

THE JOURNAL

OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

July-August 1986

Issue Number 103

CANADIAN AUTOMOTIVE HISTORIANS MEET IN OSHAWA, ONTARIO

The best meeting yet of the Canadian Automotive Historians, many of whom are SAH members, was held on Friday and Saturday, May 2nd and 3rd, in Oshawa, Ontario.

On Friday afternoon they went on a tour of the General Motors "South" car assembly plant. This is actually the south half of a double factory. The "North" plant builds the Chevrolet Celebrity and Oldsmobile Ciera. But the half that was toured produces the Buick Century and Pontiac 6000. Although these cars are also made in the United States, Oshawa is the sole source of the renowned Pontiac 6000 STE.

The factory visit was a riding tour, with the driver explaining on the train's PA the various assembly procedures. Running almost two hours, it was the most comprehensive factory tour any of the members had ever taken. One other general observation was that this factory is not as automated as Chrysler's Windsor plant which the CAH and Leland chapter toured two years ago. Oshawa, however, will change shortly. General Motors of Canada has revealed plans to turn this assembly plant into a new Autoplex to be the most modern in North America. More than \$2 billion will be poured into this renovation, yet no additional jobs will be created; so, obviously, the result will be a highly automated facility.

Back at the Holiday Inn base, the historians gathered for a fun evening. An excellent variety of donated automobilia was auctioned off, netting nearly \$600 for the club coffers. In this way membership dues have always been kept to a token sum.

Saturday morning saw the CAH inspecting the cars at the Canadian Automotive Museum. Covering two floors, this is one of Canada's largest car museums. Among the 70-some vehicles on display were several uniquely Canadian cars. The 1903 Redpath, 1908 McLaughlin, 1908 Tudhope, 1910 McKay, 1912 Brockville, 1914 Galt, 1921 Gray-Dort, 1926-Brooks Steamer, 1949 Meteor, and 1950 and 1957 Plymouth-based Dodges are some examples. Also on display were a half-dozen late acquisitions from the Craven Foundation Collection, which has been disposed of recently. Another acquisition from Craven was its extensive library. Added to the literature it has already accumulated, this museum now houses what must surely be Canada's largest automotive library.

After walking the streets of downtown Oshawa for lunch (the main drag railway has been removed since we were last there), the historians proceeded to Parkwood, the beautiful estate of the late Sam McLaughlin. The McLaughlin mansion was originally built in 1917, but in the 1930's "Col. Sam" put on an addition to make work during the Depression. The house now has 55 rooms. When Sam McLaughlin died in 1972, in his 91st year, he left the house and its spacious, well-kept grounds to the nearby Oshawa General Hospital, which conducts tours for the public.

This was an outstanding two-day event organized by the CAH, to which the SAH members were invited. Kevin McCabe did practically all the leg work in making this meeting the

great success it was. As a dedicated automotive historian, he even put together a 34-page, generously illustrated book for the participants. It outlines the early history of the McLaughlin family, its carriage-making business, and the circumstances that led to the start of General Motors in Canada. Further information describes Parkwood and the Canadian Automotive Museum. Assisting Kevin in the preparation of this book were Walter McCall and his wife, Denise. Also, Kathleen Levesque of the General Motors of Canada office spared no effort in supplying data and pictures for this souvenir book. She literally broke her leg doing so. A few extra copies are available for \$5.00 (US) post paid from Kevin McCabe, 3640 Bliss Road, Windsor, Ontario, Canada N8B 3B9.

WORLD MOTOR VEHICLE DATA

Motor vehicles around the world—building them, selling them and owning them—are documented in the just published *World Motor Vehicle Data*.

Facts that include the 2201 Rolls-Royce/Bentleys manufactured in Great Britain in one year, the one million motor vehicles which hardly throng mainland China and the six U.S. manufacturers which are turning out 7.8 million automobiles a year are among the items collected for the twenty-second edition prepared by the Motor Vehicle Manufacturers Association of the United States, Inc.

"This 372-page reference on the global motor vehicle industry contains information from 153 nations with statistics on production, imports, exports, registrations and sales," says Thomas H. Hanna, President of MVMA, whose members build 98 percent of U.S.-produced motor vehicles.

This newest edition, which charts world motor vehicle production from 1900 through 1984, has a 28-page section on Japan and eight pages on that country's emerging Asian rival, Korea.

Korea exported just 31 motor vehicles in 1975, but by 1984 was shipping over 52,000 out of the country. Korea's automotive exports to North America jumped a staggering 1,185 percent from 1983 to 1984.

Production is chronicled not only by country but also by the top 40 motor vehicle manufacturers. Rankings one through five for worldwide output, according to *World Motor Vehicle Data*, are occupied by General Motors Corporation, Ford Motor Company, Toyota Motor Company Ltd., Nissan Motor Company Ltd., and Volkswagen AG. The list includes vehicle builders from 14 nations.

"*World Motor Vehicle Data* also takes an often hard-to-obtain look at Eastern Europe's production and registrations," Hanna says—particularly important since countries such as Yugoslavia have been making inroads in other markets recently.

Businesses, research institutions, universities, journalists, automotive suppliers and distributors, libraries, history buffs and anyone concerned with the impact of vehicles and transportation use *World Motor Vehicle Data*.

Copies are \$35 each, available from Communications Department, Motor Vehicle Manufacturers Association, 300 New Center Building, Detroit, Michigan 48202.



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SIR LAURENCE HARTNETT, C.B.E.

Death occurred at Frankston, Victoria, Australia, on the 4th of April, 1986, at 87 years of age, of Sir Laurence John Hartnett, C.B.E.

Born the son of an eminent London doctor, who had died by the time his son was two years of age, Larry Hartnett chose the calling of engineering rather than medicine. Apprenticed to the armaments firm of Vickers, he was in training at their Crayford works when World War I was in progress, leaving to enlist as a pilot in the Royal Naval Air Service. Upon demobilization he became the proprietor of the Wallington Motor Company, an engineering business catering to the then-booming motor market. When the sharp, severe recession of the early twenties closed this business down, he took a position as an engineer with the Singapore trading house of Guthrie & Company to install National Gas engines and other items of machinery on Malayan rubber plantations.

Guthrie's would import Daimler cars to order, but Hartnett prevailed upon them to carry the Buick car in stock. His success with this franchise, due in part to his taking the trouble to learn the language, led to his being invited to join the General Motors organization as assistant manager of the Indian region in late 1925. Then followed a period at the G.M. headquarters in New York before being posted, in 1927, to G.M. Nordiska AB with the task of establishing an assembly plant in Stockholm.

The next challenge lay at Vauxhall in England where the pressure was on him to get it operating as a profitable enterprise, and he became a director in charge of exports in 1931. The new team introduced the Bedford truck and a line of cars with an appeal to the mass market.

Another arm of G.M. Export, G.M.-Holdens in Australia, had been in serious trouble for some time, and in 1934 Hartnett was given the task of turning it around. Not only was the operation placed on a sound footing, but he had been busy sowing the seeds of the notion that Australia should manufacture its own motor cars, a process which had reached government level prior to the outbreak of World War II.

He was a key figure in the establishment of the Commonwealth Aircraft Corporation, a facility which played a crucial role in the Australian war effort. During the wartime emergency he was appointed to the position of Director of Ordnance Production, having to oversee such critical programs as optical gun sights and armor plate steels from local materials. Under his direction G.M.-Holden became the prime contractor for the Australian gun manufacturing programs and the production of the Gipsy aero engine for training aircraft. He was made a Commander of the British Empire in respect of his wartime contribution.

In the post-war era he fought hard against the G.M. top brass to have the Australian-made car vision brought to reality in the form of the Holden. The outcome of this rift was his resignation from G.M. in early 1947 before the car was released to the market. The government of the day then prevailed upon him to head up a project for a small, low-priced and economical car, aimed at the average wage earner. The design chosen was that of Jean Gregoire in France, and the failed project by Kendall in England to produce it was taken over. This Hartnett car could not be brought to full-scale production, because of a breach of contract by the local supplier of body panels.

His introduction of the Japanese Datsun to the Australian market in 1960, and the still-born plan to wholly manufacture the six-cylinder model in Australia, marked the end of his involvement with the motor industry, but his boundless energy and a "can do" outlook ensured that he was actively engaged in such later matters as the design of a standardised ambulance body and a patented ventilation panel for the building industry. In 1973 he was awarded the Star of the Republic by the government of Singapore, in recognition of his leading of a project to set up a plant for the manufacture of small arms ammunition there.

Time served to heal the old wounds of the battle between Larry Hartnett and G.M.-Holden, and in 1981 he was a guest of honor at a function to mark both fifty years of the firm and the production of the four-millionth Holden.

Max Gregory
"Beltana," RMB 8825
Drouin South
Victoria 3818, Australia



Letters from our readers

From Bruce R. Ledingham, 1716 Beach Grove Road, Delta, B.C., Canada V4L 1P3:

Many thanks for including the article on the ZUST car in Journal No. 101. I am sure that if there are any leads we will soon hear about them.

It is an interesting project. Harry Blackstaff is doing a very efficient job on the restoration, and when it is completed I will send you the full story and pictures.

From V. C. Ballas, 370 S. Fairfax, Denver, Colorado 80222

In July 1985 I was privileged to meet a giant in American post-war styling: Bill Boyer, designer of the '55 Thunderbird. He was guest speaker at the Rocky Mountain '58-'66 Thunderbird Club Concours in Grand Junction, Colorado. This event drew Thunderbirds from year one (1955) to the latest turbo-charged Detroit wonders.

A very charming and homespun witty speaker, Mr. Boyer presented a fascinating talk unfolding the "T-Bird story," with the aid of many never released styling-study photos. The two hundred people attending were, needless to say, spell-bound by his frank lecture about this often surprisingly turbulent subject.

It was announced that after his 33 years with Ford, Bill (now retired) was in the process of producing a book. If the "Head Bird-Brain" writes in the same manner he speaks, the book will be one of the most entertaining books ever. The history of the Thunderbird will be covered from the initial Frank Hersey concept and Boyer styling up to the 1985 30th Anniversary edition. Yet it promises to be much more than the usual technical tome, full of facts and figures, because of the insight that no one else could bring to such a project.

The book will be well illustrated with reprints of key advertisements from years past. I believe the past 30 years are the most critical in the evolution of the automobile. No matter how one feels about where we are headed in engineering and design, the lessons of this period are crucial in understanding what the future will bring. I hope that all SAH members who feel the same way will take time to look over Bill's efforts. A limited, autographed edition is offered as well. For information contact:

Neal Kimmel, Publisher/Thunderbird, an Odyssey in Automobile Design, Taylor Publishing Company, Fine Books Division, 1550 West Mockingbird Lane, Dallas, Texas 75235

Editor's note: Along with his letter, Mr. Ballas has sent the two photographs included herewith. These pictures were taken at the 30th Anniversary Concours of the '58-'66 Rocky Mountain T-Bird Club, July 13, 1985.



'58 to '66 Rocky Mountain T-Bird Club 30th Anniversary Concours held at Grand Junction, Colorado, July 13, 1985.



1966 Thunderbird Convertible, owned by Kent Foley, Denver, Colorado, at 30th Anniversary Concours, July 13, 1985.

CLASSIFIED ADS

WANTED—Sales literature for Chevrolet and GMC Inline Six-cylinder hot rod and racing parts, McGurk, Evans, Offenhauser, any year. Dick Larrowe, 40400 E. Larch Mountain Road, Corbett, Oregon 97019.

ATTENTION! RESTORERS & RESTORATION SHOPS!

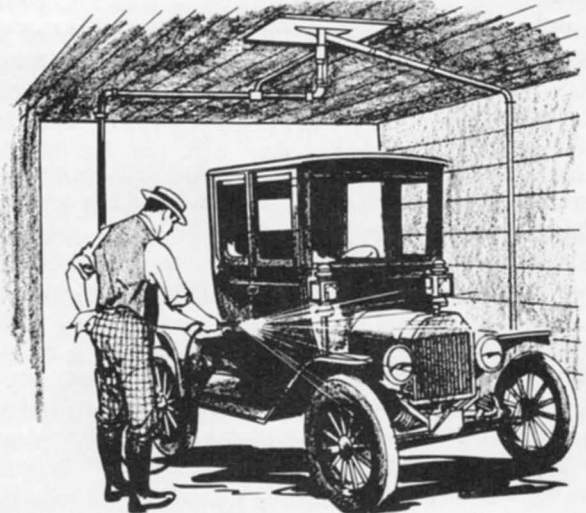
FOR SALE—Complete collection of National Service Bulletins, 1912 thru 1953, plus some 1954 and 1960 information, and complete Standard Auto Electricians Manual, 1912 thru 1928. Both sets total about 2,000 pages, 10 x 12 inches, most of them printed on two sides, and provide wiring and minor tune-up information 1912 thru 1928, major tune-up thru 1942, and complete repair instruction after 1942.

These pages give detailed and diagramed information on relays, regulators, generators, starters, Electric Hand gear-shifts (Cord, Hudson, Terraplane), carburetors, fuel pumps, gasoline gauges, automatic chokes, windshield wipers, just about all makes of magnetos, brakes, independent suspensions, rear axles, shock absorbers, steering gears (and power steering), air conditioners, power tops, power seats, power windows.

These are complete sheets, not torn or faded, which make excellent photocopies (so that originals won't get soiled when in use—or can be sold as individual sheets to others). Pages are not bound, and some are dog-eared around the edges from years of storage, which in no way diminishes their usefulness. A wiring diagram index book goes with this pair of sets. Will ship prepaid for best offer over \$1,000. Will not sell any pages separately.

R. B. Brigham, 1616 Park Lane, N.E., Marietta, Georgia 30066. Phone anytime (404)422-9115. No collect calls, please.

MOTOR VEHICLE MILESTONE



COMMERCIAL CAR WASHING BEGAN, IT IS BELIEVED, AT AN ESTABLISHMENT IN PORTLAND, OREGON, IN 1912. KNOWN AS THE AUTOMOBILE LAUNDRY, IT WAS HOUSED IN A 60 BY 40 FOOT BUILDING. SIMILAR TO TODAY'S OPERATION, AN AUTOMOBILE, COVERED WITH MUD AND DIRT, WAS DRIVEN IN ONE END OF THE BUILDING. AT THE OTHER END, THE CAR WOULD EMERGE ONTO THE STREET WITH ITS BRASS WORK BURNISHED AND ENAMEL SHINING. THE WASH WAS COMPLETED IN 15 MINUTES AT A COST OF \$1.50.

Motor Vehicle Manufacturers Association

NED JORDAN AND

THE GOLDEN GIRL FROM SOMEWHERE

BY DEAN WHITCOMB

The following article has been contributed by a recent member of the SAH, Dean Whitcomb (No. 1149) of Rockford, Illinois. He is a columnist for seven newspapers in northern Illinois, including the newspaper TODAY, which is a national publication of the Association of Retired Americans.

It has been called many things, that decade of the twenties; the roaring twenties, the jazz age. It was the decade of the flappers, the raccoon coats, the ukulelies. It was the decade, more than any other, when the youth scandalized its elders; when the Jericho walls of Victorian propriety came tumbling down. It was a time when the raccoon coat, bobbed hair, Al Capone, and "Ain't She Sweet?" held sway; the decade of the beautiful people, when the marriage of Douglas Fairbanks and Mary Pickford made news for months. A time when young women swooned over stars of the silver screen such as John Gilbert and Rudolph Valentino. But most of all it was a time when, as the writer said, "all the world was young."

And it was also the decade of the automobile; for in that short span, of ten or so years, the automobile turned from the plaything of the rich, the mechanical marvel, and the new-fangled contraption, to become an integrated part of our lives.

No part of our culture remained untouched. The minister used the car to make his rounds and the gangster to run his bootleg gin. The car became a necessary tool of business and an integrated part of family life. No part of life remained unchanged; even courtship moved from the front porch and the parlor to the Tin Lizzie and the Stutz.

For the first time, automobile ownership was widely used to express social position and status. The rich had their Peerlesses, Pierce-Arrows, and Packards. The respectability of the upper middle class could be expressed by a Hudson, Buick, Chrysler, Studebaker, and Nash. The vast majority of middle America drove Model T Fords. And for the young blades and their flappers? Why, they had their cars, too, for the "in" thing was to have your hip flask pressed against the leather seat of a Stutz Bearcat, Duesenberg, Kissel Speedster, a Mercer Runabout, and last but not least, for the purposes of this story, a Jordan Playboy.

The names of most of these marques are lost on the collective memory, and not the least of those lost is the Jordan Playboy. Few people have heard of the car or of its creator, Edward S. (Ned) Jordan. For Ned Jordan was merely one of hundreds of people who have, at one time, made great splashes in the automotive lake of America, only to have left behind not so much as a ripple.

But Ned Jordan had a genius—a genius for understanding people, their desires, dreams, and fantasies. Until his time most automobile advertising had been addressed to the automobile as a piece of machinery, and a masculine piece of machinery to boot. But he recognized that culturally the car was becoming much more. It was becoming an object of social status, a means of escape, a vehicle to love, a thing to carry us over the horizons of our dreams.

Ned Jordan was, from the middle teens to the late thirties, the president of an automobile company. But, unlike most men in that position, he wrote his own advertising copy—and oh! what advertising copy it was. If F. Scott Fitzgerald chronicled the jazz age, Ned Jordan wrote advertising copy for it.

EDWARD S. JORDAN
(1882-1958)

All of the women in his ads were young. He talked of love, freedom, adventure and escape. In Ned's ads a car was not a car but a chariot of dreams.

Although today all of his ads are hallmarks, three reign above the rest as the classics of automotive advertising. The first is the ad "The Promise of Happy Days," which reads as follows:



R. B. Brigham Collection

"Some day in June, when happy hours abound, a wonderful girl and a wonderful boy will leave their friends in a shower of rice—and start to roam.

"Then life will surely slip its tether and youth will be full of the promise of happy days to come.

"Give them a Jordan Blue Boy, the bright sky overhead, the green turf flying by—and just beyond the hill a thousand miles of open road—then a quiet inn for dinner.

"There is a pride of ownership in the Jordan that reveals a love for things that really count. It's like old money—old treasures—good taste without display, and judgement that is rare."

Another classic shows a young woman driving a blue Jordan Playboy on a dusty road, her scarf flying; beside her on a horse rides a young cowboy, hat in hand. The ad is entitled, "Somewhere West of Laramie."

"Somewhere west of Laramie there's a bronco-busting, steer-roping girl who knows what I'm talking about.

"She can tell what a sassy pony, that's a cross between greased lightning and the place where it hits, can do with eleven hundred pounds of steel and action when he's going high, wide and handsome.

"The truth is—the Playboy was built for her.

"Built for the lass whose face is brown with the sun when the day is done of revel and romp and race.

"She loves the cross of the wild and the tame.

"There's a savor of links about that car—of laughter and lilt and light—a hint of old loves—and saddle and quirt. It's a brawny thing—yet a graceful thing for the sweep o' the avenue.

"Step into a Playboy when the hour grows dull with things gone dead and stale.

"Then start for the land of real living with the spirit of the lass who rides, lean and rangy, into the red horizon of a Wyoming twilight."

And, in this writer's opinion, the greatest of all the Jordan ads was "The Golden Girl from Somewhere." This ad shows a young woman, obviously high in the mountains, holding the reins of a white stallion. In the background stands her Jordan Playboy car. And the script reads:

"When the spring is on the mountain and the day is at the door—a golden girl from somewhere stands wondering, expectant, on the world's far edge.

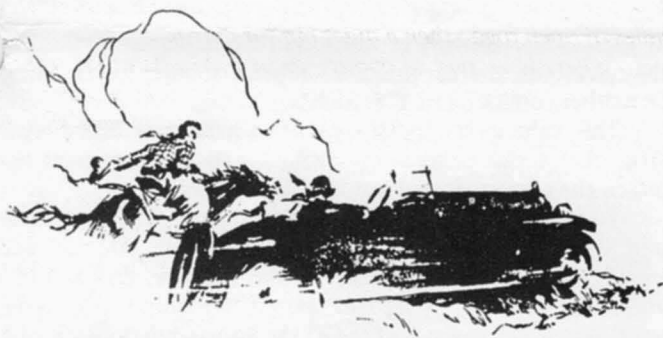
"Somewhere beyond that unfathomable sky—beyond the purple hills—lies laughter and joy and smooth delight.

"Lithe and splendid, touched with a happy craving that will not be denied, she is going to the place where fairy tales come true.

"She may choose the Playboy for her companion to the end of the traveled road—then a wonderful horse on up the slope to the desolate lone of outer space."

The roaring twenties did not end on December 31, 1929, but rather on October 24, 1929, Black Thursday. For on that day more than the stock market crashed; the whole time-ghost of the twenties crashed with it. The world where every man could be a success, where all dreams were fulfilled, where everyone won in the stock market, where every lover met his love, and where every Saturday night was a party, also ended on that day—to be followed by the Great Depression, the Second World War, and the decades in which most of the things that were believed in those simpler times have been questioned.

Nevertheless, there is in this writer's heart, a melancholy hope that Somewhere West of Laramie there is a place where fairy tales come true—a secret, magical place where the Golden Girl from Somewhere can be forever young.



Somewhere West of Laramie

SOMEWHERE west of Laramie there's a broncho-busting, steer-roping girl who knows what I'm talking about.

She can tell what a sassy pony, that's a cross between greased lightning and the place where it hits, can do with eleven hundred pounds of steel and action when he's going high, wide and handsome.

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Then start for the land of real living with the spirit of the lass who rides, lean and rangy, into the red horizon of a Wyoming twilight.



JORDAN

JORDAN MOTOR CAR COMPANY, Inc. Packard, GM

MYSTERY CAR- THE PACKARD ON THE BACK PAGE

The very long automobile pictured on the back page of this issue is clearly a Packard Twin-Six of 1920 or 1921, stretched to make room for at least 12 passengers plus room for baggage behind the rear seat. The Packard Twin-Six of those years rolled on 35x5 inch tires, which, if used for calculations, indicate that this vehicle had a wheelbase of about 190 inches and was approximately 21 feet long, front bumper to spare tires.

But what company (whose insignia appears on the front door of the car) ordered this unusual car?

The enclosed top appears to be removable, suggesting that a more conventional (for the period) folding top could be used in mild weather, so perhaps this machine was some sort of sight-seeing bus.

It is likely that the answers to these questions can be found in the emblem on the front door. Can any of our readers unscramble those letters and tell us what they stand for?



Enlargement of the insignia on the front door of the stretched Packard. What do these scrambled letters stand for?

Last minute news item, received just before going to press:

WILLIAM T. CAMERON NAMED TO BOARD OF DIRECTORS

William T. Cameron, of Minocqua, Wisconsin, has been named to the Board of Directors of the Society of Automotive Historians, succeeding Walter E. Wray, who recently resigned. The announcement was made by Keith Marvin, president. Mr. Cameron will fill the unexpired term through December 31, 1987.

Mr. Cameron has been active in both the national aspect of the Society as well as the Wisconsin Chapter which he currently heads. In addition, he is serving his fifth term as a member of the SAH's Cugnot/Benz Awards Committee, and is editor of "The Crank Journal," a publication of the AACA's Northern Lakes Region. He is the author of a book on the history of the Cameron car, which is currently awaiting publication.

Mr. Wray is a founder, former historian, vice president and president of the SAH Wisconsin Chapter and has served as editor of its publication, "The Spark." He is the owner of the Davis three-wheeled car prototype, is president of the Davis Club and serves as its editor. He is also a frequent contributor to the newsletter of the Tucker Club.

His resignation, which was accepted with regret, was due to increased business pressure.



THE NEW DEPARTURE CLASSICS, by Chichester Percival Weldon. 71 pages, 61 black and white illustrations, hard covers, 9¼" x 10". ISBN 0-914659-18-9. Phoenix Publishing Company, Canaan, New Hampshire 03741. \$25.00.

One fine day nearly 80 years ago, Chichester Percival Weldon left his senior year at Suffolk, Connecticut's Academy, and went to work for the New Departure Company in nearby Bristol. At the time, the renowned ball bearing company had gotten into the automobile manufacturing field and would become famed as builder of the Rockwell Service Cab as well as the Hought-Rockwell and Allen-Kingston automobiles. At first active in the planning, testing, and manufacturing of these vehicles, he subsequently headed the coaster-brake and production departments at New Departure until his retirement nearly a half century later.

Mr. Weldon, now heading for 95, decided a year or two ago to chronicle his experiences at New Departure, and in the *New Departure Classics* has done exactly that, interestingly, articulately, and historically. It is a rare thing indeed that we can get such important material set down for present and future generations from one not far short of the century mark, and the book is a revelation of manufacturing methods of an earlier time and the products which issued from this highly-regarded and respected New England enterprise.

The book has been thoroughly researched, and in addition to his personal recollections, the author has drawn on personal notes and papers, factory records, speeches, newspaper articles, and catalogs as well as manuscripts and various publications.

The New Departure Classics may be sort of off-the-beaten-track bit of automotive history, but it is a valuable contribution in that field and is worthy of closest scrutiny by anyone even remotely interested in early American automobile manufacture.

Keith Marvin

THERE IS NO MISTAKING A PIERCE-ARROW, by Brooks T. Brierley. 149 pages, 147 black and white photos. Hardbound, 9-3/8" x 11-1/4". ISBN 0-961-5791-0-2. Garrett & Stringer, Inc., P.O. Box 330677, Coconut Grove, Florida 33133. \$35.00.

This is a well researched, excellently written and attractively published history of one of America's finest prestige automobiles of all time. The author has traced the make in a series of what might be called "chapterettes" through its good and bad times, illustrating the text with some magnificent photos. The book has been done to a work-of-art standard which enhances both its readability and visual significance of the illustrations which have been published by duotone printing. The work has been divided into three specific sections, the first giving the history by decades, the second a sort of catchall of miscellaneous information, and the final one a collection of photos depicting the Pierce-Arrow from its earliest day to its last struggle for survival—a giant surrounded by a majority of lesser economically designed cars, the reflection and the result of its times.

The book is replete with all sorts of related information including production statistics and an especially close insight into the financial maneuvers which seem to have plagued as well as saved the company from time to time. SAH member Brierley should be commended for a work carefully prepared and nicely done. The book is a delight and will be welcomed anywhere fine cars are appreciated for their own sake and for the tradition behind them.

Keith Marvin

AMERICAN CLASSIC CAR POEMS FOR COLLECTORS, edited by Mary Swope and Walter H. Kerr. Photographs by Sally Troyer. Issued for the Centennial of the Automobile, Scop Publications, Inc., College Park, Maryland 20740, \$8.95.

This brief and pleasurable book contains a diverse collection of 85 poems by 81 U.S. poets. A specific criteria the editors stated for inclusion in the book was their desire to reflect the particular cultural history of the automobile as it has and does impact U.S. society. (Even Canadian society is ignored in this volume). This condition being met, there is a wide variety of auto-related topics that were subject to poetic scrutiny. There is, in short, something for nearly everybody.

The poems of such well-known U.S. laureates as Carl Sandberg, Karl Shapiro, Joyce Carol Oates, e. e. cummings, Robert Bly, Lawrence Ferlinghetti, Wallace Stevens and Ogden Nash provide fine company among the musings of others who are very new and/or as yet unknown. Poetry by women is well represented in this book.

The photographs by Sally Troyer are used to separate each of the six sections, and do not represent any great theme of motordom. Rather, in black and white, "grainy" fashion they illustrate the car in common pose, though the cars may be neither common nor U.S. built.

This volume is apportioned into several very broad topic areas that make titles a bit difficult, which is perhaps the reason the editors elected not to title the sections.

To help gain a flavor of what is included, I have summarized the areas as follows: (I) just about cars; (II) cars and society, including that nemesis of the highway, driving while under the influence; (III) cars, power and speed; (IV) roadways, byways, freeways, etc.; (V) the human relationship with cars; and (VI) crashes, wrecks, junkers, and abandoned cars.

To Swope and Kerr, poetry illustrates the manner in which the motorcar has imprinted itself on all aspects of U.S. society. Odes with titles as "Southbound on the Freeway," "Beltway," "Merritt Parkway," and "When We Drive at Night" impart a great deal about that intense bond between the privately owned automobile and the freedom of movement which is so integral to U.S. society, and quite possibly exists nowhere on the planet in the same pervasive manner.

The introductory remarks, written by Reed Whittemore, make note that the editors selected verses portraying the poet's involvement directly with the automobile. This is in direct contrast to the poet as a bystander which characterized lyrics about the railroads a few generations past. Some works in this anthology do lie outside this general category, such as those using the motorcar as metaphor or analogy for something else, but they are definitely in the minority.

In 1918 Carl Sandberg published "Portrait of a Motorcar," and it is wisely included in this volume. With its initial line, "It's a lean car . . . a long-legged dog of a car . . . a gray-ghost eagle car," this work yet today makes a curiously profound emotional statement about our love affair with the automobile. TV commentator-reporter Bill Moyers in his very interest-

ing 1984 PBS Special on the Automobile in American Society quoted these lines in summing up much of his thoughts about cars and the United States society.

On balance, I found this to be an enjoyable, comprehensive and sensitive volume; one quite appropriate to commemorate the centennial of the motorcar. It further indicates that we, as a society, are beginning to reflect more seriously on the things that have truly shaped us to be what we are. I believe the automobile to be most distinctively one of the most powerful of those influences.

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PONTIAC: THE COMPLETE STORY 1926-1986, by Thomas E. Bonsall. 352 pages including 26 in color. 563 black and white illustrations, hardbound, 8¾"x 11½". ISBN 0-934780-79-X. Bookman Publishing Company, P.O. Box 13492, Baltimore, MD 21203. \$29.50.

This is a good definitive piece of automotive history covering the sixty years Pontiac has been a leader in the automobile industry. It covers every aspect of the marque from the day on which the first car rolled off the assembly line in December 1925 into the present year.

Pontiac had an auspicious beginning. Scion of the Oakland, it was designed to fill a gap in the then-existing GM price range between Oldsmobile and Chevrolet. It did well from the start—so well that it cannibalized its parent, so to speak, the Oakland becoming the Pontiac Eight in the 1932 line. Since then it has been a consistent winner in customer popularity. Tom Bonsall covers all the bases from the commercial cars to the exploits on the race track, and from the specials (such as hearses) to the custom creations. Sections on factory promotional literature and magazine advertising are attractively enhanced by color. Information on the make's Canadian and Australian manufacturing and its export market are also told.

This is a very fine treatise about a car which isn't as commonly known as other General Motors offerings, and I recommend it without reservation.

Keith Marvin

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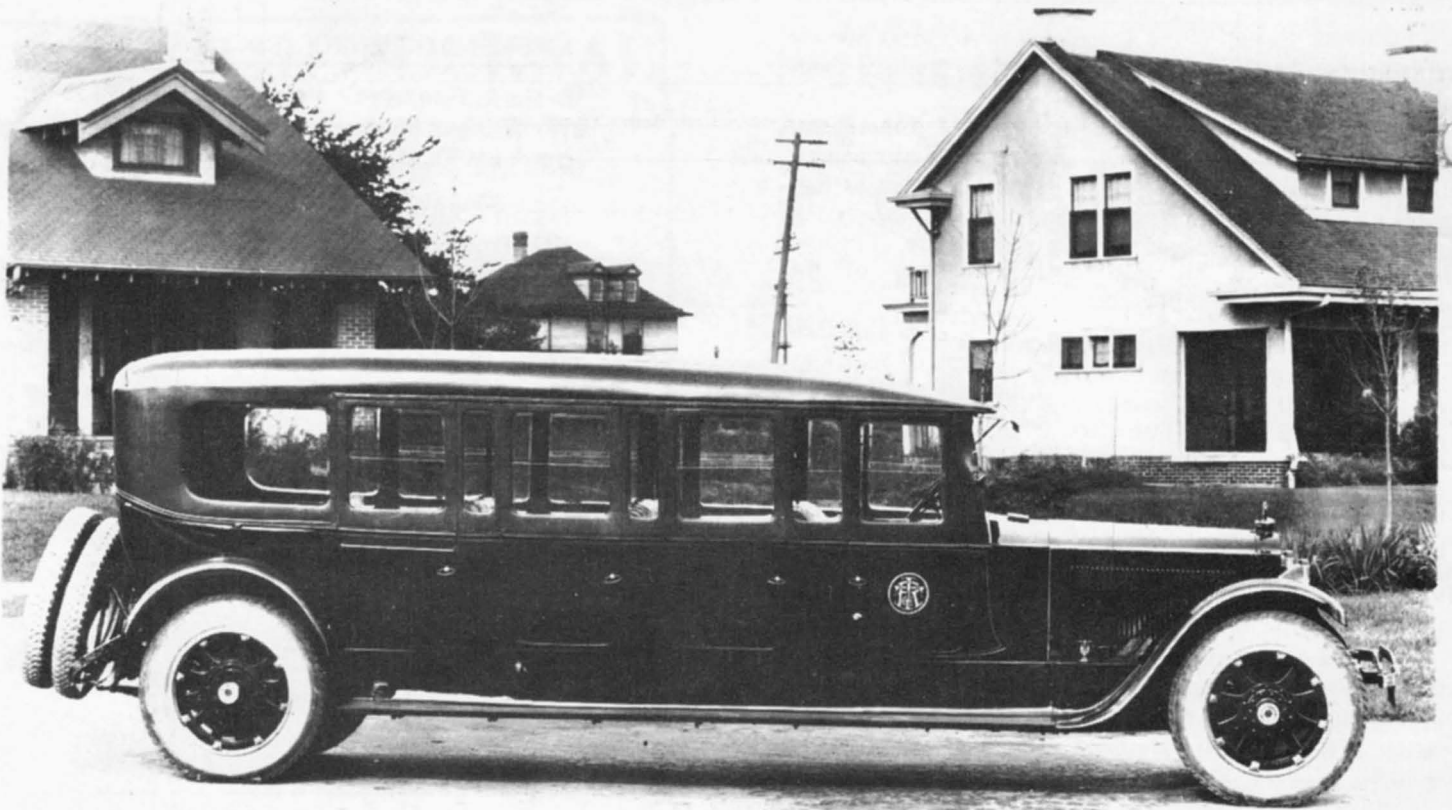
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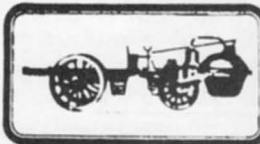
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PACKARD TWIN-SIX, circa 1920-1921. This has got to be among the longest, if not *the* longest passenger automobiles ever produced by the Packard Motor Car Company, but why it was built and for whom it was built seem to be unknown. (See also page 5). *Photo contributed by John Conde*



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