

THE JOURNAL

OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

November - December 1983

Issue Number 87

Editorial

It is with mixed emotions I write this editorial. It was an absolutely super annual meeting and banquet we had at Harrisburg, Pennsylvania. There was for a while literally standing room only. We had 119 people in attendance, with people coming from Canada and England as well as many of the states in the USA. The enthusiasm was tremendous, and the auction was great too. Its proceeds will help fund our publications. It was really nice to see a number of members back at our annual meeting who have not been there in a few years; Mike Lamm, Bruce Ledingham, just to name a couple. The chance to discuss all kinds of vehicles with such a wide variety of people who have such broad interest ranges is just wonderful. We do appreciate the members and publications that supported the auction with numerous contributions, and who were there with us to bid on the items. All of the major publishers and editors were there with us. It made me proud to be a member of the SAH.

The sad note is that a dear friend and SAH supporter and director is dead. Michael Sedgwick will be missed tremendously. He was a researcher and writer of excellent ability. Automotive history has lost one of its best friends, as have we all.

Walt Gosden

NOTES COVERING OCTOBER 1983 MEETINGS

The Board of Directors meeting was held Thursday evening, October 6th, at the Marriott Inn, Harrisburg, Pa.

Treasurer George Ward reported a deficit of more than \$3,800, due primarily to increased publication expenses.

Secretary Charles Betts reported membership now stands at 453, with 59 new members enrolled between October 1982 and October 1983.

The Brigham Press was authorized to begin printing future copies of *The Journal* and *Automotive History Review*. A 1984 Membership Directory is planned.

George Dammann emphasized the need for all Board members to be present at meetings of the Board of Directors.

It was reported that some members never received a ballot; therefore it was decided to mail future ballots individually and separately.

The annual dinner meeting was held Friday evening, October 7th, at the Marriott Inn, Harrisburg, Pa. President David Lewis presided as master of ceremonies.

John Conde read a letter of congratulation from Roger Smith, GM Chairman of the Board, addressed to Helen Earley, Archivist, Oldsmobile Division, and David Lewis presented the James J. Bradley Distinguished Service Award to her.

Beverly Rae Kimes presented the Friend of Automotive History Award to Henry Austin Clark, Jr.

Matt Joseph announced the co-winners of the Cugnot Award: Frederick D. Roe for *Duesenberg: The Pursuit of Perfection*; and David G. Styles for *As Old as the Industry: Riley 1898-1969*. The recipient of the Carl Benz Award was Peter Helck for *Seventy-Five Years with Palette, Paintbrush and Wheels*; with an honorable mention citation to Gerald A. Wolfe for *The Selden Patent*.

Howard Applegate, assisted by George Ward and John Gunnell, was the auctioneer for books and sundry other items previously donated. The meeting was adjourned afterwards to allow members to renew acquaintances.

Respectfully submitted,

Charles Betts, Secretary

Election of Officers and Directors for 1984

President David L. Lewis and Secretary Charles L. Betts, Jr. have confirmed the report of the Nominating Committee with regard to the election of four officers (each to serve a one year term) and three Directors (each to serve a three year term) beginning January 1, 1984, as follows:

- President John A. Conde
- Vice President Walter E. Gosden
- Secretary Charles L. Betts, Jr.
- Treasurer George B. P. Ward, Jr.
- Directors David L. Lewis
Thomas E. Warth
R. Perry Zavitz

Sincere thanks is extended to all others whose names appeared on the ballot, as well as to members of the Nominating Committee for a job well done.

Chapter Reports

Southern California Chapter: Regular quarterly meetings are being held at various locations to serve the entire Chapter membership. The March meeting was held in Randy Ema's restoration shop in Anaheim, and the May meeting was held in the California Federal Building in Los Angeles. Programs at the meetings have included presentations on E. L. Cord, the Chrysler Corporation, and Carl Breer. The August meeting featured a talk by Strother MacMinn. A literature swap meet was held on October 16 at the Briggs Cunningham Museum in Costa Mesa (see SAH Journal No. 85) and a report will be in a future issue of the *Journal*. The November meeting will be in the San Fernando Valley area. The Southern California Chapter has been very active and is guided by Randy Ema, Assistant Director Bobbie'dine Rodda, and Secretary/Treasurer Bill Cannon.

The Birthplace of Speed Chapter: William R. Tuthill reports that all efforts are centered on the Birthplace of Speed Museum.

Henry M. Leland Chapter: Ron Putz reports that this chapter makes a practice of visiting historic automotive sites in Michigan. Meetings have been held at the General Motors Institute in Flint, Greenfield Village in Dearborn, and the National Automotive History Collection at the Detroit Public Library. The most recent meeting was held at the R. E. Olds Museum in Lansing. At that time the Chapter donated \$100 to the museum. The next meeting is scheduled for this fall at the Automotive Hall of Fame in Midland, Michigan.

Dues renewal notices for active members, for the calendar year 1984, were mailed the last week of October 1983. Please be advised you will become delinquent if you do not renew by December 31, 1983. Furthermore, if you fail to renew by January 31, 1984, your membership will be terminated, and your name/address will not be included in our 1984 Membership Directory.

Annual Dues, in the amount of \$20.00 in U.S. funds payable to the Society of Automotive Historians, Inc., should be sent to Charles L. Betts, Jr., Secretary, 2105 Stackhouse Drive, Yardley, PA 19067, U.S.A.

OLD TIMERS NEED 1933 PAPERS TO COMPLETE COLLECTION

Submitted by Charles L. Betts, Jr.

PATERSON, N.J. — The Atlantic Coast Old Timers' Auto Racing Club has presented more than 2,900 issues of the oldest U.S. racing paper, *National Speed Sport News*, and its predecessor, the *Bergen Herald National Auto Racing News*, to the Library of Congress for preservation on film, and is looking for a few remaining papers to complete the collection, ACOT President Roscoe "Pappy" Hough announced here.

The papers handed over to the Library include every issue of NARN/NSSN from November 16, 1933, plus scattered papers back to July 20, 1933. They are the most complete collection of any racing paper, and the only file which is available for public use in any library.

The Club is looking for some 22 issues of the *Bergen Herald* racing section between April 1933 and November of that year, and better copies of the March 15 and 29, 1934, papers, according to Gordon White, who has headed the project for ACOT. White said he believes veteran racing drivers, car owners, and fans did save the earliest *Bergen Heralds* in 1933 and he is optimistic that someone may offer the missing papers on loan to be microfilmed by the Library. He can be contacted at Box 3067, Alexandria, Virginia 22302; (703) 836-2922. All papers will be returned in the same condition in which they

are received, White said.

So far more than 20 individuals and the Indianapolis Speedway Museum have contributed to this project. ACOT members restore vintage American racing cars, which they exhibited at 17 running shows during 1983.

Obituary

**MICHAEL SEDGWICK
1926-1983**



It is with great sadness that we announce the death of Michael Sedgwick, eminent English automotive historian, author and columnist, who died of a heart attack at his desk in Midland, West Sussex, on Friday, October 14th. Michael, 57, had been a member of the Society of Automotive Historians since 1975 and was one of the most prominent and prolific writers of automotive history in the world, in his own or any other time.

Michael was born March 20, 1926, and was educated at Oxford University from which he received his Master's Degree. A book publisher from 1948 through 1954, he taught school in Kent and Gloucestershire from 1955 to 1957. In 1958 he became curator of the Montagu Motor Museum (now the National Motor Museum at Beaulieu) where he remained until 1966, when he turned to free-lance writing. Since that time he had written a dozen books, co-authored others, and completed literally hundreds of articles surrounding the motor car and its history.

In addition, Michael served as co-assistant editor of the former *Veteran & Vintage* magazine from 1959 to 1979, served as a writer and United Kingdom research associate for *Automobile Quarterly*; as a book review contributor for *Car Collector & Car Classics*, a permanent member of the Classification Committee of the Milestone Car Society, and a Director of Research for the National Motor Museum at Beaulieu. He had served as a director of the U.K. Chapter of The Society of Automotive Historians since its founding in 1980, and was elected a director of the parent organization in 1982, a post he held at the time of his death. He was the historian for the Fiat Register since its foundation in 1955.

Michael also wrote for *Automobil Chronik* of Germany; *Old Cars Weekly*, *Antique Automobile* and other U.S. publications, as well as *Album Du Fanatique* in France. He was an honorary member of the Automobilists of the Upper Hudson Valley and was a columnist for its magazine, *The Upper Hudson Valley Automobilist*, having submitted 60 articles since the early 1960's. He was a consultant on car auctions to Christie's, New York and London, since 1972.



THE JOURNAL

OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

<p>Editor Walter E. Gosden</p> <p>Art Director John M. Peckham</p>	<p>Editorial Office: SAH Journal, 197 Mayfair Ave., Floral Park, Long Island, NY 11001</p>
<p>Publication Committee Beverly Rae Kimes, Chairperson George B.P. Ward, Jr.</p>	<p>Walter E. Gosden David L. Lewis Frederick D. Roe</p>
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<p>SOCIETY OF AUTOMOTIVE HISTORIANS' OFFICERS 1983</p>	
<p>PRESIDENT</p> <p>David L. Lewis 2588 Hawthorn Rd. Ann Arbor, MI 48104</p>	<p>SECRETARY</p> <p>Charles L. Betts, Jr. 2105 Stackhouse Dr. Yardley, PA 19067</p>
<p>VICE PRESIDENT</p> <p>Keith Marvin P.O. Box 839 Troy, N.Y. 12181</p>	<p>TREASURER</p> <p>George B.P. Ward, Jr. c/o Maryland National Bank P.O. Box 987 Baltimore, MD 21203</p>

Among his more significant books were *Cars of the 1930's* (Batsford); *Fiat: a History* (Batsford); *Passenger Cars 1924-42* (Blanford); *Klassische Wagen III: England/Amerika* (Hallwag Verlag, Bern and Stuttgart), and *Vauxhall* (Beaulieu Books). In addition, he had served as chief contributor to *The Complete Encyclopedia of Motorcars*, edited by G. N. Georgano (Rainbird/Dutton).

The sudden loss of this gifted, highly accurate, occasionally eccentric and thoroughly knowledgeable man creates a void amongst us who knew, liked, appreciated and worked with him toward our common goal of automotive writing. He was unique and he will be missed.

Michael's influence rubbed of on us to some degree and in this we have learned what a dedicated and true historian not only can be but in this instance most emphatically was.

Keith Marvin

Letters

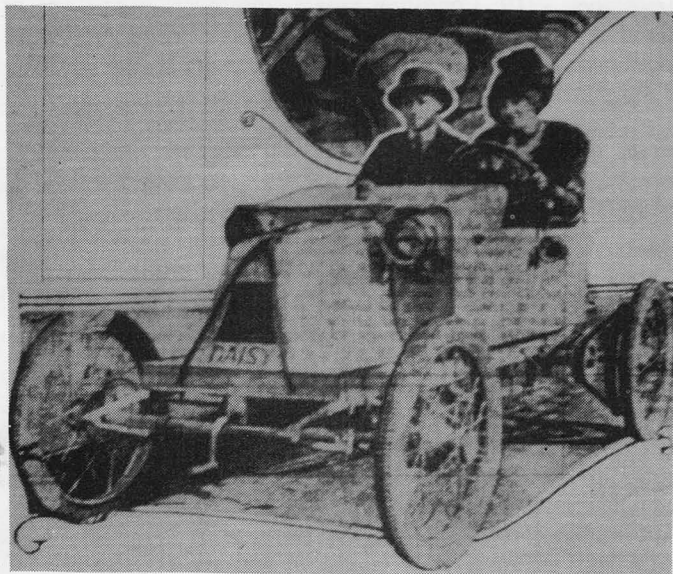
From J. H. Valentine, P.O. Box 5026, Playa del Rey, CA 90296: The DAISY prototype cyclecar was first shown in January 1914. Designed by Eugene W. Jump and Harry H. Fouch, both of Los Angeles, plans were to manufacture the car in a plant near the city limits. A \$100,000 corporation was formed, the Daisy Cyclecar Company, hoping to market the left-hand drive roadsters for under \$400 each.

The engine was a 10-horsepower, 69-cubic-inch air-cooled four, with a bore of 2½ inches and a stroke of 3½ inches. It was a T-head produced by the local Pacific Mechanical Company, Inc. Pacific was headed by Arthur Greenmayer and Alfred Hallett, who later assisted in the design of the small V-8 for the Homer Laughlin roadster.

The car's 600 pounds sat on a 95-inch wheelbase and had wire wheels and full-elliptic springs. A friction transmission and dual chain drive were used. Equipment included two gas headlights and one taillight, as well as fenders not shown in published pictures.

A few months later, Mr. Jump jumped to Eagle Motors Company, Inc., as a vice-president and superintendent of its factory. The EAGLET cyclecar, of somewhat similar dimensions but a differing drive train, was soon being produced. Nothing further developed of the Daisy venture.

The *Journal* has been very interesting, and I expect all appreciate the regularity of its appearance.



From Keith Marvin, Village One Apts., Apt. A-13, 587 Broadway, Menands, NY 12204: In regard to the high-wheeler Mystery car, I don't know what it is but can tell you it has a 1910 Ohio license plate and that may be a clue. It has been my experience that in the case of high-wheelers, they generally, although not always, were sold in the immediate vicinity of their manufacture and this might help the more erudite scholars in the field. Hope so.

From Robert Scoon, 1624 Perkins, Arcadia, CA 91006: The July *Journal* speaks of the loss of the Peerless company records. They have not been lost. After much sleuthing and use of my librarian's memory I have finally tracked them down to the Detroit Public Library. They went there in 1946-47 from the Cleveland Public Library which did not want them. To this date the Crawford Museum has shown little interest in them either. I believe they are still uncatalogued, hence do not appear in the publications catalog.

Mr. Marvin's reference to the Barley company again digs up the Earl car in my memory. Some years ago I did a definitive reply separating Barley from Earl. Seems Mr. Earl committed suicide when things got bad. Someone could do a most intriguing article on famous automotive suicides and murders. Walter White was killed on his way to work, and the Model A Ford got safety glass because Ford's chief engineer was nearly blinded by flying glass.

From Elliott Kahn, P.O. Box 869, Clearwater, FL 33517: Your *Journal* Issue No. 85 reached me not too long ago, still need to read all of it, but looks like some nice items in it. One thing that I do not see there on the Bucciali is that there has been a replica made much more recently than 1952, and it was even shown at the Anaheim auto show last year. A brochure was presented to the many people who saw the vehicle. The car is owned by a Mr. Tishman and was built to his order. It has been written up in many publications in the past couple of years.

In years of late, I seem to see about four Mexican license plates per year, and saw my third one yesterday. The make of car was a LENZA, which marked the 215th brand of passenger car I have spotted this year so far, and which I imagine is also a Mexican brand. Tell me what issues of SAH publications have noted any of the myriad recently-made brands' existence, or will leave anything for those who follow us to learn from our contemporary brands, as well as the brands of the early years?

(Editor's Note: I would be only too glad to publish a list of contemporary makes of cars IF I was sent one. I cannot publish what I do not have. I would welcome a list, Elliott, with locations of manufacture, if you or anyone else would care to submit one.)

From Richard Brigham, 1616 Park Lane, N.E., Marietta, GA 30066: How many of our members who reside in the southeastern states would be interested in forming a Southeastern Chapter of the Society of Automotive Historians? Florida already has a chapter ((The Birthplace of Speed Chapter, at Daytona), but to date no group has been formed to include our members who reside in the rest of the southeast.

Although today the only important producers of motor vehicles are the assembly plants of the Detroit giants, the southern states have contributed something over 150 names to the rosters of former auto manufacturers. Research into the history and affairs of these companies has been largely neglected, while the doings of hundreds of small automobile builders in the northeast and midwest have been thoroughly documented.

To anyone interested in such a chapter, please write to me at the above address. Perhaps a few of us could get together at some central point early in 1984 to discuss the matter.

The Railsbach cyclecar surely belongs to the obscure class. As far as is known, only one contemporary mention of it exists (*The Automobile*, January 15, 1914, pages 172-173).

From this article we learn that this friction-driven, 36" tread, four cylinder car, having a water-cooled motor (2¾" bore by 4" stroke) had a displacement of 92.52 cubic inches. The car was driven by side belts to the rear wheels and had tires of 30" by 3" all around.

This same article states that the builders of the Railsbach made their own carburetors, which surely is extremely difficult to believe when one considers how small indeed this firm was.

Two body styles supposedly were produced; a combination tandem side-by-side listing at \$350 and a delivery seating two at \$375.

Virtually nothing is known concerning the life of L. M. Railsbach. He is listed as "L. M. Railsback (sic)" in the 1914 City Directory of Saginaw. According to that publication, he was then a "Draftsman for Valley Boat & Engine Company" of Saginaw. It is certain that in the 1914-15 period the latter firm produced the Saginaw Cyclecar, so perhaps Railsbach produced his own vehicle as a sideline, in addition to working for Newell Barnard who managed the Valley Boat & Engine Company. No residence is listed for Railsbach; likewise his firm is not listed. Again in 1915 he is listed but with no residence or occupation given. Evidence seems to indicate that the Railsbach was produced only for the model year 1914.

As far as is known, no Railsbach cars exist; likewise no pictures, advertisements, stationery, hubcaps, et cetera, are believed extant. Just how many were built is uncertain, yet it is probable that few ever were produced.

Anyone having further information on this marque is invited to communicate with this compiler: Ronald J. Putz, 201 Salzburg Avenue, Bay City, Michigan 48706-5317.

Editor's Note: I have a magazine in my library titled *Cyclecar & Motorette*; its date is February 1914 and it is Volume One, Number Four. It is a well-written magazine and, as the title indicates, devoted itself to news of cyclecars. It has reports of both the New York and Detroit shows of cyclecars; the Railsbach cyclecar noted by Ron Putz is not mentioned. BUT there is an article concerning the Valley Boat and Engine Company. I have reproduced the text of that article below. Could it be by February 1914 the Railsbach had changed its name to "Faultless?" Still, the question remains, were any of these cars built?

FAULTLESS HAILS FROM SAGINAW

Centralization of Driving Mechanism Noted in New Cyclecar Which Is Offered by the Valley Boat & Engine Company.

ROAD tests are now being made with the first cyclecar produced by the Valley Boat & Engine Company, of Saginaw, Mich. While no definite announcement has been made, it is probable that the car will be known as the Faultless, which name is used on the company's motor boats. It is stated that in the tests the new car has been averaging about 50 miles to the gallon of gasoline over ordinary Michigan roads, at between 25 and 30 miles an hour. A second car is now being built, to which a body will be attached, the test machine being used with chassis only.

Present plans call for the fitting of a two-cylinder, air-cooled, V-type motor, with bore of 3.375 inches and stroke of 3.875. The flywheel is located amidships, and serves also as a friction disc. In this way practically the entire driving mechanism is placed under the seats, which will be a trifle staggered, the driver being about nine inches forward of the passenger. The wheelbase will be 100 inches and the tread 36 inches. Wire wheels will be used with 29 by 2¾-inch non-skid tires.

Would appreciate any information on the names of persons involved in the Hansen Automobile Company, circa 1902, or its successor firm, the General Automobile and Manufacturing Company, circa 1903, both of Cleveland, Ohio. General was bought out by Studebaker. J. H. Valentine, P.O. Box 5026, Playa del Rey, CA. 90296.

Wanted: any period photographs and advertising (ads, promotional material, etc.) on the Custer Car built in Dayton, Ohio. Walt Gosden, 197 Mayfair Avenue, Floral Park, N.Y. 11001.

Information needed on gas-powered juvenile racer: Mfg. plate, "National Sales & Mfg. Co., Des Moines, Ia." Approximately 6½ feet long by 2½ feet wide; front mounted motor with shaft drive and differential; red and green with yellow striping; Peerless tires, 10.2 x 6.15; cast aluminum spoke wheels. What is correct motor? Anyone have a sales brochure to sell or loan?. Jim Harrigan, 4036 55th Street, Des Moines, Iowa 50310.

Wanted, for a book on the social, economic and cultural effects of the American used car from the 1920's to the 1960's: information on consumer attitudes and satisfaction, dealer sales and financing methods — anything that describes or analyzes the used-car purchase from either the buyer's or seller's viewpoint. I am especially interested in consumer surveys, newsletters or periodicals aimed at independent (non-franchised) used-car dealers, and material dealing with the sale and use of "jalopies" and other low-cost autos. James M. Flammang, 4910 N. Hoyne, Chicago, IL 60625

Classified Ads

\$50.00 finder's fee will be paid to the person who can locate and help in my successful purchase of a complete or nearly complete run of AUTOBODY magazine, published 1921 to 1931. Walt Gosden, 197 Mayfair Ave. Floral Park, NY 11001.

FOR SALE: Complete set of Der Motowagen/Automobil-technische Zeitschrift from 1893 to 1943 except for July-December 1919. Condition ranges from excellent to five or six that are only fair. Would sell for \$1,000 or near offer, or would consider mascots in trade or part trade. Joseph G. Cady, 5506 Wilson Lane, Bethesda, Maryland 20814.

FOR SALE: COMPLETE SET, FRANKLIN MINI-INGOT (Sterling Silver) CENTENNIAL CAR collection mounted in wood/glass frame, 100 pieces, cost over \$1,000, asking \$450. Also 14 kt GOLD enamel stick pin with cut-out of old French (De Dion-Bouton) race car, green enamel, set with rose diamonds, car portion about 1½ inches. asking \$800. ELLIOTT KAHN, P. O. Box 869, Clearwater, FL 33517.

WANTED: Chilton's Automobile Directories and/or Automobile Trade Directories, any issues for the years 1915, 1919, 1921, or prior to 1910 or later than 1929. Appearance and condition of covers not important, but must be internally complete and uncut with no missing pages. Also want Cycle & Automobile Trade Journal, any issues prior to 1930; prefer very early editions. State condition and asking price in first letter. All letters answered. Richard Brigham, 1616 Park Lane, Marietta, GA 30066.

**NEW MEMBERS
March—Oct. 1983**

**NEW MEMBERS
March—Oct. 1983**

Rob Drollinger 957
410 Burnside Ave.
Los Angeles, CA 90036

M. F. Rubino 958
838 Westwood Rd.
Hamden, CT 06518

Stephen Yuhas 960
160 Terrace Rd.
Levittown, PA 19056

Deane Fehrman 961
1490 Overhill Rd.
Golden, CO 80401

Paul Stimmler 962
906 Thistle Lane
West Chester, PA 19380

Robert Palmerino 963
P.O. Box 776
Middleboro, MA 02346

David Ryall 964
965 Calle Primavera
San Dimas, CA 91773

Lawrence V. Regan 965
2841 Banyan Blvd. Circle NW
Boca Raton, FL 33431

Arthur M. Lukens 966
20915 Radisson Inn Rd.
Shorewood, MN 55331

Charles E. Kauffman 967
108 James St.
Quakertown, PA 18951

Richard E. Thompson 968
30 Channing Rd.
Burlingame, CA 94010

Jeffrey W. Hansen 969
106 South Hancock, No.208
Madison, WI 53703

Kent C. Houck 970
Rt. 5, Box 689
Richland Center, WI 53581

Stephen W. Richmond 971
445 Walnut Ave.
Arcadia, CA 91006

Joel W. Eastman 972
36 Lester Dr.
Portland, ME 04103

R. P. Hilderbrand 973
9 Fox Court East
Buffalo Grove, IL 60090

James R. Bray 974
2216 W. 71st Terrace
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Phillip G. Massie 975
332 Garfield St.
York, PA 17404

Peter Blair Richley 977
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10218 Fruitland Ave. E.
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Austin Purves 979
19 Oxford St.
Worcester, MA 01609

Paul Zazarine 980
P.O. Box 517
Temple Hills, MD 20748

Robert B. Huxtable 981
2220 Raymond Dr.
Lansing, MI 48906

Len Dawson 982
3990 St. Andrews Dr.
Reno, NV 89502

William D. Scolah 983
P.O. Box 3225, Sta. D
Albuquerque, NM 87190

Ron Hickman 984
Villa Devereux
Route Orange
St. Brelade, Jersey
England

Richard Towers 985
2902 S. Halladay St.
Santa Ana, CA 92805

Edward Swain III 986
657 Brooke Rd.
Wayne, PA 19087

Paul T. Scupholm 987
15138 Woodworth
Bedford, MI 48239

James H. Cox 988
P.O. Box 15
Matamoras, PA 18336

Joseph A. Kollar 989
P.O. Box 92
North Lake, WI 53064

Peter M. Charitz 990
P.O. Box 262
Rego Park, NY 11374

Mark M. Mooney 991
20110 - 60th Ave. W. No.29
Lynwood, WA 98036

Hendrik C. Kranendonk 992
Flevolaan 22
1399 HG Muiderberg
Netherlands

Frederick M. Weber 993
410 McKinley Ave.
Washington, PA 15301

Thomas M. Crotty 994
Route 1, Box 61
Beecher, IL 60401

Helen J. Earley 995
550 Division St.
East Lansing, MI 48823

**MEMBERS RE-INSTATED
MARCH—OCT. 1983**

Albert R. Bochroch 162
P.O. Box 90
Solebury, PA 18963

Louis G. Helverson 405
1337 Herschel Place
Philadelphia, PA 19116

Richard M. Langworth 80
Putney House
P.O. Box 385
Contoocook, NH 03229

Gerald Perschbacher 920
982 Box Elder Dr.
Kirkwood, MO 63122

W. Denney Freeston 600
2765 Joel Place, N.E.
Atlanta, GA 30360

Thomas H. Brownell 637
1107 Culbertson Ave.
Zanesville, OH 43701

Robert T. Owen 451
Box 204
Fairborn, OH 45324

**ADDRESS CHANGES
MARCH—OCT. 1983**

Dan Burger 826
1049 E. Mission Rd.
San Marcos, CA 92069

Robert P. Spangler 951
109 Lou Ann Drive
Mountain Home, AR 72653

Vern N. Bethel 488
3267 West 8th Ave.
Vancouver, B.C.
Canada V6K 2C6

David Wilk 848
P.O. Box 2204
Short Beach, CT 06405

Carter W. Taylor 548
1916 Sparrows Point Dr.
Plano, TX 75023

J. H. Valentine 307
P.O. Box 5026
Playa del Rey, CA 90296

Walter C. Allen 614
1115 West Union St.
Champaign, IL 61821

Donald J. Summar 147
409 Spring Drive
Millersville, PA 17551

Karl S. Zahm 23
3226 Cardamon Court
Rockford, IL 61111

Karl Ludvigsen 92
Ludvigsen Associates Ltd.
105-106 New Bond St.
London W1Y 9LG
England

Henry W. Uhle 481
65 East 92nd St.
New York, NY 10128

Roy D. Chapin, Jr. 273
11th Floor
333 West Fort St.
Detroit, MI 48226

Address Changes continued next page

R. C. Lenz P.O. Box 580 Bloomington, CA 92316	212	George H. Dammann Crestline Publishing, Inc. 1251 N. Jefferson Ave. Sarasota, FL 33577	173	Shelby C. Applegate Box 1 Annville, PA 17003	739
E. Dean Butler 3751 Dogwood Lane Cincinnati, OH 45213	802	G. N. Georgano Kinneries Steam Mill Lane St. Martin's, Guernsey C.I. England	32	James J. Sante 560 Schooner Lane Longboat Key, FL 33548	912
Roger L. Silvester 155 N. Front St. Apt. 1301 Sarnia, Ontario Canada N7T 7V6	713	Howard L. Applegate Box 1 Annville, PA 17003	167	Stephen L. Austin Box 128 Palmyra, NY 14522	805
				Douglas A. Bakken 4801 Everett Road Muncie, IN 47302	505

Book Reviews

THE DECLINE AND FALL OF THE AMERICAN AUTO-MOBILE INDUSTRY, by Brock Yates. 6" x 9", 301 pages. ISBN 0-88015-004-1. Published by Empire Books, Inc., distributed by Harper & Row. \$13.95.

The much respected Brock Yates of *Car & Driver* magazine has written a brilliant and devastating condemnation of the Detroit syndrome which has driven 30 percent of automobile purchases to non-US-built vehicles. None of this is overplayed. Rather, it is told in an extremely interesting way, supported by generally anonymous quotations from those-in-the-know in the business. Condensed to its essence, this account blames the complacency of the heads of the car manufacturing business, principally GM, for placing emphasis on conformity to the exclusion of imagination and ingenuity. N.I.H. (not invented here) is the rule in Detroit.

The ubiquitous "bean counters," the accountants, are given a share of the blame for their short-term interest in instant profit rather than in the long term business of manufacturing automobiles. (I can personally attest to this lack of concern. In the early 1960's I was a development engineer working for a company which supplied a vital engine component. This was supplied in unfinished form to the OEM at a price of \$1.40. An improvement was made in this component which increased its probable life by a factor of two, but increased its price by \$0.05, a mere five-cent premium. The OEM was not interested in any improvement unless the price was *reduced*. This was a time when the non-functional chrome-plated doo-dads could be measured by the square foot.) For too long the "stylists" have reigned supreme in Detroit to the detriment of the product and the health of the industry.

Aside from a few typographical errors (such as the Audi 5000S having ". . . less than 109 inches in overall length . . . on a wheelbase of 105 inches ") I could not find a flaw in Yates' thesis that the Detroit moguls have only themselves to blame for the debacle which has resulted in large losses for Ford and nearly caused the demise of Chrysler. Even GM has shown greatly reduced profits, and was saved from losses only through the existence of GMAC and the GM foreign operations.

In the next to last chapter, Yates describes his choices for the ten best and worst passenger cars on the US market, both domestic and foreign. Those ex-owners of Dauphines will find no surprise in the Renault Le Car being at the top of the ten worst. Somewhat surprising is the BMW 320i on the same list as being "greatly overpriced," as well as the Rolls-Royce Silver Spur ("overpriced and frumpy") and the Peugeot 505.

The loss of a third of the US market to foreign competition is a factor which just may spur the pragmatic rulers of Detroit to modify their thinking and their methods to cope with this threat. That one-third is just not going to vanish, and will remain at that level until Motor City management changes.

FORD: 1903 TO 1984, by the auto editors of *Consumer Guide*® with David L. Lewis, Mike McCarville and Lorin Sorensen. 384 pages. More than 1000 photos including 32 pages in color. Hardbound. 9¼" x 11¼". ISBN 0-517-41443-0. Beekman House/Crown Publishers, Inc., One Park Avenue, New York, NY 10016. \$14.98.

This is one of the most interesting marque histories to come down the pike in some time and it is at once informative, delightful and readable. The choice of authorship could not have been improved upon, and Messrs. Lewis, McCarville and Sorensen, well enough known among automotive historians as household words, have managed to create the story of Ford in such a way it actually becomes hard to put the book down.

I think that the reasons for this are twofold. Firstly, they have opted to use a layout consisting of chronological progression rather than routine chapters with the story related year by year. Secondly, they have collectively managed to stick to the facts without over-embellishment and, at the same time, keep the story on the track. What this does, of course, is present the story in a no-nonsense fashion, at the same time avoiding the pedantry which ruins so many otherwise good accounts of a specific automotive subject.

I think I learned more things I didn't know about Model T's, Model A's and Ford V-8's from this book than I ever found out on any other study of the Ford Motor Company in the past. The creator of the enterprise is ever present throughout his years with the company and the text is preceded by a brief foreword on Henry Ford as well. Naturally, the many spin-offs of the company, e.g. Lincoln, Fordson Tractor, Mercury, etc., are cited where needed but not shown. This volume purports to be a history of the Ford car exclusively and a history of the Ford car it is.

Until the Volkswagen Beetle exceeded the magic number, the Model T Ford was the largest production single automobile model in automotive history, and the chapters on this model illustrate what progress was in the earlier days of automotive development. From the phasing out of the flivver in 1927, *Ford: 1903 to 1984* is a factual and enlightening account of the Ford Motor Company's destinies, its ups and downs, administrative changes and progress in design and ideologies.

Unfortunately, the illustrations aren't commensurate with the text; a large number of photos are too dark and murky in quality—the result of wedding the pictures to a grade of paper with blotter-like tendencies. This is too bad, really, because the darkness of the photos obscures considerable detail such as hood louvers, and one, if in doubt, must resort to guesswork.

The story, however, is very good and unless you are a near-perfectionist, probably the illustrations will pass muster. This, of course, is your decision and, taken by and large, I have enjoyed my copy of *Ford: 1903 to 1984* and I hope you will, too.

CONTINENTAL! ITS MOTORS AND ITS PEOPLE, by William Wagner. 256 pages Over 450 illustrations. Softbound. 8½" x 11½". ISBN 0-8168-4506-9. Aero Publishers, Inc., 329 West Aviation Road, Fallbrook, California 92028. \$19.95 (please add \$1.00 for postage and handling).

The Continental engine was for many years by far the most popular powerplant for American automobiles which didn't use their own. In the heyday of the assembled car, Continental's many models, sizes and types vied with such peers as Herschell-Spillman, Lycoming, Falls, Rochester-Duesenberg, Buda and Rutenber. The natural progression to survival by the largest automobile manufacturers spelled the demise of these companies, one by one. Yet, after eight decades, Continental is still with us, now a part of Teledyne, Inc.

At its production zenith, which was that decade now known as "The Roaring Twenties," Continental served as the heartbeat for no less than 113 different domestic makes of automobiles and for several models of some of them. The make was popular in truck engine manufacture, too.

After 1930, however, its destinies changed as fewer and fewer assembled makes of car remained on the automotive roster, and Continental's attempt to market a small car of its own in 1933—hardly an auspicious time to launch a new make—turned into a disaster. Shifting to marine and agricultural engines, the company weathered the storm and in World War II its lines changed to aircraft and tank engines. Today it produces turbojets for missiles, remotely piloted vehicles (RPV's) and trainer aircraft.

In this way—by bending with the punches—Continental took on a sort of protective coloring which allowed it to remain afloat, first in its absorption with Ryan Aeronautical and then later—with Ryan—into Teledyne.

Continental: Its Motors and Its People is the story of the enterprise and the leading personalities who operated it over the years. Its appeal to me (and perhaps to you) will be found primarily in the first two or three chapters, which deal with its peak production years when it supplied so many cars with its

motors, but the whole book is interesting as a fine example of an American business which has survived.

Keith Marvin

THE VETERANS (available cars, cycles, buses and trucks on the British market in 1903). 239 pages, 221 illustrations. Hard covers. 8¾" x 11¼". ISBN 0 946619. The Alderman Press, 17 Fox Lane, Palmers Green, London N13 4AB, England. \$22.00.

One day back in 1898 or 1899 (accounts vary), H.R.H. the Prince of Wales took a spin with John Scott-Montagu, 2nd Baron Montagu, and was instantly seduced into the confraternity of enthusiastic motorists. It wasn't too long afterward that he became King. Naturally, an adoring public waxed happily on its motoring monarch with the result that by 1903, England had taken the motorcar to its heart.

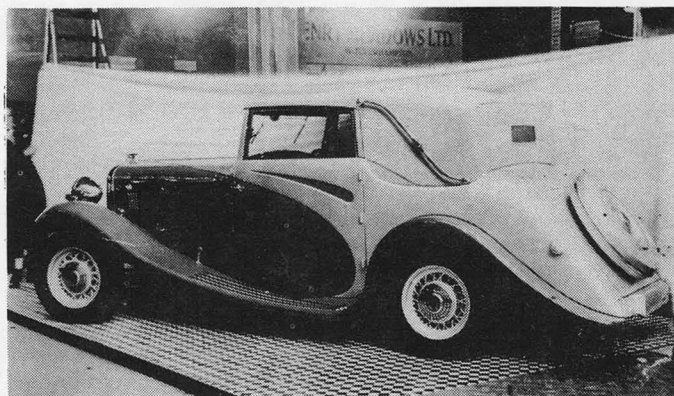
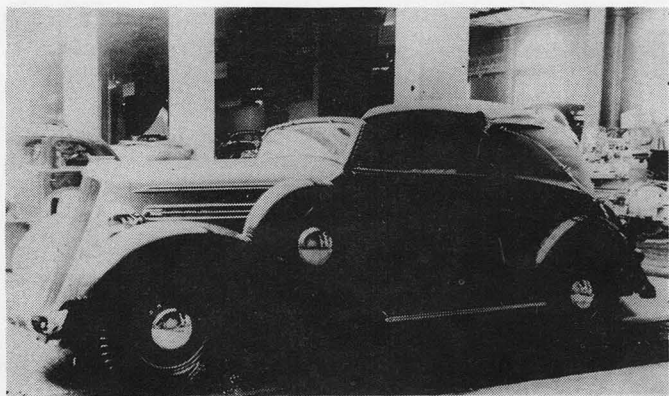
This volume is the illustrated record of exactly what the motorcar (cycles and trucks included) was all about 80 years ago and what was available to the adoring public. In a sort of NACC Handbook sort of thing, *The Veterans* shows what was available, what the builders claimed for their products and how one went about paying for the toy (can you believe it—there were three plans for financing back then?).

There was variety aplenty—gasoline cars, steamers, electrics and motorcycles for those who couldn't afford four-wheelers or didn't like them as well. This collection, with illustrations supplied by the builders of the vehicles, gives an insight as to what was going on in the English motoring world 80 years ago.

Coincidentally, Lord Montagu of Beaulieu, son of the Lord Montagu who took the Prince of Wales for a trial ride so long ago, has written the foreword here and it is a good one. A shorter piece entitled "A Watershed Year" by Bob Currie complements the cycle section.

This should be examined by any serious historian who enjoys the accomplishments of the past from an automobilistic viewpoint on both sides of the Atlantic.

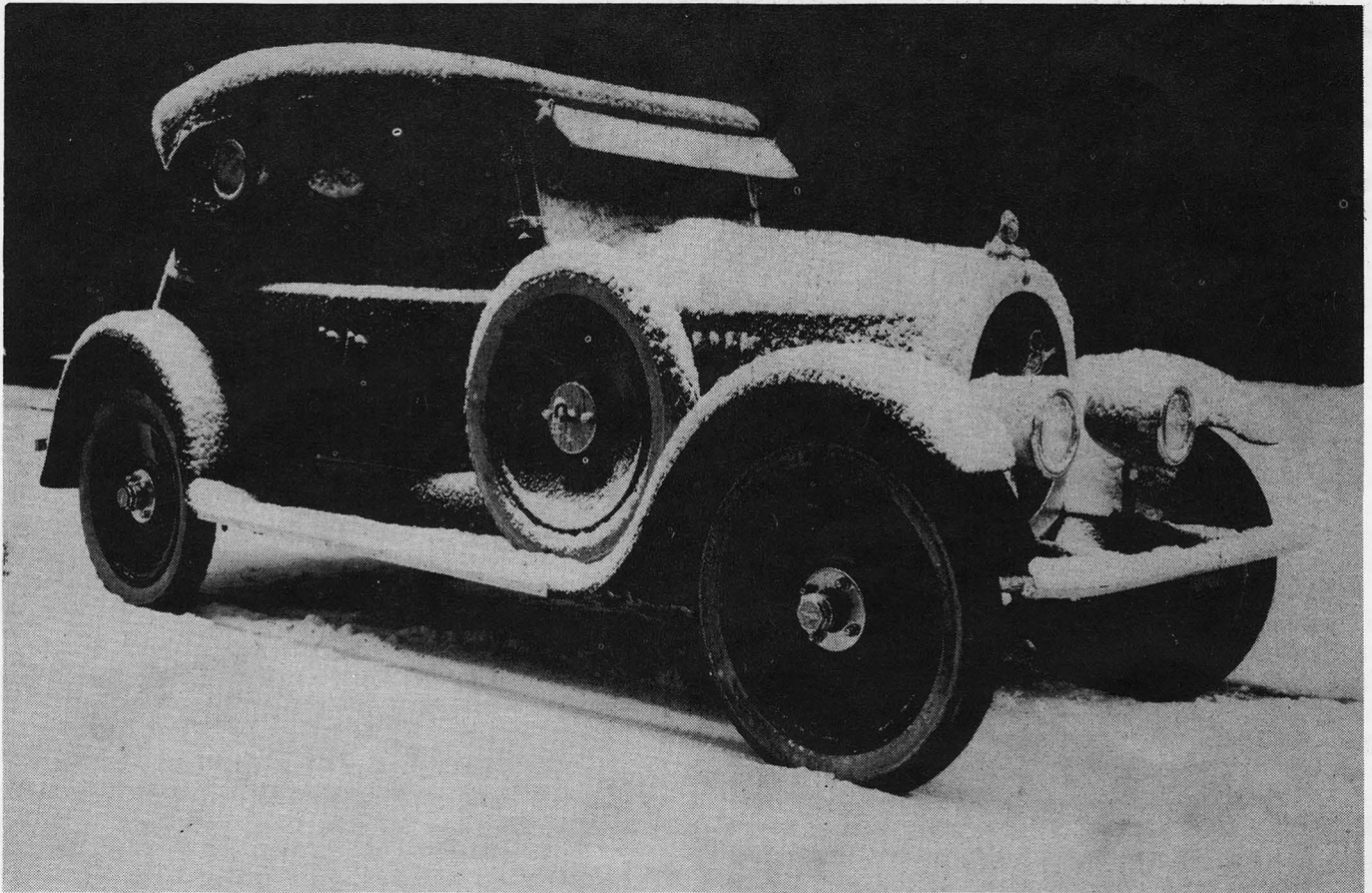
Keith Marvin



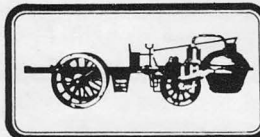
Mystery Photographs: The photo on the left is a 1935 Graham with a custom body at a European auto show; question is—who was responsible for the coachwork, and was this the six or eight cylinder?

The photo on the right is of a 1933 Terraplane at the London Auto Show; the question is, once again, who did the coachwork? This is the eight-cylinder model.

Both photos are from the editor's collection.



Period Photograph : The Apperson Jack Rabbit 8 in a most appropriate setting for a winter edition of the Journal. From the collection of the editor.



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