

HE JOU

THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC

January-February 1988

Issue Number 112

DAVID LEWIS, FORD BIOGRAPHER

In October 1987, for the first time since 1973, David Lewis, past president of the SAH, missed Hershey--and thus the Annual Meeting. There was a reason: he was on tour in China, lecturing to automobile industry officials among others there. As we know, when Dave is home in Michigan, most of his automotive history pursuits are Ford-oriented. Earlier last year he was the featured speaker at a charity benefit held at Fair Lane, the famed Dearborn mansion of Henry and Clara Ford. Honorary co-chairmen for the event were the late Henry Ford II--who had not visited his late grandparents' home in a decade--and his wife Kathy.

Though speaking engagements keep Dave busy, the written word has not been neglected. He was collaborating with Henry Ford II on the latter's authorized biography, to be published three years after Ford's death which occurred on September 29, 1987. A Ford corporate biography is in the wings too.

This Lewis endeavor will be a sequel to the acclaimed three-volume triology authored by Allan Nevins and Frank Ernest Hill. Dave will pick up the story in 1956, a few years before Nevins and Hill left off. What a fascinating book that promises to be!

SARAH MOSS, WHERE ARE YOU?

A copy of SAH Journal #111, mailed to Sarah Moss at 1330 SE Bristol St., #42, Santa Monica, CA 92704, has been returned stamped "Moved, left no address." She is a recent member (#1255) of the SAH, and is entitled to receive publications in 1988.

Can any of our Southern California members tell us of her present address?

AND WHILE WE'RE ON THE SUBJECT

If you move, and don't provide us with your new address, the Postal Service will notify us and supply your new address at 30c per notification. The Journal, mailed with first class postage, will be forwarded to you if you've given the post office a forwarding address, but Automotive History Review, mailed at bulk rate, will not.

Effective at once, we will no longer replace any issues of the Review for lack of your new address. Such copies will be available while supplies last at \$3.00 each, the regular price of single back issues.

If you plan to move, please send your new address to SAH Publications, 1616 Park Lane, NE, Marietta, GA 30066, or to the SAH secretary, Shelby C. Applegate, Box 501, Mt. Gretna, PA 17064.

Sport News, September 2, 1987.

WHITE SETS NEW MIDGET SPEED MARK

The following news item is reprinted from National Speed

BONNEVILLE SALT FLATS, Utah - Gordon Eliot White (SAH member #1003), of Alexandria, Virginia, driving a 1948 Kurtis-Kraft midget powered by a 122 cubic inch Offenhauser engine, set a new straightaway midget speed record here in two runs on the salt, averaging 156.445 mph.

That broke the former midget record of 147.095 mph set by the late Rex Mays on September 19, 1949, driving Johnny Balch's Mobil Jr. Gilmore Special, also powered by an Offenhauser engine.

White also exceeded the international two-litre unsupercharged record of 145.885 mph, set here September 3, 1982, by John Bearce.

White's car, the former Tassi Vatis Offy, was built in Glendale, California, by the noted race car builder Frank Kurtis, who died earlier this year. The car placed second in Eastern AAA standings in 1952 with Johnny Kay and Ray Janelle driving it, and won Northeastern Midget Association championships in 1960 and 1961 with Dickie Brown behind the wheel.

White made an attempt on the midget speed mark here in 1986 [see Automotive History Review #211], turning 134.462 mph, but was stymied when heavy rains washed out last year's trials at mid week. Bonneville Speed Week is sanctioned by the Southern California Timing Association.

This year his effort survived a broken torque tube on his first powered run, and a downpour on Monday that wiped out a day and a half of the trials.

White was assisted by engineer Jud Holcomb, of Manchester, new Hampshire, mechanic Mike Katzmark, of Newtown, Connecticut, and Mike Perry, of Park City, Utah. Katzmark took the car for a 148 mph trip down the salt to earn his SCTA competition license.

Ken Hickey, of Ambler, Pennsylvania, set up the record-setting Offenhauser engine.

The team was sponsored in part by Gary Brey, of Boston, Massachusetts. His T/A R-1 radial tires were provided by the B. F. Goodrich Company, and Cygnus Microprocessor Company installed one of their on-board computers to monitor data during each run.

HOWARD "BUTCH" APPLEGATE

The Society extends deepest sympathy to former President Howard L. Applegate and Secretary Shelby C. Applegate on the death of their son, Howard "Butch" Applegate, in an airplane accident near Fort Atkinson, Wisconsin, on Monday, November 19, 1987.



The SAH Journal is published six times a year by The Society of Automotive Historians, Inc. Copyright 1988

Richard B. Brigham, Editor 1616 Park Lane, N.E., Marietta, Georgia 30066

OFFICERS

PRESIDENTBeverly Rae Kimes SECRETARY.....Shelby C. Applegate TREASURERRobert J Gary

DIRECTORS

Through 1988

Christopher G. Foster Thomas E. Bonsall

Through 1989 Matt L. Joseph

Jack L. Martin

Z. Taylor Vinson

Through 1990

Strother MacMinn

Helen J. Earley

Keith Marvin



William T. Cameron

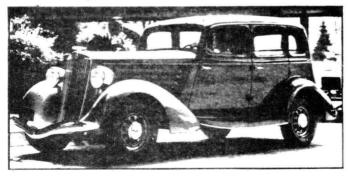
Letters from our

readers

THE 1934 HUPMOBILE MODEL 417

I don't know anything about Hupmobiles, but I can assure you that the 1934 Hupmobile Model 417 pictured in Issue #110 of The Journal has a Hudson-built body. One can see the same body on any 1934 Hupmobile or Terraplane, or, with only slight changes, on the 1935 models of these cars. There were Fastback and Humpback (trunk) versions.

David M. Knowles, 905 McCandless St., Sault Ste. Marie, Michigan 49783.



1934 HUPMOBILE 4-DOOR SEDAN, MODEL 417

Editor: Although photos of 1934 and 1935 Hupmobile, Hudson and Terraplane show almost identical bodies, our specifications tables in trade publications say that Hudson and Terraplane built their own bodies, while Hupmobile used Hayes bodies. Does anyone have more information on this subject?

THAT EXPERIMENTAL PACKARD

I received the SAH Journal the other day and, as always, I enjoyed it but I have a small correction to make on the Packard "Phantom" pictured on the back cover.

The car started life as a 1941 Coupe de Ville by Darrin. The front end of the car was reworked to the style pictured in 1943, and the sides were modified to match the upcoming 22nd Series (1948) Packards around 1946. Thus the "Phantom" followed, not led, the design of the bathtub Packards. The development of this car is told in the Packard Club's Cormorant magazine, Fall, 1975, in an article by George L. Hamlin.

Stuart R. Blond, 84 Hoy Ave., Fords, NJ 08863.

THE CROXTON MAIL TRUCKS

You ask where the picture of the four Croxton mail trucks was taken (AHR #22, page 14). It was taken in Cleveland, Ohio where they were used as mail delivery and collection wagons. The same photo appeared in Cycle and Automobile Trade Journal, MoToR magazine and Horseless Age.

I have another reference that reads: H.A. 8/9/11, p. 219; but the page is missing. If anyone can look up this last reference it might have some details.

Other than these, all of my other commercial Croxton indexing refers to taxicabs.

Ralph Dunwoodie, 5935 Calico Drive, Sun Valley, Nevada 89433.

Editor's note: Ralph's references correct an error made in the picture caption in A.H.R. which states that these trucks were 1912 models. The correct date is 1911.

PERPETUAL CALENDARS, ANYONE?

I refer to the letter from D. J. Kava on page 5 of the November/December issue of the SAH Journal.

Calendars for the years 1753 to 2000 are included in Whitakers Almanac Annual distributed by Gale Research, Book Tower, Detroit, Michigan 48226.

Kenneth Ball, 30 West Brighton Drive, Sussex, England BN2 2GE.

In reference to D. J. Kava's question about calendars in *Journal #111*, in the Cincinnati area in the front part (page 22) of the Yellow Pages there is a perpetual (1776-2025) calendar. Sample enclosed.

Jim Petrik, 7275 Berwood Drive, Madeira, Ohio 45243.

Editor: Similar information and copies of such calendars have been received from the members listed below, and a copy has been sent to Mr.

Hayden R. Shepley, Port Orange, Florida 32029 Ken Browning, Tillsonburg, Ontario, Canada Richard E. Riegel, Jr., Montchanin, DE 19710

MILLER - HENRY OR HARRY?

In the November-December issue #111 of the SAH Journal, D. J. Kava's question No. 6 (in "Questions in Search of Answers") inquires about a Henry Miller in the 1907 Glidden Tour and his connection, if any, to "Henry" Miller of Indianapolis fame.

The historian at the Indianapolis Motor Speedway advises that the name "Henry Miller" is not known to him and believes that this "Miller" of Indianapolis fame would be Harry A. Miller (born December 9, 1875), the engineer and designer of the well-known Miller engines which powered Indianapolis racing cars for many years.

Details of Harry Miller's life and accomplishments are well covered in Mark Dees' book, *The Miller*

Dynasty (1981).

James Hoggatt, Jr., 6514 Whitethorn Court, 2-B, Indianapolis, IN 46220.

AUTOS ON THE WATER

Just a quick note to let you know that my book about the auto carriers (Autos on the Water, reviewed in SAH Journal #109) was recognized for a "Moto Award" by the National Automotive Journalism Association (Imperial Palace Hotel & Casino in Las Vegas) and by the AACA (the Thomas McKean Cup). I guess a few people besides you and Keith Marvin liked it.

Lawrence A. Brough, 516 Yorkshire Drive, Newark, Ohio, 43055.

Editor's comment: These awards for a \$8.95 soft cover book prove that a book musn't necessarily be an expensive hardbound volume to be a winner!

MORE ABOUT REAR-ENGINE-FRONT-DRIVE

In SAH* Journal #111, page 7 (Automotive Oddities), you state that you haven't heard of

another front-drive rear-engined car.

In Jan Norbye's book, *The Complete Handbook of Front-Wheel-Drive Cars*, page 268, there are several paragraphs on Ben F. Gregory, saying that the car you pictured was designed in 1947, and that he sold the design to Hoppenstand Motors, Inc., of Greenville, Pennsylvania, who scrapped the design in 1949.

Norbye also mentions one other rear-engined front-drive design, built in 1932 by Harley Holmes, with a Pontiac V8 engine mounted over the rear axle.

Thomas F. Stewart, Rt. 3, Box 446, Leesburg, Virginia 22075.

Editor's question: Who was Harley Holmes, and what other parts did he play in automotive history?

SOURCES and RESOURCES

by William T. Cameron

Back in February of 1979 I had the pleasure of attending the annual AACA meeting in Philadelphia, but what I found to be of most interest was a seminar on automotive history, put on at the same time as the AACA meeting by the Society of Automotive Historians. The seminar was conducted by Frank Robinson (then SAH president), Henry Austin Clark, Dave Brownell, Lou Helverson of the Philadelphia Free Library, Charles Betts, Howard Applegate, and the well-known automotive artist John Peckham.

It's been a long time since 1979, so we aren't

going to try to recount the seminar completely. There are, however, a number of items which we thought today's SAH members might put to use in their own research. For your information, we list them here.

In the area of researching an old car, Austie Clark suggested we might check out Branham's, the ALAM and NACC handbooks, Heasley's Production Figure Book, Grace Brigham's Serial Number Books, NADA Red Books, original parts and service catalogs, and Dykes Auto Encyclopedia.

Howard Applegate talked about corporate archives. This is an area in which all of us can use more information. When writing to corporate archives, be sure to include your complete name and address, as well as any professional affiliations you may have. Tell the archivist what you're working on before you ask the question. Archives have rules—know them. Know beforehand what services are available from the archives and what the charges are. To help you get the information you need, give the archivist all the data you already have to use as a guide. Don't ignore any part of the archives; corporate minute books, correspondence files, annual reports, labor negotiation files, stock sales and transfers, production records and the records of subsidiary corporations.

John Peckham spoke on government records. He too had a long' list of places for the researcher to check: deeds, wills, patents, village clerks, the town hall, county courthouse, maps, family records, inventories, tax records, surveys, incorporation papers, judicial records, patents, trade marks, copyrights, and even transcripts of court cases.

Lou Helverson offered several bits of information on dealing with libraries. First of all, have specific questions prepared before you get in touch with the librarian. When you do approach this person, give complete questions at once—not in little pieces one at a time. Make it very clear what your problems are. And, finally, go to the library prepared.

Additionally, local newspapers are a good source, and so are old magazines. In searching out periodicals and books, ask your librarian about interlibrary loans. It's a terrific program. Use university libraries and historical societies. Don't overlook the Society of Automotive Engineers' year books

David Gess of Milwaukee haa come up with his own list of automotive history resources in Wisconsin, and there probably are people in your own state or area who have compiled similar lists. There are also a number of State Historical Guides. Don't ignore local and county historical societies and the local history collections in libraries. Many have unreferenced racing or other old auto pictures, and pictures of automobile manufacturing factories which no longer exist.

A few last things, obvious but often overlooked: if you call someone for information, never call collect. If you plan to visit, make an appointment. And if you write, be sure to enclose a stamped, self-addressed envelope.

QUESTIONS SEARCH ANSWERS

Is anyone else but me interested in having a Literature Fair & Exchange? Hayden R. Shepley, Box 41, Port Orange, FL 32029.

Editor: Some of the SAH Chapters have successfully enhanced their treasuries in this manner.

SAH Journal No. 112

The Golden Oldies

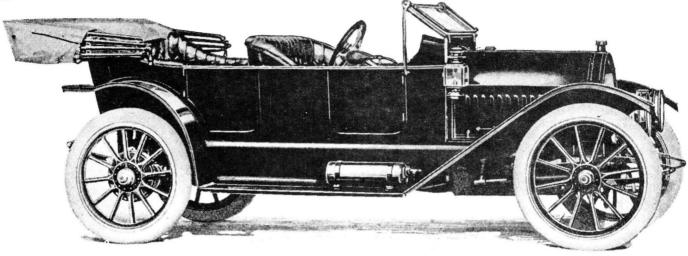


Fig. 1. Jackson Model 42 touring car, price \$1,500. The motor is 40 h. p., wheel base 118 in., and the tires are 34 x 4 in. The equipment consists of top, windshield and gas tank.

The JACKSON Line for 1912

This article describing the 1912 models of the Jackson automobile, made by the Jackson Automobile Company of Jackson, Michigan, is reprinted with minor changes from Cycle and Automobile Trade Journal of December, 1911.

The Jackson 1912 line is composed of five models: Model 52% a five-passenger torpedo type priced at \$1,800; Model 42, a five-passenger torpedo selling for \$1,500; Model 32, a five-passenger torpedo selling for \$1,100; Model 26, a two-passenger torpedo roadster, price \$1,100; and Model 28, which is somewhat similar to the previous model except that the price is \$1,000.

In the design of this body and its general appearance this car is a pronounced departure from anything the Jackson Company has produced during its ten years of manufacturing experience. The body is built on lines that harmonize perfectly with the extreme length of the chassis. It sets close to the ground, presents ample room in front and in the tonneau for comfort in touring, and is of a true torpedo type, with control levers, door handles, etc., inside. In these respects the other two Jackson touring cars are identical with the Model 52, the only differences being in the size of the motor and the length of the wheelbase.

It may be said that marked change in the 1912 Jackson construction begins and ends with the new body, for the features that have been characteristic of these cars for some years, and which have proved their worth, are retained.

The principal of these, of course, is the motor, which remains the same type that was evolved in 1908 and has not undergone, since that time, any change involving its basic principles. This is the motor which has been responsible for Jackson's consistent work in many racing events of national importance in the last several years.

The characteristic of this motor—found in the Model 52 and its accompanying models 42 and 32—is the setting of the valves on an angle of 45 degrees in the opposite sides of spherical cylinder heads. Instead of being operated by long pushrods

from a camshaft in the base of the motor, the Jackson valves are actuated by an overhead camshaft driven from the crankshaft by a vertical shaft and bevel gears,

Another noteworthy feature is that the equipment of the ends of the rocker arms with rollers practically eliminates the chances for wear in the valve operating mechanism.

Motor, clutch and transmission are a unit, enclosed in a dustproof case and flexibly suspended

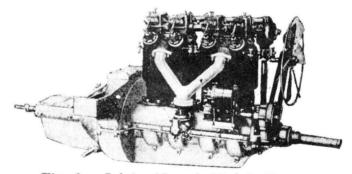


Fig. 2. Inlet side of Model 42 motor, showing high-tension magneto, carburetor and circulating pump.

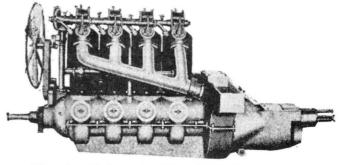


Fig. 3. Exhaust side of Model 52 motor, showing cooling fan with rim, hand-hole plates and overhead valves.

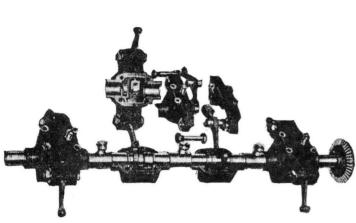


Fig. 4. Camshaft, rocker arms and bevel gear by which the camshaft is driven.

in the frame, so that road shocks cannot destroy the niceties of alignment.

Another feature which has long characterized Jackson cars in the past and which is continued on all models is the fore and aft equipment of full elliptical springs. Ample spring action, and a degree of easy riding is secured by the employment of a dropped chassis frame.

In keeping with the great power of the Model 52, its generous length and roomy body, are the 36-inch wheels and tires. Demountable rims are supplied as regular equipment.

As already stated, the general lines of the Model 52 are the pattern for the other two touring members of the Jackson family. These are the Model 42, with 40 hp motor, 118-in. wheelbase and 34 x 4 in. tires— a \$1,500 car with equipment of top, windshield and gas tank for lights; and the Model 32 with 30 hp motor, 110-in. wheelbase and 32-in wheels at \$1,100.

In addition there are the two-passenger models, in open and enclosed types, with 100-in. wheelbase and 32-in. wheels.

Motors

The motors are in two styles as shown in the illustrations, but are of three sizes: 4.75×4.75 inches in Model 52; 4.5×4.5 inches in Model 42, and 4×4 inches in the other models. The cylinders are cast in pairs on all motors except the Model 52, in which the cylinders are cast separately. All

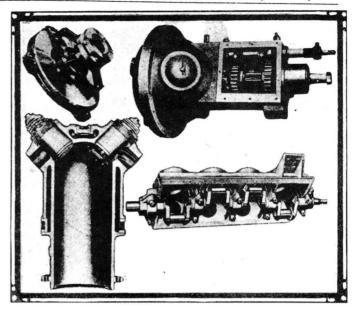


Fig. 6. Sectional view of cylinder, showing spherical head and 45-degree angle valve; crankshaft; transmission; clutch.

valves are inclined at an angle of 45 degrees in the cylinder heads and are operated by an overhead camshaft. The power plant is of the unit system, combining the clutch and transmission. The cylinders are water-cooled, "circulation being by means of a thermo-syphon system. Ignition is furnished by means of a low tension magneto and batteries.

Transmission and Clutch

The transmission gear set is of the selective sliding type, providing three ratios of speed forward and one reverse. The clutch is of the multiple-disc type, running in oil. Both transmission shafts run on annular ball bearings of the separated ball type.

Axles and Suspension

The rear axle contains the bevel gear driving mechanism. Roller bearings are carried next to the wheels and on either side of the differential. Thrust bearings are of the ball type. The pinion shaft is mounted on roller bearings, with ball thrust bearings.

The springs are full elliptic, front and rear. The frame is dropped to bring the car close to the ground and still allow ample spring action.

The front axle is of the I-beam type, the tie rod being behind and the steering arm above the axle.

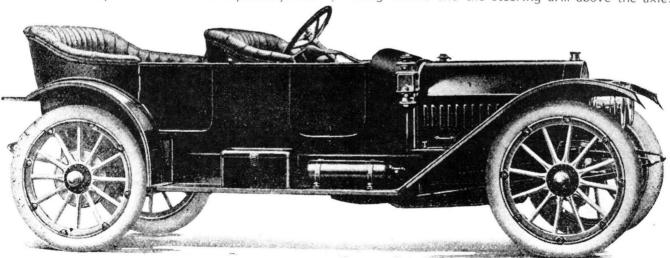


Fig. 5. Jackson Model 52 touring car, price \$1,800. It has a generous length and a roomy body. Demountable rims are regular equipment with this model.

THE BILLBOARD

Advertising in this column is offered free to SAH members on a space available basis. Ads for historical automotive books and literature, photographs, drawings, etc., are acceptable, both for sale and wanted. Ads for automobiles or parts are not acceptable.

AUTOMOBILE MAGAZINES FOR SALE: 95 titles from American Rodding to Your Car. Most every issue available. Send \$2.00 for 19-page list. Robert E. Lee, 68123 Las Tiendas, Desert Hot Springs, CA 92240.

WANTED: Photos, literature, ads, etc., on the Spanish Pegaso Sports Cars of the 1950's. Jerry McDermott, 16722 Ryland Street, Redford, MI 48240.

WANTED: Any information on cars built in the state of Maine. I am presently researching the history of Maine-built automobiles and hope to someday publish a book on the subject. Richard A. Fraser P.O. Box 39, East Poland, ME 04230.

WANTED/TRADE: Bugantics, 1931-1938; Motor Sport (British) 1924-1931; Motor Age pre 1910 plus June, 1937, March 1938, June 1938; MG Magazine/The Sports Car pre 1935; Antique Automobile pre 1944. Have hundreds of duplicates of above and similar titles to trade (only) for my needs. Dean Butler, 4325 Drake Rd., Cincinnati, OH 45243, (513) 561-3160.

WHO'S ON FIRST?

THE FIRST PACKARD

SAH member Hayden Shepley has pointed out that the first Packard car was made in 1895. This car, however, was not made by the Packard Motor Car Company, but by Lucius B. Packard of Salem, Massachusetts, who built three cars between 1895 and 1898, two of which were electrics. His first one, gasoline powered, is pictured below.

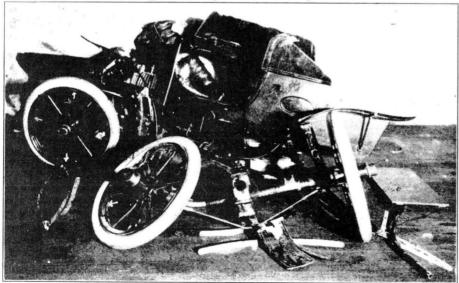


MYSTERY CAR

by Arby Bee

This picture probably should have been classified as a "Puzzle Car" rather than a "Mystery Car," for, since we already know what make it is, it isn't really a mystery.

This car was reduced to a pile of rubble back in June, 1903, when the driver, Mr. L. E. Reed, of New York City, accompanied by an unidentified passenger, attempted to pass in front of two electric street cars traveling on opposite directions, but instead wound up squeezed between them. Miraculously, Mr. Reed escaped with no greater injury than a bruised arm, although thrown in front of and partly under the wrecked automobile. His companion caught a stanchion on one of the cars and managed to swing himself to safety with no more than a few bruises.



Back in 1903, this automobile was squeezed between two streetcars in a collision at Madison Avenue and 111th Street in New York City. The two occupants suffered only minor bruises.

Can any of our readers identify the automobile? Actually, there are many clues: the shape of what remains of the hood (or bonnet, depending upon which side of the Atlantic you reside); a visible portion of the engine; the detached front spring; the style of the hubs and hubcaps; the shape of the fenders; the rear axle (especially the differential case); and the oval panel on the side of the seat.

For those who own a set of Floyd Clymer's "Scrapbooks," there are illustrations of the make and model in preaccident condition in both volumes #4 and #7. There is also a good photograph and detailed description in the A.L.A.M. Handbook of Gasoline Automobiles, 1904 edition.

A picture of this mangled vehicle in its original condition will be published in the next issue of *The SAH Journal*.

AUTOMOTIVE FINE ART, PREMIERE REVIEW OF THE AUTOMOTIVE FINE ARTS SOCIETY, edited and compiled by Jack Juratovic. 64 pages. 53 illustrations (exclusive of the artists' photos), 46 in full color. Soft ccovers, 9" x 10.25". ISBN 0-917473-01-9. GP/ Publishing, Pontiac, Michigan. and available from Bitz & Frost, P.O. Box 2010, 788 Commerce Street, Sinking Spring, PA 19608. \$14.95 plus \$2.95 shipping and handling. [Pennsylvania residents please add 6% sales tax.]

For any enthusiast of fine automobiles or anyone who appreciates art in general, this book is highly recommended from any angle. For anyone who happens to love art and automobiles, it is a must!

The Automotive Fine Arts Society comprises a grand total of 17 members just now, and the contents of this work will give any reader a pretty good thumbnail sketch of what fine automotive art is all about at present, ranging from the roaring action and clanging chains of the early racetrack as interpreted by Peter Helck to the almost photographic detail of Ken Ebertz and Dennis Fritz. Each artist's photograph appears with his biography and, directly across from that, a color example of his or her expertise in the automotive artistic world.

The foreword by Dean Batchelor points out many interesting things about the subject in general dating back to the earlier days when automobile art was largely confined to magazine covers and advertising in that era when the motor car was coming into its own, noting some of the legendary names whose talents graced the better ads, such as those of Adolph Treidler and Newell Convers Wyeth whose interpretations for Pierce-Arrow are almost legendary. And he explains how the transition from what was considered "good" illustration became art in its own right.

Noteworthy, too, is a two-page explanation, "Peter Helck on Auto Art," which, from the dean of American automotive artists (and an outstanding writer as well), tells us a good deal about the craftsmanship and great variety of automotive art over the years, of many styles and as many more ways of interpreting them, be they lithography, oil, watercolor acrylic or a host of other modes of expression

This is one of the most worthwhile bits of automobilia to surface for some time, and I think that anyone who looks into it will be grateful that he or she did. I simply cannot imagine anyone interested in the field without a copy.

Don't be the man who doesn't own one.

Keith Marvin

SANFORD FIRE APPARATUS, by Joe Raymond, Jr. 104 pages, 140 black and white illustrations. Softbound, 8½" x 11". ISBN 0-935130-02-0. Published by The Engine House, P. O. Box 666, Middletown, NY 10940. \$12.95.

This scholarly work is a must for that cadre of automotive historians whose predilection centers on motorized fire-fighting equipment, and a welcome addition it is to the existing publications relating to this subject.

The Sanford Company started life in Syracuse, New York, as a builder of trucks, but with the advent of its "Greyhound Speed Truck" line in 1922, it was found that the chassis was ideally designed for fire fighting potential. The truck line was reduced and by the 1930's full emphasis was brought to bear on fire apparatus manufacture. Sanford has had a colorful history over the years in the field and is still producing in East Syracuse. Over the years it has made many models in many designs on both its own chassis and others, its output largely confined to New York State and to the smaller fire companies, most of them volunteer departments.

In these two areas there is a uniqueness surrounding Sanford, in direct contrast to the larger companies such as American LaFrance, Seagrave and the like. Some of the Sanfords have indeed gone into city work, but the majority seem to fit in much better with the rural agencies.

The book is most attractive with virtually all models of Sanford equipment represented in text and illustration. It has been beautifully researched, as any reader will discern at first glance.

Sanford Fire Apparatus will, I think, become rare eventually. I would advise any fire engine enthusiast to get his or her copy before the supply runs out.

Keith Marvin

THE RECKONING, by David Halberstam. 752 pages hardbound, 6.25" x 9.5". ISBN 0-688-04838-2. William Morrow & Co., 105 Madison Ave., New York, NY 10016. \$19.95.

It would be a moot point to try to pinpoint what Pulitzer Prize Winner Halberstam's latest work is from our particular point of view; whether it is primarily a research-study into socioeconomic relations surrounding the motor vehicle industry of the East versus the West, or is indeed a major contribution to automotive history.

Frankly, I would opt for the former dual designation. It is, I think, a valuable contribution in illustrating the vast differences in automobile manufacturing as viewed from the occidental and the oriental, and in this regard Halberstam has chosen Ford and Nissan as representative companies in his research.

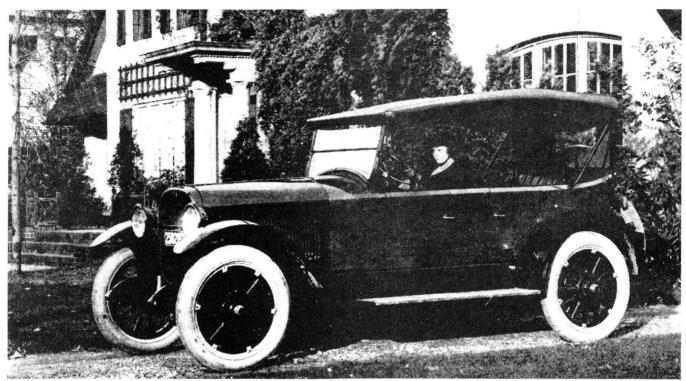
The book is (or was, depending upon when this review appears), on the Best Seller list of *The New York Times*. It is long, sometimes tedious, and not devoid of error here and there as automobile facts go, but regardless of this his conclusions hit pretty much the center of the target, which in itself is a definite plus.

There are, certainly, many similarities between the American and the Japanese automobile industries, more so today than in earlier times. Of course, we had a headstart in the field, a field, incidentally, in which the Japanese builders are becoming more and more prominent in the world market.

Haberstam is a good and effective writer, and there is a poignancy and sadness in his chapter about Henry the First's latter days in which it would appear that the crassness of the man--even cruelty--is especially heartrending and in direct contrast to his description of the younger man starting out to control the automobile industry (at least to a point), in the chapters entitled "The Founder" and "The Destroyer." Of course, the Japanese side of things gets equal play in these pages, but I shall never forget those chapters on Ford.

A sociological work, this? Definitely. Automotive History? I think probably, but in the final reckoning (no pun on its title intended), I think the work is a study of business conditions of our time, both here and abroad, and perhaps it will help us understand just a bit better why the Japanese have been so successful in recent years, especially in their world market.

Keith Marvin



1920 CHANDLER SIX — Four-passenger "Dispatch" Model

Factory Photo



Richard B. Brigham, Editor

Editorial Office: 1616 Park Lane, N.E. Marietta, Georgia 30066 U.S.A.

January-February 1988 Issue No. 112

FIRST CLASS MAIL

PLEASE FORWARD

ADDRESS CORRECTION REQUESTED

FIRST CLASS
U.S. Postage
PAID
Marietta, GA
Permit No. 112

FIRST CLASS