United States, motorizing many fire departments in the Northeast at a time when a number of major cities were still using horses. The company, founded by the famous Colonel Harry A. Knox in Springfield in 1898, introduced its first auto fire engine — a two-tank straight chemical car — in 1906. Industry giant American LaFrance of Elmira, N.Y. did not formally enter the motor fire apparatus field until 1910 (although the company built at least one experimental chemical car on a Packard chassis in 1907 and several combination hose & chemical wagons on Simplex chassis in 1909), while rival Seagrave, of Columbus, O. marketed its first motor fire engines in 1907.

Knox' home town of Springfield boasted one of the largest fleets of early motor fire apparatus in the U.S. By 1916, when most other cities still relied to a great extent on Old Dobbins, the Springfield Fire Department boasted a fleet of 34 motor fire apparatus, of which 24 bore the distinctive Knox script. Very early Knox fire engines were equipped by the Combination Ladder Co. of Providence, R.I. Knox was reorganized as the Knox Motors Co. in 1919 and went out of business four years later.

Brookline's Knox is lettered "Combination A". The equipment box mounted below the running board was a distinctive feature of Knox fire engines.

From: *Victor Johnson, 630 Valley Ave. N.W., Grand Rapids, Michigan.* You may be interested to know that George E. Matthews passed away on August 7th. The Matthews family built the Jackson car in Jackson, Michigan. I do like to read the stories and lives of automotive pioneers. I enjoy tracking down the places and buildings where the vehicles were made also.

From: *LeRoi Smith, Iola, Wisconsin 54990.* I don't know what that high wheel vehicle is in Journal #84, but be advised that we had one in rather decent restorable condition at our just completed Iola show. It sat on a trailer in the car corral, but owner didn't know what it was. Good restorable restoration project, however.

From: *Max Gregory, "Beltana", RMB 8825, Drouin South, Victoria, 3818, Australia.* Apropos of Marshall Nauls' queries relating to the testimony of Mr. Francis M. Tierney on Chrysler assembly in Ireland, perhaps the following notes may be of some help, if only in respect of the r.h.d. examples.

In Note (3) he questions the mention of "certain Far Eastern Countries". I think it likely that places like Australia and New Zealand would be far enough East to fill the bill, particularly as the Depression-inspired protectionist laws and import duties then coming into force made local assembly almost mandatory for economic operation in the popular price bracket.

Note (5) is certainly correct if Mr. Tierney's passage in interpreted literally, but I suggest that he has made an unfortunate choice of words to describe the fact that the Canadian factories of the U.S.-based concerns, which had been the sole source of r.h.d. units and packs, due to the British Commonwealth Preferential Tariffs, began phasing out r.h.d. production during the 1960's. By this time Australian operations, which were r.h.d. anyway, were generally capable of supplying this dwindling market for export r.h.d. vehicle and C.K.D. packs. Although I have no specific details to hand on Chrysler's activities in this regard, it is nevertheless true that the buyers of "big American cars" in London, for example, were being offered Chrysler Valiants and Ford Fairmonts from Australia. By



**Editor**  
Walter E. Gosden  
**Art Director**  
John M. Peckham

**Editorial Office: SAH Journal,**  
197 Mayfair Ave., Floral Park,  
Long Island, NY 11001

**Publication Committee**  
Beverly Rae Kimes, Chairperson  
George B.P. Ward, Jr.

Walter E. Gosden  
David L. Lewis  
Frederick D. Roe

The SAH Journal published  
six times a year by The Society of  
Automotive Historians Inc.

Copyright 1983  
The Society of Automotive  
Historians Inc.

### SOCIETY OF AUTOMOTIVE HISTORIANS' OFFICERS 1983

#### PRESIDENT

David L. Lewis  
2588 Hawthorn Rd.  
Ann Arbor, MI 48104

#### SECRETARY

Charles L. Betts, Jr.  
2105 Stackhouse Dr.  
Yardley, PA 19067

#### VICE PRESIDENT

Keith Marvin  
P.O. Box 839  
Troy, N.Y. 12181

#### TREASURER

George B.P. Ward, Jr.  
c/o Maryland National Bank  
P.O. Box 987  
Baltimore, MD 21203



about 1970 Australia had become, for G.M. at least, the only source of r.h.d. "American" cars which led to the appearance of the Chevrolet Constantia (spelling suspect!) which was the Holden Statesman with the 350 cu.in. V8. Chevrolet script and bow-tie, for sale in such places as South Africa, Singapore, Jamaica, New Zealand and other r.h.d. Commonwealth countries. Mazda, incidentally, when they made an attempt at a big car, took the Holden HQ series body and running gear and fitted it with their rotor engine, calling the result the Roadpacer.

**DEUTSCHE AUTOS 1920-1945 — Alle deutschen Personenwagen der damaligen Zeit**, by Werner Oswald. Motorbuch Verlag, Postfach 1370, 7000 Stuttgart 1, West Germany. Hardcover, 7 x 9.5 in. 542 pages, 899 black and white photos. Price DM 58, payable by bank draft or international money order.

As the title and sub-title indicate, this volume covers all of the German passenger cars of the period 1920 through '45. It takes its place among the more important basic reference works of world automotive literature. Engineer Werner Oswald, along with being one of present-day Germany's most prolific automotive writers, also happens to be one of the very best. This well-produced book of his can be regarded as a *marque-by-marque* encyclopedia for the quarter-century in question, but it goes farther and deeper than that.

Its first 400 pages are devoted to what the author classifies as "the major German passenger-car makes". There are 40 of them, and some are obscure indeed to the foreign reader. The obscure makes are very adequately dealt with, while the coverage of such real majors as Daimler-Benz is outstandingly thorough.

Next, 30 pages deal with foreign makes which were offered on the German market at the epoch, these being Citroen, Ford, Chevrolet, Buick, Cadillac, and NSU/Fiat. In another 29 pages the bevy of mini-cars made in Germany during those years is sorted out. Austrian (Austro-Daimler, Graf & Stift, Steyr) and Czech (Tatra) makes occupy the next 34 pages. Another section of the same length covers an enormous list of German coachbuilders. Finally, there are several pages of useful appendices, plus a good index.

The amount of research that this book represents is overwhelming, and one has to wonder what sort of organization the author must have at his disposal. Areas in which the work transcends the character of an encyclopedia are in (1) its extremely detailed technical data tables and (2) its tables of retail prices and of production figures. In many cases the modesty of the latter will come as a revelation to most foreign readers.

*Griff Borgeson*

**THE BEST OF OLD CARS: Vo. 4.** 552 pages. Profusely illustrated. 15½" x 10½". Soft covers. OLD CARS WEEKLY (Krause Publishing), Iola, Wis., 54990. \$9.95.

Here is it, folks, the latest in Krause's ongoing series of the highlights published in two years of OLD CARS WEEKLY, in this case 1981 and 1982. And although it is probably unnecessary to explain what this is all about, it is a collection of the outstanding material published in 104 weekly issues of OLD CARS WEEKLY.

By 'material', I mean virtually everything categorically which has appeared except the classified ads which, being dated, would be of little use anyway. But within two covers there is a rich abundance of feature articles, numerous columns by outstanding writers in their respective fields, restoration tips, question and answers on just about anything automotive, technical material, events of auto clubs, book reviews and lots more. The title implies that the "best" material has been carefully culled out for inclusion, but as far as I can see, most of almost everything seems to have gotten in. This view may be tempered by the fact that the material which interests me the most seems to have gotten full play, more or less.

However, I should include a word of caution. Many of us who regularly read OLD CARS WEEKLY — perhaps most of us — are prone to save our copies week after week if we don't take each one and clip wanted material from it when it first arrives. THE BEST OF

OLD CARS assures us of MOST of what we like most, properly printed and properly indexed and makes it advisable upon its acquisition of cleaning out the cellar and tossing our loose copies out.

This is fine and dandy except that now and then, there will be an article in an original issue which has NOT been included in the compendium. My advice: Get this volume and then check its index against your loose copies. If one or more have not been reprinted, it is a simple matter to take your scissors, clip and file the coveted item and throw away the rest. Or you can have a real ball with the scissors and clip out all those articles you like and have duplicates on hand. Not a bad idea either.

This is a bargain for nearly everyone and has got to be one of the best prices around for the material received. I wouldn't want to be without this set and neither should you. The beauty of it is that the three earlier volumes are still in print and available from the folks at Iola.

*Keith Marvin*

Vintage Lorry Album No. 3, edited by Nick Baldwin, 96 pages, hardcover, 8½ x 12. L 7.95, Published by Frederick Warne Ltd. 40 Bedford Square, London, WC1B 3HE England. This book is broken down into thirteen chapters. It tells of current restoration and preservation projects of early lorries (trucks to you mate!) and also tells the story of various truck builders, dealers, etc. It is very well illustrated with numerous black and white current and period photographs. Many different makes of vehicles are covered in this book, so there is something of interest for everyone. If you love old lorries this book is one for you.

*W.E. Gosden*

World Cars 1983, 1100 photographs, 440 pages, 9½ x 11, three indexes. \$39.95 plus \$2.45 postage. Herald Books. Publishers. P.O. Box 17, Dept. 30, Pelham, New York 10803. This encyclopedia of 1983 automobiles of the world is the 22nd annual edition that is edited by the Automobile Club of Italy. This edition continues to maintain the high standard that previous years volumes have set. It is a quality reference book of the current automobiles offered on the world market, three excellent indexes are also included. Simply put, it is the best book available on the market today that gives the best detail on the 1983 automobiles.

*W.E. Gosden*

### Book Review

**UNIC — passe avant tout**, by Dominique Dubarry, in French. Published by Jacques Grancher, 98, rue de Veugirard, 75006 Paris. Hard-cover, 9.75 x 11 inches (22 x 28 cm), 144 pages, 217 black and white illustrations. Available in UK from Albion Scott (T&CC please check price). American purchasers may order from the publisher via International Money order for 143.10 French francs, which includes shipping charges.

Georges Richard and his younger brother Felix-Maxim, better known as Max, were sons of a successful inventor. With the comfortable capitalization of half a million gold francs they founded the Georges Richard bicycle factory at Puteaux in 1893. The articles of incorporation foresaw the construction and sale of automobiles. The first George Richard car participated in the historic Paris-Dieppe race of 1897, wherein Max finished 11th out of a field of 16 in the two-seater category. This was the beginning of a rapidly evolving racing success in 1904 and '05. Much credit for this achievement was due to the design genius of Henri Brazier, who left Mors in 1901 to join Richard in the creation of new machines which bore the name of Richard-Brasier, as well as of passenger cars and a range of utility vehicles.

In 1906 Baron Henri de Rothschild entered the firm, bringing a couple of million francs of fresh capital. The name of the company

remained unchanged, while the marque name of both cycles and cars was changed to Unic. The product line expanded to include large cars, buses, and trucks. The quite handsome passenger-car line died out in the mid-'30s, but Unic commercial vehicles of all sizes continued to be among the leaders on the French home and export markets. During World War II the company added a line of military half-tracks to its output.

Henri (Enrico) Pigozzi, founder of Simca — a sort of French branch of Fiat — took over Unic from the Rothschild interests in 1949. In '52, Unic became officially the truck division of Simca, creating what has been called "the Suresnes-Turin Axis," Suresnes being Simca's base, adjoining Puteaux. Agnelli management of course then entered the picture. In 1975, Fiat took over the Deutz truck division of Germany's Klockner-Humboldt-Deutz which, with its other properties, gave it a potential of about 20 per cent of the European market. This new constellation of companies was given the name IVECO, for Industrial Vehicle Corporation, and it includes OM and SPA in Italy, Deutz in Germany, and Unic in France. Unic makes the engines of 200 to 300 horsepower for the entire group.

This book's remarkable historical sweep is reflected in a table of technical data which covers all or most of the models involved from 1897 through 1975. Until now, most of its historical content — written and photographic — has been very difficult to find. Author Dubarry, a well-known authority on French and Italian automotive history, has filled an important gap in the literature.

*Griffith Borgeson*

#### Research Column

WANTED — Information on sales or registrations by makes of trucks, one ton or larger in the province of Alberta, Canada, prior to 1946. Data on Canadian sales or other provinces may be helpful.

Information on the REDCLIFF truck, which was manufactured in Redcliff, Alberta in 1913-1914. Also on predecessor companies, Red Wing truck, Red Wing, Minnesota, and Wallof Motor Co., Minneapolis. Or on E.G. Wallof, President of Redcliff Motors Co. Ltd. Vernon F. Elliott, 572 4th Street, N.E. Medicine Hat, Alberta, T1A 7L4, Canada.

Want to contact persons who presumably have information on the oral interviews of Charles Brady King in connection with the Nevins study of the Ford Motor Company. Sinclair Powell, 8 Ruthven Place, Ann Arbor, Michigan 48104.

Information wanted: Was the 2 cylinder Crest motor ever offered in the Crestmobile car? Jim Harrigan, 4036-55th St., Des Moines, Iowa 50310.

Wanted: information on Denmo truck and Denneen Motor Co. of Cleveland, Ohio that were absorbed by the Grant Motor Car Co.; also any information on the Walker engines also made in Cleveland. Victor Johnso, 630 Valley Ave. N.W., Grand Rapids, Michigan.

Wanted: information pertaining to Earle C. Anthony Packard Distributor for California, his dealerships 1904-1962, and his companies: Western Motor Car Company 1904-1915; California Motor Company c. 1910-1915; Earle C. Anthony, Inc. 1915-1973; The Anthony Corporation 1925-1928; and Anthony Investments 1924-1925. Stuart R. Blond, 7050 Owensmouth Ave., Canoga Park, Ca. 91303.

#### Classified Ads

FOR SALE — Complete set Automotive Industries from Feb. 21, 1931 through 1954, plus big annual issues for 1923, 1924, 1928, 1929 and 1930. Plus following — accumulative indexes for years 1921 to 1937, a total of 43 assorted issues from 1903 to 1924. Total near 1,000 pieces and excellent original source of information for automotive historian. Sell all for \$1,000 plus transportation. — Menno Duerksen, 194 S. Greer, Memphis, Tenn. 38111.

PHOTOS WANTED — I am looking for factory photos (mostly inside shots) for a pictorial essay of automotive assembly plants. The purpose is to show how the factories looked and how cars were built. Would like a little information about the photos but will accept photos with no info. Will rent, purchase, swap or whatever. Also looking for assembly line photos of workers applying lead to body seams or any information concerning lead working and lead products. And if you know of any factory with tooling for any pre 1970 auto part (especially trim items), please contact T.N. Cowan P.O. Box 900, Alvarado, TX 76009 (817) 783-8150 or 783-8519.

WANTED: Mercedes, Benz, and Mercedes-Benz sales catalogs, owners manuals, parts books, photographs, magazine articles, road tests, and related material for pre-1945 vehicles. Will trade or buy items needed. Paul Dauer, Box 2670, Chicago, IL 60690.

Wanted: any issues of Cooper's Vehicle Journal and Morot Body Building and Vehicle Construction (both British magazines) and any issues of Autobody magazine (1921-1931). Walt Gosden, 197 Mayfair Avenue, Floral Park, New York 11001.

Need any photographs taken of the display the Derham Body Company had at the 1930 custom Body Salon in Chicago and New York. Walter Gosden, 197 Mayfair Avenue, Floral Park, N.Y. 11001.

**Mystery Photo Answers:** A number of members came up with the proper identification of the fire truck in Journal #85. Besides Walt McCall (see letters section). Robert Myers and Walter MacIlvain also identified the Knox Fire engine. Walter MacIlvain also noted in Journal #84 the limousine was a 1909 Matheson, 4 cylinder, priced when new at \$5,500. Ralph Dunwoodie also identified the Matheson.



**Mystery Photos:** Both of these photographs were loaned by Donald J. Summar, any information anyone?





Hayden Shepley sent in the two photographs below earlier this year noting "Here's some factory photos I've had since new but only discovered recently while looking thru my catalogs for other cars "The Frazer sedan dates from 1947, and the PR release attached

notes the car was styled by Howard A. Darrin. The Willys-Overland Motors, Inc. released the photographs of the jeep on July 19, 1945 and noted it was "especially adaptable for peacetime pursuits".

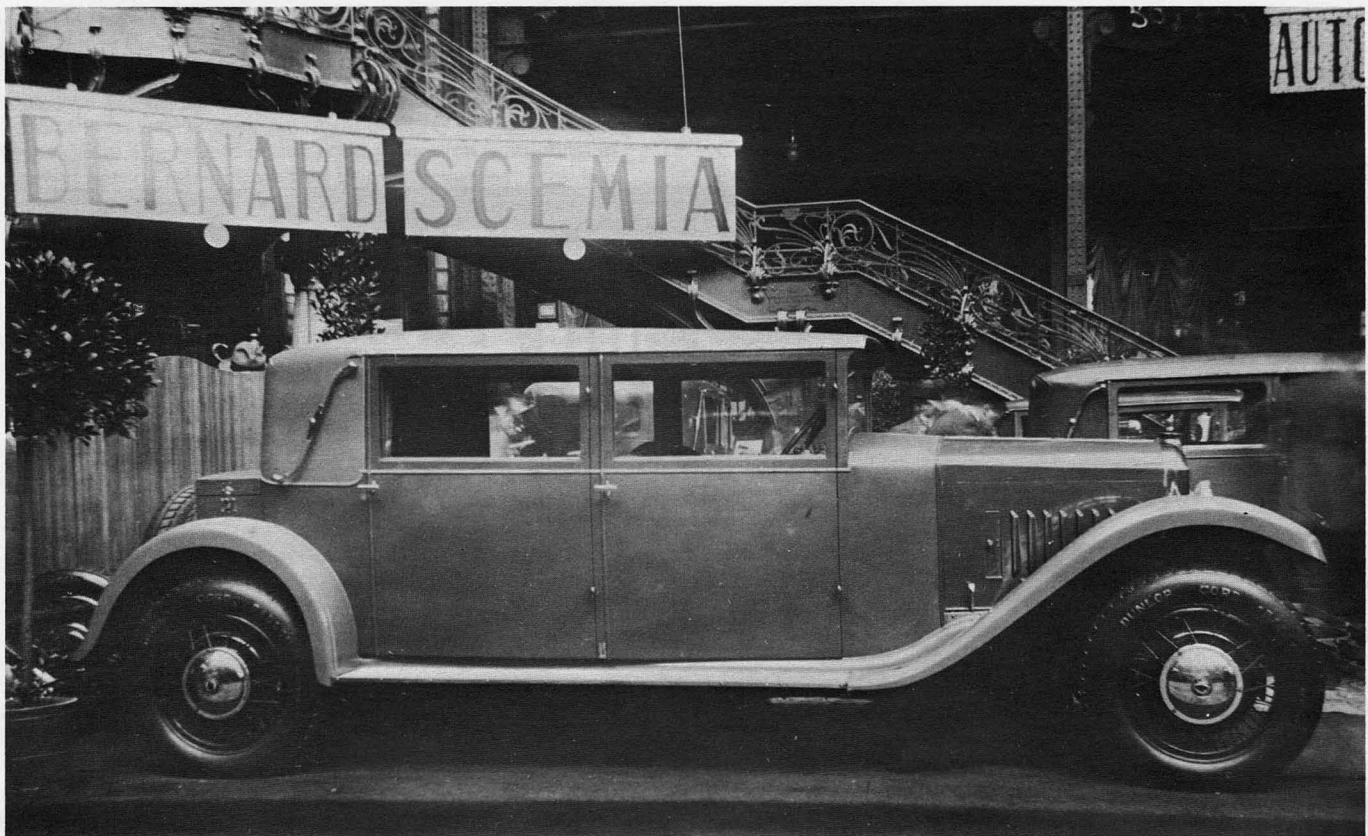




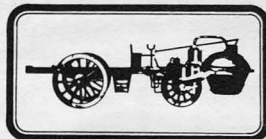
These two photographs as well as others were rescued from the trash basket from a Hempstead, L.I. New York Cadillac dealership recently. Automotive history is being made currently, as it has been for over a century in the USA. The photos were being discarded as the new owner of the dealership thought the subject matter was "to

new" to be of interest to "antique car collectors". The photos were taken over thirty years ago at the debut of the new Cadillac line for 1953. It pays to check with your local dealerships for material, you may have a treasure trove of material for the asking, because some people consider it useless junk.





**Period Photograph:** This photograph was taken at the Paris Salon, and is of a 1927 Cottin-Desgouttes Sana Secousse'. It was the 4 cylinder, 12 CV model that had independent springing for each wheel. Photo from the collection of the editor.



# THE JOURNAL

OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

**If Undeliverable do not return**

**Editorial Office:  
197 Mayfair Avenue,  
Floral Park, New York 11001  
U.S.A.**

Sept.-Oct. 1983  
Issue Number 86

**Bulk Rate  
U.S. Postage  
PAID  
Fairfield, Conn.  
Permit No. 72**