

SAH JOURNAL

THE SOCIETY OF AUTOMOTIVE HISTORIANS, INC.

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Issue Number 128

EDITORIAL COMMENT

As I write this, in the second week of August, there is much uncertainty in the world. When you read it, sometime after Labor Day, we will all know much more, whether brilliant diplomacy has softened the egos of heads of state or whether outright conflict has come to the fore. Whatever the course of history we see, it will inevitably have ramifications on and from the automobile. For automotive history is truly world history, the same as world history has a profound impact on the automobile.

In these parts, the price of gasoline has risen as much as ten cents a day recently, although we seem to have got through the last 24 hours without a price hike. Whether supplies will suffer, and gas lines return, depends on many factors. What is more predictable is that August 1990 may rank, in auto-economic terms, somewhere near the disruptions of 1979, 1973-4, and, in certain areas, 1956.

All these are within "recent" history, the way most of us think, and they don't involve a particular marque or auto personality, so as a community we have given them scant attention. But they are important events in automotive history, for each has shaped the way we treated the motor car, and has greatly influenced the choice of new cars coming to market. While the enthusiast may deplore the lack of "exciting" 1970s cars, the historian should revel in the complex events that led to those cars being produced in the first place.

Whether August 1990 will significantly affect automotive design remains to be seen. But if it does, remember, you were there, and saw things from your own perspective. A new generation of historians will one day want to know such things. As they say in school, "Pay attention! We're going to ask questions later."

- Kit Foster

NEWS

RICHTER BIOGRAPHY PUBLISHED

Art Bagnall Publishing of Los Alamitos, California has just published what is billed as the "largest book on auto racing.....in recent years." *Roy Richter/Striving for Excellence*, written by Art Bagnall, is a biography of one of the nation's most successful racing industrialists. Starting as a pattern maker, the late Roy Richter progressed to driving midget cars, and became the proprietor of Bell Auto Parts, the nation's original speed shop. He developed the well-known Bell helmet and the highly successful Cragar S/S custom wheel. Information on ordering *Roy Richter/Striving for Excellence* may be obtained from Roy Richter Book, 1485 Southern Way, Dept. O, Sparks, NV 89431.

ETCETERINIS AND MISCELLINIS

John de Boer has just completed the fifth edition of his *Register of Italian Oddities*. The 128 page work contains data on almost 4000 cars built in Italy, Italian coachbuilders, and certain accessory manufacturers. It is organized by automotive marques and chassis or coachwork number, and includes important historical data and cross references, including, in most cases, the name of the current owner. For further information on the *Register*, contact John at 3305 Valley Vista Road, Walnut Creek, CA 94598, (415) 458-1163.

ANNUAL BANQUET AT HERSHEY COUNTRY CLUB

This year's annual meeting and banquet, to be held Friday evening, October 12, 1990, will move to the convenient and prestigious Hershey Country Club, 1000 East Derry Road, in Hershey. The event will convene with a cash bar at 6:30 PM, with dinner at 7:00 in the Candlelight Dining Room. The buffet menu includes soup, top round of beef, smoked ham, seafood newburg with rice, assorted fresh vegetables, oven-browned potatoes, pasta primavera, and assorted desserts and beverages.

Highlight of the evening will be the presentation of the Cugnot and Carl Benz publication awards, the James J. Bradley Distinguished Service Award, and the naming of this year's Friend of Automotive History. The results of the 1990 silent auction will also be posted.

Cost of the banquet will be \$18.50 per person, and reservations with payment should be sent to treasurer Bob Gary at 1316 Fourth Ave., Stevens Point, WI 54481 by September 25th. To reach the Hershey Country Club, travel east on Hersheypark Drive (formerly Airport Road) to the end. Turn right, over the railroad bridge, and at the next stop turn left on East Derry Road, travelling through the golf course. The Country Club entrance is the first right; banquetgoers should use the upper entrance and ask directions to the SAH dinner.

HERSHEY HOSPITALITY TENT

The SAH hospitality tent at this year's AACA National Fall Meet, October 11-13 at Hershey, Pennsylvania, will be in the Green Field at spaces GM 59-64. Members, guests, and any persons interested in automotive history are invited to stop by anytime for camaraderie, light refreshment, or just to relax. Stationery, decals and back issues of Society publications will be on sale, and new members may be enrolled.

OBITUARY

JOHN R. BOND

Honorary member John R. Bond, #272H, died July 20, 1990 in Escondido, California. He was 77.

Trained as an automotive engineer, he worked in the motor industry, at one time as a designer for Harley Davidson.

In 1949, he and his late wife Elaine bought the California magazine *Road and Track*, and over the next 23 years built it into what has been described as the "New Yorker of automotive journalism." Under the Bonds' leadership, *Road and Track* demonstrated that literacy and automobiles were not mutually exclusive, and that a sense of style could appeal to gear head and cosmopolitan alike. A generation of car enthusiasts drew their wisdom from Bond's monthly publisher's message "Miscellaneous Ramblings."

SAH Journal expresses the condolences of the Society to his widow Mercedes, his daughter Marilee Nudo, his brother William and sister Virginia Bundy.



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Subscription to *SAH Journal* is by membership in the Society of Automotive Historians. Dues \$20.00 per year.

Membership inquiries and renewals should be sent to the Secretary at P.O. Box 339, Matamoras, PA 18336.

PRESIDENT'S MESSAGE

HERSHEY BOUND

Our annual banquet at Hershey is a special time for SAH members. People who have written to and talked to each other on the phone – and by now communicated by the often mysterious ways of computers – all year, have the opportunity to meet, face-to-face. New members have the opportunity to attach real personae to some of the people whose works they have read and research they have read about. Old members have a chance to meet some of our new members, and there is a general spirit of camaraderie that makes for a very pleasant evening. The banquet meeting is also the time at which we formally recognize with our awards the best work of individuals and institutions to further our field.

Our banquet is one of the most important things that we do as a society. It is attended by roughly 25% of our membership, which is really a very high proportion – given the difficulties and rigors of visiting the Harrisburg/Hershey area during the period of the AACA Fall Meet.

With our banquet meeting well on the way to becoming a “grand tradition,” and with a generally expressed satisfaction with most aspects of the banquet arrangements that have prevailed at the Harrisburg Marriott Inn for the last decade, you can imagine that it would take the promise of something much better to cause your board to change these arrangements.

That something was Howard Applegate's idea for holding our annual banquet at the Hershey Country Club. At the request of your board, Howard pursued this idea. The result promises a tremendous improvement in every aspect of the facilities for this year's affair.

For starters, the banquet will be in Hershey, not too far from the car show, and it will be much easier for most members to reach than was the Harrisburg Marriott. Parking at the Country Club is more than ample and this, too, is a distinct improvement on the past. But the most important differences will be in the “ambiance” of the room that we will meet in and in the menu that we will be served.

Both are great improvements over our previous arrangements. By the way, Howard was able to accomplish all of this with only a very modest increase in the member cost of attending this year's banquet and meeting.

I urge SAH members to make every effort to attend the banquet and annual meeting this year. Old hands will find something new, and new members will quickly feel themselves becoming part of a vital, helpful, and very friendly group of historians. I look forward to personally meeting as many members as possible at the banquet.

* * * * *

Our spaces at the Hershey Car Show have moved this fall from the Blue Field to the Green Field (GM59-64). This move was occasioned by the availability of space on the Green Field, and by the fact that the “incredible, shrinking” Blue Field will likely be abandoned in the next two years as a swap meet site by the Hershey Region AACA. This means that our usual spaces in Blue Field would have to be changed soon anyway. This year seemed to be a good year to make the change. It also seems likely that when the layout of the Hershey Car Show completes its evolutionary change for the near future, the Green Field will be very centrally located and it will be to our advantage to be there. Our new spaces in the Green Field will have what have become the usual amenities: a tent, chairs, tables, refreshments, and access to our own Porta-Potty. If you are at Hershey for the fall car show, please plan to stop by the SAH tent for a visit.

* * * * *

In recent years, our “Silent Auction” has become an important part of our activities, and a high point of our presence at Hershey. Aside from painlessly raising significant amount of money to support our publications, awards, and other programs, the silent auction serves as a conduit for getting important pieces of automotive literature into the hands of members who will make use of them.

The silent auction was the brainchild of our treasurer, Bob Gary. In its first several years, Bob nurtured his idea by doing the enormous amount of work involved in receiving and cataloging the items in the auction, and tallying and posting the successful bids for these items.

This year, board member Tom Deptulski has graciously agreed to take over the administration and grunt work of the silent auction. This involves an enormous amount of effort. Whether or not you participate in the silent auction, you have to appreciate Tom's contribution of time, effort, and talent. Also greatly appreciated, is the continuing generosity of those who have contributed items for the auction. This generosity continues to spare us from less pleasant methods of raising needed money – like a dreaded dues increase. You might want to keep the dual purpose of the auction in mind when you pencil in your bids for the “goodies.”

Tom, by the way, is also working on a plan for a major SAH-sponsored conference on automotive history in Detroit in 1992. The progress of these plans will be discussed by your board at its meeting this fall. Look for information on plans for this conference in upcoming issues of *SAH Journal*.

* * * * *

If you haven't yet voted in the SAH board election before you read this, there may still be time. The Nominations and Elections Committee chair, George Ward, has selected a particularly worthy slate for the three board positions that are up for election this year. The choices between the individuals on this slate will be a difficult one. I urge you to take the time to think about these choices and to return your ballot. SAH elections have always attracted an impressively high level of member voting. This is a tradition that we definitely want to continue.

* * * * *

Members with ideas that they would like to see discussed by the SAH board should communicate these ideas to me as soon as possible. The final agenda for the Hershey board meeting will be drawn up in late September. If you have an issue or question that you would like the board to consider at its fall meeting, please let me know as soon as possible, and I will put it on our agenda. The deadline for items for agenda inclusion is September 30. – Matt Joseph

AT THE MUSEUMS

FONDATION DE L'AUTOMOBILE MARIUS BERLIET

Taylor Vinson recently visited the Fondation de l'Automobile Marius Berliet in Lyons, France, recipient of the 1988 James J. Bradley Distinguished Service Award. He reports that the *Fondation* is interested in acquiring originals or photocopies of sales literature, manuals, ads, or photographs pertaining to any French trucks or to cars built in the Lyons area: Cottin-Desgouttes, Rochet-Schneider, La Buire, Beck, Luc Court, SLIM, Pilain, Barron-Vialle, Diederichs, and, of course, Berliet. Members are encouraged to search their files for relevant items.

The address of the *Fondation* is: Fondation de l'Automobile Marius Berliet, 39 av Esquirol, 69003 Lyons, FRANCE. The *Fondation* will have its annual "Portes Ouvertes," or open house, on September 15th and 16th at the vehicle storage facility at Montellier (Ain) outside Lyons. SAH members are particularly welcome.

PEUGEOT MUSEUM

Members planning a visit to the French National Automobile Collection (formerly Schlumpf Collection) in Mulhouse may wish to include in their itinerary the recently-opened Peugeot Museum. Located in Sochaux and open seven days a week from 10 AM to 6 PM, the Museum is easily accessible by car from Mulhouse. To reach it by train from Mulhouse (or Basel), change at Belfort to a Montbeillard train, and from Montbeillard proceed to the Museum by taxi (about \$7.00). Occasionally, tours through the Peugeot factory are also available.

The Museum features a representative collection of Peugeot cars from 1892 to the 1960s, a contemporary 205 Dakar Rallye machine, and models of stillborn cars such as the 303. Past decades are vividly recreated through the use of many of the company's bicycle and vehicle posters, reproductions of which are available in the gift shop.

EIGHTH LITERATURE FAIR A SCORCHER

By William J. Lewis

The Southern California Chapter's Eighth Annual Automotive Literature Fair & Exchange, held in Pasadena June 24, 1990, was the largest ever. Collectors, hobbyists, and dealers specializing in a wide variety of automotive literature and related materials from 54 California cities joined four out-of-staters to set up for the day. 96 vendors filled 117 spaces of this year's expanded area on Pasadena City College grounds. No car parts or non-automotive related collectibles are permitted at this uniquely singular-theme event.

The entire area was stacked high with domestic and foreign motoring periodicals, books, sales catalogues, advertising, and art work dating from the turn of this century to modern time. Exquisitely accurate scaled models of cars as well as memory-provoking antique toy vehicles were also present. Car badges of long forgotten marques, car club regalia, and all sorts of decorative bric-a-brac added to the variety. Owner's and factory manuals abounded in both "collector original" form and those useful reproductions which are such a vital item on any old car restorer's workbench.

Morning activity was brisk from 6 AM to early afternoon, as was annually-renewed conversation in all directions of every stall. Unfortunately, the crowd quickly thinned by early afternoon, as an unseasonable heat wave soared the temperature to 102+ degrees. Only a few local stalwarts, who didn't face hundreds-of-mile drives homeward, remained to pack up at the usual 3 PM shut-down hour.

Newcomers to the fair Ted and Nelda Weems held the distinction of having traveled the greatest distance to set up their wares, all the way from Dallas, Texas. At least 16 of some 70 regulars trekked between 85 to over 500 miles with cars, vans, pick-ups and trailer loads of literature. Since vehicles are parked in the seller's space, a few added color to the affair by arriving in their loaded-down vintage cars.



MYSTERIOUS MOTORCAR

These intriguing pictures came from Mike Worthington-Williams, by way of Keith Marvin. Before reaching the editorial office they had stumped a number of experts, so we present them here in hopes that some one of us may know what the car is.

It is left hand drive, has probably been somewhat modified during its life, and embossed on the radiator shell is a winged crest with what looks like the letter "E" at the bottom. Readers?



Plenty of buyers and vendors braved the heat to make the Southern California Chapter's eighth Literature Fair the largest ever. Bobbie'dine Rodda photo.

LETTERS

ON EXECUTIVE ENDORSEMENT

I was simply fascinated by the letter from Nelson Bolan in *SAH Journal* No. 126 entitled "Executive Endorsement" in which he poses numerous questions which I think are of considerable import. I have gone over this several times and would like to just add a few thoughts to Mr. Bolan's enquiries.

Who was the man who became President and who had endorsed a specific automobile in a magazine advertisement? I think I knew this, but, alas, at 66, the mind doesn't retain what it once did and, at this age, one's files also get to the same state.

The first cars to be used officially were the four cars ordered by President William Howard Taft and which were delivered the day before his inauguration (i.e. March 3rd 1909) and consisted of a White Steamer – with both open and closed bodies – two Pierce-Arrows, and a Baker Electric (for use of the First Lady). This Baker and the Pierce-Arrows apparently went on into the administration of President Woodrow Wilson as Mrs. Wilson, whom I once had the pleasure of meeting, was using the electric car. As to the White, I believe that this was probably the favorite car of President Taft and carried District of Columbia license plate 4515.

There were three or four Pierce-Arrows in the Wilson stable which carried routine license numbers but later were, for some reason unknown to me, registered in Maryland with plates 60-000, 60-001, 60-002, etc.

This is of particular interest as eventually the White House cars were issued numbers 100, 101, 102 and 103 in the early 1920s. As reciprocity wasn't allowed between states (or DC at the time) those Pierce-Arrows were obligated to carry, in addition, Maryland plates 100-000, 100-001, 100-002 and 100-003. Virginia also got into this non-reciprocity thing and demanded Virginia plates as well, so a large number of Washington-based cars carried three sets of license plates. Somehow, the White House Pierces were exempt from carrying the Virginia markers, but whether it was a mark of respect for the state to the President, or maybe the President just didn't drive in Virginia. Questions, anyone?

The first President we know to have driven in a car was William McKinley and we have proof of at least three in which he rode. Unfortunately, his very last ride was in an electric ambulance from the Temple of Music at the Buffalo World's Fair to the hospital where he died following his assassination. His successor, Theodore Roosevelt, did drive (a Haynes), but his only accident with which I'm familiar was when his horse-drawn carriage was struck by a trolley car in Pittsfield, Massachusetts.

I have tried to prove that President Grover Cleveland, who served the nation in two separated terms (1885-1889 and 1893-1897), must have had some connection with the automobile. He didn't die until 1908 but his son, Francis Grover Cleveland (b. 1903), a lad of five when his father died, has insisted in letters to me that as far as he knew his father never rode in a motor car, something which was unknown as a possession to the Cleveland family until they acquired a second-hand Packard two years after the former President's death. When Woodrow Wilson succeeded Taft, it was strictly a Pierce-Arrow garage in Washington and it remained so thereafter, but augmented with a Packard or two. President Warren G. Harding's personal car was a Locomobile "48."

Wilson was able to take his favorite right-hand-driven official Pierce-Arrow limousine with him into retirement but the car, as the man himself, was aging rapidly, and when the former President called for his car for a ride on his 67th birthday, instead of the Pierce-Arrow, appeared a (Springfield-built) Rolls-Royce phaeton in black with orange trim, the colors of Princeton University from which he had graduated and later headed. It was an anonymous gift from friends. And it was his last ride alive. He died in February 1924, three months later, and the car was retained and used by his widow until 1933.

As to the business of rental (i.e. a car being supplied to the White House, returned to the factory and replaced as needed), it was probably during the Coolidge term that the arrangement was made and Pierce-Arrow retained this "by appointment" arrangement, although by then other makes were augmenting the Buffalo cars, and when Coolidge left office, he managed (as had Wilson), to take one of the White House fleet with him (a Lincoln). But the Pierce hung on – officially, with other stablemates including a Cadillac V-16 which had been added by President Herbert Hoover.

Franklin D. Roosevelt's official car as Governor of New York State had been a Packard. His personal cars had included both a Ford and a Plymouth and his mother, the late Sarah Delano Roosevelt, maintained a Packard at the family estate in Hyde Park.

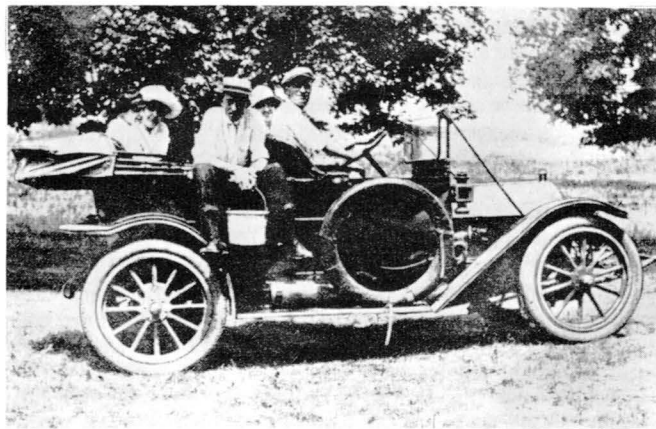
And Pierce-Arrow was still the head of the roost in the garage at 1600 Pennsylvania Ave., when FDR took office on March 4th 1933. Oddly, Roosevelt's successor in New York's gubernatorial chair, the late Herbert H. Lehman, owned a Pierce-Arrow as his personal car (License plate "L"), but for official business he travelled in a black Packard limousine (with plate "1"). I had the pleasure of driving in this car with my father to football games at Williams College of which both were graduates.

But despite the shaky financial jitters (yclept The Great Depression), the Pierce-Arrows remained the official Presidential cars. I have a photo somewhere of a picture my dad took of FDR and me (at nine) sitting in the rear seat of a 1933 Pierce-Arrow phaeton. The President had been visiting in Hyde Park and had driven up for the opening of the Troy-Menands Bridge connecting Albany and Rensselaer Counties and which is visible from my desk.

And the failure of Pierce-Arrow in 1938 didn't stop the use of the car as official transportation. I can well recall seeing FDR, Mrs. Roosevelt, and Governor Lehman in the back seat of a Pierce-Arrow phaeton as it passed through Troy, NY, on October 7th 1940, its bright orange license plate "101" reflecting the afternoon sun. How long the Pierce was kept at the White House after that I've not been able to determine.

Can I add anything to what the late Floyd Clymer had to say on Harry S Truman's 1913 Stafford in Clymer's *Scrapbook #7*? I think I can, and enclose a photograph of the late President at the wheel of that Stafford with the future Mrs. Truman (née Bess Wallace) by his side. I wrote Mr. Truman many years ago about his cars and, in a personally-signed letter dated February 4th 1957, he replied: "In reply to your letter of January 29th, I have had many cars, and they have all been an education to me in many ways.

"My first car was a Stafford, and my second and third were Dodges. After that, I owned a six-cylinder Chevrolet, a Studebaker, a twelve-cylinder Packard and a whole series of Chryslers, Dodges and Plymouths.



Harry S Truman at the wheel of his 1913 Stafford, Bess Wallace (later Mrs. Truman) at his side. Courtesy of Keith Marvin.

I realize that this doesn't answer all of Mr. Bolan's questions. I only regret I can't answer more. Can anyone? I hope so. This is what automotive history is all about and I express my appreciation to him for setting me off. It's been fun!

P.S. I forgot to answer Mr. Bolan's enquiry as to which person, who would eventually become President of the United States actually endorsed a specific make of motorcar. I say it was the late FDR who, as I recall, was "formerly Assistant Secretary of the Navy" when he endorsed the Willys-Knight. I am pretty sure he never owned a Willys-Knight personally, but may have been impressed by the make, and as such endorsed the product. **Keith Marvin, Apt. A 13, The Village One Apts., 587 Broadway, Menands, NY 12204.**

Keith Marvin is exactly right. Reproduced here is the Willys-Knight ad from March 1925 in which it is claimed that "..... prominent men in all walks of life, such as Franklin D. Roosevelt,..... Dr. Lee deForest, Glenn Curtiss, Hiram P. Maxim, Bud Fisher, - are outspoken in their enthusiasm over the wonderful smoothness of the new Willys-Knight." For further commentary from Nelson Bolan, see below. — Editor

From about a dozen FDR biographies I have read concerning that period in his life, it seems that he had a cash flow problem because of his expensive medical bills and being unable to work since his misfortune of contracting polio in 1921. His mother was quite wealthy but just did not realize his financial condition was as bad as it was. When he was able to return to his law practice part time, he became involved in many endeavors to raise money. None of the biographers mention the Willys-Knight ad, although several of them mention other of his financial dealings by name. Either the W-K ad was unknown or was considered too insignificant by them to mention. Whether FDR was compensated by direct payment or perhaps the use of a car for a while was unknown to me. Mrs. Eleanor Roosevelt knew how to drive a car, so the use of a car is a reasonable possibility. A close relative of his died in 1927 and left him over half a million dollars which FDR invested wisely and ended his cash flow problems. **Nelson Bolan, 2131 NE 41st Street, Lighthouse Point, FL 33064.**



That New
WILLYS-KNIGHT

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•• **A new high mark for efficiency** •• **An engine you'll never wear out** ••

Great engineers, great scientists, great inventors—prominent men in all walks of life, such as Franklin D. Roosevelt, former Assistant Secretary of the Navy, Dr. Lee de Forest, the "father" of radio, Glenn Curtiss, famous airplane inventor, Hiram P. Maxim, President of the Maxim Silencer Company, Bud Fisher, the noted cartoonist—are outspoken in their enthusiasm over the wonderful smoothness of the new Willys-Knight.

In addition to the vast fundamental advantages of the Willys-Knight sleeve-valve engine over poppet-valve engines—there is built into this marvelous engine a great English invention that prevents engine vibration at any speed—the celebrated Lauchler Balancer. Willys-Knight is the only car in the United States equipped with this great advance in engineering.

Automobile engineers have yet to invent and build another type of engine that possesses

the long-wearing qualities of the Willys-Knight engine. Fifty thousand miles of un-interrupted service is commonplace, the usual thing, with this extraordinary engine. And even after five, six, seven years or more, when other engines have spent their life, the Willys-Knight engine is still young. Repair costs are next to nothing. For this engine has no clashing cams, no hammering push-rods, no pounding valves—no carbon troubles—no valve-grinding. It's an engine you'll never wear out!

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SAAB SONETT SUPER SPORT

The First Saab Sports Car

by Patrick R. Foster

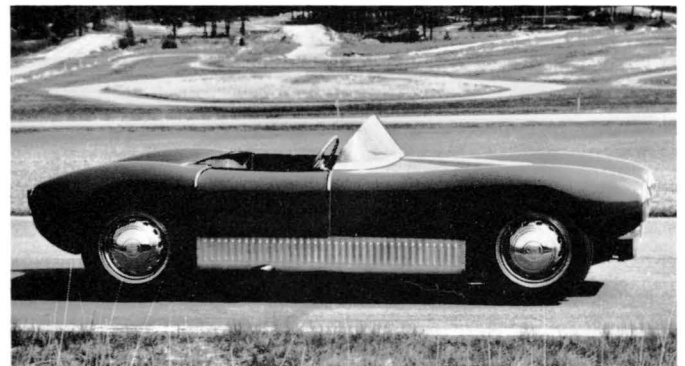
The surprise hit of the 1956 Stockholm Auto Show was a last minute entry from a small Swedish automaker that, at first thought, probably seemed an unlikely sponsor for such a handsome sports machine. The automobile company was Saab, and the show star was the fabulous Saab Sonett Super Sport.

In 1956, Saab was still only midway through its first decade as an automobile manufacturer. It had been a very trying few years. Although Saab had been building small, front wheel drive sedans since 1950, the rate of production was small, as various production delays had hampered the firm from the beginning. Their first sedan, the model 92, was well received by the press and the public, and Saab was building a reputation as a strong rally car. An improved model, the 93, furthered that reputation. One Saab engineer, Rolf Melde, began to push for development funds for a Saab sports car. The program was assigned project number 94.

Rolf Melde went to work designing a racing-type chassis that used the 93's 3 cylinder two-stroke engine, which displaced 748cc. Like all Saabs, it featured front wheel drive. The frame was an aluminum semi-monocoque design, with a fiberglass body. Saab's chief stylist, Sixten Sason, designed a low-slung, sleek two-seat sports car body that, as you can see in the photo, remains stylish and contemporary today. A total of six cars was built.

A change in racing rules the following year ended the project. The class changes would have made the Sonett uncompetitive on the European circuit. Although an effort was made to gauge demand for a detuned version for sale to the general public, nothing came out of it. Saab was not really ready to get into regular production of sports cars. That market was just too big an unknown for them in 1956.

It would be another decade before they would try again, this time with the 1967 Saab Sonett II. That time they would be more successful.



SAH STATIONERY AND DECALS

The Society has stationery and decals, both with the Society Cugnot logo, available for purchase by members.

The stationery is on heavy stock with the logo embossed, and "The Society of Automotive Historians" printed in blue at the top. The matching envelope carries the Society name in blue as well. Packets of 25 letterheads and 25 envelopes are \$5.00 plus \$2.00 for shipping (overseas orders \$4.00 for surface mail).

The Society decals, three inches round, bear the Cugnot logo in black on an attractive gold background. They are available for inside mounting (for windows) and outside mounting (smooth opaque surfaces). Orders should specify which type is desired. Decals are \$2.00 each, plus 25 cents per order for postage. Decals ordered at the same time as stationery can be shipped at no extra charge.

Stationery and decals should be ordered from the Secretary, James H. Cox, at P.O. Box 339, Matamoras, PA 18336. Checks in US funds should be made payable to the Society of Automotive Historians, Inc.



WHAT'S "OLD" IN CAR POSTERS. *A chart of automobile and truck radiator badges and scripts. The Eaton Corporation, Cleveland, Ohio, and available from Wayne McClellan, 1014 E. Maple, Horicon, WI, 53020. \$10.00.*

In 1951, the Eaton Manufacturing Company of Cleveland, Ohio, published a large poster depicting some 556 enamel radiator emblems and earlier scripts which had been carried on hundreds of US cars and trucks (plus a few Canadian ones which sneaked in). This remarkable collection of black and white insignia is an invaluable reference to the vehicles of the past, and in many cases an aid in identifying them. This has been out-of-print for many years and subsequently is widely sought after. Measuring 25 x 37 inches, the chart has been reprinted with Eaton's authorization on the highest quality, age-toned 80 lb. paper. It can be kept rolled-up, but is much more revealing if one has the room to frame it either on board or by trimming it to 24" x 36" and having it placed under glass. Or one has the option, if room is available, by simply tacking it to wall space.

This is something that should please everybody. No automotively-inclined home should be without it! – *Keith Marvin*

EMILE MATHIS – CONSTRUCTEUR AUTOMOBILE, by Jean François Blattner, in French. 495 pages and about as many photos, including 26 in color. Hardcover, 7 x 9.6 inches (18 x 25 cm). Published by Edifree "La Vie de l'Auto," B.P. 88, 77303 Fontainebleau cedex, France. 280 FF.

Here it is at last – another title for which the literature of the automobile has been waiting until now. And it is a most substantial and thorough work, done by a truly devoted author and an outstanding automotive publisher.

Emile Mathis was born in Strasbourg in 1880 and died in 1956. He is generally known for having begun his racing career with Ettore Bugatti in about 1902. This led to commercial ventures with Bugatti and then to a career as a prominent independent automotive manufacturer whose most famous product was the Matford, the French-assembled Ford V-8 which began its long life in 1935. This subject has never been touched upon in any depth before, whereas some 85 pages are devoted to the Matford in this volume.

The marque is treated in similar detail throughout its long existence, which ended with its factory's absorption by Citroën in 1954. Good coverage is provided of the little-known collaboration between Mathis and ex-General Motors boss W.C. Durant, whose joint venture was defeated by the Great Depression. This book fills an important gap in the literature of the automobile.

– *Griffith Borgeson*

RICART ° PEGASO – La Pasión del Automóvil, by Carlos Mosquera and Enrique Coma Cros, in Spanish. 279 pages, 376 black and white illustrations, 33 in color. Hardcover, 10.5 x 12 inches (27 x 31 cm). ISBN 84-404-2916-9. Published by Arcris Ediciones, Traversera de las Cortes, 200, 08028 Barcelona, Spain. 10,000 pesetas plus postage.

The world has been waiting a nice number of decades for a book worthy of one of history's most exotic cars, the Pegaso, which was built in Spain between 1950 and 1957. That book has now appeared in a very handsome Spanish edition and one in the English language is in the pipeline.

The book is the work of two very competent Spanish experts, who in their research have organized the cooperation of the existing intelligentsia of this rare marque, only 84 examples of which were made.

Ricart, of course, is the Wifredo of that name who, before creating the Pegaso, had led a rich and exciting career building high-performance vehicles in his native country and, from the late '30s to 1945, for Alfa Romeo. After the war, he was one of the foremost figures in the Spanish automotive engineering industry. His little-known biography is related here before the whole Pegaso saga is reviewed systematically in each of its major aspects: the firm; the technical side; coachwork; competition year by year; the histories of most of the individual cars; model variants.

At last, the properly done history of one of the most rare of automotive jewels and connoisseur cars. – *Griffith Borgeson*

THE TOURIST FROM CALIFORNIA, by J.H. Valentine. 48 pages, 51 black and white photos and illustrations. Softbound, 8½ x 11 inches. Privately published. Available from Discount Reader Bookstore, 8651 S. Lincoln Blvd., Los Angeles, CA 90045. \$7.95 plus \$2.00 postage.

Long time SAH member Jim Valentine has come up with a forty page book on a subject on which he has been collecting data for twenty years. The subject is the Tourist vehicles made in Los Angeles during the early part of this century. In those days the Tourist was the most-produced brand of vehicles out west, including passenger cars, trucks, taxicabs, and even a bus.

Some of you may say "Why, I thought the Tourist was made in Cleveland," but that was the better-known Royal Tourist and no relation at all to the vehicle made by the Los Angeles-based Auto Vehicle Company from 1902 well into 1910.

The story, as Jim tells us, is quite a different tale from most firms we know of. It seems the management and ownership of the company changed every few months or so all through its existence. The way the firm promoted and marketed their products, too, is a strange tale, compared to ways we think of marketing vehicles today. Much of the book tells of the tours, rallies, races, displays at fairs, and various ways the vehicles were marketed. A surprising fact, to me, was that the firm, from inception, built mostly custom, to-order vehicles, and this policy continued almost to the end, when they built a one-off large ambulance on a 136 inch wheelbase late in 1909. None of the first three vehicles in 1902, mostly experimental machines, was alike. Of the 17 made in 1903, no two were quite the same, having alterations made in accessories, equipment, or body to the taste of the particular buyer. If these figures seem small, recall that back then the population of Los Angeles was only 130,000. But the firm grew in size, all detailed in the book, acquired new factories, and in turn enlarged additions to them. The company turned out a profusion of models, from small, two-cylinder machines using their own engines to larger machines using Rutenber engines.

The firm turned out commercial cars and trucks, too, some of them up to three ton size. By 1907 they had assembled a couple of thousand vehicles of all types, and reached a production level of a thousand a year for a year or so after that. The problem of changing managements and goals is apparent, too, and in fact the firm was more or less done in by such tribulations. It could not obtain enough parts in the final months, due to unsure credit and distance from suppliers. In truth, the firm did not go broke, but was sold out to several other firms, only to have some portions returned. The story also tells us a bit of early racing in the west, and tells us, too, of the type of advertising done. It even includes some mention of competing brands of vehicles: Magnolia, the Coyote, the Durocar, and even the California Tourist, which for a time took over part operation of the Auto Vehicle Company, only to give it back again.

It is coverage of a firm largely previously ignored, and a style of business quite different from usual histories we have seen. It tells us a bit about the roads of that long time ago, and trials of travel, and makes for interesting reading. It also tells us how short was the lifetime of most vehicles in those days, for of over 4,700 vehicles built by the firm only 300 were still licensed to run by September 1913. By November 1917 there were not even 150 left, yet twenty or so exist today.

– *Elliott Kahn*

THE HUMBER STORY, 1868-1932, by A.B. Demaus and J.C. Tarring. 178 pages, 132 b&w illustrations. Hardbound, 7¼ x 9¾ inches. ISBN 0-86299-596-5. Alan Sutton Publishing, Ltd., Gloucester, UK and Wolfeboro, NH. £14.95. Distributed in North America by Automobile Quarterly, P.O. Box 348, Kutztown, PA 19530, (800) 523-0236. \$29.95.

When encountering a book such as this, one wonders what to expect. Often, a work dealing with one particular era of a less-than-universal make is relegated to the bookshelves of dyed-in-the-wool specialists. Appeal to a wider audience is all too often thwarted by convoluted organization or indifferent writing. Surprise, then! *The Humber Story* is a book anyone will be delighted to read.

As the title implies, this book deals only with the pre-Rootes days of Humber, but it starts with Thomas Humber's first venture into bicycle parts manufacturing in 1868. The reader learns that Humber built his first complete cycle in 1873 and had progressed, via motorcycles and three-wheelers, to motorcars by 1899. Humber's were very individualistic cars in their heyday; early unusual features included a radiator hinged to improve access to the engine, a tubular chassis, and quick-detachable wheels which could be removed in three minutes. Leaving the marque on the verge of a new era in 1932, one feels it may be just as well: the latter-day Humber was much a different car. *The Humber Story* ends with extensive appendices, which detail the business history of the company, technical particulars of the cycles, car specifications, prices, and production figures, and even a chart of company profits and losses.

This book was published with the help of the Michael Sedgwick Memorial Trust, organized after the death of the late motoring historian and SAH director to foster the publication of worthy works which might not enjoy commercial success on their own. In aiding publication of *The Humber Story*, the Trust has furthered its mission admirably. When I once told Michael Sedgwick that a certain British marque (not Humber but also beginning with "H") was probably dearer to his heart than mine, he replied: "No, not dearer to my heart, but I make it my business to know about them as no one else bothers." If Michael were alive to read *The Humber Story*, he would be happy that Demaus and Tarring bothered.

— Kit Foster

FOUR WHEELS – NO BRAKES, compiled by the St. Louis Society Automobile Pioneers. 320 pages, 32 b&w illustrations. Softbound, 5½ x 7½ inches. ISBN 0-9624958-1-6, 1990 reprint by Auto Review Publishing, P.O. Box 510, Florissant, MO 63032, \$14.95 plus \$1.00 shipping and handling.

Four Wheels – No Brakes is a fascinating compilation of 86 essays on the automobile industry of St. Louis and environs in the early decades of the motorcar. This work was originally published in 1930 by the St. Louis Society Automobile Pioneers, and SAH member Jim Schild's Auto Review Publishing has just released a reprinted softcover edition. It is delightful.

As one would expect, each of the well-known St. Louis makes is accorded a chapter, but what makes the most fascinating reading is the flurry of articles on the one-off vehicles constructed by homespun motoring pioneers. Perhaps most remarkable is a car built in 1898 by Dr. E.V. Dittlinger, from which the volume takes its

name. This car literally had no brakes; one was able to stop it only by selecting reverse on the planetary transmission. That this was a chancy technique is borne out by the fact that the car experienced some notable collisions.

No aspect of the city's automobile business is untouched; *Four Wheels – No Brakes* has essays on dealers, motoring organizations, and competitive events. It is an excellent resource for the historian, as long as one remembers the way in which we regarded "modern history" in 1930. Its vintage text has acquired a patina that makes for enjoyable reading. At the very economic price this could be an ideal gift for autophile or autophobe alike, especially if you live in St. Louis.

— Kit Foster



THE BILLBOARD

SAH Journal welcomes advertisements from members. Ads are free, and should concern items of interest to historians: books, literature, photographs, illustrations, memorabilia, information; for sale, wanted, to trade. Ads for vehicles or parts are not accepted.

WANTED: Pontiac filmstrips and records of all years. Also Pontiac and Oakland dealer albums prior to 1950, Pontiac and Oakland service bulletins prior to 1935. **Jon Hardgrove, Route 1 Box 230-A, Eldon, MO 65026 (314) 392-7378.**

FOR SALE: Ford salesman training films: 1955 Lincoln, 1955 Mercury. Best offer, or will trade for 1949-60 Meteor (Canadian model Ford) sales literature. **Chris Campbell, 320 Winston Road, Oakville, Ontario L6L 4W5 CANADA.**

WANTED: Any information on European cars at Indianapolis, particularly 1960s Lotus, Lola, BRP, and Brabham. Also material on beach racing and record breaking world-wide. **Martyn H. Flower, 2 Belbrough Close, Hutton Ruddy, Yarm, Cleveland TS15 0EH ENGLAND.**

WANTED: Whereabouts of John S. Mackiernan, who lived in a suburb of Boston, Mass. about 1950. He was a member of either AACA or VMCCA and owned a 1911 Nyberg phaeton, engine no. 41271 (not the Coker car). **Bob Youngberg, 35 Fourth Ave., Arlington Heights, IL 60005, (708) 956-8595.**

WANTED: 1954 & 1955 Cadillac post cards. These were color oversize post cards. I need 1954 Eldorado and 1955 series 62 Convertible to complete both years. Have some duplicates for trade. Thanks! **Grayson Nichols, 10114 Mt. Gleason Ave., Tujunga, CA 91042, (818) 353-8699.**

FOR SALE: The fifth edition of the complete listing of the *Registry of Italian Oddities*. It is 128 pages packed with information on almost 4000 cars "made in Italy." Automotive marques run from Abarth thru Zusta and coachbuilders run from Accessato thru Zanetti. Another listing features Borrani wheels. There's more! \$12.00 postpaid to SAH members. Please add \$2.00 if not a member of the SAH. **John de Boer, 3305 Valley Vista Road, Walnut Creek, CA 94598, (415) 458-1163.**

STILL WANTED: Any sort of literature, memories, photos, etc. of Italian cars, particularly low-production sports and race cars, 1925 thru 1965. Hey, even if only to visit and look (with or without touching!). **John de Boer, 3305 Valley Vista Road, Walnut Creek, CA 94598, (415) 458-1163.**

DIRECTORY UPDATE

NEW MEMBERS

Carlton, John H. 1426
Marston House
48A Church Lane
Oxted, Surrey RH8 9NB
ENGLAND

Cole, Leroy D. 1454
201 W. Rising Street
Davison, MI 48423

REINSTATED

Dixon, Leon 1111
Box 765
Huntington Beach, CA 92648

Rampton, Robert L. 726
5430 S. Hugoton Drive
Salt Lake City, UT 84118

CHANGES OF ADDRESS

Bonsall, Thomas E. 530
1212 York Road
Lutherville, MD 21093

Crismon, Frederick W. 335
P.O. Box 3623
APO New York 09132

Larson, Ralph 1435
2378 Queenston
Cleveland Heights, OH 44118

Note: The following changes were received too late to be included in the 1990-91 directory. Please annotate your copy when you receive it.

NEW MEMBERS

Beeman, Tammen 1455
2208 Crestview Ave.
Redding, CA 96001

Klein, E. Ann 1456
2650 Columbia Ave.
Lancaster, PA 17603

Mansfield, M. Kee 1457
1004 Oakwood Ave.
Bryan, OH 43506

Morgan, L.I. Pete 1458
Route 1 Box 382A
Almond, WI 54909

Perkis, John F. 1459
7971 Vernon Rd.
Clay, NY 13041

Toth, Ernest J., Jr. 1460
8153 Cloveridge Rd.
Chagrin Falls, OH 44022

REINSTATED

Canadian Automotive Museum 1088
99 Simcoe St. South
Oshawa, Ontario L1H 4G7
CANADA

CHANGES OF ADDRESS

Katz, John F. 1303
250 South Fifth Street
Womelsdorf, PA 19567

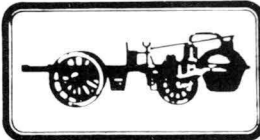
Vellekoop, Ronald 1374
1115 Chestnut Street
Mifflinburg, PA 17844

DECEASED

Bond, John R. 272H



HOW'RE YOU GONNA KEEP 'EM DOWN ON THE FARM? This son of the legendary International cornbinder has left agriculture for the marine trades, though it remains in its (presumably) native Indiana. It's a K-series pickup from the 1941-46 period (a K-1 perhaps?). Can a specialist identify it more precisely? Applegate and Applegate Collection.



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