

THE JOURNAL

OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

January-February 1987

Issue Number 106

PRESIDENT'S MESSAGE

I have asked our editor if I might beg a bit of space to say a few words to the members of The Society of Automotive Historians. It is a new year and we should collectively all be looking for new things, ways and means for preserving the Society and extending both its activities and its influence in an ever-changing world.

At the outset I would like to express my appreciation to those with whom I have worked during 1986—officers and directors, chairpeople of committees, and heads of chapters. I was shown every kindness by every one of them, all of whom worked diligently and, I think, enthusiastically for our common good.

The Society of Automotive Historians is unique in its chosen field. Its members have a great variety of interests and sub-interests related to automotive history in general. We are writers, collectors, restorers, and preservers of a heritage and, as such, stand for something very real in the pattern of things. We have diverse interests, and yet have worked together with one another for many years. As I pointed out to a friend who is not a member of the Society but who asked me what I meant by that, I explained it thus:

Someone will write to me, seeking information about a specific car which he or she hadn't been able to find. Could I help? Did I have the answer?

Sometimes I knew the answer, and sent back the requested information by return mail. If I didn't, I searched through my library and, failing that, made phone calls to those whom I thought had expertise in that particular line.

And if that didn't bear fruit, I started writing to those whom I thought might be able to help, whether a member of the Society or not. With a little time and a certain amount of perseverance, something would usually turn up, and the reason I cite this is to point out the fact that most (if not all) members of the Society have, are doing, and presumably will do exactly the same things. The membership and interest isn't as much an avocation, I think, as a true calling. There is a stimulation here which makes The Society of Automotive Historians worthwhile. It has its own place in the sun, and has had that place since its inception.

William Shakespeare, in "Henry V" (Act 4, Scene 3), on the eve of the Battle of Agincourt, quoted the King who referred to his men as "We few, we happy few, we band of brothers." This may seem a bit maudlin for some readers, but it does, I think, explain my feeling as a member of this Society.

The Society of Automotive Historians was never intended to become a world-beater in size, but it has exerted a quiet influence for the benefit of automotive history and historians over the years. It has two excellent publications, and its trophies, awarded annually, are presented only after careful scrutiny and involved discussion by the committees in charge.

And like any other organization, the Society has had its shortcomings. Although our membership renewal rate is very high for such an organization (more than 80% annually) some

members drop out, and we try to determine the reasons for such actions where and as we can. Last year the Board of Directors decided to forego the auction at the annual dinner meeting and, although this was a unanimous decision, there were members who were unhappy about the action taken.

Last October our hospitality tent at Hershey could have been better marked and better tended. Plans have been made to rectify these conditions in 1987.

Taken by and large, however, I feel that we have gone ahead in most avenues of our mutual interest, and it is my fervent desire that we continue to do so.

I look forward to working together with you all throughout 1987. I thank those members who expressed their confidence by voting for my re-election last fall, but even more I thank everyone who did vote, for the 1986 vote was the largest in the Society's history to date.

I stand ready to help anyone in the Society in any way that I can. The Society of Automotive Historians represents the beau ideal of what a dedicated group can be when it is as united as we have been.

And I am very, very proud to be affiliated with such a fine group.

*Keith Marvin
President*



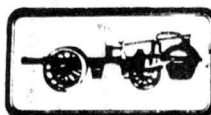
NEWS ITEMS AND ANNOUNCEMENTS

IT'S DUES TIME AGAIN!

All too swiftly another year has rolled around, and once again the time has come to support your Society by mailing your check promptly. To do so will eliminate a lot of extra work by not having to notify each member individually, in addition to saving the Society a considerable sum for supplies, printing of separate notices, postage, etc.

All active members who have not paid their 1987 dues in the amount of \$20.00 (twenty dollars) will be dropped from our membership mailing list on the final deadline date of March 15, 1987. Remittances, made payable to the SAH in U. S. funds drawn on a U. S. bank or branch thereof, should be sent to:

**Charles Betts, Membership Chairman
Society of Automotive Historians, Inc.
2105 Stackhouse Drive
Yardley, Pennsylvania 19067, U.S.A.**



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OF THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

Editor

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SOCIETY OF AUTOMOTIVE HISTORIANS' OFFICERS, 1987
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MINUTES OF OCTOBER 1986 BOARD MEETING

The SAH Board Meeting was called to order at 8:55 p.m. on Thursday, October 9, 1986, after dinner at the home of Secretary Shelby Applegate in Mt. Gretna, Pennsylvania. Present were: President Keith Marvin; Vice President Charles L. Betts, Jr.; Secretary Shelby C. Applegate; Treasurer George B. P. Ward, Jr.; Beverly Rae Kimes, David L. Lewis, Thomas E. Warth, R. Perry Zavitz, Matt Joseph, Thomas Bonsall, John A. Conde, William T. Cameron, and Board-Member elect Z. Taylor Vinson.

It was moved that the reading of the Minutes be waived, since they had been published previously. George Ward passed out copies of the treasurer's report which was perused and discussed. John Conde moved approval of the treasurer's report as presented. The motion was seconded and passed.

Charles Betts presented the membership report. There have been some problems regarding dues from members in the United Kingdom. It is urgent that they be received earlier. A motion was made, seconded and passed that a free membership be given to the person handling the United Kingdom memberships in the hope that the process will be expedited. The Society has a net gain of 16 members this year. As of October 1 we have a total of 565 members. There was a discussion as to whether we should have a joint membership for husbands and wives as some other organizations do. If we did this, how much would the fee be? Such a membership should allow voting rights for both, but eliminate duplicate publications. No decision was reached because it was not known how many members this might affect. The board hoped for input from the membership on this subject.

Beverly Rae Kimes reported on the Publications Committee. The board commended Dick Brigham for doing such a wonderful job getting publications out in spite of illness this year.

Matt Joseph reported that the 1985 Cugnot Award will be given to two books: *The Standard Catalog of American Cars 1805-1942*, by Beverly Rae Kimes and Henry Austin Clark, Jr., published by Krause Publications; and *The Marmon Heritage*, written and published by George and Stacey Hanley. The Carl Benz Award for the best periodical article in the field of automotive history published in 1985 will be given to Stuart Blond for his two-part article, "The Duke of Earle, Earle C. Anthony," published in the *Packard Cormorant*. The *Cormorant* is the magazine of Packard Automobile Classics, Inc.—The Packard Club—and is published by Dragonwyck Publishing Ltd., of Contoocook, New Hampshire. The Award of Distinction to books and articles particular mention which have been nominated for Cugnot and Benz Awards are as follows: Book Awards to *John Montagu of Beaulieu* by Paul Tritton and published by Golden Eagle and the late George Hart; *Pontiac: The Complete Story* by Thomas E. Bonsall and published by Bookman Publishing; *Jaguar: A Tradition of Sports Cars* by Bernard Viat and Michel Cognet, and published in France by Editions

Pratique Automobile, and in the U.S.A. by Motorbooks International; *Mercedes Benz: The Supercharged 8* (Vol. 1) by Jan Melin, and published by Nordbok International; Co-Editions. Awards of Distinction will be given to "Lamborghini, Quest for Perfection" by Ken Browning and published in *Automobile Quarterly*; "Compts Mecompts et Redressment d'une Geste Industrielle les Automobiles Peugeot, 1918-1930" by Daniel Henri, and published in *Le Review d'History Modern et Contemporaine*; "Cord and his Auburns" by Maurice Hendry and published in *Cars and Parts*. The James J. Bradley Distinguished Service Award will be presented to The Daimler-Benz Archiv-Geschichte Museum of Stuttgart, West Germany, in recognition of its outstanding contributions to the preservation of historical matter relating to motor vehicles of the world. James Wren, chairman of the Bradley Award Committee, will make the presentation. The fourth Friend of Automotive History Award will go to author and researcher Beverly Rae Kimes, of New York City. She is editor of *Classic Car* and former editor of *Automobile Quarterly*. She has written or edited more than 20 books and countless articles on automotive subjects, including four Cugnot Award winners. She is a past director of the Society and present chairman of the Publications Committee.

Keith Marvin reported that press releases were sent concerning awards, and that generally press coverage this year has been excellent.

John Conde, chairman of the Nominations Committee, reported on the results of the election. All officers were reelected. Our three new directors are Walter M. P. McCall, Jack L. Martin, and Z. Taylor Vinson.

Final plans for the annual meeting were discussed. The hospitality tent was closed Wednesday because there was no one to man it. Beverly Rae Kimes furnished soda and chairs. John Conde suggested that a Hospitality Committee be appointed since it was generally agreed that Hershey provided an important meeting place for members. Bill Cameron volunteered to coordinate plans for the hospitality tent next year and to line up volunteers to be present at the tent to meet and greet other members, and pass out membership brochures to prospective members. George Ward reported that there were 100 reservations for the Annual Meeting banquet at the Marriott on Friday, with ten spaces still available for late reservations.

There was extensive discussion of the problem of board members not attending the board meetings. The rules state that a board member must attend one of the two meetings each year or he/she must resign.

Although we had decided not to have a program for the annual meeting after Howard Applegate and Lowell Paddock declined to do the auction this year, the general feeling was that we should explore the possibility of having a program next year. Tom Warth volunteered to chair a program committee for the 1987 annual meeting.

John Conde proposed that the by-laws be changed so that the general membership would vote only for the directors. The directors would then elect officers, rather than the general membership. This procedure is used by a number of clubs and organizations. The nominating committee always has a problem getting people to run for office, and this would be one way of solving this problem. The plan was tabled for further study.

We decided we did not want to get involved with ordering and selling lapel pins.

The board decided to donate \$100 to the Detroit Public Library for its campaign to preserve and relocate the automotive history collection.

Tom Warth asked if the board would again endorse the Wisconsin Chapter's literature sale. The board agreed that this was a worthwhile event and would like to see it continued.

The meeting was adjourned at 11:30 p.m.

Respectfully submitted
 (Mrs.) Shelby C. Applegate

**SOUTHERN CALIFORNIA CHAPTER:
 MUCH ACTIVITY ON THE COAST**

The Southern California Chapter of the SAH held its final meeting of 1986 on November 19th at member Phil Reed's place of business in Santa Fe Springs.

Twenty-two members and friends attended a most interesting meeting and program which was presented in two parts by Claud Neal and Dan Post. Claud displayed a rare collection of threaded hubcaps and told stories about many of them. Included was one from a Russel, a car built in Detroit as a prototype in 1921.

Dan Post brought one of his classic films; this time a

Charlie Chase comedy. If you love Packards you would have enjoyed this film a lot.

Club elections were also on the agenda, the results of which were as follows:

Director Darwyn Lumley
 Assistant Director Neal East
 Secretary John Meyer III
 Treasurer Jim Valentine

Bill Cannon will continue in the appointed position as editor.

The date of the next meeting was tentatively set for February 11, 1987. If you are interested in attending please call: Darwyn Lumley, (714) 524-3119, or Bill Cannon, (818) 358-6255.

Steve Richmond
Past President



A prototype of the 1921 Russel, made in Detroit and planned for export. (Note the right-hand drive). Probably not more than five or six were made. *Photo contributed by Stanley K. Yost*

MOTING ARTIST WINS MAJOR AWARD AT UNIQUE SPORTING EVENT

RECORD GATHERING OF SS JAGUAR 100's AT
 INTERNATIONAL WEEKEND, 5-7 SEPTEMBER 1986

Leading automotive artist Michael Turner, best known for his superb action paintings, took a slice of the action himself when he won the International SS Jaguar 100 Road Run on Saturday, 6th September 1986. It was the main event of a weekend of activities to mark the fiftieth birthday of the first Jaguar competition sports car, the SS Jaguar 100, of which just over 300 were made between 1936 and 1939. Many still exist, and are highly valued classics; yet a good proportion of owners still use them for their enjoyment. Twenty-two of them were brought to the weekend—probably an all-time record for a single event. A Turner painting was commissioned for the occasion.

Organized by two owners, Barrie Foster and John Parker, the weekend attracted others from all around the world: Africa, Australia, USA, and a number of European countries. One of them, William Martin of California, shipped his car too. The other cars were British-based in the main.

At a celebration dinner William Heynes, the chief guest, spoke of the early days of Jaguar, where he was head of engineering from 1935 to 1969, when he retired. Among the other speakers was today's Director of Personnel (and Company Secretary) Kenneth Edwards, who took part in the event with Jaguar's own "100." Jaguar's past and present were linked throughout the weekend and, in toasting 50 years of Jaguar motoring, the organizers felt it entirely appropriate (a little more than a month before announcement) to conclude with another: to the next 50 years, and success to the XJ40.

This very happy occasion, blessed throughout by good-to-superb weather, had begun on Friday, 5th September with a civic reception at the Museum of British Road Transport (shared with Jaguar, whose Brown's Lane facility was 'out of bounds' until the launch of the XJ40) and a cavalcade to the original factory in Swallow Road. It ended on Sunday, the 7th, with a car display at Stoneleigh Abbey, Kenilworth, where the Jaguar Drivers' Club's annual SS Day was being held.

THE WINNERS: International SS Jaguar 100 Weekend, 1986

Driving and Navigation Run

Michael and Helen Turner, Chesham

Concours d'Elegance

Roger Shackleton, Tynemouth

Best Maintained Car

Michael Roberts, Ellands, Yorkshire

Most Original Car

Peter Tacon, Norwich

Furthest Distance Travelled

William Martin II, Pasadena, California

Contributed by Andrew J. A. Whyte
Ettington, Warwickshire, England

SAH OSCEOLA LITERATURE SWAP MEET

September 6, 1986, was a warm, clear day in Osceola, Wisconsin (50 miles northeast of Minneapolis), which contributed to the success of the first SAH sponsored literature swap meet held there. The Wisconsin SAH Chapter hosted this "first" annual event which was designed to provide an opportunity for buying, selling, and swapping historic automotive and aviation literature.

The Historic Literature Swap Event was held on the grounds of Classic Motorbooks, Inc., in conjunction with its annual "Wheels and Wings" auto/aviation event. In addition to providing a place to hold the SAH swap meet, Classic Motorbooks provided generous support to defray advertising expenses incurred by the Wisconsin SAH Chapter.

All vendor spaces in the 30' by 50' swap tent were presold and several additional outside spaces were created to accommodate vendors who registered late. Participating vendors traveled from locations as far away as California and Ohio, although buyers came primarily from the midwest. One buyer who flew in from Texas, and another from Toronto, indicated that their trips had been worthwhile in view of the purchases they made. Vendors described the pace of sales as brisk.

The other aspects of the "Wheels and Wings" meet—a show of more than 200 old cars, dozens of aircraft, and a massive sale of damaged and overstocked books from the inventory of Classic Motorbooks—made this a very full day for those in attendance. A concluding party on the riverboat *Andiamo*, sponsored by Classic Motorbooks as part of "Wheels and Wings," was attended and enjoyed by many who had participated in the Historic Literature Swap Event.

Several vendors and buyers particularly praised the fact that the only swap activity allowed involved historic automotive and aviation literature, so buyers and sellers could concentrate on literature without dilution or distraction.

Prior to holding this event, the Board of Directors of the Wisconsin Chapter had voted to send one third of any profit that might be derived from the sale of vendor space to the SAH. A check in that amount was sent to the SAH treasurer, George Ward, in late September.

Present plans call for repeating the Historic Literature Swap Event in 1987, in conjunction with the "Wheels and Wings" meet in early September. More information will be printed in the *Journal* as plans are made definite.

Matt Joseph



Letters from our readers

A 1915 FRONT-DRIVE PROTOTYPE

From J. H. Valentine, P. O. Box 5026, Playa del Rey, California 90296: I must congratulate you you on the excellent *Automotive History Review No. 20*, with its fine advice regarding the research of a vehicle's past (*Tales of the Beaver Six—Fact or Fancy?*). A skeptical mind is certainly required. Rick Lenz has as well a good approach to the saving of today's events which so quickly become history. Even one who specializes in a certain earlier era should try to observe and record that which he sees around him now, as perhaps no other historian is present at that location in the proper time.

Last year I picked up a copy of the "1916 Automobile Show" at the Shrine Auditorium in Los Angeles, held September 18th through 15th, 1915. In it was an ad for the reader to view "The Car of the Future, front drive, more power, less fuel—on exhibition in the balcony." It was "Invented and Owned by Pierre Turon, 330 Winston Street, Los Angeles."

I did some research on Mr. Turon and found that he was for many years a partner in a butchers' supply firm, Turon and Pedy, and that the 330 East Winston Street location was his home address, just a few blocks from his business, both being on the edge of today's Civic Center area. His home was really a boarding house location run by his wife. Albert Turon, a machinist by trade, lived there for a time and may have been a son. It implies that he or the son had access to machine shop equipment and may truly have been able to fabricate the vehicle.

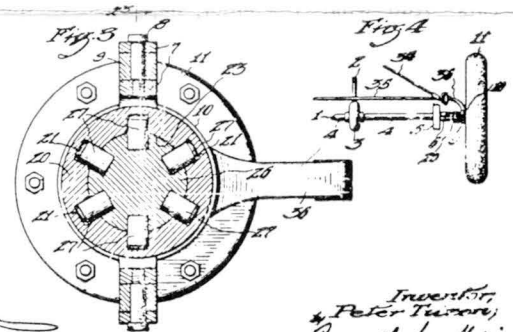
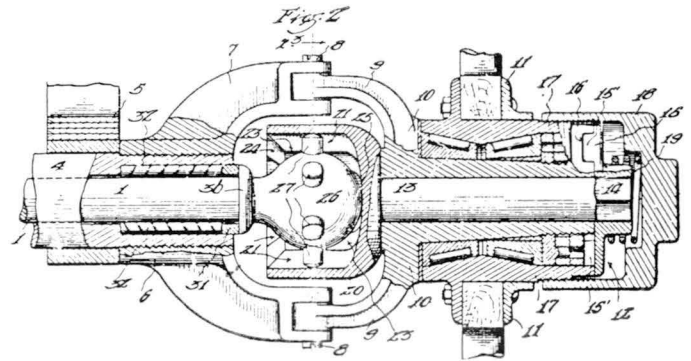
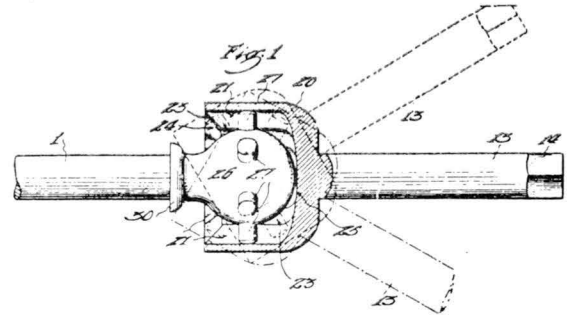
My existing local newspaper research—only partial—has found no description of this vehicle at the time of the auto show, but I no longer have access to early microfilms as they were lost in a major fire at the main Los Angeles Library early in 1986, now closed.

I have a copy of his U.S. Patent No. 1,155,629, entitled "Universal Shaft-Coupling," which was used in conjunction with his earlier U.S. Patent No. 1,012,936, dated December 26, 1911, which supposedly portrayed a front-wheel drive for automobiles. I assume that Mr. Turon used that basic design with his improved October 5, 1915, universals, in this automobile which was shown. Because of the library fire I have no way to obtain his earlier, more complete patent.

Neither Mr. Turon (called Peter in his patents and in city directories of the time, but Pierre by his preference), nor his partner show any relationship to any known local automotive venture over a 12-year span. It would appear that this may have been a hobby which he hoped to expand into a vocation or business.

Mr. Turon's second patent indicated deficiencies in the earlier design relative to the universal joints. Being used on wheels which steered the car as well as propelled it caused additional problems not as likely encountered if used for the rear wheels. He states: "I have discovered that the common forms of universal joint connection are inadequate for this purpose in view of the fact that when the front wheels of an automobile are used for driving, the various parts are subjected

P. TURON.
UNIVERSAL SHAFT COUPLING.
APPLICATION FILED JAN. 4 1915
1,155,629. Patented Oct. 5, 1915.



Witnesses:
M. Mansfield
E. Cahill

Inventor:
Peter Turon;
Armand Baker, Harris
his attorney

to sudden and heavy shocks of various kinds, mainly because of inequalities in the surface of roadways, and one of the main objects of my present invention is to produce a coupling of the class described of simple form and construction, and which has appropriately large areas of bearing surfaces in the different positions that the same may attain." In other words, his first universal joints were weak and undersized, and would be too clumsy if enlarged.

This may indicate that he did construct the auto earlier, and in testing found certain deficiencies. Alteration to some components was made, and the vehicle then put on display in late 1915. It does not appear that any actual business was initiated to market this design.

Does any SAH member have any further information on this man, his auto, or the earlier front-wheel-drive design patent? Loss of our local newspaper files from the early part of this century means there is little more I can easily accomplish regarding this matter.

Letters continued on next page—>

LETTERS (Continued)

ANOTHER CAR FROM SASKATCHEWAN

From Keith Marvin, 587 Broadway, Apt. A-13, Menands, New York 12204: I was greatly interested in Vernon Elliott's description of the Moose Jaw Standard in Issue No. 105 of the *SAH Journal*. In referring to *Cars of Canada*, by Glenn Baechler and the late Hugh Durnford (sponsored by the Craven Foundation in 1973), the authors pointed out that the venture to build this car was backed by local businessmen who purchased enough parts from the United States to produce 25 cars. The car was known variously as the Moose Jaw Standard or the Continental (after its engine), but the going was tough and after the completion of only five cars, each of its backers taking one, the remaining parts were sold, the engineer paid off, and the company wound up. It is indeed fortunate that one of these cars survives.

However, the thing that interests me is what became of the other four? Surely, if this was a local venture, as the authors imply, the cars taken by the directors, it would seem to me, would have ended up in Saskatchewan's Moose Jaw area.

In the May 15, 1921, issue of *The Nor-West Farmer*, a publication from Winnipeg, a complete roster of all makes of cars registered in the prairie provinces of Alberta, Manitoba, and Saskatchewan for 1920 was included, and in that year three "Canadian Standard" cars were registered in Saskatchewan, this being the name of a car built in Moose Jaw in 1913 but unrelated to the Moose Jaw Standard. But, in addition, under Continental, we find one in Manitoba and two in Alberta. As the Moose Jaw Standard was also sometimes known as "Continental," could these have been the big 1917 cars? And what, I wonder, happened to the other two cars which were presumably completed?

I have no idea what the nomenclature on the Moose Jaw Standard may have been—under that name or Continental. There doesn't appear to be a radiator badge in the picture of the car, but if it went under the Continental name, at least 60 percent of the cars were running and registered three years after the Moose Jaw operations were terminated. As for the other two, they simply may not have been registered or they may have ended up in a non-prairie province or the United States. It may be trivial, but it sure interests me. Anyone out there know? I'd love to solve the mystery.

YES, A FRONT-WHEEL-DRIVE HUPMOBILE!

From Karl S. Zahm, 3226 Cardamon Court, Rockford, IL 61111:— At the risk of "carrying coals," Hupp did indeed build a front-wheel-drive car (*Sah Journal* No. 105, Ray Wolff letter on page 3). While I responded directly to Ray on this question, you may be interested to know that as a member of the board of directors of Hupp, Archie M. Andrews continued to press for just such a car even after his Ruxton folded.

He had his chance to implement his idea after having been elected as chairman of the board in October 1934. He had no more than taken office before contacting William J. Muller, former chief engineer of Ruxton, who was asked to design a f-w-d Hupp. The whole affair was, according to Muller, a crash program. Andrews provided Muller with a Ruxton sedan from which the engine, transmission, and front end assembly was taken. An utterly conventional production Hupmobile 427T sedan less its drive train was also provided to Muller who shoe-horned the ex-Ruxton components into the Hupp's chassis.

Presumably, the finished car was displayed at the 1935

Chicago Auto Show by S. L. Davis, Chicago's largest Hupp distributor and president of the Association of Hupp distributors. After its brief showing, the car was returned to Detroit and largely forgotten amidst the turmoil that ensued when a group of minority stockholders sought to oust Andrews from control of company affairs.

When Hupp left the auto business in July of 1940, the only front-wheel-drive Hupp car ever built passed into the hands of a private owner.

To my knowledge there never was any literature issued for this one-of-a-kind 1935 Hupmobile, since it was an experimental, pre-production concept car at best.

WHEN IS A GALLOWAY NOT A GALLOWAY?

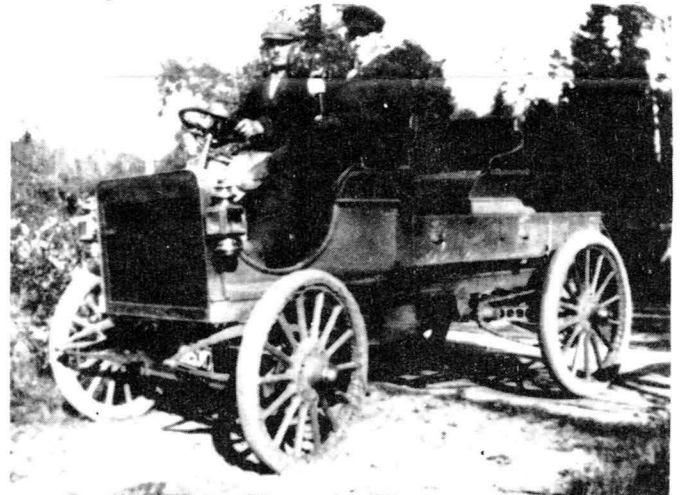
From Bill Sherman, 19967 Doyle Place West, Grosse Pointe Woods, Michigan 48236:—While researching the history of the Michigan Flying Farmers Organization, and the Lost Creek Airport in Oscoda County, I came upon this photograph in the records of the Au Sable Valley Historical Society.

The vehicle is identified as a 1912 Galloway truck. The occupants are James Crane, the postmaster of Eldorado, which is a ghost town in Crawford County east of Grayling; and Reed Cripps, of Luzerne, Oscoda County.

Eldorado was thriving during the timber-cutting era, as was Luzerne, then and still just four corners in the woods. But Luzerne had a gasoline station and garage before it even had electric lights, thanks to a enterprising man named Pete Palmer.

Each town is about 200 miles northwest of Detroit, reached then on sand trails nearby. Running to the southeast is a Galloway Road, still just a sand trail through the woods.

The photo is labeled as having been taken in 1913.



This Galloway truck, marketed under that name by the William Galloway Company, was actually a re-named Dart, built by the Dart Manufacturing Company of Waterloo, Iowa.

Editor's Comment:— The Galloway truck pictured above is identical to the Dart truck of 1912. William Galloway, a Waterloo, Iowa, manufacturer of farm equipment, brought the Dart Manufacturing Company, of Anderson, Indiana, to Waterloo in 1907, where the Dart was successfully produced for many years. Through a bit of badge-engineering, some of these trucks were named "Galloway."

William Galloway also sold a small car which he named "Galloway," but which was soon re-named "Arabian."

Both of these small cars were built by the Argo Motor Company, of Jackson, Michigan. In 1916 and 1917 the Arabian was produced in Galloway's plant in Waterloo.

It would be interesting to know if the sand trail, Galloway Road, was so named by coincidence or for the truck on which it was photographed.

THE "LONG DISTANCE" AUTOMOBILE

BY STEVE RICHMOND

In automotive history circles, the name Lewis Nixon would probably not garner much attention. By age 29, however, this talented designer would already be recognized as one of America's premiere shipbuilders. From his yards in Elizabeth, New Jersey, came more than 100 vessels constructed for the United States Navy, including this nation's first submarine, the Holland, built in 1890.

Mr. Nixon founded and headed many enterprises, including the Standard Motor Construction Company which specialized in the manufacture of marine and stationary engines of all types and descriptions. It was apparently with this background that Nixon felt confident to enter the wild and woolly world of building and selling horseless carriages.

In early 1900, a year in which there were already at least 97 manufacturers of automobiles, the U. S. Long Distance Automobile Company was formed under the direction of Lewis Nixon, president, F. M. Laude, vice president, and G. B. Martin as treasurer. General offices and factory were located at 307 Whiton Avenue in Jersey City, New Jersey, according to a 1901 city directory.

Initially the firm produced only marine engines, and it wasn't until April of 1901 that the company introduced its first automobile, a small machine, tiller steered, and designated the Type A. It was powered by a single cylinder, seven horsepower engine, and was priced originally at \$1,000. So well known was the company's fine reputation in the field of marine engines that most all of the Long Distance advertising stressed this association. An excerpt from a 1903 catalog read, "The principle of operation of the automobile engine is the same as successfully employed in the Standard Marine engine, and has given the greatest satisfaction for the past twelve years."

Advertising also centered on "simplicity, economy, strength and durability" and the fact that the car could travel 125 miles on one filling." This rather impressive range capability for a small runabout was thought, by company executives, to be a worthwhile selling benefit over the steam and electric offerings still very popular in the years immediately following the turn of the century.

The Long Distance was designed primarily by the talented inventor and engineer C. C. Riotte, who had already made a name for himself as the person most responsible for the popularity of stationary marine engines. From all accounts, Mr. Riotte created a most appealing and durable automobile for its time. A trade journal, *The Automobile*, dated June, 1901, stated, "After test driving the car, we were especially pleased with the absence of noise and vibration while in motion, and she glided along with very little fuss indeed."

By January of 1902 the company was already announcing the introduction of several new models to be added to the Long Distance line. There was the two-cylinder 12 horsepower Type C priced at \$2,500; the Type D three cylinder 20 horsepower costing \$4,000; and a delivery wagon called the Type E equipped with a two-cylinder engine rated at ten horsepower that retailed for \$2,000.

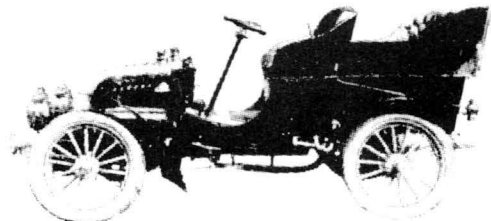
1902 would also see the original runabout change over to wheel steering, accompanied by a hefty price increase to \$1,250. Even so, Long Distance production averaged ten to twelve cars per week, which was in line with company estimates announced six months earlier.

The U. S. Long Distance Automobile Company seemed to be doing well, but for reasons not explained the firm changed its name in January of 1904 to the Standard Motor Construction Company, with all models of the Long Distance line being dropped in favor of a single four-cylinder touring car that was known early on as the Standard Tourist U. S. Long Distance. The elongated name was a real mouthful but did, by association, take advantage of previous Long Distance advertising. The "Standard," as the car eventually became known, had an even shorter life than its predecessor.

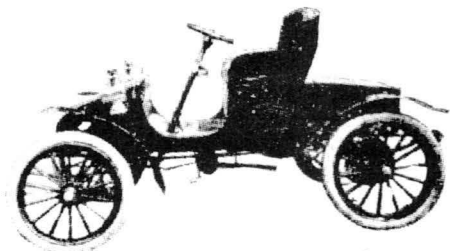
In 1905 the wheelbase of the Standard was increased from 95 to 109 inches, and the price was raised accordingly to \$3500. There was also a landaulet added, priced just under \$4,000, but apparently the profit picture was disappointing because the Standard Motor Construction Company elected to retire from the automobile business by the summer of 1905.

U. S. LONG DISTANCE AUTOMOBILE CO.

Touring Cars 1903 Model



TYPE C, 2-CYLINDER VERTICAL ENGINE, 12 H. P. PRICE, \$2500

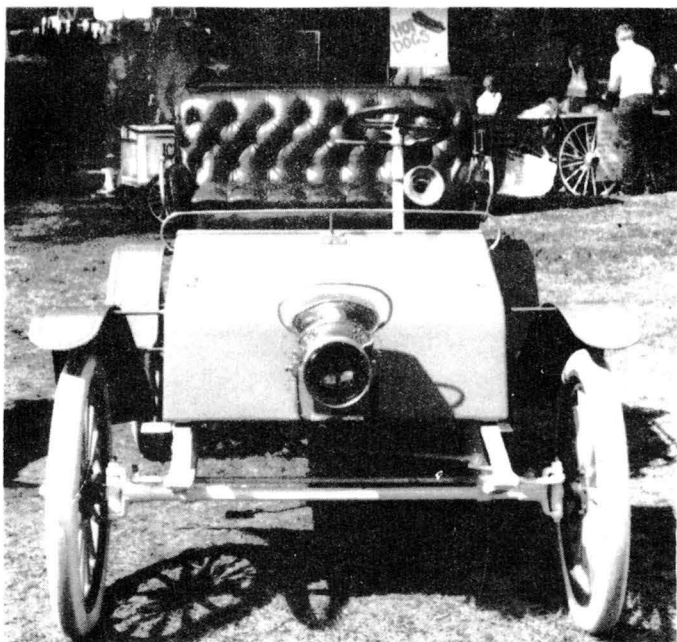


TYPE A, 7 H. P. RUNABOUT. PRICE, \$1250

We will exhibit at the New York Show in addition to the above, Type B, a \$1500 Tonneau, and Type D, a delivery wagon.

N. Y. Salesroom, 108-112 W. 41st St.

"Long Distance Touring Cars"



Bobby Babcock's 1903 Long Distance made its United States debut at the recent Crescenta Valley concours, La Crescenta, California. This fully restored car is one of only two known surviving Long Distance automobiles. (See also picture on the back page.)

The company sold its Selden Patent license to Edward Hewitt, who would begin production of the Hewitt automobile in New York City soon thereafter.

The Standard Motor Construction Company remained a viable and respected manufacturer of marine engines until 1932. An article in the *Jersey Journal* of April 29th of that year described the company's losses at 23 million dollars for 1931 alone. Unable to honor its financial obligations, the company was ordered into receivership.

Lewis Nixon, at the age of 79 years, succumbed to pneumonia on September 23, 1940. The *New York Times* ran a detailed story of his life, recalling every accomplishment and honor held by this famous designer, but strangely absent was the fact that he had been involved in the early years of the automobile industry.

It is true that the Long Distance story seemed to be over before it really got started. Like so many automotive efforts, the memory of the marque and the company that produced it have all but faded away. Maybe its impact was less than impressive, but the Long Distance deserves to be remembered as an important part of this country's heritage.

ACKNOWLEDGEMENTS

I would like to thank Bobby Babcock and Ralph Dunwoodie for their assistance in the preparation of this article.

A special "Thank you" to Joan F. Doherty, Librarian, Jersey City Public Library, for her assistance and research.

Additional information was gathered from the following sources:

The Standard Catalog of American Cars 1805-1942, by Beverly Rae Kimes and Henry Austin Clark, Jr.

Automobiles of America, Wayne State Press, Detroit, Michigan.

The Long Distance Automobile

A car built especially for touring on American roads, and to meet the requirements of those who seek simplicity of construction, economy in running and unusual strength and durability. Built on the Hydro-Carbon System, 7 horsepower, and will run 125 miles on one filling. Price \$1,000.

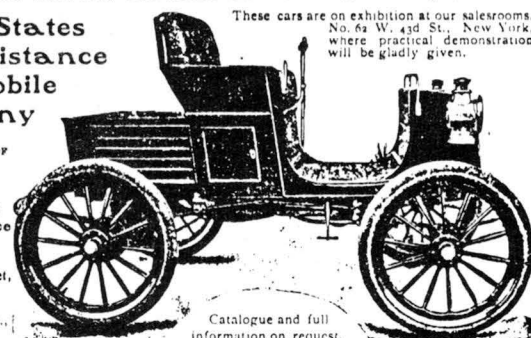
United States
Long Distance
Automobile
Company

MANUFACTURERS OF
Standard
Marine
Engines and
Long Distance
Automobiles

SALESROOMS:
No. 62 W. 43d Street,
New York

FACTORY:
No. 877 Whiton St.,
Jersey City, N.J.

DEPT. 1: BALTIMORE and
WASHINGTON, H. S. Leitch,



These cars are on exhibition at our salesrooms,
No. 62 W. 43d St., New York,
where practical demonstration
will be gladly given.

Catalogue and full
information on request.

DEPT. 2: BOSTON, George T. Gould, Jr., 45 Columbus Ave.
DEPT. 3: CHICAGO, Ralph Temple, 293 Wabash Ave.

This advertisement of early 1902 shows the runabout still equipped with tiller steering. By late 1902 a steering wheel would be added, along with a price increase to \$1,250.

SOME CORRECTIONS—KING SIZE FOR WHICH YOUR EDITOR DEVOURS AN AMPLE SERVING OF CROW

After having emphasized several times in these pages the importance of careful research and the need for getting one's facts straight before putting ink on paper, I now find myself in the uncomfortable position of having produced a massive collection of errors on a single page of *Journal No. 104*. The following letter from Bill Lewis, of Anaheim, California, will serve as an introduction to the full details, which will be included in the next (No. 107) issue of the *Journal*. He says:

"That little item on page 2 of *Journal No. 104*, regarding the Citroen picture on the back cover, contained too many errors for me to let it go by without comment. The enclosed item is self-explanatory regarding those errors.

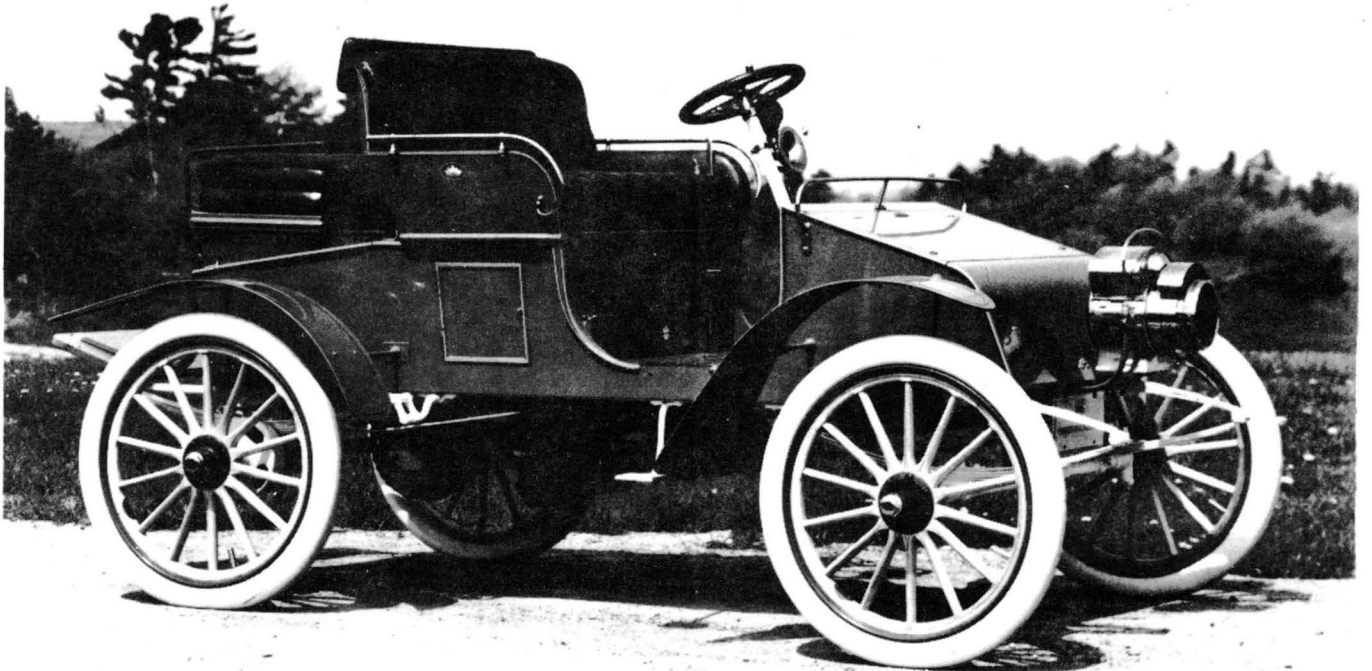
"You can title it as you wish—Rebuttal, Added Info, or whatever—but I think it should be run in the next issue to clear up the misstatements. Basically, and contrary to what the item said:

1. Citroen did NOT design any sleeve-valve engines. (*But see note below. Ed.*)
2. The 1925 Citroen was NOT the first all-steel-bodied French car.
3. The Citroen was NOT France's first front-drive car.
4. It was NOT development of the front-drive car that drove Citroen into bankruptcy.

"These key points are further explained in the attached item. Bloopers do get by and into print every so often, so my comments should not only give you some filler but correct the errors as well."

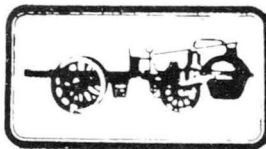
Editor's Note: The late Michael Sedgwick, in *Georgano's Complete Encyclopedia of Motorcars, 1885-1968*, page 129, says, "He (Andre Citroen) put his knowledge of American mass production methods to good effect in 1919 when, in association with Jules Salomon . . . he evolved two engines. The bigger of these a sleeve-valve 4-litre, was taken over by Gabriel Voisin . . ."

And, in reference to note 2, David Burgess Wise, in his *The Illustrated Encyclopedia of the World's Automobiles*, says (page 124), "With the B-10 in 1925, he (Citroen) introduced France's first all-steel body."



1903 LONG DISTANCE AUTOMOBILE

The Long Distance was manufactured by the United States Long Distance Automobile Company, of Jersey City, New Jersey, from 1091 to 1905. (See article on page 6).



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January-February 1987
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ADDRESS CORRECTION REQUESTED